Marketing Lancashire

STEAM Tourism Economic Impacts
2018 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 2018, with comparisons to 2017. Outputs in this report have been generated using STEAM, the tourism specific economic impact model, owned and operated by Global Tourism Solutions (UK) Ltd. The geographical scope of this report is the ceremonial county of Lancashire .

2018

68.74m
Tourism Visits
in 2018

8.22m visits totalling **25.55m nights**
generated by visitors **staying in Lancashire**
as part of a holiday or short break

86.07m
Visitor Days and Nights
generated in 2018

60,782
full time equivalent jobs
supported by tourism activity

On average, visitors **staying in Lancashire** spend 3.1 nights in the area and spend
£400m
on local accommodation

60.52m tourism visits made by **Tourism Day Visitors** in 2018

In total, **staying visitors** generate a **total economic impact** of **£2.23bn** for local businesses and communities

Day Visits generated **£2.18bn** for the local economy

A total of **£4.41bn** was generated within the local economy through visitor and tourism business expenditure

£2.3Bn of direct expenditure by visitors on **Food and Drink** and **Shopping**

Trends
2017-2018

Economic Impact +3.8%

Visitor Numbers +1.7%

Total Visitor Days & Nights +1.0%

2018

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
12.0% of Visits

Day Visitors
88.0% of Visits

Total Visitor Numbers
68.74m

Visitor Numbers

There were an estimated 68.74m tourism visits to Lancashire in 2018, growth of +1.7% compared to 2017. Looking at the period 2012 to 2018, the total number of visits have grown by nearly 6.4m (+10.2%), with the largest positive change in visits occurring between 2015 and 2016 (+4.5%).

In, 2018, Lancashire saw 8.22m staying visits – visits made by guests in paid accommodation or stays with friends and relatives in local homes. Staying visitors accounted for 12.0% of all visitors to Lancashire in 2018. Between 2017 and 2018 the staying visitor market saw a slight drop in visits (-1.3%). In the paid accommodation sector, staying visits are very much dominated by the serviced accommodation sector accounting for 4.37m stays, compared to a total of 1.4m non-serviced accommodation stays. Stays with friends and relatives are an important part of the wider staying visitor market and these types of visit account for nearly one third of all staying visits (2.45m).

Day visitors accounted for 88.0% of all visits made to Lancashire in 2018. The day visitor market is critical to the overall visitor economy and in common with other destinations, day visits are driven by a host of factors. As part of the STEAM process, attendance data for visitor attractions, information centres, events and festivals, shopping centres and car parks are collated and analysed to track changes in visit patterns across all local authority areas in Lancashire. Total tourism day visits were estimated to be 60.52m in 2018.

Key Figures: Visitor Numbers: 2018

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (Millions)	**M**	**4.366**	**1.399**	**2.451**	**8.216**	**60.525**	**68.741**
2017 (Millions)	M	4.433	1.431	2.462	8.327	59.293	67.620
Change 17/18 (%)	**%**	**-1.5**	**-2.2**	**-0.5**	**-1.3**	**+2.1**	**+1.7**
Share of Total (%)	%	6.4	2.0	3.6	12.0	88.0	100.0

Total Visitor Days

86.07m

Visitor Days

Visitor Days comprise the volume of day visits and the total number of days and nights spent by staying visitors. Lancashire's visitors spent an estimated 86.07m visitor days in the area during 2018; +1% higher than in 2017 and +10.2% higher than in 2012.

Between 2017 and 2018, day visits increased by +2.1%. There were an estimated 60.52m tourism day visits to Lancashire during 2018 and these accounted for 70.3% of all visitor days.

Staying visitors to Lancashire accounted for the remaining visitor days (29.7%) and these overnight visits to the area generated 25.55m visitor days in 2018.

Contrasting with the day visitor trend, staying visitor days decreased marginally (-1.4%) between 2017 and 2018. When looking at visitor days spent in the area, serviced (9.48m) and non-serviced accommodation (9.73m) generate nearly identical numbers of days. Non-serviced accommodation visits, while smaller in number, tend to be longer stays (7 nights on average) compared to an average of 2.2 nights for serviced accommodation. On average, taking into account all types of accommodation used, the average staying visit to Lancashire generates 3.1 days spent in the area.

Key Figures: Visitor Days: 2018

Visitor Days		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (Millions)	**M**	**9.481**	**9.732**	**6.337**	**25.550**	**60.525**	**86.074**
2017 (Millions)	M	9.600	9.956	6.366	25.921	59.293	85.215
Change 17/18 (%)	**%**	**-1.2**	**-2.2**	**-0.5**	**-1.4**	**+2.1**	**+1.0**
Share of Total (%)	%	11.0	11.3	7.4	29.7	70.3	100.0

Average Length of Stay for Different Visitor Types: 2018

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

£4.41bn

Economic Impact

The value of tourism activity in Lancashire was estimated to be £4.41bn in 2018. The annual value of tourism activity has grown significantly since 2012, when the value of tourism was estimated to be just under £3.4bn. Between 2017 and 2018, the total value of tourism activity in Lancashire grew by +3.8%.

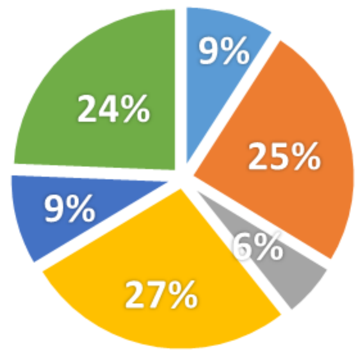
The total economic impact comprises the expenditure of visitors on goods and services, totalling £3.3Bn, and the *indirect* and *induced* economic effects of local businesses and residents spending tourism revenues locally, accounting for a further £1.1Bn.

Perhaps unsurprisingly, the two largest areas of visitor expenditure were shopping (£1.2Bn) and food and drink (£1.1Bn). Together, these two categories of spend accounted for more than two thirds (68.3%) of total direct expenditure by visitors.

In 2018, Lancashire's day visitor market accounted for 49.4% of the value of tourism activity (£2.18bn), and had increased by +6.1 between 2017 and 2018. Although the percentage change in staying visit value was lower at +1.7%, this still represents a boost to the local economy of an additional £36m.

£4.41bn

Total Economic Impact by Type of Expenditure 2018



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: 2018

Economic Impact		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (£ Billions)	**£Bn**	**1.364**	**0.615**	**0.252**	**2.230**	**2.179**	**4.410**
2017 (£ Billions)	£Bn	1.338	0.613	0.243	2.194	2.055	4.248
Change 17/18 (%)	**%**	**+2.0**	**+0.3**	**+3.4**	**+1.7**	**+6.1**	**+3.8**
Share of Total (%)	%	30.9	13.9	5.7	50.6	49.4	100.0

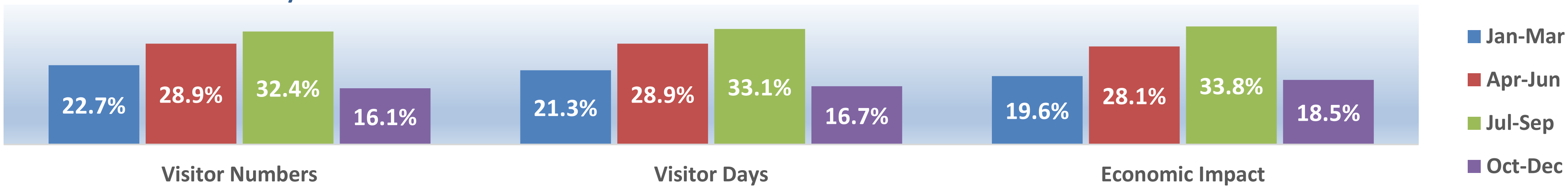
Average Economic Impact Generated by Each Type of Visitor: 2018

Economic Impact	Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	**£143.89**	**£63.15**	**£39.71**	**£87.30**	**£36.01**	**£51.23**
Economic Impact per Visit	£312.48	£439.20	£102.65	£271.46	£36.01	£64.15

Breakdown of Economic Impact: 2018

Economic Impact by Sector 2018	Direct Visitor Expenditure						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	£400m	£1.1Bn	£247m	£1.2Bn	£408m	**£3.3Bn**	£1.1Bn	**£4.4Bn**

Seasonal Distribution of Key Visitor Metrics: 2018



Total FTEs Supported

60,782

Employment Supported by Tourism

The expenditure and activity of visitors to Lancashire supported a total of 60,782 Full-Time Equivalent jobs (FTEs); +1.5% higher than in 2017 and +10.9% higher than in 2012. Since 2012, employment supported by tourism activity across the county has increased by nearly 6,000 FTEs.

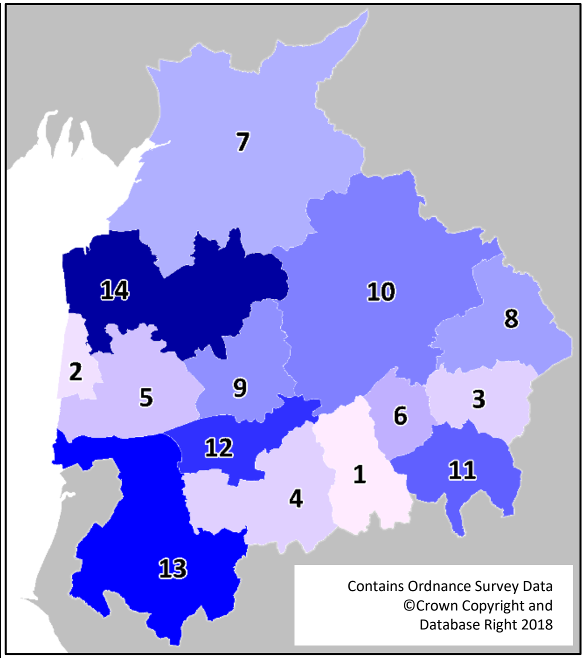
Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 49,576 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 11,206 FTEs. Employment supported locally is very much dominated by Shopping (14,643 FTEs), Food and Drink (14,614 FTEs) and Accommodation (13,829 FTEs), which together account for 87% of all FTEs directly supported.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type: 2018

Employment Supported by Sector 2018	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	13,829	14,614	4,034	14,643	2,456	49,576	11,206	60,782

STEAM Key Impacts by Authority area: Marketing Lancashire 2018

Authority Area		Authority Area		Visitor Numbers		Economic Impact	
		Share	Total	Share	Total	Share	Total
1	Blackburn with Darwen Borough Council	6%	4.4m	4%	£189.6m	4%	2,332
2	Blackpool Council	27%	18.2m	36%	£1,581.5m	42%	25,387
3	Burnley Borough Council	4%	2.6m	3%	£119.9m	2%	1,481
4	Chorley Borough Council	5%	3.6m	4%	£188.4m	4%	2,338
5	Fylde Borough Council	5%	3.3m	6%	£263.5m	6%	3,344
6	Hyndburn Borough Council	3%	2.1m	2%	£93.5m	2%	1,125
7	Lancaster City Council	11%	7.7m	11%	£478.6m	10%	6,209
8	Borough of Pendle	4%	2.8m	3%	£130.4m	3%	1,657
9	Preston City Council	10%	7.0m	7%	£330.7m	7%	4,045
10	Ribble Valley Borough Council	6%	4.4m	6%	£260.8m	6%	3,454
11	Rossendale Borough Council	2%	1.4m	1%	£63.6m	1%	816
12	South Ribble Borough Council	5%	3.4m	4%	£176.9m	4%	2,161
13	West Lancashire District Council	4%	2.9m	4%	£170.7m	3%	2,072
14	Wyre Borough Council	7%	4.8m	8%	£361.6m	7%	4,362
	LANCASHIRE	**100%**	**68.7m**	**100%**	**£4,409.6m**	**100%**	**60,782**



Notes:

- Visitor Numbers and Economic Impact figures rounded to one decimal place
- The total Economic Impact Figure for Lancashire expressed above as £4,409.6**m** is referred to elsewhere in this report as £4.410**bn**
- FTEs are Full Time Equivalent jobs

STEAM Comparative Headlines: 2017 and 2018

STEAM FINAL TREND REPORT FOR 2009-2018
MARKETING LANCASHIRE

Comparing 2018 and 2017
All £'s Historic Prices

COMPARATIVE HEADLINES

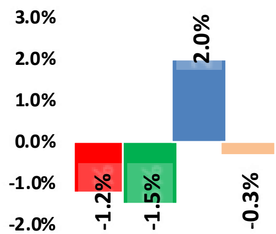
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - IN HISTORIC PRICES

KEY		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more		Serviced			Non-Serviced														
Less than 3% change																			
A Fall of 3% or more		2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %
Visitor Days	M	9.481	9.600	-1.2%	9.732	9.956	-2.2%	6.337	6.366	-0.5%	25.55	25.92	-1.4%	60.52	59.29	2.1%	86.07	85.21	1.0%
Visitor Numbers	M	4.366	4.433	-1.5%	1.399	1.431	-2.2%	2.451	2.462	-0.5%	8.216	8.327	-1.3%	60.52	59.29	2.1%	68.74	67.62	1.7%
Direct Expenditure	£Bn																3.336	3.215	3.8%
Economic Impact	£Bn	1.364	1.338	2.0%	0.615	0.613	0.3%	0.252	0.243	3.4%	2.230	2.194	1.7%	2.179	2.055	6.1%	4.410	4.248	3.8%
Direct Employment	FTEs	21,370	21,439	-0.3%	5,917	5,828	1.5%	2,298	2,276	1.0%	29,585	29,543	0.1%	19,991	19,309	3.5%	49,576	48,852	1.5%
Total Employment	FTEs																60,782	59,903	1.5%

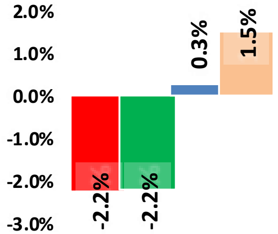
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - IN HISTORIC PRICES

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

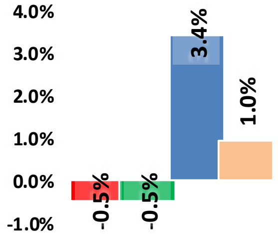
Serviced



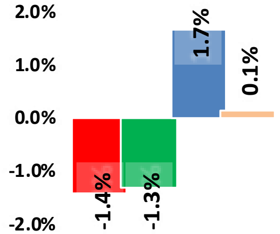
Non-Serviced



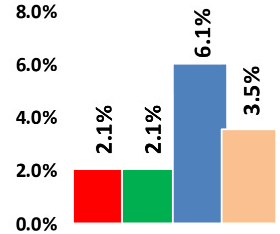
SFR



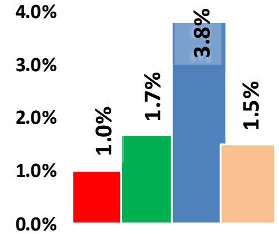
All Staying Visitors



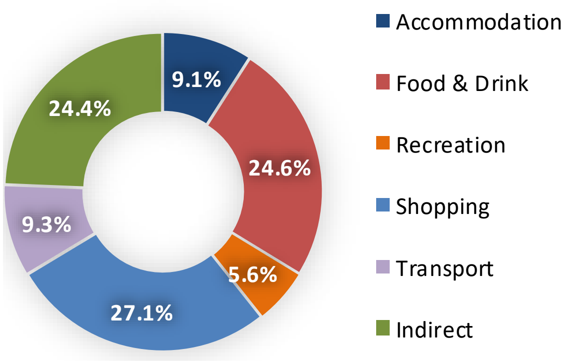
Day Visitors



All Visitor Types



Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Economic Impact 2018	Economic Impact 2017	+/- %	Sectors	Employment 2018	Employment 2017	+/- %
0.400	0.405	-1.1%	Accommodation	13,829	13,804	0.2%
1.086	1.038	4.6%	Food & Drink	14,614	14,315	2.1%
0.247	0.237	4.1%	Recreation	4,034	3,969	1.6%
1.194	1.141	4.6%	Shopping	14,643	14,344	2.1%
0.408	0.393	4.0%	Transport	2,456	2,420	1.5%
3.336	**3.215**	**3.8%**	**TOTAL DIRECT**	**49,576**	**48,852**	**1.5%**
1.074	1.034	3.9%	Indirect	11,206	11,051	1.4%
4.410	**4.248**	**3.8%**	**TOTAL**	**60,782**	**59,903**	**1.5%**

Sectoral Distribution of Employment - FTEs