

Cheltenham

	2015	2014	% change		2015	2014	% change
UK staying trips	311,200	297,100	5%	Total business turnover supported by tourism	£198,574,000	£189,294,000	5%
UK staying nights	688,000	682,000	1%				
UK staying spend	£51,246,000	£49,631,000	3%	Total employment supported (FTE)	2,471	2,402	3%
Overseas staying trips	45,100	51,200	-12%	Total employment supported (estimated actual)	3,332	3,247	3%
Overseas staying nights	308,000	334,000	-8%				
Overseas staying spend	£19,403,000	£21,050,000	-8%	% of all employment	6%	5%	0%
Combined staying trips	356,300	348,300	2%	Estimated GVA	£112,339,000	£106,999,000	5%
Combined staying nights	996,000	1,016,000	-2%				
Combined staying spend	£70,649,000	£70,681,000	0%				
Day visits	1,824,000	1,860,000	-2%				
Day visit spend	£75,863,000	£69,274,000	10%				
Total trips (day and staying)	2,180,300	2,208,300	-1%				
Total visitor spend (day and staying)	£146,512,000	£139,955,000	5%				
Other visitor related spend	£7,713,000	£6,681,000	15%				
Total visitor related spend (visitor spend + other related)	£154,225,000	£146,636,000	5%				