Monitoring Performance

- Blaby District Council subscribes to STEAM tourism data, a recognised model that measures the economic impact of tourism on a local area. The model uses data from local sources to estimate the number of visitors, revenue, and jobs supported by tourism.

- STEAM quantifies the local economic impact of tourism, from both staying and day visitors, through analysis and use of a variety of inputs including visitor attraction numbers, tourist accommodation bedstock, events attendance, occupancy levels, accommodation tariffs, macroeconomic factors, visitor expenditure levels, transport use levels and tourism-specific economic multipliers.

- We propose two target measures – total economic impact and visitor numbers total. We would also annually monitor four additional measures to supplement that information (see below).

- We propose a target increase of 10% for the two key measures during the lifespan of the Growth Plan. However, these will be monitored annually, and we will have the end target measure for 2030 in place so can track the progress each year. Our benchmark figure is based on the latest set of STEAM data from 2023.

- The Growth Plan, as per the previous plan, will use non-inflationary figures. We do however have access to inflationary figures through the STEAM data if needed. This is a recognised approach undertaken by Visit Leicester.

Target Measure	Target Increase over 5 years
Total Economic Impact- non-inflationary (£m)	10%
Visitor Numbers Total (million)	10%
Supplementary Data	
Employment (FTE)	Monitor annually
Visitor Numbers Day (million)	Monitor annually
Visitor Numbers Staying (000s)	Monitor annually
Sector Growth (% increase in visitor spend in Blaby District compared to Leicestershire)	Monitor annually