



Resilient Tourism

Preparing for extreme weather and climate change in the South West



**Alex Webb, Climate SouthWest
7th December 2011**



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The South West
Tourism Alliance

South West Adaptation Response

Climate SouthWest's mission is:

To help the South West region of England to adapt sustainably to the impacts of climate change





Weather and Climate

Climate

= the average weather
in a locality over a 30
year period

Weather

= what it is doing
outside right now





Mitigation

- reducing our emissions of greenhouse gases, such as carbon dioxide (CO₂)

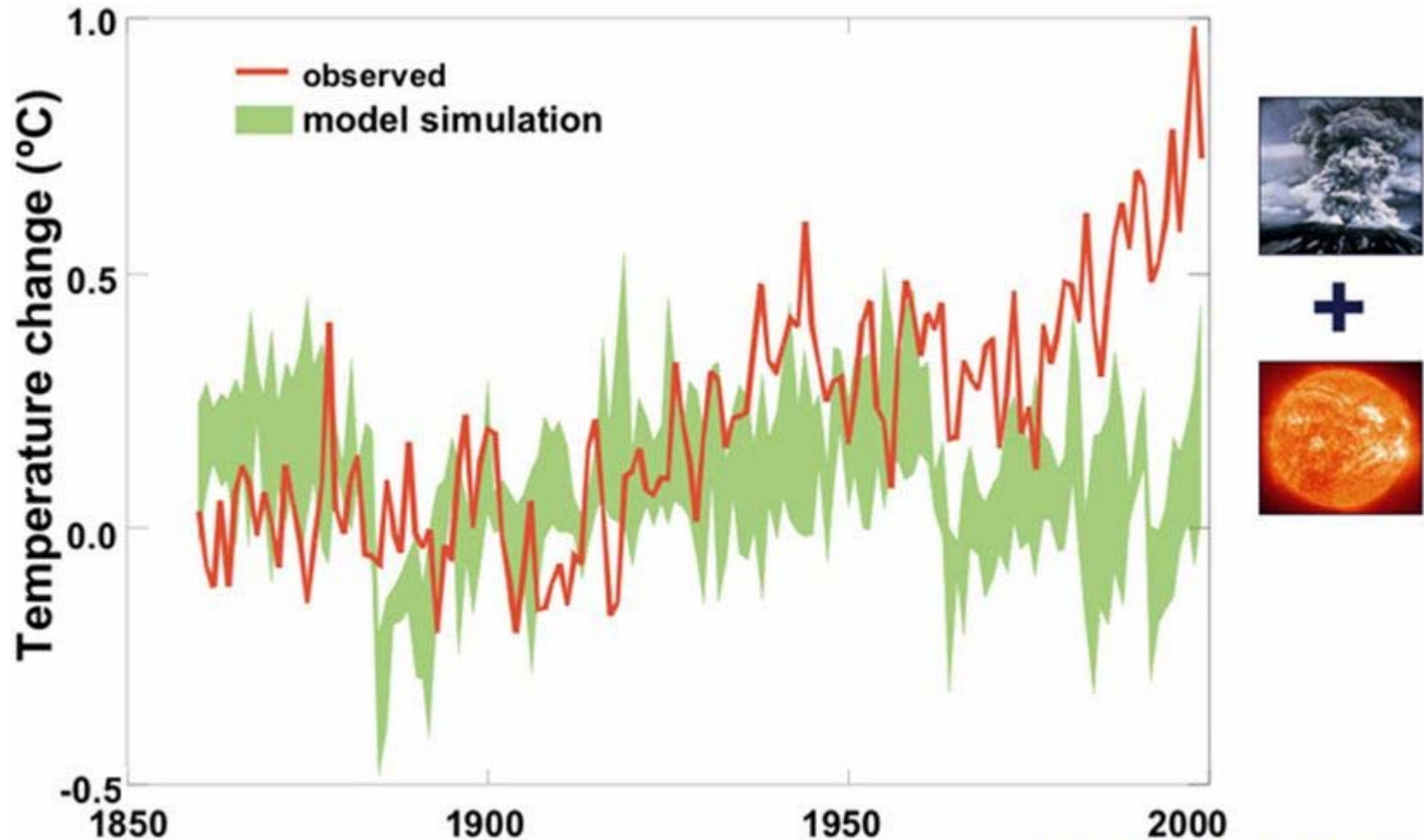
Adaptation

- preparing for the unavoidable impacts of climate change



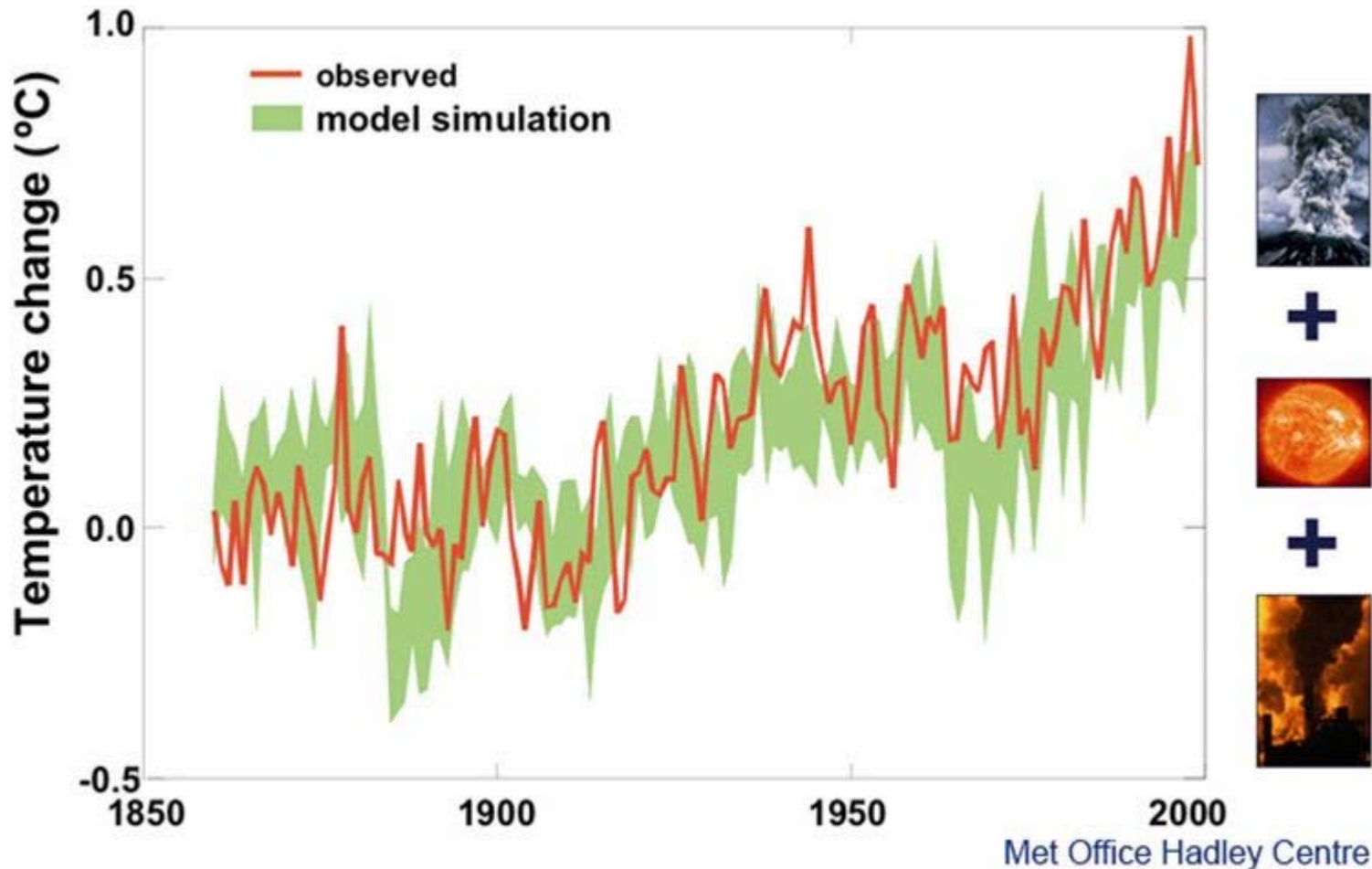


Natural factors cannot explain recent warming



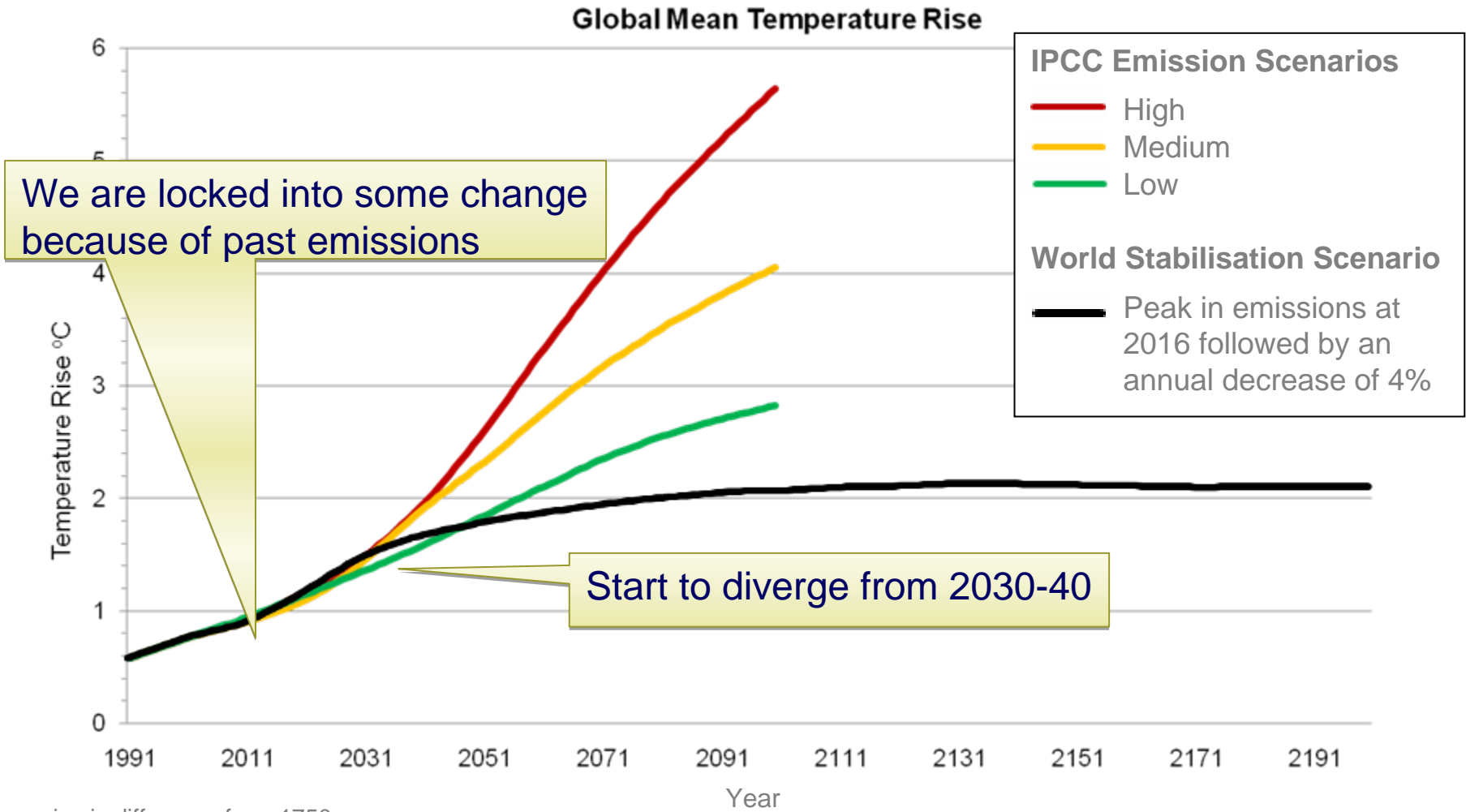


Recent warming can be simulated when manmade factors are included:





Some change is inevitable



Temp rise is difference from 1750



Observed changes in the SW

- Between 1961 and 2006...
 - Average summer temperature increased by 1.41 °C
 - Summer precipitation decreased by 8.8%
 - Winter precipitation increased by 15.9%
 - Autumn precipitation increased by 28.6%
- Sea Level in Newlyn has risen 20 cm since 1920
- 9 out of the past 10 years have now brought serious flooding to the UK
- Globally, the 10 hottest years on record have all occurred since 1997



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Future Climate Change:

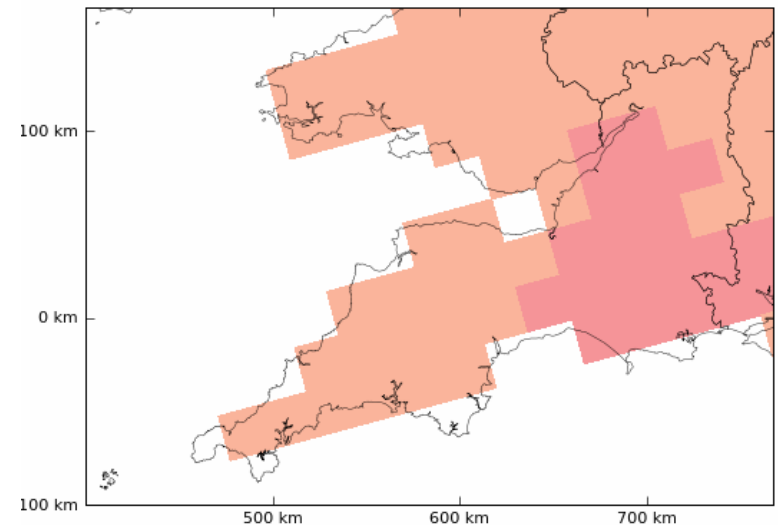
What can the SW expect?



A Changing Climate

By the 2040s, the South West can expect:

- Hotter, drier summers:
 - 2.3°C warmer
(2003 heatwave = 2.3 above ave.)
 - 13% drier



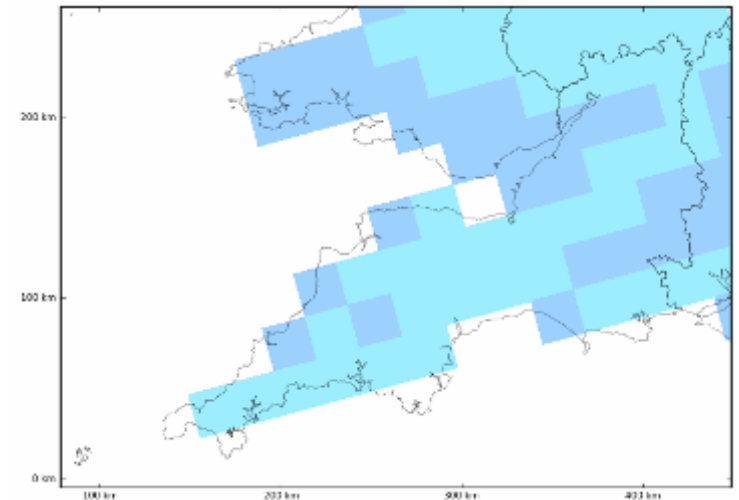
Map showing average summer temperature change, medium emissions scenario, 2080s



A Changing Climate

By the 2040s, the South West can expect:

- Hotter, drier summers:
 - 2.3°C warmer
(2003 heatwave = 2.3 above ave.)
 - 13% drier
- Wetter, warmer winters:
 - 14% wetter



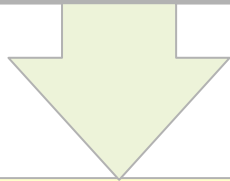
Map showing average winter precipitation change, medium emissions scenario, 2080s



Rising sea levels

2020

Weston-super-Mare: 12 cm
Newlyn: 13 cm
Poole: 12 cm



2050

Weston-super-Mare: 26 cm
Newlyn: 29 cm
Poole: 26 cm



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Impacts:

- Increased coastal flooding
- Reduction in size of some beaches
- Changes to biodiversity
- Increased erosion e.g. to coastal footpaths

Figures shown are at the 50% probability level, high emissions

Note. Global average sea level rise:
1961-2003 = 1.8mm/year;
1993-2003 = 3.1mm/year (IPCC, 2007)



More frequent and intense weather events

i.e. Floods, Droughts and Heatwaves



Impacts

Damage to properties

Disruption to deliveries

Delays to visitors

Health risks for staff
and visitors

Drought impact on
green outdoor spaces



Impacts for Tourism

Challenges

- Visitor destinations at capacity
- Increased insurance costs
- Damage to buildings
- Staff and visitor health and safety
- Coastal locations threatened by sea level rise and increased erosion



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Opportunities

- Potentially longer season
- Job creation
- Diversification
- Tourism in 'off peak' periods
- New market opportunities





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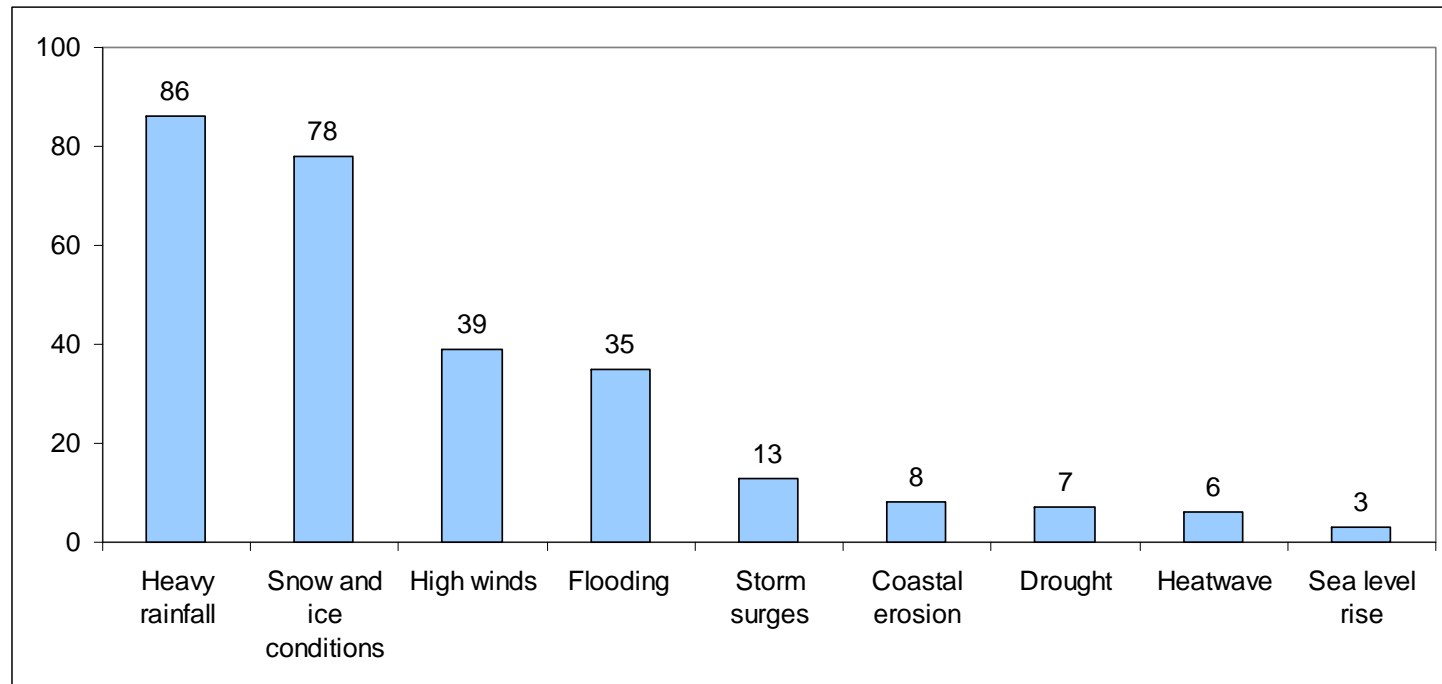
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Preparing for Climate Change:

The Business Case



The Business Case: Weather



SW Tourism Business Survey 2010

56% have been affected by extreme weather events in the past



Attitudes to preparing for change

- 65% believe climate change could lead to increased extreme weather
- 59% think businesses need to adapt
- Those who had already been affected were more likely to see preparing for a change a medium to high priority than those who hadn't
- 47% see preparing for change as a low priority or not a priority at all



Attitudes of businesses

While some are taking action...

... some do not see a challenge, or believe it will affect them:

*“Bring on global warming and let's have some hot summers!
Rev those engines and let's get cooking!”*

... others recognise the issues, but see it as a low priority:

“One day it will get more attention from me...lack the time at the moment, though I'm sure a catastrophe would focus the mind!”



The Business Case: Insurance

In the SW, a 2°C rise could increase annual insured flood losses by 19%
- leading to a potential pricing increase of up to 16%.

A 4°C rise could increase losses by 29%

- leading to a potential pricing increase of up to 27%.

'The Financial Risks of Climate Change' (ABI, 2009)

Key messages for businesses:

- Climate adaptation is likely to become part of insurance criteria
- Well prepared businesses could save money on premiums
- Unprepared businesses may not secure insurance cover



The Business Case: Reputation

- Growing awareness
 - 69% cite flooding as one of the most common effects of climate change
 - Businesses need to show they care and are ahead of the game



- Responsible business
 - Reputation as employer
 - Reputation to customers
 - People care



The Business Case: Financial

- **Avoiding unexpected costs:**
 - Business interruption
 - Damage costs
 - Increased insurance premiums
 - Future regulation, litigation or liabilities
- **Exploiting opportunities:**
 - Expanding / new markets due to changing customer demands
 - Reputation, being a market leader



Conclusions

- Preparing for extreme weather is a 'now' issue
- We need to plan for current and future vulnerability
- Planning proactively will be more cost effective
- Opportunities and benefits for those who are resilient and able to adapt
- A business risk like any other and should be managed accordingly





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Thank you

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