

The Economic Impact of West Oxfordshire's Visitor Economy 2021



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

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Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in West Oxfordshire district in 2021. West Oxfordshire works very closely with other districts in Gloucestershire as part of the Cotswold brand so comparisons to Gloucestershire districts are also provided.

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 2021, including key facts about the economy, weather and key events please see Appendix 2 of this report.



Methodology note

This year's outputs are for the Covid hit year of 2021 and as a result our approach to the project again needed to change. There has been very limited national survey data available for the subject year due to the pandemic and certainly nothing at a regional level or below, so as a result 2019 outputs were used as the foundation from which 2021 outputs were estimated.

Covid impact data was gathered by TSWRC from February 2020 onwards which was used alongside other local survey data and national level outputs and forecasts and applied to the 2019 outputs for each area to model the 2021 input data. Once the input data was calculated the Cambridge Model was then used to produce the outputs for 2021 and as such, they are comparable with previous years whilst noting the changes above.

Employment figures show a decrease compared to the 2019 data. However, many more tourism jobs will have been supported by Government support schemes in place in 2021 due to the pandemic e.g. furlough scheme. So the 2021 figure is an estimate of jobs supported by the 2021 visitor spend rather than an actual change in the employment numbers when compared to previous years.

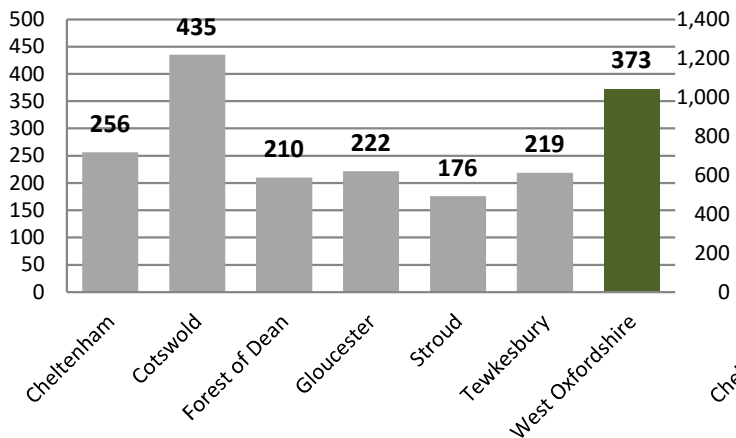
Value of Tourism 2021

West Oxfordshire

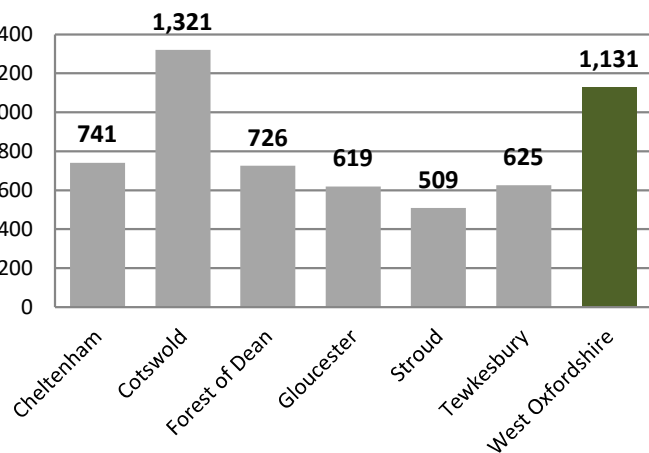
Key Facts	
372,600	Staying visitor trips
1,131,000	Staying visitor nights
£76,538,000	Staying visitor spend
2,565,000	Day visits
£93,279,000	Day visitor spend
£169,817,000	Direct visitor spend
£4,724,000	Other related spend
£174,541,000	TOTAL VISITOR RELATED SPEND
£201,824,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,167	Estimated actual employment
2,276	FTE employment
5%	Proportion of all employment

West Oxfordshire - Staying visits comparisons

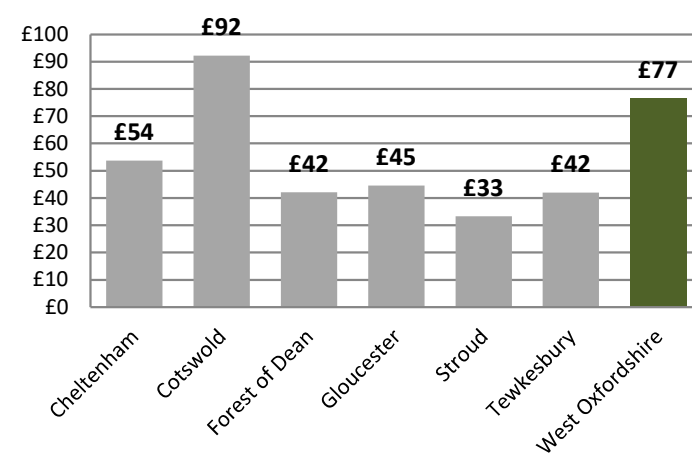
All staying trips



All staying nights



All staying spend



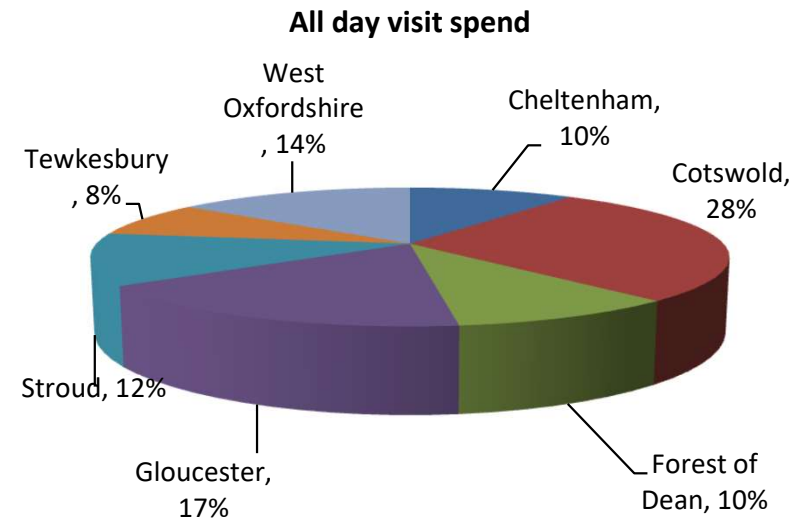
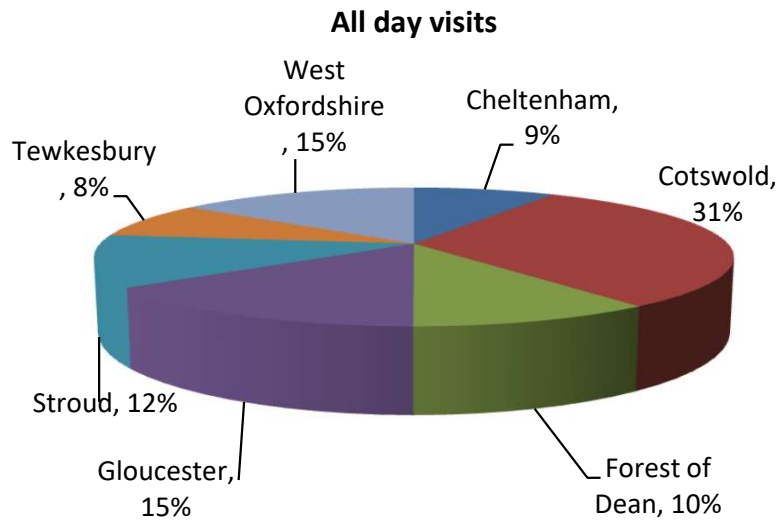
Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	247	9	634	107	£49	£5
Cotswold	425	10	1,201	120	£86	£6
Forest of Dean	204	6	620	106	£38	£4
Gloucester	213	9	509	110	£40	£5
Stroud	168	7	421	88	£30	£3
Tewkesbury	212	7	543	82	£39	£4
West Oxfordshire	361	12	914	217	£66	£11

West Oxfordshire - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	235,600	482,000	£45,562,000
Self catering	15,700	59,000	£4,284,000
Touring caravans /tents	44,500	165,000	£7,488,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,800	61,000	£684,000
Boat moorings	0	0	£0
Other	5,400	7,000	£122,000
Staying with friends and relatives	56,700	141,000	£7,474,000
Total	360,700	914,000	£65,614,000

Overseas tourists	Trips	Nights	Spend
Serviced	3,600	34,000	£2,799,000
Self catering	1,900	113,000	£4,349,000
Touring caravans /tents	600	12,000	£276,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	200	2,000	£121,000
Boat moorings	0	0	£0
Other	500	5,000	£321,000
Staying with friends and relatives	5,100	51,000	£3,058,000
Total	11,900	217,000	£10,924,000

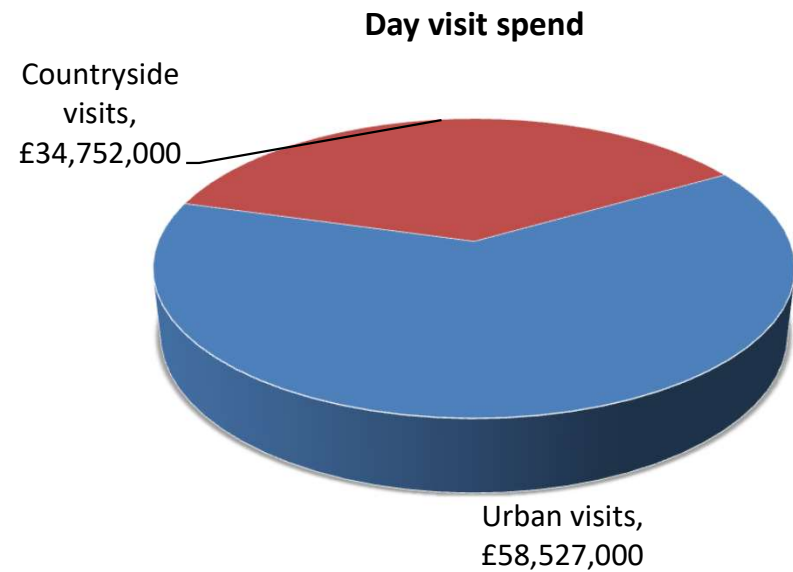
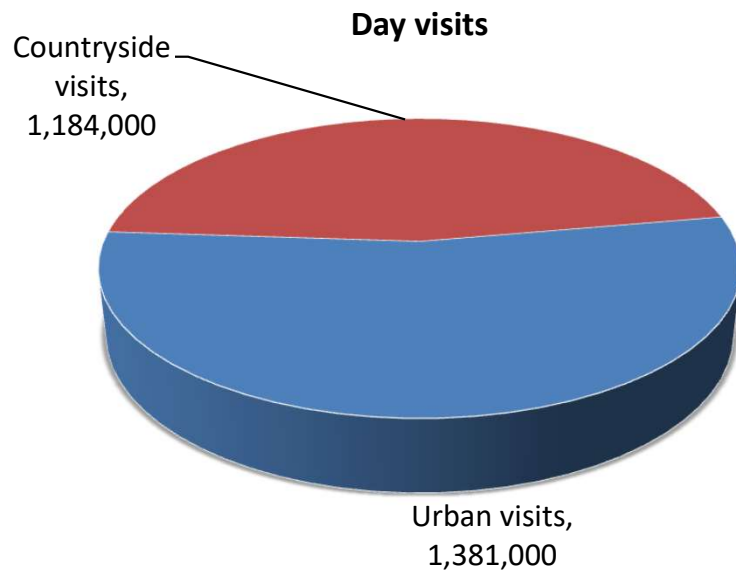
West Oxfordshire - Day visits comparisons



Area	Day visits	Day visit spend
Cheltenham	1.5	£64.9
Cotswold	5.4	£180.8
Forest of Dean	1.8	£63.0
Gloucester	2.6	£112.4
Stroud	2.1	£77.5
Tewkesbury	1.4	£51.7
West Oxfordshire	2.6	£93.3

West Oxfordshire - Day visits by location

Total day visits	Total day visit spend
2,565,000	£93,279,000



West Oxfordshire - 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.

West Oxfordshire – Direct visitor expenditure by category



Accommodation

- UK staying visitors £26,857,000
- Overseas staying visitors £3,345,000

Totals

£30,202,000 (18%)



Shopping

- UK staying visitors £8,415,000
- Overseas staying visitors £3,211,000
- Day visitors £33,220,000

£44,846,000 (26%)



Food & drink

- UK staying visitors £16,087,000
- Overseas staying visitors £2,431,000
- Day visitors £41,669,000

£60,187,000 (35%)



Attractions/entertainment

- UK staying visitors £5,404,000
- Overseas staying visitors £873,000
- Day visitors £8,915,000

£15,192,000 (9%)



Travel

- UK staying visitors £8,850,000
- Overseas staying visitors £1,063,000
- Day visitors £9,475,000

£19,388,000 (11%)

West Oxfordshire – Other visitor related expenditure by category



Second Homes

£736,000



Visiting friends and relatives (non-visitor spend)

£3,988,000

- 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.

West Oxfordshire – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£30,573,000	£833,000	£31,406,000
Retailing	£11,510,000	£32,888,000	£44,398,000
Catering	£17,962,000	£40,419,000	£58,381,000
Attractions/entertainment	£6,579,000	£9,664,000	£16,243,000
Transport	£5,948,000	£5,685,000	£11,633,000
Arising from non trip spend	£4,724,000	£0	£4,724,000
Total Direct	£77,296,000	£89,489,000	£166,785,000

*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	£77,296,000	£89,489,000	£166,785,000
Supplier and income induced	£19,475,000	£15,564,000	£35,039,000
Total	£96,771,000	£105,053,000	£201,824,000

West Oxfordshire – 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).

West Oxfordshire – 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	399	11	410
Retailing	74	212	286
Catering	219	493	712
Attractions/entertainment	85	124	209
Transport	32	31	63
Arising from non trip spend	71	0	71
Total Direct	880	871	1,751

West Oxfordshire – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-22%	-11%	-18%
Overseas staying visitors	-86%	-68%	-75%
All staying visitors	-32%	-33%	-38%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-16%	-16%
Countryside day visitors	-35%	-35%
Coastal day visitors	0%	0%
All day visitors	-26%	-25%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	-£61,617,000	-£32,535,000	-£94,152,000