

FYLDE'S VISITOR ECONOMY 2021

A total of **2.21 million** **Tourism Visits**, equating to 4% of all tourism visits to Lancashire

0.41 million visits were made by visitors **staying in Fylde** as part of a holiday or short break, generating **1.67 million nights** in accommodation across the district

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

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Total bedstock in Fylde is 12,070 beds
Comprising 9,066 non-serviced and 3,004 serviced beds

£

A total of **£215.06 million** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated **£69.25 million** for the local economy of Fylde in 2021

In total, **staying visitors** generate a **total economic impact of £145.80 million** for the businesses and communities of Fylde



Visitors to Fylde supported **2,442 active full time equivalent jobs**



3.48 million Visitor Days and Nights generated by visitors in 2021



Economic Impact was down on pre-Covid levels by -21% (2019 v 2021)

Visitor Numbers were down on pre-Covid levels by -33.6% (2019 v 2021)

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	2018	2019	2020	2021	Variance with pre-Covid levels 2019 v 2021
Total Visitor Numbers (millions)	3.27	3.33	1.19	2.21	-33.6%
Day Visitors (millions)	2.75	2.82	0.98	1.80	-36%
Staying Visitors (millions)	0.52	0.51	0.21	0.41	-19.6%
Total Visitors Days (millions)	4.68	4.76	1.83	3.48	-27%
Visitor Days – staying visitors (millions)	1.93	1.94	0.86	1.67	-14%
Total Economic Impact (£millions)	264.18	271.90	111.95	215.06	-21%
Economic Impact day visitors (£millions)	99.15	104.20	37.07	69.25	-33.5%
Economic Impact staying visitors (£millions)	164.33	167.70	74.88	145.80	-13%
FTE Jobs supported	3,344	3,314	1,435	2,442	-26%
Accommodation Stock (bedspaces)	11,594	10,076	10,372	12,070	+4%
Serviced Accommodation Stock	3,056	3,122	2,925	3,004	-1.7%
Non-serviced accommodation stock	8,538	6,954	7,450	9,066	+6%