



The visitor economy in North Yorkshire and the impact of Covid-19

Ripon and Skipton Area Constituency Committee

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Domestic tourism in North Yorkshire 2019

	Tourism Day Visits		All overnight tourism			Total tourism (Day Visits and All overnight tourism combined)	
Craven	4.33	£87	0.560	1.494	£80	4.887	£167
Hambleton	4.15	£94	0.231	0.765	£34	4.385	£129
Harrogate	5.78	£158	0.601	1.816	£105	6.382	£263
Richmondshire	2.19	£169	0.319	1.085	£70	2.506	£239
Ryedale	2.73	£87	0.279	0.843	£44	3.012	£131
Scarborough	9.13	£290	1.365	4.605	£278	10.495	£568
Selby	1.23	£29	0.097	0.240	£11	1.327	£40
North Yorkshire	30 m	£914m	3m	11 m	£ 623m	33m	£1,536 m

Domestic tourism in North Yorkshire generates approximately **30m day visits** and **3m staying visitors** who spend **11m nights** and **£623m** in the county each year.

Domestic visitors to North Yorkshire spend approximately **£1.536 bn each year**. On this basis an estimate would suggest that tourism accounts for **11% of the overall economy of North Yorkshire**.

Tourism in North Yorkshire supports an estimated **41,200 jobs** or **14% of all employment**

Source: Visit Britain 2019

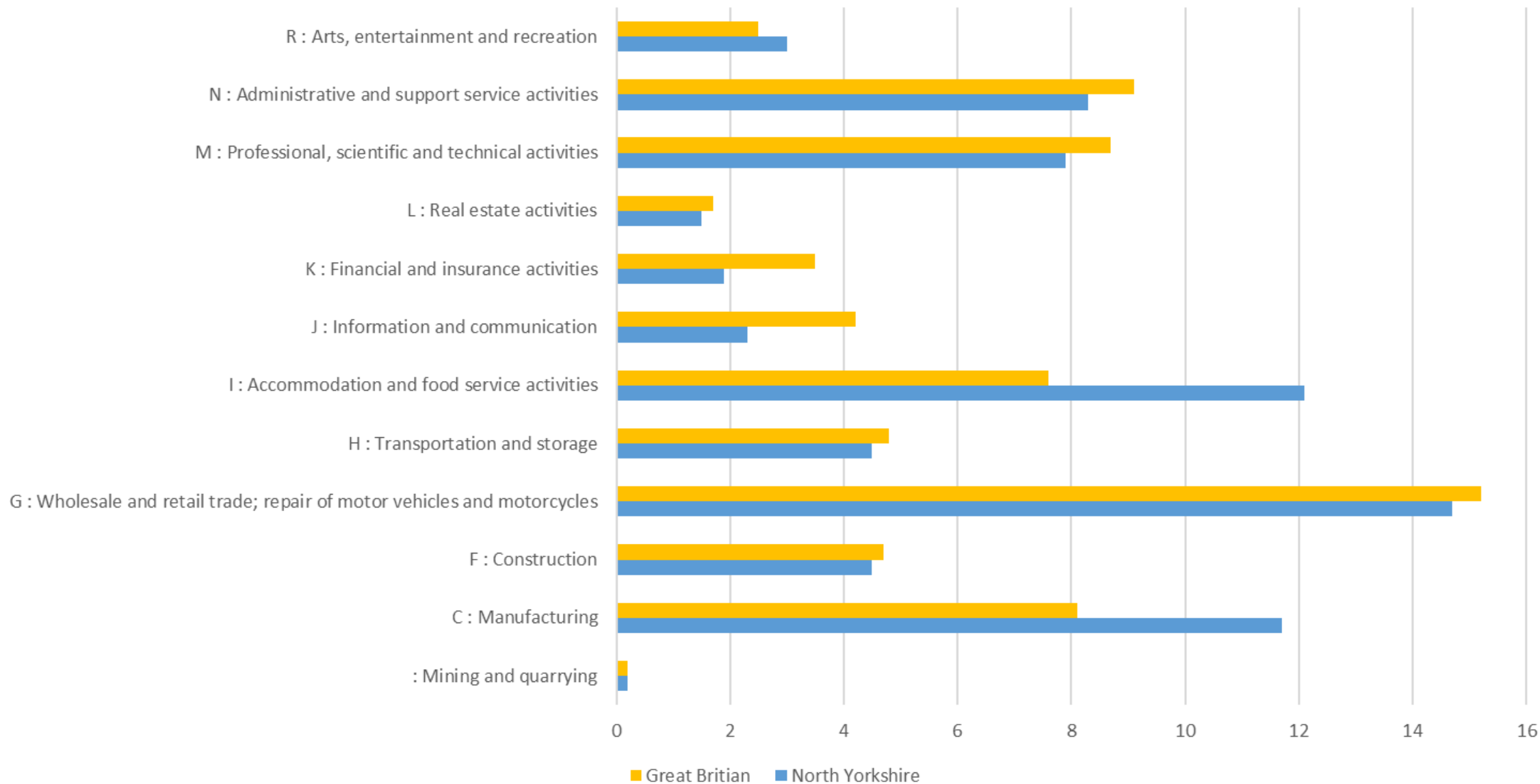
Top ten counties by domestic visitor numbers in England

rank	Local Authority	Total Trips 000's
1	London	12,050
2	Devon	5,046
3	Cornwall	4,068
4	Cumbria	3,571
5	North Yorkshire	3,445
6	Hampshire	3,153
7	Dorset	2,969
8	Norfolk	2,955
9	Bristol and Bath	2,714
10	Manchester	2,669

North Yorkshire has the 5th highest number of visitors compared with other English Counties.

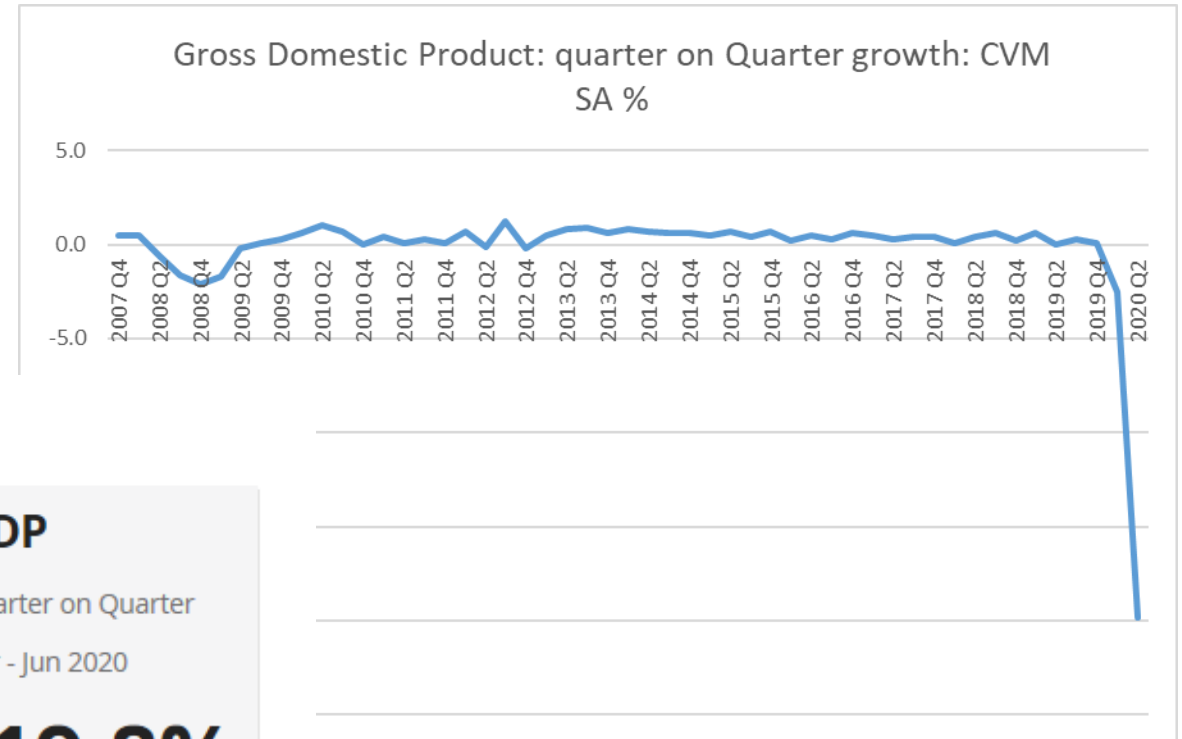
Visit Britain

% of employment by key sectors - North Yorkshire and Great Britain



Source: Office for National Statistics; Business Register and Employment Survey, 2018

Impact of Covid-19 Lockdown in the UK



Main figures - [From our time series explorer](#)

Employment

Employment rate

Aged 16 to 64
seasonally adjusted
(May - Jul 2020)

76.5%

↑ 0.4pp on previous
year

[Analysis](#) [Data](#)

Unemployment rate

Aged 16+ seasonally
adjusted (May - Jul
2020)

4.1%

↑ 0.3pp on previous
year

[Analysis](#) [Data](#)

Inflation

CPIH 12-month rate

Aug 2020

0.5%

↓ -0.6pp on previous
month

[Analysis](#) [Data](#)

GDP

Quarter on Quarter

Apr - Jun 2020

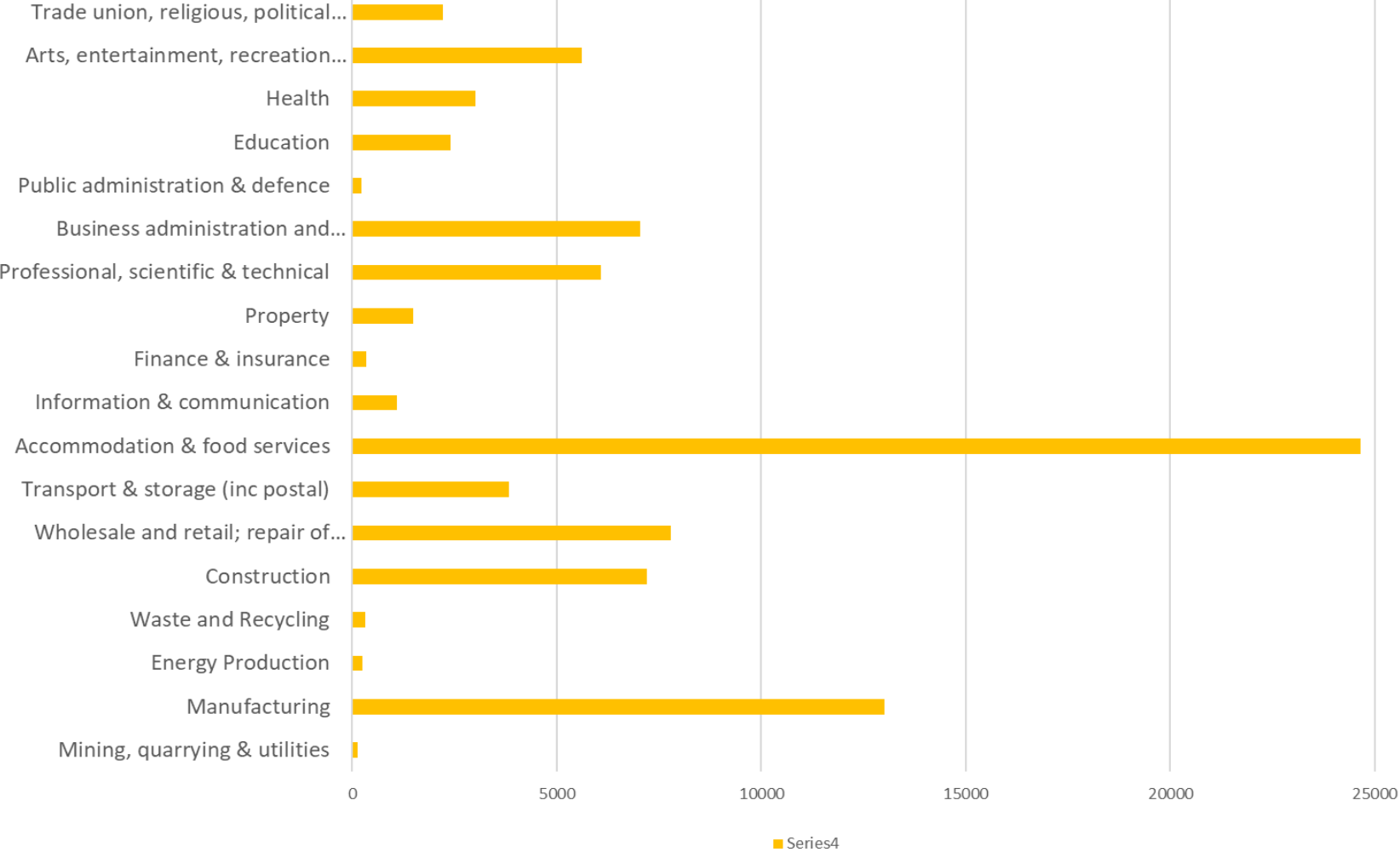
-19.8%

↓ -17.3pp on previous
quarter

[Analysis](#) [Data](#)

Coronavirus Job retention scheme – July 2020

Jobs Furloughed in North Yorkshire by sector - ONS August 2020



LA	CJRS no	%
North Yorkshire	88,200	32
Craven	8,400	35
Hambleton	11,400	29
Harrogate	23,500	31
Richmondshire	6,400	28
Ryedale	7,800	34
Scarborough	17,200	38
Selby	13,500	31
England	8m	32

Impacts of Covid-19 in North Yorkshire

- The arts, culture and events sector has been one of the hardest hit parts of the economy. In North Yorkshire with **6000 of 8000 jobs in arts and entertainment furloughed** and restrictions on weddings to only 15 guests has severely restricted this industry impacting many local businesses such as caterers, florists, music acts, dress makers etc.
- **Anecdotal evidence** suggests a number of businesses have **permanently ceased trading or are about to** with the imminent possibility of local lockdowns.
- **Theatres and performance venues remain largely closed** or operating at reduced levels. There has been support from Arts Council England for Cultural Organisations.
- **Nearly 25,000 jobs in accommodation and food services** have been furloughed from a **total of 32,000**

Support for the tourism industry...



- **UK Government**
- VAT reduction to 5% for hospitality businesses
- Business rates holiday for retail and hospitality – to March 2021
- Grants for business of £10,000 and £5,000 – dependent upon rateable value
- Coronavirus Job retention scheme (Furlough)
- Government backed loan schemes (CBILS, delaying repayment window)
- **Visit England – ‘We’re Good to Go’, Covid Secure accreditation scheme**
- **Welcome to Yorkshire Recovery Plan – Re-Open, Recover, Rebuild** - including Welcome Back to Yorkshire, and Yorkshire Gift Card and government funded £300k marketing programme.
- **Local Enterprise Partnership** business support measures.
- **NYCC Trading Standards** and Environmental Health support for compliance measures.

Support for Tourism Businesses



The Coronavirus Business Interruption Loans Scheme is....

“..the best idea anyone’s ever had to help business.”

Malcolm Weaving – Rendezvous Hotel, Skipton.

“support measures for hospitality have been really good and really useful.....**domestic trade during August, September and October has been spectacular** making up for loss of trade during lockdown.....

VAT reductions for hospitality should be maintained and residents of hotels where covid management measures are in use should be exempt from curfews and other restrictions”

Andrew McPherson – Grantley Hall Hotel, Ripon.

Welcome to Yorkshire's "World Cup of Yorkshire" social media campaign featuring Fountains Abbey and Malham Cove.

#WorldCupofYorkshire



Welcome Back to Yorkshire @Welcome2Yorks · Apr 11
Tie 2 of 2
Malham Cove (@malhamdale) vs Cow and Calf (@visitbradford)
#WorldCupofYorkshire
#YorkshireTogether
[Show this poll](#)

10:40 AM · Apr 11, 2020 · Twitter for iPhone

7 Retweets · 52 Likes

Fountains Abbey & Studley Royal, National Trust @fount... · Mar 29

As the sun sets on our @Welcome2Yorks #WorldCupofYorkshire it's time to admit defeat to the hugely deserving @ThePieceHall. We've had loads of fun getting this far & it's been wonderful to highlight some of the amazing places in our small corner of the world.
[#YorkshireTogether](#)



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Other potential long term support for the visitor economy...

- Reduction in VAT rates for hospitality sector to 10% or retain current 15% rate
- Further use of Voucher model and extension to the wider hospitality and entertainment sector through the Winter and to encourage specific sub sectors
- Promotion of UK Staycation – all year around, lose language of “out of season”
- Capital grants to get business ready for all year round offer
- Support for events, performance venues and wedding venues still unable to trade due to restrictions on gatherings.

Alternative sectors for economic growth

- Tourism will remain a crucial part of North Yorkshire Economy now and in the future.
- Build on existing strengths in manufacturing, food production and agriculture – manage the shift to new technologies and new international markets post EU exit.
- Grow the zero carbon economy through green construction methods, retrofit of existing homes, decarbonisation of agriculture, transport and development of zero carbon energy generation and storage, alongside carbon capture.
- Roll out enhanced 5G and fibre broadband connectivity with support for new digitally based industries including fintech, content creation, online retail and business services and provide opportunities for flexible working.
- Creative industries and entertainments sector.

Thank you

Questions?

