

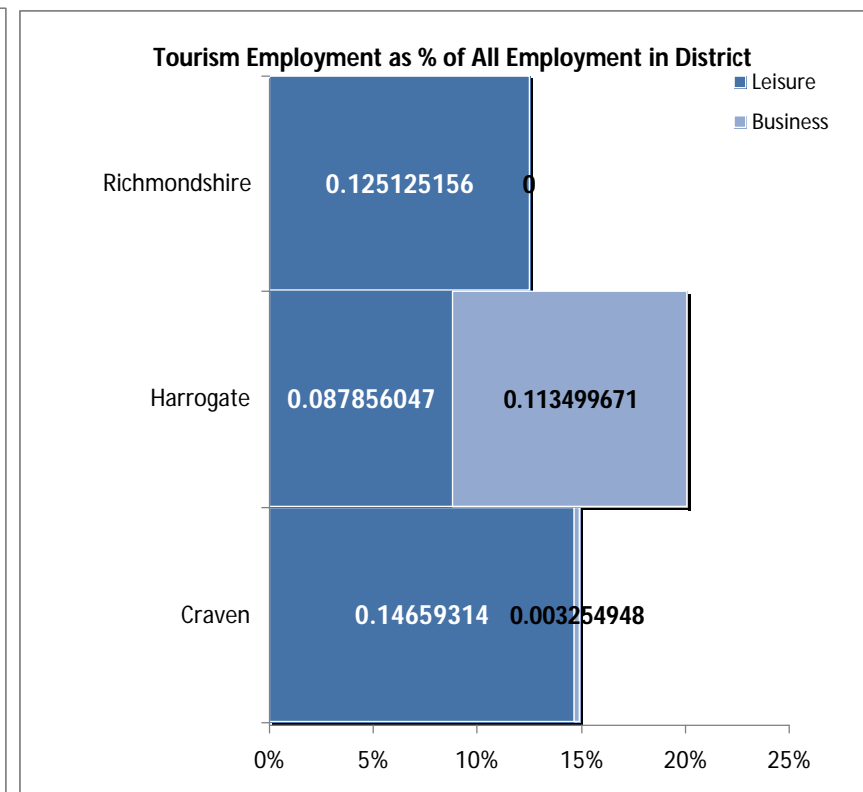
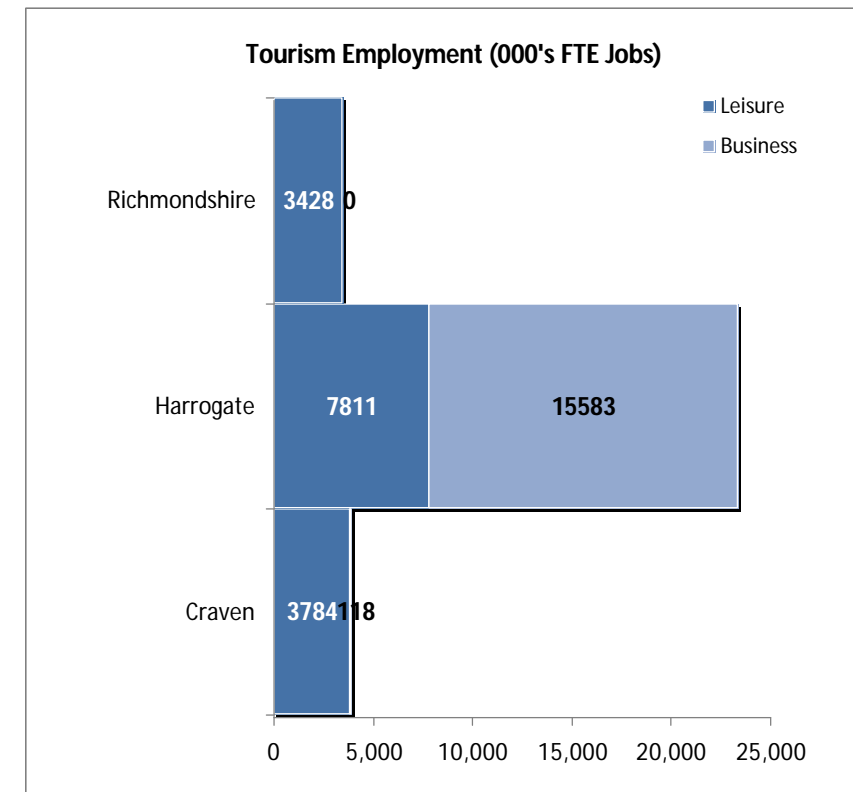
Dales & Harrogate

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

2008 Overview

	Visitor Trips (000's)			Visitor Days (000's)			Turnover (£m)			GVA (£m)			Employment			% of all employment in district/atp		
	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
Craven	6,113	22	6,135	6,949	41	6,991	£127	£3	130	£72	£3	74	3,784	118	3,902	14.7%	0.3%	15.0%
Harrogate	11,641	388	12,028	12,758	640	13,398	£213	£282	495	£148	£339	486	7,811	15,583	23,394	8.8%	11.3%	20.1%
Richmondshire	2,815	-	2,815	3,819	-	3,819	£86	£0	86	£65	£0	65	3,428	-	3,428	12.5%	0.0%	12.5%
ATP	20,569	409	20,978	23,526	682	24,207	426	285	711	285	341	626	15,023	15,701	30,724	10.6%	7.1%	17.7%

	Visitor Trips (000's)			Visitor Days (000's)			Turnover (£m)			GVA (£m)			Employment		
	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
Craven	30%	5%	29%	30%	6%	29%	30%	1%	18%	25%	1%	12%	25%	1%	13%
Harrogate	57%	95%	57%	54%	94%	55%	50%	99%	70%	52%	99%	78%	52%	99%	76%
Richmondshire	14%	0%	13%	16%	0%	16%	20%	0%	12%	23%	0%	10%	23%	0%	11%
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.

Dales & Harrogate	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	9,346,805	4,786,854	0	135,559	440,602	65,371	14,775,191	9,346,805	4,786,854	0	530,429	1,724,028	255,788	16,643,904
VFR	3,186,577	1,655,383	0	36,443	282,785	197,927	5,359,115	3,186,577	1,655,383	0	105,946	822,096	575,403	6,345,405
Major Event	280,243	125,221	0	9,854	19,253	-	434,571	280,243	125,221	0	44,342	86,639	-	536,445
Business*	235,106			174,215			409,321	322,621	65,819	0	-	214,950	78,174	681,564
Total	13,048,731	6,567,458	-	356,071	742,640	263,298	20,978,198	13,136,246	6,633,276	-	680,716	2,847,714	909,365	24,207,317

Craven	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	2,231,570	1,980,780	0	35,332	128,155	18,044	4,393,881	2,231,570	1,980,780	0	138,251	501,457	70,605	4,922,662
VFR	760,802	684,990	0	9,499	82,252	54,634	1,592,176	760,802	684,990	0	27,614	239,118	158,828	1,871,352
Major Event	66,909	51,816	0	2,568	5,600	-	126,893	66,909	51,816	0	11,557	25,200	-	155,482
Business*	18,179			3,594			21,773	33,994	-	0	-	5,214	1,896	41,105
Total	3,077,459	2,717,586	-	50,993	216,007	72,678	6,134,723	3,093,274	2,717,586	-	177,422	770,990	231,329	6,990,601

Harrogate	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	6,268,326	1,894,038	0	47,180	171,130	24,095	8,404,769	6,268,326	1,894,038	0	184,611	669,612	94,281	9,110,868
VFR	2,137,041	654,993	0	12,684	109,834	72,954	2,987,506	2,137,041	654,993	0	36,874	319,302	212,088	3,360,298
Major Event	187,942	49,547	0	3,430	7,478	-	248,396	187,942	49,547	0	15,433	33,651	-	286,572
Business*	216,927			170,621			387,548	288,627	65,819	0	-	209,736	76,277	640,459
Total	8,810,235	2,598,578	-	233,914	288,441	97,049	12,028,218	8,881,935	2,664,397	-	236,917	1,232,301	382,646	13,398,197

Richmondshire	Visitors							Visitor Days						
	Day			Staying			Total Visitors	Day			Staying			Total Days
	Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas		Yorkshire	RUK	Overseas	Yorkshire	RUK	Overseas	
Holiday	846,910	912,036	0	53,047	141,317	23,231	1,976,542	846,910	912,036	0	207,567	552,958	90,902	2,610,373
VFR	288,734	315,399	0	14,261	90,699	70,340	779,433	288,734	315,399	0	41,459	263,676	204,487	1,113,755
Major Event	25,393	23,858	0	3,856	6,175	-	59,282	25,393	23,858	0	17,352	27,788	-	94,391
Business*	0			0			-	0	-	0	-	0	-	-
Total	1,161,037	1,251,294	-	71,164	238,192	93,571	2,815,257	1,161,037	1,251,294	-	266,377	844,423	295,389	3,818,520