

Tourism Data Hub press release
Embargoed until 17th April 2023

Following a rigorous procurement process, Acorn T-Stats has been formally appointed to deliver a Feasibility Study for the creation of a sustainable Tourism Data Hub for the Heart of the South West Local Enterprise area of Devon and Somerset. The project is funded by the Heart of the South West LEP with Destination Plymouth acting as lead body, working with a number of key partners*.

Acorn T-Stats specialises in statistical data in relation to tourism; specifically the collection and analysis of visitor economy.

Acorn T-Stats are experts in tourism research and statistics, with experience across the UK and overseas developing statistics databases for regional and national tourism organisations to ensure robust decision making for policy, planning, marketing, promotion and regulation of the visitor economy.

The aim of the Tourism Data Hub will be to provide Destination Management Organisations (DMOs) and wider tourism and hospitality businesses with consistent, robust, and valuable data insights into consumer and business behaviours, enabling more efficient market targeting and product development to drive recovery in a post-COVID world.

The objectives of the Tourism Data Hub include giving businesses access to real-time data on indicators such as visitor arrivals and spend, visitor demographics, hotel and transport capacity and forward bookings. It will help businesses to spot the gap between actual performance and market potential, allowing them to make informed decisions.

The project will be delivered in two phases. This initial phase one will deliver a Feasibility Study, report and recommendations, which will inform the progress of the project to phase two later in the summer.

Amanda Lumley, Chief Executive of Destination Plymouth, said: “We are excited to have Acorn T-Stats on board as we commence the first phase of this project, which we hope will be game changing in terms of providing accurate, real time and forecasting data for our tourism businesses and related organisations in the region. We hope that all tourism organisations will take advantage of the opportunity to shape how this can work to help drive profitability and business growth going forwards.”

Acorn T-Stats will be engaging with tourism organisations, local authorities and businesses across Devon and Somerset as part of a consultation process during April and May. It is crucial to understand what insights our businesses need and can provide in order to drive growth and productivity across the sector as a key part of the feasibility process.

David Ralph, CEO of the Heart of the South West LEP, said: “It’s fantastic to see the progress happening on the Tourism Data Hub, with Acorn T-Stats officially appointed to deliver the feasibility study for this valuable work. The Data Hub will

help drive productivity and boost business performance across the region, supporting the growth of our tourism sector.”

This project will join up data in the region for the first time, providing huge opportunity for the tourism and hospitality sectors. Make sure you have your say so we can deliver the best results for your business and our region.

If you are interested in contributing to the consultation process, please [sign up here](#) or via the QR code below.



*This partnership comprises Destination Plymouth, English Riviera Business Improvement District, Heart of the South West Local Enterprise Partnership, Professional Association of Self-Caterers, Somerset Council, South West Tourism Alliance, Torbay Development Agency, Visit Devon, Visit Exeter, Visit Exmoor and Visit Somerset.

END