

The Economic Impact of Gloucestershire's Visitor Economy 2024

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



November 2025

Contents

	Page
Introduction	3
Gloucestershire	4
Cheltenham	17
Cotswold	26
Forest of Dean	35
Gloucester	44
Stroud	53
Tewkesbury	62

Introduction

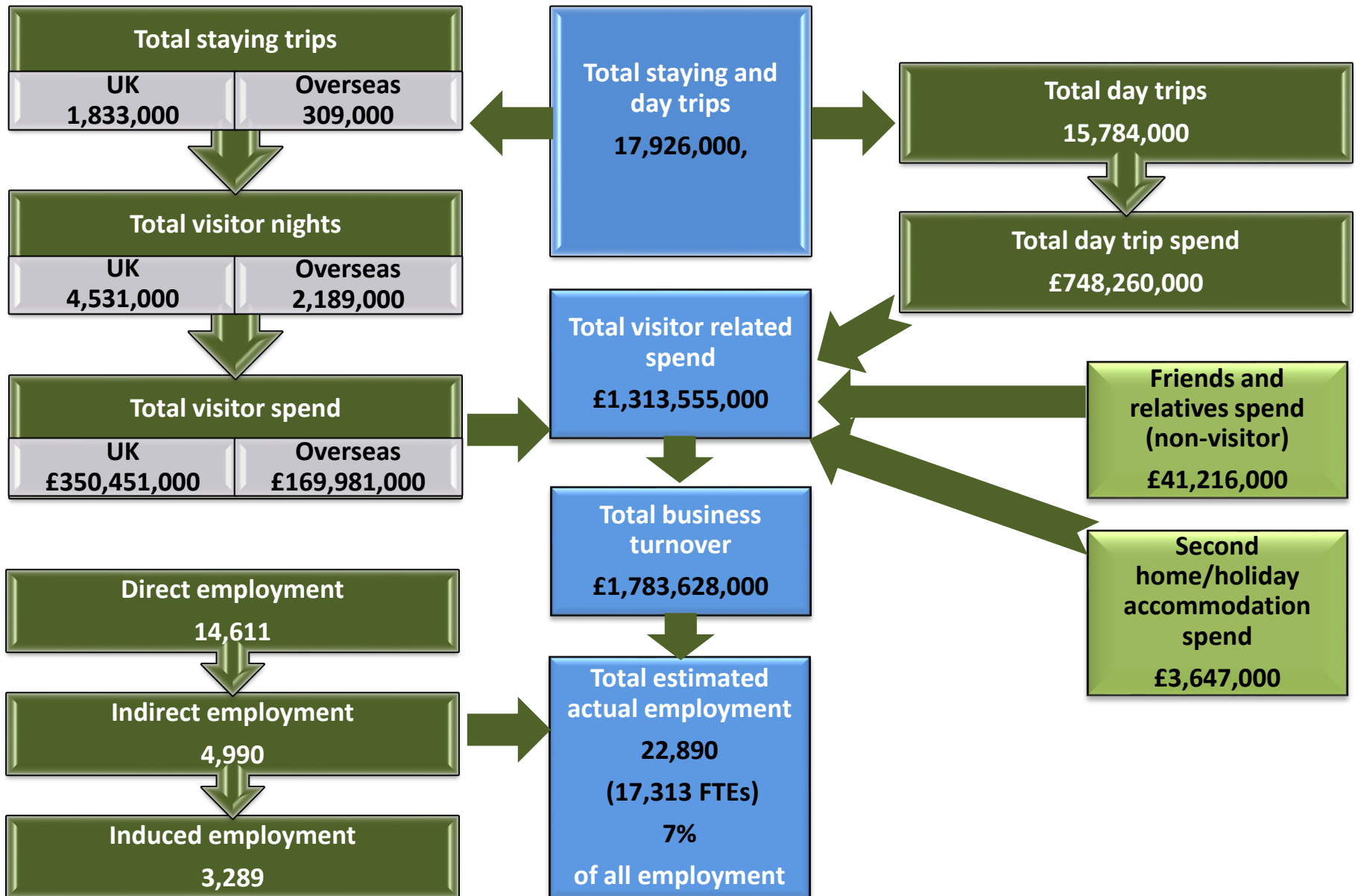
This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Gloucestershire in 2024.

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 2024, including key facts about the economy, weather and key events please see Appendix 2 of this report.

Gloucestershire - Key facts at a glance



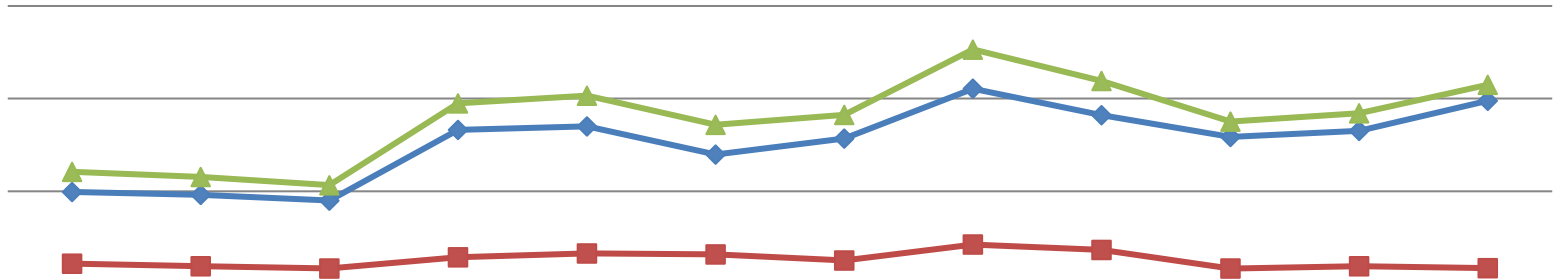
Gloucestershire - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	555,000	1,020,000	£132,454,000
Self catering	320,000	1,027,000	£105,388,000
Touring caravans /tents	171,000	584,000	£28,965,000
Static vans/holiday centres	2,000	7,000	£606,000
Group/campus	24,000	53,000	£2,642,000
Paying guest in private homes	0	0	£0
Second homes	36,000	134,000	£4,157,000
Boat moorings	19,000	63,000	£4,662,000
Other	16,000	47,000	£4,049,000
Staying with friends and relatives	690,000	1,598,000	£67,529,000
Total	1,833,000	4,531,000	£350,451,000

Overseas tourists	Trips	Nights	Spend
Serviced	118,000	387,000	£59,702,000
Self catering	21,000	272,000	£17,485,000
Touring caravans /tents	14,000	55,000	£3,634,000
Static vans/holiday centres	0	0	£15,000
Group/campus	11,000	212,000	£14,937,000
Paying guest in private homes	5,000	66,000	£3,805,000
Second homes	5,900	89,000	£6,831,000
Boat moorings	0	0	£0
Other	19,000	54,000	£5,782,000
Staying with friends and relatives	115,000	1,054,000	£57,791,000
Total	309,000	2,189,000	£169,981,000

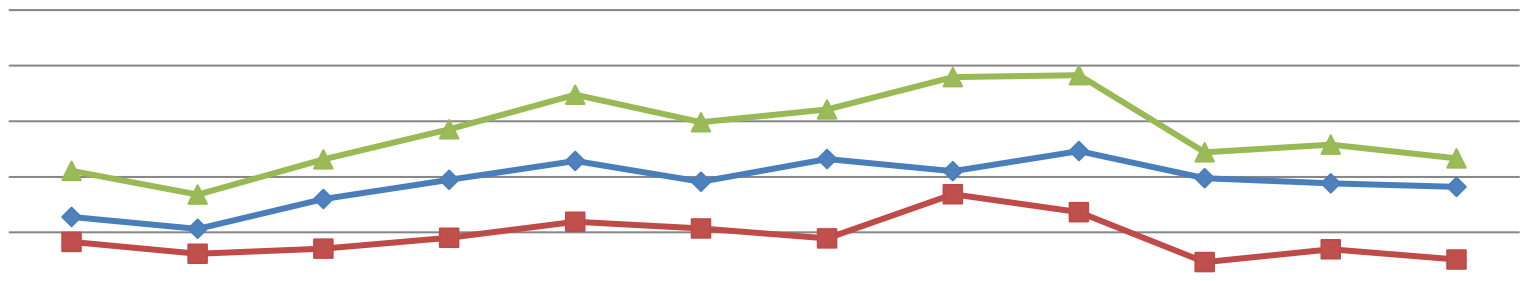
Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	99.3	96.2	90.1	166.2	170.0	139.6	156.9	210.7	182.3	158.7	165.1	197.8
OS trips (000's)	21.9	19.2	16.6	28.7	33.1	32.1	25.4	42.5	36.8	16.6	19.1	17.1
Total trips (000's)	121.2	115.4	106.7	194.9	203.1	171.7	182.4	253.1	219.1	175.3	184.2	214.9

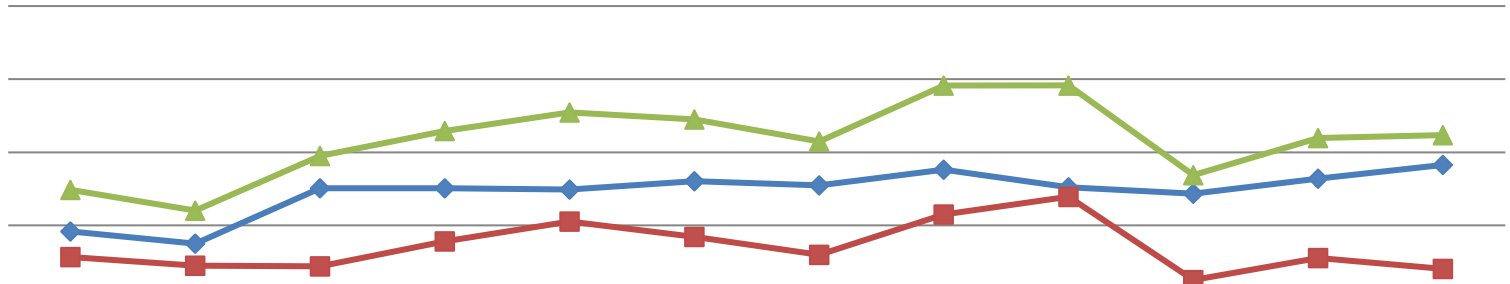
Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	255.4	212.6	320.3	389.5	456.8	382.7	464.1	420.9	492.5	395.4	376.6	364.1
OS nights (000's)	165.8	123.4	142.2	181.2	238.4	213.9	178.3	337.5	273.2	93.0	139.9	102.1
Total nights (000's)	421.2	336.1	462.5	570.7	695.2	596.7	642.5	758.4	765.8	488.4	516.4	466.2

Gloucestershire - Estimated seasonality of staying visits

Seasonality - spend

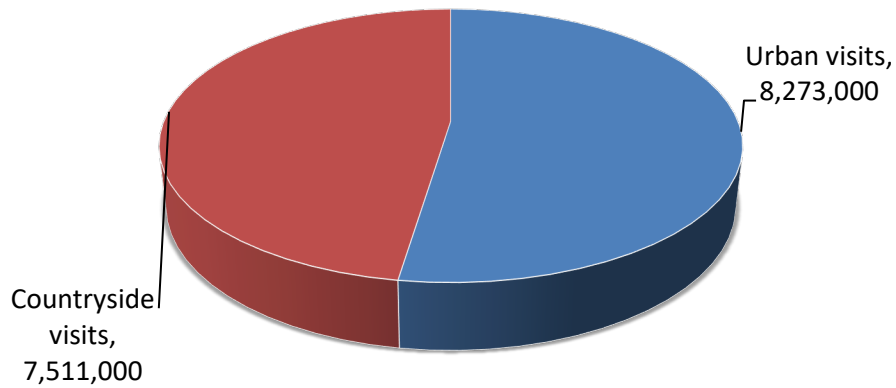


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK spend (mn's)	18.4	15.0	30.2	30.2	29.8	32.1	31.0	35.2	30.5	28.7	32.8	36.6
OS spend (mn's)	11.4	9.0	8.8	15.6	21.1	16.8	12.0	23.0	27.9	5.1	11.1	8.1
Total spend (mn's)	29.8	24.1	39.0	45.8	50.9	49.0	43.0	58.2	58.3	33.8	43.9	44.7

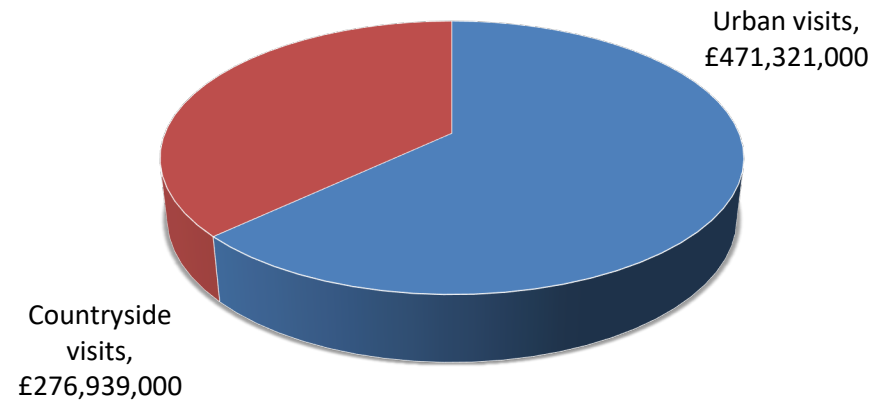
Gloucestershire - Day visits by location

Total day visits	Total day visit spend
15,784,000	£748,260,000

Day visits

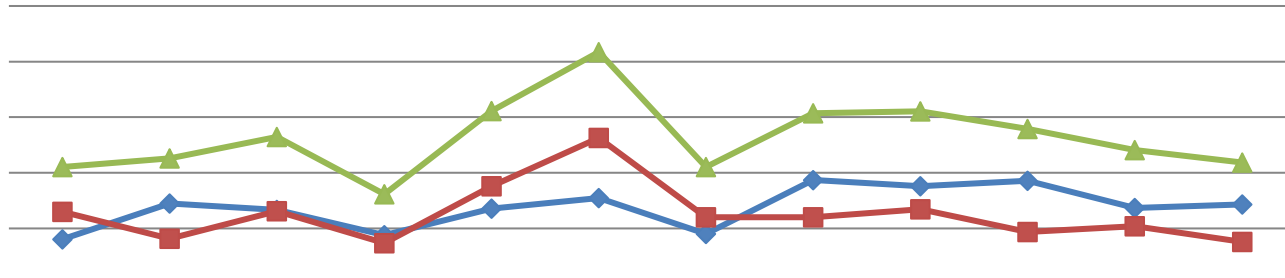


Day visit spend



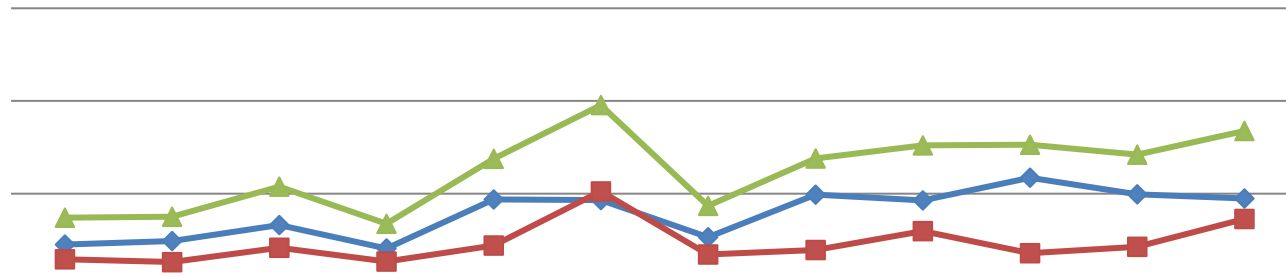
Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	402.2	724.5	667.5	439.7	676.3	772.3	450.4	935.1	879.9	927.9	683.3	713.8
Rural (000's)	649.5	406.0	655.8	367.2	878.4	1313.6	601.1	599.9	673.2	467.5	520.2	378.7
Total (000's)	1051.7	1130.5	1323.3	806.9	1554.6	2085.8	1051.5	1535.0	1553.1	1395.4	1203.5	1092.5

Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	22.5	24.4	33.0	20.4	46.9	46.5	26.4	49.4	46.3	58.5	49.7	47.4
Rural (mn)	14.5	13.1	20.8	13.4	22.0	51.2	17.1	19.6	29.8	17.9	21.3	36.3
Total (mn)	37.0	37.5	53.8	33.7	68.8	97.7	43.5	69.0	76.0	76.4	71.0	83.7

Gloucestershire - 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.

Gloucestershire – Direct visitor expenditure by category



Accommodation

- UK staying visitors £129,701,000
- Overseas staying visitors £43,741,000

Totals

£173,442,000 (14%)



Shopping

- UK staying visitors £50,197,000
- Overseas staying visitors £53,514,000
- Day visitors £275,663,000

£379,374,000 (30%)



Food & drink

- UK staying visitors £70,000,000
- Overseas staying visitors £36,851,000
- Day visitors £278,250,000

£385,101,000 (30%)



Attractions/entertainment

- UK staying visitors £32,731,000
- Overseas staying visitors £17,803,000
- Day visitors £89,544,000

£140,078,000 (11%)



Travel

- UK staying visitors £67,821,000
- Overseas staying visitors £18,072,000
- Day visitors £104,803,000

£190,696,000 (15%)

Gloucestershire – Other visitor related expenditure by category



Second Homes

£2,266,000



Boats

£1,381,000



Visiting friends and relatives (non-visitor spend)

£41,216,000

- 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	£175,580,000	£5,565,000	£181,145,000
Retailing	£102,675,000	£272,907,000	£375,582,000
Catering	£103,645,000	£269,902,000	£373,547,000
Attractions/entertainment	£52,640,000	£95,083,000	£147,723,000
Transport	£51,536,000	£62,882,000	£114,418,000
Arising from non trip spend	£44,863,000	£0	£44,863,000
Total Direct	£530,939,000	£706,339,000	£1,237,278,000

*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	£530,939,000	£706,339,000	£1,237,278,000
Supplier and income induced	£266,789,000	£279,561,000	£546,350,000
Total	£797,728,000	£985,900,000	£1,783,628,000

Gloucestershire – 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).

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	1,665	53	1,718
Retailing	611	1,625	2,236
Catering	863	2,248	3,111
Attractions/entertainment	660	1,193	1,853
Transport	242	295	536
Arising from non trip spend	596	0	596
Total Direct	4,637	5,413	10,050

District data

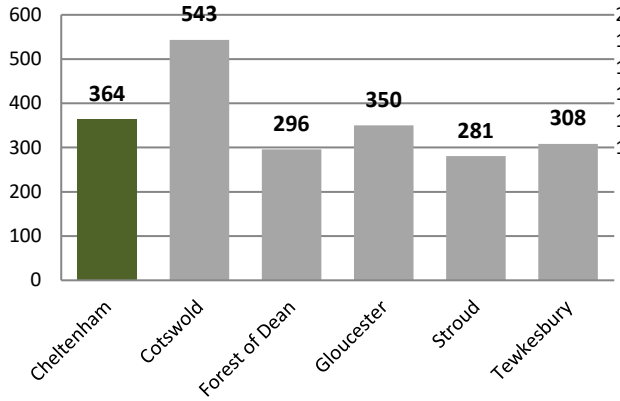
Value of Tourism 2024

Cheltenham

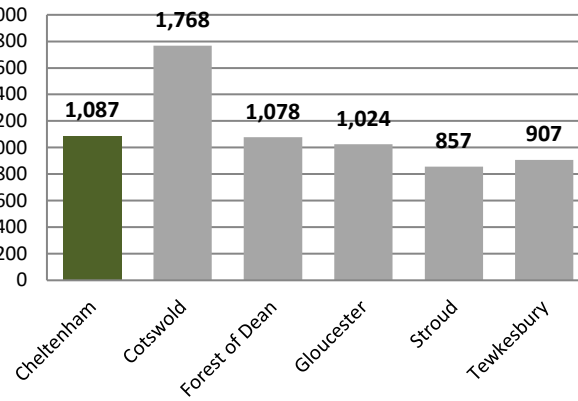
Key Facts	
364,000	Staying visitor trips
1,087,000	Staying visitor nights
£88,002,000	Staying visitor spend
1,712,000	Day visits
£96,007,000	Day visitor spend
£184,009,000	Direct visitor spend
£7,864,000	Other related spend
£191,873,000	TOTAL VISITOR RELATED SPEND
£240,838,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,884	Estimated actual employment
2,157	FTE employment
5%	Proportion of all employment

Cheltenham - Staying visits in the county context

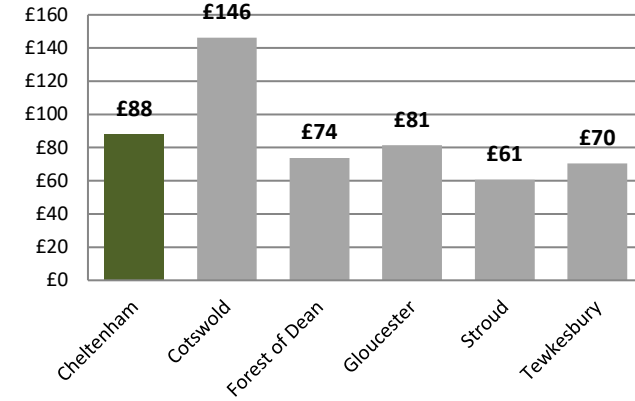
All staying trips



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	308	56	724	363	£59	£29
Cotswold	472	71	1,248	520	£104	£42
Forest of Dean	256	40	692	386	£47	£27
Gloucester	295	56	667	357	£53	£28
Stroud	239	42	569	288	£40	£21
Tewkesbury	263	45	631	276	£48	£22

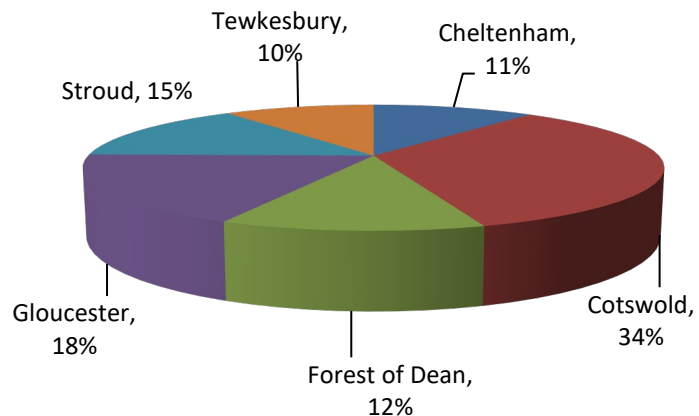
Cheltenham - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	115,900	213,000	£27,643,000
Self catering	47,000	151,000	£15,481,000
Touring caravans /tents	11,400	39,000	£1,923,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	6,300	24,000	£735,000
Boat moorings	0	0	£0
Other	3,000	9,000	£733,000
Staying with friends and relatives	124,900	289,000	£12,228,000
Total	308,400	724,000	£58,744,000

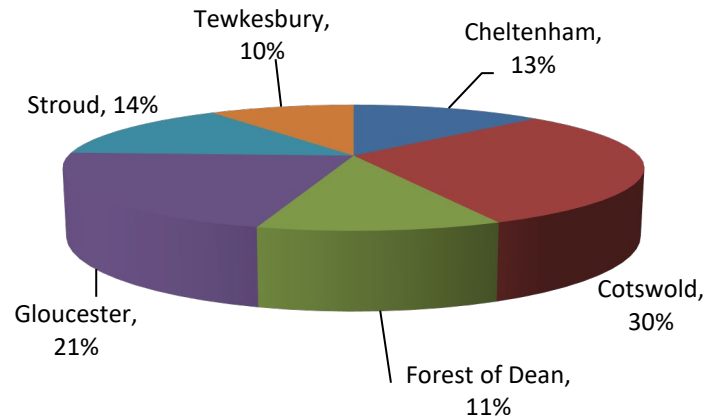
Overseas tourists	Trips	Nights	Spend
Serviced	24,700	81,000	£12,460,000
Self catering	3,100	40,000	£2,568,000
Touring caravans /tents	900	4,000	£241,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	1,600	22,000	£1,268,000
Second homes	1,000	16,000	£1,208,000
Boat moorings	0	0	£0
Other	3,400	10,000	£1,047,000
Staying with friends and relatives	20,800	191,000	£10,465,000
Total	55,600	363,000	£29,258,000

Cheltenham - Day visits in the county context

All day visits



All day visit spend

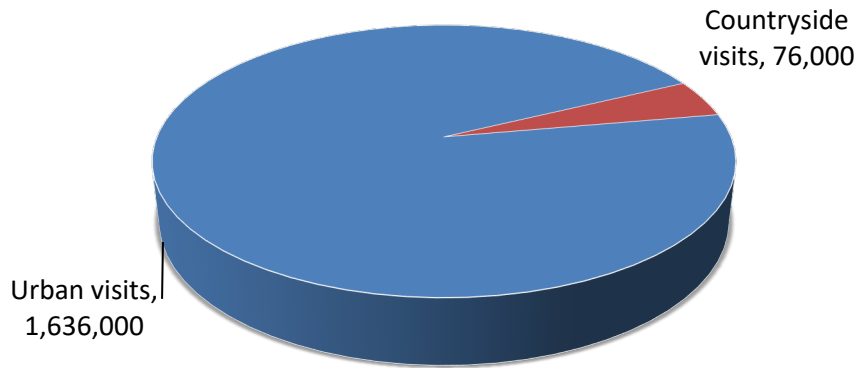


Area	Day visits	Day visit spend
Cheltenham	1.7	£96.0
Cotswold	5.4	£226.5
Forest of Dean	1.9	£84.9
Gloucester	2.9	£159.7
Stroud	2.3	£108.2
Tewkesbury	1.6	£72.9

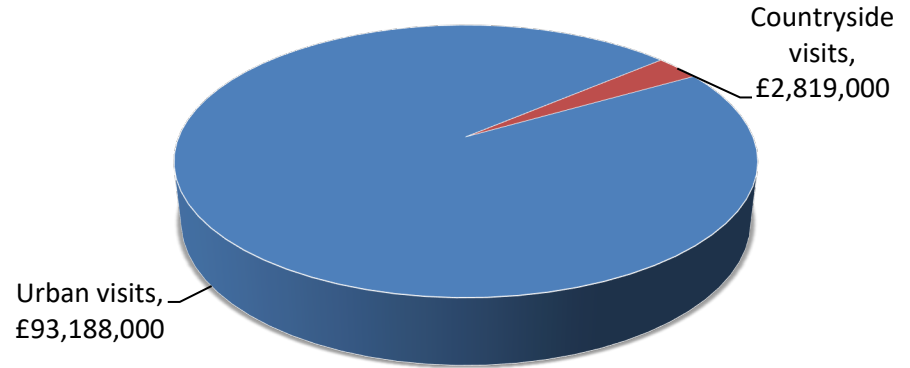
Cheltenham - Day visits by location

Total day visits	Total day visit spend
1,712,000	£96,007,000

Day visits



Day visit spend



Cheltenham – Direct visitor expenditure by category



Accommodation

- UK staying visitors £21,741,000
- Overseas staying visitors £7,529,000

Totals

£29,270,000 (16%)



Shopping

- UK staying visitors £8,414,000
- Overseas staying visitors £9,211,000
- Day visitors £43,409,000

£61,034,000 (33%)



Food & drink

- UK staying visitors £11,374,000
- Overseas staying visitors £6,343,000
- Day visitors £32,813,000

£50,890,000 (28%)



Attractions/entertainment

- UK staying visitors £5,487,000
- Overseas staying visitors £3,064,000
- Day visitors £8,911,000

£17,462,000 (9%)



Travel

- UK staying visitors £11,368,000
- Overseas staying visitors £3,111,000
- Day visitors £10,874,000

£25,353,000 (14%)

Cheltenham – Other visitor related expenditure by category



Second Homes
£401,000



Visiting friends and relatives (non-visitor spend)
£7,463,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Cheltenham – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£29,631,000	£656,000	£30,287,000
Retailing	£17,449,000	£42,975,000	£60,424,000
Catering	£17,534,000	£31,829,000	£49,363,000
Attractions/entertainment	£8,908,000	£9,673,000	£18,581,000
Transport	£8,687,000	£6,524,000	£15,211,000
Arising from non trip spend	£7,864,000	£0	£7,864,000
Total Direct	£90,073,000	£91,657,000	£181,730,000

*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	£90,073,000	£91,657,000	£181,730,000
Supplier and income induced	£34,358,000	£24,750,000	£59,108,000
Total	£124,431,000	£116,407,000	£240,838,000

Cheltenham – 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	261	6	267
Retailing	97	238	334
Catering	136	246	382
Attractions/entertainment	104	113	217
Transport	38	28	66
Arising from non trip spend	105	0	105
Total Direct	740	631	1,371

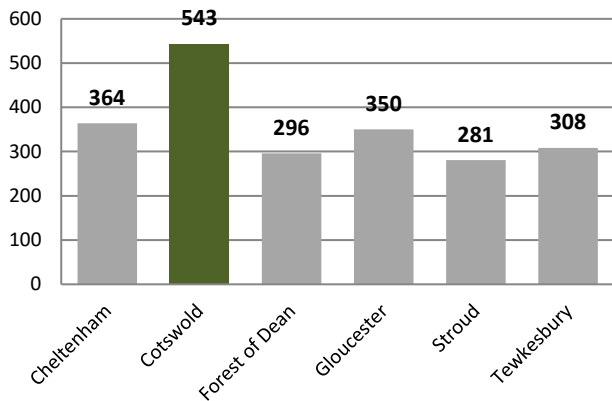
Value of Tourism 2024

Cotswold

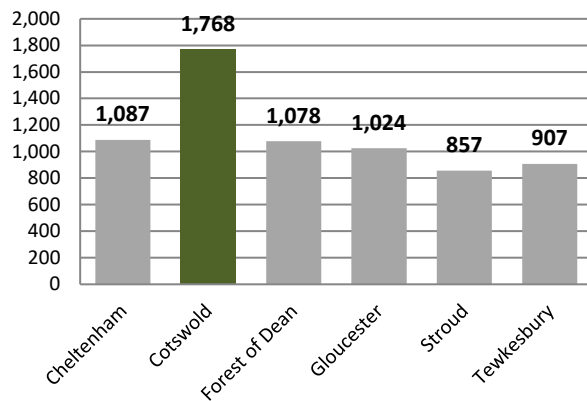
Key Facts	
543,000	Staying visitor trips
1,768,000	Staying visitor nights
£146,194,000	Staying visitor spend
5,369,000	Day visits
£226,544,000	Day visitor spend
£372,737,000	Direct visitor spend
£7,266,000	Other related spend
£380,003,000	TOTAL VISITOR RELATED SPEND
£425,403,000	TOTAL BUSINESS TURNOVER SUPPORTED
5,554	Estimated actual employment
4,005	FTE employment
13%	Proportion of all employment

Cotswold - Staying visits in the county context

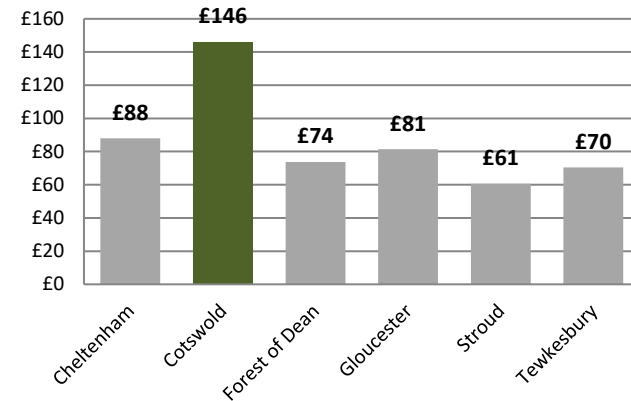
All staying trips



All staying nights



All staying spend



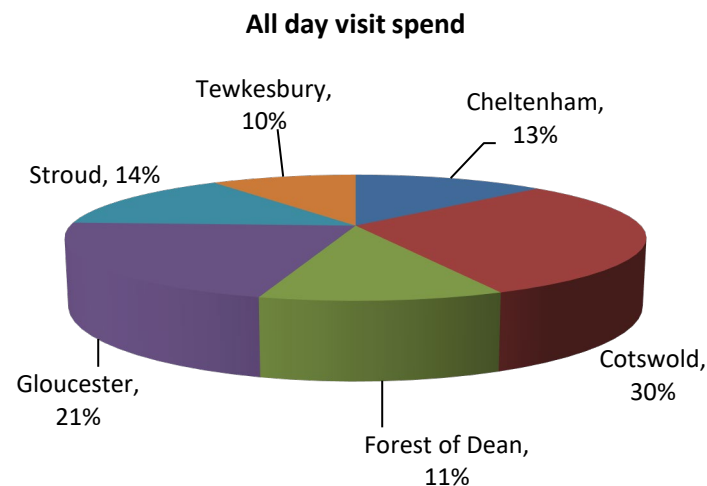
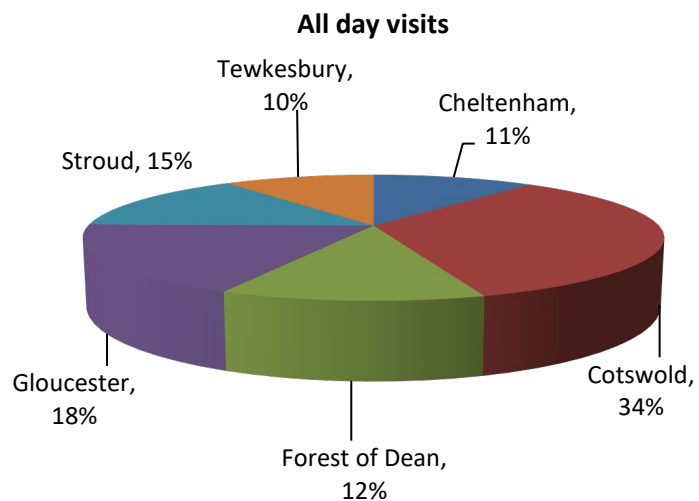
Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	308	56	724	363	£59	£29
Cotswold	472	71	1,248	520	£104	£42
Forest of Dean	256	40	692	386	£47	£27
Gloucester	295	56	667	357	£53	£28
Stroud	239	42	569	288	£40	£21
Tewkesbury	263	45	631	276	£48	£22

Cotswold - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	141,800	260,000	£33,815,000
Self catering	137,400	441,000	£45,268,000
Touring caravans /tents	61,700	210,000	£10,443,000
Static vans/holiday centres	1,600	5,000	£448,000
Group/campus	7,800	17,000	£868,000
Paying guest in private homes	0	0	£0
Second homes	18,900	71,000	£2,206,000
Boat moorings	3,500	12,000	£858,000
Other	2,300	7,000	£571,000
Staying with friends and relatives	97,200	225,000	£9,519,000
Total	472,000	1,248,000	£103,995,000

Overseas tourists	Trips	Nights	Spend
Serviced	30,200	99,000	£15,242,000
Self catering	9,100	117,000	£7,510,000
Touring caravans /tents	5,100	20,000	£1,310,000
Static vans/holiday centres	0	0	£11,000
Group/campus	3,500	70,000	£4,906,000
Paying guest in private homes	800	11,000	£634,000
Second homes	3,100	47,000	£3,624,000
Boat moorings	0	0	£0
Other	2,700	8,000	£815,000
Staying with friends and relatives	16,200	149,000	£8,146,000
Total	71,000	520,000	£42,199,000

Cotswold - Day visits in the county context

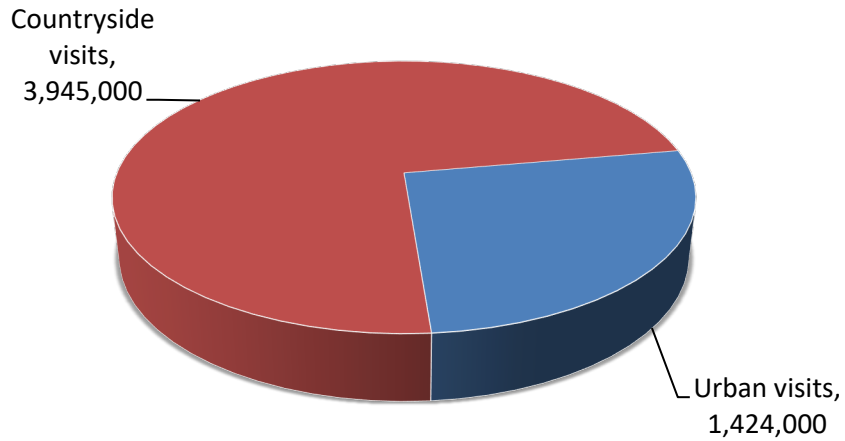


Area	Day visits	Day visit spend
Cheltenham	1.7	£96.0
Cotswold	5.4	£226.5
Forest of Dean	1.9	£84.9
Gloucester	2.9	£159.7
Stroud	2.3	£108.2
Tewkesbury	1.6	£72.9

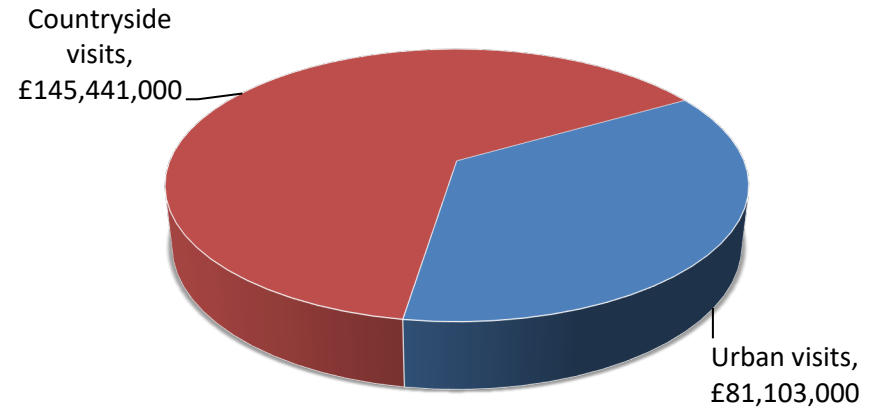
Cotswold - Day visits by location

Total day visits	Total day visit spend
5,369,000	£226,544,000

Day visits



Day visit spend



Cotswold – Direct visitor expenditure by category



Accommodation

- UK staying visitors £38,489,000
- Overseas staying visitors £10,859,000

Totals

£49,348,000 (13%)



Shopping

- UK staying visitors £14,896,000
- Overseas staying visitors £13,285,000
- Day visitors £68,323,000

£96,504,000 (26%)



Food & drink

- UK staying visitors £20,772,000
- Overseas staying visitors £9,148,000
- Day visitors £89,681,000

£119,601,000 (32%)



Attractions/entertainment

- UK staying visitors £9,713,000
- Overseas staying visitors £4,420,000
- Day visitors £31,964,000

£46,097,000 (12%)



Travel

- UK staying visitors £20,126,000
- Overseas staying visitors £4,486,000
- Day visitors £36,575,000

£61,187,000 (16%)

Cotswold – Other visitor related expenditure by category



Second Homes

£1,202,000



Boats

£254,000



Visiting friends and relatives (non-visitor spend)

£5,810,000

- 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	£49,946,000	£1,794,000	£51,740,000
Retailing	£27,899,000	£67,640,000	£95,539,000
Catering	£29,023,000	£86,991,000	£116,014,000
Attractions/entertainment	£14,714,000	£33,544,000	£48,258,000
Transport	£14,767,000	£21,945,000	£36,712,000
Arising from non trip spend	£7,266,000	£0	£7,266,000
Total Direct	£143,615,000	£211,914,000	£355,529,000

*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	£143,615,000	£211,914,000	£355,529,000
Supplier and income induced	£33,199,000	£36,675,000	£69,874,000
Total	£176,814,000	£248,589,000	£425,403,000

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	503	18	522
Retailing	177	428	605
Catering	257	770	1,027
Attractions/entertainment	196	447	644
Transport	74	109	183
Arising from non trip spend	97	0	97
Total Direct	1,303	1,773	3,077

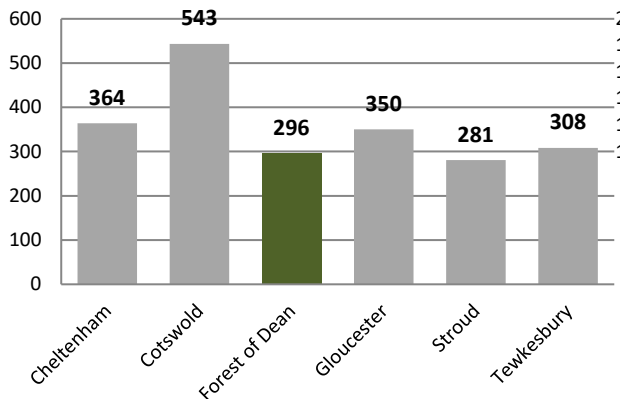
Value of Tourism 2024

Forest of Dean

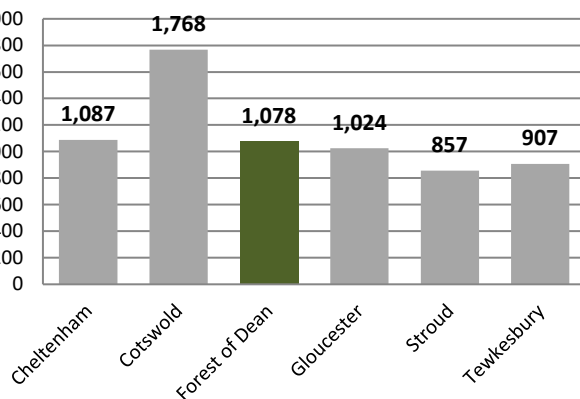
Key Facts	
296,000	Staying visitor trips
1,078,000	Staying visitor nights
£73,743,000	Staying visitor spend
1,939,000	Day visits
£84,934,000	Day visitor spend
£158,676,000	Direct visitor spend
£5,757,000	Other related spend
£164,433,000	TOTAL VISITOR RELATED SPEND
£185,398,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,525	Estimated actual employment
1,825	FTE employment
6%	Proportion of all employment

Forest of Dean - Staying visits in the county context

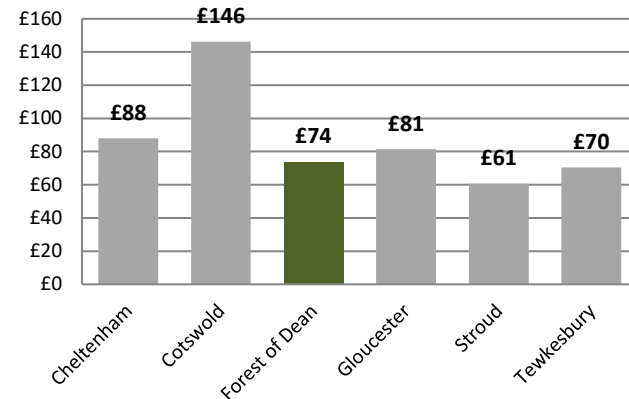
All staying trips



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	308	56	724	363	£59	£29
Cotswold	472	71	1,248	520	£104	£42
Forest of Dean	256	40	692	386	£47	£27
Gloucester	295	56	667	357	£53	£28
Stroud	239	42	569	288	£40	£21
Tewkesbury	263	45	631	276	£48	£22

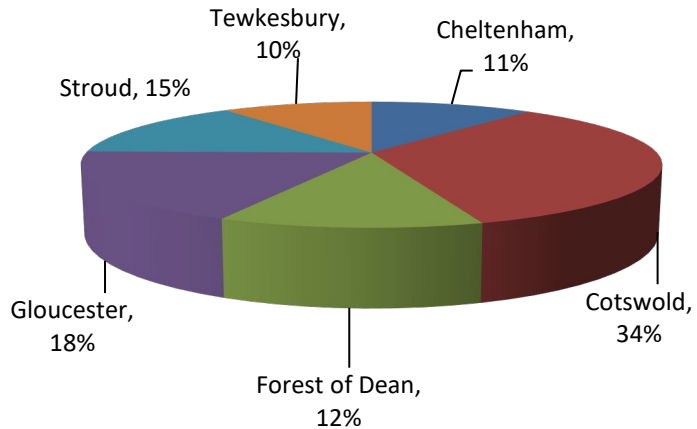
Forest of Dean - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	31,000	57,000	£7,385,000
Self catering	56,600	182,000	£18,652,000
Touring caravans /tents	54,100	185,000	£9,158,000
Static vans/holiday centres	200	1,000	£53,000
Group/campus	16,000	35,000	£1,774,000
Paying guest in private homes	0	0	£0
Second homes	2,400	9,000	£280,000
Boat moorings	0	0	£0
Other	2,200	6,000	£550,000
Staying with friends and relatives	93,800	217,000	£9,182,000
Total	256,000	692,000	£47,035,000

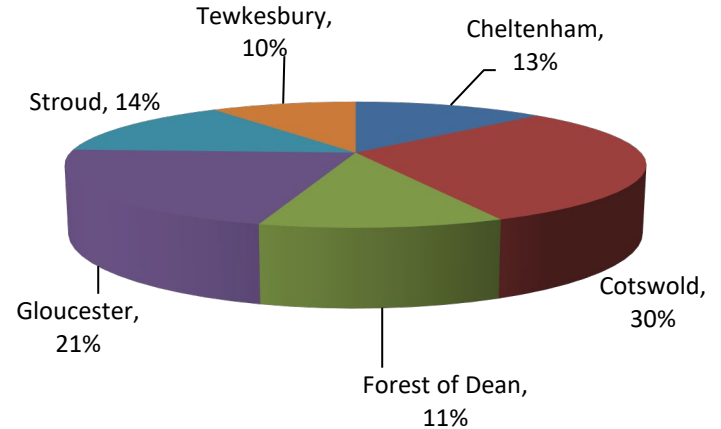
Overseas tourists	Trips	Nights	Spend
Serviced	6,600	22,000	£3,329,000
Self catering	3,700	48,000	£3,095,000
Touring caravans /tents	4,500	18,000	£1,149,000
Static vans/holiday centres	0	0	£1,000
Group/campus	7,100	143,000	£10,030,000
Paying guest in private homes	0	0	£0
Second homes	400	6,000	£460,000
Boat moorings	0	0	£0
Other	2,600	7,000	£786,000
Staying with friends and relatives	15,600	143,000	£7,858,000
Total	40,000	386,000	£26,708,000

Forest of Dean - Day visits in the county context

All day visits



All day visit spend

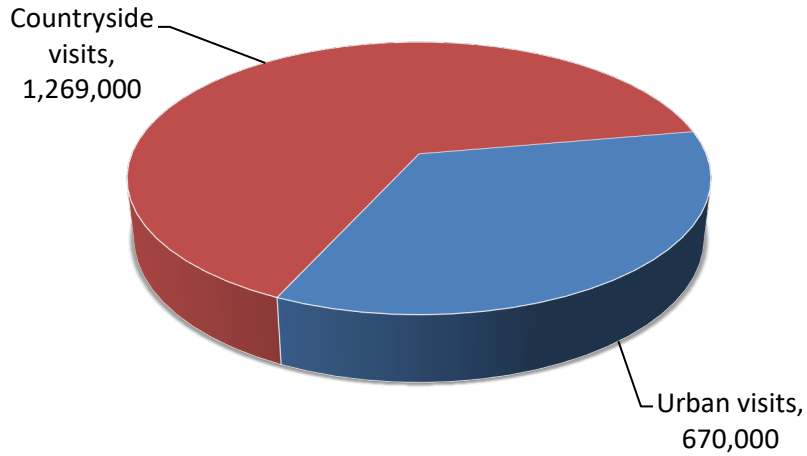


Area	Day visits	Day visit spend
Cheltenham	1.7	£96.0
Cotswold	5.4	£226.5
Forest of Dean	1.9	£84.9
Gloucester	2.9	£159.7
Stroud	2.3	£108.2
Tewkesbury	1.6	£72.9

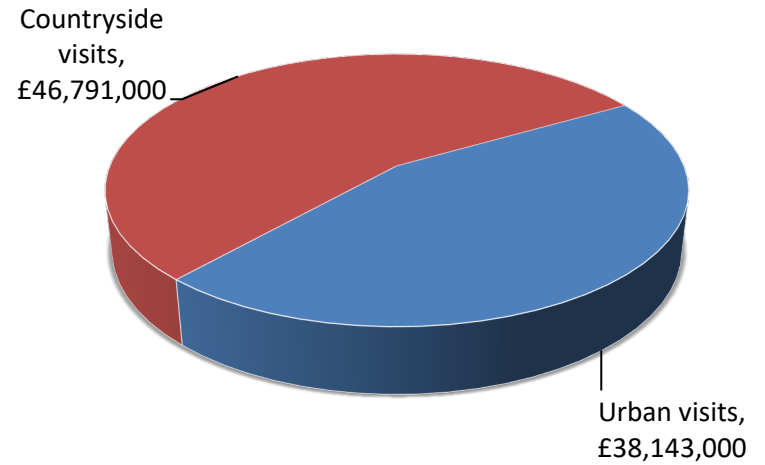
Forest of Dean - Day visits by location

Total day visits	Total day visit spend
1,939,000	£84,934,000

Day visits



Day visit spend



Forest of Dean – Direct visitor expenditure by category



Accommodation

- UK staying visitors £17,407,000
- Overseas staying visitors £6,873,000

Totals

£24,280,000 (15%)



Shopping

- UK staying visitors £6,737,000
- Overseas staying visitors £8,408,000
- Day visitors £27,517,000

£42,662,000 (27%)



Food & drink

- UK staying visitors £9,395,000
- Overseas staying visitors £5,790,000
- Day visitors £32,940,000

£48,125,000 (30%)



Attractions/entertainment

- UK staying visitors £4,393,000
- Overseas staying visitors £2,797,000
- Day visitors £11,374,000

£18,564,000 (12%)



Travel

- UK staying visitors £9,102,000
- Overseas staying visitors £2,839,000
- Day visitors £13,104,000

£25,045,000 (16%)

Forest of Dean – Other visitor related expenditure by category



Second Homes
£153,000



Visiting friends and relatives (non-visitor spend)
£5,604,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Forest of Dean – Business turnover

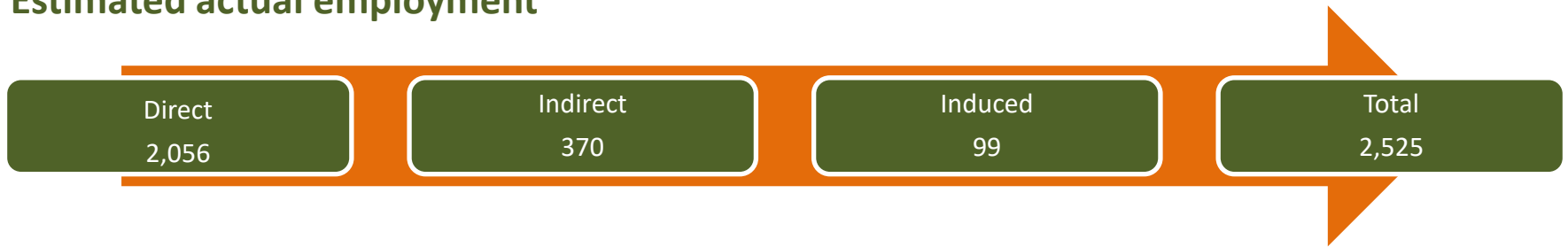
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£24,584,000	£659,000	£25,243,000
Retailing	£14,994,000	£27,242,000	£42,236,000
Catering	£14,729,000	£31,952,000	£46,681,000
Attractions/entertainment	£7,494,000	£11,979,000	£19,473,000
Transport	£7,165,000	£7,862,000	£15,027,000
Arising from non trip spend	£5,757,000	£0	£5,757,000
Total Direct	£74,723,000	£79,694,000	£154,417,000

*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	£74,723,000	£79,694,000	£154,417,000
Supplier and income induced	£17,294,000	£13,687,000	£30,981,000
Total	£92,017,000	£93,381,000	£185,398,000

Forest of Dean – 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	261	7	268
Retailing	100	182	282
Catering	137	298	435
Attractions/entertainment	105	168	273
Transport	38	41	79
Arising from non trip spend	77	0	77
Total Direct	718	696	1,414

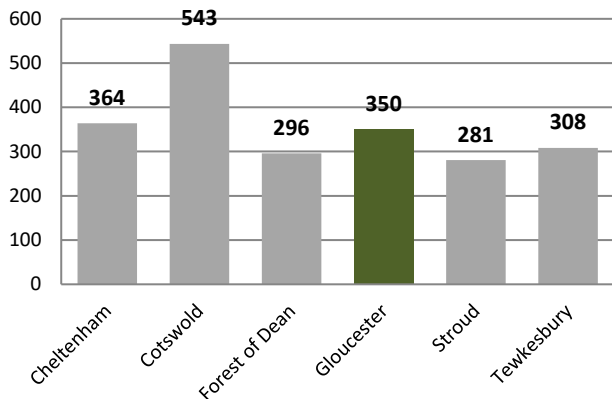
Value of Tourism 2024

Gloucester

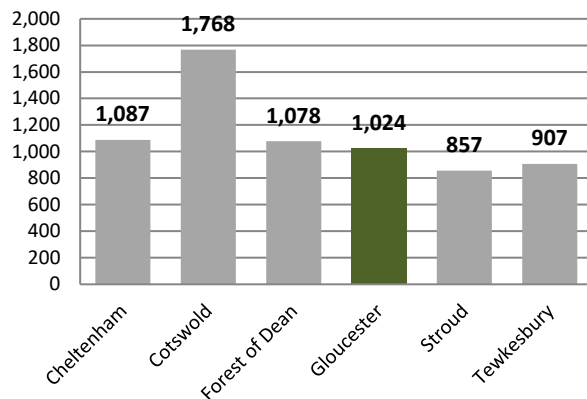
Key Facts	
350,400	Staying visitor trips
1,024,000	Staying visitor nights
£81,339,000	Staying visitor spend
2,870,000	Day visits
£159,697,000	Day visitor spend
£241,035,000	Direct visitor spend
£8,614,000	Other related spend
£249,649,000	TOTAL VISITOR RELATED SPEND
£311,968,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,922	Estimated actual employment
2,909	FTE employment
5%	Proportion of all employment

Gloucester - Staying visits in the county context

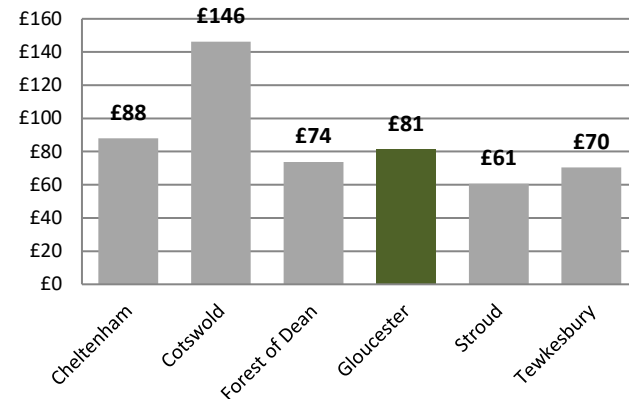
All staying trips



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	308	56	724	363	£59	£29
Cotswold	472	71	1,248	520	£104	£42
Forest of Dean	256	40	692	386	£47	£27
Gloucester	295	56	667	357	£53	£28
Stroud	239	42	569	288	£40	£21
Tewkesbury	263	45	631	276	£48	£22

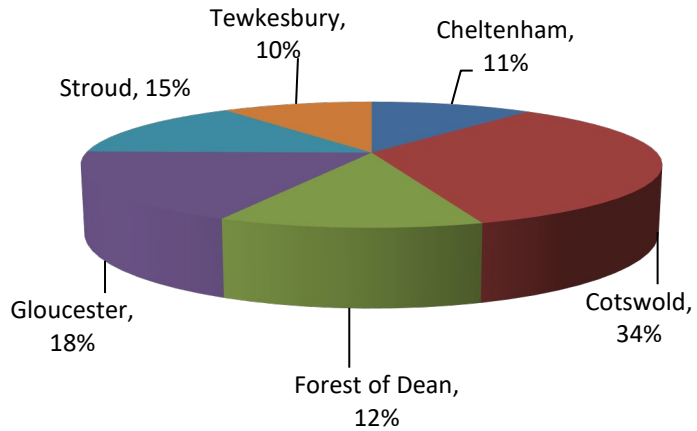
Gloucester - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	113,100	208,000	£26,970,000
Self catering	30,200	97,000	£9,946,000
Touring caravans /tents	4,700	16,000	£788,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	8,000	£236,000
Boat moorings	1,900	6,000	£472,000
Other	3,300	10,000	£820,000
Staying with friends and relatives	139,700	323,000	£13,672,000
Total	294,900	667,000	£52,905,000

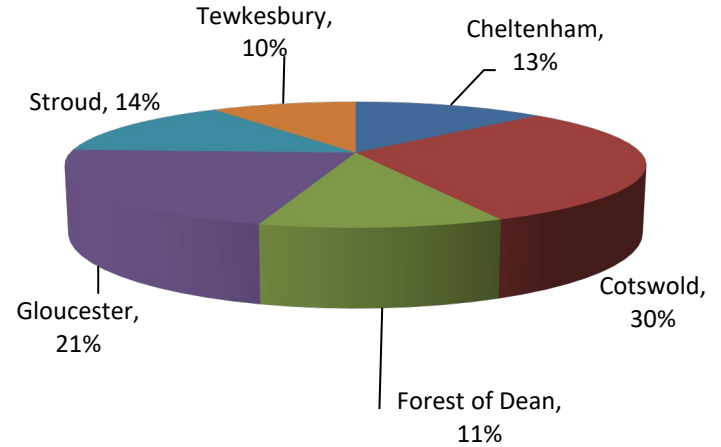
Overseas tourists	Trips	Nights	Spend
Serviced	24,100	79,000	£12,157,000
Self catering	2,000	26,000	£1,650,000
Touring caravans /tents	400	2,000	£99,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	1,600	22,000	£1,268,000
Second homes	300	5,000	£388,000
Boat moorings	0	0	£0
Other	3,800	11,000	£1,171,000
Staying with friends and relatives	23,300	213,000	£11,701,000
Total	55,500	357,000	£28,434,000

Gloucester - Day visits in the county context

All day visits



All day visit spend

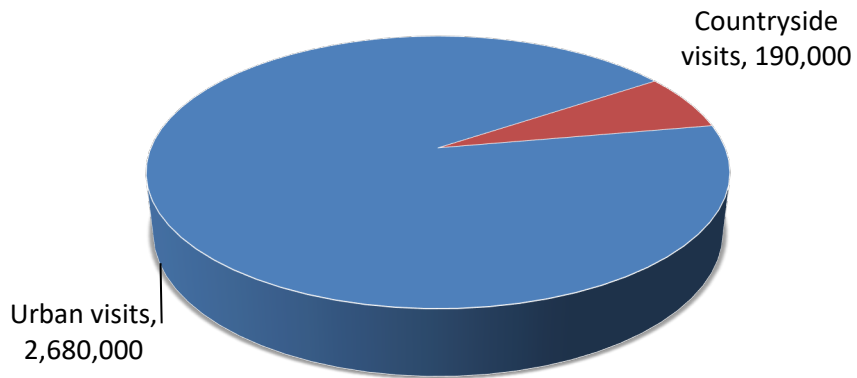


Area	Day visits	Day visit spend
Cheltenham	1.7	£96.0
Cotswold	5.4	£226.5
Forest of Dean	1.9	£84.9
Gloucester	2.9	£159.7
Stroud	2.3	£108.2
Tewkesbury	1.6	£72.9

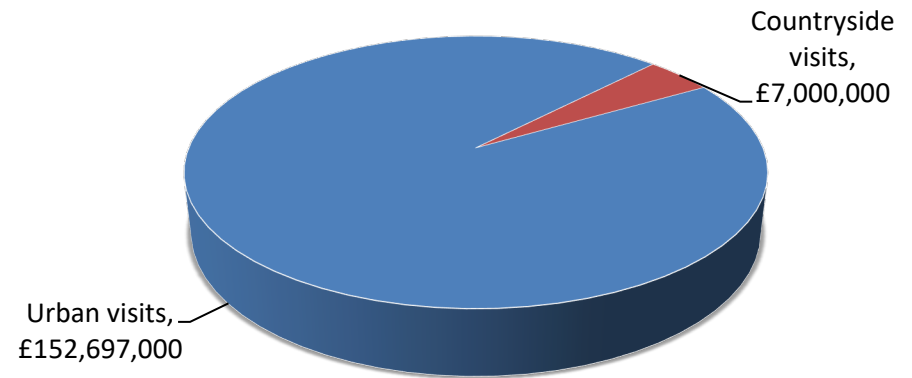
Gloucester - Day visits by location

Total day visits	Total day visit spend
2,870,000	£159,697,000

Day visits



Day visit spend



Gloucester – Direct visitor expenditure by category



Accommodation

- UK staying visitors £19,580,000
- Overseas staying visitors £7,317,000

Totals

£26,897,000 (11%)



Shopping

- UK staying visitors £7,578,000
- Overseas staying visitors £8,952,000
- Day visitors £71,638,000

£88,168,000 (37%)



Food & drink

- UK staying visitors £10,567,000
- Overseas staying visitors £6,164,000
- Day visitors £54,785,000

£71,516,000 (30%)



Attractions/entertainment

- UK staying visitors £4,941,000
- Overseas staying visitors £2,978,000
- Day visitors £15,005,000

£22,924,000 (10%)



Travel

- UK staying visitors £10,238,000
- Overseas staying visitors £3,023,000
- Day visitors £18,269,000

£31,530,000 (13%)

Gloucester – Other visitor related expenditure by category



Second Homes
£129,000



Boats
£140,000



Visiting friends and relatives (non-visitor spend)
£8,345,000

- 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.

Gloucester – Business turnover

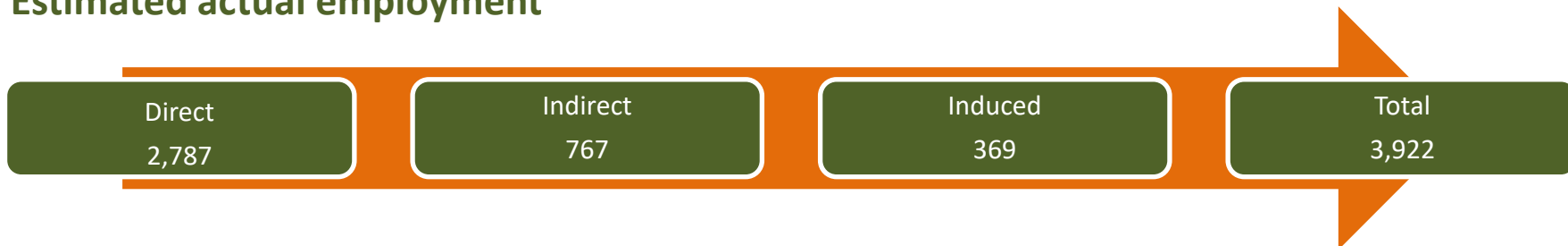
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£27,231,000	£1,096,000	£28,327,000
Retailing	£16,364,000	£70,921,000	£87,285,000
Catering	£16,230,000	£53,141,000	£69,371,000
Attractions/entertainment	£8,252,000	£16,269,000	£24,521,000
Transport	£7,957,000	£10,962,000	£18,919,000
Arising from non trip spend	£8,614,000	£0	£8,614,000
Total Direct	£84,648,000	£152,389,000	£237,037,000

*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	£84,648,000	£152,389,000	£237,037,000
Supplier and income induced	£32,726,000	£42,205,000	£74,931,000
Total	£117,374,000	£194,594,000	£311,968,000

Gloucester – 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	264	11	274
Retailing	99	431	530
Catering	138	452	590
Attractions/entertainment	106	208	314
Transport	38	52	91
Arising from non trip spend	114	0	114
Total Direct	759	1,154	1,913

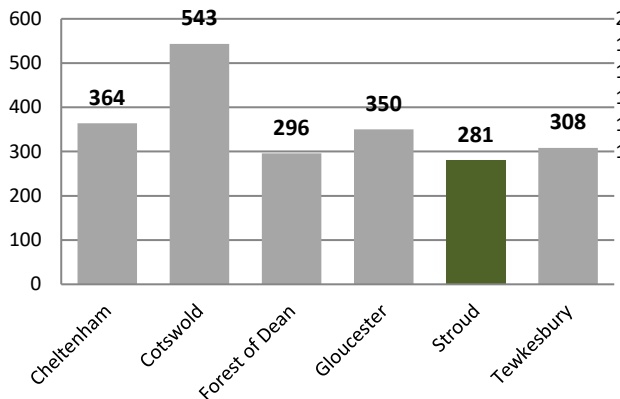
Value of Tourism 2024

Stroud

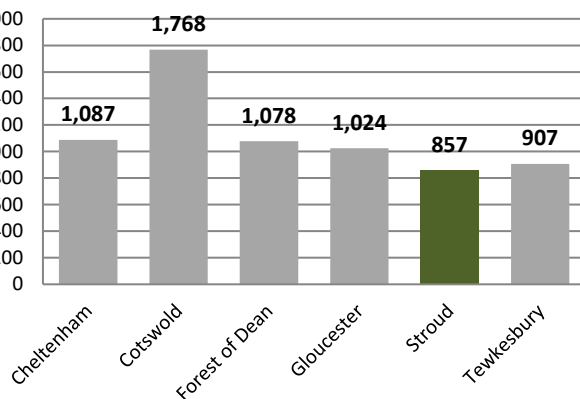
Key Facts	
280,500	Staying visitor trips
857,000	Staying visitor nights
£60,684,000	Staying visitor spend
2,304,000	Day visits
£108,215,000	Day visitor spend
£168,900,000	Direct visitor spend
£7,518,000	Other related spend
£176,418,000	TOTAL VISITOR RELATED SPEND
£221,041,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,861	Estimated actual employment
2,129	FTE employment
5%	Proportion of all employment

Stroud - Staying visits in the county context

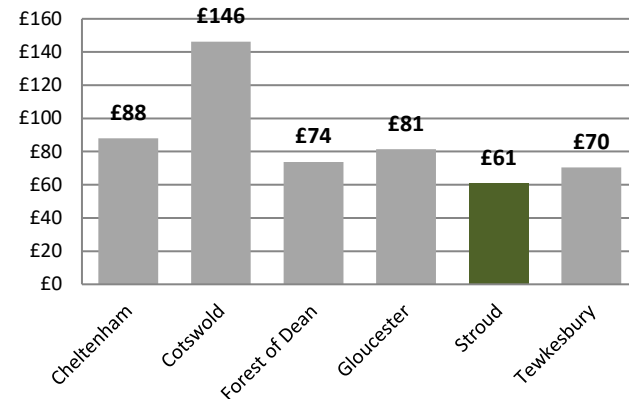
All staying trips



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	308	56	724	363	£59	£29
Cotswold	472	71	1,248	520	£104	£42
Forest of Dean	256	40	692	386	£47	£27
Gloucester	295	56	667	357	£53	£28
Stroud	239	42	569	288	£40	£21
Tewkesbury	263	45	631	276	£48	£22

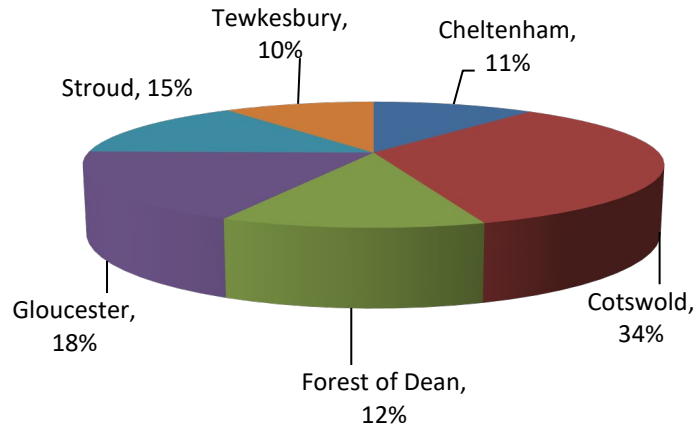
Stroud - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	61,800	113,000	£14,739,000
Self catering	25,600	82,000	£8,427,000
Touring caravans /tents	12,800	44,000	£2,167,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,900	15,000	£455,000
Boat moorings	1,300	4,000	£326,000
Other	3,100	9,000	£764,000
Staying with friends and relatives	130,200	302,000	£12,745,000
Total	238,700	569,000	£39,624,000

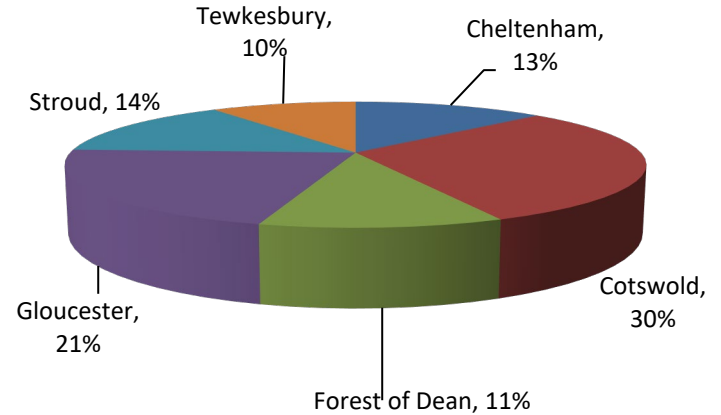
Overseas tourists	Trips	Nights	Spend
Serviced	13,200	43,000	£6,644,000
Self catering	1,700	22,000	£1,398,000
Touring caravans /tents	1,100	4,000	£272,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	600	10,000	£748,000
Boat moorings	0	0	£0
Other	3,600	10,000	£1,091,000
Staying with friends and relatives	21,700	199,000	£10,907,000
Total	41,800	288,000	£21,060,000

Stroud - Day visits in the county context

All day visits



All day visit spend

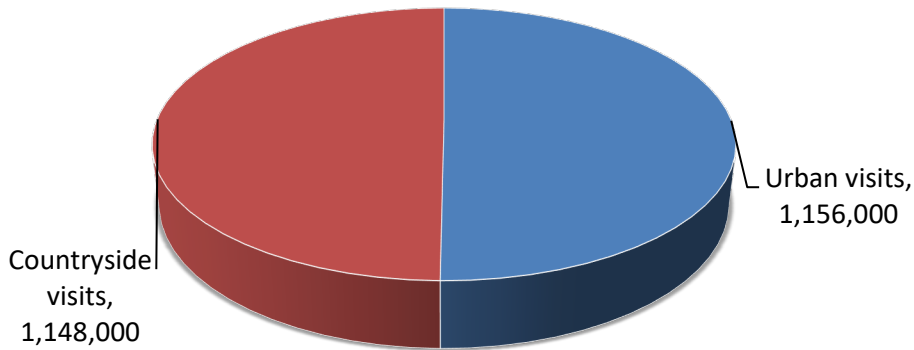


Area	Day visits	Day visit spend
Cheltenham	1.7	£96.0
Cotswold	5.4	£226.5
Forest of Dean	1.9	£84.9
Gloucester	2.9	£159.7
Stroud	2.3	£108.2
Tewkesbury	1.6	£72.9

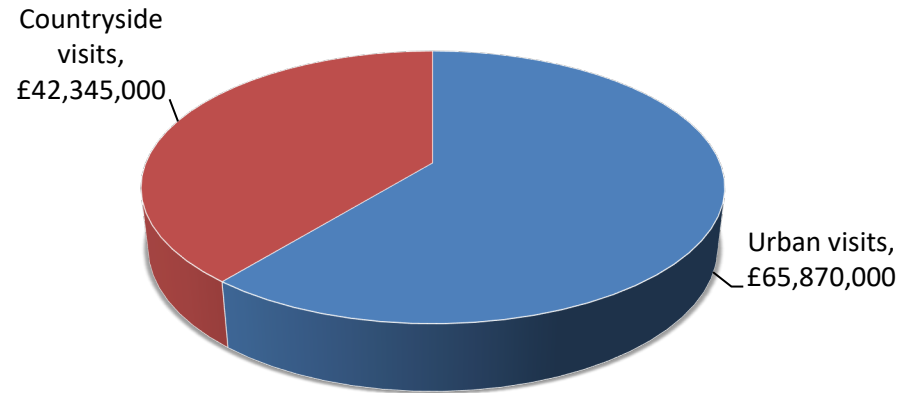
Stroud - Day visits by location

Total day visits	Total day visit spend
2,304,000	£108,215,000

Day visits



Day visit spend



Stroud – Direct visitor expenditure by category



Accommodation

- UK staying visitors £14,665,000
- Overseas staying visitors £5,419,000

Totals

£20,084,000 (12%)



Shopping

- UK staying visitors £5,676,000
- Overseas staying visitors £6,630,000
- Day visitors £39,303,000

£51,609,000 (31%)



Food & drink

- UK staying visitors £7,915,000
- Overseas staying visitors £4,566,000
- Day visitors £40,444,000

£52,925,000 (31%)



Attractions/entertainment

- UK staying visitors £3,701,000
- Overseas staying visitors £2,206,000
- Day visitors £13,131,000

£19,038,000 (11%)



Travel

- UK staying visitors £7,668,000
- Overseas staying visitors £2,239,000
- Day visitors £15,337,000

£25,244,000 (15%)

Stroud – Other visitor related expenditure by category



Second Homes

£248,000



Boats

£97,000



Visiting friends and relatives (non-visitor spend)

£7,173,000

- 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.

Stroud – Business turnover

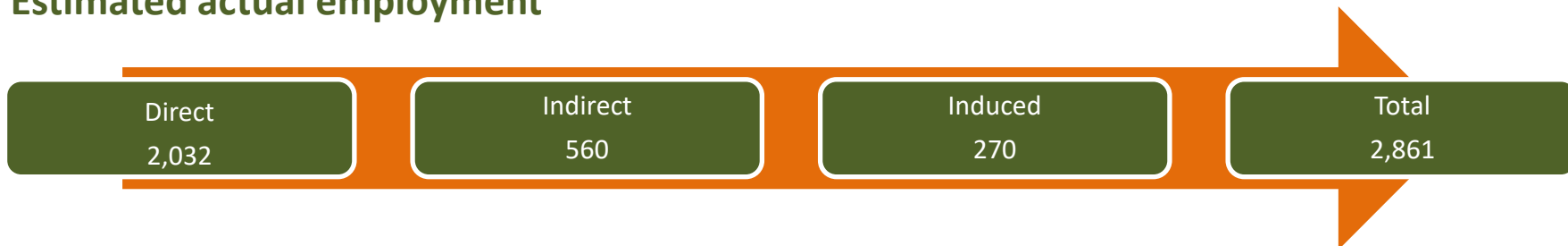
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£20,334,000	£809,000	£21,143,000
Retailing	£12,183,000	£38,910,000	£51,093,000
Catering	£12,106,000	£39,230,000	£51,336,000
Attractions/entertainment	£6,154,000	£13,928,000	£20,082,000
Transport	£5,944,000	£9,202,000	£15,146,000
Arising from non trip spend	£7,518,000	£0	£7,518,000
Total Direct	£64,239,000	£102,079,000	£166,318,000

*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	£64,239,000	£102,079,000	£166,318,000
Supplier and income induced	£24,875,000	£29,848,000	£54,723,000
Total	£89,114,000	£131,927,000	£221,041,000

Stroud – 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	200	8	208
Retailing	75	240	315
Catering	105	339	443
Attractions/entertainment	80	181	261
Transport	29	45	74
Arising from non trip spend	100	0	100
Total Direct	589	813	1,402

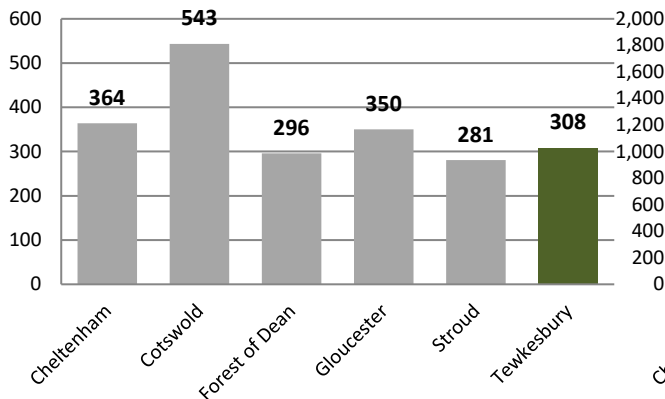
Value of Tourism 2024

Tewkesbury

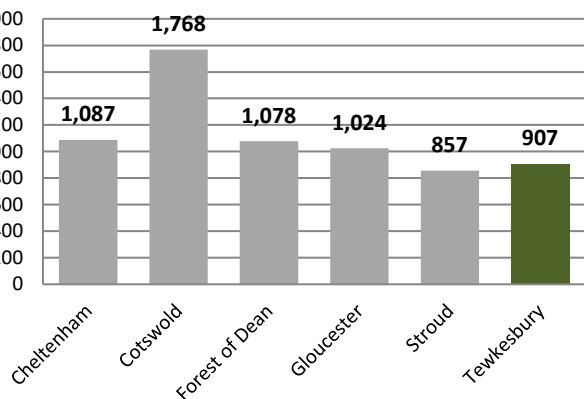
Key Facts	
307,400	Staying visitor trips
907,000	Staying visitor nights
£70,473,000	Staying visitor spend
1,591,000	Day visits
£72,863,000	Day visitor spend
£143,337,000	Direct visitor spend
£7,239,000	Other related spend
£150,576,000	TOTAL VISITOR RELATED SPEND
£169,486,000	TOTAL BUSINESS TURNOVER SUPPORTED
2,013	Estimated actual employment
1,472	FTE employment
4%	Proportion of all employment

Tewkesbury - Staying visits in the county context

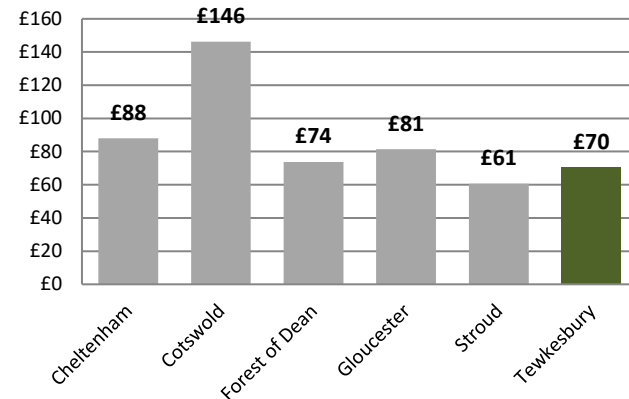
All staying trips



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	308	56	724	363	£59	£29
Cotswold	472	71	1,248	520	£104	£42
Forest of Dean	256	40	692	386	£47	£27
Gloucester	295	56	667	357	£53	£28
Stroud	239	42	569	288	£40	£21
Tewkesbury	263	45	631	276	£48	£22

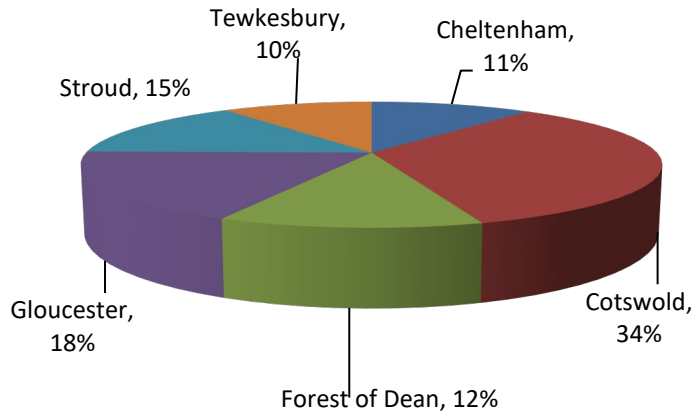
Tewkesbury - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	91,800	169,000	£21,902,000
Self catering	23,100	74,000	£7,613,000
Touring caravans /tents	26,500	90,000	£4,485,000
Static vans/holiday centres	400	1,000	£105,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,100	8,000	£245,000
Boat moorings	12,400	41,000	£3,005,000
Other	2,500	7,000	£611,000
Staying with friends and relatives	104,000	241,000	£10,183,000
Total	262,800	631,000	£48,149,000

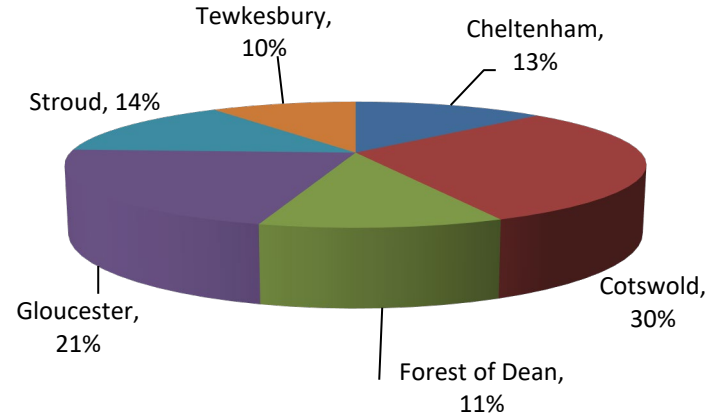
Overseas tourists	Trips	Nights	Spend
Serviced	19,600	64,000	£9,872,000
Self catering	1,500	20,000	£1,263,000
Touring caravans /tents	2,200	9,000	£563,000
Static vans/holiday centres	0	0	£3,000
Group/campus	0	0	£0
Paying guest in private homes	800	11,000	£634,000
Second homes	300	5,000	£403,000
Boat moorings	0	0	£0
Other	2,900	8,000	£872,000
Staying with friends and relatives	17,300	159,000	£8,715,000
Total	44,600	276,000	£22,324,000

Tewkesbury - Day visits in the county context

All day visits



All day visit spend

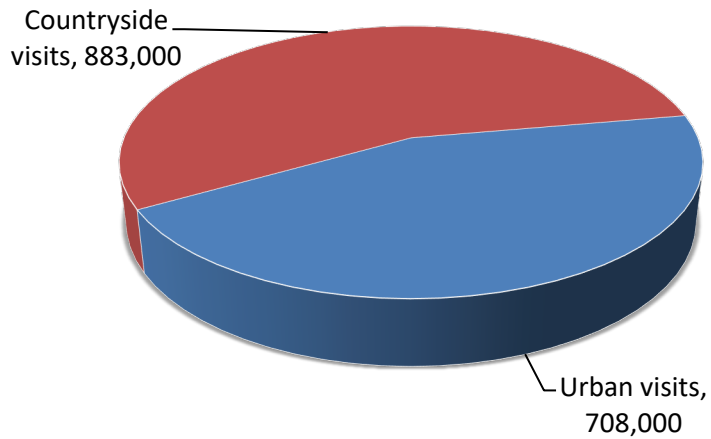


Area	Day visits	Day visit spend
Cheltenham	1.7	£96.0
Cotswold	5.4	£226.5
Forest of Dean	1.9	£84.9
Gloucester	2.9	£159.7
Stroud	2.3	£108.2
Tewkesbury	1.6	£72.9

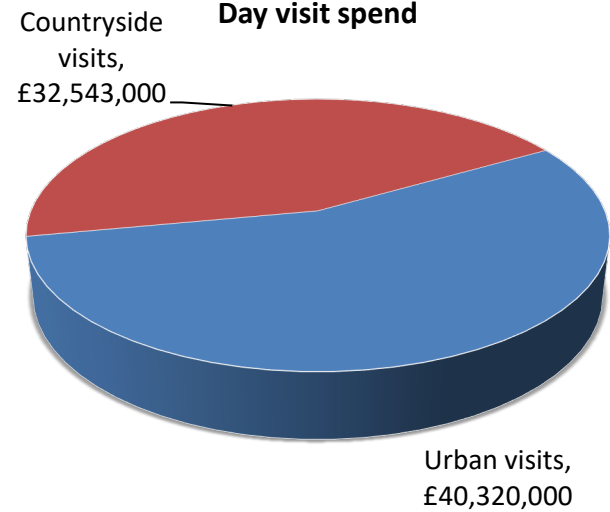
Tewkesbury - Day visits by location

Total day visits	Total day visit spend
1,591,000	£72,863,000

Day visits



Day visit spend



Tewkesbury – Direct visitor expenditure by category



Accommodation

- UK staying visitors £17,820,000
- Overseas staying visitors £5,745,000

Totals

£23,565,000 (16%)



Shopping

- UK staying visitors £6,897,000
- Overseas staying visitors £7,028,000
- Day visitors £25,473,000

£39,398,000 (27%)



Food & drink

- UK staying visitors £9,617,000
- Overseas staying visitors £4,840,000
- Day visitors £27,588,000

£42,045,000 (29%)



Attractions/entertainment

- UK staying visitors £4,497,000
- Overseas staying visitors £2,338,000
- Day visitors £9,159,000

£15,994,000 (11%)



Travel

- UK staying visitors £9,318,000
- Overseas staying visitors £2,373,000
- Day visitors £10,644,000

£22,335,000 (16%)

Tewkesbury – Other visitor related expenditure by category



Second Homes

£134,000



Boats

£890,000



Visiting friends and relatives (non-visitor spend)

£6,215,000

- 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.

Tewkesbury – Business turnover

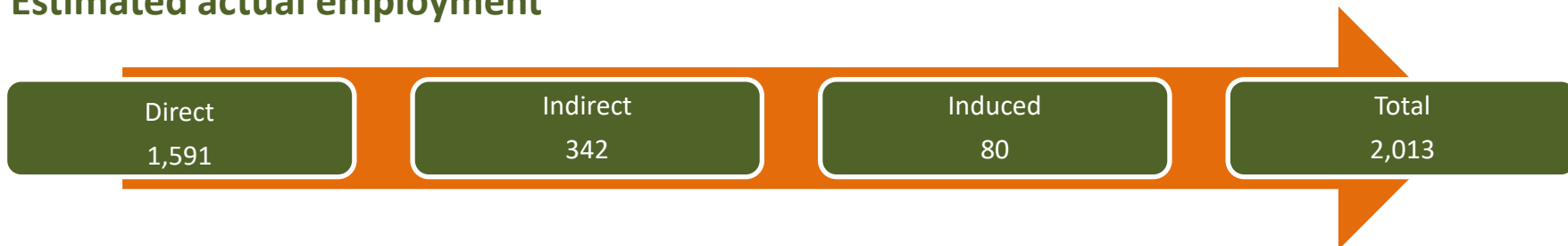
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£23,853,000	£552,000	£24,405,000
Retailing	£13,785,000	£25,218,000	£39,003,000
Catering	£14,023,000	£26,760,000	£40,783,000
Attractions/entertainment	£7,119,000	£9,690,000	£16,809,000
Transport	£7,015,000	£6,386,000	£13,401,000
Arising from non trip spend	£7,239,000	£0	£7,239,000
Total Direct	£73,034,000	£68,606,000	£141,640,000

*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	£73,034,000	£68,606,000	£141,640,000
Supplier and income induced	£16,666,000	£11,180,000	£27,846,000
Total	£89,700,000	£79,786,000	£169,486,000

Tewkesbury – 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	211	5	216
Retailing	77	140	217
Catering	109	208	317
Attractions/entertainment	83	113	197
Transport	31	28	59
Arising from non trip spend	96	0	96
Total Direct	607	495	1,102