

**MELTON BOROUGH COUNCIL**  
**STEAM Report 2012**  
**Numeric Executive Summary**

All £'s 2012 Indexed

EMR  
 Issued 8 July 2013

<b>Analysis by Sector of Expenditure</b> <b>(£'s millions)</b>	<b>2012</b>	<b>2011</b>	<b>% change</b>
Accommodation	5.33	6.22	-14
Food & Drink	12.17	12.87	-5
Recreation	5.05	5.35	-6
Shopping	16.12	17.17	-6
Transport	5.78	6.14	-6
<b>Total Direct Revenue</b>	<b>44.46</b>	<b>47.74</b>	<b>-7</b>
Indirect Expenditure	17.37	18.64	-7
VAT	8.89	9.55	-7
<b>TOTAL</b>	<b>70.71</b>	<b>75.93</b>	<b>-7</b>

<b>Economic Impact Generated by:</b> <b>(£'s millions)</b>	<b>2012</b>	<b>2011</b>	<b>% change</b>
Serviced Accommodation	17.03	18.63	-9
Non-Serviced Accommodation	1.63	1.66	-2
SFR	8.16	8.02	2
Day Visitors	43.90	47.62	-8
<b>TOTAL</b>	<b>70.71</b>	<b>75.93</b>	<b>-7</b>

<b>Tourist Days Generated by:</b> <b>(Thousands)</b>	<b>2012</b>	<b>2011</b>	<b>% change</b>
Serviced Accommodation	158.1	161.7	-2
Non-Serviced Accommodation	29.9	30.8	-3
SFR	188.8	185.6	2
Day Visitors	1,341.6	1,455.2	-8
<b>TOTAL</b>	<b>1,718.4</b>	<b>1,833.2</b>	<b>-6</b>

<b>Tourist Numbers Generated by:</b> <b>(Thousands)</b>	<b>2012</b>	<b>2011</b>	<b>% change</b>
Serviced Accommodation	89.0	90.0	-1
Non-Serviced Accommodation	4.7	4.9	-3
SFR	79.4	78.1	2
Day Visitors	1,341.6	1,455.2	-8
<b>TOTAL</b>	<b>1,514.8</b>	<b>1,628.1</b>	<b>-7</b>

<b>Sectors in which Employment is supported by Tourism Activity</b> <b>(FTE's)</b>	<b>2012</b>	<b>2011</b>	<b>% change</b>
<b>Direct Employment</b>			
Accommodation	221	228	-3
Food & Drink	225	234	-4
Recreation	113	118	-4
Shopping	272	284	-4
Transport	48	50	-4
Total Direct Employment	878	914	-4
Indirect Employment	207	219	-5
<b>TOTAL</b>	<b>1,086</b>	<b>1,133</b>	<b>-4</b>

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