

**PEMBROKESHIRE  
COUNTY COUNCIL**

**STEAM REPORT 2007**

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## STEAM REPORT 2007

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## OVERVIEW OF STEAM

### 1. INTRODUCTION

The Scarborough Tourism Economic Activity Monitor is derived from a model developed by David James and Frank Hart in the process of developing a ten-year tourism policy for the province of Saskatchewan, Canada, in 1981. In 1985, following the establishment of Canada's National Task Force on Tourism Data, Messrs. Hart and James were appointed co-Chairmen of the Working Party to consider Local Area Statistics. This work focused on the city of Edmonton, Alberta, Canada, and became the first attempt to develop the effective use of supply-side generated local area tourism statistics drawing on the model developed in Saskatchewan in 1981. Encouraged by the successful experiment in Edmonton, the outputs of which were accepted by Edmonton City Council and its Convention and Tourism Authority, a part experiment focused on the City of Toronto's convention business followed. This experiment provided much needed data for the Toronto Convention Bureau.

In 1988, David James was appointed Director of Tourism and Amenities for Scarborough Borough Council and it was in that context that the Local Area Tourism Statistics model was transferred to the UK. The model was first run on behalf of Scarborough Borough Council in 1990. In 1991, the North Yorkshire County Council, together with the District Councils in the County, embarked on a pilot programme to evaluate the now-named "Scarborough/Scottish Tourism Economic Activity Monitor" (STEAM). At the same time, STEAM was adopted by a number of Local Authorities in England, Scotland and Wales.

### 2. VALIDATION OF STEAM

The STEAM process has been validated within the context of a number of public and private initiatives which have taken place since 1987 in respect of tourism statistics.

In 1987, a Tourism Statistics Advisory Group (TSAG) was established by the Employment Department to establish a forum to create strategic oversight of statistics relevant to tourism and leisure. Very early in its work it identified the need to review present and future needs for national tourism statistics, and in order to do this needed to establish commercial user needs.

In 1990, The Tourism Society, with the support and involvement of the Employment Department, by means of a small working group, established a forum to be held on 18 April 1991, which assembled over seventy senior managers. The forum, chaired by Liam Strong, Director of Marketing and Operations at British Airways, and in the presence of Viscount Ullswater, then Minister for Tourism, unanimously established the Joint Industry Committee for Tourism Statistics (JICTOURS). The press release issued that day stated:

*"The agreement reached at this meeting represents the best opportunity the commercial sector has had to improve UK tourism statistics for over a decade. JICTOURS will develop a costed package of development proposals for tourism statistics to be agreed, implemented and funded in partnership between Government (Employment Department), Commercial Users in the industry and Tourist Boards."*

JICTOURS established sub-groups to consider the sector needs for Tourism Statistics, one sector being "Local Authorities". Its paper defined the sector, its needs, use of existing data, key terms/categories to be measured, willingness to pool data and model criteria. This last element stated the following:

*"It is understood that, at least in the foreseeable future, national surveys will never be conducted on a scale (size of samples) which will make it possible to disaggregate data at District level. Accepting that as a fact of life, Districts wish to see the development of approved statistical models for estimating volume, value and expenditure and basic tourism characteristics. Such models, to be endorsed as suitable for tourist board and government purposes, would have to be relevant to the different types of authority noted in Section 1.*

*They would draw on available survey data, be used to produce estimates according to agreed statistical criteria and be adjusted to meet local circumstances.*

*Because such models could be capable of application in different authorities around Britain it is recommended that their construction should be part of the JICTOURS recommendations."*

Following meetings between Professor Victor Middleton, Chairman of JICTOURS, Brian Batty, Employment Department, and David James, it was agreed that a JICTOURS Local Statistics Tourism Group (LSTG) should be formed made up of representatives from the National Tourist Boards, Regional Tourist Boards, the Association of District Councils, the British Resorts Association, various Local Authorities and, initially, the Employment Department, subsequently, the Department of National Heritage. JICTOURS – LSTG commissioned an independent study of STEAM, which was carried out by Professor Stephen Wanhill of the University of Wales. The main objectives were:

- 1. To conduct a critical analysis of the working process of the model highlighting both its strengths and weaknesses.**
- 2. To comment on the quality of information (accommodation occupancy, stock levels, tariff rates, necessary for the model to be run on a reliable and consistent basis).**
- 3. To comment on the sensitivity analysis completed and to make suggestions for any further work on sensitivity analysis required.**
- 4. To comment on the methodology for estimating indirect expenditure and in particular the estimates produced by the model on tourism employment.**
- 5. To comment on the computer programmes used to generate the estimate produced by STEAM.**
- 6. To comment on the "adjustment processes" which take place with the tourism experts in the area once the provisional results are produced by the model.**
- 7. To make any other comments the researchers consider necessary. For example, definitions, future improvements and the need for additional national, regional and local benchmarks to further improve the output of the model.**

As much of the model, its formulae and its processes are commercially confidential, and are required to remain so, it was necessary that Professor Wanhill was given full access to the model, its workings and all background material. At the JICTOURS – LSTG meeting, 23 December 1993, his findings were presented in full, but where it involved the formulae of the model it was on the basis of strict confidentiality to the members of JICTOURS – LSTG. Subsequently the Department of National Heritage and the National Tourist Boards of England, Scotland and Wales each received the full text of his report. In brief, Professor Wanhill's report can be summarised best by himself:

*"The report's overall conclusion is that STEAM is mathematically acceptable as a model of tourism flows, but never can be, and does not pretend to be, a statistically robust measurement of tourism in the manner of randomly drawn sample surveys of visitors. The thorough study is supportive of the model but also makes a number of recommendations to improve STEAM."*

At its next meeting, 23<sup>rd</sup> February 1994, following confirmation that the recommendations to improve STEAM had been adopted, it was agreed "no further testing needed to be initiated for the group's purposes. David James sought and obtained the group's endorsement of the STEAM model."

During 1995, Professor Victor Middleton prepared a report for the British Resorts Association, "Measuring the Local Impact of Tourism". The STEAM model and methodology was made available to the author. The report reviewed a variety of modelling approaches, their strengths and weaknesses, and, for STEAM, stated,

*“It seems probable that supply side (bottom up) models, of which this is the leading example in the UK, will be needed to fulfil the management requirements of local authorities who have decided to play a significant role in managing tourism locally.”*

Concurrently, in Denmark, an evaluation process was conducted on behalf of the Danish Ministry of Business and Industry by the Danish Tourist Board. STEAM is handled in Denmark, on behalf of GTS (UK) Ltd, by the Bornholm Research Centre.

In 1996, the Department for Culture, Media and Sport, in conjunction with the National Tourist Boards and the University of North London, set out to review the existing situation concerning local area statistics with a view to publishing guidance for Local Authorities. This evolved and was concluded by the DCMS publishing a set of Guidance Notes on Local Area Statistics which was published in 1998.

The development of STEAM in England since 1993 has been a period of steady sustained growth with, presently, nearly 200 clients, including East Midlands Tourism, the Northwest Regional Development Agency, One NorthEast, most National Parks, and numerous Local Authorities. These Local Authorities are of all sizes ranging from Rutland to Birmingham, and all types, whether urban, rural, resort or industrial.

In Scotland, during the three year period ending 1997, Scottish Enterprise Network (SEN), in conjunction with its thirteen Local Enterprise Companies, embarked on a practical evaluation of STEAM examining not only the capacity of the model, but the robustness of the local variable inputs. Considerable collateral primary research was commissioned by SEN concerning rates of daily expenditure, length of stay, and stays with friends and relatives. This led, subsequently, to a five-year contract on behalf of a partnership led by the Scottish Tourist Board, Scottish Enterprise, Highlands & Islands Enterprise, the Local Enterprise Companies and the Area Tourist Boards. Latterly, this contract has been renewed by VisitScotland until 2008 with an option for two more years.

In 1997, Tourism South and West Wales was licensed by GTS (UK) Ltd to operate STEAM throughout Wales and TSWW provided STEAM reports for nineteen Welsh Unitary Authorities for a four-year period. Since 2002, GTS (UK) Ltd now provides a continuing service for all 22 Welsh Unitary Authorities, two National Parks in Wales and the Statistical Directorate of the National Assembly for Wales. These programmes are co-ordinated in Wales by the company's Projects Manager (Wales).

Since 2007, STEAM has been expanding its development in Northern Ireland with, presently, two Tourism Partnership Areas and 15 Local Councils benefiting from STEAM reports.

### **3. A BRIEF OUTLINE OF STEAM**

#### **3.1 STEAM - The Model**

STEAM is a spreadsheet model, which is more of a process in which the values of the relationships or equations defined on the spreadsheet are specified at each stage by the user. Thus, although the logic of the model is constant, the nature of data input will alter from area to area depending on the amount of survey material available and qualitative expert opinion concerning the structure of the tourism sector in the local economy. It is not a statistically estimated model in the manner of an input-output model of the local economy. The model is designed to provide a robust indicative base for monitoring trends based on monthly and annual outputs within acceptable statistical confidence levels. This statement forms the background to the objectives of the study and the methodological processes applied.

STEAM approaches the measurement of tourism at the local level from the supply side, which has the benefit of immediacy and relative inexpensiveness. The traditional measurement of tourism activity is from the demand side, but, as is well known, surveying visitors is both time-consuming and costly. This is further complicated when economic impact assessment is made, which requires surveys of businesses and the consumption patterns of local people. STEAM is not designed to provide a precise and accurate measurement of tourism in a local area, but rather to provide an indicative base for monitoring trends. The confidence level of the model is calculated to be within the ranges of plus or minus 10% in respect of the yearly outputs and plus or minus 5% in respect of trend.

STEAM reports are produced on behalf of clients by a technical team located at the GTS (UK) Ltd Data Processing Centre in New Holland and also in Swansea. A rigorous quality control regime is in place to ensure the highest standards are consistently maintained.

## 3.2 The STEAM Outputs

STEAM quantifies the local economic impact of tourism, from both stay and day visitors, by

- *Analysis of bed stock (by category month by month, year on year);*
- *Analysis of bed stock seasonal availability (by category of accommodation);*
- *Estimates of revenue generated by tourists (by category of accommodation and distribution by activity by month);*
- *Categories of serviced accommodation will be: under 10 rooms; 11-50 rooms; over 50 rooms; over 100 rooms;*
- *Categories of non-serviced accommodation: Camping and Caravanning (Touring); Caravanning (Static); Flats, Chalets and Cottages; Hostels; Schools and Colleges;*
- *Estimates of number of tourists and number of tourist days (by category of accommodation by month);*
- *Estimates of employment supported by tourism;*
- *Estimates of traffic implications of tourism (by month);*
- *Trend information annually for all output categories by zone.*

## 3.3 STEAM Inputs

At a minimum, the implementation of STEAM depends on:

- **Information on occupancy percentages each month for each type of accommodation;**
- **Bed stock for each type of accommodation within the areas to be surveyed;**
- **Attendance at attractions/major events by month;**
- **TIC visitor figures by month.**

The model is built up from the above basic information, by drawing on data from published or unpublished sources, local interviews and supplementary trade enquiries to define the economic parameters within which the local tourism sector operates. The specific information set out above is obtained from a variety of sources:

### a) **Bed Stocks**

The STEAM model can accommodate up to nine sub-categories of Serviced Accommodation, and the same for Non-Serviced Accommodation. The type and number of such sub-categories of tourist accommodation are specified in conjunction with the client using definitions compatible with national definitions. The sources of information in building such a database are Local Authority Tourist Guides, Tourist Boards, Internet, Yellow Pages.

### b) **Number of Establishments**

The same categories and sub-categories are used as for “Bed Stocks” and use the same sources of information.

### c) **Use of Tourist Accommodation**

This information is primarily obtained from the Tourist Board occupancy surveys and, on occasion, augmented by information obtained from Local Authority occupancy surveys and information provided, in confidence, by groups of accommodation providers.

### d) **Tourist Accommodation: Employment**

STEAM has developed a large array of data sets which provide core employment data by type and size of accommodation providers and the occupancy thresholds which trigger incremental levels of employment.

### e) **Staying with Friends and Relatives**

Through primary research, STEAM has created an array of proxy variables which can be used in various types and sizes of destination. Wherever and whenever practicable these various proxy variables are benchmarked by additional local research in differing destination types.

**f) Day Visitors**

STEAM Tourist Day Visitors are regarded as those day visiting whose stay is three hours or more for a non-routine purpose originating outside the local area, whether from home or from a non-resident accommodation outside the object area. National and regional day visitor surveys present ongoing opportunities for benchmarking provided they are statistically valid in the context of the local area.

Information is also obtained on a monthly basis from attractions and events in an area which, together with Tourist Information Centre visitors, provides additional local benchmarking information concerning seasonality and monthly changes, year on year.

**g) Rates of Daily Expenditure**

Following primary research commissioned by Scottish Enterprise in 1996 from System Three (now TNS), a series of subsequent tourism expenditure surveys have been commissioned over the years by local authorities in conjunction with GTS structured specifically for the STEAM input demands. Whilst commissioned for specific areas, the consistency and frequency of these surveys has allowed the development of proxy values for other areas not able to afford such surveys.

**h) Economic Multipliers**

Multipliers, in respect of both tourist economic impacts and employment generated indirectly, are calculated using multipliers created by the Surrey Group for an array of destination types.

**i) Indexing**

STEAM Reports are all indexed so that year on year real comparisons can be made rather than inflation affected. Within each report, Appendices 1 and 2 provide non-indexed outputs so that tourism economic impacts for both the present and past years can be compared in actual values.

**j) Benchmarking**

STEAM takes advantage of all available benchmarking sources, including the United Kingdom Tourist Statistics, the International Passenger Survey, the United Kingdom Leisure Day Visitor Survey, the National Online Manpower Information Service, Local Surveys and those prepared commercially from time to time.

## **4. STEAM REPORT FORMAT**

### **4.1 Introduction**

Each STEAM Report consists of four main sections:

- Numeric Executive Summary
- Comparison Tables
- Appendices
- Charts

### **4.2 Numeric Executive Summary (NES)**

This page provides an annual headline summary for the reporting year which consists of five segments. Each segment makes comparisons between the current year and the previous year concerning each of the main topics which are summarised below:

**a) Analysis by Sector of Expenditure**

This segment of the NES identifies the distribution of visitor spending into the local economy. The year on year comparison eliminates inflationary effects by use of the Retail Price Index (RPI).

**b) Revenue by Category of Expenditure**

This segment illustrates the revenue generated in the local economy by the four main categories of visitor. (The RPI is also used).

**c) Tourist Days**

This segment identifies, by category of visitor, the annual number of Visitor Days spent in the local (study) area. Visitor Days are calculated by multiplying the staying visitors by average length of stay and adding the Day Visitors.



**d) Tourist Numbers**

The count of all visitors annually, regardless of their length of stay.

**e) Sectors in which Employment is Supported**

This information is provided in the form of full time equivalents (FTE's) by category of employment. The employment indicated in STEAM reporting is only that generated by estimated visitor spending. There are employment generators other than STEAM; for example, residents' spend.

### **4.3 Comparison Tables (CT Pages)**

This section of the report provides the monthly STEAM present and previous year outputs which form the basis for the previous section (NES). In addition, it provides monthly estimates of vehicle numbers and the days they spent in the study area.

### **4.4 Appendices**

**Appendix 1 (This Year)** and **Appendix 2 (Last Year)** contain the full details by month and by year of:

- Economic Impact
- Population
- Employment
- Tourist Days/Tourist Numbers
- Vehicle Days/Vehicle Numbers
- Bed Stock

**Appendix 3**

Provides a glossary of terms which is self-explanatory.

**Appendix 4**

Considers the relationship of direct and indirect effects of tourism.

**Appendix 5**

Sources some of the data available by which the employment generated by visitor expenditure can be estimated.

**Appendix 6**

Reviews Day Visitors and their impacts.

**Appendix 7**

Report on statistical confidence levels in STEAM.

### **4.5 Charts**

Provides an indicative group of charts. These charts illustrate the capacity of the Excel spreadsheet to generate them. Appendices 1 and 2 of the electronic report are the basis for their generation.

## **5. Contact:**

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**PEMBROKESHIRE COUNTY COUNCIL**

**STEAM Report 2007**

**Numeric Executive Summary**

All £'s 2007 indexed  
(RPI Factor 06/07 +1.0424)

Issued 19 August 2008

<b>Analysis by Sector of Expenditure (£'s millions)</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
Accommodation	110.7	111.0	-0
Food & Drink	88.2	86.9	1
Recreation	29.5	28.8	3
Shopping	47.0	46.1	2
Transport	37.7	37.4	1
Indirect Expenditure	132.1	129.8	2
VAT	54.8	54.3	1
<b>TOTAL</b>	<b>499.9</b>	<b>494.2</b>	<b>1</b>

<b>Revenue by Category of Visitor (£'s millions)</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
Serviced Accommodation	90.6	99.3	-9
Non-Serviced Accommodation	350.2	333.8	5
SFR	12.9	12.9	-0
Day Visitors	46.2	48.1	-4
<b>TOTAL</b>	<b>499.9</b>	<b>494.2</b>	<b>1</b>

<b>Tourist Days (Thousands)</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
Serviced Accommodation	1,259	1,381	-9
Non-Serviced Accommodation	9,924	9,464	5
SFR	431	432	-0
Day Visitors	1,877	1,954	-4
<b>TOTAL</b>	<b>13,492</b>	<b>13,232</b>	<b>2</b>

<b>Tourist Numbers (Thousands)</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
Serviced Accommodation	609	669	-9
Non-Serviced Accommodation	1,548	1,464	6
SFR	181	181	-0
Day Visitors	1,877	1,954	-4
<b>TOTAL</b>	<b>4,215</b>	<b>4,270</b>	<b>-1</b>

<b>Sectors in which Employment is supported (FTE's)</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
<b>Direct Employment</b>			
Accommodation	9752	9784	-0
Food & Drink	2142	2111	1
Recreation	869	848	3
Shopping	1040	1021	2
Transport	408	405	1
Total Direct Employment	14213	14170	0
Indirect Employment	2116	2079	2
<b>TOTAL</b>	<b>16,329</b>	<b>16,248</b>	<b>0</b>

## 2 EXPENDITURE

This is the final report for 2007, with comparisons with 2006

### 2.1 DIRECT Vs INDIRECT (£000's)

Month of	January	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		10,877	8,831	23
Indirect Expenditure		4,111	3,192	29
<b>TOTAL</b>		<b>14,988</b>	<b>12,023</b>	<b>25</b>
Month of	February	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		9,648	9,635	0
Indirect Expenditure		3,529	3,552	-1
<b>TOTAL</b>		<b>13,177</b>	<b>13,188</b>	<b>-0</b>
Month of	March	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		16,354	15,559	5
Indirect Expenditure		5,818	5,532	5
<b>TOTAL</b>		<b>22,172</b>	<b>21,091</b>	<b>5</b>
Month of	April	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		29,285	30,129	-3
Indirect Expenditure		10,315	10,575	-2
<b>TOTAL</b>		<b>39,601</b>	<b>40,704</b>	<b>-3</b>
Month of	May	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		34,467	31,323	10
Indirect Expenditure		12,151	10,959	11
<b>TOTAL</b>		<b>46,618</b>	<b>42,282</b>	<b>10</b>
Month of	June	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		38,449	38,262	0
Indirect Expenditure		13,613	13,410	2
<b>TOTAL</b>		<b>52,062</b>	<b>51,672</b>	<b>1</b>
Month of	July	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		57,658	58,458	-1
Indirect Expenditure		20,853	20,776	0
<b>TOTAL</b>		<b>78,511</b>	<b>79,234</b>	<b>-1</b>

2.1 DIRECT Vs INDIRECT (£000's)

Month of	August	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		72,884	74,108	-2
Indirect Expenditure		26,239	26,617	-1
<b>TOTAL</b>		<b>99,123</b>	<b>100,725</b>	<b>-2</b>
Month of	September	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		48,975	47,320	3
Indirect Expenditure		17,717	17,192	3
<b>TOTAL</b>		<b>66,692</b>	<b>64,512</b>	<b>3</b>
Month of	October	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		27,021	27,855	-3
Indirect Expenditure		9,658	9,795	-1
<b>TOTAL</b>		<b>36,679</b>	<b>37,650</b>	<b>-3</b>
Month of	November	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		11,177	10,651	5
Indirect Expenditure		4,050	3,743	8
<b>TOTAL</b>		<b>15,227</b>	<b>14,394</b>	<b>6</b>
Month of	December	<u>2007</u>	<u>2006</u>	<u>% change</u>
Direct Expenditure		11,046	12,307	-10
Indirect Expenditure		4,019	4,420	-9
<b>TOTAL</b>		<b>15,065</b>	<b>16,726</b>	<b>-10</b>
<b>Cumulative to December</b>		<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Direct Expenditure		367,840	364,438	1
Indirect Expenditure		132,073	129,765	2
<b>TOTAL</b>		<b>499,913</b>	<b>494,203</b>	<b>1</b>

**2.2 ANALYSIS BY SECTOR OF EXPENDITURE (£000's)**

<b>Month of</b>	<b>January</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		2,929	2,369	24
Food & Drink		2,715	2,190	24
Recreation		898	698	29
Shopping		1,549	1,279	21
Transport		1,165	980	19
Indirect Expenditure		4,111	3,192	29
VAT		1,620	1,315	23
<b>TOTAL</b>		<b>14,988</b>	<b>12,023</b>	<b>25</b>

<b>Month of</b>	<b>February</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		2,840	2,766	3
Food & Drink		2,339	2,352	-1
Recreation		741	753	-2
Shopping		1,251	1,277	-2
Transport		1,040	1,052	-1
Indirect Expenditure		3,529	3,552	-1
VAT		1,437	1,435	0
<b>TOTAL</b>		<b>13,177</b>	<b>13,188</b>	<b>-0</b>

<b>Month of</b>	<b>March</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		4,200	3,833	10
Food & Drink		4,289	4,137	4
Recreation		1,430	1,394	3
Shopping		2,233	2,178	3
Transport		1,766	1,699	4
Indirect Expenditure		5,818	5,532	5
VAT		2,436	2,317	5
<b>TOTAL</b>		<b>22,172</b>	<b>21,091</b>	<b>5</b>

<b>Month of</b>	<b>April</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		6,720	7,195	-7
Food & Drink		7,927	8,065	-2
Recreation		2,673	2,698	-1
Shopping		4,259	4,292	-1
Transport		3,345	3,391	-1
Indirect Expenditure		10,315	10,575	-2
VAT		4,362	4,487	-3
<b>TOTAL</b>		<b>39,601</b>	<b>40,704</b>	<b>-3</b>

**2.2 ANALYSIS BY SECTOR OF EXPENDITURE (£000's)**

<b>Month of</b>	<b>May</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		8,508	8,050	6
Food & Drink		9,157	8,195	12
Recreation		3,048	2,687	13
Shopping		4,767	4,252	12
Transport		3,854	3,473	11
Indirect Expenditure		12,151	10,959	11
VAT		5,133	4,665	10
<b>TOTAL</b>		<b>46,618</b>	<b>42,282</b>	<b>10</b>

<b>Month of</b>	<b>June</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		9,099	9,338	-3
Food & Drink		10,321	10,177	1
Recreation		3,463	3,371	3
Shopping		5,442	5,319	2
Transport		4,398	4,358	1
Indirect Expenditure		13,613	13,410	2
VAT		5,726	5,699	0
<b>TOTAL</b>		<b>52,062</b>	<b>51,672</b>	<b>1</b>

<b>Month of</b>	<b>July</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		20,554	20,366	1
Food & Drink		12,409	12,814	-3
Recreation		4,170	4,263	-2
Shopping		6,612	6,782	-2
Transport		5,324	5,526	-4
Indirect Expenditure		20,853	20,776	0
VAT		8,587	8,707	-1
<b>TOTAL</b>		<b>78,511</b>	<b>79,234</b>	<b>-1</b>

<b>Month of</b>	<b>August</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		25,205	25,738	-2
Food & Drink		15,930	16,137	-1
Recreation		5,354	5,392	-1
Shopping		8,587	8,703	-1
Transport		6,954	7,101	-2
Indirect Expenditure		26,239	26,617	-1
VAT		10,855	11,037	-2
<b>TOTAL</b>		<b>99,123</b>	<b>100,725</b>	<b>-2</b>

**2.2 ANALYSIS BY SECTOR OF EXPENDITURE (£000's)**

<b>Month of</b>	<b>September</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		18,250	17,974	2
Food & Drink		10,276	9,759	5
Recreation		3,436	3,238	6
Shopping		5,367	5,123	5
Transport		4,351	4,178	4
Indirect Expenditure		17,717	17,192	3
VAT		7,294	7,048	3
<b>TOTAL</b>		<b>66,692</b>	<b>64,512</b>	<b>3</b>

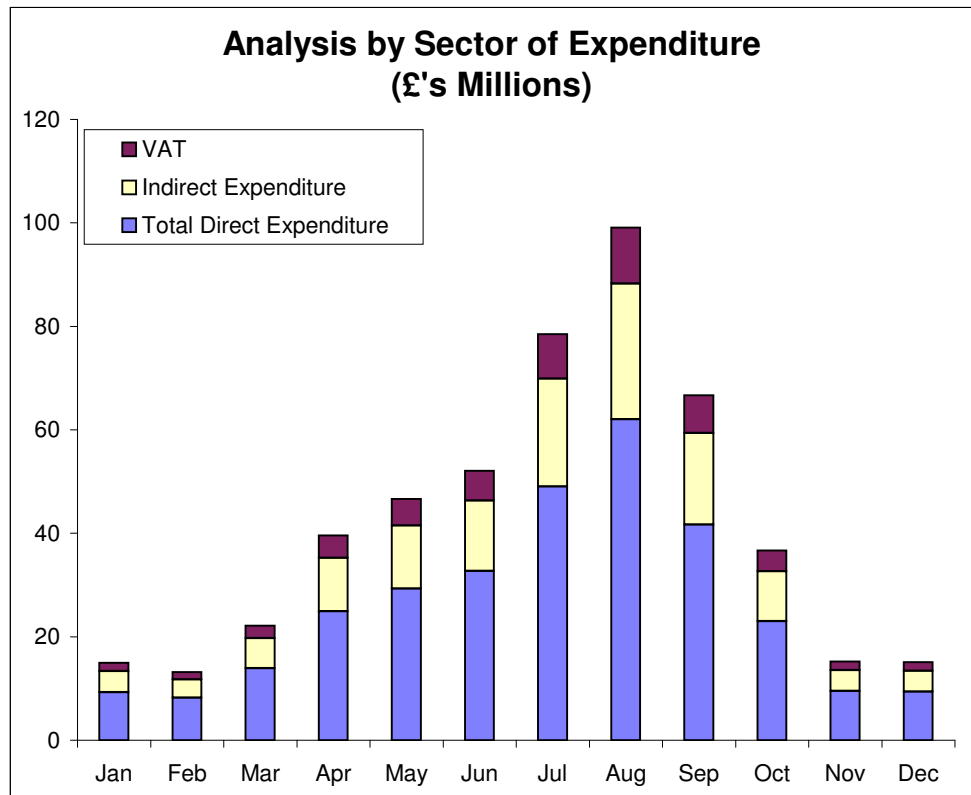
<b>Month of</b>	<b>October</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		6,388	6,775	-6
Food & Drink		7,243	7,399	-2
Recreation		2,447	2,459	-0
Shopping		3,855	3,906	-1
Transport		3,064	3,167	-3
Indirect Expenditure		9,658	9,795	-1
VAT		4,024	4,149	-3
<b>TOTAL</b>		<b>36,679</b>	<b>37,650</b>	<b>-3</b>

<b>Month of</b>	<b>November</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		2,960	2,991	-1
Food & Drink		2,856	2,672	7
Recreation		943	855	10
Shopping		1,533	1,401	9
Transport		1,220	1,145	6
Indirect Expenditure		4,050	3,743	8
VAT		1,665	1,586	5
<b>TOTAL</b>		<b>15,227</b>	<b>14,394</b>	<b>6</b>

<b>Month of</b>	<b>December</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Accommodation		3,017	3,553	-15
Food & Drink		2,764	3,030	-9
Recreation		902	966	-7
Shopping		1,542	1,635	-6
Transport		1,175	1,290	-9
Indirect Expenditure		4,019	4,420	-9
VAT		1,645	1,833	-10
<b>TOTAL</b>		<b>15,065</b>	<b>16,726</b>	<b>-10</b>

**2.2 ANALYSIS BY SECTOR OF EXPENDITURE (£000's)**

<b>Cumulative to December</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
Accommodation	110,669	110,951	-0
Food & Drink	88,225	86,928	1
Recreation	29,506	28,773	3
Shopping	46,998	46,147	2
Transport	37,657	37,361	1
Indirect Expenditure	132,073	129,765	2
VAT	54,785	54,278	1
<b>TOTAL</b>	<b>499,913</b>	<b>494,203</b>	<b>1</b>





**2.3 ANALYSIS BY CATEGORY OF TOURISM (£000's)**

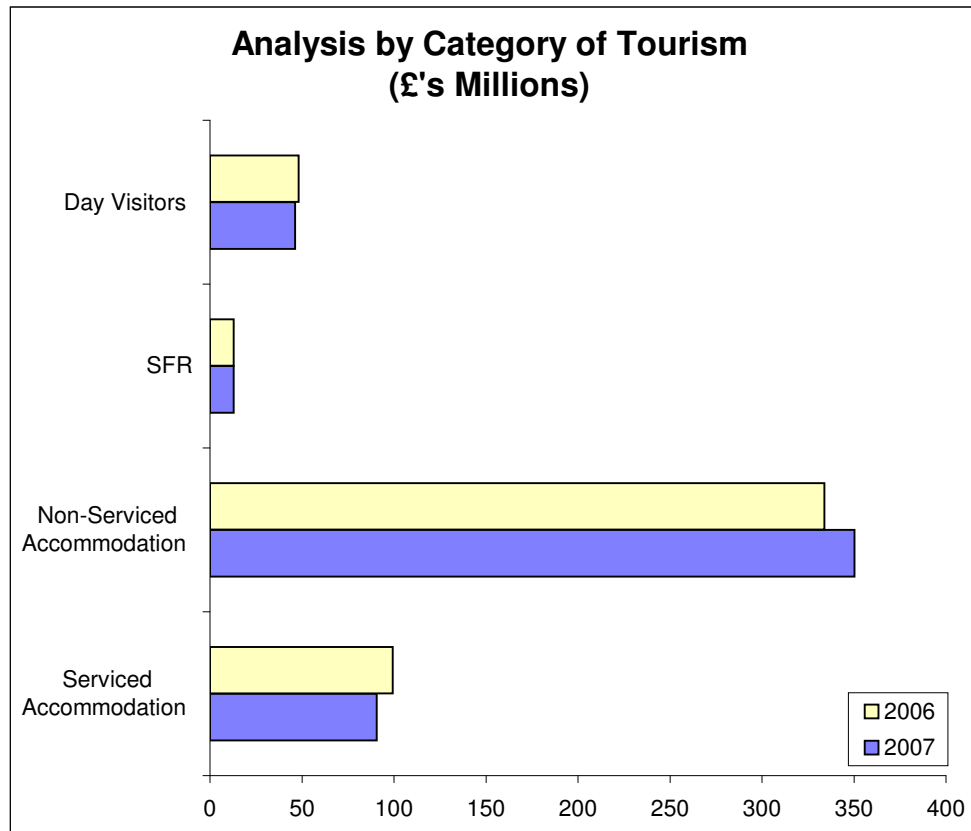
<b>Month of</b>	<b>January</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		2,603	2,806	-7
Non-Serviced Accommodation		9,801	6,478	51
SFR		1,793	1,796	-0
Day Visitors		791	942	-16
<b>TOTAL</b>		<b>14,988</b>	<b>12,023</b>	<b>25</b>
<b>Month of</b>	<b>February</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		3,452	3,187	8
Non-Serviced Accommodation		7,555	7,706	-2
SFR		602	603	-0
Day Visitors		1,567	1,691	-7
<b>TOTAL</b>		<b>13,177</b>	<b>13,188</b>	<b>-0</b>
<b>Month of</b>	<b>March</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		4,530	3,891	16
Non-Serviced Accommodation		15,556	15,172	3
SFR		685	686	-0
Day Visitors		1,401	1,342	4
<b>TOTAL</b>		<b>22,172</b>	<b>21,091</b>	<b>5</b>
<b>Month of</b>	<b>April</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		6,863	7,804	-12
Non-Serviced Accommodation		27,624	27,914	-1
SFR		1,635	1,638	-0
Day Visitors		3,478	3,348	4
<b>TOTAL</b>		<b>39,601</b>	<b>40,704</b>	<b>-3</b>
<b>Month of</b>	<b>May</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		9,554	9,889	-3
Non-Serviced Accommodation		31,932	27,466	16
SFR		1,052	1,054	-0
Day Visitors		4,079	3,874	5
<b>TOTAL</b>		<b>46,618</b>	<b>42,282</b>	<b>10</b>
<b>Month of</b>	<b>June</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		9,591	10,914	-12
Non-Serviced Accommodation		36,034	34,262	5
SFR		810	812	-0
Day Visitors		5,627	5,685	-1
<b>TOTAL</b>		<b>52,062</b>	<b>51,672</b>	<b>1</b>

**2.3 ANALYSIS BY CATEGORY OF TOURISM (£000's)**

<b>Month of</b>	<b>July</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		13,132	15,195	-14
Non-Serviced Accommodation		56,968	55,163	3
SFR		1,315	1,317	-0
Day Visitors		7,096	7,559	-6
<b>TOTAL</b>		<b>78,511</b>	<b>79,234</b>	<b>-1</b>
<b>Month of</b>	<b>August</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		16,233	17,478	-7
Non-Serviced Accommodation		70,603	70,152	1
SFR		1,392	1,394	-0
Day Visitors		10,896	11,701	-7
<b>TOTAL</b>		<b>99,123</b>	<b>100,725</b>	<b>-2</b>
<b>Month of</b>	<b>September</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		12,030	12,283	-2
Non-Serviced Accommodation		48,703	45,918	6
SFR		717	718	-0
Day Visitors		5,242	5,593	-6
<b>TOTAL</b>		<b>66,692</b>	<b>64,512</b>	<b>3</b>
<b>Month of</b>	<b>October</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		6,238	7,675	-19
Non-Serviced Accommodation		25,988	25,084	4
SFR		716	717	-0
Day Visitors		3,737	4,174	-10
<b>TOTAL</b>		<b>36,679</b>	<b>37,650</b>	<b>-3</b>
<b>Month of</b>	<b>November</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		3,146	3,889	-19
Non-Serviced Accommodation		10,025	8,584	17
SFR		558	559	-0
Day Visitors		1,497	1,363	10
<b>TOTAL</b>		<b>15,227</b>	<b>14,394</b>	<b>6</b>
<b>Month of</b>	<b>December</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		3,234	4,334	-25
Non-Serviced Accommodation		9,434	9,945	-5
SFR		1,616	1,619	-0
Day Visitors		781	828	-6
<b>TOTAL</b>		<b>15,065</b>	<b>16,726</b>	<b>-10</b>

**2.3 ANALYSIS BY CATEGORY OF TOURISM (£000's)**

<b>Cumulative to December</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
Serviced Accommodation	90,606	99,346	-9
Non-Serviced Accommodation	350,222	333,843	5
SFR	12,892	12,914	-0
Day Visitors	46,193	48,100	-4
<b>TOTAL</b>	<b>499,913</b>	<b>494,203</b>	<b>1</b>



**3 TOURIST DAYS AND NUMBERS**

**3.1 TOURIST DAYS (000's)**

Month of	January	<u>2007</u>	<u>2006</u>	<u>% change</u>
Serviced Accommodation		37.3	40.0	-7
Non-Serviced Accommodation		288.5	192.0	50
SFR		60.0	60.1	-0
Day Visitors		32.2	38.3	-16
<b>TOTAL</b>		<b>417.9</b>	<b>330.4</b>	<b>26</b>

Month of	February	<u>2007</u>	<u>2006</u>	<u>% change</u>
Serviced Accommodation		50.9	46.5	9
Non-Serviced Accommodation		222.3	226.6	-2
SFR		20.2	20.2	-0
Day Visitors		63.7	68.7	-7
<b>TOTAL</b>		<b>357.0</b>	<b>362.0</b>	<b>-1</b>

Month of	March	<u>2007</u>	<u>2006</u>	<u>% change</u>
Serviced Accommodation		65.7	55.2	19
Non-Serviced Accommodation		504.0	495.2	2
SFR		22.9	23.0	-0
Day Visitors		56.9	54.5	4
<b>TOTAL</b>		<b>649.6</b>	<b>628.0</b>	<b>3</b>

Month of	April	<u>2007</u>	<u>2006</u>	<u>% change</u>
Serviced Accommodation		101.4	114.9	-12
Non-Serviced Accommodation		908.7	916.0	-1
SFR		54.7	54.8	-0
Day Visitors		141.3	136.1	4
<b>TOTAL</b>		<b>1,206.1</b>	<b>1,221.7</b>	<b>-1</b>

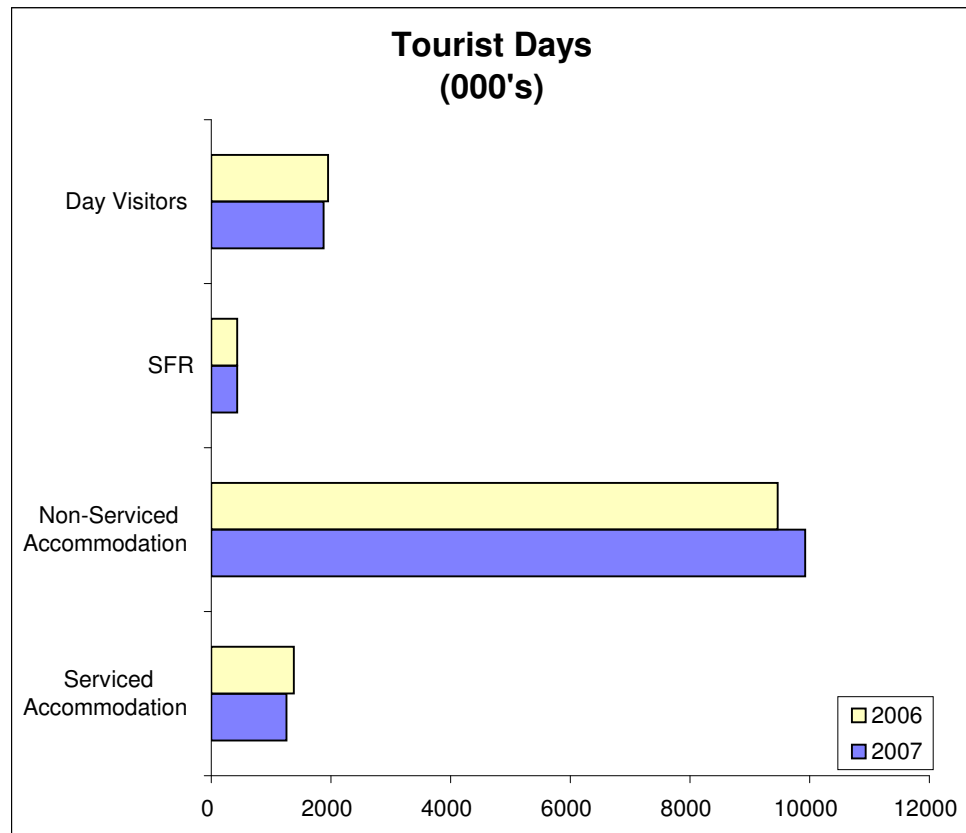
Month of	May	<u>2007</u>	<u>2006</u>	<u>% change</u>
Serviced Accommodation		145.6	148.2	-2
Non-Serviced Accommodation		1,045.2	899.7	16
SFR		35.2	35.3	-0
Day Visitors		165.8	157.4	5
<b>TOTAL</b>		<b>1,391.7</b>	<b>1,240.5</b>	<b>12</b>

Month of	June	<u>2007</u>	<u>2006</u>	<u>% change</u>
Serviced Accommodation		146.1	166.7	-12
Non-Serviced Accommodation		1,177.2	1,121.3	5
SFR		27.1	27.2	-0
Day Visitors		228.6	231.0	-1
<b>TOTAL</b>		<b>1,579.1</b>	<b>1,546.2</b>	<b>2</b>

<b>3.1 TOURIST DAYS (000's)</b>				
<b>Month of</b>	<b>July</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		168.7	196.5	-14
Non-Serviced Accommodation		1,402.2	1,399.4	0
SFR		44.0	44.1	-0
Day Visitors		288.3	307.1	-6
<b>TOTAL</b>		<b>1,903.2</b>	<b>1,947.2</b>	<b>-2</b>
<b>Month of</b>	<b>August</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		208.5	225.0	-7
Non-Serviced Accommodation		1,750.4	1,732.2	1
SFR		46.6	46.6	-0
Day Visitors		442.8	475.5	-7
<b>TOTAL</b>		<b>2,448.2</b>	<b>2,479.2</b>	<b>-1</b>
<b>Month of</b>	<b>September</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		154.3	154.7	-0
Non-Serviced Accommodation		1,174.1	1,084.3	8
SFR		24.0	24.0	-0
Day Visitors		213.0	227.3	-6
<b>TOTAL</b>		<b>1,565.4</b>	<b>1,490.3</b>	<b>5</b>
<b>Month of</b>	<b>October</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		91.4	114.2	-20
Non-Serviced Accommodation		846.8	821.0	3
SFR		24.0	24.0	-0
Day Visitors		151.9	169.6	-10
<b>TOTAL</b>		<b>1,114.1</b>	<b>1,128.9</b>	<b>-1</b>
<b>Month of</b>	<b>November</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		44.1	55.6	-21
Non-Serviced Accommodation		316.6	273.9	16
SFR		18.7	18.7	-0
Day Visitors		60.8	55.4	10
<b>TOTAL</b>		<b>440.2</b>	<b>403.5</b>	<b>9</b>
<b>Month of</b>	<b>December</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		45.0	63.6	-29
Non-Serviced Accommodation		288.2	302.7	-5
SFR		54.1	54.2	-0
Day Visitors		31.7	33.7	-6
<b>TOTAL</b>		<b>419.0</b>	<b>454.1</b>	<b>-8</b>

**3.1 TOURIST DAYS (000's)**

<b>Cumulative to December</b>	<b>2007</b>	<b>2006</b>	<b>% change</b>
Serviced Accommodation	1,259.1	1,381.1	-9
Non-Serviced Accommodation	9,924.2	9,464.3	5
SFR	431.3	432.0	-0
Day Visitors	1,877.0	1,954.5	-4
<b>TOTAL</b>	<b>13,491.6</b>	<b>13,231.9</b>	<b>2</b>



**3.2 TOURIST NUMBERS (000's)**

<b>Month of</b>	<b>January</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		20.5	21.7	-6
Non-Serviced Accommodation		84.9	56.5	50
SFR		24.0	24.0	-0
Day Visitors		32.2	38.3	-16
<b>TOTAL</b>		<b>161.5</b>	<b>140.5</b>	<b>15</b>
<b>Month of</b>	<b>February</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		29.0	25.6	13
Non-Serviced Accommodation		55.6	56.6	-2
SFR		9.6	9.6	-0
Day Visitors		63.7	68.7	-7
<b>TOTAL</b>		<b>157.9</b>	<b>160.6</b>	<b>-2</b>
<b>Month of</b>	<b>March</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		38.5	32.1	20
Non-Serviced Accommodation		105.0	103.2	2
SFR		10.7	10.7	-0
Day Visitors		56.9	54.5	4
<b>TOTAL</b>		<b>211.1</b>	<b>200.5</b>	<b>5</b>
<b>Month of</b>	<b>April</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		54.1	57.2	-5
Non-Serviced Accommodation		142.0	143.1	-1
SFR		20.3	20.3	-0
Day Visitors		141.3	136.1	4
<b>TOTAL</b>		<b>357.7</b>	<b>356.7</b>	<b>0</b>
<b>Month of</b>	<b>May</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		66.9	72.2	-7
Non-Serviced Accommodation		151.5	130.4	16
SFR		16.0	16.0	-0
Day Visitors		165.8	157.4	5
<b>TOTAL</b>		<b>400.1</b>	<b>376.0</b>	<b>6</b>
<b>Month of</b>	<b>June</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		63.5	75.1	-15
Non-Serviced Accommodation		168.2	160.2	5
SFR		12.9	12.9	-0
Day Visitors		228.6	231.0	-1
<b>TOTAL</b>		<b>473.2</b>	<b>479.2</b>	<b>-1</b>

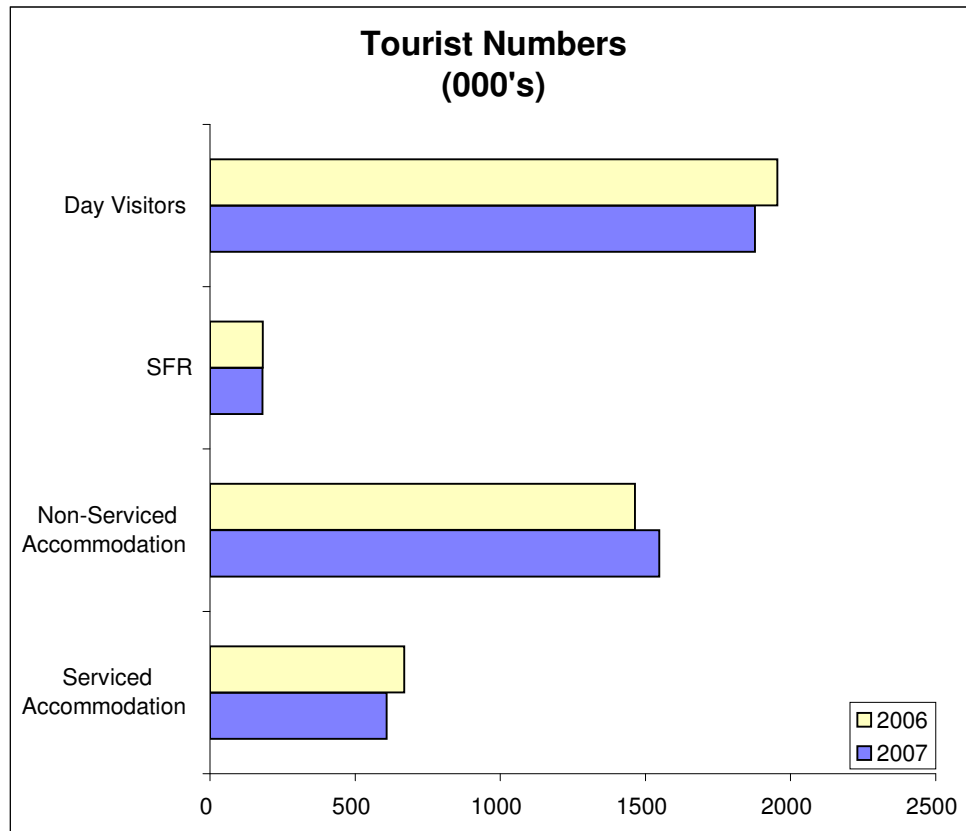
**3.2 TOURIST NUMBERS (000's)**

<b>Month of</b>	<b>July</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		76.6	94.6	-19
Non-Serviced Accommodation		197.5	197.1	0
SFR		17.6	17.6	-0
Day Visitors		288.3	307.1	-6
<b>TOTAL</b>		<b>580.0</b>	<b>616.4</b>	<b>-6</b>
<b>Month of</b>	<b>August</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		86.4	94.8	-9
Non-Serviced Accommodation		230.3	227.9	1
SFR		17.9	17.9	-0
Day Visitors		442.8	475.5	-7
<b>TOTAL</b>		<b>777.3</b>	<b>816.1</b>	<b>-5</b>
<b>Month of</b>	<b>September</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		74.3	76.2	-3
Non-Serviced Accommodation		170.2	157.1	8
SFR		11.1	11.1	-0
Day Visitors		213.0	227.3	-6
<b>TOTAL</b>		<b>468.6</b>	<b>471.7</b>	<b>-1</b>
<b>Month of</b>	<b>October</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		43.2	53.2	-19
Non-Serviced Accommodation		121.0	117.3	3
SFR		11.2	11.2	-0
Day Visitors		151.9	169.6	-10
<b>TOTAL</b>		<b>327.2</b>	<b>351.3</b>	<b>-7</b>
<b>Month of</b>	<b>November</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		27.7	29.8	-7
Non-Serviced Accommodation		70.4	60.9	16
SFR		9.2	9.2	-0
Day Visitors		60.8	55.4	10
<b>TOTAL</b>		<b>168.1</b>	<b>155.3</b>	<b>8</b>
<b>Month of</b>	<b>December</b>	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>% change</u></b>
Serviced Accommodation		28.4	36.8	-23
Non-Serviced Accommodation		51.5	54.0	-5
SFR		20.8	20.8	-0
Day Visitors		31.7	33.7	-6
<b>TOTAL</b>		<b>132.3</b>	<b>145.3</b>	<b>-9</b>



**3.2 TOURIST NUMBERS (000's)**

<b>Cumulative to December</b>	<u>2007</u>	<u>2006</u>	<u>% change</u>
Serviced Accommodation	609.0	669.2	-9
Non-Serviced Accommodation	1,547.8	1,464.4	6
SFR	181.2	181.5	-0
Day Visitors	1,877.0	1,954.5	-4
<b>TOTAL</b>	<b>4,215.0</b>	<b>4,269.6</b>	<b>-1</b>



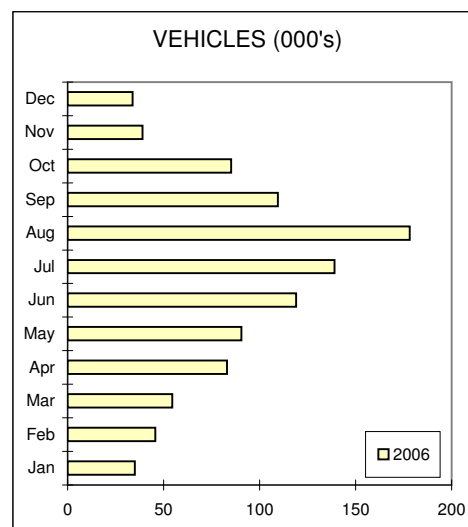
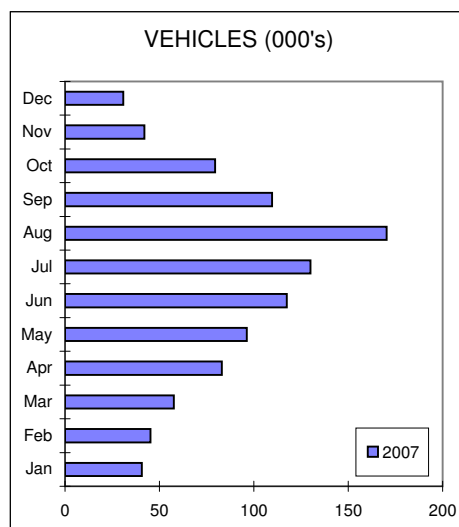
**4 TOURIST TRAFFIC** **2007** **2006** **% change**

The number of tourist cars on the roads of the District was (000's):

Jan	40.7	35.0	16
Feb	45.3	45.7	-1
Mar	57.6	54.4	6
Apr	83.1	83.0	0
May	96.3	90.4	7
Jun	117.5	119.1	-1
Jul	129.9	138.9	-6
Aug	170.3	178.2	-4
Sep	109.6	109.5	0
Oct	79.5	85.2	-7
Nov	42.0	38.9	8
Dec	30.8	33.8	-9
<b>TOTAL</b>	<b>1,002.8</b>	<b>1,012.2</b>	<b>-1</b>

In terms of vehicle days, this was (000's):

VEHICLE DAYS (000's)	2007	2006	% change
Jan	108.2	85.4	27
Feb	109.9	111.0	-1
Mar	175.4	169.1	4
Apr	294.1	297.4	-1
May	358.4	317.5	13
Jun	410.3	402.0	2
Jul	452.6	468.0	-3
Aug	572.6	577.8	-1
Sep	398.9	377.5	6
Oct	276.1	280.3	-1
Nov	111.5	102.3	9
Dec	94.5	102.1	-8
<b>TOTAL</b>	<b>3,362.6</b>	<b>3,290.5</b>	<b>2</b>



<b>Economic Impact</b>	<b>Expenditure and Revenue £'000's</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Direct Expenditure	10,877	9,648	16,354	29,285	34,467	38,449	57,658	72,884	48,975	27,021	11,177	11,046	<b>367,840</b>
Indirect Expenditure	4,111	3,529	5,818	10,315	12,151	13,613	20,853	26,239	17,717	9,658	4,050	4,019	<b>132,073</b>
<b>Total</b>	<b>14,988</b>	<b>13,177</b>	<b>22,172</b>	<b>39,601</b>	<b>46,618</b>	<b>52,062</b>	<b>78,511</b>	<b>99,123</b>	<b>66,692</b>	<b>36,679</b>	<b>15,227</b>	<b>15,065</b>	<b>499,913</b>

<b>Economic Impact</b>	<b>Expenditure and Revenue £'000's</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Direct Revenue	9,257	8,211	13,919	24,924	29,333	32,723	49,070	62,029	41,681	22,997	9,512	9,400	<b>313,055</b>
Indirect Expenditure	4,111	3,529	5,818	10,315	12,151	13,613	20,853	26,239	17,717	9,658	4,050	4,019	<b>132,073</b>
VAT	1,620	1,437	2,436	4,362	5,133	5,726	8,587	10,855	7,294	4,024	1,665	1,645	<b>54,785</b>
<b>Total</b>	<b>14,988</b>	<b>13,177</b>	<b>22,172</b>	<b>39,601</b>	<b>46,618</b>	<b>52,062</b>	<b>78,511</b>	<b>99,123</b>	<b>66,692</b>	<b>36,679</b>	<b>15,227</b>	<b>15,065</b>	<b>499,913</b>

<b>Economic Impact</b>	<b>Categories giving rise to tourism expenditure</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Serviced Accommodation	2,603	3,452	4,530	6,863	9,554	9,591	13,132	16,233	12,030	6,238	3,146	3,234	<b>90,606</b>
Non-Serviced Accommodation	9,801	7,555	15,556	27,624	31,932	36,034	56,968	70,603	48,703	25,988	10,025	9,434	<b>350,222</b>
SFR	1,793	602	685	1,635	1,052	810	1,315	1,392	717	716	558	1,616	<b>12,892</b>
Day Visitors	791	1,567	1,401	3,478	4,079	5,627	7,096	10,896	5,242	3,737	1,497	781	<b>46,193</b>
<b>Total</b>	<b>14,988</b>	<b>13,177</b>	<b>22,172</b>	<b>39,601</b>	<b>46,618</b>	<b>52,062</b>	<b>78,511</b>	<b>99,123</b>	<b>66,692</b>	<b>36,679</b>	<b>15,227</b>	<b>15,065</b>	<b>499,913</b>

<b>Economic Impact</b>	<b>Sectors in which expenditure is made</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>Direct Expenditure</b>													
Accommodation	2,929	2,840	4,200	6,720	8,508	9,099	20,554	25,205	18,250	6,388	2,960	3,017	<b>110,669</b>
Food & Drink	2,715	2,339	4,289	7,927	9,157	10,321	12,409	15,930	10,276	7,243	2,856	2,764	<b>88,225</b>
Recreation	898	741	1,430	2,673	3,048	3,463	4,170	5,354	3,436	2,447	943	902	<b>29,506</b>
Shopping	1,549	1,251	2,233	4,259	4,767	5,442	6,612	8,587	5,367	3,855	1,533	1,542	<b>46,998</b>
Transport	1,165	1,040	1,766	3,345	3,854	4,398	5,324	6,954	4,351	3,064	1,220	1,175	<b>37,657</b>
<b>Total Direct Expenditure</b>	<b>9,257</b>	<b>8,211</b>	<b>13,919</b>	<b>24,924</b>	<b>29,333</b>	<b>32,723</b>	<b>49,070</b>	<b>62,029</b>	<b>41,681</b>	<b>22,997</b>	<b>9,512</b>	<b>9,400</b>	<b>313,055</b>
VAT	1,620	1,437	2,436	4,362	5,133	5,726	8,587	10,855	7,294	4,024	1,665	1,645	<b>54,785</b>
Indirect Expenditure	4,111	3,529	5,818	10,315	12,151	13,613	20,853	26,239	17,717	9,658	4,050	4,019	<b>132,073</b>
<b>Total</b>	<b>5,731</b>	<b>4,966</b>	<b>8,253</b>	<b>14,677</b>	<b>17,284</b>	<b>19,340</b>	<b>29,440</b>	<b>37,095</b>	<b>25,011</b>	<b>13,682</b>	<b>5,715</b>	<b>5,664</b>	<b>499,913</b>

<b>Population</b>												<b>Avg</b>	
Total Population	117,300	117,300	117,300	117,300	117,300	117,300	117,300	117,300	117,300	117,300	117,300	117,300	<b>117,300</b>

<b>Employment</b>													<b>FTE's</b>
<b>Supported by tourism activity in these Categories</b>													
<b>Direct Employment</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Serviced Accommodation	2,793	2,926	3,172	3,421	3,621	3,623	3,725	3,907	3,658	3,355	2,990	2,915	<b>3,342</b>
Non-Serviced Accommodation	7,011	6,763	8,662	10,373	10,904	11,433	12,306	17,819	11,420	10,059	7,196	7,052	<b>10,083</b>
SFR	298	100	114	272	175	135	219	232	119	119	93	269	<b>179</b>
Day Visitors	125	248	222	550	645	890	1,122	1,723	829	591	237	123	<b>609</b>
<b>Total Direct Employment</b>	<b>10,227</b>	<b>10,037</b>	<b>12,169</b>	<b>14,616</b>	<b>15,344</b>	<b>16,081</b>	<b>17,373</b>	<b>23,680</b>	<b>16,026</b>	<b>14,124</b>	<b>10,515</b>	<b>10,359</b>	<b>14,213</b>
Indirect Employment	790	678	1,118	1,983	2,336	2,617	4,009	5,045	3,406	1,857	779	773	<b>2,116</b>
<b>Total</b>	<b>11,018</b>	<b>10,715</b>	<b>13,288</b>	<b>16,599</b>	<b>17,680</b>	<b>18,698</b>	<b>21,382</b>	<b>28,725</b>	<b>19,433</b>	<b>15,981</b>	<b>11,294</b>	<b>11,132</b>	<b>16,329</b>

<b>Employment</b>													<b>FTE's</b>
<b>Sectors in which employment is supported</b>													
<b>Direct Employment</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Accommodation	8,556	8,625	9,591	9,795	9,831	9,831	9,833	13,960	9,825	9,726	8,783	8,673	<b>9,752</b>
Food & Drink	791	681	1,250	2,310	2,668	3,007	3,616	4,641	2,994	2,110	832	805	<b>2,142</b>
Recreation	318	262	506	945	1,078	1,225	1,474	1,893	1,215	865	333	319	<b>869</b>
Shopping	411	332	593	1,131	1,266	1,445	1,756	2,281	1,426	1,024	407	410	<b>1,040</b>
Transport	152	135	230	435	502	573	693	905	566	399	159	153	<b>408</b>
<b>Total Direct Employment</b>	<b>10,227</b>	<b>10,037</b>	<b>12,169</b>	<b>14,616</b>	<b>15,344</b>	<b>16,081</b>	<b>17,373</b>	<b>23,680</b>	<b>16,026</b>	<b>14,124</b>	<b>10,515</b>	<b>10,359</b>	<b>14,213</b>
Indirect Employment	790	678	1,118	1,983	2,336	2,617	4,009	5,045	3,406	1,857	779	773	<b>2,116</b>
<b>Total</b>	<b>11,018</b>	<b>10,715</b>	<b>13,288</b>	<b>16,599</b>	<b>17,680</b>	<b>18,698</b>	<b>21,382</b>	<b>28,725</b>	<b>19,433</b>	<b>15,981</b>	<b>11,294</b>	<b>11,132</b>	<b>16,329</b>

<b>Tourists</b>	<b>Tourists 000's</b>												
<b>Tourist Days 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	37.3	50.9	65.7	101.4	145.6	146.1	168.7	208.5	154.3	91.4	44.1	45.0	<b>1,259</b>
Non-Serviced Accommodation	288.5	222.3	504.0	908.7	1,045.2	1,177.2	1,402.2	1,750.4	1,174.1	846.8	316.6	288.2	<b>9,924</b>
SFR	60.0	20.2	22.9	54.7	35.2	27.1	44.0	46.6	24.0	24.0	18.7	54.1	<b>431</b>
Day Visitors	32.2	63.7	56.9	141.3	165.8	228.6	288.3	442.8	213.0	151.9	60.8	31.7	<b>1,877</b>
<b>Total Tourist Days 000's</b>	<b>417.9</b>	<b>357.0</b>	<b>649.6</b>	<b>1,206.1</b>	<b>1,391.7</b>	<b>1,579.1</b>	<b>1,903.2</b>	<b>2,448.2</b>	<b>1,565.4</b>	<b>1,114.1</b>	<b>440.2</b>	<b>419.0</b>	<b>13,492</b>

<b>Tourists</b>	<b>Tourists 000's</b>												
<b>Tourist Numbers 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	20.5	29.0	38.5	54.1	66.9	63.5	76.6	86.4	74.3	43.2	27.7	28.4	<b>609</b>
Non-Serviced Accommodation	84.9	55.6	105.0	142.0	151.5	168.2	197.5	230.3	170.2	121.0	70.4	51.5	<b>1,548</b>
SFR	24.0	9.6	10.7	20.3	16.0	12.9	17.6	17.9	11.1	11.2	9.2	20.8	<b>181</b>
Day Visitors	32.2	63.7	56.9	141.3	165.8	228.6	288.3	442.8	213.0	151.9	60.8	31.7	<b>1,877</b>
<b>Total Tourist Numbers 000's</b>	<b>161.5</b>	<b>157.9</b>	<b>211.1</b>	<b>357.7</b>	<b>400.1</b>	<b>473.2</b>	<b>580.0</b>	<b>777.3</b>	<b>468.6</b>	<b>327.2</b>	<b>168.1</b>	<b>132.3</b>	<b>4,215</b>

<b>Vehicles</b>	<b>Vehicles 000's</b>												
<b>Vehicle Days 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	9.8	17.8	24.2	26.8	41.9	40.5	43.9	54.3	40.2	25.3	12.6	12.2	<b>350</b>
Non-Serviced Accommodation	74.2	71.7	131.6	223.1	273.3	310.1	338.7	417.0	309.5	209.4	79.6	59.9	<b>2,498</b>
SFR	17.8	6.0	6.8	16.2	10.4	8.0	13.0	13.8	7.1	7.1	5.5	16.0	<b>128</b>
Day Visitors	6.4	14.4	12.8	27.9	32.7	51.6	56.9	87.4	42.1	34.3	13.7	6.3	<b>387</b>
<b>Total Vehicle Days 000's</b>	<b>108.2</b>	<b>109.9</b>	<b>175.4</b>	<b>294.1</b>	<b>358.4</b>	<b>410.3</b>	<b>452.6</b>	<b>572.6</b>	<b>398.9</b>	<b>276.1</b>	<b>111.5</b>	<b>94.5</b>	<b>3,363</b>

<b>Vehicles</b>	<b>Vehicles 000's</b>												
<b>Vehicle Numbers 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	5.4	10.2	14.2	14.3	19.3	17.8	20.1	22.7	19.4	12.0	7.8	7.7	<b>171</b>
Non-Serviced Accommodation	21.8	17.9	27.4	34.9	39.6	44.3	47.7	54.9	44.9	29.9	17.7	10.7	<b>392</b>
SFR	7.1	2.8	3.2	6.0	4.7	3.8	5.2	5.3	3.3	3.3	2.7	6.2	<b>54</b>
Day Visitors	6.4	14.4	12.8	27.9	32.7	51.6	56.9	87.4	42.1	34.3	13.7	6.3	<b>387</b>
<b>Total Vehicle Numbers 000's</b>	<b>40.7</b>	<b>45.3</b>	<b>57.6</b>	<b>83.1</b>	<b>96.3</b>	<b>117.5</b>	<b>129.9</b>	<b>170.3</b>	<b>109.6</b>	<b>79.5</b>	<b>42.0</b>	<b>30.8</b>	<b>1,003</b>

<b>BED STOCK (number of beds)</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>MAX</b>
Serviced Accommodation	8,407	8,800	9,510	9,724	9,739	9,739	9,739	9,739	9,735	9,672	9,127	8,828	<b>9,739</b>
Non-Serviced Accommodation	27,849	26,848	62,018	68,531	69,398	69,398	69,413	69,413	69,366	65,719	36,323	32,103	<b>69,413</b>
<b>Total BED STOCK (number of beds)</b>	<b>36,256</b>	<b>35,648</b>	<b>71,528</b>	<b>78,255</b>	<b>79,137</b>	<b>79,137</b>	<b>79,152</b>	<b>79,152</b>	<b>79,101</b>	<b>75,391</b>	<b>45,450</b>	<b>40,931</b>	<b>79,152</b>

<b>Economic Impact</b>	<b>Expenditure and Revenue £'000's</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Direct Expenditure	8,472	9,243	14,926	28,903	30,049	36,706	56,080	71,094	45,395	26,722	10,218	11,806	<b>349,615</b>
Indirect Expenditure	3,062	3,408	5,307	10,145	10,514	12,864	19,931	25,534	16,493	9,397	3,591	4,240	<b>124,486</b>
<b>Total</b>	<b>11,534</b>	<b>12,651</b>	<b>20,233</b>	<b>39,048</b>	<b>40,562</b>	<b>49,570</b>	<b>76,011</b>	<b>96,628</b>	<b>61,888</b>	<b>36,119</b>	<b>13,809</b>	<b>16,046</b>	<b>474,101</b>

<b>Economic Impact</b>	<b>Expenditure and Revenue £'000's</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Direct Revenue	7,210	7,867	12,703	24,598	25,573	31,239	47,728	60,506	38,634	22,742	8,696	10,048	<b>297,544</b>
Indirect Expenditure	3,062	3,408	5,307	10,145	10,514	12,864	19,931	25,534	16,493	9,397	3,591	4,240	<b>124,486</b>
VAT	1,262	1,377	2,223	4,305	4,475	5,467	8,352	10,588	6,761	3,980	1,522	1,758	<b>52,070</b>
<b>Total</b>	<b>11,534</b>	<b>12,651</b>	<b>20,233</b>	<b>39,048</b>	<b>40,562</b>	<b>49,570</b>	<b>76,011</b>	<b>96,628</b>	<b>61,888</b>	<b>36,119</b>	<b>13,809</b>	<b>16,046</b>	<b>474,101</b>

<b>Economic Impact</b>	<b>Categories giving rise to tourism expenditure</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Serviced Accommodation	2,692	3,057	3,733	7,487	9,487	10,470	14,577	16,767	11,783	7,363	3,731	4,158	<b>95,305</b>
Non-Serviced Accommodation	6,214	7,392	14,555	26,778	26,348	32,868	52,920	67,298	44,050	24,064	8,234	9,541	<b>320,264</b>
SFR	1,723	579	659	1,571	1,011	779	1,264	1,338	689	688	536	1,553	<b>12,389</b>
Day Visitors	904	1,623	1,287	3,212	3,716	5,453	7,251	11,225	5,366	4,004	1,307	795	<b>46,143</b>
<b>Total</b>	<b>11,534</b>	<b>12,651</b>	<b>20,233</b>	<b>39,048</b>	<b>40,562</b>	<b>49,570</b>	<b>76,011</b>	<b>96,628</b>	<b>61,888</b>	<b>36,119</b>	<b>13,809</b>	<b>16,046</b>	<b>474,101</b>

<b>Economic Impact</b>	<b>Sectors in which expenditure is made</b>												<b>TOTAL</b>
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>Direct Expenditure</b>													
Accommodation	2,272	2,654	3,677	6,903	7,723	8,959	19,538	24,691	17,243	6,500	2,869	3,409	<b>106,438</b>
Food & Drink	2,101	2,256	3,969	7,737	7,862	9,763	12,293	15,481	9,362	7,098	2,563	2,906	<b>83,392</b>
Recreation	669	722	1,338	2,588	2,578	3,234	4,090	5,173	3,106	2,359	820	927	<b>27,603</b>
Shopping	1,227	1,225	2,090	4,118	4,079	5,103	6,506	8,349	4,914	3,747	1,344	1,569	<b>44,270</b>
Transport	940	1,009	1,630	3,253	3,331	4,181	5,301	6,812	4,009	3,039	1,099	1,238	<b>35,841</b>
<b>Total Direct Expenditure</b>	<b>7,210</b>	<b>7,867</b>	<b>12,703</b>	<b>24,598</b>	<b>25,573</b>	<b>31,239</b>	<b>47,728</b>	<b>60,506</b>	<b>38,634</b>	<b>22,742</b>	<b>8,696</b>	<b>10,048</b>	<b>297,544</b>
VAT	1,262	1,377	2,223	4,305	4,475	5,467	8,352	10,588	6,761	3,980	1,522	1,758	<b>52,070</b>
Indirect Expenditure	3,062	3,408	5,307	10,145	10,514	12,864	19,931	25,534	16,493	9,397	3,591	4,240	<b>124,486</b>
<b>Total</b>	<b>4,323</b>	<b>4,784</b>	<b>7,530</b>	<b>14,450</b>	<b>14,989</b>	<b>18,331</b>	<b>28,283</b>	<b>36,123</b>	<b>23,254</b>	<b>13,377</b>	<b>5,113</b>	<b>5,998</b>	<b>474,101</b>

<b>Population</b>													<b>Avg</b>
Total Population	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	<b>117,500</b>

<b>Employment Supported by tourism activity in these Categories</b>													<b>FTE's</b>
<b>Direct Employment</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Serviced Accommodation	2,806	2,907	3,126	3,485	3,639	3,715	3,848	3,992	3,666	3,455	3,041	2,994	<b>3,390</b>
Non-Serviced Accommodation	6,654	6,778	8,636	10,394	10,324	11,219	12,332	18,112	11,048	9,966	7,036	7,105	<b>9,967</b>
SFR	299	100	114	273	175	135	219	232	120	119	93	269	<b>179</b>
Day Visitors	149	267	212	529	613	899	1,195	1,850	884	660	215	131	<b>634</b>
<b>Total Direct Employment</b>	<b>9,908</b>	<b>10,053</b>	<b>12,089</b>	<b>14,680</b>	<b>14,751</b>	<b>15,968</b>	<b>17,595</b>	<b>24,187</b>	<b>15,718</b>	<b>14,201</b>	<b>10,385</b>	<b>10,499</b>	<b>14,170</b>
Indirect Employment	614	683	1,064	2,033	2,107	2,578	3,994	5,117	3,305	1,883	720	850	<b>2,079</b>
<b>Total</b>	<b>10,521</b>	<b>10,736</b>	<b>13,153</b>	<b>16,713</b>	<b>16,858</b>	<b>18,546</b>	<b>21,589</b>	<b>29,304</b>	<b>19,024</b>	<b>16,084</b>	<b>11,105</b>	<b>11,349</b>	<b>16,248</b>

<b>Employment Sectors in which employment is supported</b>													<b>FTE's</b>
<b>Direct Employment</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Accommodation	8,556	8,625	9,591	9,795	9,831	9,831	9,833	14,342	9,825	9,726	8,783	8,673	<b>9,784</b>
Food & Drink	638	685	1,206	2,350	2,388	2,965	3,734	4,702	2,843	2,156	778	883	<b>2,111</b>
Recreation	247	266	493	954	950	1,192	1,507	1,907	1,145	869	302	342	<b>848</b>
Shopping	340	339	579	1,140	1,130	1,413	1,801	2,312	1,361	1,037	372	434	<b>1,021</b>
Transport	128	137	221	441	452	567	719	924	544	412	149	168	<b>405</b>
<b>Total Direct Employment</b>	<b>9,908</b>	<b>10,053</b>	<b>12,089</b>	<b>14,680</b>	<b>14,751</b>	<b>15,968</b>	<b>17,595</b>	<b>24,187</b>	<b>15,718</b>	<b>14,201</b>	<b>10,385</b>	<b>10,499</b>	<b>14,170</b>
Indirect Employment	614	683	1,064	2,033	2,107	2,578	3,994	5,117	3,305	1,883	720	850	<b>2,079</b>
<b>Total</b>	<b>10,521</b>	<b>10,736</b>	<b>13,153</b>	<b>16,713</b>	<b>16,858</b>	<b>18,546</b>	<b>21,589</b>	<b>29,304</b>	<b>19,024</b>	<b>16,084</b>	<b>11,105</b>	<b>11,349</b>	<b>16,248</b>

<b>Tourists</b>	<b>Tourists 000's</b>												
<b>Tourist Days 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	40.0	46.5	55.2	114.9	148.2	166.7	196.5	225.0	154.7	114.2	55.6	63.6	<b>1,381</b>
Non-Serviced Accommodation	192.0	226.6	495.2	916.0	899.7	1,121.3	1,399.4	1,732.2	1,084.3	821.0	273.9	302.7	<b>9,464</b>
SFR	60.1	20.2	23.0	54.8	35.3	27.2	44.1	46.6	24.0	24.0	18.7	54.2	<b>432</b>
Day Visitors	38.3	68.7	54.5	136.1	157.4	231.0	307.1	475.5	227.3	169.6	55.4	33.7	<b>1,954</b>
<b>Total Tourist Days 000's</b>	<b>330.4</b>	<b>362.0</b>	<b>628.0</b>	<b>1,221.7</b>	<b>1,240.5</b>	<b>1,546.2</b>	<b>1,947.2</b>	<b>2,479.2</b>	<b>1,490.3</b>	<b>1,128.9</b>	<b>403.5</b>	<b>454.1</b>	<b>13,232</b>

<b>Tourists</b>	<b>Tourists 000's</b>												
<b>Tourist Numbers 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	21.7	25.6	32.1	57.2	72.2	75.1	94.6	94.8	76.2	53.2	29.8	36.8	<b>669</b>
Non-Serviced Accommodation	56.5	56.6	103.2	143.1	130.4	160.2	197.1	227.9	157.1	117.3	60.9	54.0	<b>1,464</b>
SFR	24.0	9.6	10.7	20.3	16.0	12.9	17.6	17.9	11.1	11.2	9.2	20.8	<b>181</b>
Day Visitors	38.3	68.7	54.5	136.1	157.4	231.0	307.1	475.5	227.3	169.6	55.4	33.7	<b>1,954</b>
<b>Total Tourist Numbers 000's</b>	<b>140.5</b>	<b>160.6</b>	<b>200.5</b>	<b>356.7</b>	<b>376.0</b>	<b>479.2</b>	<b>616.4</b>	<b>816.1</b>	<b>471.7</b>	<b>351.3</b>	<b>155.3</b>	<b>145.3</b>	<b>4,270</b>

<b>Vehicles</b>	<b>Vehicles 000's</b>												
<b>Vehicle Days 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	10.6	16.4	20.5	30.4	42.7	46.2	51.1	58.6	40.6	31.3	15.7	16.9	<b>381</b>
Non-Serviced Accommodation	49.4	73.1	129.5	223.9	233.2	295.7	343.2	411.5	284.9	203.6	68.6	62.6	<b>2,379</b>
SFR	17.8	6.0	6.8	16.3	10.5	8.1	13.1	13.8	7.1	7.1	5.5	16.1	<b>128</b>
Day Visitors	7.6	15.5	12.3	26.9	31.1	52.1	60.7	93.9	44.9	38.3	12.5	6.6	<b>402</b>
<b>Total Vehicle Days 000's</b>	<b>85.4</b>	<b>111.0</b>	<b>169.1</b>	<b>297.4</b>	<b>317.5</b>	<b>402.0</b>	<b>468.0</b>	<b>577.8</b>	<b>377.5</b>	<b>280.3</b>	<b>102.3</b>	<b>102.1</b>	<b>3,291</b>

<b>Vehicles</b>	<b>Vehicles 000's</b>												
<b>Vehicle Numbers 000's</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>TOTAL</b>
Serviced Accommodation	5.7	9.0	12.0	15.1	20.8	20.9	24.7	24.8	20.0	14.6	8.4	9.8	<b>186</b>
Non-Serviced Accommodation	14.5	18.3	27.0	35.0	33.8	42.2	48.3	54.1	41.3	29.1	15.2	11.2	<b>370</b>
SFR	7.1	2.9	3.2	6.0	4.8	3.8	5.2	5.3	3.3	3.3	2.7	6.2	<b>54</b>
Day Visitors	7.6	15.5	12.3	26.9	31.1	52.1	60.7	93.9	44.9	38.3	12.5	6.6	<b>402</b>
<b>Total Vehicle Numbers 000's</b>	<b>35.0</b>	<b>45.7</b>	<b>54.4</b>	<b>83.0</b>	<b>90.4</b>	<b>119.1</b>	<b>138.9</b>	<b>178.2</b>	<b>109.5</b>	<b>85.2</b>	<b>38.9</b>	<b>33.8</b>	<b>1,012</b>

<b>BED STOCK (number of beds)</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>MAX</b>
Serviced Accommodation	8,407	8,800	9,510	9,724	9,739	9,739	9,739	9,739	9,735	9,672	9,127	8,828	<b>9,739</b>
Non-Serviced Accommodation	27,849	26,848	62,018	68,531	69,398	69,398	69,413	69,413	69,366	65,719	36,323	32,103	<b>69,413</b>
<b>Total BED STOCK (number of beds)</b>	<b>36,256</b>	<b>35,648</b>	<b>71,528</b>	<b>78,255</b>	<b>79,137</b>	<b>79,137</b>	<b>79,152</b>	<b>79,152</b>	<b>79,101</b>	<b>75,391</b>	<b>45,450</b>	<b>40,931</b>	<b>79,152</b>



<b>GLOSSARY OF TERMS</b>
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<b>Average direct daily expenditure</b>	derived from total direct revenue divided by the total number of visitor days
<b>Average revenue per head</b>	derived from total revenue divided by the total number of visitors
<b>Bed stock</b>	number of bed spaces
<b>Category of expenditure</b>	denotes areas of economic impact generated by: Accommodation, Food & Drink, Recreation, Shopping and Transport
<b>Category of visitor</b>	visitors are categorised according to type of accommodation used (+50 Room Hotels, 11-50 Room Hotels, <10 Room Hotels; Self-Catering, Touring/Camping) or as 'Day Visitors' or 'SFRs'
<b>Commercial accommodation</b>	denotes +50 Room Hotels, 11-50 Room Hotels, <10 Room Hotels, Guest Houses/B&Bs, Self-Catering, and Touring/Camping
<b>Day visitors:</b>	
- <b>Tourist day visits</b>	tourist day visits are defined as visits commencing from a home location for a non-routine purpose, for a duration of not less than 3 hours outside the normal habitat of the visitor. For STEAM purposes, day visits emanating from outside of the reporting area commencing from a location other than their permanent residence are also measured
- <b>Intra-district tourist day visits</b>	in addition to tourist day visits, as defined for STEAM purposes, intra-district day visits are those by persons residing within a district making day visits within that district
- <b>Leisure day visits</b>	in addition to tourist day visits, as defined for STEAM purposes, a leisure day visit is a trip taken from a person's home and not taken whilst staying away from home. Trips must be round trips taken from a person's home within the same day without spending a night away from home. The usual convention is that there is no minimum stay requirement; however, for the purposes of this report, a minimum stay of 3 hours is required
<b>Direct revenue</b>	denotes visitor expenditure within a zone or Borough area

<b>Expenditure</b>	denotes expenditure on direct items (Accommodation, Food & Drink, Recreation, Shopping and Transport) and indirect items
<b>FTE</b>	denotes full-time equivalent jobs
<b>GTS (UK) Ltd</b>	Global Tourism Solutions (UK) Ltd
<b>High season</b>	from April through to October
<b>Indirect revenue</b>	denotes secondary expenditure within a zone or Borough area. Measured in STEAM through the application of proxy variable multipliers derived from the Scottish Tourism Multiplier Study (1992)
<b>Low season</b>	from November through to March
<b>Non-commercial accommodation</b>	denotes resident households used as accommodation by SFR
<b>Non-serviced accommodation</b>	denotes Self-Catering, and Touring/ Camping
<b>Peak month</b>	the month where the majority of the Borough's volume, value or bed space availability occurs
<b>Revenue</b>	denotes income derived from expenditure
<b>STEAM</b>	Scarborough Tourism Economic Activity Monitor
<b>Serviced accommodation</b>	denotes +50 Room Hotels, 11-50 Room Hotels, <10 Room Hotels, and Guest Houses/B&Bs
<b>Touring/Camping</b>	Touring Caravans and Camping
<b>Tourist</b>	denotes someone staying overnight
<b>SFR</b>	Staying with Friends and Relatives
<b>Visitor</b>	denotes the aggregate of tourists, Day Visitors and SFR
<b>Visitor activity</b>	denotes visitor numbers and/or visitor days (i.e. visitor volume)
<b>Visitor days</b>	denotes the total number of visitors multiplied by the average length of stay
<b>Visitor numbers</b>	denotes the total number of visitors (Tourists, Day Visitors and SFR)
<b>Zone</b>	denotes sub-Borough area as defined by the Borough representatives

## ECONOMIC EFFECTS

**[Source: “A Guidance Pack from the Department for Culture, Media & Sport” 1998]**

1. Indicators of the economic effects of tourism activity in the local area are likely to include estimates of local income, jobs and business linkages. The direct measurement of tourism activity, especially of tourism expenditure, presents only a partial picture of the economic impact of the tourism activity in an area:
  - The gross *direct* economic impact of tourism is the total value of tourism spending in the area. This covers the 'front-line' effects, looking at tourism spending in hotels, restaurants, shops, taxis, i.e. any business that receives visitor expenditure directly. The net direct impact, however, needs to take into account the value of goods and services that are imported into the area in order to supply the tourist with goods and services.
  - *indirect* effects arise from the generation of economic activity by subsequent rounds of expenditure (e.g. as hotels purchase food and drinks from local suppliers and use the services of local laundries, builders, banks, utility companies, etc.) Not all these effects will arise in the local area since some such expenditure will go to suppliers elsewhere in the region or nationally.
  - *induced* effects arise from the spending of income accruing to local residents from wages and profits during the direct and indirect rounds.
  - *leakages* of expenditure out of the local economy: such as savings and taxation, as well as the costs of imports of goods and services from outside the area already mentioned above.
  - *opportunity costs*: to take into account the cost of using scarce resources for tourism as opposed to alternative uses, as, for example, spending on the provision of tourist information centres, car parking and other facilities used by visitors. When tourism substitutes one form of expenditure and economic activity for another, this is known as the displacement effect.
  - *investment activity* arising from capital investment in new facilities for visitors by private or public sectors (which also involve some consideration of opportunity cost.)
2. These are complex issues. There is guidance from HM Treasury on economic impact assessments. Employment effects are similarly difficult to measure precisely, but one simple approach is to track employment in 'tourism related industries'.
3. In conclusion, there is a frequently occurring temptation to attribute over-precision to the ability to measure indirect effects. Wherever appropriate and possible, STEAM reports separate direct and indirect estimates.

## EMPLOYMENT

STEAM, both as a model and a process, takes advantage of various sources of information both to drive the model and benchmark the outputs. Such sources of information include:

- Some sub-regional estimates of numbers employed in tourism-related industries are available from NOMIS (National Online Manpower Information System) at the University of Durham. Some data are available quarterly from NOMIS, which allows the marked seasonal patterns in tourism employment to be taken into account.
- Local business surveys which give average numbers of core staff per type and size of establishment. Employment can be estimated by applying these averages to the local stock data.
- STEAM makes adjustments to the core staff in accordance with occupancy percentages above certain thresholds. This takes account of the times when temporary or part-time staff will be required.
- Employment resulting from tourist expenditure upon food and drink, recreation and leisure, shopping and transport, is more the stuff of 'multipliers' than direct estimation.
- The Office for National Statistics (ONS) publishes quarterly statistics covering employment in the following tourism related industries. (These are used to provide the official estimates for employment in the tourism related industries.)

### **Standard Industrial Classification (1992) Class**

**55.1** Hotels

**55.2** Camping sites and other provision of short stay accommodation

**55.3** Restaurants

**55.4** Bars, public houses and nightclubs

**63.3** Travel agencies and tour operators

**92.5** Library, archives, museums and other cultural activities

**92.6** Sporting activities

**92.7** Other recreational activities

*(Note that some of these categories are combined in the ONS tables but the data may be available from NOMIS)*

## DAY VISITORS AND THEIR IMPACTS IN STEAM

### **Defining Tourist Day Visits**

STEAM defines a tourist day visit as one which crosses a boundary from one area into another area, for a period of at least three hours for non-routine leisure purposes.

### **The Source of Tourist Day Visitor Estimates**

- STEAM uses as its baseline, elements of research undertaken by CURDS<sup>1</sup> (Centre for Urban and Regional Development Studies) and the TORG (Transport Operations Research Group) as the start point for calculation of local authority tourism day visitor volume estimates.
- The CURDS / TORG report was commissioned by the Departments of Employment and National Heritage and the method used in the research became established as the method of estimating the number of leisure day visits to each English local authority district. This was for the purpose of calculating the related element local government Standard Spending Assessment.
- These *leisure day visits* are defined as non-routine trips undertaken (away from home, but not involving an overnight stay) for one of four broad leisure purposes:
  - Outdoor activities
  - Visiting primary attractions (inc. shopping, eating out, sport, theatre)
  - Visiting scarce attractions (inc. sightseeing, shows, museums, zoos)
  - Visiting friends and relatives
- The research splits these into *intra* (source and destination of visitor within the district) and *other* (source of visitor from outside the district)
- Both *intra* and *other* trips are longer than 3 hours duration and are for “leisure purposes” as defined in the 1988/89 Leisure Day Visit Survey.
- STEAM uses the *other* data by district as the source data for the baseline day visitor estimates, thus excluding trips made by visitors originating from within the destination district.

### **Seasonality and Trends in Day Visitor Volume**

- The baseline day visitor figure is further affected by a set of statistics to vary it from year to year and to spread the annual figure across the months, as required in the STEAM modelling process.
- The process of spreading the annual figure across the months utilises Tourist Information Centre visitor numbers and Visitor Attractions data. To be suitable for the task, these statistics must be:
  - available for the full 12 months of the year, and
  - be consistently measured for at least two years
- The process of identifying the change in tourist numbers from year to year (on a month-on-month basis) again utilises Tourist Information Centre visitor numbers and visitor numbers to attractions - these statistics are checked for consistency before use. Both monthly and annual estimates of visitor numbers can be utilised in the model.

### **Expenditure by Tourist Day Visitors**

STEAM uses visitor expenditure data from visitor surveys to assist in the calculation of expenditure by all types of visitor. In the vast majority of cases this derives from survey work undertaken by Taylor Nelson Sofres (TNS) in England, Scotland and Wales on behalf of national agencies and other partners, including Global Tourism Solutions (UK) Ltd (GTS).

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<sup>1</sup> Both at the University of Newcastle upon Tyne

As new sources of expenditure data become available, GTS re-assesses the expenditure assumptions in the Model, and where appropriate, updates these assumptions based on new data (where it is sufficiently robust). In this way, the expenditure data used to produce this report replaces previously available TNS survey data from Scotland. Where new survey data shows significant changes in Rates of Daily Expenditure (RatODEs), GTS, with its clients, assesses the need to update previous economic impact estimates, to ensure consistency across an established trend period.

The STEAM Model applies Rates of Daily Expenditure based on visitor expenditure on:

- Food and Drink
- Recreation
- Shopping
- Transport

Additionally, for *staying visitors*, expenditure on tourist accommodation is estimated using accommodation capacity information (bed stock), accommodation tariffs and performance data (occupancy).

The baseline expenditure data is updated annually to reflect the impact of inflation, using the Retail Price Index (RPI)

## STATISTICAL CONFIDENCE LEVELS IN STEAM

STEAM is a model, so any level of confidence in the results depends on the sampling errors in the data inputs. So how do we test STEAM?

- Quality control to ensure there are no data entry errors and that data inputs are *fit for purpose*
- Critical to all models is: ‘Do random shocks<sup>2</sup> destabilise them or do they converge?’ We have evaluated STEAM for convergence and shown that it does so quite easily. Thus the *Law of Large Numbers* holds, in that any disturbances amongst the component parts are smoothed out when it comes to aggregation, so any outliers in the input data do not have a disproportionate impact on the overall results.
- On behalf of GTS (UK) Ltd, Professor Stephen Wanhill has tested the aggregate data from 2000-2004 in the model by devising *Pseudo Sampling Errors* and by examining in detail the outputs for all of Wales (selected for this exercise on the basis of size and length of trend series). At Fisher’s 95% Confidence Level this gave us +/- 5.06% for expenditure, +/- 3.01% for employment and +/- 3.56% for tourist days, based on our estimate of the percentage of coverage of the known accommodation stock and day visits in Wales as a whole.

Should more stringent confidence levels be applied (99.9% for example), the sampling error remains low, being +/- 8.49% for expenditure, +/- 5.05% for employment and +/- 5.97% for tourist days, again based on our estimate of the percentage of coverage of the known accommodation stock and day visits in Wales as a whole for the period 2000 to 2004.

Sir Ronald Fisher<sup>3</sup> devised these standard statistical confidence tests for quality control purposes in the 1920s. The choice of 95% confidence level to test statistical results has subsequently become an accepted standard practice. It means that we can be 95% confident that the true result lies within the boundaries +/- given.

By way of comparison, the 95% confidence level sampling errors in the 2004 International Passenger Survey were +/- 3.1% for expenditure, +/- 3.0% for tourist numbers and +/- 4.6% for tourist nights. This is at a UK level – at infra-national and regional levels these errors would be higher.

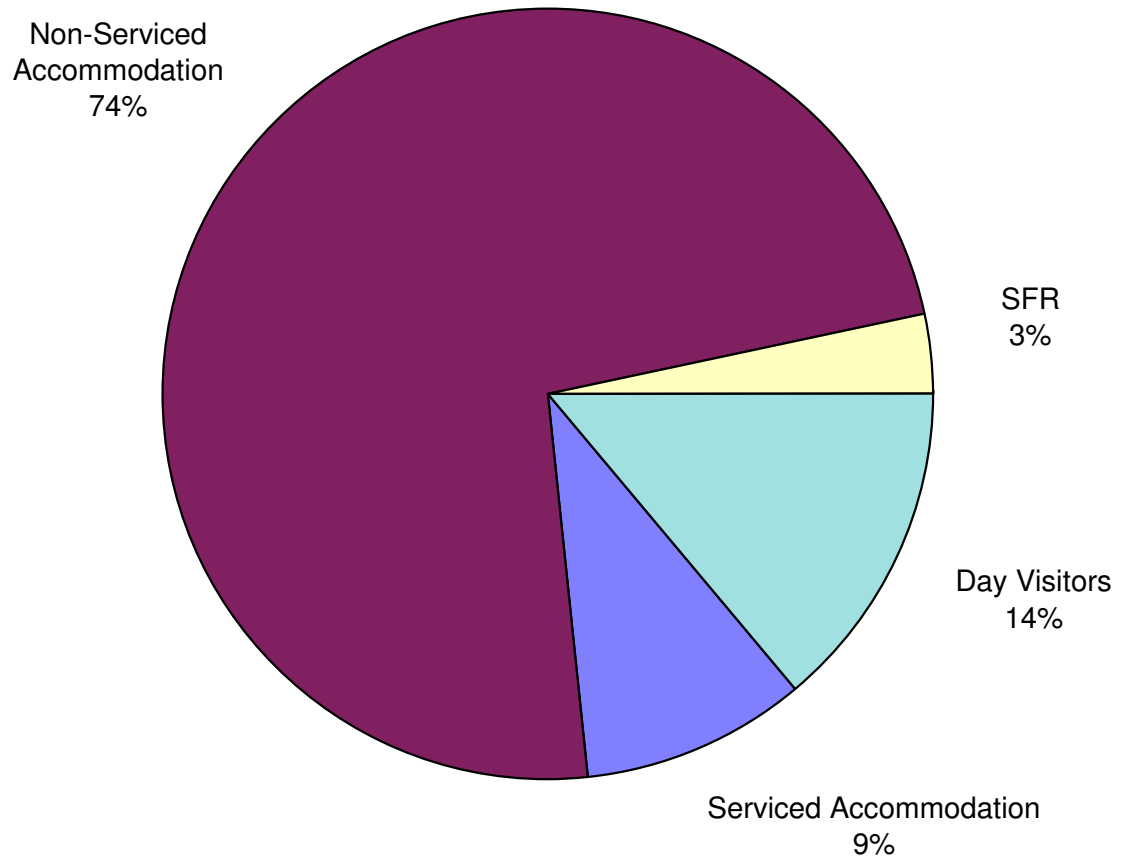
We are satisfied that STEAM offers reliable and robust outputs which our clients can place their confidence in, year on year.

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<sup>2</sup> Caused by unusual or eccentric events

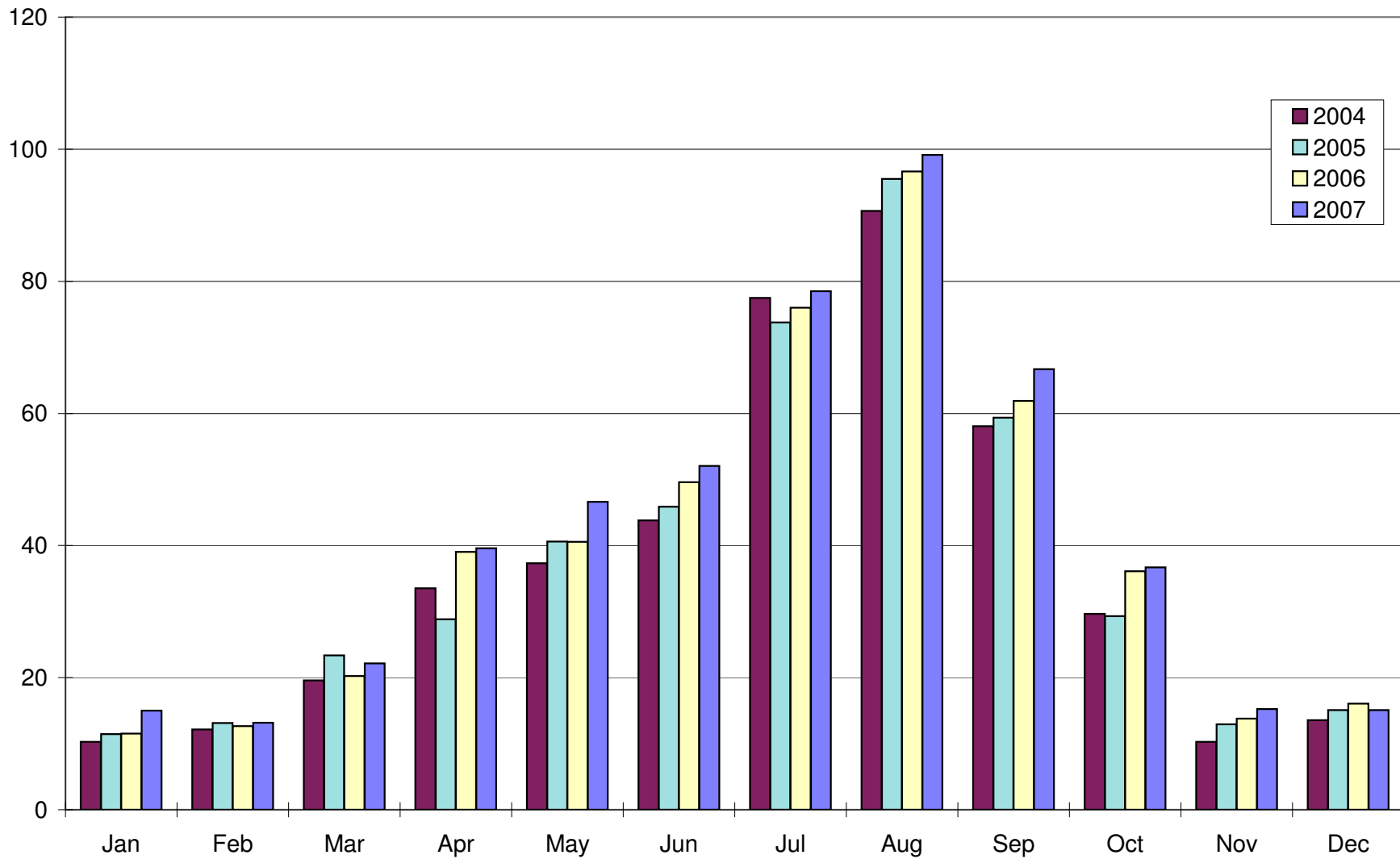
<sup>3</sup> Sir Ronald Aylmer Fisher (1890 – 1967)

13.5 MILLION TOURIST DAYS : 2007 : BY TYPE OF TOURIST

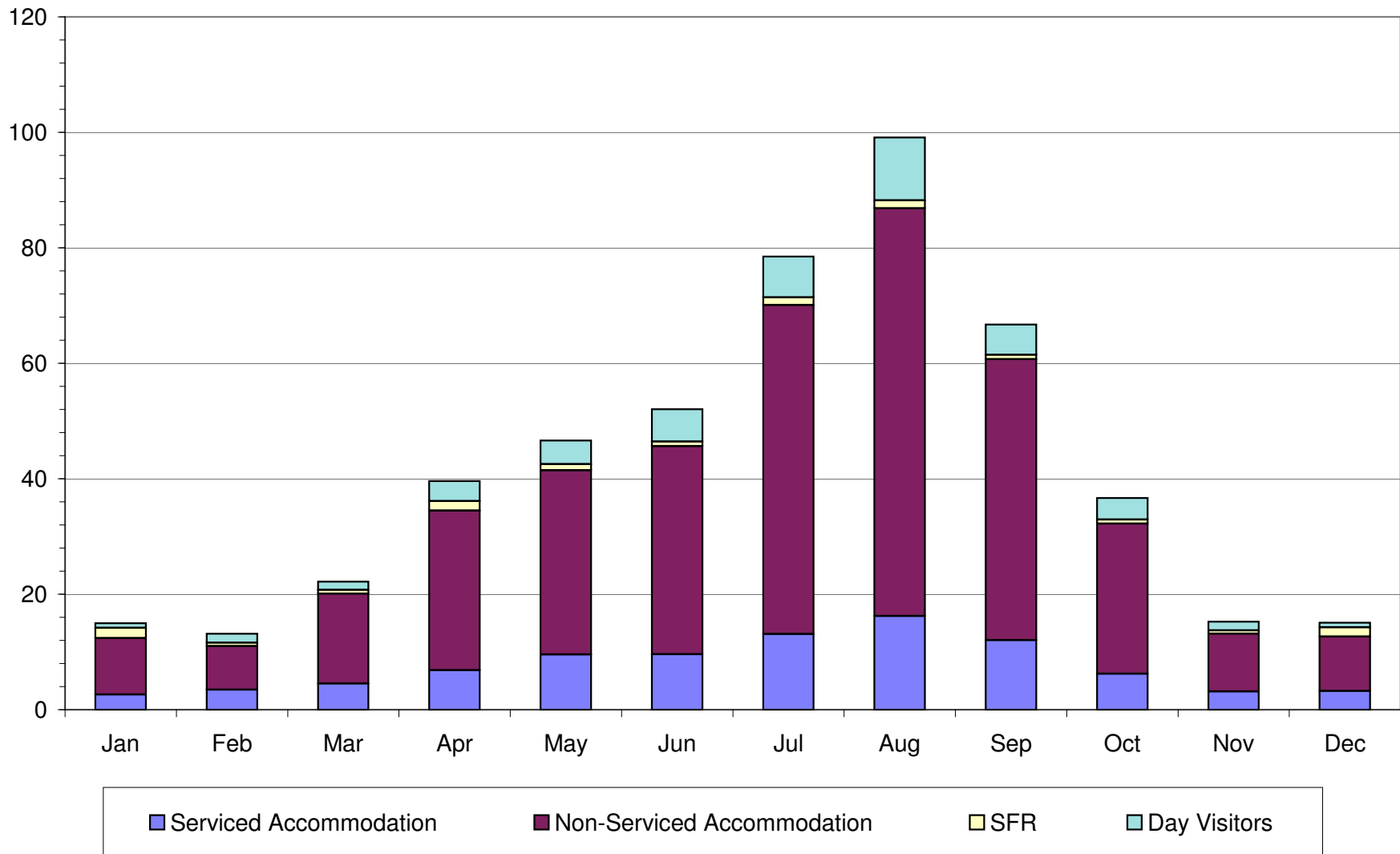




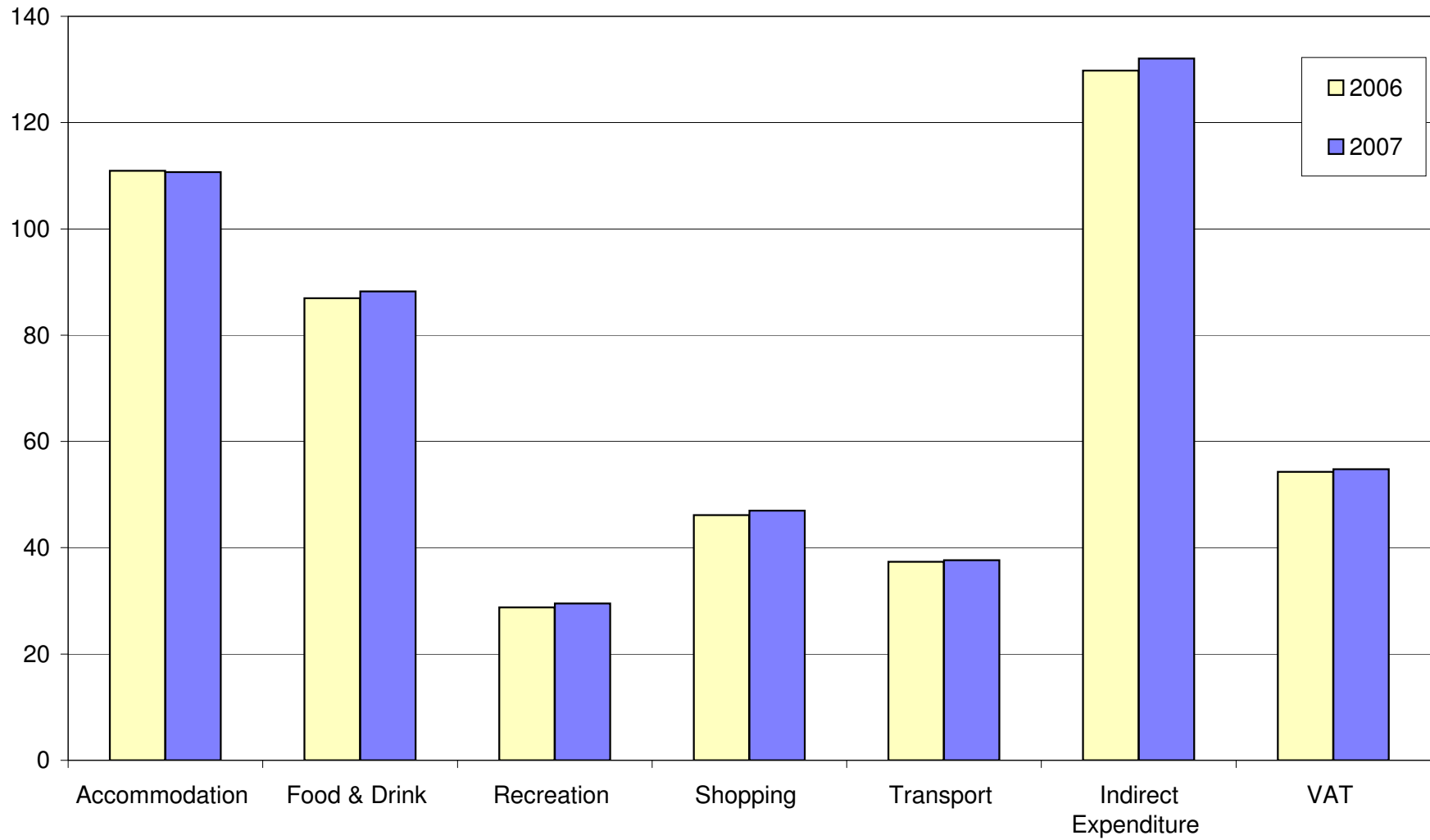
TOURISM EXPENDITURE 2004-2007: BY MONTH (£M's)



TOURISM EXPENDITURE 2007 : BY TYPE OF TOURIST : BY MONTH (£M's)



**TOURISM EXPENDITURE : BY INDUSTRY SECTOR  
2007 COMPARED WITH 2006 (£M's)**



ANNUAL TOURISM EXPENDITURE (£M's)

