

Economic Impact of Wiltshire's Visitor Economy 2015

Summary

This paper presents headline figures from the latest Swindon & Wiltshire Economic Impact study produced by the South West Research Company. The full report will be available in October.

Headline figures are as follows:

	2011	2012	2013	2014	2015
Staying Visitor Trips	1.5m	1.7m	1.7m	1.8m	1.84m
Staying Visitor Spend	£269m	£321m	£339m	£355m	£368m
Day Visits	17.9m	18m	18m	18.1m	17.7m
Day Visitor Spend	£549m	£638m	£641m	£646m	£668m
Visitor Related Spend	£859m	£959m	£980m	£1,001m	£1,036m
Tourism Business Turnover	£1,130m	£1,422m	£1,455m	£1,470m	£1,530m
Number of jobs	20,917	27,583	28,032	28,062	29,159
Estimate GVA	£638m	£799m	£817m	£826m	£860m

- 2015 was another record year for Wiltshire tourism, the fourth record year in a row. Staying visits, visitor spend and economic impact are all at record levels.
- Wiltshire's visitor economy is worth £1.53bn (+4%) per annum and supports over 29,000 jobs.
- Tourism contributes £860m GVA per annum to Wiltshire's economy.
- Mainly driven by a reduction in the number of short-stay day visitors, the total number of visitors to Wiltshire in 2015 was down 1.5% to 19.6m visitors.
- Wiltshire attracted a record 1.84m staying visitors in 2015 (+5%), spending a record £368m (+4%).
- Total annual tourism business turnover and GVA have increased by 35% since 2011 to £1,530m and £860m respectively.
- Wiltshire's 17.7 million day visits generated £668m in day visitor expenditure.
- At similar levels to previous years:
 - UK staying visitors stay for an average of 2.7 nights, spending £175 per person per visit.
 - Overseas staying visitors stay for an average of 6.0 nights, spending £326 per person per visit.
 - Day visitors spend an average of £35.50 per person per visit.
- Analysis at the old district level has been excluded from this year's report.