### Key Impact Measures: Monthly Data by Visitor Type

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>2008-2012</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Serviced Accommodation</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Serviced Accommodation</td>
<td>1.91%</td>
<td>0.93%</td>
<td>0.67%</td>
<td>0.5%</td>
<td>0.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>102.32</td>
<td>100.93</td>
<td>100.67</td>
<td>100.5</td>
<td>100.1</td>
<td>100.0</td>
</tr>
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</table>

### Economic Impact

<table>
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<th></th>
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<tbody>
<tr>
<td>Direct Employment</td>
<td>92.20</td>
<td>82.22</td>
<td>78.76</td>
<td>70.83</td>
<td>71.63</td>
<td>86.80</td>
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<tr>
<td>Indirect Employment</td>
<td>27.76</td>
<td>25.23</td>
<td>25.0</td>
<td>27.0</td>
<td>28.32</td>
<td>35.36</td>
</tr>
<tr>
<td>Total Employment</td>
<td>119.96</td>
<td>107.45</td>
<td>103.88</td>
<td>98.66</td>
<td>100.0</td>
<td>122.16</td>
</tr>
</tbody>
</table>

### Major Headlines

- **Tourist Numbers**
  - 2008: 4,407
  - 2009: 4,122
  - 2010: 4,300
  - 2011: 4,199
  - 2012: 4,322

- **Tourist Days**
  - 2008: 4,873
  - 2009: 4,516
  - 2010: 4,329
  - 2011: 4,199
  - 2012: 4,329

- **Economic Impact**
  - Non-Serviced: 92.20
  - Serviced: 1.91%
  - Total: 102.32

### Key Measures

- **Average Annual Change in Share**
  - 2008-2012: 0.0%

- **Economic Impact - Historic Prices - Total**
  - 2008: 717.20
  - 2009: 717.20
  - 2010: 731.65
  - 2011: 731.65
  - 2012: 716.20

- **Total Economic Impact**
  - 2008: 536
  - 2009: 536
  - 2010: 504.71
  - 2011: 504.71
  - 2012: 497.59

- **Direct and Total Employment**
  - 2008: 280.00
  - 2009: 280.00
  - 2010: 297.77
  - 2011: 297.77
  - 2012: 297.77
Report Section Design and Features

**Headers**
At the top of each page is a band containing key information about your report.

- The period covered by the report
- The geographical/administrative area covered by the report
- The Years shown and Indexation being applied (if applicable)
- The Visitor Type being presented. This will change in those report sections with User Controls relating to Visitor Type (Excel File)
- The section of the report you are viewing

**User Controls (Excel File)**
Above the Headers is a band containing User Controls, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

**Units**
Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

- **FTEs** = Full Time Equivalent jobs supported
- **£000s / 000s** = thousands of pounds or thousands of tourist days / tourist numbers
- **£m / m** = millions of pounds or millions of tourist days / tourist numbers
- **£bn / bn** = billions of pounds or billions of tourist days / tourist numbers

**Visitor Numbers / Visitor Days / Average Length of Stay**
The term Visitor Numbers relates to the estimated number of individual visits to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term Visitor Days relates to the estimated number of days spent within the area by the different visitor types. If you divide the visitor numbers by visitor days, you have the Average Length of Stay for that Visitor Type.
### Visitor Days
- 2014: 0.365
- 2013: 0.418
- Change: -12.7%

### Visitor Numbers
- 2014: 6.033
- 2013: 6.190
- Change: -2.5%

### Direct Expenditure
- 2014: £222.40
- 2013: £222.30
- Change: 0.0%

### Economic Impact
- 2014: £31.80
- 2013: £35.57
- Change: -10.6%

### Direct Employment
- 2014: 1,290
- 2013: 1,310
- Change: -1.5%

### Total Employment
- 2014: 5,370
- 2013: 5,429
- Change: -1.1%

### Accommodation
- 2014: 48.23
- 2013: 50.63
- Change: -4.7%

### Food & Drink
- 2014: 74.19
- 2013: 73.50
- Change: 0.9%

### Recreation
- 2014: 25.68
- 2013: 25.36
- Change: 1.3%

### Shopping
- 2014: 41.71
- 2013: 40.85
- Change: 2.1%

### Transport
- 2014: 32.59
- 2013: 31.95
- Change: 2.0%

### TOTAL DIRECT
- 2014: £4,418
- 2013: £4,454
- Change: -0.8%

### Indirect
- 2014: 16.2%
- 2013: 24.9%
- Change: -8.6%

### TOTAL
- 2014: 5,370
- 2013: 5,429
- Change: -1.1%

---

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Compared 2014 and 2013

---

Report Prepared by: Cathy James. Date of Issue: 24/08/15
Unindexed Key Measures by Year and Visitor Type for the Period 2003 to 2014

Visitor Types:  
- Total  
- Serviced Accommodation  
- Non-Serviced Accommodation  
- SFR  
- Staying Visitor  
- Day Visitor
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Report Prepared by: Cathy James Date of Issue: 24/08/15
This report is copyright © Global Tourism Solutions (UK) Ltd 2015
Report Prepared by: Cathy James. Date of Issue: 24/08/15
This report is copyright © Global Tourism Solutions (UK) Ltd 2015
Report Prepared by: Cathy James. Date of Issue: 24/08/15
Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2003 to 2014

Visitor Types:  
- Total
- Serviced Accommodation
- Non-Serviced Accommodation
- SFR
- Staying Visitor
- Day Visitor
### SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Direct Revenue</td>
<td>140.34</td>
<td>144.16</td>
<td>150.38</td>
<td>156.85</td>
<td>166.95</td>
<td>181.82</td>
<td>169.82</td>
<td>177.40</td>
<td>185.87</td>
<td>184.69</td>
<td>185.25</td>
<td>185.33</td>
</tr>
<tr>
<td>VAT</td>
<td>24.56</td>
<td>25.23</td>
<td>26.32</td>
<td>27.45</td>
<td>29.22</td>
<td>31.82</td>
<td>29.72</td>
<td>31.04</td>
<td>37.17</td>
<td>36.94</td>
<td>37.05</td>
<td>37.07</td>
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<tr>
<td>Direct Expenditure</td>
<td>164.90</td>
<td>169.39</td>
<td>176.69</td>
<td>184.30</td>
<td>196.17</td>
<td>213.64</td>
<td>199.54</td>
<td>208.44</td>
<td>223.04</td>
<td>221.63</td>
<td>222.30</td>
<td>222.40</td>
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<tr>
<td>Indirect Revenue</td>
<td>56.48</td>
<td>58.03</td>
<td>60.22</td>
<td>62.76</td>
<td>66.90</td>
<td>72.80</td>
<td>68.14</td>
<td>71.11</td>
<td>75.63</td>
<td>75.73</td>
<td>75.82</td>
<td>76.08</td>
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<tr>
<td>TOTAL</td>
<td>211.38</td>
<td>227.42</td>
<td>236.92</td>
<td>247.06</td>
<td>263.08</td>
<td>286.44</td>
<td>267.68</td>
<td>279.55</td>
<td>298.67</td>
<td>297.36</td>
<td>298.12</td>
<td>298.48</td>
</tr>
</tbody>
</table>

### SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Direct Employment</td>
<td>1,883</td>
<td>1,893</td>
<td>1,879</td>
<td>1,883</td>
<td>1,883</td>
<td>1,870</td>
<td>1,878</td>
<td>1,869</td>
<td>1,881</td>
<td>1,882</td>
<td>1,886</td>
<td>1,868</td>
</tr>
<tr>
<td>Food &amp; Drink FTEs</td>
<td>1,279</td>
<td>1,275</td>
<td>1,290</td>
<td>1,312</td>
<td>1,338</td>
<td>1,400</td>
<td>1,310</td>
<td>1,323</td>
<td>1,312</td>
<td>1,235</td>
<td>1,220</td>
<td>1,198</td>
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<tr>
<td>VAT FTEs</td>
<td>535</td>
<td>535</td>
<td>540</td>
<td>548</td>
<td>559</td>
<td>587</td>
<td>550</td>
<td>556</td>
<td>548</td>
<td>526</td>
<td>511</td>
<td>503</td>
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<tr>
<td>Shopping FTEs</td>
<td>656</td>
<td>652</td>
<td>658</td>
<td>666</td>
<td>679</td>
<td>705</td>
<td>665</td>
<td>670</td>
<td>659</td>
<td>635</td>
<td>618</td>
<td>614</td>
</tr>
<tr>
<td>Transport FTEs</td>
<td>252</td>
<td>250</td>
<td>252</td>
<td>255</td>
<td>260</td>
<td>270</td>
<td>255</td>
<td>256</td>
<td>253</td>
<td>243</td>
<td>243</td>
<td>243</td>
</tr>
<tr>
<td>Indirect Employment FTEs</td>
<td>4,605</td>
<td>4,604</td>
<td>4,618</td>
<td>4,665</td>
<td>4,718</td>
<td>4,831</td>
<td>4,658</td>
<td>4,674</td>
<td>4,654</td>
<td>4,540</td>
<td>4,454</td>
<td>4,418</td>
</tr>
<tr>
<td>TOTAL FTEs</td>
<td>5,627</td>
<td>5,628</td>
<td>5,648</td>
<td>5,713</td>
<td>5,790</td>
<td>5,952</td>
<td>5,706</td>
<td>5,728</td>
<td>5,698</td>
<td>5,546</td>
<td>5,429</td>
<td>5,370</td>
</tr>
</tbody>
</table>

### 2014 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

- **Accommodation (34.8%)**
- **VAT (12.4%)**
- **Transport (9.1%)**
- **Shopping (11.6%)**
- **Food & Drink (20.7%)**
- **Recreation (7.2%)**
- **Indirect Employment (17.7%)**
- **Direct Employment (34.8%)**

### 2014 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

- **Accommodation (34.8%)**
- **VAT (12.4%)**
- **Transport (4.4%)**
- **Shopping (11.4%)**
- **Recreation (9.4%)**
- **Indirect Employment (17.7%)**
- **Direct Employment (34.8%)**

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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2003 to 2014

**Visitor Types:**
- Total
- Serviced Accommodation
- Non-Serviced Accommodation
- SFR
- Staying Visitor
- Day Visitor
STEAM FINAL TREND REPORT FOR 2003-2014
CEREDIGION COUNTY COUNCIL

### Table: Economic Impact by Year and Share of Total

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Share of Total</th>
<th>Total £M</th>
<th>ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>£221.38</td>
<td>£221.38</td>
<td>36.1% 48.7% 46.6% 32.2% 24.9% 41.0% 35.9% 34.2% 38.0% 20.4% 50.7% 25.1% 34.8%</td>
</tr>
<tr>
<td>2004</td>
<td>£227.42</td>
<td>£227.42</td>
<td>16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2005</td>
<td>£236.92</td>
<td>£236.92</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2006</td>
<td>£247.06</td>
<td>£247.06</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2007</td>
<td>£263.08</td>
<td>£263.08</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2008</td>
<td>£286.44</td>
<td>£286.44</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2009</td>
<td>£298.67</td>
<td>£298.67</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2010</td>
<td>£297.36</td>
<td>£297.36</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2011</td>
<td>£298.12</td>
<td>£298.12</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
<tr>
<td>2012</td>
<td>£298.48</td>
<td>£298.48</td>
<td>-0.1% 16.8% 0.1% 3.7% -7.6% 1.9% -0.1% 2.8% -2.4% -8.2% 6.3% 6.3% 0.1%</td>
</tr>
</tbody>
</table>

### Diagram: Economic Impact by Year and Share of Total

- **Total £M**: £221.38 to £298.48
- **Share of Total %**: 100.0% to 100.0%

---

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Report Prepared by: Cathy James. Date of Issue: 24/08/15

Page 17
### LEXICAL PARSE

**STEAM FINAL TREND REPORT FOR 2003-2014**

**CEREDIGION COUNTY COUNCIL**

<table>
<thead>
<tr>
<th>Month and Quarter</th>
<th>2003 to 2014</th>
<th>SERVICED ACCOMMODATION</th>
<th>ECONOMIC IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Expense / Revenue / %</td>
<td>2013 to 2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Economic Impact</td>
</tr>
</tbody>
</table>

#### ECONOMIC IMPACT BY:

<table>
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<tr>
<th>MONTH AND QUARTER</th>
<th>2003 to 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Expense / Revenue / %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Accommodation</th>
<th>Economic Impact</th>
</tr>
</thead>
</table>

#### ECONOMIC IMPACT - IN HISTORIC PRICES / PERCENTAGE CHANGES

- **An increase of at least 3% or more**

- **Less than 3% change**

- **A fall of 3% or more**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>£M</td>
<td>0.686</td>
<td>0.791</td>
<td>0.750</td>
<td>0.778</td>
<td>0.878</td>
<td>1.045</td>
<td>1.368</td>
<td>0.779</td>
<td>1.371</td>
<td>0.903</td>
<td>0.908</td>
<td>0.943</td>
</tr>
<tr>
<td>%</td>
<td>2.02%</td>
<td>2.91%</td>
<td>3.02%</td>
<td>3.18%</td>
<td>3.5%</td>
<td>3.5%</td>
<td>5.8%</td>
<td>2.28%</td>
<td>4.71%</td>
<td>3.8%</td>
<td>3.9%</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

#### ECONOMIC IMPACT - IN HISTORIC PRICES

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<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Serviced £M</td>
<td>25.32</td>
<td>25.77</td>
<td>28.56</td>
<td>30.81</td>
<td>31.73</td>
<td>34.40</td>
<td>30.09</td>
<td>30.78</td>
<td>37.81</td>
<td>34.45</td>
<td>35.57</td>
<td>31.80</td>
</tr>
<tr>
<td>All Visitor Types £M</td>
<td>221.38</td>
<td>227.42</td>
<td>236.92</td>
<td>247.06</td>
<td>263.08</td>
<td>286.44</td>
<td>267.68</td>
<td>279.55</td>
<td>298.67</td>
<td>297.36</td>
<td>298.12</td>
<td>298.48</td>
</tr>
</tbody>
</table>

#### ECONOMIC IMPACT - SHARE OF MARKET

- **Average Annual Change**

#### CHARTS

- Economic Impact by Year and Share of Total

#### REPORT PREPARED BY:

- Report Prepared by: Cathy James. Date of Issue: 24/08/15

---

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### ECONOMIC IMPACT BY: MONTH AND QUARTER

**NON-SERVICED ACCOMMODATION**

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<th>QUARTER</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>TOTAL</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td><strong>2005</strong></td>
<td>3.070</td>
<td>2.547</td>
<td>9.663</td>
<td>12.94</td>
<td>17.17</td>
<td>17.69</td>
</tr>
<tr>
<td><strong>2007</strong></td>
<td>4.222</td>
<td>2.703</td>
<td>10.20</td>
<td>16.21</td>
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<td>19.88</td>
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<td><strong>2009</strong></td>
<td>2.874</td>
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<td><strong>2010</strong></td>
<td>2.798</td>
<td>2.807</td>
<td>10.28</td>
<td>17.06</td>
<td>20.14</td>
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<td><strong>2012</strong></td>
<td>3.870</td>
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<td>11.65</td>
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<td>19.65</td>
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<td><strong>2013</strong></td>
<td>3.763</td>
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<td>22.56</td>
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### CALENDAR YEAR

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<td>63.3%</td>
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### ECONOMIC IMPACT - IN HISTORIC PRICES / PERCENTAGE CHANGES

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<th>Q2</th>
<th>Q3</th>
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<th>% Change</th>
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<td>22.75%</td>
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<tr>
<td><strong>2006</strong></td>
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<td>51.07%</td>
<td>82.20%</td>
<td>24.92%</td>
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<tr>
<td><strong>2007</strong></td>
<td>6.7%</td>
<td>17.13%</td>
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<tr>
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<td>11.5%</td>
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<td>28.87%</td>
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<tr>
<td><strong>2009</strong></td>
<td>-7.1%</td>
<td>16.07%</td>
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<td>92.22%</td>
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</tr>
<tr>
<td><strong>2012</strong></td>
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<td>101.98%</td>
<td>27.41%</td>
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</tr>
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### Economic Impact by Year and Share of Total

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<td>Non-Serviced EM</td>
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<td>202.90</td>
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<td>298.67</td>
<td>297.36</td>
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### ECONOMIC IMPACT BY:  
**SFR**

#### SHARE OF MARKET

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<th>Year</th>
<th>SFR</th>
<th>All Visitor Types</th>
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<td>2006</td>
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<td>2007</td>
<td>$8,485.00</td>
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</tr>
<tr>
<td>2008</td>
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<td>$286.44</td>
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<td>2011</td>
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</tr>
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<td>$10,192.00</td>
<td>$297.36</td>
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<td>2013</td>
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<td>$298.12</td>
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<td>2014</td>
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#### Economic Impact by Year and Share of Total

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<th>Share of Total</th>
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<td>2004</td>
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<tr>
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### STAYING VISITOR - ECONOMIC IMPACT BY YEAR AND SHARE OF TOTAL

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<th></th>
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<td>0.6%</td>
<td>0.0%</td>
<td>1.3%</td>
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<tr>
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<td>2.1%</td>
<td>3.4%</td>
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<td>2.9%</td>
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<td>2.6%</td>
<td>2.5%</td>
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<tr>
<td>Avg Ann. Change</td>
<td>1.1%</td>
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<td>0.5%</td>
<td>0.7%</td>
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<td>0.4%</td>
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### ECONOMIC IMPACT - IN HISTORIC PRICES

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<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
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<tr>
<td>% Change 2003 to 2014</td>
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<td>43.4%</td>
<td>39.5%</td>
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<td>46.7%</td>
<td>32.9%</td>
</tr>
<tr>
<td>% Change 2013 to 2014</td>
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<td>29.5%</td>
<td>-0.4%</td>
<td>2.4%</td>
<td>-9.7%</td>
<td>0.5%</td>
<td>-0.5%</td>
<td>0.5%</td>
<td>-6.1%</td>
<td>-11.0%</td>
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<td>4.1%</td>
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<tr>
<td>Average Annual Change</td>
<td>4.8%</td>
<td>6.3%</td>
<td>3.8%</td>
<td>3.1%</td>
<td>2.2%</td>
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<td>3.2%</td>
<td>3.4%</td>
<td>1.4%</td>
<td>4.2%</td>
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### ECONOMIC IMPACT BY: STAYING VISITOR

<table>
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<th>MONTH AND QUARTER</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>TOTAL</th>
<th>% CHANGE</th>
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<td>186.79</td>
<td>212.83</td>
<td>212.83</td>
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<td>212.83</td>
<td>212.83</td>
</tr>
<tr>
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<td></td>
<td>50.1%</td>
<td>33.6%</td>
<td>37.0%</td>
<td>26.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Change 2013 to 2014</td>
<td></td>
<td>5.9%</td>
<td>-2.6%</td>
<td>-1.6%</td>
<td>-4.6%</td>
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</table>
### STEAM FINAL TREND REPORT FOR 2003-2014

**CEREDIGION COUNTY COUNCIL**

#### ECONOMIC IMPACT BY:

<table>
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<tr>
<th>MONTH AND QUARTER</th>
<th>2013 to 2014</th>
<th>DAY VISITOR</th>
<th>ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES</th>
<th>CALENDAR YEAR</th>
<th>QUARTER</th>
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</thead>
<tbody>
<tr>
<td><strong>KEY</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An increase of 3% or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 3% change</td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
<td>TOTAL</td>
</tr>
<tr>
<td>A Fall of 3% or more</td>
<td>JAN</td>
<td>FEB</td>
<td>MAR</td>
<td>APR</td>
<td>MAY</td>
</tr>
<tr>
<td>% Change 2003 to 2014</td>
<td>-8.4%</td>
<td>-7.0%</td>
<td>78.0%</td>
<td>21.0%</td>
<td>30.5%</td>
</tr>
<tr>
<td>% Change 2013 to 2014</td>
<td>-3.0%</td>
<td>-10.6%</td>
<td>2.8%</td>
<td>14.7%</td>
<td>6.6%</td>
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<td>Average Annual Change</td>
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<td>0.6%</td>
<td>7.1%</td>
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#### ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

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<th>Visitor £M</th>
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<tr>
<td>2004</td>
<td>20.35</td>
<td>1.410</td>
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<tr>
<td>2005</td>
<td>20.39</td>
<td>1.377</td>
</tr>
<tr>
<td>2006</td>
<td>20.32</td>
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<tr>
<td>2007</td>
<td>20.31</td>
<td>1.371</td>
</tr>
<tr>
<td>2008</td>
<td>20.30</td>
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<td>2009</td>
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<td>1.305</td>
</tr>
<tr>
<td>2010</td>
<td>20.28</td>
<td>1.274</td>
</tr>
<tr>
<td>2011</td>
<td>20.27</td>
<td>1.249</td>
</tr>
<tr>
<td>2012</td>
<td>20.26</td>
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<tr>
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#### Economic Impact by Year and Share of Total

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<th>Day Visitor £M</th>
<th>Share of Total %</th>
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<td>2003</td>
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<td>20.35</td>
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<td>2013</td>
<td>20.25</td>
<td>1.196</td>
</tr>
<tr>
<td>2014</td>
<td>20.24</td>
<td>1.173</td>
</tr>
</tbody>
</table>

Report Prepared by: Cathy James. Date of Issue: 24/08/15
Visitor Numbers by Month, Year and Visitor Type for the Period 2003 to 2014

Visitor Types: Total
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor
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<tbody>
<tr>
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<td>2.787</td>
<td>2.801</td>
<td>2.801</td>
<td>2.857</td>
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<td>2.771</td>
<td>2.735</td>
<td>2.757</td>
<td>2.698</td>
<td>2.635</td>
<td>2.695</td>
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<tr>
<td>All Visitor Types</td>
<td>M</td>
<td>2.876</td>
<td>2.787</td>
<td>2.801</td>
<td>2.801</td>
<td>2.857</td>
<td>2.867</td>
<td>2.771</td>
<td>2.735</td>
<td>2.757</td>
<td>2.698</td>
<td>2.635</td>
<td>2.695</td>
</tr>
</tbody>
</table>

**Share of Total %**

- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  
- 100.0%  

**Annual Change in Share %**

**Change in Share from 2003 %**

**Avg Ann. Change in Share %**
### Visitor Numbers by Year and Share of Total

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<th>Visitor Numbers in Thousands / Percentage Changes</th>
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<tbody>
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<td><strong>Q1</strong></td>
</tr>
<tr>
<td><strong>2003</strong></td>
</tr>
<tr>
<td><strong>000s</strong></td>
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<tr>
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<tr>
<td><strong>000s</strong></td>
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### Visited Numbers

<table>
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<th><strong>Visiter Numbers By:</strong></th>
<th><strong>Month and quarter</strong></th>
<th><strong>2003 to 2014</strong></th>
<th><strong>Serviced</strong></th>
<th><strong>Visitor Numbers</strong></th>
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<td><strong>Calendar Year</strong></td>
<td><strong>Quarter</strong></td>
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<tr>
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<tr>
<td>A fall of 3% or more</td>
<td></td>
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</tbody>
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| **% Change 2003 to 2014** | | | | |
| **% Change 2013 to 2014** | | | | |
| **Average Annual Change** | | | | |

### Share of Market

<table>
<thead>
<tr>
<th><strong>Visiter Numbers By:</strong></th>
<th><strong>2003</strong></th>
<th><strong>2004</strong></th>
<th><strong>2005</strong></th>
<th><strong>2006</strong></th>
<th><strong>2007</strong></th>
<th><strong>2008</strong></th>
<th><strong>2009</strong></th>
<th><strong>2010</strong></th>
<th><strong>2011</strong></th>
<th><strong>2012</strong></th>
<th><strong>2013</strong></th>
<th><strong>2014</strong></th>
</tr>
</thead>
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<tr>
<td><strong>Serviced 000s</strong></td>
<td>214.4</td>
<td>205.9</td>
<td>226.2</td>
<td>235.3</td>
<td>217.4</td>
<td>250.4</td>
<td>251.7</td>
<td>214.4</td>
<td>252.0</td>
<td>221.5</td>
<td>216.7</td>
<td>189.1</td>
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<tr>
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<td>2.8</td>
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<td>2.8</td>
<td>2.9</td>
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<td>2.8</td>
<td>2.7</td>
<td>2.6</td>
<td>2.7</td>
</tr>
<tr>
<td><strong>Share of Total</strong></td>
<td>7.5%</td>
<td>7.4%</td>
<td>8.1%</td>
<td>8.4%</td>
<td>8.3%</td>
<td>8.7%</td>
<td>7.9%</td>
<td>7.8%</td>
<td>8.2%</td>
<td>8.2%</td>
<td>7.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td><strong>Annual Change in Share</strong></td>
<td>-0.9%</td>
<td>9.3%</td>
<td>4.0%</td>
<td>-1.1%</td>
<td>5.1%</td>
<td>-10.0%</td>
<td>-0.2%</td>
<td>16.6%</td>
<td>-10.2%</td>
<td>0.2%</td>
<td>-14.7%</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Change in Share from 2003</strong></td>
<td>-0.9%</td>
<td>8.4%</td>
<td>12.7%</td>
<td>11.4%</td>
<td>17.2%</td>
<td>5.4%</td>
<td>5.2%</td>
<td>22.6%</td>
<td>10.1%</td>
<td>10.3%</td>
<td>-5.9%</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>Avg Ann. Change in Share</strong></td>
<td>-0.9%</td>
<td>4.2%</td>
<td>4.2%</td>
<td>2.9%</td>
<td>3.4%</td>
<td>0.9%</td>
<td>0.7%</td>
<td>2.8%</td>
<td>1.1%</td>
<td>1.0%</td>
<td>-0.5%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

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**Report Prepared by:** Cathy James. **Date of Issue:** 24/08/15

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**STEAM FINAL TREND REPORT FOR 2003-2014**

**CEREDIGION COUNTY COUNCIL**

<table>
<thead>
<tr>
<th>VISITOR NUMBERS BY:</th>
<th>MONTH AND QUARTER</th>
<th>2003 to 2014</th>
<th>NON-SERVICED</th>
<th>VISITOR NUMBERS</th>
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<tbody>
<tr>
<td><strong>KEY</strong></td>
<td></td>
<td></td>
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<tr>
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<tr>
<td>An increase of 3% or more</td>
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<tr>
<td>Less than 3% change</td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
</tr>
<tr>
<td>A Fall of 3% or more</td>
<td>% Change 2003 to 2014</td>
<td>% Change 2013 to 2014</td>
<td>Average Annual Change</td>
<td>% Change 2003 to 2014</td>
</tr>
<tr>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
<td>TOTAL</td>
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**VISITOR NUMBERS**

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Non-Serviced 000s</td>
<td>954.7</td>
<td>966.1</td>
<td>975.0</td>
<td>950.0</td>
<td>1,018.6</td>
<td>1,075.4</td>
<td>1,000.4</td>
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<td>988.2</td>
<td>956.6</td>
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<td>936.7</td>
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<td>2.8</td>
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<td>2.9</td>
<td>2.9</td>
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<td>2.7</td>
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<td>2.8</td>
<td>2.8</td>
<td>2.7</td>
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<tr>
<td>Share of Total %</td>
<td>33.2%</td>
<td>34.7%</td>
<td>34.8%</td>
<td>35.5%</td>
<td>35.6%</td>
<td>37.5%</td>
<td>36.1%</td>
<td>37.3%</td>
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<tr>
<td>Annual Change in Share %</td>
<td>4.4%</td>
<td>0.4%</td>
<td>2.0%</td>
<td>0.3%</td>
<td>5.2%</td>
<td>-3.8%</td>
<td>3.2%</td>
<td>-0.5%</td>
<td>-1.2%</td>
<td>-0.9%</td>
<td>-4.2%</td>
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</tr>
<tr>
<td>Change in Share from 2003 %</td>
<td>4.4%</td>
<td>4.9%</td>
<td>7.0%</td>
<td>7.4%</td>
<td>13.0%</td>
<td>8.8%</td>
<td>12.3%</td>
<td>11.7%</td>
<td>10.3%</td>
<td>9.4%</td>
<td>4.7%</td>
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</tr>
<tr>
<td>Avg Ann. Change in Share %</td>
<td>4.4%</td>
<td>2.4%</td>
<td>2.3%</td>
<td>1.9%</td>
<td>2.6%</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.5%</td>
<td>1.1%</td>
<td>0.9%</td>
<td>0.4%</td>
<td></td>
</tr>
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</table>

**NON-SERVICED ACCOMMODATION**

- Visitor No.s by Year and Share of Total
  - Share of Total: 33.2%
  - Annual Change: 4.4%
  - Change from 2003: 4.4%
  - Avg Ann. Change: 4.4%

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Report Prepared by: Cathy James. Date of Issue: 24/08/15
### Visitor Numbers by Year and Share of Total

#### Share of Market

<table>
<thead>
<tr>
<th>Year</th>
<th>SFR 000s</th>
<th>All Visitor Types M</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>118.9</td>
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<td>2004</td>
<td>119.2</td>
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<tr>
<td>2005</td>
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<td>2006</td>
<td>119.2</td>
<td>2.8</td>
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<td>2007</td>
<td>120.5</td>
<td>2.9</td>
</tr>
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<td>2008</td>
<td>118.0</td>
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</tr>
<tr>
<td>2012</td>
<td>117.4</td>
<td>2.7</td>
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</table>

#### Share of Total

- **% Change 2003 to 2014:**
  - SFR: 4.1% (4.3% - 3.5%)
  - All Visitor Types: 4.1% (4.3% - 3.5%)

- **Annual Change in Share:**
  - SFR: 3.5% (4.3% - 0.8%)
  - All Visitor Types: 2.1% (4.3% - 2.2%)

- **Change in Share from 2003:**
  - SFR: 3.5% (4.4% - 0.9%)
  - All Visitor Types: 2.1% (4.4% - 2.3%)

- **Avg Ann. Change in Share:**
  - SFR: 3.5% (4.4% - 0.9%)
  - All Visitor Types: 2.1% (4.4% - 2.3%)
### Visitor Numbers by Year and Share of Total

<table>
<thead>
<tr>
<th>Year</th>
<th>Staying Visitor M</th>
<th>All Visitor Types M</th>
<th>Share of Total</th>
<th>Annual Change in Share</th>
<th>Change in Share from 2003</th>
<th>Avg Ann. Change in Share</th>
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</thead>
<tbody>
<tr>
<td>2003</td>
<td>1.288</td>
<td>2.876</td>
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<td>3.5%</td>
<td>3.5%</td>
<td>3.5%</td>
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<tr>
<td>2004</td>
<td>1.319</td>
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<td>46.3%</td>
<td>1.9%</td>
<td>5.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>2005</td>
<td>1.322</td>
<td>2.801</td>
<td>47.2%</td>
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<td>2.6%</td>
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<tr>
<td>2006</td>
<td>1.351</td>
<td>2.801</td>
<td>48.2%</td>
<td>4.8%</td>
<td>7.5%</td>
<td>1.9%</td>
</tr>
<tr>
<td>2007</td>
<td>1.375</td>
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<td>12.6%</td>
<td>2.5%</td>
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<tr>
<td>2008</td>
<td>1.446</td>
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<td>7.9%</td>
<td>1.3%</td>
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<tr>
<td>2009</td>
<td>1.339</td>
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<td>10.3%</td>
<td>1.5%</td>
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<tr>
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<td>1.393</td>
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<td>1.6%</td>
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<tr>
<td>2011</td>
<td>1.375</td>
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<td>9.8%</td>
<td>1.1%</td>
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<tr>
<td>2012</td>
<td>1.327</td>
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<td>0.9%</td>
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<tr>
<td>2013</td>
<td>1.434</td>
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<td>3.0%</td>
<td>0.3%</td>
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<tr>
<td>2014</td>
<td>1.480</td>
<td>2.695</td>
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### Share of Total

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<th>Year</th>
<th>Visitor Nos by Year and Share of Total</th>
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<tr>
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<tr>
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<td>2006</td>
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<td>2007</td>
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<td>2008</td>
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<tr>
<td>2013</td>
<td>0.200</td>
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<tr>
<td>2014</td>
<td>0.200</td>
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### Staying Visitor

<table>
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<tr>
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<th>Visitor Numbers in Millions / % Change 2003 to 2014</th>
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<td>2004</td>
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<tr>
<td>2005</td>
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<td>2006</td>
<td>0.060</td>
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<td>2007</td>
<td>0.067</td>
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<td>2008</td>
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<tr>
<td>2013</td>
<td>0.056</td>
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<tr>
<td>2014</td>
<td>0.055</td>
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</table>

### Visiting Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Numbers in Millions / % Change 2003 to 2014</th>
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<tbody>
<tr>
<td>2003</td>
<td>2.876</td>
</tr>
<tr>
<td>2004</td>
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<td>2005</td>
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<td>2009</td>
<td>2.771</td>
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<td>2.698</td>
</tr>
<tr>
<td>2013</td>
<td>2.635</td>
</tr>
<tr>
<td>2014</td>
<td>2.695</td>
</tr>
</tbody>
</table>

### Average Annual Change

- **Staying Visitor:** 3.5%
- **All Visitor Types:** 2.7%

### Share of Total

- **2003:** 44.8%
- **2004:** 46.3%
- **2005:** 47.2%
- **2006:** 50.4%
- **2007:** 48.3%
- **2008:** 49.4%
- **2009:** 50.5%
- **2010:** 49.2%
- **2011:** 49.0%
- **2012:** 46.1%
- **2013:** 46.1%
- **2014:** 46.1%

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Report Prepared by: Cathy James. Date of Issue: 24/08/15
### Visitor Numbers by Month and Quarter

<table>
<thead>
<tr>
<th>Month and Quarter</th>
<th>Visitor Numbers in Millions / Percentage Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Jan 0.082, Feb 0.094, Mar 0.108, Apr 0.149, May 0.140, Jun 0.248, Jul 0.331, Aug 0.153, Sep 0.108, Oct 0.057, Nov 0.052, Dec 0.1588</td>
</tr>
<tr>
<td>Q2</td>
<td>Jan 0.065, Feb 0.086, Mar 0.099, Apr 0.148, May 0.136, Jun 0.220, Jul 0.319, Aug 0.124, Sep 0.106, Oct 0.069, Nov 0.050, Dec 0.1496</td>
</tr>
<tr>
<td>Q3</td>
<td>Jan 0.065, Feb 0.079, Mar 0.102, Apr 0.071, May 0.143, Jun 0.126, Jul 0.201, Aug 0.346, Sep 0.106, Oct 0.119, Nov 0.066, Dec 0.1479</td>
</tr>
<tr>
<td>Q4</td>
<td>Jan 0.074, Feb 0.086, Mar 0.093, Apr 0.141, May 0.116, Jun 0.219, Jul 0.292, Aug 0.110, Sep 0.122, Oct 0.058, Nov 0.045, Dec 0.1450</td>
</tr>
<tr>
<td>Average Annual Change</td>
<td>-3.2%</td>
</tr>
</tbody>
</table>

### Share of Market

<table>
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</thead>
<tbody>
<tr>
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<td>55.2%</td>
<td>53.7%</td>
<td>52.8%</td>
<td>51.8%</td>
<td>51.9%</td>
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<td>50.6%</td>
<td>49.5%</td>
<td>50.8%</td>
<td>51.0%</td>
<td>53.9%</td>
</tr>
<tr>
<td>Annual Change in Share</td>
<td>-2.8%</td>
<td>-1.6%</td>
<td>0.2%</td>
<td>-4.4%</td>
<td>4.3%</td>
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<td>-2.2%</td>
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<td>0.4%</td>
<td>5.6%</td>
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<tr>
<td>Change in Share from 2003</td>
<td>-2.8%</td>
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<td>-6.3%</td>
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<td>-6.4%</td>
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<td>-10.4%</td>
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<td>-7.6%</td>
<td>-2.5%</td>
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<td></td>
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<tr>
<td>Avg Ann. Change in Share</td>
<td>-2.8%</td>
<td>-2.2%</td>
<td>-1.5%</td>
<td>-2.0%</td>
<td>-1.1%</td>
<td>-1.2%</td>
<td>-1.3%</td>
<td>-0.9%</td>
<td>-0.8%</td>
<td>-0.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
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Visitor Days by Month, Year and Visitor Type for the Period 2003 to 2014

Visitor Types:  
Total
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor
STEAM FINAL TREND REPORT FOR 2003-2014
CEREDIGION COUNTY COUNCIL

2003 to 2014

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2003 M 0.216 0.227 0.482 0.750 0.913 0.878 1.298 1.529 0.896 0.725 0.322 0.240 8.476 0.925 2.541 3.722 1.287
2004 M 0.233 0.196 0.493 0.735 0.900 1.322 1.537 0.880 0.712 0.330 0.225 8.441 0.922 2.512 3.740 1.267
2005 M 0.236 0.201 0.531 0.676 0.917 1.283 1.582 0.885 0.705 0.337 0.239 8.506 0.8% 0.967 2.508 3.750 1.281
2006 M 0.249 0.210 0.518 0.781 0.889 0.922 1.316 1.523 0.892 0.765 0.336 0.231 8.631 1.5% 0.977 2.592 3.730 1.332
2007 M 0.269 0.214 0.525 0.796 0.942 0.938 1.300 1.536 0.923 0.776 0.350 0.229 8.799 1.9% 1.009 2.676 3.759 1.356
2008 M 0.243 0.230 0.605 0.736 1.052 1.012 1.364 1.534 0.991 0.776 0.365 0.262 9.171 4.2% 1.078 2.801 3.889 1.403
2009 M 0.224 0.214 0.526 0.758 0.968 0.929 1.293 1.542 0.939 0.744 0.317 0.199 8.653 -5.6% 0.964 2.655 3.774 1.260
2010 M 0.186 0.199 0.521 0.773 0.917 0.949 1.284 1.529 1.017 0.769 0.344 0.230 8.718 0.7% 0.906 2.638 3.831 1.343
2011 M 0.227 0.227 0.482 0.839 0.927 0.971 1.275 1.532 0.994 0.774 0.346 0.190 8.785 0.8% 0.936 2.737 3.802 1.311
2012 M 0.217 0.229 0.518 0.750 0.848 0.916 1.293 1.448 0.934 0.736 0.357 0.218 8.464 -3.7% 0.964 2.514 3.675 1.311
2013 M 0.210 0.210 0.514 0.693 0.898 0.884 1.262 1.434 0.914 0.684 0.330 0.199 8.232 -2.7% 0.935 2.475 3.669 1.214
2014 M 0.204 0.235 0.508 0.704 0.826 0.881 1.239 1.457 0.898 0.628 0.338 0.210 8.129 -1.3% 0.948 2.411 3.594 1.176
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</table>

**Key**

- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

**Share of Total %**

- 4.8%
- 4.7%
- 4.7%
- 4.5%
- 4.5%

**Annual Change in Share %**

- -2.1%
- 6.0%
- -0.1%
- 0.4%
- -7.6%

**Change in Share from 2003 %**

- -2.1%
- 3.8%
- 0.1%
- -0.4%
- -7.6%

**Avg Ann. Change in Share %**

- -2.1%
- 1.9%
- 2.6%
- 2.0%
- 1.7%

**Report Prepared by: Cathy James. Date of Issue: 24/08/15**

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### Share of Total

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### Key

- **An increase of 3% or more**
- **Less than 3% change**
- **A Fall of 3% or more**

### Non-Serviced Accommodation

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### Average Annual Change

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<th>Annual Change in Share %</th>
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### Share of Market

- An increase of 3% or more
- Less than 3% change
- A fall of 3% or more

---

### Visitor Days in Thousands / Percentage Changes

- Monthly and quarterly visitor days
- Total SFR 000s
- Share of Total %
- Visitor Days by Year and Share of Total

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### Key

- SFR

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### Notes

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### Report Prepared by

- Cathy James
- Date of Issue: 24/08/15
### STEAM FINAL TREND REPORT FOR 2003-2014

**CEREDIGION COUNTY COUNCIL**

#### VISITOR DAYS BY: KEY

<table>
<thead>
<tr>
<th>An increase of 3% or more</th>
<th>STAYING VISITOR</th>
<th>Visitor Days by Year and Share of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 3% change</td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>A Fall of 3% or more</td>
<td>JAN</td>
<td>FEB</td>
</tr>
<tr>
<td>% Change 2003 to 2014</td>
<td>8.2%</td>
<td>23.2%</td>
</tr>
<tr>
<td>% Change 2013 to 2014</td>
<td>-2.0%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Average Annual Change</td>
<td>0.7%</td>
<td>2.1%</td>
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#### Calendar Year

<table>
<thead>
<tr>
<th>Year</th>
<th>VISITOR DAYS</th>
<th>STAYING VISITOR</th>
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<tbody>
<tr>
<td>2003</td>
<td>6.888</td>
<td>81.3%</td>
</tr>
<tr>
<td>2004</td>
<td>6.945</td>
<td>82.3%</td>
</tr>
<tr>
<td>2005</td>
<td>7.027</td>
<td>82.6%</td>
</tr>
<tr>
<td>2006</td>
<td>7.182</td>
<td>83.2%</td>
</tr>
<tr>
<td>2007</td>
<td>7.317</td>
<td>83.8%</td>
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<tr>
<td>2008</td>
<td>7.421</td>
<td>83.7%</td>
</tr>
<tr>
<td>2009</td>
<td>7.509</td>
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#### Share of Market

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Days by Year and Share of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>Staying Visitor M</td>
</tr>
<tr>
<td>2004</td>
<td>6.888</td>
</tr>
<tr>
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<td>6.945</td>
</tr>
<tr>
<td>2006</td>
<td>7.027</td>
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<td>2007</td>
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<tr>
<td>2008</td>
<td>7.317</td>
</tr>
<tr>
<td>2009</td>
<td>7.421</td>
</tr>
</tbody>
</table>

#### Annual Change in Share

<table>
<thead>
<tr>
<th>Year</th>
<th>% Change</th>
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<tbody>
<tr>
<td>2003</td>
<td>1.2%</td>
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<tr>
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</tr>
<tr>
<td>2005</td>
<td>2.4%</td>
</tr>
<tr>
<td>2006</td>
<td>2.3%</td>
</tr>
<tr>
<td>2007</td>
<td>4.0%</td>
</tr>
<tr>
<td>2008</td>
<td>2.7%</td>
</tr>
<tr>
<td>2009</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

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Page 35
Direct and Total Employment by Month, Year and Visitor Type for the Period 2003 to 2014

Visitor Types:  

- Total  
- Serviced Accommodation  
- Non-Serviced Accommodation  
- SFR  
- Staying Visitor  
- Day Visitor
### Employment by Month and Quarter

<table>
<thead>
<tr>
<th>Month and Quarter</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Total</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td><strong>FTEs</strong></td>
<td>2,709</td>
<td>2,787</td>
<td>4,412</td>
<td>5,920</td>
<td>2,774</td>
<td>4,112</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>3.1%</td>
<td>0.8%</td>
<td>1.6%</td>
<td>-5.5%</td>
<td>7.8%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

### Employment by Calendar Year

<table>
<thead>
<tr>
<th>Year</th>
<th>FTEs</th>
<th>% Change</th>
<th>Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>3,293</td>
<td>0.1%</td>
<td>3,306</td>
</tr>
<tr>
<td>2004</td>
<td>3,247</td>
<td>-0.5%</td>
<td>3,306</td>
</tr>
<tr>
<td>2005</td>
<td>3,225</td>
<td>-0.6%</td>
<td>3,306</td>
</tr>
<tr>
<td>2006</td>
<td>3,225</td>
<td>-0.7%</td>
<td>3,306</td>
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<td>3,306</td>
</tr>
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<tr>
<td>2014</td>
<td>3,225</td>
<td>-1.5%</td>
<td>3,306</td>
</tr>
</tbody>
</table>

### Share of Market

<table>
<thead>
<tr>
<th>Year</th>
<th>FTEs</th>
<th>% Change</th>
</tr>
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<tbody>
<tr>
<td>2003</td>
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<tr>
<td>2014</td>
<td>3,225</td>
<td>-1.5%</td>
</tr>
</tbody>
</table>

### Total Employment

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
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<td>2013</td>
<td>3,306</td>
</tr>
<tr>
<td>2014</td>
<td>3,306</td>
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</tbody>
</table>

### Share of Total

<table>
<thead>
<tr>
<th>Year</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
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</tr>
<tr>
<td>2014</td>
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</tr>
</tbody>
</table>

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### STEAM FINAL TREND REPORT FOR 2003-2014

**CEREDIGION COUNTY COUNCIL**

#### EMPLOYMENT BY:

**KEY**

- **Serviced Accommodation**
- **Direct Employment**

### MONTH AND QUARTER

**DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES**

<table>
<thead>
<tr>
<th>Month</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>TOTAL</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTEs</td>
<td>1,109</td>
<td>1,166</td>
<td>1,268</td>
<td>1,343</td>
<td>1,400</td>
<td>1,399</td>
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<tr>
<td>Change 2003 to 2014</td>
<td>0.0%</td>
<td>0.1%</td>
<td>2.5%</td>
<td>2.5%</td>
<td>2.5%</td>
<td>2.5%</td>
</tr>
<tr>
<td>% Change 2013 to 2014</td>
<td>0.0%</td>
<td>0.1%</td>
<td>2.5%</td>
<td>2.5%</td>
<td>2.5%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

#### EMPLOYMENT

**SHARE OF MARKET**

<table>
<thead>
<tr>
<th>Year</th>
<th>Serviced FTEs</th>
<th>Total Employment FTEs</th>
<th>Share of Total %</th>
<th>Annual Change in Share %</th>
<th>Change in Share from 2003 %</th>
<th>Avg Ann. Change in Share %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>1,310</td>
<td>5,627</td>
<td>23.3%</td>
<td>-0.2%</td>
<td>-0.2%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>2004</td>
<td>1,109</td>
<td>5,682</td>
<td>23.2%</td>
<td>0.5%</td>
<td>0.3%</td>
<td>0.1%</td>
</tr>
<tr>
<td>2005</td>
<td>1,111</td>
<td>5,713</td>
<td>23.2%</td>
<td>-0.5%</td>
<td>-0.2%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>2006</td>
<td>1,111</td>
<td>5,713</td>
<td>23.2%</td>
<td>0.0%</td>
<td>-1.0%</td>
<td>-0.3%</td>
</tr>
<tr>
<td>2007</td>
<td>1,111</td>
<td>5,713</td>
<td>23.2%</td>
<td>-0.5%</td>
<td>-1.2%</td>
<td>-0.3%</td>
</tr>
<tr>
<td>2008</td>
<td>1,111</td>
<td>5,713</td>
<td>23.2%</td>
<td>0.0%</td>
<td>-1.2%</td>
<td>-0.3%</td>
</tr>
<tr>
<td>2009</td>
<td>1,111</td>
<td>5,713</td>
<td>23.2%</td>
<td>-0.5%</td>
<td>-1.2%</td>
<td>-0.3%</td>
</tr>
<tr>
<td>2010</td>
<td>1,111</td>
<td>5,713</td>
<td>23.2%</td>
<td>0.0%</td>
<td>-1.2%</td>
<td>-0.3%</td>
</tr>
<tr>
<td>2011</td>
<td>1,111</td>
<td>5,713</td>
<td>23.2%</td>
<td>-0.5%</td>
<td>-1.2%</td>
<td>-0.3%</td>
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<td>1,111</td>
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<td>23.2%</td>
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<td>5,713</td>
<td>23.2%</td>
<td>0.0%</td>
<td>-1.2%</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

#### SERVICED ACCOMMODATION

**FTEs**

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg Ann. Change</td>
<td>-0.2%</td>
<td>0.1%</td>
<td>-0.1%</td>
<td>-0.3%</td>
<td>-0.7%</td>
<td>-0.2%</td>
<td>-0.2%</td>
<td>0.1%</td>
<td>0.2%</td>
<td>0.4%</td>
<td>0.3%</td>
<td></td>
</tr>
</tbody>
</table>

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CEREDIGION COUNTY COUNCIL

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC Q1 Q2...

SERVICED FTEs Share of Total

DIRECT EMPLOYMENT

Employment (FTEs) and Share of Total (%)
### STEAM FINAL TREND REPORT FOR 2003-2014
**CEREDIGION COUNTY COUNCIL**

#### EMPLOYMENT BY:

<table>
<thead>
<tr>
<th>KEY</th>
<th>NON-SERVED ACCOMMODATION</th>
<th>CALENDAR YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>An increase of 3% or more</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 3% change</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Fall of 3% or more</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Change 2003 to 2014</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Average Annual Change</td>
<td></td>
<td></td>
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</tbody>
</table>

#### EMPLOYMENT

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Serviced</td>
<td>2,662</td>
<td>2,694</td>
<td>2,701</td>
<td>2,749</td>
<td>2,788</td>
<td>2,915</td>
<td>2,762</td>
<td>2,798</td>
<td>2,772</td>
<td>2,896</td>
<td>2,866</td>
<td>2,553</td>
</tr>
<tr>
<td>Total Employment</td>
<td>5,627</td>
<td>5,628</td>
<td>5,648</td>
<td>5,713</td>
<td>5,790</td>
<td>5,952</td>
<td>5,706</td>
<td>5,728</td>
<td>5,546</td>
<td>5,429</td>
<td>5,170</td>
<td>4,570</td>
</tr>
<tr>
<td>Share of Total</td>
<td>47.3%</td>
<td>47.9%</td>
<td>48.1%</td>
<td>48.1%</td>
<td>49.0%</td>
<td>48.4%</td>
<td>48.8%</td>
<td>48.6%</td>
<td>48.3%</td>
<td>47.9%</td>
<td>47.5%</td>
<td>47.0%</td>
</tr>
<tr>
<td>Annual Change in Share</td>
<td>1.2%</td>
<td>-0.1%</td>
<td>0.6%</td>
<td>0.1%</td>
<td>1.7%</td>
<td>-1.2%</td>
<td>0.9%</td>
<td>-0.4%</td>
<td>-0.7%</td>
<td>-0.7%</td>
<td>-0.8%</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Change in Share from 2003</td>
<td>1.2%</td>
<td>1.1%</td>
<td>1.7%</td>
<td>1.8%</td>
<td>3.5%</td>
<td>2.3%</td>
<td>1.2%</td>
<td>2.8%</td>
<td>2.1%</td>
<td>1.3%</td>
<td>0.9%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Avg Ann. Change in Share</td>
<td>1.2%</td>
<td>0.5%</td>
<td>0.6%</td>
<td>0.4%</td>
<td>0.7%</td>
<td>0.4%</td>
<td>0.5%</td>
<td>0.4%</td>
<td>0.2%</td>
<td>0.1%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

#### NON-SERVED ACCOMMODATION

- Employment (FTEs) and Share of Total (%)
- Share of Total:
  - Non-Serviced FTEs
  - Total Employment
  - Change in Share from 2003
  - Avg Ann. Change in Share

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### STEAM Final Trend Report for 2003-2014

Ceredigion County Council

#### Employment by Key

<table>
<thead>
<tr>
<th>Month and Quarter</th>
<th>TOTAL</th>
<th>FTEs</th>
<th>Share of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SFR</strong></td>
<td><strong>FTEs</strong></td>
<td><strong>%</strong></td>
<td><strong>FTEs</strong></td>
</tr>
<tr>
<td><strong>2003</strong></td>
<td>117</td>
<td>118</td>
<td>119</td>
</tr>
<tr>
<td><strong>2004</strong></td>
<td>118</td>
<td>119</td>
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<tr>
<td><strong>2005</strong></td>
<td>119</td>
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<tr>
<td><strong>2006</strong></td>
<td>120</td>
<td>121</td>
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<td><strong>2007</strong></td>
<td>121</td>
<td>122</td>
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<td><strong>2008</strong></td>
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<td><strong>2009</strong></td>
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<td><strong>2010</strong></td>
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<tr>
<td><strong>2011</strong></td>
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#### Employment

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#### Key

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<th>Average Annual Change</th>
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#### Share of Market

<table>
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<tr>
<td>2004</td>
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<td>119</td>
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Report Prepared by: Cathy James. Date of Issue: 24/08/15

Page 41
<table>
<thead>
<tr>
<th>Month and Quarter</th>
<th>2003 to 2014</th>
<th>STAYING VISITOR</th>
<th>DIRECT EMPLOYMENT</th>
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<td></td>
<td>2012</td>
<td>2,209</td>
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<tr>
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<td>SHARE OF MARKET</td>
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<td>% Change</td>
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<td></td>
<td>2007</td>
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</tr>
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<td>2008</td>
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<td>5,490</td>
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<td>5,524</td>
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<td></td>
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<td>5,527</td>
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<td>2012</td>
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<td>2.9%</td>
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<tr>
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<tr>
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<td>%</td>
<td>90.8%</td>
<td>91.4% 91.5% 91.8% 92.2% 92.2% 92.4% 92.4% 92.1% 91.4%</td>
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<tr>
<td>Change in Share from 2003</td>
<td>%</td>
<td>0.6%</td>
<td>0.1% 0.3% -0.1% 0.6% -0.4% 0.3% 0.2% -0.3% 0.0%</td>
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<tr>
<td>Avg Ann. Change in Share</td>
<td>%</td>
<td>0.6%</td>
<td>0.4% 0.3% 0.2% 0.3% 0.2% 0.2% 0.2% 0.1% 0.1%</td>
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</table>
## Serviced Accommodation

<table>
<thead>
<tr>
<th>Type</th>
<th>2014</th>
<th>Change on 2013</th>
<th>Change on 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Est. Beds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Serviced Accommodation Total</td>
<td>349</td>
<td>3,689</td>
<td>0</td>
</tr>
<tr>
<td>+50 room hotels</td>
<td>3</td>
<td>271</td>
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<tr>
<td>11-50 room hotels</td>
<td>29</td>
<td>1,028</td>
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</tr>
<tr>
<td>&lt;10 room hotels/others</td>
<td>317</td>
<td>2,390</td>
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## Non-Serviced Accommodation

<table>
<thead>
<tr>
<th>Type</th>
<th>2014</th>
<th>Change on 2013</th>
<th>Change on 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Est. Beds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Serviced Accommodation Total</td>
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<td>41,870</td>
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<tr>
<td>Self catering</td>
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<tr>
<td>Static caravans/chalets</td>
<td>75</td>
<td>4,692</td>
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<tr>
<td>Touring caravans/camping</td>
<td>114</td>
<td>8,928</td>
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<tr>
<td>Not-for-hire statics</td>
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## Distribution by Type of Accommodation

<table>
<thead>
<tr>
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<th>2014</th>
<th>Change on 2013</th>
<th>Change on 2003</th>
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</thead>
<tbody>
<tr>
<td>Est. Beds</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>All Paid Accommodation Total</td>
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<td>45,559</td>
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</tr>
<tr>
<td>Serviced Accommodation Share of Total</td>
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<tr>
<td>Non-Serviced Accommodation Share of Total</td>
<td>58%</td>
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## Seasonal Availability of Bed Supply

### 2014

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<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Paid</td>
<td>16,856</td>
<td>13,536</td>
<td>39,744</td>
<td>41,357</td>
<td>45,556</td>
<td>45,556</td>
<td>45,556</td>
<td>45,559</td>
<td>45,559</td>
<td>45,547</td>
<td>44,432</td>
<td>28,734</td>
</tr>
<tr>
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<td>13,669</td>
<td>10,203</td>
<td>36,142</td>
<td>36,142</td>
<td>41,870</td>
<td>41,870</td>
<td>41,870</td>
<td>41,870</td>
<td>41,870</td>
<td>41,870</td>
<td>40,767</td>
<td>25,276</td>
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# Report Sections With Historic Financial Data Indexed to 2014 Prices

## Sections:
- Comparative Headlines
- Key Measures
- Economic Impact
- Sectoral Analysis

## Visitor Types:
- Total
- Serviced Accommodation
- Non-Serviced Accommodation
- SFR
- Staying Visitor
- Day Visitor

## Indexation:
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<th>2013</th>
<th>+/- %</th>
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</thead>
<tbody>
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<td>1.243</td>
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<td></td>
</tr>
<tr>
<td>1.451</td>
<td>1.345</td>
<td>7.9%</td>
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### Visitor Numbers
<table>
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<th>+/- %</th>
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<td>0.117</td>
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<tr>
<td>1.144</td>
<td>1.291</td>
<td>-2.6%</td>
<td></td>
</tr>
<tr>
<td>1.451</td>
<td>1.345</td>
<td>7.9%</td>
<td></td>
</tr>
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</table>

### Direct Expenditure
<table>
<thead>
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<th>2014</th>
<th>2013</th>
<th>+/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>222.40</td>
<td>228.44</td>
<td>-2.6%</td>
<td></td>
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</tbody>
</table>

### Economic Impact
<table>
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<th>2013</th>
<th>+/- %</th>
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</thead>
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### Direct Employment
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<th>2013</th>
<th>+/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,290</td>
<td>1,310</td>
<td>-1.5%</td>
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</table>

### Total Employment
<table>
<thead>
<tr>
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<th>2013</th>
<th>+/- %</th>
</tr>
</thead>
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<tr>
<td>5,370</td>
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### Visitor Days
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<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2013</th>
<th>+/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>48.23</td>
<td>52.03</td>
<td>-7.3%</td>
<td></td>
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</tbody>
</table>

### Visitor Numbers
<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2013</th>
<th>+/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,418</td>
<td>4,454</td>
<td>-0.8%</td>
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### Direct Expenditure
<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2013</th>
<th>+/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>222.40</td>
<td>228.44</td>
<td>-2.6%</td>
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</tbody>
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### Economic Impact
<table>
<thead>
<tr>
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<th>2013</th>
<th>+/- %</th>
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### Direct Employment
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<tr>
<th>Year</th>
<th>2014</th>
<th>2013</th>
<th>+/- %</th>
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</thead>
<tbody>
<tr>
<td>1,290</td>
<td>1,310</td>
<td>-1.5%</td>
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</table>

### Total Employment
<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2013</th>
<th>+/- %</th>
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</thead>
<tbody>
<tr>
<td>4,418</td>
<td>4,454</td>
<td>-0.8%</td>
<td></td>
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### Visitor Days
<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2013</th>
<th>+/- %</th>
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</thead>
<tbody>
<tr>
<td>48.23</td>
<td>52.03</td>
<td>-7.3%</td>
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### Visitor Numbers
<table>
<thead>
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<th>2014</th>
<th>2013</th>
<th>+/- %</th>
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</thead>
<tbody>
<tr>
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### Direct Expenditure
<table>
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<tr>
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<th>2013</th>
<th>+/- %</th>
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<tr>
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### Economic Impact
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### Direct Employment
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<th>+/- %</th>
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<tr>
<td>1,290</td>
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### Total Employment
<table>
<thead>
<tr>
<th>Year</th>
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<th>2013</th>
<th>+/- %</th>
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<tr>
<td>4,418</td>
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# STEAM FINAL TREND REPORT FOR 2003-2014

CEREDIGION COUNTY COUNCIL

<table>
<thead>
<tr>
<th>Year</th>
<th>% Change from 2003</th>
<th>Economic Impact - Indexed</th>
<th>Visitor Numbers</th>
<th>Visitor Days</th>
<th>Total Employment</th>
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<td></td>
<td>-0.7%</td>
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<td>-6.3%</td>
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"Linear" = Linear Trendline

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Report Prepared by: Cathy James. Date of Issue: 24/08/15
## STEAM Final Trend Report for 2003-2014

Ceredigion County Council

### Economic Impact - Indexed - Serviced Accommodation

<table>
<thead>
<tr>
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<td>7.4%</td>
<td>5.4%</td>
<td>1.9%</td>
<td>1.0%</td>
<td>-12.6%</td>
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<td>16.9%</td>
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<td>-0.8%</td>
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### Visitor Numbers - Serviced Accommodation

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<td>% Change on Year</td>
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<td>4.0%</td>
<td>0.9%</td>
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### Visitor Days - Serviced Accommodation

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</thead>
<tbody>
<tr>
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<td>0.9%</td>
<td>0.7%</td>
<td>0.3%</td>
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<td>-1.7%</td>
<td>-0.1%</td>
<td>1.7%</td>
<td>-1.6%</td>
<td>-0.2%</td>
<td>-1.5%</td>
<td>-0.2%</td>
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### Direct Employment Supported - Serviced Accommodation

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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>% Change from 2003</td>
<td>-0.8%</td>
<td>6.5%</td>
<td>12.3%</td>
<td>14.4%</td>
<td>15.5%</td>
<td>1.0%</td>
<td>-0.5%</td>
<td>16.3%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>-11.3%</td>
<td>4.6%</td>
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### Direct Employment

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</thead>
<tbody>
<tr>
<td>% Change from 2003</td>
<td>-2.6%</td>
<td>4.1%</td>
<td>9.8%</td>
<td>12.1%</td>
<td>17.3%</td>
<td>2.3%</td>
<td>1.3%</td>
<td>18.5%</td>
<td>4.6%</td>
<td>2.7%</td>
<td>-10.4%</td>
<td>-0.2%</td>
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</table>
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REPORT PREPARED BY: CATHY JAMES
DATE OF ISSUE: 24/08/15
STEAM FINAL TREND REPORT FOR 2003-2014
CEREDIGION COUNTY COUNCIL

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Report Prepared by: Cathy James. Date of Issue: 24/08/15

% Change from 2003
Economic Impact - Indexed 1.2% 2.5% 5.1% 7.4% 13.8% 5.0% 6.4% 8.7% 3.3% 0.2% -4.1%
Visitor Numbers 0.3% 2.6% 4.9% 6.8% 12.3% 3.9% 4.9% 8.1% 3.0% 0.2% -3.5%
Visitor Days 0.8% 2.0% 4.3% 6.2% 12.5% 4.8% 6.5% 7.7% 3.0% 0.0% -3.1%
Direct Employment 0.6% 1.1% 2.6% 3.9% 7.4% 2.5% 3.3% 3.0% 0.0% -2.1% -4.0%

"Linear" = Linear Trendline
### SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2014

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>£M</td>
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<td>44.58</td>
<td>45.24</td>
<td>46.66</td>
<td>47.87</td>
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<td>46.28</td>
<td>47.48</td>
<td>44.87</td>
<td>43.36</td>
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<tr>
<td>Food &amp; Drink</td>
<td>£M</td>
<td>65.99</td>
<td>65.82</td>
<td>66.59</td>
<td>67.73</td>
<td>69.08</td>
<td>72.27</td>
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<td>67.69</td>
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<td>22.73</td>
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<td>23.78</td>
<td>24.96</td>
<td>23.39</td>
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<td>23.31</td>
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<td>Shopping</td>
<td>£M</td>
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<td>36.92</td>
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<td>28.85</td>
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<td>29.48</td>
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<td>Direct Revenue</td>
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<td>198.90</td>
<td>201.10</td>
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<td>209.21</td>
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<td>316.83</td>
<td>322.72</td>
<td>329.66</td>
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<td>321.99</td>
<td>324.08</td>
<td>329.46</td>
<td>315.61</td>
<td>306.36</td>
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### SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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<th></th>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
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<td>FTEs</td>
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<td>1,893</td>
<td>1,879</td>
<td>1,883</td>
<td>1,881</td>
<td>1,870</td>
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<td>1,869</td>
<td>1,881</td>
<td>1,881</td>
<td>1,868</td>
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<td>Food &amp; Drink</td>
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<td>1,275</td>
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<td>1,312</td>
<td>1,338</td>
<td>1,400</td>
<td>1,310</td>
<td>1,323</td>
<td>1,312</td>
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<td>535</td>
<td>540</td>
<td>548</td>
<td>559</td>
<td>587</td>
<td>550</td>
<td>556</td>
<td>548</td>
<td>526</td>
<td>511</td>
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<tr>
<td>Shopping</td>
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<td>652</td>
<td>658</td>
<td>666</td>
<td>679</td>
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<td>635</td>
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<td>1,054</td>
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<td>5,628</td>
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### SECTORAL ANALYSIS

#### 2014

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#### SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2014

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<tbody>
<tr>
<td>Accommodation</td>
<td>(13.5%)</td>
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<tr>
<td>Food &amp; Drink</td>
<td>(20.7%)</td>
</tr>
<tr>
<td>Recreation</td>
<td>(7.2%)</td>
</tr>
<tr>
<td>Shopping</td>
<td>(11.6%)</td>
</tr>
<tr>
<td>Transport</td>
<td>(9.1%)</td>
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#### SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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<tbody>
<tr>
<td>Accommodation</td>
<td>(34.8%)</td>
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<tr>
<td>Food &amp; Drink</td>
<td>(22.3%)</td>
</tr>
<tr>
<td>Recreation</td>
<td>(17.7%)</td>
</tr>
<tr>
<td>Shopping</td>
<td>(11.4%)</td>
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### Economic Impact £M - Indexed to 2014 / Percentage Changes

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<th>Year</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Total £M</th>
<th>Share of Total %</th>
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<td>£7,384</td>
<td>£17,040</td>
<td>£25,710</td>
<td>£313,770</td>
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<tr>
<td>2005</td>
<td>£8,600</td>
<td>£7,690</td>
<td>£18,700</td>
<td>£23,660</td>
<td>£316,830</td>
<td>100.0%</td>
</tr>
<tr>
<td>2006</td>
<td>£9,066</td>
<td>£8,067</td>
<td>£18,300</td>
<td>£27,540</td>
<td>£322,720</td>
<td>100.0%</td>
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<tr>
<td>2007</td>
<td>£9,989</td>
<td>£8,670</td>
<td>£18,830</td>
<td>£27,110</td>
<td>£344,900</td>
<td>100.0%</td>
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<tr>
<td>2008</td>
<td>£9,012</td>
<td>£9,082</td>
<td>£21,460</td>
<td>£25,940</td>
<td>£329,660</td>
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<td>2009</td>
<td>£8,466</td>
<td>£8,488</td>
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<td>£324,080</td>
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<tr>
<td>2010</td>
<td>£6,793</td>
<td>£7,600</td>
<td>£18,040</td>
<td>£27,040</td>
<td>£324,080</td>
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<tr>
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<td>£26,250</td>
<td>£315,610</td>
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<tr>
<td>2013</td>
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### Economic Impact by Year and Share of Total

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### Economic Impact by Month and Quarter

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#### Change by Year and Share of Total

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#### Economic Impact - Indexed to 2014

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#### Change by Year and Share of Total

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<td>2014 to 2015</td>
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#### Economic Impact Prepared by: Cathy James
Date of Issue: 24/08/15
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<th>2014</th>
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**Non-Serviced Accommodation**

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<th>2014 Prices</th>
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**ECONOMIC IMPACT INDEXED TO 2014**

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<td>Change in Share from 2003</td>
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## Economic Impact by Year and Share of Total

### Economic Impact - Indexed to 2014 & Percentage Changes

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<tr>
<td>% Annual Change in Share</td>
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### Economic Impact £M by Quarter

- **Q1:** Share of Total £M
- **Q2:** Share of Total £M
- **Q3:** Share of Total £M
- **Q4:** Share of Total £M

### Economic Impact by Year

- **2003:** £10.60
- **2004:** £10.63
- **2005:** £10.76
- **2006:** £10.78
- **2007:** £10.63
- **2008:** £10.75
- **2009:** £10.52
- **2010:** £10.59
- **2011:** £10.45
- **2012:** £10.47
- **2013:** £10.47
- **2014:** £10.47

### Economic Impact by Quarter

- **Q1:** £2.00
- **Q2:** £4.00
- **Q3:** £6.00
- **Q4:** £8.00

### Average Annual Change in Share

- **2003 to 2014:** 0.2%
- **2013 to 2014:** 0.2%
- **Average Annual Change:** 0.2%

### Change in Share from 2003

- **2004:** -0.2%
- **2005:** -0.4%
- **2006:** -0.1%
- **2007:** -1.2%
- **2008:** -0.3%
- **2009:** -0.6%
- **2010:** -0.6%
- **2011:** -0.2%
- **2012:** 0.2%
- **2013:** 0.4%
- **2014:** 0.3%

### Key

- **An increase of 3% or more**
- **Less than 3% change**
- **A Fall of 3% or more**

### Note

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### ECONOMIC IMPACT BY:

#### MONTH AND QUARTER

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#### CALENDAR YEAR

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#### ECONOMIC IMPACT - INDEXED TO 2014 / PERCENTAGE CHANGES

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#### SHARE OF MARKET

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### ECONOMIC IMPACT - INDEXED TO 2014

#### REPORTED BY:

CEREDIGION COUNTY COUNCIL

**STAYING VISITOR**

- **ECONOMIC IMPACT Indexed**

#### KEY

- **An increase of 3% or more**
- **Less than 3% change**
- **A Fall of 3% or more**

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#### Diagram

- **Economic Impact by Year and Share of Total**

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Report Prepared by: Cat hy James. Date of Issue: 24/08/15

Page 58
<table>
<thead>
<tr>
<th>Month and Quarter</th>
<th>Day Visitor</th>
<th>Economic Impact Indexed</th>
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<td>Share of Total</td>
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### Economic Impact by Year and Share of Total

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<th>Share of Total %</th>
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### Economic Impact - Indexed to 2014

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<td>2014</td>
<td>1.358</td>
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</table>

### Key

- **An increase of 3% or more**
- **Less than 3% change**
- **A Fall of 3% or more**

### Average Annual Change

- **% Change 2003 to 2014**: -3.56%
- **% Change 2013 to 2014**: -3.56%
- **Average Annual Change**: -3.56%

### Economic Impact by: Day Visitor

- **Key**: Economic Impact £M - Indexed to 2014 / Percentage Changes
- **Month and Quarter**: Indexed to 2014 / Percentage Changes
- **Annual Change**: Indexed to 2014 / Percentage Changes

### Economic Impact - Economic Impact by Year and Share of Total

- **Economic Impact**
- **Day Visitor £M**
- **Share of Total %**

### Report

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