

<b>VOLUME AND VALUE OF GREATER YARMOUTH TOURISM 2003</b>						
<b>STAYING VISITS</b>						
	<b>UK</b>		<b>OVERSEAS</b>		<b>TOTAL</b>	
Serviced	219,000	17%	22,400	41%	241,400	18%
Self Catering	89,000	7%	2,400	4%	91,400	7%
Touring Caravans/ Tents	234,000	18%	2,300	4%	236,300	18%
Static vans /Holiday Centres	539,000	42%	4,700	9%	543,700	41%
Group/Campus	1,000	0%	300	1%	1,300	0%
Paying Guest	0	0%	400	1%	400	0%
Second Home	4,000	0%	400	1%	4,400	0%
Boat Moorings	2,000	0%	0	0%	2,000	0%
Other	19,000	1%	2,900	5%	21,900	2%
Staying with friends and relatives	169,000	13%	19,300	35%	188,300	14%
<b>Total</b>	<b>1,274,000</b>		<b>55,100</b>		<b>1,329,100</b>	
<b>EXPENDITURE</b>						
	Accommodation	Shopping	Food & Drink	Attractions/ Entertainment	Travel	Market
UK Tourists	62,247,000	28,107,000	52,343,000	23,697,000	37,022,000	203,416,000
Overseas Visitors	6,016,000	4,804,000	3,842,000	2,043,000	1,733,000	18,438,000
<b>Total Staying Visitors</b>	<b>£68,263,000</b>	<b>£32,911,000</b>	<b>£58,185,000</b>	<b>£25,740,000</b>	<b>£38,755,000</b>	<b>£221,854,000</b>
%	31%	15%	25%	12%	17%	
Total Day Visitors	<b>£0</b>	<b>£30,748,000</b>	<b>£42,045,000</b>	<b>£11,371,000</b>	<b>£14,838,000</b>	<b>£99,002,000</b>
%	0%	31%	42%	11%	15%	
<b>Overall Total</b>	<b>£68,263,000</b>	<b>£63,659,000</b>	<b>£98,230,000</b>	<b>£37,111,000</b>	<b>£53,593,000</b>	<b>£320,856,000</b>
	21%	20%	31%	12%	17%	
<b>ESTIMATED ACTUAL JOBS</b>						
	<b>Staying Tourist</b>		<b>Day Visitors</b>		<b>Total</b>	
Accommodation	1,740	38%	21	1%	1,761	28%
Retailing	522	12%	488	27%	1,010	16%
Catering	1,300	29%	973	54%	2,273	36%
Attractions / Entertainment	496	11%	225	12%	722	11%
Transport	270	6%	103	6%	373	6%
Arising from non trip spend	210	5%	0	0%	210	3%
<b>Total Direct</b>	<b>4,538</b>		<b>1,811</b>		<b>6,349</b>	
	<a href="#"><u>1996 STATS</u></a>			<a href="#"><u>1994 STATS</u></a>		