

		actual	actual	actual	actual	target	target	target	target	target	
1.	Total web visits (sessions) to Cardiff & Co websites	631,692	901,624	1.374m	1.232m	1.5m	1.7m	1.8m	1.9m	2.0m	Reduction entirely due to rationalisation of web stats packages used
2.	Business Tourism: value of business generated through Cardiff & Co from completed events	£819,433	£1,035,273	£1.2m	£858,299	£1.2m	£1.5m	£1.7m	£1.85m	£2.0m	
3.	Business Tourism: new business in pipeline for Cardiff for next financial year onwards	n/a	£1,331,124	£2.36m	£1,110,203	£1.3m	£1.6m	£1.9m	£2.2m	£2.5m	
4.	Media Coverage: Editorial Equivalent Value	£1.175m	£766,000	£1.565m	£1.86m	£1.7m	£1.9m	£2.0m	£2.1m	£2.2m	
5.	Number of Cardiff Tourism Network members	100	140	164	173	190	205	220	230	235	
6.	Delivery of annual non-Cardiff Council income (excluding VAT) and including value of in-kind support	n/a	£416,079	£554k	£411,900	£480k	£500k	£520k	£545k	£570k	Includes value attributed to contra deals and external contributions to secondments (excl. Council)
7.	Number of business investment enquiries generated	n/a	n/a	44	36	150	200	250			
8.	Value of leisure tourism bookings made directly via Cardiff & Co's on-line booking system	£102,708	£160,778	£136,738	£62,565	£70,000	£80,000	£90,000	£100,000	£110,000	Reduction in 2010-11 due to focus on CTN members rather than