

The Economic Impact of Gloucestershire's Visitor Economy 2015

Produced on behalf of Cotswold District Council
By
The South West Research Company Ltd



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Introduction

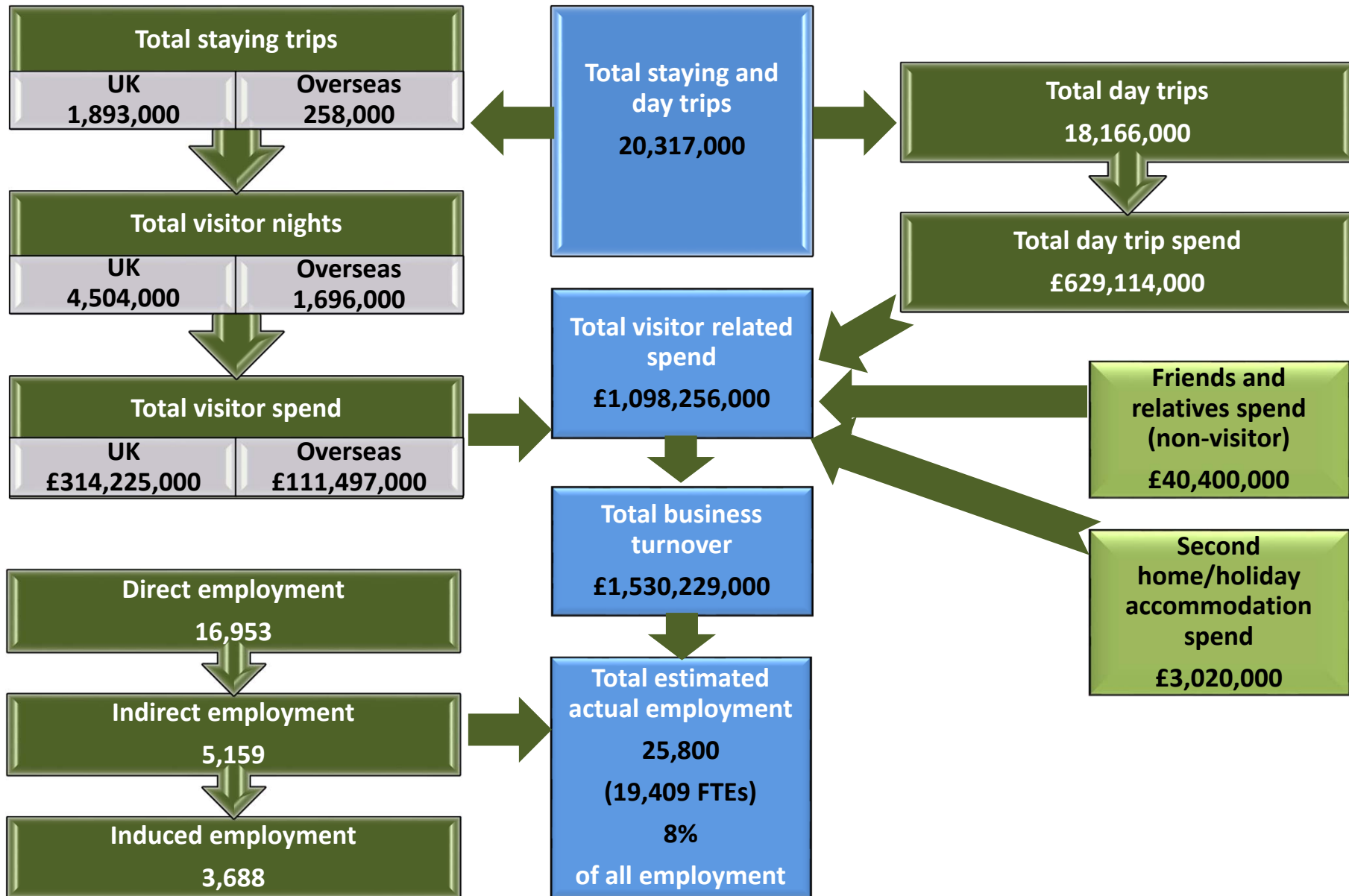
This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Gloucestershire in 2015.

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 and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2015, including key facts about the economy, weather and key events please see Appendix 2 of this report.

Gloucestershire - Key facts at a glance

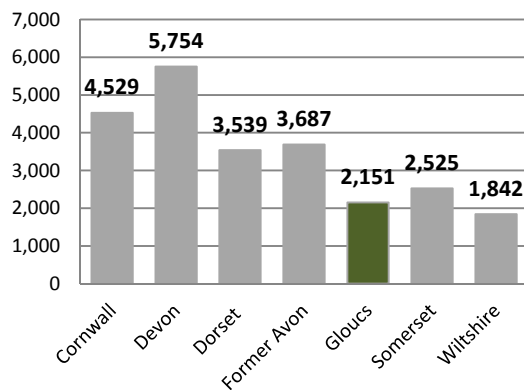


Gloucestershire – Staying visits

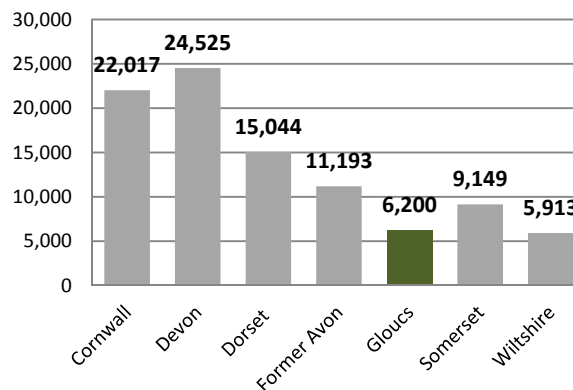
Information on staying visits is derived from the Great Britain Tourism Survey (GBTS) for domestic visitors and from the International Passenger Survey (IPS) for Overseas visitors. The methodology of both surveys has been stable since 2006 allowing for direct comparison between years and the analysis of trend data. Data at a county level is derived from the national surveys for trips, nights and spend but adjusted to account for local data and modelled below this level.

Gloucestershire - Staying visits in the regional context

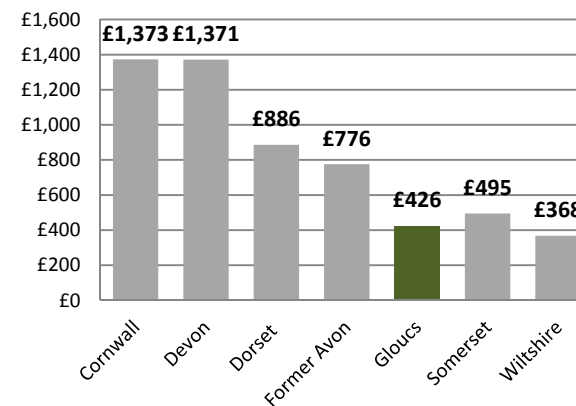
All staying trips (000's)



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)
Cornwall	4,210	319	19,760	2,257	£1,248	£125
Devon	5,290	464	21,029	3,496	£1,176	£195
Dorset	3,193	346	11,619	3,425	£672	£214
Former Avon	2,820	867	6,284	4,909	£495	£280
Gloucestershire	1,893	258	4,504	1,696	£314	£111
Somerset	2,306	219	7,619	1,530	£420	£74
Wiltshire	1,545	297	4,141	1,772	£271	£97

Gloucestershire - Staying visits by accommodation type

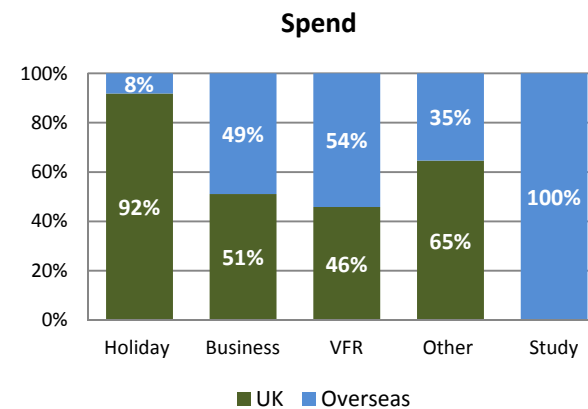
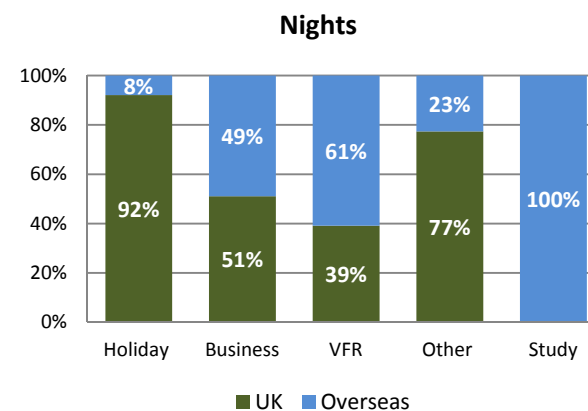
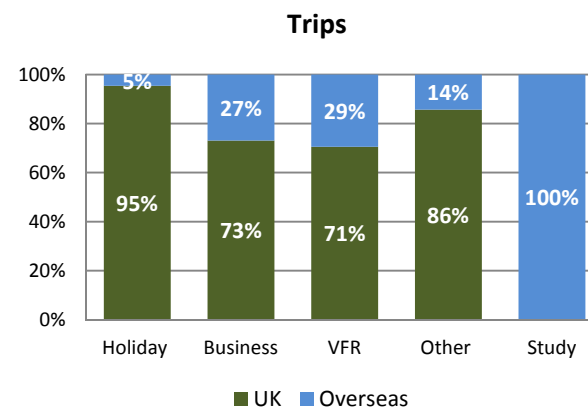
Domestic tourists	Trips	Nights	Spend
Serviced	466,000	838,000	£109,060,000
Self catering	306,000	927,000	£96,042,000
Touring caravans /tents	194,000	610,000	£24,455,000
Static vans/holiday centres	2,000	8,000	£428,000
Group/campus	28,000	25,000	£1,909,000
Paying guest in private homes	0	0	£0
Second homes	34,000	268,000	£6,167,000
Boat moorings	20,000	64,000	£4,500,000
Other	19,000	47,000	£4,273,000
Staying with friends and relatives	824,000	1,717,000	£67,391,000
Total	1,893,000	4,504,000	£314,225,000

Overseas tourists	Trips	Nights	Spend
Serviced	87,000	230,000	£31,131,000
Self catering	11,000	196,000	£13,892,000
Touring caravans /tents	17,000	62,000	£3,829,000
Static vans/holiday centres	0	0	£40,000
Group/campus	13,000	138,000	£10,143,000
Paying guest in private homes	5,000	159,000	£6,688,000
Second homes	3,000	57,000	£3,289,000
Boat moorings	0	0	£0
Other	17,000	61,000	£4,647,000
Staying with friends and relatives	105,000	793,000	£37,838,000
Total	258,000	1,696,000	£111,497,000

Gloucestershire - Staying visits by purpose

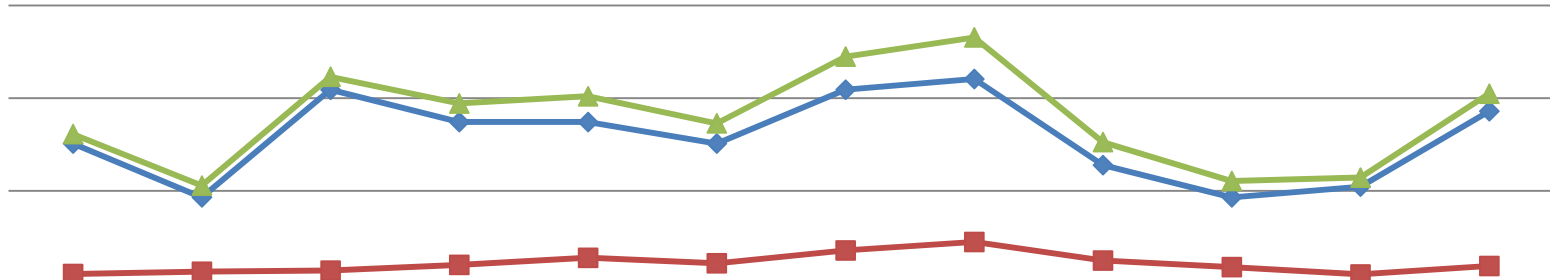
Domestic tourists	Trips	Nights	Spend
Holiday	1,387,000	3,458,000	£240,210,000
Business	155,000	278,000	£30,182,000
Visits to friends and relatives	285,000	555,000	£34,041,000
Other	66,000	212,000	£9,792,000
Study	0	0	£0
Total	1,893,000	4,504,000	£314,225,000

Overseas tourists	Trips	Nights	Spend
Holiday	67,000	297,000	£21,437,000
Business	57,000	266,000	£28,919,000
Visits to friends and relatives	119,000	862,000	£40,256,000
Other	11,000	62,000	£5,358,000
Study	4,000	209,000	£15,527,000
Total	258,000	1,696,000	£111,497,000



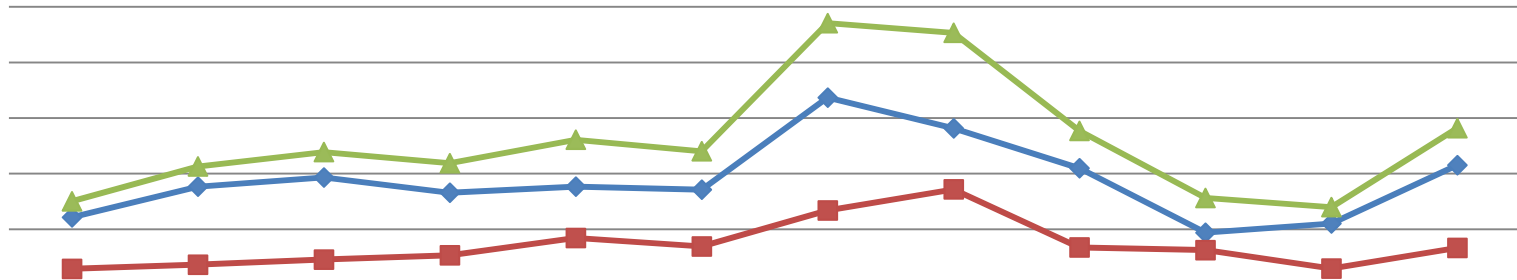
Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	151.0	92.9	209.0	174.2	174.2	151.0	209.0	220.7	127.7	92.9	104.5	185.8
OS trips (000's)	10.2	12.7	14.0	20.0	27.8	21.8	35.7	44.8	24.8	17.6	9.7	18.9
Total trips (000's)	161.1	105.6	223.0	194.2	202.0	172.7	244.7	265.5	152.5	110.5	114.3	204.7

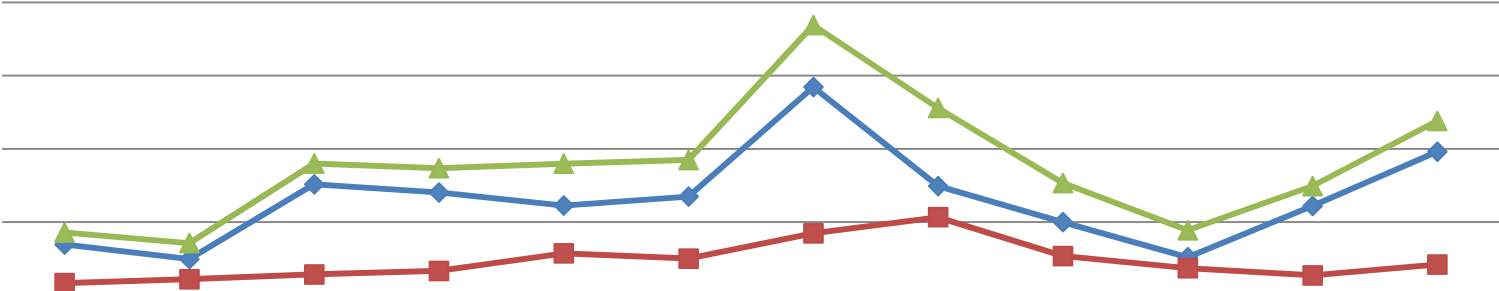
Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	242.9	353.3	386.4	331.2	353.3	342.2	673.4	563.0	419.5	187.7	220.8	430.5
OS nights (000's)	57.6	72.5	91.0	106.2	168.6	138.0	267.7	343.4	134.3	124.9	58.7	133.1
Total nights (000's)	300.5	425.7	477.4	437.4	521.9	480.3	941.1	906.4	553.8	312.6	279.4	563.6

Gloucestershire - Estimated seasonality of staying visits

Seasonality - spend



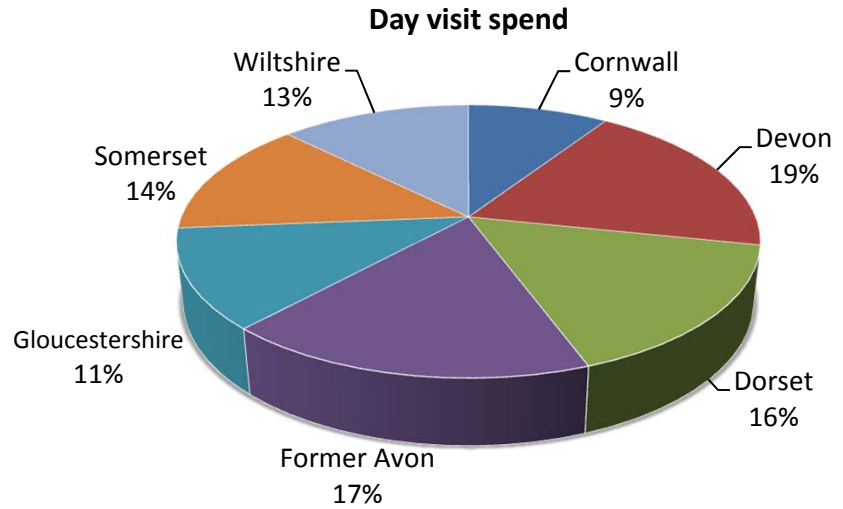
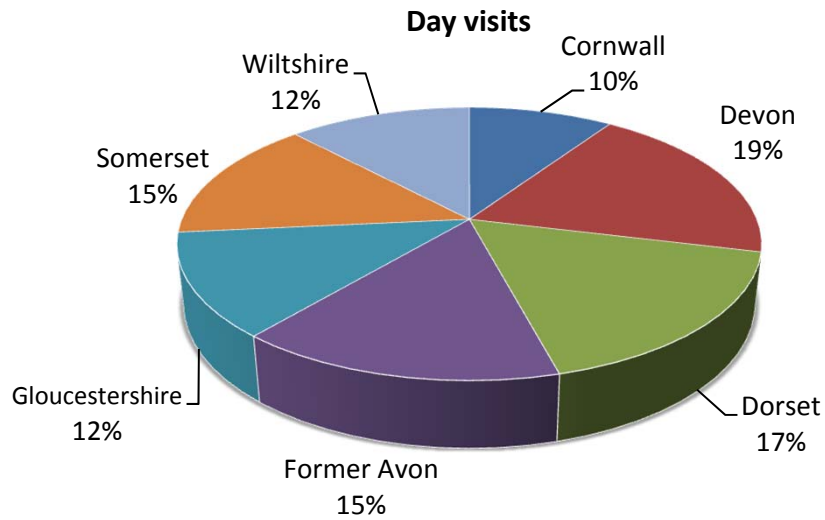
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK spend (mn's)	13.8	9.9	30.3	28.1	24.5	26.9	56.9	29.8	20.0	10.4	24.4	39.2
OS spend (mn's)	3.3	4.4	5.7	6.6	11.4	10.0	16.9	21.3	10.7	7.4	5.4	8.4
Total spend (mn's)	17.1	14.2	36.0	34.7	35.9	36.9	73.8	51.2	30.7	17.8	29.8	47.6

Gloucestershire – Day visits

Information on day visits within this report has been derived from the 2015 Great Britain Day Visit Survey (GBDVS). The survey, which was first undertaken in 2011, provides a much needed update on day visit activity in Great Britain and generally speaking estimated greater frequencies of trip taking than the previous day visit survey (England Leisure Visits Survey 2005). As a result of the new methodology in 2011 comparisons with previous day visit estimates are not possible.

The GBDVS distinguishes between day visits to a town or city; to the seaside and coast; and to the countryside. Different drivers are used within the model to distribute these trips. Local 'drivers' such as attraction footfall, quality and size of countryside and coastline are factored into the model for this purpose.

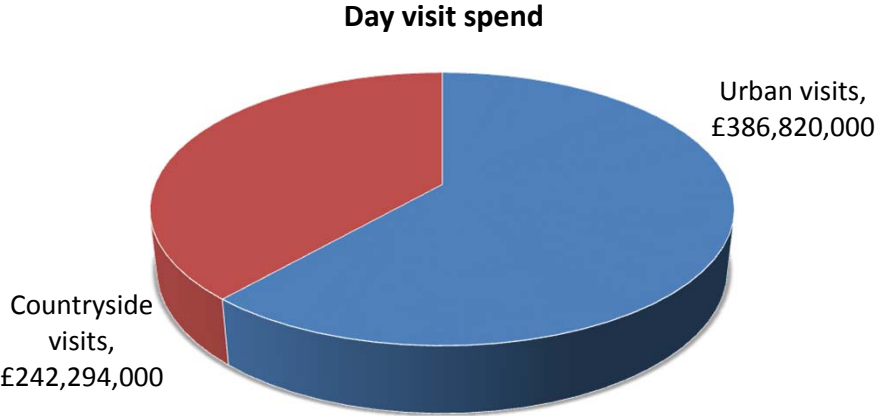
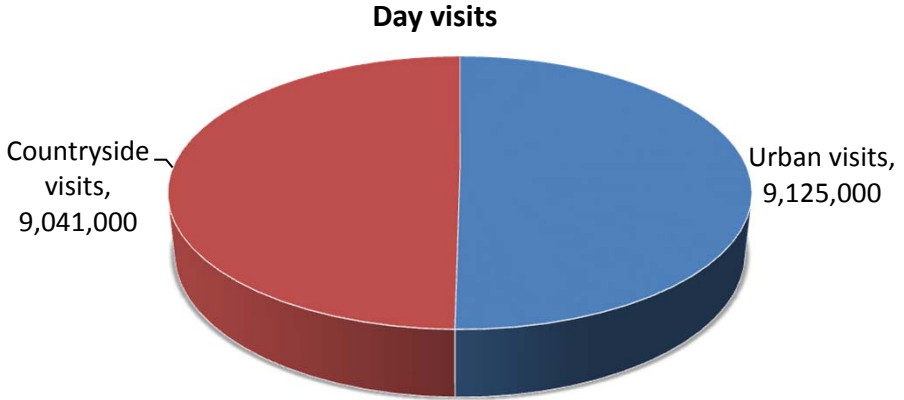
Gloucestershire - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.0	£491.8
Devon	28.6	£1,013.7
Dorset	25.2	£855.1
Former Avon	22.7	£931.0
Gloucestershire	18.2	£629.1
Somerset	21.4	£731.6
Wiltshire	17.8	£668.5

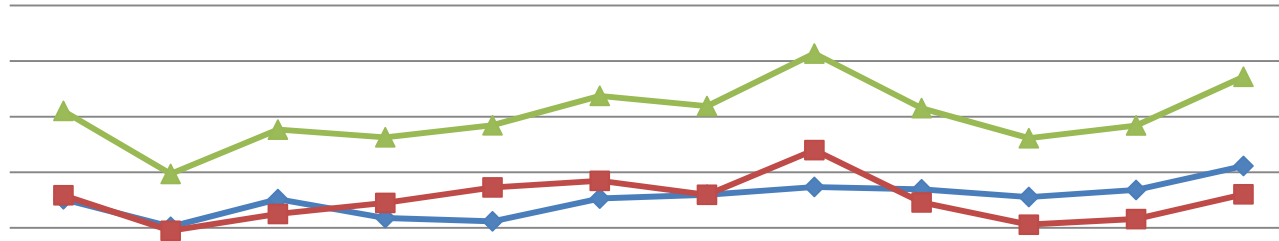
Gloucestershire - Day visits by location

Total day visits	Total day visit spend
18,166,000	£629,114,000



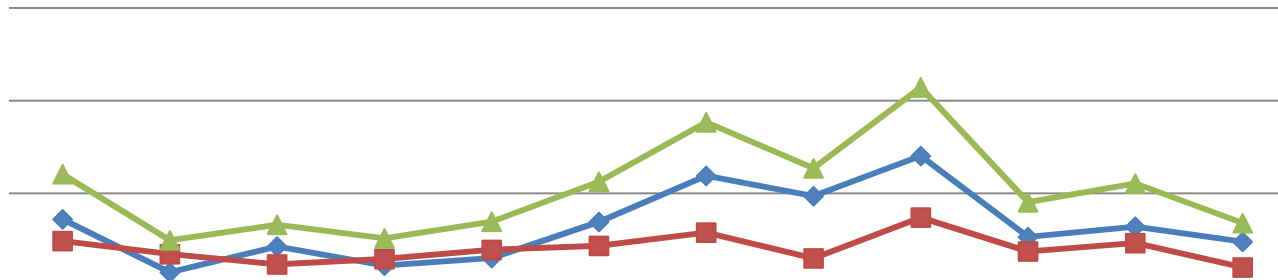
Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	757.8	510.7	758.7	589.0	558.8	763.6	797.2	867.7	846.6	777.5	841.2	1056.1
Rural (000's)	793.4	474.3	625.2	724.7	863.6	923.1	797.6	1199.5	729.2	529.0	579.6	801.8
Total (000's)	1551.2	985.0	1383.9	1313.8	1422.4	1686.7	1594.8	2067.3	1575.8	1306.5	1420.8	1857.9

Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	36.1	7.5	21.4	11.1	15.2	34.6	59.5	48.6	70.2	26.5	32.1	24.0
Rural (mn)	24.3	17.3	11.7	14.6	19.6	21.7	28.9	15.0	37.0	18.7	23.3	10.1
Total (mn)	60.4	24.8	33.1	25.8	34.8	56.4	88.4	63.6	107.2	45.3	55.4	34.1

Gloucestershire - Direct visitor expenditure by category

Information on the breakdown of visitor spending is available from the three main tourism and day visitor surveys by type of visitor. The Model divides the expenditure between five sectors:

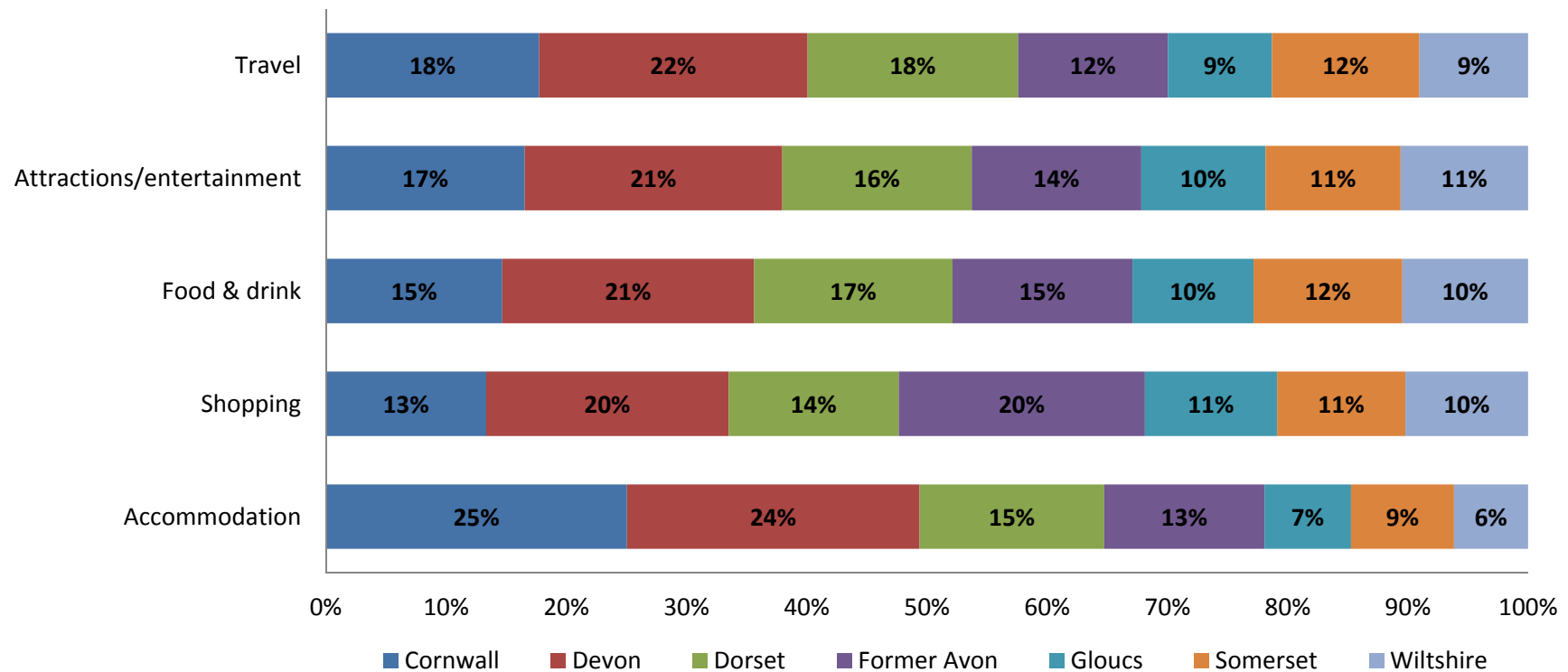
- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

The following pages look at the breakdown of this expenditure and business turnover arising from this expenditure.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

Gloucestershire – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£2,033,392,000	£2,603,534,000	£3,492,067,000	£1,241,401,000	£1,644,665,000	£11,015,059,000
%	18%	24%	32%	11%	15%	100%



Gloucestershire – Direct visitor expenditure by category



Accommodation

- UK staying visitors £113,313,000
- Overseas staying visitors £32,814,000



Shopping

- UK staying visitors £39,747,000
- Overseas staying visitors £30,624,000
- Day visitors £216,183,000



Food & drink

- UK staying visitors £71,487,000
- Overseas staying visitors £23,845,000
- Day visitors £256,228,000



Attractions/entertainment

- UK staying visitors £34,002,000
- Overseas staying visitors £13,454,000
- Day visitors £80,833,000



Travel

- UK staying visitors £55,676,000
- Overseas staying visitors £10,760,000
- Day visitors £75,869,000

Gloucestershire – Other visitor related expenditure by category



Second Homes

£1,934,000



Boats

£1,086,000



Visiting friends and relatives (non-visitor spend)

£40,400,000

- 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.

Gloucestershire – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£148,033,000	£5,125,000	£153,158,000
Retailing	£69,667,000	£214,021,000	£283,688,000
Catering	£92,472,000	£248,542,000	£341,014,000
Attractions/entertainment	£49,113,000	£85,557,000	£134,670,000
Transport	£39,862,000	£45,521,000	£85,383,000
Arising from non trip spend	£43,420,000	£0	£43,420,000
Total Direct	£442,567,000	£598,766,000	£1,041,333,000

*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£442,567,000	£598,766,000	£1,041,333,000
Supplier and income induced	£236,321,000	£252,575,000	£488,896,000
Total	£678,888,000	£851,341,000	£1,530,229,000

Gloucestershire – Tourism related employment

Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending.

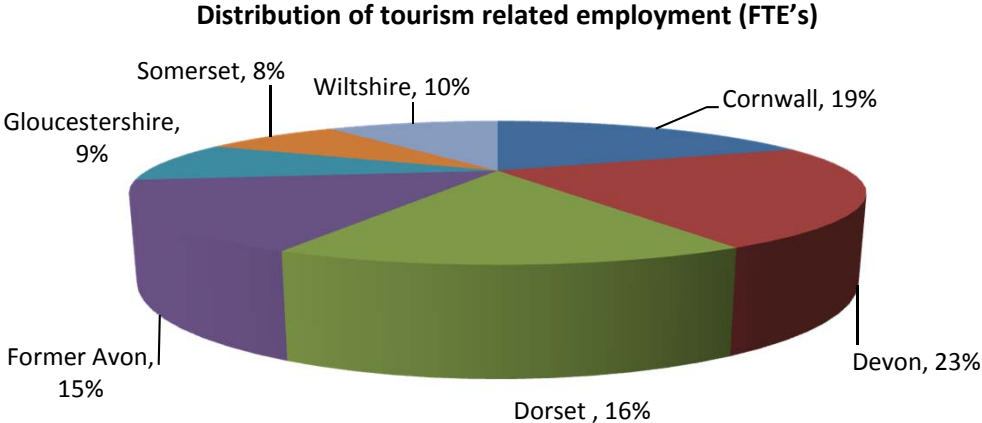
The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

This section of the report looks at employment on three levels;

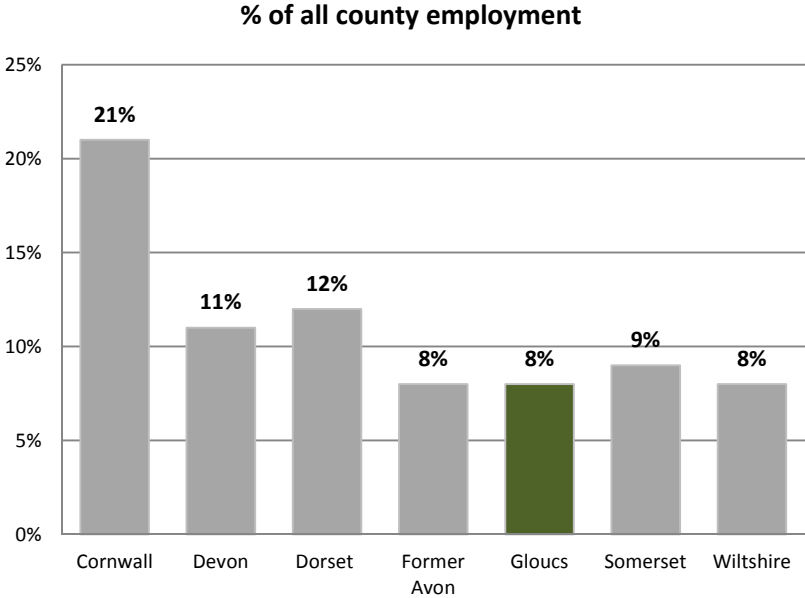
- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

Gloucestershire – Tourism related employment in the regional context

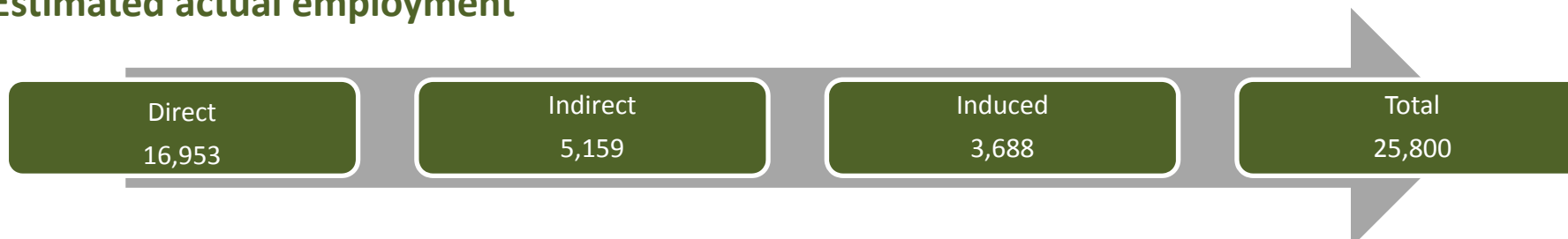


Area	Number of FTE's
Cornwall	41,033
Devon	48,464
Dorset	33,638
Former Avon	33,257
Gloucestershire	19,409
Somerset	17,105
Wiltshire	21,774



Gloucestershire – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



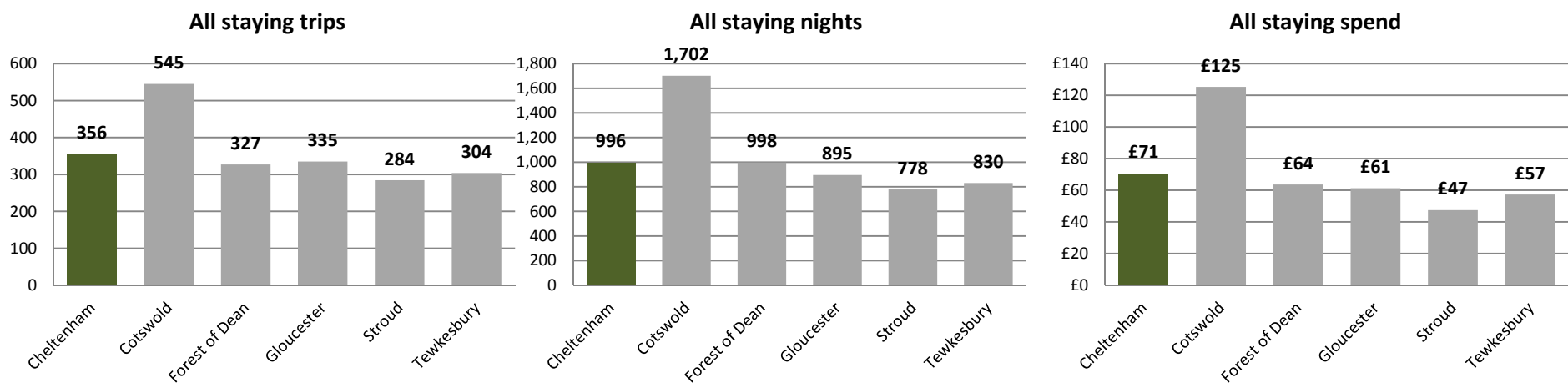
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	2,155	75	2,230
Retailing	546	1,677	2,223
Catering	1,081	2,906	3,987
Attractions/entertainment	732	1,275	2,006
Transport	239	273	512
Arising from non trip spend	689	0	689
Total Direct	5,443	6,206	11,648

Value of Tourism 2015

Cheltenham

Key Facts	
356,300	Staying visitor trips
996,000	Staying visitor nights
£70,649,000	Staying visitor spend
1,824,000	Day visits
£75,863,000	Day visitor spend
£146,512,000	Direct visitor spend
£7,713,000	Other related spend
£154,225,000	TOTAL VISITOR RELATED SPEND
£198,574,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,332	Estimated actual employment
2,471	FTE employment
6%	Proportion of all employment

Cheltenham - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	311	45	688	308	£51	£19
Cotswold	487	58	1,312	390	£97	£28
Forest of Dean	287	40	699	299	£44	£20
Gloucester	292	43	626	269	£44	£17
Stroud	250	35	568	210	£35	£13
Tewkesbury	267	37	611	219	£43	£15

Cheltenham - Staying visits by accommodation type

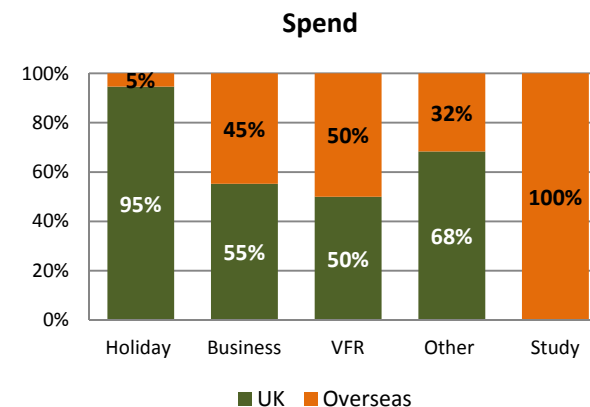
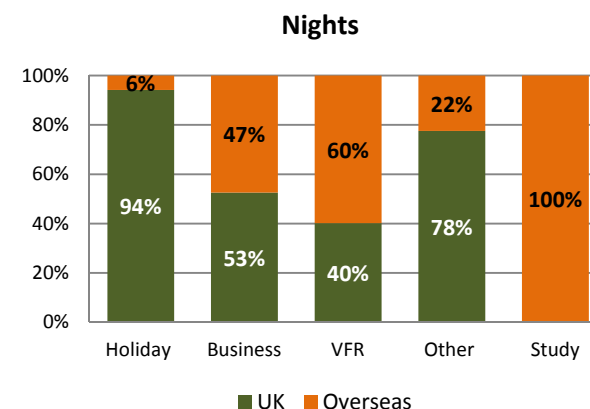
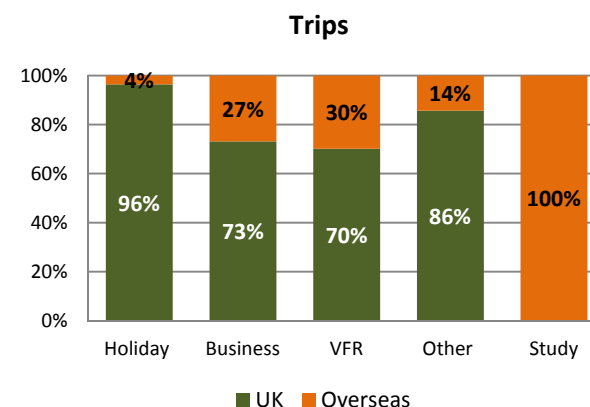
Domestic tourists	Trips	Nights	Spend
Serviced	90,600	163,000	£21,213,000
Self catering	46,500	141,000	£14,607,000
Touring caravans /tents	12,800	40,000	£1,619,000
Static vans/holiday centres	0	0	£0
Group/campus	400	0	£28,000
Paying guest in private homes	0	0	£0
Second homes	1,200	9,000	£218,000
Boat moorings	0	0	£0
Other	3,600	9,000	£809,000
Staying with friends and relatives	155,900	325,000	£12,753,000
Total	297,100	682,000	£49,631,000

Overseas tourists	Trips	Nights	Spend
Serviced	16,900	45,000	£6,055,000
Self catering	1,700	30,000	£2,113,000
Touring caravans /tents	1,100	4,000	£253,000
Static vans/holiday centres	0	0	£0
Group/campus	200	2,000	£150,000
Paying guest in private homes	2,000	64,000	£2,675,000
Second homes	100	2,000	£116,000
Boat moorings	0	0	£0
Other	3,200	12,000	£879,000
Staying with friends and relatives	19,900	150,000	£7,161,000
Total	45,100	308,000	£19,403,000

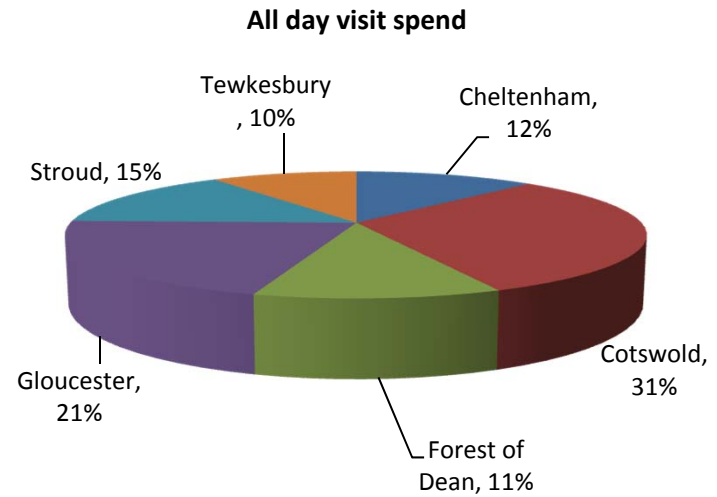
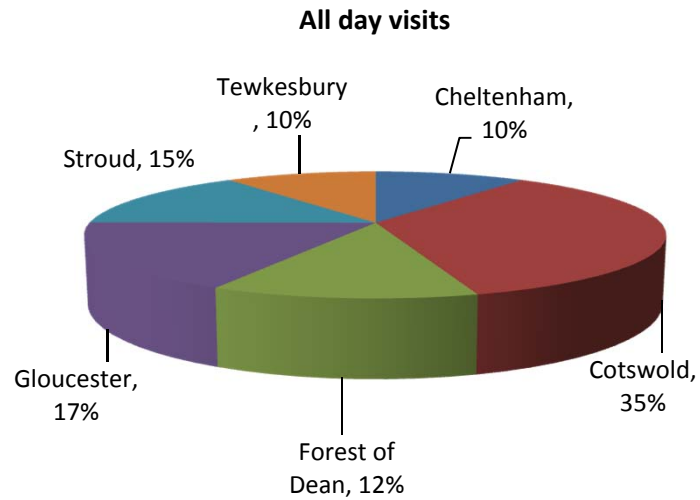
Cheltenham - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	215,000	501,000	£37,104,000
Business	30,000	51,000	£5,861,000
Visits to friends and relatives	54,000	98,000	£6,431,000
Other	12,000	38,000	£1,850,000
Study	0	0	£0
Total	311,000	688,000	£51,246,000

Overseas tourists	Trips	Nights	Spend
Holiday	8,000	31,000	£2,113,000
Business	11,000	46,000	£4,752,000
Visits to friends and relatives	23,000	146,000	£6,435,000
Other	2,000	11,000	£856,000
Study	2,000	75,000	£5,246,000
Total	45,000	308,000	£19,403,000



Cheltenham - Day visits in the county context

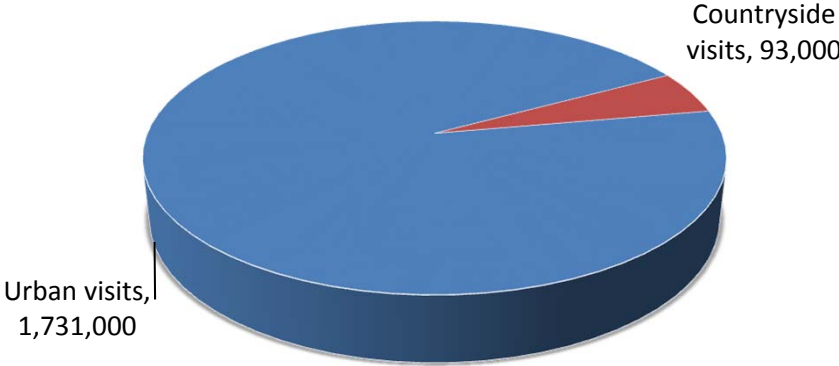


Area	Day visits	Day visit spend
Cheltenham	1.8	£75.9
Cotswold	6.4	£196.4
Forest of Dean	2.3	£72.2
Gloucester	3.2	£130.6
Stroud	2.7	£92.7
Tewkesbury	1.8	£61.4

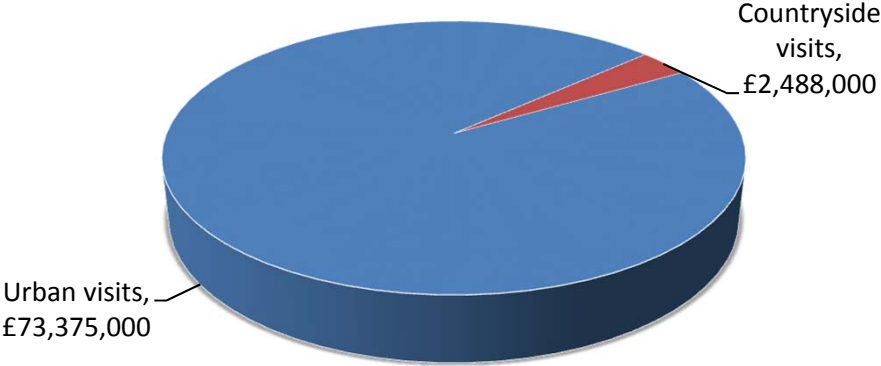
Cheltenham - Day visits by location

Total day visits	Total day visit spend
1,824,000	£75,863,000

Day visits



Day visit spend



Cheltenham – Direct visitor expenditure by category



Accommodation

- UK staying visitors £18,295,000
- Overseas staying visitors £5,590,000



Shopping

- UK staying visitors £6,444,000
- Overseas staying visitors £5,462,000
- Day visitors £32,748,000



Food & drink

- UK staying visitors £11,749,000
- Overseas staying visitors £3,918,000
- Day visitors £28,389,000



Attractions/entertainment

- UK staying visitors £5,508,000
- Overseas staying visitors £2,671,000
- Day visitors £7,508,000



Travel

- UK staying visitors £9,250,000
- Overseas staying visitors £1,761,000
- Day visitors £7,219,000

Cheltenham – Other visitor related expenditure by category



Second Homes
£68,000



Visiting friends and relatives (non-visitor spend)
£7,645,000

- 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.

Cheltenham – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£24,198,000	£568,000	£24,766,000
Retailing	£11,787,000	£32,420,000	£44,207,000
Catering	£15,196,000	£27,537,000	£42,733,000
Attractions/entertainment	£8,455,000	£8,119,000	£16,574,000
Transport	£6,607,000	£4,331,000	£10,938,000
Arising from non trip spend	£7,713,000	£0	£7,713,000
Total Direct	£73,956,000	£72,975,000	£146,931,000

*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£73,956,000	£72,975,000	£146,931,000
Supplier and income induced	£30,214,000	£21,429,000	£51,643,000
Total	£104,170,000	£94,404,000	£198,574,000

Cheltenham – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



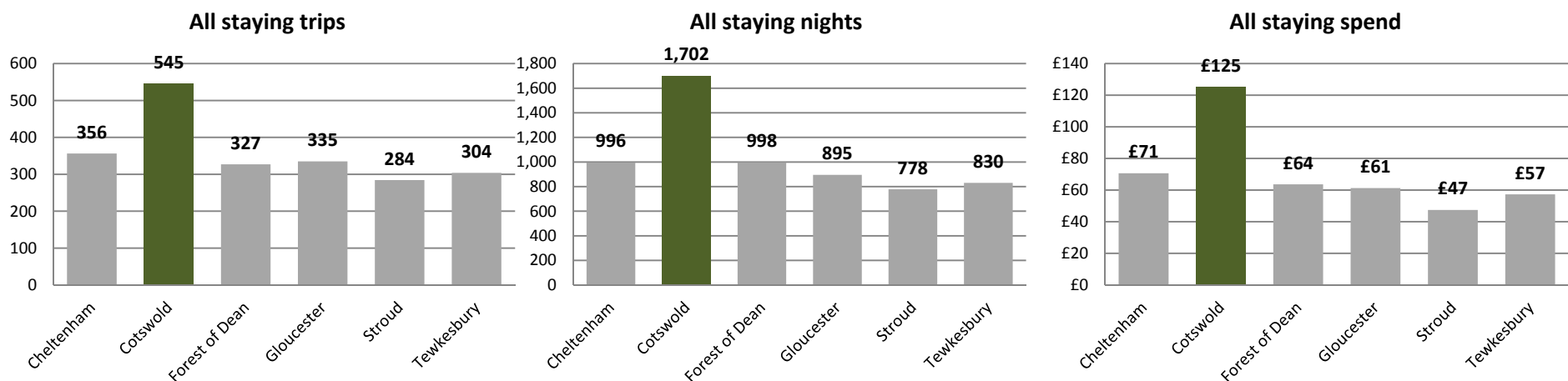
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	355	8	363
Retailing	93	256	349
Catering	179	324	503
Attractions/entertainment	127	122	248
Transport	40	26	66
Arising from non trip spend	122	0	122
Total Direct	915	736	1,651

Value of Tourism 2015

Cotswold

Key Facts	
545,000	Staying visitor trips
1,702,000	Staying visitor nights
£125,315,000	Staying visitor spend
6,406,000	Day visits
£196,387,000	Day visitor spend
£321,702,000	Direct visitor spend
£7,092,000	Other related spend
£328,794,000	TOTAL VISITOR RELATED SPEND
£374,479,000	TOTAL BUSINESS TURNOVER SUPPORTED
6,585	Estimated actual employment
4,727	FTE employment
15%	Proportion of all employment

Cotswold - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	311	45	688	308	£51	£19
Cotswold	487	58	1,312	390	£97	£28
Forest of Dean	287	40	699	299	£44	£20
Gloucester	292	43	626	269	£44	£17
Stroud	250	35	568	210	£35	£13
Tewkesbury	267	37	611	219	£43	£15

Cotswold - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	132,800	239,000	£31,071,000
Self catering	133,500	405,000	£41,911,000
Touring caravans /tents	69,700	219,000	£8,791,000
Static vans/holiday centres	1,600	6,000	£346,000
Group/campus	5,800	5,000	£397,000
Paying guest in private homes	0	0	£0
Second homes	23,100	182,000	£4,192,000
Boat moorings	3,700	12,000	£829,000
Other	2,600	6,000	£590,000
Staying with friends and relatives	113,700	237,000	£9,303,000
Total	487,000	1,312,000	£97,429,000

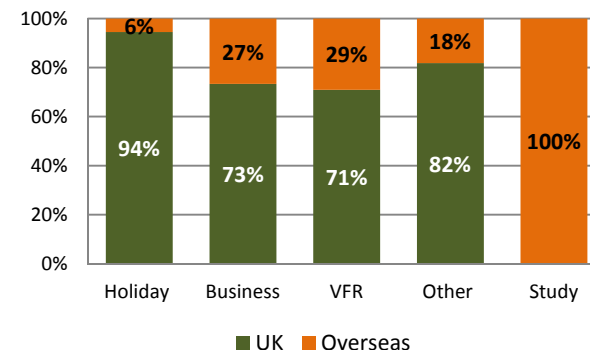
Overseas tourists	Trips	Nights	Spend
Serviced	24,800	66,000	£8,869,000
Self catering	4,800	86,000	£6,062,000
Touring caravans /tents	6,100	22,000	£1,376,000
Static vans/holiday centres	0	0	£32,000
Group/campus	2,700	29,000	£2,108,000
Paying guest in private homes	1,000	32,000	£1,338,000
Second homes	2,000	39,000	£2,236,000
Boat moorings	0	0	£0
Other	2,300	8,000	£641,000
Staying with friends and relatives	14,500	109,000	£5,223,000
Total	58,000	390,000	£27,886,000

Cotswold - Staying visits by purpose

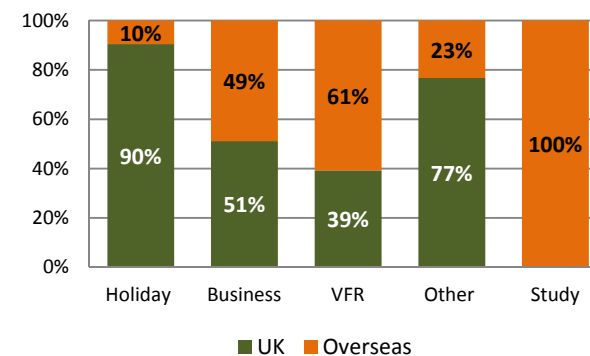
Domestic tourists	Trips	Nights	Spend
Holiday	394,000	1,104,000	£70,542,000
Business	44,000	89,000	£11,143,000
Visits to friends and relatives	39,000	86,000	£12,227,000
Other	9,000	33,000	£3,517,000
Study	0	0	£0
Total	487,000	1,312,000	£97,429,000

Overseas tourists	Trips	Nights	Spend
Holiday	23,000	116,000	£8,283,000
Business	16,000	85,000	£9,156,000
Visits to friends and relatives	16,000	133,000	£6,175,000
Other	2,000	10,000	£822,000
Study	1,000	47,000	£3,451,000
Total	58,000	390,000	£27,886,000

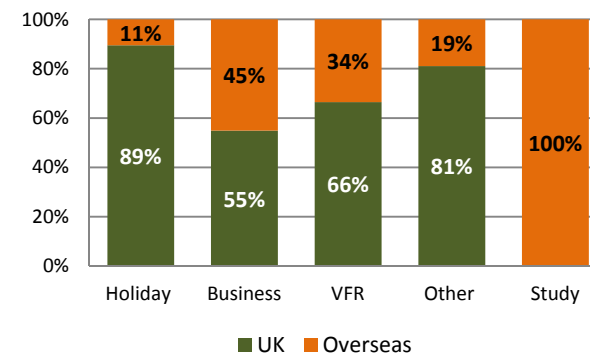
Trips



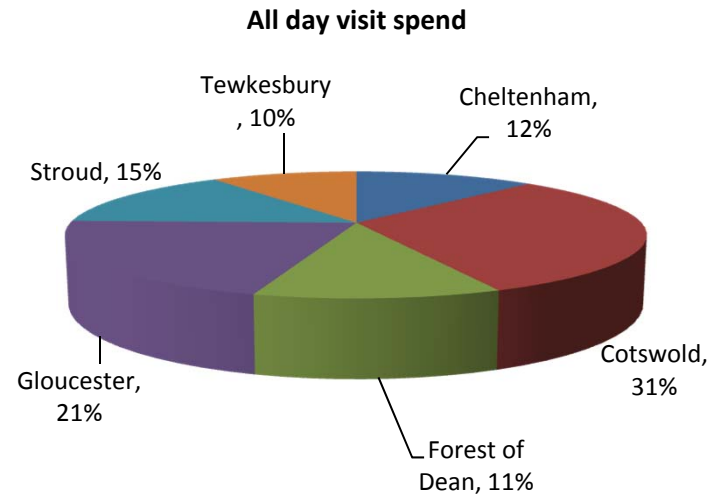
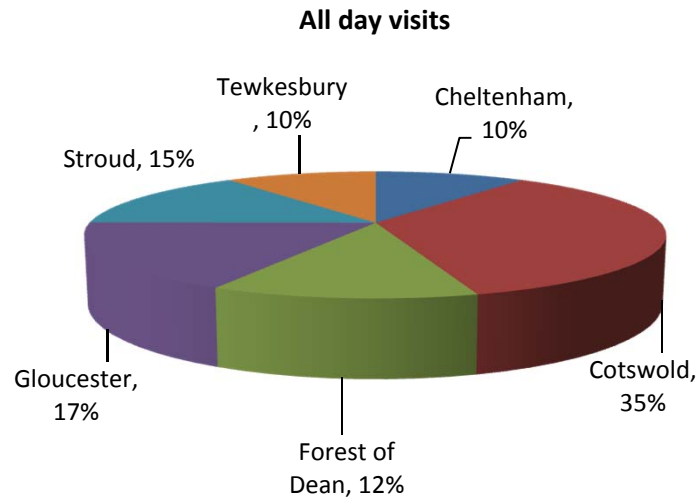
Nights



Spend



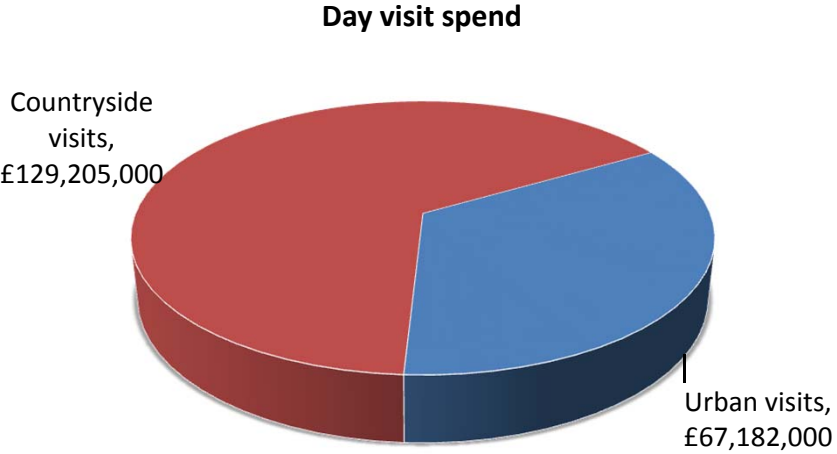
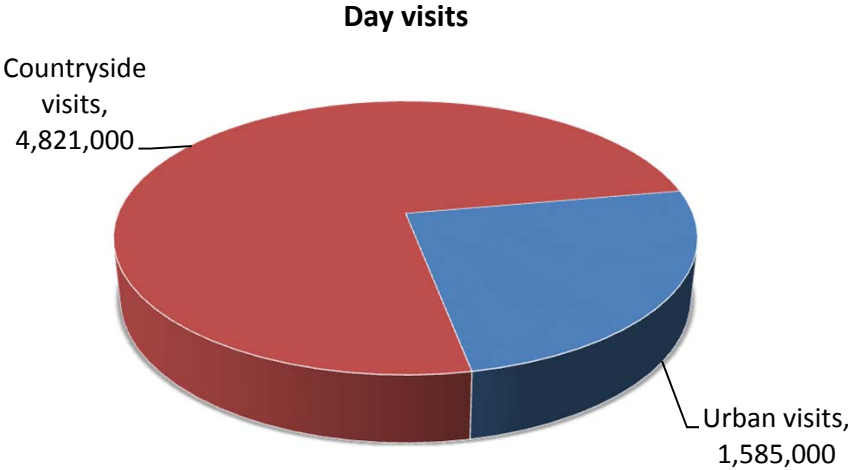
Cotswold - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£75.9
Cotswold	6.4	£196.4
Forest of Dean	2.3	£72.2
Gloucester	3.2	£130.6
Stroud	2.7	£92.7
Tewkesbury	1.8	£61.4

Cotswold - Day visits by location

Total day visits	Total day visit spend
6,406,000	£196,387,000



Cotswold – Direct visitor expenditure by category



Accommodation

- UK staying visitors £34,782,000
- Overseas staying visitors £9,180,000



Shopping

- UK staying visitors £12,251,000
- Overseas staying visitors £7,164,000
- Day visitors £54,100,000



Food & drink

- UK staying visitors £22,337,000
- Overseas staying visitors £5,866,000
- Day visitors £85,014,000



Attractions/entertainment

- UK staying visitors £10,472,000
- Overseas staying visitors £3,019,000
- Day visitors £29,721,000



Travel

- UK staying visitors £17,587,000
- Overseas staying visitors £2,657,000
- Day visitors £27,552,000

Cotswold – Other visitor related expenditure by category



Second Homes
£1,315,000



Boats
£200,000



Visiting friends and relatives (non-visitor spend)
£5,577,000

- 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.

Cotswold – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£44,526,000	£1,700,000	£46,226,000
Retailing	£19,221,000	£53,559,000	£72,780,000
Catering	£27,357,000	£82,464,000	£109,821,000
Attractions/entertainment	£13,968,000	£31,112,000	£45,080,000
Transport	£12,146,000	£16,531,000	£28,677,000
Arising from non trip spend	£7,092,000	£0	£7,092,000
Total Direct	£124,310,000	£185,366,000	£309,676,000

*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£124,310,000	£185,366,000	£309,676,000
Supplier and income induced	£30,565,000	£34,238,000	£64,803,000
Total	£154,875,000	£219,604,000	£374,479,000

Cotswold – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



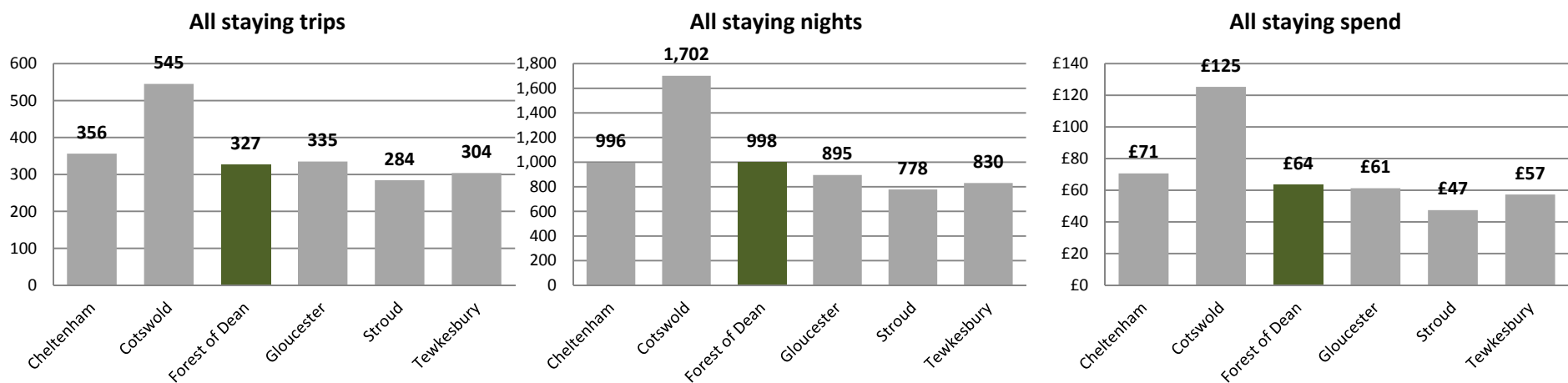
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	690	26	716
Retailing	160	446	607
Catering	340	1,026	1,366
Attractions/entertainment	221	493	714
Transport	78	106	183
Arising from non trip spend	113	0	113
Total Direct	1,602	2,097	3,699

Value of Tourism 2015

Forest of Dean

Key Facts	
327,000	Staying visitor trips
998,000	Staying visitor nights
£63,699,000	Staying visitor spend
2,250,000	Day visits
£72,153,000	Day visitor spend
£135,852,000	Direct visitor spend
£5,697,000	Other related spend
£141,549,000	TOTAL VISITOR RELATED SPEND
£162,355,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,058	Estimated actual employment
2,198	FTE employment
7%	Proportion of all employment

Forest of Dean - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	311	45	688	308	£51	£19
Cotswold	487	58	1,312	390	£97	£28
Forest of Dean	287	40	699	299	£44	£20
Gloucester	292	43	626	269	£44	£17
Stroud	250	35	568	210	£35	£13
Tewkesbury	267	37	611	219	£43	£15

Forest of Dean - Staying visits by accommodation type

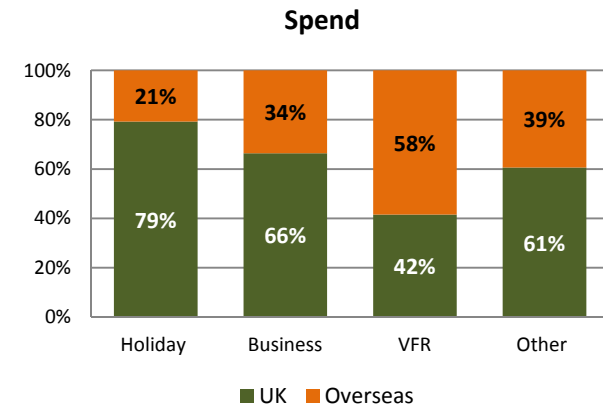
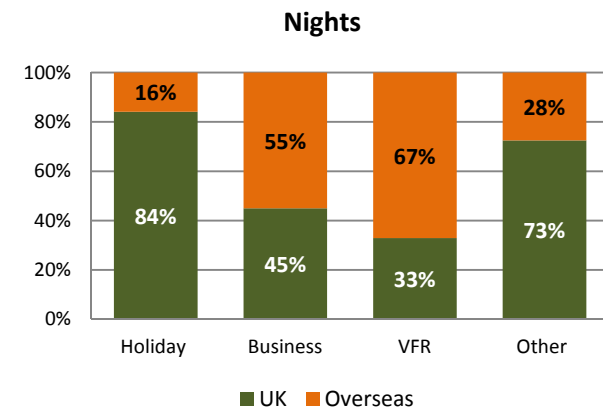
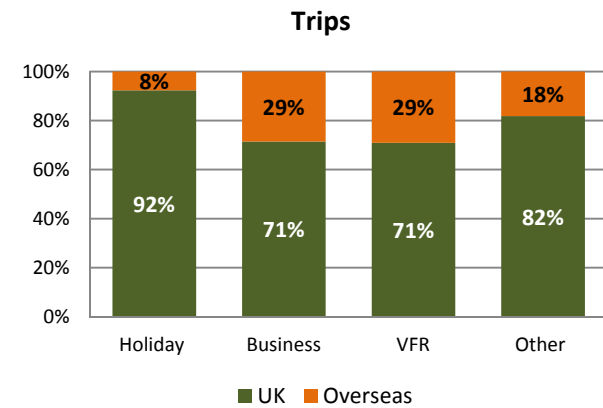
Domestic tourists	Trips	Nights	Spend
Serviced	29,100	52,000	£6,814,000
Self catering	56,300	170,000	£17,662,000
Touring caravans /tents	61,200	192,000	£7,709,000
Static vans/holiday centres	0	0	£0
Group/campus	21,800	19,000	£1,484,000
Paying guest in private homes	0	0	£0
Second homes	2,900	23,000	£528,000
Boat moorings	0	0	£0
Other	2,600	6,000	£585,000
Staying with friends and relatives	112,800	235,000	£9,226,000
Total	287,000	699,000	£44,009,000

Overseas tourists	Trips	Nights	Spend
Serviced	5,400	14,000	£1,945,000
Self catering	2,000	36,000	£2,555,000
Touring caravans /tents	5,400	20,000	£1,207,000
Static vans/holiday centres	0	0	£0
Group/campus	10,100	107,000	£7,884,000
Paying guest in private homes	0	0	£0
Second homes	300	5,000	£282,000
Boat moorings	0	0	£0
Other	2,300	8,000	£636,000
Staying with friends and relatives	14,400	109,000	£5,180,000
Total	40,000	299,000	£19,690,000

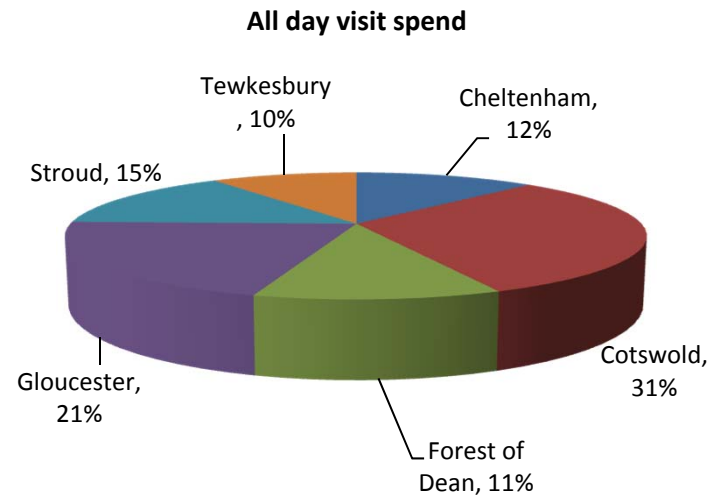
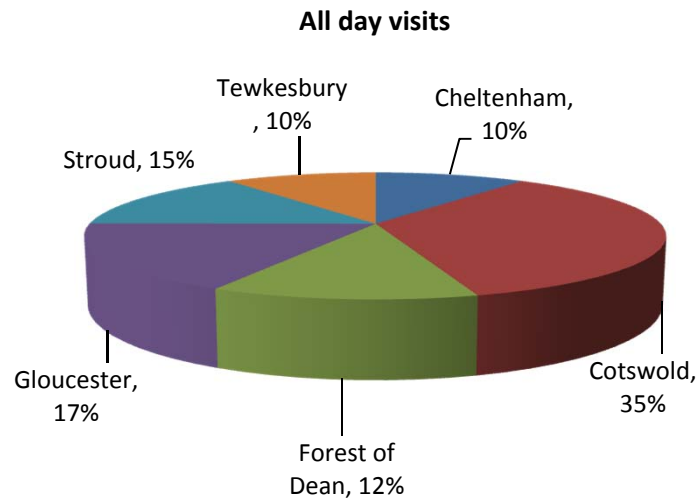
Forest of Dean - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	229,000	576,000	£31,864,000
Business	10,000	18,000	£5,033,000
Visits to friends and relatives	39,000	77,000	£5,523,000
Other	9,000	29,000	£1,589,000
Study	0	0	£0
Total	287,000	699,000	£44,009,000

Overseas tourists	Trips	Nights	Spend
Holiday	19,000	109,000	£8,348,000
Business	4,000	22,000	£2,545,000
Visits to friends and relatives	16,000	157,000	£7,763,000
Other	2,000	11,000	£1,033,000
Study	0	0	£0
Total	40,000	299,000	£19,690,000



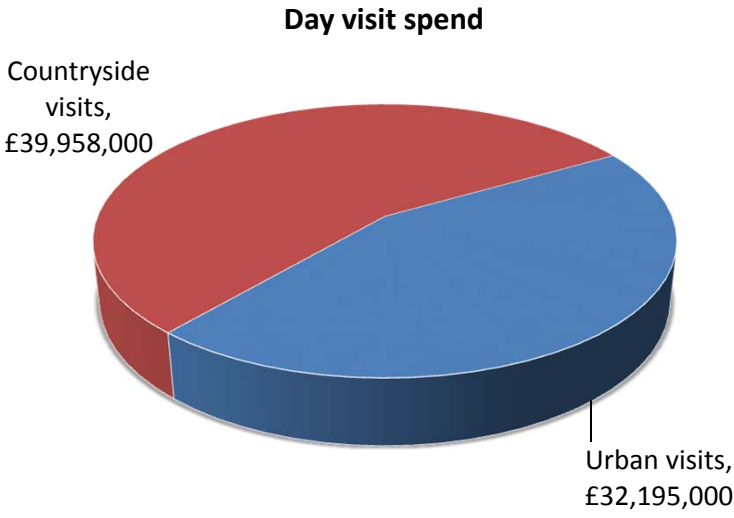
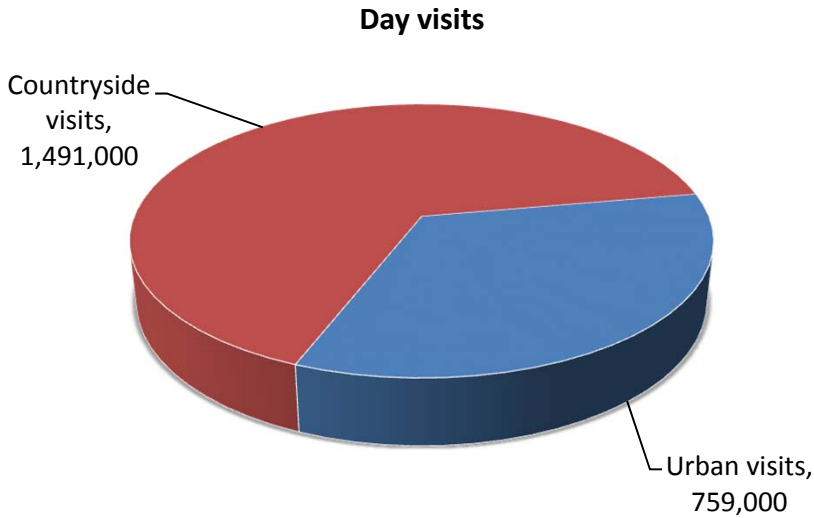
Forest of Dean - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£75.9
Cotswold	6.4	£196.4
Forest of Dean	2.3	£72.2
Gloucester	3.2	£130.6
Stroud	2.7	£92.7
Tewkesbury	1.8	£61.4

Forest of Dean - Day visits by location

Total day visits	Total day visit spend
2,250,000	£72,153,000



Forest of Dean – Direct visitor expenditure by category



Accommodation

- UK staying visitors £15,711,000
- Overseas staying visitors £5,564,000



Shopping

- UK staying visitors £5,534,000
- Overseas staying visitors £5,611,000
- Day visitors £21,753,000



Food & drink

- UK staying visitors £10,090,000
- Overseas staying visitors £4,536,000
- Day visitors £30,529,000



Attractions/entertainment

- UK staying visitors £4,730,000
- Overseas staying visitors £1,967,000
- Day visitors £10,290,000



Travel

- UK staying visitors £7,944,000
- Overseas staying visitors £2,012,000
- Day visitors £9,580,000

Forest of Dean – Other visitor related expenditure by category



Second Homes
£166,000



Visiting friends and relatives (non-visitor spend)
£5,531,000

- 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 – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£21,568,000	£611,000	£22,179,000
Retailing	£11,033,000	£21,536,000	£32,569,000
Catering	£14,187,000	£29,613,000	£43,800,000
Attractions/entertainment	£6,955,000	£10,813,000	£17,768,000
Transport	£5,973,000	£5,748,000	£11,721,000
Arising from non trip spend	£5,697,000	£0	£5,697,000
Total Direct	£65,413,000	£68,321,000	£133,734,000

*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£65,413,000	£68,321,000	£133,734,000
Supplier and income induced	£16,029,000	£12,592,000	£28,621,000
Total	£81,442,000	£80,913,000	£162,355,000

Forest of Dean – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



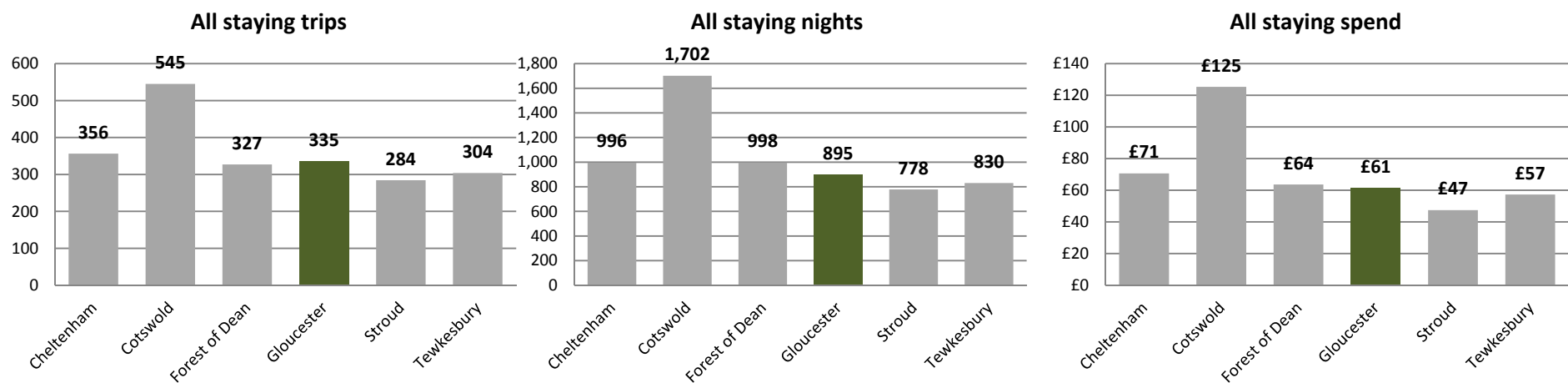
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	364	10	375
Retailing	100	196	296
Catering	192	402	594
Attractions/entertainment	120	187	307
Transport	42	40	82
Arising from non trip spend	90	0	90
Total Direct	909	834	1,743

Value of Tourism 2015

Gloucester

Key Facts	
335,100	Staying visitor trips
895,000	Staying visitor nights
£61,292,000	Staying visitor spend
3,167,000	Day visits
£130,600,000	Day visitor spend
£191,892,000	Direct visitor spend
£8,459,000	Other related spend
£200,351,000	TOTAL VISITOR RELATED SPEND
£254,782,000	TOTAL BUSINESS TURNOVER SUPPORTED
4,110	Estimated actual employment
3,041	FTE employment
6%	Proportion of all employment

Gloucester - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	311	45	688	308	£51	£19
Cotswold	487	58	1,312	390	£97	£28
Forest of Dean	287	40	699	299	£44	£20
Gloucester	292	43	626	269	£44	£17
Stroud	250	35	568	210	£35	£13
Tewkesbury	267	37	611	219	£43	£15

Gloucester - Staying visits by accommodation type

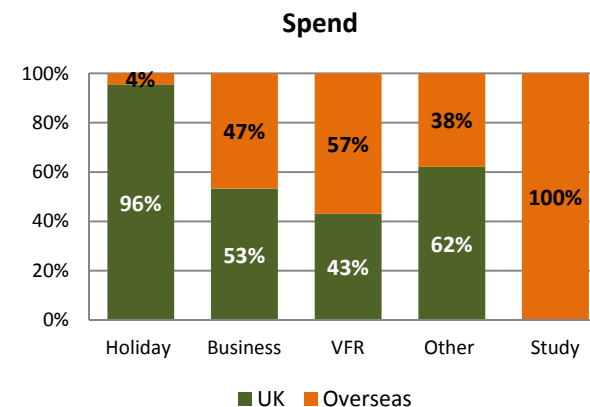
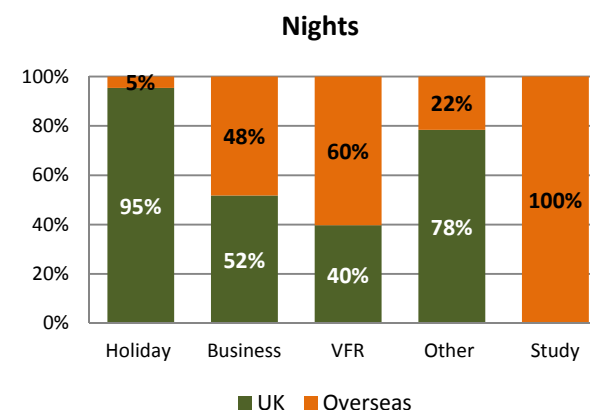
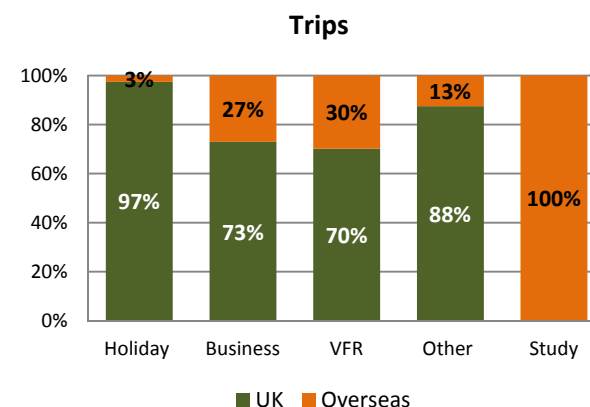
Domestic tourists	Trips	Nights	Spend
Serviced	81,000	146,000	£18,968,000
Self catering	29,800	90,000	£9,356,000
Touring caravans /tents	5,300	17,000	£663,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	400	3,000	£74,000
Boat moorings	2,000	6,000	£456,000
Other	3,900	10,000	£881,000
Staying with friends and relatives	169,800	354,000	£13,889,000
Total	292,300	626,000	£44,287,000

Overseas tourists	Trips	Nights	Spend
Serviced	15,100	40,000	£5,414,000
Self catering	1,100	19,000	£1,353,000
Touring caravans /tents	500	2,000	£104,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	1,000	32,000	£1,338,000
Second homes	0	1,000	£40,000
Boat moorings	0	0	£0
Other	3,500	13,000	£958,000
Staying with friends and relatives	21,600	163,000	£7,798,000
Total	42,800	269,000	£17,005,000

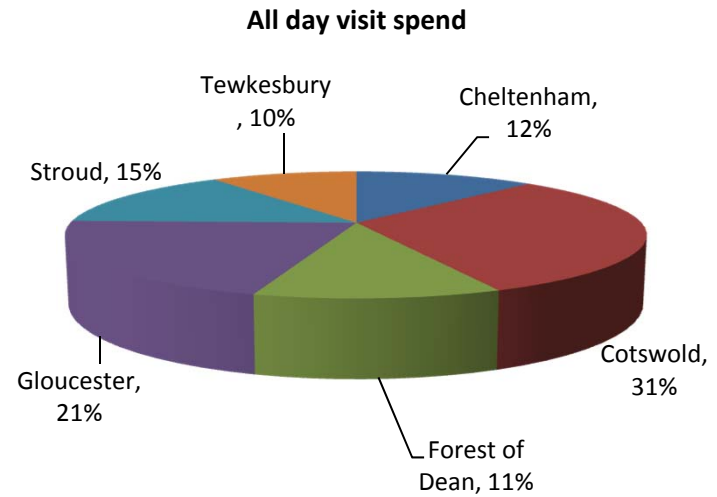
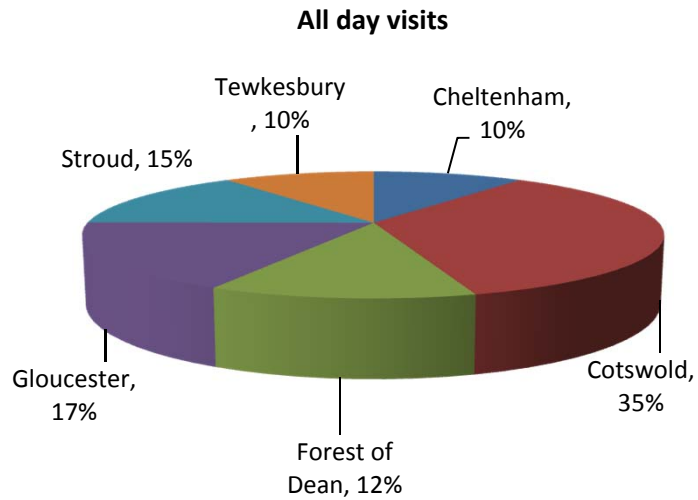
Gloucester - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	193,000	438,000	£32,065,000
Business	27,000	44,000	£5,065,000
Visits to friends and relatives	59,000	104,000	£5,558,000
Other	14,000	40,000	£1,599,000
Study	0	0	£0
Total	292,000	626,000	£44,287,000

Overseas tourists	Trips	Nights	Spend
Holiday	5,000	21,000	£1,509,000
Business	10,000	41,000	£4,445,000
Visits to friends and relatives	25,000	158,000	£7,331,000
Other	2,000	11,000	£976,000
Study	1,000	37,000	£2,744,000
Total	43,000	269,000	£17,005,000



Gloucester - Day visits in the county context

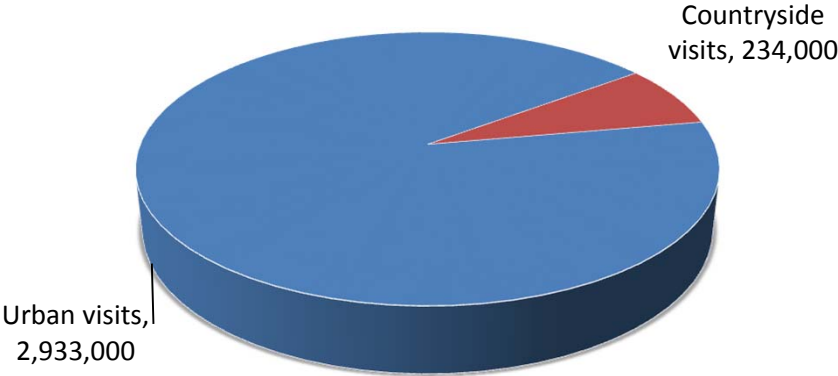


Area	Day visits	Day visit spend
Cheltenham	1.8	£75.9
Cotswold	6.4	£196.4
Forest of Dean	2.3	£72.2
Gloucester	3.2	£130.6
Stroud	2.7	£92.7
Tewkesbury	1.8	£61.4

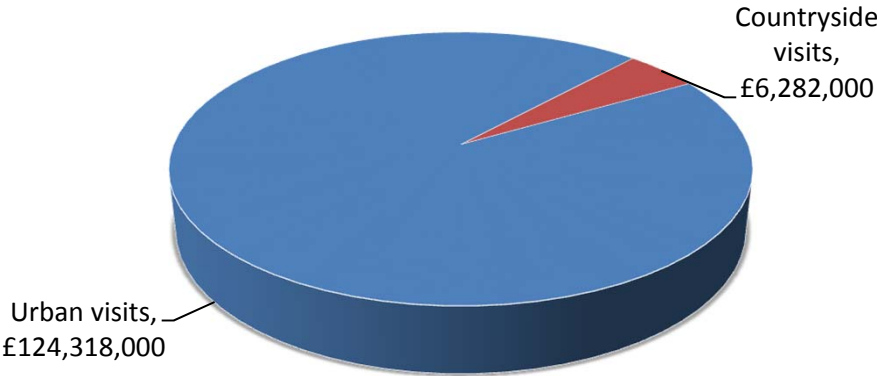
Gloucester - Day visits by location

Total day visits	Total day visit spend
3,167,000	£130,600,000

Day visits



Day visit spend



Gloucester – Direct visitor expenditure by category



Accommodation

- UK staying visitors £15,810,000
- Overseas staying visitors £4,765,000



Shopping

- UK staying visitors £5,569,000
- Overseas staying visitors £4,760,000
- Day visitors £55,877,000



Food & drink

- UK staying visitors £10,153,000
- Overseas staying visitors £3,629,000
- Day visitors £49,060,000



Attractions/entertainment

- UK staying visitors £4,760,000
- Overseas staying visitors £2,207,000
- Day visitors £13,093,000



Travel

- UK staying visitors £7,994,000
- Overseas staying visitors £1,644,000
- Day visitors £12,571,000

Gloucester – Other visitor related expenditure by category



Second Homes

£23,000



Boats

£110,000



Visiting friends and relatives (non-visitor spend)

£8,326,000

- 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.

Gloucester – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£20,851,000	£981,000	£21,832,000
Retailing	£10,226,000	£55,318,000	£65,544,000
Catering	£13,369,000	£47,588,000	£60,957,000
Attractions/entertainment	£7,208,000	£14,142,000	£21,350,000
Transport	£5,783,000	£7,543,000	£13,326,000
Arising from non trip spend	£8,459,000	£0	£8,459,000
Total Direct	£65,896,000	£125,572,000	£191,468,000

*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£65,896,000	£125,572,000	£191,468,000
Supplier and income induced	£26,628,000	£36,686,000	£63,314,000
Total	£92,524,000	£162,258,000	£254,782,000

Gloucester – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



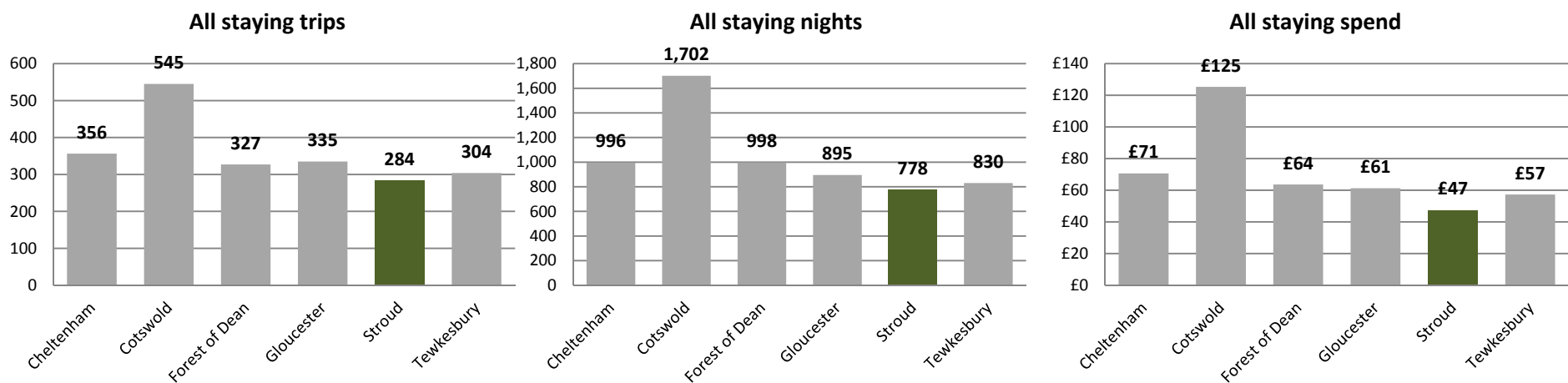
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	297	14	311
Retailing	78	424	503
Catering	153	545	698
Attractions/entertainment	105	206	311
Transport	34	44	78
Arising from non trip spend	134	0	134
Total Direct	802	1,234	2,036

Value of Tourism 2015

Stroud

Key Facts	
284,300	Staying visitor trips
778,000	Staying visitor nights
£47,443,000	Staying visitor spend
2,688,000	Day visits
£92,704,000	Day visitor spend
£140,147,000	Direct visitor spend
£7,611,000	Other related spend
£147,758,000	TOTAL VISITOR RELATED SPEND
£188,173,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,067	Estimated actual employment
2,279	FTE employment
5%	Proportion of all employment

Stroud - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	311	45	688	308	£51	£19
Cotswold	487	58	1,312	390	£97	£28
Forest of Dean	287	40	699	299	£44	£20
Gloucester	292	43	626	269	£44	£17
Stroud	250	35	568	210	£35	£13
Tewkesbury	267	37	611	219	£43	£15

Stroud - Staying visits by accommodation type

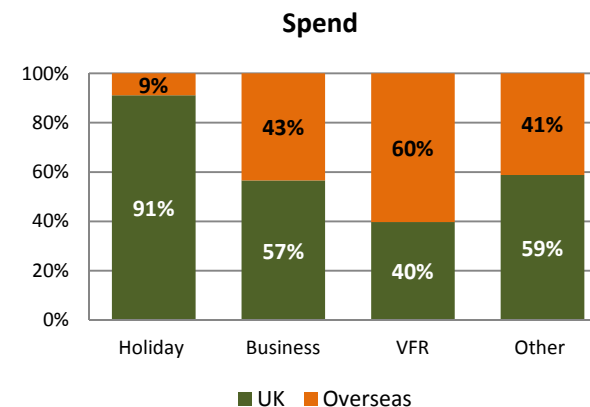
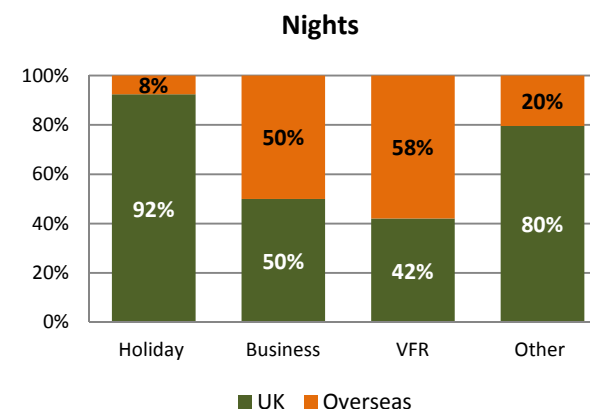
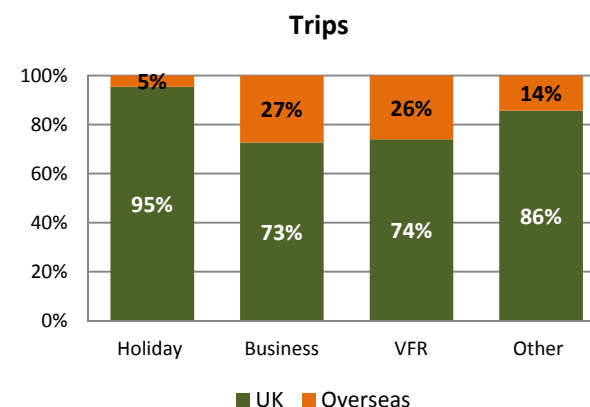
Domestic tourists	Trips	Nights	Spend
Serviced	48,500	87,000	£11,352,000
Self catering	21,300	65,000	£6,683,000
Touring caravans /tents	15,300	48,000	£1,931,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,900	31,000	£710,000
Boat moorings	1,400	4,000	£315,000
Other	3,600	9,000	£807,000
Staying with friends and relatives	155,700	324,000	£12,731,000
Total	249,700	568,000	£34,529,000

Overseas tourists	Trips	Nights	Spend
Serviced	9,100	24,000	£3,240,000
Self catering	800	14,000	£967,000
Touring caravans /tents	1,300	5,000	£302,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	300	7,000	£379,000
Boat moorings	0	0	£0
Other	3,200	12,000	£878,000
Staying with friends and relatives	19,800	150,000	£7,148,000
Total	34,600	210,000	£12,914,000

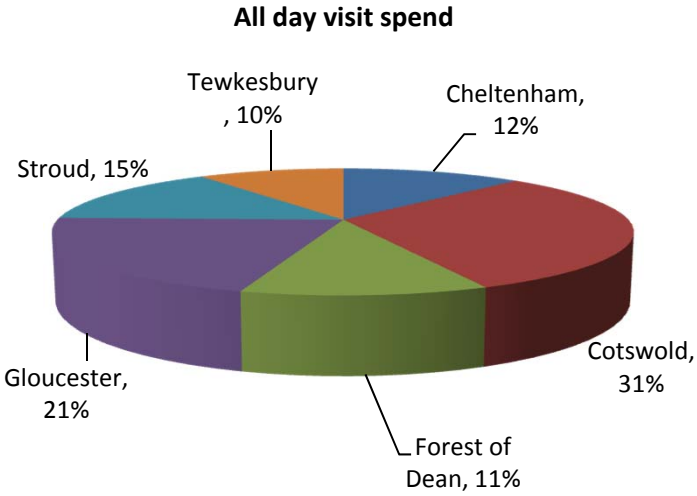
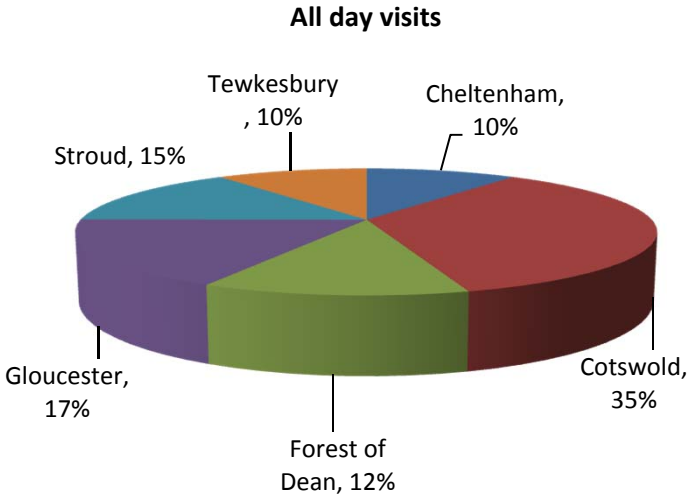
Stroud - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	167,000	401,000	£25,000,000
Business	16,000	28,000	£3,949,000
Visits to friends and relatives	54,000	101,000	£4,333,000
Other	12,000	39,000	£1,247,000
Study	0	0	£0
Total	250,000	568,000	£34,529,000

Overseas tourists	Trips	Nights	Spend
Holiday	8,000	33,000	£2,437,000
Business	6,000	28,000	£3,032,000
Visits to friends and relatives	19,000	139,000	£6,570,000
Other	2,000	10,000	£874,000
Study	0	0	£0
Total	35,000	210,000	£12,914,000



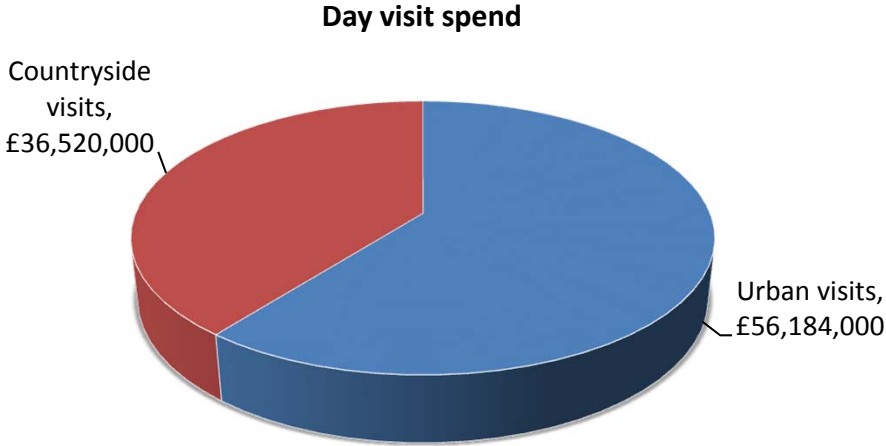
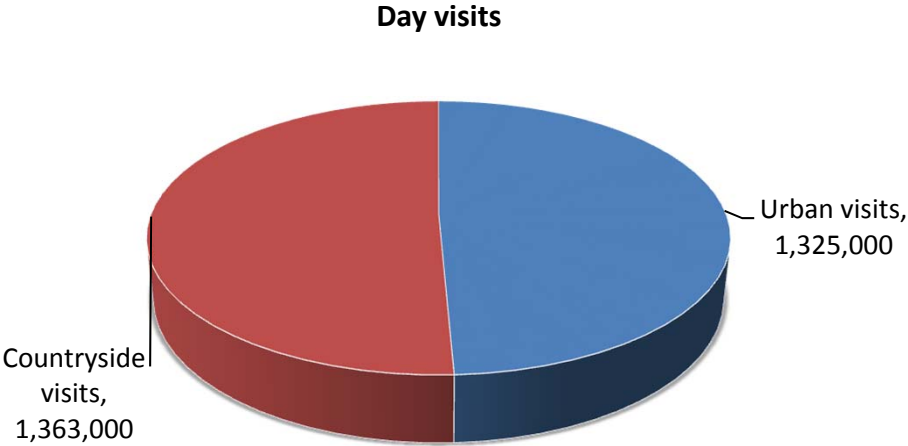
Stroud - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£75.9
Cotswold	6.4	£196.4
Forest of Dean	2.3	£72.2
Gloucester	3.2	£130.6
Stroud	2.7	£92.7
Tewkesbury	1.8	£61.4

Stroud - Day visits by location

Total day visits	Total day visit spend
2,688,000	£92,704,000



Stroud – Direct visitor expenditure by category



Accommodation

- UK staying visitors £12,327,000
- Overseas staying visitors £3,550,000



Shopping

- UK staying visitors £4,342,000
- Overseas staying visitors £3,608,000
- Day visitors £31,652,000



Food & drink

- UK staying visitors £7,916,000
- Overseas staying visitors £2,972,000
- Day visitors £37,833,000



Attractions/entertainment

- UK staying visitors £3,711,000
- Overseas staying visitors £1,439,000
- Day visitors £11,980,000



Travel

- UK staying visitors £6,233,000
- Overseas staying visitors £1,345,000
- Day visitors £11,239,000

Stroud – Other visitor related expenditure by category



Second Homes

£223,000



Boats

£76,000



Visiting friends and relatives (non-visitor spend)

£7,312,000

- 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.

Stroud – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£16,094,000	£757,000	£16,851,000
Retailing	£7,871,000	£31,335,000	£39,206,000
Catering	£10,562,000	£36,698,000	£47,260,000
Attractions/entertainment	£5,338,000	£12,674,000	£18,012,000
Transport	£4,547,000	£6,743,000	£11,290,000
Arising from non trip spend	£7,611,000	£0	£7,611,000
Total Direct	£52,023,000	£88,207,000	£140,230,000

*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£52,023,000	£88,207,000	£140,230,000
Supplier and income induced	£20,909,000	£27,034,000	£47,943,000
Total	£72,932,000	£115,241,000	£188,173,000

Stroud – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



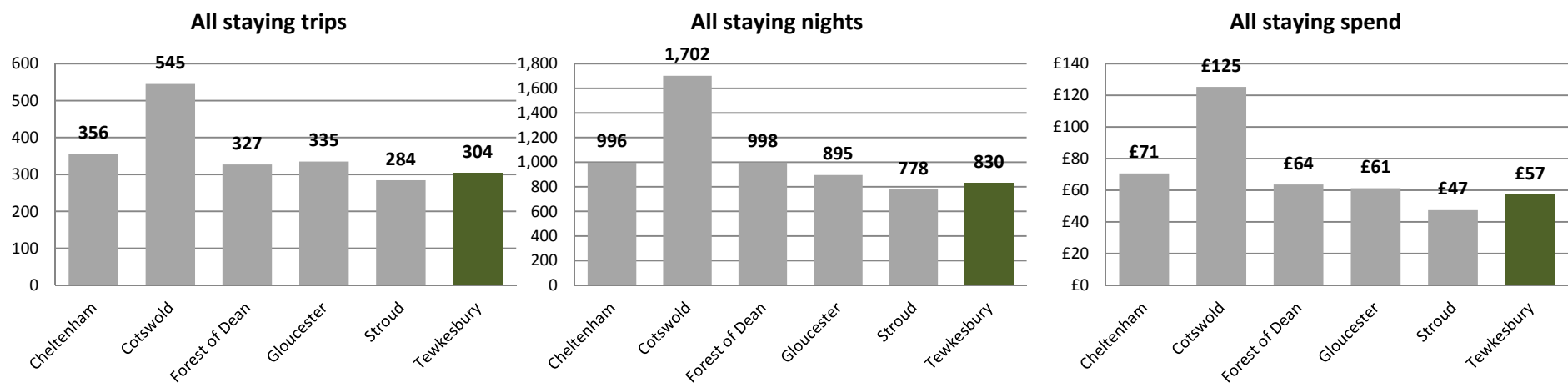
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	227	11	238
Retailing	60	238	298
Catering	120	416	536
Attractions/entertainment	77	183	260
Transport	26	39	66
Arising from non trip spend	121	0	121
Total Direct	631	887	1,518

Value of Tourism 2015

Tewkesbury

Key Facts	
303,900	Staying visitor trips
830,000	Staying visitor nights
£57,324,000	Staying visitor spend
1,831,000	Day visits
£61,406,000	Day visitor spend
£118,730,000	Direct visitor spend
£6,528,000	Other related spend
£125,258,000	TOTAL VISITOR RELATED SPEND
£143,166,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,293	Estimated actual employment
1,667	FTE employment
5%	Proportion of all employment

Tewkesbury - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	311	45	688	308	£51	£19
Cotswold	487	58	1,312	390	£97	£28
Forest of Dean	287	40	699	299	£44	£20
Gloucester	292	43	626	269	£44	£17
Stroud	250	35	568	210	£35	£13
Tewkesbury	267	37	611	219	£43	£15

Tewkesbury - Staying visits by accommodation type

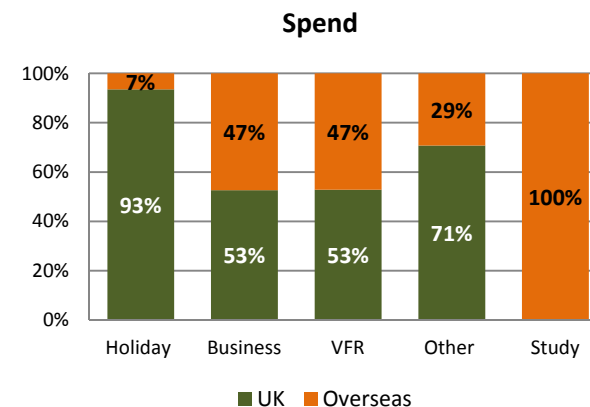
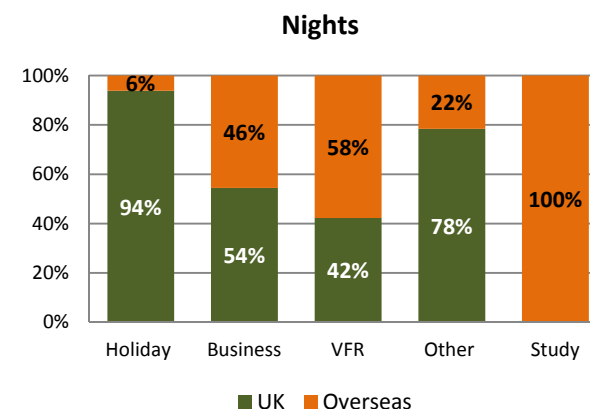
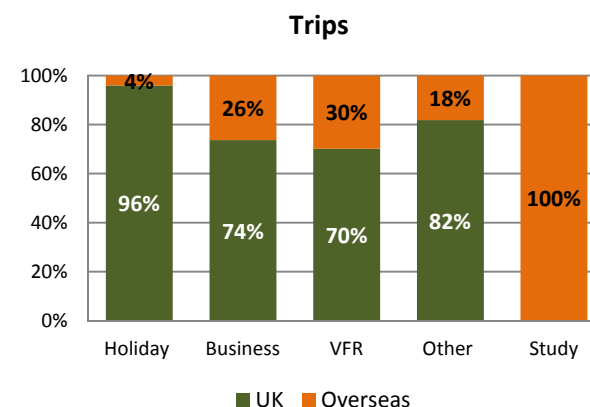
Domestic tourists	Trips	Nights	Spend
Serviced	83,900	151,000	£19,643,000
Self catering	18,600	56,000	£5,824,000
Touring caravans /tents	29,700	93,000	£3,742,000
Static vans/holiday centres	400	2,000	£82,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,500	19,000	£445,000
Boat moorings	12,900	41,000	£2,901,000
Other	2,700	7,000	£602,000
Staying with friends and relatives	116,000	242,000	£9,488,000
Total	266,600	611,000	£42,725,000

Overseas tourists	Trips	Nights	Spend
Serviced	15,700	41,000	£5,607,000
Self catering	700	12,000	£842,000
Touring caravans /tents	2,600	9,000	£586,000
Static vans/holiday centres	0	0	£8,000
Group/campus	0	0	£0
Paying guest in private homes	1,000	32,000	£1,338,000
Second homes	200	4,000	£237,000
Boat moorings	0	0	£0
Other	2,400	9,000	£654,000
Staying with friends and relatives	14,800	112,000	£5,327,000
Total	37,300	219,000	£14,599,000

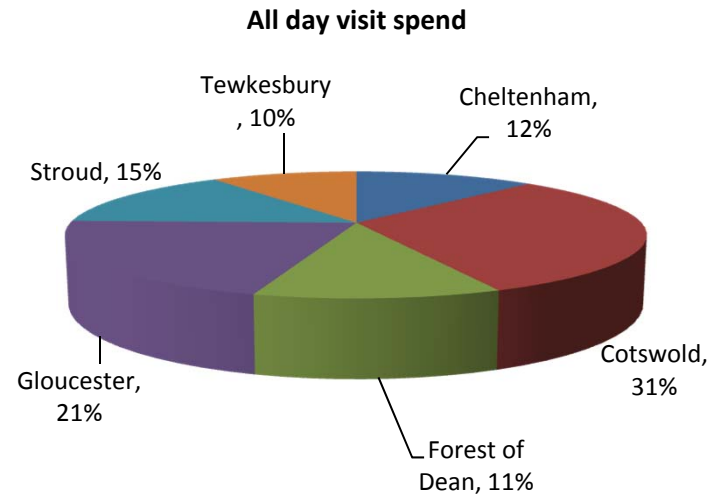
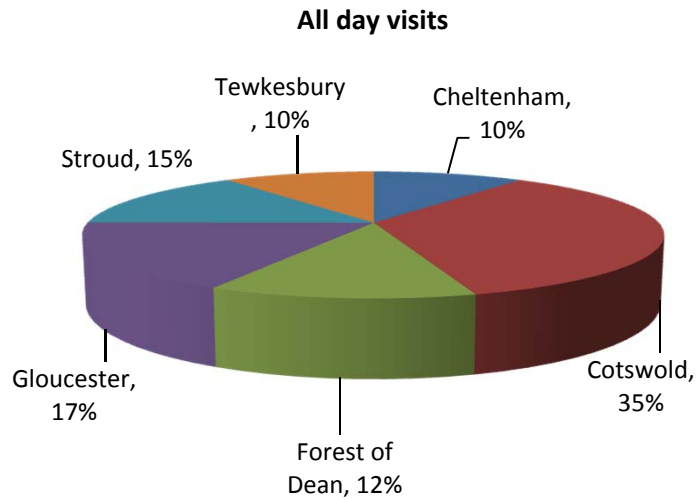
Tewkesbury - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	189,000	458,000	£30,934,000
Business	28,000	49,000	£4,886,000
Visits to friends and relatives	40,000	76,000	£5,362,000
Other	9,000	29,000	£1,542,000
Study	0	0	£0
Total	267,000	611,000	£42,725,000

Overseas tourists	Trips	Nights	Spend
Holiday	8,000	30,000	£2,152,000
Business	10,000	41,000	£4,400,000
Visits to friends and relatives	17,000	104,000	£4,788,000
Other	2,000	8,000	£637,000
Study	1,000	36,000	£2,623,000
Total	37,000	219,000	£14,599,000



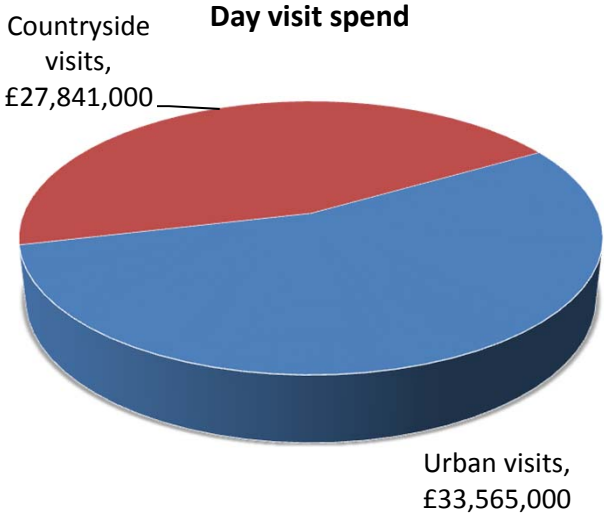
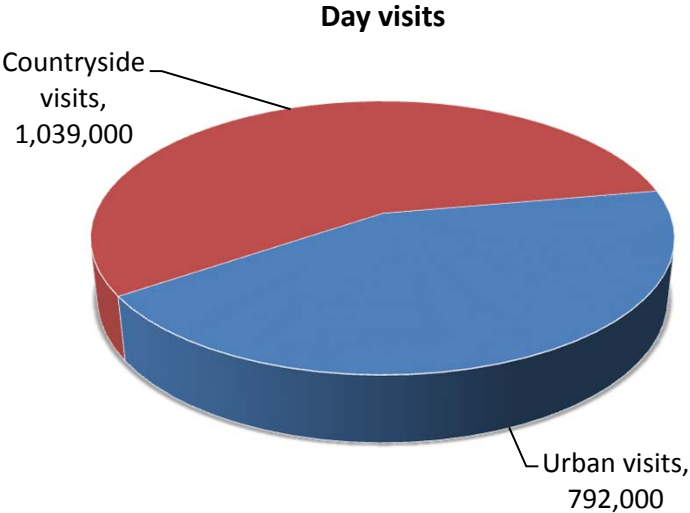
Tewkesbury - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.8	£75.9
Cotswold	6.4	£196.4
Forest of Dean	2.3	£72.2
Gloucester	3.2	£130.6
Stroud	2.7	£92.7
Tewkesbury	1.8	£61.4

Tewkesbury - Day visits by location

Total day visits	Total day visit spend
1,831,000	£61,406,000



Tewkesbury – Direct visitor expenditure by category



Accommodation

- UK staying visitors £15,253,000
- Overseas staying visitors £4,416,000



Shopping

- UK staying visitors £5,372,000
- Overseas staying visitors £3,938,000
- Day visitors £20,054,000



Food & drink

- UK staying visitors £9,795,000
- Overseas staying visitors £3,043,000
- Day visitors £25,403,000



Attractions/entertainment

- UK staying visitors £4,592,000
- Overseas staying visitors £1,823,000
- Day visitors £8,241,000



Travel

- UK staying visitors £7,712,000
- Overseas staying visitors £1,380,000
- Day visitors £7,708,000

Tewkesbury – Other visitor related expenditure by category



Second Homes

£140,000



Boats

£700,000



Visiting friends and relatives (non-visitor spend)

£5,688,000

- 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.

Tewkesbury – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£19,925,000	£508,000	£20,433,000
Retailing	£9,217,000	£19,853,000	£29,070,000
Catering	£12,453,000	£24,641,000	£37,094,000
Attractions/entertainment	£6,637,000	£8,696,000	£15,333,000
Transport	£5,455,000	£4,625,000	£10,080,000
Arising from non trip spend	£6,528,000	£0	£6,528,000
Total Direct	£60,215,000	£58,323,000	£118,538,000

*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£60,215,000	£58,323,000	£118,538,000
Supplier and income induced	£14,503,000	£10,125,000	£24,628,000
Total	£74,718,000	£68,448,000	£143,166,000

Tewkesbury – 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	273	7	280
Retailing	68	146	214
Catering	137	271	408
Attractions/entertainment	93	122	215
Transport	31	26	57
Arising from non trip spend	104	0	104
Total Direct	705	572	1,276