

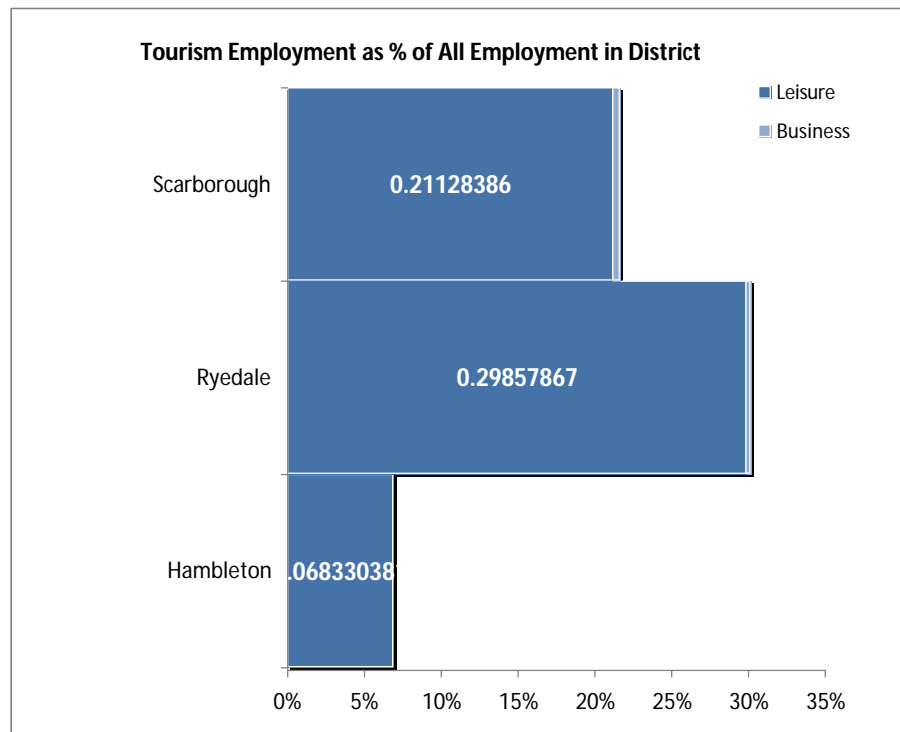
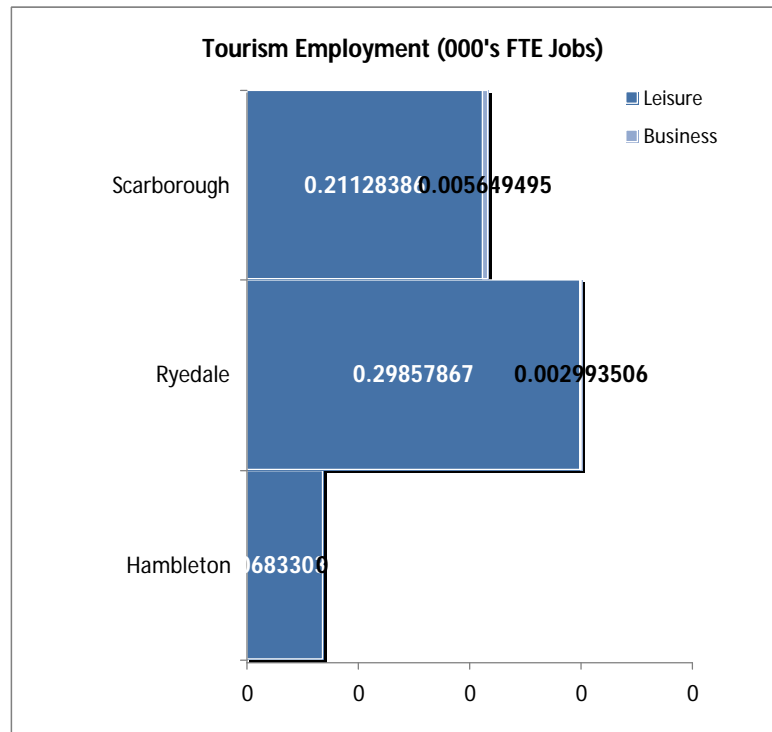
Moors & Coast

Source: Economic Model vrs 9 05-01-10 PRINT

2008 Overview

	Visitor Trips (000's)			Visitor Days (000's)			Turnover / Visitor Expenditure (£m)			GVA Direct + Indirect (£m)			Employment Impact (FTE)			% of all employment in district/atp		
	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
Hambleton	6,270,457	-	6,270,457	7,060,683	-	7,060,683	£128,188,999	£0	128,188,999	£59,503,579	£0	59,503,579	3,151	-	3,151	6.8%	0.0%	6.8%
Ryedale	15,957,444	21,773	15,979,216	19,594,293	41,105	19,635,397	£386,006,033	£2,831,797	388,837,830	£158,349,696	£2,525,987	160,875,684	8,342	118	8,460	29.9%	0.3%	30.2%
Scarborough	7,544,218	49,470	7,593,688	11,683,755	79,945	11,763,700	£284,707,274	£9,211,726	293,919,001	£204,988,129	£8,161,672	213,149,800	10,766	385	11,152	21.1%	0.6%	21.7%
Moors & Coast ATP	29,772,119	71,243	29,843,362	38,338,731	121,049	38,459,780	798,902,306	12,043,523	810,945,830	422,841,405	10,687,659	433,529,064	22,259	503	22,762	17.9%	0.3%	18.2%

	Visitor Trips (000's)			Visitor Days (000's)			Turnover / Visitor Expenditure (£m)			GVA Direct + Indirect (£m)			Employment Impact (FTE)		
	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
Hambleton	21%	0%	21%	18%	0%	18%	16%	0%	16%	14%	0%	14%	14%	0%	14%
Ryedale	54%	31%	54%	51%	34%	51%	48%	24%	48%	37%	24%	37%	37%	23%	37%
Scarborough	25%	69%	25%	30%	66%	31%	36%	76%	36%	48%	76%	49%	48%	77%	49%
Moors & Coast ATP	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Visitor volume and turnover estimates reflect actual tourism activity in an area, telling you how many visitors came and what they spent whilst in the region, therefore when comparing ATP's / districts, these figures will reflect the relative appeal of each area / district to visitors.

Economic impact estimates, including GVA and employment, allow for some movement between districts, whereby one district may see an economic benefit from tourism activity in another district. These figures tell us the proportion of visitor spend retained in the region as profits and wages and will reflect the relative importance of tourism to each district's economy.

Moors & Coast	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	13,563,984	6,496,514	-	327,041	695,322	67,501	21,150,363	13,563,984	6,496,514	0	2,082,497	4,427,599	429,828	27,000,421
VFR	4,624,327	2,246,615	-	129,088	655,226	300,076	7,955,331	4,624,327	2,246,615	0	415,951	2,111,284	966,910	10,365,087
Major Event	406,686	169,944	-	39,416	50,378	-	666,425	406,686	169,944	0	174,089	222,504	-	973,223
Business*		40,907			30,336		71,243	69,677	-	0	26,329	18,364	6,679	121,049
Total	18,635,903	8,913,073	-	525,882	1,400,927	367,577	29,843,362	18,664,673	8,913,073	-	2,698,866	6,779,751	1,403,417	38,459,780

Hambleton	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	1,756,884	2,663,510	0	31,993	63,628	5,689	4,521,704	1,756,884	2,663,510	0	203,723	405,164	36,223	5,065,504
VFR	598,969	921,091	0	12,628	59,959	25,288	1,617,935	598,969	921,091	0	40,691	193,201	81,484	1,835,436
Major Event	52,676	69,676	0	3,856	4,610	-	130,818	52,676	69,676	0	17,030	20,361	-	159,743
Business*	0			0			-	0	-	0	-	0	-	-
Total	2,408,529	3,654,277	-	48,477	128,197	30,977	6,270,457	2,408,529	3,654,277	-	261,444	618,726	117,707	7,060,683

Ryedale	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	8,611,432	2,306,143	0	102,863	300,911	41,473	11,362,821	8,611,432	2,306,143	0	654,998	1,916,106	264,086	13,752,765
VFR	2,935,869	797,507	0	40,602	283,558	184,366	4,241,901	2,935,869	797,507	0	130,827	913,688	594,068	5,371,959
Major Event	258,195	60,327	0	12,397	21,802	-	352,721	258,195	60,327	0	54,755	96,292	-	469,569
Business*	18,179			3,594			21,773	33,994	-	0	-	5,214	1,896	41,105
Total	11,823,674	3,163,977	-	159,456	606,271	225,839	15,979,217	11,839,489	3,163,977	-	840,581	2,931,301	860,050	19,635,397

Scarborough	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	3,195,668	1,526,861	0	192,185	330,784	20,340	5,265,837	3,195,668	1,526,861	0	1,223,776	2,106,328	129,520	8,182,152
VFR	1,089,489	528,017	0	75,859	311,709	90,421	2,095,494	1,089,489	528,017	0	244,433	1,004,395	291,358	3,157,692
Major Event	95,815	39,942	0	23,163	23,966	-	182,886	95,815	39,942	0	102,303	105,851	-	343,911
Business*	22,728			26,742			49,470	35,683	-	0	26,329	13,150	4,782	79,945
Total	4,403,700	2,094,819	-	317,949	666,459	110,762	7,593,688	4,416,655	2,094,819	-	1,596,841	3,229,724	425,660	11,763,700