

# MELTON STEAM REPORT

## APPENDIX 4 – VISITOR DAYS

The number of Days / Nights spent by Visitors to the area since 2009.

STEAM DRAFT TREND REPORT FOR 2009-2013 MELTON BOROUGH COUNCIL													2009 to 2013	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS 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		-13.4%	0.6%	-5.1%	-8.3%	-9.5%	-5.7%	-12.4%	2.5%	-16.1%	-11.1%	9.9%	-11.1%	-6.6%	Annual Change	-	-	-	-
% Change 2012 to 2013		-6.1%	10.0%	-1.0%	4.9%	14.3%	3.1%	0.7%	8.4%	-1.6%	-5.2%	1.2%	3.8%	2.7%		0.7%	7.6%	2.8%	0.1%
Average Annual Change		-3.4%	0.2%	-1.3%	-2.1%	-2.4%	-1.4%	-3.1%	0.6%	-4.0%	-2.8%	2.5%	-2.8%	-1.7%		-	-	-	-
																1.6%	2.0%	2.1%	0.9%
2009	M	0.18	0.17	0.16	0.16	0.18	0.15	0.17	0.16	0.14	0.13	0.15	0.15	1.89		0.51	0.48	0.47	0.43
2010	M	0.16	0.15	0.15	0.15	0.16	0.16	0.16	0.16	0.14	0.14	0.16	0.13	1.82	-3.8%	0.46	0.47	0.46	0.43
2011	M	0.18	0.16	0.17	0.15	0.15	0.15	0.16	0.15	0.13	0.13	0.16	0.13	1.83	0.8%	0.51	0.46	0.44	0.42
2012	M	0.17	0.15	0.15	0.14	0.14	0.14	0.15	0.15	0.12	0.12	0.17	0.12	1.72	-6.3%	0.47	0.41	0.42	0.41
2013	M	0.16	0.17	0.15	0.14	0.16	0.14	0.15	0.16	0.12	0.12	0.17	0.13	1.77	2.7%	0.48	0.45	0.43	0.41