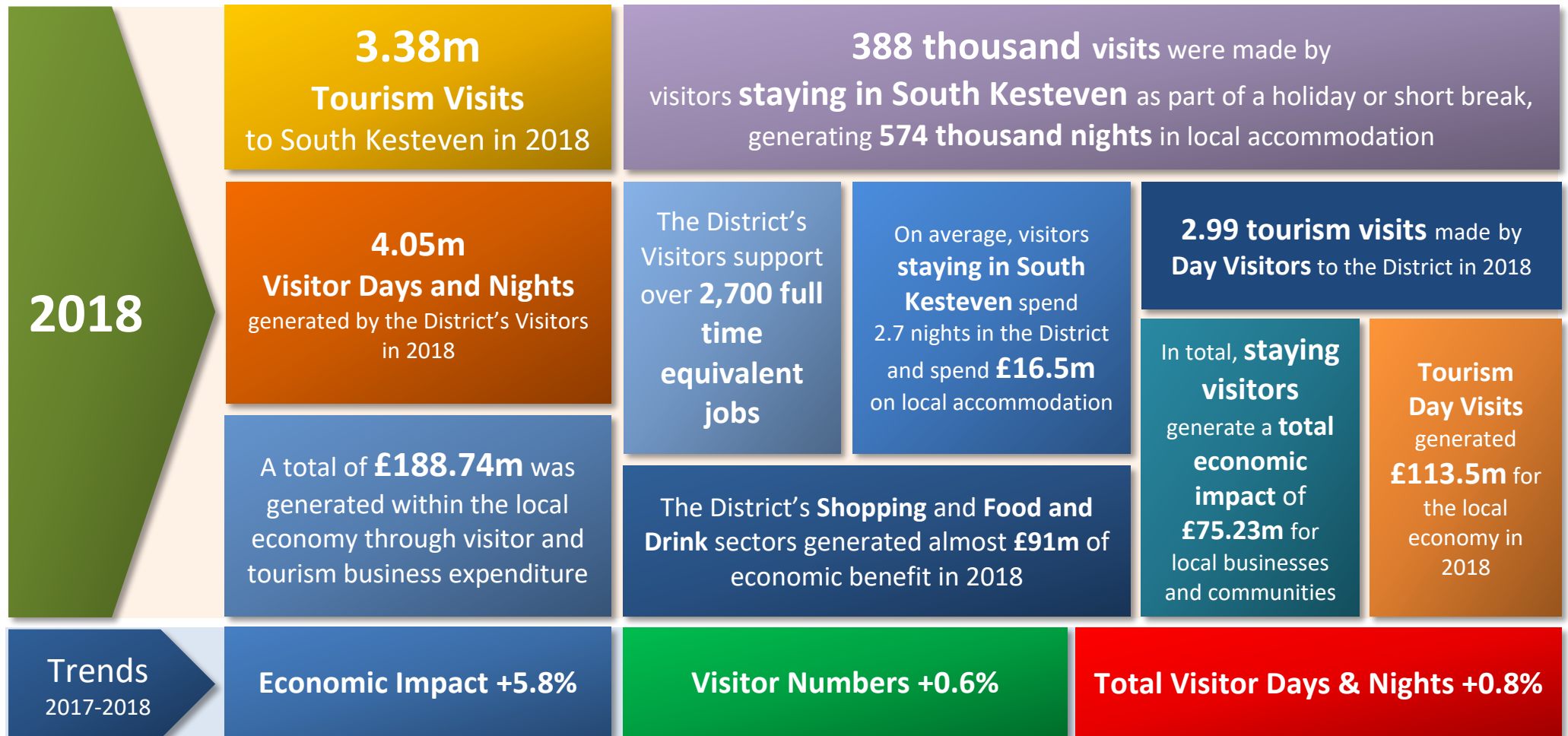


The Visitor Economy of South Kesteven

This is a summary of the annual tourism economic impact research undertaken for InvestSK for the calendar year 2018, with comparisons to 2017. Outputs in this report have been generated using STEAM, the tourism specific economic impact model, owned and operated by Global Tourism Solutions (UK) Ltd.



2018

Visitor Types

Staying Visitors encompass all tourists staying overnight for at least one night in one of the following types of accommodation:

- **Serviced Accommodation** - including Hotels, Guest Houses, B&Bs, Inns
- **Non-Serviced Accommodation** – including Self-Catering properties such as Houses, Cottages, Chalets and Flats, as well as Camping and Caravanning, Hostels and University / College accommodation
- **Staying with Friends and Relatives (SFR)** – unpaid overnight accommodation with local residents

Day Visitors visiting the area on a non-routine and non-regular leisure day trip from a home or holiday base

Staying Visitors

11.5% of Visits

Day Visitors

88.5% of Visits

**Total
Visitor
Numbers
3.38m**

Visitor Numbers

There were an estimated 3.38m tourism visits to South Kesteven in 2018, an increase of 0.6% compared to 2017. However, looking at the medium term trends, the District has seen the total number of visits by rise by 11.5% since 2013.

In, 2018, South Kesteven saw nearly 400 thousand staying visits – those visits made by guests in paid accommodation or stays with friends and relatives in local homes. Staying visitors accounted for 11.5% of all visitors to South Kesteven in 2018. Between 2017 and 2018 the staying visitor market was stronger than the day visitor market, with growth of 5.3% in total staying visits. Staying visitors are spread between serviced accommodation (140k), non-serviced accommodation (44k) and stays with friends and relatives (205k) (SFR Visits). Between 2017 and 2018, the serviced accommodation sector saw strong growth of +15.3% whereas the volume of non-serviced accommodation and SFR visits changed by -4% and +1.4% respectively.

Day visitors accounted for 88.5% of all visits made to the District in 2018. The day visitor market is critical to the local visitor economy. Common to many destinations, day visitor performance was squeezed in 2018 compared to 2017 (+0.1%). Since 2013, day visits to South Kesteven have grown by roughly 300 thousand visits (+12%).

Key Figures: Visitor Numbers: 2018

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (Millions)	M	0.140	0.044	0.205	0.388	2.992	3.380
2017 (Millions)	M	0.121	0.046	0.202	0.369	2.990	3.359
Change 17/18 (%)	%	+15.3	-4.0	+1.4	+5.3	+0.1	+0.6
Share of Total (%)	%	4.1	1.3	6.1	11.5	88.5	100.0

**Total
Visitor
Days**
4.05m

Visitor Days

The District's visitors spent an estimated 4.05m days in the District during 2018; 0.8% higher than in 2017 and 12.6% higher than in 2013. This comprises the volume of day visits and the total number of days and nights spent by staying visitors. On average, staying visits to South Kesteven generate 2.7 days in the District.

Between 2017 and 2018, day visits grew by 0.1%. There were an estimated 2.99m tourism day visits to the District area during 2018 and these accounted for 73.9% of all visitor days.

Staying visitors to South Kesteven accounted for the remaining visitor days (26.1%) and these overnight visits to the District generated 1.06m visitor days in 2018. Staying visitor days increased by 2.8% between 2017 and 2018, with the strongest performance in the serviced accommodation sector (+15.3%). Capacity growth in accommodation supply has combined with increased accommodation occupancy rates to generate strong growth in the serviced accommodation sector. Despite the non-serviced accommodation visitor days being slightly down (-4%) compared to 2017, they have still grown by nearly a quarter (+23.4%) since 2013.

Key Figures: Visitor Days: 2018

Visitor Days		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (Millions)	M	0.267	0.307	0.485	1.059	2.992	4.051
2017 (Millions)	M	0.231	0.320	0.478	1.030	2.990	4.020
Change 17/18 (%)	%	+15.3	-4.0	+1.4	+2.8	+0.1	+0.8
Share of Total (%)	%	4.8	20.0	7.9	32.7	67.3	100.0

Average Length of Stay for Different Visitor Types: 2018



Total Economic Impact
£188.74m

Economic Impact

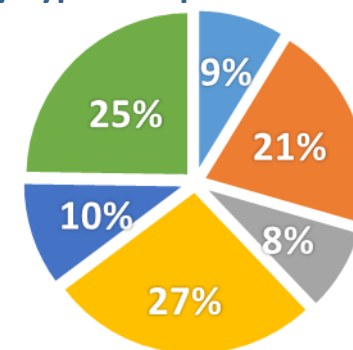
The value of tourism activity in South Kesteven was estimated to be £188.74m in 2018. Between 2017 and 2018, the total value of tourism activity in South Kesteven had grown by 5.8%.

The total economic impact comprises the expenditure of visitors on goods and services, totalling £142m, and the *indirect* and *induced* economic effects of local businesses and residents spending tourism revenues locally, accounting for a further £47m, in round terms.

In 2018, the two largest areas of expenditure for visitors were Shopping (£51m) and Food and Drink (£39m). Together, these two categories of spend accounted for 63% of total direct expenditure by visitors.

In 2018, the District's day visitor market accounted for 60.1% of the value of tourism activity (£113.5m), and had increased by 4% between 2017 and 2018. In 2018, the staying visitor market had grown by £6m (+8.6%).

£188.74 Total Economic Impact by Type of Expenditure 2018



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport
- Indirect and Induced

Accommodation:	Payments for overnight stays in accommodation, such as room rates, pitch fees and hire charges for non-serviced accommodation
Recreation:	Covering expenditure on a wide range of leisure activities such as museum, event, concert / theatre and attractions attendance as well as sports participation and spectating.
Transport:	Expenditure within the destination on travel, including fuel and public transport tickets
Food and Drink:	Spend on eating and drinking at restaurants, cafes and other venues, takeaway food, snacks and groceries
Shopping:	What visitors spend on items including clothing / jewellery, household items, music / films / games, gifts and smaller items, books and maps, plants and garden items
Indirect:	The expenditure by local tourism businesses within the local supply chain

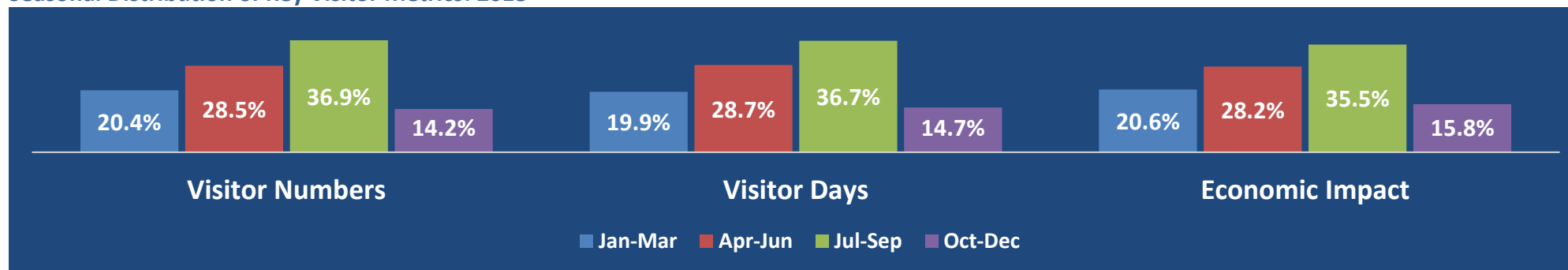
Key Figures: Economic Impact: 2018

Economic Impact		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (£ Millions)	£M	34.244	16.681	24.301	75.226	113.516	188.742
2017 (£ Millions)	£M	29.445	16.758	23.048	69.251	109.122	178.373
Change 17/18 (%)	%	+16.3	-0.5	+5.4	+8.6	+4.0	+5.8
Share of Total (%)	%	18.1	8.8	12.9	39.9	60.1	100.0

Average Economic Impact Generated by Each Type of Visitor: 2018

Economic Impact	Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	£128.46	£54.27	£50.09	£71.03	£37.94	£46.59
Economic Impact per Visit	£245.16	£378.35	£118.80	£193.72	£37.94	£55.84

Seasonal Distribution of Key Visitor Metrics: 2018



**Total
FTEs
Supported
2,730**

Employment Supported by Tourism

The expenditure and activity of visitors to South Kesteven supported a total of 2,730 Full-Time Equivalent jobs (FTEs); 4.8% higher than in 2017 and 9.2% higher than in 2013.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 2,243 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 488 FTEs.

Direct employment in Shopping (623 FTEs) and Food and Drink sectors (526 FTEs) account for 51% of direct FTEs supported by visitor activity. The accommodation sector is estimated to generate more than 700 Full Time Equivalent posts.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type: 2018

Employment Supported by Sector 2018	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	716	526	259	623	119	2,243	488	2,730

STEAM Comparative Headlines: 2017 and 2018

STEAM FINAL TREND REPORT FOR 2009-2018

Comparing 2018 and 2017

COMPARATIVE HEADLINES

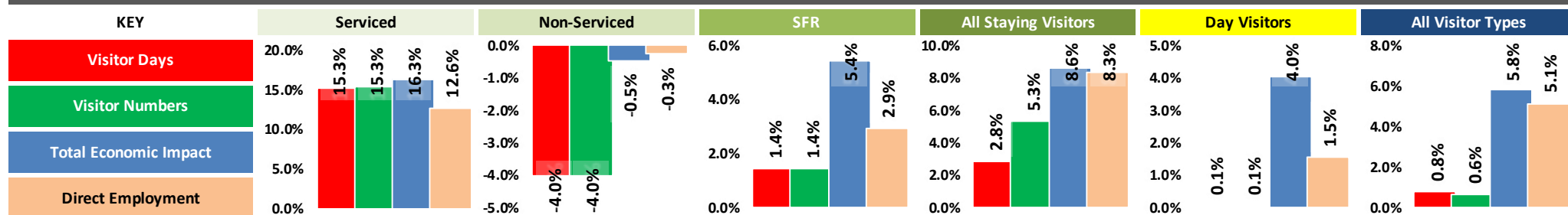
SOUTH KESTEVEN

All £'s Historic Prices

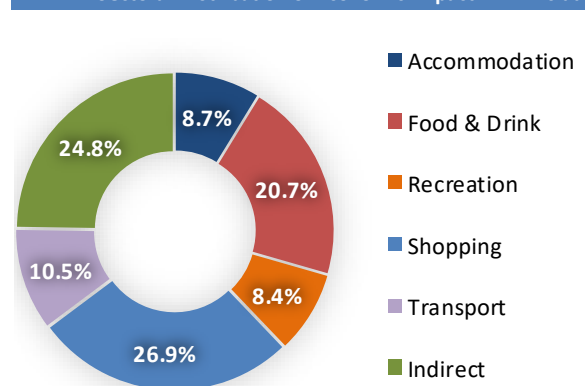
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %			
Visitor Days M	0.267	0.231	15.3%	0.307	0.320	-4.0%	0.485	0.478	1.4%	1.059	1.030	2.8%	2.992	2.990	0.1%	4.051	4.020	0.8%			
Visitor Numbers M	0.140	0.121	15.3%	0.044	0.046	-4.0%	0.205	0.202	1.4%	0.388	0.369	5.3%	2.992	2.990	0.1%	3.380	3.359	0.6%			
Direct Expenditure £M																142.01	134.08	5.9%			
Economic Impact £M	34.24	29.45	16.3%	16.68	16.76	-0.5%	24.30	23.05	5.4%	75.23	69.25	8.6%	113.52	109.12	4.0%	188.74	178.37	5.8%			
Direct Employment FTEs	789	701	12.6%	214	214	-0.3%	221	215	2.9%	1,224	1,130	8.3%	1,019	1,003	1.5%	2,243	2,133	5.1%			
Total Employment FTEs																2,730	2,606	4.8%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - IN HISTORIC PRICES



Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



	2018	2017	+/- %
Accommodation	16.51	14.85	11.2%
Food & Drink	39.08	36.93	5.8%
Recreation	15.89	15.01	5.9%
Shopping	50.78	48.40	4.9%
Transport	19.75	18.88	4.6%
TOTAL DIRECT	142.01	134.08	5.9%
Indirect	46.73	44.30	5.5%
TOTAL	188.74	178.37	5.8%

Sectors	2018	2017	+/- %
Accommodation	716	648	10.4%
Food & Drink	526	509	3.3%
Recreation	259	251	3.3%
Shopping	623	608	2.4%
Transport	119	116	2.1%
TOTAL DIRECT	2,243	2,133	5.1%
Indirect	488	473	3.0%
TOTAL	2,730	2,606	4.8%

Sectoral Distribution of Employment - FTEs

	2018	2017	+/- %
Accommodation	716	648	10.4%
Food & Drink	526	509	3.3%
Recreation	259	251	3.3%
Shopping	623	608	2.4%
Transport	119	116	2.1%
TOTAL DIRECT	2,243	2,133	5.1%
Indirect	488	473	3.0%
TOTAL	2,730	2,606	4.8%

