

The Value of Tourism in Worcestershire

Final Report

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1) Executive Summary

Worcester Research was commissioned in 2013 by the Worcestershire Local Enterprise Partnership to undertake an economic impact study which determined the current state of tourism in Worcestershire and the impact it has upon the Worcestershire economy.

The project aimed to provide a comprehensive overview of the visitor economy in Worcestershire. It was intended to establish the number of visitors to Worcestershire, as well as provide detailed information about the structure of the industry and the value it generates for the local economy.

To fulfil the project aims, the research methodology consisted of a detailed review of existing available information sources, such as Visit England and the International Passenger Survey.

Key findings from the feasibility study were:

- Between 2008-2010, there were 738,000 domestic trips annually to Worcestershire. The main destinations for domestic trips are Worcester City, Wychavon and Malvern Hills. Worcestershire accounts for 8% of the total number of domestic visits to the West Midlands.
- Visitors spend approximately two million nights overnight in Worcestershire. The most popular destinations for overnight stays are Wychavon, Worcester City and Malvern Hills. Worcestershire accounts for 9% of the total number of overnight stays in the West Midlands.
- 39.8% of overnight stays to Worcestershire are for Holidays, 8.1% are for Business purposes and over half are for visiting friends and relatives. These numbers vary widely between the different local districts within the county. There are a higher proportion of visitors staying overnight for Holiday and VFR (Visiting Friends and Relatives) purposes in Worcestershire than the West Midlands as a whole, but a smaller proportion of business overnight stays.
- Overnight visitors to Worcestershire on average stay 2.9 days, 0.7 days longer than to the West Midlands as a whole. The longest trips are to Wyre Forest (3.8 days) and Malvern Hills (3.2), whilst the shortest trips are to Bromsgrove (1.6 days)
- Annually, there are 101,000 international trips to Worcestershire, which accounts for 6.3% of the total number of inbound visitors to the West Midlands.
- Tourism expenditure accounts for £538 million in Worcestershire. Domestic day visitors generate the most revenue, accounting for 71%. Domestic overnight tourism accounts for a further £100 million. Tourism expenditure in the West Midlands is more varied than in Worcestershire, with more revenue generated by the outbound domestic tourists.
- 'Other products' such as fairs and exhibitions account for the greatest proportion of tourism expenditure in Worcestershire. Food and beverage serving are

account for the second largest proportion of tourism spending (23%). Passenger and transport services account for only 2% of tourism expenditure in Worcestershire, but more than 14% in the West Midlands.

- 10% of the workforce in Worcestershire work within tourism related industries, accounting for more than 25,100 jobs. The proportions are significantly different at a local district level; only 6% work in tourism related roles in Redditch, but it is 14% in Wyre Forest and 13% in Bromsgrove and the Malvern Hills.
- The levels of qualification attainment are slightly higher in the Worcestershire tourism sector than the tourism sector in the West Midlands as a whole.
- In Worcestershire, 12,229 work in the food and drink service sectors, 5,469 work in cultural, sports, recreation and conference activities, 4,505 are employed in passenger transport, transport hire and travel agency activities and 2,897 work in accommodation.
- Full time workers account for only 41% of the tourism related workforce in Worcestershire, which is a smaller proportion than the 45% in the West Midlands. This varies across the six local districts from 44% in Wychavon to 37% in Wyre Forest.
- 30.8% of tourism related businesses report having hard-to-fill vacancies and 31.7% of all vacancies are considered hard-to-fill by employers.
- Whilst a comparable proportion of businesses in the West Midlands and Worcestershire report staff with skills gaps, the proportion of staff with skills gaps in Worcestershire is almost half of that in the West Midlands as a whole (5.6% to 10.5% respectively)
- There are 1,279 tourism related businesses, accounting for 5.7% of all businesses in Worcestershire. In the Malvern Hills, this rate is almost doubled, with 9.1% of all businesses being related to tourism. Malvern Hills and Wychavon account for approximately half of all tourism related businesses in Worcestershire.
- The proportions of businesses for each sub-sector of tourism are similar between the West Midlands and Worcestershire. However, there are a much smaller proportion of passenger transport businesses in Worcestershire than across the West Midlands.

2) Introduction and Background

Worcestershire is a part of the 'Heart of England,' which also encompasses Birmingham, the Black Country, Coventry, Warwickshire, Herefordshire, Stratford-on-Avon, Shropshire and Staffordshire.

Tourism is a vital part of the Worcestershire economy. The area caters to a range of different tourism related sectors, including:

- Leisure Tourism
- Business Tourism
- Accommodation
- Food and Beverage
- Transport

Leisure Tourism

Destination Worcestershire, (the official Destination Management Organisation which feeds into the national tourism body Visit England) promotes the highly rural nature and the history of the county, with a large majority of pictures on the official tourism website showing natural sites of beauty and historical places of interest.

There are a wide variety of different visitor attractions in Worcestershire, some of which are included below.

The West Midlands Safari Park is one of the most important visitor attractions in Worcestershire. It is the third most visited zoo or park in the country; in 2009, there were over 580,000 paid admissions to the park, with a further 164,000 complimentary and free return visitors.

The park primarily markets towards younger children and families, but there have been recent considerations to develop a conference centre, hotel and water park at the existing site. The park already includes a variety of attractions such as the safari itself, a theme park, aquarium, reptile house, Hippo Lake and a monorail system.

The Severn Valley Railway, located in Kidderminster, is the sixth most visited paid attraction in the West Midlands with 225,000 visitors in 2010. This decreased by 4.4% in 2011, to only 215,000. The railway runs from Kidderminster to Bridgnorth in Shropshire. Whilst there have been discussions concerning increasing the length of the track and joining with other locations, such as the Ironbridge Gorge in Telford, at present there are no plans for any extension, and even if they were undertaken, would take more than 20 years to complete.

Another source of visitors is the Malvern Hills and the other Areas of Outstanding Natural Beauty in Worcestershire. The Cotswolds and other extensive nature reserves, including the Knapp and Papermill reserve, Tiddesly Wood and the Christopher Cadbury Wetland Reserve at Upton Warren. In 2009, there were an estimated 1.7 million trips made by visitors to the Malvern Hills, contributing a total spend of £81.5 (including travel costs), creating almost 1,200 additional jobs in the area.

There is a variety of heritage and cultural sites in Worcestershire. Worcester Cathedral, Elgar's birthplace, Discover History – The Worcester Story and National

Trust properties like Hanbury Hall are all important heritage attractions that have an international appeal for visitors. Historical sites, particularly those connected to the civil war, are important visitor attractions, with a variety of sites in Worcester itself.

Business Tourism

There are a wide variety of venues available for business tourism, including the Three Counties Showground, with space for 2,200 delegates. There are over 40 conference centres in the county, including purpose built conference centres like Farncombe Conference Centre as well as a variety of hotels, sporting stadiums and stately homes offering conference, meeting and event facilities. Conferences and meetings are highly important for the attractions in Worcestershire; with several leisure tourism venues also offering facilities for business tourism, such as the Severn Valley Railway, the Malvern Theatres, the Elgar Birthplace Museum as well as countryside centres with green credentials.

Team building activities are also advertised in the area, including the Go Ape! No. 1 Tree Top Adventure course in the Wyre Forest and Top Barn Farm. This also helps to combine leisure tourism attractions with business tourism; bringing these business visitors to the area can lead to them being repeat visitors to the leisure attraction.

Events

There are also several large exhibitions and events that take place in Worcestershire including those at the Three Counties Showground. These range of events include trade shows, flea markets, antique fairs and motor-shows as well as the major agricultural, horticultural and food and drink shows that are held every year. The Worcester Victorian Christmas Fayre is an annual event held in the city of Worcester every year and attracts in excess of 100,000 people. Other popular events include those held at the Severn Valley Railway including the 1940's weekend and Santa Steam Safari's, events at West Midland Safari and Leisure Park as well as food and drink events like the British Asparagus Festival and the Pershore Plum Festival. There are also a huge variety of festivals growing year on year including the Broadway Arts Festival, Malvern walking Festival and the Love Worcester Heritage Festival.

The annual sporting calendar is also very important to Worcestershire attracting sports enthusiasts to events at Worcester Racecourse, Worcester Warriors Rugby Football Club, Worcestershire County Cricket Club, Shelsley Motorsport as well as river regattas and cycle races.

Accommodation

Accommodation is an important part of the tourism sector in Worcestershire; there are 131 accommodation related businesses in Worcestershire. These vary from farm holidays and caravans to B&Bs and even four star hotels.

Destination Worcestershire also suggests a variety of 'themed visits,' such as Family Breaks, Romantic Breaks, Heritage Breaks, Boating Breaks, environmentally friendly holidays and 'tasty breaks' which focuses on providing good food from the local area. This allows for a broader potential market for overnight visitors to the area.

Overnight accommodation is an important part of the visitor economy and should be encouraged, as on average, overnight tourists spend more than two and a half times more than day visitors.

Food and Beverage

Food and beverage serving businesses are an important part of the tourism industry in Worcestershire, with a wide range of different styles and qualities available. Over two-fifths of all tourism related businesses in Worcestershire are food and beverage serving ones.

There are a wide range of different food and drink serving businesses in Worcestershire, ranging from restaurants, hotels, pubs, cafes, tea rooms and even high street providers. There are several AA rosette approved hotels that provide high quality food to their guests.

As mentioned before, there are opportunities for food and drink breaks in Worcestershire, including cooking breaks, where visitors can develop their skills. There are also recommended accommodation, which serve high standards of food and drink.

Transport

Transport is a key part of a visitor economy. Worcestershire has a variety of different methods for tourists to be able to travel around.

Automobile transport is the key to getting around in Worcestershire; whilst there is a focus on walking and hiking at various tourist locations, the key method of visiting these different areas is by car. The M5 connects Worcestershire with Birmingham and the North, whilst the M42 connects the area to the M40 and the South. Several A-roads also run through Worcestershire such as the A442 and A449, which connect the county with Shropshire in the North and Herefordshire in the South.

There are also strong rail links in Worcestershire; several of the large towns have railway stations, including Worcester (which has two separate stations: Foregate Street and Shrub Hill), Redditch, Kidderminster, Bromsgrove, Droitwich Spa and Malvern (which has two separate stations: Great Malvern and Malvern Link). The area is directly linked with train routes to Birmingham, Hereford, Cheltenham, Bristol, The Cotswolds, Oxford and London Paddington.

There are several different bus services run throughout Worcestershire; the majority of these are short services which serve local geographic areas and single local authorities. However, there are longer routes, which include areas such as Stratford-on-Avon, thereby improving the accessibility of the county.

Whilst there are no airports within Worcestershire itself, Birmingham International airport is only 40 minutes drive and less than 90 minutes by railway.

3) Methodology

In order to understand the impact of tourism in Worcestershire, data has been collected for 15 key areas. These included:

- 1) Total domestic annual trips (including a rolling 3 year average)
- 2) Total domestic annual overnight trips (including a rolling 3 year average)
- 3) Total domestic annual spend (including a rolling 3 year average)
- 4) Number of international visitors
- 5) Value of tourism expenditure by visitor type (domestic overnight, day visitor etc)
- 6) Value of tourism expenditure by activity (e.g. accommodation, transport, activities, food and drink)
- 7) Total tourism related employment (total number and as a percentage of all sector workforce)
- 8) Tourism related employment by industry
- 9) Tourism related employment by industry and by nature (e.g. full time and part time)
- 10) Tourism related employment by occupation
- 11) Percentage of tourism related businesses reporting hard to fill vacancies
- 12) Percentage of tourism related businesses reporting skills gaps
- 13) Qualification levels of tourism related employees
- 14) Total number of tourism related businesses
- 15) Total number of tourism related businesses by industry.

It will also be important to include two other pieces of information, with the data for Worcestershire.

- **Regional Comparator:** It will be useful to compare the performance of Worcestershire to the rest of the West Midlands and see if Worcestershire is performing above or below the regional average. This will help to identify areas that require improvement and will show which areas are suffering on a regional level.
- **District Data:** As well as producing data for the County as a whole, it will also be useful, where possible, to break down data to include information at a smaller, more local level, such as by district or including the major individual towns. This will help to show the areas that tourism has the greatest impact and where it has the least impact.
There will not always be available data at smaller, local levels due to the types of data being collected.

Note: At present it is not possible to give accurate, up to date information about tourism related employment by occupation for Worcestershire. This data is not currently available and will not be available until the results of the 2011 census have been fully published.

4) Findings

The following chapter sets out the key findings from the project, divided into the 15 key areas identified above:

Visitors: Numbers and Domestic Spending

1) Total domestic annual trips (including a rolling 3 year average)

Table 1.1 Annual Total Domestic trips 2009-2011

Geographical Location	Average Number of Total Domestic Trips 2009-2011 (000s of trips)	Percentage of Average Number of Total Annual Trips to Worcestershire 2009-2011
Worcestershire	738	100%
• Bromsgrove	49	6.6%
• Malvern Hills	151	20.7%
• Redditch	63	8.5%
• Worcester City	183	24.8%
• Wychavon	179	24.3%
• Wyre Forest	113	15.3%
West Midlands	9,263	N/A

Source: Great Britain Survey Analysis 2009-2011, Visit England, 2011

The two locations with the greatest number of total domestic annual trips are Worcester City and Wychavon, with an annual average of 183,000 and 179,000 trips respectively. These two local authorities alone account for almost half of all trips to Worcestershire. Malvern Hills is the next most visited with 151,000 trips, over a fifth of the total number of trips.

The two local authorities with the fewest average annual trips are Redditch (63,000) and Bromsgrove (49,000), accounting for only 8.5% and 6.6% of the total number of domestic trips respectively. These two areas are identified as receiving the lowest overall impact from tourism throughout the report.

2) Total domestic annual overnight trips

Table 2.1 Average Total Domestic Nights 2008-2010

Geographical Location	Average Number of Total Domestic Nights 2009-2011 (000s of Nights)	Percentage of the Average Number of Total Domestic Overnight Trips to Worcestershire 2009-2011
Worcestershire	2,106	100%
• Bromsgrove	80	3.8%
• Malvern Hills	480	22.8%
• Redditch	163	7.7%
• Worcester City	505	24.0%
• Wychavon	444	21.1%
• Wyre Forest	434	20.6%
West Midlands	19,976	N/A

Source: Great Britain Survey Analysis 2009-2011, Visit England, 2011

Worcester City and the Malvern Hills receive the greatest number of trips each year, whilst Bromsgrove and Redditch receive the fewest. This reflects the nature of these different districts; the Malvern Hills are an international tourist attraction and Worcester City has a wide variety of historic and cultural attractions whilst Bromsgrove and Redditch are smaller towns with few tourist attractions for visitors.

Table 2.2 Average Total Domestic Nights by purpose 2008-2010

Geographical Location	Holiday		Business		VFR	
	Average Domestic Holiday Nights 2009-2011 (000s of Nights)	% of total Over night Visits	Average Domestic Business Nights 2009-2011 (000s of Nights)	% of total Over night Visits	Average Domestic Business Nights 2009-2011 (000s of Nights)	% of total Over night Visits
Worcestershire	838	39.8%	171	8.1%	1097	52.1%
• Bromsgrove	23	28.8%	12	15.0%	45	56.3%
• Malvern Hills	264	55.0%	43	9.0%	173	36.0%
• Redditch	29	17.8%	8	4.9%	126	77.3%
• Worcester City	98	19.4%	69	13.7%	338	66.9%
• Wychavon	162	36.5%	39	8.8%	243	54.7%
• Wyre Forest	262	60.4%	0	0.0%	172	39.6%
West Midlands	7039	35.2%	3419	17.1%	9518	47.6%

Source: Great Britain Survey Analysis 2009-2011, Visit England, 2011

On average, visitors are 4.6% more likely to stay overnight for a holiday in Worcestershire than in the West Midlands region as a whole. The table above shows the variance between the districts as holiday locations where visitors want to stay overnight. Over 50% of overnight visitors to the Malvern Hills are staying for holidays, whilst less than one-fifth of overnight visitors to Redditch and Worcester City stay for holidays.

Less than one in twelve visitors stay overnight in Worcestershire for Business purposes. Whilst the proportion is much higher in Bromsgrove (15%), less than 5% of visitors of overnight visitors to Redditch stay for business and none in the Wyre Forest. This is worrying as business tourists are more likely to spend more money and increasing the demand for business trips may raise tourism revenue. The West Midlands rate of business tourism overnight stays is more than double the rate in Worcestershire.

The majority (52.1%) of overnight visits to Worcestershire are to visit friends and relatives (VFR). In the more leisure tourism focused areas, such as Malvern and the Wyre Forest, this accounts for approximately a third of trips. However, in areas such as Redditch, more than three-quarters of overnight trips are for VFR purposes. VFR visitors tend to spend far less, due to not having to pay for accommodation or food and drink.

By examining the number of Domestic Overnight nights and the total number of trips, the average number of nights per trip can be worked out. From this it can be shown that there is significant variance between the different districts. Wychavon

has the largest average number of nights per trip (3.1) whilst Bromsgrove has the fewest with only 1.7 nights per trip. Overnight trips to Worcestershire tend to last 0.3 nights longer than those to the West Midlands as a whole.

Table 2.3 Total Domestic Nights, Trips and average number of nights per trip

Geographical Location	Total Domestic Nights 2009-2011	Total Domestic Overnight Trips (average 2009-2011) (000s of Trips)	Average Number of Nights per Trip
Worcestershire	2,106	738	2.9
• Bromsgrove	80	49	1.6
• Malvern Hills	480	151	3.2
• Redditch	163	63	2.6
• Worcester City	505	183	2.8
• Wychavon	444	179	2.5
• Wyre Forest	434	113	3.8
West Midlands	19,976	9,263	2.2

Source: Total Domestic Overnight Trips 2009-2011, Visit England, 2011

3) Total Domestic Annual Spend

The average total domestic annual spend of visitors to Worcestershire was £87 million from 2009-2011. More than 75%, or £68 million, of this is spent in just three local districts: Wychavon, Worcester City and Malvern Hills. Only £20 million was spent in Bromsgrove, Redditch and Wyre Forest combined, making these three districts much less important for tourism spends in Worcestershire.

Worcestershire represents only 7.9% of the total domestic annual spend to the West Midlands.

Table 3.1 Average Total Domestic Annual Spend 2009-2011

Geographical Location	Average Total Domestic Annual Spend 2008-2010 (£millions)
Worcestershire	88
• Bromsgrove	4
• Malvern Hills	26
• Redditch	4
• Worcester City	18
• Wychavon	24
• Wyre Forest	12
West Midlands	1,120

Source: Great Britain Survey Analysis 2009-2011, Visit England, 2011

4) Number of international visitors

Table 4.1 Average Number of International Visitors

Geographical Location	Average Number of International Visits 2009-2011
Worcestershire	101,000
• Droitwich	4,333
• Evesham	13,333
• Malvern (Great/Wells)	16,333
• Worcester	38,333
• Other Towns	28,666
West Midlands (visit England, West Midlands regional summary 2010)	1,608,000

Source: International passenger survey 2009-2011, ONS

Figure for 'Other towns' in Worcestershire derived by halving the figure for 'Other towns' in Herefordshire and Worcestershire.

Worcestershire accounts for 6.3% of the total number of visitors to the West Midlands.

Within Worcestershire, the most popular destination for international visits is Worcester City itself, accounting for 38% of visits. Droitwich, Evesham and Malvern combined receive fewer visitors than Worcester City (only 33,999 compared to 38,333). 'Other towns' in the Worcestershire area account for the remaining international visitors; 28.3% of visitors travel to one of the smaller towns in Worcestershire.

Visitor Expenditure

5) Value of Tourism Expenditure by Visitor Type (domestic overnight, day visitor etc)

The total visitor expenditure to Worcester shire is £538 million. This is only 7.7% of the total tourism expenditure in the West Midlands.

Table 5.1 Total Tourism Expenditure by Visitor Type

Geographical Location	Tourism Expenditure (£m)				Total
	Inbound Visitors	Domestic Overnight Visitors	Domestic Day Visitors	Domestic Outbound Visitors	
Worcestershire	38	100	384	16	538
West Midlands	592	1,204	3,916	1,277	6,989

Source: Estimated Tourism Expenditure 2008 (£m) by UK NUTS S3 Area and Visit Type, ONS, May 2011

71% of Tourism expenditure in Worcestershire comes from Domestic Day visitors. This is a much higher proportion than for the West Midlands as a whole (56% of the total expenditure).

Worcestershire accounts for 7.7% of the total tourism expenditure in the West Midlands.

Overall, visitor expenditure in the West Midlands is much more varied; over 6 times the proportion for Worcestershire is spent by domestic outbound visitors in the West Midlands. This makes the Worcestershire Visitor economy much more dependant on the Domestic Day Visitors and this could result in serious issues if the Domestic Day Visitor market was to decrease.

Chart 5.1 Expenditure by Visitor Type as a percentage of Total Visitor Expenditure (£m) in Worcestershire

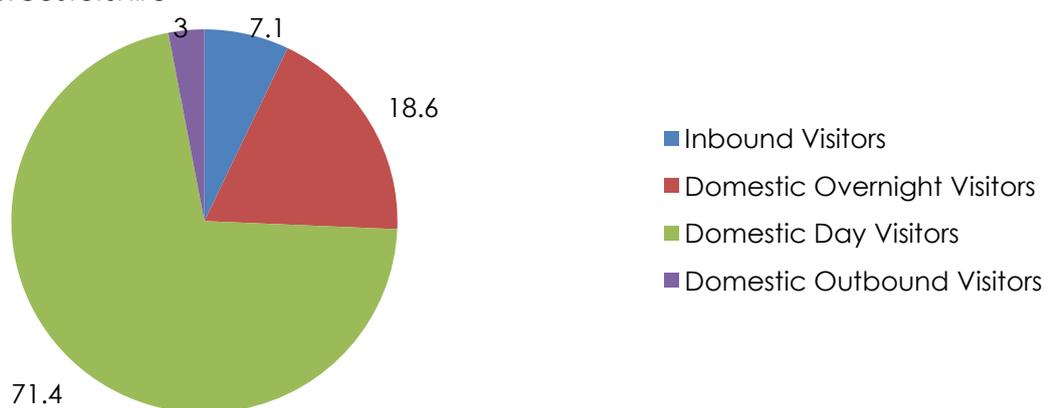
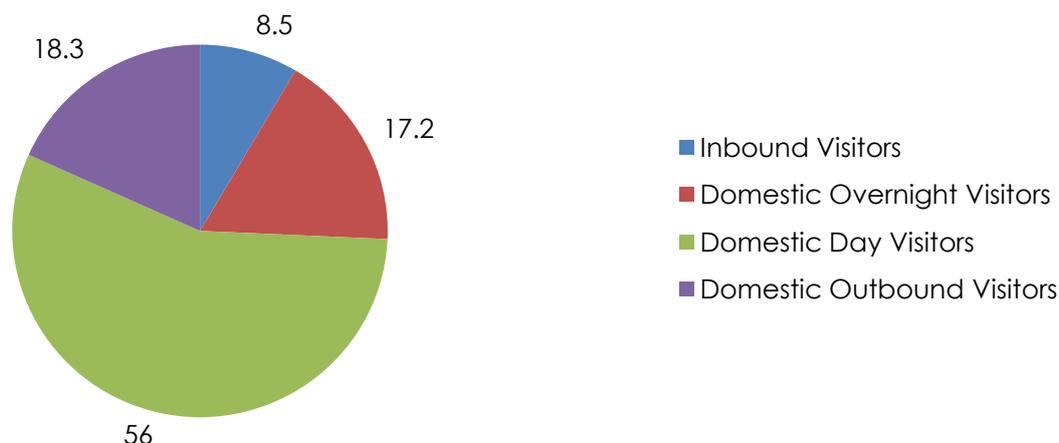


Chart 5.2 Expenditure by Visitor Type as a percentage of Total Visitor Expenditure (£m) in the West Midlands



There is a difference between the figures for the total domestic annual spend shown above and the combined amount of Domestic Overnight Visitors, Domestic Day Visitors and Domestic Outbound spend. This may be a result of the models used to evaluate the domestic spends: Estimated Tourism Expenditure 2008 is based upon the London Local Area Tourism Impact model whilst the Great Britain Survey analysis is based upon a unique weighted model.

6) Value of tourism expenditure by activity (e.g. accommodation, transport activities, food & drink)

Table 6.1 Tourism expenditure by activity

Geographical Location	Tourism Expenditure (£m)				
	Accommodation Services for Visitors	Food and Beverage serving services	Passenger Transport Services	Cultural, Sport and Recreational Services	Other Products
Worcestershire	46	124	12	46	310
West Midlands	610	1,451	1,017	460	3,451

Source: Estimated Tourism Expenditure 2008 (£m) by UK NUTS S3 Area and Visit Type, ONS, May 2011

On average, tourism expenditure by product in Worcestershire accounts for 9.1% of the total expenditure for each product in the West Midlands. However, expenditure on passenger transport services in Worcestershire is a much lower proportion of the total West Midland expenditure (only 1.2%).

Table 6.2 Tourism expenditure by activity as a percentage of total tourism expenditure

Geographical Location	Tourism Expenditure (% of total for each area)				
	Accommodation Services for Visitors	Food and Beverage serving services	Passenger Transport Services	Cultural, Sport and Recreational Services	Other Products
Worcestershire	8.6%	23.0%	2.2%	8.6%	57.6%
West Midlands	8.7%	20.8%	14.6%	6.6%	49.4%

Source: Estimated Tourism Expenditure 2008 (£m) by UK NUTS S3 Area and Visit Type, ONS, May 2011

The activity with the greatest proportion of spending in Worcestershire and the West Midlands is 'other products' which includes fairs, events and exhibitions. These account for approximately half of the total tourism expenditure in the West Midlands, but an additional 8.2% in Worcestershire.

Food and beverage serving services receives the second highest proportion of spending; with comparable percentages in both Worcestershire (23.0%) and the West Midlands (20.8%). Cultural, sport and recreational services attribute a two percent larger proportion of tourism expenditure in Worcestershire than in the West Midlands.

The greatest difference in proportions of tourism expenditure between Worcestershire and the West Midlands relate to Passenger Transport services. Passenger Transport accounts for nearly 15% of tourism expenditure in the West Midlands, but only 2.2% in Worcestershire. This may be due to the differences in scale between the two areas and the nature of visits to the area; visitors to the West Midlands may travel across a wide area such as Birmingham to Ironbridge, whilst visitors to Worcestershire have a much shorter distance to travel.

Tourism Related Employment

7) Total tourism related employment (total number and as a percentage of all sector workforce)

Table 7.1 Total number and proportion of workers in tourism related employment

Geographical Location	Total Number in tourism related employment	% of all sector Workforce	Total Working Population
Worcestershire	25,100	10	240,380
• Bromsgrove	4,700	13	36,150
• Malvern Hills	3,500	13	26,920
• Redditch	2,400	6	40,000
• Worcester City	4,900	9	54,440
• Wychavon	5,000	10	50,000
• Wyre Forest	4,600	14	32,860
West Midlands	226,300	9	2,514,440

Source: Tourism Employment 2009, Visit England

This table shows that there are marked differences in the numbers and percentages of workers employed in the tourism industry across Worcestershire. The highest numbers employed are in Wychavon and Worcester City, but the highest percentage of tourism employees compared to the rest of the economy is in Wyre Forest, where it accounts for more than one job in every seven.

Worcestershire accounts for 9.6% of the total numbers of tourism related employment across the West Midlands.

Table 7.2 Percentage of Tourism Related employment by local authority

Geographical Location	Total Number in tourism related employment	% of Tourism Related employment in Worcestershire
Worcestershire	25,100	100.0
• Bromsgrove	4,700	18.7
• Malvern Hills	3,500	13.9
• Redditch	2,400	9.6
• Worcester City	4,900	19.5
• Wychavon	5,000	19.9
• Wyre Forest	4,600	18.3

Source: Tourism Employment 2009, Visit England

Wychavon accounts for almost one fifth of the total numbers of tourism related employment in Worcestershire and Worcester City accounts for another 19.5%. There are comparable numbers between 4 of the 6 local authorities, with less than 1.6% between the Wychavon and the Wyre Forest.

However, the Malvern Hills and Redditch account for the smallest proportions of tourism related employment in Worcestershire. 13.9% and 9.6% respectively. This is surprising, due to the high value of visitor spend and high number of visitor trips in Malvern.

8) Tourism related employment by industry

Based upon the figure for the total numbers employed in the tourism sector, it is possible to approximate the numbers employed in the industry by industry. In order to estimate these, the proportions employed in each industry across the West Midlands were used and then applied to Worcestershire and the six districts making it up.

The largest proportion of staff is employed within the food and beverage serving activities. 48% of tourism related employees work in the 'food and beverage serving activities' sector.

The accommodation sector is the smallest employer of tourism related staff, with only 2,897 of the total number of employees, approximately 12% of the total number of tourism employees.

Table 8.1 Employment by Tourism Sector

Geographical Location	Employment by Tourism Sector				Total
	Food and beverage serving activities	Cultural, sports, recreation & conference activities	Passenger transport, transport hire & travel agency activities	Accommodation for visitors	
Worcestershir	12,229	5,469	4,505	2,897	25,100
Bromsgrove	2,290	1,024	844	542	4,700
Malvern Hills	1,705	763	628	404	3,500
Redditch	1,169	523	431	277	2,400
Worcester	2,387	1,068	880	565	4,900
Wychavon	2,436	1,090	898	577	5,000
Wyre Forest	2,241	1,002	826	531	4,600
West Midlands	110,253	49,311	40,621	26,115	226,300

Source: Annual population survey, 2011.

Figures for Worcestershire and the local authorities have been estimated using the percentages for the West Midlands overall.

9) Tourism related employment by industry and by nature (e.g. full time and part time)

In Worcestershire overall, only 41% of tourism related employment is full time. Almost three-fifths are only part time.

The highest proportions of full time staff are in Wychavon, Malvern Hills and Worcester City. These are the areas with the greatest numbers of visits per year and the highest visitor expenditure.

The Wyre forest has the lowest proportion of full time staff with only 37%, whilst Bromsgrove and Redditch are only slightly higher with 38%. Wyre may have fewer full

time jobs due to the more rural nature of the area and the more seasonal nature of the tourism jobs.

Table 9.1 Nature of Tourism Employment

Geographical Location	Nature of Employment			
	Full Time		Part Time	
	Numbers	% of total Tourism Employment	Numbers	% of total Tourism Employment
Worcestershire	10,200	41%	14,900	59%
Bromsgrove	1,800	38%	2,900	62%
Malvern Hills	1,500	43%	2,000	57%
Redditch	900	38%	1,500	62%
Worcester City	2,100	43%	2,800	57%
Wychavon	2,200	44%	2,800	56%
Wyre Forest	1,700	37%	2,900	63%
West Midlands	102,500	45%	107,400	55%

Source: Tourism Employment 2009, Visit England

10) Tourism related employment by occupation

At present it is not possible to give accurate, up to date information about tourism related employment by occupation for Worcestershire. This data is not currently available and will not be available until the results of the 2011 census have been fully published.

11) Percentage of tourism related businesses reporting hard-to-fill vacancies

Table 11.1 Proportion of tourism related businesses reporting hard-to-fill vacancies

Geographical Location	Tourism Related Businesses reporting hard-to-fill vacancies (%)
Worcestershire	30.8%
West Midlands	33.6%

Source: UK Employer Skills Survey, 2011

Worcestershire has a lower proportion of tourism related businesses reporting hard-to-fill vacancies compared to the West Midlands as a whole. Tourism related businesses in Worcestershire are, proportionally, nearly 10% less likely to report hard-to-fill vacancies than the West Midlands. This may be due to the different, more specialised roles in the West Midlands compared to Worcestershire, such as pilots.

Table 11.2 Hard-to-fill vacancies as a proportion of all vacancies.

Geographical Location	Hard-to-fill vacancies as a percentage of all tourism vacancies (%)
Worcestershire	31.7%
West Midlands	26.0%

Source: UK Employer Skills Survey, 2011

Worcestershire has a higher proportion of hard-to-fill vacancies compared to all tourism related vacancies than the West Midlands. An additional 5.7% of tourism roles are hard-to-fill.

These two tables suggest that there are fewer businesses in Worcestershire that report hard-to-fill vacancies than the West Midlands, but there are more hard-to-fill roles per business than in the West Midlands.

12) Percentage of tourism related businesses reporting skills gaps

Table 12.1 Percentage of businesses reporting skills gaps

Geographical Location	Businesses reporting skills gaps (%)
Worcestershire	19.1%
West Midlands	20.2%

Source: UK Employer Skills Survey, 2011

Worcestershire has a lower proportion of tourism related businesses reporting skills gaps compared to the West Midlands as a whole. **Proportionally**, tourism related businesses are 5.6% less likely to report skills gaps in Worcestershire than in the West Midlands as a whole.

The table below shows the proportion of tourism related staff with skills gaps. Worcestershire has only half the proportion of employees with skills gaps compared to the West Midlands, despite comparable businesses reporting skills gaps. This suggests that there are fewer staff with skills gaps per business in Worcestershire than in the West Midlands.

Table 12.2 Staff with skills gaps as a proportion of all tourism staff

Geographical Location	Percentage of staff with skills gaps of all tourism staff (%)
Worcestershire	5.6%
West Midlands	10.5%

Source: UK Employer Skills Survey, 2011

Tourism staff in Worcestershire is almost half as likely to have skills gaps compared to staff from across the West Midlands. This also shows that, on average, there are fewer staff with skills gap per business in Worcestershire compared to the West Midlands as a whole.

13) Qualification levels of tourism related employees

Table 13.1 Qualification levels of tourism related employees

Geographical Location	Qualifications (% of tourism workforce)				
	No qualifications	NVQ Level 1	NVQ Level 2	NVQ Level 3	NVQ Level 4 or above
Worcestershire	6%	23%	32%	18%	20%
West Midlands	8%	26%	31%	18%	17%

Source: Hospitality, Leisure, Travel and Tourism Overview, People First, 2010 and BRES, 2010

*Data extrapolated from data for all sectors in Worcestershire

From the table, it can be seen that the levels of qualification attainment in the Worcestershire tourism industry is slightly higher than for the West Midlands as a whole. Two percent fewer staff working in the Worcestershire tourism sector have no qualifications compared to the West Midlands as a whole. Three percent more staff have level 4 qualifications or more in the Worcester tourism sector compared to the West Midlands as a whole.

This table is an estimate of the qualification attainment levels in Worcestershire. It has been used by calculating the ratio between the levels of attainment in the tourism sector in the West Midlands and for all areas of the economy. This ratio was then applied to the levels of qualification attainment in all areas of the economy in Worcestershire to find an approximate value for the levels of qualification attainment for the tourism sector in Worcestershire.

Tourism Related Businesses

14) Total number of tourism related businesses

Table 14.1 Total number and proportion of tourism related businesses

Geographical Location	Total Number of Tourism Related Businesses	Total Number of Businesses (Tourism and Non-Tourism)	Tourism Related Businesses as a percentage of the total number of businesses (Tourism and Non-tourism)
Worcestershire	1279	22,043	5.7%
• Bromsgrove	188	4,058	4.6%
• Malvern Hills	301	3,293	9.1%
• Redditch	118	2,886	4.1%
• Worcester City	182	3,185	5.7%
• Wychavon	321	5,468	5.9%
• Wyre Forest	169	3,153	5.4%
West Midlands	10,353	195,662	5.3%

Source: Fame, BVD, 2012

(See Annex 1 below for the SIC Codes 2007 used for the tourism related businesses)

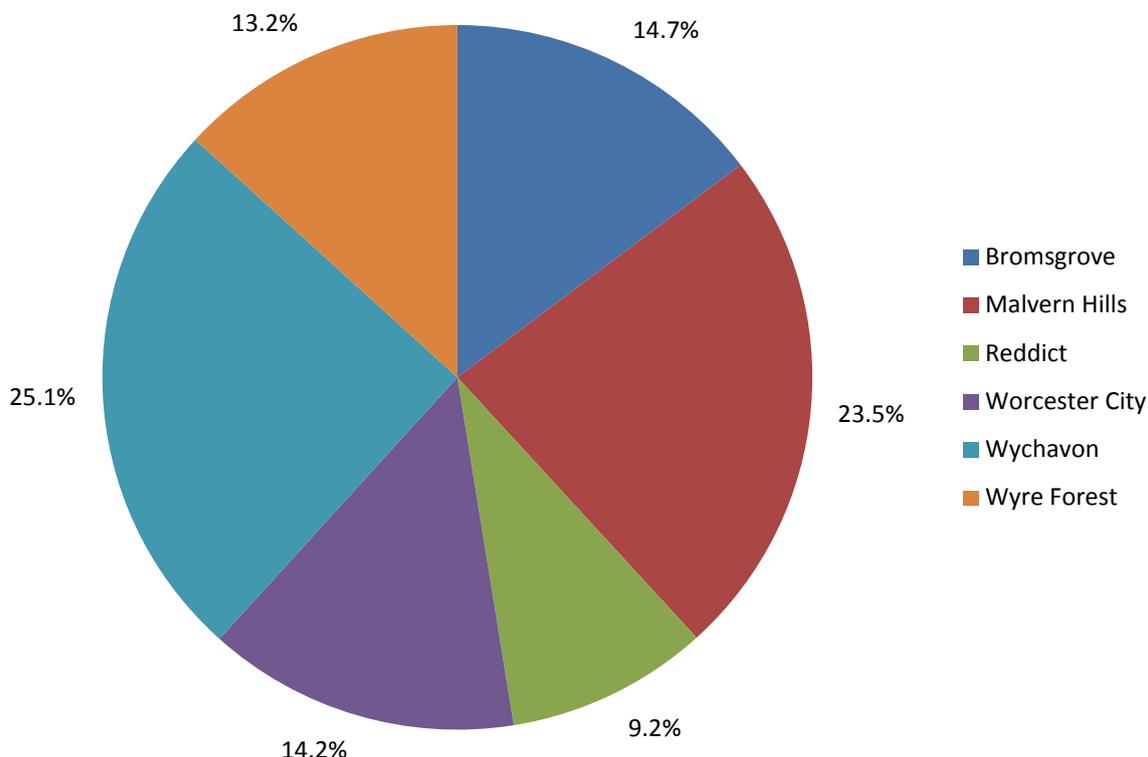
Worcestershire accounts for 12.3% of the total number of tourism related businesses in the West Midlands. This is slightly higher than the proportion of all businesses, as Worcestershire only accounts for 11.3% of the total number of businesses in the West Midlands.

Tourism related businesses account for 5.7% of the total number of businesses in Worcestershire, which is slightly higher than the proportion in the West Midlands as a whole (5.3%)

Wychavon has the greatest number of tourism related businesses. Malvern has the highest proportion of tourism related businesses, as a percentage of the total number of businesses in the area; at 9.1%, this is almost double the average for Worcestershire as a whole.

Redditch has both the lowest number and proportion of tourism related businesses in Worcestershire. As shown above, it also employs the smallest proportion of tourism related staff in Worcestershire, with less than one-tenth of the tourism related jobs in Worcestershire.

Chart 14.1 The percentage of the total tourism related businesses in Worcestershire in each local authority



Source: Fame, BVD, 2012

From Chart 14.1 it can be seen that, combined, the Malvern Hills and Wychavon account for almost half of the tourism related businesses in Worcestershire. Relatively, Redditch has a small tourism sector, accounting for less than ten percent of the total number of tourism businesses in Worcestershire.

Bromsgrove, Worcester City and the Wyre Forest combined account for only 42.1% of the tourism related businesses in Worcestershire.

The table below compares tourism related employment and the proportion of tourism related businesses in each local authority.

Table 14.2 Comparison of the percentages of tourism related businesses and employment in Worcestershire and local authorities

Geographical Location	Total Number of Tourism Related Businesses	Percentage of total tourism related businesses in Worcestershire	Total number in Tourism Related Employment	% of Tourism Related employment in Worcestershire
Worcestershire	1279	100.0	25,100	100.0%
• Bromsgrove	188	14.7%	4,700	18.7%
• Malvern Hills	301	23.5%	3,500	13.9%
• Redditch	118	9.2%	2,400	9.6%
• Worcester City	182	14.2%	4,900	19.5%

• Wychavon	321	25.1%	5,000	19.9%
• Wyre Forest	169	13.2%	4,600	18.3%

Source: Fame, BVD, 2012 and Tourism Employment 2009, Visit England

From this table, the number of employees per business can be ascertained. On average, tourism related companies in the Malvern Hills have only 12 employees, whilst the average in Bromsgrove and Worcester City is more than double that (25 and 26 respectively) .

This shows the differences in the structure of the tourism industry in each local authority. The Malvern Hills and Wychavon have fewer employees per business with a larger number of businesses, whilst the Wyre Forest, Worcester City and Bromsgrove have fewer businesses but with a larger workforce at each. Redditch has a small number of businesses, with a relatively small work-force working at each.

15) Total number of Tourism related businesses by Industry

Table 15.1 Total Number of Tourism Related Businesses by Industry.

Geographical Location	Total Number of Tourism Related Businesses by Industry					
	Accommodation Services for Visitors		Food and Beverage serving services		Passenger Transport Services	
	Number of businesses	% of all tourism businesses	Number of businesses	% of all tourism businesses	Number of businesses	% of all tourism businesses
Worcestershire	131	10.2%	542	42.4%	107	8.4%
• Bromsgrove	25	13.3%	73	38.8%	17	9.0%
• Malvern Hills	30	10.0%	163	54.2%	15	5.0%
• Redditch	5	4.2%	50	42.4%	20	16.9%
• Worcester City	15	8.2%	70	38.5%	10	5.5%
• Wychavon	36	11.2%	127	39.6%	27	8.4%
• Wyre Forest	20	11.8%	59	34.9%	18	10.7%
West Midlands	992	9.6%	4,897	47.3%	988	9.5%

Geographical Location	Total Number of Tourism Related Businesses by Industry			
	Cultural, Sport and Recreational Services		Other Tourism Related Industries	
	Number of businesses	% of all tourism businesses	Number of businesses	% of all tourism businesses
Worcestershire	474	37.1%	25	2.0%
• Bromsgrove	70	37.2%	3	1.6%
• Malvern Hills	90	29.9%	3	1.0%
• Redditch	39	33.1%	4	3.4%
• Worcester City	83	45.6%	4	2.2%

• Wychavon	124	38.6%	7	2.2%
• Wyre Forest	68	40.2%	4	2.4%
West Midlands	3,318	32.0%	158	1.5%

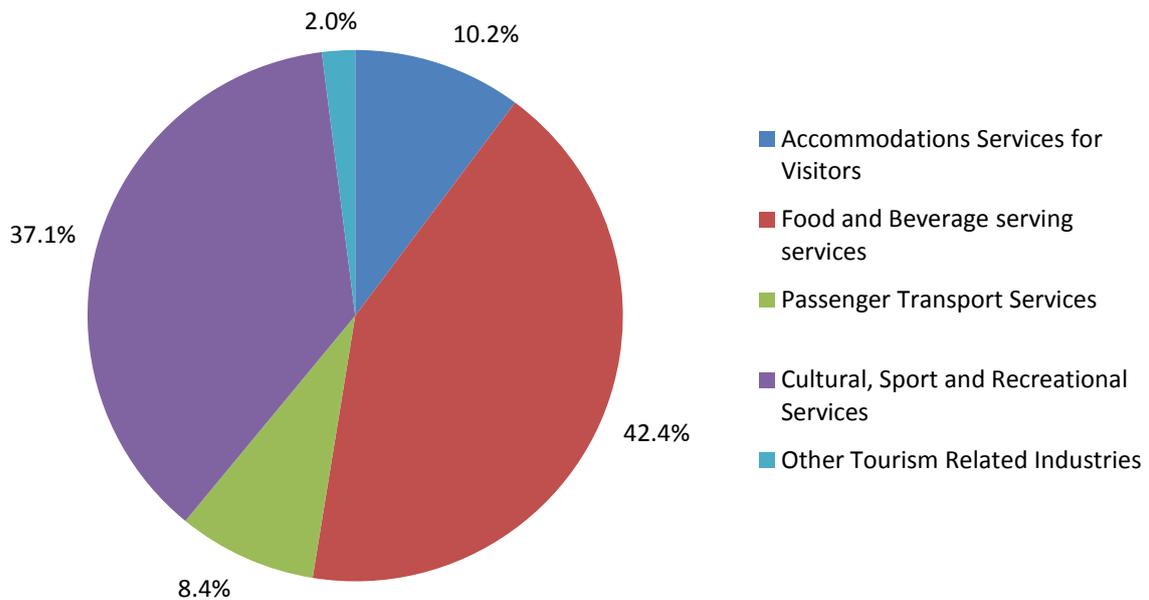
Source: Fame, BVD, 2012

(See Annex 1 below for the SIC Codes 2007 used for the tourism related businesses by specific industry)

In both Worcestershire and the West Midlands, the largest proportions of tourism related businesses are food and beverage serving services (42.4% and 47.4% respectively) and cultural, sport and recreational services (37.1% and 32.0% respectively).

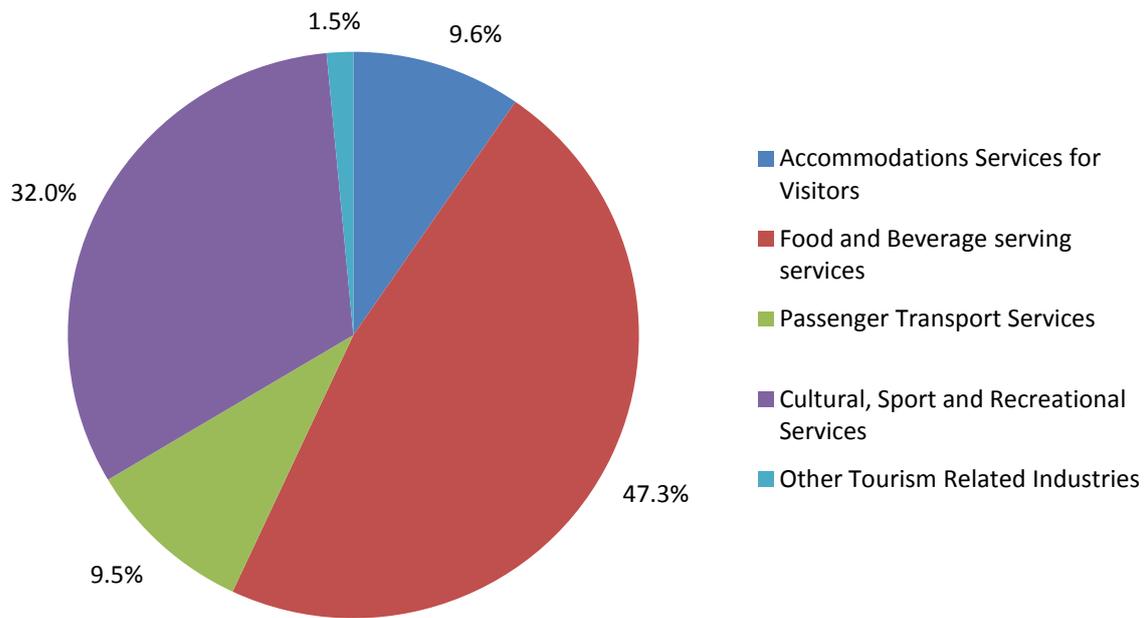
'Other tourism businesses' such as exhibition and fair organisers represent the smallest proportion of tourism related businesses. Redditch has the highest proportion of these businesses, with more than double the proportion in the West Midlands as a whole. This is due to the overall smaller number of tourism businesses in Redditch, as there are as many 'other tourism related' businesses in Redditch as other areas.

Chart 15.1 Proportions of Tourism Related Businesses in Worcestershire by Industry.



Source: Fame, BVD, 2012

Chart 15.2 Proportions of Tourism Related Businesses in the West Midlands by Industry.



Source: Fame, BVD, 2012

From the two charts, it can be seen that the proportions of tourism related businesses by industry are overall very similar. The greatest difference between them is that there are relatively 5.1% more cultural, sport and recreational businesses in Worcestershire, and food and beverage serving services account for 4.9% of tourism related businesses in the West Midlands.

Conclusion

Tourism is vitally important to the Worcestershire economy, accounting for £538 million a year across the county. There are 738,000 domestic day visits, 1,954,000 domestic overnight stays and 101,000 overseas visits every year. Tourism provides employment for ten percent of the working population in Worcestershire and generates revenue for 1,279 businesses. It is an important industry which must continue to be encouraged in order to develop further.

Tourism in Worcestershire is highly reliant on Domestic Day visitors with over 70% of revenue coming from this single source. In order to secure the visitor economy in Worcestershire, it would be useful to diversify and increase the share of other visitor types, such as inbound and domestic overnight. These other visitors are also most likely to spend more money in the local economy and increase the total value of Worcestershire tourism.

The impacts of tourism differ between the local authorities in the county. More urban areas such as Redditch and Bromsgrove receive a much smaller share of the visitor economy, with fewer visitors, visitor expenditure and tourism related businesses. Rural areas, such as Malvern Hills, Wychavon and Wyre Forest, and areas with cultural significance, such as Worcester City, receive more visitors, greater visitor expenditure and higher tourism related employment. More people visit these rural and cultural areas, tend to stay longer and are more likely to there for holidays than areas like Redditch and Bromsgrove. It would be useful to concentrate on improving the appeal of these areas, such as developing the business tourism industry or new fairs and exhibitions to increase visitor interest in these areas.

Hard-to-fill vacancies and skills gaps are a significant issue in the Worcestershire visitor economy. Whilst the skills gaps are lower than for the West Midlands as a whole, nearly one in five businesses report skills gaps and over one in twenty tourism workers have some form of skills gap. This is linked to the levels of qualification attainment in the tourism sector in Worcestershire. It is important to ensure that tourism staff are fully proficient and adequately trained for the available jobs, to prevent the high percentages of hard-to-fill vacancies.

Overall, the visitor economy in Worcestershire is similar to the West Midlands, but on a smaller scale. There are comparable proportions of tourism related businesses, employees in tourism related occupations, the nature of how tourism employees work, the products visitors spend their money on and even the proportions of hard-to-fill vacancies and businesses reporting skills gaps in the West Midlands and Worcestershire. Whilst the West Midland's visitor economy is thirteen times more valuable than Worcestershire's, the structures of their tourism markets are very similar for both.

Appendix One: SIC Codes 2007 for Tourism Related Businesses

The SIC codes used in the report have been based upon the SIC Codes used for the ONS 'Sub-regional Value of Tourism in 2008' report

Industry	SIC Code	SIC Code - Sector
Accommodation Services for Visitors	55100	Hotels and similar accommodation
	55201	Holiday centres and villages
	55202	Youth Hostels
	55209	Other holiday and other collective accommodations
	55300	Recreational vehicle parks, trailer parks and camping grounds
	55900	Other accommodation
Food and Beverage Serving	56101	Licensed restaurants
	56102	Unlicensed restaurants and cafes
	56103	Take-away food shops and mobile food stands
	56210	Event catering activities
	56290	Other food services
	56301	Licensed clubs
	56302	Public houses and bars
Passenger Transport Services	49100	Passenger rail transport, interurban
	49320	Taxi operation
	49390	Other passenger land transport
	50100	Sea and coastal passenger water transport
	50300	Inland passenger water transport
	51101	Scheduled passenger air transport
	51102	Non-scheduled passenger air transport
	77110	Renting and leasing of cars and light motor vehicles
	77341	Renting and leasing of passenger water transport equipment
	77351	Renting and leasing of air passenger transport equipment
Cultural, Sport and Recreational Services	77210	Renting and leasing of recreational and sports goods
	92000	Gambling and betting activities
	93110	Operation of sports facilities
	93199	Other sports activities
	93210	Activities of amusement parks and theme parks
	93290	Other amusement and recreation activities n.e.c
	90010	Performing arts
	90020	Support activities to performing arts
	90030	Artistic creation
	90040	Operation of arts facilities
	91020	Museums activities
	91030	Operation of historical sites and buildings and similar visitor attractions
91040	Botanical and zoological gardens and nature reserves activities	

Other Tourism Related Businesses	82301	Activities of exhibition and fair organisers
	82302	Activities of conference organisers