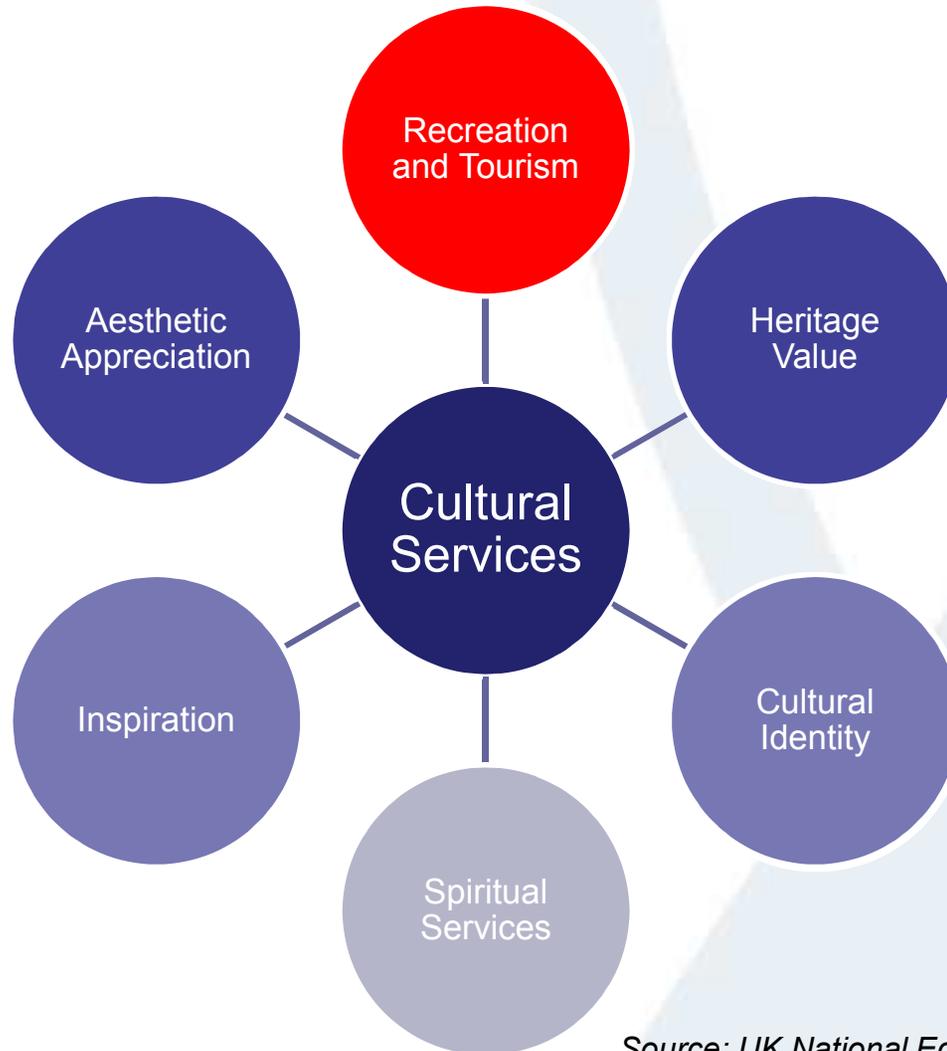


# **Valuing cultural services: Including the value of time?**

Emily Connors, Office for National  
Statistics (UK)

# Cultural Services

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*Source: UK National Ecosystem Assessment (2011)*

# A number of ways to value recreation....

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*Typically, revealed and stated preference methods*

Travel Cost

Admission Fees

Value of Time

Willingness to Pay  
Surveys

Hedonic Pricing

Recreation  
and  
Tourism

Which one to  
choose???

## What SEEA says..

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- In physical terms, this ecosystem service can be measured on the basis of the number of people visiting the ecosystem. Pg 68
- No clear direction on valuation, but a few warnings given for each approach. Pg 121-124

# Approach taken in the UK

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Good data source from 2009 – MENE

Recreation = travel cost + entrance fees + time  
where time = hours \* (UK average wage\*0.75)

*Recreation = 15% travel cost and entrance fees +  
85% time*

# How should we value recreation and should time be included?

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- SNA/SEEA consistent?
- If only use travel costs then heavily underestimating the value nature plays in providing recreational benefit, but by including it are we over estimating?
- Thoughts?