Fife Council

STEAM Tourism Economic Impacts 2023 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 years 2012-2023. 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 2023 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.**

2023

3.2 million tourism visits to **Fife** in 2023

1.64 million visits were made by visitors **staying within the area** as part of a holiday or short break, generating **4.6 million nights** in local accommodation

6.2 million Visitor Days and Nights generated by Visitors in 2023

On average, visitors **staying in the area** spend **2.8** nights in the area and spend a total of **£163 million** on local accommodation

1.56 million tourism visits made by **Day Visitors** in 2023

Visitor activity and spend supports more than **5,621 full time equivalent jobs** locally

A total of **£513 million** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

Day Visits to Fife generated **£93 million** for the local economy in 2023

In total, **staying visitors** generate a **total economic impact** of **£419 million** for local businesses and communities

Trends 2022-2023

Economic Impact +13.9%

Visitor Numbers +18.5%

Total Visitor Days and Nights +4.4%

2023

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
51% of Visits

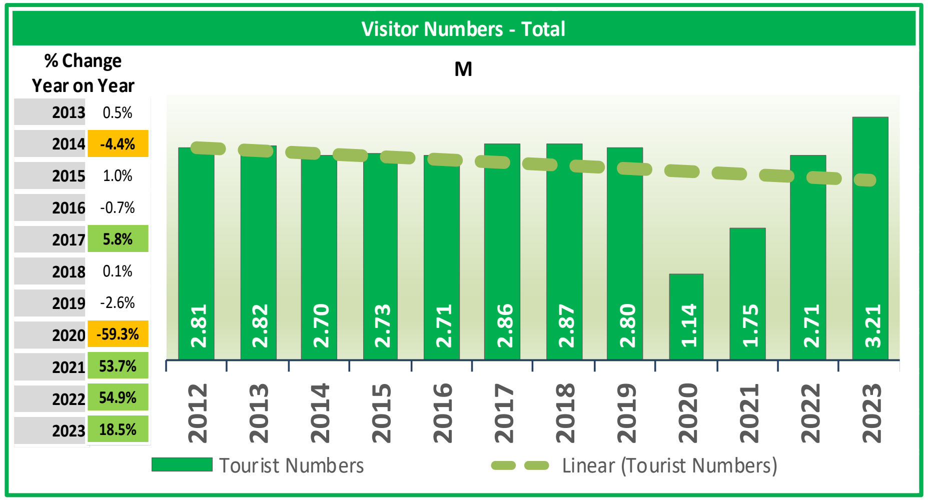
Day Visitors
49% of Visits

Total Visitor Numbers
3.2m

Visitor Numbers

There were an estimated 3.2m tourism visits to Fife in 2023, up by 18.5% from the previous year, and also up 14.7% from estimated pre-covid levels reported in 2019, mainly due to an increase in serviced accommodation visitor numbers.

In 2023, 1.64m visitors stayed in some sort of accommodation within the area. This sector saw an increase of 27.6% when compared to the previous year and is now 31.5% above pre-covid levels. The serviced accommodation sector, primarily comprised of hotels, guest houses and B&Bs, saw a large increase of 52.0% over the last year and is now well above 2019 pre-covid levels by 56.0%. The larger non-serviced accommodation sector continues to recover steadily and is up by 10.5% on the previous year and is now 10.9% above 2019 pre-covid levels. These increases have had a positive knock-on effect on total numbers as a whole, as staying visitors represent 51% of visitor numbers to the area. Day visitors throughout many locations in the UK are still well below pre-covid levels, especially in rural and semi-rural locations, so it is very encouraging to see that day visitors were up by 10.2% on the previous year, they are now 1.2% above pre-covid estimates for the first time.



Key Figures: Visitor Numbers 2023

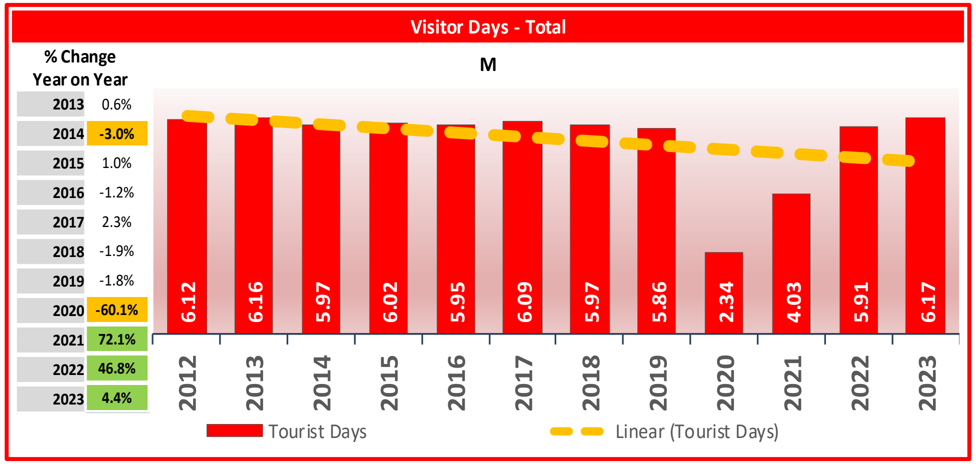
Visitor Numbers		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2023 (Millions)	**M**	**0.906**	**0.222**	**0.516**	**1.644**	**1.562**	**3.207**
2022 (Millions)	M	0.596	0.201	0.491	1.288	1.417	2.706
Change 22/23 (%)	**%**	**+52.0**	**+10.5**	**+5.0**	**+27.6**	**+10.2**	**+18.5**
Share of Total (%)	%	28.3	6.9	16.1	51.3	48.7	100.0

Total Visitor Days

6.2m

Visitor Days

Visitors spent an estimated 6.2m days in Fife during 2023. 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 2.8 days.



Total staying visitors accounted for 4.6m visitor days in 2023, an increase of 2.5% on the previous year, and now 6.7% above 2019 pre-covid levels. The serviced accommodation sector increased slightly by 0.9% when compared to 2022 and is now just 3.1% above pre-covid figures reported in 2019. The larger non-serviced accommodation sector is up by 2.8% on the previous year, but as with serviced accommodation, is now above pre-covid 2019 levels, by 7.7%, which points to the serviced sector recovering slightly behind the non-serviced sector, but performing very well over the past year. As mentioned before, day visitors to Fife are up by 10.2% on the previous year and at 1.2% above pre-covid levels, they are bucking the slow recovery trend typically seen across the UK.

Key Figures: Visitor Days 2023

Visitor Days		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2023 (Millions)	**M**	**1.115**	**1.212**	**2.279**	**4.607**	**1.562**	**6.169**
2022 (Millions)	M	1.105	1.179	2.210	4.494	1.417	5.911
Change 22/23 (%)	**%**	**+0.9**	**+2.8**	**+3.2**	**+2.5**	**+10.2**	**+4.4**
Share of Total (%)	%	18.1	19.7	36.9	74.7	25.3	100.0

Average Length of Stay for Different Visitor Types: 2023

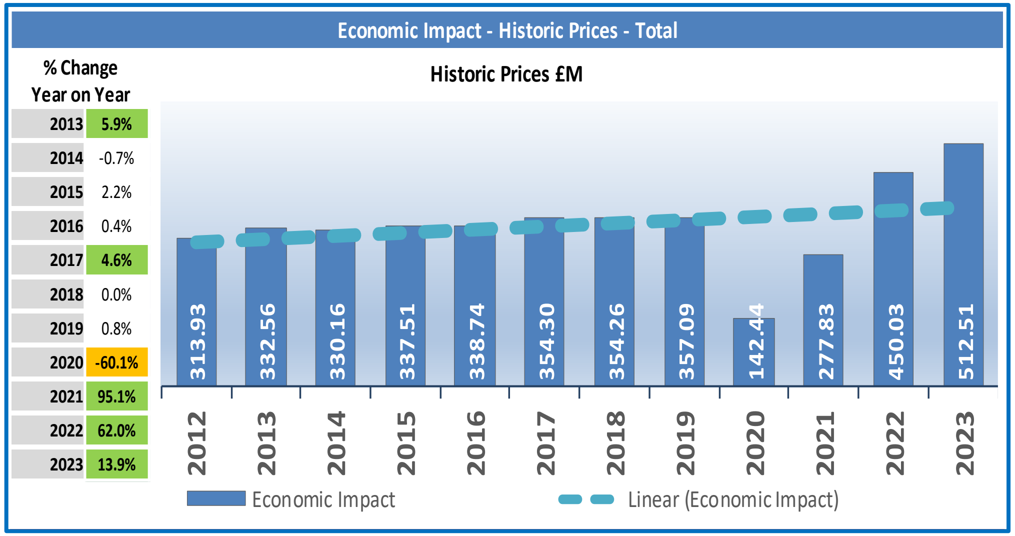
Day Visitors	All Visitors	Serviced Accommodation	Staying with Friends/Relatives	All Staying Visitors	Non-Serviced Accommodation
1.0	1.9	1.2	4.4	2.8	5.5

Total Economic Impact

£513m

Economic Impact

The value of tourism activity in Fife was estimated to be £513m in 2023, up by 13.9% on the previous year, and up by 43.5% when compared to pre-covid levels.



The total *direct* economic impact comprises the expenditure of visitors on goods and services, totalling £375m. Further to this, indirect and induced economic effects of local businesses and residents spending tourism revenues locally, were estimated to account for a further £138m, together totalling £513m. The largest visitor spending sector was Accommodation (£163m), then Food & Drink (£79m), followed by Transport (£71m). The economic impact of the serviced sector was up 10.1% on the previous year and is now 44.6% up on estimated 2019 pre-covid levels. The larger non-serviced accommodation sector, comprising self-catering and some caravan, camping and touring sites, was up by 15.5% on 2022, and since 2019 has increased by 69.1%. In terms of comparison, the non-serviced sector has almost twice the number bedspaces of the serviced sector, but has less than half the economic impact. Day visitor economic impact is up 24.6% on the previous year, and is now 28.8% above 2019 pre-covid levels, and has slightly less the economic impact than the non-serviced sector does.

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

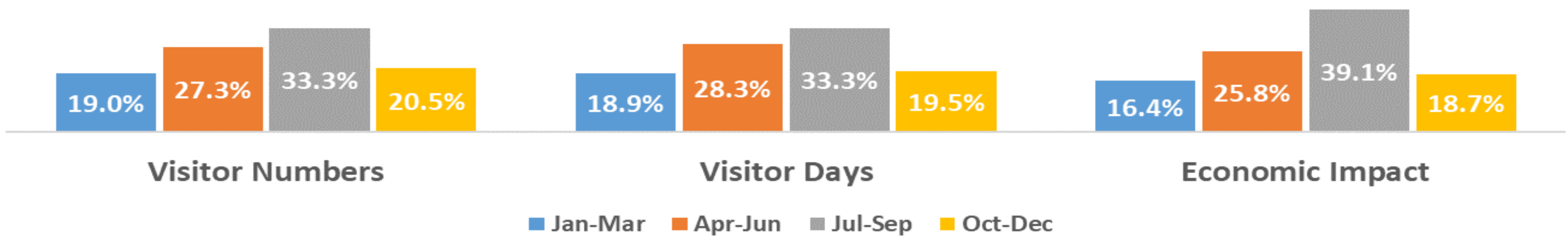
Key Figures: Economic Impact 2023

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2023 (£ Millions)	**£M**	**234.147**	**106.070**	**79.221**	**419.438**	**93.072**	**512.510**
2022 (£ Millions)	£M	212.680	91.851	70.818	375.349	74.683	450.032
Change 22/23 (%)	**%**	**+10.1**	**+15.5**	**+11.9**	**+11.7**	**+24.6**	**+13.9**
Share of Total (%)	%	45.7	20.7	15.5	81.8	18.2	100.0

Average Economic Impact Generated by Each Type of Visitor: 2023

Economic Impact	Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	**£ 210.04**	**£ 87.49**	**£ 34.76**	**£ 91.05**	**£ 59.57**	**£ 83.08**
Economic Impact per Visit	£ 258.32	£ 477.88	£ 153.56	£ 255.09	£ 59.57	£ 159.83

Seasonal Distribution of Key Visitor Metrics: 2023



Total FTEs Supported

5,621

Employment Supported by Tourism

The expenditure and activity of visitors to Fife supported a total of 5,621 Full-Time Equivalent jobs (FTEs) in 2023; an increase of 1.5% on the year before, and now 2.4% above 2019 pre-covid levels.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 4,031 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 5,621 FTEs. The Accommodation sector is the largest employment sector supported by tourism activity, accounting for an estimated 1,594 FTEs, followed by Food & Drink at 958 FTEs, just ahead of Transport at 741 FTEs.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type 2023

Employment Supported by Sector 2023	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	1,594	958	311	426	741	4,031	1,590	5,621

STEAM Comparative Headlines: 2022 and 2023

STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

Comparing 2023 and 2022
All £'s Historic Prices

COMPARATIVE HEADLINES

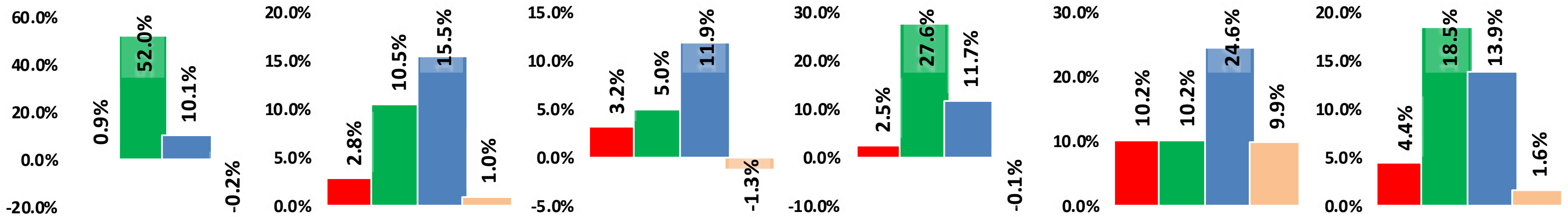
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

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

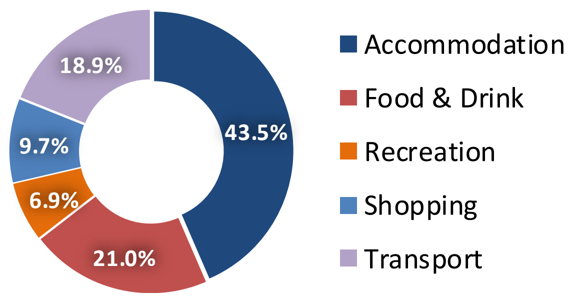
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
Visitor Days	M	1.115	1.105	0.9%	1.21	1.18	2.8%	2.28	2.21	3.2%	4.61	4.49	2.5%	1.56	1.42	10.2%	6.17	5.91	4.4%
Visitor Numbers	M	0.906	0.596	52.0%	0.22	0.20	10.5%	0.52	0.49	5.0%	1.64	1.29	27.6%	1.56	1.42	10.2%	3.21	2.71	18.5%
Direct Expenditure	£M																375.00	329.98	13.6%
Economic Impact	£M	234.15	212.68	10.1%	106.07	91.85	15.5%	79.22	70.82	11.9%	419.44	375.35	11.7%	93.07	74.68	24.6%	512.51	450.03	13.9%
Direct Employment	FTEs	1,708	1,712	-0.2%	913	905	1.0%	651	660	-1.3%	3,273	3,276	-0.1%	759	690	9.9%	4,031	3,967	1.6%
Total Employment	FTEs																5,621	5,541	1.5%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES

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



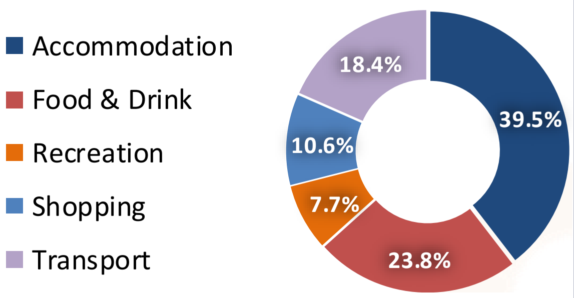
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Direct Expenditure Categories

Sectoral Distribution of Employment - FTEs

Economic Impact 2023	Economic Impact 2022	+/- %	Sectors	Employment 2023	Employment 2022	+/- %
163.14	147.71	10.4%	Accommodation	1,594	1,590	0.3%
78.81	67.44	16.8%	Food & Drink	958	930	3.0%
25.72	22.64	13.6%	Recreation	311	311	0.2%
36.33	30.54	18.9%	Shopping	426	406	4.9%
71.00	61.64	15.2%	Transport	741	730	1.6%
375.00	329.98	13.6%	TOTAL DIRECT	4,031	3,967	1.6%
137.51	120.05	14.5%	Indirect	1,590	1,574	1.0%
512.51	450.03	13.9%	TOTAL	5,621	5,541	1.5%



Direct Employment Categories

STEAM Comparative Headlines: 2019 and 2023 Covid Recovery (Unindexed)

STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

Comparing 2023 and 2019
All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2019 - IN HISTORIC PRICES

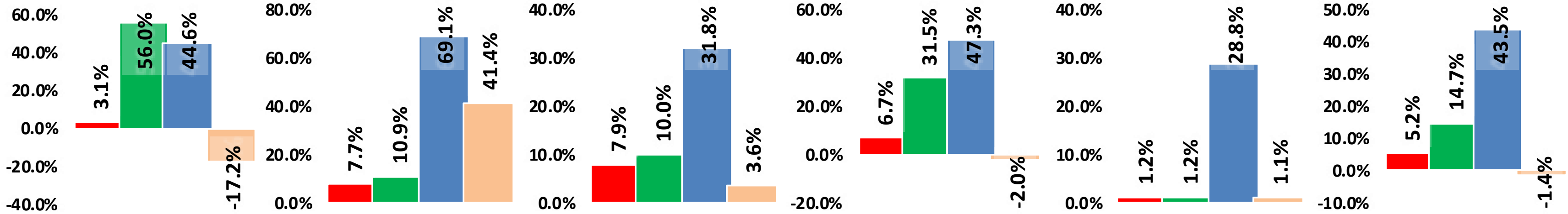
KEY: An increase of 3% or more; Less than 3% change; A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2023	2019	+/- %	2023	2019	+/- %	2023	2019	+/- %	2023	2019	+/- %	2023	2019	+/- %	2023	2019	+/- %
Visitor Days	M	1.115	1.081	3.1%	1.21	1.13	7.7%	2.28	2.11	7.9%	4.61	4.32	6.7%	1.56	1.54	1.2%	6.17	5.86	5.2%
Visitor Numbers	M	0.906	0.581	56.0%	0.22	0.20	10.9%	0.52	0.47	10.0%	1.64	1.25	31.5%	1.56	1.54	1.2%	3.21	2.80	14.7%
Direct Expenditure	£M																375.00	262.07	43.1%
Economic Impact	£M	234.15	161.97	44.6%	106.07	62.73	69.1%	79.22	60.10	31.8%	419.44	284.80	47.3%	93.07	72.29	28.8%	512.51	357.09	43.5%
Direct Employment	FTEs	1,708	2,064	-17.2%	913	646	41.4%	651	629	3.6%	3,273	3,339	-2.0%	759	750	1.1%	4,031	4,089	-1.4%
Total Employment	FTEs																5,621	5,487	2.4%

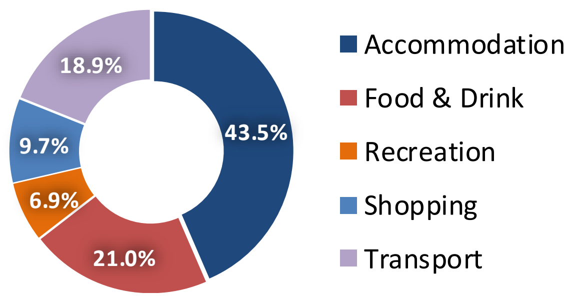
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2019 - IN HISTORIC PRICES

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



Direct Expenditure Categories

Sectoral Distribution of Employment - FTEs

Economic Impact 2023	Economic Impact 2019	+/- %	Sectors	Employment 2023	Employment 2019	+/- %
163.14	102.10	59.8%	Accommodation	1,594	1,745	-8.6%
78.81	59.29	32.9%	Food & Drink	958	918	4.4%
25.72	20.04	28.3%	Recreation	311	309	0.8%
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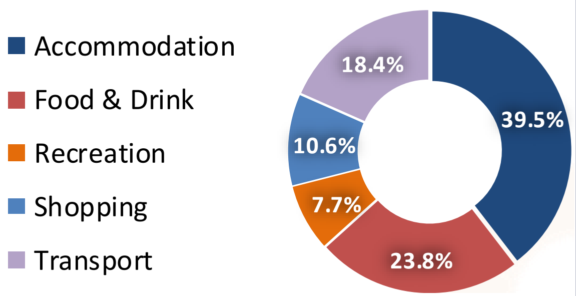
71.00	53.25	33.3%	Transport	741	708	4.7%
375.00	262.07	43.1%	TOTAL DIRECT	4,031	4,089	-1.4%
137.51	95.01	44.7%	Indirect	1,590	1,399	13.7%
512.51	357.09	43.5%	TOTAL	5,621	5,487	2.4%



Direct Employment Categories