

Swindon & Wiltshire's Visitor Economy Headline Economic Impact Results 2014

This paper presents headline results from the Economic Impact of Swindon and Wiltshire's Visitor Economy 2014 study conducted by the South West Research Company.

The full report will be available in October.

	2011	2012	2013	2014
Staying Visitor Trips	1.5m	1.7m	1.7m	1.8m
Staying Visitor Spend	£269m	£321m	£339m	£355m
Day Visits	17.9m	18m	18m	18.1m
Day Visitor Spend	£549m	£638m	£641m	£646m
Visitor Related Spend	£859m	£959m	£980m	£982m
Tourism Business Turnover	£1,130m	£1,422m	£1,455m	£1,470m
Number of jobs	20,917	27,583	28,032	28,062
Estimate GVA	£638m	£799m	£817m	£826m

- 2014 was another record year for Wiltshire tourism, the third record year in a row. VisitWiltshire targets of visits, spend, economic impact, pan-Wiltshire impact and seasonality have all improved.
- Wiltshire's visitor economy is now worth £1.5bn per annum and supports over 28,000 jobs. Tourism contributes £826 GVA per annum to Wiltshire's economy.
- In 2014, Wiltshire attracted a record 19.9m visitors, generating a record visitor related spend of £982m.
- Total annual tourism business turnover and GVA have increased by 30% since 2011 to £1,470m and £826m respectively.
- Overnight visits and spend were up 5%.
- The strongest growth in visitor spend has been from staying overseas visitors. Wiltshire outperformed all SW destinations, +17% in 2014, and +34% since 2011.
- Wiltshire's 18.1 million day visits generated £646m in day visitor expenditure.
- Tourism visits, nights and spend all grew in 2014.
- Tourism grew across Wiltshire in 2014, but Swindon experienced significantly lower growth in staying visitor spend (+1%), than the rest of the county (+5% to +9%).
- UK staying visitors stayed for an average 2.8 nights, spending £175 per person.
- Overseas staying stayed for an average of 6.1 nights, spending £339 per person.
- Day visitors spend an average of £35.50 per person per visit.
- The percentage of visitors arriving out of the main season is changing, Visits in Jan, Feb, April, Nov and Dec have all seen an increase.