STEAM FINAL TREND REPORT FOR 2003-2018

Final

The National Forest Expanded Report

Including AirBnB (From '15)

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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

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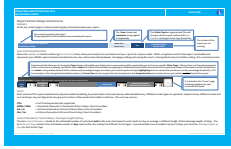
USER GUIDE  3

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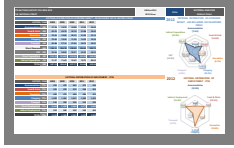
DISTRIBUTION OF IMPACT: *by Sector*  15

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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

Report Section Design and Features

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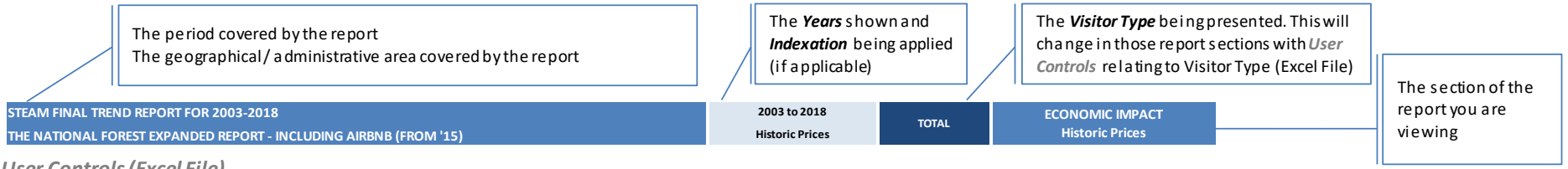

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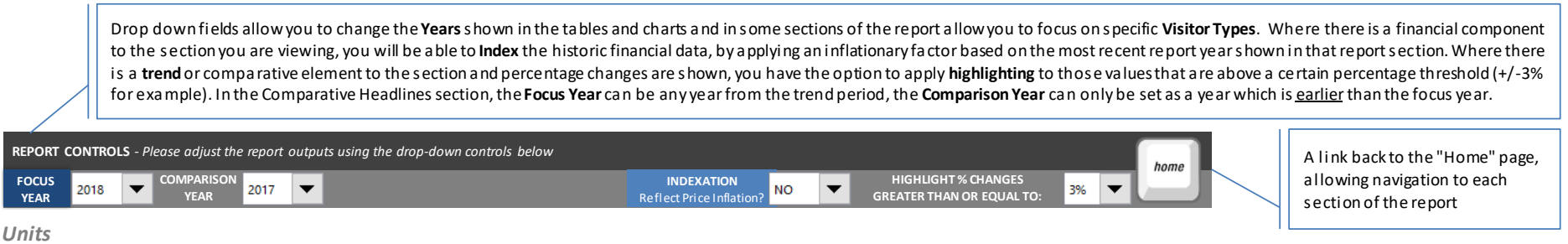

Units

Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

FTEs = Full Time Equivalent jobs supported
£000s / 000s = thousands of pounds or thousands of tourist days / tourist numbers
£m / m = millions of pounds or millions of tourist days / tourist numbers
£bn / bn = billions of pounds or billions of tourist days / tourist numbers

Visitor Numbers / Visitor Days / Average Length of Stay

The term *Visitor Numbers* relates to the estimated number of individual **visits** to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term *Visitor Days* relates to the estimated number of **days** spent within the area by the different visitor types. If you divide the visitor days by visitor numbers, you have the *Average Length of Stay* for that Visitor Type

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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

Comparing 2018 and 2017

All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - IN HISTORIC PRICES

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %
Visitor Days	M	0.624	0.634	-1.5%	0.421	0.347	21.1%	0.828	0.817	1.4%	1.873	1.798	4.2%	8.144	7.974	2.1%	10.02	9.772	2.5%
Visitor Numbers	M	0.311	0.316	-1.6%	0.064	0.052	23.8%	0.348	0.344	1.4%	0.723	0.711	1.7%	8.144	7.974	2.1%	8.867	8.685	2.1%
Direct Expenditure	£M																341.27	321.61	6.1%
Economic Impact	£M	77.05	76.93	0.2%	27.67	21.11	31.1%	41.47	39.34	5.4%	146.19	137.38	6.4%	309.01	290.99	6.2%	455.20	428.38	6.3%
Direct Employment	FTEs	730	750	-2.7%	298	238	25.3%	377	367	2.9%	1,405	1,355	3.7%	2,773	2,675	3.7%	4,178	4,030	3.7%
Total Employment	FTEs																5,367	5,171	3.8%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - IN HISTORIC PRICES

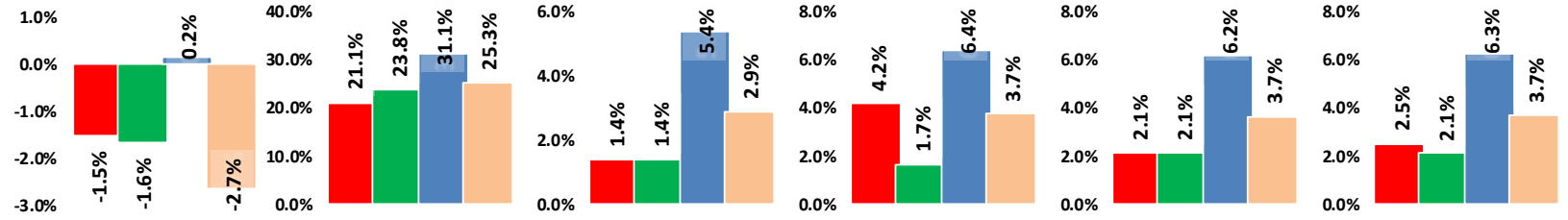
KEY

Visitor Days

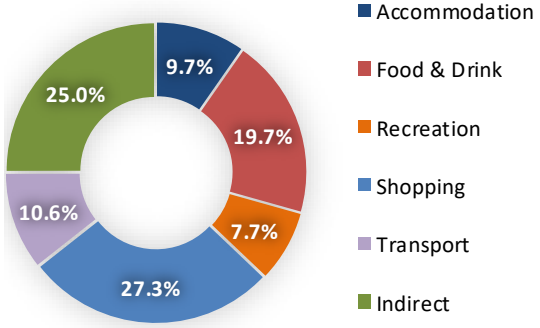
Visitor Numbers

Total Economic Impact

Direct Employment



Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Accommodation

Food & Drink

Recreation

Shopping

Transport

Indirect

Sectors	2018	2017	+/- %
Accommodation	44.11	42.38	4.1%
Food & Drink	89.55	84.09	6.5%
Recreation	35.25	33.11	6.5%
Shopping	124.12	116.68	6.4%
Transport	48.24	45.35	6.4%
TOTAL DIRECT	**341.27**	**321.61**	**6.1%**
Indirect	113.92	106.77	6.7%
TOTAL	**455.20**	**428.38**	**6.3%**

Sectoral Distribution of Employment - FTEs

Sectors	2018	2017	+/- %
Accommodation	585	571	2.4%
Food & Drink	1,205	1,159	3.9%
Recreation	576	554	3.9%
Shopping	1,523	1,466	3.8%
Transport	290	279	3.8%
TOTAL DIRECT	**4,178**	**4,030**	**3.7%**
Indirect	1,189	1,141	4.2%
TOTAL	**5,367**	**5,171**	**3.8%**

Accommodation

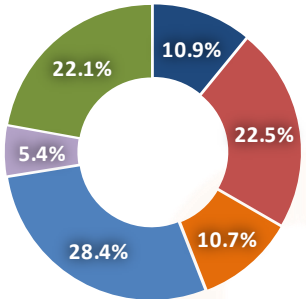
Food & Drink

Recreation

Shopping

Transport

Indirect



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Unindexed Key Measures by Year and Visitor Type for the Period 2003 to 2018

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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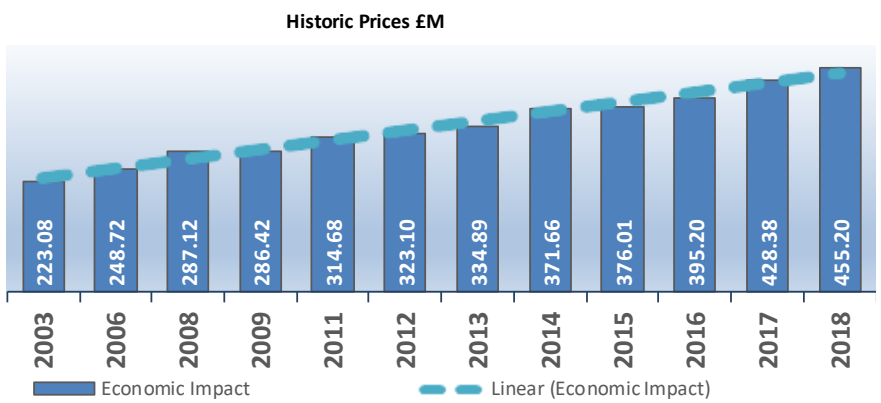
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)	2003 to 2018 Historic Prices	TOTAL	KEY MEASURES Historic Prices

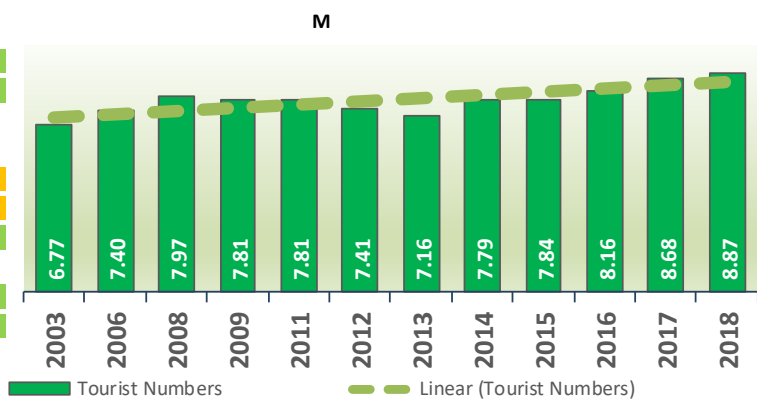
Economic Impact - Historic Prices - Total

	% Change Year on Year
2006	11.5%
2008	15.4%
2009	-0.2%
2011	9.9%
2012	2.7%
2013	3.6%
2014	11.0%
2015	1.2%
2016	5.1%
2017	8.4%
2018	6.3%



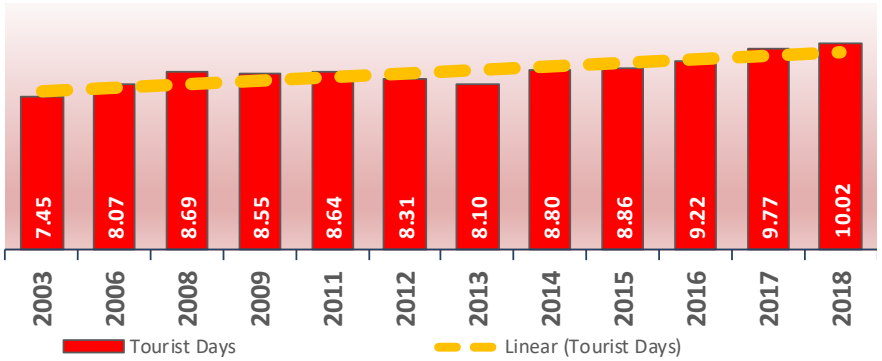
Visitor Numbers - Total

	% Change Year on Year
2006	9.3%
2008	7.7%
2009	-2.0%
2011	0.1%
2012	-5.1%
2013	-3.5%
2014	8.9%
2015	0.6%
2016	4.1%
2017	6.4%
2018	2.1%



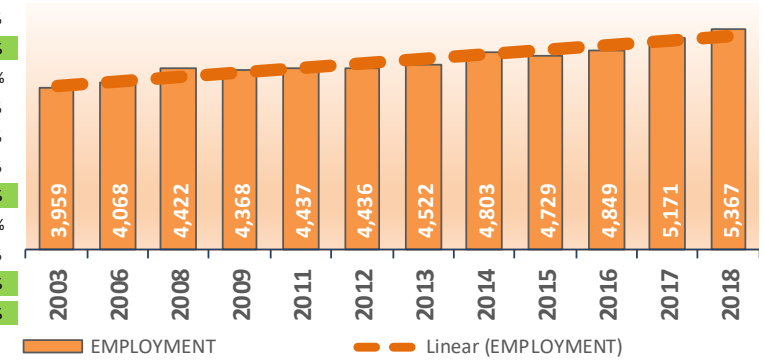
Visitor Days - Total

	% Change Year on Year
2006	8.2%
2008	7.7%
2009	-1.6%
2011	1.0%
2012	-3.8%
2013	-2.5%
2014	8.6%
2015	0.7%
2016	4.0%
2017	6.0%
2018	2.5%



Total Employment Supported - Total

	% Change Year on Year
2006	2.8%
2008	8.7%
2009	-1.2%
2011	1.6%
2012	0.0%
2013	1.9%
2014	6.2%
2015	-1.6%
2016	2.6%
2017	6.6%
2018	3.8%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		11.5%	28.7%	28.4%	41.1%	44.8%	50.1%	66.6%	68.6%	77.2%	92.0%	104.1%
Visitor Numbers		9.3%	17.7%	15.3%	15.4%	9.5%	5.7%	15.1%	15.8%	20.6%	28.3%	31.0%
Visitor Days		8.2%	16.5%	14.7%	15.9%	11.5%	8.7%	18.0%	18.9%	23.7%	31.1%	34.4%
Total Employment		2.8%	11.7%	10.3%	12.1%	12.1%	14.2%	21.3%	19.5%	22.5%	30.6%	35.6%

"Linear" = *Linear Trendline*

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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

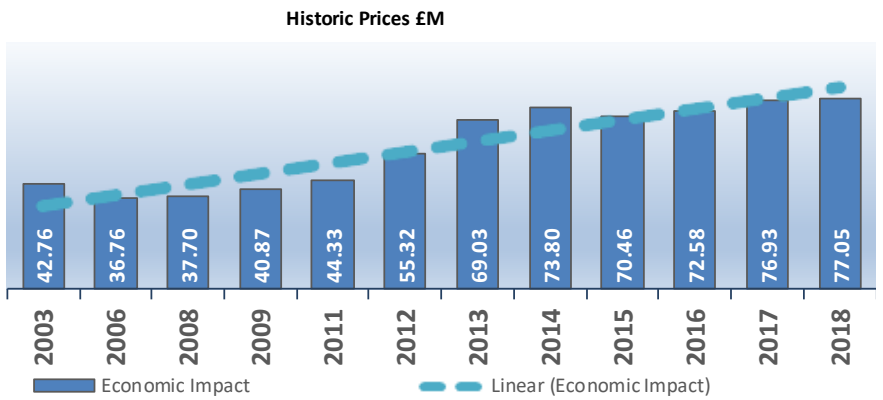
2003 to 2018
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

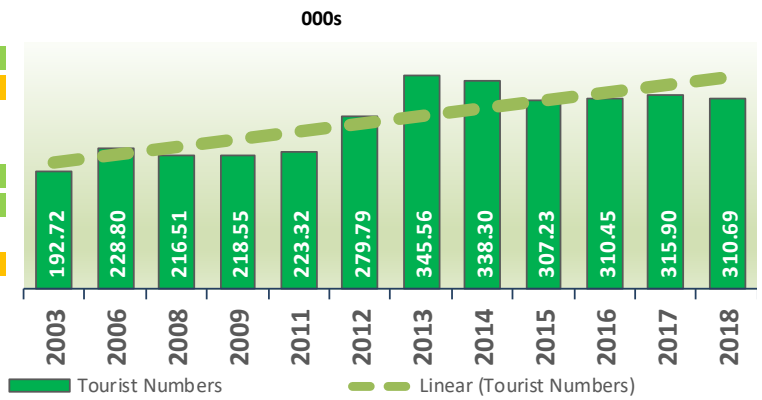
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2006	-14.0%
2008	2.6%
2009	8.4%
2011	8.5%
2012	24.8%
2013	24.8%
2014	6.9%
2015	-4.5%
2016	3.0%
2017	6.0%
2018	0.2%



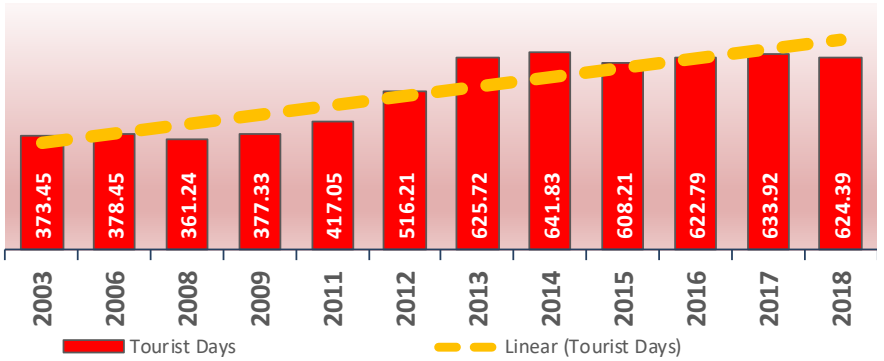
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2006	18.7%
2008	-5.4%
2009	0.9%
2011	2.2%
2012	25.3%
2013	23.5%
2014	-2.1%
2015	-9.2%
2016	1.0%
2017	1.8%
2018	-1.6%



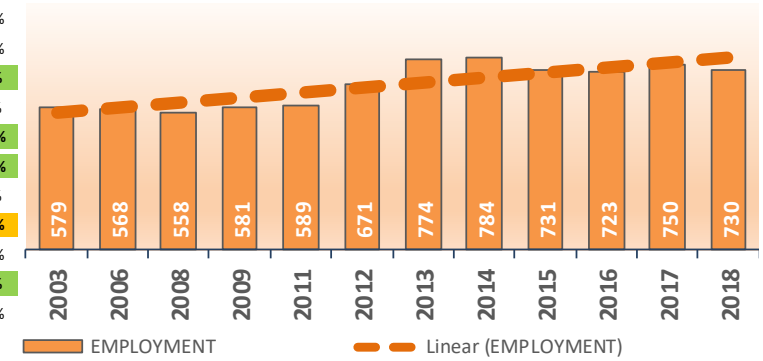
Visitor Days - Serviced Accommodation

	% Change Year on Year
2006	1.3%
2008	-4.5%
2009	4.5%
2011	10.5%
2012	23.8%
2013	21.2%
2014	2.6%
2015	-5.2%
2016	2.4%
2017	1.8%
2018	-1.5%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2006	-1.9%
2008	-1.8%
2009	4.1%
2011	1.3%
2012	14.0%
2013	15.4%
2014	1.2%
2015	-6.8%
2016	-1.1%
2017	3.7%
2018	-2.7%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		-14.0%	-11.8%	-4.4%	3.7%	29.4%	61.4%	72.6%	64.8%	69.7%	79.9%	80.2%
Visitor Numbers		18.7%	12.3%	13.4%	15.9%	45.2%	79.3%	75.5%	59.4%	61.1%	63.9%	61.2%
Visitor Days		1.3%	-3.3%	1.0%	11.7%	38.2%	67.6%	71.9%	62.9%	66.8%	69.7%	67.2%
Direct Employment		-1.9%	-3.7%	0.3%	1.6%	15.8%	33.6%	35.3%	26.1%	24.8%	29.5%	26.0%

"Linear" = *Linear Trendline*

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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

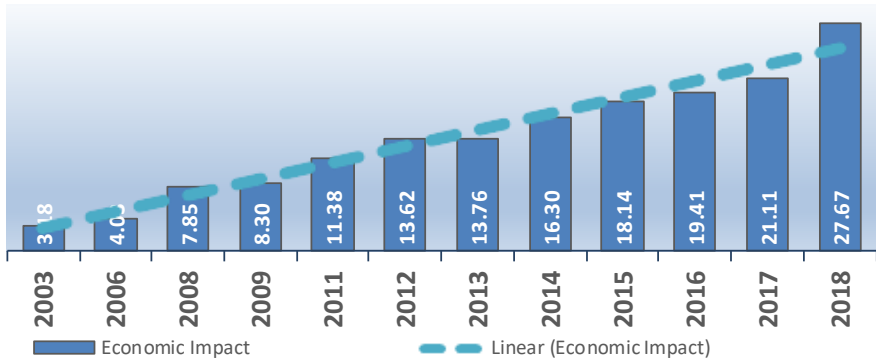
2003 to 2018
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

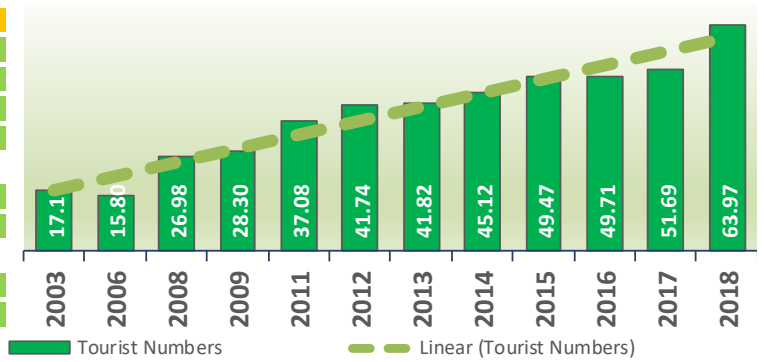
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2006	26.5%
2008	95.0%
2009	5.7%
2011	37.1%
2012	19.7%
2013	1.0%
2014	18.4%
2015	11.3%
2016	7.0%
2017	8.7%
2018	31.1%



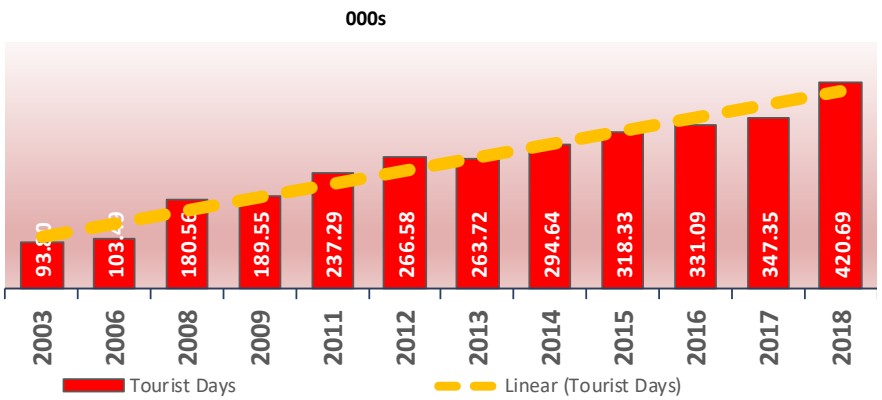
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2006	-8.0%
2008	70.8%
2009	4.9%
2011	31.0%
2012	12.6%
2013	0.2%
2014	7.9%
2015	9.6%
2016	0.5%
2017	4.0%
2018	23.8%



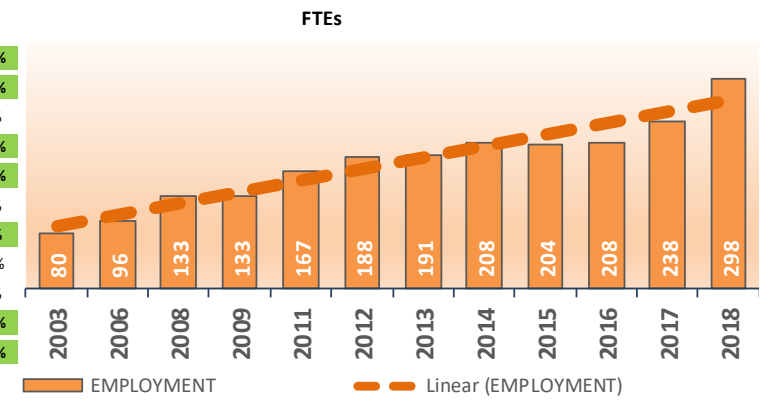
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2006	10.3%
2008	74.5%
2009	5.0%
2011	25.2%
2012	12.3%
2013	-1.1%
2014	11.7%
2015	8.0%
2016	4.0%
2017	4.9%
2018	21.1%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2006	20.0%
2008	37.8%
2009	0.1%
2011	25.5%
2012	12.6%
2013	1.5%
2014	8.7%
2015	-1.6%
2016	1.9%
2017	14.2%
2018	25.3%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		26.5%	146.8%	160.8%	257.5%	328.1%	332.5%	412.1%	470.2%	510.0%	563.3%	769.5%
Visitor Numbers		-8.0%	57.2%	64.9%	116.0%	143.2%	143.6%	162.8%	188.2%	189.6%	201.1%	272.6%
Visitor Days		10.3%	92.5%	102.1%	153.0%	184.2%	181.1%	214.1%	239.4%	253.0%	270.3%	348.5%
Direct Employment		20.0%	65.3%	65.5%	107.7%	133.9%	137.4%	158.2%	154.0%	158.7%	195.6%	270.2%

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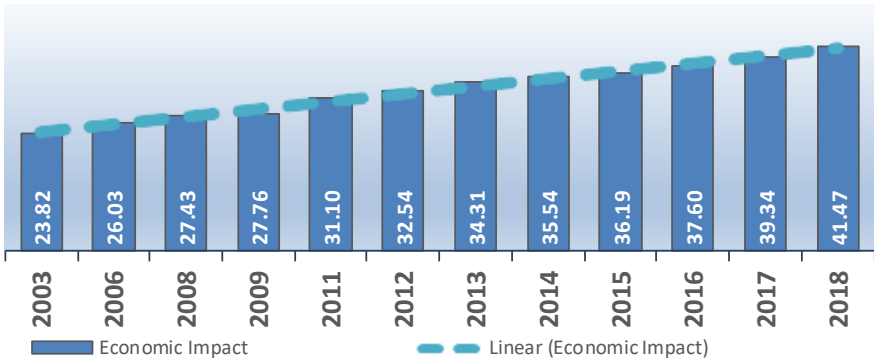
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)	2003 to 2018 Historic Prices	SFR	KEY MEASURES Historic Prices

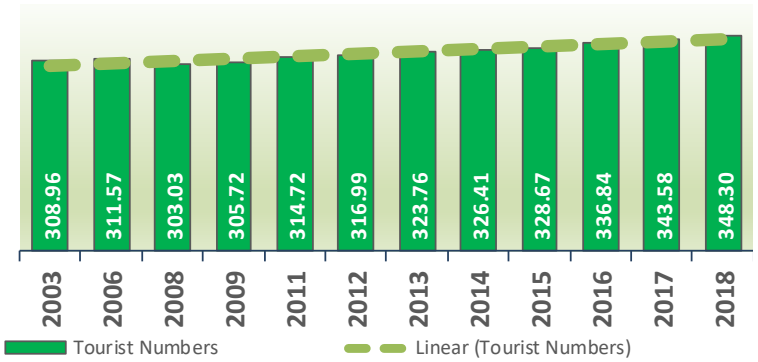
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2006	9.3%
2008	5.4%
2009	1.2%
2011	12.0%
2012	4.6%
2013	5.4%
2014	3.6%
2015	1.8%
2016	3.9%
2017	4.6%
2018	5.4%



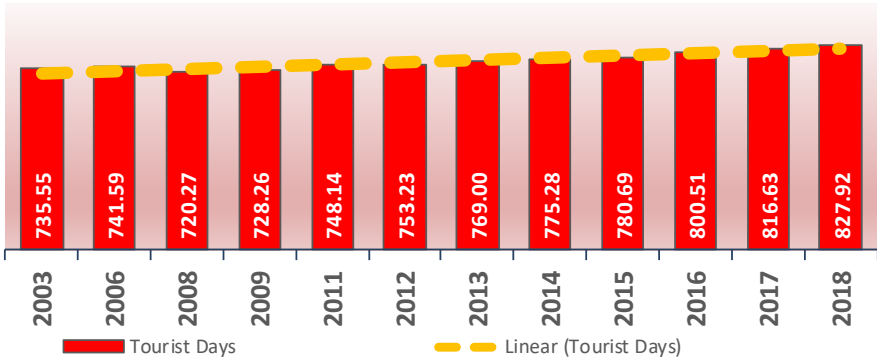
Visitor Numbers - SFR

	% Change Year on Year
2006	0.8%
2008	-2.7%
2009	0.9%
2011	2.9%
2012	0.7%
2013	2.1%
2014	0.8%
2015	0.7%
2016	2.5%
2017	2.0%
2018	1.4%



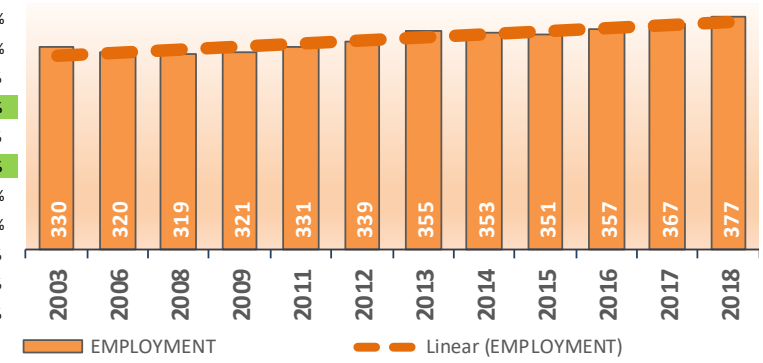
Visitor Days - SFR

	% Change Year on Year
2006	0.8%
2008	-2.9%
2009	1.1%
2011	2.7%
2012	0.7%
2013	2.1%
2014	0.8%
2015	0.7%
2016	2.5%
2017	2.0%
2018	1.4%



Direct Employment Supported - SFR

	% Change Year on Year
2006	-2.9%
2008	-0.5%
2009	0.6%
2011	3.2%
2012	2.5%
2013	4.7%
2014	-0.5%
2015	-0.6%
2016	1.7%
2017	2.7%
2018	2.9%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		9.3%	15.2%	16.6%	30.6%	36.6%	44.1%	49.2%	52.0%	57.9%	65.2%	74.1%
Visitor Numbers		0.8%	-1.9%	-1.0%	1.9%	2.6%	4.8%	5.6%	6.4%	9.0%	11.2%	12.7%
Visitor Days		0.8%	-2.1%	-1.0%	1.7%	2.4%	4.5%	5.4%	6.1%	8.8%	11.0%	12.6%
Direct Employment		-2.9%	-3.4%	-2.8%	0.3%	2.8%	7.6%	7.1%	6.4%	8.3%	11.2%	14.4%

"Linear" = *Linear Trendline*

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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

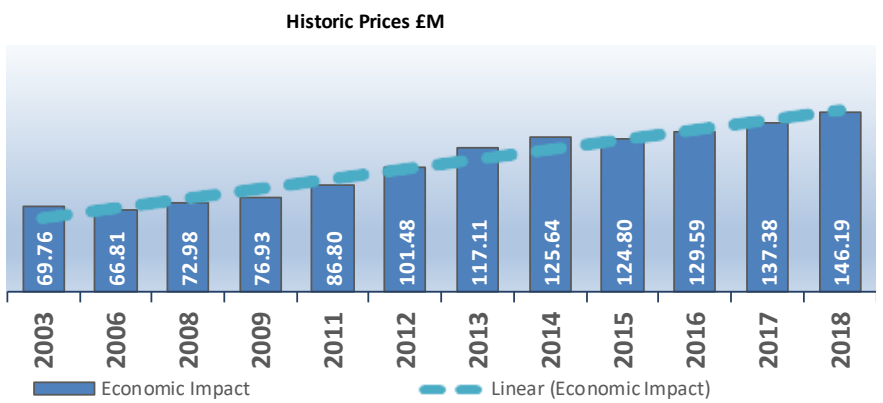
2003 to 2018
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

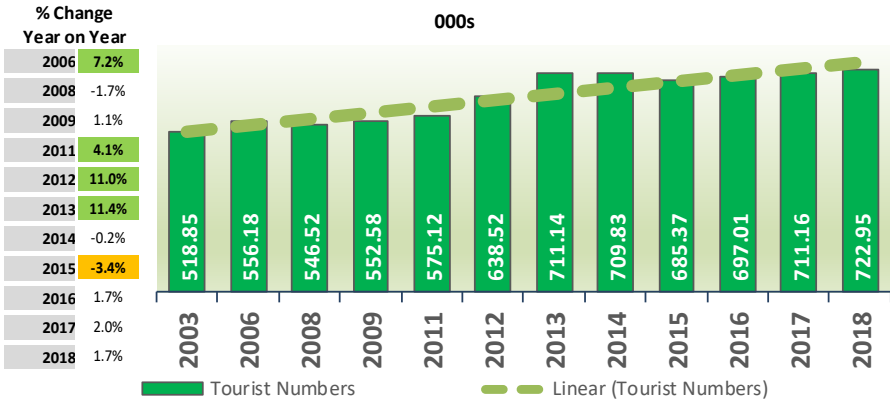
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2006	-4.2%
2008	9.2%
2009	5.4%
2011	12.8%
2012	16.9%
2013	15.4%
2014	7.3%
2015	-0.7%
2016	3.8%
2017	6.0%
2018	6.4%



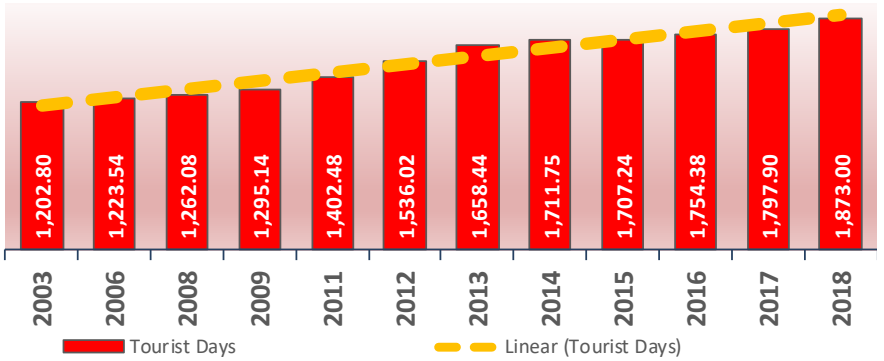
Visitor Numbers - Staying Visitor

	% Change Year on Year
2006	7.2%
2008	-1.7%
2009	1.1%
2011	4.1%
2012	11.0%
2013	11.4%
2014	-0.2%
2015	-3.4%
2016	1.7%
2017	2.0%
2018	1.7%



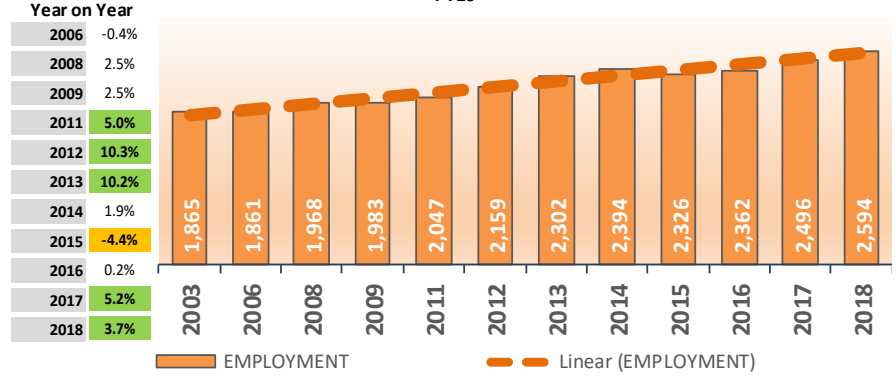
Visitor Days - Staying Visitor

	% Change Year on Year
2006	1.7%
2008	3.1%
2009	2.6%
2011	8.3%
2012	9.5%
2013	8.0%
2014	3.2%
2015	-0.3%
2016	2.8%
2017	2.5%
2018	4.2%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2006	-0.4%
2008	2.5%
2009	2.5%
2011	5.0%
2012	10.3%
2013	10.2%
2014	1.9%
2015	-4.4%
2016	0.2%
2017	5.2%
2018	3.7%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		-4.2%	4.6%	10.3%	24.4%	45.5%	67.9%	80.1%	78.9%	85.8%	96.9%	109.6%
Visitor Numbers		7.2%	5.3%	6.5%	10.8%	23.1%	37.1%	36.8%	32.1%	34.3%	37.1%	39.3%
Visitor Days		1.7%	4.9%	7.7%	16.6%	27.7%	37.9%	42.3%	41.9%	45.9%	49.5%	55.7%
Direct Employment		-0.2%	5.5%	6.3%	9.7%	15.8%	23.4%	28.3%	24.7%	26.6%	33.8%	39.1%

"Linear" = *Linear Trendline*

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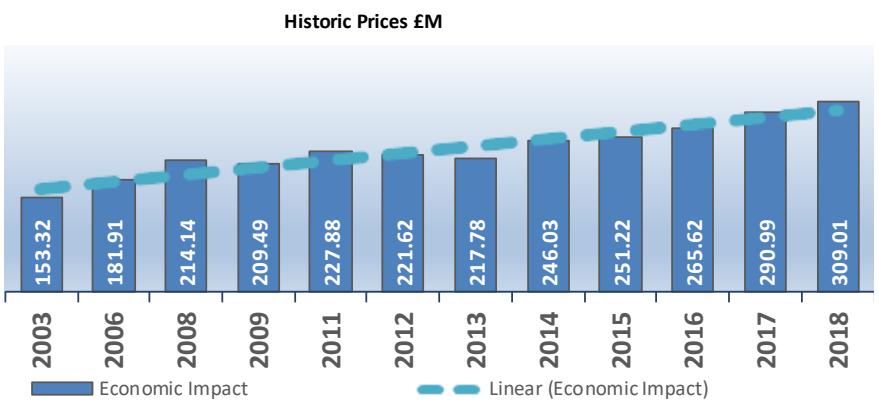
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)	2003 to 2018 Historic Prices	DAY VISITOR	KEY MEASURES Historic Prices

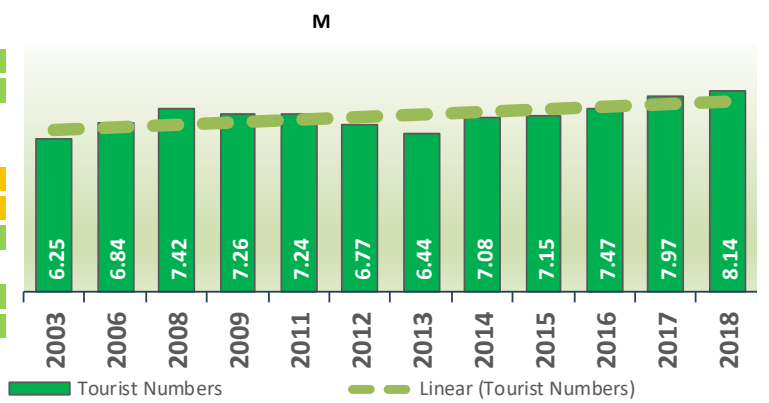
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2006	18.6%
2008	17.7%
2009	-2.2%
2011	8.8%
2012	-2.7%
2013	-1.7%
2014	13.0%
2015	2.1%
2016	5.7%
2017	9.6%
2018	6.2%



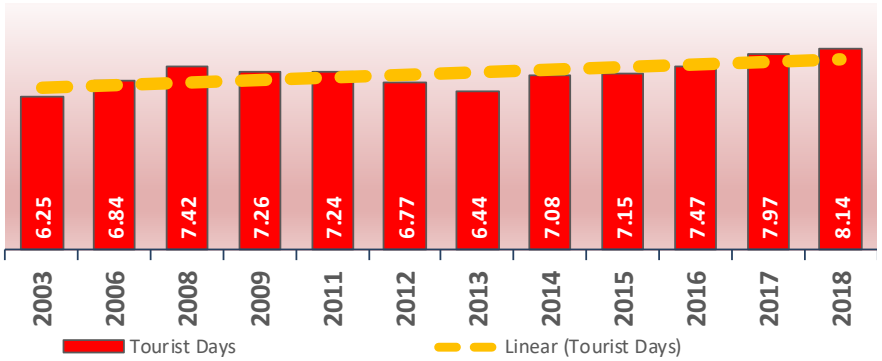
Visitor Numbers - Day Visitor

	% Change Year on Year
2006	9.5%
2008	8.5%
2009	-2.3%
2011	-0.2%
2012	-6.4%
2013	-4.9%
2014	9.9%
2015	1.0%
2016	4.3%
2017	6.8%
2018	2.1%



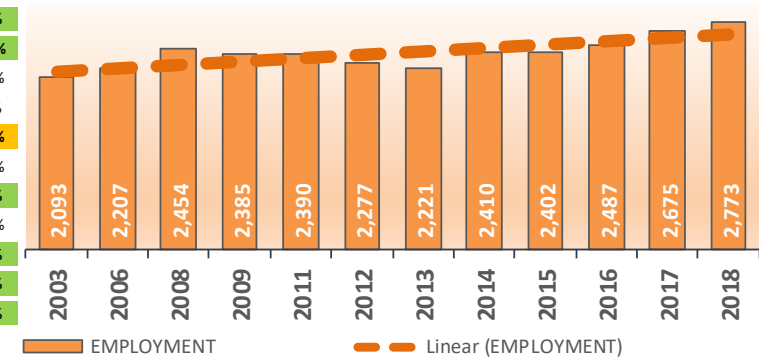
Visitor Days - Day Visitor

	% Change Year on Year
2006	9.5%
2008	8.5%
2009	-2.3%
2011	-0.2%
2012	-6.4%
2013	-4.9%
2014	9.9%
2015	1.0%
2016	4.3%
2017	6.8%
2018	2.1%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2006	5.4%
2008	11.2%
2009	-2.8%
2011	0.2%
2012	-4.7%
2013	-2.5%
2014	8.5%
2015	-0.3%
2016	3.5%
2017	7.6%
2018	3.7%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		18.6%	39.7%	36.6%	48.6%	44.5%	42.0%	60.5%	63.8%	73.2%	89.8%	101.5%
Visitor Numbers		9.5%	18.8%	16.1%	15.8%	8.3%	3.1%	13.3%	14.4%	19.4%	27.5%	30.3%
Visitor Days		9.5%	18.8%	16.1%	15.8%	8.3%	3.1%	13.3%	14.4%	19.4%	27.5%	30.3%
Direct Employment		5.4%	17.2%	13.9%	14.2%	8.8%	6.1%	15.1%	14.8%	18.8%	27.8%	32.5%

"Linear" = *Linear Trendline*

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Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2003 to 2018

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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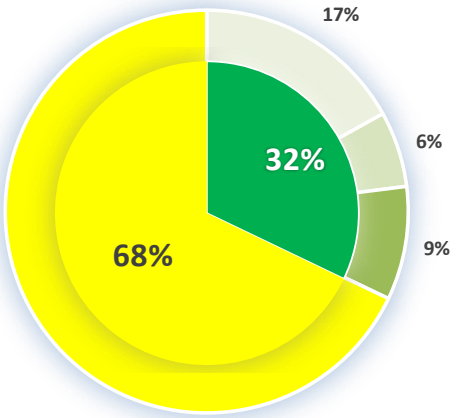
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)	2018 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

Economic Impact - Historic Prices - £M - Share of Total

TOTAL
£455.20m

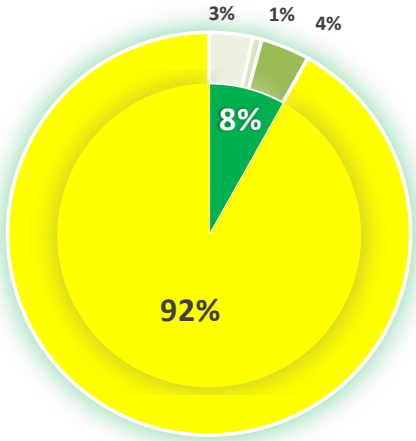
	£M
Serviced	77.05
Non-Serviced	27.67
SFR	41.47
Staying Visitor	146.19
Day Visitor	309.01
Total	455.20



Visitor Numbers - 2018 - M - Share of Total

TOTAL
8.87m

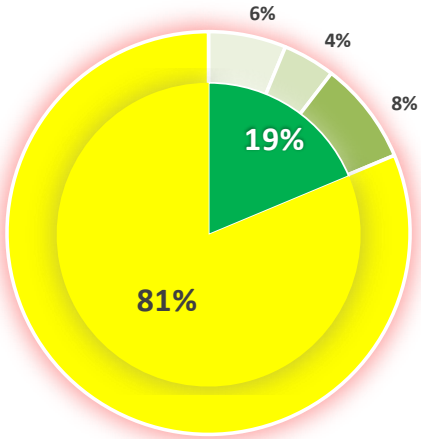
	M
Serviced	0.31
Non-Serviced	0.06
SFR	0.35
Staying Visitor	0.72
Day Visitor	8.14
Total	8.87



Visitor Days - 2018 - M - Share of Total

TOTAL
10.02m

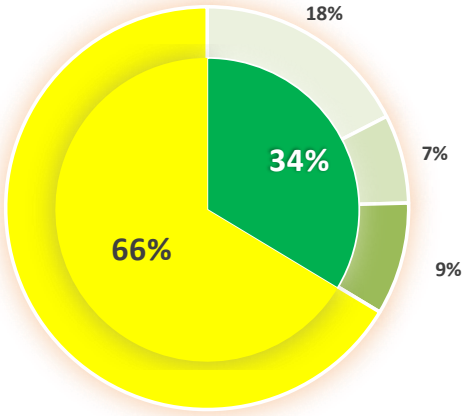
	M
Serviced	0.62
Non-Serviced	0.42
SFR	0.83
Staying Visitor	1.87
Day Visitor	8.14
Total	10.02



Direct Employment Supported - 2018 - FTEs - Share of Total

TOTAL
4,178 Direct FTEs
5,367 Total FTEs

	FTEs
Serviced	730
Non-Serviced	298
SFR	377
Staying Visitor	1,405
Day Visitor	2,773
Total	4,178



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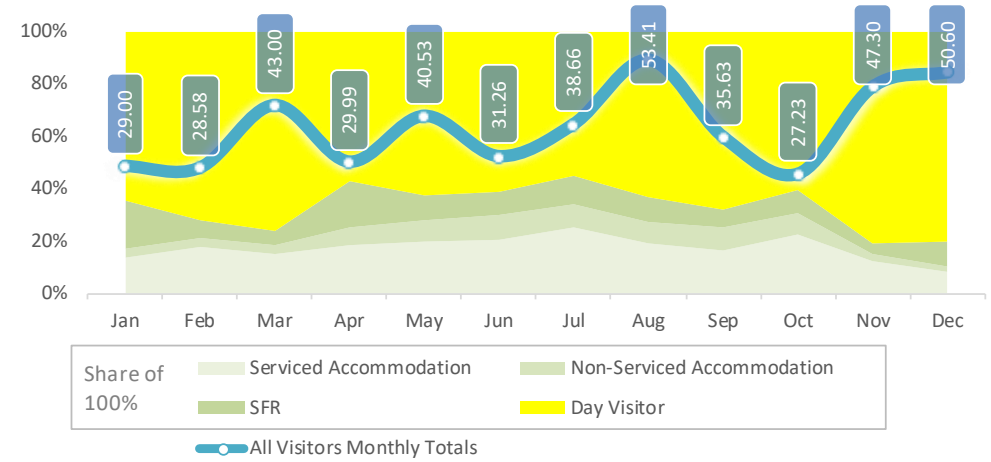
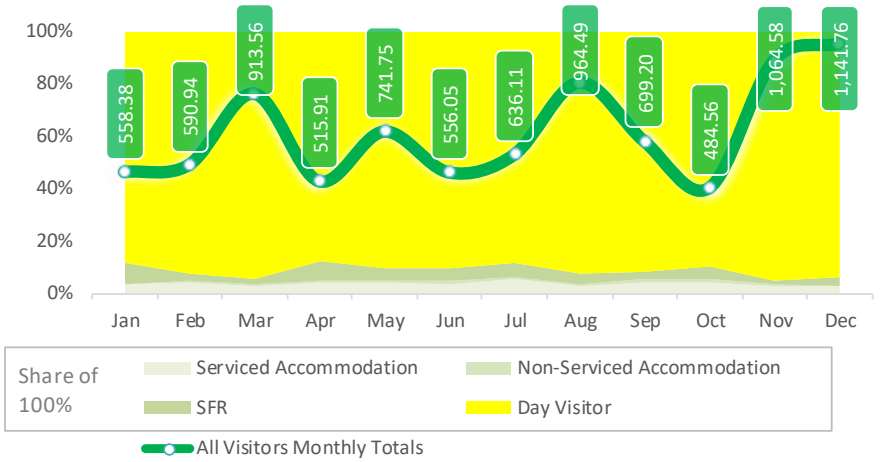
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)	2018 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

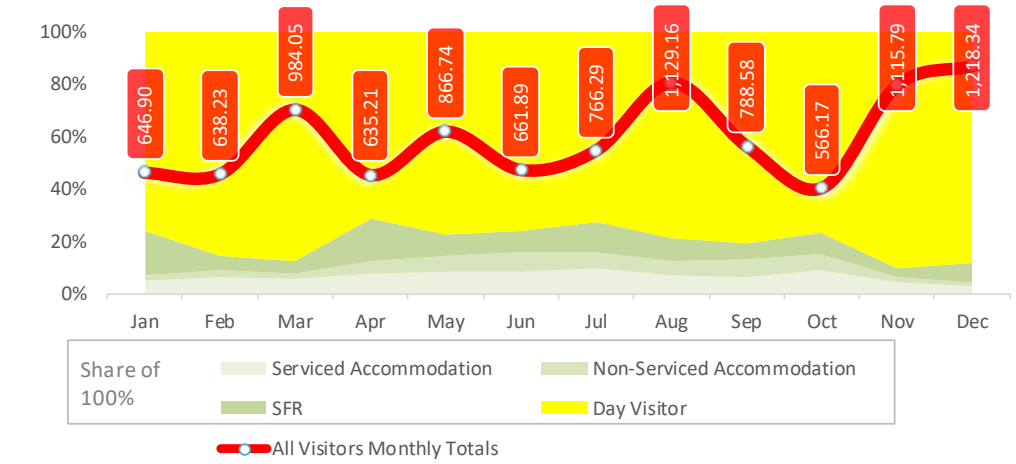
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



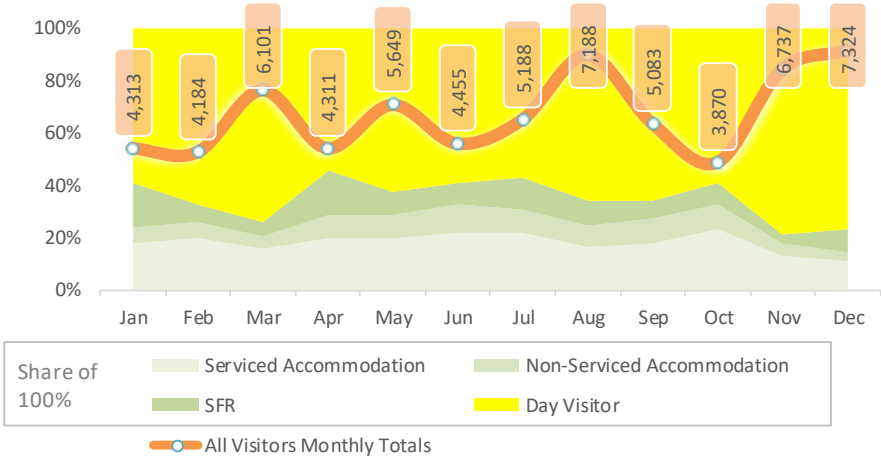
Visitor Numbers - 2018 - 000s - Distribution of Impact by Month



Visitor Days - 2018 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2018 - FTEs - Distribution of Impact by Month



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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

Historic Prices

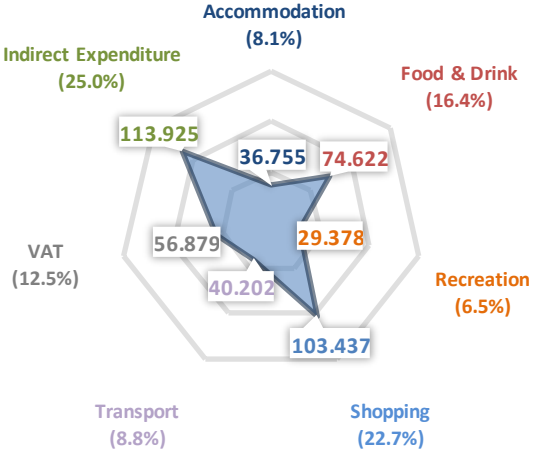
TOTAL

SECTORAL ANALYSIS
Historic Prices

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	£M	21.02	16.35	17.24	19.53	19.53	24.26	29.75	32.66	31.95	33.20	35.32	36.75
Food & Drink	£M	36.44	42.49	49.29	49.78	52.88	53.56	54.67	60.55	61.41	64.52	70.07	74.62
Recreation	£M	14.41	16.85	19.66	19.83	21.02	21.11	21.39	23.74	24.12	25.35	27.59	29.38
Shopping	£M	51.26	60.06	70.04	70.49	74.39	74.28	74.84	83.37	84.79	89.30	97.23	103.44
Transport	£M	19.78	23.09	26.88	27.14	28.79	28.98	29.43	32.60	33.09	34.76	37.79	40.20
Direct Revenue	£M	142.91	158.84	183.11	186.78	196.61	202.20	210.07	232.92	235.37	247.14	268.00	284.39
VAT	£M	25.01	27.80	32.04	28.02	39.32	40.44	42.01	46.58	47.07	49.43	53.60	56.88
Direct Expenditure	£M	167.92	186.64	215.15	214.80	235.94	242.64	252.09	279.50	282.45	296.57	321.61	341.27
Indirect Expenditure	£M	55.16	62.08	71.97	71.63	78.75	80.46	82.80	92.17	93.57	98.64	106.77	113.92
TOTAL	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20

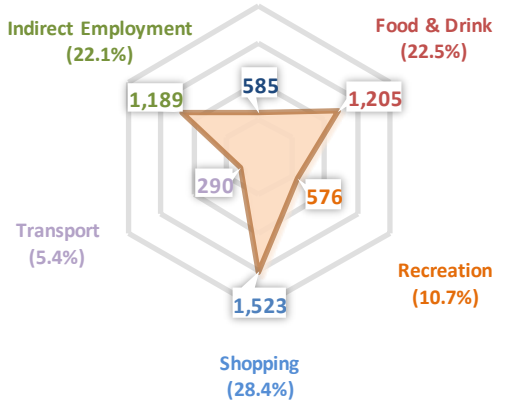
2018 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	FTEs	449	456	455	470	474	520	568	583	543	536	571	585
Food & Drink	FTEs	877	908	995	978	998	990	1,003	1,067	1,057	1,087	1,159	1,205
Recreation	FTEs	421	437	482	473	482	474	476	508	504	518	554	576
Shopping	FTEs	1,124	1,170	1,289	1,262	1,280	1,252	1,252	1,339	1,330	1,372	1,466	1,523
Transport	FTEs	213	221	242	238	243	239	241	257	254	262	279	290
Direct Employment	FTEs	3,083	3,192	3,463	3,420	3,477	3,475	3,541	3,754	3,688	3,775	4,030	4,178
Indirect Employment	FTEs	876	876	959	948	960	961	982	1,049	1,040	1,074	1,141	1,189
TOTAL	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367

2018 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2003 to 2018

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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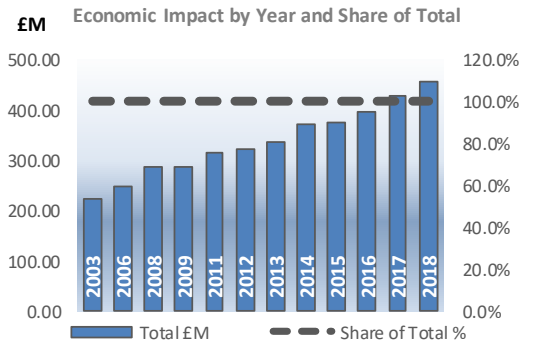
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)														2003 to 2018 Historic Prices	TOTAL	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER														CALENDAR YEAR	QUARTER			
KEY	TOTAL																		
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2018	65.9%	72.9%	141.5%	52.0%	101.6%	73.1%	71.7%	133.2%	91.4%	54.1%	203.6%	214.6%			104.1%		94.1%	75.8%	99.4%	153.6%
% Change 2017 to 2018	5.4%	5.8%	5.3%	3.7%	9.3%	7.5%	4.5%	5.9%	6.8%	4.8%	7.4%	7.4%			6.3%	Annual Change	5.5%	7.1%	5.7%	6.8%
Average Annual Change	4.4%	4.9%	9.4%	3.5%	6.8%	4.9%	4.8%	8.9%	6.1%	3.6%	13.6%	14.3%			6.9%		6.3%	5.1%	6.6%	10.2%
2003 £M	17.48	16.53	17.81	19.72	20.10	18.06	22.52	22.91	18.62	17.67	15.58	16.08			223.08		51.81	57.89	64.05	49.33
2006 £M	18.56	15.58	21.04	19.41	24.00	21.69	26.28	28.64	19.27	18.10	18.19	17.95			248.72	11.5%	55.19	65.11	74.19	54.23
2008 £M	21.57	20.80	29.68	17.80	27.09	20.69	27.76	32.62	20.96	16.59	27.90	23.66			287.12	15.4%	72.05	65.58	81.34	68.15
2009 £M	19.96	18.15	24.46	22.25	27.61	21.05	27.22	34.24	23.90	16.14	28.19	23.24			286.42	-0.2%	62.57	70.90	85.37	67.58
2011 £M	21.62	19.27	27.58	24.63	27.84	23.94	28.10	35.95	23.54	18.22	36.53	27.48			314.68	9.9%	68.46	76.41	87.58	82.22
2012 £M	22.57	19.83	28.44	21.36	26.07	23.41	29.12	40.14	25.31	19.10	37.28	30.48			323.10	2.7%	70.83	70.84	94.56	86.87
2013 £M	22.68	22.46	27.20	22.72	30.44	23.70	29.48	42.26	22.81	18.26	35.53	37.34			334.89	3.6%	72.34	76.87	94.55	91.12
2014 £M	22.99	23.98	36.52	24.31	30.88	25.30	33.60	43.02	29.40	22.17	41.27	38.23			371.66	11.0%	83.49	80.49	106.02	101.66
2015 £M	23.89	24.22	35.79	25.37	33.08	26.11	33.09	45.28	28.86	23.82	36.98	39.52			376.01	1.2%	83.90	84.56	107.23	100.32
2016 £M	24.88	25.27	38.21	25.98	33.01	26.55	34.63	47.19	30.23	24.22	41.41	43.63			395.20	5.1%	88.36	85.55	112.05	109.25
2017 £M	27.52	27.01	40.84	28.92	37.07	29.08	37.01	50.42	33.36	25.98	44.06	47.12			428.38	8.4%	95.36	95.07	120.78	117.16
2018 £M	29.00	28.58	43.00	29.99	40.53	31.26	38.66	53.41	35.63	27.23	47.30	50.60			455.20	6.3%	100.59	101.78	127.70	125.13

ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018	
Total	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20	
All Visitor Types	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20	
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%	
Annual Change in Share	%													
Change in Share from 2003	%													
Avg Ann. Change in Share	%													



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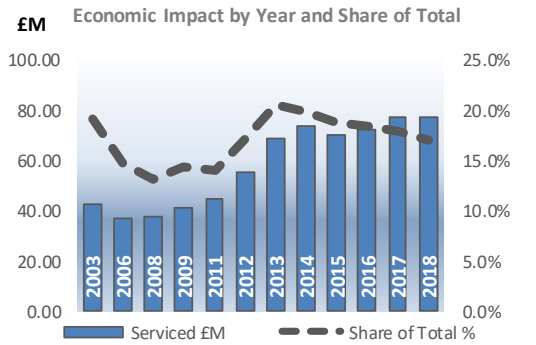
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)														2003 to 2018 Historic Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER		
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2018		32.6%	61.6%	87.8%	67.3%	103.2%	78.2%	123.4%	181.9%	57.3%	65.6%	61.2%	17.5%		80.2%		62.0%	84.1%	120.5%	48.7%
% Change 2017 to 2018		2.3%	2.2%	0.5%	-1.2%	-0.8%	1.0%	-1.9%	0.6%	-2.6%	1.5%	1.6%	1.4%		0.2%	Annual Change	1.5%	-0.3%	-1.1%	1.5%
Average Annual Change		2.2%	4.1%	5.9%	4.5%	6.9%	5.2%	8.2%	12.1%	3.8%	4.4%	4.1%	1.2%		5.3%		4.1%	5.6%	8.0%	3.2%
2003	£M	3.004	3.073	3.472	3.251	3.982	3.612	4.313	3.623	3.723	3.714	3.551	3.441		42.76		9.549	10.84	11.66	10.71
2006	£M	1.920	2.348	2.744	2.907	3.389	3.066	4.638	4.335	3.164	2.962	2.649	2.633		36.76	-14.0%	7.011	9.362	12.14	8.245
2008	£M	1.896	2.313	3.079	2.521	3.767	3.093	4.962	4.716	3.022	3.223	2.672	2.439		37.70	2.6%	7.288	9.382	12.70	8.334
2009	£M	2.379	2.119	2.413	3.148	3.336	3.277	5.502	6.148	3.475	3.669	2.874	2.531		40.87	8.4%	6.910	9.762	15.13	9.075
2011	£M	2.201	2.893	3.373	3.539	3.907	3.856	5.308	6.085	3.662	3.875	2.975	2.658		44.33	8.5%	8.467	11.30	15.06	9.508
2012	£M	2.342	3.221	3.557	3.777	4.127	4.430	5.479	8.865	5.598	5.640	4.922	3.364		55.32	24.8%	9.121	12.33	19.94	13.93
2013	£M	3.535	5.610	6.114	4.772	5.850	5.813	8.073	10.11	5.053	5.334	5.090	3.684		69.03	24.8%	15.26	16.43	23.23	14.11
2014	£M	3.452	5.263	6.731	5.091	7.062	5.805	9.680	9.649	6.263	5.993	5.219	3.588		73.80	6.9%	15.45	17.96	25.59	14.80
2015	£M	3.650	5.046	5.957	4.697	6.745	6.210	9.135	9.435	5.655	6.049	4.741	3.145		70.46	-4.5%	14.65	17.65	24.23	13.93
2016	£M	3.613	4.971	6.516	5.123	6.937	5.965	9.434	9.688	5.580	5.771	5.368	3.614		72.58	3.0%	15.10	18.02	24.70	14.75
2017	£M	3.892	4.861	6.487	5.503	8.159	6.374	9.820	10.15	6.010	6.059	5.632	3.987		76.93	6.0%	15.24	20.04	25.98	15.68
2018	£M	3.982	4.967	6.520	5.437	8.091	6.438	9.633	10.21	5.856	6.149	5.722	4.045		77.05	0.2%	15.47	19.97	25.70	15.92

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	£M	42.76	36.76	37.70	40.87	44.33	55.32	69.03	73.80	70.46	72.58	76.93	77.05
All Visitor Types	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20
Share of Total	%	19.2%	14.8%	13.1%	14.3%	14.1%	17.1%	20.6%	19.9%	18.7%	18.4%	18.0%	16.9%
Annual Change in Share	%		-22.9%	-11.1%	8.7%	-1.3%	21.5%	20.4%	-3.7%	-5.6%	-2.0%	-2.2%	-5.7%
Change in Share from 2003	%		-22.9%	-31.5%	-25.6%	-26.5%	-10.7%	7.5%	3.6%	-2.2%	-4.2%	-6.3%	-11.7%
Avg Ann. Change in Share	%		-7.6%	-6.3%	-4.3%	-3.3%	-1.2%	0.8%	0.3%	-0.2%	-0.3%	-0.5%	-0.8%

SERVICED ACCOMMODATION



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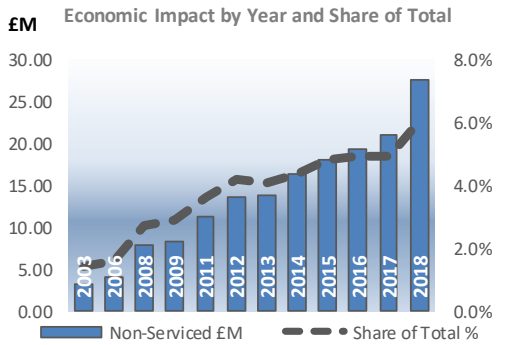
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2018		1517.2%	1628.1%	1473.1%	575.8%	685.1%	646.1%	568.1%	551.4%	849.4%	1555.0%	1346.8%	1478.7%	769.5%		1530.1%	640.7%	620.5%	1470.2%
% Change 2017 to 2018		45.6%	39.9%	33.7%	34.4%	26.3%	24.7%	27.4%	30.1%	22.8%	41.5%	41.1%	45.5%	31.1%	Annual Change	38.6%	27.7%	27.1%	42.3%
Average Annual Change		101.1%	108.5%	98.2%	38.4%	45.7%	43.1%	37.9%	36.8%	56.6%	103.7%	89.8%	98.6%	51.3%		102.0%	42.7%	41.4%	98.0%
2003	£M	0.057	0.062	0.094	0.321	0.420	0.403	0.512	0.686	0.324	0.134	0.097	0.071	3.182		0.214	1.144	1.522	0.302
2006	£M	0.098	0.113	0.139	0.284	0.503	0.504	0.653	0.786	0.498	0.201	0.133	0.114	4.027	26.5%	0.349	1.292	1.938	0.448
2008	£M	0.193	0.247	0.282	0.426	1.157	0.967	1.178	1.495	1.026	0.399	0.267	0.216	7.853	95.0%	0.723	2.550	3.698	0.882
2009	£M	0.198	0.246	0.274	0.541	1.105	1.039	1.345	1.675	1.024	0.390	0.251	0.210	8.299	5.7%	0.719	2.684	4.045	0.851
2011	£M	0.191	0.273	0.361	0.683	1.465	1.686	1.615	2.009	1.537	0.776	0.485	0.296	11.38	37.1%	0.825	3.834	5.161	1.557
2012	£M	0.298	0.434	0.614	0.949	1.659	1.909	1.965	2.420	1.716	0.801	0.508	0.349	13.62	19.7%	1.346	4.517	6.101	1.657
2013	£M	0.314	0.436	0.656	0.910	1.682	1.867	1.987	2.475	1.711	0.812	0.540	0.373	13.76	1.0%	1.406	4.459	6.174	1.724
2014	£M	0.425	0.570	0.849	1.153	1.878	1.979	2.273	2.844	1.964	1.111	0.725	0.523	16.30	18.4%	1.844	5.010	7.082	2.360
2015	£M	0.502	0.665	0.987	1.316	2.060	2.150	2.467	3.082	2.157	1.303	0.837	0.617	18.14	11.3%	2.153	5.526	7.706	2.758
2016	£M	0.588	0.751	1.083	1.443	2.177	2.196	2.573	3.215	2.268	1.469	0.940	0.708	19.41	7.0%	2.422	5.815	8.056	3.116
2017	£M	0.637	0.771	1.108	1.617	2.611	2.409	2.685	3.434	2.506	1.566	0.994	0.771	21.11	8.7%	2.515	6.637	8.624	3.331
2018	£M	0.927	1.078	1.481	2.173	3.299	3.006	3.420	4.467	3.077	2.217	1.402	1.122	27.67	31.1%	3.486	8.477	10.96	4.741

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	£M	3.182	4.027	7.853	8.299	11.38	13.62	13.76	16.30	18.14	19.41	21.11	27.67
All Visitor Types	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20
Share of Total	%	1.4%	1.6%	2.7%	2.9%	3.6%	4.2%	4.1%	4.4%	4.8%	4.9%	4.9%	6.1%
Annual Change in Share	%		13.5%	68.9%	5.9%	24.8%	16.6%	-2.5%	6.7%	10.1%	1.8%	0.3%	23.4%
Change in Share from 2003	%		13.5%	91.7%	103.1%	153.4%	195.5%	188.1%	207.4%	238.3%	244.3%	245.4%	326.1%
Avg Ann. Change in Share	%		4.5%	18.3%	17.2%	19.2%	21.7%	18.8%	18.9%	19.9%	18.8%	17.5%	21.7%

NON-SERVICED ACCOMMODATION



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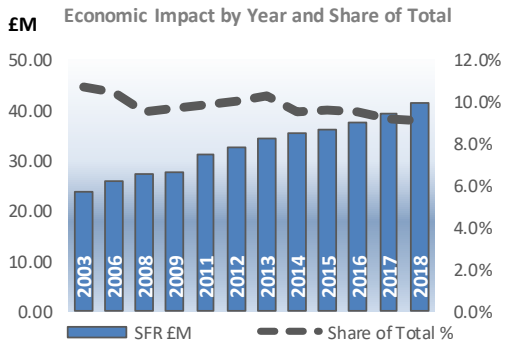
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SFR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2018		60.7%	66.7%	80.3%	72.2%	87.9%	81.1%	78.7%	92.7%	79.8%	73.9%	72.7%	56.9%	74.1%		66.3%	79.0%	84.6%	64.2%
% Change 2017 to 2018		5.6%	5.3%	4.6%	5.4%	4.9%	5.6%	4.4%	5.9%	4.4%	6.6%	5.8%	5.9%	5.4%	Annual Change	5.3%	5.3%	5.1%	6.1%
Average Annual Change		4.0%	4.4%	5.4%	4.8%	5.9%	5.4%	5.2%	6.2%	5.3%	4.9%	4.8%	3.8%	4.9%		4.4%	5.3%	5.6%	4.3%
2003	£M	3.312	1.113	1.266	3.021	1.943	1.497	2.429	2.571	1.324	1.323	1.031	2.985	23.82		5.691	6.461	6.325	5.339
2006	£M	3.378	1.186	1.401	3.321	2.186	1.678	2.697	2.884	1.501	1.422	1.098	3.275	26.03	9.3%	5.966	7.185	7.082	5.795
2008	£M	3.497	1.209	1.488	3.344	2.479	1.808	2.913	3.193	1.613	1.506	1.134	3.243	27.43	5.4%	6.193	7.631	7.719	5.883
2009	£M	3.712	1.192	1.382	3.550	2.345	1.793	2.926	3.290	1.622	1.554	1.151	3.242	27.76	1.2%	6.286	7.687	7.838	5.947
2011	£M	3.938	1.397	1.642	4.052	2.709	2.149	3.211	3.649	1.862	1.733	1.272	3.480	31.10	12.0%	6.978	8.911	8.722	6.485
2012	£M	4.085	1.457	1.736	4.205	2.755	2.233	3.307	3.857	1.944	1.856	1.415	3.687	32.54	4.6%	7.277	9.193	9.107	6.959
2013	£M	4.434	1.679	1.973	4.283	2.883	2.285	3.495	4.051	1.951	1.884	1.482	3.910	34.31	5.4%	8.085	9.451	9.497	7.275
2014	£M	4.481	1.659	2.052	4.438	3.043	2.307	3.787	4.193	2.102	1.990	1.520	3.972	35.54	3.6%	8.193	9.788	10.08	7.482
2015	£M	4.674	1.688	2.031	4.485	3.095	2.407	3.854	4.311	2.108	2.050	1.520	3.965	36.19	1.8%	8.394	9.987	10.27	7.535
2016	£M	4.812	1.731	2.145	4.706	3.193	2.448	4.002	4.475	2.169	2.087	1.620	4.212	37.60	3.9%	8.688	10.35	10.65	7.919
2017	£M	5.039	1.761	2.182	4.936	3.480	2.568	4.156	4.677	2.280	2.159	1.683	4.423	39.34	4.6%	8.982	10.98	11.11	8.265
2018	£M	5.324	1.855	2.283	5.202	3.652	2.711	4.341	4.955	2.381	2.301	1.781	4.685	41.47	5.4%	9.462	11.56	11.68	8.767

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
SFR	£M	23.82	26.03	27.43	27.76	31.10	32.54	34.31	35.54	36.19	37.60	39.34	41.47
All Visitor Types	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20
Share of Total	%	10.7%	10.5%	9.6%	9.7%	9.9%	10.1%	10.2%	9.6%	9.6%	9.5%	9.2%	9.1%
Annual Change in Share	%		-2.0%	-8.7%	1.5%	2.0%	1.9%	1.7%	-6.6%	0.6%	-1.1%	-3.5%	-0.8%
Change in Share from 2003	%		-2.0%	-10.5%	-9.2%	-7.4%	-5.7%	-4.0%	-10.4%	-9.8%	-10.9%	-14.0%	-14.7%
Avg Ann. Change in Share	%		-0.7%	-2.1%	-1.5%	-0.9%	-0.6%	-0.4%	-0.9%	-0.8%	-0.8%	-1.0%	-1.0%

SFR



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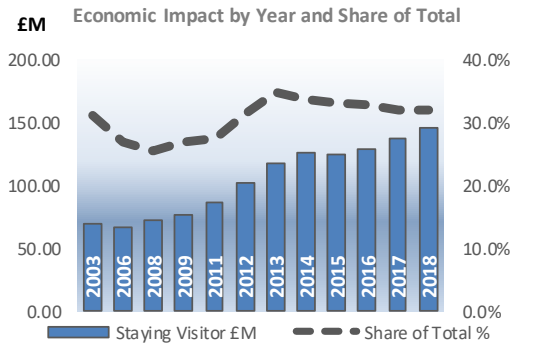
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)														2003 to 2018 Historic Prices	STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2018		60.5%	85.9%	112.8%	94.3%	137.0%	120.5%	139.8%	185.4%	110.6%	106.3%	90.3%	51.6%		109.6%		83.9%	116.8%	147.8%	80.0%
% Change 2017 to 2018		6.9%	6.8%	5.2%	6.3%	5.6%	7.1%	4.4%	7.5%	4.8%	9.0%	7.2%	7.3%		6.4%	Annual Change	6.3%	6.2%	5.8%	7.9%
Average Annual Change		4.0%	5.7%	7.5%	6.3%	9.1%	8.0%	9.3%	12.4%	7.4%	7.1%	6.0%	3.4%		7.3%		5.6%	7.8%	9.9%	5.3%
2003	£M	6.373	4.249	4.832	6.593	6.345	5.512	7.253	6.880	5.372	5.171	4.679	6.497		69.76		15.45	18.45	19.51	16.35
2006	£M	5.396	3.647	4.284	6.512	6.079	5.249	7.987	8.006	5.163	4.586	3.880	6.022		66.81	-4.2%	13.33	17.84	21.16	14.49
2008	£M	5.586	3.769	4.849	6.291	7.404	5.868	9.052	9.404	5.661	5.128	4.073	5.898		72.98	9.2%	14.20	19.56	24.12	15.10
2009	£M	6.289	3.557	4.069	7.239	6.786	6.109	9.773	11.11	6.121	5.614	4.277	5.982		76.93	5.4%	13.92	20.13	27.01	15.87
2011	£M	6.330	4.562	5.377	8.274	8.082	7.691	10.13	11.74	7.061	6.384	4.732	6.434		86.80	12.8%	16.27	24.05	28.94	17.55
2012	£M	6.726	5.112	5.906	8.931	8.541	8.572	10.75	15.14	9.258	8.297	6.845	7.400		101.48	16.9%	17.74	26.04	35.15	22.54
2013	£M	8.284	7.724	8.743	9.965	10.41	9.964	13.56	16.63	8.715	8.029	7.112	7.966		117.11	15.4%	24.75	30.34	38.90	23.11
2014	£M	8.358	7.493	9.632	10.68	11.98	10.09	15.74	16.69	10.33	9.094	7.465	8.083		125.64	7.3%	25.48	32.76	42.75	24.64
2015	£M	8.826	7.399	8.975	10.50	11.90	10.77	15.46	16.83	9.920	9.401	7.098	7.727		124.80	-0.7%	25.20	33.17	42.20	24.23
2016	£M	9.012	7.454	9.744	11.27	12.31	10.61	16.01	17.38	10.02	9.326	7.927	8.533		129.59	3.8%	26.21	34.19	43.40	25.79
2017	£M	9.568	7.393	9.776	12.06	14.25	11.35	16.66	18.26	10.80	9.784	8.309	9.181		137.38	6.0%	26.74	37.66	45.72	27.27
2018	£M	10.23	7.899	10.28	12.81	15.04	12.15	17.39	19.64	11.31	10.67	8.905	9.852		146.19	6.4%	28.42	40.01	48.34	29.42

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	£M	69.76	66.81	72.98	76.93	86.80	101.48	117.11	125.64	124.80	129.59	137.38	146.19
All Visitor Types	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20
Share of Total	%	31.3%	26.9%	25.4%	26.9%	27.6%	31.4%	35.0%	33.8%	33.2%	32.8%	32.1%	32.1%
Annual Change in Share	%		-14.1%	-5.4%	5.7%	2.7%	13.9%	11.3%	-3.3%	-1.8%	-1.2%	-2.2%	0.1%
Change in Share from 2003	%		-14.1%	-18.7%	-14.1%	-11.8%	0.4%	11.8%	8.1%	6.1%	4.9%	2.6%	2.7%
Avg Ann. Change in Share	%		-4.7%	-3.7%	-2.4%	-1.5%	0.0%	1.2%	0.7%	0.5%	0.4%	0.2%	0.2%

STAYING VISITOR



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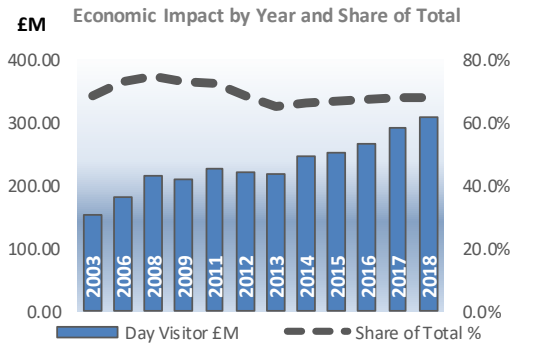
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2018	69.0%	68.4%	152.2%	30.8%	85.2%	52.3%	39.3%	110.7%	83.6%	32.5%	252.3%	325.0%	101.5%		98.5%	56.6%	78.2%	190.1%
% Change 2017 to 2018	4.6%	5.4%	5.3%	1.8%	11.7%	7.8%	4.5%	5.0%	7.8%	2.2%	7.4%	7.4%	6.2%	Annual Change	5.2%	7.6%	5.7%	6.5%
Average Annual Change	4.6%	4.6%	10.1%	2.1%	5.7%	3.5%	2.6%	7.4%	5.6%	2.2%	16.8%	21.7%	6.8%		6.6%	3.8%	5.2%	12.7%
2003 £M	11.11	12.28	12.97	13.13	13.76	12.55	15.27	16.03	13.24	12.50	10.90	9.587	153.32		36.36	39.44	44.54	32.99
2006 £M	13.17	11.94	16.76	12.90	17.93	16.44	18.30	20.63	14.11	13.51	14.31	11.93	181.91	18.6%	41.86	47.27	53.04	39.74
2008 £M	15.99	17.03	24.83	11.51	19.69	14.82	18.71	23.22	15.30	11.46	23.83	17.76	214.14	17.7%	57.84	46.02	57.23	53.05
2009 £M	13.67	14.59	20.39	15.01	20.82	14.94	17.45	23.13	17.78	10.53	23.92	17.26	209.49	-2.2%	48.66	50.77	58.36	51.70
2011 £M	15.29	14.70	22.20	16.36	19.76	16.25	17.96	24.21	16.48	11.83	31.80	21.04	227.88	8.8%	52.19	52.37	58.65	64.67
2012 £M	15.84	14.72	22.53	12.43	17.53	14.84	18.37	24.99	16.05	10.81	30.44	23.08	221.62	-2.7%	53.09	44.79	59.41	64.32
2013 £M	14.39	14.74	18.46	12.76	20.03	13.74	15.92	25.63	14.09	10.23	28.42	29.37	217.78	-1.7%	47.59	46.53	55.65	68.02
2014 £M	14.63	16.48	26.89	13.63	18.89	15.21	17.86	26.33	19.07	13.07	33.81	30.15	246.03	13.0%	58.01	47.73	63.27	77.02
2015 £M	15.06	16.82	26.82	14.87	21.18	15.35	17.63	28.45	18.94	14.42	29.88	31.79	251.22	2.1%	58.70	51.40	65.02	76.09
2016 £M	15.87	17.82	28.46	14.71	20.70	15.94	18.62	29.81	20.22	14.89	33.48	35.10	265.62	5.7%	62.15	51.36	68.64	83.47
2017 £M	17.95	19.61	31.07	16.87	22.82	17.72	20.35	32.16	22.56	16.20	35.75	37.94	290.99	9.6%	68.63	57.41	75.07	89.88
2018 £M	18.77	20.68	32.72	17.18	25.49	19.11	21.27	33.77	24.32	16.56	38.40	40.75	309.01	6.2%	72.17	61.77	79.36	95.70

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	£M	153.32	181.91	214.14	209.49	227.88	221.62	217.78	246.03	251.22	265.62	290.99	309.01
All Visitor Types	£M	223.08	248.72	287.12	286.42	314.68	323.10	334.89	371.66	376.01	395.20	428.38	455.20
Share of Total	%	68.7%	73.1%	74.6%	73.1%	72.4%	68.6%	65.0%	66.2%	66.8%	67.2%	67.9%	67.9%
Annual Change in Share	%		6.4%	2.0%	-1.9%	-1.0%	-5.3%	-5.2%	1.8%	0.9%	0.6%	1.1%	-0.1%
Change in Share from 2003	%		6.4%	8.5%	6.4%	5.4%	-0.2%	-5.4%	-3.7%	-2.8%	-2.2%	-1.2%	-1.2%
Avg Ann. Change in Share	%		2.1%	1.7%	1.1%	0.7%	0.0%	-0.5%	-0.3%	-0.2%	-0.2%	-0.1%	-0.1%

DAY VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

Visitor Numbers by Month, Year and Visitor Type for the Period 2003 to 2018

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

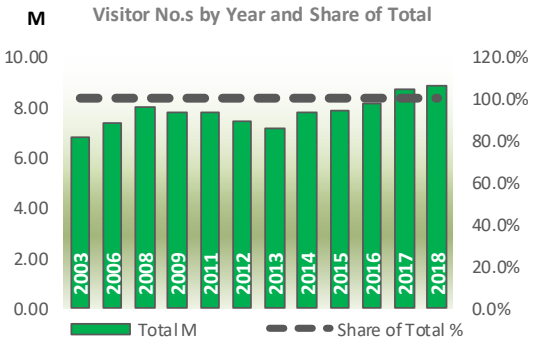
2003 to 2018

VISITOR NUMBERS BY:		MONTH AND QUARTER												TOTAL CALENDAR YEAR		VISITOR NUMBERS QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / 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 2018		9.5%	11.0%	62.5%	-11.8%	21.9%	0.1%	-5.8%	37.0%	20.7%	-11.4%	124.5%	161.3%	31.0%		28.6%	3.7%	17.4%	84.6%
% Change 2017 to 2018		0.8%	1.5%	1.3%	-1.6%	6.8%	3.5%	0.5%	1.2%	3.3%	-1.2%	3.3%	3.2%	2.1%	Annual Change	1.2%	3.3%	1.6%	2.4%
Average Annual Change		0.6%	0.7%	4.2%	-0.8%	1.5%	0.0%	-0.4%	2.5%	1.4%	-0.8%	8.3%	10.8%	2.1%		1.9%	0.2%	1.2%	5.6%
2003	M	0.510	0.532	0.562	0.585	0.609	0.555	0.676	0.704	0.579	0.547	0.474	0.437	6.770		1.605	1.749	1.959	1.458
2006	M	0.546	0.480	0.669	0.540	0.728	0.665	0.745	0.834	0.574	0.548	0.572	0.498	7.399	9.3%	1.695	1.933	2.153	1.618
2008	M	0.603	0.621	0.899	0.450	0.742	0.558	0.705	0.862	0.572	0.437	0.858	0.666	7.971	7.7%	2.122	1.750	2.138	1.961
2009	M	0.529	0.534	0.738	0.576	0.772	0.562	0.661	0.862	0.659	0.406	0.862	0.648	7.809	-2.0%	1.801	1.910	2.181	1.916
2011	M	0.537	0.500	0.745	0.578	0.682	0.565	0.626	0.828	0.568	0.417	1.045	0.721	7.813	0.1%	1.782	1.825	2.023	2.183
2012	M	0.537	0.486	0.732	0.440	0.591	0.505	0.619	0.832	0.546	0.380	0.978	0.767	7.412	-5.1%	1.754	1.535	1.997	2.125
2013	M	0.489	0.492	0.605	0.438	0.655	0.464	0.537	0.831	0.471	0.349	0.891	0.934	7.156	-3.5%	1.586	1.557	1.838	2.174
2014	M	0.480	0.523	0.831	0.452	0.608	0.491	0.590	0.832	0.609	0.426	1.023	0.931	7.794	8.9%	1.834	1.550	2.030	2.380
2015	M	0.488	0.525	0.814	0.480	0.666	0.488	0.576	0.883	0.598	0.459	0.899	0.964	7.840	0.6%	1.826	1.635	2.057	2.322
2016	M	0.507	0.547	0.852	0.474	0.645	0.498	0.598	0.909	0.625	0.464	0.992	1.051	8.163	4.1%	1.906	1.617	2.132	2.507
2017	M	0.554	0.582	0.902	0.524	0.695	0.537	0.633	0.953	0.677	0.490	1.031	1.106	8.685	6.4%	2.038	1.756	2.263	2.627
2018	M	0.558	0.591	0.914	0.516	0.742	0.556	0.636	0.964	0.699	0.485	1.065	1.142	8.867	2.1%	2.063	1.814	2.300	2.691

VISITOR NUMBERS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Total	M	6.770	7.399	7.971	7.809	7.813	7.412	7.156	7.794	7.840	8.163	8.685	8.867
All Visitor Types	M	6.770	7.399	7.971	7.809	7.813	7.412	7.156	7.794	7.840	8.163	8.685	8.867
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%
Annual Change in Share	%												
Change in Share from 2003	%												
Avg Ann. Change in Share	%												

TOTAL



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

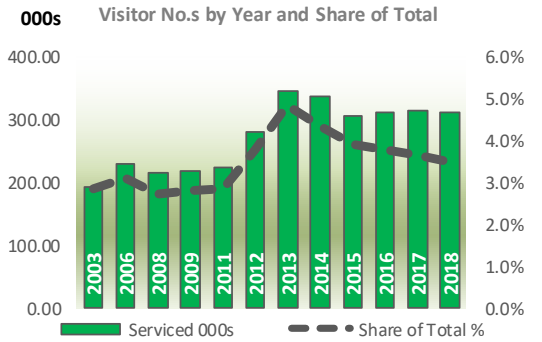
2003 to 2018 | SERVICED | VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / 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 2018	22.3%	73.3%	86.2%	47.4%	60.1%	1.4%	64.1%	61.8%	49.3%	21.7%	133.8%	192.5%	61.2%		59.6%	34.1%	58.4%	100.6%
% Change 2017 to 2018	1.3%	0.9%	-0.3%	-3.4%	-3.6%	-1.7%	-3.8%	-1.4%	-5.1%	-0.8%	-0.3%	-0.1%	-1.6%	Annual Change	0.5%	-3.0%	-3.5%	-0.4%
Average Annual Change	1.5%	4.9%	5.7%	3.2%	4.0%	0.1%	4.3%	4.1%	3.3%	1.4%	8.9%	12.8%	4.1%		4.0%	2.3%	3.9%	6.7%
2003 000s	15.8	15.0	14.4	13.3	17.9	19.7	20.6	16.3	18.8	17.4	13.4	10.1	192.7		45.2	50.9	55.7	40.9
2006 000s	11.6	14.9	19.2	18.6	23.1	21.4	24.1	23.2	22.0	19.6	17.7	13.5	228.8	18.7%	45.7	63.1	69.2	50.8
2008 000s	11.1	14.2	18.8	16.6	24.9	18.2	22.1	20.0	18.2	19.4	16.6	16.3	216.5	-5.4%	44.0	59.8	60.3	52.4
2009 000s	15.5	12.8	14.3	19.6	18.7	18.4	21.7	22.5	19.8	20.7	18.1	16.4	218.6	0.9%	42.7	56.7	64.0	55.2
2011 000s	12.8	16.4	20.0	19.6	19.5	18.7	20.1	20.0	19.3	19.6	18.0	19.4	223.3	2.2%	49.2	57.8	59.4	56.9
2012 000s	14.0	18.5	22.5	20.6	20.3	20.4	21.7	27.4	29.5	26.7	30.2	28.0	279.8	25.3%	54.9	61.3	78.6	84.9
2013 000s	22.2	36.6	36.4	21.7	27.3	27.2	29.5	30.6	27.9	24.2	31.5	30.4	345.6	23.5%	95.2	76.2	88.1	86.0
2014 000s	18.8	29.5	33.8	19.9	28.1	23.4	36.7	31.1	32.3	25.6	30.8	28.2	338.3	-2.1%	82.2	71.4	100.1	84.6
2015 000s	17.4	26.7	27.7	17.3	26.7	21.3	35.1	28.6	29.9	23.5	28.7	24.5	307.2	-9.2%	71.7	65.3	93.5	76.7
2016 000s	18.4	27.3	28.1	19.6	26.5	19.8	35.1	26.5	28.7	21.2	31.2	28.1	310.5	1.0%	73.8	65.8	90.3	80.5
2017 000s	19.1	25.8	26.8	20.2	29.8	20.3	35.2	26.7	29.6	21.4	31.4	29.6	315.9	1.8%	71.8	70.3	91.5	82.3
2018 000s	19.4	26.0	26.8	19.6	28.7	20.0	33.9	26.3	28.1	21.2	31.3	29.5	310.7	-1.6%	72.2	68.2	88.3	82.0

VISITOR NUMBERS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	000s	192.7	228.8	216.5	218.6	223.3	279.8	345.6	338.3	307.2	310.5	315.9	310.7
All Visitor Types	M	6.8	7.4	8.0	7.8	7.8	7.4	7.2	7.8	7.8	8.2	8.7	8.9
Share of Total	%	2.8%	3.1%	2.7%	2.8%	2.9%	3.8%	4.8%	4.3%	3.9%	3.8%	3.6%	3.5%
Annual Change in Share	%		8.6%	-12.2%	3.0%	2.1%	32.1%	27.9%	-10.1%	-9.7%	-2.9%	-4.4%	-3.7%
Change in Share from 2003	%		8.6%	-4.6%	-1.7%	0.4%	32.6%	69.7%	52.5%	37.7%	33.6%	27.8%	23.1%
Avg Ann. Change in Share	%		2.9%	-0.9%	-0.3%	0.1%	3.6%	7.0%	4.8%	3.1%	2.6%	2.0%	1.5%

SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

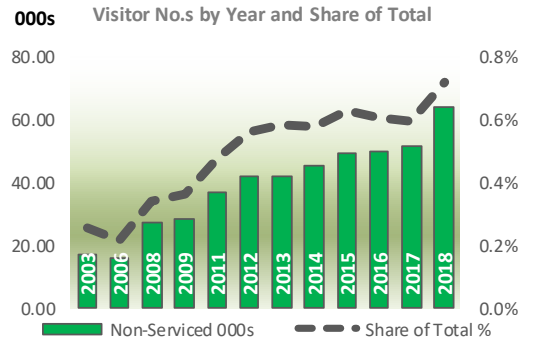
2003 to 2018 | NON-SERVICED | VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / 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 2018	285.6%	473.5%	366.4%	197.6%	247.6%	214.0%	193.5%	189.9%	384.6%	654.9%	408.6%	424.4%	272.6%		370.6%	222.1%	235.5%	505.2%
% Change 2017 to 2018	38.7%	34.2%	27.9%	27.4%	19.7%	18.2%	19.2%	20.9%	16.4%	34.8%	34.3%	39.8%	23.8%	Annual Change	32.4%	21.0%	18.9%	35.6%
Average Annual Change	19.0%	31.6%	24.4%	13.2%	16.5%	14.3%	12.9%	12.7%	25.6%	43.7%	27.2%	28.3%	18.2%		24.7%	14.8%	15.7%	33.7%
2003 000s	0.4	0.4	0.7	1.7	2.3	2.2	2.4	3.4	1.7	0.7	0.7	0.4	17.2		1.5	6.2	7.5	1.9
2006 000s	0.4	0.5	0.6	1.3	2.2	2.1	2.2	2.6	2.0	0.8	0.6	0.4	15.8	-8.0%	1.5	5.7	6.8	1.9
2008 000s	0.6	0.8	1.0	1.7	4.4	3.6	3.5	4.5	3.5	1.5	1.0	0.8	27.0	70.8%	2.4	9.8	11.5	3.3
2009 000s	0.6	0.8	1.0	2.2	4.2	3.9	4.0	5.0	3.5	1.4	1.0	0.7	28.3	4.9%	2.4	10.3	12.5	3.2
2011 000s	0.6	0.8	1.2	2.5	5.4	5.8	4.5	5.8	5.1	2.6	1.8	1.0	37.1	31.0%	2.7	13.7	15.4	5.3
2012 000s	0.8	1.3	1.9	3.3	5.8	6.2	5.0	6.4	5.4	2.6	1.8	1.0	41.7	12.6%	4.0	15.4	16.8	5.5
2013 000s	0.8	1.2	1.9	3.2	6.0	5.8	5.1	6.5	5.6	2.7	2.0	1.0	41.8	0.2%	3.9	15.0	17.1	5.8
2014 000s	0.9	1.4	2.1	3.4	5.7	5.3	5.5	7.1	6.1	3.5	2.6	1.4	45.1	7.9%	4.4	14.5	18.7	7.5
2015 000s	0.9	1.5	2.3	3.6	5.8	5.2	5.6	8.3	7.7	4.0	3.1	1.3	49.5	9.6%	4.7	14.6	21.6	8.5
2016 000s	1.2	1.8	2.6	3.8	5.9	5.5	5.8	7.8	6.8	4.0	2.8	1.6	49.7	0.5%	5.6	15.2	20.5	8.5
2017 000s	1.2	1.7	2.5	4.0	6.8	5.7	5.9	8.2	7.2	4.0	2.8	1.7	51.7	4.0%	5.4	16.5	21.3	8.5
2018 000s	1.7	2.3	3.2	5.1	8.1	6.8	7.0	9.9	8.3	5.4	3.8	2.3	64.0	23.8%	7.2	19.9	25.3	11.5

VISITOR NUMBERS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	000s	17.2	15.8	27.0	28.3	37.1	41.7	41.8	45.1	49.5	49.7	51.7	64.0
All Visitor Types	M	6.8	7.4	8.0	7.8	7.8	7.4	7.2	7.8	7.8	8.2	8.7	8.9
Share of Total	%	0.3%	0.2%	0.3%	0.4%	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%
Annual Change in Share	%		-15.8%	58.5%	7.1%	30.9%	18.7%	3.8%	-1.0%	9.0%	-3.5%	-2.3%	21.2%
Change in Share from 2003	%		-15.8%	33.5%	43.0%	87.2%	122.1%	130.5%	128.3%	148.9%	140.2%	134.7%	184.5%
Avg Ann. Change in Share	%		-5.3%	6.7%	7.2%	10.9%	13.6%	13.1%	11.7%	12.4%	10.8%	9.6%	12.3%

NON-SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

SFR

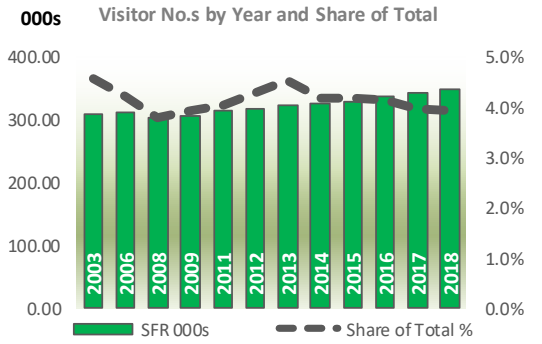
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / 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 2018	3.9%	7.7%	16.6%	11.3%	21.5%	17.1%	15.5%	24.6%	16.2%	12.4%	11.7%	1.4%	12.7%		7.8%	16.1%	19.2%	6.7%
% Change 2017 to 2018	1.6%	1.3%	0.6%	1.4%	0.9%	1.6%	0.5%	1.9%	0.4%	2.5%	1.8%	1.9%	1.4%	Annual Change	1.3%	1.3%	1.0%	2.0%
Average Annual Change	0.3%	0.5%	1.1%	0.8%	1.4%	1.1%	1.0%	1.6%	1.1%	0.8%	0.8%	0.1%	0.8%		0.5%	1.1%	1.3%	0.4%
2003 000s	40.9	16.4	18.2	34.6	27.3	22.0	30.0	30.5	18.8	19.1	15.7	35.5	309.0		75.5	83.8	79.4	70.2
2006 000s	38.5	16.1	18.6	35.0	28.3	22.8	30.7	31.6	19.7	18.9	15.4	35.9	311.6	0.8%	73.2	86.1	82.0	70.2
2008 000s	36.7	15.1	18.2	32.5	29.6	22.6	30.6	32.3	19.5	18.5	14.7	32.8	303.0	-2.7%	70.0	84.7	82.4	65.9
2009 000s	39.0	14.9	16.9	34.5	28.0	22.4	30.7	33.2	19.6	19.1	14.9	32.7	305.7	0.9%	70.7	84.9	83.5	66.6
2011 000s	37.9	16.0	18.4	36.1	29.6	24.6	30.9	33.8	20.6	19.5	15.1	32.2	314.7	2.9%	72.3	90.4	85.3	66.8
2012 000s	37.8	16.1	18.7	36.1	29.0	24.6	30.6	34.3	20.7	20.1	16.1	32.8	317.0	0.7%	72.6	89.7	85.7	69.1
2013 000s	39.8	17.9	20.6	35.6	29.4	24.4	31.3	34.9	20.1	19.7	16.4	33.7	323.8	2.1%	78.2	89.3	86.4	69.8
2014 000s	39.1	17.2	20.8	35.9	30.2	24.0	33.0	35.2	21.1	20.3	16.3	33.3	326.4	0.8%	77.1	90.0	89.3	69.9
2015 000s	40.3	17.3	20.4	35.8	30.4	24.7	33.3	35.8	21.0	20.7	16.2	32.9	328.7	0.7%	78.1	90.9	90.0	69.7
2016 000s	41.0	17.6	21.2	37.1	30.9	24.8	34.1	36.6	21.3	20.8	17.0	34.5	336.8	2.5%	79.8	92.8	92.0	72.2
2017 000s	41.8	17.4	21.1	37.9	32.8	25.4	34.5	37.3	21.8	20.9	17.2	35.3	343.6	2.0%	80.3	96.2	93.6	73.5
2018 000s	42.5	17.6	21.2	38.5	33.1	25.8	34.7	38.0	21.9	21.5	17.5	36.0	348.3	1.4%	81.3	97.4	94.6	75.0

VISITOR NUMBERS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
SFR	000s	309.0	311.6	303.0	305.7	314.7	317.0	323.8	326.4	328.7	336.8	343.6	348.3
All Visitor Types	M	6.8	7.4	8.0	7.8	7.8	7.4	7.2	7.8	7.8	8.2	8.7	8.9
Share of Total	%	4.6%	4.2%	3.8%	3.9%	4.0%	4.3%	4.5%	4.2%	4.2%	4.1%	4.0%	3.9%
Annual Change in Share	%		-7.7%	-9.7%	3.0%	2.9%	6.2%	5.8%	-7.4%	0.1%	-1.6%	-4.1%	-0.7%
Change in Share from 2003	%		-7.7%	-16.7%	-14.2%	-11.7%	-6.3%	-0.9%	-8.2%	-8.1%	-9.6%	-13.3%	-13.9%
Avg Ann. Change in Share	%		-2.6%	-3.3%	-2.4%	-1.5%	-0.7%	-0.1%	-0.7%	-0.7%	-0.7%	-1.0%	-0.9%

SFR



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

STAYING VISITOR

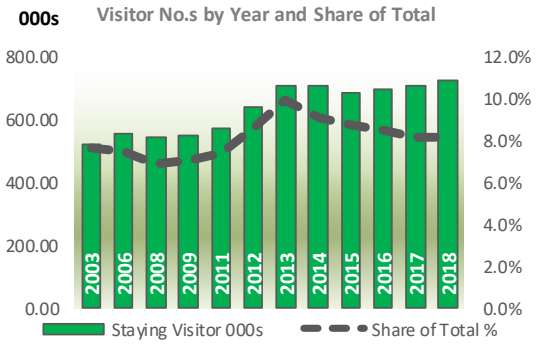
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / 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 2018	11.2%	44.6%	53.9%	27.4%	47.1%	19.7%	42.5%	47.9%	48.1%	29.2%	76.4%	47.5%	39.3%		31.5%	31.7%	45.9%	49.1%
% Change 2017 to 2018	2.3%	2.3%	1.5%	1.5%	0.8%	2.1%	0.0%	2.8%	-0.4%	3.8%	2.3%	1.9%	1.7%	Annual Change	2.0%	1.4%	0.9%	2.6%
Average Annual Change	0.7%	3.0%	3.6%	1.8%	3.1%	1.3%	2.8%	3.2%	3.2%	1.9%	5.1%	3.2%	2.6%		2.1%	2.1%	3.1%	3.3%
2003 000s	57.2	31.8	33.2	49.5	47.5	43.8	53.0	50.2	39.4	37.2	29.8	46.0	518.9		122.2	140.9	142.7	113.0
2006 000s	50.5	31.4	38.4	54.9	53.6	46.3	57.0	57.4	43.7	39.4	33.7	49.8	556.2	7.2%	120.4	154.9	158.1	122.9
2008 000s	48.4	30.1	37.9	50.9	59.0	44.5	56.2	56.8	41.2	39.4	32.3	49.8	546.5	-1.7%	116.5	154.3	154.2	121.6
2009 000s	55.0	28.5	32.2	56.3	50.9	44.7	56.4	60.7	42.9	41.1	34.0	49.9	552.6	1.1%	115.8	151.8	160.0	125.0
2011 000s	51.2	33.3	39.7	58.2	54.5	49.1	55.5	59.5	45.0	41.6	34.8	52.5	575.1	4.1%	124.2	161.9	160.1	129.0
2012 000s	52.7	35.8	43.1	60.0	55.2	51.2	57.4	68.1	55.7	49.4	48.2	61.9	638.5	11.0%	131.5	166.3	181.2	159.5
2013 000s	62.8	55.8	58.8	60.5	62.6	57.5	66.0	72.0	53.6	46.6	49.9	65.1	711.1	11.4%	177.4	180.5	191.6	161.6
2014 000s	58.9	48.1	56.7	59.2	64.0	52.7	75.3	73.3	59.5	49.4	49.8	62.9	709.8	-0.2%	163.8	175.8	208.2	162.1
2015 000s	58.6	45.5	50.4	56.7	62.9	51.2	73.9	72.7	58.5	48.2	48.0	58.8	685.4	-3.4%	154.5	170.8	205.1	154.9
2016 000s	60.6	46.7	51.9	60.4	63.3	50.1	75.0	71.0	56.8	46.0	51.0	64.3	697.0	1.7%	159.2	173.8	202.7	161.2
2017 000s	62.2	44.9	50.4	62.2	69.4	51.4	75.6	72.3	58.6	46.3	51.4	66.5	711.2	2.0%	157.5	183.0	206.4	164.3
2018 000s	63.6	45.9	51.2	63.1	70.0	52.5	75.6	74.3	58.3	48.1	52.6	67.8	723.0	1.7%	160.7	185.6	208.2	168.5

VISITOR NUMBERS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	000s	518.9	556.2	546.5	552.6	575.1	638.5	711.1	709.8	685.4	697.0	711.2	723.0
All Visitor Types	M	6.8	7.4	8.0	7.8	7.8	7.4	7.2	7.8	7.8	8.2	8.7	8.9
Share of Total	%	7.7%	7.5%	6.9%	7.1%	7.4%	8.6%	9.9%	9.1%	8.7%	8.5%	8.2%	8.2%
Annual Change in Share	%		-1.9%	-8.8%	3.2%	4.0%	17.0%	15.4%	-8.4%	-4.0%	-2.3%	-4.1%	-0.4%
Change in Share from 2003	%		-1.9%	-10.5%	-7.7%	-3.9%	12.4%	29.7%	18.8%	14.1%	11.4%	6.8%	6.4%
Avg Ann. Change in Share	%		-0.6%	-2.1%	-1.3%	-0.5%	1.4%	3.0%	1.7%	1.2%	0.9%	0.5%	0.4%

STAYING VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

DAY VISITOR

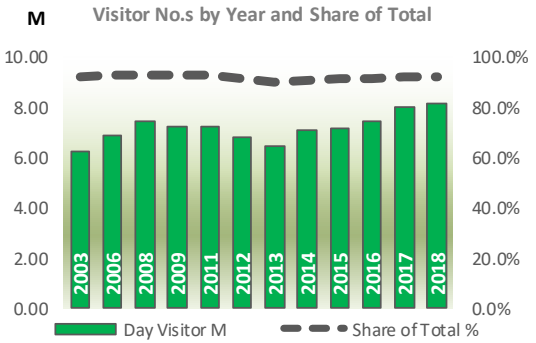
VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / 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 2018		9.3%	8.9%	63.0%	-15.4%	19.7%	-1.6%	-10.0%	36.2%	18.7%	-14.3%	127.7%	174.7%	30.3%		28.3%	1.3%	15.2%	87.5%
% Change 2017 to 2018		0.6%	1.4%	1.3%	-2.0%	7.4%	3.7%	0.5%	1.0%	3.7%	-1.7%	3.3%	3.3%	2.1%	Annual Change	1.2%	3.5%	1.7%	2.4%
Average Annual Change		0.6%	0.6%	4.2%	-1.0%	1.3%	-0.1%	-0.7%	2.4%	1.2%	-1.0%	8.5%	11.6%	2.0%		1.9%	0.1%	1.0%	5.8%
2003	M	0.453	0.501	0.529	0.535	0.561	0.512	0.623	0.654	0.540	0.510	0.444	0.391	6.251		1.482	1.608	1.816	1.345
2006	M	0.495	0.449	0.630	0.485	0.674	0.618	0.688	0.776	0.531	0.508	0.538	0.449	6.842	9.5%	1.574	1.778	1.995	1.495
2008	M	0.554	0.590	0.861	0.399	0.683	0.514	0.649	0.805	0.530	0.397	0.826	0.616	7.424	8.5%	2.006	1.595	1.984	1.839
2009	M	0.474	0.505	0.706	0.520	0.721	0.517	0.604	0.801	0.616	0.365	0.828	0.598	7.256	-2.3%	1.685	1.758	2.021	1.791
2011	M	0.486	0.467	0.705	0.520	0.628	0.516	0.571	0.769	0.523	0.376	1.010	0.668	7.238	-0.2%	1.658	1.663	1.863	2.054
2012	M	0.484	0.450	0.689	0.380	0.536	0.454	0.561	0.764	0.491	0.330	0.930	0.705	6.773	-6.4%	1.623	1.369	1.816	1.966
2013	M	0.426	0.436	0.546	0.378	0.593	0.407	0.471	0.758	0.417	0.303	0.841	0.869	6.444	-4.9%	1.408	1.377	1.647	2.013
2014	M	0.421	0.475	0.774	0.392	0.544	0.438	0.514	0.758	0.549	0.376	0.973	0.868	7.084	9.9%	1.670	1.374	1.822	2.218
2015	M	0.429	0.479	0.764	0.424	0.603	0.437	0.502	0.810	0.539	0.411	0.851	0.905	7.154	1.0%	1.672	1.464	1.852	2.167
2016	M	0.446	0.501	0.800	0.414	0.582	0.448	0.523	0.838	0.568	0.419	0.941	0.986	7.466	4.3%	1.747	1.444	1.929	2.346
2017	M	0.492	0.537	0.851	0.462	0.625	0.486	0.558	0.881	0.618	0.444	0.980	1.040	7.974	6.8%	1.880	1.573	2.057	2.463
2018	M	0.495	0.545	0.862	0.453	0.672	0.504	0.561	0.890	0.641	0.436	1.012	1.074	8.144	2.1%	1.902	1.628	2.092	2.522

VISITOR NUMBERS

DAY VISITOR

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	M	6.251	6.842	7.424	7.256	7.238	6.773	6.444	7.084	7.154	7.466	7.974	8.144
All Visitor Types	M	6.770	7.399	7.971	7.809	7.813	7.412	7.156	7.794	7.840	8.163	8.685	8.867
Share of Total	%	92.3%	92.5%	93.1%	92.9%	92.6%	91.4%	90.1%	90.9%	91.3%	91.5%	91.8%	91.8%
Annual Change in Share	%		0.2%	0.7%	-0.2%	-0.3%	-1.4%	-1.4%	0.9%	0.4%	0.2%	0.4%	0.0%
Change in Share from 2003	%		0.2%	0.9%	0.6%	0.3%	-1.0%	-2.5%	-1.6%	-1.2%	-0.9%	-0.6%	-0.5%
Avg Ann. Change in Share	%		0.1%	0.2%	0.1%	0.0%	-0.1%	-0.2%	-0.1%	-0.1%	-0.1%	0.0%	0.0%



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

Visitor Days by Month, Year and Visitor Type for the Period 2003 to 2018

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

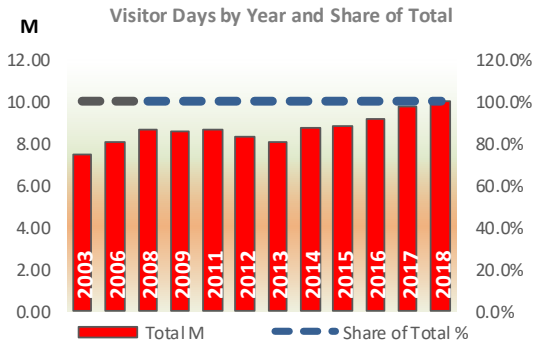
2003 to 2018

VISITOR DAYS BY:		MONTH AND QUARTER												TOTAL CALENDAR YEAR		VISITOR DAYS QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / 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 2018		11.1%	13.3%	64.0%	-4.7%	29.6%	9.9%	2.2%	43.9%	26.4%	-3.8%	118.8%	137.0%	34.4%		30.0%	11.7%	24.4%	79.8%
% Change 2017 to 2018		1.3%	1.9%	1.6%	-0.5%	6.5%	3.9%	1.0%	1.8%	3.5%	0.3%	3.5%	3.4%	2.5%	Annual Change	1.6%	3.6%	2.1%	2.8%
Average Annual Change		0.7%	0.9%	4.3%	-0.3%	2.0%	0.7%	0.1%	2.9%	1.8%	-0.3%	7.9%	9.1%	2.3%		2.0%	0.8%	1.6%	5.3%
2003	M	0.582	0.563	0.600	0.666	0.669	0.602	0.750	0.785	0.624	0.589	0.510	0.514	7.454		1.746	1.937	2.158	1.613
2006	M	0.614	0.511	0.704	0.618	0.789	0.714	0.820	0.914	0.621	0.586	0.601	0.574	8.066	8.2%	1.829	2.122	2.355	1.760
2008	M	0.668	0.650	0.938	0.523	0.817	0.617	0.790	0.959	0.628	0.478	0.888	0.730	8.687	7.7%	2.256	1.957	2.377	2.096
2009	M	0.599	0.563	0.772	0.657	0.843	0.623	0.751	0.968	0.719	0.451	0.892	0.713	8.551	-1.6%	1.934	2.123	2.438	2.056
2011	M	0.605	0.534	0.785	0.668	0.765	0.645	0.721	0.943	0.639	0.471	1.079	0.784	8.640	1.0%	1.924	2.079	2.303	2.334
2012	M	0.607	0.523	0.776	0.535	0.677	0.591	0.717	0.964	0.627	0.443	1.019	0.830	8.309	-3.8%	1.906	1.802	2.308	2.293
2013	M	0.564	0.533	0.661	0.537	0.749	0.553	0.646	0.969	0.546	0.412	0.933	1.000	8.103	-2.5%	1.758	1.839	2.161	2.345
2014	M	0.557	0.567	0.894	0.557	0.712	0.581	0.709	0.972	0.691	0.493	1.066	0.997	8.796	8.6%	2.017	1.850	2.372	2.557
2015	M	0.570	0.570	0.877	0.586	0.770	0.586	0.696	1.028	0.677	0.531	0.940	1.030	8.862	0.7%	2.017	1.942	2.402	2.501
2016	M	0.589	0.593	0.921	0.584	0.753	0.595	0.722	1.060	0.707	0.538	1.038	1.121	9.220	4.0%	2.102	1.931	2.489	2.698
2017	M	0.638	0.626	0.969	0.638	0.814	0.637	0.759	1.109	0.762	0.565	1.078	1.178	9.772	6.0%	2.233	2.089	2.629	2.821
2018	M	0.647	0.638	0.984	0.635	0.867	0.662	0.766	1.129	0.789	0.566	1.116	1.218	10.02	2.5%	2.269	2.164	2.684	2.900

VISITOR DAYS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Total	M	7.454	8.066	8.687	8.551	8.640	8.309	8.103	8.796	8.862	9.220	9.772	10.02
All Visitor Types	M	7.454	8.066	8.687	8.551	8.640	8.309	8.103	8.796	8.862	9.220	9.772	10.02
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%
Annual Change in Share	%												
Change in Share from 2003	%												
Avg Ann. Change in Share	%												

TOTAL



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

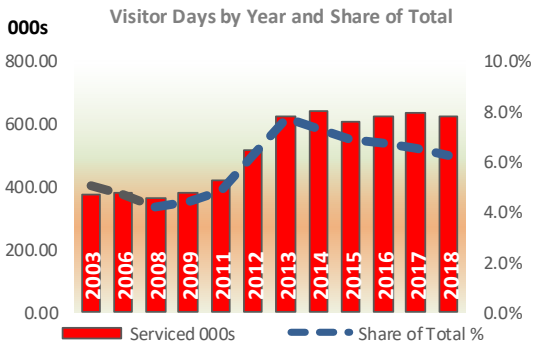
2003 to 2018 | SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / 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 2018	26.1%	52.4%	84.7%	64.4%	94.9%	71.0%	87.8%	134.6%	50.0%	48.9%	53.2%	18.8%	67.2%		55.8%	77.9%	90.2%	41.0%
% Change 2017 to 2018	1.1%	1.0%	-0.5%	-3.0%	-3.4%	-0.8%	-3.3%	-1.0%	-4.3%	-0.3%	-0.1%	-0.2%	-1.5%	Annual Change	0.4%	-2.5%	-2.7%	-0.2%
Average Annual Change	1.7%	3.5%	5.6%	4.3%	6.3%	4.7%	5.9%	9.0%	3.3%	3.3%	3.5%	1.3%	4.5%		3.7%	5.2%	6.0%	2.7%
2003 000s	25.6	26.5	29.3	27.8	34.9	32.2	37.9	32.1	33.2	34.3	30.8	29.0	373.4		81.3	94.8	103.2	94.0
2006 000s	19.8	25.5	30.3	31.1	38.7	34.2	39.2	36.4	34.5	31.9	28.0	28.7	378.4	1.3%	75.7	104.0	110.2	88.6
2008 000s	17.9	22.7	31.2	26.0	41.3	32.4	39.5	37.4	30.5	31.9	25.9	24.6	361.2	-4.5%	71.8	99.6	107.4	82.4
2009 000s	23.3	20.7	23.7	31.3	33.7	33.0	41.2	44.8	35.6	36.7	28.1	25.3	377.3	4.5%	67.6	98.1	121.5	90.1
2011 000s	21.0	27.8	32.8	36.9	39.9	39.3	42.1	47.2	36.9	38.4	28.4	26.3	417.1	10.5%	81.6	116.2	126.2	93.1
2012 000s	22.5	31.1	35.5	38.6	42.2	45.6	45.0	67.4	54.9	54.3	46.3	32.7	516.2	23.8%	89.1	126.4	167.3	133.4
2013 000s	32.5	51.5	57.8	45.9	57.2	57.3	62.3	75.7	49.7	51.3	48.3	36.3	625.7	21.2%	141.8	160.4	187.7	135.8
2014 000s	30.0	45.5	59.7	46.3	65.2	54.2	75.4	74.4	57.7	53.7	46.4	33.2	641.8	2.6%	135.3	165.8	207.5	133.3
2015 000s	31.3	43.2	52.2	42.0	61.4	56.8	71.7	74.1	51.5	53.6	41.6	28.8	608.2	-5.2%	126.8	160.2	197.3	124.0
2016 000s	30.8	42.4	56.8	45.5	62.8	54.2	73.7	75.6	50.5	50.8	46.9	32.9	622.8	2.4%	130.0	162.5	199.8	130.6
2017 000s	31.9	39.9	54.4	47.0	70.5	55.4	73.6	76.2	52.1	51.2	47.2	34.5	633.9	1.8%	126.2	172.9	201.9	132.9
2018 000s	32.3	40.3	54.1	45.6	68.1	55.0	71.2	75.4	49.8	51.1	47.1	34.4	624.4	-1.5%	126.7	168.7	196.4	132.6

VISITOR DAYS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	000s	373.4	378.4	361.2	377.3	417.1	516.2	625.7	641.8	608.2	622.8	633.9	624.4
All Visitor Types	M	7.5	8.1	8.7	8.6	8.6	8.3	8.1	8.8	8.9	9.2	9.8	10.0
Share of Total	%	5.0%	4.7%	4.2%	4.4%	4.8%	6.2%	7.7%	7.3%	6.9%	6.8%	6.5%	6.2%
Annual Change in Share	%		-6.3%	-11.4%	6.1%	9.4%	28.7%	24.3%	-5.5%	-5.9%	-1.6%	-4.0%	-3.9%
Change in Share from 2003	%		-6.3%	-17.0%	-11.9%	-3.7%	24.0%	54.1%	45.6%	37.0%	34.8%	29.5%	24.4%
Avg Ann. Change in Share	%		-2.1%	-3.4%	-2.0%	-0.5%	2.7%	5.4%	4.1%	3.1%	2.7%	2.1%	1.6%

SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

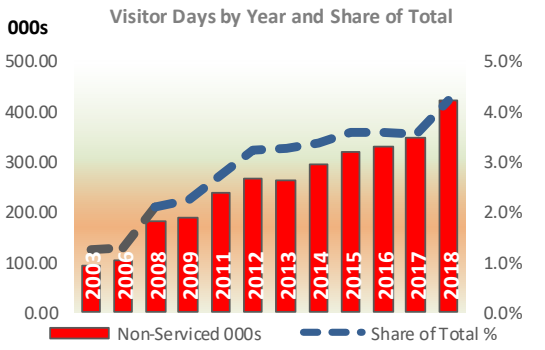
2003 to 2018 | NON-SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / 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 2018	698.9%	766.0%	683.6%	237.5%	322.0%	301.0%	233.0%	231.2%	413.6%	727.3%	628.5%	687.9%	348.5%		711.5%	290.9%	272.7%	686.1%
% Change 2017 to 2018	34.8%	30.2%	24.7%	24.6%	17.6%	16.2%	16.6%	19.1%	13.8%	31.7%	30.4%	35.0%	21.1%	Annual Change	29.0%	18.7%	16.7%	32.0%
Average Annual Change	46.6%	51.1%	45.6%	15.8%	21.5%	20.1%	15.5%	15.4%	27.6%	48.5%	41.9%	45.9%	23.2%		47.4%	19.4%	18.2%	45.7%
2003 000s	1.7	1.8	2.8	9.8	12.8	12.3	14.4	19.5	9.8	4.0	2.9	2.1	93.8		6.3	34.8	43.7	8.9
2006 000s	2.5	2.9	3.6	7.5	13.7	13.6	15.7	19.1	13.4	5.2	3.5	2.9	103.5	10.3%	8.9	34.9	48.2	11.5
2008 000s	4.3	5.5	6.4	10.0	28.3	23.5	25.0	32.6	25.0	9.1	6.1	4.8	180.6	74.5%	16.2	61.7	82.6	20.0
2009 000s	4.4	5.4	6.2	12.8	26.8	25.2	28.6	36.0	24.8	8.8	5.8	4.7	189.6	5.0%	16.1	64.7	89.5	19.3
2011 000s	3.8	5.5	7.4	14.4	32.6	37.7	30.9	39.5	34.2	15.4	9.9	5.7	237.3	25.2%	16.7	84.8	104.7	31.1
2012 000s	5.8	8.4	11.9	18.9	34.8	40.3	34.4	43.8	36.2	15.5	10.1	6.7	266.6	12.3%	26.1	93.9	114.4	32.2
2013 000s	6.0	8.3	12.5	17.7	34.4	38.3	34.3	44.1	35.2	15.4	10.5	7.1	263.7	-1.1%	26.7	90.4	113.6	33.0
2014 000s	7.6	10.2	15.3	21.2	36.4	38.4	36.8	47.7	38.3	19.9	13.3	9.4	294.6	11.7%	33.2	96.0	122.8	42.7
2015 000s	8.7	11.4	17.0	23.3	38.7	40.5	39.3	50.7	40.9	22.4	14.8	10.6	318.3	8.0%	37.1	102.5	130.9	47.9
2016 000s	9.8	12.5	18.1	24.8	39.9	40.2	39.9	51.6	41.8	24.5	16.1	11.8	331.1	4.0%	40.5	104.8	133.3	52.5
2017 000s	10.1	12.2	17.6	26.4	45.9	42.4	41.1	54.3	44.3	24.8	16.2	12.2	347.4	4.9%	39.9	114.7	139.6	53.2
2018 000s	13.6	15.9	22.0	32.9	54.0	49.2	47.9	64.7	50.4	32.7	21.1	16.5	420.7	21.1%	51.4	136.1	162.9	70.2

VISITOR DAYS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	000s	93.8	103.5	180.6	189.6	237.3	266.6	263.7	294.6	318.3	331.1	347.4	420.7
All Visitor Types	M	7.5	8.1	8.7	8.6	8.6	8.3	8.1	8.8	8.9	9.2	9.8	10.0
Share of Total	%	1.3%	1.3%	2.1%	2.2%	2.7%	3.2%	3.3%	3.3%	3.6%	3.6%	3.6%	4.2%
Annual Change in Share	%		2.0%	62.0%	6.6%	23.9%	16.8%	1.4%	2.9%	7.2%	0.0%	-1.0%	18.1%
Change in Share from 2003	%		2.0%	65.2%	76.2%	118.2%	154.9%	158.6%	166.2%	185.5%	185.4%	182.5%	233.7%
Avg Ann. Change in Share	%		0.7%	13.0%	12.7%	14.8%	17.2%	15.9%	15.1%	15.5%	14.3%	13.0%	15.6%

NON-SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018 | SFR | VISITOR DAYS

VISITOR DAYS BY: MONTH AND QUARTER | CALENDAR YEAR | QUARTER

KEY: SFR

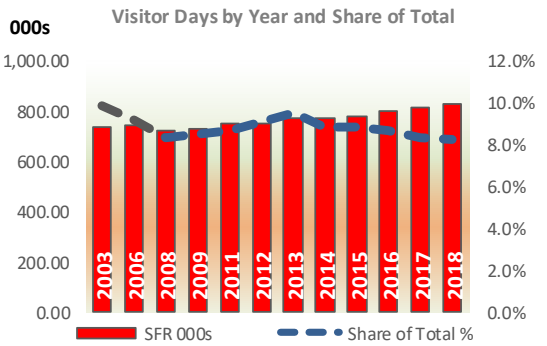
An increase of 3% or more | Less than 3% change | A Fall of 3% or more

VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES

	Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2003 to 2018	3.9%	7.7%	16.6%	11.3%	21.5%	17.1%	15.5%	24.6%	16.2%	12.4%	11.7%	1.4%	12.6%		7.5%	15.7%	19.3%	6.1%
% Change 2017 to 2018	1.6%	1.3%	0.6%	1.4%	0.9%	1.6%	0.5%	1.9%	0.4%	2.5%	1.8%	1.9%	1.4%	Annual Change	1.3%	1.3%	1.1%	2.0%
Average Annual Change	0.3%	0.5%	1.1%	0.8%	1.4%	1.1%	1.0%	1.6%	1.1%	0.8%	0.8%	0.1%	0.8%		0.5%	1.0%	1.3%	0.4%
2003 000s	102.3	34.4	39.1	93.3	60.0	46.2	75.0	79.4	40.9	40.9	31.8	92.2	735.6		175.8	199.5	195.3	164.9
2006 000s	96.3	33.8	39.9	94.6	62.3	47.8	76.8	82.2	42.8	40.5	31.3	93.3	741.6	0.8%	170.0	204.7	201.8	165.1
2008 000s	91.8	31.7	39.1	87.8	65.1	47.5	76.5	83.9	42.4	39.5	29.8	85.2	720.3	-2.9%	162.6	200.4	202.7	154.5
2009 000s	97.4	31.3	36.3	93.1	61.5	47.0	76.8	86.3	42.6	40.8	30.2	85.0	728.3	1.1%	164.9	201.7	205.6	156.0
2011 000s	94.8	33.6	39.5	97.5	65.2	51.7	77.2	87.8	44.8	41.7	30.6	83.7	748.1	2.7%	167.9	214.4	209.8	156.0
2012 000s	94.6	33.7	40.2	97.3	63.8	51.7	76.6	89.3	45.0	43.0	32.8	85.4	753.2	0.7%	168.5	212.8	210.8	161.1
2013 000s	99.4	37.6	44.2	96.0	64.6	51.2	78.3	90.8	43.7	42.2	33.2	87.6	769.0	2.1%	181.2	211.8	212.9	163.1
2014 000s	97.7	36.2	44.8	96.8	66.4	50.3	82.6	91.5	45.8	43.4	33.2	86.6	775.3	0.8%	178.7	213.5	219.9	163.2
2015 000s	100.8	36.4	43.8	96.8	66.8	51.9	83.1	93.0	45.5	44.2	32.8	85.5	780.7	0.7%	181.1	215.4	221.6	162.6
2016 000s	102.4	36.9	45.7	100.2	68.0	52.1	85.2	95.3	46.2	44.4	34.5	89.7	800.5	2.5%	185.0	220.3	226.7	168.6
2017 000s	104.6	36.6	45.3	102.4	72.2	53.3	86.3	97.1	47.3	44.8	34.9	91.8	816.6	2.0%	186.4	228.0	230.7	171.6
2018 000s	106.3	37.0	45.6	103.9	72.9	54.1	86.7	98.9	47.5	45.9	35.6	93.5	827.9	1.4%	188.9	230.9	233.1	175.0

VISITOR DAYS | SFR

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
SFR	000s	735.6	741.6	720.3	728.3	748.1	753.2	769.0	775.3	780.7	800.5	816.6	827.9
All Visitor Types	M	7.5	8.1	8.7	8.6	8.6	8.3	8.1	8.8	8.9	9.2	9.8	10.0
Share of Total	%	9.9%	9.2%	8.3%	8.5%	8.7%	9.1%	9.5%	8.8%	8.8%	8.7%	8.4%	8.3%
Annual Change in Share	%		-6.8%	-9.8%	2.7%	1.7%	4.7%	4.7%	-7.1%	0.0%	-1.4%	-3.7%	-1.1%
Change in Share from 2003	%		-6.8%	-16.0%	-13.7%	-12.3%	-8.1%	-3.8%	-10.7%	-10.7%	-12.0%	-15.3%	-16.2%
Avg Ann. Change in Share	%		-2.3%	-3.2%	-2.3%	-1.5%	-0.9%	-0.4%	-1.0%	-0.9%	-0.9%	-1.1%	-1.1%



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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

STAYING VISITOR

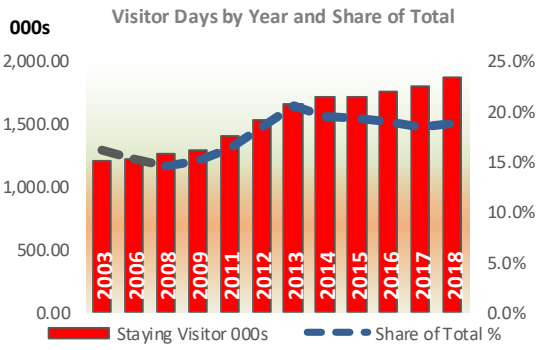
VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / 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 2018	17.4%	48.8%	70.9%	39.5%	81.0%	74.6%	61.6%	82.3%	76.0%	63.9%	58.4%	17.2%	55.7%		39.3%	62.7%	73.1%	41.1%
% Change 2017 to 2018	3.8%	5.1%	3.7%	3.7%	3.4%	4.8%	2.4%	5.0%	2.8%	7.3%	5.6%	4.3%	4.2%	Annual Change	4.1%	3.9%	3.5%	5.7%
Average Annual Change	1.2%	3.3%	4.7%	2.6%	5.4%	5.0%	4.1%	5.5%	5.1%	4.3%	3.9%	1.1%	3.7%		2.6%	4.2%	4.9%	2.7%
2003 000s	129.6	62.7	71.2	130.8	107.7	90.7	127.3	131.1	83.9	79.1	65.5	123.3	1,202.8		263.4	329.2	342.3	267.9
2006 000s	118.6	62.2	73.8	133.2	114.7	95.7	131.8	137.7	90.8	77.6	62.7	124.9	1,223.5	1.7%	254.6	343.5	360.2	265.2
2008 000s	114.1	59.9	76.7	123.8	134.7	103.3	141.0	153.8	97.9	80.5	61.8	114.6	1,262.1	3.1%	250.7	361.8	392.7	256.9
2009 000s	125.1	57.4	66.1	137.2	122.1	105.2	146.6	167.2	102.9	86.3	64.0	115.0	1,295.1	2.6%	248.6	364.5	416.6	265.3
2011 000s	119.6	66.9	79.7	148.8	137.8	128.7	150.3	174.5	115.9	95.6	68.9	115.7	1,402.5	8.3%	266.2	415.3	440.7	280.3
2012 000s	122.9	73.2	87.6	154.8	140.8	137.5	155.9	200.5	136.2	112.7	89.2	124.8	1,536.0	9.5%	283.7	433.1	492.6	326.7
2013 000s	137.9	97.4	114.5	159.7	156.1	146.8	174.9	210.6	128.6	108.9	92.0	131.0	1,658.4	8.0%	349.8	462.6	514.2	331.9
2014 000s	135.4	91.9	119.7	164.3	168.0	143.0	194.8	213.5	141.8	117.1	92.9	129.2	1,711.7	3.2%	347.1	475.3	550.1	339.2
2015 000s	140.8	91.1	113.1	162.0	166.8	149.2	194.1	217.8	137.9	120.2	89.2	125.0	1,707.2	-0.3%	345.0	478.1	549.8	334.4
2016 000s	143.1	91.7	120.6	170.5	170.6	146.5	198.8	222.5	138.5	119.8	97.5	134.4	1,754.4	2.8%	355.4	487.6	559.7	351.6
2017 000s	146.6	88.7	117.3	175.9	188.6	151.1	201.0	227.5	143.6	120.8	98.3	138.5	1,797.9	2.5%	352.5	515.6	572.1	357.6
2018 000s	152.1	93.2	121.6	182.4	194.9	158.3	205.7	239.0	147.7	129.7	103.8	144.4	1,873.0	4.2%	367.0	535.7	592.4	377.9

VISITOR DAYS

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	000s	1,202.8	1,223.5	1,262.1	1,295.1	1,402.5	1,536.0	1,658.4	1,711.7	1,707.2	1,754.4	1,797.9	1,873.0
All Visitor Types	M	7.5	8.1	8.7	8.6	8.6	8.3	8.1	8.8	8.9	9.2	9.8	10.0
Share of Total	%	16.1%	15.2%	14.5%	15.1%	16.2%	18.5%	20.5%	19.5%	19.3%	19.0%	18.4%	18.7%
Annual Change in Share	%		-6.0%	-4.2%	4.2%	7.2%	13.9%	10.7%	-4.9%	-1.0%	-1.2%	-3.3%	1.6%
Change in Share from 2003	%		-6.0%	-10.0%	-6.1%	0.6%	14.6%	26.8%	20.6%	19.4%	17.9%	14.0%	15.9%
Avg Ann. Change in Share	%		-2.0%	-2.0%	-1.0%	0.1%	1.6%	2.7%	1.9%	1.6%	1.4%	1.0%	1.1%

STAYING VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

DAY VISITOR

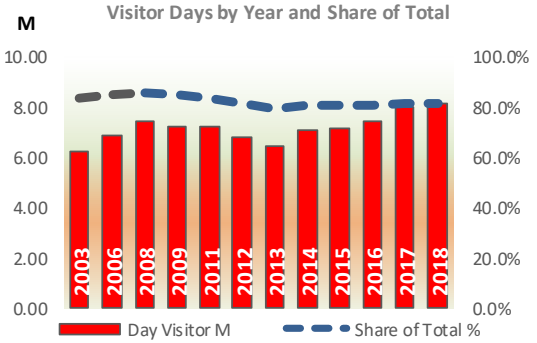
VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / 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 2018	9.3%	8.9%	63.0%	-15.4%	19.7%	-1.6%	-10.0%	36.2%	18.7%	-14.3%	127.7%	174.7%	30.3%		28.3%	1.3%	15.2%	87.5%
% Change 2017 to 2018	0.6%	1.4%	1.3%	-2.0%	7.4%	3.7%	0.5%	1.0%	3.7%	-1.7%	3.3%	3.3%	2.1%	Annual Change	1.2%	3.5%	1.7%	2.4%
Average Annual Change	0.6%	0.6%	4.2%	-1.0%	1.3%	-0.1%	-0.7%	2.4%	1.2%	-1.0%	8.5%	11.6%	2.0%		1.9%	0.1%	1.0%	5.8%
2003 M	0.453	0.501	0.529	0.535	0.561	0.512	0.623	0.654	0.540	0.510	0.444	0.391	6.251		1.482	1.608	1.816	1.345
2006 M	0.495	0.449	0.630	0.485	0.674	0.618	0.688	0.776	0.531	0.508	0.538	0.449	6.842	9.5%	1.574	1.778	1.995	1.495
2008 M	0.554	0.590	0.861	0.399	0.683	0.514	0.649	0.805	0.530	0.397	0.826	0.616	7.424	8.5%	2.006	1.595	1.984	1.839
2009 M	0.474	0.505	0.706	0.520	0.721	0.517	0.604	0.801	0.616	0.365	0.828	0.598	7.256	-2.3%	1.685	1.758	2.021	1.791
2011 M	0.486	0.467	0.705	0.520	0.628	0.516	0.571	0.769	0.523	0.376	1.010	0.668	7.238	-0.2%	1.658	1.663	1.863	2.054
2012 M	0.484	0.450	0.689	0.380	0.536	0.454	0.561	0.764	0.491	0.330	0.930	0.705	6.773	-6.4%	1.623	1.369	1.816	1.966
2013 M	0.426	0.436	0.546	0.378	0.593	0.407	0.471	0.758	0.417	0.303	0.841	0.869	6.444	-4.9%	1.408	1.377	1.647	2.013
2014 M	0.421	0.475	0.774	0.392	0.544	0.438	0.514	0.758	0.549	0.376	0.973	0.868	7.084	9.9%	1.670	1.374	1.822	2.218
2015 M	0.429	0.479	0.764	0.424	0.603	0.437	0.502	0.810	0.539	0.411	0.851	0.905	7.154	1.0%	1.672	1.464	1.852	2.167
2016 M	0.446	0.501	0.800	0.414	0.582	0.448	0.523	0.838	0.568	0.419	0.941	0.986	7.466	4.3%	1.747	1.444	1.929	2.346
2017 M	0.492	0.537	0.851	0.462	0.625	0.486	0.558	0.881	0.618	0.444	0.980	1.040	7.974	6.8%	1.880	1.573	2.057	2.463
2018 M	0.495	0.545	0.862	0.453	0.672	0.504	0.561	0.890	0.641	0.436	1.012	1.074	8.144	2.1%	1.902	1.628	2.092	2.522

VISITOR DAYS

DAY VISITOR

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	M	6.251	6.842	7.424	7.256	7.238	6.773	6.444	7.084	7.154	7.466	7.974	8.144
All Visitor Types	M	7.454	8.066	8.687	8.551	8.640	8.309	8.103	8.796	8.862	9.220	9.772	10.02
Share of Total	%	83.9%	84.8%	85.5%	84.9%	83.8%	81.5%	79.5%	80.5%	80.7%	81.0%	81.6%	81.3%
Annual Change in Share	%		1.2%	0.8%	-0.7%	-1.3%	-2.7%	-2.4%	1.3%	0.2%	0.3%	0.8%	-0.4%
Change in Share from 2003	%		1.2%	1.9%	1.2%	-0.1%	-2.8%	-5.2%	-4.0%	-3.7%	-3.4%	-2.7%	-3.1%
Avg Ann. Change in Share	%		0.4%	0.4%	0.2%	0.0%	-0.3%	-0.5%	-0.4%	-0.3%	-0.3%	-0.2%	-0.2%



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

Direct and Total Employment by Month, Year and Visitor Type for the Period 2003 to 2018

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

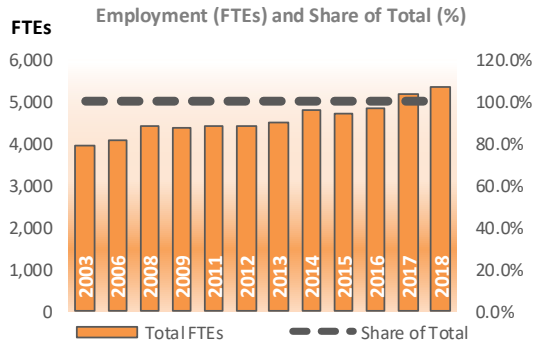
2003 to 2018

EMPLOYMENT BY:	MONTH AND QUARTER												TOTAL CALENDAR YEAR		TOTAL EMPLOYMENT QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2018	13.8%	17.0%	60.6%	1.8%	33.6%	15.9%	10.5%	47.5%	28.7%	3.0%	102.8%	113.4%	35.6%		30.7%	17.1%	29.2%	70.6%
% Change 2017 to 2018	3.1%	3.6%	3.2%	1.3%	6.6%	4.9%	2.3%	3.3%	4.4%	2.1%	4.8%	4.7%	3.8%	Annual Change	3.3%	4.5%	3.3%	4.1%
Average Annual Change	0.9%	1.1%	4.0%	0.1%	2.2%	1.1%	0.7%	3.2%	1.9%	0.2%	6.9%	7.6%	2.4%		2.0%	1.1%	1.9%	4.7%
2003 FTEs	3,790	3,577	3,800	4,235	4,229	3,842	4,696	4,874	3,949	3,758	3,322	3,432	3,959		3,722	4,102	4,506	3,504
2006 FTEs	3,778	3,180	4,178	3,845	4,680	4,262	4,905	5,382	3,790	3,589	3,636	3,589	4,068	2.8%	3,712	4,262	4,692	3,605
2008 FTEs	4,124	3,950	5,475	3,399	4,962	3,859	4,873	5,756	3,906	3,115	5,189	4,455	4,422	8.7%	4,516	4,073	4,845	4,253
2009 FTEs	3,788	3,488	4,584	4,122	5,049	3,894	4,689	5,858	4,388	2,992	5,206	4,358	4,368	-1.2%	3,953	4,355	4,978	4,185
2011 FTEs	3,805	3,374	4,699	4,221	4,702	4,065	4,545	5,757	4,008	3,118	6,189	4,766	4,437	1.6%	3,959	4,329	4,770	4,691
2012 FTEs	3,902	3,394	4,751	3,596	4,324	3,893	4,626	6,136	4,162	3,154	6,127	5,167	4,436	0.0%	4,016	3,938	4,975	4,816
2013 FTEs	3,871	3,686	4,401	3,782	4,940	3,886	4,513	6,369	3,782	3,029	5,802	6,208	4,522	1.9%	3,986	4,203	4,888	5,013
2014 FTEs	3,798	3,813	5,626	3,871	4,770	3,994	4,885	6,290	4,573	3,460	6,446	6,115	4,803	6.2%	4,412	4,212	5,249	5,340
2015 FTEs	3,788	3,735	5,394	3,919	4,964	3,956	4,698	6,484	4,387	3,589	5,659	6,168	4,729	-1.6%	4,306	4,280	5,190	5,139
2016 FTEs	3,855	3,813	5,600	3,894	4,842	3,946	4,806	6,610	4,494	3,584	6,142	6,605	4,849	2.6%	4,422	4,227	5,303	5,444
2017 FTEs	4,182	4,039	5,914	4,255	5,297	4,245	5,071	6,960	4,868	3,792	6,431	6,996	5,171	6.6%	4,712	4,599	5,633	5,740
2018 FTEs	4,313	4,184	6,101	4,311	5,649	4,455	5,188	7,188	5,083	3,870	6,737	7,324	5,367	3.8%	4,866	4,805	5,820	5,977

EMPLOYMENT

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Total	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367
Total Employment	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367
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%
Annual Change in Share	%												
Change in Share from 2003	%												
Avg Ann. Change in Share	%												

TOTAL



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

SERVICED

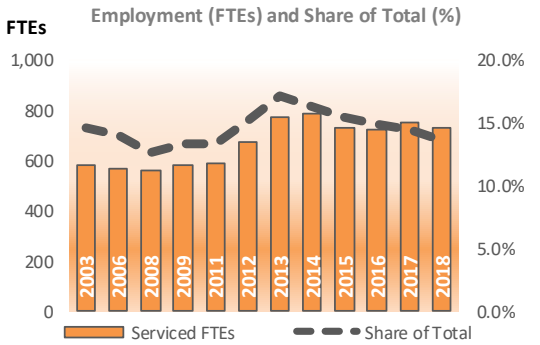
DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2018	10.9%	18.4%	29.8%	19.6%	42.0%	29.7%	40.9%	54.3%	20.3%	17.6%	17.9%	7.4%	26.0%		19.8%	30.7%	38.5%	14.4%
% Change 2017 to 2018	-0.7%	-0.5%	-1.0%	-3.8%	-4.6%	-2.1%	-3.4%	-2.4%	-4.3%	-2.5%	-2.6%	-3.2%	-2.7%	Annual Change	-0.7%	-3.5%	-3.3%	-2.7%
Average Annual Change	0.7%	1.2%	2.0%	1.3%	2.8%	2.0%	2.7%	3.6%	1.4%	1.2%	1.2%	0.5%	1.7%		1.3%	2.0%	2.6%	1.0%
2003 FTEs	547	552	568	561	601	586	618	586	592	598	577	567	579		556	583	599	581
2006 FTEs	507	538	564	569	611	581	609	594	583	568	547	549	568	-1.9%	536	587	595	555
2008 FTEs	488	515	562	534	631	570	613	598	560	567	533	525	558	-1.8%	521	578	590	541
2009 FTEs	535	521	538	581	593	589	634	659	604	610	562	545	581	4.1%	531	588	632	572
2011 FTEs	495	543	571	607	622	615	631	671	596	605	547	562	589	1.3%	536	615	632	571
2012 FTEs	519	568	592	612	638	673	662	858	785	770	725	650	671	14.0%	560	641	768	715
2013 FTEs	648	769	800	726	806	818	853	949	754	756	739	672	774	15.4%	739	783	852	723
2014 FTEs	637	731	815	732	882	801	947	924	809	762	718	645	784	1.2%	728	805	893	708
2015 FTEs	603	675	725	664	816	782	881	902	734	732	661	592	731	-6.8%	667	754	839	662
2016 FTEs	585	654	741	668	813	746	883	900	712	698	676	600	723	-1.1%	660	742	832	658
2017 FTEs	611	657	744	697	895	776	902	926	744	722	698	629	750	3.7%	671	789	857	683
2018 FTEs	607	654	737	671	854	760	871	904	711	703	681	609	730	-2.7%	666	761	829	664

EMPLOYMENT

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	FTEs	579	568	558	581	589	671	774	784	731	723	750	730
Total Employment	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367
Share of Total	%	14.6%	14.0%	12.6%	13.3%	13.3%	15.1%	17.1%	16.3%	15.5%	14.9%	14.5%	13.6%
Annual Change in Share	%		-4.5%	-9.7%	5.4%	-0.2%	14.0%	13.2%	-4.7%	-5.3%	-3.5%	-2.7%	-6.2%
Change in Share from 2003	%		-4.5%	-13.8%	-9.1%	-9.4%	3.3%	17.0%	11.5%	5.6%	1.9%	-0.9%	-7.1%
Avg Ann. Change in Share	%		-1.5%	-2.8%	-1.5%	-1.2%	0.4%	1.7%	1.0%	0.5%	0.1%	-0.1%	-0.5%

SERVICED ACCOMMODATION



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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

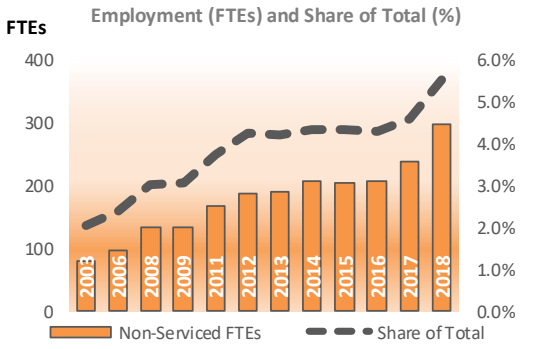
2003 to 2018 | **NON-SERVICED** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2018	284.0%	342.1%	322.8%	219.9%	273.6%	261.3%	221.4%	194.6%	317.1%	363.3%	304.8%	330.9%	270.2%		315.8%	253.1%	234.5%	333.9%
% Change 2017 to 2018	32.4%	31.3%	27.9%	27.2%	21.8%	21.1%	21.5%	22.4%	19.4%	30.9%	31.0%	32.7%	25.3%	Annual Change	30.3%	23.0%	21.1%	31.5%
Average Annual Change	18.9%	22.8%	21.5%	14.7%	18.2%	17.4%	14.8%	13.0%	21.1%	24.2%	20.3%	22.1%	18.0%		21.1%	16.9%	15.6%	22.3%
2003 FTEs	51	46	56	90	104	102	112	149	89	61	57	48	80		51	99	117	55
2006 FTEs	69	69	74	91	120	120	129	149	119	80	73	65	96	20.0%	71	111	132	73
2008 FTEs	82	86	92	109	196	173	180	216	180	105	92	85	133	37.8%	87	159	192	94
2009 FTEs	78	81	86	118	184	181	197	232	179	97	84	79	133	0.1%	82	161	203	87
2011 FTEs	89	96	107	140	228	257	224	265	240	142	117	98	167	25.5%	97	208	243	119
2012 FTEs	108	119	137	169	248	279	249	295	261	152	128	112	188	12.6%	121	232	268	131
2013 FTEs	112	121	142	168	251	276	255	303	261	155	132	116	191	1.5%	125	232	273	134
2014 FTEs	126	136	162	190	265	278	268	321	278	182	152	134	208	8.7%	141	244	289	156
2015 FTEs	121	132	159	187	262	274	265	319	275	180	148	129	204	-1.6%	138	241	286	152
2016 FTEs	128	137	166	194	268	269	264	317	276	189	154	135	208	1.9%	144	244	286	159
2017 FTEs	148	156	186	225	320	304	295	358	313	216	175	157	238	14.2%	163	283	322	182
2018 FTEs	196	205	238	287	389	368	359	438	373	283	229	208	298	25.3%	213	348	390	240

EMPLOYMENT

NON-SERVICED ACCOMMODATION

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	FTEs	80	96	133	133	167	188	191	208	204	208	238	298
Total Employment	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367
Share of Total	%	2.0%	2.4%	3.0%	3.0%	3.8%	4.2%	4.2%	4.3%	4.3%	4.3%	4.6%	5.5%
Annual Change in Share	%		16.8%	26.7%	1.3%	23.5%	12.7%	-0.4%	2.4%	-0.1%	-0.7%	7.1%	20.7%
Change in Share from 2003	%		16.8%	48.0%	50.0%	85.3%	108.8%	107.8%	112.8%	112.6%	111.2%	126.3%	173.1%
Avg Ann. Change in Share	%		5.6%	9.6%	8.3%	10.7%	12.1%	10.8%	10.3%	9.4%	8.6%	9.0%	11.5%



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

SFR

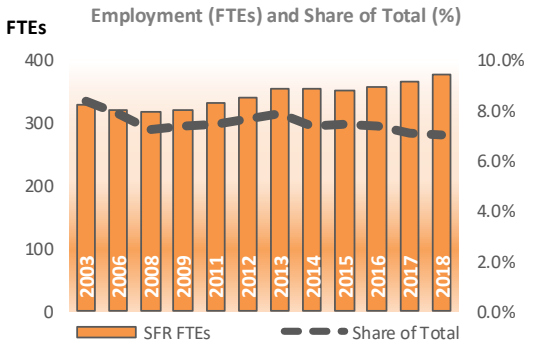
DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2018	5.6%	9.5%	18.5%	13.2%	23.5%	19.0%	17.5%	26.7%	18.1%	14.3%	13.5%	3.2%	14.4%		9.3%	17.7%	21.3%	7.9%
% Change 2017 to 2018	3.1%	2.8%	2.1%	2.9%	2.4%	3.1%	2.0%	3.4%	1.9%	4.0%	3.3%	3.4%	2.9%	Annual Change	2.8%	2.8%	2.6%	3.5%
Average Annual Change	0.4%	0.6%	1.2%	0.9%	1.6%	1.3%	1.2%	1.8%	1.2%	1.0%	0.9%	0.2%	1.0%		0.6%	1.2%	1.4%	0.5%
2003 FTEs	550	185	210	502	323	249	404	427	220	220	171	496	330		315	358	350	296
2006 FTEs	499	175	207	490	323	248	398	426	222	210	162	484	320	-2.9%	294	354	349	285
2008 FTEs	488	169	208	466	346	252	406	445	225	210	158	452	319	-0.5%	288	355	359	273
2009 FTEs	514	165	192	492	325	248	405	456	225	215	160	449	321	0.6%	290	355	362	275
2011 FTEs	503	178	210	517	346	274	410	466	238	221	162	444	331	3.2%	297	379	371	276
2012 FTEs	511	182	217	526	345	279	414	482	243	232	177	461	339	2.5%	303	383	380	290
2013 FTEs	550	208	245	532	358	284	434	503	242	234	184	485	355	4.7%	335	391	393	301
2014 FTEs	534	198	245	529	363	275	451	500	251	237	181	474	353	-0.5%	326	389	401	297
2015 FTEs	544	197	236	522	360	280	449	502	245	239	177	462	351	-0.6%	326	388	399	292
2016 FTEs	548	197	245	536	364	279	456	510	247	238	185	480	357	1.7%	330	393	404	301
2017 FTEs	564	197	244	552	389	287	465	523	255	242	188	495	367	2.7%	335	410	414	308
2018 FTEs	581	203	249	568	399	296	474	541	260	251	195	512	377	2.9%	344	421	425	319

EMPLOYMENT

SFR

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
SFR	FTEs	330	320	319	321	331	339	355	353	351	357	367	377
Total Employment	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367
Share of Total	%	8.3%	7.9%	7.2%	7.3%	7.5%	7.6%	7.8%	7.4%	7.4%	7.4%	7.1%	7.0%
Annual Change in Share	%		-5.5%	-8.5%	1.8%	1.6%	2.5%	2.7%	-6.3%	1.0%	-0.8%	-3.7%	-0.9%
Change in Share from 2003	%		-5.5%	-13.5%	-11.9%	-10.5%	-8.3%	-5.8%	-11.8%	-10.9%	-11.6%	-14.8%	-15.6%
Avg Ann. Change in Share	%		-1.8%	-2.7%	-2.0%	-1.3%	-0.9%	-0.6%	-1.1%	-0.9%	-0.9%	-1.1%	-1.0%



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

STAYING VISITOR

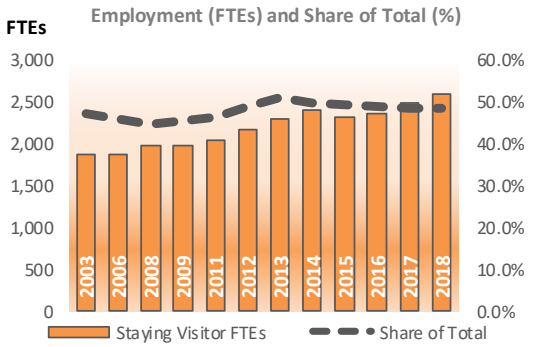
DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2018	20.5%	35.5%	46.7%	32.4%	59.7%	52.0%	50.3%	62.1%	49.2%	40.8%	37.1%	19.5%	42.0%		32.7%	47.3%	54.3%	31.3%
% Change 2017 to 2018	4.6%	5.1%	4.3%	3.4%	2.4%	4.2%	2.5%	4.2%	2.5%	5.0%	4.0%	3.8%	3.7%	Annual Change	4.6%	3.3%	3.2%	4.2%
Average Annual Change	1.4%	2.4%	3.1%	2.2%	4.0%	3.5%	3.4%	4.1%	3.3%	2.7%	2.5%	1.3%	2.8%		2.2%	3.2%	3.6%	2.1%
2003 FTEs	1,148	784	834	1,152	1,028	937	1,134	1,162	901	879	805	1,111	990		922	1,039	1,066	932
2006 FTEs	1,074	783	845	1,151	1,054	949	1,136	1,168	923	858	782	1,098	985	-0.4%	900	1,051	1,076	913
2008 FTEs	1,058	770	862	1,109	1,172	995	1,199	1,260	964	881	784	1,062	1,010	2.5%	896	1,092	1,141	909
2009 FTEs	1,128	768	816	1,191	1,103	1,018	1,237	1,347	1,008	922	805	1,073	1,035	2.5%	904	1,104	1,197	934
2011 FTEs	1,087	817	887	1,264	1,196	1,147	1,265	1,402	1,074	968	827	1,104	1,087	5.0%	931	1,202	1,247	966
2012 FTEs	1,138	869	946	1,307	1,231	1,231	1,325	1,635	1,288	1,154	1,029	1,223	1,198	10.3%	984	1,256	1,416	1,136
2013 FTEs	1,310	1,098	1,186	1,426	1,415	1,377	1,541	1,755	1,257	1,145	1,055	1,274	1,320	10.2%	1,198	1,406	1,518	1,158
2014 FTEs	1,298	1,065	1,222	1,451	1,510	1,354	1,667	1,744	1,337	1,181	1,051	1,253	1,344	1.9%	1,195	1,438	1,583	1,161
2015 FTEs	1,268	1,003	1,121	1,373	1,438	1,336	1,595	1,722	1,255	1,150	986	1,183	1,286	-4.4%	1,131	1,383	1,524	1,106
2016 FTEs	1,261	988	1,151	1,398	1,445	1,295	1,603	1,728	1,235	1,125	1,014	1,215	1,288	0.2%	1,134	1,379	1,522	1,118
2017 FTEs	1,323	1,011	1,174	1,475	1,604	1,367	1,663	1,807	1,311	1,179	1,062	1,280	1,355	5.2%	1,169	1,482	1,594	1,174
2018 FTEs	1,384	1,062	1,224	1,526	1,642	1,424	1,704	1,883	1,345	1,237	1,104	1,328	1,405	3.7%	1,223	1,530	1,644	1,223

EMPLOYMENT

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	FTEs	1,865	1,861	1,968	1,983	2,047	2,159	2,302	2,394	2,326	2,362	2,496	2,594
Total Employment	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367
Share of Total	%	47.1%	45.7%	44.5%	45.4%	46.1%	48.7%	50.9%	49.8%	49.2%	48.7%	48.3%	48.3%
Annual Change in Share	%		-2.9%	-2.7%	2.0%	1.6%	5.5%	4.6%	-2.1%	-1.3%	-1.0%	-0.9%	0.1%
Change in Share from 2003	%		-2.9%	-5.5%	-3.7%	-2.1%	3.3%	8.0%	5.8%	4.4%	3.4%	2.4%	2.6%
Avg Ann. Change in Share	%		-1.0%	-1.1%	-0.6%	-0.3%	0.4%	0.8%	0.5%	0.4%	0.3%	0.2%	0.2%

STAYING VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

DAY VISITOR

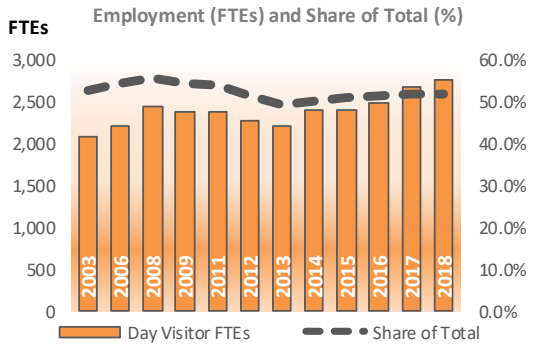
DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2018	11.1%	10.7%	65.8%	-14.0%	21.8%	0.1%	-8.5%	38.5%	20.7%	-12.9%	131.5%	179.3%	32.5%		30.5%	3.0%	17.1%	90.7%
% Change 2017 to 2018	2.1%	2.9%	2.8%	-0.6%	9.0%	5.2%	2.0%	2.5%	5.2%	-0.2%	4.8%	4.8%	3.7%	Annual Change	2.7%	5.0%	3.2%	3.9%
Average Annual Change	0.7%	0.7%	4.4%	-0.9%	1.5%	0.0%	-0.6%	2.6%	1.4%	-0.9%	8.8%	12.0%	2.2%		2.0%	0.2%	1.1%	6.0%
2003 FTEs	1,820	2,012	2,125	2,152	2,254	2,056	2,502	2,626	2,170	2,048	1,786	1,571	2,093		1,986	2,154	2,433	1,801
2006 FTEs	1,917	1,738	2,439	1,878	2,610	2,394	2,664	3,004	2,054	1,967	2,083	1,737	2,207	5.4%	2,031	2,294	2,574	1,929
2008 FTEs	2,198	2,341	3,414	1,582	2,707	2,038	2,573	3,193	2,103	1,576	3,276	2,442	2,454	11.2%	2,651	2,109	2,623	2,432
2009 FTEs	1,868	1,994	2,786	2,051	2,845	2,041	2,384	3,160	2,430	1,439	3,268	2,358	2,385	-2.8%	2,216	2,312	2,658	2,355
2011 FTEs	1,925	1,851	2,795	2,059	2,487	2,045	2,261	3,047	2,074	1,489	4,003	2,649	2,390	0.2%	2,190	2,197	2,461	2,714
2012 FTEs	1,953	1,815	2,778	1,532	2,161	1,829	2,264	3,082	1,979	1,332	3,753	2,846	2,277	-4.7%	2,182	1,841	2,442	2,643
2013 FTEs	1,761	1,804	2,259	1,561	2,451	1,681	1,949	3,137	1,725	1,251	3,477	3,594	2,221	-2.5%	1,941	1,898	2,270	2,774
2014 FTEs	1,720	1,937	3,160	1,602	2,221	1,787	2,099	3,095	2,241	1,536	3,973	3,543	2,410	8.5%	2,272	1,870	2,479	3,017
2015 FTEs	1,728	1,930	3,078	1,707	2,431	1,761	2,024	3,265	2,174	1,655	3,429	3,648	2,402	-0.3%	2,245	1,966	2,487	2,911
2016 FTEs	1,783	2,002	3,198	1,653	2,326	1,792	2,093	3,349	2,272	1,673	3,762	3,944	2,487	3.5%	2,328	1,924	2,571	3,126
2017 FTEs	1,980	2,164	3,427	1,861	2,518	1,955	2,245	3,548	2,489	1,787	3,944	4,185	2,675	7.6%	2,524	2,111	2,761	3,305
2018 FTEs	2,022	2,227	3,524	1,850	2,745	2,057	2,290	3,637	2,619	1,783	4,135	4,388	2,773	3.7%	2,591	2,217	2,849	3,435

EMPLOYMENT

DAY VISITOR

SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	FTEs	2,093	2,207	2,454	2,385	2,390	2,277	2,221	2,410	2,402	2,487	2,675	2,773
Total Employment	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367
Share of Total	%	52.9%	54.3%	55.5%	54.6%	53.9%	51.3%	49.1%	50.2%	50.8%	51.3%	51.7%	51.7%
Annual Change in Share	%		2.6%	2.3%	-1.6%	-1.3%	-4.7%	-4.3%	2.2%	1.3%	1.0%	0.9%	-0.1%
Change in Share from 2003	%		2.6%	4.9%	3.3%	1.9%	-2.9%	-7.1%	-5.1%	-3.9%	-3.0%	-2.2%	-2.3%
Avg Ann. Change in Share	%		0.9%	1.0%	0.5%	0.2%	-0.3%	-0.7%	-0.5%	-0.3%	-0.2%	-0.2%	-0.2%



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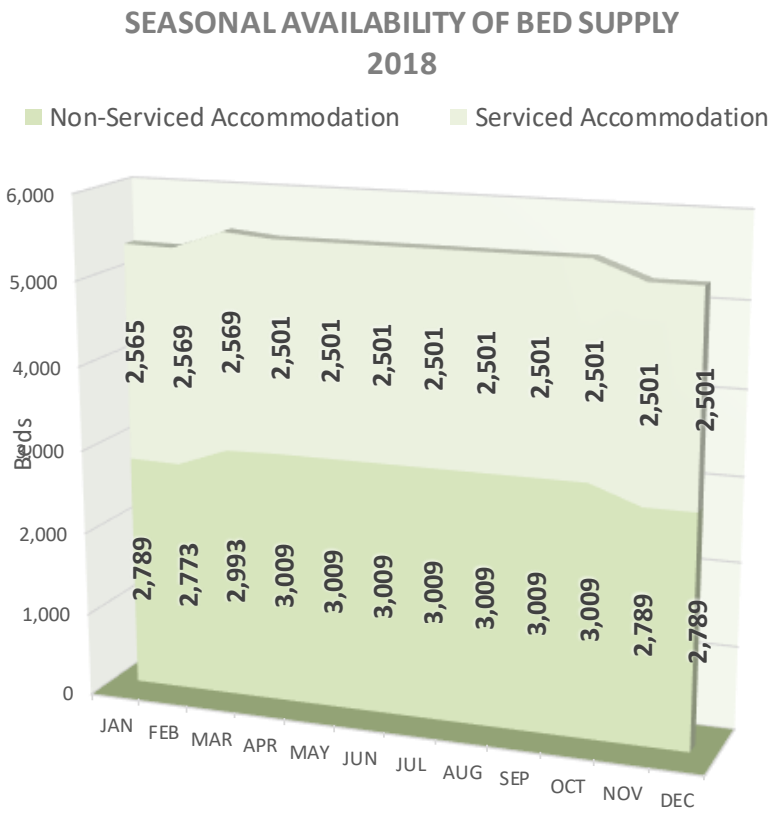
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)	2018	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2018	2018		Change on 2017		Change on 2003	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	56	2,569	-8	-20	-19	+324
+50 Room	8	1,617	0	0	+5	+964
11-50 Room	15	708	+2	+73	-6	-458
<10 Room	33	244	-10	-93	-18	-182

NON-SERVICED ACCOMMODATION 2018	2018		Change on 2017		Change on 2003	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	208	3,009	+88	+445	+182	+2,157
Self catering	67	807	+22	+248	+50	+711
Static caravans/chalets	0	48	0	0	0	+48
Touring caravans/camping	21	1,386	0	0	+12	+630
Youth Hostels	2	389	0	0		
AirBnB	118	379	+66	+197		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2018	2018		Change on 2017		Change on 2003	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	264	5,578	+80	+425	+163	+2,481
Serviced Accommodation Share of Total	21%	46%				
Non-Serviced Accommodation Share of Total	79%	54%				



SEASONAL AVAILABILITY OF BED SUPPLY 2018	2018											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	5,354	5,342	5,562	5,510	5,510	5,510	5,510	5,510	5,510	5,510	5,290	5,290
Serviced Accommodation	2,565	2,569	2,569	2,501	2,501	2,501	2,501	2,501	2,501	2,501	2,501	2,501
Non-Serviced Accommodation	2,789	2,773	2,993	3,009	3,009	3,009	3,009	3,009	3,009	3,009	2,789	2,789

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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

Report Sections With Historic Financial Data Indexed to 2018 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

Total
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

Indexation: *Indexation to: 2018*

2003	***1.55***
2006	***1.43***
2008	***1.32***
2009	***1.31***
2011	***1.21***
2012	***1.16***
2013	***1.12***
2014	***1.09***
2015	***1.08***
2016	***1.07***
2017	***1.04***
2018	***1.00***

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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

Comparing 2018 and 2017

2017 in 2018 prices (1.04)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - INDEXED TO 2018

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %
Visitor Days	M	0.624	0.634	-1.5%	0.421	0.347	21.1%	0.828	0.817	1.4%	1.873	1.798	4.2%	8.144	7.974	2.1%	10.02	9.772	2.5%
Visitor Numbers	M	0.311	0.316	-1.6%	0.064	0.052	23.8%	0.348	0.344	1.4%	0.723	0.711	1.7%	8.144	7.974	2.1%	8.867	8.685	2.1%
Direct Expenditure	£M																341.27	334.32	2.1%
Economic Impact	£M	77.05	79.98	-3.7%	27.67	21.94	26.1%	41.47	40.90	1.4%	146.19	142.82	2.4%	309.01	302.50	2.2%	455.20	445.32	2.2%
Direct Employment	FTEs	730	750	-2.7%	298	238	25.3%	377	367	2.9%	1,405	1,355	3.7%	2,773	2,675	3.7%	4,178	4,030	3.7%
Total Employment	FTEs																5,367	5,171	3.8%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - INDEXED TO 2018

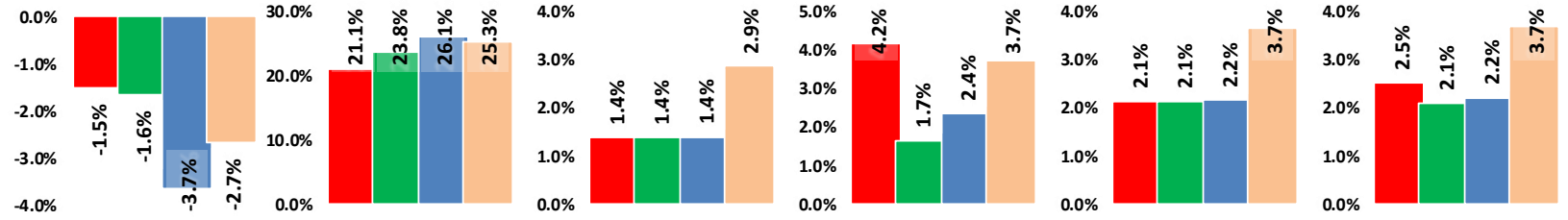
KEY

Visitor Days

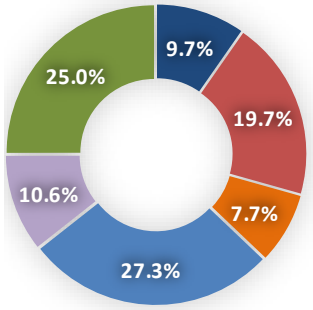
Visitor Numbers

Total Economic Impact

Direct Employment



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2018



Accommodation

Food & Drink

Recreation

Shopping

Transport

Indirect

	2018	2017	+/- %
Accommodation	44.11	44.06	0.1%
Food & Drink	89.55	87.41	2.4%
Recreation	35.25	34.42	2.4%
Shopping	124.12	121.29	2.3%
Transport	48.24	47.14	2.3%
TOTAL DIRECT	**341.27**	**334.32**	**2.1%**
Indirect	113.92	110.99	2.6%
TOTAL	**455.20**	**445.32**	**2.2%**

Sectoral Distribution of Employment - FTEs

Sectors	2018	2017	+/- %
Accommodation	585	571	2.4%
Food & Drink	1,205	1,159	3.9%
Recreation	576	554	3.9%
Shopping	1,523	1,466	3.8%
Transport	290	279	3.8%
TOTAL DIRECT	**4,178**	**4,030**	**3.7%**
Indirect	1,189	1,141	4.2%
TOTAL	**5,367**	**5,171**	**3.8%**

Accommodation

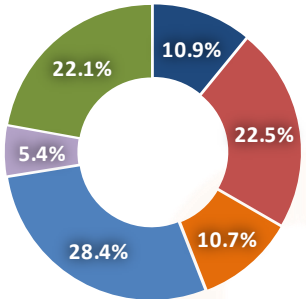
Food & Drink

Recreation

Shopping

Transport

Indirect



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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

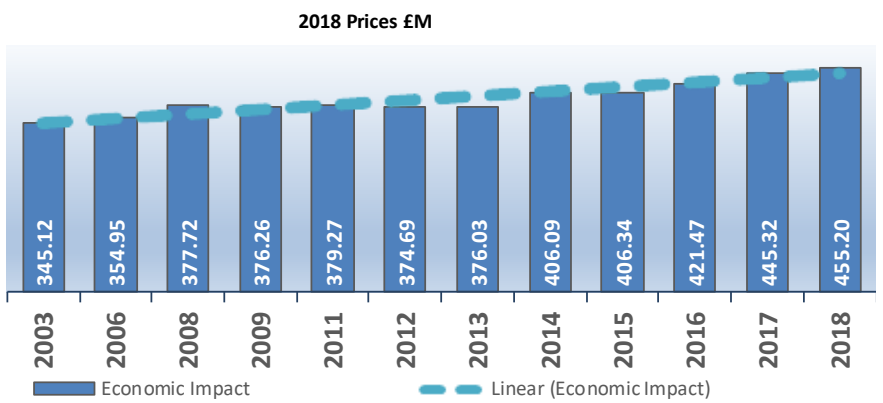
2003 to 2018
2018 Prices

TOTAL

KEY MEASURES
Indexed

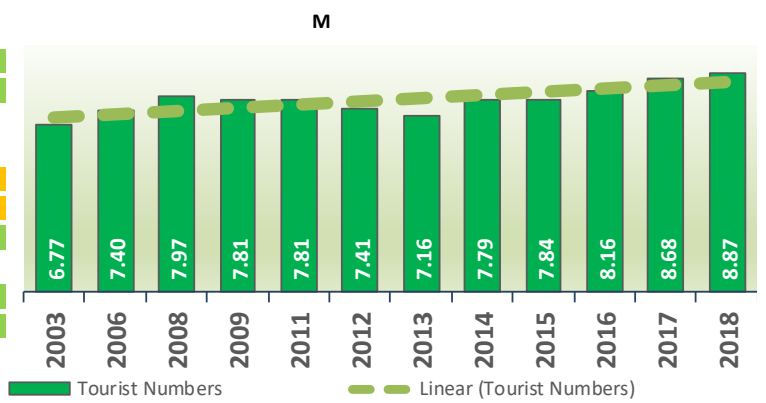
Economic Impact - Indexed - Total

	% Change Year on Year
2006	2.8%
2008	6.4%
2009	-0.4%
2011	0.8%
2012	-1.2%
2013	0.4%
2014	8.0%
2015	0.1%
2016	3.7%
2017	5.7%
2018	2.2%



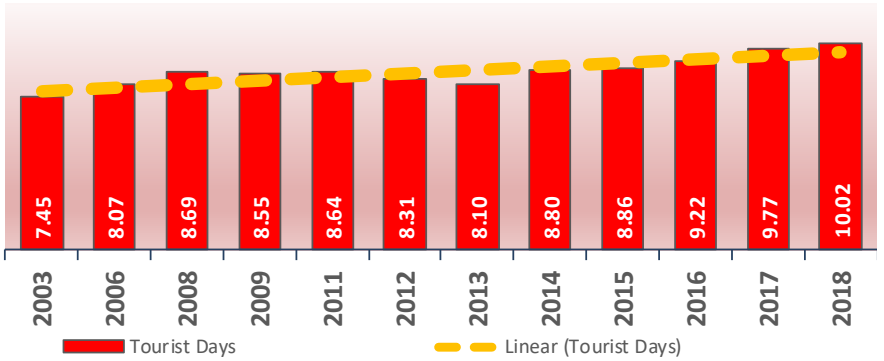
Visitor Numbers - Total

	% Change Year on Year
2006	9.3%
2008	7.7%
2009	-2.0%
2011	0.1%
2012	-5.1%
2013	-3.5%
2014	8.9%
2015	0.6%
2016	4.1%
2017	6.4%
2018	2.1%



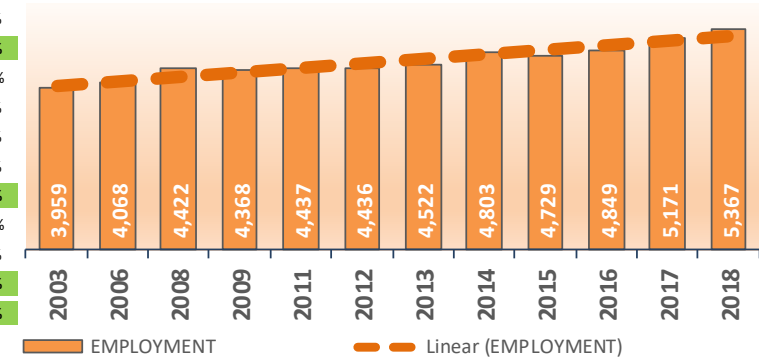
Visitor Days - Total

	% Change Year on Year
2006	8.2%
2008	7.7%
2009	-1.6%
2011	1.0%
2012	-3.8%
2013	-2.5%
2014	8.6%
2015	0.7%
2016	4.0%
2017	6.0%
2018	2.5%



Total Employment Supported - Total

	% Change Year on Year
2006	2.8%
2008	8.7%
2009	-1.2%
2011	1.6%
2012	0.0%
2013	1.9%
2014	6.2%
2015	-1.6%
2016	2.6%
2017	6.6%
2018	3.8%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		2.8%	9.4%	9.0%	9.9%	8.6%	9.0%	17.7%	17.7%	22.1%	29.0%	31.9%
Visitor Numbers		9.3%	17.7%	15.3%	15.4%	9.5%	5.7%	15.1%	15.8%	20.6%	28.3%	31.0%
Visitor Days		8.2%	16.5%	14.7%	15.9%	11.5%	8.7%	18.0%	18.9%	23.7%	31.1%	34.4%
Total Employment		2.8%	11.7%	10.3%	12.1%	12.1%	14.2%	21.3%	19.5%	22.5%	30.6%	35.6%

"Linear" = *Linear Trendline*

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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

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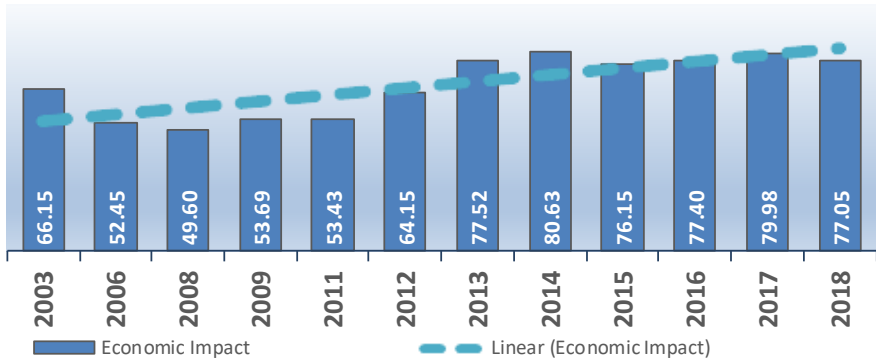
2018 Prices

SERVICED ACCOMMODATION

KEY MEASURES Indexed

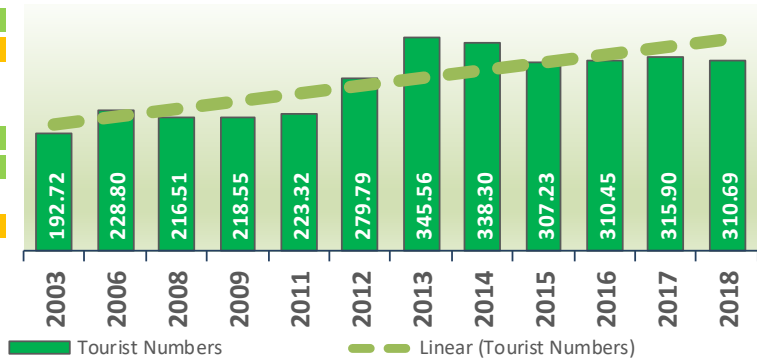
Economic Impact - Indexed - Serviced Accommodation

	% Change Year on Year
2006	-20.7%
2008	-5.4%
2009	8.2%
2011	-0.5%
2012	20.1%
2013	20.8%
2014	4.0%
2015	-5.6%
2016	1.6%
2017	3.3%
2018	-3.7%



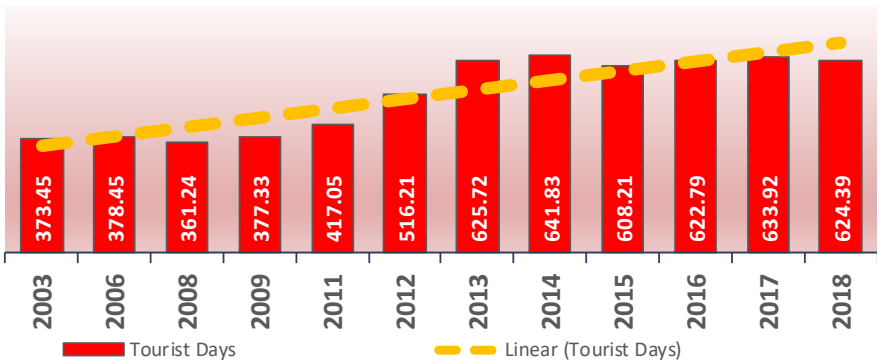
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2006	18.7%
2008	-5.4%
2009	0.9%
2011	2.2%
2012	25.3%
2013	23.5%
2014	-2.1%
2015	-9.2%
2016	1.0%
2017	1.8%
2018	-1.6%



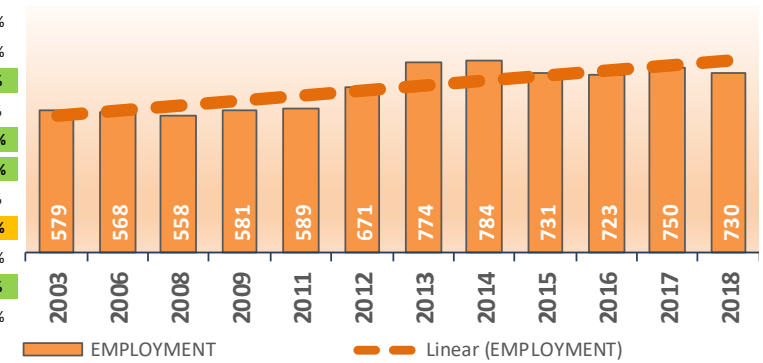
Visitor Days - Serviced Accommodation

	% Change Year on Year
2006	1.3%
2008	-4.5%
2009	4.5%
2011	10.5%
2012	23.8%
2013	21.2%
2014	2.6%
2015	-5.2%
2016	2.4%
2017	1.8%
2018	-1.5%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2006	-1.9%
2008	-1.8%
2009	4.1%
2011	1.3%
2012	14.0%
2013	15.4%
2014	1.2%
2015	-6.8%
2016	-1.1%
2017	3.7%
2018	-2.7%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		-20.7%	-25.0%	-18.8%	-19.2%	-3.0%	17.2%	21.9%	15.1%	17.0%	20.9%	16.5%
Visitor Numbers		18.7%	12.3%	13.4%	15.9%	45.2%	79.3%	75.5%	59.4%	61.1%	63.9%	61.2%
Visitor Days		1.3%	-3.3%	1.0%	11.7%	38.2%	67.6%	71.9%	62.9%	66.8%	69.7%	67.2%
Direct Employment		-1.9%	-3.7%	0.3%	1.6%	15.8%	33.6%	35.3%	26.1%	24.8%	29.5%	26.0%

"Linear" = *Linear Trendline*

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STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

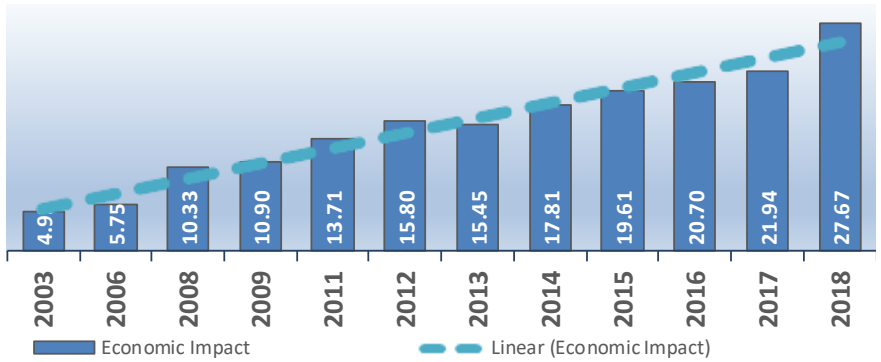
2018 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

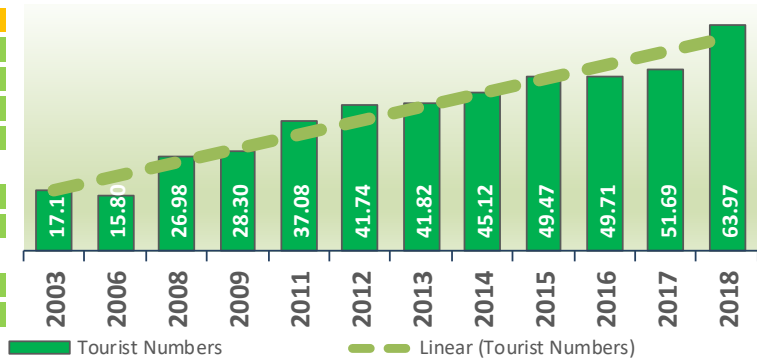
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2006	16.7%
2008	79.8%
2009	5.5%
2011	25.8%
2012	15.2%
2013	-2.2%
2014	15.2%
2015	10.1%
2016	5.6%
2017	6.0%
2018	26.1%



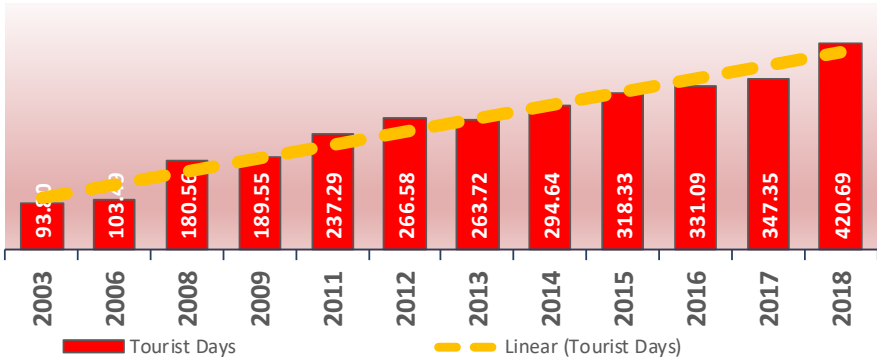
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2006	-8.0%
2008	70.8%
2009	4.9%
2011	31.0%
2012	12.6%
2013	0.2%
2014	7.9%
2015	9.6%
2016	0.5%
2017	4.0%
2018	23.8%



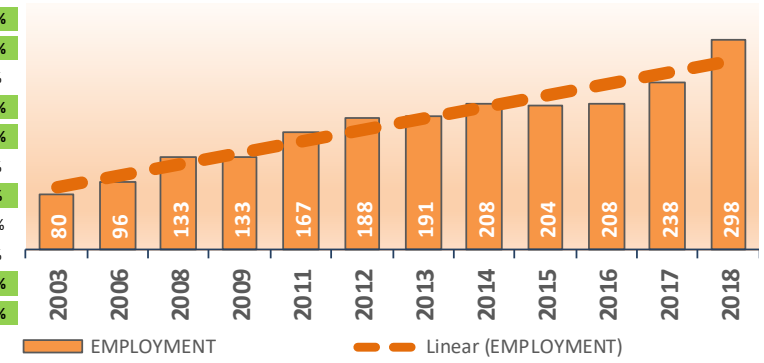
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2006	10.3%
2008	74.5%
2009	5.0%
2011	25.2%
2012	12.3%
2013	-1.1%
2014	11.7%
2015	8.0%
2016	4.0%
2017	4.9%
2018	21.1%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2006	20.0%
2008	37.8%
2009	0.1%
2011	25.5%
2012	12.6%
2013	1.5%
2014	8.7%
2015	-1.6%
2016	1.9%
2017	14.2%
2018	25.3%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		16.7%	109.8%	121.4%	178.5%	220.9%	213.9%	261.7%	298.3%	320.5%	345.7%	462.0%
Visitor Numbers		-8.0%	57.2%	64.9%	116.0%	143.2%	143.6%	162.8%	188.2%	189.6%	201.1%	272.6%
Visitor Days		10.3%	92.5%	102.1%	153.0%	184.2%	181.1%	214.1%	239.4%	253.0%	270.3%	348.5%
Direct Employment		20.0%	65.3%	65.5%	107.7%	133.9%	137.4%	158.2%	154.0%	158.7%	195.6%	270.2%

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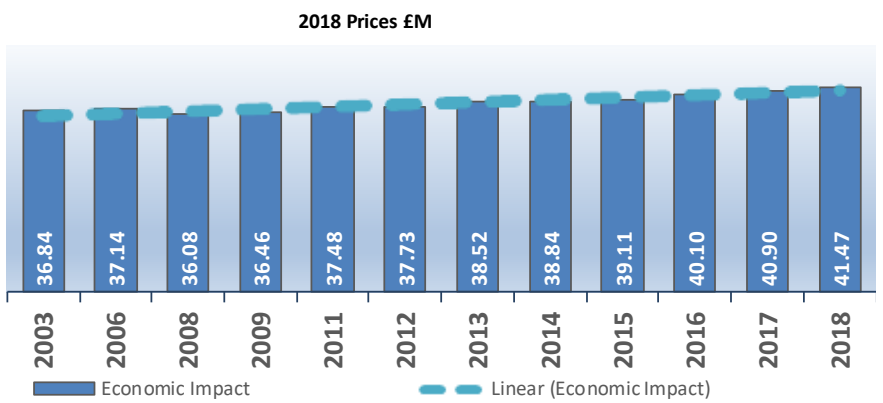
STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018 | 2018 Prices | SFR | KEY MEASURES Indexed

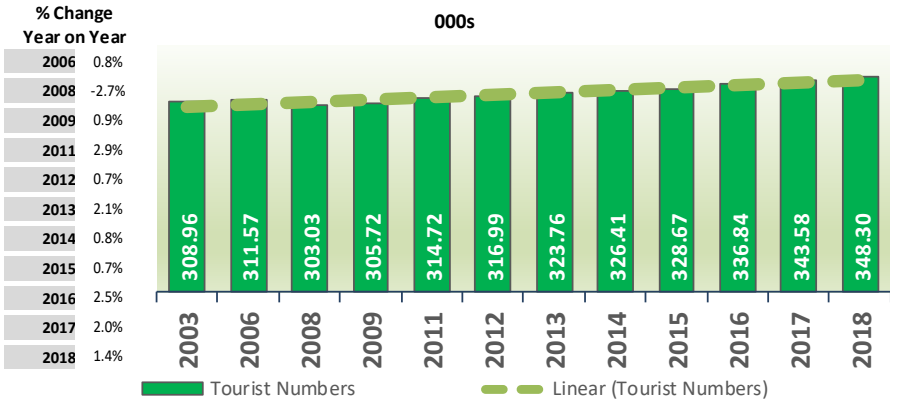
Economic Impact - Indexed - SFR

	% Change Year on Year
2006	0.8%
2008	-2.9%
2009	1.1%
2011	2.8%
2012	0.7%
2013	2.1%
2014	0.8%
2015	0.7%
2016	2.5%
2017	2.0%
2018	1.4%



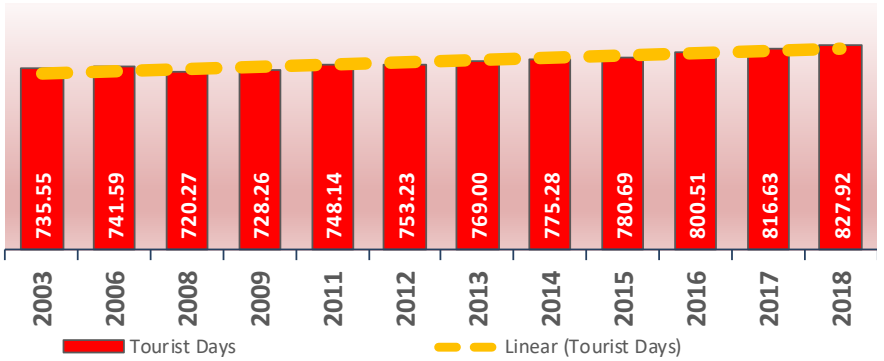
Visitor Numbers - SFR

	% Change Year on Year
2006	0.8%
2008	-2.7%
2009	0.9%
2011	2.9%
2012	0.7%
2013	2.1%
2014	0.8%
2015	0.7%
2016	2.5%
2017	2.0%
2018	1.4%



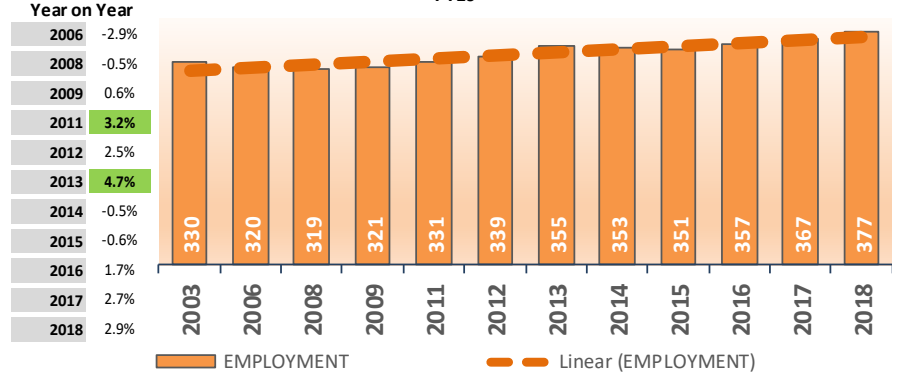
Visitor Days - SFR

	% Change Year on Year
2006	0.8%
2008	-2.9%
2009	1.1%
2011	2.7%
2012	0.7%
2013	2.1%
2014	0.8%
2015	0.7%
2016	2.5%
2017	2.0%
2018	1.4%



Direct Employment Supported - SFR

	% Change Year on Year
2006	-2.9%
2008	-0.5%
2009	0.6%
2011	3.2%
2012	2.5%
2013	4.7%
2014	-0.5%
2015	-0.6%
2016	1.7%
2017	2.7%
2018	2.9%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		0.8%	-2.1%	-1.0%	1.7%	2.4%	4.6%	5.4%	6.1%	8.8%	11.0%	12.6%
Visitor Numbers		0.8%	-1.9%	-1.0%	1.9%	2.6%	4.8%	5.6%	6.4%	9.0%	11.2%	12.7%
Visitor Days		0.8%	-2.1%	-1.0%	1.7%	2.4%	4.5%	5.4%	6.1%	8.8%	11.0%	12.6%
Direct Employment		-2.9%	-3.4%	-2.8%	0.3%	2.8%	7.6%	7.1%	6.4%	8.3%	11.2%	14.4%

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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

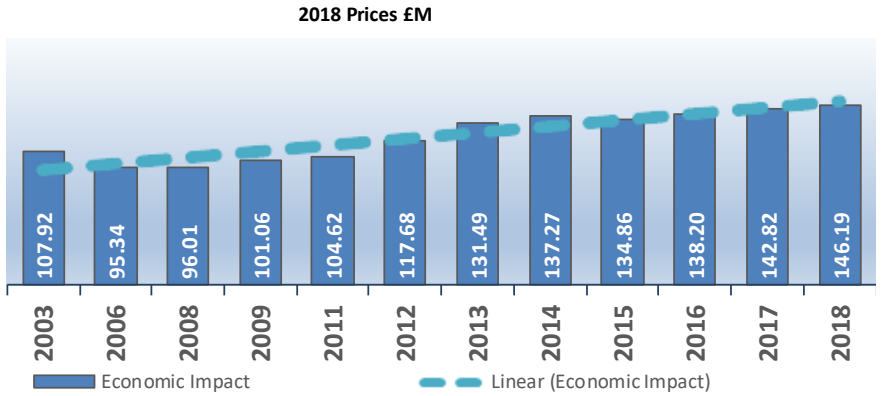
2003 to 2018
2018 Prices

STAYING VISITOR

KEY MEASURES
Indexed

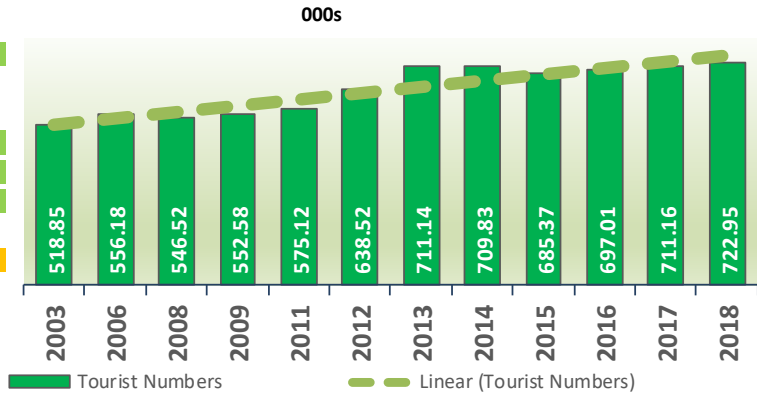
Economic Impact - Indexed - Staying Visitor

	% Change Year on Year
2006	-11.7%
2008	0.7%
2009	5.3%
2011	3.5%
2012	12.5%
2013	11.7%
2014	4.4%
2015	-1.8%
2016	2.5%
2017	3.3%
2018	2.4%



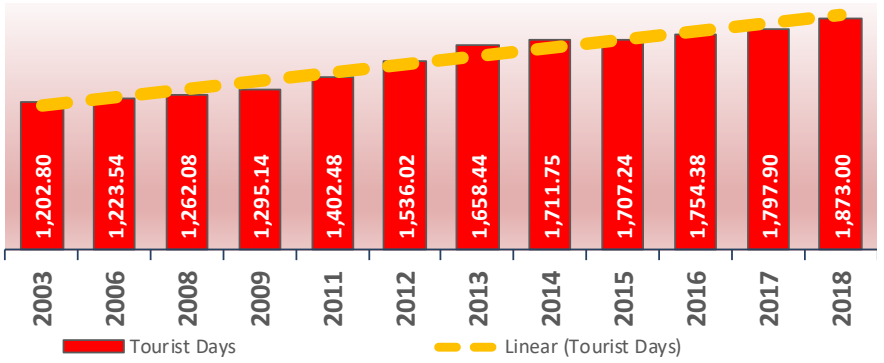
Visitor Numbers - Staying Visitor

	% Change Year on Year
2006	7.2%
2008	-1.7%
2009	1.1%
2011	4.1%
2012	11.0%
2013	11.4%
2014	-0.2%
2015	-3.4%
2016	1.7%
2017	2.0%
2018	1.7%



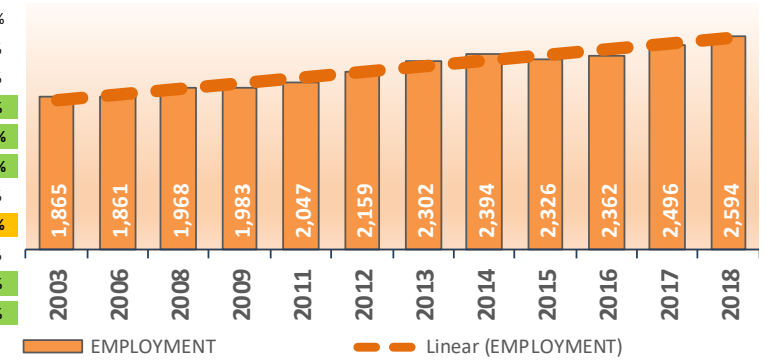
Visitor Days - Staying Visitor

	% Change Year on Year
2006	1.7%
2008	3.1%
2009	2.6%
2011	8.3%
2012	9.5%
2013	8.0%
2014	3.2%
2015	-0.3%
2016	2.8%
2017	2.5%
2018	4.2%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2006	-0.4%
2008	2.5%
2009	2.5%
2011	5.0%
2012	10.3%
2013	10.2%
2014	1.9%
2015	-4.4%
2016	0.2%
2017	5.2%
2018	3.7%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		-11.7%	-11.0%	-6.4%	-3.1%	9.0%	21.8%	27.2%	25.0%	28.1%	32.3%	35.5%
Visitor Numbers		7.2%	5.3%	6.5%	10.8%	23.1%	37.1%	36.8%	32.1%	34.3%	37.1%	39.3%
Visitor Days		1.7%	4.9%	7.7%	16.6%	27.7%	37.9%	42.3%	41.9%	45.9%	49.5%	55.7%
Direct Employment		-0.2%	5.5%	6.3%	9.7%	15.8%	23.4%	28.3%	24.7%	26.6%	33.8%	39.1%

"Linear" = *Linear Trendline*

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STEAM FINAL TREND REPORT FOR 2003-2018
THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

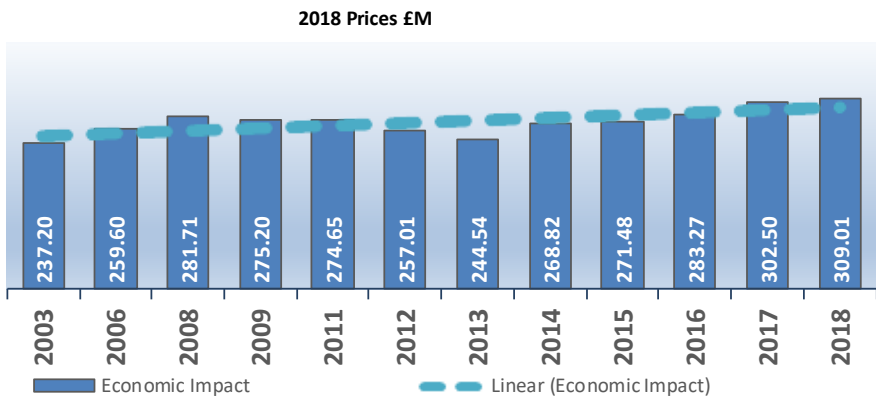
2003 to 2018
2018 Prices

DAY VISITOR

KEY MEASURES
Indexed

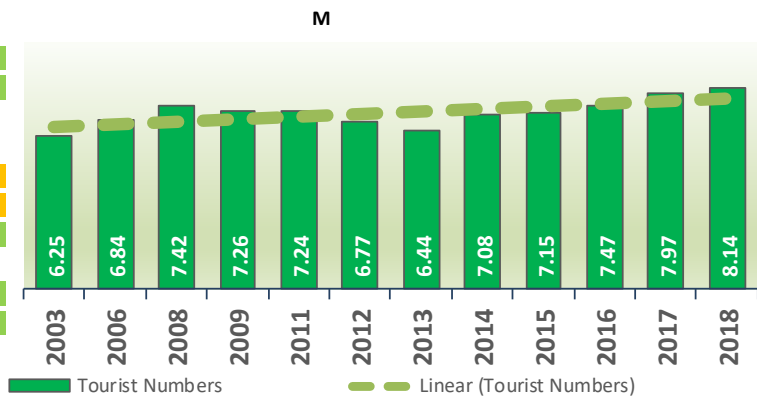
Economic Impact - Indexed - Day Visitor

	% Change Year on Year
2006	9.4%
2008	8.5%
2009	-2.3%
2011	-0.2%
2012	-6.4%
2013	-4.9%
2014	9.9%
2015	1.0%
2016	4.3%
2017	6.8%
2018	2.2%



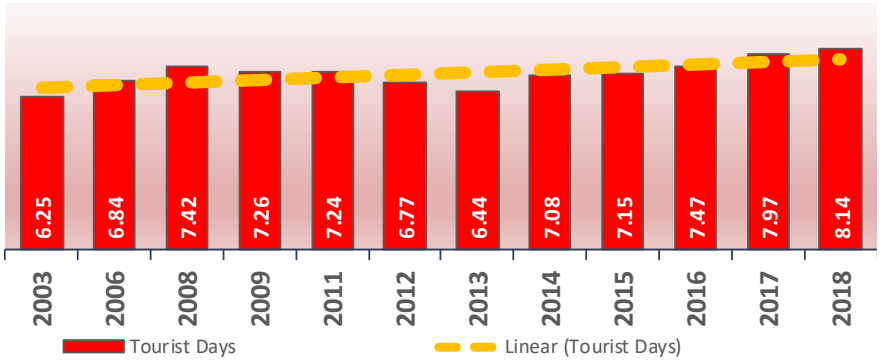
Visitor Numbers - Day Visitor

	% Change Year on Year
2006	9.5%
2008	8.5%
2009	-2.3%
2011	-0.2%
2012	-6.4%
2013	-4.9%
2014	9.9%
2015	1.0%
2016	4.3%
2017	6.8%
2018	2.1%



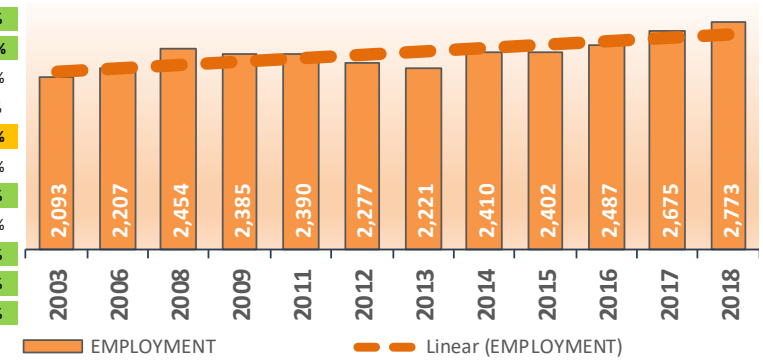
Visitor Days - Day Visitor

	% Change Year on Year
2006	9.5%
2008	8.5%
2009	-2.3%
2011	-0.2%
2012	-6.4%
2013	-4.9%
2014	9.9%
2015	1.0%
2016	4.3%
2017	6.8%
2018	2.1%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2006	5.4%
2008	11.2%
2009	-2.8%
2011	0.2%
2012	-4.7%
2013	-2.5%
2014	8.5%
2015	-0.3%
2016	3.5%
2017	7.6%
2018	3.7%



% Change from 2003	2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		9.4%	18.8%	16.0%	15.8%	8.3%	3.1%	13.3%	14.5%	19.4%	27.5%	30.3%
Visitor Numbers		9.5%	18.8%	16.1%	15.8%	8.3%	3.1%	13.3%	14.4%	19.4%	27.5%	30.3%
Visitor Days		9.5%	18.8%	16.1%	15.8%	8.3%	3.1%	13.3%	14.4%	19.4%	27.5%	30.3%
Direct Employment		5.4%	17.2%	13.9%	14.2%	8.8%	6.1%	15.1%	14.8%	18.8%	27.8%	32.5%

"Linear" = *Linear Trendline*

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Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018

THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)

2003 to 2018

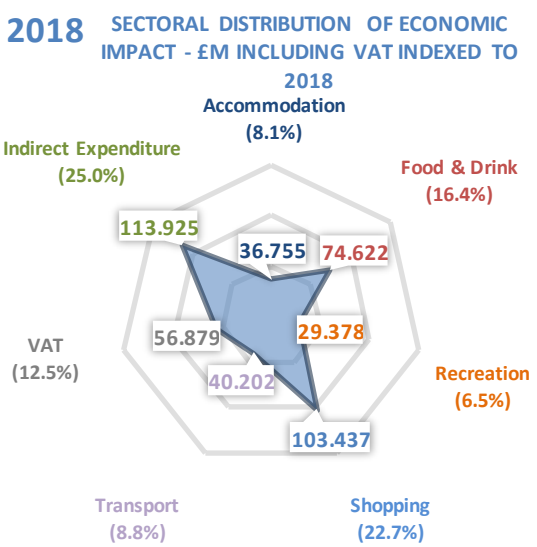
2018 Prices

TOTAL

SECTORAL ANALYSIS Indexed

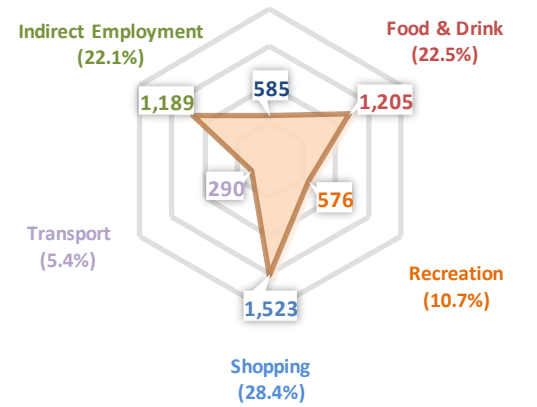
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2018

SECTOR / YEAR		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	£M	32.52	23.34	22.68	25.66	23.54	28.14	33.41	35.69	34.53	35.41	36.72	36.75
Food & Drink	£M	56.37	60.64	64.84	65.40	63.73	62.11	61.39	66.16	66.36	68.81	72.85	74.62
Recreation	£M	22.29	24.04	25.87	26.05	25.34	24.49	24.01	25.94	26.07	27.04	28.68	29.38
Shopping	£M	79.30	85.70	92.13	92.60	89.66	86.14	84.03	91.09	91.63	95.23	101.08	103.44
Transport	£M	30.60	32.95	35.37	35.65	34.70	33.60	33.04	35.62	35.76	37.07	39.28	40.20
Direct Revenue	£M	221.09	226.68	240.89	245.36	236.97	234.49	235.88	254.49	254.36	263.56	278.60	284.39
VAT	£M	38.69	39.67	42.16	36.80	47.39	46.90	47.18	50.90	50.87	52.71	55.72	56.88
Direct Expenditure	£M	259.78	266.35	283.04	282.17	284.36	281.38	283.06	305.39	305.23	316.28	334.32	341.27
Indirect Expenditure	£M	85.34	88.60	94.68	94.09	94.91	93.30	92.97	100.70	101.11	105.19	110.99	113.92
TOTAL	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	FTEs	449	456	455	470	474	520	568	583	543	536	571	585
Food & Drink	FTEs	877	908	995	978	998	990	1,003	1,067	1,057	1,087	1,159	1,205
Recreation	FTEs	421	437	482	473	482	474	476	508	504	518	554	576
Shopping	FTEs	1,124	1,170	1,289	1,262	1,280	1,252	1,252	1,339	1,330	1,372	1,466	1,523
Transport	FTEs	213	221	242	238	243	239	241	257	254	262	279	290
Direct Employment	FTEs	3,083	3,192	3,463	3,420	3,477	3,475	3,541	3,754	3,688	3,775	4,030	4,178
Indirect Employment	FTEs	876	876	959	948	960	961	982	1,049	1,040	1,074	1,141	1,189
TOTAL	FTEs	3,959	4,068	4,422	4,368	4,437	4,436	4,522	4,803	4,729	4,849	5,171	5,367



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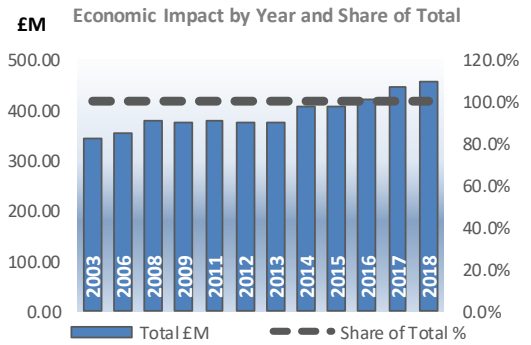
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 2018 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2018 / 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 2018	7.3%	11.8%	56.1%	-1.7%	30.3%	11.9%	11.0%	50.7%	23.7%	-0.4%	96.3%	103.3%	31.9%		25.5%	13.6%	28.9%	63.9%
% Change 2017 to 2018	1.4%	1.8%	1.3%	-0.3%	5.2%	3.4%	0.5%	1.9%	2.8%	0.8%	3.3%	3.3%	2.2%	Annual Change	1.5%	3.0%	1.7%	2.7%
Average Annual Change	0.5%	0.8%	3.7%	-0.1%	2.0%	0.8%	0.7%	3.4%	1.6%	0.0%	6.4%	6.9%	2.1%		1.7%	0.9%	1.9%	4.3%
2003 £M	27.04	25.57	27.55	30.52	31.10	27.94	34.84	35.44	28.80	27.34	24.10	24.88	345.12		80.16	89.56	99.09	76.32
2006 £M	26.49	22.24	30.03	27.70	34.26	30.96	37.51	40.87	27.50	25.82	25.95	25.62	354.95	2.8%	78.75	92.91	105.88	77.39
2008 £M	28.38	27.36	39.04	23.41	35.64	27.22	36.52	42.92	27.57	21.83	36.70	31.13	377.72	6.4%	94.78	86.27	107.01	89.66
2009 £M	26.22	23.84	32.13	29.23	36.27	27.65	35.76	44.98	31.40	21.21	37.03	30.53	376.26	-0.4%	82.20	93.14	112.15	88.77
2011 £M	26.06	23.22	33.24	29.69	33.56	28.85	33.87	43.33	28.37	21.95	44.03	33.11	379.27	0.8%	82.51	92.10	105.56	99.10
2012 £M	26.17	23.00	32.98	24.77	30.23	27.15	33.77	46.54	29.35	22.15	43.24	35.35	374.69	-1.2%	82.14	82.15	109.66	100.74
2013 £M	25.46	25.22	30.54	25.51	34.18	26.62	33.10	47.46	25.61	20.50	39.89	41.93	376.03	0.4%	81.23	86.32	106.17	102.32
2014 £M	25.12	26.20	39.90	26.56	33.74	27.64	36.72	47.01	32.12	24.22	45.09	41.77	406.09	8.0%	91.22	87.95	115.84	111.08
2015 £M	25.81	26.17	38.68	27.42	35.75	28.22	35.76	48.93	31.19	25.74	39.96	42.71	406.34	0.1%	90.67	91.39	115.88	108.41
2016 £M	26.53	26.95	40.75	27.71	35.20	28.32	36.93	50.32	32.24	25.83	44.16	46.53	421.47	3.7%	94.23	91.23	119.50	116.51
2017 £M	28.60	28.07	42.46	30.07	38.54	30.23	38.48	52.41	34.67	27.01	45.80	48.98	445.32	5.7%	99.14	98.83	125.56	121.79
2018 £M	29.00	28.58	43.00	29.99	40.53	31.26	38.66	53.41	35.63	27.23	47.30	50.60	455.20	2.2%	100.59	101.78	127.70	125.13

ECONOMIC IMPACT - INDEXED TO 2018													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Total	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20
All Visitor Types	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20
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%
Annual Change in Share	%												
Change in Share from 2003	%												
Avg Ann. Change in Share	%												

TOTAL



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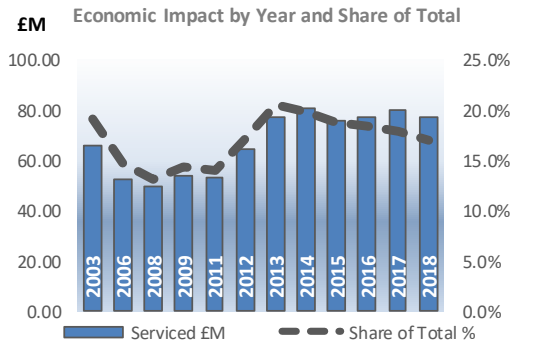
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 2018 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 2018 / 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 2018		-14.3%	4.5%	21.4%	8.1%	31.3%	15.2%	44.4%	82.2%	1.7%	7.0%	4.2%	-24.0%	16.5%		4.7%	19.0%	42.5%	-3.9%
% Change 2017 to 2018		-1.6%	-1.7%	-3.3%	-5.0%	-4.6%	-2.8%	-5.6%	-3.2%	-6.3%	-2.4%	-2.3%	-2.4%	-3.7%	Annual Change	-2.4%	-4.1%	-4.8%	-2.3%
Average Annual Change		-1.0%	0.3%	1.4%	0.5%	2.1%	1.0%	3.0%	5.5%	0.1%	0.5%	0.3%	-1.6%	1.1%		0.3%	1.3%	2.8%	-0.3%
2003	£M	4.647	4.755	5.372	5.029	6.160	5.589	6.672	5.606	5.761	5.746	5.493	5.323	66.15		14.77	16.78	18.04	16.56
2006	£M	2.740	3.350	3.916	4.148	4.837	4.376	6.618	6.187	4.515	4.227	3.780	3.758	52.45	-20.7%	10.01	13.36	17.32	11.77
2008	£M	2.494	3.043	4.051	3.317	4.956	4.069	6.527	6.204	3.976	4.240	3.515	3.209	49.60	-5.4%	9.588	12.34	16.71	10.96
2009	£M	3.125	2.784	3.169	4.136	4.382	4.305	7.228	8.077	4.565	4.820	3.776	3.325	53.69	8.2%	9.078	12.82	19.87	11.92
2011	£M	2.653	3.486	4.065	4.266	4.709	4.647	6.397	7.333	4.414	4.670	3.585	3.204	53.43	-0.5%	10.20	13.62	18.14	11.46
2012	£M	2.716	3.736	4.125	4.380	4.786	5.137	6.353	10.28	6.491	6.541	5.708	3.901	64.15	20.1%	10.58	14.30	23.13	16.15
2013	£M	3.970	6.299	6.865	5.358	6.569	6.527	9.065	11.35	5.674	5.989	5.715	4.136	77.52	20.8%	17.13	18.45	26.09	15.84
2014	£M	3.772	5.751	7.354	5.563	7.716	6.343	10.58	10.54	6.843	6.548	5.702	3.920	80.63	4.0%	16.88	19.62	27.96	16.17
2015	£M	3.945	5.453	6.437	5.076	7.289	6.711	9.872	10.20	6.111	6.536	5.123	3.399	76.15	-5.6%	15.83	19.08	26.18	15.06
2016	£M	3.853	5.302	6.949	5.463	7.398	6.361	10.06	10.33	5.951	6.154	5.725	3.854	77.40	1.6%	16.10	19.22	26.34	15.73
2017	£M	4.046	5.054	6.744	5.720	8.481	6.626	10.21	10.55	6.248	6.298	5.855	4.145	79.98	3.3%	15.84	20.83	27.01	16.30
2018	£M	3.982	4.967	6.520	5.437	8.091	6.438	9.633	10.21	5.856	6.149	5.722	4.045	77.05	-3.7%	15.47	19.97	25.70	15.92

ECONOMIC IMPACT - INDEXED TO 2018													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	£M	66.15	52.45	49.60	53.69	53.43	64.15	77.52	80.63	76.15	77.40	79.98	77.05
All Visitor Types	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20
Share of Total	%	19.2%	14.8%	13.1%	14.3%	14.1%	17.1%	20.6%	19.9%	18.7%	18.4%	18.0%	16.9%
Annual Change in Share	%		-22.9%	-11.1%	8.7%	-1.3%	21.5%	20.4%	-3.7%	-5.6%	-2.0%	-2.2%	-5.7%
Change in Share from 2003	%		-22.9%	-31.5%	-25.6%	-26.5%	-10.7%	7.5%	3.6%	-2.2%	-4.2%	-6.3%	-11.7%
Avg Ann. Change in Share	%		-7.6%	-6.3%	-4.3%	-3.3%	-1.2%	0.8%	0.3%	-0.2%	-0.3%	-0.5%	-0.8%

SERVICED ACCOMMODATION



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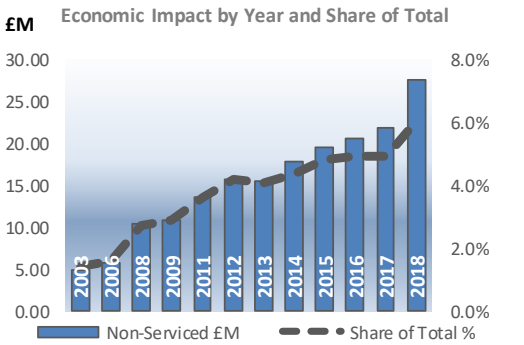
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 2018 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 2018 / 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 2018		945.3%	1017.0%	916.8%	336.8%	407.5%	382.3%	331.9%	321.0%	513.6%	969.7%	835.1%	920.5%	462.0%		953.7%	378.8%	365.7%	914.9%
% Change 2017 to 2018		40.0%	34.6%	28.7%	29.3%	21.5%	20.0%	22.6%	25.1%	18.1%	36.1%	35.7%	40.0%	26.1%	Annual Change	33.3%	22.9%	22.3%	36.9%
Average Annual Change		63.0%	67.8%	61.1%	22.5%	27.2%	25.5%	22.1%	21.4%	34.2%	64.6%	55.7%	61.4%	30.8%		63.6%	25.3%	24.4%	61.0%
2003	£M	0.089	0.097	0.146	0.497	0.650	0.623	0.792	1.061	0.501	0.207	0.150	0.110	4.923		0.331	1.771	2.354	0.467
2006	£M	0.139	0.161	0.199	0.405	0.718	0.720	0.932	1.122	0.711	0.287	0.190	0.162	5.746	16.7%	0.499	1.843	2.765	0.639
2008	£M	0.254	0.325	0.371	0.560	1.522	1.272	1.549	1.966	1.350	0.525	0.352	0.284	10.33	79.8%	0.950	3.354	4.865	1.161
2009	£M	0.261	0.323	0.360	0.711	1.451	1.364	1.767	2.200	1.346	0.513	0.330	0.275	10.90	5.5%	0.944	3.526	5.313	1.118
2011	£M	0.230	0.329	0.436	0.823	1.766	2.032	1.947	2.421	1.852	0.935	0.584	0.357	13.71	25.8%	0.994	4.621	6.220	1.876
2012	£M	0.346	0.503	0.712	1.100	1.924	2.214	2.279	2.806	1.990	0.929	0.589	0.404	15.80	15.2%	1.561	5.238	7.076	1.922
2013	£M	0.353	0.489	0.737	1.022	1.889	2.096	2.232	2.779	1.922	0.911	0.606	0.418	15.45	-2.2%	1.579	5.007	6.933	1.936
2014	£M	0.464	0.623	0.928	1.260	2.052	2.163	2.484	3.108	2.146	1.214	0.793	0.572	17.81	15.2%	2.014	5.475	7.738	2.578
2015	£M	0.542	0.718	1.067	1.422	2.226	2.324	2.666	3.330	2.331	1.408	0.905	0.667	19.61	10.1%	2.327	5.972	8.328	2.980
2016	£M	0.627	0.801	1.155	1.539	2.321	2.342	2.744	3.429	2.419	1.566	1.002	0.755	20.70	5.6%	2.583	6.201	8.592	3.323
2017	£M	0.662	0.801	1.151	1.681	2.714	2.505	2.791	3.570	2.605	1.628	1.033	0.802	21.94	6.0%	2.614	6.899	8.965	3.463
2018	£M	0.927	1.078	1.481	2.173	3.299	3.006	3.420	4.467	3.077	2.217	1.402	1.122	27.67	26.1%	3.486	8.477	10.96	4.741

ECONOMIC IMPACT - INDEXED TO 2018													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	£M	4.923	5.746	10.33	10.90	13.71	15.80	15.45	17.81	19.61	20.70	21.94	27.67
All Visitor Types	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20
Share of Total	%	1.4%	1.6%	2.7%	2.9%	3.6%	4.2%	4.1%	4.4%	4.8%	4.9%	4.9%	6.1%
Annual Change in Share	%		13.5%	68.9%	5.9%	24.8%	16.6%	-2.5%	6.7%	10.1%	1.8%	0.3%	23.4%
Change in Share from 2003	%		13.5%	91.7%	103.1%	153.4%	195.5%	188.1%	207.4%	238.3%	244.3%	245.4%	326.1%
Avg Ann. Change in Share	%		4.5%	18.3%	17.2%	19.2%	21.7%	18.8%	18.9%	19.9%	18.8%	17.5%	21.7%

NON-SERVICED ACCOMMODATION



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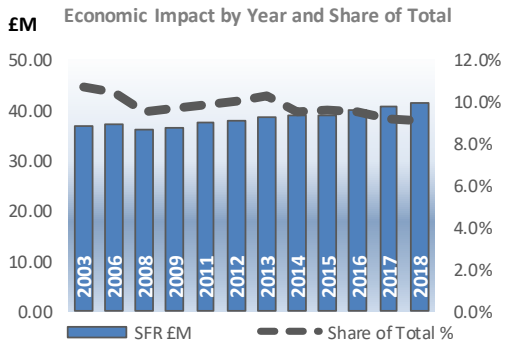
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 2018 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 2018 / 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 2018	3.9%	7.7%	16.6%	11.3%	21.5%	17.1%	15.5%	24.6%	16.2%	12.4%	11.7%	1.4%	12.6%		7.5%	15.7%	19.3%	6.1%
% Change 2017 to 2018	1.6%	1.3%	0.7%	1.4%	0.9%	1.6%	0.5%	1.9%	0.5%	2.5%	1.8%	1.9%	1.4%	Annual Change	1.3%	1.3%	1.1%	2.0%
Average Annual Change	0.3%	0.5%	1.1%	0.8%	1.4%	1.1%	1.0%	1.6%	1.1%	0.8%	0.8%	0.1%	0.8%		0.5%	1.0%	1.3%	0.4%
2003 £M	5.124	1.722	1.959	4.673	3.006	2.316	3.758	3.978	2.049	2.047	1.595	4.619	36.84		8.804	9.995	9.785	8.261
2006 £M	4.821	1.693	1.999	4.739	3.120	2.395	3.849	4.116	2.142	2.030	1.567	4.674	37.14	0.8%	8.514	10.25	10.11	8.270
2008 £M	4.600	1.590	1.957	4.399	3.261	2.378	3.832	4.201	2.121	1.981	1.492	4.267	36.08	-2.9%	8.147	10.04	10.15	7.739
2009 £M	4.876	1.566	1.816	4.663	3.081	2.355	3.843	4.322	2.131	2.041	1.512	4.258	36.46	1.1%	8.258	10.10	10.30	7.812
2011 £M	4.747	1.683	1.980	4.884	3.265	2.590	3.870	4.398	2.244	2.089	1.533	4.194	37.48	2.8%	8.410	10.74	10.51	7.816
2012 £M	4.737	1.689	2.013	4.876	3.195	2.589	3.835	4.472	2.254	2.153	1.641	4.276	37.73	0.7%	8.439	10.66	10.56	8.070
2013 £M	4.979	1.885	2.215	4.809	3.237	2.565	3.924	4.549	2.190	2.115	1.664	4.391	38.52	2.1%	9.079	10.61	10.66	8.169
2014 £M	4.897	1.813	2.242	4.849	3.325	2.521	4.138	4.581	2.296	2.174	1.661	4.340	38.84	0.8%	8.952	10.69	11.02	8.175
2015 £M	5.051	1.824	2.195	4.847	3.345	2.601	4.165	4.659	2.278	2.215	1.643	4.285	39.11	0.7%	9.071	10.79	11.10	8.143
2016 £M	5.131	1.846	2.288	5.019	3.405	2.610	4.268	4.772	2.313	2.226	1.727	4.492	40.10	2.5%	9.266	11.03	11.35	8.445
2017 £M	5.239	1.831	2.268	5.131	3.618	2.669	4.320	4.862	2.370	2.245	1.750	4.598	40.90	2.0%	9.338	11.42	11.55	8.592
2018 £M	5.324	1.855	2.283	5.202	3.652	2.711	4.341	4.955	2.381	2.301	1.781	4.685	41.47	1.4%	9.462	11.56	11.68	8.767

ECONOMIC IMPACT - INDEXED TO 2018													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
SFR	£M	36.84	37.14	36.08	36.46	37.48	37.73	38.52	38.84	39.11	40.10	40.90	41.47
All Visitor Types	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20
Share of Total	%	10.7%	10.5%	9.6%	9.7%	9.9%	10.1%	10.2%	9.6%	9.6%	9.5%	9.2%	9.1%
Annual Change in Share	%		-2.0%	-8.7%	1.5%	2.0%	1.9%	1.7%	-6.6%	0.6%	-1.1%	-3.5%	-0.8%
Change in Share from 2003	%		-2.0%	-10.5%	-9.2%	-7.4%	-5.7%	-4.0%	-10.4%	-9.8%	-10.9%	-14.0%	-14.7%
Avg Ann. Change in Share	%		-0.7%	-2.1%	-1.5%	-0.9%	-0.6%	-0.4%	-0.9%	-0.8%	-0.8%	-1.0%	-1.0%

SFR



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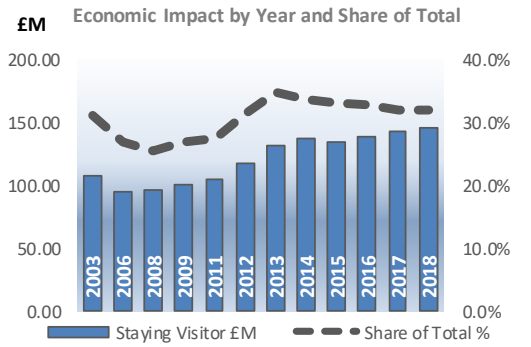
Report Prepared by: Alison Tipler. Date of Issue: 04/09/19

STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 2018 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 2018 / 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 2018		3.8%	20.2%	37.6%	25.6%	53.2%	42.5%	55.0%	84.5%	36.1%	33.3%	23.0%	-2.0%	35.5%		18.8%	40.2%	60.2%	16.3%
% Change 2017 to 2018		2.9%	2.8%	1.2%	2.2%	1.5%	3.0%	0.4%	3.4%	0.8%	4.9%	3.1%	3.2%	2.4%	Annual Change	2.2%	2.2%	1.7%	3.8%
Average Annual Change		0.3%	1.3%	2.5%	1.7%	3.5%	2.8%	3.7%	5.6%	2.4%	2.2%	1.5%	-0.1%	2.4%		1.3%	2.7%	4.0%	1.1%
2003	£M	9.860	6.573	7.476	10.20	9.817	8.528	11.22	10.64	8.311	8.000	7.238	10.05	107.92		23.91	28.54	30.18	25.29
2006	£M	7.700	5.204	6.114	9.293	8.675	7.491	11.40	11.42	7.369	6.544	5.537	8.594	95.34	-11.7%	19.02	25.46	30.19	20.68
2008	£M	7.348	4.958	6.380	8.276	9.740	7.720	11.91	12.37	7.447	6.746	5.359	7.759	96.01	0.7%	18.69	25.74	31.73	19.86
2009	£M	8.261	4.673	5.346	9.510	8.914	8.025	12.84	14.60	8.041	7.375	5.618	7.859	101.06	5.3%	18.28	26.45	35.48	20.85
2011	£M	7.629	5.499	6.480	9.973	9.741	9.269	12.21	14.15	8.510	7.694	5.703	7.754	104.62	3.5%	19.61	28.98	34.88	21.15
2012	£M	7.800	5.928	6.849	10.36	9.905	9.941	12.47	17.56	10.74	9.622	7.938	8.581	117.68	12.5%	20.58	30.20	40.76	26.14
2013	£M	9.302	8.673	9.817	11.19	11.69	11.19	15.22	18.68	9.786	9.016	7.985	8.945	131.49	11.7%	27.79	34.07	43.68	25.95
2014	£M	9.132	8.187	10.52	11.67	13.09	11.03	17.20	18.23	11.28	9.936	8.156	8.832	137.27	4.4%	27.84	35.79	46.72	26.92
2015	£M	9.538	7.995	9.699	11.35	12.86	11.64	16.70	18.19	10.72	10.16	7.671	8.351	134.86	-1.8%	27.23	35.84	45.61	26.18
2016	£M	9.611	7.949	10.39	12.02	13.12	11.31	17.07	18.53	10.68	9.946	8.454	9.101	138.20	2.5%	27.95	36.46	46.29	27.50
2017	£M	9.946	7.686	10.16	12.53	14.81	11.80	17.32	18.98	11.22	10.17	8.637	9.544	142.82	3.3%	27.79	39.15	47.52	28.35
2018	£M	10.23	7.899	10.28	12.81	15.04	12.15	17.39	19.64	11.31	10.67	8.905	9.852	146.19	2.4%	28.42	40.01	48.34	29.42

ECONOMIC IMPACT - INDEXED TO 2018													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	£M	107.92	95.34	96.01	101.06	104.62	117.68	131.49	137.27	134.86	138.20	142.82	146.19
All Visitor Types	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20
Share of Total	%	31.3%	26.9%	25.4%	26.9%	27.6%	31.4%	35.0%	33.8%	33.2%	32.8%	32.1%	32.1%
Annual Change in Share	%		-14.1%	-5.4%	5.7%	2.7%	13.9%	11.3%	-3.3%	-1.8%	-1.2%	-2.2%	0.1%
Change in Share from 2003	%		-14.1%	-18.7%	-14.1%	-11.8%	0.4%	11.8%	8.1%	6.1%	4.9%	2.6%	2.7%
Avg Ann. Change in Share	%		-4.7%	-3.7%	-2.4%	-1.5%	0.0%	1.2%	0.7%	0.5%	0.4%	0.2%	0.2%

STAYING VISITOR



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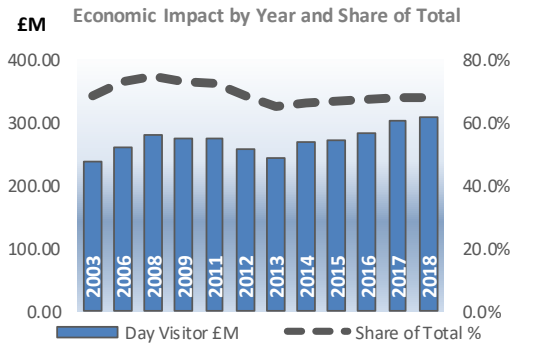
STEAM FINAL TREND REPORT FOR 2003-2018 THE NATIONAL FOREST EXPANDED REPORT - INCLUDING AIRBNB (FROM '15)										2003 to 2018 2018 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2018 / 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 2018		9.3%	8.9%	63.0%	-15.4%	19.7%	-1.6%	-10.0%	36.2%	18.7%	-14.4%	127.7%	174.7%	30.3%		28.3%	1.2%	15.2%	87.5%
% Change 2017 to 2018		0.6%	1.4%	1.3%	-2.0%	7.4%	3.7%	0.5%	1.0%	3.7%	-1.7%	3.3%	3.3%	2.2%	Annual Change	1.2%	3.5%	1.7%	2.4%
Average Annual Change		0.6%	0.6%	4.2%	-1.0%	1.3%	-0.1%	-0.7%	2.4%	1.2%	-1.0%	8.5%	11.6%	2.0%		1.9%	0.1%	1.0%	5.8%
2003	£M	17.18	18.99	20.07	20.32	21.29	19.41	23.62	24.80	20.49	19.34	16.86	14.83	237.20		56.25	61.01	68.91	51.03
2006	£M	18.79	17.03	23.91	18.41	25.58	23.47	26.11	29.45	20.13	19.28	20.42	17.02	259.60	9.4%	59.74	67.46	75.69	56.72
2008	£M	21.03	22.40	32.66	15.14	25.90	19.50	24.61	30.55	20.12	15.08	31.34	23.37	281.71	8.5%	76.10	60.54	75.28	69.79
2009	£M	17.96	19.17	26.79	19.72	27.35	19.62	22.92	30.38	23.36	13.83	31.42	22.67	275.20	-2.3%	63.92	66.70	76.67	67.92
2011	£M	18.43	17.72	26.76	19.72	23.82	19.58	21.65	29.17	19.86	14.26	38.32	25.36	274.65	-0.2%	62.91	63.11	70.68	77.94
2012	£M	18.37	17.07	26.13	14.41	20.33	17.21	21.30	28.99	18.61	12.53	35.30	26.77	257.01	-6.4%	61.57	51.95	68.90	74.59
2013	£M	16.16	16.55	20.73	14.33	22.49	15.43	17.88	28.78	15.83	11.48	31.91	32.98	244.54	-4.9%	53.44	52.24	62.49	76.37
2014	£M	15.99	18.01	29.38	14.89	20.64	16.62	19.52	28.77	20.83	14.28	36.94	32.94	268.82	9.9%	63.38	52.15	69.13	84.16
2015	£M	16.27	18.18	28.98	16.07	22.89	16.58	19.06	30.74	20.47	15.58	32.29	34.36	271.48	1.0%	63.43	55.55	70.27	82.23
2016	£M	16.92	19.00	30.35	15.69	22.08	17.00	19.86	31.79	21.56	15.88	35.70	37.43	283.27	4.3%	66.28	54.77	73.21	89.01
2017	£M	18.66	20.39	32.29	17.53	23.72	18.43	21.16	33.43	23.45	16.84	37.16	39.44	302.50	6.8%	71.34	59.68	78.04	93.44
2018	£M	18.77	20.68	32.72	17.18	25.49	19.11	21.27	33.77	24.32	16.56	38.40	40.75	309.01	2.2%	72.17	61.77	79.36	95.70

ECONOMIC IMPACT - INDEXED TO 2018													
SHARE OF MARKET		2003	2006	2008	2009	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	£M	237.20	259.60	281.71	275.20	274.65	257.01	244.54	268.82	271.48	283.27	302.50	309.01
All Visitor Types	£M	345.12	354.95	377.72	376.26	379.27	374.69	376.03	406.09	406.34	421.47	445.32	455.20
Share of Total	%	68.7%	73.1%	74.6%	73.1%	72.4%	68.6%	65.0%	66.2%	66.8%	67.2%	67.9%	67.9%
Annual Change in Share	%		6.4%	2.0%	-1.9%	-1.0%	-5.3%	-5.2%	1.8%	0.9%	0.6%	1.1%	-0.1%
Change in Share from 2003	%		6.4%	8.5%	6.4%	5.4%	-0.2%	-5.4%	-3.7%	-2.8%	-2.2%	-1.2%	-1.2%
Avg Ann. Change in Share	%		2.1%	1.7%	1.1%	0.7%	0.0%	-0.5%	-0.3%	-0.2%	-0.2%	-0.1%	-0.1%

DAY VISITOR



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