

2022 STEAM data to show visitor numbers and economic impact

2011 STEAM figures are shown for comparison

D&G figures adjusted to show figures for the nomination area

1. D&G has two reports: one for the whole region and one for Gretna alone (the Blacksmiths Shop, the Gateway Village and immediately surrounding area).

2. A net total for D&G is derived by deducting Gretna from the figures for the region.

3. This table has been approved by the tourism and data teams in DGC.

Tourism impact	Day visitors		Staying visitors	
	No.(m)	£ impact	No.(m)	£ impact
1 DG Total	0.907	52.86	1.344	386.53
less Gretna	-0.257	-15.05	-0.117	-31.87
Net total	0.650	37.81	1.227	354.66

2 Totals combined & compared with 2011	All visitors (m)		Total spend (£)	
	2022	2011	2022	2011
DG Total	2.251	2.468	439.39	395.79
less Gretna	-0.374	-0.478	-46.93	-43.68
Net total	1.877	1.990	392.46	352.11

3 Full time equivalent jobs	2022	2011
	DG Total	7,133
less Gretna	-660	-652
Net total	6,473	6,359

Bid area in D&G region(est)

D&G area less Gretna	6,420 km ²	
85% of bid area in D&G (est)	2,550 km ²	equals 40% of the region

D&G figures covering 85% of the nomination area		2022	2011
40% of total visitors	000	750.8	796.0
40% of total spend	£M	156.98	140.84
40% of FTE jobs	no	2589	2544

Upated to 100% to include the Ayrshire areas

Current total visitors	no	883.294
Current total spend	£M	184.69
Current total FTE	no	3046

Comparison with other small UK National Parks

2022 STEAM data used

All figures in millions, except FTE jobs

Existing position	Notes		Galloway bid area	Exmoor	Northumberland	Pembrokeshire Coast
Total visitors	1	000	883	1,380	1,603	7,053
Total spend	2	£M	184.69	141.45	105.60	427.99
Spend/visitor		£	209	102	66	60
FTE jobs			3,046			

NOTES

1. The visitor spend in Galloway is substantially higher because about 65% of all visitors stay in the area. In Exmoor the rate is 21% and in Northumberland it is 4%. These reflect the facilities within each park and the accommodation and services outside it. Pembrokeshire NP is very different given that it is very narrow and the majority of services are outside the NP.

2. Exmoor NP has two STEAM reports, one for the NP itself and one for the NP Influence area around it. These figures have been used to project the additional benefit to the areas around a Galloway NP and the Gateway communities.

Future figures for Galloway as a National Park

Total visitors	3	m	1,325	an increase of 442k - 50%
Total spend		£M	277.14	an increase of £92.4m
FTE jobs		no	4,571	an increase of 1,523

NOTES

3. Northumberland and Exmoor NPs are considered the most comparable to Galloway. The average of their visitor numbers is 1.49 million pa. Because a greater proportion of visitors stay in Galloway, it is felt appropriate to assume a 50% increase in visitors to 1.325m and assess the benefits as shown here: