

FYLDE'S VISITOR ECONOMY 2017

A total of **3.316 million**
Tourism Visits, equating to 5% of
all tourism visits to Lancashire

501,000 visits were made by visitors **staying in Fylde** as part of a
holiday or short break, generating **1.79 million nights** in
accommodation across the district

2.815 million tourism visits made by
Day Visitors to the district



**Total bedstock
in Fylde is
10,076 beds**
Comprising
6,954 non-
serviced and
3,122 serviced
beds



A total of **£248.799 million** was
generated within the local economy
through visitor and tourism business
expenditure

Day Visits generated **£97.558 million** for
the local economy of Fylde in 2017

In total, **staying visitors**
generate a **total economic
impact of £151.240 million** for
the businesses and communities of
Fylde



Visitors to Fylde supported **3,222 full
time equivalent jobs**



**4.606 million Visitor
Days and Nights**
generated by visitors in 2017



**Economic Impact increased by
2.7% between 2016 and 2017**

**Visitor Numbers rose by 0.3% between
2016 and 2017**

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	2016	2017	YOY Variance
Total Visitor Numbers (000s)	3,307	3,316	0.3%
Day Visitors (000's)	2,805	2,815	0.4%
Staying Visitors (000's)	502	501	-0.1%
Total Visitors Days (000's)	4,564	4,606	0.9%
Visitor Days – staying visitors (000's)	1,759	1,791	1.8%
Total Economic Impact (£000's)	242,237	248,799	2.7%
Economic Impact day visitors (£000's)	94,737	97,558	3.0%
Economic Impact staying visitors (£000's)	147,500	151,240	2.5%
FTE Jobs supported	3,193	3,222	0.9%
Accommodation Stock	9,984	10,076	0.9%
Serviced Accommodation Stock	3,245	3,122	-3.8%
Non-serviced accommodation stock	6,739	6,954	3.2%