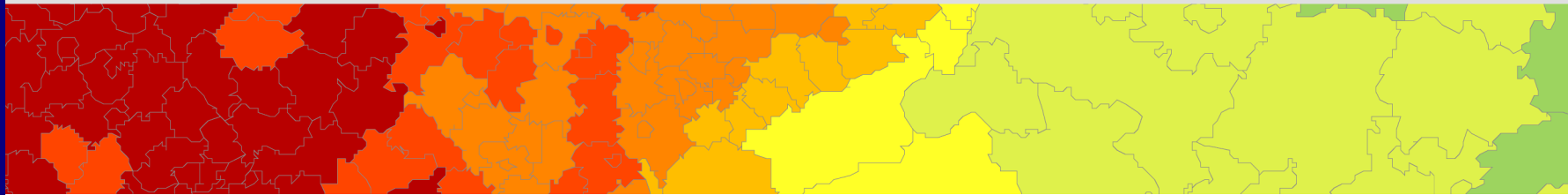




EUROPEAN SPATIAL PLANNING
OBSERVATION NETWORK



ATTREG: Attractiveness of European regions and cities for residents and visitors

Ian Smith (University of the West of England, Bristol)
'Planning for Growth': ESPON Interstrat Conference



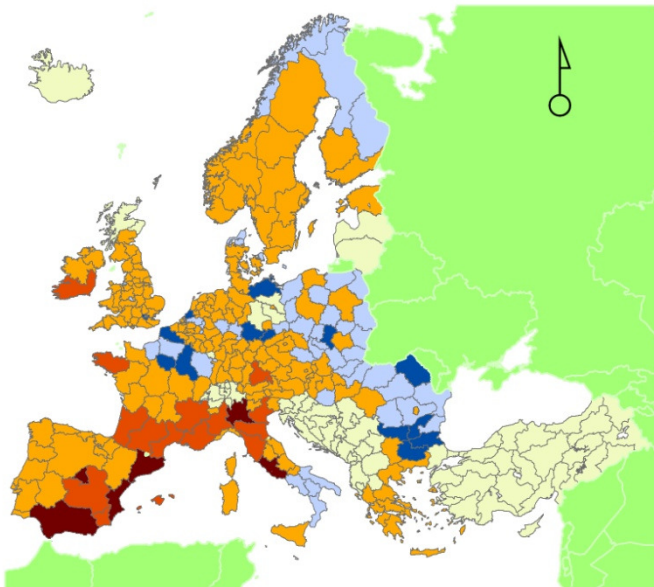
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Aims of ATTREG

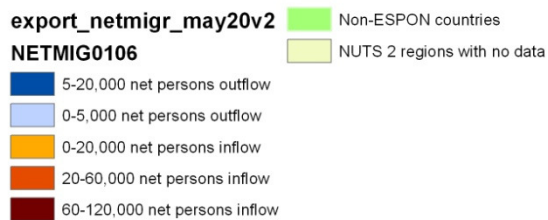
- Conceptualise and map attraction and attractiveness
- Analyse the relationship between inter-regional 'mobility' across Europe and territorial characteristics
- Suggest a place-based approach for engaging with territorial attractiveness

Mapping mobility (net migration rates)

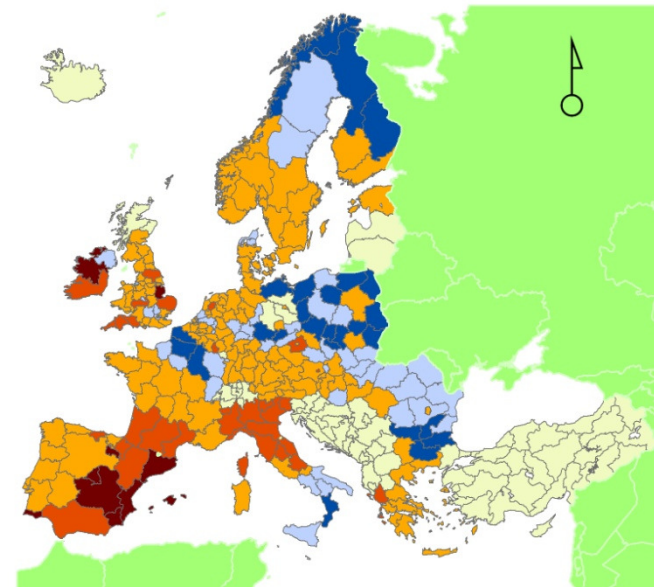
Average net migration flow (total population)
2001-06



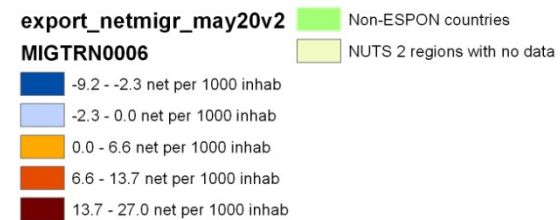
Legend



Average net migration flow rate (total population)
2001-06

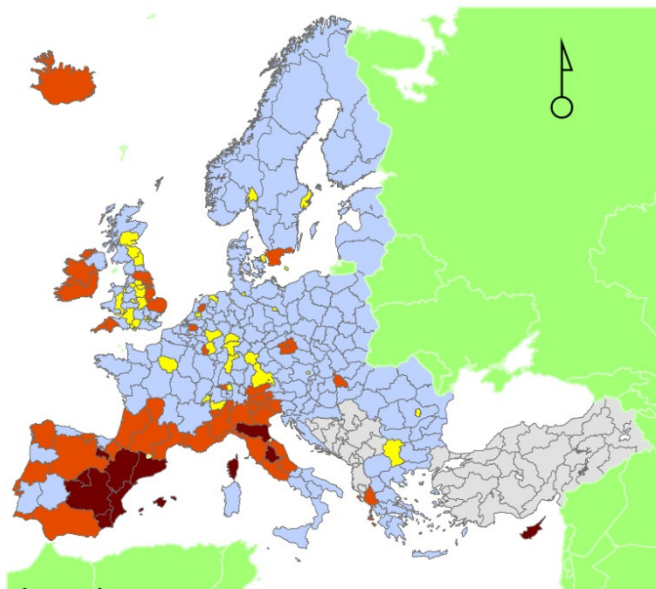


Legend



Spatial typologies on impact

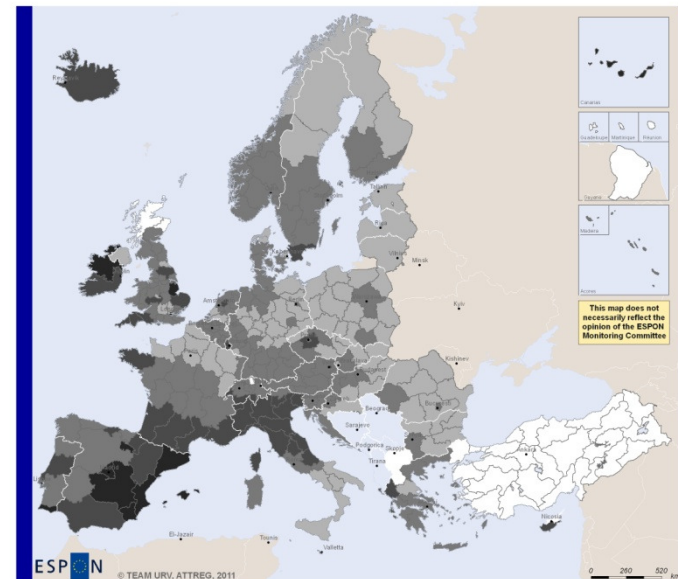
Regional typology based on net migration rates by age cohort



Legend

- Non-ESPON countries
- NUTS 2 regions**
- <all other values>
- sticky_four**
- no data
- generally less retentive
- retains 15-24 year olds
- medium positive net migration rates
- all high net migration rates

Regional typology based on differentiating net migration and visitor flow-rates 2000-06



ESPON

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Regional level: NUTS 2
Source: Own elaboration by J. Smith
Origin of data: ATTREG database
Author: Jeroen Maguire de Haan
© EuroGeographics Association for administrative boundaries

Total population flow rates

- Cluster 1: Low retention rate, low visitor attractor
- Cluster 2: Middle retention rate, mid-level visitor attractor
- Cluster 3: High retention rate, mid-level visitor attractor
- Cluster 4: High retention rate, high level visitor attractor
- NO DATA

Comparing the significant relationships

- Net migration (flows & rates):
 - Tourist beds (+)
 - Proportion of students (+)
 - Small difference warm/cool season (-)
 - Proportion public sector employment (-)
 - Satisfaction with life/local services (+)
- Other factors (flows)
 - Metropolitan area
- Other factors (flow rate)
 - Human capital (+)
 - Proportion of older people (+)
 - Employment in consumer services (+)
- Visiting (flows & rates):
 - Tourist beds (+)
 - Proportion of older people (-)
 - Coast (-)
 - GDP per capita (+)
- Factors with different signs:
 - Monuments
 - Airport
 - Educated residents

For further investigation

- Potential spatial development actions:
 - Support tertiary education (attract or empties)?
 - Public sector in general (quality of public services attract but not mass employment in public services)?
 - Develop tourism infrastructure (and dealing with 'externalities')
 - Territorial governance as learning region?
 - Co-ordination of actions between regions?

Key (interim) messages

- Tentative findings
 - Some differences in the location choice of older/younger adults
 - Economic assets are not the over-riding attractiveness factor (although regions losing people are poorer)
 - Highest migration areas are also popular visitor locations
 - Most attractive areas maintained high levels of unemployment with high levels economic growth