

OFFICIAL



# Data Hub

The Great South West Tourism Partnership Project  
to drive success for the region

Funded by:





# Size of the Visitor Economy



**£7.10BN**  
VISITOR SPEND  
IN 2019

**DIRECTLY SUPPORTS**  
**132,777 FTE JOBS**



**84.9M**  
DAY VISITS



**14.8M**  
DOMESTIC  
OVERNIGHT  
VISITS



**£5.2BN GROSS**  
VALUE ADDED (GVA)

9% OF TOTAL GVA



**14,060**  
ESTABLISHMENTS



**1.4M**  
OVERSEAS  
VISITS

## The largest staying visitor market (outside of London)

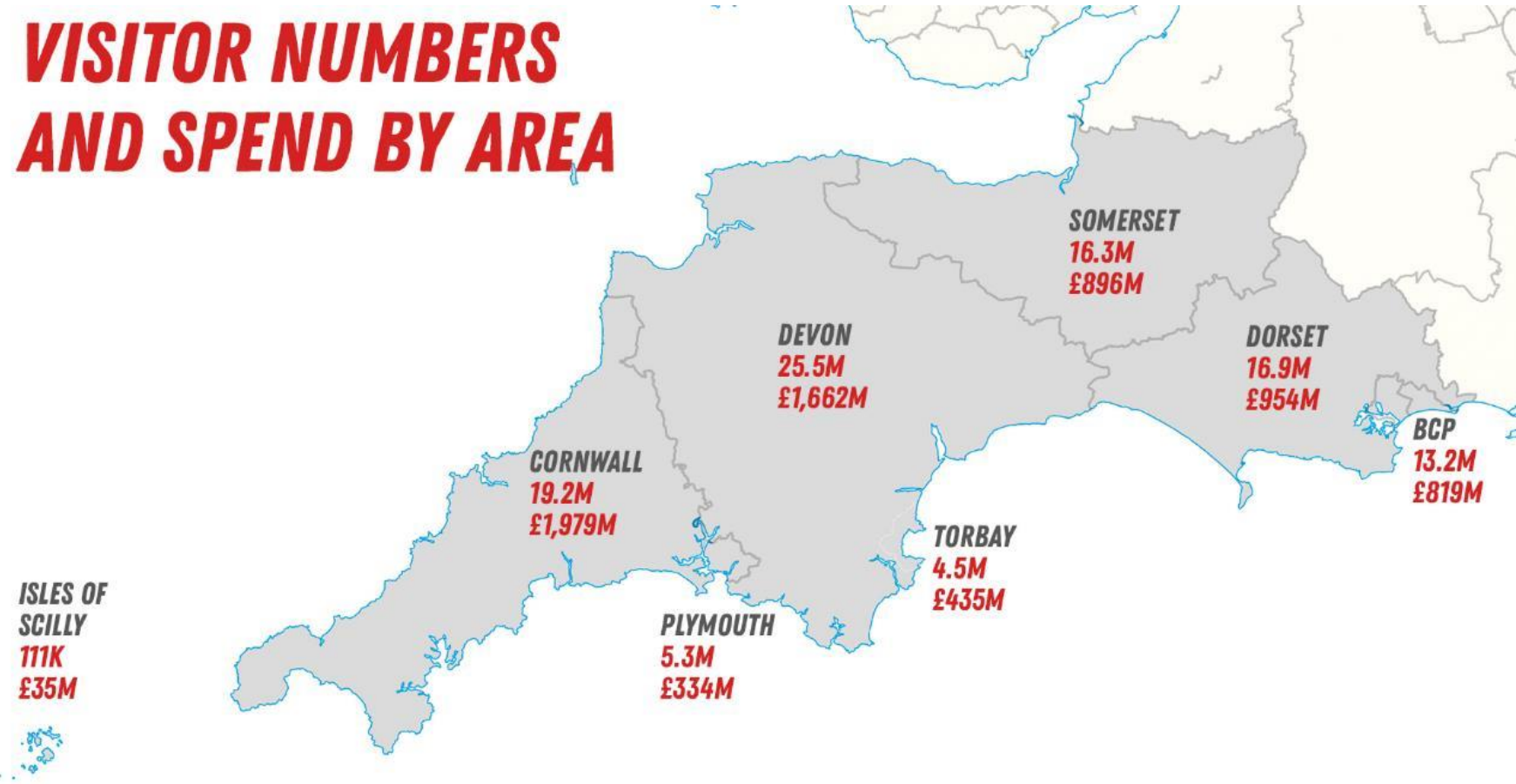
Prior to Covid-19 generating a visitor spend of £7.1bn, supporting 133k FTE jobs and supply chain revenues of £3.4bn.

Representing 9% of all GVA across the region



# Nature of the Visitor Economy across South West

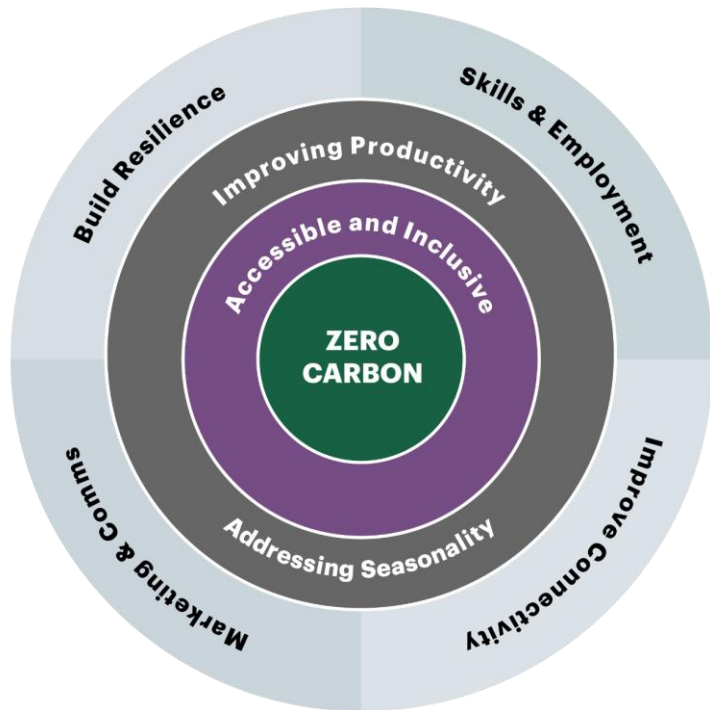
## VISITOR NUMBERS AND SPEND BY AREA





# Recovery

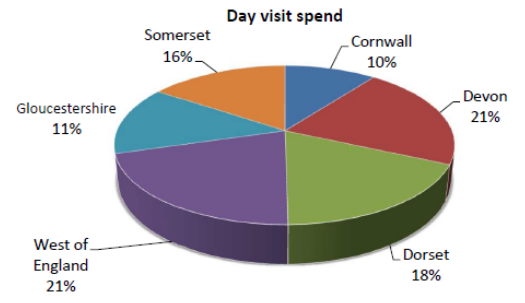
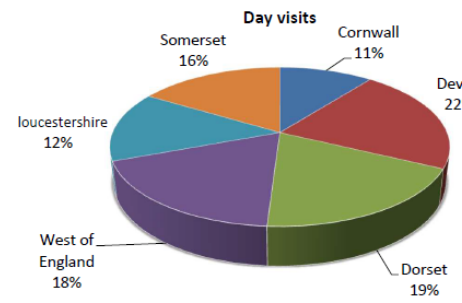
## GSWTP: Towards 2030



- **Skills and Employment** - Kick start recovery by getting people back into employment; support growth businesses; improve digital skills and provide career paths
- **Zero Carbon** – deliver clean and inclusive growth and easier for visitors to make sustainable choices
- **Accessible and Inclusive** – to be the most accessible destination in the UK
- **Improving productivity** - addressing seasonality; value per visitor; data and research and collaboration.
- **Building resilience** - strengthen business networks; build community wealth and strengthen supply chain
- **Marketing and Communications** - Promote the region to new and growth markets and as place for business events
- **Improve Connectivity** – encourage and support digital and transport infrastructure improvements



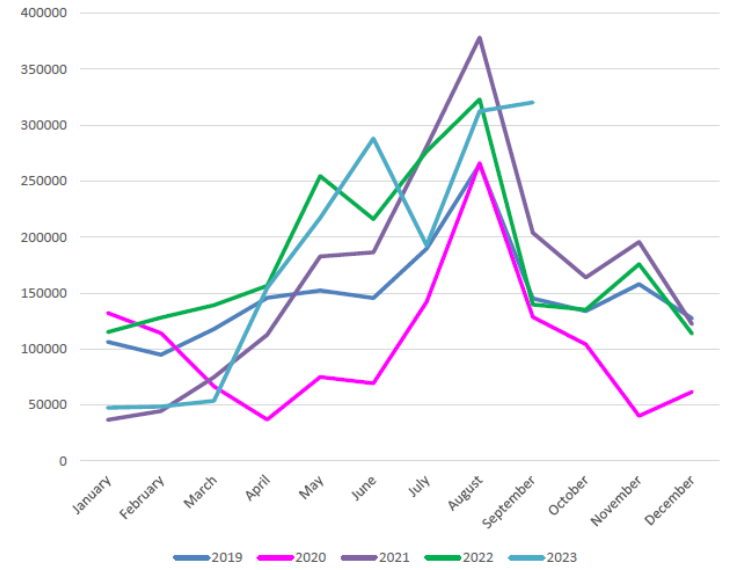
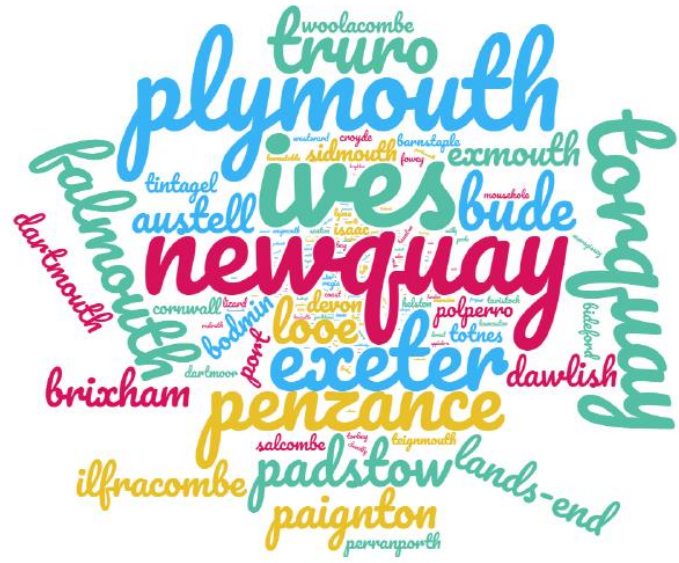
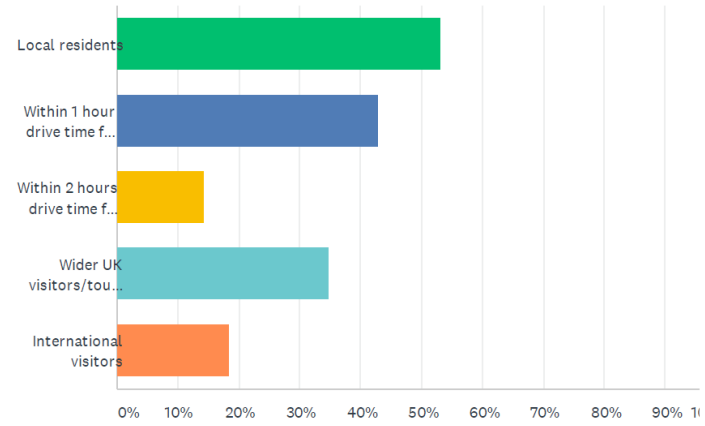
# Existing data



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	11.7	£459.1
Devon	23.9	£944.8
West of England	20.8	£799.8
England	20.2	£915.0
Gloucestershire	15.9	£620.2
Somerset	18.1	£689.6

## Q2 Where do the majority of your customer base com

Answered: 49 Skipped: 1





# The project



## Overview

- £500k LEP funded multi-partner project running until March 2025
- Destination Plymouth acting as lead body

## Lead Partners:

English Riviera Business Improvement District

Heart of the South West Local Enterprise Partnership

Professional Association of Self-Caterers

Somerset Council

South West Tourism Alliance

Torbay Development Agency

Visit Devon

Visit Exeter

Visit Exmoor

Visit Somerset

## Timeline

- Phase One – Feasibility Study
- March 2023: Consultants appointed – Acorn T-Stats
- 22<sup>nd</sup> May 2023: Consultation review
- 19<sup>th</sup> June 2023: Draft report review
- 4<sup>th</sup> July 2023: LEP Board ‘Gateway’ to Phase Two
- Phase Two – Delivery
- August- December 2023: Procurement and appointment of delivery partner
- Jan 2024: Commence delivery of Data Hub Year 1
- March 2025: Data Hub model into ‘business as usual’ operating mode
- Post March 25 – ‘Business as usual’





# Phase 1

## Key Feedback from Consultations



## The Consultation



Over 80 people face-to-face or online

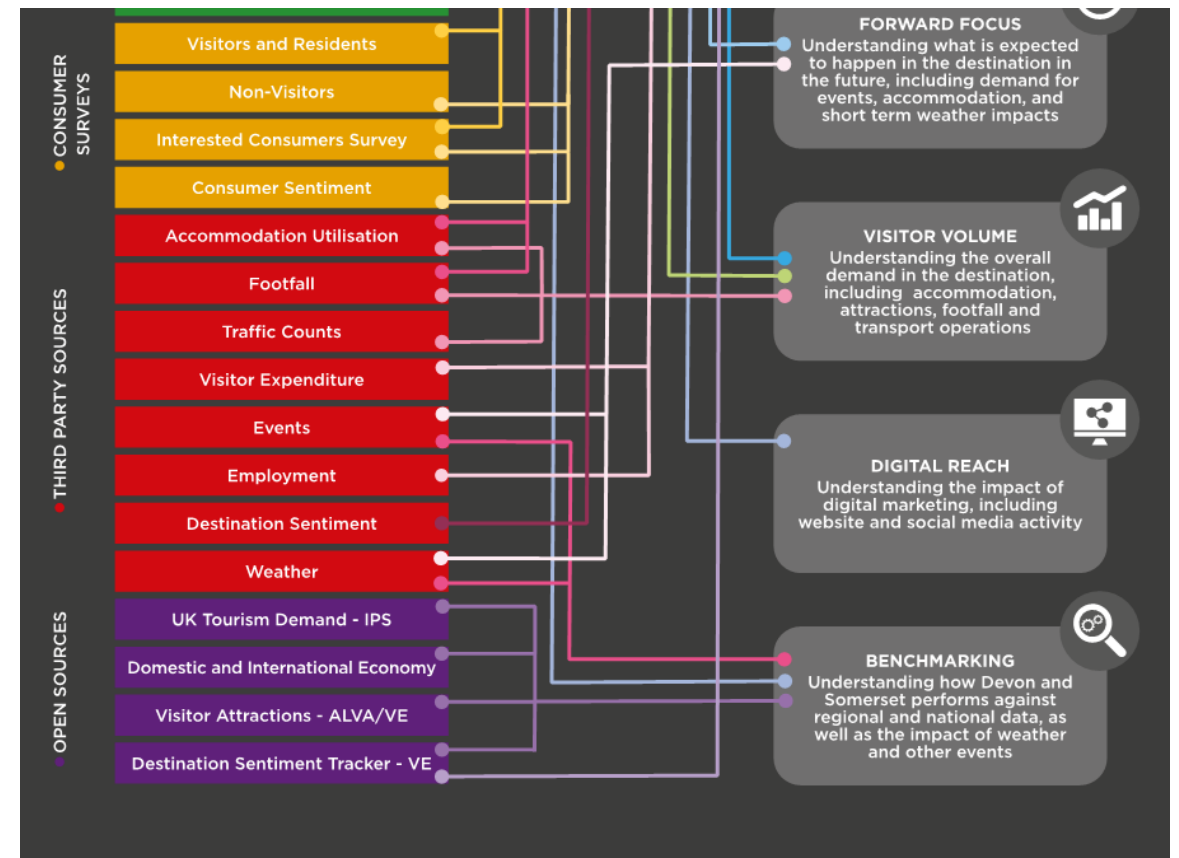
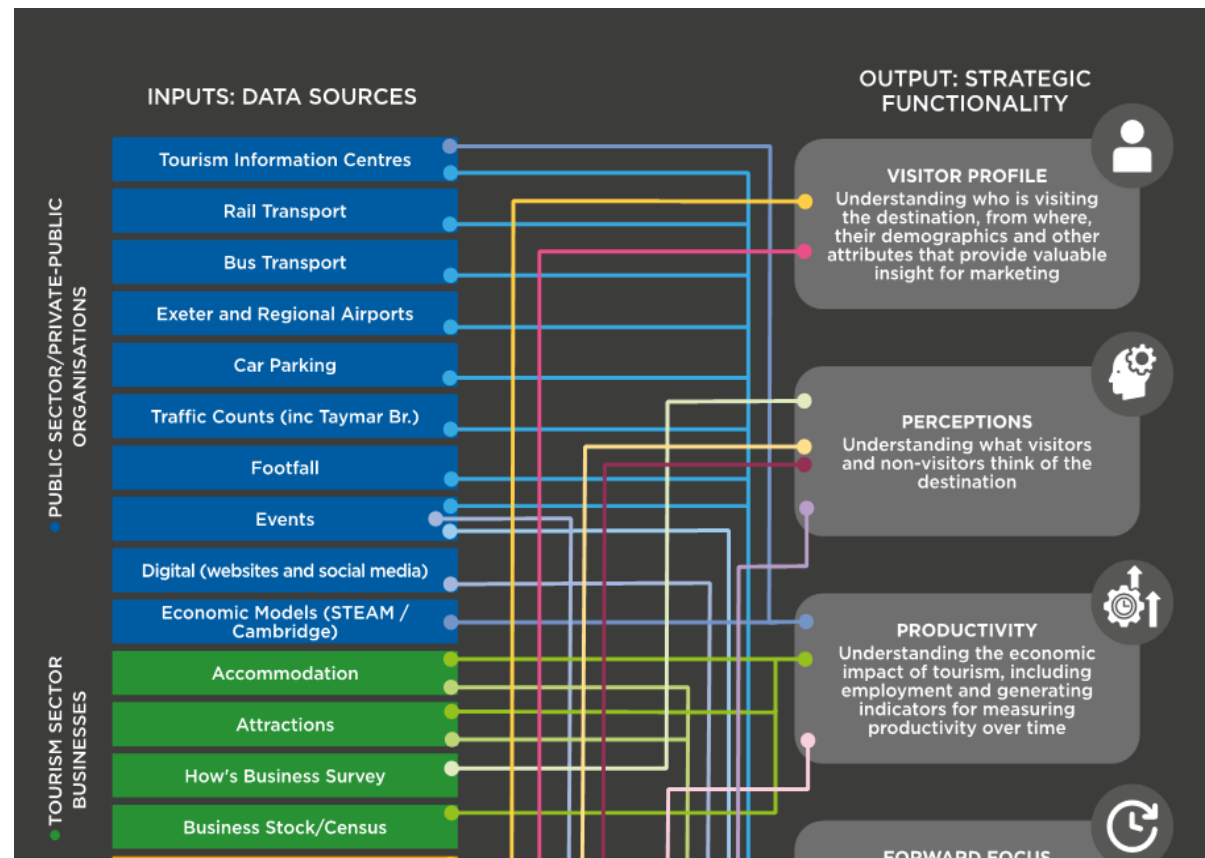


Overwhelmingly positive



Considerable consensus of views: good news for the Tourism Data Hub!

# Scope of the data





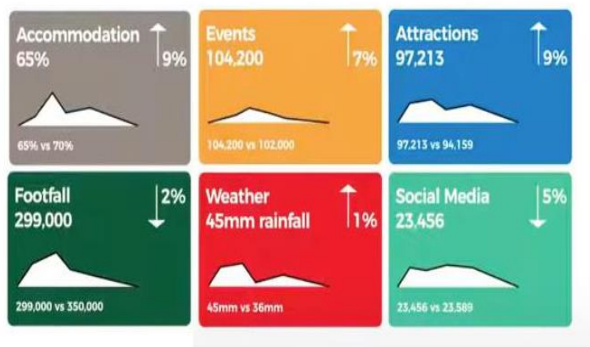


# How will it benefit business?



Our data hub system will provide analysis of the data via in a variety of ways. The following functions will be included:

- Overview dashboard with summary graphics for instant insight at login (see sample graphics).
- Benchmarking for regions, destinations and engaged businesses.
- Communications platform for DMOs to contact businesses through app push notifications.
- Cross-tracking facility for comparison of different data sets against one another to recognise cause and impact.
- A polygons tool to create bespoke datasets based on geographical location.
- Comprehensive reporting facility for fast analysis and sharing of findings.





## Next steps

- Procurement completed Jan 2024
- Acorn – T Stats successful supplier
- Phase 2 delivery from Jan 24 to March 25
- Post March 25 – business as usual



# How can you get involved?

- Sign up for the pilot from May to August
- Become a sponsor of the data hub
- Share the concept with your networks
- Sign up as soon as the hub is 'live' and start to input your data

<https://www.swvehub.co.uk>

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