

England's Northwest Key Tourism Facts 2008



Northwest
REGIONAL DEVELOPMENT AGENCY



experience
englandnorthwest



In this report...

- 4** Tourism Volume and Revenue
- 5** Tourism Economic Impact
- 6** Domestic Tourism
- 7** Inbound Tourism
- 8** Accommodation
- 9** Serviced Accommodation Occupancy
- 10** Attractions
- 11** Visitor Markets
- 14** Key Facts

Introduction

Tourism is a significant sector in the Northwest, contributing an estimated £14.3 billion of direct and indirect expenditure to the regional economy. The Northwest Regional Development Agency has strategic responsibility for sustainable tourism development across the region. "The Strategy for Tourism in England's Northwest" highlights the importance of having accurate data and meaningful market intelligence in order to evaluate performance and inform planning and investment decisions.

This Fact Sheet presents key data on the performance of the region as a visitor destination in 2008. It uses a number of sources including STEAM (Scarborough Tourism Economic Activity Monitor), UKTS (United Kingdom Tourism Survey), IPS (International Passenger Survey), SVVA (Survey of Visits to Visitor Attractions), Understanding Tourism's Economic Impact, and surveys conducted by NWDA into staying, day and business visitors.

An on-going programme of regional tourism research work is seeking to improve data robustness and develop a greater understanding of visitor markets and economic impact.

For further information, please see our website:
www.nwriu.co.uk/tourism/210.aspx

Or contact Lesley King,
Tourism Research Manager, NWDA
lesley.king@nwda.co.uk



Tourism Volume and Revenue

- An estimated £14.3bn was generated by visitors (directly and indirectly) to the Northwest region in 2008 – an increase of 1% over 2007.
- This supported approximately 220,000 full-time equivalent jobs in the region.
- Staying visitors accounted for 10% of trips (approximately 31 million trips) and 37% (£5.25bn) of spend.
- Day visitors accounted for 90% of trips and 63% of spend (over £9bn).

Greater Manchester accounted for two fifths (39%) of regional tourism revenue. Lancashire and Blackpool was the next most significant sub-region (21% of all revenue).

In 2008, Merseyside accounted for a 20% of share of NW revenue (compared to 17% in 2007) – this represented a 15% increase in tourism revenue from 2007, reflecting the impact of the Capital of Culture event.

The following table shows tourism revenue by sub-region from overnight and day visitors.

Tourism revenue by sub-region

Sub-region	Tourism Revenue overnight visitors		Tourism Revenue day visitors		Tourism Revenue Total	
	2008 (£m)	Share (%)	2008 (£m)	Share (%)	2008 (£m)	Share (%)
Cumbria	838	16	333	4	1,171	8
Cheshire	591	11	1,188	13	1,779	12
Lancashire and Blackpool	1,604	30	1,428	16	3,032	21
Greater Manchester	1,504	29	4,014	44	5,518	39
Merseyside	712	14	2,075	23	2,787	20
Northwest	5,249		9,038		14,287	

Source: STEAM 2008, Global Tourism Solutions

Tourism Economic Impact

The Northwest Tourism Economic Account (2007)* estimates that visitor spending was directly responsible for the creation of £3.7 billion of tourism value added (Value added is effectively the difference between cost of production and sale price of a product/service and is a better measure of the true worth of economic activity to the region than is expenditure/revenue).

The largest portion (around a third) was in the restaurants, cafes and bars and canteen industry (£1.25 billion). Hotels, motels and other serviced accommodation accounted for a further

£680 million, and retail and distribution £540 million.

A further £2 billion of tourism value added was created indirectly through supply chain and wage effects, bringing total tourism value added in the region to £5.7 billion (or 4.7% of total industry value added in that year).

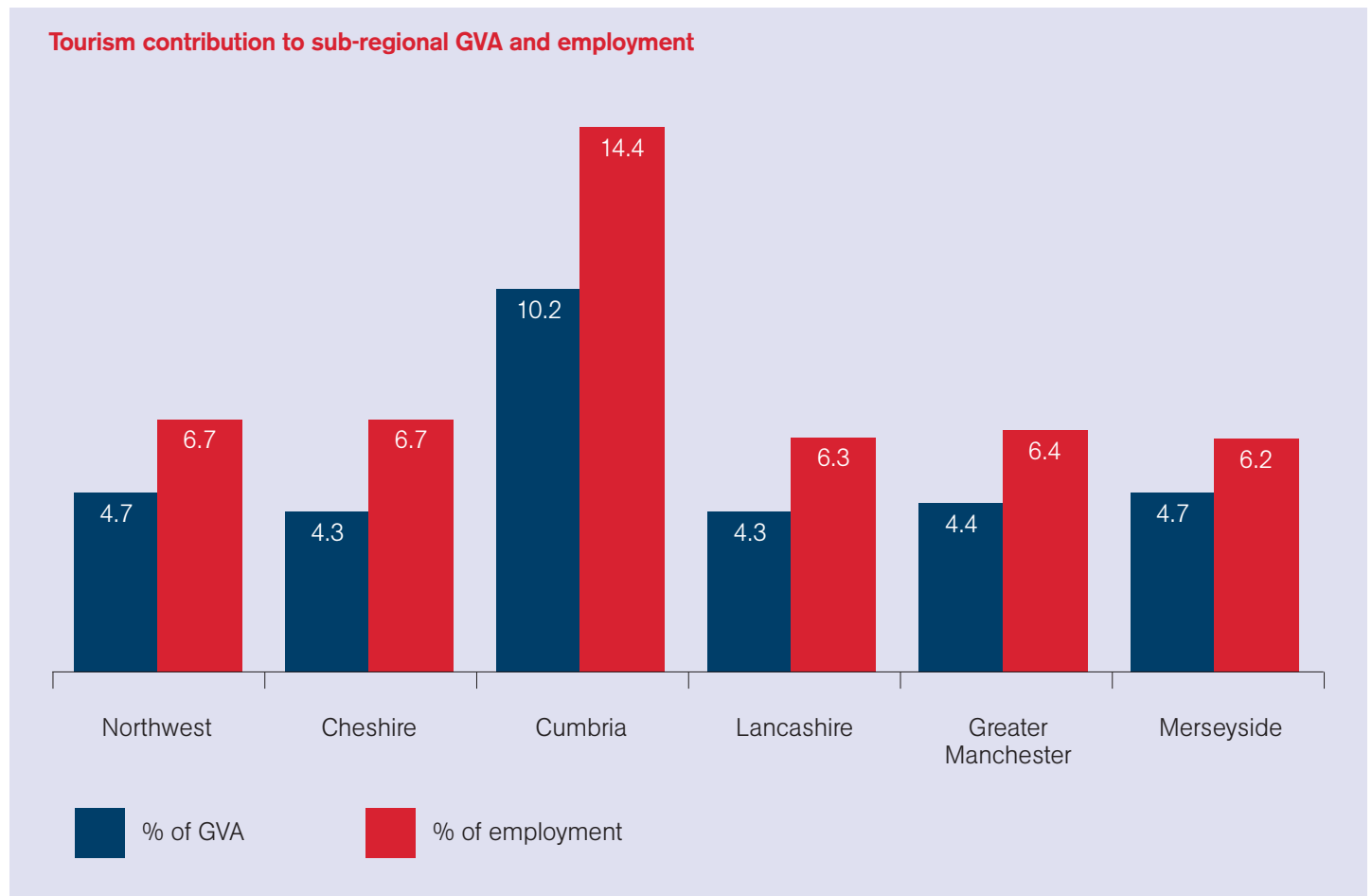
Tourism dependent employment accounted for an estimated 6.7% of the region's workforce.

In absolute terms Greater Manchester accounted for the largest amount of tourism value added (over £2bn),

followed by Lancashire (£1bn), Cheshire (£925m), Merseyside (£910m) and Cumbria (£750m).

However, in terms of relative impact within the sub-regional economy, tourism was considerably more important to Cumbria (direct and indirect tourism value added accounted for 10.2% of total sub-regional GVA).

The same applies to employment within sub-regions, with tourism accounting for over 14% of employment in the Cumbria economy.



*Source: Understanding Tourism's Economic Impact, Welsh Economy Research Unit & Regeneris Consulting

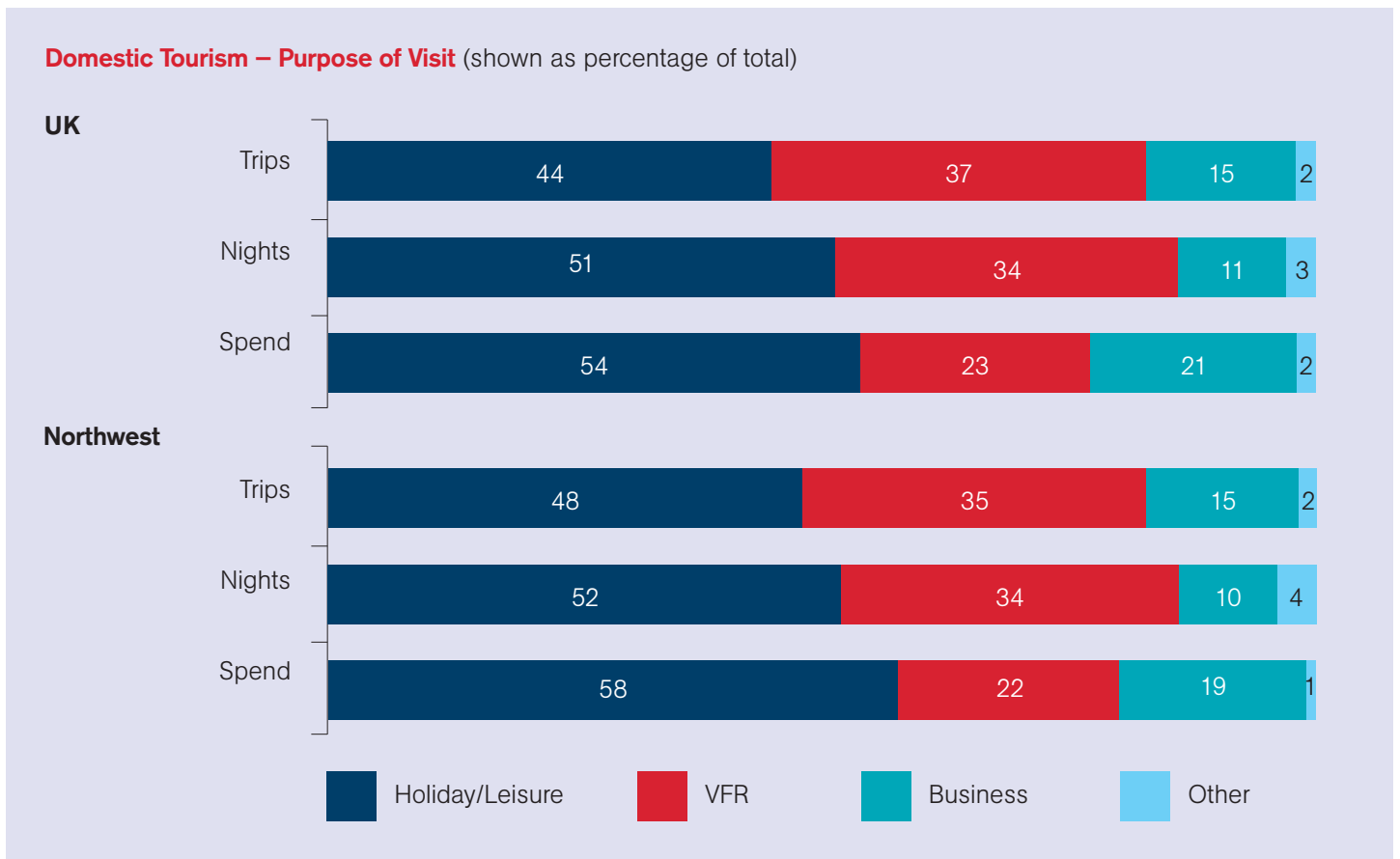
Domestic Tourism

- Among UK residents, the Northwest was the third most visited region in the UK after the South West and South East, receiving 11% of all trips to destinations in the UK, and generating 11.1% of all spend.
- Holiday/leisure accounted for 48% of domestic trips to the Northwest in 2008, and 58% of expenditure. Business tourism to the Northwest, despite accounting for a relatively low proportion of nights (11%), accounted for a significant part of expenditure (19%).

The following chart compares purpose of visit to the Northwest with that of the UK as a whole.

- Other than the Northwest itself, Yorkshire/Humberside was the most significant generating market for trips to the Northwest, and the South East generated the most spend.
- Per head of adult population, the highest spending markets for the Northwest were the Northwest itself, the North East, Northern Ireland and Yorkshire/Humberside.

- In the Northwest, serviced accommodation was most commonly used – it accounted for 44% of trips and 59% of spend. Staying with friends and relatives accounted for 35% of trips but accounted for only 22% of spend.



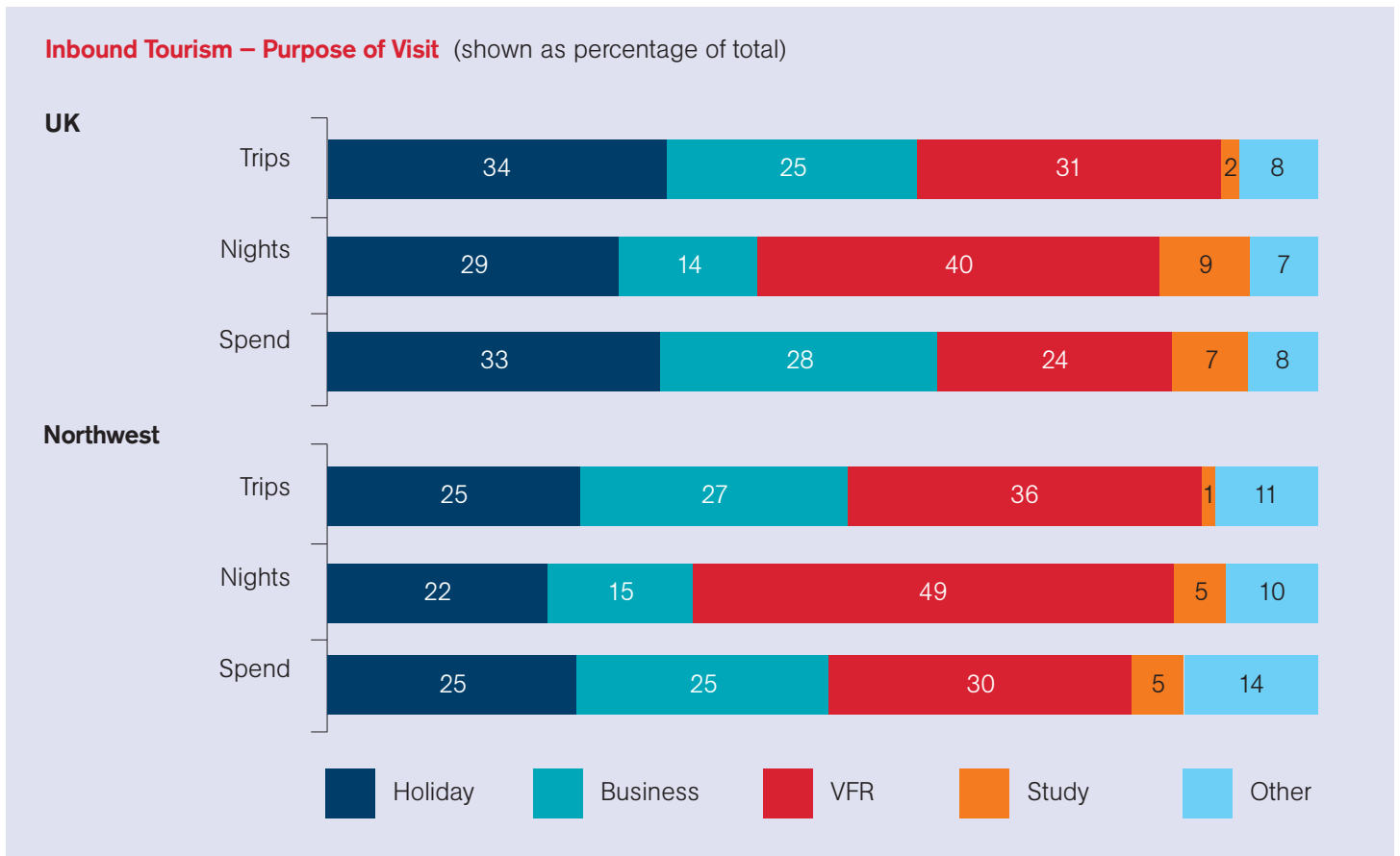
Source: UKTS 2008, National Tourist Boards

Inbound Tourism

- In 2008, there were approximately 2.5m overseas trips to the Northwest – these generated a direct spend of £850m.
- The Northwest had an 8% share of UK inbound trips, 7% share of nights and 5% share of spend.
- It was the fourth largest UK region in terms of volume of inbound tourism.
- Visiting friends and relatives (VFR) was the main purpose to visit the Northwest for inbound visitors – it accounted for 36% of trips and 30% of spend in 2008.

The following chart compares purpose of visit to the Northwest with that of the UK as a whole.

- The main inbound markets (in terms of spend) are Ireland, the USA, Australia, Germany and Spain. These five markets account for 42% of inbound expenditure.
- Of the top 5 inbound holiday markets, the main one is Ireland (15% of inbound holiday spend) followed by France, the USA, Australia, and Spain.

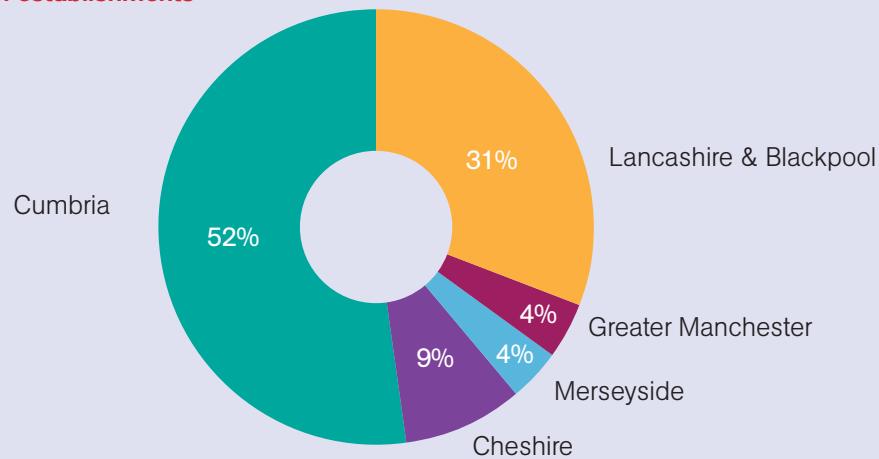


Source: IPS 2008, Office for National Statistics

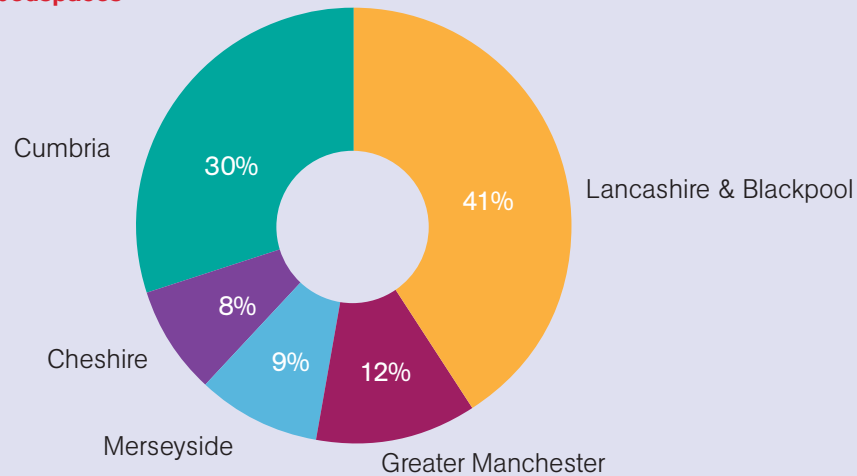
Accommodation

- The region has approximately 10,000 accommodation establishments providing just over 342,000 bedspaces.
- Just over half (51%) of the region's accommodation establishments are serviced.
- Smaller establishments (< 10 rooms) account for 62% of serviced accommodation establishments but just 20% of bedspaces.
- Non-serviced accommodation (self-catering, hostels, educational, caravan and camping) is considerably more significant in Cumbria than in the other sub-regions, accounting for 72% of bedspaces compared to just 20% in Cheshire, 43% in Lancashire and Blackpool, 13% in Greater Manchester and 41% in Merseyside.
- Sub-regionally the majority of establishments and bedspaces lie in Cumbria and Lancashire and Blackpool – together they account for 83% of establishments and 71% of bedspaces.

Northwest accommodation establishments



Northwest accommodation bedspaces



Source: STEAM Model Bedstock Analysis 2008, Global Tourism Solutions

Serviced Accommodation Occupancy

Occupancy data for the region has been collected from a number of different sources:

- LJ Forecaster for the cities of Manchester, Liverpool and Chester – predominantly large, city centre hotels with a high proportion of corporate business;
- Cumbria Tourism Occupancy Survey for Cumbria serviced accommodation establishments – predominantly small and medium sized operators;
- England Occupancy Survey for England, Northwest and Lancashire serviced accommodation establishments – predominantly small and medium sized operators.

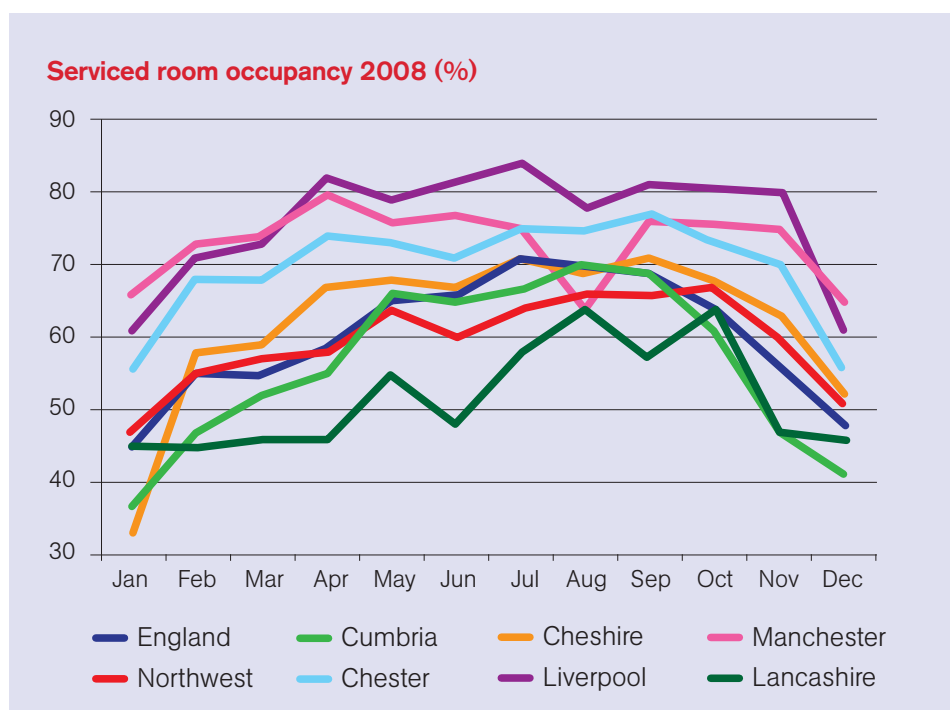
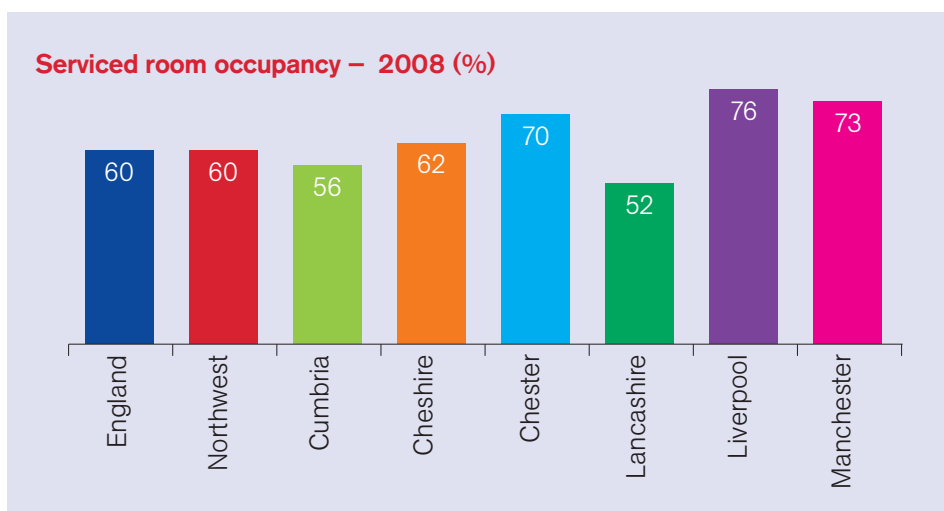
The following chart shows average annual occupancy rates for 2008.

Occupancy rates in the region's three principal tourism cities (Liverpool, Chester and Manchester) were all above 70% room occupancy in 2008 – with Liverpool's serviced accommodation achieving the highest average rates (76%) in the Capital of Culture year. These high rates reflect the supply (and sampling) of larger hotels in these areas.

Cumbria and Lancashire with a higher proportion of smaller establishments and, in relative terms, less corporate business had lower occupancy rates – 56% and 52% respectively.

Patterns of serviced seasonality vary from area to area:

- The Northwest, like England as a whole, has a seasonal pattern with an August peak.
- Lancashire and Cumbria, reflecting their stronger holiday bases, are also more seasonal with strongly defined summer peaks. Cheshire shows a similar but less pronounced pattern.
- Manchester, Liverpool and Chester are less seasonal – Manchester and, to a lesser extent Liverpool, have a pronounced downturn in August, probably reflecting a lack of football and conference related trade.



Attractions

- Overall, the Northwest region recorded a 13% increase in visits to attractions in 2008 (compared to 2007). The region outperformed other English regions in this respect (the English average was a 2% increase) – the Liverpool Capital of Culture 2008 event drove this rise, with many major attractions in Liverpool experiencing extremely high increases in visitor admissions in 2008 (see table below).
- Gross revenue from attractions in 2008 in the Northwest increased by 3% from 2007 to 2008 compared to a 5% growth in England as a whole.

The following table shows attendances to major attractions in 2008 (paid and free). NB this is based on reporting attractions and will exclude some large attractions (e.g. Blackpool Pleasure Beach).

Major attractions attendances 2008

Attraction	District	Visitors (2007)	Visitors (2008)	Free / Paid
Chester Zoo	Chester	1,233,044	1,259,173	P
Windermere Lake Cruises, Bowness	South Lakeland	1,274,976	1,199,216	P
Tate Liverpool	Liverpool	648,029	1,088,504	P
Merseyside Maritime Museum	Liverpool	603,907	1,020,712	F
Liverpool Museum	Liverpool	719,961	787,767	F
Tatton Park	Macclesfield	780,000	772,000	P
International Slavery Museum	Liverpool	76,365	414,480	F
The Walker	Liverpool	255,028	396,356	F
Manchester Art Gallery	Manchester	393,650	394,205	F
Metropolitan Cathedral of Christ The King	Liverpool	269,984	364,347	F

Source: Visitor Attractions Trends in England – 2008, Annual Report, VisitEngland

Visitor Markets

Data for this section is drawn from three major tourism surveys that were commissioned by NWDA and undertaken in 2007 and 2008. These investigated staying, day and business visitors and were undertaken nationally using internet based research panels.

Staying visitors

Among UK residents who had taken a UK holiday in the last year, the Lake District was the most likely destination in the Northwest to be considered for a holiday or short break (Source: England's Northwest Staying Visitor Survey 2007-8 – NWDA, 2008). It rated highly among other UK destinations –

only Devon and Cornwall had an equivalent rating.

Blackpool was also seen as a key NW destination and it was rated on a par with other English resorts.

Staying visitors to the main NW destinations had different motivations and undertook different activities. Visitors to the Lake District were more likely to be motivated by the scenery, feeling away from it all, and seeing specific sights – walking was a key activity.

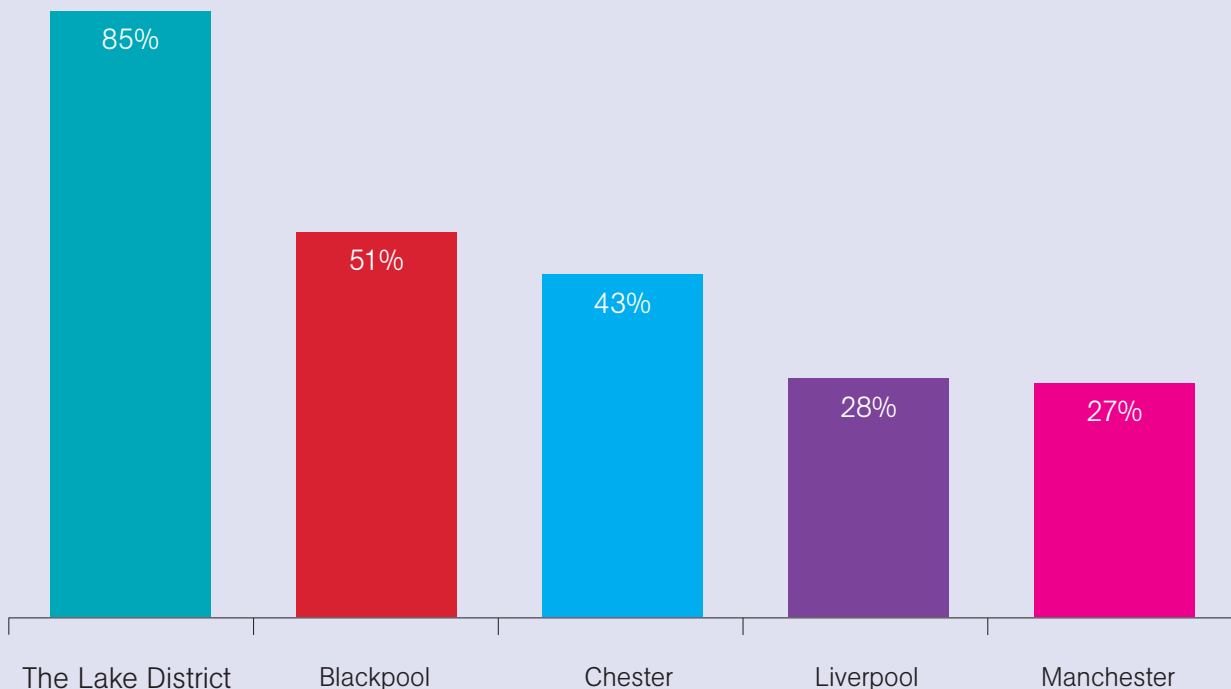
Blackpool's visitors were more likely to be motivated by an event or occasion but also evening and nightlife. Visiting theme parks was a notable activity.

Liverpool and Manchester were similar – an event/occasion and the nightlife were more likely to be motivations. So too was visiting friends and relatives. There were however differences – Manchester was stronger on shopping, Liverpool on visiting heritage attractions.

Chester also showed similarities to the bigger cities – visitors were more likely to be motivated by shopping, and visiting heritage attractions.

Destination appeal

% population who have taken UK holidays in last year that would consider for a short break/holiday or have visited in past 2 years



Source: England's Northwest Staying Visitor Survey 2007 – 2008, Arkenford Ltd & Locum Consulting

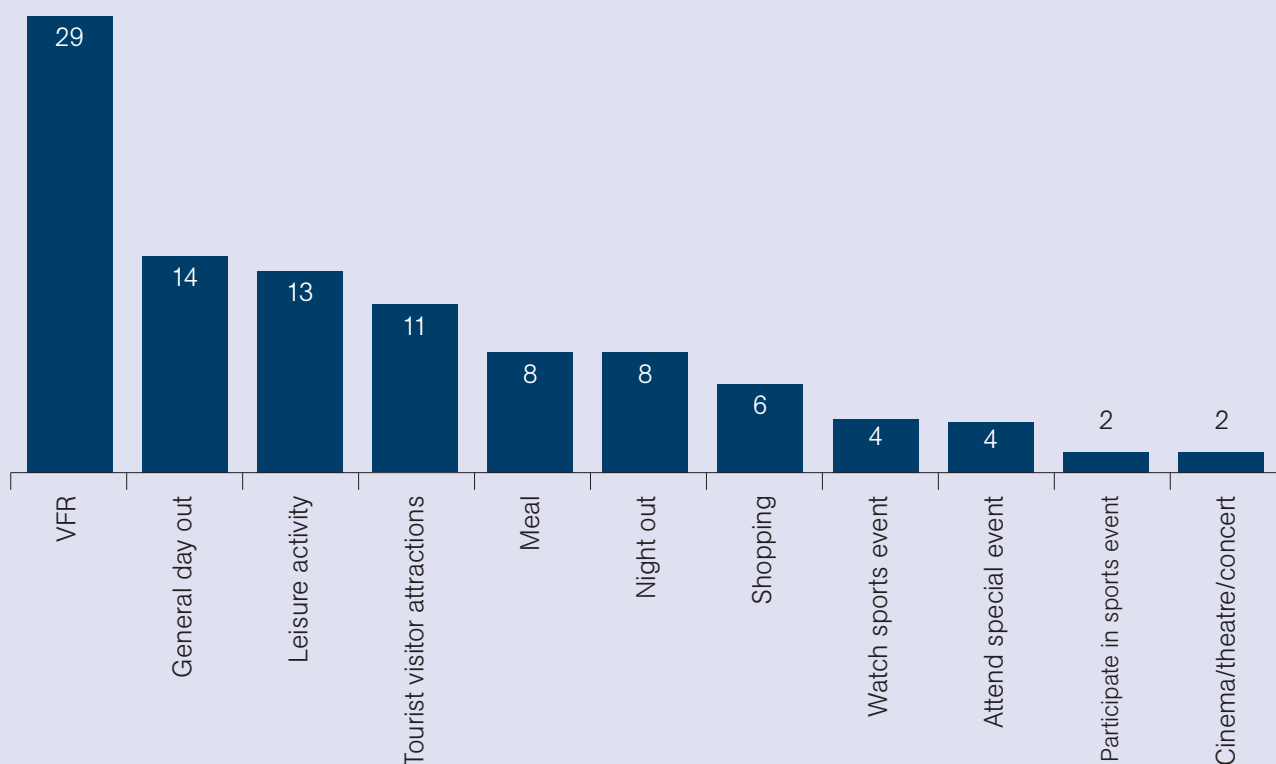
Visitor Markets

Day visitors

The Northwest Day Visitor Survey highlights that:

- There were an estimated 237 million day trips taken in the Northwest.
 - The main generator of trips was visits to friends and relatives – 29% of trips.
 - On average, day visitors spent £29.14 per person per trip. This varied by trip type – shopping trips were the most lucrative (£76.15 per trip), followed by a night out (£39.39). VFR trips were the lowest spenders (£18.58).
- There were variations in trip types by sub-region, with different areas of the region attracting higher proportions of different visitor types. For example: Cheshire – leisure activity; Cumbria – general day out, leisure activity, tourist attraction; Lancashire – VFR, tourist attraction; Greater Manchester – VFR, shopping; Merseyside – tourist attraction, night out.

Day visit activities (% of all trips)



Source: England's Northwest Day Visitor Survey 2007, Tribal, Arkenford Ltd & Locum Consulting

Visitor Markets

Business visitors

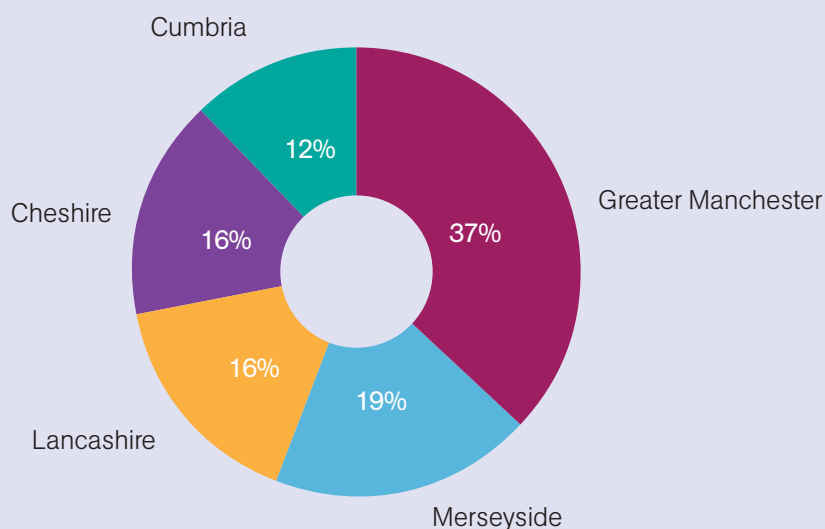
The Northwest Business Visitor Survey highlights that:

- There were approximately 21.4m businesses trips taken by UK residents to the Northwest annually.
- Greater Manchester generated the most trips (37%).

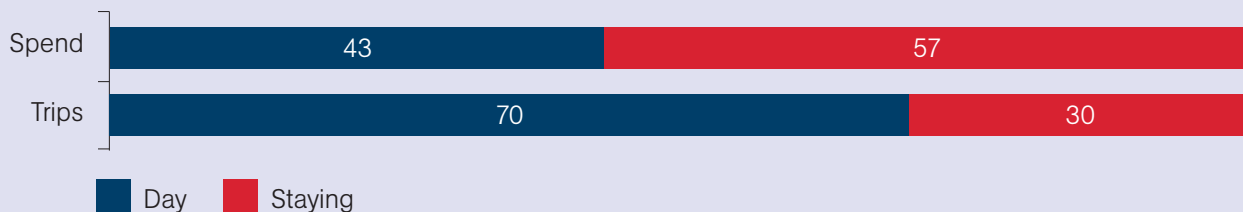
- Business tourism comprised a range of different trip types – the most common ones were meetings (32%), contract work (17%), training (9%) and conferences (7%).
- The average spend per trip is £83.20 (this equates to an overall average of £45.47 per person per day).

- The market generated an estimated £1.7bn – some of this (e.g. travel related expenditure) was outside the Northwest.
- Staying trips accounted for the majority of spend (57%) but only 30% of trips.

Sub-regional share of NW business trips



Day and staying trips – (% of trips and spend)



Source: England's Northwest Business Tourism Survey 2008, LTO & Arkenford Ltd

£14.3bn

the value of
tourism to
England's
Northwest

£5.7bn

value added
from tourism

10,000

accommodation
establishments
providing 342,000
bedspaces

6.7%

of the region's
workforce is in
tourism dependent
employment

3rd

most visited
region in the UK

21.4m

business tourism
trips generating
expenditure of
£1.7 billion



DISCLAIMER: Whilst every care has been taken in the compilation of this report and the statements contained in it are believed to be correct at the time of publication, the publishers and promoters of this publication are not liable for any inaccuracies. October 2009.

Produced by TEAM Tourism Consulting on behalf of the Northwest Regional Development Agency.

Renaissance House, Centre Park, Warrington, WA1 1QN
Tel: +44 (0)1925 400 100 Fax: +44 (0)1925 400 400

www.nwda.co.uk
www.enw.co.uk/visit
www.nwtourism.net

This document is available in large print, braille, audio tape and the following languages;
Bengali, Chinese, Gujarati, Somali, Urdu and Hindi.
Please contact the Marketing Department on 01925 400100
