Sheffield City Council

STEAM Tourism Economic Impacts 2025 Year in Review Summary

The Visitor Economy of Sheffield City

This is a summary of the annual tourism economic impact research undertaken for Sheffield City Council for the calendar years 2015-2025. 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

18.7 million tourism visits to **Sheffield** in **2025**

1.9 million visits were made by visitors **staying within the area** as part of a holiday or short break, generating **4.5 million nights** in local accommodation

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

On average, visitors **staying in the area** spend **2.4** nights in the area and spend a total of **£145 million** on local accommodation

18.7million tourism visits made by **Day Visitors**

Visitor activity and spend supports more than **16,203 full time equivalent jobs** locally

A total of **£2.0 billion** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

Day Visits to Sheffield generated **£1.6 billion** for the local economy in **2025**

In total, **staying visitors** generate a **total economic impact** of **£427 million** for local businesses and communities

Trends 2024-2025

Economic Impact +8.7%

Visitor Numbers +7.3%

Total Visitor Days and Nights +5.7%

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
10% of Visits

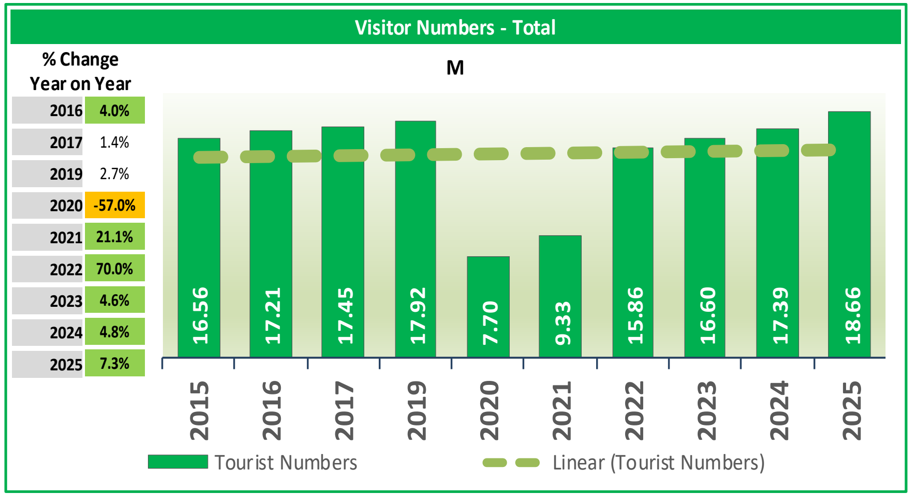
Day Visitors
90% of Visits

Total Visitor Numbers
18.7m

Visitor Numbers

There were an estimated 18.7m tourism visits to Sheffield in 2025, up by 7.3% from the previous year, and now for the first time surpassing estimated pre-covid levels reported in 2019 by 4.1%, mainly due to those staying in non-serviced accommodation and day visitors.

Between 2024 and 2025 visitor numbers rose in Sheffield, 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 12.2% and within the Day Visitor sector by 8.8%. In contrast, visitor numbers within the serviced accommodation (primarily comprised of hotels, guest houses and B&Bs), dipped by -13.5% 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 well over three times more visitor numbers than the non-serviced sector and just under twice the economic impact. Day visitor numbers are on the increase year-on-year, and this is both encouraging and important as they represent 90% 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**	**0.786**	**0.206**	**0.900**	**1.892**	**16.767**	**18.658**
2024 (Millions)	M	0.909	0.183	0.885	1.977	15.410	17.387
Change 24/25 (%)	**%**	**-13.5**	**+12.2**	**+1.6**	**-4.3**	**+8.8**	**+7.3**
Share of Total (%)	%	4.2	1.1	4.8	10.1	89.9	100.0

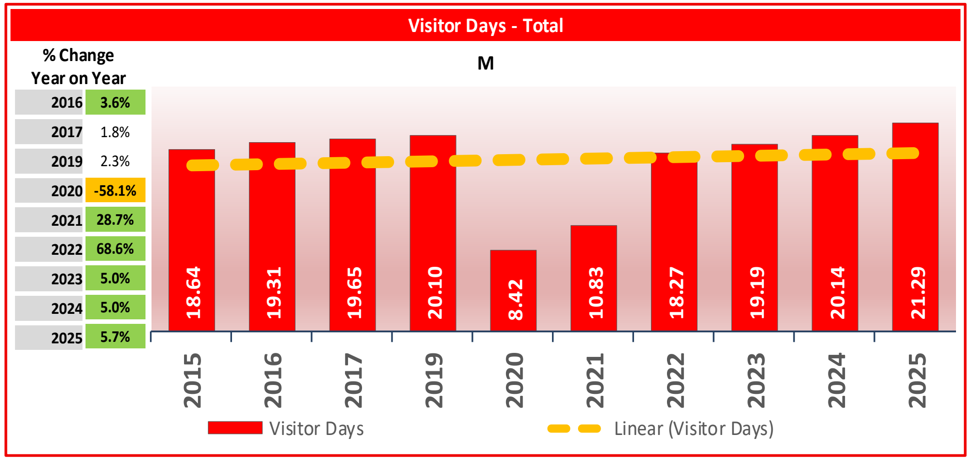
Total Visitor Days

21.3m

Visitor Days

Visitors spent an estimated 21.3m days in Sheffield 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 2.4 days.

Total visitor days were up 5.7% 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 3.0%; combined with a 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 -14.8%. This points to not only fewer visitors, but also visitors spending less time in serviced accommodation. Given the current economic uncertainties and constraints, this might be expected, but it seems to be more apparent in urban locations. Day visitor numbers/days remain at an increase of 8.8% 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**	**1.530**	**0.837**	**2.156**	**4.523**	**16.767**	**21.289**
2024 (Millions)	M	1.796	0.813	2.122	4.730	15.410	20.140
Change 24/25 (%)	**%**	**-14.8**	**+3.0**	**+1.6**	**-4.4**	**+8.8**	**+5.7**
Share of Total (%)	%	7.2	3.9	10.1	21.2	78.8	100.0

Average Length of Stay for Different Visitor Types: 2025

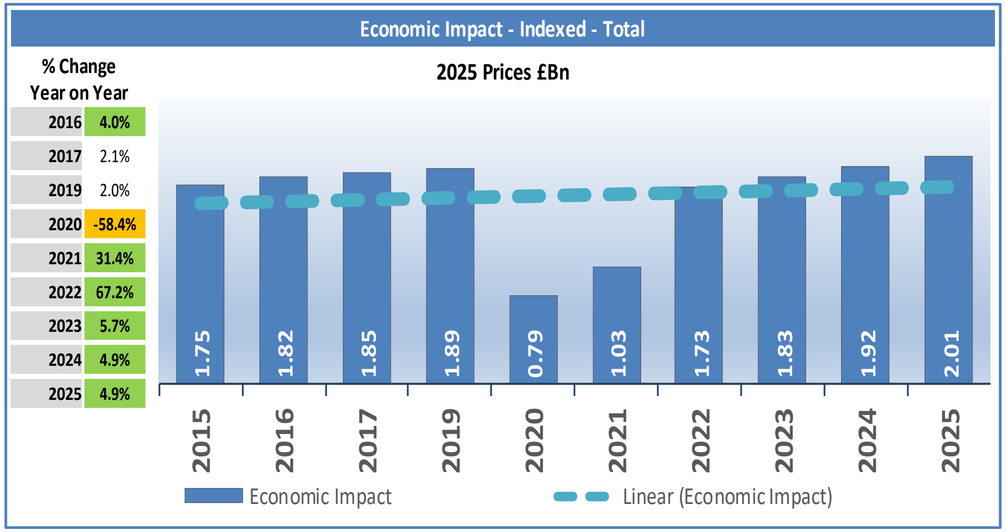
Day Visitors	All Visitors	Serviced Accommodation	Staying with Friends/Relatives	All Staying Visitors	Non-Serviced Accommodation
1.0	1.1	2.0	2.4	2.4	4.1

Total Economic Impact

£2.01bn

Economic Impact

The value of tourism activity in Sheffield was estimated to be £2.01bn in 2025, up by 8.7% on the previous year, and up by 4.9% (when indexed for inflation as illustrated in bar chart below) when compared to pre-covid levels.



Economic impact is comprised of two sections within the model. The first is the direct expenditure on good and services, in this case, £1.35 billion. To this we conservatively add the indirect economic impact within the area of £659 million, to account for the supply chain- those suppling 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 £1.6 billion, up 12.7% on the previous year. This is followed by the serviced accommodation sector at £231 million and then the non-serviced accommodation sector at £119 million. The model also estimates the sectoral distribution of the economic impact as follows: Shopping £548m; Food & Drink £357m; Transport £189m; Accommodation £145m; followed by Recreation at £112m. The serviced sector has close to twice the economic impact of the non-serviced sector, but both are dwarfed by the impact of the day visitor sector, which has over three times the economic impact of All Staying Visitors to Sheffield.

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

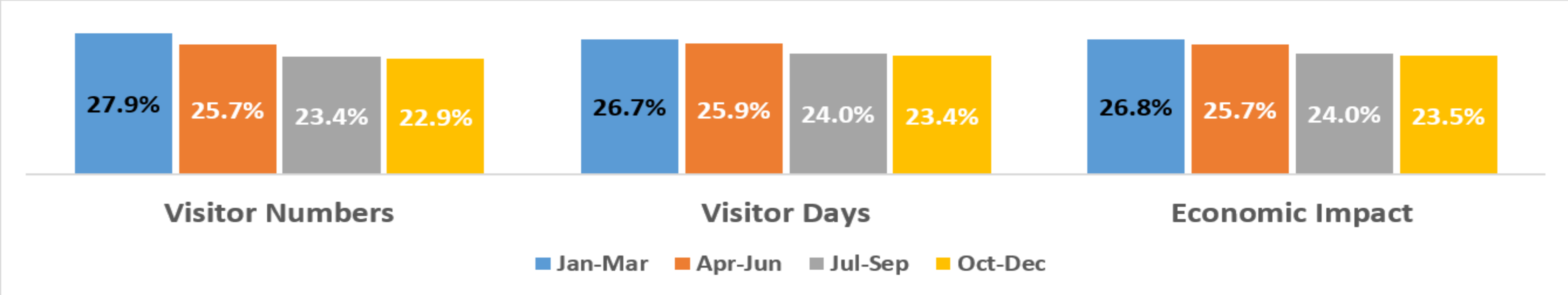
Key Figures: Economic Impact 2025 (Unindexed)

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2025 (£ Billions)	**£Bn**	**0.231**	**0.119**	**0.077**	**0.427**	**1.582**	**2.009**
2024 (£ Billions)	£Bn	0.261	0.111	0.073	0.445	1.404	1.849
Change 24/25 (%)	**%**	**-11.4**	**+7.3**	**+5.3**	**-4.0**	**+12.7**	**+8.7**
Share of Total (%)	%	11.5	5.9	3.8	21.3	78.7	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	**£ 151.15**	**£ 141.92**	**£ 35.73**	**£ 94.43**	**£ 94.38**	**£ 94.39**
Economic Impact per Visit	£ 294.09	£ 577.49	£ 85.61	£ 225.77	£ 94.38	£ 107.70

Seasonal Distribution of Key Visitor Metrics: 2025



Total FTEs Supported

16,203

Employment Supported by Tourism

The expenditure and activity of visitors to Sheffield supported a total of 16,203 Full-Time Equivalent jobs (FTEs) in 2025; a slight increase of 2.5% on the year before.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 11,276 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 4,927 FTEs. The Shopping sector is by far the largest employment sector supported by tourism activity, accounting for an estimated 4,818 FTEs, followed by Food & Drink at 3,450 FTEs, then Recreation at 1,308FTEs, followed by Accommodation at 886 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	886	3,450	1,308	4,818	814	11,276	4,927	16,203

STEAM Comparative Headlines: 2024 and 2025 (Unindexed)

STEAM REPORT FOR 2015-2025 - FINAL SHEFFIELD CITY COUNCIL	Comparing 2025 and 2024 All £'s Historic Prices	COMPARATIVE HEADLINES

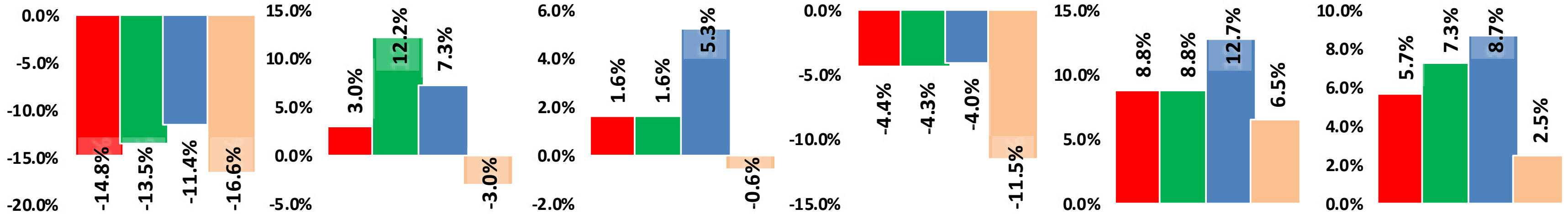
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY: An increase of 3% or more / Less than 3% change / A Fall of 3% or more

		Staying in Paid Accommodation – Serviced			Staying in Paid Accommodation – Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	1.530	1.796	-14.8%	0.837	0.813	3.0%	2.156	2.122	1.6%	4.523	4.730	-4.4%	16.77	15.41	8.8%	21.29	20.14	5.7%
Visitor Numbers	M	0.786	0.909	-13.5%	0.206	0.183	12.2%	0.900	0.885	1.6%	1.892	1.977	-4.3%	16.77	15.41	8.8%	18.66	17.39	7.3%
Direct Expenditure	£Bn																1.351	1.243	8.7%
Economic Impact	£Bn	0.231	0.261	-11.4%	0.119	0.111	7.3%	0.077	0.073	5.3%	0.427	0.445	-4.0%	1.582	1.404	12.7%	2.009	1.849	8.7%
Direct Employment	FTEs	1,350	1,617	-16.6%	343	354	-3.0%	464	466	-0.6%	2,156	2,438	-11.5%	9,119	8,566	6.5%	11,276	11,004	2.5%
Total Employment	FTEs																16,203	15,806	2.5%

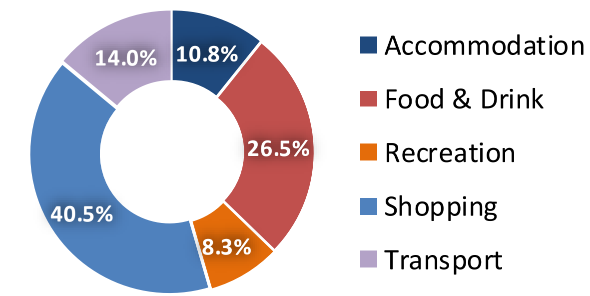
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY: Visitor Days / Visitor Numbers / Total Economic Impact / Direct Employment

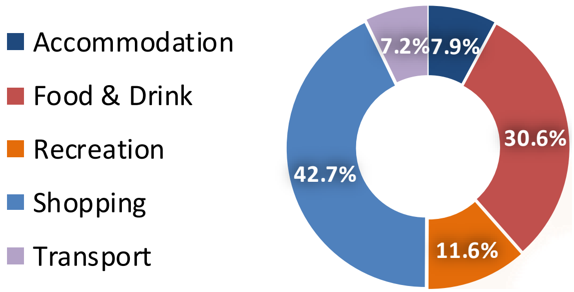


Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices | **Sectoral Distribution of Employment - FTEs**

Economic Impact 2025	Economic Impact 2024	+/- %	Sectors	Employment 2025	Employment 2024	+/- %
0.145	0.153	-4.8%	Accommodation	886	1,049	-15.6%
0.357	0.324	10.5%	Food & Drink	3,450	3,306	4.4%
0.112	0.103	8.2%	Recreation	1,308	1,280	2.2%
0.548	0.493	11.1%	Shopping	4,818	4,590	5.0%
0.189	0.170	10.8%	Transport	814	778	4.6%
1.351	1.243	8.7%	TOTAL DIRECT	11,276	11,004	2.5%
0.659	0.606	8.6%	Indirect	4,927	4,803	2.6%
2.009	1.849	8.7%	TOTAL	16,203	15,806	2.5%



Direct Expenditure Categories



Direct Employment Categories

STEAM Comparative Headlines: 2015 and 2025 (Indexed for inflation)

STEAM REPORT FOR 2015-2025 - FINAL SHEFFIELD CITY COUNCIL	Comparing 2025 and 2015 2015 in 2025 prices (1.534)	COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2015 - INDEXED TO 2025

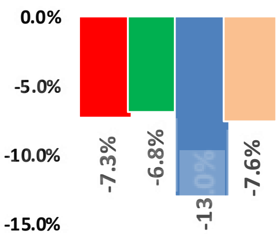
KEY		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more		Serviced			Non-Serviced														
Less than 3% change		2025	2015	+/- %	2025	2015	+/- %	2025	2015	+/- %	2025	2015	+/- %	2025	2015	+/- %	2025	2015	+/- %
A Fall of 3% or more																			
Visitor Days	M	1.530	1.651	-7.3%	0.837	0.126	565.5%	2.156	2.049	5.2%	4.523	3.826	18.2%	16.77	14.81	13.2%	21.29	18.64	14.2%
Visitor Numbers	M	0.786	0.844	-6.8%	0.206	0.029	605.2%	0.900	0.871	3.3%	1.892	1.744	8.5%	16.77	14.81	13.2%	18.66	16.56	12.7%
Direct Expenditure	£Bn																1.351	1.172	15.3%
Economic Impact	£Bn	0.231	0.266	-13.0%	0.119	0.010	1080.9%	0.077	0.073	5.2%	0.427	0.349	22.4%	1.582	1.398	13.2%	2.009	1.747	15.0%
Direct Employment	FTEs	1,350	1,461	-7.6%	343	92	271.7%	464	424	9.4%	2,156	1,977	9.1%	9,119	7,747	17.7%	11,276	9,724	16.0%
Total Employment	FTEs																16,203	13,859	16.9%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2015 - INDEXED TO 2025

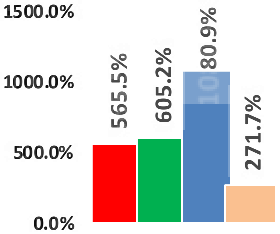
KEY

- Visitor Days
- Visitor Numbers
- Total Economic Impact
- Direct Employment

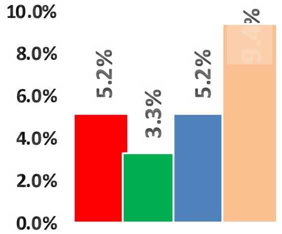
Serviced



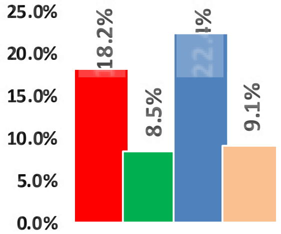
Non-Serviced



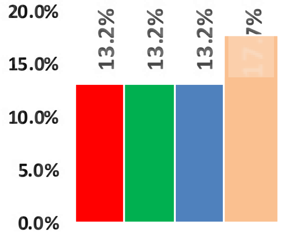
SFR



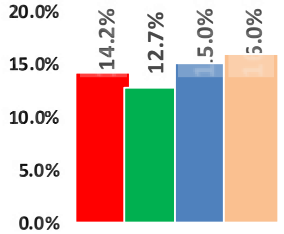
All Staying Visitors



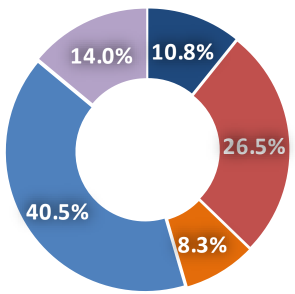
Day Visitors



All Visitor Types



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



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

Sectoral Distribution of Employment - FTEs

Economic Impact 2025	Economic Impact 2015	+/- %	Sectors	Employment 2025	Employment 2015	+/- %
0.145	0.110	32.5%	Accommodation	886	912	-2.8%
0.357	0.315	13.6%	Food & Drink	3,450	2,921	18.1%
0.112	0.098	13.8%	Recreation	1,308	1,105	18.4%
0.548	0.485	12.9%	Shopping	4,818	4,104	17.4%
0.189	0.164	14.8%	Transport	814	682	19.4%
1.351	1.172	15.3%	TOTAL DIRECT	11,276	9,724	16.0%
0.659	0.575	14.6%	Indirect	4,927	4,135	19.2%
2.009	1.747	15.0%	TOTAL	16,203	13,859	16.9%

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