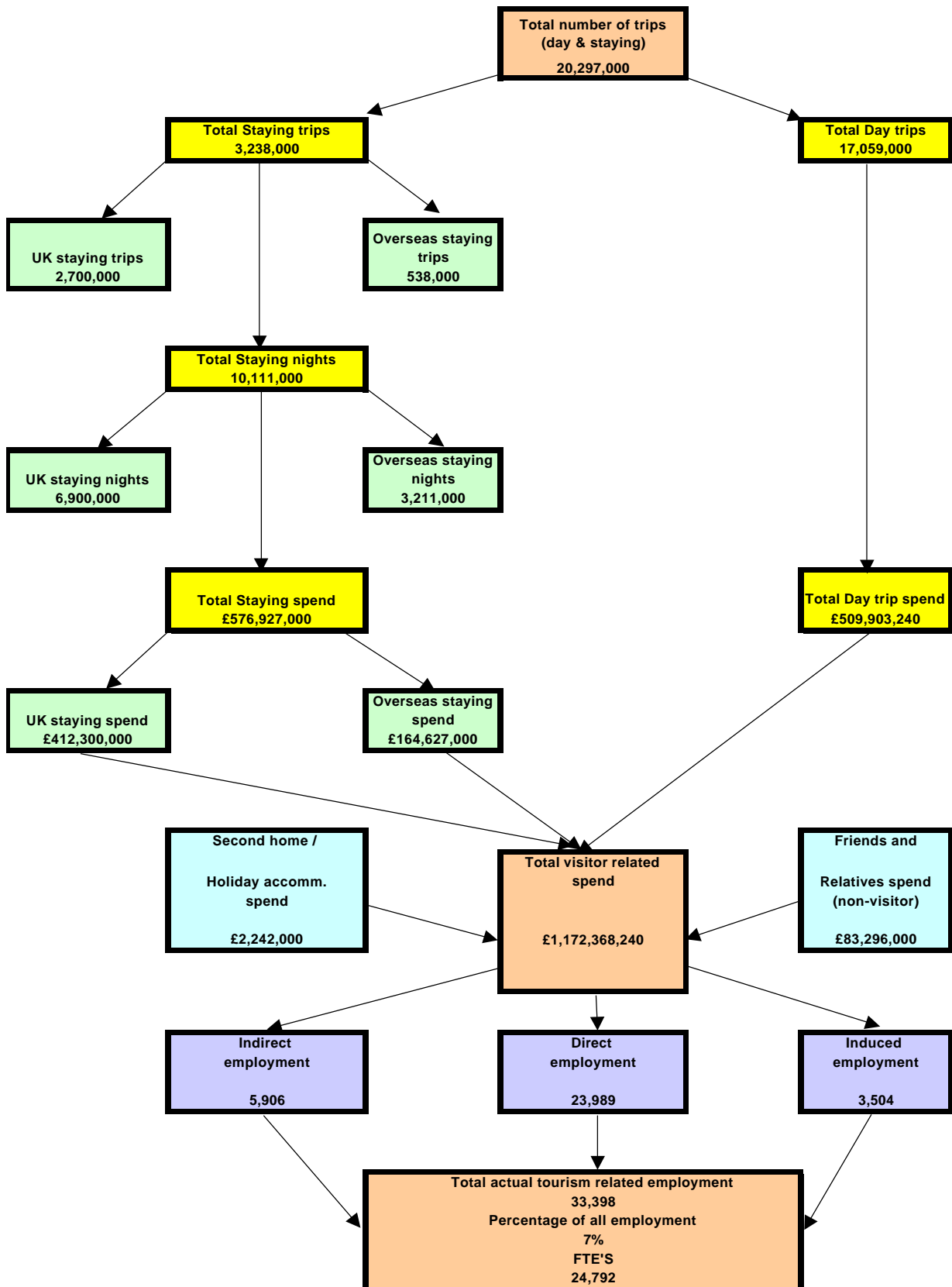
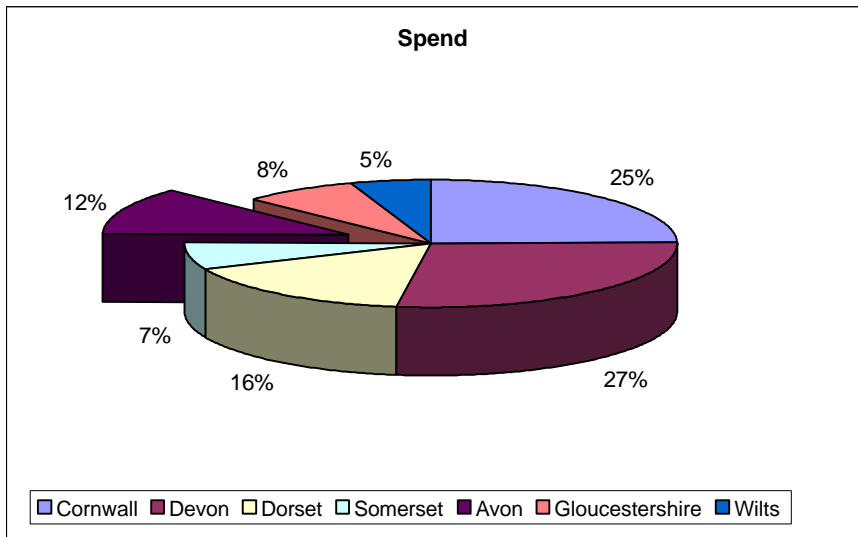
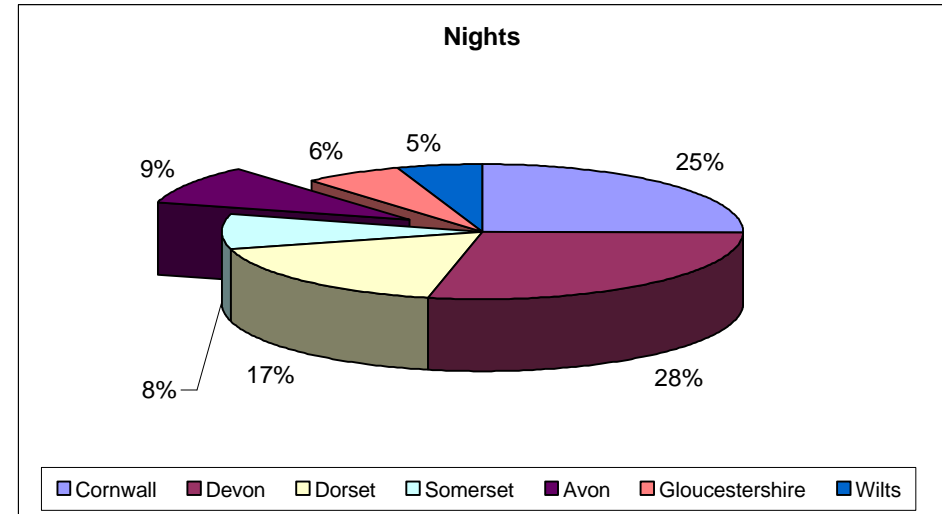
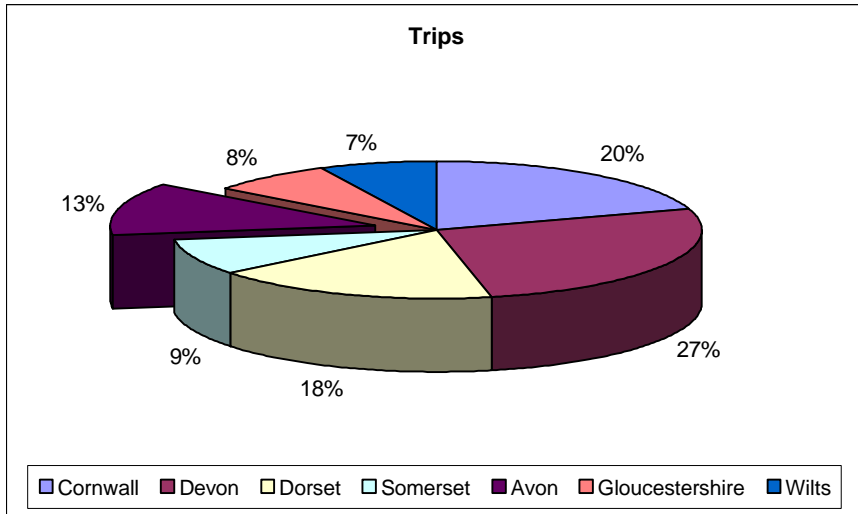


### **3. Former Avon Economic Overview**

## Former Avon (West of England): Facts at a glance



**Former Avon (West of England marketing partnership): Staying visitors in context**



	Trips	Nights	Spend
<b>Cornwall</b>	5,142,000	27,395,000	£1,215,900,000
<b>Devon</b>	6,824,000	30,331,000	£1,343,600,000
<b>Dorset</b>	4,520,000	18,684,000	£794,600,000
<b>Somerset</b>	2,185,000	9,063,000	£340,011,000
<b>Avon</b>	<b>3,238,000</b>	<b>10,111,000</b>	<b>£576,927,000</b>
<b>Gloucestershire</b>	1,938,000	6,701,000	£370,200,000
<b>Wilts</b>	1,843,000	5,749,000	£259,500,000
<b>TOTALS</b>	<b>25,690,000</b>	<b>108,034,000</b>	<b>£4,900,738,000</b>

## Former Avon (West of England marketing partnership): Staying visitors in detail

### KEY FACTS:

- **Former Avon (West of England marketing partnership) generates 13% (3.2 million) of trips, 9% (10.1 million) of nights and 12% (£576.9 million) of spend in the South West region**
- **Whilst the domestic market is the biggest generator of trips (2.7 million), nights (6.9 million) and spend (£412.3 million) the overseas market is also important and generates a quarter of the regions overseas staying trips and spend.**
- **The former Avon has reasonably low figures when compared across the region in terms of the average length of stay per trip. However, it has the highest average spend per night figures in the South West for both UK and overseas staying visitors.**

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

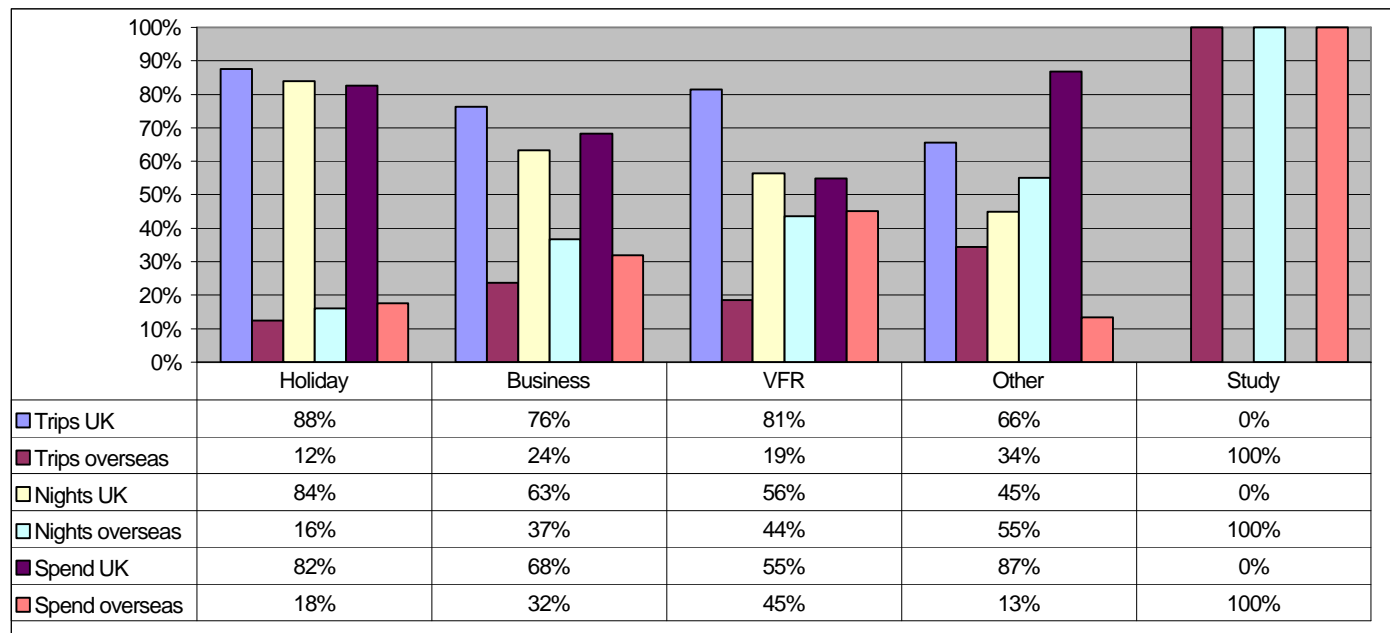
	Trips	Nights	Spend
Serviced	821,000	1,802,000	£183,542,000
Self catering	131,000	587,000	£32,858,000
Touring caravans /tents	53,000	191,000	£5,532,000
Static vans/holiday centres	38,000	122,000	£6,837,000
Group/campus	61,000	226,000	£11,229,000
Paying guest in private house	0	0	£0
Second homes	37,000	174,000	£9,407,000
Boat moorings	3,000	4,000	£216,000
Other	100,000	196,000	£14,029,000
Staying with friends and relatives	1,455,000	3,600,000	£148,649,000
<b>Total</b>	<b>2,700,000</b>	<b>6,900,000</b>	<b>£412,300,000</b>

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

	Trips	Nights	Spend
Serviced	235,000	769,000	£70,942,000
Self catering	5,000	102,000	£3,635,000
Touring caravans /tents	3,000	19,000	£450,000
Static vans/holiday centres	1,000	11,000	£417,000
Group/campus	27,000	233,000	£14,885,000
Paying guest in private house	5,000	210,000	£6,677,000
Second homes	7,000	96,000	£2,884,000
Boat moorings	0	0	£0
Other	16,000	21,000	£1,218,000
Staying with friends and relatives	228,000	1,687,000	£51,583,000
<b>Total</b>	<b>525,000</b>	<b>3,149,000</b>	<b>£152,692,000</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'.

### Trips, nights and spend by purpose



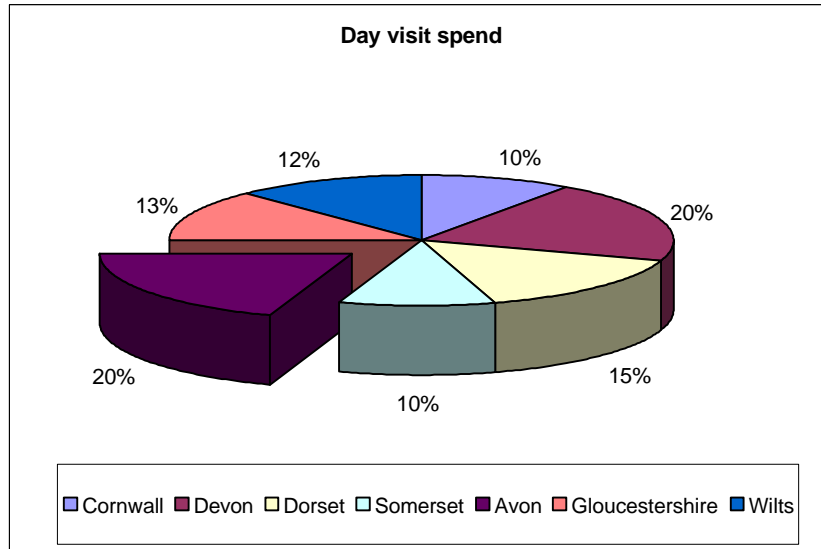
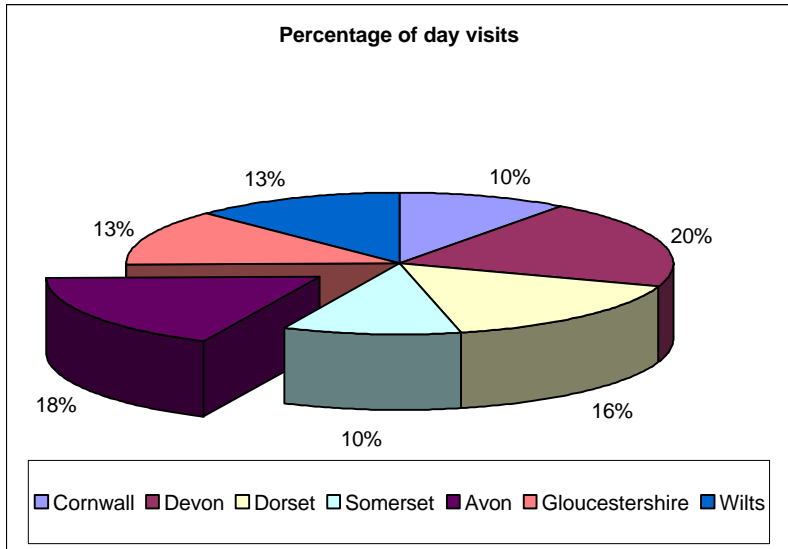
### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	1,672,000	4,628,000	£258,217,000
Business	316,000	619,000	£66,902,000
VFR	674,000	1,372,000	£46,602,000
Other	38,000	281,000	£40,579,000
Study	0	0	£0
<b>Total</b>	<b>2,700,000</b>	<b>6,900,000</b>	<b>£412,300,000</b>

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

	Trips	Nights	Spend
Holiday	237,000	890,000	£54,944,000
Business	98,000	360,000	£31,229,000
VFR	154,000	1,060,000	£38,392,000
Other	20,000	345,000	£6,211,000
Study	17,000	494,000	£21,916,000
<b>Total</b>	<b>525,000</b>	<b>3,149,000</b>	<b>£152,692,000</b>

**Former Avon (West of England marketing partnership): Day visits in context**

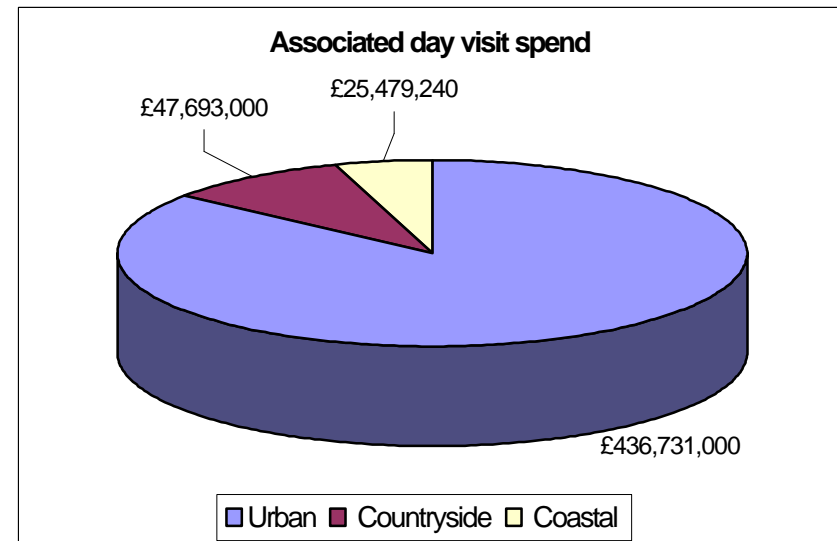
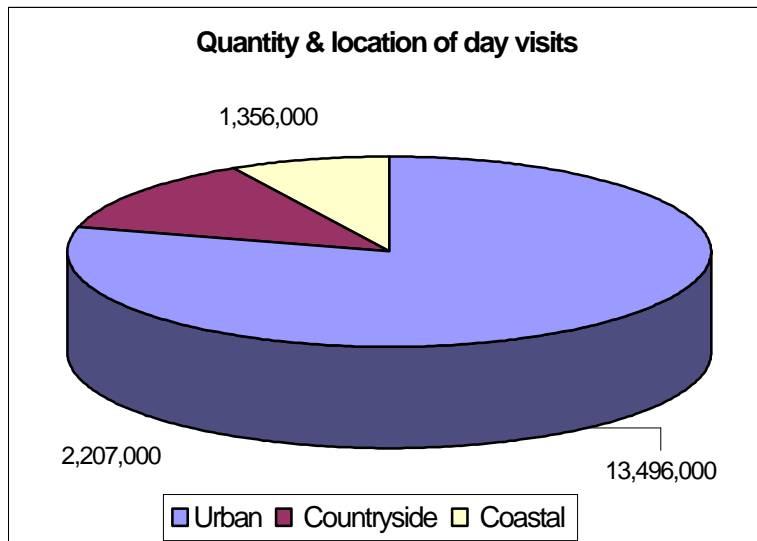


	<b>Trips</b>	<b>Spend</b>
<b>Cornwall</b>	9,576,000	£254,812,000
<b>Devon</b>	19,333,000	£524,256,680
<b>Dorset</b>	15,333,000	£390,968,870
<b>Somerset</b>	9,927,000	£262,019,000
<b>Avon</b>	<b>17,059,000</b>	<b>£509,903,240</b>
<b>Gloucestershire</b>	12,019,000	£328,573,000
<b>Wilts</b>	11,936,000	£317,162,000
<b>Totals</b>	<b>95,183,000</b>	<b>£2,587,694,790</b>

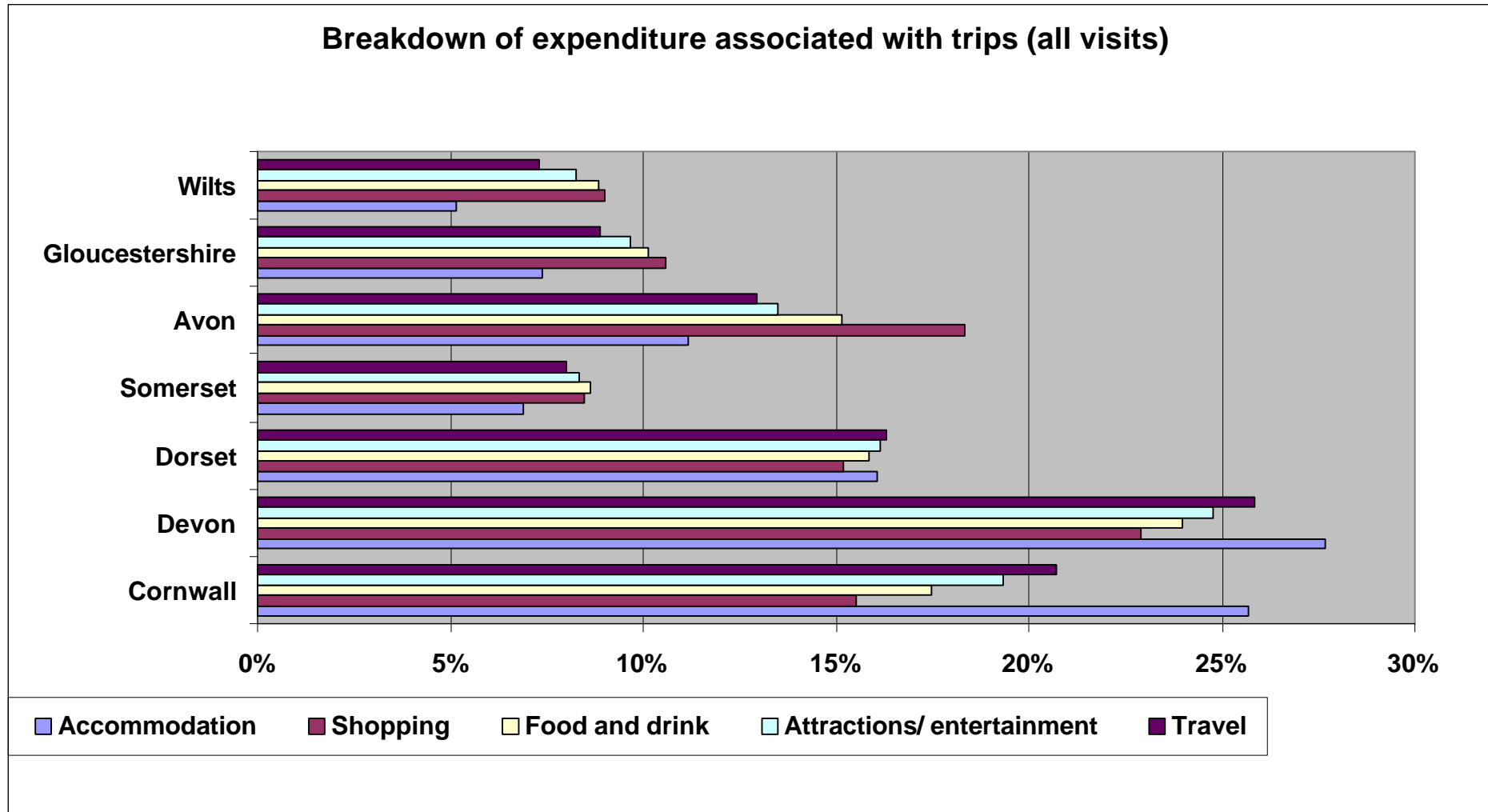
## Former Avon (West of England marketing partnership): Day visits in detail

### KEY FACTS:

- Former Avon accounts for 18% (17.1 million) of day trips and 20% of spend (£509.9 million) in the South West region
- The majority of day trips (79%) are to urban locations and account for 86% of day visit spend.
- The Former Avon average spend per day trip figure is the highest in the region (£29.89).



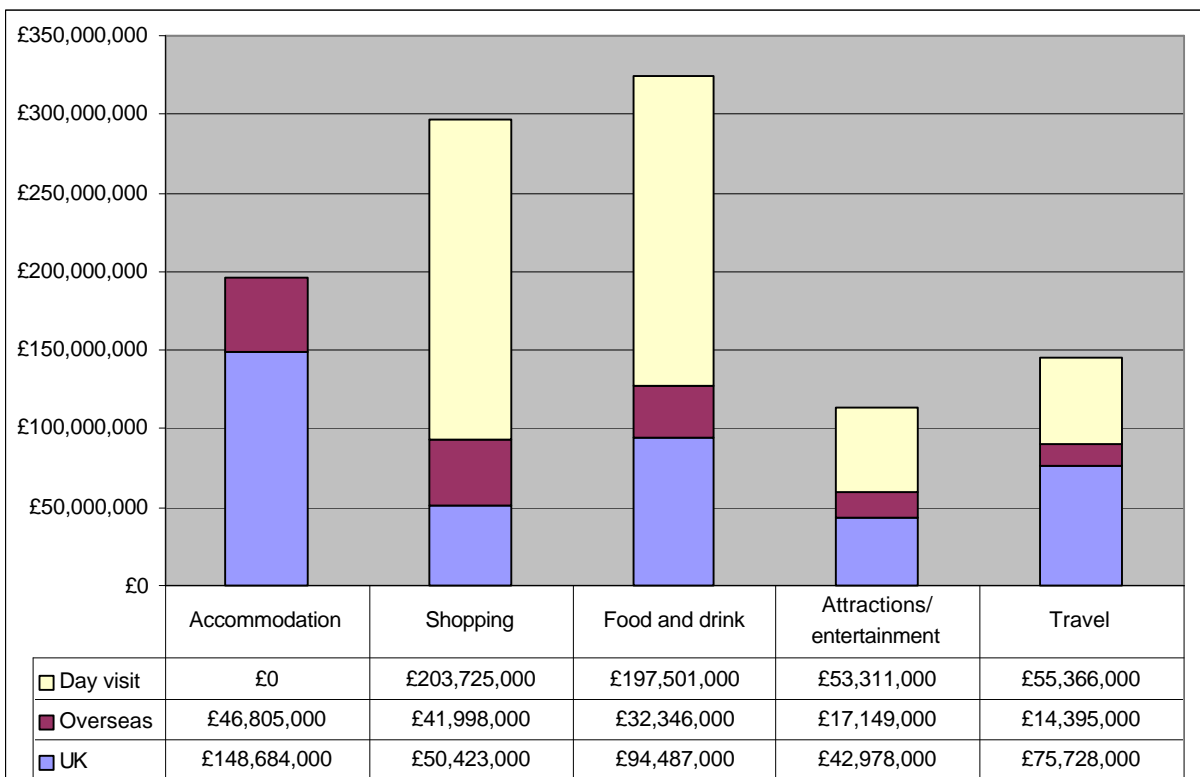
**Former Avon (West of England marketing partnership): Breakdown of expenditure associated with trips in context**



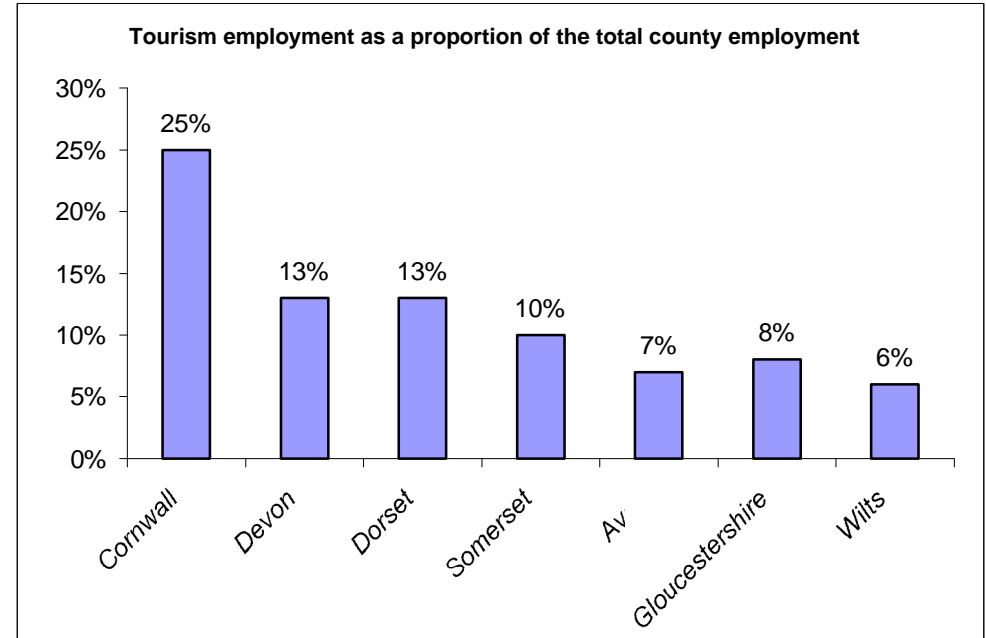
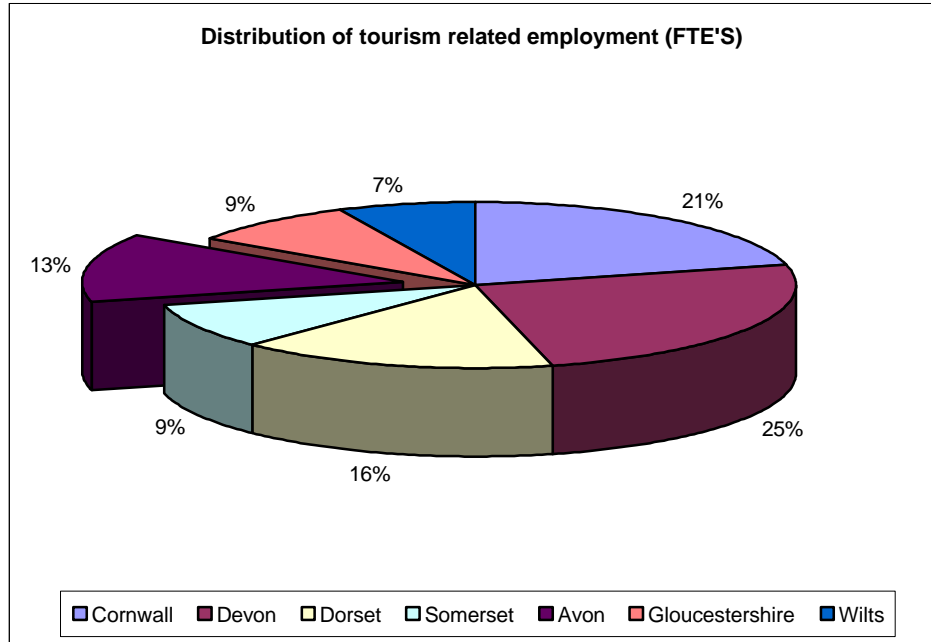
**Former Avon (West of England marketing partnership): Breakdown of expenditure associated with trips in detail**

**KEY FACTS:**

- **Food and drink (30%) and shopping (27%) account for the largest proportions of day visit spend.**
- **Broadly speaking, spending associated with both day visitors and staying visitors is equally important to the Former Avon. Day visits account for 47% of spend and staying visits account for 53%.**



**Former Avon (West of England marketing partnership): Employment in context**



	Number of FTE's
<b>Cornwall</b>	39,993
<b>Devon</b>	47,083
<b>Dorset</b>	30,398
<b>Somerset</b>	16,822
<b>Avon</b>	<b>24,792</b>
<b>Gloucestershire</b>	16,462
<b>Wilts</b>	12,956
<b>Totals</b>	<b>188,506</b>

## Former Avon (West of England marketing partnership): Employment in detail

### KEY FACTS:

- **Former Avon has 13% of tourism jobs in the region, equating to 24,792 FTEs**
- **7% of employment is related to tourism**
- **The largest proportion of jobs directly related to tourism in Avon is in the catering sector (34%)**

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

	Staying tourists	Day visitors	Total
Direct	13,690	10,011	23,701
Indirect	3,631	2,190	5,821
Induced	2,915	527	3,442
<b>Totals</b>	<b>20,235</b>	<b>12,728</b>	<b>32,963</b>

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

	Staying tourists	Day visitors	Total
Direct	9,598	6,743	16,341
Indirect	3,185	1,921	5,106
Induced	2,557	462	3,019
<b>Totals</b>	<b>15,340</b>	<b>9,127</b>	<b>24,466</b>

#### Direct employment in businesses in receipt of visitor expenditure - Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	3,655	73	3,728
Retailing	991	2,184	3,174
Catering	2,152	3,352	5,504
Attractions/entertainment	932	858	1,790
Transport	451	277	728
Arising from non trip spend	1,417	0	1,417
<b>Totals</b>	<b>9,598</b>	<b>6,743</b>	<b>16,341</b>

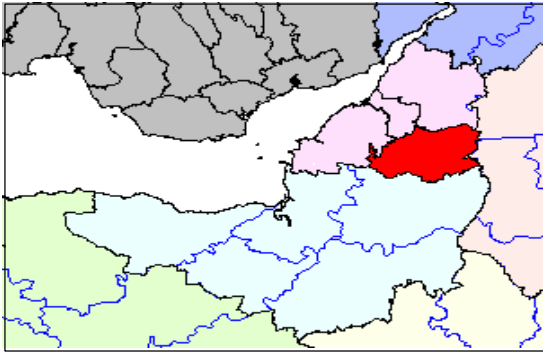
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

## Avon Summary

### Key facts for comparison

	2001	2003	% difference
Domestic trips	2,400,000	2,700,000	13%
Domestic nights	6,400,000	6,900,000	8%
Domestic spend	£346,700,000	£412,300,000	19%
<b>Overseas</b>			
Overseas trips	566,000	525,000	-7%
Overseas nights	4,223,000	3,149,000	-25%
Overseas spend	£175,452,000	£152,692,000	-13%
<b>Other tourism related</b>			
Other tourism related spend	£77,880,000	£85,031,000	9%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	40,017	32,963	-18%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	8%	7%	-1%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report.

**KEY FACTS**

865,500	trips by staying visitors
2,834,000	staying visitor nights
£181,231,000	spend by staying visitors
3,314,000	day visits
£99,845,000	spend by day visitors
£16,691,000	other tourism related spend
8,098	jobs related to tourism spending
10%	of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	285,600	626,000	£63,312,000
Self catering	47,000	210,000	£11,680,000
Touring caravans /tents	13,300	47,000	£1,364,000
Static vans/holiday centres	0	0	£0
Group/campus	29,900	111,000	£5,460,000
Paying guests in private homes	0	0	£0
Second homes	16,500	78,000	£4,179,000
Boat moorings	200	0	£18,000
Other	16,900	33,000	£2,350,000
Staying with friends and relatives (VFR)	245,900	607,000	£24,898,000
<b>Total</b>	<b>655,500</b>	<b>1,711,000</b>	<b>£113,261,000</b>

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

	Trips	Nights	Spend
Serviced	133,300	437,000	£42,948,000
Self catering	2,000	42,000	£1,582,000
Touring caravans /tents	2,000	12,000	£294,000
Static vans/holiday centres	0	0	£0
Group/campus	10,200	90,000	£5,650,000
Paying guests in private homes	2,600	98,000	£3,098,000
Second homes	3,300	48,000	£1,464,000
Boat moorings	0	0	£0
Other	3,700	5,000	£287,000
Staying with friends and relatives (VFR)	52,900	391,000	£12,647,000
<b>Total</b>	<b>210,000</b>	<b>1,123,000</b>	<b>£67,970,000</b>

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

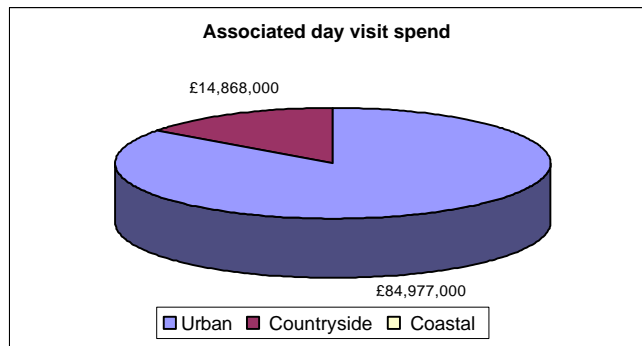
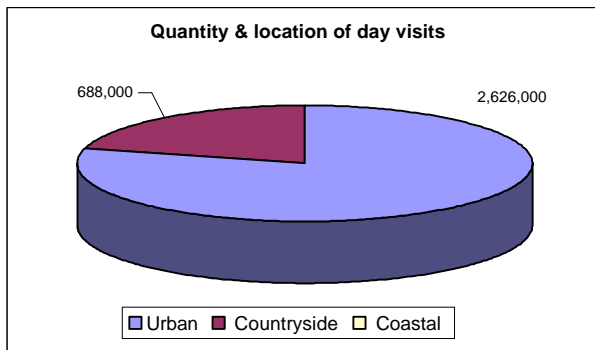
	Trips	Nights	Spend
Holiday	464,000	1,291,000	£80,241,000
Business	69,000	135,000	£16,264,000
VFR	116,000	237,000	£8,956,000
Other	7,000	48,000	£7,799,000
Study	0	0	£0
<b>Total</b>	<b>655,000</b>	<b>1,711,000</b>	<b>£113,261,000</b>

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

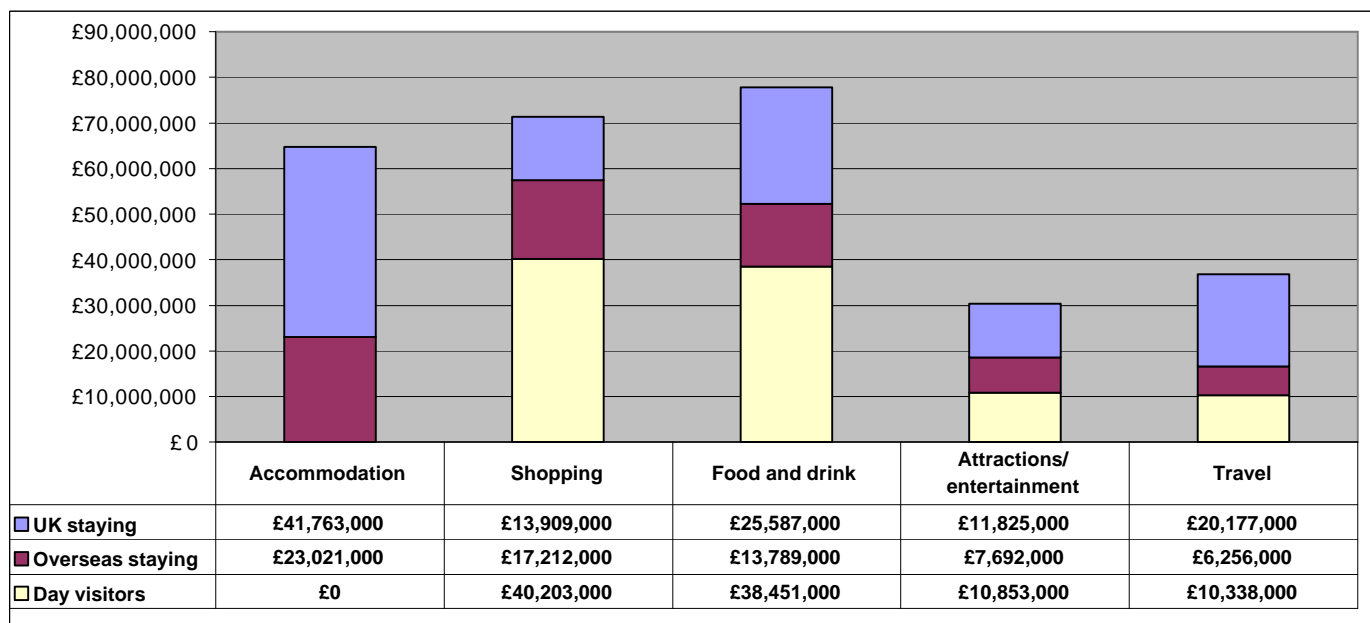
	Trips	Nights	Spend
Holiday	84,000	281,000	£18,752,000
Business	65,000	213,000	£24,150,000
VFR	46,000	282,000	£11,014,000
Other	6,000	91,000	£1,783,000
Study	10,000	255,000	£12,271,000
<b>Total</b>	<b>210,000</b>	<b>1,123,000</b>	<b>£67,970,000</b>

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'.

**Day visits**



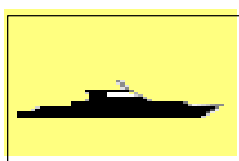
**Visitor spend**



**Other tourism related spend**



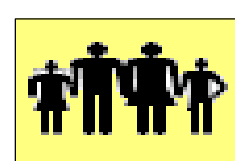
**Second Homes**  
£425,000



**Boats**  
£110,000



**Static Vans**  
£0



**VFR**  
£16,156,000

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	4,393	2,036	6,429
Indirect jobs	894	302	1,195
Induced jobs	436	38	474
<b>Total</b>	<b>5,722</b>	<b>2,376</b>	<b>8,098</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>5,876</b>

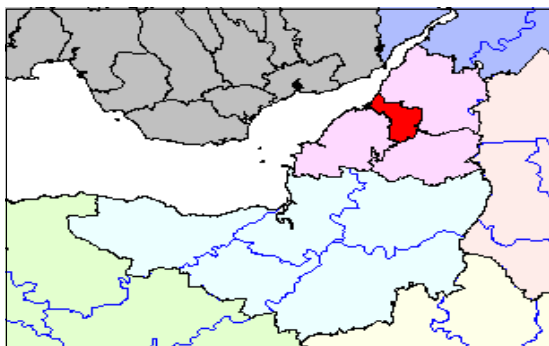
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

## Bath & North East Somerset Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	523,000	655,500	25%
Domestic nights	1,468,000	1,711,000	17%
Domestic spend	£82,779,000	£113,261,000	37%
<b>Overseas</b>			
Overseas trips	220,000	210,000	-5%
Overseas nights	1,200,000	1,123,000	-6%
Overseas spend	£50,076,000	£67,970,000	36%
<b>Other tourism related spend</b>			
Other tourism related spend	£15,256,000	£16,691,000	9%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	12,080	8,098	-33%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	14%	10%	-4%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

**KEY FACTS**

1,298,300	trips by staying visitors
4,478,000	staying visitor nights
£237,129,000	spend by staying visitors
5,532,000	day visits
£179,016,000	spend by day visitors
£37,204,000	other tourism related spend
12,381	jobs related to tourism spending
7%	of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	322,800	707,000	£71,562,000
Self catering	47,200	211,000	£11,731,000
Touring caravans /tents	2,500	9,000	£252,000
Static vans/holiday centres	0	0	£0
Group/campus	29,800	110,000	£5,433,000
Paying guests in private homes	0	0	£0
Second homes	8,800	41,000	£2,230,000
Boat moorings	1,300	2,000	£96,000
Other	38,100	74,000	£5,291,000
Staying with friends and relatives (VFR)	553,800	1,366,000	£56,061,000
<b>Total</b>	<b>1,004,300</b>	<b>2,521,000</b>	<b>£152,656,000</b>

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

	Trips	Nights	Spend
Serviced	76,100	249,000	£24,527,000
Self catering	3,100	65,000	£2,407,000
Touring caravans /tents	500	3,000	£82,000
Static vans/holiday centres	0	0	£0
Group/campus	15,300	135,000	£8,515,000
Paying guests in private homes	3,100	115,000	£3,650,000
Second homes	2,600	39,000	£1,183,000
Boat moorings	0	0	£0
Other	12,600	17,000	£980,000
Staying with friends and relatives (VFR)	180,600	1,335,000	£43,129,000
<b>Total</b>	<b>294,000</b>	<b>1,957,000</b>	<b>£84,473,000</b>

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

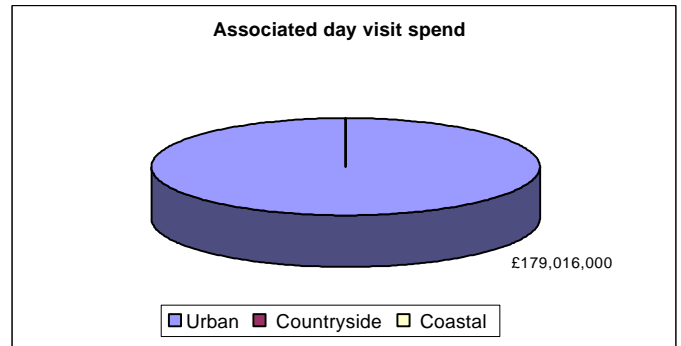
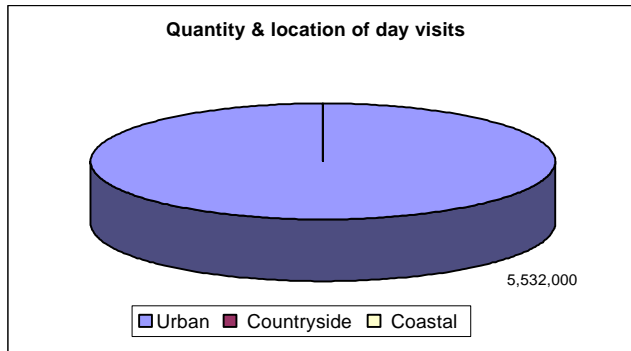
	Trips	Nights	Spend
Holiday	550,000	1,526,000	£82,764,000
Business	179,000	353,000	£37,007,000
VFR	261,000	533,000	£17,579,000
Other	15,000	109,000	£15,307,000
Study	0	0	£0
<b>Total</b>	<b>1,004,000</b>	<b>2,521,000</b>	<b>£152,656,000</b>

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'.

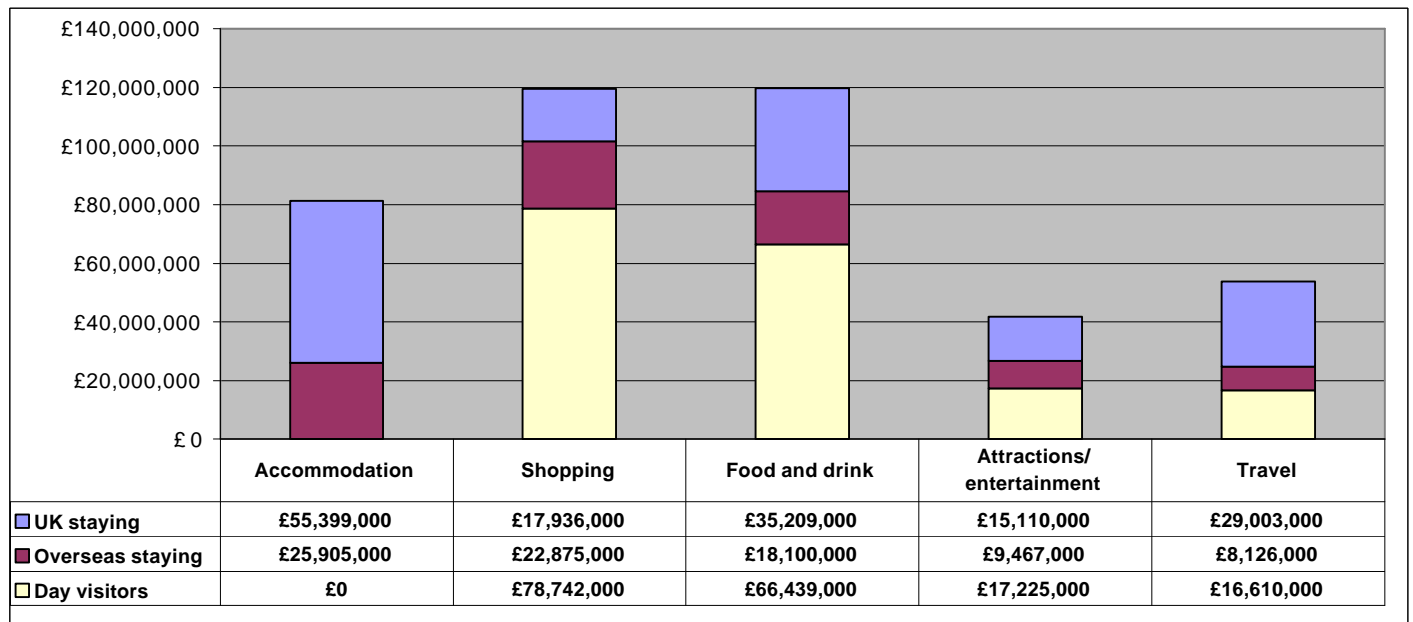
**Trips, nights and spend by purpose (Overseas Tourists)**

	Trips	Nights	Spend
Holiday	114,000	465,000	£25,316,000
Business	56,000	226,000	£20,949,000
VFR	103,000	774,000	£24,702,000
Other	13,000	250,000	£3,999,000
Study	7,000	242,000	£9,507,000
<b>Total</b>	<b>294,000</b>	<b>1,957,000</b>	<b>£84,473,000</b>

**Day visits**



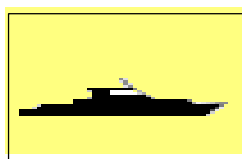
**Visitor spend**



**Other tourism related spend**



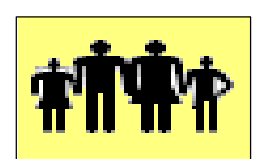
**Second Homes**  
£227,000



**Boats**  
£600,000



**Static Vans**  
£0



**VFR**  
£36,377,000

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	5,608	3,448	9,057
Indirect jobs	1,525	762	2,287
Induced jobs	903	135	1,037
<b>Total</b>	<b>8,036</b>	<b>4,345</b>	<b>12,381</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>9,177</b>

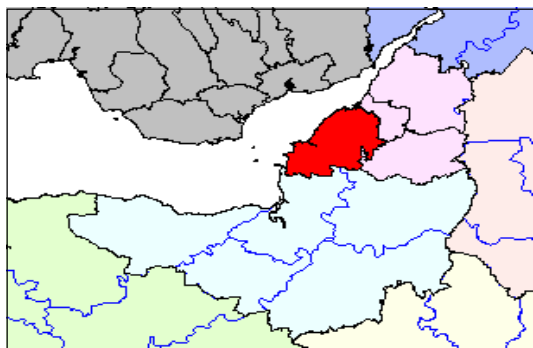
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

## Bristol Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	858,000	1,004,300	17%
Domestic nights	2,236,000	2,521,000	13%
Domestic spend	£121,495,000	£152,656,000	26%
Overseas trips	310,000	294,000	-5%
Overseas nights	2,598,000	1,957,000	-25%
Overseas spend	£107,424,000	£84,473,000	-21%
Other tourism related spend	£33,419,000	£37,204,000	11%
Tourism related jobs (Estimated actual)	17,862	12,381	-31%
% of employment supported by tourism	9%	7%	-2%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**

**KEY FACTS**

459,200 trips by staying visitors  
 1,351,000 staying visitor nights  
 £63,138,000 spend by staying visitors  
 3,682,000 day visits  
 £93,471,000 spend by day visitors  
 £14,199,000 other tourism related spend  
 3,771 jobs related to tourism spending  
 4% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	23,300	51,000	£5,160,000
Self catering	49,500	221,000	£12,285,000
Touring caravans /tents	36,100	129,000	£3,704,000
Static vans/holiday centres	37,800	119,000	£6,673,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	9,300	44,000	£2,355,000
Boat moorings	1,300	2,000	£96,000
Other	18,900	37,000	£2,621,000
Staying with friends and relatives (VFR)	274,300	677,000	£27,774,000
<b>Total</b>	<b>450,500</b>	<b>1,279,000</b>	<b>£60,668,000</b>

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

	Trips	Nights	Spend
Serviced	300	1,000	£92,000
Self catering	300	7,000	£262,000
Touring caravans /tents	200	1,000	£29,000
Static vans/holiday centres	1,000	11,000	£420,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	400	5,000	£158,000
Boat moorings	0	0	£0
Other	400	1,000	£34,000
Staying with friends and relatives (VFR)	6,200	46,000	£1,475,000
<b>Total</b>	<b>8,700</b>	<b>72,000</b>	<b>£2,470,000</b>

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

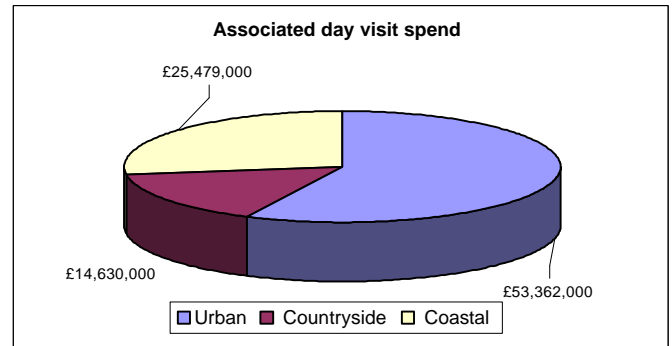
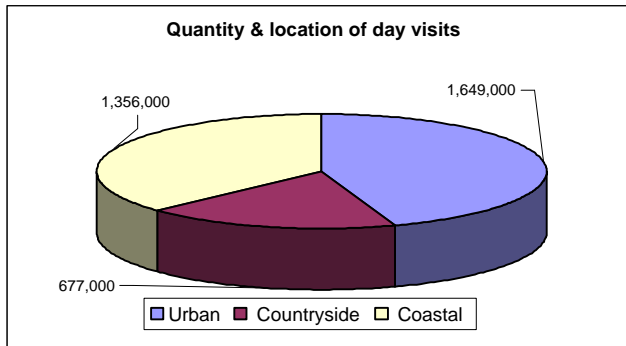
	Trips	Nights	Spend
Holiday	307,000	921,000	£43,852,000
Business	6,900	15,000	£1,362,000
VFR	129,200	285,000	£8,261,000
Other	7,300	58,000	£7,193,000
Study	0	0	£0
<b>Total</b>	<b>450,000</b>	<b>1,279,000</b>	<b>£60,668,000</b>

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

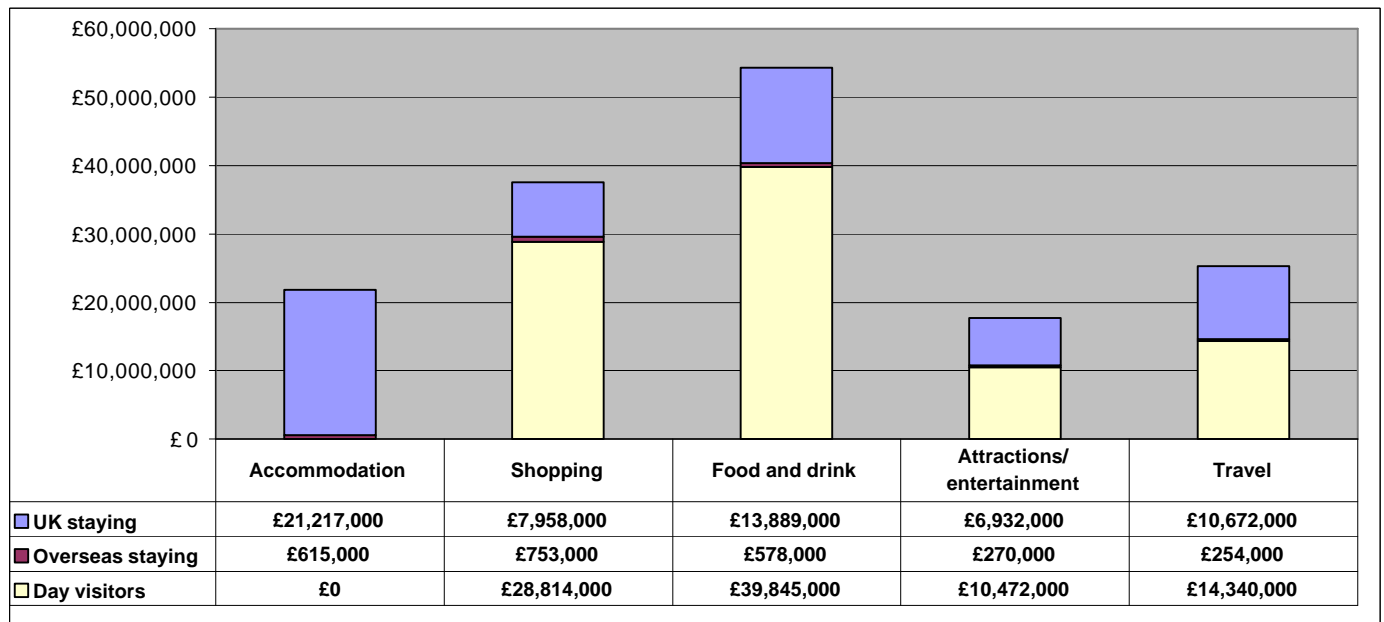
	Trips	Nights	Spend
Holiday	3,600	18,000	£951,000
Business	200	1,000	£69,000
VFR	4,400	40,000	£1,248,000
Other	600	13,000	£202,000
Study	0	0	£0
<b>Total</b>	<b>8,700</b>	<b>72,000</b>	<b>£2,470,000</b>

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'.

**Day visits**



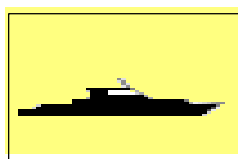
**Visitor spend**



**Other tourism related spend**



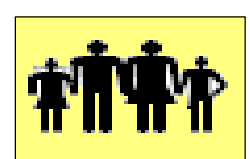
**Second Homes**  
£239,000



**Boats**  
£600,000



**Static Vans**  
£0



**VFR**  
£13,360,000

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	1,343	1,495	2,839
Indirect jobs	399	339	738
Induced jobs	150	44	194
<b>Total</b>	<b>1,892</b>	<b>1,879</b>	<b>3,771</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,793</b>

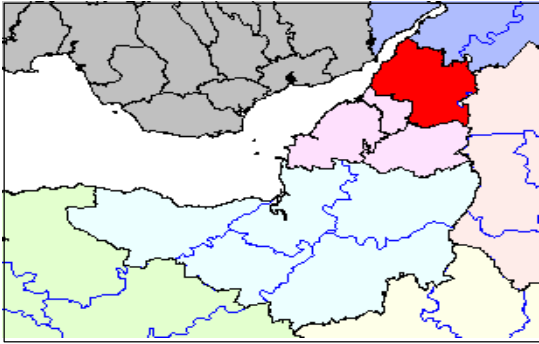
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

## North Somerset Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	509,000	450,500	-11%
Domestic nights	1,413,000	1,279,000	-9%
Domestic spend	£72,791,000	£60,668,000	-17%
<b>Overseas</b>			
Overseas trips	17,000	8,700	-49%
Overseas nights	206,000	72,000	-65%
Overseas spend	£8,317,000	£2,470,000	-70%
<b>Other tourism related spend</b>			
Other tourism related spend	£13,168,000	£14,199,000	8%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	4,888	3,771	-23%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	5%	4%	-1%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**



**KEY FACTS**

- 613,400 trips by staying visitors
- 1,499,000 staying visitor nights
- £92,501,000 spend by staying visitors
- 4,531,000 day visits
- £137,572,000 spend by day visitors
- £17,445,000 other tourism related spend
- 6,203 jobs related to tourism spending
- 5% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	206,200	452,000	£45,714,000
Self catering	0	0	£0
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,600	8,000	£406,000
Boat moorings	0	0	£0
Other	24,600	48,000	£3,415,000
Staying with friends and relatives (VFR)	357,400	882,000	£36,180,000
<b>Total</b>	<b>589,800</b>	<b>1,389,000</b>	<b>£85,715,000</b>

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

	Trips	Nights	Spend
Serviced	14,900	49,000	£4,794,000
Self catering	0	0	£0
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	100	1,000	£27,000
Boat moorings	0	0	£0
Other	600	1,000	£44,000
Staying with friends and relatives (VFR)	8,000	59,000	£1,922,000
<b>Total</b>	<b>23,600</b>	<b>110,000</b>	<b>£6,786,000</b>

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

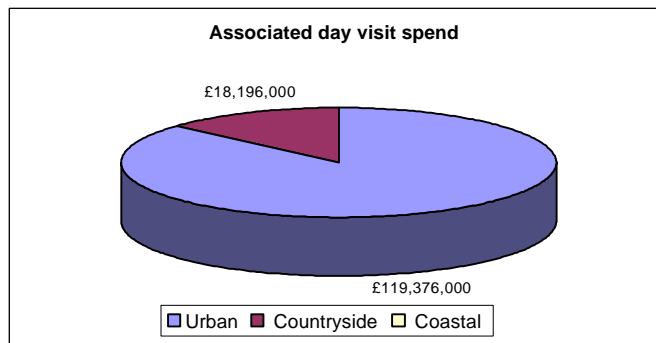
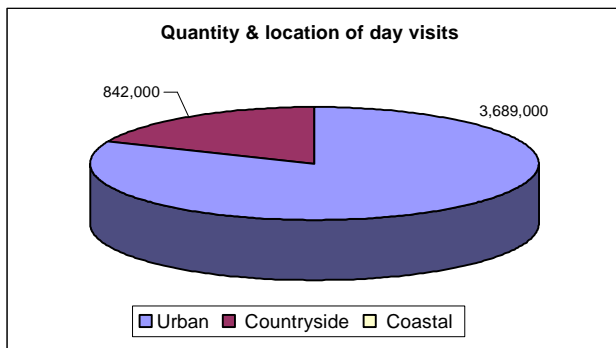
	Trips	Nights	Spend
Holiday	350,900	897,000	£52,253,000
Business	61,000	111,000	£12,473,000
VFR	168,300	316,000	£11,220,000
Other	9,600	65,000	£9,770,000
Study	0	0	£0
<b>Total</b>	<b>589,800</b>	<b>1,389,000</b>	<b>£85,715,000</b>

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

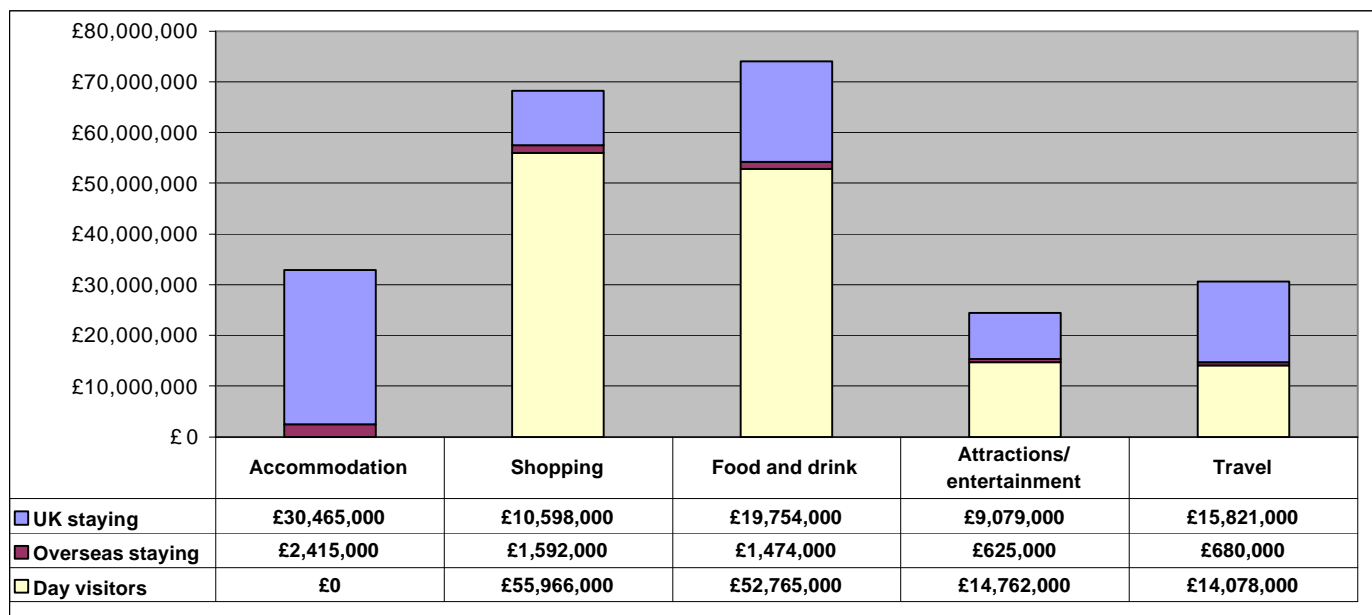
	Trips	Nights	Spend
Holiday	9,000	32,000	£2,055,000
Business	8,100	28,000	£3,090,000
VFR	5,700	38,000	£1,413,000
Other	700	12,000	£229,000
Study	0	0	£0
<b>Total</b>	<b>24,000</b>	<b>110,000</b>	<b>£6,786,000</b>

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'.

**Day visits**



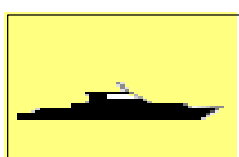
**Visitor spend**



**Other tourism related spend**



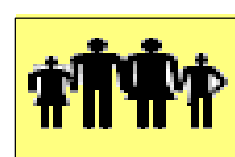
**Second Homes**  
£41,000



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£17,404,000

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	2,227	2,581	4,808
Indirect jobs	544	485	1,029
Induced jobs	292	74	366
<b>Total</b>	<b>3,063</b>	<b>3,140</b>	<b>6,203</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>4,537</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.

## South Gloucestershire Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	511,000	589,800	15%
Domestic nights	1,283,000	1,389,000	8%
Domestic spend	£69,635,000	£85,715,000	23%
Overseas trips	20,000	23,600	18%
Overseas nights	217,000	110,000	-49%
Overseas spend	£9,294,000	£6,786,000	-27%
Other tourism related spend	£16,038,000	£17,445,000	9%
Tourism related jobs (Estimated actual)	7,447	6,203	-17%
% of employment supported by tourism	6%	5%	-1%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**