

# The Economic Impact of Gloucestershire's Visitor Economy 2017

Produced on behalf of Cotswold District Council  
By  
The South West Research Company Ltd



November 2018



# Contents

---

	Page
Introduction	3
Gloucestershire	4
Cheltenham	23
Cotswold	33
Forest of Dean	43
Gloucester	53
Stroud	63
Tewkesbury	73



# Introduction

---

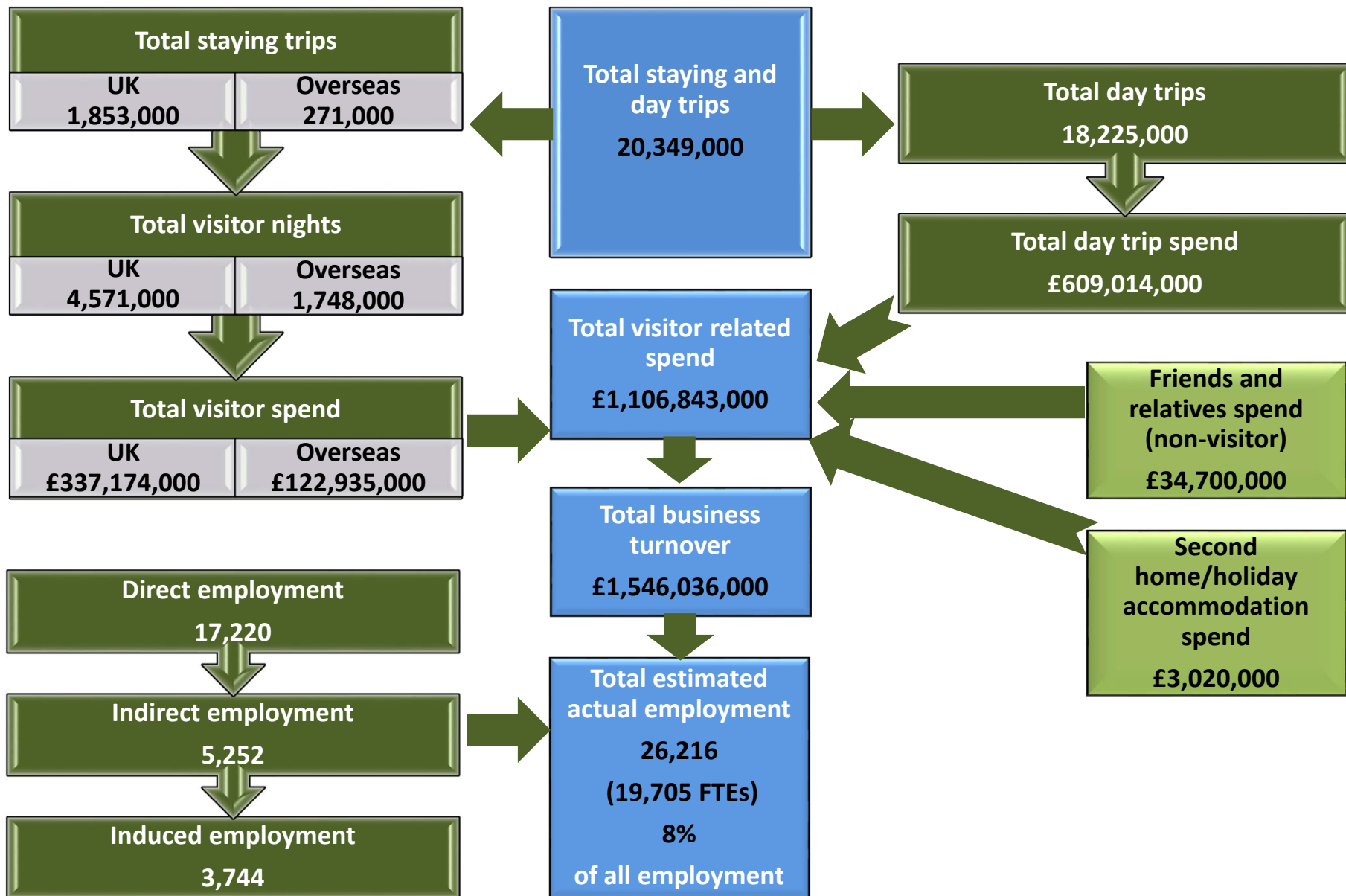
This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Gloucestershire in 2017.

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2017, including key facts about the economy, weather and key events please see Appendix 2 of this report.

# Gloucestershire - Key facts at a glance



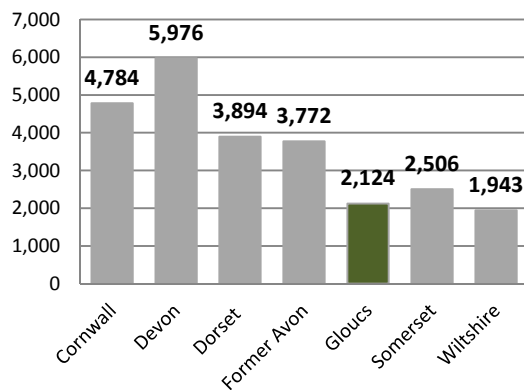
## Gloucestershire – Staying visits

---

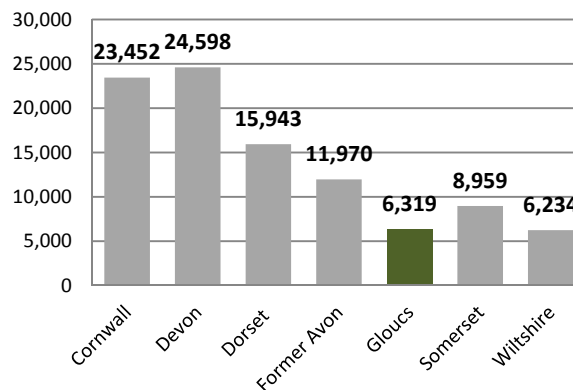
Information on staying visits is derived from the Great Britain Tourism Survey (GBTS) for domestic visitors and from the International Passenger Survey (IPS) for Overseas visitors. The methodology of both surveys has been stable since 2006 allowing for direct comparison between years and the analysis of trend data. Data at a county level is derived from the national surveys for trips, nights and spend but adjusted to account for local data and modelled below this level.

# Gloucestershire - Staying visits in the regional context

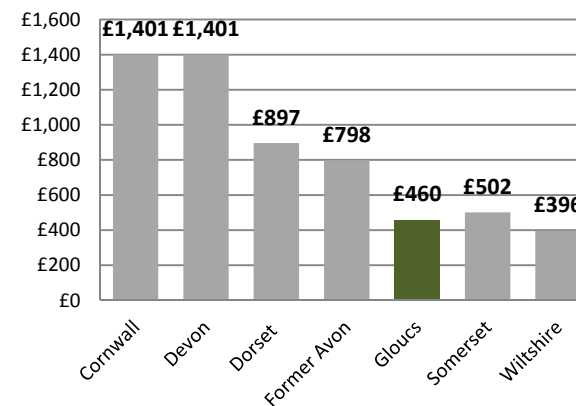
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	4,430	354	20,970	2,482	£1,253	£148
Devon	5,505	471	21,050	3,548	£1,202	£199
Dorset	3,501	393	12,496	3,447	£671	£226
Former Avon	2,820	952	6,368	5,602	£487	£311
Gloucestershire	1,853	271	4,571	1,748	£337	£123
Somerset	2,270	236	7,350	1,609	£419	£83
Wiltshire	1,625	318	4,340	1,894	£283	£113

## Gloucestershire - Staying visits by accommodation type

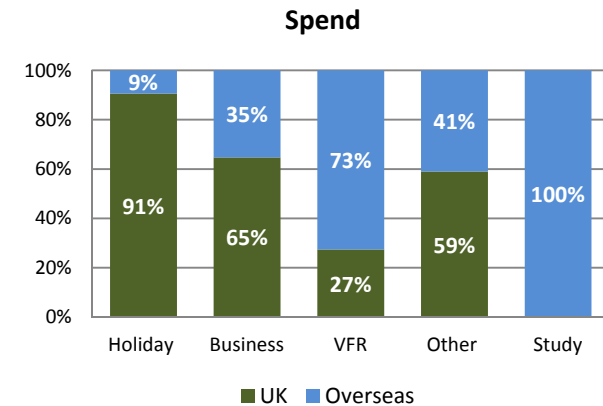
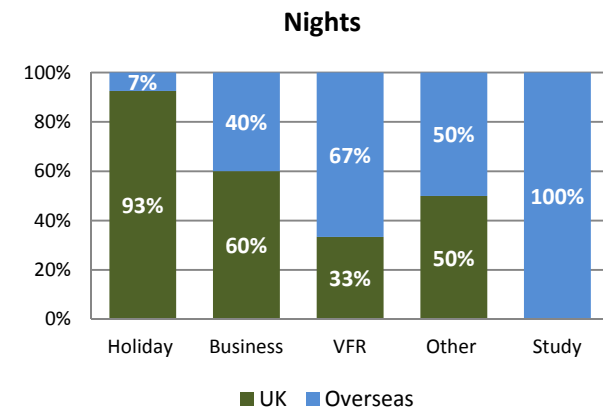
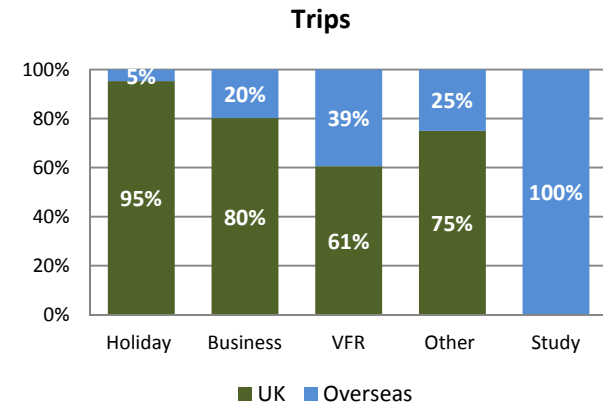
Domestic tourists	Trips	Nights	Spend
Serviced	658,000	1,256,000	£157,684,000
Self catering	318,000	1,046,000	£92,704,000
Touring caravans /tents	152,000	533,000	£21,552,000
Static vans/holiday centres	2,000	8,000	£400,000
Group/campus	26,000	41,000	£2,154,000
Paying guest in private homes	0	0	£0
Second homes	38,000	145,000	£3,495,000
Boat moorings	20,000	64,000	£4,016,000
Other	17,000	50,000	£3,553,000
Staying with friends and relatives	622,000	1,428,000	£51,616,000
<b>Total</b>	<b>1,853,000</b>	<b>4,571,000</b>	<b>£337,174,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	116,000	362,000	£50,754,000
Self catering	14,000	242,000	£12,882,000
Touring caravans /tents	11,000	45,000	£2,440,000
Static vans/holiday centres	0	0	£40,000
Group/campus	11,000	160,000	£14,079,000
Paying guest in private homes	4,000	75,000	£2,720,000
Second homes	5,000	64,000	£3,661,000
Boat moorings	0	0	£0
Other	22,000	70,000	£4,368,000
Staying with friends and relatives	88,000	730,000	£31,991,000
<b>Total</b>	<b>271,000</b>	<b>1,748,000</b>	<b>£122,935,000</b>

# Gloucestershire - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	1,401,000	3,656,000	£263,524,000
Business	215,000	373,000	£44,974,000
Visits to friends and relatives	210,000	478,000	£22,119,000
Other	27,000	64,000	£6,557,000
Study	0	0	£0
<b>Total</b>	<b>1,853,000</b>	<b>4,571,000</b>	<b>£337,174,000</b>

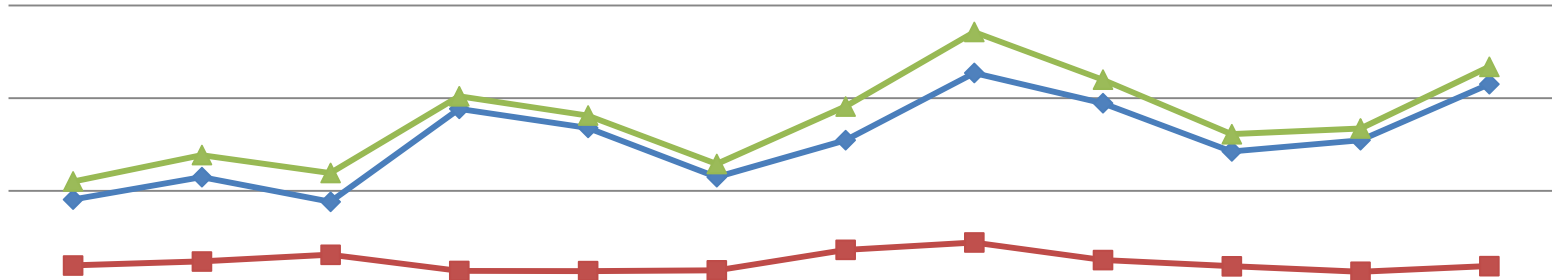
Overseas tourists	Trips	Nights	Spend
Holiday	69,000	294,000	£27,375,000
Business	53,000	248,000	£24,519,000
Visits to friends and relatives	137,000	954,000	£58,709,000
Other	9,000	64,000	£4,554,000
Study	3,000	188,000	£7,778,000
<b>Total</b>	<b>271,000</b>	<b>1,748,000</b>	<b>£122,935,000</b>





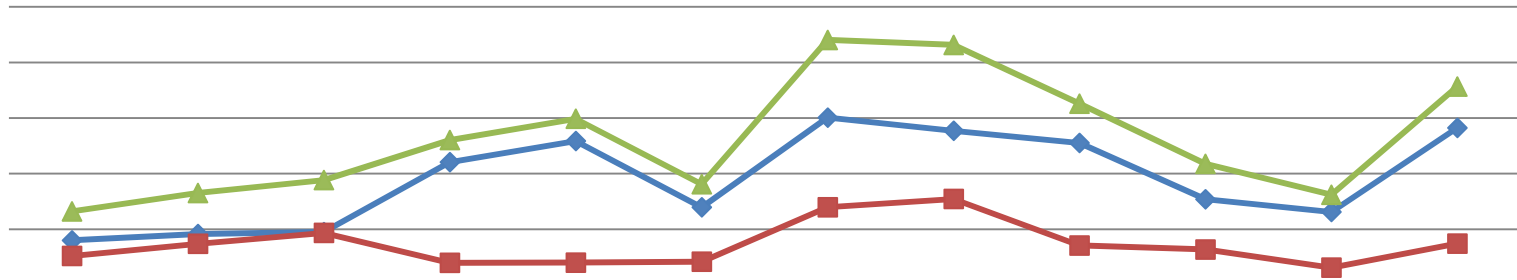
# Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	90.6	114.8	88.2	188.4	167.9	114.8	154.6	227.1	194.5	142.5	154.6	215.0
OS trips (000's)	19.4	23.7	31.0	13.6	13.3	14.2	36.3	44.3	25.3	18.6	12.6	18.7
Total trips (000's)	110.0	138.5	119.2	202.0	181.2	129.0	190.9	271.4	219.8	161.1	167.2	233.8

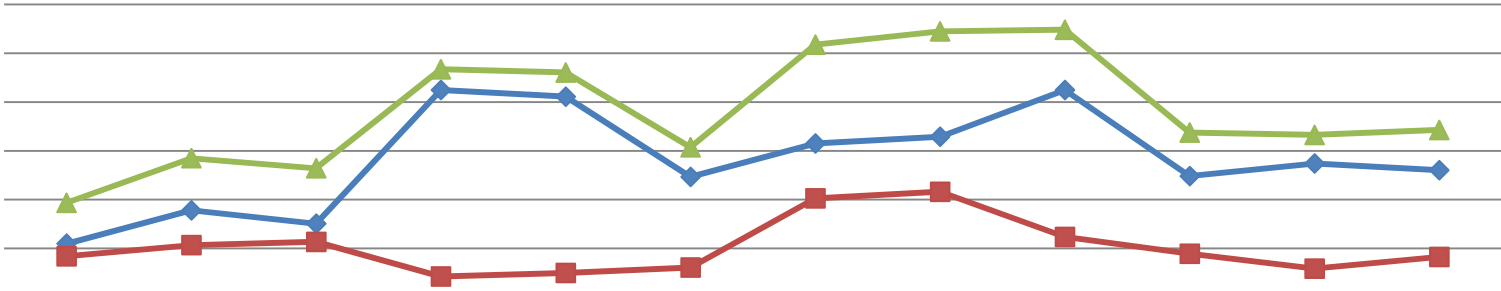
Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	160.2	182.7	189.8	441.4	517.3	278.8	601.5	554.1	510.2	308.0	262.2	564.8
OS nights (000's)	103.9	147.6	186.8	79.3	79.9	83.2	279.2	308.9	141.5	127.1	62.0	148.4
Total nights (000's)	264.1	330.4	376.7	520.6	597.2	362.0	880.7	863.0	651.7	435.1	324.2	713.2

# Gloucestershire - Estimated seasonality of staying visits

Seasonality - spend



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK spend (mn's)	11.0	17.8	15.1	42.5	41.1	24.7	31.5	32.9	42.5	24.8	27.4	26.0
OS spend (mn's)	8.4	10.7	11.3	4.2	5.0	6.1	20.3	21.6	12.4	8.9	5.9	8.3
Total spend (mn's)	19.3	28.5	26.4	46.7	46.1	30.7	51.8	54.5	54.8	33.7	33.3	34.3

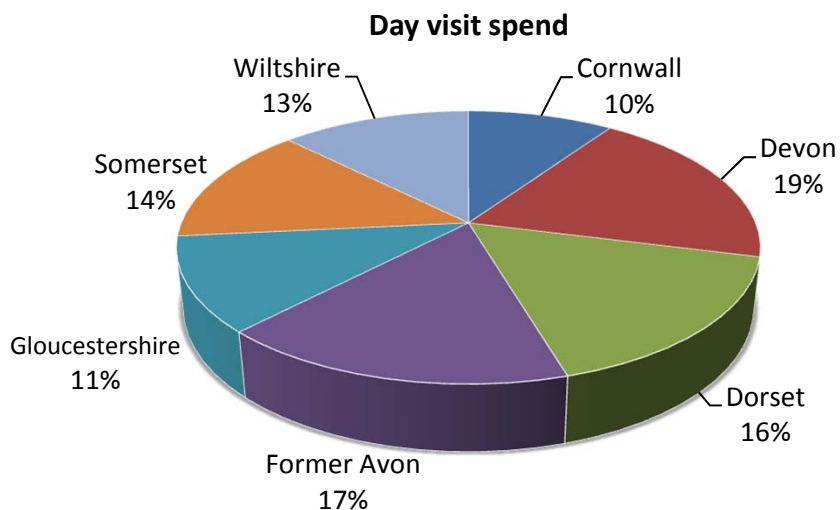
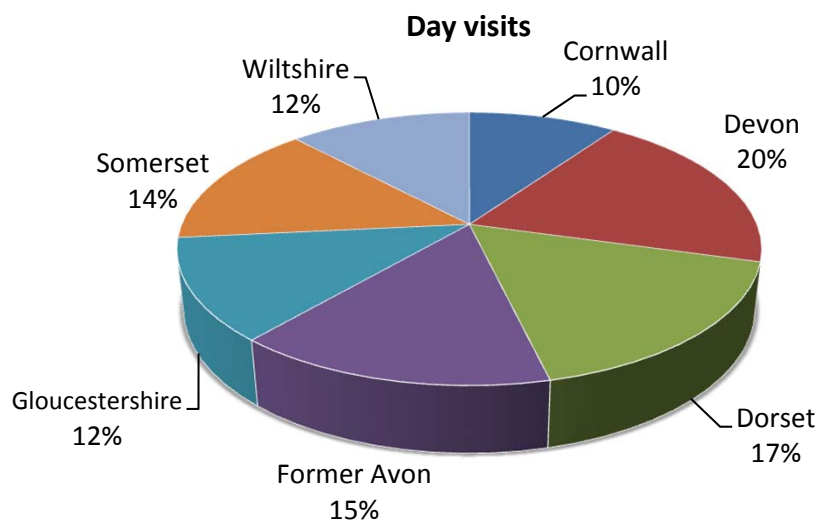
## Gloucestershire – Day visits

---

Information on day visits within this report has been derived from the 2017 Great Britain Day Visit Survey (GBDVS). The survey, which was first undertaken in 2011, provides a much needed update on day visit activity in Great Britain and generally speaking estimated greater frequencies of trip taking than the previous day visit survey (England Leisure Visits Survey 2005). As a result of the new methodology in 2011 comparisons with previous day visit estimates are not possible.

The GBDVS distinguishes between day visits to a town or city; to the seaside and coast; and to the countryside. Different drivers are used within the model to distribute these trips. Local 'drivers' such as attraction footfall, quality and size of countryside and coastline are factored into the model for this purpose.

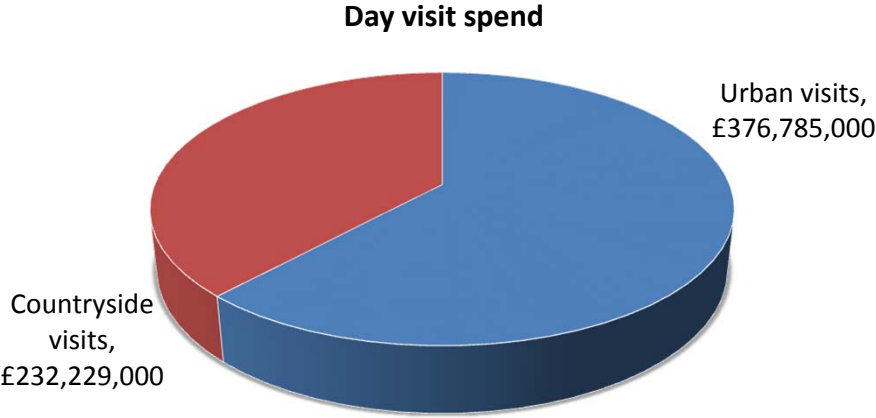
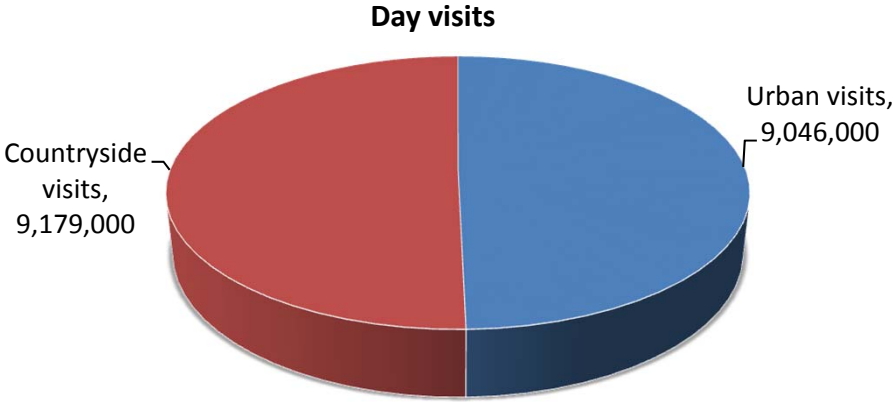
# Gloucestershire - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.7	£518.2
Devon	29.5	£1,051.4
Dorset	25.5	£891.1
Former Avon	22.6	£911.5
Gloucestershire	18.2	£609.0
Somerset	21.9	£761.0
Wiltshire	18.0	£677.8

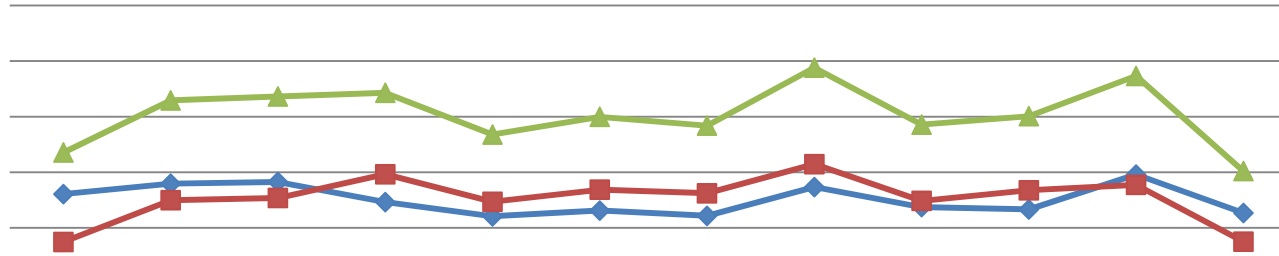
# Gloucestershire - Day visits by location

Total day visits	Total day visit spend
18,225,000	£609,014,000



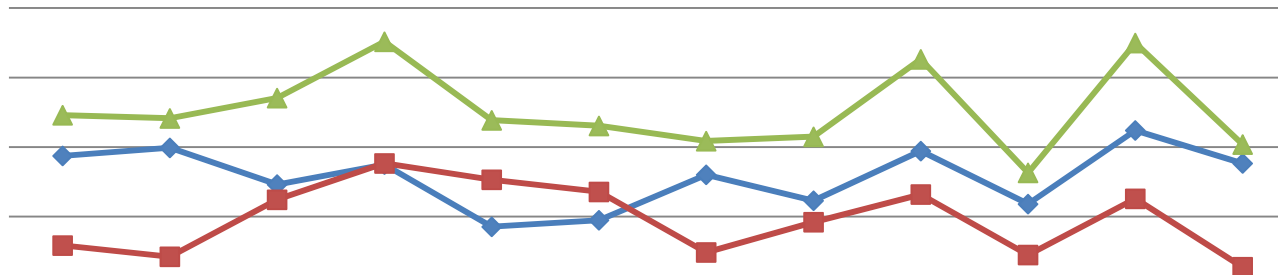
# Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	803.7	897.3	912.4	732.2	604.2	655.5	608.5	867.0	686.3	665.7	979.4	633.9
Rural (000's)	373.6	748.5	768.6	982.1	735.0	843.2	810.9	1073.1	742.4	838.4	886.8	376.4
Total (000's)	1177.3	1645.8	1681.0	1714.3	1339.2	1498.6	1419.4	1940.1	1428.7	1504.0	1866.2	1010.3

Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	37.5	39.8	29.2	35.0	17.1	19.0	32.0	24.6	38.9	23.6	44.8	35.3
Rural (mn)	11.7	8.5	24.9	35.3	30.6	27.1	9.7	18.4	26.4	9.0	25.2	5.5
Total (mn)	49.2	48.3	54.1	70.3	47.7	46.1	41.7	43.0	65.3	32.6	69.9	40.8

## Gloucestershire - Direct visitor expenditure by category

---

Information on the breakdown of visitor spending is available from the three main tourism and day visitor surveys by type of visitor. The Model divides the expenditure between five sectors:

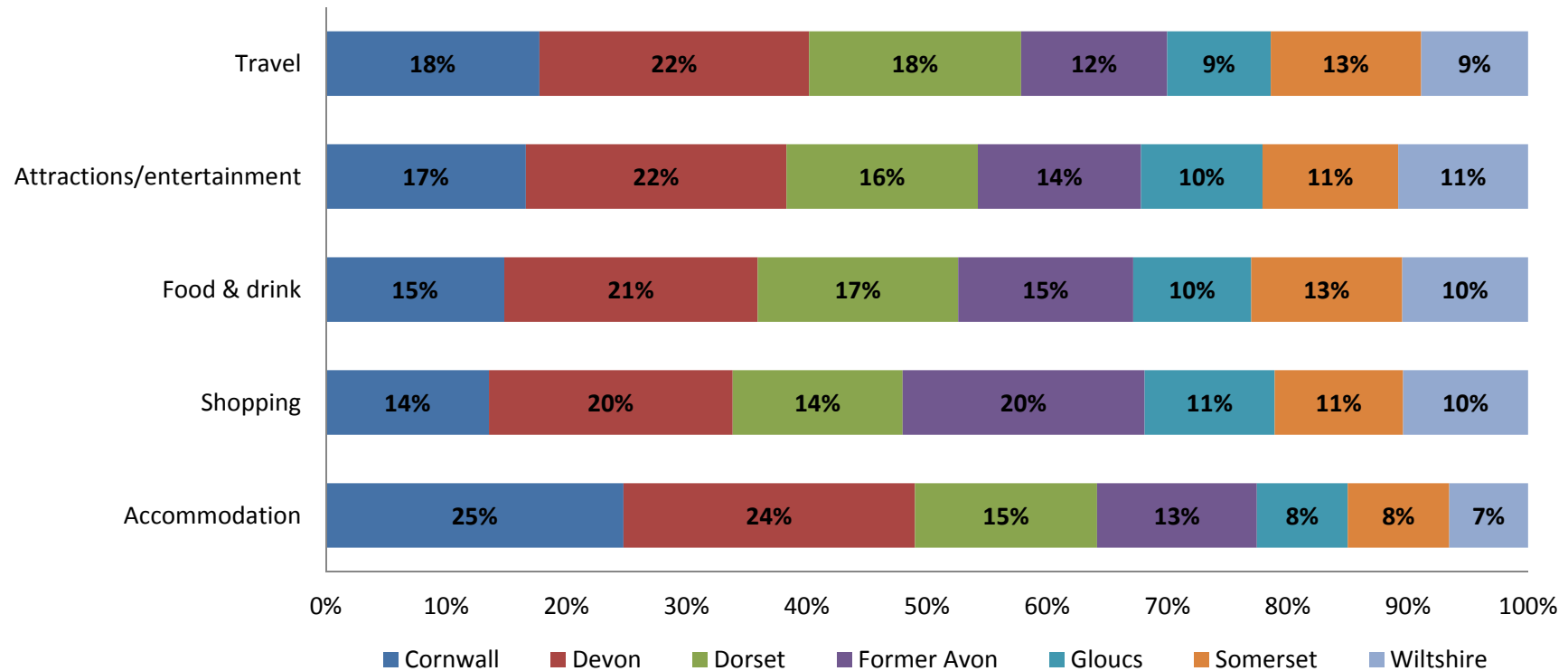
- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

The following pages look at the breakdown of this expenditure and business turnover arising from this expenditure.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

# Gloucestershire – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
<b>Spend</b>	£2,108,807,000	£2,646,286,000	£3,576,470,000	£1,258,742,000	£1,682,807,000	£11,273,118,000
<b>%</b>	19%	23%	32%	11%	15%	100%





# Gloucestershire – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £125,601,000
- Overseas staying visitors £33,616,000



## Shopping

- UK staying visitors £41,587,000
- Overseas staying visitors £34,870,000
- Day visitors £209,857,000



## Food & drink

- UK staying visitors £75,681,000
- Overseas staying visitors £27,921,000
- Day visitors £247,824,000



## Attractions/entertainment

- UK staying visitors £35,232,000
- Overseas staying visitors £13,971,000
- Day visitors £78,055,000



## Travel

- UK staying visitors £59,072,000
- Overseas staying visitors £12,556,000
- Day visitors £73,277,000

## Gloucestershire – Other visitor related expenditure by category

---



Second Homes

£1,934,000



Boats

£1,086,000



Visiting friends and relatives (non-visitor spend)

£34,700,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Gloucestershire – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£161,290,000	£4,956,000	£166,246,000
Retailing	£75,693,000	£207,759,000	£283,452,000
Catering	£100,495,000	£240,390,000	£340,885,000
Attractions/entertainment	£51,004,000	£82,632,000	£133,636,000
Transport	£42,977,000	£43,966,000	£86,943,000
Arising from non trip spend	£37,720,000	£0	£37,720,000
<b>Total Direct</b>	<b>£469,179,000</b>	<b>£579,703,000</b>	<b>£1,048,882,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£469,179,000	£579,703,000	£1,048,882,000
Supplier and income induced	£250,341,000	£246,813,000	£497,154,000
<b>Total</b>	<b>£719,520,000</b>	<b>£826,516,000</b>	<b>£1,546,036,000</b>

## Gloucestershire – Tourism related employment

---

Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending.

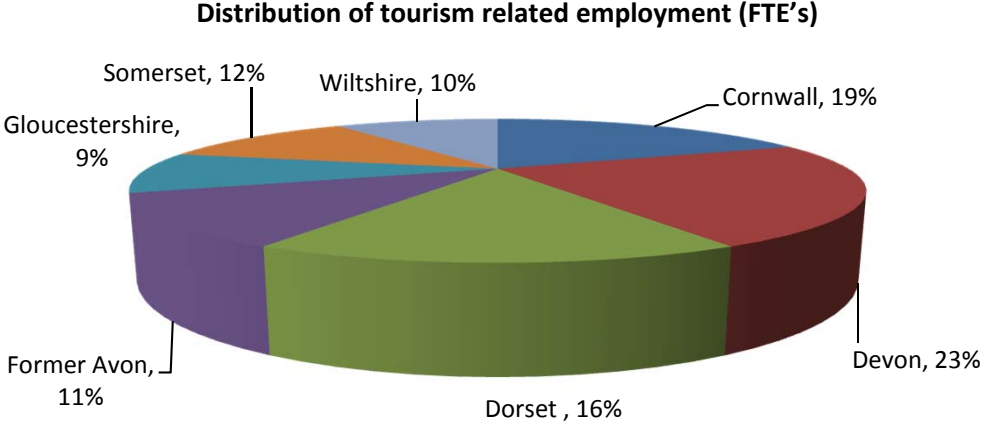
The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

This section of the report looks at employment on three levels;

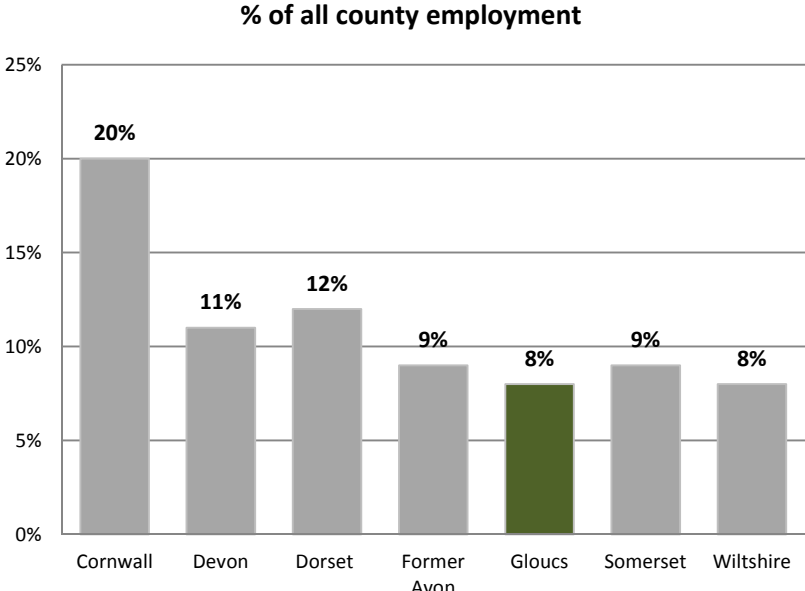
- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

# Gloucestershire – Tourism related employment in the regional context



Area	Number of FTE's
Cornwall	40,467
Devon	49,162
Dorset	34,628
Former Avon	24,486
Gloucestershire	19,705
Somerset	24,674
Wiltshire	20,704



# Gloucestershire – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



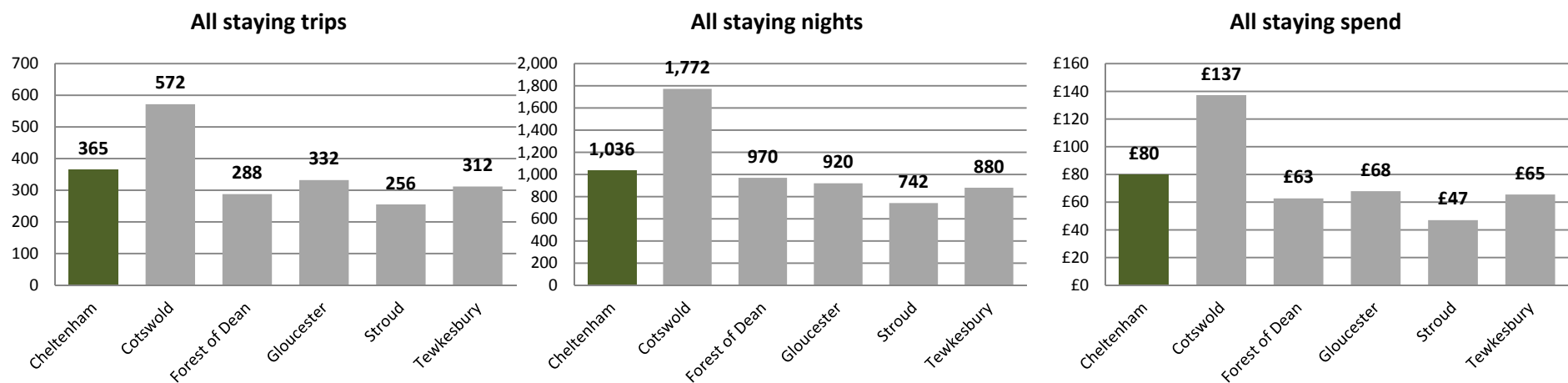
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	2,133	66	2,199
Retailing	573	1,574	2,147
Catering	1,236	2,957	4,193
Attractions/entertainment	831	1,346	2,177
Transport	247	253	500
Arising from non trip spend	599	0	599
<b>Total Direct</b>	<b>5,619</b>	<b>6,195</b>	<b>11,814</b>

# Value of Tourism 2017

## Cheltenham

Key Facts	
365,300	Staying visitor trips
1,036,000	Staying visitor nights
£79,644,000	Staying visitor spend
1,800,000	Day visits
£73,450,000	Day visitor spend
£153,094,000	Direct visitor spend
£6,537,000	Other related spend
£159,631,000	TOTAL VISITOR RELATED SPEND
£205,996,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,458	Estimated actual employment
2,562	FTE employment
5%	Proportion of all employment

# Cheltenham - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	316	50	734	302	£58	£21
Cotswold	506	66	1,329	443	£104	£33
Forest of Dean	252	36	672	298	£42	£21
Gloucester	286	46	651	269	£49	£18
Stroud	222	34	530	212	£34	£13
Tewkesbury	272	40	655	225	£49	£16



## Cheltenham - Staying visits by accommodation type

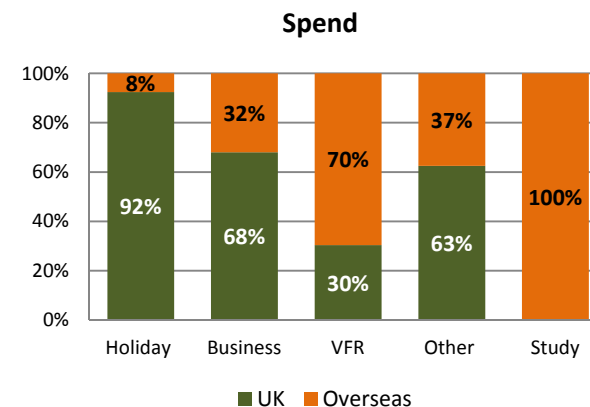
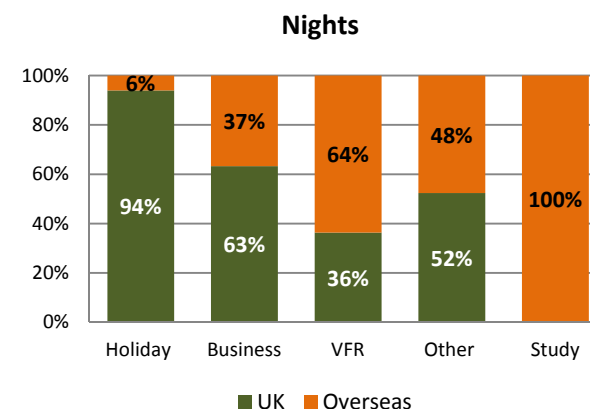
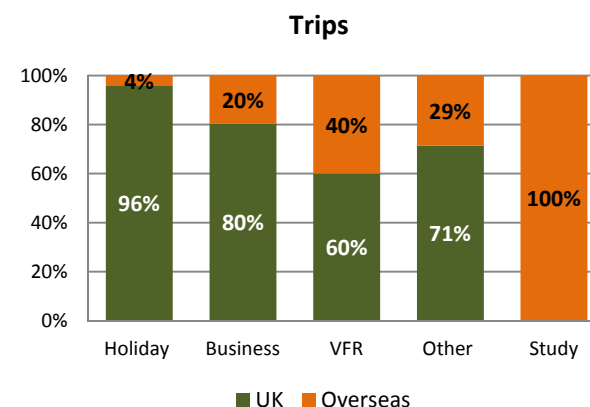
Domestic tourists	Trips	Nights	Spend
Serviced	137,300	262,000	£32,892,000
Self catering	46,900	154,000	£13,664,000
Touring caravans /tents	10,000	35,000	£1,425,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	2,000	£81,000
Paying guest in private homes	0	0	£0
Second homes	1,300	5,000	£123,000
Boat moorings	0	0	£0
Other	3,200	9,000	£662,000
Staying with friends and relatives	116,000	266,000	£9,623,000
<b>Total</b>	<b>315,600</b>	<b>734,000</b>	<b>£58,471,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	24,200	76,000	£10,587,000
Self catering	2,100	36,000	£1,899,000
Touring caravans /tents	700	3,000	£161,000
Static vans/holiday centres	0	0	£0
Group/campus	400	6,000	£530,000
Paying guest in private homes	1,600	30,000	£1,088,000
Second homes	200	2,000	£129,000
Boat moorings	0	0	£0
Other	4,100	13,000	£814,000
Staying with friends and relatives	16,400	136,000	£5,964,000
<b>Total</b>	<b>49,700</b>	<b>302,000</b>	<b>£21,173,000</b>

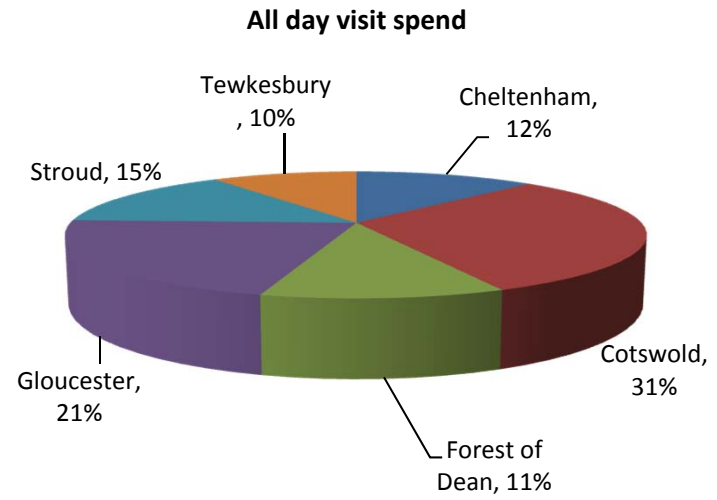
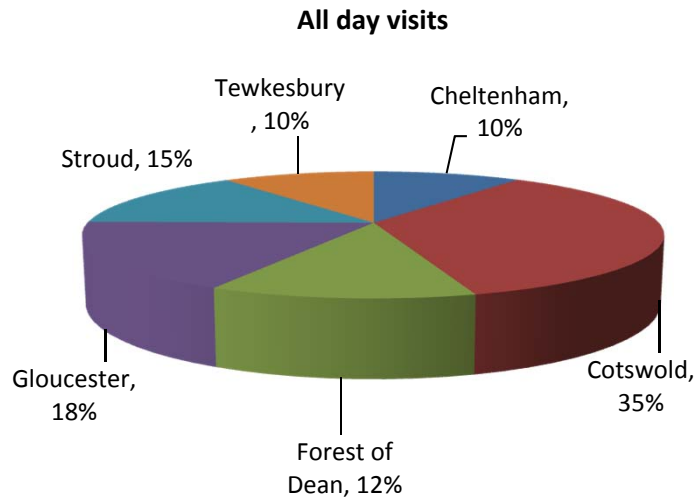
# Cheltenham - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	227,000	563,000	£43,455,000
Business	45,000	74,000	£9,565,000
Visits to friends and relatives	39,000	85,000	£4,204,000
Other	5,000	11,000	£1,246,000
Study	0	0	£0
<b>Total</b>	<b>316,000</b>	<b>734,000</b>	<b>£58,471,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	10,000	36,000	£3,563,000
Business	11,000	43,000	£4,499,000
Visits to friends and relatives	26,000	149,000	£9,627,000
Other	2,000	10,000	£747,000
Study	1,000	63,000	£2,737,000
<b>Total</b>	<b>50,000</b>	<b>302,000</b>	<b>£21,173,000</b>



# Cheltenham - Day visits in the county context

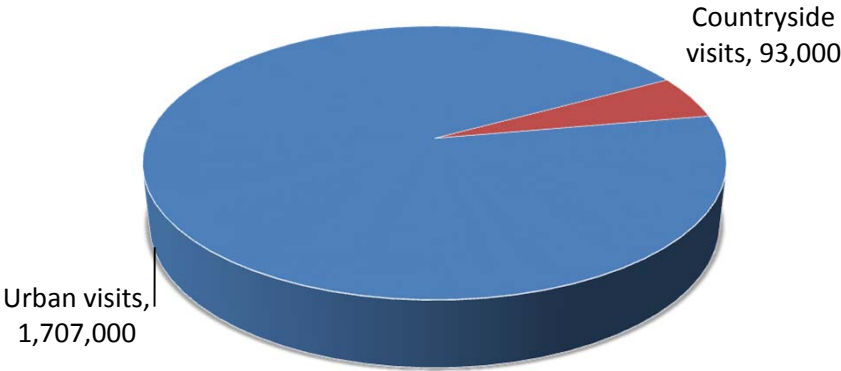


Area	Day visits	Day visit spend
Cheltenham	1.8	£73.5
Cotswold	6.5	£189.1
Forest of Dean	2.3	£68.9
Gloucester	3.2	£129.6
Stroud	2.7	£88.8
Tewkesbury	1.8	£59.2

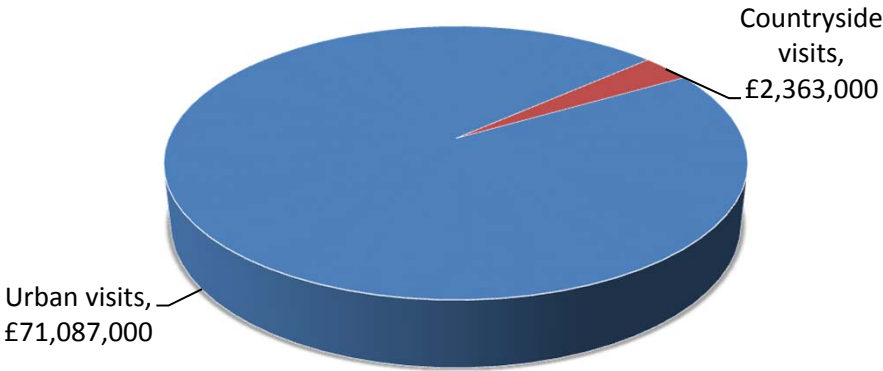
# Cheltenham - Day visits by location

Total day visits	Total day visit spend
1,800,000	£73,450,000

Day visits



Day visit spend



# Cheltenham – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £21,752,000
- Overseas staying visitors £5,806,000



## Shopping

- UK staying visitors £7,113,000
- Overseas staying visitors £6,018,000
- Day visitors £31,717,000



## Food & drink

- UK staying visitors £13,184,000
- Overseas staying visitors £4,664,000
- Day visitors £27,482,000



## Attractions/entertainment

- UK staying visitors £6,003,000
- Overseas staying visitors £2,586,000
- Day visitors £7,265,000



## Travel

- UK staying visitors £10,419,000
- Overseas staying visitors £2,099,000
- Day visitors £6,986,000

## Cheltenham – Other visitor related expenditure by category

---



Second Homes  
£68,000



Visiting friends and relatives (non-visitor spend)  
£6,469,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Cheltenham – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£27,915,000	£550,000	£28,465,000
Retailing	£12,999,000	£31,400,000	£44,399,000
Catering	£17,313,000	£26,657,000	£43,970,000
Attractions/entertainment	£8,899,000	£7,857,000	£16,756,000
Transport	£7,511,000	£4,191,000	£11,702,000
Arising from non trip spend	£6,537,000	£0	£6,537,000
<b>Total Direct</b>	<b>£81,174,000</b>	<b>£70,655,000</b>	<b>£151,829,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£81,174,000	£70,655,000	£151,829,000
Supplier and income induced	£33,303,000	£20,864,000	£54,167,000
<b>Total</b>	<b>£114,477,000</b>	<b>£91,519,000</b>	<b>£205,996,000</b>

# Cheltenham – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	370	7	378
Retailing	99	239	337
Catering	214	329	543
Attractions/entertainment	145	128	274
Transport	43	24	67
Arising from non trip spend	104	0	104
<b>Total Direct</b>	<b>975</b>	<b>727</b>	<b>1,703</b>

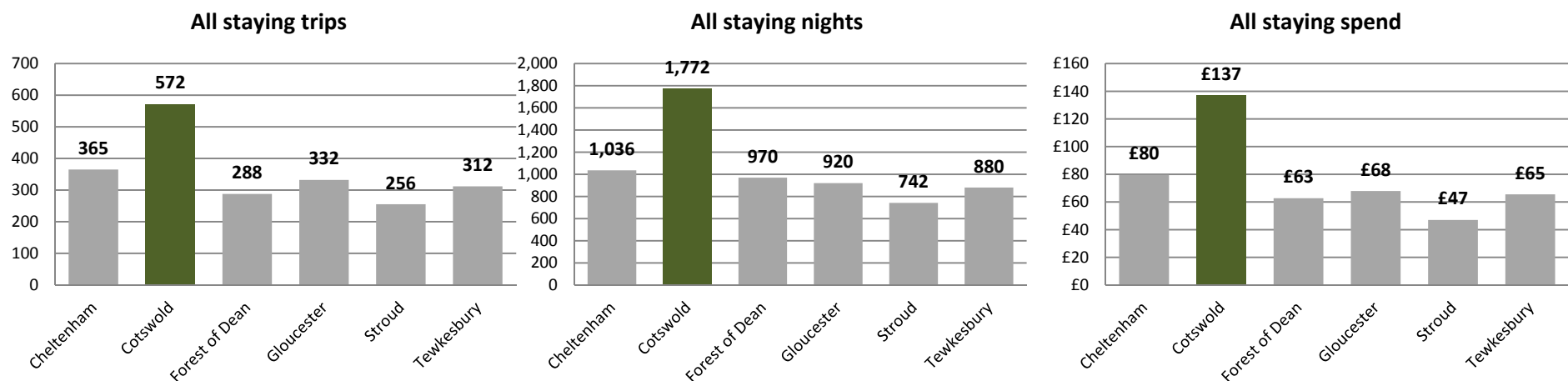


# Value of Tourism 2017

## Cotswold

Key Facts	
572,000	Staying visitor trips
1,772,000	Staying visitor nights
£137,304,000	Staying visitor spend
6,457,000	Day visits
£189,050,000	Day visitor spend
£326,354,000	Direct visitor spend
£6,349,000	Other related spend
£332,703,000	TOTAL VISITOR RELATED SPEND
£380,351,000	TOTAL BUSINESS TURNOVER SUPPORTED
7,067	Estimated actual employment
5,061	FTE employment
16%	Proportion of all employment

# Cotswold - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	316	50	734	302	£58	£21
Cotswold	506	66	1,329	443	£104	£33
Forest of Dean	252	36	672	298	£42	£21
Gloucester	286	46	651	269	£49	£18
Stroud	222	34	530	212	£34	£13
Tewkesbury	272	40	655	225	£49	£16

## Cotswold - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	188,300	359,000	£45,126,000
Self catering	134,500	442,000	£39,207,000
Touring caravans /tents	54,600	191,000	£7,737,000
Static vans/holiday centres	1,600	6,000	£324,000
Group/campus	8,200	13,000	£681,000
Paying guest in private homes	0	0	£0
Second homes	25,800	99,000	£2,376,000
Boat moorings	3,700	12,000	£740,000
Other	2,400	7,000	£495,000
Staying with friends and relatives	86,700	199,000	£7,191,000
<b>Total</b>	<b>506,000</b>	<b>1,329,000</b>	<b>£103,875,000</b>

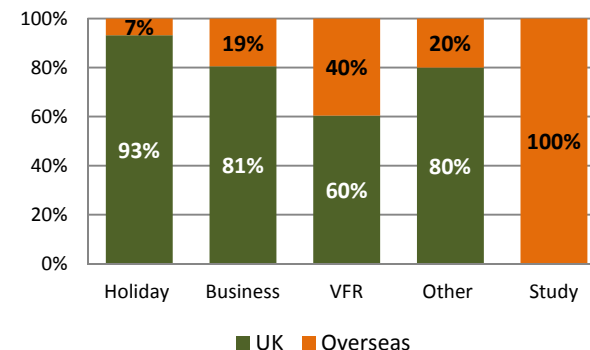
Overseas tourists	Trips	Nights	Spend
Serviced	33,200	104,000	£14,525,000
Self catering	5,900	102,000	£5,448,000
Touring caravans /tents	3,900	16,000	£876,000
Static vans/holiday centres	0	0	£32,000
Group/campus	3,500	51,000	£4,451,000
Paying guest in private homes	800	15,000	£544,000
Second homes	3,400	44,000	£2,488,000
Boat moorings	0	0	£0
Other	3,100	10,000	£609,000
Staying with friends and relatives	12,300	102,000	£4,457,000
<b>Total</b>	<b>66,000</b>	<b>443,000</b>	<b>£33,429,000</b>

# Cotswold - Staying visits by purpose

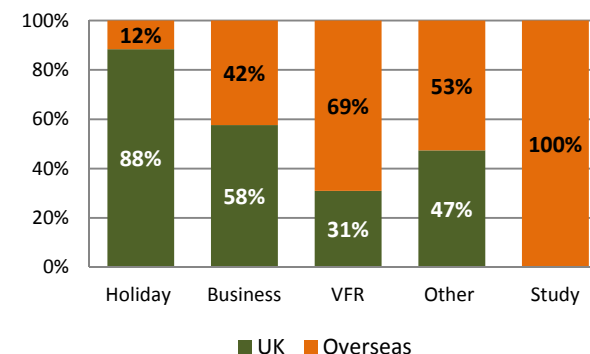
Domestic tourists	Trips	Nights	Spend
Holiday	411,000	1,136,000	£77,199,000
Business	62,000	113,000	£16,992,000
Visits to friends and relatives	29,000	70,000	£7,469,000
Other	4,000	9,000	£2,214,000
Study	0	0	£0
<b>Total</b>	<b>506,000</b>	<b>1,329,000</b>	<b>£103,875,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	30,000	149,000	£13,575,000
Business	15,000	83,000	£8,013,000
Visits to friends and relatives	19,000	156,000	£9,340,000
Other	1,000	10,000	£725,000
Study	1,000	44,000	£1,777,000
<b>Total</b>	<b>66,000</b>	<b>443,000</b>	<b>£33,429,000</b>

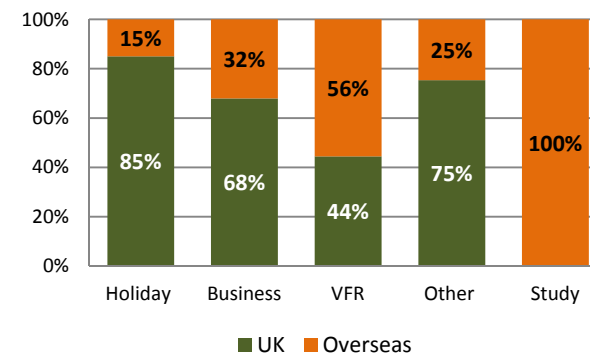
Trips



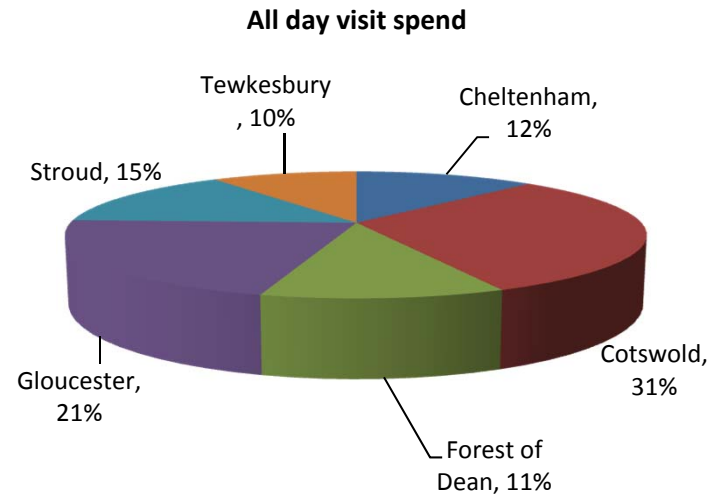
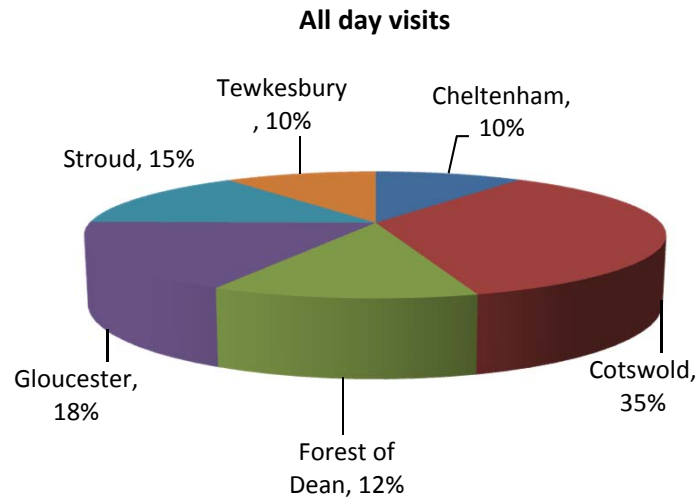
Nights



Spend



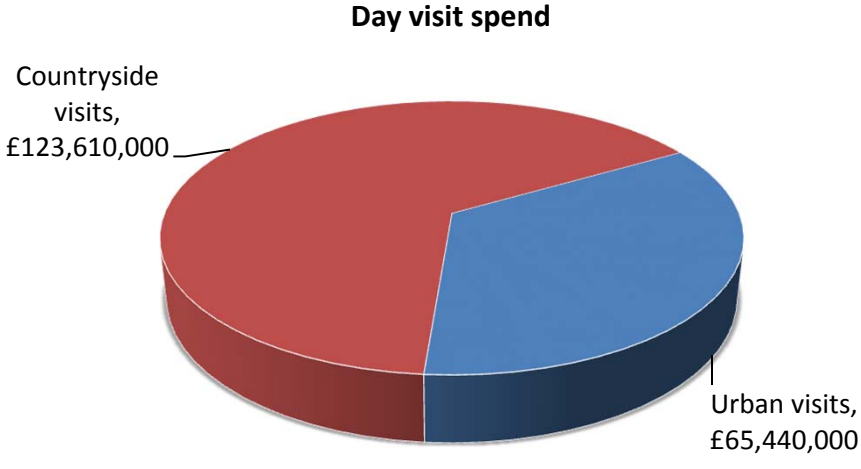
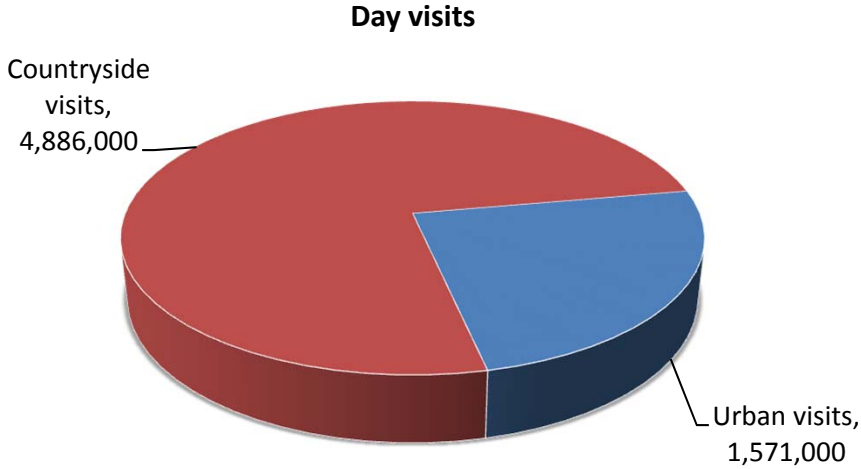
# Cotswold - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£73.5
Cotswold	6.5	£189.1
Forest of Dean	2.3	£68.9
Gloucester	3.2	£129.6
Stroud	2.7	£88.8
Tewkesbury	1.8	£59.2

# Cotswold - Day visits by location

Total day visits	Total day visit spend
6,457,000	£189,050,000



# Cotswold – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £38,643,000
- Overseas staying visitors £10,502,000



## Shopping

- UK staying visitors £12,636,000
- Overseas staying visitors £8,911,000
- Day visitors £52,271,000



## Food & drink

- UK staying visitors £23,422,000
- Overseas staying visitors £7,408,000
- Day visitors £81,766,000



## Attractions/entertainment

- UK staying visitors £10,665,000
- Overseas staying visitors £3,287,000
- Day visitors £28,546,000



## Travel

- UK staying visitors £18,510,000
- Overseas staying visitors £3,320,000
- Day visitors £26,467,000

## Cotswold – Other visitor related expenditure by category

---



Second Homes  
£1,315,000



Boats  
£200,000



Visiting friends and relatives (non-visitor spend)  
£4,834,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.



## Cotswold – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£49,762,000	£1,635,000	£51,397,000
Retailing	£21,332,000	£51,748,000	£73,080,000
Catering	£29,905,000	£79,313,000	£109,218,000
Attractions/entertainment	£14,476,000	£29,887,000	£44,363,000
Transport	£13,098,000	£15,880,000	£28,978,000
Arising from non trip spend	£6,349,000	£0	£6,349,000
<b>Total Direct</b>	<b>£134,922,000</b>	<b>£178,463,000</b>	<b>£313,385,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£134,922,000	£178,463,000	£313,385,000
Supplier and income induced	£33,418,000	£33,548,000	£66,966,000
<b>Total</b>	<b>£168,340,000</b>	<b>£212,011,000</b>	<b>£380,351,000</b>

# Cotswold – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



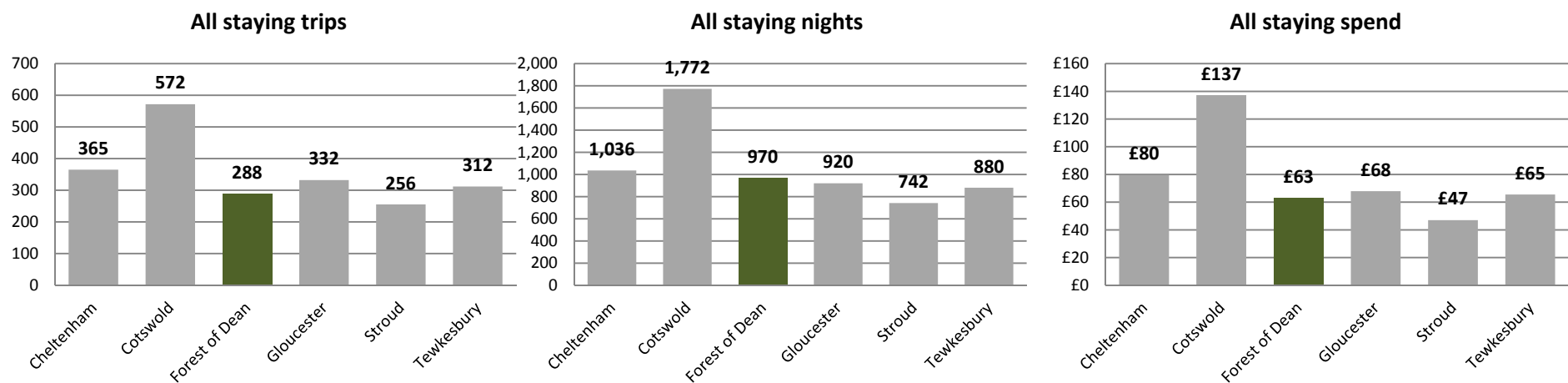
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	740	24	764
Retailing	182	441	622
Catering	414	1,097	1,510
Attractions/entertainment	265	547	812
Transport	85	103	187
Arising from non trip spend	101	0	101
<b>Total Direct</b>	<b>1,786</b>	<b>2,212</b>	<b>3,998</b>

# Value of Tourism 2017

## Forest of Dean

Key Facts	
288,000	Staying visitor trips
970,000	Staying visitor nights
£62,718,000	Staying visitor spend
2,253,000	Day visits
£68,905,000	Day visitor spend
£131,623,000	Direct visitor spend
£4,917,000	Other related spend
£136,540,000	TOTAL VISITOR RELATED SPEND
£157,134,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,200	Estimated actual employment
2,290	FTE employment
8%	Proportion of all employment

# Forest of Dean - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	316	50	734	302	£58	£21
Cotswold	506	66	1,329	443	£104	£33
Forest of Dean	252	36	672	298	£42	£21
Gloucester	286	46	651	269	£49	£18
Stroud	222	34	530	212	£34	£13
Tewkesbury	272	40	655	225	£49	£16

## Forest of Dean - Staying visits by accommodation type

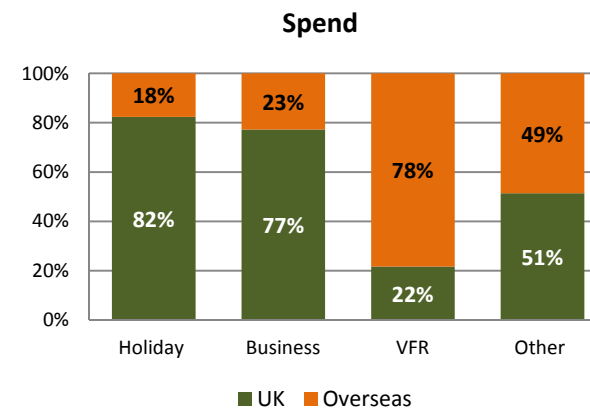
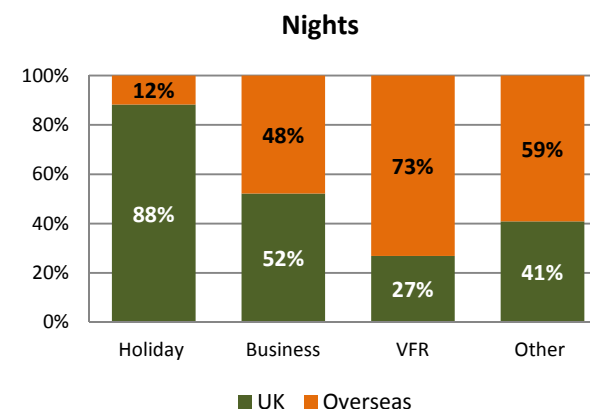
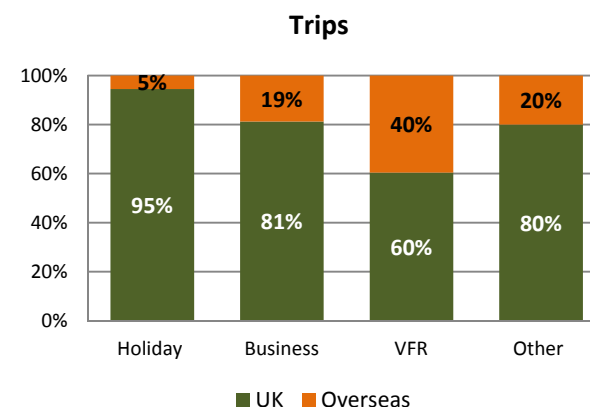
Domestic tourists	Trips	Nights	Spend
Serviced	40,100	77,000	£9,615,000
Self catering	56,700	186,000	£16,522,000
Touring caravans /tents	47,900	168,000	£6,785,000
Static vans/holiday centres	0	0	£0
Group/campus	16,800	26,000	£1,392,000
Paying guest in private homes	0	0	£0
Second homes	3,300	12,000	£299,000
Boat moorings	0	0	£0
Other	2,300	7,000	£486,000
Staying with friends and relatives	85,200	196,000	£7,067,000
<b>Total</b>	<b>252,000</b>	<b>672,000</b>	<b>£42,168,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	7,100	22,000	£3,095,000
Self catering	2,500	43,000	£2,296,000
Touring caravans /tents	3,500	14,000	£768,000
Static vans/holiday centres	0	0	£0
Group/campus	7,100	103,000	£9,099,000
Paying guest in private homes	0	0	£0
Second homes	400	5,000	£314,000
Boat moorings	0	0	£0
Other	3,000	10,000	£598,000
Staying with friends and relatives	12,000	100,000	£4,380,000
<b>Total</b>	<b>36,000</b>	<b>298,000</b>	<b>£20,550,000</b>

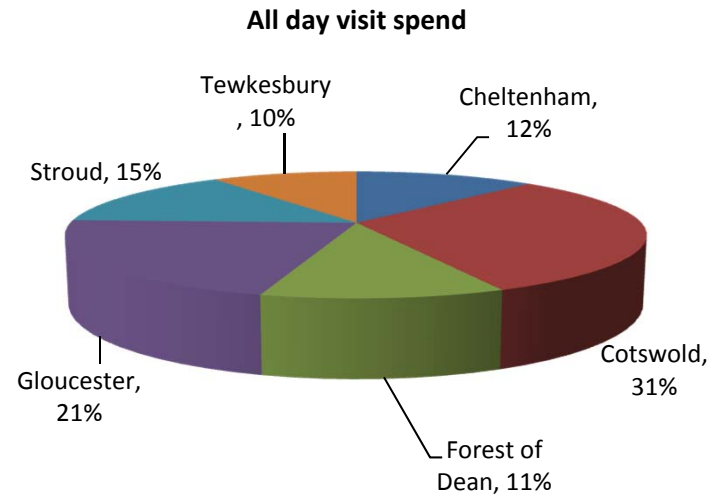
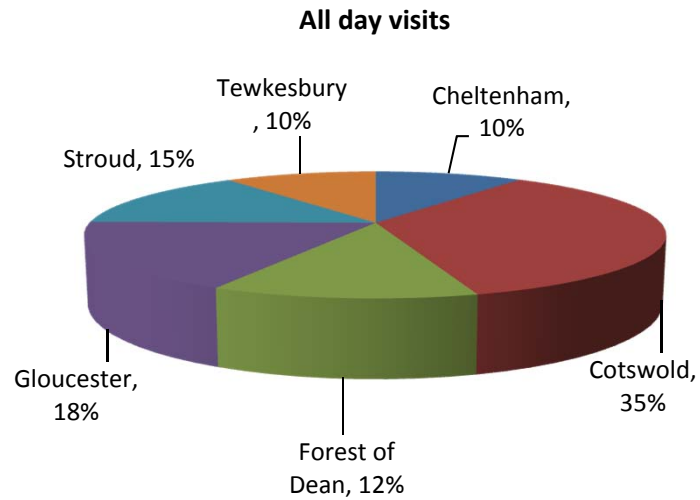
# Forest of Dean - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	207,000	570,000	£31,339,000
Business	13,000	24,000	£6,898,000
Visits to friends and relatives	29,000	69,000	£3,032,000
Other	4,000	9,000	£899,000
Study	0	0	£0
<b>Total</b>	<b>252,000</b>	<b>672,000</b>	<b>£42,168,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	12,000	76,000	£6,708,000
Business	3,000	22,000	£2,037,000
Visits to friends and relatives	19,000	188,000	£10,954,000
Other	1,000	13,000	£850,000
Study	0	0	£0
<b>Total</b>	<b>36,000</b>	<b>298,000</b>	<b>£20,550,000</b>



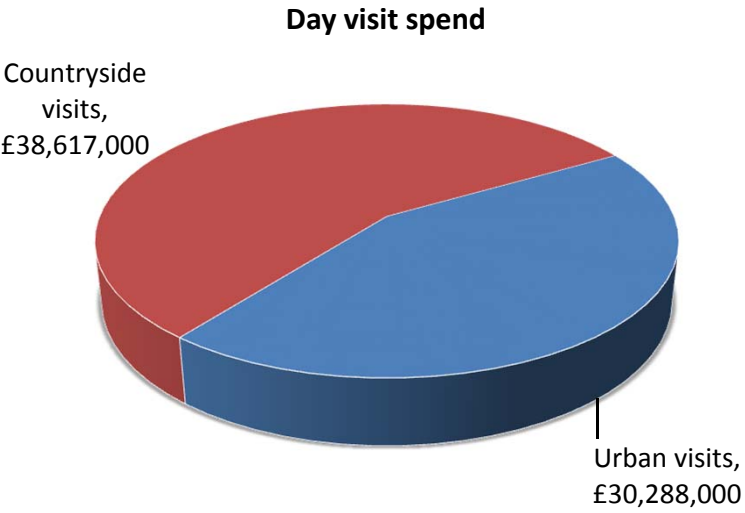
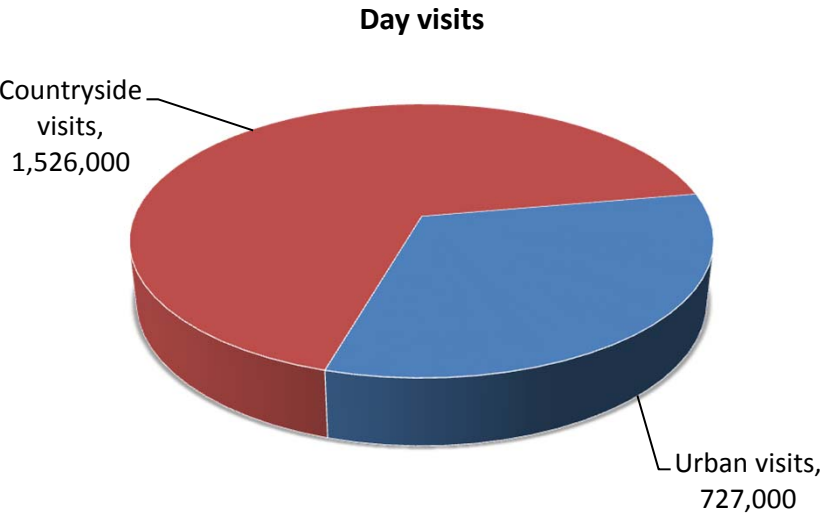
# Forest of Dean - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£73.5
Cotswold	6.5	£189.1
Forest of Dean	2.3	£68.9
Gloucester	3.2	£129.6
Stroud	2.7	£88.8
Tewkesbury	1.8	£59.2

# Forest of Dean - Day visits by location

Total day visits	Total day visit spend
2,253,000	£68,905,000





# Forest of Dean – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £15,687,000
- Overseas staying visitors £5,260,000



## Shopping

- UK staying visitors £5,130,000
- Overseas staying visitors £6,075,000
- Day visitors £20,660,000



## Food & drink

- UK staying visitors £9,508,000
- Overseas staying visitors £4,868,000
- Day visitors £29,198,000



## Attractions/entertainment

- UK staying visitors £4,329,000
- Overseas staying visitors £2,183,000
- Day visitors £9,865,000



## Travel

- UK staying visitors £7,514,000
- Overseas staying visitors £2,164,000
- Day visitors £9,182,000

## Forest of Dean – Other visitor related expenditure by category

---



Second Homes  
£166,000



Visiting friends and relatives (non-visitor spend)  
£4,751,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Forest of Dean – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£21,235,000	£584,000	£21,819,000
Retailing	£11,092,000	£20,453,000	£31,545,000
Catering	£13,944,000	£28,322,000	£42,266,000
Attractions/entertainment	£6,768,000	£10,364,000	£17,132,000
Transport	£5,807,000	£5,509,000	£11,316,000
Arising from non trip spend	£4,917,000	£0	£4,917,000
<b>Total Direct</b>	<b>£63,763,000</b>	<b>£65,232,000</b>	<b>£128,995,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£63,763,000	£65,232,000	£128,995,000
Supplier and income induced	£15,769,000	£12,370,000	£28,139,000
<b>Total</b>	<b>£79,532,000</b>	<b>£77,602,000</b>	<b>£157,134,000</b>

# Forest of Dean – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



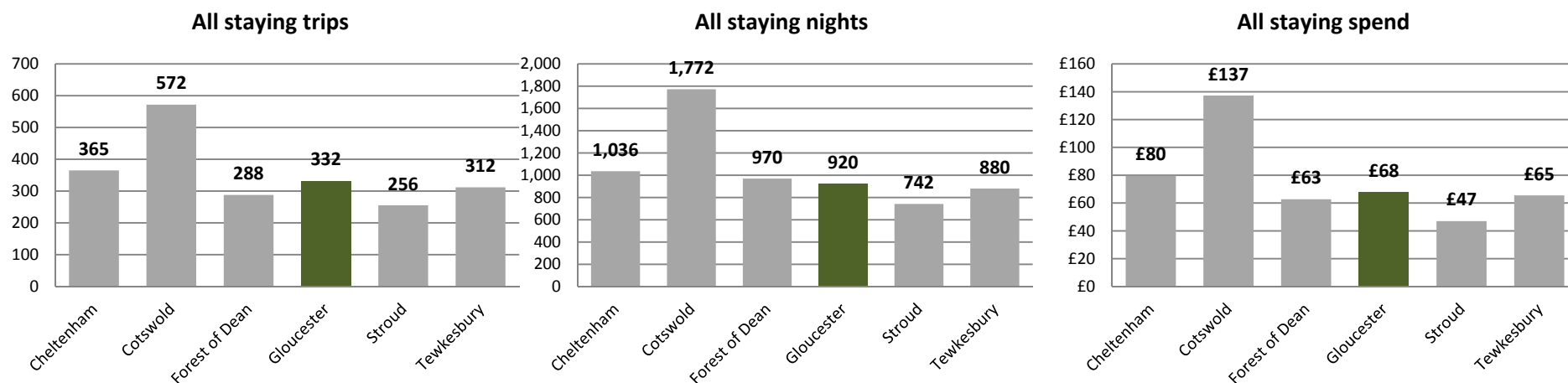
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	356	10	366
Retailing	107	197	303
Catering	218	442	660
Attractions/entertainment	140	214	354
Transport	42	40	82
Arising from non trip spend	78	0	78
<b>Total Direct</b>	<b>941</b>	<b>903</b>	<b>1,843</b>

# Value of Tourism 2017

## Gloucester

Key Facts	
332,100	Staying visitor trips
920,000	Staying visitor nights
£67,929,000	Staying visitor spend
3,203,000	Day visits
£129,593,000	Day visitor spend
£197,522,000	Direct visitor spend
£7,265,000	Other related spend
£204,787,000	TOTAL VISITOR RELATED SPEND
£261,231,000	TOTAL BUSINESS TURNOVER SUPPORTED
4,308	Estimated actual employment
3,180	FTE employment
7%	Proportion of all employment

# Gloucester - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	316	50	734	302	£58	£21
Cotswold	506	66	1,329	443	£104	£33
Forest of Dean	252	36	672	298	£42	£21
Gloucester	286	46	651	269	£49	£18
Stroud	222	34	530	212	£34	£13
Tewkesbury	272	40	655	225	£49	£16

## Gloucester - Staying visits by accommodation type

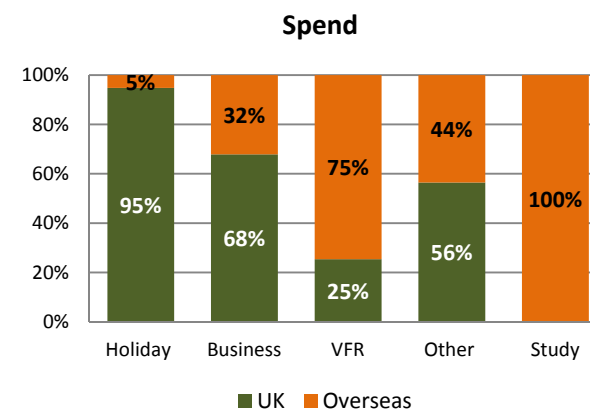
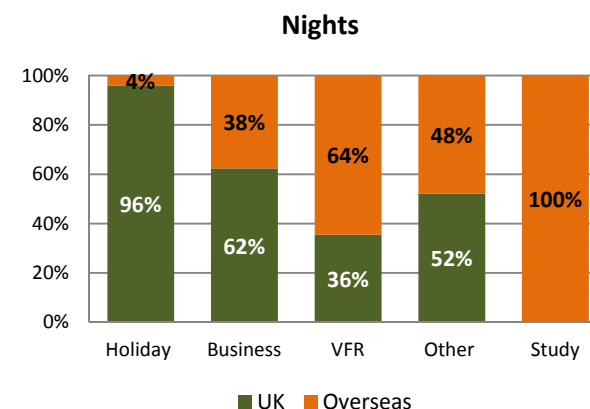
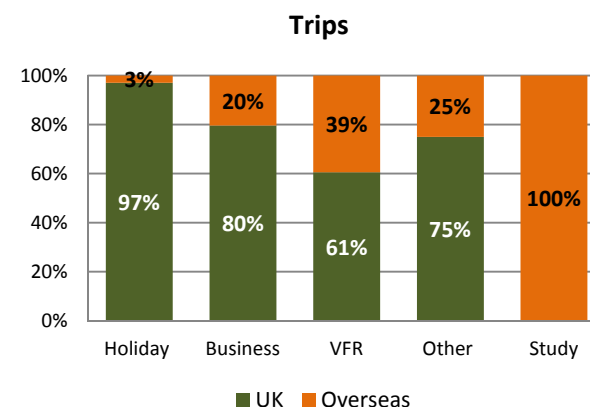
Domestic tourists	Trips	Nights	Spend
Serviced	118,300	226,000	£28,339,000
Self catering	30,000	99,000	£8,752,000
Touring caravans /tents	4,100	14,000	£584,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	500	2,000	£42,000
Boat moorings	2,000	6,000	£407,000
Other	3,500	10,000	£730,000
Staying with friends and relatives	127,800	294,000	£10,609,000
<b>Total</b>	<b>286,200</b>	<b>651,000</b>	<b>£49,464,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	20,800	65,000	£9,122,000
Self catering	1,300	23,000	£1,216,000
Touring caravans /tents	300	1,000	£66,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	800	15,000	£544,000
Second homes	100	1,000	£44,000
Boat moorings	0	0	£0
Other	4,500	14,000	£898,000
Staying with friends and relatives	18,100	150,000	£6,575,000
<b>Total</b>	<b>45,900</b>	<b>269,000</b>	<b>£18,465,000</b>

# Gloucester - Staying visits by purpose

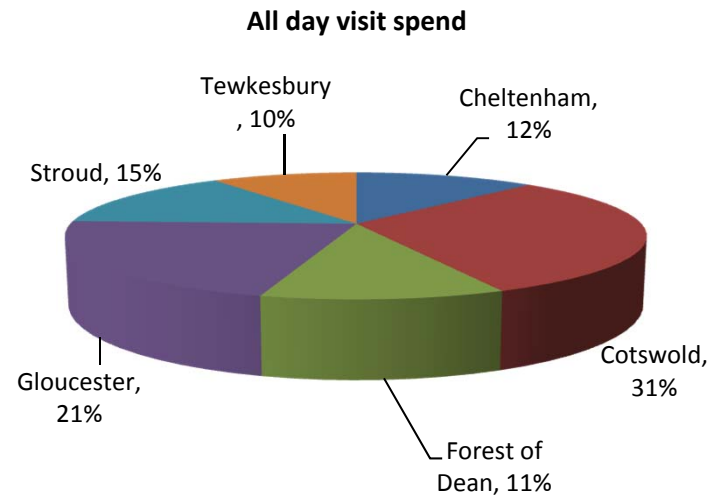
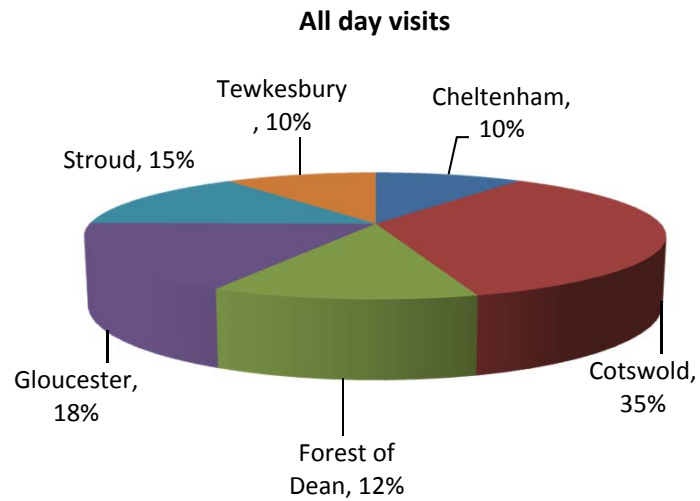
Domestic tourists	Trips	Nights	Spend
Holiday	199,000	484,000	£36,761,000
Business	39,000	63,000	£8,091,000
Visits to friends and relatives	43,000	92,000	£3,557,000
Other	6,000	12,000	£1,054,000
Study	0	0	£0
<b>Total</b>	<b>286,000</b>	<b>651,000</b>	<b>£49,464,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	6,000	21,000	£1,999,000
Business	10,000	38,000	£3,826,000
Visits to friends and relatives	28,000	167,000	£10,477,000
Other	2,000	11,000	£813,000
Study	1,000	32,000	£1,351,000
<b>Total</b>	<b>46,000</b>	<b>269,000</b>	<b>£18,465,000</b>





# Gloucester - Day visits in the county context

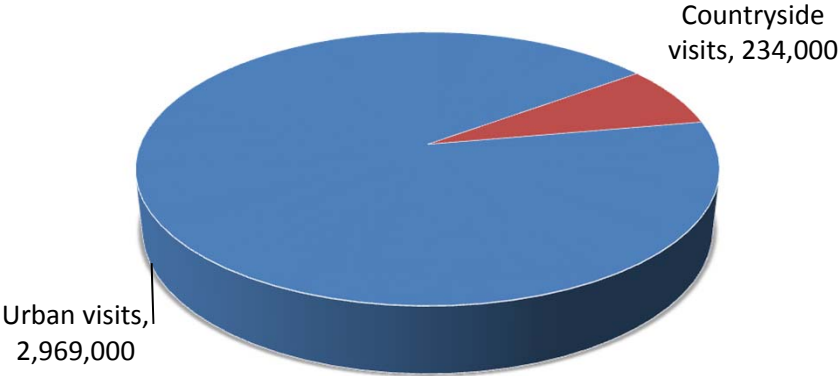


Area	Day visits	Day visit spend
Cheltenham	1.8	£73.5
Cotswold	6.5	£189.1
Forest of Dean	2.3	£68.9
Gloucester	3.2	£129.6
Stroud	2.7	£88.8
Tewkesbury	1.8	£59.2

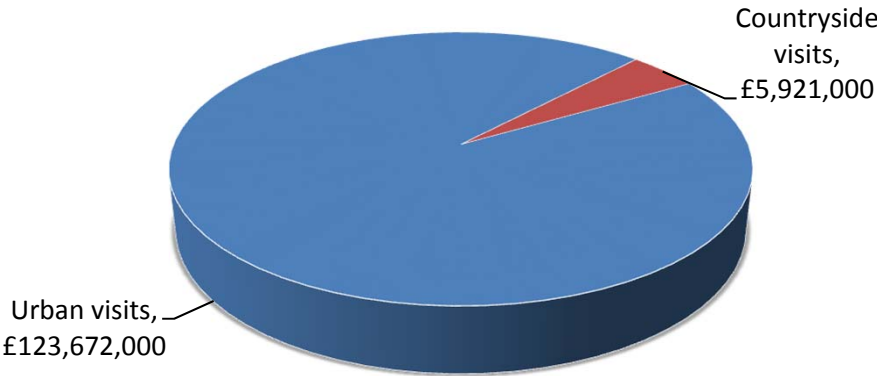
# Gloucester - Day visits by location

Total day visits	Total day visit spend
3,203,000	£129,593,000

Day visits



Day visit spend



# Gloucester – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £18,401,000
- Overseas staying visitors £4,760,000



## Shopping

- UK staying visitors £6,017,000
- Overseas staying visitors £5,328,000
- Day visitors £55,524,000



## Food & drink

- UK staying visitors £11,153,000
- Overseas staying visitors £4,219,000
- Day visitors £48,652,000



## Attractions/entertainment

- UK staying visitors £5,078,000
- Overseas staying visitors £2,251,000
- Day visitors £12,965,000



## Travel

- UK staying visitors £8,814,000
- Overseas staying visitors £1,907,000
- Day visitors £12,452,000

## Gloucester – Other visitor related expenditure by category

---



Second Homes

£23,000



Boats

£110,000



Visiting friends and relatives (non-visitor spend)

£7,132,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Gloucester – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£23,469,000	£973,000	£24,442,000
Retailing	£11,232,000	£54,968,000	£66,200,000
Catering	£14,911,000	£47,193,000	£62,104,000
Attractions/entertainment	£7,596,000	£14,007,000	£21,603,000
Transport	£6,433,000	£7,471,000	£13,904,000
Arising from non trip spend	£7,265,000	£0	£7,265,000
<b>Total Direct</b>	<b>£70,906,000</b>	<b>£124,612,000</b>	<b>£195,518,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£70,906,000	£124,612,000	£195,518,000
Supplier and income induced	£28,866,000	£36,847,000	£65,713,000
<b>Total</b>	<b>£99,772,000</b>	<b>£161,459,000</b>	<b>£261,231,000</b>

# Gloucester – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



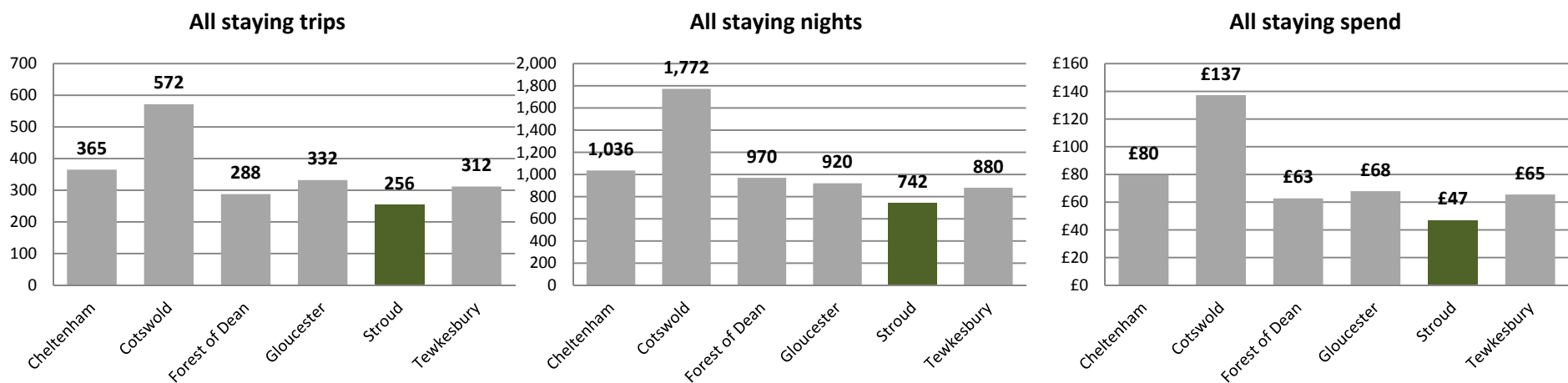
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	311	13	324
Retailing	85	417	502
Catering	184	581	764
Attractions/entertainment	124	228	352
Transport	37	43	80
Arising from non trip spend	115	0	115
<b>Total Direct</b>	<b>855</b>	<b>1,282</b>	<b>2,137</b>

# Value of Tourism 2017

## Stroud

Key Facts	
255,600	Staying visitor trips
742,000	Staying visitor nights
£47,030,000	Staying visitor spend
2,667,000	Day visits
£88,776,000	Day visitor spend
£135,806,000	Direct visitor spend
£6,429,000	Other related spend
£142,235,000	TOTAL VISITOR RELATED SPEND
£181,522,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,020	Estimated actual employment
2,238	FTE employment
5%	Proportion of all employment

# Stroud - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	316	50	734	302	£58	£21
Cotswold	506	66	1,329	443	£104	£33
Forest of Dean	252	36	672	298	£42	£21
Gloucester	286	46	651	269	£49	£18
Stroud	222	34	530	212	£34	£13
Tewkesbury	272	40	655	225	£49	£16



## Stroud - Staying visits by accommodation type

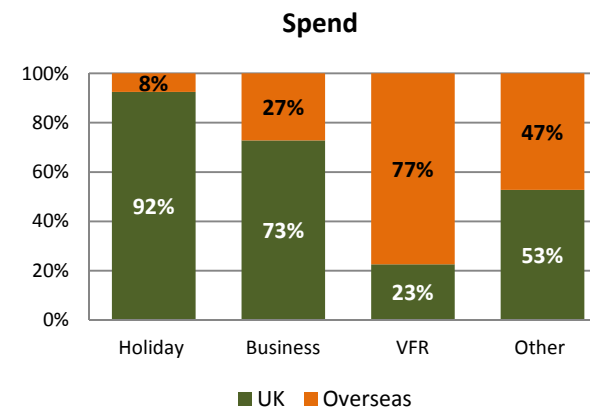
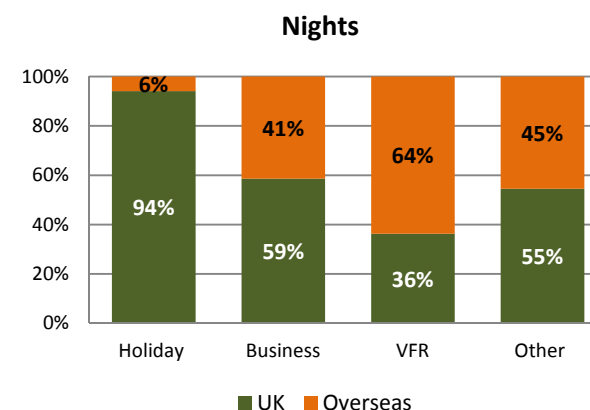
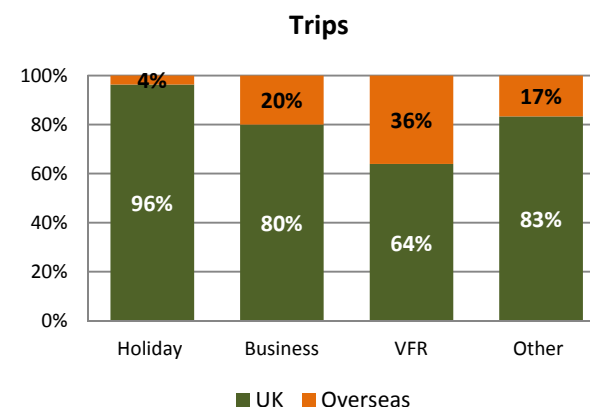
Domestic tourists	Trips	Nights	Spend
Serviced	62,200	119,000	£14,906,000
Self catering	21,400	71,000	£6,252,000
Touring caravans /tents	12,000	42,000	£1,699,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	4,400	17,000	£402,000
Boat moorings	1,400	4,000	£281,000
Other	3,200	9,000	£668,000
Staying with friends and relatives	117,000	269,000	£9,705,000
<b>Total</b>	<b>221,600</b>	<b>530,000</b>	<b>£33,913,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	11,000	34,000	£4,798,000
Self catering	900	16,000	£869,000
Touring caravans /tents	900	4,000	£192,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	600	7,000	£422,000
Boat moorings	0	0	£0
Other	4,100	13,000	£821,000
Staying with friends and relatives	16,500	137,000	£6,015,000
<b>Total</b>	<b>34,000</b>	<b>212,000</b>	<b>£13,117,000</b>

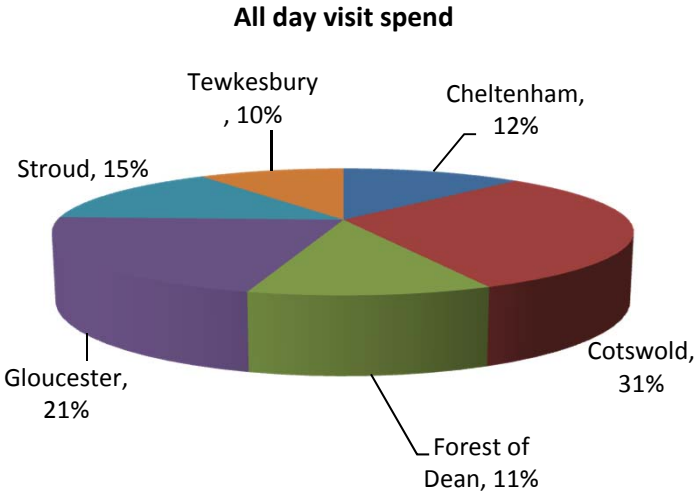
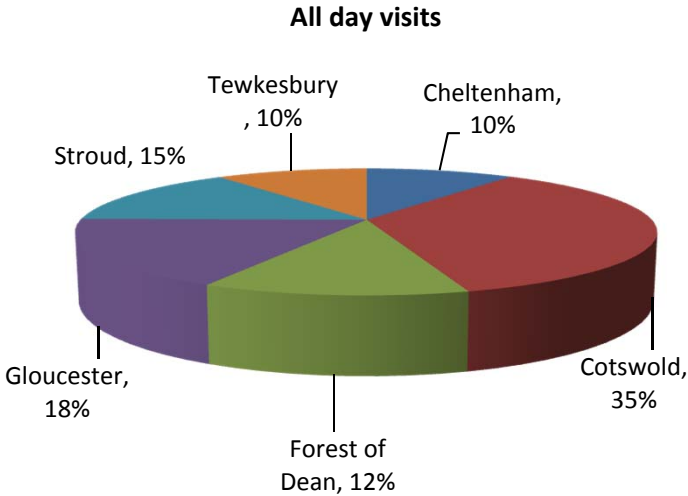
# Stroud - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	157,000	397,000	£25,204,000
Business	20,000	34,000	£5,548,000
Visits to friends and relatives	39,000	87,000	£2,439,000
Other	5,000	12,000	£723,000
Study	0	0	£0
<b>Total</b>	<b>222,000</b>	<b>530,000</b>	<b>£33,913,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	6,000	25,000	£2,049,000
Business	5,000	24,000	£2,070,000
Visits to friends and relatives	22,000	153,000	£8,350,000
Other	1,000	10,000	£648,000
Study	0	0	£0
<b>Total</b>	<b>34,000</b>	<b>212,000</b>	<b>£13,117,000</b>



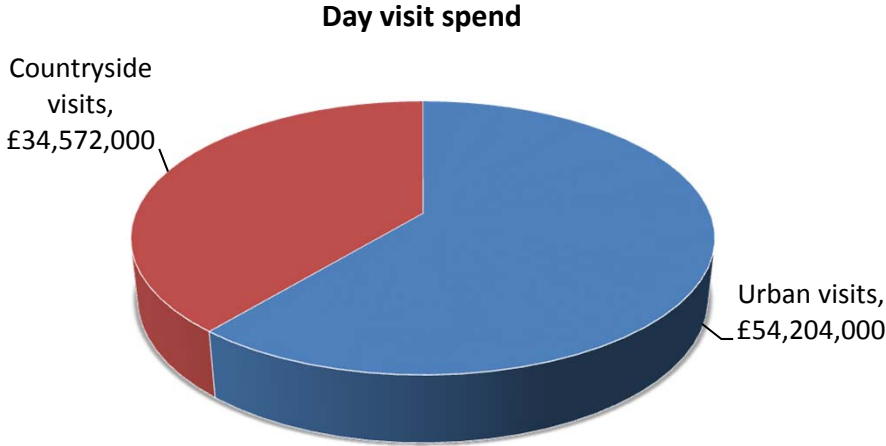
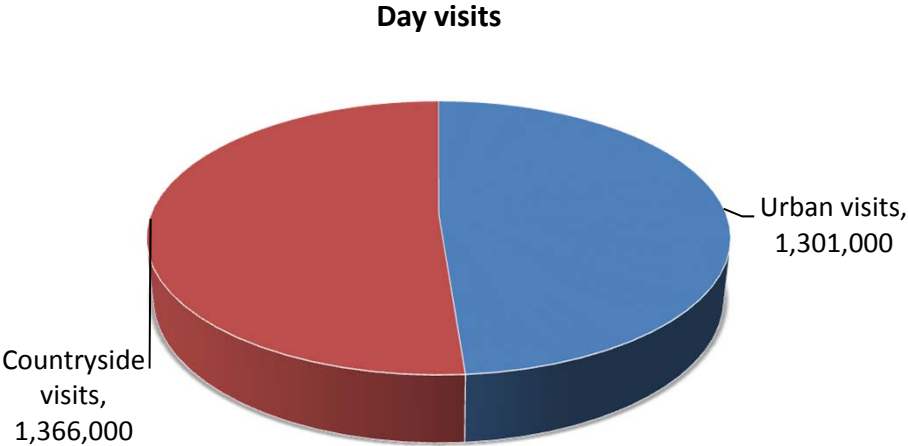
# Stroud - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£73.5
Cotswold	6.5	£189.1
Forest of Dean	2.3	£68.9
Gloucester	3.2	£129.6
Stroud	2.7	£88.8
Tewkesbury	1.8	£59.2

# Stroud - Day visits by location

Total day visits	Total day visit spend
2,667,000	£88,776,000



## Stroud – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £12,616,000
- Overseas staying visitors £3,212,000



### Shopping

- UK staying visitors £4,125,000
- Overseas staying visitors £3,865,000
- Day visitors £30,411,000



### Food & drink

- UK staying visitors £7,647,000
- Overseas staying visitors £3,124,000
- Day visitors £36,193,000



### Attractions/entertainment

- UK staying visitors £3,482,000
- Overseas staying visitors £1,509,000
- Day visitors £11,438,000



### Travel

- UK staying visitors £6,043,000
- Overseas staying visitors £1,407,000
- Day visitors £10,734,000

## Stroud – Other visitor related expenditure by category

---



Second Homes

£223,000



Boats

£76,000



Visiting friends and relatives (non-visitor spend)

£6,130,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Stroud – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£16,044,000	£724,000	£16,768,000
Retailing	£7,911,000	£30,107,000	£38,018,000
Catering	£10,447,000	£35,107,000	£45,554,000
Attractions/entertainment	£5,178,000	£12,104,000	£17,282,000
Transport	£4,470,000	£6,440,000	£10,910,000
Arising from non trip spend	£6,429,000	£0	£6,429,000
<b>Total Direct</b>	<b>£50,479,000</b>	<b>£84,482,000</b>	<b>£134,961,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£50,479,000	£84,482,000	£134,961,000
Supplier and income induced	£20,343,000	£26,218,000	£46,561,000
<b>Total</b>	<b>£70,822,000</b>	<b>£110,700,000</b>	<b>£181,522,000</b>

# Stroud – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	210	9	219
Retailing	59	225	284
Catering	127	427	554
Attractions/entertainment	83	195	278
Transport	25	37	62
Arising from non trip spend	102	0	102
<b>Total Direct</b>	<b>607</b>	<b>893</b>	<b>1,499</b>

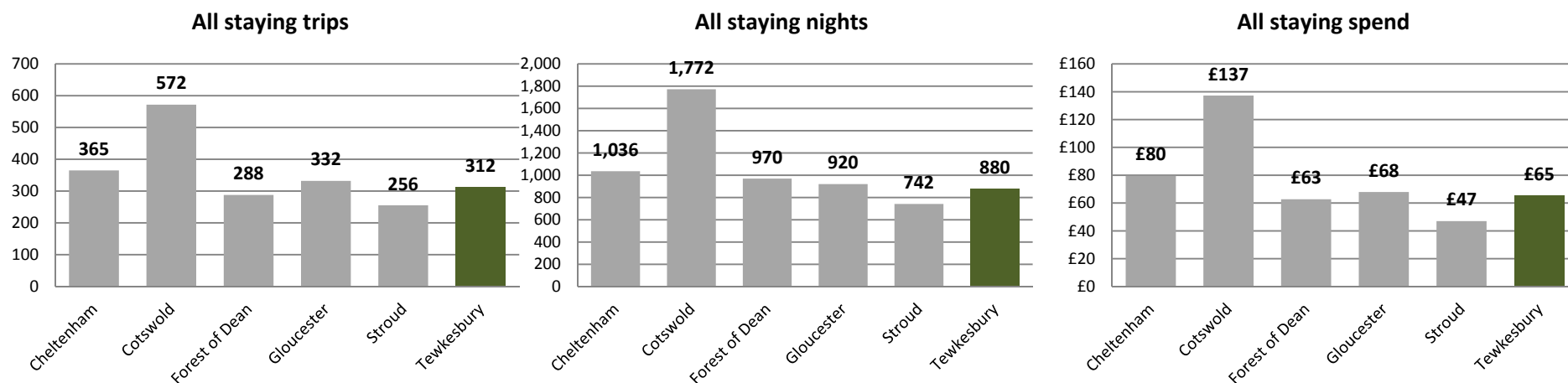


# Value of Tourism 2017

## Tewkesbury

Key Facts	
311,300	Staying visitor trips
880,000	Staying visitor nights
£65,484,000	Staying visitor spend
1,844,000	Day visits
£59,241,000	Day visitor spend
£124,725,000	Direct visitor spend
£5,829,000	Other related spend
£130,554,000	TOTAL VISITOR RELATED SPEND
£149,655,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,538	Estimated actual employment
1,837	FTE employment
6%	Proportion of all employment

# Tewkesbury - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	316	50	734	302	£58	£21
Cotswold	506	66	1,329	443	£104	£33
Forest of Dean	252	36	672	298	£42	£21
Gloucester	286	46	651	269	£49	£18
Stroud	222	34	530	212	£34	£13
Tewkesbury	272	40	655	225	£49	£16

## Tewkesbury - Staying visits by accommodation type

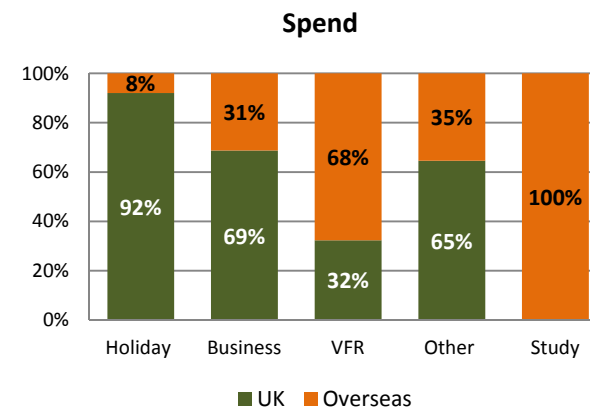
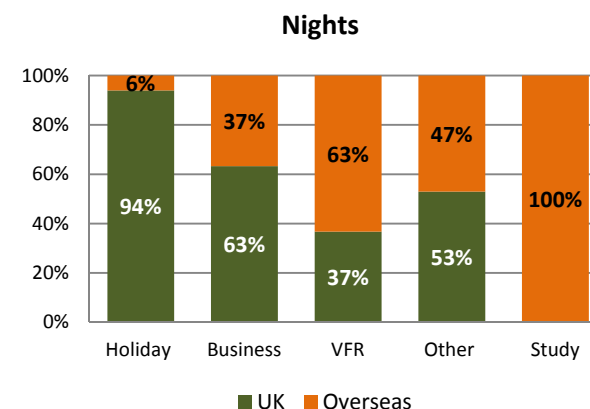
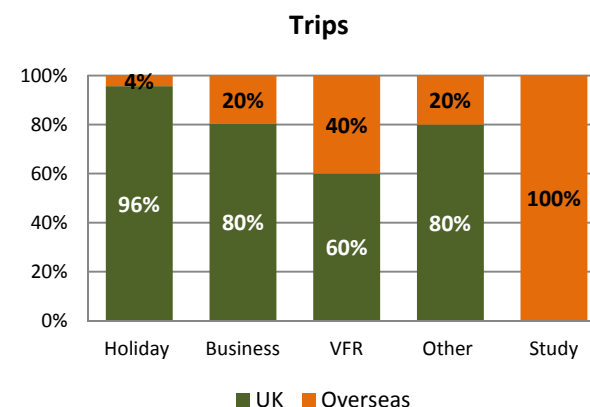
Domestic tourists	Trips	Nights	Spend
Serviced	111,900	214,000	£26,806,000
Self catering	28,500	94,000	£8,306,000
Touring caravans /tents	23,400	82,000	£3,322,000
Static vans/holiday centres	400	2,000	£76,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,700	10,000	£252,000
Boat moorings	12,900	41,000	£2,589,000
Other	2,400	7,000	£511,000
Staying with friends and relatives	89,400	205,000	£7,421,000
<b>Total</b>	<b>271,700</b>	<b>655,000</b>	<b>£49,283,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	19,700	62,000	£8,628,000
Self catering	1,300	22,000	£1,154,000
Touring caravans /tents	1,700	7,000	£376,000
Static vans/holiday centres	0	0	£8,000
Group/campus	0	0	£0
Paying guest in private homes	800	15,000	£544,000
Second homes	400	5,000	£264,000
Boat moorings	0	0	£0
Other	3,200	10,000	£628,000
Staying with friends and relatives	12,700	105,000	£4,599,000
<b>Total</b>	<b>39,600</b>	<b>225,000</b>	<b>£16,201,000</b>

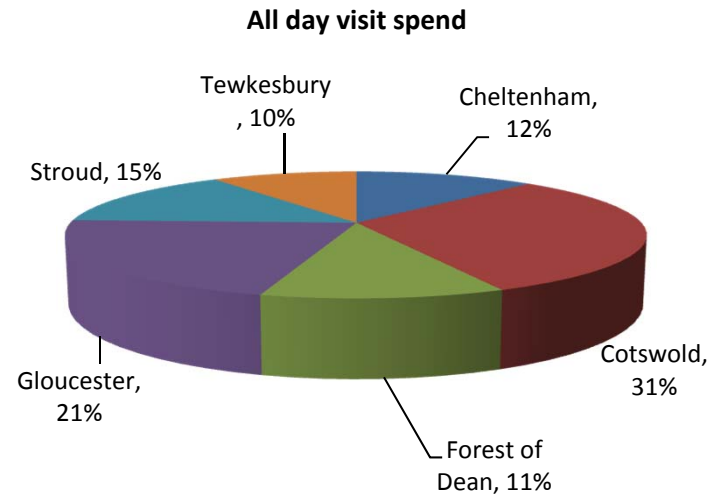
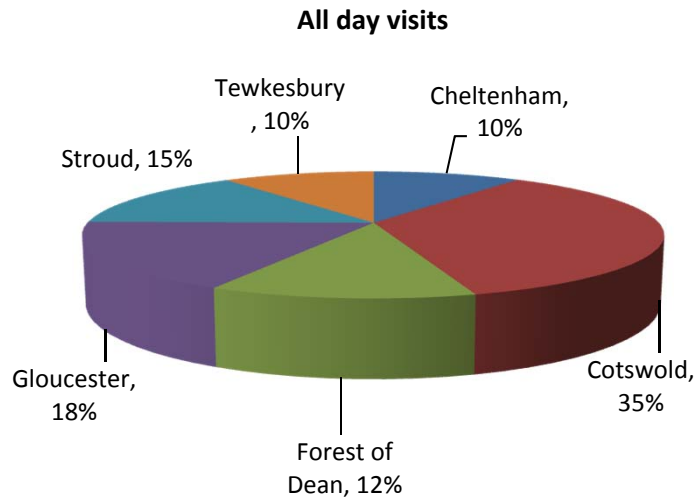
# Tewkesbury - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	201,000	516,000	£36,627,000
Business	37,000	62,000	£8,062,000
Visits to friends and relatives	30,000	68,000	£3,544,000
Other	4,000	9,000	£1,051,000
Study	0	0	£0
<b>Total</b>	<b>272,000</b>	<b>655,000</b>	<b>£49,283,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	9,000	33,000	£3,158,000
Business	9,000	36,000	£3,669,000
Visits to friends and relatives	20,000	117,000	£7,429,000
Other	1,000	8,000	£576,000
Study	1,000	32,000	£1,369,000
<b>Total</b>	<b>40,000</b>	<b>225,000</b>	<b>£16,201,000</b>



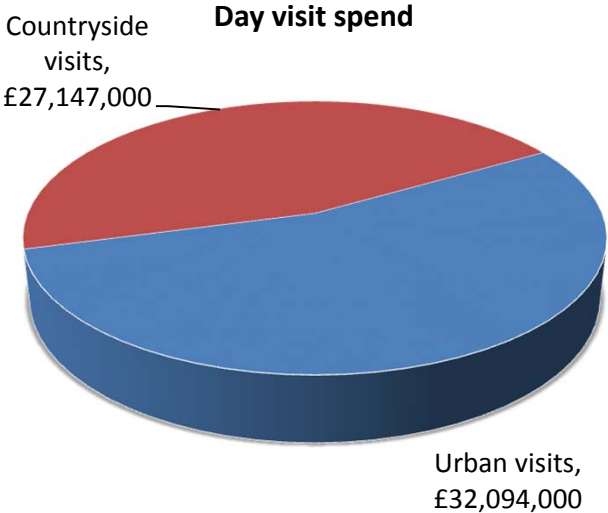
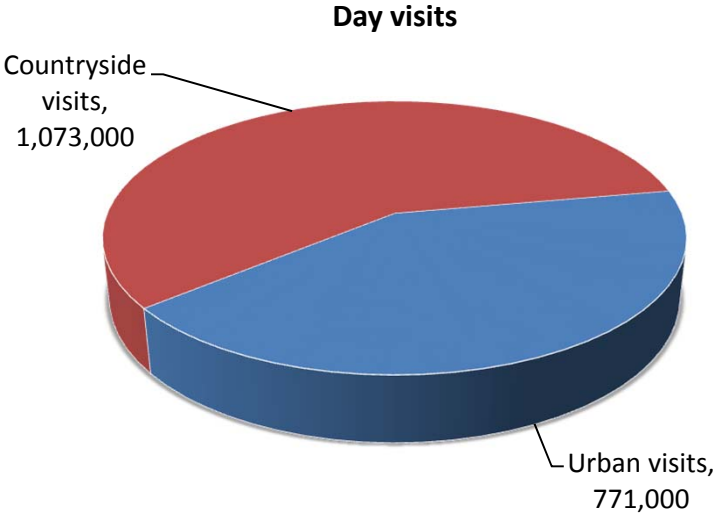
# Tewkesbury - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£73.5
Cotswold	6.5	£189.1
Forest of Dean	2.3	£68.9
Gloucester	3.2	£129.6
Stroud	2.7	£88.8
Tewkesbury	1.8	£59.2

# Tewkesbury - Day visits by location

Total day visits	Total day visit spend
1,844,000	£59,241,000



## Tewkesbury – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £18,334,000
- Overseas staying visitors £4,513,000



### Shopping

- UK staying visitors £5,995,000
- Overseas staying visitors £4,543,000
- Day visitors £19,275,000



### Food & drink

- UK staying visitors £11,112,000
- Overseas staying visitors £3,629,000
- Day visitors £24,535,000



### Attractions/entertainment

- UK staying visitors £5,060,000
- Overseas staying visitors £1,879,000
- Day visitors £7,975,000



### Travel

- UK staying visitors £8,782,000
- Overseas staying visitors £1,637,000
- Day visitors £7,457,000

## Tewkesbury – Other visitor related expenditure by category

---



Second Homes

£140,000



Boats

£700,000



Visiting friends and relatives (non-visitor spend)

£4,989,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.



## Tewkesbury – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£23,142,000	£491,000	£23,633,000
Retailing	£10,433,000	£19,082,000	£29,515,000
Catering	£14,299,000	£23,798,000	£38,097,000
Attractions/entertainment	£7,191,000	£8,413,000	£15,604,000
Transport	£6,251,000	£4,474,000	£10,725,000
Arising from non trip spend	£5,829,000	£0	£5,829,000
<b>Total Direct</b>	<b>£67,145,000</b>	<b>£56,258,000</b>	<b>£123,403,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£67,145,000	£56,258,000	£123,403,000
Supplier and income induced	£16,293,000	£9,959,000	£26,252,000
<b>Total</b>	<b>£83,438,000</b>	<b>£66,217,000</b>	<b>£149,655,000</b>

# Tewkesbury – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	308	7	314
Retailing	79	145	225
Catering	177	294	471
Attractions/entertainment	118	138	256
Transport	36	26	62
Arising from non trip spend	93	0	93
<b>Total Direct</b>	<b>811</b>	<b>610</b>	<b>1,421</b>