

## The Visitor Economy of Barnsley MBC

This is a summary of the annual tourism economic impact research undertaken for Barnsley Metropolitan Borough Council for the calendar years 2022-2024. Outputs in this report have been generated using the Scarborough Tourism Economic Activity Model (STEAM), owned and operated by Global Tourism Solutions (UK) Ltd.

### COVID-19

Estimated tourism figures throughout all of the UK appear to have mostly returned to, or surpassed, pre-Covid 19 estimates for the first time.



# 2024

## Visitor Types

**Staying Visitors** encompass all tourists staying overnight for at least one night in one of the following types of accommodation:

- **Serviced Accommodation** - including Hotels, Guest Houses, B&Bs, Inns
- **Non-Serviced Accommodation** – including Self-Catering properties such as Houses, Cottages, Chalets and Flats, as well as Camping and Caravanning, Hostels and University / College accommodation
- **Staying with Friends and Relatives (SFR)** – unpaid overnight accommodation with local residents

**Day Visitors** visiting the area on a non-routine and non-regular leisure day trip from a home or holiday base

**Staying Visitors**

**14%** of Visits

**Day Visitors**

**86%** of Visits

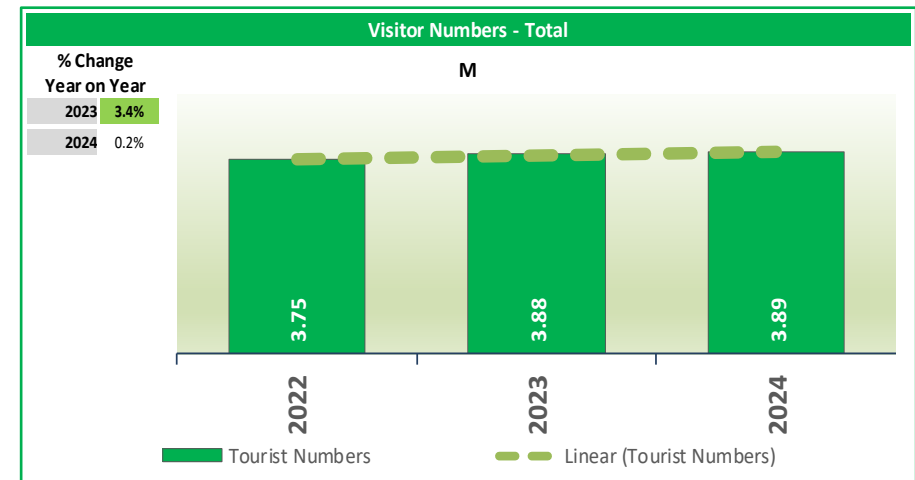
**Total  
Visitor  
Numbers  
3.89m**

## Visitor Numbers

There were an estimated 3.89m tourism visits to the Barnsley MBC area in 2024, up by 0.2% from the previous year, and up by 3.5% from estimated levels reported in 2022, mainly due to visitors staying in non-serviced accommodation, and also slight increases in day visitors.

In 2024, .545m visitors stayed in some sort of accommodation within the area. This sector saw an increase of 1.7% when compared to the previous year and is now 1.4% above 2022 levels. While stable, there are differences within the sectors. The serviced accommodation sector, primarily comprised of hotels, guest houses and B&Bs, saw a slight decrease of

-2.9% over the last year and is -4.6% below 2022 levels. In contrast, the smaller non-serviced accommodation sector was up 78.4% on the previous year and is 57.3% above 2022 estimates. Day visitors throughout many locations in the UK are just returning to pre-covid levels, especially in rural and semi-rural locations, so it is encouraging to see that while day visitors were down fractionally by 0.1% on the previous year, they are now 3.9% above 2022 estimates, which has had a positive knock-on effect on total visitor numbers as at 86%, day visitors represent a very high percentage of all visitor numbers to the area.



## Key Figures: Visitor Numbers 2024

Visitor Numbers		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2024 (Millions)	M	0.138	0.023	0.384	0.545	3.341	3.886
2023 (Millions)	M	0.142	0.013	0.381	0.536	3.343	3.879
Change 23/24 (%)	%	-2.9	+78.4	+0.8	+1.7	-0.1	+0.2
Share of Total (%)	%	3.6	0.6	9.9	14.0	86.0	100.0

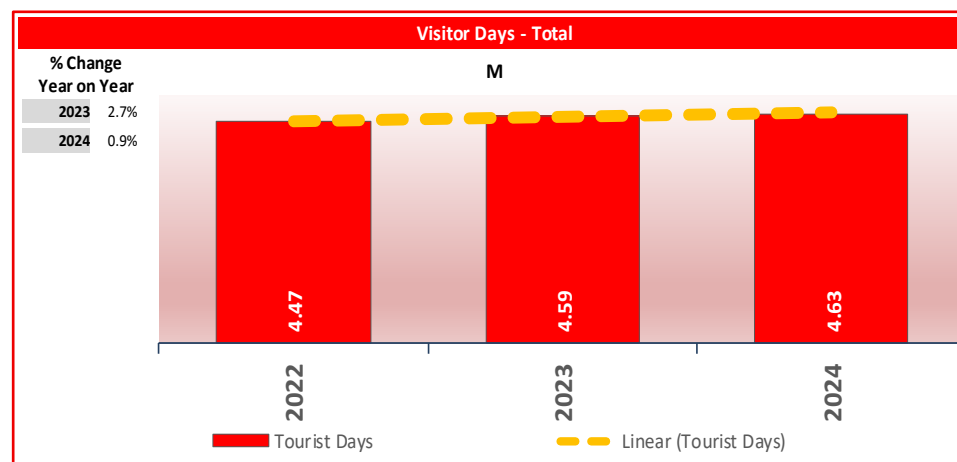
**Total  
Visitor  
Days**  
**4.63m**

## Visitor Days

Visitors spent an estimated 4.63m days in the Barnsley MBC area during 2024. Visitor days take into account multiple stays. For example, if a family of five stay three nights, they will not only account for five visitors, but also fifteen visitor days. On average, staying visitors to the area stay 2.4 days.

Total staying visitors accounted for 1.3m visitor days in 2024, an increase of 3.6% on the previous year, and a 2.9% increase above 2022 levels. The serviced accommodation sector decreased slightly by

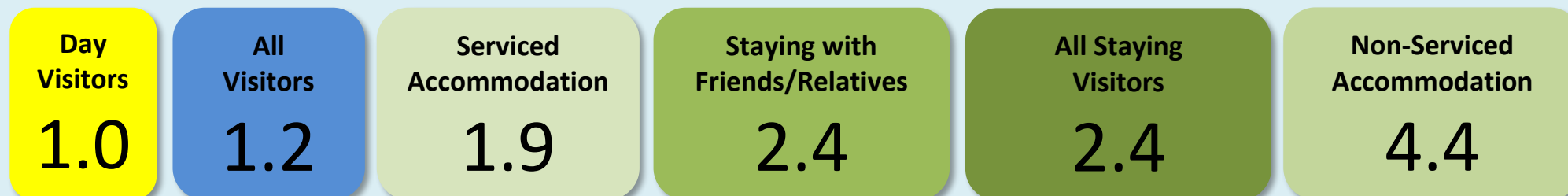
-2.9% when compared to 2023, and is -5.0% below figures reported in 2022. Again, in contrast, the smaller non-serviced accommodation sector is up 78.2% on the previous year, and is now well above 2022 levels by 57.3%, which points to the non-serviced sector recovering from the covid downturn ahead the serviced sector, in part due to an increase in short term let establishments and bedspaces over the past years. As mentioned before, day visitors to the area are fractionally down by -0.1%, but are slightly up on 2022, so still an overall encouraging result, especially given the heavy predominance of the day visitor sector to the Barnsley MBC area.



### Key Figures: Visitor Days 2024

Visitor Days		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2024 (Millions)	M	0.268	0.103	0.919	1.290	3.341	4.631
2023 (Millions)	M	0.276	0.058	0.912	1.246	3.343	4.589
Change 23/24 (%)	%	-2.9	+78.2	+0.8	+3.6	-0.1	+0.9
Share of Total (%)	%	5.8	2.2	19.9	27.9	72.1	100.0

### Average Length of Stay for Different Visitor Types: 2024



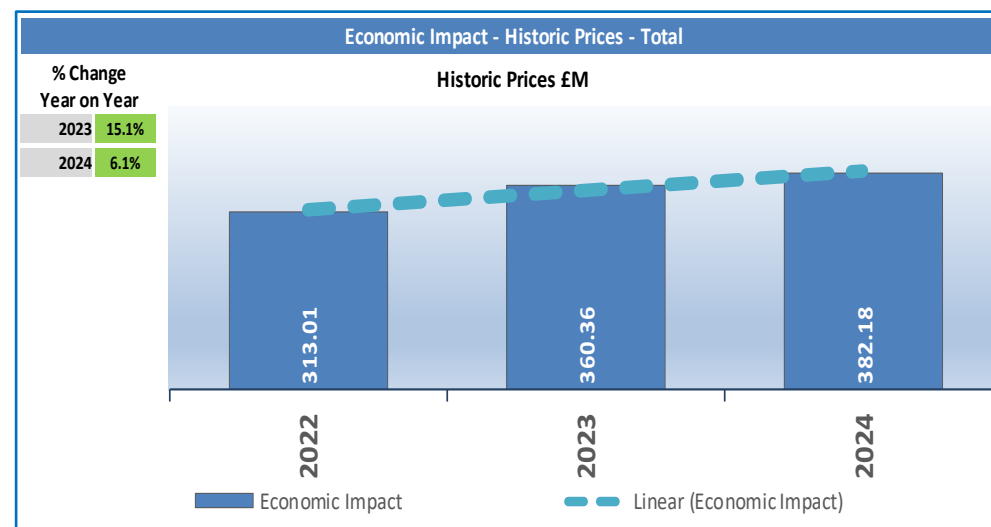
**Total  
Economic  
Impact  
£382m**

## Economic Impact

The value of tourism activity in the Barnsley MBC area was estimated to be £382m in 2024, up by 6.1% on the previous year, and up by 2.6% (indexed for inflation) when compared to 2022 levels.

The total *direct* economic impact comprises the expenditure of visitors on goods and services, totalling £255.6m. Further to this, indirect and induced economic effects of local businesses and residents spending tourism revenues locally, were estimated to account for a further £126.6m, together totalling £382.2m. The

largest visitor spending sector by far was Shopping (£108m), followed by Food & Drink (£70m), then Transport (£37m) followed by Recreation (£22m). The economic impact of the serviced sector was down fractionally by -0.7% on the previous year. The smaller non-serviced accommodation sector, comprising self-catering and some caravan, camping and touring sites, was up substantially by 118% on 2023, again, partly due to more establishments over the past few years. In terms of comparison, the serviced sector has just under twice the bedspaces of the non-serviced sector and has three times the economic impact. Day visitor economic impact is up 4.8% on the previous year, and is 3.9% above 2022 levels when indexed for inflation; its economic impact is almost four times that of All Staying Visitors.



<b>Accommodation:</b>	Payments for overnight stays in accommodation, such as room rates, pitch fees and hire charges for non-serviced accommodation
<b>Recreation:</b>	Covering expenditure on a wide range of leisure activities such as museum, event, concert / theatre and attractions attendance as well as sports participation and spectating.
<b>Transport:</b>	Expenditure within the destination on travel, including fuel and public transport tickets
<b>Food and Drink:</b>	Spend on eating and drinking at restaurants, cafes and other venues, takeaway food, snacks and groceries
<b>Shopping:</b>	What visitors spend on items including clothing / jewellery, household items, music / films / games, gifts and smaller items, books and maps, plants and garden items
<b>Indirect:</b>	The expenditure by local tourism businesses within the local supply chain

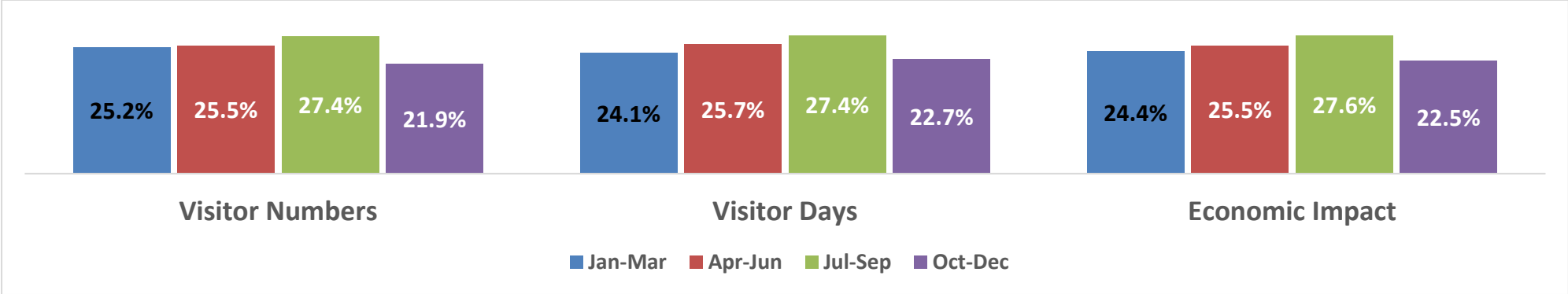
## Key Figures: Economic Impact 2024 (Unindexed)

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2024 (£ Millions)	£M	34.605	11.558	31.709	77.872	304.310	382.182
2023 (£ Millions)	£M	34.847	5.296	29.979	70.121	290.241	360.362
Change 23/24 (%)	%	-0.7	+118.3	+5.8	+11.1	+4.8	+6.1
Share of Total (%)	%	9.1	3.0	8.3	20.4	79.6	100.0

Average Economic Impact Generated by Each Type of Visitor: 2024

Economic Impact	Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	£ 129.16	£ 112.23	£ 34.49	£ 60.35	£ 91.09	£ 82.53
Economic Impact per Visit	£ 250.31	£ 495.69	£ 82.64	£ 142.81	£ 91.09	£ 98.35

Seasonal Distribution of Key Visitor Metrics: 2024



**Total  
FTEs  
Supported  
3,372**

Employment Supported by Tourism

The expenditure and activity of visitors to the Barnsley MBC area supported a total of 3,372 Full-Time Equivalent jobs (FTEs) in 2024; a fractional decrease of -0.5% on the year before, but 8.9% above 2022 levels.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 2,369 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 1,003 FTEs. The Shopping sector is by far the largest employment sector supported by tourism activity, accounting for an estimated 1,008 FTEs, followed by Food & Drink at 719 FTEs, then Recreation at 277 FTEs.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type 2024

Employment Supported by Sector 2024	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	193	719	277	1,008	171	2,369	1,003	3,372

# STEAM Comparative Headlines: 2023 and 2024 (Unindexed)

STEAM REPORT FOR 2022-2024 - FINAL

BARNSELEY METROPOLITAN BOROUGH COUNCIL

Comparing 2024 and 2023

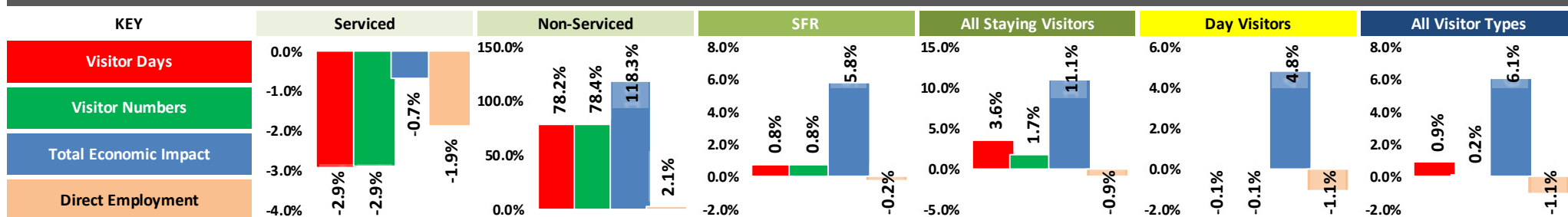
All £'s Historic Prices

COMPARATIVE HEADLINES

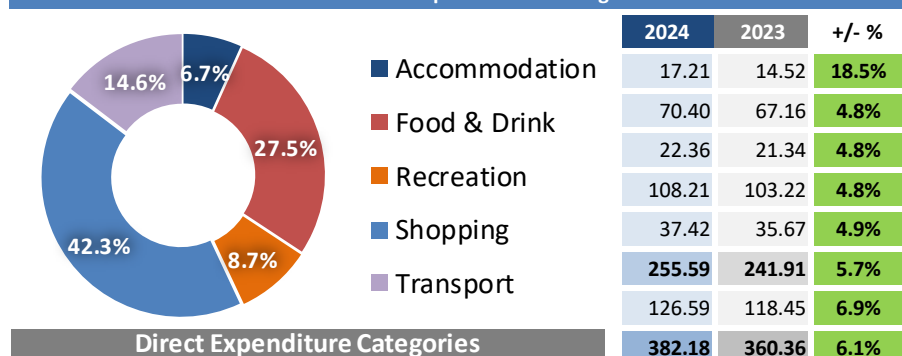
## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

KEY											Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors					
Less than 3% change		Serviced			Non-Serviced											
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	0.268	0.276	-2.9%	0.103	0.058	78.2%	0.919	0.912	0.8%	1.290	1.246	3.6%	3.341	3.343	-0.1%
Visitor Numbers	M	0.138	0.142	-2.9%	0.023	0.013	78.4%	0.384	0.381	0.8%	0.545	0.536	1.7%	3.341	3.343	-0.1%
Direct Expenditure	£M															
Economic Impact	£M	34.61	34.85	-0.7%	11.56	5.296	118.3%	31.71	29.98	5.8%	77.87	70.12	11.1%	304.31	290.24	4.8%
Direct Employment	FTEs	271	276	-1.9%	39	38	2.1%	202	203	-0.2%	512	517	-0.9%	1,857	1,877	-1.1%
Total Employment	FTEs													3,372	3,389	-0.5%

## PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES

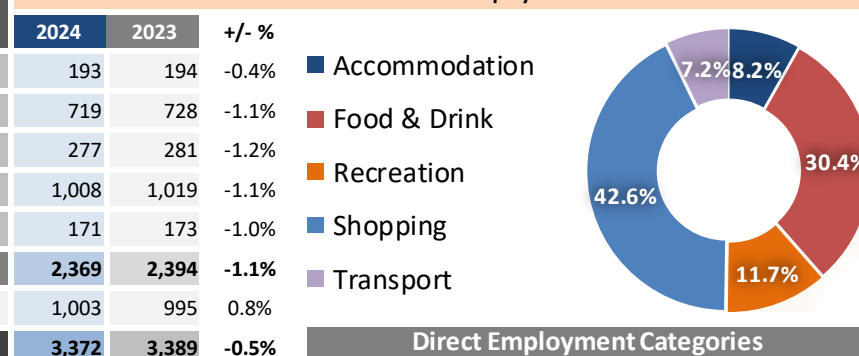


## Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2024	2023	+/- %
Accommodation	193	194	-0.4%
Food & Drink	719	728	-1.1%
Recreation	277	281	-1.2%
Shopping	1,008	1,019	-1.1%
Transport	171	173	-1.0%
<b>TOTAL DIRECT</b>	<b>2,369</b>	<b>2,394</b>	<b>-1.1%</b>
Indirect	1,003	995	0.8%
<b>TOTAL</b>	<b>3,372</b>	<b>3,389</b>	<b>-0.5%</b>

## Sectoral Distribution of Employment - FTEs



# STEAM Comparative Headlines: 2022 and 2024 (Indexed for inflation)

STEAM REPORT FOR 2022-2024 - FINAL

BARNSELY METROPOLITAN BOROUGH COUNCIL

Comparing 2024 and 2022

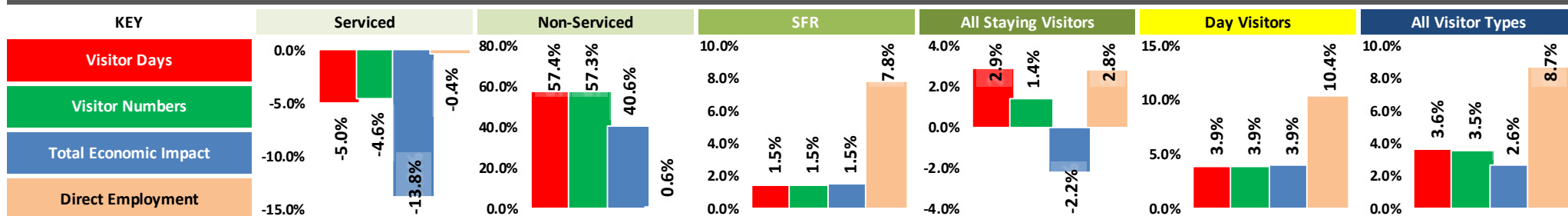
2022 in 2024 prices (1.19)

COMPARATIVE HEADLINES

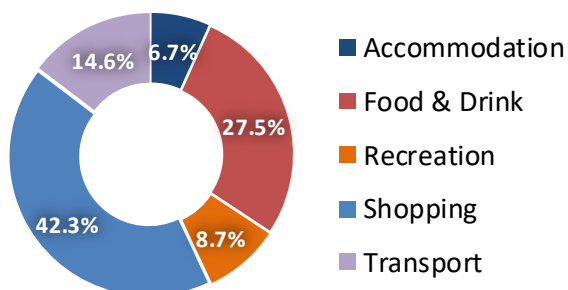
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2022 - INDEXED TO 2024

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2024	2022	+/- %	2024	2022	+/- %	2024	2022	+/- %	2024	2022	+/- %	2024	2022	+/- %	2024	2022	+/- %
Visitor Days	M	0.268	0.282	-5.0%	0.103	0.065	57.4%	0.919	0.906	1.5%	1.290	1.254	2.9%	3.341	3.215	3.9%	4.631	4.469	3.6%
Visitor Numbers	M	0.138	0.145	-4.6%	0.023	0.015	57.3%	0.384	0.378	1.5%	0.545	0.538	1.4%	3.341	3.215	3.9%	3.886	3.753	3.5%
Direct Expenditure	£M																255.59	249.63	2.4%
Economic Impact	£M	34.61	40.15	-13.8%	11.56	8.223	40.6%	31.71	31.25	1.5%	77.87	79.62	-2.2%	304.31	292.80	3.9%	382.18	372.42	2.6%
Direct Employment	FTEs	271	272	-0.4%	39	38	0.6%	202	188	7.8%	512	498	2.8%	1,857	1,681	10.4%	2,369	2,179	8.7%
Total Employment	FTEs																3,372	3,095	8.9%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2022 - INDEXED TO 2024



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2024



Direct Expenditure Categories

	2024	2022	+/- %
Accommodation	17.21	18.67	-7.9%
Food & Drink	70.40	68.23	3.2%
Recreation	22.36	21.82	2.5%
Shopping	108.21	104.67	3.4%
Transport	37.42	36.24	3.2%
TOTAL DIRECT	255.59	249.63	2.4%
Indirect	126.59	122.79	3.1%
TOTAL	382.18	372.42	2.6%

Sectors

Sectors	2024	2022	+/- %
Accommodation	193	195	-1.0%
Food & Drink	719	656	9.6%
Recreation	277	255	8.9%
Shopping	1,008	918	9.9%
Transport	171	156	9.7%
TOTAL DIRECT	2,369	2,179	8.7%
Indirect	1,003	916	9.6%
TOTAL	3,372	3,095	8.9%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories