

# Holywell Grange Lodge Park Proposal

## UK Tourism Industry

Tourism in the UK is on the increase with the industry growing faster than the rate of growth in gross domestic product (GDP)<sup>1</sup>. In addition<sup>2</sup>:

- Tourism directly contributed nearly £60bn to the economy in 2014.
- Almost one in ten jobs are related either directly or indirectly to the tourism industry.

In particular recent figures show that UK domestic tourism is on the increase. Between 2014 and 2015<sup>3</sup>:

- The number of domestic tourism trips increased by 8.9% to over 124 million.
- Associated bednights were 377 million, an increase of 7.9% year on year.
- Expenditure increased by 9.4% to £24.8 billion.

With recent decreases in the value of the pound against other key currencies, 'staycations' are likely to increase meaning the demand for new tourist accommodation including high quality holiday lodges will increase.



## The Holiday Lodge Industry

The UK has a significant holiday lodge industry with over 300,000 static caravans throughout the country<sup>4</sup>. In relation to tourists from within the UK the 2015 figures<sup>3</sup> were:

- Over 6.8 million trips or holidays.
- Approximately 30 million bednights.
- A total expenditure of around £1.25 billion.



## Local Tourism

Lincolnshire has long been a popular tourism destination which currently attracts a total of over 31 million visitors each year and includes the UK's 4<sup>th</sup> most popular tourist resort<sup>5</sup>. The Greater Lincolnshire visitor economy is worth over £1.9bn a year and supports over 39,000 jobs<sup>5</sup>. Tourists from within the UK account for around £354 million of the expenditure<sup>3</sup>.

Since the start of the century visitor spending and employment in West Lindsey has increased significantly. Between 2003 and 2012 the increases were over 40% and 14% respectively<sup>6</sup>. Despite this West Lindsey's tourism expenditure is still low compared to other Lincolnshire districts. This is in part due to an identified lack of overnight accommodation in the area<sup>6</sup>.

Published statistics for tourism in West Lindsey for 2012 show that more than 2 million visitors brought revenue of £93 million to the district<sup>6</sup>.



## Community Benefits

The developers are keen to ensure that this holiday lodge park becomes an important part of the local community and economy. The intention is to create a holiday park that will help to make existing local facilities more sustainable while providing benefits to the local community including:

- Generate significant income that would directly benefit the local economy.
- Create new full and part time jobs. It is expected that at least 5 full-time equivalent jobs will be created directly, in addition to a number of temporary jobs during construction works.
- Businesses and associated employment in the nearby villages of Snitterby and Waddingham can expect to benefit from increased custom as a result of the proposed lodge development.
- Increased local spending will help maintain the viability of local businesses such as shops, pubs and restaurants.

