



**WEST
MIDLANDS**
GROWTH COMPANY

STEAM ECONOMIC IMPACT STUDY

VISITOR ECONOMY VOLUME AND VALUE

SHANNON CHU
WMGC
19th Jan 2024

**Local Visitor
Economy
Partnership**

Recognised by



VisitEngland



ABOUT US



Shannon Chu

Senior Research and Evaluation
Manager

shannon.chu@wmgrowth.com

+44 (0)7375 079 619



Alicia Winfield O'Hare

Sustainability and Research Senior
Executive

alicia.winfieldohare@wmgrowth.com

+44 (0)7485 385 093



Dimas AlMaruf

Visitor Economy Policy and
Research Executive

Dimas.almaruf@wmgrowth.com

+44 (0)7485 377 017



**WEST
MIDLANDS**
GROWTH COMPANY

STEAM



WHAT IS STEAM?

The Scarborough Tourism Economic Activity Monitor (STEAM) is a tourism economic impact model.

It shows us how many visitors we attract each year and how much they are worth to the local economy.





**WEST
MIDLANDS**
GROWTH COMPANY

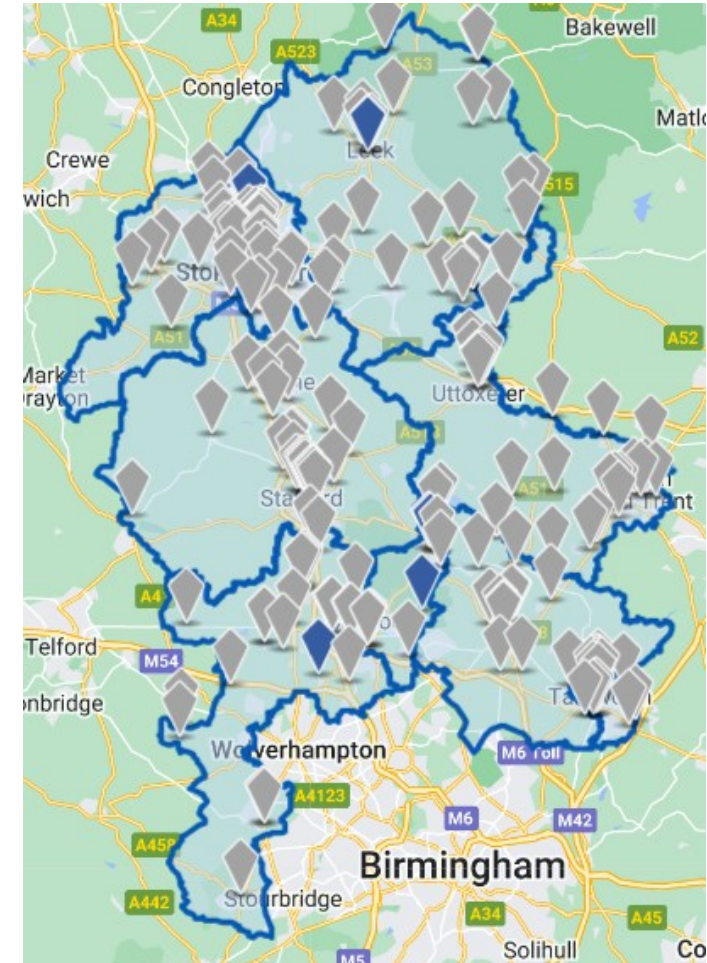
ACCOMMODATION



ACCOMMODATION STOCK - STAFFORDSHIRE



DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022	
	Establishments	Beds
All Paid Accommodation Total	570	31,849
Serviced Accommodation Share of Total	37%	44%
Non-Serviced Accommodation Share of Total	63%	56%



Source: WMGC, CoStar and GTS

STAFFS HOTEL MARKET PERFORMANCE



	Occupancy	Average Room Rate	RevPAR
2018	74.7%	£56.68	£42.50
2019	74.9%	£55.76	£41.93
2020	42.5%	£46.21	£20.12
2021	57.4%	£55.70	£33.98
2022	76.3%	£63.44	£48.79
2023 YTD Jan-Nov	79.3%	£72.67	£57.82



Source: CoStar & West Midlands Growth Company

STAFFORDSHIRE SERVICED ACCOMMODATION PIPELINE



	No. of developments	No. of beds
Under construction	2	231
Final planning	2	146
TOTAL	4	377



Source: CoStar & West Midlands Growth Company

STAFFS ACCOMMODATION PIPELINE



Development Status	Development name	Address	Size	Year of completion
Final planning	Caverswall Castle	The Square, Caverswall, ST11 9EA	8	2025
Final planning	Etruscan Square Hotel	36 Old Hall Street, Stoke-on-Trent, ST1 1RB	138	2027
Under construction	Ibis Styles Burton-on-Trent	Second Avenue Pky, Burton on Trent, DE14 2WF	81	2024
Under construction	Stoke-on-Trent Railway Station Hotel (Goods Yard)	Glebe Street, Stoke-on-Trent, ST4 2AB	150	2025





**WEST
MIDLANDS**
GROWTH COMPANY

VISITOR VOLUME



QUICK QUIZ



Staffordshire attracted more visitors in summer than any other seasons in 2022.

True

False

STAFFORDSHIRE VISITOR NUMBERS 2022 DISTRIBUTION OF IMPACT BY MONTH (M)



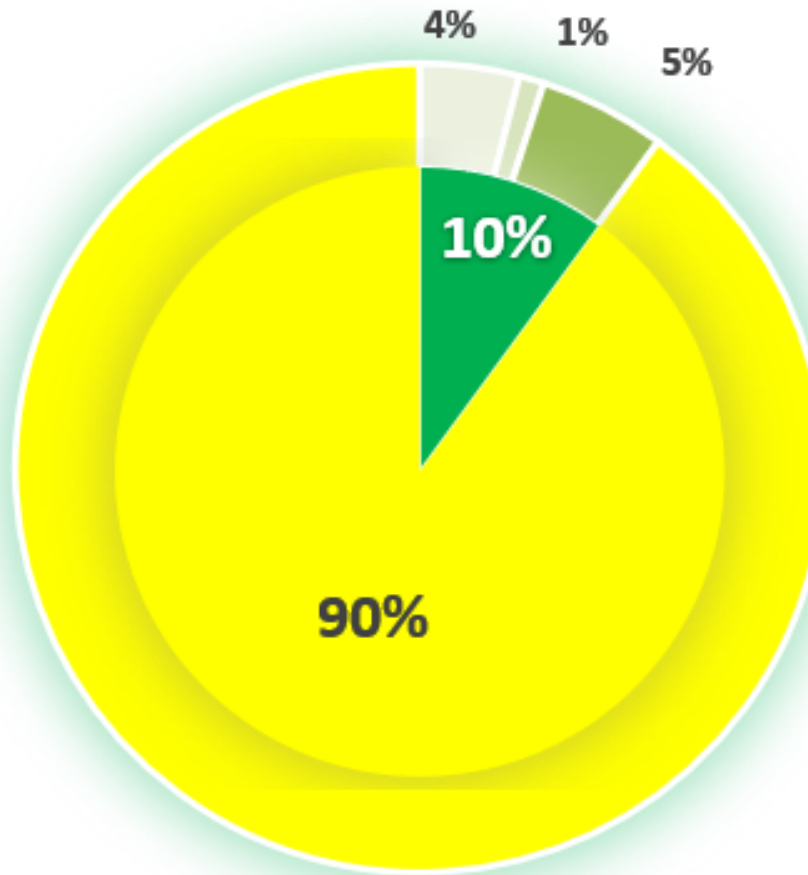
STAFFORDSHIRE VISITOR NUMBERS 2022



Visitor Numbers - 2022 - M - Share of Total

TOTAL
36.47m

	M
Serviced	1.45
Non-Serviced	0.36
SFR	1.85
Staying Visitor	3.67
Day Visitor	32.80
Total	36.47





**WEST
MIDLANDS**
GROWTH COMPANY

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT



QUICK QUIZ

Which sub-sector contributed the most to Staffordshire's visitor economy in 2022?

- Accommodation
- Retail
- Recreation
- Food & drink
- Transport

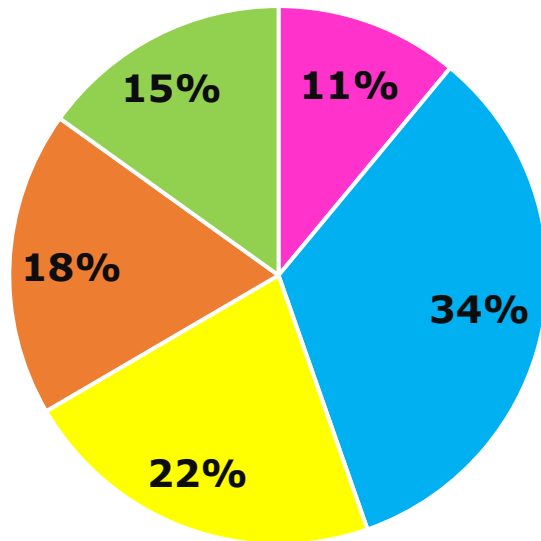


SECTORAL DISTRIBUTION OF ECONOMIC IMPACT 2022

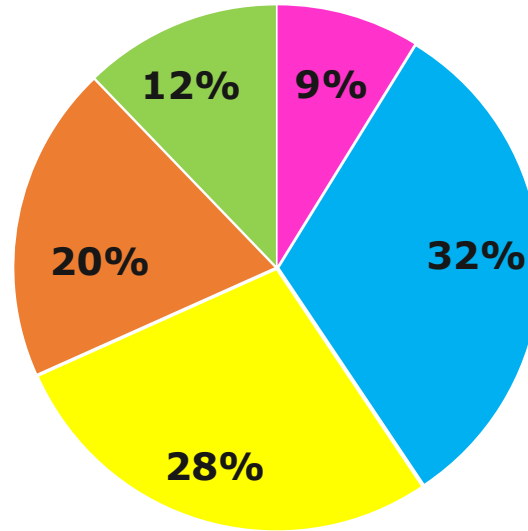


**WEST
MIDLANDS**
GROWTH COMPANY

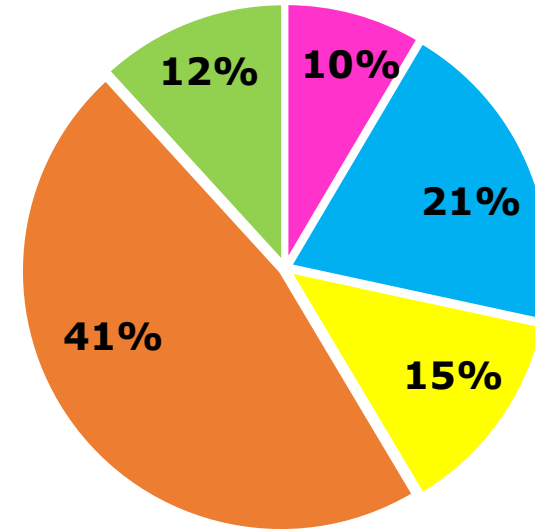
Staffordshire



Black Country



WMCA Region



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



**WEST
MIDLANDS**
GROWTH COMPANY

COMPARATIVE HEADLINES



KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY		All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more										
Less than 3% change										
A Fall of 3% or more										
		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	9.69	8.25	17.5%	32.80	24.76	32.5%	42.49	33.01	28.7%
Visitor Numbers	M	3.67	3.10	18.4%	32.80	24.76	32.5%	36.47	27.86	30.9%
Direct Expenditure	£Bn							1.73	1.25	38.4%
Economic Impact	£Bn	0.71	0.55	29.5%	1.60	1.12	42.9%	2.31	1.67	38.5%
Direct Employment	FTEs	6,227	5,585	11.5%	12,797	9,546	34.1%	19,024	15,131	25.7%
Total Employment	FTEs							24,217	19,129	26.6%

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2019 - IN HISTORIC PRICES

KEY		All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more										
Less than 3% change										
A Fall of 3% or more										
		2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %
Visitor Days	M	9.69	9.30	4.3%	32.80	32.30	1.6%	42.49	41.59	2.2%
Visitor Numbers	M	3.67	3.62	1.4%	32.80	32.30	1.6%	36.47	35.92	1.5%
Direct Expenditure	£Bn							1.73	1.50	15.5%
Economic Impact	£Bn	0.71	0.60	19.4%	1.60	1.40	14.0%	2.31	2.00	15.6%
Direct Employment	FTEs	6,227	6,070	2.6%	12,797	12,725	0.6%	19,024	18,795	1.2%
Total Employment	FTEs							24,217	23,869	1.5%



**WEST
MIDLANDS**
GROWTH COMPANY

MAKING USE OF INSIGHTS



MAKING USE OF INSIGHTS



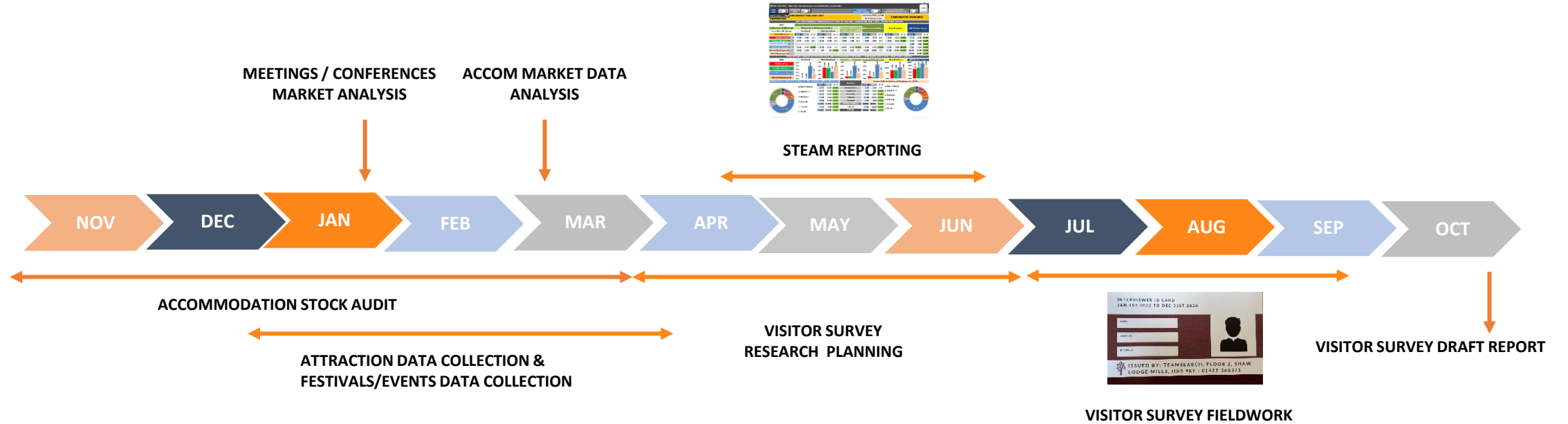
**WEST
MIDLANDS
GROWTH COMPANY**

Outputs from the study have been used to

- Inform business planning and local/regional tourism strategies
- Provide an evidence base for the refresh of TfWM's West Midlands statutory transport plan
- Benchmark business performance
- Lobbying for sector support / improvements
- Monitor sector performance
- Evaluate impact of events and festivals
- Promote and raise the profile of the destination



NEXT STEPS



PARTNER SUPPORT REQUIRED



Monthly visitor footfall from January 2023 to December 2023 from

- Attractions
- Shopping centres/retail parks
- Cultural and sporting events and festivals
- Visitor Information Centres
- BIDs
- Car parks

Your data always remains confidential, we will not share it with any third-parties without your consent. We are happy to sign NDAs if needed.

We will email you more details. You can submit your data by

1. Completing the survey questionnaire [here](#) OR
2. Entering your data on the Excel template OR
3. Scanning the QR Code

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022												
2023												





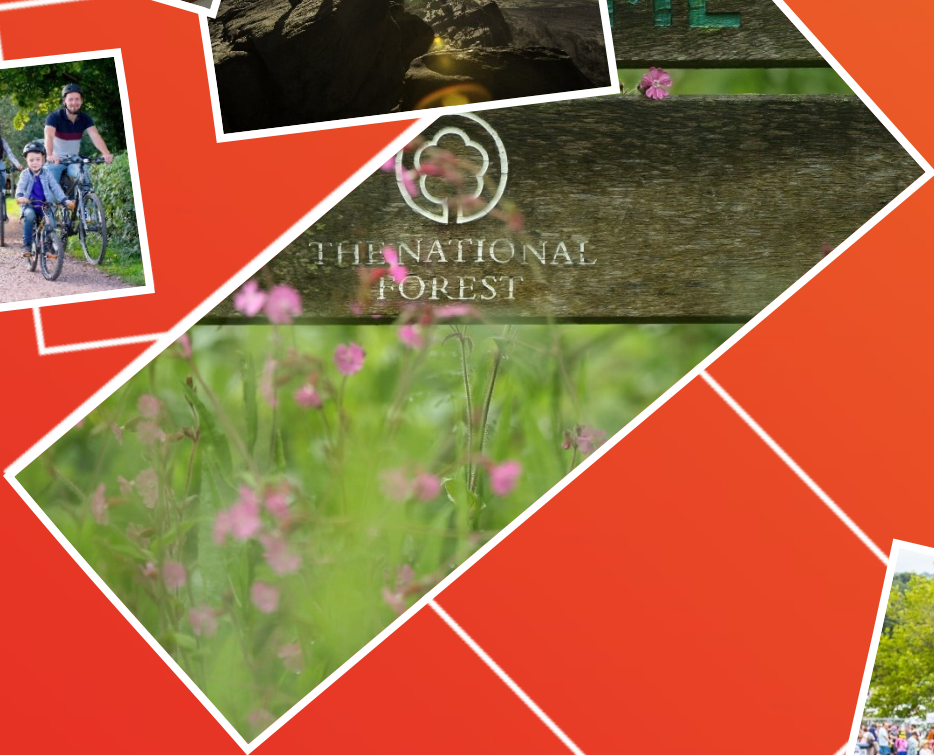
**WEST
MIDLANDS**
GROWTH COMPANY

THANK YOU

Shannon Chu

Senior Research and Evaluation Manager

Shannon.chu@wmgrowth.com



**Local Visitor
Economy
Partnership**

Recognised by



VisitEngland