

STEAM Model Research for Pembrokeshire, 2004-2005				
Analysis by Sector of Expenditure				
(£'s millions)		2005	2004	% change
Accommodation		102.0	104.9	-3
Food & Drink		78.5	77.3	1
Recreation		25.9	25.5	2
Shopping		41.7	41.0	2
Transport		33.8	33.3	1
Indirect Expenditure		118.0	118.9	-1
VAT		49.3	49.4	-0
TOTAL		449.2	450.3	-0
Revenue by Category of Visitor				
(£'s millions)		2005	2004	% change
Serviced Accommodation		91.6	91.5	0
Non-Serviced Accommodation		301.5	303.5	-1
SFR		12.1	12.0	1
Day Visitors		44.0	43.2	2
TOTAL		449.2	450.3	-0
Tourist Days				
(Thousands)		2005	2004	% change
Serviced Accommodation		1,357	1,364	-1
Non-Serviced Accommodation		9,053	8,940	1
SFR		431	428	1
Day Visitors		1,909	1,875	2
TOTAL		12,750	12,607	1
Tourist Numbers				
(Thousands)		2005	2004	% change
Serviced Accommodation		650	657	-1
Non-Serviced Accommodation		1,401	1,378	2
SFR		181	180	1
Day Visitors		1,909	1,875	2
TOTAL		4,140	4,090	1
Sectors in which Employment is supported				
(FTE's)		2005	2004	% change
Direct Employment				
Accommodation		9723	9914	-2
Food & Drink		2033	2003	1
Recreation		815	802	2
Shopping		985	968	2
Transport		391	386	1
Total Direct Employment		13947	14073	-1
Indirect Employment		2017	2033	-1
TOTAL		15,964	16,105	-1