

VISITOR ECONOMY IMPACT FOR LEEDS



OVER TWO-THIRDS OF THE LEEDS DISTRICT IS OPEN SPACE, PUBLIC PARKS, GARDENS AND GREEN BELT LAND, AND THE CITY CENTRE IS LESS THAN 20 MILES FROM THE YORKSHIRE DALES NATIONAL PARK



LEEDS WELCOMED **331,000** INTERNATIONAL VISITORS IN 2016



TOP 5 COUNTRIES OF ORIGIN
 POLAND, IRELAND, FRANCE, SPAIN, AND THE NETHERLANDS



77 HOTELS AND **6,809 ROOMS**

£69 AVERAGE ROOM RATE WHICH EQUATES TO **£53** REVENUE PER AVAILABLE ROOM IN 2016



28 HOTEL DEVELOPMENTS IN THE PIPELINE, SUPPLYING A FURTHER **3,265 ROOMS**

77% AVERAGE HOTEL OCCUPANCY IN 2017

ACCOMMODATION

2ND HIGHEST SUPPLY OF BRANDED CASUAL DINING RESTAURANTS OUTSIDE OF LONDON



LEEDS HAS **4 MAJOR THEATRES**



PURPLE FLAG STATUS FOR THE EVENING & NIGHT TIME ECONOMY



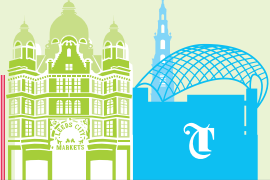
LEEDS IS ONE OF THE ONLY ENGLISH CITIES OUTSIDE LONDON WITH ITS OWN REPERTORY THEATRE, OPERA HOUSE AND BALLET COMPANIES

THE OFFER

5TH LARGEST UK SHOPPING DESTINATION



3RD BEST PLACE TO SHOP IN THE UK OUTSIDE OF LONDON



LEEDS HAS **OVER 16** MUSEUMS AND GALLERIES

BUSINESS TOURISM

LEEDS WELCOMED **2.9 MILLION** DELEGATES IN 2016

1 TOP MOST POPULAR CONFERENCE OF THE **TEN** DESTINATION IN THE UK

BUSINESS TOURISM IS WORTH **£409.5 MILLION** TO THE ECONOMY

20 AIM ACCREDITED VENUES INCLUDING 4 GOLD AWARDS

48,200 MEETINGS, CONFERENCES AND EVENTS HOSTED IN 2016



26.6 MILLION DAY VISITORS IN 2017 WORTH **£1.19 BILLION** TO THE LOCAL ECONOMY

THE CITY WELCOMED **29.01 MILLION** DAY AND NIGHT VISITORS IN 2017 WORTH **£1.75 BILLION** TO THE LOCAL ECONOMY

ECONOMIC IMPACT **+16.6%** BETWEEN 2013 AND 2017



VISITORS TO LEEDS SUPPORT **20,030** FULL-TIME JOBS

VISITOR NUMBERS **+6.3%** BETWEEN 2015 AND 2017

2.35 MILLION PEOPLE STAYED IN LEEDS AS PART OF A HOLIDAY OR SHORT BREAK IN 2017 ACCOUNTING FOR **5.52 MILLION NIGHTS** IN LOCAL ACCOMMODATION WITH AN ECONOMIC IMPACT OF **£550 MILLION**

LEISURE VISITORS

WELCOME TO LEEDS



LEEDS AT THE CROSSROADS OF THE **M62, M1 AND A1M**

200 MILES FROM LONDON AND EDINBURGH

MANCHESTER 43 MILES 50 MINS BY TRAIN AND ROAD

LONDON 175 MILES TRAIN: 2HR 1 HR BY AIR

GENERAL