



# The Economic Impact of Gloucestershire's Visitor Economy 2021

## Cotswold district

Produced on behalf of Cotswold District Council

By

The South West Research Company Ltd



October 2022



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



## Methodology note

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

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

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



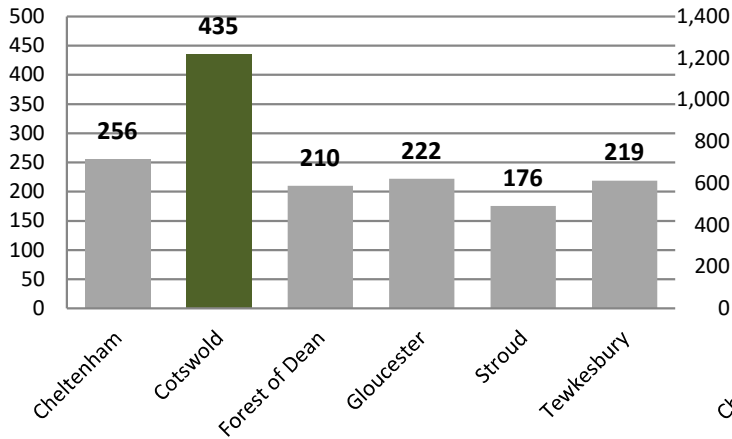
# Value of Tourism 2021

## Cotswold

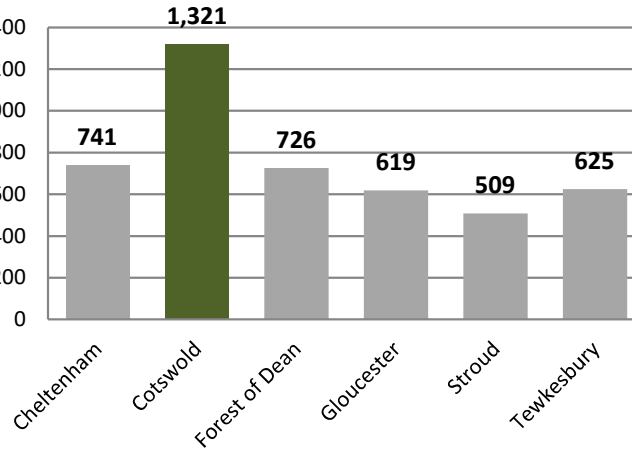
Key Facts	
435,000	Staying visitor trips
1,321,000	Staying visitor nights
£92,189,000	Staying visitor spend
5,420,000	Day visits
£180,764,000	Day visitor spend
£272,953,000	Direct visitor spend
£3,168,000	Other related spend
£276,121,000	TOTAL VISITOR RELATED SPEND
£319,266,000	TOTAL BUSINESS TURNOVER SUPPORTED
5,718	Estimated actual employment
4,073	FTE employment
13%	Proportion of all employment

# Cotswold - Staying visits in the county context

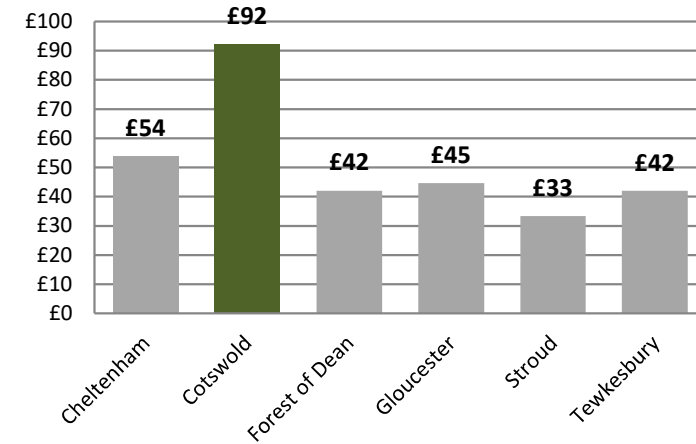
All staying trips



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	247	9	634	107	£49	£5
Cotswold	425	10	1,201	120	£86	£6
Forest of Dean	204	6	620	106	£38	£4
Gloucester	213	9	509	110	£40	£5
Stroud	168	7	421	88	£30	£3
Tewkesbury	212	7	543	82	£39	£4

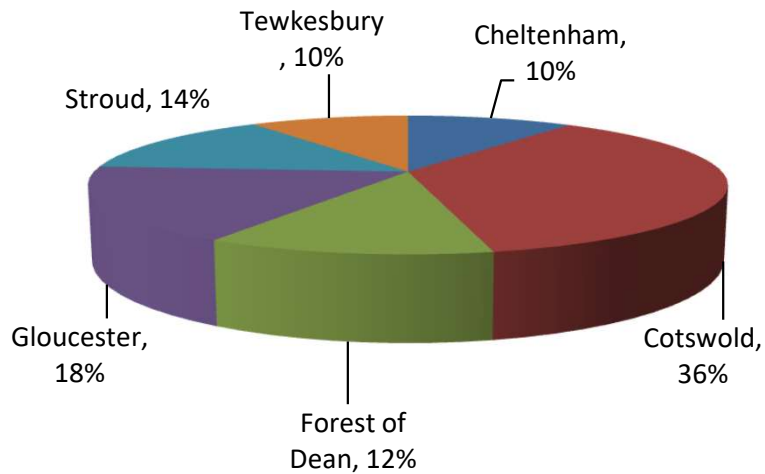
# Cotswold - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	154,200	308,000	£31,568,000
Self catering	132,100	473,000	£35,475,000
Touring caravans /tents	58,300	228,000	£7,760,000
Static vans/holiday centres	1,500	6,000	£334,000
Group/campus	4,800	11,000	£678,000
Paying guest in private homes	0	0	£0
Second homes	15,300	36,000	£2,152,000
Boat moorings	4,600	11,000	£654,000
Other	3,100	7,000	£435,000
Staying with friends and relatives	51,500	121,000	£7,248,000
<b>Total</b>	<b>425,000</b>	<b>1,201,000</b>	<b>£86,304,000</b>

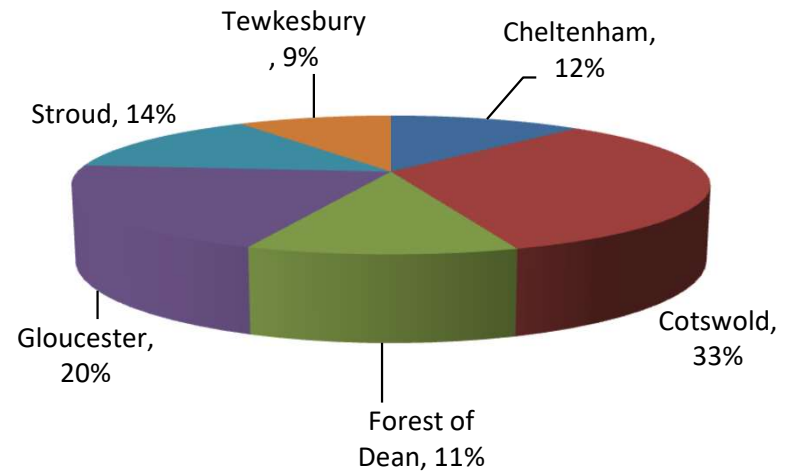
Overseas tourists	Trips	Nights	Spend
Serviced	3,300	16,000	£1,765,000
Self catering	600	13,000	£608,000
Touring caravans /tents	400	3,000	£119,000
Static vans/holiday centres	0	0	£1,000
Group/campus	300	18,000	£840,000
Paying guest in private homes	100	6,000	£295,000
Second homes	300	6,000	£333,000
Boat moorings	0	0	£0
Other	200	2,000	£143,000
Staying with friends and relatives	4,200	57,000	£1,781,000
<b>Total</b>	<b>10,000</b>	<b>120,000</b>	<b>£5,885,000</b>

# Cotswold - Day visits in the county context

All day visits



All day visit spend



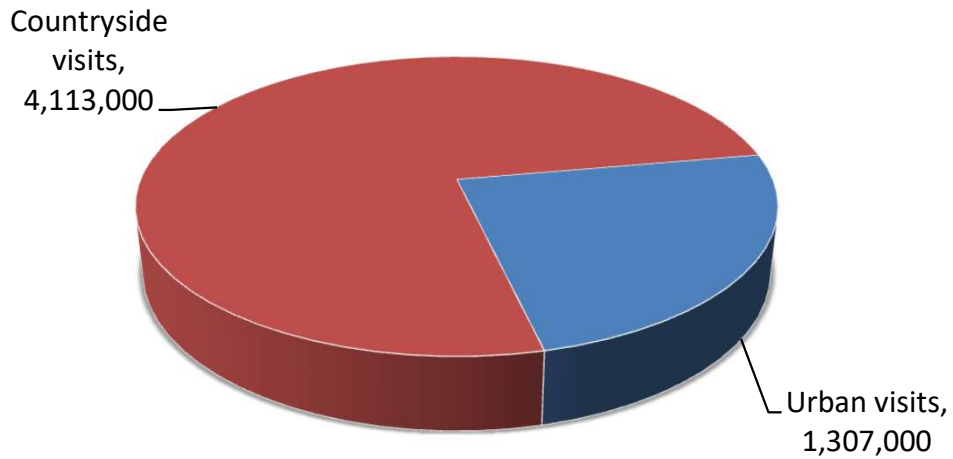
Area	Day visits	Day visit spend
Cheltenham	1.5	£64.9
Cotswold	5.4	£180.8
Forest of Dean	1.8	£63.0
Gloucester	2.6	£112.4
Stroud	2.1	£77.5
Tewkesbury	1.4	£51.7



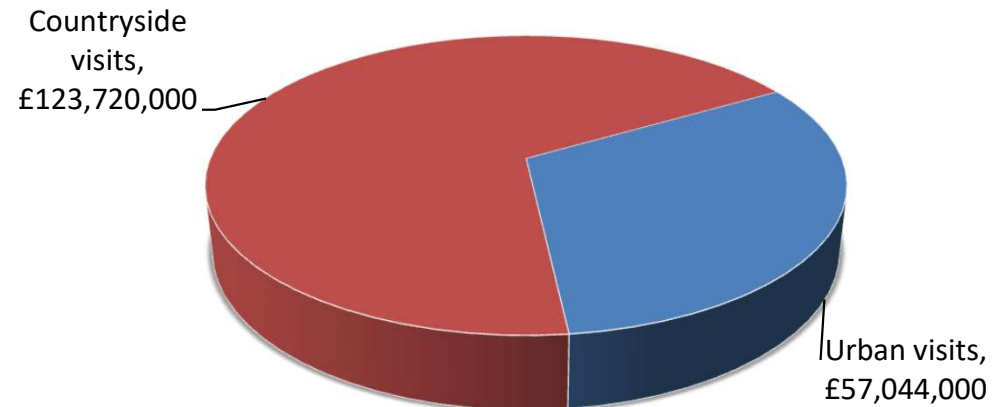
# Cotswold - Day visits by location

Total day visits	Total day visit spend
5,420,000	£180,764,000

Day visits



Day visit spend



# 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 £37,250,000
- Overseas staying visitors £1,802,000

### Totals

**£39,052,000 (14%)**



## Shopping

- UK staying visitors £11,069,000
- Overseas staying visitors £1,730,000
- Day visitors £52,280,000

**£65,079,000 (24%)**



## Food & drink

- UK staying visitors £19,236,000
- Overseas staying visitors £1,310,000
- Day visitors £86,571,000

**£107,117,000 (39%)**



## Attractions/entertainment

- UK staying visitors £7,109,000
- Overseas staying visitors £471,000
- Day visitors £20,819,000

**£28,399,000 (10%)**



## Travel

- UK staying visitors £11,641,000
- Overseas staying visitors £573,000
- Day visitors £21,095,000

**£33,309,000 (12%)**

## Cotswold – Other visitor related expenditure by category



Second Homes  
£419,000



Boats  
£189,000



Visiting friends and relatives (non-visitor spend)  
£2,560,000

- 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	£39,463,000	£1,731,000	£41,194,000
Retailing	£12,671,000	£51,757,000	£64,428,000
Catering	£19,929,000	£83,974,000	£103,903,000
Attractions/entertainment	£7,913,000	£22,207,000	£30,120,000
Transport	£7,328,000	£12,657,000	£19,985,000
Arising from non trip spend	£3,168,000	£0	£3,168,000
<b>Total Direct</b>	<b>£90,472,000</b>	<b>£172,326,000</b>	<b>£262,798,000</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	£90,472,000	£172,326,000	£262,798,000
Supplier and income induced	£23,834,000	£32,634,000	£56,468,000
<b>Total</b>	<b>£114,306,000</b>	<b>£204,960,000</b>	<b>£319,266,000</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	612	27	639
Retailing	108	439	547
Catering	260	1,094	1,354
Attractions/entertainment	134	376	510
Transport	48	83	131
Arising from non trip spend	47	0	47
<b>Total Direct</b>	<b>1,208</b>	<b>2,019</b>	<b>3,227</b>

# Cotswold – Impacts of Covid-19

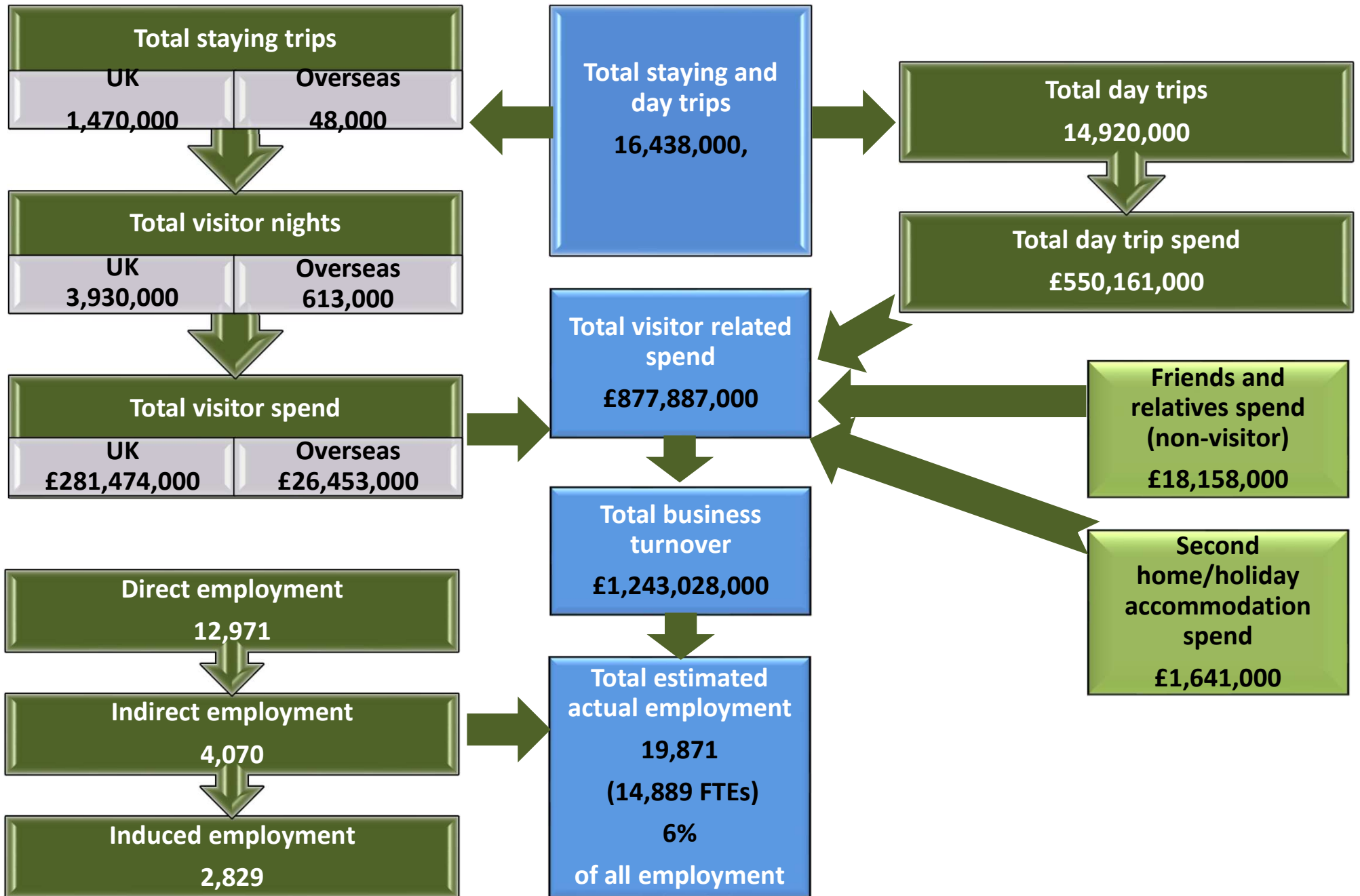
Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-18%	-8%	-13%
Overseas staying visitors	-85%	-74%	-85%
All staying visitors	-26%	-26%	-33%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-25%	-20%
Countryside day visitors	-22%	-18%
Coastal day visitors	0%	0%
All day visitors	-23%	-18%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	-£55,558,000	-£43,274,000	-£98,832,000

# Gloucestershire 2021

# Gloucestershire - Key facts at a glance



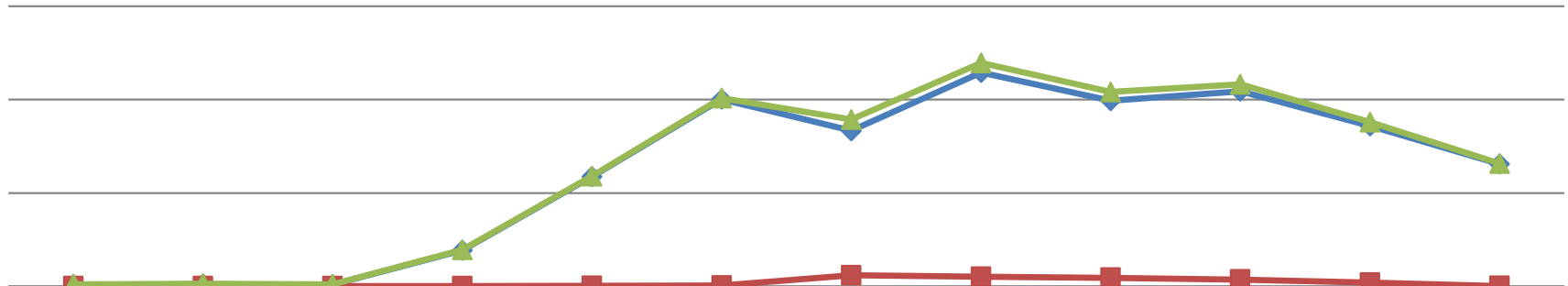
## Gloucestershire - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	528,000	1,054,000	£108,120,000
Self catering	327,000	1,173,000	£87,920,000
Touring caravans /tents	162,000	635,000	£21,618,000
Static vans/holiday centres	2,000	8,000	£452,000
Group/campus	15,000	36,000	£2,146,000
Paying guest in private homes	0	0	£0
Second homes	22,000	53,000	£3,166,000
Boat moorings	25,000	59,000	£3,550,000
Other	22,000	52,000	£3,083,000
Staying with friends and relatives	365,000	861,000	£51,420,000
<b>Total</b>	<b>1,470,000</b>	<b>3,930,000</b>	<b>£281,474,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	11,000	53,000	£6,045,000
Self catering	1,000	31,000	£1,508,000
Touring caravans /tents	1,000	7,000	£332,000
Static vans/holiday centres	0	0	£2,000
Group/campus	1,000	58,000	£2,656,000
Paying guest in private homes	1,000	39,000	£1,771,000
Second homes	400	8,000	£490,000
Boat moorings	0	0	£0
Other	2,000	13,000	£1,014,000
Staying with friends and relatives	30,000	403,000	£12,637,000
<b>Total</b>	<b>48,000</b>	<b>613,000</b>	<b>£26,453,000</b>

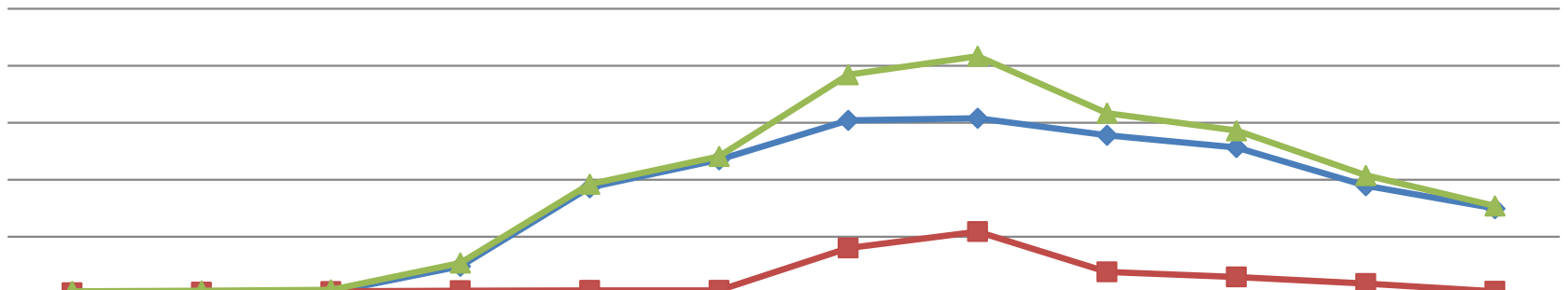
# Gloucestershire - Estimated seasonality of staying visits

## Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	2.2	2.5	1.9	38.9	117.5	200.6	166.7	228.9	199.0	209.0	171.8	131.0
OS trips (000's)	0.3	0.5	0.5	0.6	0.8	1.1	12.0	10.5	9.4	7.6	4.2	0.6
Total trips (000's)	2.5	3.0	2.4	39.5	118.3	201.6	178.7	239.4	208.4	216.5	176.0	131.6

## Seasonality - nights

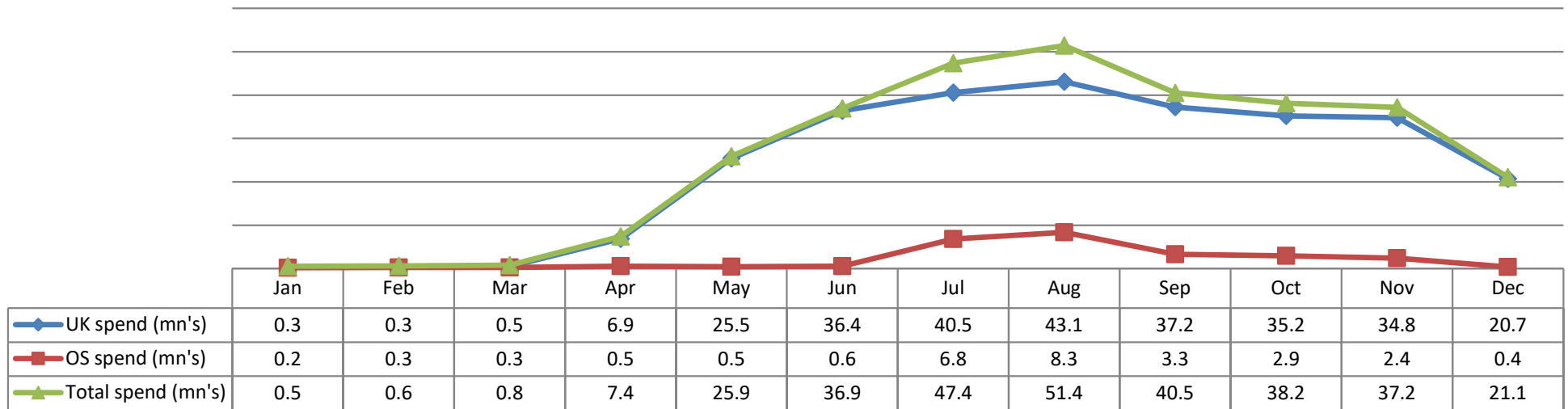


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	5.1	4.8	5.9	97.2	372.6	470.4	608.3	615.8	556.2	513.3	379.2	299.3
OS nights (000's)	4.3	5.7	8.5	11.0	11.8	11.7	160.6	218.0	77.3	59.2	36.1	8.7
Total nights (000's)	9.4	10.5	14.4	108.2	384.4	482.1	768.9	833.8	633.5	572.5	415.3	308.1



# Gloucestershire - Estimated seasonality of staying visits

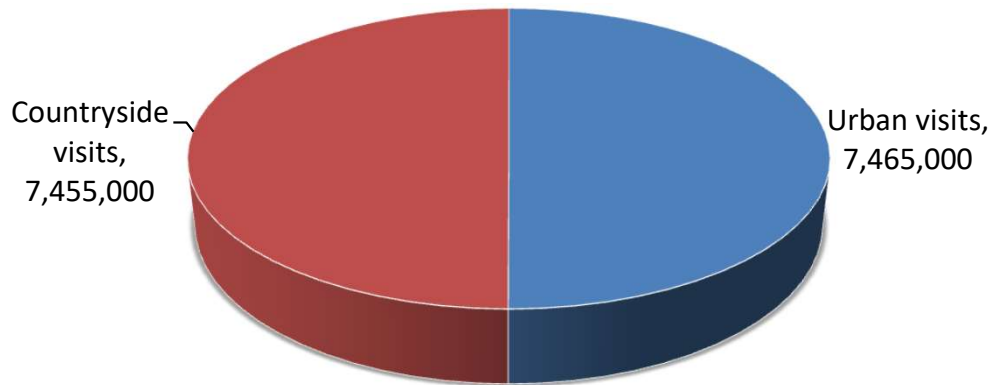
Seasonality - spend



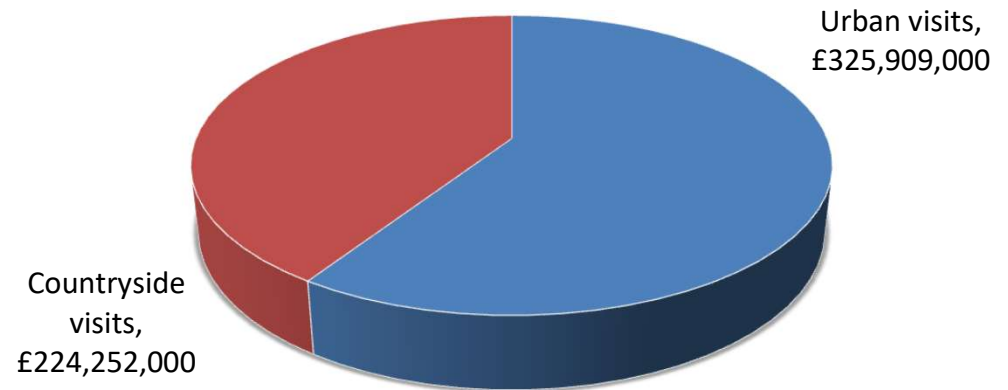
# Gloucestershire - Day visits by location

Total day visits	Total day visit spend
14,920,000	£550,161,000

Day visits

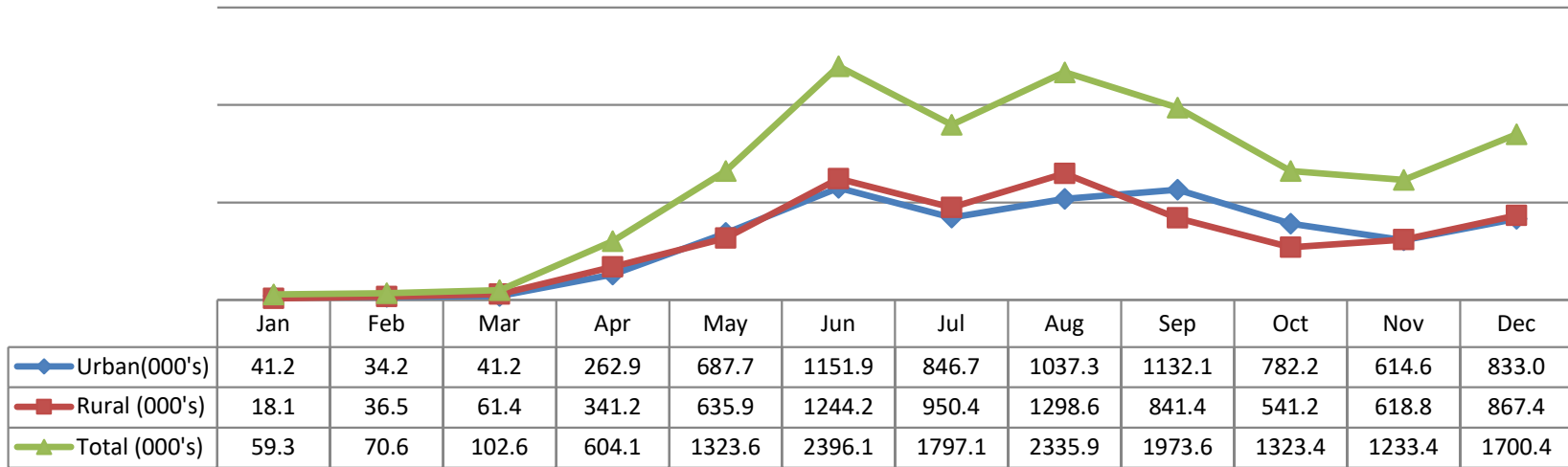


Day visit spend

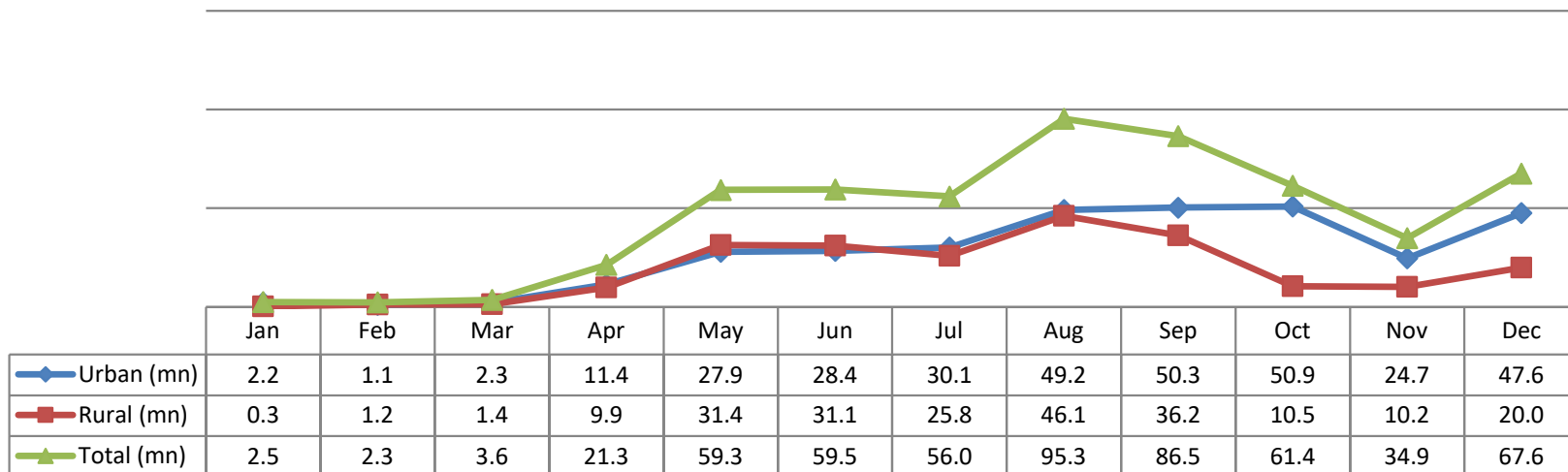


# Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



# Gloucestershire – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £121,488,000
- Overseas staying visitors £8,101,000

### Totals

**£129,589,000 (15%)**



## Shopping

- UK staying visitors £36,101,000
- Overseas staying visitors £7,776,000
- Day visitors £191,795,000

**£235,672,000 (27%)**



## Food & drink

- UK staying visitors £62,736,000
- Overseas staying visitors £5,887,000
- Day visitors £247,756,000

**£316,379,000 (37%)**



## Attractions/entertainment

- UK staying visitors £23,184,000
- Overseas staying visitors £2,115,000
- Day visitors £53,793,000

**£79,092,000 (9%)**



## Travel

- UK staying visitors £37,965,000
- Overseas staying visitors £2,574,000
- Day visitors £56,816,000

**£97,355,000 (11%)**

## Gloucestershire – Other visitor related expenditure by category



Second Homes

£616,000



Boats

£1,025,000



Visiting friends and relatives (non-visitor spend)

£18,158,000

- 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	£130,961,000	£4,955,000	£135,916,000
Retailing	£43,438,000	£189,877,000	£233,315,000
Catering	£66,565,000	£240,323,000	£306,888,000
Attractions/entertainment	£26,424,000	£58,189,000	£84,613,000
Transport	£24,324,000	£34,090,000	£58,414,000
Arising from non trip spend	£19,799,000	£0	£19,799,000
<b>Total Direct</b>	<b>£311,511,000</b>	<b>£527,434,000</b>	<b>£838,945,000</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	£311,511,000	£527,434,000	£838,945,000
Supplier and income induced	£177,059,000	£227,024,000	£404,083,000
<b>Total</b>	<b>£488,570,000</b>	<b>£754,458,000</b>	<b>£1,243,028,000</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	1,751	66	1,817
Retailing	318	1,390	1,708
Catering	748	2,702	3,450
Attractions/entertainment	386	849	1,235
Transport	138	193	331
Arising from non trip spend	297	0	297
<b>Total Direct</b>	<b>3,637</b>	<b>5,200</b>	<b>8,837</b>

# **Impacts of Covid-19**

**2021 compared to 2019 (pre-pandemic)**

## Gloucestershire – Impacts on staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	-22%	-12%	-27%
Self catering	2%	15%	-4%
Touring caravans /tents	-2%	12%	-6%
Static vans/holiday centres	0%	-20%	-6%
Group/campus	-40%	-31%	-13%
Paying guest in private homes	0%	0%	0%
Second homes	-41%	-60%	-13%
Boat moorings	25%	-6%	-13%
Other	29%	11%	-13%
Staying with friends and relatives	-49%	-46%	-13%
<b>Total</b>	<b>-26%</b>	<b>-16%</b>	<b>-16%</b>

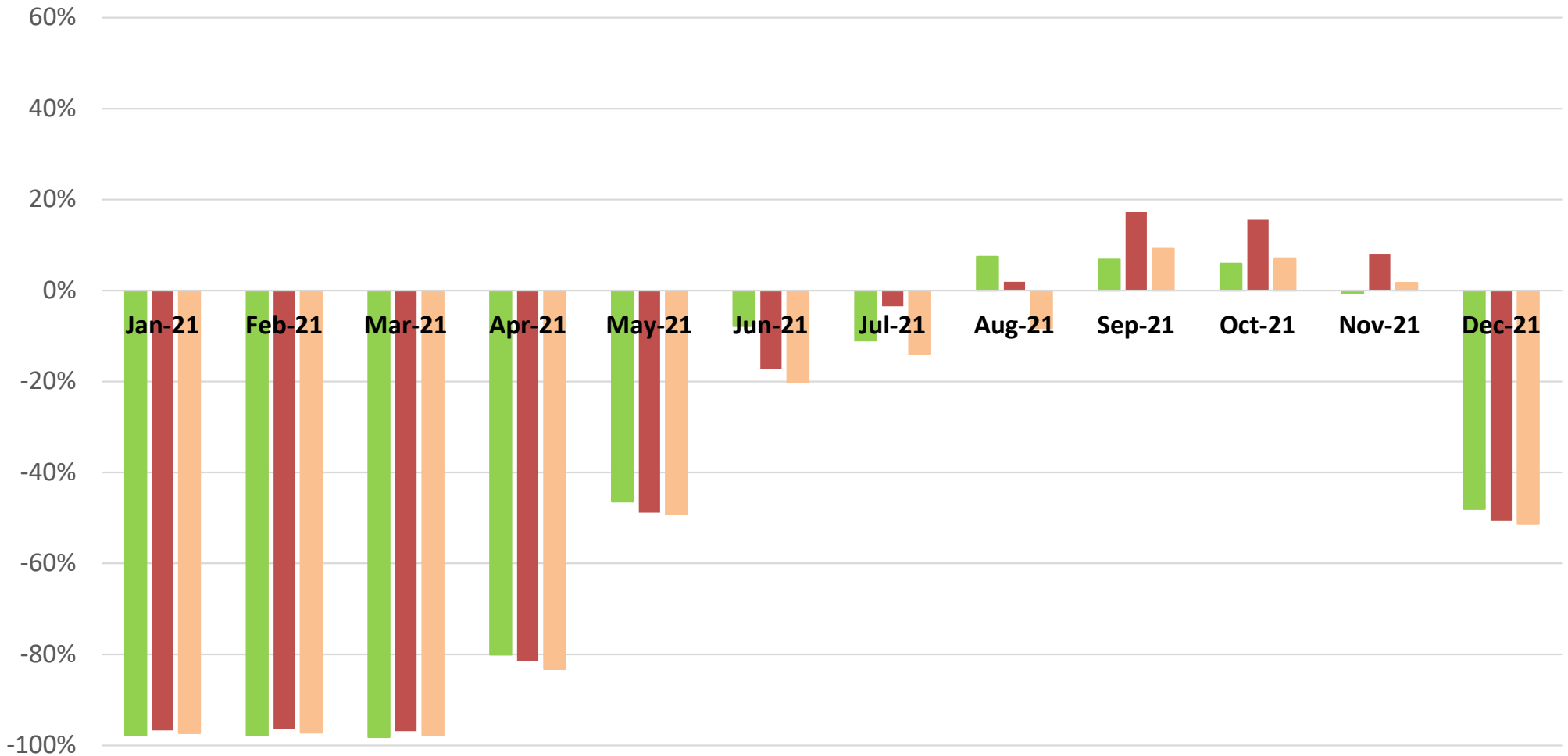
Overseas tourists	Trips	Nights	Spend
Serviced	-91%	-86%	-89%
Self catering	-93%	-86%	-89%
Touring caravans /tents	-92%	-87%	-89%
Static vans/holiday centres	NA	NA	-97%
Group/campus	-92%	-73%	-82%
Paying guest in private homes	-80%	-51%	-52%
Second homes	-90%	-87%	-93%
Boat moorings	0%	0%	0%
Other	-90%	-79%	-78%
Staying with friends and relatives	-70%	-54%	-72%
<b>Total</b>	<b>-83%</b>	<b>-68%</b>	<b>-82%</b>

## Gloucestershire – Impacts on staying visits by accommodation type

All staying visits	Trips	Nights	Spend
Serviced	-32%	-30%	-43%
Self catering	-3%	-3%	-15%
Touring caravans /tents	-8%	3%	-16%
Static vans/holiday centres	0%	-20%	-16%
Group/campus	-58%	-65%	-72%
Paying guest in private homes	-80%	-51%	-52%
Second homes	-45%	-68%	-67%
Boat moorings	25%	-6%	-13%
Other	-35%	-41%	-50%
Staying with friends and relatives	-52%	-49%	-38%
<b>Total</b>	<b>-33%</b>	<b>-31%</b>	<b>-36%</b>

# Gloucestershire – Staying visits impacts by month

Proportions of staying visitor measures change

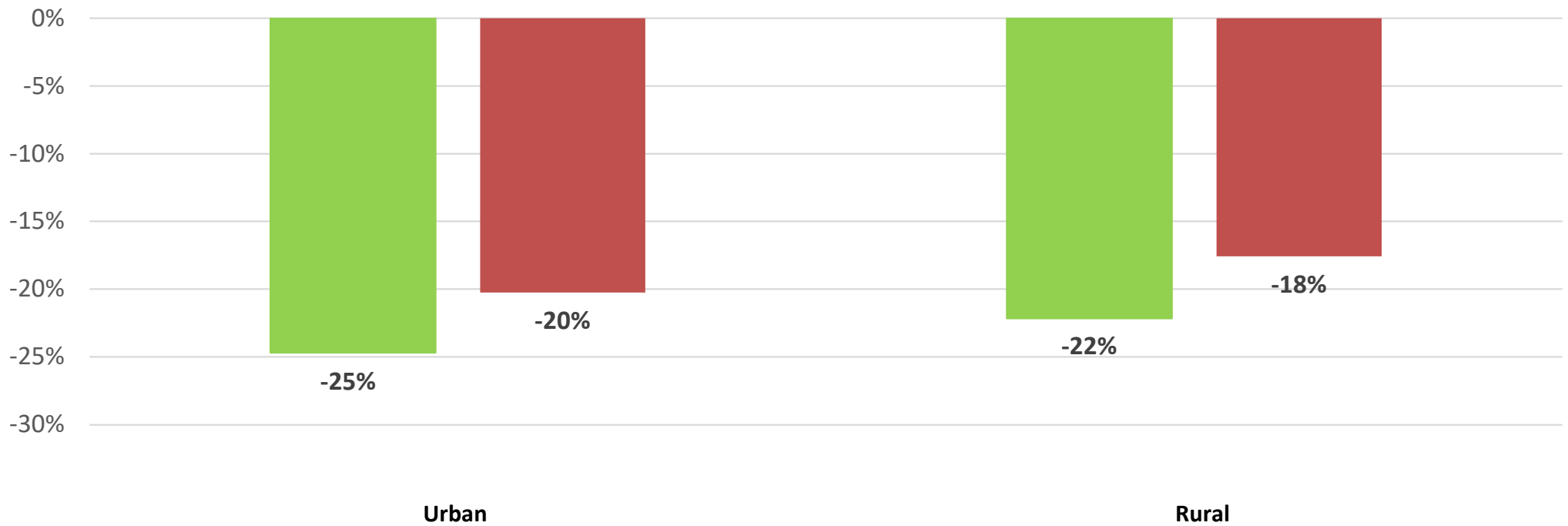


	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Trips	-98%	-98%	-98%	-80%	-46%	-8%	-11%	7%	7%	6%	-1%	-48%
Nights	-97%	-96%	-97%	-82%	-49%	-17%	-3%	2%	17%	16%	8%	-51%
Spend	-97%	-97%	-98%	-83%	-49%	-20%	-14%	-8%	9%	7%	2%	-51%

# Gloucestershire – Impacts on day visits by location

Total day visits	Total day visit spend
-23%	-19%

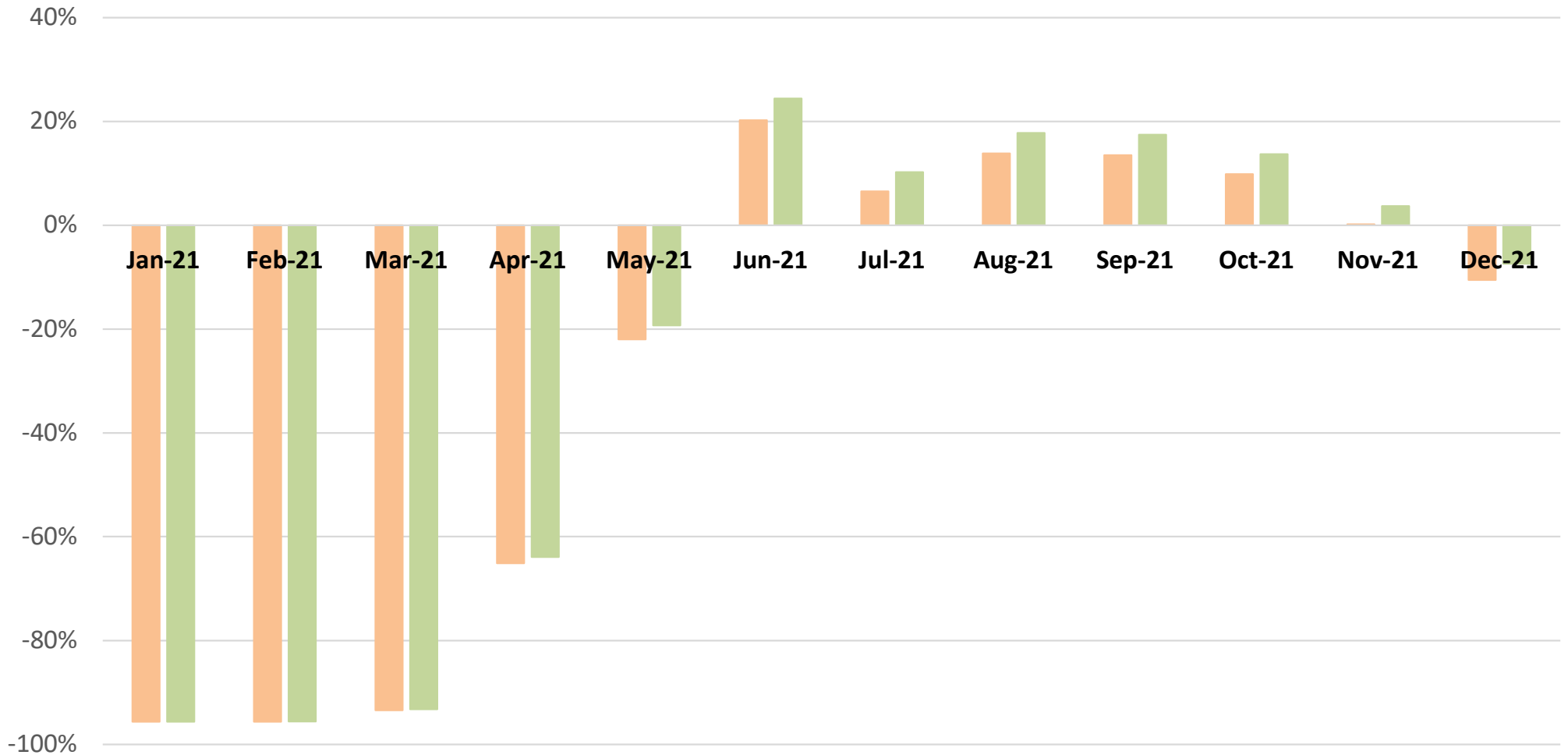
Proportion of day visits and spend change





# Gloucestershire – Day visits volume impacts by month and location type

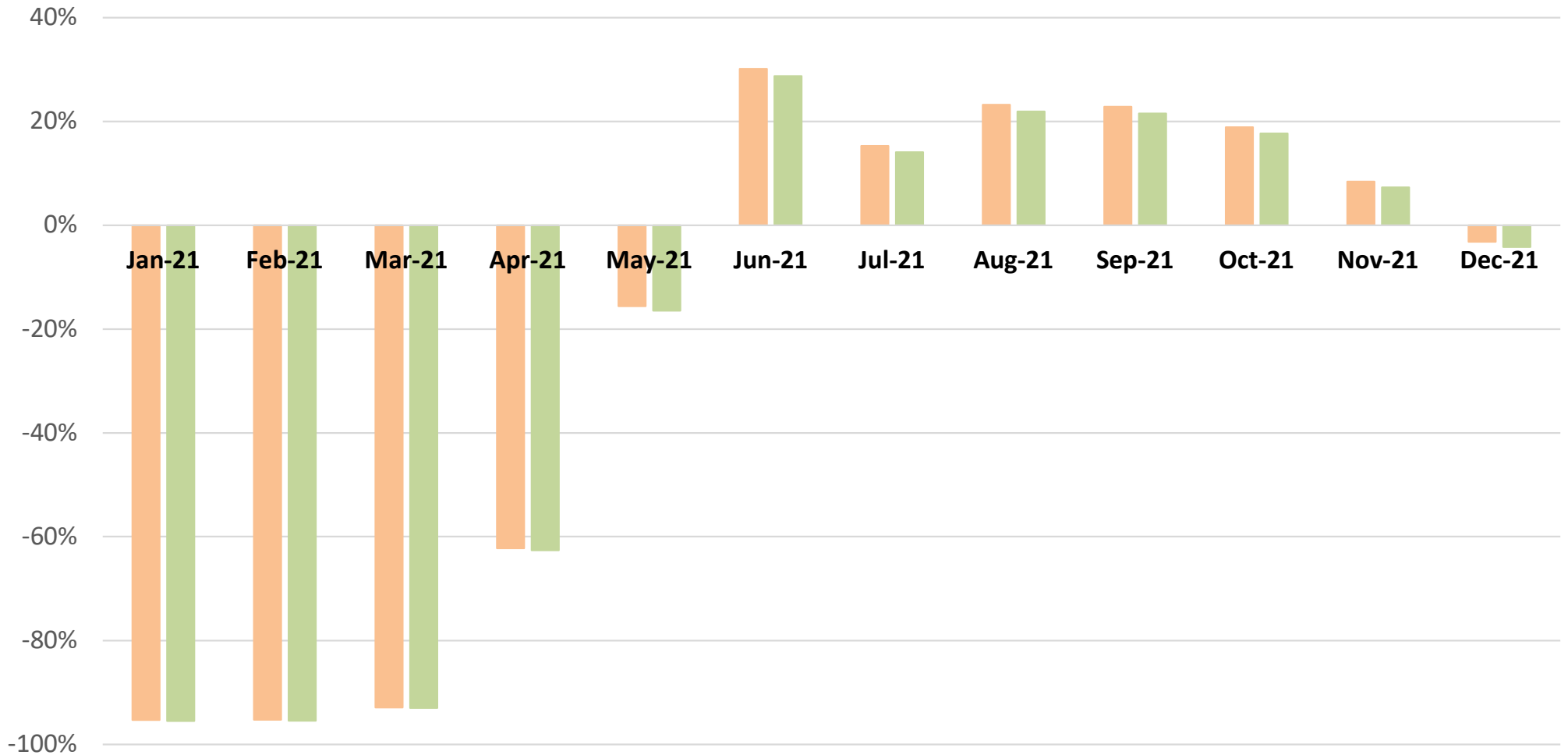
Proportions of day visits change



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Urban	-96%	-96%	-93%	-65%	-22%	20%	7%	14%	13%	10%	0%	-11%
Rural	-96%	-96%	-93%	-64%	-19%	24%	10%	18%	17%	14%	4%	-7%

# Gloucestershire – Day visits spend impacts by month and location type

Proportions of day visits spend change



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Urban	-95%	-95%	-93%	-62%	-16%	30%	15%	23%	23%	19%	8%	-3%
Rural	-96%	-95%	-93%	-63%	-16%	29%	14%	22%	22%	18%	7%	-4%

## Gloucestershire – Impacts on business turnover

Change in turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£25,162,000	-£609,000	£24,553,000
Retailing	-£39,487,000	-£39,274,000	-£78,761,000
Catering	-£37,267,000	-£29,533,000	-£66,800,000
Attractions/entertainment	-£52,161,000	-£35,209,000	-£87,370,000
Transport	-£42,085,000	-£15,599,000	-£57,684,000
Arising from non trip spend	-£18,641,000	£0	-£18,641,000
<b>Total Direct</b>	<b>-£164,479,000</b>	<b>-£120,224,000</b>	<b>-£284,703,000</b>

Change in total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	-£164,479,000	-£120,224,000	-£284,703,000
Supplier and income induced	-£45,972,000	-£42,961,000	-£88,933,000
<b>Total</b>	<b>-£210,451,000</b>	<b>-£163,185,000</b>	<b>-£373,636,000</b>