




ET Economy and Tourism										
	Q4 06/07	Year End 06/07	Target 06/07	Perform ance 06/07	Directio n of perform ance	Commentary	Actual 05/06	Performa nce 05/06	Actual 04/05	Performa nce 04/05
BV119d.02 % residents satisfied with theatres & concerts	57.00	57.00	n/a	n/a	n/a	This is a wide measure, which goes beyond what the service delivers	n/a	n/a	n/a	n/a
LPI ET1 % of overall impression of the TIC was excellent/good			80.00	n/a	n/a		100.00	★	100.00	★
LPI ET4 % stated overall the Quay House Visitor Centre was excellent/good			80.00	n/a	n/a		92.00	★	100.00	★
MI ET1 No. of visitors on Red Coat guided tours	2422.00	15139.00	13000.00	★	↗	Visitors on a Red Coat Guided Tour are increasing year on year. This is attributed to an increase in brochure distribution throughout the West Country and target marketing to the groups sector.	13289.00	●	10715.00	▲

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MI ET2 No. of visitors to Quay House Visitor Centre	1755.00	25937.00	27000.00			Visitors to the Quay House Visitor Centre have increased this year due to improved marketing of the Historic Quay, more events being held on the Quay and improved staff knowled in city hotels and B&B's.	22439.00		23808.00	