

Environment, Food and Rural Affairs Select Committee
7 Millbank
House of Commons
London SW1P 3JA

15 December 2011

Changes to Daylight Saving: Implications for Agriculture and Rural Communities Tourism Alliance Submission

The Tourism Alliance was established in 2001 as the voice of the UK tourism industry. It comprises 50 tourism-related trade associations and destination management organisations that together represent some 200,000 business of all sizes throughout the UK (see Appendix 1 for a list of member organisations). The Tourism Alliance's mandate is to work with government on issues relevant to the growth and development of tourism and its contribution to the economy. We are therefore responding to this inquiry in that capacity.

1.0 Background

Tourism is the fifth largest industry in the UK, generating revenue of £115bn per annum for the economy. The industry directly employs 1.36m people with another 1.65m indirectly employed in providing goods and services used by the tourism businesses¹.

- 1.1 The following table shows that tourism is a very important and integral component of the rural economy in the UK. The UK Tourism Survey shows that over 22.3m overnight trips were made to rural destinations in 2010, generating expenditure of £3.6bn in local communities.
- 1.2 It is worth noting that this figure will be an underestimate because there will also be a percentage of the expenditure that is attributed to "seaside" and "small town" destinations that will overlap with what is recognised to be rural communities.

Destination	Trips (m)	Expenditure
Seaside	24.11	£4.6bn
Large City/Town	47.31	£8.4bn
Small Town	28.20	£4.2bn
Countryside/Village	22.32	£3,6bn

UKTS 2010

- 1.3 In addition to the number of overnight trips to rural areas, approximately 50% of all tourism expenditure in the UK is a result of day visits. Unfortunately the

¹ 'The Economic Contribution of the Visitor Economy – UK and the nations', Deloitte, 2010

latest national survey on day visits is not due to be completed until March 2012. The last data on day visits comes from the England Leisure Visits survey in 2005 which was commissioned by a range of agencies including DEFRA and Natural England. This survey, which was only conducted in England, found that there were 754m day visits to the countryside which generated £9.4bn.

Destination	Trips (m)	Expenditure
Inland Town/City	2624	£74.1bn
Seaside Town/City	174	£4.7bn
Countryside	699	£9.4bn
Seaside Coast	72	£1.4bn
National Park	35	£0.4bn
Open Access Land	19	£0.2bn

England Leisure Visits Survey 2005

- 1.4 In addition, there was a further £0.6bn in expenditure associated with trips to National Parks and Open Access land and, as noted for overnight trips, there will be a percentage of the expenditure associated with trips to Seaside Coast which will accrue to what is understood to be rural communities.
- 1.5 Therefore, at the very minimum, tourism contributes at least £13.6bn per annum for rural communities.
- 1.6 In 2003, the National Tourism Board, VisitBritain undertook a study that indicated that one job is created in the tourism industry for every £40k of additional tourism expenditure². Adjusted for inflation since then, the figure accepted by Government for tourism job creation is now £50k. Therefore, the £13.6bn of tourism expenditure in rural economies sustains approximately 272,000 fulltime equivalent jobs in these communities – similar to the number of people employed in the UK agricultural industry.
- 1.7 Further, recent data from the UK Tourism Survey shows that domestic tourism has grown at a rate of 13% over the first nine months of 2011. Presuming that this increase is maintained over the last three months and that the gain is evenly distributed, it is reasonable to assume that this increase will support the creation of over 35,000 new jobs in rural communities.
- 1.8 This data demonstrates that tourism and agriculture are inextricably linked in considerations of the future economic viability of rural communities. This interdependence was graphically illustrated in 2000/1 with the Foot and Mouth outbreak when initial requests for people not to visit the countryside had to be quickly reversed when the economic damage to rural communities was realised.

2.0 Daylight Saving and Tourism

- 2.1 In 2008, the Policy Studies Institute (PSI) undertook a study for the Tourism Alliance on the benefits of Daylight saving to the tourism industry³. This study found that moving to daylight saving would have a significant benefit in terms of revenue and employment generation in the sector.

² Employment Generated by Tourism in Britain, VisitBritain, 2003

³ The likely impact on tourist activity in the UK of the adoption of SDST, Policy Studies Institute 2008

- 2.2 The study estimated that the increase in useable daylight outside work hours would boost tourism expenditure by up to £3.5bn per annum and increase employment by up to 80,000 Full Time Equivalents.
- 2.3 There are two main reasons for this predicted increase. The first is to do with the increase in the amount of “usable” daylight that people would have at their disposal (useable daylight being the amount of daylight after 5pm that can be used to leisure and recreational activities). Putting the clocks forward an extra hour provides an average of 55 additional minutes of daylight per day across the UK.
- 2.4 For example, the Midlands currently receive three hours of useable daylight for only 2.5 months of the year during the height of summer. This falls to a deficit of around 40mins between November and January (ie., the sun sets 40 mins before 5pm).
- 2.5 Where Daylight Saving would provide considerable benefits in terms of additional useable daylight is during the shoulder tourism seasons. In April and May the Midlands currently receive, respectively, 118 and 161mins of useable daylight while in Sept and Oct they receive 113 mins and 73 mins. Therefore, by moving to Daylight Saving, the Midlands would receive more than 3 hours of accessible daylight for almost half the year and at least two hours of accessible daylight for almost eight months.
- 2.6 This means that, in terms of useable daylight hours, moving the clocks forward would, in an instant, almost double the “summer tourism season”, significantly increasing the ability of people to travel to rural areas to undertake leisure and recreational activities after work or after doing the chores on a weekend.
- 2.7 There is a second, often overlooked, factor on how moving the clocks forward would boost the leisure and tourism sectors – especially in rural areas. This is by raising the “apparent temperature” in the evenings. By changing to Daylight Saving the temperature gradient that we currently experience through the day would occur an hour later giving the perception that evenings are warmer. Indeed, calculations undertaken by the PSI indicate that in the shoulder seasons the temperature at 8pm in the evening (ie., around sunset) would be an average of 1^oC warmer than at 8pm currently.
- 2.8 So, combined, moving to Daylight Saving would provide almost six months the summerlike evening daylight and an apparent increase in temperature of 1^oC.

3.0 Conclusion

- 3.1 Tourism is a growth industry that is a very large component of the modern rural economy. Moving to Daylight Saving would have significant benefits for rural communities by increasing the revenue and employment that they currently gain from tourism. The Tourism Alliance therefore supports, and urges the Environment, Food and Rural Affairs Select Committee to support, the Daylight Saving Bill.

We trust that this adequately presents the position of the tourism sector in regard to the impact of daylight saving on rural communities. If you would like any further information on the studies mentioned in this submission or would like to clarify any of the issues raised, please do not hesitate to contact me.

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Appendix 1 Tourism Alliance Members

ABTA – The Travel Association
Association for Tourism in Higher Education
Association of Leading Visitor Attractions
Bed and Breakfast Association
British Association of Leisure Parks, Piers & Attractions
British Beer & Pub Association
British Destinations
British Educational Travel Association
British Holiday & Home Parks Association
British Hospitality Association
British Marine Federation
Business In Sport and Leisure
Business Visits and Events Partnership
Camping and Caravanning Club
Confederation of British Industry
Confederation of Passenger Transport UK
Country Land and Business Association
Cumbria Tourism
East of England Tourism
English Association of Self Catering Operators
English UK
European Tour Operators Association
Farm Stay UK
Guild of Registered Tourist Guides
Heritage Railway Association
Historic Houses Association
Historic Royal Palaces
Holiday Centres Association
Hoseasons
National Caravan Council
Mersey Partnership
National Trust
New Forest Tourism
Outdoor Industries Association
Resort Development Organisation
South West Tourism
The Caravan Club
Tourism for All
Tourism Management Institute
Tourism Network North East
Tourism Society
Tourism South East
UKinbound
Visit Cornwall
Visit London
Visitor Attractions Forum
Welcome to Yorkshire

Observers

Local Government Association
VisitBritain
VisitEngland