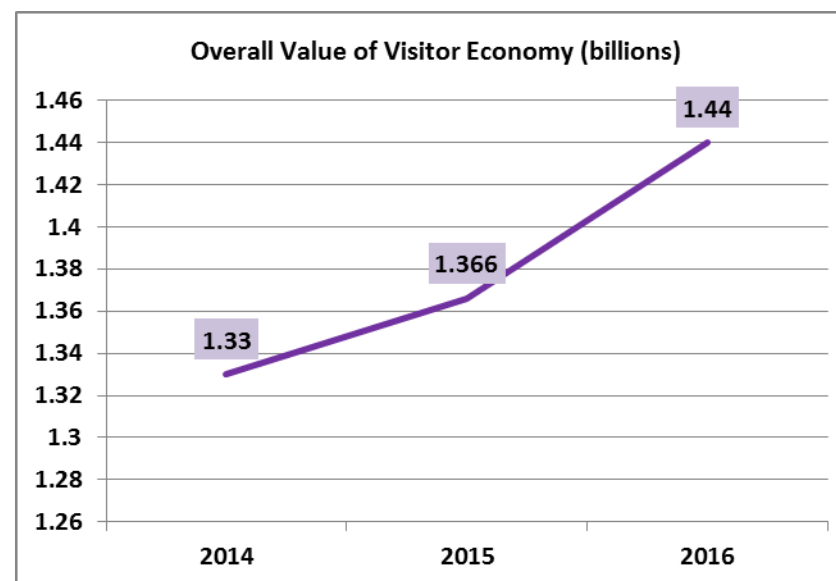
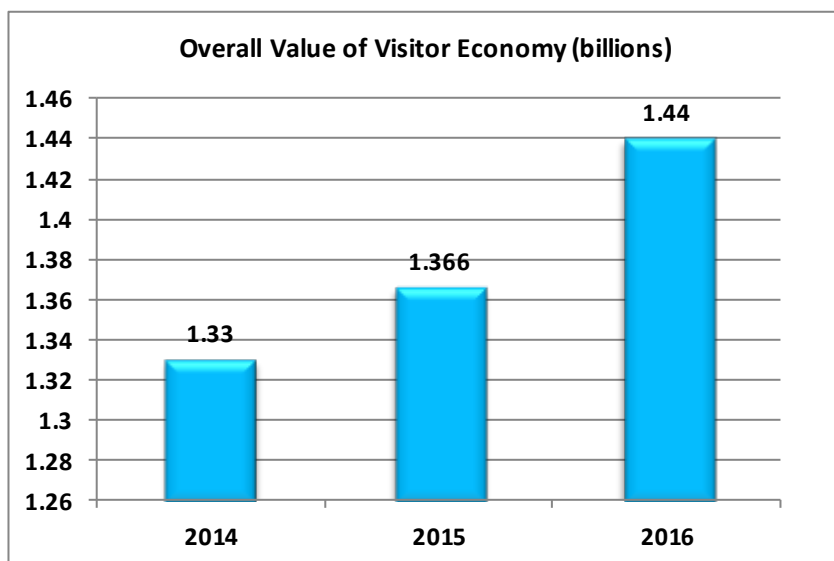


| Indicator Description            | Better to be? |
|----------------------------------|---------------|
| Overall value of tourism economy | High          |

The KPI overall value of tourism economy has increased compared to the previous two years. The outturn figure for 2017 will be available in August 2018.

There are two graphs below for the previous three years, Performance has improved year on year.

| 2014   | 2015   | 2016   | 2017 |    |    |    |     | Target 2017/18 |
|--------|--------|--------|------|----|----|----|-----|----------------|
|        |        |        | Q1   | Q2 | Q3 | Q4 | EoY |                |
| 1.33bn | 1.36bn | 1.44bn | A    | A  | A  | A  |     | 1.367bn        |



**Responsible Officer Report:**

The annual STEAM report for 2016 shows significant growth in Blackpool's visitor economy.

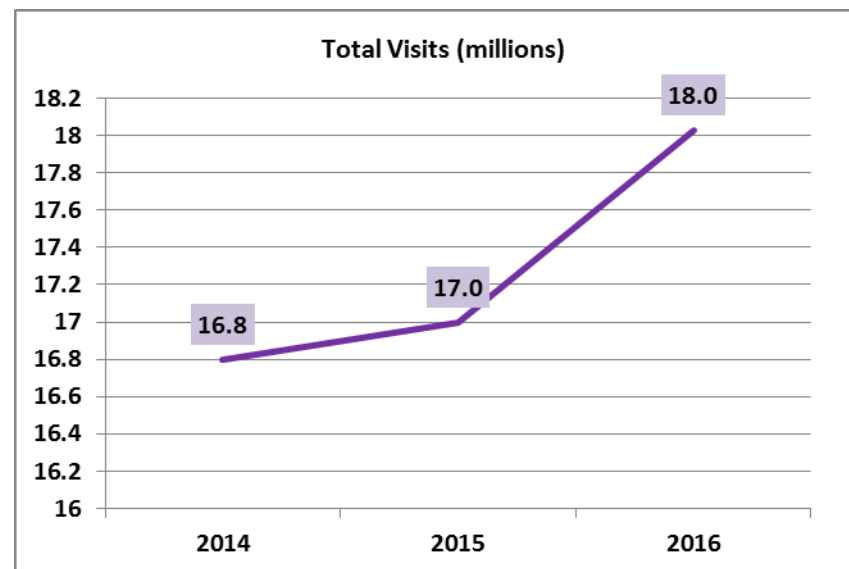
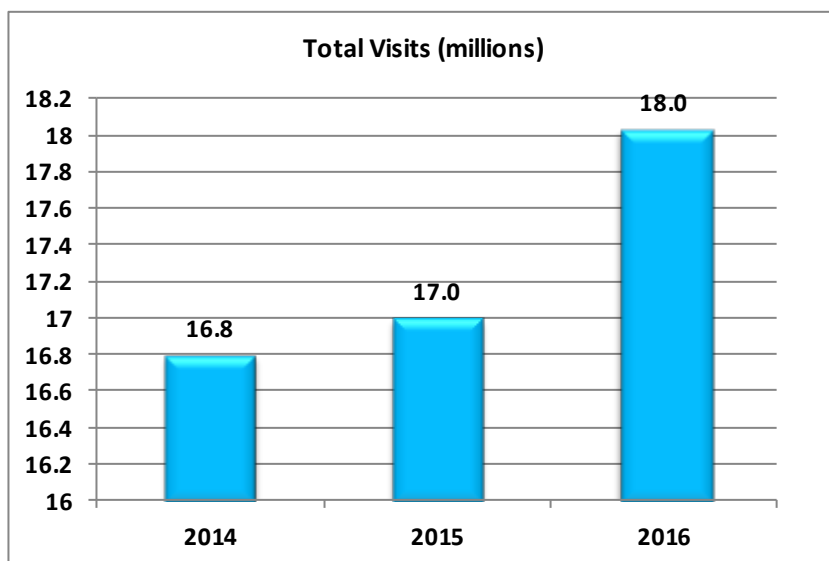
The overall value of the visitor economy has increased from £1.36bn in 2015 to £1.44bn in 2016.

There is growth in both the value of day visits - £0.49bn compared to £0.45bn in 2015 – and in staying visits, £0.95bn compared to £0.91bn in 2015.

| Indicator Description | Better to be? |
|-----------------------|---------------|
| Total Visits          | High          |

The KPI total visits have increased compared to the previous two years. The outturn figure for 2017 will be available in August 2018.

| 2014  | 2015  | 2016  | 2017 |    |    |    |     | Target 2017/18 |
|-------|-------|-------|------|----|----|----|-----|----------------|
|       |       |       | Q1   | Q2 | Q3 | Q4 | EoY |                |
| 16.8m | 17.0m | 18.0m | A    | A  | A  | A  |     | 17.1m          |



**Responsible Officer Report:**

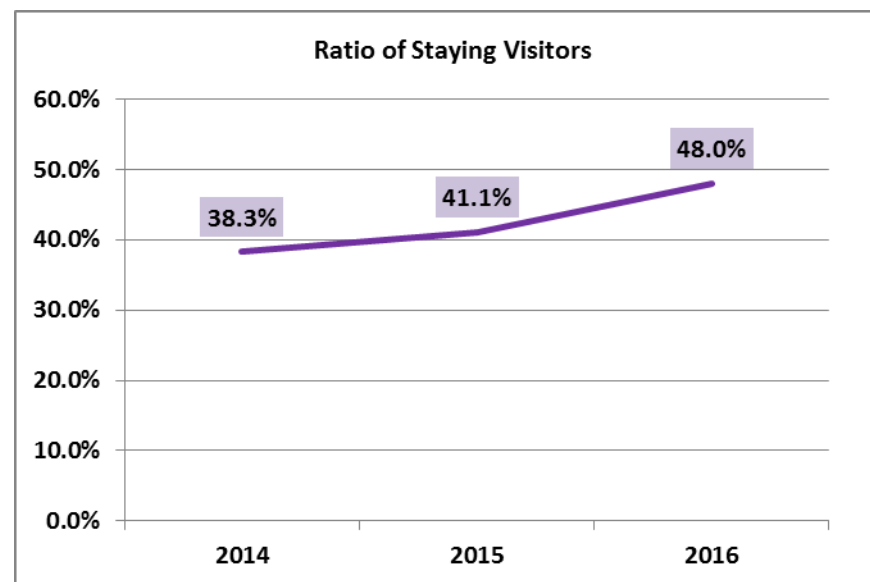
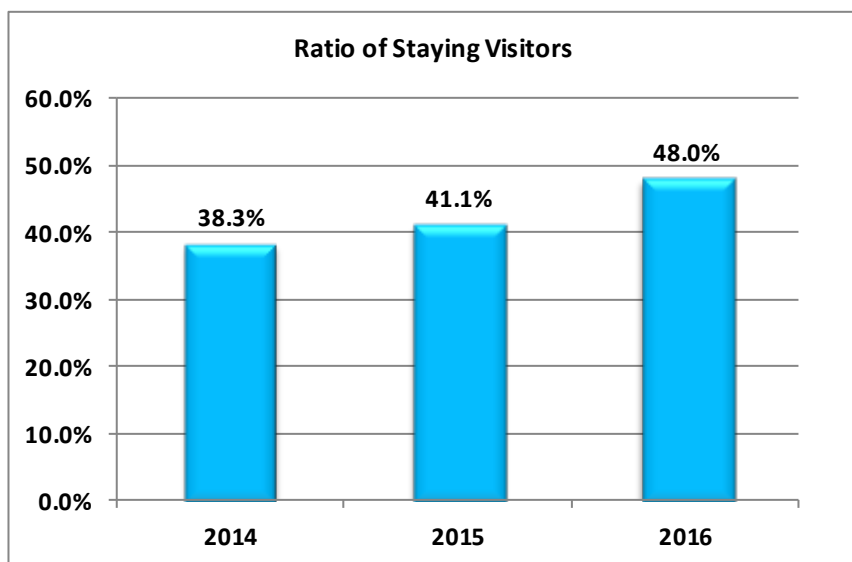
Visitor numbers have grown by one million in 2016 compared to 2015, reaching a total of just over 18 million.

This comprises 14.56m day visitors (compared to 13.7m in 2015) and 3.47m staying visitors (compared to 3.36m in 2015).

| Indicator Description     | Better to be? |
|---------------------------|---------------|
| Ratio of Staying Visitors | High          |

The KPI ratio of staying visitors has increased compared to the previous two years. From 2014 to 2016 the increase in staying visitors has gone up by almost 10%. The outturn figure for 2017 will be available in August 2018.

| 2014  | 2015  | 2016  | 2017 |    |    |    |     | Target 2017/18 |
|-------|-------|-------|------|----|----|----|-----|----------------|
|       |       |       | Q1   | Q2 | Q3 | Q4 | EoY |                |
| 38.3% | 41.1% | 48.0% | A    | A  | A  | A  |     | 49.0%          |



**Responsible Officer Report:**

A key element of the destination marketing activity is to convert day trippers into staying visitors, which has a much more significant impact on the visitor economy.

One of the main components of this activity is promotion of the Blackpool Resort Pass, which brings together the main visitor attractions at a significantly reduced price. Given the number of attractions included within the pass, it is not possible for visitors to do them all in one day, thus encouraging them to take full advantage by staying over in the resort.

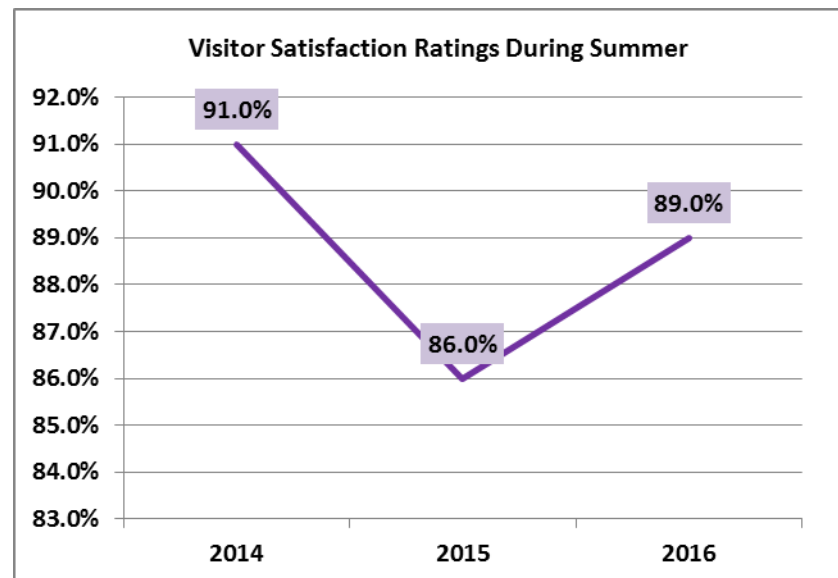
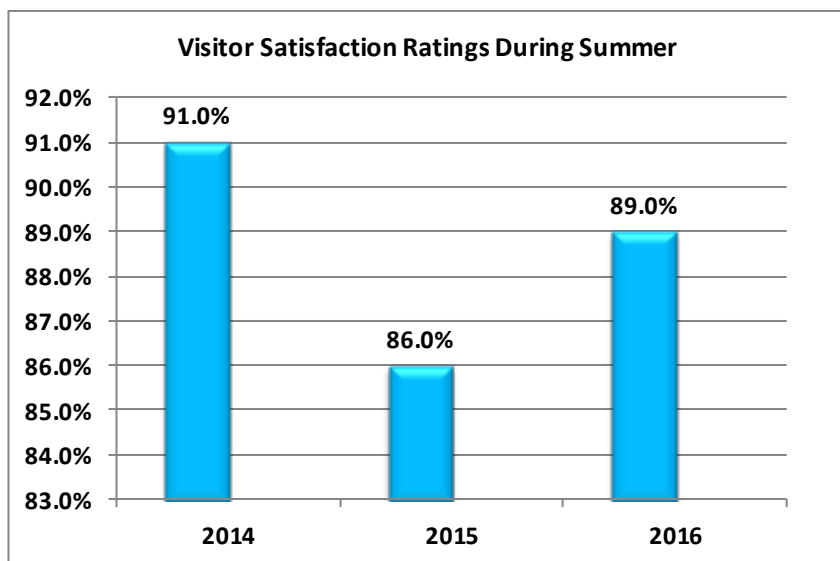
The 2016 figures show that the ratio of staying visitors has increased from 41% in 2015 to 48% in 2016.

| Indicator Description                             | Better to be? |
|---------------------------------------------------|---------------|
| Visitor Satisfaction Ratings during Summer Season | High          |

The KPI visitor satisfaction ratings during the summer season for 2016 have increased compared to the previous year. The outturn figure for 2017 will be available in August 2018.

| 2014  | 2015  | 2016  | 2017 |    |    |    |     | Target 2017/18 |
|-------|-------|-------|------|----|----|----|-----|----------------|
|       |       |       | Q1   | Q2 | Q3 | Q4 | EoY |                |
| 91.0% | 86.0% | 89.0% | A    | A  | A  | A  |     | 90.0%          |

There was a dip in performance in 2015 but this has increased in 2016.



**Responsible Officer Report:**

Visitor satisfaction ratings have improved 2016 v 2015, but have not reached the record level of 91% achieved in 2014.

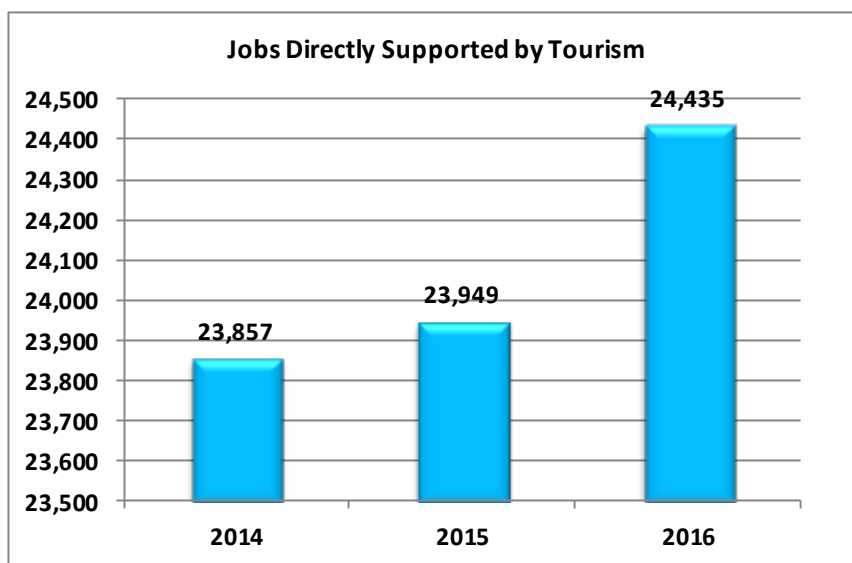
This indicator is influenced by a wide range of factors and it is therefore vital that we continue to improve the quality of all aspects of the visitor experience.



| Indicator Description              | Better to be? |
|------------------------------------|---------------|
| Jobs Directly Supported by Tourism | High          |

The KPI jobs directly supported by Tourism have increased compared to the previous two years. From 2014 to 2015 the number increased by 92 and from 2015 to 2016 the number of jobs increased by 486. The outturn figure for 2017 will be available in August 2018.

| 2014   | 2015   | 2016   | 2017 |    |    |    |     | Target 2017/18 |
|--------|--------|--------|------|----|----|----|-----|----------------|
|        |        |        | Q1   | Q2 | Q3 | Q4 | EoY |                |
| 23,857 | 23,949 | 24,435 | A    | A  | A  | A  |     | 24,000         |



**Responsible Officer Report:**

The growth in the overall value of the visitor economy is reflected by growth in the number of jobs directly supported by tourism, rising from just under 24,000 in 2015 to just under 24,500 in 2016.