DECISION

RIBBLE VALLEY BOROUGH COUNCIL
REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No.

meeting date:	16th NOVEMBER 2017
title:	TOURISM PERFORMANCE STATISTICS 2016
submitted by:	JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author:	TOM PRIDMORE, TOURISM AND EVENTS OFFICER

1 PURPOSE

1.1 To receive the latest tourism performance statistics.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives – To sustain a strong and prosperous Ribble Valley
- Corporate Priorities - To encourage economic development throughout the borough, with specific focus on tourism
- Other Considerations – To develop, with relevant partners, measures to support the visitor economy

2 BACKGROUND

2.1 Each year, the Destination Management Organisation, Marketing Lancashire, coordinate a study to measure the performance of tourism and the visitor economy across the county.

2.2 The model used is called STEAM, and is applied at both a county and district level, resulting in year-on-year performance measurements for employment, bedspaces, economic growth and visitor numbers, for both staying and day visitors.

2.3 Whilst tourism itself is difficult to measure, not least given the challenge of defining both what represents the tourism sectors, and moreover what represents a tourist, the STEAM model is widely applied by local authorities and considered to be one of the most reliable models, at least in mapping year on year trends.

2.4 The attached appendix illustrates the favourable results for Ribble Valley, especially in terms of economic growth between 2015 and 2016. The results are always measured one year in arrears.

2.5 Members are advised that there is an error in the report which states 6.8% increase in economic growth for Ribble Valley which should in fact read 9%

2.6 The tables below compare the results for the Lancashire Districts, and the overall results for Lancashire are contained in the attached appendices.

Summary tables.

Economic Impact

Authority Name	% increase from 2015 to 2016
Blackburn with Darwen	4%
Blackpool	9%
Burnley	4%
Chorley	5%
Fylde	8%
Hyndburn	8%
Lancaster	8%
Pendle	9%
Preston	5%
Ribble Valley	9%
Rossendale	9%
South Ribble	8%
West Lancashire	9%
Wyre	9%

Visitor Numbers

Authority Name	% increase from 2015 to 2016
Blackburn with Darwen	0%
Blackpool	6%
Burnley	0%
Chorley	0%
Fylde	6%
Hyndburn	5%
Lancaster	4%
Pendle	7%
Preston	3%
Ribble Valley	8%
Rossendale	7%
South Ribble	6%
West Lancashire	7%
Wyre	6%

Employment

Authority Name	% increase from 2015 to 2016
Blackburn with Darwen	2%
Blackpool	5%
Burnley	2%
Chorley	2%
Fylde	6%
Hyndburn	5%
Lancaster	6%
Pendle	6%
Preston	2%
Ribble Valley	6%
Rossendale	7%
South Ribble	5%
West Lancashire	6%

Visitor Days

Day Type	% increase from 2015 to 2016
Serviced	3%
Non - Serviced	4%
SFR	2%
All Staying Visitors	3%
Day Visitors	5%
All Visitors	4%

3 ISSUES

3.1 The main issue is to note the significant growth in the Ribble Valley visitor economy, amongst the best performing across Lancashire in terms of economic growth and top in terms of growth in visitor numbers.

3.3 Another point of reference is that we believe that some aspects of the study may be underestimating the value of tourism to the local economy. It is likely that the number of bed spaces available, which is used in the overall calculation, has grown in recent years. Also, it is believed that, given recent new tourism developments, employment numbers could also represent an underestimate. Both these factors could have an impact on the overall figures.

4 RISK ASSESSMENT

The approval of this report may have the following implications

- Resources – The cost of the STEAM report is contained within the annual subvention made to Marketing Lancashire
- Technical, Environmental and Legal – None in the context of this report
- Reputation – The Council is an active contributor to both in terms of strategic and operational tourism service.
- Equality and Diversity – None

5 **RECOMMENDATIONS**

5.1 That a press release be released highlighting the successful growth in the local visitor economy.

5.2 That Council officers continue to work with Marketing Lancashire, to refine and update the accuracy of local tourism data as used annually to collate the STEAM study.

TOM PRIDMORE
TOURISM AND EVENTS OFFICER

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None
For further information, please contact Tom Pridmore 01200 414496

2016

Marketing Lancashire

STEAM Tourism Economic Impacts
2016 Year in Review
Summary

Lancashire and its Visitor Economy

This is a summary of the annual tourism economic impact research undertaken for Marketing Lancashire by Global Tourism Solutions (UK) Ltd. New visitor profile and expenditure data provided by the Lancashire Visitor Survey 2016 has been incorporated into the 2015 and 2016 STEAM outputs in this report.

2016

67.28 million Tourism Visits to Lancashire in 2016

8.3 million visits were made by visitors **staying in the county** as part of a holiday or short break, generating **25.69 million nights** in local accommodation

84.66 million Visitor Days and Nights generated by Visitors in 2016

On average, visitors **staying in Lancashire** spend 3.1 nights in the area.

Staying Visitors Spent **£399 Million** on **Local Accommodation**

A total of **£4.13 billion** was generated within the local economy through visitor and tourism business expenditure. The **Shopping** and **Food and Drink** sectors generated a total of **£2.1 billion** of direct economic benefit in 2016

58.97 million tourism visits made by **Day Visitors** in 2016

Day Visits generated **£1.99 billion** for the local economy in 2016

In total, **staying visitors** generate a **total economic impact** of **£2.14 billion** for local businesses and communities

Lancashire's visitors support more than **59 thousand full time equivalent jobs**

Trends 2015-2016

Economic Impact +5.3%

Visitor Numbers +4.5%

Total Visitor Days and Nights +4.2%

2016

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
12.4% of Visits

Day Visitors
87.6% of Visits

Total Visitor Numbers
67.28m

Visitor Numbers

Lancashire offers visitors an exciting range of products and facilities spread across its varied rural, urban and coastal visitor destinations. In 2016, the county received an estimated 67.28m tourism visits distributed across this diverse tourism landscape.

In 2016, there were 8.313 million visits which involved an overnight stay within Lancashire. Staying visitors accounted for 12.4% of all visitors to the area in 2016, making use of the extensive supply of paid accommodation across the county, as well as staying with friends and relatives. Our estimates of staying visits to the county saw good growth in 2016 (+2.9% compared to 2015). Particular factors driving this growth were strong occupancy levels in the serviced accommodation sector (+4.1%) and a combination of positive performance and increased capacity in the non-serviced sector (+1.6%). Coupled with this was additional growth in visits involving stays with friends and relatives, up 1.6% between 2015 and 2016, with these visits accounting for nearly 30% of staying visits to the county.

Lancashire offers a huge range of choices for the day visitor and this group of visitors accounted for 87.6% of all visits made to the area in 2016 and a total of 58.97m visits. Very strong performance, particularly at Easter and following the summer period, accounted for the annual growth of 4.7% in tourism day visits.

Key Figures: Visitor Numbers

Visitor Numbers		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2016 (Millions)	**M**	**4.479**	**1.391**	**2.442**	**8.313**	**58.971**	**67.283**
2015 (Millions)	M	4.303	1.369	2.403	8.075	56.301	64.376
Change 15/16 (%)	**%**	**+4.1**	**+1.6**	**+1.6**	**+2.9**	**+4.7**	**+4.5**
Share of Total (%)	%	6.7	2.1	3.6	12.4	87.6	100.0

Total Visitor Days

84.66m

Visitor Days

In total, Lancashire's staying and day visitors spent an estimated 84.66 million days in the area during 2016. This is accounted for by the 58.97 million day visits and a further 25.69 million staying visitor days. Staying visitors spend an average of 3.1 days in the county during their stay.

Between 2015 and 2016, tourism day visits grew from 56.3 million to 58.97 million (+4.7%). In the period since 2011, the day visitor market has seen the greatest level of growth, with day visitor days increasing 12.8% during that time (growth of 6.68 million visitor days). Day visitors accounted for 69.7% of visitor days in 2016.

Staying visitors to the area accounted for the remaining visitor days (30.3%) and, in total, overnight visits to the county generated 25.69 million visitor days in 2016. Although growth in staying visitor days (+2.8%) was lower than for day visits, the sector still managed to achieve positive performance across all 12 months of 2016, with generally stronger performance from June onward.

Of the three staying visitor sectors tracked in STEAM, performance levels for the non-serviced accommodation sector (+3.9%) were the most positive, with the average length of stay for this sector increasing between 2015 and 2016. Visitor days for the serviced sector were up by 2.6%, with visitor days for the staying with friends and relatives market were also up by 1.6%.

Key Figures: Visitor Days

Visitor Days		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2016 (Millions)	**M**	**9.706**	**9.669**	**6.316**	**25.691**	**58.971**	**84.662**
2015 (Millions)	M	9.459	9.307	6.219	24.985	56.301	81.286
Change 15/16 (%)	**%**	**+2.6**	**+3.9**	**+1.6**	**+2.8**	**+4.7**	**+4.2**
Share of Total (%)	%	11.5	11.4	7.5	30.3	69.7	100.0

Average Length of Stay for Different Visitor Types: 2016

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

Total Economic Impact

£4.13bn

Economic Impact

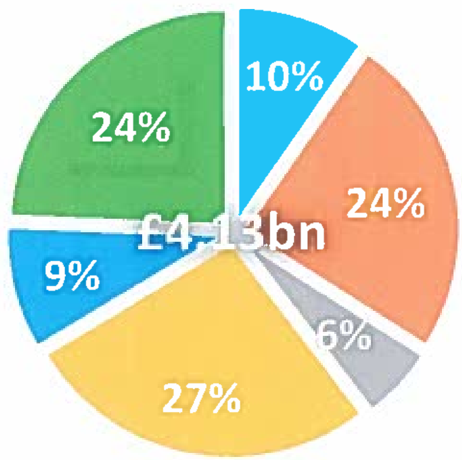
The value of tourism activity across Lancashire grew by 5.3% to £4.13bn in 2016.

The total economic impact comprises the expenditure of visitors on goods and services, totalling £3.13bn, and the *indirect* and *induced* economic effects of local businesses and residents spending tourism revenues locally, accounting for a further £1bn.

In 2016, direct visitor expenditure in the food and drink and shopping sectors were each above £1bn. Both the accommodation and transport sectors received close to £400 million in direct visitor expenditure, with the visitor spend on recreation activities estimated to contribute a further £231 million to the local economy. Annual growth levels, between 2015 and 2016, for these sectors ranged from +5.0% to +5.6%.

In 2016, positive performance in the day visitor market contributed an additional £115 million to the local economy, compared to 2015. Lancashire's staying visitors accounted for a further £94 million in additional economic benefit, with roughly half of this being delivered through growth in the serviced accommodation sector (+£47 million).

Composition of Total Economic Impact by Type of Expenditure 2016



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

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2016 (£ Billions)	**£Bn**	**1.323**	**0.580**	**0.235**	**2.139**	**1.992**	**4.130**
2015 (£ Billions)	£Bn	1.276	0.540	0.229	2.045	1.877	3.921
Change 15/16 (%)	**%**	**+3.7**	**+7.5**	**+2.9**	**+4.6**	**+6.1**	**+5.3**
Share of Total (%)	%	32.0	14.0	5.7	51.8	48.2	100.0

Average Economic Impact Generated by Each Type of Visitor: 2016

Economic Impact	Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	Visitors
Economic Impact per Day	**£ 136.32**	**£ 60.02**	**£ 37.25**	**£ 83.24**	**£ 33.77**	**£ 48.79**
Economic Impact per Visit	£ 295.38	£ 417.23	£ 96.32	£ 257.28	£ 33.77	£ 61.39

Total FTEs Supported

59,404

Employment Supported by Tourism

The expenditure and activity of visitors to Lancashire supported a total of 59,404 Full-Time Equivalent jobs (FTEs); 3.4% higher than in 2015.

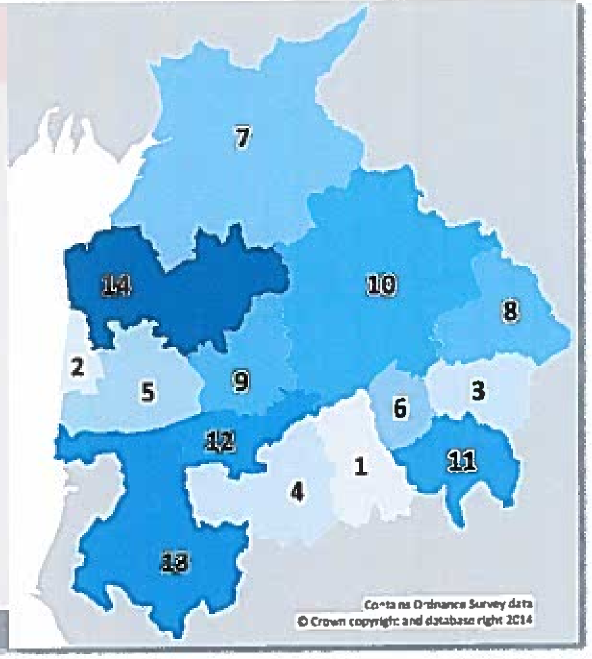
Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 48,473 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 10,932 FTEs.

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

Employment Supported by Sector 2016	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	13,821	14,143	3,928	14,186	2,394	48,473	10,932	59,404

Distribution of Visitor Numbers and Total Economic Impact by Local Authority Area – 2016

	Local Authority	Visitor Numbers %	Visitor Numbers Millions	Economic Impact %	Economic Impact £Millions	Employment %	Employment FTEs
1	Blackburn with Darwen	6%	4.1m	4%	£167.2m	4%	2,176
2	Blackpool	27%	18.0m	36%	£1,496.4m	42%	25,120
3	Burnley	4%	2.5m	3%	£109.3m	2%	1,408
4	Chorley	5%	3.6m	4%	£176.0m	4%	2,268
5	Fylde	5%	3.3m	6%	£242.2m	5%	3,193
6	Hyndburn	3%	2.0m	2%	£85.5m	2%	1,074
7	Lancaster	11%	7.5m	11%	£467.1m	11%	6,319
8	Pendle	4%	2.8m	3%	£116.5m	3%	1,575
9	Preston	10%	6.9m	7%	£303.0m	6%	3,838
10	Ribble Valley	6%	4.1m	5%	£225.9m	5%	3,109
11	Rossendale	2%	1.4m	1%	£58.1m	1%	781
12	South Ribble	5%	3.4m	4%	£164.5m	4%	2,092
13	West Lancashire	4%	2.9m	4%	£156.1m	3%	1,975
14	Wyre	7%	4.9m	9%	£362.5m	8%	4,475
	LANCASHIRE	100%	67.3m	100%	£4,130.4m	100%	59,404



Note: All figures rounded to 1 decimal place.

STEAM FINAL TREND REPORT FOR 2009-2016

MARKETING LANCASHIRE - (INC. LANCASHIRE VISITOR SURVEY 2016 IN '15 AND '16)

Comparing 2016 and 2015

All £'s Historic Prices

COMPARATIVE HEADLINES

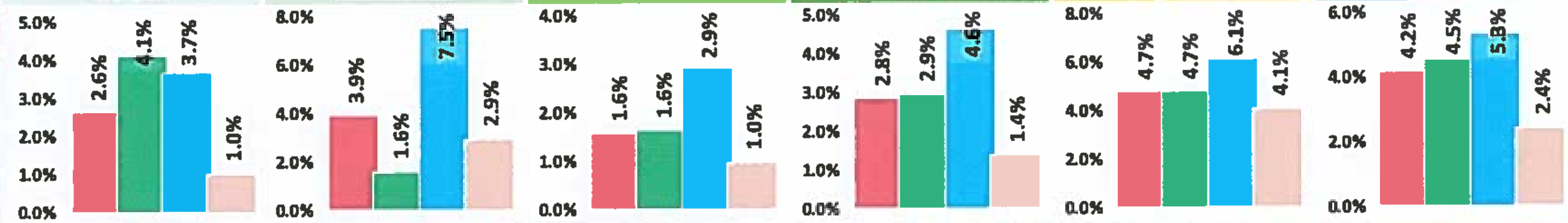
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2016 & 2015 - IN HISTORIC PRICES

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

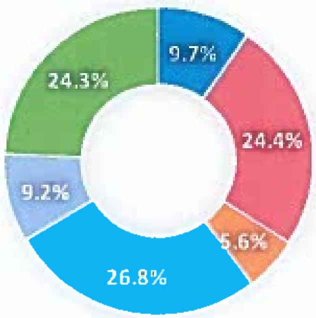
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %
Visitor Days	M	9.706	9.459	2.6%	9.669	9.307	3.9%	6.316	6.219	1.6%	25.69	24.99	2.8%	58.97	56.30	4.7%	84.66	81.29	4.2%
Visitor Numbers	M	4.479	4.303	4.1%	1.391	1.369	1.6%	2.442	2.403	1.6%	8.313	8.075	2.9%	58.97	56.30	4.7%	67.28	64.38	4.5%
Direct Expenditure	£Bn																3.126	2.969	5.3%
Economic Impact	£Bn	1.323	1.276	3.7%	0.580	0.540	7.5%	0.235	0.229	2.9%	2.139	2.045	4.6%	1.992	1.877	6.1%	4.130	3.921	5.3%
Direct Employment	FTEs	21,538	21,323	1.0%	5,628	5,468	2.9%	2,242	2,220	1.0%	29,408	29,011	1.4%	19,065	18,319	4.1%	48,473	47,330	2.4%
Total Employment	FTEs																59,404	57,904	2.6%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2016 & 2015 - IN HISTORIC PRICES

KEY: Visitor Days; Visitor Numbers; Total Economic Impact; Direct Employment

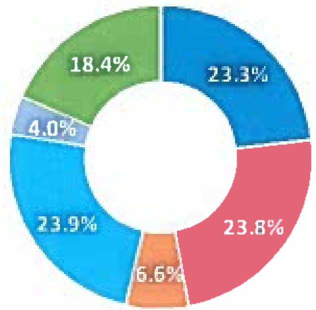


Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Sectoral Distribution of Employment - FTEs

Economic Impact 2016	Economic Impact 2015	+/- %	Sectors	Employment 2016	Employment 2015	+/- %
0.399	0.378	5.6%	Accommodation	13,821	13,743	0.6%
1.007	0.957	5.3%	Food & Drink	14,143	13,703	3.2%
0.231	0.219	5.0%	Recreation	3,928	3,816	2.9%
1.108	1.052	5.3%	Shopping	14,186	13,740	3.2%
0.382	0.364	5.0%	Transport	2,394	2,328	2.9%
3.126	2.969	5.3%	TOTAL DIRECT	48,473	47,330	2.4%
1.004	0.952	5.5%	Indirect	10,932	10,574	3.4%
4.130	3.921	5.3%	TOTAL	59,404	57,904	2.6%



Report Prepared by: David Calway, Date of Issue 13.09.17

RIBBLE VALLEY'S VISITOR ECONOMY 2016

4.07 million Tourism Visits, equating to 6% of all tourism visits to Lancashire

334,000 visits were made by visitors **staying in the Ribble Valley** as part of a holiday or short break, generating **1.284 million nights** in accommodation across the county

3.736 million tourism visits made by **Day Visitors** to the district

Total bedstock in the Ribble Valley is 6,763 beds
Comprising 5,080 non-serviced and 1,683 serviced beds

A total of **£225.914 million** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated **£126.189 million** for the local economy of Ribble Valley in 2016

Visitors to the Ribble Valley support **3,109 full time equivalent jobs**

In total, **staying visitors** generate a **total economic impact** of **£99.726 million** for the businesses and communities of the Ribble Valley

More than **5 million Visitor Days and Nights** generated by visitors in 2016

Economic Impact rose by 6.8% between 2015 and 2016

Visitor Numbers increased by 6.3% between 2015 and 2016

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RIBBLE VALLEY'S VISITOR ECONOMY 2016

	2016	2015	YOY Variance
Total Visitor Numbers (000s)	4,070	3,830	6.3%
Day Visitors (000's)	3,736	3,505	6.6%
Staying Visitors (000's)	334	325	2.8%
Total Visitors Days (000's)	5,020	4,744	5.8%
Visitor Days – staying visitors (000's)	1,284	1,239	3.6%
Total Economic Impact (£000's)	225,914	211,525	6.8%
Economic Impact day visitors (£000's)	126,189	116,825	8%
Economic Impact staying visitors (£000's)	99,726	94,700	5.3%
FTE Jobs supported	3,109	2,984	4.2%
Accommodation Stock	6,763	6,737	0.4%
Serviced Accommodation Stock	1,683	1,661	1.3%
Non-serviced accommodation stock	5,080	5,076	0.1%

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