

MELTON BOROUGH COUNCIL

STEAM Report 2011

Numeric Executive Summary

(Draft - Not for Publication)

EMR

Issued 17 September 2012

All £'s 2011 indexed
(RPI Factor 10/11 +1.0509)

Analysis by Sector of Expenditure (£'s millions)	2011	2010	% change
Accommodation	5.98	6.15	-3
Food & Drink	12.38	12.47	-1
Recreation	5.14	5.18	-1
Shopping	16.52	16.71	-1
Transport	5.91	5.98	-1
Total Direct Revenue	45.93	46.50	-1
Indirect Expenditure	17.93	17.79	1
VAT	9.19	8.14	13
TOTAL	73.05	72.43	1

Economic Impact Generated by: (£'s millions)	2011	2010	% change
Serviced Accommodation	17.93	17.55	2
Non-Serviced Accommodation	1.60	1.58	1
SFR	7.71	7.52	3
Day Visitors	45.81	45.78	0
TOTAL	73.05	72.43	1

Tourist Days Generated by: (Thousands)	2011	2010	% change
Serviced Accommodation	161.7	154.3	5
Non-Serviced Accommodation	30.8	29.8	3
SFR	185.6	181.1	3
Day Visitors	1,455.2	1,454.1	0
TOTAL	1,833.2	1,819.3	1

Tourist Numbers Generated by: (Thousands)	2011	2010	% change
Serviced Accommodation	90.0	85.2	6
Non-Serviced Accommodation	4.9	4.6	6
SFR	78.1	76.2	3
Day Visitors	1,455.2	1,454.1	0
TOTAL	1,628.1	1,620.1	0

Sectors in which Employment is supported by Tourism Activity (FTE's)	2011	2010	% change
Direct Employment			
Accommodation	228	#REF!	#REF!
Food & Drink	234	#REF!	#REF!
Recreation	118	#REF!	#REF!
Shopping	284	#REF!	#REF!
Transport	50	#REF!	#REF!
Total Direct Employment	914	#REF!	#REF!
Indirect Employment	219	#REF!	#REF!
TOTAL	1,133	#REF!	#REF!