



STEAM SUMMARY 2016 VALE OF GLAMORGAN COUNCIL

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| Total economic impact of tourism £M | 221.60 |
| % change on 2015 (£'s 2016) | -0.5% |

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|---------------------------------|-------|
| Total visitor days (Millions) | 5.40 |
| % change on 2015 | 0.0% |
| Staying visitor days (Millions) | 2.02 |
| % change on 2015 | -0.8% |

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|---------------------------------------|-------|
| Total visitor numbers (Millions) | 3.97 |
| % change on 2015 | 0.2% |
| Number of staying visitors (Millions) | 0.59 |
| % change on 2015 | -1.3% |
| Number of day visitors (Millions) | 3.38 |
| % change on 2015 | 0.5% |

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| Number of FTE jobs supported by tourism spend | 2,946 |
| % change on 2015 | 0.0% |