

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 **294,000** INTERNATIONAL VISITORS IN 2017

TOP 5

COUNTRIES OF ORIGIN POLAND, GERMANY, USA, IRELAND AND FRANCE.



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



LEEDS HAS **4 MAJOR THEATRES**



5TH LARGEST UK SHOPPING DESTINATION

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



LEEDS HAS **OVER 16** MUSEUMS AND GALLERIES

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

LEEDS WELCOMED **3.7 MILLION** DELEGATES IN 2017

4TH MOST POPULAR CONFERENCE DESTINATION IN THE UK

14 AIM ACCREDITED VENUES INCLUDING 2 GOLD AWARDS

BUSINESS TOURISM IS WORTH **£577.7 MILLION** TO THE ECONOMY

51,400 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 2016

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**



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

ACCOMMODATION

THE OFFER

BUSINESS TOURISM

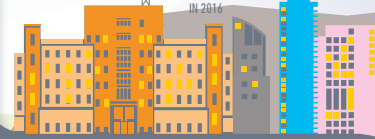
LEISURE VISITORS

GENERAL

77% AVERAGE HOTEL OCCUPANCY IN 2017

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**