

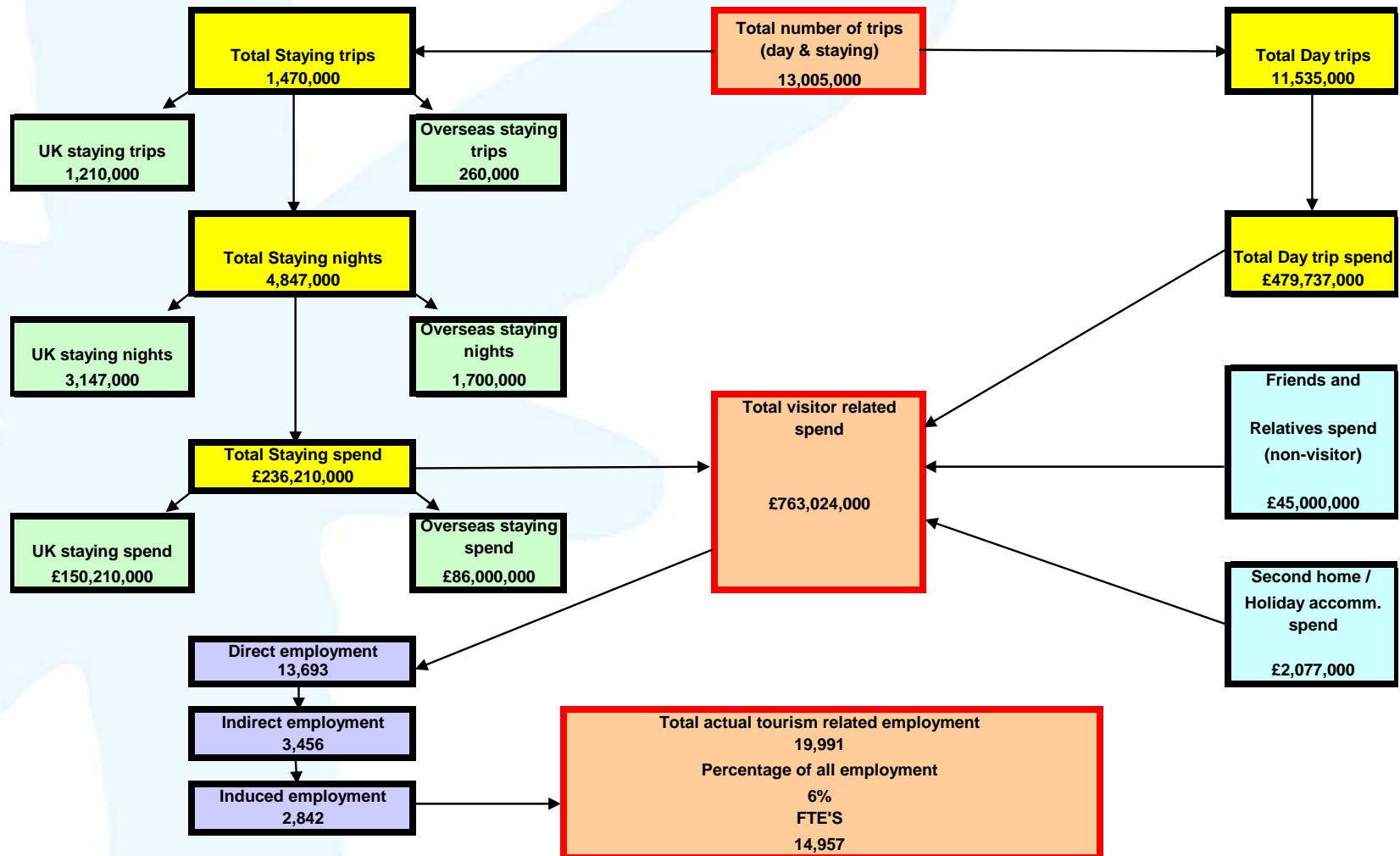
Value of Tourism 2007

GLOUCESTERSHIRE



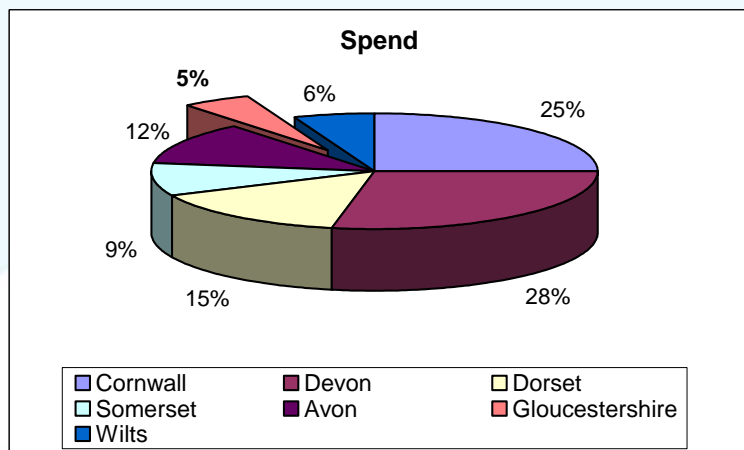
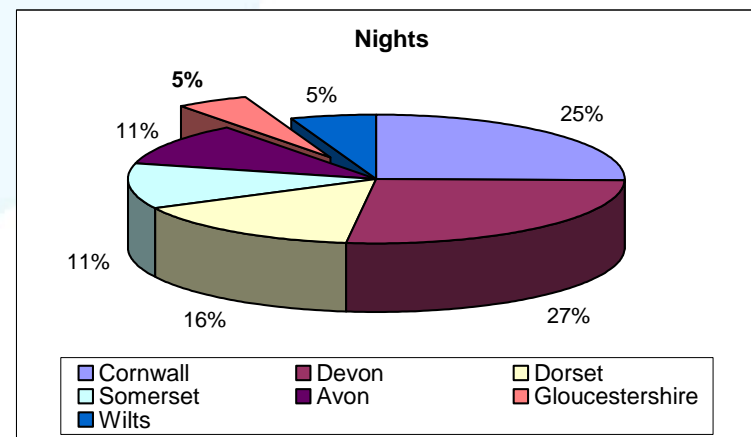
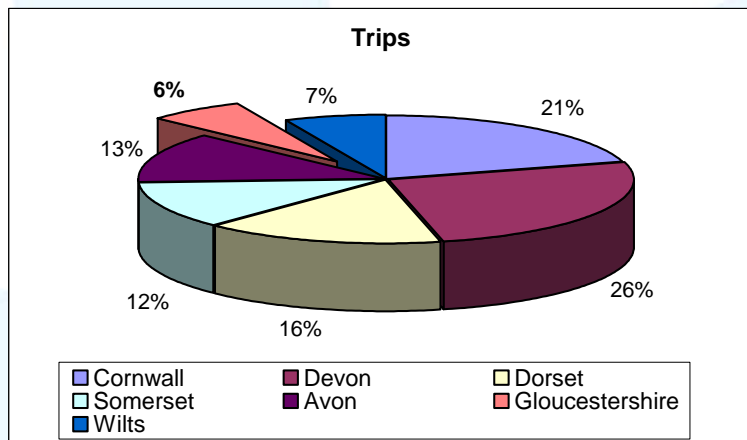
THE VALUE OF TOURISM 2007

Gloucestershire – Facts at a glance



VALUE OF TOURISM 2007

Gloucestershire – Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,850,000	24,883,000	£1,146,916,000
Devon	6,057,000	26,146,000	£1,298,976,000
Dorset	3,713,000	15,211,000	£691,440,000
Somerset	2,780,000	11,064,000	£421,520,000
Former Avon	3,056,000	10,616,000	£546,479,000
Gloucestershire	1,470,000	4,847,000	£236,210,000
Wiltshire	1,573,000	5,367,000	£264,805,000

VALUE OF TOURISM 2007

Gloucestershire – Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	419,000	855,000	£77,135,000
Self catering	95,000	376,000	£19,461,000
Touring caravans /tents	192,000	676,000	£21,416,000
Static vans/holiday centres	0	2,000	£64,000
Group/campus	3,000	5,000	£328,000
Paying guest in private house	0	0	£0
Second homes	9,000	25,000	£653,000
Boat moorings	3,000	0	£0
Other	19,000	79,000	£1,620,000
Staying with friends and relatives	470,000	1,129,000	£29,533,000
Total	1,210,000	3,147,000	£150,210,000

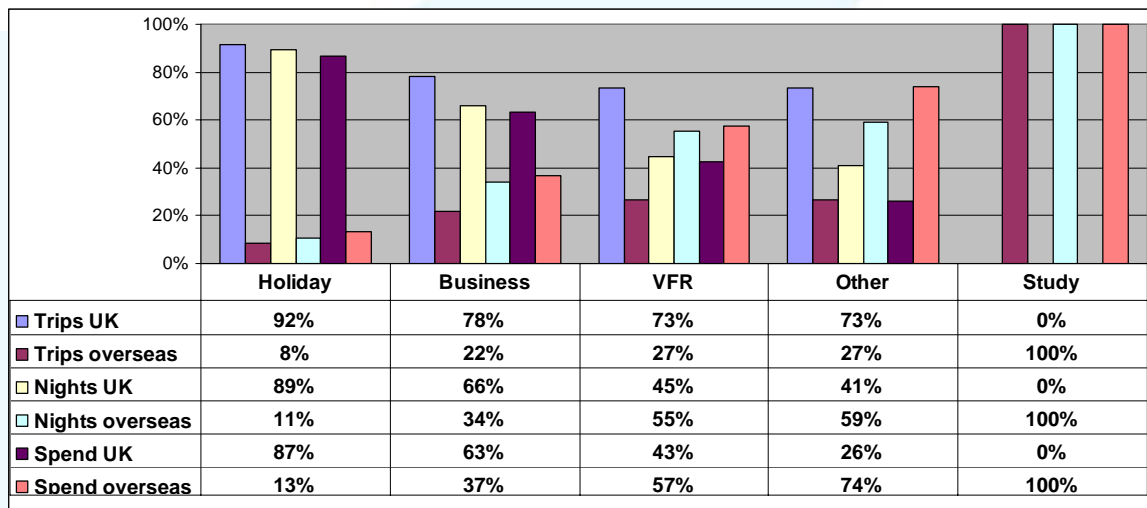
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	114,000	362,000	£37,337,000
Self catering	7,000	231,000	£7,204,000
Touring caravans /tents	13,000	57,000	£1,851,000
Static vans/holiday centres	0	0	£6,000
Group/campus	2,000	29,000	£1,086,000
Paying guest in private house	5,000	45,000	£1,553,000
Second homes	4,000	62,000	£3,492,000
Boat moorings	0	0	£0
Other	15,000	24,000	£451,000
Staying with friends and relatives	100,000	890,000	£33,020,000
Total	260,000	1,700,000	£86,000,000

VALUE OF TOURISM 2007

Gloucestershire – Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

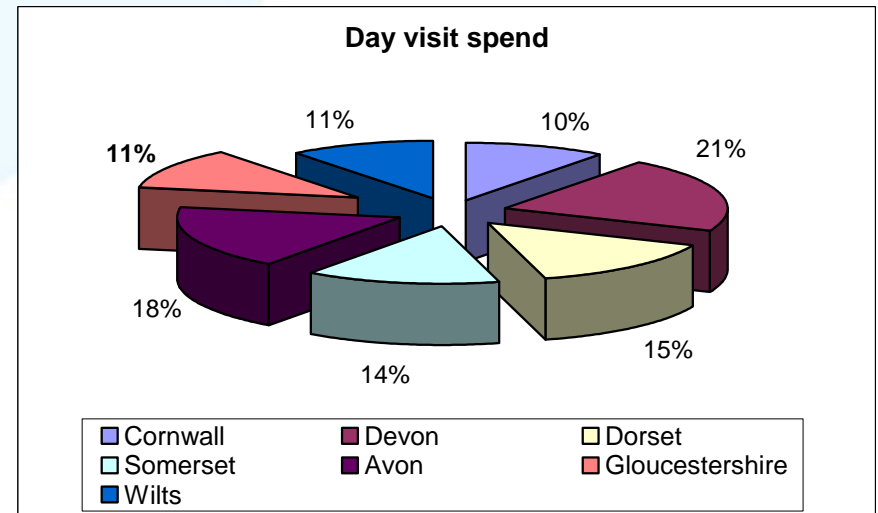
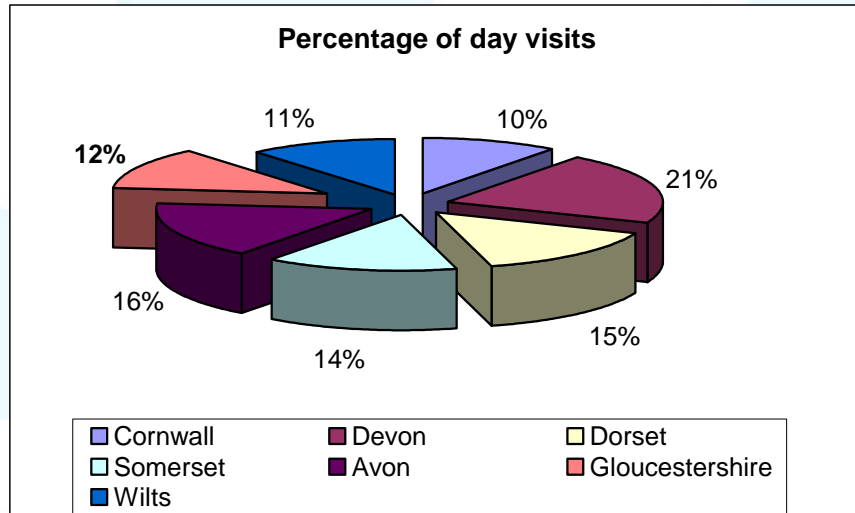
	Trips	Nights	Spend
Holiday	607,000	1,820,000	£81,635,000
Business	229,000	467,000	£39,465,000
VFR	330,000	707,000	£25,507,000
Other	44,000	153,000	£3,603,000
Study	0	0	£0
Total	1,210,000	3,147,000	£150,210,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	56,000	218,000	£12,542,000
Business	63,000	242,000	£23,055,000
VFR	120,000	877,000	£34,110,000
Other	16,000	219,000	£10,298,000
Study	5,000	144,000	£5,994,000
Total	260,000	1,700,000	£86,000,000

VALUE OF TOURISM 2007

Gloucestershire – Day visitors in context

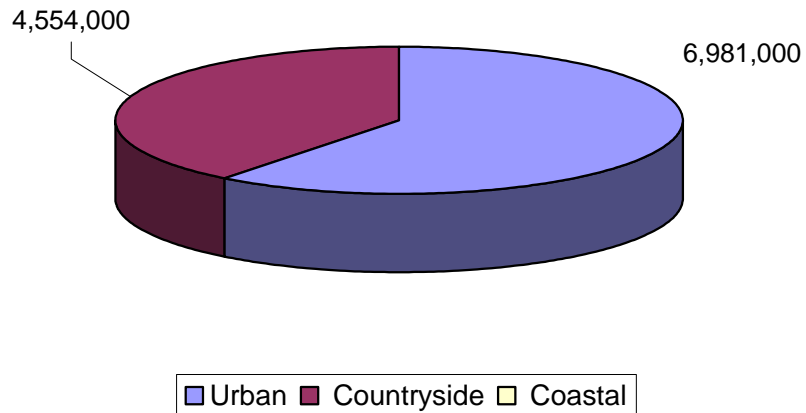


	Trips	Spend
Cornwall	9,891,343	£430,531,000
Devon	19,897,792	£876,045,000
Dorset	14,361,852	£610,798,308
Somerset	13,856,034	£592,932,000
Former Avon	15,702,000	£743,084,000
Gloucestershire	11,535,000	£479,737,000
Wilts	10,804,000	£446,919,000

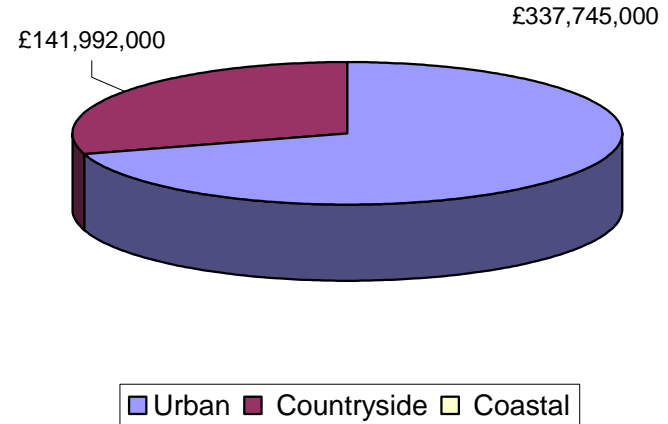
VALUE OF TOURISM 2007

Gloucestershire – Day visitors in detail

Quantity & location of day visits

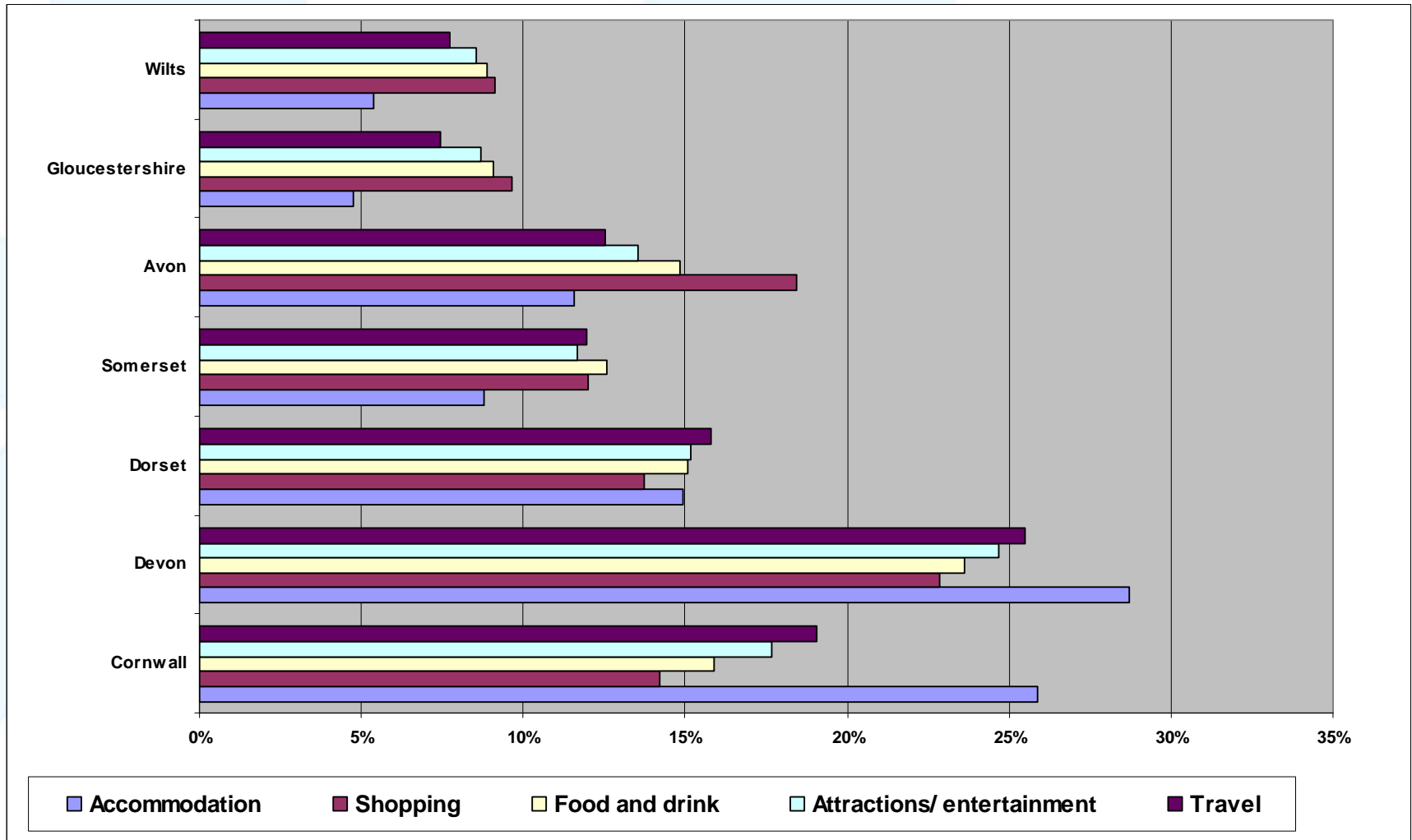


Associated day visit spend



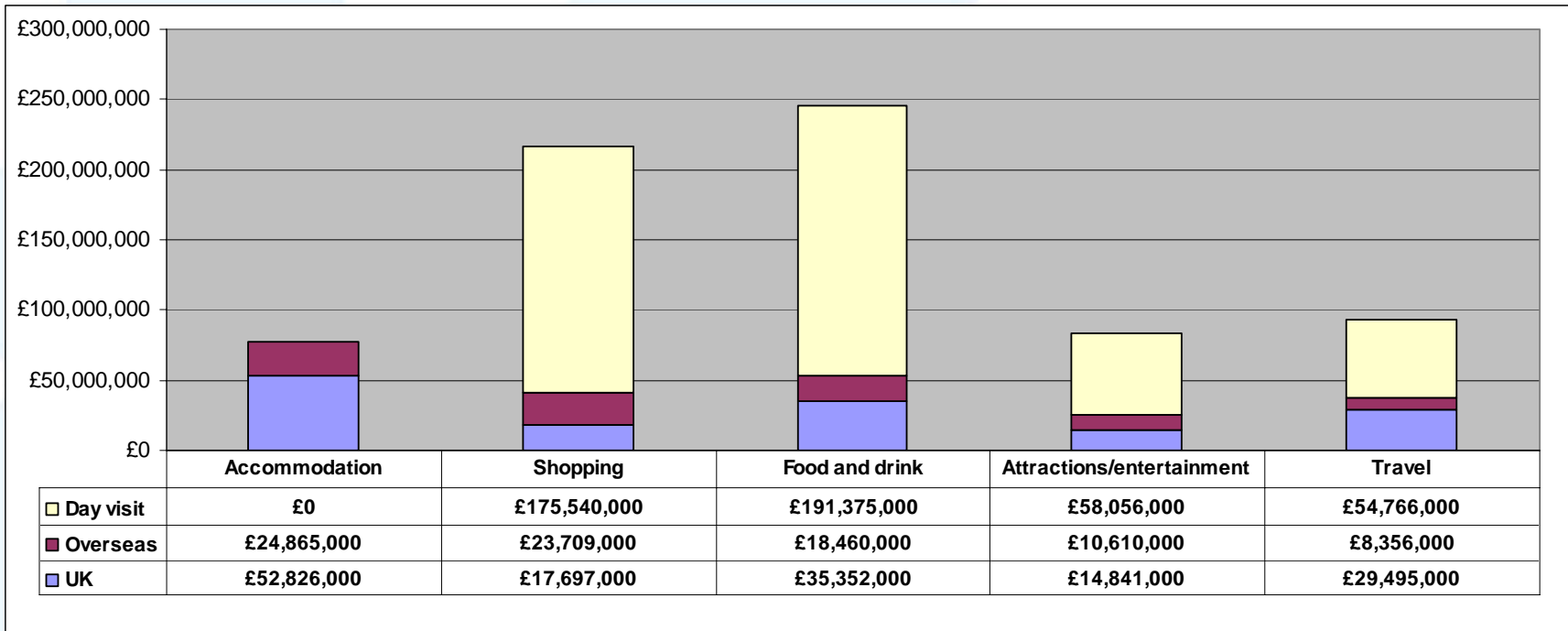
VALUE OF TOURISM 2007

Gloucestershire – Expenditure associated with trips (all visits)



VALUE OF TOURISM 2007

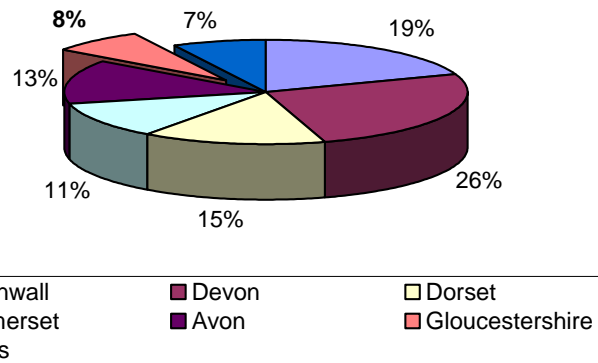
Gloucestershire – Expenditure associated with trips



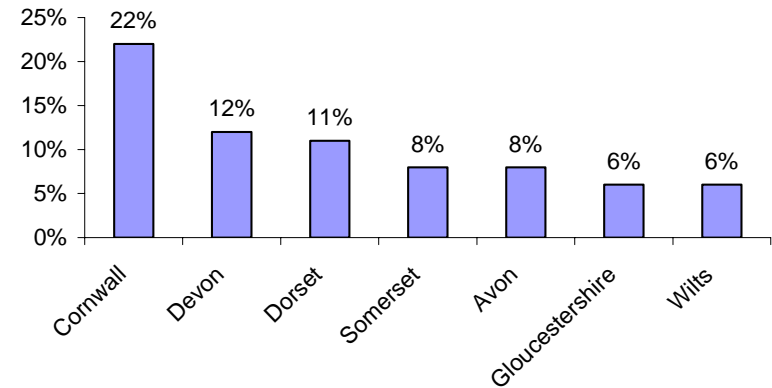
VALUE OF TOURISM 2007

Gloucestershire – Employment in context

Distribution of tourism related employment (FTE'S)



Tourism employment as a proportion of the total county employment



	Number of FTE's
Cornwall	37,647
Devon	50,215
Dorset	28,579
Somerset	22,315
Former Avon	25,994
Gloucestershire	14,957
Wilts	14,365

VALUE OF TOURISM 2007

Gloucestershire – Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	5,255	8,438	13,693
Indirect	1,465	1,991	3,456
Induced	1,144	1,698	2,842
Totals	7,864	12,127	19,991

Estimated number of full time jobs related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	3,734	5,699	9,433
Indirect	1,285	1,746	3,031
Induced	1,004	1,489	2,493
Totals	6,023	8,934	14,957

Direct employment in businesses in receipt of visitor expenditure - Estimated number of full time jobs(FTE's)

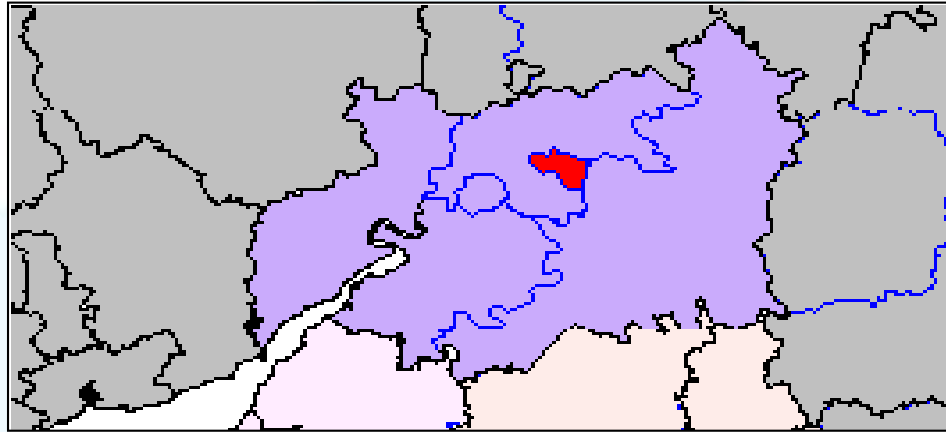
	Staying	Day	Total
Accommodation	1,238	60	1,298
Retailing	394	1,670	2,063
Catering	776	2,758	3,534
Attractions/entertainment	418	978	1,396
Transport	161	233	393
Arising from non trip spend	747	0	747
Totals	3,734	5,699	9,433

Value of Tourism 2007

CHELTENHAM DISTRICT

VALUE OF TOURISM 2007

Cheltenham Briefing



CHELTENHAM KEY FACTS

269,400 trips by staying visitors
838,000 staying visitor nights
£45,260,000 spend by staying visitors
1,516,000 day visits
£72,485,000 spend by day visitors
£8,795,000 other tourism related spend
2,905 jobs related to
tourism spending
5% of employment is
supported by tourism

VALUE OF TOURISM 2007

Cheltenham Briefing

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

	Trips	Nights	Spend
Serviced	99,500	203,000	£18,323,000
Self catering	8,300	33,000	£1,693,000
Touring caravans /tents	10,100	36,000	£1,129,000
Static vans/holiday centres	0	0	£0
Group/campus	1,200	2,000	£136,000
Paying guests in private homes	0	0	£0
Second homes	1,000	3,000	£73,000
Boat moorings	0	0	£0
Other	3,700	15,000	£312,000
Staying with friends and relatives (VFR)	90,600	218,000	£5,694,000
Total	214,400	509,000	£27,360,000

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

	Trips	Nights	Spend
Serviced	27,800	88,000	£9,106,000
Self catering	600	20,000	£627,000
Touring caravans /tents	700	3,000	£98,000
Static vans/holiday centres	0	0	£0
Group/campus	800	12,000	£449,000
Paying guests in private homes	2,500	23,000	£777,000
Second homes	400	7,000	£390,000
Boat moorings	0	0	£0
Other	2,900	5,000	£87,000
Staying with friends and relatives (VFR)	19,300	172,000	£6,366,000
Total	55,000	329,000	£17,900,000

VALUE OF TOURISM 2007

Cheltenham Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	88,000	248,000	£12,068,000
Business	54,000	105,000	£9,566,000
VFR	64,000	128,000	£5,018,000
Other	8,000	28,000	£709,000
Study	0	0	£0
Total	214,000	509,000	£27,360,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	11,000	36,000	£2,237,000
Business	15,000	50,000	£5,126,000
VFR	23,000	145,000	£5,995,000
Other	3,000	36,000	£1,810,000
Study	3,000	62,000	£2,732,000
Total	55,000	329,000	£17,900,000

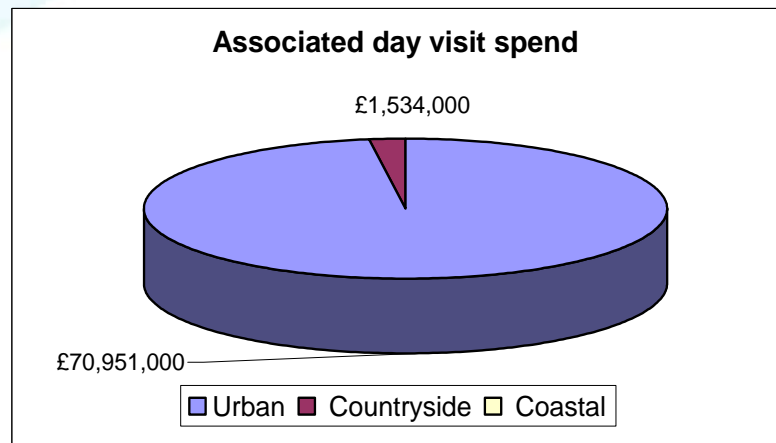
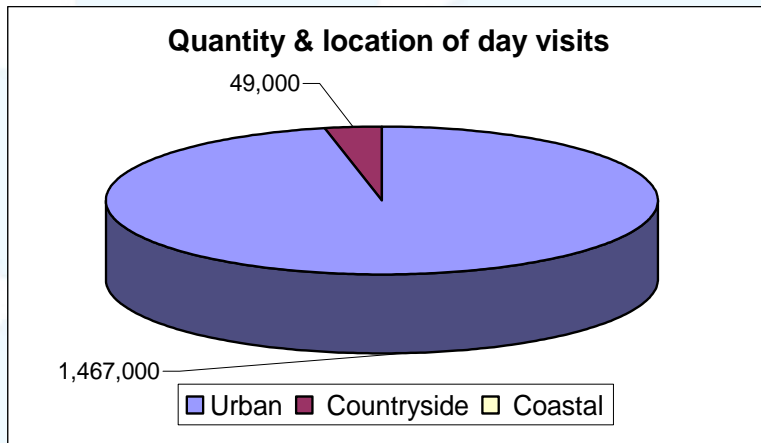
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VALUE OF TOURISM 2007

Cheltenham Briefing

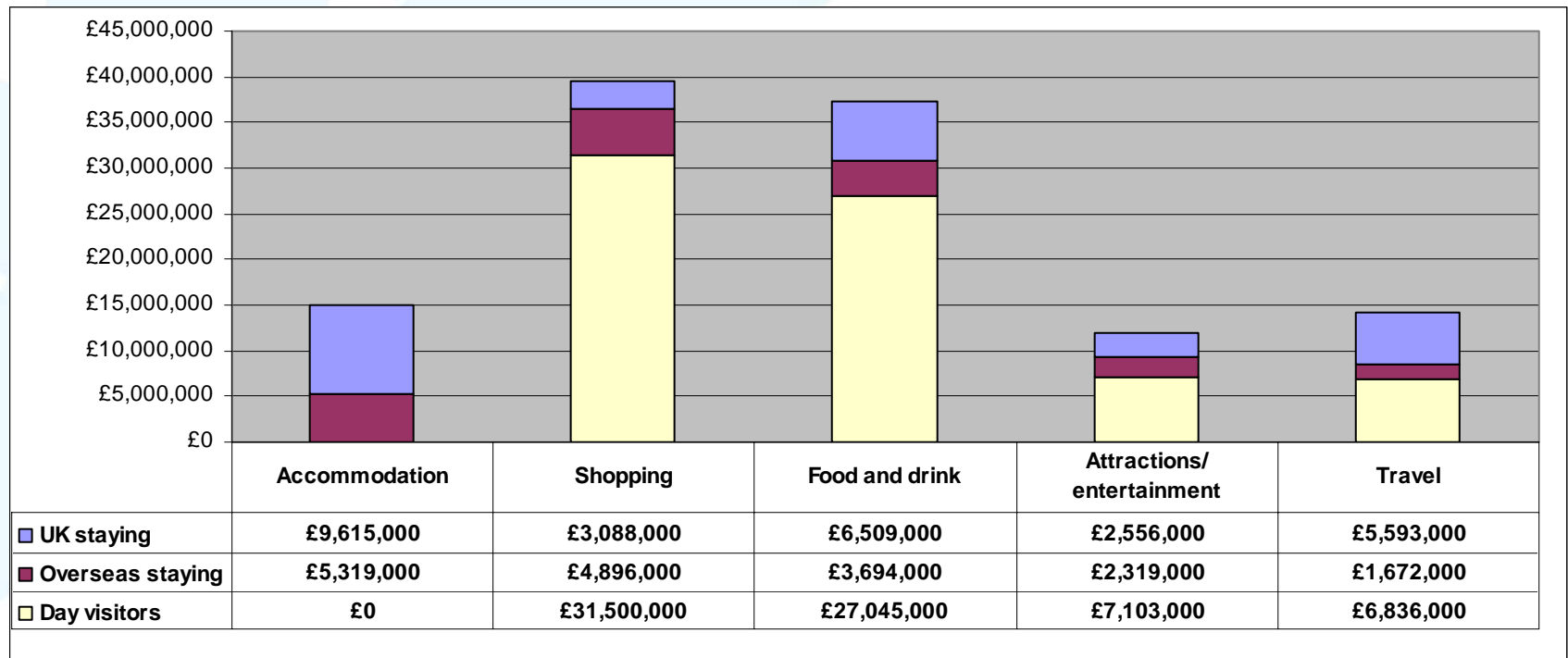
Day visits



VALUE OF TOURISM 2007

Cheltenham Briefing

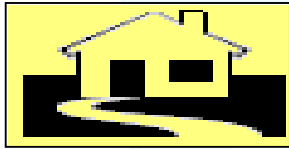
Breakdown of expenditure



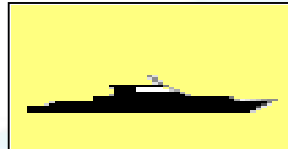
VALUE OF TOURISM 2007

Cheltenham Briefing

Other tourism related spend



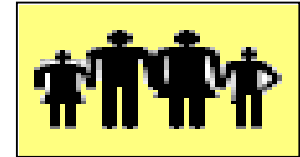
Second Homes
£119,000



Boats
£0



Static Vans
£0



VFR
£8,676,000

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	956	1,190	2,145
Indirect jobs	248	240	488
Induced jobs	128	144	272
Total	1,331	1,574	2,905
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,148

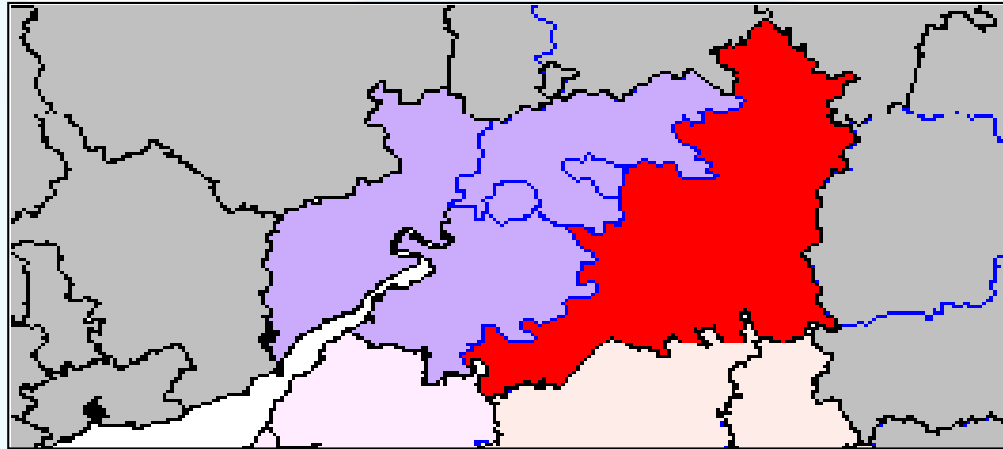
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

COTSWOLD DISTRICT

VALUE OF TOURISM 2007

Cotswold Briefing



COTSWOLD

KEY FACTS

- 389,800** trips by staying visitors
- 1,306,000** staying visitor nights
- £70,771,000** spend by staying visitors
- 3,609,000** day visits
- £135,853,000** spend by day visitors
- £7,178,000** other tourism related spend
- 4,716** jobs related to tourism spending
- 10%** of employment is supported by tourism

VALUE OF TOURISM 2007

Cotswold Briefing

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

	Trips	Nights	Spend
Serviced	149,600	305,000	£27,548,000
Self catering	51,000	202,000	£10,438,000
Touring caravans /tents	54,300	191,000	£6,061,000
Static vans/holiday centres	0	2,000	£64,000
Group/campus	500	1,000	£52,000
Paying guests in private homes	0	0	£0
Second homes	4,200	12,000	£304,000
Boat moorings	600	2,000	£19,000
Other	2,700	11,000	£233,000
Staying with friends and relatives (VFR)	67,700	163,000	£4,254,000
Total	330,600	889,000	£48,973,000

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

	Trips	Nights	Spend
Serviced	31,800	101,000	£10,399,000
Self catering	3,800	124,000	£3,864,000
Touring caravans /tents	3,700	16,000	£524,000
Static vans/holiday centres	0	0	£6,000
Group/campus	300	5,000	£172,000
Paying guests in private homes	1,300	11,000	£388,000
Second homes	1,900	29,000	£1,623,000
Boat moorings	0	0	£0
Other	2,200	3,000	£65,000
Staying with friends and relatives (VFR)	14,400	128,000	£4,756,000
Total	59,200	417,000	£21,798,000

VALUE OF TOURISM 2007

Cotswold Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	195,000	593,000	£21,601,000
Business	82,000	169,000	£17,122,000
VFR	48,000	103,000	£8,981,000
Other	6,000	22,000	£1,269,000
Study	0	0	£0
Total	331,000	889,000	£48,973,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	21,000	99,000	£5,350,000
Business	18,000	82,000	£7,378,000
VFR	17,000	154,000	£5,645,000
Other	2,000	38,000	£1,704,000
Study	1,000	44,000	£1,722,000
Total	59,000	417,000	£21,798,000

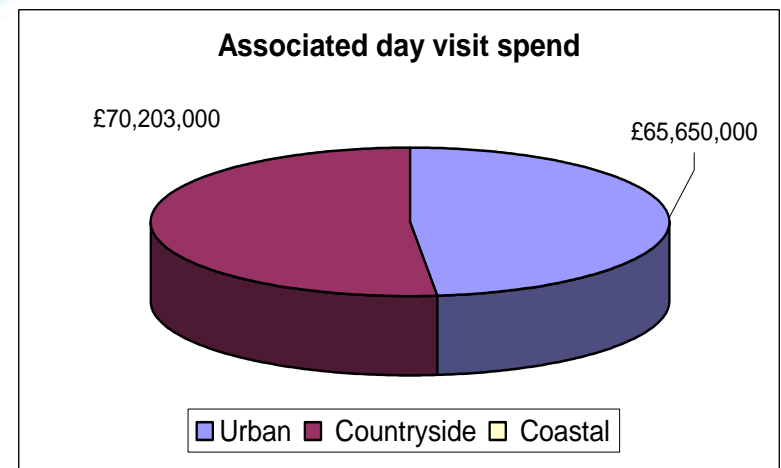
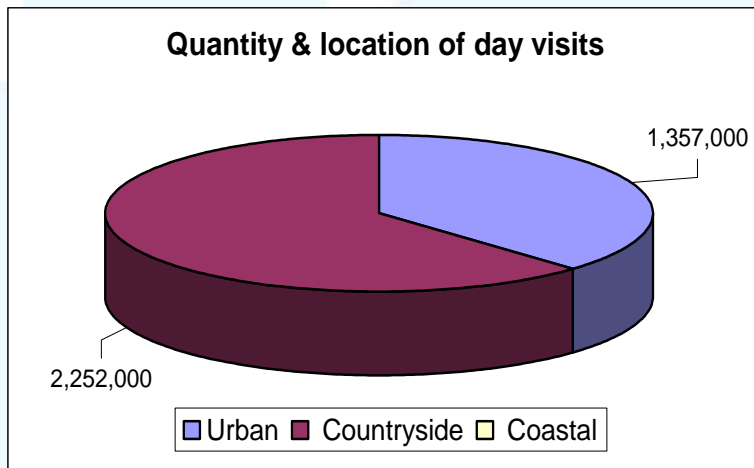
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VALUE OF TOURISM 2007

Cotswold Briefing

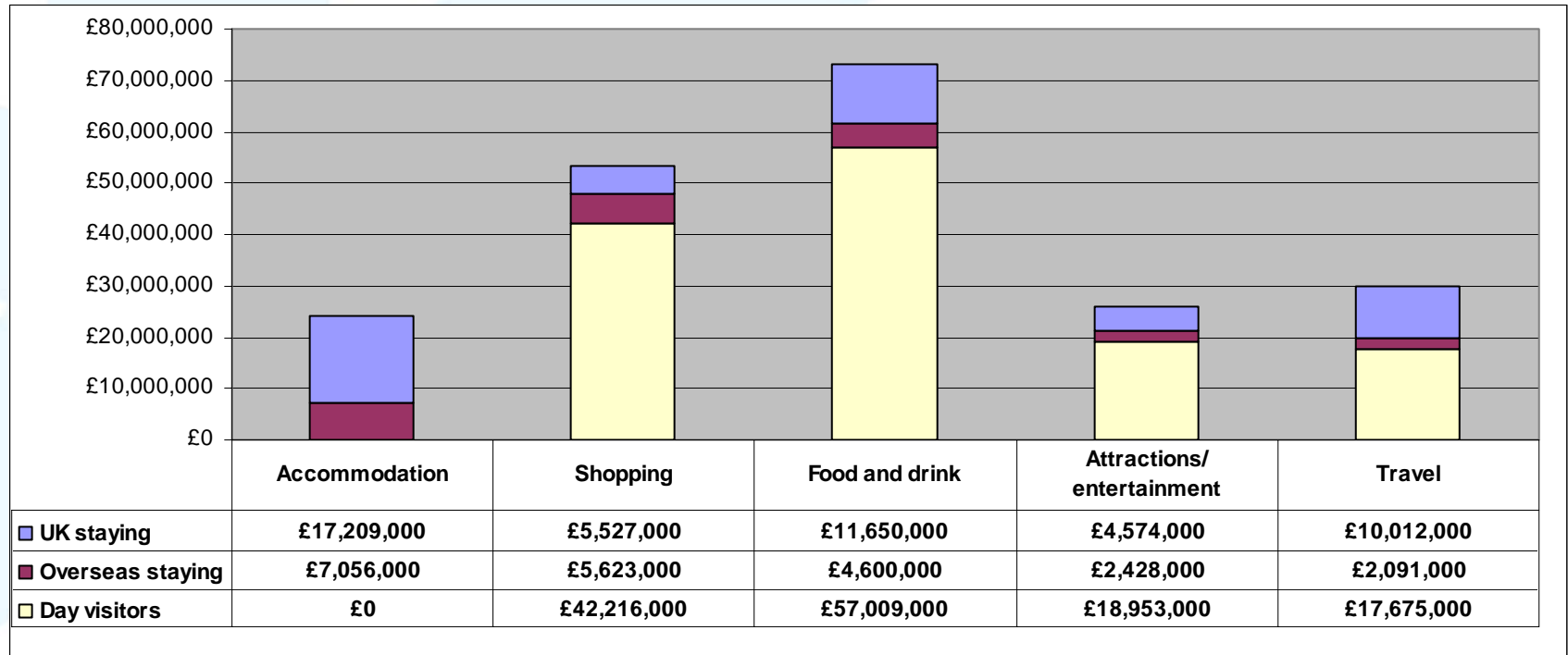
Day visits



VALUE OF TOURISM 2007

Cotswold Briefing

Breakdown of expenditure



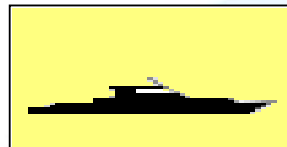
VALUE OF TOURISM 2007

Cotswold Briefing

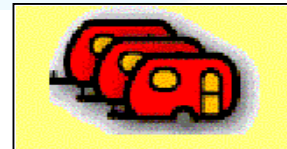
Other tourism related spend



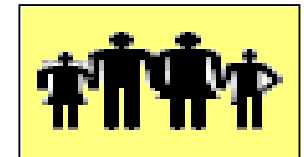
Second Homes
£496,000



Boats
£200,000



Static Vans
£0



VFR
£6,482,000

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	1,481	2,475	3,956
Indirect jobs	256	321	577
Induced jobs	72	111	183
Total	1,809	2,907	4,716
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,372

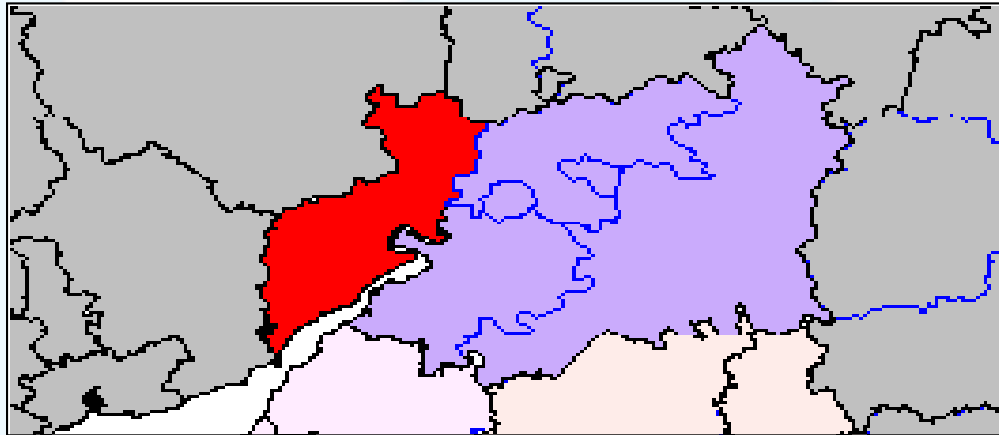
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Value of Tourism 2007

FOREST OF DEAN DISTRICT

VALUE OF TOURISM 2007

Forest of Dean Briefing



FOREST OF DEAN KEY FACTS

- 250,900** trips by staying visitors
- 903,000** staying visitor nights
- £34,791,000** spend by staying visitors
- 1,494,000** day visits
- £58,510,000** spend by day visitors
- £6,465,000** other tourism related spend
- 2,324** jobs related to tourism spending
- 6%** of employment is supported by tourism

VALUE OF TOURISM 2007

Forest of Dean Briefing

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

	Trips	Nights	Spend
Serviced	28,200	58,000	£5,196,000
Self catering	19,100	76,000	£3,917,000
Touring caravans /tents	101,500	357,000	£11,319,000
Static vans/holiday centres	0	0	£0
Group/campus	600	1,000	£62,000
Paying guests in private homes	0	0	£0
Second homes	1,200	3,000	£84,000
Boat moorings	0	0	£0
Other	2,700	11,000	£228,000
Staying with friends and relatives (VFR)	66,100	159,000	£4,152,000
Total	219,300	665,000	£24,959,000

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

	Trips	Nights	Spend
Serviced	6,200	20,000	£2,041,000
Self catering	1,400	47,000	£1,450,000
Touring caravans /tents	6,900	30,000	£978,000
Static vans/holiday centres	0	0	£0
Group/campus	400	5,000	£205,000
Paying guests in private homes	0	0	£0
Second homes	500	8,000	£452,000
Boat moorings	0	0	£0
Other	2,100	3,000	£63,000
Staying with friends and relatives (VFR)	14,100	125,000	£4,643,000
Total	31,600	238,000	£9,832,000

VALUE OF TOURISM 2007

Forest of Dean Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	151,000	498,000	£11,009,000
Business	15,000	35,000	£8,726,000
VFR	46,000	109,000	£4,577,000
Other	6,000	24,000	£647,000
Study	0	0	£0
Total	219,000	665,000	£24,959,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	9,000	41,000	£2,084,000
Business	3,000	16,000	£1,301,000
VFR	17,000	145,000	£4,952,000
Other	2,000	36,000	£1,495,000
Study	0	0	£0
Total	32,000	238,000	£9,832,000

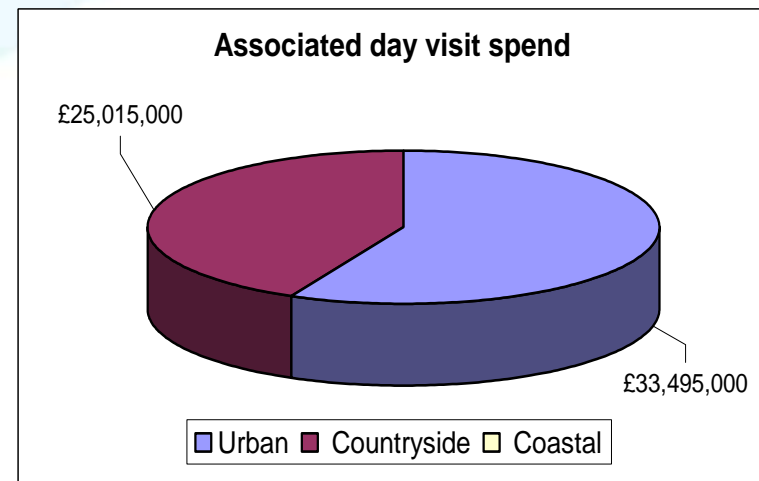
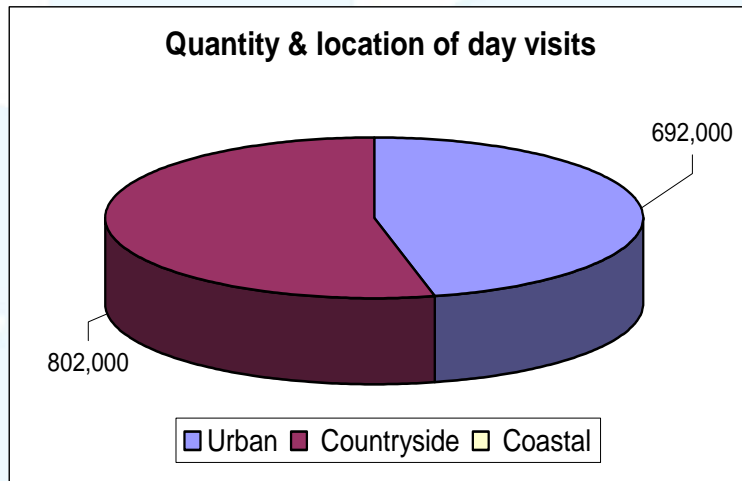
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VALUE OF TOURISM 2007

Forest of Dean Briefing

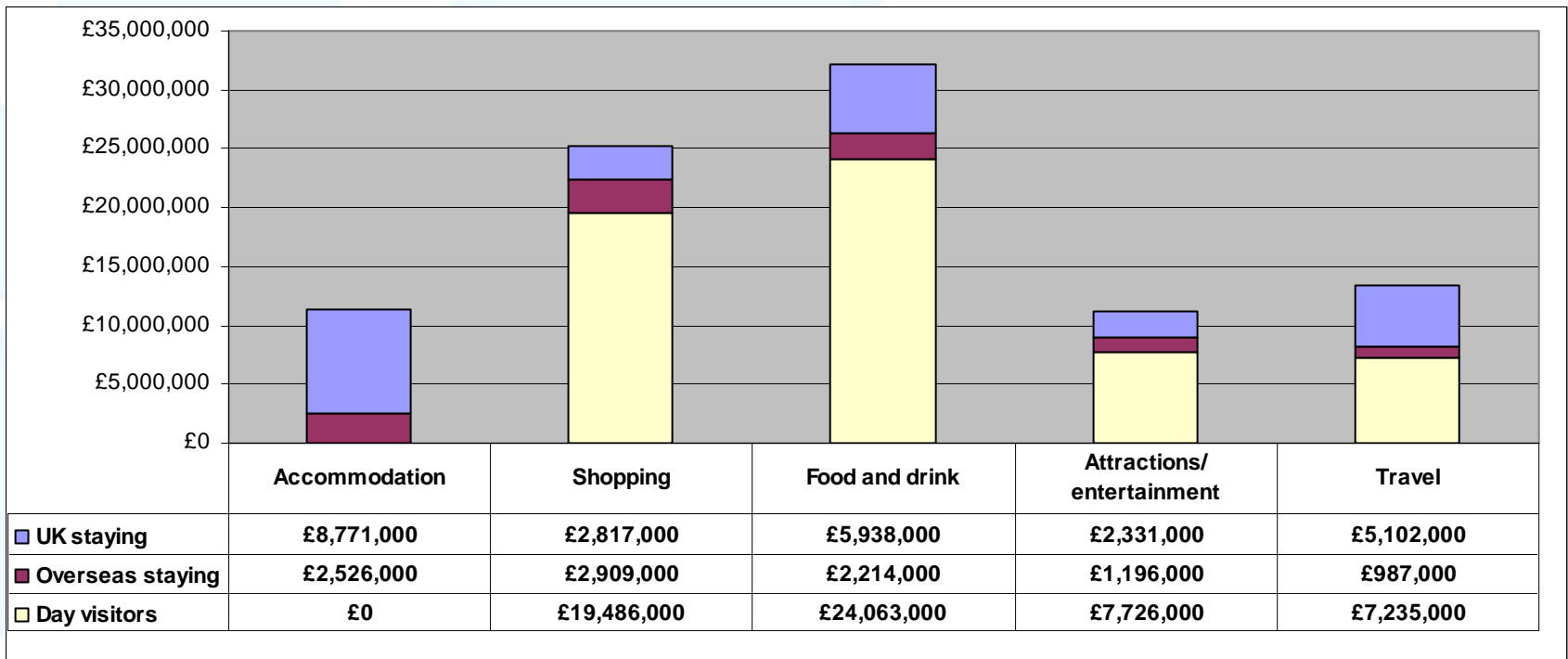
Day visits



VALUE OF TOURISM 2007

Forest of Dean Briefing

Breakdown of expenditure



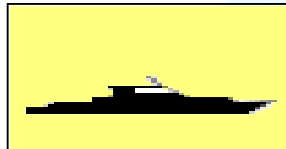
VALUE OF TOURISM 2007

Forest of Dean Briefing

Other tourism related spend



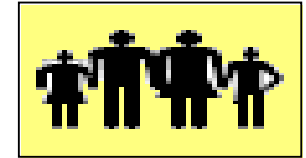
Second Homes
£138,000



Boats
£0



Static Vans
£0



VFR
£6,327,000

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	824	1,139	1,963
Indirect jobs	134	136	270
Induced jobs	40	51	91
Total	999	1,326	2,324
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,669

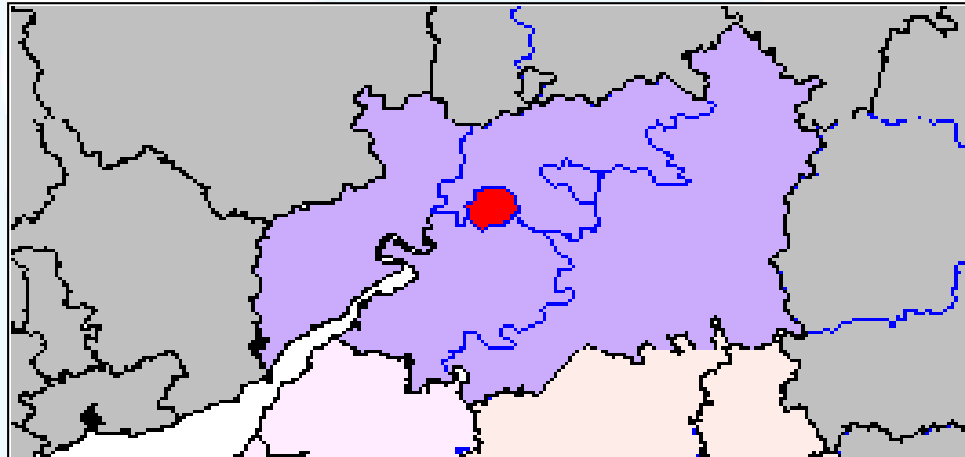
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

GLOUCESTER DISTRICT

VALUE OF TOURISM 2007

Gloucester Briefing



GLOUCESTER KEY FACTS

183,000 trips by staying visitors
579,000 staying visitor nights
£26,433,000 spend by staying visitors
1,697,000 day visits
£79,642,000 spend by day visitors
£9,016,000 other tourism related spend
2,652 jobs related to
tourism spending
4% of employment is
supported by tourism

VALUE OF TOURISM 2007

Gloucester Briefing

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

	Trips	Nights	Spend
Serviced	49,500	101,000	£9,111,000
Self catering	600	2,000	£126,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	500	1,000	£54,000
Paying guests in private homes	0	0	£0
Second homes	500	1,000	£37,000
Boat moorings	300	1,000	£10,000
Other	3,700	16,000	£318,000
Staying with friends and relatives (VFR)	92,400	222,000	£5,805,000
Total	147,600	344,000	£15,463,000

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

	Trips	Nights	Spend
Serviced	10,900	35,000	£3,578,000
Self catering	0	2,000	£47,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	300	5,000	£178,000
Paying guests in private homes	1,300	11,000	£388,000
Second homes	200	4,000	£199,000
Boat moorings	0	0	£0
Other	2,900	5,000	£89,000
Staying with friends and relatives (VFR)	19,700	175,000	£6,491,000
Total	35,400	235,000	£10,970,000

VALUE OF TOURISM 2007

Gloucester Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	47,000	133,000	£6,820,000
Business	27,000	52,000	£5,406,000
VFR	65,000	131,000	£2,836,000
Other	9,000	28,000	£401,000
Study	0	0	£0
Total	148,000	344,000	£15,463,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	1,000	4,000	£262,000
Business	6,000	20,000	£1,902,000
VFR	24,000	145,000	£5,772,000
Other	3,000	36,000	£1,743,000
Study	1,000	30,000	£1,290,000
Total	35,000	235,000	£10,970,000

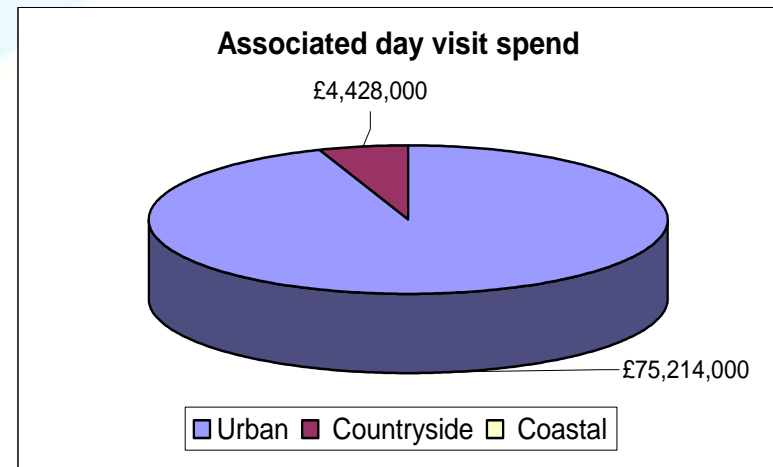
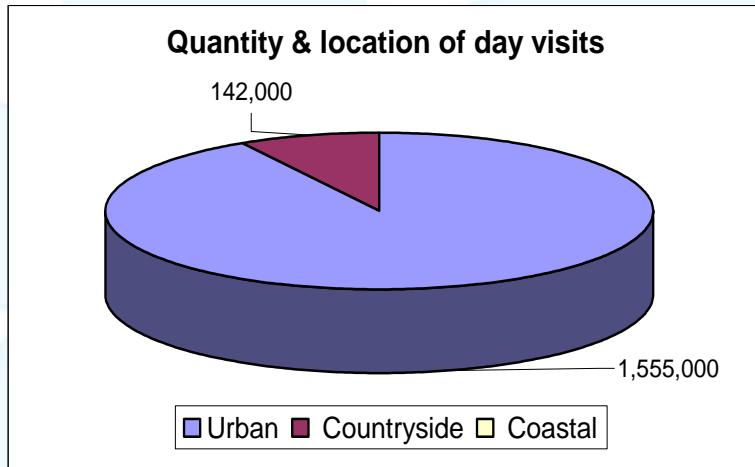
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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 2007

Gloucester Briefing

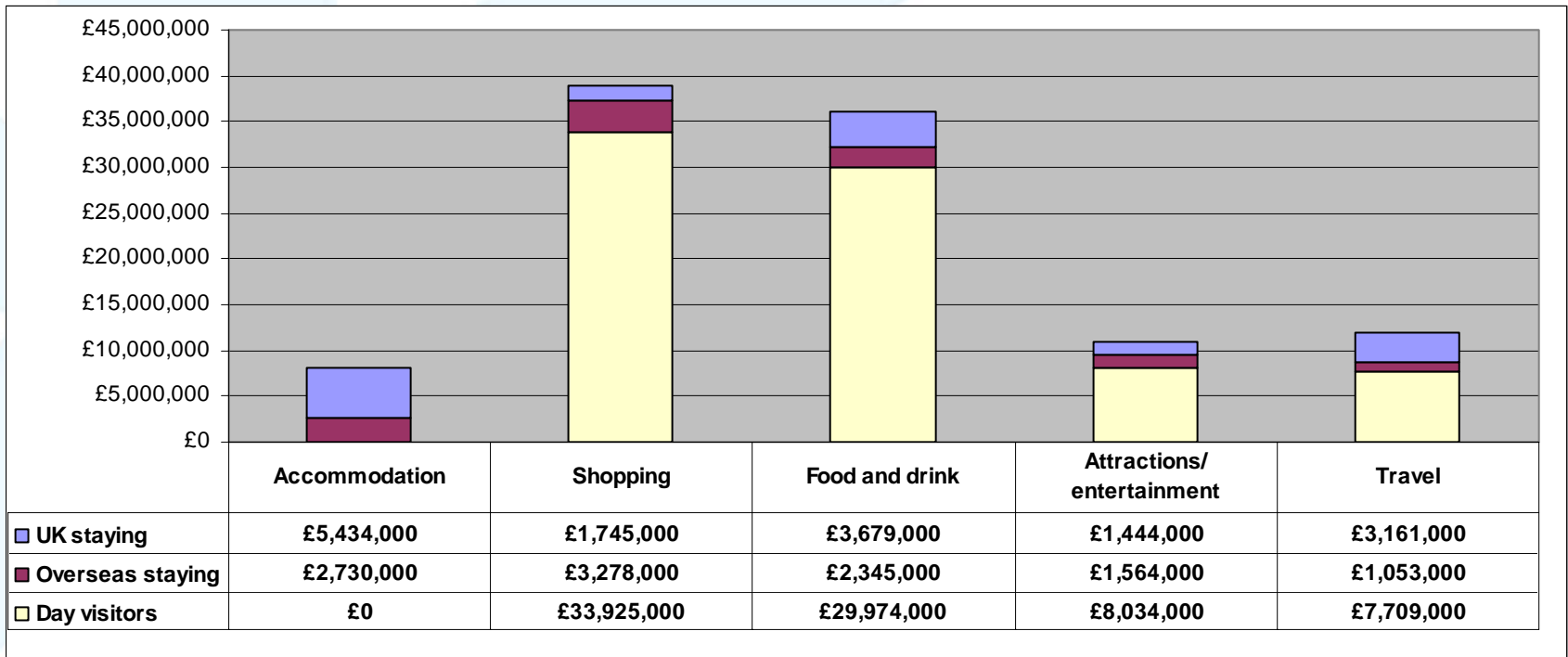
Day visits



VALUE OF TOURISM 2007

Gloucester Briefing

Breakdown of expenditure



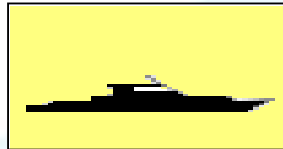
VALUE OF TOURISM 2007

Gloucester Briefing

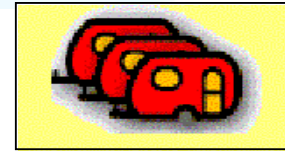
Other tourism related spend



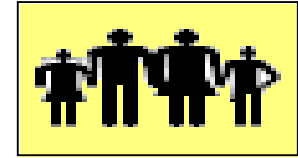
Second Homes
£61,000



Boats
£110,000



Static Vans
£0



VFR
£8,845,000

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	638	1,345	1,983
Indirect jobs	156	265	421
Induced jobs	86	162	248
Total	880	1,772	2,652
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,959

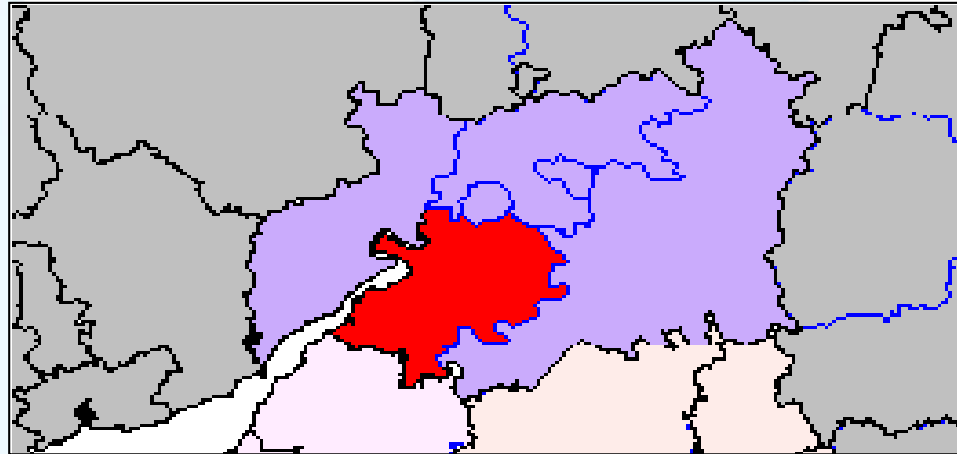
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

STROUD DISTRICT

VALUE OF TOURISM 2007

Stroud Briefing



STROUD

KEY FACTS

- 156,300** trips by staying visitors
- 552,000** staying visitor nights
- £21,251,000** spend by staying visitors
- 1,950,000** day visits
- £81,816,000** spend by day visitors
- £8,503,000** other tourism related spend
- 2,718** jobs related to tourism spending
- 5%** of employment is supported by tourism

VALUE OF TOURISM 2007

Stroud Briefing

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

	Trips	Nights	Spend
Serviced	19,200	39,000	£3,526,000
Self catering	9,300	37,000	£1,896,000
Touring caravans /tents	5,200	18,000	£581,000
Static vans/holiday centres	0	0	£0
Group/campus	200	0	£25,000
Paying guests in private homes	0	0	£0
Second homes	1,400	4,000	£105,000
Boat moorings	0	0	£0
Other	3,600	15,000	£308,000
Staying with friends and relatives (VFR)	89,300	215,000	£5,613,000
Total	128,200	328,000	£12,053,000

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

	Trips	Nights	Spend
Serviced	4,400	14,000	£1,444,000
Self catering	700	23,000	£702,000
Touring caravans /tents	400	2,000	£50,000
Static vans/holiday centres	0	0	£0
Group/campus	100	2,000	£81,000
Paying guests in private homes	0	0	£0
Second homes	600	10,000	£560,000
Boat moorings	0	0	£0
Other	2,900	5,000	£86,000
Staying with friends and relatives (VFR)	19,000	169,000	£6,275,000
Total	28,100	224,000	£9,198,000

VALUE OF TOURISM 2007

Stroud Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	47,000	141,000	£5,316,000
Business	10,000	22,000	£4,214,000
VFR	63,000	136,000	£2,210,000
Other	8,000	29,000	£312,000
Study	0	0	£0
Total	128,000	328,000	£12,053,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	2,000	10,000	£526,000
Business	2,000	10,000	£908,000
VFR	21,000	163,000	£5,964,000
Other	3,000	41,000	£1,800,000
Study	0	0	£0
Total	28,000	224,000	£9,198,000

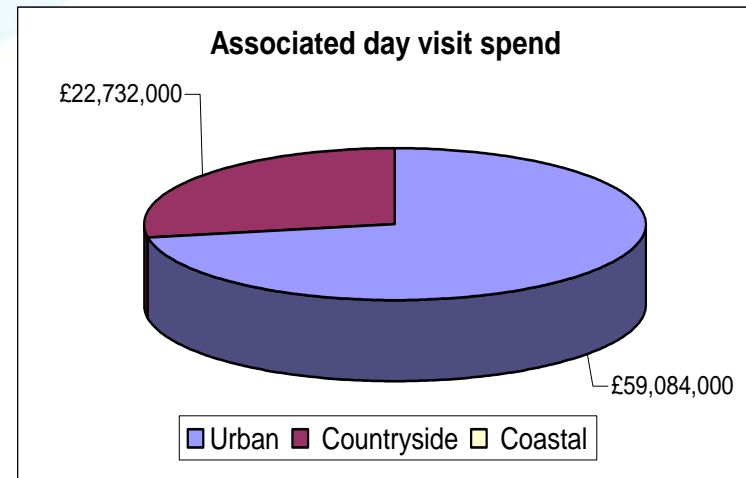
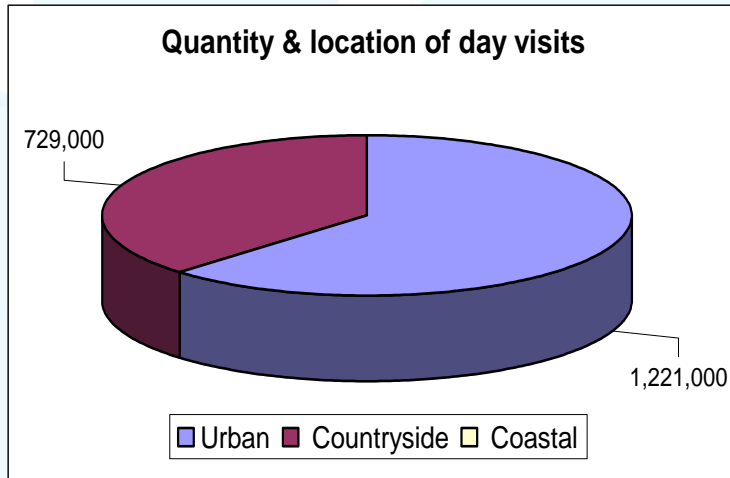
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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 2007

Stroud Briefing

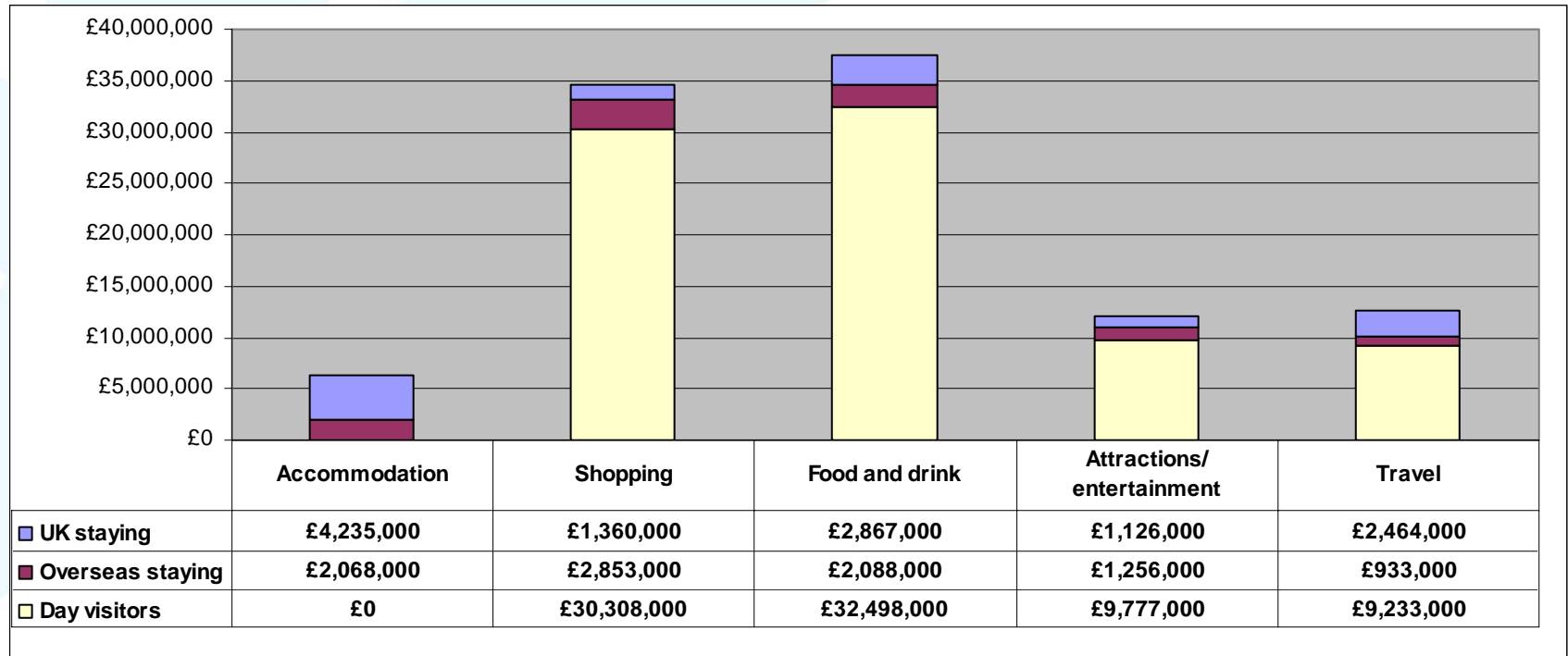
Day visits



VALUE OF TOURISM 2007

Stroud Briefing

Breakdown of expenditure



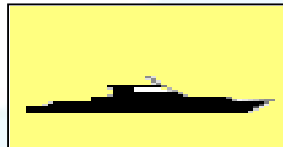
VALUE OF TOURISM 2007

Stroud Briefing

Other tourism related spend



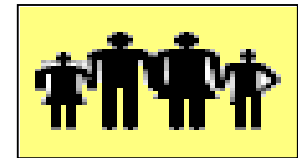
Second Homes
£171,000



Boats
£0



Static Vans
£0



VFR
£8,332,000

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	561	1,494	2,055
Indirect jobs	129	280	409
Induced jobs	75	179	253
Total	764	1,953	2,718
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,001

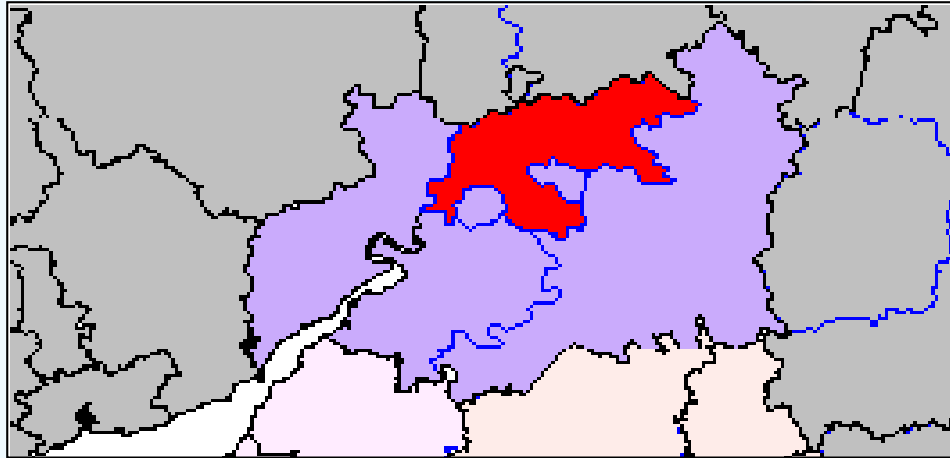
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Value of Tourism 2007

TEWKESBURY DISTRICT

VALUE OF TOURISM 2007

Tewkesbury Briefing



TEWKESBURY KEY FACTS

220,500 trips by staying visitors
678,000 staying visitor nights
£37,801,000 spend by staying visitors
1,269,000 day visits
£51,431,000 spend by day visitors
£6,900,000 other tourism related spend
2,033 jobs related to
tourism spending
5% of employment is
supported by tourism

VALUE OF TOURISM 2007

Tewkesbury Briefing

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

	Trips	Nights	Spend
Serviced	73,000	149,000	£13,430,000
Self catering	6,800	27,000	£1,390,000
Touring caravans /tents	20,900	73,000	£2,326,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	700	2,000	£50,000
Boat moorings	2,100	6,000	£67,000
Other	2,600	11,000	£220,000
Staying with friends and relatives (VFR)	63,900	154,000	£4,015,000
Total	169,800	422,000	£21,499,000

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

	Trips	Nights	Spend
Serviced	32,900	104,000	£10,768,000
Self catering	500	17,000	£515,000
Touring caravans /tents	1,400	6,000	£201,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	300	5,000	£268,000
Boat moorings	0	0	£0
Other	2,000	3,000	£61,000
Staying with friends and relatives (VFR)	13,600	121,000	£4,490,000
Total	50,700	256,000	£16,302,000

VALUE OF TOURISM 2007

Tewkesbury Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	79,000	230,000	£9,482,000
Business	40,000	79,000	£7,516,000
VFR	45,000	93,000	£3,943,000
Other	6,000	20,000	£557,000
Study	0	0	£0
Total	170,000	422,000	£21,499,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	13,000	42,000	£2,745,000
Business	18,000	59,000	£6,355,000
VFR	16,000	100,000	£4,433,000
Other	2,000	25,000	£1,338,000
Study	1,000	30,000	£1,432,000
Total	51,000	256,000	£16,302,000

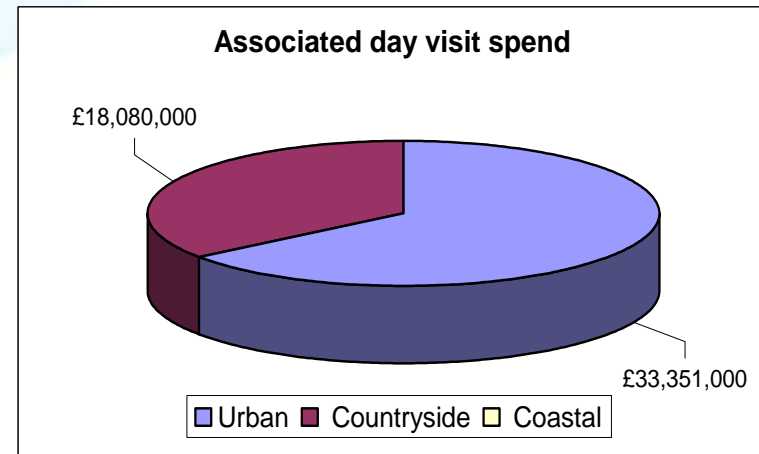
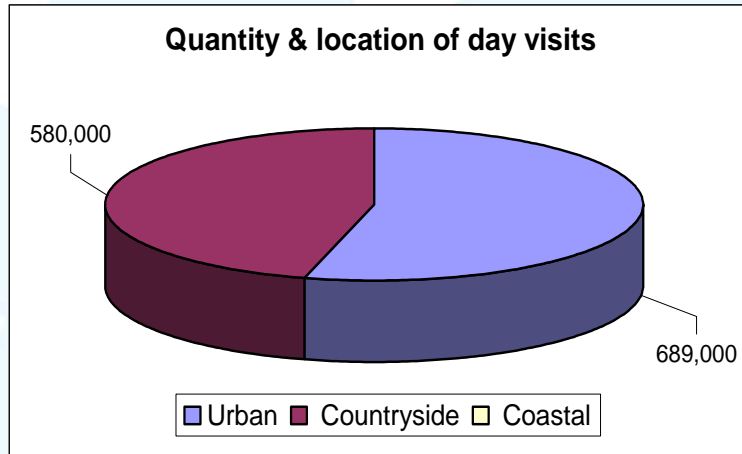
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VALUE OF TOURISM 2007

Tewkesbury Briefing

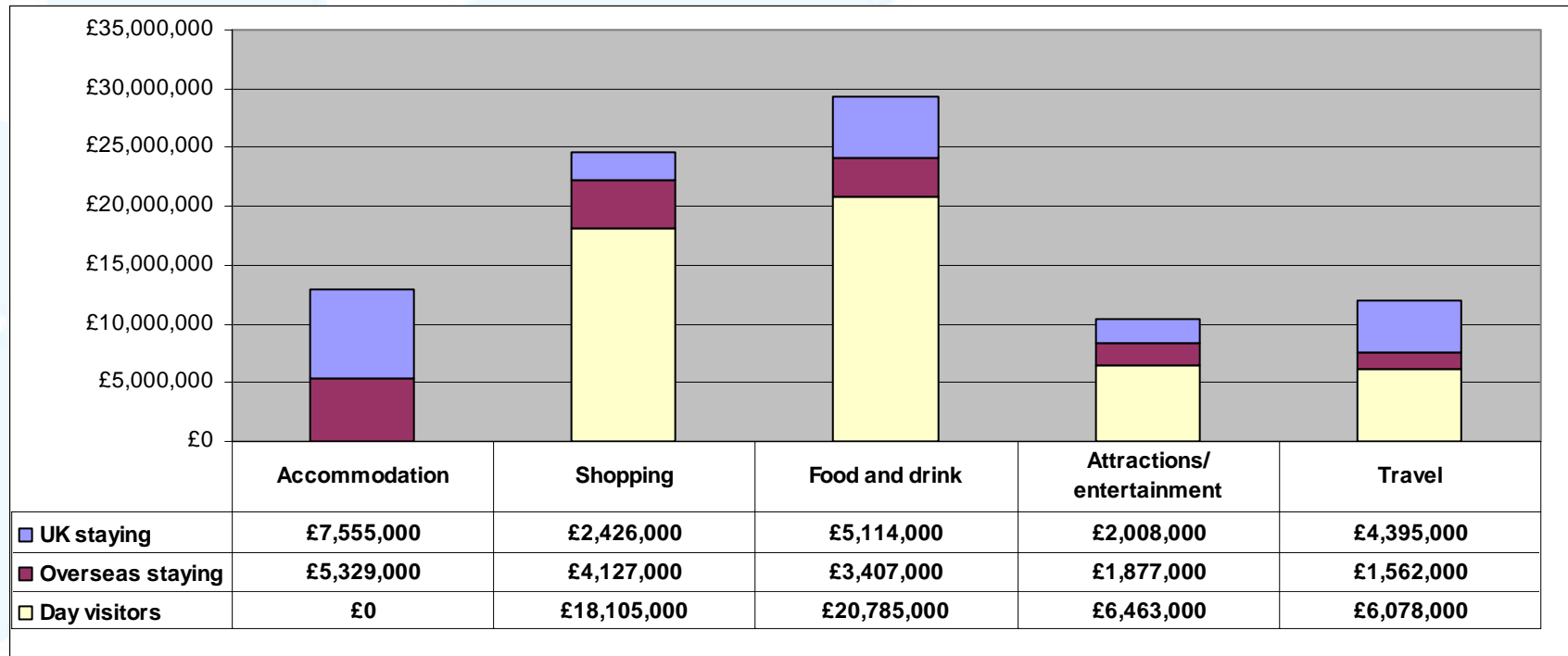
Day visits



VALUE OF TOURISM 2007

Tewkesbury Briefing

Breakdown of expenditure



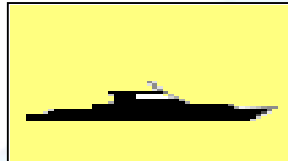
VALUE OF TOURISM 2007

Tewkesbury Briefing

Other tourism related spend



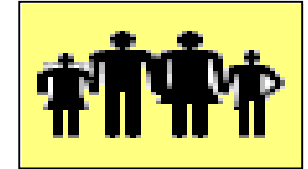
Second Homes
£82,000



Boats
£700,000



Static Vans
£0



VFR
£6,118,000

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	809	878	1,687
Indirect jobs	148	118	266
Induced jobs	40	40	80
Total	997	1,035	2,033
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,470

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.