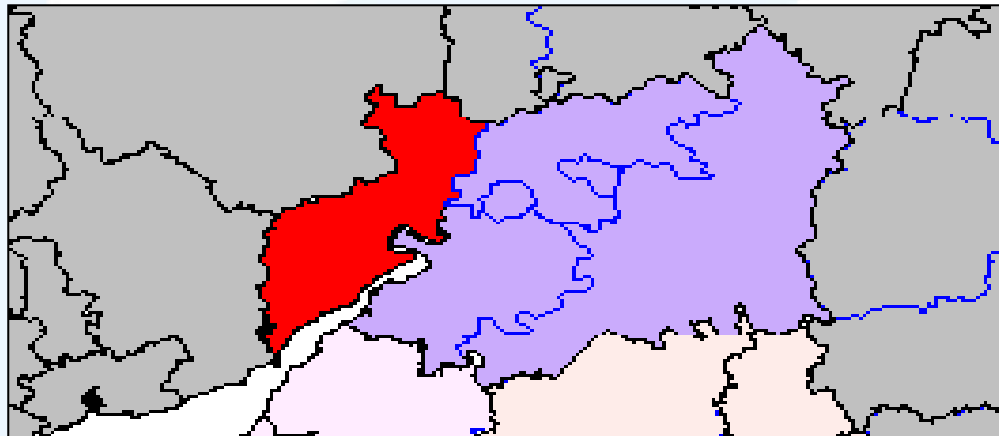


# Value of Tourism 2008

## FOREST OF DEAN DISTRICT

# VALUE OF TOURISM 2008

## Forest of Dean Briefing



### FOREST OF DEAN KEY FACTS

**252,700** trips by staying visitors  
**1,101,000** staying visitor nights  
**£36,835,000** spend by staying visitors  
**1,547,000** day visits  
**£63,671,000** spend by day visitors  
**£5,312,000** other tourism related spend  
**2,760** jobs related to  
tourism spending  
**8%** of employment is  
supported by tourism

# VALUE OF TOURISM 2008

## Forest of Dean Briefing

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

	Trips	Nights	Spend
Serviced	28,000	76,000	£6,025,000
Self catering	22,100	134,000	£4,564,000
Touring caravans /tents	92,000	402,000	£8,800,000
Static vans/holiday centres	0	0	£0
Group/campus	2,500	25,000	£294,000
Paying guests in private homes	0	0	£0
Second homes	800	4,000	£90,000
Boat moorings	0	0	£0
Other	3,200	9,000	£282,000
Staying with friends and relatives (VFR)	73,300	245,000	£4,684,000
<b>Total</b>	<b>221,800</b>	<b>894,000</b>	<b>£24,739,000</b>

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

	Trips	Nights	Spend
Serviced	5,800	15,000	£2,671,000
Self catering	1,800	40,000	£2,002,000
Touring caravans /tents	6,900	27,000	£1,123,000
Static vans/holiday centres	0	0	£0
Group/campus	800	9,000	£490,000
Paying guests in private homes	0	0	£0
Second homes	300	3,000	£390,000
Boat moorings	0	0	£0
Other	2,700	4,000	£371,000
Staying with friends and relatives (VFR)	12,700	108,000	£5,049,000
<b>Total</b>	<b>30,900</b>	<b>207,000</b>	<b>£12,096,000</b>

# VALUE OF TOURISM 2008

## Forest of Dean Briefing

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	157,000	633,000	£11,635,000
Business	16,000	50,000	£8,757,000
VFR	41,000	148,000	£3,490,000
Other	7,000	63,000	£858,000
Study	0	0	£0
<b>Total</b>	<b>222,000</b>	<b>894,000</b>	<b>£24,739,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	13,000	75,000	£4,649,000
Business	5,000	51,000	£1,610,000
VFR	11,000	60,000	£4,186,000
Other	2,000	21,000	£1,651,000
Study	0	0	£0
<b>Total</b>	<b>31,000</b>	<b>207,000</b>	<b>£12,096,000</b>

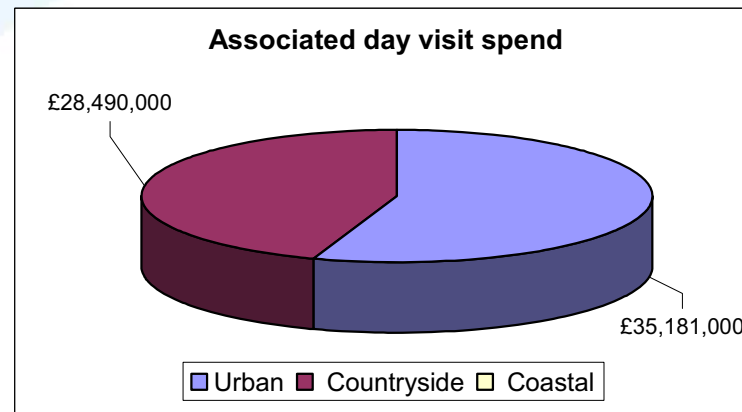
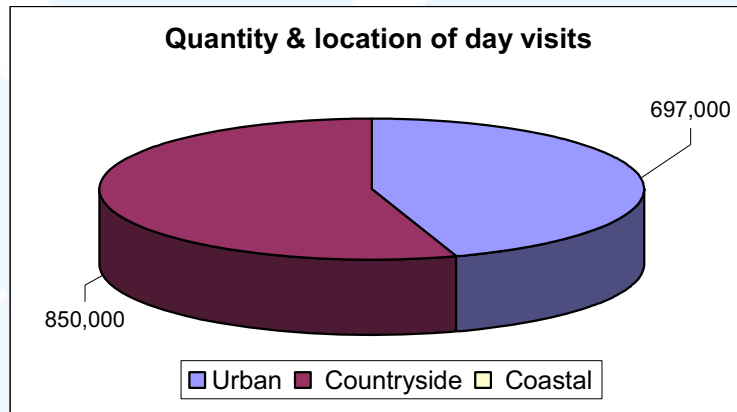
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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 2008

## Forest of Dean Briefing

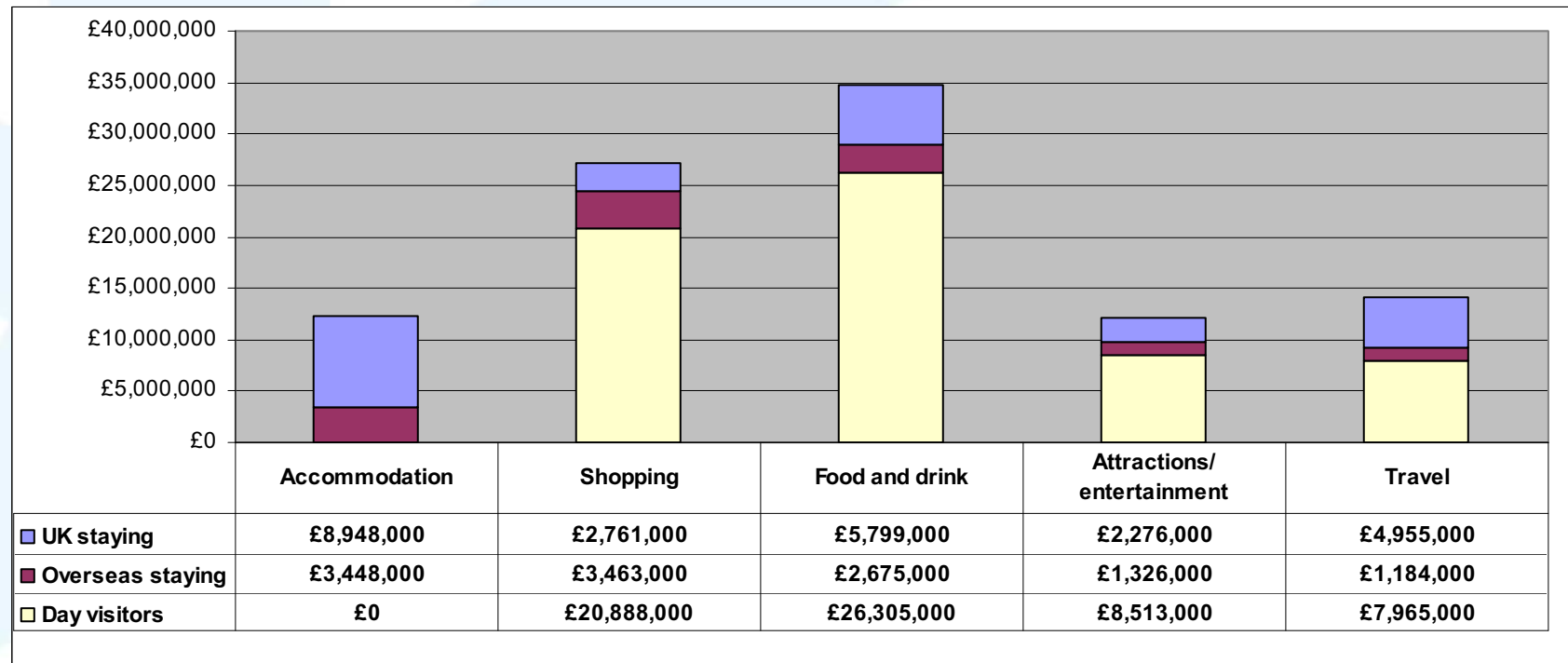
### Day visits



# VALUE OF TOURISM 2008

## Forest of Dean Briefing

### Breakdown of expenditure



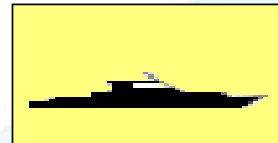
# VALUE OF TOURISM 2008

## Forest of Dean Briefing

### Other tourism related spend



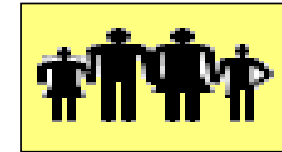
**Second Homes**  
**£138,000**



**Boats**  
**£0**



**Static Vans**  
**£0**



**VFR**  
**£5,174,000**

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	933	1,434	2,367
Indirect jobs	138	149	287
Induced jobs	44	63	107
<b>Total</b>	<b>1,115</b>	<b>1,645</b>	<b>2,760</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>1,964</b>

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.