

MELTON STEAM REPORT

APPENDIX 1 – COMPARATIVE SUMMARY

The table below compares the overall performance of tourism activity between 2013 and 2012.

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2013 & 2012 - IN HISTORIC PRICES

KEY		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more		Serviced			Non-Serviced			2013			2012			2013			2012					
Less than 3% change		2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %			
A Fall of 3% or more		2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %			
Visitor Days	M	0.17	0.16	4.9%	0.03	0.03	6.7%	0.19	0.19	1.1%	0.39	0.38	3.1%	1.38	1.34	2.6%	1.77	1.72	2.7%			
Visitor Numbers	M	0.09	0.09	4.5%	0.01	0.00	8.7%	0.08	0.08	1.1%	0.18	0.17	3.0%	1.38	1.34	2.6%	1.56	1.51	2.7%			
Direct Expenditure	£M																57.16	53.35	7.2%			
Economic Impact	£M	18.91	17.03	11.0%	1.78	1.63	9.1%	8.51	8.16	4.4%	29.20	26.82	8.9%	46.52	43.90	6.0%	75.72	70.71	7.1%			
Direct Employment	FTEs	313	299	4.7%	45	44	3.8%	88	85	3.6%	446	427	4.4%	474	451	5.2%	921	878	4.8%			
Total Employment	FTEs																1,141	1,086	5.0%			