

STEAM Research 2014 Summary

STEAM (Scarborough Tourism Economic Activity Monitor) is a research model used by Cumbria Tourism to estimate the volume and value of tourism in our area. SLDC recognises that our economy is highly dependent on tourism and relevant research is invaluable. STEAM has provided a strong, reliable evidence base for tourism policy and development in South Lakeland for several years.

- In 2014 Cumbria had 41.5 million visitors, a 4.7% increase on 2013. These were made up of 35.5 million day trippers and 6 million overnight visitors. This brought in £2.44 billion to the region's economy and provided employment for 33,920 full time equivalent (FTE) posts. As many tourism jobs are actually part time or seasonal, the total number of people in tourism jobs is estimated at 58,327, around 20% of the counties' employment.
- South Lakeland has performed the best of all the districts. It has a high profile, containing many well-known attractions, and corresponds with a large area of the Lake District National Park. In 2014 it accounted for 45% of the tourism revenue share in Cumbria, with South Lakeland's tourism revenue up 8.6% on 2013 at £1.1billion (an extra £87 million).
- The industry provides the district with 14,752 FTE jobs, up 3.3% on the previous year. As with Cumbria, tourism also provides jobs to many more part time and seasonal workers in South Lakeland.
- 16.4 million visitors came to South Lakeland in 2014. 84.3% of these were day trippers; bringing in £472 million to the district's economy. The other 15.7% were staying visitors, contributing £623 million. There has been a larger increase in staying visitors since 2013 (8.7%) compared to day trippers (3.9%).
- Accommodation is the most significant tourist sector in South Lakeland with 24.2% of the overall revenue share. The Food and Drink sector is also significant with a 22.6% share. Transport makes up 11.4%, Shopping 9.2% and Recreation 7.2%.
- Within the staying visitor sector, there was a higher growth for non-serviced accommodation. The number of bednights (the length of time visitors stayed) grew by 8.5% in this sector compared to 2013, while the number of serviced bednights increased by 4.4%. Non-serviced accommodation visitor numbers grew by 14.8% (serviced 5.6%), while tourism revenue generated by visitors staying in non-serviced accommodation grew by 12.8% (serviced 7.5%).
- When looking at medium term trends, in South Lakeland there has been some fluctuations between 2009 and 2014. The end result is an increase in tourism revenue of 20.6%, of 1.9% in visitor numbers and 4.1% in visitor days. Here, growth is solely down to staying visitors. Growth has been seen across all staying visitor markets, but particularly for non-serviced accommodation.