Fife Council

STEAM Tourism Economic Impacts
2020 Year in Review

The Visitor Economy of Fife

This is a summary of the annual tourism economic impact research undertaken for Fife Council for the calendar year 2020, with comparisons to 2019. For context, trends from 2009-2020 are also shown. Outputs in this report have been generated using STEAM, the tourism specific economic impact model, owned and operated by Global Tourism Solutions (UK) Ltd.

Due to the significant disruption to the visitor economy caused by the COVID-19 pandemic, outputs for 2020 are not reflective of usual economic outputs for the area.

2020

1.1m visits to the Kingdom of Fife in 2020

.5m visits were made by visitors staying in Fife as part of a holiday or short break, generating 1.7m nights in local accommodation

2.3m Visitor Days and Nights Spent in Fife in 2020

Tourism visits to Fife supported 2,812 full time equivalent jobs in 2020

On average, staying visitors spend 3.4 nights, spending a total of £41m on local accommodation

.64m visits were made by day visitors to Fife

Staying visitors to Fife generated a total economic value locally of £108m in 2020

Day visitors generated a total economic value locally of £32.5m in 2020

A total of £141m was generated within the local economy through visitor and tourism business expenditure

The COVID-19 pandemic had far reaching effects on all parts of the visitor economy and supporting services

Trends 2019-2020

Economic Impact -60.6%

Visitor Numbers -59.3%

Visitor Days -60.4%

2020

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
44% of Visits

Day Visitors
56% of Visits

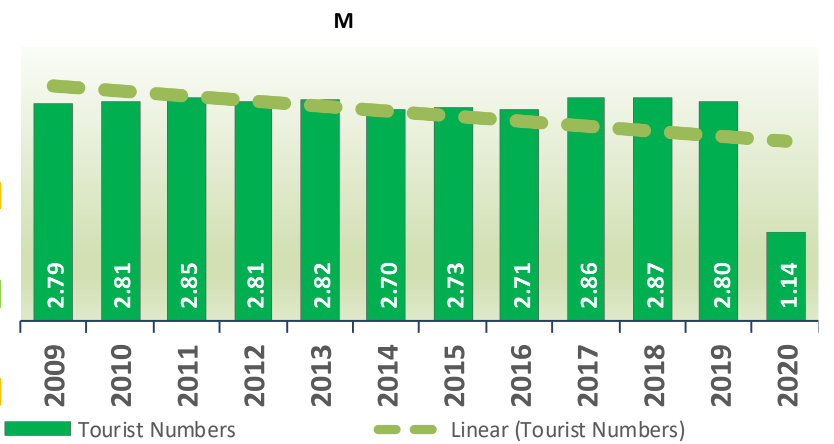
Tourism Visits *In 2020, Fife received 1.14m tourism visits*

There were an estimated 1.14 million tourism visits to Fife in 2020, down -59.3% on the previous year. Between 2009 and 2019 the area had seen the total number of visits hover between 2.70 and 2.87m visits. The significant drop off in trade, accounted for by the COVID-19 pandemic, affected all parts of the visitor economy, with the area's serviced accommodation sector suffering the largest fall in trade (-63.4%) between 2019 and 2020, followed by day visitors (-58.8) and the non-serviced accommodation sector (-57.9%). St Andrews saw visitor numbers decline by -60.9% to 0.27m, with serviced accommodation in the town down -65.6% for 2020.

All sectors saw dramatic reductions in numbers during the second quarter, when lockdowns were introduced. While both the day visitor and serviced accommodation sector continued to struggle throughout the rest of the year, the non-serviced accommodation sector did partially recover in areas, but total visitor numbers again reduced in all sectors in the fourth quarter as restrictions were re-introduced.

Visitor Numbers - Total

% Change Year on Year	
2010	0.5%
2011	1.5%
2012	-1.3%
2013	0.5%
2014	-4.4%
2015	1.0%
2016	-0.7%
2017	5.8%
2018	0.1%
2019	-2.6%
2020	-59.3%



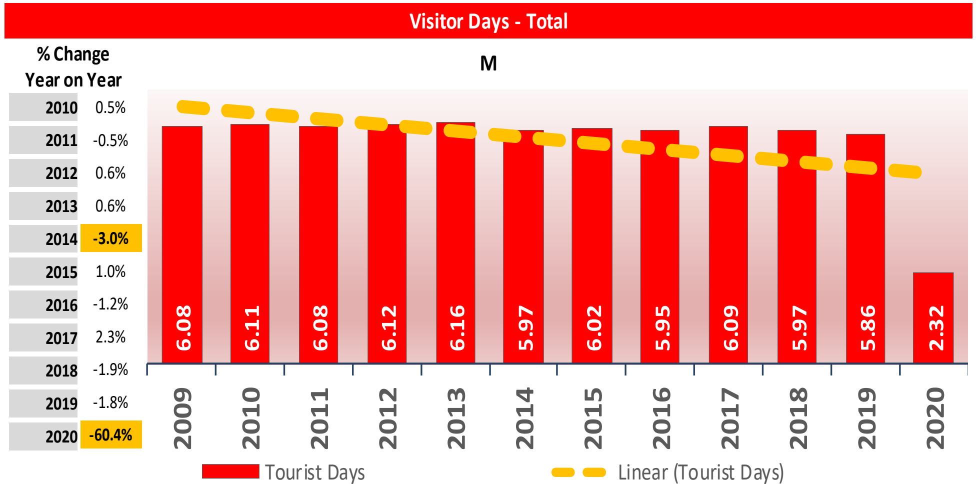
Key Figures: Visitor Numbers: 2020

Visitor Numbers		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2020 (millions)	**Ms**	**0.212**	**0.084**	**0.205**	**0.501**	**0.636**	**1.137**
2019 (millions)	Ms	0.581	0.200	0.469	1.251	1.544	2.795
Change 19/20 (%)	**%**	**-63.4**	**-57.9**	**-56.4**	**-59.9**	**-58.8**	**-59.3**
Share of Total (%)	%	19	7	18	44	56	100

Visitor Days and Nights *In 2020, visitors generated 2.32m days and nights spent locally*

Visitor Days take into account those visitors who stay at any destination for more than a day. For example, if a family of five stay three nights, they will not only account for five visitors, but also fifteen visitor days.

Despite the significant challenges posed by the COVID-19 pandemic, 2.32m visitor days were spent in Fife in 2020 (5.86m were spent in 2019). Staying visitors to Fife generated 1.69m days in the area, and day visitors spent an additional 0.64m tourism day visits to the area during 2020. The effect of the pandemic on visiting behaviour and operating conditions meant that many visitor facilities were closed for significant periods and events and activities that would ordinary happen did not occur. A host of businesses which would ordinarily be bringing visitors into Fife were not able to do so, due to restrictions that were in place for much of the year. As a result, serviced accommodation visitor days were down significantly by -64.5%, with non-serviced visitor days down -60.0% and day visitors down by -58.8%.



Key Figures: Visitor Days: 2020

Visitor Days		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2020 (millions)	**Ms**	**0.384**	**0.450**	**0.852**	**1.686**	**0.636**	**2.321**
2019 (millions)	Ms	1.081	1.125	2.112	4.318	1.544	5.863
Change 19/20 (%)	**%**	**-64.5**	**-60.0**	**-59.7**	**-61.0**	**-58.8**	**-60.4**
Share of Total (%)	%	17	19	37	73	27	100

Average length of stay in days for different visitor types to Fife in 2020

Day Visitors	All Visitors	Serviced Accommodation	Non-Serviced Accommodation	Staying with Friends/Relatives	All Staying Visitors
1	2.0	1.8	5.4	4.2	3.4

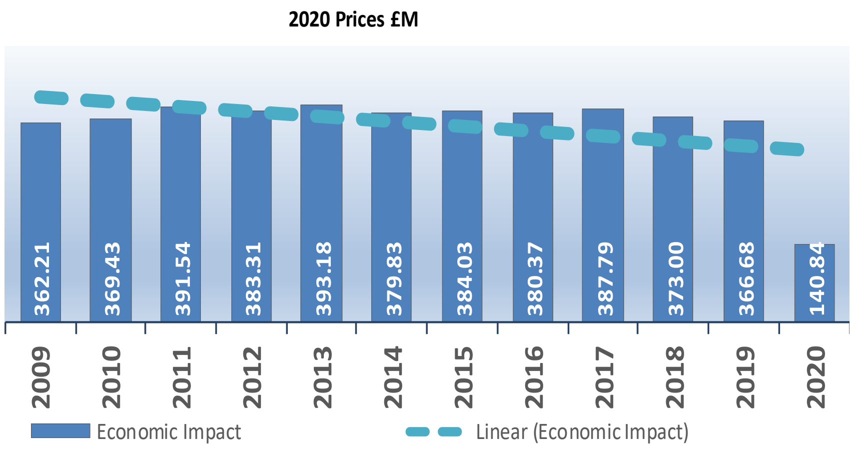
Total Economic Value *In 2020, the visitor economy was worth a total of £140.84m*

By 2019, the annual value of tourism activity had grown steadily since 2009 to £366.68m (all monetary figures in this narrative report are indexed, unless stated, to allow direct comparison). Between 2019 and 2020, however, tourism activity in Fife was substantially affected by the COVID-19 pandemic and as such, the economic impact of tourism was estimated to have fallen substantially by -60.6% to a figure of £140.84m.

The total economic impact in 2020 comprised the expenditure of visitors on goods and services, totalling £102.93m, and the *indirect* and *induced* economic effects of local businesses and residents spending tourism revenues locally, accounting for a further £37.90m. The economic impact was especially noticeable within serviced accommodation, which saw a drop of -62.8% on the previous year, resulting in a loss of £101.79m in a sector that usually makes up a fifth of all visitors to the area.

Economic Impact - Indexed - Total

% Change Year on Year	
2010	2.0%
2011	6.0%
2012	-2.1%
2013	2.6%
2014	-3.4%
2015	1.1%
2016	-1.0%
2017	2.0%
2018	-3.8%
2019	-1.7%
2020	-61.6%



Key Figures: Economic Impact (historic prices): 2020

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2020 (£ Millions)	**£M**	**60.18**	**27.41**	**20.75**	**108.34**	**32.50**	**140.84**
2019 (£ Millions)	£M	161.97	62.73	60.10	284.80	72.29	357.09
Change 19/20 (%)	**%**	**-62.8**	**-56.3**	**-65.5**	**-62.0**	**-55.0**	**-60.6**
Share of Total (%)	%	43	19	15	77	23	100

Average economic impact generated per person by each type of visitor to Fife in 2020

Day Visitors
£51 per Day

Staying with Friends and Relatives
£24 per Day
£102 per Visit

All Visitors
£61 per Day
£121 per Visit

Non-Serviced Accommodation
£61 per Day
£329 per Visit

All Staying Visitors
£64 per Day
£219 per Visit

Serviced Accommodation
£157 per Day
£282 per Visit

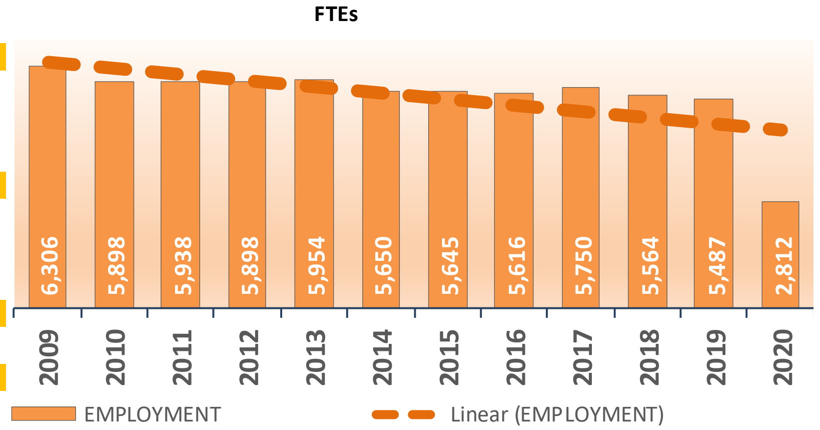
Employment Supported *In 2020, the visitor economy supported 2,812 Full Time Equivalent jobs*

The expenditure and activity of visitors to Fife supported a total of 2,812 Full-Time Equivalent jobs (FTEs) in 2020, a drop of -48.7% from a total of 5,487 FTEs in 2019. Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 2,240 FTEs, and a further 572 indirect and induced jobs supported through local businesses.

The furlough scheme was an important employment support mechanism for the visitor economy during the pandemic. FTEs supported by the scheme are not included in the STEAM estimated employment totals for 2020 as they were not directly or indirectly supported by the activity of visitors, but rather through government subsidy. Survey data for UK visitor destinations suggests relatively low incidence of redundancy, due to the presence of the furlough scheme although it is important to note that not all sectors / employment would have been supported by the scheme.

Total Employment Supported - Total

% Change Year on Year	
2010	-6.5%
2011	0.7%
2012	-0.7%
2013	0.9%
2014	-5.1%
2015	-0.1%
2016	-0.5%
2017	2.4%
2018	-3.2%
2019	-1.4%
2020	-48.7%



Key Figures: Employment: 2020

Employment Supported by Sector 2020	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	**Total Direct**		
Totals	1,305	374	124	162	275	2,240	572	2,812

Definitions:

- **Accommodation:** Payments for overnight stays in accommodation, such as room rates for serviced accommodation, or 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.

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2021

STEAM Comparative Headlines: 2019 and 2020

Due to the significant disruption to the visitor economy caused by the COVID-19 pandemic, outputs for 2020 are not reflective of usual economic outputs for the area.

STEAM FINAL TREND REPORT FOR 2009-2020 FIFE COUNCIL	Comparing 2020 and 2019 All £'s Historic Prices	COMPARATIVE HEADLINES

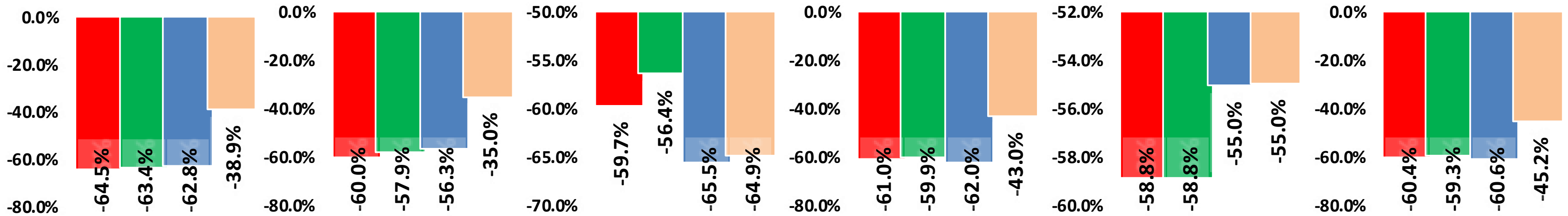
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

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

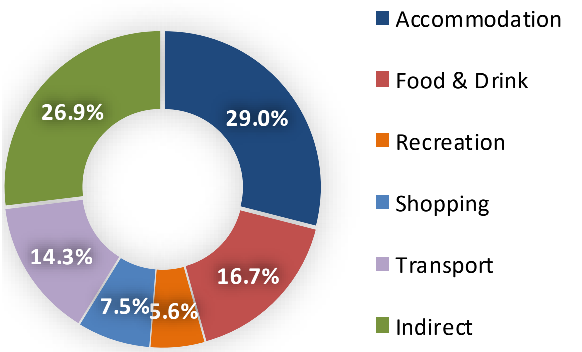
		Staying in Paid Accommodation																	
		Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	M	0.384	1.081	-64.5%	0.450	1.125	-60.0%	0.852	2.112	-59.7%	1.686	4.318	-61.0%	0.636	1.544	-58.8%	2.321	5.863	-60.4%
Visitor Numbers	M	0.212	0.581	-63.4%	0.084	0.200	-57.9%	0.205	0.469	-56.4%	0.501	1.251	-59.9%	0.636	1.544	-58.8%	1.137	2.795	-59.3%
Direct Expenditure	£M																102.93	262.07	-60.7%
Economic Impact	£M	60.18	161.97	-62.8%	27.41	62.73	-56.3%	20.75	60.10	-65.5%	108.34	284.80	-62.0%	32.50	72.29	-55.0%	140.84	357.09	-60.6%
Direct Employment	FTEs	1,262	2,064	-38.9%	420	646	-35.0%	221	629	-64.9%	1,903	3,339	-43.0%	338	750	-55.0%	2,240	4,089	-45.2%
Total Employment	FTEs																2,812	5,487	-48.7%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES

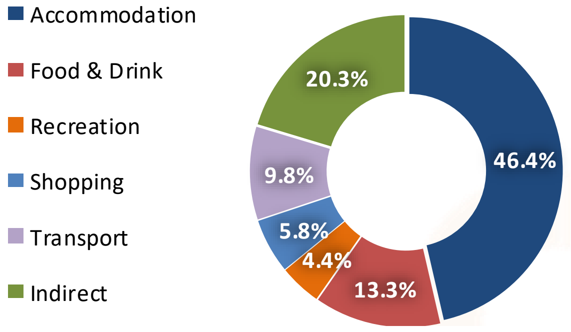
KEY:
- Visitor Days
- Visitor Numbers
- Total Economic Impact
- Direct Employment



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



Sectors	Economic Impact 2020	Economic Impact 2019	+/- %	Employment 2020	Employment 2019	+/- %
Accommodation	40.83	102.10	-60.0%	1,305	1,745	-25.2%
Food & Drink	23.54	59.29	-60.3%	374	918	-59.2%
Recreation	7.850	20.04	-60.8%	124	309	-59.8%
Shopping	10.57	27.39	-61.4%	162	409	-60.4%
Transport	20.15	53.25	-62.2%	275	708	-61.1%
TOTAL DIRECT	102.93	262.07	-60.7%	2,240	4,089	-45.2%
Indirect	37.90	95.01	-60.1%	572	1,399	-59.1%
TOTAL	140.84	357.09	-60.6%	2,812	5,487	-48.7%



STEAM Comparative Headlines: 2009 to 2019

Outputs for the period to 2019 show recent performance levels in the area prior to the COVID-19 pandemic.

STEAM FINAL TREND REPORT FOR 2009-2020 FIFE COUNCIL	Comparing 2019 and 2009 2009 in 2019 prices (1.347)	COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2009 - INDEXED TO 2019

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

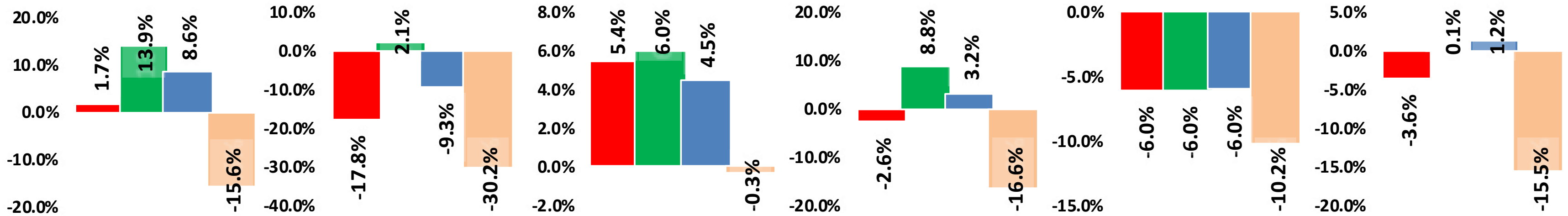
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2019	2009	+/- %	2019	2009	+/- %	2019	2009	+/- %	2019	2009	+/- %	2019	2009	+/- %	2019	2009	+/- %
Visitor Days	M	1.081	1.063	1.7%	1.125	1.369	-17.8%	2.112	2.004	5.4%	4.318	4.436	-2.6%	1.544	1.644	-6.0%	5.863	6.080	-3.6%
Visitor Numbers	M	0.581	0.510	13.9%	0.200	0.196	2.1%	0.469	0.443	6.0%	1.251	1.149	8.8%	1.544	1.644	-6.0%	2.795	2.793	0.1%
Direct Expenditure	£M																262.07	257.44	1.8%
Economic Impact	£M	161.97	149.19	8.6%	62.73	69.13	-9.3%	60.10	57.54	4.5%	284.80	275.86	3.2%	72.29	76.88	-6.0%	357.09	352.74	1.2%
Direct Employment	FTEs	2,064	2,445	-15.6%	646	925	-30.2%	629	631	-0.3%	3,339	4,001	-16.6%	750	836	-10.2%	4,089	4,837	-15.5%
Total Employment	FTEs																5,487	6,306	-13.0%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2009 - INDEXED TO 2019

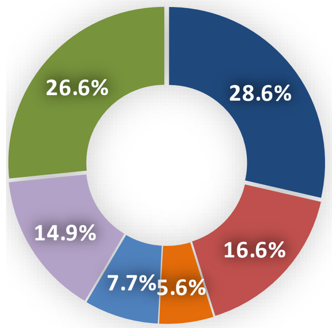
KEY

- 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 Indexed to 2019



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

Sectoral Distribution of Employment - FTEs

Sectors	Economic Impact 2019	Economic Impact 2009	+/- %	Employment 2019	Employment 2009	+/- %
Accommodation	102.10	95.47	6.9%	1,745	2,349	-25.7%
Food & Drink	59.29	60.21	-1.5%	918	977	-6.0%
Recreation	20.04	21.11	-5.0%	309	340	-9.4%
Shopping	27.39	27.71	-1.2%	409	433	-5.6%
Transport	53.25	52.94	0.6%	708	737	-4.0%
TOTAL DIRECT	262.07	257.44	1.8%	4,089	4,837	-15.5%
Indirect	95.01	95.29	-0.3%	1,399	1,469	-4.8%
TOTAL	357.09	352.74	1.2%	5,487	6,306	-13.0%

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