



The Visitor Economy of City of Doncaster

This is a summary of the annual tourism economic impact research undertaken for City of Doncaster 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

10.2 million
tourism visits to **Doncaster** in
2025

.873 million visits were made by visitors **staying within the area** as part of a holiday or short break, generating **2.0 million nights** in local accommodation

101.3 million
Visitor Days and
Nights generated by
Visitors in **2025**

On average, visitors **staying in the area** spend **2.3** nights in the area and spend a total of **£52 million** on local accommodation

9.3 million tourism visits
made by **Day Visitors**

Day Visits to
Doncaster
generated
£878million
for the local
economy in
2025

In total, **staying visitors** generate a **total economic impact of £169 million** for local businesses and communities

Visitor activity and spend supports more than **8,612 full time equivalent jobs** locally

A total of **£1.05 billion** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

Trends
2024-2025

Economic Impact +9.8%

Visitor Numbers +5.5%

Total Visitor Days and Nights +4.8%

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

9% of Visits

Day Visitors

91% of Visits

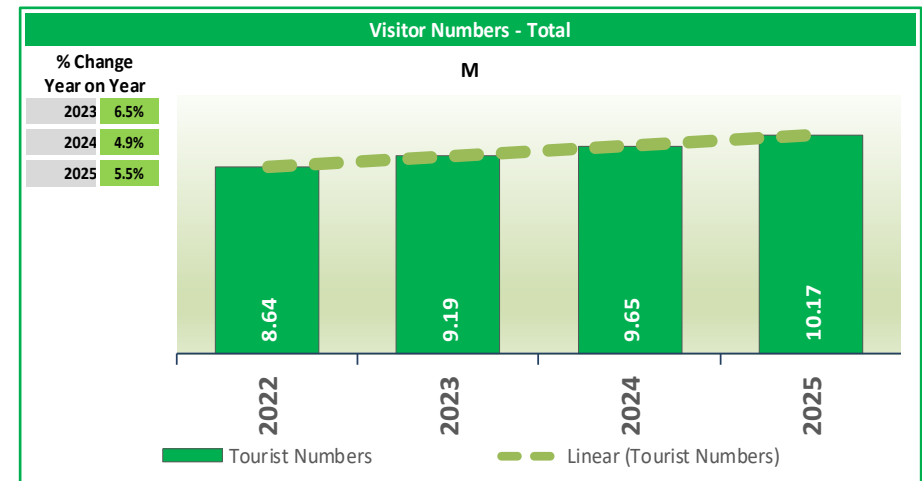
**Total
Visitor
Numbers
10.2m**

Visitor Numbers

There were an estimated 10.2m tourism visits to Doncaster in 2025, up by 5.5% from the previous year, and up by 17.8% from estimated levels reported in 2022, mainly due to visitors staying in non-serviced accommodation and day visitor numbers.

Between 2024 and 2025 visitor numbers rose in Doncaster, but not across the board. Visitor numbers were up in non-serviced accommodation (comprising self-catering options and some caravan, camping and touring sites) by 9.4% and within the Day Visitor sector by 5.9%. In contrast, visitor numbers within the serviced accommodation (primarily comprised of

hotels, guest houses and B&Bs), dipped fractionally by -1.8% 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 five times more visitor numbers than the non-serviced sector and almost three times the economic impact. Day visitor numbers are on the increase year-on-year, and this is both encouraging and important as they represent 91% 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	0.318	0.062	0.494	0.873	9.299	10.172
2024 (Millions)	M	0.324	0.056	0.485	0.865	8.780	9.645
Change 24/25 (%)	%	-1.8	+9.4	+1.8	+0.9	+5.9	+5.5
Share of Total (%)	%	3.1	0.6	4.9	8.6	91.4	100.0

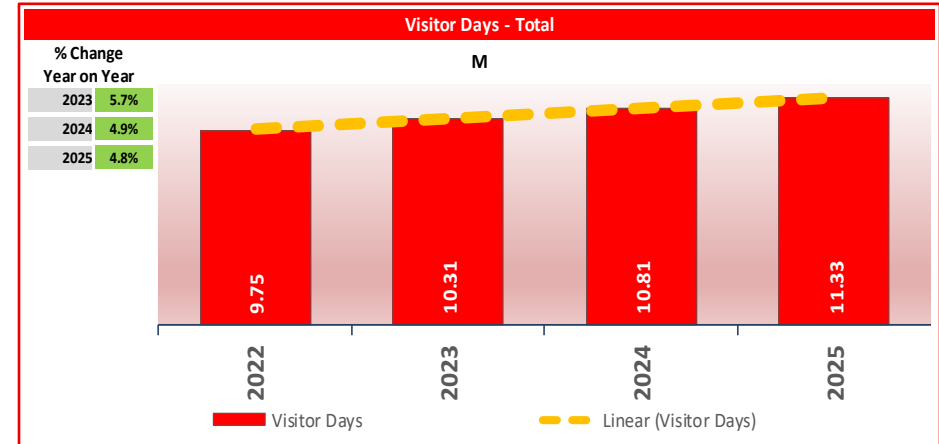
**Total
Visitor
Days
11.3m**

Visitor Days

Visitors spent an estimated 11.3m days in Doncaster 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 up 4.8% from the year before. But as we saw with visitor numbers, there are differences within the overall picture. The non-serviced accommodation sector saw a slight increase 0.6%; 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 small downturn in serviced accommodation numbers, and now also visitor days by -3.2%. 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 5.9% 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	0.603	0.249	1.183	2.035	9.299	11.334
2024 (Millions)	M	0.623	0.248	1.163	2.033	8.780	10.813
Change 24/25 (%)	%	-3.2	+0.6	+1.8	+0.1	+5.9	+4.8
Share of Total (%)	%	5.3	2.2	10.4	18.0	82.0	100.0

Average Length of Stay for Different Visitor Types: 2025

**Day
Visitors
1.0**

**All
Visitors
1.1**

**Serviced
Accommodation
1.9**

**Staying with
Friends/Relatives
2.4**

**All Staying
Visitors
2.3**

**Non-Serviced
Accommodation
4.1**

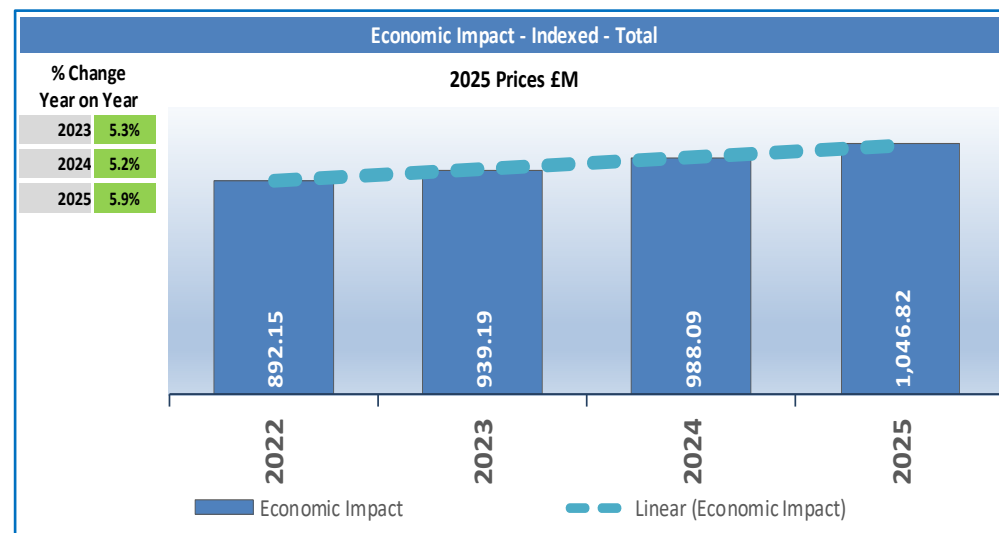
**Total
Economic
Impact
£1.05bn**

Economic Impact

The value of tourism activity in Doncaster was estimated to be £1.05bn in 2025, up by 9.8% on the previous year, and up by 17.3% (indexed for inflation) when compared to 2022 levels. This is the first time the economic impact of visitors to the city has exceeded a billion pounds.

Economic impact is comprised of two sections within the model. The first is the direct expenditure on good and services, in this case, £698 million. To this we conservatively add the indirect economic impact within the area of £348 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 £878 million, up 9.7% on the previous year. This is followed by the serviced accommodation sector at £94 million and then the non-serviced accommodation sector at £33 million. The model also estimates the sectoral distribution of the economic impact as follows: Shopping £297m; Food & Drink £191m; Transport £101m; Recreation £57m; followed by Accommodation at £52m. The serviced sector has close to three times the economic impact of the non-serviced sector, but both are dwarfed by the impact of the day visitor sector, which has over five times the economic impact of All Staying Visitors to Doncaster.



Accommodation:	Payments for overnight stays in accommodation, such as room rates, pitch fees and hire charges for non-serviced accommodation
Recreation:	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.
Transport:	Expenditure within the destination on travel, including fuel and public transport tickets
Food and Drink:	Spend on eating and drinking at restaurants, cafes and other venues, takeaway food, snacks and groceries
Shopping:	What visitors spend on items including clothing / jewellery, household items, music / films / games, gifts and smaller items, books and maps, plants and garden items
Indirect:	The expenditure by local tourism businesses within the local supply chain

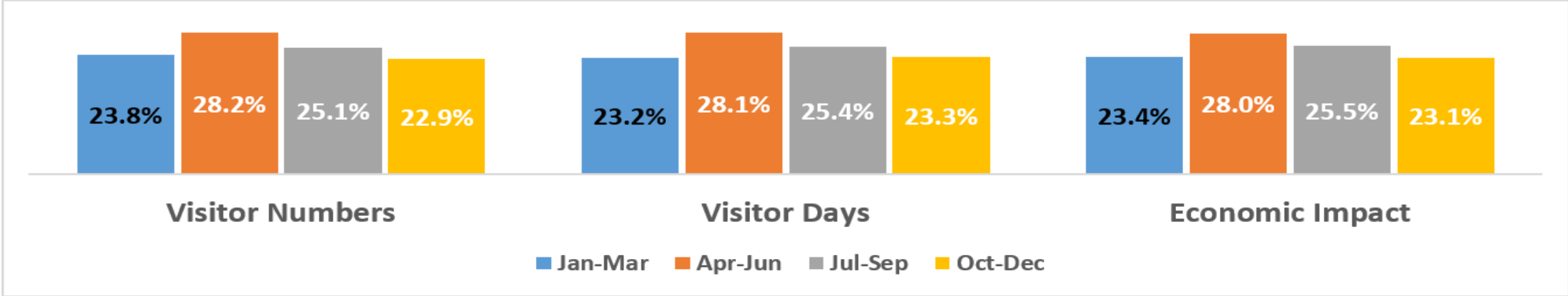
Key Figures: Economic Impact 2025 (Unindexed)

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2025 (£ Billions)	£Bn	0.094	0.033	0.042	0.169	0.878	1.047
2024 (£ Billions)	£Bn	0.081	0.032	0.040	0.154	0.800	0.954
Change 24/25 (%)	%	+16.1	+0.8	+5.4	+10.1	+9.7	+9.8
Share of Total (%)	%	9.0	3.1	4.0	16.2	83.8	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	£ 156.61	£ 130.61	£ 35.73	£ 83.15	£ 94.38	£ 92.36
Economic Impact per Visit	£ 296.90	£ 528.80	£ 85.61	£ 193.77	£ 94.38	£ 102.91

Seasonal Distribution of Key Visitor Metrics: 2025



Total
FTEs
Supported
8,612

Employment Supported by Tourism

The expenditure and activity of visitors to Doncaster supported a total of 8,612 Full-Time Equivalent jobs (FTEs) in 2025; a slight increase of 2.8% on the year before, but 20.4% above 2022 levels.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 6.005 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 2,607 FTEs. The Shopping sector is by far the largest employment sector supported by tourism activity, accounting for an estimated 2,617 FTEs, followed by Food & Drink at 1,846 FTEs, then Recreation at 673 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	437	1,846	673	2,617	434	6,005	2,607	8,612

STEAM Comparative Headlines: 2024 and 2025 (Unindexed)

STEAM REPORT FOR 2022-2025 - FINAL

CITY OF DONCASTER COUNCIL

Comparing 2025 and 2024

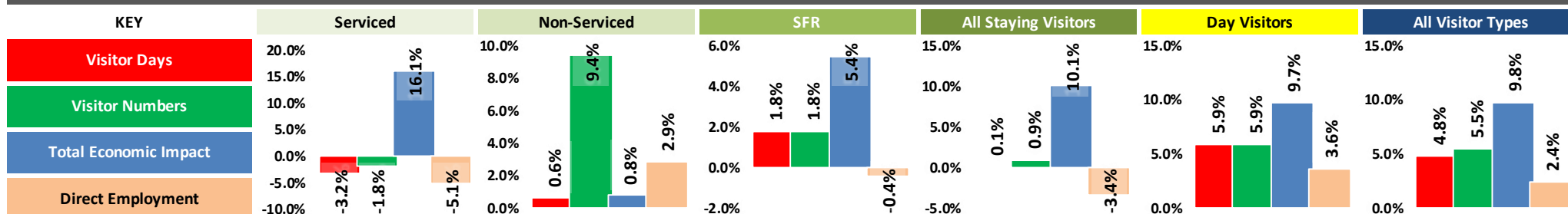
All £'s Historic Prices

COMPARATIVE HEADLINES

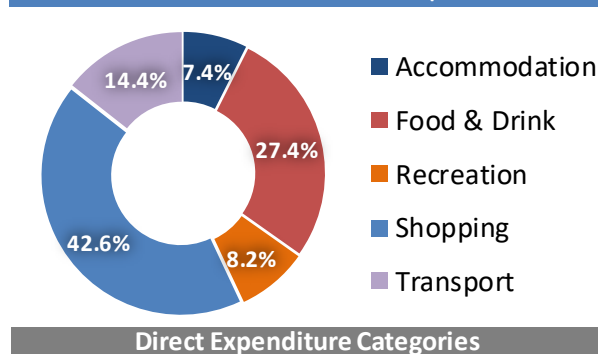
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY																			
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	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.603	0.623	-3.2%	0.249	0.248	0.6%	1.183	1.163	1.8%	2.035	2.033	0.1%	9.299	8.780	5.9%	11.33	10.81	4.8%
Visitor Numbers	M	0.318	0.324	-1.8%	0.062	0.056	9.4%	0.494	0.485	1.8%	0.873	0.865	0.9%	9.299	8.780	5.9%	10.17	9.645	5.5%
Direct Expenditure	£Bn																0.698	0.636	9.9%
Economic Impact	£Bn	0.094	0.081	16.1%	0.033	0.032	0.8%	0.042	0.040	5.4%	0.169	0.154	10.1%	0.878	0.800	9.7%	1.047	0.954	9.8%
Direct Employment	FTEs	638	672	-5.1%	55	53	2.9%	255	256	-0.4%	948	981	-3.4%	5,058	4,881	3.6%	6,005	5,862	2.4%
Total Employment	FTEs																8,612	8,380	2.8%

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



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

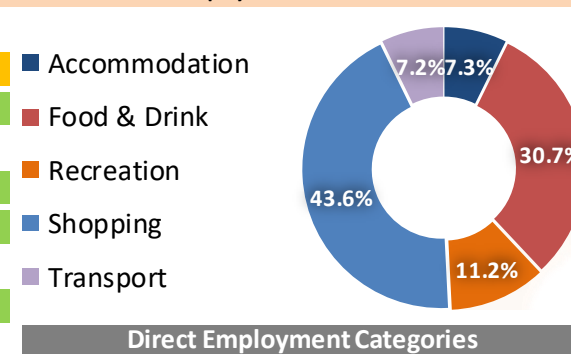


	2025	2024	+/- %
Accommodation	0.052	0.043	19.9%
Food & Drink	0.191	0.175	9.1%
Recreation	0.057	0.053	8.4%
Shopping	0.297	0.272	9.3%
Transport	0.101	0.092	9.2%
TOTAL DIRECT	0.698	0.636	9.9%
Indirect	0.348	0.318	9.6%
TOTAL	1.047	0.954	9.8%

Sectors

Sectors	2025	2024	+/- %
Accommodation	437	457	-4.6%
Food & Drink	1,846	1,791	3.0%
Recreation	673	657	2.4%
Shopping	2,617	2,536	3.2%
Transport	434	421	3.1%
TOTAL DIRECT	6,005	5,862	2.4%
Indirect	2,607	2,518	3.5%
TOTAL	8,612	8,380	2.8%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

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

STEAM REPORT FOR 2022-2025 - FINAL

CITY OF DONCASTER COUNCIL

Comparing 2025 and 2022

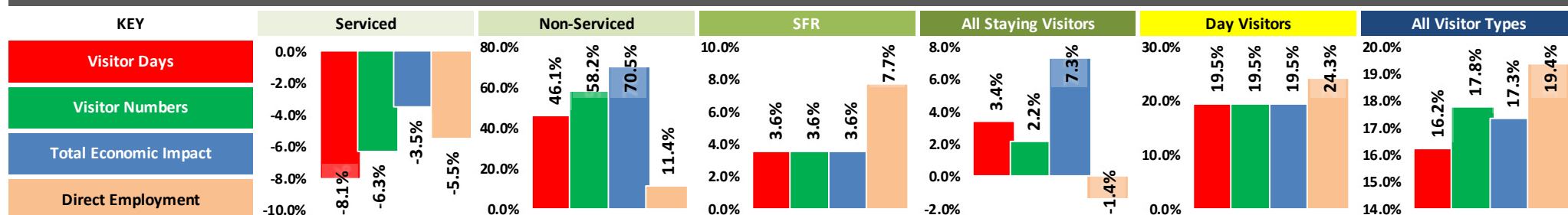
2022 in 2025 prices (1.233)

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	0.603	0.656	-8.1%	0.249	0.171	46.1%	1.183	1.142	3.6%	2.035	1.969	3.4%	9.299	7.782	19.5%	11.33	9.750	16.2%
Visitor Numbers	M	0.318	0.339	-6.3%	0.062	0.039	58.2%	0.494	0.477	3.6%	0.873	0.855	2.2%	9.299	7.782	19.5%	10.17	8.637	17.8%
Direct Expenditure	£Bn																0.698	0.597	17.0%
Economic Impact	£Bn	0.094	0.098	-3.5%	0.033	0.019	70.5%	0.042	0.041	3.6%	0.169	0.158	7.3%	0.878	0.734	19.5%	1.047	0.892	17.3%
Direct Employment	FTEs	638	675	-5.5%	55	49	11.4%	255	236	7.7%	948	961	-1.4%	5,058	4,070	24.3%	6,005	5,031	19.4%
Total Employment	FTEs																8,612	7,156	20.4%

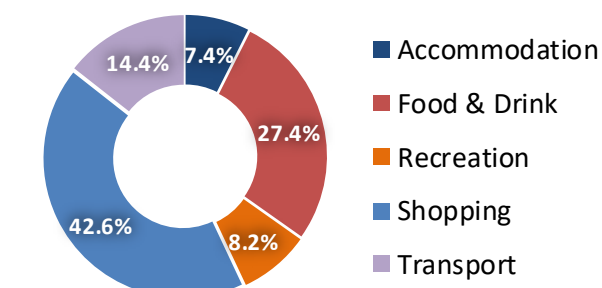
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2022 - INDEXED TO 2025



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

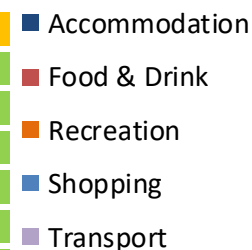
Sectors

Sectoral Distribution of Employment - FTEs



Direct Expenditure Categories

	2025	2022	+/- %		2025	2022	+/- %
Accommodation	0.052	0.045	14.4%	Accommodation	437	460	-5.1%
Food & Drink	0.191	0.163	17.2%	Food & Drink	1,846	1,515	21.8%
Recreation	0.057	0.050	14.7%	Recreation	673	564	19.3%
Shopping	0.297	0.253	17.8%	Shopping	2,617	2,137	22.5%
Transport	0.101	0.086	17.3%	Transport	434	355	22.0%
TOTAL DIRECT	0.698	0.597	17.0%	TOTAL DIRECT	6,005	5,031	19.4%
Indirect	0.348	0.295	18.0%	Indirect	2,607	2,125	22.7%
TOTAL	1.047	0.892	17.3%	TOTAL	8,612	7,156	20.4%



Direct Employment Categories