

Economic Impact Report

	22/23	21/22	% Change	16/17
Total Impact of Blenheim	£175m	£137m	+28%	£80m
Impact of Visitor Spending beyond Blenheim	£63m	£52m	+21%	£38m
Impact of Staff Spending	£6.4m	£6.2m	+2%	£3m
Impact of Spend on Supplies	£56m	£36m	+58%	£13m
Directly Employed Members of Staff	560	579	-3%	307
Total Jobs Supported	3,435	2,673	+29%	1,748
Apprentices	28	27	+4%	-

2022/2023

Key changes to our economic contribution

- Economic growth led by a post-Covid bounceback in visitor numbers, and by nearly 60% growth in Blenheim's spending on supplies.
- Delighted that jobs supported outside Blenheim have grown even faster than our economic contribution – shows the importance of Blenheim to our flourishing local economy.
- The impact of our visitors' spending is well over £60m in the businesses around Blenheim as part of their trips (up 21%).
- The numbers above also reflect big capital investments during the year by Blenheim and its partners, building Adventure Play and the Blenheim Palace Retreat Lodges. Both opened after the period measured above but should drive great future benefit, as will the long-awaited return of the Game Fair in the year after that.
- Within the above, the economic impact of Christmas and Halloween is £32m with 636 jobs supported.