

Lead Cabinet Member	Indicator	Outturn 2014/15	Outturn 2015/16	Outturn 2016/17	Q1 17/18	Q2 17/18	Q3 17/18	Q4 17/18	Outturn 2017/18	Target 2017/18	Direction of Travel		Notes	Dept
Deputy Leader of the Council											Against Previous	Against Target		
Visitor & Cultural Economy	Overall value of tourism economy	1.33bn (STEAM)	1.366bn (STEAM)	£1.44bn	A	A	A	A		1.367bn	Annual		Outturn is for 2016. Data for 2017 will be available August 2018.	PL
	Total visits	16.8m (STEAM)	17m (STEAM)	18.03m	A	A	A	A		17.1m	Annual		Outturn is for 2016. Data for 2017 will be available August 2018.	PL
	Ratio of staying visitors	38.3%	41.1%	48.0% overnight stays	A	A	A	A		49.0%	Annual		Data will be available in Q2.	PL
	Visitor satisfaction ratings during summer season	91.0% (omnibus)	86.0% (omnibus)	89.0%	A	A	A	A		90.0%	Annual		Data will be available in Q3.	PL
	Jobs directly supported by tourism	23,857 (STEAM)	23,949 (STEAM)	24,435	A	A	A	A		24000	Annual		Outturn is for 2016. Data for 2017 will be available August 2018.	PL