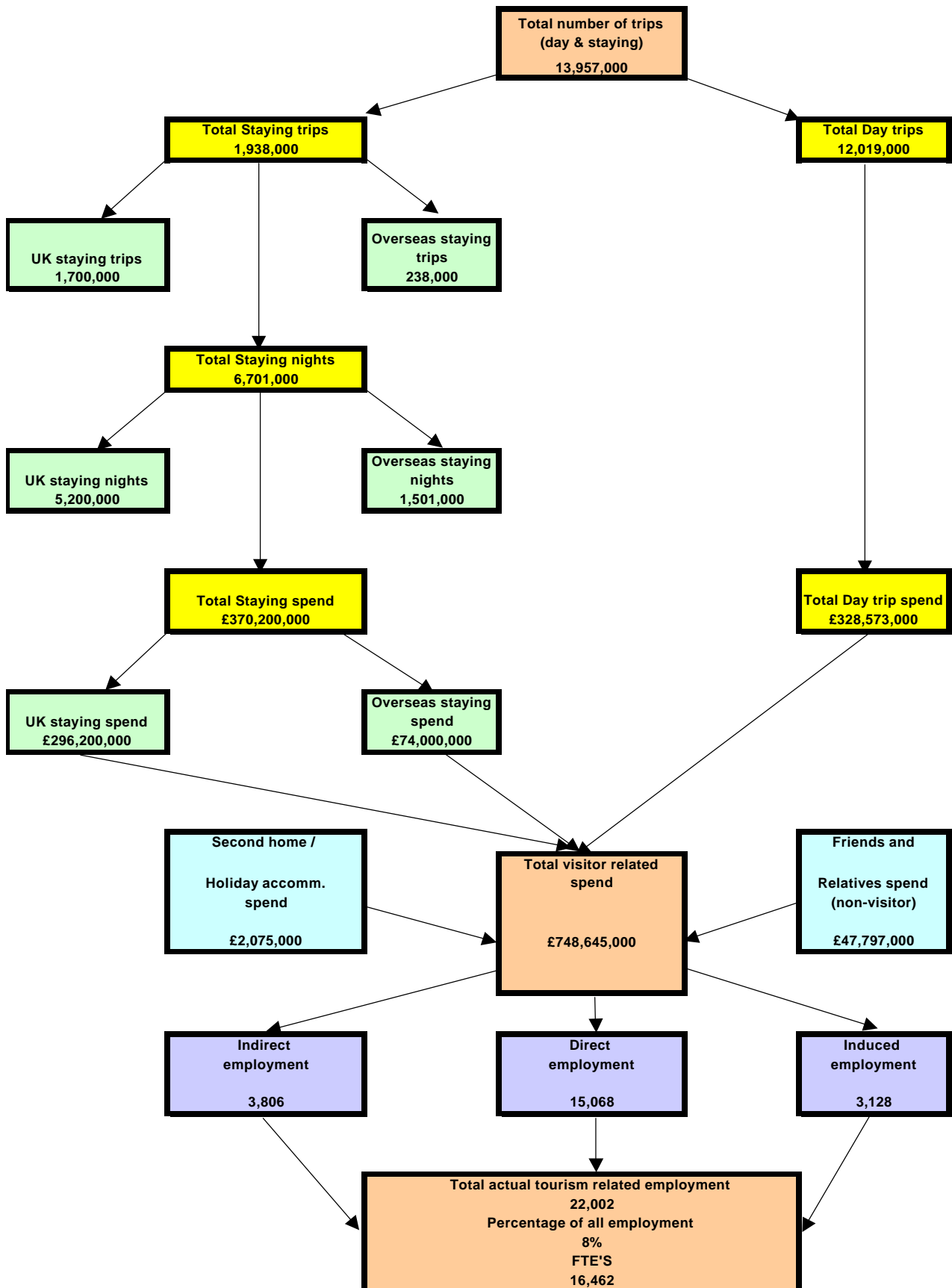
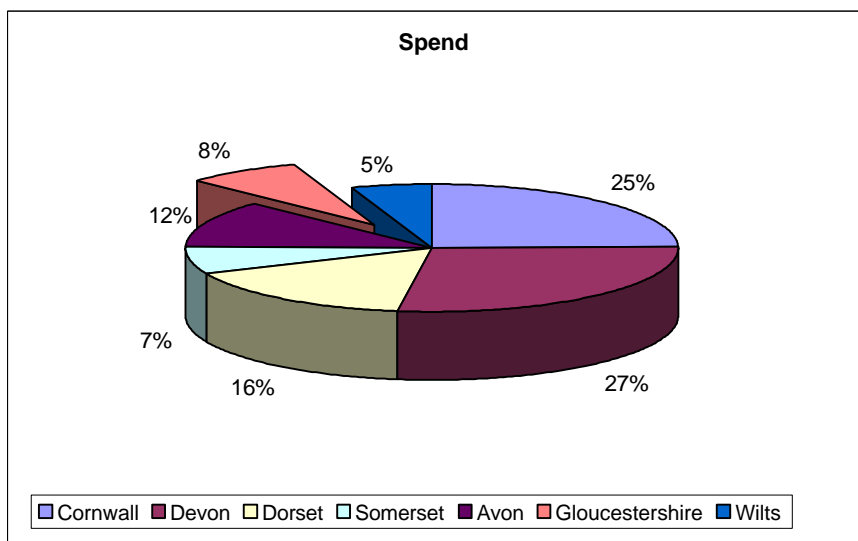
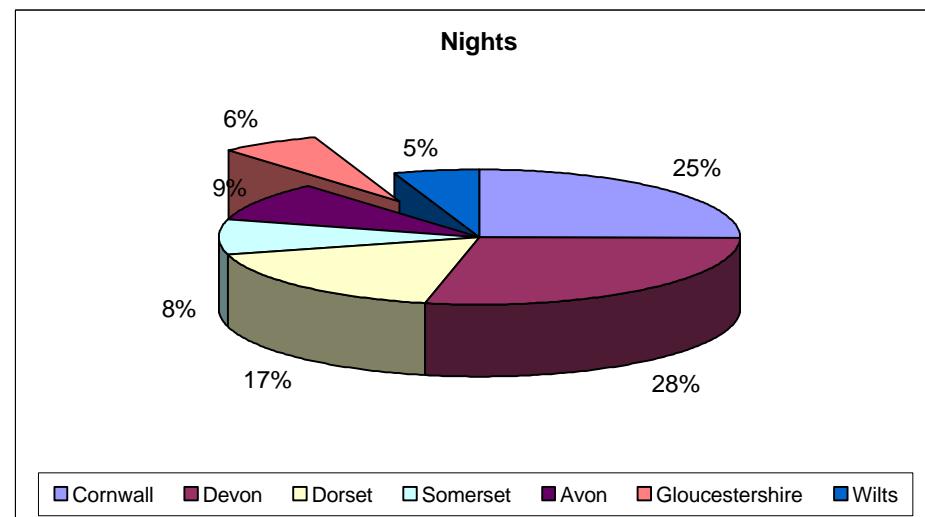
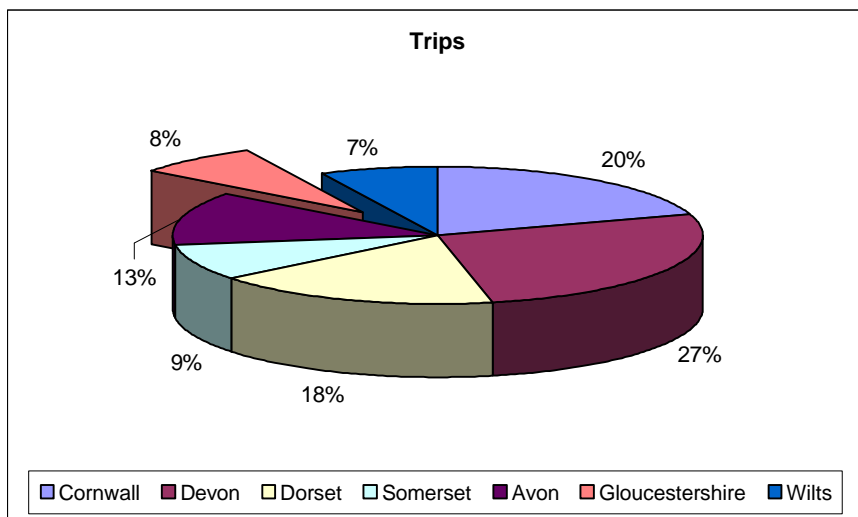


7. Gloucestershire Economic Overview

Gloucestershire: Facts at a glance



Gloucestershire: Staying visitors in context



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

Gloucestershire: Staying visitors in detail

KEY FACTS:

- Gloucestershire generates 8% (1.9 million) of trips, 6% (6.7 million) of nights and 8% (£370.2 million) of spend in the South West region
- Visitors staying with friends and relatives account for the largest proportions of trips and nights whilst the serviced accommodation sector generates the largest proportion of spend in the county.
- All staying visitors combined generate an average spend per trip of £191.02 and an average spend per night of £55.25.

Trips, nights and spend by accommodation (Domestic tourists)

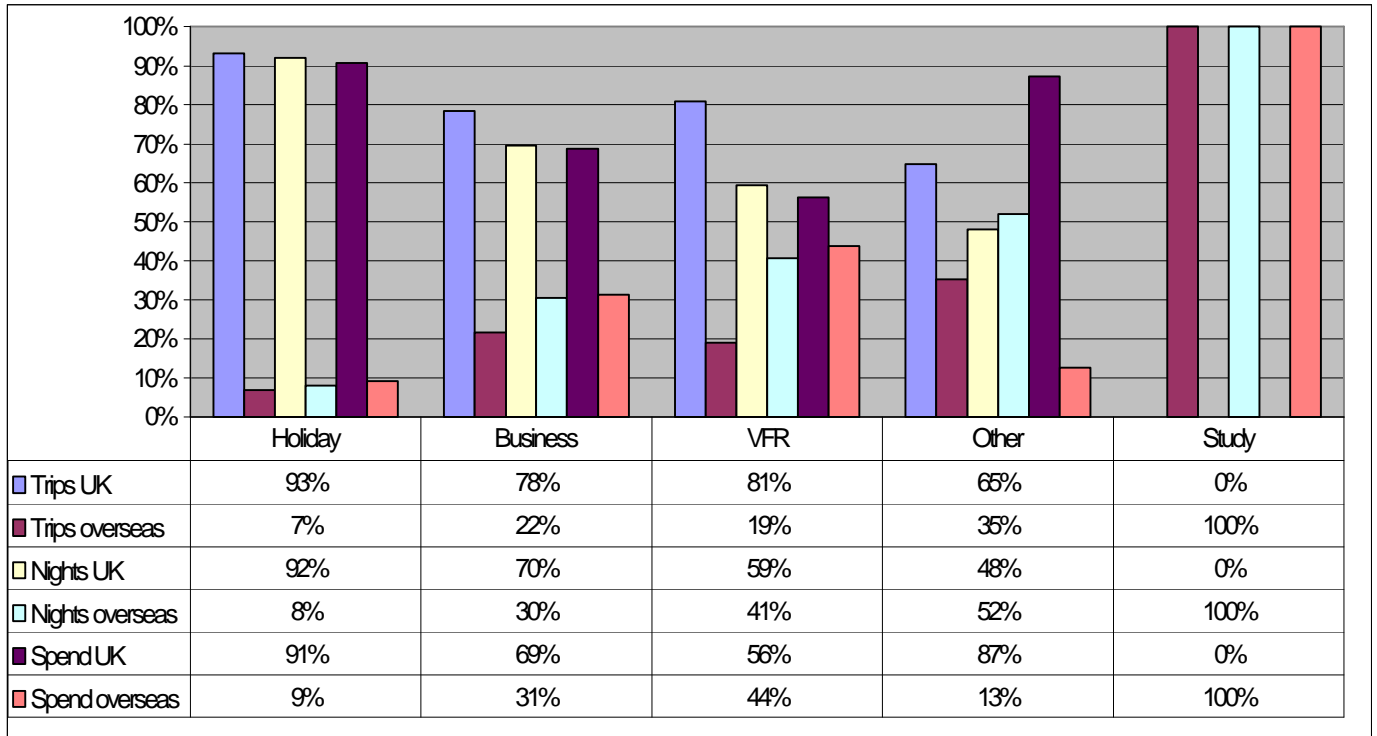
	Trips	Nights	Spend
Serviced	538,000	1,345,000	£131,079,000
Self catering	153,000	778,000	£41,661,000
Touring caravans /tents	108,000	440,000	£12,207,000
Static vans/holiday centres	3,000	9,000	£509,000
Group/campus	22,000	92,000	£4,390,000
Paying guest in private house	0	0	£0
Second homes	39,000	212,000	£10,984,000
Boat moorings	2,000	3,000	£169,000
Other	54,000	120,000	£8,210,000
Staying with friends and relatives	782,000	2,201,000	£86,990,000
Total	1,700,000	5,200,000	£296,200,000

Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	116,000	413,000	£38,401,000
Self catering	4,000	97,000	£3,406,000
Touring caravans /tents	5,000	33,000	£735,000
Static vans/holiday centres	0	1,000	£22,000
Group/campus	7,000	70,000	£4,180,000
Paying guest in private house	1,000	52,000	£1,554,000
Second homes	5,000	85,000	£2,474,000
Boat moorings	0	0	£0
Other	6,000	9,000	£516,000
Staying with friends and relatives	93,000	743,000	£22,714,000
Total	238,000	1,501,000	£74,000,000

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



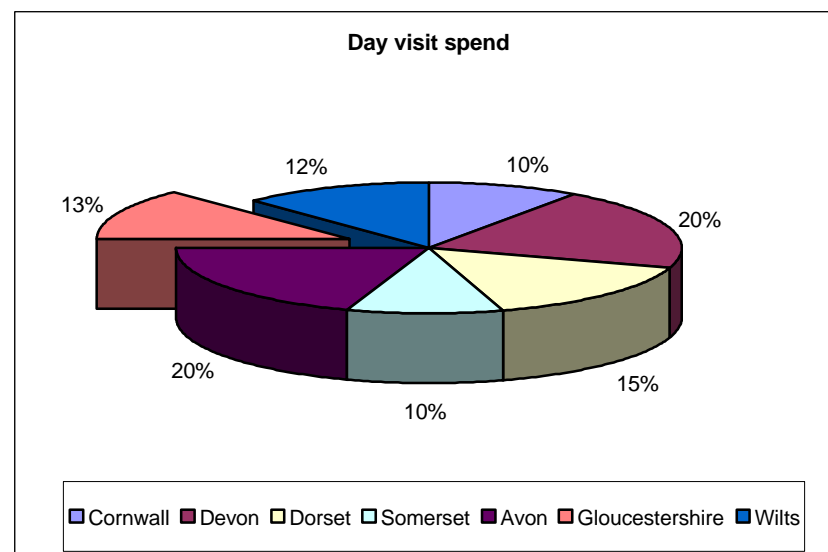
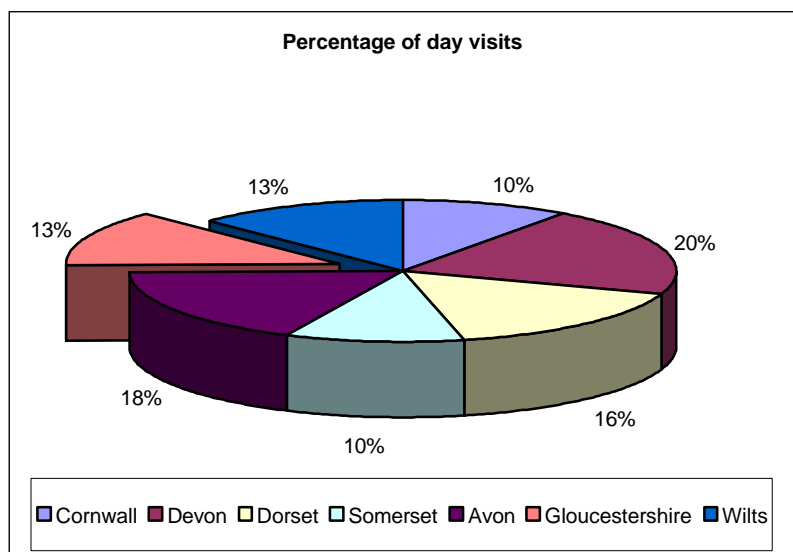
Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	1,120,000	3,678,000	£197,698,000
Business	171,000	397,000	£41,348,000
VFR	387,000	934,000	£30,551,000
Other	22,000	191,000	£26,603,000
Study	0	0	£0
Total	1,700,000	5,200,000	£296,200,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	83,000	318,000	£20,122,000
Business	47,000	174,000	£18,836,000
VFR	91,000	640,000	£23,798,000
Other	12,000	207,000	£3,853,000
Study	5,000	162,000	£7,391,000
Total	238,000	1,501,000	£74,000,000

Gloucestershire: Day visits in context

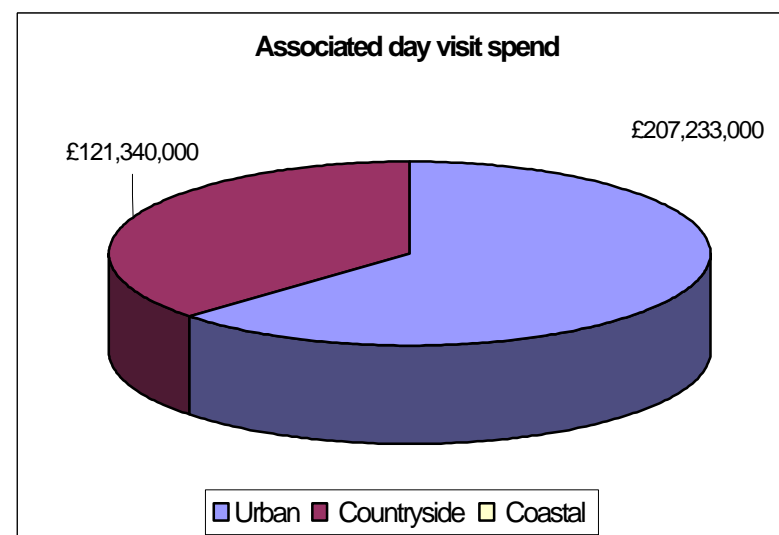
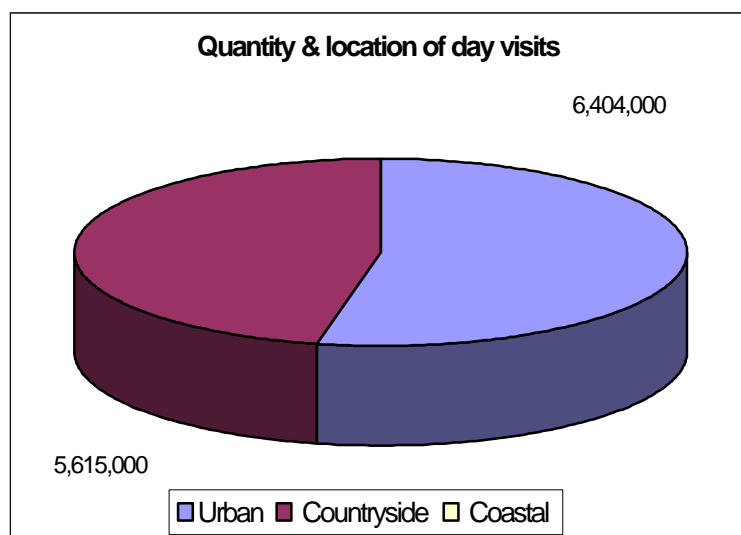


	Trips	Spend
Cornwall	9,576,000	£254,812,000
Devon	19,333,000	£524,256,680
Dorset	15,333,000	£390,968,870
Somerset	9,927,000	£262,019,000
Avon	17,059,000	£509,903,240
Gloucestershire	12,019,000	£328,573,000
Wilts	11,936,000	£317,162,000
Totals	95,183,000	£2,587,694,790

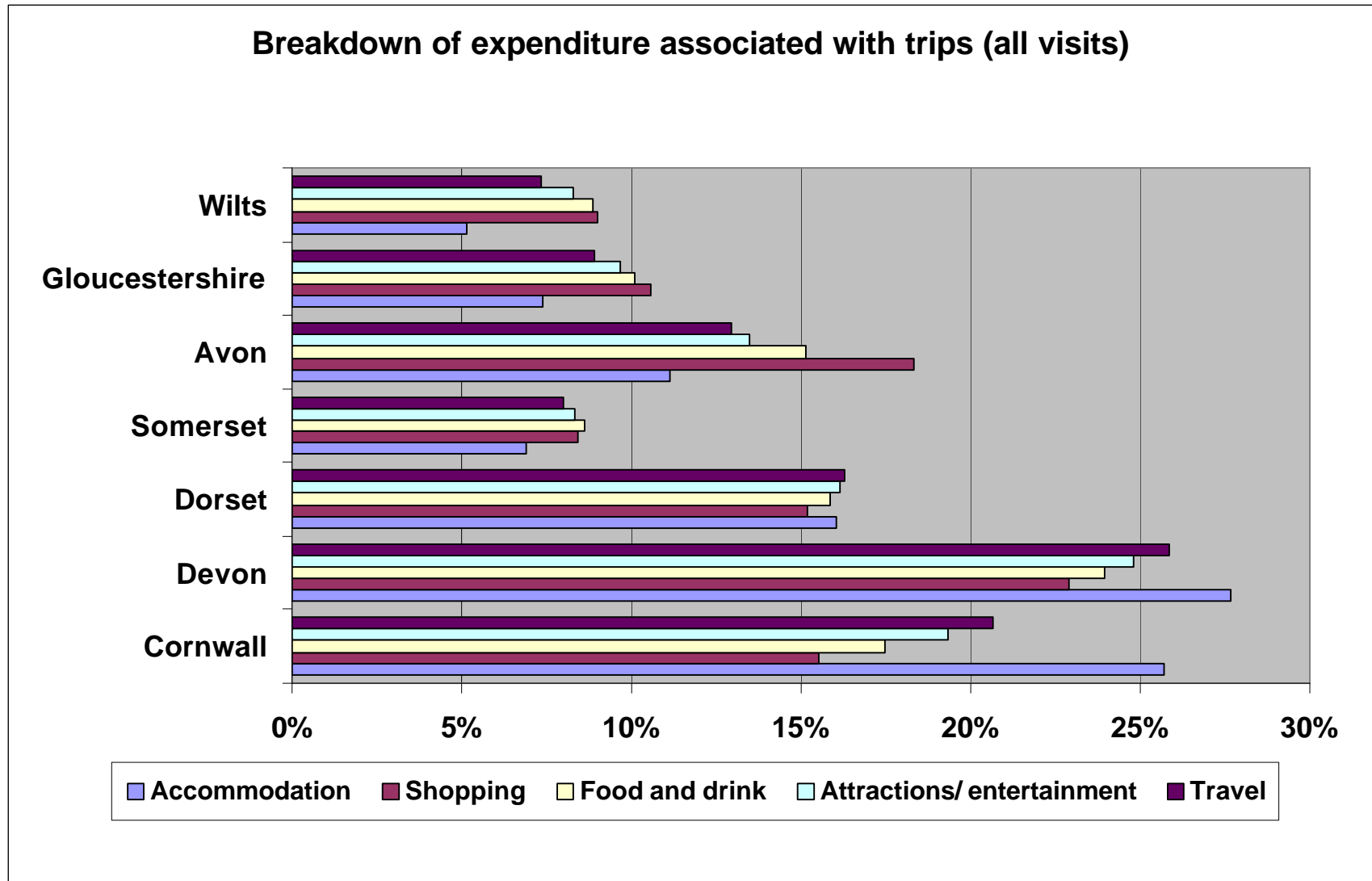
Gloucestershire: Day visits in detail

KEY FACTS:

- Gloucestershire accounts for 13% (12 million) of day trips and 13% of spend (£328.6 million) in the South West region
- 63% of day trips in Gloucestershire are to urban locations and 37% to countryside locations.
- Day trip spend in Gloucestershire is highest amongst those going to urban areas (£207.2 million) with an average spend of £32.36 per urban day visit.



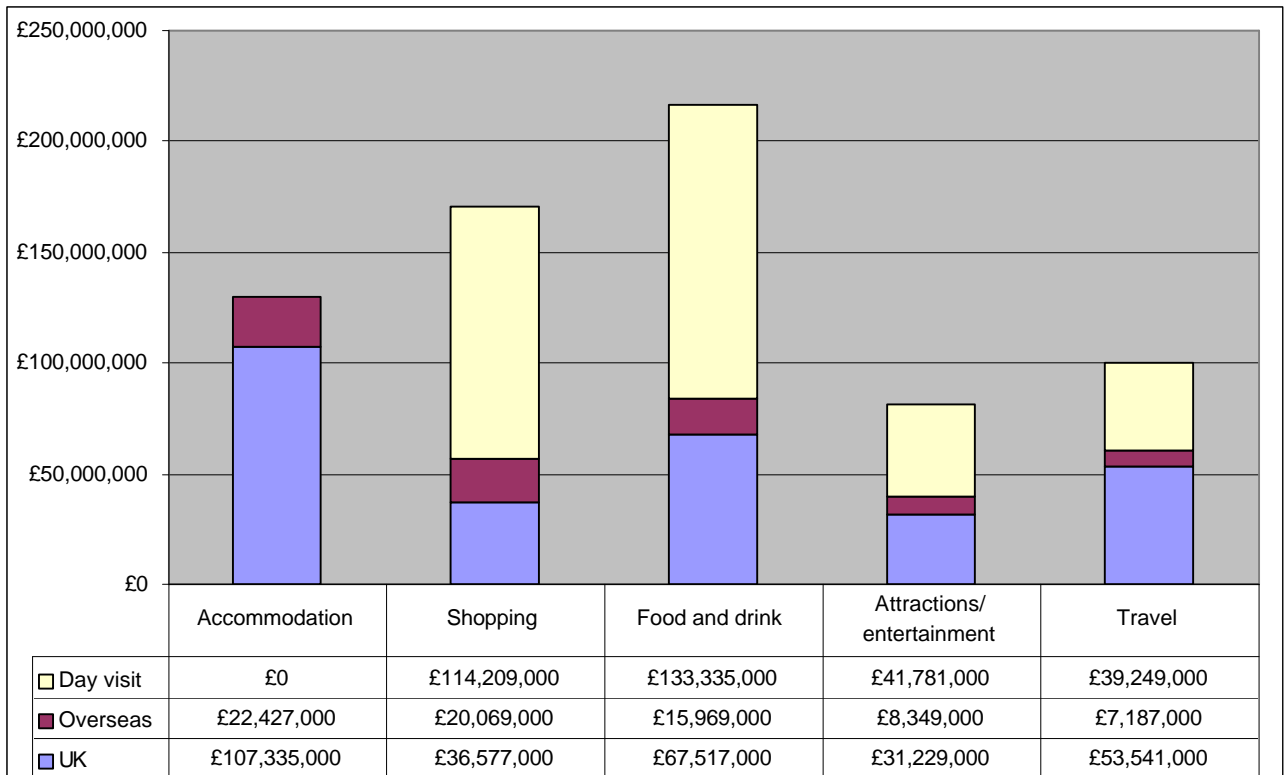
Gloucestershire: Breakdown of expenditure associated with trips in context



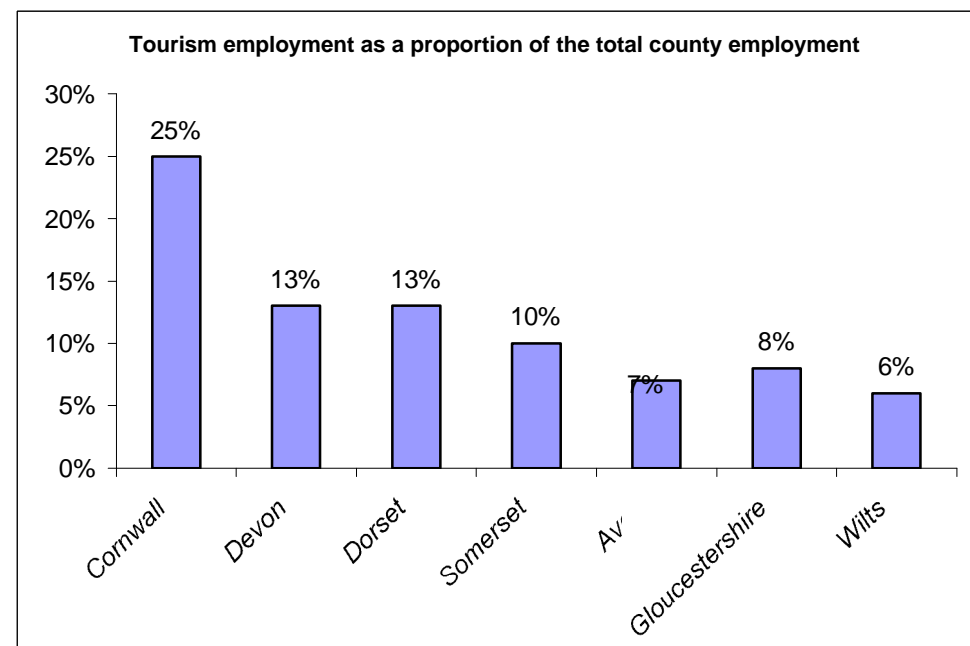
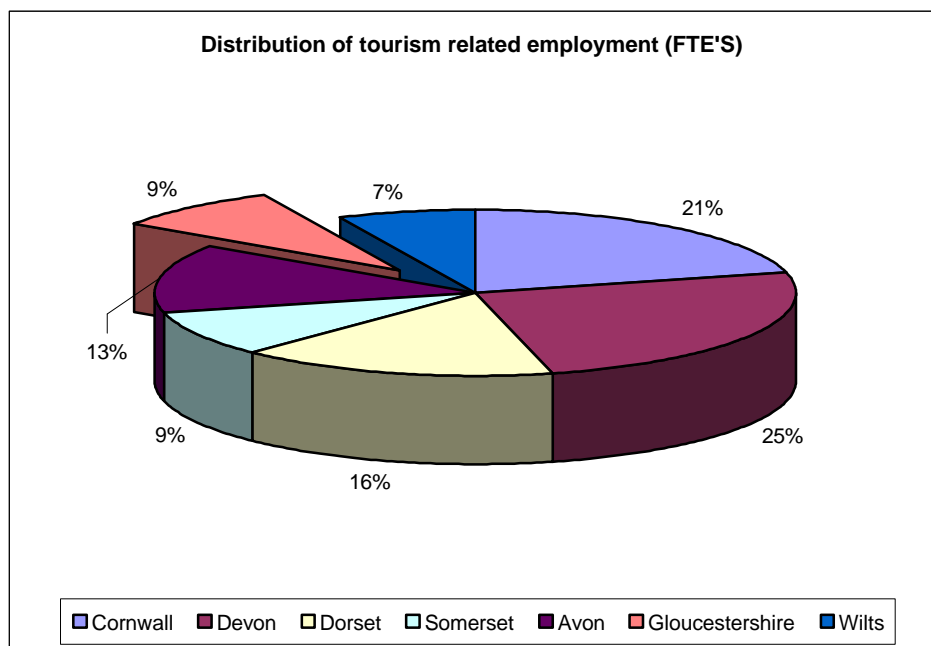
Gloucestershire: Breakdown of expenditure associated with trips in detail

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 (£107.3 million and £22.4 million respectively)**
- **Day visitor spend is highest in the food and drink sector (£133.3 million).**



Gloucestershire: Employment in context



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

Gloucestershire: Employment in detail

KEY FACTS:

- Gloucestershire has 9% of tourism jobs in the region, equating to 16,462 FTEs
- 8% of employment in Gloucestershire is related to tourism
- The largest proportion of jobs directly related to tourism in Gloucestershire is in the catering sector (3,670 FTE's)

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	8,714	6,354	15,068
Indirect	2,366	1,440	3,806
Induced	1,862	1,265	3,128
Totals	12,942	9,060	22,002

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

	Staying tourists	Day visitors	Total
Direct	6,093	4,286	10,380
Indirect	2,075	1,263	3,339
Induced	1,634	1,110	2,744
Totals	9,802	6,659	16,462

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

	Staying	Day	Total
Accommodation	2,397	49	2,446
Retailing	574	1,158	1,732
Catering	1,413	2,257	3,670
Attractions/entertainment	590	637	1,228
Transport	287	186	473
Arising from non trip spend	831	0	831
Totals	6,093	4,286	10,380

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.

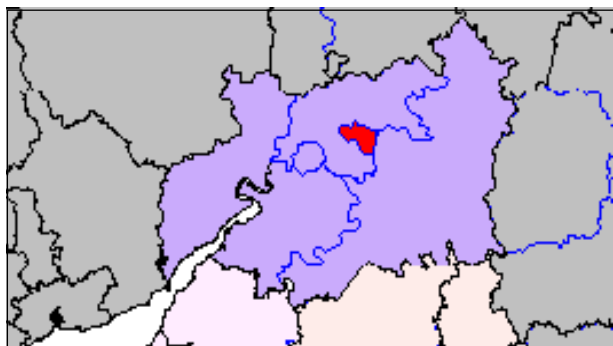
Gloucestershire summary

Key facts for comparison

	2001	2003	% difference
Domestic trips	1,600,000	1,700,000	6%
Domestic nights	5,100,000	5,200,000	2%
Domestic spend	£216,600,000	£296,200,000	37%
Overseas trips	179,000	238,000	33%
Overseas nights	1,048,000	1,501,000	43%
Overseas spend	£50,000,000	£74,000,000	48%
Other tourism related spend	£44,474,000	£49,871,000	12%
Tourism related jobs (Estimated actual)	22,353	22,002	-2%
% of employment supported by tourism	8%	8%	0%

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

Cheltenham Briefing 2003



KEY FACTS

341,300 trips by staying visitors
1,180,000 staying visitor nights
£66,258,000 spend by staying visitors
1,427,000 day visits
£45,414,000 spend by day visitors
£9,433,000 other tourism related spend
3,341 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	89,700	224,000	£21,861,000
Self catering	11,200	57,000	£3,055,000
Touring caravans /tents	6,300	26,000	£709,000
Static vans/holiday centres	0	0	£0
Group/campus	10,700	45,000	£2,138,000
Paying guests in private homes	0	0	£0
Second homes	4,400	24,000	£1,228,000
Boat moorings	0	0	£0
Other	10,500	23,000	£1,600,000
Staying with friends and relatives (VFR)	152,300	429,000	£16,951,000
Total	285,000	828,000	£47,542,000

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

	Trips	Nights	Spend
Serviced	31,200	111,000	£10,342,000
Self catering	300	7,000	£250,000
Touring caravans /tents	300	2,000	£43,000
Static vans/holiday centres	0	0	£0
Group/campus	3,600	34,000	£2,035,000
Paying guests in private homes	1,000	41,000	£1,243,000
Second homes	600	10,000	£277,000
Boat moorings	0	0	£0
Other	1,300	2,000	£101,000
Staying with friends and relatives (VFR)	18,000	145,000	£4,426,000
Total	56,300	352,000	£18,716,000

Trips, nights and spend by purpose (Domestic Tourists)

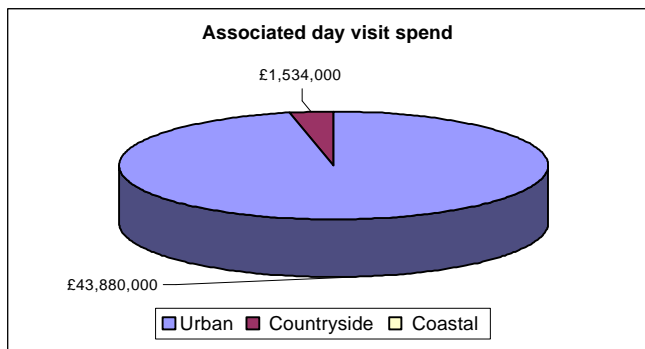
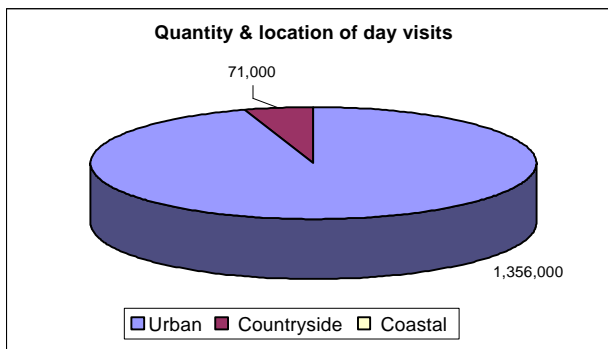
	Trips	Nights	Spend
Holiday	177,000	555,000	£30,130,000
Business	28,000	63,000	£6,658,000
VFR	75,000	174,000	£5,748,000
Other	4,000	36,000	£5,005,000
Study	0	0	£0
Total	285,000	828,000	£47,542,000

Trips, nights and spend by purpose (Overseas Tourists)

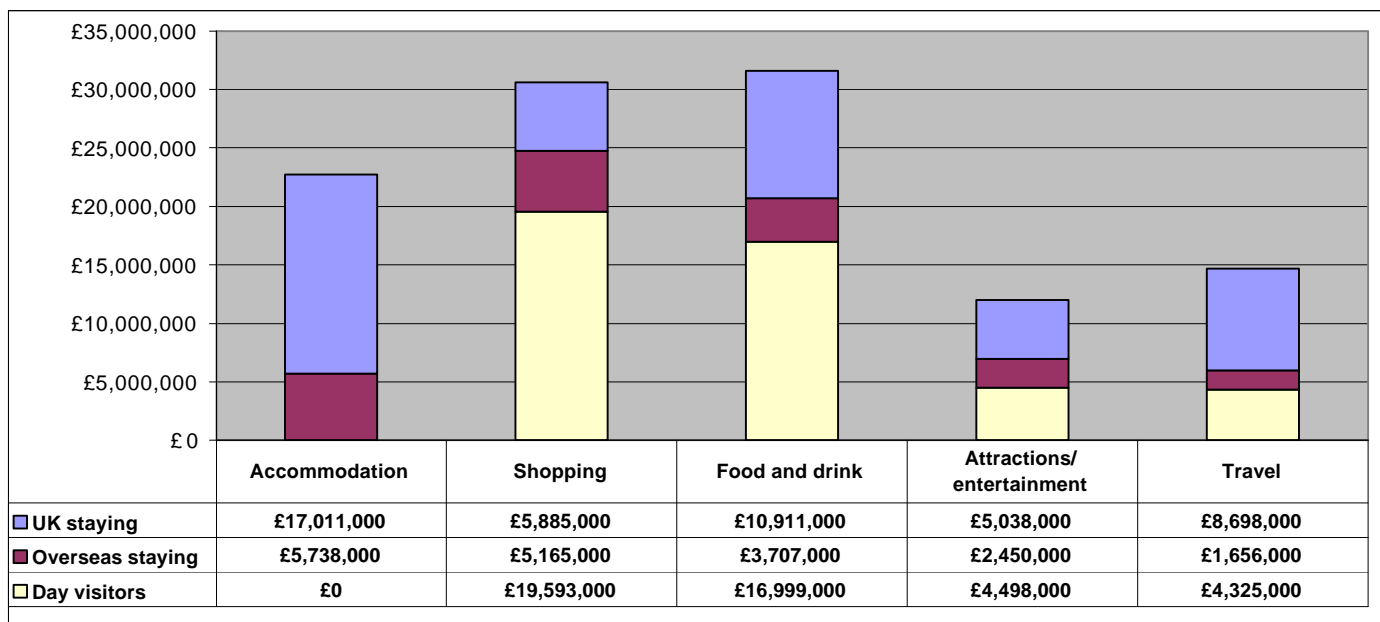
	Trips	Nights	Spend
Holiday	19,000	63,000	£4,173,000
Business	13,000	40,000	£4,505,000
VFR	18,000	106,000	£4,119,000
Other	2,000	34,000	£667,000
Study	4,000	109,000	£5,252,000
Total	56,000	352,000	£18,716,000

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



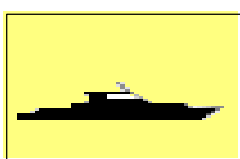
Visitor spend



Other tourism related spend



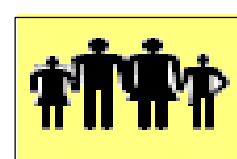
Second Homes
£119,000



Boats
£0



Static Vans
£0



VFR
£9,314,000

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	1,605	891	2,496
Indirect jobs	374	158	532
Induced jobs	207	105	312
Total	2,186	1,154	3,341
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,464

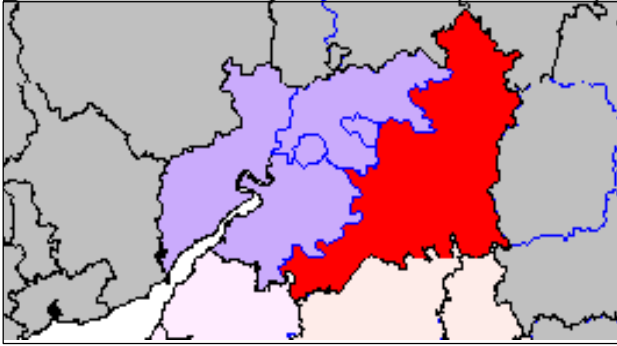
Cheltenham Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	265,000	285,000	8%
Domestic nights	796,000	828,000	4%
Domestic spend	£35,763,000	£47,542,000	33%
Overseas			
Overseas trips	38,000	56,300	48%
Overseas nights	209,000	352,000	68%
Overseas spend	£10,651,000	£18,716,000	76%
Other tourism related spend			
Other tourism related spend	£8,216,000	£9,433,000	15%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	3,835	3,341	-13%
% of employment supported by tourism			
% 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

Cotswold Briefing 2003



KEY FACTS
468,300 trips by staying visitors
1,686,000 staying visitor nights
£102,573,000 spend by staying visitors
4,099,000 day visits
£102,608,000 spend by day visitors
£7,501,000 other tourism related spend
5,246 jobs related to tourism spending
14% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	165,200	413,000	£40,272,000
Self catering	69,500	354,000	£18,961,000
Touring caravans /tents	29,300	119,000	£3,307,000
Static vans/holiday centres	2,100	7,000	£401,000
Group/campus	1,300	5,000	£260,000
Paying guests in private homes	0	0	£ 0
Second homes	18,300	99,000	£5,106,000
Boat moorings	400	1,000	£34,000
Other	7,600	17,000	£1,169,000
Staying with friends and relatives (VFR)	111,300	313,000	£12,385,000
Total	405,100	1,329,000	£81,895,000

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

	Trips	Nights	Spend
Serviced	42,900	153,000	£14,207,000
Self catering	1,900	44,000	£1,550,000
Touring caravans /tents	1,300	9,000	£199,000
Static vans/holiday centres	0	1,000	£17,000
Group/campus	400	4,000	£247,000
Paying guests in private homes	0	0	£ 0
Second homes	2,500	40,000	£1,150,000
Boat moorings	0	0	£ 0
Other	900	1,000	£73,000
Staying with friends and relatives (VFR)	13,200	106,000	£3,234,000
Total	63,200	357,000	£20,678,000

Trips, nights and spend by purpose (Domestic Tourists)

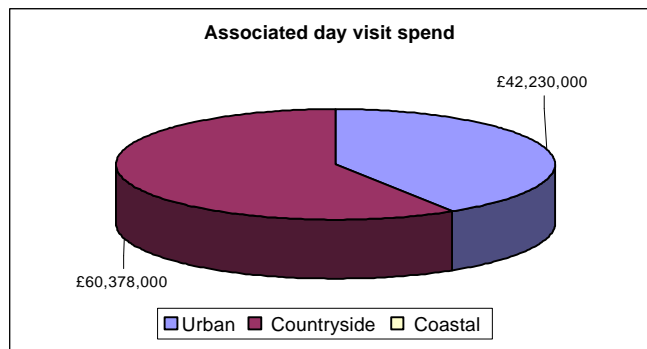
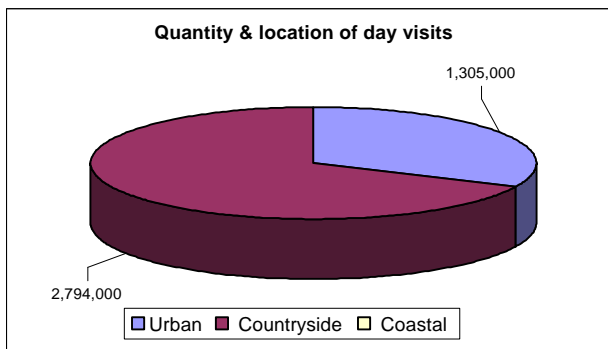
	Trips	Nights	Spend
Holiday	294,000	1,028,000	£51,902,000
Business	52,000	130,000	£11,470,000
VFR	55,000	141,000	£9,902,000
Other	3,000	29,000	£8,622,000
Study	0	0	£ 0
Total	405,000	1,329,000	£81,895,000

Trips, nights and spend by purpose (Overseas Tourists)

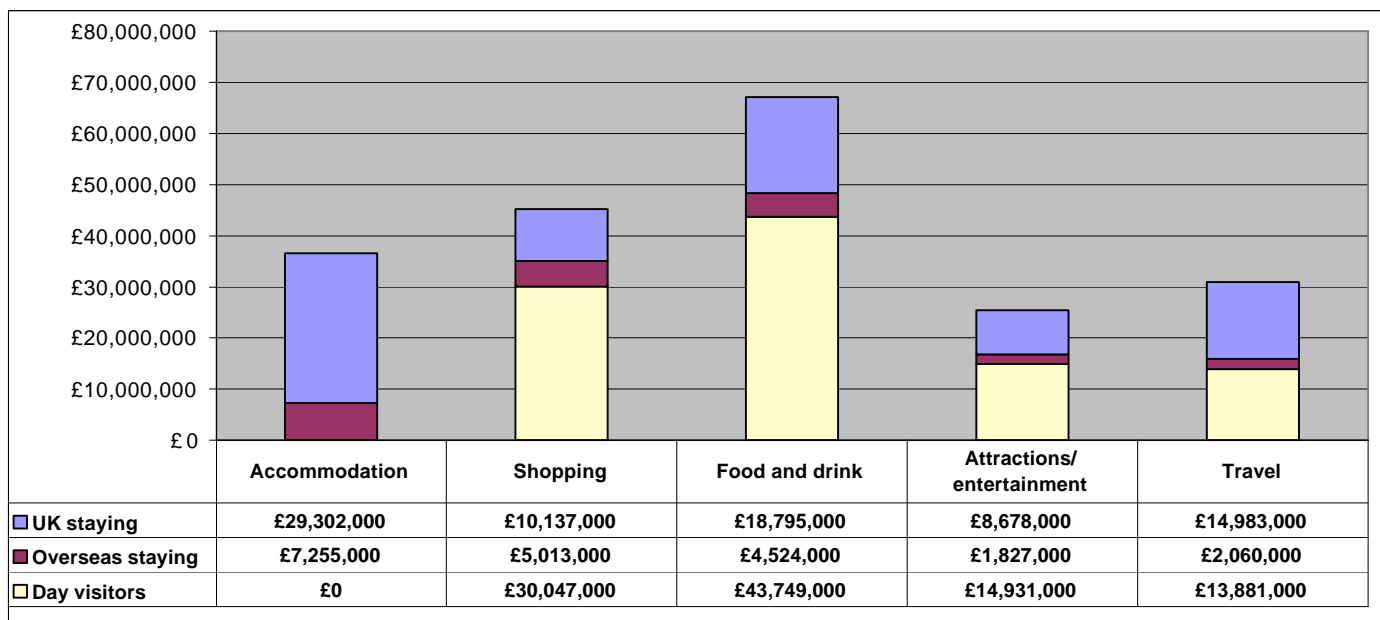
	Trips	Nights	Spend
Holiday	31,000	140,000	£8,481,000
Business	17,000	76,000	£7,794,000
VFR	13,000	107,000	£3,789,000
Other	2,000	34,000	£614,000
Study	0	0	£ 0
Total	63,000	357,000	£20,678,000

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



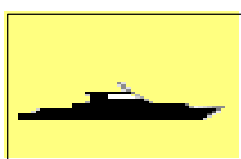
Visitor spend



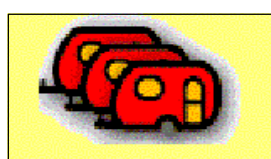
Other tourism related spend



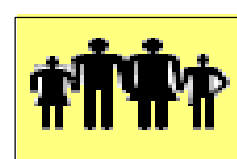
Second Homes
£496,000



Boats
£200,000



Static Vans
£0



VFR
£6,805,000

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	2,321	2,078	4,399
Indirect jobs	386	258	644
Induced jobs	111	93	203
Total	2,817	2,429	5,246
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,747

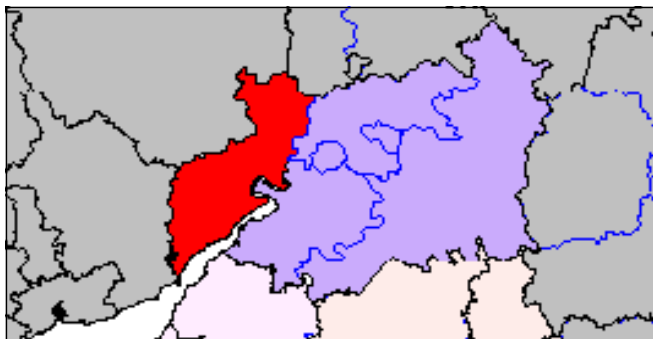
Cotswold Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	371,000	405,100	9%
Domestic nights	1,233,000	1,329,000	8%
Domestic spend	£57,871,000	£81,895,000	42%
Overseas trips	62,000	63,200	2%
Overseas nights	354,000	357,000	1%
Overseas spend	£18,049,000	£20,678,000	15%
Other tourism related spend	£6,870,000	£7,501,000	9%
Tourism related jobs (Estimated actual)	5,478	5,246	-4%
% of employment supported by tourism	13%	14%	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

Forest of Dean Briefing 2003



KEY FACTS

253,600 trips by staying visitors
945,000 staying visitor nights
£42,798,000 spend by staying visitors
1,654,000 day visits
£42,558,000 spend by day visitors
£6,909,000 other tourism related spend
2,344 jobs related to tourism spending
6% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	31,600	79,000	£7,695,000
Self catering	25,700	131,000	£7,005,000
Touring caravans /tents	42,900	174,000	£4,838,000
Static vans/holiday centres	500	2,000	£88,000
Group/campus	5,100	21,000	£1,017,000
Paying guests in private homes	0	0	£ 0
Second homes	5,100	27,000	£1,421,000
Boat moorings	0	0	£ 0
Other	7,600	17,000	£1,163,000
Staying with friends and relatives (VFR)	110,700	312,000	£12,324,000
Total	229,100	763,000	£35,551,000

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

	Trips	Nights	Spend
Serviced	5,400	19,000	£1,801,000
Self catering	700	16,000	£573,000
Touring caravans /tents	1,900	13,000	£291,000
Static vans/holiday centres	0	0	£4,000
Group/campus	1,700	16,000	£968,000
Paying guests in private homes	0	0	£ 0
Second homes	700	11,000	£320,000
Boat moorings	0	0	£ 0
Other	900	1,000	£73,000
Staying with friends and relatives (VFR)	13,100	105,000	£3,218,000
Total	24,500	182,000	£7,247,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	161,000	567,000	£22,531,000
Business	10,000	25,000	£4,979,000
VFR	55,000	142,000	£4,298,000
Other	3,000	29,000	£3,743,000
Study	0	0	£ 0
Total	229,000	763,000	£35,551,000

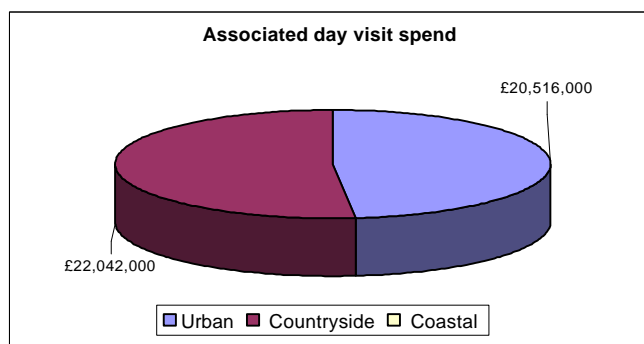
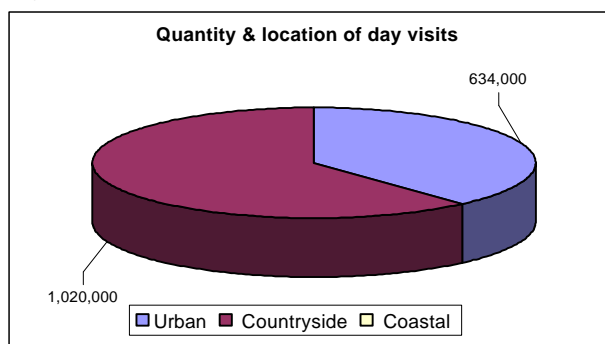
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Trips, nights and spend by purpose (Overseas Tourists)

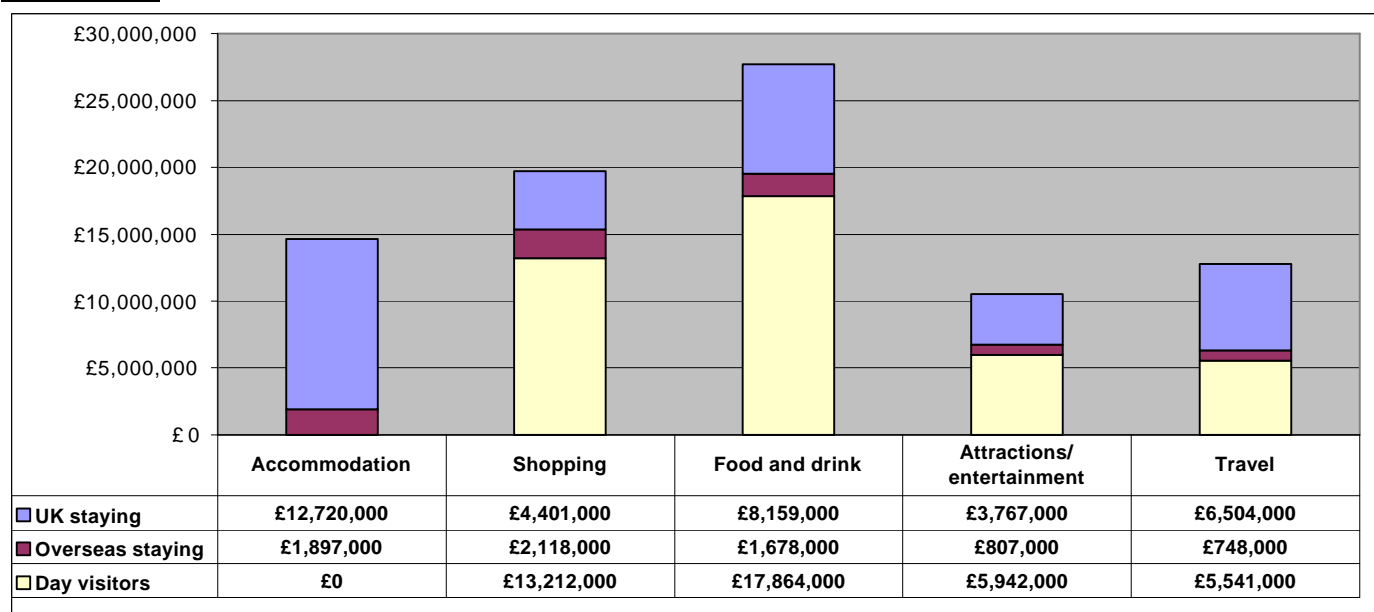
	Trips	Nights	Spend
Holiday	8,000	34,000	£2,026,000
Business	2,000	9,000	£961,000
VFR	13,000	105,000	£3,667,000
Other	2,000	34,000	£594,000
Study	0	0	£ 0
Total	24,000	182,000	£7,247,000

Forest of Dean Briefing 2003

Day visits



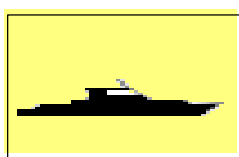
Visitor spend



Other tourism related spend



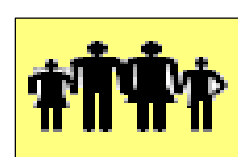
Second Homes
£138,000



Boats
£0



Static Vans
£0



VFR
£6,771,000

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	1,092	882	1,974
Indirect jobs	173	106	279
Induced jobs	52	39	92
Total	1,318	1,026	2,344
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,687

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.

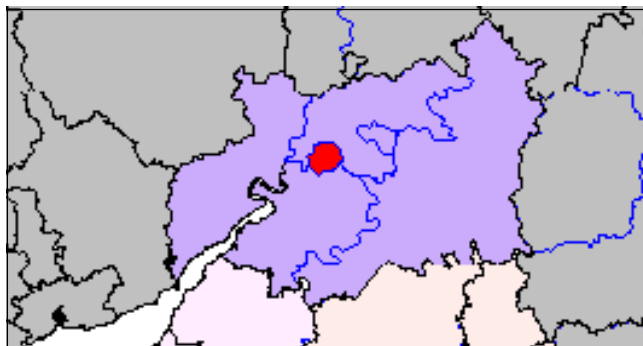
Forest of Dean Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	233,000	229,100	-2%
Domestic nights	870,000	763,000	-12%
Domestic spend	£25,632,000	£35,551,000	39%
Overseas			
Overseas trips	19,000	24,500	29%
Overseas nights	135,000	182,000	35%
Overseas spend	£5,202,000	£7,247,000	39%
Other tourism related spend			
Other tourism related spend	£6,108,000	£6,909,000	13%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	2,145	2,344	9%
% of employment supported by tourism			
% of employment supported by tourism	6%	6%	0%

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

Gloucester Briefing 2003



KEY FACTS

294,100 trips by staying visitors
939,000 staying visitor nights
£52,474,000 spend by staying visitors
1,410,000 day visits
£45,025,000 spend by day visitors
£9,472,000 other tourism related spend
3,128 jobs related to tourism spending
6% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	82,500	206,000	£20,103,000
Self catering	5,200	27,000	£1,422,000
Touring caravans /tents	0	0	£ 0
Static vans/holiday centres	0	0	£ 0
Group/campus	3,800	16,000	£764,000
Paying guests in private homes	0	0	£ 0
Second homes	2,200	12,000	£626,000
Boat moorings	200	0	£18,000
Other	10,500	23,000	£1,598,000
Staying with friends and relatives (VFR)	152,100	428,000	£16,932,000
Total	256,500	713,000	£41,462,000

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

	Trips	Nights	Spend
Serviced	16,600	59,000	£5,506,000
Self catering	100	3,000	£116,000
Touring caravans /tents	0	0	£ 0
Static vans/holiday centres	0	0	£ 0
Group/campus	1,300	12,000	£727,000
Paying guests in private homes	0	0	£ 0
Second homes	300	5,000	£141,000
Boat moorings	0	0	£ 0
Other	1,300	2,000	£100,000
Staying with friends and relatives (VFR)	18,000	145,000	£4,421,000
Total	37,600	226,000	£11,012,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	151,000	455,000	£26,277,000
Business	26,000	56,000	£5,807,000
VFR	75,000	167,000	£5,013,000
Other	4,000	34,000	£4,365,000
Study	0	0	£ 0
Total	257,000	713,000	£41,462,000

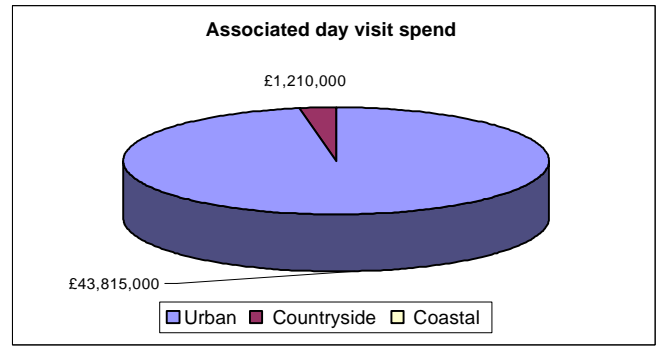
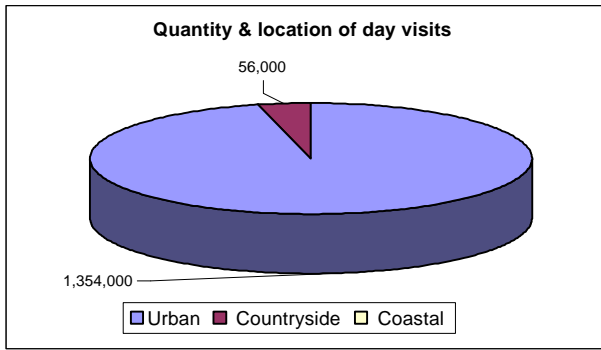
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	11,000	41,000	£2,710,000
Business	7,000	24,000	£2,774,000
VFR	18,000	122,000	£4,757,000
Other	2,000	39,000	£770,000
Study	0	0	£ 0
Total	38,000	226,000	£11,012,000

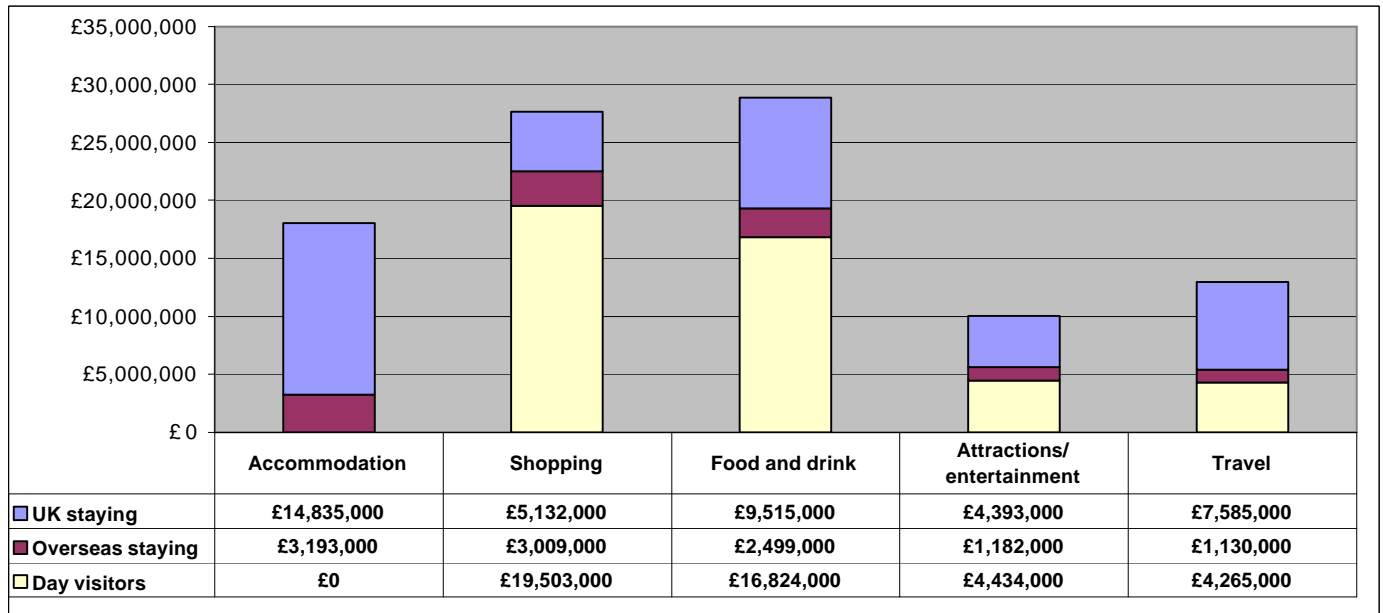
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Gloucester Briefing 2003

Day visits



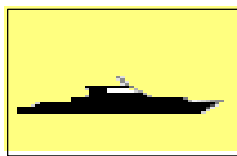
Visitor spend



Other tourism related spend



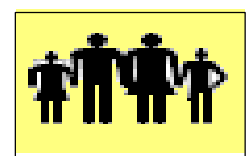
Second Homes
£61,000



Boats
£108,000



Static Vans
£0



VFR
£9,303,000

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	1,406	970	2,376
Indirect jobs	304	157	460
Induced jobs	179	113	291
Total	1,888	1,240	3,128
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,301

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.

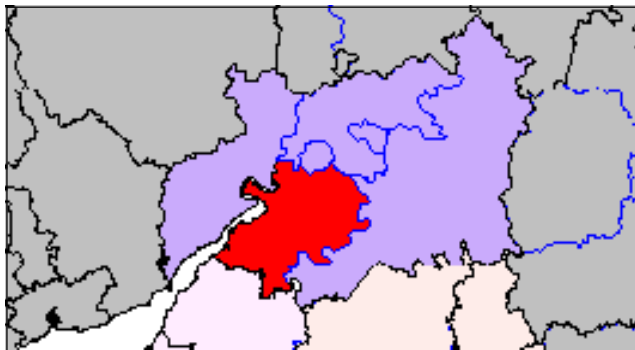
Gloucester Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	240,000	256,500	7%
Domestic nights	685,000	713,000	4%
Domestic spend	£30,956,000	£41,462,000	34%
Overseas			
Overseas trips	22,000	37,600	71%
Overseas nights	114,000	226,000	98%
Overseas spend	£5,648,000	£11,012,000	95%
Other tourism related spend			
Other tourism related spend	£8,258,000	£9,472,000	15%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	3,742	3,128	-16%
% of employment supported by tourism			
% of employment supported by tourism	7%	6%	-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

Stroud Briefing 2003



KEY FACTS

327,000 trips by staying visitors
1,094,000 staying visitor nights
£60,428,000 spend by staying visitors
2,064,000 day visits
£56,418,000 spend by day visitors
£9,306,000 other tourism related spend
3,334 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	97,000	243,000	£23,653,000
Self catering	25,100	128,000	£6,847,000
Touring caravans /tents	6,400	26,000	£727,000
Static vans/holiday centres	100	0	£20,000
Group/campus	1,100	4,000	£212,000
Paying guests in private homes	0	0	£ 0
Second homes	6,300	34,000	£1,761,000
Boat moorings	0	0	£ 0
Other	10,300	23,000	£1,569,000
Staying with friends and relatives (VFR)	149,400	421,000	£16,625,000
Total	295,700	879,000	£51,415,000

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

	Trips	Nights	Spend
Serviced	10,200	36,000	£3,370,000
Self catering	700	16,000	£560,000
Touring caravans /tents	300	2,000	£44,000
Static vans/holiday centres	0	0	£1,000
Group/campus	400	3,000	£202,000
Paying guests in private homes	0	0	£ 0
Second homes	900	14,000	£397,000
Boat moorings	0	0	£ 0
Other	1,200	2,000	£99,000
Staying with friends and relatives (VFR)	17,700	142,000	£4,341,000
Total	31,300	215,000	£9,013,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	187,000	599,000	£32,585,000
Business	31,000	70,000	£7,201,000
VFR	74,000	174,000	£6,216,000
Other	4,000	36,000	£5,413,000
Study	0	0	£ 0
Total	296,000	879,000	£51,415,000

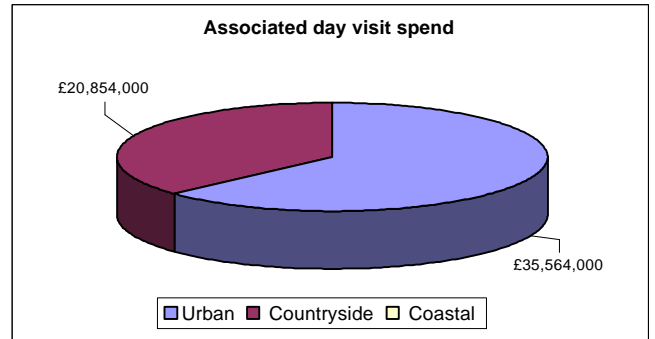
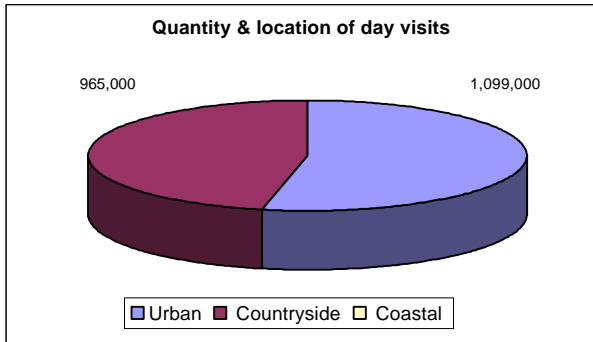
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	8,000	30,000	£1,875,000
Business	4,000	16,000	£1,701,000
VFR	17,000	128,000	£4,679,000
Other	2,000	41,000	£758,000
Study	0	0	£ 0
Total	31,000	215,000	£9,013,000

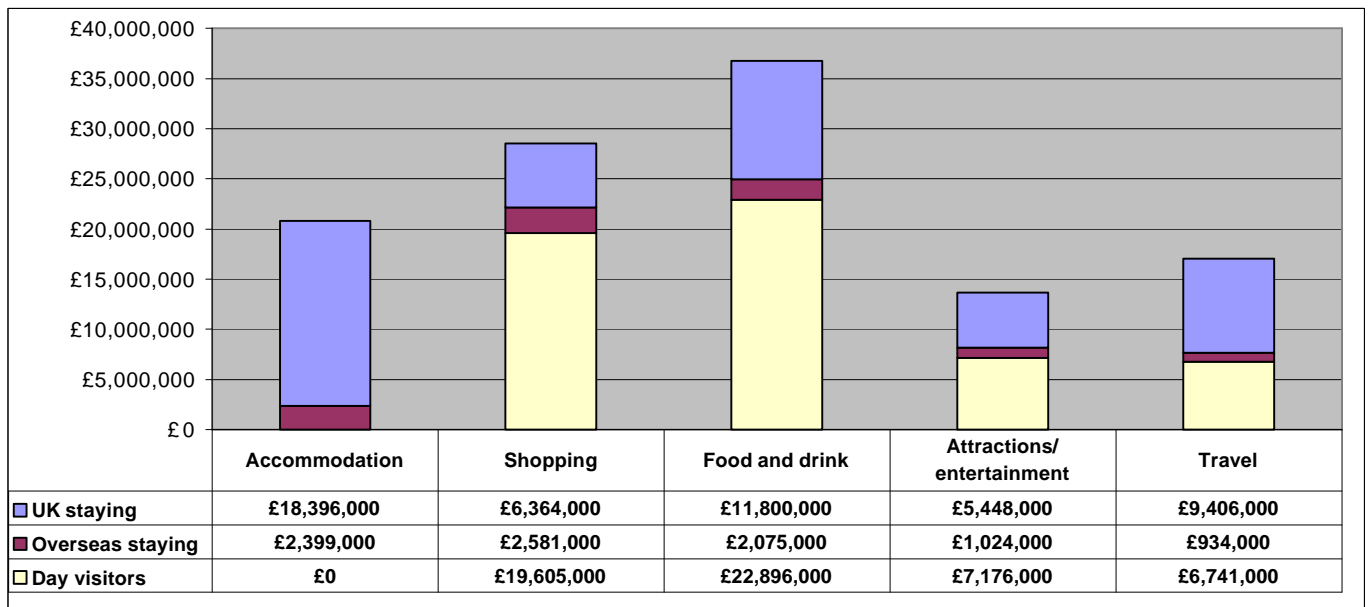
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Stroud Briefing 2003

Day visits



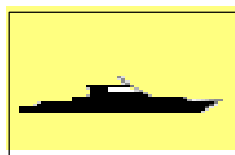
Visitor spend



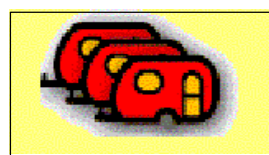
Other tourism related spend



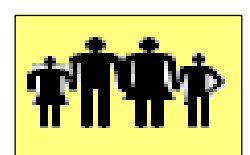
Second Homes
£171,000



Boats
£0



Static Vans
£0



VFR
£9,135,000

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	1,414	1,059	2,473
Indirect jobs	344	205	549
Induced jobs	185	127	312
Total	1,942	1,392	3,334

Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 2,464

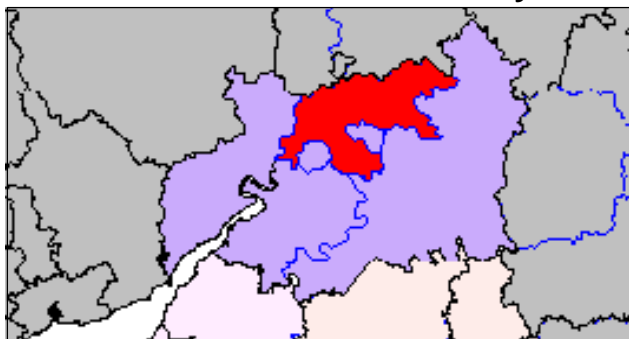
Stroud Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	284,000	295,700	4%
Domestic nights	856,000	879,000	3%
Domestic spend	£38,852,000	£51,415,000	32%
Overseas trips	22,000	31,300	42%
Overseas nights	141,000	215,000	52%
Overseas spend	£6,090,000	£9,013,000	48%
Other tourism related spend	£8,505,000	£9,306,000	9%
Tourism related jobs (Estimated actual)	3,164	3,334	5%
% of employment supported by tourism	6%	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

Tewkesbury Briefing 2003



KEY FACTS

253,700 trips by staying visitors
858,000 staying visitor nights
£45,670,000 spend by staying visitors
1,365,000 day visits
£36,549,000 spend by day visitors
£7,251,000 other tourism related spend
2,138 jobs related to tourism spending
6% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	71,800	179,000	£17,495,000
Self catering	16,000	82,000	£4,372,000
Touring caravans /tents	23,300	95,000	£2,626,000
Static vans/holiday centres	0	0	£ 0
Group/campus	0	0	£ 0
Paying guests in private homes	0	0	£ 0
Second homes	3,000	16,000	£842,000
Boat moorings	1,500	2,000	£118,000
Other	7,300	16,000	£1,111,000
Staying with friends and relatives (VFR)	105,800	298,000	£11,773,000
Total	228,600	688,000	£38,336,000

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

	Trips	Nights	Spend
Serviced	9,600	34,000	£3,174,000
Self catering	400	10,000	£357,000
Touring caravans /tents	1,000	7,000	£158,000
Static vans/holiday centres	0	0	£ 0
Group/campus	0	0	£ 0
Paying guests in private homes	300	10,000	£311,000
Second homes	400	7,000	£190,000
Boat moorings	0	0	£ 0
Other	900	1,000	£70,000
Staying with friends and relatives (VFR)	12,500	100,000	£3,074,000
Total	25,100	170,000	£7,334,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	151,000	486,000	£24,296,000
Business	23,000	52,000	£5,369,000
VFR	52,000	124,000	£4,635,000
Other	3,000	25,000	£4,036,000
Study	0	0	£ 0
Total	229,000	688,000	£38,336,000

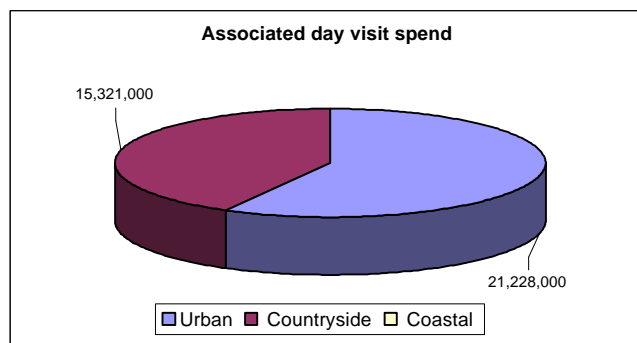
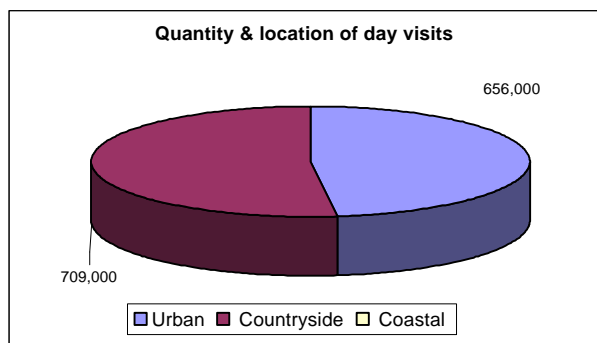
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	7,000	30,000	£1,840,000
Business	4,000	16,000	£1,614,000
VFR	12,000	94,000	£3,339,000
Other	2,000	30,000	£541,000
Study	0	0	£ 0
Total	25,000	170,000	£7,334,000

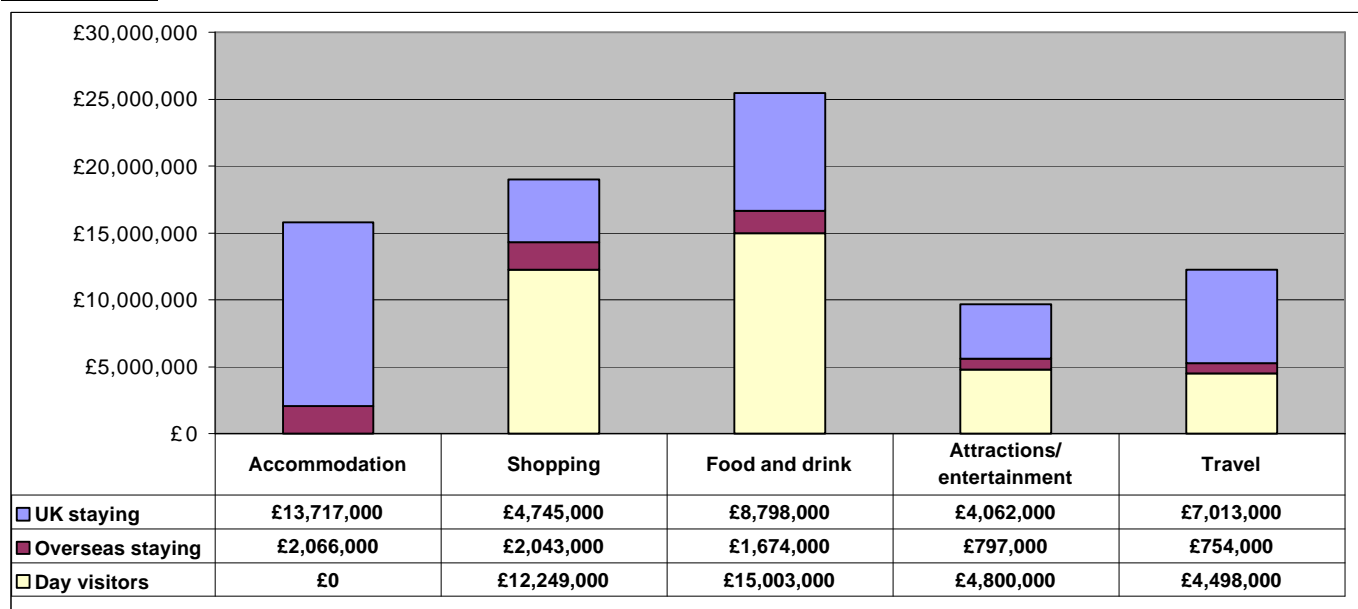
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Tewkesbury Briefing 2003

Day visits



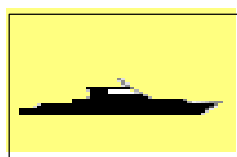
Visitor spend



Other tourism related spend



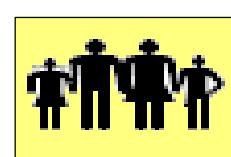
Second Homes
£82,000



Boats
£700,000



Static Vans
£0



VFR
£6,469,000

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	1,070	710	1,780
Indirect jobs	185	89	274
Induced jobs	52	32	84
Total	1,307	831	2,138
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,546

Tewkesbury Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	208,000	228,600	10%
Domestic nights	660,000	688,000	4%
Domestic spend	£27,525,000	£38,336,000	39%
Overseas			
Overseas trips	16,000	25,100	57%
Overseas nights	95,000	170,000	79%
Overseas spend	£4,360,000	£7,334,000	68%
Other tourism related spend			
Other tourism related spend	£6,516,000	£7,251,000	11%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	1,789	2,138	20%
% of employment supported by tourism			
% of employment supported by tourism	5%	6%	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