

Part A. Number of Visits

Instructions: Imagine that you have undertaken a visitor census that involved counting the number of visitors to the site for a representative sample of **days** during both the peak and off-peak seasons (e.g. during summer and winter). Using the data collected, complete the following steps to estimate the total number of visits to the site per year.

	Peak	Off-peak	Calculation Method
1. Estimate the average number of visitors per day during the peak and off-peak seasons based on the sample data	[1]	[2]	Using the survey count data, add up the total number of visits by season and divide by the number of sampled days .

	Peak	Off-peak
2. How many days is the site open to the public each year	[3]	[4]

	Total Visits (Annual)	Calculation Method
3. Calculate total number of visits per year		= $[(1) \times (3)] + [(2) \times (4)]$

Part B. Basic Visitor Questionnaire

Instructions: Please complete this sample questionnaire based on a site that you have visited or are familiar with (either as a site visitor or a site employee/manager etc.). The purpose of this exercise is to ensure that you are familiar with the basic visitor questionnaire template.

1. Including you, how many adults (over 18) are there in your party today?

2. Which of the following statements best describes you (**mark with an X**)?

- (a) I am local to the site (e.g. live less than 10 km away)
- (b) I am on a day-trip to the site (from home/whilst on holidays outside the area)
- (c) I am visiting the site whilst on holidays in the area

If (c), please indicate the total number of nights you are staying in the area

3. In total, approximately how much will your party spend **in the local area today** on the following (**to the nearest €**):

- Accommodation (per night) *[holiday-makers only]*
- Food and Drink
- Travel & Petrol
- Entry Fees/Entertainment
- Gifts /Souvenirs
- Other (please specify)

Total

4. Would you say the chance to visit this site was the main reason for your visit to this area, one of the reasons or did it not influence your decision to visit this area at all (**mark with an X**)?

- Main reason for visiting the area
- One of the reasons for visiting the area
- Didn't influence decision to visit at all

Part C. Calculating Local Economic Impacts

Instructions: In a group, imagine that the data entered in **Part B** (above) by each of the group members relates to a sample of visitors to a single unique site. Use this data to calculate the local economic impacts associated with the site by following the steps below. The figure for total number of visits **[T]** can be based on the calculations in **Part A** (above).

- To begin with, you need to have an estimate of the total number of visits annually

Total Visits (Annual)
[T]

- Using the questionnaire data** calculate average trip expenditure per visitor (by visitor type)

Visitor Type	Average Expenditure Per Person (€)	Calculation Method
Day-tripper	[1]	For each day-tripper questionnaire response, divide total daily expenditure by party size. Add up the results across all day-tripper questionnaires and divide by the number of observations (i.e. the number of completed day-tripper questionnaires).
Holiday-maker	[2]	For each holiday-maker questionnaire response, multiply total daily expenditure by length of stay (e.g. number of nights) and then divide by party size. Add up the results across all holiday-maker questionnaires and divide by the number of observations (i.e. the number of completed holiday-maker questionnaires).

- Using the questionnaire data**, for each visitor type, calculate the proportion of visitors for which the site was “the main reason” for visiting the area, and the proportion of visitors for which the site was “one of the reasons” for visiting the area.

Reason for Visiting	Proportion of Visitors		Calculation Method
	Day-trippers	Holiday-makers	
Main Reason	[3]	[4]	Add up the total number of questionnaire responses (by visitor type) for which a visit to the site was “the main reason” for visiting the area. Divide by the total number of parties of this type.
One of the Reasons	[5]	[6]	Add up the total number of questionnaire responses (by visitor type) for which a visit to the site was “one of the reasons” for visiting the area. Divide by the total number of parties of this type.

- Using the questionnaire data**, calculate the proportion of questionnaire respondents that were (a) day-trippers and (b) holiday-makers.

Visitor Type	Proportion of Sample Visits	Calculation Method
Day-tripper	[7]	Add up the total number of day-tripper respondents and divide by the total number of questionnaire responses.
Holiday-maker	[8]	Add up the total number of holiday-maker respondents and divide by the total number of questionnaire responses.

5. Calculate the total attributable expenditure by visitor type using the following attribution factors:

Reason for Visiting	Proportion of Expenditure Attributable
Main Reason [P1]	0.90
One of the Reasons [P2]	0.30
Not a Reason	0.00

Visitor Type	Total Attributable Expenditure Per Person (€)	Calculation Method
Day-tripper	[9]	= [1] x [([3] x [P1]) + ([5] x [P2])]
Holiday-maker	[10]	= [2] x [([4] x [P1]) + ([6] x [P2])]

6. Calculate the total number of annual visits that consisted of (a) day-trippers and (b) holiday-makers

Visitor Type	Total Number of Visits	Calculation Method
Day-tripper	[11]	= [Total Number of Visits (Annual)] x [7]
Holiday-maker	[12]	= [Total Number of Visits (Annual)] x [8]

7. Calculate total expenditure by visitor type and total attributable expenditure by visitor type.

Visitor Type	Total Expenditure (€)	Total Attributable Expenditure (€)	Calculation Method
Day-tripper			Total expend: = [11] x [1] Total attributable expend: = [11] x [9]
Holiday-maker			Total expend: = [12] x [2] Total attributable expend: = [12] x [10]

Total (€)	[A1]
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8. Calculate the local economic impacts associated with this expenditure using the following multipliers (**Note:** These are illustrative figures only. The size of the multiplier will vary depending on a range of context-specific economic factors)

Multiplier Type	Multiplier Value
Income [M1]	0.5
Employment [M2]	0.0001

Impact Type	Impact	Calculation Method
Income Supported by the Site		= [M1] x [A1]
FTE Jobs Supported by the Site		= [M2] x [A1]