



The Economic Impact of Gloucestershire's Visitor Economy 2022

Cotswold district

Produced on behalf of Cotswold 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 Cotswold district and Gloucestershire county in 2022. 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 2022, including key facts about the economy, weather and key events please see Appendix 2 of this report.



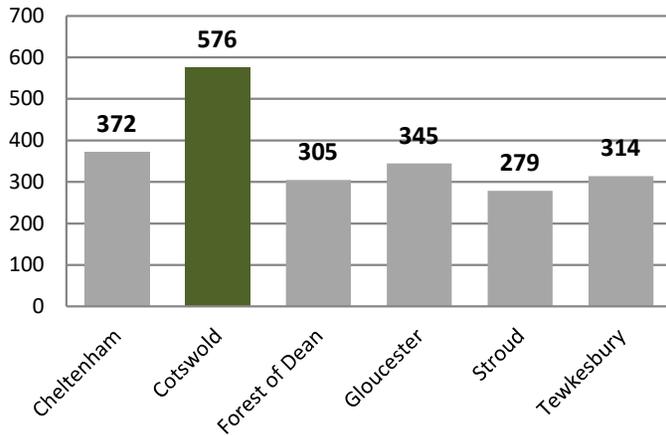
Value of Tourism 2022

Cotswold

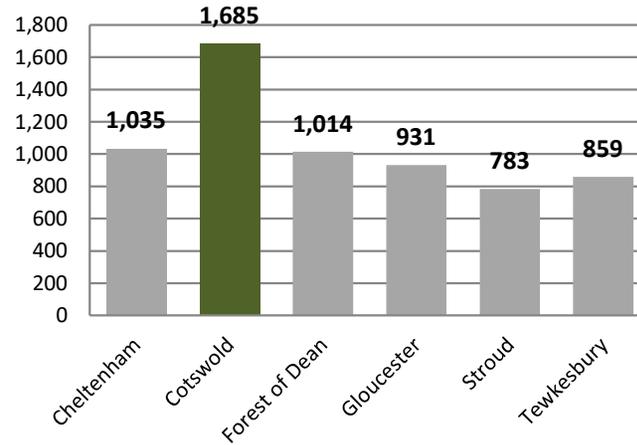
| Key Facts | |
|--------------|-----------------------------------|
| 576,000 | Staying visitor trips |
| 1,685,000 | Staying visitor nights |
| £142,492,000 | Staying visitor spend |
| 5,502,000 | Day visits |
| £193,516,000 | Day visitor spend |
| £336,008,000 | Direct visitor spend |
| £6,253,000 | Other related spend |
| £342,261,000 | TOTAL VISITOR RELATED SPEND |
| £382,870,000 | TOTAL BUSINESS TURNOVER SUPPORTED |
| 6,153 | Estimated actual employment |
| 4,417 | FTE employment |
| 13% | Proportion of all employment |

Cotswold - Staying visits in the county context

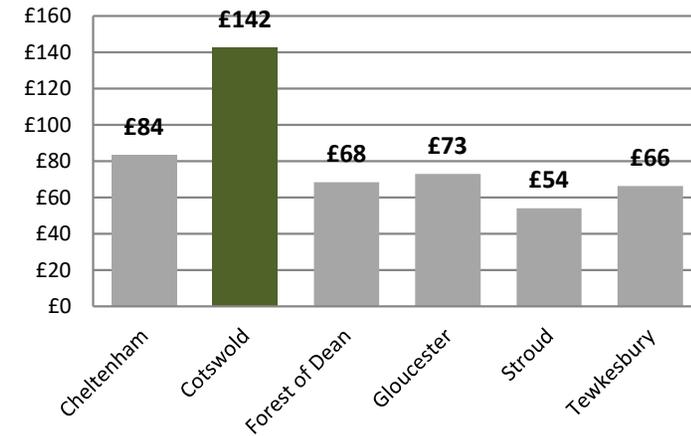
All staying trips



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 | 326 | 46 | 724 | 311 | £59 | £25 |
| Cotswold | 512 | 64 | 1,236 | 449 | £104 | £39 |
| Forest of Dean | 270 | 35 | 683 | 331 | £45 | £23 |
| Gloucester | 299 | 46 | 633 | 298 | £49 | £24 |
| Stroud | 244 | 35 | 542 | 241 | £36 | £18 |
| Tewkesbury | 276 | 38 | 624 | 235 | £47 | £19 |

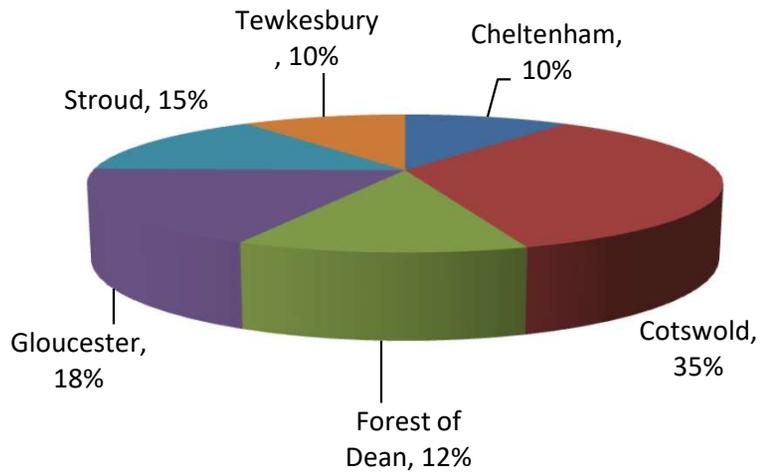
Cotswold - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|---------------------|
| Serviced | 174,600 | 290,000 | £40,183,000 |
| Self catering | 135,400 | 404,000 | £40,876,000 |
| Touring caravans /tents | 64,500 | 210,000 | £9,641,000 |
| Static vans/holiday centres | 1,700 | 5,000 | £413,000 |
| Group/campus | 8,200 | 17,000 | £843,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 19,700 | 70,000 | £2,010,000 |
| Boat moorings | 3,700 | 12,000 | £782,000 |
| Other | 2,400 | 7,000 | £520,000 |
| Staying with friends and relatives | 101,400 | 222,000 | £8,673,000 |
| Total | 512,000 | 1,236,000 | £103,941,000 |

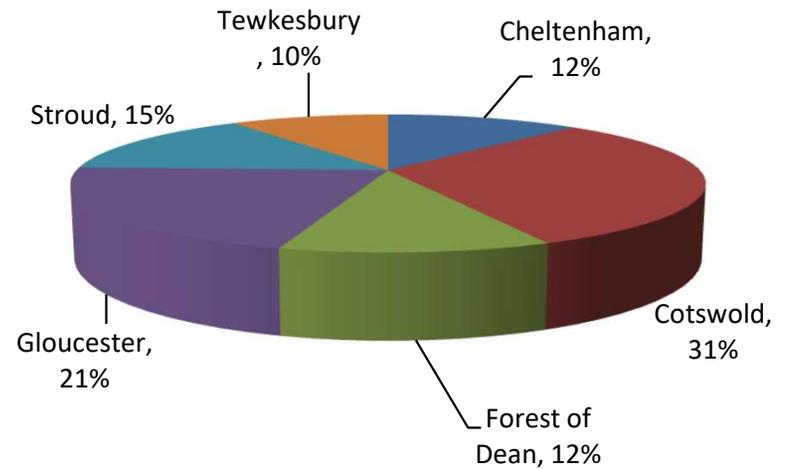
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 30,200 | 96,000 | £16,160,000 |
| Self catering | 7,200 | 93,000 | £6,051,000 |
| Touring caravans /tents | 4,300 | 17,000 | £1,079,000 |
| Static vans/holiday centres | 0 | 0 | £9,000 |
| Group/campus | 3,000 | 59,000 | £4,253,000 |
| Paying guest in private homes | 700 | 10,000 | £528,000 |
| Second homes | 2,700 | 40,000 | £3,016,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 2,300 | 6,000 | £678,000 |
| Staying with friends and relatives | 13,700 | 127,000 | £6,778,000 |
| Total | 64,000 | 449,000 | £38,551,000 |

Cotswold - Day visits in the county context

All day visits



All day visit spend

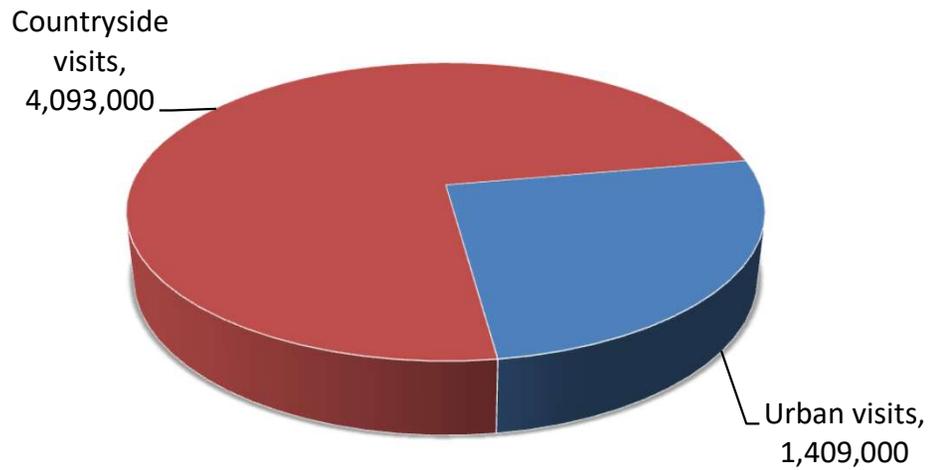


| Area | Day visits | Day visit spend |
|----------------|------------|-----------------|
| Cheltenham | 1.6 | £73.5 |
| Cotswold | 5.5 | £193.5 |
| Forest of Dean | 2.0 | £71.7 |
| Gloucester | 2.9 | £130.9 |
| Stroud | 2.3 | £90.2 |
| Tewkesbury | 1.6 | £60.4 |

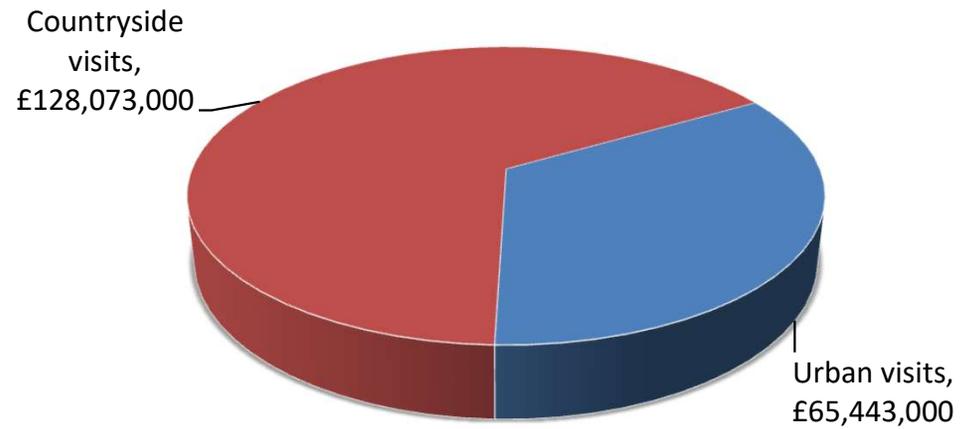
Cotswold - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 5,502,000 | £193,516,000 |

Day visits



Day visit spend



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 £37,124,000
- Overseas staying visitors £10,163,000

Totals

£47,287,000 (14%)



Shopping

- UK staying visitors £14,664,000
- Overseas staying visitors £12,465,000
- Day visitors £58,998,000

£86,127,000 (26%)



Food & drink

- UK staying visitors £20,850,000
- Overseas staying visitors £7,722,000
- Day visitors £75,458,000

£104,030,000 (31%)



Attractions/entertainment

- UK staying visitors £10,274,000
- Overseas staying visitors £3,699,000
- Day visitors £26,415,000

£40,388,000 (12%)



Travel

- UK staying visitors £21,029,000
- Overseas staying visitors £4,502,000
- Day visitors £32,645,000

£58,176,000 (17%)

Cotswold – Other visitor related expenditure by category



Second Homes
£1,040,000



Boats
£220,000



Visiting friends and relatives (non-visitor spend)
£4,993,000

- 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 | £47,858,000 | £1,509,000 | £49,367,000 |
| Retailing | £26,858,000 | £58,408,000 | £85,266,000 |
| Catering | £27,715,000 | £73,194,000 | £100,909,000 |
| Attractions/entertainment | £14,529,000 | £27,760,000 | £42,289,000 |
| Transport | £15,319,000 | £19,587,000 | £34,906,000 |
| Arising from non trip spend | £6,253,000 | £0 | £6,253,000 |
| Total Direct | £138,532,000 | £180,458,000 | £318,990,000 |

*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 | £138,532,000 | £180,458,000 | £318,990,000 |
| Supplier and income induced | £32,293,000 | £31,587,000 | £63,880,000 |
| Total | £170,825,000 | £212,045,000 | £382,870,000 |

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.

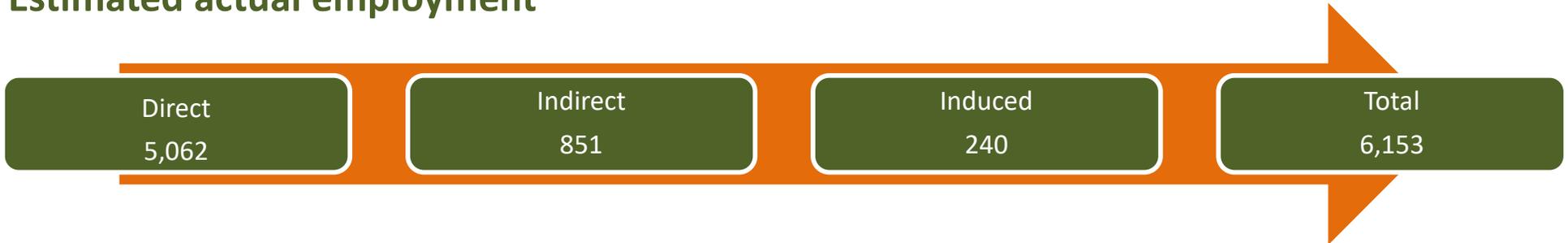
This section of the report looks at employment on three levels;

- **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.

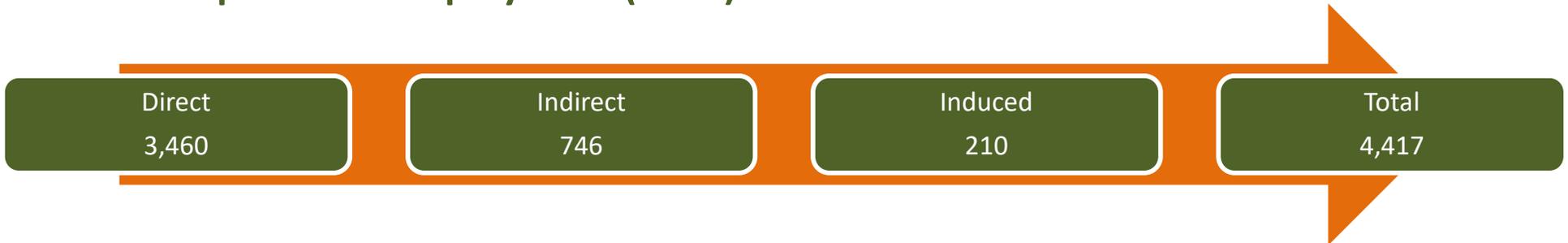
Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

Cotswold – Tourism related employment

Estimated actual employment



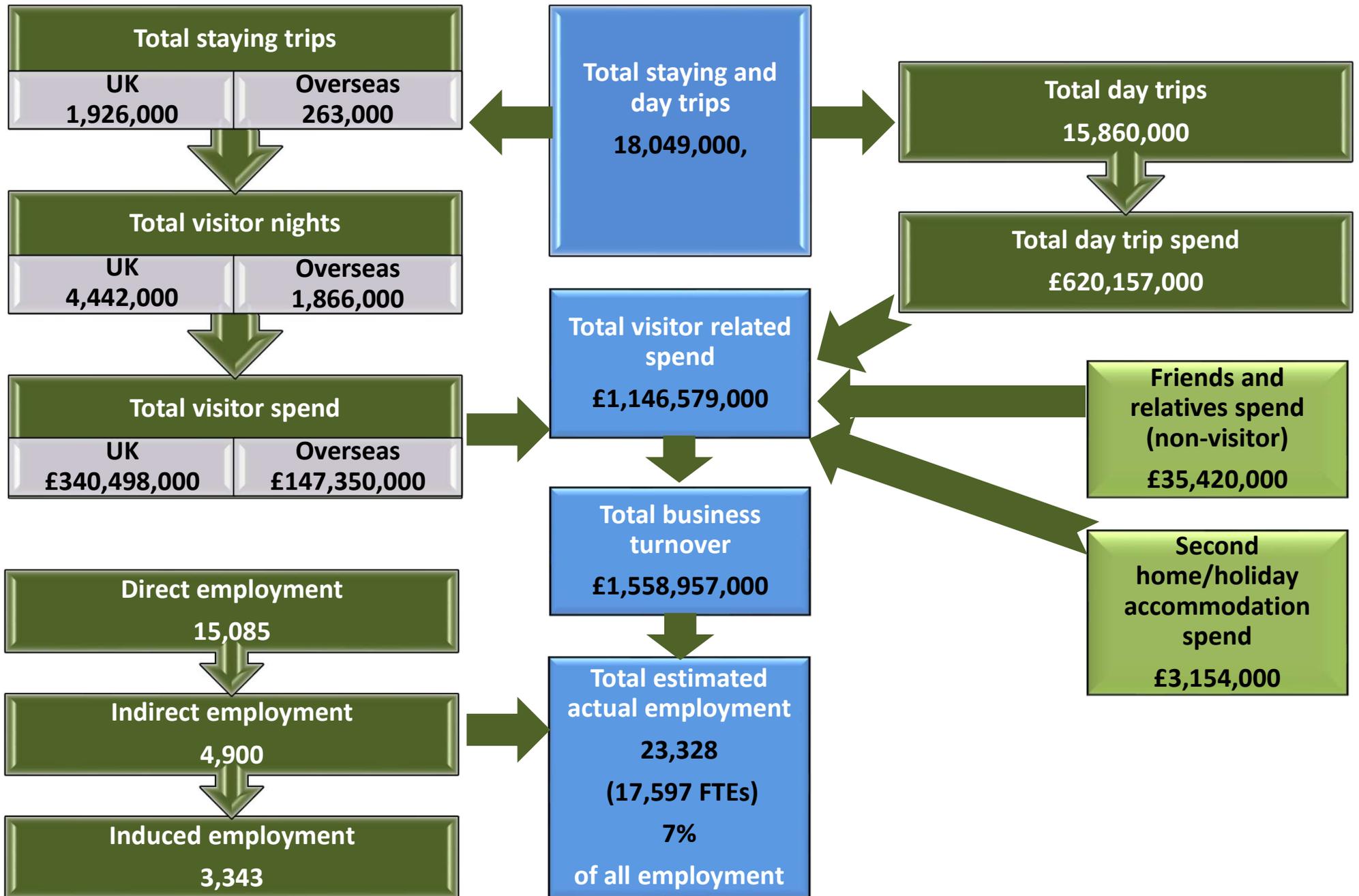
Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 611 | 19 | 630 |
| Retailing | 198 | 430 | 627 |
| Catering | 329 | 869 | 1,198 |
| Attractions/entertainment | 241 | 461 | 702 |
| Transport | 92 | 117 | 209 |
| Arising from non trip spend | 94 | 0 | 94 |
| Total Direct | 1,564 | 1,896 | 3,460 |

Gloucestershire 2022

Gloucestershire - Key facts at a glance



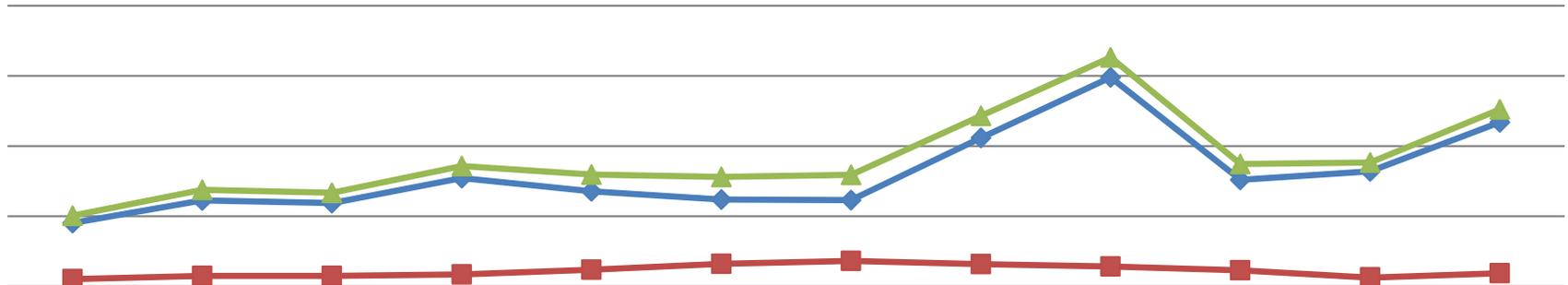
Gloucestershire - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|------------------|------------------|---------------------|
| Serviced | 590,000 | 980,000 | £135,798,000 |
| Self catering | 337,000 | 1,003,000 | £101,585,000 |
| Touring caravans /tents | 179,000 | 582,000 | £26,739,000 |
| Static vans/holiday centres | 2,000 | 7,000 | £559,000 |
| Group/campus | 25,000 | 52,000 | £2,567,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 37,000 | 132,000 | £3,788,000 |
| Boat moorings | 20,000 | 62,000 | £4,247,000 |
| Other | 17,000 | 47,000 | £3,689,000 |
| Staying with friends and relatives | 719,000 | 1,577,000 | £61,525,000 |
| Total | 1,926,000 | 4,442,000 | £340,498,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|---------------------|
| Serviced | 102,000 | 323,000 | £54,611,000 |
| Self catering | 18,000 | 231,000 | £15,037,000 |
| Touring caravans /tents | 12,000 | 48,000 | £2,993,000 |
| Static vans/holiday centres | 0 | 0 | £12,000 |
| Group/campus | 9,000 | 181,000 | £12,948,000 |
| Paying guest in private homes | 4,000 | 57,000 | £3,166,000 |
| Second homes | 5,000 | 76,000 | £5,684,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 16,000 | 46,000 | £4,811,000 |
| Staying with friends and relatives | 97,000 | 904,000 | £48,087,000 |
| Total | 263,000 | 1,866,000 | £147,350,000 |

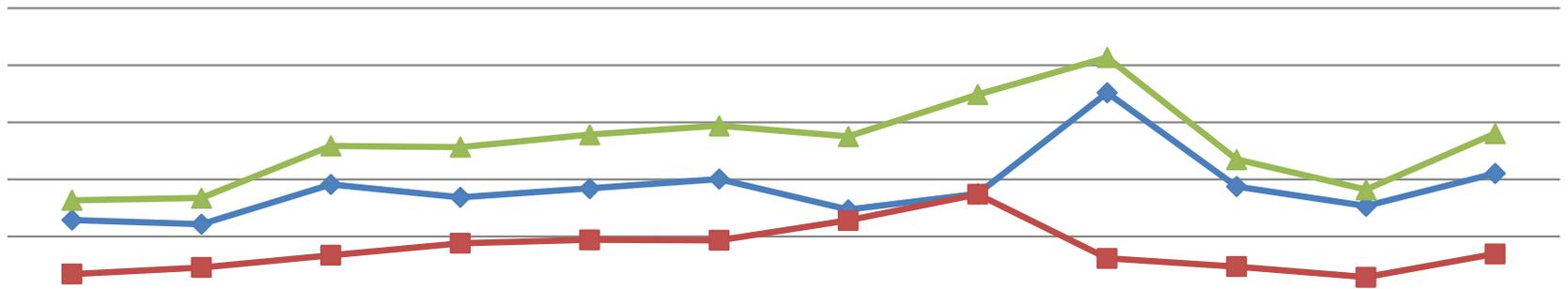
Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| UK trips (000's) | 90.1 | 122.6 | 118.5 | 154.5 | 135.4 | 123.9 | 122.7 | 211.5 | 297.9 | 151.7 | 163.8 | 233.6 |
| OS trips (000's) | 10.4 | 15.0 | 14.8 | 17.0 | 23.8 | 31.9 | 36.1 | 31.5 | 28.3 | 22.7 | 12.6 | 18.8 |
| Total trips (000's) | 100.5 | 137.5 | 133.4 | 171.5 | 159.3 | 155.8 | 158.7 | 243.0 | 326.2 | 174.4 | 176.3 | 252.4 |

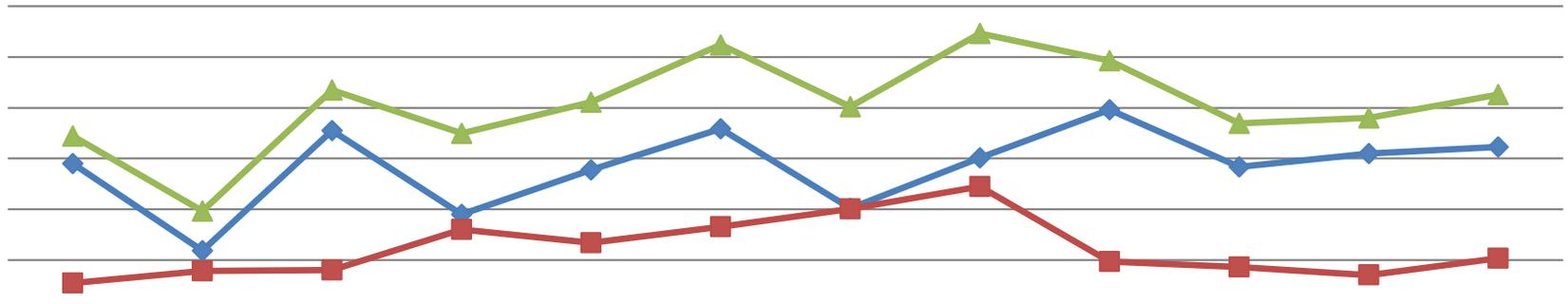
Seasonality - nights



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| UK nights (000's) | 258.1 | 243.2 | 382.7 | 337.5 | 368.3 | 401.4 | 294.1 | 349.4 | 703.9 | 375.4 | 306.5 | 421.5 |
| OS nights (000's) | 68.8 | 91.6 | 134.8 | 176.1 | 188.5 | 186.8 | 256.4 | 348.1 | 123.4 | 94.5 | 57.7 | 139.3 |
| Total nights (000's) | 326.9 | 334.8 | 517.5 | 513.6 | 556.8 | 588.1 | 550.5 | 697.6 | 827.3 | 469.9 | 364.2 | 560.8 |

Gloucestershire - Estimated seasonality of staying visits

Seasonality - spend

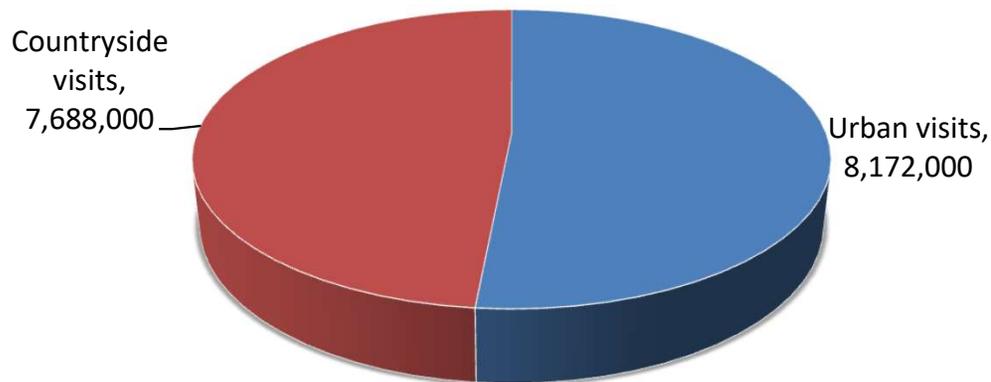


| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| UK spend (mn's) | 29.0 | 11.8 | 35.5 | 19.0 | 27.8 | 35.9 | 20.2 | 30.1 | 39.6 | 28.4 | 31.0 | 32.3 |
| OS spend (mn's) | 5.5 | 7.8 | 8.0 | 16.0 | 13.4 | 16.5 | 20.1 | 24.5 | 9.7 | 8.6 | 7.0 | 10.3 |
| Total spend (mn's) | 34.5 | 19.6 | 43.5 | 35.0 | 41.1 | 52.4 | 40.2 | 54.6 | 49.3 | 36.9 | 38.0 | 42.6 |

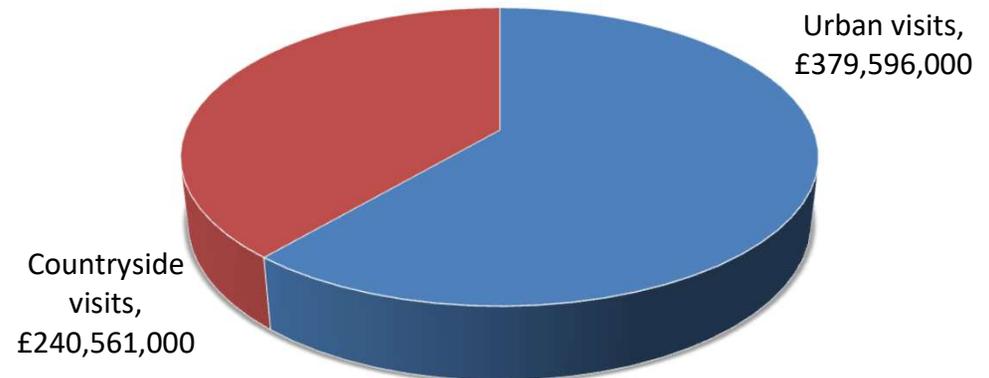
Gloucestershire - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 15,860,000 | £620,157,000 |

Day visits

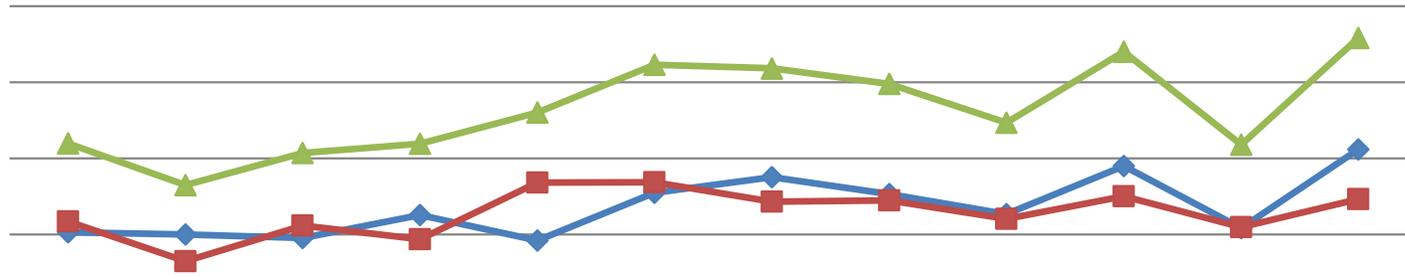


Day visit spend



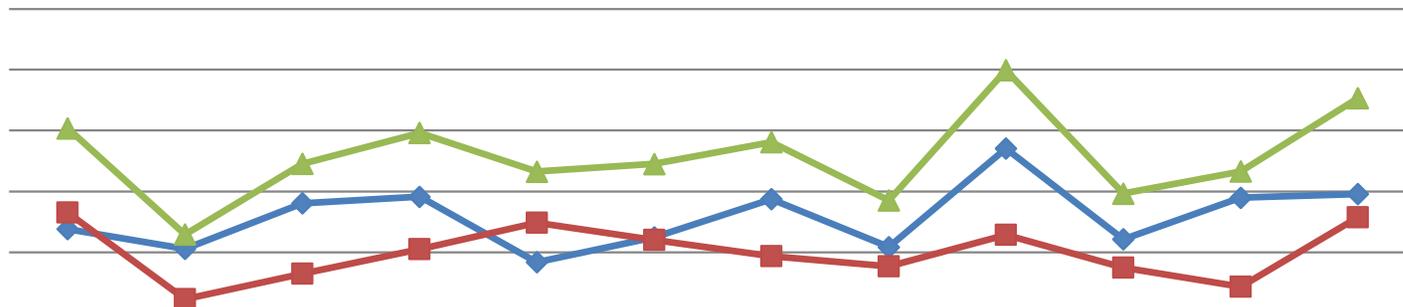
Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Urban(000's) | 513.7 | 499.4 | 476.1 | 627.3 | 459.1 | 772.4 | 875.4 | 765.5 | 633.8 | 949.3 | 541.1 | 1058.8 |
| Rural (000's) | 584.5 | 324.1 | 558.5 | 467.9 | 841.2 | 841.7 | 715.5 | 723.7 | 600.9 | 750.6 | 547.9 | 731.5 |
| Total (000's) | 1098.2 | 823.5 | 1034.7 | 1095.2 | 1300.3 | 1614.1 | 1590.8 | 1489.2 | 1234.7 | 1699.9 | 1089.0 | 1790.3 |

Seasonality - day visit spend (millions)



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------------|------|------|------|------|------|------|------|------|------|------|------|------|
| Urban (mn) | 27.6 | 21.2 | 36.1 | 38.3 | 16.8 | 24.9 | 37.5 | 21.7 | 54.1 | 24.3 | 37.9 | 39.1 |
| Rural (mn) | 33.1 | 4.7 | 13.0 | 21.0 | 29.7 | 24.1 | 18.7 | 15.4 | 25.8 | 15.0 | 8.6 | 31.5 |
| Total (mn) | 60.8 | 25.8 | 49.1 | 59.3 | 46.5 | 49.0 | 56.2 | 37.1 | 79.9 | 39.3 | 46.6 | 70.7 |

Gloucestershire – Direct visitor expenditure by category



Accommodation

- UK staying visitors £121,613,000
- Overseas staying visitors £38,846,000

Totals

£160,459,000 (14%)



Shopping

- UK staying visitors £48,038,000
- Overseas staying visitors £47,644,000
- Day visitors £230,951,000

£326,633,000 (29%)



Food & drink

- UK staying visitors £68,302,000
- Overseas staying visitors £29,515,000
- Day visitors £227,468,000

£325,285,000 (29%)



Attractions/entertainment

- UK staying visitors £33,655,000
- Overseas staying visitors £14,317,000
- Day visitors £71,843,000

£119,635,000 (11%)



Travel

- UK staying visitors £68,889,000
- Overseas staying visitors £17,207,000
- Day visitors £89,895,000

£175,991,000 (16%)

Gloucestershire – Other visitor related expenditure by category



Second Homes

£1,959,000



Boats

£1,195,000



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 | £162,416,000 | £4,549,000 | £166,965,000 |
| Retailing | £94,725,000 | £228,641,000 | £323,366,000 |
| Catering | £94,883,000 | £220,644,000 | £315,527,000 |
| Attractions/entertainment | £49,727,000 | £76,427,000 | £126,154,000 |
| Transport | £51,658,000 | £53,937,000 | £105,595,000 |
| Arising from non trip spend | £38,574,000 | £0 | £38,574,000 |
| Total Direct | £491,983,000 | £584,198,000 | £1,076,181,000 |

*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 | £491,983,000 | £584,198,000 | £1,076,181,000 |
| Supplier and income induced | £249,223,000 | £233,553,000 | £482,776,000 |
| Total | £741,206,000 | £817,751,000 | £1,558,957,000 |

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 | 1,848 | 52 | 1,899 |
| Retailing | 621 | 1,499 | 2,120 |
| Catering | 1,004 | 2,335 | 3,339 |
| Attractions/entertainment | 736 | 1,131 | 1,867 |
| Transport | 276 | 288 | 564 |
| Arising from non trip spend | 578 | 0 | 578 |
| Total Direct | 5,062 | 5,304 | 10,367 |