

MELTON STEAM REPORT

APPENDIX 2 – ECONOMIC IMPACT

The table below compares the economic impact of tourism, through both direct and indirect expenditure, from 2009 to 2013..

ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL	% Change					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change	Q1	Q2	Q3
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2013		3.3%	19.6%	17.0%	4.7%	6.0%	11.5%	4.7%	16.9%	-2.1%	2.0%	26.7%	4.4%	9.6%	Annual Change	12.8%	7.3%	7.0%	11.6%
% Change 2012 to 2013		-0.9%	14.7%	7.3%	6.9%	17.2%	6.7%	7.1%	11.9%	0.5%	-1.6%	5.6%	8.8%	7.1%		6.6%	10.3%	7.0%	4.3%
Average Annual Change		0.8%	4.9%	4.2%	1.2%	1.5%	2.9%	1.2%	4.2%	-0.5%	0.5%	6.7%	1.1%	2.4%		3.2%	1.8%	1.7%	2.9%
2009	£M	6.37	5.38	5.64	5.74	6.48	5.44	6.94	6.37	5.18	4.96	5.52	5.09	69.12			17.40	17.66	18.50
2010	£M	5.79	5.09	5.57	5.59	6.10	6.00	6.85	6.37	5.51	5.27	5.96	4.81	68.92	-0.3%	16.45	17.70	18.73	16.04
2011	£M	6.97	5.81	6.44	6.02	6.14	6.15	7.07	6.49	5.33	5.25	6.35	5.04	73.05	6.0%	19.22	18.30	18.90	16.63
2012	£M	6.64	5.61	6.15	5.62	5.86	5.69	6.78	6.66	5.05	5.14	6.62	4.88	70.71	-3.2%	18.40	17.18	18.49	16.64
2013	£M	6.58	6.44	6.60	6.01	6.87	6.07	7.26	7.45	5.07	5.06	7.00	5.31	75.72	7.1%	19.62	18.95	19.79	17.37