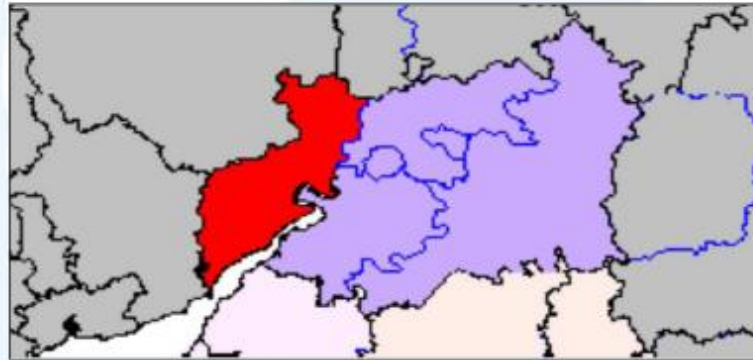


Value of Tourism 2009

FOREST OF DEAN DISTRICT

VALUE OF TOURISM 2009

Forest of Dean Briefing



FOREST OF DEAN KEY FACTS

254,200 trips by staying visitors
903,000 staying visitor nights
£41,888,000 spend by staying visitors
1,535,000 day visits
£63,452,000 spend by day visitors
£5,520,000 other tourism related spend
2,622 jobs related to
tourism spending
7% of employment is
supported by tourism

VALUE OF TOURISM 2009

Forest of Dean Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	27,200	53,000	£4,727,000
Self catering	36,000	138,000	£7,100,000
Touring caravans /tents	76,200	254,000	£10,760,000
Static vans/holiday centres	0	0	£0
Group/campus	1,900	5,000	£242,000
Paying guests in private homes	0	0	£0
Second homes	1,300	6,000	£174,000
Boat moorings	0	0	£0
Other	4,800	13,000	£266,000
Staying with friends and relatives (VFR)	81,100	215,000	£5,270,000
Total	228,400	684,000	£28,539,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	1,200	4,000	£493,000
Self catering	2,200	18,000	£1,503,000
Touring caravans /tents	3,800	19,000	£760,000
Static vans/holiday centres	0	0	£0
Group/campus	1,100	18,000	£969,000
Paying guests in private homes	0	0	£0
Second homes	400	6,000	£4,164,000
Boat moorings	0	0	£0
Other	2,000	7,000	£445,000
Staying with friends and relatives (VFR)	15,000	147,000	£5,015,000
Total	25,800	219,000	£13,349,000

VALUE OF TOURISM 2009

Forest of Dean Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	161,000	512,000	£15,354,000
Business	17,000	43,000	£9,930,000
VFR	47,000	112,000	£2,755,000
Other	4,000	17,000	£499,000
Study	0	0	£0
Total	228,000	684,000	£28,539,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	15,000	131,000	£5,120,000
Business	1,000	16,000	£375,000
VFR	7,000	49,000	£6,033,000
Other	2,000	23,000	£1,821,000
Study	0	0	£0
Total	26,000	219,000	£13,349,000

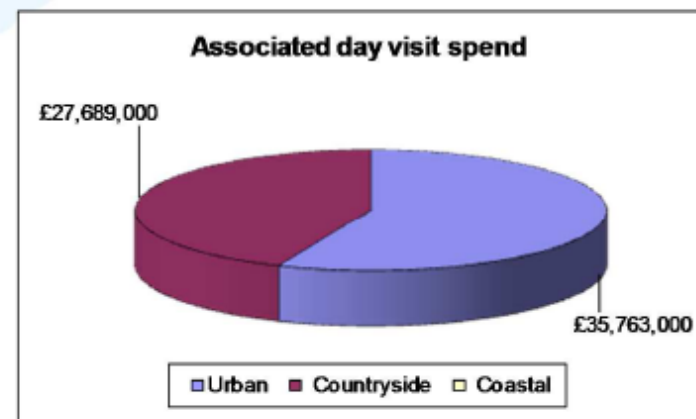
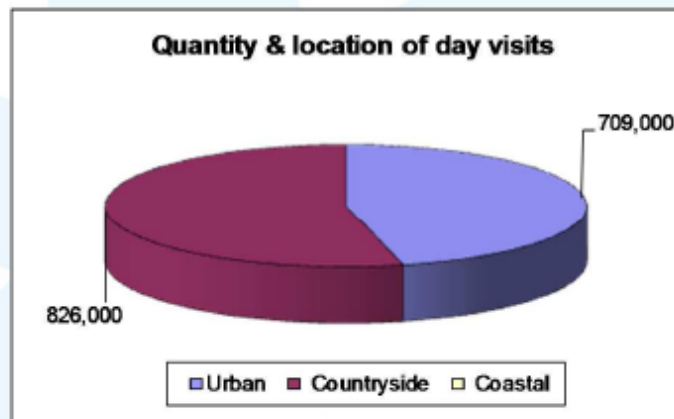
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

VALUE OF TOURISM 2009

Forest of Dean Briefing

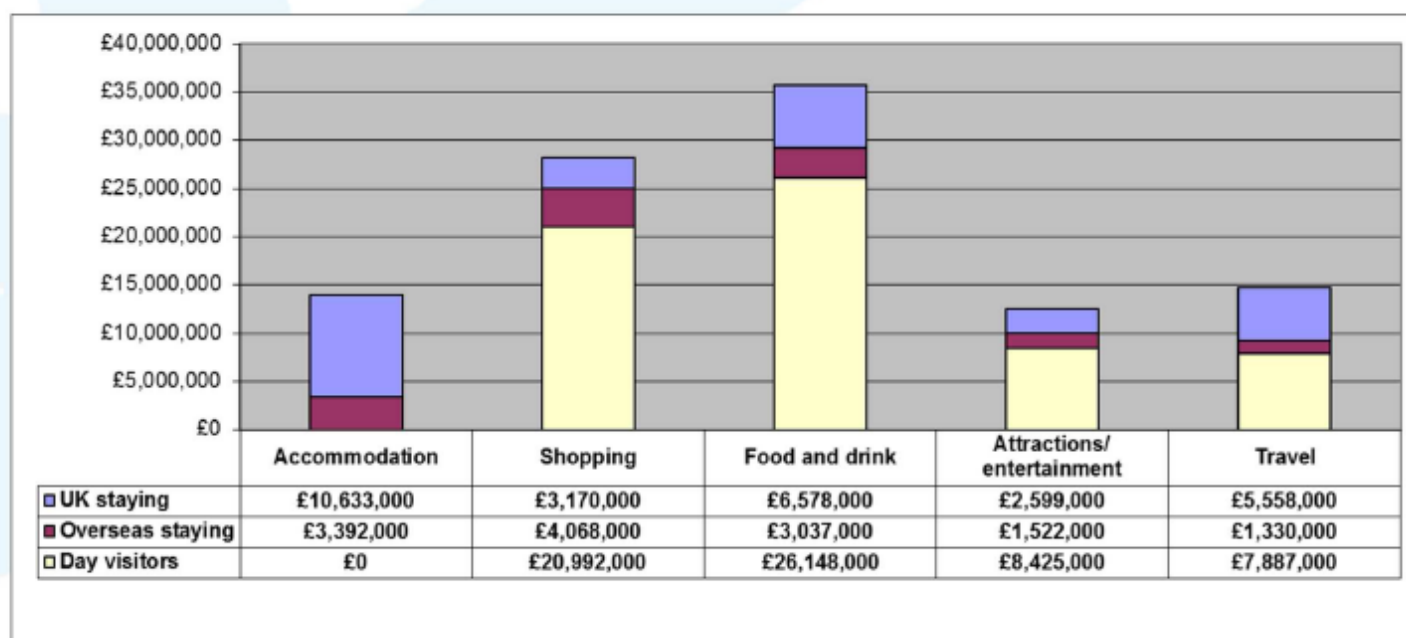
Day visits



VALUE OF TOURISM 2009

Forest of Dean Briefing

Breakdown of expenditure



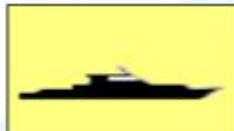
VALUE OF TOURISM 2009

Forest of Dean Briefing

Other tourism related spend



Second Homes
£138,000



Boats
£0



Static Vans
£0



VFR
£5,382,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	979	1,238	2,218
Indirect jobs	155	148	303
Induced jobs	47	55	102
Total	1,181	1,441	2,622
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,878

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.