



UNIVERSITY
of
GREENWICH

TOURISM AND ECONOMIC DEVELOPMENT IN SUFFOLK

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ECONOMIC GROWTH IN SUFFOLK: PRIORITIES

Green Economic Growth

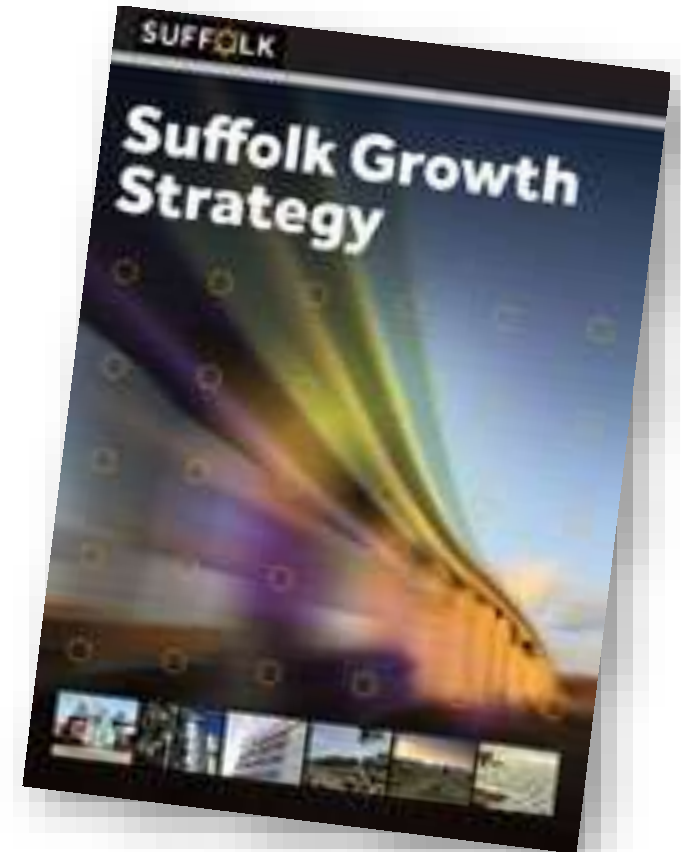
- Skills

- Investment and Enterprise

- Growth areas

- Infrastructure improvements

➤ Tourism contributes to all of these areas



SUFFOLK

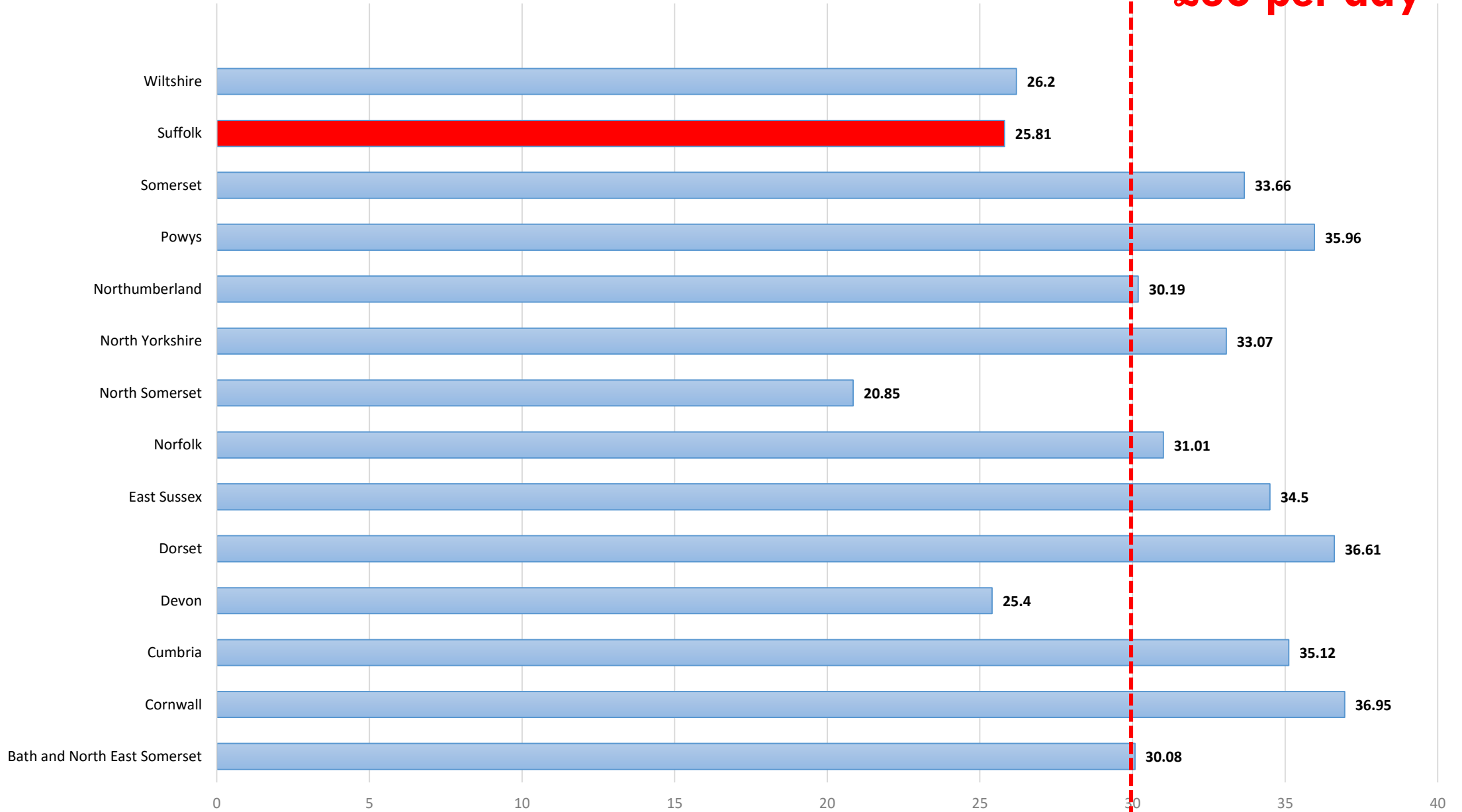
- 31,915,998 trips
 - % staying = 5.7% (26% of spend)
 - % day trips = 94.3% (74% of spend)
- Total value of tourism = £1.85bn
- Total related employment = 38,369 (12.3%)

(Destination Research 2014)



ONS Cluster 4/5 competitors – day visitor spend

£30 per day



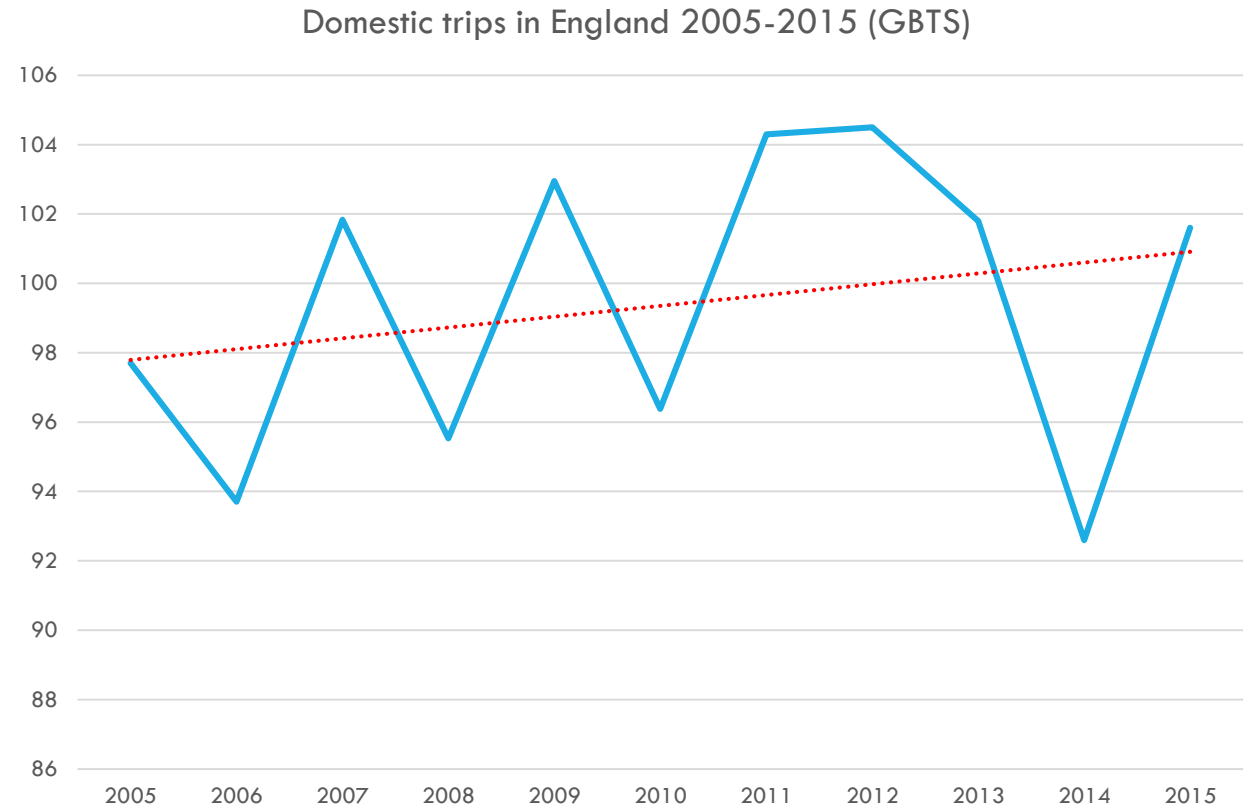
WILL STAYCATIONS MAKE A DIFFERENCE?

Sounds better than 'domestic tourism'

The staycation market is very competitive

Competition is for displacement

(Dwyer et al 2010)



DISPLACEMENT

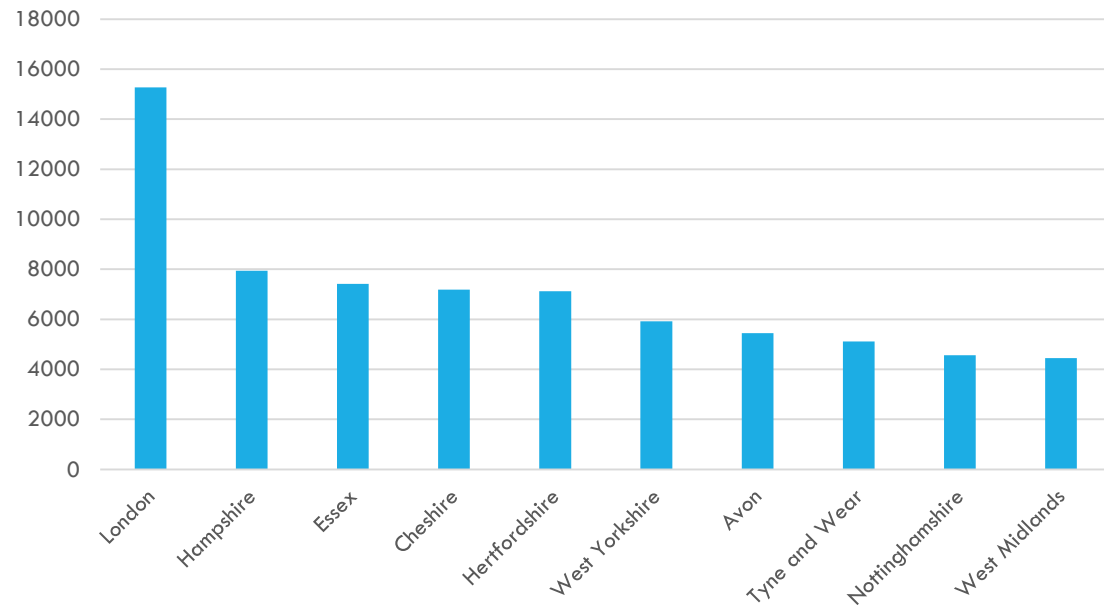
The effect of tourist marketing causing domestic tourists to spend money in a destination, that they would otherwise have spent elsewhere (DCMS 2012)

No net benefit to UK PLC!

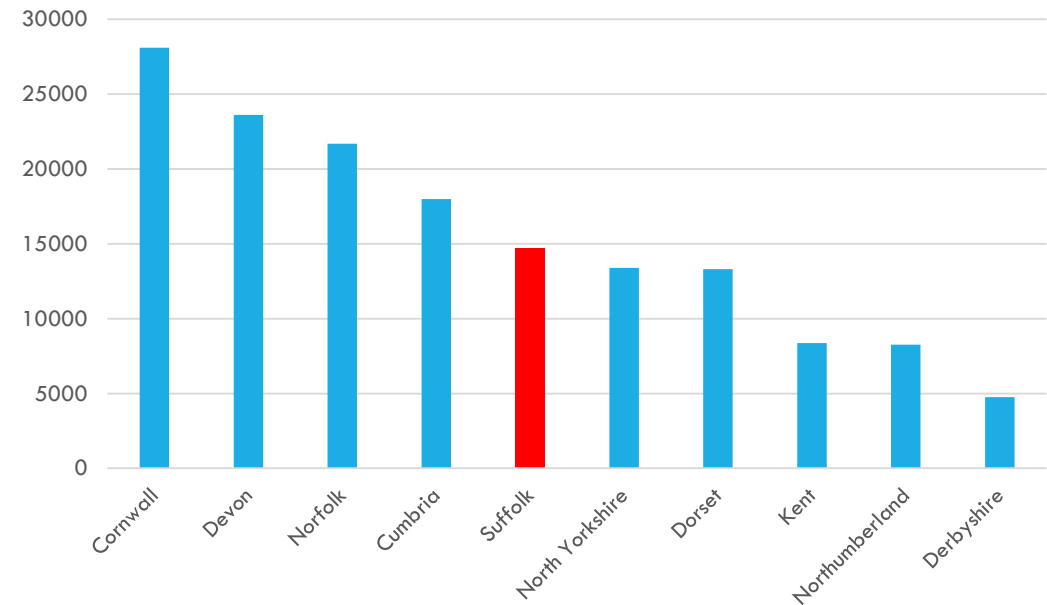


STAYCATION DISPLACEMENT — SELF CATERING

Top ten guest counties



Top ten counties for bookings



CONCLUSIONS

Tourism is a key contributor to Suffolk's 4 economic growth themes

Increasing spend is a huge priority

The staycation phenomenon means that Suffolk must compete head on with other destinations

Think Suffolk PLC, not UK PLC!

