

Report Sections With Historic Financial Data Indexed to 2019 Prices

| | | | |
|------------------|------------------------------|-----------------------|-----------------------------------|
| Sections: | <i>Comparative Headlines</i> | Visitor Types: | <i>Total</i> |
| | <i>Key Measures</i> | | <i>Serviced Accommodation</i> |
| | <i>Economic Impact</i> | | <i>Non-Serviced Accommodation</i> |
| | <i>Sectoral Analysis</i> | | <i>SFR</i> |
| | | | <i>Staying Visitor</i> |
| | | | <i>Day Visitor</i> |

Indexation: *Indexation to: 2019*

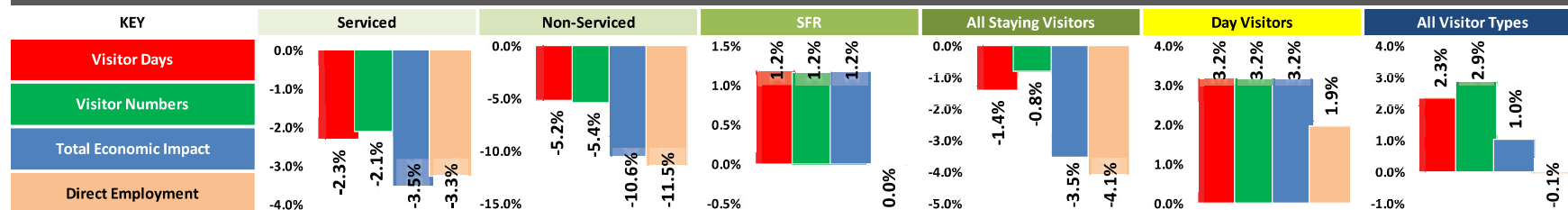
| | |
|-------------|-------------|
| 2003 | <i>1.59</i> |
| 2006 | <i>1.46</i> |
| 2009 | <i>1.35</i> |
| 2011 | <i>1.24</i> |
| 2012 | <i>1.19</i> |
| 2013 | <i>1.15</i> |
| 2014 | <i>1.12</i> |
| 2015 | <i>1.11</i> |
| 2016 | <i>1.09</i> |
| 2017 | <i>1.07</i> |
| 2018 | <i>1.03</i> |
| 2019 | <i>1.00</i> |

| | | |
|---|---|------------------------------|
| STEAM FINAL TREND REPORT FOR 2003-2019 THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | Comparing 2019 and 2018 2018 in 2019 prices (1.025) | COMPARATIVE HEADLINES |
|---|---|------------------------------|

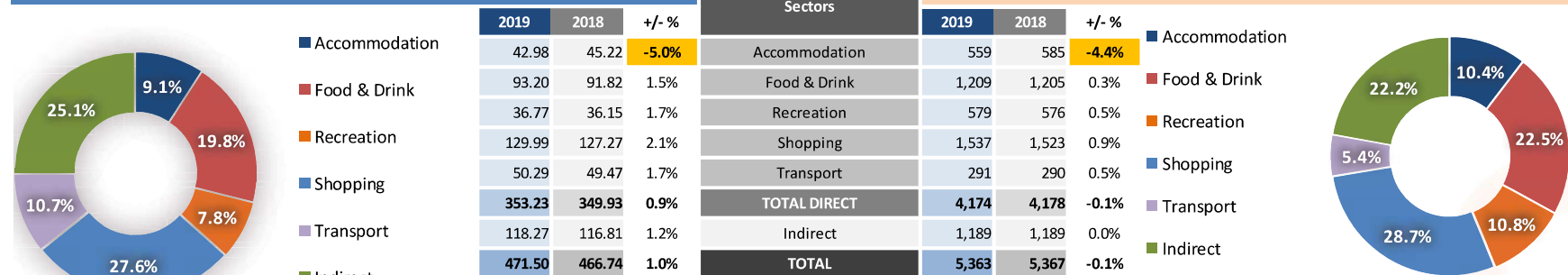
| KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019 | | | | | | | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

| KEY | | | | | | | | | | | | | | | | | | | |
|---------------------------|------|-------------------------------|-------|-------|--------------|-------|--------|--|-------|-------|----------------------|--------|-------|--------------|--------|-------|-------------------|--------|-------|
| An increase of 3% or more | | Staying in Paid Accommodation | | | | | | Staying with Friends and Relatives (SFR) | | | All Staying Visitors | | | Day Visitors | | | All Visitor Types | | |
| Less than 3% change | | Serviced | | | Non-Serviced | | | | | | | | | | | | | | |
| A Fall of 3% or more | | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % | 2019 | 2018 | +/- % |
| Visitor Days | M | 0.610 | 0.624 | -2.3% | 0.399 | 0.421 | -5.2% | 0.838 | 0.828 | 1.2% | 1.847 | 1.873 | -1.4% | 8.404 | 8.144 | 3.2% | 10.25 | 10.02 | 2.3% |
| Visitor Numbers | M | 0.304 | 0.311 | -2.1% | 0.061 | 0.064 | -5.4% | 0.352 | 0.348 | 1.2% | 0.717 | 0.723 | -0.8% | 8.404 | 8.144 | 3.2% | 9.121 | 8.867 | 2.9% |
| Direct Expenditure | £M | | | | | | | | | | | | | | | | 353.23 | 349.93 | 0.9% |
| Economic Impact | £M | 76.21 | 79.01 | -3.5% | 25.36 | 28.37 | -10.6% | 43.02 | 42.52 | 1.2% | 144.60 | 149.90 | -3.5% | 326.90 | 316.84 | 3.2% | 471.50 | 466.74 | 1.0% |
| Direct Employment | FTEs | 706 | 730 | -3.3% | 264 | 298 | -11.5% | 377 | 377 | 0.0% | 1,347 | 1,405 | -4.1% | 2,827 | 2,773 | 1.9% | 4,174 | 4,178 | -0.1% |
| Total Employment | FTEs | | | | | | | | | | | | | | | | 5,363 | 5,367 | -0.1% |

| PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - INDEXED TO 2019 | | | | | | | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|



| Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019 | Sectors | 2019 | 2018 | +/- % | Sectoral Distribution of Employment - FTEs |
|---|---------|------|------|-------|--|
|---|---------|------|------|-------|--|



STEAM FINAL TREND REPORT FOR 2003-2019
THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15)

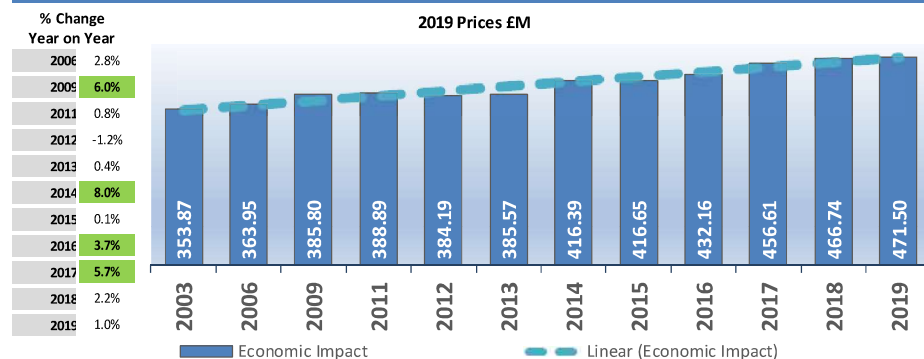
2003 to 2019

2019 Prices

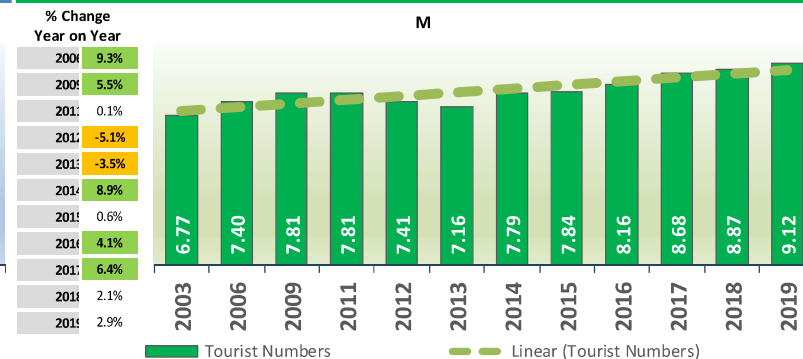
TOTAL

KEY MEASURES
Indexed

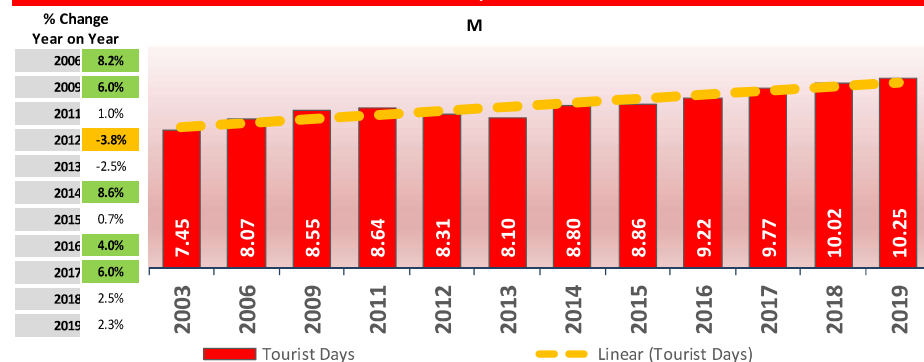
Economic Impact - Indexed - Total



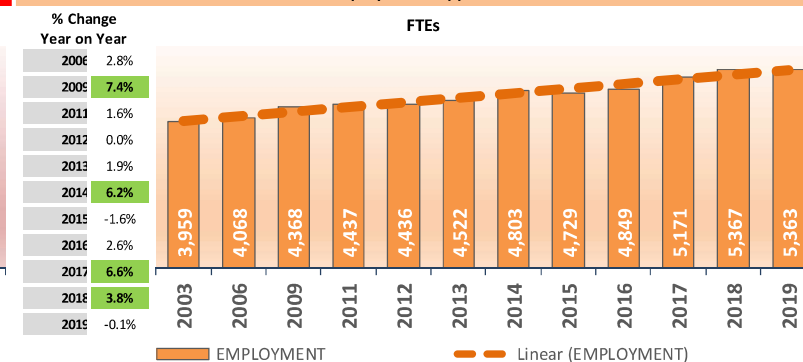
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



| % Change from 2003 | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed | | 2.8% | 9.0% | 9.9% | 8.6% | 9.0% | 17.7% | 17.7% | 22.1% | 29.0% | 31.9% | 33.2% |
| Visitor Numbers | | 9.3% | 15.3% | 15.4% | 9.5% | 5.7% | 15.1% | 15.8% | 20.6% | 28.3% | 31.0% | 34.7% |
| Visitor Days | | 8.2% | 14.7% | 15.9% | 11.5% | 8.7% | 18.0% | 18.9% | 23.7% | 31.1% | 34.4% | 37.5% |
| Total Employment | | 2.8% | 10.3% | 12.1% | 12.1% | 14.2% | 21.3% | 19.5% | 22.5% | 30.6% | 35.6% | 35.5% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2003-2019
THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15)

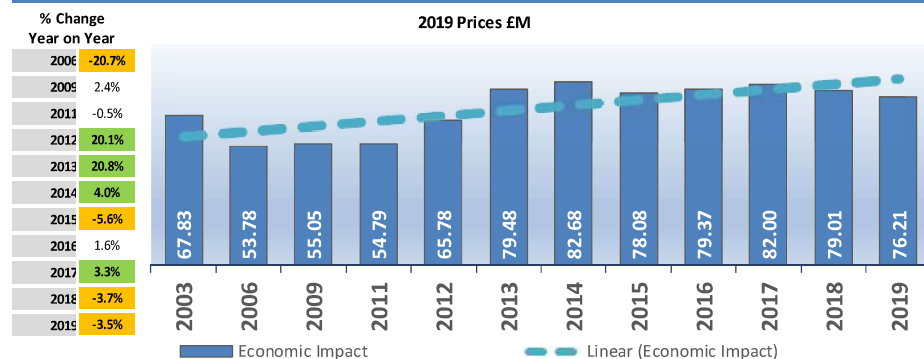
2003 to 2019

2019 Prices

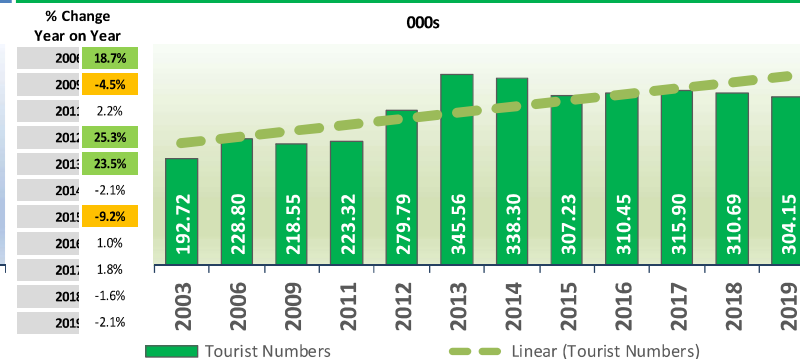
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

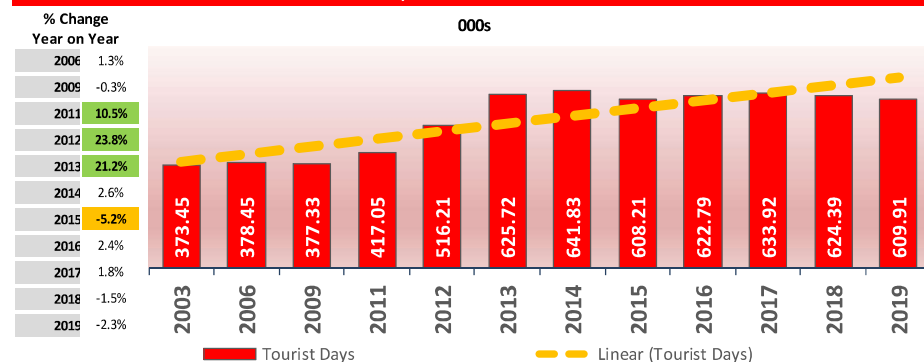
Economic Impact - Indexed - Serviced Accommodation



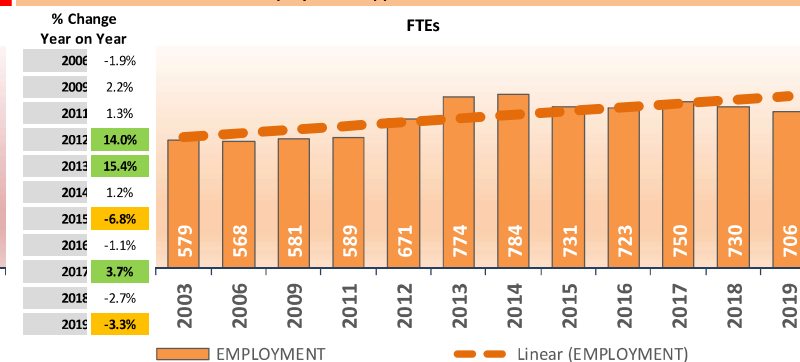
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



| % Change from 2003 | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------|------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed | | -20.7% | -18.8% | -19.2% | -3.0% | 17.2% | 21.9% | 15.1% | 17.0% | 20.9% | 16.5% | 12.4% |
| Visitor Numbers | | 18.7% | 13.4% | 15.9% | 45.2% | 79.3% | 75.5% | 59.4% | 61.1% | 63.9% | 61.2% | 57.8% |
| Visitor Days | | 1.3% | 1.0% | 11.7% | 38.2% | 67.6% | 71.9% | 62.9% | 66.8% | 69.7% | 67.2% | 63.3% |
| Direct Employment | | -1.9% | 0.3% | 1.6% | 15.8% | 33.6% | 35.3% | 26.1% | 24.8% | 29.5% | 26.0% | 21.9% |

"Linear" = Linear Trendline

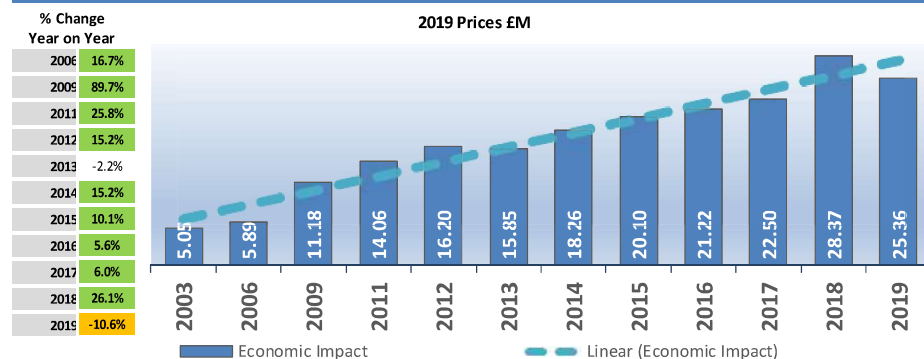
STEAM FINAL TREND REPORT FOR 2003-2019
THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15)

2003 to 2019
 2019 Prices

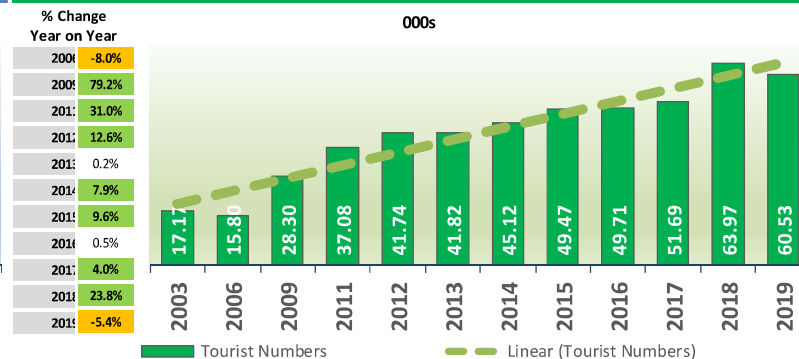
NON-SERVED
 ACCOMMODATION

KEY MEASURES
 Indexed

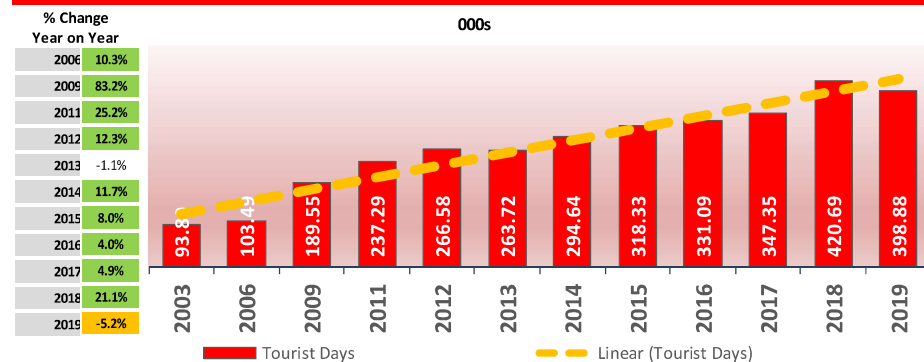
Economic Impact - Indexed - Non-Served Accommodation



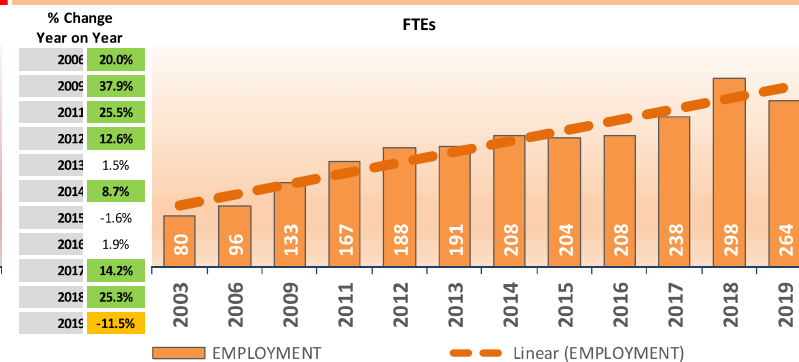
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



| % Change from 2003 | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------|------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Economic Impact - Indexed | | 16.7% | 121.4% | 178.5% | 220.9% | 213.9% | 261.7% | 298.3% | 320.5% | 345.7% | 462.0% | 402.5% |
| Visitor Numbers | | -8.0% | 64.9% | 116.0% | 143.2% | 143.6% | 162.8% | 188.2% | 189.6% | 201.1% | 272.6% | 252.6% |
| Visitor Days | | 10.3% | 102.1% | 153.0% | 184.2% | 181.1% | 214.1% | 239.4% | 253.0% | 270.3% | 348.5% | 325.2% |
| Direct Employment | | 20.0% | 65.5% | 107.7% | 133.9% | 137.4% | 158.2% | 154.0% | 158.7% | 195.6% | 270.2% | 227.8% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2003-2019
THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15)

2003 to 2019

2019 Prices

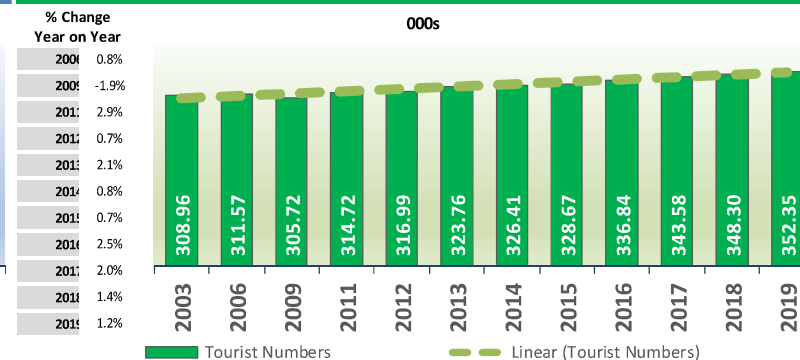
SFR

KEY MEASURES
Indexed

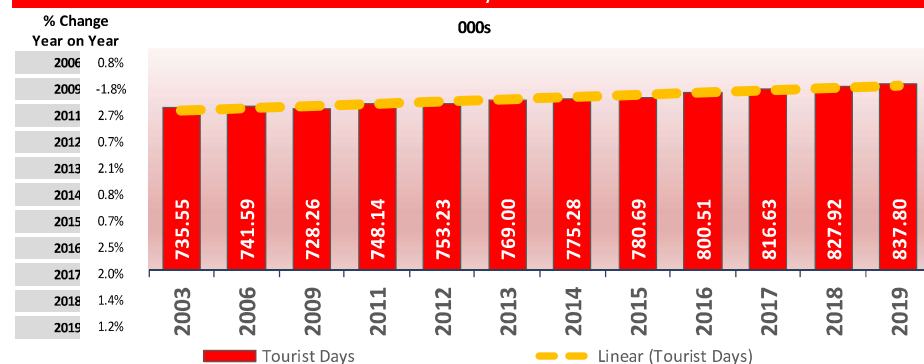
Economic Impact - Indexed - SFR



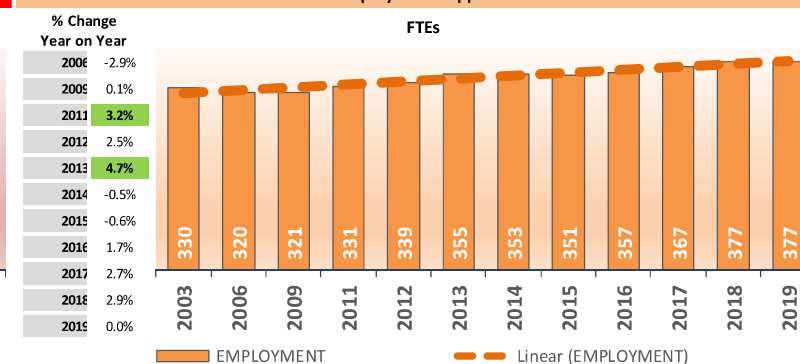
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



| % Change from 2003 | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------|------|-------|-------|------|------|------|------|------|------|-------|-------|-------|
| Economic Impact - Indexed | | 0.8% | -1.0% | 1.7% | 2.4% | 4.6% | 5.4% | 6.1% | 8.8% | 11.0% | 12.6% | 13.9% |
| Visitor Numbers | | 0.8% | -1.0% | 1.9% | 2.6% | 4.8% | 5.6% | 6.4% | 9.0% | 11.2% | 12.7% | 14.0% |
| Visitor Days | | 0.8% | -1.0% | 1.7% | 2.4% | 4.5% | 5.4% | 6.1% | 8.8% | 11.0% | 12.6% | 13.9% |
| Direct Employment | | -2.9% | -2.8% | 0.3% | 2.8% | 7.6% | 7.1% | 6.4% | 8.3% | 11.2% | 14.4% | 14.4% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2003-2019
THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15)

2003 to 2019

2019 Prices

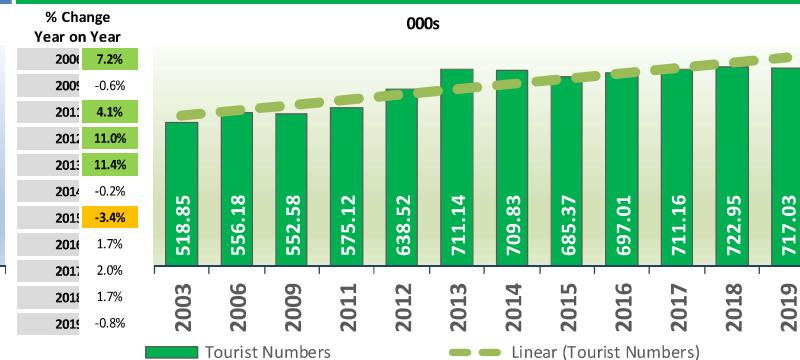
STAYING VISITOR

KEY MEASURES
Indexed

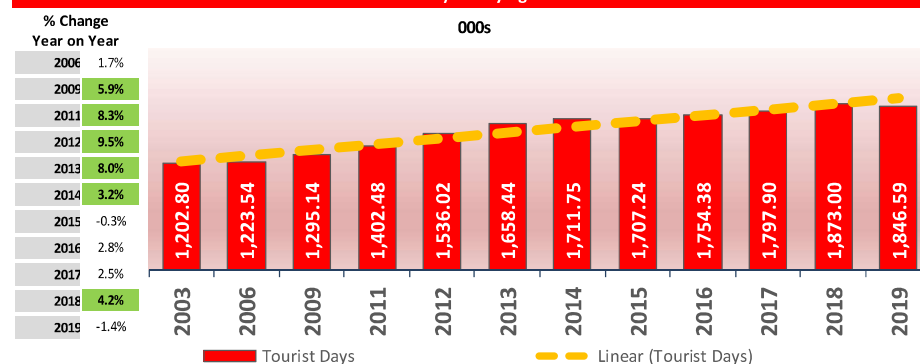
Economic Impact - Indexed - Staying Visitor



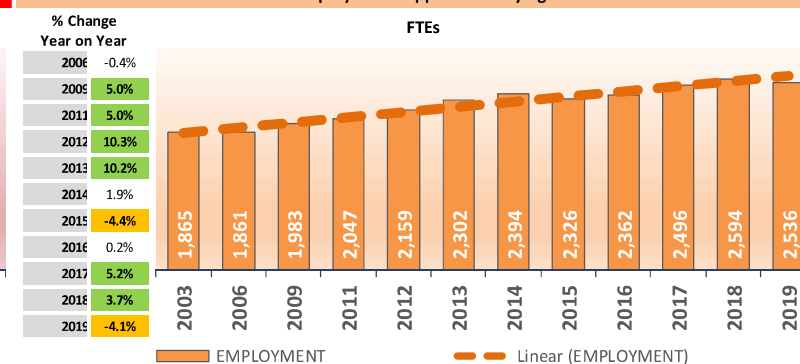
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



| % Change from 2003 | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------|------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed | | -11.7% | -6.4% | -3.1% | 9.0% | 21.8% | 27.2% | 25.0% | 28.1% | 32.3% | 35.5% | 30.7% |
| Visitor Numbers | | 7.2% | 6.5% | 10.8% | 23.1% | 37.1% | 36.8% | 32.1% | 34.3% | 37.1% | 39.3% | 38.2% |
| Visitor Days | | 1.7% | 7.7% | 16.6% | 27.7% | 37.9% | 42.3% | 41.9% | 45.9% | 49.5% | 55.7% | 53.5% |
| Direct Employment | | -0.2% | 6.3% | 9.7% | 15.8% | 23.4% | 28.3% | 24.7% | 26.6% | 33.8% | 39.1% | 36.0% |

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2003-2019
THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15)

2003 to 2019

2019 Prices

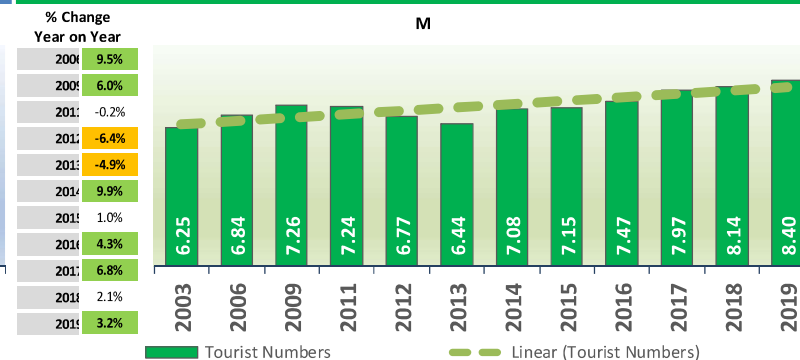
DAY VISITOR

KEY MEASURES
Indexed

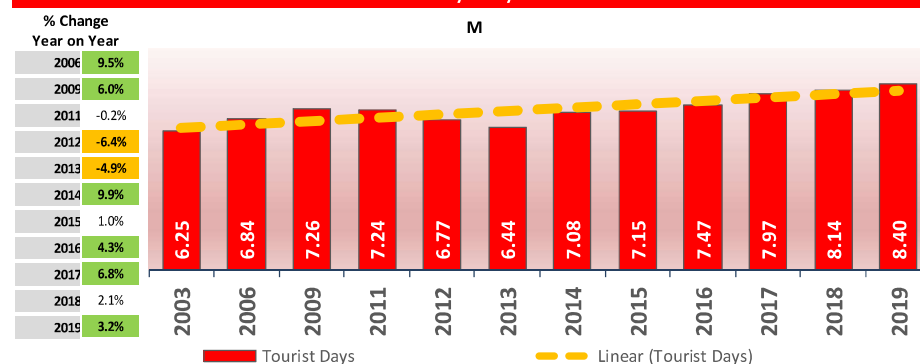
Economic Impact - Indexed - Day Visitor



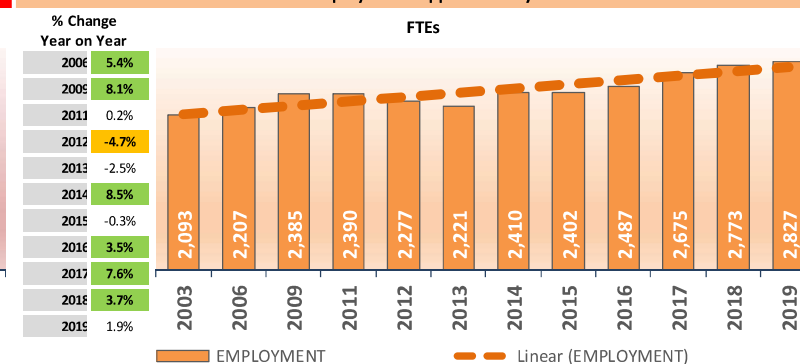
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



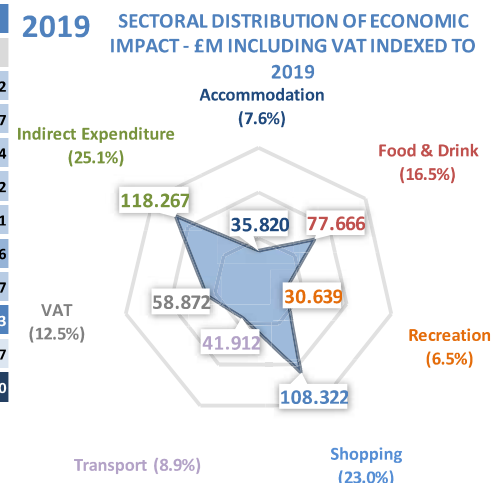
Direct Employment Supported - Day Visitor



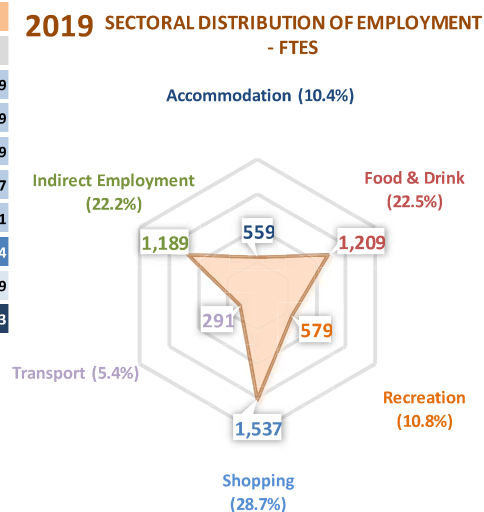
| % Change from 2003 | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------|------|------|-------|-------|------|------|-------|-------|-------|-------|-------|-------|
| Economic Impact - Indexed | | 9.4% | 16.0% | 15.8% | 8.3% | 3.1% | 13.3% | 14.5% | 19.4% | 27.5% | 30.3% | 34.4% |
| Visitor Numbers | | 9.5% | 16.1% | 15.8% | 8.3% | 3.1% | 13.3% | 14.4% | 19.4% | 27.5% | 30.3% | 34.4% |
| Visitor Days | | 9.5% | 16.1% | 15.8% | 8.3% | 3.1% | 13.3% | 14.4% | 19.4% | 27.5% | 30.3% | 34.4% |
| Direct Employment | | 5.4% | 13.9% | 14.2% | 8.8% | 6.1% | 15.1% | 14.8% | 18.8% | 27.8% | 32.5% | 35.1% |

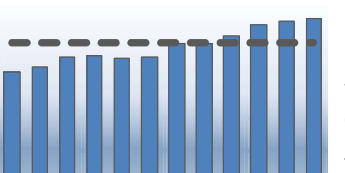
"Linear" = Linear Trendline

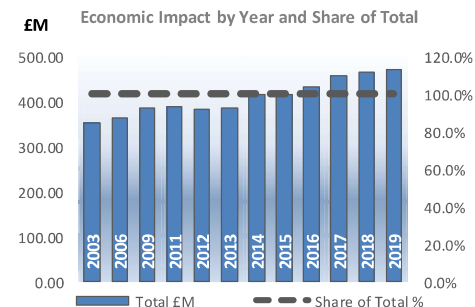
| STEAM FINAL TREND REPORT FOR 2003-2019 | | | | | | | | | | | 2003 to 2019 | TOTAL | SECTORAL ANALYSIS |
|---|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|-------------------|
| THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | | | | | | | | | | | 2019 Prices | | Indexed |
| SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019 | | | | | | | | | | | | | |
| SECTOR / YEAR | | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| Accommodation | £M | 33.35 | 23.93 | 26.31 | 24.14 | 28.85 | 34.25 | 36.59 | 35.41 | 36.31 | 37.65 | 37.69 | 35.82 |
| Food & Drink | £M | 57.80 | 62.18 | 67.06 | 65.34 | 63.69 | 62.95 | 67.83 | 68.05 | 70.55 | 74.69 | 76.51 | 77.67 |
| Recreation | £M | 22.86 | 24.65 | 26.72 | 25.98 | 25.11 | 24.62 | 26.60 | 26.73 | 27.72 | 29.41 | 30.12 | 30.64 |
| Shopping | £M | 81.32 | 87.88 | 94.94 | 91.93 | 88.33 | 86.16 | 93.40 | 93.96 | 97.65 | 103.64 | 106.06 | 108.32 |
| Transport | £M | 31.38 | 33.79 | 36.56 | 35.58 | 34.46 | 33.88 | 36.52 | 36.67 | 38.02 | 40.28 | 41.22 | 41.91 |
| Direct Revenue | £M | 226.70 | 232.43 | 251.59 | 242.98 | 240.43 | 241.87 | 260.95 | 260.81 | 270.25 | 285.67 | 291.61 | 294.36 |
| VAT | £M | 39.67 | 40.68 | 37.74 | 48.60 | 48.09 | 48.37 | 52.19 | 52.16 | 54.05 | 57.13 | 58.32 | 58.87 |
| Direct Expenditure | £M | 266.37 | 273.10 | 289.32 | 291.57 | 288.52 | 290.24 | 313.14 | 312.97 | 324.30 | 342.80 | 349.93 | 353.23 |
| Indirect Expenditure | £M | 87.50 | 90.84 | 96.48 | 97.31 | 95.67 | 95.33 | 103.26 | 103.68 | 107.86 | 113.81 | 116.81 | 118.27 |
| TOTAL | £M | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 |



| SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES | | | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| SECTOR / YEAR | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| Accommodation FTEs | 449 | 456 | 470 | 474 | 520 | 568 | 583 | 543 | 536 | 571 | 585 | 559 |
| Food & Drink FTEs | 877 | 908 | 978 | 998 | 990 | 1,003 | 1,067 | 1,057 | 1,087 | 1,159 | 1,205 | 1,209 |
| Recreation FTEs | 421 | 437 | 473 | 482 | 474 | 476 | 508 | 504 | 518 | 554 | 576 | 579 |
| Shopping FTEs | 1,124 | 1,170 | 1,262 | 1,280 | 1,252 | 1,252 | 1,339 | 1,330 | 1,372 | 1,466 | 1,523 | 1,537 |
| Transport FTEs | 213 | 221 | 238 | 243 | 239 | 241 | 257 | 254 | 262 | 279 | 290 | 291 |
| Direct Employment FTEs | 3,083 | 3,192 | 3,420 | 3,477 | 3,475 | 3,541 | 3,754 | 3,688 | 3,775 | 4,030 | 4,178 | 4,174 |
| Indirect Employment FTEs | 876 | 876 | 948 | 960 | 961 | 982 | 1,049 | 1,040 | 1,074 | 1,141 | 1,189 | 1,189 |
| TOTAL FTEs | 3,959 | 4,068 | 4,368 | 4,437 | 4,436 | 4,522 | 4,803 | 4,729 | 4,849 | 5,171 | 5,367 | 5,363 |




| STEAM FINAL TREND REPORT FOR 2003-2019 | | | | | | | | | | 2003 to 2019 | | TOTAL | | ECONOMIC IMPACT Indexed | | | | | | | |
|---|--|---|--------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|--------|-------------------------|--|---|--------|--------|--------|----------|--|
| THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | | | | | | | | | | 2019 Prices | | | | | | | | | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | TOTAL | | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES | | | | | | | | | | | | TOTAL | | | | | | % Change | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | | |
| % Change 2003 to 2019 | | 14.9% | 31.0% | 56.8% | 7.0% | 22.5% | 9.8% | 12.8% | 48.1% | 30.4% | -4.3% | 107.7% | 81.0% | 33.2% | Annual Change | 34.4% | 13.3% | 30.6% | 58.9% | | |
| % Change 2018 to 2019 | | 7.1% | 17.2% | 0.5% | 8.9% | -6.0% | -1.8% | 1.7% | -1.7% | 5.4% | -3.9% | 5.8% | -11.0% | 1.0% | | 7.1% | -0.3% | 1.3% | -3.1% | | |
| Average Annual Change | | 0.9% | 1.9% | 3.6% | 0.4% | 1.4% | 0.6% | 0.8% | 3.0% | 1.9% | -0.3% | 6.7% | 5.1% | 2.1% | | 2.2% | 0.8% | 1.9% | 3.7% | | |
| 2003 £M | | 27.73 | 26.22 | 28.24 | 31.29 | 31.89 | 28.65 | 35.73 | 36.34 | 29.53 | 28.03 | 24.71 | 25.52 | 353.87 | | 2.8% | 82.19 | 91.83 | 101.60 | 78.26 | |
| 2006 £M | | 27.16 | 22.80 | 30.79 | 28.40 | 35.13 | 31.74 | 38.46 | 41.91 | 28.20 | 26.48 | 26.61 | 26.27 | 363.95 | 80.75 | | 95.27 | 108.57 | 79.36 | | |
| 2009 £M | | 26.89 | 24.45 | 32.95 | 29.97 | 37.19 | 28.35 | 36.67 | 46.12 | 32.20 | 21.74 | 37.97 | 31.31 | 385.80 | 6.0% | | 84.28 | 95.51 | 114.99 | 91.02 | |
| 2011 £M | | 26.72 | 23.81 | 34.08 | 30.44 | 34.41 | 29.58 | 34.72 | 44.43 | 29.09 | 22.51 | 45.14 | 33.95 | 388.89 | 0.8% | | 84.61 | 94.43 | 108.24 | 101.61 | |
| 2012 £M | | 26.84 | 23.58 | 33.81 | 25.40 | 31.00 | 27.84 | 34.62 | 47.72 | 30.09 | 22.71 | 44.33 | 36.24 | 384.19 | -1.2% | | 84.23 | 84.23 | 112.44 | 103.29 | |
| 2013 £M | | 26.11 | 25.86 | 31.32 | 26.16 | 35.05 | 27.29 | 33.94 | 48.66 | 26.26 | 21.02 | 40.91 | 42.99 | 385.57 | 0.4% | | 83.29 | 88.50 | 108.86 | 104.91 | |
| 2014 £M | | 25.76 | 26.86 | 40.92 | 27.24 | 34.59 | 28.34 | 37.65 | 48.20 | 32.93 | 24.83 | 46.24 | 42.83 | 416.39 | 8.0% | | 93.54 | 90.18 | 118.78 | 113.90 | |
| 2015 £M | | 26.47 | 26.84 | 39.66 | 28.11 | 36.66 | 28.93 | 36.67 | 50.17 | 31.98 | 26.40 | 40.97 | 43.79 | 416.65 | 0.1% | | 92.97 | 93.70 | 118.82 | 111.16 | |
| 2016 £M | | 27.20 | 27.63 | 41.78 | 28.41 | 36.10 | 29.03 | 37.87 | 51.60 | 33.06 | 26.48 | 45.28 | 47.71 | 432.16 | 3.7% | | 96.62 | 93.55 | 122.53 | 119.47 | |
| 2017 £M | | 29.33 | 28.79 | 43.53 | 30.83 | 39.51 | 30.99 | 39.45 | 53.74 | 35.55 | 27.70 | 46.96 | 50.22 | 456.61 | 5.7% | | 101.65 | 101.34 | 128.75 | 124.88 | |
| 2018 £M | | 29.74 | 29.30 | 44.10 | 30.75 | 41.56 | 32.05 | 39.64 | 54.77 | 36.53 | 27.92 | 48.50 | 51.88 | 466.74 | 2.2% | 103.14 | 104.36 | 130.94 | 128.30 | | |
| 2019 £M | | 31.85 | 34.33 | 44.30 | 33.49 | 39.06 | 31.47 | 40.31 | 53.81 | 38.52 | 26.83 | 51.34 | 46.18 | 471.50 | 1.0% | 110.48 | 104.02 | 132.64 | 124.35 | | |
| ECONOMIC IMPACT - INDEXED TO 2019 | | | | | | | | | | | | | | TOTAL | | | | | | | |
| SHARE OF MARKET | | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | £M | Economic Impact by Year and Share of Total | | | | | | |
| Total | | £M | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 | 500.00 |  | | | | | |
| All Visitor Types | | £M | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 | 400.00 | | | | | | |
| Share of Total | | % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 80.0% | | | | | | |
| Annual Change in Share | | % | | | | | | | | | | | | | 60.0% | | | | | | |
| Change in Share from 2003 | | % | | | | | | | | | | | | | 40.0% | | | | | | |
| Avg Ann. Change in Share | | % | | | | | | | | | | | | | | | | | | | |

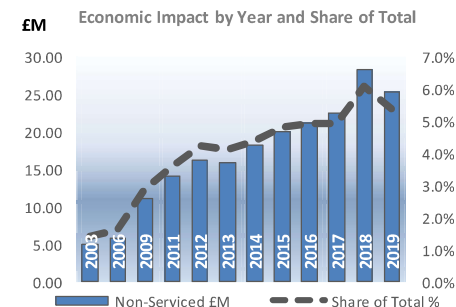


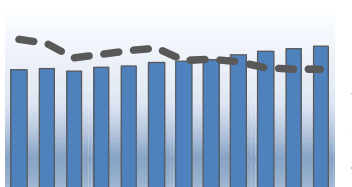
| STEAM FINAL TREND REPORT FOR 2003-2019 THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | | | | | | | | | | | 2003 to 2019 2019 Prices | | SERVICED ACCOMMODATION | | ECONOMIC IMPACT Indexed | | | | |
|---|--|---|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------------|--------|---------------------------|------------------------|--|---------|-------|-------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES | | | | | | | | | | | | TOTAL | % Change | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Annual Change | Q1 | Q2 | Q3 | Q4 | |
| % Change 2003 to 2019 | | -17.7% | -0.3% | 15.6% | 5.1% | 26.9% | 11.9% | 40.5% | 74.8% | -2.8% | 3.9% | 2.2% | -27.9% | | 12.4% | 0.0% | 15.4% | 37.3% | -6.9% |
| % Change 2018 to 2019 | | -3.9% | -4.6% | -4.8% | -2.8% | -3.4% | -2.9% | -2.7% | -4.1% | -4.4% | -2.9% | -1.9% | -5.1% | | -3.5% | -4.5% | -3.0% | -3.6% | -3.1% |
| Average Annual Change | | -1.1% | 0.0% | 1.0% | 0.3% | 1.7% | 0.7% | 2.5% | 4.7% | -0.2% | 0.2% | 0.1% | -1.7% | | 0.8% | 0.0% | 1.0% | 2.3% | -0.4% |
| 2003 £M | | 4.765 | 4.875 | 5.508 | 5.157 | 6.317 | 5.730 | 6.841 | 5.748 | 5.907 | 5.892 | 5.633 | 5.458 | | 67.83 | 15.15 | 17.20 | 18.50 | 16.98 |
| 2006 £M | | 2.809 | 3.435 | 4.015 | 4.253 | 4.959 | 4.487 | 6.786 | 6.344 | 4.630 | 4.335 | 3.876 | 3.853 | 53.78 | -20.7% | 10.26 | 13.70 | 17.76 | 12.06 |
| 2009 £M | | 3.204 | 2.854 | 3.250 | 4.241 | 4.493 | 4.415 | 7.412 | 8.282 | 4.680 | 4.943 | 3.872 | 3.410 | 55.05 | 2.4% | 9.308 | 13.15 | 20.37 | 12.22 |
| 2011 £M | | 2.720 | 3.575 | 4.168 | 4.374 | 4.829 | 4.765 | 6.560 | 7.519 | 4.526 | 4.788 | 3.676 | 3.285 | 54.79 | -0.5% | 10.46 | 13.97 | 18.61 | 11.75 |
| 2012 £M | | 2.785 | 3.830 | 4.229 | 4.491 | 4.908 | 5.267 | 6.515 | 10.54 | 6.656 | 6.707 | 5.853 | 4.000 | 65.78 | 20.1% | 10.85 | 14.67 | 23.71 | 16.56 |
| 2013 £M | | 4.071 | 6.459 | 7.039 | 5.494 | 6.735 | 6.692 | 9.295 | 11.64 | 5.817 | 6.141 | 5.860 | 4.241 | 79.48 | 20.8% | 17.57 | 18.92 | 26.75 | 16.24 |
| 2014 £M | | 3.867 | 5.897 | 7.541 | 5.704 | 7.912 | 6.504 | 10.84 | 10.81 | 7.016 | 6.714 | 5.847 | 4.020 | 82.68 | 4.0% | 17.30 | 20.12 | 28.67 | 16.58 |
| 2015 £M | | 4.045 | 5.591 | 6.600 | 5.205 | 7.473 | 6.881 | 10.12 | 10.45 | 6.266 | 6.702 | 5.253 | 3.485 | 78.08 | -5.6% | 16.24 | 19.56 | 26.84 | 15.44 |
| 2016 £M | | 3.950 | 5.436 | 7.125 | 5.602 | 7.585 | 6.523 | 10.32 | 10.59 | 6.102 | 6.310 | 5.870 | 3.952 | 79.37 | 1.6% | 16.51 | 19.71 | 27.01 | 16.13 |
| 2017 £M | | 4.148 | 5.182 | 6.915 | 5.866 | 8.696 | 6.794 | 10.47 | 10.82 | 6.407 | 6.458 | 6.003 | 4.250 | 82.00 | 3.3% | 16.24 | 21.36 | 27.69 | 16.71 |
| 2018 £M | | 4.083 | 5.093 | 6.685 | 5.575 | 8.296 | 6.601 | 9.878 | 10.47 | 6.005 | 6.305 | 5.867 | 4.147 | 79.01 | -3.7% | 15.86 | 20.47 | 26.36 | 16.32 |
| 2019 £M | | 3.922 | 4.859 | 6.367 | 5.421 | 8.016 | 6.413 | 9.613 | 10.05 | 5.741 | 6.120 | 5.755 | 3.937 | 76.21 | -3.5% | 15.15 | 19.85 | 25.40 | 15.81 |
| ECONOMIC IMPACT - INDEXED TO 2019 | | | | | | | | | | | | | | SERVICED ACCOMMODATION | | | | | |
| SHARE OF MARKET | | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | £M | Economic Impact by Year and Share of Total | | | | |
| Serviced | | £M | 67.83 | 53.78 | 55.05 | 54.79 | 65.78 | 79.48 | 82.68 | 78.08 | 79.37 | 82.00 | 79.01 | 76.21 | 100.00 | 25.0% | | | |
| All Visitor Types | | £M | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 | | | | | |
| Share of Total | | % | 19.2% | 14.8% | 14.3% | 14.1% | 17.1% | 20.6% | 19.9% | 18.7% | 18.4% | 18.0% | 16.9% | 16.2% | 80.00 | 20.0% | | | |
| Annual Change in Share | | % | | -22.9% | -3.4% | -1.3% | 21.5% | 20.4% | -3.7% | -5.6% | -2.0% | -2.2% | -5.7% | -4.5% | 60.00 | 15.0% | | | |
| Change in Share from 2003 | | % | | -22.9% | -25.6% | -26.5% | -10.7% | 7.5% | 3.6% | -2.2% | -4.2% | -6.3% | -11.7% | -15.7% | 40.00 | 10.0% | | | |
| Avg Ann. Change in Share | | % | | -7.6% | -4.3% | -3.3% | -1.2% | 0.8% | 0.3% | -0.2% | -0.3% | -0.5% | -0.8% | -1.0% | | | | | |

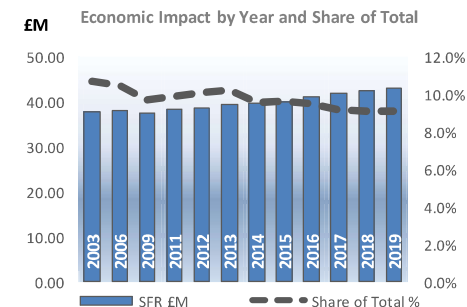
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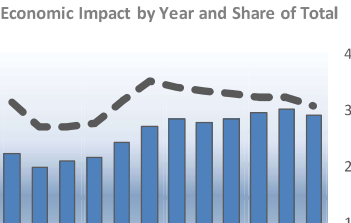
Report Prepared by: Alison Tipler. Date of Issue: 17/07/20

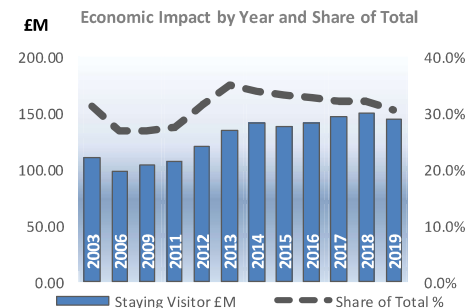
| STEAM FINAL TREND REPORT FOR 2003-2019 THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | | | | | | | | | | | 2003 to 2019 2019 Prices | | | NON-SERVICED ACCOMMODATION | ECONOMIC IMPACT Indexed | | | | | | |
|---|----|---|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------------|--------|--------|-------------------------------|---|---------|--------|--------|--------|-------|------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES | | | | | | | | | | | | TOTAL | % Change | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Annual Change | Q1 | Q2 | Q3 | Q4 | | | |
| % Change 2003 to 2019 | | 851.6% | 874.6% | 804.8% | 320.2% | 365.1% | 327.5% | 295.7% | 269.0% | 425.3% | 808.6% | 752.2% | 822.4% | | 402.5% | 837.7% | 339.2% | 311.3% | 793.8% | | |
| % Change 2018 to 2019 | | -9.0% | -12.8% | -11.0% | -3.8% | -8.3% | -11.4% | -8.4% | -12.4% | -14.4% | -15.1% | -8.9% | -9.6% | | -10.6% | -11.0% | -8.3% | -11.7% | -11.9% | | |
| Average Annual Change | | 53.2% | 54.7% | 50.3% | 20.0% | 22.8% | 20.5% | 18.5% | 16.8% | 26.6% | 50.5% | 47.0% | 51.4% | | 25.2% | 52.4% | 21.2% | 19.5% | 49.6% | | |
| 2003 | £M | 0.091 | 0.099 | 0.149 | 0.510 | 0.667 | 0.639 | 0.812 | 1.088 | 0.514 | 0.212 | 0.154 | 0.113 | | 5.048 | 0.339 | 1.816 | 2.414 | 0.479 | | |
| 2006 | £M | 0.143 | 0.165 | 0.204 | 0.416 | 0.737 | 0.738 | 0.955 | 1.151 | 0.729 | 0.294 | 0.195 | 0.166 | | 5.892 | 16.7% | 0.511 | 1.890 | 2.835 | 0.655 | |
| 2009 | £M | 0.267 | 0.331 | 0.370 | 0.729 | 1.488 | 1.399 | 1.812 | 2.256 | 1.380 | 0.526 | 0.338 | 0.282 | 11.18 | 89.7% | 0.968 | 3.616 | 5.448 | 1.147 | | |
| 2011 | £M | 0.236 | 0.337 | 0.447 | 0.844 | 1.810 | 2.084 | 1.996 | 2.483 | 1.899 | 0.959 | 0.599 | 0.366 | 14.06 | 25.8% | 1.019 | 4.738 | 6.378 | 1.924 | | |
| 2012 | £M | 0.355 | 0.516 | 0.730 | 1.128 | 1.972 | 2.270 | 2.337 | 2.877 | 2.041 | 0.952 | 0.604 | 0.414 | 16.20 | 15.2% | 1.600 | 5.371 | 7.255 | 1.971 | | |
| 2013 | £M | 0.362 | 0.502 | 0.756 | 1.048 | 1.936 | 2.149 | 2.288 | 2.850 | 1.970 | 0.935 | 0.622 | 0.429 | 15.85 | -2.2% | 1.619 | 5.134 | 7.108 | 1.985 | | |
| 2014 | £M | 0.476 | 0.638 | 0.952 | 1.292 | 2.104 | 2.218 | 2.547 | 3.186 | 2.200 | 1.245 | 0.813 | 0.586 | 18.26 | 15.2% | 2.066 | 5.613 | 7.934 | 2.644 | | |
| 2015 | £M | 0.556 | 0.737 | 1.094 | 1.458 | 2.282 | 2.382 | 2.734 | 3.415 | 2.390 | 1.444 | 0.928 | 0.684 | 20.10 | 10.1% | 2.386 | 6.123 | 8.539 | 3.056 | | |
| 2016 | £M | 0.643 | 0.822 | 1.185 | 1.578 | 2.380 | 2.401 | 2.814 | 3.516 | 2.480 | 1.606 | 1.027 | 0.774 | 21.22 | 5.6% | 2.649 | 6.359 | 8.810 | 3.407 | | |
| 2017 | £M | 0.678 | 0.821 | 1.181 | 1.723 | 2.783 | 2.568 | 2.862 | 3.660 | 2.671 | 1.670 | 1.059 | 0.822 | 22.50 | 6.0% | 2.680 | 7.074 | 9.193 | 3.551 | | |
| 2018 | £M | 0.950 | 1.105 | 1.519 | 2.228 | 3.382 | 3.082 | 3.507 | 4.580 | 3.155 | 2.273 | 1.437 | 1.151 | 28.37 | 26.1% | 3.574 | 8.692 | 11.24 | 4.861 | | |
| 2019 | £M | 0.865 | 0.964 | 1.352 | 2.143 | 3.100 | 2.732 | 3.214 | 4.014 | 2.701 | 1.931 | 1.310 | 1.040 | 25.36 | -10.6% | 3.181 | 7.975 | 9.928 | 4.280 | | |
| ECONOMIC IMPACT - INDEXED TO 2019 | | | | | | | | | | | | | | NON-SERVICED ACCOMMODATION | | | | | | | |
| SHARE OF MARKET | | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | £M | Economic Impact by Year and Share of Total | | | | | | |
| Non-Serviced | | £M | 5.048 | 5.892 | 11.18 | 14.06 | 16.20 | 15.85 | 18.26 | 20.10 | 21.22 | 22.50 | 28.37 | 25.36 |  | 7.0% | 6.0% | 5.0% | 4.0% | 3.0% | 2.0% |
| All Visitor Types | | £M | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 | | | | | | | |
| Share of Total | | % | 1.4% | 1.6% | 2.9% | 3.6% | 4.2% | 4.1% | 4.4% | 4.8% | 4.9% | 4.9% | 6.1% | 5.4% | | | | | | | |
| Annual Change in Share | | % | | 13.5% | 79.0% | 24.8% | 16.6% | -2.5% | 6.7% | 10.1% | 1.8% | 0.3% | 23.4% | -11.5% | | | | | | | |
| Change in Share from 2003 | | % | | 13.5% | 103.1% | 153.4% | 195.5% | 188.1% | 207.4% | 238.3% | 244.3% | 245.4% | 326.1% | 277.1% | | | | | | | |
| Avg Ann. Change in Share | | % | | 4.5% | 17.2% | 19.2% | 21.7% | 18.8% | 18.9% | 19.9% | 18.8% | 17.5% | 21.7% | 17.3% | | | | | | | |



| STEAM FINAL TREND REPORT FOR 2003-2019 THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | | | | | | | | | | | 2003 to 2019 2019 Prices | | SFR | ECONOMIC IMPACT Indexed | | | | | | |
|---|--|---|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------------|--------|---------------|----------------------------|---|-------|-------|-------|-------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SFR | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | % Change | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2003 to 2019 | | 5.8% | 8.9% | 17.8% | 13.9% | 22.8% | 17.6% | 17.4% | 25.0% | 15.7% | 13.1% | 13.8% | 2.5% | 13.9% | Annual Change | 9.1% | 17.4% | 20.1% | 7.3% | |
| % Change 2018 to 2019 | | 1.8% | 1.1% | 1.1% | 2.3% | 1.1% | 0.5% | 1.6% | 0.3% | -0.4% | 0.6% | 1.9% | 1.1% | 1.2% | | 1.5% | 1.5% | 0.6% | 1.1% | |
| Average Annual Change | | 0.4% | 0.6% | 1.1% | 0.9% | 1.4% | 1.1% | 1.1% | 1.6% | 1.0% | 0.8% | 0.9% | 0.2% | 0.9% | | 0.6% | 1.1% | 1.3% | 0.5% | |
| | | | | | | | | | | | | | | | | | | | | |
| 2003 £M | | 5.254 | 1.765 | 2.008 | 4.792 | 3.082 | 2.374 | 3.853 | 4.079 | 2.101 | 2.099 | 1.635 | 4.736 | 37.78 | 0.8% | 9.028 | 10.25 | 10.03 | 8.470 | |
| 2006 £M | | 4.944 | 1.736 | 2.050 | 4.860 | 3.199 | 2.456 | 3.947 | 4.220 | 2.196 | 2.081 | 1.606 | 4.792 | 38.09 | | 8.729 | 10.51 | 10.36 | 8.480 | |
| 2009 £M | | 5.000 | 1.606 | 1.862 | 4.781 | 3.159 | 2.415 | 3.941 | 4.431 | 2.185 | 2.093 | 1.550 | 4.366 | 37.39 | | -1.8% | 8.467 | 10.35 | 10.56 | 8.010 |
| 2011 £M | | 4.867 | 1.726 | 2.030 | 5.008 | 3.348 | 2.656 | 3.968 | 4.510 | 2.301 | 2.142 | 1.572 | 4.300 | 38.43 | | 2.8% | 8.623 | 11.01 | 10.78 | 8.014 |
| 2012 £M | | 4.857 | 1.732 | 2.064 | 5.000 | 3.276 | 2.655 | 3.932 | 4.586 | 2.311 | 2.207 | 1.683 | 4.385 | 38.69 | | 0.7% | 8.653 | 10.93 | 10.83 | 8.275 |
| 2013 £M | | 5.105 | 1.933 | 2.271 | 4.931 | 3.319 | 2.630 | 4.024 | 4.664 | 2.246 | 2.169 | 1.706 | 4.502 | 39.50 | | 2.1% | 9.309 | 10.88 | 10.93 | 8.377 |
| 2014 £M | | 5.021 | 1.859 | 2.299 | 4.972 | 3.409 | 2.584 | 4.243 | 4.697 | 2.355 | 2.229 | 1.703 | 4.450 | 39.82 | | 0.8% | 9.179 | 10.97 | 11.29 | 8.383 |
| 2015 £M | | 5.179 | 1.871 | 2.251 | 4.970 | 3.430 | 2.667 | 4.270 | 4.777 | 2.336 | 2.271 | 1.685 | 4.393 | 40.10 | | 0.7% | 9.301 | 11.07 | 11.38 | 8.349 |
| 2016 £M | | 5.262 | 1.893 | 2.346 | 5.146 | 3.492 | 2.676 | 4.377 | 4.893 | 2.372 | 2.282 | 1.771 | 4.606 | 41.12 | | 2.5% | 9.501 | 11.31 | 11.64 | 8.659 |
| 2017 £M | | 5.371 | 1.877 | 2.326 | 5.261 | 3.710 | 2.737 | 4.430 | 4.985 | 2.430 | 2.302 | 1.794 | 4.714 | 41.94 | | 2.0% | 9.574 | 11.71 | 11.84 | 8.810 |
| 2018 £M | | 5.459 | 1.902 | 2.341 | 5.334 | 3.744 | 2.779 | 4.451 | 5.081 | 2.441 | 2.359 | 1.826 | 4.804 | 42.52 | 1.4% | 9.702 | 11.86 | 11.97 | 8.989 | |
| 2019 £M | | 5.557 | 1.923 | 2.367 | 5.459 | 3.784 | 2.793 | 4.522 | 5.097 | 2.430 | 2.374 | 1.861 | 4.855 | 43.02 | 1.2% | 9.847 | 12.04 | 12.05 | 9.091 | |
| ECONOMIC IMPACT - INDEXED TO 2019 | | | | | | | | | | | | | | SFR | | | | | | |
| SHARE OF MARKET | | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | £M | Economic Impact by Year and Share of Total | | | | | |
| SFR £M | | 37.78 | 38.09 | 37.39 | 38.43 | 38.69 | 39.50 | 39.82 | 40.10 | 41.12 | 41.94 | 42.52 | 43.02 | 50.00 |  | | | | | |
| All Visitor Types £M | | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 | 40.00 | | | | | | |
| Share of Total % | | 10.7% | 10.5% | 9.7% | 9.9% | 10.1% | 10.2% | 9.6% | 9.6% | 9.5% | 9.2% | 9.1% | 9.1% | 30.00 | | | | | | |
| Annual Change in Share % | | | -2.0% | -7.4% | 2.0% | 1.9% | 1.7% | -6.6% | 0.6% | -1.1% | -3.5% | -0.8% | 0.2% | 20.00 | | | | | | |
| Change in Share from 2003 % | | | -2.0% | -9.2% | -7.4% | -5.7% | -4.0% | -10.4% | -9.8% | -10.9% | -14.0% | -14.7% | -14.5% | 10.00 | | | | | | |
| Avg Ann. Change in Share % | | | -0.7% | -1.5% | -0.9% | -0.6% | -0.4% | -0.9% | -0.8% | -0.8% | -1.0% | -1.0% | -0.9% | 4.00 | | | | | | |



| STEAM FINAL TREND REPORT FOR 2003-2019 THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | | | | | | | | | | | 2003 to 2019 2019 Prices | | | STAYING VISITOR | | ECONOMIC IMPACT Indexed | | | |
|---|--|---|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------------|--------|--------|------------------|--|---|-------|-------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES | | | | | | | | | | | | TOTAL | % Change | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Annual Change | Q1 | Q2 | Q3 | Q4 | |
| % Change 2003 to 2019 | | 2.3% | 14.9% | 31.6% | 24.5% | 48.0% | 36.5% | 50.8% | 75.5% | 27.6% | 27.1% | 20.3% | -4.6% | | 30.7% | 14.9% | 36.2% | 53.1% | 12.5% |
| % Change 2018 to 2019 | | -1.4% | -4.4% | -4.4% | -0.9% | -3.4% | -4.2% | -2.7% | -4.8% | -6.3% | -4.7% | -2.2% | -2.7% | | -3.5% | -3.3% | -2.8% | -4.4% | -3.3% |
| Average Annual Change | | 0.1% | 0.9% | 2.0% | 1.5% | 3.0% | 2.3% | 3.2% | 4.7% | 1.7% | 1.7% | 1.3% | -0.3% | | 1.9% | 0.9% | 2.3% | 3.3% | 0.8% |
| 2003 £M | | 10.11 | 6.740 | 7.666 | 10.46 | 10.07 | 8.744 | 11.51 | 10.91 | 8.522 | 8.203 | 7.422 | 10.31 | | 110.66 | 24.52 | 29.27 | 30.94 | 25.93 |
| 2006 £M | | 7.896 | 5.336 | 6.269 | 9.529 | 8.895 | 7.681 | 11.69 | 11.71 | 7.556 | 6.710 | 5.678 | 8.812 | 97.76 | -11.7% | 19.50 | 26.10 | 30.96 | 21.20 |
| 2009 £M | | 8.471 | 4.791 | 5.481 | 9.751 | 9.140 | 8.228 | 13.16 | 14.97 | 8.245 | 7.562 | 5.760 | 8.058 | 103.62 | 6.0% | 18.74 | 27.12 | 36.38 | 21.38 |
| 2011 £M | | 7.823 | 5.638 | 6.645 | 10.23 | 9.988 | 9.505 | 12.52 | 14.51 | 8.726 | 7.889 | 5.847 | 7.951 | 107.27 | 3.5% | 20.11 | 29.72 | 35.76 | 21.69 |
| 2012 £M | | 7.997 | 6.078 | 7.023 | 10.62 | 10.16 | 10.19 | 12.78 | 18.00 | 11.01 | 9.866 | 8.140 | 8.799 | 120.67 | 12.5% | 21.10 | 30.97 | 41.80 | 26.80 |
| 2013 £M | | 9.538 | 8.893 | 10.07 | 11.47 | 11.99 | 11.47 | 15.61 | 19.15 | 10.03 | 9.244 | 8.188 | 9.172 | 134.83 | 11.7% | 28.50 | 34.94 | 44.79 | 26.60 |
| 2014 £M | | 9.364 | 8.394 | 10.79 | 11.97 | 13.43 | 11.31 | 17.63 | 18.69 | 11.57 | 10.19 | 8.363 | 9.056 | 140.76 | 4.4% | 28.55 | 36.70 | 47.90 | 27.61 |
| 2015 £M | | 9.780 | 8.198 | 9.945 | 11.63 | 13.19 | 11.93 | 17.13 | 18.65 | 10.99 | 10.42 | 7.866 | 8.562 | 138.28 | -1.8% | 27.92 | 36.75 | 46.76 | 26.85 |
| 2016 £M | | 9.855 | 8.151 | 10.66 | 12.33 | 13.46 | 11.60 | 17.51 | 19.00 | 10.95 | 10.20 | 8.669 | 9.331 | 141.71 | 2.5% | 28.66 | 37.38 | 47.46 | 28.20 |
| 2017 £M | | 10.20 | 7.881 | 10.42 | 12.85 | 15.19 | 12.10 | 17.76 | 19.46 | 11.51 | 10.43 | 8.856 | 9.786 | 146.44 | 3.3% | 28.50 | 40.14 | 48.73 | 29.07 |
| 2018 £M | | 10.49 | 8.100 | 10.54 | 13.14 | 15.42 | 12.46 | 17.84 | 20.13 | 11.60 | 10.94 | 9.131 | 10.10 | 149.90 | 2.4% | 29.14 | 41.02 | 49.57 | 30.17 |
| 2019 £M | | 10.34 | 7.746 | 10.08 | 13.02 | 14.90 | 11.94 | 17.35 | 19.16 | 10.87 | 10.42 | 8.926 | 9.833 | 144.60 | -3.5% | 28.17 | 39.86 | 47.38 | 29.18 |
| ECONOMIC IMPACT - INDEXED TO 2019 | | | | | | | | | | | | | | STAYING VISITOR | | | | | |
| SHARE OF MARKET | | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | £M | Economic Impact by Year and Share of Total | | | | |
| Staying Visitor | | £M | 110.66 | 97.76 | 103.62 | 107.27 | 120.67 | 134.83 | 140.76 | 138.28 | 141.71 | 146.44 | 149.90 | 144.60 | 200.00 |  | | | |
| All Visitor Types | | £M | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 | | | | | |
| Share of Total | | % | 31.3% | 26.9% | 26.9% | 27.6% | 31.4% | 35.0% | 33.8% | 33.2% | 32.8% | 32.1% | 32.1% | 30.7% | | | | | |
| Annual Change in Share | | % | | -14.1% | 0.0% | 2.7% | 13.9% | 11.3% | -3.3% | -1.8% | -1.2% | -2.2% | 0.1% | -4.5% | | | | | |
| Change in Share from 2003 | | % | | -14.1% | -14.1% | -11.8% | 0.4% | 11.8% | 8.1% | 6.1% | 4.9% | 2.6% | 2.7% | -1.9% | | | | | |
| Avg Ann. Change in Share | | % | | -4.7% | -2.4% | -1.5% | 0.0% | 1.2% | 0.7% | 0.5% | 0.4% | 0.2% | 0.2% | -0.1% | | | | | |



| STEAM FINAL TREND REPORT FOR 2003-2019 THE NATIONAL FOREST - INCLUDING AIRBNB (FROM '15) | | | | | | | | | | | 2003 to 2019 2019 Prices | | | DAY VISITOR | | ECONOMIC IMPACT Indexed | | | |
|---|--|---|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------|--------|--------|---------------|------------------|----------------------------|-------|-------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | % Change | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2003 to 2019 | | 22.1% | 36.5% | 66.2% | -1.7% | 10.7% | -1.9% | -5.2% | 36.3% | 31.6% | -17.2% | 145.3% | 139.0% | 34.4% | Annual Change | 42.7% | 2.6% | 20.7% | 81.9% |
| % Change 2018 to 2019 | | 11.7% | 25.4% | 2.0% | 16.2% | -7.6% | -0.3% | 5.3% | 0.1% | 10.9% | -3.4% | 7.7% | -13.0% | 3.2% | | 11.2% | 1.3% | 4.8% | -3.0% |
| Average Annual Change | | 1.4% | 2.3% | 4.1% | -0.1% | 0.7% | -0.1% | -0.3% | 2.3% | 2.0% | -1.1% | 9.1% | 8.7% | 2.2% | | 2.7% | 0.2% | 1.3% | 5.1% |
| 2003 £M | | 17.62 | 19.48 | 20.58 | 20.83 | 21.83 | 19.90 | 24.22 | 25.43 | 21.01 | 19.83 | 17.29 | 15.21 | 243.22 | | | 57.67 | 62.56 | 70.66 |
| 2006 £M | | 19.27 | 17.47 | 24.52 | 18.88 | 26.23 | 24.06 | 26.77 | 30.19 | 20.64 | 19.77 | 20.93 | 17.45 | 266.19 | 9.4% | 61.25 | 69.17 | 77.61 | 58.16 |
| 2009 £M | | 18.42 | 19.65 | 27.47 | 20.22 | 28.05 | 20.12 | 23.50 | 31.15 | 23.95 | 14.18 | 32.21 | 23.25 | 282.18 | 6.0% | 65.54 | 68.39 | 78.61 | 69.64 |
| 2011 £M | | 18.89 | 18.17 | 27.44 | 20.22 | 24.42 | 20.08 | 22.20 | 29.91 | 20.36 | 14.62 | 39.30 | 26.00 | 281.61 | -0.2% | 64.50 | 64.71 | 72.48 | 79.92 |
| 2012 £M | | 18.84 | 17.50 | 26.79 | 14.78 | 20.84 | 17.64 | 21.84 | 29.72 | 19.09 | 12.85 | 36.19 | 27.44 | 263.52 | -6.4% | 63.13 | 53.26 | 70.64 | 76.49 |
| 2013 £M | | 16.57 | 16.97 | 21.25 | 14.69 | 23.06 | 15.82 | 18.33 | 29.51 | 16.23 | 11.77 | 32.72 | 33.82 | 250.74 | -4.9% | 54.79 | 53.57 | 64.07 | 78.31 |
| 2014 £M | | 16.40 | 18.47 | 30.12 | 15.27 | 21.17 | 17.04 | 20.01 | 29.50 | 21.36 | 14.65 | 37.87 | 33.77 | 275.64 | 9.9% | 64.99 | 53.48 | 70.88 | 86.29 |
| 2015 £M | | 16.69 | 18.64 | 29.72 | 16.48 | 23.47 | 17.00 | 19.54 | 31.52 | 20.99 | 15.98 | 33.11 | 35.23 | 278.36 | 1.0% | 65.04 | 56.95 | 72.05 | 84.32 |
| 2016 £M | | 17.35 | 19.48 | 31.12 | 16.09 | 22.64 | 17.43 | 20.36 | 32.59 | 22.11 | 16.28 | 36.61 | 38.38 | 290.45 | 4.3% | 67.96 | 56.16 | 75.06 | 91.27 |
| 2017 £M | | 19.13 | 20.91 | 33.11 | 17.98 | 24.32 | 18.89 | 21.69 | 34.28 | 24.05 | 17.27 | 38.11 | 40.44 | 310.17 | 6.8% | 73.15 | 61.20 | 80.02 | 95.81 |
| 2018 £M | | 19.25 | 21.20 | 33.55 | 17.61 | 26.14 | 19.59 | 21.81 | 34.63 | 24.93 | 16.98 | 39.37 | 41.78 | 316.84 | 2.2% | 74.00 | 63.34 | 81.37 | 98.13 |
| 2019 £M | | 21.51 | 26.59 | 34.21 | 20.47 | 24.16 | 19.53 | 22.97 | 34.65 | 27.65 | 16.41 | 42.41 | 36.35 | 326.90 | 3.2% | 82.31 | 64.16 | 85.27 | 95.17 |

| ECONOMIC IMPACT - INDEXED TO 2019 | | | | | | | | | | | | | | DAY VISITOR | | | |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|--|--|--|
| SHARE OF MARKET | | 2003 | 2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | £M | Economic Impact by Year and Share of Total | | |
| Day Visitor | £M | 243.22 | 266.19 | 282.18 | 281.61 | 263.52 | 250.74 | 275.64 | 278.36 | 290.45 | 310.17 | 316.84 | 326.90 | 350.00 | | | |
| All Visitor Types | £M | 353.87 | 363.95 | 385.80 | 388.89 | 384.19 | 385.57 | 416.39 | 416.65 | 432.16 | 456.61 | 466.74 | 471.50 | 300.00 | | | |
| Share of Total | % | 68.7% | 73.1% | 73.1% | 72.4% | 68.6% | 65.0% | 66.2% | 66.8% | 67.2% | 67.9% | 67.9% | 69.3% | 250.00 | | | |
| Annual Change in Share | % | | 6.4% | 0.0% | -1.0% | -5.3% | -5.2% | 1.8% | 0.9% | 0.6% | 1.1% | -0.1% | 2.1% | 200.00 | | | |
| Change in Share from 2003 | % | | 6.4% | 6.4% | 5.4% | -0.2% | -5.4% | -3.7% | -2.8% | -2.2% | -1.2% | -1.2% | 0.9% | 150.00 | | | |
| Avg Ann. Change in Share | % | | 2.1% | 1.1% | 0.7% | 0.0% | -0.5% | -0.3% | -0.2% | -0.2% | -0.1% | -0.1% | 0.1% | 100.00 | | | |

