

Sustainable transport and visitor spending

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The conceptual framework

- Contribution of a bus route, community rail link or trail to a local economy
- Employment of resources between options
- Not solely about market values but includes social and environmental value
- Concerned with opportunity costs and trade offs
- Usually involves wide set of stakeholders

The main issues

Hypothesis 1:

The market for leisure and tourism travel will not switch from the car to alternative modes

Hypothesis 2:

Reduce car traffic at rural destinations and there will be a decrease visitor spending

Four recent case studies

- Craven Link-Sundays and BH service between Ilkley and Skipton
Summer 2007
- Bowland Bus between Clitheroe and Settle
Summer 2008
- Shropshire Hills Shuttles
Summer 2008
- Tourism on Board-Lake District
Summer 2006

Survey objectives

- Four objectives in each case
 1. Passenger profile and motivation
 2. Social inclusion
 3. Environmental impact
 4. Economic impact

Research approach

- Three research elements
 1. Self completion survey of sample of users
 2. Field notes by surveyor
 3. Depth interviews to gain insights

Craven Link

Sample size 248

18% residents but
largely from Bradford
and Leeds

44% over 60

50% had car available

Mixed use but primarily
walking and
sightseeing



Bowland Bus

Sample size 357

Profile:

91% residents

75% over 60

9% visitors from outside
study area

40% car available

High level of local shopping
and day outings



The Shropshire Shuttles

Sample size 329

Profile:

30% residents

72% over 55

70% had a car available

60% from beyond
Shropshire

Prime reason for travel to go
walking and to see
countryside



Tourism on Board: The Lake District

Sample size 281

Profile:

33% residents

10% from overseas

33% over 60

60% car available

Mainly walking and
sightseeing



Average spend per person (£)

| Spend category | Craven Link | Bowland | Shuttles | Lakes |
|----------------|-------------|---------|----------|-------|
| Fares | 2.03 | 0.44 | 1.38 | 4.28 |
| Food and drink | 3.99 | 7.28 | 4.81 | 11.80 |
| Shopping | 0.49 | 5.31 | 1.51 | 1.58 |
| Parking/fuel | 1.20 | 1.61 | 0.11 | 3.12 |
| Entrance fees | 0.67 | 0.01 | 0.13 | 0,45 |
| Other items | 1.21 | 0.41 | 1.00 | 3.12 |
| Total | 9.59 | 15.07 | 8.83 | 27.76 |



•Spend per visitor per day: £6.08p

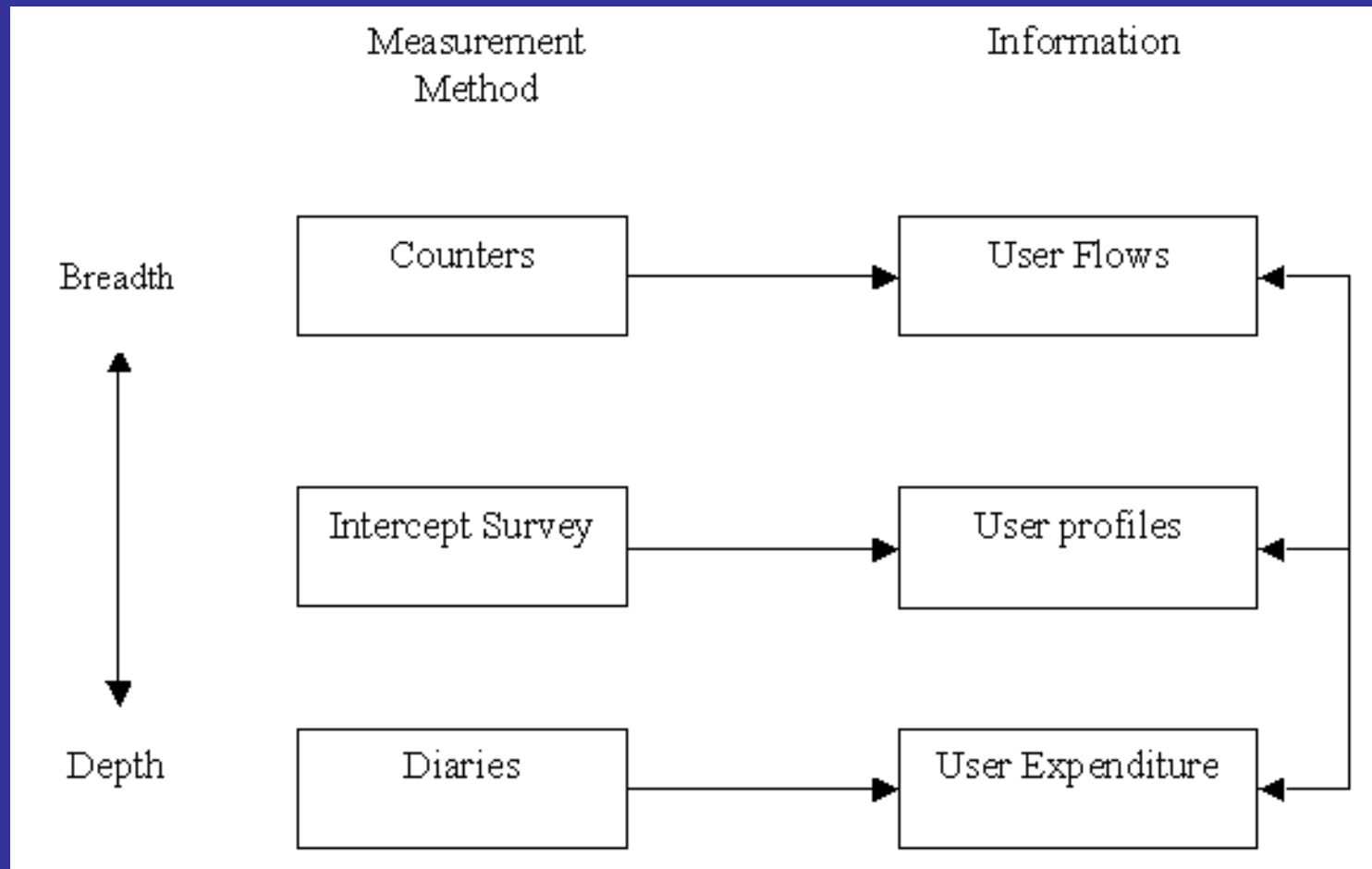
Conclusions re bus travel

- The estimated spend figures are conservative as include 'zero' responses
- Excludes spend on accommodation and out of study area expenditure
- No micro-multiplier applied
- If environmental and social value were added then return on buses considerable
- Need to balance direct subsidy with indirect expenditure in the local economy

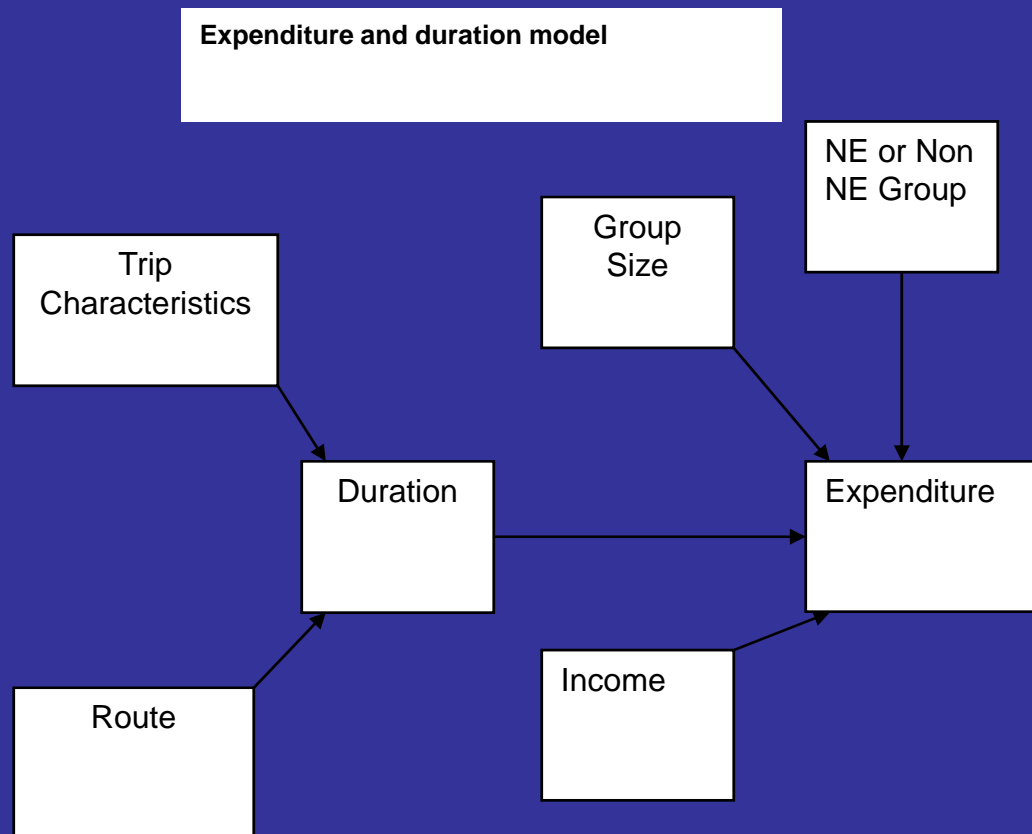
Walking and cycling

- Study undertaken between 2001 and 2006 in the North East of England
- Undertaken with the support of Sustrans and OneNorthEast
- It is estimated that four cycle routes generate over £9 million user spending per year (2006)
- Contingency Valuation: £5.59 per trip
- There is a pattern of spend which we explain but the work is still in progress

Research Approach



Development of a model of spend



Implications

Several market segments are willing to switch modes

Tourists using sustainable travel spend similar amounts to other visitors

The social and environmental impacts are likely to be far less

Begs the question as to why it affords such a low priority...