

NORTH LINCOLNSHIRE COUNCIL

REGENERATION CABINET MEMBER

2013 VISITOR FIGURES: THE LOCAL AND NATIONAL PICTURE

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1** This report looks the national picture and how the North Lincolnshire visitor figures compare.

2. BACKGROUND INFORMATION

- 2.1 Tourism is important to our local economy. We are not a traditional resort, with an attractive coastline, but we do have a quality tourism offer. This ranges from adrenaline sports to historic houses and gardens. There are over 75 places to visit in the area and 1,126 quality inspected bedspaces. Tourism employs over 4,000 people and is worth around £167 million to the local economy.
- 2.2 In January each year we ask 125 event organisers and attractions across the area how many visitors they had in the previous year. We use these figures to monitor how the industry is changing.

The picture for 2013

- 2.3 In 2013 there were over 2.9 million (2,946,228) day-visits to events and attractions in North Lincolnshire. Our figures are up by over 318,000 on 2012, an increase of over 12%.
- 2.4 This is good news in a year where the national visitor figures have again fallen. A Visit England report shows that domestic trips in England and Great Britain have both fallen by 7%.
- 2.5 Visits to most attractions in North Lincolnshire have continued to rise and there has been a marked increase in the number of visitors to council owned venues. Normanby Hall has seen a 3% increase and the figures for 20-21 Visual Arts Centre are up by 8%.
- 2.6 North Lincolnshire Museum also saw an increase in the number of visitors. The museum service here in North Lincolnshire works with those in Hull and North East Lincolnshire on a number of projects including a WW1 exhibition. North Lincolnshire Museum was recently

noted in the national press as the 6th most family friendly museum in the country.

2.7 Other North Lincolnshire attractions have seen rises as well. The Pods is now becoming well established and saw an increase of over 96,000 and The Baths Hall doubled its 2012 figures.

2.8 Food events in our area still seem very popular. The Epworth Food Fair has now been frequently taking place for two years and the number of visitors to it has increased. There were also three food events in Brigg and a new Food Festival in Barton during 2013.

2.9 Brigg Farmers' Market attracts a large number of visitors each month and this year has won the Farm Shop and Deli Awards Market of the Year and will now go forward into the overall awards in March 2014. We have a growing reputation for quality that brings in visitors from across the UK. Helped by North Lincolnshire Council, recent investment at the Pink Pig has seen a new Play Barn open its doors. The Ropewalk in Barton upon Humber is reporting an 80% increase in visitor numbers and is now hoping to raise sufficient funds for an ambitious extension next year.

2.10 We have a high number of free to visit attractions in North Lincolnshire which are very popular places for families to visit. Also we have a number of indoor attractions so when the weather is poor they still have something to offer. A number of events that had to be cancelled due to poor weather in 2012 took place in 2013. This year's Rescue Day at 7 Lakes in Crowle attracted 23,000 people.

3. OPTIONS FOR CONSIDERATION

3.1 This report is for information only; there are no options for consideration.

4. ANALYSIS OF OPTIONS

4.1 None

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 None

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Not applicable

7. **OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

7.1 None

8. **RECOMMENDATIONS**

8.1 That the report be noted.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report - None