

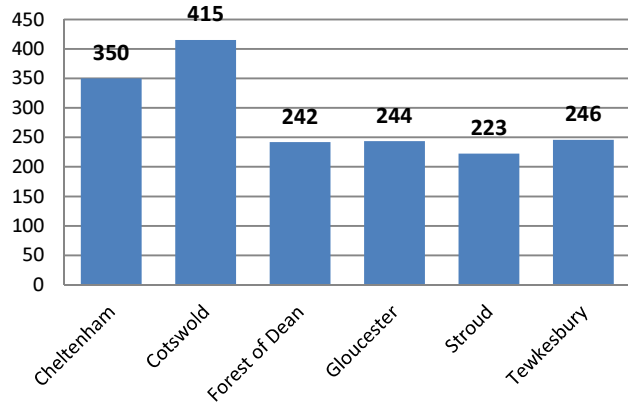
Value of Tourism 2010

Forest of Dean

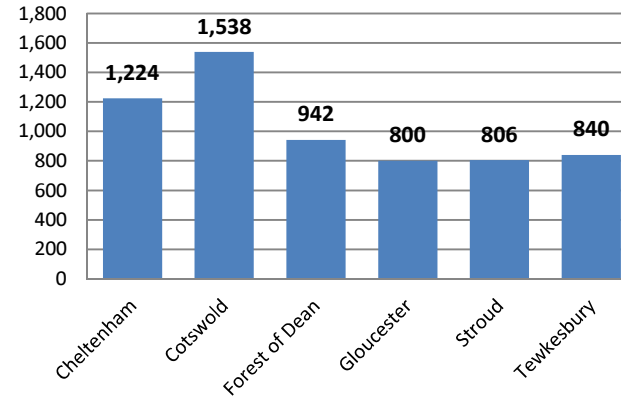
| Key Facts | |
|--------------|------------------------------|
| 242,300 | Staying visitor trips |
| 942,000 | Staying visitor nights |
| £38,450,000 | Staying visitor spend |
| 1,531,000 | Day visits |
| £63,244,000 | Day visitor spend |
| £101,694,000 | Direct visitor spend |
| £5,516,000 | Other related spend |
| £107,210,000 | TOTAL VISITOR RELATED SPEND |
| 2,542 | Estimated actual employment |
| 1,820 | FTE employment |
| 6% | Proportion of all employment |

Forest of Dean - Staying visits in the county context

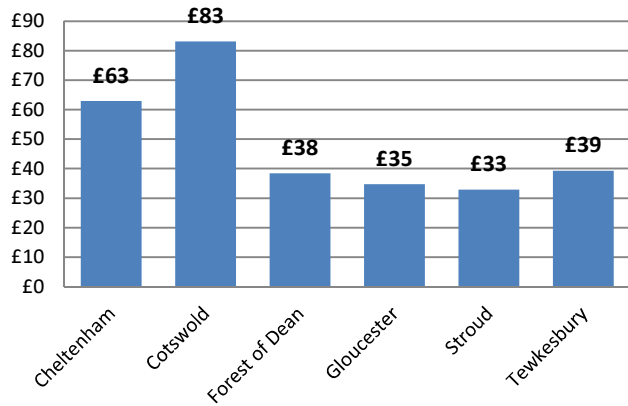
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|----------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Cheltenham | 290 | 60 | 775 | 449 | £46 | £16 |
| Cotswolds | 365 | 50 | 1,084 | 454 | £67 | £16 |
| Forest of Dean | 216 | 26 | 679 | 263 | £30 | £8 |
| Gloucester | 206 | 38 | 512 | 288 | £26 | £9 |
| Stroud | 192 | 31 | 522 | 284 | £25 | £8 |
| Tewkesbury | 212 | 34 | 587 | 253 | £30 | £9 |

Forest of Dean - Staying visits by accommodation type

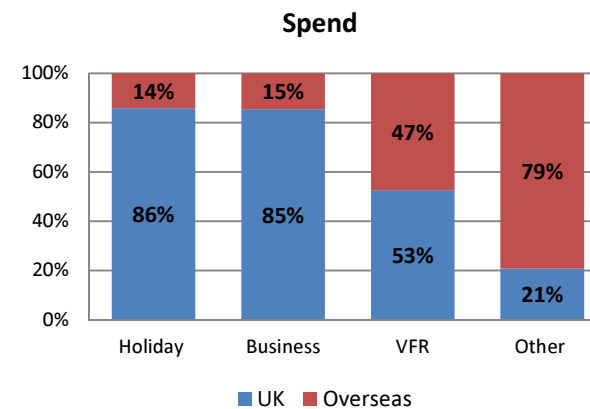
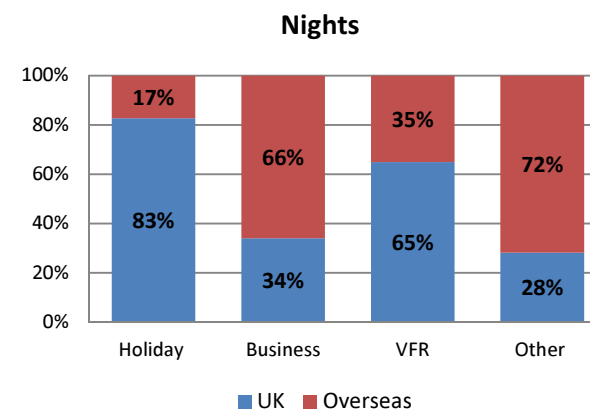
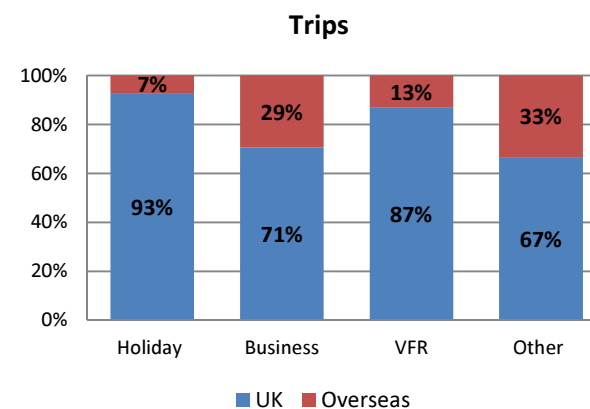
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|----------------|--------------------|
| Serviced | 26,600 | 52,000 | £5,766,000 |
| Self catering | 37,200 | 150,000 | £10,511,000 |
| Touring caravans /tents | 59,600 | 230,000 | £7,146,000 |
| Static vans/holiday centres | 0 | 0 | £0 |
| Group/campus | 1,100 | 3,000 | £109,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 1,800 | 2,000 | £137,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 5,600 | 19,000 | £737,000 |
| Staying with friends and relatives | 84,100 | 222,000 | £5,844,000 |
| Total | 216,000 | 679,000 | £30,252,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|-------------------|
| Serviced | 6,100 | 25,000 | £1,521,000 |
| Self catering | 1,600 | 49,000 | £1,355,000 |
| Touring caravans /tents | 3,000 | 16,000 | £1,222,000 |
| Static vans/holiday centres | 0 | 0 | £0 |
| Group/campus | 700 | 18,000 | £483,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 400 | 10,000 | £384,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,800 | 5,000 | £299,000 |
| Staying with friends and relatives | 12,700 | 140,000 | £2,934,000 |
| Total | 26,300 | 263,000 | £8,198,000 |

Forest of Dean - Staying visits by purpose

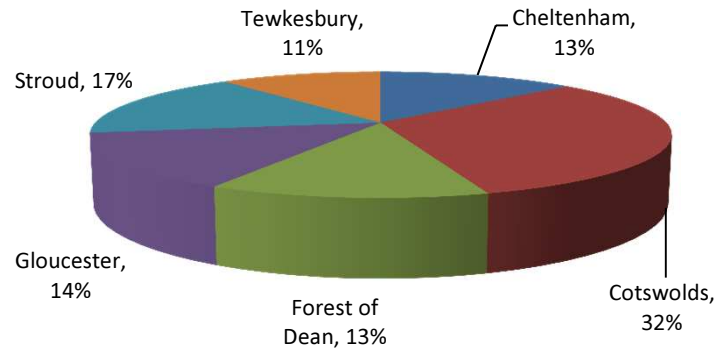
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|----------------|--------------------|
| Holiday | 153,000 | 521,000 | £20,327,000 |
| Business | 12,000 | 36,000 | £6,786,000 |
| Visits to friends and relatives | 47,000 | 113,000 | £2,848,000 |
| Other | 4,000 | 9,000 | £291,000 |
| Study | 0 | 0 | £0 |
| Total | 216,000 | 679,000 | £30,252,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|-------------------|
| Holiday | 12,000 | 109,000 | £3,355,000 |
| Business | 5,000 | 70,000 | £1,164,000 |
| Visits to friends and relatives | 7,000 | 61,000 | £2,566,000 |
| Other | 2,000 | 23,000 | £1,113,000 |
| Study | 0 | 0 | £0 |
| Total | 26,000 | 263,000 | £8,198,000 |

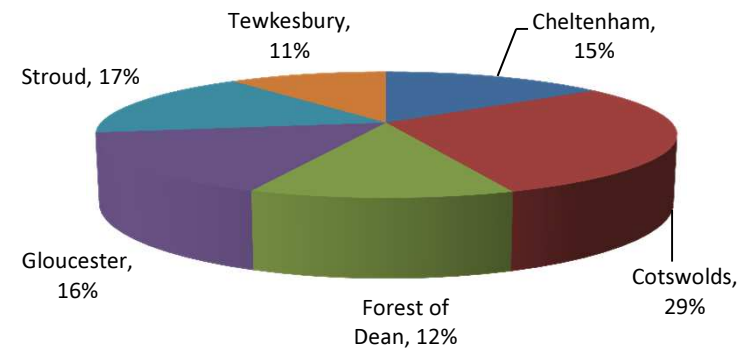


Forest of Dean - Day visits in the county context

All day visits



All day visit spend

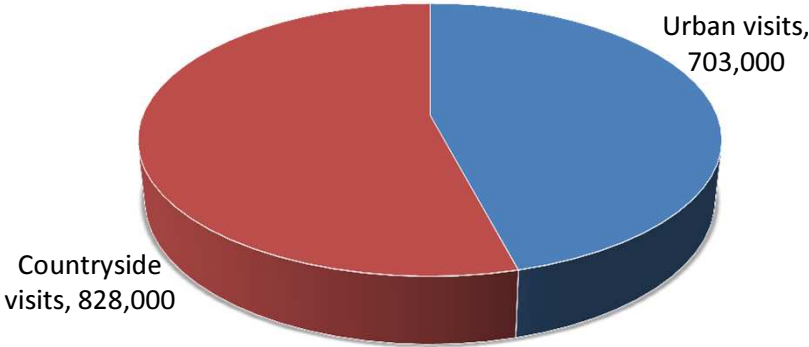


| Area | Day visits (millions) | Day visit spend (millions) |
|----------------|-----------------------|----------------------------|
| Cheltenham | 1.6 | £77.4 |
| Cotswolds | 3.7 | £149.7 |
| Forest of Dean | 1.5 | £63.2 |
| Gloucester | 1.7 | £83.2 |
| Stroud | 2.0 | £87.0 |
| Tewkesbury | 1.3 | £54.7 |

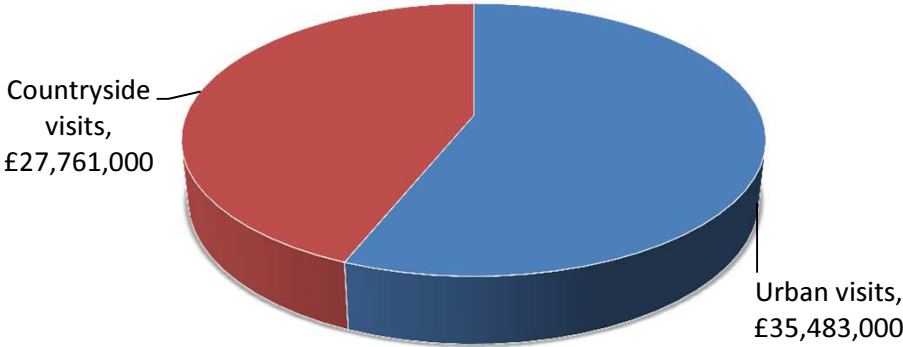
Forest of Dean - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 1,531,000 | £63,244,000 |

Day visits



Day visit spend



Forest of Dean – Direct visitor expenditure by category



Accommodation

- UK staying visitors £11,162,000
- Overseas staying visitors £2,393,000



Shopping

- UK staying visitors £3,585,000
- Overseas staying visitors £2,323,000
- Day visitors £20,882,000



Food & drink

- UK staying visitors £6,906,000
- Overseas staying visitors £1,802,000
- Day visitors £26,078,000



Attractions/entertainment

- UK staying visitors £3,001,000
- Overseas staying visitors £882,000
- Day visitors £8,411,000



Travel

- UK staying visitors £5,597,000
- Overseas staying visitors £797,000
- Day visitors £7,873,000

Forest of Dean – Other visitor related expenditure by category



Second Homes
£138,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£5,378,000

- 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 | 243 | 9 | 252 |
| Retailing | 59 | 208 | 267 |
| Catering | 142 | 424 | 565 |
| Attractions/entertainment | 74 | 164 | 238 |
| Transport | 29 | 36 | 66 |
| Arising from non trip spend | 88 | 0 | 88 |
| Total Direct | 635 | 841 | 1,475 |