

Visitor Economy Report for Somerset

JANUARY 2025



South West
Visitor Economy Hub
Somerset

Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy Rate
47%

13.0%

Short Term Rental



Occupancy Rate
40.2%

0.8%

Average Daily Rate
£187

£6

CONSUMER MOVEMENTS

Attractions



Visitors

12.2%

Exmoor National Park Centres



Footfall

7.0%

Car Parks



Car Parking Tickets Sold

17.5%

ECONOMY

Debit Card Spend on Tourism, Entertainment, Food and Drink

10.4%

Average Debit Card Spend per Consumer
£153

7.9%

Job Vacancies in the Tourism Sector

51.3%

WEATHER



Average Maximum Temperature
7.5°C

1.2°C



Average Daily Rainfall
4.0 mm

1.6mm

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Notes

Serviced accommodation: based on data collected in the Hub, provided directly by serviced accommodation providers such as hotels, B&Bs and guesthouses.

Short-term rental: data sourced from Airdna.

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.

Car Park: figures are based on mobile phone app payments only that are representative of car park usage behaviour.

Expenditure in Somerset: Consumer expenditure data covers point-of-sale debit card expenditure at three locations in Somerset: Taunton, Exmoor and Glastonbury, Shepton Mallet and Wells combined. Food & Drink includes alcoholic beverages, cafes and coffee shops, confectionery, fast food chains, food delivery services, non-alcoholic beverages, pubs and bars, restaurants. Entertainment includes attractions and experiences, entertainment, gambling, events, music and video streaming, sports equipment and clubs, toys and gaming. Tourism includes transactions relating to accommodation, airlines and holidays.

Job Vacancies: 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.