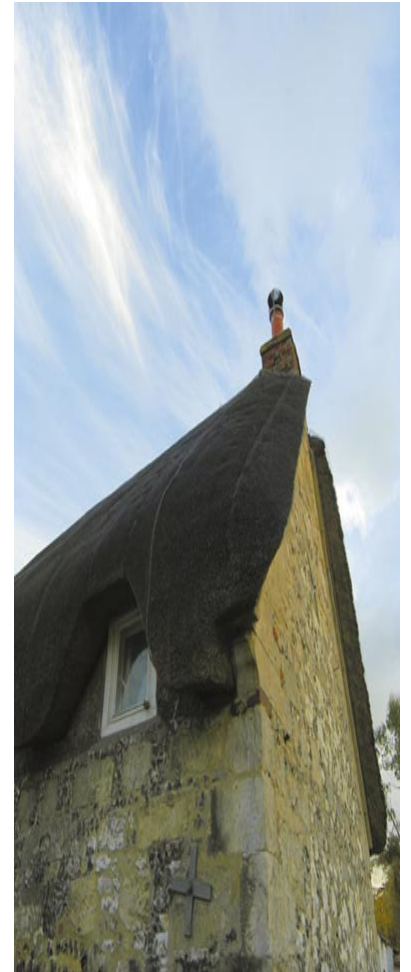


THE VALUE OF TOURISM 2006

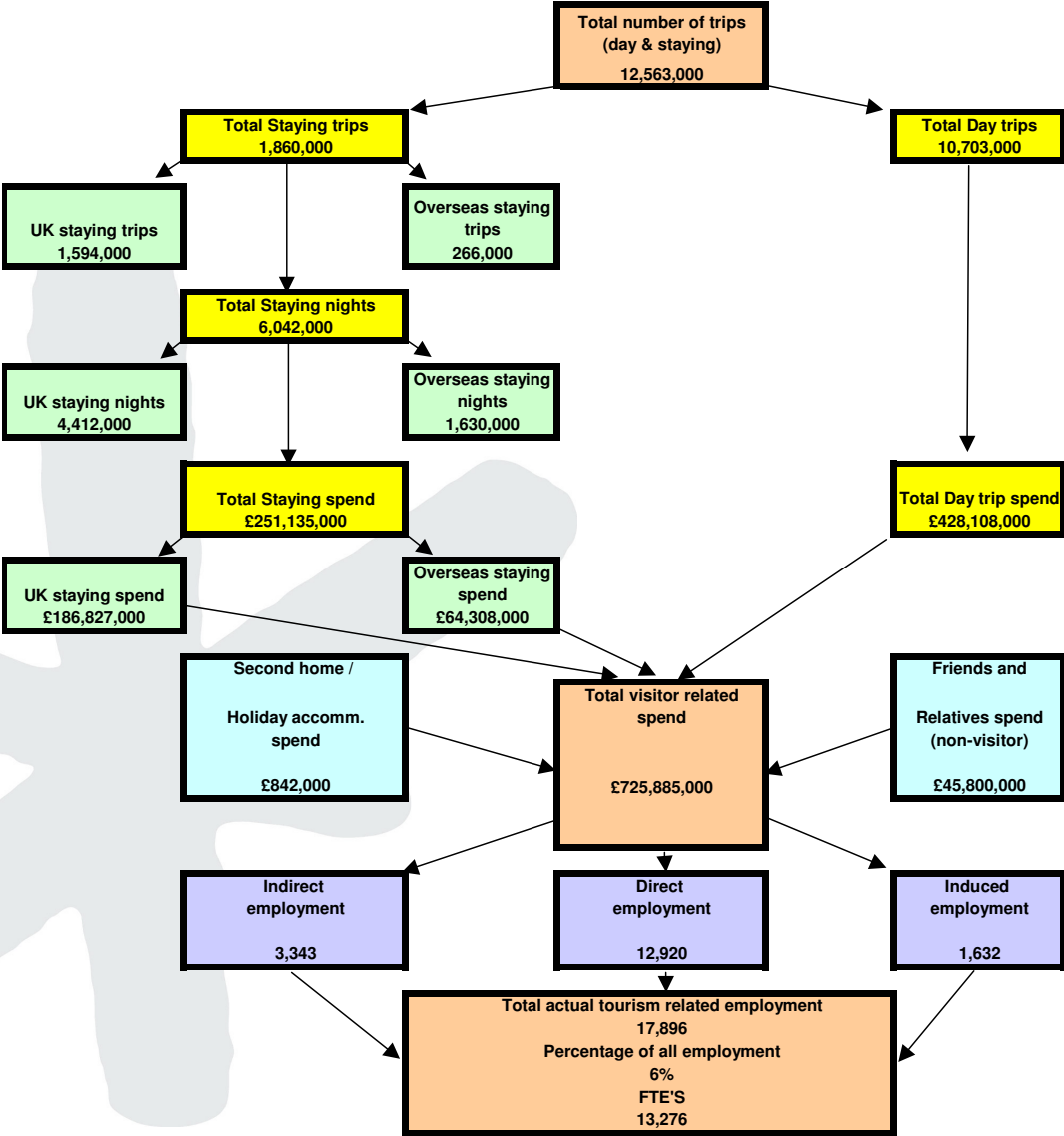
WILTSHIRE



South West
England

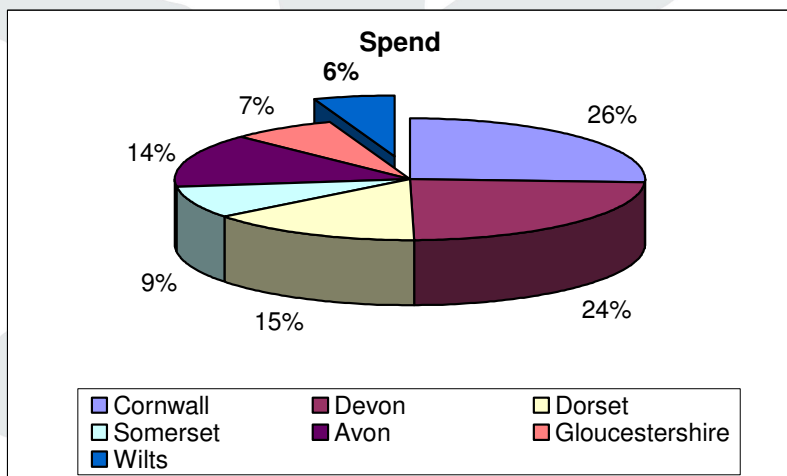
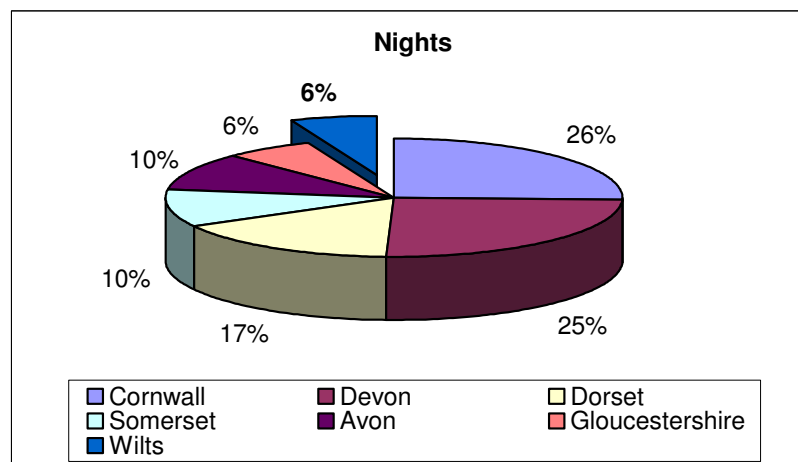
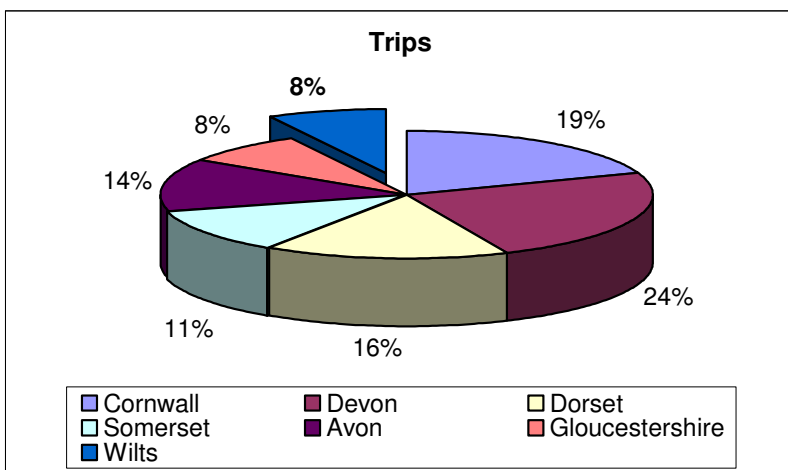
THE VALUE OF TOURISM

Wiltshire Summary : Facts at a glance



THE VALUE OF TOURISM

Wiltshire Summary : Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,577,000	25,101,000	£1,155,500,000
Devon	5,630,000	24,286,000	£1,069,530,000
Dorset	3,789,000	16,216,000	£658,498,000
Somerset	2,659,000	10,115,000	£383,102,000
Former Avon	3,180,000	10,038,000	£623,532,000
Gloucestershire	1,837,000	6,128,000	£324,845,000
Wilts	1,860,000	6,042,000	£251,135,000

THE VALUE OF TOURISM

Wiltshire Summary : Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	527,000	1,197,000	£103,468,000
Self catering	40,000	168,000	£7,818,000
Touring caravans /tents	54,000	226,000	£5,304,000
Static vans/holiday centres	43,000	174,000	£5,465,000
Group/campus	1,000	2,000	£296,000
Paying guest in private house	0	0	£0
Second homes	16,000	48,000	£1,573,000
Boat moorings	1,000	0	£0
Other	40,000	122,000	£3,425,000
Staying with friends and relatives	872,000	2,475,000	£59,478,000
Total	1,594,000	4,412,000	£186,827,000

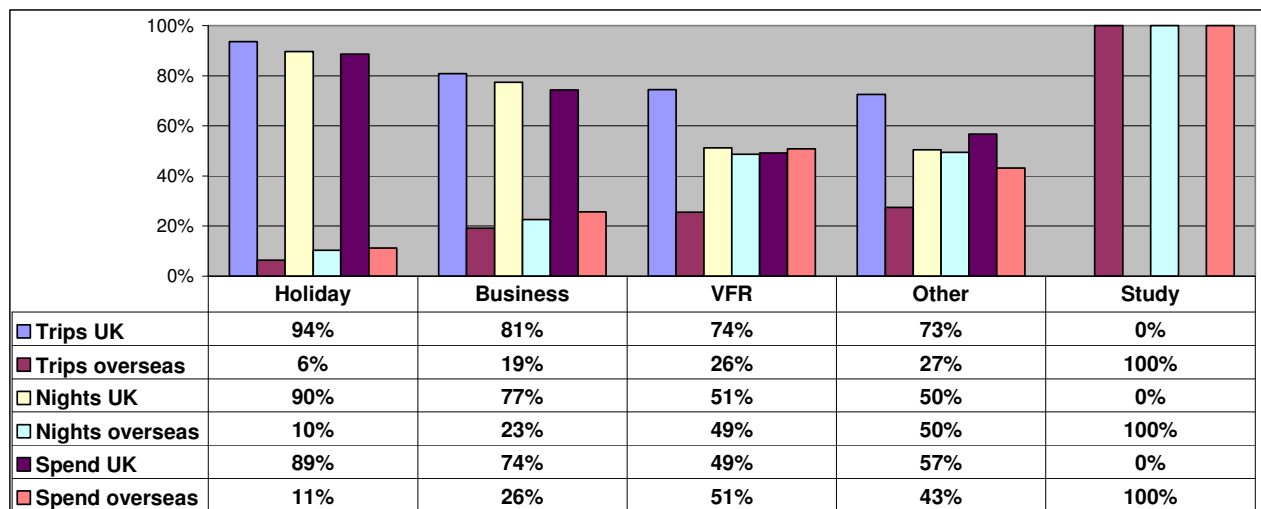
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	116,000	390,000	£27,991,000
Self catering	2,000	34,000	£1,605,000
Touring caravans /tents	4,000	26,000	£635,000
Static vans/holiday centres	0	3,000	£159,000
Group/campus	0	5,000	£263,000
Paying guest in private house	4,000	57,000	£1,596,000
Second homes	4,000	53,000	£2,319,000
Boat moorings	0	0	£0
Other	14,000	24,000	£643,000
Staying with friends and relatives	121,000	1,038,000	£29,097,000
Total	266,000	1,630,000	£64,308,000

THE VALUE OF TOURISM

Wiltshire Summary : Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

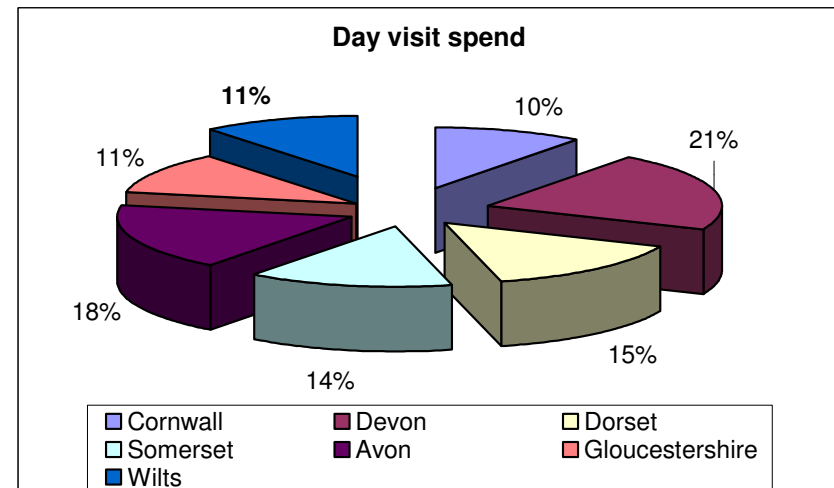
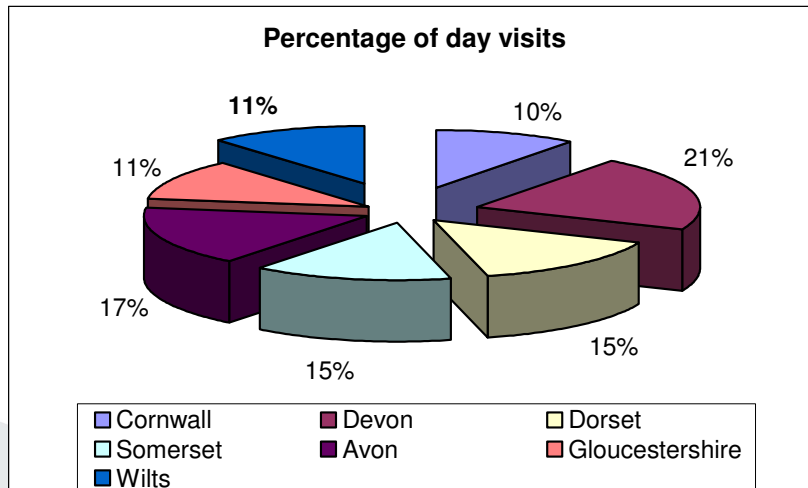
	Trips	Nights	Spend
Holiday	929,000	2,632,000	£108,127,000
Business	279,000	683,000	£49,278,000
VFR	341,000	936,000	£23,610,000
Other	45,000	161,000	£5,812,000
Study	0	0	£0
Total	1,594,000	4,412,000	£186,827,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	63,000	303,000	£13,715,000
Business	66,000	199,000	£16,990,000
VFR	117,000	889,000	£24,407,000
Other	17,000	158,000	£4,425,000
Study	3,000	81,000	£4,771,000
Total	266,000	1,630,000	£64,308,000

THE VALUE OF TOURISM

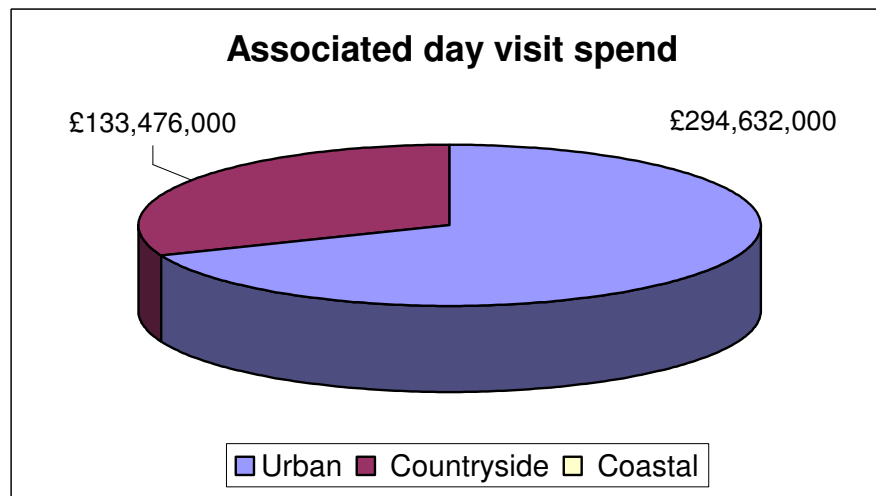
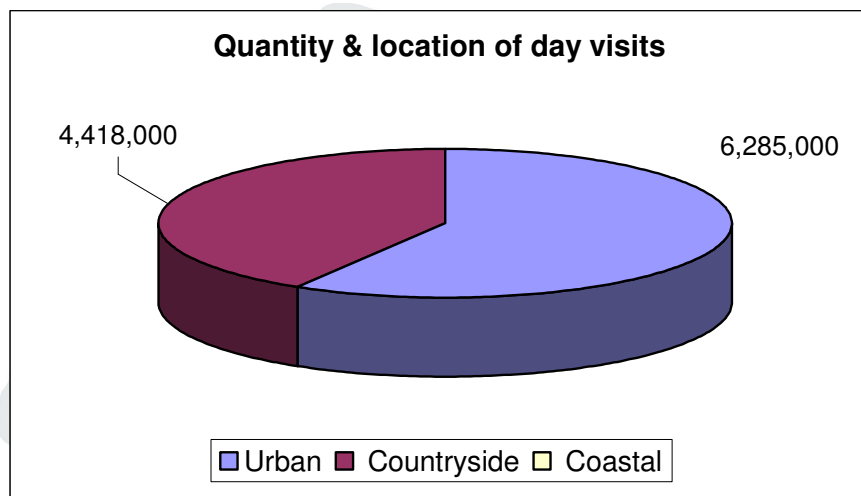
Wiltshire Summary : Day visits in context



	Trips	Spend
Cornwall	9,780,122	£412,305,000
Devon	19,751,722	£842,725,000
Dorset	14,079,612	£581,373,925
Somerset	13,705,909	£568,401,000
Former Avon	15,597,000	£714,867,000
Gloucestershire	10,845,000	£441,894,000
Wilts	10,703,000	£428,108,000
Totals	94,462,365	£3,989,673,925

THE VALUE OF TOURISM

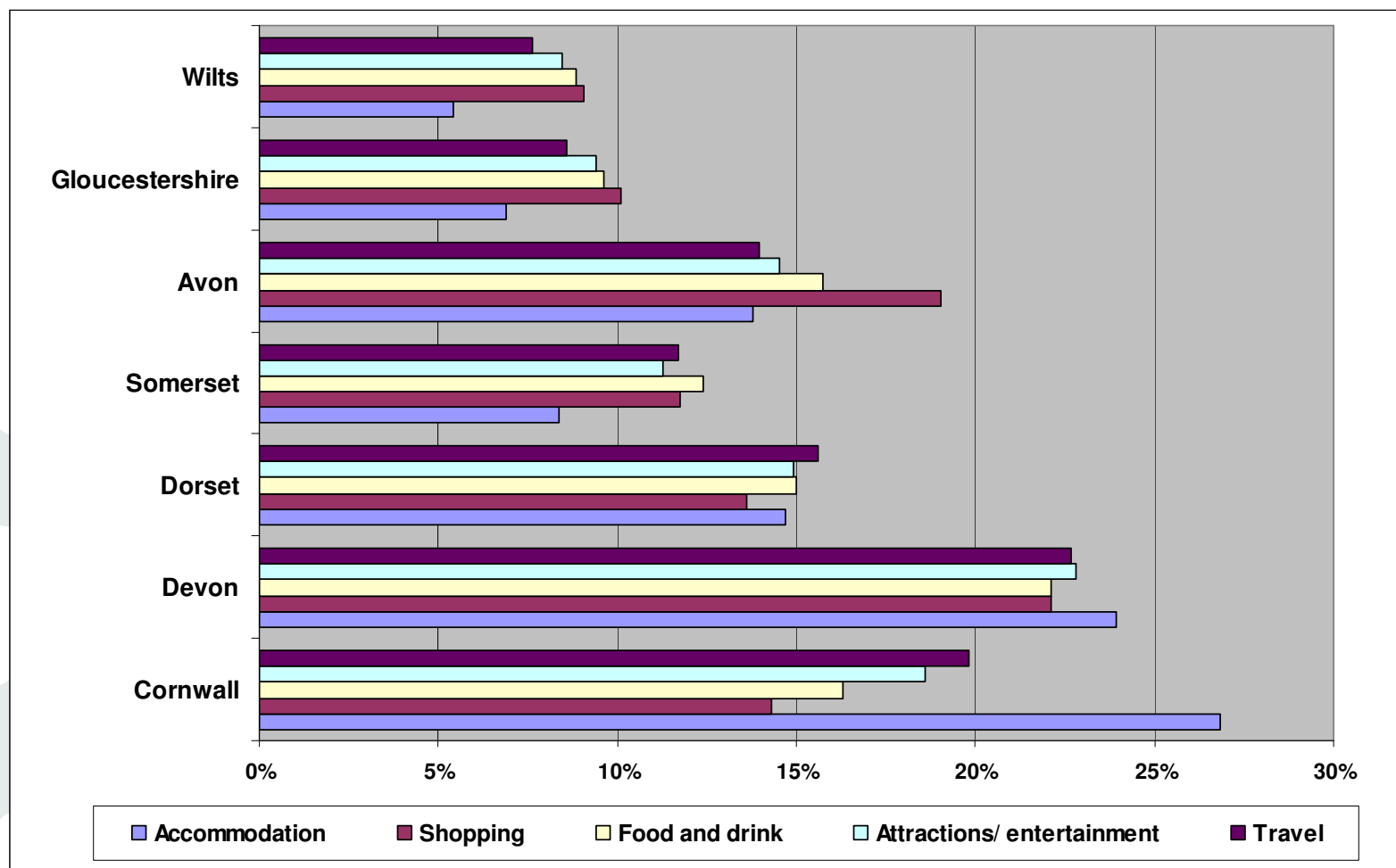
Wiltshire Summary : Day visits in detail



THE VALUE OF TOURISM

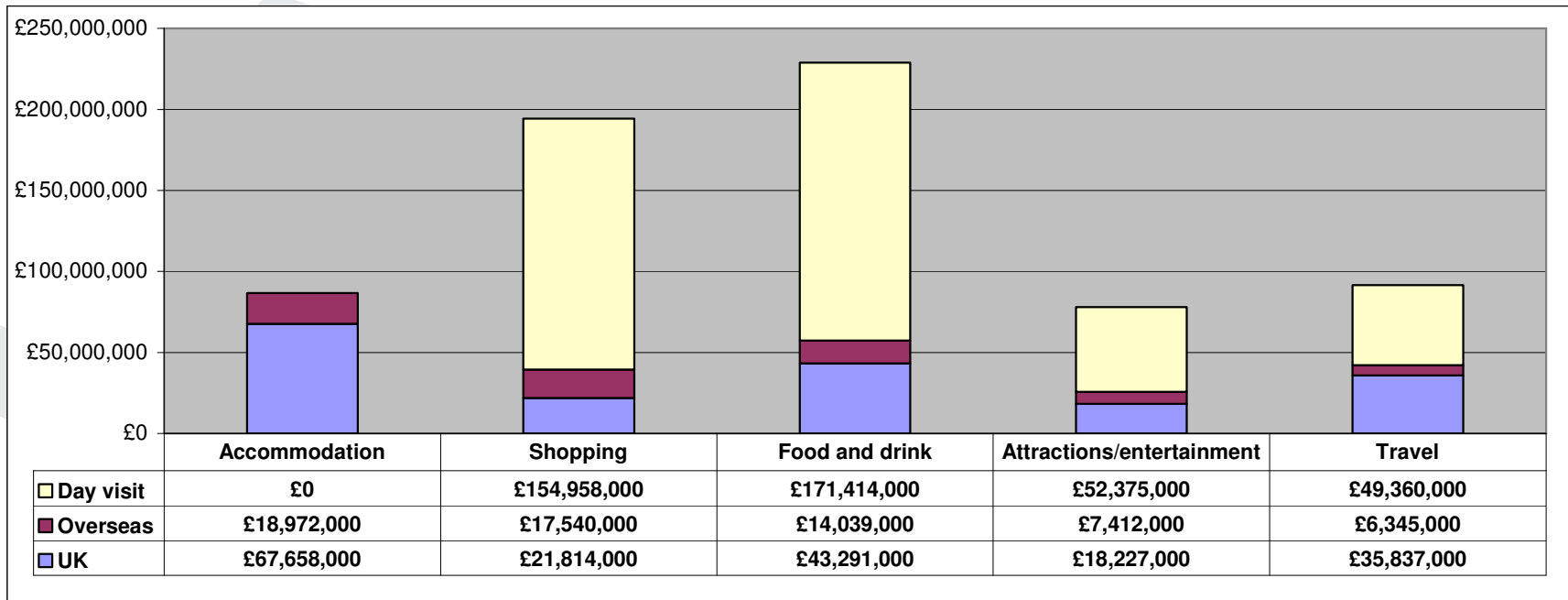
Wiltshire Summary :

Breakdown of expenditure associated with trips (all visits)



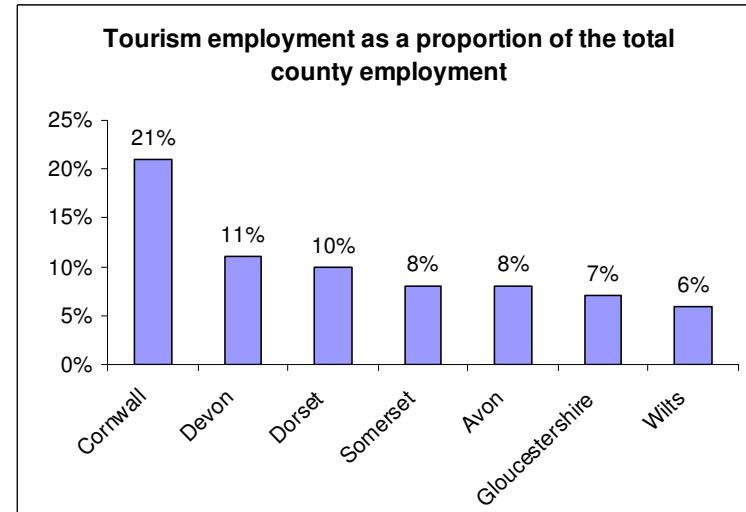
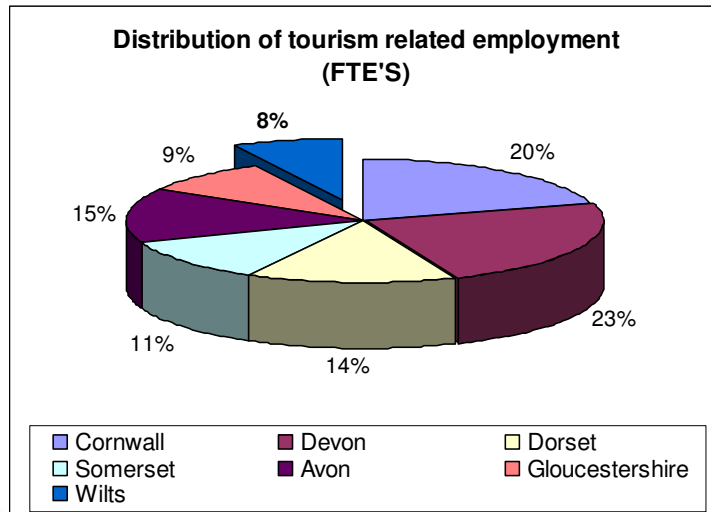
THE VALUE OF TOURISM

Wiltshire Summary : Breakdown of expenditure associated with trips



THE VALUE OF TOURISM

Wiltshire Summary : Employment in context



	Number of FTE's
Cornwall	35,841
Devon	41,289
Dorset	25,295
Somerset	19,491
Former Avon	25,752
Gloucestershire	15,493
Wiltshire	13,276
Totals	176,437

THE VALUE OF TOURISM

Wiltshire Summary : Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	5,518	7,402	12,920
Indirect	1,564	1,779	3,343
Induced	1,205	427	1,632
Totals	8,287	9,609	17,896

Estimated number of full time jobs related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	3,911	5,001	8,912
Indirect	1,372	1,560	2,933
Induced	1,057	375	1,432
Totals	6,340	6,936	13,276

Direct employment in businesses in receipt of visitor expenditure -

Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	1,392	54	1,447
Retailing	367	1,444	1,811
Catering	807	2,411	3,218
Attractions/entertainment	415	868	1,284
Transport	190	223	413
Arising from non trip spend	740	0	740
Totals	3,911	5,001	8,912

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

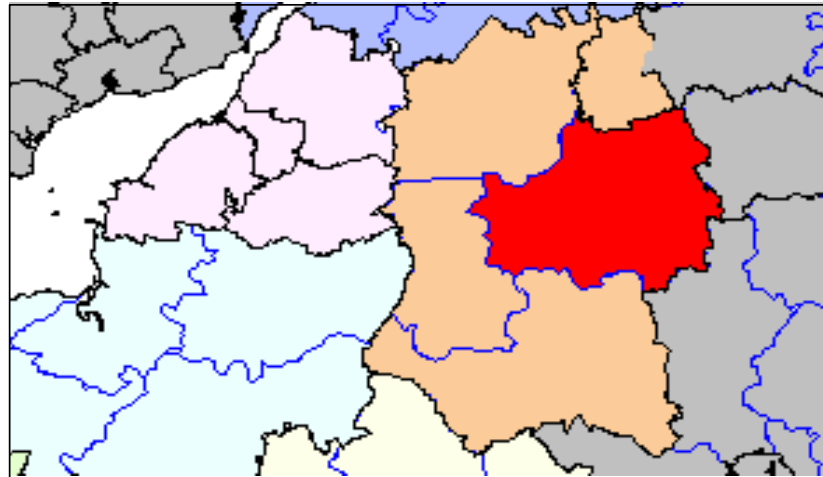


THE VALUE OF TOURISM

KENNET DISTRICT

THE VALUE OF TOURISM

Kennet Briefing 2006



KENNET

KEY FACTS

206,000 trips by staying visitors
716,000 staying visitor nights
£25,462,000 spend by staying visitors
1,828,000 day visits
£68,683,000 spend by day visitors
£5,823,000 other tourism related spend
2,150 jobs related to
tourism spending
6% of employment is
supported by tourism

THE VALUE OF TOURISM

Kennet Briefing 2006

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	34,000	78,000	£6,717,000
Self catering	7,000	31,000	£1,458,000
Touring caravans /tents	19,000	80,000	£1,883,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	4,000	13,000	£0
Second homes	4,000	13,000	£432,000
Boat moorings	0	0	£0
Other	5,000	15,000	£422,000
Staying with friends and relatives (VFR)	107,000	305,000	£7,321,000
Total	177,000	522,000	£18,233,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	10,000	34,000	£2,407,000
Self catering	0	6,000	£299,000
Touring caravans /tents	1,000	9,000	£225,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	15,000	£637,000
Boat moorings	0	0	£0
Other	2,000	3,000	£79,000
Staying with friends and relatives (VFR)	15,000	128,000	£3,582,000
Total	29,000	194,000	£7,229,000

THE VALUE OF TOURISM

Kennet Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	110,000	329,000	£11,758,000
Business	20,000	50,000	£3,161,000
VFR	42,000	121,000	£2,659,000
Other	6,000	21,000	£654,000
Study	0	0	£0
Total	177,000	522,000	£18,233,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	6,000	30,000	£1,363,000
Business	7,000	24,000	£2,016,000
VFR	14,000	119,000	£3,259,000
Other	2,000	21,000	£591,000
Study	0	0	£0
Total	29,000	194,000	£7,229,000

NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

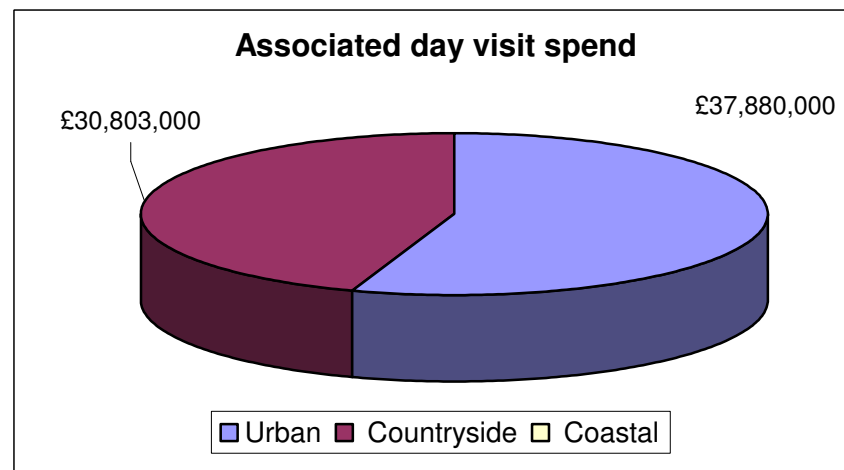
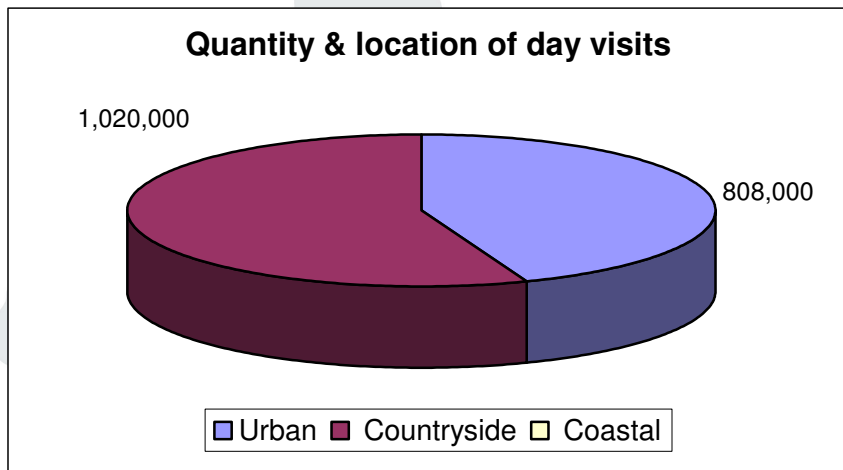
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THE VALUE OF TOURISM

Kennet Briefing

2006

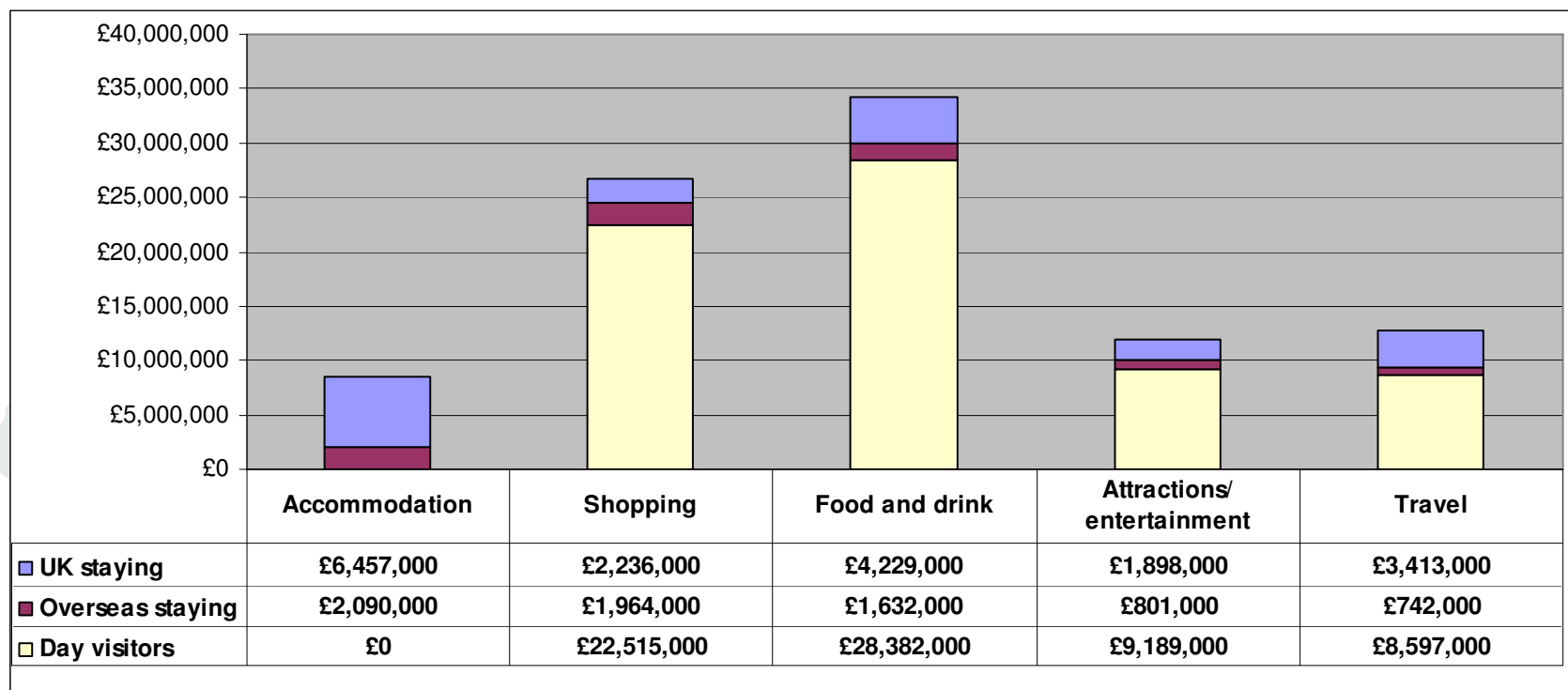
Day visits



THE VALUE OF TOURISM

Kennet Briefing 2006

Visitor spend



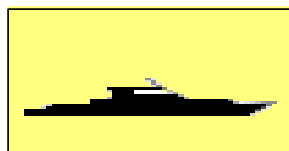
THE VALUE OF TOURISM

Kennet Briefing 2006

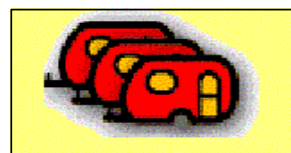
Other tourism related spend



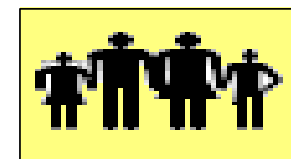
Second Homes
£185,000



Boats
£0



Static Vans
£0



VFR
£5,638,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	599	1,246	1,845
Indirect jobs	104	160	264
Induced jobs	30	11	41
Total	733	1,418	2,150
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,538

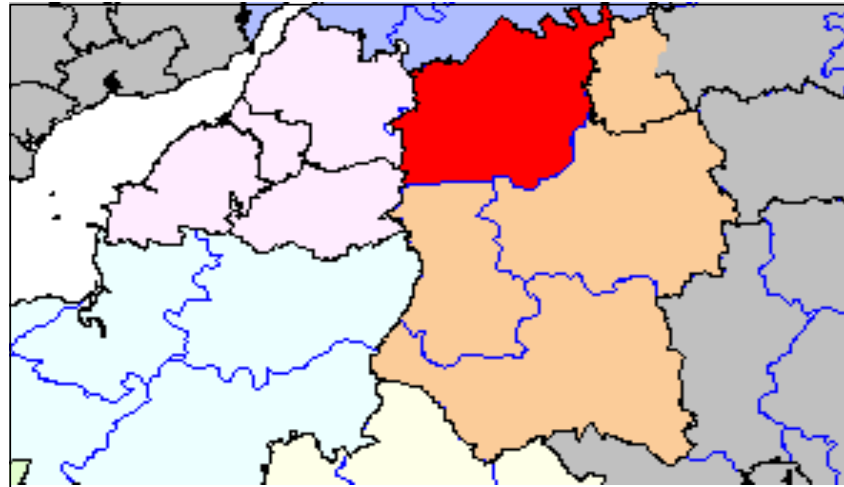
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.



THE VALUE OF TOURISM
NORTH WILTSHIRE DISTRICT

THE VALUE OF TOURISM

North Wiltshire Briefing 2006



NORTH WILTSHIRE KEY FACTS

371,000 trips by staying visitors
1,174,000 staying visitor nights
£49,571,000 spend by staying visitors
2,173,000 day visits
£85,772,000 spend by day visitors
£9,538,000 other tourism related spend
3,098 jobs related to
tourism spending
5% of employment is
supported by tourism

THE VALUE OF TOURISM

North Wiltshire Briefing 2006

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	123,000	279,000	£24,123,000
Self catering	11,000	48,000	£2,234,000
Touring caravans /tents	8,000	33,000	£772,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£30,000
Paying guests in private homes	0	0	£0
Second homes	3,000	10,000	£321,000
Boat moorings	0	0	£0
Other	8,000	25,000	£703,000
Staying with friends and relatives (VFR)	179,000	508,000	£12,208,000
Total	333,000	903,000	£40,390,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	8,000	28,000	£2,026,000
Self catering	1,000	10,000	£459,000
Touring caravans /tents	1,000	4,000	£92,000
Static vans/holiday centres	0	0	£0
Group/campus	0	1,000	£26,000
Paying guests in private homes	0	0	£0
Second homes	1,000	11,000	£474,000
Boat moorings	0	0	£0
Other	3,000	5,000	£132,000
Staying with friends and relatives (VFR)	25,000	213,000	£5,972,000
Total	38,000	271,000	£9,181,000

THE VALUE OF TOURISM

North Wiltshire Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	165,000	463,000	£18,925,000
Business	89,000	216,000	£15,501,000
VFR	70,000	191,000	£4,786,000
Other	9,000	33,000	£1,178,000
Study	0	0	£0
Total	333,000	903,000	£40,390,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	3,000	15,000	£677,000
Business	8,000	25,000	£2,130,000
VFR	24,000	196,000	£5,396,000
Other	3,000	35,000	£978,000
Study	0	0	£0
Total	38,000	271,000	£9,181,000

NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

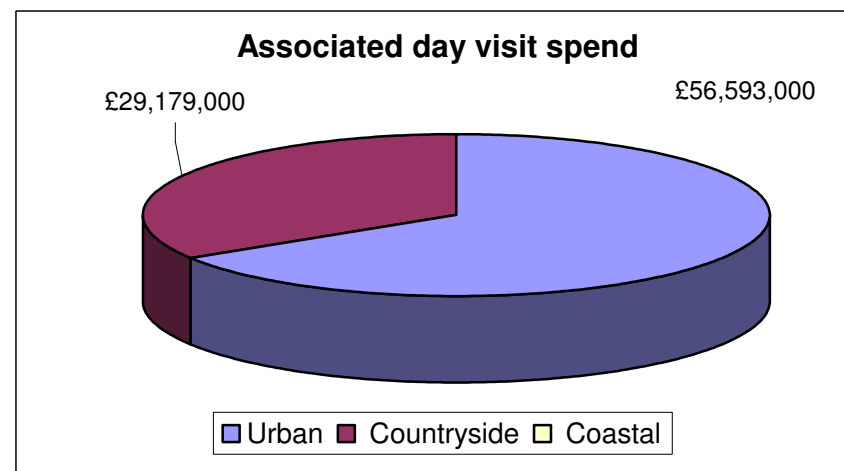
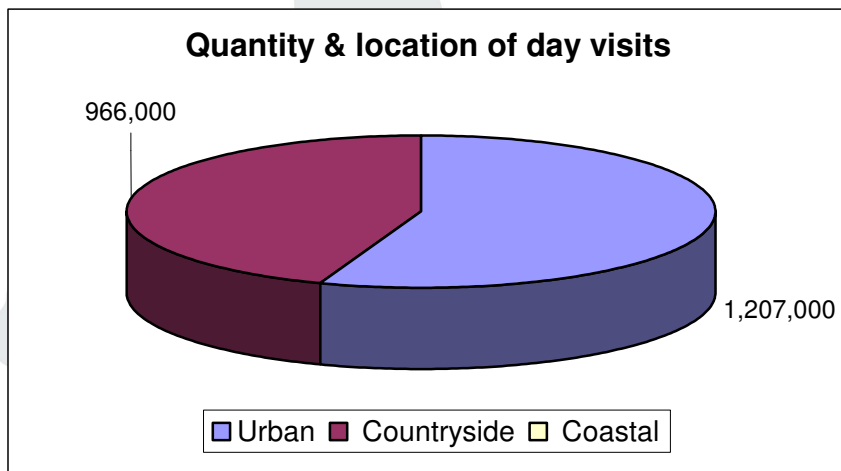
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THE VALUE OF TOURISM

North Wiltshire Briefing

2006

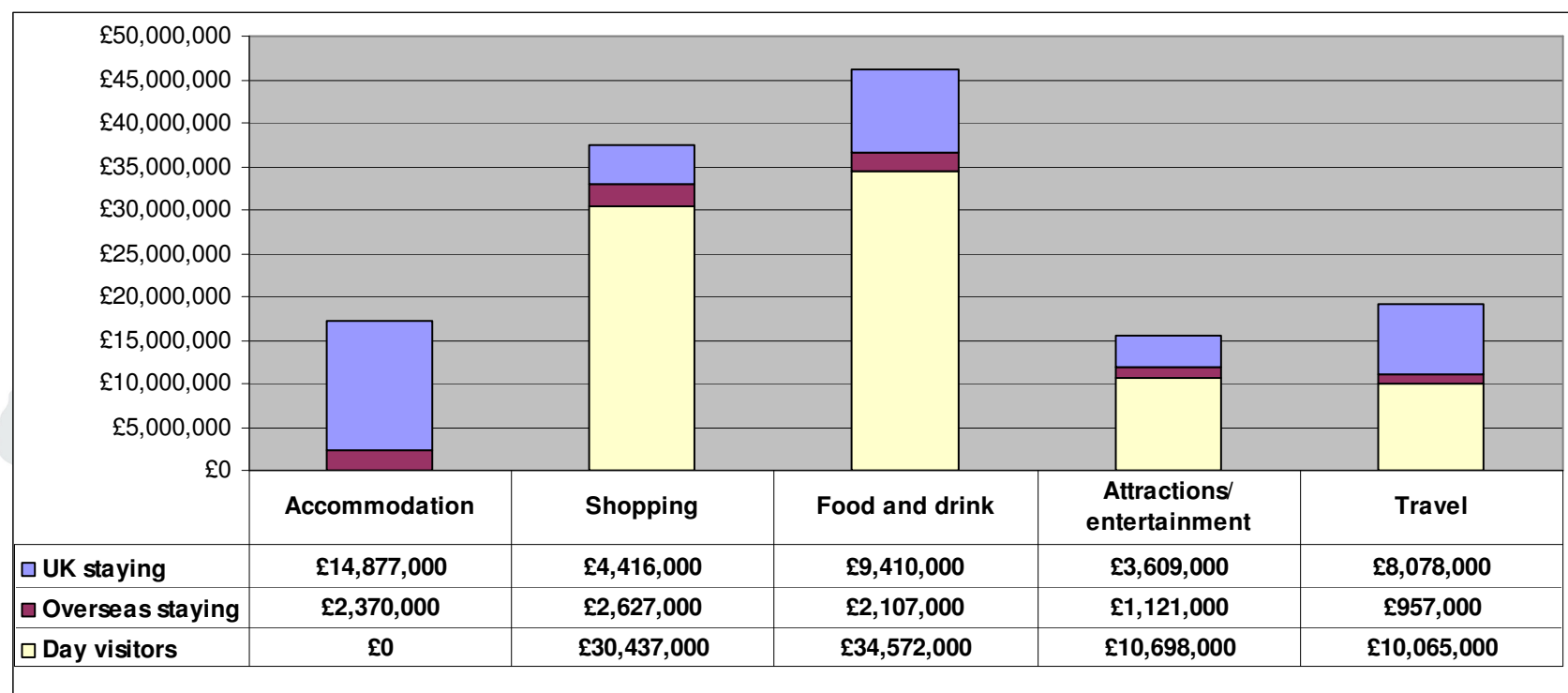
Day visits



THE VALUE OF TOURISM

North Wiltshire Briefing 2006

Visitor spend



THE VALUE OF TOURISM

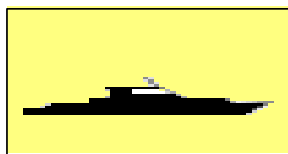
North Wiltshire Briefing

2006

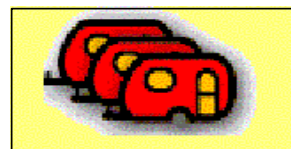
Other tourism related spend



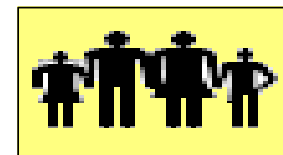
Second Homes
£137,000



Boats
£0



Static Vans
£0



VFR
£9,401,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,002	1,343	2,346
Indirect jobs	275	296	571
Induced jobs	136	45	181
Total	1,413	1,685	3,098
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,282

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

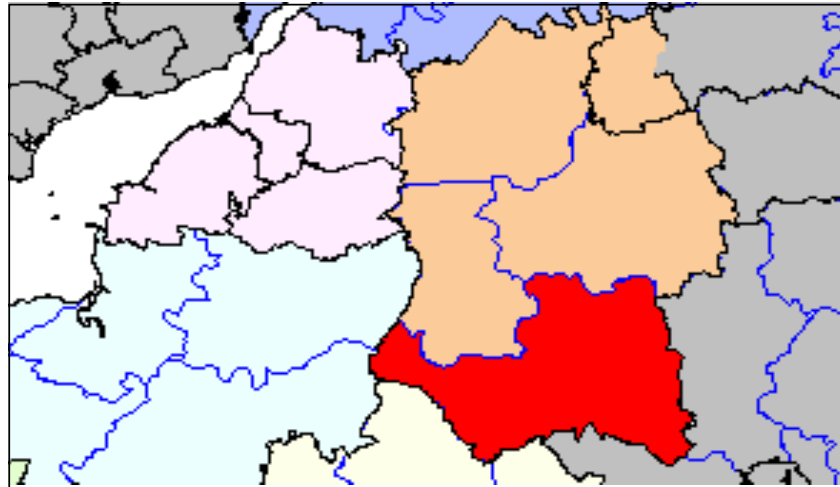


THE VALUE OF TOURISM

SALISBURY DISTRICT

THE VALUE OF TOURISM

Salisbury Briefing 2006



SALISBURY

KEY FACTS

387,000 trips by staying visitors
1,283,000 staying visitor nights
£57,527,000 spend by staying visitors
2,785,000 day visits
£107,335,000 spend by day visitors
£8,520,000 other tourism related spend
3,886 jobs related to
tourism spending
7% of employment is
supported by tourism

THE VALUE OF TOURISM

Salisbury Briefing 2006

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	110,000	250,000	£21,596,000
Self catering	14,000	59,000	£2,761,000
Touring caravans /tents	13,000	55,000	£1,287,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	2,000	£266,000
Paying guests in private homes	0	0	£0
Second homes	5,000	15,000	£486,000
Boat moorings	0	0	£0
Other	7,000	22,000	£622,000
Staying with friends and relatives (VFR)	158,000	449,000	£10,795,000
Total	309,000	852,000	£37,813,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	48,000	161,000	£11,578,000
Self catering	1,000	12,000	£567,000
Touring caravans /tents	1,000	6,000	£154,000
Static vans/holiday centres	0	0	£0
Group/campus	0	5,000	£237,000
Paying guests in private homes	3,000	38,000	£1,064,000
Second homes	1,000	16,000	£717,000
Boat moorings	0	0	£0
Other	3,000	4,000	£117,000
Staying with friends and relatives (VFR)	22,000	188,000	£5,281,000
Total	78,000	431,000	£19,714,000

THE VALUE OF TOURISM

Salisbury Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	207,000	578,000	£25,957,000
Business	32,000	77,000	£6,092,000
VFR	62,000	168,000	£4,626,000
Other	8,000	29,000	£1,139,000
Study	0	0	£0
Total	309,000	852,000	£37,813,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	34,000	153,000	£7,183,000
Business	18,000	50,000	£4,392,000
VFR	21,000	151,000	£4,285,000
Other	3,000	27,000	£777,000
Study	2,000	51,000	£3,077,000
Total	78,000	431,000	£19,714,000

NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

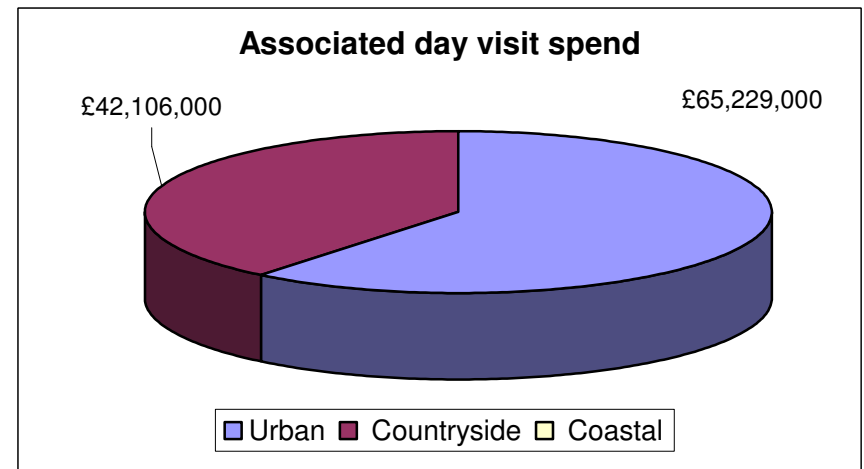
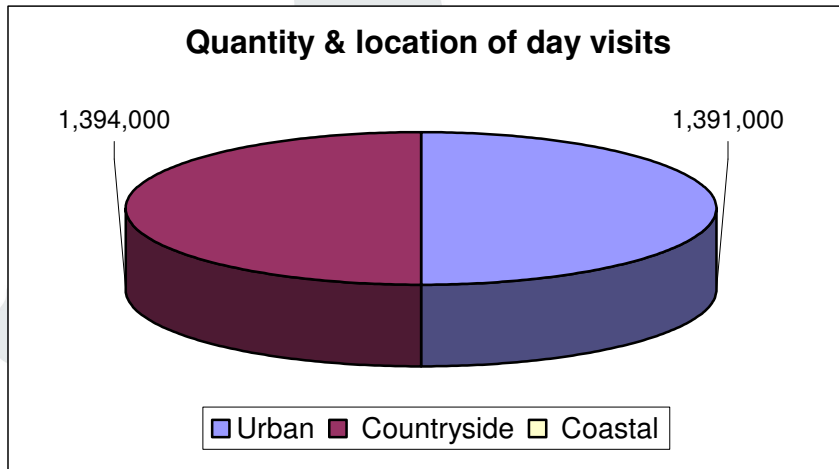
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THE VALUE OF TOURISM

Salisbury Briefing

2006

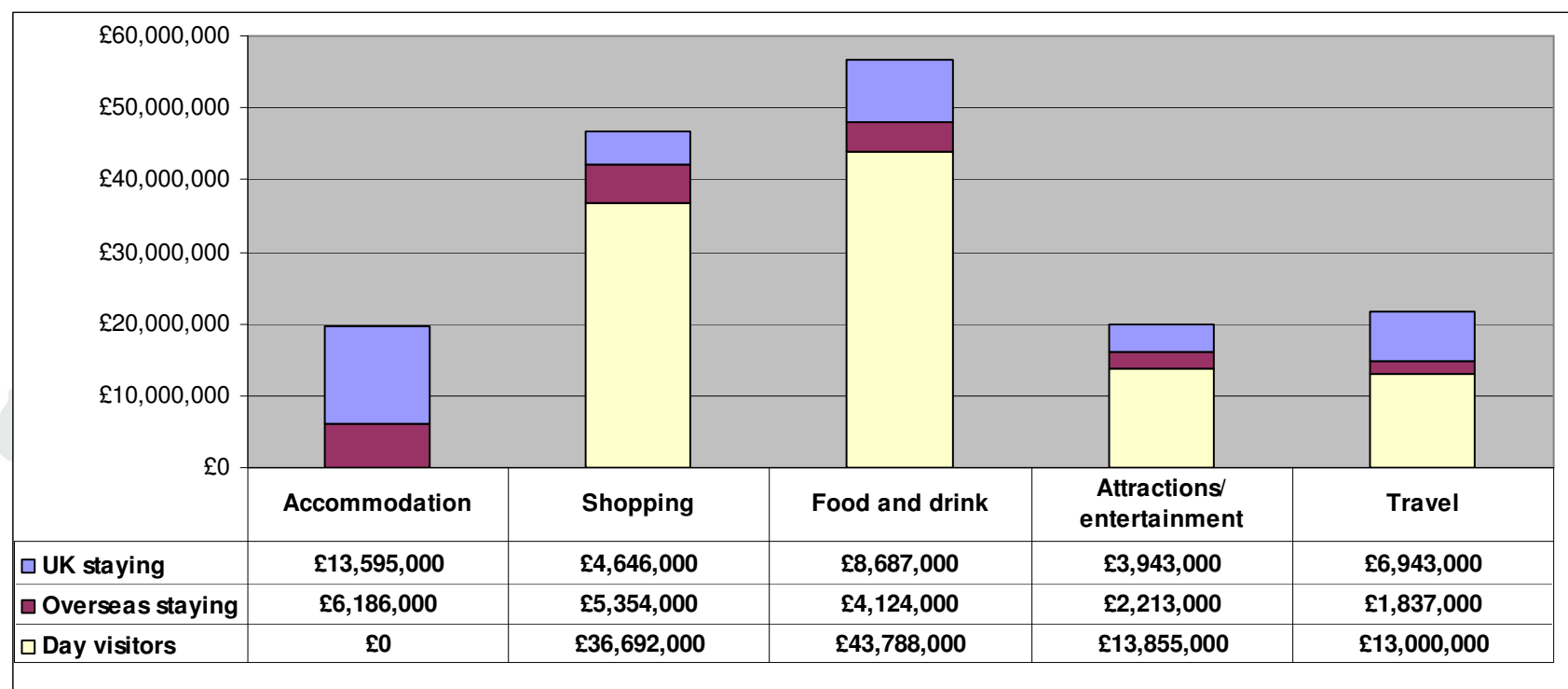
Day visits



THE VALUE OF TOURISM

Salisbury Briefing 2006

Visitor spend



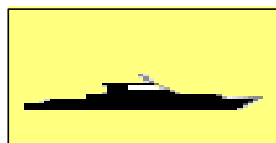
THE VALUE OF TOURISM

Salisbury Briefing 2006

Other tourism related spend



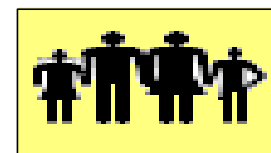
Second Homes
£208,000



Boats
£0



Static Vans
£0



VFR
£8,312,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,240	1,878	3,118
Indirect jobs	278	321	599
Induced jobs	127	42	169
Total	1,645	2,241	3,886
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,815

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

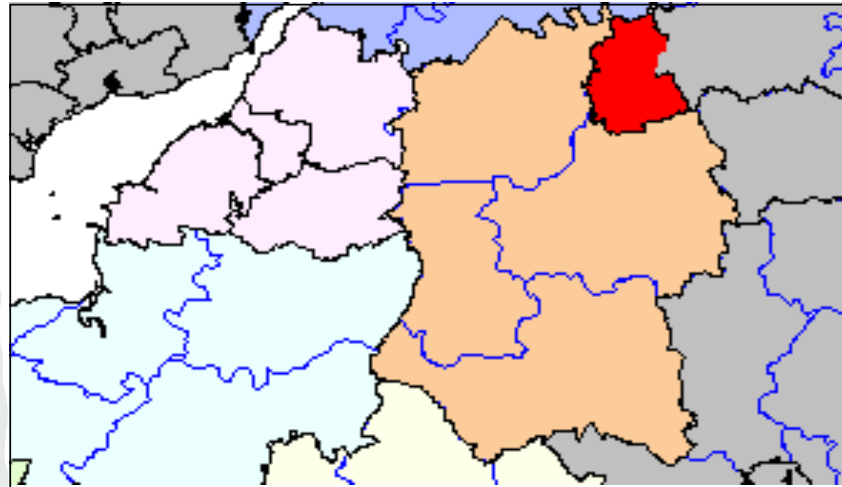


THE VALUE OF TOURISM

SWINDON DISTRICT

THE VALUE OF TOURISM

Swindon Briefing 2006



SWINDON

KEY FACTS

522,000 trips by staying visitors
1,625,000 staying visitor nights
£71,164,000 spend by staying visitors
1,892,000 day visits
£85,293,000 spend by day visitors
£13,252,000 other tourism related spend
3,689 jobs related to
tourism spending
4% of employment is
supported by tourism

THE VALUE OF TOURISM

Swindon Briefing 2006

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	174,000	394,000	£34,073,000
Self catering	0	0	£0
Touring caravans /tents	2,000	9,000	£201,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	0	0	£0
Boat moorings	0	0	£0
Other	12,000	36,000	£1,006,000
Staying with friends and relatives (VFR)	256,000	727,000	£17,470,000
Total	443,000	1,166,000	£52,750,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	38,000	127,000	£9,123,000
Self catering	0	0	£0
Touring caravans /tents	0	1,000	£24,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	1,000	19,000	£532,000
Second homes	0	0	£0
Boat moorings	0	0	£0
Other	4,000	7,000	£189,000
Staying with friends and relatives (VFR)	36,000	305,000	£8,546,000
Total	79,000	459,000	£18,414,000

THE VALUE OF TOURISM

Swindon Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	238,000	643,000	£27,767,000
Business	92,000	215,000	£16,318,000
VFR	100,000	262,000	£6,953,000
Other	13,000	45,000	£1,711,000
Study	0	0	£0
Total	443,000	1,166,000	£52,750,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	17,000	83,000	£3,551,000
Business	25,000	76,000	£6,206,000
VFR	32,000	245,000	£6,408,000
Other	3,000	28,000	£739,000
Study	1,000	27,000	£1,509,000
Total	79,000	459,000	£18,414,000

NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

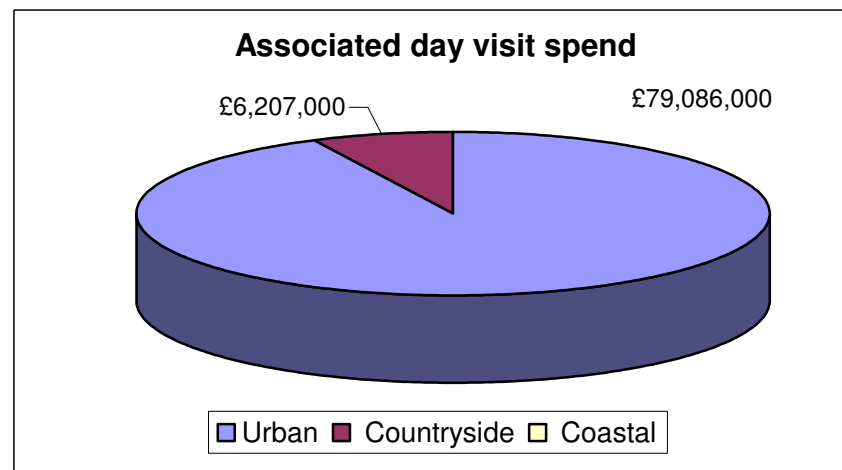
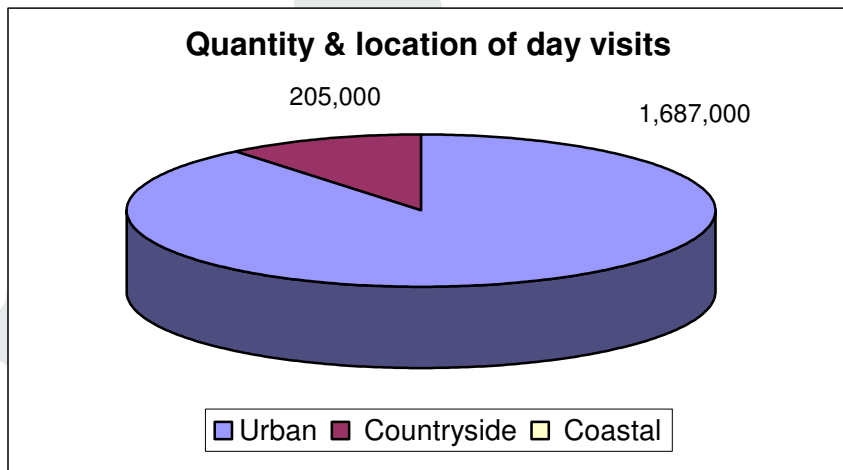
This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

THE VALUE OF TOURISM

Swindon Briefing

2006

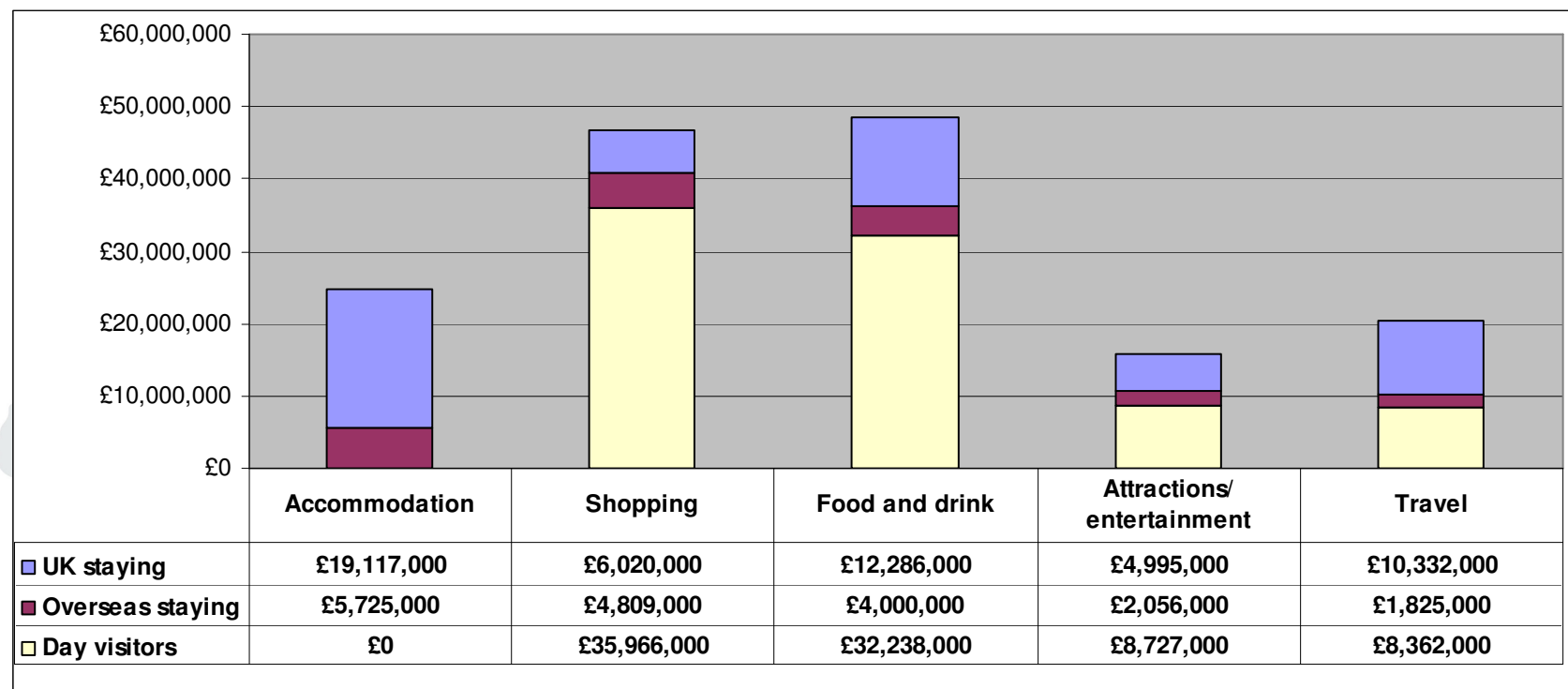
Day visits



THE VALUE OF TOURISM

Swindon Briefing 2006

Visitor spend



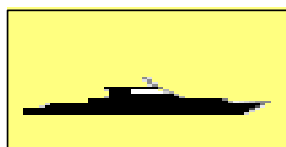
THE VALUE OF TOURISM

Swindon Briefing 2006

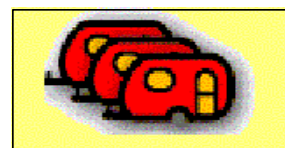
Other tourism related spend



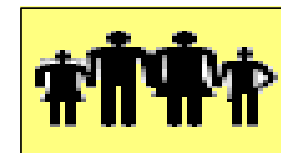
Second Homes
£0



Boats
£0



Static Vans
£0



VFR
£13,252,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,445	1,327	2,772
Indirect jobs	394	284	679
Induced jobs	196	42	238
Total	2,035	1,654	3,689
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,727

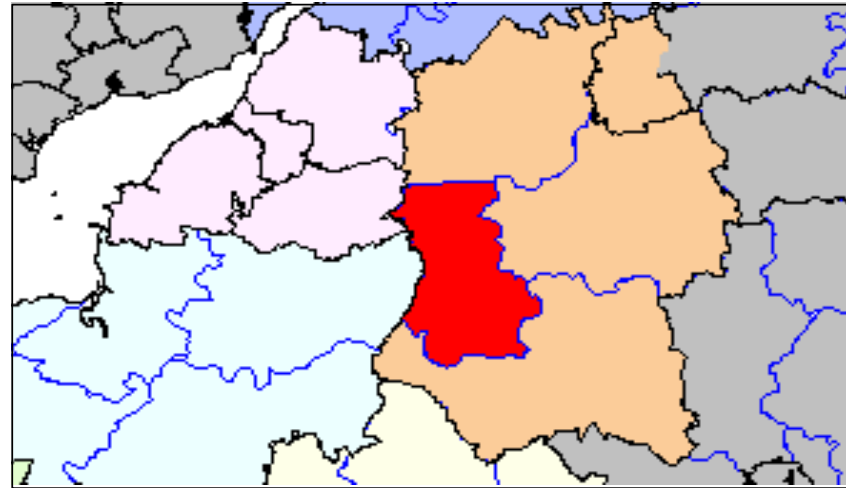
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.



THE VALUE OF TOURISM
WEST WILTSHIRE DISTRICT

THE VALUE OF TOURISM

West Wiltshire Briefing 2006



WEST WILTSHIRE KEY FACTS

373,000 trips by staying visitors
1,247,000 staying visitor nights
£47,584,000 spend by staying visitors
2,025,000 day visits
£81,023,000 spend by day visitors
£9,310,000 other tourism related spend
3,211 jobs related to
tourism spending
5% of employment is
supported by tourism

THE VALUE OF TOURISM

West Wiltshire Briefing 2006

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	86,000	196,000	£16,960,000
Self catering	7,000	29,000	£1,365,000
Touring caravans /tents	12,000	49,000	£1,161,000
Static vans/holiday centres	43,000	174,000	£5,465,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	3,000	10,000	£334,000
Boat moorings	1,000	4,000	£174,000
Other	8,000	24,000	£673,000
Staying with friends and relatives (VFR)	171,000	486,000	£11,684,000
Total	332,000	973,000	£37,815,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	12,000	40,000	£2,857,000
Self catering	0	6,000	£280,000
Touring caravans /tents	1,000	6,000	£139,000
Static vans/holiday centres	1,000	3,000	£159,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	11,000	£492,000
Boat moorings	0	0	£0
Other	3,000	5,000	£126,000
Staying with friends and relatives (VFR)	24,000	204,000	£5,716,000
Total	41,000	274,000	£9,769,000

THE VALUE OF TOURISM

West Wiltshire Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	209,000	626,000	£24,026,000
Business	46,000	120,000	£8,093,000
VFR	67,000	194,000	£4,572,000
Other	9,000	33,000	£1,125,000
Study	0	0	£0
Total	332,000	973,000	£37,815,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	7,000	35,000	£1,616,000
Business	8,000	25,000	£2,186,000
VFR	23,000	181,000	£5,051,000
Other	3,000	32,000	£916,000
Study	0	0	£0
Total	41,000	274,000	£9,769,000

NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

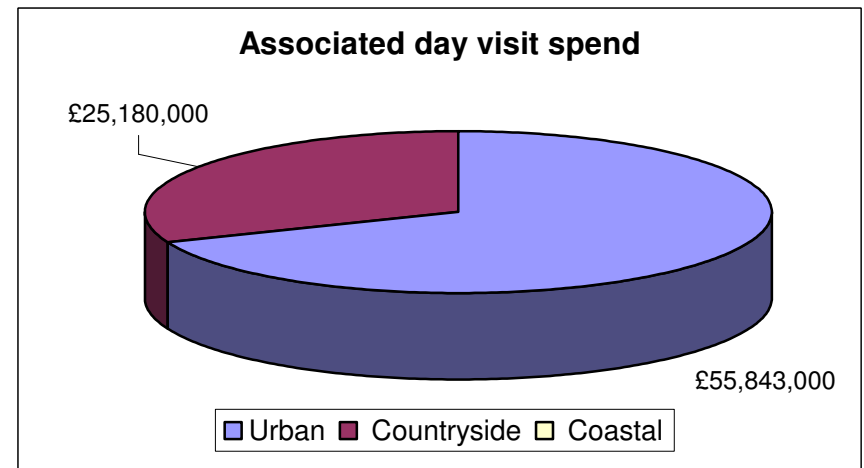
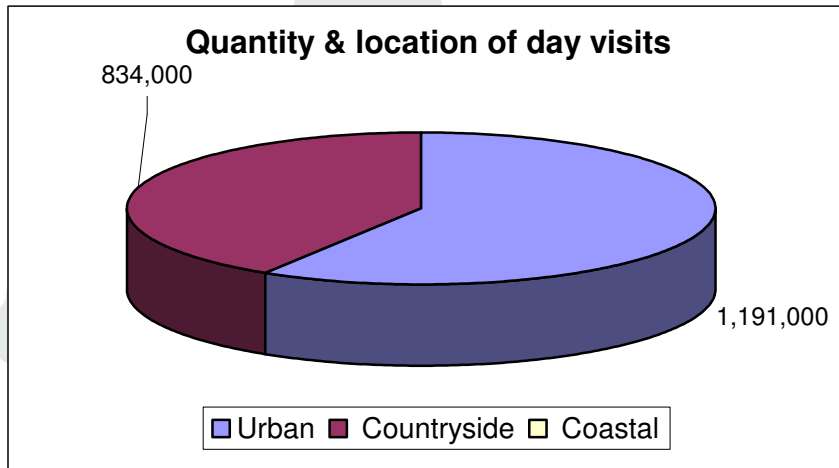
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THE VALUE OF TOURISM

West Wiltshire Briefing

2006

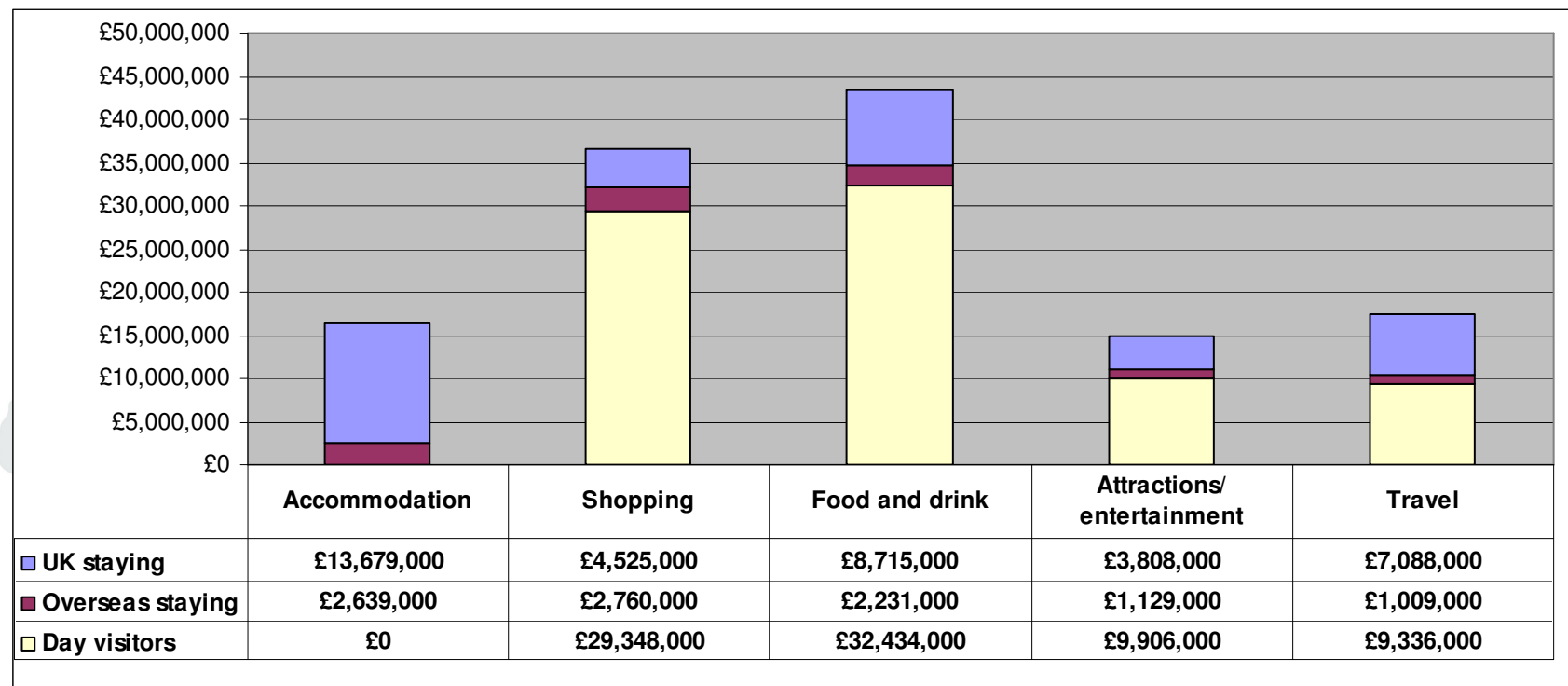
Day visits



THE VALUE OF TOURISM

West Wiltshire Briefing 2006

Visitor spend



THE VALUE OF TOURISM

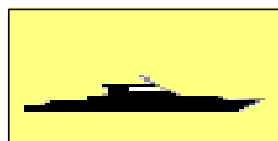
West Wiltshire Briefing

2006

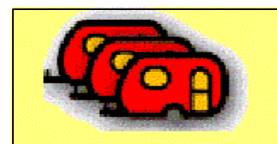
Other tourism related spend



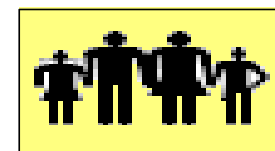
Second Homes
£143,000



Boats
£170,000



Static Vans
£0



VFR
£8,997,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,176	1,594	2,770
Indirect jobs	189	182	371
Induced jobs	57	13	70
Total	1,422	1,789	3,211
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,295

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.