Kingdom of Fife

STEAM Tourism Economic Impacts
2022 Year in Review
Summary

The Visitor Economy of Fife

This is a summary of the annual tourism economic impact research undertaken for Fife Council for the calendar year 2022. Outputs in this report have been generated using STEAM, the tourism specific economic impact model, owned and operated by Global Tourism Solutions (UK) Ltd.

COVID-19 Pandemic	**Some STEAM outputs for 2022 remain below the level of usual economic outputs for the area, due to the residual effects of the COVID-19 pandemic on business and consumer activity. Comparisons have been made to show performance levels against a pre-COVID-19 baselines.**

2022

2.7million
Tourism Visits
to Fife in 2022

1.3 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

5.9 million Visitor Days and Nights generated by Visitors in 2022

On average, visitors **staying in Fife** spend **3.5** nights in the area and spend a total of **£148 million** on local accommodation

1.4 million tourism visits made by **Day Visitors** in 2022

Visitor activity and spend supports more than **5,541 full time equivalent jobs** locally

A total of **£450 million** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

Day Visits to Fife generated **£75 million** for the local economy in 2022

In total, **staying visitors** generate a **total economic impact** of **£375m million** for local businesses and communities

Trends 2019-2022

Economic Impact +26%

Staying Visitor Numbers +3%

Total Visitor Days and Nights +1%

2022

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

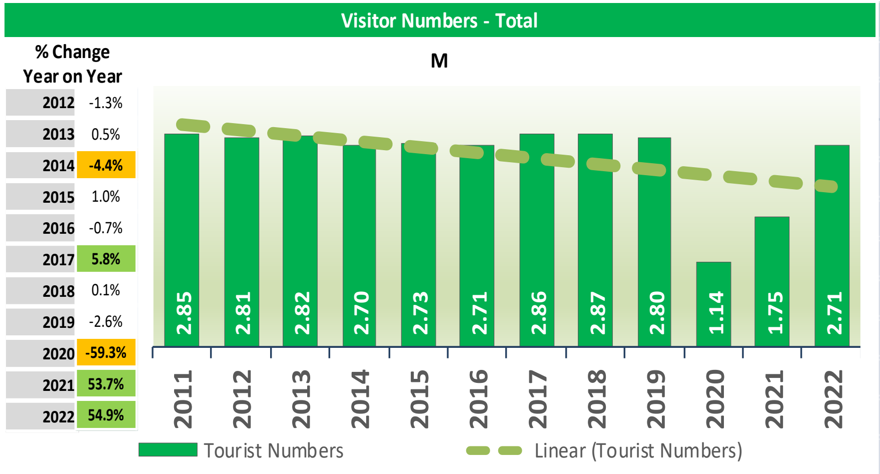
Staying Visitors
47.6% of Visits

Day Visitors
52.4% of Visits

Visitor Numbers

Total Visitor Numbers
2.71m

There were an estimated 2.71m tourism visits to Fife in 2022. Between 2015 and 2019, however, the council had seen the total number of visits by rise by 3.6% to a pre-covid total of 2.80m.



In 2022, 1.3m visitors stayed in some sort of accommodation within the area. This sector, as a whole, saw an increase of 57.2% compared to 2021, this continues the steady recovery we saw last year, and the sector is now 3% above pre-covid 2019 figures. Serviced accommodation rose significantly by 70.6% over the last year and is now 2.6% above pre-covid levels. Visitor accommodation supply has decreased in the aftermath of covid, which will act to damped down Fife's recovery post covid, but this was largely offset by substantial surge in numbers during the 150th Open Golf in St Andrews. The non-serviced accommodation sector also continues a steady recovery, gaining 37.4% last year, and is now 0.3% above pre-covid figures. While Fife's staying visitor numbers are gaining steadily on pre-covid levels, the day visitor sector is still lagging slightly behind, as it is in many other areas of the country. Despite growing substantially by 52.8% in 2022, it is still -8.2% below pre-covid levels.

Key Figures: Visitor Numbers 2022

Visitor Numbers		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2022 (Millions)	**M**	**0.596**	**0.201**	**0.491**	**1.288**	**1.417**	**2.706**
2021 (Millions)	M	0.349	0.146	0.324	0.820	0.927	1.747
Change 21/22 (%)	**%**	**+70.6**	**+37.4**	**+51.7**	**+57.2**	**+52.8**	**+54.9**
Share of Total (%)	%	22.0	7.4	18.2	47.6	52.4	100.0

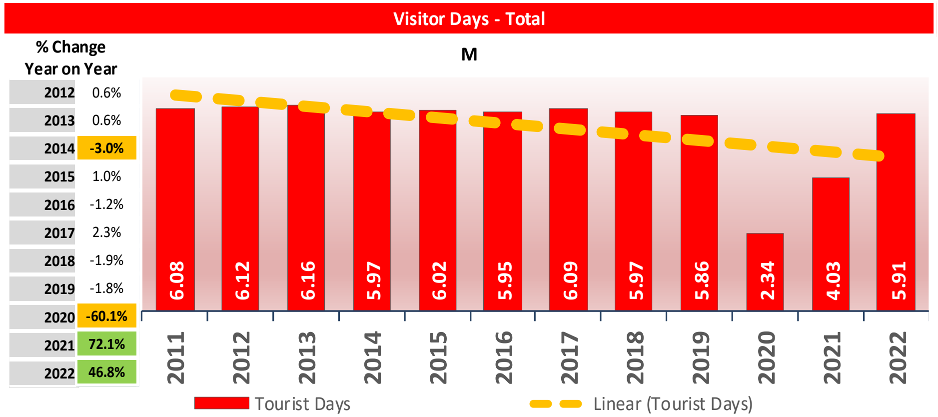
Total Visitor Days

5.91m

Visitor Days

Visitors spent an estimated 5.91m days in Fife during 2022. 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 Fife stay 3.5 days in the area.

Total staying visitors accounted for 4.5m visitor days in 2022, an increase of 45% on 2021; they are now 3% above pre-covid 2019 figures. The serviced accommodation sector saw a substantial increase of 61.4% when compared to 2021 and is now just 2.6% above pre-covid figures reported in 2019. The non-serviced sector has recovered to 0.3% above pre-covid levels with an increase 31.9% compared to 2021, evidencing a steadily recovery for both staying visitor sectors. While staying visitor numbers have recovered to pre-covid levels, day visitor numbers are still in the process. While they have increased year-on-year since 2019, and by 52.8% since 2021, they are still -8.2% behind pre-covid day visitor numbers, a general pattern seen throughout the UK to varying degrees.



Key Figures: Visitor Days 2022

Visitor Days		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2022 (Millions)	**M**	**1.105**	**1.179**	**2.210**	**4.494**	**1.417**	**5.911**
2021 (Millions)	M	0.685	0.894	1.519	3.098	0.927	4.026
Change 21/22 (%)	**%**	**+61.4**	**+31.9**	**+45.4**	**+45.0**	**+52.8**	**+46.8**
Share of Total (%)	%	18.7	20.0	37.4	76.0	24.0	100.0

Average Length of Stay for Different Visitor Types: 2022

Day Visitors	All Visitors	Serviced Accommodation	Staying with Friends/Relatives	All Staying Visitors	Non-Serviced Accommodation
1.0	2.2	1.9	4.5	3.5	5.9

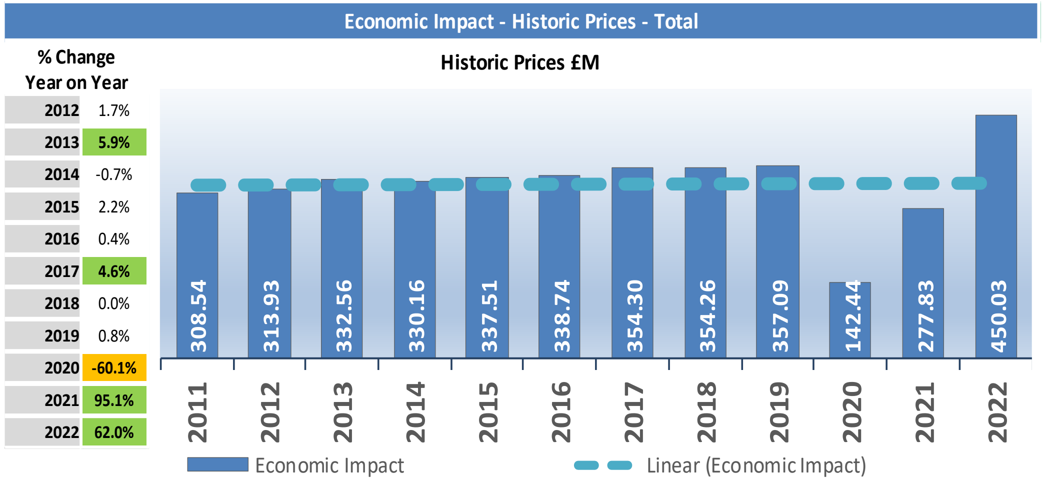
Total Economic Impact

£450m

Economic Impact

The value of tourism activity in Fife was estimated to be £450m in 2022 (a substantial increase of 62% on the previous year). In comparison, the area's visitor economy was worth £357 in 2019, so the economic impact of tourism is above pre-covid levels by 26%, boosted by the 150th Open Golf in St Andrews, which in July '22 alone, saw a 211% rise in visitor numbers; 132% rise in visitor days; a 316% rise in day visitors, and a 116% rise in economic impact.

The total *direct* economic impact comprises the expenditure of visitors on goods and services, totalling £330m. Further to this, indirect and induced economic effects of local businesses and residents spending tourism revenues locally, were estimated to account for a further £120m, together totalling £450m. The largest visitor spending sector was Accommodation (£148m), followed by Food & Drink (£67m), Transport (£62m), and Shopping (£31m). In 2022, the area's day visitor market accounted for 16.6% of the value of tourism activity at £75m, 3.3% above pre-covid economic activity, contrasting with usually negative trends throughout the rest of Scotland. Meanwhile, the staying visitor market accounted for the remaining 83.4% of economic value at £375m and as such is well above pre-covid levels by 31.8%, boosted in part by a strong recovery in Fife's non-serviced sector which is now 46.4% above pre-covid levels reported in 2019.



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

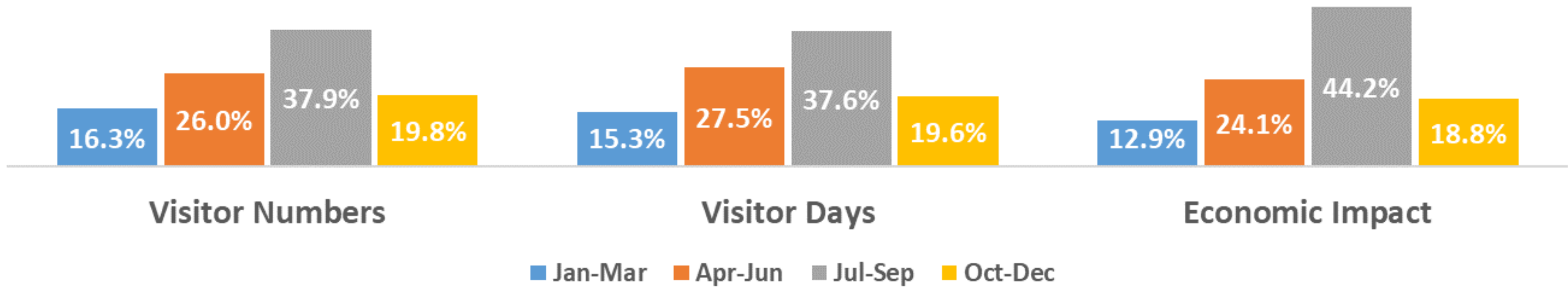
Key Figures: Economic Impact 2022

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2022 (£ Millions)	**£M**	**212.680**	**91.851**	**70.818**	**375.349**	**74.683**	**450.032**
2021 (£ Millions)	£M	120.722	59.741	51.075	231.538	46.287	277.825
Change 21/22 (%)	**%**	**+76.2**	**+53.7**	**+38.7**	**+62.1**	**+61.3**	**+62.0**
Share of Total (%)	%	47.3	20.4	15.7	83.4	16.6	100.0

Average Economic Impact Generated by Each Type of Visitor: 2022

Economic Impact	Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	**£ 192.49**	**£ 77.88**	**£ 32.05**	**£ 83.53**	**£ 52.69**	**£ 76.13**
Economic Impact per Visit	£ 356.76	£ 457.23	£ 144.15	£ 291.35	£ 52.69	£ 166.33

Seasonal Distribution of Key Visitor Metrics: 2022



Total FTEs Supported

5,541

Employment Supported by Tourism

The expenditure and activity of visitors to Fife supported a total of 5,541 Full-Time Equivalent jobs (FTEs) in 2022; an increase of 27.6% on the year before, and just fractionally 1% above 2019 pre-covid levels.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 3,967 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 1,574 FTEs. The accommodation sector is the largest employment sector supported by tourism activity, accounting for an estimated 1,959 FTEs respectively.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type 2022

Employment Supported by Sector 2022	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	1,590	930	311	406	730	3,967	1,574	5,541

STEAM Comparative Headlines: 2021 and 2022

STEAM REPORT FOR 2011-2022 - FINAL FIFE COUNCIL	Comparing 2022 and 2021 All £'s Historic Prices	COMPARATIVE HEADLINES

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

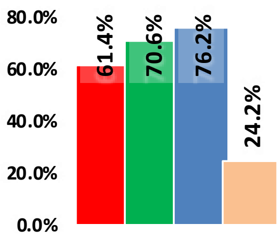
KEY
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	1.105	0.685	61.4%	1.179	0.894	31.9%	2.210	1.519	45.4%	4.494	3.098	45.0%	1.417	0.927	52.8%	5.911	4.026	46.8%
Visitor Numbers	M	0.596	0.349	70.6%	0.201	0.146	37.4%	0.491	0.324	51.7%	1.288	0.820	57.2%	1.417	0.927	52.8%	2.706	1.747	54.9%
Direct Expenditure	£M																329.98	202.90	62.6%
Economic Impact	£M	212.68	120.72	76.2%	91.85	59.74	53.7%	70.82	51.07	38.7%	375.35	231.54	62.1%	74.68	46.29	61.3%	450.03	277.83	62.0%
Direct Employment	FTEs	1,712	1,378	24.2%	905	926	-2.3%	660	513	28.7%	3,276	2,817	16.3%	690	464	48.8%	3,967	3,281	20.9%
Total Employment	FTEs																5,541	4,343	27.6%

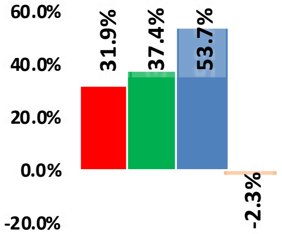
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES

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

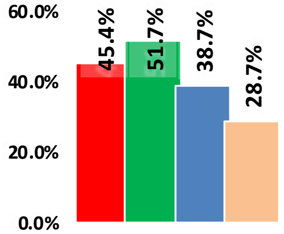
Serviced



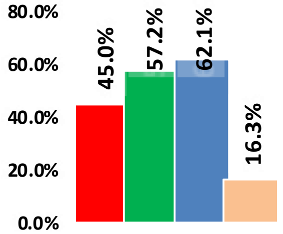
Non-Serviced



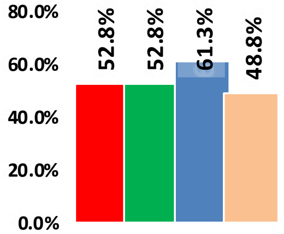
SFR



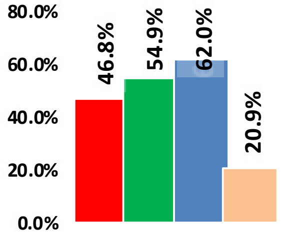
All Staying Visitors



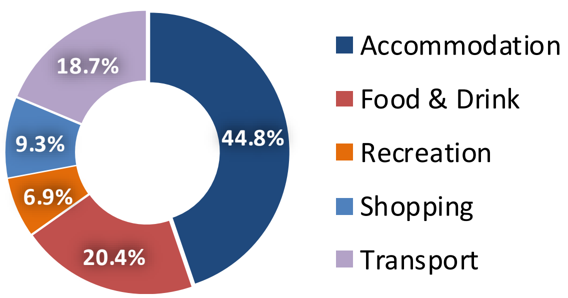
Day Visitors



All Visitor Types

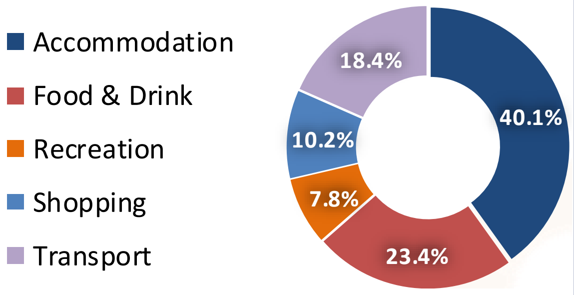


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices / Sectoral Distribution of Employment - FTEs



Direct Expenditure Categories

Economic Impact 2022	Economic Impact 2021	+/- %	Sectors	Employment 2022	Employment 2021	+/- %
147.71	85.37	73.0%	Accommodation	1,590	1,624	-2.1%
67.44	42.86	57.4%	Food & Drink	930	639	45.5%
22.64	15.56	45.5%	Recreation	311	231	34.5%
30.54	19.00	60.8%	Shopping	406	273	48.7%
61.64	40.10	53.7%	Transport	730	514	42.1%
329.98	202.90	62.6%	TOTAL DIRECT	3,967	3,281	20.9%
120.05	74.93	60.2%	Indirect	1,574	1,062	48.2%
450.03	277.83	62.0%	TOTAL	5,541	4,343	27.6%



Direct Employment Categories

STEAM Comparative Headlines: 2019 and 2022 Covid Recovery

STEAM REPORT FOR 2011-2022 - FINAL
FIFE COUNCIL

Comparing 2022 and 2019
All £'s Historic Prices

COMPARATIVE HEADLINES

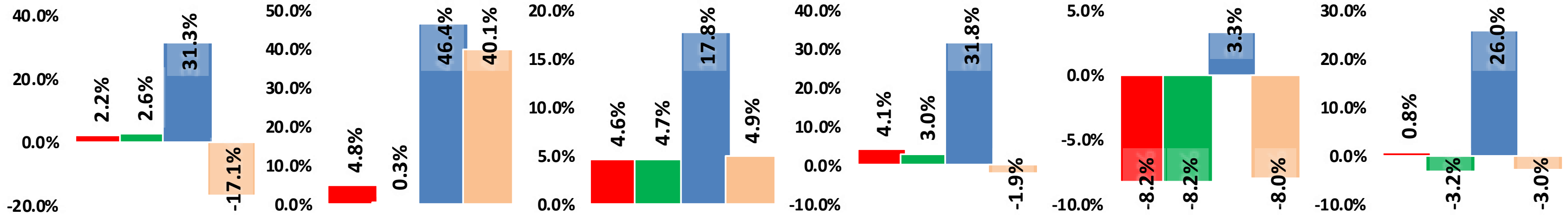
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2019 - IN HISTORIC PRICES

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

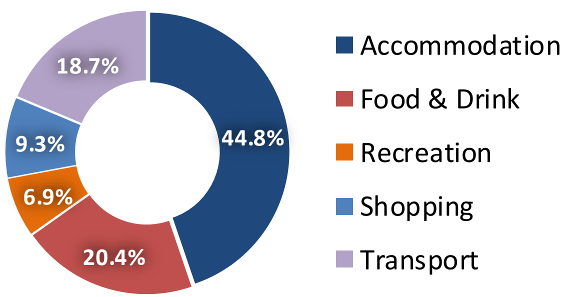
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %
Visitor Days	M	1.105	1.081	2.2%	1.179	1.125	4.8%	2.210	2.112	4.6%	4.494	4.318	4.1%	1.417	1.544	-8.2%	5.911	5.863	0.8%
Visitor Numbers	M	0.596	0.581	2.6%	0.201	0.200	0.3%	0.491	0.469	4.7%	1.288	1.251	3.0%	1.417	1.544	-8.2%	2.706	2.795	-3.2%
Direct Expenditure	£M																329.98	262.07	25.9%
Economic Impact	£M	212.68	161.97	31.3%	91.85	62.73	46.4%	70.82	60.10	17.8%	375.35	284.80	31.8%	74.68	72.29	3.3%	450.03	357.09	26.0%
Direct Employment	FTEs	1,712	2,064	-17.1%	905	646	40.1%	660	629	4.9%	3,276	3,339	-1.9%	690	750	-8.0%	3,967	4,089	-3.0%
Total Employment	FTEs																5,541	5,487	1.0%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2019 - IN HISTORIC PRICES

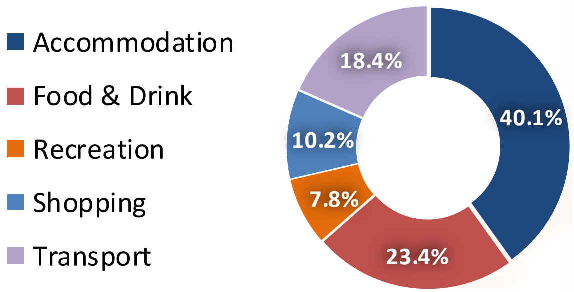
KEY
- Visitor Days
- Visitor Numbers
- Total Economic Impact
- Direct Employment



Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices			Sectors	Sectoral Distribution of Employment - FTEs		
2022	2019	+/- %		2022	2019	+/- %
147.71	102.10	44.7%	Accommodation	1,590	1,745	-8.9%
67.44	59.29	13.7%	Food & Drink	930	918	1.3%
22.64	20.04	13.0%	Recreation	311	309	0.6%
30.54	27.39	11.5%	Shopping	406	409	-0.7%
61.64	53.25	15.8%	Transport	730	708	3.1%
329.98	262.07	25.9%	TOTAL DIRECT	3,967	4,089	-3.0%
120.05	95.01	26.4%	Indirect	1,574	1,399	12.5%
450.03	357.09	26.0%	TOTAL	5,541	5,487	1.0%



Direct Expenditure Categories



Direct Employment Categories