



## STEAM SUMMARY 2015 HEREFORDSHIRE COUNTY

Total economic impact of tourism £M	442.81
% change on 2014 (£'s 2015)	1.8%

Total visitor days (Millions)	6.86
% change on 2014	1.4%
Staying visitor days (Millions)	2.65
% change on 2014	1.9%

Total visitor numbers (Millions)	5.04
% change on 2014	1.2%
Number of staying visitors (Millions)	0.83
% change on 2014	2.1%
Number of day visitors (Millions)	4.21
% change on 2014	1.1%

Number of FTE jobs supported by tourism spend	6,688
% change on 2014	0.3%