



# The Economic Impact of Gloucestershire's Visitor Economy 2023

## Cotswold district

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



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# Introduction

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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 2023. 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 2023, including key facts about the economy, weather and key events please see Appendix 2 of this report.



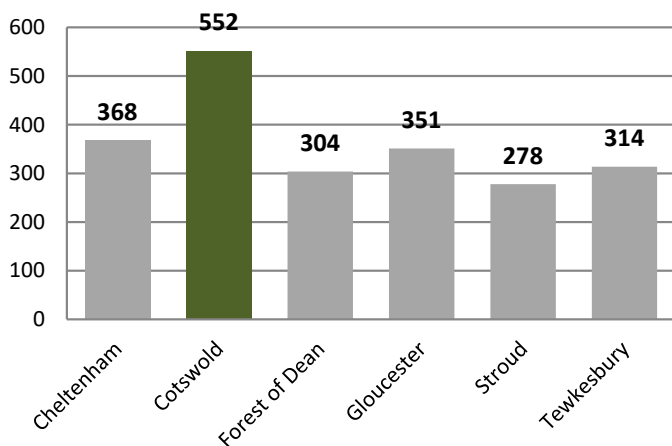
# Value of Tourism 2023

## Cotswold

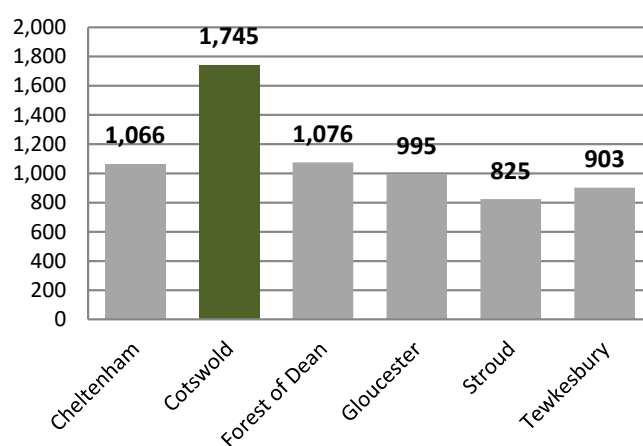
Key Facts	
552,000	Staying visitor trips
1,745,000	Staying visitor nights
£145,025,000	Staying visitor spend
5,348,000	Day visits
£214,037,000	Day visitor spend
£359,062,000	Direct visitor spend
£7,140,000	Other related spend
£366,202,000	TOTAL VISITOR RELATED SPEND
£413,987,000	TOTAL BUSINESS TURNOVER SUPPORTED
6,480	Estimated actual employment
4,650	FTE employment
16%	Proportion of all employment

# Cotswold - Staying visits in the county context

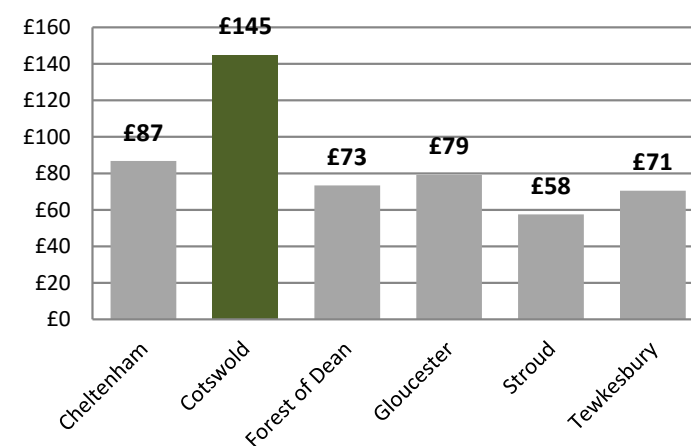
All staying trips



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	316	52	715	351	£58	£29
Cotswold	486	66	1,240	505	£103	£42
Forest of Dean	266	38	698	378	£47	£26
Gloucester	300	51	651	344	£51	£28
Stroud	240	39	549	276	£37	£20
Tewkesbury	272	42	634	269	£48	£22



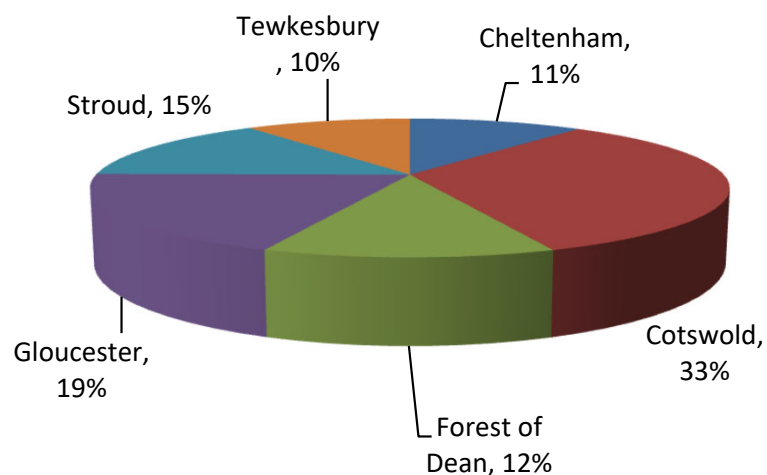
# Cotswold - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	146,800	254,000	£34,602,000
Self catering	142,400	441,000	£44,939,000
Touring caravans /tents	63,000	209,000	£10,173,000
Static vans/holiday centres	1,600	5,000	£436,000
Group/campus	8,000	17,000	£856,000
Paying guest in private homes	0	0	£0
Second homes	19,200	71,000	£2,056,000
Boat moorings	3,600	12,000	£800,000
Other	2,300	7,000	£532,000
Staying with friends and relatives	99,000	225,000	£8,875,000
Total	486,000	1,240,000	£103,270,000

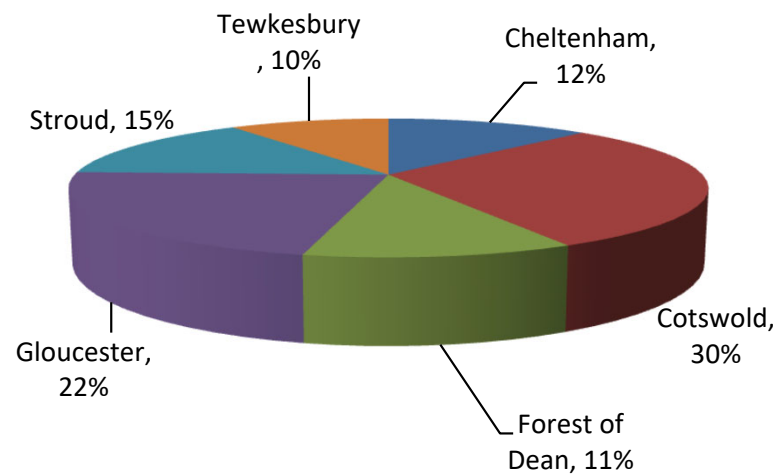
Overseas tourists	Trips	Nights	Spend
Serviced	28,400	94,000	£15,571,000
Self catering	8,500	114,000	£7,443,000
Touring caravans /tents	4,700	19,000	£1,274,000
Static vans/holiday centres	0	0	£10,000
Group/campus	3,200	68,000	£4,828,000
Paying guest in private homes	700	11,000	£606,000
Second homes	2,900	46,000	£3,462,000
Boat moorings	0	0	£0
Other	2,500	7,000	£779,000
Staying with friends and relatives	14,900	145,000	£7,782,000
Total	66,000	505,000	£41,755,000

# Cotswold - Day visits in the county context

**All day visits**



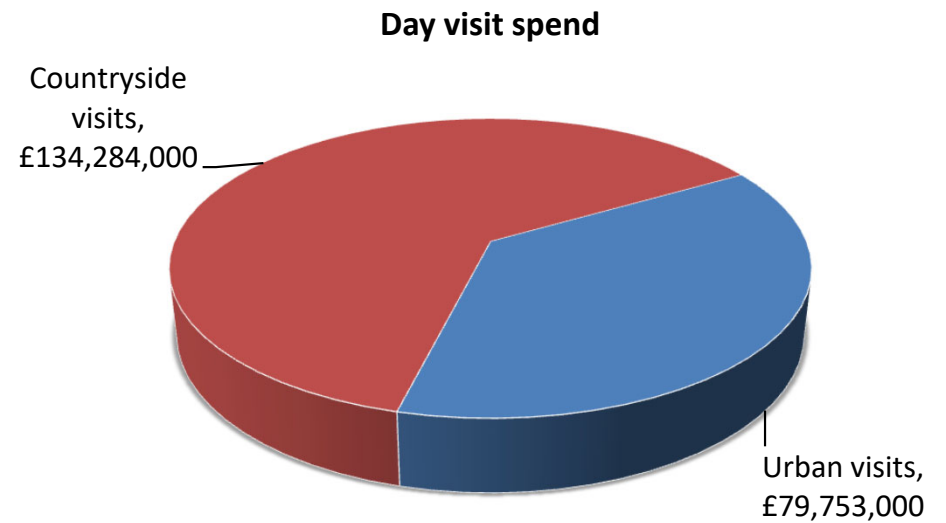
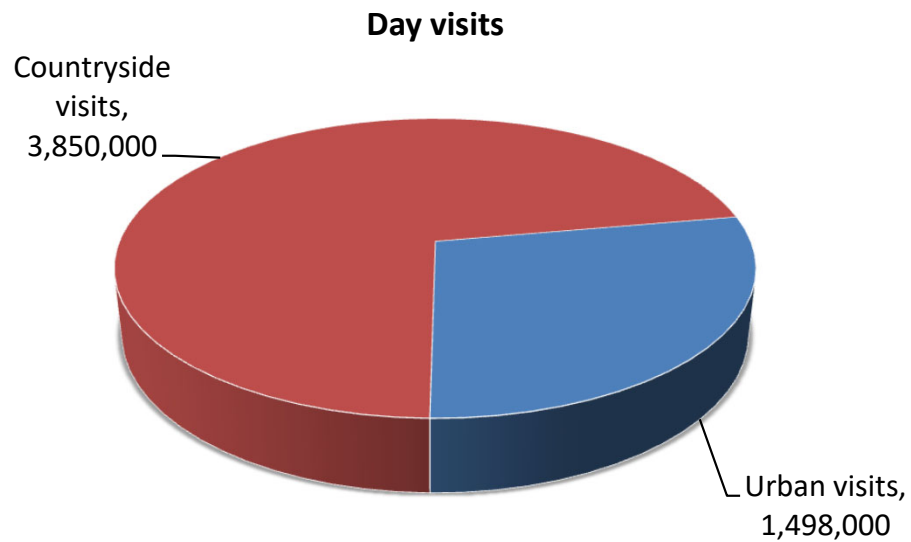
**All day visit spend**



Area	Day visits	Day visit spend
Cheltenham	1.7	£89.2
Cotswold	5.3	£214.0
Forest of Dean	2.0	£82.4
Gloucester	3.0	£158.7
Stroud	2.4	£105.5
Tewkesbury	1.6	£70.1

## Cotswold - Day visits by location

Total day visits	Total day visit spend
5,348,000	£214,037,000





# Cotswold - Direct visitor expenditure by category

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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 £37,570,000
- Overseas staying visitors £11,341,000

### Totals

**£48,911,000 (14%)**



## Shopping

- UK staying visitors £13,907,000
- Overseas staying visitors £12,887,000
- Day visitors £63,833,000

**£90,627,000 (25%)**



## Food & drink

- UK staying visitors £21,866,000
- Overseas staying visitors £8,828,000
- Day visitors £87,439,000

**£118,133,000 (33%)**



## Attractions/entertainment

- UK staying visitors £10,774,000
- Overseas staying visitors £4,229,000
- Day visitors £30,253,000

**£45,256,000 (13%)**



## Travel

- UK staying visitors £19,152,000
- Overseas staying visitors £4,470,000
- Day visitors £32,512,000

**£56,134,000 (16%)**

## Cotswold – Other visitor related expenditure by category



Second Homes

£1,187,000



Boats

£251,000



Visiting friends and relatives (non-visitor spend)

£5,702,000

- 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	£49,524,000	£1,749,000	£51,273,000
Retailing	£26,527,000	£63,195,000	£89,722,000
Catering	£29,774,000	£84,816,000	£114,590,000
Attractions/entertainment	£15,578,000	£31,765,000	£47,343,000
Transport	£14,173,000	£19,507,000	£33,680,000
Arising from non trip spend	£7,140,000	£0	£7,140,000
<b>Total Direct</b>	<b>£142,716,000</b>	<b>£201,032,000</b>	<b>£343,748,000</b>

\*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	£142,716,000	£201,032,000	£343,748,000
Supplier and income induced	£33,952,000	£36,287,000	£70,239,000
<b>Total</b>	<b>£176,668,000</b>	<b>£237,319,000</b>	<b>£413,987,000</b>

## Cotswold – Tourism related employment

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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)

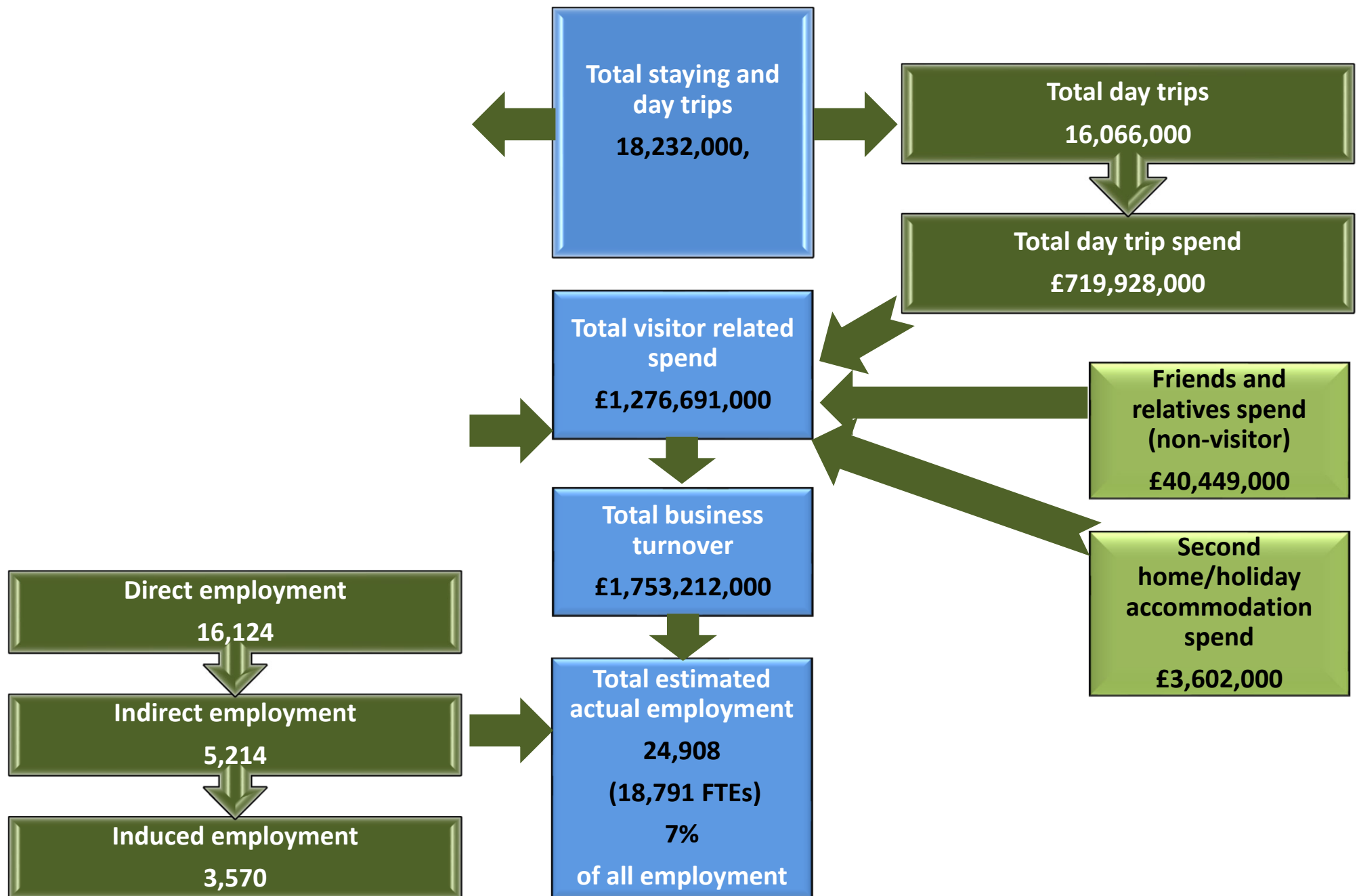


Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	591	21	612
Retailing	188	449	637
Catering	339	966	1,306
Attractions/entertainment	266	543	809
Transport	82	114	196
Arising from non trip spend	101	0	101
<b>Total Direct</b>	<b>1,568</b>	<b>2,092</b>	<b>3,660</b>



# Gloucestershire 2023

# Gloucestershire - Key facts at a glance



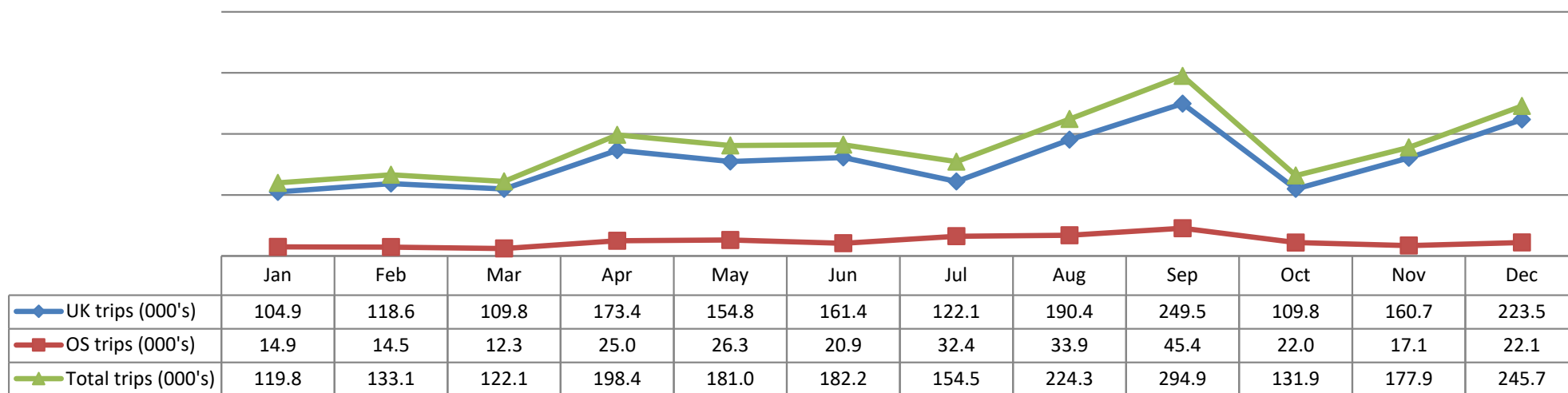
# Gloucestershire - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	575,000	995,000	£135,538,000
Self catering	328,000	1,015,000	£103,530,000
Touring caravans /tents	175,000	581,000	£28,216,000
Static vans/holiday centres	2,000	7,000	£590,000
Group/campus	24,000	52,000	£2,605,000
Paying guest in private homes	0	0	£0
Second homes	36,000	133,000	£3,876,000
Boat moorings	20,000	63,000	£4,346,000
Other	17,000	47,000	£3,775,000
Staying with friends and relatives	702,000	1,594,000	£62,962,000
<b>Total</b>	<b>1,879,000</b>	<b>4,486,000</b>	<b>£345,439,000</b>

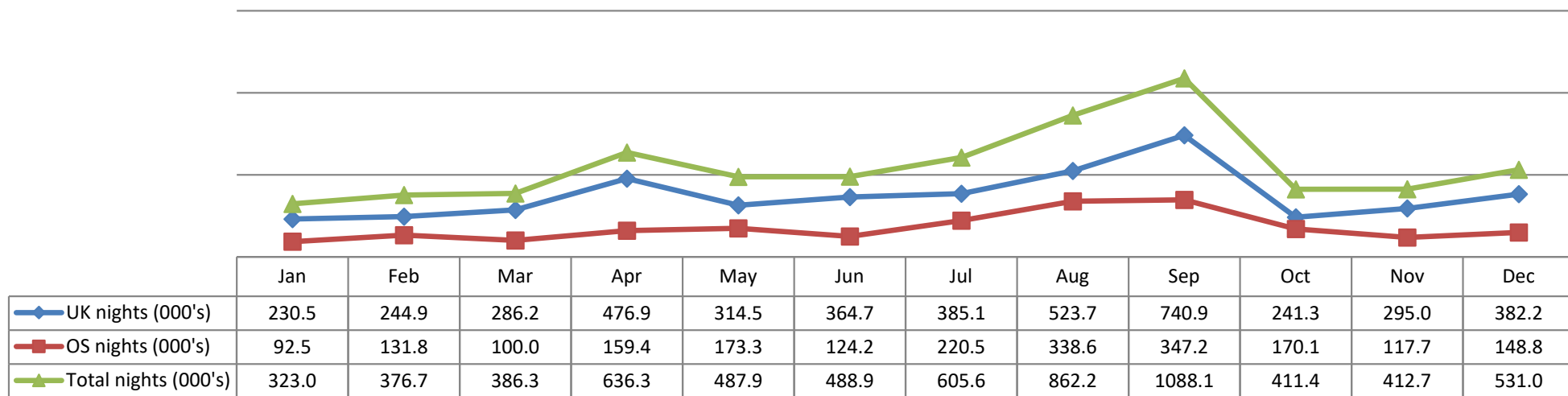
Overseas tourists	Trips	Nights	Spend
Serviced	111,000	369,000	£60,991,000
Self catering	20,000	263,000	£17,148,000
Touring caravans /tents	13,000	54,000	£3,534,000
Static vans/holiday centres	0	0	£14,000
Group/campus	10,000	206,000	£14,699,000
Paying guest in private homes	4,000	65,000	£3,635,000
Second homes	5,500	86,000	£6,525,000
Boat moorings	0	0	£0
Other	17,000	52,000	£5,523,000
Staying with friends and relatives	106,000	1,028,000	£55,203,000
<b>Total</b>	<b>287,000</b>	<b>2,124,000</b>	<b>£167,273,000</b>

# Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips

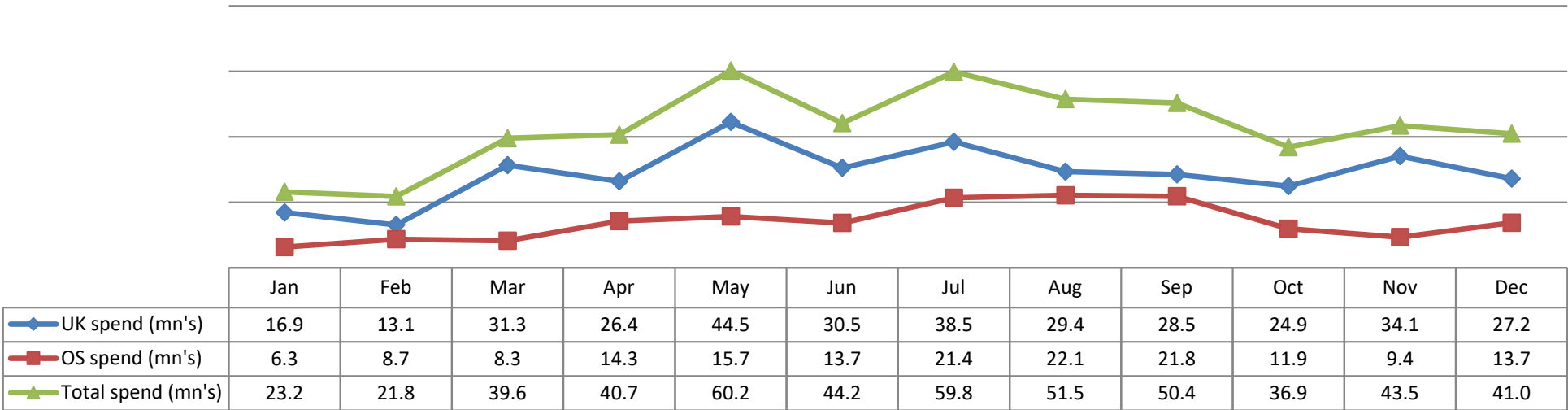


Seasonality - nights



# Gloucestershire - Estimated seasonality of staying visits

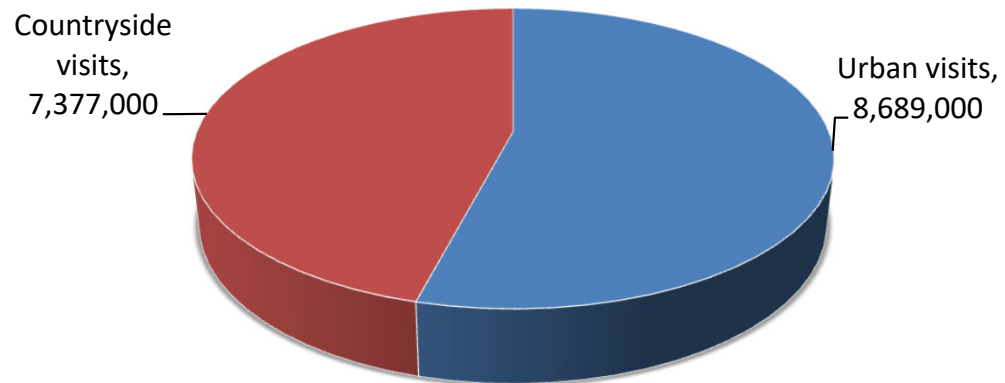
Seasonality - spend



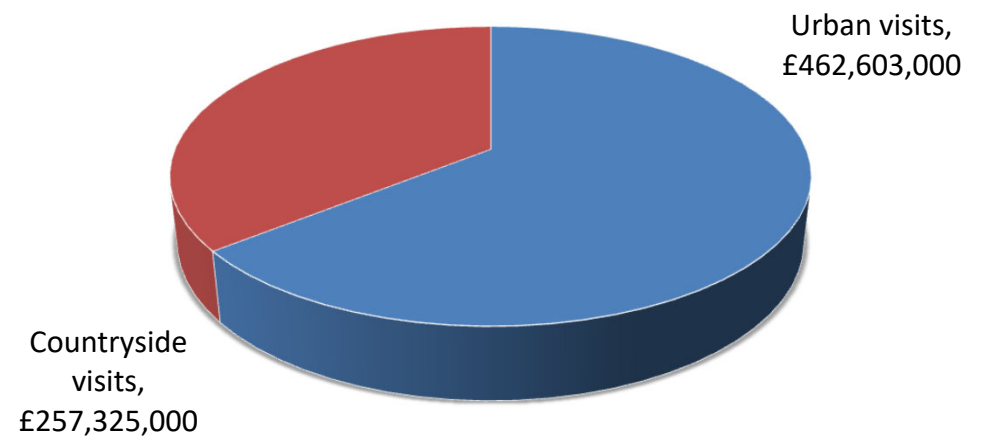
# Gloucestershire - Day visits by location

Total day visits	Total day visit spend
16,066,000	£719,928,000

**Day visits**



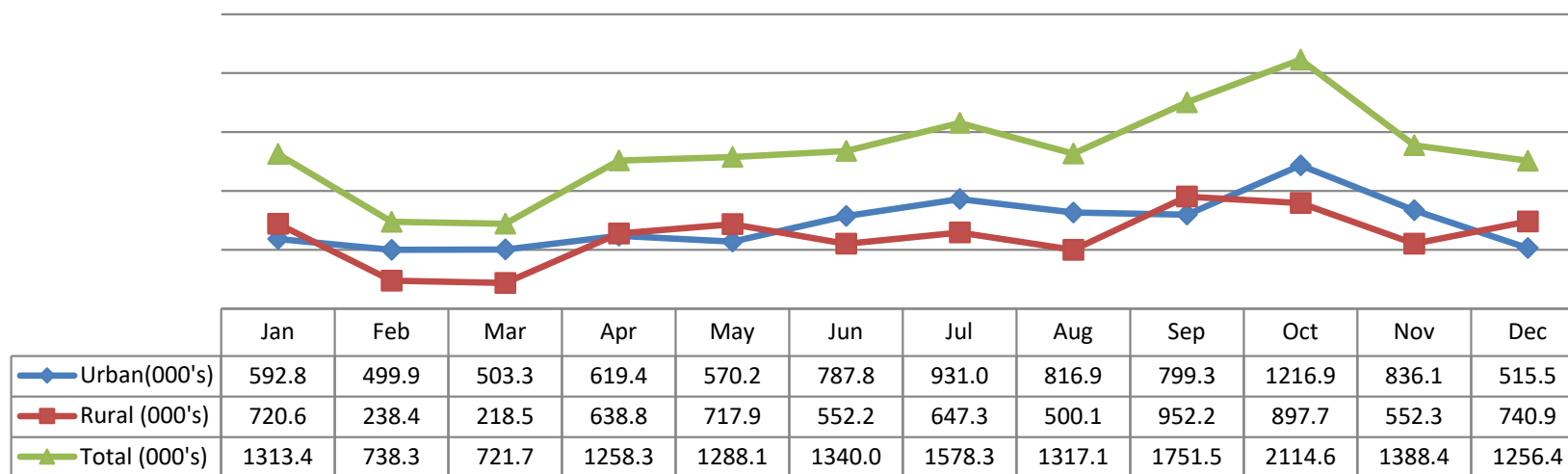
**Day visit spend**



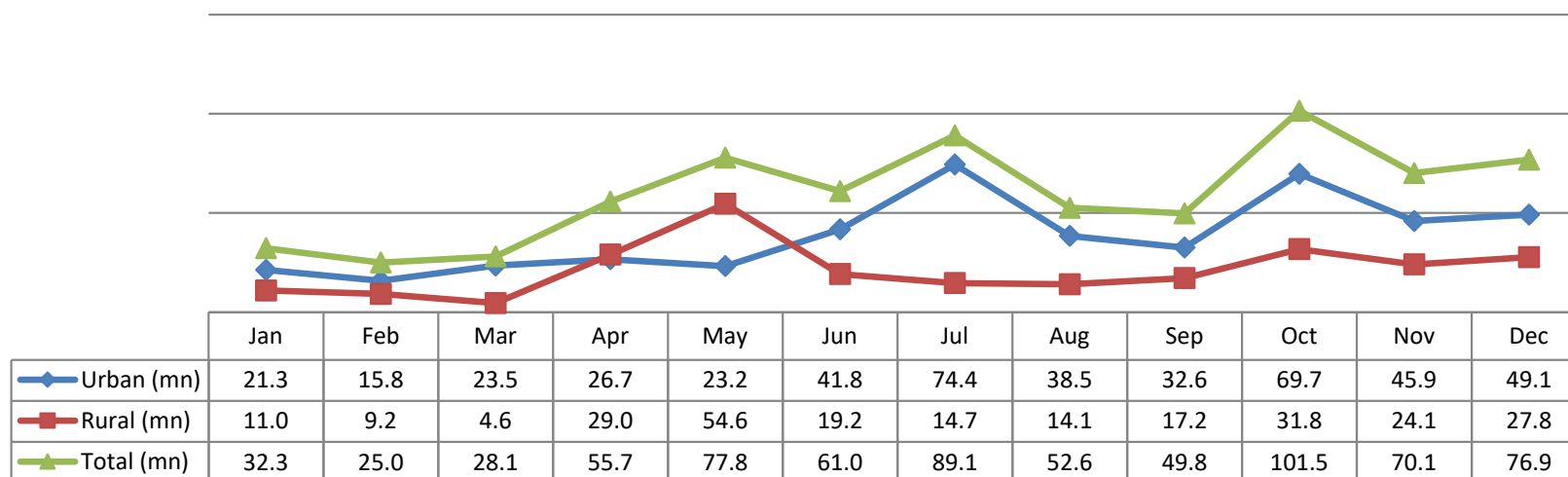


# Gloucestershire - Estimated seasonality of day visits

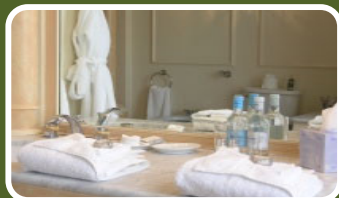
Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



# Gloucestershire – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £125,670,000
- Overseas staying visitors £45,432,000

### Totals

**£171,102,000 (14%)**



## Shopping

- UK staying visitors £46,520,000
- Overseas staying visitors £51,627,000
- Day visitors £262,944,000

**£361,091,000 (29%)**



## Food & drink

- UK staying visitors £73,143,000
- Overseas staying visitors £35,367,000
- Day visitors £276,777,000

**£385,287,000 (31%)**



## Attractions/entertainment

- UK staying visitors £36,040,000
- Overseas staying visitors £16,940,000
- Day visitors £86,289,000

**£139,269,000 (11%)**



## Travel

- UK staying visitors £64,065,000
- Overseas staying visitors £17,906,000
- Day visitors £93,919,000

**£175,890,000 (14%)**

## Gloucestershire – Other visitor related expenditure by category



Second Homes

£2,238,000



Boats

£1,364,000



Visiting friends and relatives (non-visitor spend)

£40,449,000

- 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

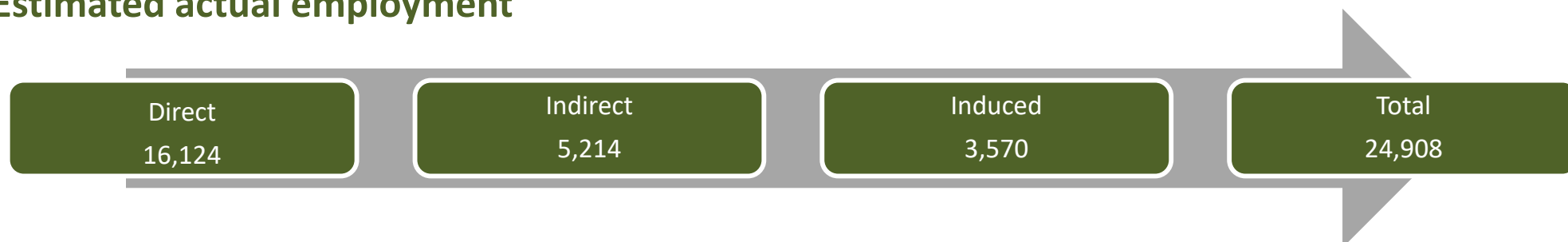
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£173,273,000	£5,536,000	£178,809,000
Retailing	£97,166,000	£260,315,000	£357,481,000
Catering	£105,255,000	£268,473,000	£373,728,000
Attractions/entertainment	£55,047,000	£91,686,000	£146,733,000
Transport	£49,183,000	£56,351,000	£105,534,000
Arising from non trip spend	£44,051,000	£0	£44,051,000
<b>Total Direct</b>	<b>£523,975,000</b>	<b>£682,361,000</b>	<b>£1,206,336,000</b>

\*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.

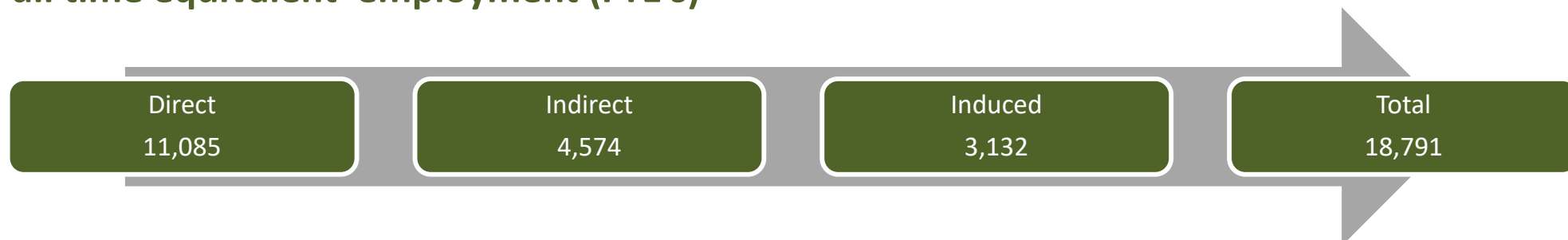
Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£523,975,000	£682,361,000	£1,206,336,000
Supplier and income induced	£268,398,000	£278,478,000	£546,876,000
<b>Total</b>	<b>£792,373,000</b>	<b>£960,839,000</b>	<b>£1,753,212,000</b>

# 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	1,795	57	1,853
Retailing	599	1,606	2,205
Catering	1,041	2,656	3,698
Attractions/entertainment	816	1,360	2,176
Transport	248	285	533
Arising from non trip spend	621	0	621
<b>Total Direct</b>	<b>5,122</b>	<b>5,964</b>	<b>11,085</b>