2017

Marketing Lancashire

STEAM Tourism Economic Impacts
2017 Year in Review

The Visitor Economy of Lancashire

This is a summary of the annual tourism economic impact research undertaken for Marketing Lancashire for the calendar year 2017, with comparisons to 2016. Outputs in this report have been generated using STEAM, the tourism specific economic impact model, owned and operated by Global Tourism Solutions (UK) Ltd.

2017

67.63m Tourism Visits to Lancashire in 2017

85.28m Visitor Days and Nights generated across Lancashire in 2017

59.29m tourism visits made by **Day Visitors** in 2017

Day Visits generated **£2.06bn** for the local economy in 2017

8.33m visits made by **visitors staying in Lancashire** as part of a holiday or short break, generating **25.99m nights** spent in local accommodation and homes

A total of **£4.25bn** was generated within the local economy through visitor and tourism business expenditure

Together, **Shopping** and **Food and Drink** sectors generated more than **£2.18bn** of direct economic benefit in 2017

Tourism activity supports **60,007 full-time equivalent jobs** locally

In total, **staying visitors** generate a **total economic impact** of **£2.20bn** for local businesses and communities

On average, visitors **staying in Lancashire** stay for 3.1 nights and spend a total of **£404m** on local accommodation

Trends 2016-2017

Visitor Numbers	Total Visitor Days & Nights	Economic Impact
+0.5%	+0.7%	+2.9%

2017

Visitor Types

Staying Visitors encompass all tourists staying overnight for at least one night in one of the following types of accommodation:

- **Serviced Accommodation** - including Hotels, Guest Houses, B&Bs, Inns
- **Non-Serviced Accommodation** – including Self-Catering properties such as Houses, Cottages, Chalets and Flats, as well as Camping and Caravanning, Hostels and University / College accommodation
- **Staying with Friends and Relatives (SFR)** – unpaid overnight accommodation with local residents

Day Visitors visiting the area on a non-routine and non-regular leisure day trip from a home or holiday base

Staying Visitors
12.3% of Visits

Day Visitors
87.7% of Visits

Total Visitor Numbers
67.63m

Visitor Numbers

There were an estimated 67.63m tourism visits to Lancashire in 2017, 0.5% higher than in 2016. Over a period of five years (since 2012), tourism visits to Lancashire have grown by 8.4% with nearly 5.3m additional visitors arriving in 2017 compared to 2012.

8.33m visits to Lancashire in 2017 were from staying visitors. Staying visitors use the wide range of serviced and non-serviced accommodation across the county, in addition to stays with friends and relatives in local homes. Staying visitors accounted for 12.3% of the county's visitors in 2017. Visitors staying in serviced accommodation accounted for 4.44m visits (53% of overnight stays). The non-serviced accommodation sector, with a huge range of accommodation including hostels, caravan and camping and self-catering units, generated 1.44m staying visits (17% of overnight stays). Stays with friends and relatives are also very important, accounting for nearly 30% of staying visits (2.46m staying visits). Between 2016 and 2017, there was modest volume growth in the number of staying visits (+0.3%).

Day visitors accounted for 87.7% of all tourism visits made to Lancashire in 2017. The day visitor market is a vital driver for the local visitor economy and growth or decline in this market influences the overall performance of the destination to a significant extent. There was an estimated 0.5% increase in Day Visits compared to 2016.

Key Figures: Visitor Numbers - Marketing Lancashire 2017

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2017 (Millions)	**M**	**4.437**	**1.442**	**2.455**	**8.333**	**59.293**	**67.627**
2016 (Millions)	M	4.479	1.391	2.442	8.313	58.971	67.283
Change 16/17 (%)	**%**	**-1.0**	**+3.7**	**+0.5**	**+0.3**	**+0.5**	**+0.5**
Share of Total (%)	%	6.6	2.1	3.6	12.3	87.7	100.0

Total Visitor Days

85.28m

Visitor Days

Lancashire's visitors spent an estimated 85.28m days / nights in the county during 2017; 0.7% higher than in 2016 and 9.2% higher than in 2012. This comprises the volume of day visits and the total number of days and nights spent by staying visitors. On average, staying visits to the county generate 3.1 days / nights spent in paid accommodation or as stays with friends and relatives in local homes.

Between 2016 and 2017, day visits increased by 0.5%. There were an estimated 59.29m tourism day visits to the county during 2017 and these accounted for 69.5% of all visitor days. Since 2012, the day visitor market has seen a growth of just under 5.2m visitor days (+9.6%).

Staying visitors accounted for the remaining visitor days (30.5%) and these overnight visits generated 25.99m visitor days in 2017. Staying visitor days increased by 1.2% between 2016 and 2017. Since 2012, staying visits have increased steadily, growing by 8.3% during that five year period.

There was a positive period of performance from Easter through the summer months (April to August), where visitor days were up by +2%. The day visitor trend was slightly above the overall trend for that period (achieving 2.4% growth April to August) with a more notable increase in visitor days during Easter (+6.7%). While day visits tailed off in September (-1.7%), the staying visitor market saw growth of 3.4%.

Key Figures: Visitor Days - Marketing Lancashire 2017

Visitor Days		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2017 (Millions)	**M**	**9.608**	**10.033**	**6.347**	**25.988**	**59.293**	**85.281**
2016 (Millions)	M	9.706	9.669	6.316	25.691	58.971	84.662
Change 16/17 (%)	**%**	**-1.0**	**+3.8**	**+0.5**	**+1.2**	**+0.5**	**+0.7**
Share of Total (%)	%	11.3	11.8	7.4	30.5	69.5	100.0

Average Length of Stay for Different Visitor Types: 2017

Day Visitors	All Visitors	Serviced Accommodation	Staying with Friends/Relatives	Staying Visitors	Non-Serviced Accommodation
1.0	1.3	2.2	2.6	3.1	7.0

Total Economic Impact

£4.25bn

Economic Impact

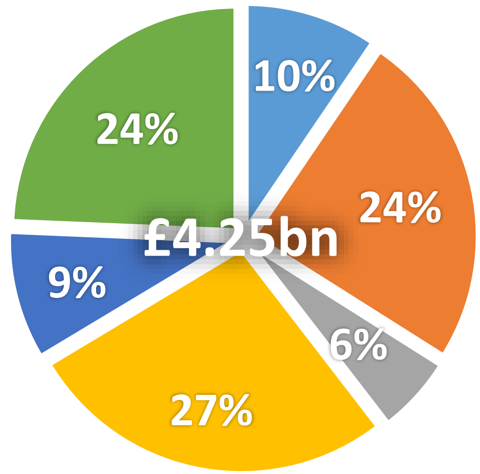
The value of tourism activity in Lancashire was estimated to be £4.25bn in 2017. Between 2016 and 2017, the total value of tourism activity grew by 2.9%. This growth was generated by a combination of additional visits and increased visitor expenditure levels on goods and services.

The total economic impact comprises the expenditure of visitors on goods and services, totalling £3.217bn, and the *indirect* and *induced* economic effects of local businesses and residents spending tourism revenues locally, accounting for a further £1.04bn.

In 2017, the two largest areas of expenditure for visitors were Shopping (£1.14bn) and Food and Drink (£1.04bn). Together, these two categories of spend accounted for 68% of total direct expenditure by visitors.

In 2017, the county's day visitor market accounted for 48.3% of the value of tourism activity (£2.06bn), and had increased by 3.2% between 2016 and 2017. The staying visitor market saw total value growth of 2.8% during the same period.

Composition of Total Economic Impact by Type of Expenditure 2017



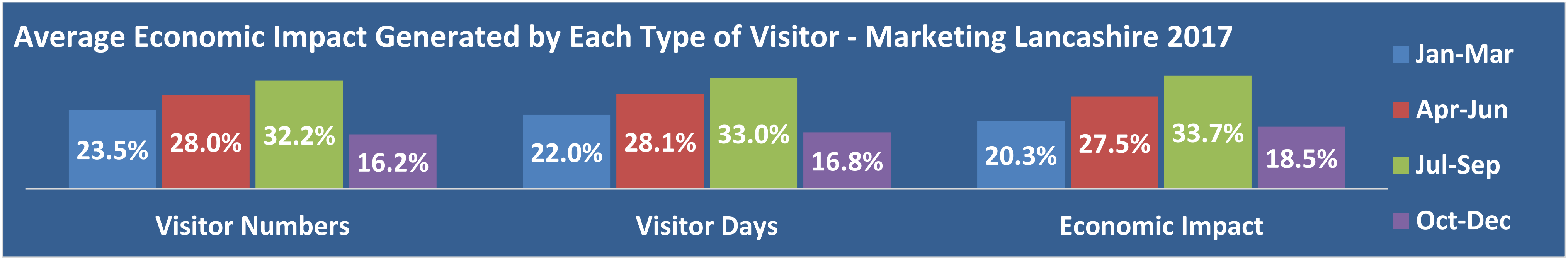
Accommodation: Payments for overnight stays in accommodation, such as room rates, pitch fees and hire charges for non-serviced accommodation
Recreation: Covering expenditure on a wide range of leisure activities such as museum, event, concert / theatre and attractions attendance as well as sports participation and spectating.
Transport: Expenditure within the destination on travel, including fuel and public transport tickets
Food and Drink: Spend on eating and drinking at restaurants, cafes and other venues, takeaway food, snacks and groceries
Shopping: What visitors spend on items including clothing / jewellery, household items, music / films / games, gifts and smaller items, books and maps, plants and garden items
Indirect: The expenditure by local tourism businesses within the local supply chain

Key Figures: Economic Impact - Marketing Lancashire 2017

Economic Impact		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2017 (£ Billions)	**£Bn**	**1.337**	**0.618**	**0.243**	**2.197**	**2.055**	**4.252**
2016 (£ Billions)	£Bn	1.323	0.580	0.235	2.139	1.992	4.130
Change 16/17 (%)	**%**	**+1.1**	**+6.4**	**+3.1**	**+2.8**	**+3.2**	**+2.9**
Share of Total (%)	%	31.5	14.5	5.7	51.7	48.3	100.0

Average Economic Impact Generated by Each Type of Visitor - Marketing Lancashire 2017

Economic Impact	Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	Visitors
Economic Impact per Day	**£ 139.20**	**£ 61.55**	**£ 38.22**	**£ 84.56**	**£ 34.65**	**£ 49.86**
Economic Impact per Visit	£ 301.43	£ 428.27	£ 98.81	£ 263.69	£ 34.65	£ 62.88



Total FTEs Supported

60,007

Employment Supported by Tourism

The expenditure and activity of visitors to Lancashire supported a total of 60,007 Full-Time Equivalent jobs (FTEs); 1% higher than in 2016 and 9.5% higher than in 2012.

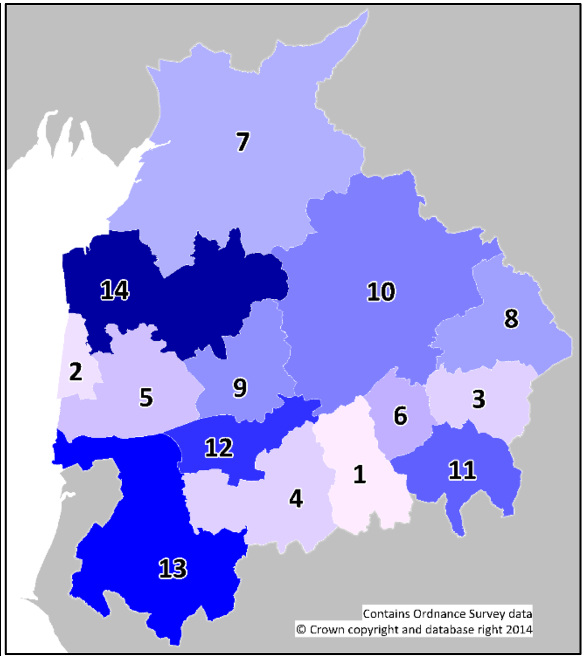
Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 48,945 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 11,062 FTEs. Direct employment in Shopping (14,359 FTEs) and Food and Drink sectors (14,330 FTEs) account for 58.6% of direct FTEs supported by visitor activity.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type - Marketing Lancashire 2017

Employment Supported by Sector 2017	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	13,860	14,330	3,974	14,359	2,423	48,945	11,062	60,007

STEAM Key Impacts by Authority area: Marketing Lancashire 2017

	Authority Area	Visitor Numbers Share	Visitor Numbers Total	Economic Impact Share	Economic Impact Total	Employment Share	Employment FTEs
1	Blackburn with Darwen Borough Council	6%	4.2m	4%	£171.6m	4%	2,186
2	Blackpool Council	27%	18.1m	36%	£1,524.0m	42%	25,106
3	Burnley Borough Council	4%	2.5m	3%	£114.8m	2%	1,461
4	Chorley Borough Council	5%	3.7m	4%	£182.7m	4%	2,314
5	Fylde Borough Council	5%	3.3m	6%	£248.8m	5%	3,222
6	Hyndburn Borough Council	3%	2.0m	2%	£87.4m	2%	1,078
7	Lancaster City Council	11%	7.5m	11%	£476.5m	11%	6,352
8	Borough of Pendle	4%	2.7m	3%	£124.9m	3%	1,662
9	Preston City Council	10%	6.9m	7%	£317.4m	7%	3,961
10	Ribble Valley Borough Council	6%	4.1m	6%	£243.0m	5%	3,262
11	Rossendale Borough Council	2%	1.4m	1%	£59.0m	1%	778
12	South Ribble Borough Council	5%	3.4m	4%	£168.1m	4%	2,106
13	West Lancashire District Council	4%	2.9m	4%	£161.0m	3%	1,996
14	Wyre Borough Council	7%	4.9m	9%	£372.9m	8%	4,524
	LANCASHIRE	**100%**	**67.6m**	**100%**	**£4,252.1m**	**100%**	**60,007**



Notes:

- Visitor Numbers and Economic Impact figures rounded to one decimal place
- The total Economic Impact Figure for Lancashire expressed above as £4,252m is referred to elsewhere in this report as £4.252bn
- FTEs are Full Time Equivalent jobs

STEAM Comparative Headlines: Marketing Lancashire 2016 and 2017

STEAM FINAL TREND REPORT FOR 2009-2017 MARKETING LANCASHIRE	Comparing 2017 and 2016 All £'s Historic Prices	COMPARATIVE HEADLINES

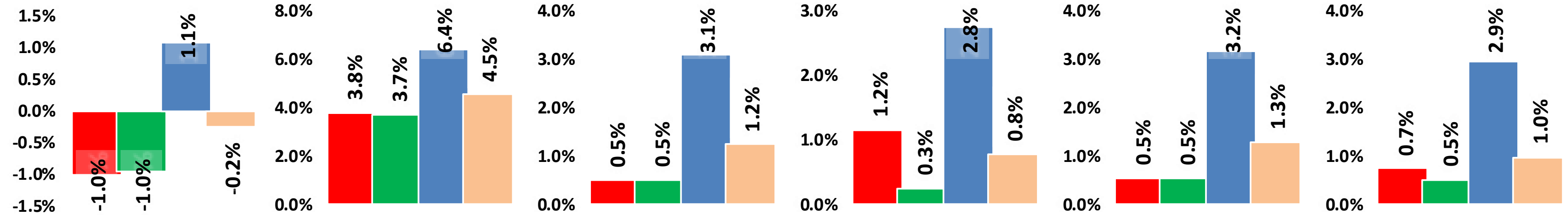
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - IN HISTORIC PRICES

KEY
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

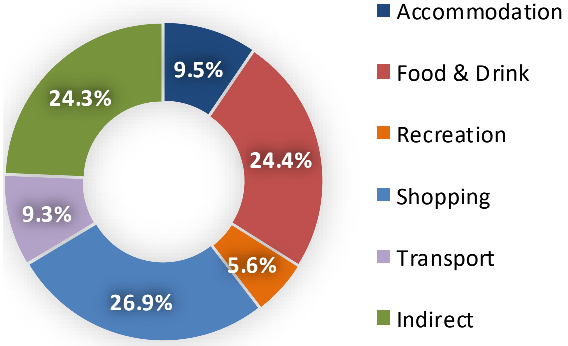
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %
Visitor Days	M	9.608	9.706	-1.0%	10.03	9.669	3.8%	6.347	6.316	0.5%	25.99	25.69	1.2%	59.29	58.97	0.5%	85.28	84.66	0.7%
Visitor Numbers	M	4.437	4.479	-1.0%	1.442	1.391	3.7%	2.455	2.442	0.5%	8.333	8.313	0.3%	59.29	58.97	0.5%	67.63	67.28	0.5%
Direct Expenditure	£Bn																3.217	3.126	2.9%
Economic Impact	£Bn	1.337	1.323	1.1%	0.618	0.580	6.4%	0.243	0.235	3.1%	2.197	2.139	2.8%	2.055	1.992	3.2%	4.252	4.130	2.9%
Direct Employment	FTEs	21,485	21,538	-0.2%	5,882	5,628	4.5%	2,269	2,242	1.2%	29,636	29,408	0.8%	19,309	19,065	1.3%	48,945	48,473	1.0%
Total Employment	FTEs																60,007	59,404	1.0%

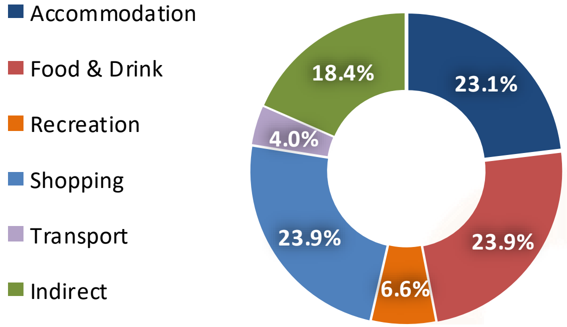
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2017 & 2016 - IN HISTORIC PRICES

KEY
- Visitor Days
- Visitor Numbers
- Total Economic Impact
- Direct Employment



Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices 2017	2016	+/- %	Sectors	Sectoral Distribution of Employment - FTEs 2017	2016	+/- %
0.404	0.399	1.4%	Accommodation	13,860	13,821	0.3%
1.039	1.007	3.2%	Food & Drink	14,330	14,143	1.3%
0.238	0.231	3.0%	Recreation	3,974	3,928	1.2%
1.142	1.108	3.1%	Shopping	14,359	14,186	1.2%
0.393	0.382	3.1%	Transport	2,423	2,394	1.2%
3.217	3.126	2.9%	TOTAL DIRECT	48,945	48,473	1.0%
1.035	1.004	3.1%	Indirect	11,062	10,932	1.2%
4.252	4.130	2.9%	TOTAL	60,007	59,404	1.0%





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