2017 North East Lincolnshire's Visitor Economy

DISCOVER NORTH EAST LINCOLNSHIRE

2017

10.2 million
Tourism Visits
to North East Lincolnshire in 2017

621,000 visits were made by visitors **staying in NEL** as part of a holiday or short break, generating **3.078 million nights** in local accommodation

12.66 million Visitor Days and Nights generated by Visitors in 2017

On average, visitors **staying in NE Lincs** spend 5 nights in the area

Staying Visitors spent **£38 million** on **Local Accommodation**

9.58 million tourism visits made by **Day Visitors** in 2017

A total of **£589.28 million** was generated within the local economy through visitor and tourism business expenditure. The **Shopping** and **Food and Drink** sectors generated a total of **£263.84 million** of direct economic benefit in 2017

Day Visits generated **£386.3 million** for the local economy in 2017

In total, **staying visitors** generate a **total economic impact** of **over £202 million** for local businesses and communities

North East Lincolnshire's visitors support more than **6,950 full time equivalent jobs**

Trends 2016-2017

Economic Impact +4.8%

Visitor Numbers +1.6%

Total Visitor Days and Nights +2.2%

Source: Global Tourism Solutions (UK) Ltd – NEL's 2017 STEAM report

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DISCOVER NORTH EAST LINCOLNSHIRE

SPEND
£589.28m

					Indirect £
18%	7%	26%	7%	10%	32%

EMPLOYMENT
6,959 jobs

					Indirect £
22%	10%	28%	6%	5%	29%

84 accommodation providers

- 59 – serviced
- 17 – self-catering
- 8 – caravans & camping

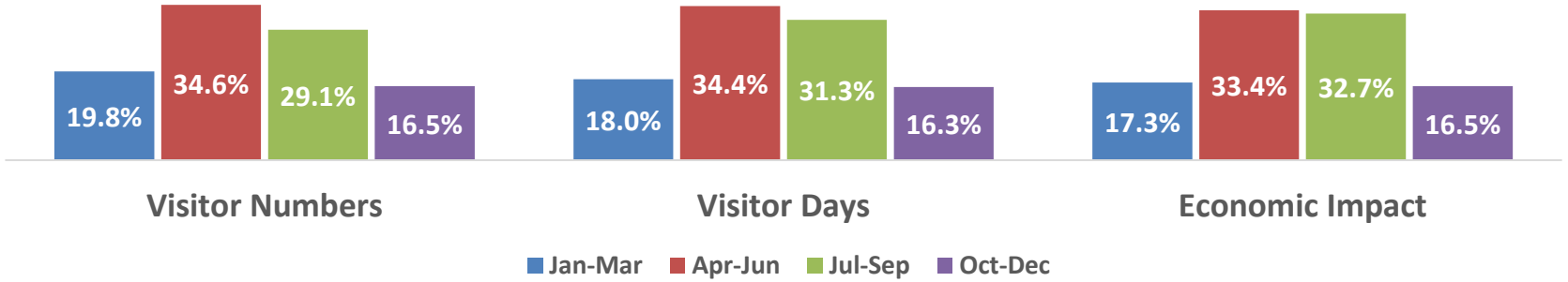
6%
Overnight Stay Visitors
34% of expenditure
£327.04 per trip

94%
Day Visitors
66% of expenditure
£40.31 per day

11,163 beds

- 2,115 – serviced
- 156 – self-catering
- 8,892 – caravans & camping
  including 8,097 static caravans & chalets

Seasonality



Source: Global Tourism Solutions (UK) Ltd – NEL's 2017 STEAM report

Some figures have been rounded to the nearest whole number where relevant.

2017 Visitor Economy for Cleethorpes

DISCOVER NORTH EAST LINCOLNSHIRE

2017

Over 3.4 million
Tourism Visits
to Cleethorpes in 2017

427,000 visits were made by visitors **staying in Cleethorpes** as part of a holiday or short break, generating **2.458 million nights** in local accommodation

5.438 million Visitor Days and Nights generated by Visitors in 2017

On average, visitors spend **5.75** nights in **Cleethorpes**.

Staying Visitors spent **£28 million** on **Local Accommodation**

2.98 million tourism visits made by **Day Visitors** in 2017

A total of **£275.05 million** was generated within the local economy through visitor and tourism business expenditure. The **Shopping** and **Food and Drink** sectors generated a total of **£117.80 million** of direct economic benefit in 2017

Day Visits generated **£120.12 million** for the local economy in 2017

In total, **staying visitors** generate a **total economic impact** of **almost £155 million** for local businesses and communities

North East Lincolnshire's visitors support more than **3,136 full time equivalent jobs**

Trends 2016-2017

Economic Impact +8.5%

Visitor Numbers +7.1%

Total Visitor Days and Nights +6.4%

Source: Global Tourism Solutions (UK) Ltd – NEL's 2017 STEAM report

2017 Visitor Economy for Cleethorpes

DISCOVER NORTH EAST LINCOLNSHIRE

SPEND
£275.05m

18%	6%	25%	10%	9%	Indirect £ 32%

EMPLOYMENT
3,136 jobs

22%	9%	27%	7%	5%	Indirect £ 30%

52 accommodation providers

- 41 – serviced
- 7 – self-catering
- 4 – caravans & camping

13%
Overnight Stay Visitors

56% of expenditure

£362.65 per trip

87%
Day Visitors

44% of expenditure

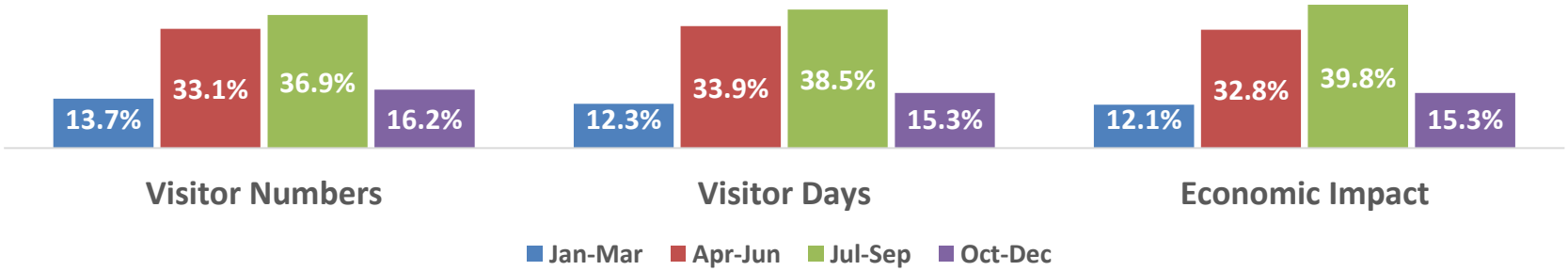
£40.31 per day

9,605 beds

- 931 – serviced
- 28 – self-catering
- 8,646 – caravans & camping

including 8,037 static caravans & chalets

Seasonality



Source: Global Tourism Solutions (UK) Ltd – NEL's 2017 STEAM report

Some figures have been rounded to the nearest whole number where relevant.

North East Lincolnshire's Visitor Economy

2017 TOURISM DASHBOARD Part Two

DISCOVER NORTH EAST LINCOLNSHIRE

Attendance Numbers* at Key Events during 2017

Armed Forces Weekend
1st & 2nd July 2017
80,000

VMS Live Sounds of Summer
14th/15th July 2017
5,000

1940's Weekend
12-13th August 2017
8,000

Spooktacular Fireworks
28th October 2017
8,500

Scooter Rally
7th & 8th July 2017
5,000

GY 10K Race
30th July 2017
3,500 incl
3,000 runners

ABP Half Marathon
3rd Sept 2017
2,000 incl
1,600 runners

Freeman Street Festival
10th June 2017
1,500

Visitor Feedback

49 visitors sampled - 45% from outside the area

Visitors were from **Sheffield, Doncaster, York, Liverpool, London, Surrey, Scotland** and **France**

Favourite things were the beach, boating lake, cafes, independent shops, fish and chips, the Blues festival and Armed Forces weekend.

All 49 would visit again. Only 2 were first time visitors.

**Estimated Source: Event organisers & TIC research*

North East Lincolnshire's Visitor Economy

2017 TOURISM DASHBOARD Part Two

DISCOVER NORTH EAST LINCOLNSHIRE

Visitor Numbers 2017

Grimsby Fishing Heritage Centre
During 2017
81,276 visitors to the centre

Time Trap Museum
During 2017
1,648 visitors to the attraction

Immingham Museum
During 2017
2,583 visitors to the museum

Grimsby Leisure Centre
459,806

Cleethorpes Leisure Centre
414,945

Immingham Swimming Pool
110,306

Footfall Figures 2017

Grimsby - Victoria Street
5,609,092

Cleethorpes - Short Street
1,274,296

Train Station Usage

Cleethorpes Town Station Train Usage 2016/17
288,094 entries/exits made at the station

Grimsby Town Station Train Usage 2016/17
438,050 entries/exits made at the station

Source: Attraction Managers, Springboard Footfall counters and Northern Rail

North East Lincolnshire's Visitor Economy

2017 TOURISM DASHBOARD Part Two

DISCOVER NORTH EAST LINCOLNSHIRE

Social Media Stats for 2017

DiscoverNEL

FACEBOOK	Q1	Q2	Q3	Q4
Page Likes	1333	1402	1472	1519
Av. Reach per post	1011	1005	933	812
Av. Engagements	15	13	10	10
Av. Shares	6	4	3	2

TWITTER	Q1	Q2	Q3	Q4
Followers	2733	2903	3015	3109
Impressions	239.8k	174.8k	116.7k	114.3k
Engagement	986	1043	843	837
Retweets	470	327	205	258
Engagement Rate	1%	1.10%	1.20%	1.30%

INSTAGRAM	Q1	Q2	Q3	Q4
Followers	1123	1167	1191	1204
Likes	1.1k	839	985	961
Comments	76	32	15	19
Av. Engagement Rate per post	3.90%	3.43%	2.73%	3.03%
Number of posts	27	22	31	27

VisitCleethorpes

FACEBOOK	Q1	Q2	Q3	Q4
Page Likes	13884	14346	14664	14680
Av. Reach per post	3301	3751	4423	2781
Av. Engagements	85	64	98	63
Av. Shares	15	14	14	7

TWITTER	Q1	Q2	Q3	Q4
Followers	4632	4754	4977	5122
Engagement	454	492	452	738
Retweets	43	106	105	207
Engagement Rate	1.0%	0.8%	1.1%	1.5%
Impressions	55.8k	103.1k	61.2k	79.4k

INSTAGRAM	Q1	Q2	Q3	Q4
Followers	2059	2328	2505	2848
Likes	1.4k	1.2k	3.5k	3.6k
Comments	9	30	28	30
Av. Engagement Rate per post	9.05%	3.84%	4.28%	3.96%
Number of posts	8	14	34	34

Source: Social media stats

North East Lincolnshire's Visitor Economy

2017 TOURISM DASHBOARD Part Two

DISCOVER NORTH EAST LINCOLNSHIRE

Web Stats for 2017

DiscoverNEL

2017	Users	New Users
January	539	496
February	379	335
March	354	311
April	349	309
May	334	305
June	314	288
July	345	318
August	344	314
September	236	214
October	281	256
November	239	213
December	296	270
	4,010	3,629

Sessions	4,774
No Sessions per User	1.30%
Page Views	11355
Pages/Session	2.38%
Av Sess Duration	01:43
Bouncerate	58.15%

VisitCleethorpes

2017	Unique Visitors	No of Visits
January	10,498	13,420
February	8,794	11,567
March	12,850	16,357
April	20,684	27,852
May	17,355	23,560
June	18,983	24,663
July	22,978	28,884
August	23,074	29,468
September	8,927	11,897
October	12,037	15,618
November	8,626	11,492
December	8,240	10,441
TOTAL	**173,046**	**225,219**

Source: Web Stats