

# FYLDE'S VISITOR ECONOMY 2019

A total of **3.333 million**  
**Tourism Visits**, equating to  
approximately 5% of all tourism  
visits to Lancashire

**512,800 visits** were made by visitors **staying in Fylde** as part of a  
holiday or short break, generating **1.94 million nights** in  
accommodation across the district

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



**Total bedstock  
in Fylde is  
11,550 beds**  
Comprising  
8,639 non-  
serviced and  
2,911 serviced  
beds



A total of **£271.90 million** was  
generated within the local economy  
through visitor and tourism business  
expenditure

**Day Visits** generated **£104.20 million** for  
the local economy of Fylde in 2019

In total, **staying visitors**  
generate a **total economic  
impact of £167.70 million** for  
the businesses and communities of  
Fylde



Visitors to Fylde supported **3,314 full  
time equivalent jobs**



**4.75 million Visitor  
Days and Nights**  
generated by visitors in 2019



**Economic Impact increased by  
3.2% between 2018 and 2019**

**Visitor Numbers increased by  
1.9% between 2018 and 2019**

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	2018	2019	YOY Variance
Total Visitor Numbers (000s)	3,271	3,333	+1.9%
Day Visitors (000's)	2,754	2,820	+2.4%
Staying Visitors (000's)	517	512.8	-0.8%
Total Visitors Days (000's)	4,684	4,759	+1.6%
Visitor Days – staying visitors (000's)	1,930	1,939	+0.5%
Total Economic Impact (£000's)	264,178	271,900	+3.2%
Economic Impact day visitors (£000's)	99,151	104,200	+5.1%
Economic Impact staying visitors (£000's)	164,329	167,700	+2.1%
FTE Jobs supported	3,344	3,314	-0.9%
Accommodation Stock	11,594	11,550	-0.4%
Serviced Accommodation Stock	3,056	2,911	-4.7%
Non-serviced accommodation stock	8,538	8,639	+1.2%