

**Business and Economy Statistics – South Lakeland**

Council Plan Performance Monitoring Report Quarter 2 - 2020/21

(This document lists the tourism data missing from page 23 in Appendix 2)

## Tourism visitor numbers and revenue

Source: STEAM report Cumbria Tourism.

South Lakeland had 19.01m visitors in 2019, up from 18.54m the year before. This was worth £1.37bn to the local economy, supporting 16,409 FTE jobs. This represents a significant proportion of the tourism visitor share in Cumbria. Data on visitor numbers for 2020 is not yet available.

	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland	Cumbria Total
<b>Tourism Revenue (£m)</b>	491.3	124.4	560.7	190.9	390.7	1372.0	3130.0
<b>Tourist Days (m)</b>	11.38	3.32	10.05	4.81	8.07	26.31	63.94
<b>Tourist Numbers (m)</b>	8.00	3.00	9.04	3.67	5.14	19.01	47.86
<b>Employment (FTEs)</b>	6,381	1,631	6,654	2,332	4,722	16,409	38,129

### South Lakeland Tourism - Volume and Value 2018 - 2019

NB all figures unindexed	2018	2019	% change
<b>Tourism Revenue (£'s bn)</b>			
South Lakeland	1,312	1,372	4.6%
<i>Total</i>	<i>1,312</i>	<i>1,372</i>	<i>4.6%</i>
<b>Tourist Days (m)</b>			
Serviced Accommodation	2,864	2,948	2.9%
Non-serviced accommodation	6.783	6.898	1.7%
Staying with friends and relatives	0.384	0.384	0.2%
<i>All staying visitors</i>	<i>10.03</i>	<i>10.23</i>	<i>2.0%</i>
Day visitors	15.67	16.08	2.6%
<i>Total</i>	<i>25.70</i>	<i>26.31</i>	<i>2.4%</i>
<b>Tourist numbers (m)</b>			
Serviced Accommodation	1.489	1.522	2.2%
Non-serviced accommodation	1.223	1.247	1.9%
Staying with friends and relatives	0.161	0.161	0.2%
<i>All staying visitors</i>	<i>2.873</i>	<i>2.930</i>	<i>2.0%</i>
Day visitors	15.67	16.08	2.6%
<i>Total</i>	<i>18.57</i>	<i>19.01</i>	<i>2.5%</i>
<b>Employment (FTEs)</b>			
Accommodation	4,433	4,498	1.5%
Food and Drink	3,439	3,494	1.6%
Recreation	1,751	1,777	1.5%
Shopping	2,224	2,257	1.5%
Transport	892	905	1.5%
<i>Total direct employment</i>	<i>12,739</i>	<i>12,931</i>	<i>1.5%</i>
indirect employment	3,438	3,478	1.2%
<i>Total</i>	<i>16,177</i>	<i>16,409</i>	<i>1.4%</i>