



INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	5 NOVEMBER 2020	7
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 2019, stating tourism revenue was £272 million from 3.3 million tourism visits and supported over 3,314 full time equivalent jobs within Fylde.

Please note most other local authorities in Lancashire have decided not to continue with STEAM data so comparisons to most other local authorities are no longer available.

SOURCE OF INFORMATION

Global Tourism Solutions (UK Ltd) Ltd

INFORMATION ATTACHED

Fylde's Visitor Economy 2019

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