

# The Economic Impact of Gloucestershire's Visitor Economy 2014

## Cotswold district

Produced on behalf of Cotswold District Council

By

The South West Research Company Ltd



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# Introduction

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This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Cotswold district and Gloucestershire county in 2014. Comparisons are also provided to other Gloucestershire districts although it should be noted that Gloucester did not participate in the project.

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2014, including key facts about the economy, weather and key events please see Appendix 2 of this report.



# Value of Tourism 2014

## Cotswold

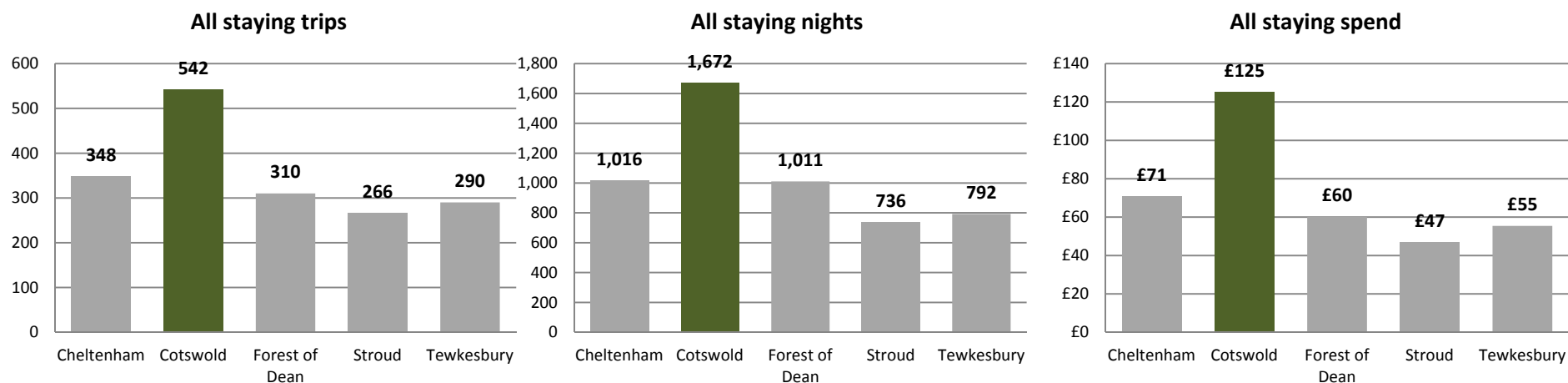
Key Facts	
541,500	Staying visitor trips
1,672,000	Staying visitor nights
£124,953,000	Staying visitor spend
6,784,000	Day visits
£203,616,000	Day visitor spend
£328,569,000	Direct visitor spend
£6,317,000	Other related spend
£334,886,000	TOTAL VISITOR RELATED SPEND
£382,642,000	TOTAL BUSINESS TURNOVER SUPPORTED
7,503	Estimated actual employment
5,355	FTE employment
17%	Proportion of all employment

## Cotswold – Staying visits

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

# Cotswold - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	297	51	682	334	£50	£21
Cotswold	477	65	1,258	414	£95	£30
Forest of Dean	269	41	712	299	£41	£19
Stroud	227	39	509	227	£33	£14
Tewkesbury	248	42	557	235	£40	£16

## Cotswold - Staying visits by accommodation type

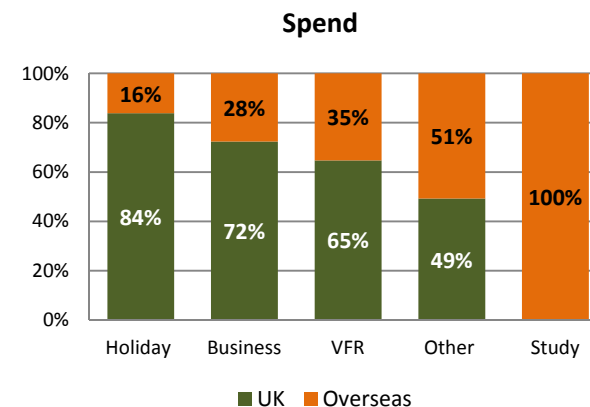
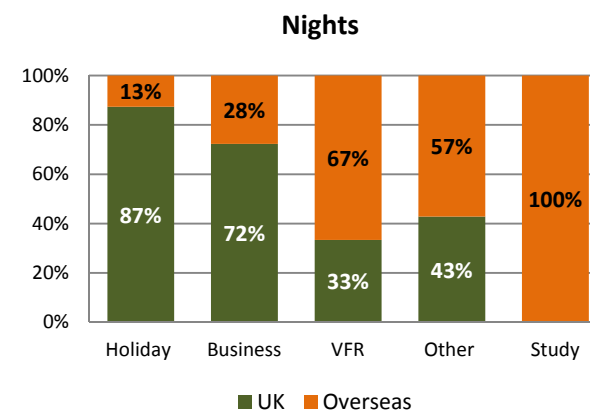
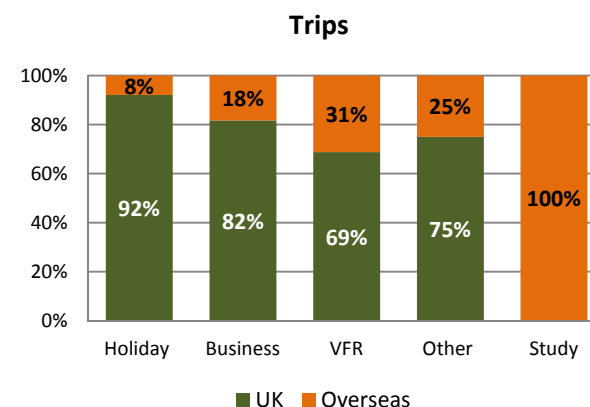
Domestic tourists	Trips	Nights	Spend
Serviced	157,400	293,000	£33,639,000
Self catering	148,100	508,000	£42,042,000
Touring caravans /tents	49,800	147,000	£6,137,000
Static vans/holiday centres	19,400	78,000	£4,595,000
Group/campus	4,000	12,000	£399,000
Paying guest in private homes	0	0	£0
Second homes	5,200	21,000	£811,000
Boat moorings	1,800	4,000	£190,000
Other	1,400	5,000	£413,000
Staying with friends and relatives	89,800	191,000	£6,997,000
<b>Total</b>	<b>476,800</b>	<b>1,258,000</b>	<b>£95,223,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	31,900	86,000	£11,154,000
Self catering	5,900	101,000	£7,015,000
Touring caravans /tents	4,100	16,000	£917,000
Static vans/holiday centres	0	2,000	£109,000
Group/campus	2,600	29,000	£2,052,000
Paying guest in private homes	1,000	31,000	£1,240,000
Second homes	1,900	27,000	£1,502,000
Boat moorings	0	0	£0
Other	2,500	9,000	£608,000
Staying with friends and relatives	14,800	114,000	£5,132,000
<b>Total</b>	<b>64,700</b>	<b>414,000</b>	<b>£29,730,000</b>

# Cotswold - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	374,000	1,031,000	£66,214,000
Business	67,000	154,000	£16,734,000
Visits to friends and relatives	33,000	68,000	£11,315,000
Other	3,000	6,000	£960,000
Study	0	0	£0
<b>Total</b>	<b>477,000</b>	<b>1,258,000</b>	<b>£95,223,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	32,000	149,000	£12,732,000
Business	15,000	59,000	£6,398,000
Visits to friends and relatives	15,000	136,000	£6,173,000
Other	1,000	8,000	£990,000
Study	1,000	61,000	£3,436,000
<b>Total</b>	<b>65,000</b>	<b>414,000</b>	<b>£29,730,000</b>





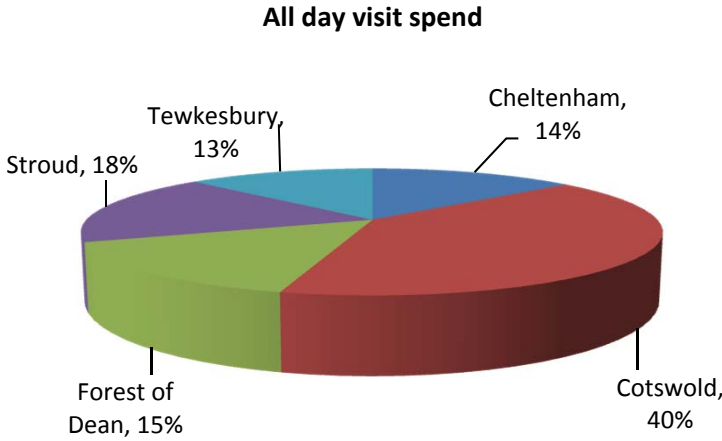
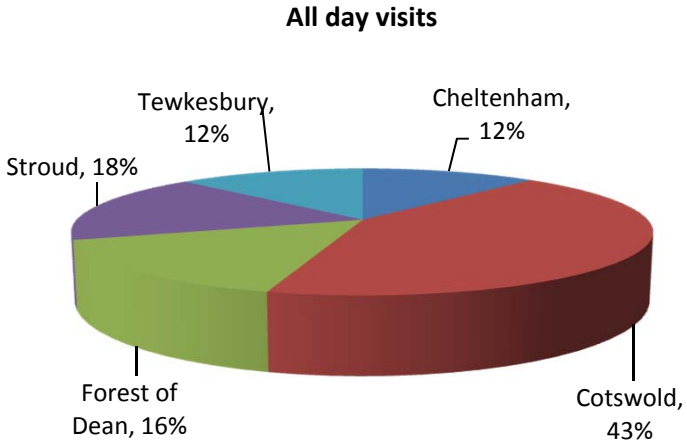
## Cotswold – Day visits

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Information on day visits within this report has been derived from the 2014 Great Britain Day Visit Survey (GBDVS). The survey, which was first undertaken in 2011, provides a much needed update on day visit activity in Great Britain and generally speaking estimated greater frequencies of trip taking than the previous day visit survey (England Leisure Visits Survey 2005). As a result of the new methodology in 2011 comparisons with previous day visit estimates are not possible.

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

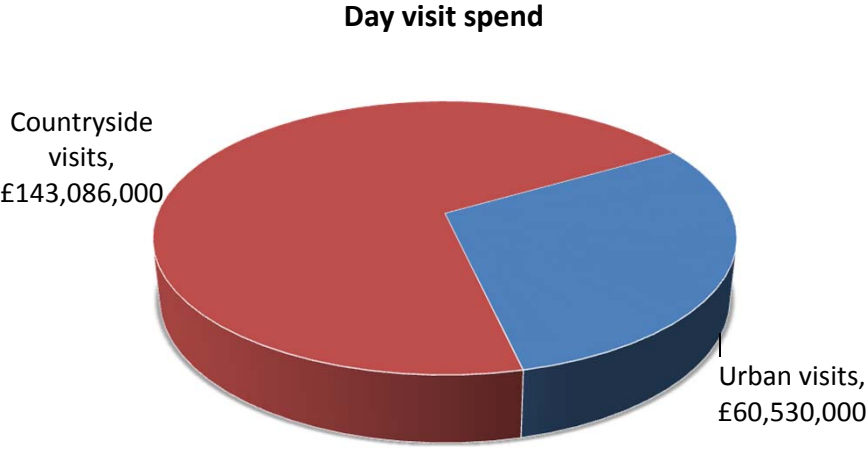
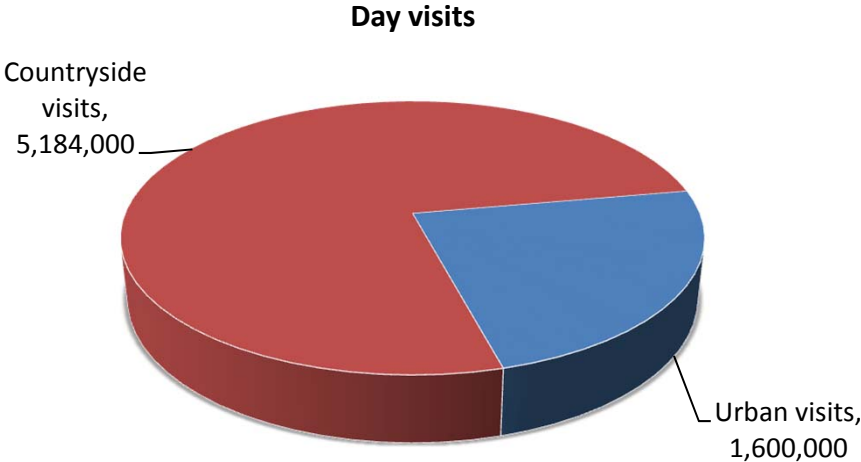
# Cotswold - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	1.9	£69.3
Cotswold	6.8	£203.6
Forest of Dean	2.5	£76.4
Stroud	2.8	£90.8
Tewkesbury	2.0	£63.0

# Cotswold - Day visits by location

Total day visits	Total day visit spend
6,784,000	£203,616,000



## Cotswold - Direct visitor expenditure by category

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

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

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

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

# Cotswold – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £34,399,000
- Overseas staying visitors £9,452,000



## Shopping

- UK staying visitors £11,618,000
- Overseas staying visitors £8,012,000
- Day visitors £53,811,000



## Food & drink

- UK staying visitors £21,864,000
- Overseas staying visitors £6,339,000
- Day visitors £89,000,000



## Attractions/entertainment

- UK staying visitors £9,818,000
- Overseas staying visitors £3,107,000
- Day visitors £31,850,000



## Travel

- UK staying visitors £17,525,000
- Overseas staying visitors £2,820,000
- Day visitors £29,225,000

## Cotswold – Other visitor related expenditure by category

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Second Homes  
£1,315,000



Visiting friends and relatives (non-visitor spend)  
£4,802,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Cotswold – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£44,415,000	£1,780,000	£46,195,000
Retailing	£19,433,000	£53,273,000	£72,706,000
Catering	£27,356,000	£86,330,000	£113,686,000
Attractions/entertainment	£13,404,000	£33,008,000	£46,412,000
Transport	£12,207,000	£17,535,000	£29,742,000
Arising from non trip spend	£6,317,000	£0	£6,317,000
<b>Total Direct</b>	<b>£123,132,000</b>	<b>£191,926,000</b>	<b>£315,058,000</b>

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

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£123,132,000	£191,926,000	£315,058,000
Supplier and income induced	£30,761,000	£36,823,000	£67,584,000
<b>Total</b>	<b>£153,893,000</b>	<b>£228,749,000</b>	<b>£382,642,000</b>

## Cotswold – Tourism related employment

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

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

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

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

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



# Cotswold – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)

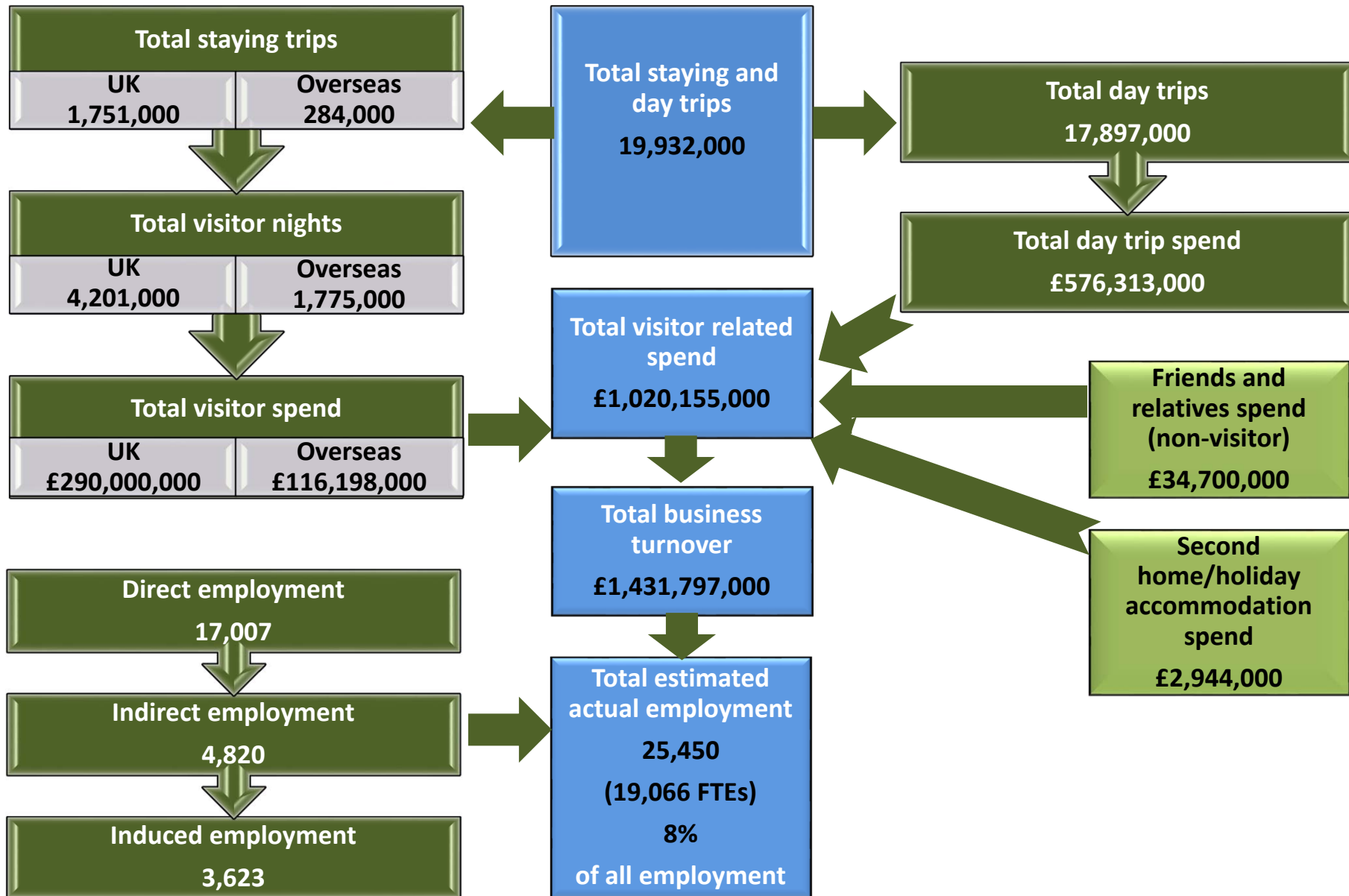


Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	749	30	779
Retailing	182	499	680
Catering	410	1,293	1,703
Attractions/entertainment	235	578	812
Transport	85	122	207
Arising from non trip spend	100	0	100
<b>Total Direct</b>	<b>1,760</b>	<b>2,522</b>	<b>4,282</b>

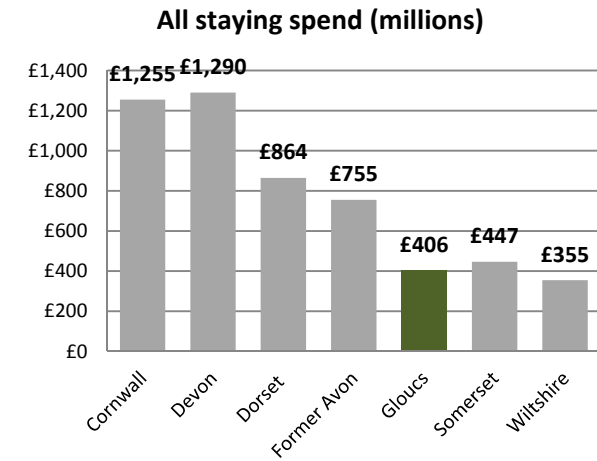
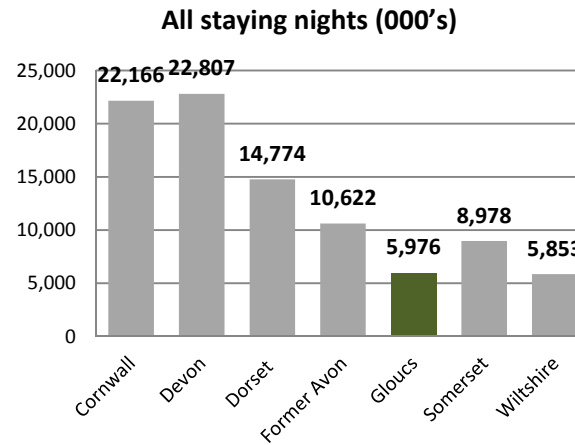
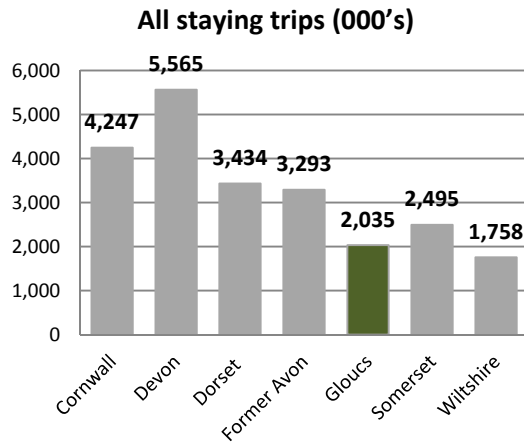
# Gloucestershire 2014



# Gloucestershire - Key facts at a glance



# Gloucestershire - Staying visits in the regional context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	3,912	335	19,821	2,345	£1,117	£138
Devon	5,121	444	19,687	3,120	£1,097	£192
Dorset	3,098	336	11,705	3,069	£682	£183
Former Avon	2,592	701	6,465	4,157	£498	£257
Gloucestershire	1,751	284	4,201	1,775	£290	£116
Somerset	2,303	192	7,631	1,347	£380	£66
Wiltshire	1,471	287	4,099	1,754	£258	£97

## Gloucestershire - Staying visits by accommodation type

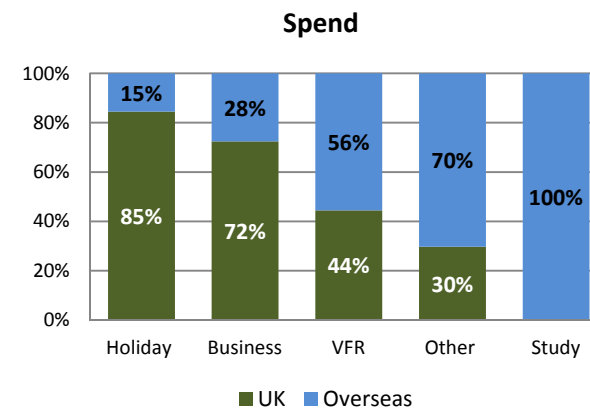
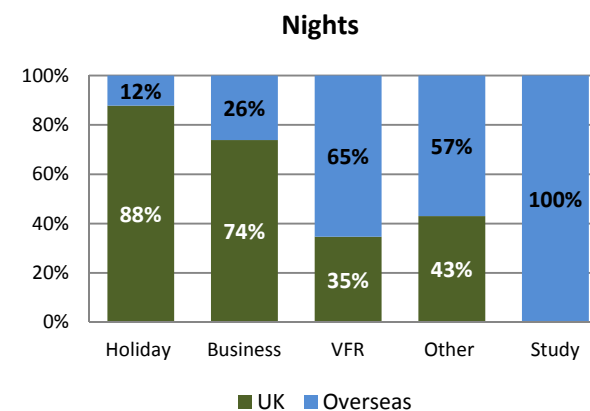
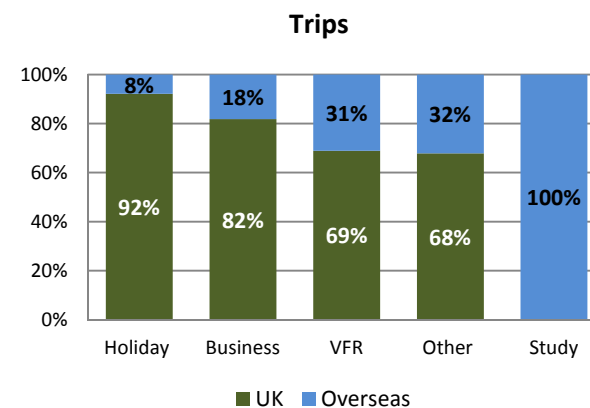
Domestic tourists	Trips	Nights	Spend
Serviced	562,000	1,047,000	£120,147,000
Self catering	302,000	1,036,000	£85,758,000
Touring caravans /tents	170,000	501,000	£20,953,000
Static vans/holiday centres	24,000	96,000	£5,676,000
Group/campus	17,000	51,000	£1,711,000
Paying guest in private homes	0	0	£0
Second homes	8,000	32,000	£1,253,000
Boat moorings	9,000	21,000	£961,000
Other	10,000	34,000	£2,982,000
Staying with friends and relatives	649,000	1,383,000	£50,559,000
<b>Total</b>	<b>1,751,000</b>	<b>4,201,000</b>	<b>£290,000,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	114,000	307,000	£39,839,000
Self catering	12,000	207,000	£14,310,000
Touring caravans /tents	14,000	53,000	£3,131,000
Static vans/holiday centres	0	2,000	£135,000
Group/campus	11,000	124,000	£8,789,000
Paying guest in private homes	5,000	157,000	£6,198,000
Second homes	3,000	41,000	£2,321,000
Boat moorings	0	0	£0
Other	18,000	62,000	£4,391,000
Staying with friends and relatives	107,000	822,000	£37,084,000
<b>Total</b>	<b>284,000</b>	<b>1,775,000</b>	<b>£116,198,000</b>

# Gloucestershire - Staying visits by purpose

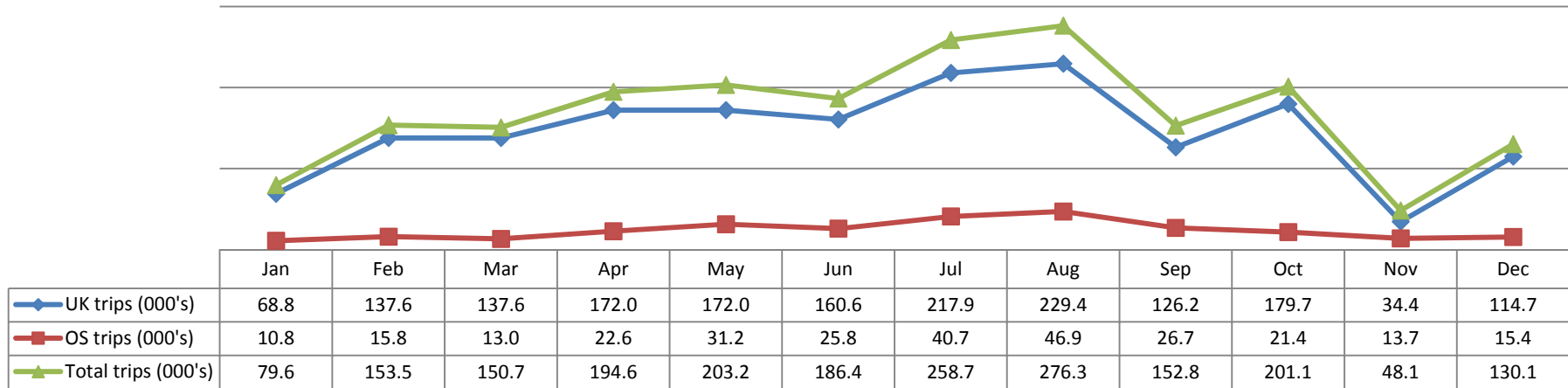
Domestic tourists	Trips	Nights	Spend
Holiday	1,254,000	3,208,000	£205,511,000
Business	239,000	503,000	£50,833,000
Visits to friends and relatives	239,000	453,000	£31,025,000
Other	19,000	37,000	£2,631,000
Study	0	0	£0
<b>Total</b>	<b>1,751,000</b>	<b>4,201,000</b>	<b>£290,000,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	107,000	444,000	£37,643,000
Business	53,000	178,000	£19,332,000
Visits to friends and relatives	108,000	854,000	£38,731,000
Other	9,000	49,000	£6,214,000
Study	7,000	250,000	£14,278,000
<b>Total</b>	<b>284,000</b>	<b>1,775,000</b>	<b>£116,198,000</b>

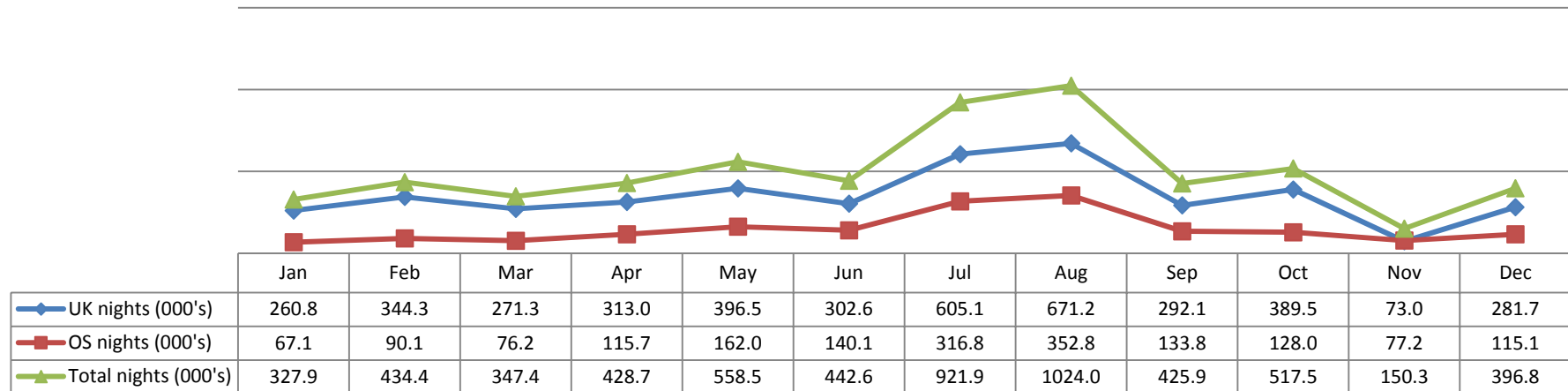


# Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips

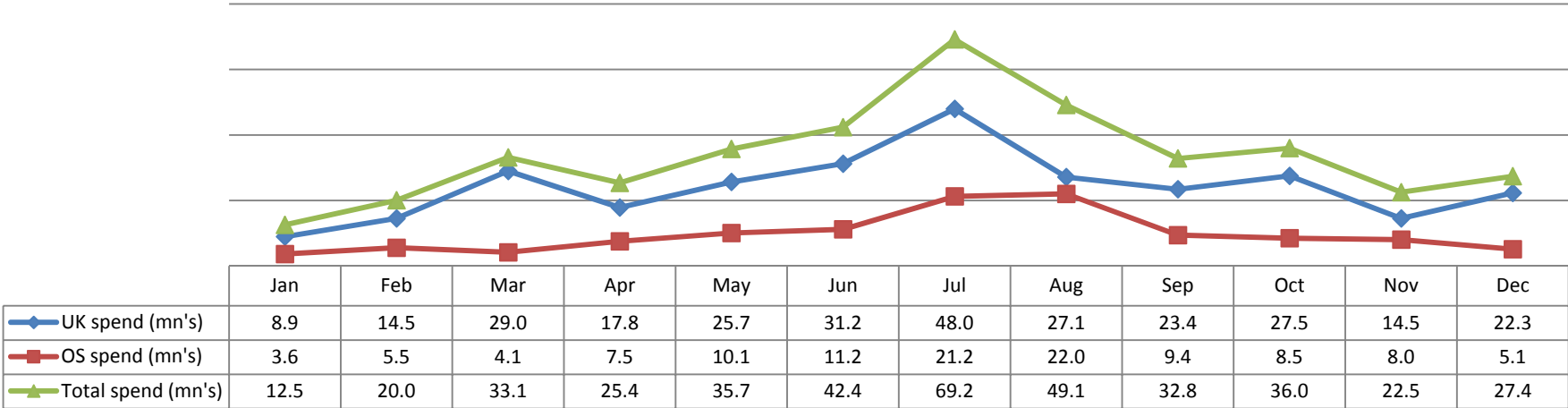


Seasonality - nights



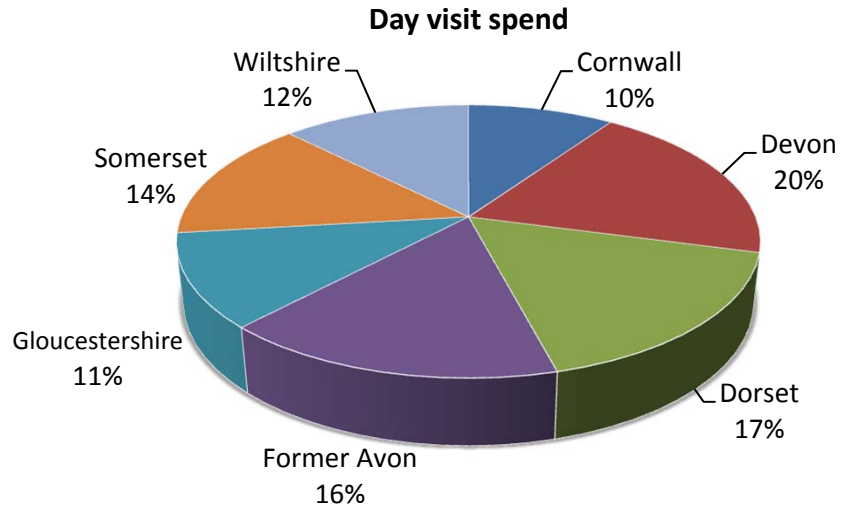
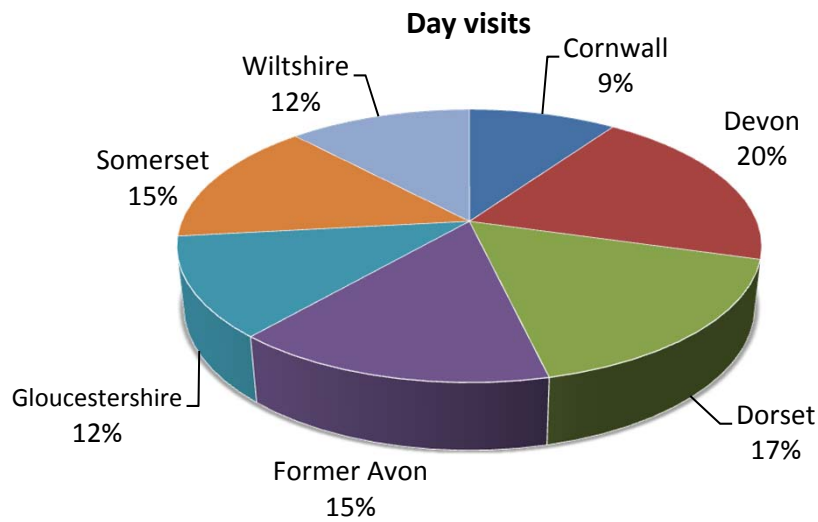
# Gloucestershire - Estimated seasonality of staying visits

Seasonality - spend





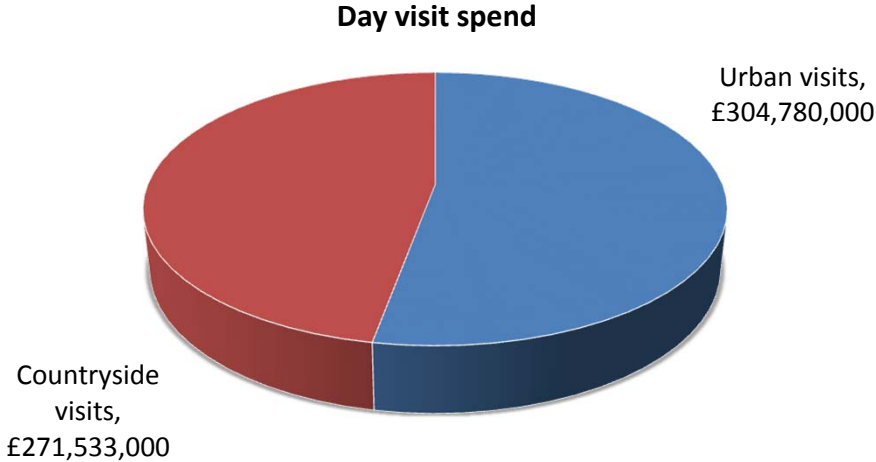
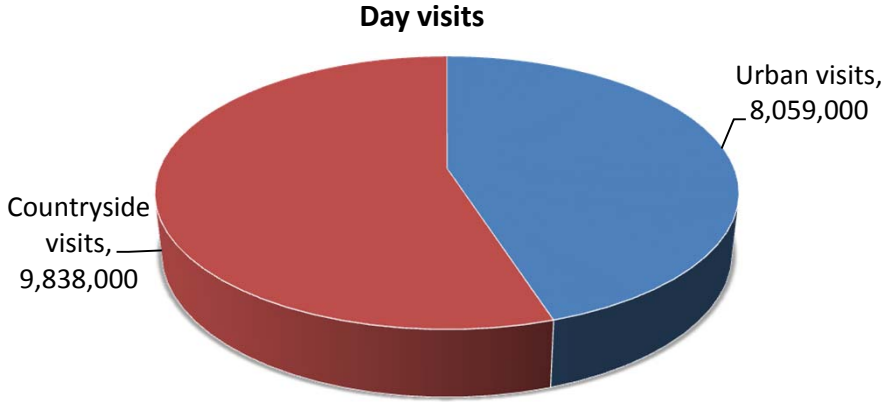
# Gloucestershire - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.6	£499.8
Devon	29.8	£1,015.9
Dorset	25.5	£870.8
Former Avon	22.8	£839.3
Gloucestershire	17.9	£576.3
Somerset	22.3	£751.4
Wiltshire	18.1	£646.2

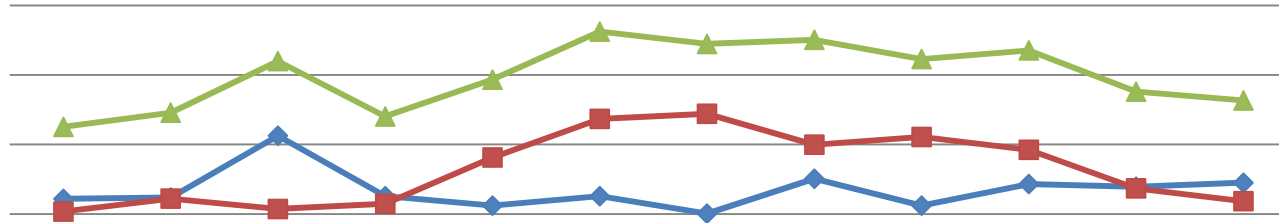
# Gloucestershire - Day visits by location

Total day visits	Total day visit spend
17,897,000	£576,313,000



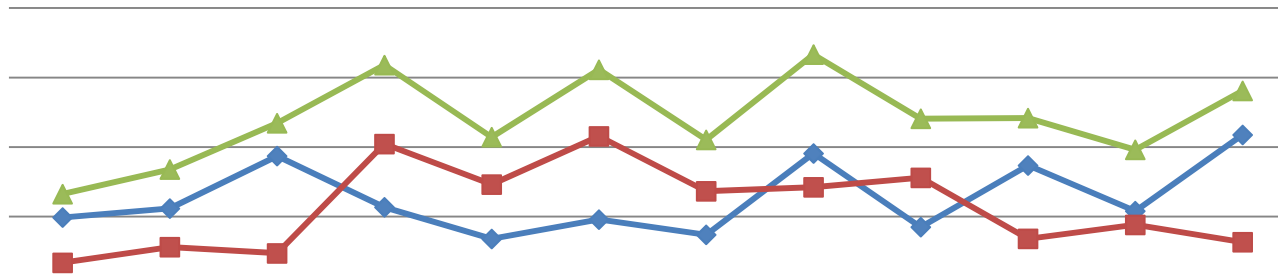
# Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	608.8	618.4	1062.9	628.1	560.5	628.1	502.5	753.7	560.5	715.1	695.7	724.7
Rural (000's)	517.8	610.3	536.3	573.3	906.1	1183.5	1220.5	998.6	1054.1	961.6	684.2	591.8
Total (000's)	1126.6	1228.7	1599.2	1201.4	1466.6	1811.6	1723.0	1752.3	1614.5	1676.7	1380.0	1316.5

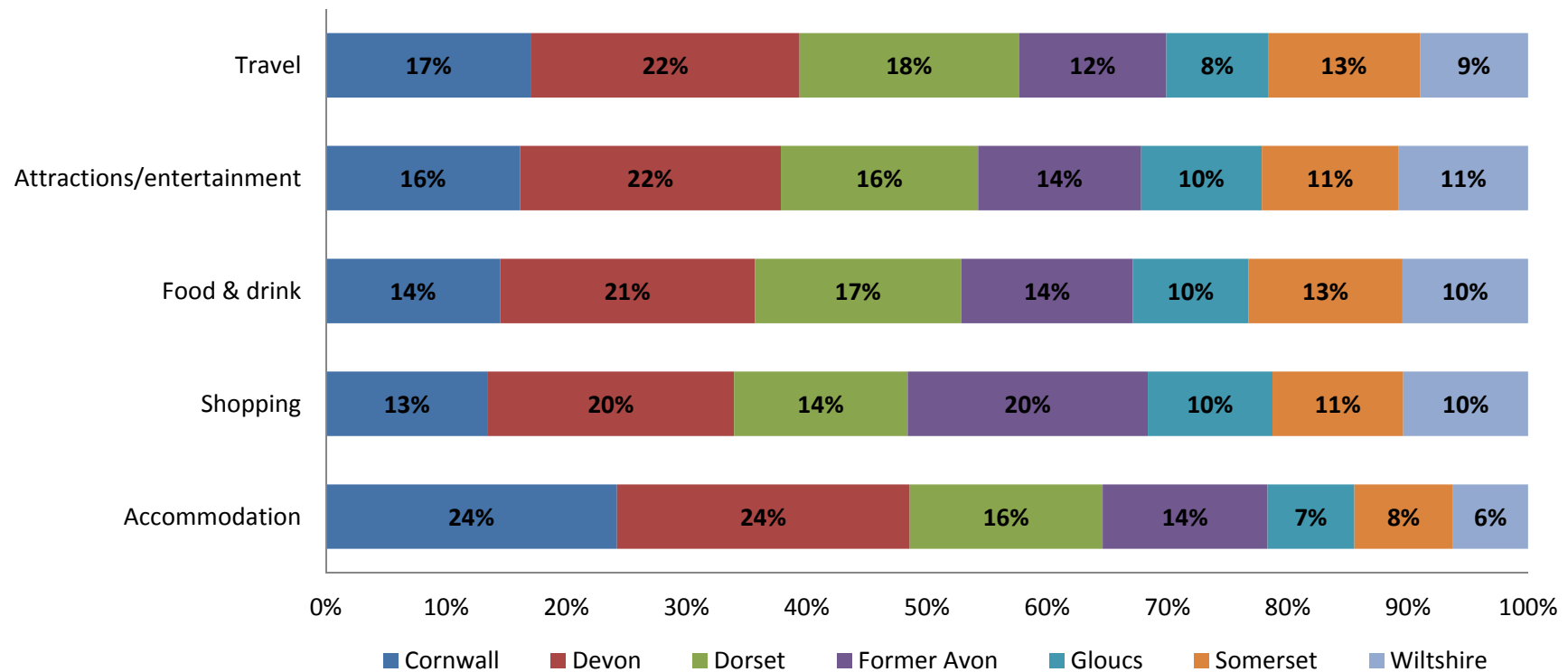
Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	19.8	22.3	37.4	22.7	13.6	19.2	14.8	38.2	17.0	34.7	21.6	43.5
Rural (mn)	6.7	11.2	9.5	40.9	29.3	43.1	27.3	28.4	31.2	13.6	17.6	12.7
Total (mn)	26.5	33.6	46.9	63.6	42.9	62.3	42.1	66.6	48.2	48.3	39.2	56.2

## Gloucestershire – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£1,926,786,000	£2,427,485,000	£3,399,928,000	£1,199,397,000	£1,610,769,000	£10,564,362,000
%	18%	23%	32%	11%	15%	100%



# Gloucestershire – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £105,595,000
- Overseas staying visitors £33,513,000



## Shopping

- UK staying visitors £35,314,000
- Overseas staying visitors £32,967,000
- Day visitors £185,652,000



## Food & drink

- UK staying visitors £66,292,000
- Overseas staying visitors £25,135,000
- Day visitors £239,377,000



## Attractions/entertainment

- UK staying visitors £29,814,000
- Overseas staying visitors £13,415,000
- Day visitors £78,202,000



## Travel

- UK staying visitors £52,986,000
- Overseas staying visitors £11,168,000
- Day visitors £73,082,000

## Gloucestershire – Other visitor related expenditure by category

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Second Homes

£1,934,000



Boats

£1,010,000



Visiting friends and relatives (non-visitor spend)

£34,700,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

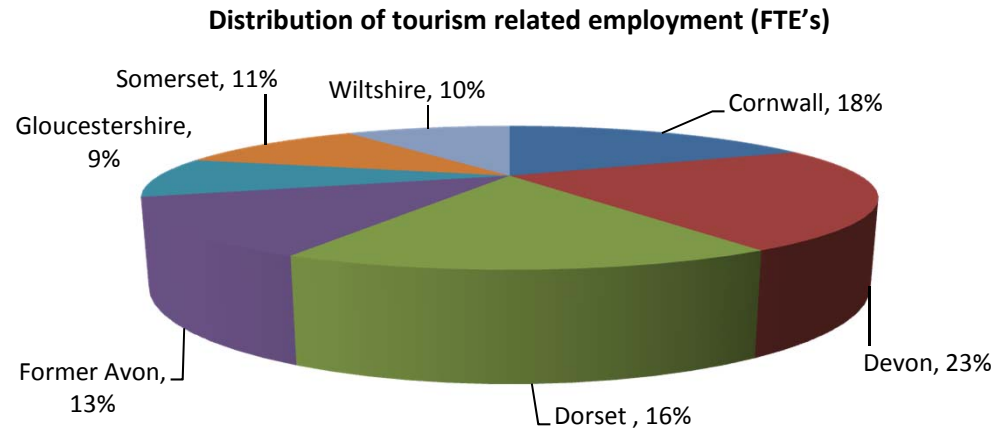
## Gloucestershire – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£140,937,000	£4,788,000	£145,725,000
Retailing	£67,598,000	£183,796,000	£251,394,000
Catering	£88,684,000	£232,196,000	£320,880,000
Attractions/entertainment	£44,825,000	£82,452,000	£127,277,000
Transport	£38,492,000	£43,849,000	£82,341,000
Arising from non trip spend	£37,644,000	£0	£37,644,000
<b>Total Direct</b>	<b>£418,180,000</b>	<b>£547,081,000</b>	<b>£965,261,000</b>

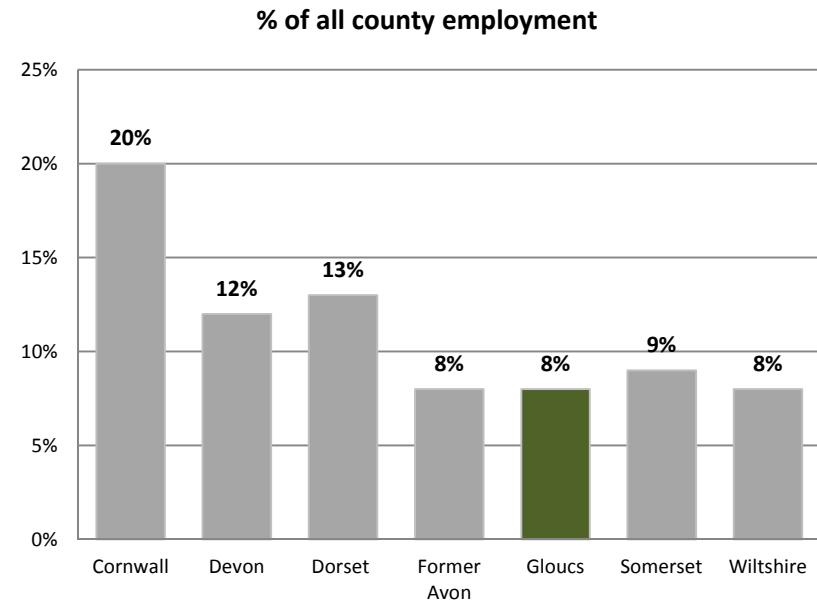
\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£418,180,000	£547,081,000	£965,261,000
Supplier and income induced	£226,796,000	£239,740,000	£466,536,000
<b>Total</b>	<b>£644,976,000</b>	<b>£786,821,000</b>	<b>£1,431,797,000</b>

# Gloucestershire – Tourism related employment in the regional context



Area	Number of FTE's
Cornwall	39,336
Devon	48,701
Dorset	35,054
Former Avon	27,279
Gloucestershire	19,066
Somerset	23,777
Wiltshire	20,937





# Gloucestershire – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	2,116	72	2,188
Retailing	564	1,532	2,096
Catering	1,184	3,100	4,283
Attractions/entertainment	699	1,286	1,985
Transport	239	272	510
Arising from non trip spend	598	0	598
<b>Total Direct</b>	<b>5,399</b>	<b>6,262</b>	<b>11,661</b>