

Cabinet Report Review future support for grant-maintained Visitor Information Centres - July 2023

Annex - VIC footfall

Change in VIC footfall 2019 to 2022

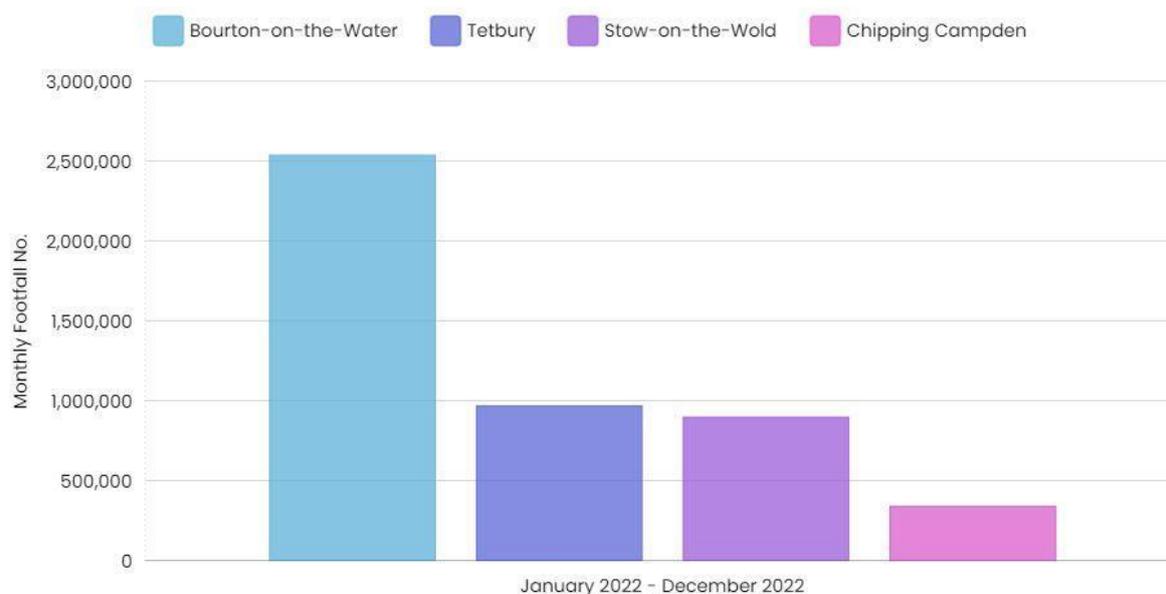
VIC	2019/2020 visitors (pre pandemic)	2022 visitors	Change
Bourton on the Water	67,172	52,191	22% down
Chipping Campden	29,608	15,319	48% down
Stow on the Wold	62,675*	44,848*	29% down
Tetbury	12,855	8,792	32% down

*Combined library/visitors footfall

Overall footfall in the four towns/villages

Total overall footfall in the town/village centres to help understand the number of people in each destination

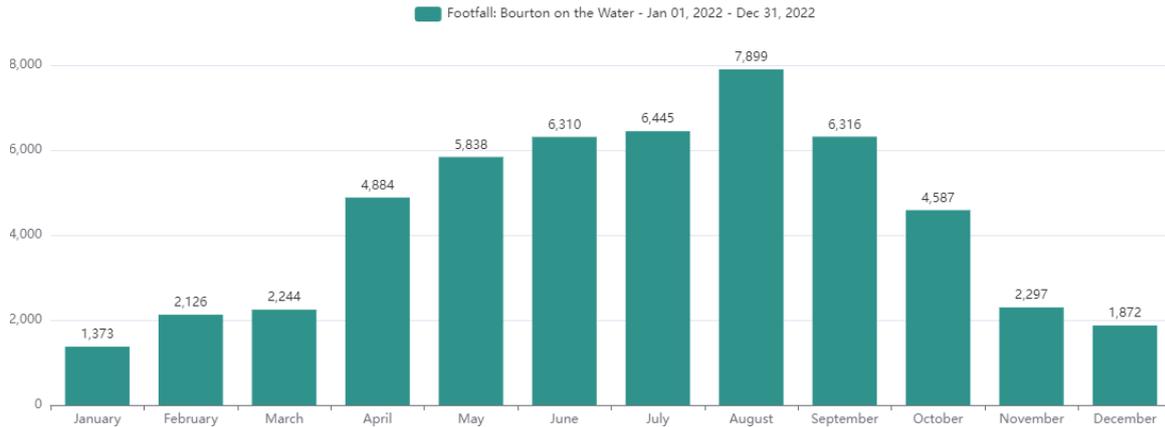
(2022 data from Town & Place AI)



Individual VIC footfall

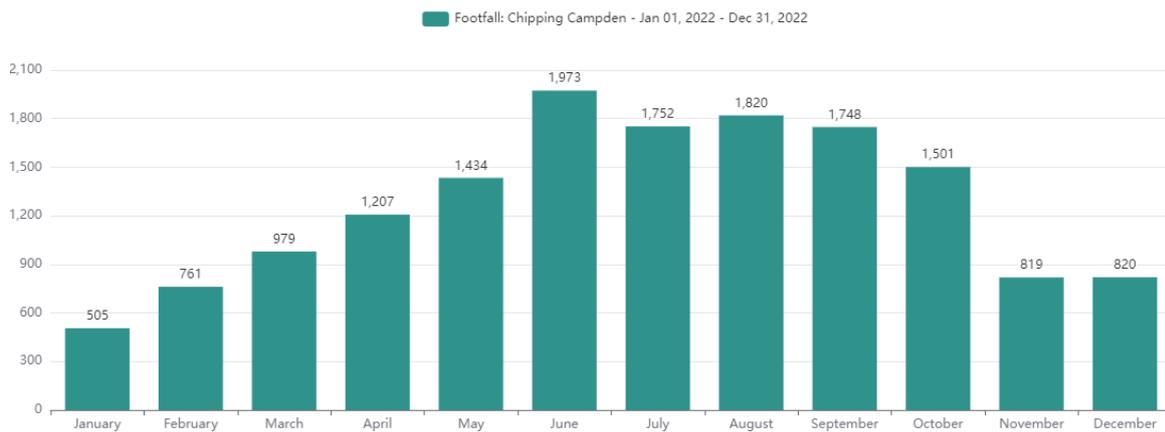
Bourton on the Water

(2022 data) Total 52,191 = 2% of overall village location footfall



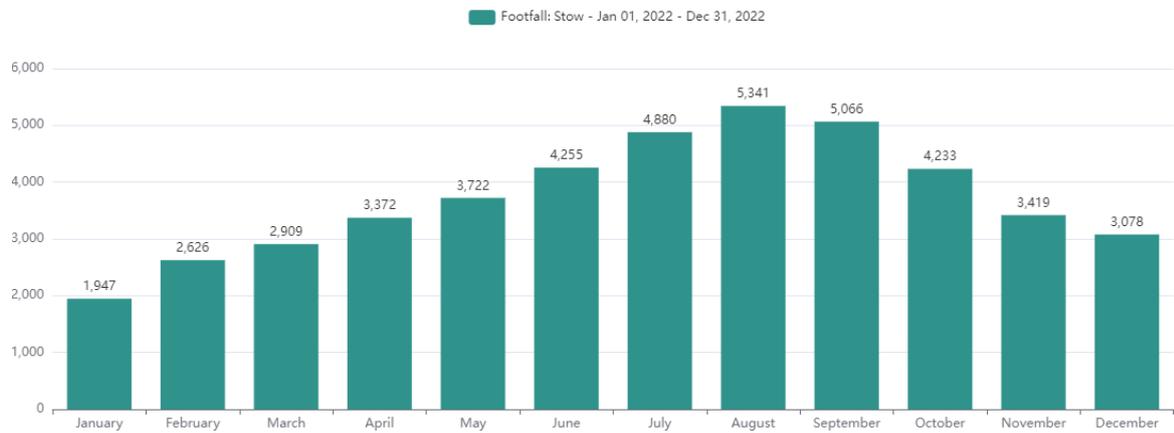
Chipping Campden

(2022 data) Total 15,319 = 4% of overall footfall



Stow on the Wold

(2022 data) Total 44,848 = 5% of overall footfall. **Note combined library/VIC visitors*



Tetbury

(2022 data) Total 8,792 = 1% of overall footfall.

