

MELTON BOROUGH COUNCIL
STEAM Report 2010
Numeric Executive Summary

All £'s 2010 indexed
(RPI Factor 09/10 +1.0376)

EMR
Issued 15 March 2011

Analysis by Sector of Expenditure			
(£'s millions)	2010	2009	% change
Accommodation	5.85	6.08	-4
Food & Drink	11.87	12.12	-2
Recreation	4.93	5.04	-2
Shopping	15.90	16.28	-2
Transport	5.69	5.82	-2
Total Direct Revenue	44.25	45.35	-2
Indirect Expenditure	16.93	16.97	-0
VAT	7.74	6.80	14
TOTAL	68.92	69.12	-0

Economic Impact Generated by:			
(£'s millions)	2010	2009	% change
Serviced Accommodation	16.70	16.87	-1
Non-Serviced Accommodation	1.50	1.40	7
SFR	7.16	7.00	2
Day Visitors	43.56	43.85	-1
TOTAL	68.92	69.12	-0

Tourist Days Generated by:			
(Thousands)	2010	2009	% change
Serviced Accommodation	154.3	159.4	-3
Non-Serviced Accommodation	29.8	28.7	4
SFR	181.1	183.6	-1
Day Visitors	1,454.1	1,518.8	-4
TOTAL	1,819.3	1,890.4	-4

Tourist Numbers Generated by:			
(Thousands)	2010	2009	% change
Serviced Accommodation	85.2	90.9	-6
Non-Serviced Accommodation	4.6	4.4	6
SFR	76.2	77.1	-1
Day Visitors	1,454.1	1,518.8	-4
TOTAL	1,620.1	1,691.2	-4

Sectors in which Employment is supported by Tourism Activity			
(FTE's)	2010	2009	% change
Direct Employment			
Accommodation	221	234	-6
Food & Drink	227	238	-5
Recreation	114	120	-5
Shopping	277	291	-5
Transport	49	51	-5
Total Direct Employment	888	935	-5
Indirect Employment	213	225	-5
TOTAL	1,101	1,159	-5