



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



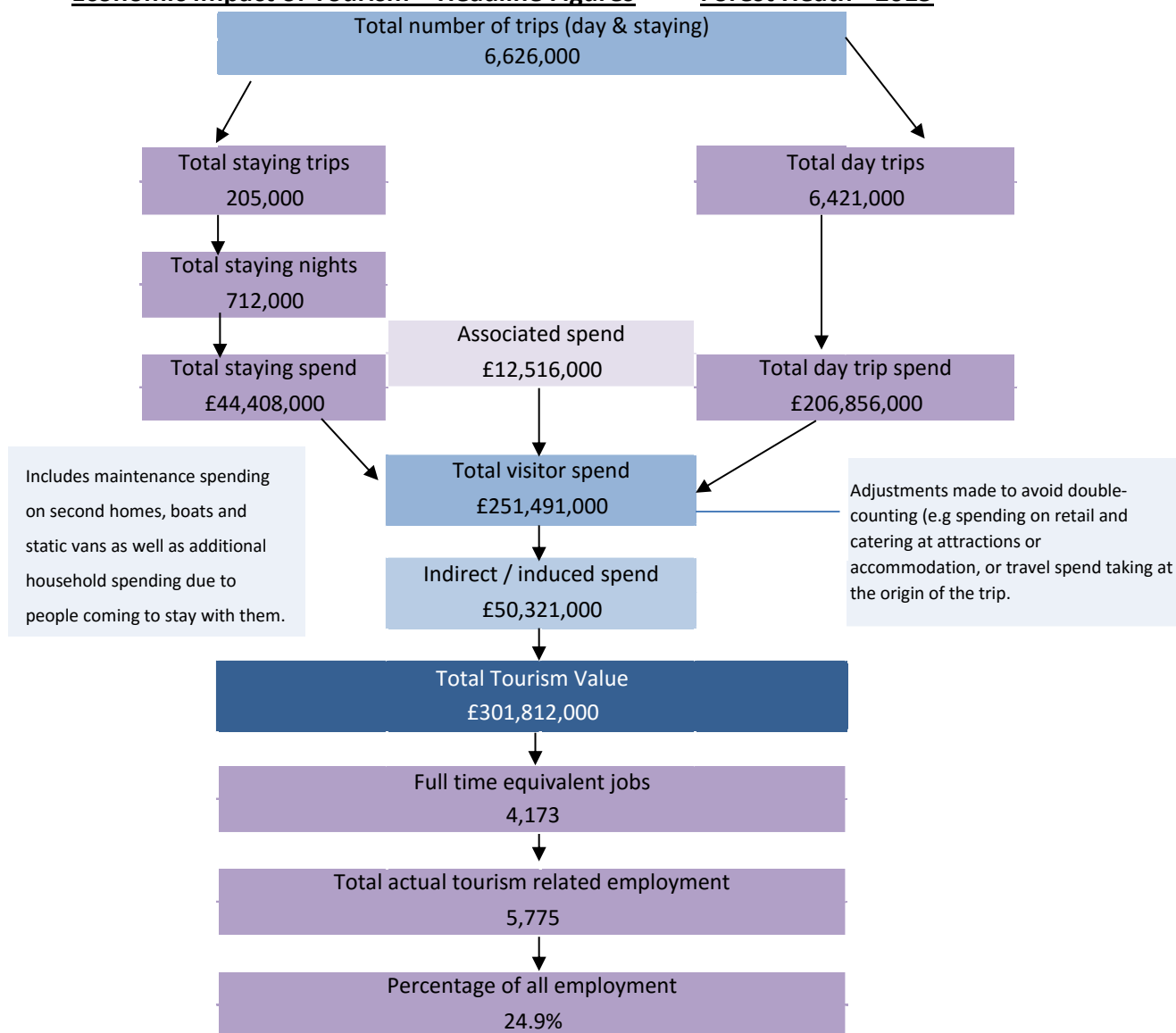
Produced by:

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Economic Impact of Tourism
Forest Heath - 2015

Economic Impact of Tourism – Headline Figures

Forest Heath - 2015

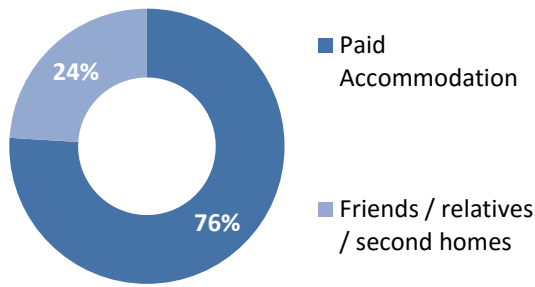


Economic Impact of Tourism – Year on year comparisons

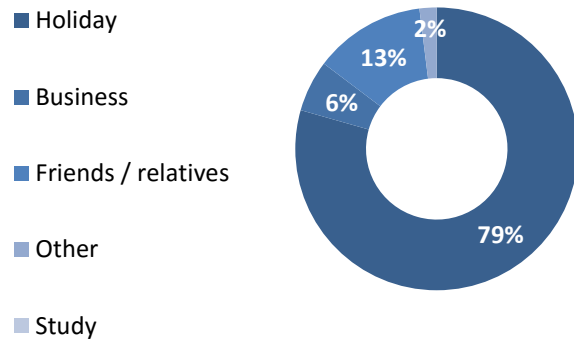
Day Trips	2014	2015	Annual variation
Day trips Volume	6,422,000	6,421,000	0.0%
Day trips Value	£207,582,000	£206,856,000	-0.3%
Overnight trips			
Number of trip	216,000	205,000	-5.1%
Number of nights	745,000	712,000	-4.4%
Trip value	£41,814,000	£44,408,000	6.2%
Total Value	£299,723,000	£301,812,000	0.7%
Actual Jobs	5,729	5,775	0.8%

	2014	2015	Variation
Average length stay (nights x trip)	3.45	3.47	1%
Spend x overnight trip	£ 193.58	£ 216.62	12%
Spend x night	£ 56.13	£ 62.37	11%
Spend x day trip	£ 32.32	£ 32.22	0%

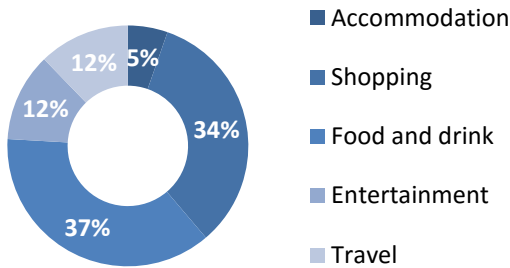
Type of Accommodation



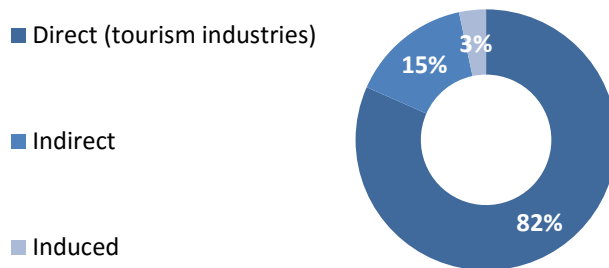
Trips by Purpose



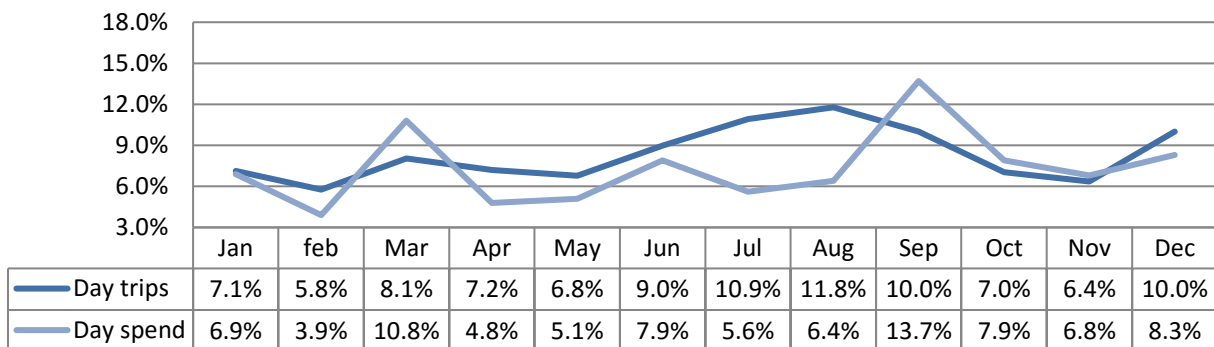
Breakdown of expenditure



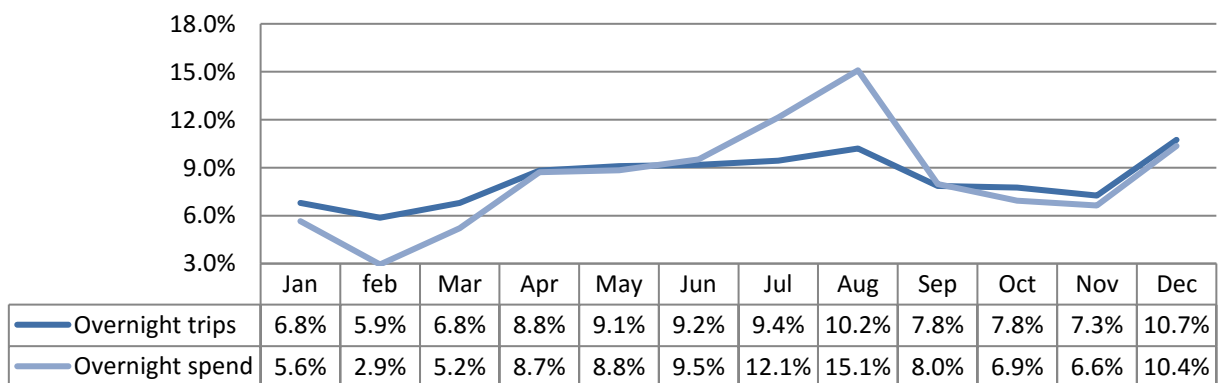
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



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