



Leicester and Leicestershire STEAM Reporting Global Tourism Solutions (UK) Ltd

HCLS Scrutiny Committee
8th October 2019

Director Tourism, Culture and Inward Investment

STEAM

THE SCARBOROUGH TOURISM ECONOMIC ACTIVITY MONITOR



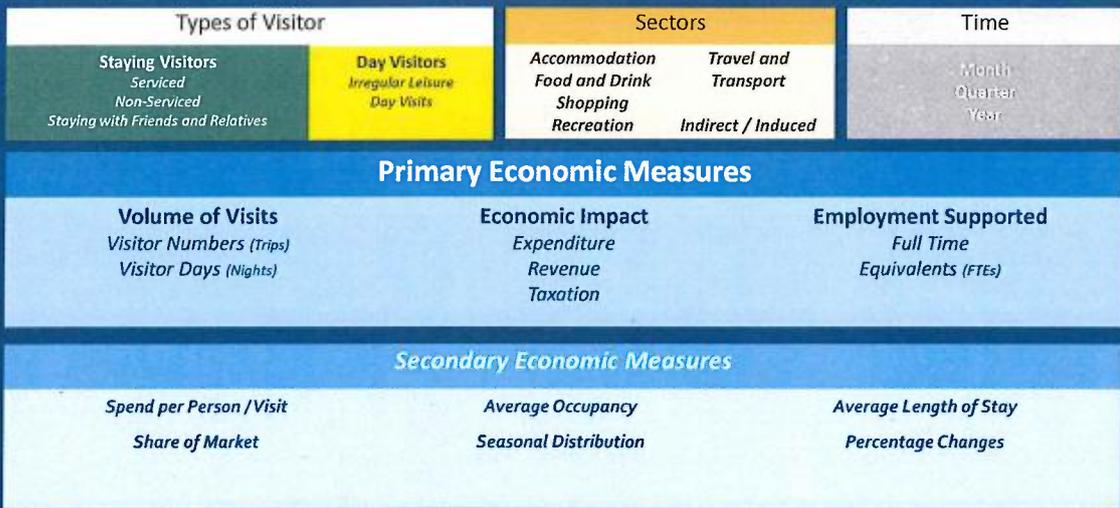
STEAM is a *tourism specific* economic impact model

The model, and system of modelling, has been developed over the past 20 years

Local data and intelligence is used to generate estimates of economic impact

STEAM is used to track change over time across a wide range of economic measures, sectors and visitor types

STEAM TYPES OF OUTPUT DATA



GREATER LEICESTERSHIRE COMPARATIVE HEADLINES 2017-18



LEICESTER AND GREATER LEICESTERSHIRE 2018 VS 2017



Leicester

Visits	Visitor Days	Value
11.53 million	14.96 million	£651 million
+5.3%	+4.5%	+4.1%

Leicestershire

Visits	Visitor Days	Value
34.9 million	41.85 million	£1.88 billion
+3.4%	+3.2%	+3.2%

DAY AND OVERNIGHT VISITS 2018

DAY VISITS

- 10.16m tourism visits made by day visitors in 2018
- Day visits generated £370.8m for the local economy

OVERNIGHT VISITS

- 1.37m visits totalling 4.8m nights generated by visitors staying in city as part of a holiday or short break
- On average visitors staying in Leicester spend 3.5 nights in the area and spend £30.7m on local accommodation
- In total staying visitors generate an economic impact of £280m for local businesses & communities

VISITOR SPEND ON RETAIL 2018 NUMBER OF JOBS SUPPORTED

FOOD, DRINK, SHOPPING SECTORS

- £329m on direct expenditure by visitors on food, drink and shopping

JOBS SUPPORTED BY TOURISM ACTIVITY

- 7,911 full time equivalent jobs

OPPORTUNITIES FOR LEICESTER CITY TOURISM

- **New hotels**
 - Planned hotel development will increase the number of hotel bedrooms by around 850
- **Day to Stay**
 - Create awareness of leisure & business tourism offer to attract more visits & delegates, encourage longer stays, increase in spend
- **Staying with Friends & Family market**
 - Create more awareness amongst residents of the scale & diversity of the city's tourism offer to engender civic pride to increase usage of city tourism offers amongst visiting friends & family.