

Topic Paper: 1

Understanding the Increase in Tourism Spend in Yorkshire in 2017

Headline Figure: Tourism is worth £9billion to the Yorkshire Economy

In 2016 we reported a figure of £8billion, so where has the extra billion pounds come from?

The spend figure is an aggregation of 3 sources of Tourism spend using the official surveys and reports of Visit Britain & Visit England.

Below is a short summary of the changes in 2017 for Yorkshire showing where the extra expenditure comes from.

1) Tourism Day Visitors: The Day Visitor Survey shows a stable number of visits but an increase in the spend per trip from £29.30 to £33.70 in 2017, or an additional total spend of £653 million from 2016 (£4370M 2016; £5023M 2017). ***This is the biggest contribution to the increase in Tourism Spend in Yorkshire in 2017.***

2) Domestic Overnight: In this case the number of visits increased from 9.3M to 10.7M, however the spend per trip has fallen from £173.7 to £163.0. Total spend has increased because of the extra number of visits from £1616M to £1745M i.e. a net increase of £129M.

3) International Visitors: A small decrease in number of visits from 1.36M to 1.34M -1.60% note also the total number of nights has also decreased by 10.02%. However the total spend has increased by 10.02% because of the increase in the average spend per visit to £423 (11.79%).

2017 Total Spend - £567M from £516M.

Summary

	2016	2017	Change from 2016 to 2017
Total Spend	£6.5bn	£7.3bn	+£0.8bn
Tourism Day Visits	£4.4bn	£5.0bn	+£0.65bn
Domestic Overnight	£1.6bn	£1.7bn	+£0.13bn
International	£516M	£567M	+£50M

Sources:

The Great Britain Day Visitor 2017 Annual Report: www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library

The GB Tourist 2017 Annual Report: www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents

Inbound, nation, regional and county data: www.visitbritain.org/nation-region-county-data