

# FYLDE'S VISITOR ECONOMY 2018

A total of **3.271 million** **Tourism Visits**, equating to 5% of all tourism visits to Lancashire

**517,000 visits** were made by visitors **staying in Fylde** as part of a holiday or short break, generating **1.93 million nights** in accommodation across the district

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



**Total bedstock in Fylde is 11,594 beds**  
Comprising 8,538 non-serviced and 3,056 serviced beds



A total of **£264.178 million** was generated within the local economy through visitor and tourism business expenditure

**Day Visits** generated **£99.151 million** for the local economy of Fylde in 2018

In total, **staying visitors** generate a **total economic impact of £164.329 million** for the businesses and communities of Fylde



Visitors to Fylde supported **3,344 full time equivalent jobs**



**4. 68 million Visitor Days and Nights** generated by visitors in 2018



**Economic Impact increased by 6.2%** between 2017 and 2018

**Overall, Visitor Numbers dropped slightly by -1.3%** between 2017 and 2018

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	2018	2017	YOY Variance
Total Visitor Numbers (000s)	3,271	3,316	-1.3%
Day Visitors (000's)	2,754	2,815	-2.2%
Staying Visitors (000's)	517	501	+3.2%
Total Visitors Days (000's)	4,684	4,606	+1.7%
Visitor Days – staying visitors (000's)	1,930	1,791	+7.8%
Total Economic Impact (£000's)	264,178	248,799	+6.2%
Economic Impact day visitors (£000's)	99,151	97,558	+1.6%
Economic Impact staying visitors (£000's)	164,329	151,240	+8.7%
FTE Jobs supported	3,344	3,222	+3.8%
Accommodation Stock	11,594	10,076	15.1%
Serviced Accommodation Stock	3,056	3,122	-2.1%
Non-serviced accommodation stock	8,538	6,954	+22.8%