

# VISITOR ECONOMY IMPACT FOR LEEDS

CONFERENCELEEDS  
conference-leeds.com

VISITLEEDS  
visitleeds.co.uk

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

A1 (M) NORTH

78%  
AVERAGE HOTEL  
OCCUPANCY  
IN 2016

71 HOTELS  
AND  
6,410 ROOMS

£69  
AVERAGE ROOM RATE  
WHICH EQUATES TO  
£54  
REVENUE PER  
AVAILABLE ROOM  
IN 2016

23 HOTEL  
DEVELOPMENTS IN THE PIPELINE,  
SUPPLYING A FURTHER  
2,991 ROOMS

ACCOMMODATION

LEEDS WELCOMED  
331,000  
INTERNATIONAL VISITORS IN 2016

UP 10%  
ON 2015

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



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

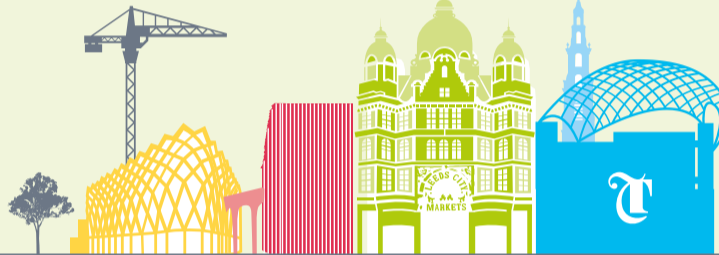


LEEDS IS ONE OF THE  
ONLY ENGLISH CITIES  
OUTSIDE LONDON WITH ITS  
OWN REPERTORY THEATRE, OPERA  
HOUSE AND BALLET COMPANIES

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

TOP 10  
UK CITY  
ICCA 2016



25 MILLION  
DAY VISITORS IN 2016 WORTH  
£1.12 BILLION  
TO THE LOCAL ECONOMY

THE CITY WELCOMED  
27.29 MILLION  
DAY AND NIGHT VISITORS IN 2016 WORTH  
£1.64 BILLION  
TO THE LOCAL ECONOMY

ECONOMIC IMPACT  
+18.4%  
BETWEEN 2013 AND 2016

VISITOR NUMBERS  
+4.2%  
BETWEEN 2015  
AND 2016

VISITORS TO LEEDS  
SUPPORT  
18,890  
FULL-TIME JOBS

STAYING  
VISITORS UP  
18.5%  
BETWEEN  
2013 & 16

2.27 MILLION  
PEOPLE STAYED IN LEEDS AS PART OF A  
HOLIDAY OR SHORT BREAK IN 2016  
ACCOUNTING FOR  
5.22 MILLION NIGHTS  
IN LOCAL ACCOMMODATION WITH AN  
ECONOMIC IMPACT OF  
£518 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