

RIBBLE VALLEY'S VISITOR ECONOMY 2022

3.81 million

Tourism Visits, equating to 6% of all tourism visits to Lancashire

0.36 million visits were made by visitors **staying in the Ribble Valley** as part of a holiday or short break, generating **1.39 million nights** in accommodation across the county

3.45 million tourism visits made by **Day Visitors** to the district



4.84 million Visitor Days and Nights generated by visitors in 2022



A total of **£277 million** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated **£143million** for the local economy of Ribble Valley in 2022

In total, **staying visitors** generate a **total economic impact of £134 million** for the businesses and communities of the Ribble Valley



Visitors to the Ribble Valley support **3,077 active full time equivalent jobs**



Visitor Numbers were down on pre-Covid levels by -13.4% (2018 v 2022)



Adjusted for inflation, Economic Impact was down on pre-Covid levels by **-7.9%** (2018 v 2022)

RIBBLE VALLEY'S VISITOR ECONOMY 2022

	2018	2020	2021	2022	Variance year on year 2021 v 2022	Pre-Covid Variance 2018 v 2022
Total Visitor Numbers (millions)	4.4	1.33	2.77	3.81	37.5%	-13.4%
Day Visitors (millions)	4.04	1.2	2.5	3.45	38.0%	-14.6%
Staying Visitors (millions)	0.36	0.14	0.27	0.36	33.3%	0.0%
Total Visitors Days (millions)	5.42	1.73	3.57	4.84	35.6%	-10.7%
Visitor Days – staying visitors (millions)	1.37	0.54	1.07	1.39	29.9%	1.5%
Total Economic Impact (£millions)	260.77	91.78	190.38	£276.73	45.4%	6.1%
Economic Impact day visitors (£millions)	145.6	45.42	96.1	£142.94	48.7%	-1.8%
Economic Impact staying visitors (£millions)	115.18	46.36	94.28	£133.79	41.9%	16.2%
FTE Jobs supported	3,454	1,275	2,315	3,077	32.9%	-10.9%

Total Economic Impact (2021-22 variance, adjusted for inflation) 34.8%

Total Economic Impact (2018-22 variance, adjusted for inflation) -7.9%