



STEAM SUMMARY 2021 HEREFORDSHIRE COUNCIL

Total economic impact of tourism £M	470.16
% change on 2020 (£'s 2021)	70.7%

Total visitor days (Millions)	5.77
% change on 2020	83.7%
Staying visitor days (Millions)	2.50
% change on 2020	57.7%

Total visitor numbers (Millions)	3.92
% change on 2020	96.5%
Number of staying visitors (Millions)	0.65
% change on 2020	47.9%
Number of day visitors (Millions)	3.26
% change on 2020	110.3%

Number of FTE jobs supported by tourism spend	6,085
% change on 2020	60.2%