



The economic impact of the visitor economy in Coventry

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Background

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STEAM

The Scarborough Tourism Economic Activity Monitor (STEAM) is a tourism economic impact model telling us how many visitors we attract each year and how much they are worth to the local economy.





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Accommodation



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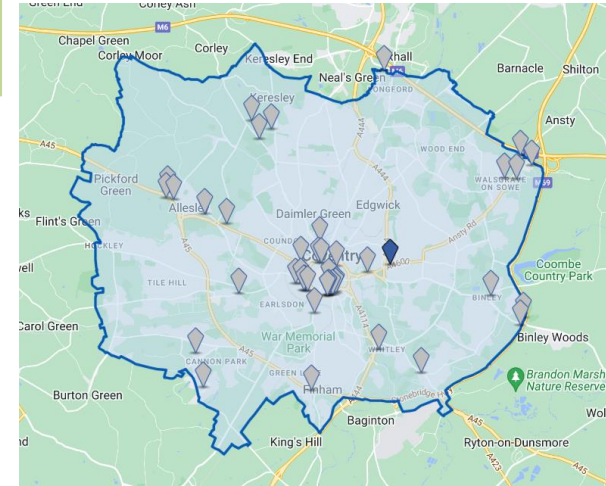
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Accommodation Stock



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DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	72	11,880	+6	+1,722	+9	+426
Serviced Accommodation Share of Total	60%	46%				
Non-Serviced Accommodation Share of Total	40%	54%				

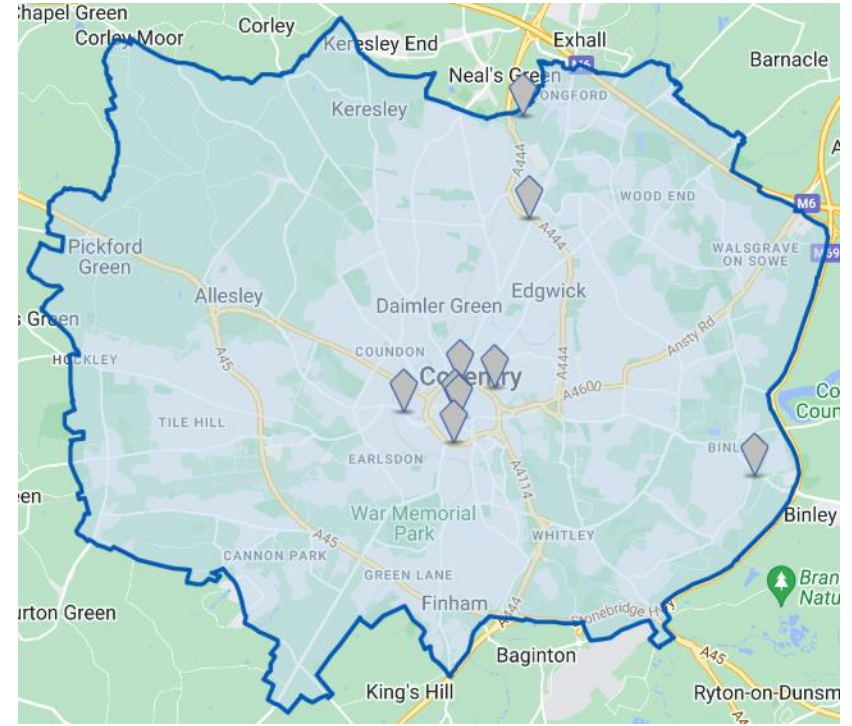


Accommodation Pipeline



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	No. of developments	No. of beds
Under construction	1	220
Final planning	3	370
Proposed	3	636
Deferred	2	1,694
TOTAL	9	2,920



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Source: CoStar & West Midlands Growth Company

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Visitor Volume



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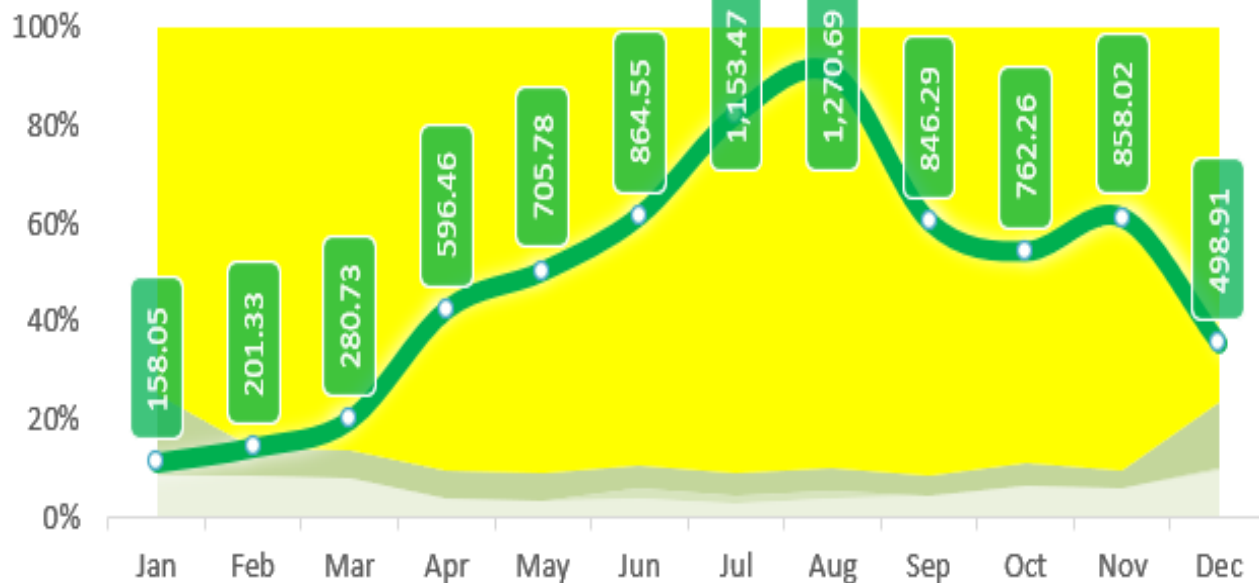
Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



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KEY DATES 2021

- 6/1** Third national lockdown begins
- 15/2** Hotel quarantine for travellers arriving in England from 33 high-risk countries begins
- 8/3** Schools in England reopen
Recreation in outdoor public spaces allowed between 2 people
- 29/3** 'Stay at home' order ends, but people encouraged to stay local.
Outdoor gatherings of 6 people or 2 households allowed
- 12/4** Visitor attractions allowed to reopen
Social contact rules continue – no indoor mixing between different households
- 17/5** Limit of 30 people allowed to mix outdoors
Indoor gatherings of 6 people or 2 households allowed
- 19/7** Most legal limits on social contact removed
- 30/9** Furlough/ job retention scheme ended
- 10/12** Face masks compulsory in most public indoor venues due to Omicron variant



Share of 100%

- Serviced Accommodation
- Non-Serviced Accommodation
- SFR
- Day Visitor

● All Visitors Monthly Totals

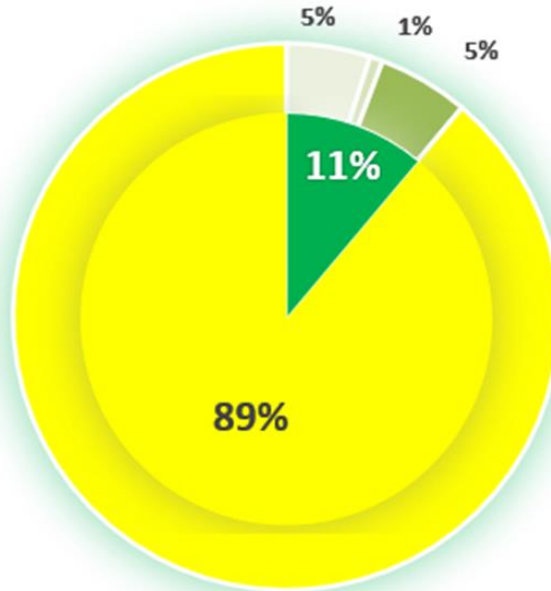
Visitor numbers 2021



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Visitor Numbers - 2021 - M - Share of Total

TOTAL
8.20m



	M
Serviced	0.41
Non-Serviced	0.06
SFR	0.44
Staying Visitor	0.91
Day Visitor	7.28
Total	8.20



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Sectoral Distribution of Economic Impact

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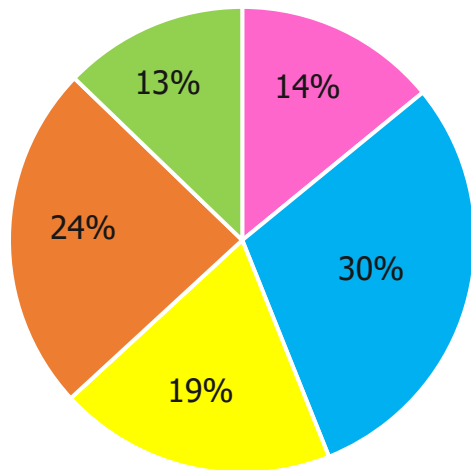


Sectoral distribution of Economic Impact



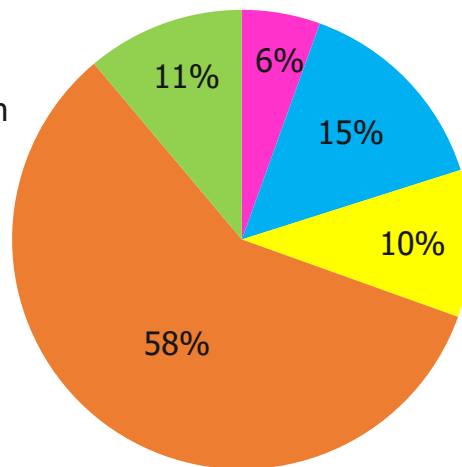
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Coventry 2021



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

Birmingham 2021



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Comparative Headlines

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KEY		All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more										
Less than 3% change										
A Fall of 3% or more										
		2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %
Visitor Days	M	3.25	1.49	118.8%	7.28	3.60	102.5%	10.54	5.08	107.3%
Visitor Numbers	M	0.91	0.43	111.4%	7.28	3.60	102.5%	8.20	4.03	103.5%
Direct Expenditure	£M							371.58	173.40	114.3%
Economic Impact	£M	200.71	90.50	121.8%	294.58	140.38	109.9%	495.29	230.88	114.5%
Direct Employment	FTEs	1,670	883	89.2%	2,531	1,293	95.7%	4,201	2,176	93.1%
Total Employment	FTEs							5,367	2,754	94.9%

KEY		All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more										
Less than 3% change										
A Fall of 3% or more										
		2021	2019	+/- %	2021	2019	+/- %	2021	2019	+/- %
Visitor Days	M	3.25	4.27	-23.7%	7.28	8.79	-17.1%	10.54	13.05	-19.3%
Visitor Numbers	M	0.91	1.24	-26.2%	7.28	8.79	-17.1%	8.20	10.03	-18.2%
Direct Expenditure	£M							371.58	446.73	-16.8%
Economic Impact	£M	200.71	252.90	-20.6%	294.58	341.46	-13.7%	495.29	594.36	-16.7%
Direct Employment	FTEs	1,670	2,146	-22.2%	2,531	3,129	-19.1%	4,201	5,275	-20.4%
Total Employment	FTEs							5,367	6,760	-20.6%

Year-on-Year Comparison

% change 2021 versus 2020

	Coventry	Coventry & Warwickshire	Black Country	WMCA
Visitor Numbers	103%	97%	90%	72%
Economic Impact	115%	106%	92%	78%
Total Employment	95%	88%	76%	66%

Making Use of Insights

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How did we use STEAM data



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Outputs from the study have been used to:

- Underpin our 10-year Regional Tourism Strategy and the tourism recovery plan
- Provide an evidence base for the refresh of TfWM's West Midlands statutory transport plan
- Reach 30 million people worldwide, generating over £1 million worth of PR coverage to date, including a series of Peaky Blinders articles in the Guardian



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"It is easy to forget that at the start of 2021 we were still in Covid-19 restrictions, as a matter of fact the first UK City of Culture event was held when restrictions were still in place.

"So, to have recovered to this extent is excellent and the figures featured in this latest economic impact report are certainly something the tourism sector in Coventry should be proud of.

"We're expecting another strong set of results for 2022 as the city continues to reap the benefits of City of Culture and other major international events."

Paul Jones - Destination Coventry



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GREAT 
BRITAIN & NORTHERN IRELAND