Barnsley Metropolitan Borough Council
STEAM Tourism Economic Impacts 2025 Year in Review Summary

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 2022-2025. 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

4.1 million tourism visits to **Barnsley MBC** in **2025**

.600 million visits were made by visitors **staying within the area** as part of a holiday or short break, generating **1.4 million nights** in local accommodation

4.9 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 **£26.5 million** on local accommodation

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

Day Visits to Barnsley MBC generated **£330million** for the local economy in **2025**

In total, **staying visitors** generate a **total economic impact** of **£102 million** for local businesses and communities

Visitor activity and spend supports more than **3,593 full time equivalent jobs** locally

A total of **£431 million** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

Trends 2024-2025

Economic Impact +8.2%

Visitor Numbers +3.8%

Total Visitor Days and Nights +3.0%

2025	Visitor Types	Staying Visitors 15% of Visits
		Day Visitors 85% of Visits

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
15% of Visits

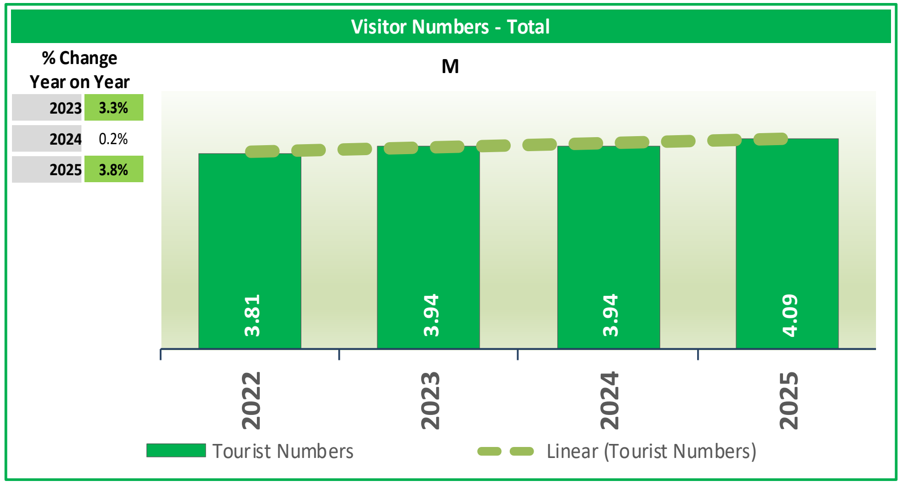
Day Visitors
85% of Visits

Total Visitor Numbers
4.1m

Visitor Numbers

There were an estimated 4.1m tourism visits to the Barnsley MBC area in 2025, up by 3.8% from the previous year, and up by 7.3% 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 Barnsley, 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 13.9% and within the Day Visitor sector by 4.5%. In contrast, visitor numbers within the serviced accommodation (primarily comprised of hotels, guest houses and B&Bs), dipped slightly by -6.7% 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 four times more visitor numbers than the non-serviced sector and over two 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 85% 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**	**0.170**	**0.041**	**0.389**	**0.600**	**3.492**	**4.092**
2024 (Millions)	M	0.182	0.036	0.384	0.602	3.341	3.943
Change 24/25 (%)	**%**	**-6.7**	**+13.9**	**+1.3**	**-0.3**	**+4.5**	**+3.8**
Share of Total (%)	%	4.2	1.0	9.5	14.7	85.3	100.0

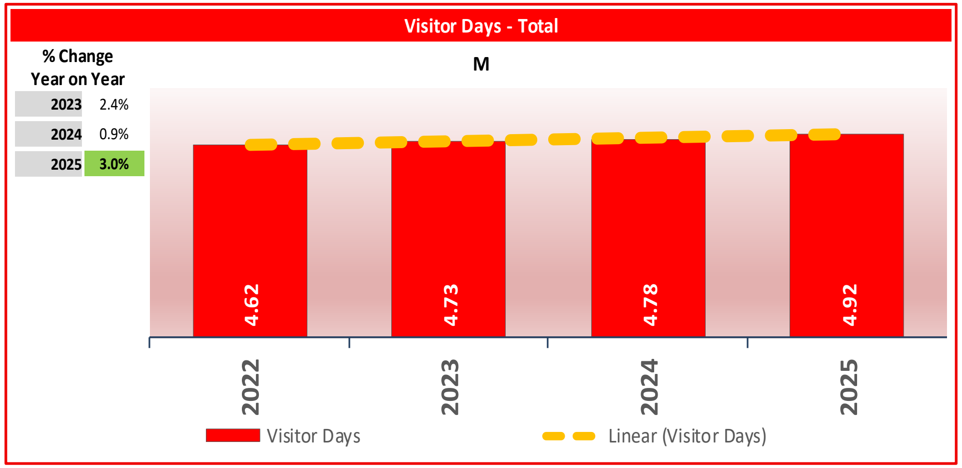
Total Visitor Days

4.9m

Visitor Days

Visitors spent an estimated 4.9m days in the Barnsley 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 2.4 days.

Total visitor days were up 3.0% 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 4.0%; 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 -7.4%. 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 4.5% 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**	**0.330**	**0.165**	**0.932**	**1.427**	**3.492**	**4.919**
2024 (Millions)	M	0.356	0.159	0.919	1.435	3.341	4.775
Change 24/25 (%)	**%**	**-7.4**	**+4.0**	**+1.3**	**-0.5**	**+4.5**	**+3.0**
Share of Total (%)	%	6.7	3.4	18.9	29.0	71.0	100.0

Average Length of Stay for Different Visitor Types: 2025

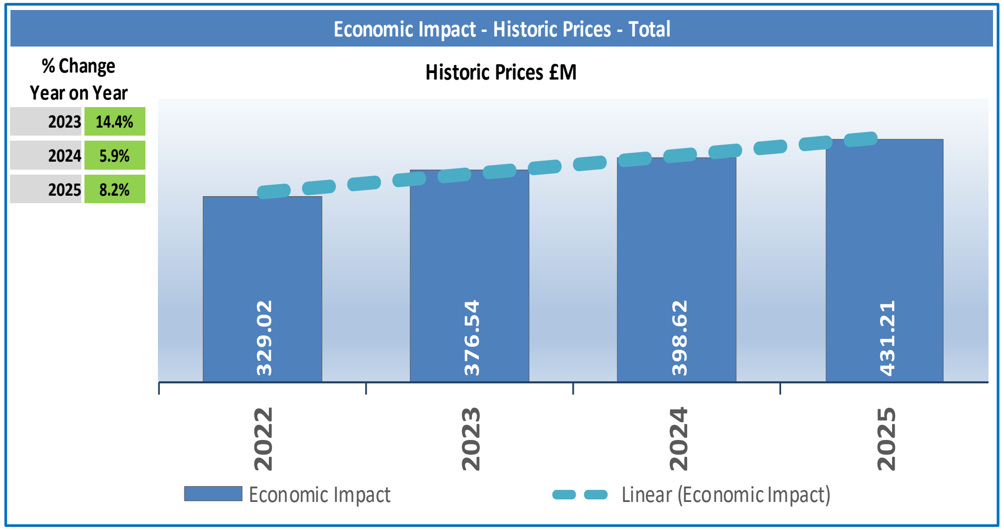
Day Visitors	All Visitors	Serviced Accommodation	Staying with Friends/Relatives	All Staying Visitors	Non-Serviced Accommodation
1.0	1.2	1.9	2.4	2.4	4.0

Total Economic Impact

£431m

Economic Impact

The value of tourism activity in the Barnsley MBC area was estimated to be £431m in 2025, up by 8.2% on the previous year, and up by 6.3% (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, £288 million. To this we conservatively add the indirect economic impact within the area of £143 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 £330 million, up 8.3% on the previous year. This is followed by the serviced accommodation sector at £50 million and then the non-serviced accommodation sector at £18 million. The model also estimates the sectoral distribution of the economic impact as follows: Shopping £118m; Food & Drink £77m; Transport £41m; Accommodation £26.5m; followed closely by Recreation at £25m. The serviced sector has close to two 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 three times the economic impact of All Staying Visitors to Barnsley MBC.

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

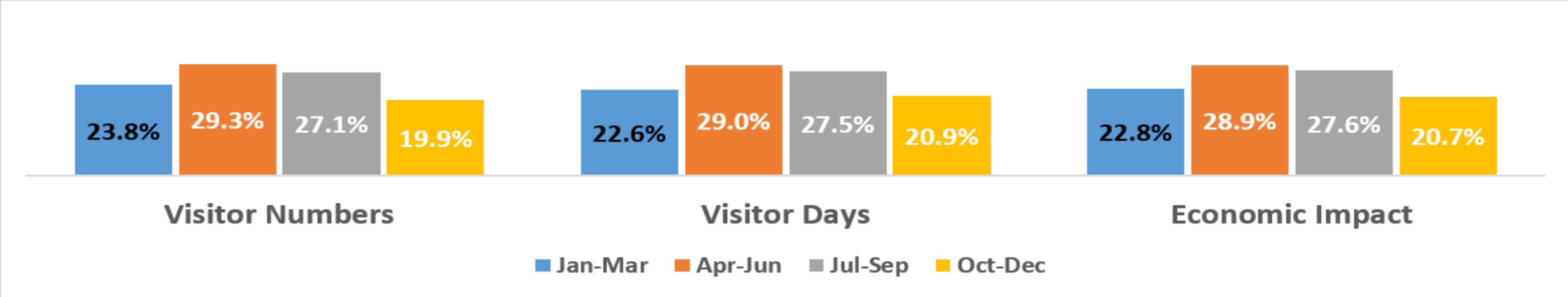
Key Figures: Economic Impact 2025 (Unindexed)

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2025 (£ Millions)	**£M**	**50.137**	**18.221**	**33.291**	**101.649**	**329.564**	**431.213**
2024 (£ Millions)	£M	47.443	15.154	31.709	94.306	304.310	398.616
Change 24/25 (%)	**%**	**+5.7**	**+20.2**	**+5.0**	**+7.8**	**+8.3**	**+8.2**
Share of Total (%)	%	11.6	4.2	7.7	23.6	76.4	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	**£ 152.03**	**£ 110.14**	**£ 35.73**	**£ 71.23**	**£ 94.38**	**£ 87.66**
Economic Impact per Visit	£ 294.60	£ 444.13	£ 85.61	£ 169.40	£ 94.38	£ 105.38

Seasonal Distribution of Key Visitor Metrics: 2025



Total FTEs Supported

3,593

Employment Supported by Tourism

The expenditure and activity of visitors to the Barnsley MBC area supported a total of 3,593 Full-Time Equivalent jobs (FTEs) in 2025; an increase of 1.3% on the year before, and 9.7% above 2022 levels.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 2,521 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 1,072 FTEs. The Shopping sector is by far the largest employment sector supported by tourism activity, accounting for an estimated 1,039 FTEs, followed by Food & Drink at 746 FTEs, then Recreation at 292 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	267	746	292	1,039	177	2,521	1,072	3,593

STEAM Comparative Headlines: 2024 and 2025 (Unindexed)

STEAM REPORT FOR 2022-2025 - FINAL BARNSLEY 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

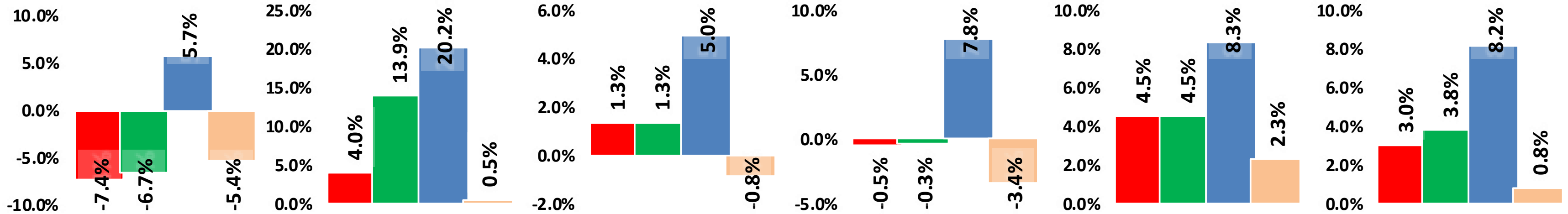
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.330	0.356	-7.4%	0.165	0.159	4.0%	0.932	0.919	1.3%	1.427	1.435	-0.5%	3.492	3.341	4.5%	4.919	4.775	3.0%
Visitor Numbers	M	0.170	0.182	-6.7%	0.041	0.036	13.9%	0.389	0.384	1.3%	0.600	0.602	-0.3%	3.492	3.341	4.5%	4.092	3.943	3.8%
Direct Expenditure	£M																287.97	266.63	8.0%
Economic Impact	£M	50.14	47.44	5.7%	18.22	15.15	20.2%	33.29	31.71	5.0%	101.65	94.31	7.8%	329.56	304.31	8.3%	431.21	398.62	8.2%
Direct Employment	FTEs	365	385	-5.4%	57	56	0.5%	200	202	-0.8%	622	644	-3.4%	1,899	1,857	2.3%	2,521	2,501	0.8%
Total Employment	FTEs																3,593	3,547	1.3%

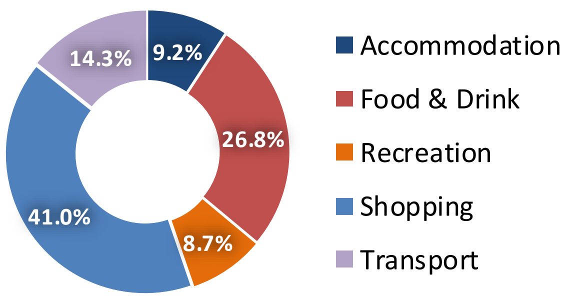
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY

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

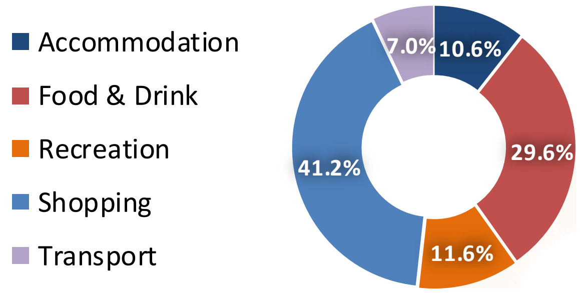


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices / Sectoral Distribution of Employment - FTEs



Direct Expenditure Categories

Economic Impact 2025	Economic Impact 2024	+/- %	Sectors	Employment 2025	Employment 2024	+/- %
26.55	22.87	16.1%	Accommodation	267	274	-2.7%
77.32	72.12	7.2%	Food & Drink	746	737	1.2%
24.91	23.47	6.1%	Recreation	292	291	0.2%
118.09	109.87	7.5%	Shopping	1,039	1,024	1.5%
41.10	38.29	7.3%	Transport	177	175	1.4%
287.97	266.63	8.0%	TOTAL DIRECT	2,521	2,501	0.8%
143.24	131.99	8.5%	Indirect	1,072	1,046	2.5%
431.21	398.62	8.2%	TOTAL	3,593	3,547	1.3%



Direct Employment Categories

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

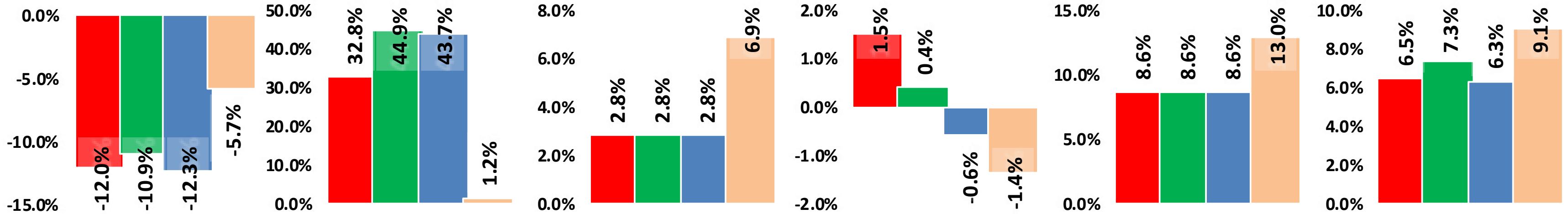
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2022 - INDEXED TO 2025

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

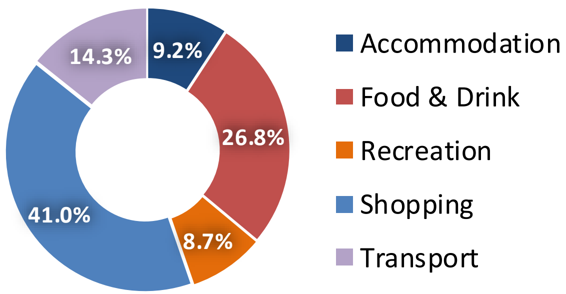
		Staying in Paid Accommodation – Serviced			Staying in Paid Accommodation – Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		2025	2022	+/- %	2025	2022	+/- %	2025	2022	+/- %	2025	2022	+/- %	2025	2022	+/- %	2025	2022	+/- %
Visitor Days	M	0.330	0.375	-12.0%	0.165	0.125	32.8%	0.932	0.906	2.8%	1.427	1.406	1.5%	3.492	3.215	8.6%	4.919	4.620	6.5%
Visitor Numbers	M	0.170	0.191	-10.9%	0.041	0.028	44.9%	0.389	0.378	2.8%	0.600	0.598	0.4%	3.492	3.215	8.6%	4.092	3.812	7.3%
Direct Expenditure	£M																287.97	271.93	5.9%
Economic Impact	£M	50.14	57.19	-12.3%	18.22	12.68	43.7%	33.29	32.38	2.8%	101.65	102.25	-0.6%	329.56	303.41	8.6%	431.21	405.66	6.3%
Direct Employment	FTEs	365	387	-5.7%	57	56	1.2%	200	188	6.9%	622	630	-1.4%	1,899	1,681	13.0%	2,521	2,312	9.1%
Total Employment	FTEs																3,593	3,274	9.7%

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

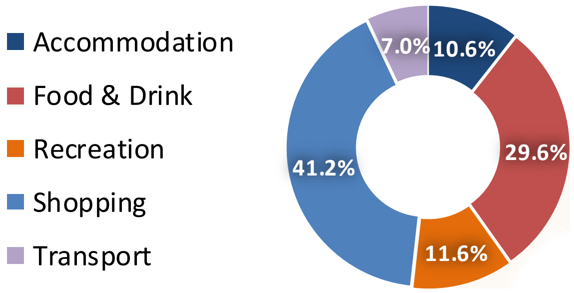
KEY: Visitor Days; Visitor Numbers; Total Economic Impact; Direct Employment



Sectors	Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2025			Sectoral Distribution of Employment - FTEs		
	2025	2022	+/- %	2025	2022	+/- %
Accommodation	26.55	26.74	-0.7%	267	277	-3.7%
Food & Drink	77.32	72.58	6.5%	746	674	10.8%
Recreation	24.91	23.83	4.6%	292	268	8.7%
Shopping	118.09	110.27	7.1%	1,039	933	11.4%
Transport	41.10	38.51	6.7%	177	160	11.0%
TOTAL DIRECT	287.97	271.93	5.9%	2,521	2,312	9.1%
Indirect	143.24	133.73	7.1%	1,072	962	11.4%
TOTAL	431.21	405.66	6.3%	3,593	3,274	9.7%



Direct Expenditure Categories



Direct Employment Categories