

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	4 NOVEMBER 2021	8
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 cover January to December 2020, stating tourism revenue was £112 million from 1.19 million tourism visits and supported over 1,435 full time equivalent jobs within Fylde.

Nine months of the report was during the covid pandemic. In 2020 across Lancashire, visitor numbers were down - 68.9% from 67.7m to 21.37m; economic impact generated fell by -63.4% from £4.4bn to £1.61bn and active jobs (FTE supported) stood at 23,270 a drop of -61.7%.

SOURCE OF INFORMATION

Global Tourism Solutions (UK Ltd) Ltd

INFORMATION ATTACHED

Fylde's Visitor Economy 2020

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

