

Economic Impact	Expenditure and Revenue £'000's												TOTAL
	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	349,615
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	124,486
Total	11,534	12,651	20,233	39,048	40,562	49,570	76,011	96,628	61,888	36,119	13,809	16,046	474,101

Economic Impact	Expenditure and Revenue £'000's												TOTAL
	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	297,544
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	124,486
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	52,070
Total	11,534	12,651	20,233	39,048	40,562	49,570	76,011	96,628	61,888	36,119	13,809	16,046	474,101

Economic Impact	Categories giving rise to tourism expenditure												TOTAL
	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	95,305
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	320,264
SFR	1,723	579	659	1,571	1,011	779	1,264	1,338	689	688	536	1,553	12,389
Day Visitors	904	1,623	1,287	3,212	3,716	5,453	7,251	11,225	5,366	4,004	1,307	795	46,143
Total	11,534	12,651	20,233	39,048	40,562	49,570	76,011	96,628	61,888	36,119	13,809	16,046	474,101

Economic Impact	Sectors in which expenditure is made												TOTAL
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Direct Expenditure													
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	106,438
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	83,392
Recreation	669	722	1,338	2,588	2,578	3,234	4,090	5,173	3,106	2,359	820	927	27,603
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	44,270
Transport	940	1,009	1,630	3,253	3,331	4,181	5,301	6,812	4,009	3,039	1,099	1,238	35,841
Total Direct Expenditure	7,210	7,867	12,703	24,598	25,573	31,239	47,728	60,506	38,634	22,742	8,696	10,048	297,544
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	52,070
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	124,486
Total	4,323	4,784	7,530	14,450	14,989	18,331	28,283	36,123	23,254	13,377	5,113	5,998	474,101

Population													Avg
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	117,500

Employment	Supported by tourism activity in these Categories												
Direct Employment	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FTE's
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	3,390
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	9,967
SFR	299	100	114	273	175	135	219	232	120	119	93	269	179
Day Visitors	149	267	212	529	613	899	1,195	1,850	884	660	215	131	634
Total Direct Employment	9,908	10,053	12,089	14,680	14,751	15,968	17,595	24,187	15,718	14,201	10,385	10,499	14,170
Indirect Employment	614	683	1,064	2,033	2,107	2,578	3,994	5,117	3,305	1,883	720	850	2,079
Total	10,521	10,736	13,153	16,713	16,858	18,546	21,589	29,304	19,024	16,084	11,105	11,349	16,248

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

Tourists	Tourists 000's												
Tourist Days 000's	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
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	1,381
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	9,464
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	432
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	1,954
Total Tourist Days 000's	330.4	362.0	628.0	1,221.7	1,240.5	1,546.2	1,947.2	2,479.2	1,490.3	1,128.9	403.5	454.1	13,232

Tourists		Tourists 000's												TOTAL
Tourist Numbers 000's	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
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	669	
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	1,464	
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	181	
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	1,954	
Total Tourist Numbers 000's	140.5	160.6	200.5	356.7	376.0	479.2	616.4	816.1	471.7	351.3	155.3	145.3	4,270	

Vehicles		Vehicles 000's												TOTAL
Vehicle Days 000's	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
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	381	
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	2,379	
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	128	
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	402	
Total Vehicle Days 000's	85.4	111.0	169.1	297.4	317.5	402.0	468.0	577.8	377.5	280.3	102.3	102.1	3,291	

Vehicles		Vehicles 000's												TOTAL
Vehicle Numbers 000's	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
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	186	
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	370	
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	54	
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	402	
Total Vehicle Numbers 000's	35.0	45.7	54.4	83.0	90.4	119.1	138.9	178.2	109.5	85.2	38.9	33.8	1,012	

BED STOCK (number of beds)		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	MAX
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	9,739	
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	69,413	
Total BED STOCK (number of beds)	36,256	35,648	71,528	78,255	79,137	79,137	79,152	79,152	79,101	75,391	45,450	40,931	79,152	