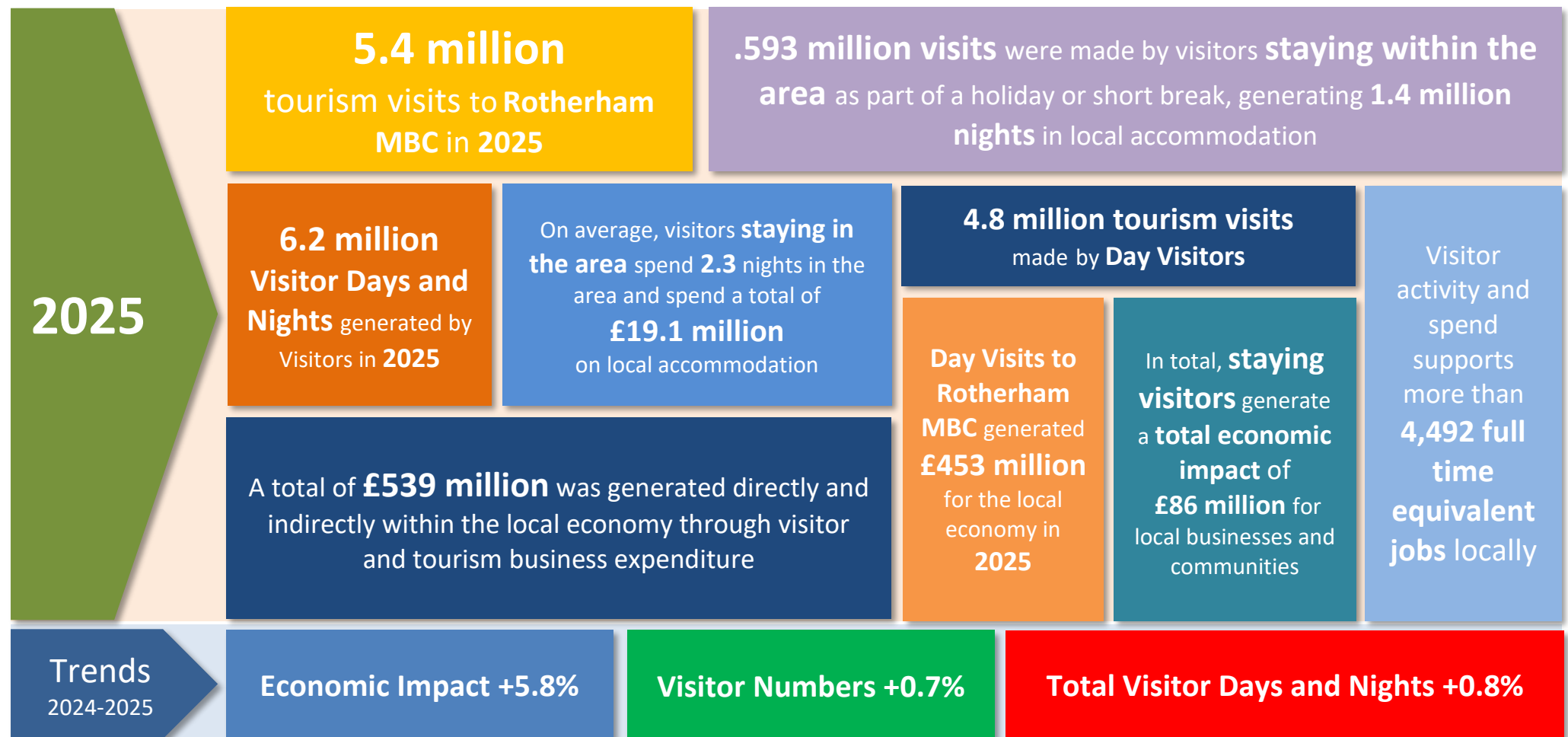


## The Visitor Economy of Rotherham MBC

This is a summary of the annual tourism economic impact research undertaken for Rotherham Metropolitan Borough Council for the calendar years 2022-2025. 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 in most visitor sectors have now surpassed pre-Covid 19 estimates.



# 2025

## 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**

**11%** of Visits

**Day Visitors**

**89%** of Visits

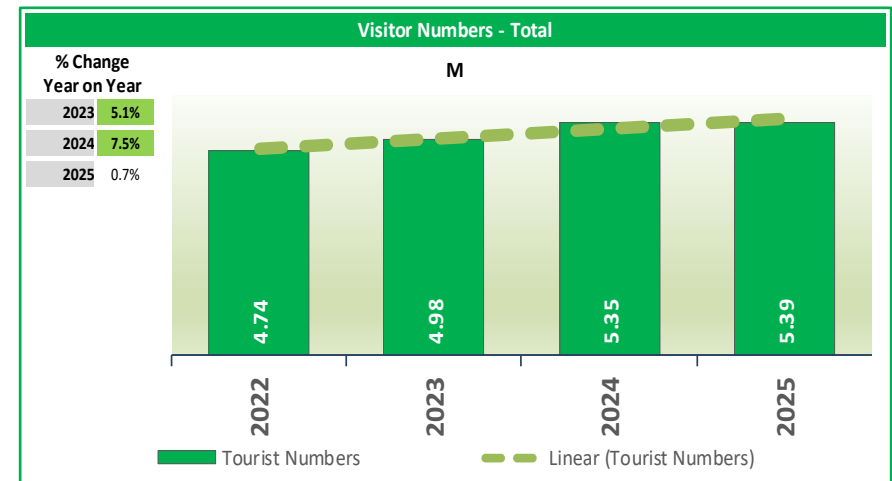
**Total  
Visitor  
Numbers  
5.4m**

## Visitor Numbers

There were an estimated 5.4m tourism visits to the Rotherham MBC area in 2025, up slightly by 0.7% from the previous year, and up by 13.8% from estimated levels reported in 2022, mainly due to visitors staying in non-serviced accommodation and day visitors.

Between 2024 and 2025 visitor numbers rose in Rotherham, but not across the board. Visitor numbers were up substantially in non-serviced accommodation (comprising self-catering options and some caravan, camping and touring sites) by 29.3% and within the Day Visitor sector by 0.6%. In contrast, visitor numbers within the serviced accommodation (primarily

comprised of hotels, guest houses and B&Bs), dipped slightly by -4.8% on the year before. This is a consistent pattern seen throughout the United Kingdom and one we attribute to the current economic climate. The serviced sector is still by far the dominant accommodation sector, with over seven times more visitor numbers than the non-serviced sector and over five and a half times the economic impact. Day visitor numbers are on the increase year-on-year, and this is both encouraging and important as they represent 89% of all visitors to the area, which is extremely high when compared to other areas within the UK.



## Key Figures: Visitor Numbers 2025

| Visitor Numbers    |   | Serviced | Non-Serviced | SFR   | All Staying Visitors | Day Visitors | All Visitors |
|--------------------|---|----------|--------------|-------|----------------------|--------------|--------------|
| 2025 (Millions)    | M | 0.146    | 0.020        | 0.427 | 0.593                | 4.795        | 5.389        |
| 2024 (Millions)    | M | 0.154    | 0.015        | 0.419 | 0.588                | 4.765        | 5.353        |
| Change 24/25 (%)   | % | -4.8     | +29.3        | +2.0  | +0.9                 | +0.6         | +0.7         |
| Share of Total (%) | % | 2.7      | 0.4          | 7.9   | 11.0                 | 89.0         | 100.0        |

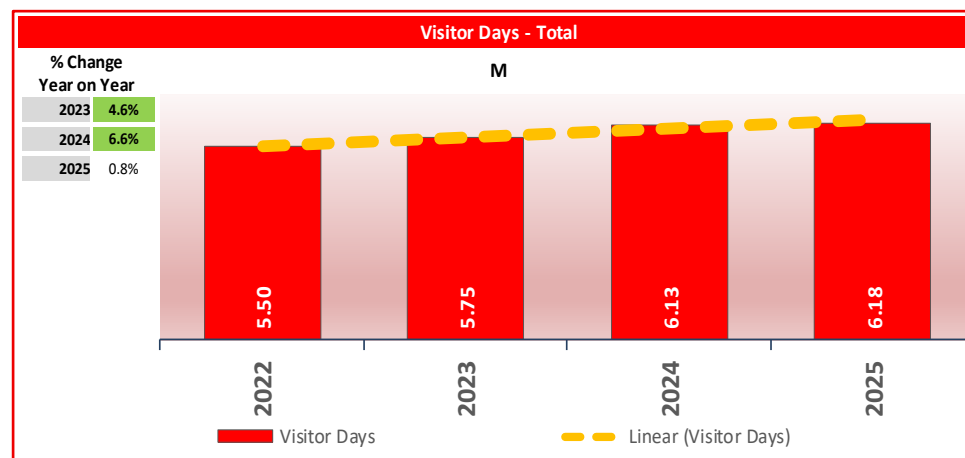
**Total  
Visitor  
Days  
6.2m**

## Visitor Days

Visitors spent an estimated 6.2m days in the Rotherham MBC area during 2025. 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 2.3 days.

Total visitor days were slightly up 0.8% from the year before. But as we saw with visitor numbers, there are differences within the overall picture. The non-serviced accommodation sector saw an increase

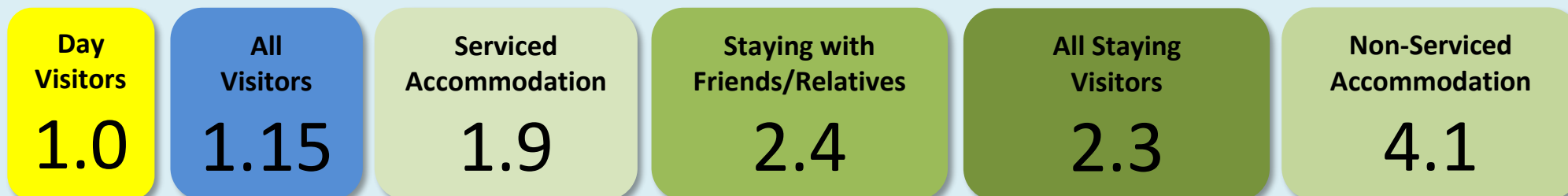
18.5%; combined with a large rise in visitor numbers, this means more visits were made to non-serviced accommodation and visitors stayed slightly longer. As mentioned before, we have seen a downturn in serviced accommodation numbers, and now also visitor days by -5.7%. This points to not only fewer visitors, but also visitors spending slightly less time in serviced accommodation. Given the current economic uncertainties and constraints, this might be expected; it seems to be more apparent in urban locations. Day visitor numbers/days remain at an increase of 0.6% as they do not stay overnight.



### Key Figures: Visitor Days 2025

| Visitor Days       |   | Serviced | Non-Serviced | SFR   | All Staying Visitors | Day Visitors | All Visitors |
|--------------------|---|----------|--------------|-------|----------------------|--------------|--------------|
| 2025 (Millions)    | M | 0.277    | 0.079        | 1.024 | 1.380                | 4.795        | 6.175        |
| 2024 (Millions)    | M | 0.294    | 0.067        | 1.004 | 1.364                | 4.765        | 6.129        |
| Change 24/25 (%)   | % | -5.7     | +18.5        | +2.0  | +1.1                 | +0.6         | +0.8         |
| Share of Total (%) | % | 4.5      | 1.3          | 16.6  | 22.3                 | 77.7         | 100.0        |

### Average Length of Stay for Different Visitor Types: 2025



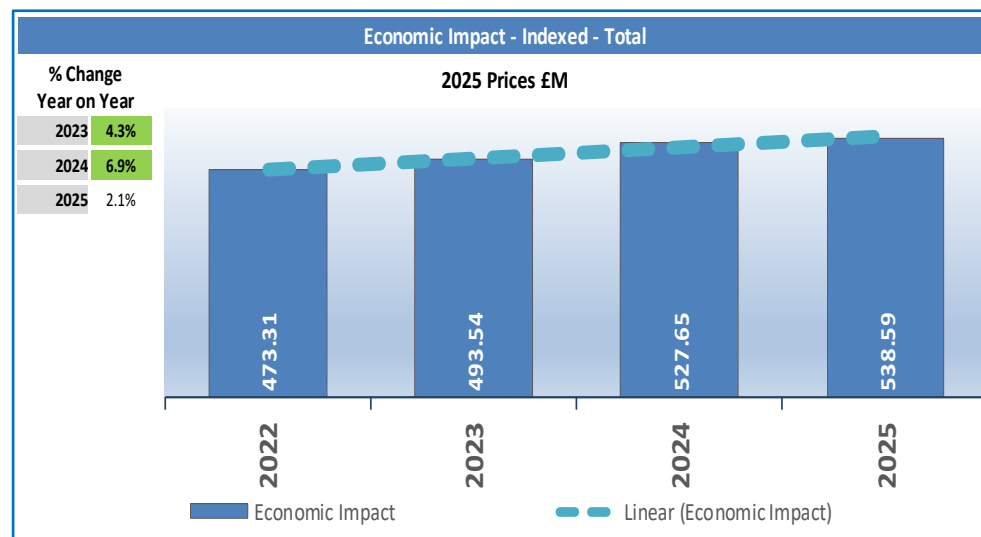
## Total Economic Impact £539m

### Economic Impact

The value of tourism activity in the Rotherham Metropolitan Borough Council area was estimated to be £539m in 2025, up by 5.8% on the previous year, and up by 13.8% (indexed for inflation) when compared to 2022 levels.

Economic impact is comprised of two sections within the model. The first is the direct expenditure on good and services, in this case, £361 million. To this we conservatively add the indirect economic impact within the area of £177.5 million, to account for the supply chain- those supplying goods and services to support the

visitor sector and its wider infrastructure. By far the most important sector, even with multiple staying visitor days factored in, is the day visitor sector, at £453 million, up 4.3% on the previous year. This is followed by the serviced accommodation sector at £42.1 million and then the non-serviced accommodation sector at £7.4 million. The model also estimates the sectoral distribution of the economic impact as follows: Shopping £157m; Food & Drink £101m; Transport £53.5m; Recreation £31m; followed by Accommodation at £19m. The serviced sector has close to five and a half times the economic impact of the non-serviced sector, but both are dwarfed by the impact of the day visitor sector, which has well over five times the economic impact of All Staying Visitors to Rotherham MBC.



|                        |                                                                                                                                                                                |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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                                                                                                      |

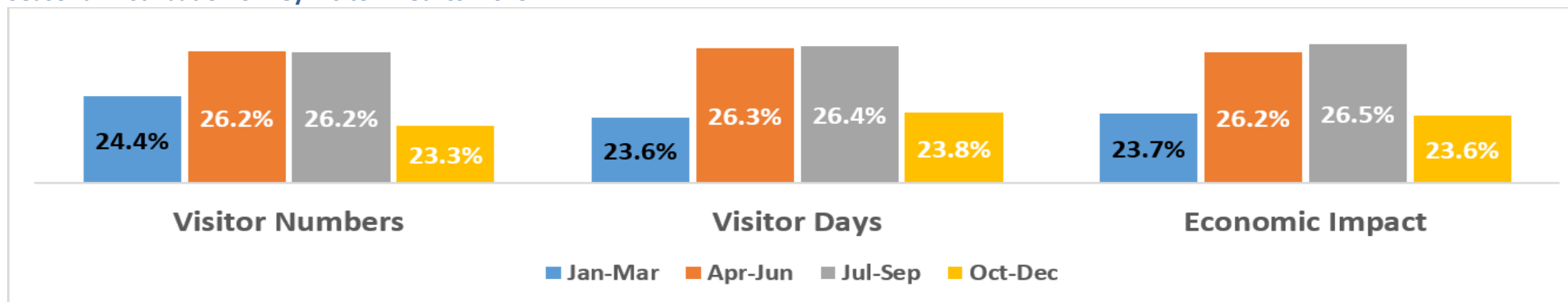
### Key Figures: Economic Impact 2025 (Unindexed)

| Economic Impact    |    | Serviced | Non-Serviced | SFR    | All Staying Visitors | Day Visitors | All Visitors |
|--------------------|----|----------|--------------|--------|----------------------|--------------|--------------|
| 2025 (£ Millions)  | £M | 42.077   | 7.358        | 36.573 | 86.008               | 452.580      | 538.588      |
| 2024 (£ Millions)  | £M | 34.873   | 5.673        | 34.612 | 75.158               | 434.038      | 509.196      |
| Change 24/25 (%)   | %  | +20.7    | +29.7        | +5.7   | +14.4                | +4.3         | +5.8         |
| Share of Total (%) | %  | 7.8      | 1.4          | 6.8    | 16.0                 | 84.0         | 100.0        |

### Average Economic Impact Generated by Each Type of Visitor: 2025

| Economic Impact           | Serviced | Non-Serviced | SFR     | All Staying Visitors | Day Visitors | All Visitors |
|---------------------------|----------|--------------|---------|----------------------|--------------|--------------|
| Economic Impact per Day   | £ 151.97 | £ 92.83      | £ 35.73 | £ 62.34              | £ 94.38      | £ 87.22      |
| Economic Impact per Visit | £ 287.46 | £ 375.92     | £ 85.61 | £ 145.01             | £ 94.38      | £ 99.95      |

### Seasonal Distribution of Key Visitor Metrics: 2025



**Total  
FTEs  
Supported  
4,492**

### Employment Supported by Tourism

The expenditure and activity of visitors to the Rotherham Metropolitan Borough Council area supported a total of 4,492 Full-Time Equivalent jobs (FTEs) in 2025; a fractional decrease of -1.1% on the year before, but 16.9% above 2022 levels.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 3,164 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 1,328 FTEs. The Shopping sector is by far the largest employment sector supported by tourism activity, accounting for an estimated 1,377 FTEs, followed by Food & Drink at 975 FTEs, then Recreation at 363 FTEs.

### Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type 2025

| Employment Supported by Sector 2025 | Direct Visitor Employment |              |            |          |           |              | Indirect and Induced | Total |
|-------------------------------------|---------------------------|--------------|------------|----------|-----------|--------------|----------------------|-------|
|                                     | Accommodation             | Food & Drink | Recreation | Shopping | Transport | Total Direct |                      |       |
| Totals                              | 218                       | 975          | 363        | 1,377    | 231       | 3,164        | 1,328                | 4,492 |

# STEAM Comparative Headlines: 2024 and 2025 (Unindexed)

STEAM REPORT FOR 2022-2025 - FINAL

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

Comparing 2025 and 2024

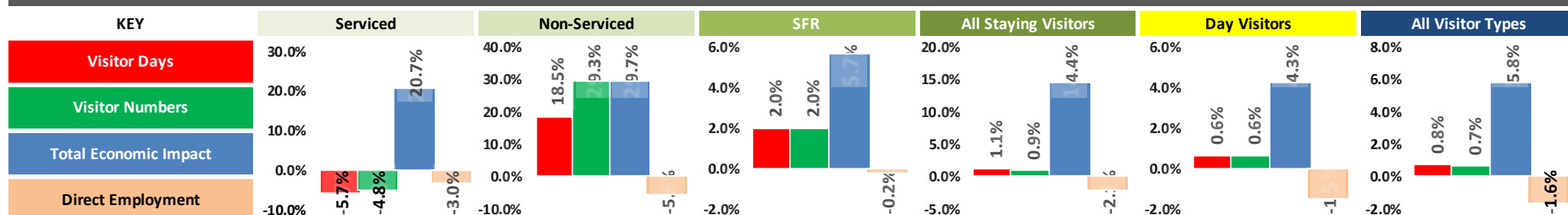
All £'s Historic Prices

COMPARATIVE HEADLINES

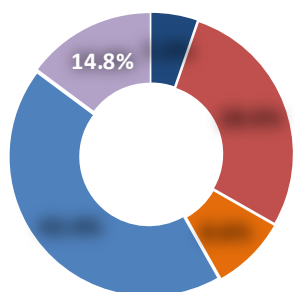
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

| KEY                |      |                               |       |       |              |       |       |                                          |       |       | Day Visitors         |       |       | All Visitor Types |        |       |
|--------------------|------|-------------------------------|-------|-------|--------------|-------|-------|------------------------------------------|-------|-------|----------------------|-------|-------|-------------------|--------|-------|
|                    |      | Staying in Paid Accommodation |       |       |              |       |       | Staying with Friends and Relatives (SFR) |       |       | All Staying Visitors |       |       |                   |        |       |
|                    |      | Serviced                      |       |       | Non-Serviced |       |       |                                          |       |       |                      |       |       |                   |        |       |
|                    |      | 2025                          | 2024  | +/- % | 2025         | 2024  | +/- % | 2025                                     | 2024  | +/- % | 2025                 | 2024  | +/- % | 2025              | 2024   | +/- % |
| Visitor Days       | M    | 0.277                         | 0.294 | -5.7% | 0.079        | 0.067 | 18.5% | 1.024                                    | 1.004 | 2.0%  | 1.380                | 1.364 | 1.1%  | 4.795             | 4.765  | 0.6%  |
| Visitor Numbers    | M    | 0.146                         | 0.154 | -4.8% | 0.020        | 0.015 | 29.3% | 0.427                                    | 0.419 | 2.0%  | 0.593                | 0.588 | 0.9%  | 4.795             | 4.765  | 0.6%  |
| Direct Expenditure | £M   |                               |       |       |              |       |       |                                          |       |       |                      |       |       |                   |        |       |
| Economic Impact    | £M   | 42.08                         | 34.87 | 20.7% | 7.358        | 5.673 | 29.7% | 36.57                                    | 34.61 | 5.7%  | 86.01                | 75.16 | 14.4% | 452.58            | 434.04 | 4.3%  |
| Direct Employment  | FTEs | 311                           | 321   | -3.0% | 24           | 26    | -5.6% | 220                                      | 221   | -0.2% | 556                  | 568   | -2.1% | 2,608             | 2,649  | -1.5% |
| Total Employment   | FTEs |                               |       |       |              |       |       |                                          |       |       |                      |       |       |                   |        |       |
|                    |      |                               |       |       |              |       |       |                                          |       |       |                      |       |       | 4,492             | 4,543  | -1.1% |

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES



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



■ Accommodation  
■ Food & Drink  
■ Recreation  
■ Shopping  
■ Transport

|                     | 2025          | 2024          | +/- %       |
|---------------------|---------------|---------------|-------------|
| Accommodation       | 19.08         | 13.24         | 44.2%       |
| Food & Drink        | 100.99        | 96.99         | 4.1%        |
| Recreation          | 30.97         | 29.80         | 3.9%        |
| Shopping            | 156.56        | 150.28        | 4.2%        |
| Transport           | 53.55         | 51.38         | 4.2%        |
| <b>TOTAL DIRECT</b> | <b>361.14</b> | <b>341.70</b> | <b>5.7%</b> |
| Indirect            | 177.45        | 167.50        | 5.9%        |
| <b>TOTAL</b>        | <b>538.59</b> | <b>509.20</b> | <b>5.8%</b> |

Sectors

| Sectors             | 2025         | 2024         | +/- %        |
|---------------------|--------------|--------------|--------------|
| Accommodation       | 218          | 221          | -1.0%        |
| Food & Drink        | 975          | 991          | -1.7%        |
| Recreation          | 363          | 370          | -1.9%        |
| Shopping            | 1,377        | 1,400        | -1.6%        |
| Transport           | 231          | 235          | -1.6%        |
| <b>TOTAL DIRECT</b> | <b>3,164</b> | <b>3,216</b> | <b>-1.6%</b> |
| Indirect            | 1,328        | 1,327        | 0.0%         |
| <b>TOTAL</b>        | <b>4,492</b> | <b>4,543</b> | <b>-1.1%</b> |

Sectoral Distribution of Employment - FTEs

■ Accommodation  
■ Food & Drink  
■ Recreation  
■ Shopping  
■ Transport



# STEAM Comparative Headlines: 2022 and 2025 (Indexed for inflation)

STEAM REPORT FOR 2022-2025 - FINAL

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

Comparing 2025 and 2022

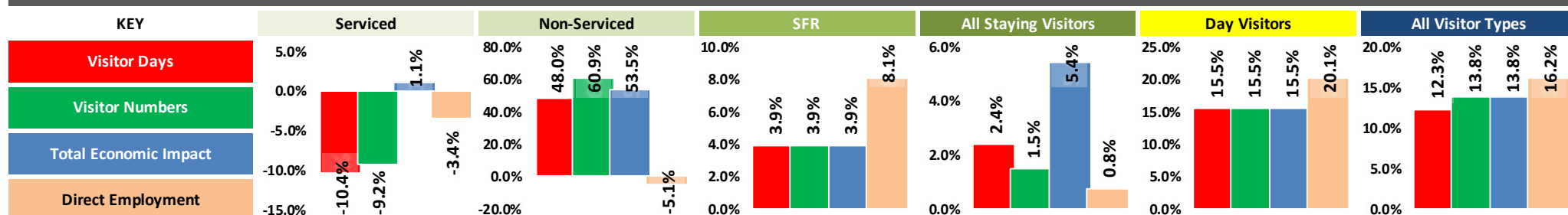
2022 in 2025 prices (1.233)

COMPARATIVE HEADLINES

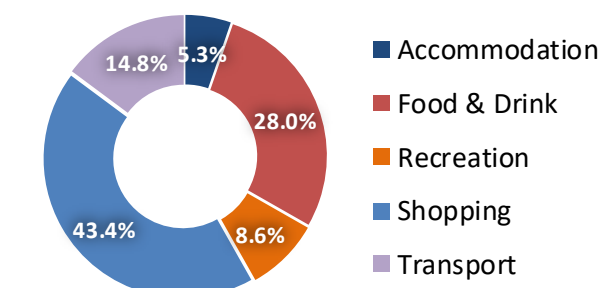
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2022 - INDEXED TO 2025

| 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      |      | 2025                          | 2022  | +/- %  | 2025         | 2022  | +/- % | 2025                                     | 2022  | +/- % | 2025                 | 2022  | +/- % | 2025         | 2022   | +/- % | 2025              | 2022   | +/- % |
| Visitor Days              | M    | 0.277                         | 0.309 | -10.4% | 0.079        | 0.054 | 48.0% | 1.024                                    | 0.985 | 3.9%  | 1.380                | 1.348 | 2.4%  | 4.795        | 4.151  | 15.5% | 6.175             | 5.498  | 12.3% |
| Visitor Numbers           | M    | 0.146                         | 0.161 | -9.2%  | 0.020        | 0.012 | 60.9% | 0.427                                    | 0.411 | 3.9%  | 0.593                | 0.585 | 1.5%  | 4.795        | 4.151  | 15.5% | 5.389             | 4.735  | 13.8% |
| Direct Expenditure        | £M   |                               |       |        |              |       |       |                                          |       |       |                      |       |       |              |        |       | 361.14            | 317.77 | 13.6% |
| Economic Impact           | £M   | 42.08                         | 41.60 | 1.1%   | 7.358        | 4.792 | 53.5% | 36.57                                    | 35.20 | 3.9%  | 86.01                | 81.59 | 5.4%  | 452.58       | 391.72 | 15.5% | 538.59            | 473.31 | 13.8% |
| Direct Employment         | FTEs | 311                           | 322   | -3.4%  | 24           | 26    | -5.1% | 220                                      | 204   | 8.1%  | 556                  | 552   | 0.8%  | 2,608        | 2,171  | 20.1% | 3,164             | 2,723  | 16.2% |
| Total Employment          | FTEs |                               |       |        |              |       |       |                                          |       |       |                      |       |       |              |        |       | 4,492             | 3,842  | 16.9% |

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2022 - INDEXED TO 2025



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2025



Direct Expenditure Categories

|                     | 2025          | 2022          | +/- %        |
|---------------------|---------------|---------------|--------------|
| Accommodation       | 19.08         | 16.13         | 18.3%        |
| Food & Drink        | 100.99        | 89.10         | 13.3%        |
| Recreation          | 30.97         | 27.86         | 11.1%        |
| Shopping            | 156.56        | 137.46        | 13.9%        |
| Transport           | 53.55         | 47.22         | 13.4%        |
| <b>TOTAL DIRECT</b> | <b>361.14</b> | <b>317.77</b> | <b>13.6%</b> |
| Indirect            | 177.45        | 155.54        | 14.1%        |
| <b>TOTAL</b>        | <b>538.59</b> | <b>473.31</b> | <b>13.8%</b> |

Sectors

| Sectors             | 2025         | 2022         | +/- %        |
|---------------------|--------------|--------------|--------------|
| Accommodation       | 218          | 223          | -2.0%        |
| Food & Drink        | 975          | 827          | 17.9%        |
| Recreation          | 363          | 314          | 15.6%        |
| Shopping            | 1,377        | 1,163        | 18.4%        |
| Transport           | 231          | 196          | 17.9%        |
| <b>TOTAL DIRECT</b> | <b>3,164</b> | <b>2,723</b> | <b>16.2%</b> |
| Indirect            | 1,328        | 1,119        | 18.6%        |
| <b>TOTAL</b>        | <b>4,492</b> | <b>3,842</b> | <b>16.9%</b> |

Sectoral Distribution of Employment - FTEs



Direct Employment Categories