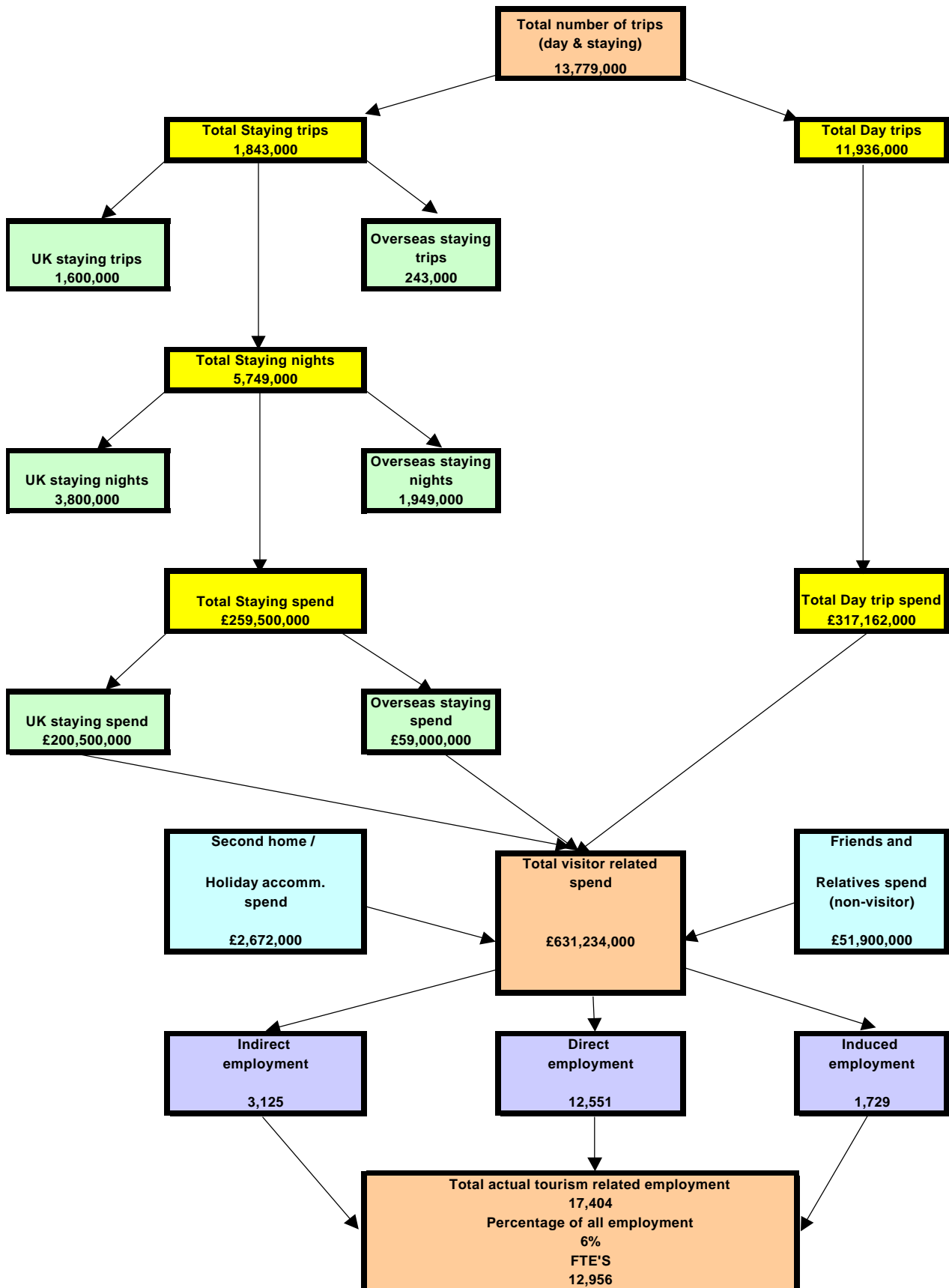
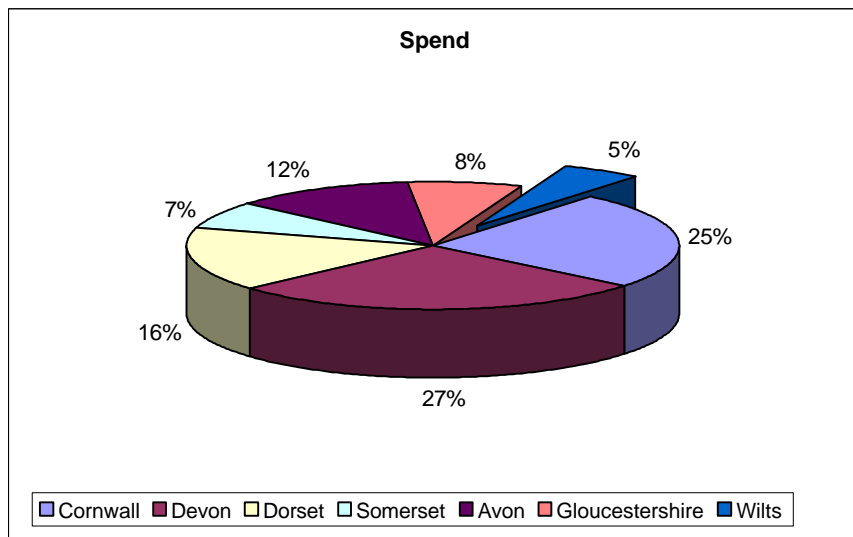
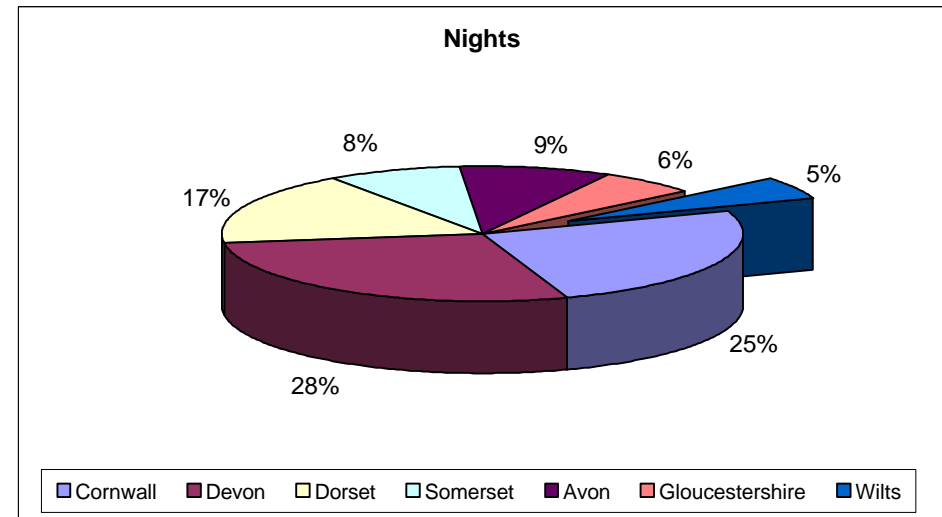
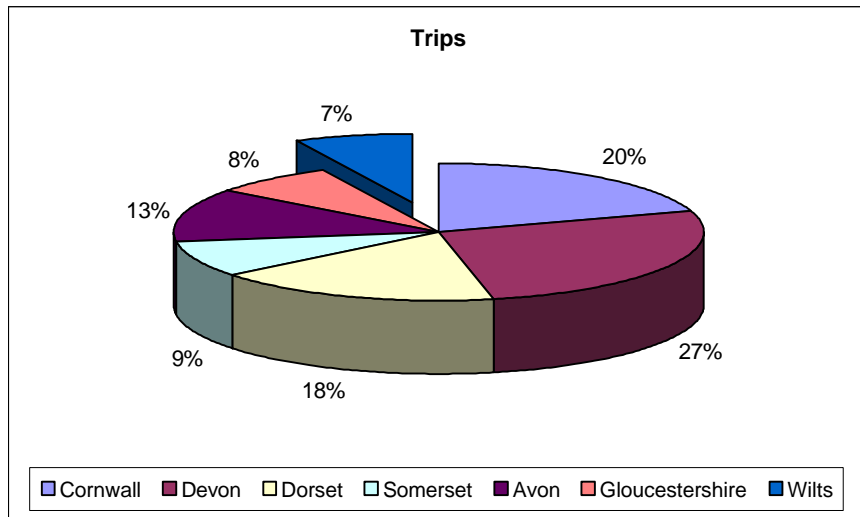


## 9. Wiltshire Economic Overview

# Wiltshire: Facts at a glance



## Wiltshire: 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>	3,238,000	10,111,000	£576,927,000
<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>

## Wiltshire: Staying visitors in detail

### KEY FACTS:

- **Wiltshire generates 7% (1.8 million) of trips, 5% (5.7 million) of nights and 5% (£259.5 million) of spend in the South West region.**
- **More than half of both trips and nights are generated by those staying with friends and relatives, although the serviced accommodation sector still generates the largest proportion of tourism spend in the county (47%).**
- **The average length of stay in the county for all trips is 3.12 nights.**

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

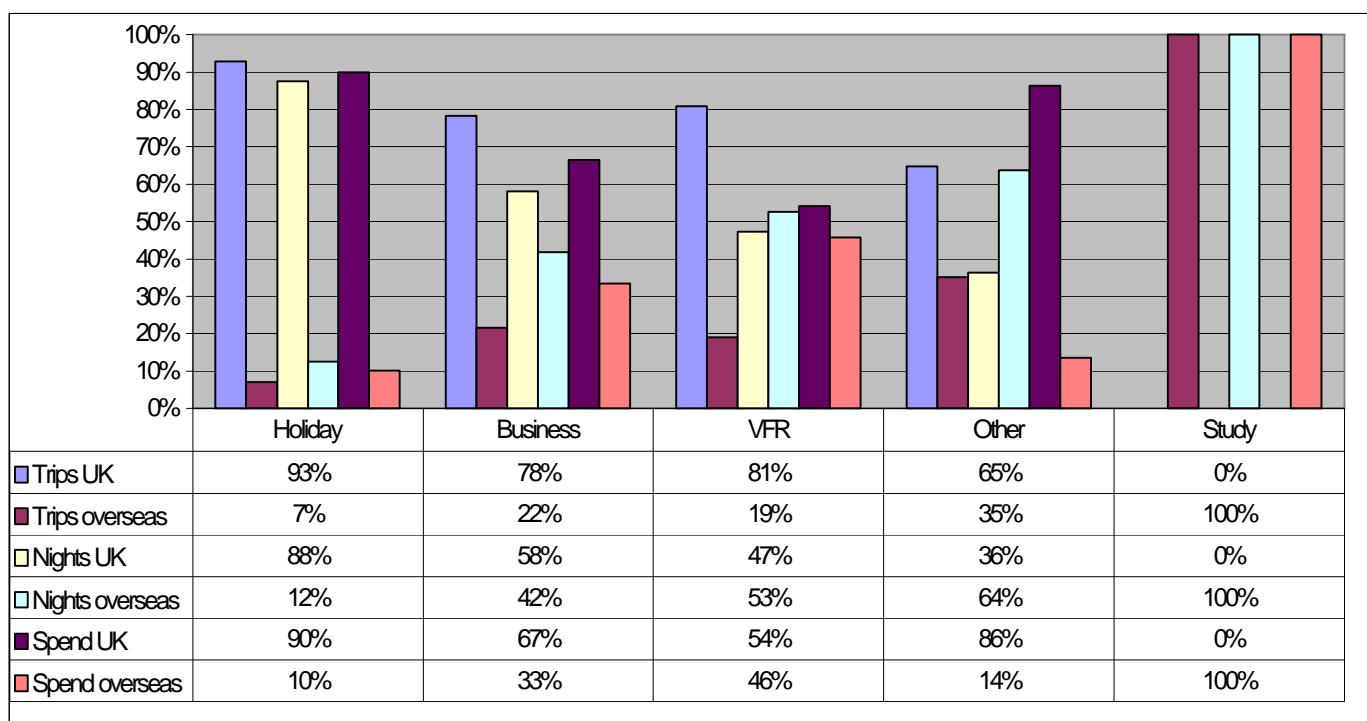
	Trips	Nights	Spend
Serviced	482,000	994,000	£90,821,000
Self catering	62,000	262,000	£13,180,000
Touring caravans /tents	64,000	214,000	£5,573,000
Static vans/holiday centres	0	0	£ 0
Group/campus	3,000	10,000	£453,000
Paying guest in private house	0	0	£ 0
Second homes	26,000	116,000	£5,660,000
Boat moorings	5,000	5,000	£275,000
Other	62,000	113,000	£7,291,000
Staying with friends and relatives	897,000	2,085,000	£77,247,000
<b>Total</b>	<b>1,600,000</b>	<b>3,800,000</b>	<b>£200,500,000</b>

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

	Trips	Nights	Spend
Serviced	111,000	514,000	£30,558,000
Self catering	2,000	55,000	£1,237,000
Touring caravans /tents	3,000	27,000	£385,000
Static vans/holiday centres	0	0	£ 0
Group/campus	1,000	13,000	£495,000
Paying guest in private house	1,000	61,000	£1,168,000
Second homes	4,000	79,000	£1,464,000
Boat moorings	0	0	£ 0
Other	8,000	15,000	£526,000
Staying with friends and relatives	113,000	1,186,000	£23,165,000
<b>Total</b>	<b>243,000</b>	<b>1,949,000</b>	<b>£59,000,000</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)

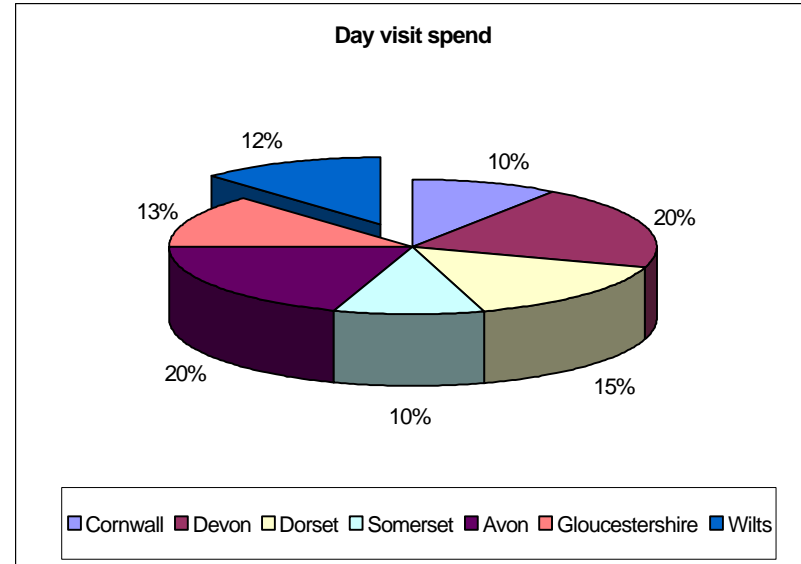
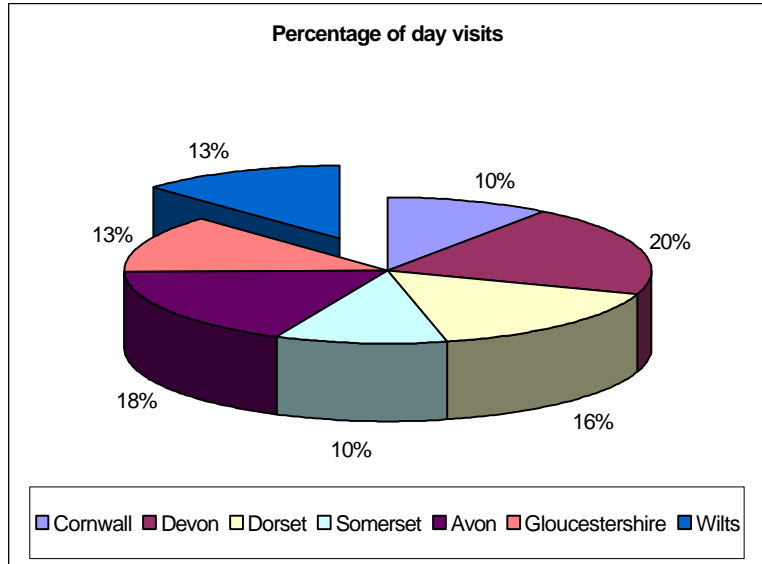
	Trips	Nights	Spend
Holiday	960,000	2,479,000	£121,714,000
Business	196,000	360,000	£34,180,000
VFR	420,000	798,000	£23,844,000
Other	24,000	163,000	£20,762,000
Study	0	0	£0
<b>Total</b>	<b>1,600,000</b>	<b>3,800,000</b>	<b>£200,500,000</b>

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

	Trips	Nights	Spend
Holiday	73,000	353,000	£13,732,000
Business	54,000	259,000	£17,177,000
VFR	99,000	886,000	£20,199,000
Other	13,000	286,000	£3,270,000
Study	4,000	165,000	£4,622,000
<b>Total</b>	<b>243,000</b>	<b>1,949,000</b>	<b>£59,000,000</b>



## Wiltshire: Day visits in context

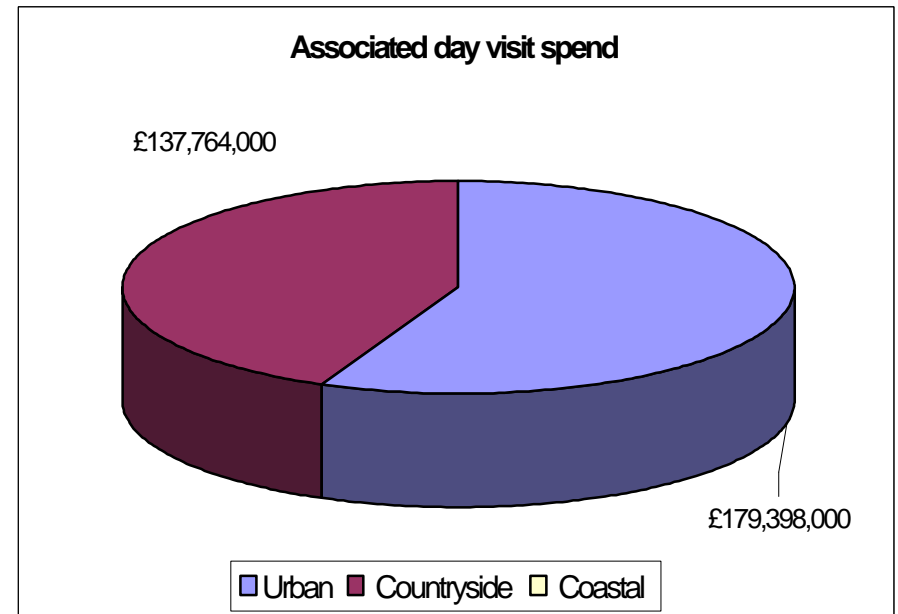
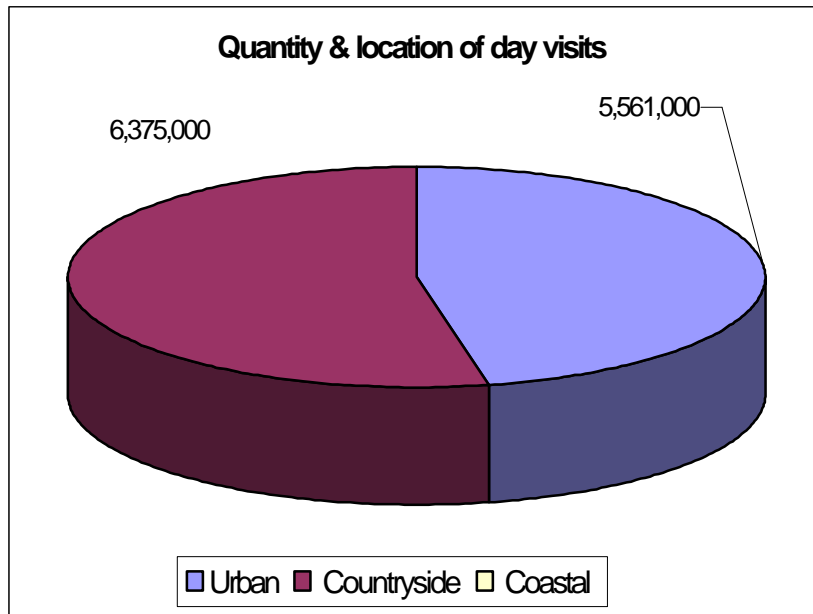


	<b>Trips</b>	<b>Spend</b>
<b>Cornwall</b>	9,576,000	£254,812,000
<b>Devon</b>	19,333,000	£524,256,680
<b>Dorset</b>	15,333,000	£390,968,870
<b>Somerset</b>	9,927,000	£262,019,000
<b>Avon</b>	17,059,000	£509,903,240
<b>Gloucestershire</b>	12,019,000	£328,573,000
<b>Wilts</b>	11,936,000	£317,162,000
<b>Totals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

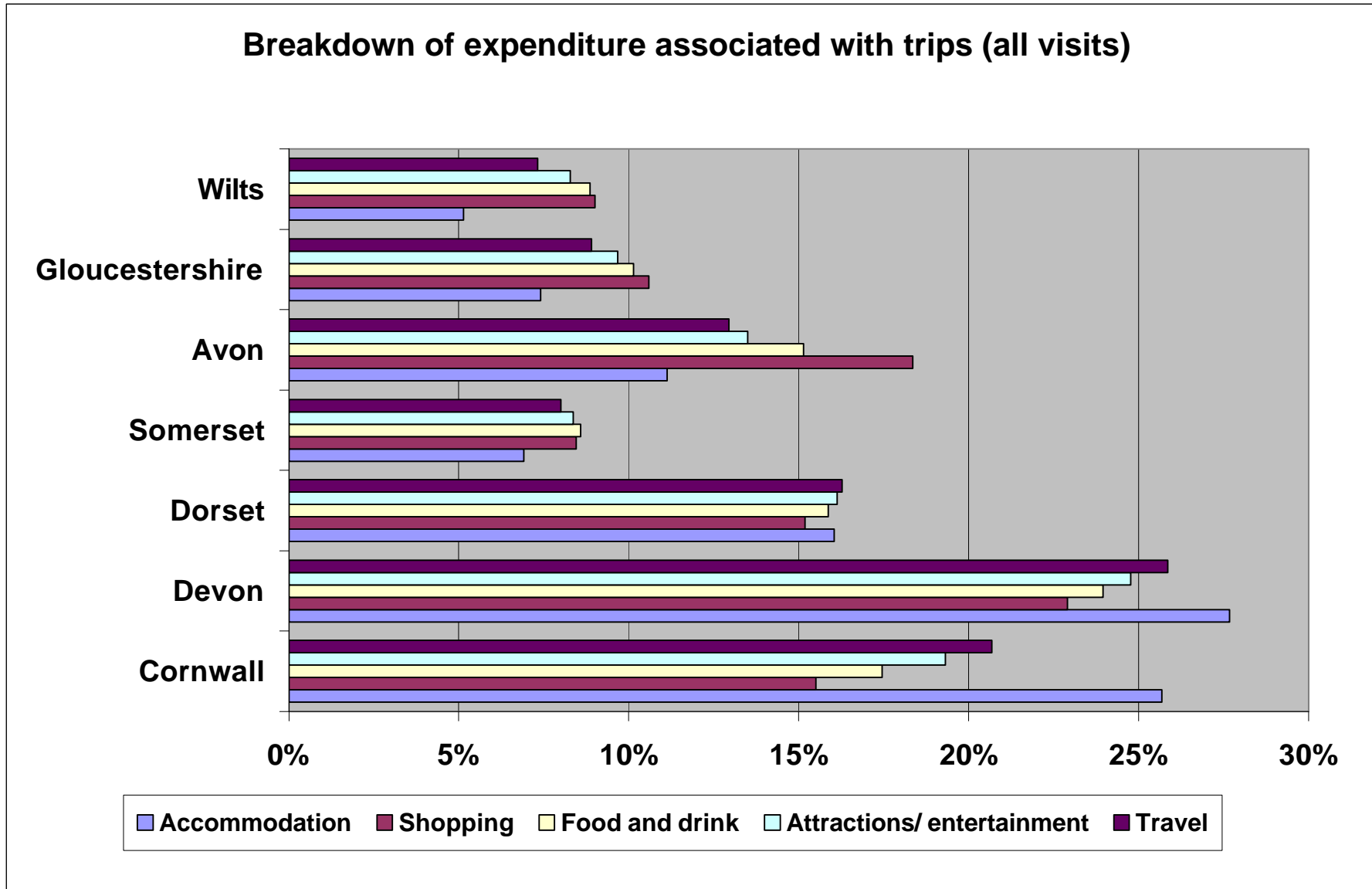
## Wiltshire: Day visits in detail

### KEY FACTS:

- **Wiltshire accounts for 13% (11.9 million) of day trips and 12% of spend (£317.2 million) in the South West region**
- **The largest proportion of day trips in Wiltshire are to countryside locations (6.4 million)**
- **The average spend per day visit in Wiltshire is £26.57**



**Wiltshire: Breakdown of expenditure associated with trips in context**

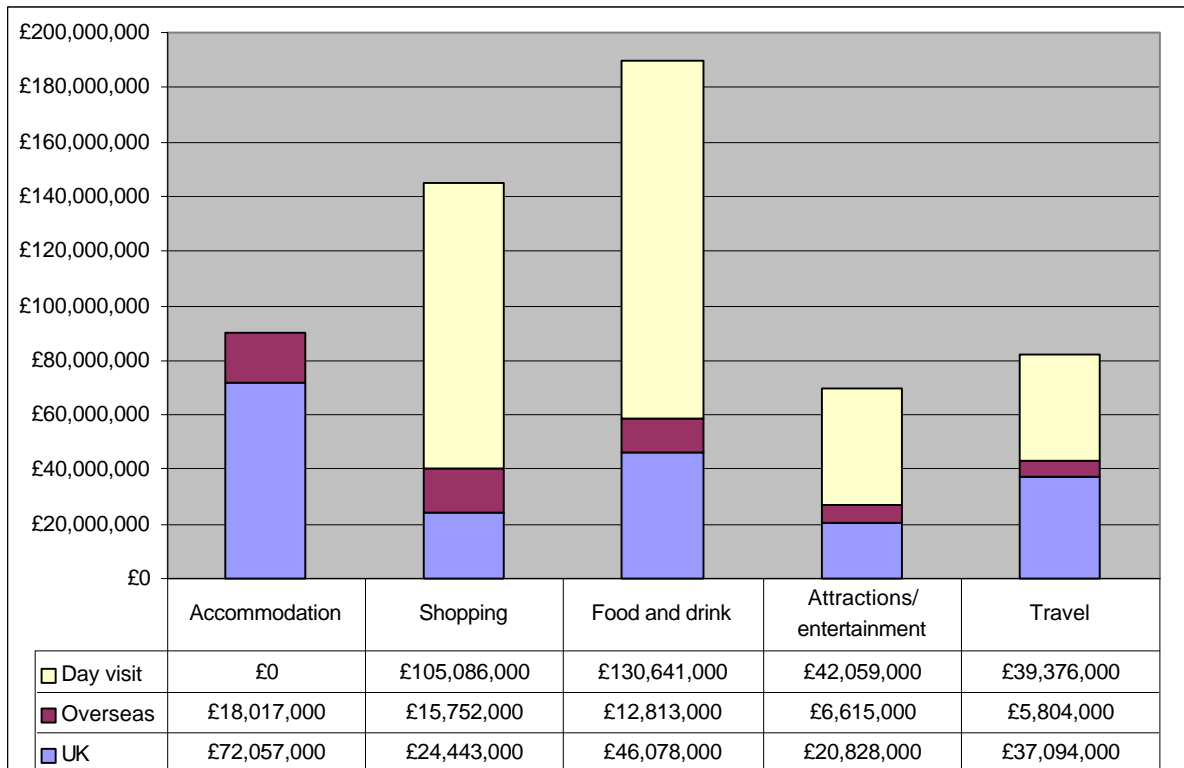




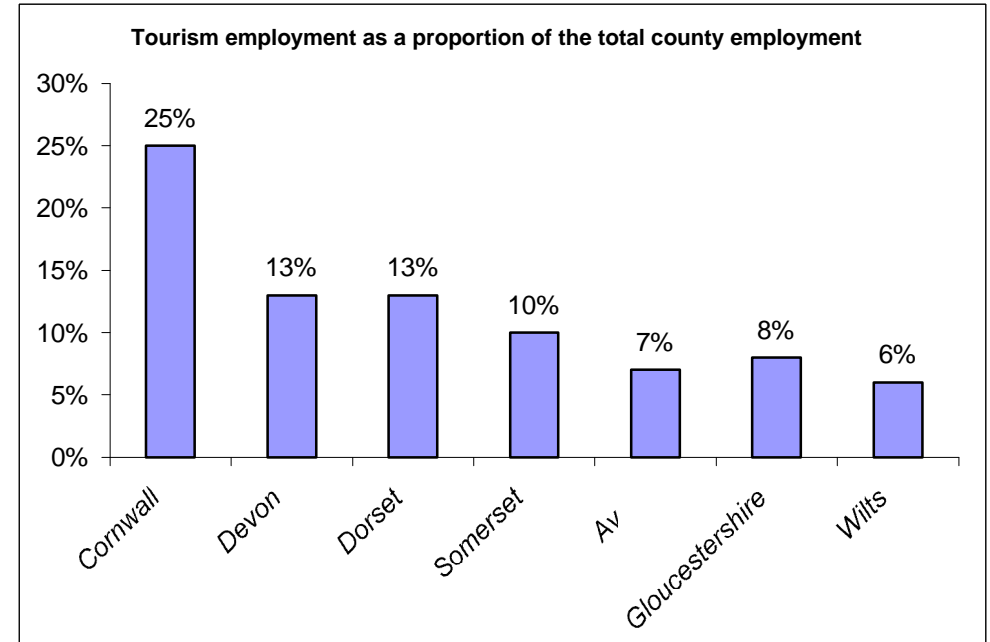
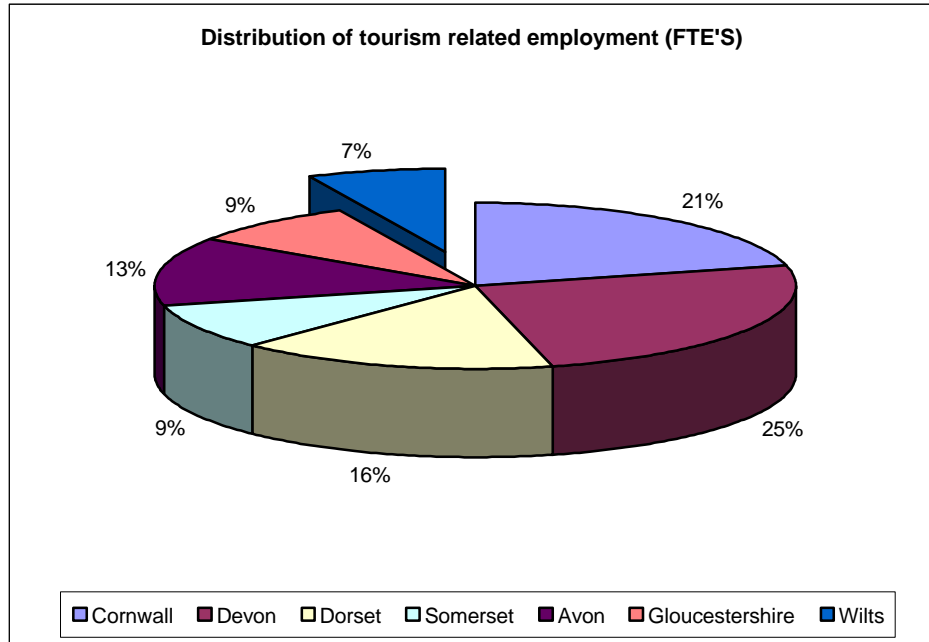
## ***Wiltshire: Breakdown of expenditure associated with trips in detail***

### **KEY FACTS:**

- ***The largest proportion of tourism expenditure is spent on food and drink***
- ***The majority of expenditure in the county originates from day visitors (55%).***
- ***Spend on accommodation by staying visitor's accounts for 16% of the total expenditure.***



## Wiltshire: 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>	24,792
<b>Gloucestershire</b>	16,462
<b>Wilts</b>	12,956
<b>Totals</b>	<b>188,506</b>

## Wiltshire: Employment in detail

### KEY FACTS:

- **Wiltshire has 7% of tourism jobs in the region, equating to 12,956 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 (3,100 FTE's)**

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

	Staying tourists	Day visitors	Total
Direct	6,450	6,101	12,551
Indirect	1,727	1,397	3,125
Induced	1,389	340	1,729
<b>Totals</b>	<b>9,566</b>	<b>7,838</b>	<b>17,404</b>

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

	Staying tourists	Day visitors	Total
Direct	4,579	4,119	8,698
Indirect	1,515	1,226	2,741
Induced	1,219	298	1,517
<b>Totals</b>	<b>7,312</b>	<b>5,643</b>	<b>12,956</b>

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

	Staying	Day	Total
Accommodation	1,659	48	1,707
Retailing	411	1,074	1,484
Catering	963	2,137	3,100
Attractions/entertainment	431	674	1,105
Transport	205	188	392
Arising from non trip spend	910	0	910
<b>Totals</b>	<b>4,579</b>	<b>4,119</b>	<b>8,698</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.

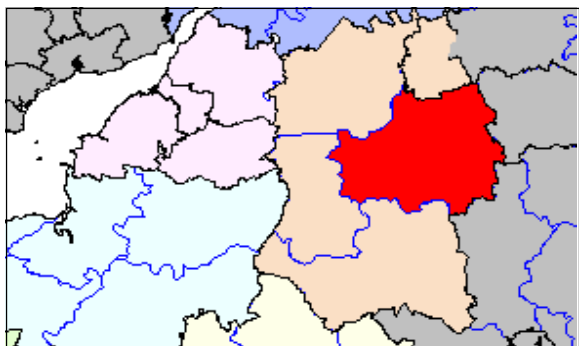
## Wiltshire Summary

### Key facts for comparison

	2001	2003	% difference
Domestic trips	1,500,000	1,600,000	7%
Domestic nights	4,100,000	3,800,000	-7%
Domestic spend	£218,200,000	£200,500,000	-8%
Overseas trips	160,000	243,000	52%
Overseas nights	903,000	1,949,000	116%
Overseas spend	£48,000,000	£59,000,000	23%
Other tourism related spend	£49,450,000	£54,572,000	10%
Tourism related jobs (Estimated actual)	20,350	17,404	-14%
% 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

## Kennet Briefing 2003



### KEY FACTS

**216,000** trips by staying visitors  
**705,000** staying visitor nights  
**£27,927,000** spend by staying visitors  
**2,374,000** day visits  
**£59,439,000** spend by day visitors  
**£8,321,000** other tourism related spend  
**2,129** 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	31,000	64,000	£5,865,000
Self catering	9,000	39,000	£1,981,000
Touring caravans /tents	20,000	67,000	£1,746,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	7,000	32,000	£0
Second homes	7,000	32,000	£1,554,000
Boat moorings	4,000	5,000	£247,000
Other	8,000	14,000	£890,000
Staying with friends and relatives (VFR)	109,000	254,000	£9,430,000
<b>Total</b>	<b>189,000</b>	<b>476,000</b>	<b>£21,715,000</b>

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

	Trips	Nights	Spend
Serviced	9,000	44,000	£2,611,000
Self catering	0	8,000	£186,000
Touring caravans /tents	1,000	8,000	£121,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	22,000	£402,000
Boat moorings	0	0	£0
Other	1,000	2,000	£64,000
Staying with friends and relatives (VFR)	14,000	145,000	£2,828,000
<b>Total</b>	<b>27,000</b>	<b>229,000</b>	<b>£6,212,000</b>

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

	Trips	Nights	Spend
Holiday	126,000	337,000	£15,107,000
Business	9,000	17,000	£1,451,000
VFR	51,000	101,000	£2,757,000
Other	3,000	21,000	£2,400,000
Study	0	0	£0
<b>Total</b>	<b>189,000</b>	<b>476,000</b>	<b>£21,715,000</b>

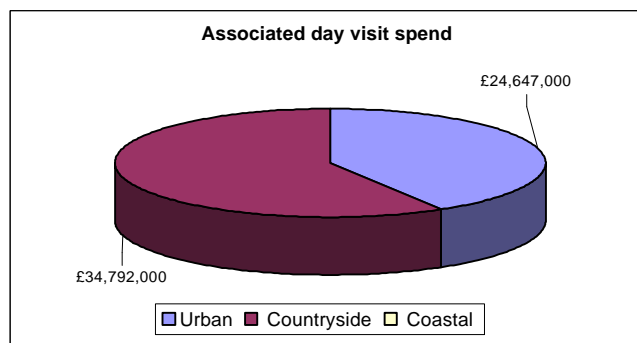
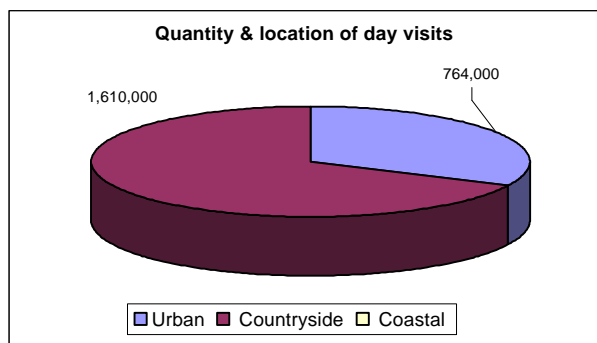
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	9,000	51,000	£1,903,000
Business	4,000	19,000	£1,218,000
VFR	12,000	120,000	£2,660,000
Other	2,000	39,000	£431,000
Study	0	0	£0
<b>Total</b>	<b>27,000</b>	<b>229,000</b>	<b>£6,212,000</b>

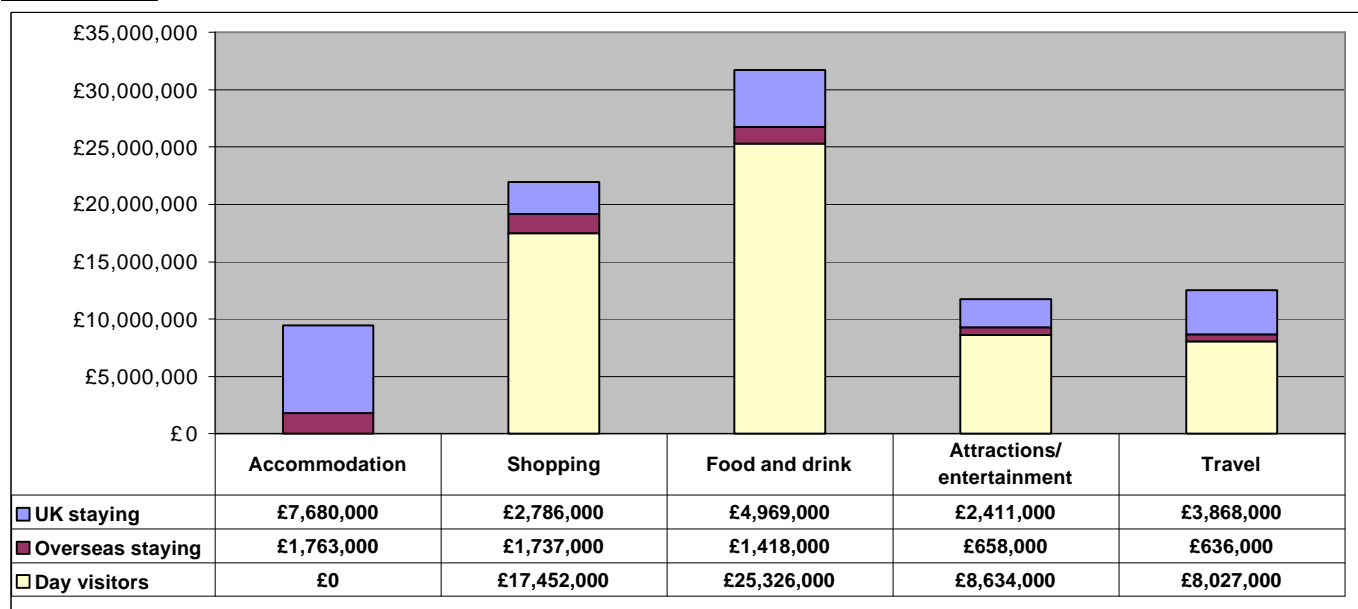
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

# Kennet Briefing 2003

## Day visits



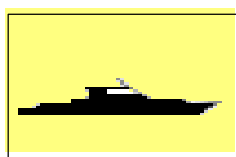
## Visitor spend



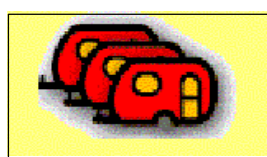
## Other tourism related spend



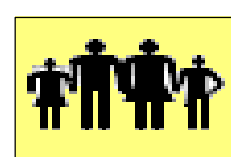
**Second Homes**  
£185,000



**Boats**  
£1,800,000



**Static Vans**  
£0



**VFR**  
£6,336,000

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	710	1,096	1,806
Indirect jobs	127	149	277
Induced jobs	36	11	46
<b>Total</b>	<b>873</b>	<b>1,256</b>	<b>2,129</b>

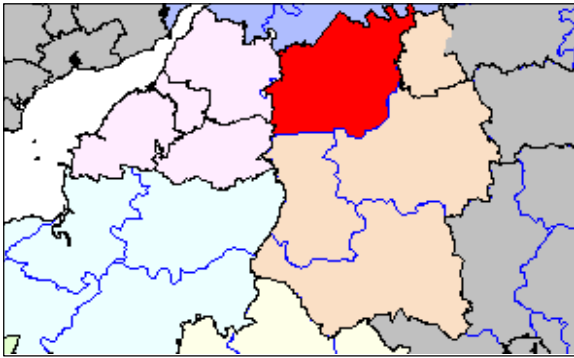
**Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 1,538**

## Kennet Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	198,000	189,000	-5%
Domestic nights	585,000	476,000	-19%
Domestic spend	£27,310,000	£21,715,000	-20%
<b>Overseas</b>			
Overseas trips	21,000	27,000	29%
Overseas nights	125,000	229,000	83%
Overseas spend	£6,412,000	£6,212,000	-3%
<b>Other tourism related spend</b>			
Other tourism related spend	£8,009,000	£8,321,000	4%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	2,826	2,129	-25%
<b>% of employment supported by tourism</b>			
% 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**

**KEY FACTS**

375,000 trips by staying visitors  
 1,179,000 staying visitor nights  
 £52,048,000 spend by staying visitors  
 2,522,000 day visits  
 £66,151,000 spend by day visitors  
 £10,751,000 other tourism related spend  
 3,189 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	94,000	194,000	£17,768,000
Self catering	23,000	97,000	£4,867,000
Touring caravans /tents	15,000	51,000	£1,338,000
Static vans/holiday centres	0	0	£ 0
Group/campus	0	0	£19,000
Paying guests in private homes	0	0	£ 0
Second homes	5,000	24,000	£1,156,000
Boat moorings	0	0	£ 0
Other	13,000	23,000	£1,491,000
Staying with friends and relatives (VFR)	183,000	426,000	£15,798,000
<b>Total</b>	<b>334,000</b>	<b>816,000</b>	<b>£42,436,000</b>

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

	Trips	Nights	Spend
Serviced	13,000	62,000	£3,664,000
Self catering	1,000	20,000	£457,000
Touring caravans /tents	1,000	6,000	£92,000
Static vans/holiday centres	0	0	£ 0
Group/campus	0	1,000	£20,000
Paying guests in private homes	0	12,000	£234,000
Second homes	1,000	16,000	£299,000
Boat moorings	0	0	£ 0
Other	2,000	3,000	£108,000
Staying with friends and relatives (VFR)	23,000	243,000	£4,738,000
<b>Total</b>	<b>41,000</b>	<b>363,000</b>	<b>£9,612,000</b>

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

	Trips	Nights	Spend
Holiday	184,000	498,000	£23,181,000
Business	59,000	113,000	£10,204,000
VFR	86,000	171,000	£4,838,000
Other	5,000	35,000	£4,213,000
Study	0	0	£ 0
<b>Total</b>	<b>334,000</b>	<b>816,000</b>	<b>£42,436,000</b>

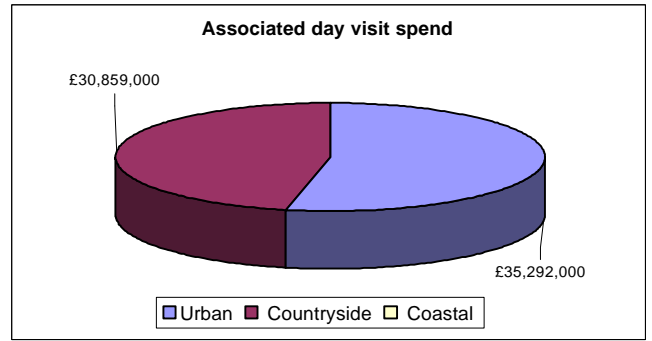
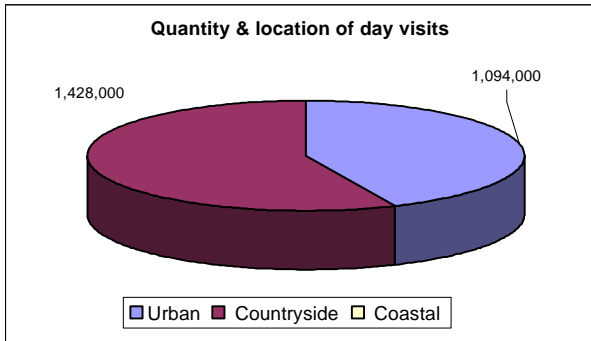
**Trips, nights and spend by purpose (Overseas Tourists)**

	Trips	Nights	Spend
Holiday	6,000	29,000	£1,008,000
Business	11,000	54,000	£3,271,000
VFR	20,000	186,000	£3,849,000
Other	3,000	60,000	£623,000
Study	1,000	34,000	£861,000
<b>Total</b>	<b>41,000</b>	<b>363,000</b>	<b>£9,612,000</b>

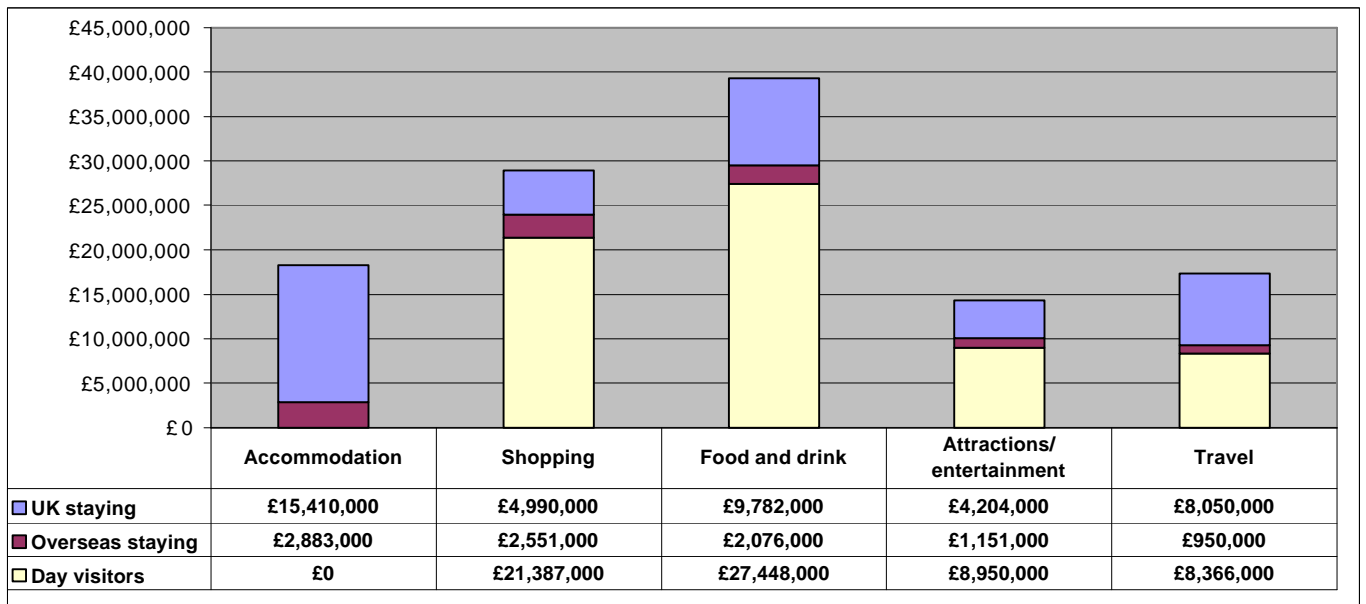
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

# North Wiltshire Briefing 2003

## Day visits



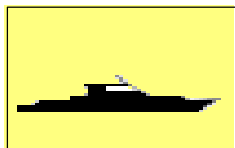
## Visitor spend



## Other tourism related spend



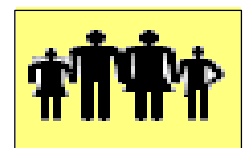
**Second Homes**  
£137,000



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£10,614,000

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	1,233		1,202		2,436
Indirect jobs	308		244		552
Induced jobs	163		38		201
<b>Total</b>	<b>1,705</b>		<b>1,484</b>		<b>3,189</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>					<b>2,350</b>

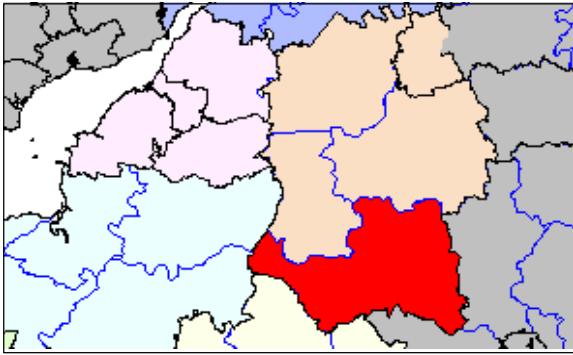
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

## North Wiltshire Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	296,000	334,000	13%
Domestic nights	815,000	816,000	0%
Domestic spend	£41,933,000	£42,436,000	1%
<b>Overseas</b>			
Overseas trips	27,000	41,000	52%
Overseas nights	175,000	363,000	107%
Overseas spend	£8,408,000	£9,612,000	14%
<b>Other tourism related spend</b>			
Other tourism related spend	£9,714,000	£10,751,000	11%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	3,331	3,189	-4%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	5%	5%	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

**KEY FACTS**

392,000 trips by staying visitors  
 1,304,000 staying visitor nights  
 £60,390,000 spend by staying visitors  
 3,357,000 day visits  
 £85,857,000 spend by day visitors  
 £9,911,000 other tourism related spend  
 4,339 jobs related to tourism spending  
 8% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	105,000	217,000	£19,796,000
Self catering	16,000	67,000	£3,360,000
Touring caravans /tents	14,000	46,000	£1,207,000
Static vans/holiday centres	0	0	£ 0
Group/campus	1,000	5,000	£217,000
Paying guests in private homes	0	0	£ 0
Second homes	8,000	36,000	£1,750,000
Boat moorings	0	0	£ 0
Other	12,000	21,000	£1,363,000
Staying with friends and relatives (VFR)	168,000	390,000	£14,442,000
<b>Total</b>	<b>323,000</b>	<b>782,000</b>	<b>£42,136,000</b>

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

	Trips	Nights	Spend
Serviced	43,000	199,000	£11,801,000
Self catering	0	14,000	£315,000
Touring caravans /tents	1,000	6,000	£83,000
Static vans/holiday centres	0	0	£ 0
Group/campus	0	6,000	£237,000
Paying guests in private homes	1,000	49,000	£934,000
Second homes	1,000	24,000	£453,000
Boat moorings	0	0	£ 0
Other	1,000	3,000	£98,000
Staying with friends and relatives (VFR)	21,000	222,000	£4,331,000
<b>Total</b>	<b>69,000</b>	<b>522,000</b>	<b>£18,254,000</b>

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

	Trips	Nights	Spend
Holiday	213,000	552,000	£28,395,000
Business	27,000	50,000	£4,982,000
VFR	79,000	149,000	£4,682,000
Other	4,000	31,000	£4,077,000
Study	0	0	£ 0
<b>Total</b>	<b>323,000</b>	<b>782,000</b>	<b>£42,136,000</b>

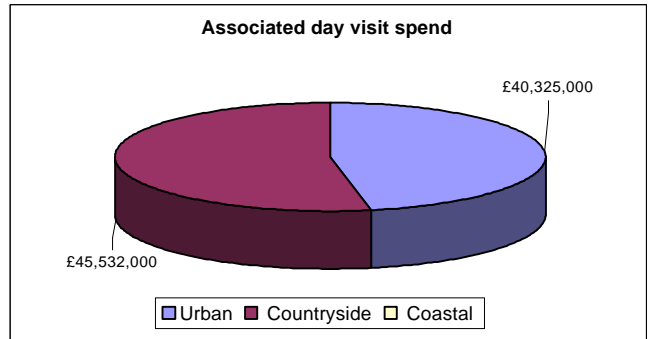
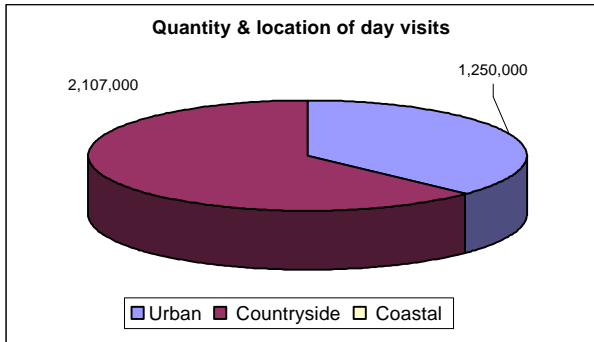
**Trips, nights and spend by purpose (Overseas Tourists)**

	Trips	Nights	Spend
Holiday	30,000	135,000	£5,630,000
Business	15,000	65,000	£4,628,000
VFR	19,000	152,000	£3,734,000
Other	2,000	49,000	£605,000
Study	3,000	121,000	£3,656,000
<b>Total</b>	<b>69,000</b>	<b>522,000</b>	<b>£18,254,000</b>

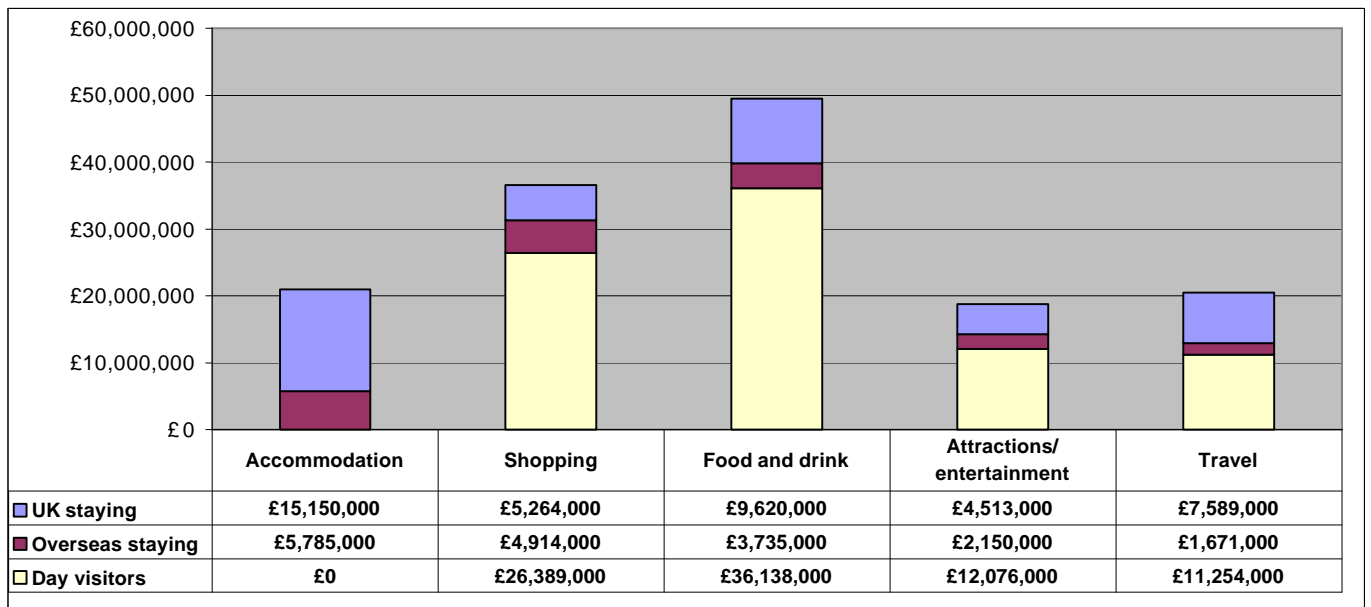
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

# Salisbury Briefing 2003

## Day visits



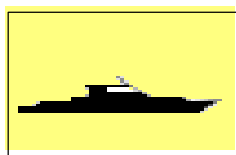
## Visitor spend



## Other tourism related spend



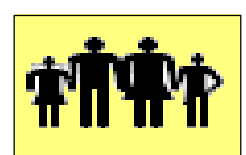
**Second Homes**  
£208,000



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£9,703,000

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	1,636	1,917	3,553
Indirect jobs	311	275	586
Induced jobs	162	38	199
<b>Total</b>	<b>2,109</b>	<b>2,230</b>	<b>4,339</b>

**Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 3,130**

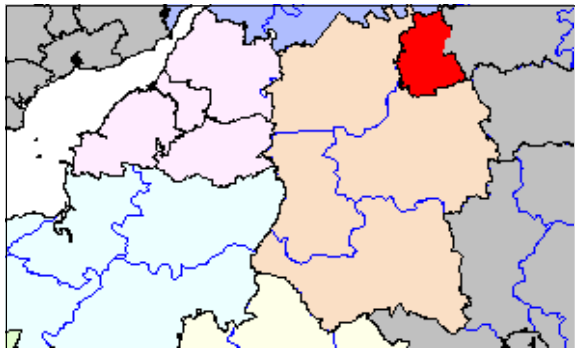
## Salisbury Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	328,000	323,000	-2%
Domestic nights	882,000	782,000	-11%
Domestic spend	£52,501,000	£42,136,000	-20%
<b>Overseas</b>			
Overseas trips	53,000	69,000	30%
Overseas nights	252,000	522,000	107%
Overseas spend	£15,932,000	£18,254,000	15%
<b>Other tourism related spend</b>			
Other tourism related spend	£8,961,000	£9,911,000	11%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	5,468	4,339	-21%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	9%	8%	-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

## Swindon Briefing 2003



### KEY FACTS

**527,000** trips by staying visitors  
**1,540,000** staying visitor nights  
**£74,516,000** spend by staying visitors  
**1,665,000** day visits  
**£50,858,000** spend by day visitors  
**£15,044,000** other tourism related spend  
**3,536** 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	168,000	346,000	£31,615,000
Self catering	2,000	9,000	£474,000
Touring caravans /tents	1,000	5,000	£119,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	5,000	£217,000
Paying guests in private homes	0	0	£0
Second homes	0	0	£0
Boat moorings	0	0	£0
Other	18,000	33,000	£2,141,000
Staying with friends and relatives (VFR)	263,000	612,000	£22,688,000
<b>Total</b>	<b>454,000</b>	<b>1,010,000</b>	<b>£57,255,000</b>

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

	Trips	Nights	Spend
Serviced	36,000	168,000	£10,013,000
Self catering	0	2,000	£44,000
Touring caravans /tents	0	1,000	£8,000
Static vans/holiday centres	0	0	£0
Group/campus	0	6,000	£237,000
Paying guests in private homes	0	0	£0
Second homes	0	0	£0
Boat moorings	0	0	£0
Other	2,000	4,000	£155,000
Staying with friends and relatives (VFR)	33,000	348,000	£6,804,000
<b>Total</b>	<b>73,000</b>	<b>530,000</b>	<b>£17,261,000</b>

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

	Trips	Nights	Spend
Holiday	252,000	619,000	£31,859,000
Business	71,000	124,000	£12,357,000
VFR	123,000	222,000	£6,969,000
Other	7,000	45,000	£6,069,000
Study	0	0	£0
<b>Total</b>	<b>454,000</b>	<b>1,010,000</b>	<b>£57,255,000</b>

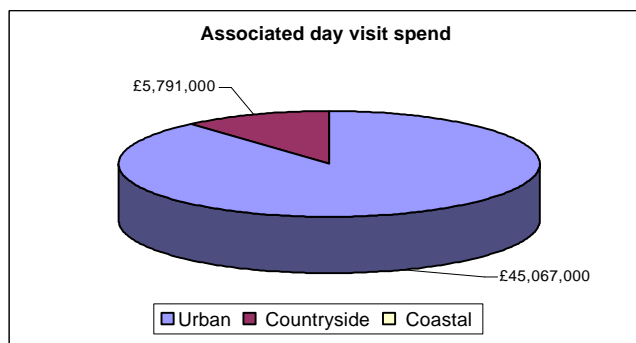
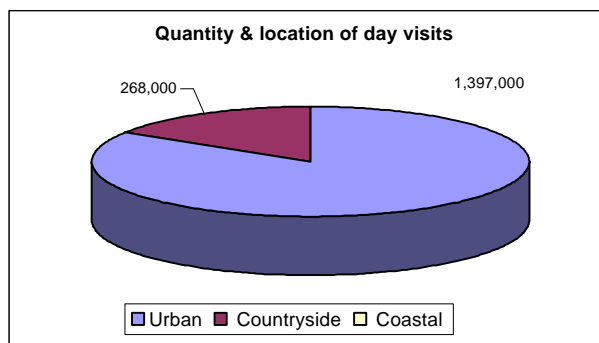
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	23,000	121,000	£4,482,000
Business	21,000	106,000	£6,662,000
VFR	27,000	260,000	£5,654,000
Other	2,000	43,000	£464,000
Study	0	0	£0
<b>Total</b>	<b>73,000</b>	<b>530,000</b>	<b>£17,261,000</b>

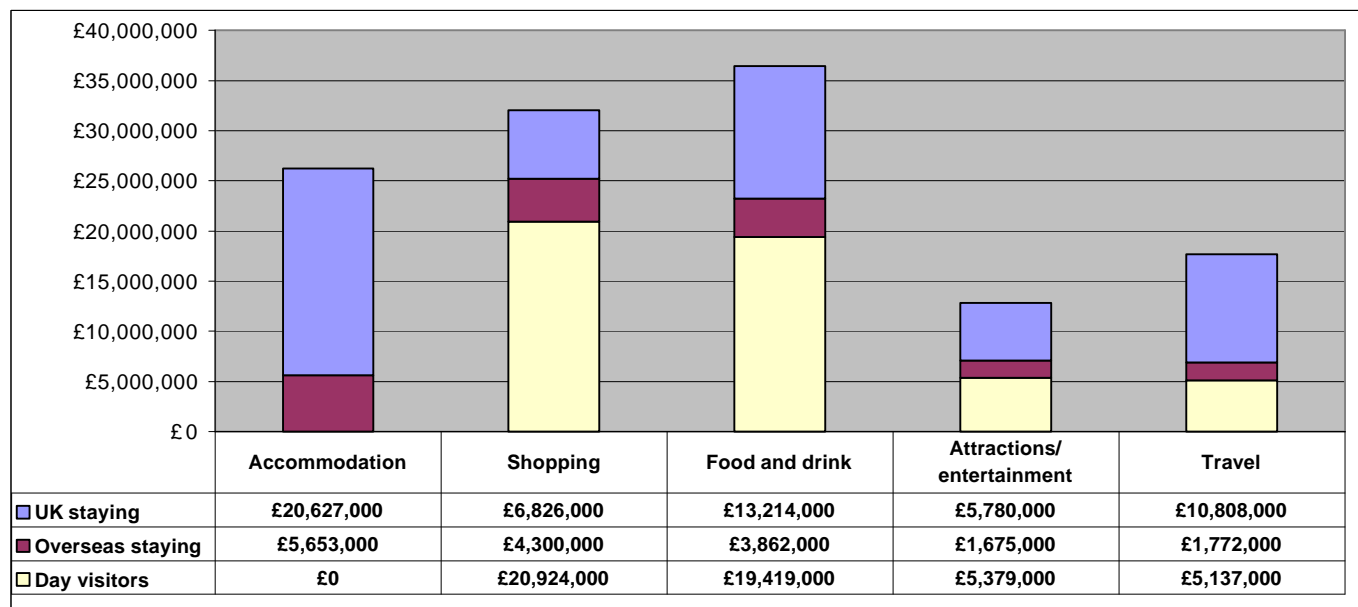
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

# Swindon Briefing 2003

## Day visits



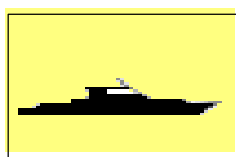
## Visitor spend



## Other tourism related spend



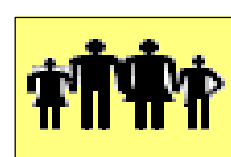
**Second Homes**  
£0



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£15,044,000

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	1,744	914	2,658
Indirect jobs	440	179	619
Induced jobs	232	27	258
<b>Total</b>	<b>2,416</b>	<b>1,120</b>	<b>3,536</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,624</b>

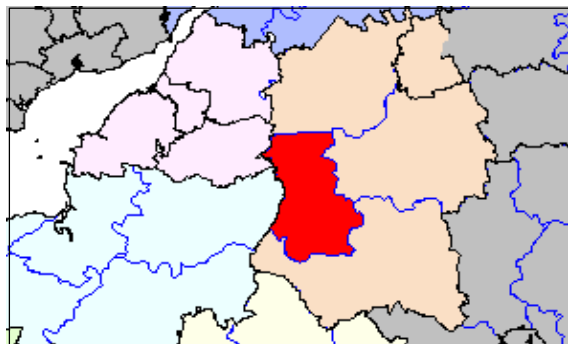
## Swindon Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	381,000	454,000	19%
Domestic nights	1,010,000	1,010,000	0%
Domestic spend	£50,730,000	£57,255,000	13%
Overseas trips	29,000	73,000	152%
Overseas nights	184,000	530,000	188%
Overseas spend	£8,410,000	£17,261,000	105%
Other tourism related spend	£13,639,000	£15,044,000	10%
Tourism related jobs (Estimated actual)	3,567	3,536	-1%
% of employment supported by tourism	4%	4%	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**

## West Wiltshire Briefing 2003



<b>KEY FACTS</b>
334,000 trips by staying visitors
1,022,000 staying visitor nights
£44,620,000 spend by staying visitors
2,018,000 day visits
£54,856,000 spend by day visitors
£10,346,000 other tourism related spend
2,676 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	84,000	173,000	£15,776,000
Self catering	12,000	50,000	£2,498,000
Touring caravans /tents	13,000	45,000	£1,163,000
Static vans/holiday centres	0	0	£ 0
Group/campus	0	0	£ 0
Paying guests in private homes	0	0	£ 0
Second homes	6,000	25,000	£1,200,000
Boat moorings	0	1,000	£27,000
Other	12,000	22,000	£1,405,000
Staying with friends and relatives (VFR)	173,000	402,000	£14,888,000
<b>Total</b>	<b>300,000</b>	<b>716,000</b>	<b>£36,958,000</b>

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

	Trips	Nights	Spend
Serviced	9,000	42,000	£2,470,000
Self catering	0	10,000	£235,000
Touring caravans /tents	1,000	6,000	£80,000
Static vans/holiday centres	0	0	£ 0
Group/campus	0	0	£ 0
Paying guests in private homes	0	0	£ 0
Second homes	1,000	17,000	£310,000
Boat moorings	0	0	£ 0
Other	2,000	3,000	£101,000
Staying with friends and relatives (VFR)	22,000	229,000	£4,465,000
<b>Total</b>	<b>34,000</b>	<b>306,000</b>	<b>£7,662,000</b>

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

	Trips	Nights	Spend
Holiday	184,000	476,000	£23,229,000
Business	30,000	55,000	£5,176,000
VFR	81,000	154,000	£4,572,000
Other	5,000	31,000	£3,981,000
Study	0	0	£ 0
<b>Total</b>	<b>300,000</b>	<b>716,000</b>	<b>£36,958,000</b>

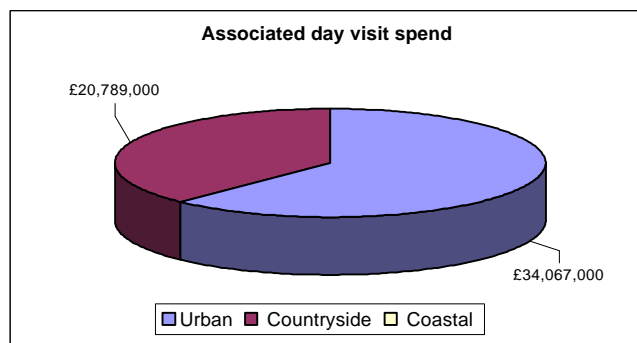
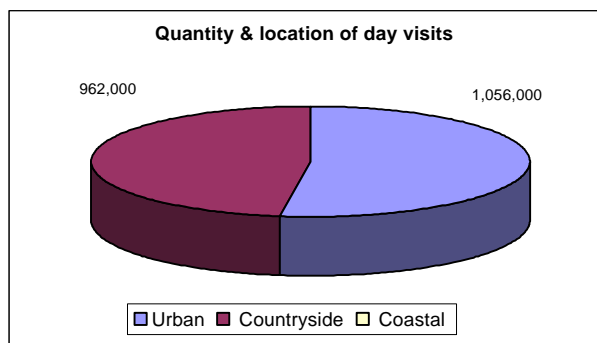
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	8,000	43,000	£1,618,000
Business	4,000	22,000	£1,388,000
VFR	19,000	182,000	£4,007,000
Other	2,000	59,000	£649,000
Study	0	0	£ 0
<b>Total</b>	<b>34,000</b>	<b>306,000</b>	<b>£7,662,000</b>

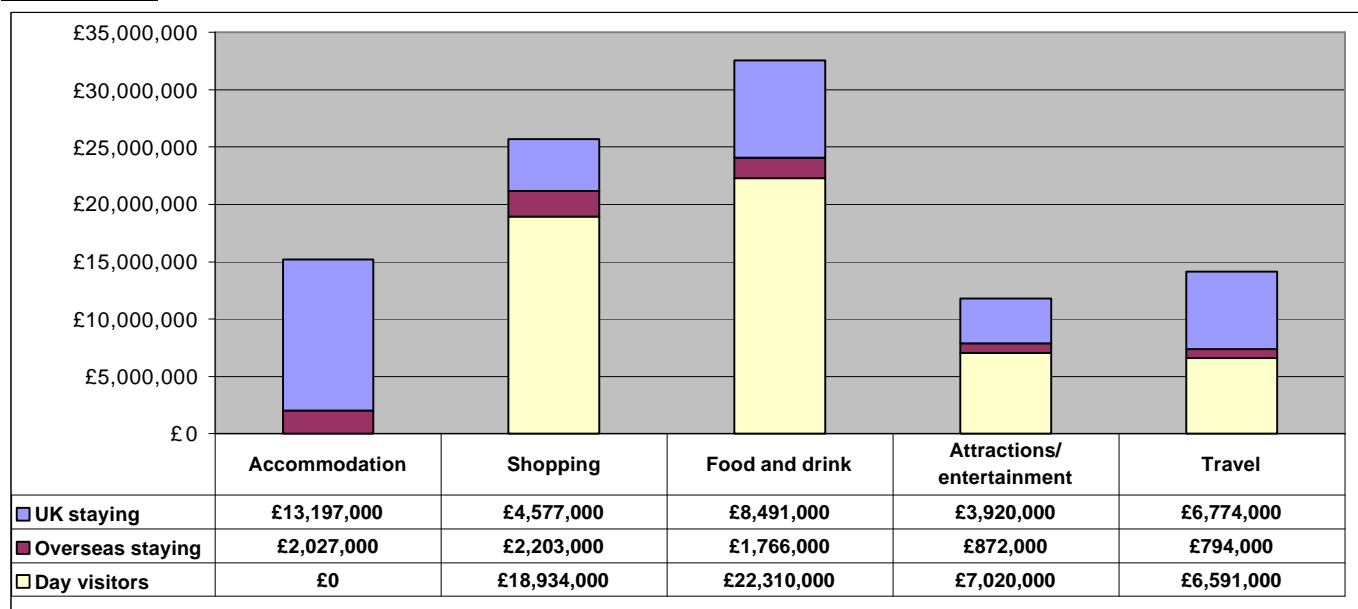
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

# West Wiltshire Briefing 2003

## Day visits



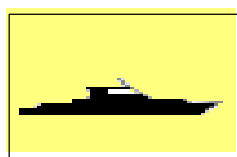
## Visitor spend



## Other tourism related spend



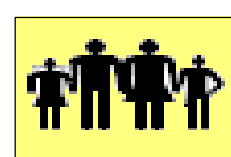
**Second Homes**  
£143,000



**Boats**  
£200,000



**Static Vans**  
£0



**VFR**  
£10,003,000

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	1,186	1,100	2,287
Indirect jobs	192	131	323
Induced jobs	58	9	67
<b>Total</b>	<b>1,436</b>	<b>1,240</b>	<b>2,676</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>1,928</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.

## West Wiltshire Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	298,000	300,000	1%
Domestic nights	807,000	716,000	-11%
Domestic spend	£45,726,000	£36,958,000	-19%
Overseas trips	29,000	34,000	17%
Overseas nights	167,000	306,000	83%
Overseas spend	£8,837,000	£7,662,000	-13%
Other tourism related spend	£8,928,000	£10,346,000	16%
Tourism related jobs (Estimated actual)	3,528	2,676	-24%
% 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