

<b>VALUE OF TOURISM IN THE FOREST OF DEAN</b>									
	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011*</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Day Visits	1,494,000	1,547,000	1,535,000	1,531,000	2,334,000	2,547,000	2,601,000	2,472,000	2,250,000
Trips by Staying Visitors	250,900	252,700	254,200	242,300	269,300	253,800	266,300	309,900	327,000
Spend by staying visitors	£34,791,000	£36,835,000	£41,888,000	£38,450,000	£45,561,000	£46,679,000	£50,918,000	£60,176,000	£63,699,000
Spend by day visitors	£58,510,000	£63,671,000	£63,452,000	£63,244,000	£82,241,000	£89,406,000	£77,976,000	£76,379,000	£72,153,000
Other tourism related spend	£6,465,000	£5,312,000	£5,520,000	£5,516,000	£5,069,000	£5,469,000	£5,927,000	£4,889,000	£5,697,000
Jobs related to tourism	2,324	2,760	2,622	2,542	3,083	3,448	3,139	3,166	3,058
% of employment supported by tourism	6%	8%	7%	6%	8%	9%	8%	8%	7%
<b>Total value to the economy</b>	<b>£99,766,000</b>	<b>£105,818,000</b>	<b>£110,860,000</b>	<b>£107,210,000</b>	<b>£132,871,000</b>	<b>£141,554,000</b>	<b>£134,821,000</b>	<b>£141,444,000</b>	<b>£141,549,000</b>
Notes									
2011* - Data re-modelled by The South West Tourism Alliance and recirculated 03.02.2014									