

Visitor Economy Report for Somerset

JULY 2026



South West
Visitor Economy Hub
Somerset

Figures benchmarked against same month last year.

ACCOMMODATION

Short Term Rental



Occupancy Rate
58.5%

-0.6pp



Average Daily Rate
£178

+£10



Arrangements Made
Before Travel
54 days

-1 day

CONSUMER MOVEMENTS

Exmoor National Park Centres



Footfall

+2.3%

Tourism Information Centres



Footfall

+8.5%

CONSUMER MOVEMENTS

Attractions

-67%

Origin of Visitors
from outside the
South West

● South East ● West Midlands ● Wales ● Other

23.1%

22.2%

13.9%

40.8%

EMPLOYMENT VACANCIES

All Job Vacancies
in
Tourism Sector

-13.1%

Job Vacancies
in
Accommodation

+9.2%

Job Vacancies
in
Food and Beverage

-14.9%

WEATHER



Average Maximum
Temperature
26.9°C

+2.9 C



Average Daily
Rainfall
0.0 mm

-1.2mm

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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. 67% of attractions saw a decrease in visitor numbers.

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 (NB. Lynmouth is in Devon, not Somerset).

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

Origin of Visitors from outside the South West: Data obtain from BT Active Intelligence mobile phone analytics. Chart shows origin of top three UK regions outside of the South West.

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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