

**STEAM research in  
Leicester and Leicestershire  
2003**

# What is STEAM?

- STEAM estimates the economic impact of tourism within a defined area.
- Provides valuable information about key trends in performance across the industry.
- Comprehensive analysis of tourism revenue, tourist days & employment.
- Comparable results across the region.
- Intelligence to inform and direct future activity.

# Benefits of STEAM

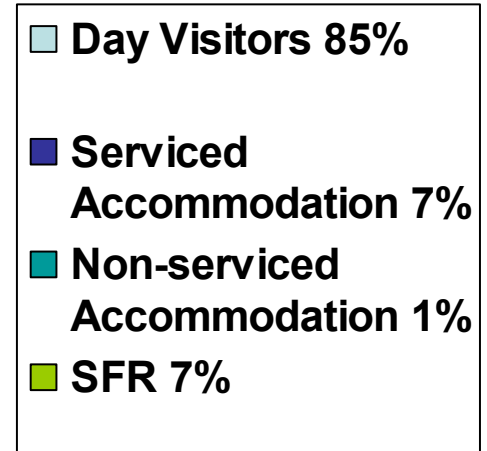
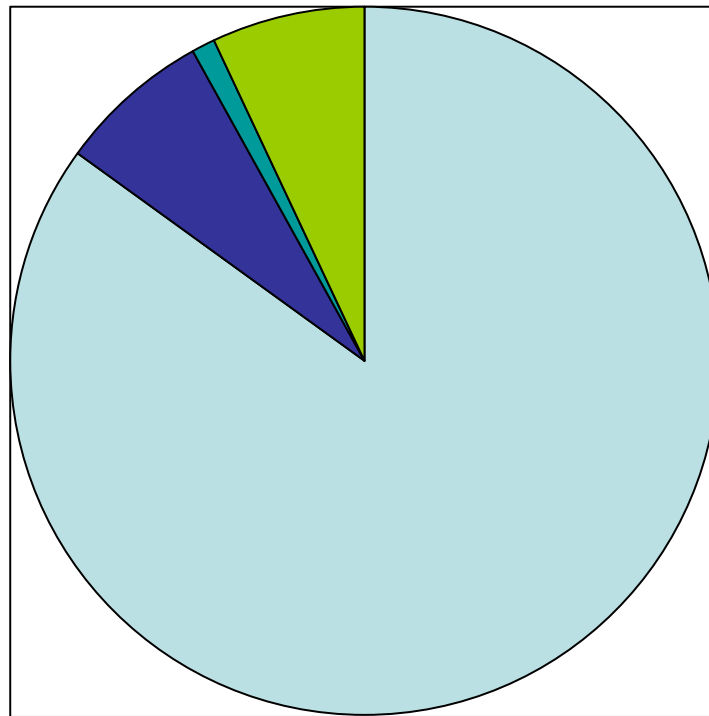
- Baseline of dedicated local level research.
- Develop a picture of the industry performance over a number of years.
- Monitor the impact of activities.
- Support decision making and planning applications.
- Enable comparisons across the region.

# Benefits of STEAM

- Help shape future activities and resource allocation.
- Intelligence to inform and direct future decision making.
- Help identify future activities for marketing activities.
- Support infrastructure and transportation planning.
- To add tourism to the bigger picture of inward investment

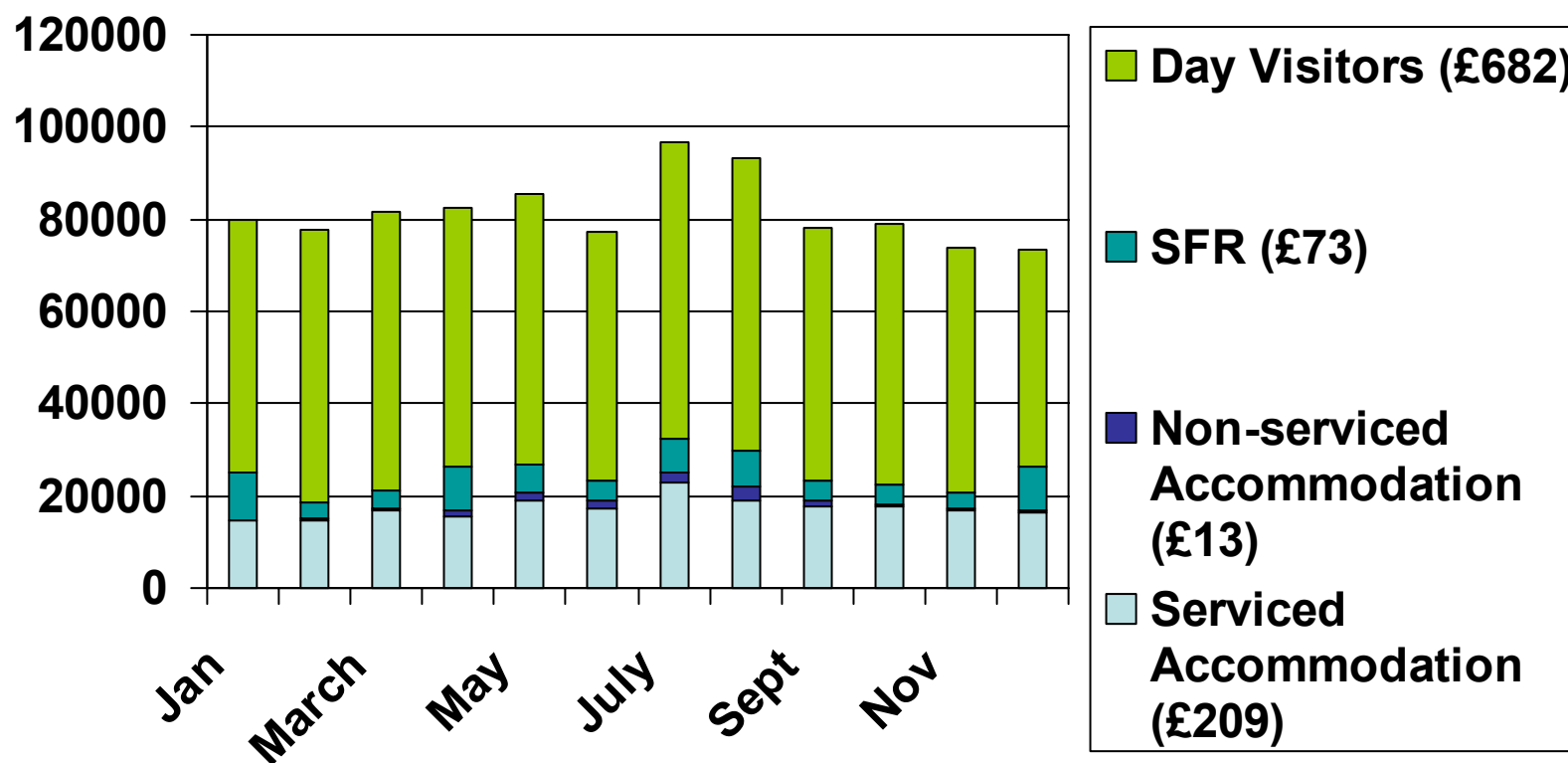
# Leicestershire County 2003

32.6 million tourist days : 2003 : by type of tourist



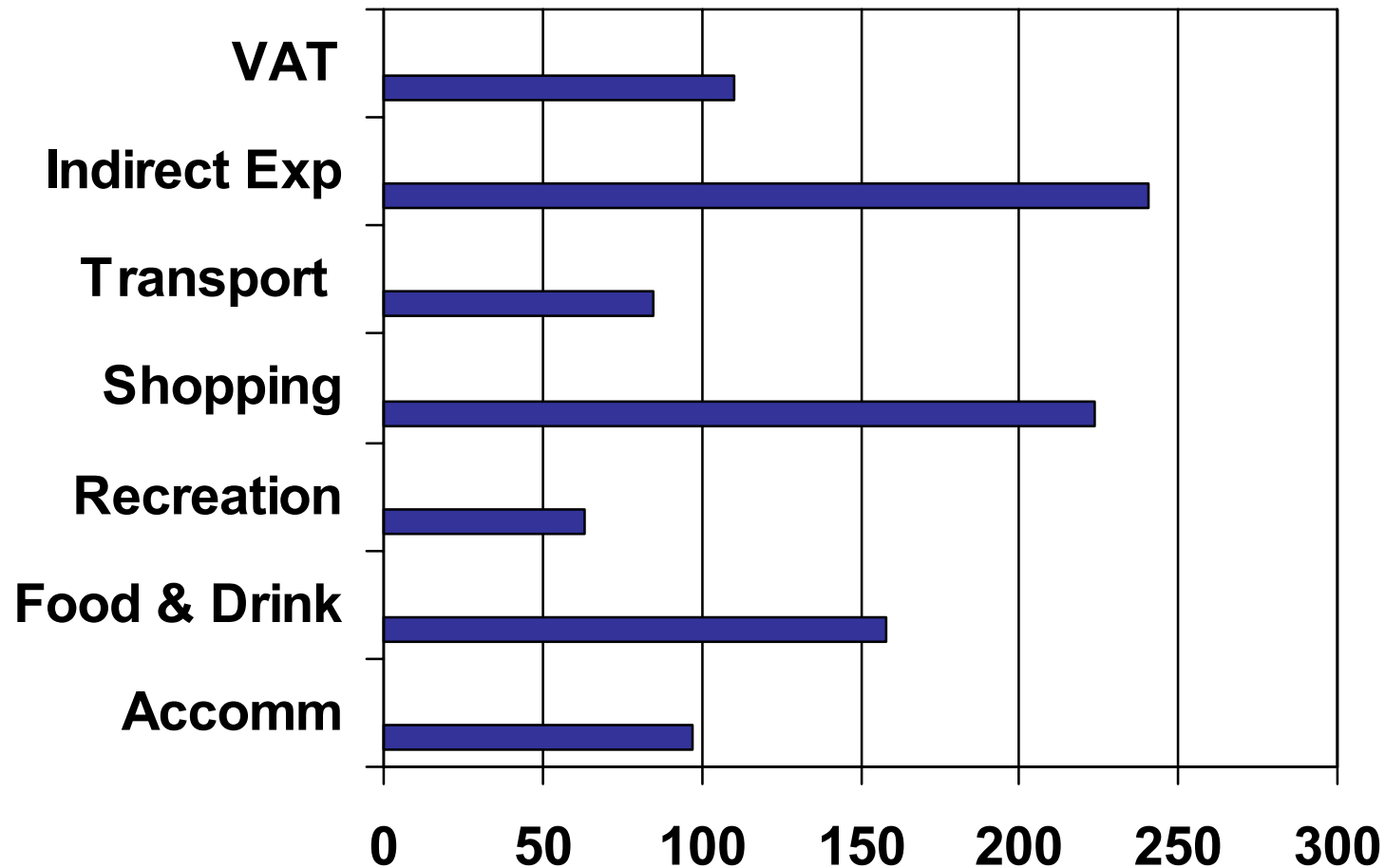
# Leicestershire County 2003

Tourism Expenditure 2003 :  
By type of Tourist : by month (£m's)



# Leicestershire County 2003

Tourism Expenditure : by industry sector 2003  
(£m's)

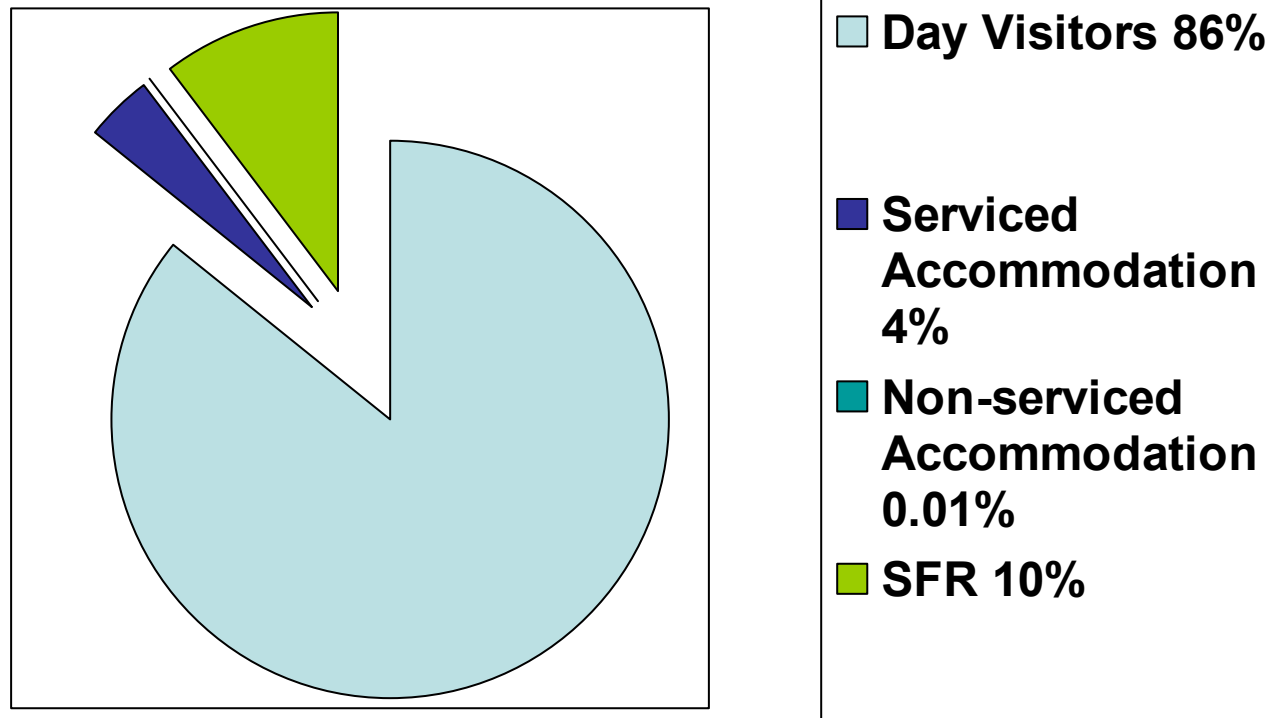


# Leicestershire County 2003 STEAM Report - Summary

- Total Expenditure: £978 m
- Tourist Days: 32,620,000
- Tourist Numbers: 29,967,000
- Total Employment (FTE's): 17,715

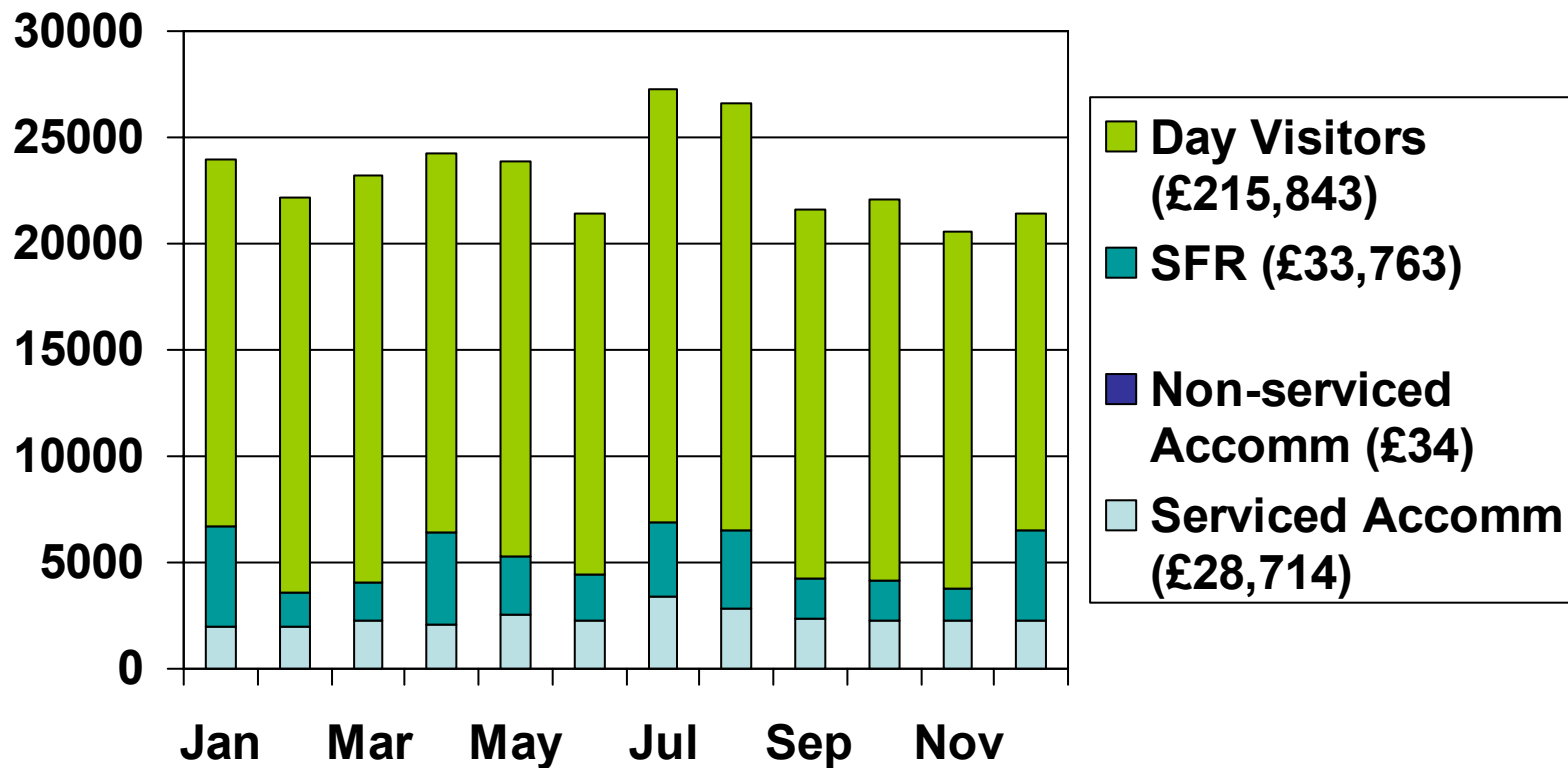
# City of Leicester 2003

10.2 million tourist days : 2003 : by type of tourist



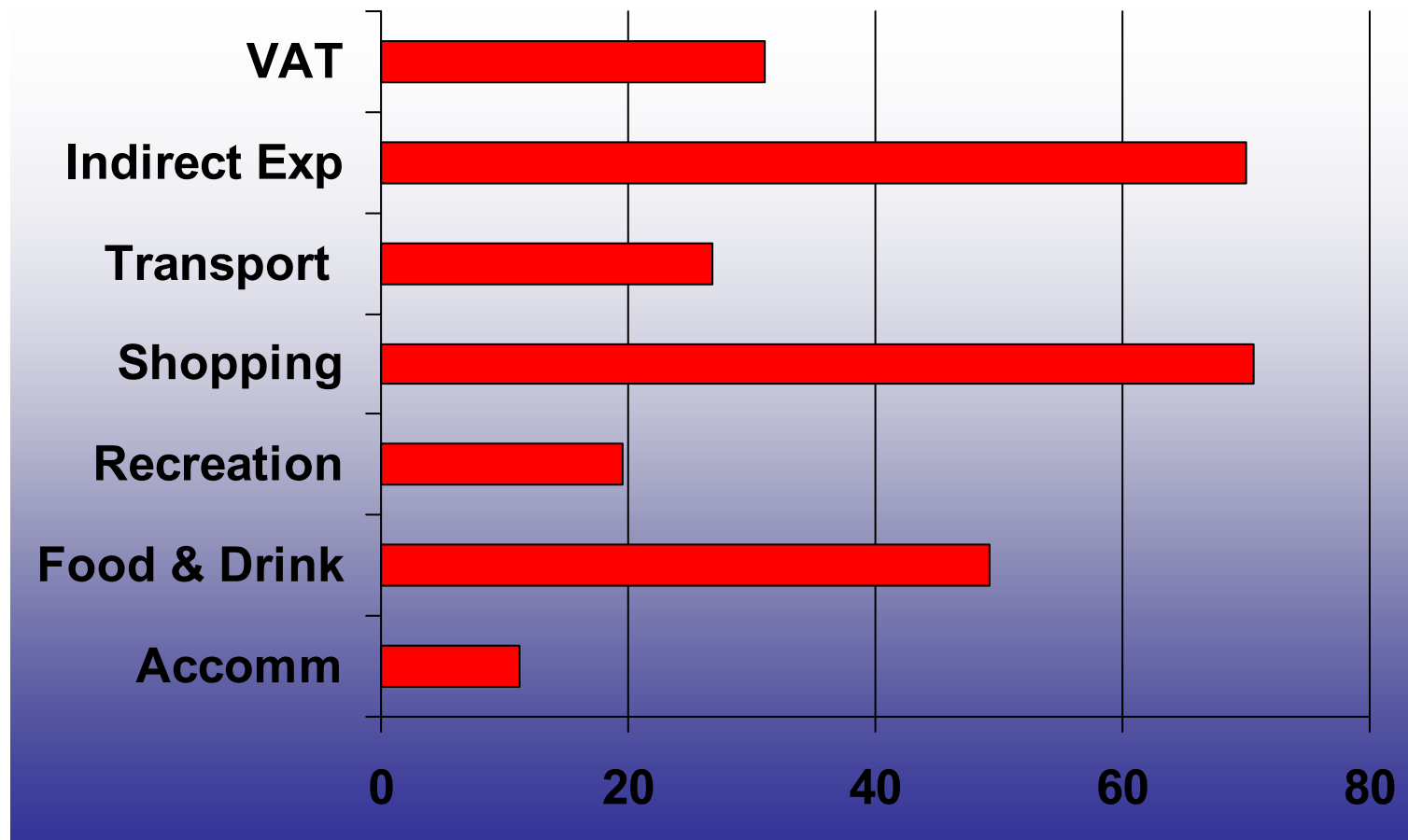
# City Of Leicester 2003

Tourism Expenditure 2003 : by type of tourist : by month (£m's)



# City of Leicester 2003

Tourism Expenditure : by industry sector 2003  
(£m's)



# Leicester City 2003 STEAM Report Summary

- Total Expenditure: £278.35 m
- Tourist Days: 10,239,520
- Tourist Numbers: 9,444,940
- Employment (FTE's): 5,026

## **STEAM research undertaken using 2003 data:**

- City of Leicester;
- Leicestershire County;
- Leicestershire and Rutland DMP;
- Hinckley and Bosworth District.

**It is planned to undertake STEAM research  
using 2004 data for:**

- **Charnwood**
- **Harborough**
- **Hinckley and Bosworth**
- **Leicester**
- **Leicestershire**
- **Melton**
- **Oadby and Wigston**
- **North West Leicestershire**
- **Rutland**

**This will be available in early 2006**

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