

The Economic Impact of the Forest of Dean and Wye Valley Visitor Economy 2022



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

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 2022. 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.

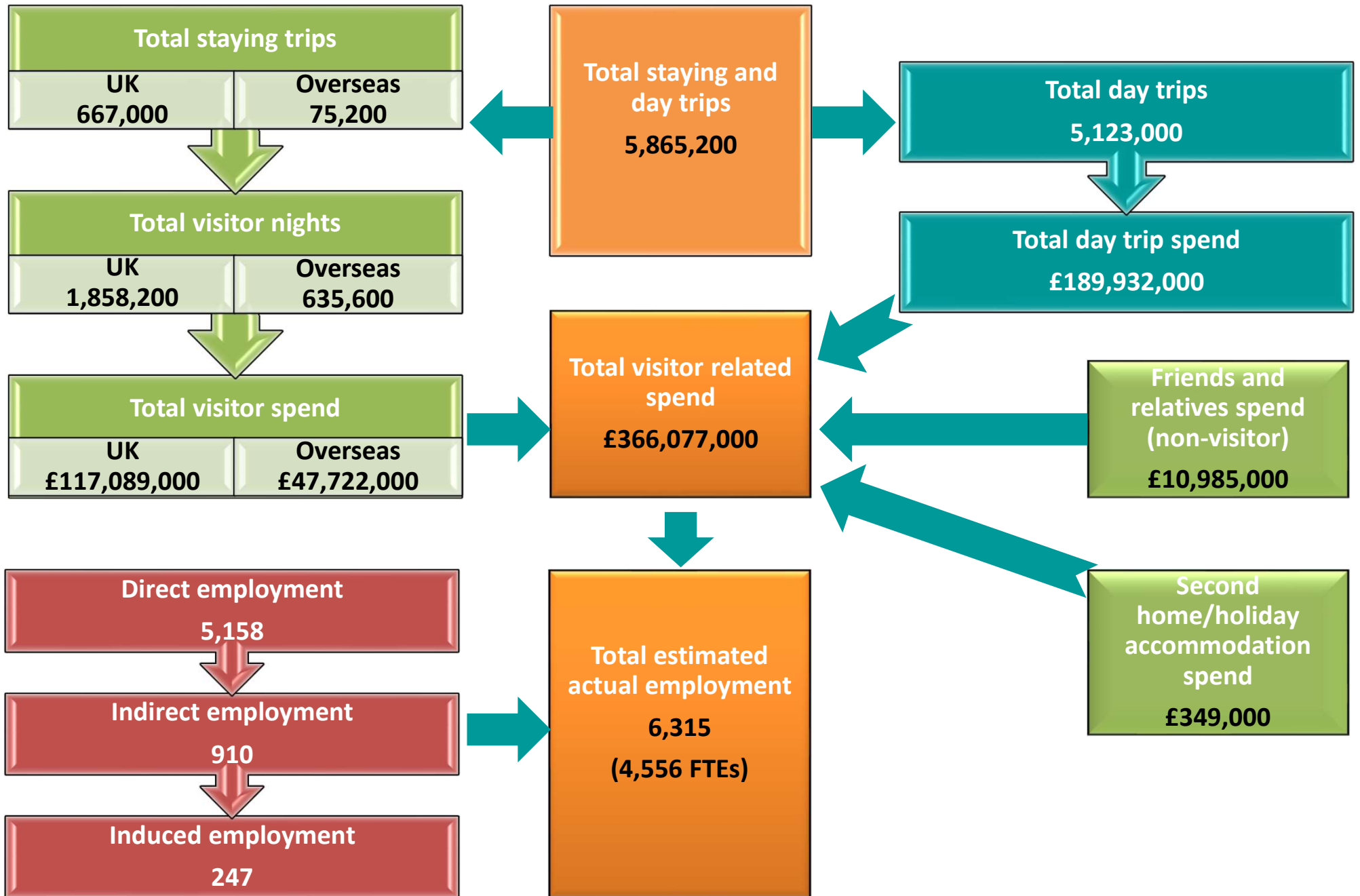
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 2022, 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

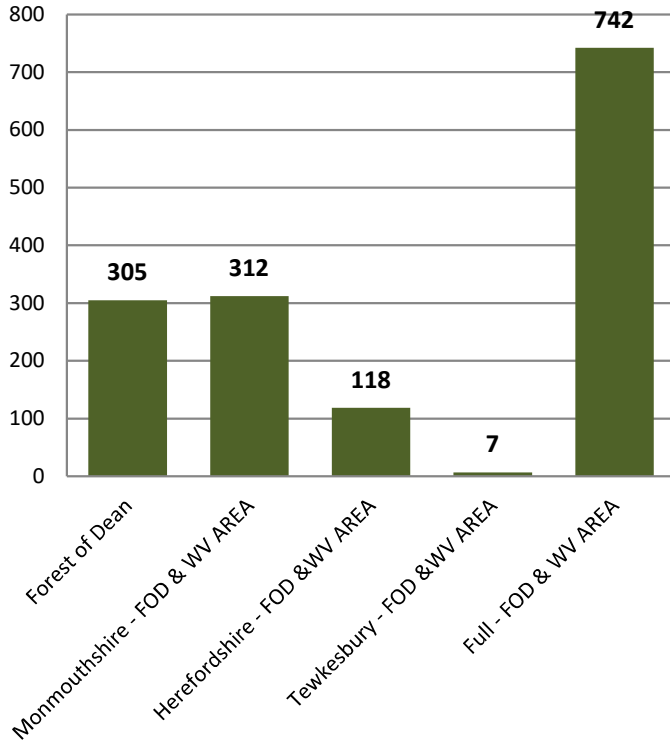


Forest of Dean and Wye Valley

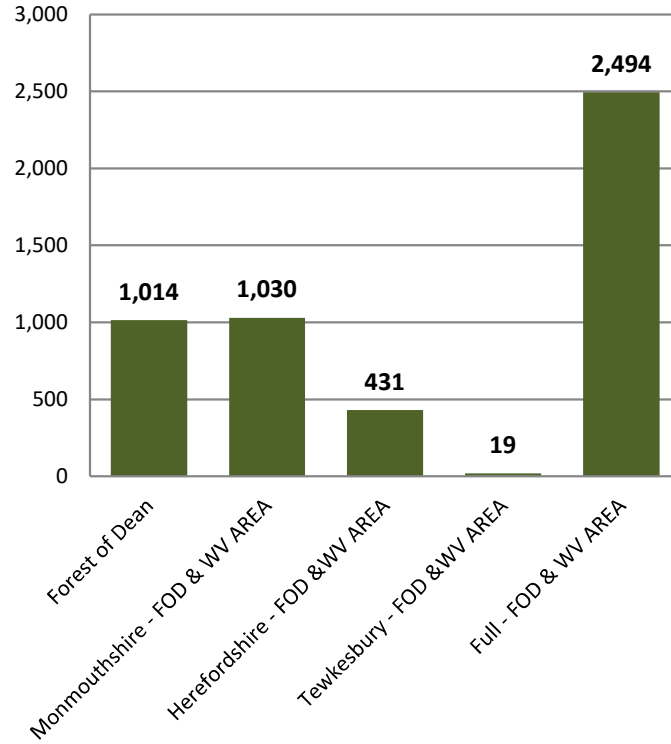
Key statistics	
UK average nights per trip	2.79
UK average spend per trip	£175.55
UK average spend per night	£63.01
Overseas average nights per trip	8.45
Overseas average spend per trip	£634.60
Overseas average spend per night	£75.08
Average spend per day visit	£37.07

Forest of Dean and Wye Valley - Staying visits

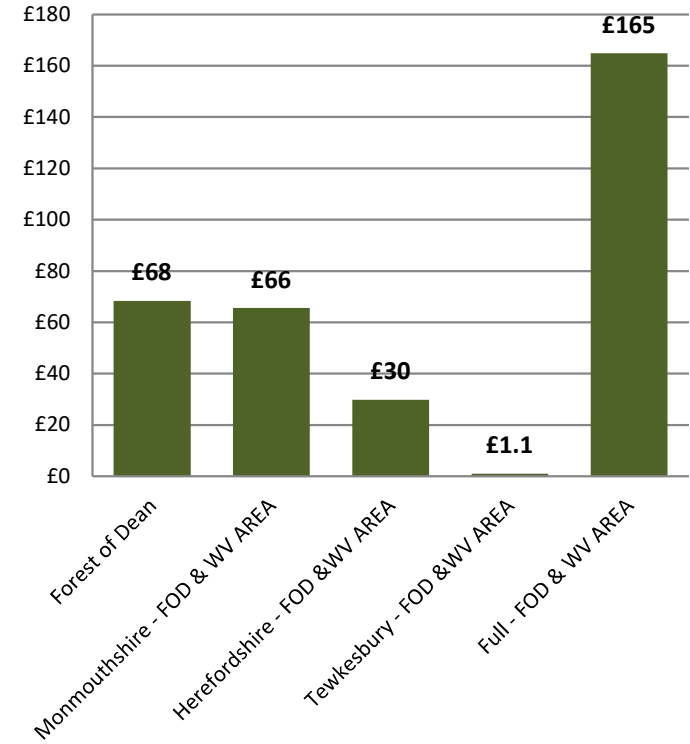
All staying trips (000's)



All staying nights (000's)

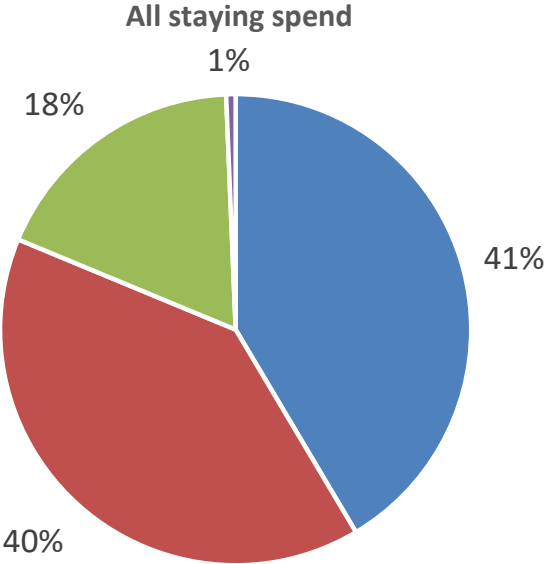
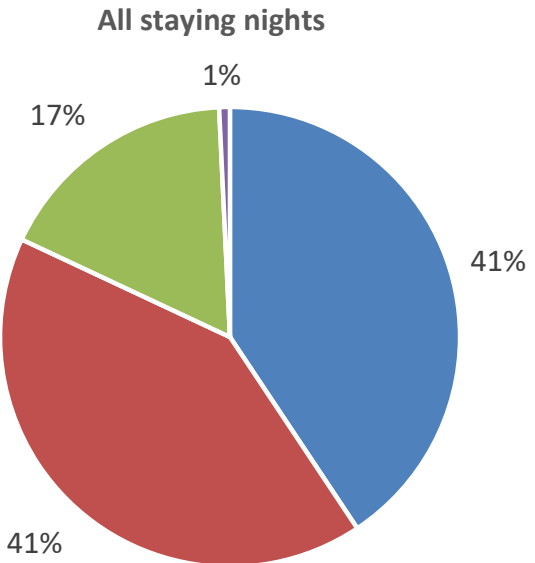
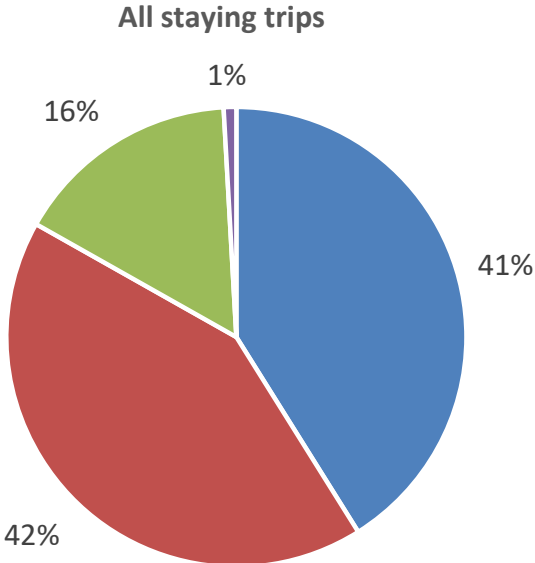


All staying spend (£ mn)



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	270	35	683	331	£45	£23
Monmouthshire - FOD & WV AREA	287	25	872	158	£53	£12
Herefordshire - FOD & WV AREA	104	14	291	140	£18	£12
Tewkesbury - FOD & WV AREA	6	1	12	7	£0.6	£0.4
Full - FOD & WV AREA	667	75	1,858	636	£117	£48

Forest of Dean and Wye Valley - Staying visits



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

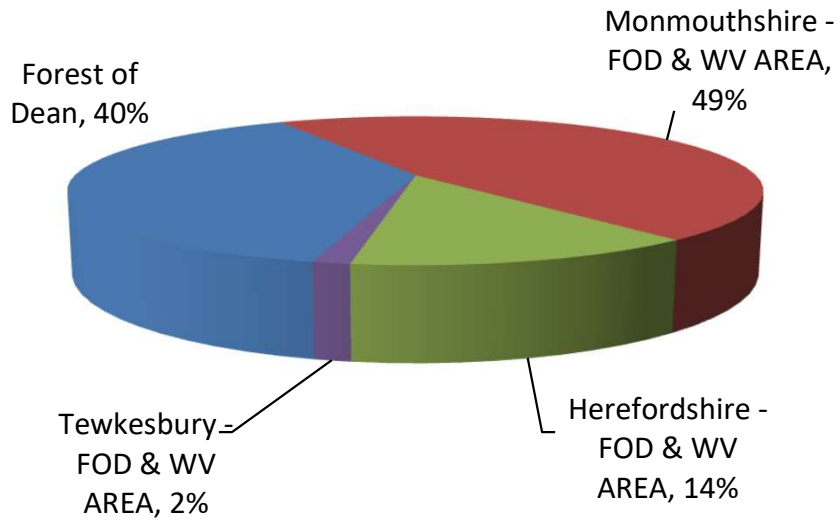
Forest of Dean and Wye Valley - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	164,600	334,700	£32,571,000
Self catering	117,900	463,000	£41,808,000
Touring caravans /tents	101,600	365,000	£15,633,000
Static vans/holiday centres	11,600	31,000	£2,240,000
Group/campus	23,200	53,000	£2,850,000
Paying guest in private homes	0	0	£0
Second homes	3,990	39,300	£838,000
Boat moorings	0	0	£0
Other	3,700	13,000	£1,062,000
Staying with friends and relatives	240,600	559,200	£20,088,000
Total	667,000	1,858,200	£117,089,000

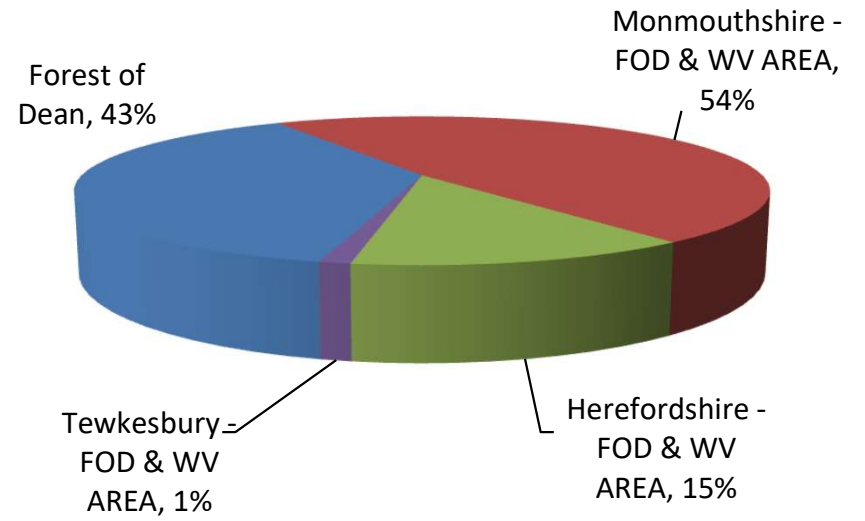
Overseas tourists	Trips	Nights	Spend
Serviced	20,200	64,600	£11,747,000
Self catering	8,400	112,000	£10,638,000
Touring caravans /tents	9,100	42,000	£2,389,000
Static vans/holiday centres	200	3,000	£267,000
Group/campus	6,800	132,000	£9,417,000
Paying guest in private homes	0	0	£0
Second homes	310	7,200	£474,000
Boat moorings	0	0	£0
Other	2,700	8,500	£889,000
Staying with friends and relatives	27,300	265,800	£11,901,000
Total	75,000	635,600	£47,722,000

Forest of Dean and Wye Valley - Day visits

All day visits



All day visit spend

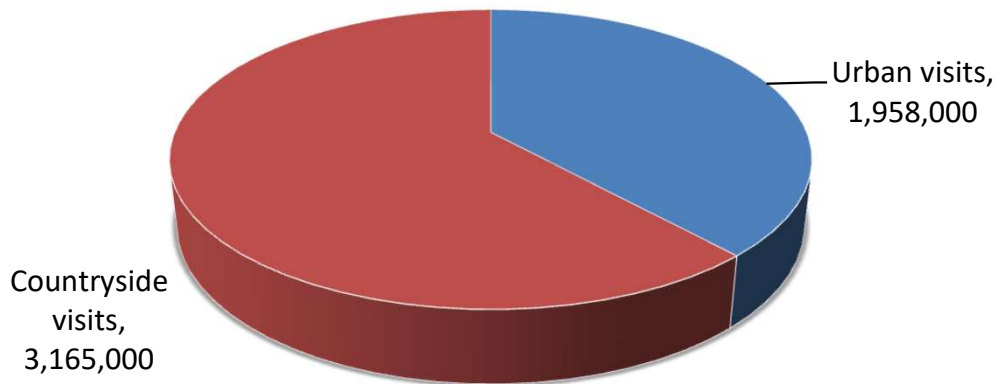


Area	Day visits	Day visit spend
Forest of Dean	2.0	£71.7
Monmouthshire - FOD & WV AREA	2.4	£90.8
Herefordshire - FOD & WV AREA	0.7	£25.2
Tewkesbury - FOD & WV AREA	0.07	£2.3
Full - FOD & WV AREA	5.1	£189.9

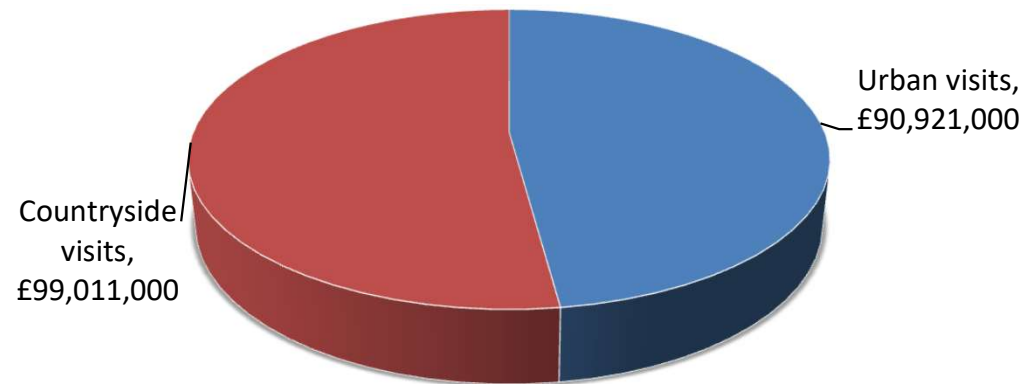
Forest of Dean and Wye Valley - Day visits by location

Total day visits	Total day visit spend
5,123,000	£189,932,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £41,820,000
- Overseas staying visitors £12,581,000

Totals

£54,401,000 (15%)



Shopping

- UK staying visitors £16,518,000
- Overseas staying visitors £15,430,000
- Day visitors £64,486,000

£96,434,000 (27%)



Food & drink

- UK staying visitors £23,487,000
- Overseas staying visitors £9,559,000
- Day visitors £71,805,000

£104,851,000 (30%)



Attractions/entertainment

- UK staying visitors £11,573,000
- Overseas staying visitors £4,579,000
- Day visitors £23,913,000

£40,065,000 (11%)



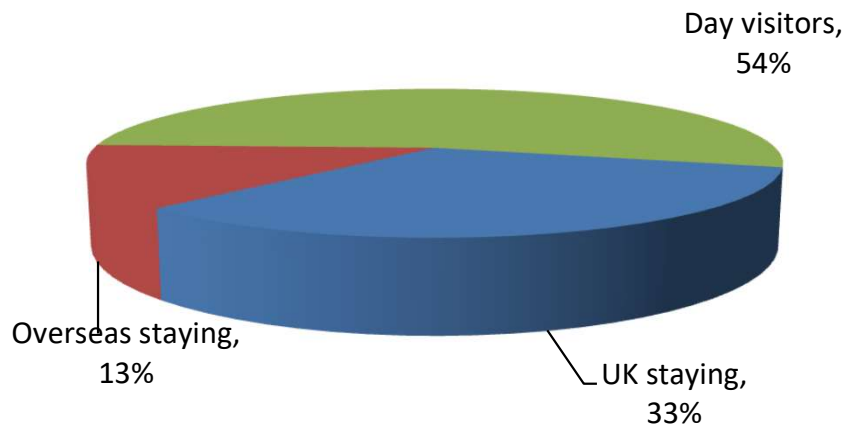
Travel

- UK staying visitors £23,689,000
- Overseas staying visitors £5,573,000
- Day visitors £29,727,000

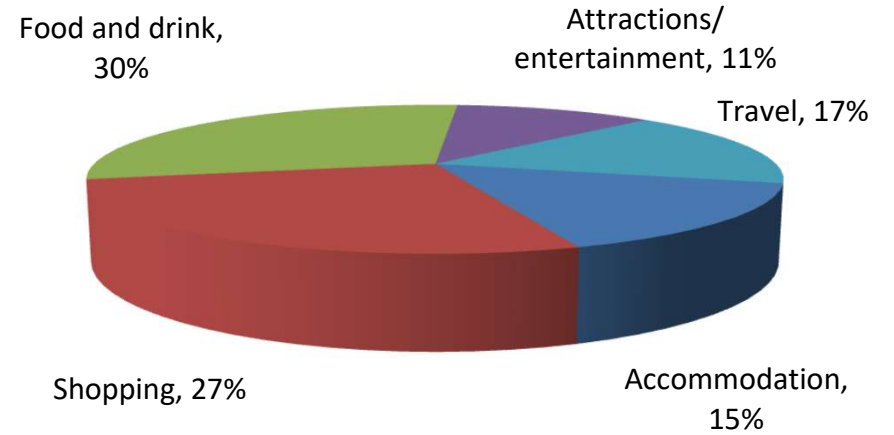
£58,989,000 (17%)

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

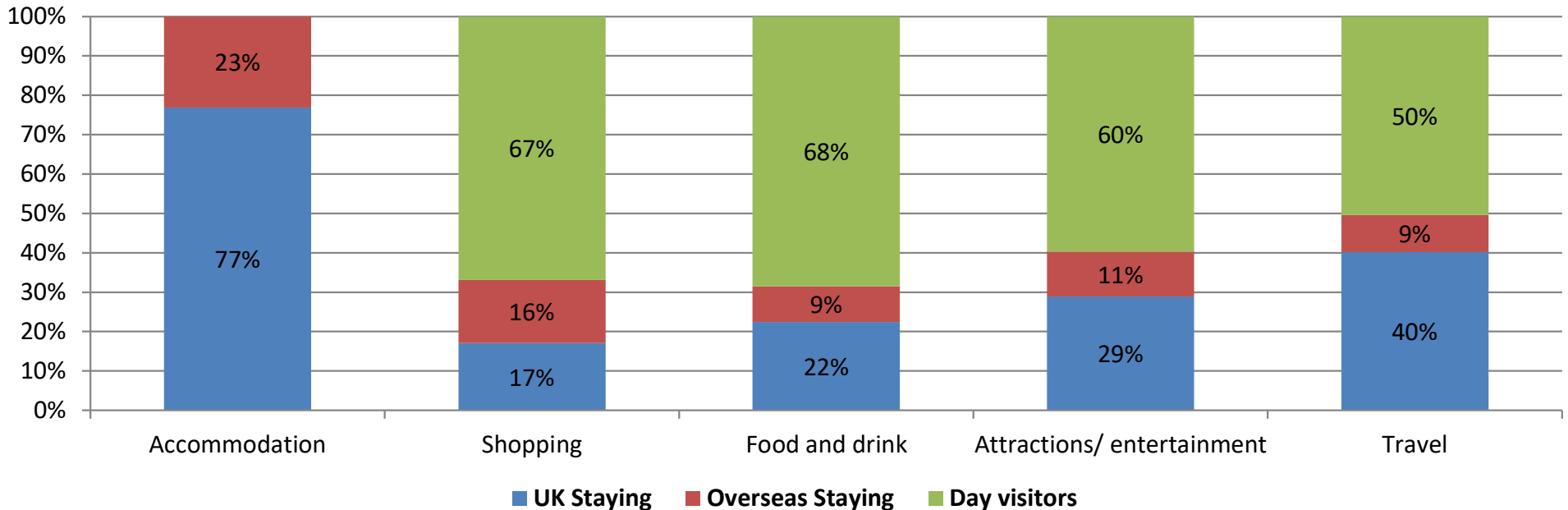
Spend by visitor type



Spend by sector



Spend by sector and visitor type



Forest of Dean and Wye Valley – Other visitor related expenditure



Second Homes

£349,000



Visiting friends and relatives (non-visitor spend)

£10,985,000

- 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	£55,062,000	£1,436,000	£56,498,000
Retailing	£31,629,000	£63,842,000	£95,471,000
Catering	£32,055,000	£69,651,000	£101,706,000
Attractions/entertainment	£16,802,000	£25,275,000	£42,077,000
Transport	£17,558,000	£17,836,000	£35,394,000
Arising from non trip spend	£11,334,000	£0	£11,334,000
Total Direct	£164,440,000	£178,040,000	£342,480,000

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£164,440,000	£178,040,000	£342,480,000
Supplier and income induced	£37,747,000	£30,058,000	£67,805,000
Total	£202,187,000	£208,098,000	£410,285,000

- 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	669	17	686
Retailing	221	447	668
Catering	362	787	1,149
Attractions/entertainment	266	399	665
Transport	100	102	202
Arising from non trip spend	170	0	170
Total Direct	1,788	1,752	3,540

Value of Tourism 2022

Forest of Dean

Key Facts	
305,000	Staying visitor trips
1,014,000	Staying visitor nights
£68,366,000	Staying visitor spend
1,962,000	Day visits
£71,713,000	Day visitor spend
£140,079,000	Direct visitor spend
£4,948,000	Other related spend
£145,027,000	TOTAL VISITOR RELATED SPEND
£162,900,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,514	Estimated actual employment
1,816	FTE employment
7%	Proportion of all employment

Forest of Dean - Staying visits by accommodation type

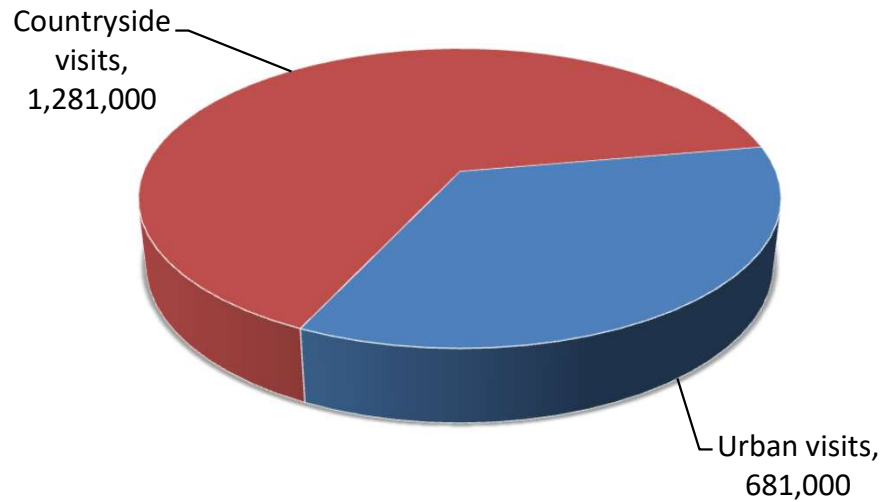
Domestic tourists	Trips	Nights	Spend
Serviced	35,300	59,000	£8,117,000
Self catering	58,900	176,000	£17,784,000
Touring caravans /tents	56,500	184,000	£8,455,000
Static vans/holiday centres	200	1,000	£49,000
Group/campus	16,800	35,000	£1,724,000
Paying guest in private homes	0	0	£0
Second homes	2,500	9,000	£255,000
Boat moorings	0	0	£0
Other	2,300	6,000	£502,000
Staying with friends and relatives	97,800	214,000	£8,365,000
Total	270,000	683,000	£45,251,000

Overseas tourists	Trips	Nights	Spend
Serviced	6,100	19,000	£3,264,000
Self catering	3,200	40,000	£2,633,000
Touring caravans /tents	3,800	15,000	£946,000
Static vans/holiday centres	0	0	£1,000
Group/campus	6,000	122,000	£8,695,000
Paying guest in private homes	0	0	£0
Second homes	300	5,000	£383,000
Boat moorings	0	0	£0
Other	2,200	6,000	£654,000
Staying with friends and relatives	13,200	123,000	£6,538,000
Total	35,000	331,000	£23,115,000

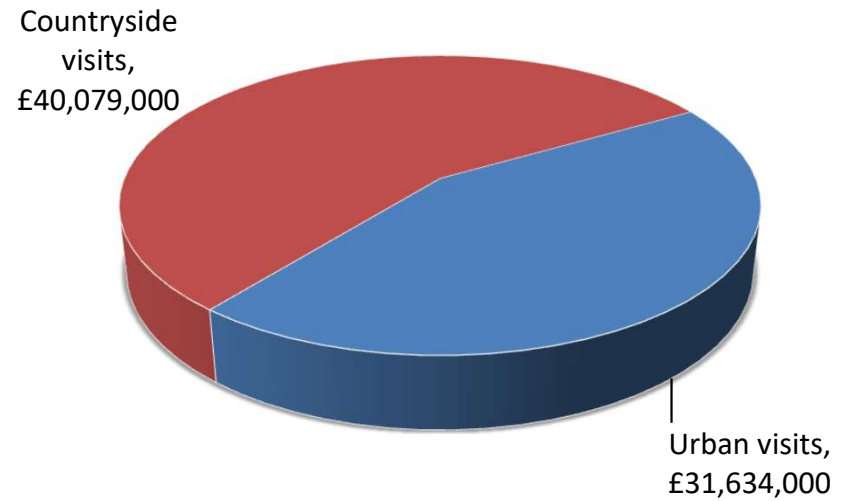
Forest of Dean - Day visits by location

Total day visits	Total day visit spend
1,962,00	£71,713,000

Day visits



Day visit spend



Forest of Dean – Direct visitor expenditure by category



Accommodation

- UK staying visitors £16,162,000
- Overseas staying visitors £6,094,000

Totals

£22,256,000 (16%)



Shopping

- UK staying visitors £6,384,000
- Overseas staying visitors £7,474,000
- Day visitors £23,683,000

£37,541,000 (27%)



Food & drink

- UK staying visitors £9,077,000
- Overseas staying visitors £4,630,000
- Day visitors £27,339,000

£41,046,000 (29%)



Attractions/entertainment

- UK staying visitors £4,473,000
- Overseas staying visitors £2,218,000
- Day visitors £9,232,000

£15,923,000 (11%)



Travel

- UK staying visitors £9,155,000
- Overseas staying visitors £2,699,000
- Day visitors £11,458,000

£23,312,000 (17%)

Forest of Dean – Other visitor related expenditure by category



Second Homes
£132,000



Visiting friends and relatives (non-visitor spend)
£4,816,000

- 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

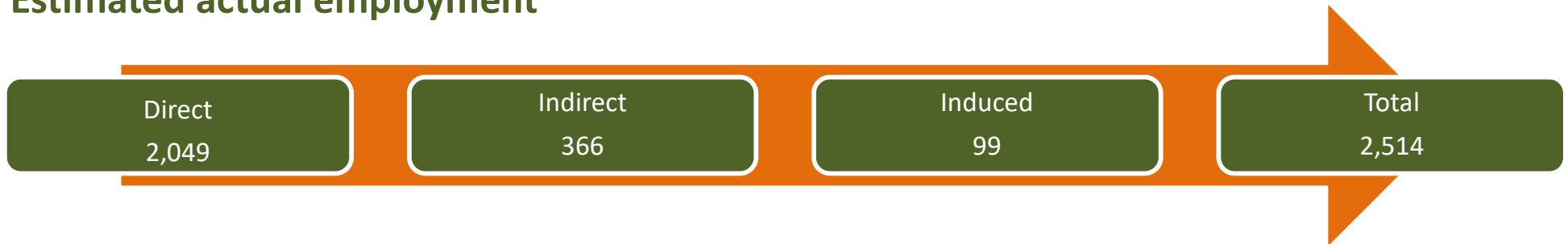
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£22,530,000	£547,000	£23,077,000
Retailing	£13,719,000	£23,447,000	£37,166,000
Catering	£13,296,000	£26,519,000	£39,815,000
Attractions/entertainment	£6,966,000	£9,742,000	£16,708,000
Transport	£7,113,000	£6,875,000	£13,988,000
Arising from non trip spend	£4,948,000	£0	£4,948,000
Total Direct	£68,572,000	£67,130,000	£135,702,000

*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	£68,572,000	£67,130,000	£135,702,000
Supplier and income induced	£15,784,000	£11,414,000	£27,198,000
Total	£84,356,000	£78,544,000	£162,900,000

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	274	7	280
Retailing	96	164	260
Catering	150	300	450
Attractions/entertainment	110	154	264
Transport	41	39	80
Arising from non trip spend	74	0	74
Total Direct	745	664	1,408

Value of Tourism 2022

Herefordshire – (FOD & WV area)

Key Facts	
118,400	Staying visitor trips
431,000	Staying visitor nights
£29,825,000	Staying visitor spend
696,000	Day visits
£25,157,000	Day visitor spend
£54,982,000	Direct visitor spend
£549,000	Other related spend
£55,531,000	TOTAL VISITOR RELATED SPEND
£62,311,000	TOTAL BUSINESS TURNOVER SUPPORTED
961	Estimated actual employment
690	FTE employment

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

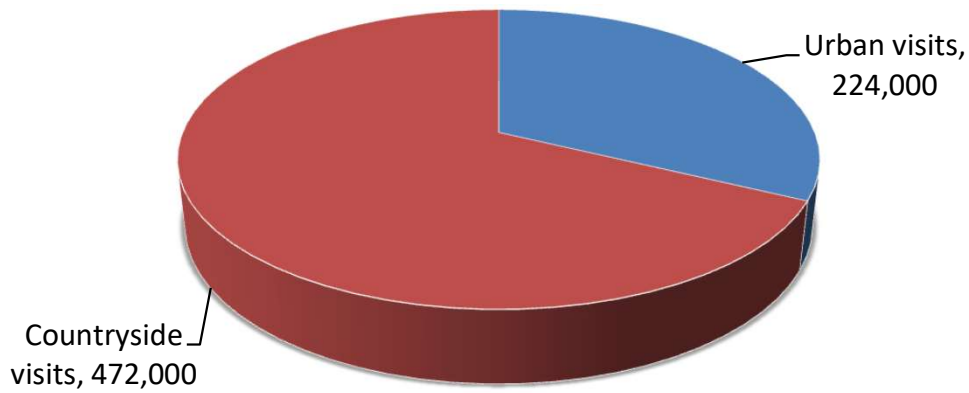
Domestic tourists	Trips	Nights	Spend
Serviced	61,200	134,000	£10,450,000
Self catering	17,200	73,000	£4,772,000
Touring caravans /tents	11,900	49,000	£1,538,000
Static vans/holiday centres	1,500	4,000	£322,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	300	1,000	£30,000
Boat moorings	0	0	£0
Other	600	1,000	£65,000
Staying with friends and relatives	11,200	28,000	£666,000
Total	104,000	291,000	£17,844,000

Overseas tourists	Trips	Nights	Spend
Serviced	6,100	28,000	£4,458,000
Self catering	2,100	54,000	£4,189,000
Touring caravans /tents	3,500	20,000	£1,345,000
Static vans/holiday centres	200	3,000	£266,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	0	1,000	£51,000
Boat moorings	0	0	£0
Other	300	1,500	£171,000
Staying with friends and relatives	2,200	32,000	£1,502,000
Total	14,400	140,000	£11,981,000

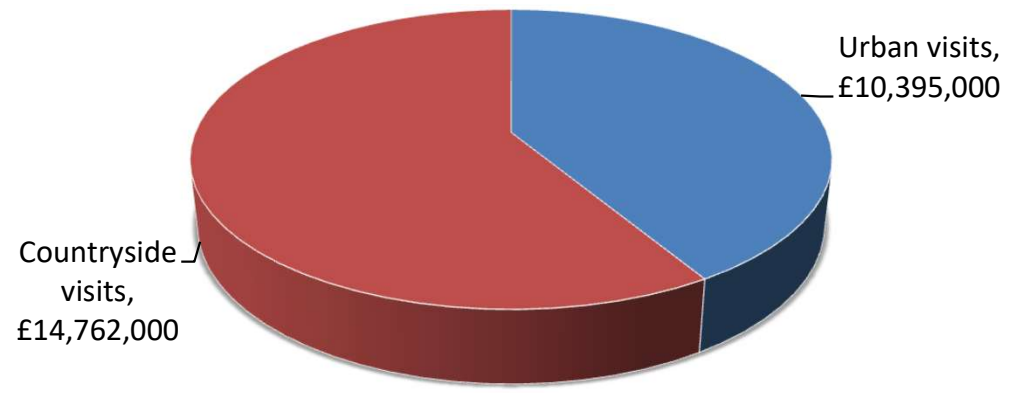
Herefordshire (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
696,000	£25,157,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £6,373,000
- Overseas staying visitors £3,159,000

Totals

£9,532,000 (17%)



Shopping

- UK staying visitors £2,517,000
- Overseas staying visitors £3,874,000
- Day visitors £8,135,000

£14,526,000 (26%)



Food & drink

- UK staying visitors £3,579,000
- Overseas staying visitors £2,400,000
- Day visitors £9,650,000

£15,629,000 (28%)



Attractions/entertainment

- UK staying visitors £1,764,000
- Overseas staying visitors £1,150,000
- Day visitors £3,292,000

£6,206,000 (11%)



Travel

- UK staying visitors £3,610,000
- Overseas staying visitors £1,399,000
- Day visitors £4,080,000

£9,089,000 (17%)

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



Second Homes
£16,000



Visiting friends and relatives (non-visitor spend)
£533,000

- 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	£9,651,000	£193,000	£9,844,000
Retailing	£6,327,000	£8,054,000	£14,381,000
Catering	£5,800,000	£9,360,000	£15,160,000
Attractions/entertainment	£3,037,000	£3,469,000	£6,506,000
Transport	£3,006,000	£2,448,000	£5,454,000
Arising from non trip spend	£549,000	£0	£549,000
Total Direct	£28,370,000	£23,524,000	£51,894,000

*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	£28,370,000	£23,524,000	£51,894,000
Supplier and income induced	£6,396,000	£4,021,000	£10,417,000
Total	£34,766,000	£27,545,000	£62,311,000

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	117	2	120
Retailing	44	56	101
Catering	66	106	171
Attractions/entertainment	48	55	103
Transport	17	14	31
Arising from non trip spend	8	0	8
Total Direct	300	233	534

Value of Tourism 2022

Monmouthshire – (FOD & WV area)

Key Facts	
312,300	Staying visitor trips
1,030,000	Staying visitor nights
£65,560,000	Staying visitor spend
2,391,000	Day visits
£90,752,000	Day visitor spend
£156,312,000	Direct visitor spend
£5,656,000	Other related spend
£161,968,000	TOTAL VISITOR RELATED SPEND
£181,115,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,779	Estimated actual employment
2,005	FTE employment

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

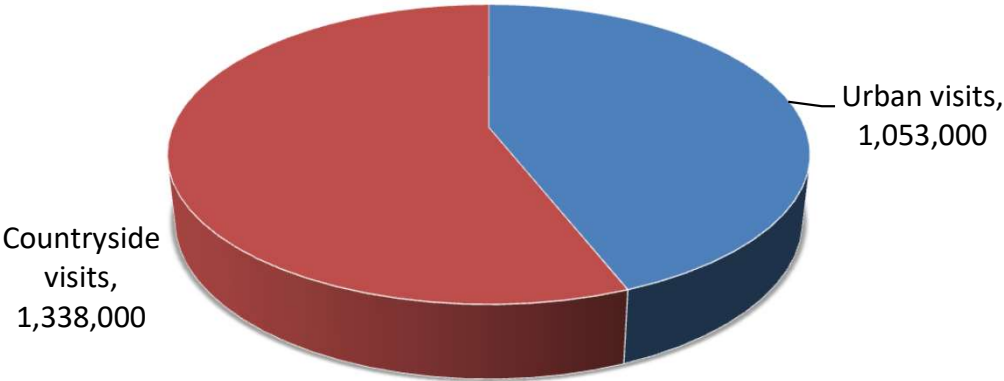
Domestic tourists	Trips	Nights	Spend
Serviced	67,100	140,000	£13,768,000
Self catering	41,800	214,000	£19,252,000
Touring caravans /tents	33,200	132,000	£5,640,000
Static vans/holiday centres	9,900	26,000	£1,869,000
Group/campus	6,400	18,000	£1,126,000
Paying guest in private homes	0	0	£0
Second homes	1,100	29,000	£543,000
Boat moorings	0	0	£0
Other	800	6,000	£495,000
Staying with friends and relatives	127,000	307,000	£10,661,000
Total	287,300	872,000	£53,353,000

Overseas tourists	Trips	Nights	Spend
Serviced	7,800	17,000	£3,930,000
Self catering	3,100	18,000	£3,816,000
Touring caravans /tents	1,800	7,000	£98,000
Static vans/holiday centres	0	0	£0
Group/campus	800	10,000	£722,000
Paying guest in private homes	0	0	£0
Second homes	0	1,000	£26,000
Boat moorings	0	0	£0
Other	200	1,000	£64,000
Staying with friends and relatives	11,300	105,000	£3,552,000
Total	25,000	158,000	£12,207,000

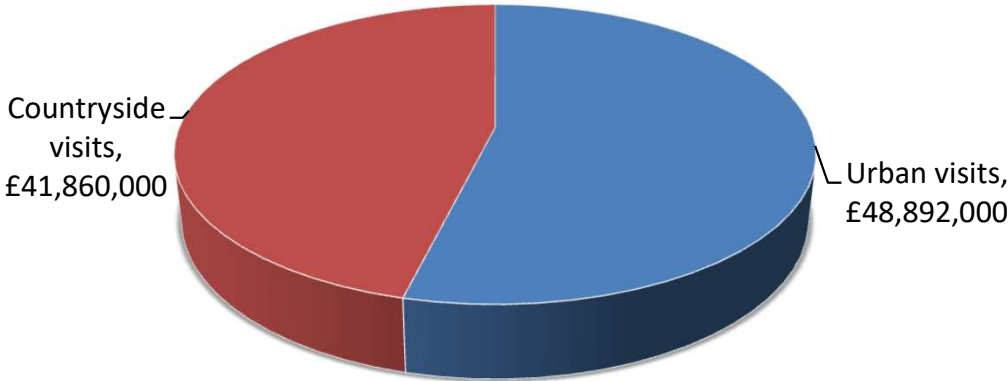
Monmouthshire (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
2,391,000	£90,752,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £19,056,000
- Overseas staying visitors £3,218,000

Totals

£22,274,000 (14%)



Shopping

- UK staying visitors £7,527,000
- Overseas staying visitors £3,947,000
- Day visitors £32,156,000

£43,630,000 (28%)



Food & drink

- UK staying visitors £10,702,000
- Overseas staying visitors £2,445,000
- Day visitors £33,849,000

£46,996,000 (30%)



Attractions/entertainment

- UK staying visitors £5,273,000
- Overseas staying visitors £1,171,000
- Day visitors £11,015,000

£17,459,000 (11%)



Travel

- UK staying visitors £10,794,000
- Overseas staying visitors £1,426,000
- Day visitors £13,732,000

£25,952,000 (17%)

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



Second Homes
£197,000



Visiting friends and relatives (non-visitor spend)
£5,459,000

- 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	£22,537,000	£677,000	£23,214,000
Retailing	£11,359,000	£31,834,000	£43,193,000
Catering	£12,753,000	£32,834,000	£45,587,000
Attractions/entertainment	£6,691,000	£11,675,000	£18,366,000
Transport	£7,332,000	£8,239,000	£15,571,000
Arising from non trip spend	£5,656,000	£0	£5,656,000
Total Direct	£66,328,000	£85,259,000	£151,587,000

*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	£66,328,000	£85,259,000	£151,587,000
Supplier and income induced	£15,297,000	£14,231,000	£29,528,000
Total	£81,625,000	£99,490,000	£181,115,000

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	274	8	282
Retailing	80	223	302
Catering	144	371	515
Attractions/entertainment	106	185	290
Transport	42	47	89
Arising from non trip spend	85	0	85
Total Direct	730	834	1,563

Value of Tourism 2022

Tewkesbury – (FOD & WV area)

Key Facts	
6,500	Staying visitor trips
18,800	Staying visitor nights
£1,060,000	Staying visitor spend
74,000	Day visits
£2,310,000	Day visitor spend
£3,370,000	Direct visitor spend
£181,000	Other related spend
£3,551,000	TOTAL VISITOR RELATED SPEND
£3,959,000	TOTAL BUSINESS TURNOVER SUPPORTED
62	Estimated actual employment
45	FTE employment

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

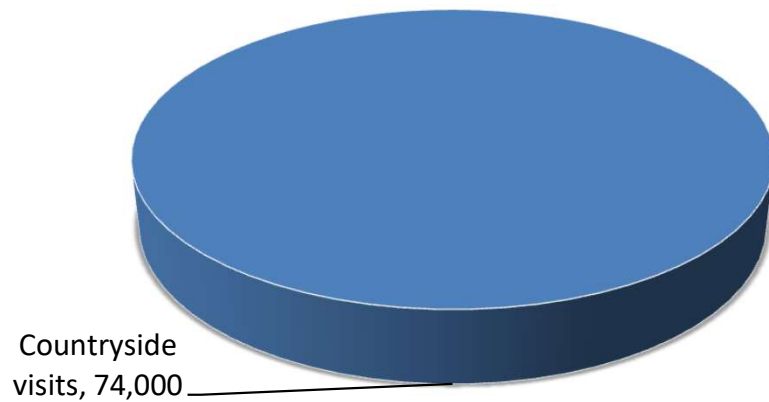
Domestic tourists	Trips	Nights	Spend
Serviced	1,000	1,700	£236,000
Self catering	0	0	£0
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	90	300	£10,000
Boat moorings	0	0	£0
Other	0	0	£0
Staying with friends and relatives	4,600	10,200	£396,000
Total	5,700	12,200	£641,000

Overseas tourists	Trips	Nights	Spend
Serviced	200	600	£95,000
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	£14,000
Boat moorings	0	0	£0
Other	0	0	£0
Staying with friends and relatives	600	5,800	£309,000
Total	800	6,600	£419,000

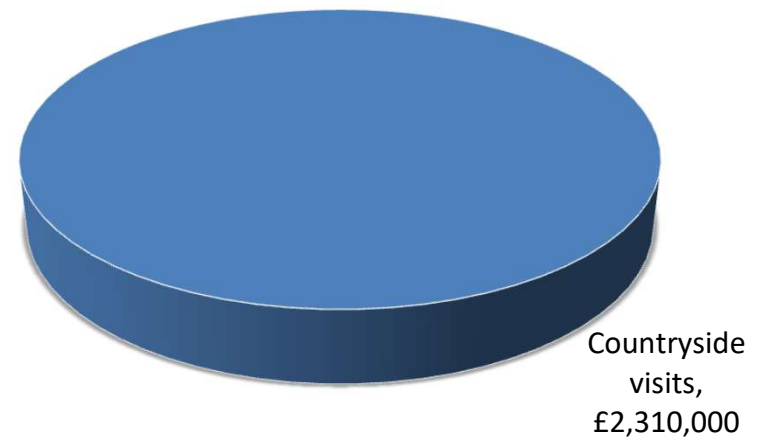
Tewkesbury (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
74,000	£2,310,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £229,000
- Overseas staying visitors £110,000

Totals

£339,000 (10%)



Shopping

- UK staying visitors £90,000
- Overseas staying visitors £135,000
- Day visitors £512,000

£737,000 (22%)



Food & drink

- UK staying visitors £129,000
- Overseas staying visitors £84,000
- Day visitors £967,000

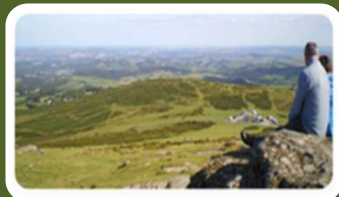
£1,180,000 (35%)



Attractions/entertainment

- UK staying visitors £63,000
- Overseas staying visitors £40,000
- Day visitors £374,000

£477,000 (14%)



Travel

- UK staying visitors £130,000
- Overseas staying visitors £49,000
- Day visitors £457,000

£636,000 (19%)

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



Second Homes

£4,000



Visiting friends and relatives (non-visitor spend)

£177,000

- 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	£344,000	£19,000	£363,000
Retailing	£224,000	£507,000	£731,000
Catering	£206,000	£938,000	£1,144,000
Attractions/entertainment	£108,000	£389,000	£497,000
Transport	£107,000	£274,000	£381,000
Arising from non trip spend	£181,000	£0	£181,000
Total Direct	£1,170,000	£2,127,000	£3,297,000

*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	£1,170,000	£2,127,000	£3,297,000
Supplier and income induced	£270,000	£392,000	£662,000
Total	£1,440,000	£2,519,000	£3,959,000

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	4	0	4
Retailing	2	4	5
Catering	2	11	13
Attractions/entertainment	2	6	8
Transport	1	2	2
Arising from non trip spend	3	0	3
Total Direct	13	22	35