



MIDLANDS ENGINE

OBSERVATORY

Midlands Engine Visitor Economy

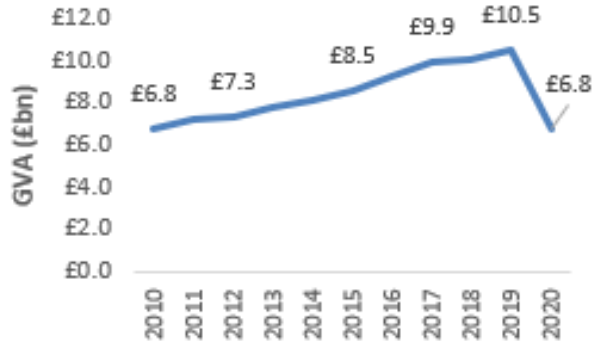


November 2022

Midlands Engine Visitor Economy Sector – Economic Impact

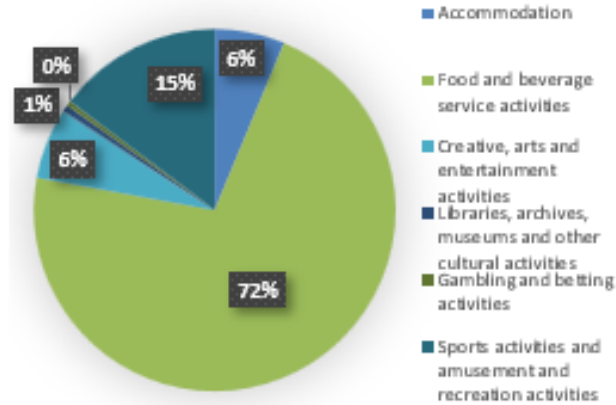
GVA: Current: £6.8bn

Visitor Economy GVA, 2010-2020



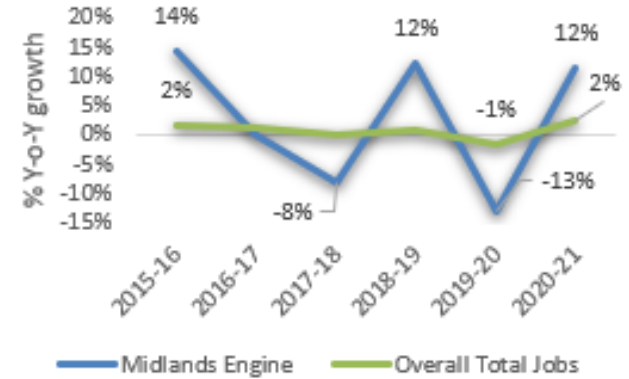
Businesses: Current: 31,960

% of Businesses by Sub-Sector



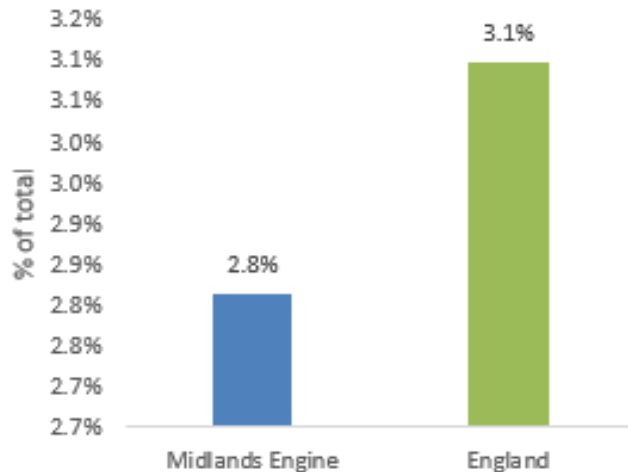
Jobs: Current: 402,930

Visitor Economy Jobs Y-o-Y Change 2015-2021



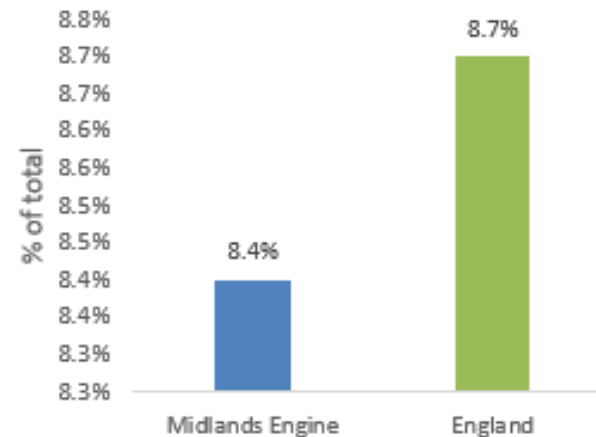
GVA: -26.8% since 2016

Visitor Economy GVA % of Total GVA



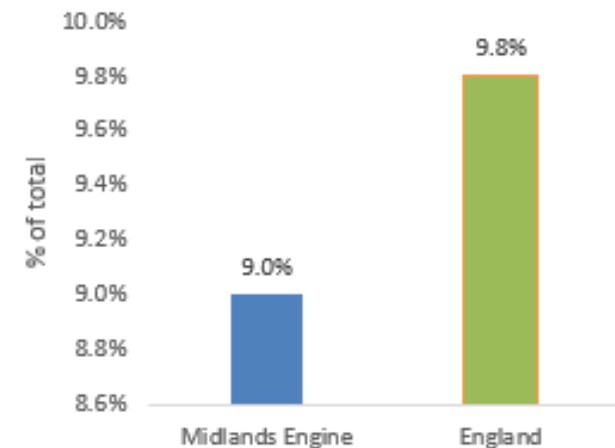
Businesses: +21.4% since 2016

Visitor Economy Businesses % of Total Businesses



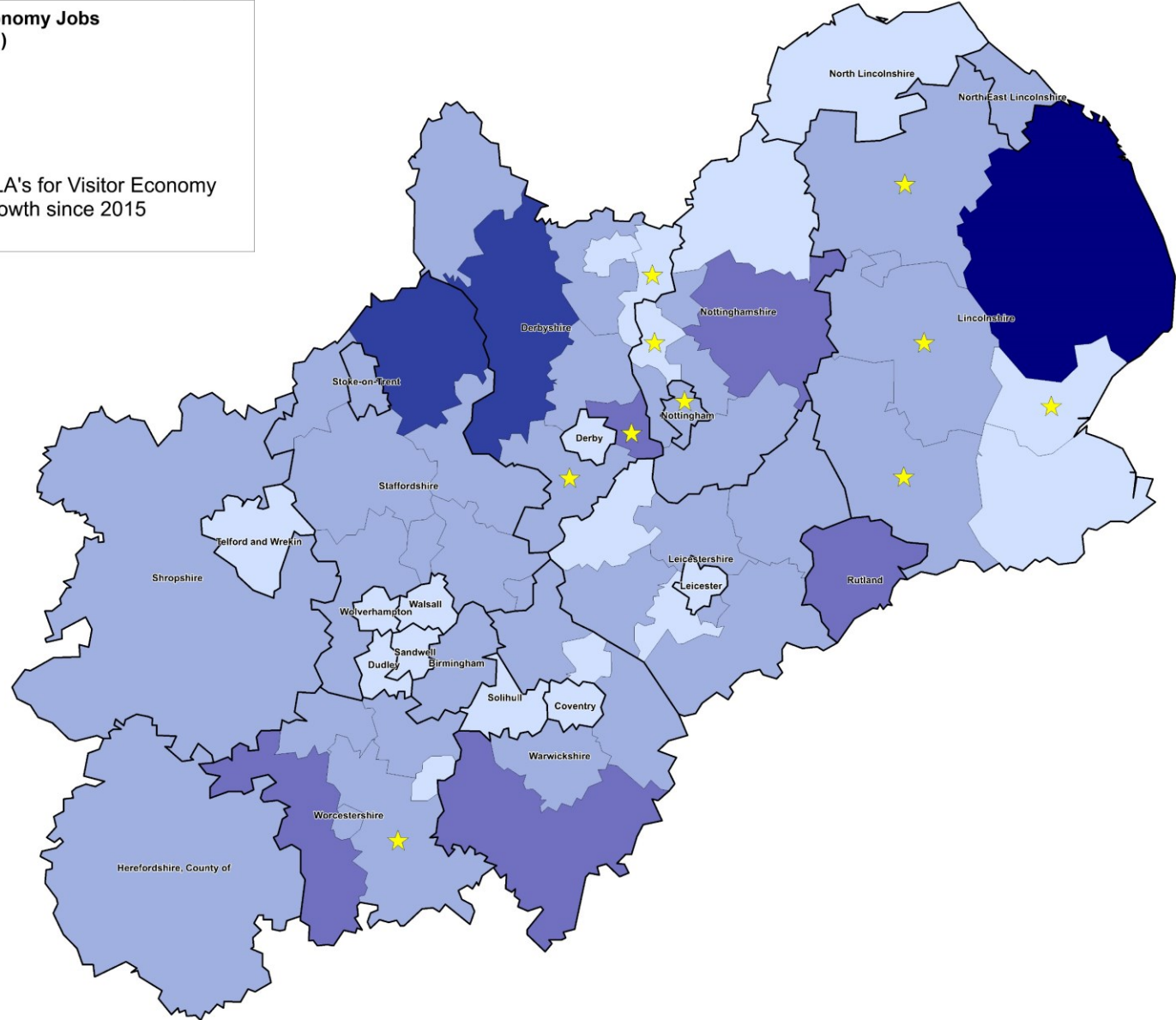
Jobs: +0.2% since 2016

Visitor Economy Jobs % of Total Jobs



Economic Impact – Midlands Engine Visitor Economy Sector

VISITOR ECONOMY

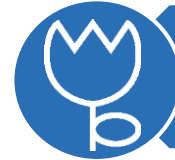




Opportunity

Opportunity

MIDLANDS
ENGINE



Green Tourism



Research and Data



Digitalisation



Prospectus for Investment



United response to DMO Review



Advocacy of sector



Collaboration

Advocacy of the sector:

- Understanding the value of the Visitor Economy
- Utilising visitor perception data
- Demonstrating the impact of impact of Covid and energy crisis

Collaboration for Growth:

- United response to DMO Review and DCMS Tourism Recovery Plan
- Support for digitalisation of sector
- Business Tourism
- Skills and workforce
- Internationalisation
- Digitalisation