



## STEAM FINAL TREND REPORT FOR 2007-2021

Final

## HEREFORDSHIRE COUNTY COUNCIL


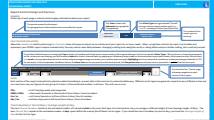











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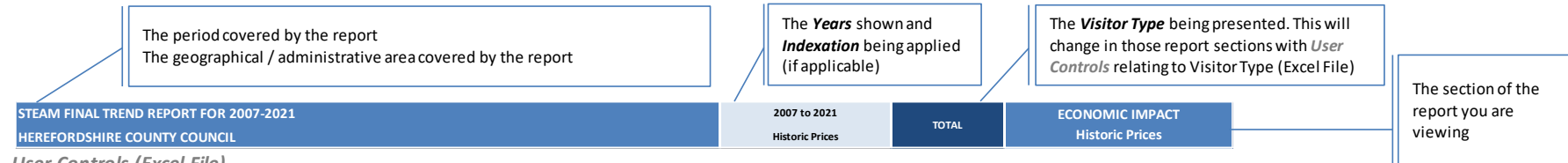
<b>REPORT SECTIONS</b>  Page	<b>USER GUIDE</b>  3	<b>COMPARATIVE HEADLINES</b>  4	<b>KEY MEASURES</b>  5-11
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## Report Section Design and Features

### Headers

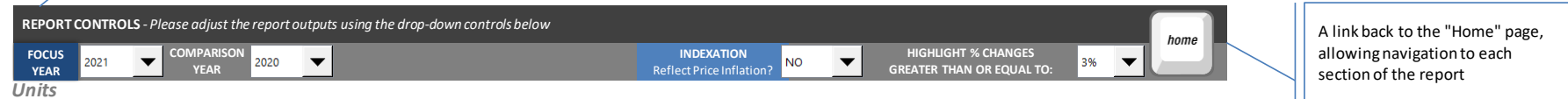
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

Above the **Headers** is a band containing **User Controls**, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

Drop down fields allow you to change the **Years** shown in the tables and charts and in some sections of the report allow you to focus on specific **Visitor Types**. Where there is a financial component to the section you are viewing, you will be able to **Index** the historic financial data, by applying an inflationary factor based on the most recent report year shown in that report section. Where there is a **trend** or comparative element to the section and percentage changes are shown, you have the option to apply **highlighting** to those values that are above a certain percentage threshold (+/-3% for example). In the Comparative Headlines section, the **Focus Year** can be any year from the trend period, the **Comparison Year** can only be set as a year which is earlier than the focus year.



### 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

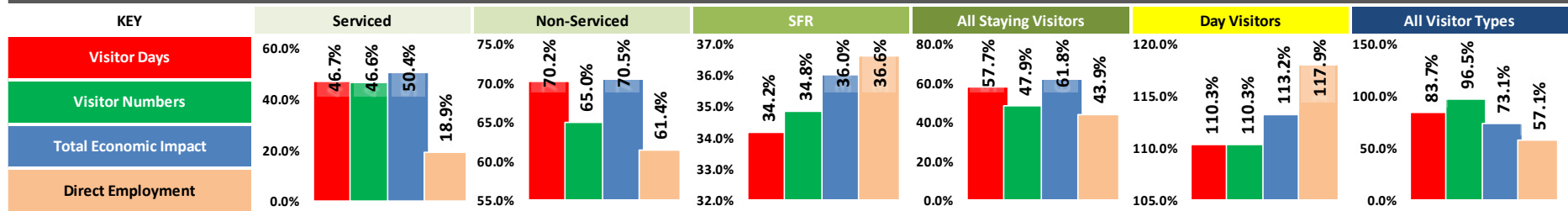
### Visitor Numbers / Visitor Days / Average Length of Stay

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

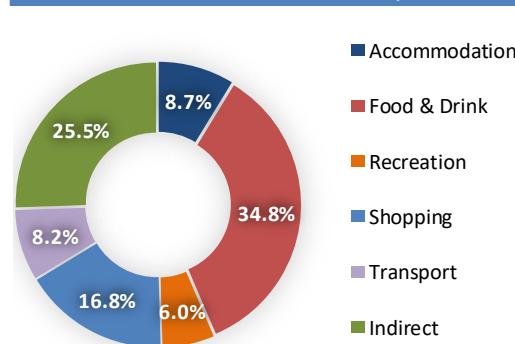
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES**

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
<b>Visitor Days</b>	M	0.402	0.274	46.7%	1.603	0.942	70.2%	0.499	0.372	34.2%	2.505	1.588	57.7%	3.265	1.553	110.3%	5.770	3.141	83.7%		
<b>Visitor Numbers</b>	M	0.224	0.153	46.6%	0.218	0.132	65.0%	0.211	0.156	34.8%	0.653	0.441	47.9%	3.265	1.553	110.3%	3.917	1.994	96.5%		
<b>Direct Expenditure</b>	£M																350.12	202.49	72.9%		
<b>Economic Impact</b>	£M	75.59	50.27	50.4%	235.26	137.96	70.5%	32.74	24.07	36.0%	343.60	212.31	61.8%	126.57	59.37	113.2%	470.16	271.68	73.1%		
<b>Direct Employment</b>	FTEs	1,097	923	18.9%	2,264	1,403	61.4%	294	215	36.6%	3,655	2,540	43.9%	1,202	551	117.9%	4,857	3,092	57.1%		
<b>Total Employment</b>	FTEs																6,085	3,798	60.2%		

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES**

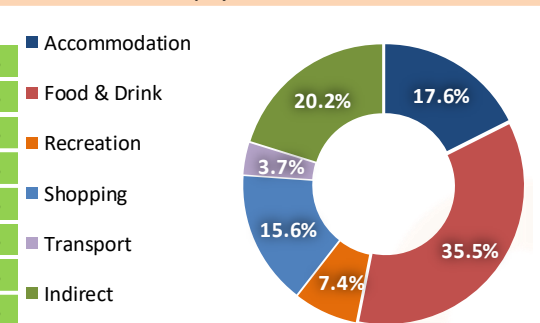


**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



Sectors	2021			2020			+/- %
	2021	2020	+/- %	2021	2020	+/- %	
Accommodation	41.04	27.19	50.9%	1,070	957	11.8%	
Food & Drink	163.83	88.49	85.1%	2,162	1,165	85.6%	
Recreation	28.09	16.58	69.5%	450	265	70.0%	
Shopping	78.82	47.77	65.0%	948	573	65.4%	
Transport	38.34	22.46	70.6%	226	132	71.1%	
<b>TOTAL DIRECT</b>	<b>350.12</b>	<b>202.49</b>	<b>72.9%</b>	<b>4,857</b>	<b>3,092</b>	<b>57.1%</b>	
Indirect	120.05	69.19	73.5%	1,228	706	74.0%	
<b>TOTAL</b>	<b>470.16</b>	<b>271.68</b>	<b>73.1%</b>	<b>6,085</b>	<b>3,798</b>	<b>60.2%</b>	

**Sectoral Distribution of Employment - FTEs**



## Unindexed Key Measures by Year and Visitor Type for the Period 2007 to 2021

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

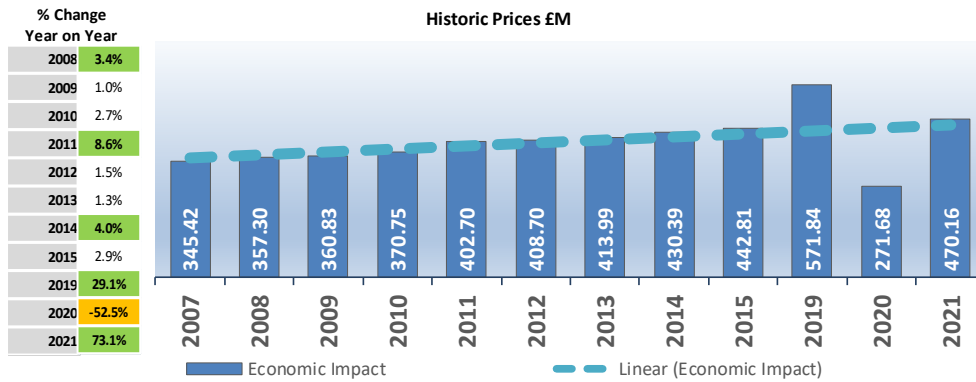
**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 Historic Prices

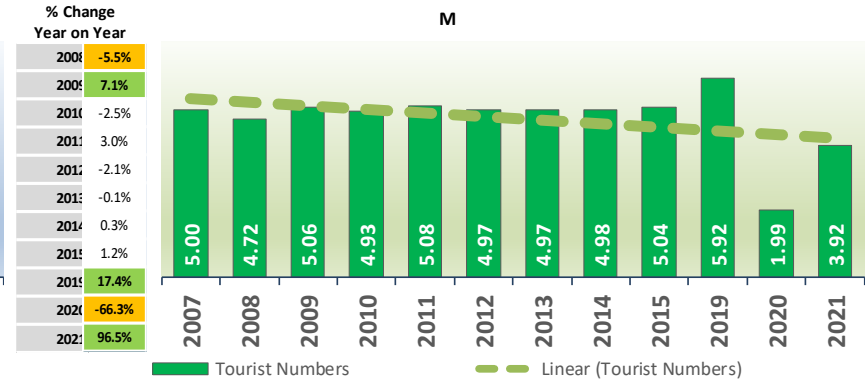
TOTAL

KEY MEASURES  
 Historic Prices

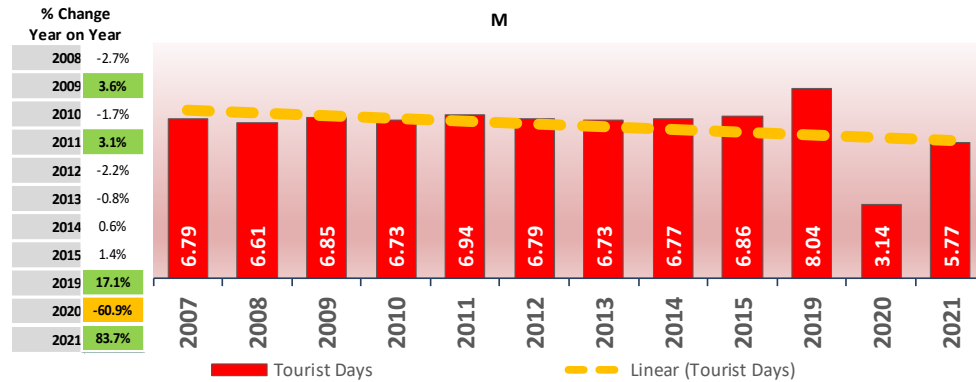
**Economic Impact - Historic Prices - Total**



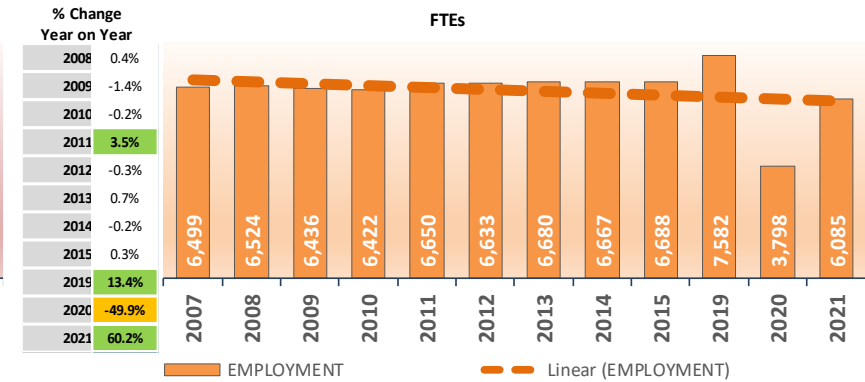
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Historic Prices		3.4%	4.5%	7.3%	16.6%	18.3%	19.8%	24.6%	28.2%	65.5%	-21.3%	36.1%
Visitor Numbers		-5.5%	1.2%	-1.3%	1.6%	-0.5%	-0.6%	-0.3%	0.9%	18.4%	-60.1%	-21.6%
Visitor Days		-2.7%	0.8%	-1.0%	2.1%	-0.1%	-0.9%	-0.3%	1.0%	18.3%	-53.8%	-15.1%
Total Employment		0.4%	-1.0%	-1.2%	2.3%	2.1%	2.8%	2.6%	2.9%	16.7%	-41.6%	-6.4%

"Linear" = Linear Trendline

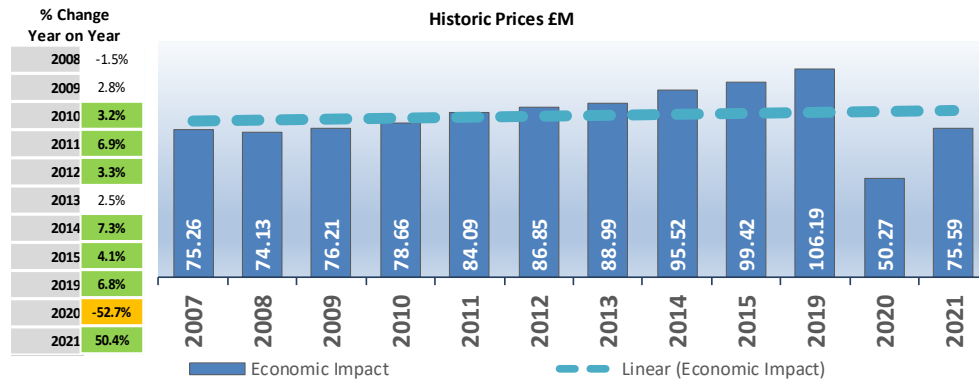
**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 Historic Prices

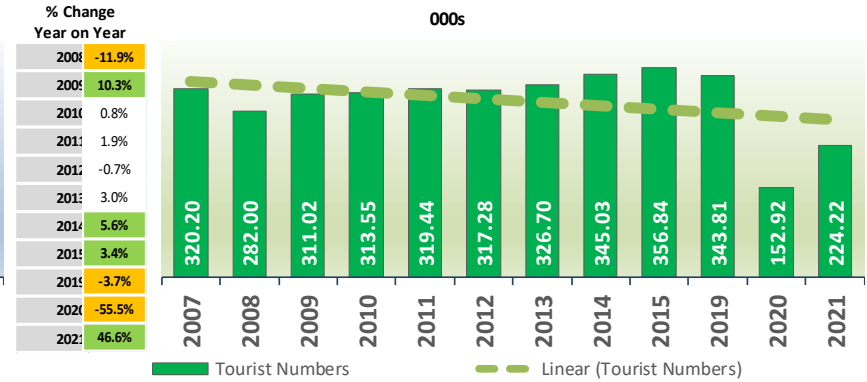
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

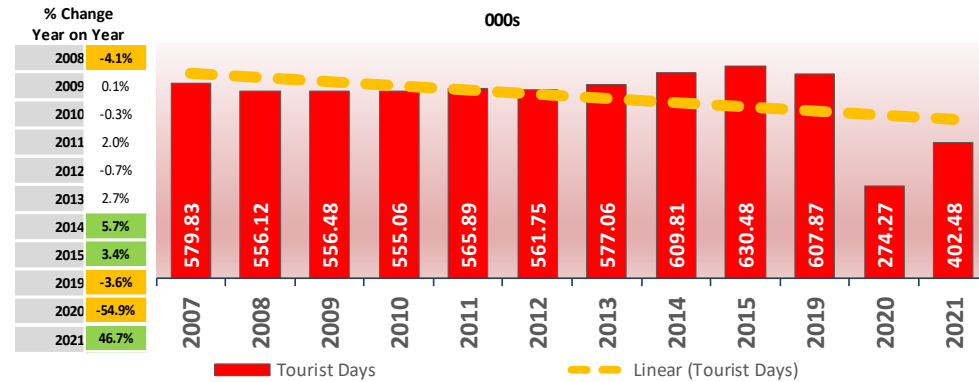
**Economic Impact - Historic Prices - Serviced Accommodation**



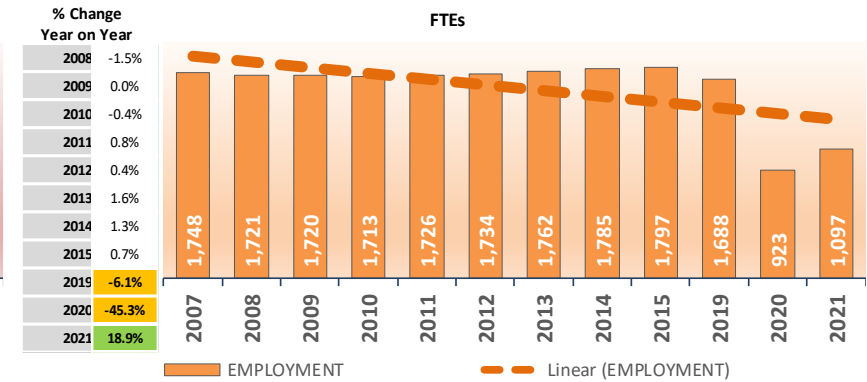
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Historic Prices		-1.5%	1.3%	4.5%	11.7%	15.4%	18.2%	26.9%	32.1%	41.1%	-33.2%	0.4%
Visitor Numbers		-11.9%	-2.9%	-2.1%	-0.2%	-0.9%	2.0%	7.8%	11.4%	7.4%	-52.2%	-30.0%
Visitor Days		-4.1%	-4.0%	-4.3%	-2.4%	-3.1%	-0.5%	5.2%	8.7%	4.8%	-52.7%	-30.6%
Direct Employment		-1.5%	-1.6%	-2.0%	-1.2%	-0.8%	0.8%	2.1%	2.8%	-3.4%	-47.2%	-37.2%

"Linear" = Linear Trendline

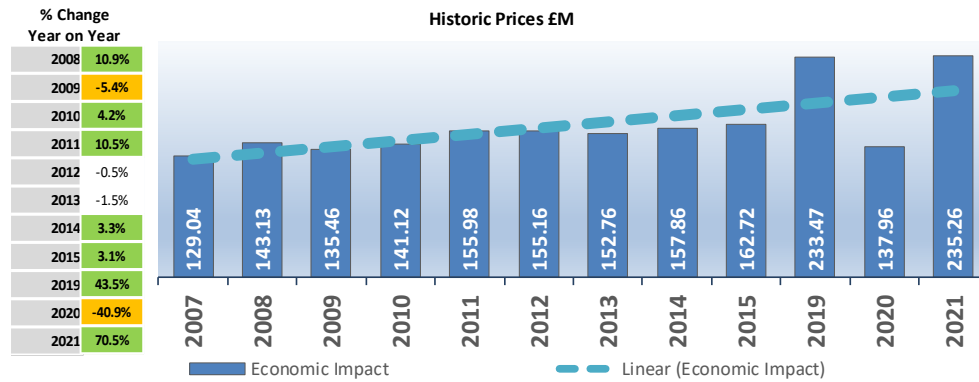
**STEAM FINAL TREND REPORT FOR 2007-2021**  
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2007 to 2021  
 Historic Prices

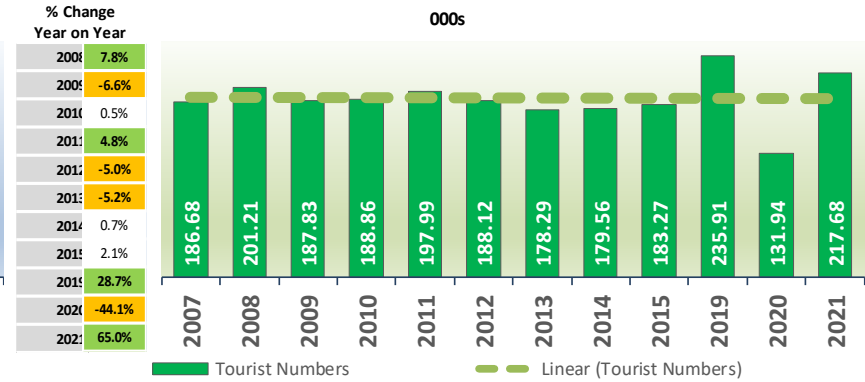
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

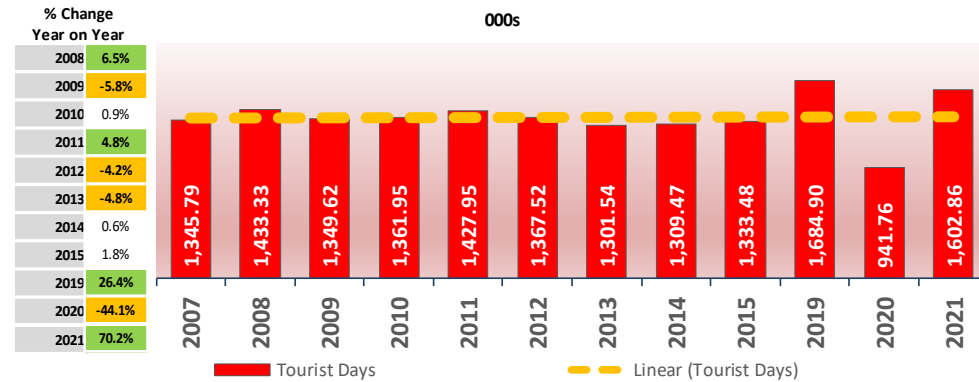
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



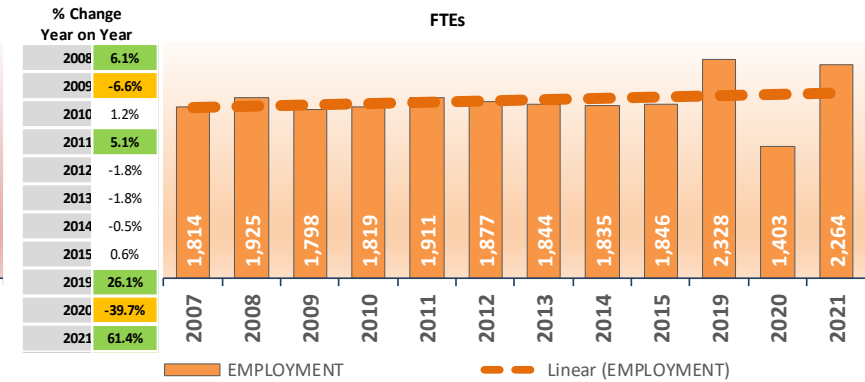
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Historic Prices		10.9%	5.0%	9.4%	20.9%	20.2%	18.4%	22.3%	26.1%	80.9%	6.9%	82.3%
Visitor Numbers		7.8%	0.6%	1.2%	6.1%	0.8%	-4.5%	-3.8%	-1.8%	26.4%	-29.3%	16.6%
Visitor Days		6.5%	0.3%	1.2%	6.1%	1.6%	-3.3%	-2.7%	-0.9%	25.2%	-30.0%	19.1%
Direct Employment		6.1%	-0.9%	0.3%	5.4%	3.5%	1.7%	1.2%	1.8%	28.4%	-22.7%	24.8%

"Linear" = Linear Trendline



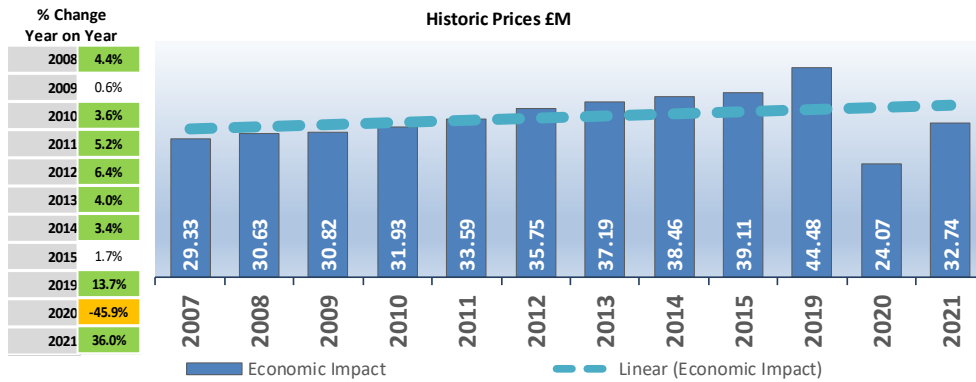
**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 Historic Prices

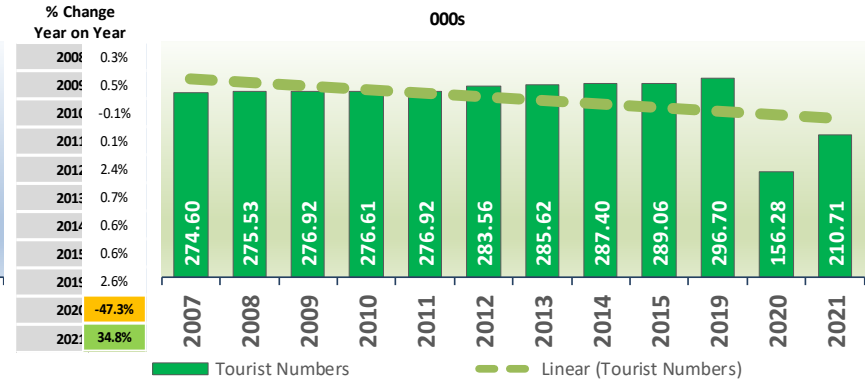
SFR

**KEY MEASURES**  
 Historic Prices

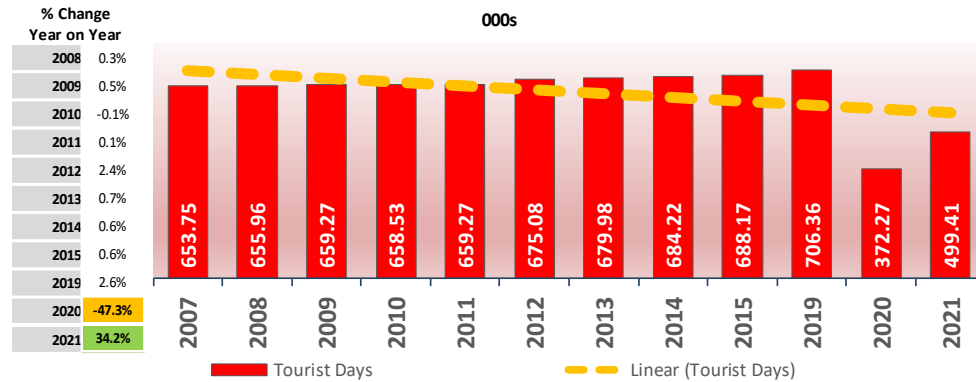
**Economic Impact - Historic Prices - SFR**



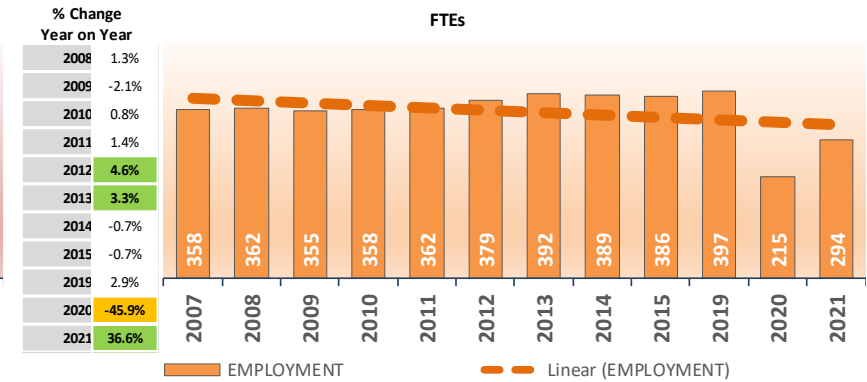
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Historic Prices		4.4%	5.1%	8.9%	14.5%	21.9%	26.8%	31.1%	33.3%	51.7%	-17.9%	11.6%
Visitor Numbers		0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%	-23.3%
Visitor Days		0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%	-23.6%
Direct Employment		1.3%	-0.9%	-0.1%	1.3%	6.0%	9.5%	8.7%	7.9%	11.0%	-39.9%	-17.9%

"Linear" = Linear Trendline

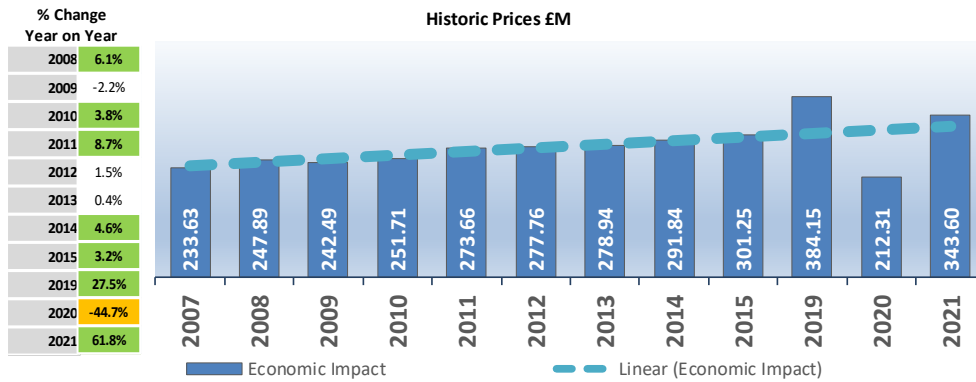
**STEAM FINAL TREND REPORT FOR 2007-2021**  
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2007 to 2021  
 Historic Prices

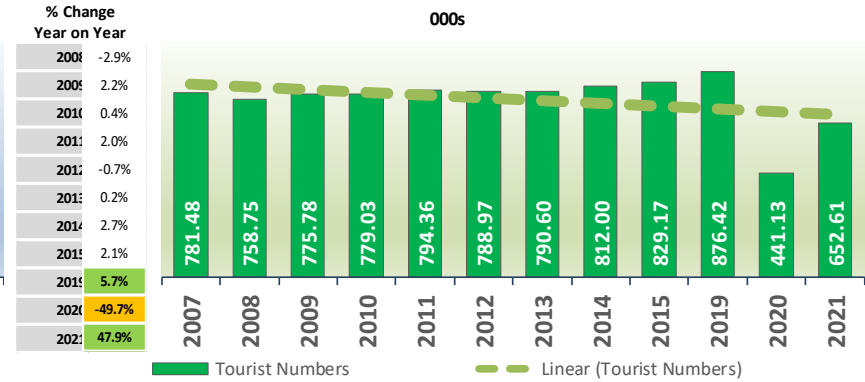
STAYING VISITOR

KEY MEASURES  
 Historic Prices

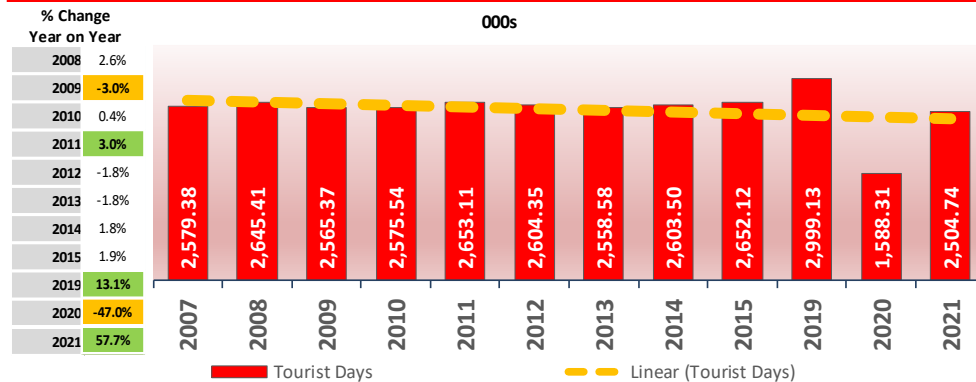
**Economic Impact - Historic Prices - Staying Visitor**



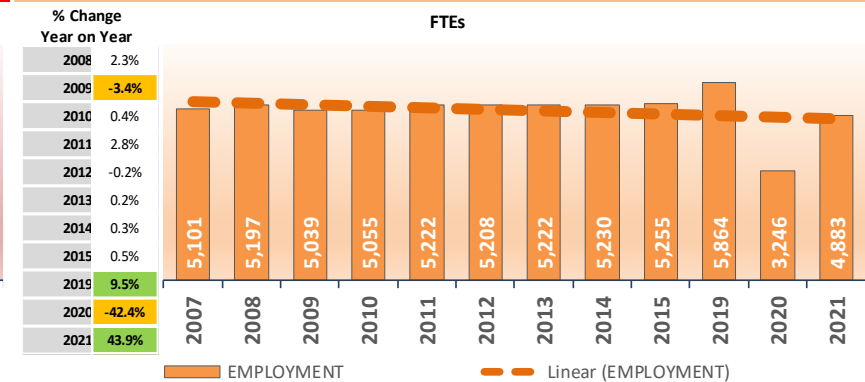
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Historic Prices		6.1%	3.8%	7.7%	17.1%	18.9%	19.4%	24.9%	28.9%	64.4%	-9.1%	47.1%
Visitor Numbers		-2.9%	-0.7%	-0.3%	1.6%	1.0%	1.2%	3.9%	6.1%	12.1%	-43.6%	-16.5%
Visitor Days		2.6%	-0.5%	-0.1%	2.9%	1.0%	-0.8%	0.9%	2.8%	16.3%	-38.4%	-2.9%
Direct Employment		1.9%	-1.2%	-0.9%	2.4%	2.1%	2.4%	2.5%	3.0%	15.0%	-36.4%	-4.3%

"Linear" = Linear Trendline

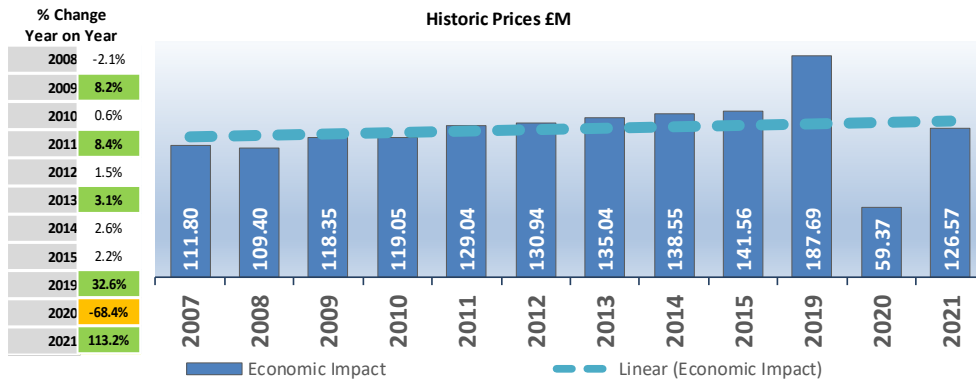
**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 Historic Prices

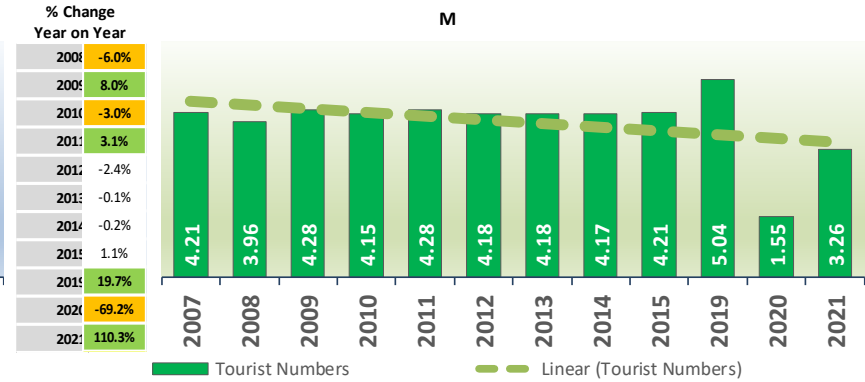
**DAY VISITOR**

**KEY MEASURES**  
 Historic Prices

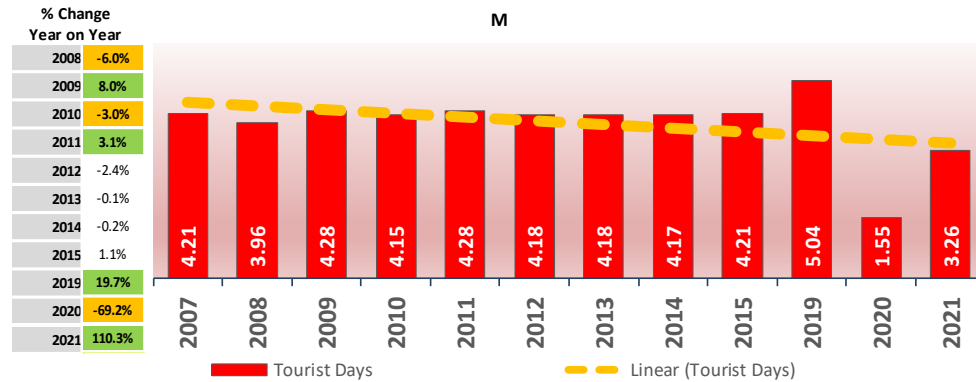
**Economic Impact - Historic Prices - Day Visitor**



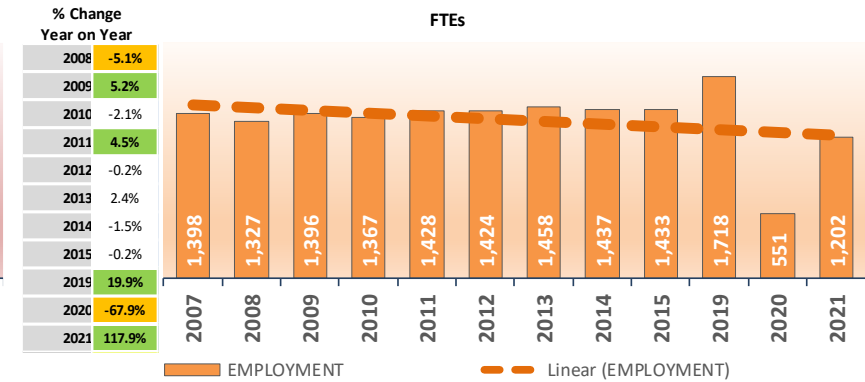
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



**Direct Employment Supported - Day Visitor**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
<b>Economic Impact - Historic Prices</b>		-2.1%	5.9%	6.5%	15.4%	17.1%	20.8%	23.9%	26.6%	67.9%	-46.9%	13.2%
<b>Visitor Numbers</b>		-6.0%	1.6%	-1.5%	1.6%	-0.8%	-0.9%	-1.1%	0.0%	19.6%	-63.2%	-22.5%
<b>Visitor Days</b>		-6.0%	1.6%	-1.5%	1.6%	-0.8%	-0.9%	-1.1%	0.0%	19.6%	-63.2%	-22.5%
<b>Direct Employment</b>		-5.1%	-0.1%	-2.2%	2.1%	1.9%	4.3%	2.8%	2.5%	22.9%	-60.6%	-14.0%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2007 to 2021

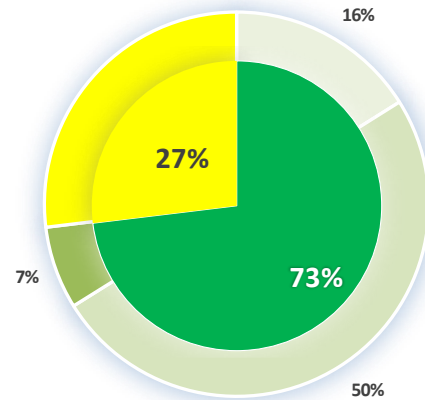
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2021 - M - Share of Total

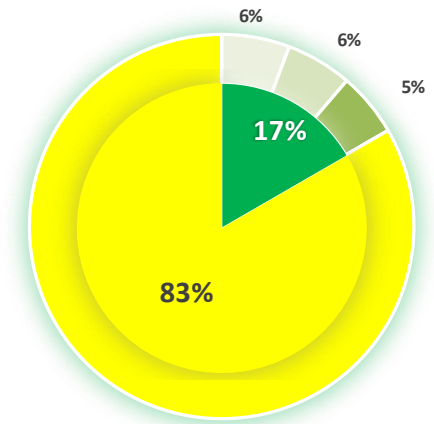
**TOTAL**  
**£470.16m**

	£M
Serviced	75.59
Non-Serviced	235.26
SFR	32.74
Staying Visitor	343.60
Day Visitor	126.57
<b>Total</b>	<b>470.16</b>



**TOTAL**  
**3.92m**

	M
Serviced	0.22
Non-Serviced	0.22
SFR	0.21
Staying Visitor	0.65
Day Visitor	3.26
<b>Total</b>	<b>3.92</b>

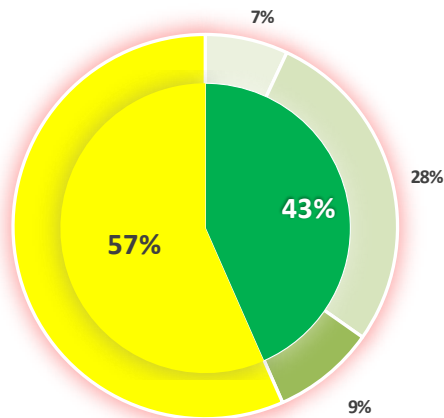


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

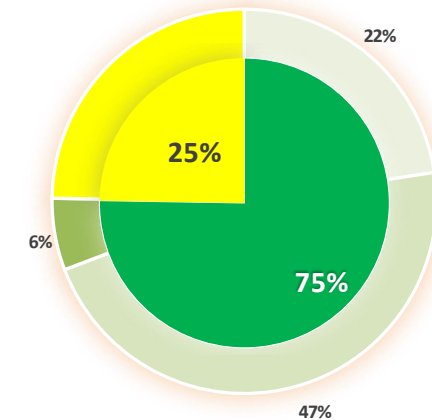
**TOTAL**  
**5.77m**

	M
Serviced	0.40
Non-Serviced	1.60
SFR	0.50
Staying Visitor	2.50
Day Visitor	3.26
<b>Total</b>	<b>5.77</b>



**TOTAL**  
**4,857 Direct FTEs**  
**6,085 Total FTEs**

	FTEs
Serviced	1,097
Non-Serviced	2,264
SFR	294
Staying Visitor	3,655
Day Visitor	1,202
<b>Total</b>	<b>4,857</b>



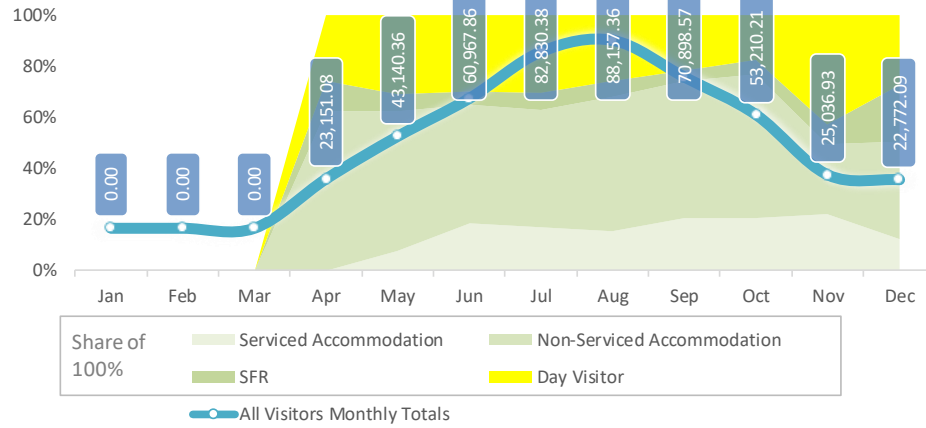
**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

**2021**  
 Historic Prices

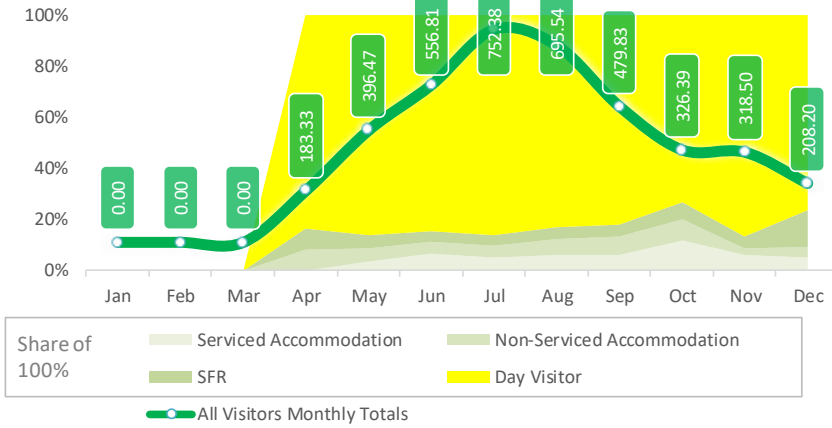
**TOTAL**

**DISTRIBUTION BY MONTH**  
 Historic Prices

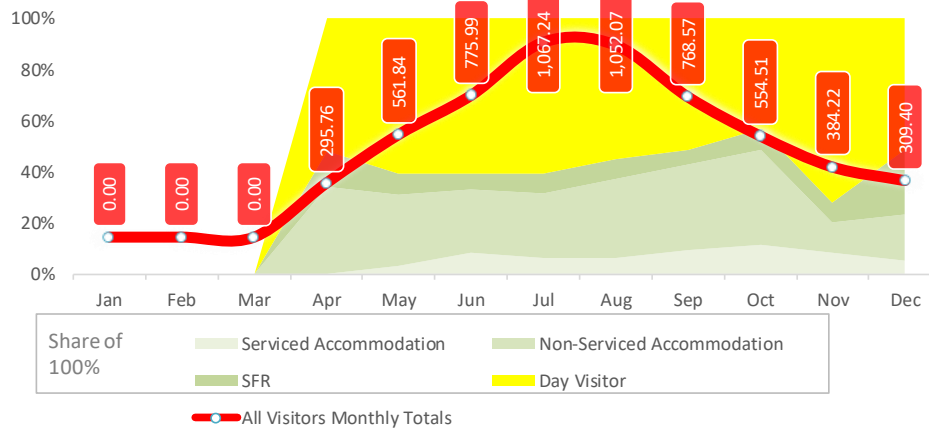
**Economic Impact - Historic Prices - £000s - Distribution of Impact by Month**



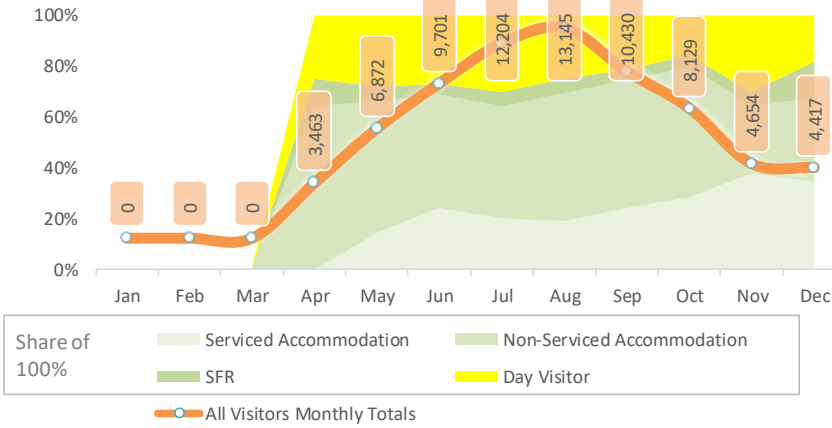
**Visitor Numbers - 2021 - 000s - Distribution of Impact by Month**



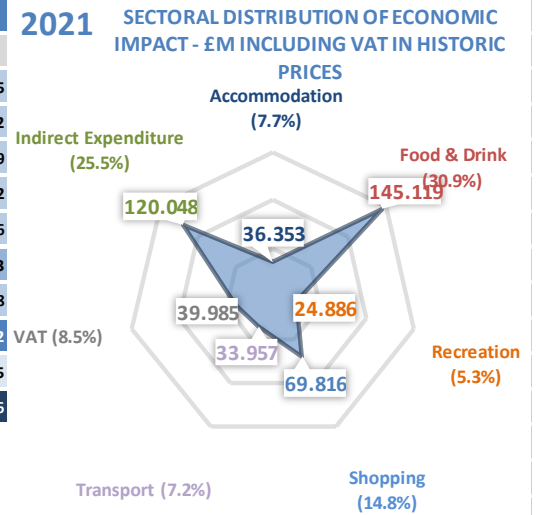
**Visitor Days - 2021 - 000s - Distribution of Impact by Month**



**Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month**



STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL										2007 to 2021 Historic Prices			TOTAL	SECTORAL ANALYSIS Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES														
SECTOR / YEAR		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	
Accommodation	£M	27.43	27.64	28.22	29.66	31.40	32.24	31.60	33.18	34.28	39.75	23.69	36.35	
Food & Drink	£M	104.55	106.51	109.70	111.80	118.81	120.59	123.51	127.97	131.40	171.81	77.11	145.12	
Recreation	£M	15.67	16.58	16.36	16.83	17.93	18.15	18.37	19.14	19.73	25.88	14.44	24.89	
Shopping	£M	48.53	51.60	50.50	52.14	55.54	56.20	56.66	59.10	60.91	78.78	41.63	69.82	
Transport	£M	24.58	25.80	25.66	26.41	28.12	28.46	28.79	29.92	30.78	40.06	19.57	33.96	
Direct Revenue	£M	220.75	228.13	230.44	236.85	251.80	255.63	258.93	269.31	277.11	356.28	176.44	310.13	
VAT	£M	38.63	39.92	40.33	41.45	50.36	51.13	51.79	53.86	55.42	71.26	26.05	39.98	
Direct Expenditure	£M	259.38	268.05	270.76	278.29	302.16	306.76	310.71	323.17	332.53	427.54	202.49	350.12	
Indirect Expenditure	£M	86.04	89.25	90.07	92.46	100.54	101.94	103.27	107.22	110.28	144.30	69.19	120.05	
TOTAL	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16	



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs													
SECTOR / YEAR		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Accommodation	FTEs	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,597	1,573	957	1,070
Food & Drink	FTEs	2,176	2,150	2,154	2,136	2,234	2,230	2,267	2,255	2,261	2,674	1,165	2,162
Recreation	FTEs	396	406	390	390	409	407	409	409	412	489	265	450
Shopping	FTEs	921	950	904	908	952	947	948	950	956	1,118	573	948
Transport	FTEs	229	233	225	225	236	235	236	236	237	279	132	226
Direct Employment	FTEs	5,317	5,335	5,269	5,256	5,428	5,415	5,456	5,446	5,462	6,131	3,092	4,857
Indirect Employment	FTEs	1,182	1,189	1,167	1,166	1,222	1,218	1,224	1,221	1,226	1,451	706	1,228
TOTAL	FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085



## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2007 to 2021

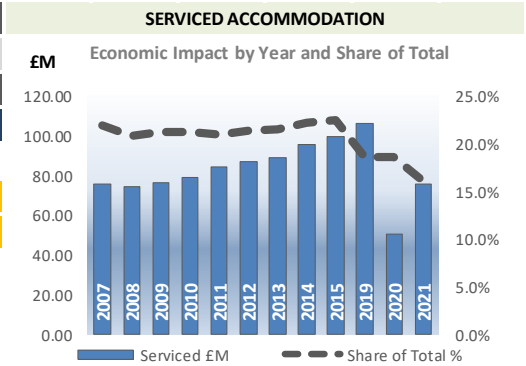
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*



STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL		% Change				
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-28.0%	27.7%	81.9%	113.0%	81.3%	73.0%	98.0%	62.1%	30.7%	36.1%	Annual Change		Q1	Q2	Q3	Q4
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				185.4%	23.5%	23.9%	86.4%	4879.6%	219.4%	73.1%	Annual Change				53.5%	179.2%
Average Annual Change		-7.1%	-7.1%	-7.1%	-2.0%	2.0%	5.9%	8.1%	5.8%	5.2%	7.0%	4.4%	2.2%	2.6%	Annual Change		2.0%	6.3%	4.9%	
2007	£M	16.49	16.29	24.97	32.14	33.78	33.52	38.89	48.63	40.97	26.88	15.45	17.42	345.42			57.75	99.44	128.49	59.74
2008	£M	16.41	17.60	29.41	28.76	38.73	34.87	45.28	49.88	37.05	27.75	14.47	17.09	357.30	3.4%		63.42	102.36	132.21	59.31
2009	£M	15.25	15.78	25.79	33.07	36.23	33.01	46.75	51.05	42.85	29.52	15.14	16.38	360.83	1.0%		56.82	102.32	140.65	61.04
2010	£M	14.95	14.93	25.47	35.08	37.59	40.68	46.62	52.02	41.36	30.86	16.21	14.98	370.75	2.7%		55.35	113.35	140.00	62.06
2011	£M	16.95	18.83	26.56	41.01	36.61	40.88	57.67	56.61	42.10	30.59	17.87	17.03	402.70	8.6%		62.34	118.50	156.37	65.49
2012	£M	17.14	18.16	27.35	41.32	37.11	41.07	58.03	58.25	42.81	30.94	18.57	17.93	408.70	1.5%		62.66	119.50	159.09	67.45
2013	£M	17.76	19.09	27.79	40.37	38.27	40.86	58.71	60.24	42.21	30.87	19.35	18.46	413.99	1.3%		64.64	119.50	161.16	68.68
2014	£M	18.39	19.50	28.92	41.94	39.33	41.66	61.09	63.31	44.50	32.61	19.91	19.23	430.39	4.0%		66.81	122.93	168.90	71.75
2015	£M	19.05	20.08	29.52	42.68	40.29	43.21	63.06	65.22	45.91	33.68	20.24	19.86	442.81	2.9%		68.66	126.18	174.19	73.78
2019	£M	22.86	25.30	37.18	55.82	54.64	58.09	77.07	82.13	62.46	45.32	26.11	24.84	571.84	29.1%		85.35	168.55	221.66	96.27
2020	£M	22.82	27.21	27.84				29.02	71.40	57.21	28.55	0.503	7.130	271.68	-52.5%		77.86		157.63	36.18
2021	£M				23.15	43.14	60.97	82.83	88.16	70.90	53.21	25.04	22.77	470.16	73.1%			127.26	241.89	101.02
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M	Economic Impact by Year and Share of Total					
Total	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16	600.00	Total £M					
All Visitor Types	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16	600.00	Share of Total %					
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%	100.0%	100.0%					
Annual Change in Share	%																			
Change in Share from 2007	%																			
Avg Ann. Change in Share	%																			

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL		% Change				
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-54.6%	71.1%	76.7%	54.2%	52.6%	91.4%	12.2%	-40.2%	0.4%			-27.1%	60.4%	25.9%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				202.6%	31.1%	26.6%	33.5%	6069.5%	109.0%	50.4%	Annual Change			58.9%	100.1%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-7.1%	-3.9%	5.1%	5.5%	3.9%	3.8%	6.5%	0.9%	-2.9%	0.0%	Annual Change		-1.9%	4.3%	1.8%	
2007	£M	3.682	4.403	6.008	5.973	7.309	6.475	7.884	8.803	9.600	5.659	4.863	4.600	75.26			14.09	19.76	26.29	15.12
2008	£M	3.701	5.000	5.592	5.455	7.321	6.608	9.481	8.483	8.577	5.839	4.285	3.793	74.13	-1.5%		14.29	19.38	26.54	13.92
2009	£M	2.371	3.633	4.533	5.965	7.185	6.062	10.24	8.789	13.33	6.214	4.580	3.300	76.21	2.8%		10.54	19.21	32.36	14.09
2010	£M	2.975	3.367	5.900	6.340	6.910	8.425	10.39	9.334	10.93	6.388	3.949	3.751	78.66	3.2%		12.24	21.68	30.65	14.09
2011	£M	3.227	4.156	6.001	7.359	6.772	8.582	11.11	9.654	11.29	7.936	3.918	4.082	84.09	6.9%		13.39	22.71	32.06	15.94
2012	£M	3.145	4.011	6.238	7.317	7.192	8.661	11.31	10.24	11.96	8.249	4.165	4.360	86.85	3.3%		13.39	23.17	33.51	16.77
2013	£M	3.278	4.453	6.469	8.189	7.721	8.873	11.16	10.35	11.10	8.355	4.486	4.562	88.99	2.5%		14.20	24.78	32.60	17.40
2014	£M	3.652	4.733	7.010	8.670	8.170	9.019	12.01	11.10	12.13	9.180	4.841	5.002	95.52	7.3%		15.39	25.86	35.24	19.02
2015	£M	3.999	4.974	7.055	8.553	8.386	9.819	12.77	11.57	12.64	9.588	4.776	5.280	99.42	4.1%		16.03	26.76	36.99	19.64
2019	£M	4.358	5.315	7.578	9.032	8.764	10.60	13.32	12.59	13.31	10.56	5.464	5.299	106.19	6.8%		17.25	28.39	39.23	21.32
2020	£M	4.557	5.669	3.998				4.605	10.35	11.57	8.111	0.088	1.316	50.27	-52.7%		14.22		26.53	9.515
2021	£M					3.320	11.08	13.93	13.57	14.65	10.83	5.455	2.751	75.59	50.4%		14.40	42.16	19.04	

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	Economic Impact by Year and Share of Total			
Serviced	£M	75.26	74.13	76.21	78.66	84.09	86.85	88.99	95.52	99.42	106.19	50.27	75.59	£M			
All Visitor Types	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16	Share of Total %			
Share of Total	%	21.8%	20.7%	21.1%	21.2%	20.9%	21.3%	21.5%	22.2%	22.5%	18.6%	18.5%	16.1%	Annual Change in Share %			
Annual Change in Share	%		-4.8%	1.8%	0.5%	-1.6%	1.8%	1.2%	3.2%	1.2%	-17.3%	-0.4%	-13.1%	Change in Share from 2007 %			
Change in Share from 2007	%		-4.8%	-3.1%	-2.6%	-4.2%	-2.5%	-1.3%	1.9%	3.1%	-14.8%	-15.1%	-26.2%	Avg Ann. Change in Share %			
Avg Ann. Change in Share	%		-4.8%	-1.5%	-0.9%	-1.0%	-0.5%	-0.2%	0.3%	0.4%	-1.2%	-1.2%	-1.9%				



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Report Prepared by: Cathy James, Date of Issue: 13/09/22

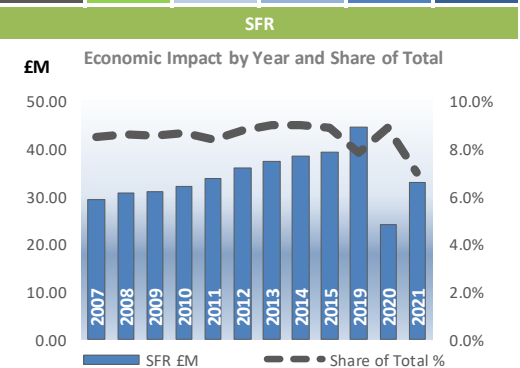
STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Annual Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2007 to 2021		-100.0%	-100.0%	-100.0%	28.1%	83.2%	90.5%	115.6%	116.6%	125.4%	185.7%	89.9%	142.1%	82.3%			70.1%	118.9%	157.2%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				93.7%	10.3%	16.5%	85.1%	2909.5%	176.4%	70.5%				29.9%	132.9%
Average Annual Change		-7.1%	-7.1%	-7.1%	2.0%	5.9%	6.5%	8.3%	8.3%	9.0%	13.3%	6.4%	10.1%	5.9%			5.0%	8.5%	11.2%
2007	£M	3.476	4.129	8.329	11.32	12.91	14.97	17.81	21.51	16.84	10.51	3.639	3.602	129.04		15.93	39.20	56.15	17.75
2008	£M	3.371	4.384	12.36	12.06	17.71	16.60	20.22	22.26	15.78	11.44	3.215	3.732	143.13	10.9%	20.11	46.37	58.26	18.39
2009	£M	3.838	4.065	9.338	13.05	14.06	14.27	20.48	21.83	15.71	11.37	3.551	3.892	135.46	-5.4%	17.24	41.38	58.02	18.82
2010	£M	3.989	4.450	8.282	13.81	15.75	17.28	18.74	23.09	16.50	11.96	3.716	3.554	141.12	4.2%	16.72	46.84	58.33	19.23
2011	£M	4.021	4.738	7.822	16.99	15.35	16.32	24.47	27.24	17.29	13.64	4.157	3.951	155.98	10.5%	16.58	48.66	69.00	21.74
2012	£M	3.907	3.998	8.160	16.96	15.07	16.18	24.11	27.49	17.13	13.54	4.387	4.228	155.16	-0.5%	16.07	48.20	68.73	22.16
2013	£M	4.017	4.148	7.998	14.58	15.17	15.29	24.20	28.51	17.00	13.12	4.509	4.213	152.76	-1.5%	16.16	45.05	69.71	21.84
2014	£M	4.145	4.242	8.402	14.98	15.30	15.40	24.79	29.87	17.83	13.78	4.713	4.410	157.86	3.3%	16.79	45.67	72.49	22.90
2015	£M	4.261	4.357	8.680	15.46	15.72	15.78	25.49	30.85	18.42	14.24	4.886	4.579	162.72	3.1%	17.30	46.95	74.76	23.71
2019	£M	5.220	6.083	11.71	22.97	25.01	24.61	31.61	40.10	29.88	22.11	6.949	7.204	233.47	43.5%	23.02	72.59	101.60	36.26
2020	£M	4.827	7.082	11.81				19.82	42.23	32.59	16.22	0.230	3.155	137.96	-40.9%	23.72		94.64	19.61
2021	£M				14.50	23.65	28.51	38.39	46.60	37.95	30.04	6.910	8.720	235.26	70.5%		66.66	122.93	45.67

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M Economic Impact by Year and Share of Total			
Non-Serviced	£M	129.04	143.13	135.46	141.12	155.98	155.16	152.76	157.86	162.72	233.47	137.96	235.26				
All Visitor Types	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16				
Share of Total	%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%	36.7%	40.8%	50.8%	50.0%				
Annual Change in Share	%		7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%	0.2%	11.1%	24.4%	-1.5%				
Change in Share from 2007	%		7.2%	0.5%	1.9%	3.7%	1.6%	-1.2%	-1.8%	-1.6%	9.3%	35.9%	33.9%				
Avg Ann. Change in Share	%		7.2%	0.2%	0.6%	0.9%	0.3%	-0.2%	-0.3%	-0.2%	0.8%	2.8%	2.4%				

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL		% Change				
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-27.7%	20.7%	67.2%	79.5%	75.2%	84.2%	88.3%	53.2%	39.8%	11.6%			Q1	Q2	Q3	Q4
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				122.1%	15.8%	18.7%	69.4%	3760.1%	146.8%	36.0%					42.9%	157.5%
Average Annual Change		-7.1%	-7.1%	-7.1%	-2.0%	1.5%	4.8%	5.7%	5.4%	6.0%	6.3%	3.8%	2.8%	0.8%	Annual Change		0.6%	5.6%	3.9%	
2007	£M	4.079	1.371	1.559	3.720	2.393	1.843	2.991	3.167	1.631	1.630	1.270	3.677	29.33			7.009	7.957	7.789	6.576
2008	£M	4.259	1.431	1.628	3.884	2.499	1.925	3.123	3.306	1.703	1.701	1.326	3.839	30.63	4.4%		7.318	8.308	8.133	6.866
2009	£M	4.287	1.440	1.639	3.910	2.515	1.937	3.144	3.328	1.714	1.712	1.334	3.864	30.82	0.6%		7.366	8.362	8.186	6.911
2010	£M	4.441	1.492	1.697	4.050	2.605	2.007	3.257	3.447	1.776	1.774	1.382	4.003	31.93	3.6%		7.630	8.662	8.479	7.159
2011	£M	4.672	1.570	1.786	4.261	2.741	2.111	3.426	3.627	1.868	1.866	1.454	4.211	33.59	5.2%		8.027	9.113	8.921	7.532
2012	£M	4.972	1.671	1.901	4.535	2.917	2.247	3.646	3.860	1.988	1.986	1.548	4.482	35.75	6.4%		8.544	9.699	9.495	8.016
2013	£M	5.173	1.738	1.977	4.717	3.035	2.338	3.793	4.015	2.068	2.066	1.610	4.662	37.19	4.0%		8.888	10.09	9.877	8.338
2014	£M	5.349	1.797	2.045	4.878	3.138	2.417	3.923	4.152	2.139	2.137	1.665	4.821	38.46	3.4%		9.191	10.43	10.21	8.623
2015	£M	5.439	1.828	2.079	4.961	3.191	2.458	3.989	4.223	2.175	2.173	1.693	4.903	39.11	1.7%		9.346	10.61	10.39	8.769
2019	£M	6.187	2.079	2.365	5.642	3.629	2.796	4.537	4.803	2.474	2.471	1.926	5.576	44.48	13.7%		10.63	12.07	11.81	9.973
2020	£M	6.144	2.309	1.935				2.417	4.794	2.531	1.811	0.050	2.083	24.07	-45.9%		10.39		9.742	3.944
2021	£M				2.690	2.889	3.082	5.370	5.550	3.005	3.068	1.945	5.141	32.74	36.0%			8.661	13.92	10.15

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR			
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021			
SFR	£M	29.33	30.63	30.82	31.93	33.59	35.75	37.19	38.46	39.11	44.48	24.07	32.74			
All Visitor Types	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16			
Share of Total	%	8.5%	8.6%	8.5%	8.6%	8.3%	8.7%	9.0%	8.9%	8.8%	7.8%	8.9%	7.0%			
Annual Change in Share	%		0.9%	-0.3%	0.8%	-3.1%	4.9%	2.7%	-0.5%	-1.2%	-11.9%	13.9%	-21.4%			
Change in Share from 2007	%		0.9%	0.6%	1.4%	-1.8%	3.0%	5.8%	5.2%	4.0%	-8.4%	4.4%	-18.0%			
Avg Ann. Change in Share	%		0.9%	0.3%	0.5%	-0.4%	0.6%	1.0%	0.7%	0.5%	-0.7%	0.3%	-1.3%			



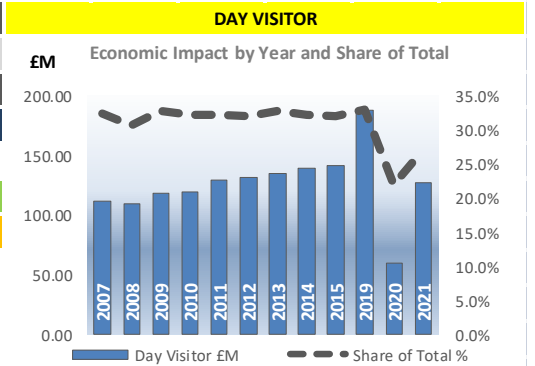
STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change				
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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-18.2%	32.0%	83.2%	101.2%	96.3%	98.1%	146.8%	46.4%	39.9%	47.1%	Annual Change		34.1%	98.4%	89.7%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				114.9%	14.5%	19.1%	68.0%	3784.2%	153.5%	61.8%				36.7%	126.4%
Average Annual Change		-7.1%	-7.1%	-7.1%	-1.3%	2.3%	5.9%	7.2%	6.9%	7.0%	10.5%	3.3%	2.8%	3.4%			2.4%	7.0%	6.4%
2007	£M	11.24	9.902	15.90	21.01	22.62	23.29	28.68	33.48	28.07	17.80	9.772	11.88	233.63		37.03	66.91	90.23	39.45
2008	£M	11.33	10.81	19.58	21.40	27.53	25.14	32.82	34.05	26.06	18.98	8.826	11.36	247.89	6.1%	41.72	74.06	92.93	39.17
2009	£M	10.50	9.138	15.51	22.92	23.76	22.27	33.86	33.95	30.76	19.30	9.466	11.06	242.49	-2.2%	35.14	68.95	98.56	39.82
2010	£M	11.40	9.309	15.88	24.20	25.27	27.72	32.38	35.87	29.21	20.12	9.047	11.31	251.71	3.8%	36.59	77.18	97.46	40.47
2011	£M	11.92	10.46	15.61	28.61	24.86	27.01	39.01	40.52	30.44	23.44	9.529	12.24	273.66	8.7%	37.99	80.48	109.98	45.21
2012	£M	12.02	9.681	16.30	28.81	25.18	27.09	39.07	41.59	31.07	23.78	10.10	13.07	277.76	1.5%	38.00	81.07	111.74	46.95
2013	£M	12.47	10.34	16.44	27.49	25.93	26.51	39.15	42.87	30.17	23.54	10.61	13.44	278.94	0.4%	39.25	79.92	112.18	47.59
2014	£M	13.15	10.77	17.46	28.53	26.60	26.83	40.72	45.12	32.10	25.10	11.22	14.23	291.84	4.6%	41.38	81.97	117.95	50.55
2015	£M	13.70	11.16	17.81	28.97	27.29	28.06	42.25	46.64	33.24	26.00	11.36	14.76	301.25	3.2%	42.67	84.32	122.13	52.12
2019	£M	15.76	13.48	21.66	37.64	37.41	38.00	49.47	57.50	45.67	35.14	14.34	18.08	384.15	27.5%	50.90	113.05	152.64	67.55
2020	£M	15.53	15.06	17.74				26.84	57.38	46.69	26.15	0.368	6.554	212.31	-44.7%	48.33		130.91	33.07
2021	£M				17.19	29.86	42.67	57.69	65.72	55.60	43.94	14.31	16.61	343.60	61.8%		89.72	179.02	74.86

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M	%
Staying Visitor	£M	233.63	247.89	242.49	251.71	273.66	277.76	278.94	291.84	301.25	384.15	212.31	343.60		
All Visitor Types	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16		
Share of Total	%	67.6%	69.4%	67.2%	67.9%	68.0%	68.0%	67.4%	67.8%	68.0%	67.2%	78.1%	73.1%		
Annual Change in Share	%		2.6%	-3.1%	1.0%	0.1%	0.0%	-0.9%	0.6%	0.3%	-1.3%	16.3%	-6.5%		
Change in Share from 2007	%		2.6%	-0.6%	0.4%	0.5%	0.5%	-0.4%	0.3%	0.6%	-0.7%	15.5%	8.1%		
Avg Ann. Change in Share	%		2.6%	-0.3%	0.1%	0.1%	0.1%	-0.1%	0.0%	0.1%	-0.1%	1.2%	0.6%		



STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change						
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	TOTAL		% Change					
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-46.5%	18.9%	78.8%	146.2%	48.1%	18.5%	2.2%	89.0%	11.2%	13.2%			15.4%	64.3%	28.9%		
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				1053.0%	60.1%	45.4%	285.8%	7882.2%	969.8%	113.2%				135.3%	740.1%		
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.3%	1.4%	5.6%	10.4%	3.4%	1.3%	0.2%	6.4%	0.8%	0.9%			1.1%	4.6%	2.1%		
2007	£M	5.252	6.391	9.072	11.13	11.17	10.23	10.21	15.15	12.91	9.075	5.674	5.539	111.80			20.71	32.53	38.26	20.29	
2008	£M	5.080	6.784	9.831	7.366	11.20	9.735	12.46	15.83	10.99	8.763	5.643	5.731	109.40	-2.1%			21.69	28.30	39.27	20.14
2009	£M	4.757	6.642	10.28	10.15	12.47	10.75	12.89	17.11	12.09	10.22	5.671	5.326	118.35	8.2%			21.68	33.36	42.09	21.22
2010	£M	3.549	5.618	9.592	10.89	12.32	12.96	14.24	16.14	12.15	10.74	7.165	3.674	119.05	0.6%			18.76	36.17	42.53	21.58
2011	£M	5.028	8.363	10.95	12.40	11.75	13.87	18.66	16.08	11.65	7.156	8.336	4.786	129.04	8.4%			24.35	38.02	46.39	20.28
2012	£M	5.119	8.483	11.05	12.52	11.93	13.98	18.96	16.65	11.74	7.168	8.474	4.863	130.94	1.5%			24.65	38.43	47.35	20.51
2013	£M	5.290	8.749	11.35	12.88	12.35	14.36	19.56	17.37	12.04	7.331	8.746	5.020	135.04	3.1%			25.39	39.58	48.98	21.10
2014	£M	5.241	8.732	11.46	13.41	12.72	14.83	20.37	18.18	12.40	7.516	8.694	4.992	138.55	2.6%			25.43	40.97	50.95	21.20
2015	£M	5.355	8.922	11.71	13.71	13.00	15.15	20.81	18.58	12.66	7.679	8.882	5.100	141.56	2.2%			25.99	41.86	52.06	21.66
2019	£M	7.100	11.83	15.53	18.17	17.24	20.09	27.60	24.63	16.79	10.18	11.78	6.762	187.69	32.6%			34.45	55.50	69.02	28.72
2020	£M	7.290	12.15	10.10				2.180	14.02	10.52	2.404	0.134	0.576	59.37	-68.4%			29.54		26.72	3.114
2021	£M				5.958	13.28	18.30	25.14	22.44	15.30	9.274	10.73	6.160	126.57	113.2%				37.53	62.87	26.16

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M	
Day Visitor	£M	111.80	109.40	118.35	119.05	129.04	130.94	135.04	138.55	141.56	187.69	59.37	126.57		
All Visitor Types	£M	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68	470.16		
Share of Total	%	32.4%	30.6%	32.8%	32.1%	32.0%	32.0%	32.6%	32.2%	32.0%	32.8%	21.9%	26.9%		
Annual Change in Share	%		-5.4%	7.1%	-2.1%	-0.2%	0.0%	1.8%	-1.3%	-0.7%	2.7%	-33.4%	23.2%		
Change in Share from 2007	%		-5.4%	1.3%	-0.8%	-1.0%	-1.0%	0.8%	-0.5%	-1.2%	1.4%	-32.5%	-16.8%		
Avg Ann. Change in Share	%		-5.4%	0.7%	-0.3%	-0.2%	-0.2%	0.1%	-0.1%	-0.2%	0.1%	-2.5%	-1.2%		



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Report Prepared by: Cathy James, Date of Issue: 13/09/22

## Visitor Numbers by Month, Year and Visitor Type for the Period 2007 to 2021

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

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021		TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		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 2007 to 2021		-100.0%	-100.0%	-100.0%	-63.0%	-20.6%	22.1%	61.6%	5.5%	-14.0%	-18.3%	24.9%	-21.2%	-21.6%			-21.6%	14.6%	-7.1%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				645.7%	49.5%	38.3%	174.0%	7005.4%	481.6%	96.5%				111.1%	435.2%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-4.5%	-1.5%	1.6%	4.4%	0.4%	-1.0%	-1.3%	1.8%	-1.5%	-1.5%			-1.5%	1.0%	-0.5%	
2007	M	0.260	0.284	0.399	0.495	0.499	0.456	0.466	0.659	0.558	0.399	0.255	0.264	4.995		0.943	1.451	1.683	0.919	
2008	M	0.242	0.289	0.423	0.339	0.484	0.422	0.532	0.657	0.461	0.370	0.240	0.263	4.721	-5.5%	0.954	1.245	1.650	0.873	
2009	M	0.227	0.280	0.426	0.439	0.533	0.454	0.554	0.712	0.507	0.430	0.247	0.246	5.056	7.1%	0.933	1.426	1.773	0.924	
2010	M	0.181	0.234	0.390	0.453	0.512	0.531	0.580	0.657	0.489	0.435	0.288	0.182	4.931	-2.5%	0.805	1.495	1.726	0.905	
2011	M	0.224	0.319	0.417	0.491	0.467	0.535	0.709	0.631	0.451	0.305	0.313	0.214	5.077	3.0%	0.960	1.493	1.791	0.832	
2012	M	0.220	0.309	0.407	0.477	0.458	0.520	0.694	0.629	0.439	0.296	0.308	0.212	4.970	-2.1%	0.936	1.456	1.762	0.816	
2013	M	0.221	0.311	0.405	0.475	0.460	0.516	0.694	0.636	0.435	0.293	0.309	0.212	4.966	-0.1%	0.937	1.451	1.764	0.815	
2014	M	0.217	0.304	0.401	0.481	0.463	0.518	0.704	0.649	0.438	0.295	0.302	0.209	4.980	0.3%	0.922	1.462	1.790	0.807	
2015	M	0.220	0.308	0.405	0.486	0.468	0.526	0.713	0.657	0.443	0.300	0.304	0.212	5.041	1.2%	0.933	1.479	1.813	0.816	
2019	M	0.253	0.362	0.475	0.571	0.549	0.621	0.835	0.769	0.526	0.351	0.360	0.244	5.916	17.4%	1.090	1.742	2.130	0.955	
2020	M	0.251	0.365	0.306				0.101	0.465	0.347	0.119	0.004	0.036	1.994	-66.3%	0.921		0.913	0.159	
2021	M				0.183	0.396	0.557	0.752	0.696	0.480	0.326	0.318	0.208	3.917	96.5%		1.137	1.928	0.853	
VISITOR NUMBERS													TOTAL							
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	M Visitor No.s by Year and Share of Total						
Total	M	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	5.916	1.994	3.917							
All Visitor Types	M	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	5.916	1.994	3.917							
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 2007	%																			
Avg Ann. Change in Share	%																			



**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

VISITOR NUMBERS BY:													MONTH AND QUARTER		CALENDAR YEAR		VISITOR NUMBERS														
KEY													SERVICED ACCOMMODATION		TOTAL		QUARTER														
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		Annual 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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2007 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-63.2%	22.8%	19.2%	35.6%	-5.4%	42.7%	-11.4%	-46.8%	-30.0%				-47.2%	16.8%	-0.3%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				198.5%	29.3%	24.8%	31.7%	5985.6%	106.2%	46.6%				57.3%	98.4%	
Average Annual Change													-7.1%	-7.1%	-7.1%	-7.1%	-4.5%	1.6%	1.4%	2.5%	-0.4%	3.0%	-0.8%	-3.3%	-2.1%			-3.4%	1.2%	0.0%	
2007	000s	18.9	21.1	26.8	28.6	35.9	29.8	29.9	32.0	30.4	26.2	21.6	19.0	320.2		66.8	94.2	92.3	66.9												
2008	000s	15.5	20.7	28.0	23.7	29.8	27.4	27.7	27.7	25.1	20.6	16.7	19.1	282.0	-11.9%	64.3	80.9	80.5	56.4												
2009	000s	10.9	17.8	22.1	22.4	39.1	26.7	34.4	37.5	31.6	28.7	23.0	16.8	311.0	10.3%	50.9	88.2	103.5	68.5												
2010	000s	13.3	16.2	26.3	22.8	36.7	36.3	33.1	37.8	26.4	28.2	18.5	18.2	313.6	0.8%	55.7	95.7	97.3	64.8												
2011	000s	13.8	19.1	24.9	25.6	33.9	35.3	33.9	37.1	26.0	33.9	17.1	18.7	319.4	1.9%	57.8	94.9	97.0	69.7												
2012	000s	12.9	17.8	24.9	24.5	34.6	34.3	33.3	37.8	26.5	33.9	17.5	19.2	317.3	-0.7%	55.6	93.5	97.6	70.7												
2013	000s	13.4	19.6	25.5	26.8	36.1	34.3	33.9	39.3	25.5	33.9	18.7	19.7	326.7	3.0%	58.4	97.2	98.8	72.3												
2014	000s	14.7	20.5	27.2	27.9	37.6	34.3	36.0	41.6	27.5	36.7	19.8	21.3	345.0	5.6%	62.3	99.7	105.1	77.8												
2015	000s	16.0	21.4	27.2	27.3	38.3	37.1	38.1	43.1	28.5	38.1	19.4	22.3	356.8	3.4%	64.5	102.7	109.7	79.9												
2019	000s	15.6	20.7	26.0	26.0	36.3	36.4	35.5	41.9	27.2	37.9	20.0	20.3	343.8	-3.7%	62.3	98.6	104.6	78.2												
2020	000s	15.9	21.5	13.4				11.9	33.6	23.0	28.4	0.3	4.9	152.9	-55.5%	50.8		68.5	33.6												
2021	000s					13.2	36.5	35.6	43.4	28.8	37.4	19.2	10.1	224.2	46.6%		49.7	107.8	66.7												

VISITOR NUMBERS													SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s			
Serviced	000s	320.2	282.0	311.0	313.6	319.4	317.3	326.7	345.0	356.8	343.8	152.9	224.2				
All Visitor Types	M	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0	3.9				
Share of Total	%	6.4%	6.0%	6.2%	6.4%	6.3%	6.4%	6.6%	6.9%	7.1%	5.8%	7.7%	5.7%				
Annual Change in Share	%		-6.8%	3.0%	3.4%	-1.0%	1.5%	3.1%	5.3%	2.2%	-17.9%	32.0%	-25.4%				
Change in Share from 2007	%		-6.8%	-4.0%	-0.8%	-1.8%	-0.4%	2.6%	8.1%	10.4%	-9.3%	19.7%	-10.7%				
Avg Ann. Change in Share	%		-6.8%	-2.0%	-0.3%	-0.5%	-0.1%	0.4%	1.2%	1.3%	-0.8%	1.5%	-0.8%				



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Report Prepared by: Cathy James, Date of Issue: 13/09/22

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021		NON-SERVICED	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-12.9%	14.0%	23.4%	46.1%	40.0%	46.4%	95.9%	42.7%	88.0%	16.6%			9.5%	43.9%	82.3%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				109.2%	11.4%	15.3%	88.6%	2871.4%	162.3%	65.0%				32.5%	142.8%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-0.9%	1.0%	1.7%	3.3%	2.9%	3.3%	6.9%	3.0%	6.3%	1.2%	0.7%		3.1%	5.9%		
2007	000s	6.9	7.5	14.3	16.6	18.2	20.9	24.3	29.1	24.2	14.3	5.6	4.8	186.7		28.7	55.7	77.6	24.6	
2008	000s	6.1	7.6	22.5	17.2	24.4	22.5	26.5	28.6	21.4	15.0	4.7	4.8	201.2	7.8%	36.2	64.0	76.5	24.5	
2009	000s	7.3	7.0	16.0	18.6	18.8	18.9	26.8	28.2	21.3	14.8	5.2	5.0	187.8	-6.6%	30.3	56.3	76.3	25.0	
2010	000s	7.2	7.6	13.1	19.0	20.8	22.6	23.6	28.7	21.5	15.1	5.3	4.4	188.9	0.5%	27.9	62.4	73.8	24.8	
2011	000s	6.9	7.7	12.4	22.5	18.7	19.8	29.5	32.5	21.6	16.2	5.6	4.6	198.0	4.8%	27.0	61.0	83.5	26.5	
2012	000s	6.1	5.6	12.4	21.5	17.7	18.9	27.9	31.6	20.6	15.3	5.7	4.8	188.1	-5.0%	24.1	58.1	80.1	25.8	
2013	000s	6.2	5.8	11.7	17.7	17.2	17.4	27.2	31.0	19.3	14.5	5.8	4.7	178.3	-5.2%	23.6	52.3	77.5	25.0	
2014	000s	6.2	5.8	12.0	17.7	16.9	17.0	27.2	31.6	19.7	14.8	5.9	4.8	179.6	0.7%	24.0	51.6	78.4	25.5	
2015	000s	6.3	5.9	12.4	18.1	17.2	17.2	27.6	32.3	20.1	15.1	6.1	4.9	183.3	2.1%	24.6	52.5	80.1	26.1	
2019	000s	7.1	7.5	14.9	24.1	24.0	24.1	30.2	36.4	29.5	21.8	8.4	7.9	235.9	28.7%	29.5	72.2	96.1	38.1	
2020	000s	6.3	8.6	14.2				17.0	36.6	30.7	14.8	0.3	3.4	131.9	-44.1%	29.1		84.3	18.5	
2021	000s				14.4	20.7	25.8	35.6	40.8	35.4	27.9	8.0	9.0	217.7	65.0%		61.0	111.7	44.9	

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s Visitor No.s by Year and Share of Total			
Non-Serviced	000s	186.7	201.2	187.8	188.9	198.0	188.1	178.3	179.6	183.3	235.9	131.9	217.7				
All Visitor Types	M	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0	3.9				
Share of Total	%	3.7%	4.3%	3.7%	3.8%	3.9%	3.8%	3.6%	3.6%	3.6%	4.0%	6.6%	5.6%				
Annual Change in Share	%		14.0%	-12.8%	3.1%	1.8%	-2.9%	-5.2%	0.4%	0.8%	9.7%	66.0%	-16.0%				
Change in Share from 2007	%		14.0%	-0.6%	2.5%	4.4%	1.3%	-3.9%	-3.5%	-2.7%	6.7%	77.1%	48.7%				
Avg Ann. Change in Share	%		14.0%	-0.3%	0.8%	1.1%	0.3%	-0.7%	-0.5%	-0.3%	0.6%	5.9%	3.5%				

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021													SFR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-50.5%	-17.4%	14.4%	22.9%	19.9%	26.1%	28.8%	4.8%	-4.3%	-23.3%			-22.7%	22.5%	6.7%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				119.1%	14.2%	17.1%	67.1%	3707.6%	143.5%	34.8%					40.6%	157.8%
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.6%	-1.2%	1.0%	1.6%	1.4%	1.9%	2.1%	0.3%	-0.3%	-1.7%			-1.6%	1.6%	0.5%	
2007	000s	36.4	14.5	16.2	30.7	24.2	19.6	26.7	27.1	16.8	17.0	13.9	31.5	274.6			67.1	74.5	70.6	62.4
2008	000s	36.5	14.6	16.2	30.8	24.3	19.6	26.8	27.2	16.8	17.0	14.0	31.6	275.5	0.3%	67.3	74.8	70.8	62.6	
2009	000s	36.7	14.7	16.3	31.0	24.5	19.7	26.9	27.4	16.9	17.1	14.1	31.8	276.9	0.5%	67.6	75.2	71.2	63.0	
2010	000s	36.6	14.7	16.3	30.9	24.4	19.7	26.9	27.3	16.9	17.1	14.0	31.7	276.6	-0.1%	67.6	75.1	71.1	62.9	
2011	000s	36.7	14.7	16.3	31.0	24.5	19.7	26.9	27.4	16.9	17.1	14.1	31.8	276.9	0.1%	67.6	75.2	71.2	63.0	
2012	000s	37.6	15.0	16.7	31.7	25.0	20.2	27.5	28.0	17.3	17.5	14.4	32.5	283.6	2.4%	69.3	77.0	72.9	64.5	
2013	000s	37.8	15.1	16.8	31.9	25.2	20.4	27.7	28.2	17.4	17.7	14.5	32.8	285.6	0.7%	69.8	77.5	73.4	64.9	
2014	000s	38.1	15.2	16.9	32.1	25.4	20.5	27.9	28.4	17.5	17.8	14.6	33.0	287.4	0.6%	70.2	78.0	73.9	65.3	
2015	000s	38.3	15.3	17.0	32.3	25.5	20.6	28.1	28.6	17.6	17.9	14.7	33.2	289.1	0.6%	70.6	78.4	74.3	65.7	
2019	000s	39.3	15.7	17.5	33.2	26.2	21.1	28.8	29.3	18.1	18.3	15.1	34.1	296.7	2.6%	72.5	80.5	76.2	67.5	
2020	000s	38.0	17.0	13.9				15.0	28.5	18.0	13.1	0.4	12.4	156.3	-47.3%	68.9			61.5	25.9
2021	000s				15.2	20.0	22.4	32.8	32.6	21.1	21.9	14.6	30.2	210.7	34.8%			57.6	86.4	66.6

VISITOR NUMBERS													SFR			
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s	Visitor No.s by Year and Share of Total	
SFR	000s	274.6	275.5	276.9	276.6	276.9	283.6	285.6	287.4	289.1	296.7	156.3	210.7	350.0		
All Visitor Types	M	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0	3.9	300.0		
Share of Total	%	5.5%	5.8%	5.5%	5.6%	5.5%	5.7%	5.8%	5.8%	5.7%	5.0%	7.8%	5.4%	250.0		
Annual Change in Share	%		6.2%	-6.2%	2.4%	-2.8%	4.6%	0.8%	0.3%	-0.6%	-12.5%	56.3%	-31.4%	200.0		
Change in Share from 2007	%		6.2%	-0.4%	2.0%	-0.8%	3.8%	4.6%	5.0%	4.3%	-8.8%	42.6%	-2.2%	150.0		
Avg Ann. Change in Share	%		6.2%	-0.2%	0.7%	-0.2%	0.8%	0.8%	0.7%	0.5%	-0.7%	3.3%	-0.2%	100.0		
														50.0		
														0.00		
														0.00		
														0.00		

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Report Prepared by: Cathy James, Date of Issue: 13/09/22

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021													STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-60.9%	-31.1%	20.7%	28.5%	32.2%	19.5%	51.8%	1.5%	-10.9%	-16.5%			-25.0%	27.2%	15.8%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				136.9%	18.3%	18.8%	54.9%	4216.1%	137.7%	47.9%				42.8%	128.6%
Average Annual Change		-7.1%	-7.1%	-7.1%	-4.4%	-2.2%	1.5%	2.0%	2.3%	1.4%	3.7%	0.1%	-0.8%	-1.2%			-1.8%	1.9%	1.1%
2007	000s	62.2	43.2	57.3	75.8	78.3	70.3	80.9	88.3	71.3	57.4	41.2	55.4	781.5		162.6	224.4	240.5	153.9
2008	000s	58.1	42.9	66.8	71.7	78.4	69.5	80.9	83.5	63.3	52.6	35.4	55.5	758.7	-2.9%	167.8	219.6	227.8	143.6
2009	000s	54.9	39.4	54.4	72.0	82.4	65.3	88.1	93.1	69.7	60.5	42.3	53.6	775.8	2.2%	148.8	219.7	250.9	156.4
2010	000s	57.1	38.4	55.7	72.8	81.9	78.6	83.6	93.8	64.7	60.4	37.8	54.3	779.0	0.4%	151.2	233.2	242.2	152.5
2011	000s	57.3	41.5	53.6	79.1	77.1	74.9	90.3	96.9	64.5	67.3	36.8	55.1	794.4	2.0%	152.4	231.0	251.7	159.2
2012	000s	56.6	38.4	54.0	77.8	77.3	73.4	88.7	97.4	64.4	66.8	37.6	56.5	789.0	-0.7%	149.0	228.5	250.5	161.0
2013	000s	57.4	40.5	53.9	76.4	78.5	72.0	88.9	98.5	62.2	66.1	39.0	57.2	790.6	0.2%	151.8	226.9	249.6	162.3
2014	000s	58.9	41.5	56.1	77.8	79.8	71.8	91.1	101.6	64.7	69.3	40.4	59.1	812.0	2.7%	156.5	229.3	257.4	168.7
2015	000s	60.6	42.6	56.5	77.8	81.0	74.9	93.8	104.0	66.3	71.1	40.2	60.4	829.2	2.1%	159.7	233.7	264.0	171.7
2019	000s	62.0	43.9	58.4	83.2	86.5	81.6	94.5	107.6	74.8	78.1	43.4	62.3	876.4	5.7%	164.4	251.4	276.9	183.8
2020	000s	60.2	47.1	41.5				43.9	98.7	71.7	56.3	1.0	20.7	441.1	-49.7%	148.8		214.3	78.0
2021	000s				29.6	54.0	84.8	104.0	116.8	85.3	87.2	41.8	49.3	652.6	47.9%		168.4	306.0	178.2

VISITOR NUMBERS													STAYING VISITOR	
SHARE OF MARKET	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s	
Staying Visitor	000s	781.5	758.7	775.8	779.0	794.4	789.0	790.6	812.0	829.2	876.4	441.1	652.6	
All Visitor Types	M	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0	3.9	
Share of Total	%	15.6%	16.1%	15.3%	15.8%	15.6%	15.9%	15.9%	16.3%	16.4%	14.8%	22.1%	16.7%	
Annual Change in Share	%		2.7%	-4.5%	3.0%	-1.0%	1.5%	0.3%	2.4%	0.9%	-9.9%	49.4%	-24.7%	
Change in Share from 2007	%		2.7%	-1.9%	1.0%	0.0%	1.5%	1.8%	4.2%	5.1%	-5.3%	41.4%	6.5%	
Avg Ann. Change in Share	%		2.7%	-1.0%	0.3%	0.0%	0.3%	0.3%	0.6%	0.6%	-0.4%	3.2%	0.5%	



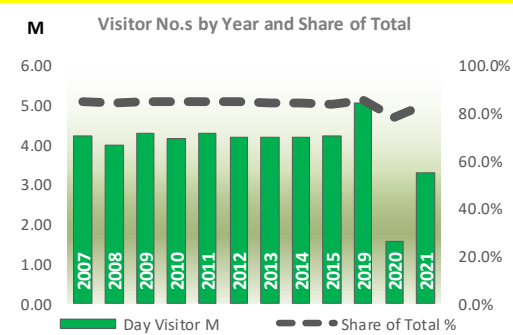
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**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021													DAY VISITOR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR												TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL		% Change				
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	TOTAL		% Change				
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-63.4%	-18.6%	22.4%	68.5%	1.4%	-18.9%	-30.1%	29.4%	-23.9%	-22.5%			-21.0%	12.5%	-11.8%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				1037.3%	57.9%	43.4%	280.6%	7773.7%	955.2%	110.3%	Annual Change				132.1%	728.7%
Average Annual Change		-7.1%	-7.1%	-7.1%	-4.5%	-1.3%	1.6%	4.9%	0.1%	-1.3%	-2.1%	2.1%	-1.7%	-1.6%			-1.5%	0.9%	-0.8%	
2007	M	0.198	0.241	0.342	0.420	0.421	0.386	0.385	0.571	0.487	0.342	0.214	0.209	4.214		0.781	1.226	1.442	0.765	
2008	M	0.184	0.246	0.356	0.267	0.406	0.353	0.451	0.573	0.398	0.317	0.204	0.208	3.963	-6.0%	0.786	1.025	1.422	0.729	
2009	M	0.172	0.240	0.372	0.367	0.451	0.389	0.466	0.619	0.437	0.370	0.205	0.193	4.280	8.0%	0.784	1.207	1.522	0.768	
2010	M	0.124	0.196	0.335	0.380	0.430	0.452	0.497	0.563	0.424	0.375	0.250	0.128	4.152	-3.0%	0.654	1.261	1.483	0.753	
2011	M	0.167	0.278	0.364	0.411	0.390	0.460	0.619	0.534	0.387	0.237	0.277	0.159	4.282	3.1%	0.808	1.262	1.540	0.673	
2012	M	0.163	0.271	0.353	0.400	0.381	0.446	0.605	0.532	0.375	0.229	0.271	0.155	4.181	-2.4%	0.787	1.227	1.512	0.655	
2013	M	0.164	0.270	0.351	0.398	0.382	0.444	0.605	0.537	0.372	0.227	0.270	0.155	4.175	-0.1%	0.785	1.224	1.514	0.652	
2014	M	0.158	0.263	0.345	0.404	0.383	0.446	0.613	0.547	0.373	0.226	0.262	0.150	4.168	-0.2%	0.765	1.232	1.533	0.638	
2015	M	0.159	0.265	0.348	0.408	0.387	0.451	0.619	0.553	0.377	0.228	0.264	0.152	4.212	1.1%	0.773	1.245	1.549	0.645	
2019	M	0.191	0.318	0.417	0.488	0.463	0.539	0.741	0.661	0.451	0.273	0.316	0.182	5.040	19.7%	0.925	1.490	1.853	0.771	
2020	M	0.191	0.318	0.264				0.057	0.367	0.275	0.063	0.004	0.015	1.553	-69.2%	0.772		0.699	0.081	
2021	M				0.154	0.342	0.472	0.648	0.579	0.395	0.239	0.277	0.159	3.265	110.3%		0.968	1.622	0.675	

VISITOR NUMBERS													DAY VISITOR			
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021			
Day Visitor	M	4.214	3.963	4.280	4.152	4.282	4.181	4.175	4.168	4.212	5.040	1.553	3.265			
All Visitor Types	M	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	5.916	1.994	3.917			
Share of Total	%	84.4%	83.9%	84.7%	84.2%	84.4%	84.1%	84.1%	83.7%	83.6%	85.2%	77.9%	83.3%			
Annual Change in Share	%		-0.5%	0.9%	-0.5%	0.2%	-0.3%	-0.1%	-0.5%	-0.2%	2.0%	-8.6%	7.0%			
Change in Share from 2007	%		-0.5%	0.4%	-0.2%	0.0%	-0.3%	-0.3%	-0.8%	-1.0%	1.0%	-7.7%	-1.2%			
Avg Ann. Change in Share	%		-0.5%	0.2%	-0.1%	0.0%	-0.1%	-0.1%	-0.1%	-0.1%	0.1%	-0.6%	-0.1%			



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Report Prepared by: Cathy James, Date of Issue: 13/09/22

## Visitor Days by Month, Year and Visitor Type for the Period 2007 to 2021

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

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021													TOTAL	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		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 2007 to 2021		-100.0%	-100.0%	-100.0%	-55.9%	-16.4%	21.7%	54.3%	12.8%	0.4%	4.0%	21.6%	-14.2%	-15.1%			-17.5%	20.8%	3.1%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				329.0%	34.5%	29.0%	119.9%	5954.1%	301.8%	83.7%				77.5%	272.0%
Average Annual Change		-7.1%	-7.1%	-7.1%	-4.0%	-1.2%	1.5%	3.9%	0.9%	0.0%	0.3%	1.5%	-1.0%	-1.1%			-1.3%	1.5%	0.2%
2007	M	0.354	0.347	0.513	0.671	0.672	0.638	0.692	0.933	0.765	0.533	0.316	0.361	6.793		1.213	1.980	2.390	1.210
2008	M	0.337	0.356	0.562	0.517	0.698	0.616	0.782	0.928	0.649	0.514	0.297	0.352	6.608	-2.7%	1.255	1.830	2.359	1.164
2009	M	0.318	0.336	0.537	0.630	0.704	0.621	0.804	0.972	0.719	0.568	0.302	0.334	6.846	3.6%	1.192	1.955	2.495	1.204
2010	M	0.273	0.291	0.496	0.646	0.692	0.727	0.810	0.921	0.687	0.574	0.341	0.269	6.727	-1.7%	1.060	2.065	2.418	1.184
2011	M	0.316	0.378	0.520	0.705	0.634	0.714	0.975	0.919	0.649	0.454	0.368	0.302	6.935	3.1%	1.214	2.053	2.544	1.124
2012	M	0.311	0.362	0.510	0.687	0.620	0.693	0.951	0.913	0.633	0.440	0.363	0.302	6.785	-2.2%	1.183	2.000	2.497	1.106
2013	M	0.313	0.365	0.506	0.666	0.620	0.680	0.947	0.917	0.619	0.432	0.366	0.303	6.734	-0.8%	1.183	1.966	2.483	1.101
2014	M	0.310	0.359	0.505	0.675	0.622	0.680	0.959	0.936	0.627	0.439	0.359	0.302	6.772	0.6%	1.173	1.976	2.522	1.100
2015	M	0.315	0.364	0.510	0.681	0.629	0.691	0.973	0.950	0.637	0.446	0.362	0.306	6.864	1.4%	1.188	2.001	2.560	1.115
2019	M	0.351	0.422	0.591	0.800	0.751	0.828	1.112	1.091	0.774	0.540	0.428	0.352	8.039	17.1%	1.364	2.380	2.976	1.319
2020	M	0.345	0.431	0.403				0.249	0.782	0.596	0.252	0.006	0.077	3.141	-60.9%	1.178		1.627	0.336
2021	M				0.296	0.562	0.776	1.067	1.052	0.769	0.555	0.384	0.309	5.770	83.7%		1.634	2.888	1.248

VISITOR DAYS													TOTAL		
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	M	%
Total	M	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	8.039	3.141	5.770		
All Visitor Types	M	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	8.039	3.141	5.770		
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 2007	%														
Avg Ann. Change in Share	%														



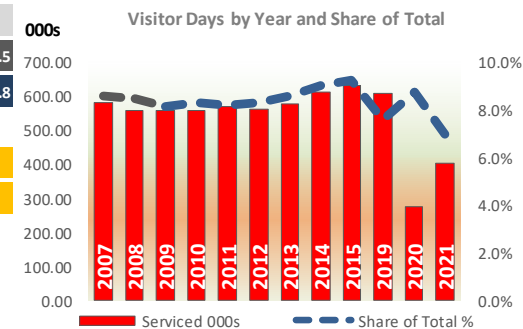
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Report Prepared by: Cathy James, Date of Issue: 13/09/22

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

VISITOR DAYS BY:													MONTH AND QUARTER		CALENDAR YEAR		VISITOR DAYS													
KEY													SERVICED ACCOMMODATION		TOTAL		QUARTER													
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		Annual 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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2007 to 2021													-100.0%	-100.0%	-100.0%	-100.0%	-68.3%	20.6%	30.2%	13.1%	11.8%	36.8%	-19.8%	-57.8%	-30.6%			-48.8%	17.7%	-10.3%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				198.5%	29.3%	24.8%	31.7%	5985.6%	106.2%	46.7%				56.7%	97.6%
Average Annual Change													-7.1%	-7.1%	-7.1%	-7.1%	-4.9%	1.5%	2.2%	0.9%	0.8%	2.6%	-1.4%	-4.1%	-2.2%			-3.5%	1.3%	-0.7%
2007	000s	30.5	36.4	49.6	49.2	60.1	53.2	52.5	59.3	64.2	46.6	40.2	38.1	579.8		116.5	162.5	176.0	124.9											
2008	000s	30.0	40.6	45.2	44.0	58.8	53.2	61.2	55.1	55.6	47.1	34.6	30.7	556.1	-4.1%	115.8	156.0	171.9	112.4											
2009	000s	18.9	28.9	35.9	47.3	56.6	47.8	65.2	56.9	87.3	49.2	36.3	26.3	556.5	0.1%	83.7	151.7	209.4	111.7											
2010	000s	22.9	25.9	45.2	48.5	52.7	64.2	63.4	57.9	66.8	48.6	30.3	28.7	555.1	-0.3%	94.0	165.4	188.1	107.6											
2011	000s	23.6	30.4	43.8	53.4	49.0	62.3	64.7	56.9	65.4	58.0	28.7	29.7	565.9	2.0%	97.9	164.7	187.0	116.3											
2012	000s	22.1	28.3	43.8	51.1	50.1	60.5	63.4	58.1	66.7	58.0	29.3	30.5	561.8	-0.7%	94.2	161.6	188.1	117.8											
2013	000s	22.9	31.2	44.8	55.7	52.2	60.5	64.7	60.4	64.2	58.0	31.3	31.4	577.1	2.7%	98.8	168.4	189.3	120.6											
2014	000s	25.1	32.6	47.8	58.0	54.3	60.5	68.7	63.9	69.2	62.7	33.2	33.8	609.8	5.7%	105.5	172.8	201.7	129.7											
2015	000s	27.3	34.1	47.8	56.9	55.4	65.4	72.6	66.2	71.7	65.0	32.6	35.5	630.5	3.4%	109.2	177.7	210.5	133.1											
2019	000s	26.9	32.9	46.4	54.3	52.4	63.9	68.1	64.7	67.9	64.7	33.6	32.2	607.9	-3.6%	106.1	170.5	200.7	130.5											
2020	000s	27.4	34.1	23.8				22.9	51.8	57.5	48.4	0.5	7.8	274.3	-54.9%	85.3		132.2	56.7											
2021	000s					19.1	64.1	68.4	67.0	71.8	63.8	32.3	16.1	402.5	46.7%		83.2	207.2	112.1											

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s	
Serviced	000s	579.8	556.1	556.5	555.1	565.9	561.8	577.1	609.8	630.5	607.9	274.3	402.5	700.00	
All Visitor Types	M	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3.1	5.8	600.00	
Share of Total	%	8.5%	8.4%	8.1%	8.3%	8.2%	8.3%	8.6%	9.0%	9.2%	7.6%	8.7%	7.0%	500.00	
Annual Change in Share	%		-1.4%	-3.4%	1.5%	-1.1%	1.5%	3.5%	5.1%	2.0%	-17.7%	15.5%	-20.1%	400.00	
Change in Share from 2007	%		-1.4%	-4.8%	-3.3%	-4.4%	-3.0%	0.4%	5.5%	7.6%	-11.4%	2.3%	-18.3%	300.00	
Avg Ann. Change in Share	%		-1.4%	-2.4%	-1.1%	-1.1%	-0.6%	0.1%	0.8%	1.0%	-1.0%	0.2%	-1.3%	200.00	



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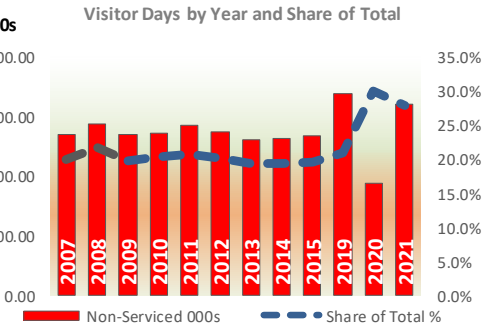
Report Prepared by: Cathy James, Date of Issue: 13/09/22



**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021													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	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-15.1%	13.3%	22.2%	42.9%	38.4%	43.9%	88.9%	35.4%	76.4%	19.1%			8.6%	41.5%	76.3%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				104.2%	10.9%	14.5%	81.3%	2892.9%	155.3%	70.2%				31.2%	124.6%
Average Annual Change		-7.1%	-7.1%	-7.1%	-1.1%	1.0%	1.6%	3.1%	2.7%	3.1%	6.3%	2.5%	5.5%	1.4%			0.6%	3.0%	5.4%
2007	000s	34.1	38.7	86.3	118.9	137.8	157.8	187.8	232.3	178.2	108.4	33.7	31.8	1,345.8		159.1	414.6	598.4	173.8
2008	000s	31.5	39.0	125.9	122.7	180.3	168.5	203.1	228.4	159.0	113.5	29.8	31.7	1,433.3	6.5%	196.4	471.5	590.5	175.0
2009	000s	35.6	36.4	94.6	131.8	142.3	143.5	205.5	225.2	158.2	111.9	32.0	32.7	1,349.6	-5.8%	166.6	417.6	588.8	176.6
2010	000s	35.2	38.9	80.8	134.7	155.6	169.5	182.8	228.9	159.7	114.3	32.2	29.5	1,361.9	0.9%	154.8	459.7	571.4	176.0
2011	000s	34.1	39.3	77.4	156.8	141.4	149.9	224.2	257.6	160.5	122.1	33.8	30.9	1,428.0	4.8%	150.8	448.1	642.3	186.8
2012	000s	31.4	31.1	77.6	150.6	134.1	143.3	213.3	250.8	153.6	116.1	34.2	31.6	1,367.5	-4.2%	140.1	427.9	617.7	181.9
2013	000s	31.7	31.7	73.8	126.1	130.9	132.6	208.4	246.3	144.3	109.9	34.6	31.2	1,301.5	-4.8%	137.2	389.6	599.0	175.7
2014	000s	31.8	31.7	75.6	126.4	128.6	130.0	207.8	251.1	147.3	112.2	35.1	31.8	1,309.5	0.6%	139.1	385.1	606.2	179.1
2015	000s	32.3	32.1	77.2	129.0	130.6	131.8	211.2	256.3	150.3	114.5	35.8	32.5	1,333.5	1.8%	141.5	391.4	617.9	182.8
2019	000s	34.9	38.7	90.5	168.0	178.6	180.7	230.5	288.1	215.5	162.2	47.2	49.8	1,684.9	26.4%	164.2	527.3	734.2	259.3
2020	000s	32.2	43.0	84.8				131.5	290.0	223.9	112.9	1.5	21.9	941.8	-44.1%	160.1		645.3	136.4
2021	000s				101.0	156.2	192.8	268.5	321.6	256.4	204.7	45.6	56.0	1,602.9	70.2%		450.1	846.5	306.3

VISITOR DAYS													NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s		Visitor Days by Year and Share of Total			
Non-Serviced	000s	1,345.8	1,433.3	1,349.6	1,361.9	1,428.0	1,367.5	1,301.5	1,309.5	1,333.5	1,684.9	941.8	1,602.9	2,000.00	35.0%				
All Visitor Types	M	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3.1	5.8	1,500.00	30.0%				
Share of Total	%	19.8%	21.7%	19.7%	20.2%	20.6%	20.2%	19.3%	19.3%	19.4%	21.0%	30.0%	27.8%	1,000.00	25.0%				
Annual Change in Share	%		9.5%	-9.1%	2.7%	1.7%	-2.1%	-4.1%	0.0%	0.5%	7.9%	43.1%	-7.3%	500.00	20.0%				
Change in Share from 2007	%		9.5%	-0.5%	2.2%	3.9%	1.7%	-2.4%	-2.4%	-1.9%	5.8%	51.4%	40.2%	500.00	15.0%				
Avg Ann. Change in Share	%		9.5%	-0.2%	0.7%	1.0%	0.3%	-0.4%	-0.3%	-0.2%	0.5%	4.0%	2.9%	500.00	10.0%				



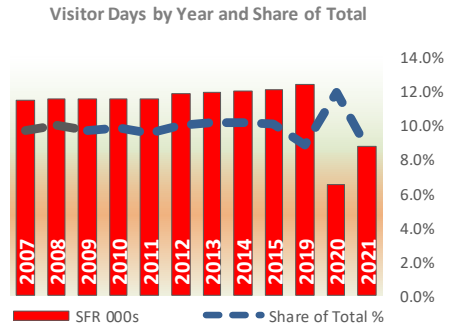
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Report Prepared by: Cathy James, Date of Issue: 13/09/22

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021													SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-50.5%	-17.4%	14.4%	22.9%	19.9%	26.1%	28.8%	4.8%	-4.3%	-23.6%			-25.5%	22.3%	5.7%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				119.1%	14.2%	17.1%	67.1%	3707.6%	143.5%	34.2%				41.0%	154.0%
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.6%	-1.2%	1.0%	1.6%	1.4%	1.9%	2.1%	0.3%	-0.3%	-1.7%			-1.8%	1.6%	0.4%
2007	000s	90.9	30.5	34.8	82.9	53.3	41.1	66.7	70.6	36.4	36.3	28.3	81.9	653.8		156.2	177.3	173.6	146.6
2008	000s	91.2	30.7	34.9	83.2	53.5	41.2	66.9	70.8	36.5	36.4	28.4	82.2	656.0	0.3%	156.7	177.9	174.2	147.1
2009	000s	91.7	30.8	35.0	83.6	53.8	41.4	67.2	71.2	36.7	36.6	28.5	82.6	659.3	0.5%	157.5	178.8	175.1	147.8
2010	000s	91.6	30.8	35.0	83.5	53.7	41.4	67.2	71.1	36.6	36.6	28.5	82.5	658.5	-0.1%	157.4	178.6	174.9	147.6
2011	000s	91.7	30.8	35.0	83.6	53.8	41.4	67.2	71.2	36.7	36.6	28.5	82.6	659.3	0.1%	157.5	178.8	175.1	147.8
2012	000s	93.9	31.5	35.9	85.6	55.1	42.4	68.9	72.9	37.5	37.5	29.2	84.6	675.1	2.4%	161.3	183.1	179.3	151.4
2013	000s	94.6	31.8	36.1	86.2	55.5	42.7	69.3	73.4	37.8	37.8	29.4	85.2	680.0	0.7%	162.5	184.5	180.6	152.4
2014	000s	95.2	32.0	36.4	86.8	55.8	43.0	69.8	73.9	38.0	38.0	29.6	85.8	684.2	0.6%	163.5	185.6	181.7	153.4
2015	000s	95.7	32.2	36.6	87.3	56.1	43.3	70.2	74.3	38.3	38.2	29.8	86.3	688.2	0.6%	164.4	186.7	182.8	154.3
2019	000s	98.2	33.0	37.5	89.6	57.6	44.4	72.0	76.3	39.3	39.2	30.6	88.5	706.4	2.6%	168.8	191.6	187.6	158.4
2020	000s	95.0	35.7	29.9				37.4	74.1	39.1	28.0	0.8	32.2	372.3	-47.3%	160.6		150.7	61.0
2021	000s				41.0	44.1	47.0	81.9	84.7	45.8	46.8	29.7	78.4	499.4	34.2%		132.1	212.4	154.9

VISITOR DAYS													SFR				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s			
SFR	000s	653.8	656.0	659.3	658.5	659.3	675.1	680.0	684.2	688.2	706.4	372.3	499.4	800.00			
All Visitor Types	M	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3.1	5.8	600.00			
Share of Total	%	9.6%	9.9%	9.6%	9.8%	9.5%	9.9%	10.1%	10.1%	10.0%	8.8%	11.9%	8.7%	400.00			
Annual Change in Share	%		3.1%	-3.0%	1.6%	-2.9%	4.7%	1.5%	0.1%	-0.8%	-12.4%	34.9%	-27.0%	200.00			
Change in Share from 2007	%		3.1%	0.1%	1.7%	-1.2%	3.4%	4.9%	5.0%	4.2%	-8.7%	23.2%	-10.1%	0.00			
Avg Ann. Change in Share	%		3.1%	0.0%	0.6%	-0.3%	0.7%	0.8%	0.7%	0.5%	-0.7%	1.8%	-0.7%	0.00			



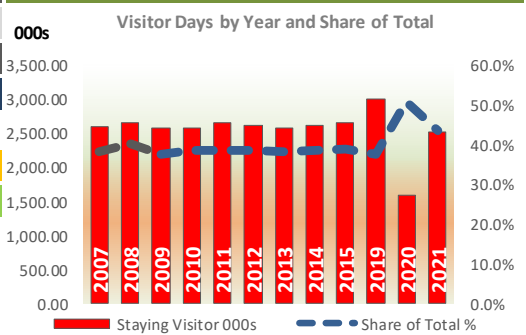
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Report Prepared by: Cathy James, Date of Issue: 13/09/22

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021													STAYING VISITOR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-43.4%	-12.7%	20.6%	36.4%	30.7%	34.2%	64.8%	5.2%	-0.9%	-2.9%			-11.8%	33.6%	28.7%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				118.4%	13.8%	16.7%	66.5%	3696.0%	143.0%	57.7%				36.4%	125.6%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.1%	-0.9%	1.5%	2.6%	2.2%	2.4%	4.6%	0.4%	-0.1%	-0.2%			-0.8%	2.4%	2.1%	
2007	000s	155.6	105.6	170.6	251.0	251.3	252.1	307.1	362.1	278.8	191.3	102.2	151.8	2,579.4			431.8	754.4	948.0	445.3
2008	000s	152.7	110.2	206.0	250.0	292.6	262.9	331.2	354.3	251.1	197.1	92.7	144.6	2,645.4	2.6%	468.9	805.5	936.6	434.4	
2009	000s	146.2	96.1	165.5	262.7	252.7	232.8	337.9	353.2	282.1	197.7	96.8	141.6	2,565.4	-3.0%	407.9	748.2	973.2	436.2	
2010	000s	149.7	95.5	161.0	266.7	262.0	275.1	313.3	357.9	263.0	199.5	91.0	140.8	2,575.5	0.4%	406.2	803.8	934.3	431.3	
2011	000s	149.4	100.5	156.3	293.8	244.2	253.6	356.1	385.7	262.6	216.7	91.0	143.2	2,653.1	3.0%	406.2	791.6	1,004.4	450.9	
2012	000s	147.4	91.0	157.2	287.2	239.3	246.2	345.5	381.7	257.8	211.5	92.7	146.8	2,604.4	-1.8%	395.6	772.6	985.1	451.1	
2013	000s	149.1	94.7	154.7	268.0	238.6	235.8	342.4	380.1	246.3	205.6	95.3	147.8	2,558.6	-1.8%	398.5	742.5	968.8	448.8	
2014	000s	152.1	96.3	159.7	271.2	238.8	233.5	346.3	388.8	254.6	212.9	97.9	151.4	2,603.5	1.8%	408.1	743.5	989.7	462.2	
2015	000s	155.3	98.3	161.5	273.1	242.2	240.4	354.1	396.8	260.3	217.7	98.2	154.2	2,652.1	1.9%	415.1	755.7	1,011.2	470.2	
2019	000s	160.0	104.6	174.4	311.9	288.6	288.9	370.7	429.1	322.7	266.2	111.4	170.6	2,999.1	13.1%	439.0	889.5	1,122.5	548.2	
2020	000s	154.5	112.9	138.6				191.8	415.9	320.5	189.3	2.8	61.9	1,588.3	-47.0%	406.0		928.2	254.1	
2021	000s				142.1	219.4	304.0	418.8	473.3	374.0	315.3	107.5	150.5	2,504.7	57.7%		665.4	1,266.1	573.3	

VISITOR DAYS													STAYING VISITOR				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	000s			
Staying Visitor	000s	2,579.4	2,645.4	2,565.4	2,575.5	2,653.1	2,604.4	2,558.6	2,603.5	2,652.1	2,999.1	1,588.3	2,504.7	3,500.00			
All Visitor Types	M	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3.1	5.8	3,000.00			
Share of Total	%	38.0%	40.0%	37.5%	38.3%	38.3%	38.4%	38.0%	38.4%	38.6%	37.3%	50.6%	43.4%	2,500.00			
Annual Change in Share	%		5.4%	-6.4%	2.2%	-0.1%	0.3%	-1.0%	1.2%	0.5%	-3.4%	35.5%	-14.2%	2,000.00			
Change in Share from 2007	%		5.4%	-1.3%	0.8%	0.7%	1.1%	0.1%	1.3%	1.8%	-1.7%	33.2%	14.3%	1,500.00			
Avg Ann. Change in Share	%		5.4%	-0.7%	0.3%	0.2%	0.2%	0.0%	0.2%	0.2%	-0.1%	2.6%	1.0%	1,000.00			



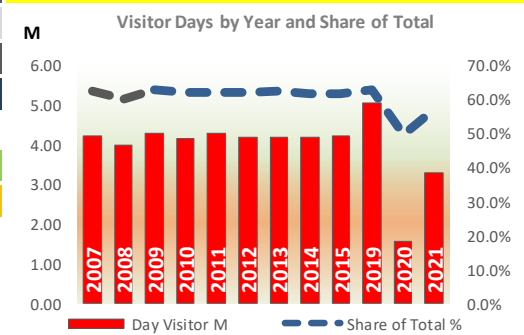
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Report Prepared by: Cathy James, Date of Issue: 13/09/22

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

VISITOR DAYS BY:													2007 to 2021		DAY VISITOR		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													DAY VISITOR																	
An increase of 3% or more													VISITOR DAYS IN MILLIONS / 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 2007 to 2021													-100.0%	-100.0%	-100.0%	-63.4%	-18.6%	22.4%	68.5%	1.4%	-18.9%	-30.1%	29.4%	-23.9%	-22.5%			-21.0%	12.5%	-11.8%
% Change 2020 to 2021													-100.0%	-100.0%	-100.0%				1037.3%	57.9%	43.4%	280.6%	7773.7%	955.2%	110.3%				132.1%	728.7%
Average Annual Change													-7.1%	-7.1%	-7.1%	-4.5%	-1.3%	1.6%	4.9%	0.1%	-1.3%	-2.1%	2.1%	-1.7%	-1.6%	Annual Change		-1.5%	0.9%	-0.8%
2007	M	0.198	0.241	0.342	0.420	0.421	0.386	0.385	0.571	0.487	0.342	0.214	0.209	4.214		0.781	1.226	1.442	0.765											
2008	M	0.184	0.246	0.356	0.267	0.406	0.353	0.451	0.573	0.398	0.317	0.204	0.208	3.963	-6.0%	0.786	1.025	1.422	0.729											
2009	M	0.172	0.240	0.372	0.367	0.451	0.389	0.466	0.619	0.437	0.370	0.205	0.193	4.280	8.0%	0.784	1.207	1.522	0.768											
2010	M	0.124	0.196	0.335	0.380	0.430	0.452	0.497	0.563	0.424	0.375	0.250	0.128	4.152	-3.0%	0.654	1.261	1.483	0.753											
2011	M	0.167	0.278	0.364	0.411	0.390	0.460	0.619	0.534	0.387	0.237	0.277	0.159	4.282	3.1%	0.808	1.262	1.540	0.673											
2012	M	0.163	0.271	0.353	0.400	0.381	0.446	0.605	0.532	0.375	0.229	0.271	0.155	4.181	-2.4%	0.787	1.227	1.512	0.655											
2013	M	0.164	0.270	0.351	0.398	0.382	0.444	0.605	0.537	0.372	0.227	0.270	0.155	4.175	-0.1%	0.785	1.224	1.514	0.652											
2014	M	0.158	0.263	0.345	0.404	0.383	0.446	0.613	0.547	0.373	0.226	0.262	0.150	4.168	-0.2%	0.765	1.232	1.533	0.638											
2015	M	0.159	0.265	0.348	0.408	0.387	0.451	0.619	0.553	0.377	0.228	0.264	0.152	4.212	1.1%	0.773	1.245	1.549	0.645											
2019	M	0.191	0.318	0.417	0.488	0.463	0.539	0.741	0.661	0.451	0.273	0.316	0.182	5.040	19.7%	0.925	1.490	1.853	0.771											
2020	M	0.191	0.318	0.264				0.057	0.367	0.275	0.063	0.004	0.015	1.553	-69.2%	0.772		0.699	0.081											
2021	M				0.154	0.342	0.472	0.648	0.579	0.395	0.239	0.277	0.159	3.265	110.3%		0.968	1.622	0.675											

VISITOR DAYS													DAY VISITOR	
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	
Day Visitor	M	4.214	3.963	4.280	4.152	4.282	4.181	4.175	4.168	4.212	5.040	1.553	3.265	
All Visitor Types	M	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	8.039	3.141	5.770	
Share of Total	%	62.0%	60.0%	62.5%	61.7%	61.7%	61.6%	62.0%	61.6%	61.4%	62.7%	49.4%	56.6%	
Annual Change in Share	%		-3.3%	4.3%	-1.3%	0.0%	-0.2%	0.6%	-0.7%	-0.3%	2.2%	-21.2%	14.5%	
Change in Share from 2007	%		-3.3%	0.8%	-0.5%	-0.5%	-0.7%	0.0%	-0.8%	-1.1%	1.1%	-20.3%	-8.8%	
Avg Ann. Change in Share	%		-3.3%	0.4%	-0.2%	-0.1%	-0.1%	0.0%	-0.1%	-0.1%	0.1%	-1.6%	-0.6%	



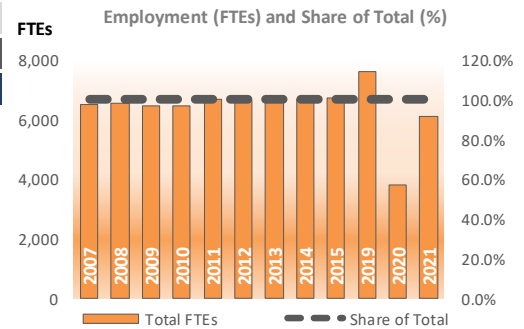
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Report Prepared by: Cathy James, Date of Issue: 13/09/22

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2007 to 2021

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

STEAM FINAL TREND REPORT FOR 2007-2021													2007 to 2021		TOTAL		TOTAL EMPLOYMENT				
HEREFORDSHIRE COUNTY COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		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 2007 to 2021		-100.0%	-100.0%	-100.0%	-52.1%	-7.8%	30.6%	50.1%	32.1%	23.2%	30.3%	13.2%	-1.3%	-6.4%	Annual Change			-9.4%	34.8%	16.0%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				159.7%	17.7%	18.9%	58.2%	3941.0%	167.9%	60.2%					45.2%	149.1%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.7%	-0.6%	2.2%	3.6%	2.3%	1.7%	2.2%	0.9%	-0.1%	-0.5%				-0.7%	2.5%	1.1%	
2007	FTEs	4,364	4,290	5,855	7,228	7,451	7,426	8,129	9,952	8,467	6,237	4,113	4,476	6,499			4,837	7,368	8,849	4,942	
2008	FTEs	4,267	4,403	6,528	6,449	8,140	7,472	8,944	9,932	7,615	6,235	3,912	4,389	6,524	0.4%			5,066	7,354	8,830	4,845
2009	FTEs	4,051	4,087	5,843	7,044	7,558	7,040	8,942	9,920	8,206	6,403	3,936	4,197	6,436	-1.4%			4,660	7,214	9,023	4,845
2010	FTEs	3,886	3,872	5,592	7,212	7,618	8,057	8,733	9,797	7,843	6,508	4,089	3,858	6,422	-0.2%			4,450	7,629	8,791	4,818
2011	FTEs	4,125	4,394	5,634	7,929	7,256	7,854	10,208	10,200	7,702	6,126	4,268	4,097	6,650	3.5%			4,718	7,680	9,370	4,831
2012	FTEs	4,119	4,252	5,678	7,877	7,224	7,777	10,116	10,284	7,671	6,089	4,321	4,183	6,633	-0.3%			4,683	7,626	9,357	4,864
2013	FTEs	4,204	4,373	5,725	7,672	7,362	7,720	10,241	10,511	7,601	6,073	4,425	4,252	6,680	0.7%			4,767	7,585	9,451	4,917
2014	FTEs	4,178	4,314	5,713	7,663	7,287	7,607	10,230	10,595	7,662	6,128	4,382	4,244	6,667	-0.2%			4,735	7,519	9,496	4,918
2015	FTEs	4,200	4,325	5,707	7,638	7,291	7,664	10,281	10,650	7,703	6,165	4,369	4,264	6,688	0.3%			4,744	7,531	9,545	4,932
2019	FTEs	4,409	4,716	6,309	8,779	8,621	9,021	11,261	11,990	9,216	7,203	4,829	4,631	7,582	13.4%			5,145	8,807	10,822	5,554
2020	FTEs	4,312	4,852	4,858	-	-	-	4,699	11,170	8,775	5,140	115	1,649	3,798	-49.9%			4,674		8,215	2,301
2021	FTEs	-	-	-	3,463	6,872	9,701	12,204	13,145	10,430	8,129	4,654	4,417	6,085	60.2%				6,679	11,926	5,733
EMPLOYMENT													TOTAL								
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021								
Total	FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085								
Total Employment	FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085								
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 2007	%																				
Avg Ann. Change in Share	%																				



STEAM FINAL TREND REPORT FOR 2007-2021													2007 to 2021		SERVICED		DIRECT EMPLOYMENT			
HEREFORDSHIRE COUNTY COUNCIL																				
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	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-59.1%	4.1%	7.7%	2.8%	1.9%	5.7%	-10.0%	-19.1%	-37.2%	Annual Change		-51.3%	4.1%	-7.4%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				89.4%	10.6%	9.3%	9.0%	3374.7%	105.2%	18.9%				27.7%	95.1%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-7.1%	-4.2%	0.3%	0.6%	0.2%	0.1%	0.4%	-0.7%	-1.4%	-2.7%			-3.7%	0.3%	-0.5%	
2007	FTEs	1,521	1,590	1,740	1,770	1,898	1,824	1,813	1,903	1,950	1,735	1,629	1,602	1,748		1,617	1,831	1,889	1,655	
2008	FTEs	1,516	1,625	1,685	1,703	1,889	1,813	1,899	1,840	1,841	1,733	1,577	1,529	1,721	-1.5%	1,609	1,802	1,860	1,613	
2009	FTEs	1,387	1,499	1,582	1,728	1,853	1,753	1,935	1,868	2,237	1,750	1,586	1,467	1,720	0.0%	1,489	1,778	2,013	1,601	
2010	FTEs	1,429	1,462	1,675	1,737	1,798	1,929	1,915	1,877	1,952	1,764	1,514	1,501	1,713	-0.4%	1,522	1,821	1,914	1,593	
2011	FTEs	1,442	1,510	1,661	1,817	1,777	1,912	1,941	1,871	1,943	1,830	1,495	1,518	1,726	0.8%	1,538	1,835	1,919	1,615	
2012	FTEs	1,431	1,494	1,672	1,803	1,801	1,907	1,942	1,899	1,973	1,843	1,508	1,535	1,734	0.4%	1,532	1,837	1,938	1,629	
2013	FTEs	1,445	1,532	1,695	1,872	1,841	1,924	1,976	1,944	1,963	1,859	1,538	1,552	1,762	1.6%	1,557	1,879	1,961	1,650	
2014	FTEs	1,466	1,543	1,721	1,891	1,858	1,915	2,011	1,976	2,010	1,902	1,554	1,576	1,785	1.3%	1,577	1,888	1,999	1,677	
2015	FTEs	1,486	1,554	1,714	1,869	1,862	1,962	2,046	1,993	2,029	1,919	1,543	1,589	1,797	0.7%	1,585	1,898	2,023	1,684	
2019	FTEs	1,398	1,459	1,615	1,749	1,736	1,853	1,903	1,884	1,894	1,826	1,471	1,469	1,688	-6.1%	1,491	1,779	1,894	1,589	
2020	FTEs	1,403	1,471	1,226	-	-	-	1,031	1,770	1,816	1,683	42	632	923	-45.3%	1,367		1,539	785	
2021	FTEs	-	-	-	-	777	1,899	1,953	1,957	1,986	1,834	1,466	1,296	1,097	18.9%		892	1,965	1,532	

EMPLOYMENT													SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	FTEs			
Serviced	FTEs	1,748	1,721	1,720	1,713	1,726	1,734	1,762	1,785	1,797	1,688	923	1,097	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085				
Share of Total	%	26.9%	26.4%	26.7%	26.7%	26.0%	26.1%	26.4%	26.8%	26.9%	22.3%	24.3%	18.0%				
Annual Change in Share	%		-1.9%	1.3%	-0.2%	-2.6%	0.7%	0.9%	1.5%	0.3%	-17.1%	9.2%	-25.8%				
Change in Share from 2007	%		-1.9%	-0.6%	-0.8%	-3.5%	-2.8%	-1.9%	-0.4%	-0.1%	-17.2%	-9.6%	-32.9%				
Avg Ann. Change in Share	%		-1.9%	-0.3%	-0.3%	-0.9%	-0.6%	-0.3%	-0.1%	0.0%	-1.4%	-0.7%	-2.4%				

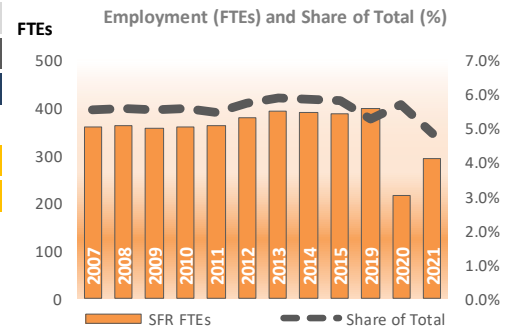
STEAM FINAL TREND REPORT FOR 2007-2021													2007 to 2021		NON-SERVICED		DIRECT EMPLOYMENT			
HEREFORDSHIRE COUNTY COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT 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							
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-9.6%	33.0%	42.3%	52.3%	58.1%	55.3%	86.4%	28.4%	51.8%	24.8%	Annual Change					
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				85.8%	5.9%	13.9%	60.5%	2853.4%	141.6%	61.4%						
Average Annual Change		-7.1%	-7.1%	-7.1%	-0.7%	2.4%	3.0%	3.7%	4.2%	4.0%	6.2%	2.0%	3.7%	1.8%						
Year	FTEs	788	872	1,503	1,920	2,141	2,412	2,748	3,309	2,666	1,791	818	794	1,814		1,055	2,158	2,908	1,134	
2008	FTEs	760	888	2,006	1,977	2,716	2,570	2,982	3,316	2,458	1,872	755	798	1,925	6.1%	1,218	2,421	2,918	1,142	
2009	FTEs	805	834	1,574	2,055	2,183	2,207	2,940	3,182	2,390	1,818	782	803	1,798	-6.6%	1,071	2,148	2,837	1,134	
2010	FTEs	809	868	1,411	2,104	2,350	2,537	2,667	3,261	2,431	1,854	789	752	1,819	1.2%	1,029	2,330	2,787	1,132	
2011	FTEs	796	881	1,335	2,418	2,221	2,336	3,242	3,655	2,455	1,993	822	781	1,911	5.1%	1,004	2,325	3,118	1,199	
2012	FTEs	774	785	1,358	2,380	2,160	2,287	3,156	3,632	2,404	1,952	840	804	1,877	-1.8%	972	2,275	3,064	1,199	
2013	FTEs	791	807	1,338	2,105	2,173	2,189	3,162	3,659	2,331	1,909	859	809	1,844	-1.8%	978	2,156	3,051	1,192	
2014	FTEs	787	799	1,348	2,085	2,119	2,132	3,121	3,684	2,348	1,924	862	812	1,835	-0.5%	978	2,112	3,051	1,199	
2015	FTEs	789	801	1,356	2,098	2,125	2,134	3,133	3,718	2,366	1,939	868	819	1,846	0.6%	982	2,119	3,072	1,208	
2019	FTEs	879	961	1,618	2,727	2,916	2,890	3,494	4,365	3,321	2,624	1,063	1,076	2,328	26.1%	1,153	2,844	3,727	1,588	
2020	FTEs	829	1,035	1,524	-	-	-	2,252	4,943	3,636	2,079	36	499	1,403	-39.7%	1,129			871	
2021	FTEs	-	-	-	1,736	2,847	3,434	4,185	5,233	4,140	3,337	1,050	1,206	2,264	61.4%		2,672	4,519	1,864	

EMPLOYMENT													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	FTEs			
Non-Serviced	FTEs	1,814	1,925	1,798	1,819	1,911	1,877	1,844	1,835	1,846	2,328	1,403	2,264	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085				
Share of Total	%	27.9%	29.5%	27.9%	28.3%	28.7%	28.3%	27.6%	27.5%	27.6%	30.7%	36.9%	37.2%				
Annual Change in Share	%		5.7%	-5.3%	1.4%	1.5%	-1.5%	-2.5%	-0.3%	0.2%	11.3%	20.3%	0.7%				
Change in Share from 2007	%		5.7%	0.1%	1.5%	3.0%	1.4%	-1.1%	-1.4%	-1.1%	10.0%	32.4%	33.3%				
Avg Ann. Change in Share	%		5.7%	0.0%	0.5%	0.8%	0.3%	-0.2%	-0.2%	-0.1%	0.8%	2.5%	2.4%				



STEAM FINAL TREND REPORT FOR 2007-2021													2007 to 2021		SFR	DIRECT EMPLOYMENT				
HEREFORDSHIRE COUNTY COUNCIL																				
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-46.4%	-10.4%	24.0%	33.2%	30.0%	36.7%	35.6%	10.4%	0.7%	-17.9%			-19.2%	32.6%	11.2%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				125.7%	14.2%	17.1%	62.3%	3597.3%	136.4%	36.6%				42.0%	146.6%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.3%	-0.7%	1.7%	2.4%	2.1%	2.6%	2.5%	0.7%	0.1%	-1.3%			-1.4%	2.3%	0.8%	
2007	FTEs	597	201	228	544	350	270	438	463	239	238	186	538	358		342	388	380	321	
2008	FTEs	605	203	231	551	355	273	443	469	242	242	188	545	362	1.3%	346	393	385	325	
2009	FTEs	592	199	226	540	347	267	434	459	237	236	184	533	355	-2.1%	339	385	377	318	
2010	FTEs	597	200	228	544	350	270	438	463	239	238	186	538	358	0.8%	342	388	380	321	
2011	FTEs	605	203	231	552	355	273	444	470	242	242	188	545	362	1.4%	346	393	385	325	
2012	FTEs	633	213	242	577	371	286	464	491	253	253	197	570	379	4.6%	362	412	403	340	
2013	FTEs	654	220	250	596	383	295	479	507	261	261	203	589	392	3.3%	374	425	416	351	
2014	FTEs	649	218	248	592	381	293	476	504	260	259	202	585	389	-0.7%	372	422	413	349	
2015	FTEs	644	217	246	588	378	291	473	500	258	257	201	581	386	-0.7%	369	419	410	346	
2019	FTEs	663	223	253	605	389	300	486	515	265	265	206	597	397	2.9%	380	431	422	356	
2020	FTEs	639	240	201	-	-	-	258	528	279	199	6	229	215	-45.9%	360		355	145	
2021	FTEs	-	-	-	292	314	335	583	603	326	323	205	542	294	36.6%		314	504	357	
EMPLOYMENT													SFR							
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021							
SFR FTEs		358	362	355	358	362	379	392	389	386	397	215	294							
Total Employment		6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085							
Share of Total		5.5%	5.6%	5.5%	5.6%	5.5%	5.7%	5.9%	5.8%	5.8%	5.2%	5.7%	4.8%							
Annual Change in Share			0.9%	-0.8%	1.0%	-2.1%	4.9%	2.5%	-0.5%	-1.0%	-9.3%	8.1%	-14.7%							
Change in Share from 2007			0.9%	0.1%	1.1%	-1.0%	3.9%	6.5%	6.0%	4.9%	-4.8%	2.8%	-12.3%							
Avg Ann. Change in Share			0.9%	0.1%	0.4%	-0.2%	0.8%	1.1%	0.9%	0.6%	-0.4%	0.2%	-0.9%							



STEAM FINAL TREND REPORT FOR 2007-2021													2007 to 2021		STAYING VISITOR		DIRECT EMPLOYMENT				
HEREFORDSHIRE COUNTY COUNCIL																					
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								
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-52.1%	-10.3%	25.8%	34.5%	37.3%	32.9%	46.0%	3.4%	3.7%	-6.7%	Annual Change		-11.4%	35.0%	20.7%		
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				89.8%	7.6%	12.6%	38.7%	3167.1%	123.8%	43.9%					27.0%	108.4%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.7%	-0.7%	1.8%	2.5%	2.7%	2.4%	3.3%	0.2%	0.3%	-0.5%				-0.8%	2.5%	1.5%	
2007	FTEs	2,906	2,663	3,471	4,234	4,390	4,506	4,999	5,676	4,854	3,764	2,633	2,935	3,919		3,013	4,377	5,176	3,111		
2008	FTEs	2,881	2,717	3,921	4,231	4,960	4,656	5,324	5,625	4,540	3,847	2,520	2,872	4,008	2.3%	3,173	4,616	5,163	3,080		
2009	FTEs	2,784	2,531	3,382	4,322	4,383	4,228	5,309	5,509	4,864	3,804	2,551	2,803	3,872	-3.4%	2,899	4,311	5,227	3,053		
2010	FTEs	2,835	2,530	3,313	4,385	4,498	4,736	5,019	5,601	4,622	3,857	2,489	2,791	3,890	0.4%	2,893	4,540	5,081	3,045		
2011	FTEs	2,843	2,594	3,227	4,787	4,353	4,521	5,627	5,996	4,640	4,064	2,506	2,845	4,000	2.8%	2,888	4,554	5,421	3,138		
2012	FTEs	2,838	2,491	3,272	4,760	4,332	4,480	5,562	6,022	4,630	4,048	2,545	2,909	3,991	-0.2%	2,867	4,524	5,405	3,168		
2013	FTEs	2,889	2,558	3,282	4,573	4,397	4,408	5,616	6,110	4,555	4,030	2,600	2,950	3,998	0.2%	2,910	4,460	5,427	3,193		
2014	FTEs	2,902	2,561	3,317	4,568	4,358	4,340	5,608	6,163	4,618	4,086	2,618	2,972	4,009	0.3%	2,926	4,422	5,463	3,225		
2015	FTEs	2,919	2,571	3,317	4,555	4,366	4,387	5,652	6,212	4,652	4,115	2,611	2,988	4,029	0.5%	2,936	4,436	5,505	3,238		
2019	FTEs	2,940	2,642	3,487	5,080	5,041	5,042	5,883	6,763	5,480	4,714	2,740	3,142	4,413	9.5%	3,023	5,054	6,042	3,532		
2020	FTEs	2,871	2,746	2,951	-	-	-	3,541	7,241	5,731	3,961	83	1,360	2,540	-42.4%	2,856		5,505	1,801		
2021	FTEs	-	-	-	2,028	3,937	5,668	6,722	7,793	6,452	5,495	2,721	3,044	3,655	43.9%		3,878	6,989	3,753		
EMPLOYMENT													STAYING VISITOR								
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	FTEs							
Staying Visitor		FTEs	5,101	5,197	5,039	5,055	5,222	5,208	5,222	5,230	5,255	5,864	3,246	4,883	Employment (FTEs) and Share of Total (%)						
Total Employment		FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085							
Share of Total		%	78.5%	79.7%	78.3%	78.7%	78.5%	78.2%	78.5%	78.6%	77.3%	85.5%	80.2%								
Annual Change in Share		%		1.5%	-1.7%	0.5%	-0.2%	0.0%	-0.4%	0.4%	0.2%	-1.6%	10.5%	-6.1%							
Change in Share from 2007		%		1.5%	-0.2%	0.3%	0.1%	0.1%	-0.4%	0.0%	0.1%	-1.5%	8.9%	2.2%							
Avg Ann. Change in Share		%		1.5%	-0.1%	0.1%	0.0%	0.0%	-0.1%	0.0%	0.0%	-0.1%	0.7%	0.2%							

STEAM FINAL TREND REPORT FOR 2007-2021											2007 to 2021			DAY VISITOR		DIRECT EMPLOYMENT					
HEREFORDSHIRE COUNTY COUNCIL																					
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								
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-59.0%	-8.9%	37.0%	88.7%	13.5%	-9.2%	-25.2%	38.4%	-18.6%	-14.0%	Annual Change			-11.6%	25.9%	-5.6%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				1090.5%	57.9%	43.4%	263.5%	7421.6%	908.0%	117.9%					133.0%	691.6%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-4.2%	-0.6%	2.6%	6.3%	1.0%	-0.7%	-1.8%	2.7%	-1.3%	-1.0%				-0.8%	1.9%	-0.4%	
2007	FTEs	788	959	1,361	1,670	1,676	1,536	1,532	2,273	1,937	1,362	852	831	1,398		1,036	1,627	1,914	1,015		
2008	FTEs	739	987	1,431	1,072	1,630	1,417	1,814	2,304	1,599	1,276	821	834	1,327	-5.1%	1,053	1,373	1,906	977		
2009	FTEs	673	940	1,455	1,437	1,765	1,521	1,824	2,422	1,712	1,447	803	754	1,396	5.2%	1,023	1,574	1,986	1,001		
2010	FTEs	489	774	1,322	1,500	1,698	1,786	1,962	2,224	1,674	1,480	987	506	1,367	-2.1%	862	1,661	1,953	991		
2011	FTEs	668	1,110	1,454	1,646	1,560	1,841	2,477	2,135	1,547	950	1,107	635	1,428	4.5%	1,077	1,683	2,053	897		
2012	FTEs	668	1,107	1,442	1,634	1,558	1,825	2,475	2,174	1,532	936	1,106	635	1,424	-0.2%	1,073	1,672	2,060	892		
2013	FTEs	685	1,133	1,470	1,668	1,600	1,860	2,534	2,251	1,560	950	1,133	650	1,458	2.4%	1,096	1,709	2,115	911		
2014	FTEs	652	1,087	1,426	1,669	1,583	1,845	2,535	2,263	1,542	935	1,082	621	1,437	-1.5%	1,055	1,699	2,113	879		
2015	FTEs	651	1,084	1,423	1,665	1,579	1,841	2,529	2,257	1,539	933	1,079	620	1,433	-0.2%	1,052	1,695	2,108	877		
2019	FTEs	780	1,300	1,706	1,996	1,894	2,207	3,032	2,706	1,845	1,119	1,294	743	1,718	19.9%	1,262	2,032	2,528	1,052		
2020	FTEs	778	1,295	1,077	-	-	-	243	1,634	1,227	280	16	67	551	-67.9%	1,050		1,035	121		
2021	FTEs	-	-	-	685	1,527	2,105	2,891	2,580	1,759	1,019	1,179	677	1,202	117.9%		1,439	2,410	958		
EMPLOYMENT											DAY VISITOR										
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	FTEs							
Day Visitor		FTEs	1,398	1,327	1,396	1,367	1,428	1,424	1,458	1,437	1,433	1,718	551	1,202	Employment (FTEs) and Share of Total (%)						
Total Employment		FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085							
Share of Total		%	21.5%	20.3%	21.7%	21.3%	21.5%	21.8%	21.5%	21.4%	22.7%	14.5%	19.8%								
Annual Change in Share		%		-5.4%	6.6%	-1.9%	0.9%	0.0%	1.6%	-1.3%	-0.6%	5.8%	-35.9%	36.0%							
Change in Share from 2007		%		-5.4%	0.8%	-1.1%	-0.2%	1.5%	0.2%	-0.4%	5.3%	-32.5%	-8.2%								
Avg Ann. Change in Share		%		-5.4%	0.4%	-0.4%	0.0%	0.2%	0.0%	0.0%	0.4%	-2.5%	-0.6%								

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

**2021**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY**  
**DISTRIBUTION BY TYPE**

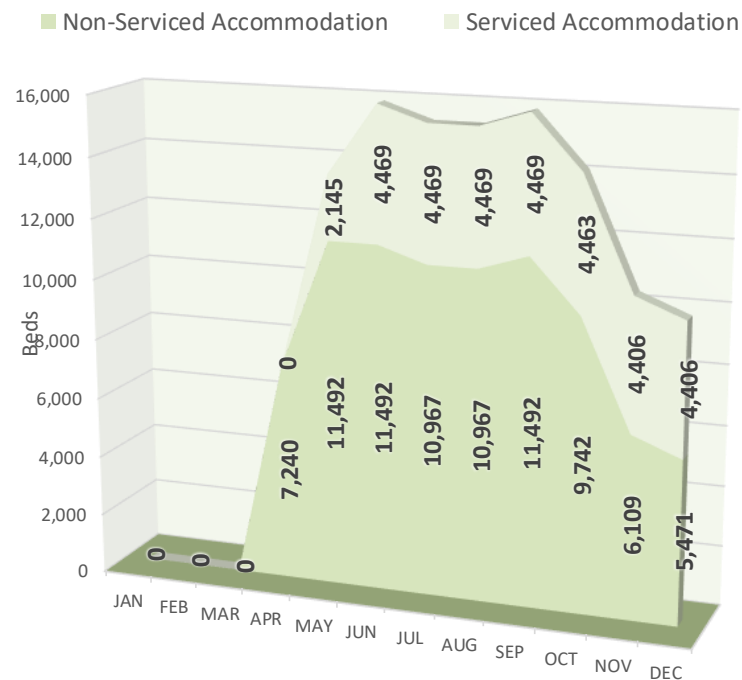
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2007	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	267	4,469	0	0	-30	-323
+50 room hotels	6	1,013	0	0	0	0
11-50 room hotels	43	1,709	0	0	-1	-83
<10 room hotels/others	218	1,747	0	0	-29	-240

NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2007	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	295	11,492	0	0	+38	+1,594
Self catering	231	2,420	0	0	+26	+843
Static caravans/chalets	14	316	0	0	+12	+260
Touring caravans/camping	50	5,604	0	0	0	+291
Not-for-hire statics	0	3,152	0	0	0	+200

DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2007	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	562	15,961	0	0	+8	+1,271
Serviced Accommodation Share of Total	48%	28%				
Non-Serviced Accommodation Share of Total	52%	72%				

SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	0	0	0	7,240	13,637	15,961	15,436	15,436	15,961	14,205	10,515	9,877
Serviced Accommodation	0	0	0	0	2,145	4,469	4,469	4,469	4,469	4,463	4,406	4,406
Non-Serviced Accommodation	0	0	0	7,240	11,492	11,492	10,967	10,967	11,492	9,742	6,109	5,471

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2021**



## Report Sections With Historic Financial Data Indexed to 2021 Prices

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

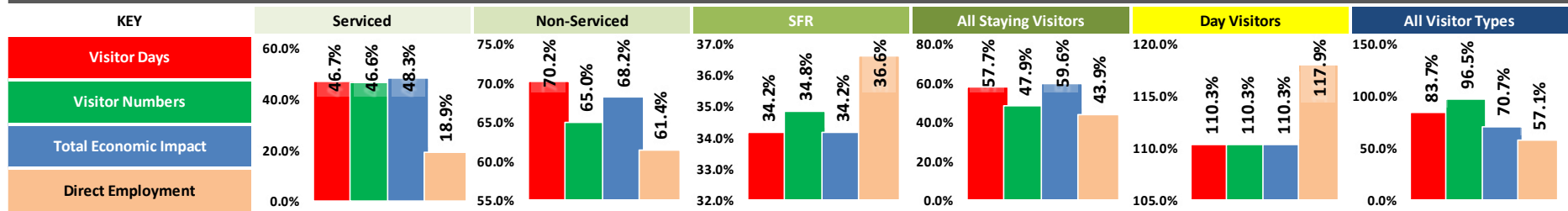
### **Indexation:** *Indexation to: 2021*

<b>2007</b>	<i>1.46</i>
<b>2008</b>	<i>1.40</i>
<b>2009</b>	<i>1.40</i>
<b>2010</b>	<i>1.35</i>
<b>2011</b>	<i>1.29</i>
<b>2012</b>	<i>1.24</i>
<b>2013</b>	<i>1.20</i>
<b>2014</b>	<i>1.17</i>
<b>2015</b>	<i>1.15</i>
<b>2019</b>	<i>1.04</i>
<b>2020</b>	<i>1.01</i>
<b>2021</b>	<i>1.00</i>

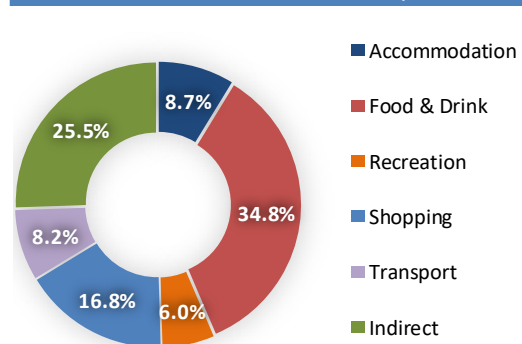
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
Visitor Days	M	0.402	0.274	46.7%	1.603	0.942	70.2%	0.499	0.372	34.2%	2.505	1.588	57.7%	3.265	1.553	110.3%	5.770	3.141	83.7%		
Visitor Numbers	M	0.224	0.153	46.6%	0.218	0.132	65.0%	0.211	0.156	34.8%	0.653	0.441	47.9%	3.265	1.553	110.3%	3.917	1.994	96.5%		
Direct Expenditure	£M																350.12	205.28	70.6%		
Economic Impact	£M	75.59	50.96	48.3%	235.26	139.86	68.2%	32.74	24.40	34.2%	343.60	215.23	59.6%	126.57	60.19	110.3%	470.16	275.42	70.7%		
Direct Employment	FTEs	1,097	923	18.9%	2,264	1,403	61.4%	294	215	36.6%	3,655	2,540	43.9%	1,202	551	117.9%	4,857	3,092	57.1%		
Total Employment	FTEs																6,085	3,798	60.2%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021

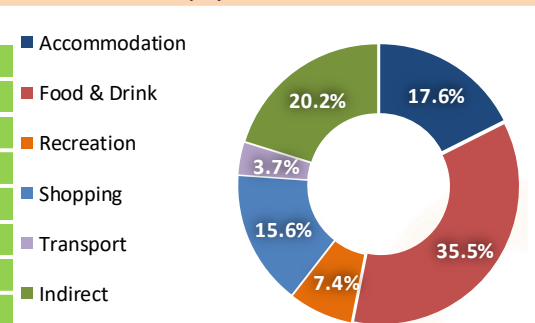


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	41.04	27.56	48.9%
Food & Drink	163.83	89.71	82.6%
Recreation	28.09	16.80	67.2%
Shopping	78.82	48.43	62.7%
Transport	38.34	22.77	68.3%
TOTAL DIRECT	350.12	205.28	70.6%
Indirect	120.05	70.14	71.2%
TOTAL	470.16	275.42	70.7%

Sectoral Distribution of Employment - FTEs



**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 2021 Prices

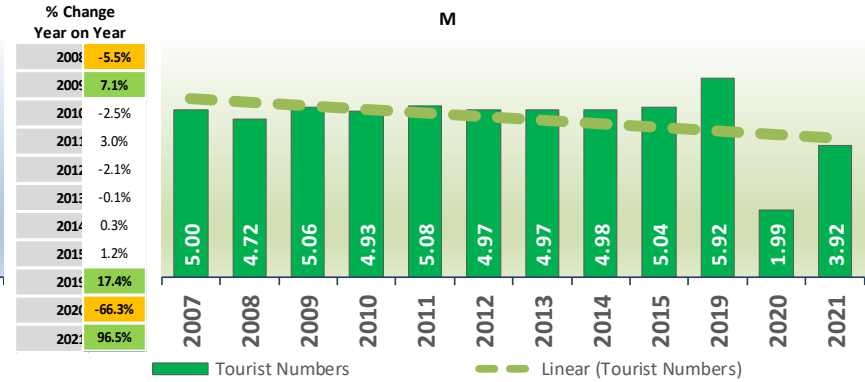
TOTAL

KEY MEASURES  
 Indexed

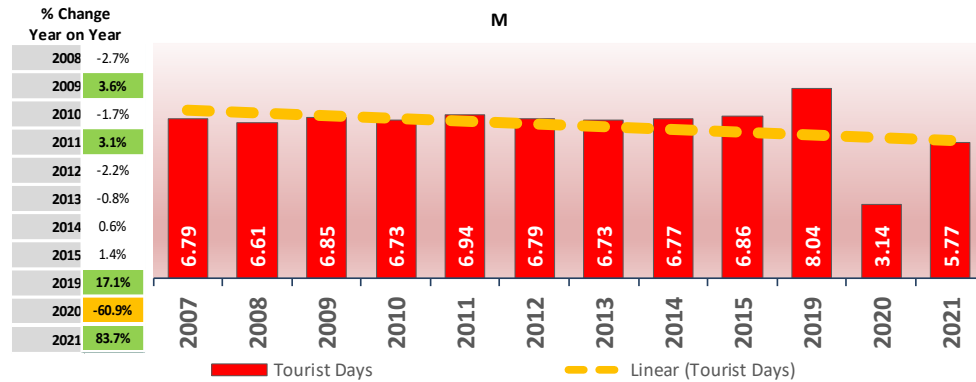
**Economic Impact - Indexed - Total**



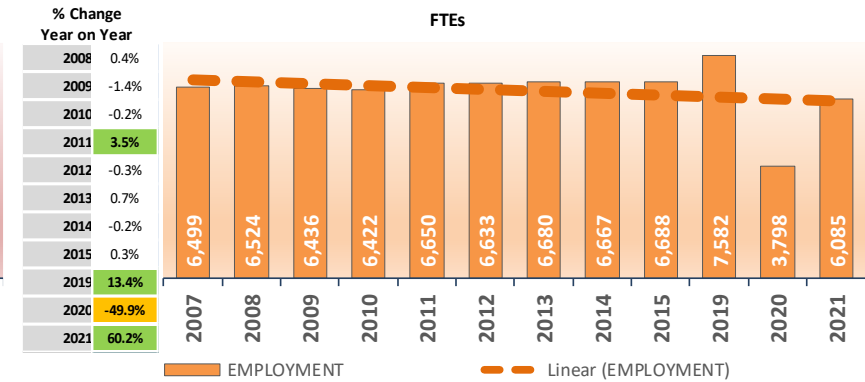
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Indexed		-0.6%	0.2%	-0.7%	2.6%	0.2%	-1.7%	-0.6%	1.2%	17.9%	-45.4%	-6.9%
Visitor Numbers		-5.5%	1.2%	-1.3%	1.6%	-0.5%	-0.6%	-0.3%	0.9%	18.4%	-60.1%	-21.6%
Visitor Days		-2.7%	0.8%	-1.0%	2.1%	-0.1%	-0.9%	-0.3%	1.0%	18.3%	-53.8%	-15.1%
Total Employment		0.4%	-1.0%	-1.2%	2.3%	2.1%	2.8%	2.6%	2.9%	16.7%	-41.6%	-6.4%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 2021 Prices

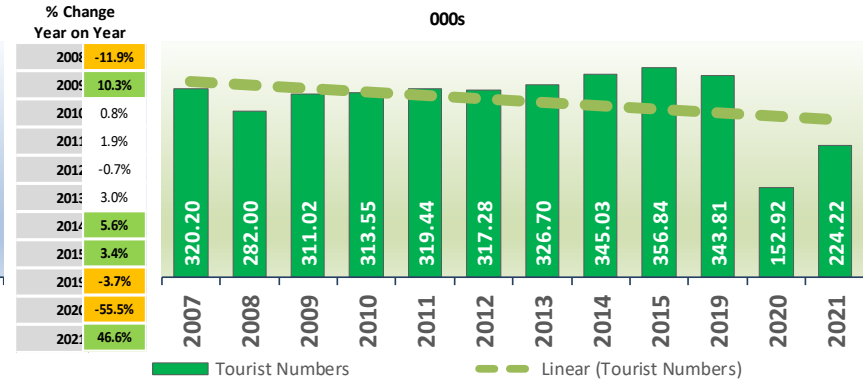
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

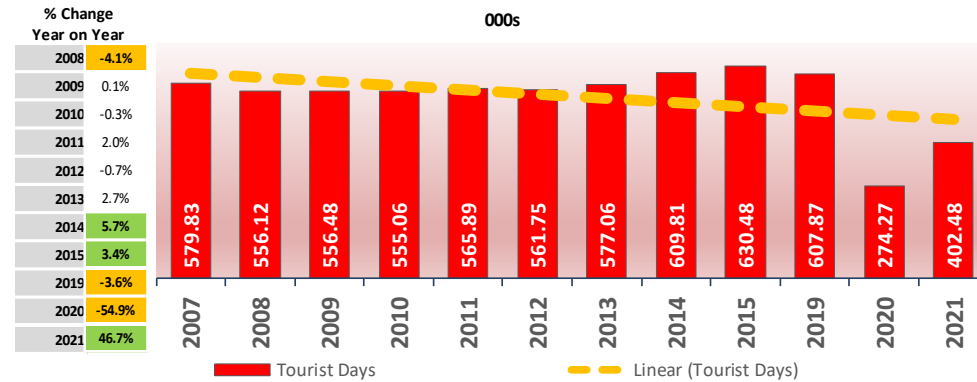
**Economic Impact - Indexed - Serviced Accommodation**



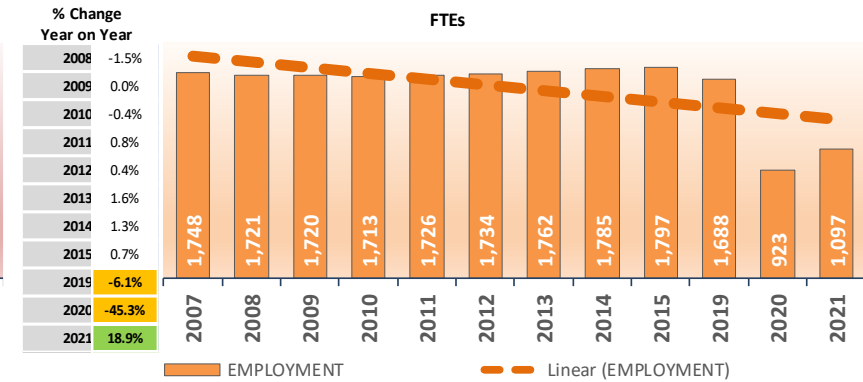
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Indexed		-5.3%	-2.8%	-3.3%	-1.6%	-2.2%	-3.0%	1.3%	4.3%	0.5%	-53.7%	-31.3%
Visitor Numbers		-11.9%	-2.9%	-2.1%	-0.2%	-0.9%	2.0%	7.8%	11.4%	7.4%	-52.2%	-30.0%
Visitor Days		-4.1%	-4.0%	-4.3%	-2.4%	-3.1%	-0.5%	5.2%	8.7%	4.8%	-52.7%	-30.6%
Direct Employment		-1.5%	-1.6%	-2.0%	-1.2%	-0.8%	0.8%	2.1%	2.8%	-3.4%	-47.2%	-37.2%

"Linear" = Linear Trendline



**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
2021 Prices

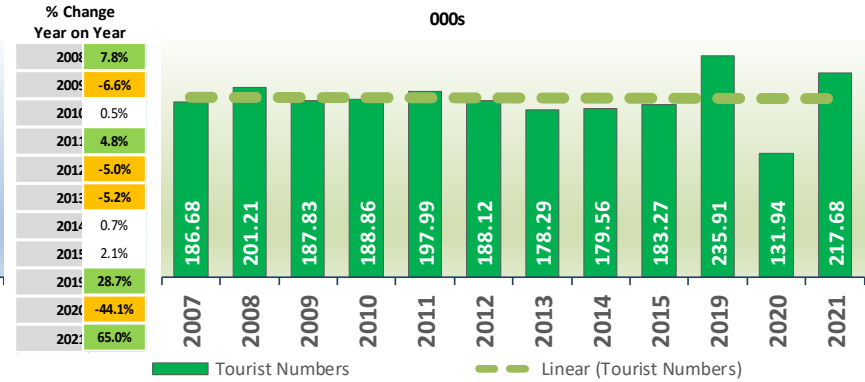
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

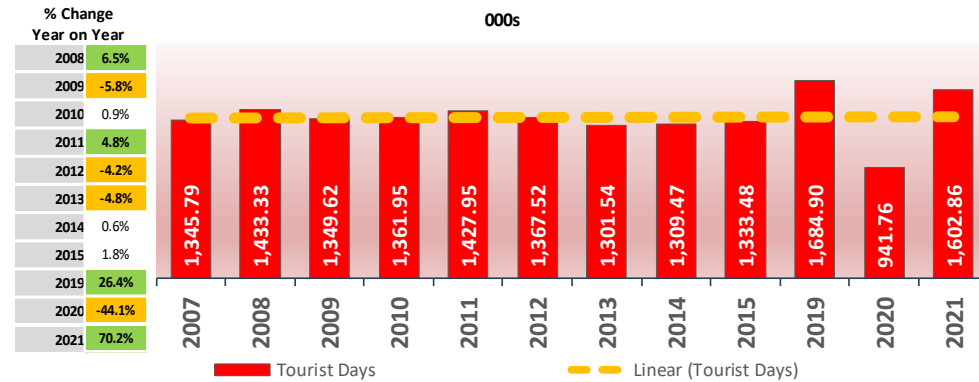
**Economic Impact - Indexed - Non-Serviced Accommodation**



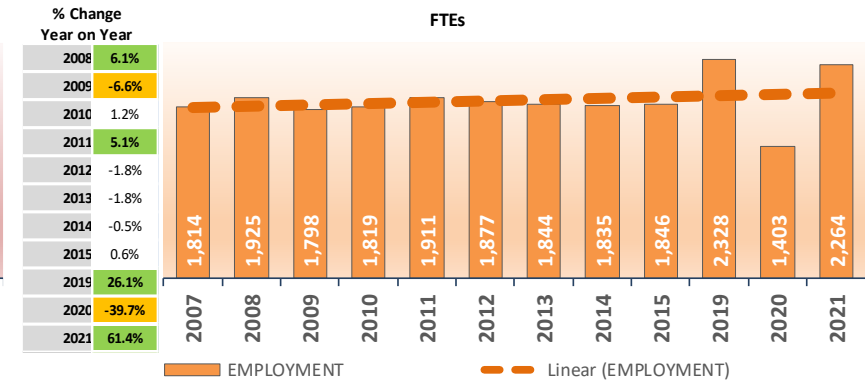
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Indexed		6.6%	0.7%	1.2%	6.4%	1.9%	-2.9%	-2.4%	-0.5%	28.9%	-25.8%	24.8%
Visitor Numbers		7.8%	0.6%	1.2%	6.1%	0.8%	-4.5%	-3.8%	-1.8%	26.4%	-29.3%	16.6%
Visitor Days		6.5%	0.3%	1.2%	6.1%	1.6%	-3.3%	-2.7%	-0.9%	25.2%	-30.0%	19.1%
Direct Employment		6.1%	-0.9%	0.3%	5.4%	3.5%	1.7%	1.2%	1.8%	28.4%	-22.7%	24.8%

"Linear" = Linear Trendline

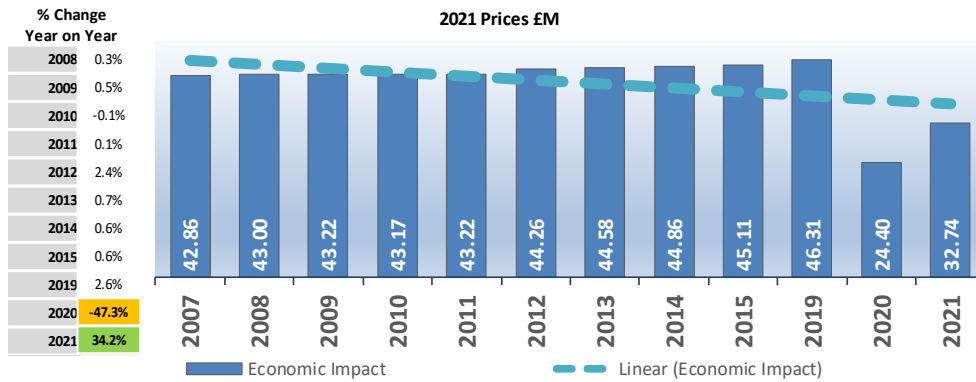
**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 2021 Prices

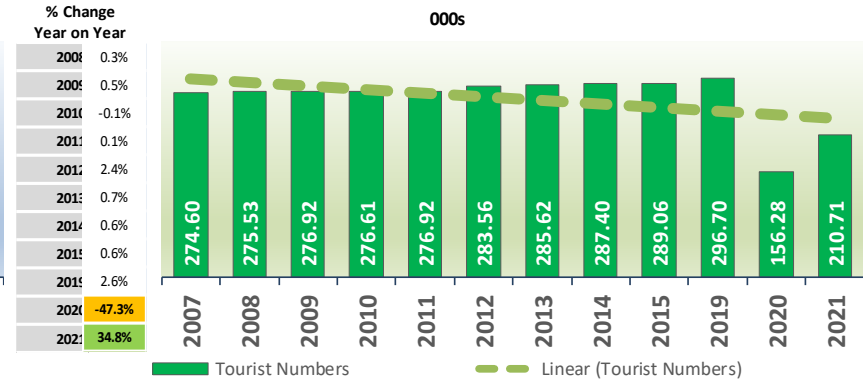
SFR

**KEY MEASURES**  
 Indexed

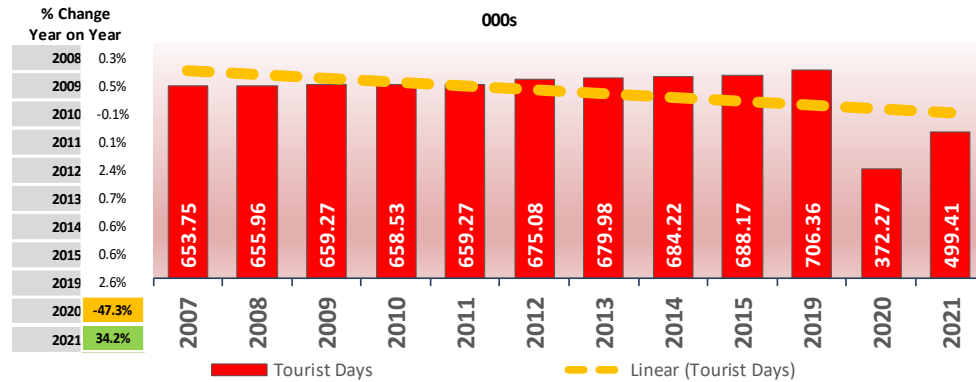
**Economic Impact - Indexed - SFR**



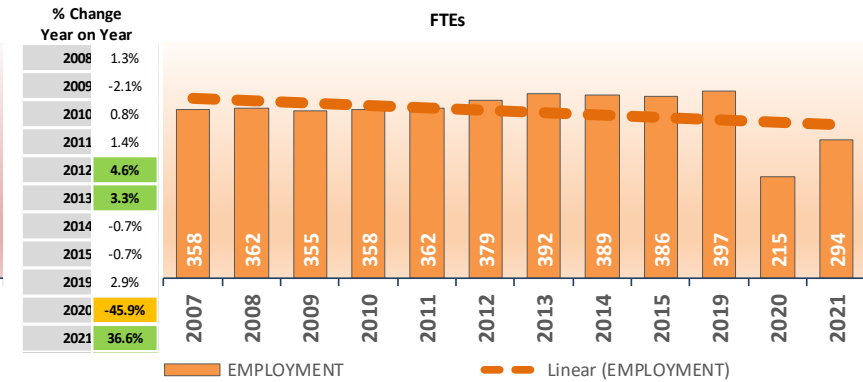
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Indexed		0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%	-23.6%
Visitor Numbers		0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%	-23.3%
Visitor Days		0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%	-23.6%
Direct Employment		1.3%	-0.9%	-0.1%	1.3%	6.0%	9.5%	8.7%	7.9%	11.0%	-39.9%	-17.9%

"Linear" = Linear Trendline

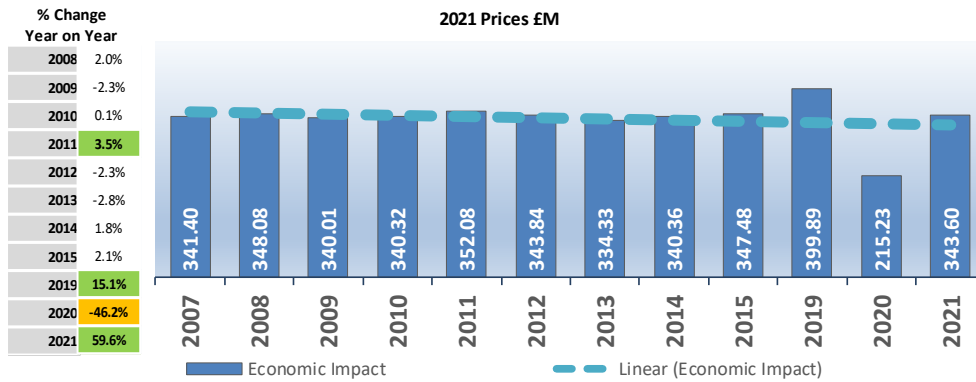
**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 2021 Prices

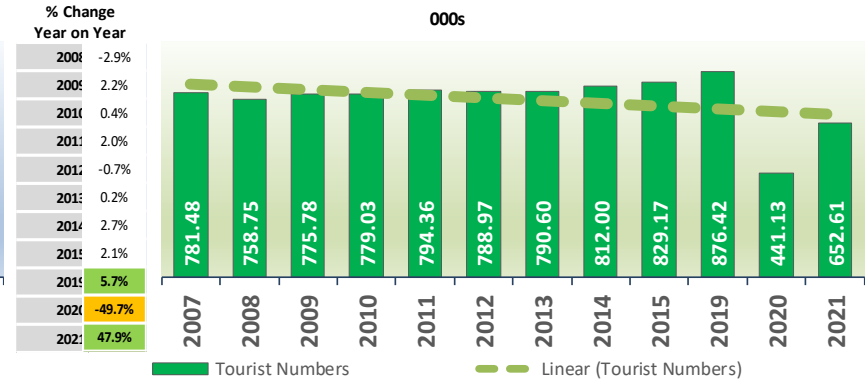
STAYING VISITOR

KEY MEASURES  
 Indexed

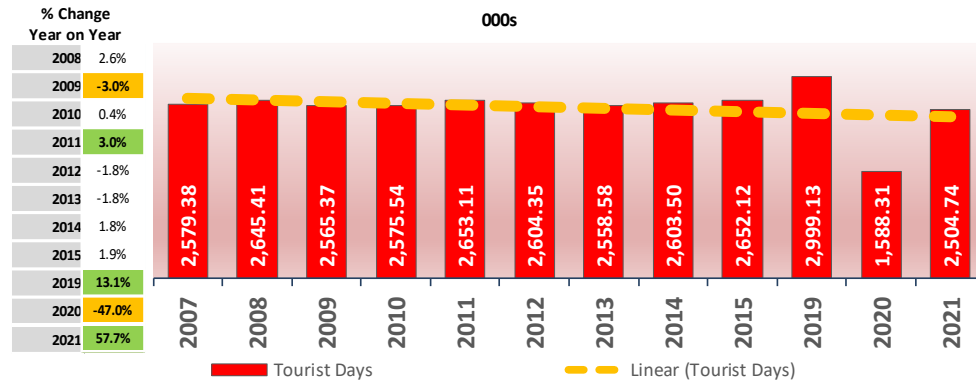
**Economic Impact - Indexed - Staying Visitor**



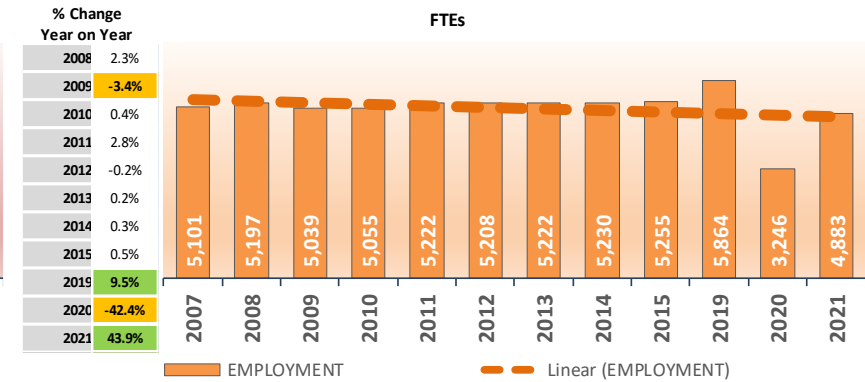
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Economic Impact - Indexed		2.0%	-0.4%	-0.3%	3.1%	0.7%	-2.1%	-0.3%	1.8%	17.1%	-37.0%	0.6%
Visitor Numbers		-2.9%	-0.7%	-0.3%	1.6%	1.0%	1.2%	3.9%	6.1%	12.1%	-43.6%	-16.5%
Visitor Days		2.6%	-0.5%	-0.1%	2.9%	1.0%	-0.8%	0.9%	2.8%	16.3%	-38.4%	-2.9%
Direct Employment		1.9%	-1.2%	-0.9%	2.4%	2.1%	2.4%	2.5%	3.0%	15.0%	-36.4%	-4.3%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2007-2021**  
**HEREFORDSHIRE COUNTY COUNCIL**

2007 to 2021  
 2021 Prices

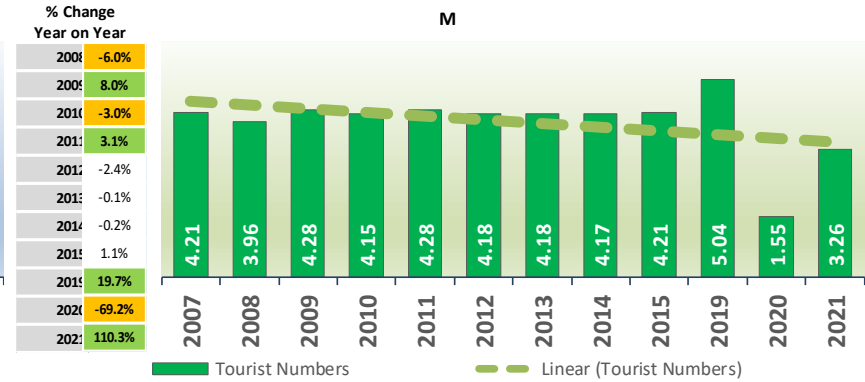
**DAY VISITOR**

**KEY MEASURES**  
 Indexed

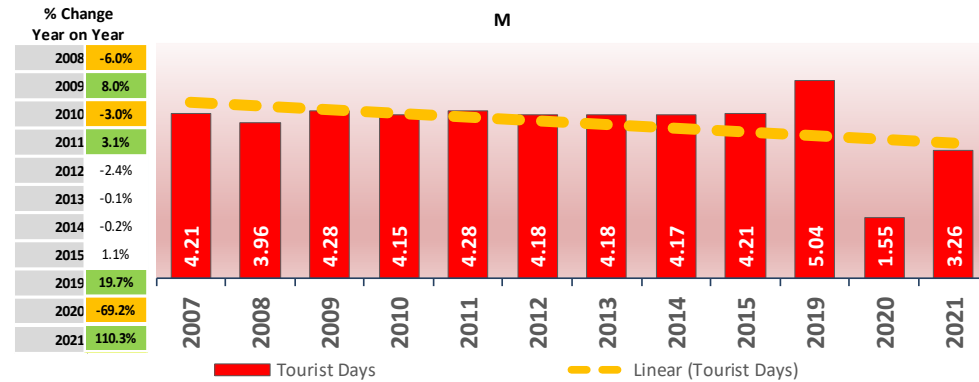
**Economic Impact - Indexed - Day Visitor**



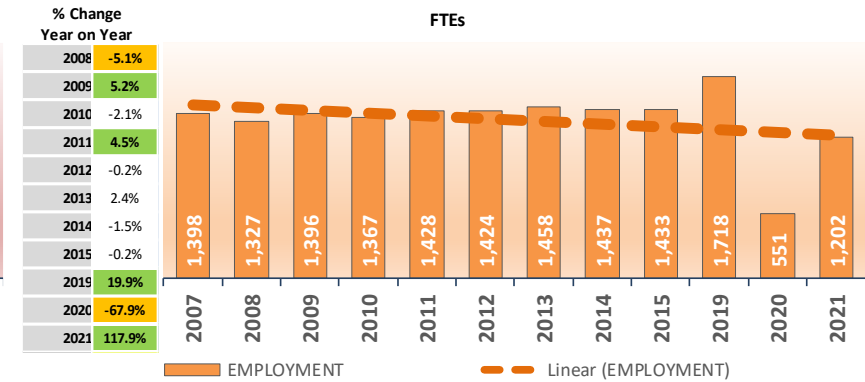
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



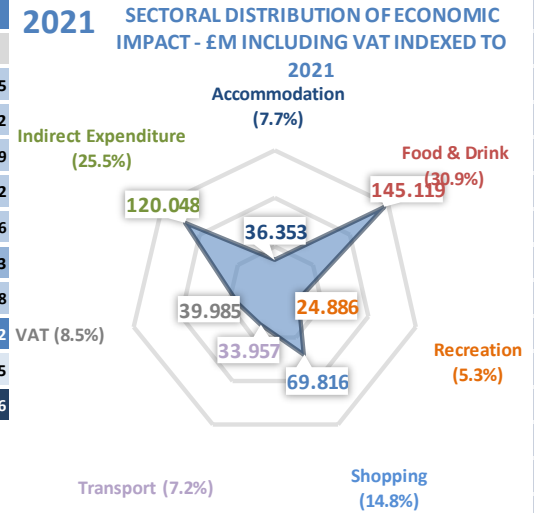
**Direct Employment Supported - Day Visitor**



% Change from 2007	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
<b>Economic Impact - Indexed</b>		-6.0%	1.6%	-1.5%	1.6%	-0.8%	-0.9%	-1.1%	0.0%	19.6%	-63.2%	-22.5%
<b>Visitor Numbers</b>		-6.0%	1.6%	-1.5%	1.6%	-0.8%	-0.9%	-1.1%	0.0%	19.6%	-63.2%	-22.5%
<b>Visitor Days</b>		-6.0%	1.6%	-1.5%	1.6%	-0.8%	-0.9%	-1.1%	0.0%	19.6%	-63.2%	-22.5%
<b>Direct Employment</b>		-5.1%	-0.1%	-2.2%	2.1%	1.9%	4.3%	2.8%	2.5%	22.9%	-60.6%	-14.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL										2007 to 2021 2021 Prices			TOTAL	SECTORAL ANALYSIS Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021														
SECTOR / YEAR		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	
Accommodation	£M	40.08	38.81	39.58	40.10	40.40	39.90	37.87	38.70	39.55	41.38	24.02	36.35	
Food & Drink	£M	152.78	149.56	153.82	151.16	152.86	149.28	148.04	149.25	151.57	178.86	78.17	145.12	
Recreation	£M	22.90	23.28	22.94	22.75	23.07	22.47	22.02	22.33	22.76	26.94	14.64	24.89	
Shopping	£M	70.91	72.45	70.80	70.50	71.45	69.56	67.91	68.92	70.26	82.01	42.20	69.82	
Transport	£M	35.92	36.23	35.97	35.71	36.18	35.23	34.50	34.89	35.50	41.70	19.84	33.96	
Direct Revenue	£M	322.58	320.33	323.11	320.22	323.96	316.45	310.35	314.09	319.64	370.88	178.87	310.13	
VAT	£M	56.45	56.06	56.54	56.04	64.79	63.29	62.07	62.82	63.93	74.18	26.41	39.98	
Direct Expenditure	£M	379.03	376.38	379.66	376.26	388.75	379.74	372.41	376.91	383.56	445.06	205.28	350.12	
Indirect Expenditure	£M	125.74	125.31	126.30	125.01	129.34	126.19	123.78	125.04	127.21	150.21	70.14	120.05	
TOTAL	£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16	



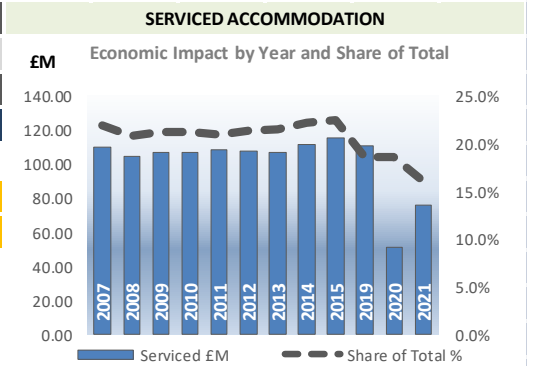
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs													
SECTOR / YEAR		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021
Accommodation	FTEs	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,597	1,573	957	1,070
Food & Drink	FTEs	2,176	2,150	2,154	2,136	2,234	2,230	2,267	2,255	2,261	2,674	1,165	2,162
Recreation	FTEs	396	406	390	390	409	407	409	409	412	489	265	450
Shopping	FTEs	921	950	904	908	952	947	948	950	956	1,118	573	948
Transport	FTEs	229	233	225	225	236	235	236	236	237	279	132	226
Direct Employment	FTEs	5,317	5,335	5,269	5,256	5,428	5,415	5,456	5,446	5,462	6,131	3,092	4,857
Indirect Employment	FTEs	1,182	1,189	1,167	1,166	1,222	1,218	1,224	1,221	1,226	1,451	706	1,228
TOTAL	FTEs	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,085



STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 2021 Prices		TOTAL		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER							
KEY		TOTAL											TOTAL						% Change			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change		Q1	Q2	Q3	Q4	
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-50.7%	-12.6%	24.5%	45.8%	24.1%	18.4%	35.5%	10.9%	-10.5%	-6.9%						-12.4%	28.8%	15.7%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				181.5%	21.8%	22.2%	83.8%	4812.0%	215.0%	70.7%							51.4%	175.4%
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.6%	-0.9%	1.7%	3.3%	1.7%	1.3%	2.5%	0.8%	-0.8%	-0.5%						-0.9%	2.1%	1.1%
2007	£M	24.10	23.81	36.48	46.97	49.37	48.98	56.83	71.06	59.87	39.28	22.57	25.45	504.76					84.39	145.31	187.76	87.30
2008	£M	23.04	24.71	41.29	40.39	54.38	48.97	63.58	70.04	52.02	38.96	20.32	24.00	501.70	-0.6%		89.05	143.73	185.64	83.28		
2009	£M	21.39	22.13	36.16	46.37	50.80	46.29	65.55	71.59	60.08	41.40	21.22	22.97	505.95	0.8%		79.67	143.47	197.22	85.59		
2010	£M	20.22	20.18	34.44	47.44	50.82	54.99	63.04	70.33	55.91	41.73	21.92	20.26	501.27	-0.9%		74.84	153.25	189.28	83.90		
2011	£M	21.80	24.22	34.17	52.76	47.10	52.59	74.19	72.83	54.16	39.36	22.98	21.91	518.09	3.4%		80.20	152.46	201.17	84.26		
2012	£M	21.22	22.49	33.85	51.15	45.94	50.84	71.84	72.10	52.99	38.31	22.99	22.20	505.92	-2.3%		77.56	147.93	196.93	83.50		
2013	£M	21.28	22.88	33.31	48.38	45.87	48.98	70.37	72.20	50.59	37.00	23.19	22.12	496.19	-1.9%		77.47	143.23	193.16	82.32		
2014	£M	21.44	22.75	33.73	48.92	45.87	48.59	71.25	73.83	51.90	38.03	23.22	22.42	501.95	1.2%		77.92	143.37	196.98	83.68		
2015	£M	21.98	23.16	34.06	49.23	46.48	49.84	72.74	75.23	52.95	38.85	23.34	22.91	510.77	1.8%		79.20	145.54	200.92	85.11		
2019	£M	23.80	26.34	38.71	58.10	56.88	60.47	80.23	85.50	65.02	47.18	27.19	25.86	595.27	16.5%		88.85	175.46	230.75	100.22		
2020	£M	23.13	27.58	28.22				29.42	72.38	58.00	28.94	0.510	7.228	275.42	-53.7%		78.93		159.80	36.68		
2021	£M				23.15	43.14	60.97	82.83	88.16	70.90	53.21	25.04	22.77	470.16	70.7%			127.26	241.89	101.02		
ECONOMIC IMPACT - INDEXED TO 2021														TOTAL								
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M Economic Impact by Year and Share of Total								
Total	£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16									
All Visitor Types	£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16									
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 2007	%																					
Avg Ann. Change in Share	%																					

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 2021 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL		% Change				
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-100.0%	-68.9%	17.1%	20.9%	5.5%	4.4%	31.0%	-23.2%	-59.1%	-31.3%	Annual Change		Q1	Q2	Q3	Q4
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				198.5%	29.3%	24.9%	31.7%	5985.7%	106.2%	48.3%	Annual Change				56.7%	97.3%
Average Annual Change		-7.1%	-7.1%	-7.1%	-7.1%	-4.9%	1.2%	1.5%	0.4%	0.3%	2.2%	-1.7%	-4.2%	-2.2%	Annual Change			-3.6%	0.7%	-1.0%
2007	£M	5.380	6.433	8.779	8.729	10.68	9.462	11.52	12.86	14.03	8.269	7.107	6.722	109.97			20.59	28.87	38.41	22.10
2008	£M	5.197	7.021	7.852	7.659	10.28	9.278	13.31	11.91	12.04	8.199	6.016	5.326	104.10	-5.3%		20.07	27.22	37.27	19.54
2009	£M	3.325	5.095	6.356	8.364	10.07	8.501	14.36	12.32	18.69	8.713	6.422	4.628	106.85	2.6%		14.78	26.94	45.38	19.76
2010	£M	4.022	4.552	7.977	8.572	9.342	11.39	14.04	12.62	14.78	8.636	5.339	5.071	106.35	-0.5%		16.55	29.31	41.44	19.05
2011	£M	4.152	5.347	7.721	9.468	8.713	11.04	14.30	12.42	14.53	10.21	5.041	5.251	108.19	1.7%		17.22	29.22	41.24	20.50
2012	£M	3.893	4.966	7.722	9.057	8.903	10.72	14.01	12.67	14.81	10.21	5.156	5.397	107.51	-0.6%		16.58	28.68	41.49	20.76
2013	£M	3.929	5.337	7.754	9.815	9.254	10.64	13.37	12.40	13.30	10.01	5.377	5.468	106.66	-0.8%		17.02	29.70	39.07	20.86
2014	£M	4.259	5.519	8.176	10.11	9.528	10.52	14.00	12.95	14.15	10.71	5.646	5.834	111.40	4.4%		17.95	30.16	41.10	22.19
2015	£M	4.613	5.737	8.138	9.866	9.673	11.33	14.73	13.35	14.58	11.06	5.509	6.090	114.68	2.9%		18.49	30.87	42.66	22.66
2019	£M	4.536	5.532	7.888	9.402	9.124	11.03	13.87	13.11	13.86	10.99	5.688	5.516	110.54	-3.6%		17.96	29.56	40.83	22.19
2020	£M	4.620	5.747	4.053				4.668	10.50	11.73	8.222	0.090	1.334	50.96	-53.9%		14.42		26.90	9.646
2021	£M					3.320	11.08	13.93	13.57	14.65	10.83	5.455	2.751	75.59	48.3%			14.40	42.16	19.04

ECONOMIC IMPACT - INDEXED TO 2021													SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M			
Serviced	£M	109.97	104.10	106.85	106.35	108.19	107.51	106.66	111.40	114.68	110.54	50.96	75.59	Economic Impact by Year and Share of Total			
All Visitor Types	£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16				
Share of Total	%	21.8%	20.7%	21.1%	21.2%	20.9%	21.3%	21.5%	22.2%	22.5%	18.6%	18.5%	16.1%				
Annual Change in Share	%		-4.8%	1.8%	0.5%	-1.6%	1.8%	1.2%	3.2%	1.2%	-17.3%	-0.4%	-13.1%				
Change in Share from 2007	%		-4.8%	-3.1%	-2.6%	-4.2%	-2.5%	-1.3%	1.9%	3.1%	-14.8%	-15.1%	-26.2%				
Avg Ann. Change in Share	%		-4.8%	-1.5%	-0.9%	-1.0%	-0.5%	-0.2%	0.3%	0.4%	-1.2%	-1.2%	-1.9%				

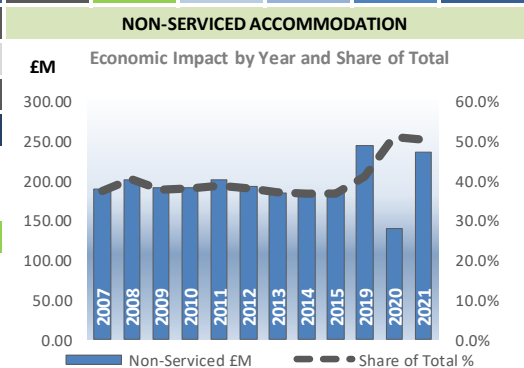


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Report Prepared by: Cathy James, Date of Issue: 13/09/22

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 2021 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																	
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-12.3%	25.3%	30.3%	47.5%	48.2%	54.3%	95.5%	30.0%	65.7%	24.8%			16.4%	49.8%	76.0%
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				91.1%	8.8%	14.9%	82.6%	2868.7%	172.6%	68.2%				28.1%	129.7%
Average Annual Change		-7.1%	-7.1%	-7.1%	-0.9%	1.8%	2.2%	3.4%	3.4%	3.9%	6.8%	2.1%	4.7%	1.8%		1.2%	3.6%	5.4%	
2007	£M	5.080	6.033	12.17	16.54	18.87	21.87	26.02	31.43	24.60	15.36	5.317	5.264	188.56		23.28	57.28	82.05	25.94
2008	£M	4.733	6.155	17.35	16.93	24.87	23.32	28.39	31.26	22.16	16.07	4.515	5.241	200.98	6.6%	28.24	65.11	81.81	25.82
2009	£M	5.381	5.699	13.09	18.30	19.72	20.01	28.71	30.61	22.03	15.95	4.980	5.457	189.93	-5.5%	24.17	58.02	81.35	26.39
2010	£M	5.393	6.016	11.20	18.67	21.29	23.37	25.34	31.22	22.30	16.17	5.024	4.805	190.80	0.5%	22.61	63.33	78.86	26.00
2011	£M	5.173	6.096	10.06	21.86	19.75	21.00	31.48	35.05	22.24	17.54	5.348	5.083	200.67	5.2%	21.33	62.60	88.77	27.97
2012	£M	4.836	4.950	10.10	20.99	18.66	20.03	29.85	34.03	21.20	16.76	5.430	5.234	192.07	-4.3%	19.89	59.67	85.08	27.43
2013	£M	4.815	4.972	9.587	17.48	18.18	18.33	29.01	34.17	20.38	15.73	5.405	5.050	183.10	-4.7%	19.37	53.99	83.55	26.18
2014	£M	4.834	4.947	9.799	17.47	17.84	17.96	28.91	34.84	20.80	16.07	5.497	5.143	184.10	0.5%	19.58	53.27	84.55	26.71
2015	£M	4.915	5.025	10.01	17.83	18.13	18.20	29.40	35.58	21.25	16.43	5.636	5.282	187.69	1.9%	19.95	54.16	86.23	27.35
2019	£M	5.433	6.332	12.19	23.91	26.04	25.62	32.91	41.75	31.11	23.01	7.234	7.499	243.04	29.5%	23.96	75.57	105.77	37.75
2020	£M	4.893	7.179	11.97				20.09	42.81	33.03	16.45	0.233	3.199	139.86	-42.5%	24.04		95.94	19.88
2021	£M				14.50	23.65	28.51	38.39	46.60	37.95	30.04	6.910	8.720	235.26	68.2%		66.66	122.93	45.67

ECONOMIC IMPACT - INDEXED TO 2021													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M Economic Impact by Year and Share of Total			
Non-Serviced	£M	188.56	200.98	189.93	190.80	200.67	192.07	183.10	184.10	187.69	243.04	139.86	235.26				
All Visitor Types	£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16				
Share of Total	%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%	36.7%	40.8%	50.8%	50.0%				
Annual Change in Share	%		7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%	0.2%	11.1%	24.4%	-1.5%				
Change in Share from 2007	%		7.2%	0.5%	1.9%	3.7%	1.6%	-1.2%	-1.8%	-1.6%	9.3%	35.9%	33.9%				
Avg Ann. Change in Share	%		7.2%	0.2%	0.6%	0.9%	0.3%	-0.2%	-0.3%	-0.2%	0.8%	2.8%	2.4%				





STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 2021 Prices		SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES											TOTAL		% Change						
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	TOTAL		% Change					
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-50.5%	-17.4%	14.4%	22.8%	19.9%	26.1%	28.8%	4.8%	-4.3%	-23.6%	Annual Change		Q1	Q2	Q3	Q4	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				119.1%	14.2%	17.1%	67.1%	3707.7%	143.5%	34.2%	Annual Change				41.0%	154.0%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.6%	-1.2%	1.0%	1.6%	1.4%	1.9%	2.1%	0.3%	-0.3%	-1.7%	Annual Change		-1.8%	1.6%	0.4%		
2007	£M	5.961	2.003	2.278	5.436	3.497	2.694	4.371	4.627	2.384	2.381	1.855	5.373	42.86	Annual Change		10.24	11.63	11.38	9.609	
2008	£M	5.981	2.009	2.286	5.454	3.509	2.703	4.386	4.643	2.391	2.389	1.862	5.391	43.00	0.3%	Annual Change		10.28	11.67	11.42	9.641
2009	£M	6.011	2.020	2.298	5.482	3.526	2.716	4.408	4.666	2.404	2.401	1.871	5.418	43.22	0.5%	Annual Change		10.33	11.72	11.48	9.690
2010	£M	6.004	2.017	2.295	5.476	3.522	2.713	4.403	4.661	2.401	2.398	1.869	5.412	43.17	-0.1%	Annual Change		10.32	11.71	11.46	9.679
2011	£M	6.011	2.020	2.297	5.482	3.526	2.716	4.408	4.666	2.403	2.401	1.871	5.418	43.22	0.1%	Annual Change		10.33	11.72	11.48	9.690
2012	£M	6.155	2.068	2.353	5.614	3.611	2.782	4.514	4.778	2.461	2.459	1.916	5.548	44.26	2.4%	Annual Change		10.58	12.01	11.75	9.923
2013	£M	6.200	2.083	2.370	5.654	3.637	2.802	4.546	4.813	2.479	2.477	1.930	5.588	44.58	0.7%	Annual Change		10.65	12.09	11.84	9.994
2014	£M	6.238	2.096	2.384	5.689	3.660	2.819	4.575	4.843	2.494	2.492	1.942	5.623	44.86	0.6%	Annual Change		10.72	12.17	11.91	10.06
2015	£M	6.274	2.108	2.398	5.722	3.681	2.835	4.601	4.871	2.509	2.506	1.953	5.655	45.11	0.6%	Annual Change		10.78	12.24	11.98	10.11
2019	£M	6.440	2.164	2.462	5.873	3.778	2.910	4.723	5.000	2.575	2.573	2.005	5.805	46.31	2.6%	Annual Change		11.07	12.56	12.30	10.38
2020	£M	6.228	2.341	1.961				2.451	4.860	2.566	1.836	0.051	2.111	24.40	-47.3%	Annual Change		10.53		9.877	3.998
2021	£M				2.690	2.889	3.082	5.370	5.550	3.005	3.068	1.945	5.141	32.74	34.2%	Annual Change			8.661	13.92	10.15
ECONOMIC IMPACT - INDEXED TO 2021													SFR								
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	Economic Impact by Year and Share of Total							
SFR		£M	42.86	43.00	43.22	43.17	43.22	44.26	44.58	44.86	45.11	46.31	24.40	32.74	£M						
All Visitor Types		£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16	Share of Total %						
Share of Total		%	8.5%	8.6%	8.5%	8.6%	8.3%	8.7%	9.0%	8.9%	8.8%	7.8%	8.9%	7.0%	£M						
Annual Change in Share		%		0.9%	-0.3%	0.8%	-3.1%	4.9%	2.7%	-0.5%	-1.2%	-11.9%	13.9%	-21.4%	Share of Total %						
Change in Share from 2007		%		0.9%	0.6%	1.4%	-1.8%	3.0%	5.8%	5.2%	4.0%	-8.4%	4.4%	-18.0%	Share of Total %						
Avg Ann. Change in Share		%		0.9%	0.3%	0.5%	-0.4%	0.6%	1.0%	0.7%	0.5%	-0.7%	0.3%	-1.3%	Share of Total %						

STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 2021 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2007 to 2021		-100.0%	-100.0%	-100.0%	-44.0%	-9.6%	25.4%	37.7%	34.3%	35.6%	68.9%	0.2%	-4.3%	0.6%			-8.2%	35.8%	29.8%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				112.0%	13.0%	17.5%	65.8%	3731.5%	150.0%	59.6%				34.9%	123.3%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-3.1%	-0.7%	1.8%	2.7%	2.5%	2.5%	4.9%	0.0%	-0.3%	0.0%			-0.6%	2.6%	2.1%	
2007	£M	16.42	14.47	23.23	30.70	33.05	34.03	41.91	48.92	41.01	26.01	14.28	17.36	341.40		54.12	97.78	131.85	57.65	
2008	£M	15.91	15.19	27.49	30.05	38.65	35.30	46.08	47.82	36.59	26.65	12.39	15.96	348.08	2.0%	58.59	104.00	130.49	55.00	
2009	£M	14.72	12.81	21.75	32.14	33.32	31.22	47.48	47.60	43.13	27.06	13.27	15.50	340.01	-2.3%	49.28	96.69	138.21	55.84	
2010	£M	15.42	12.59	21.47	32.71	34.16	37.47	43.78	48.50	39.49	27.20	12.23	15.29	340.32	0.1%	49.47	104.35	131.77	54.72	
2011	£M	15.34	13.46	20.08	36.81	31.98	34.75	50.19	52.14	39.17	30.15	12.26	15.75	352.08	3.5%	48.88	103.55	141.49	58.17	
2012	£M	14.88	11.98	20.18	35.66	31.17	33.53	48.37	51.49	38.47	29.43	12.50	16.18	343.84	-2.3%	47.04	100.36	138.32	58.11	
2013	£M	14.94	12.39	19.71	32.95	31.07	31.77	46.92	51.38	36.16	28.22	12.71	16.11	334.33	-2.8%	47.05	95.79	134.46	57.03	
2014	£M	15.33	12.56	20.36	33.27	31.03	31.29	47.49	52.63	37.44	29.27	13.08	16.60	340.36	1.8%	48.25	95.59	137.56	58.95	
2015	£M	15.80	12.87	20.55	33.42	31.48	32.36	48.73	53.80	38.34	30.00	13.10	17.03	347.48	2.1%	49.22	97.26	140.88	60.12	
2019	£M	16.41	14.03	22.54	39.19	38.94	39.56	51.50	59.86	47.54	36.58	14.93	18.82	399.89	15.1%	52.98	117.69	158.90	70.32	
2020	£M	15.74	15.27	17.98				27.21	58.17	47.33	26.51	0.373	6.645	215.23	-46.2%	48.99		132.71	33.52	
2021	£M				17.19	29.86	42.67	57.69	65.72	55.60	43.94	14.31	16.61	343.60	59.6%		89.72	179.02	74.86	

ECONOMIC IMPACT - INDEXED TO 2021													STAYING VISITOR		
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M	
Staying Visitor	£M	341.40	348.08	340.01	340.32	352.08	343.84	334.33	340.36	347.48	399.89	215.23	343.60	Economic Impact by Year and Share of Total	
All Visitor Types	£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16	£M	
Share of Total	%	67.6%	69.4%	67.2%	67.9%	68.0%	68.0%	67.4%	67.8%	68.0%	67.2%	78.1%	73.1%	£M	
Annual Change in Share	%		2.6%	-3.1%	1.0%	0.1%	0.0%	-0.9%	0.6%	0.3%	-1.3%	16.3%	-6.5%	£M	
Change in Share from 2007	%		2.6%	-0.6%	0.4%	0.5%	0.5%	-0.4%	0.3%	0.6%	-0.7%	15.5%	8.1%	£M	
Avg Ann. Change in Share	%		2.6%	-0.3%	0.1%	0.1%	0.1%	-0.1%	0.0%	0.1%	-0.1%	1.2%	0.6%	£M	



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STEAM FINAL TREND REPORT FOR 2007-2021 HEREFORDSHIRE COUNTY COUNCIL													2007 to 2021 2021 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																		
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 2007 to 2021		-100.0%	-100.0%	-100.0%	-63.4%	-18.6%	22.4%	68.5%	1.4%	-18.9%	-30.1%	29.4%	-23.9%	-22.5%			-21.0%	12.4%	-11.8%	
% Change 2020 to 2021		-100.0%	-100.0%	-100.0%				1037.3%	57.9%	43.4%	280.6%	7773.8%	955.3%	110.3%				132.1%	728.7%	
Average Annual Change		-7.1%	-7.1%	-7.1%	-4.5%	-1.3%	1.6%	4.9%	0.1%	-1.4%	-2.1%	2.1%	-1.7%	-1.6%			-1.5%	0.9%	-0.8%	
2007	£M	7.674	9.340	13.26	16.27	16.32	14.95	14.92	22.13	18.86	13.26	8.292	8.095	163.37		30.27	47.53	55.91	29.65	
2008	£M	7.133	9.525	13.80	10.34	15.72	13.67	17.49	22.22	15.43	12.30	7.924	8.047	153.62	-6.0%	30.46	39.73	55.15	28.27	
2009	£M	6.670	9.313	14.41	14.23	17.49	15.07	18.07	23.99	16.96	14.34	7.951	7.468	165.94	8.0%	30.39	46.78	59.01	29.76	
2010	£M	4.798	7.596	12.97	14.72	16.66	17.52	19.25	21.83	16.43	14.53	9.687	4.968	160.95	-3.0%	25.36	48.90	57.51	29.18	
2011	£M	6.469	10.76	14.09	15.95	15.12	17.84	24.00	20.69	14.99	9.207	10.73	6.157	166.01	3.1%	31.32	48.91	59.69	26.09	
2012	£M	6.337	10.50	13.68	15.49	14.77	17.31	23.47	20.62	14.53	8.874	10.49	6.020	162.08	-2.4%	30.52	47.57	58.61	25.38	
2013	£M	6.340	10.49	13.60	15.43	14.80	17.21	23.45	20.82	14.44	8.787	10.48	6.017	161.86	-0.1%	30.43	47.44	58.70	25.29	
2014	£M	6.112	10.18	13.37	15.64	14.84	17.30	23.76	21.21	14.46	8.766	10.14	5.822	161.59	-0.2%	29.66	47.78	59.42	24.73	
2015	£M	6.177	10.29	13.51	15.81	14.99	17.48	24.01	21.43	14.61	8.857	10.25	5.883	163.29	1.0%	29.97	48.28	60.05	24.99	
2019	£M	7.391	12.31	16.16	18.92	17.94	20.91	28.73	25.64	17.48	10.60	12.26	7.039	195.38	19.7%	35.87	57.77	71.85	29.90	
2020	£M	7.390	12.31	10.24				2.210	14.21	10.67	2.437	0.136	0.584	60.19	-69.2%	29.94		27.09	3.157	
2021	£M				5.958	13.28	18.30	25.14	22.44	15.30	9.274	10.73	6.160	126.57	110.3%		37.53	62.87	26.16	

ECONOMIC IMPACT - INDEXED TO 2021													DAY VISITOR				
SHARE OF MARKET		2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	2021	£M Economic Impact by Year and Share of Total			
Day Visitor	£M	163.37	153.62	165.94	160.95	166.01	162.08	161.86	161.59	163.29	195.38	60.19	126.57				
All Visitor Types	£M	504.76	501.70	505.95	501.27	518.09	505.92	496.19	501.95	510.77	595.27	275.42	470.16				
Share of Total	%	32.4%	30.6%	32.8%	32.1%	32.0%	32.0%	32.6%	32.2%	32.0%	32.8%	21.9%	26.9%				
Annual Change in Share	%		-5.4%	7.1%	-2.1%	-0.2%	0.0%	1.8%	-1.3%	-0.7%	2.7%	-33.4%	23.2%				
Change in Share from 2007	%		-5.4%	1.3%	-0.8%	-1.0%	-1.0%	0.8%	-0.5%	-1.2%	1.4%	-32.5%	-16.8%				
Avg Ann. Change in Share	%		-5.4%	0.7%	-0.3%	-0.2%	-0.2%	0.1%	-0.1%	-0.2%	0.1%	-2.5%	-1.2%				

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