

The Economic Impact of the Forest of Dean and Wye Valley Visitor Economy 2019



Produced on behalf of Wye Valley and Forest of Dean Tourism Association Limited

By

The South West Research Company Ltd



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Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in the Forest of Dean and Wye Valley in 2019. The Forest of Dean and Wye Valley marketing area consists of the Forest of Dean local authority district and also extends into Monmouthshire and Herefordshire counties and a small section of Tewkesbury local authority district.

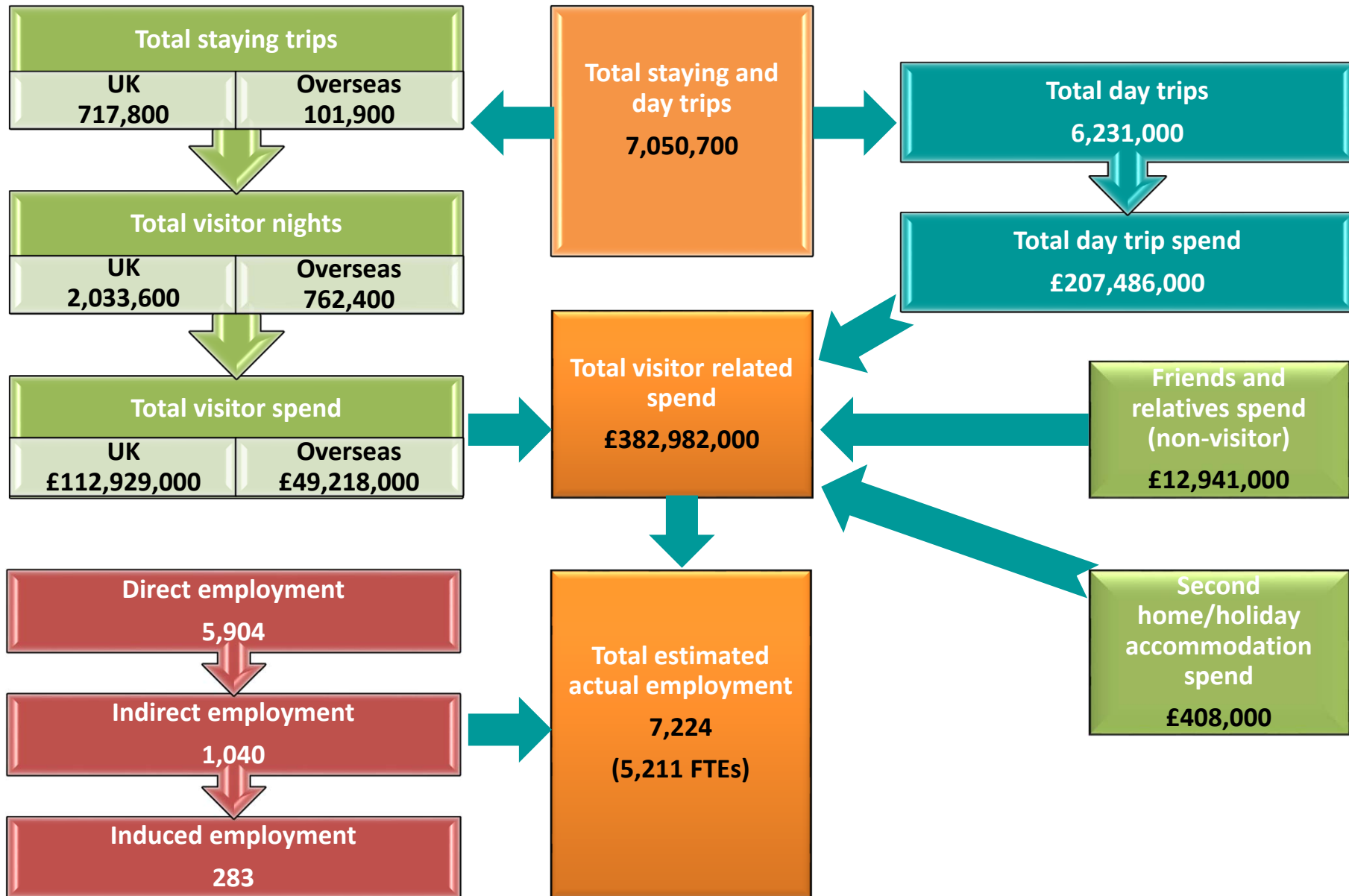
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 the methodologies, data sources and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2019, including key facts about the economy, weather and key events please see Appendix 2 of this report.



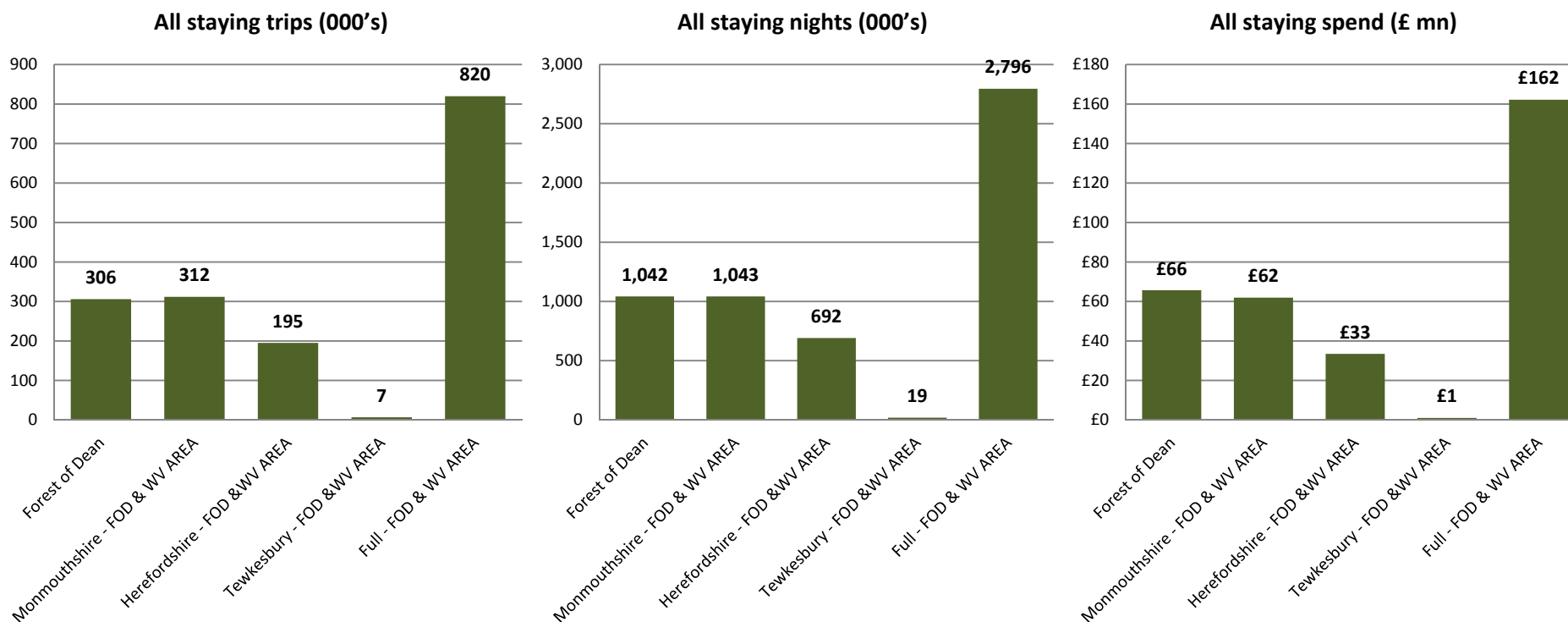
Forest of Dean and Wye Valley - Key facts at a glance



Forest of Dean and Wye Valley

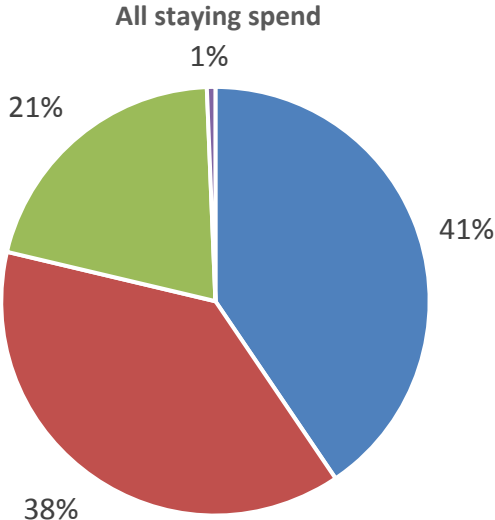
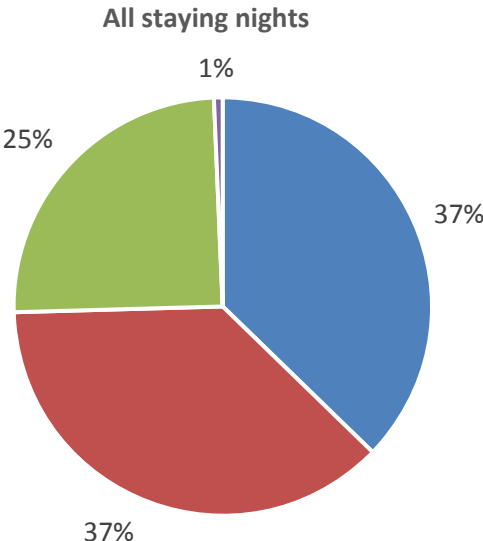
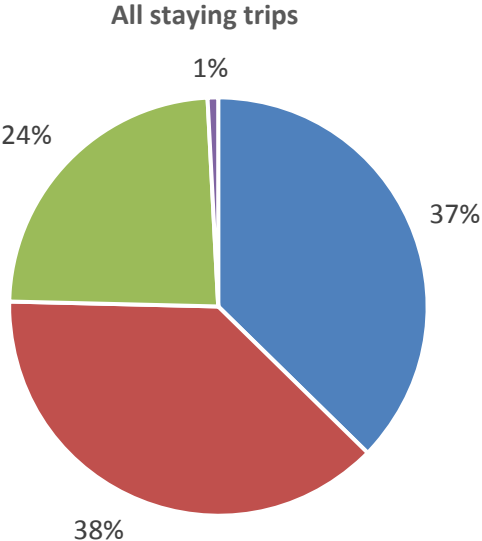
Key statistics	
UK average nights per trip	2.83
UK average spend per trip	£157.33
UK average spend per night	£55.53
Overseas average nights per trip	7.48
Overseas average spend per trip	£483.00
Overseas average spend per night	£64.56
Average spend per day visit	£33.30

Forest of Dean and Wye Valley - Staying visits



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Forest of Dean	267	39	695	347	£42	£23
Monmouthshire - FOD & WV AREA	284	28	877	166	£50	£12
Herefordshire - FOD & WV AREA	161	34	449	243	£20	£13
Tewkesbury - FOD & WV AREA	6	1	13	6	£1	£0.4
Full - FOD & WV AREA	718	102	2,034	762	£113	£49

Forest of Dean and Wye Valley - Staying visits



- Forest of Dean
- Monmouthshire - FOD & WV AREA
- Herefordshire - FOD & WV AREA
- Tewkesbury - FOD & WV AREA

Forest of Dean and Wye Valley - Staying visits by accommodation type

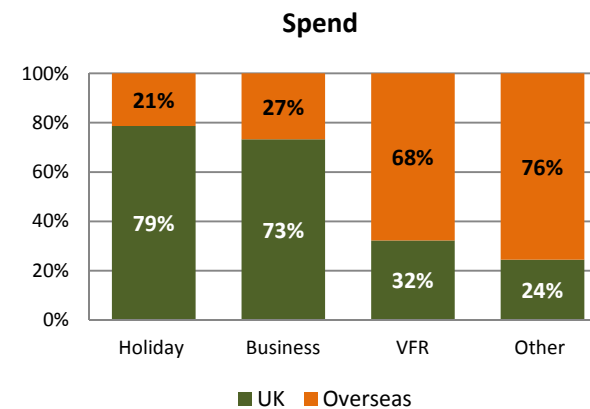
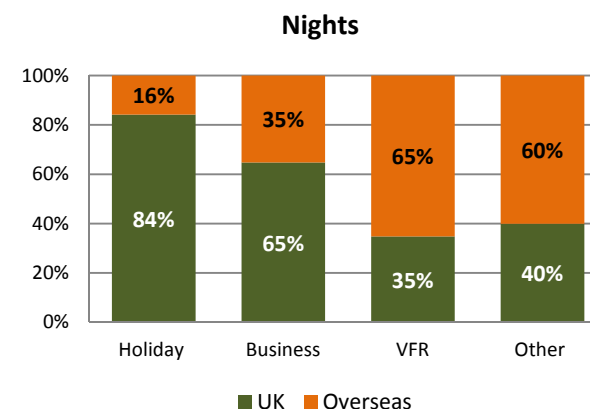
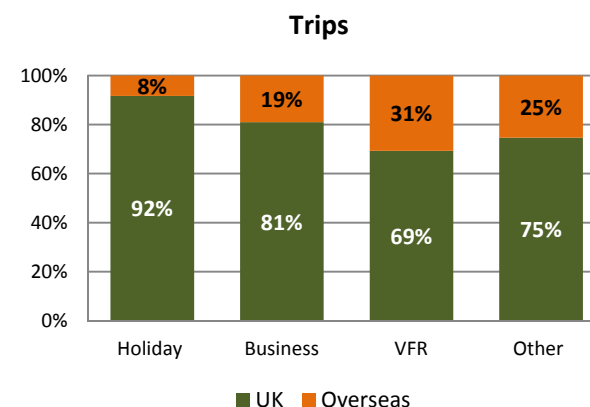
Domestic tourists	Trips	Nights	Spend
Serviced	185,800	400,100	£34,779,000
Self catering	108,500	453,000	£36,269,000
Touring caravans /tents	92,100	350,000	£13,264,000
Static vans/holiday centres	10,200	29,000	£1,833,000
Group/campus	22,400	51,000	£2,686,000
Paying guest in private homes	0	0	£0
Second homes	6,110	39,400	£934,000
Boat moorings	0	0	£0
Other	6,200	20,000	£1,284,000
Staying with friends and relatives	287,100	690,100	£21,880,000
Total	717,800	2,033,600	£112,929,000

Overseas tourists	Trips	Nights	Spend
Serviced	25,600	71,600	£10,606,000
Self catering	7,400	97,000	£8,410,000
Touring caravans /tents	9,500	41,000	£1,900,000
Static vans/holiday centres	300	2,000	£175,000
Group/campus	9,300	148,000	£10,283,000
Paying guest in private homes	0	0	£0
Second homes	710	12,200	£1,005,000
Boat moorings	0	0	£0
Other	5,600	20,000	£1,353,000
Staying with friends and relatives	43,000	370,600	£15,485,000
Total	102,000	762,400	£49,218,000

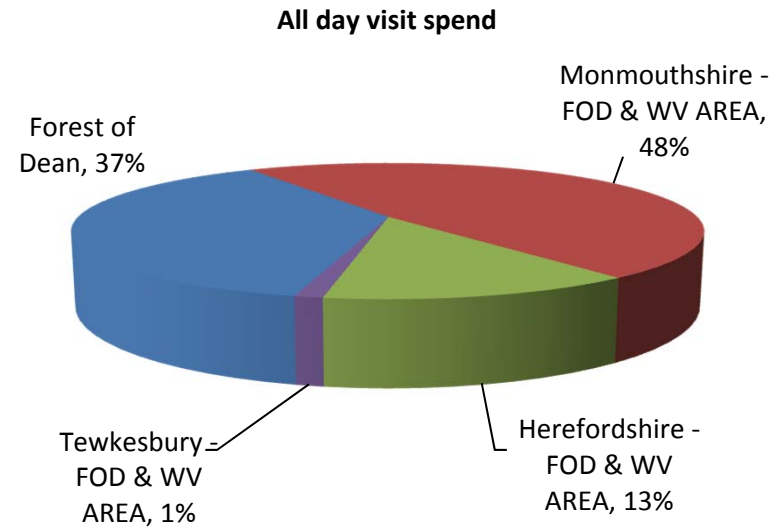
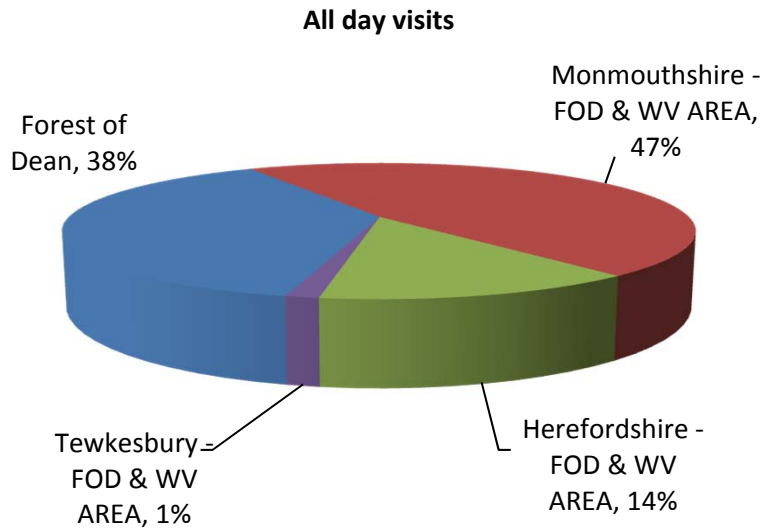
Forest of Dean and Wye Valley - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	590,000	1,744,000	£94,008,000
Business	35,000	79,000	£9,570,000
Visits to friends and relatives	87,000	200,000	£8,751,000
Other	5,600	10,700	£600,000
Study	0	0	£0
Total	717,800	2,033,600	£112,929,000

Overseas tourists	Trips	Nights	Spend
Holiday	53,200	328,000	£25,476,000
Business	8,200	43,000	£3,496,000
Visits to friends and relatives	38,500	375,000	£18,391,000
Other	1,900	16,100	£1,854,000
Study	0	0	£0
Total	102,000	762,400	£49,218,000



Forest of Dean and Wye Valley - Day visits

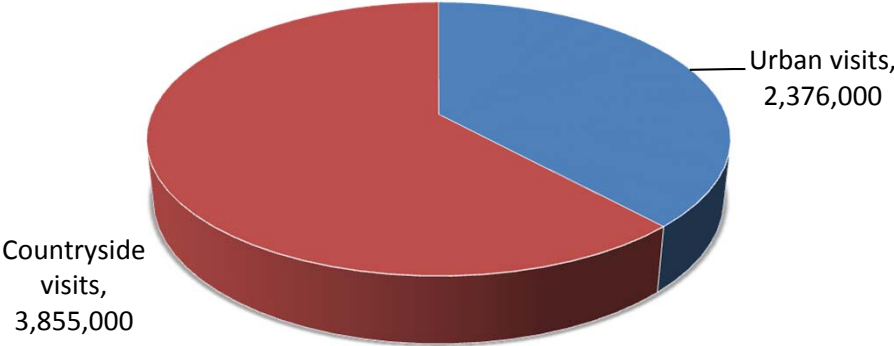


Area	Day visits	Day visit spend
Forest of Dean	2.4	£77.5
Monmouthshire - FOD & WV AREA	2.9	£99.8
Herefordshire - FOD & WV AREA	0.9	£27.7
Tewkesbury - FOD & WV AREA	0.1	£2.5
Full - FOD & WV AREA	6.2	£207.5

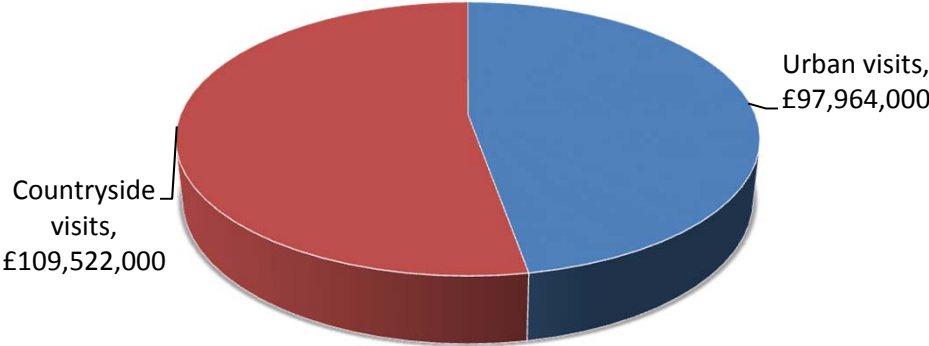
Forest of Dean and Wye Valley - Day visits by location

Total day visits	Total day visit spend
6,231,000	£207,486,000

Day visits



Day visit spend



Forest of Dean and Wye Valley – Direct visitor expenditure by category



Accommodation

- UK staying visitors £41,577,000
- Overseas staying visitors £13,782,000



Shopping

- UK staying visitors £14,298,000
- Overseas staying visitors £14,274,000
- Day visitors £63,900,000



Food & drink

- UK staying visitors £25,368,000
- Overseas staying visitors £11,443,000
- Day visitors £87,285,000



Attractions/entertainment

- UK staying visitors £12,195,000
- Overseas staying visitors £4,688,000
- Day visitors £29,141,000

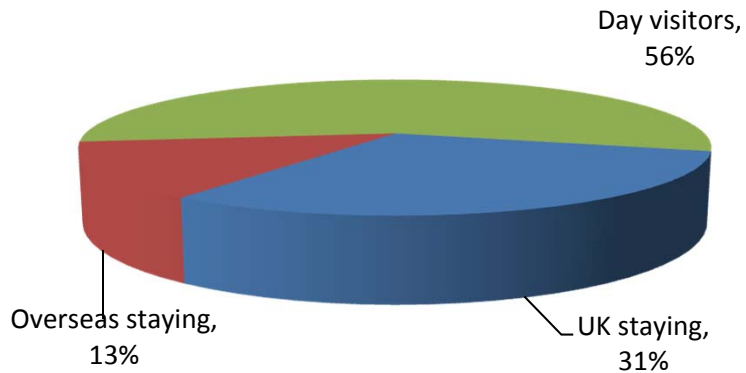


Travel

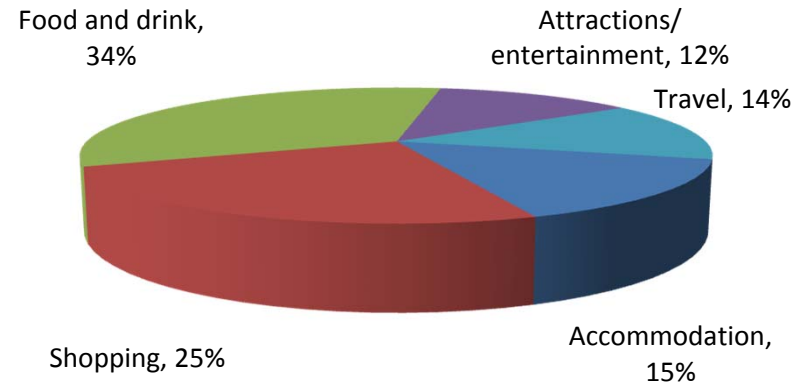
- UK staying visitors £19,492,000
- Overseas staying visitors £5,030,000
- Day visitors £27,161,000

Forest of Dean and Wye Valley - Direct visitor expenditure by category

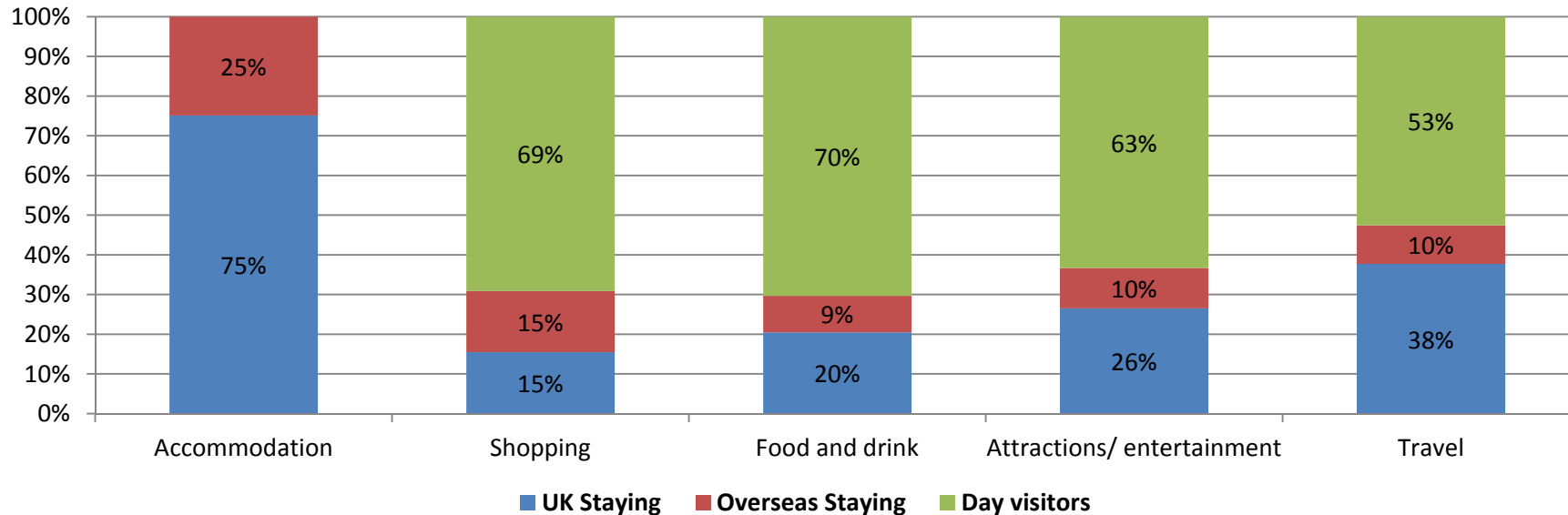
Spend by visitor type



Spend by sector



Spend by sector and visitor type



Forest of Dean and Wye Valley – Other visitor related expenditure



Second Homes
£408,000



Visiting friends and relatives (non-visitor spend)
£12,941,000

- 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 and Wye Valley – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£56,095,000	£1,746,000	£57,841,000
Retailing	£28,286,000	£63,261,000	£91,547,000
Catering	£35,706,000	£84,668,000	£120,374,000
Attractions/entertainment	£17,536,000	£30,652,000	£48,188,000
Transport	£14,713,000	£16,296,000	£31,009,000
Arising from non trip spend	£13,349,000	£0	£13,349,000
Total Direct	£165,685,000	£196,623,000	£362,308,000

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£165,685,000	£196,623,000	£362,308,000
Supplier and income induced	£39,372,000	£35,263,000	£74,635,000
Total	£205,057,000	£231,886,000	£436,943,000

- Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending.
- It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.
- Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Forest of Dean and Wye Valley – 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	728	23	751
Retailing	219	480	699
Catering	429	1,017	1,446
Attractions/entertainment	275	476	751
Transport	94	103	197
Arising from non trip spend	208	0	208
Total Direct	1,952	2,099	4,051

Value of Tourism 2019

Forest of Dean

Key Facts	
306,000	Staying visitor trips
1,042,000	Staying visitor nights
£65,700,000	Staying visitor spend
2,363,000	Day visits
£77,508,000	Day visitor spend
£143,208,000	Direct visitor spend
£4,992,000	Other related spend
£148,200,000	TOTAL VISITOR RELATED SPEND
£169,762,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,019	Estimated actual employment
2,170	FTE employment

Forest of Dean - Staying visits by accommodation type

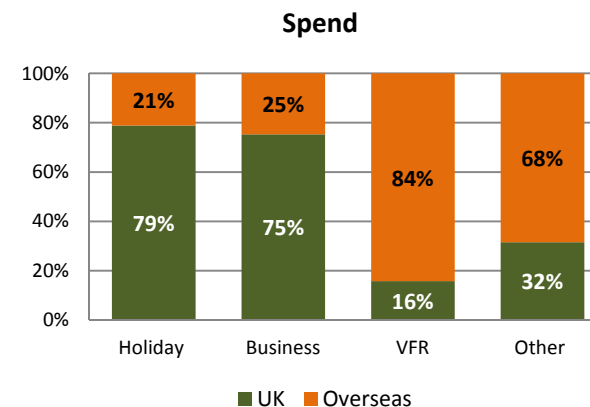
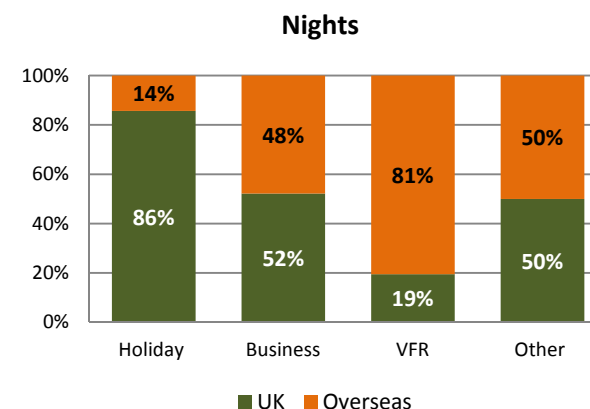
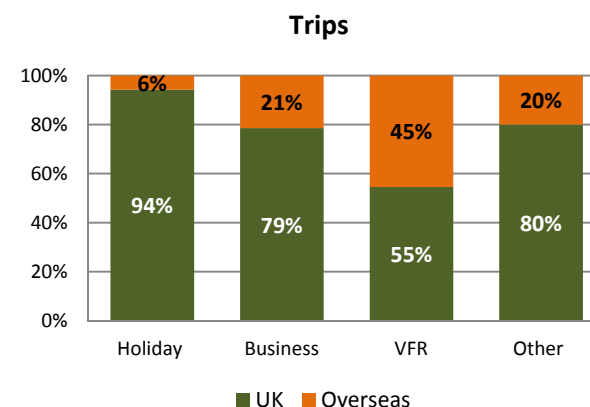
Domestic tourists	Trips	Nights	Spend
Serviced	40,900	72,000	£8,894,000
Self catering	55,100	175,000	£15,691,000
Touring caravans /tents	51,900	179,000	£7,272,000
Static vans/holiday centres	0	0	£0
Group/campus	16,200	34,000	£1,589,000
Paying guest in private homes	0	0	£0
Second homes	3,200	11,000	£311,000
Boat moorings	0	0	£0
Other	2,300	6,000	£481,000
Staying with friends and relatives	97,700	217,000	£8,029,000
Total	267,000	695,000	£42,267,000

Overseas tourists	Trips	Nights	Spend
Serviced	7,100	23,000	£3,269,000
Self catering	2,600	38,000	£2,316,000
Touring caravans /tents	3,800	16,000	£915,000
Static vans/holiday centres	0	0	£0
Group/campus	8,400	138,000	£9,511,000
Paying guest in private homes	0	0	£0
Second homes	300	5,000	£630,000
Boat moorings	0	0	£0
Other	2,700	9,000	£640,000
Staying with friends and relatives	13,800	119,000	£6,152,000
Total	39,000	347,000	£23,433,000

Forest of Dean - Staying visits by purpose

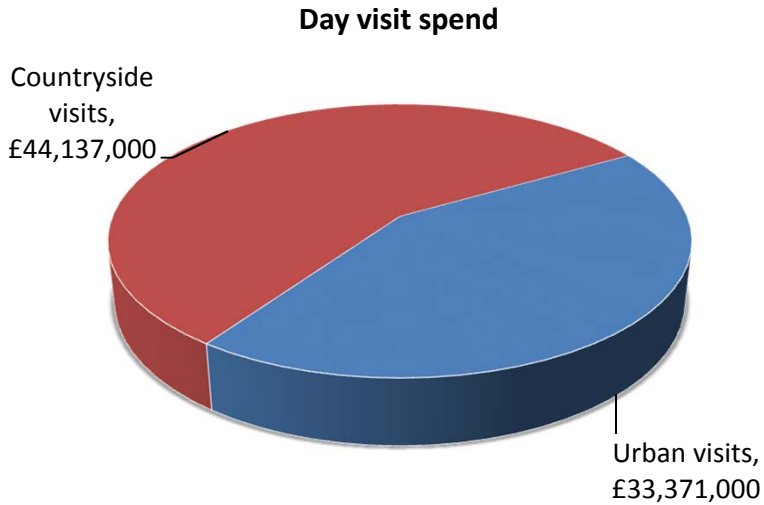
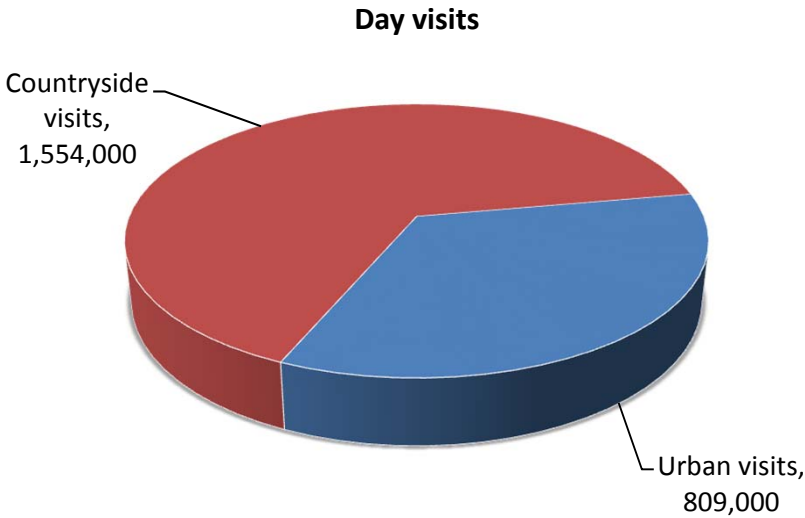
Domestic tourists	Trips	Nights	Spend
Holiday	228,000	610,000	£33,716,000
Business	11,000	24,000	£5,931,000
Visits to friends and relatives	24,000	52,000	£2,133,000
Other	4,000	8,000	£487,000
Study	0	0	£0
Total	267,000	695,000	£42,267,000

Overseas tourists	Trips	Nights	Spend
Holiday	14,000	102,000	£9,036,000
Business	3,000	22,000	£1,947,000
Visits to friends and relatives	20,000	215,000	£11,393,000
Other	1,000	8,000	£1,057,000
Study	0	0	£0
Total	39,000	347,000	£23,433,000



Forest of Dean - Day visits by location

Total day visits	Total day visit spend
2,363,000	£77,508,000



Forest of Dean – Direct visitor expenditure by category



Accommodation

- UK staying visitors £15,917,000
- Overseas staying visitors £6,133,000



Shopping

- UK staying visitors £5,183,000
- Overseas staying visitors £6,916,000
- Day visitors £23,065,000



Food & drink

- UK staying visitors £9,437,000
- Overseas staying visitors £5,515,000
- Day visitors £32,909,000



Attractions/entertainment

- UK staying visitors £4,738,000
- Overseas staying visitors £2,427,000
- Day visitors £11,156,000



Travel

- UK staying visitors £7,353,000
- Overseas staying visitors £2,441,000
- Day visitors £10,379,000

Forest of Dean – Other visitor related expenditure by category



Second Homes
£166,000



Visiting friends and relatives (non-visitor spend)
£4,826,000

- 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	£22,349,000	£658,000	£23,007,000
Retailing	£11,978,000	£22,834,000	£34,812,000
Catering	£14,503,000	£31,922,000	£46,425,000
Attractions/entertainment	£7,075,000	£11,715,000	£18,790,000
Transport	£5,876,000	£6,227,000	£12,103,000
Arising from non trip spend	£4,992,000	£0	£4,992,000
Total Direct	£66,773,000	£73,356,000	£140,129,000

*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	£66,773,000	£73,356,000	£140,129,000
Supplier and income induced	£16,120,000	£13,513,000	£29,633,000
Total	£82,893,000	£86,869,000	£169,762,000

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	315	9	324
Retailing	99	189	288
Catering	194	426	619
Attractions/entertainment	119	197	316
Transport	41	43	84
Arising from non trip spend	78	0	78
Total Direct	845	864	1,710

Value of Tourism 2019

Herefordshire – (FOD & WV area)

Key Facts	
195,100	Staying visitor trips
692,000	Staying visitor nights
£33,492,000	Staying visitor spend
852,000	Day visits
£27,719,000	Day visitor spend
£61,211,000	Direct visitor spend
£3,110,000	Other related spend
£64,321,000	TOTAL VISITOR RELATED SPEND
£73,673,000	TOTAL BUSINESS TURNOVER SUPPORTED
1,190	Estimated actual employment
864	FTE employment

Herefordshire (FOD & WV area) - Staying visits by accommodation type

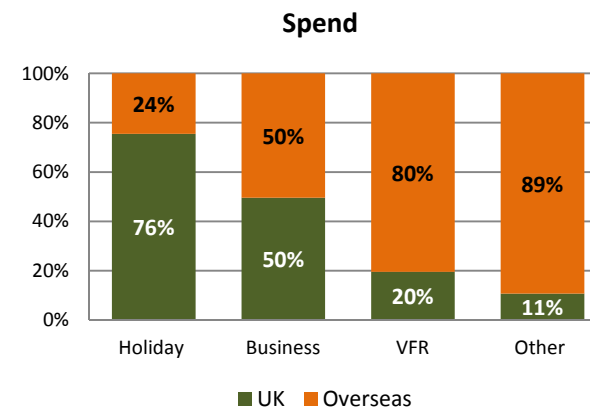
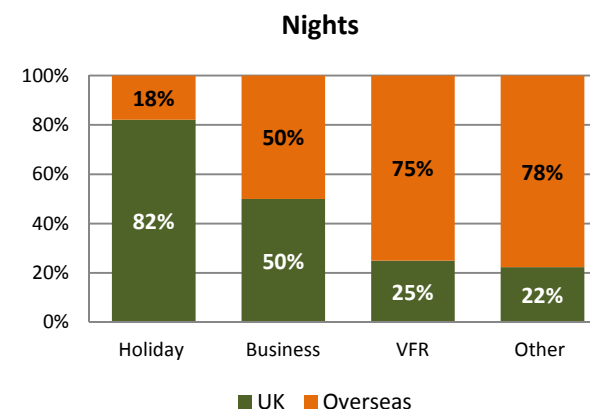
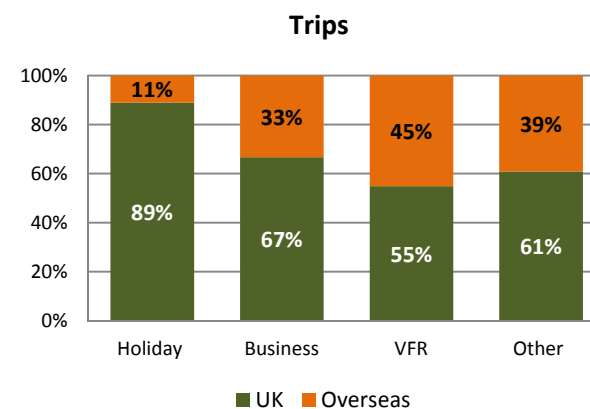
Domestic tourists	Trips	Nights	Spend
Serviced	68,000	158,000	£10,923,000
Self catering	15,400	70,000	£4,016,000
Touring caravans /tents	10,500	46,000	£1,262,000
Static vans/holiday centres	1,300	4,000	£265,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	1,900	6,000	£197,000
Boat moorings	0	0	£0
Other	3,100	8,000	£339,000
Staying with friends and relatives	60,900	157,000	£3,465,000
Total	161,000	449,000	£20,467,000

Overseas tourists	Trips	Nights	Spend
Serviced	8,700	27,000	£3,034,000
Self catering	2,100	41,000	£2,504,000
Touring caravans /tents	3,900	17,000	£884,000
Static vans/holiday centres	300	2,000	£175,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	400	6,000	£323,000
Boat moorings	0	0	£0
Other	2,700	10,000	£646,000
Staying with friends and relatives	15,900	139,000	£5,459,000
Total	34,100	243,000	£13,025,000

Herefordshire (FOD & WV area) - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	137,000	390,000	£18,233,000
Business	6,000	12,000	£805,000
Visits to friends and relatives	17,000	46,000	£1,335,000
Other	1,400	2,300	£94,000
Study	0	0	£0
Total	161,000	449,000	£20,467,000

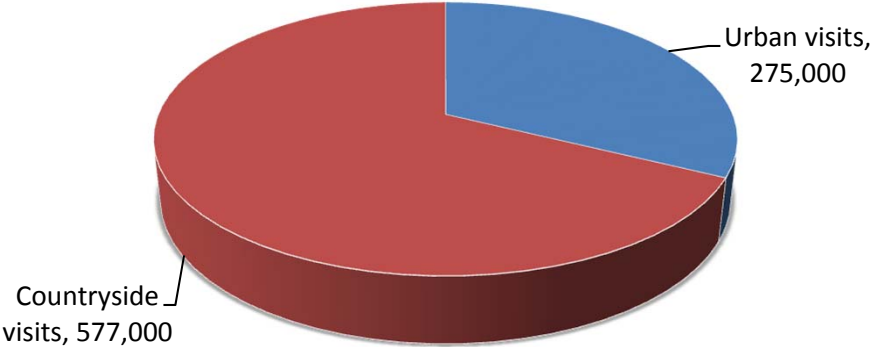
Overseas tourists	Trips	Nights	Spend
Holiday	17,000	85,000	£5,916,000
Business	3,000	12,000	£819,000
Visits to friends and relatives	14,000	138,000	£5,509,000
Other	900	8,000	£782,000
Study	0	0	£0
Total	34,000	243,000	£13,025,000



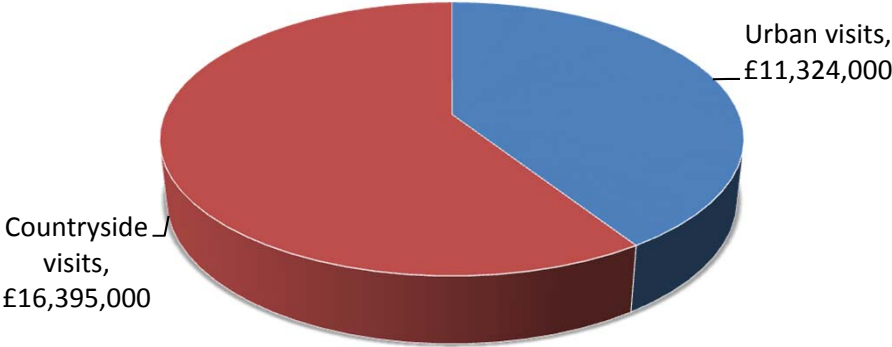
Herefordshire (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
852,000	£27,719,000

Day visits



Day visit spend



Herefordshire (FOD & WV area) – Direct visitor expenditure by category



Accommodation

- UK staying visitors £7,564,000
- Overseas staying visitors £3,503,000



Shopping

- UK staying visitors £2,642,000
- Overseas staying visitors £3,841,000
- Day visitors £8,096,000



Food & drink

- UK staying visitors £4,562,000
- Overseas staying visitors £3,027,000
- Day visitors £11,826,000



Attractions/entertainment

- UK staying visitors £2,265,000
- Overseas staying visitors £1,322,000
- Day visitors £4,041,000



Travel

- UK staying visitors £3,435,000
- Overseas staying visitors £1,332,000
- Day visitors £3,756,000

Herefordshire (FOD & WV area)– Other expenditure by category



Second Homes
£84,000



Visiting friends and relatives (non-visitor spend)
£3,026,000

- 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.

Herefordshire (FOD & WV area) – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£11,219,000	£237,000	£11,456,000
Retailing	£6,418,000	£8,015,000	£14,433,000
Catering	£7,361,000	£11,472,000	£18,833,000
Attractions/entertainment	£3,728,000	£4,240,000	£7,968,000
Transport	£2,860,000	£2,254,000	£5,114,000
Arising from non trip spend	£3,110,000	£0	£3,110,000
Total Direct	£34,696,000	£26,218,000	£60,914,000

*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	£34,696,000	£26,218,000	£60,914,000
Supplier and income induced	£8,040,000	£4,719,000	£12,759,000
Total	£42,736,000	£30,937,000	£73,673,000

Herefordshire (FOD & WV area) – 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	143	3	146
Retailing	50	63	113
Catering	78	122	200
Attractions/entertainment	60	68	128
Transport	18	14	32
Arising from non trip spend	48	0	48
Total Direct	397	269	666

Value of Tourism 2019

Monmouthshire – (FOD & WV area)

Key Facts	
311,900	Staying visitor trips
1,043,000	Staying visitor nights
£61,913,000	Staying visitor spend
2,928,000	Day visits
£99,761,000	Day visitor spend
£161,674,000	Direct visitor spend
£5,085,000	Other related spend
£166,759,000	TOTAL VISITOR RELATED SPEND
£189,299,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,938	Estimated actual employment
2,122	FTE employment

Monmouthshire (FOD & WV area) - Staying visits by accommodation type

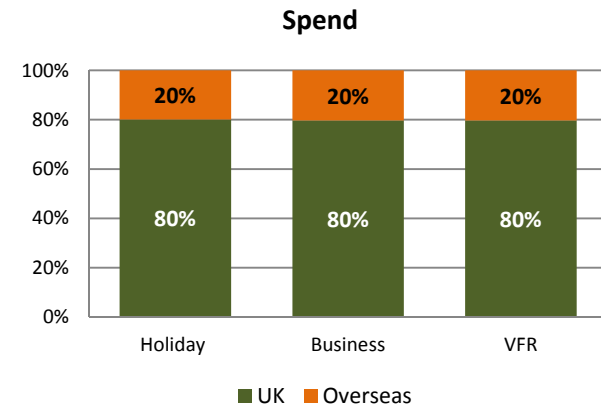
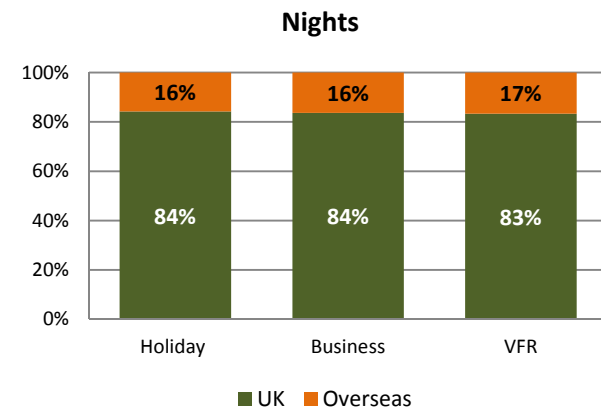
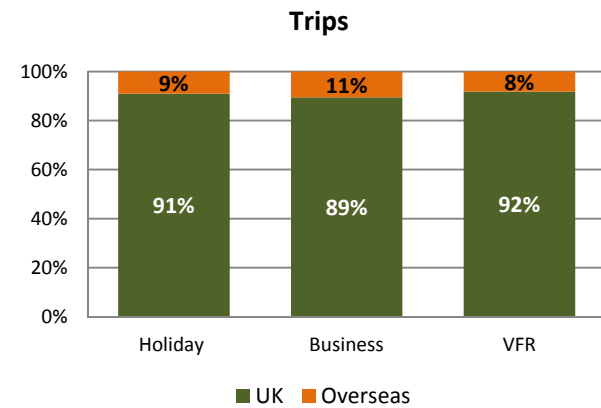
Domestic tourists	Trips	Nights	Spend
Serviced	75,700	168,000	£14,709,000
Self catering	38,000	208,000	£16,562,000
Touring caravans /tents	29,700	125,000	£4,730,000
Static vans/holiday centres	8,900	25,000	£1,568,000
Group/campus	6,200	17,000	£1,097,000
Paying guest in private homes	0	0	£0
Second homes	900	22,000	£415,000
Boat moorings	0	0	£0
Other	800	6,000	£464,000
Staying with friends and relatives	123,900	306,000	£10,011,000
Total	284,000	877,000	£49,556,000

Overseas tourists	Trips	Nights	Spend
Serviced	9,600	21,000	£4,210,000
Self catering	2,700	18,000	£3,590,000
Touring caravans /tents	1,800	8,000	£101,000
Static vans/holiday centres	0	0	£0
Group/campus	900	10,000	£772,000
Paying guest in private homes	0	0	£0
Second homes	0	1,000	£29,000
Boat moorings	0	0	£0
Other	200	1,000	£67,000
Staying with friends and relatives	12,700	107,000	£3,587,000
Total	27,900	166,000	£12,357,000

Monmouthshire (FOD & WV area) - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	222,000	736,000	£41,759,000
Business	17,000	41,000	£2,599,000
Visits to friends and relatives	45,000	100,000	£5,198,000
Other	0	0	£0
Study	0	0	£0
Total	284,000	877,000	£49,556,000

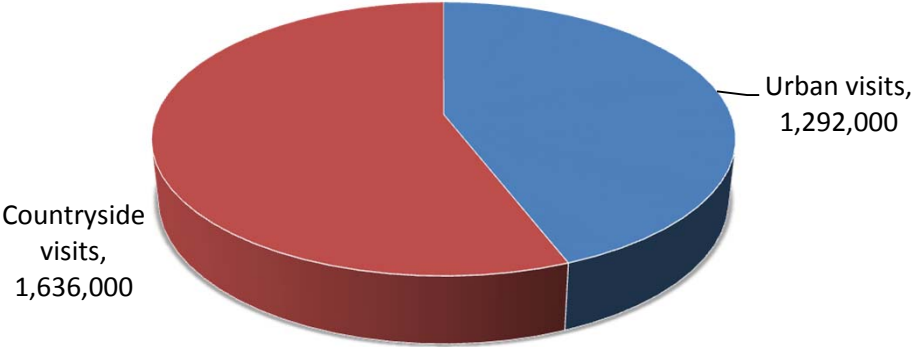
Overseas tourists	Trips	Nights	Spend
Holiday	22,000	138,000	£10,367,000
Business	2,000	8,000	£663,000
Visits to friends and relatives	4,000	20,000	£1,326,000
Other	0	0	£0
Study	0	0	£0
Total	28,000	166,000	£12,357,000



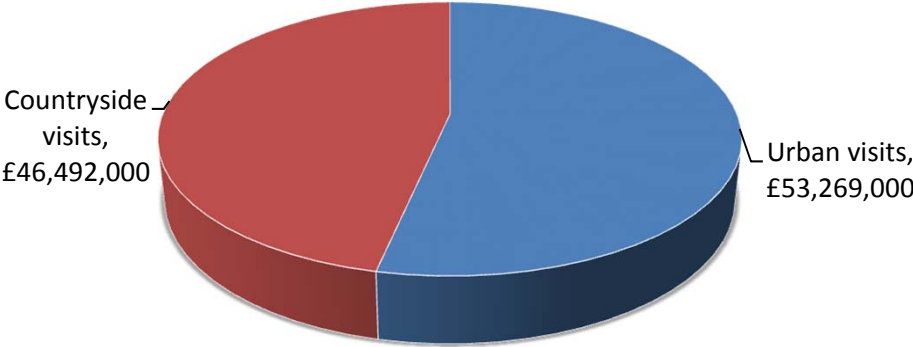
Monmouthshire (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
2,928,000	£99,761,000

Day visits



Day visit spend



Monmouthshire (FOD & WV area) – Direct visitor expenditure by category



Accommodation

- UK staying visitors £17,863,000
- Overseas staying visitors £4,031,000



Shopping

- UK staying visitors £6,402,000
- Overseas staying visitors £3,404,000
- Day visitors £32,264,000



Food & drink

- UK staying visitors £11,220,000
- Overseas staying visitors £2,808,000
- Day visitors £41,389,000



Attractions/entertainment

- UK staying visitors £5,494,000
- Overseas staying visitors £899,000
- Day visitors £13,494,000



Travel

- UK staying visitors £8,576,000
- Overseas staying visitors £1,215,000
- Day visitors £12,614,000

Monmouthshire (FOD & WV area)– Other expenditure by category



Second Homes
£155,000



Visiting friends and relatives (non-visitor spend)
£4,930,000

- 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.

Monmouthshire (FOD & WV area) – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£22,174,000	£828,000	£23,002,000
Retailing	£9,708,000	£31,942,000	£41,650,000
Catering	£13,607,000	£40,147,000	£53,754,000
Attractions/entertainment	£6,631,000	£14,231,000	£20,862,000
Transport	£5,875,000	£7,568,000	£13,443,000
Arising from non trip spend	£5,085,000	£0	£5,085,000
Total Direct	£63,080,000	£94,716,000	£157,796,000

*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	£63,080,000	£94,716,000	£157,796,000
Supplier and income induced	£14,937,000	£16,566,000	£31,503,000
Total	£78,017,000	£111,282,000	£189,299,000

Monmouthshire (FOD & WV area) – 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	265	10	275
Retailing	68	224	293
Catering	154	454	608
Attractions/entertainment	95	203	298
Transport	34	44	79
Arising from non trip spend	79	0	79
Total Direct	696	936	1,632

Value of Tourism 2019

Tewkesbury – (FOD & WV area)

Key Facts	
6,700	Staying visitor trips
19,000	Staying visitor nights
£1,042,000	Staying visitor spend
88,000	Day visits
£2,498,000	Day visitor spend
£3,540,000	Direct visitor spend
£162,000	Other related spend
£3,702,000	TOTAL VISITOR RELATED SPEND
£4,209,000	TOTAL BUSINESS TURNOVER SUPPORTED
76	Estimated actual employment
55	FTE employment

Tewkesbury (FOD & WV area) - Staying visits by accommodation type

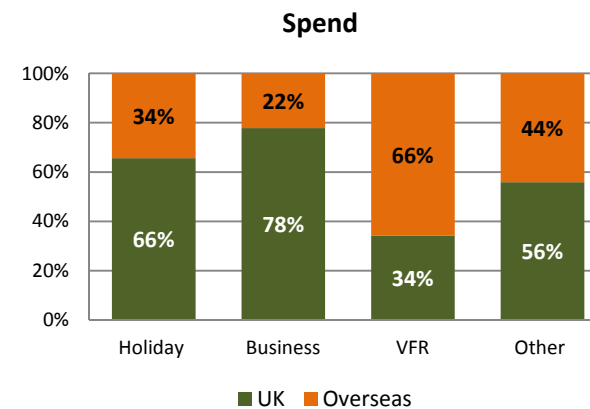
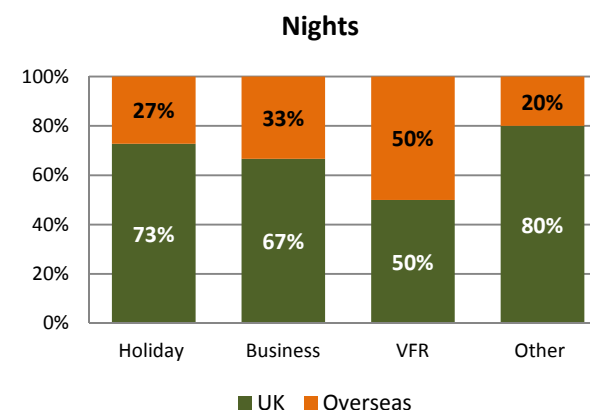
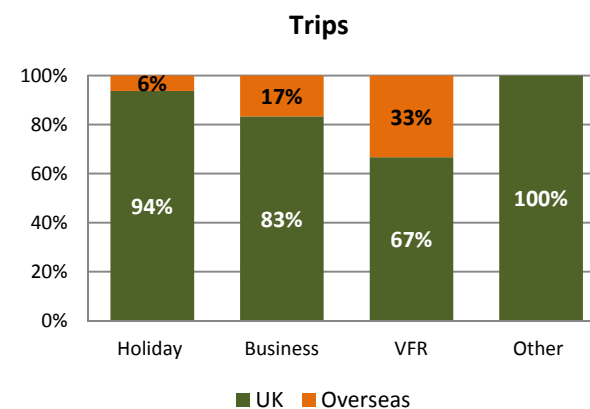
Domestic tourists	Trips	Nights	Spend
Serviced	1,200	2,100	£253,000
Self catering	0	0	£0
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	110	400	£11,000
Boat moorings	0	0	£0
Other	0	0	£0
Staying with friends and relatives	4,600	10,100	£375,000
Total	5,800	12,600	£639,000

Overseas tourists	Trips	Nights	Spend
Serviced	200	600	£93,000
Self catering	0	0	£0
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	10	200	£23,000
Boat moorings	0	0	£0
Other	0	0	£0
Staying with friends and relatives	600	5,600	£287,000
Total	900	6,400	£403,000

Tewkesbury (FOD & WV area) - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	3,000	8,000	£300,000
Business	1,000	2,000	£235,000
Visits to friends and relatives	1,000	2,000	£85,000
Other	200	400	£19,000
Study	0	0	£0
Total	5,800	12,600	£639,000

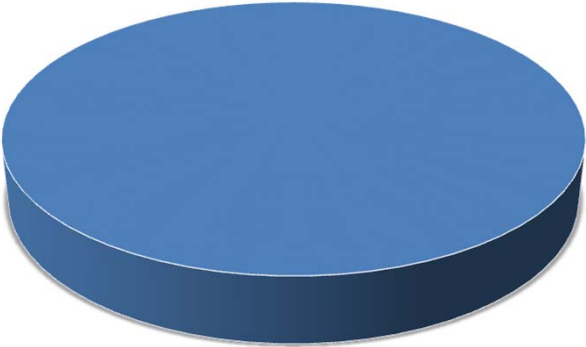
Overseas tourists	Trips	Nights	Spend
Holiday	200	3,000	£157,000
Business	200	1,000	£67,000
Visits to friends and relatives	500	2,000	£163,000
Other	0	100	£15,000
Study	0	0	£0
Total	900	6,400	£403,000



Tewkesbury (FOD & WV area) - Day visits by location

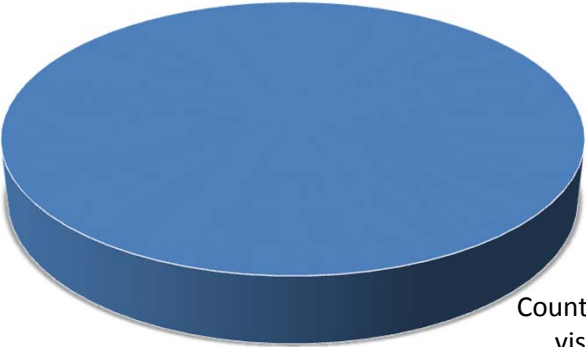
Total day visits	Total day visit spend
88,000	£2,498,000

Day visits



Countryside visits, 88,000

Day visit spend



Countryside visits, £2,498,000

Tewkesbury (FOD & WV area) – Direct visitor expenditure by category



Accommodation

- UK staying visitors £233,000
- Overseas staying visitors £115,000



Shopping

- UK staying visitors £71,000
- Overseas staying visitors £113,000
- Day visitors £475,000



Food & drink

- UK staying visitors £149,000
- Overseas staying visitors £93,000
- Day visitors £1,161,000



Attractions/entertainment

- UK staying visitors £58,000
- Overseas staying visitors £40,000
- Day visitors £450,000



Travel

- UK staying visitors £128,000
- Overseas staying visitors £42,000
- Day visitors £412,000

Tewkesbury (FOD & WV area)– Other expenditure by category



Second Homes
£3,000



Visiting friends and relatives (non-visitor spend)
£159,000

- 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.

Tewkesbury (FOD & WV area) – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£353,000	£23,000	£376,000
Retailing	£182,000	£470,000	£652,000
Catering	£235,000	£1,127,000	£1,362,000
Attractions/entertainment	£102,000	£466,000	£568,000
Transport	£102,000	£247,000	£349,000
Arising from non trip spend	£162,000	£0	£162,000
Total Direct	£1,136,000	£2,333,000	£3,469,000

*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	£1,136,000	£2,333,000	£3,469,000
Supplier and income induced	£275,000	£465,000	£740,000
Total	£1,411,000	£2,798,000	£4,209,000

Tewkesbury (FOD & WV area) – 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	5	0	5
Retailing	2	4	5
Catering	3	15	18
Attractions/entertainment	2	8	10
Transport	1	2	2
Arising from non trip spend	3	0	3
Total Direct	15	29	43