

# The Economic Impact of the Visitor Economy Solihull

*May 2023*



# Background

**The West Midlands**  
One region, many worlds



# STEAM

The Scarborough Tourism Economic Activity Monitor (STEAM) is a tourism economic impact model telling us how many visitors we attract each year and how much they are worth to the local economy.

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# Accommodation

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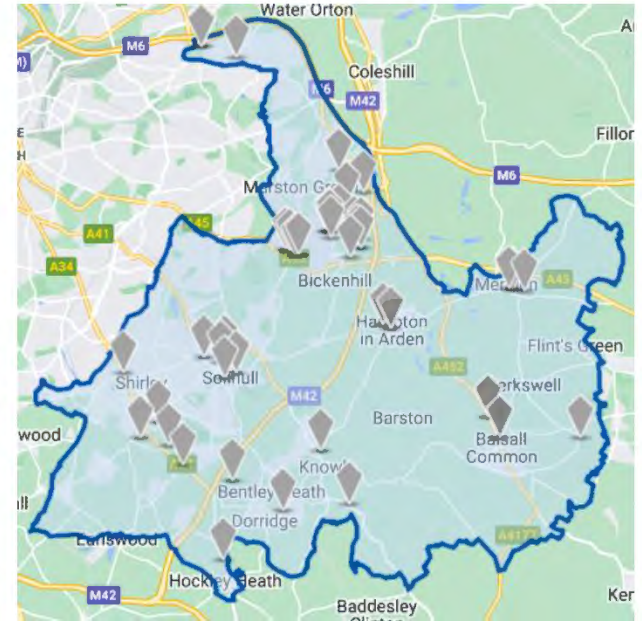


# Accommodation Stock Solihull



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Growth Company

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	67	10,462	-4	+932	+6	+1,412
<b>Serviced Accommodation Share of Total</b>	97%	96%				
<b>Non-Serviced Accommodation Share of Total</b>	3%	4%				



# Accommodation Pipeline Solihull



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	No. of developments	No. of beds*
Proposed	1	32
Deferred	2	200
<b>TOTAL</b>	<b>3</b>	<b>232</b>



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\*Source: CoStar & West Midlands Growth Company



# Visitor Volume

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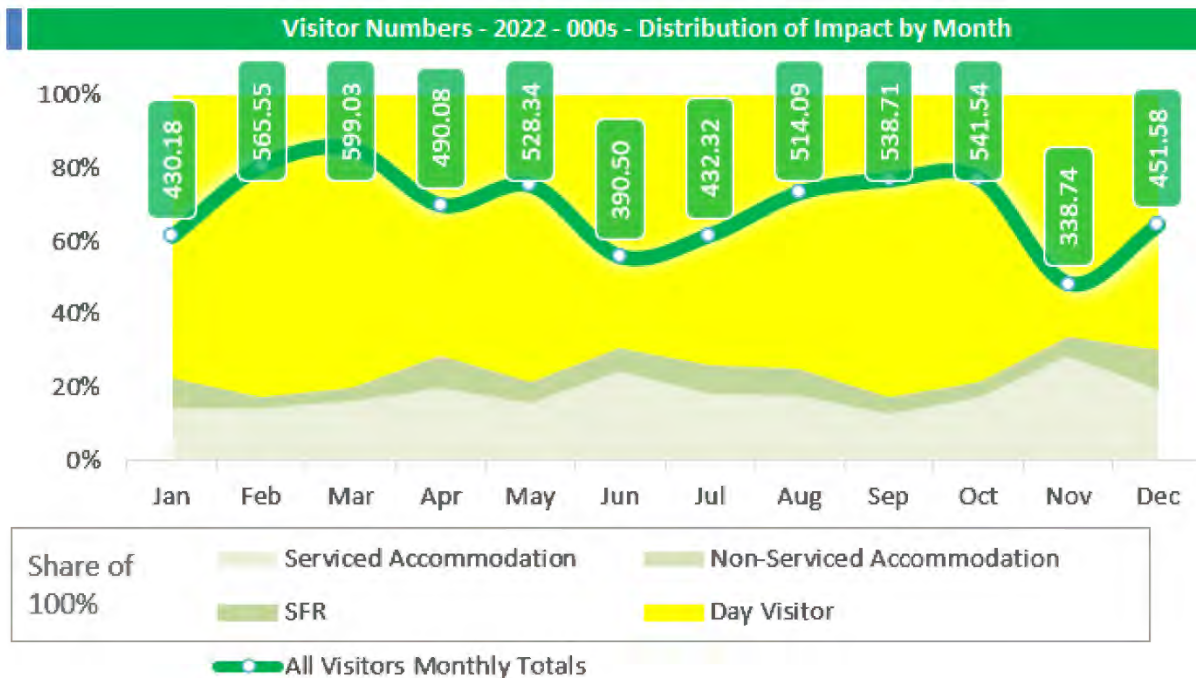




# Solihull Monthly Visitor Numbers



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# Solihull Visitor numbers

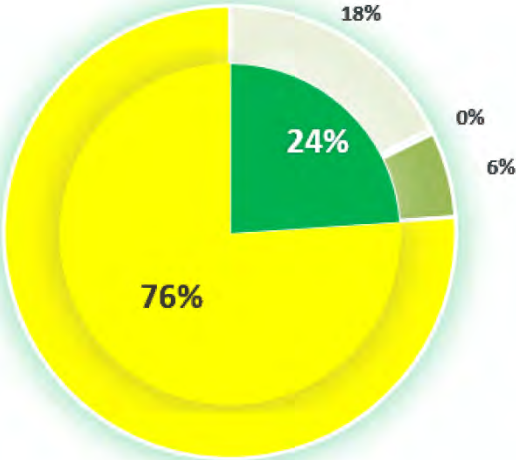


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Visitor Numbers - 2022 - M - Share of Total

**TOTAL**  
**5.82m**

	M
Serviced	1.02
Non-Serviced	0.02
SFR	0.36
Staying Visitor	1.39
Day Visitor	4.43
Total	5.82



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# Sectoral distribution of Economic Impact

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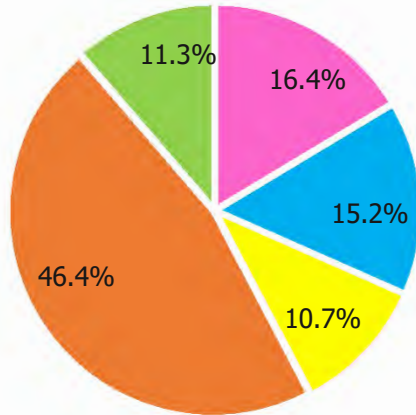


# Sectoral distribution of Economic Impact 2022

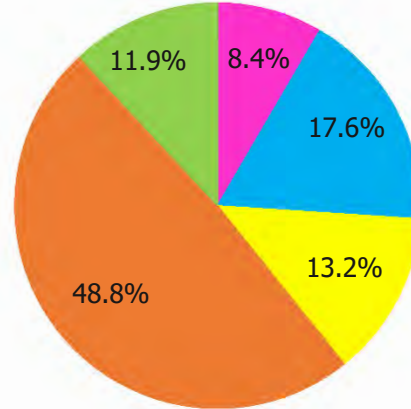


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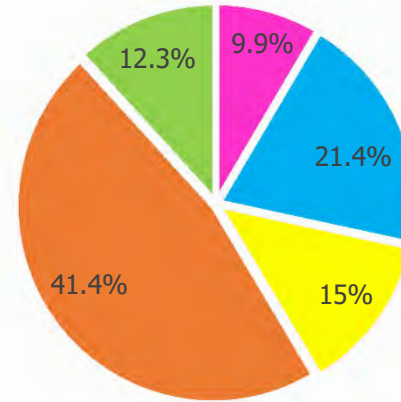
## Solihull



## GBSLEP



## WMCA Region



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

# Comparative Headlines

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## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY		All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more										
Less than 3% change										
A Fall of 3% or more										
		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	2.95	1.66	77.5%	4.43	3.09	43.4%	7.38	4.75	55.4%
Visitor Numbers	M	1.39	0.77	79.9%	4.43	3.09	43.4%	5.82	3.86	50.8%
Direct Expenditure	£Bn							0.84	0.60	40.2%
Economic Impact	£Bn	0.43	0.26	65.7%	0.68	0.53	27.1%	1.11	0.79	39.7%
Direct Employment	FTEs	2,727	1,977	38.0%	4,655	3,885	19.8%	7,382	5,862	25.9%
Total Employment	FTEs							9,526	7,511	26.8%



## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2019 - IN HISTORIC PRICES

KEY		All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more										
Less than 3% change										
A Fall of 3% or more										
		2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %
Visitor Days	M	2.95	2.87	3.1%	4.43	4.25	4.3%	7.38	7.11	3.8%
Visitor Numbers	M	1.39	1.36	2.5%	4.43	4.25	4.3%	5.82	5.61	3.8%
Direct Expenditure	£Bn							0.84	0.86	-2.2%
Economic Impact	£Bn	0.43	0.43	0.4%	0.68	0.71	-3.9%	1.11	1.13	-2.3%
Direct Employment	FTEs	2,727	3,048	-10.5%	4,655	5,479	-15.0%	7,382	8,527	-13.4%
Total Employment	FTEs							9,526	11,016	-13.5%

# % change 2022 vs.2019

	<b>Solihull</b>	<b>GBSLEP</b>	<b>WMCA</b>
<b>Visitor Numbers</b>	<b>3.8%</b>	<b>5.5%</b>	<b>5.5%</b>
<b>Economic Impact</b>	<b>-2.3%</b>	<b>2.2%</b>	<b>7.3%</b>
<b>Total Employment</b>	<b>-13.5%</b>	<b>-9.1%</b>	<b>-4.0%</b>

# Making use of insights

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# How did we use STEAM data



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Outputs from the study have been used to

- underpin our 10-year Regional Tourism Strategy and the tourism recovery plan
- Provide an evidence base for the refresh of TfWM's West Midlands statutory transport plan and
- reach 30 million people worldwide, generating over £1 million worth of PR coverage to date including a series of Peaky Blinders articles in the Guardian



# 2022 Key outcomes

## The visitor economy in Solihull bounced back to pre-pandemic levels in volume term:

- Visitor numbers in 2022 rose by more than 200,000, from 5.61m in 2019 to 5.82m in 2022
- Solihull's visitor economy was worth £1.1bn in 2022, up 39.7% (or £315m) compared with the previous year.
- Number of full-time equivalent jobs supported by the sector was less than pre-pandemic level. However, the number was up significantly compared with 2021, from 7,511 to 9,526 in 2022.

# CONTACT

Shannon Chu

Senior Research and Evaluation Manager

West Midlands Growth Company

[Shannon.Chu@wmgrowth.com](mailto:Shannon.Chu@wmgrowth.com)



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Local Visitor  
Economy  
Partnership

Recognised by  
  
VisitEngland