

The Economic Impact of Tourism in Winchester (2008-2015)

	2008	2009	2010	2012	2013	2014	2015	Cumulative growth breakdown 2008:2015	% growth 2008- 2010	% growth 2012-2015 (DMP life)	% of growth over 8 years
Actual jobs supported	4,466	4,752	4,975	4,861	5,350	5,507	5,634	1,168	11%	16%	26%
Staying visitor nights	950,000	974,000	1,008,000	996,000	1,073,000	1,141,000	1,190,000	240,000	6%	19%	25%
No of trips involving overnight stay	281,000	292,000	313,000	333,000	339,000	349,000	356,000	75,000	11%	7%	27%
Spend by visitors upon trip	£52,736,000	£55,609,000	£59,641,000	£67,763,000	£72,359,000	£75,476,000	£80,622,000	£ 27,886,000.00	13%	19%	53%
Day trips	4,088,000	4,288,000	4,290,000	4,900,000	5,491,000	5,601,000	5,401,000	1,313,000	5%	10%	37%
Spend by day visitors	£158,272,000	£168,386,000	£171,291,000	£171,793,000	£194,420,000	£198,539,000	£199,009,000	£ 40,737,000.00	8%	16%	26%
Spend by all visitors	£211,006,000	£223,996,000	£230,938,000	£240,556,000	£266,780,000	£274,015,000	£279,631,000	£ 68,625,000.00	9%	16%	33%
Total value to local businesses	£240,000,000	£280,000,000	£292,146,948	£308,827,000	£340,832,000	£350,577,000	£358,214,000	£ 118,214,000.00	22%	16%	49%
								Mean growth rates	10.79%	14.95%	34%

