



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



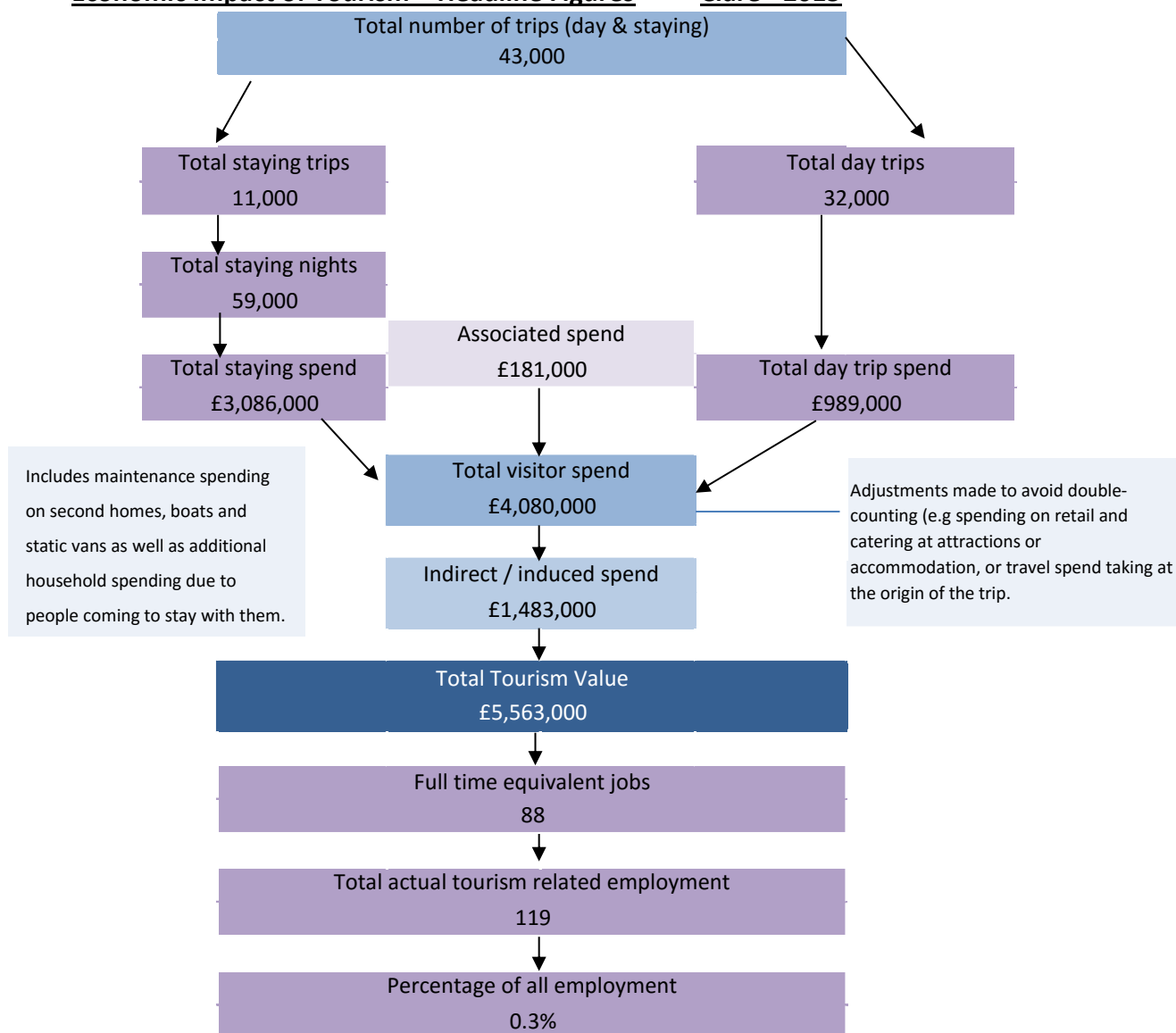
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Economic Impact of Tourism

Clare - 2015

## Economic Impact of Tourism – Headline Figures Clare - 2015

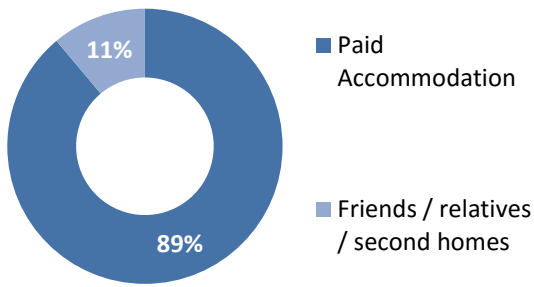


### Economic Impact of Tourism – Year on year comparisons

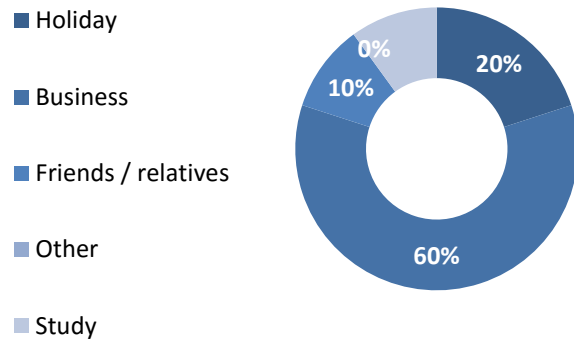
Day Trips	2014	2015	Annual variation
Day trips Volume	32,000	32,000	0.0%
Day trips Value	£944,000	£989,000	4.8%
<b>Overnight trips</b>			
Number of trip	10,000	11,000	10.0%
Number of nights	59,000	59,000	0.0%
Trip value	£3,115,000	£3,086,000	-0.9%
<b>Total Value</b>	<b>£5,547,000</b>	<b>£5,563,000</b>	<b>0.3%</b>
<b>Actual Jobs</b>	<b>119</b>	<b>119</b>	<b>0.2%</b>

	2014	2015	Variation
Average length stay (nights x trip)	5.90	5.36	-9.1%
Spend x overnight trip	£ 311.50	£ 280.55	-9.9%
Spend x night	£ 52.80	£ 52.31	-0.9%
Spend x day trip	£ 29.50	£ 30.91	4.8%

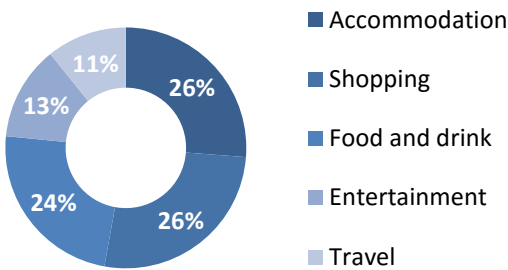
### Type of Accommodation



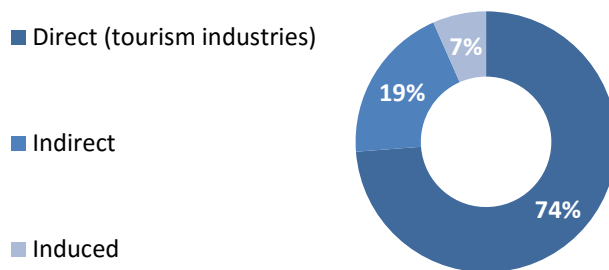
### Trips by Purpose



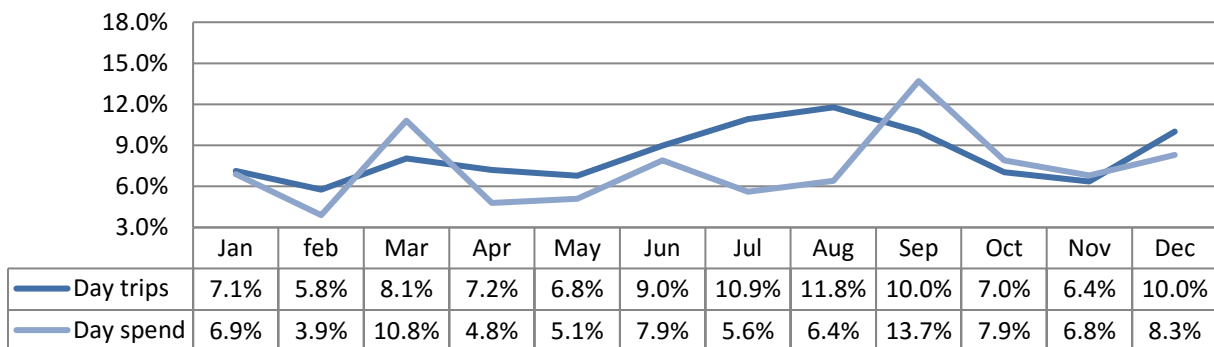
### Breakdown of expenditure



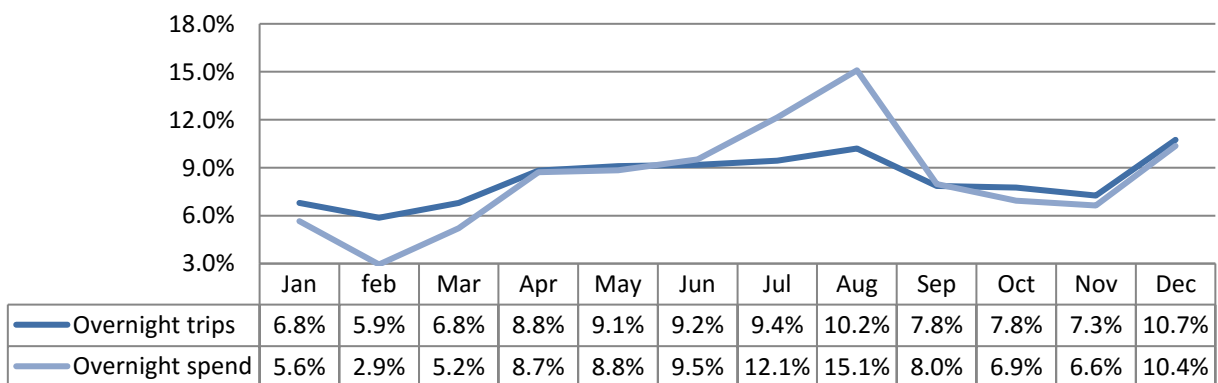
### Type of employment



### Seasonality - Day visitors



### Seasonality - Overnight visitors



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