



destination**research**
delivering results : measuring what matters



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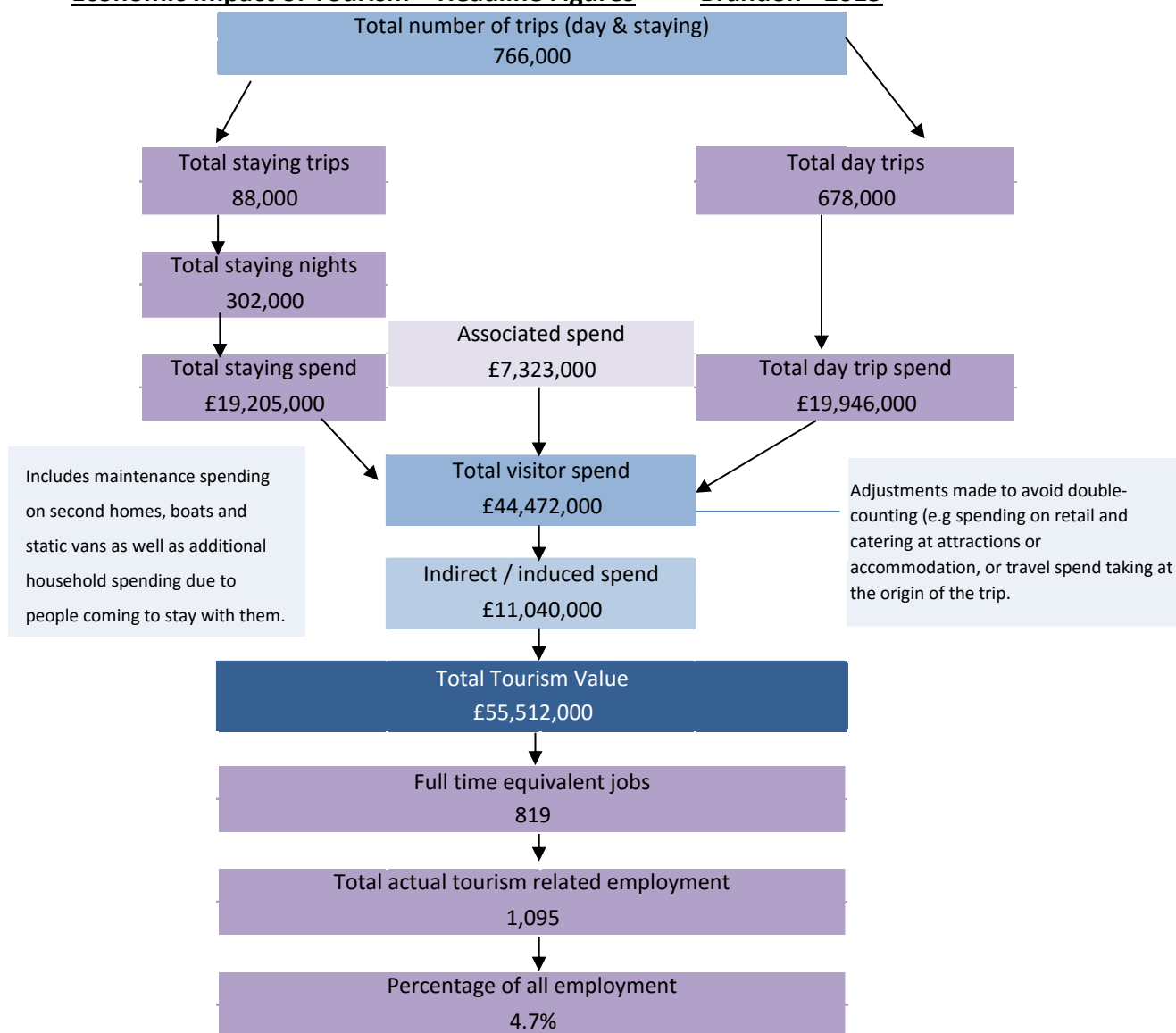
Destination Research
Sergi Jarques, Director

Economic Impact of Tourism

Brandon - 2015

Economic Impact of Tourism – Headline Figures

Brandon - 2015

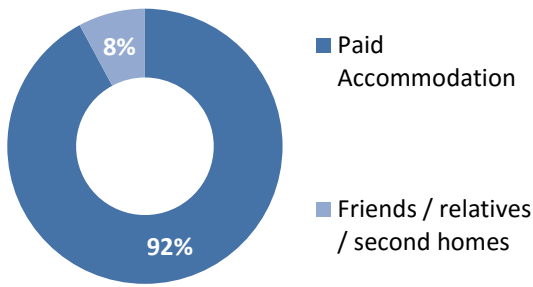


Economic Impact of Tourism – Year on year comparisons

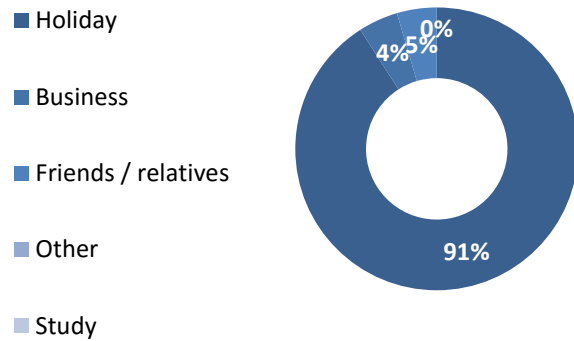
Day Trips	2014	2015	Annual variation
Day trips Volume	681,000	678,000	-0.4%
Day trips Value	£20,087,000	£19,946,000	-0.7%
Overnight trips			
Number of trip	93,000	88,000	-5.4%
Number of nights	315,000	302,000	-4.1%
Trip value	£17,988,000	£19,205,000	6.8%
Total Value	£54,204,000	£55,512,000	2.4%
Actual Jobs	1,068	1,095	2.6%

	2014	2015	Variation
Average length stay (nights x trip)	3.39	3.43	1.3%
Spend x overnight trip	£ 193.42	£ 218.24	12.8%
Spend x night	£ 57.10	£ 63.59	11.4%
Spend x day trip	£ 29.50	£ 29.42	-0.3%

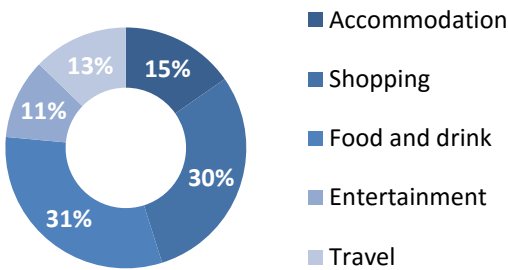
Type of Accommodation



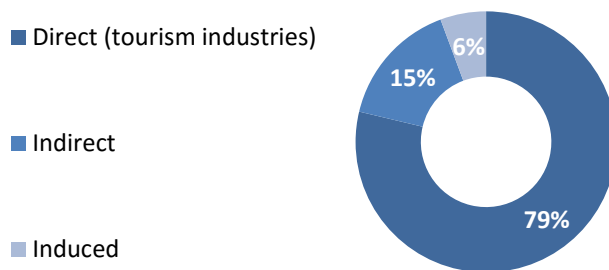
Trips by Purpose



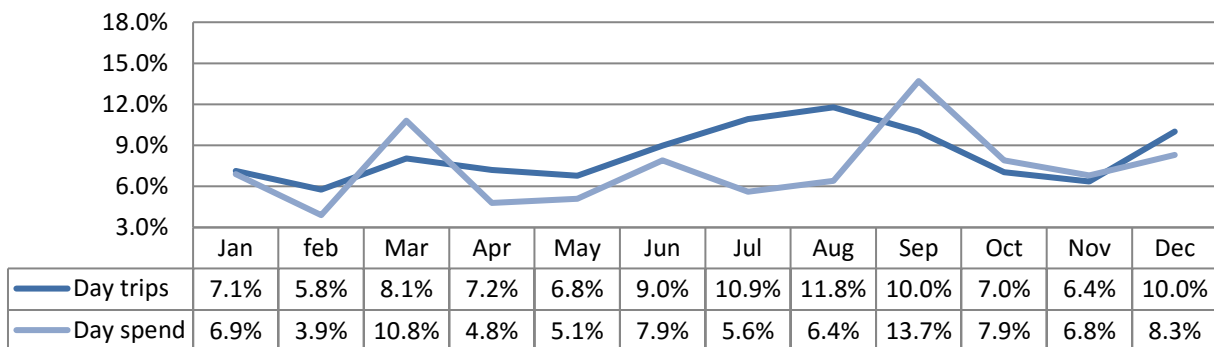
Breakdown of expenditure



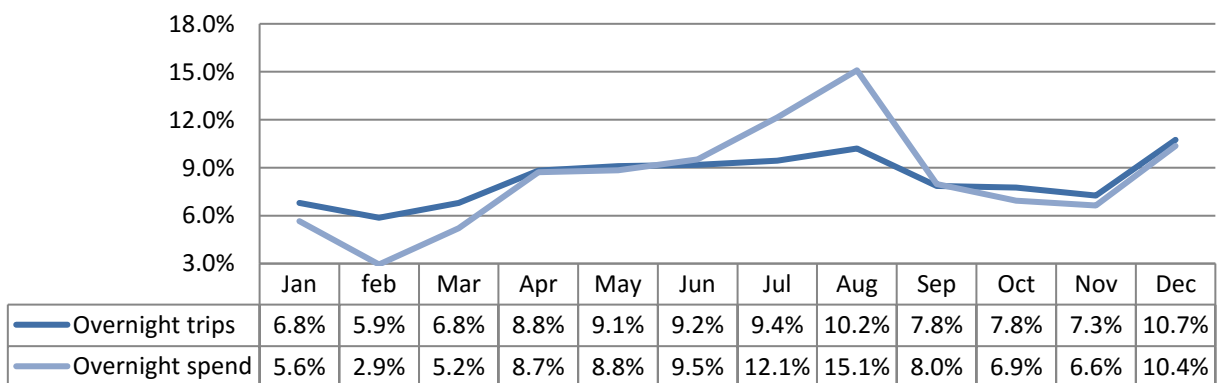
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



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