

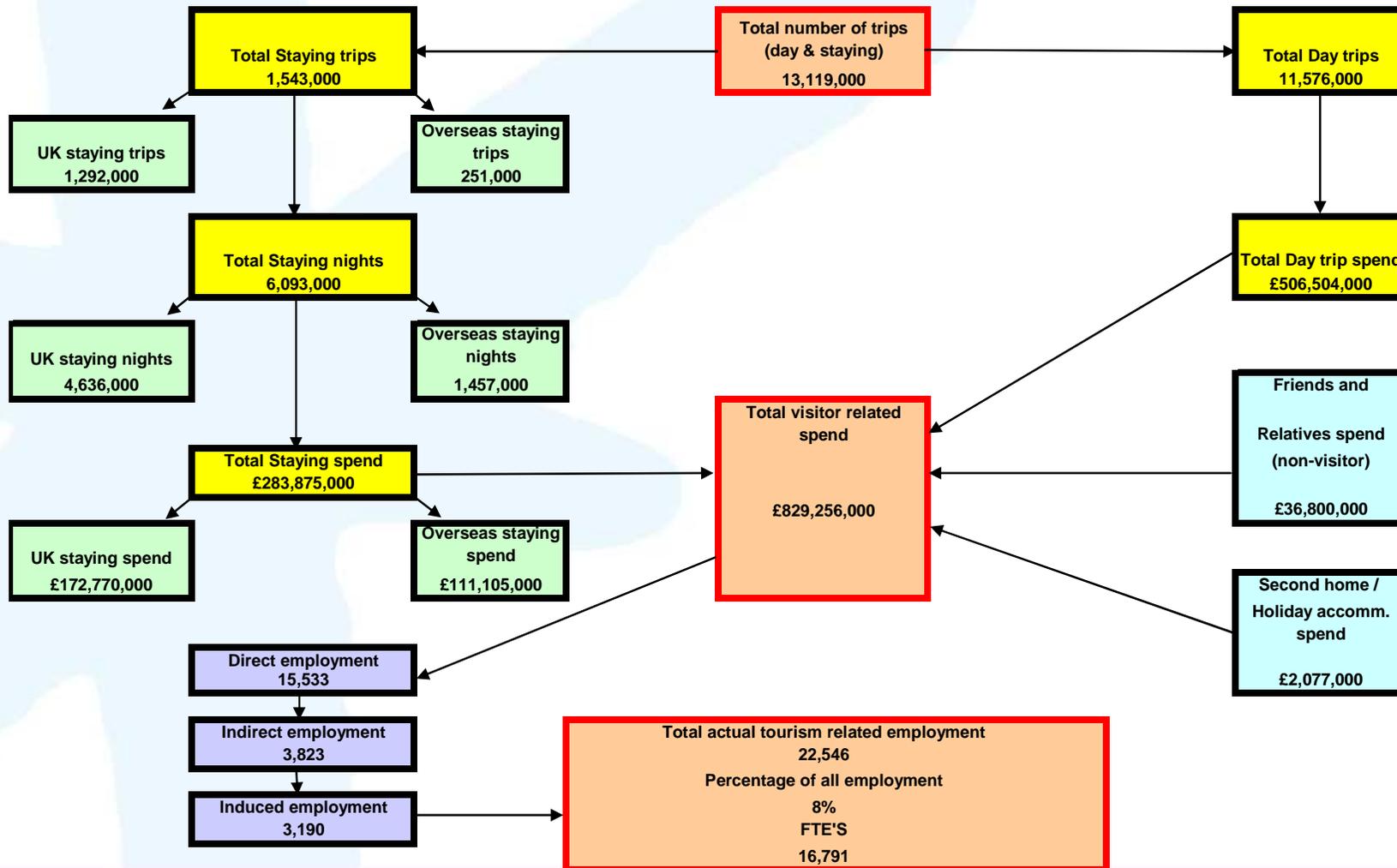
# Value of Tourism 2008

## GLOUCESTERSHIRE



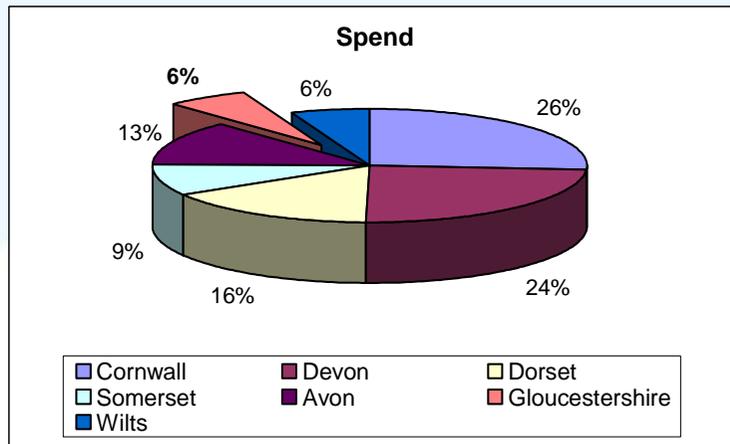
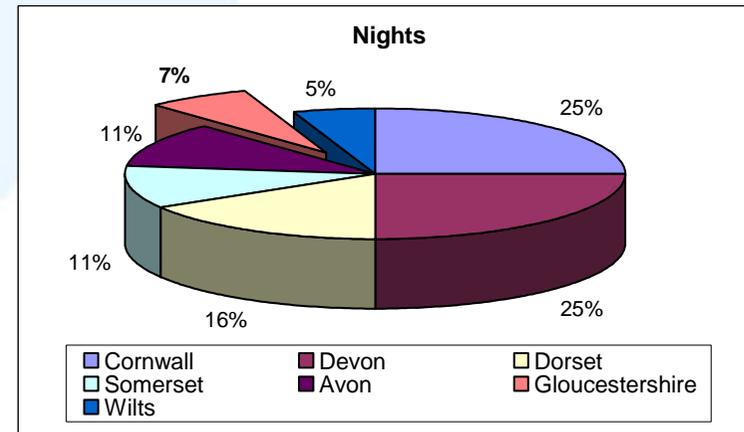
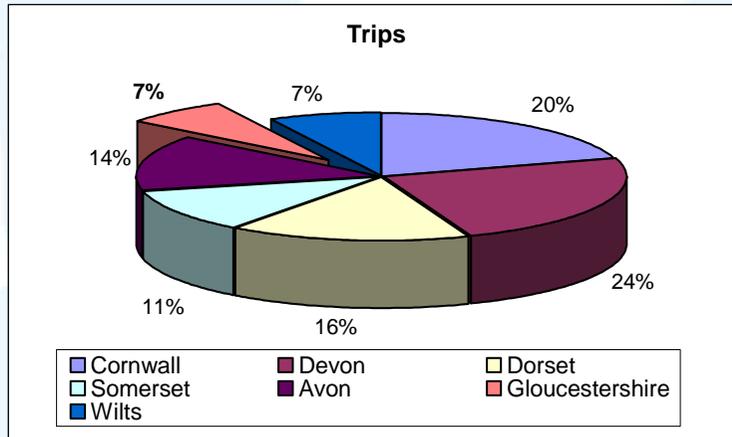
# THE VALUE OF TOURISM 2008

## Gloucestershire – Facts at a glance



# VALUE OF TOURISM 2008

## Gloucestershire – Staying visitors in context



	Trips	Nights	Spend
<b>Cornwall</b>	4,447,000	23,090,000	£1,210,062,000
<b>Devon</b>	5,255,000	22,878,000	£1,118,196,000
<b>Dorset</b>	3,511,000	15,141,000	£739,125,000
<b>Somerset</b>	2,447,000	9,702,000	£409,315,000
<b>Former Avon</b>	3,117,000	10,125,000	£597,353,000
<b>Gloucestershire</b>	<b>1,543,000</b>	<b>6,093,000</b>	<b>£283,875,000</b>
<b>Wilts</b>	1,635,000	4,972,000	£263,782,000

# VALUE OF TOURISM 2008

## Gloucestershire – Staying visitors in detail

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

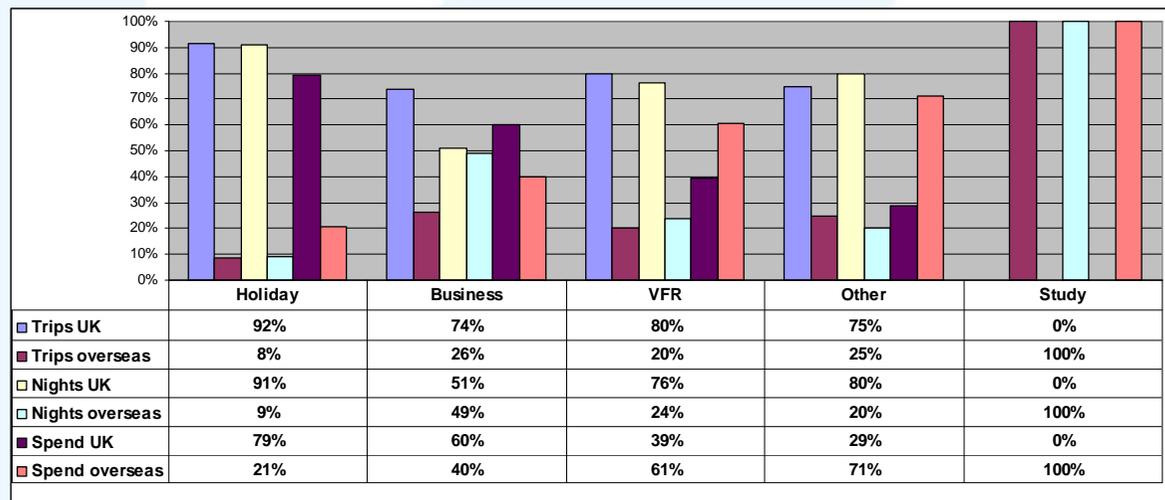
	Trips	Nights	Spend
Serviced	439,000	1,191,000	£94,562,000
Self catering	110,000	668,000	£22,673,000
Touring caravans /tents	174,000	760,000	£16,650,000
Static vans/holiday centres	0	5,000	£182,000
Group/campus	13,000	130,000	£1,558,000
Paying guest in private house	0	0	£0
Second homes	6,000	32,000	£696,000
Boat moorings	6,000	49,000	£1,130,000
Other	23,000	61,000	£2,005,000
Staying with friends and relatives	521,000	1,740,000	£33,314,000
<b>Total</b>	<b>1,292,000</b>	<b>4,636,000</b>	<b>£172,770,000</b>

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

	Trips	Nights	Spend
Serviced	111,000	294,000	£50,715,000
Self catering	9,000	198,000	£9,947,000
Touring caravans /tents	13,000	52,000	£2,125,000
Static vans/holiday centres	0	0	£4,000
Group/campus	4,000	48,000	£2,591,000
Paying guest in private house	3,000	48,000	£4,159,000
Second homes	2,000	22,000	£3,017,000
Boat moorings	0	0	£0
Other	19,000	28,000	£2,638,000
Staying with friends and relatives	90,000	767,000	£35,909,000
<b>Total</b>	<b>251,000</b>	<b>1,457,000</b>	<b>£111,105,000</b>

# VALUE OF TOURISM 2008

## Gloucestershire – Staying visitors in detail



Trips, nights and spend by purpose (Domestic Tourists)

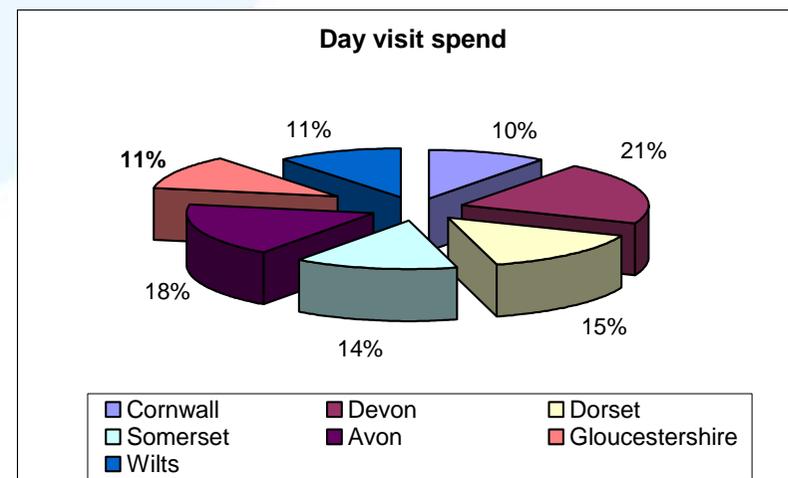
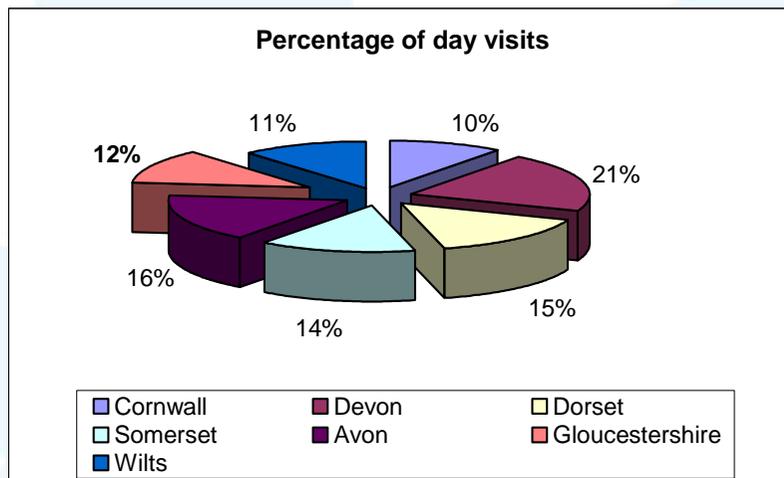
	Trips	Nights	Spend
Holiday	693,000	2,546,000	£94,843,000
Business	258,000	718,000	£51,242,000
VFR	293,000	963,000	£21,420,000
Other	48,000	409,000	£5,265,000
Study	0	0	£0
<b>Total</b>	<b>1,292,000</b>	<b>4,636,000</b>	<b>£172,770,000</b>

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	64,000	255,000	£24,880,000
Business	92,000	684,000	£33,809,000
VFR	75,000	300,000	£32,930,000
Other	16,000	104,000	£12,985,000
Study	4,000	114,000	£6,501,000
<b>Total</b>	<b>251,000</b>	<b>1,457,000</b>	<b>£111,105,000</b>

# VALUE OF TOURISM 2008

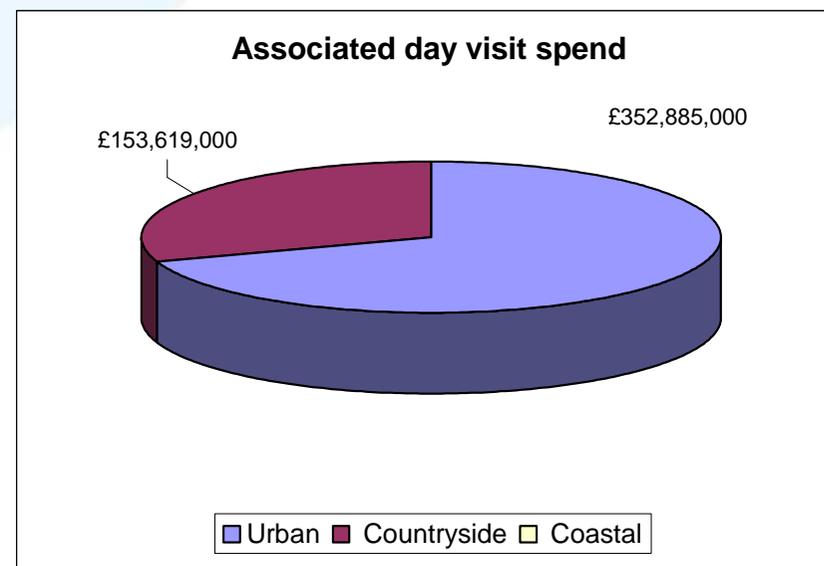
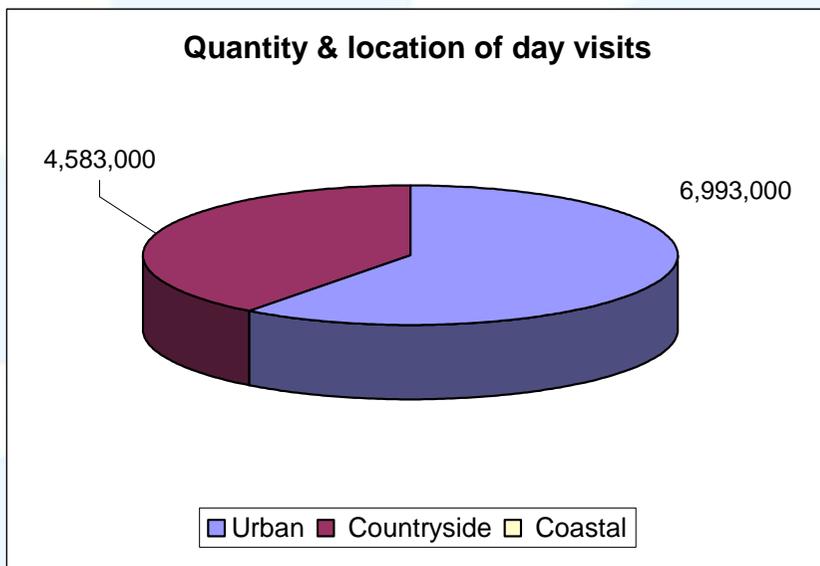
## Gloucestershire – Day visitors in context



	Trips	Spend
Cornwall	9,923,869	£452,459,000
Devon	19,990,049	£918,108,000
Dorset	14,604,144	£656,305,495
Somerset	13,903,305	£623,036,000
Former Avon	15,884,000	£787,019,000
Gloucestershire	11,576,000	£506,504,000
Wilts	10,893,000	£474,111,000
<b>Totals</b>	<b>96,774,367</b>	<b>£4,417,542,495</b>

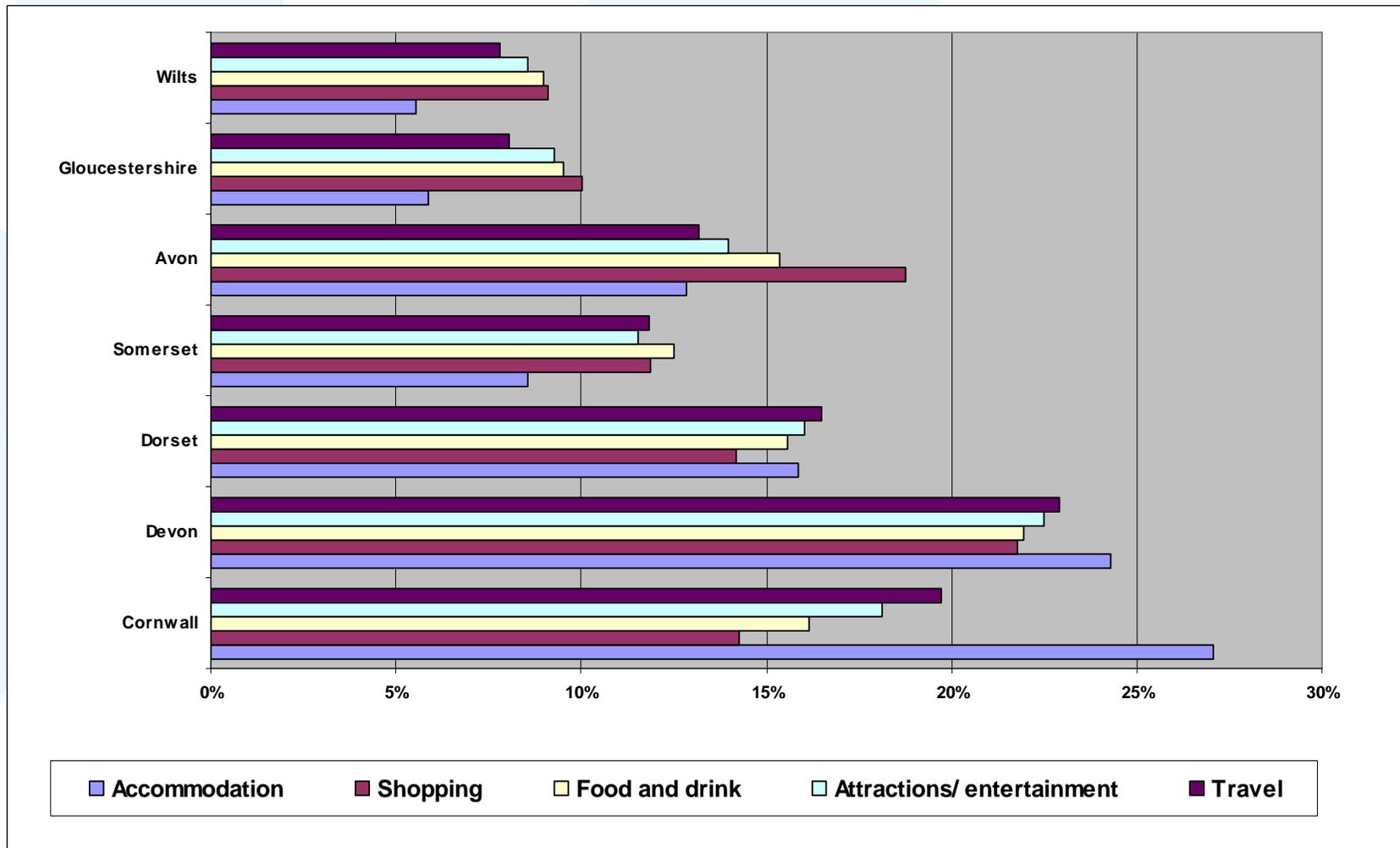
# VALUE OF TOURISM 2008

## Gloucestershire – Day visitors in detail



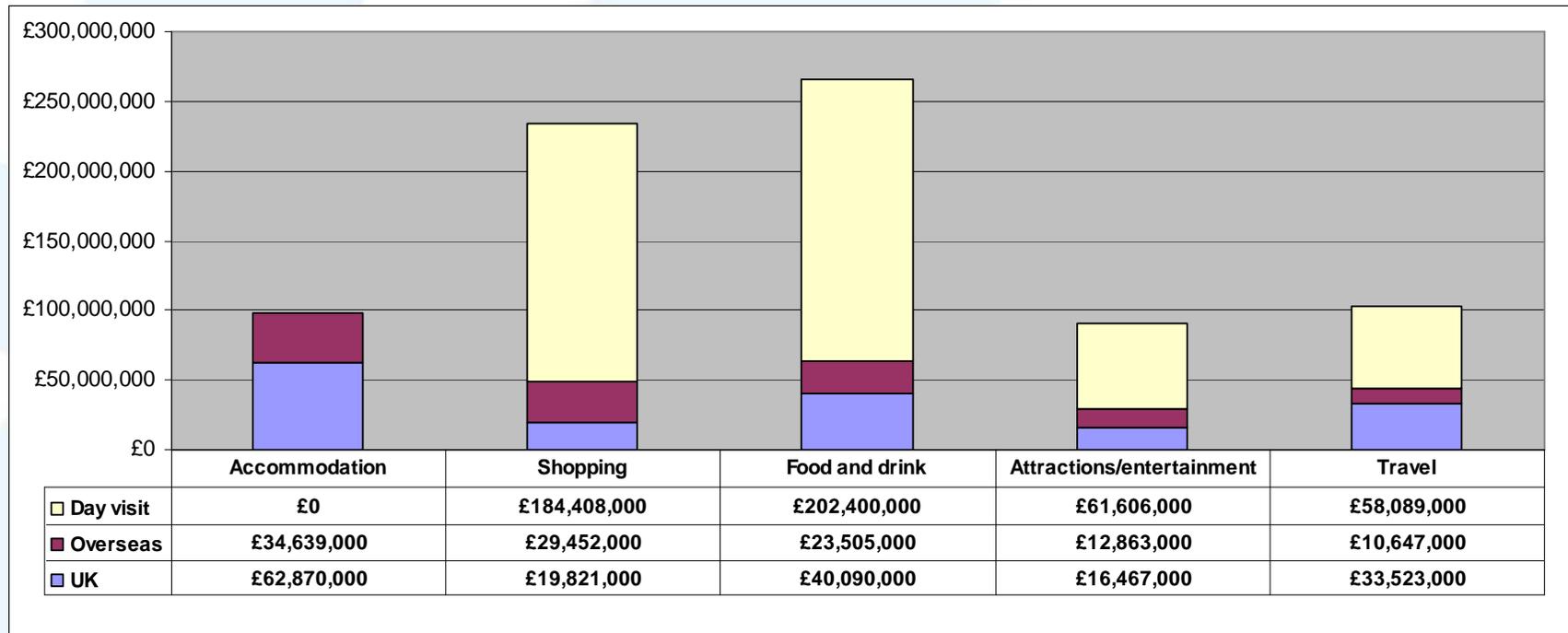
# VALUE OF TOURISM 2008

## Gloucestershire – Expenditure associated with trips (all visits)



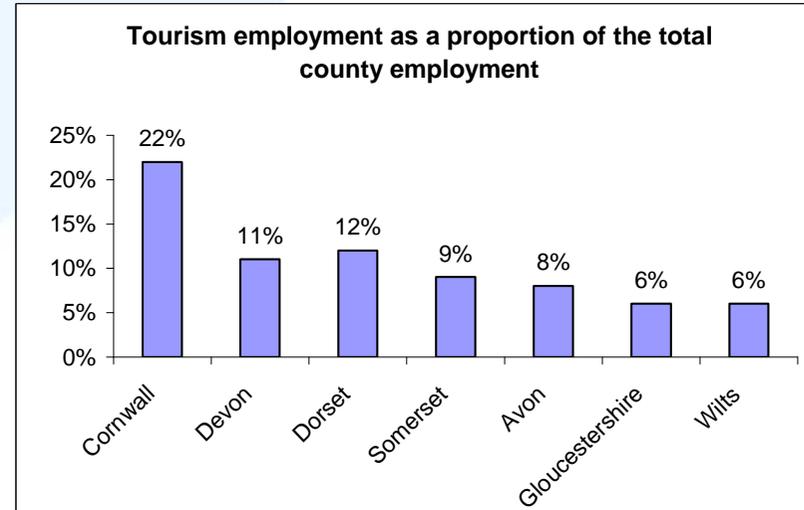
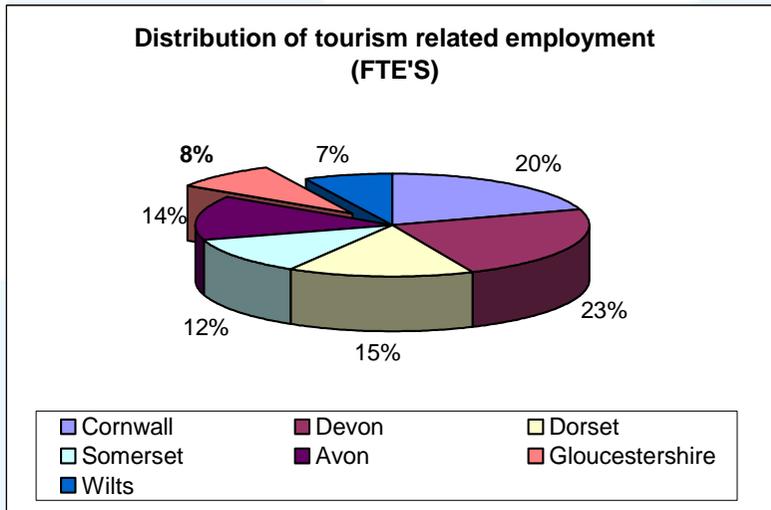
# VALUE OF TOURISM 2008

## Gloucestershire – Expenditure associated with trips



# VALUE OF TOURISM 2008

## Gloucestershire – Employment in context



	Number of FTE's
<b>Cornwall</b>	39,667
<b>Devon</b>	46,140
<b>Dorset</b>	30,250
<b>Somerset</b>	23,549
<b>Former Avon</b>	27,600
<b>Gloucestershire</b>	16,791
<b>Wilts</b>	14,459
<b>Totals</b>	<b>198,456</b>

# VALUE OF TOURISM 2008

## Gloucestershire – Employment in detail

### Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	6,113	9,420	15,533
Indirect	1,719	2,103	3,823
Induced	1,320	1,870	3,190
<b>Totals</b>	<b>9,153</b>	<b>13,393</b>	<b>22,546</b>

### Estimated number of full time jobs related to tourism spending ( FTE's )

	Staying tourists	Day visitors	Total
Direct	4,283	6,356	10,639
Indirect	1,508	1,845	3,353
Induced	1,158	1,640	2,798
<b>Totals</b>	<b>6,949</b>	<b>9,841</b>	<b>16,791</b>

### Direct employment in businesses in receipt of visitor expenditure -

#### Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	1,508	62	1,569
Retailing	450	1,684	2,134
Catering	1,055	3,358	4,413
Attractions/entertainment	471	1,013	1,484
Transport	182	240	422
Arising from non trip spend	617	0	617
<b>Totals</b>	<b>4,283</b>	<b>6,356</b>	<b>10,639</b>

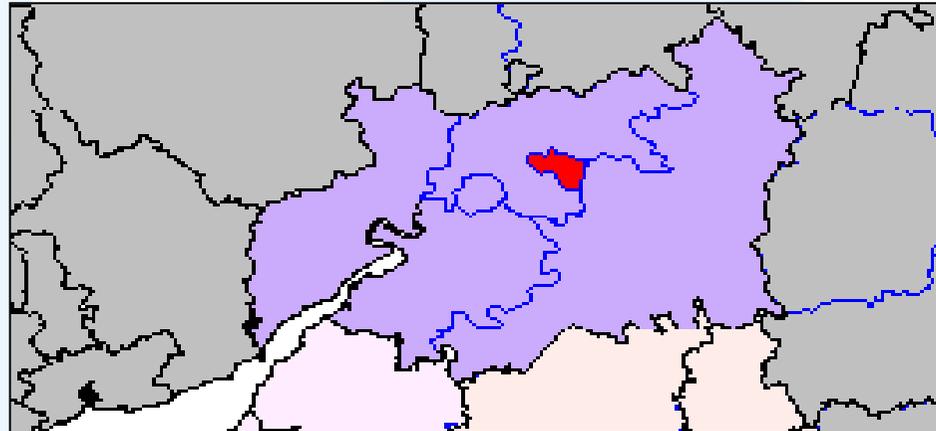
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2008

## CHELTENHAM DISTRICT

# VALUE OF TOURISM 2008

## Cheltenham Briefing



### CHELTENHAM

### KEY FACTS

- 277,800** trips by staying visitors
- 1,052,000** staying visitor nights
- £56,910,000** spend by staying visitors
- 1,525,000** day visits
- £76,095,000** spend by day visitors
- £7,195,000** other tourism related spend
- 3,225** jobs related to tourism spending
- 6%** of employment is supported by tourism

# VALUE OF TOURISM 2008

## Cheltenham Briefing

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

	Trips	Nights	Spend
Serviced	88,500	240,000	£19,070,000
Self catering	9,600	58,000	£1,973,000
Touring caravans /tents	9,200	40,000	£878,000
Static vans/holiday centres	0	0	£0
Group/campus	5,400	54,000	£644,000
Paying guests in private homes	0	0	£0
Second homes	700	4,000	£78,000
Boat moorings	0	0	£0
Other	4,400	12,000	£386,000
Staying with friends and relatives (VFR)	100,200	335,000	£6,405,000
<b>Total</b>	<b>217,900</b>	<b>742,000</b>	<b>£29,434,000</b>

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

	Trips	Nights	Spend
Serviced	34,100	90,000	£15,599,000
Self catering	800	17,000	£866,000
Touring caravans /tents	700	3,000	£112,000
Static vans/holiday centres	0	0	£0
Group/campus	1,700	20,000	£1,071,000
Paying guests in private homes	1,500	24,000	£2,080,000
Second homes	200	2,000	£337,000
Boat moorings	0	0	£0
Other	3,700	5,000	£507,000
Staying with friends and relatives (VFR)	17,300	147,000	£6,904,000
<b>Total</b>	<b>59,900</b>	<b>310,000</b>	<b>£27,476,000</b>

# VALUE OF TOURISM 2008

## Cheltenham Briefing

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

	Trips	Nights	Spend
Holiday	100,000	352,000	£13,842,000
Business	52,000	138,000	£10,419,000
VFR	56,000	177,000	£4,152,000
Other	9,000	75,000	£1,021,000
Study	0	0	£0
<b>Total</b>	<b>218,000</b>	<b>742,000</b>	<b>£29,434,000</b>

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

	Trips	Nights	Spend
Holiday	12,000	38,000	£4,771,000
Business	28,000	165,000	£10,504,000
VFR	14,000	45,000	£6,396,000
Other	3,000	16,000	£2,522,000
Study	2,000	45,000	£3,283,000
<b>Total</b>	<b>60,000</b>	<b>310,000</b>	<b>£27,476,000</b>

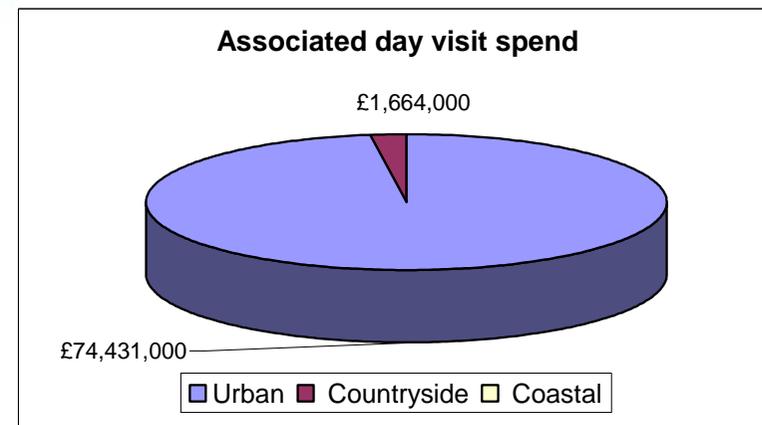
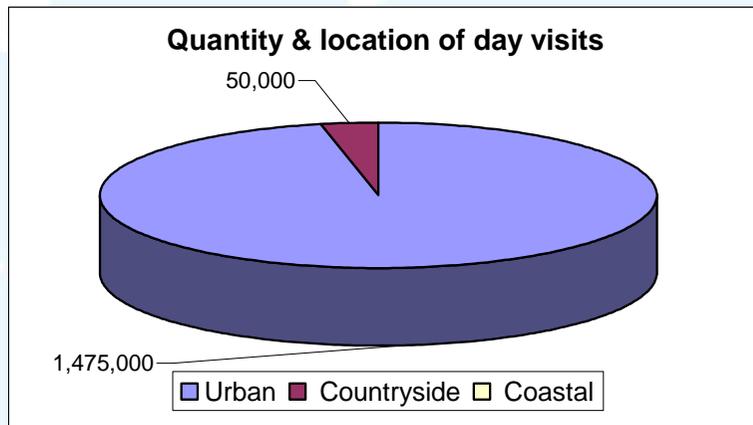
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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

## Cheltenham Briefing

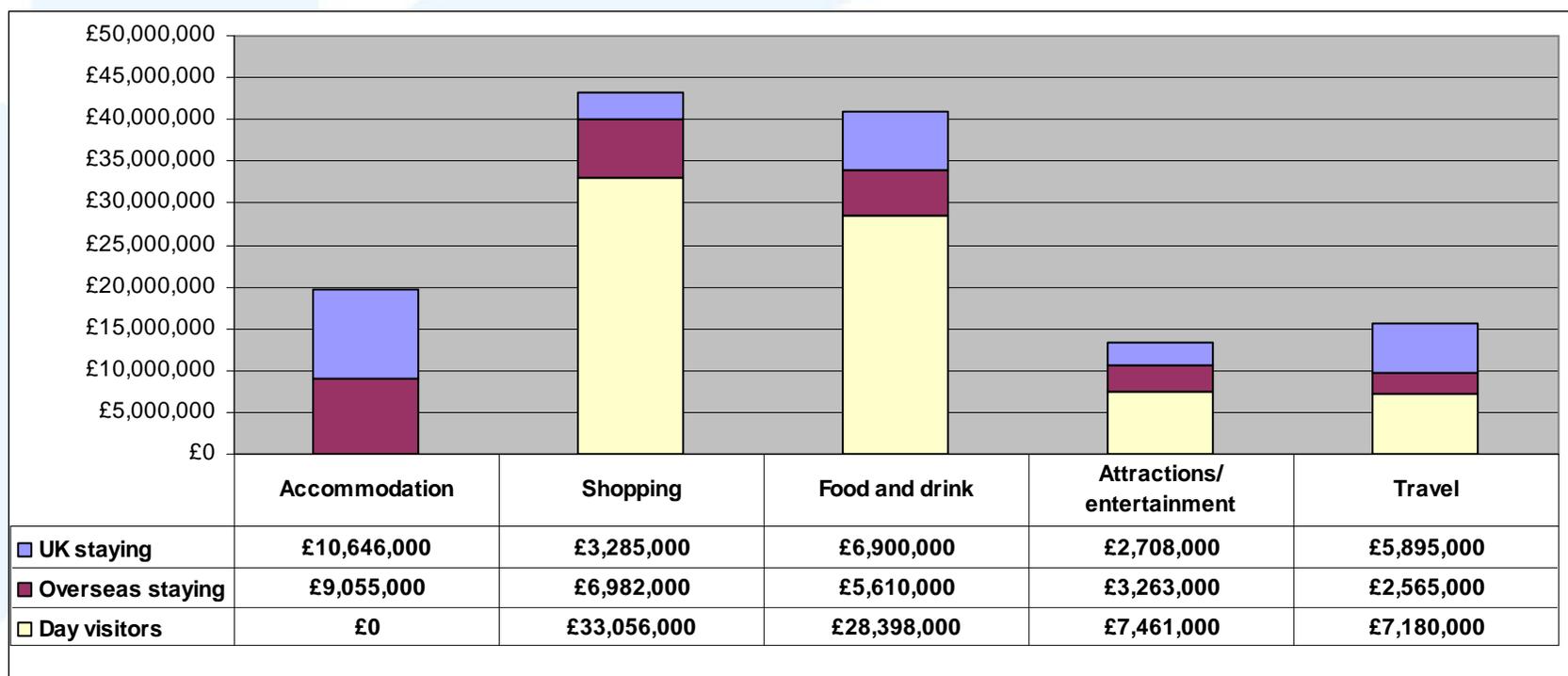
### Day visits



# VALUE OF TOURISM 2008

## Cheltenham Briefing

### Breakdown of expenditure



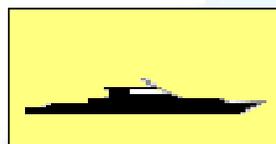
# VALUE OF TOURISM 2008

## Cheltenham Briefing

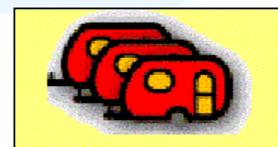
### Other tourism related spend



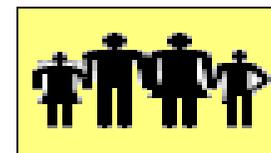
**Second Homes**  
£119,000



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£7,076,000

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	1,112	1,256	2,369
Indirect jobs	303	252	555
Induced jobs	149	152	301
<b>Total</b>	<b>1,565</b>	<b>1,660</b>	<b>3,225</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,377</b>

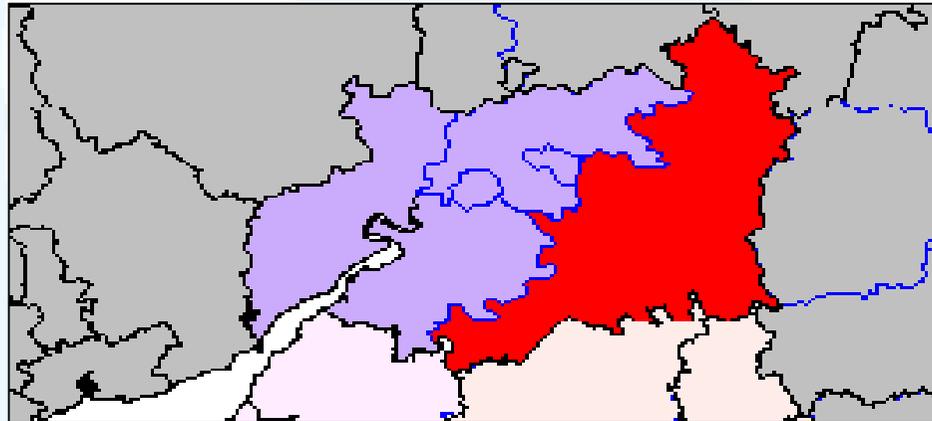
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2008

## COTSWOLD DISTRICT

# VALUE OF TOURISM 2008

## Cotswold Briefing



### COTSWOLD

### KEY FACTS

- 400,700** trips by staying visitors
- 1,638,000** staying visitor nights
- £84,745,000** spend by staying visitors
- 3,648,000** day visits
- £145,407,000** spend by day visitors
- £5,971,000** other tourism related spend
- 6,121** jobs related to tourism spending
- 14%** of employment is supported by tourism

# VALUE OF TOURISM 2008

## Cotswold Briefing

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

	Trips	Nights	Spend
Serviced	147,500	400,000	£31,774,000
Self catering	59,000	358,000	£12,161,000
Touring caravans /tents	49,200	215,000	£4,712,000
Static vans/holiday centres	0	5,000	£182,000
Group/campus	2,100	21,000	£247,000
Paying guests in private homes	0	0	£0
Second homes	2,800	15,000	£324,000
Boat moorings	1,200	10,000	£224,000
Other	3,300	9,000	£287,000
Staying with friends and relatives (VFR)	74,700	249,000	£4,775,000
<b>Total</b>	<b>339,800</b>	<b>1,282,000</b>	<b>£54,687,000</b>

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

	Trips	Nights	Spend
Serviced	34,400	91,000	£15,738,000
Self catering	4,800	106,000	£5,335,000
Touring caravans /tents	3,700	15,000	£601,000
Static vans/holiday centres	0	0	£4,000
Group/campus	600	8,000	£411,000
Paying guests in private homes	800	12,000	£1,040,000
Second homes	900	10,000	£1,402,000
Boat moorings	0	0	£0
Other	2,700	4,000	£378,000
Staying with friends and relatives (VFR)	12,900	110,000	£5,147,000
<b>Total</b>	<b>60,900</b>	<b>356,000</b>	<b>£30,058,000</b>

# VALUE OF TOURISM 2008

## Cotswold Briefing

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

	Trips	Nights	Spend
Holiday	204,000	809,000	£25,718,000
Business	87,000	260,000	£19,357,000
VFR	42,000	149,000	£7,715,000
Other	7,000	63,000	£1,896,000
Study	0	0	£0
<b>Total</b>	<b>340,000</b>	<b>1,282,000</b>	<b>£54,687,000</b>

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

	Trips	Nights	Spend
Holiday	18,000	70,000	£8,283,000
Business	29,000	203,000	£12,218,000
VFR	11,000	41,000	£5,497,000
Other	2,000	14,000	£2,168,000
Study	1,000	27,000	£1,892,000
<b>Total</b>	<b>61,000</b>	<b>356,000</b>	<b>£30,058,000</b>

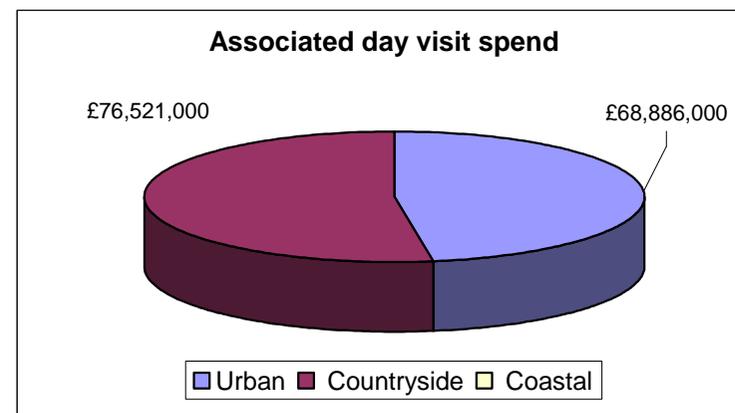
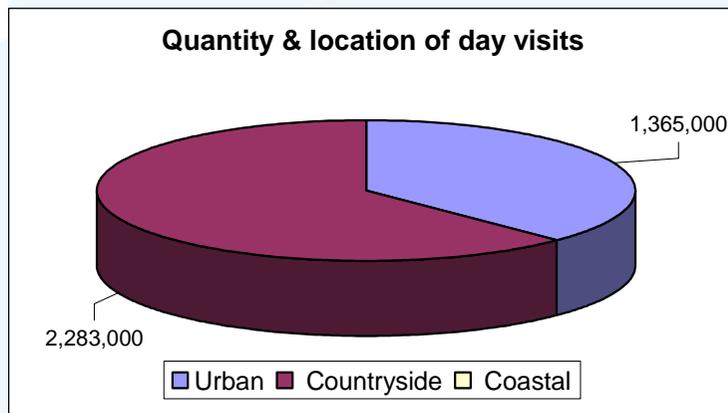
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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# VALUE OF TOURISM 2008

## Cotswold Briefing

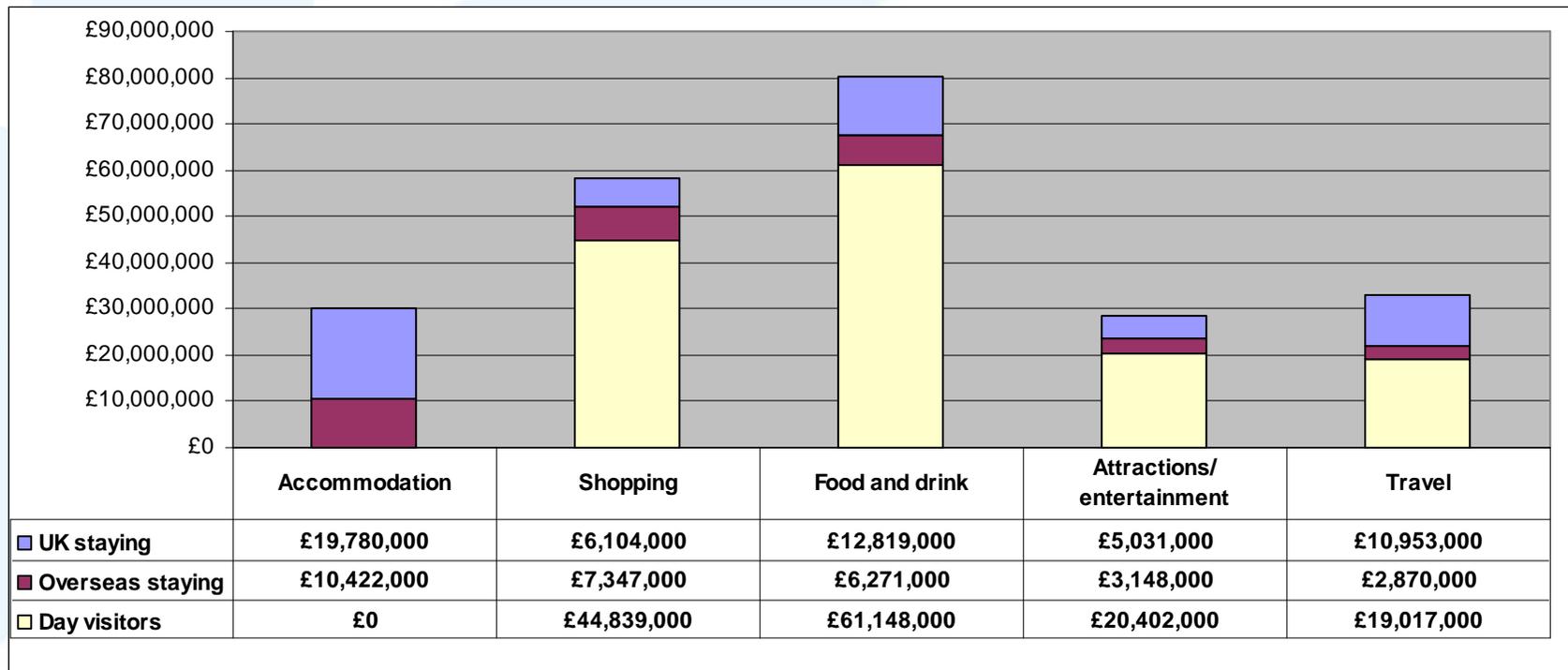
### Day visits



# VALUE OF TOURISM 2008

## Cotswold Briefing

### Breakdown of expenditure



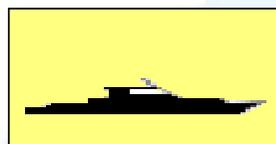
# VALUE OF TOURISM 2008

## Cotswold Briefing

### Other tourism related spend



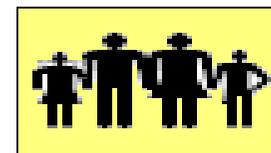
**Second Homes**  
£496,000



**Boats**  
£200,000



**Static Vans**  
£0



**VFR**  
£5,275,000

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	2,011	3,229	5,240
Indirect jobs	301	344	646
Induced jobs	94	142	236
<b>Total</b>	<b>2,406</b>	<b>3,715</b>	<b>6,121</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>4,339</b>

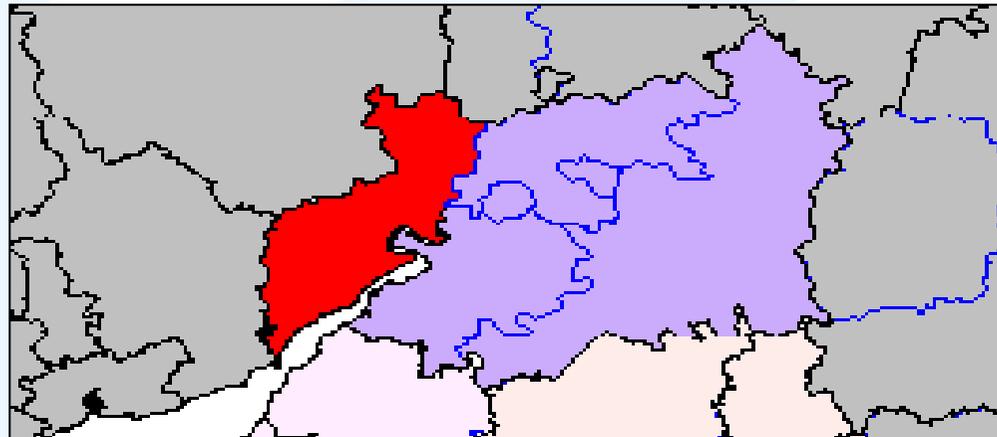
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# 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>

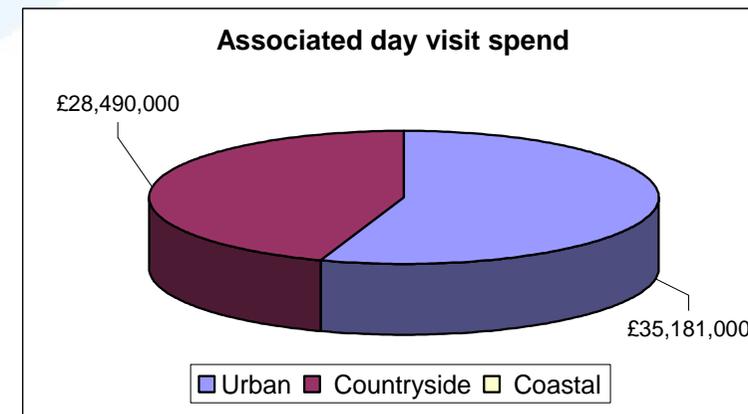
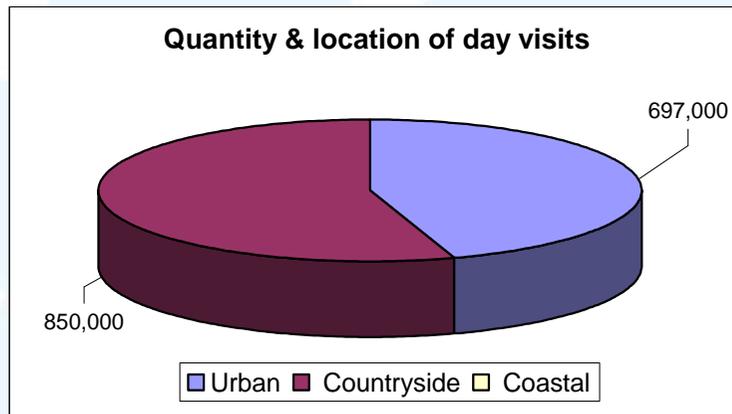
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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

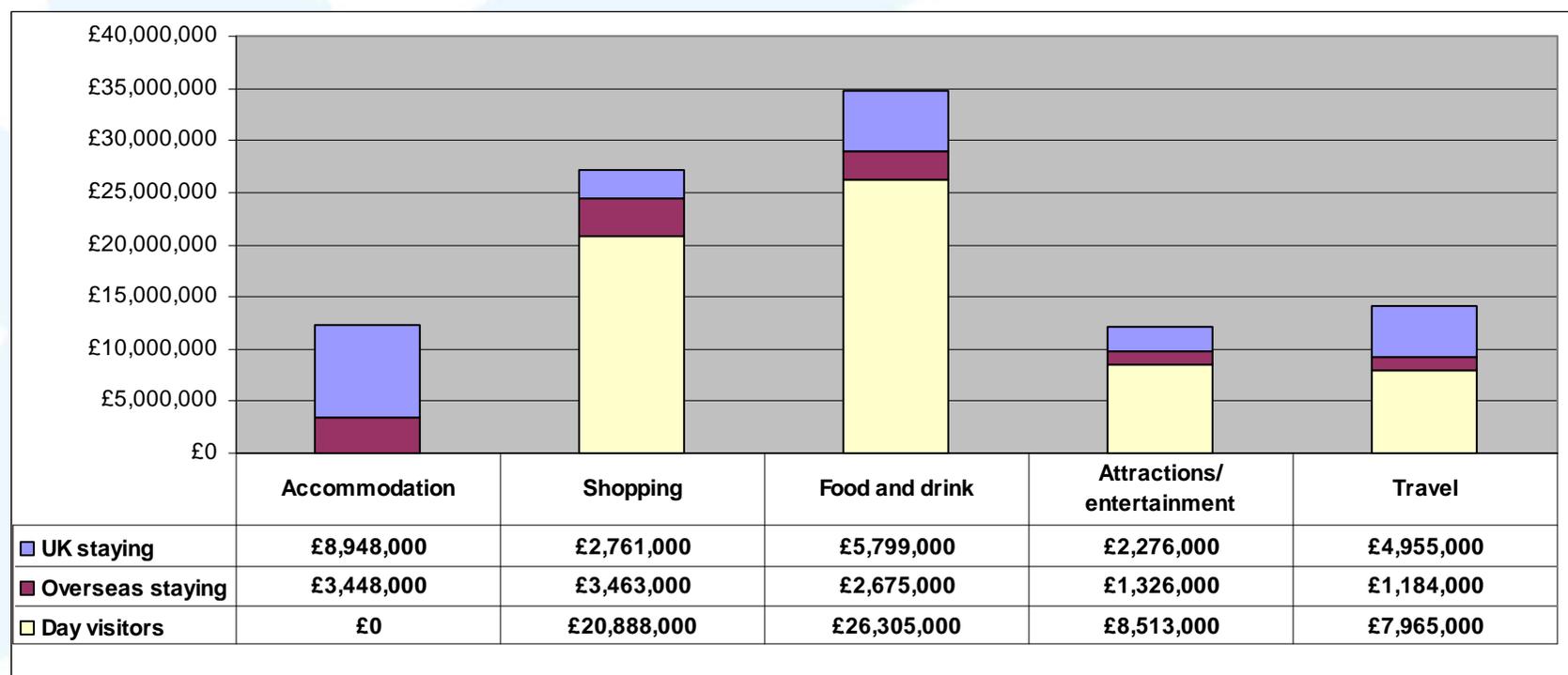
### Day visits



# VALUE OF TOURISM 2008

## Forest of Dean Briefing

### Breakdown of expenditure



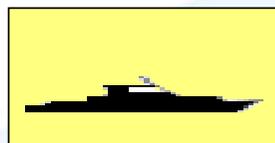
# VALUE OF TOURISM 2008

## Forest of Dean Briefing

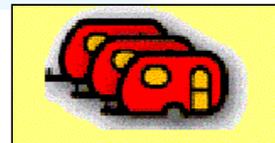
### Other tourism related spend



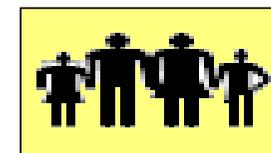
**Second Homes**  
**£138,000**



**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>

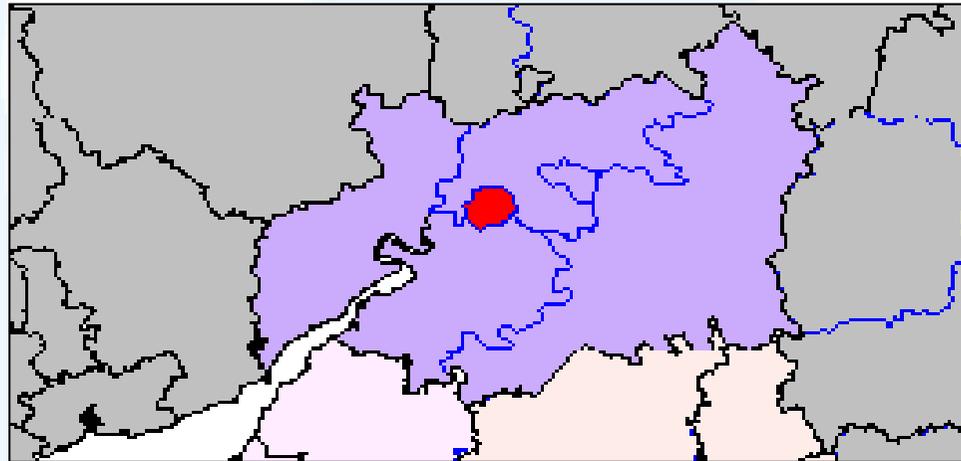
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2008

## GLOUCESTER DISTRICT

# VALUE OF TOURISM 2008

## Gloucester Briefing



### GLOUCESTER      KEY FACTS

**194,000** trips by staying visitors  
**729,000** staying visitor nights  
**£32,136,000** spend by staying visitors  
**1,657,000** day visits  
**£81,567,000** spend by day visitors  
**£7,455,000** other tourism related spend  
**2,820** jobs related to  
tourism spending  
**5%** of employment is  
supported by tourism

# VALUE OF TOURISM 2008

## Gloucester Briefing

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

	Trips	Nights	Spend
Serviced	49,000	133,000	£10,565,000
Self catering	700	4,000	£147,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	2,100	21,000	£255,000
Paying guests in private homes	0	0	£0
Second homes	300	2,000	£40,000
Boat moorings	700	5,000	£123,000
Other	4,600	12,000	£397,000
Staying with friends and relatives (VFR)	103,100	344,000	£6,594,000
<b>Total</b>	<b>160,600</b>	<b>522,000</b>	<b>£18,122,000</b>

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

	Trips	Nights	Spend
Serviced	10,200	27,000	£4,683,000
Self catering	100	1,000	£65,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	700	8,000	£425,000
Paying guests in private homes	800	12,000	£1,040,000
Second homes	100	1,000	£172,000
Boat moorings	0	0	£0
Other	3,800	6,000	£522,000
Staying with friends and relatives (VFR)	17,800	152,000	£7,108,000
<b>Total</b>	<b>33,400</b>	<b>207,000</b>	<b>£14,014,000</b>

# VALUE OF TOURISM 2008

## Gloucester Briefing

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

	Trips	Nights	Spend
Holiday	64,000	210,000	£8,522,000
Business	29,000	71,000	£6,414,000
VFR	58,000	169,000	£2,556,000
Other	10,000	72,000	£628,000
Study	0	0	£0
<b>Total</b>	<b>161,000</b>	<b>522,000</b>	<b>£18,122,000</b>

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

	Trips	Nights	Spend
Holiday	6,000	25,000	£1,992,000
Business	8,000	67,000	£2,713,000
VFR	15,000	63,000	£5,664,000
Other	3,000	22,000	£2,233,000
Study	1,000	30,000	£1,412,000
<b>Total</b>	<b>33,000</b>	<b>207,000</b>	<b>£14,014,000</b>

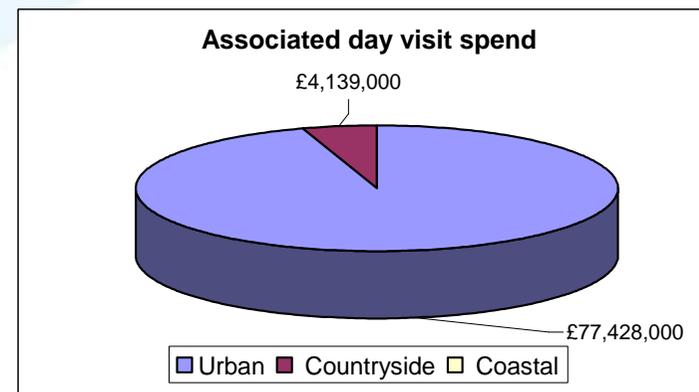
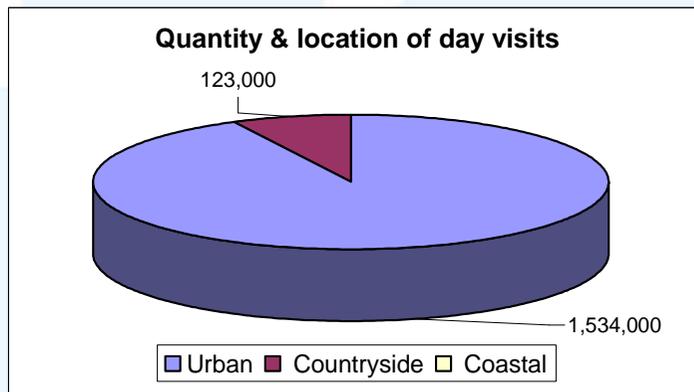
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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

## Gloucester Briefing

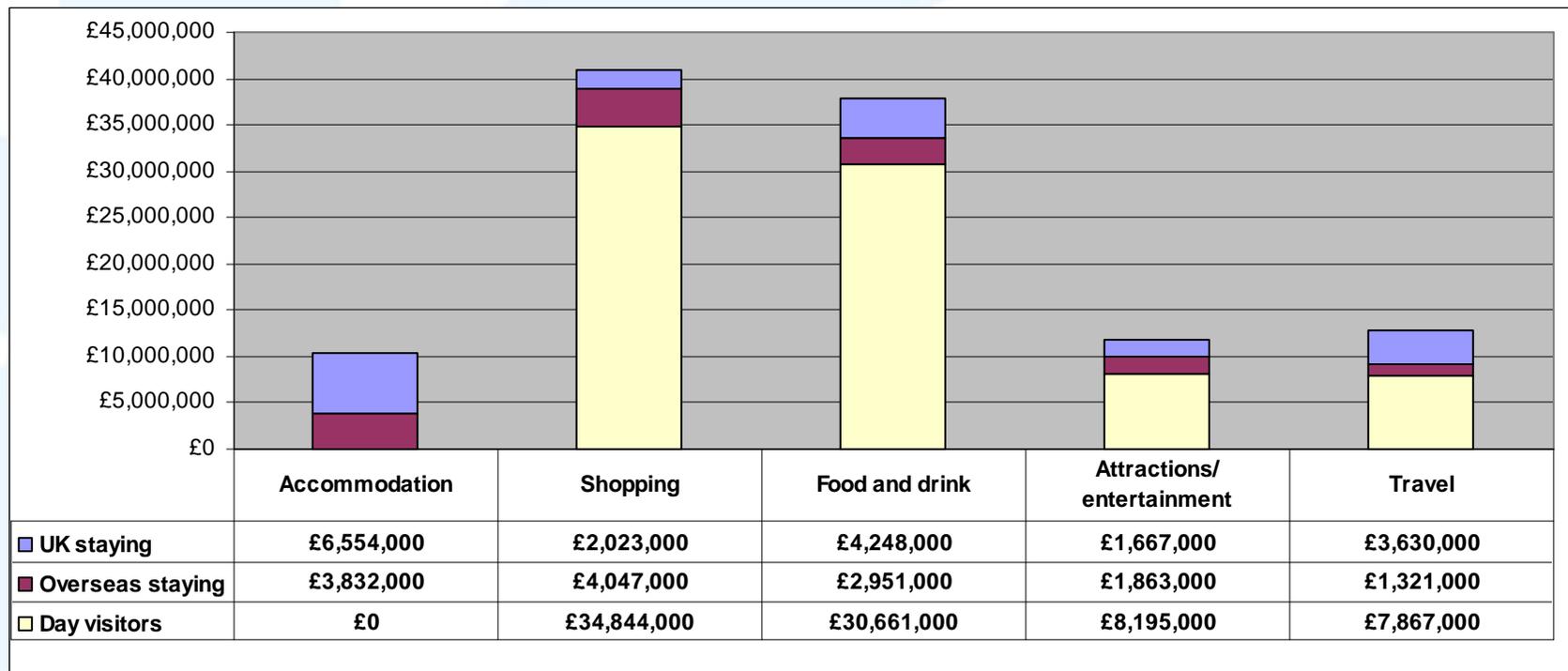
### Day visits



# VALUE OF TOURISM 2008

## Gloucester Briefing

### Breakdown of expenditure



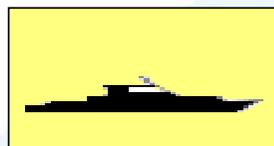
# VALUE OF TOURISM 2008

## Gloucester Briefing

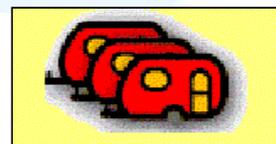
### Other tourism related spend



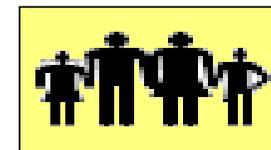
**Second Homes**  
**£61,000**



**Boats**  
**£110,000**



**Static Vans**  
**£0**



**VFR**  
**£7,284,000**

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	706	1,401	2,107
Indirect jobs	179	271	450
Induced jobs	94	168	263
<b>Total</b>	<b>980</b>	<b>1,840</b>	<b>2,820</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,074</b>

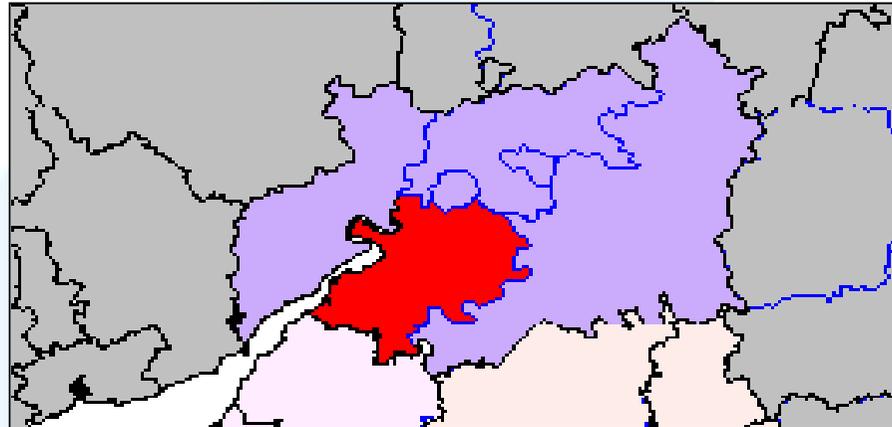
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2008

## STROUD DISTRICT

# VALUE OF TOURISM 2008

## Stroud Briefing



<u>STROUD</u>	<u>KEY FACTS</u>
<b>191,900</b>	trips by staying visitors
<b>753,000</b>	staying visitor nights
<b>£31,108,000</b>	spend by staying visitors
<b>1,925,000</b>	day visits
<b>£85,331,000</b>	spend by day visitors
<b>£7,027,000</b>	other tourism related spend
<b>3,044</b>	jobs related to tourism spending
<b>5%</b>	of employment is supported by tourism

# VALUE OF TOURISM 2008

## Stroud Briefing

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

	Trips	Nights	Spend
Serviced	40,100	109,000	£8,646,000
Self catering	10,700	65,000	£2,208,000
Touring caravans /tents	4,700	21,000	£452,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	10,000	£117,000
Paying guests in private homes	0	0	£0
Second homes	1,000	5,000	£112,000
Boat moorings	0	0	£0
Other	4,400	12,000	£381,000
Staying with friends and relatives (VFR)	99,000	331,000	£6,331,000
<b>Total</b>	<b>160,900</b>	<b>552,000</b>	<b>£18,246,000</b>

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

	Trips	Nights	Spend
Serviced	8,400	22,000	£3,832,000
Self catering	900	19,000	£969,000
Touring caravans /tents	400	1,000	£58,000
Static vans/holiday centres	0	0	£0
Group/campus	300	4,000	£194,000
Paying guests in private homes	0	0	£0
Second homes	300	4,000	£484,000
Boat moorings	0	0	£0
Other	3,600	5,000	£501,000
Staying with friends and relatives (VFR)	17,100	146,000	£6,824,000
<b>Total</b>	<b>31,000</b>	<b>201,000</b>	<b>£12,862,000</b>

# VALUE OF TOURISM 2008

## Stroud Briefing

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

	Trips	Nights	Spend
Holiday	73,000	248,000	£8,581,000
Business	24,000	61,000	£6,459,000
VFR	56,000	170,000	£2,574,000
Other	9,000	72,000	£633,000
Study	0	0	£0
<b>Total</b>	<b>161,000</b>	<b>552,000</b>	<b>£18,246,000</b>

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

	Trips	Nights	Spend
Holiday	8,000	43,000	£3,059,000
Business	7,000	67,000	£2,400,000
VFR	13,000	67,000	£5,310,000
Other	3,000	23,000	£2,094,000
Study	0	0	£0
<b>Total</b>	<b>31,000</b>	<b>201,000</b>	<b>£12,862,000</b>

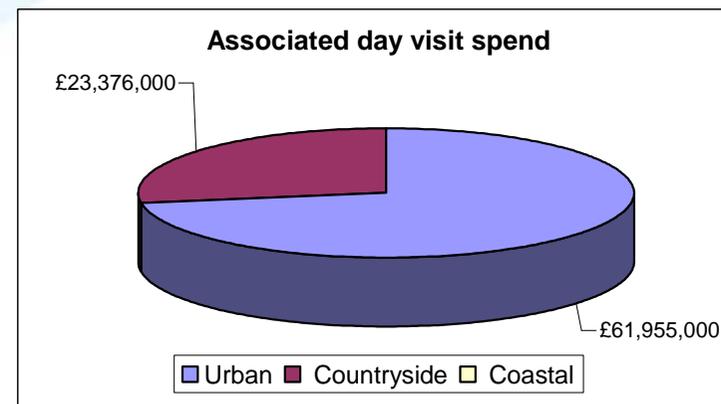
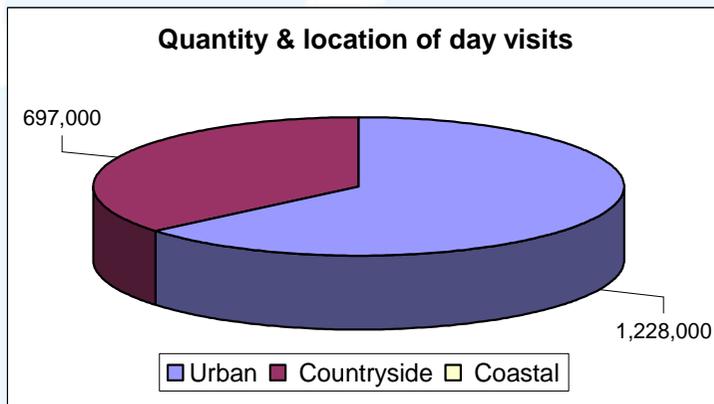
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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

## Stroud Briefing

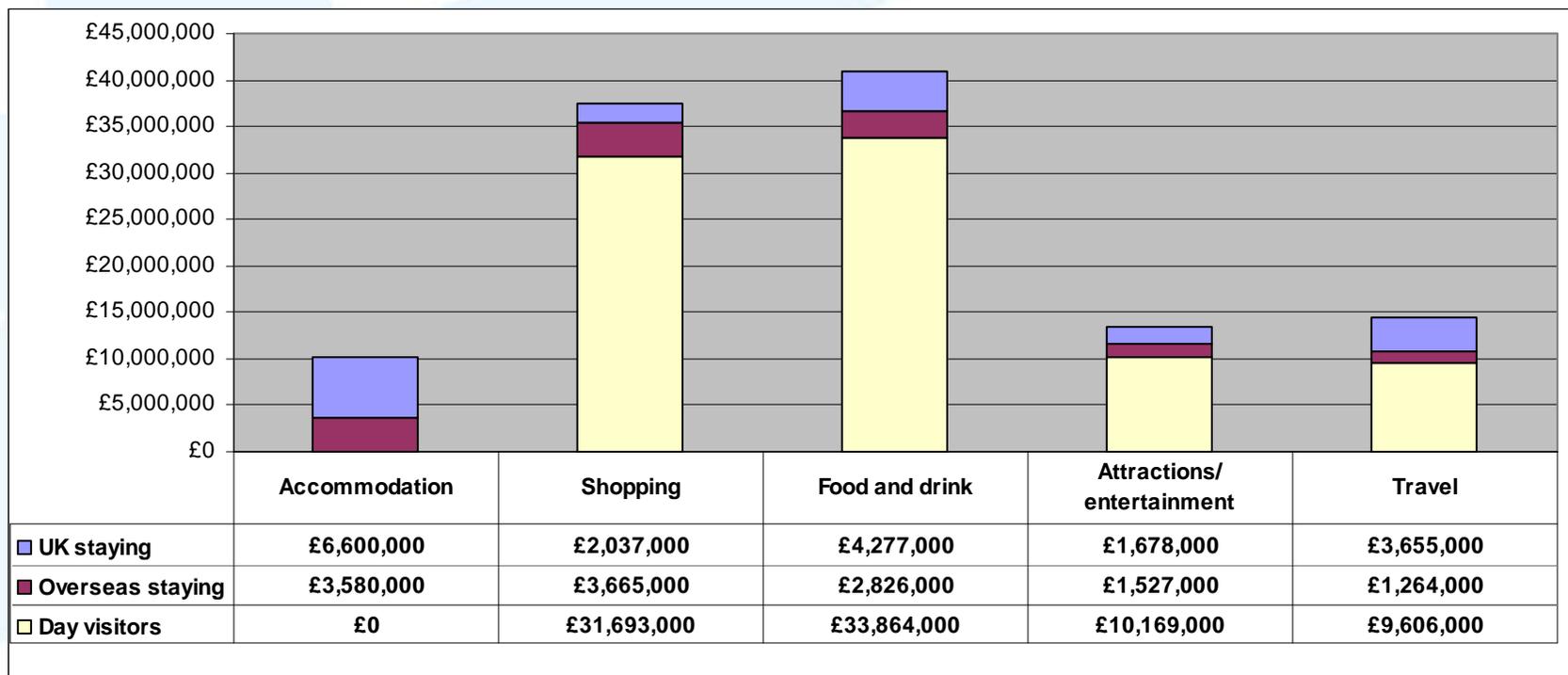
### Day visits



# VALUE OF TOURISM 2008

## Stroud Briefing

### Breakdown of expenditure



# VALUE OF TOURISM 2008

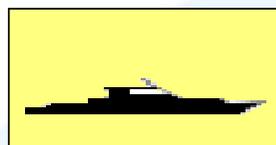
## Stroud Briefing

### Other tourism related spend



**Second Homes**

**£171,000**



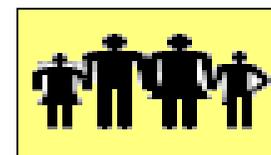
**Boats**

**£0**



**Static Vans**

**£0**



**VFR**

**£6,856,000**

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	715	1,581	2,296
Indirect jobs	174	292	466
Induced jobs	94	188	283
<b>Total</b>	<b>983</b>	<b>2,061</b>	<b>3,044</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,233</b>

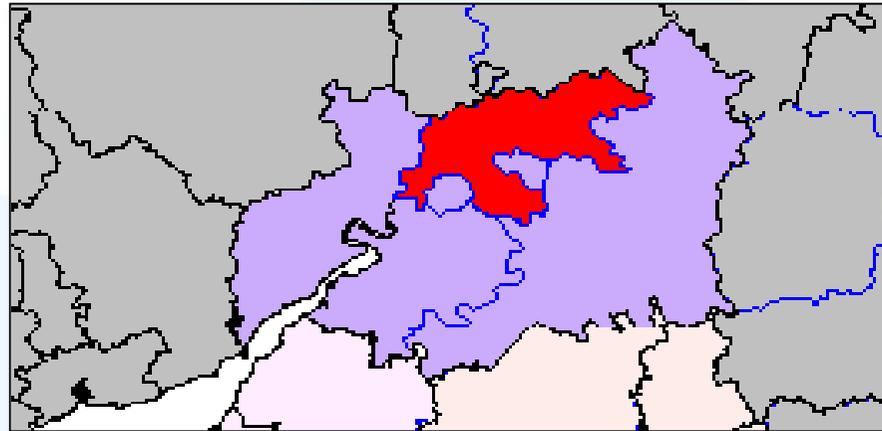
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2008

## TEWKESBURY DISTRICT

# VALUE OF TOURISM 2008

## Tewkesbury Briefing



### TEWKESBURY

### KEY FACTS

- 225,900** trips by staying visitors
- 821,000** staying visitor nights
- £42,141,000** spend by staying visitors
- 1,274,000** day visits
- £54,431,000** spend by day visitors
- £5,779,000** other tourism related spend
- 2,209** jobs related to tourism spending
- 5%** of employment is supported by tourism

# VALUE OF TOURISM 2008

## Tewkesbury Briefing

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

	Trips	Nights	Spend
Serviced	85,800	233,000	£18,482,000
Self catering	7,900	48,000	£1,620,000
Touring caravans /tents	18,900	83,000	£1,808,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	500	2,000	£53,000
Boat moorings	4,200	34,000	£783,000
Other	3,100	8,000	£272,000
Staying with friends and relatives (VFR)	70,700	236,000	£4,524,000
<b>Total</b>	<b>191,000</b>	<b>644,000</b>	<b>£27,542,000</b>

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

	Trips	Nights	Spend
Serviced	17,900	47,000	£8,192,000
Self catering	600	14,000	£711,000
Touring caravans /tents	1,400	6,000	£231,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	200	2,000	£231,000
Boat moorings	0	0	£0
Other	2,600	4,000	£358,000
Staying with friends and relatives (VFR)	12,200	104,000	£4,876,000
<b>Total</b>	<b>34,900</b>	<b>177,000</b>	<b>£14,599,000</b>

# VALUE OF TOURISM 2008

## Tewkesbury Briefing

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

	Trips	Nights	Spend
Holiday	94,000	332,000	£12,953,000
Business	50,000	134,000	£9,749,000
VFR	40,000	125,000	£3,885,000
Other	7,000	53,000	£955,000
Study	0	0	£0
<b>Total</b>	<b>191,000</b>	<b>644,000</b>	<b>£27,542,000</b>

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

	Trips	Nights	Spend
Holiday	7,000	21,000	£2,394,000
Business	15,000	89,000	£5,004,000
VFR	10,000	33,000	£4,097,000
Other	2,000	11,000	£1,616,000
Study	1,000	23,000	£1,489,000
<b>Total</b>	<b>35,000</b>	<b>177,000</b>	<b>£14,599,000</b>

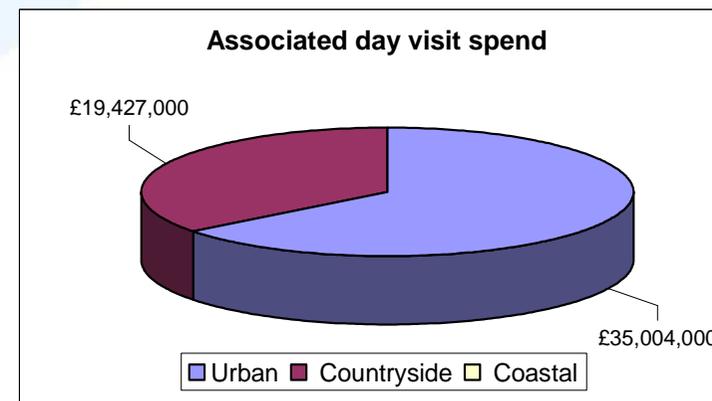
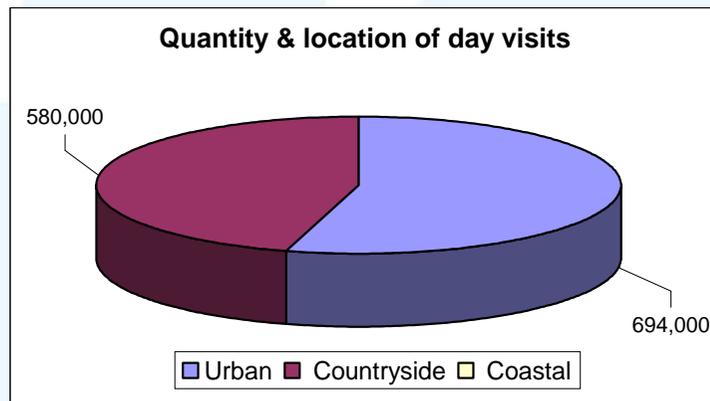
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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

## Tewkesbury Briefing

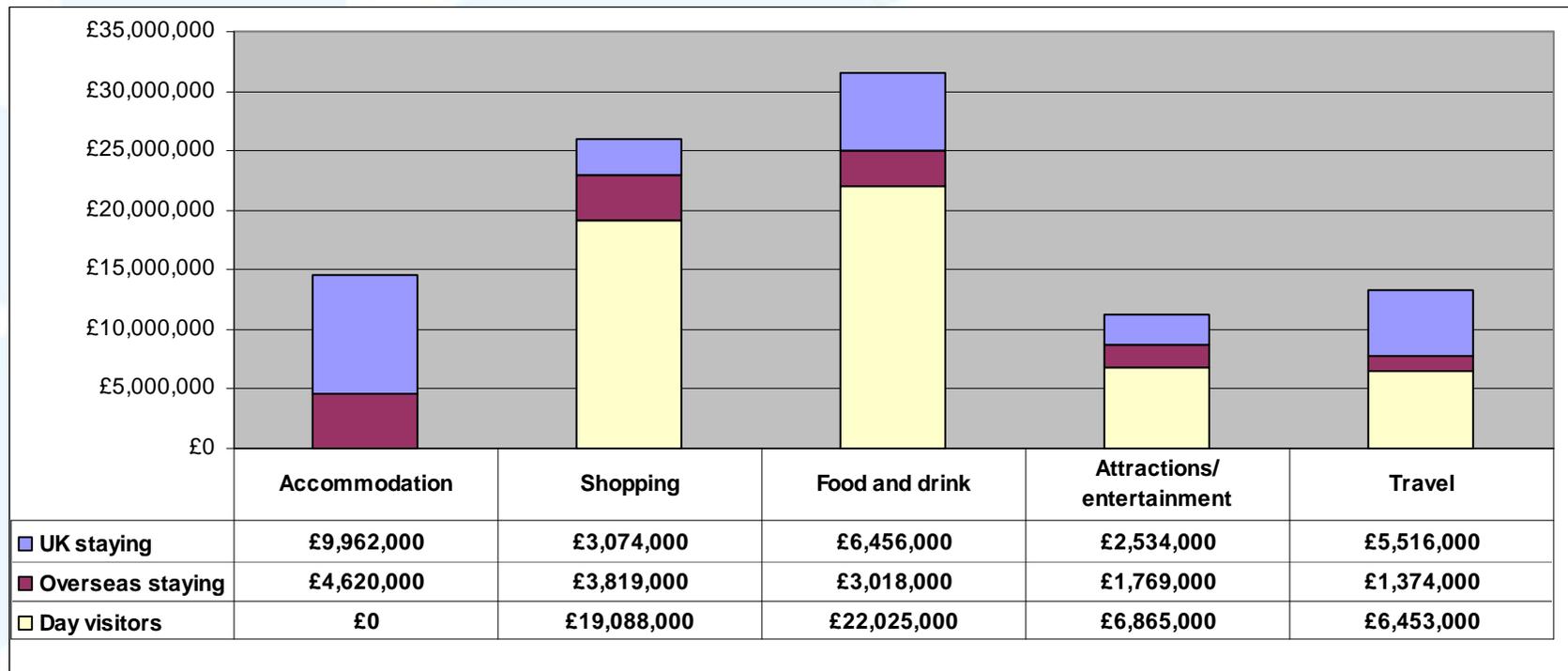
### Day visits



# VALUE OF TOURISM 2008

## Tewkesbury Briefing

### Breakdown of expenditure



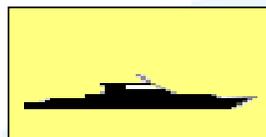
# VALUE OF TOURISM 2008

## Tewkesbury Briefing

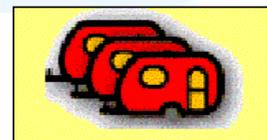
### Other tourism related spend



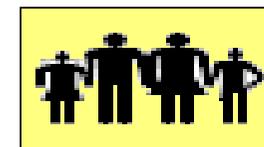
**Second Homes**  
£82,000



**Boats**  
£700,000



**Static Vans**  
£0



**VFR**  
£4,997,000

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	869	970	1,839
Indirect jobs	159	125	283
Induced jobs	43	44	86
<b>Total</b>	<b>1,071</b>	<b>1,138</b>	<b>2,209</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>1,589</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.