

The Economic Impact of Gloucestershire's Visitor Economy 2019

Cotswold district

Produced on behalf of Cotswold District Council
By
The South West Research Company Ltd



November 2020



Contents

	Page
Introduction	3
Cotswold district data	4
Gloucestershire county data	18



Introduction

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 2019. Comparisons are also provided to other Gloucestershire districts.

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 2019, including key facts about the economy, weather and key events please see Appendix 2 of this report.



Value of Tourism 2019

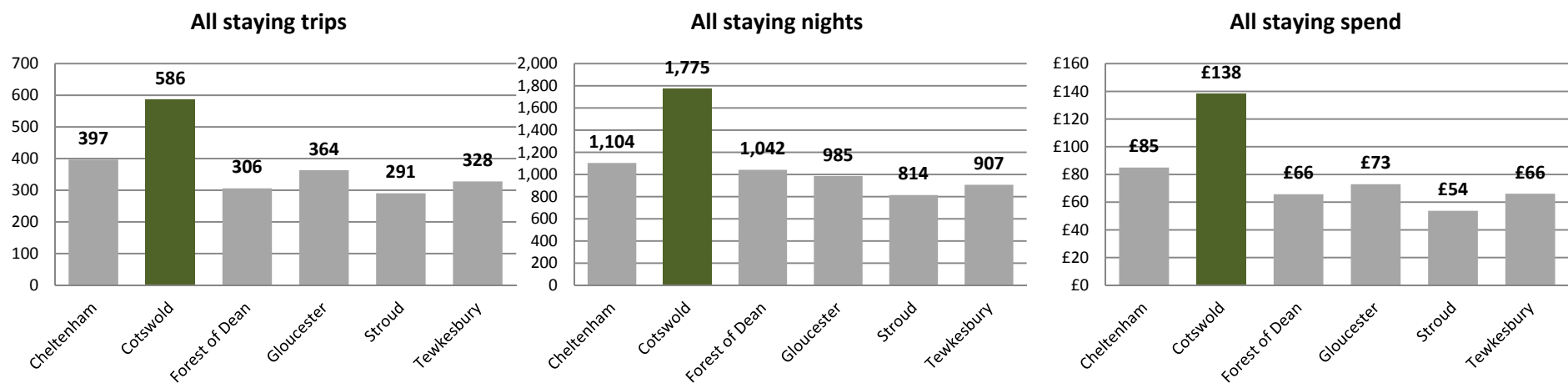
Cotswold

Key Facts	
586,000	Staying visitor trips
1,775,000	Staying visitor nights
£138,311,000	Staying visitor spend
7,019,000	Day visits
£221,648,000	Day visitor spend
£359,959,000	Direct visitor spend
£6,513,000	Other related spend
£366,472,000	TOTAL VISITOR RELATED SPEND
£418,098,000	TOTAL BUSINESS TURNOVER SUPPORTED
7,348	Estimated actual employment
5,266	FTE employment
17%	Proportion of all employment

Cotswold – Staying visits

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. 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	345	52	776	328	£60	£25
Cotswold	519	67	1,309	466	£99	£39
Forest of Dean	267	39	695	347	£42	£23
Gloucester	313	50	675	310	£50	£23
Stroud	253	38	571	243	£36	£17
Tewkesbury	287	41	663	244	£47	£19

Cotswold - Staying visits by accommodation type

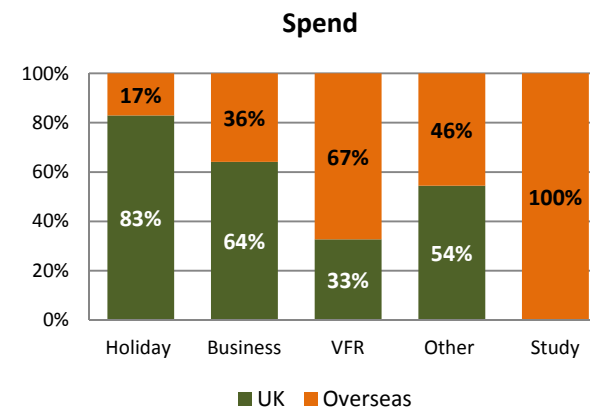
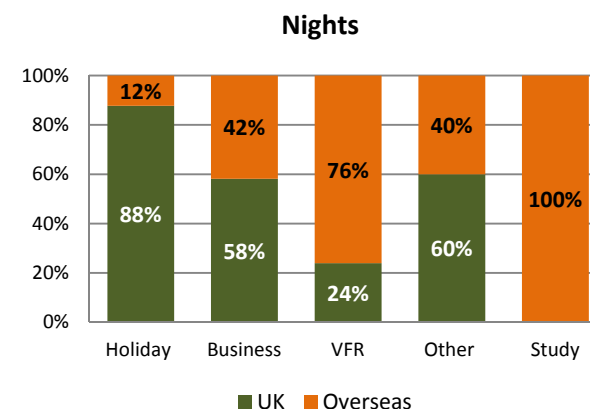
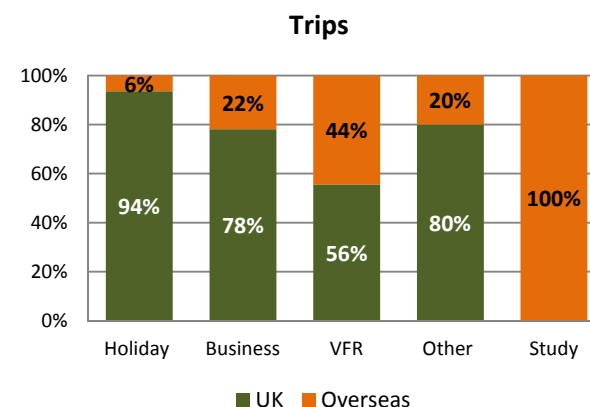
Domestic tourists	Trips	Nights	Spend
Serviced	187,500	332,000	£40,726,000
Self catering	130,600	415,000	£37,235,000
Touring caravans /tents	59,200	204,000	£8,292,000
Static vans/holiday centres	1,600	8,000	£391,000
Group/campus	7,900	16,000	£777,000
Paying guest in private homes	0	0	£0
Second homes	25,100	90,000	£2,466,000
Boat moorings	3,700	12,000	£749,000
Other	2,400	7,000	£499,000
Staying with friends and relatives	101,200	225,000	£8,316,000
Total	519,000	1,309,000	£99,450,000

Overseas tourists	Trips	Nights	Spend
Serviced	32,300	104,000	£14,968,000
Self catering	6,100	90,000	£5,496,000
Touring caravans /tents	4,300	19,000	£1,044,000
Static vans/holiday centres	0	0	£49,000
Group/campus	4,100	67,000	£4,652,000
Paying guest in private homes	800	13,000	£619,000
Second homes	2,700	41,000	£4,999,000
Boat moorings	0	0	£0
Other	2,800	9,000	£663,000
Staying with friends and relatives	14,300	123,000	£6,371,000
Total	67,000	466,000	£38,861,000

Cotswold - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	440,000	1,141,000	£79,332,000
Business	50,000	107,000	£13,956,000
Visits to friends and relatives	25,000	53,000	£5,018,000
Other	4,000	9,000	£1,145,000
Study	0	0	£0
Total	519,000	1,309,000	£99,450,000

Overseas tourists	Trips	Nights	Spend
Holiday	30,000	159,000	£16,329,000
Business	14,000	77,000	£7,798,000
Visits to friends and relatives	20,000	168,000	£10,322,000
Other	1,000	6,000	£958,000
Study	2,000	56,000	£3,454,000
Total	67,000	466,000	£38,861,000

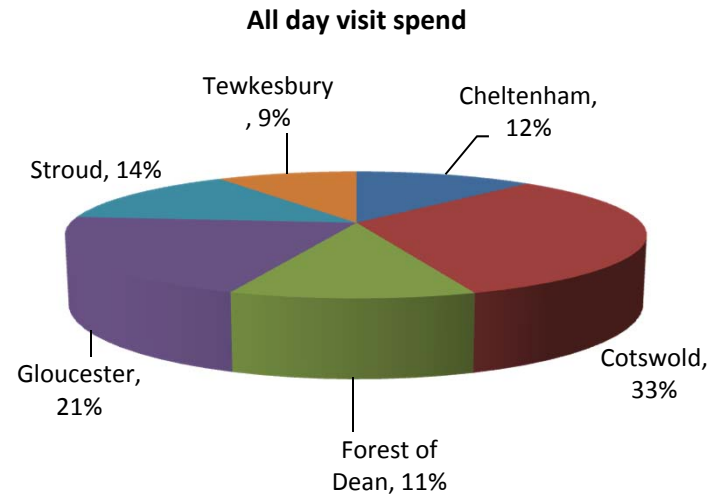
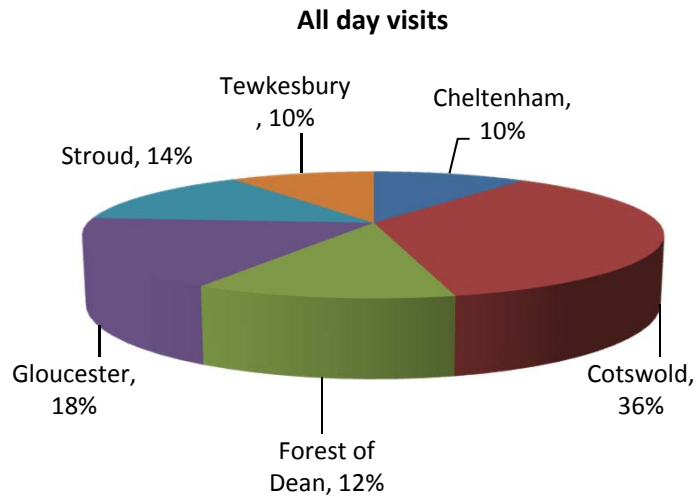


Cotswold – Day visits

Information on day visits within this report has been derived from the 2019 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.

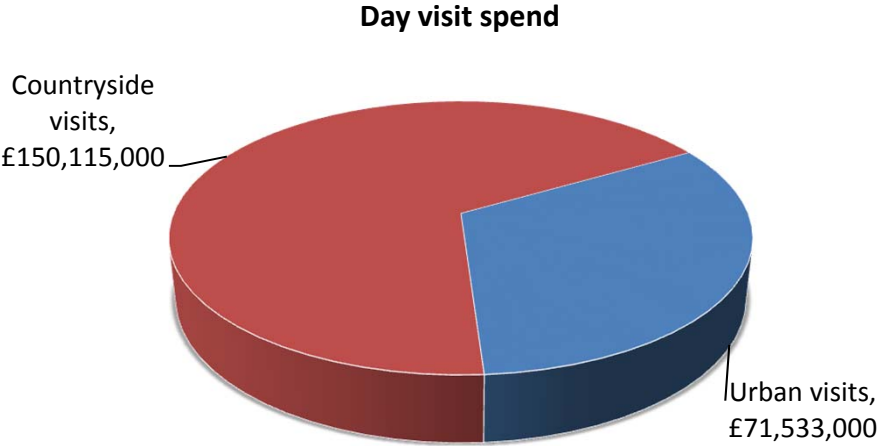
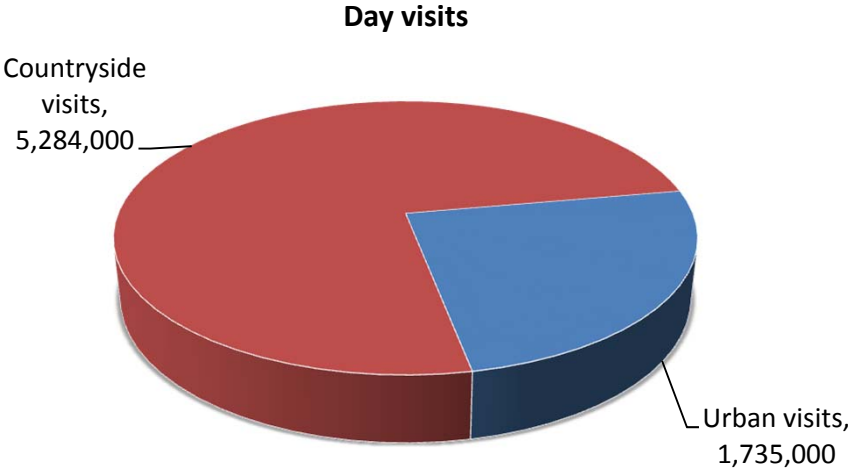
Cotswold - Day visits in the county context



Area	Day visits	Day visit spend
Cheltenham	2.0	£81.3
Cotswold	7.0	£221.6
Forest of Dean	2.4	£77.5
Gloucester	3.5	£140.7
Stroud	2.7	£95.8
Tewkesbury	1.9	£63.8

Cotswold - Day visits by location

Total day visits	Total day visit spend
7,019,000	£221,648,000



Cotswold - Direct visitor expenditure by category

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 £37,451,000
- Overseas staying visitors £12,002,000



Shopping

- UK staying visitors £12,195,000
- Overseas staying visitors £10,591,000
- Day visitors £59,987,000



Food & drink

- UK staying visitors £22,204,000
- Overseas staying visitors £8,499,000
- Day visitors £96,352,000



Attractions/entertainment

- UK staying visitors £10,301,000
- Overseas staying visitors £3,984,000
- Day visitors £33,904,000



Travel

- UK staying visitors £17,301,000
- Overseas staying visitors £3,784,000
- Day visitors £31,406,000

Cotswold – Other visitor related expenditure by category



Second Homes
£1,315,000



Boats
£200,000



Visiting friends and relatives (non-visitor spend)
£4,998,000

- 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.

Cotswold – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£50,067,000	£1,927,000	£51,994,000
Retailing	£22,558,000	£59,387,000	£81,945,000
Catering	£29,782,000	£93,461,000	£123,243,000
Attractions/entertainment	£14,819,000	£35,467,000	£50,286,000
Transport	£12,651,000	£18,844,000	£31,495,000
Arising from non trip spend	£6,513,000	£0	£6,513,000
Total Direct	£136,390,000	£209,086,000	£345,476,000

*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	£136,390,000	£209,086,000	£345,476,000
Supplier and income induced	£33,474,000	£39,148,000	£72,622,000
Total	£169,864,000	£248,234,000	£418,098,000

Cotswold – Tourism related employment

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)

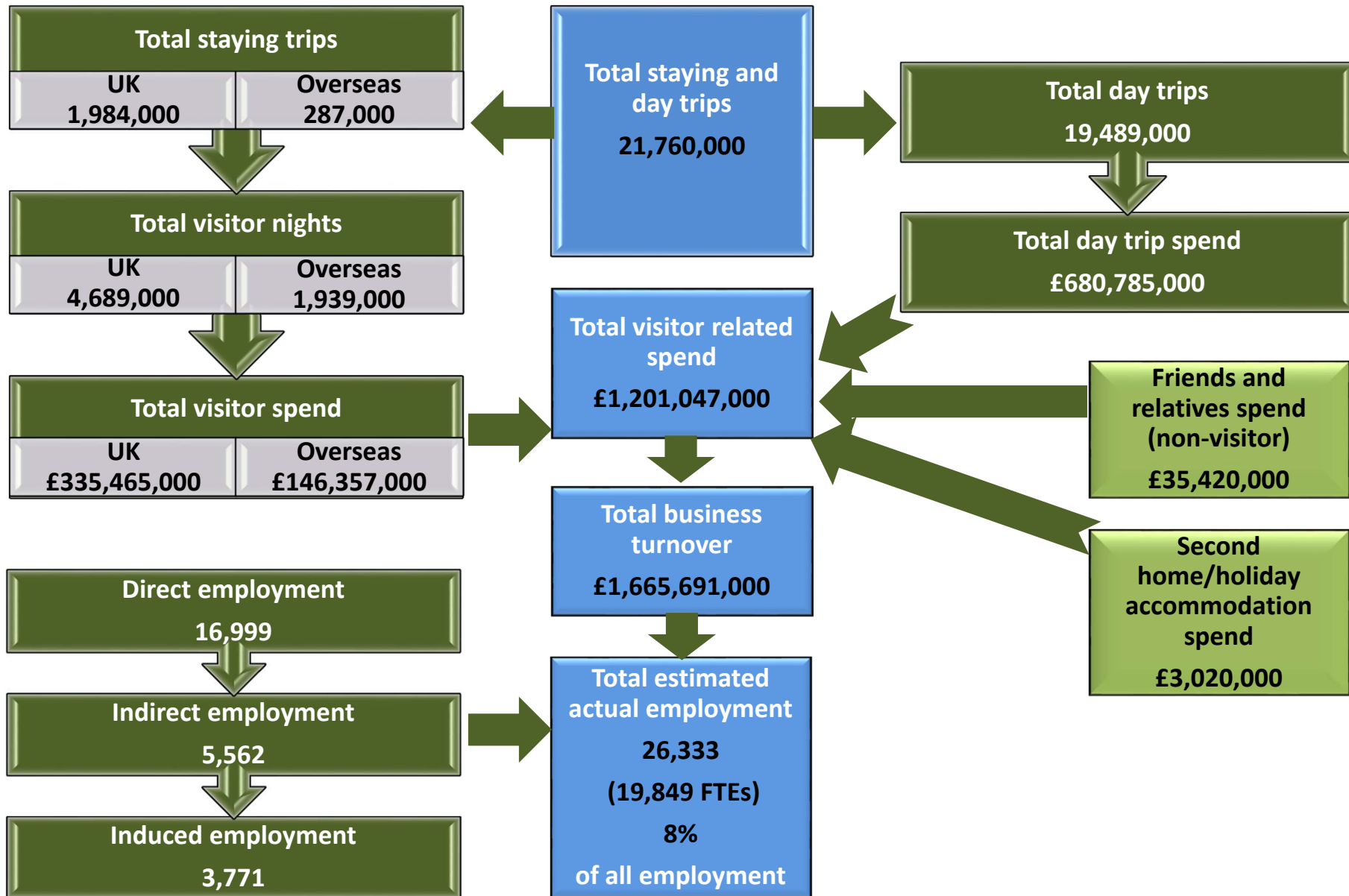


Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	692	27	718
Retailing	183	482	665
Catering	389	1,222	1,611
Attractions/entertainment	244	584	828
Transport	86	128	213
Arising from non trip spend	101	0	101
Total Direct	1,695	2,442	4,137

Gloucestershire 2019

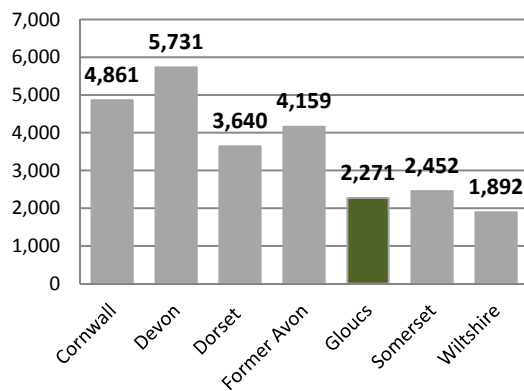


Gloucestershire - Key facts at a glance

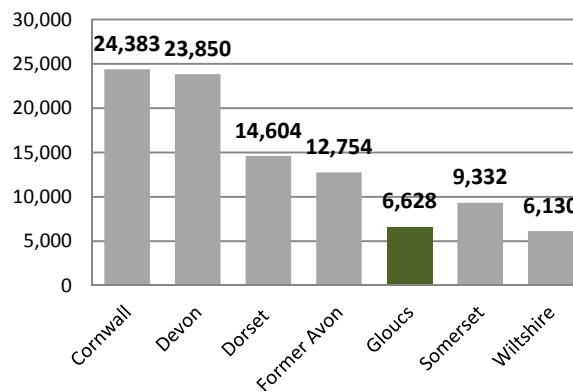


Gloucestershire - Staying visits in the regional context

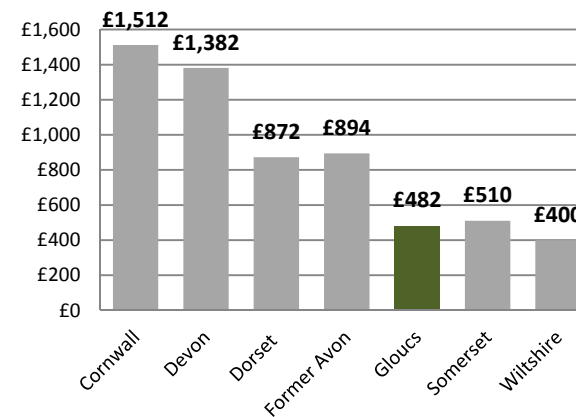
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	4,476	385	21,780	2,603	£1,347	£165
Devon	5,273	458	20,491	3,359	£1,184	£198
Dorset	3,283	357	11,370	3,234	£666	£207
Former Avon	3,106	1,053	6,822	5,932	£513	£381
Gloucestershire	1,984	287	4,689	1,939	£335	£146
Somerset	2,207	245	7,603	1,729	£419	£91
Wiltshire	1,572	320	4,288	1,842	£290	£110

Gloucestershire - Staying visits by accommodation type

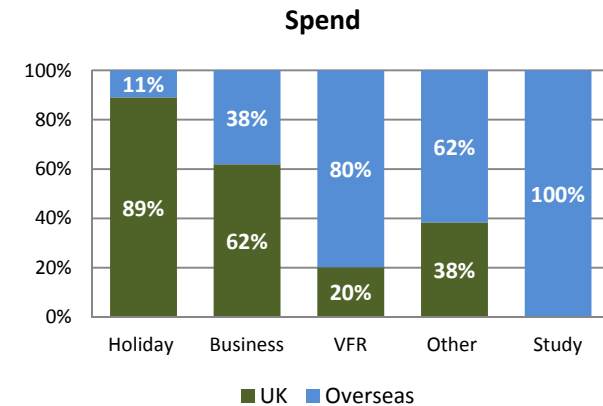
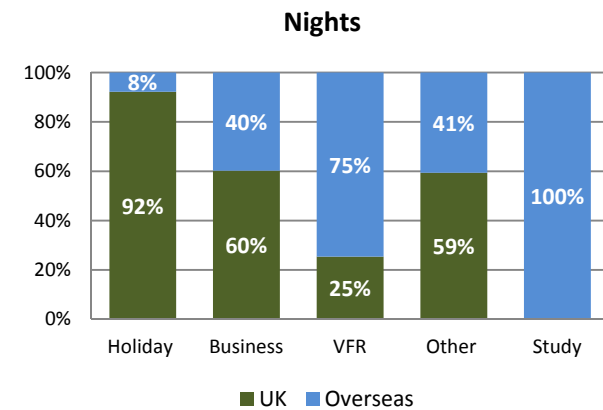
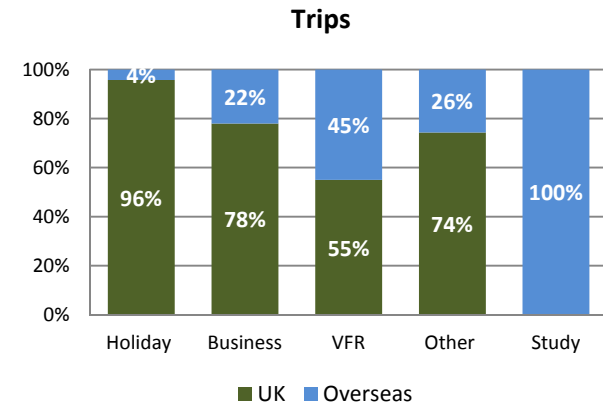
Domestic tourists	Trips	Nights	Spend
Serviced	679,000	1,201,000	£147,493,000
Self catering	322,000	1,023,000	£91,773,000
Touring caravans /tents	165,000	569,000	£23,098,000
Static vans/holiday centres	2,000	10,000	£483,000
Group/campus	25,000	52,000	£2,459,000
Paying guest in private homes	0	0	£0
Second homes	37,000	133,000	£3,628,000
Boat moorings	20,000	63,000	£4,068,000
Other	17,000	47,000	£3,533,000
Staying with friends and relatives	717,000	1,591,000	£58,930,000
Total	1,984,000	4,689,000	£335,465,000

Overseas tourists	Trips	Nights	Spend
Serviced	117,000	376,000	£54,209,000
Self catering	15,000	221,000	£13,546,000
Touring caravans /tents	12,000	52,000	£2,907,000
Static vans/holiday centres	0	0	£60,000
Group/campus	13,000	213,000	£14,717,000
Paying guest in private homes	5,000	79,000	£3,716,000
Second homes	4,000	60,000	£7,354,000
Boat moorings	0	0	£0
Other	20,000	63,000	£4,695,000
Staying with friends and relatives	101,000	875,000	£45,153,000
Total	287,000	1,939,000	£146,357,000

Gloucestershire - Staying visits by purpose

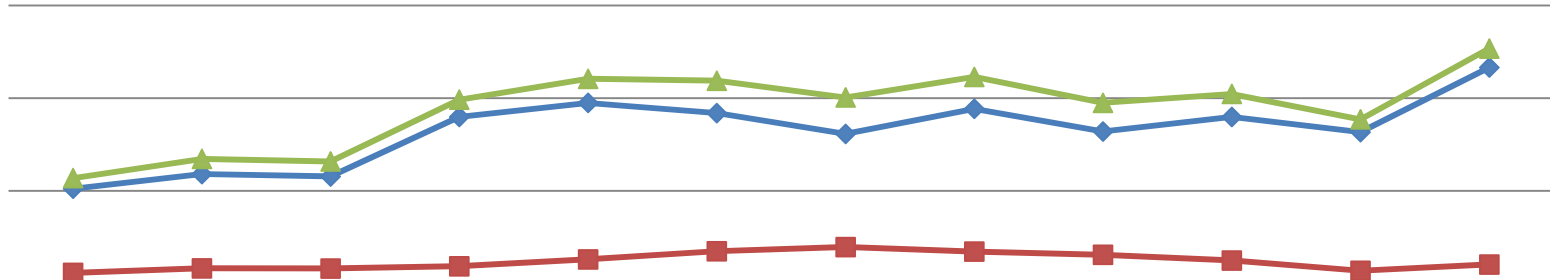
Domestic tourists	Trips	Nights	Spend
Holiday	1,597,000	3,913,000	£275,583,000
Business	181,000	366,000	£40,043,000
Visits to friends and relatives	177,000	353,000	£16,153,000
Other	29,000	57,000	£3,686,000
Study	0	0	£0
Total	1,984,000	4,689,000	£335,465,000

Overseas tourists	Trips	Nights	Spend
Holiday	71,000	329,000	£33,919,000
Business	51,000	242,000	£24,634,000
Visits to friends and relatives	145,000	1,038,000	£63,810,000
Other	10,000	39,000	£5,919,000
Study	10,000	292,000	£18,075,000
Total	287,000	1,939,000	£146,357,000



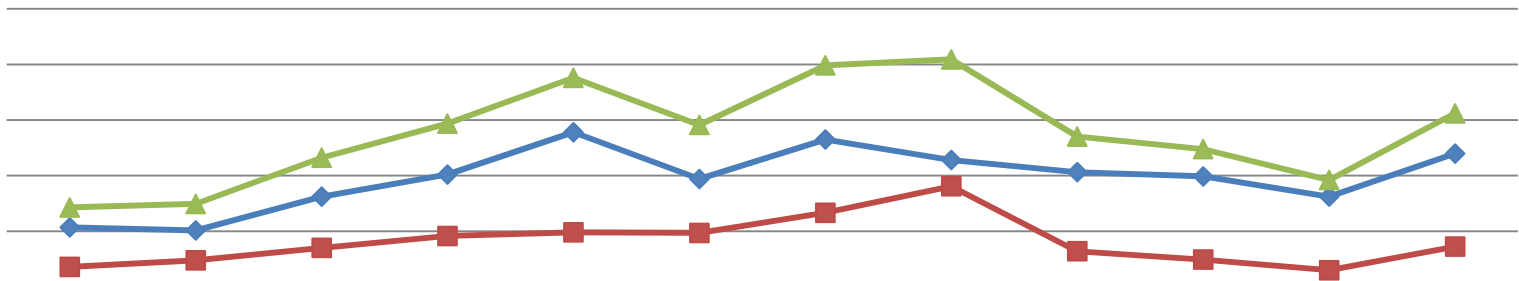
Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	102.3	118.1	115.5	179.7	194.8	183.9	161.4	188.4	164.0	179.7	163.3	233.0
OS trips (000's)	11.4	16.3	16.2	18.6	26.0	34.8	39.3	34.4	30.9	24.8	13.7	20.5
Total trips (000's)	113.6	134.4	131.6	198.3	220.9	218.7	200.7	222.8	194.9	204.5	177.0	253.5

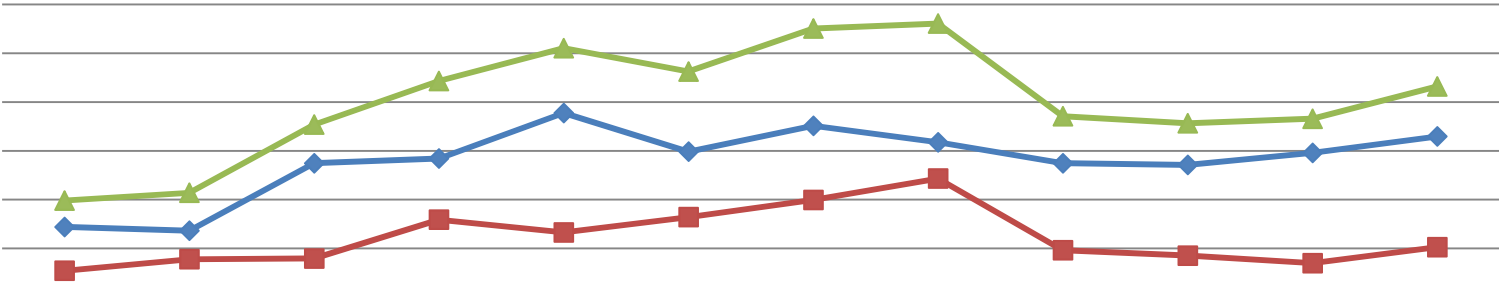
Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	213.9	203.1	324.2	404.1	556.0	388.1	530.0	456.2	412.5	397.3	324.4	479.3
OS nights (000's)	71.5	95.1	140.1	183.0	195.9	194.1	266.4	361.8	128.2	98.2	60.0	144.8
Total nights (000's)	285.4	298.2	464.3	587.2	751.9	582.2	796.5	818.0	540.7	495.4	384.3	624.0

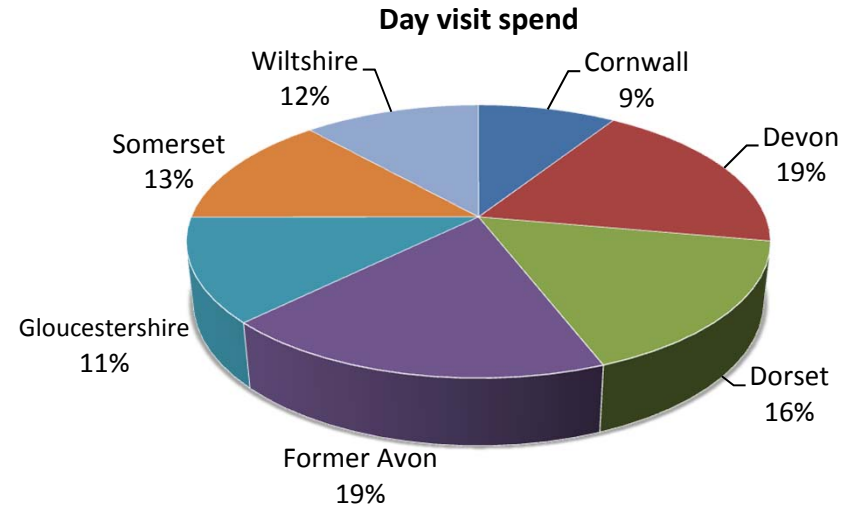
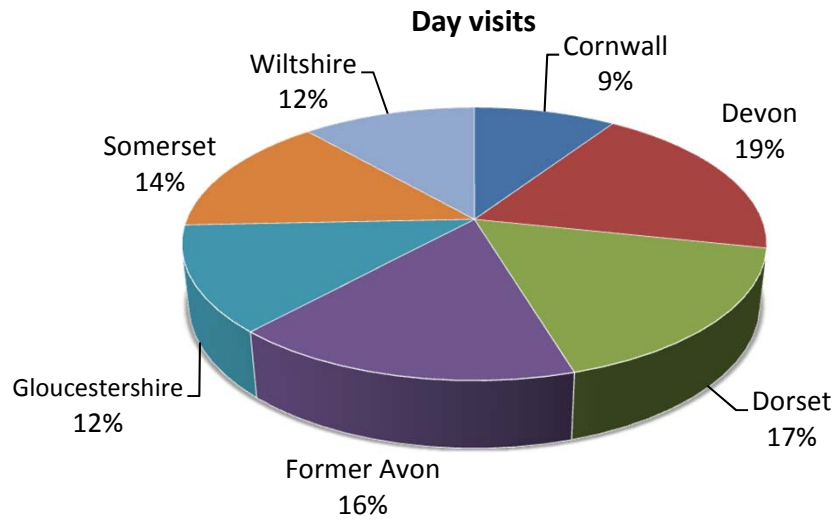
Gloucestershire - Estimated seasonality of staying visits

Seasonality - spend



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK spend (mn's)	14.4	13.6	27.5	28.4	37.8	29.8	35.1	31.7	27.5	27.1	29.6	33.0
OS spend (mn's)	5.4	7.8	7.9	15.9	13.3	16.4	19.9	24.3	9.6	8.5	7.0	10.3
Total spend (mn's)	19.8	21.4	35.4	44.3	51.0	46.3	55.1	56.1	37.1	35.6	36.6	43.2

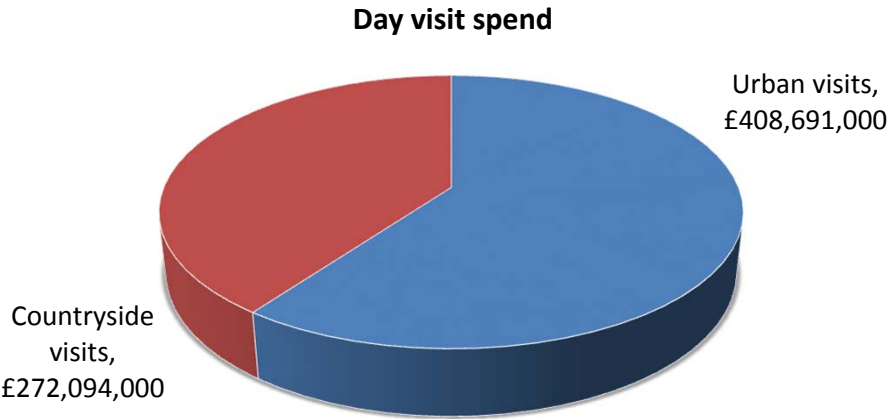
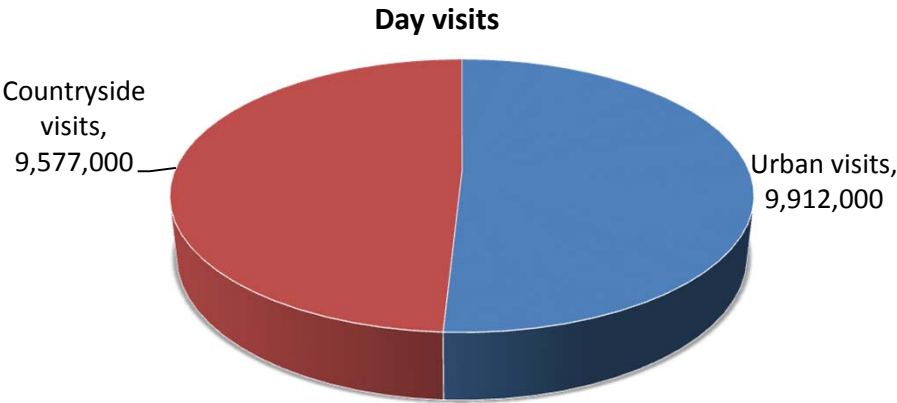
Gloucestershire - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.5	£501.9
Devon	29.6	£1,035.9
Dorset	26.4	£900.5
Former Avon	25.5	£1,024.0
Gloucestershire	19.5	£680.8
Somerset	22.1	£741.4
Wiltshire	17.7	£641.9

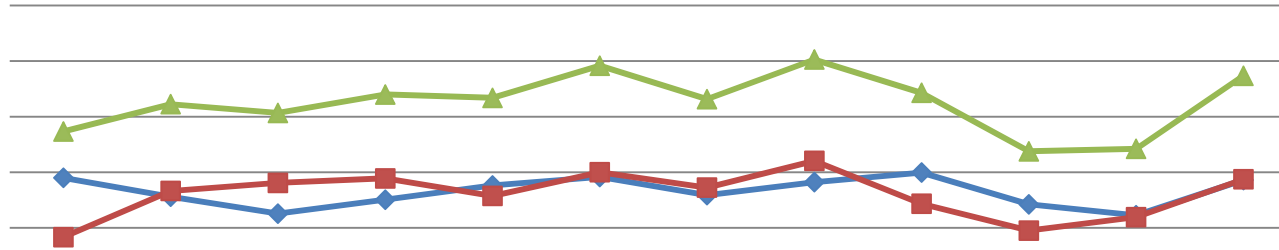
Gloucestershire - Day visits by location

Total day visits	Total day visit spend
19,489,000	£680,785,000



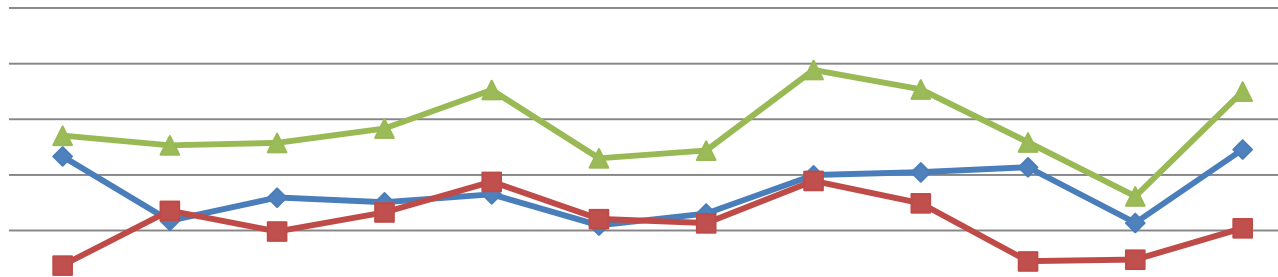
Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	950.1	780.2	628.7	753.7	881.3	958.1	794.9	911.3	997.6	711.9	613.4	930.9
Rural (000's)	416.7	831.7	904.8	945.2	787.6	1000.1	862.2	1102.5	716.5	476.0	596.9	936.8
Total (000's)	1366.8	1611.9	1533.5	1698.9	1668.9	1958.2	1657.1	2013.7	1714.1	1187.9	1210.3	1867.7

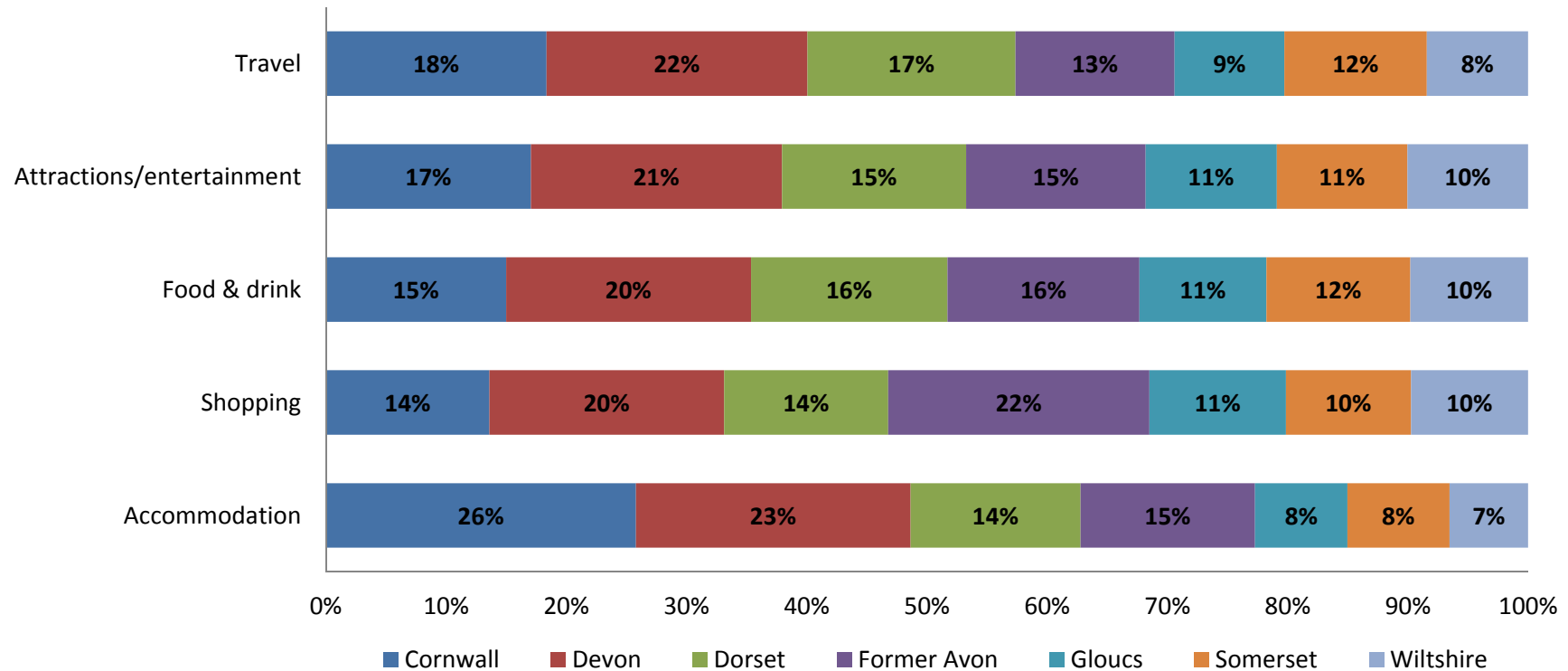
Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	46.7	23.5	31.8	30.2	33.0	21.8	26.1	39.9	40.9	42.8	22.7	49.1
Rural (mn)	7.5	27.1	19.7	26.5	37.6	24.1	22.6	37.8	29.8	8.9	9.5	20.9
Total (mn)	54.1	50.6	51.5	56.7	70.6	46.0	48.8	77.8	70.7	51.7	32.3	70.0

Gloucestershire – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£2,162,147,000	£2,776,998,000	£3,648,922,000	£1,293,165,000	£1,696,492,000	£11,577,723,000
%	19%	24%	32%	11%	15%	100%



Gloucestershire – Direct visitor expenditure by category



Accommodation

- UK staying visitors £126,271,000
- Overseas staying visitors £39,812,000



Shopping

- UK staying visitors £41,543,000
- Overseas staying visitors £42,220,000
- Day visitors £231,465,000



Food & drink

- UK staying visitors £74,719,000
- Overseas staying visitors £32,324,000
- Day visitors £278,202,000



Attractions/entertainment

- UK staying visitors £35,191,000
- Overseas staying visitors £17,561,000
- Day visitors £88,301,000



Travel

- UK staying visitors £57,740,000
- Overseas staying visitors £14,441,000
- Day visitors £82,815,000

Gloucestershire – Other visitor related expenditure by category



Second Homes

£1,934,000



Boats

£1,086,000



Visiting friends and relatives (non-visitor spend)

£35,420,000

- 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.

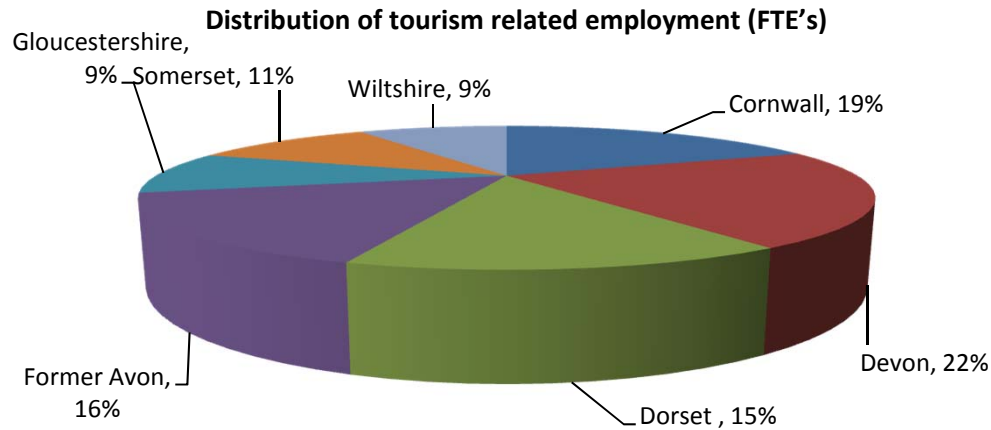
Gloucestershire – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£168,223,000	£5,564,000	£173,787,000
Retailing	£82,925,000	£229,151,000	£312,076,000
Catering	£103,832,000	£269,856,000	£373,688,000
Attractions/entertainment	£54,661,000	£93,398,000	£148,059,000
Transport	£43,309,000	£49,689,000	£92,998,000
Arising from non trip spend	£38,440,000	£0	£38,440,000
Total Direct	£491,390,000	£647,658,000	£1,139,048,000

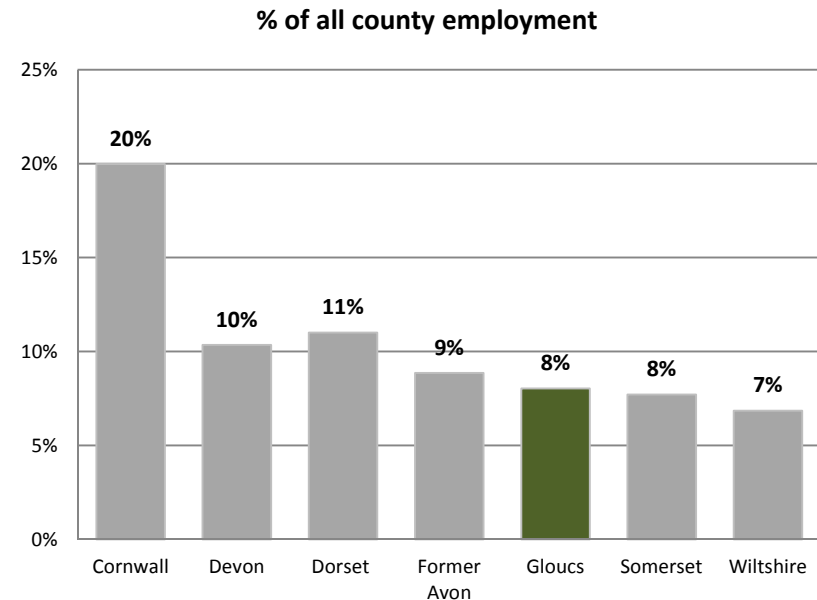
*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£491,390,000	£647,658,000	£1,139,048,000
Supplier and income induced	£256,658,000	£269,985,000	£526,643,000
Total	£748,048,000	£917,643,000	£1,665,691,000

Gloucestershire – Tourism related employment in the regional context



Area	Number of FTE's
Cornwall	39,511
Devon	45,237
Dorset	30,770
Former Avon	33,149
Gloucestershire	19,849
Somerset	22,080
Wiltshire	18,469



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	1,995	66	2,061
Retailing	578	1,597	2,174
Catering	1,165	3,028	4,194
Attractions/entertainment	773	1,321	2,094
Transport	252	289	541
Arising from non trip spend	598	0	598
Total Direct	5,361	6,301	11,662