

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
TOURISM & CULTURAL SERVICES MANAGER	TOURISM AND LEISURE COMMITTEE	3 NOVEMBER 2022	6
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 received cover January to December 2021, stating tourism revenue was £215 million from 2.21 million tourism visits and supported 2,442 full time equivalent jobs within Fylde.

Whilst not back to pre-covid levels the figures are an improvement on the 2020 figures previously presented to the Committee.

SOURCE OF INFORMATION

Global Tourism Solutions (UK Ltd) Ltd

INFORMATION ATTACHED

Fylde's Visitor Economy 2021

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