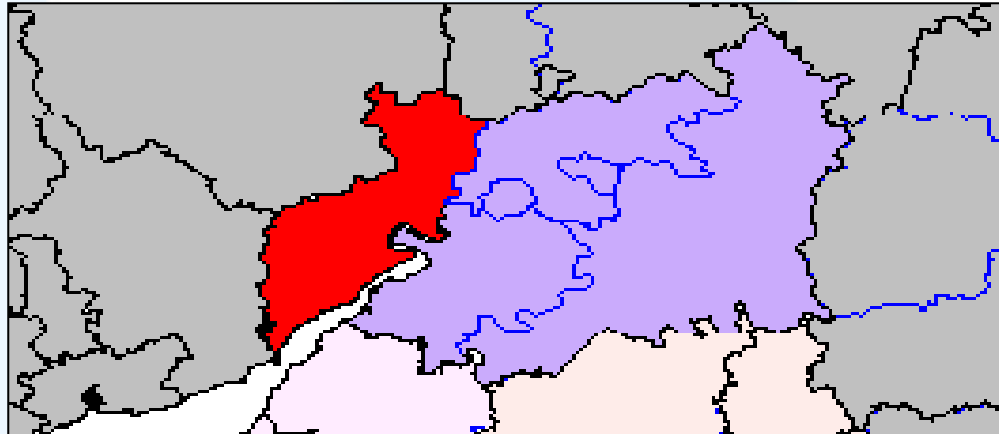


Value of Tourism 2008

FOREST OF DEAN DISTRICT

VALUE OF TOURISM 2008

Forest of Dean Briefing



FOREST OF DEAN KEY FACTS

252,700 trips by staying visitors
1,101,000 staying visitor nights
£36,835,000 spend by staying visitors
1,547,000 day visits
£63,671,000 spend by day visitors
£5,312,000 other tourism related spend
2,760 jobs related to
tourism spending
8% of employment is
supported by tourism

VALUE OF TOURISM 2008

Forest of Dean Briefing

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

	Trips	Nights	Spend
Serviced	28,000	76,000	£6,025,000
Self catering	22,100	134,000	£4,564,000
Touring caravans /tents	92,000	402,000	£8,800,000
Static vans/holiday centres	0	0	£0
Group/campus	2,500	25,000	£294,000
Paying guests in private homes	0	0	£0
Second homes	800	4,000	£90,000
Boat moorings	0	0	£0
Other	3,200	9,000	£282,000
Staying with friends and relatives (VFR)	73,300	245,000	£4,684,000
Total	221,800	894,000	£24,739,000

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

	Trips	Nights	Spend
Serviced	5,800	15,000	£2,671,000
Self catering	1,800	40,000	£2,002,000
Touring caravans /tents	6,900	27,000	£1,123,000
Static vans/holiday centres	0	0	£0
Group/campus	800	9,000	£490,000
Paying guests in private homes	0	0	£0
Second homes	300	3,000	£390,000
Boat moorings	0	0	£0
Other	2,700	4,000	£371,000
Staying with friends and relatives (VFR)	12,700	108,000	£5,049,000
Total	30,900	207,000	£12,096,000

VALUE OF TOURISM 2008

Forest of Dean Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	157,000	633,000	£11,635,000
Business	16,000	50,000	£8,757,000
VFR	41,000	148,000	£3,490,000
Other	7,000	63,000	£858,000
Study	0	0	£0
Total	222,000	894,000	£24,739,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	13,000	75,000	£4,649,000
Business	5,000	51,000	£1,610,000
VFR	11,000	60,000	£4,186,000
Other	2,000	21,000	£1,651,000
Study	0	0	£0
Total	31,000	207,000	£12,096,000

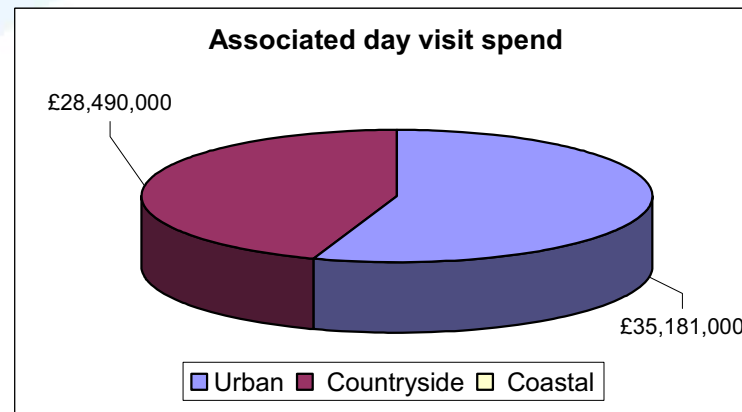
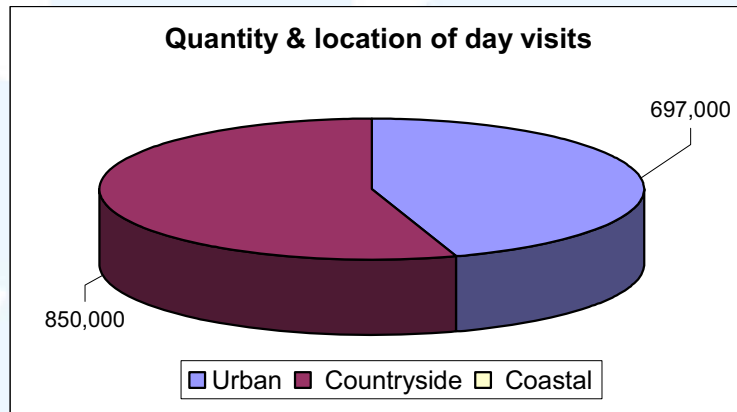
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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 2008

Forest of Dean Briefing

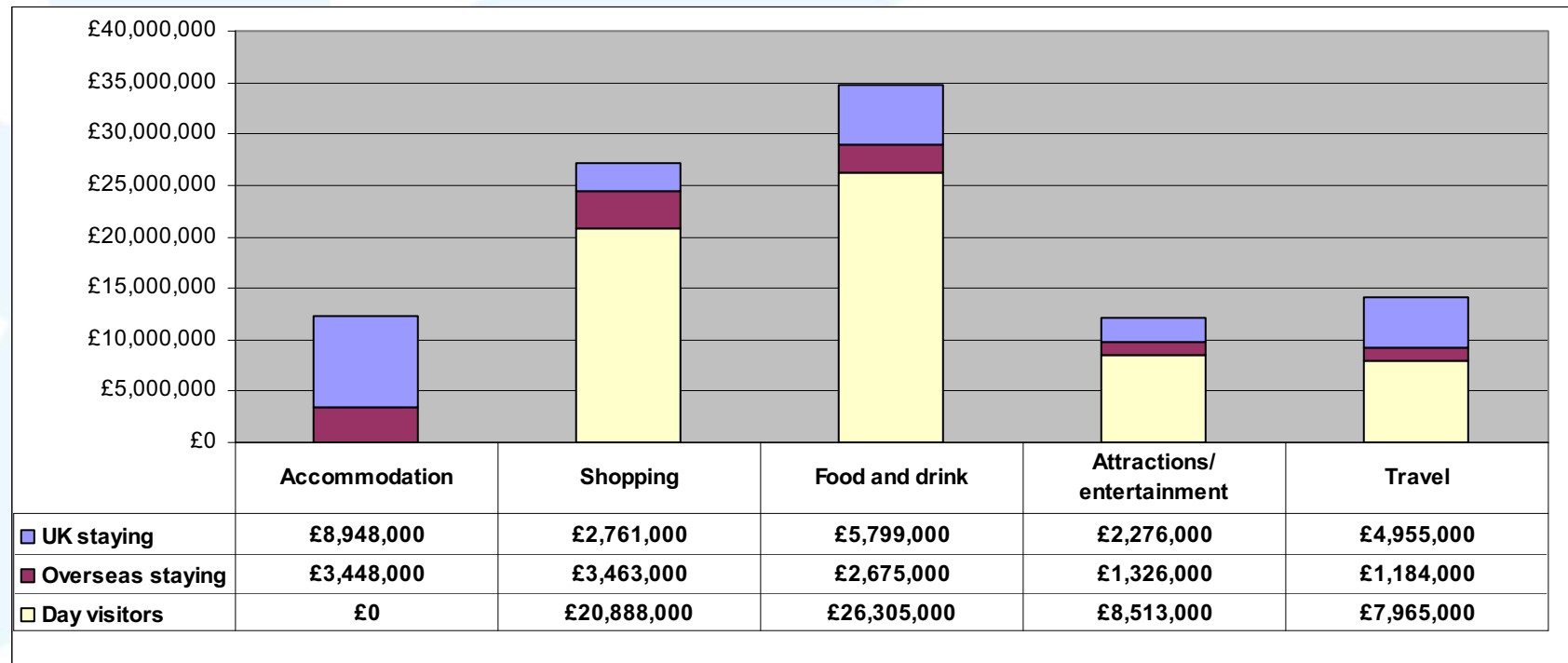
Day visits



VALUE OF TOURISM 2008

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Breakdown of expenditure



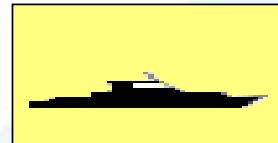
VALUE OF TOURISM 2008

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Other tourism related spend



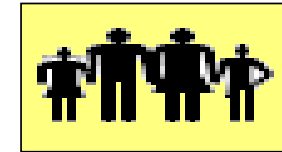
Second Homes
£138,000



Boats
£0



Static Vans
£0



VFR
£5,174,000

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	933	1,434	2,367
Indirect jobs	138	149	287
Induced jobs	44	63	107
Total	1,115	1,645	2,760
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,964

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.