

## INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	10 JANUARY 2019	11

### ANNUAL TOURISM STATISTICS

#### PUBLIC ITEM

This item is for consideration in the public part of the meeting.

#### SUMMARY OF INFORMATION

Through an annual subvention agreement with the county's official Destination Management Organisation (DMO), Marketing Lancashire Ltd, Fylde Council is provided with an annual report detailing a range of tourism statistics. These statistics, which are compiled on behalf of Marketing Lancashire Ltd by Global Tourism Solutions (UK) Ltd, use the STEAM economic impact modelling process that are considered as the official tourism statistics. The latest figures are now available covering January to December 2017, stating tourism revenue was £249 million and supported over 3,000 full time equivalent jobs within Fylde. The STEAM figures are also a useful benchmarking exercise against other local authorities within Lancashire.

#### SOURCE OF INFORMATION

Global Tourism Solutions (UK Ltd) Ltd

#### INFORMATION ATTACHED

Marketing Lancashire – STEAM Infographic 2017  
 Fylde's Visitor Economy 2017

#### WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

To provide the Tourism and Leisure Committee with an update on the latest official tourism statistics for Fylde.

#### FURTHER INFORMATION

Contact Tim Dixon, Fylde Borough Council Tel 658436