

T-STATS UNDERSTANDING YOUR DESTINATION

DESTINATION PLYMOUTH

15th November 2016



STORING STATISTICS | INFORMED DECISIONS

View by Month or Year Show: inviced Accommodation Inviced Accommodation inviced Accommodation Serviced Accommodation inviced Accommodation Inviced Accommodation	Brow: Envised Accommodation Detween: Jan 2016 and Dar-2016 group by: Mome Ge Serviced Accommodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation by Month Bit 2016 by Month Image: Commodation by Month Image: Commodation by Month Image: Commodation by Month Image: Commodation by Month	Show: Services Accommodation between: Let-2016 ord Des-2016 ordup by: Mumil: Gs Services Accommodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-2016 group by Month Image: Commodation between Jan-2016 and Dec-201	
Serviced Accommodation between Jan-2016 and Dec-2016 group by Month Rem/Unit Occupancy (%) and Revenue (1) Inter Rem/Unit Occupancy Rel (%) Inter Rem/Unit Occupancy Rel (Serviced Accommodation between Jan-2016 and Dec-2016 group by Month ***********************************	Serviced Accommodation between Jan-2016 and Dec-2016 group by Month	
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T-Stats - Home

Home IoM Data * UK Economy * Accommodation * Attractions * Food & Drink * Visitor Survey * Tracker * Admin * L

T 61 1 11	Economy UK	
T-Stats - Home Welcome to T-Stats, tl latest statistics in the	Economy by Region	
	Inbound UK	tatistics in the Isle of Man. Below is a summary dashboard showing some of the
	Foreign Exchange Rates	

Accommodation	August - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
Room Occupancy Rate (%)	89.6	8.0	6.7
RevPAR (£)	527.1	6.2	-0.4
Average Room Rate (£)	588.0	-1.7	-6.7
Arrivals	September - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
Air: All Routes	62,168	-12.0	-7.9
Sea: All Routes			
Cruise Passengers	August - 2015	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
Passengers	776	-1.8	-14.2
Website & Social Media	October - 2016	Change on Previous Month (%)	Change on Same Month in Previous Year (%)
Website Total Visits	52,925	5.0	15.5
Facebook Fans	30,457	0.7	18.9
Twitter Followers	7,384	1.6	18.4



YOUR DATA IN ONE PLACE







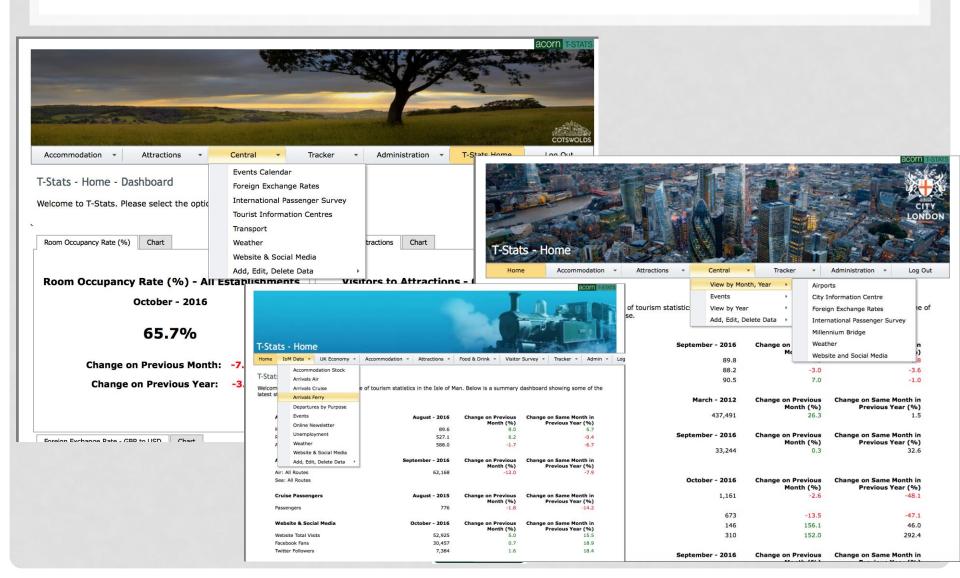








DIFFERENT STATISTICS – DIFFERENT DESTINATIONS

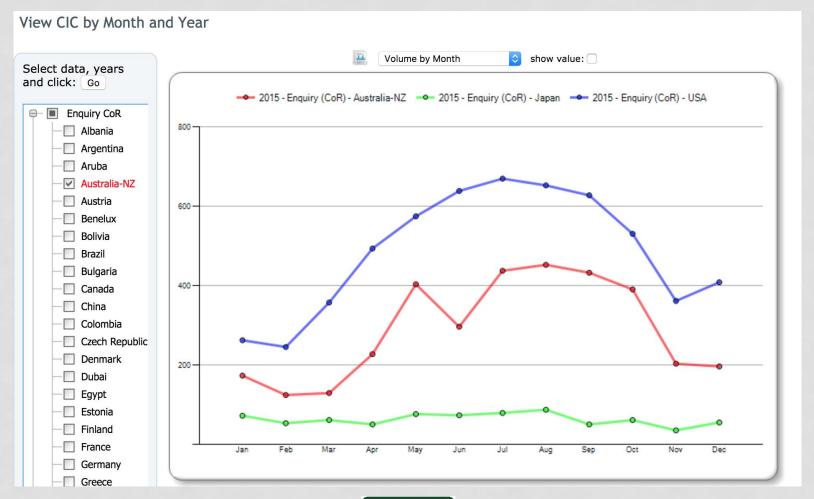


VISITOR FOOTFALL



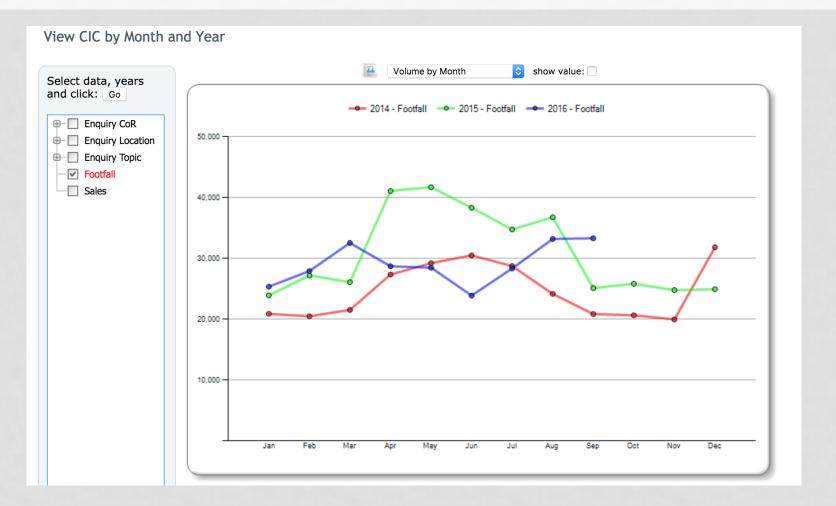


CITY OF LONDON - INFORMATION CENTRE





CITY OF LONDON - INFORMATION CENTRE



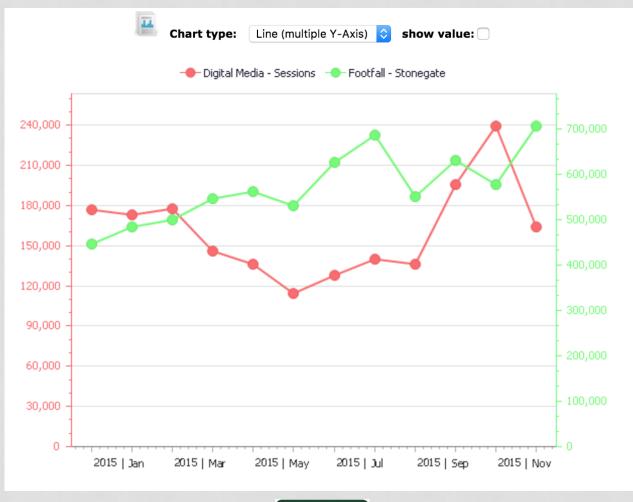


CITY OF LONDON – MILLENNIUM BRIDGE





YORK – FOOTFALL & DIGITAL MEDIA





VISITOR ATTRACTIONS





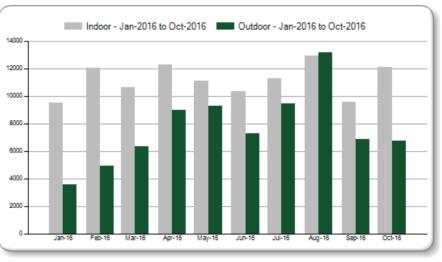
WHERE ARE VISITORS GOING IN NEWCASTLE?

Benchmark b	by Month or Year
Show: Compared to:	Indoor\$ between: Jan-201 \$ and Oct-201 \$ group by: Month \$ GoOutdoor\$ for the same period starting: 2016 \$

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

	🔠 Total Vis	sitors (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
Max:	(Feb/2016)	7,126	-
Min:	(Aug/2016)	-253	-
Avg:		3,530	-
Total:		35,307	-

Total Visitors to Attractions show value:





LOOKING DEEPER....

Benchmark by Month or Year

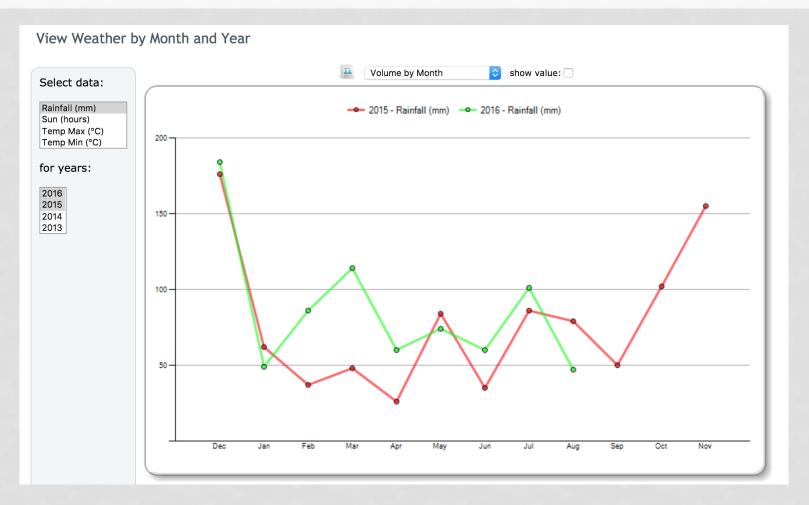
Show:	Gardens 💠	between:	Jan-201 🗘	and	Oct-201 🛊	group by:	Month 🗘	Go
Compared to:	Historic Properties) for the san	ne period st	arting:	2016 🗘)		

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

	📧 Tota	al Visitors (Diff) 🗖	+ 🗆			11	Total \	/isitor	s to Att	raction	show	w value		
Date		Total Visitors (Diff)	% Change		Gar	dens - Ja	n-2016 to	Oct-20	16	Historic F	Properties	- Jan-20	16 to Oct	t-2016
01/2016	Jan	-241	-99.6	4000 -										
02/2016	Feb	35	5.1											
03/2016	Mar	906	44.4											
04/2016	Apr	563	24.8	3000-										
05/2016	May	187	9.7	3000-										
06/2016	Jun	-202	-12.8											
07/2016	Jul	184	8.0					-			100			
08/2016	Aug	631	17.7	2000 -			-	-			- 10	- 10		-
09/2016	Sep	-759	-55.8						a li la seconda de					
10/2016	Oct	1	0.1											
Max:	(Mar/20	16) 906	-				Her.							
Min:	(Sep/20	16) -759	-	1000-										
Avg:		130	-											
Total:		1,305	-											
				1 01	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	00

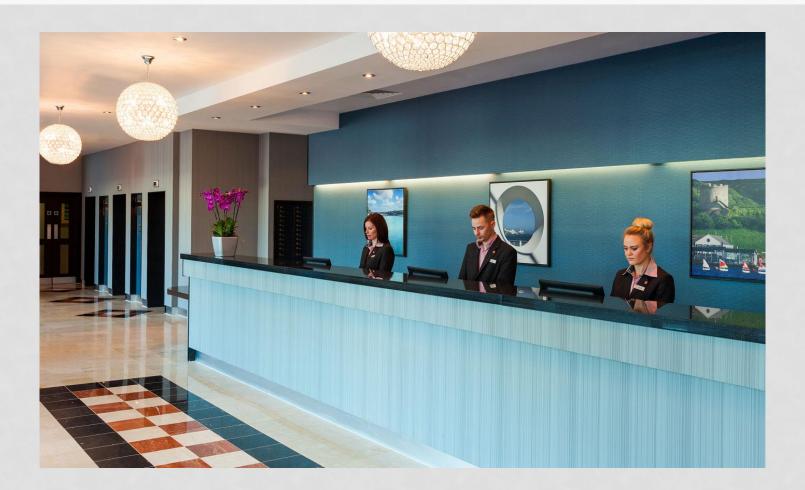


NEWCASTLE RAINFALL 2015-16





ACCOMMODATION & ECONOMIC MODELS





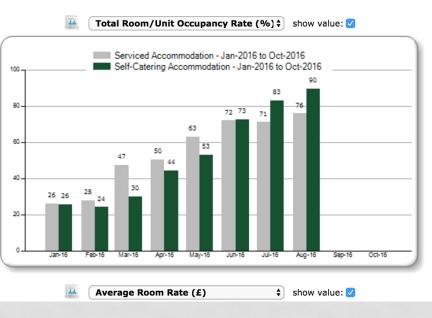
ISLE OF MAN OCCUPANCY

Benchmark b	Benchmark by Month or Year								
Show: Compared to:	Serviced Accommodation Self-Catering Accommodation	between: Jan-2016 💸 and Oct-2016 💸 group by: Month 🗘 for the same period starting: 2016 🛟 Go							

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

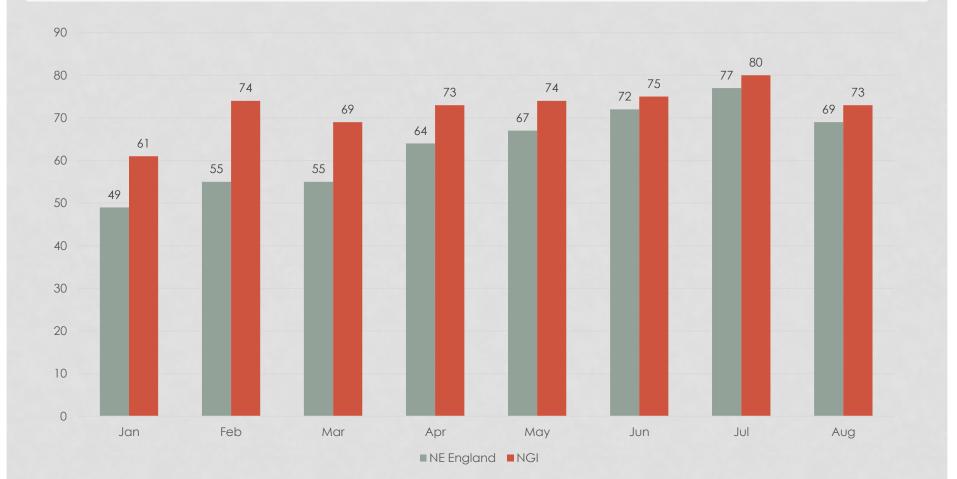
		. (<i>7</i> 0) ui		uc (1)		
Date		Manx (%)	Non Manx (%)	Total (%)	RevPar (£)	Avg Room Rate (£)
01/2016	Jan	-2.5	3.0	0.5	-85.01	-334.53
02/2016	Feb	-3.2	7.0	3.8	-65.03	-281.93
03/2016	Mar	-0.4	18.0	17.6	-95.03	-360.43
04/2016	Apr	0.2	6.0	6.2	-168.70	-391.12
05/2016	Мау	0.2	9.8	10.0	-250.80	-489.29
06/2016	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	-	-	-	-	-
Avg:	All Months	-1.3	2.3	1.0	-240.84	-456.50

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NE ENGLAND VS. NEWCASTLE ACCOMMODATION OCCUPANCY 2016

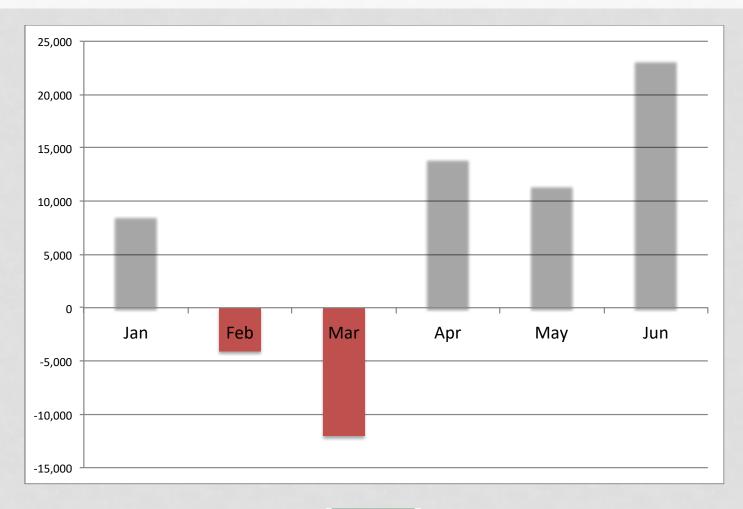


DAWLISH, DEVON -5^{TH} FEB 2014



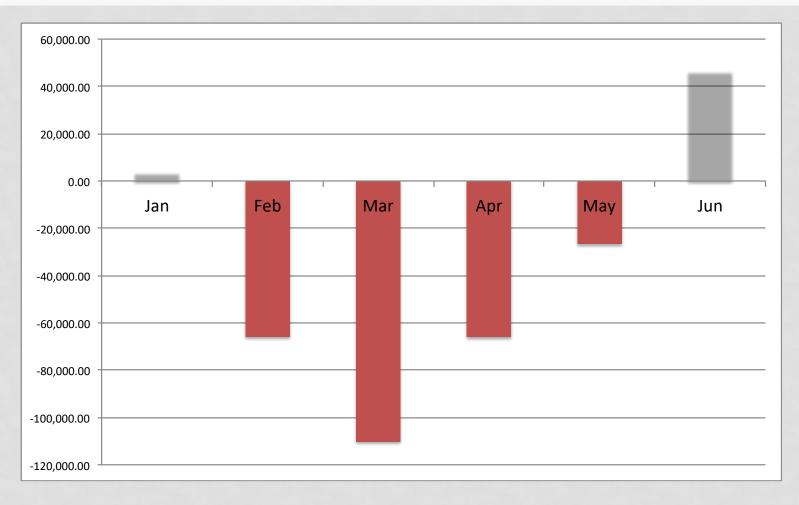


KNOCK-ON EFFECTS IN CORNWALL



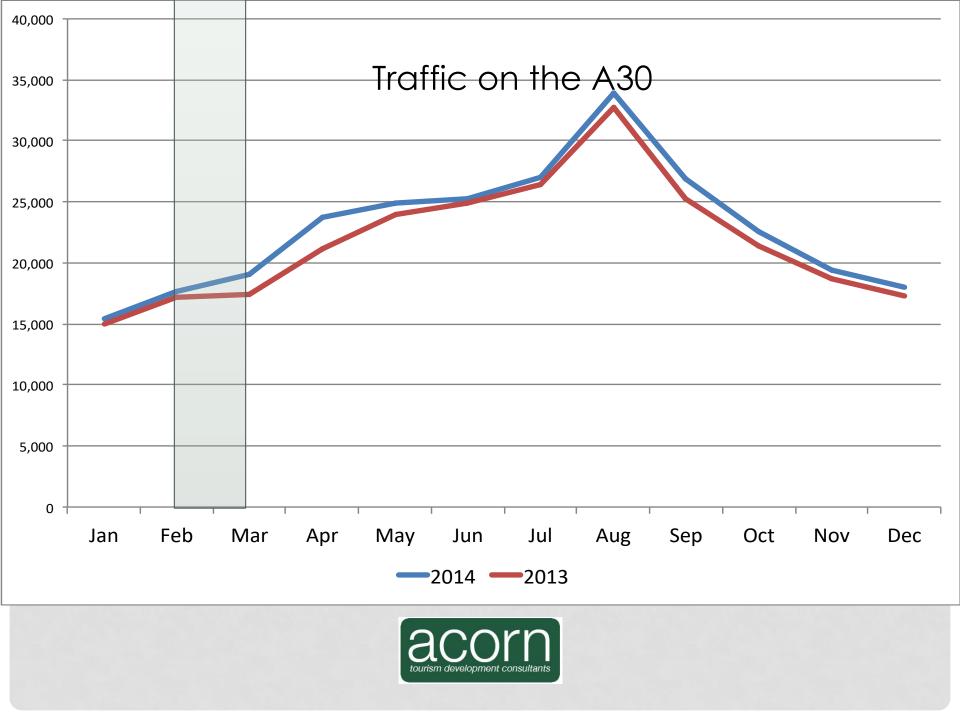


EXPENDITURE IN CORNISH ATTRACTIONS DOWN













"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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