

STEAM (Scarborough Tourism Economic Activity Monitor) Annual Report 2018

November 2019



Visitor Numbers

In 2018, 36.4 million tourists visited Cheshire West and Chester, with around 14 million tourists visiting the Chester City area. Visitor numbers to the borough have increased 0.4% since 2017, 12.1% since 2015 and 44.8% since 2009.

Around 22% of all tourists that visited Cheshire and Warrington visited the Chester City area, and 58% visited the Cheshire West and Chester local authority area.

Day visitors, which make up 96% of total visitor numbers to the borough, have increased in number by 45.6% since 2009 reaching 34.9 million in 2018. Staying visitors, which make up 4% of all visitors but have a greater economic impact per head on the visitor economy, have increased in number by 27.6% since 2009 reaching 1.5 million in 2018.



Economic Impact

In 2018, the economic impact of the visitor economy in Cheshire West and Chester was £2.12bn. Within that, the economic impact coming from the Chester City area totalled £0.7bn. When excluding the effect of inflation, the economic impact of the visitor economy in Cheshire West and Chester as a whole (in £m) has increased 0.7% since 2017, 11.6% since 2015 and 44.5% since 2009.

The borough contributes a large share to the overall economic impact of the visitor economy in Cheshire and Warrington; Cheshire West and Chester accounts for 58% and the Chester City area accounts for 22.8%.



Employment Supported

In 2018, the visitor economy supported 25,469 full-time equivalent (FTE) jobs; 19,865 FTE jobs were directly supported and 5,604 FTE were indirectly supported by the visitor economy. The number of FTE jobs in the borough supported by the visitor economy has increased 2.4% since 2017, 12.9% since 2015 and 48.1% since 2009.

The number of FTE jobs in Cheshire West and Chester directly supported by staying visitors has increased by 6.5% since 2017. Meanwhile, the number of beds for staying visitors in Cheshire West and Chester has increased by 1,488 since 2017 reaching approximately 14,361 beds from serviced and non-serviced accommodation 2018.

The visitor economy in the Chester City area is estimated to have supported 9,766 FTE jobs in 2018, which reflects around 38% of the jobs created in the borough by the visitor economy.



Accessing Cheshire West and Chester Council
information and services.

Council information is also available in audio, braille,
large print or other formats. If you would like a copy
in a different format, in another language or require
a BSL interpreter, please email us at:
equalities@cheshirewestandchester.gov.uk

Telephone: **0300 123 8 123**
Textphone: **18001 01606 275757**
Email: **equalities@cheshirewestandchester.gov.uk**
Web: **www.cheshirewestandchester.gov.uk**

If you would like further information about this report or other JSNA products,
please contact Insight and Intelligence

Telephone: **01244 972176**
Email: **research@cheshirewestandchester.gov.uk**
Insight and Intelligence, HQ, 58 Nicholas Street, Chester CH1 2NP
Access JSNA products online **www.cheshirewestandchester.gov.uk/jsna**