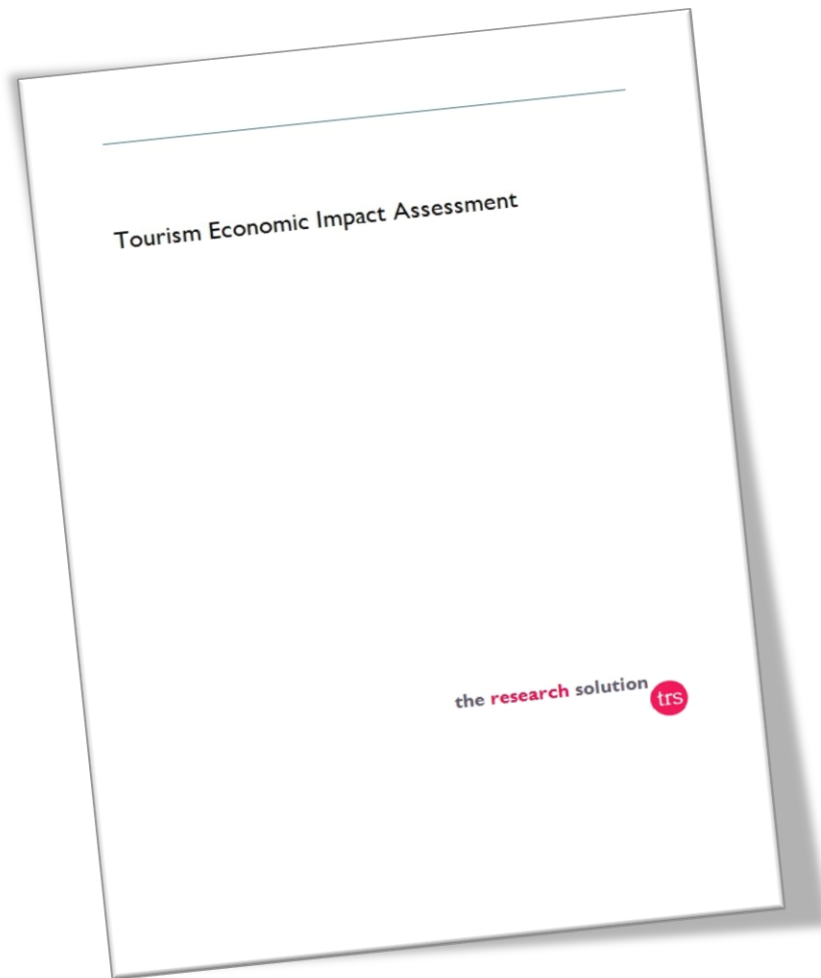


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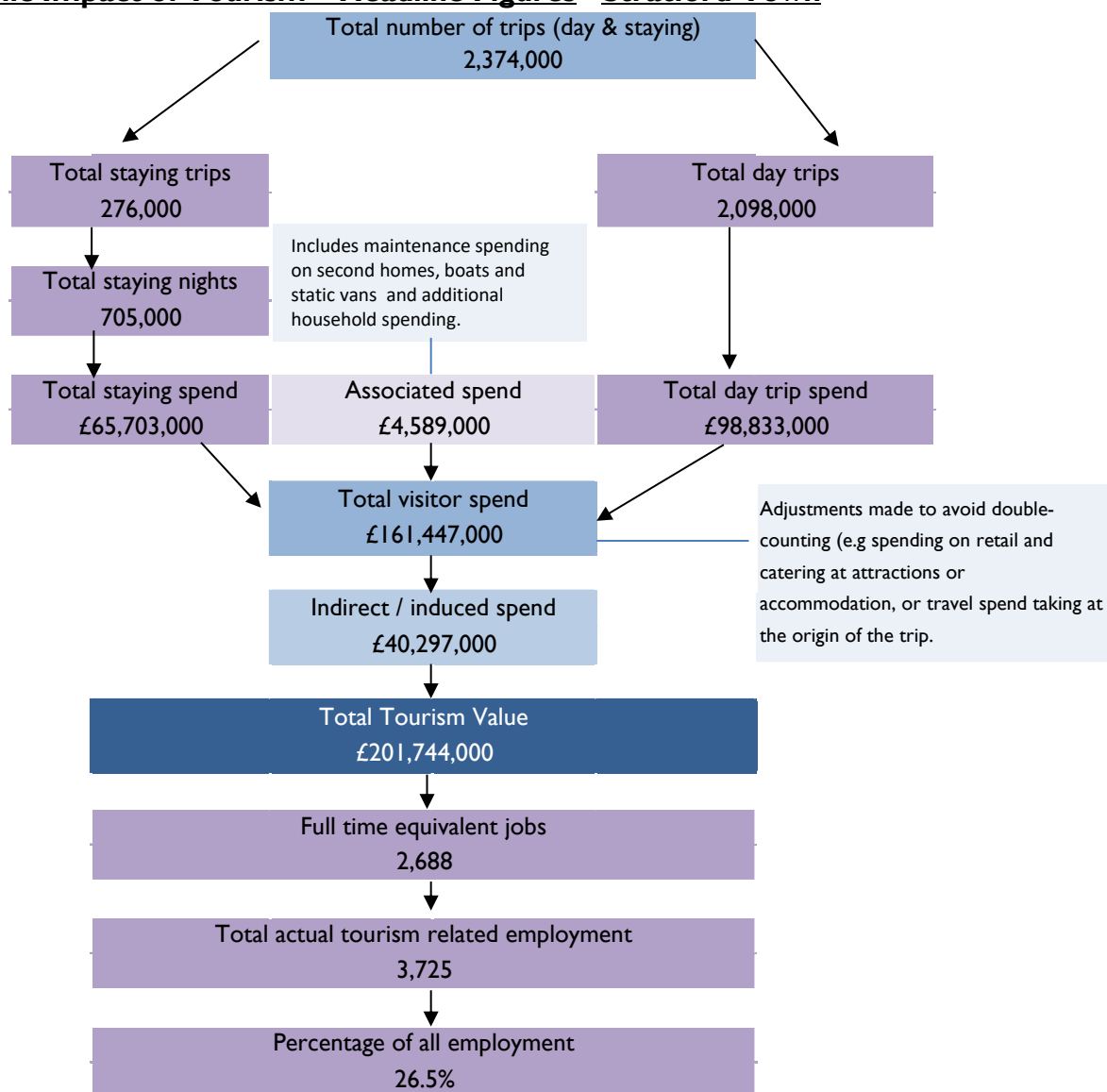


Produced by:

The Research Solution
Christine King, Director

Economic Impact of Tourism
Stratford Town - 2016

Economic Impact of Tourism – Headline Figures Stratford Town

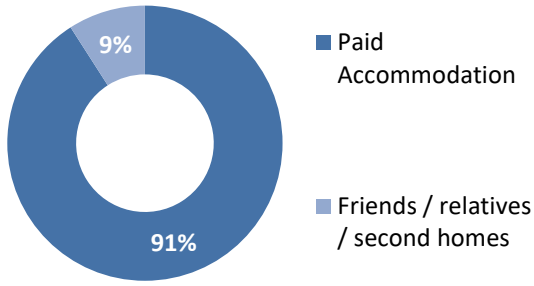


Economic Impact of Tourism – Year on year comparisons

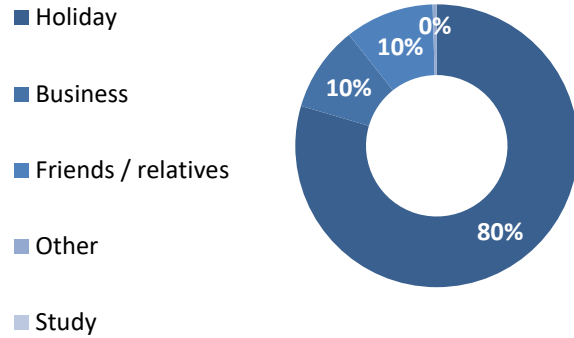
Day Trips	2015	2016	Annual variation
Day trips Volume	2,113,000	2,098,000	-0.7%
Day trips Value	£94,965,000	£98,833,000	4.1%
Overnight trips			
Number of trips	266,000	276,000	3.8%
Number of nights	661,000	705,000	6.7%
Trip value	£63,382,000	£65,703,000	3.7%
Total Value	£194,091,000	£201,744,000	3.9%
Actual Jobs	3,584	3,725	3.9%

	2015	2016	Variation
Average length stay (nights x trip)	2.48	2.55	2.8%
Spend x overnight trip	£ 238.28	£ 238.05	-0.1%
Spend x night	£ 95.89	£ 93.20	-2.8%
Spend x day trip	£ 44.94	£ 47.11	4.8%

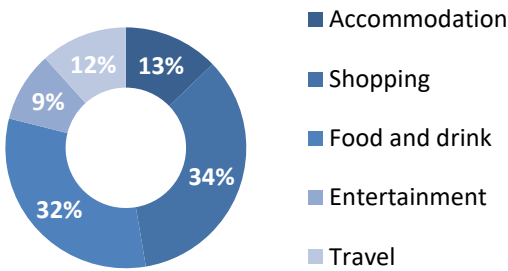
Type of Accommodation



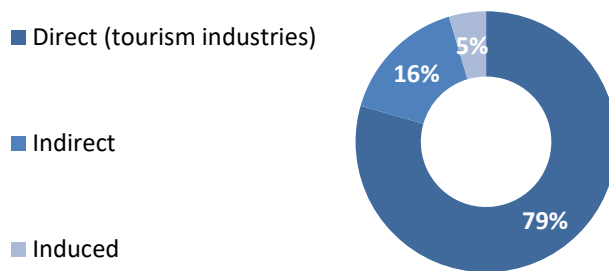
Trips by Purpose



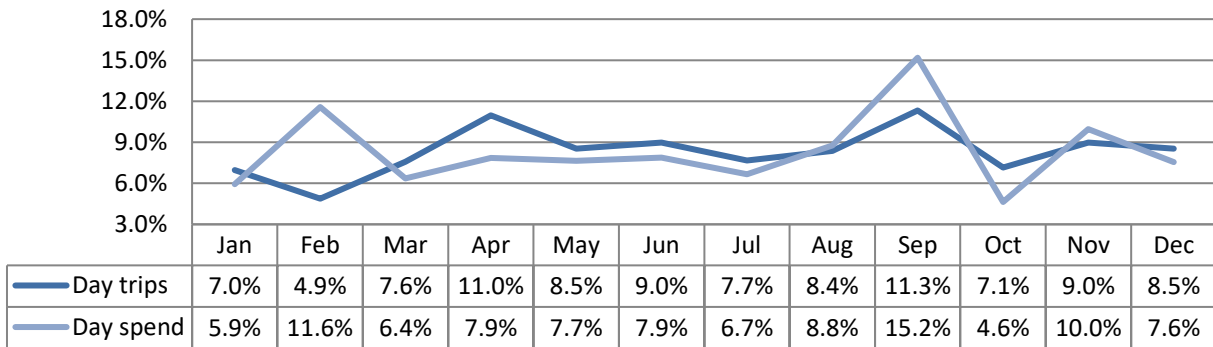
Breakdown of expenditure



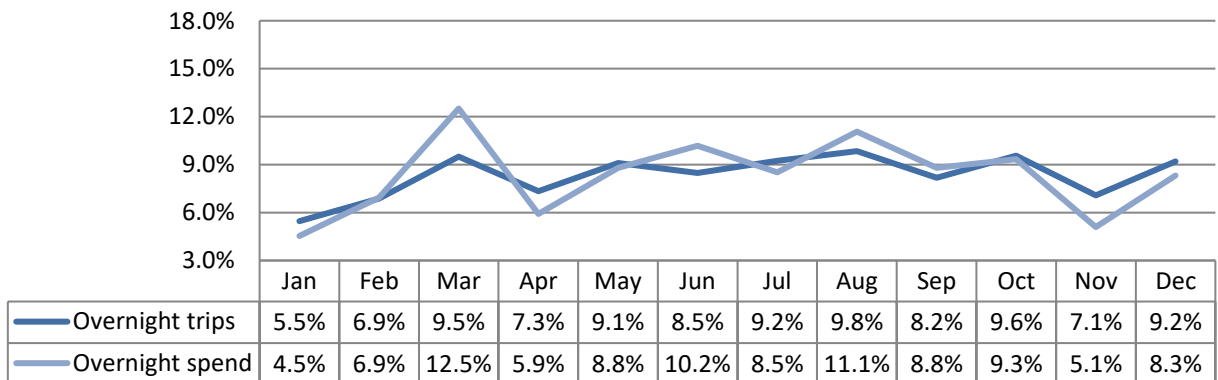
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



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Contextual analysis

INTRODUCTION

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2016 and provides comparative data against previously published data. The results are derived using the Cambridge Economic Impact Model under licence by The Research Solution Ltd based on the latest data from national tourism surveys and regionally/locally based data.

CONTEXTUAL ANALYSIS

The three key surveys used to measure volume and expenditure from tourism trips are the GB Tourism Survey (for domestic overnight trips), the International Passenger Survey (IPS) for visits from overseas, and the GB Day Visitor Survey (GBDVS), which measures tourism day visits.

Domestic tourism

In 2016, British residents took 99.3 million overnight trips in England, totalling 295 million nights away from home. The number of domestic trips was 4% lower than in 2015, and nights were down by 5% in 2015. Holiday Trips in England in 2016 increased by +2% compared to the same period last year, with 44.7 million trips recorded. Visits to friends and relatives decreased by -9% to 36.9 million. Business trips increased for the January to December period, up by +2% to 14.1 million.

The volume of trips to the West Midlands region in 2016 was unchanged on the previous year. However, this is on the back of a 10% year-on-year increase in overnight trips between 2014 and 2015. The GB Tourism Survey data is a key driver for the Cambridge model. However, it is not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we have applied a 3-year rolling average to this data to help smooth out short term market fluctuations and highlight longer-term trends. The 2016 volume and value of trips to Warwickshire are based on three-year average (2014-2016) and are compared to the 2015 performance, which is an average of 2013-2015 average.

Visits from overseas

The number of visits in 2016 grew 4% to a record 37.6 million, after several years of growth since 2010. The number of visitor nights spent in the UK increased by 2% in 2016 to 277 million, with the average number of nights per visit declining at 7.4.

The value of spending increased by 2% to £22.5 billion. Average spend per visit was £599 in 2016, down from the peak of £650 per visit in 2015 and reflecting a lower spend per visit, due to shorter average length of stay.

Overseas trips to the West Midlands region were 4% up on 2015 to reach just 2.2 million overnight trips. The total number of nights was down by 2% to reach 15.9 million nights in 2016. Spend was up 5% to £855 million in 2016.

- Holiday visits are particularly likely to include going to a theatre with Stratford-upon-Avon a major draw
- The West Midlands is also one of the most popular areas for watching sport, the number of visitors coming primarily for this reason is behind only London and the North West
- Going to the pub and socialising with locals are popular, whilst eating out is less likely here than in many areas - probably a reflection of the high proportion of visits which involve staying as a guest with friends or relatives
- Those from the Irish Republic and France dominate overseas visits to the area, accounting for two in five holidaymakers (compared to around one in five nationally). Short travel times and event based visits may contribute to relatively few visits lasting over a week
- The West Midlands attracts holiday visits all year round, possibly boosted by non-seasonal activities such as shopping or going to the theatre. The area sees relatively high numbers of visits from those travelling with children but also from older visitors.

The International Passenger Survey (IPS) is conducted by Office for National Statistics and is based on face- to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. The number of interviews conducted in England in 2016 was 33,157. This large sample size allows reliable estimates to be produced for various groups of passengers despite the low proportion of travellers interviewed. The IPS provides headline figures, based on the county or unitary authority, for the volume and value of overseas trips to the UK. The sample for West Midlands was 2,049 interviews.

Tourism Day Visits

During 2016, GB residents took a total of 1,834 million Tourism Day Visits to destinations in England, Scotland or Wales, 3% up from 2015. Around £64 billion was spent during these trips, less than 1% up from 2015. The largest proportion of visits were taken to destinations in England (1,557 million visits or 85% of the total). The distribution of expenditure during visits broadly reflects this pattern, with a total value of day trips to England totalling £53.5 billion (84%) of the total for GB).

Day trips to Warwickshire

There were 13.05 million day trips made to Warwickshire in 2016, down slightly (0.76%) from the volume of trips achieved in 2015. However, there was a dip in performance in 2015, with the volume of trips down 6% compared to 2014. As with the domestic overnight trips the district results reflect the drop in the volume of trips between 2016 and 2014. The exception is Warwickshire as the comparisons are 2015 vs 2016 with only marginal changes.

Volume of Tourism

Staying Visitors - Accommodation Type

Trips by Accommodation

	UK		Overseas		Total	
Serviced	152,000	70%	46,000	79%	198,000	72%
Self catering	2,000	1%	500	1%	2,500	1%
Camping	26,000	12%	1,800	3%	27,800	10%
Static caravans	5,000	2%	0	0%	5,000	2%
Group/campus	3,000	1%	1,000	2%	4,000	1%
Paying guest	9,000	4%	1,000	2%	10,000	4%
Second homes	0	0%	0	0%	0	0%
Boat moorings	0	0%	0	0%	0	0%
Other	2,000	1%	1,000	2%	3,000	1%
Friends & relatives	19,000	9%	6,000	10%	25,000	9%
Total 2016	218,000		58,000		276,000	
Comparison 2015	213,000		53,000		266,000	
Difference	2.3%		9.4%		3.8%	

Nights by Accommodation

	UK		Overseas		Total	
Serviced	272,000	61%	154,000	59%	426,000	60%
Self catering	2,000	0%	6,000	2%	8,000	1%
Camping	84,000	19%	18,000	7%	102,000	14%
Static caravans	6,000	1%	0	0%	6,000	1%
Group/campus	10,000	2%	25,000	10%	35,000	5%
Paying guest	19,000	4%	5,000	2%	24,000	3%
Second homes	0	0%	0	0%	0	0%
Boat moorings	0	0%	0	0%	0	0%
Other	5,000	1%	2,000	1%	7,000	1%
Friends & relatives	48,000	11%	47,000	18%	95,000	13%
Total 2016	446,000		259,000		705,000	
Comparison 2015	430,000		231,000		661,000	
Difference	3.7%		12.1%		6.7%	

Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£34,988,000	83%	£18,176,000	77%	£53,164,000	81%
Self catering	£155,000	0%	£392,000	2%	£547,000	1%
Camping	£2,328,000	6%	£744,000	3%	£3,072,000	5%
Static caravans	£579,000	1%	£0	0%	£579,000	1%
Group/campus	£210,000	0%	£1,586,000	7%	£1,796,000	3%
Paying guest	£2,482,000	6%	£481,000	2%	£2,963,000	5%
Second homes	£0	0%	£0	0%	£0	0%
Boat moorings	£0	0%	£0	0%	£0	0%
Other	£205,000	0%	£89,000	0%	£294,000	0%
Friends & relatives	£1,255,000	3%	£2,033,000	9%	£3,288,000	5%
Total 2016	£42,202,000		£23,501,000		£65,703,000	
Comparison 2015	£42,904,000		£20,478,000		£63,382,000	
Difference	-1.6%		14.8%		3.7%	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip

Trips by Purpose

	UK		Overseas		Total	
Holiday	171,000	78%	48,000	83%	219,000	79%
Business	23,000	11%	4,000	7%	27,000	10%
Friends & relatives	23,000	11%	5,000	9%	28,000	10%
Other	500	0%	800	1%	1,300	0%
Study	0	0%	0	0%	0	0%
Total	2016	218,000	58,000		276,000	
Comparison	2015	213,000	53,000		266,000	
Difference		2.3%	9.4%		3.8%	

Nights by Purpose

	UK		Overseas		Total	
Holiday	350,000	78%	193,000	75%	543,000	77%
Business	50,000	11%	17,000	7%	67,000	10%
Friends & relatives	45,000	10%	44,000	17%	89,000	13%
Other	2,000	0%	6,000	2%	8,000	1%
Study	0	0%	0	0%	0	0%
Total	2016	446,000	259,000		705,000	
Comparison	2015	430,000	231,000		661,000	
Difference		3.7%	12.1%		6.7%	

Spend by Purpose

	UK		Overseas		Total	
Holiday	£34,401,000	82%	£19,159,000	82%	£53,560,000	82%
Business	£5,543,000	13%	£1,747,000	7%	£7,290,000	11%
Friends & relatives	£1,967,000	5%	£2,270,000	10%	£4,237,000	6%
Other	£290,000	1%	£326,000	1%	£616,000	1%
Study	£0	0%	£0	0%	£0	0%
Total	2016	£42,202,000	£23,501,000		£65,703,000	
Comparison	2015	£42,904,000	£20,478,000		£63,382,000	
Difference		-1.6%	14.8%		3.7%	

Day Visitors

Trips and Spend by Urban, Rural and Coastal Area

	Trips		Spend	
Urban visits	2,098,000		98,833,000	
Countryside visits	0		0	
Total	2016	2,098,000	98,833,000	
Comparison	2015	2,113,000	94,965,000	
Difference		-0.7%	4.1%	

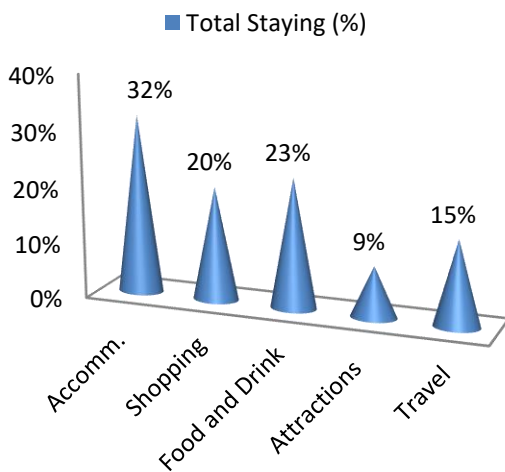
Value of Tourism

Expenditure Associated with Trips:

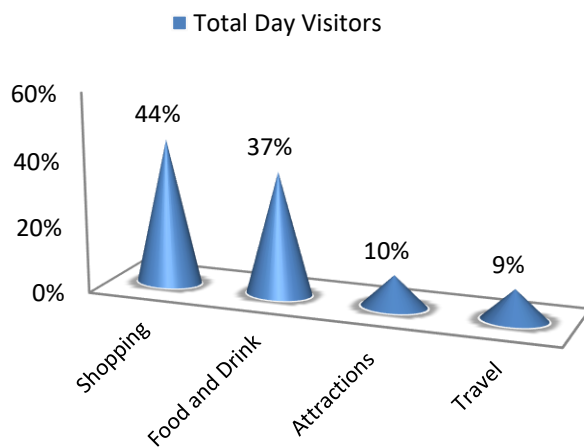
Direct Expenditure Associated with Trips

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£13,299,000	£6,955,000	£9,993,000	£4,222,000	£7,733,000	£42,202,000
Overseas tourists		£7,746,000	£6,419,000	£5,291,000	£1,752,000	£2,294,000	£23,502,000
Total Staying		£21,045,000	£13,374,000	£15,284,000	£5,974,000	£10,027,000	£65,704,000
Total Staying (%)		32%	20%	23%	9%	15%	100%
Total Day Visitors		£0	£43,473,000	£36,680,000	£9,510,000	£9,170,000	£98,833,000
Total Day Visitors		0%	44%	37%	10%	9%	100%
Total	2016	£21,045,000	£56,847,000	£51,964,000	£15,484,000	£19,197,000	£164,537,000
%		13%	35%	32%	9%	12%	100%
Comparison	2015	£20,204,000	£54,463,000	£50,025,000	£14,981,000	£18,674,000	£158,347,000
Difference		4.2%	4.4%	3.9%	3.4%	2.8%	3.9%

Breakdown of expenditure



Breakdown of expenditure



Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	Boats	Static vans	Friends & relatives	Total
£97,000	£0	£0	£4,492,000	£4,589,000

Spend on second homes is assumed to be an average of £2,000 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,000 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,000. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £175 per visit has been assumed based on national research for social and personal visits.

Direct Turnover Derived From Trip Expenditure

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

		Staying Visitor	Day Visitors	Total
Accommodation		£21,351,000	£734,000	£22,085,000
Retail		£13,240,000	£43,038,000	£56,278,000
Catering		£14,825,000	£35,580,000	£50,405,000
Attractions		£6,261,000	£10,311,000	£16,572,000
Transport		£6,016,000	£5,502,000	£11,518,000
Non-trip spend		£4,589,000	£0	£4,589,000
Total Direct	2016	£66,282,000	£95,165,000	£161,447,000
Comparison	2015	£63,870,000	£91,441,000	£155,311,000
Difference		3.8%	4.1%	4.0%

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Supplier and Income Induced Turnover

		Staying Visitor	Day Visitors	Total
Indirect spend		£15,021,000	£15,347,000	£30,368,000
Non trip spending		£918,000	£0	£918,000
Income induced		£7,143,000	£1,868,000	£9,011,000
Total	2016	£23,082,000	£17,215,000	£40,297,000
Comparison	2015	£22,239,000	£16,541,000	£38,780,000
Difference		3.8%	4.1%	3.9%

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

		Staying Visitor	Day Visitors	Total
Direct		£66,282,000	£95,165,000	£161,447,000
Indirect		£23,082,000	£17,215,000	£40,297,000
Total Value	2016	£89,364,000	£112,380,000	£201,744,000
Comparison	2015	£86,109,000	£107,982,000	£194,091,000
Difference		3.8%	4.1%	3.9%

Employment

Employment

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving visitor spending.

Direct employment

Full time equivalent (FTE)						
	Staying Visitor		Day Visitor		Total	
Accommodation	377	41%	13	1%	390	19%
Retailing	96	10%	312	29%	408	20%
Catering	239	26%	573	53%	812	40%
Entertainment	93	10%	153	14%	246	12%
Transport	43	5%	39	4%	83	4%
Non-trip spend	76	8%	0	0%	76	4%
Total FTE	2016	925		1,091		2,016
Comparison	2015	892		1,048		1,940
Difference		3.7%		4.1%		3.9%
Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Accommodation	558	42%	19	1%	578	20%
Retailing	144	11%	468	29%	612	21%
Catering	358	27%	860	53%	1,219	41%
Entertainment	131	10%	216	13%	347	12%
Transport	61	5%	56	3%	116	4%
Non-trip spend	87	7%	0	0%	87	3%
Total Actual	2016	1,340		1,619		2,959
Comparison	2015	1,292		1,556		2,847
Difference		3.7%		4.1%		3.9%

Indirect & Induced Employment

Full time equivalent (FTE)			
	Staying Visitor	Day Visitors	Total
Indirect jobs	266	256	521
Induced jobs	119	31	150
Total FTE	2016	385	672
Comparison	2015	371	646
Difference		3.8%	4.1%

Estimated actual jobs			
	Staying Visitor	Day Visitors	Total
Indirect jobs	303	292	594
Induced jobs	136	35	171
Total Actual	2016	439	766
Comparison	2015	423	737
Difference		3.8%	4.1%

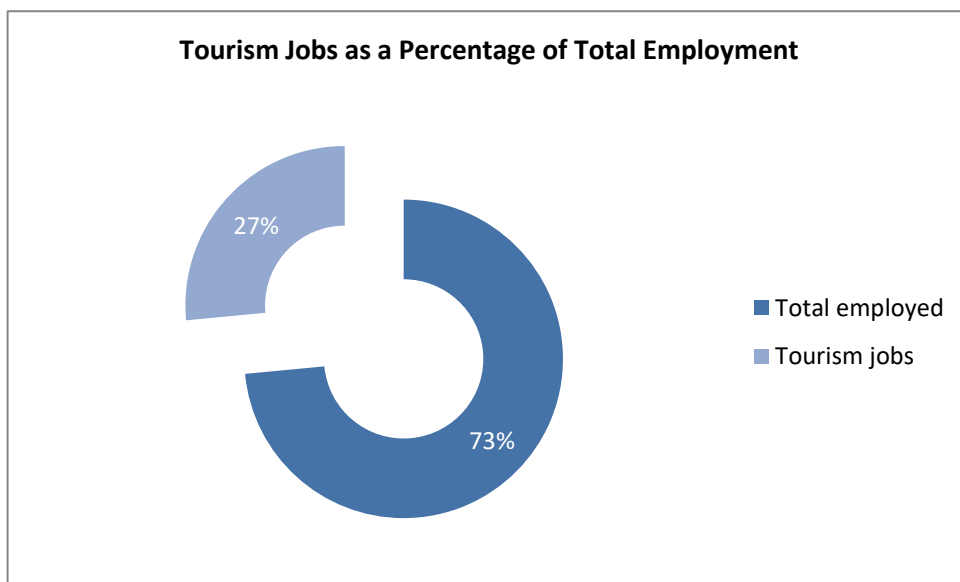
Total Jobs

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)						
	Staying Visitor		Day Visitor		Total	
Direct	925	71%	1,091	79%	2,016	75%
Indirect	266	20%	256	19%	521	19%
Induced	119	9%	31	2%	150	6%
Total FTE	2016	1,310	1,378		2,688	
Comparison	2015	1,262	1,324		2,586	
Difference		3.7%	4.1%		3.9%	
Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Direct	1,340	75%	1,619	83%	2,959	79%
Indirect	303	17%	292	15%	594	16%
Induced	136	8%	35	2%	171	5%
Total Actual	2016	1,779	1,946		3,725	
Comparison	2015	1,714	1,870		3,584	
Difference		3.8%	4.1%		3.9%	

Tourism Jobs as a Percentage of Total Employment

	Staying Visitor	Day visitors	Total
Total employed	14,054	14,054	14,054
Tourism jobs	1,779	1,946	3,725
Proportion all jobs	13%	14%	27%
Comparison	2015	1,714	1,870
Difference	3.8%	4.1%	3.9%



The key volume and value results included in this report are derived from the various sources as described throughout the report. These include regional and county breakdowns from national level data (Great Britain Tourism Survey and International Passenger Survey) as well as jobs and income information such as the Annual Survey of Hours & Earnings.

At a local level, the occupancy survey provides accurate local occupancy levels and known accommodation stock.

The key 2016 results of the Economic Impact Assessment are:

2.4 million trips were undertaken in the area

2.1 million day trips

0.3 million overnight visits

0.7 million nights in the area as a result of overnight trips

£165 million spent by tourists during their visit to the area

£14 million spent on average in the local economy each month.

£66 million generated by overnight visits

£99 million generated from irregular day trips.

£202 million spent in the local area as result of tourism, taking into account multiplier effects.

3,725 jobs supported, both for local residents from those living nearby.

2,959 tourism jobs directly supported

766 non-tourism related jobs supported linked to multiplier spend from tourism.

Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by The Research Solution.

The model utilises information from national tourism surveys and regionally based data held by The Research Solution. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

Limitations of the Model

The methodology and accuracy of the above sources varies. The results of the model should therefore be regarded as estimates which are indicative of the scale and importance of visitor activity in the local area. It is important to note that in the national tourism surveys the sample sizes for each area changes year on year. This is as a result of the random probability nature of the methodology. As such, the results of the Cambridge Model are best viewed as a snapshot in time and we would caution against year-on-year comparisons.

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London.

Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding

All figures used in this report have been rounded. In some tables there may therefore be a slight discrepancy between totals and sub totals.

Data sources

The main national surveys used as data sources in stage one include:

- Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
- International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
- Day Visits in the annual Great Britain Day Visitor Survey using information on visits lasting more than 3 hours and taken on an irregular basis

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock held by The Research Solution;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions ;
- Registrar General's estimates of resident population as based on the 2011 Census of Population;
- Selected data from the 2011 Census of Employment;

Staying Visitors

The GBTS provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The IPS provides information on the total number of trips by overseas visitors to the region.

Day Visitors

Information on day trips at the regional level is available from the Day Visits in Great Britain survey. The survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The model uses information from the survey to estimate the number of longer day trips (defined as those lasting at least 3 hours and involving travel of more than 20 miles) and irregular trips lasting more than 3 hours.

Impact of tourism expenditure

This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The GBTS, IPS and Day Visits to Great Britain survey data on the breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of full time job equivalents

Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated.

The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated. After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

Number of Actual Jobs

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending. In general, the conversion factor varies around 1.5 in those sectors.

The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

Trips, Nights and Spend (Definitions)

'Trips' are classified as trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. Each adult or child present on the trip counts as a trip, for example, a family of 2 adults and 2 children taking a trip away would count as 4 trips.

'Nights' are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3 night trip away from home would count as 12 nights.

'Spend' is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip.

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