

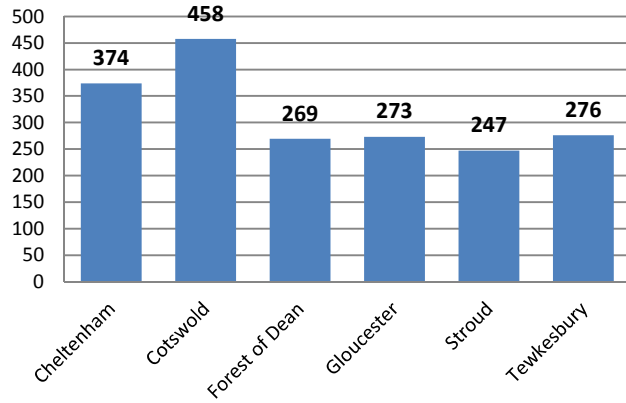
Value of Tourism 2011

Forest of Dean

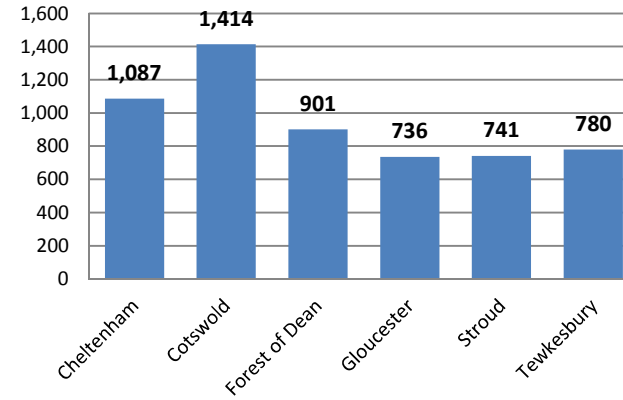
Key Facts	
269,300	Staying visitor trips
901,000	Staying visitor nights
£45,561,000	Staying visitor spend
2,699,000	Day visits
£74,764,000	Day visitor spend
£120,325,000	Direct visitor spend
£5,069,000	Other related spend
£125,394,000	TOTAL VISITOR RELATED SPEND
2,896	Estimated actual employment
2,071	FTE employment
7%	Proportion of all employment

Forest of Dean - Staying visits in the county context

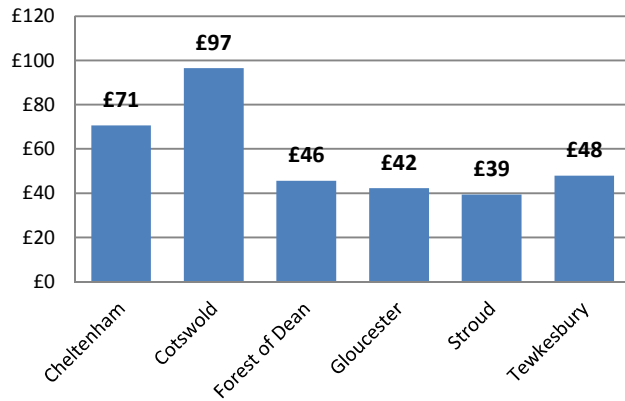
All staying trips



All staying nights



All staying spend



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	320	54	775	312	£51	£19
Cotswold	399	58	1,071	343	£74	£23
Forest of Dean	238	31	692	209	£35	£11
Gloucester	232	41	510	226	£29	£13
Stroud	213	34	516	225	£28	£12
Tewkesbury	238	38	586	194	£36	£12

Forest of Dean - Staying visits by accommodation type

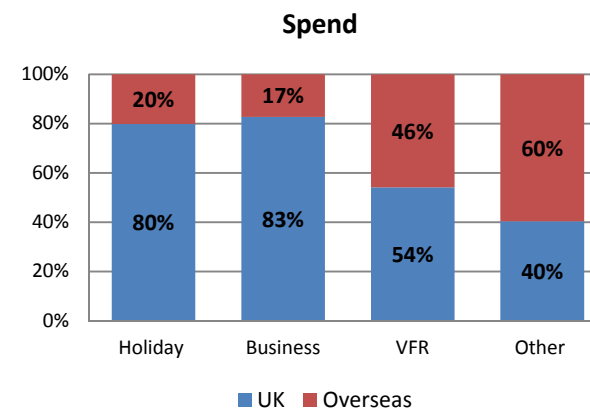
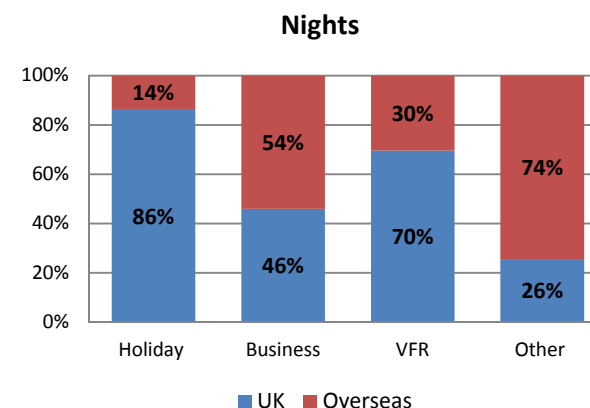
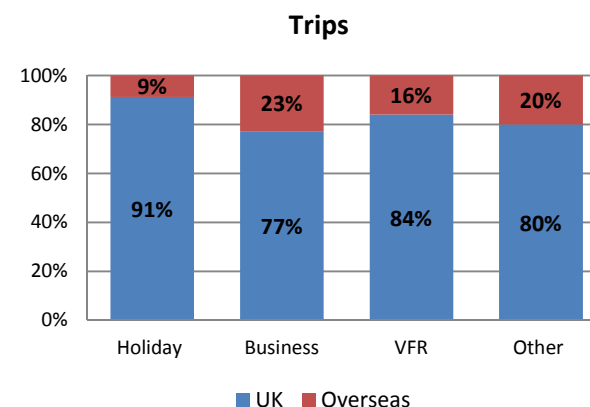
Domestic tourists	Trips	Nights	Spend
Serviced	30,700	58,000	£6,619,000
Self catering	37,100	143,000	£10,869,000
Touring caravans /tents	66,900	253,000	£9,307,000
Static vans/holiday centres	0	0	£0
Group/campus	1,900	3,000	£217,000
Paying guest in private homes	0	0	£0
Second homes	1,800	5,000	£113,000
Boat moorings	0	0	£0
Other	6,000	22,000	£855,000
Staying with friends and relatives	94,000	207,000	£6,556,000
Total	238,300	692,000	£34,535,000

Overseas tourists	Trips	Nights	Spend
Serviced	6,500	17,000	£2,001,000
Self catering	2,200	40,000	£2,308,000
Touring caravans /tents	4,300	13,000	£554,000
Static vans/holiday centres	0	0	£0
Group/campus	1,500	15,000	£897,000
Paying guest in private homes	0	0	£0
Second homes	500	5,000	£310,000
Boat moorings	0	0	£0
Other	2,000	3,000	£412,000
Staying with friends and relatives	14,100	116,000	£4,543,000
Total	31,000	209,000	£11,026,000

Forest of Dean - Staying visits by purpose

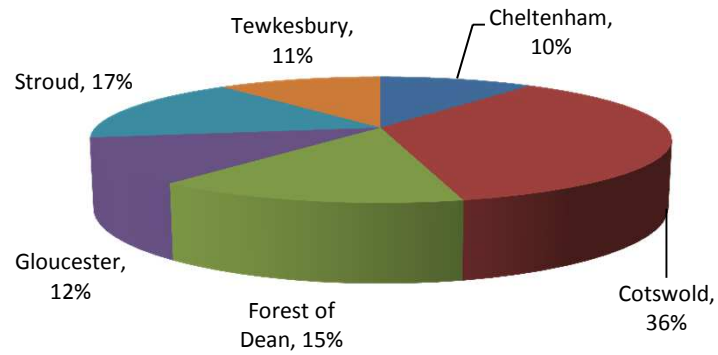
Domestic tourists	Trips	Nights	Spend
Holiday	176,000	543,000	£21,842,000
Business	17,000	40,000	£8,650,000
Visits to friends and relatives	42,000	96,000	£3,625,000
Other	4,000	12,000	£418,000
Study	0	0	£0
Total	238,000	692,000	£34,535,000

Overseas tourists	Trips	Nights	Spend
Holiday	17,000	85,000	£5,524,000
Business	5,000	47,000	£1,807,000
Visits to friends and relatives	8,000	42,000	£3,077,000
Other	1,000	35,000	£618,000
Study	0	0	£0
Total	31,000	209,000	£11,026,000

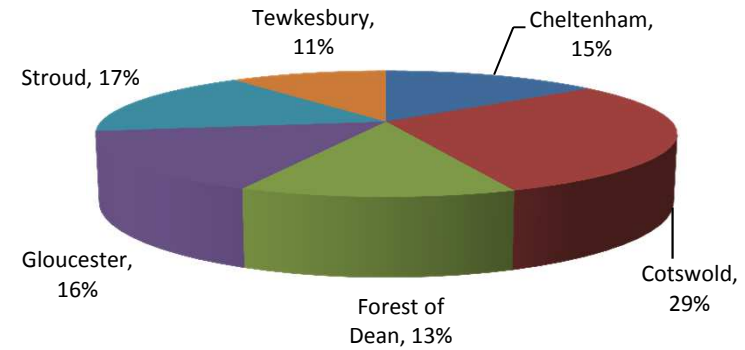


Forest of Dean - Day visits in the county context

All day visits



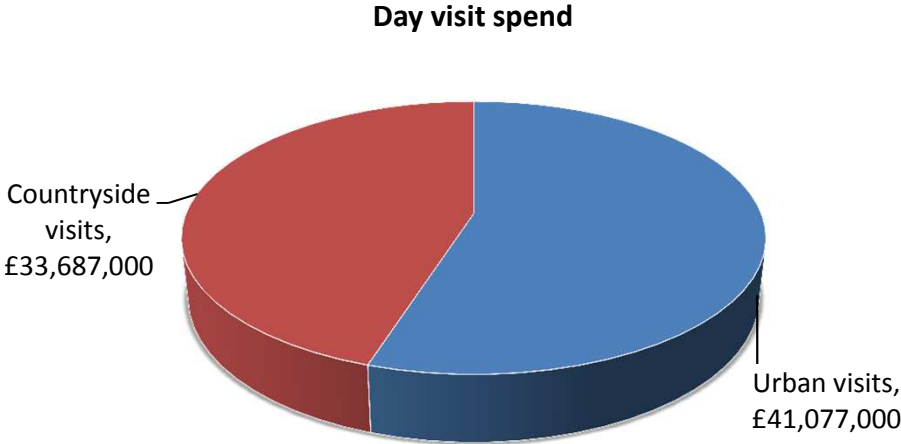
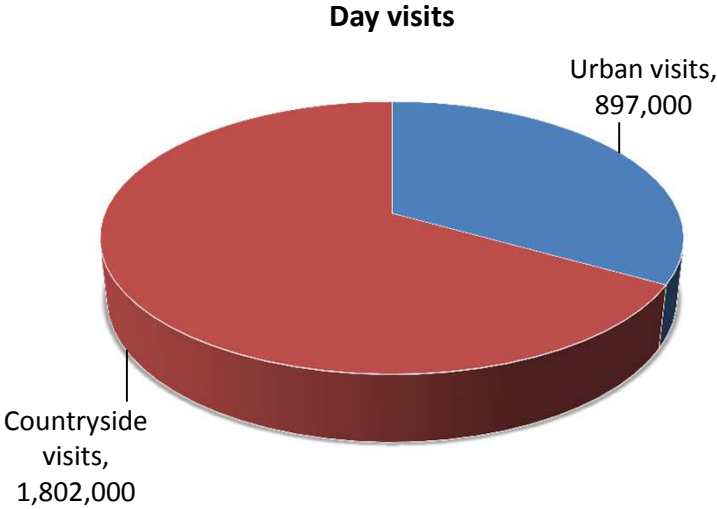
All day visit spend



Area	Day visits (millions)	Day visit spend (millions)
Cheltenham	1.9	£84.8
Cotswold	6.6	£171.7
Forest of Dean	2.7	£74.8
Gloucester	2.2	£92.0
Stroud	3.1	£98.2
Tewkesbury	2.0	£61.4

Forest of Dean - Day visits by location

Total day visits	Total day visit spend
2,699,000	£74,764,000



Forest of Dean – Direct visitor expenditure by category



Accommodation

- UK staying visitors £12,681,000
- Overseas staying visitors £3,377,000



Shopping

- UK staying visitors £4,047,000
- Overseas staying visitors £3,028,000
- Day visitors £24,469,000



Food & drink

- UK staying visitors £7,931,000
- Overseas staying visitors £2,483,000
- Day visitors £30,910,000



Attractions/entertainment

- UK staying visitors £3,376,000
- Overseas staying visitors £1,036,000
- Day visitors £10,016,000



Travel

- UK staying visitors £6,500,000
- Overseas staying visitors £1,101,000
- Day visitors £9,370,000

Forest of Dean – Other visitor related expenditure by category



Second Homes
£138,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£4,931,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

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	284	11	295
Retailing	68	235	303
Catering	161	477	637
Attractions/entertainment	86	197	283
Transport	33	40	73
Arising from non trip spend	80	0	80
Total Direct	712	960	1,672