

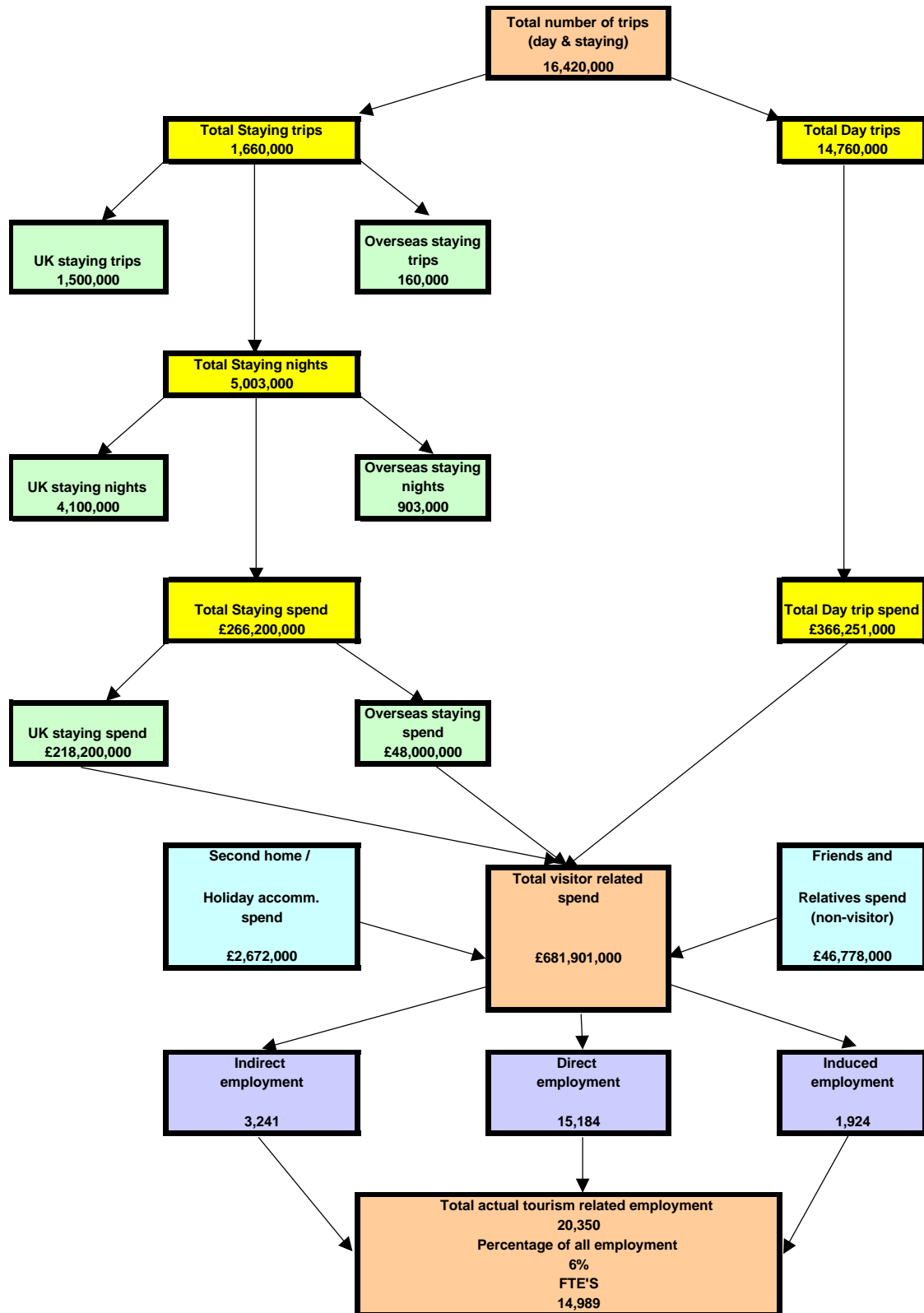
4.7 Wiltshire

Wiltshire is a beautiful county of great diversity. Indeed, Wiltshire's uniqueness lies in the beauty of its countryside, the open downland with miles of uninterrupted views, the river valleys, the ancient forests and the picture postcard villages. Covering an area of almost 3,500 sq km it unites the districts of Kennet, West Wiltshire, North Wiltshire, Salisbury and the Unitary Authority of Swindon. It has a population of nearly 430,000 and much of the county is designated as an Area of Outstanding Natural Beauty.

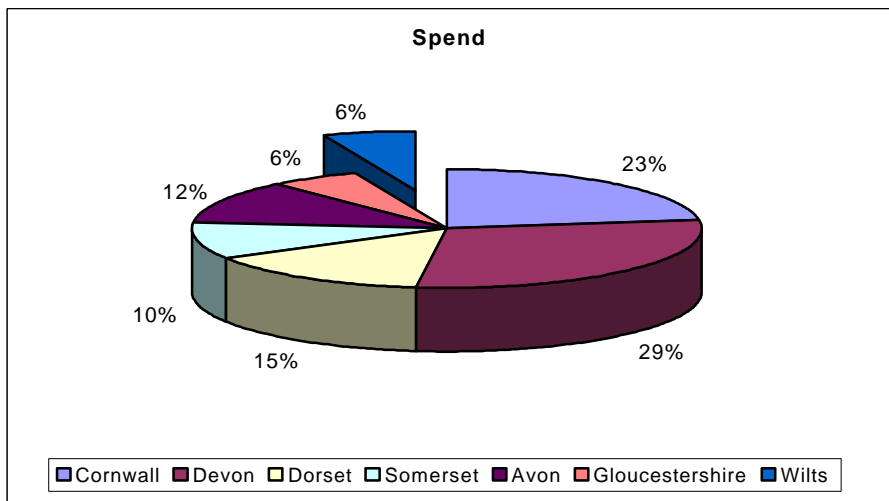
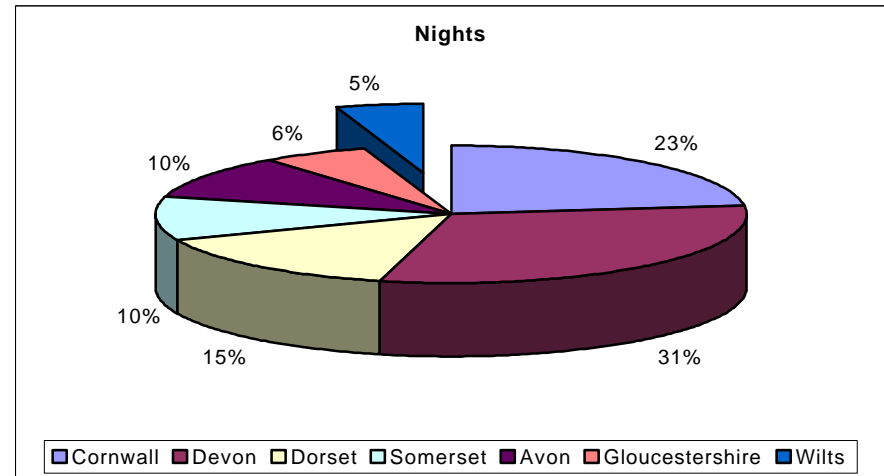
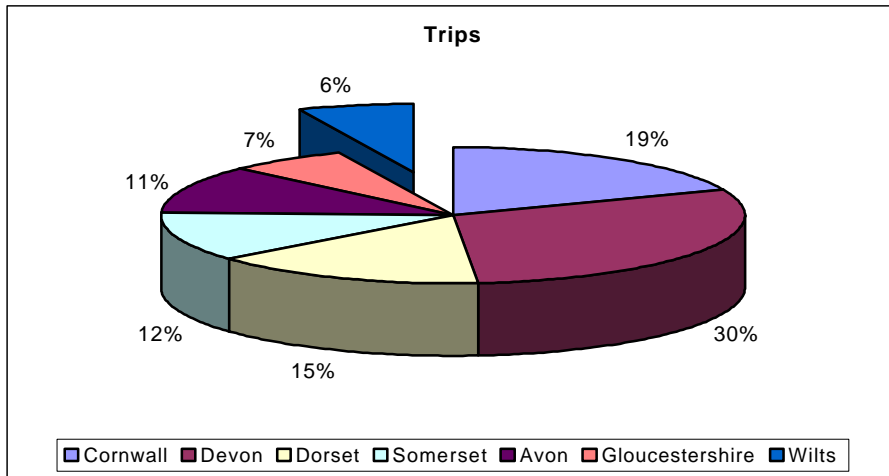
There are few places in the world that can equal Wiltshire's heritage. Stonehenge is known the world over as an ancient monument of huge significance and Avebury's stone circle lies in the epicentre of Wiltshire's mystical landscape. Both are World Heritage Sites. Europe's largest man-made prehistoric mound, Silbury Hill, and Britain's largest burial chamber, the West Kennet Long Barrow, are close by. In the summer months, crop circles also adorn the fields surrounding this enigmatic area. Salisbury is a beautiful medieval city and its Cathedral, with the highest spire in England, is most impressive. Bustling market towns such as Marlborough and Bradford on Avon offer visitors a warm welcome, and still serve the local farming communities as they have done for centuries. Wiltshire also offers the gentle pastime of canal boating along the famous Kennet and Avon Canal, and the canal towpath is excellent for walking and cycling with many friendly pubs along the way offering a well-earned rest.

Wiltshire is well known for its 8 white horses cut into the chalk hillsides to mark famous events such as battles and coronations. It also boasts a wonderful collection of National Trust houses and gardens, with many others still in private ownership. Longleat, the seat of the Marquess of Bath, is home to a multitude of attractions including the world famous Safari Park and one of the world's largest mazes. The history of the railway is told at Swindon's interactive attraction, STEAM – the Museum of the Great Western Railway.

Wiltshire: Facts at a glance



Wiltshire: Staying visitors in context



	Trips	Nights	Spend
Cornwall	5,000,000	24,175,000	£1,034,700,000
Devon	7,791,000	32,318,000	£1,312,300,000
Dorset	4,061,000	15,740,000	£664,300,000
Somerset	3,070,000	10,737,000	£457,748,000
Avon	2,966,000	10,623,000	£522,152,000
Gloucestershire	1,779,000	6,148,000	£266,600,000
Wilts	1,660,000	5,003,000	£266,200,000
TOTALS	26,327,000	104,744,000	£4,524,000,000

Wiltshire: Staying visitors in detail

KEY FACTS:

- ***Wiltshire generates 6% (1.6 million) of trips, 5% (5 million) of nights and 6% (£266 million) of spend in the South West region.***
- ***The domestic market is the biggest generator of trips (1.5 million), nights (4.1 million) and spend (£218 million) in Wiltshire.***
- ***The VFR sector is the most important in terms of domestic trip generation (836,000), whereas the serviced accommodation sector is most important in terms of income generation (£103.8 million)***

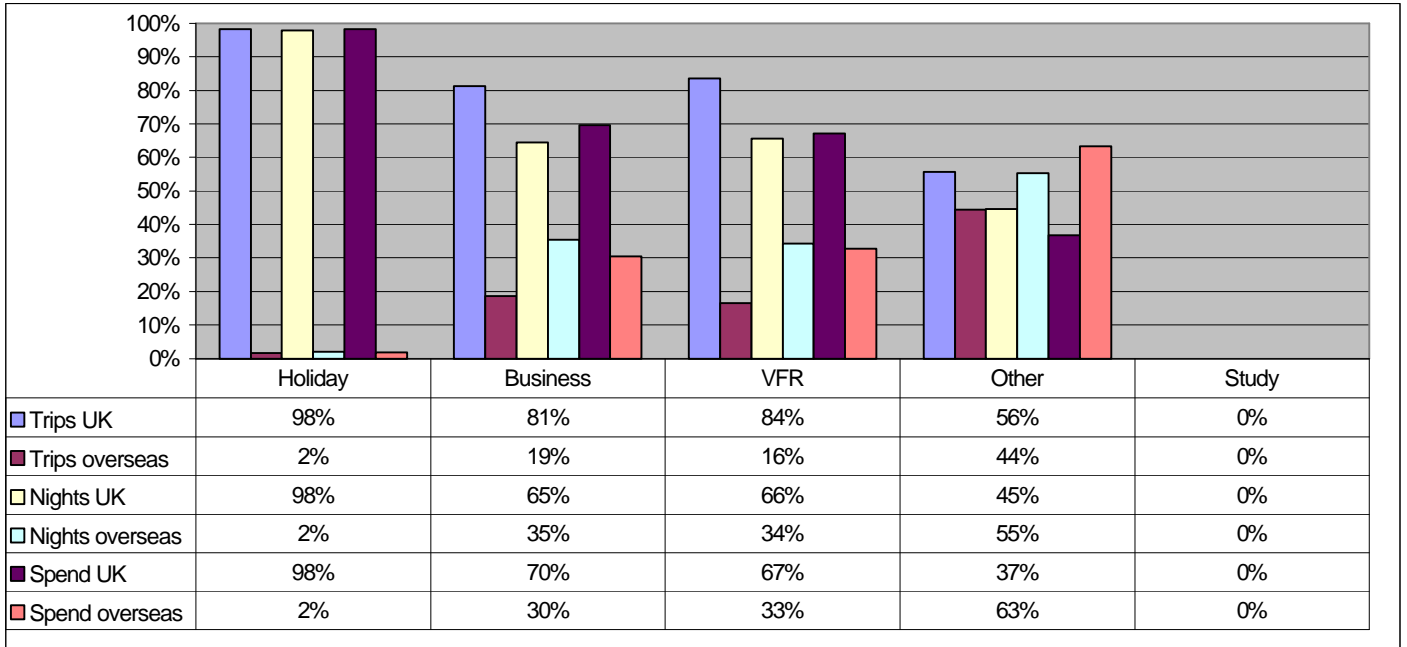
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	407,000	974,000	£103,871,000
Self catering	31,000	143,000	£6,994,000
Touring caravans /tents	44,000	196,000	£5,575,000
Static vans/holiday centres	1,000	6,000	£178,000
Group/campus	1,000	9,000	£297,000
Second homes	18,000	70,000	£1,807,000
Boat moorings	11,000	55,000	£1,982,000
Other	150,000	513,000	£17,985,000
Staying with friends and relatives	836,000	2,134,000	£79,511,000
Total	1,500,000	4,100,000	£218,200,000

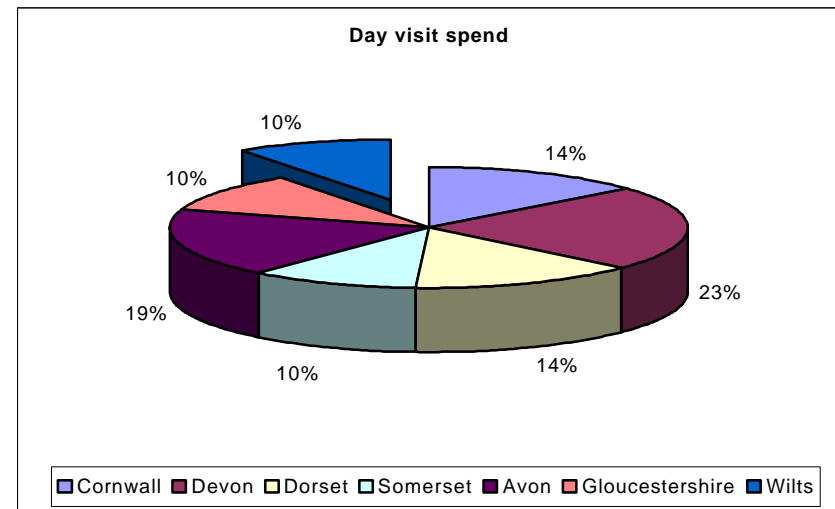
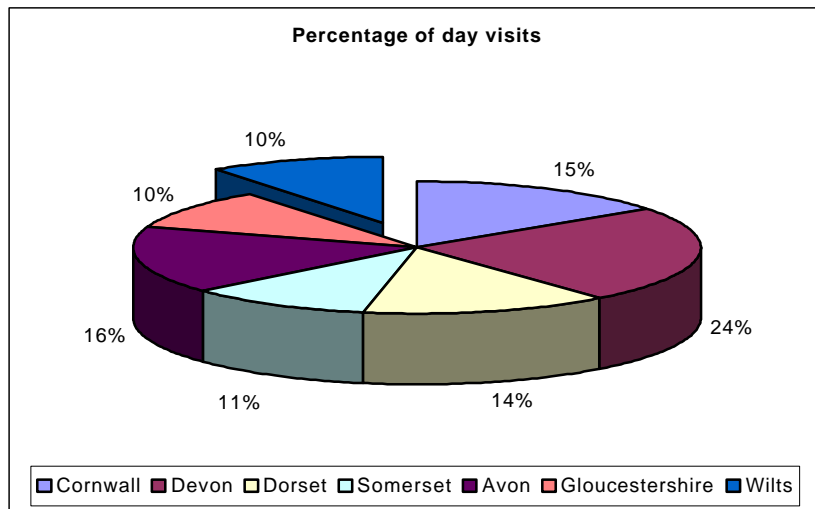
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	77,000	243,000	£22,932,000
Self catering	1,000	40,000	£1,385,000
Touring caravans /tents	2,000	9,000	£222,000
Static vans/holiday centres	0	0	£1,000
Group/campus	2,000	18,000	£711,000
Second homes	3,000	48,000	£886,000
Boat moorings	0	0	£0
Other	5,000	18,000	£1,178,000
Staying with friends and relatives	71,000	526,000	£20,685,000
Total	160,000	903,000	£48,000,000

Trips, nights and spend by purpose



Wiltshire: Day visits in context

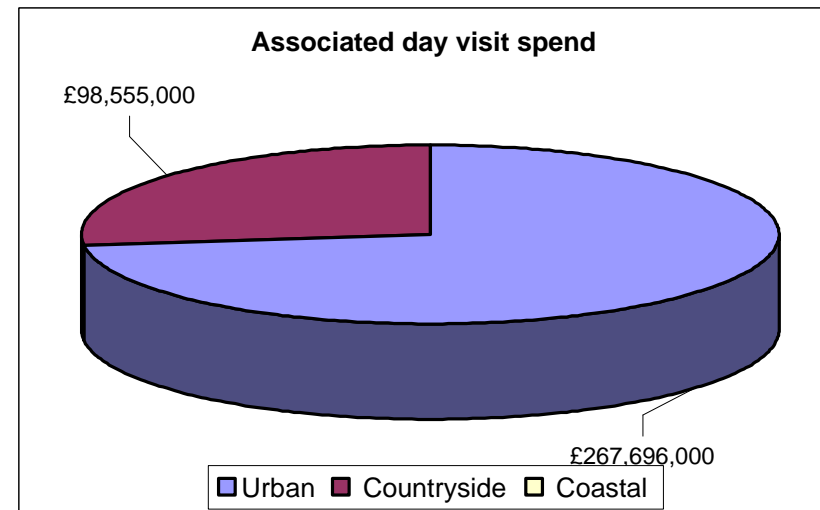
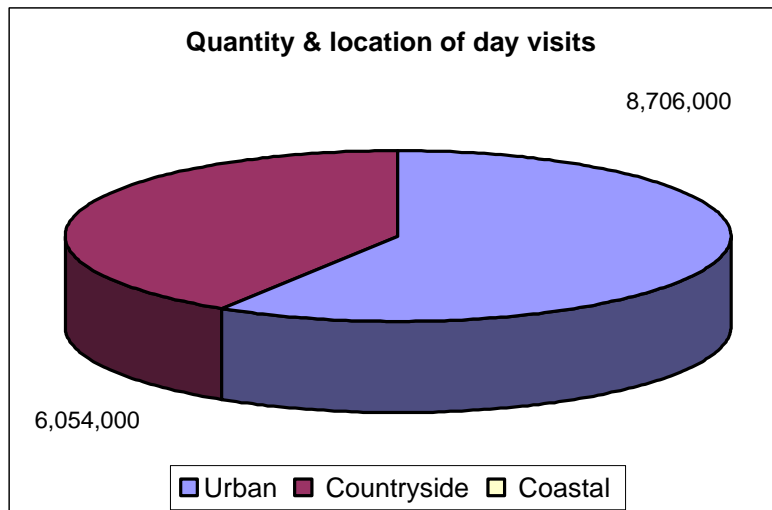


	Trips	Spend
Cornwall	22,411,500	£528,605,899
Devon	35,268,897	£853,731,090
Dorset	20,929,672	£535,177,761
Somerset	16,065,096	£393,181,000
Avon	23,966,136	£700,488,369
Gloucestershire	15,146,000	£394,634,000
Wilts	14,760,000	£366,251,000
Totals	148,547,300	£3,772,069,119

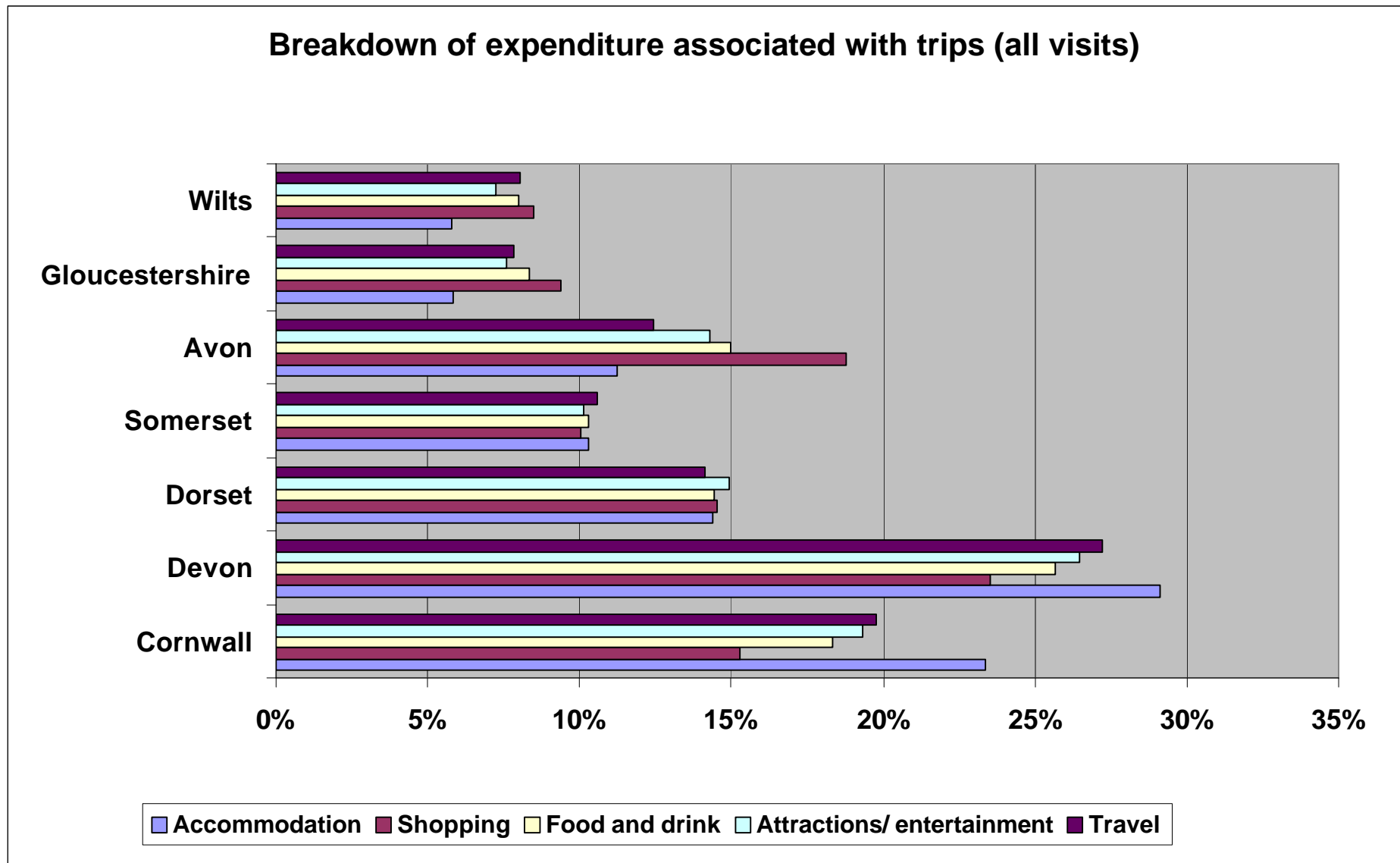
Wiltshire: Day visits in detail

KEY FACTS:

- **Wiltshire accounts for 10% (14.7 million) of day trips and 10% of spend (£366.2 million) in the South West region**
- **The largest proportion of day trips in Wiltshire are urban (8.7 million)**
- **Day trip spend in Wiltshire is highest amongst those going to urban areas (£267.6 million)**



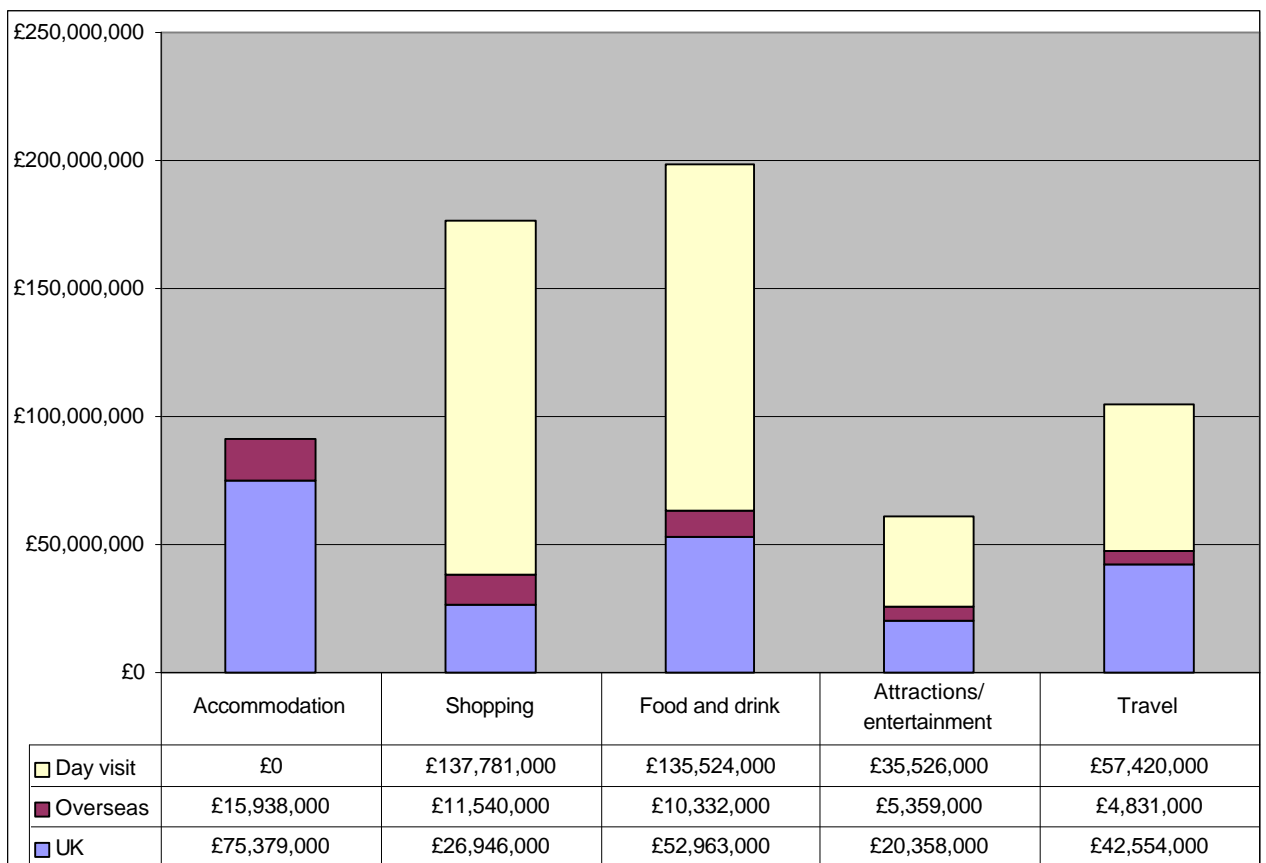
Wiltshire: Breakdown of expenditure associated with trips in context



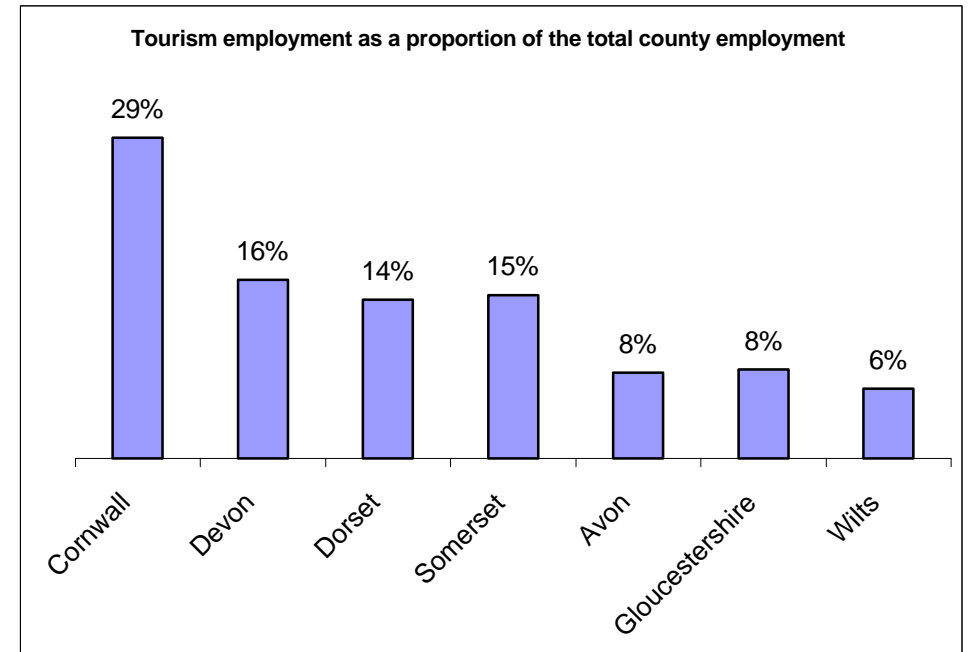
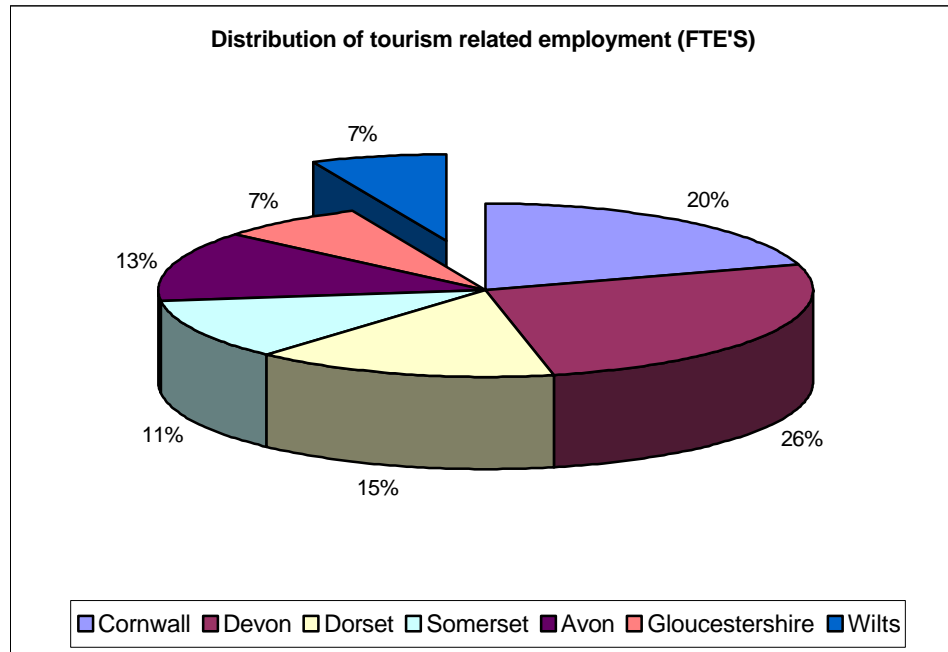
Wiltshire: Breakdown of expenditure associated with trips in detail

KEY FACTS:

- **The largest proportion of tourism expenditure is spent on food and drink**
- **Domestic and overseas staying visitors spent the largest portion of their expenditure on accommodation (£75.3 million and £15.9 million respectively)**



Wiltshire: Employment in context



	Number of FTE's
Cornwall	45,966
Devon	59,438
Dorset	33,674
Somerset	25,585
Avon	29,334
Gloucestershire	16,585
Wilts	14,989
Totals	225,573

Wiltshire: Employment in detail

KEY FACTS:

- *Wiltshire has 7% of tourism jobs in the region, equating to 14,989 FTEs*
- *6% of employment in Wiltshire is related to tourism*
- *The largest proportion of jobs directly related to tourism in Wiltshire is in the catering sector (3,878)*

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	7,308	7,876	15,184
Indirect	1,738	1,503	3,241
Induced	1,520	404	1,924
Totals	10,567	9,783	20,350

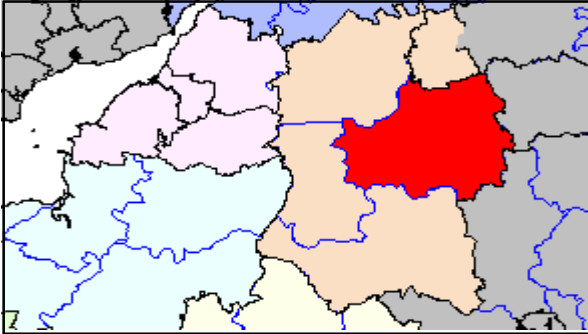
Total employment related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	5,142	5,316	10,458
Indirect	1,525	1,319	2,843
Induced	1,333	354	1,688
Totals	8,000	6,989	14,989

Direct employment in businesses in receipt of visitor expenditure (FTE's)

	Staying	Day	Total
Accommodation	1,863	55	1,917
Retailing	432	1,548	1,981
Catering	1,235	2,644	3,878
Attractions/entertainment	522	747	1,269
Transport	266	322	587
Arising from non trip spend	824	0	824
Totals	5,142	5,316	10,458

Kennet Briefing



KEY FACTS	
219,000	trips by staying visitors
710,000	staying visitor nights
£33,722,000	spend by staying visitors
3,167,000	day visits
£74,626,000	spend by day visitors
£8,009,000	other tourism related spend
2,826	jobs related to tourism spending
7%	of employment is supported by tourism

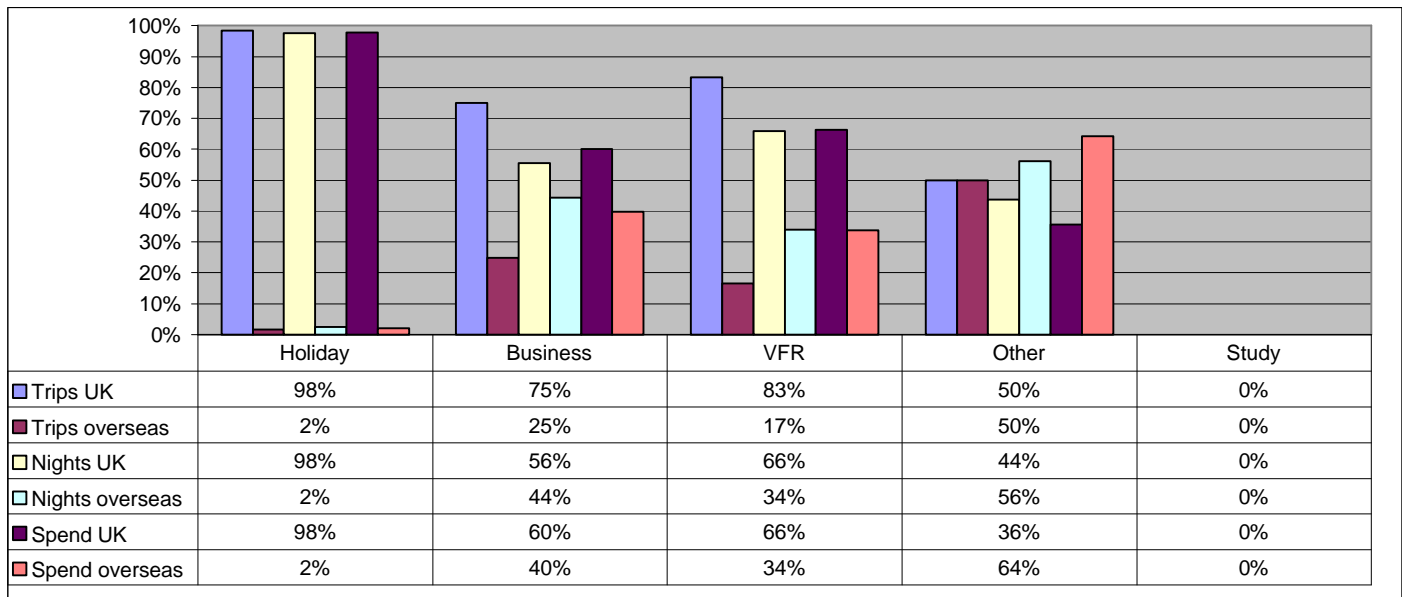
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	37,000	89,000	£9,485,000
Self catering	5,000	25,000	£1,242,000
Touring caravans /tents	13,000	56,000	£1,604,000
Static vans/holiday centres	1,000	5,000	£145,000
Group/campus	0	0	£0
Second homes	5,000	19,000	£496,000
Boat moorings	10,000	50,000	£1,784,000
Other	19,000	66,000	£2,316,000
Staying with friends and relatives	108,000	275,000	£10,239,000
Total	198,000	585,000	£27,310,000

Trips, nights and spend by accommodation (Overseas tourists)

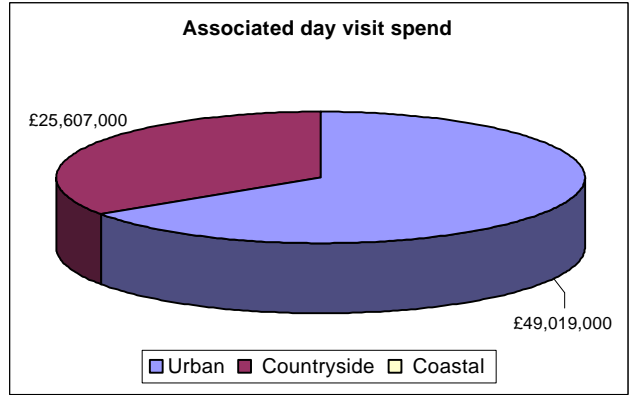
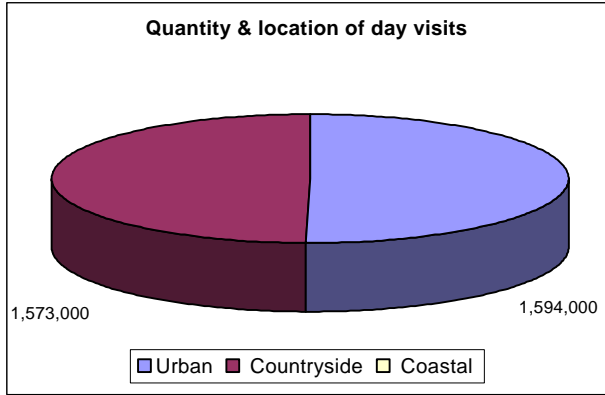
	Trips	Nights	Spend
Serviced	10,000	32,000	£3,043,000
Self catering	0	7,000	£246,000
Touring caravans /tents	0	3,000	£64,000
Static vans/holiday centres	0	0	£1,000
Group/campus	0	0	£0
Second homes	1,000	13,000	£243,000
Boat moorings	0	0	£0
Other	1,000	2,000	£152,000
Staying with friends and relatives	9,000	68,000	£2,664,000
Total	21,000	125,000	£6,412,000

Trips, nights and spend by purpose

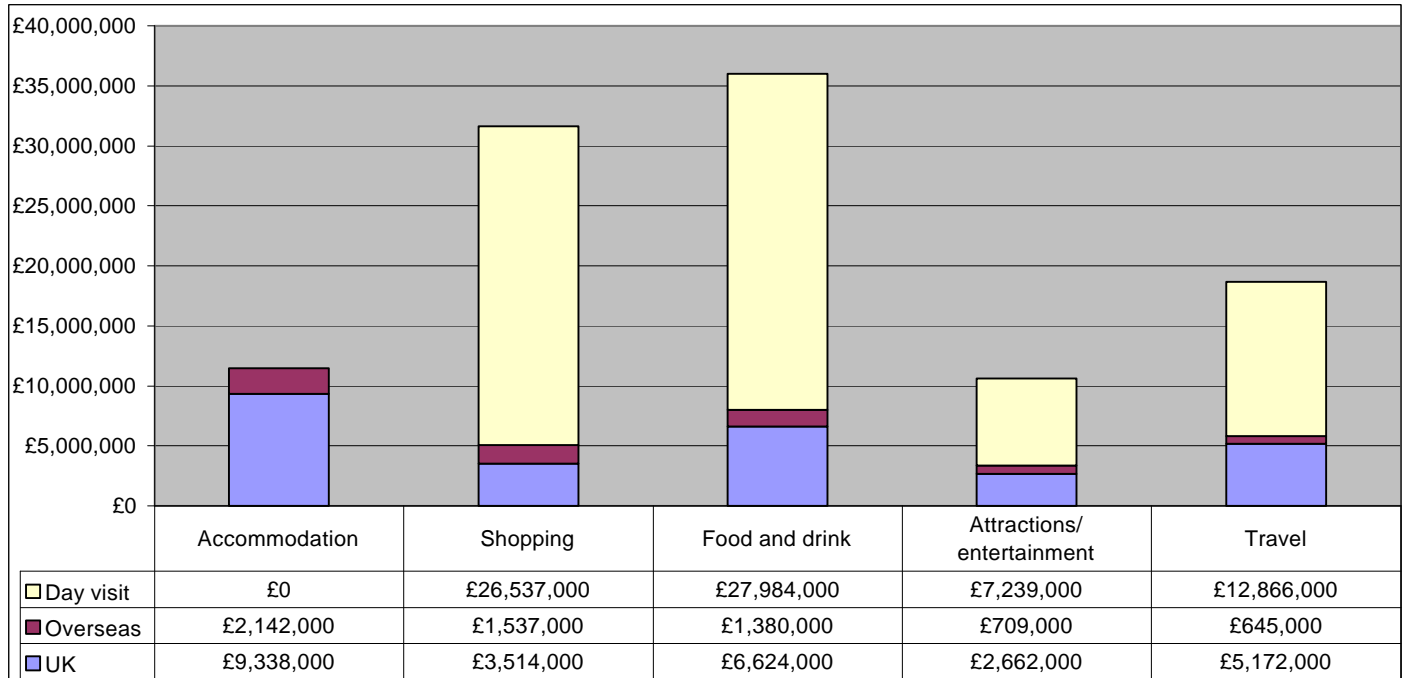


Kennet Briefing

Day visits



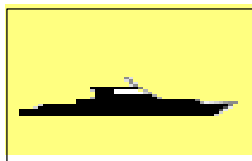
Expenditure associated with trips



Other tourism related spend



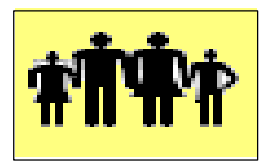
Second Homes
£185,000



Boats
£1,800,000



Static Vans
£0



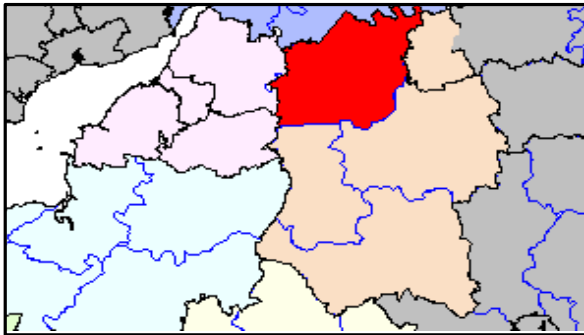
VFR
£6,024,000

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	916	1,540	2,456
Indirect	146	165	311
Induced	44	15	59
Total	1,107	1,719	2,826
Estimated number of FTE's			2,017

North Wiltshire Briefing



KEY FACTS
323,000 trips by staying visitors
990,000 staying visitor nights
£50,341,000 spend by staying visitors
2,677,000 day visits
£63,860,000 spend by day visitors
£9,714,000 other tourism related spend
3,331 jobs related to tourism spending
5% of employment is supported by tourism

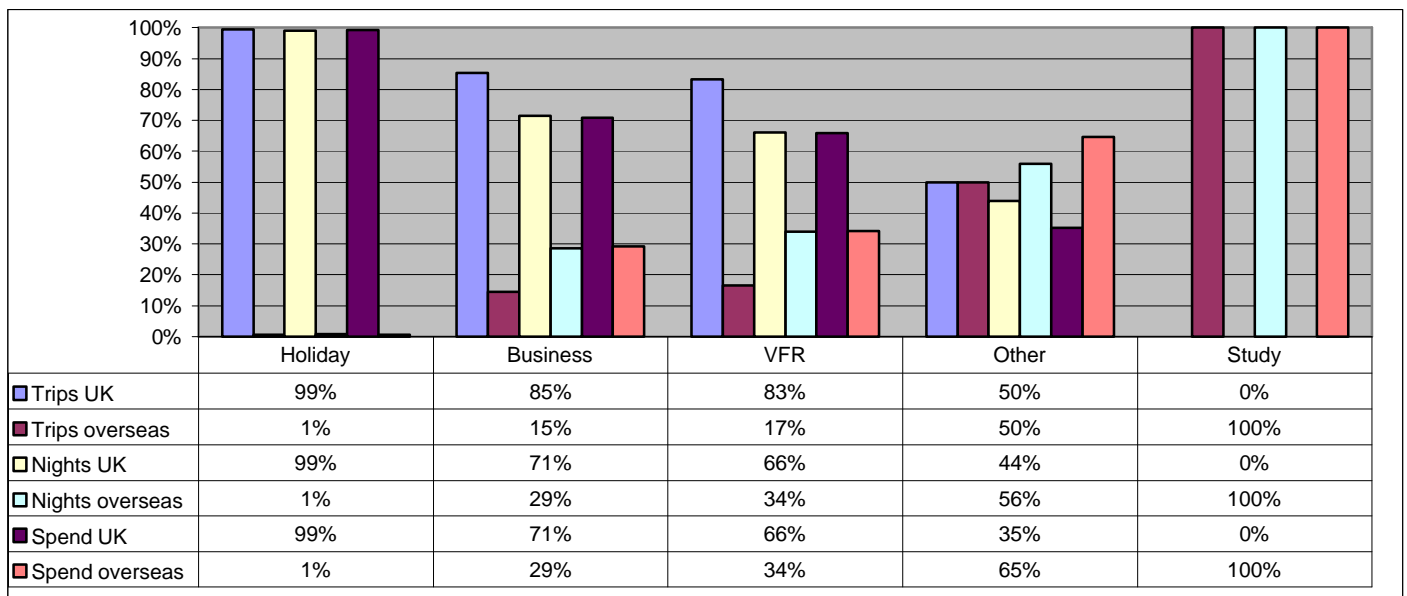
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	71,000	171,000	£18,202,000
Self catering	9,000	43,000	£2,078,000
Touring caravans /tents	9,000	42,000	£1,187,000
Static vans/holiday centres	0	0	£0
Group/campus	0	4,000	£137,000
Second homes	4,000	14,000	£369,000
Boat moorings	0	0	£0
Other	31,000	105,000	£3,682,000
Staying with friends and relatives	171,000	437,000	£16,278,000
Total	296,000	815,000	£41,933,000

Trips, nights and spend by accommodation (Overseas tourists)

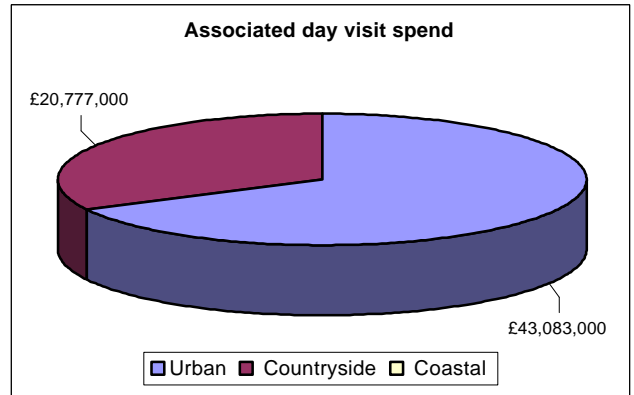
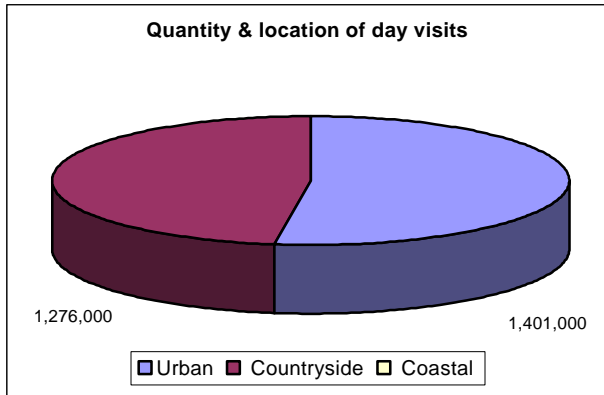
	Trips	Nights	Spend
Serviced	10,000	31,000	£2,964,000
Self catering	0	12,000	£411,000
Touring caravans /tents	0	2,000	£47,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	8,000	£328,000
Second homes	1,000	10,000	£181,000
Boat moorings	0	0	£0
Other	1,000	4,000	£241,000
Staying with friends and relatives	15,000	108,000	£4,235,000
Total	27,000	175,000	£8,408,000

Trips, nights and spend by purpose

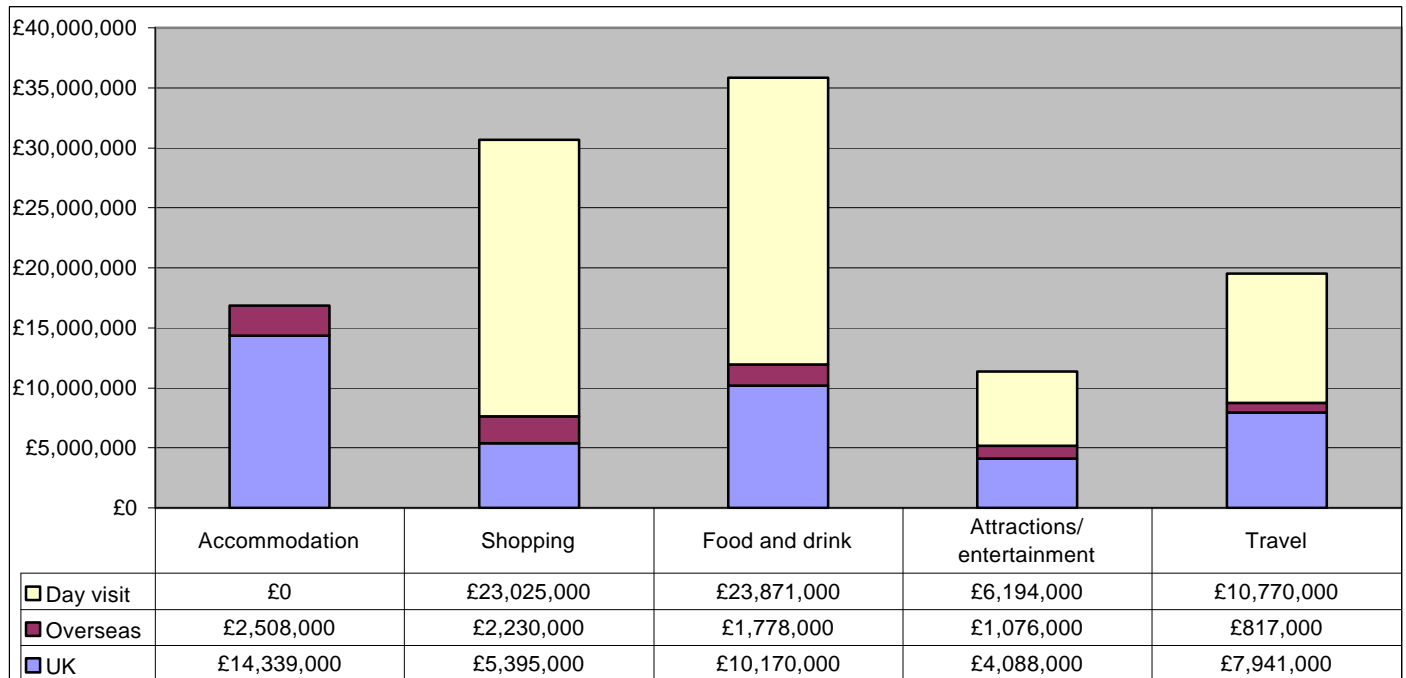


North Wiltshire Briefing

Day visits



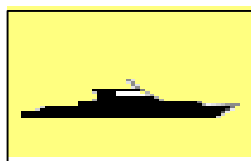
Expenditure associated with trips



Other tourism related spend



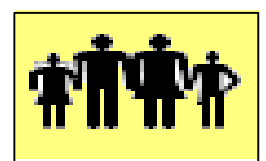
Second Homes
£137,000



Boats
£0



Static Vans
£0



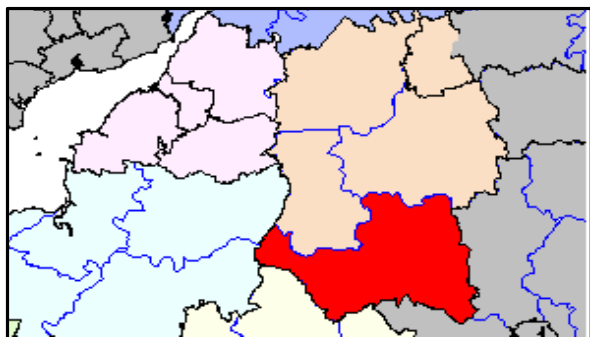
VFR
£9,577,000

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	1,327	1,291	2,618
Indirect	291	214	505
Induced	170	38	208
Total	1,788	1,543	3,331
Estimated number of FTE's			2,434

Salisbury Briefing



KEY FACTS

381,000 trips by staying visitors
 1,134,000 staying visitor nights
 £68,433,000 spend by staying visitors
 4,236,000 day visits
 £101,697,000 spend by day visitors
 £8,961,000 other tourism related spend
 5,468 jobs related to tourism spending
 9% of employment is supported by tourism

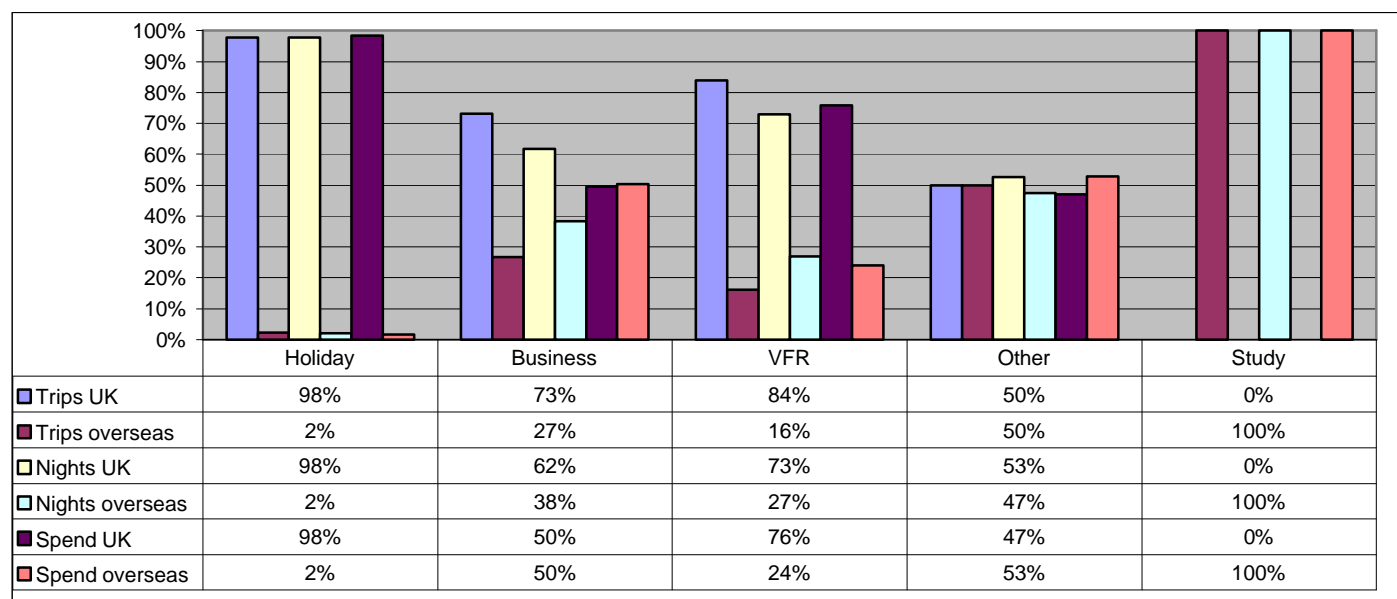
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	121,000	290,000	£30,914,000
Self catering	7,000	31,000	£1,495,000
Touring caravans /tents	9,000	39,000	£1,109,000
Static vans/holiday centres	0	1,000	£21,000
Group/campus	1,000	5,000	£160,000
Second homes	6,000	22,000	£559,000
Boat moorings	0	0	£0
Other	28,000	96,000	£3,365,000
Staying with friends and relatives	156,000	399,000	£14,878,000
Total	328,000	882,000	£52,501,000

Trips, nights and spend by accommodation (Overseas tourists)

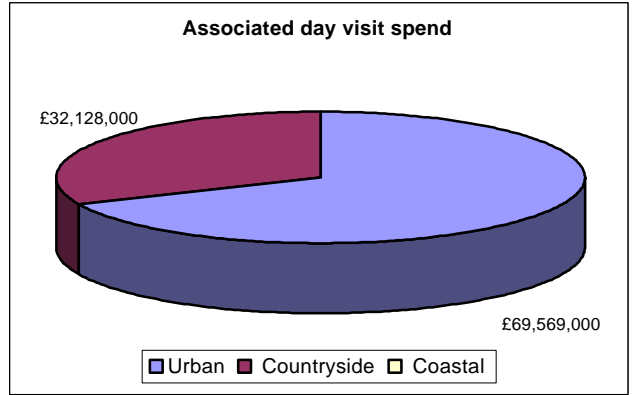
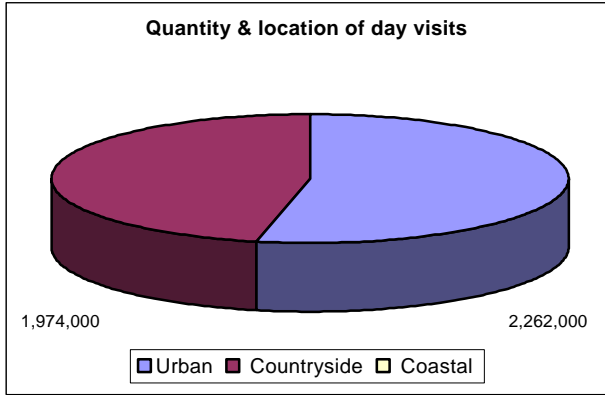
	Trips	Nights	Spend
Serviced	37,000	115,000	£10,844,000
Self catering	0	8,000	£296,000
Touring caravans /tents	0	2,000	£44,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	10,000	£383,000
Second homes	1,000	15,000	£274,000
Boat moorings	0	0	£0
Other	1,000	3,000	£220,000
Staying with friends and relatives	13,000	98,000	£3,871,000
Total	53,000	252,000	£15,932,000

Trips, nights and spend by purpose

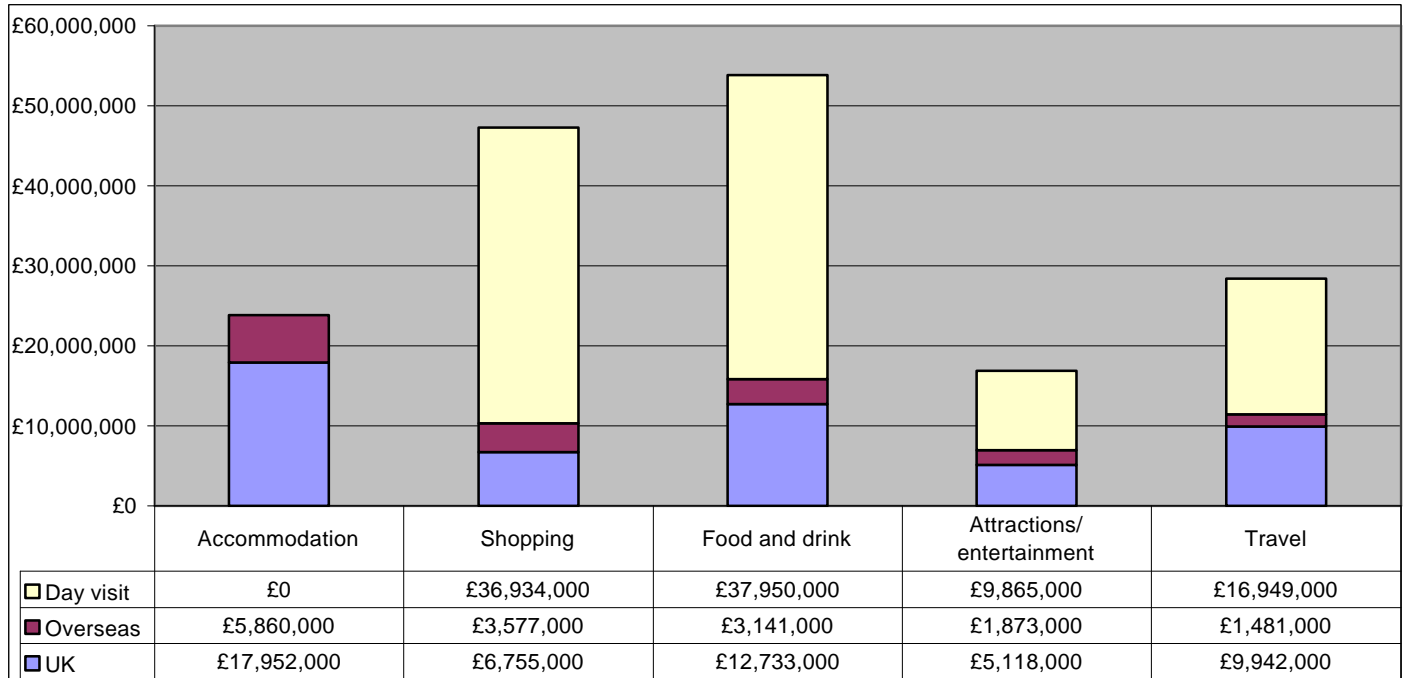


Salisbury Briefing

Day visits



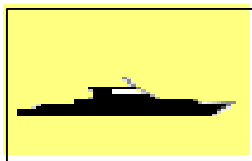
Expenditure associated with trips



Other tourism related spend



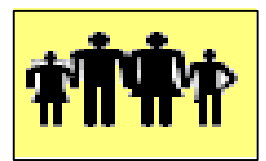
Second Homes
£208,000



Boats
£0



Static Vans
£0



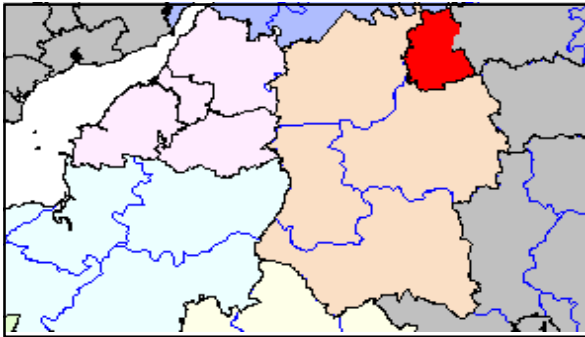
VFR
£8,753,000

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	2,057	2,531	4,588
Indirect	344	291	635
Induced	197	47	244
Total	2,598	2,870	5,468
Estimated number of FTE's			3,907

Swindon Briefing



KEY FACTS

410,000 trips by staying visitors
 1,194,000 staying visitor nights
 £59,140,000 spend by staying visitors
 2,007,000 day visits
 £58,516,000 spend by day visitors
 £13,639,000 other tourism related spend
 3,567 jobs related to tourism spending
 4% of employment is supported by tourism

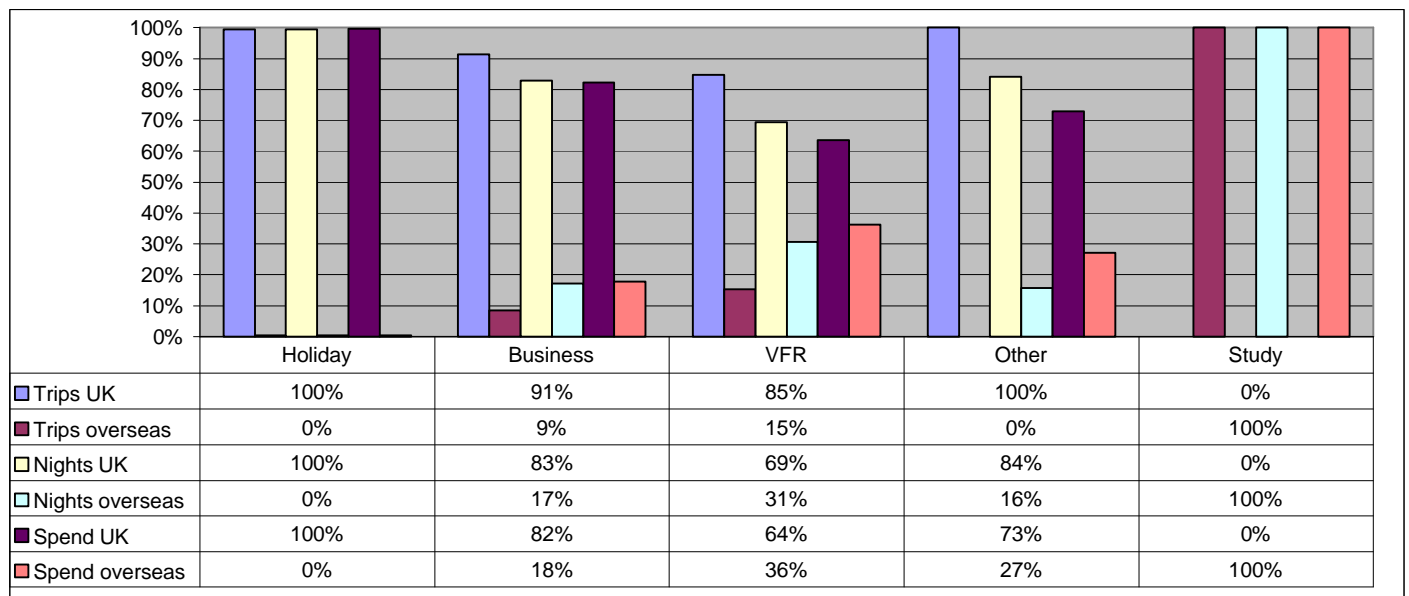
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	82,000	196,000	£20,859,000
Self catering	1,000	6,000	£304,000
Touring caravans /tents	6,000	25,000	£723,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	0	0	£0
Boat moorings	0	0	£0
Other	44,000	152,000	£5,321,000
Staying with friends and relatives	247,000	631,000	£23,523,000
Total	381,000	1,010,000	£50,730,000

Trips, nights and spend by accommodation (Overseas tourists)

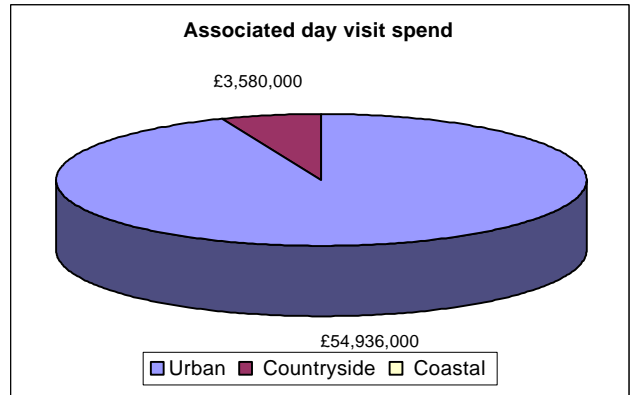
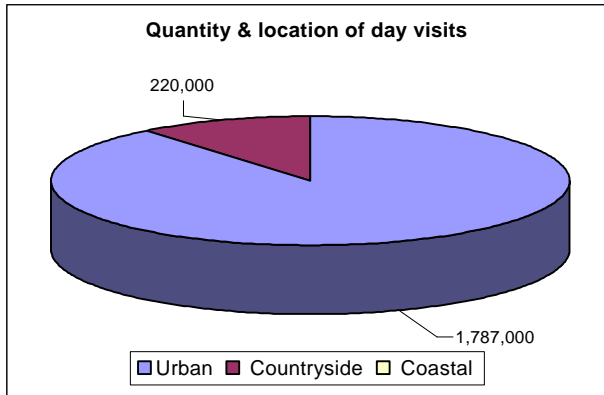
	Trips	Nights	Spend
Serviced	6,000	20,000	£1,853,000
Self catering	0	2,000	£60,000
Touring caravans /tents	0	1,000	£29,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	0	0	£0
Boat moorings	0	0	£0
Other	1,000	5,000	£348,000
Staying with friends and relatives	21,000	156,000	£6,120,000
Total	29,000	184,000	£8,410,000

Trips, nights and spend by purpose

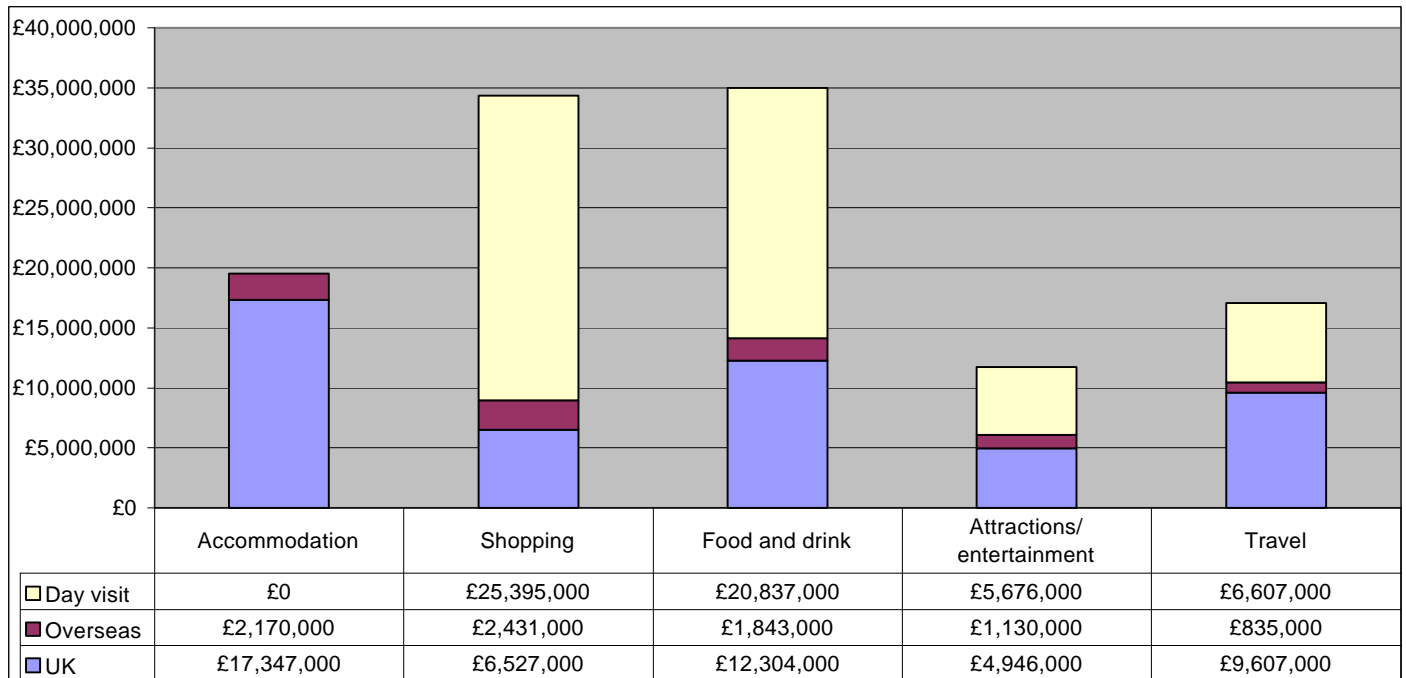


Swindon Briefing

Day visits



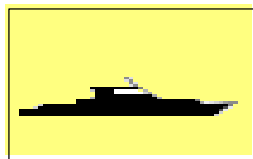
Expenditure associated with trips



Other tourism related spend



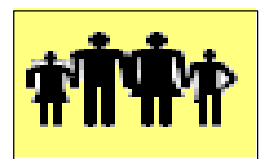
Second Homes
£0



Boats
£0



Static Vans
£0



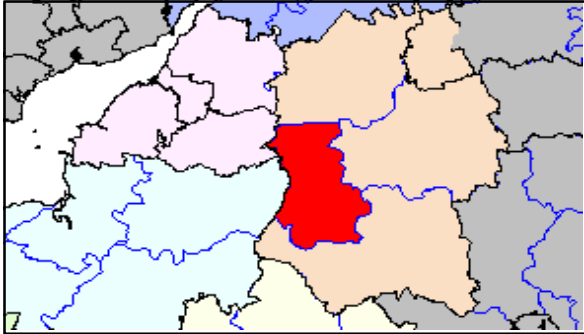
VFR
£13,639,000

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	1,582	1,202	2,785
Indirect	349	198	547
Induced	204	32	235
Total	2,135	1,431	3,567
Estimated number of FTE's			2,620

West Wiltshire Briefing



KEY FACTS
327,000 trips by staying visitors
974,000 staying visitor nights
£54,563,000 spend by staying visitors
2,672,000 day visits
£67,553,000 spend by day visitors
£8,928,000 other tourism related spend
3,528 jobs related to tourism spending
6% of employment is supported by tourism

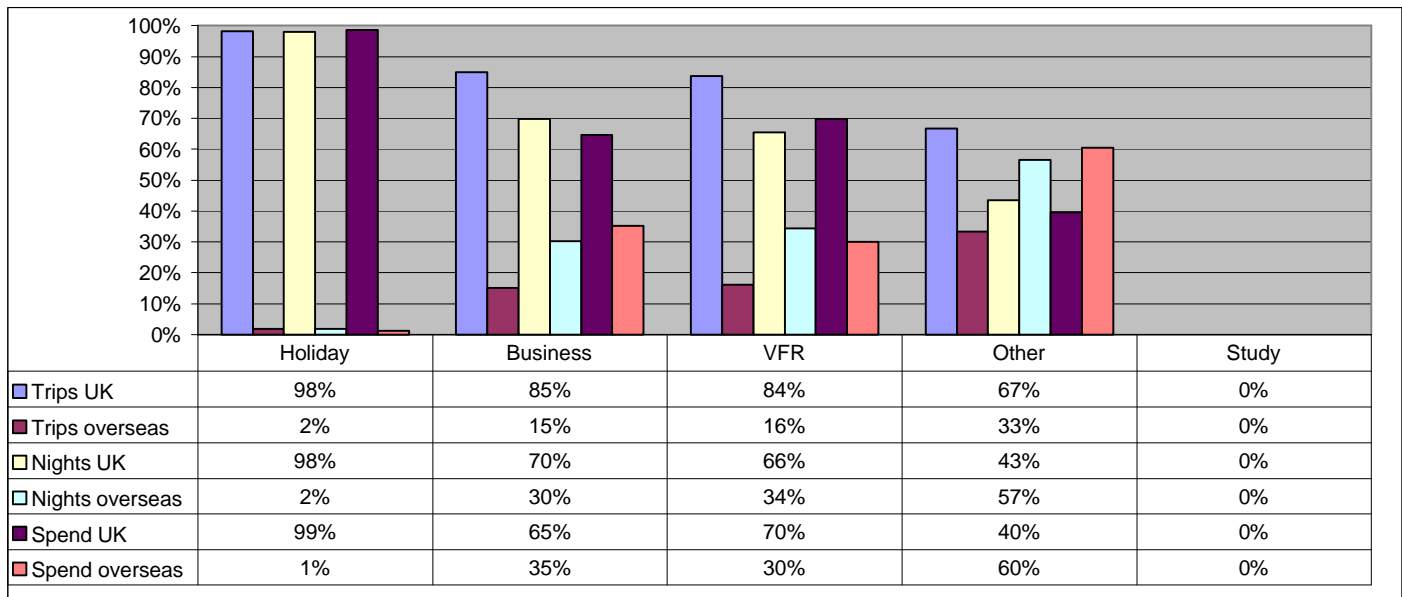
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	96,000	229,000	£24,411,000
Self catering	8,000	38,000	£1,875,000
Touring caravans /tents	8,000	34,000	£952,000
Static vans/holiday centres	0	0	£12,000
Group/campus	0	0	£0
Second homes	4,000	15,000	£383,000
Boat moorings	1,000	6,000	£198,000
Other	28,000	94,000	£3,301,000
Staying with friends and relatives	153,000	392,000	£14,593,000
Total	298,000	807,000	£45,726,000

Trips, nights and spend by accommodation (Overseas tourists)

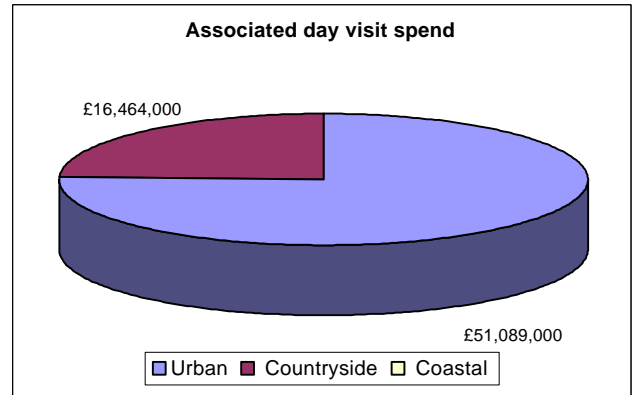
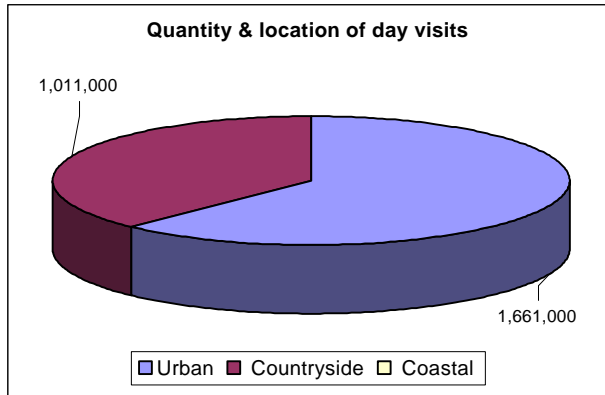
	Trips	Nights	Spend
Serviced	14,000	45,000	£4,227,000
Self catering	0	11,000	£371,000
Touring caravans /tents	0	2,000	£38,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	1,000	10,000	£188,000
Boat moorings	0	0	£0
Other	1,000	3,000	£216,000
Staying with friends and relatives	13,000	97,000	£3,796,000
Total	29,000	167,000	£8,837,000

Trips, nights and spend by purpose

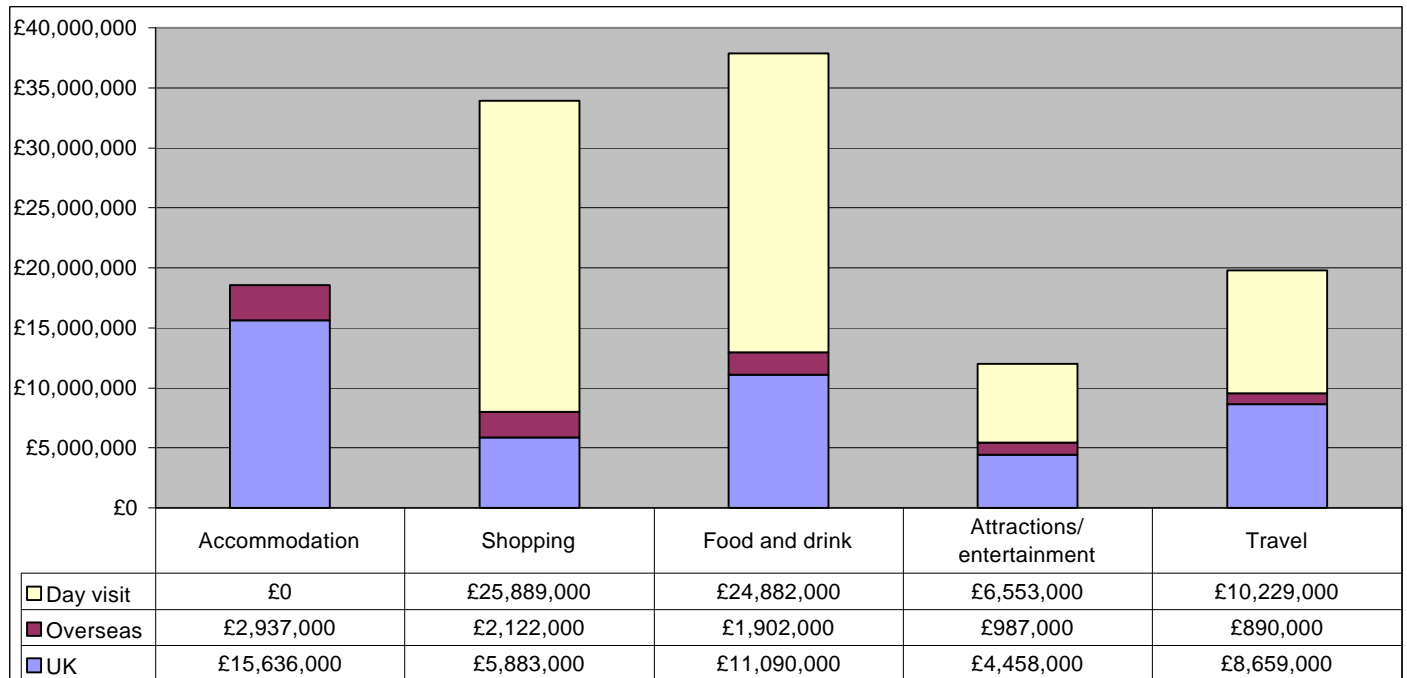


West Wiltshire Briefing

Day visits



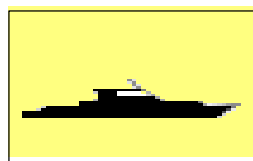
Expenditure associated with trips



Other tourism related spend



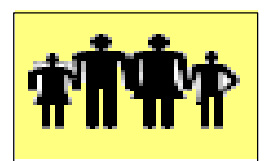
Second Homes
£143,000



Boats
£200,000



Static Vans
£0



VFR
£8,585,000

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	1,566	1,511	3,076
Indirect	221	146	367
Induced	73	12	85
Total	1,860	1,668	3,528
Estimated number of FTE's			2,511