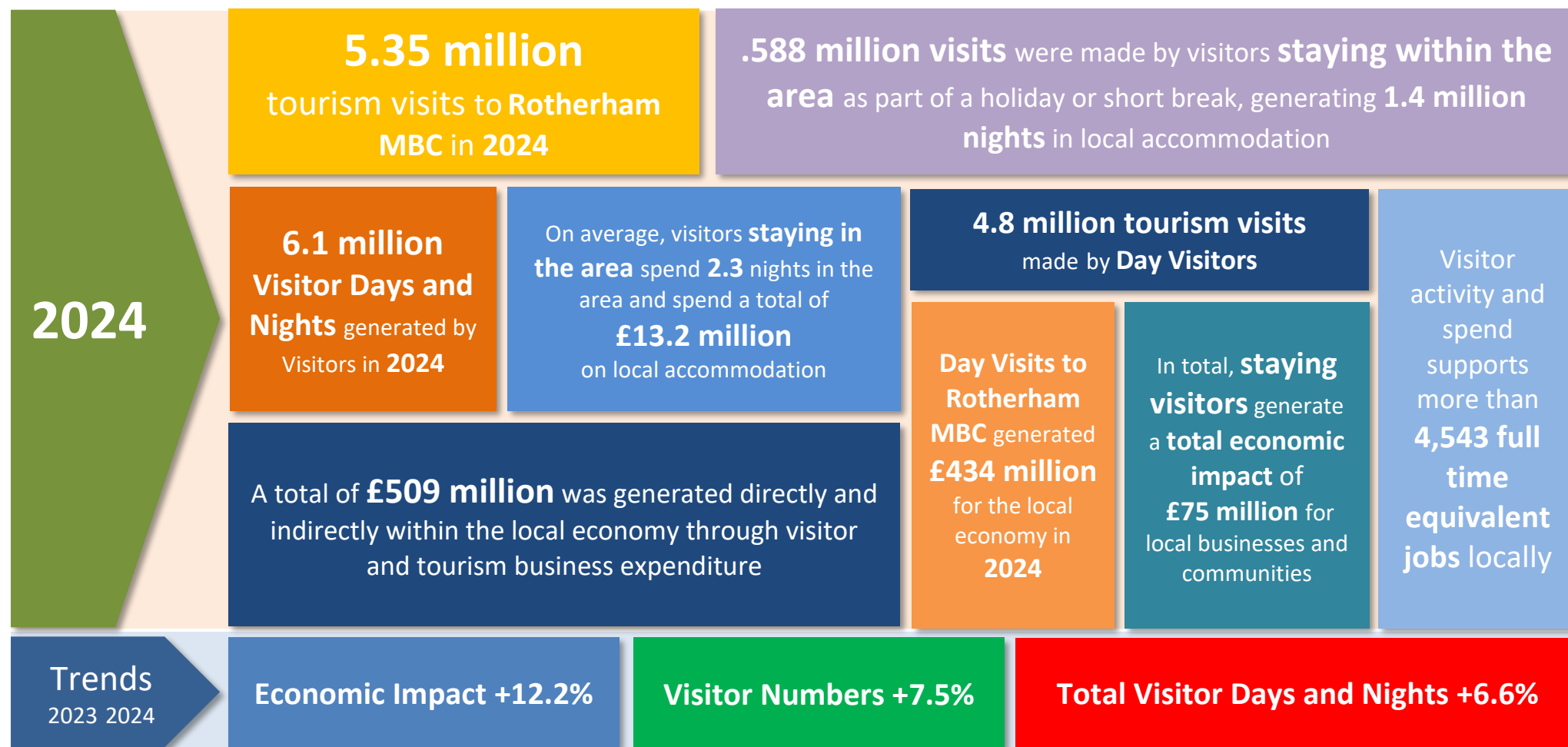


## The Visitor Economy of Rotherham MBC

This is a summary of the annual tourism economic impact research undertaken for Rotherham Metropolitan Borough Council for the calendar years 2022-2024. 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**

**11%** of Visits

**Day Visitors**

**89%** of Visits

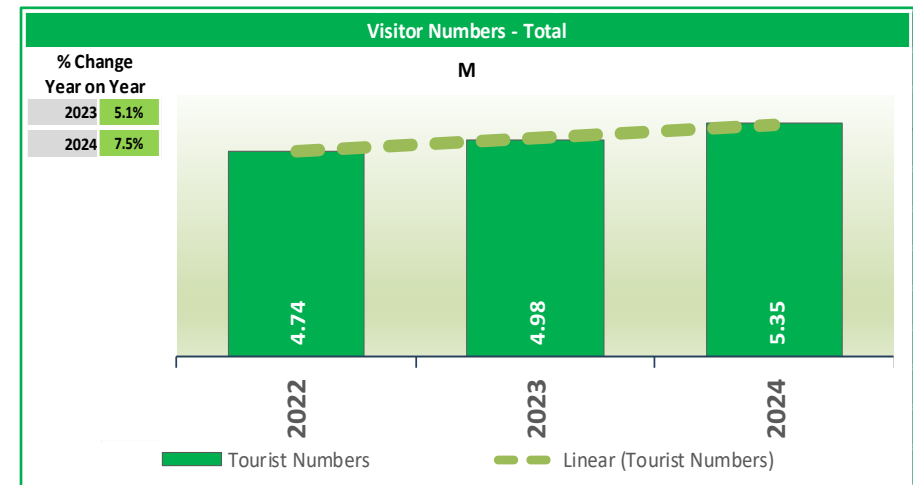
**Total  
Visitor  
Numbers  
5.35m**

## Visitor Numbers

There were an estimated 5.35m tourism visits to the Rotherham MBC area in 2024, up by 7.5% from the previous year, and up by 13% from estimated levels reported in 2022, mainly due to visitors staying in non-serviced accommodation, and also increases in day visitors.

In 2024, .588m visitors stayed in some sort of accommodation within the area. This sector saw a fractional increase of 0.1% when compared to the previous year and is now 0.6% 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 6.5% on the previous year and is 24.4% 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 day visitors were up by 8.5% on the previous year, they are now 14.8% above 2022 estimates, which has had a positive knock-on effect on total visitor numbers as at 89%, day visitors represent a very high percentage of all visitor numbers to the area.



## Key Figures: Visitor Numbers 2024

Visitor Numbers					All Staying Visitors		All Visitors
	M	0.154	0.015	0.419	0.588	4.765	5.353
Change 23/24 (%)	%	-2.9	+6.5	+1.1	+0.1	+8.5	+7.5

**Total  
Visitor  
Days  
6.13m**

## Visitor Days

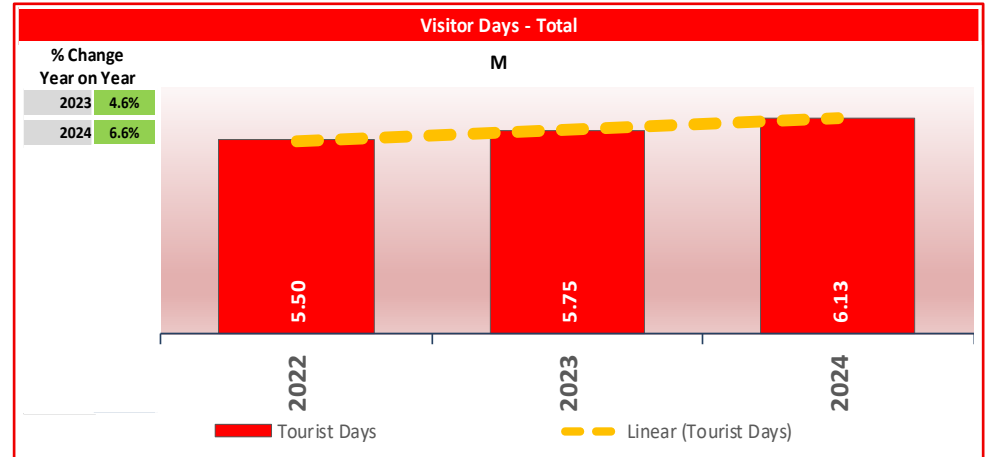
Visitors spent an estimated 6.13m days in the Rotherham MBC area during 2024. Visitor days take into account multiple stays. For example, if a family of five stay three nights, they will not only account for five visitors, but also fifteen visitor days. On average, staying visitors to the area stay 2.3 days.

Total staying visitors accounted for 1.4m visitor days in 2024, a marginal increase of 0.4% on the previous year, and a 1.2% increase above 2022 levels. The serviced accommodation sector decreased slightly by -2.9% when

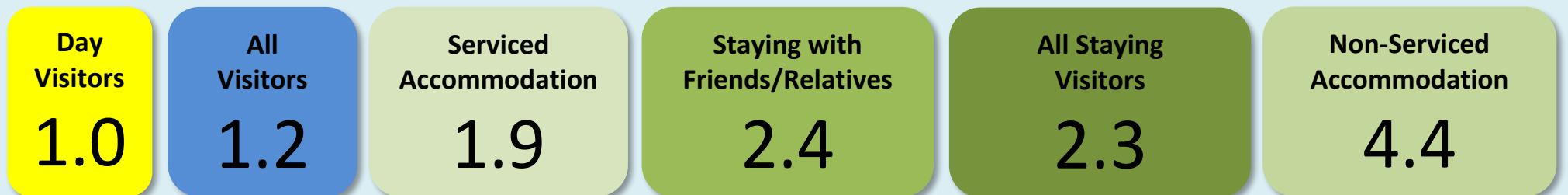
compared to 2023, and is still -5.0% below figures reported in 2022. Again, in contrast, the smaller non-serviced accommodation sector is up 6.8% on the previous year, and is now above 2022 levels by 24.9%, which points to the non-serviced sector recovering from the covid downturn ahead the serviced sector. As mentioned before, day visitors to the area are not only up by 8.5%, but they are also up by 14.8% on 2022, so a very positive and encouraging trend, especially given the large majority of day visitors to the Rotherham Metropolitan Borough Council area.

### Key Figures: Visitor Days 2024

Visitor Days					All Staying Visitors		All Visitors
	M	0.294	0.067	1.004	1.364	4.765	6.129
Change 23/24 (%)	%	-2.9	+6.8	+1.1	+0.4	+8.5	+6.6



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



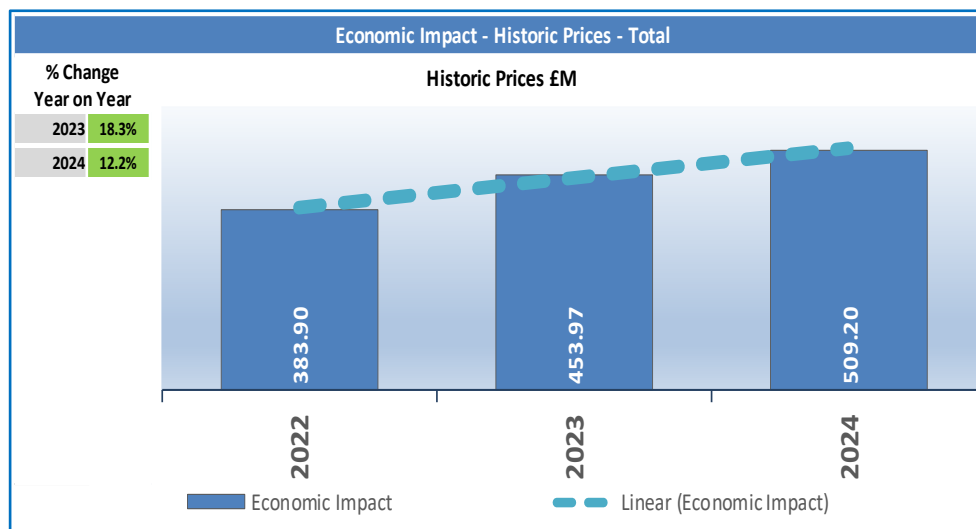
**Total  
Economic  
Impact  
£509m**

## Economic Impact

The value of tourism activity in the Rotherham Metropolitan Borough Council area was estimated to be £509m in 2024, up by 12.2% on the previous year, and up by 11.5% (indexed for inflation) when compared to 2022 levels.

The total *direct* economic impact comprises the expenditure of visitors on goods and services, totalling £341.7m. Further to this, indirect and induced economic effects of local businesses and residents spending tourism revenues locally, were estimated to account for a further £167.5m, together totalling £509.2m. The

largest visitor spending sector by far was Shopping (£150m), followed by Food & Drink (£97m), then Transport (£51m) followed by Recreation (£30m). The economic impact of the serviced sector was down fractionally by -0.5% on the previous year. The smaller non-serviced accommodation sector, comprising self-catering and some caravan, camping and touring sites, was up by 11.5% on 2023. In terms of comparison, the serviced sector has just over twice the bedspaces of the non-serviced sector and has six times the economic impact. Day visitor economic impact is up 13.9% on the previous year, and is 14.8% above 2022 levels when indexed for inflation; its economic impact is approaching six times that of All Staying Visitors.



**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

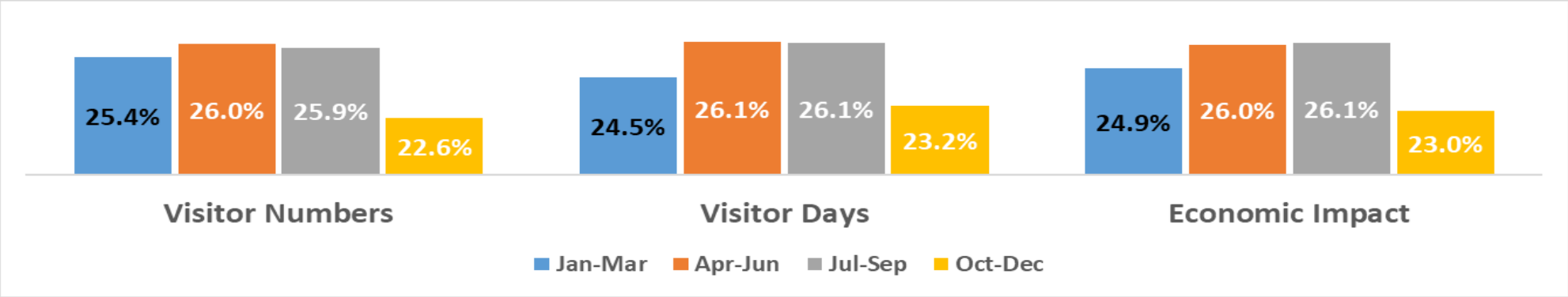
## Key Figures: Economic Impact 2024 (Unindexed)

Economic Impact					All Staying Visitors		All Visitors
	£M	34.873	5.673	34.612	75.158	434.038	509.196
Change 23/24 (%)	%	-0.5	+11.5	+6.0	+3.3	+13.9	+12.2

Average Economic Impact Generated by Each Type of Visitor: 2024

Economic Impact				All Staying Visitors		All Visitors
Economic Impact per Day	£ 118.79	£ 84.85	£ 34.49	£ 55.10	£ 91.09	£ 83.08

Seasonal Distribution of Key Visitor Metrics: 2024



Total  
FTEs  
Supported  
**4,543**

Employment Supported by Tourism

The expenditure and activity of visitors to the Rotherham Metropolitan Borough Council area supported a total of 4,543 Full-Time Equivalent jobs (FTEs) in 2024; an increase of 5.8% on the year before, and 18.3% above 2022 levels.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 3,216 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 1,327 FTEs. The Shopping sector is by far the largest employment sector supported by tourism activity, accounting for an estimated 1,400 FTEs, followed by Food & Drink at 991 FTEs, then Recreation at 370 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	221	991	370	1,400	235	3,216	1,327	4,543

# STEAM Comparative Headlines: 2023 and 2024 (Unindexed)

STEAM REPORT FOR 2022-2024 - FINAL

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

Comparing 2024 and 2023

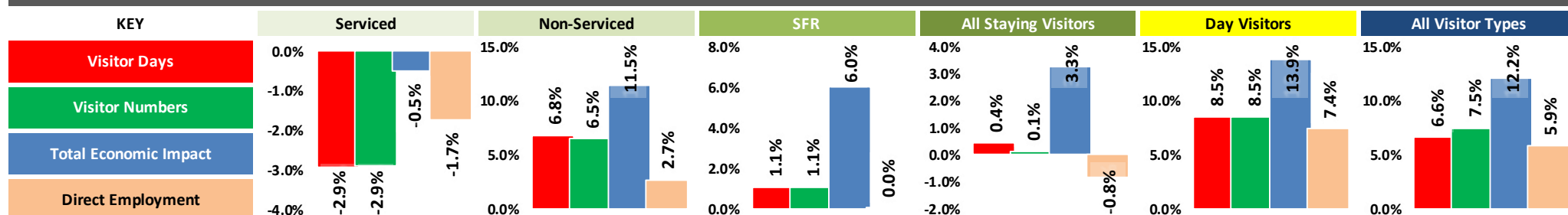
All £'s Historic Prices

COMPARATIVE HEADLINES

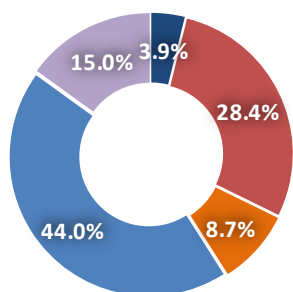
## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

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	0.294	0.302	-2.9%	0.067	0.063	6.8%	1.004	0.993	1.1%	1.364	1.358	0.4%	4.765	4.391	8.5%
Visitor Numbers	M	0.154	0.158	-2.9%	0.015	0.014	6.5%	0.419	0.414	1.1%	0.588	0.587	0.1%	4.765	4.391	8.5%
Direct Expenditure	£M															
Economic Impact	£M	34.87	35.04	-0.5%	5.673	5.089	11.5%	34.61	32.64	6.0%	75.16	72.77	3.3%	434.04	381.21	13.9%
Direct Employment	FTEs	321	327	-1.7%	26	25	2.7%	221	221	0.0%	568	572	-0.8%	2,649	2,466	7.4%
Total Employment	FTEs															
														4,543	4,292	5.8%

## 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



Direct Expenditure Categories

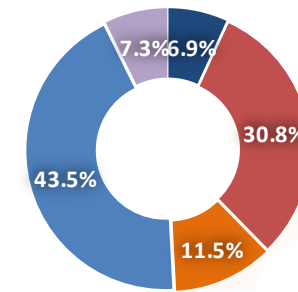
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2024	2023	+/- %
Accommodation	13.24	13.36	-0.9%
Food & Drink	96.99	86.02	12.8%
Recreation	29.80	26.69	11.6%
Shopping	150.28	132.99	13.0%
Transport	51.38	45.58	12.7%
<b>TOTAL DIRECT</b>	<b>341.70</b>	<b>304.64</b>	<b>12.2%</b>
Indirect	167.50	149.33	12.2%
<b>TOTAL</b>	<b>509.20</b>	<b>453.97</b>	<b>12.2%</b>

## Sectors

	2024	2023	+/- %
Accommodation	221	222	-0.4%
Food & Drink	991	932	6.4%
Recreation	370	351	5.3%
Shopping	1,400	1,313	6.6%
Transport	235	221	6.4%
<b>TOTAL DIRECT</b>	<b>3,216</b>	<b>3,038</b>	<b>5.9%</b>
Indirect	1,327	1,254	5.8%
<b>TOTAL</b>	<b>4,543</b>	<b>4,292</b>	<b>5.8%</b>

## Sectoral Distribution of Employment - FTEs



Direct Employment Categories

- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

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

STEAM REPORT FOR 2022-2024 - FINAL

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

Comparing 2024 and 2022

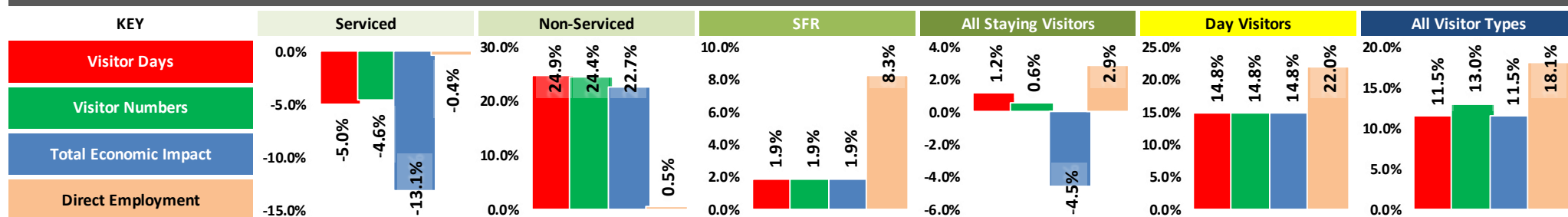
2022 in 2024 prices (1.19)

COMPARATIVE HEADLINES

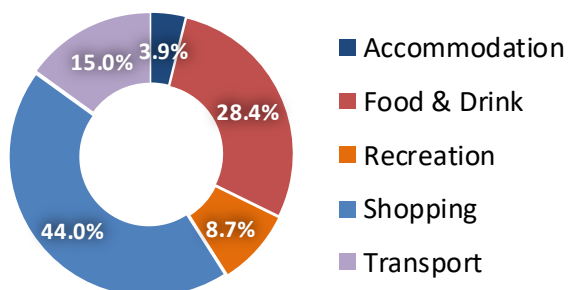
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2022 - INDEXED TO 2024

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	0.294	0.309	-5.0%	0.067	0.054	24.9%	1.004	0.985	1.9%	1.364	1.348	1.2%	4.765	4.151	14.8%	6.129	5.498	11.5%
Visitor Numbers	M	0.154	0.161	-4.6%	0.015	0.012	24.4%	0.419	0.411	1.9%	0.588	0.585	0.6%	4.765	4.151	14.8%	5.353	4.735	13.0%
Direct Expenditure	£M																341.70	306.66	11.4%
Economic Impact	£M	34.87	40.15	-13.1%	5.673	4.625	22.7%	34.61	33.97	1.9%	75.16	78.74	-4.5%	434.04	378.02	14.8%	509.20	456.76	11.5%
Direct Employment	FTEs	321	322	-0.4%	26	26	0.5%	221	204	8.3%	568	552	2.9%	2,649	2,171	22.0%	3,216	2,723	18.1%
Total Employment	FTEs																4,543	3,842	18.3%

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	13.24	15.56	-14.9%
Food & Drink	96.99	85.99	12.8%
Recreation	29.80	26.89	10.8%
Shopping	150.28	132.65	13.3%
Transport	51.38	45.57	12.8%
<b>TOTAL DIRECT</b>	<b>341.70</b>	<b>306.66</b>	<b>11.4%</b>
Indirect	167.50	150.10	11.6%
<b>TOTAL</b>	<b>509.20</b>	<b>456.76</b>	<b>11.5%</b>

Sectors

Sectors	2024	2022	+/- %
Accommodation	221	223	-1.0%
Food & Drink	991	827	19.9%
Recreation	370	314	17.8%
Shopping	1,400	1,163	20.4%
Transport	235	196	19.8%
<b>TOTAL DIRECT</b>	<b>3,216</b>	<b>2,723</b>	<b>18.1%</b>
Indirect	1,327	1,119	18.6%
<b>TOTAL</b>	<b>4,543</b>	<b>3,842</b>	<b>18.3%</b>

Sectoral Distribution of Employment - FTEs



Direct Employment Categories