



## STEAM SUMMARY 2015 THE VALE OF GLAMORGAN COUNCIL

Total economic impact of tourism £M	219.71
% change on 2014 (£'s 2015)	4.7%

Total visitor days (Millions)	5.40
% change on 2014	5.0%
Staying visitor days (Millions)	2.04
% change on 2014	2.4%

Total visitor numbers (Millions)	3.96
% change on 2014	5.6%
Number of staying visitors (Millions)	0.60
% change on 2014	0.7%
Number of day visitors (Millions)	3.36
% change on 2014	6.6%

Number of FTE jobs supported by tourism spend	2,947
% change on 2014	5.7%