


	Marketing Campaigns	Pre-arrival Holiday Guide	Post-arrival Days Out Leaflet & Bedroom Browser	Website	Total
2013	<p>Investment: £159,917</p>  <p>Spend Influenced: £9,882,577</p> <p>ROI: £60.80:1</p>	<p>Investment: £48,570</p>  <p>Spend Influenced: £4,335,462</p> <p>ROI: £88.26:1</p> <p>60,000 printed</p>	<p>Investment: £28,290</p>  <p>Spend Influenced: £2,011,849</p> <p>ROI: £70.12:1</p> <p>250,000 printed</p>	<p>Investment: £39,180</p> <p>Spend Influenced: £36,198,704</p> <p>ROI: £923:1</p>	<p>Investment: £275,957</p> <p>Spend Influenced: £52,428,592</p> <p>ROI: £189:1</p> <p>Jobs Created: 389</p> <p>Jobs Safeguarded: 605</p>
2014	<p>Investment: £171,375</p> <p>Spend Influenced: £35,073,251</p>  <p>ROI: £203.66:1</p>	<p>Investment: £38,973</p>  <p>Spend Influenced: £3,724,280</p> <p>ROI: £94.56:1</p> <p>60,000 printed</p>	<p>Investment: £28,156</p> <p>Spend Influenced: £3,246,784</p>  <p>ROI: £114.31:1</p> <p>270,000 printed</p>	<p>Investment: £22,760</p> <p>Spend Influenced: £47,638,148</p> <p>ROI: £2092:1</p>	<p>Investment: £261,264</p> <p>Spend Influenced: £89,682,463</p> <p>ROI: £342:1</p> <p>Jobs Created: 900</p> <p>Jobs Safeguarded: 748</p>
2015	<p>Investment: £62,142</p> <p>Spend Influenced: £17,626,615</p>  <p>ROI: £282.65:1</p>	<p>Investment: £45,791</p>  <p>Spend Influenced: £4,948,722</p> <p>ROI: £107.07:1</p> <p>80,000 printed</p>	<p>Investment: £27,882</p> <p>Spend Influenced: £4,949,445</p>  <p>ROI: £176.51:1</p> <p>270,000 printed</p>	<p>Investment: £32,086</p> <p>Spend Influenced: £51,722,789</p> <p>ROI: £1,611:1</p>	<p>Investment: £167,901</p> <p>Spend Influenced: £79,247,571</p> <p>ROI: £471:1</p> <p>Jobs Created: 534</p> <p>Jobs Safeguarded: 968</p>
3 Year Total	<p>Investment: £393,434</p> <p>Spend Influenced: £62,582,443</p> <p>ROI: £158.07:1</p>	<p>Investment: £133,334</p> <p>Spend Influenced: £13,008,464</p> <p>ROI: £96.56:1</p>	<p>Investment: £84,328</p> <p>Spend Influenced: £10,208,078</p> <p>ROI: £120.05:1</p>	<p>Investment: £94,026</p> <p>Spend Influenced: £135,559,641</p> <p>ROI: £1,441:1</p>	

Grand Total Investment: **£705,122** Spend Influenced: **£221,358,626** ROI: **£313:1** Jobs Created: **1,823** Jobs Safeguarded: **2,321**