

Trends in tourism in the Yorkshire Dales 2016 to 2017

How trends in tourism are monitored

The Yorkshire Dales National Park commission Global Tourism Solutions Ltd to estimate the economic impact of tourism in both the National Park and surrounding area. This is achieved through use of a model called STEAM (Scarborough Tourism Economic Activity Monitor). Through STEAM the National Park has a continuous tourism economic impact dataset from 2009 to 2017. STEAM uses locally-derived data from a variety of sources including tourist information centres, visitor attractions and events, accommodation bedstocks and occupancy rates. Data is analysed to produce estimates of the number of visitors, visitor days, employment supported by tourism, and revenue generated.

STEAM is not designed to provide a precise and accurate measurement of tourism in a local area, but rather to provide an indicative base for monitoring trends. The confidence level of the model is calculated to be within the ranges of plus or minus 10% in respect of the yearly outputs and plus or minus 5% in respect of trend.

The following pages give the trends in tourism from the STEAM model both for the National Park alone, and for the National Park plus area of influence. The area of influence includes Nidderdale AONB, the small market towns just outside the National Park and businesses in a buffer zone.

National Park Management Plan

The Yorkshire Dales National Park Management Plan is the guiding document for the National Park and sets out the vision and ambitions for the area from 2013 to 2018. One of the objectives in the Plan is to:

E4 Improve the quality, variety and marketing of the tourism 'offer' within the National Park to extend the season and get more visitors to stay overnight so as to increase the value of tourism by 20% in real terms by 2020.

Trends for the Yorkshire Dales National Park

In 2017, the Yorkshire Dales National Park received 3.85 million visitors, made up of 3.3 million day trippers and 0.52 million overnight visitors. Between them, day and staying visitors combined to produce 5.06 million tourist days. These visitors brought in £263 million to the region's economy and provided employment for 3,623 full time equivalent (FTE) posts.

Between 2016 and 2017, there was an increase of 1.7% in tourist days, 2.4% in tourist numbers, and 4.5% in tourism revenue. This builds on increases in both 2013 and 2014 followed by the slight dip in 2015. This is a very positive picture with good levels of growth.

These figures are for the 'old' National Park area. For 2017 and 2018, figures will be made available both for the 'old' area, to allow comparisons to be made, and for the extended National Park.