

Visitor Economy Report for Somerset

JANUARY 2026

Figures benchmarked against same month last year.

ACCOMMODATION

Short Term Rental



Occupancy Rate
38.9%



Average Daily Rate
£145



CONSUMER MOVEMENTS

Exmoor National Park Centres



Footfall

-10.3%



Tourism Information Centres



Footfall

-28.4%



CONSUMER MOVEMENTS

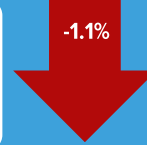
Visitors to
Attractions



Average Distance
Travelled
70.72 miles



Average Income
Band
5.39

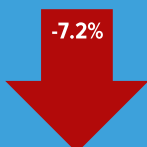


EMPLOYMENT VACANCIES

All Job Vacancies
in
Tourism Sector



Job Vacancies
in
Accommodation



Job Vacancies
in
Food and Beverage



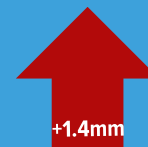
WEATHER



Average Maximum
Temperature
8.5°C



Average Daily
Rainfall
5.7 mm



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Notes

Short-term rental: data sourced from KeyData.

Attractions: based on data collected in the Hub, provided directly by visitor attractions in the region.

Exmoor National Park Centres: based on data collected in the Hub, provided directly by Exmoor National Park Authority and applies to footfall to centres at Dulverton, Dunster and Lynmouth.

Tourism Information Centres: based on data collected in the Hub, provided directly by TIC/VICs in the region.

Distance Travelled and Income Band: Data obtained from BT Active Intelligence, based on consumers mobile phone data in a selection of both rural and urban locations across Somerset. This analysis now refers to visitors who have travelled more than 20 miles to the destination.

In the UK, a 1-10 income level system, or decile system, is used to categorise households based on their disposable income. Decile 1 represents the lowest 10% of incomes, while Decile 10 represents the highest 10%. For example, in 2023, the median household disposable income in the UK was £34,500, and the top 10% had an average disposable income of around £70,900. The bottom 10% had an average of £10,600.

Employment: data obtained from Lightcast, based on online job vacancies in the tourism industry as defined by UN Tourism. Lightcast provide detailed information on skills, jobs, supply, and demand throughout the labour market.

Weather: based on an average of weather station readings at Yeovilton, and Minehead.

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