



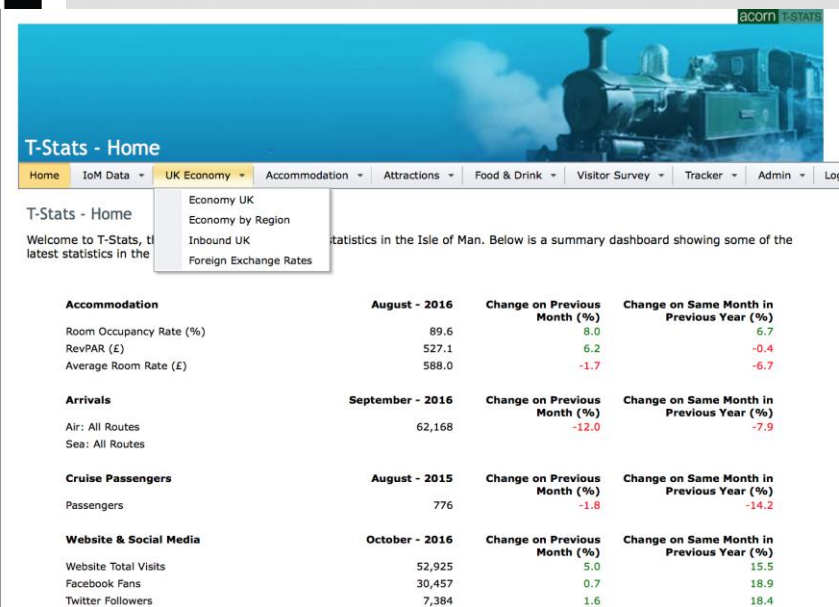
# T-STATS UNDERSTANDING YOUR DESTINATION

DESTINATION PLYMOUTH



15<sup>th</sup> November 2016

# STORING STATISTICS | INFORMED DECISIONS

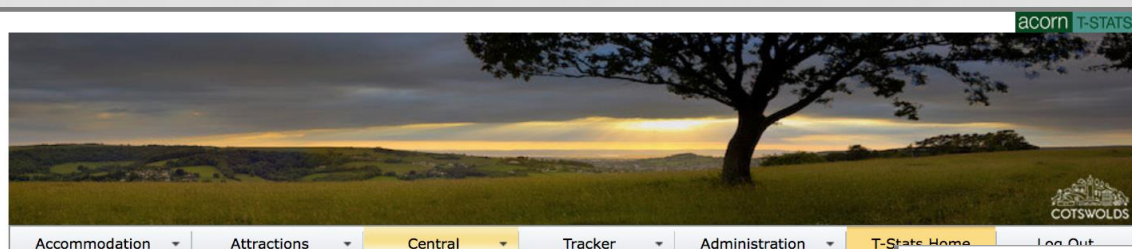


# YOUR DATA IN ONE PLACE





# DIFFERENT STATISTICS – DIFFERENT DESTINATIONS



## T-Stats - Home - Dashboard

Welcome to T-Stats. Please select the option you wish to view.

Room Occupancy Rate (%)

Chart

- Events Calendar
- Foreign Exchange Rates
- International Passenger Survey
- Tourist Information Centres
- Transport
- Weather
- Website & Social Media
- Add, Edit, Delete Data

## Room Occupancy Rate (%) - All Establishments

October - 2016

65.7%

Change on Previous Month: -7.1%

Change on Previous Year: -3.1%

T-Stats - Home			
Home	IoM Data	UK Economy	Accommodation
Arrivals Air	Arrivals Cruise	Arrivals Ferry	Departures by Purpose
Events	Online Newsletter	Unemployment	Weather
Website & Social Media	Add, Edit, Delete Data		
Air: All Routes	Sea: All Routes		
Cruise Passengers	Passengers		
Website & Social Media	Website Total Visits	Facebook Fans	Twitter Followers

August - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
89.6	8.0	6.7
527.1	6.2	-0.4
588.0	-1.7	-6.7
September - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
62,168	-12.0	-7.9
August - 2015	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
776	-1.8	-14.2
October - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
52,925	5.0	15.5
30,457	0.7	18.9
7,384	1.6	18.4



## T-Stats - Home

Home Accommodation Attractions Central Tracker Administration Log Out

of tourism statistics in the City of London. Below is a summary dashboard showing some of the

View by Month, Year	Airports
Events	City Information Centre
View by Year	Foreign Exchange Rates
Add, Edit, Delete Data	International Passenger Survey
	Millennium Bridge
	Weather
	Website and Social Media

September - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
89.8		
88.2	-3.0	-3.6
90.5	7.0	-1.0
March - 2012	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
437,491	26.3	1.5
September - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
33,244	0.3	32.6
October - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
1,161	-2.6	-48.1
673	-13.5	-47.1
146	156.1	46.0
310	152.0	292.4
September - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)

# VISITOR FOOTFALL





# CITY OF LONDON – INFORMATION CENTRE

View CIC by Month and Year

Select data, years  
and click:

- ☒ Enquiry CoR
- ☐ Albania
  - ☐ Argentina
  - ☐ Aruba
  - ☒ Australia-NZ
  - ☐ Austria
  - ☐ Benelux
  - ☐ Bolivia
  - ☐ Brazil
  - ☐ Bulgaria
  - ☐ Canada
  - ☐ China
  - ☐ Colombia
  - ☐ Czech Republic
  - ☐ Denmark
  - ☐ Dubai
  - ☐ Egypt
  - ☐ Estonia
  - ☐ Finland
  - ☐ France
  - ☐ Germany
  - ☐ Greece



Volume by Month



show value: ☐



# CITY OF LONDON – INFORMATION CENTRE

View CIC by Month and Year

Select data, years  
and click:

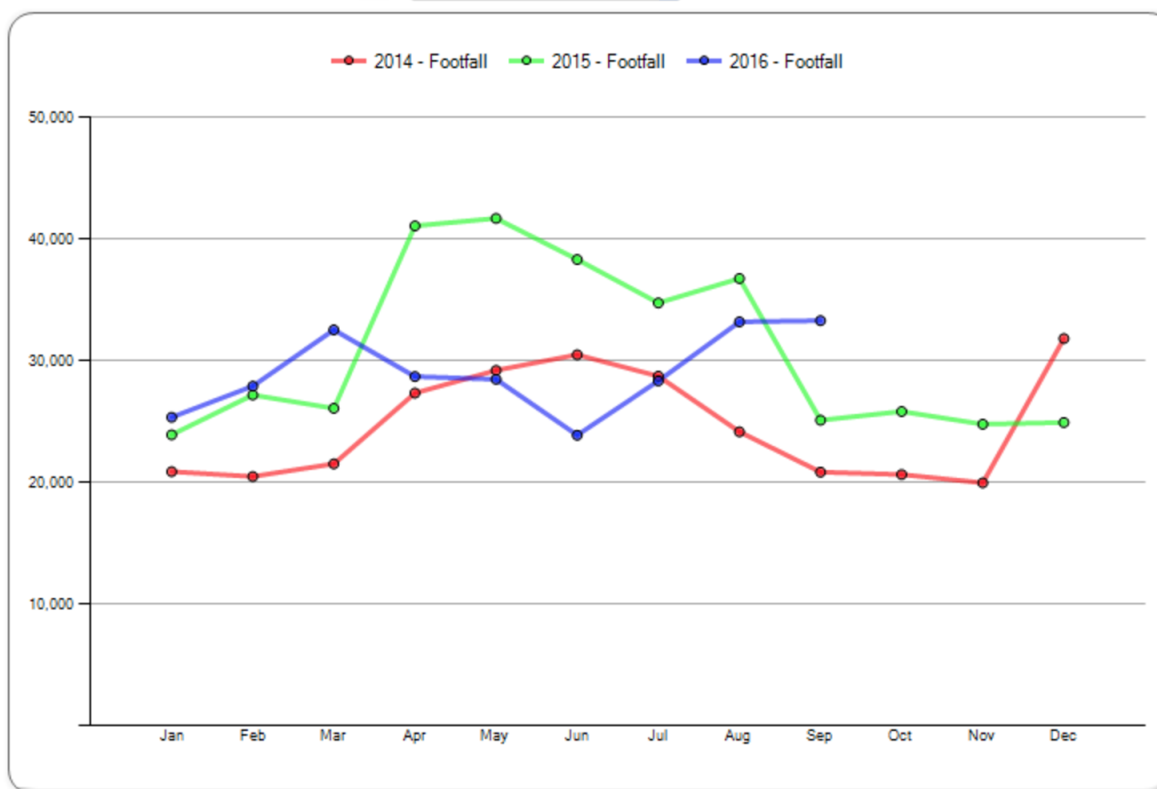
- ☐ Enquiry CoR
- ☐ Enquiry Location
- ☐ Enquiry Topic
- ☒ Footfall
- ☐ Sales



Volume by Month



show value: ☐



# CITY OF LONDON – MILLENNIUM BRIDGE

View Millennium Bridge by Month or Year

Select data:

Footfall

for years:

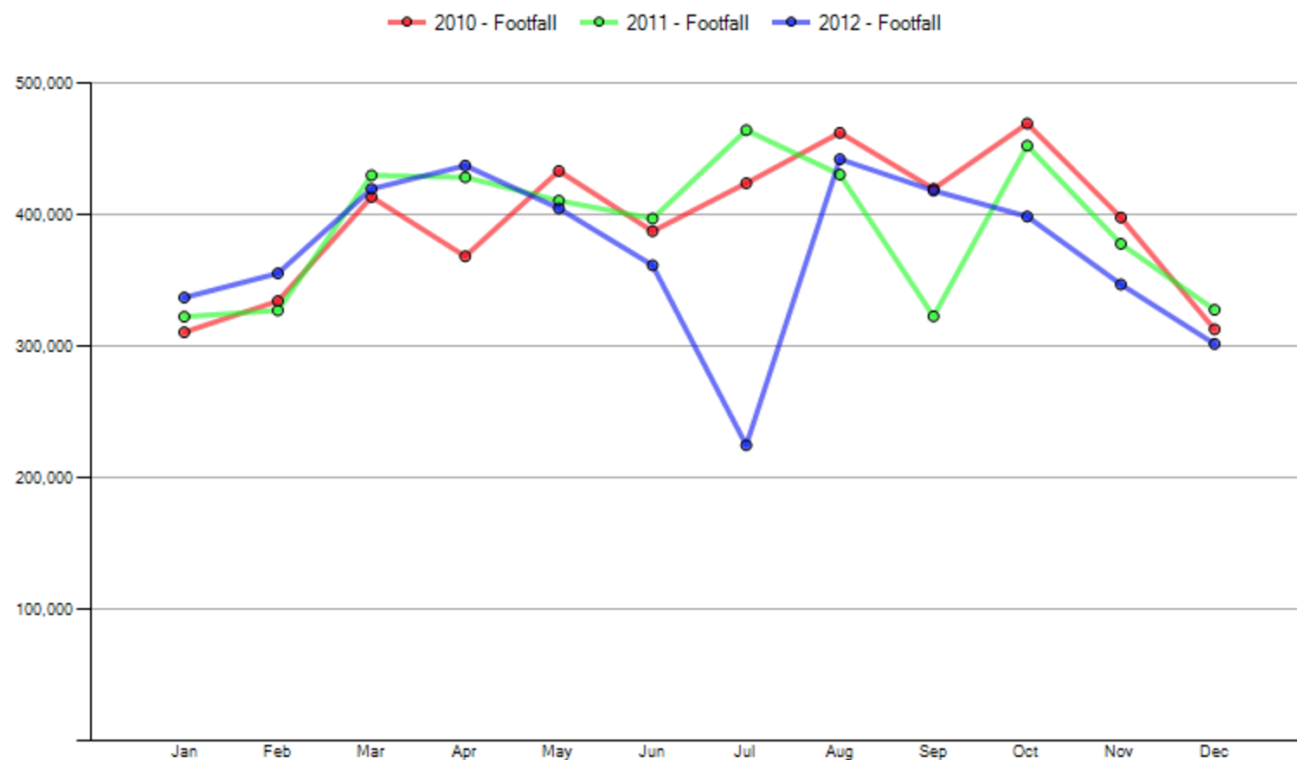
2013  
2012  
2011  
2010



Volume by Month

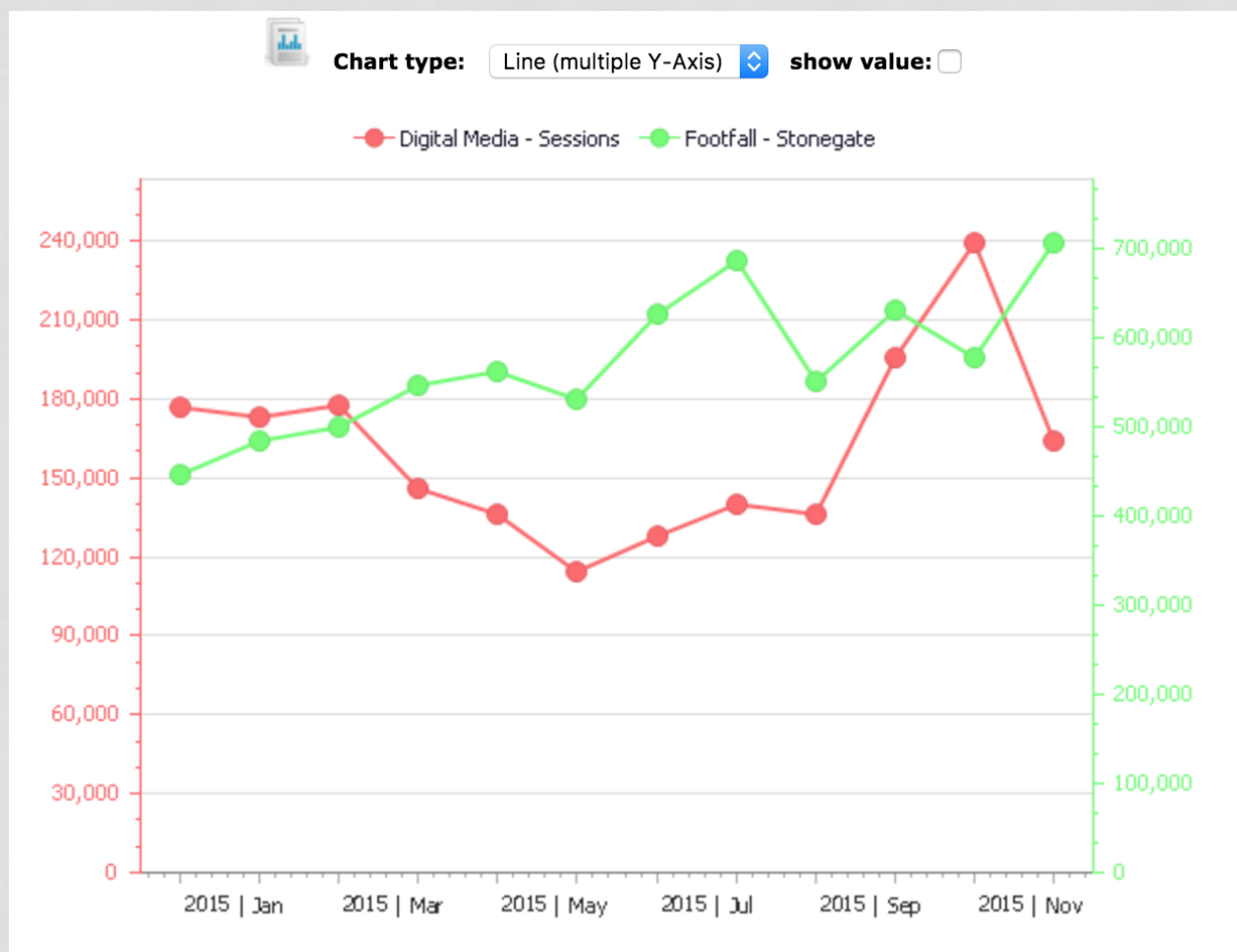


show value: ☐

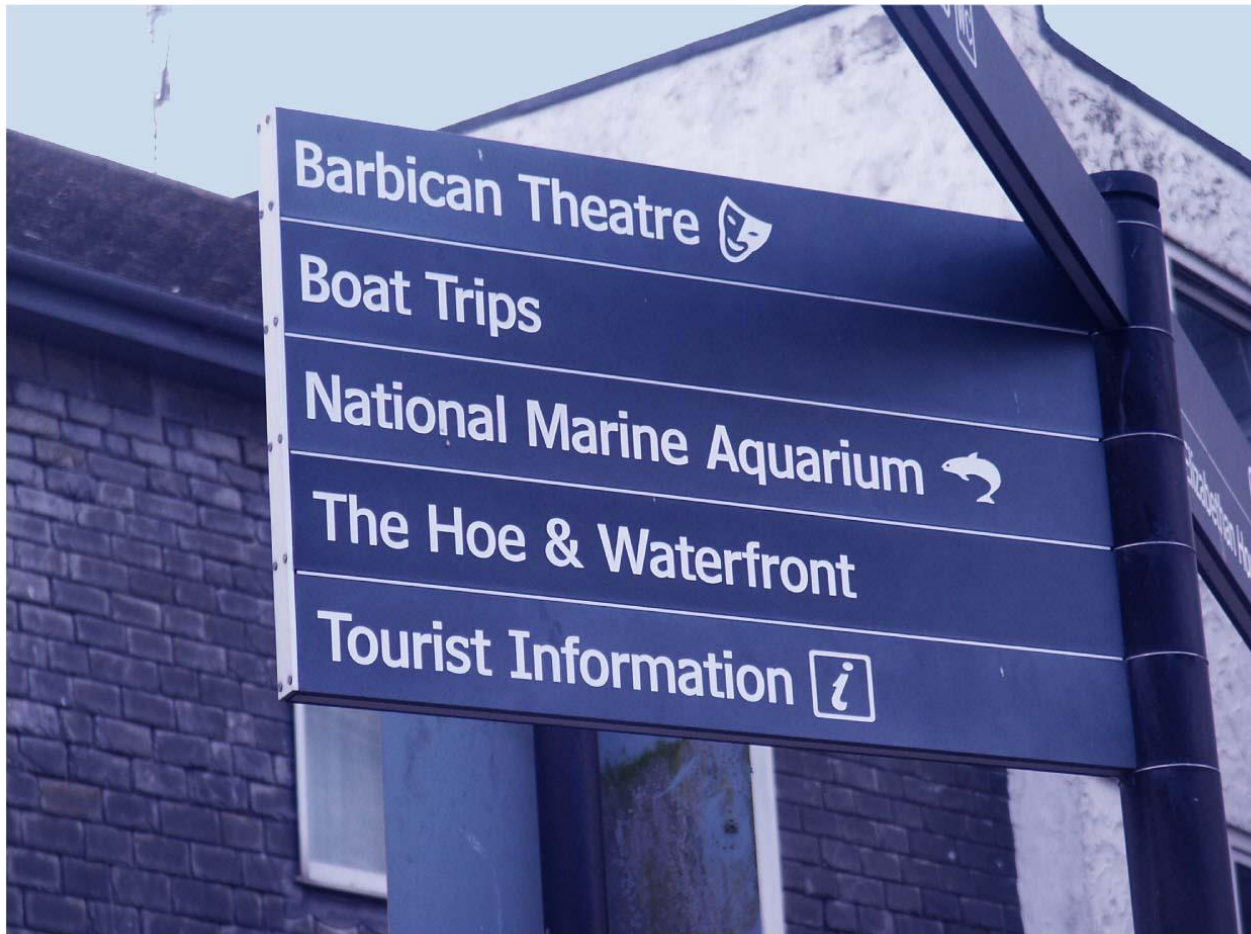




# YORK – FOOTFALL & DIGITAL MEDIA



# VISITOR ATTRACTIONS



# WHERE ARE VISITORS GOING IN NEWCASTLE?

## Benchmark by Month or Year

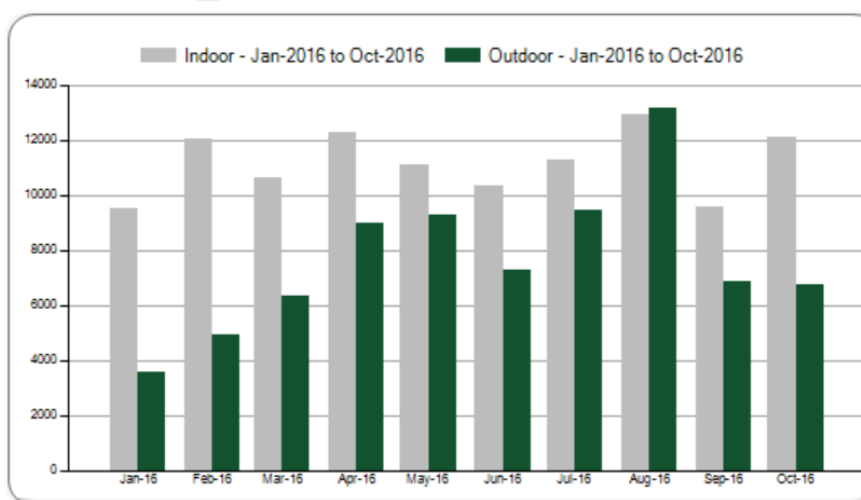
Show:  between:  and  group by:    
 Compared to:  for the same period starting:

Indoor - Jan-2016 to Oct-2016 compared to Outdoor - Jan-2016 to Oct-2016 group by Month

**Total Visitors (Diff)** ☐ - ☐ + ☐

Date	Total Visitors (Diff)	% Change
01/2016 Jan	5,951	62.5
02/2016 Feb	7,126	59.0
03/2016 Mar	4,324	40.6
04/2016 Apr	3,304	26.8
05/2016 May	1,791	16.1
06/2016 Jun	3,107	29.9
07/2016 Jul	1,843	16.3
08/2016 Aug	-253	-2.0
09/2016 Sep	2,737	28.5
10/2016 Oct	5,377	44.3
<b>Max: (Feb/2016)</b>	<b>7,126</b>	-
<b>Min: (Aug/2016)</b>	<b>-253</b>	-
<b>Avg:</b>	<b>3,530</b>	-
<b>Total:</b>	<b>35,307</b>	-

**Total Visitors to Attractions** show value: ☐





# LOOKING DEEPER....

## Benchmark by Month or Year

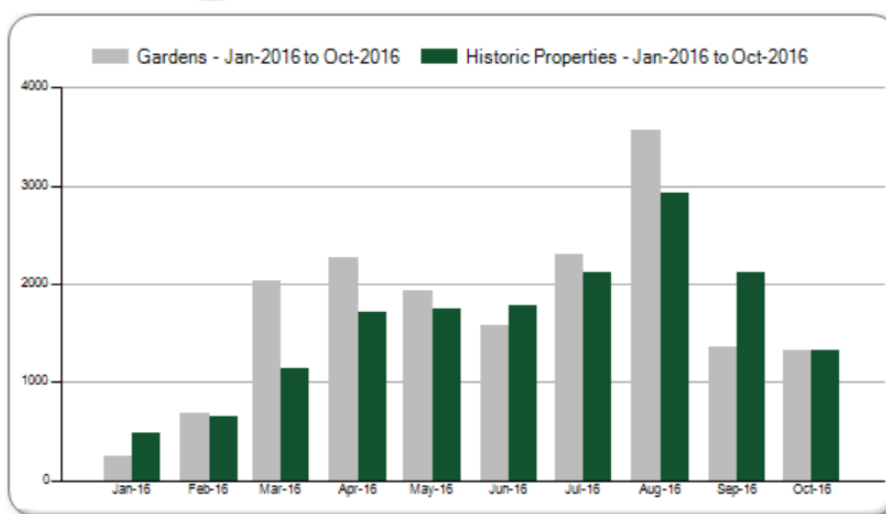
Show:  between:  and  group by:    
 Compared to:  for the same period starting:

## Gardens - Jan-2016 to Oct-2016 compared to Historic Properties - Jan-2016 to Oct-2016 group by Month

**Total Visitors (Diff)** ☐ ☐ ☐

Date		Total Visitors (Diff)	% Change
01/2016	Jan	-241	-99.6
02/2016	Feb	35	5.1
03/2016	Mar	906	44.4
04/2016	Apr	563	24.8
05/2016	May	187	9.7
06/2016	Jun	-202	-12.8
07/2016	Jul	184	8.0
08/2016	Aug	631	17.7
09/2016	Sep	-759	-55.8
10/2016	Oct	1	0.1
<b>Max: (Mar/2016)</b>		<b>906</b>	-
<b>Min: (Sep/2016)</b>		<b>-759</b>	-
<b>Avg:</b>		<b>130</b>	-
<b>Total:</b>		<b>1,305</b>	-

**Total Visitors to Attractions** show value: ☐



# NEWCASTLE RAINFALL 2015-16

## View Weather by Month and Year

### Select data:

Rainfall (mm)  
Sun (hours)  
Temp Max (°C)  
Temp Min (°C)

### for years:

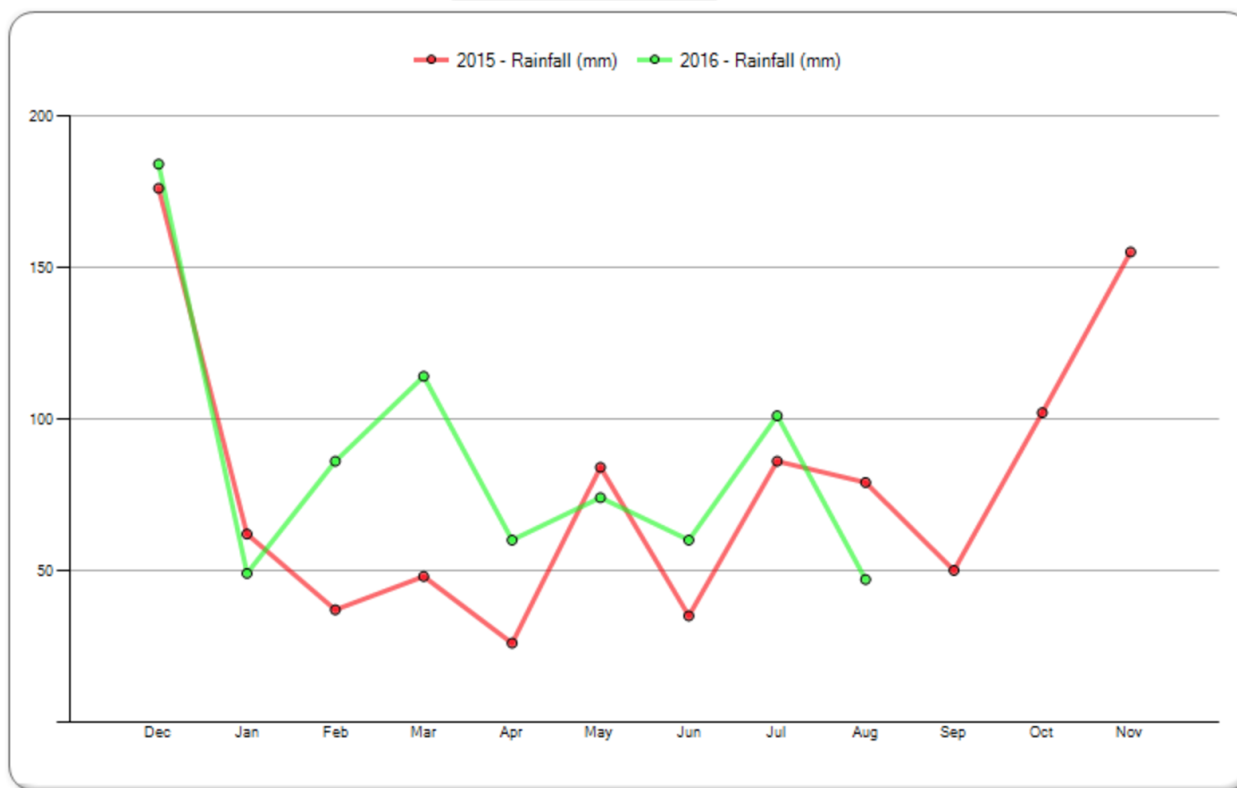
2016  
2015  
2014  
2013



Volume by Month



show value: ☐



# ACCOMMODATION & ECONOMIC MODELS





# ISLE OF MAN OCCUPANCY

## Benchmark by Month or Year

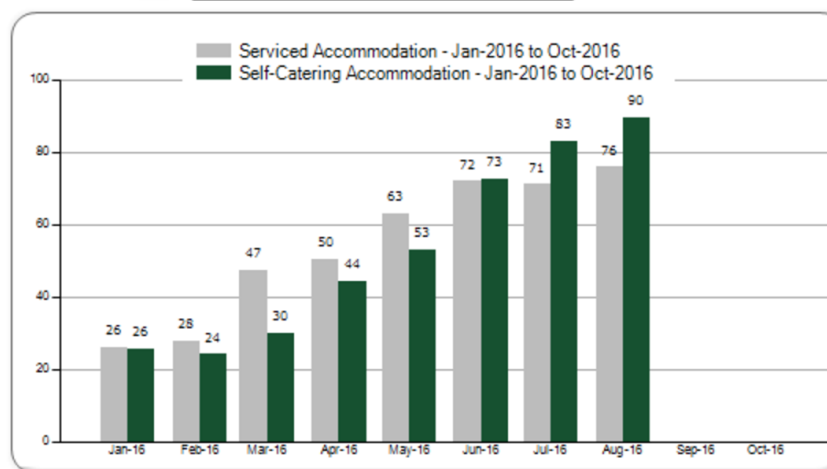
Show:  between:  and  group by:   
 Compared to:  for the same period starting:  Go

Serviced Accommodation - Jan-2016 to Oct-2016 compared to Self-Catering Accommodation for the same period starting 2016 group by Month

Room/Unit Occ. (%) and Revenue (£) (Diff) - ☒ + ☒

Date		Manx (%)	Non Manx (%)	Total (%)	RevPar (£)	Avg Room Rate (£)
01/2016	Jan	-2.5	3.0	0.5	-85.01	-334.53
02/2016	Feb	-3.2	7.0	3.8	-65.03	-281.93
03/2016	Mar	-0.4	18.0	17.6	-95.03	-360.43
04/2016	Apr	0.2	6.0	6.2	-168.70	-391.12
05/2016	May	0.2	9.8	10.0	-250.80	-489.29
06/2016	Jun	-1.4	0.7	-0.7	-363.10	-498.34
07/2016	Jul	0.5	-12.5	-12.0	-434.88	-511.43
08/2016	Aug	-2.8	-10.8	-13.6	-456.88	-495.66
09/2016	Sep	-	-	-	-	-
10/2016	Oct	-	-	-	-	-
<b>Avg:</b>	<b>All Months</b>	<b>-1.3</b>	<b>2.3</b>	<b>1.0</b>	<b>-240.84</b>	<b>-456.50</b>

Total Room/Unit Occupancy Rate (%) ☐



Average Room Rate (£) ☐

# NE ENGLAND VS. NEWCASTLE ACCOMMODATION OCCUPANCY 2016

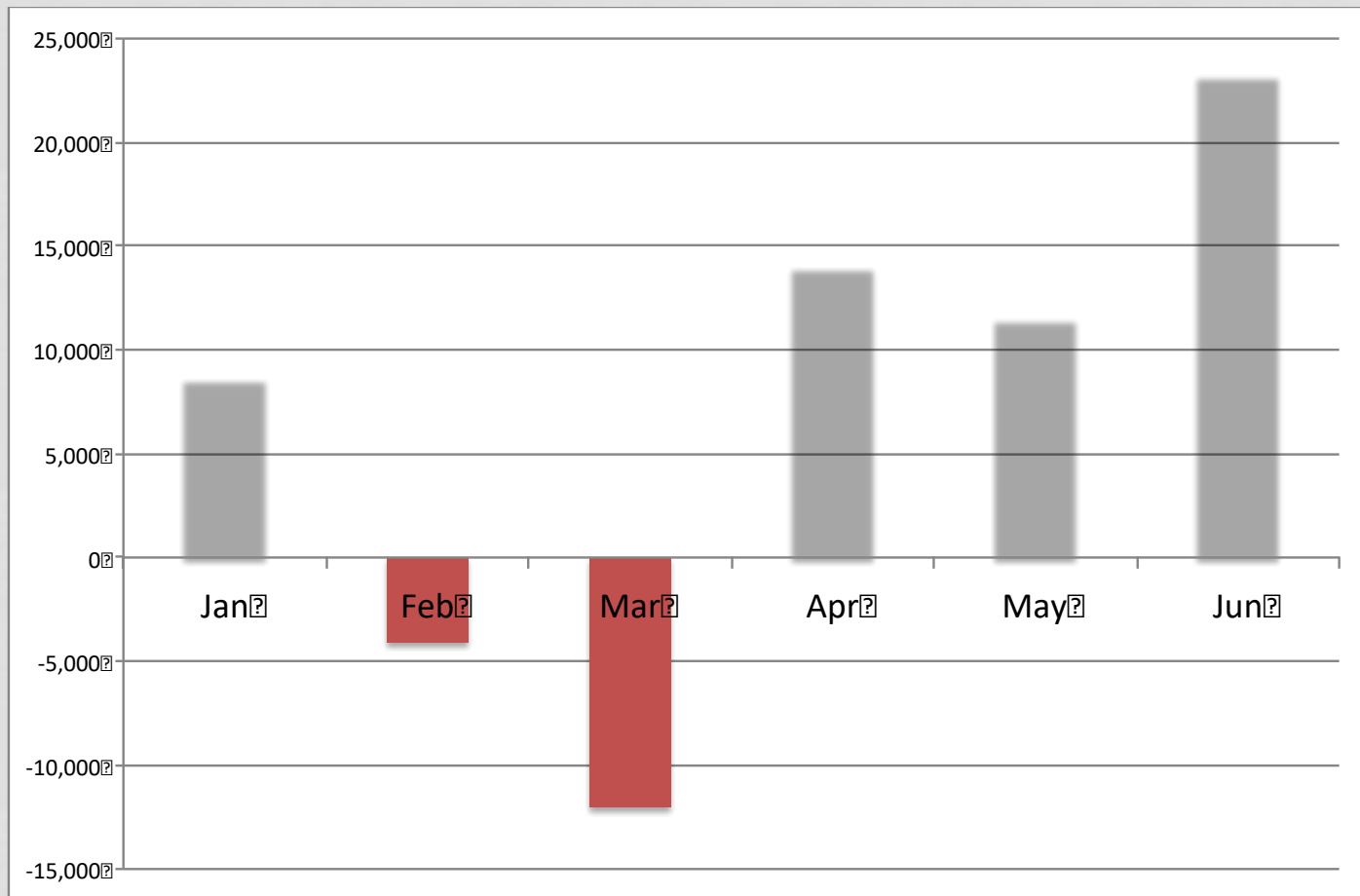


# DAWLISH, DEVON – 5<sup>TH</sup> FEB 2014

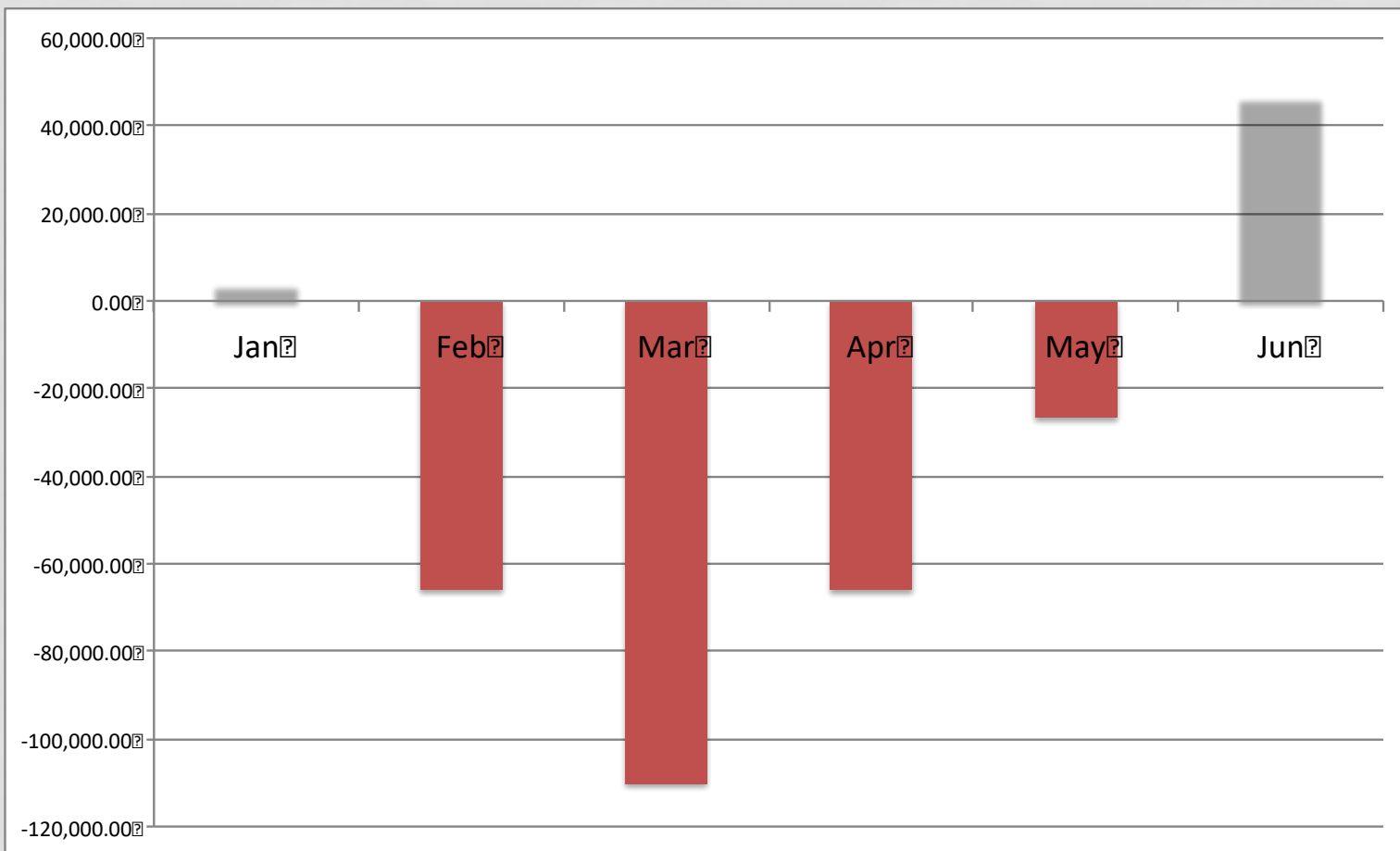




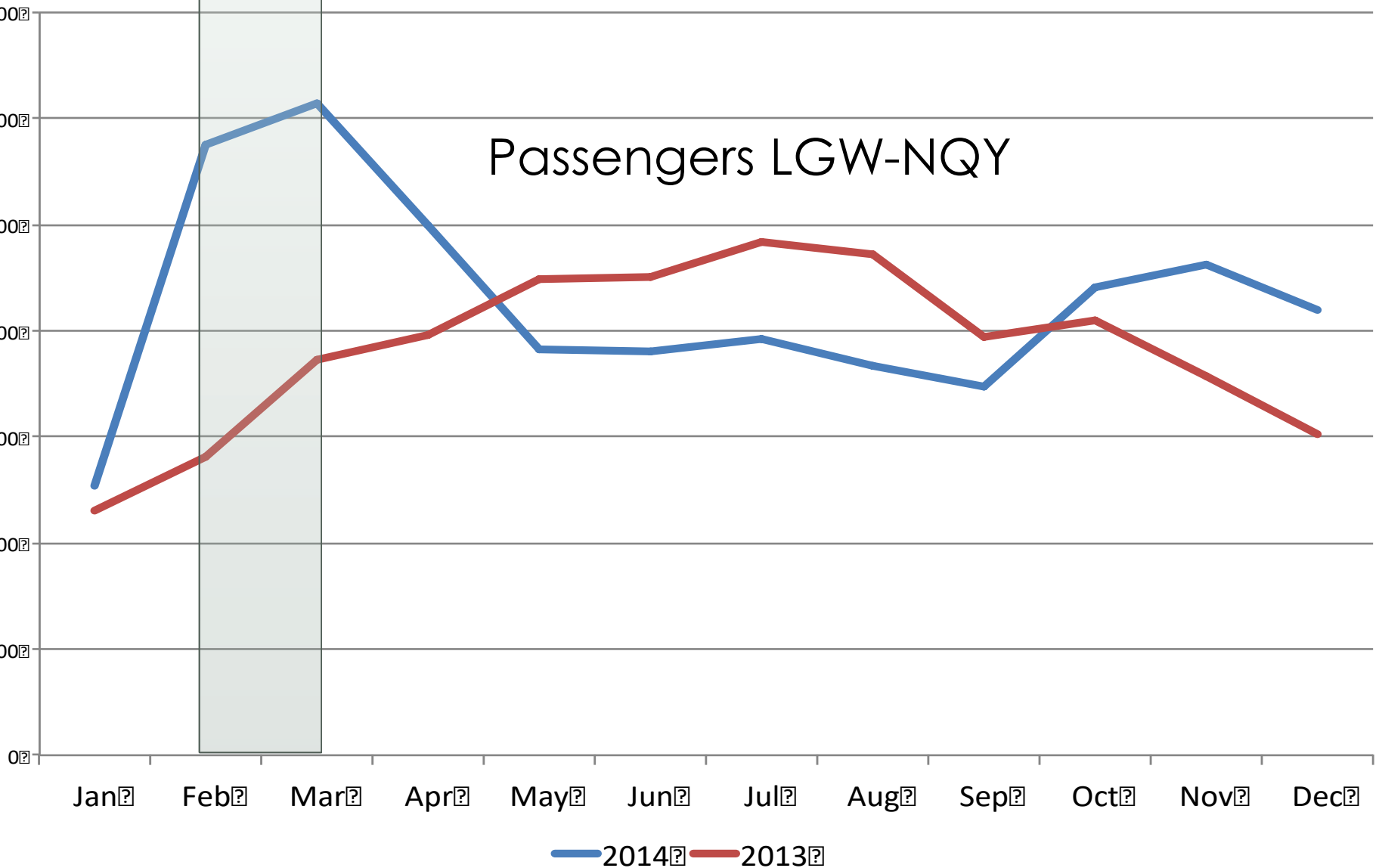
# KNOCK-ON EFFECTS IN CORNWALL



# EXPENDITURE IN CORNISH ATTRACTIONS DOWN

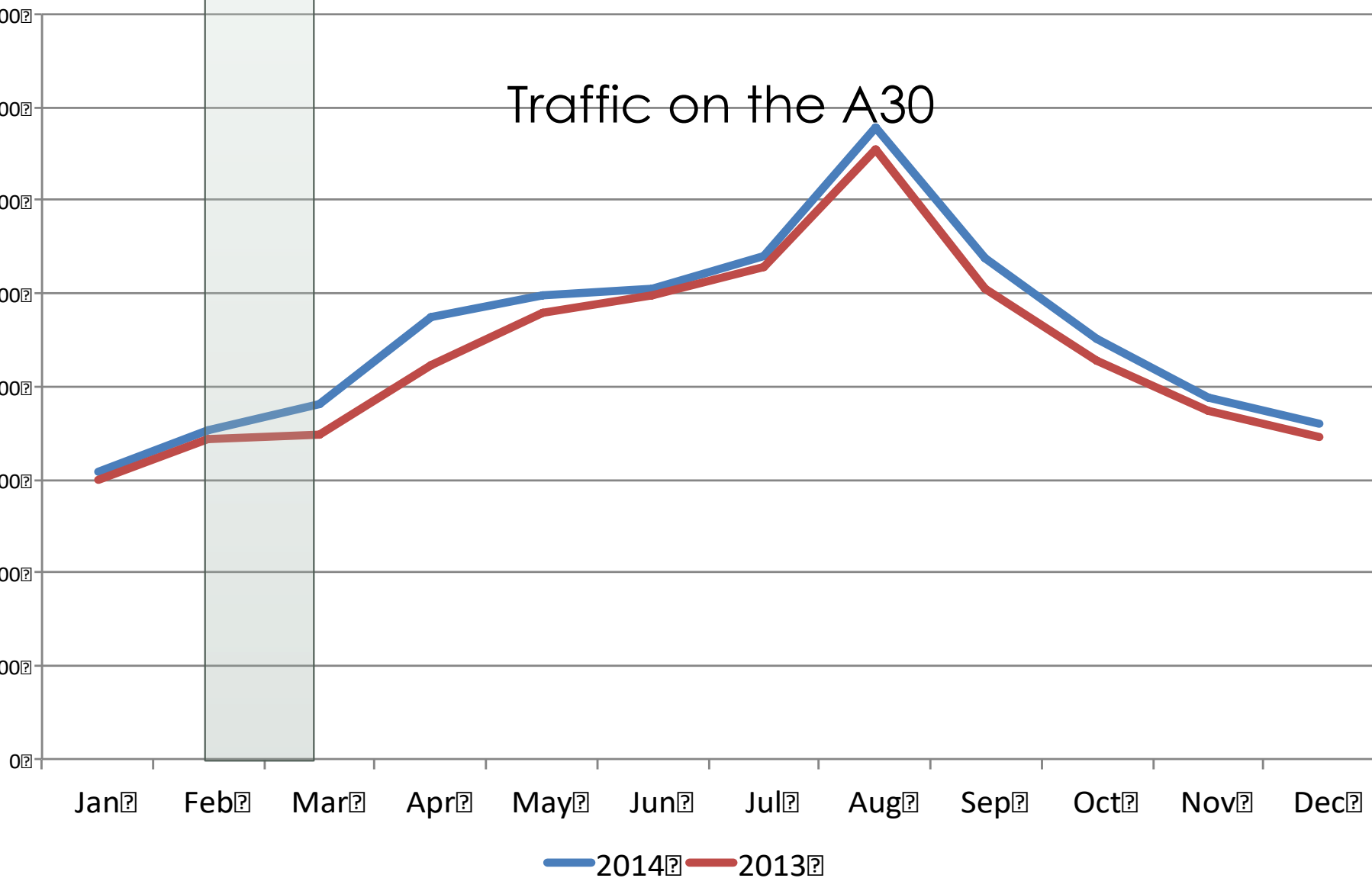


## Passengers LGW-NQY





## Traffic on the A30









**“What gets measured, gets managed.”**  
Peter Drucker

*“The price of light is less than the cost of darkness”*  
Arthur C. Nielsen

**Thanks!**

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