

MELTON STEAM REPORT

APPENDIX 3 – VISITOR NUMBERS

The number of Tourism Visits to the area since 2009.

STEAM DRAFT TREND REPORT FOR 2009-2013 MELTON BOROUGH COUNCIL													2009 to 2013	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
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			Q1	Q2	Q3	Q4
% Change 2009 to 2013		-15.6%	0.7%	-7.5%	-10.5%	-11.3%	-8.0%	-15.6%	1.4%	-17.5%	-12.4%	9.9%	-11.6%	-8.0%	Annual Change	-7.5%	10.0%	10.5%	3.9%
% Change 2012 to 2013		-7.0%	10.8%	-2.4%	5.6%	15.1%	3.6%	-0.7%	9.0%	-1.2%	-5.6%	1.0%	3.9%	2.7%		0.4%	8.3%	2.6%	-0.1%
Average Annual Change		-3.9%	0.2%	-1.9%	-2.6%	-2.8%	-2.0%	-3.9%	0.4%	-4.4%	-3.1%	2.5%	-2.9%	-2.0%		-1.9%	-2.5%	-2.6%	1.0%
2009	M	0.16	0.16	0.15	0.13	0.16	0.13	0.15	0.14	0.12	0.12	0.14	0.13	1.69		0.47	0.43	0.41	0.39
2010	M	0.14	0.14	0.14	0.13	0.14	0.14	0.14	0.13	0.13	0.12	0.15	0.12	1.62	-4.2%	0.42	0.41	0.40	0.39
2011	M	0.16	0.15	0.15	0.13	0.14	0.14	0.13	0.13	0.12	0.11	0.15	0.12	1.63	0.5%	0.46	0.41	0.38	0.38
2012	M	0.14	0.14	0.14	0.11	0.12	0.12	0.13	0.13	0.10	0.11	0.16	0.11	1.51	-7.0%	0.43	0.36	0.36	0.37
2013	M	0.13	0.16	0.14	0.12	0.14	0.12	0.12	0.14	0.10	0.10	0.16	0.11	1.56	2.7%	0.43	0.39	0.37	0.37