7.1 Volume & Value of Tourism – 2019 Baseline

Chart 1 - Buckinghamshire - All Domestic Overnight Trips - Long-term Trend by Area ('000 of trips)

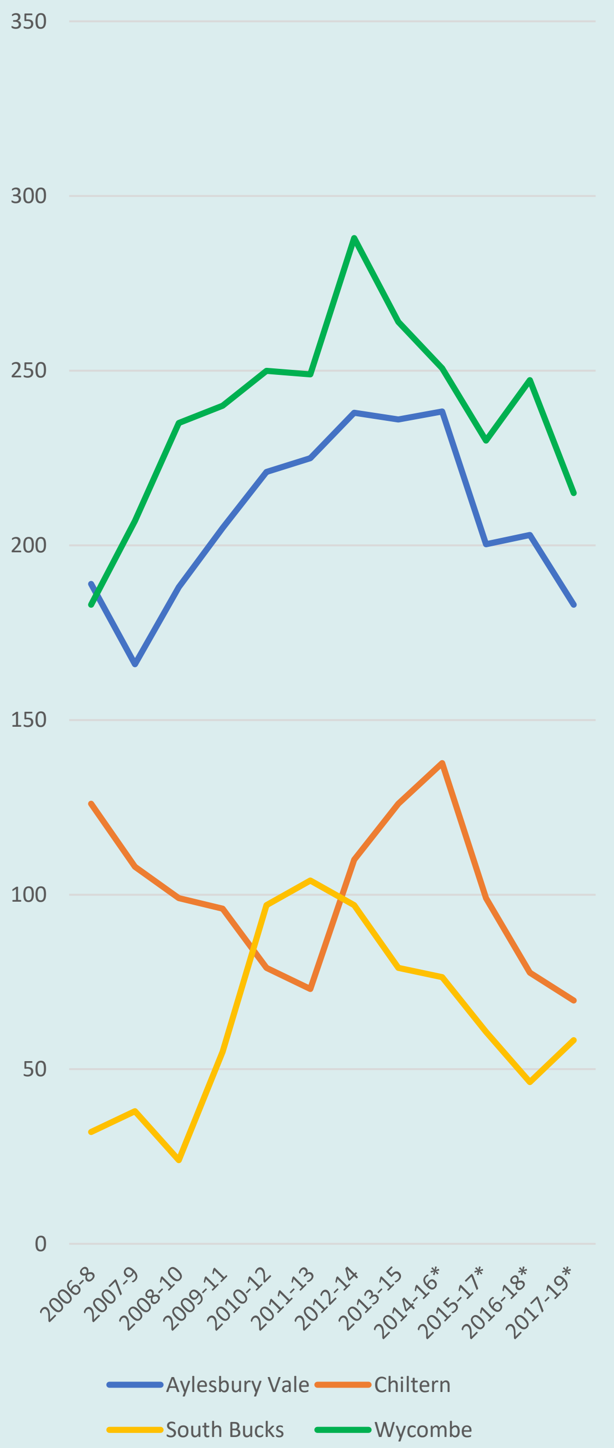
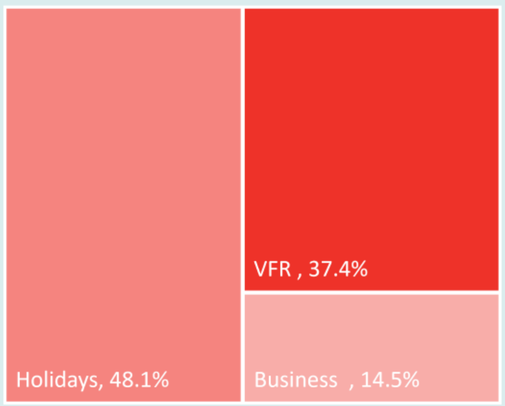


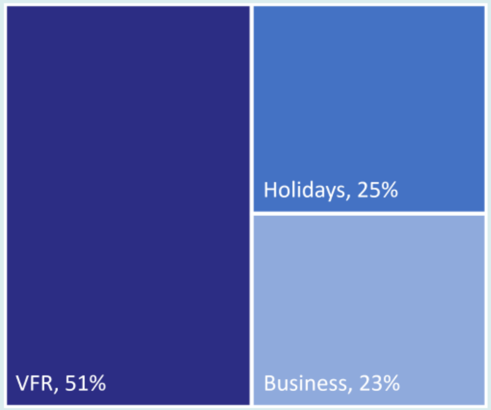
Table 1. Summary of Market Size

Visit Type	Volume (million)	Share	Value (£million)	Share
Domestic Day Visits	19.2	92.9%	£856	73.5%
Domestic Overnight Visits	1.098	5.3%	£157	13.5%
Inbound Visits	0.36	1.7%	£152	13.0%
Total	**20.66**		**£1,165**	

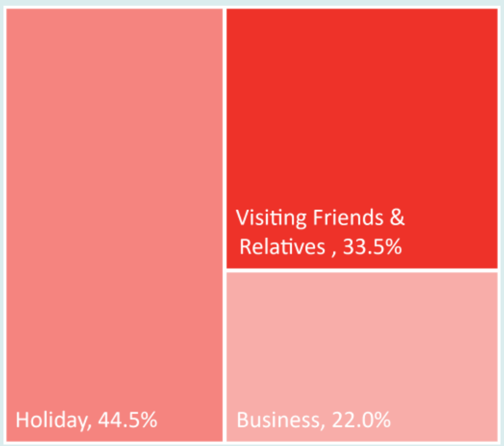
Domestic Tourism - England % Split by Trip Purpose (2017-19)



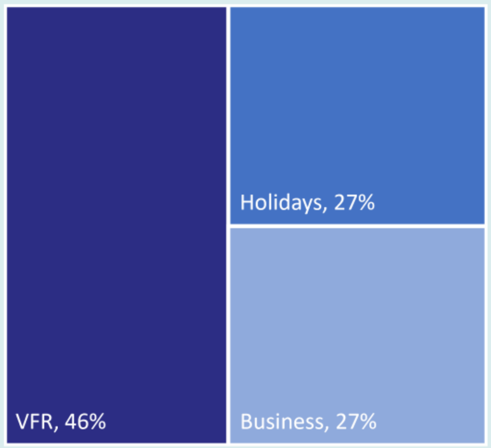
Domestic Tourism - Buckinghamshire % Split by Trip Purpose (2019)



Inbound Tourism - England % visits split by trip purpose (2017-19)

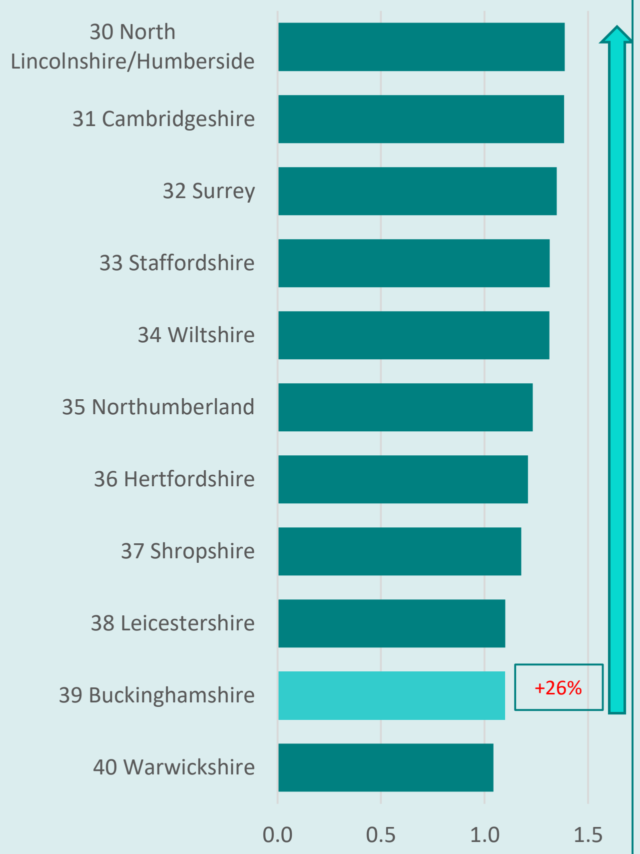


Inbound Tourism - Buckinghamshire % visits split by purpose (2017-19)

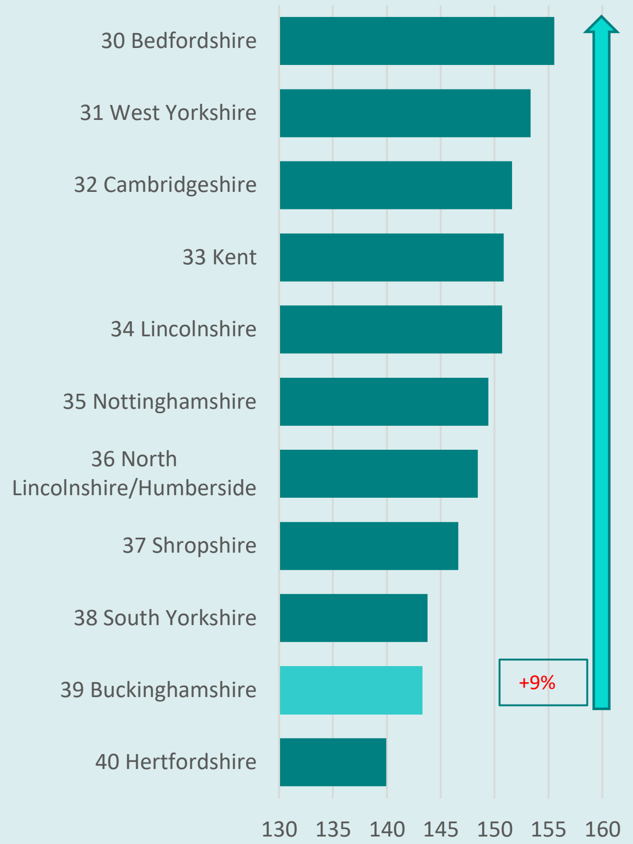


Buckinghamshire's Place in England's Tourism League Table

Overnight Trips 2017-19 (millions)



Overnight Trips 2017-19 - Spend per trip (£)



1. Table 1 reflects demand in 2019 showing some 20 million visits and spending just over £1bn. Post COVID figures will not be as good while the split, shown in the red and blue squares to the left has also radically changed i.e. when looking at international. The table also includes the volume and value of day visits, which dominate to a greater extent then other competitor counties.
2. The other charts and graphs on this page track overnight tourism. The league tables above show that in terms of both total trips and spend, the County is in 39th place. Retaining more people to stay rather than come for a day visit will also help overall share figure for tourism in Table 1.
3. Chart 1 shows the 12 year trend for each of Buckinghamshire's areas. Over 1.4m domestic visitors stayed in 2019 of which around 77% stayed in either Aylesbury Vale or Wycombe.
4. For the inbound market, VFR is very buoyant with the County over-indexing the national share by a significant 10.5%. This again reduces value added as by definition this group will not use paid accommodation. Holiday trips are 60% of the England average while business is a robust share.

Notes:

1. Sources: VisitBritain (2019) Great Britain Tourism Survey & Great Britain Leisure Day Visits Survey & ONS (2019) – International Passenger Survey
2. The domestic data are three year average of trips taken wit the baseline considered as 2017 – 19 given interruptions in the Surveys during the COVID-19 pandemic. Such an average helps with robustness given small sample sizes.