

The Weather Its Impact On Tourism

Exploring the relationship between weather and tourism performance.

Introduction

“There is little point in promoting tourism to the UK because our weather is against us.”

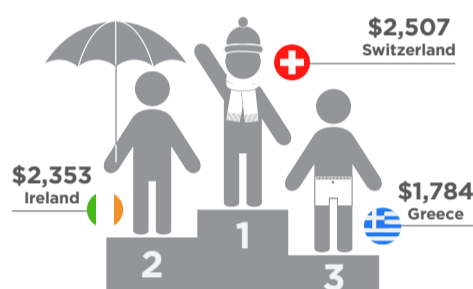
The Cut Tourism VAT Campaign tested that theory by exploring the relationship between weather and tourism performance.

We looked at data for the following sample of countries: France, Germany, Greece, Ireland, Italy, Norway, Portugal, Spain, Sweden, Switzerland and the UK.

The data collected is shown in the table below and encompasses a range of indicators of tourism performance and average sunshine and rainfall. Tourism indicators were measured per capita so that large and small countries could be compared on a like-for-like basis.

International 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 - Ireland and Switzerland - are among the coldest and wettest countries within the sample.



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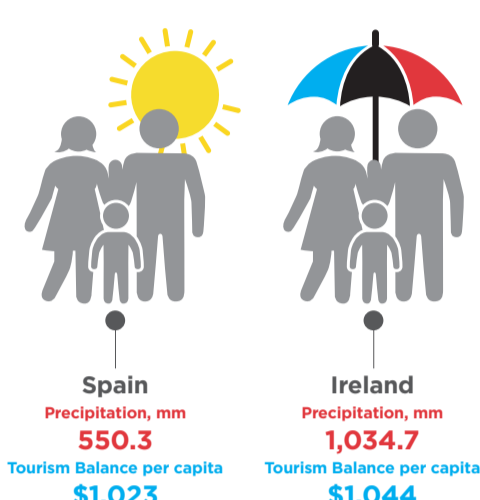
Overnight Stays and the Weather

There is a weak negative relationship between overnight stays as a percentage of the domestic population and the weather - i.e., the colder and wetter it is, the greater the number of overnight stays. This is the opposite of what might be

expected. The highest number of overnight stays as a percentage of the population is Sweden (615%), followed by Spain and then France (both approximately 440%).

The International Tourism Balance and the Weather

There is a meaningful relationship identified in the analysis between the international tourism balance per capita in each of the 11 countries and their average temperature. The correlation coefficient is 0.7 which is reasonably high and indicates that the warmer the weather, the better the international tourism balance. Unsurprisingly, holidaymakers generally do travel from colder to warmer climates. On the other hand, there is no statistically significant relationship between the tourism balance and rainfall.



Conclusions

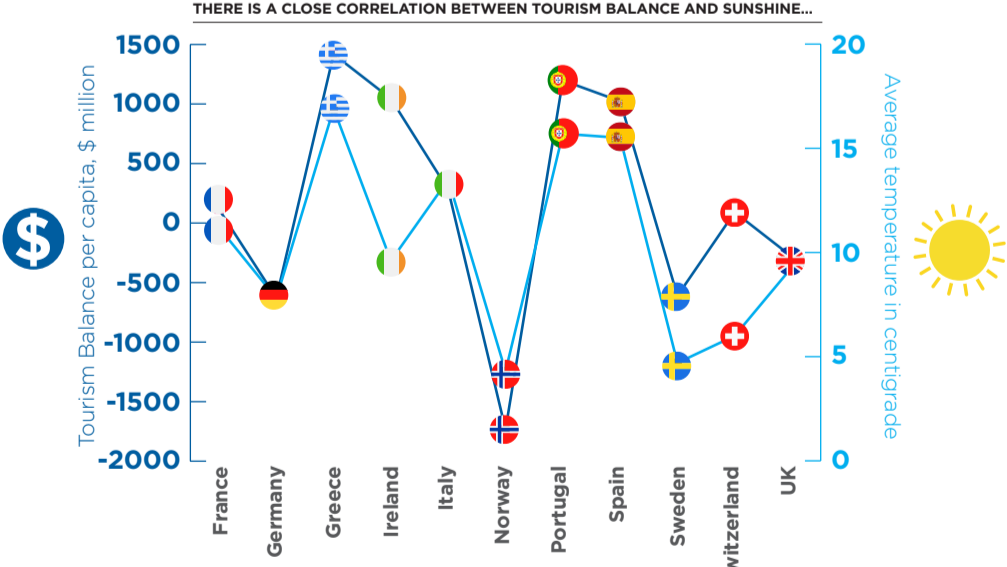
Cold and wet climates are not closely correlated with lower international tourism receipts, with countries such as the Republic of Ireland and Switzerland performing well even though they are relatively cold and wet.

Sunny weather does seem to be broadly correlated with a larger 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 countries.

However, even in this case the statistics are not unambiguous, with Ireland and Switzerland both showing a surplus on the tourism balance. These two countries typically have governments that understand and support their tourism industries. So where governments pursue pro-tourism policies, colder countries with strong cultural, historical or natural attractions can perform well, notwithstanding their climates.

	'000s of Pop	Overnight stays, '000s nights			Total O/night stays as a %	Inbound tourism receipts \$m of pop	Outbound tourism expenditure \$m	Tourism balance \$m	Intl. tourism receipts per	Tourism balance per capita	Temp C	Precip mm
		Intl.	Dom	Total								
France	64,668	83,767	198,085	281,852	436%	\$66,803	\$59,377	\$7,426	\$1,033	\$115	11.2	779.5
Germany	80,682	32,999	153,902	186,901	232%	\$55,939	\$106,663	-\$50,724	\$693	-\$629	7.8	745.6
Greece	10,919	22,033	3,744	25,777	236%	\$19,481	\$4,001	\$15,480	\$1,784	\$1,418	16.9	643.2
Ireland	4,714	8,813	7,354	16,167	343%	\$11,093	\$6,173	\$4,920	\$2,353	\$1,044	9.6	1,034.7
Italy	59,801	48,576	50,156	98,732	165%	\$45,547	\$28,857	\$16,690	\$762	\$279	13.5	773.1
Norway	5,272	4,855	No data	4,855	92%	\$6,682	\$15,821	-\$9,139	\$1,267	-\$1,733	4.3	1,121.1
Portugal	10,304	9,092	No data	9,092	88%	\$17,723	\$5,379	\$12,344	\$1,720	\$1,198	15.7	821.0
Spain	46,064	64,939	139,615	204,554	444%	\$65,100	\$17,969	\$47,131	\$1,413	\$1,023	15.5	550.3
Sweden	9,852	11,635	48,926	60,561	615%	\$13,916	\$19,937	-\$6,021	\$1,413	-\$611	4.7	570.6
Switzerland	8,379	9,158	6,526	15,684	187%	\$21,006	\$20,241	\$765	\$2,507	\$91	6.0	1,185.6
UK	65,111	32,613	114,242	146,855	226%	\$58,935	\$77,429	-\$18,494	\$905	-\$284	9.3	752.5

THERE IS A CLOSE CORRELATION BETWEEN TOURISM BALANCE AND SUNSHINE...



...BUT VERY LITTLE CORRELATION BETWEEN TOURISM BALANCE AND RAINFALL

