

### FYLDE'S VISITOR ECONOMY 2016

A total of **3.307 million** **Tourism Visits**, equating to 5% of all tourism visits to Lancashire

502,000 visits were made by visitors **staying in Fylde** as part of a holiday or short break, generating **1.759 million nights** in accommodation across the district

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

1

**Total bedstock in Fylde is 9,984 beds** comprising 6,739 non-serviced and 3,245 serviced beds

£

A total of **£242.237 million** was generated within the local economy through visitor and tourism business expenditure

**Day Visits** generated **£94.737 million** for the local economy of Fylde in 2016

In total, **staying visitors** generate a **total economic impact of £147.500 million** for the businesses and communities of Fylde

Visitors to Fylde supported **3,193 full time equivalent jobs**



**4.564 million Visitor Days and Nights** generated by visitors in 2016



**Economic Impact increased by 5.7%** between 2015 and 2016

**Visitor Numbers rose by 5.7%** between 2015 and 2016



**Visit Lancashire**  
Where life feels good

### FYLDE'S VISITOR ECONOMY 2016

	2016	2015	YOY Variance
Total Visitor Numbers (000s)	3,307	3,128	5.7%
Day Visitors (000's)	2,805	2,641	6.2%
Staying Visitors (000's)	502	487	3%
Total Visitors Days (000's)	4,564	4,342	5.1%
Visitor Days – staying visitors (000's)	1,759	1,700	3.4%
Total Economic Impact (£000's)	242,237	229,240	5.7%
Economic Impact day visitors (£000's)	94,737	88,038	7.6%
Economic Impact staying visitors (£000's)	147,500	141,202	4.5%
FTE Jobs supported	3,193	3,094	3.2%
Accommodation Stock	9,984	9,849	1.4%
Serviced Accommodation Stock	3,245	3,243	0.1%
Non-serviced accommodation stock	6,739	6,606	2%



**Visit Lancashire**  
Where life feels good