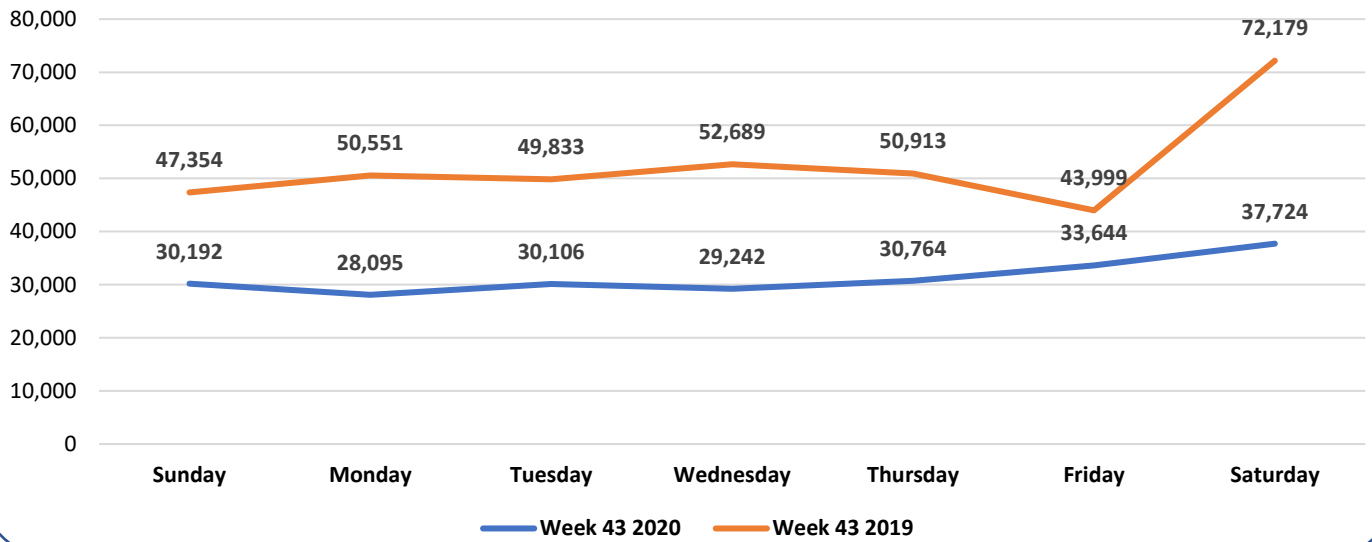


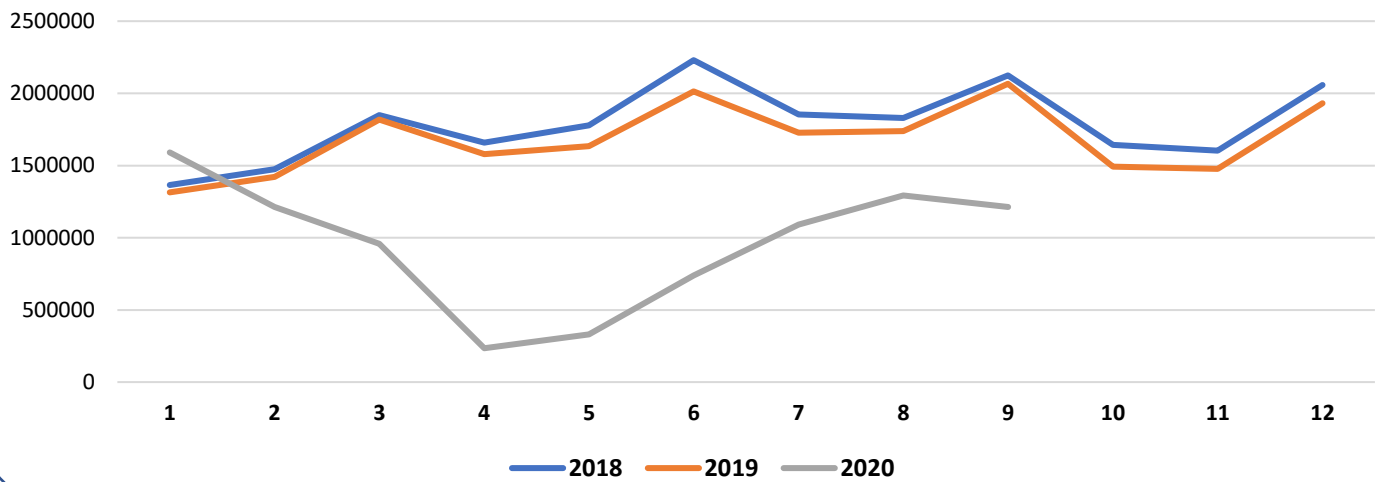
Chester Data Dashboard – High Street Cell

Footfall Figures

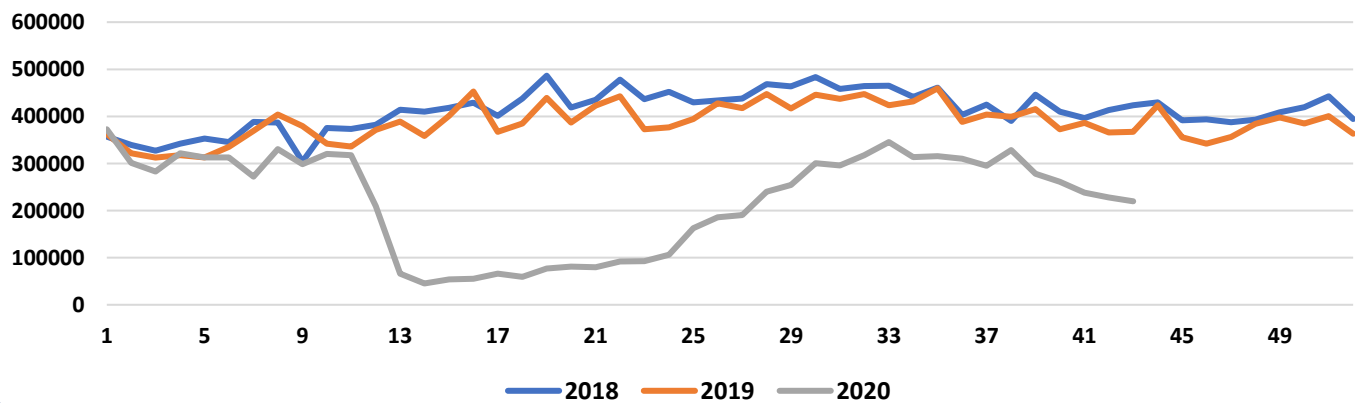
Week 43, Comparison of 2019 and 2020



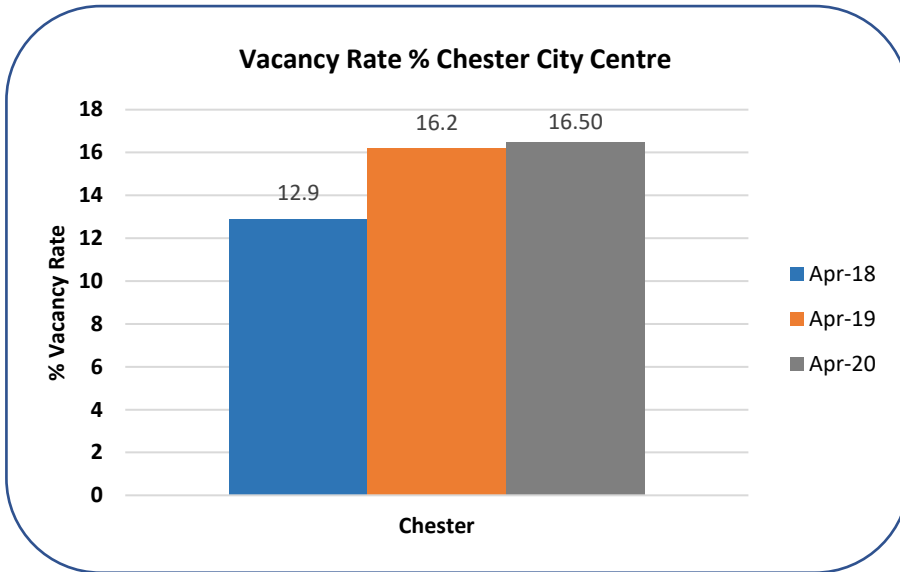
Annual Performance 2018 - 2020, Month by Month



Annual Performance 2018-2020, Week by Week



Vacancy Rates



April 2020 Figures:

16.5% Vacancy Rate **99** Vacant Units

↑ 0.3% increase from April 2019

Hotel Occupancy

Hotel Occupancy data is available upon request.

STEAM Headlines

14 million
Tourists visited Chester City area in 2018

£0.7bn
Total of economic impact from the Chester City area in 2018

12.9%
Increase since 2015 of the number of FTE jobs in the borough supported by the visitor economy

96%
Of total visitor numbers to the borough are **day visitors**

22.8%
the Chester City area accounts for in the economic impact of the borough's visitor economy

9,766
FTE Visitor Economy jobs were supported in the Chester City area in 2018

36.4 million
Tourists visited Cheshire West and Chester in 2018 which is a **12.1% increase** since 2015 and a **44.8% increase** since 2009

£2.12bn
Total of economic impact of the visitor economy in Cheshire West and Chester in 2018

25,469
FTE Visitor Economy jobs were supported in Cheshire West and Chester in 2018

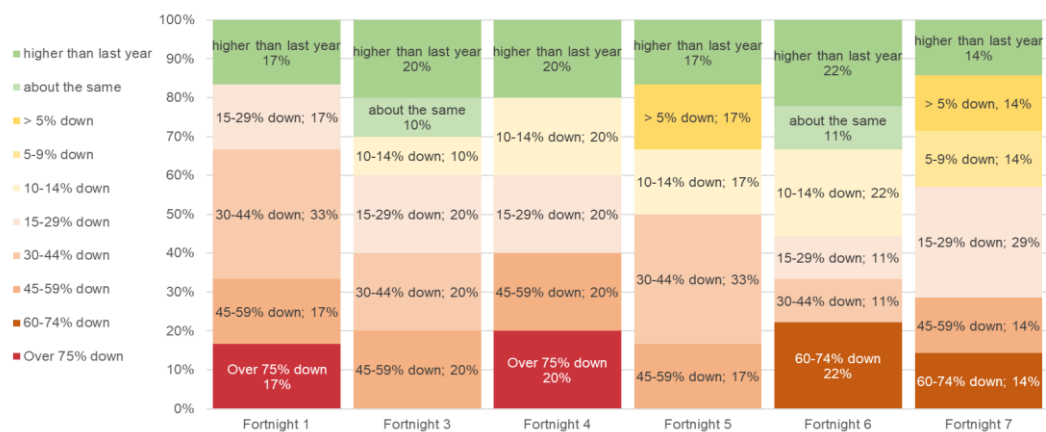
NatWest Tourism Business Barometer

NatWest Group is supporting a fortnightly business barometer of tourism businesses across the North of England that will measure the UK post lockdown business environment. It will measure shifts in employment, trends in revenue and business confidence.

Marketing Manchester is co ordinating the barometer and working with northern Destination Management Organisations who have agreed to recruit panel members through their own business networks and encourage participation of the fortnightly panel.

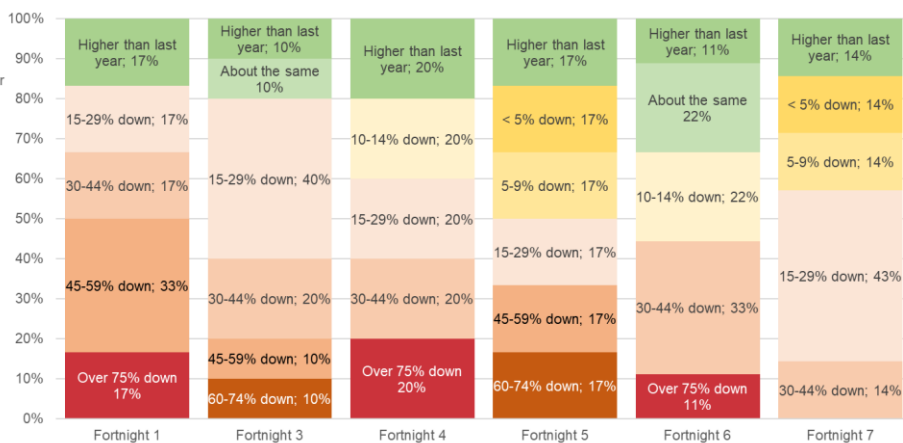
Revenue levels compared to business as usual

Looking back over the past two weeks, how does your total revenue from all business areas compare to the same period in 2019?



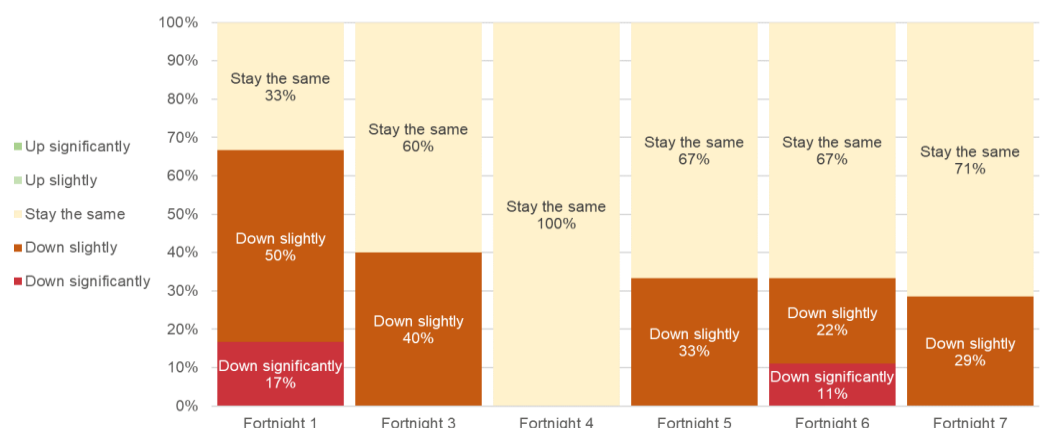
Visitor numbers compared to business as usual

Looking back over the past two weeks, how do visitor numbers/ footfall compare to the same period in 2019?



Employment shifts – permanent staff

In a month's time how do you expect your permanent staff count to be, compared to now?



Eat Out to Help Out take up and value

Parliamentary Constituency	Total number of registered restaurants	Total number of meals claimed for	Total amount of discount claimed (£)	Average discount per meal (£)
England	56,959	51,364,000	295,791,000	5.76
North West	7,226	7,368,000	43,033,000	5.84
City of Chester	155	164,000	1,015,000	6.17
Congleton	75	90,000	576,000	6.43
Crewe and Nantwich	84	81,000	465,000	5.77
Eddisbury	112	114,000	798,000	6.99
Ellesmere Port and Neston	79	78,000	451,000	5.81
Macclesfield	101	78,000	547,000	6.97
Tatton	123	138,000	968,000	7.01
Warrington North	45	53,000	332,000	6.23
Warrington South	95	102,000	634,000	6.19
Weaver Vale	94	92,00	427,000	4.65