Value of Tourism 2008

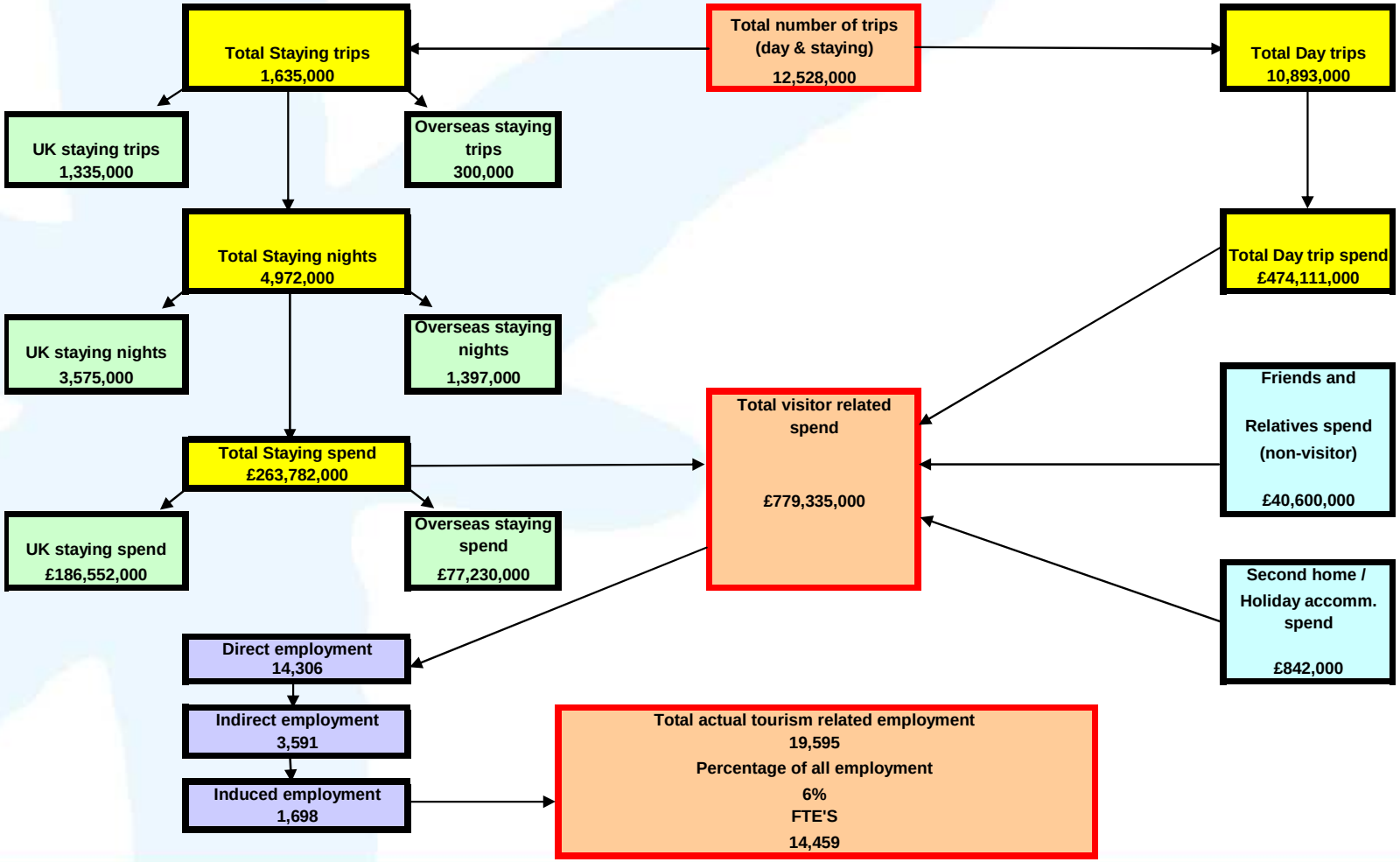
WILTSHIRE

South West England

southwesttourism
The Regional Tourist Board for the South West of England

THE VALUE OF TOURISM 2008

Wiltshire – Facts at a glance



South West England

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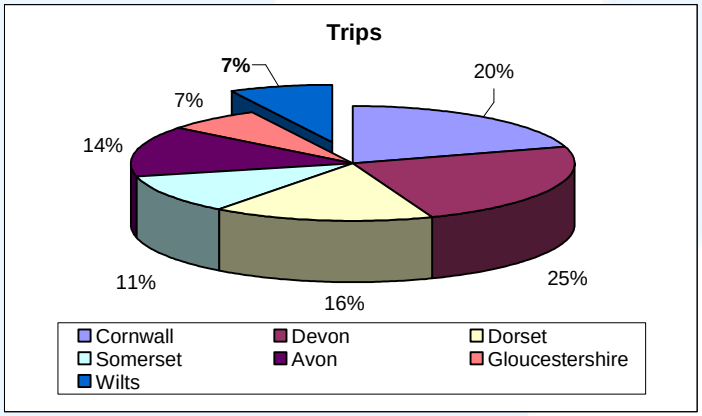
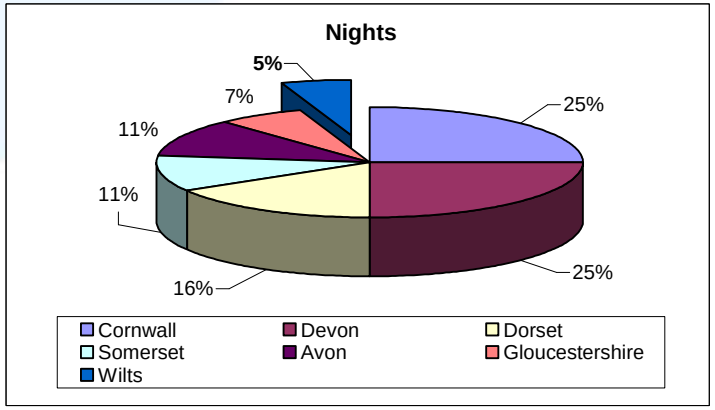
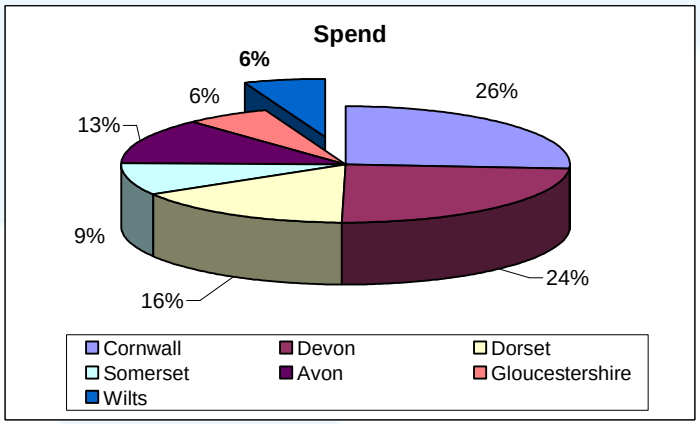
The Regional Tourist Board for the South West of England

VALUE OF TOURISM 2008
Wiltshire – Staying visitors in context







	Trips	Nights	Spend
Cornwall	4,447,000	23,090,000	£1,210,062,000
Devon	5,255,000	22,878,000	£1,118,196,000
Dorset	3,511,000	15,141,000	£739,125,000
Somerset	2,447,000	9,702,000	£409,315,000
Former Avon	3,117,000	10,125,000	£597,353,000
Gloucestershire	1,543,000	6,093,000	£283,875,000
Wilts	**1,635,000**	**4,972,000**	**£263,782,000**

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VALUE OF TOURISM 2008
Wiltshire – Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

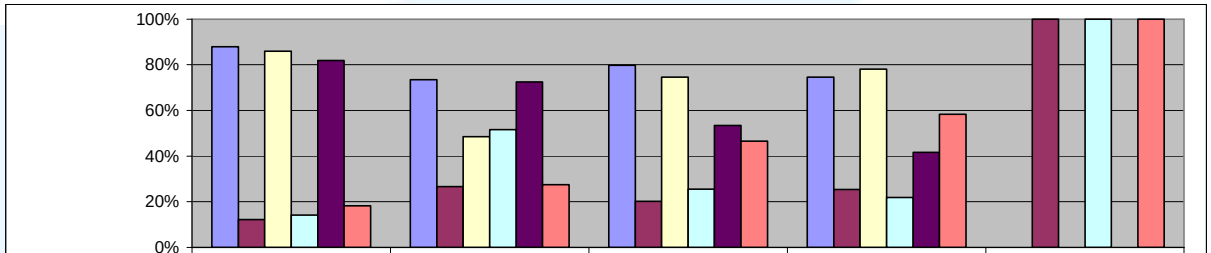
	Trips	Nights	Spend
Serviced	454,000	990,000	£108,909,000
Self catering	48,000	236,000	£11,080,000
Touring caravans /tents	80,000	281,000	£8,545,000
Static vans/holiday centres	21,000	96,000	£4,538,000
Group/campus	2,000	19,000	£314,000
Paying guest in private house	0	0	£0
Second homes	4,000	20,000	£587,000
Boat moorings	1,000	8,000	£255,000
Other	31,000	65,000	£2,971,000
Staying with friends and relatives	694,000	1,860,000	£49,353,000
Total	**1,335,000**	**3,575,000**	**£186,552,000**

Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	126,000	275,000	£35,023,000
Self catering	4,000	79,000	£2,915,000
Touring caravans /tents	7,000	22,000	£654,000
Static vans/holiday centres	0	1,000	£54,000
Group/campus	1,000	8,000	£313,000
Paying guest in private house	3,000	39,000	£2,504,000
Second homes	2,000	15,000	£1,526,000
Boat moorings	0	0	£0
Other	28,000	34,000	£2,343,000
Staying with friends and relatives	131,000	924,000	£31,897,000
Total	**300,000**	**1,397,000**	**£77,230,000**

VALUE OF TOURISM 2008
Wiltshire – Staying visitors in detail

Trips, nights and spend by purpose



	Holiday	Business	VFR	Other	Study
Trips UK	88%	73%	80%	75%	0%
Trips overseas	12%	27%	20%	25%	100%
Nights UK	86%	48%	75%	78%	0%
Nights overseas	14%	52%	25%	22%	100%
Spend UK	82%	72%	53%	42%	0%
Spend overseas	18%	28%	47%	58%	100%

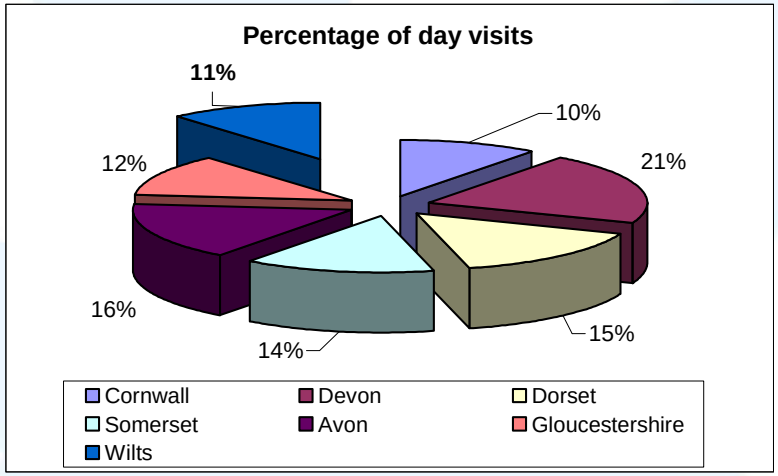
Trips, nights and spend by purpose (Domestic Tourists)

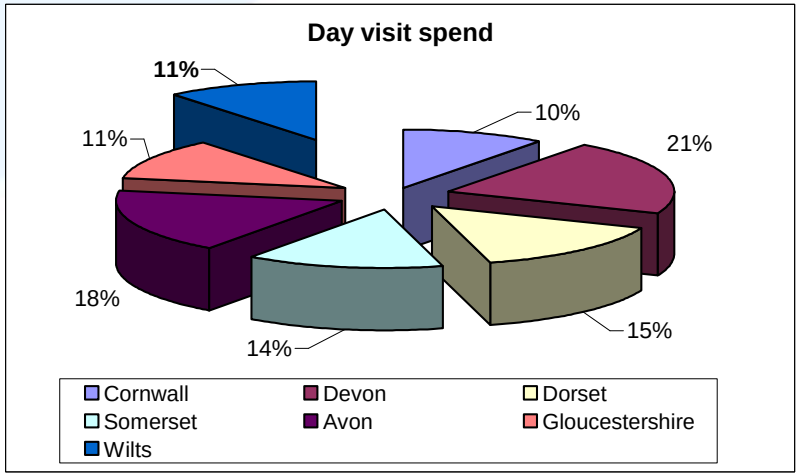
	Trips	Nights	Spend
Holiday	661,000	1,820,000	£94,330,000
Business	297,000	618,000	£61,444,000
VFR	324,000	798,000	£24,706,000
Other	53,000	339,000	£6,072,000
Study	0	0	£0
Total	**1,335,000**	**3,575,000**	**£186,552,000**

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	91,000	300,000	£21,007,000
Business	108,000	658,000	£23,315,000
VFR	82,000	273,000	£21,533,000
Other	18,000	95,000	£8,491,000
Study	3,000	70,000	£2,882,000
Total	**302,000**	**1,397,000**	**£77,229,000**

VALUE OF TOURISM 2008
Wiltshire – Day visitors in context





	Trips	Spend
Cornwall	9,923,869	£452,459,000
Devon	19,990,049	£918,108,000
Dorset	14,604,144	£656,305,495
Somerset	13,903,305	£623,036,000
Former Avon	15,884,000	£787,019,000
Gloucestershire	11,576,000	£506,504,000
Wilts	**10,893,000**	**£474,111,000**
Totals	**96,774,367**	**£4,417,542,495**

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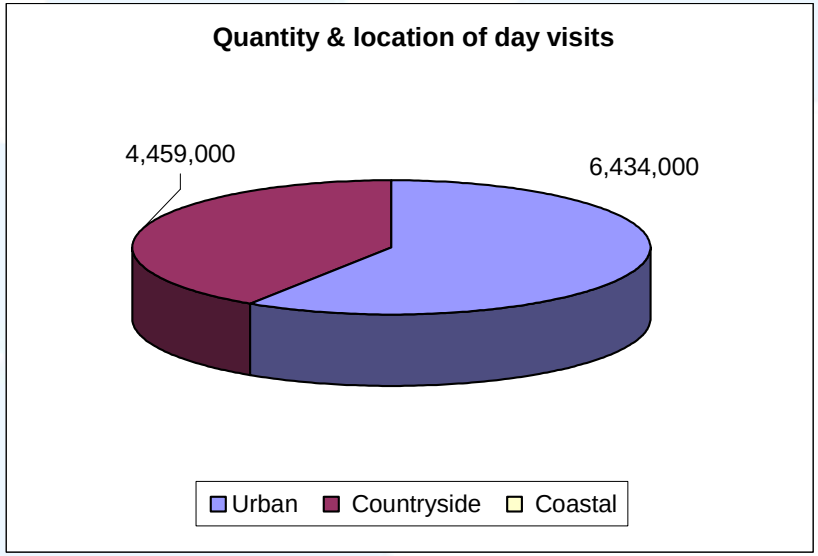
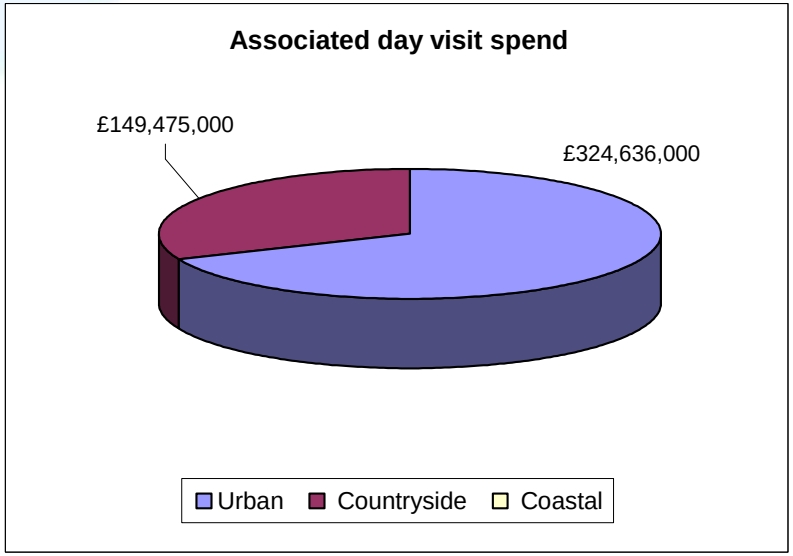
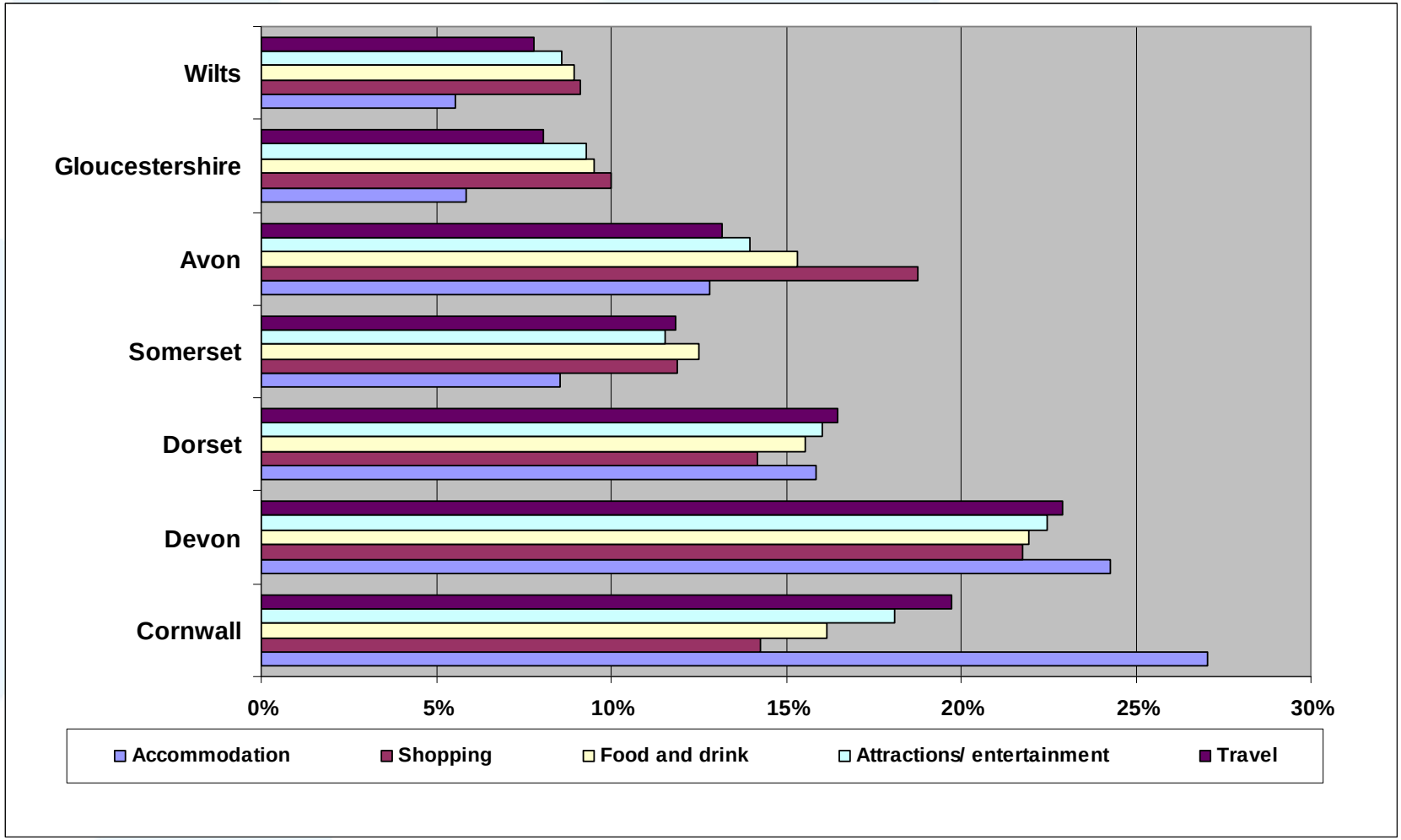
VALUE OF TOURISM 2008
Wiltshire – Day visitors in detail

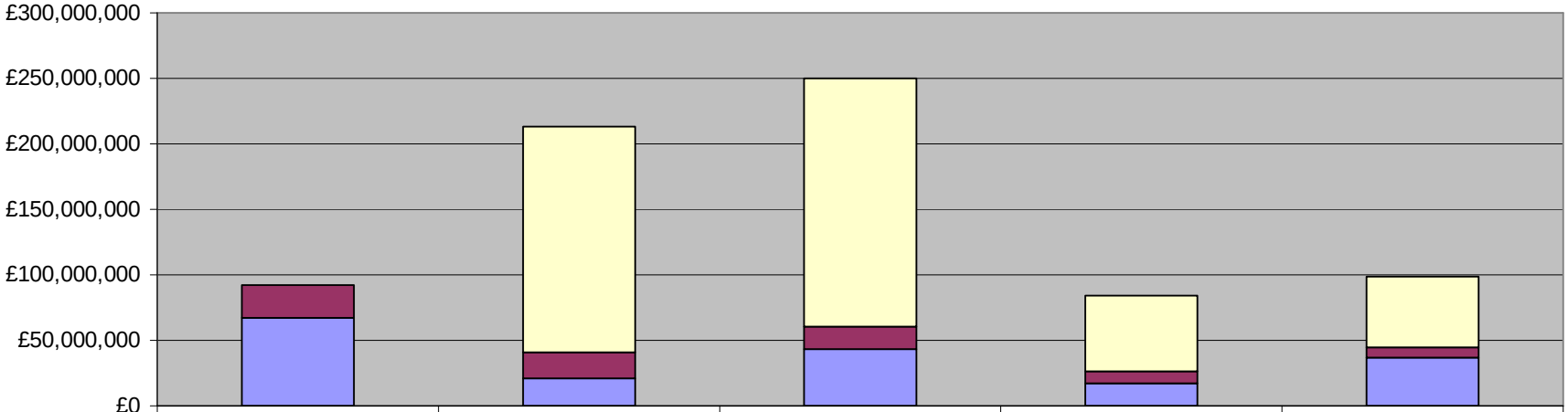




VALUE OF TOURISM 2008
Wiltshire – Expenditure associated with trips (all visits)

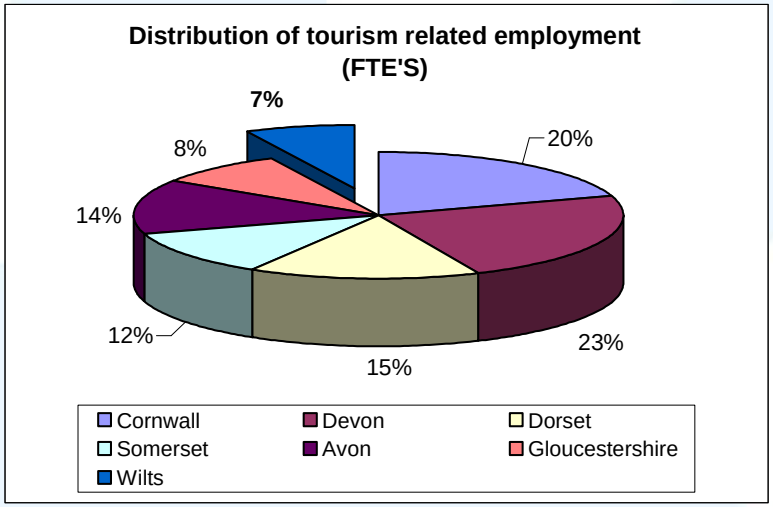


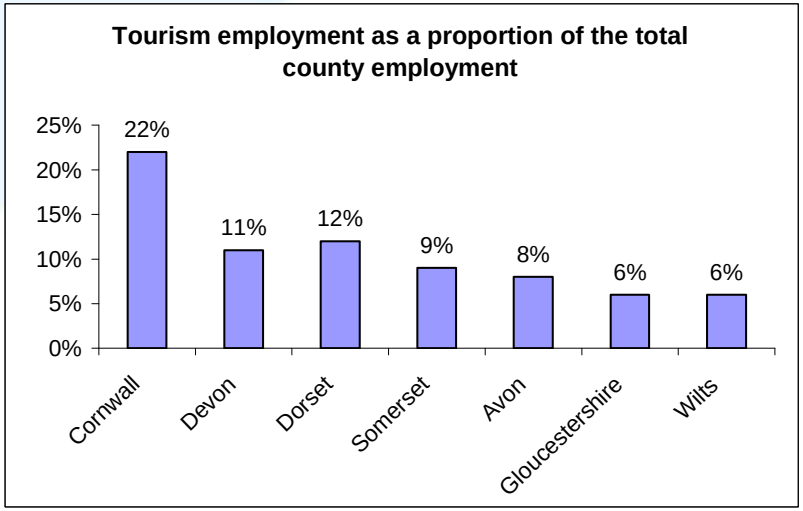
VALUE OF TOURISM 2008
Wiltshire – Expenditure associated with trips



	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel
Day visit	£0	£171,196,000	£189,989,000	£58,142,000	£54,784,000
Overseas	£24,447,000	£20,304,000	£16,490,000	£8,527,000	£7,460,000
UK	£67,710,000	£21,066,000	£43,520,000	£17,419,000	£36,836,000

VALUE OF TOURISM 2008
Wiltshire – Employment in context





	Number of FTE's
Cornwall	39,667
Devon	46,140
Dorset	30,250
Somerset	23,549
Former Avon	27,600
Gloucestershire	16,791
Wilts	**14,459**
Totals	**198,456**

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VALUE OF TOURISM 2008
Wiltshire – Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	5,662	8,644	**14,306**
Indirect	1,620	1,971	**3,591**
Induced	1,233	465	**1,698**
Totals	**8,515**	**11,080**	**19,595**

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

	Staying tourists	Day visitors	Total
Direct	3,986	5,833	**9,819**
Indirect	1,421	1,729	**3,150**
Induced	1,082	408	**1,490**
Totals	**6,489**	**7,970**	**14,459**

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

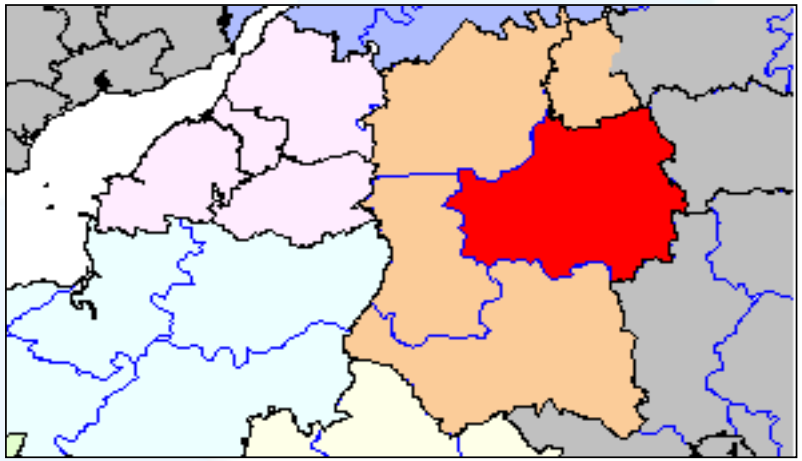
	Staying	Day	Total
Accommodation	1,396	57	1,452
Retailing	370	1,531	1,901
Catering	975	3,088	4,063
Attractions/entertainment	409	936	1,344
Transport	179	221	400
Arising from non trip spend	658	0	658
Totals	**3,986**	**5,833**	**9,819**

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 2008

KENNET DISTRICT

VALUE OF TOURISM 2008
Kennet Briefing



	KENNET	KEY FACTS
179,000	trips by staying visitors	
565,000	staying visitor nights	
£26,545,000	spend by staying visitors	
1,839,000	day visits	
£75,470,000	spend by day visitors	
£5,169,000	other tourism related spend	
2,460	jobs related to tourism spending	
6%	of employment is supported by tourism	

South West England

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The Regional Tourist Board for the South West of England

VALUE OF TOURISM 2008
Kennet Briefing

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

	Trips	Nights	Spend
Serviced	33,000	72,000	£7,877,000
Self catering	8,000	39,000	£1,853,000
Touring caravans /tents	13,000	45,000	£1,362,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	1,000	5,000	£0
Second homes	1,000	5,000	£161,000
Boat moorings	0	0	£0
Other	4,000	8,000	£365,000
Staying with friends and relatives (VFR)	85,000	228,000	£6,059,000
Total	**144,000**	**398,000**	**£17,677,000**

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

	Trips	Nights	Spend
Serviced	13,000	29,000	£3,654,000
Self catering	1,000	13,000	£488,000
Touring caravans /tents	1,000	4,000	£104,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	4,000	£419,000
Boat moorings	0	0	£0
Other	3,000	4,000	£288,000
Staying with friends and relatives (VFR)	16,000	113,000	£3,916,000
Total	**35,000**	**167,000**	**£8,868,000**

VALUE OF TOURISM 2008
Kennet Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	76,000	211,000	£10,020,000
Business	22,000	46,000	£4,155,000
VFR	40,000	99,000	£2,811,000
Other	7,000	42,000	£691,000
Study	0	0	£0
Total	**144,000**	**398,000**	**£17,677,000**

Trips, nights and spend by purpose (Overseas Tourists)

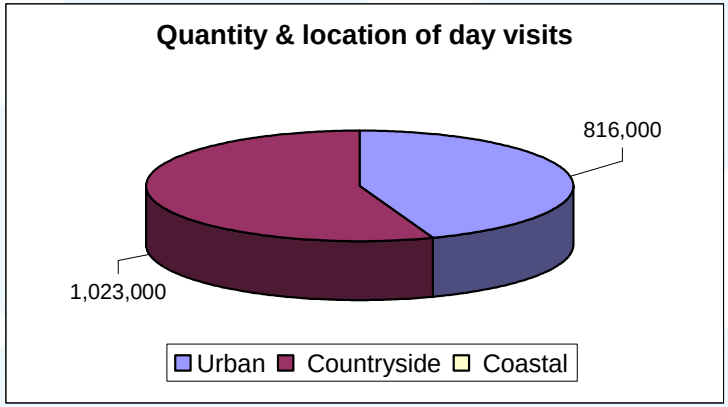
	Trips	Nights	Spend
Holiday	9,000	33,000	£2,186,000
Business	13,000	87,000	£2,938,000
VFR	10,000	36,000	£2,685,000
Other	2,000	12,000	£1,059,000
Study	0	0	£0
Total	**35,000**	**167,000**	**£8,868,000**

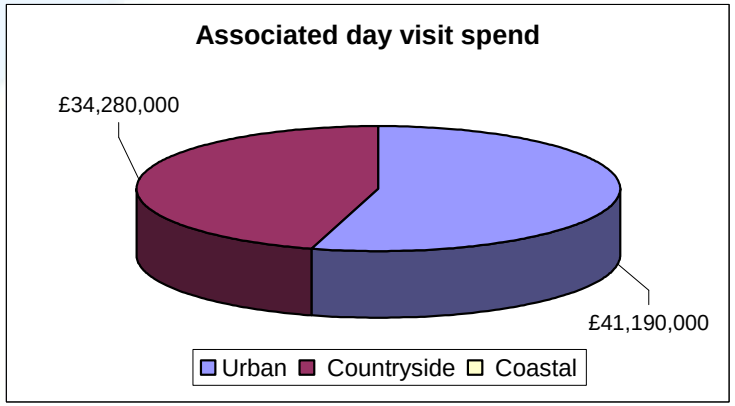
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2008
Kennet Briefing

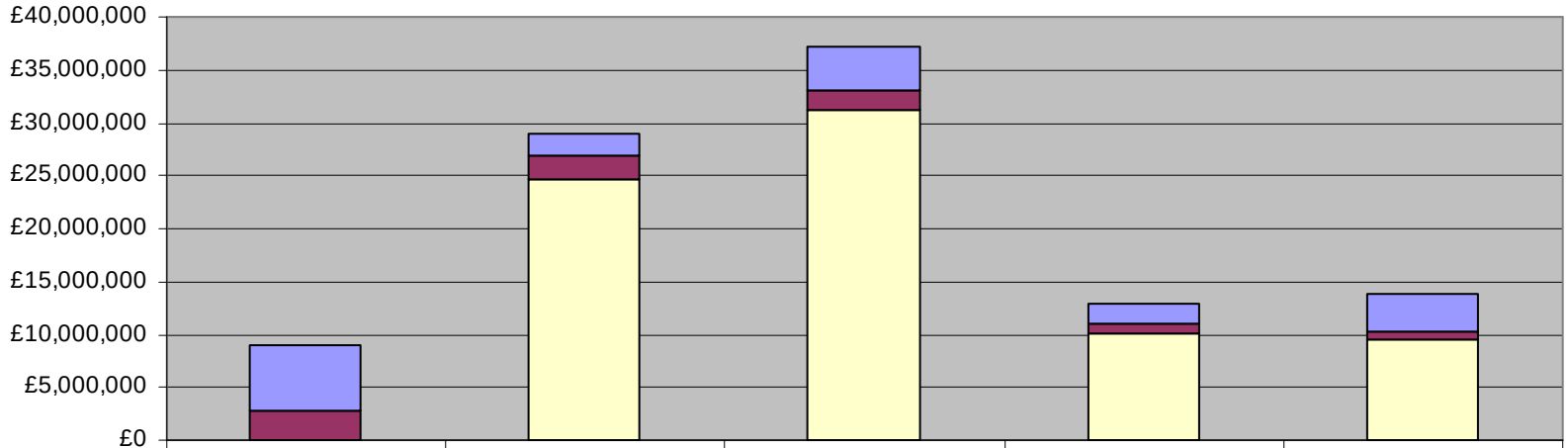
Day visits





VALUE OF TOURISM 2008
Kennet Briefing

Breakdown of expenditure

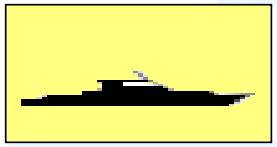


	Accommodation	Shopping	Food and drink	Attractions/ entertainment	Travel
UK staying	£6,241,000	£2,107,000	£4,137,000	£1,775,000	£3,417,000
Overseas staying	£2,821,000	£2,299,000	£1,916,000	£960,000	£871,000
Day visitors	£0	£24,631,000	£31,228,000	£10,134,000	£9,478,000

VALUE OF TOURISM 2008
Kennet Briefing

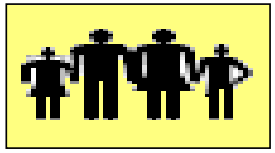
Other tourism related spend

Second Homes
£185,000



Boats
£0

Static Vans
£0



VFR
£4,984,000

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

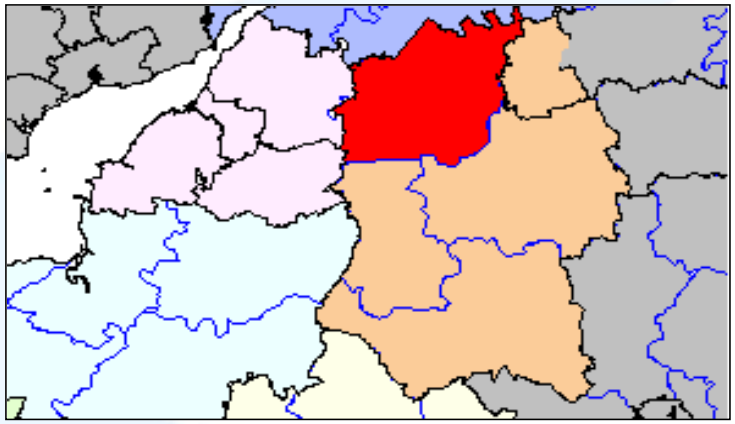
	Staying tourists	Day visitors	Total
Direct jobs	630	1,506	**2,136**
Indirect jobs	105	176	**282**
Induced jobs	31	12	**43**
Total	**766**	**1,694**	**2,460**
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			**1,747**

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 2008

NORTH WILTSHIRE DISTRICT

VALUE OF TOURISM 2008
North Wiltshire Briefing



	NORTH WILTSHIRE	KEY FACTS
345,000	trips by staying visitors	
1,021,000	staying visitor nights	
£55,435,000	spend by staying visitors	
2,218,000	day visits	
£95,049,000	spend by day visitors	
£8,490,000	other tourism related spend	
3,666	jobs related to tourism spending	
6%	of employment is supported by tourism	

South West England

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The Regional Tourist Board for the South West of England

VALUE OF TOURISM 2008
North Wiltshire Briefing

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

	Trips	Nights	Spend
Serviced	123,000	267,000	£29,395,000
Self catering	10,000	51,000	£2,405,000
Touring caravans /tents	15,000	54,000	£1,639,000
Static vans/holiday centres	0	0	£0
Group/campus	0	3,000	£48,000
Paying guests in private homes	0	0	£0
Second homes	1,000	4,000	£120,000
Boat moorings	0	0	£0
Other	6,000	13,000	£611,000
Staying with friends and relatives (VFR)	143,000	383,000	£10,154,000
Total	**299,000**	**775,000**	**£44,373,000**

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

	Trips	Nights	Spend
Serviced	10,000	23,000	£2,900,000
Self catering	1,000	17,000	£633,000
Touring caravans /tents	1,000	4,000	£125,000
Static vans/holiday centres	0	0	£0
Group/campus	0	1,000	£48,000
Paying guests in private homes	0	0	£0
Second homes	0	3,000	£312,000
Boat moorings	0	0	£0
Other	6,000	7,000	£482,000
Staying with friends and relatives (VFR)	27,000	190,000	£6,562,000
Total	**46,000**	**246,000**	**£11,062,000**

VALUE OF TOURISM 2008
North Wiltshire Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	119,000	329,000	£17,005,000
Business	102,000	212,000	£21,040,000
VFR	67,000	165,000	£5,079,000
Other	11,000	70,000	£1,248,000
Study	0	0	£0
Total	**299,000**	**775,000**	**£44,373,000**

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	12,000	49,000	£2,582,000
Business	13,000	102,000	£2,702,000
VFR	17,000	70,000	£4,143,000
Other	4,000	24,000	£1,634,000
Study	0	0	£0
Total	**46,000**	**246,000**	**£11,062,000**

NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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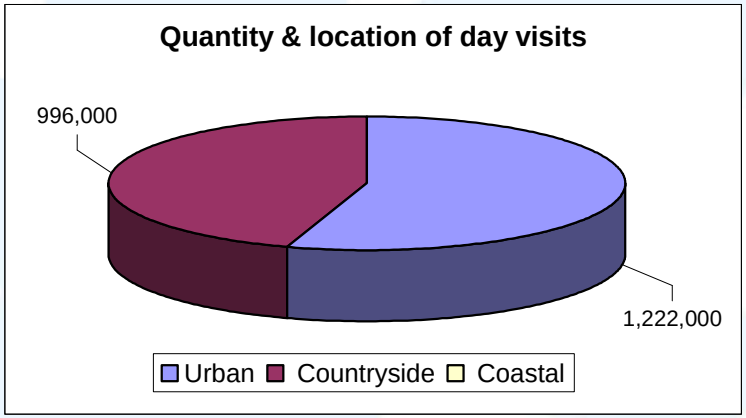
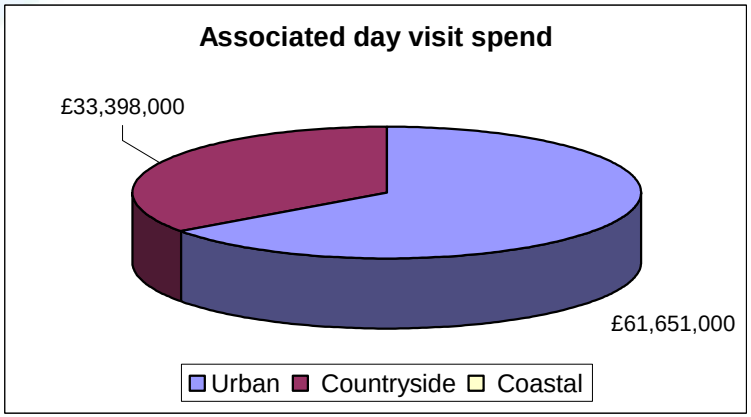
VALUE OF TOURISM 2008
North Wiltshire Briefing

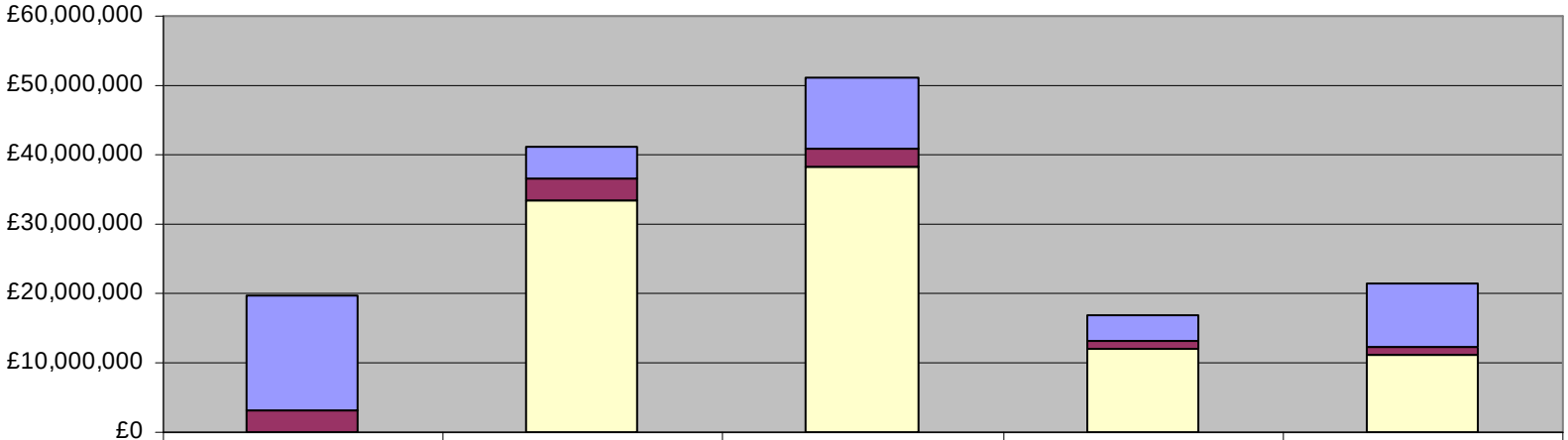
Day visits





VALUE OF TOURISM 2008
North Wiltshire Briefing

Breakdown of expenditure

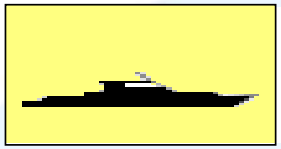


	Accommodation	Shopping	Food and drink	Attractions/ entertainment	Travel
UK staying	£16,529,000	£4,606,000	£10,387,000	£3,693,000	£9,158,000
Overseas staying	£3,242,000	£3,043,000	£2,414,000	£1,275,000	£1,088,000
Day visitors	£0	£33,464,000	£38,411,000	£11,944,000	£11,231,000

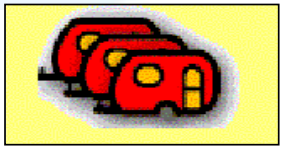
VALUE OF TOURISM 2008
North Wiltshire Briefing

Other tourism related spend

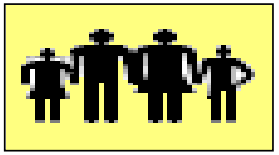
Second Homes
£137,000



Boats
£0



Static Vans
£0



VFR
£8,353,000

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

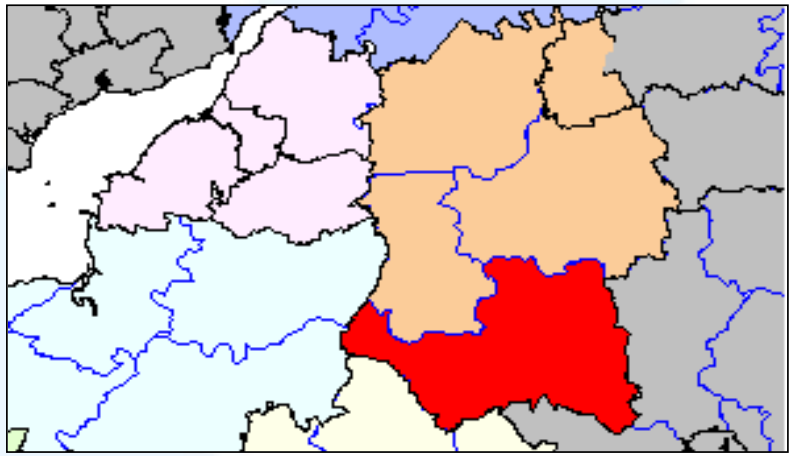
	Staying tourists	Day visitors	Total
Direct jobs	1,149	1,684	**2,833**
Indirect jobs	301	329	**630**
Induced jobs	153	50	**203**
Total	**1,603**	**2,063**	**3,666**
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			**2,677**

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 2008

SALISBURY DISTRICT

VALUE OF TOURISM 2008
Salisbury Briefing



	SALISBURY KEY FACTS
347,000	trips by staying visitors
1,085,000	staying visitor nights
£59,279,000	spend by staying visitors
2,862,000	day visits
£120,840,000	spend by day visitors
£7,478,000	other tourism related spend
4,208	jobs related to tourism spending
7%	of employment is supported by tourism

South West England

southwesttourism
The Regional Tourist Board for the South West of England

VALUE OF TOURISM 2008
Salisbury Briefing

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

	Trips	Nights	Spend
Serviced	81,000	176,000	£19,385,000
Self catering	15,000	71,000	£3,352,000
Touring caravans /tents	35,000	123,000	£3,753,000
Static vans/holiday centres	0	0	£0
Group/campus	2,000	16,000	£266,000
Paying guests in private homes	0	0	£0
Second homes	1,000	6,000	£181,000
Boat moorings	0	0	£0
Other	6,000	12,000	£532,000
Staying with friends and relatives (VFR)	124,000	333,000	£8,837,000
Total	**263,000**	**738,000**	**£36,307,000**

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

	Trips	Nights	Spend
Serviced	48,000	104,000	£13,265,000
Self catering	1,000	24,000	£882,000
Touring caravans /tents	3,000	10,000	£287,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	7,000	£265,000
Paying guests in private homes	2,000	26,000	£1,669,000
Second homes	1,000	5,000	£472,000
Boat moorings	0	0	£0
Other	5,000	6,000	£420,000
Staying with friends and relatives (VFR)	23,000	165,000	£5,711,000
Total	**84,000**	**347,000**	**£22,972,000**

VALUE OF TOURISM 2008
Salisbury Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	168,000	472,000	£24,787,000
Business	27,000	58,000	£5,835,000
VFR	58,000	146,000	£4,563,000
Other	9,000	62,000	£1,122,000
Study	0	0	£0
Total	**263,000**	**738,000**	**£36,307,000**

Trips, nights and spend by purpose (Overseas Tourists)

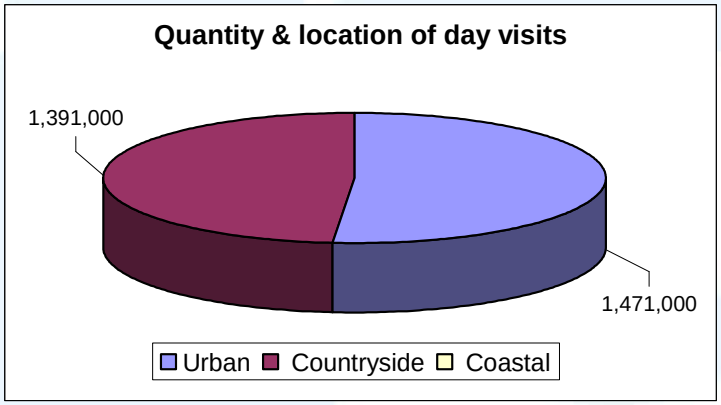
	Trips	Nights	Spend
Holiday	39,000	114,000	£9,552,000
Business	25,000	134,000	£5,698,000
VFR	15,000	43,000	£4,080,000
Other	3,000	15,000	£1,609,000
Study	2,000	41,000	£2,033,000
Total	**84,000**	**347,000**	**£22,972,000**

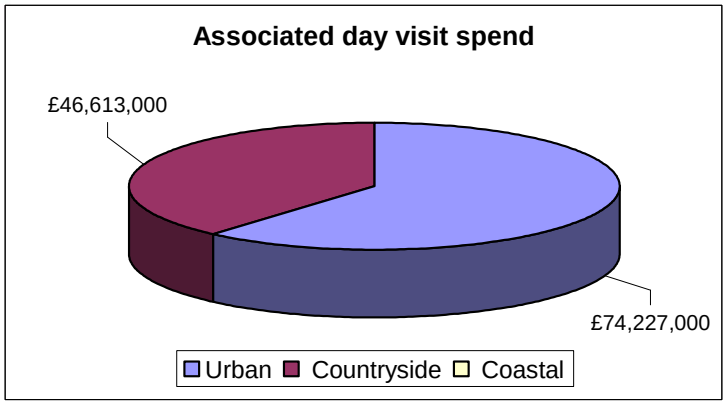
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2008
Salisbury Briefing

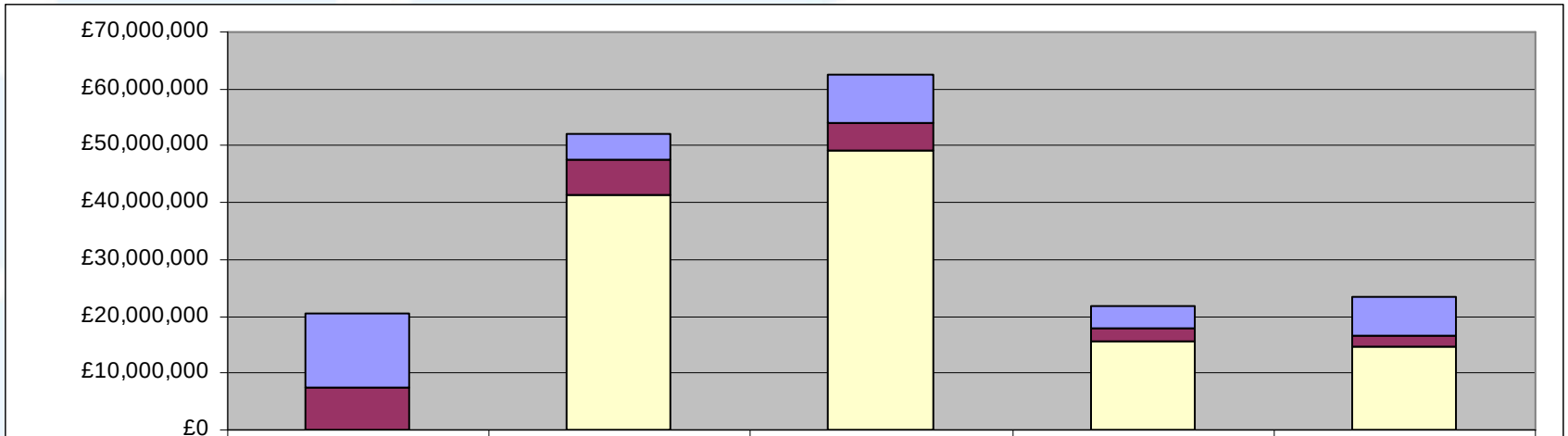
Day visits





VALUE OF TOURISM 2008
Salisbury Briefing

Breakdown of expenditure

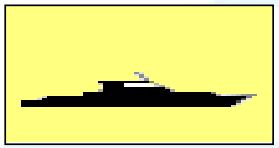


	Accommodation	Shopping	Food and drink	Attractions/ entertainment	Travel
UK staying	£13,022,000	£4,465,000	£8,351,000	£3,790,000	£6,679,000
Overseas staying	£7,498,000	£6,074,000	£4,835,000	£2,406,000	£2,158,000
Day visitors	£0	£41,506,000	£49,223,000	£15,532,000	£14,578,000

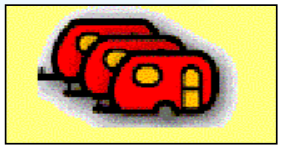
VALUE OF TOURISM 2008
Salisbury Briefing

Other tourism related spend

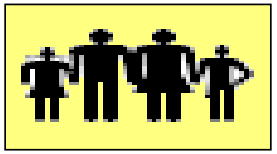
Second Homes
£208,000



Boats
£0



Static Vans
£0



VFR
£7,270,000

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

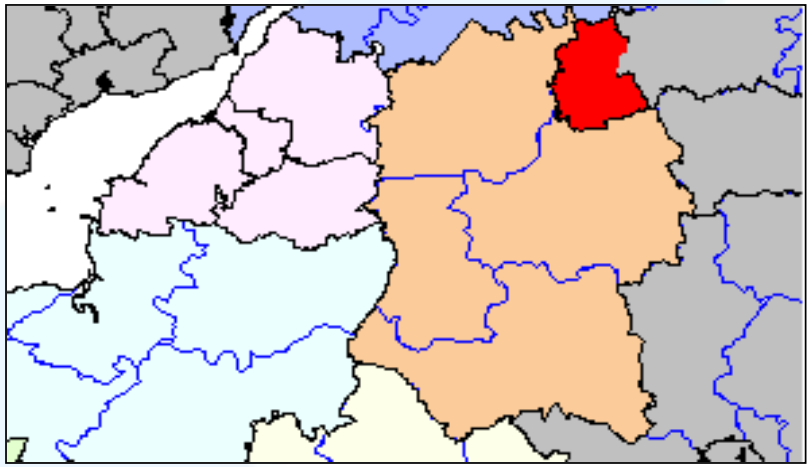
	Staying tourists	Day visitors	Total
Direct jobs	1,224	2,169	**3,393**
Indirect jobs	282	361	**643**
Induced jobs	126	45	**171**
Total	**1,632**	**2,576**	**4,208**
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			**3,035**

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 2008

SWINDON UNITARY AUTHORITY

VALUE OF TOURISM 2008
Swindon Briefing



	SWINDON	KEY FACTS
478,000	trips by staying visitors	
1,344,000	staying visitor nights	
£79,671,000	spend by staying visitors	
1,950,000	day visits	
£94,532,000	spend by day visitors	
£11,879,000	other tourism related spend	
4,262	jobs related to tourism spending	
4%	of employment is supported by tourism	

South West England

southwesttourism
The Regional Tourist Board for the South West of England

VALUE OF TOURISM 2008
Swindon Briefing

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

	Trips	Nights	Spend
Serviced	166,000	362,000	£39,775,000
Self catering	2,000	8,000	£394,000
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	0	0	£0
Boat moorings	0	0	£0
Other	9,000	19,000	£884,000
Staying with friends and relatives (VFR)	206,000	553,000	£14,683,000
Total	**383,000**	**943,000**	**£55,736,000**

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

	Trips	Nights	Spend
Serviced	46,000	101,000	£12,810,000
Self catering	0	3,000	£104,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	1,000	13,000	£835,000
Second homes	0	0	£0
Boat moorings	0	0	£0
Other	8,000	10,000	£697,000
Staying with friends and relatives (VFR)	39,000	275,000	£9,489,000
Total	**95,000**	**401,000**	**£23,935,000**

VALUE OF TOURISM 2008
Swindon Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	162,000	416,000	£23,542,000
Business	109,000	211,000	£22,884,000
VFR	96,000	221,000	£7,473,000
Other	16,000	94,000	£1,837,000
Study	0	0	£0
Total	**383,000**	**943,000**	**£55,736,000**

Trips, nights and spend by purpose (Overseas Tourists)

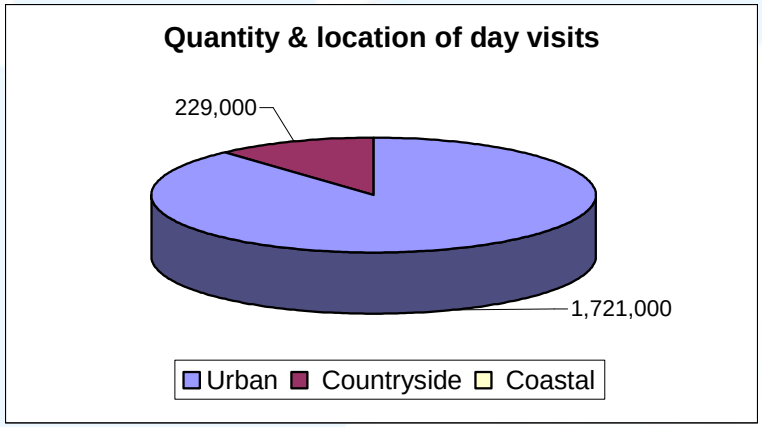
	Trips	Nights	Spend
Holiday	21,000	59,000	£4,982,000
Business	47,000	243,000	£10,326,000
VFR	22,000	64,000	£6,023,000
Other	3,000	15,000	£1,621,000
Study	1,000	20,000	£984,000
Total	**95,000**	**401,000**	**£23,935,000**

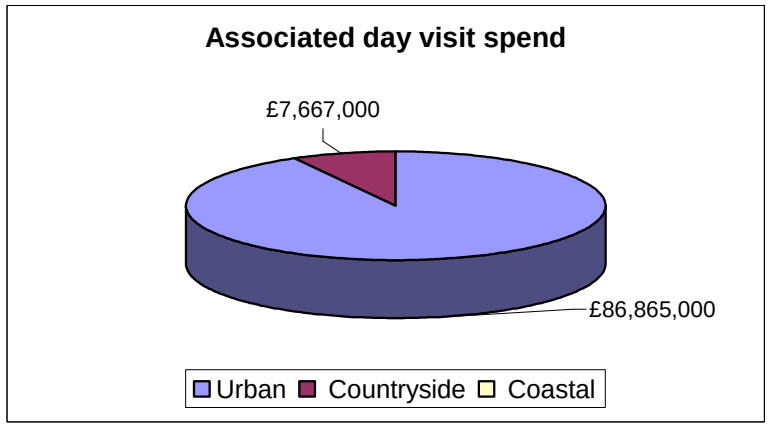
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2008
Swindon Briefing

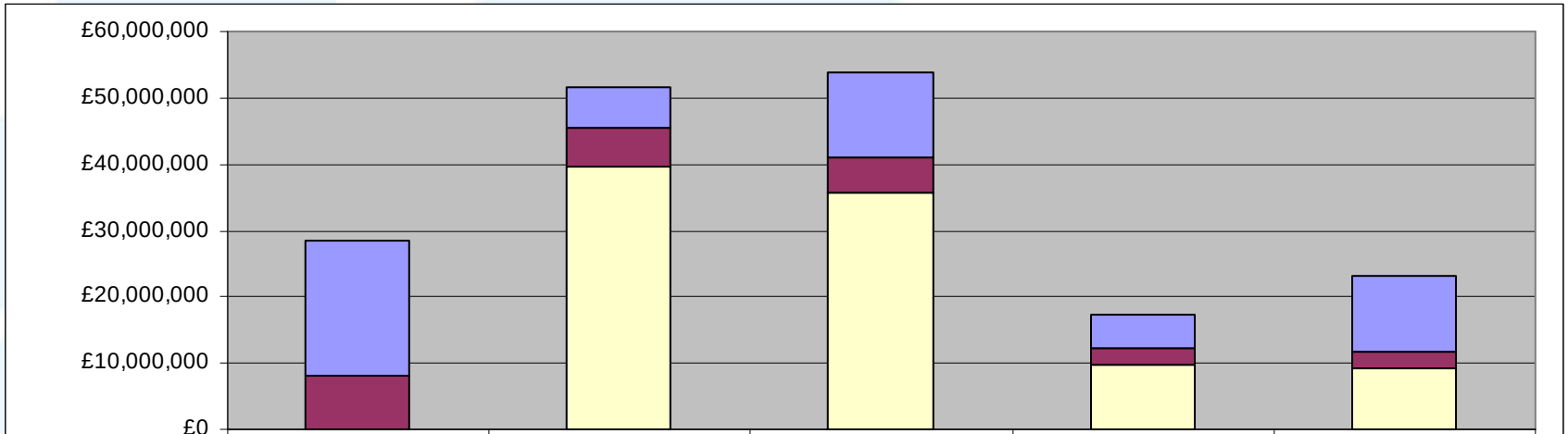
Day visits





VALUE OF TOURISM 2008
Swindon Briefing

Breakdown of expenditure

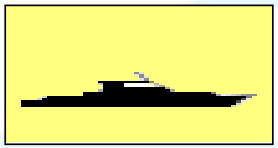


	Accommodation	Shopping	Food and drink	Attractions/ entertainment	Travel
UK staying	£20,367,000	£6,022,000	£13,083,000	£4,906,000	£11,358,000
Overseas staying	£8,137,000	£5,836,000	£5,090,000	£2,526,000	£2,345,000
Day visitors	£0	£39,665,000	£35,804,000	£9,738,000	£9,325,000

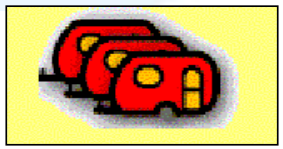
VALUE OF TOURISM 2008
Swindon Briefing

Other tourism related spend

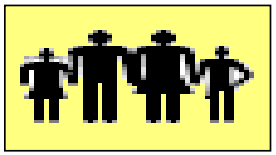
Second Homes
£0



Boats
£0



Static Vans
£0



VFR
£11,879,000

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

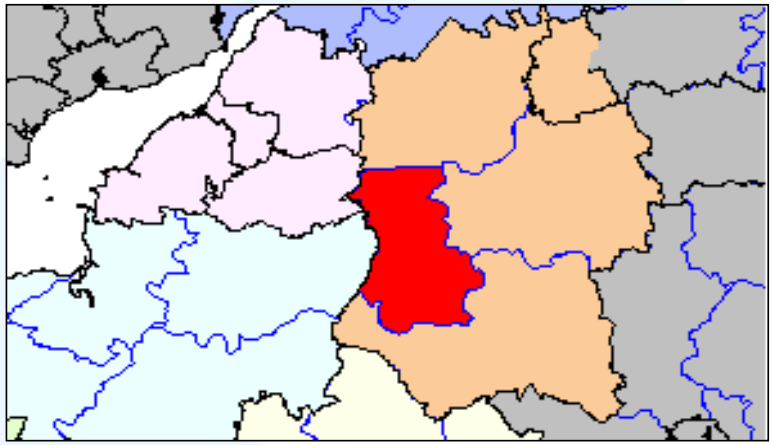
	Staying tourists	Day visitors	Total
Direct jobs	1,630	1,619	**3,249**
Indirect jobs	434	315	**749**
Induced jobs	218	47	**264**
Total	**2,281**	**1,981**	**4,262**
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			**3,127**

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 2008

WEST WILTSHIRE DISTRICT

VALUE OF TOURISM 2008
West Wiltshire Briefing



	WEST WILTSHIRE KEY FACTS
289,000	trips by staying visitors
957,000	staying visitor nights
£42,853,000	spend by staying visitors
2,024,000	day visits
£88,219,000	spend by day visitors
£8,228,000	other tourism related spend
3,057	jobs related to tourism spending
5%	of employment is supported by tourism

South West England

southwesttourism
The Regional Tourist Board for the South West of England

VALUE OF TOURISM 2008
West Wiltshire Briefing

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

	Trips	Nights	Spend
Serviced	52,000	113,000	£12,476,000
Self catering	13,000	66,000	£3,076,000
Touring caravans /tents	17,000	59,000	£1,791,000
Static vans/holiday centres	21,000	96,000	£4,538,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	4,000	£124,000
Boat moorings	1,000	8,000	£255,000
Other	6,000	13,000	£579,000
Staying with friends and relatives (VFR)	135,000	363,000	£9,621,000
Total	**246,000**	**721,000**	**£32,460,000**

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

	Trips	Nights	Spend
Serviced	9,000	19,000	£2,394,000
Self catering	1,000	22,000	£809,000
Touring caravans /tents	1,000	5,000	£137,000
Static vans/holiday centres	0	1,000	£54,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	0	3,000	£324,000
Boat moorings	0	0	£0
Other	5,000	7,000	£457,000
Staying with friends and relatives (VFR)	26,000	180,000	£6,218,000
Total	**43,000**	**236,000**	**£10,393,000**

VALUE OF TOURISM 2008
West Wiltshire Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	135,000	400,000	£18,968,000
Business	37,000	84,000	£7,601,000
VFR	63,000	167,000	£4,729,000
Other	10,000	71,000	£1,162,000
Study	0	0	£0
Total	**246,000**	**721,000**	**£32,460,000**

Trips, nights and spend by purpose (Overseas Tourists)

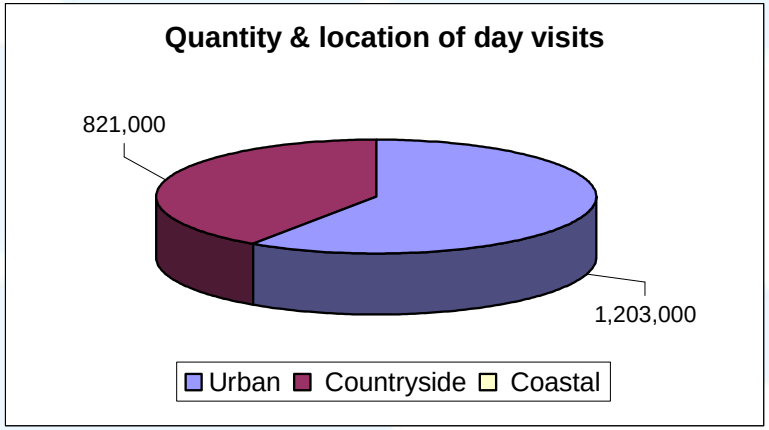
	Trips	Nights	Spend
Holiday	14,000	60,000	£2,942,000
Business	10,000	79,000	£1,944,000
VFR	16,000	72,000	£3,949,000
Other	4,000	25,000	£1,557,000
Study	0	0	£0
Total	**43,000**	**236,000**	**£10,393,000**

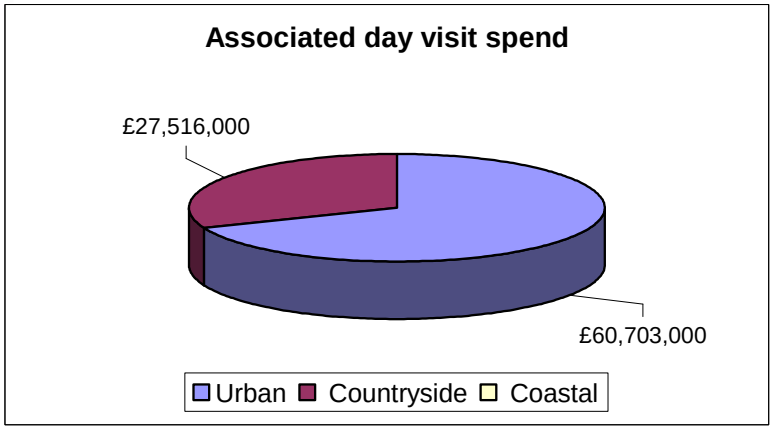
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2008
West Wiltshire Briefing

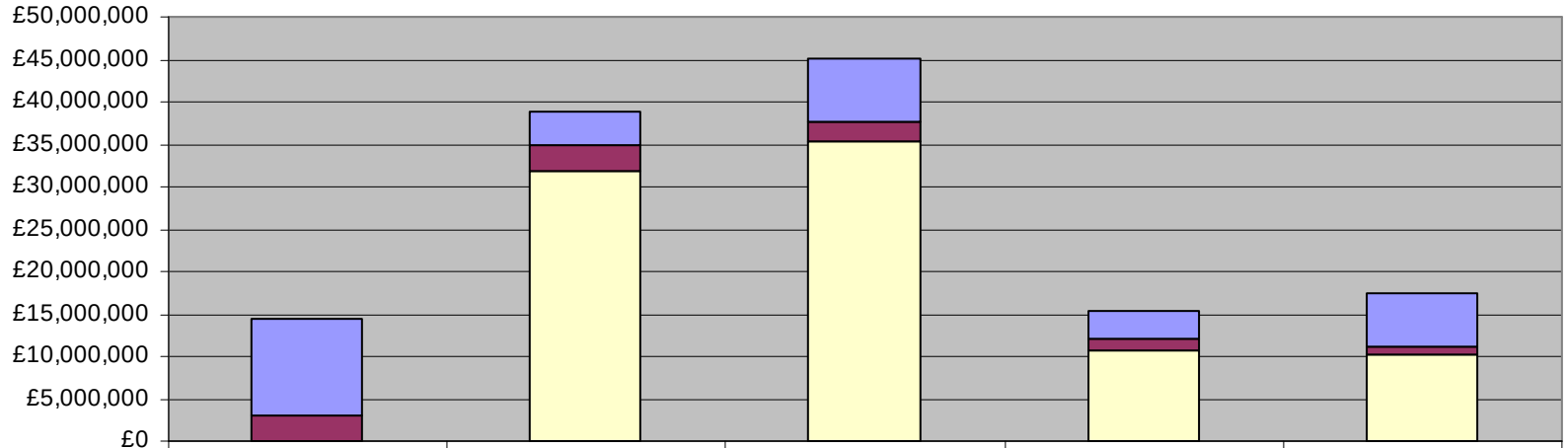
Day visits





VALUE OF TOURISM 2008
West Wiltshire Briefing

Breakdown of expenditure

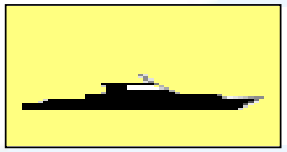


	Accommodation	Shopping	Food and drink	Attractions/ entertainment	Travel
UK staying	£11,566,000	£3,861,000	£7,560,000	£3,249,000	£6,224,000
Overseas staying	£2,961,000	£2,935,000	£2,284,000	£1,193,000	£1,020,000
Day visitors	£0	£31,929,000	£35,324,000	£10,794,000	£10,172,000

VALUE OF TOURISM 2008
West Wiltshire Briefing

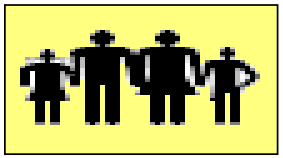
Other tourism related spend

Second Homes
£143,000



Boats
£170,000

Static Vans
£0



VFR
£7,915,000

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	970	1,658	**2,629**
Indirect jobs	169	198	**367**
Induced jobs	48	13	**61**
Total	**1,187**	**1,870**	**3,057**
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			**2,182**

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.