

FYLDE'S VISITOR ECONOMY 2020

A total of **1.19 million** **Tourism Visits**, equating to 6% of all tourism visits to Lancashire

0.21 million visits were made by visitors **staying in Fylde** as part of a holiday or short break, generating **0.86 million nights** in accommodation across the district

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



Total bedstock in Fylde is 10,372 beds
Comprising 7,450 non-serviced and 2,925 serviced beds



A total of **£111.95 million** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated **£37.07 million** for the local economy of Fylde in 2020



Visitors to Fylde supported **1,435 active full time equivalent jobs**



In total, **staying visitors** generate a **total economic impact of £74.88 million** for the businesses and communities of Fylde

1.83 million Visitor Days and Nights generated by visitors in 2020



Economic Impact decreased by -58.8% between 2019 and 2020

Visitor Numbers fell by -64.3% between 2019 and 2020

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	2018	2019	2020	YOY Variance
Total Visitor Numbers (millions)	3.27	3.33	1.19	-64.3%
Day Visitors (millions)	2.75	2.82	0.98	-65.2%
Staying Visitors (millions)	0.52	0.51	0.21	-58.8%
Total Visitors Days (millions)	4.68	4.76	1.83	-61.5%
Visitor Days – staying visitors (millions)	1.93	1.94	0.86	-56.5%
Total Economic Impact (£millions)	264.18	271.90	111.95	-58.8%
Economic Impact day visitors (£millions)	99.15	104.20	37.07	-64.4%
Economic Impact staying visitors (£millions)	164.33	167.70	74.88	-55.3%
FTE Jobs supported	3,344	3,314	1,435	-56.7%
Accommodation Stock (bedspaces)	11,594	10,076	10,372	+2.9%
Serviced Accommodation Stock	3,056	3,122	2,925	-6.3%
Non-serviced accommodation stock	8,538	6,954	7,450	+7.1%