The Weather Its Impact On Tourism

Exploring the relationship between weather and tourism performance.

Introduction
The Cut Tourism VAT Campaign tested the idea that countries with the highest number of overnight stays are those with the greatest positive relationship between weather and tourism performance. This is not only an interesting question from an academic perspective, but also for Governments who need to understand the economic implications of tourism.

The data collected is shown in the table below. We have also included some weather indicators measured per capita for these countries – we are seeing the coolest and wettest countries in the sample.

Tourism receipts and the weather
There is no statistically significant relationship between international tourism receipts per capita and the weather in fact, the two countries in the sample with the highest receipts per capita are the Republic of Ireland and Switzerland – are among the coldest and wettest countries with the sample.

International tourism receipts and the weather
The highest number of overnight stays is in France with 83,767,000 per year. Britain (75,218,000) and the US (75,135,000) also have high numbers of overnight stays.

The weather and tourism
Cold and wet climates are not closely correlated with lower tourism receipts, with countries such as the Republic of Ireland and Switzerland performing well even though they are generally colder and wetter. However, even in this case the statistics are not unambiguous, with Ireland and Switzerland both showing a surplus on the international tourism balance, while worse weather is associated with a tourism deficit. This confirms that, as expected, overall there is a net flow of tourists from colder to warmer climates.

Conclusions
The relationship between international tourism receipts and the weather is not unambiguous, with Ireland and Switzerland both showing a surplus on the international tourism balance, while worse weather is associated with a tourism deficit. This confirms that, as expected, overall there is a net flow of tourists from colder to warmer climates. However, even in this case the statistics are not unambiguous, with Ireland and Switzerland both showing a surplus on the international tourism balance. The two countries typically perform well despite their generally colder and wetter climates. This is against us. 

On the other hand, there is no statistically significant relationship between tourism balance and rainfall.

Tourism receipts per capita
Countries with strong cultural, historical or natural attractions can perform well, or natural attractions can perform well, notwithstanding their climates. For example, countries such as the UK, Ireland and Switzerland are among the coldest and wettest countries in the sample.

Overnight Stays and the Weather
There is little point in promoting tourism to the UK because our weather is against us. The Cut Tourism VAT Campaign tested the idea that countries with the highest number of overnight stays are those with the greatest positive relationship between weather and tourism performance. This is not only an interesting question from an academic perspective, but also for Governments who need to understand the economic implications of tourism.

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