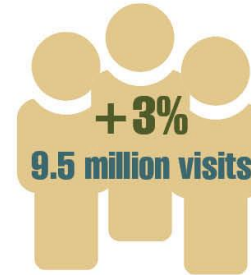


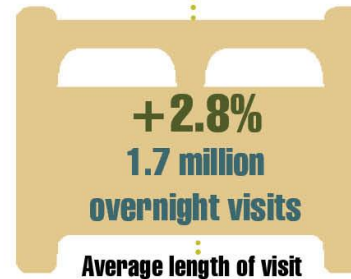
2015 STEAM

- 9.5m visits, highest figure since 2009
- Overnight stays have increased in number, length of stay and spend
- Average overnight stay length = 4 nights

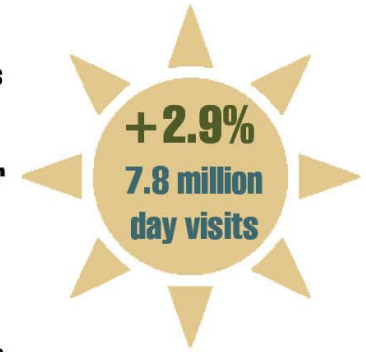


Average length of visit: 1.5 nights

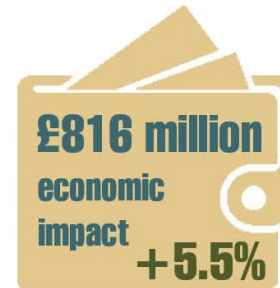
Average spend per visit: £63.75



Overnight visitors have increased (2.8%) and they are staying longer (visitor days up 5.6%)



Serviced	Non-Serviced	Visiting Friends & Relatives
2.3 nights	6.5 nights	2.4 nights



Staying visitors	Day visitors
+7%	+2.9%

Accommodation +5%

Shopping +2.4%

Recreation +3%

Food & Drink +3.6%

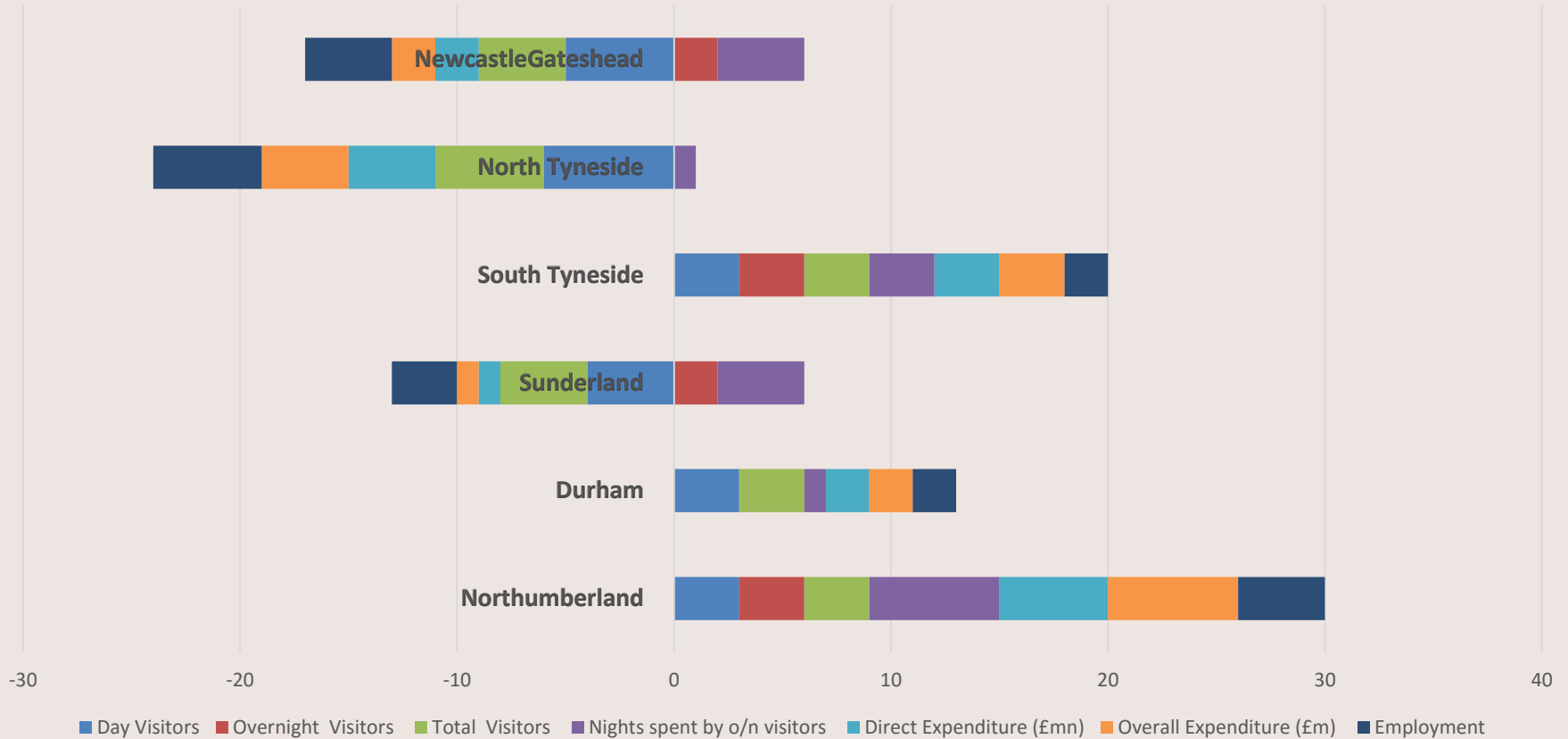
Transport +3.2%

13,930 total jobs

Indirect jobs +4.4%



2015 Regional STEAM Results



2016 Headlines

Visitor numbers to attractions

+4.3%

2015 was +6.9%

(40 attractions reporting)

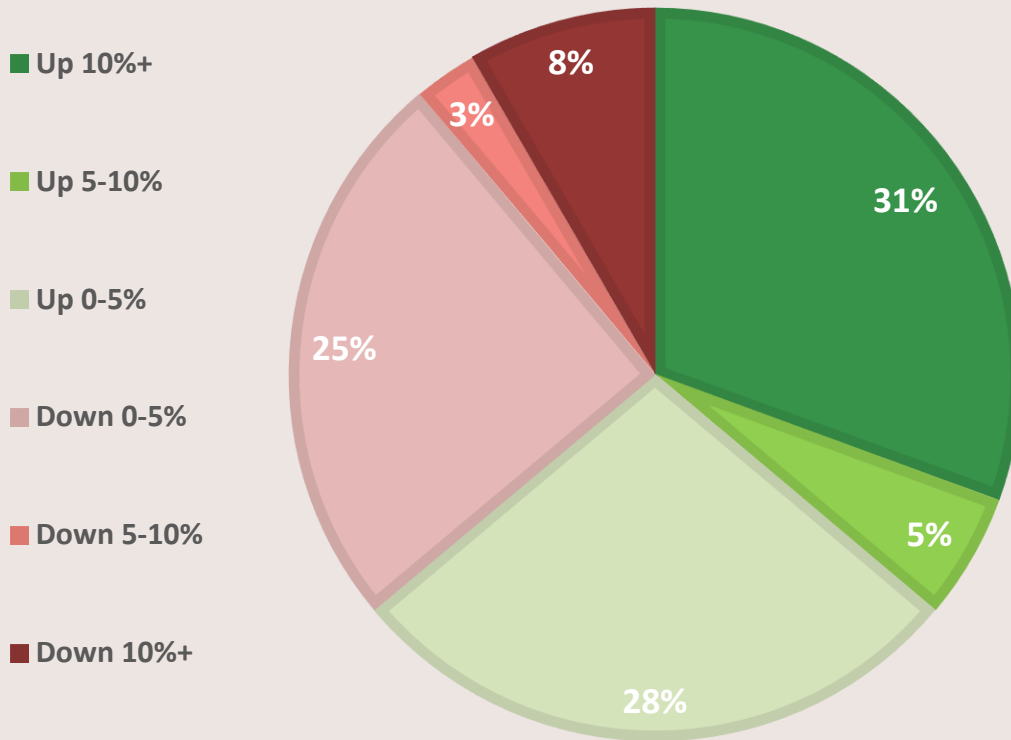
Self Catering Occupancy

62.3%

+ 0.8%

(av. 8000 nights/mth reported)

Attractions



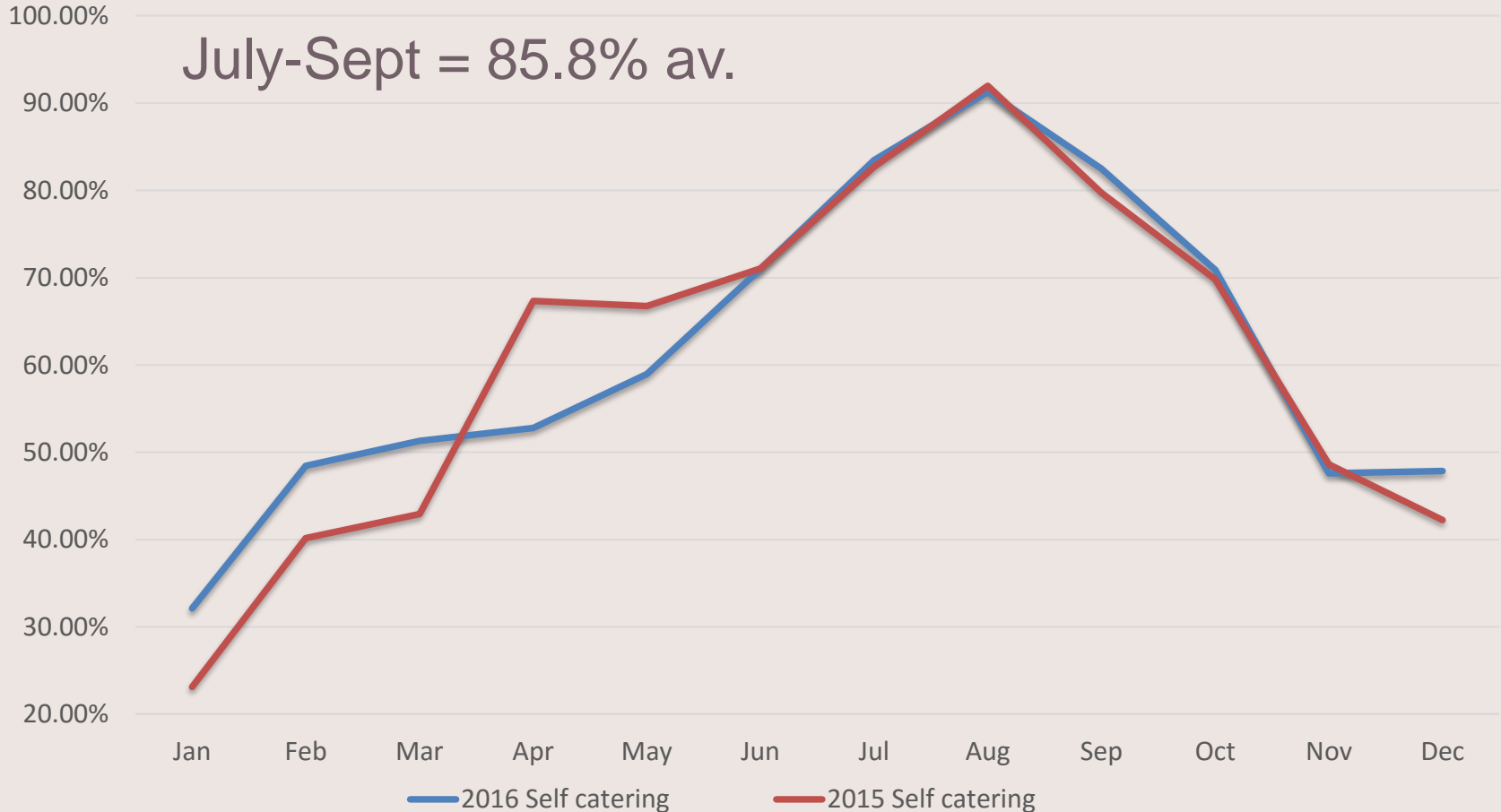
64% of attractions welcomed more visitors than in 2015.

This is slightly lower than 2015, which saw 68% of attractions increase visitors on 2014.

However, 2016 saw only 11% of attractions be down more than 5% compared to 16% last year.

First 6 months of 2016 were up and down, Easter period was down 6%, however the last half of the year was very strong, finishing on an increase of 4.3% compared to 2015.

Self-Catering Occupancy



2015-16 Shoulder season up to 48.6% from 39.5% in 2014-15

What can we not report on?

- Serviced/camping occupancy
- Drill-down figures; occupancy by specific area, town or grading
- Specific reports for funding applications, business plans etc
- Tracking international visitors or group travel visits

Why? WE NEED MORE DATA!

How to report your figures

Attractions/activities/shopping

If you can reliably track the number of visitors you serve each month, we can use the data.

Send us 1 figure each month which is the total number of visitors you welcomed.

How to report your figures

Accommodation

All we need is 1 figure, once a month.

Self-Catering = no. of nights sold out of total nights available

Camping/Caravan = no. of pitches rented out of total available

Serviced = no. of rooms sold out of total available

No complications with single occupancy, just whether or not the room/unit was occupied or not.

How to report your figures

Next Steps

Email Natalie to get set up. You will receive 1 email reminder per month, which has a link to the previous month's results.

Natalie.wood@northumberlandtourism.co.uk