

## National Forest STEAM Statistics at a Glance

### 2010

The 2010 STEAM statistics for The National Forest showed very little growth between 2009 and 2010.

Most expenditure sectors showed a -2% change but the overall spend stayed constant due to the increase in VAT.

Tourist numbers staying in non-serviced accommodation and staying with friends and relatives (SFR) showed an increase of 10% and 2% respectively but the number of day visitors is down by -1%. Because day visitors account for around 93% of visitors to The National Forest – this has a large impact on the overall economic impact.

Employment supported by tourism activity was down by -1% from 2009 with all sectors affected including food & drink, transport, shopping and accommodation.

### Economic impact

Total expenditure – £297.77m. Peak months for Expenditure Aug, Nov, Sep then Jun. Lowest months Feb, Jan and Oct.

£215.53m generated by day visitors (72.4%)

£82.25m generated by overnight stays (27.6%) – Of this, serviced accounts for 14.5%, non-serviced 3.1% and Staying with friends and relatives (SFR) 9.8%

### Overnight Stay Revenue

£43.42m from serviced (up by 2%), £9.41m from non-serviced (up by 9%), £29.42m SFR (up by 2%)

### Tourist days

Total Tourist Days 8.55m made up of 1.3m overnight stays and 7.19m day visitors

### Tourist trips

Total Tourist Numbers 7.75m

0.56m overnight stays (7.2%)

7.19m day visitors (92.8%)

Overnight stays are made up of 0.22m Serviced, 0.03m non-serviced, 0.3m SFR

Average stay for overnight visitors: Serviced 1.9 days, non-serviced 6.6 days, SFR 2.4 days

Economic impact per day per visitor (based upon tourist days)

Day visitors - £30

Overnight visitors - Serviced £107, non-serviced £46, SFR £40

### Employment

Total full-time equivalents (FTE) supported by tourism 4,322. Highest shopping, food & drink.

### Tourist traffic

Number of Tourist Vehicles total 1.9m

### Bed stock

Serviced 2,059, Non-serviced (inc. camping) 1,754. Total number of beds: 3,854

## **2003-2010 (All expenditure indexed)**

### **Economic Impact**

Increased from £272.48m in 2003 to £297.77m in 2010 (9%).

The economic impact attributed to visitors staying in non-serviced accommodation increased by 142% from £3.89m to £9.4m between 2003 and 2010.

Day visitor economic impact has seen an increase from £187.27m to £215.53m of (15%).

The economic impact from SFR stayed relatively constant at 1% (£29.09m to £29.42m)

But the economic impact attributed to visitors in serviced accommodation is down by 17% (from £52.23m to £43.42m despite an increase of 13% in tourist numbers for serviced).

### **Tourist days**

Tourist days increased by 15% from 7.4m in 2003 to 8.5m in 2010

### **Tourist trips**

Tourist trips rose by 15% from 6.7m in 2003 to 7.8m in 2010

There has been a 15% increase in day visitors from 6.2m in 2003 to 7.2m in 2010

The percentage of overnight stays has reduced slightly from 7.7% in 2003 to 7.2% in 2010, with day visits remaining at around 93% of visitors.

The average stay for overnight visitors dropped from 1.94 days to 1.86 days for serviced accommodation, SFR stayed constant at 2.4 days. There was a 20% increase in the average number of days for non-serviced from 5.5 days to 6.6 days.

Economic impact per day per visitor (based upon tourist days) is interesting:

Day visitors have stayed constant at around £30. SFR has also stayed constant at around £40. Overnight visitors – the average spend for serviced has dropped by 24% from £140 in 2003 to £107 in 2010. Non-serviced has increased by 11% from £41 to £46.

### **Employment**

There has been a 9% increase in employment from 3,959 FTEs supported by tourism in 2003 to 4,322 in 2010.

### **Tourist Traffic**

Number of Tourist Vehicles has increased by 15% in the last seven years from 1.7m in 2003 to 1.94m in 2010.

### **Bed stock**

The total number of beds has increased by 24% from 3,097 in 2003 to 3,853 in 2010.

But serviced bedstock has reduced by -8% from 2,245 beds in 2003 to 2,059 by 2010.

Non-serviced, however, increased by 106% from 852 beds in 2003 to 1,754 by 2010.