

The Economic Impact of the Forest of Dean and Wye Valley Visitor Economy 2014



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

By

The South West Research Company Ltd



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Contents

	Page
Introduction	3
Forest of Dean and Wye Valley full area data	4
Forest of Dean data	17
Herefordshire (Forest of Dean and Wye Valley area)	24
Monmouthshire (Forest of Dean and Wye Valley area)	31
Tewkesbury (Forest of Dean and Wye Valley area)	38



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 2014. The Forest of Dean and Wye Valley 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.

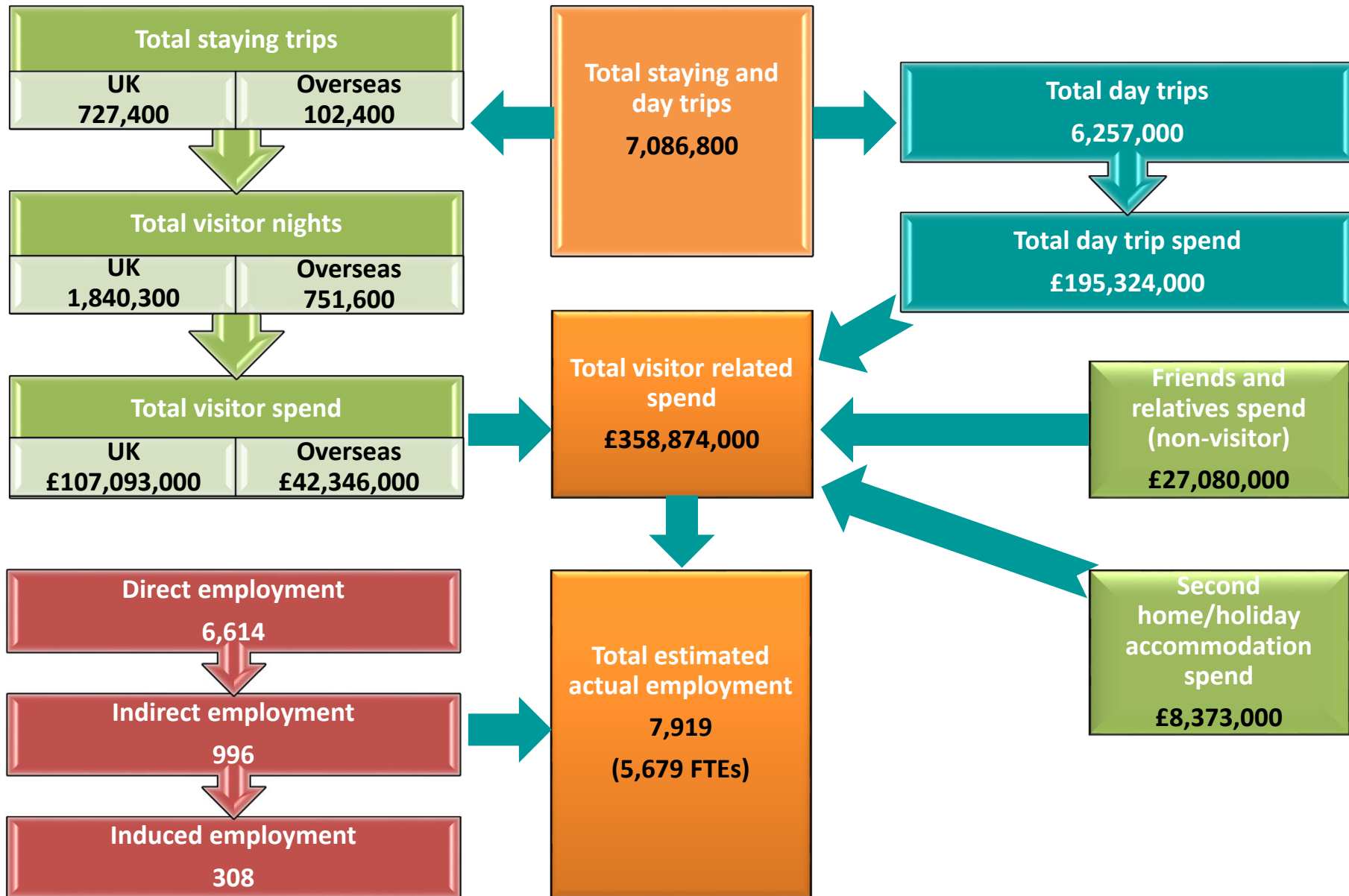
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 2014, including key facts about the economy, weather and key events please see Appendix 2 of this report.



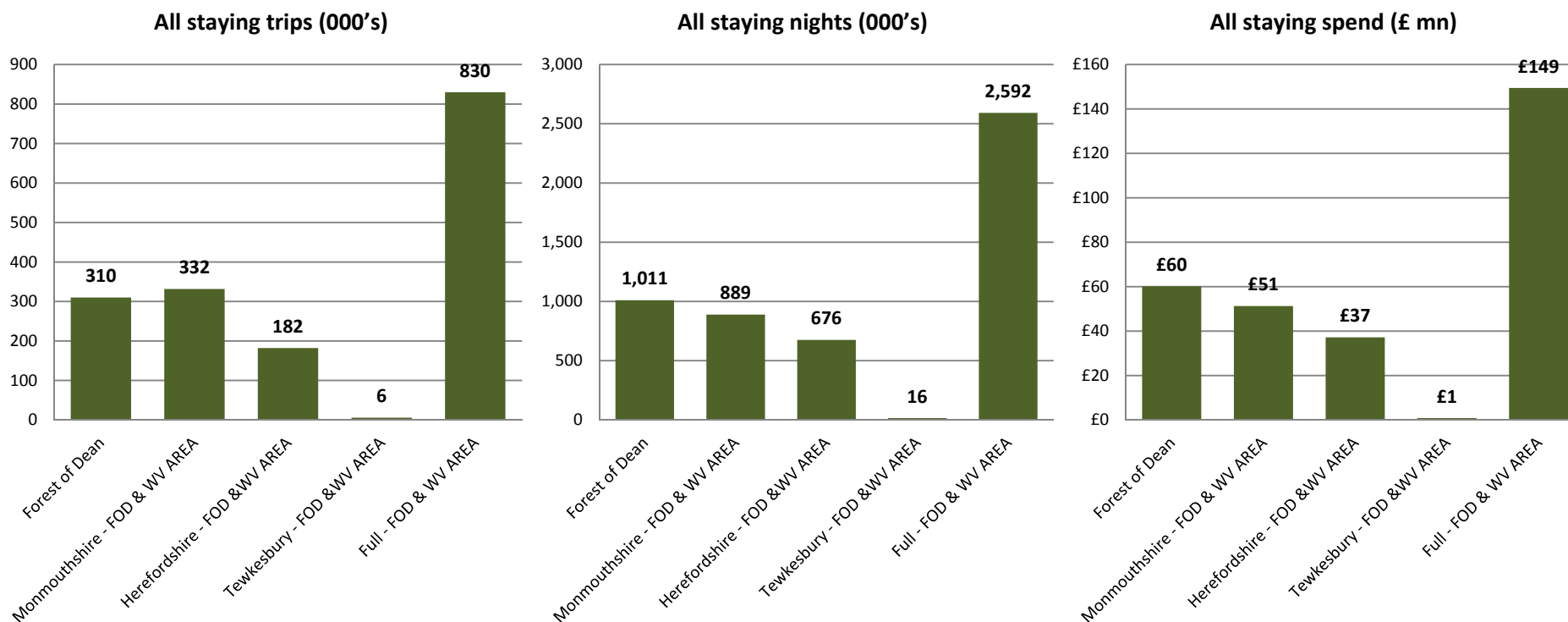
Forest of Dean and Wye Valley - Key facts at a glance



Forest of Dean and Wye Valley

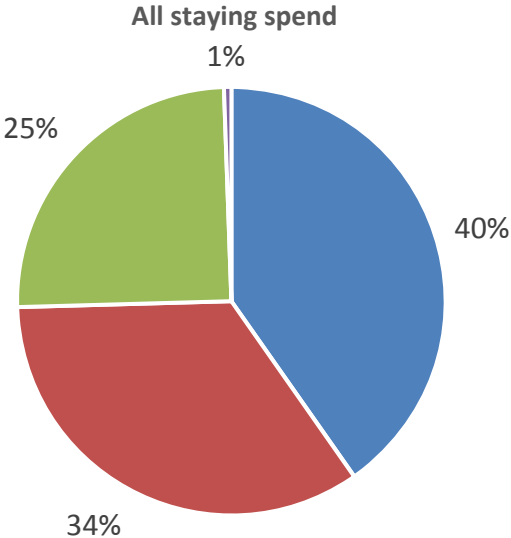
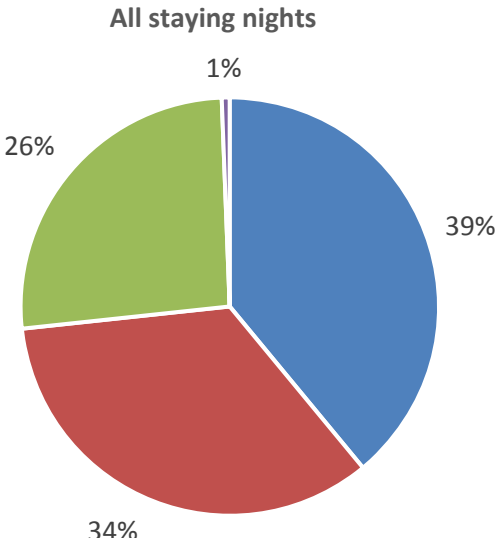
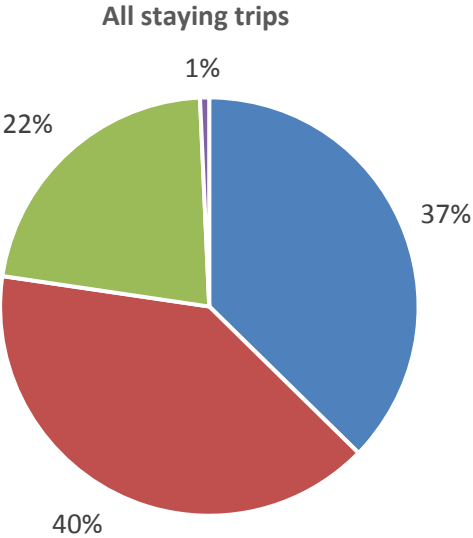
Key statistics	
UK average nights per trip	2.53
UK average spend per trip	£147.23
UK average spend per night	£58.19
Overseas average nights per trip	7.34
Overseas average spend per trip	£413.54
Overseas average spend per night	£56.34
Average spend per day visit	£31.22

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	269	41	712	299	£41	£19
Monmouthshire - FOD & WV AREA	301	31	723	166	£41	£10
Herefordshire - FOD & WV AREA	153	29	395	281	£24	£13
Tewkesbury - FOD & WV AREA	5	1	10	6	£1	£0.3
Full - FOD & WV AREA	727	102	1,840	752	£107	£42

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

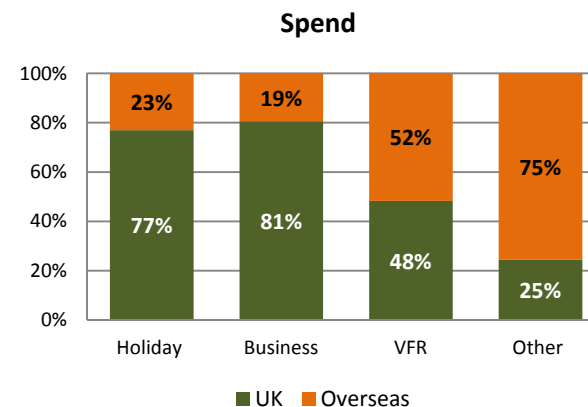
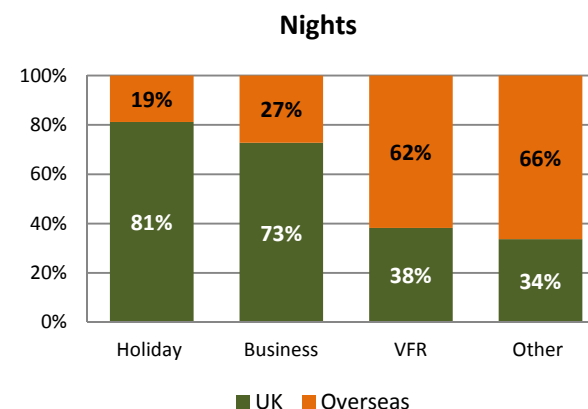
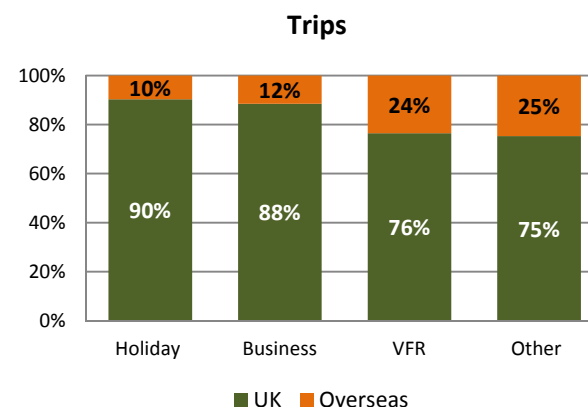
Domestic tourists	Trips	Nights	Spend
Serviced	190,200	366,900	£39,049,000
Self catering	85,700	309,000	£25,532,000
Touring caravans /tents	125,600	402,000	£15,231,000
Static vans/holiday centres	10,000	40,000	£1,504,000
Group/campus	18,800	62,000	£2,197,000
Paying guest in private homes	0	0	£0
Second homes	3,530	13,100	£495,000
Boat moorings	0	0	£0
Other	5,200	11,000	£823,000
Staying with friends and relatives	288,400	636,300	£22,265,000
Total	727,400	1,840,300	£107,093,000

Overseas tourists	Trips	Nights	Spend
Serviced	24,100	87,600	£9,768,000
Self catering	5,800	100,000	£6,824,000
Touring caravans /tents	13,400	73,000	£3,176,000
Static vans/holiday centres	200	4,000	£108,000
Group/campus	9,300	104,000	£7,046,000
Paying guest in private homes	0	0	£0
Second homes	910	13,100	£662,000
Boat moorings	0	0	£0
Other	5,100	20,000	£1,311,000
Staying with friends and relatives	43,600	347,900	£13,451,000
Total	102,000	751,600	£42,346,000

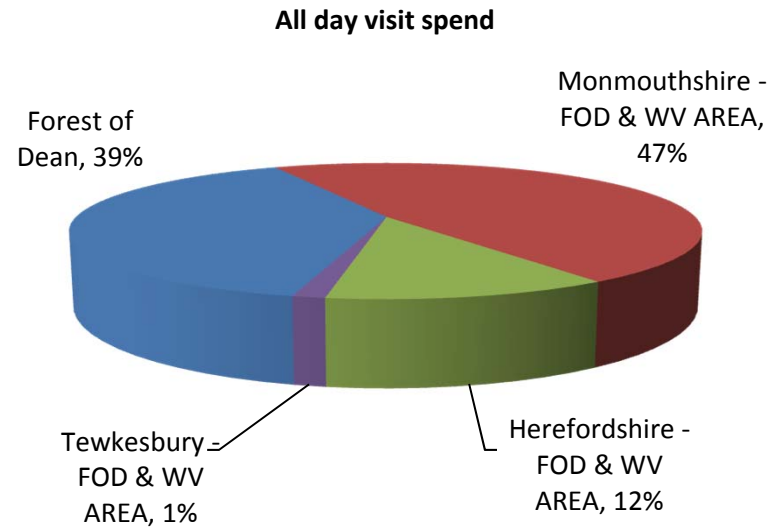
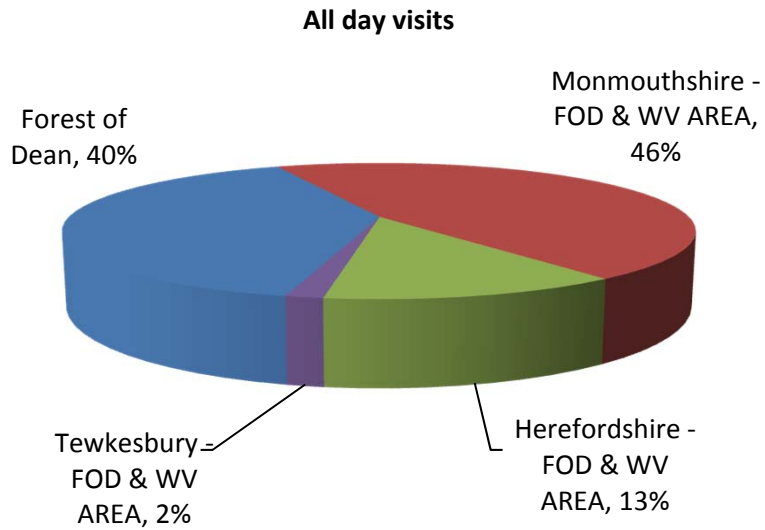
Forest of Dean and Wye Valley - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	553,000	1,505,000	£79,962,000
Business	63,000	112,000	£14,309,000
Visits to friends and relatives	105,000	213,000	£12,203,000
Other	6,100	9,200	£620,000
Study	0	0	£0
Total	728,000	1,840,000	£107,093,000

Overseas tourists	Trips	Nights	Spend
Holiday	59,300	348,000	£23,944,000
Business	8,200	42,000	£3,442,000
Visits to friends and relatives	32,300	344,000	£13,053,000
Other	2,000	18,100	£1,907,000
Study	0	0	£0
Total	101,900	752,000	£42,346,000



Forest of Dean and Wye Valley - Day visits

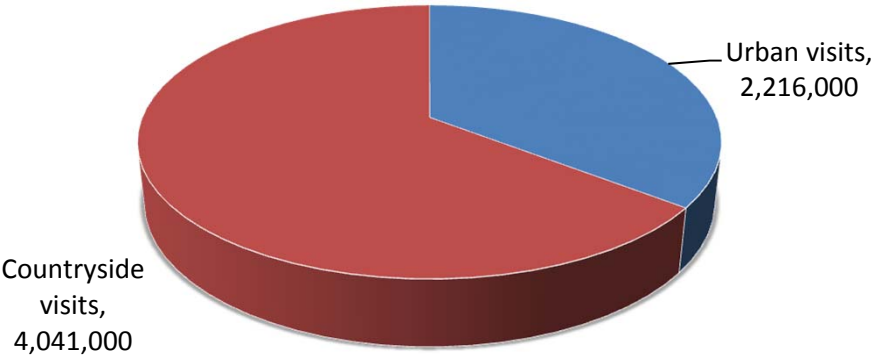


Area	Day visits	Day visit spend
Forest of Dean	2.5	£76.4
Monmouthshire - FOD & WV AREA	2.9	£92.7
Herefordshire - FOD & WV AREA	0.8	£23.6
Tewkesbury - FOD & WV AREA	0.1	£2.7
Full - FOD & WV AREA	6.3	£195.3

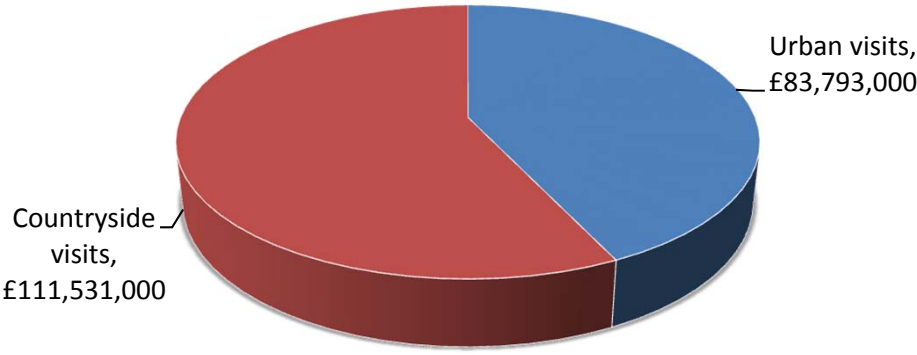
Forest of Dean and Wye Valley - Day visits by location

Total day visits	Total day visit spend
6,257,000	£195,324,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £38,662,000
- Overseas staying visitors £12,363,000



Shopping

- UK staying visitors £13,329,000
- Overseas staying visitors £12,094,000
- Day visitors £58,049,000



Food & drink

- UK staying visitors £24,472,000
- Overseas staying visitors £9,712,000
- Day visitors £82,961,000



Attractions/entertainment

- UK staying visitors £11,325,000
- Overseas staying visitors £3,917,000
- Day visitors £28,138,000

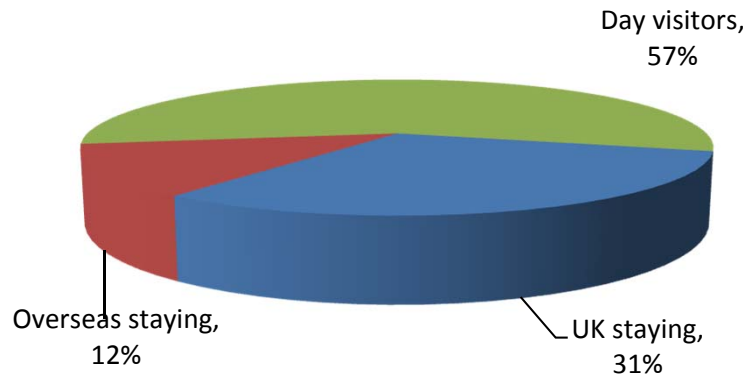


Travel

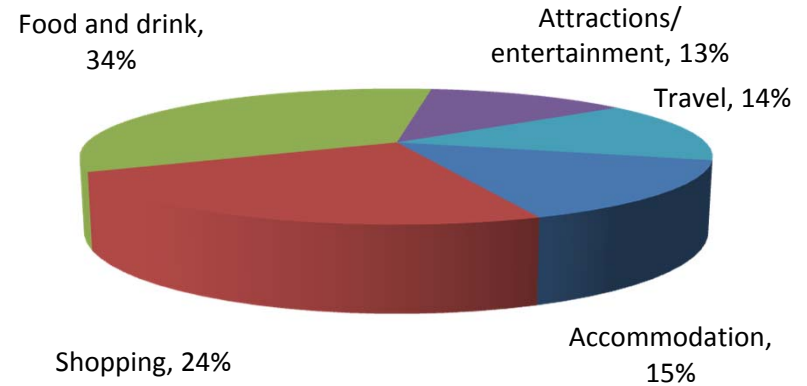
- UK staying visitors £19,306,000
- Overseas staying visitors £4,260,000
- Day visitors £26,178,000

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

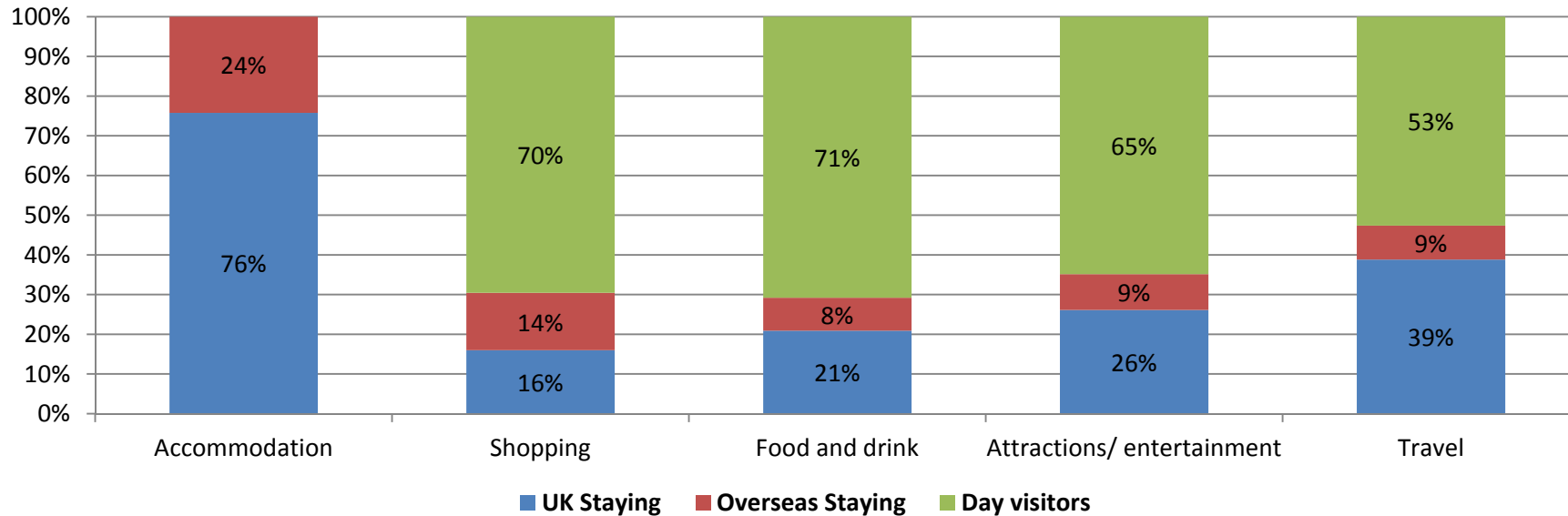
Spend by visitor type



Spend by sector



Spend by sector and visitor type



Forest of Dean and Wye Valley – Other visitor related expenditure



Second Homes
£380,000



Visiting friends and relatives (non-visitor spend)
£13,731,000

- 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	£51,709,000	£1,659,000	£53,368,000
Retailing	£25,169,000	£57,468,000	£82,637,000
Catering	£33,158,000	£80,471,000	£113,629,000
Attractions/entertainment	£15,837,000	£29,549,000	£45,386,000
Transport	£14,140,000	£15,707,000	£29,847,000
Arising from non trip spend	£14,111,000	£0	£14,111,000
Total Direct	£154,124,000	£184,854,000	£338,978,000

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£154,124,000	£184,854,000	£338,978,000
Supplier and income induced	£37,669,000	£34,428,000	£72,097,000
Total	£191,793,000	£219,282,000	£411,075,000

- 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	866	27	893
Retailing	235	524	759
Catering	495	1,177	1,672
Attractions/entertainment	276	505	782
Transport	98	107	204
Arising from non trip spend	224	0	224
Total Direct	2,194	2,340	4,534

Value of Tourism 2014

Forest of Dean

Key Facts	
309,900	Staying visitor trips
1,011,000	Staying visitor nights
£60,176,000	Staying visitor spend
2,471,000	Day visits
£76,353,000	Day visitor spend
£136,529,000	Direct visitor spend
£4,889,000	Other related spend
£141,418,000	TOTAL VISITOR RELATED SPEND
3,166	Estimated actual employment
2,267	FTE employment

Forest of Dean - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	34,400	64,000	£7,365,000
Self catering	55,800	191,000	£15,849,000
Touring caravans /tents	74,600	220,000	£9,195,000
Static vans/holiday centres	0	0	£0
Group/campus	12,700	38,000	£1,277,000
Paying guest in private homes	0	0	£0
Second homes	1,000	4,000	£162,000
Boat moorings	0	0	£0
Other	1,400	5,000	£408,000
Staying with friends and relatives	88,900	189,000	£6,923,000
Total	268,800	712,000	£41,178,000

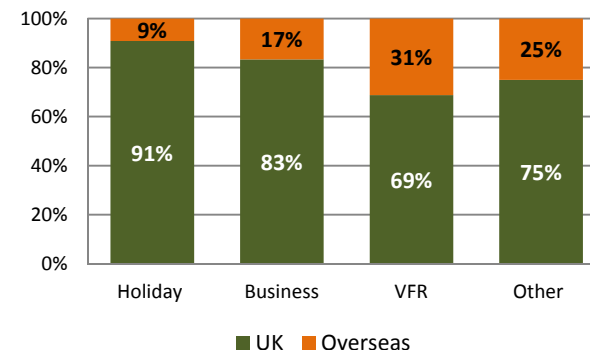
Overseas tourists	Trips	Nights	Spend
Serviced	7,000	19,000	£2,442,000
Self catering	2,200	38,000	£2,645,000
Touring caravans /tents	6,100	23,000	£1,374,000
Static vans/holiday centres	0	0	£0
Group/campus	8,200	93,000	£6,558,000
Paying guest in private homes	0	0	£0
Second homes	400	5,000	£300,000
Boat moorings	0	0	£0
Other	2,500	8,000	£601,000
Staying with friends and relatives	14,700	113,000	£5,078,000
Total	41,100	299,000	£18,998,000

Forest of Dean - Staying visits by purpose

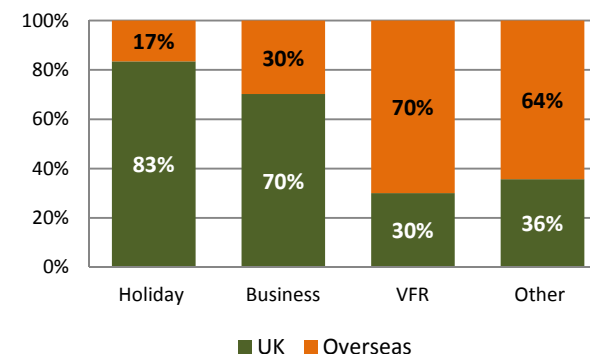
Domestic tourists	Trips	Nights	Spend
Holiday	219,000	606,000	£27,735,000
Business	15,000	33,000	£8,814,000
Visits to friends and relatives	33,000	67,000	£4,267,000
Other	3,000	5,000	£362,000
Study	0	0	£0
Total	269,000	712,000	£41,178,000

Overseas tourists	Trips	Nights	Spend
Holiday	22,000	120,000	£9,706,000
Business	3,000	14,000	£1,500,000
Visits to friends and relatives	15,000	156,000	£6,714,000
Other	1,000	9,000	£1,077,000
Study	0	0	£0
Total	41,000	299,000	£18,998,000

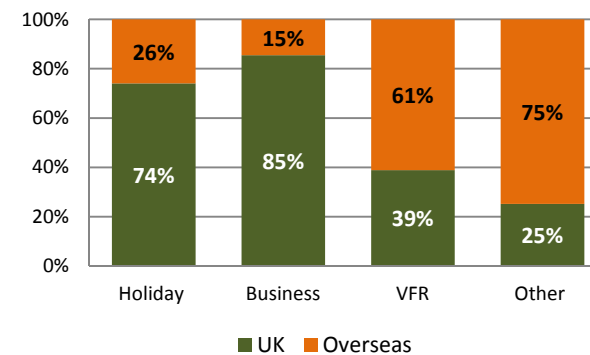
Trips



Nights

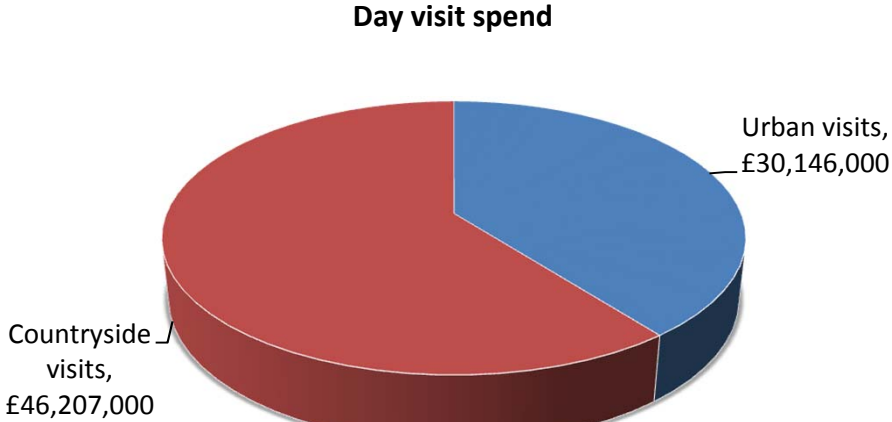
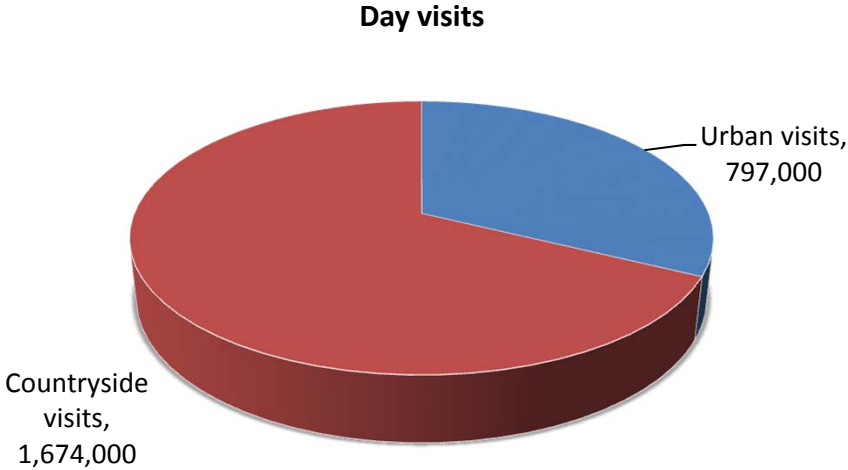


Spend



Forest of Dean - Day visits by location

Total day visits	Total day visit spend
2,471,000	£76,353,000



Forest of Dean – Direct visitor expenditure by category



Accommodation

- UK staying visitors £15,084,000
- Overseas staying visitors £5,378,000



Shopping

- UK staying visitors £4,915,000
- Overseas staying visitors £5,490,000
- Day visitors £22,039,000



Food & drink

- UK staying visitors £9,427,000
- Overseas staying visitors £4,368,000
- Day visitors £32,674,000



Attractions/entertainment

- UK staying visitors £4,123,000
- Overseas staying visitors £1,843,000
- Day visitors £11,218,000



Travel

- UK staying visitors £7,629,000
- Overseas staying visitors £1,919,000
- Day visitors £10,421,000

Forest of Dean – Other visitor related expenditure by category



Second Homes
£138,000



Visiting friends and relatives (non-visitor spend)
£4,751,000

- 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 – 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	349	11	360
Retailing	96	204	300
Catering	200	475	675
Attractions/entertainment	109	206	314
Transport	40	43	83
Arising from non trip spend	78	0	78
Total Direct	872	939	1,811

Value of Tourism 2014

Herefordshire – (FOD & WV area)

Key Facts	
182,200	Staying visitor trips
676,000	Staying visitor nights
£37,187,000	Staying visitor spend
773,000	Day visits
£23,578,000	Day visitor spend
£60,765,000	Direct visitor spend
£3,678,000	Other related spend
£64,443,000	TOTAL VISITOR RELATED SPEND
1,561	Estimated actual employment
1,121	FTE employment

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

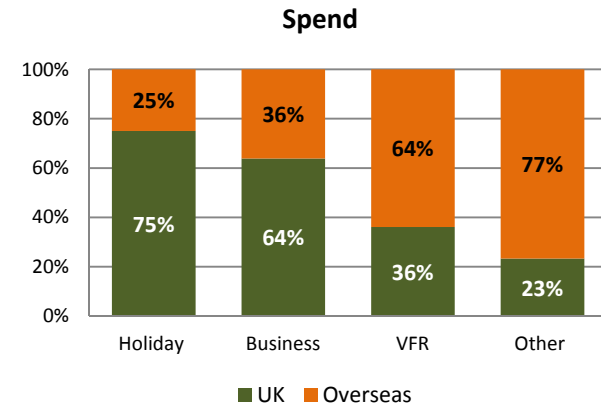
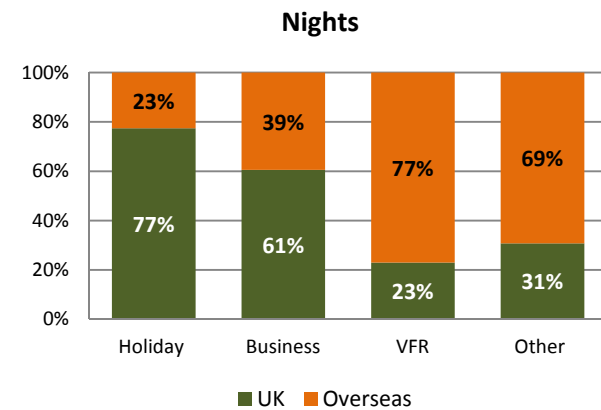
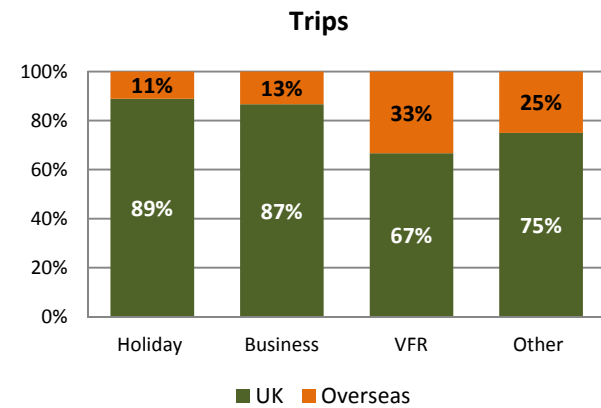
Domestic tourists	Trips	Nights	Spend
Serviced	64,800	143,000	£14,019,000
Self catering	12,600	53,000	£2,873,000
Touring caravans /tents	14,000	47,000	£2,257,000
Static vans/holiday centres	1,300	6,000	£189,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	6,000	£205,000
Boat moorings	0	0	£0
Other	3,100	3,000	£102,000
Staying with friends and relatives	55,200	137,000	£4,297,000
Total	153,000	395,000	£23,941,000

Overseas tourists	Trips	Nights	Spend
Serviced	7,500	31,000	£3,096,000
Self catering	1,800	47,000	£2,556,000
Touring caravans /tents	3,400	19,000	£902,000
Static vans/holiday centres	200	4,000	£108,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	400	7,000	£330,000
Boat moorings	0	0	£0
Other	2,300	11,000	£662,000
Staying with friends and relatives	13,600	160,000	£5,591,000
Total	29,200	281,000	£13,246,000

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

Domestic tourists	Trips	Nights	Spend
Holiday	112,000	319,000	£18,913,000
Business	13,000	23,000	£1,929,000
Visits to friends and relatives	24,000	49,000	£2,852,000
Other	3,000	4,000	£247,000
Study	0	0	£0
Total	153,000	395,000	£23,941,000

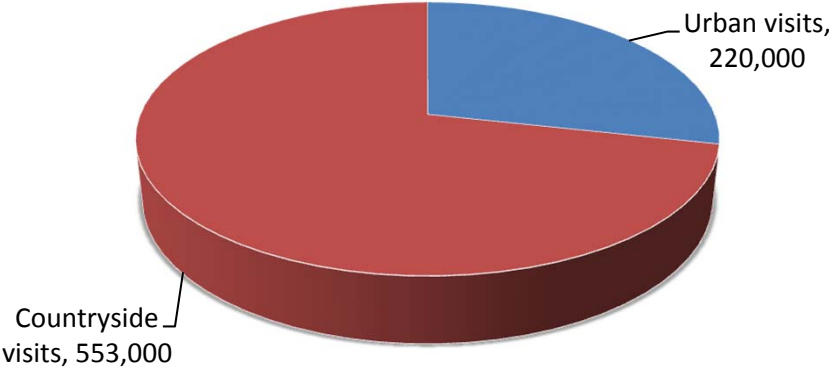
Overseas tourists	Trips	Nights	Spend
Holiday	14,000	93,000	£6,289,000
Business	2,000	15,000	£1,090,000
Visits to friends and relatives	12,000	164,000	£5,054,000
Other	1,000	9,000	£813,000
Study	0	0	£0
Total	29,000	281,000	£13,246,000



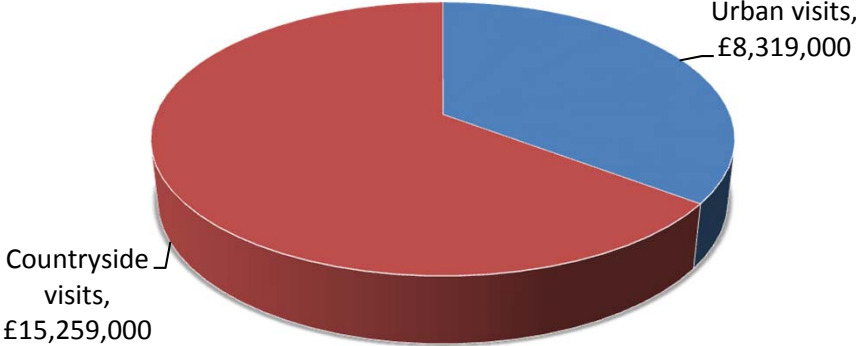
Herefordshire (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
773,000	£23,578,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £8,566,000
- Overseas staying visitors £3,687,000



Shopping

- UK staying visitors £3,059,000
- Overseas staying visitors £3,846,000
- Day visitors £6,559,000



Food & drink

- UK staying visitors £5,461,000
- Overseas staying visitors £3,051,000
- Day visitors £10,183,000



Attractions/entertainment

- UK staying visitors £2,620,000
- Overseas staying visitors £1,318,000
- Day visitors £3,547,000



Travel

- UK staying visitors £4,235,000
- Overseas staying visitors £1,343,000
- Day visitors £3,290,000

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



Second Homes
£84,000



Visiting friends and relatives (non-visitor spend)
£3,594,000

- 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) – 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	226	4	230
Retailing	69	66	135
Catering	134	160	293
Attractions/entertainment	77	70	148
Transport	25	15	40
Arising from non trip spend	58	0	58
Total Direct	590	314	904

Value of Tourism 2014

Monmouthshire – (FOD & WV area)

Key Facts	
331,800	Staying visitor trips
889,000	Staying visitor nights
£51,244,000	Staying visitor spend
2,916,000	Day visits
£92,710,000	Day visitor spend
£143,954,000	Direct visitor spend
£5,365,000	Other related spend
£149,319,000	TOTAL VISITOR RELATED SPEND
3,110	Estimated actual employment
2,231	FTE employment

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

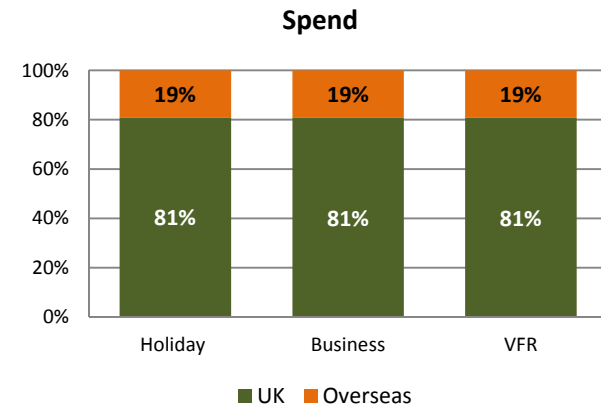
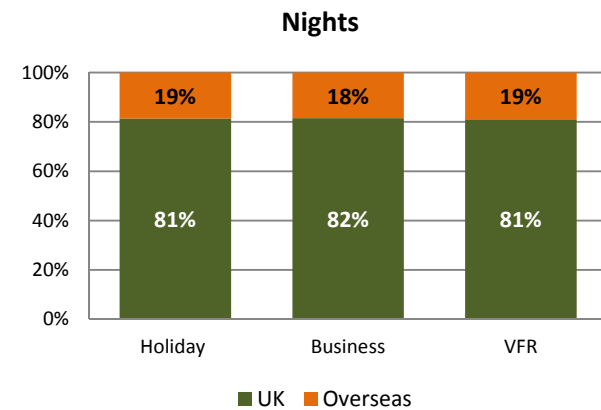
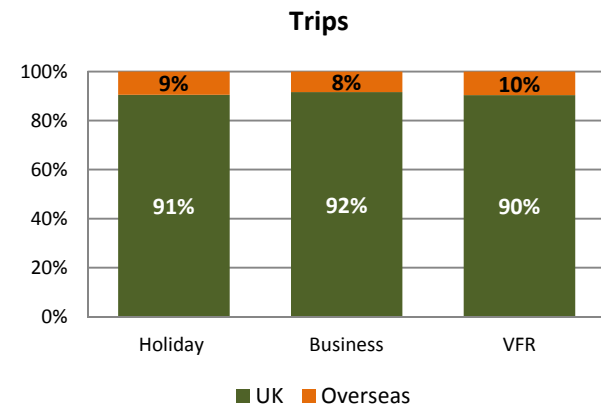
Domestic tourists	Trips	Nights	Spend
Serviced	90,000	158,000	£17,443,000
Self catering	17,300	65,000	£6,810,000
Touring caravans /tents	37,000	135,000	£3,779,000
Static vans/holiday centres	8,700	34,000	£1,315,000
Group/campus	6,100	24,000	£920,000
Paying guest in private homes	0	0	£0
Second homes	500	3,000	£124,000
Boat moorings	0	0	£0
Other	700	3,000	£313,000
Staying with friends and relatives	140,400	302,000	£10,742,000
Total	300,600	723,000	£41,445,000

Overseas tourists	Trips	Nights	Spend
Serviced	9,400	37,000	£4,156,000
Self catering	1,800	15,000	£1,623,000
Touring caravans /tents	3,900	31,000	£900,000
Static vans/holiday centres	0	0	£0
Group/campus	1,100	11,000	£488,000
Paying guest in private homes	0	0	£0
Second homes	100	1,000	£24,000
Boat moorings	0	0	£0
Other	300	1,000	£48,000
Staying with friends and relatives	14,700	70,000	£2,560,000
Total	31,200	166,000	£9,799,000

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

Domestic tourists	Trips	Nights	Spend
Holiday	220,000	576,000	£33,183,000
Business	33,000	53,000	£3,305,000
Visits to friends and relatives	47,000	94,000	£4,958,000
Other	0	0	£0
Study	0	0	£0
Total	301,000	723,000	£41,445,000

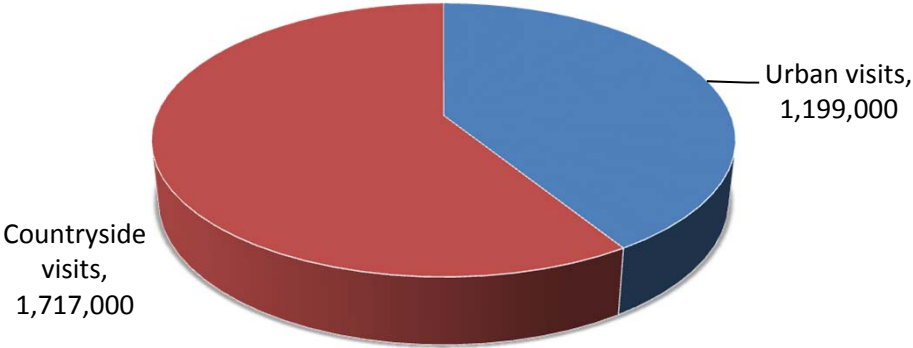
Overseas tourists	Trips	Nights	Spend
Holiday	23,000	132,000	£7,830,000
Business	3,000	12,000	£788,000
Visits to friends and relatives	5,000	22,000	£1,181,000
Other	0	0	£0
Study	0	0	£0
Total	31,000	166,000	£9,799,000



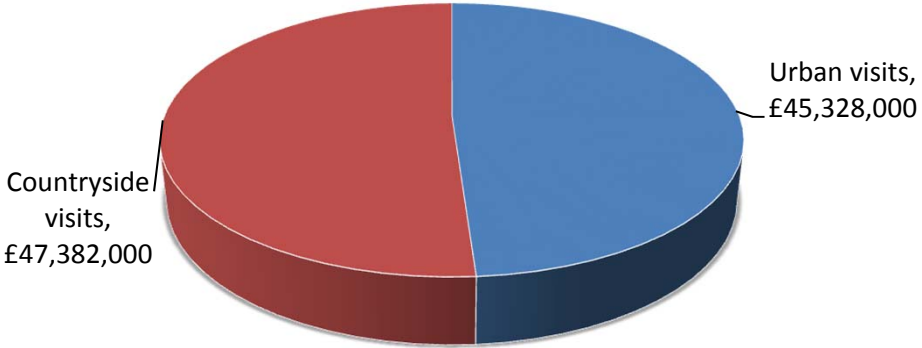
Monmouthshire (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
2,916,000	£92,710,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £14,831,000
- Overseas staying visitors £3,207,000



Shopping

- UK staying visitors £5,299,000
- Overseas staying visitors £2,675,000
- Day visitors £28,941,000



Food & drink

- UK staying visitors £9,454,000
- Overseas staying visitors £2,224,000
- Day visitors £38,856,000



Attractions/entertainment

- UK staying visitors £4,537,000
- Overseas staying visitors £726,000
- Day visitors £12,890,000



Travel

- UK staying visitors £7,325,000
- Overseas staying visitors £967,000
- Day visitors £12,024,000

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



Second Homes
£155,000



Visiting friends and relatives (non-visitor spend)
£5,210,000

- 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) – 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	286	12	298
Retailing	69	249	318
Catering	158	525	682
Attractions/entertainment	89	221	309
Transport	32	47	79
Arising from non trip spend	85	0	85
Total Direct	718	1,053	1,772

Value of Tourism 2014

Tewkesbury – (FOD & WV area)

Key Facts	
5,900	Staying visitor trips
15,900	Staying visitor nights
£832,000	Staying visitor spend
97,000	Day visits
£2,683,000	Day visitor spend
£3,515,000	Direct visitor spend
£179,000	Other related spend
£3,694,000	TOTAL VISITOR RELATED SPEND
82	Estimated actual employment
59	FTE employment

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

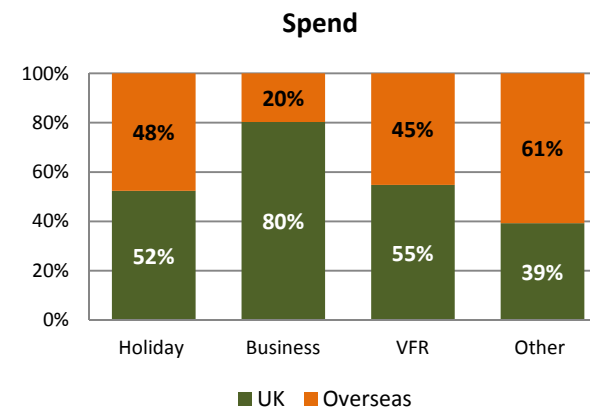
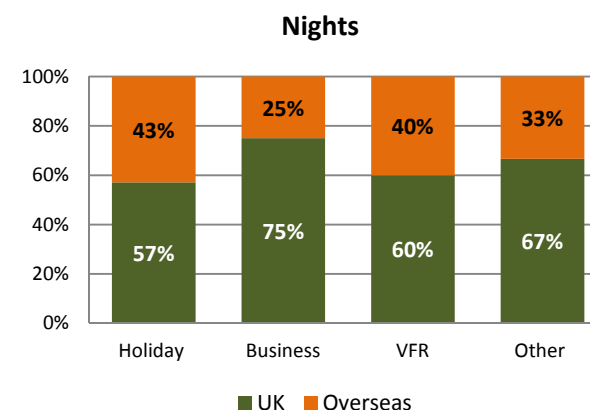
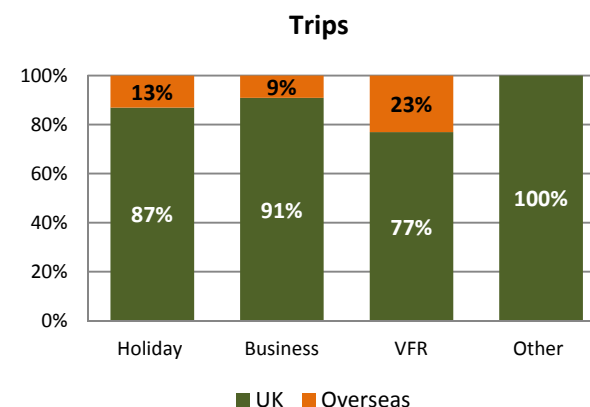
Domestic tourists	Trips	Nights	Spend
Serviced	1,000	1,900	£222,000
Self catering	0	0	£0
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	30	100	£4,000
Boat moorings	0	0	£0
Other	0	0	£0
Staying with friends and relatives	3,900	8,300	£303,000
Total	5,000	10,300	£529,000

Overseas tourists	Trips	Nights	Spend
Serviced	200	600	£74,000
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	100	£8,000
Boat moorings	0	0	£0
Other	0	0	£0
Staying with friends and relatives	600	4,900	£222,000
Total	900	5,600	£303,000

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

Domestic tourists	Trips	Nights	Spend
Holiday	220,000	576,000	£33,183,000
Business	33,000	53,000	£3,305,000
Visits to friends and relatives	47,000	94,000	£4,958,000
Other	0	0	£0
Study	0	0	£0
Total	301,000	723,000	£41,445,000

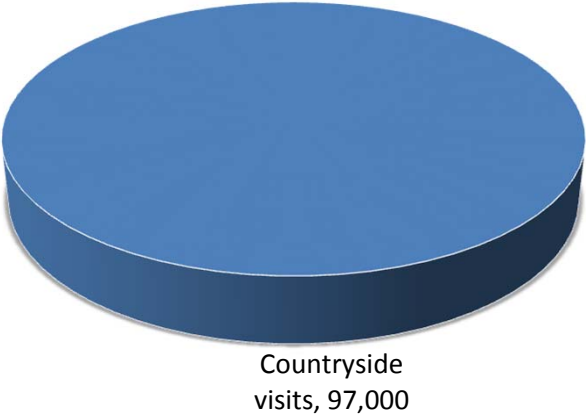
Overseas tourists	Trips	Nights	Spend
Holiday	23,000	132,000	£7,830,000
Business	3,000	12,000	£788,000
Visits to friends and relatives	5,000	22,000	£1,181,000
Other	0	0	£0
Study	0	0	£0
Total	31,000	166,000	£9,799,000



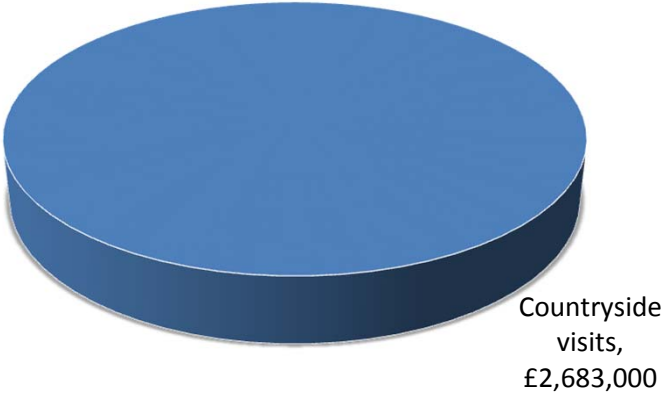
Tewkesbury (FOD & WV area) - Day visits by location

Total day visits	Total day visit spend
97,000	£2,683,000

Day visits



Day visit spend



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



Accommodation

- UK staying visitors £181,000
- Overseas staying visitors £91,000



Shopping

- UK staying visitors £56,000
- Overseas staying visitors £83,000
- Day visitors £510,000



Food & drink

- UK staying visitors £130,000
- Overseas staying visitors £69,000
- Day visitors £1,248,000



Attractions/entertainment

- UK staying visitors £45,000
- Overseas staying visitors £30,000
- Day visitors £483,000



Travel

- UK staying visitors £117,000
- Overseas staying visitors £31,000
- Day visitors £443,000

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



Second Homes
£3,000



Visiting friends and relatives (non-visitor spend)
£176,000

- 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) – 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	1	5	6
Catering	3	18	21
Attractions/entertainment	1	9	10
Transport	1	2	2
Arising from non trip spend	3	0	3
Total Direct	14	34	48