

NORTH LINCOLNSHIRE COUNCIL

CABINET

NORTH LINCOLNSHIRE DAY VISITOR FIGURES - 2014

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To update the Cabinet Member on the day visitor numbers to North Lincolnshire in 2014
- 1.2 Advise on the contribution tourism visitors make to the local economy.

2. BACKGROUND INFORMATION

- 2.1 Tourism is important to our local economy. The area benefits from a wide range of activities and visitor attractions ranging 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 2,300 people. It is worth approximately £160 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 and to inform our planning for the future.
- 2.3 In 2014 there were over 3.1 million (3,109,328) day-visits to events and attractions across North Lincolnshire. Our figures were up by over 168,903 on 2013. This represents an increase of over 5.5%.
- 2.4 This compares favourably with the predicted Visit England national figure of a rise of 5%
- 2.5 The recent STEAM report (Scarborough Tourism Economic Activity Model, a nationally recognised tool for Tourism monitoring) indicates strong growth over the past 5 years. A brief overview is attached as Appendix 1.
- 2.6 Visits to most attractions in North Lincolnshire have continued to rise. There has been a marked increase in the number of visitors to council owned venues. Waters' Edge Visitor Centre saw an annual increase of 26.3% from the 2013 figure. Visits to Normanby Hall rose by 7.6%. There was an 8% increase for the same period at North Lincolnshire Museum.

2.7 The rise in recorded visits to North Lincolnshire Museum represents an increase of almost 2,500 visitors. North Lincolnshire's Museum Service works with those in Hull and North East Lincolnshire on a number of projects to encourage visitors to move around the region.

2.8 Brigg Farmers' Market continues to be very popular. It regularly attracts shoppers from the surrounding area including Lincoln, Cleethorpes and Hull.

2.9 We have a high number of free to visit attractions in North Lincolnshire. These 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.

3. OPTIONS FOR CONSIDERATION

3.1 This report is for information only.

4. ANALYSIS OF OPTIONS

4.1 Not applicable.

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

5.1 Not applicable.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Not applicable

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Not applicable.

8. RECOMMENDATIONS

8.1 That Cabinet notes the positive increase in day visits to North Lincolnshire recorded in 2014.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report:

STEAM report 2009-2014, prepared by Global Tourism Solutions (UK) Ltd

Appendix 1

Overview of Tourism Growth from January 2010 to December 2014

Economic Impact

Year	£m
2010	115.52
2011	125.37
2012	132.75
2013	148.40
2014	162.02
Increase	40%

Employment Supported

Year	FTEs
2010	1,872
2011	1,987
2012	2,049
2013	2,213
2014	2,305
Increase	23%

Visitor Days – the number of days visitors spent in North Lincolnshire including overnight stays

Year	M
2010	3.32
2011	3.42
2012	3.50
2013	3.69
2014	3.96
Increase	19%

Visitor numbers – individuals visiting North Lincolnshire

Year	M
2010	2.85
2011	2.92
2012	2.99
2013	3.15
2014	3.40
Increase	19%