

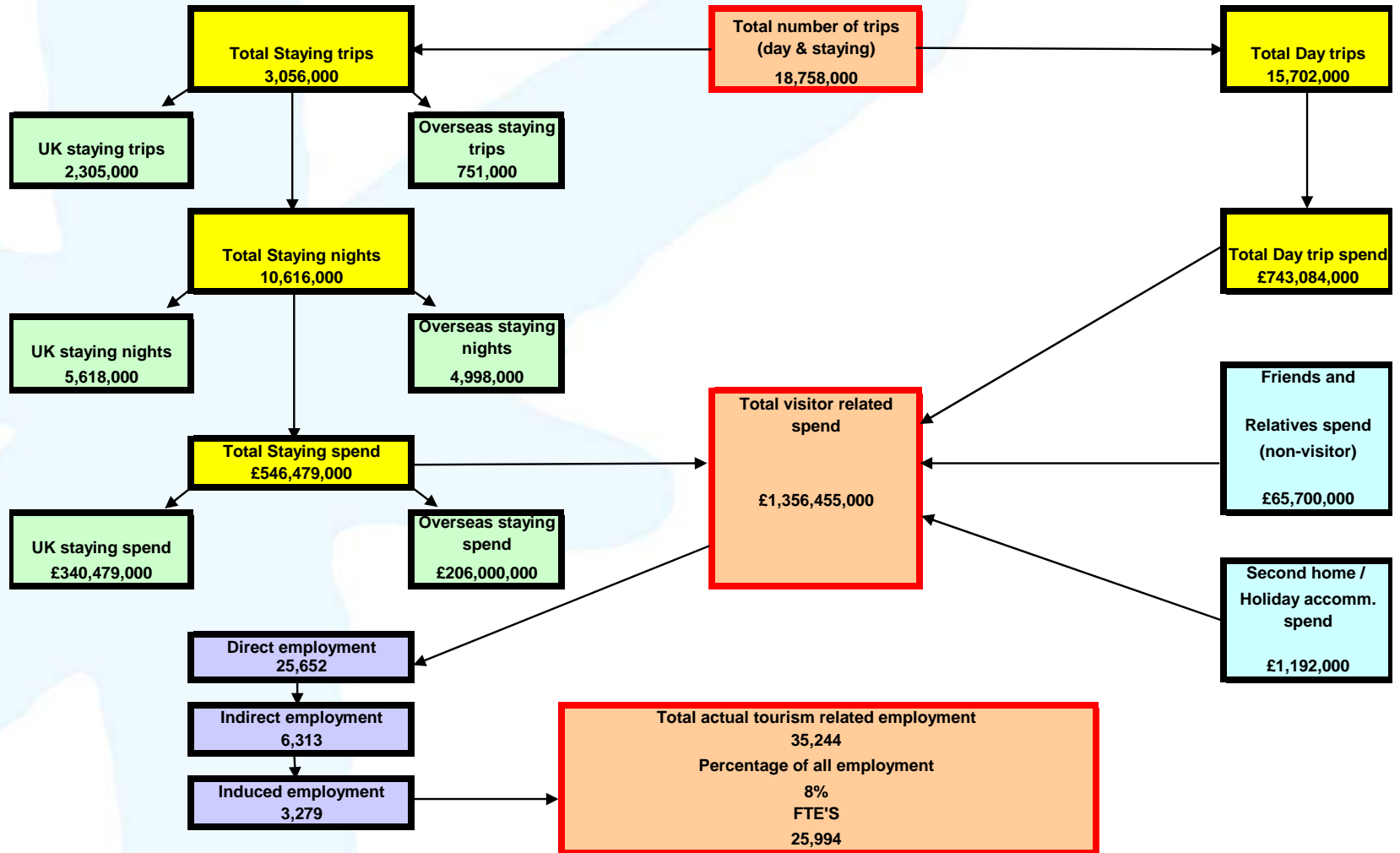
Value of Tourism 2007

FORMER AVON



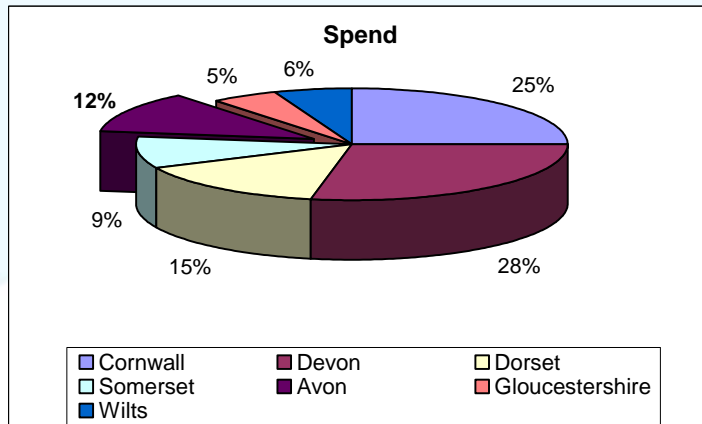
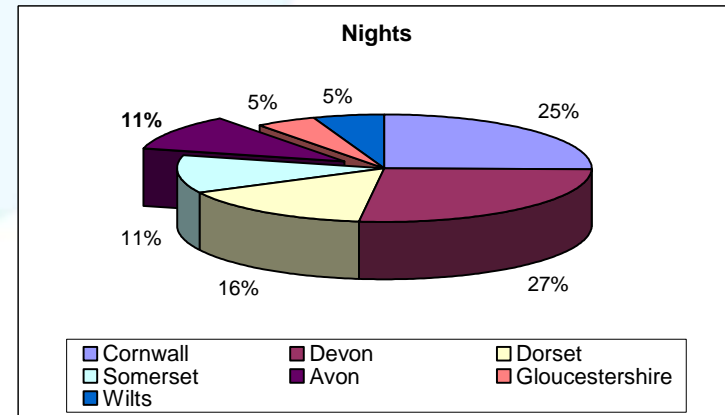
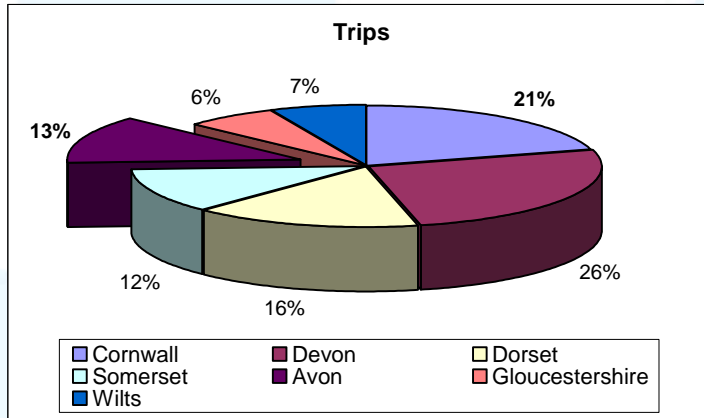
THE VALUE OF TOURISM 2007

Former Avon – Facts at a glance



VALUE OF TOURISM 2007

Former Avon – Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,850,000	24,883,000	£1,146,916,000
Devon	6,057,000	26,146,000	£1,298,976,000
Dorset	3,713,000	15,211,000	£691,440,000
Somerset	2,780,000	11,064,000	£421,520,000
Former Avon	3,056,000	10,616,000	£546,479,000
Gloucestershire	1,470,000	4,847,000	£236,210,000
Wilts	1,573,000	5,367,000	£264,805,000

VALUE OF TOURISM 2007

Former Avon – Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	980,000	2,090,000	£222,516,000
Self catering	63,000	260,000	£15,854,000
Touring caravans /tents	17,000	63,000	£2,353,000
Static vans/holiday centres	0	0	£0
Group/campus	25,000	49,000	£3,907,000
Paying guest in private house	0	0	£0
Second homes	10,000	29,000	£883,000
Boat moorings	3,000	8,000	£99,000
Other	48,000	203,000	£4,932,000
Staying with friends and relatives	1,159,000	2,916,000	£89,935,000
Total	2,305,000	5,618,000	£340,479,000

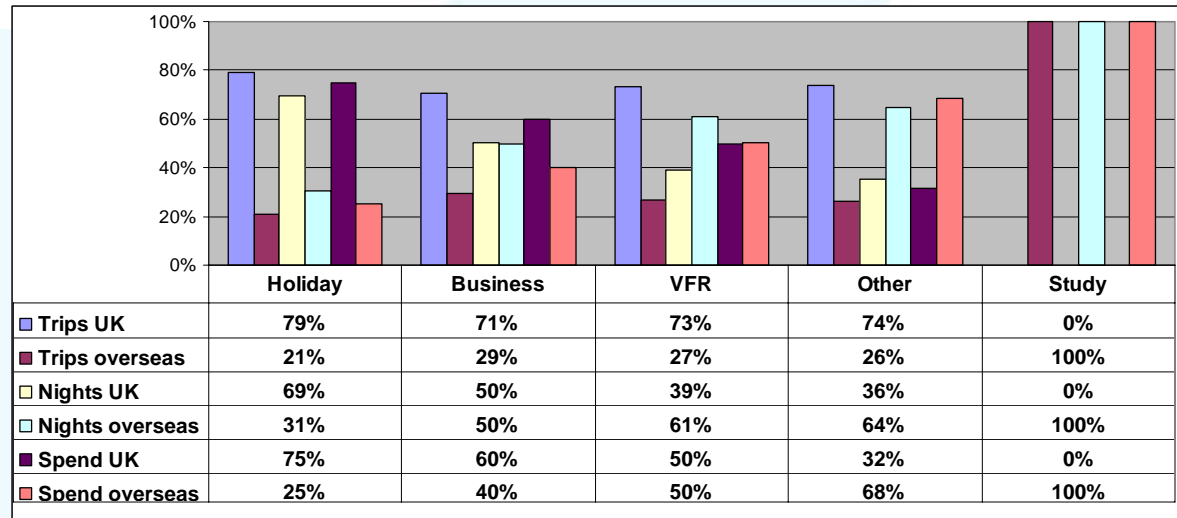
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	326,000	1,070,000	£89,491,000
Self catering	5,000	193,000	£4,876,000
Touring caravans /tents	1,000	6,000	£169,000
Static vans/holiday centres	0	0	£0
Group/campus	22,000	355,000	£10,756,000
Paying guest in private house	46,000	434,000	£12,099,000
Second homes	6,000	85,000	£3,924,000
Boat moorings	0	0	£0
Other	44,000	76,000	£1,140,000
Staying with friends and relatives	301,000	2,779,000	£83,545,000
Total	751,000	4,998,000	£206,000,000

VALUE OF TOURISM 2007

Former Avon – Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

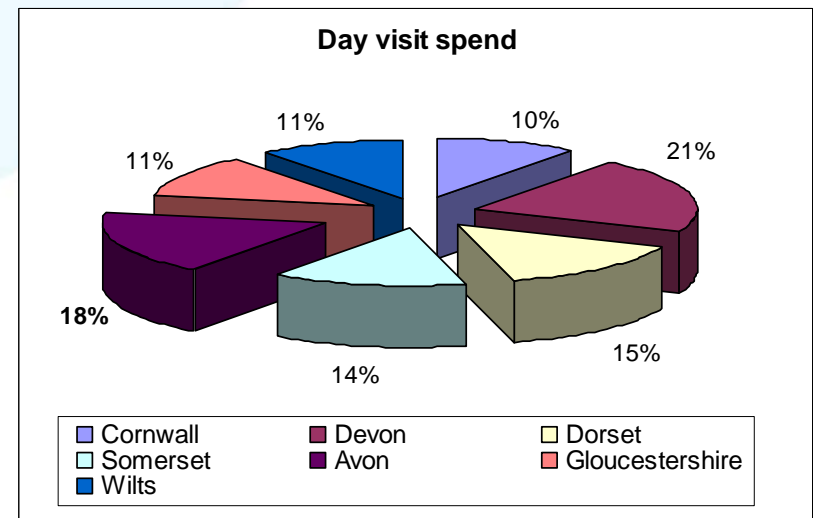
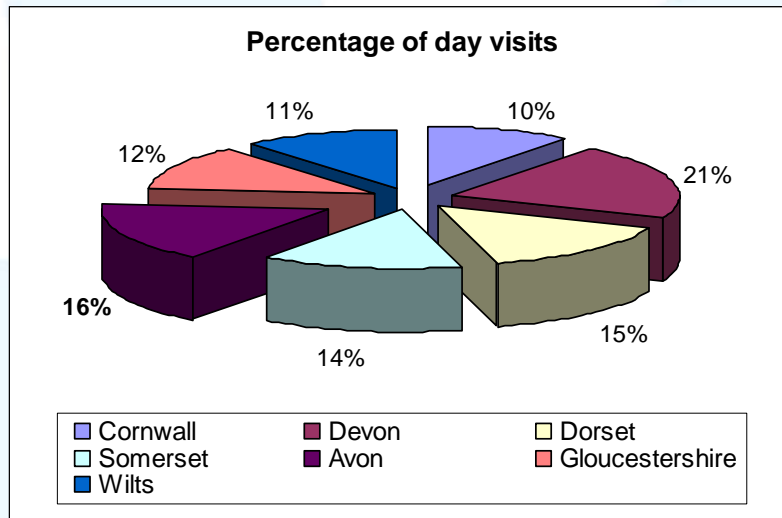
	Trips	Nights	Spend
Holiday	1,336,000	3,673,000	£207,206,000
Business	423,000	793,000	£84,185,000
VFR	482,000	949,000	£43,013,000
Other	64,000	204,000	£6,075,000
Study	0	0	£0
Total	2,305,000	5,618,000	£340,479,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	357,000	1,616,000	£70,045,000
Business	174,000	779,000	£55,846,000
VFR	175,000	1,481,000	£43,465,000
Other	23,000	370,000	£13,123,000
Study	22,000	752,000	£23,522,000
Total	751,000	4,998,000	£206,000,000

VALUE OF TOURISM 2007

Former Avon – Day visitors in context

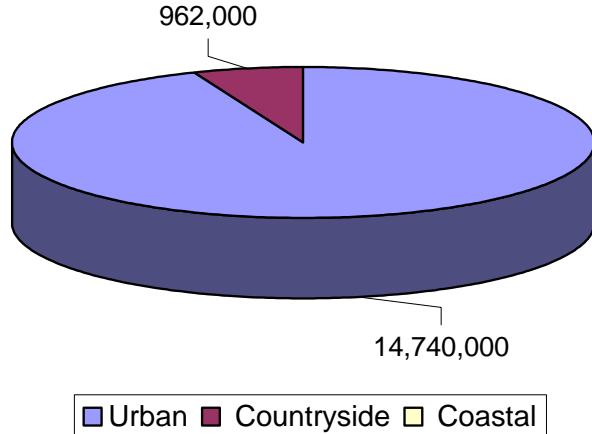


	Trips	Spend
Cornwall	9,891,343	£430,531,000
Devon	19,897,792	£876,045,000
Dorset	14,361,852	£610,798,308
Somerset	13,856,034	£592,932,000
Former Avon	15,702,000	£743,084,000
Gloucestershire	11,535,000	£479,737,000
Wilts	10,804,000	£446,919,000

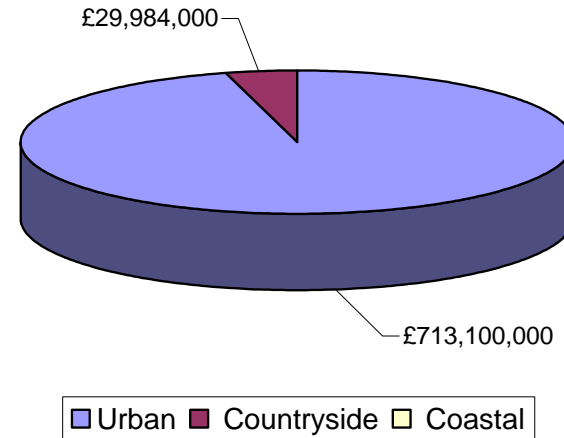
VALUE OF TOURISM 2007

Former Avon – Day visitors in detail

Quantity & location of day visits

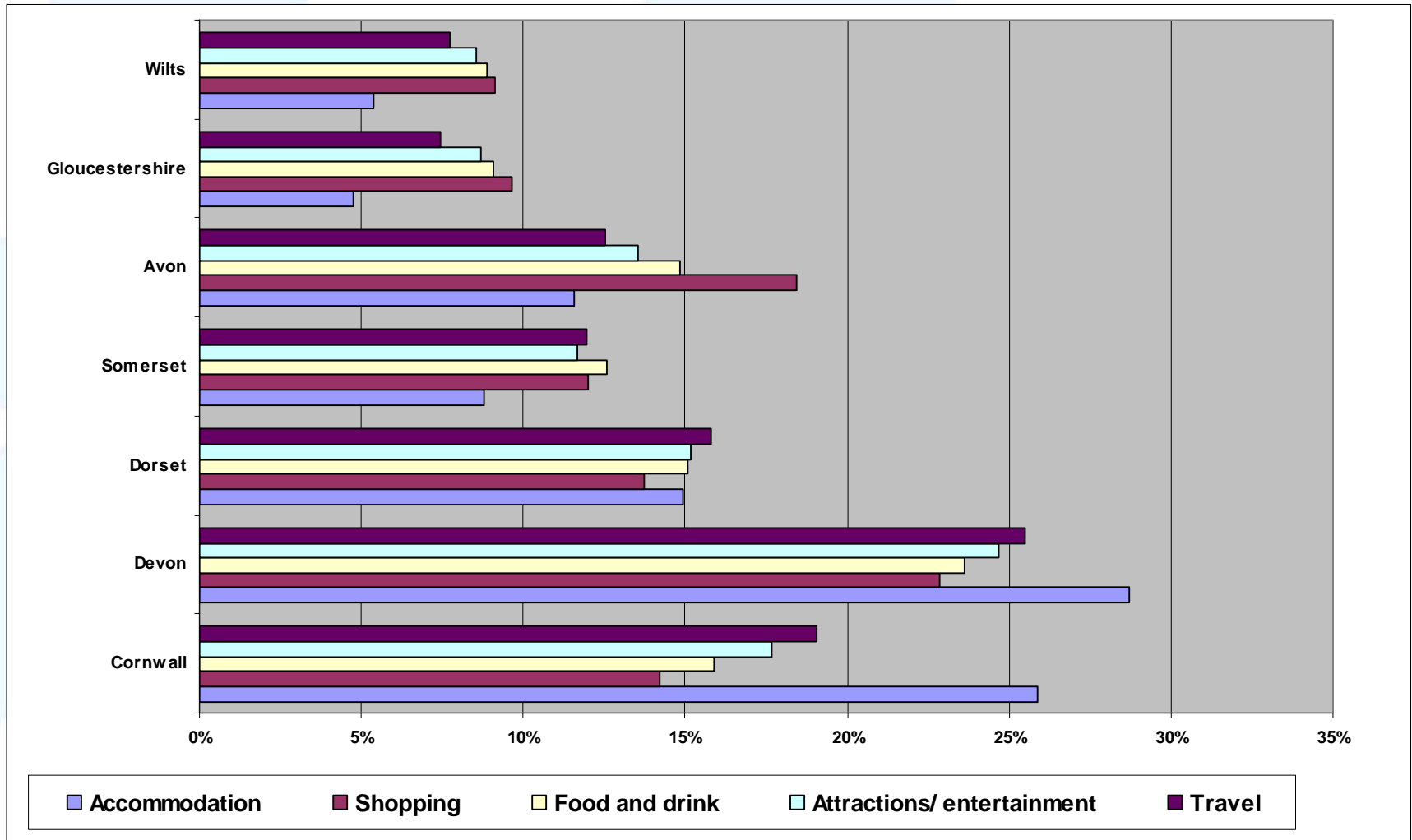


Associated day visit spend



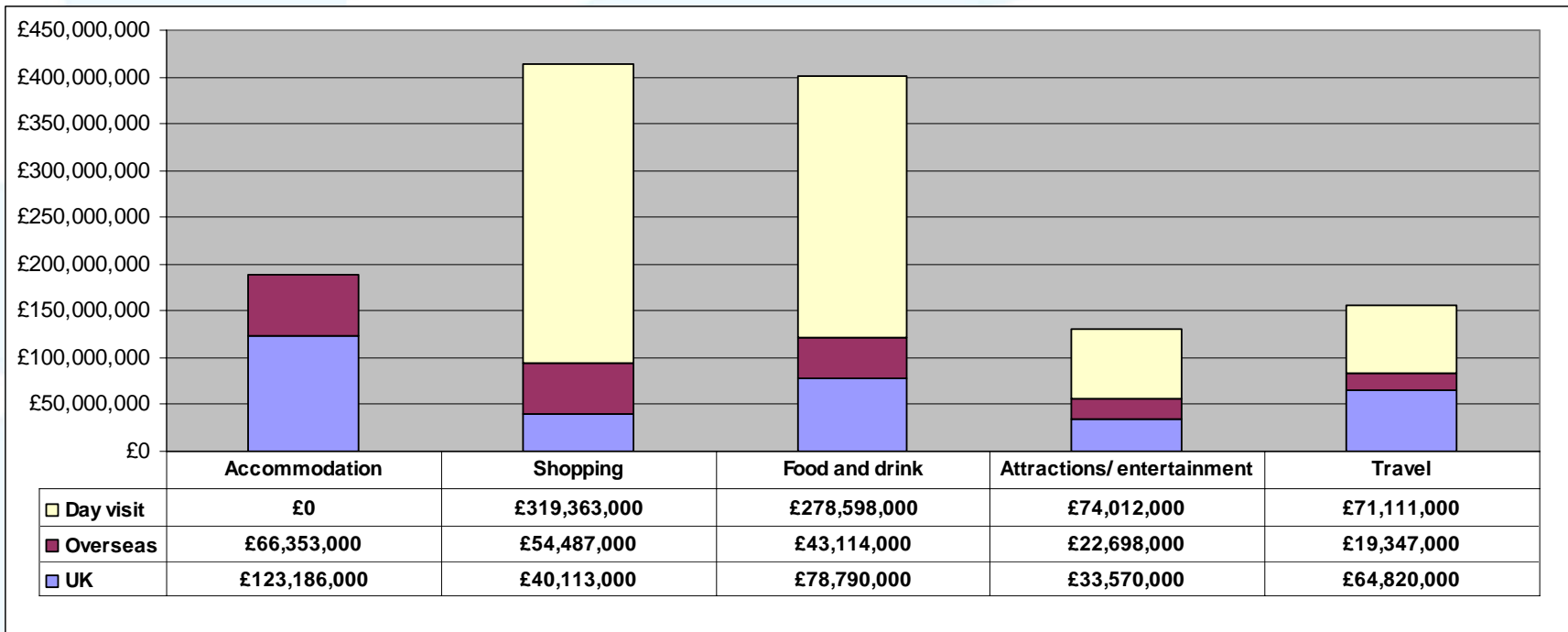
VALUE OF TOURISM 2007

Former Avon – Expenditure associated with trips (all visits)



VALUE OF TOURISM 2007

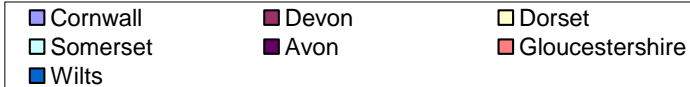
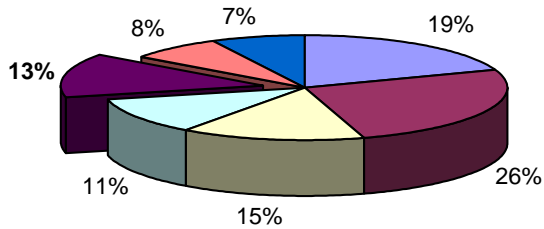
Former Avon – Expenditure associated with trips



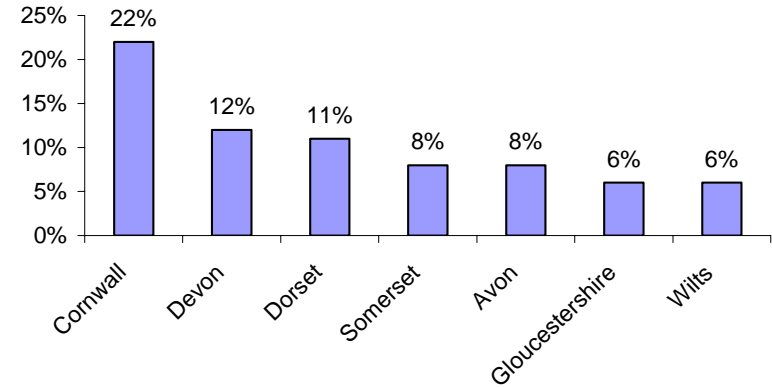
VALUE OF TOURISM 2007

Former Avon – Employment in context

Distribution of tourism related employment (FTE'S)



Tourism employment as a proportion of the total county employment



	Number of FTE's
Cornwall	37,647
Devon	50,215
Dorset	28,579
Somerset	22,315
Former Avon	25,994
Gloucestershire	14,957
Wilts	14,365

VALUE OF TOURISM 2007

Former Avon – Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	12,028	13,623	25,652
Indirect	3,292	3,021	6,313
Induced	2,573	706	3,279
Totals	17,894	17,350	35,244

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

	Staying tourists	Day visitors	Total
Direct	8,397	9,183	17,580
Indirect	2,888	2,650	5,537
Induced	2,257	620	2,877
Totals	13,542	12,452	25,994

Direct employment in businesses in receipt of visitor expenditure -

Estimated number of full time jobs(FTE's)

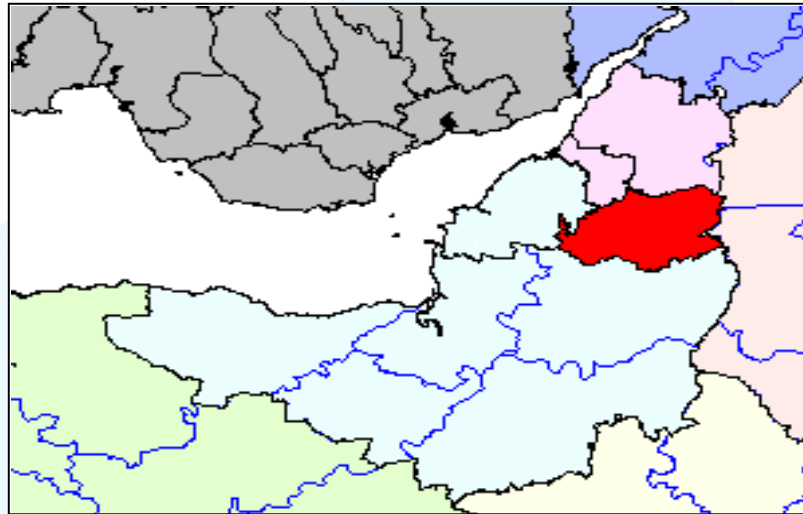
	Staying	Day	Total
Accommodation	3,182	92	3,274
Retailing	949	3,202	4,151
Catering	1,852	4,233	6,086
Attractions/entertainment	976	1,336	2,312
Transport	377	318	695
Arising from non trip spend	1,062	0	1,062
Totals	8,397	9,183	17,580

Value of Tourism 2007

BATH & NORTH EAST SOMERSET UNITARY AUTHORITY

VALUE OF TOURISM 2007

Bath & North East Somerset Briefing



BATH

KEY FACTS

- 846,000** trips by staying visitors
- 3,246,000** staying visitor nights
- £167,892,000** spend by staying visitors
- 3,579,000** day visits
- £165,837,000** spend by day visitors
- £15,993,000** other tourism related spend
- 7,834** jobs related to tourism spending
- 8%** of employment is supported by tourism

VALUE OF TOURISM 2007

Bath & North East Somerset Briefing

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

	Trips	Nights	Spend
Serviced	262,000	559,000	£59,479,000
Self catering	32,200	133,000	£8,111,000
Touring caravans /tents	12,800	47,000	£1,767,000
Static vans/holiday centres	0	0	£0
Group/campus	8,000	16,000	£1,248,000
Paying guests in private homes	0	0	£0
Second homes	6,100	18,000	£541,000
Boat moorings	1,800	5,000	£59,000
Other	10,100	43,000	£1,033,000
Staying with friends and relatives (VFR)	242,800	611,000	£18,839,000
Total	575,700	1,431,000	£91,078,000

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

	Trips	Nights	Spend
Serviced	128,000	420,000	£35,129,000
Self catering	2,800	108,000	£2,735,000
Touring caravans /tents	800	5,000	£131,000
Static vans/holiday centres	0	0	£0
Group/campus	11,600	187,000	£5,673,000
Paying guests in private homes	16,100	152,000	£4,232,000
Second homes	4,000	57,000	£2,647,000
Boat moorings	0	0	£0
Other	13,600	24,000	£354,000
Staying with friends and relatives (VFR)	93,400	862,000	£25,913,000
Total	270,300	1,815,000	£76,814,000

VALUE OF TOURISM 2007

Bath & North East Somerset Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	350,000	975,000	£57,014,000
Business	111,000	211,000	£23,265,000
VFR	101,000	201,000	£9,463,000
Other	13,000	43,000	£1,337,000
Study	0	0	£0
Total	576,000	1,431,000	£91,078,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	140,000	670,000	£29,074,000
Business	64,000	303,000	£21,782,000
VFR	52,000	462,000	£13,575,000
Other	7,000	115,000	£4,098,000
Study	7,000	264,000	£8,285,000
Total	270,000	1,815,000	£76,814,000

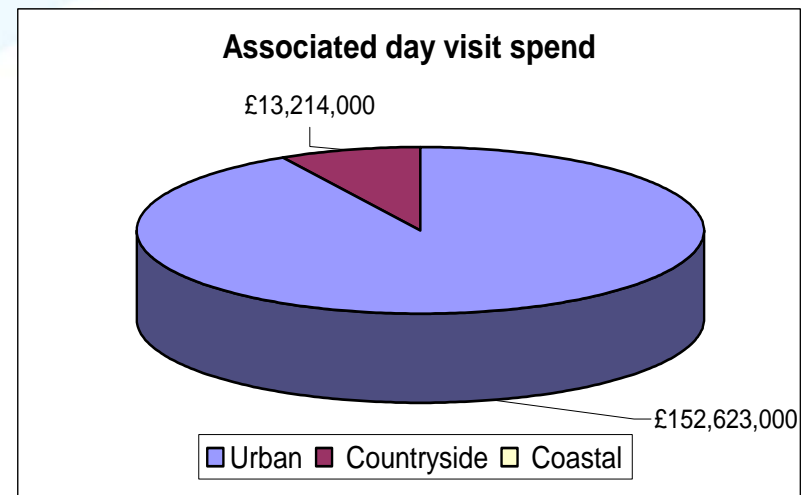
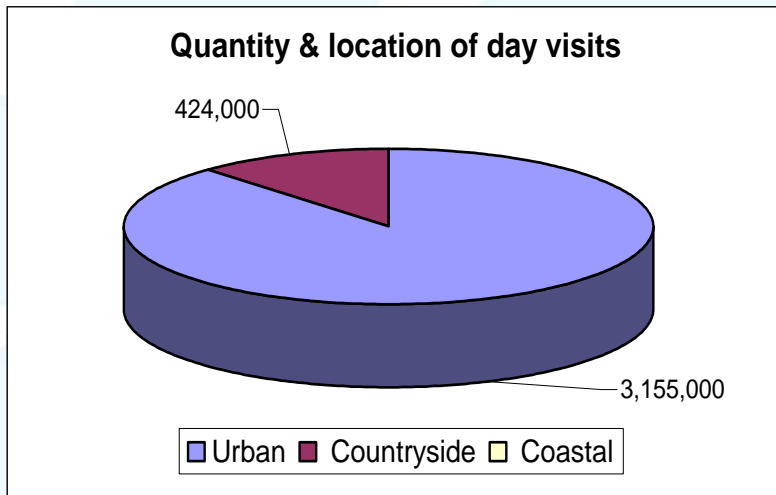
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VALUE OF TOURISM 2007

Bath & North East Somerset Briefing

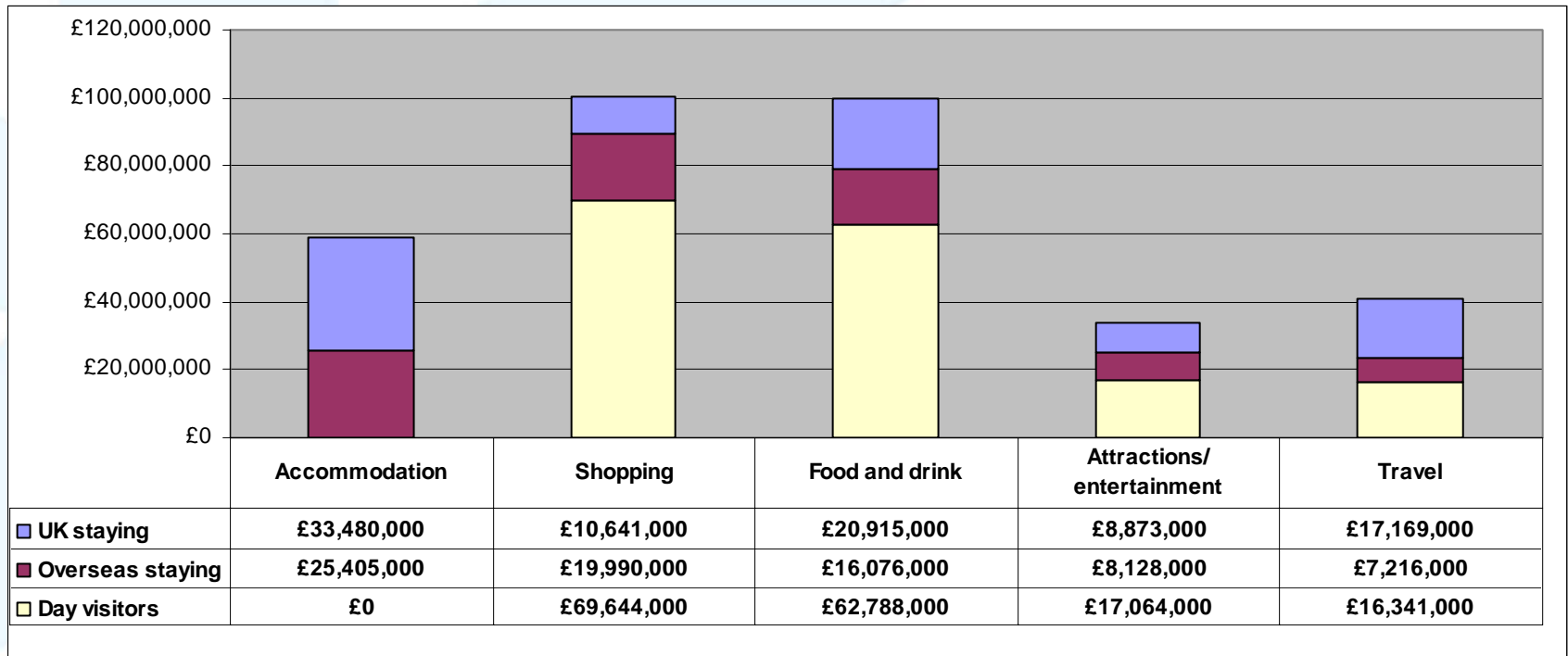
Day visits



VALUE OF TOURISM 2007

Bath & North East Somerset Briefing

Breakdown of expenditure



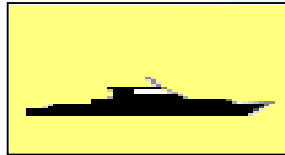
VALUE OF TOURISM 2007

Bath & North East Somerset Briefing

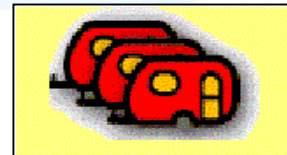
Other tourism related spend



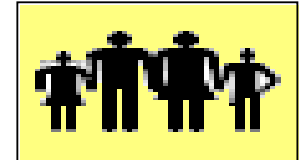
Second Homes
£425,000



Boats
£300,000



Static Vans
£0



VFR
£15,268,000

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	3,367	2,809	6,176
Indirect jobs	782	472	1,254
Induced jobs	345	58	403
Total	4,494	3,339	7,834
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,688

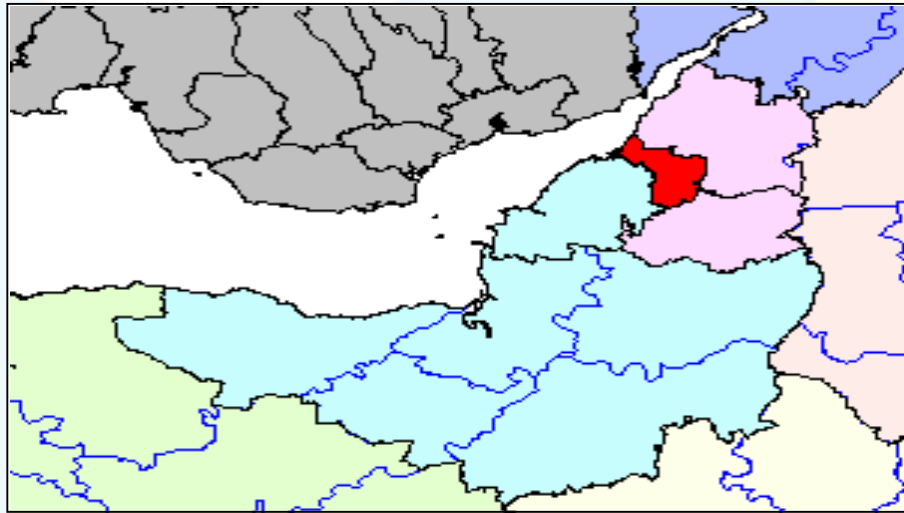
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

BRISTOL UNITARY AUTHORITY

VALUE OF TOURISM 2007

Bristol Briefing



BRISTOL

KEY FACTS

1,597,700 trips by staying visitors
5,849,000 staying visitor nights
£293,895,000 spend by staying visitors
7,439,000 day visits
£359,923,000 spend by day visitors
£36,085,000 other tourism related spend
16,656 jobs related to
tourism spending
8% of employment is
supported by tourism

VALUE OF TOURISM 2007

Bristol Briefing

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

	Trips	Nights	Spend
Serviced	493,600	1,053,000	£112,085,000
Self catering	27,200	112,000	£6,847,000
Touring caravans /tents	4,200	16,000	£586,000
Static vans/holiday centres	0	0	£0
Group/campus	7,700	15,000	£1,200,000
Paying guests in private homes	0	0	£0
Second homes	3,300	9,000	£289,000
Boat moorings	1,200	3,000	£40,000
Other	23,500	99,000	£2,413,000
Staying with friends and relatives (VFR)	567,000	1,426,000	£43,995,000
Total	1,127,700	2,734,000	£167,455,000

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

	Trips	Nights	Spend
Serviced	193,900	636,000	£53,225,000
Self catering	2,200	85,000	£2,139,000
Touring caravans /tents	200	1,000	£40,000
Static vans/holiday centres	0	0	£0
Group/campus	10,300	167,000	£5,053,000
Paying guests in private homes	29,800	281,000	£7,842,000
Second homes	2,000	28,000	£1,309,000
Boat moorings	0	0	£0
Other	29,500	51,000	£765,000
Staying with friends and relatives (VFR)	202,000	1,865,000	£56,066,000
Total	470,000	3,115,000	£126,440,000

VALUE OF TOURISM 2007

Bristol Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	646,000	1,772,000	£100,572,000
Business	214,000	400,000	£42,789,000
VFR	236,000	463,000	£21,112,000
Other	31,000	99,000	£2,982,000
Study	0	0	£0
Total	1,128,000	2,734,000	£167,455,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	211,000	927,000	£40,136,000
Business	107,000	465,000	£33,328,000
VFR	121,000	990,000	£29,033,000
Other	16,000	247,000	£8,766,000
Study	15,000	485,000	£15,176,000
Total	470,000	3,115,000	£126,440,000

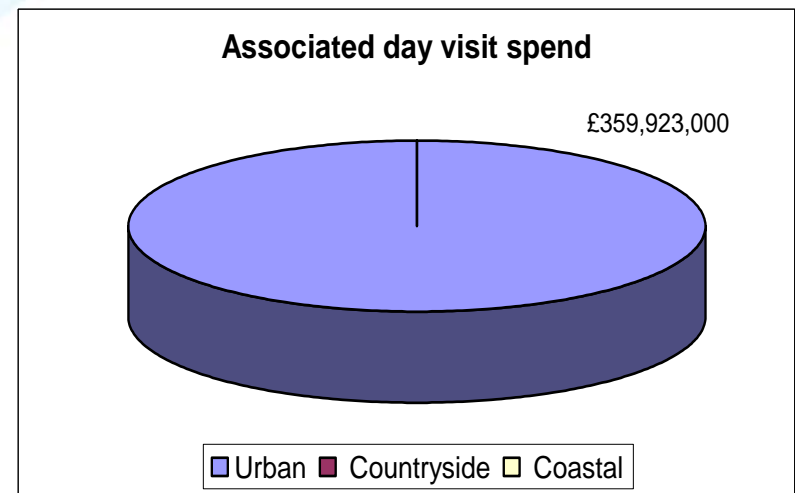
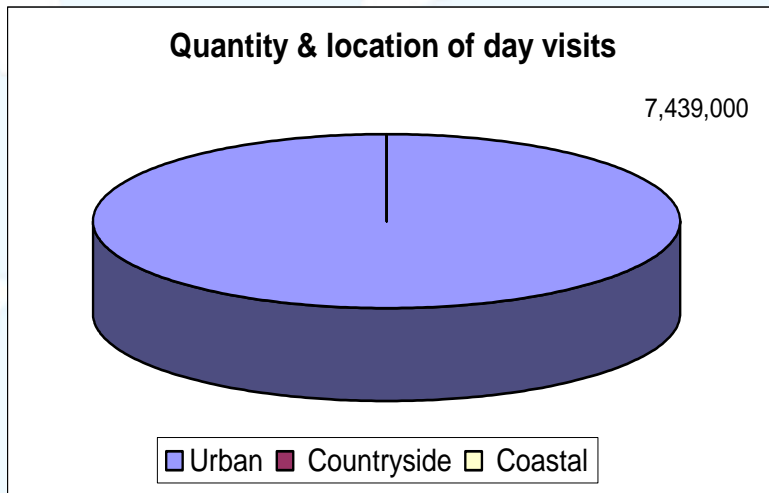
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VALUE OF TOURISM 2007

Bristol Briefing

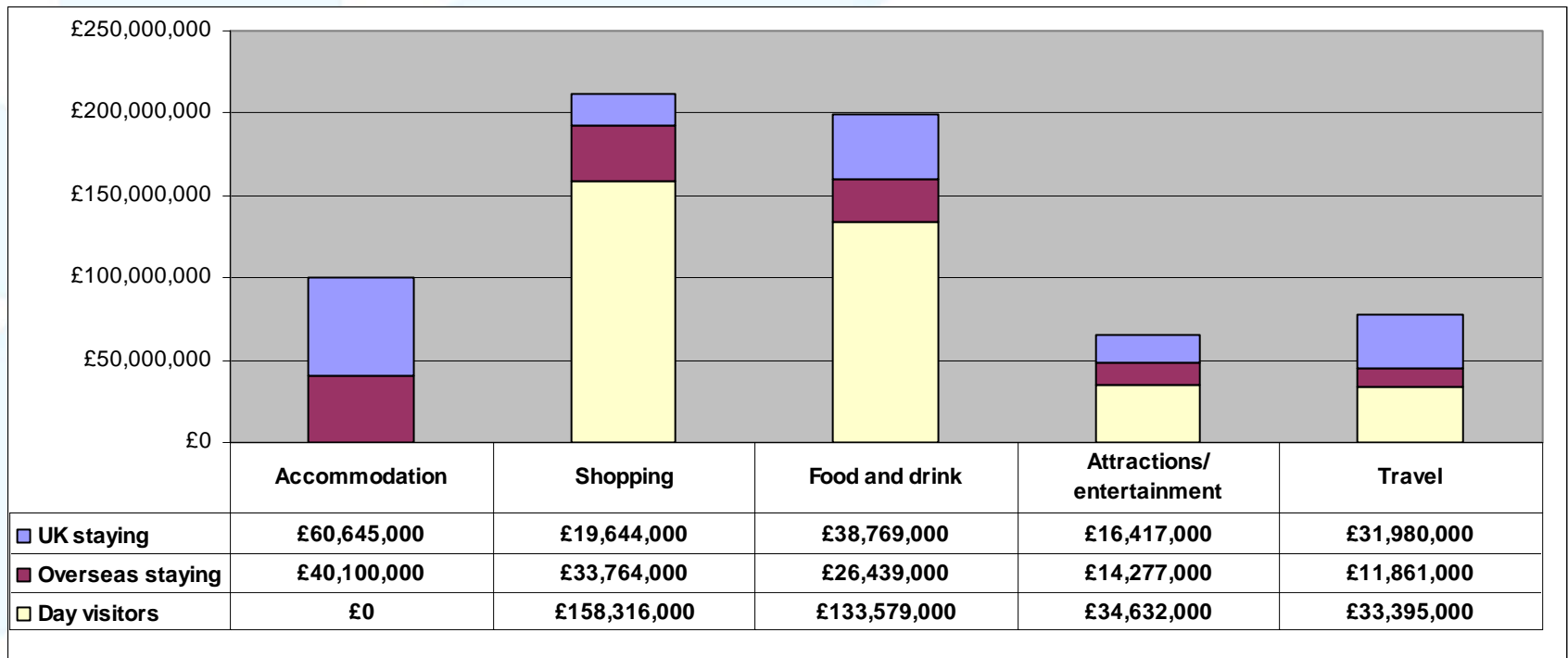
Day visits



VALUE OF TOURISM 2007

Bristol Briefing

Breakdown of expenditure



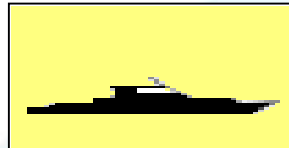
VALUE OF TOURISM 2007

Bristol Briefing

Other tourism related spend



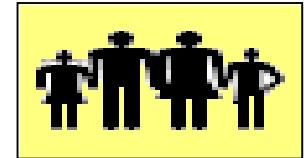
Second Homes
£227,000



Boats
£200,000



Static Vans
£0



VFR
£35,658,000

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	6,065	6,124	12,189
Indirect jobs	1,766	1,458	3,224
Induced jobs	990	252	1,243
Total	8,821	7,835	16,656
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			12,287

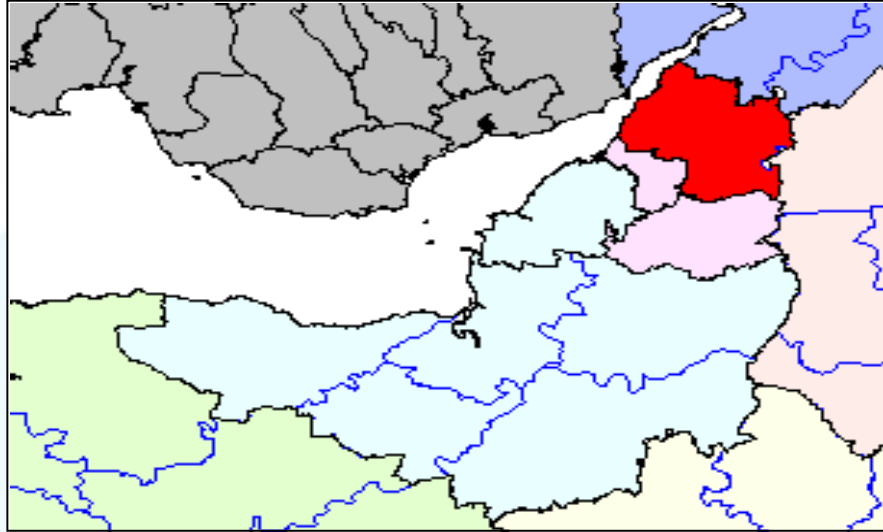
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Value of Tourism 2007

SOUTH GLOUCESTERSHIRE UNITARY AUTHORITY

VALUE OF TOURISM 2007

South Gloucestershire Briefing



SOUTH GLOUCESTERSHIRE KEY FACTS

- 611,300** trips by staying visitors
- 1,513,000** staying visitor nights
- £84,553,000** spend by staying visitors
- 4,683,000** day visits
- £217,324,000** spend by day visitors
- £14,711,000** other tourism related spend
- 6,834** jobs related to tourism spending
- 5%** of employment is supported by tourism

VALUE OF TOURISM 2007

South Gloucestershire Briefing

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

	Trips	Nights	Spend
Serviced	224,400	479,000	£50,951,000
Self catering	3,600	15,000	£895,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	9,300	18,000	£1,459,000
Paying guests in private homes	0	0	£0
Second homes	600	2,000	£53,000
Boat moorings	0	0	£0
Other	14,500	61,000	£1,486,000
Staying with friends and relatives (VFR)	349,300	879,000	£27,101,000
Total	601,600	1,453,000	£81,946,000

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

	Trips	Nights	Spend
Serviced	4,600	15,000	£1,275,000
Self catering	100	3,000	£69,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	100	1,000	£56,000
Boat moorings	0	0	£0
Other	600	1,000	£16,000
Staying with friends and relatives (VFR)	4,300	40,000	£1,190,000
Total	9,700	60,000	£2,607,000

VALUE OF TOURISM 2007

South Gloucestershire Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	339,700	927,000	£49,701,000
Business	97,400	181,000	£18,290,000
VFR	145,200	284,000	£12,228,000
Other	19,300	61,000	£1,727,000
Study	0	0	£0
Total	601,600	1,453,000	£81,946,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	5,500	28,000	£1,155,000
Business	2,500	12,000	£859,000
VFR	1,500	14,000	£391,000
Other	300	6,000	£202,000
Study	0	0	£0
Total	10,000	60,000	£2,607,000

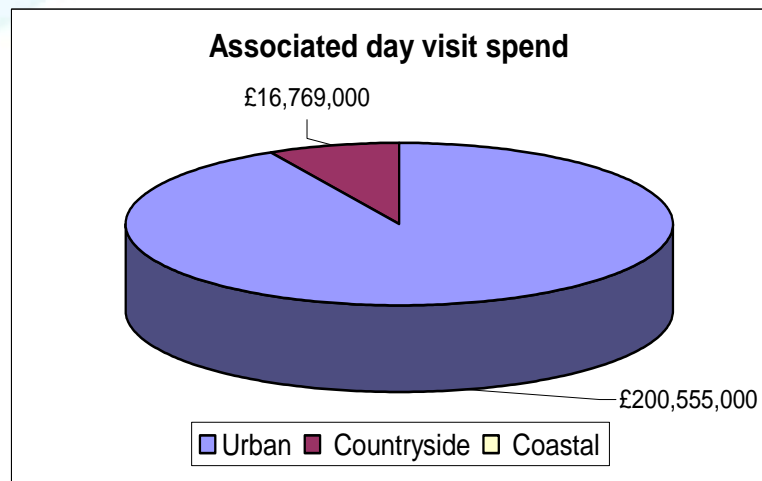
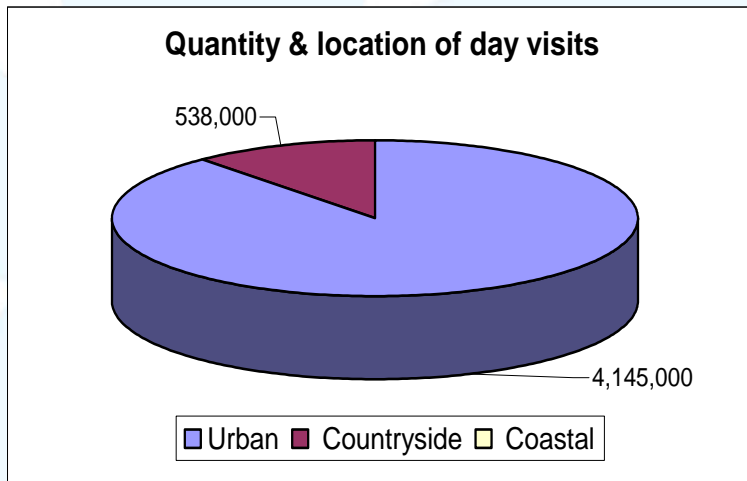
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VALUE OF TOURISM 2007

South Gloucestershire Briefing

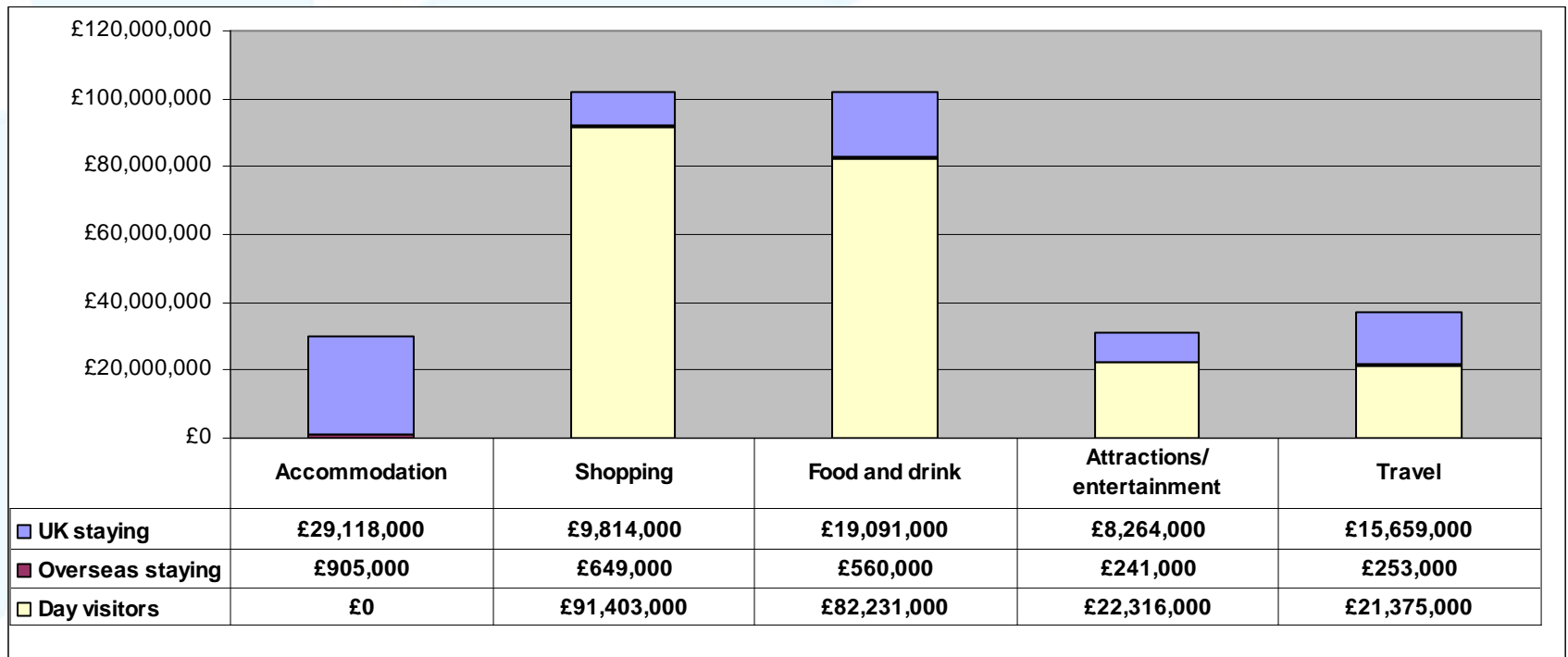
Day visits



VALUE OF TOURISM 2007

South Gloucestershire Briefing

Breakdown of expenditure



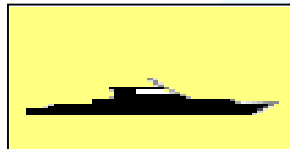
VALUE OF TOURISM 2007

South Gloucestershire Briefing

Other tourism related spend



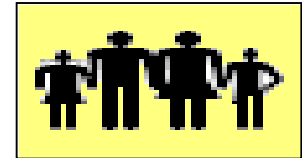
Second Homes
£41,000



Boats
£0



Static Vans
£0



VFR
£14,670,000

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	3,555	5,300
Indirect jobs	467	725	1,192
Induced jobs	235	108	342
Total	2,446	4,388	6,834
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,980

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.