



STEAM FINAL TREND REPORT FOR 2006-2020

Final

HEREFORDSHIRE COUNCIL


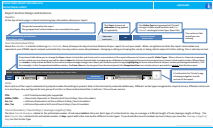









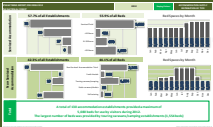

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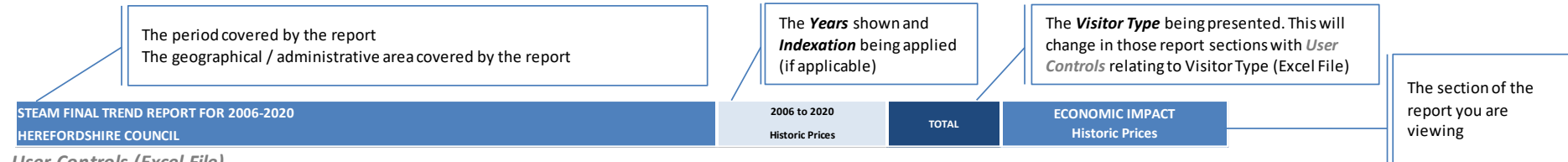
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
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Report Section Design and Features

Headers

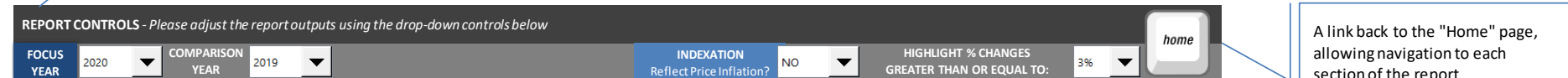
At the top of each page is a band containing key information about your report



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

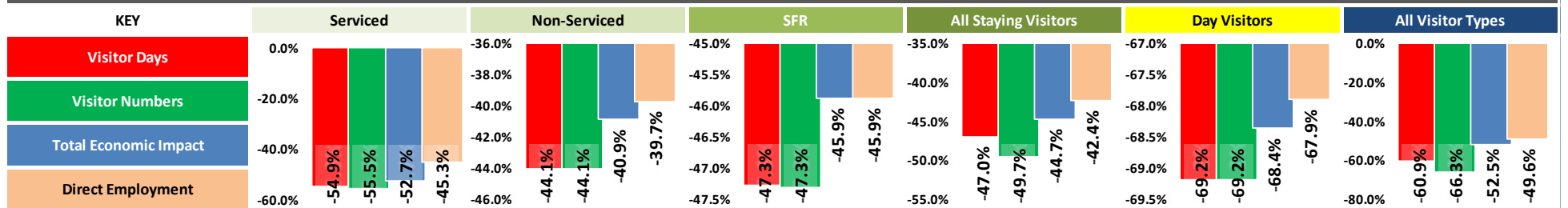
Visitor Numbers / Visitor Days / Average Length of Stay

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

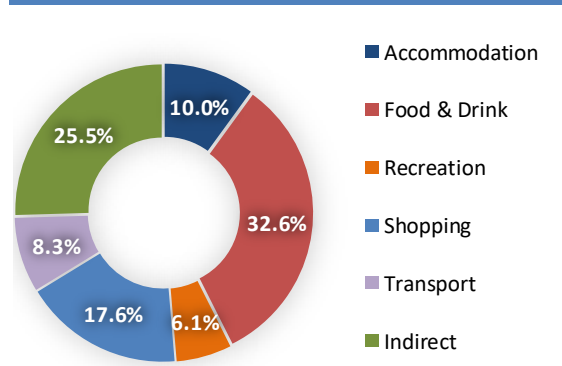
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %						
Visitor Days	M	0.274	0.608	-54.9%	0.942	1.685	-44.1%	0.372	0.706	-47.3%	1.588	2.999	-47.0%	1.553	5.040	-69.2%	3.141	8.039	-60.9%					
Visitor Numbers	M	0.153	0.344	-55.5%	0.132	0.236	-44.1%	0.156	0.297	-47.3%	0.441	0.876	-49.7%	1.553	5.040	-69.2%	1.994	5.916	-66.3%					
Direct Expenditure	£M																202.49	427.54	-52.6%					
Economic Impact	£M	50.27	106.19	-52.7%	137.96	233.47	-40.9%	24.07	44.48	-45.9%	212.31	384.15	-44.7%	59.37	187.69	-68.4%	271.68	571.84	-52.5%					
Direct Employment	FTEs	923	1,688	-45.3%	1,403	2,328	-39.7%	215	397	-45.9%	2,540	4,413	-42.4%	551	1,718	-67.9%	3,092	6,131	-49.6%					
Total Employment	FTEs																3,798	7,582	-49.9%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES

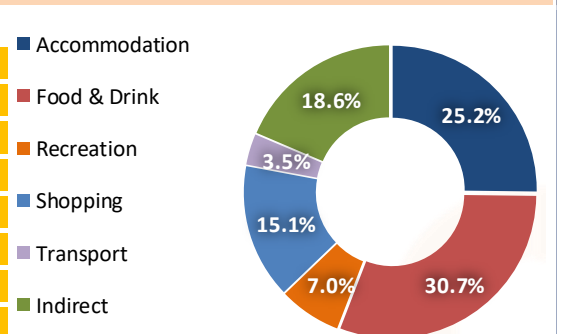


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2020	2019	+/- %
Accommodation	27.19	47.70	-43.0%
Food & Drink	88.49	206.18	-57.1%
Recreation	16.58	31.05	-46.6%
Shopping	47.77	94.53	-49.5%
Transport	22.46	48.07	-53.3%
TOTAL DIRECT	202.49	427.54	-52.6%
Indirect	69.19	144.30	-52.1%
TOTAL	271.68	571.84	-52.5%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2006 to 2020

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

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HEREFORDSHIRE COUNCIL

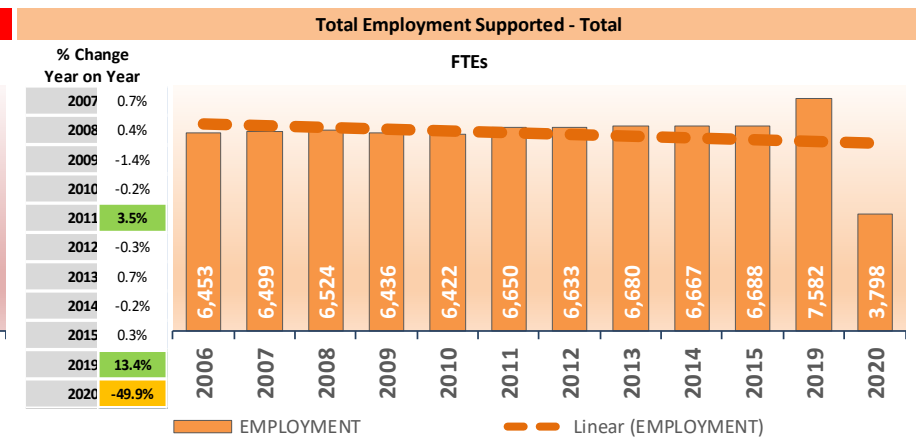
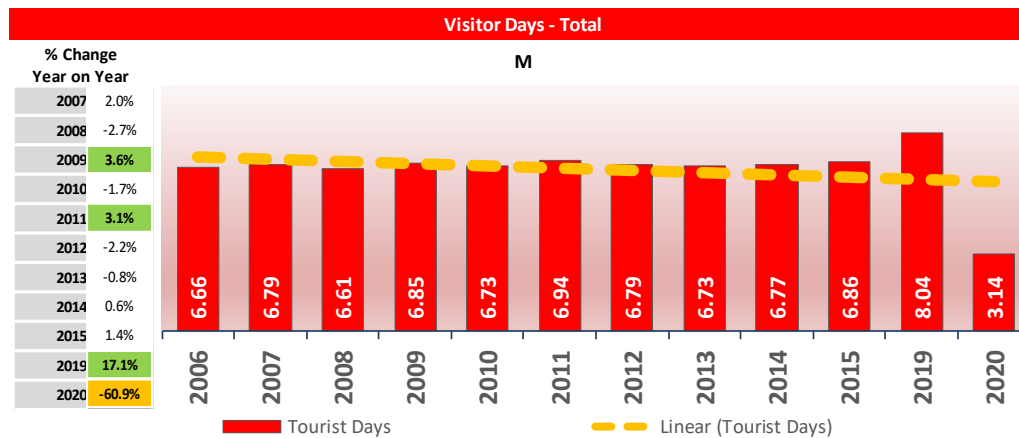
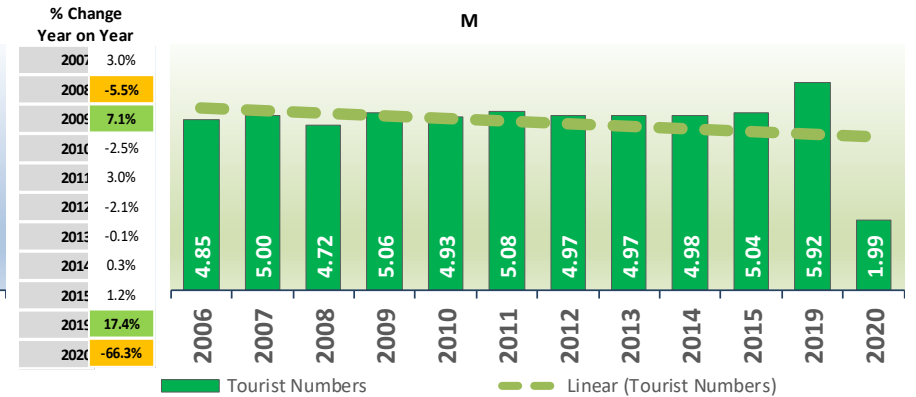
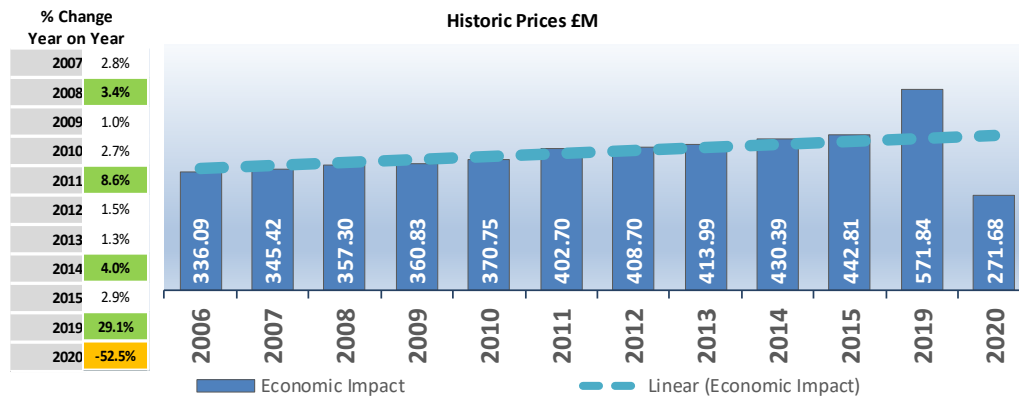
2006 to 2020
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Historic Prices		2.8%	6.3%	7.4%	10.3%	19.8%	21.6%	23.2%	28.1%	31.8%	70.1%	-19.2%
Visitor Numbers		3.0%	-2.7%	4.2%	1.6%	4.6%	2.4%	2.3%	2.6%	3.9%	21.9%	-58.9%
Visitor Days		2.0%	-0.8%	2.8%	1.0%	4.1%	1.9%	1.1%	1.7%	3.1%	20.7%	-52.8%
Total Employment		0.7%	1.1%	-0.3%	-0.5%	3.1%	2.8%	3.5%	3.3%	3.6%	17.5%	-41.1%

"Linear" = Linear Trendline

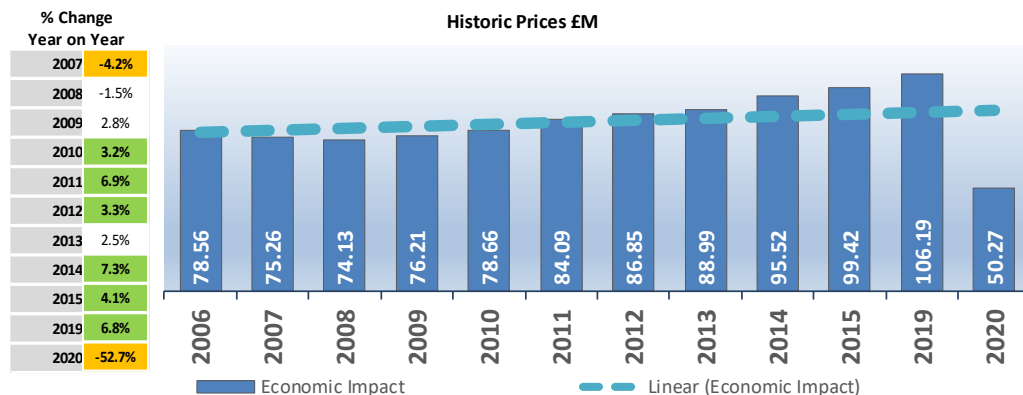
STEAM FINAL TREND REPORT FOR 2006-2020
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2006 to 2020
Historic Prices

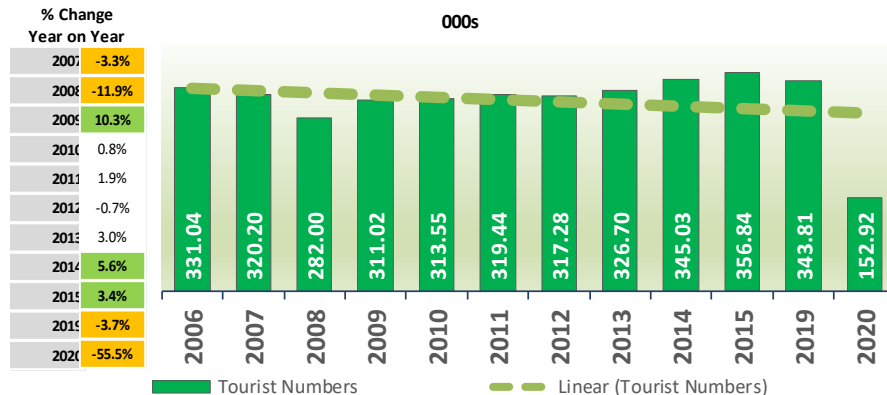
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

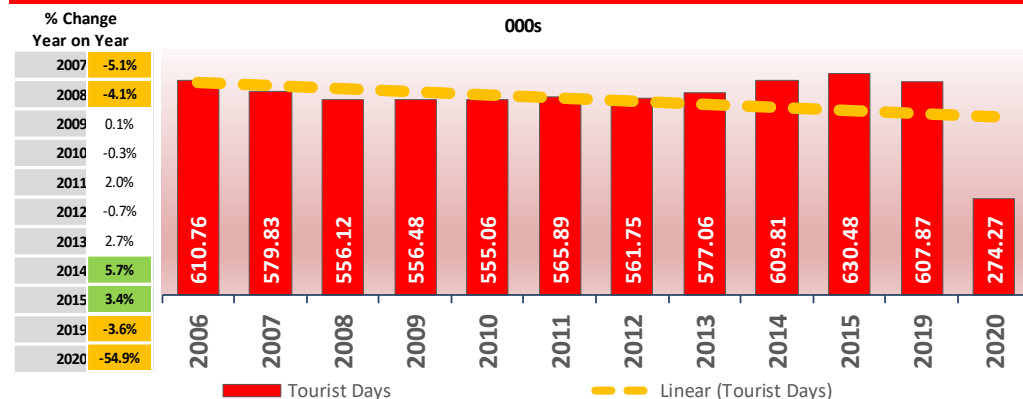
Economic Impact - Historic Prices - Serviced Accommodation



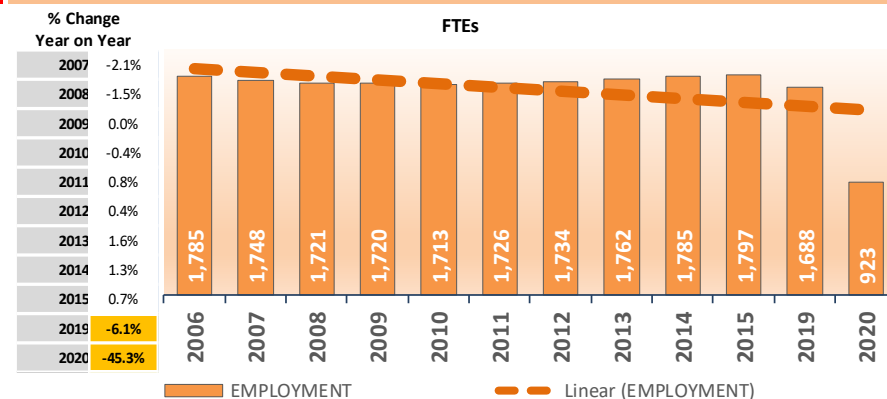
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Historic Prices		-4.2%	-5.6%	-3.0%	0.1%	7.0%	10.6%	13.3%	21.6%	26.6%	35.2%	-36.0%
Visitor Numbers		-3.3%	-14.8%	-6.0%	-5.3%	-3.5%	-4.2%	-1.3%	4.2%	7.8%	3.9%	-53.8%
Visitor Days		-5.1%	-8.9%	-8.9%	-9.1%	-7.3%	-8.0%	-5.5%	-0.2%	3.2%	-0.5%	-55.1%
Direct Employment		-2.1%	-3.6%	-3.6%	-4.0%	-3.3%	-2.8%	-1.3%	0.0%	0.7%	-5.4%	-48.3%

"Linear" = Linear Trendline

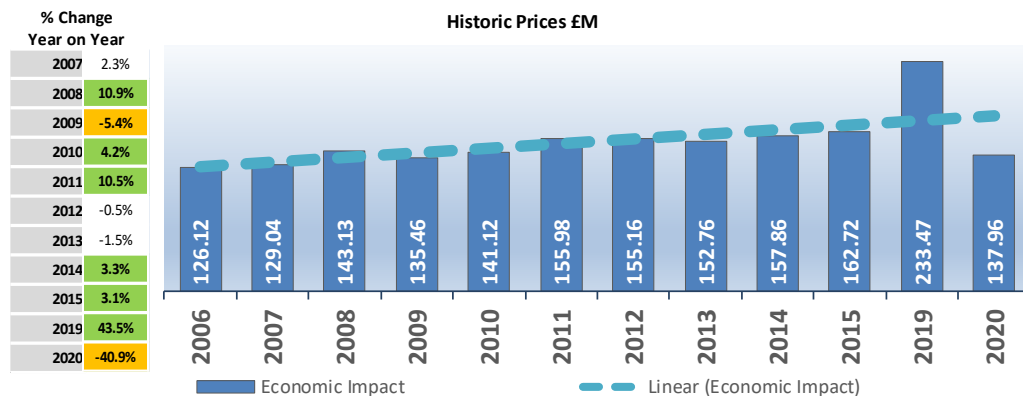
STEAM FINAL TREND REPORT FOR 2006-2020
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2006 to 2020
Historic Prices

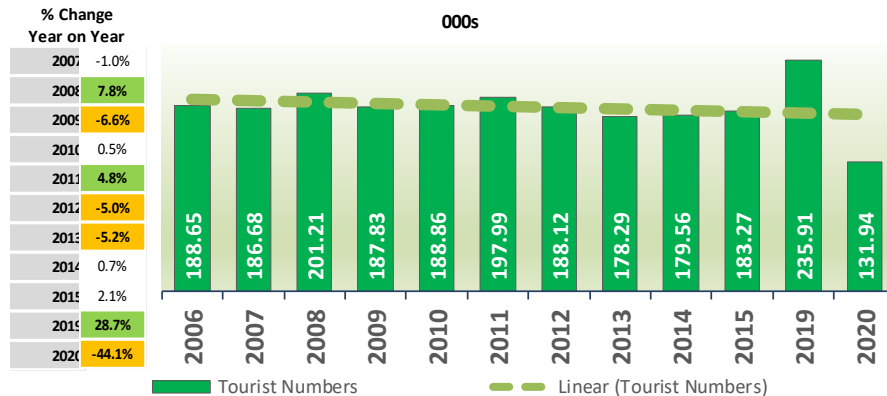
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

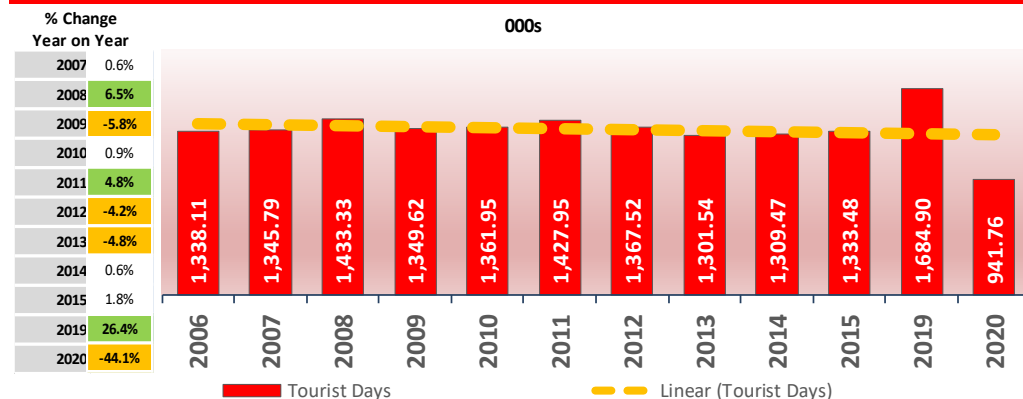
Economic Impact - Historic Prices - Non-Serviced Accommodation



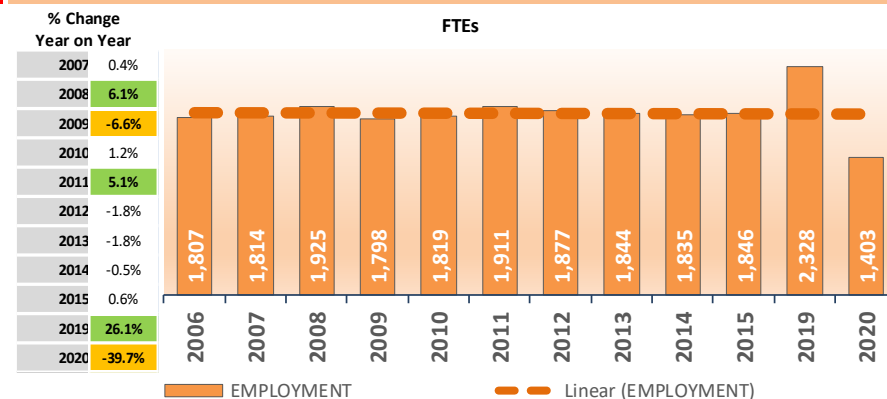
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Historic Prices		2.3%	13.5%	7.4%	11.9%	23.7%	23.0%	21.1%	25.2%	29.0%	85.1%	9.4%
Visitor Numbers		-1.0%	6.7%	-0.4%	0.1%	5.0%	-0.3%	-5.5%	-4.8%	-2.9%	25.1%	-30.1%
Visitor Days		0.6%	7.1%	0.9%	1.8%	6.7%	2.2%	-2.7%	-2.1%	-0.3%	25.9%	-29.6%
Direct Employment		0.4%	6.5%	-0.5%	0.7%	5.8%	3.9%	2.1%	1.6%	2.1%	28.8%	-22.4%

"Linear" = Linear Trendline

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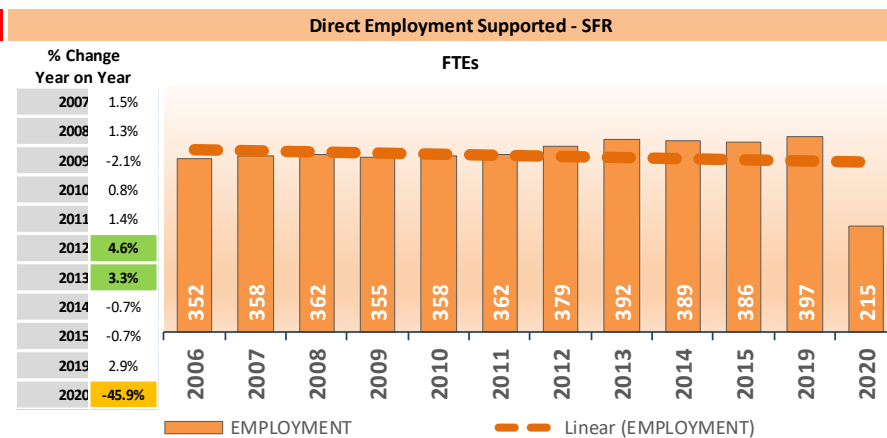
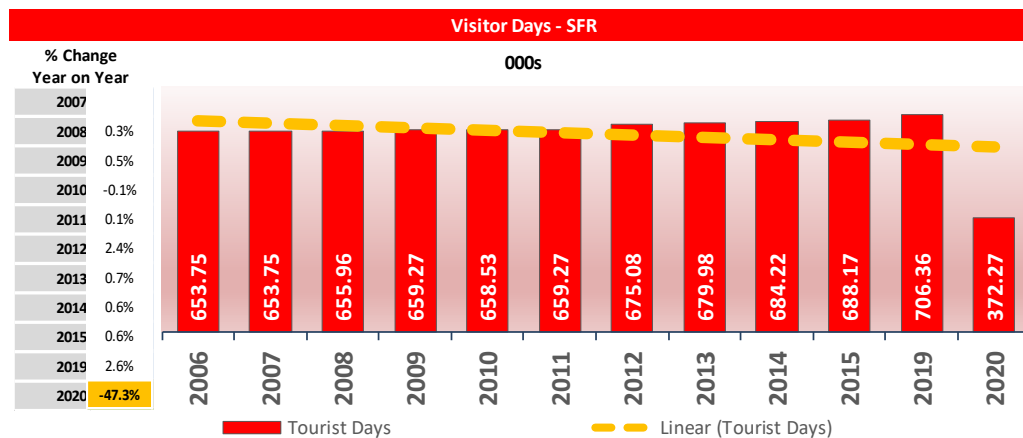
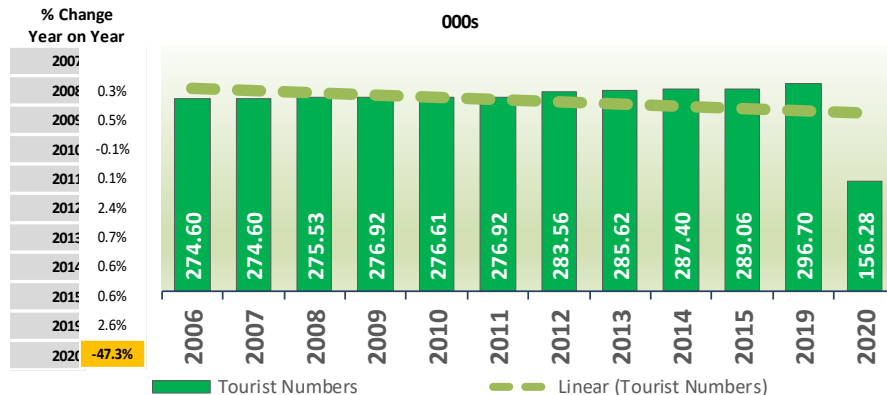
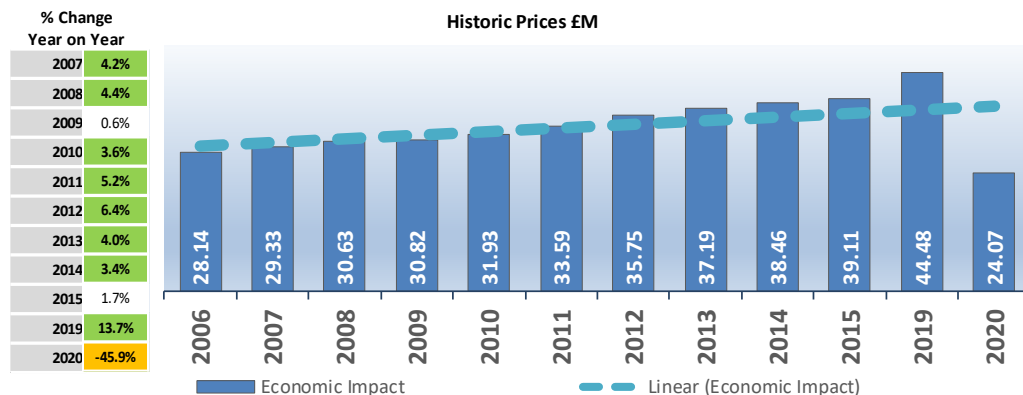
2006 to 2020
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Historic Prices		4.2%	8.8%	9.5%	13.5%	19.4%	27.1%	32.2%	36.7%	39.0%	58.1%	-14.4%
Visitor Numbers			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%
Visitor Days			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%
Direct Employment		1.5%	2.8%	0.6%	1.4%	2.8%	7.6%	11.1%	10.3%	9.6%	12.7%	-39.0%

"Linear" = Linear Trendline

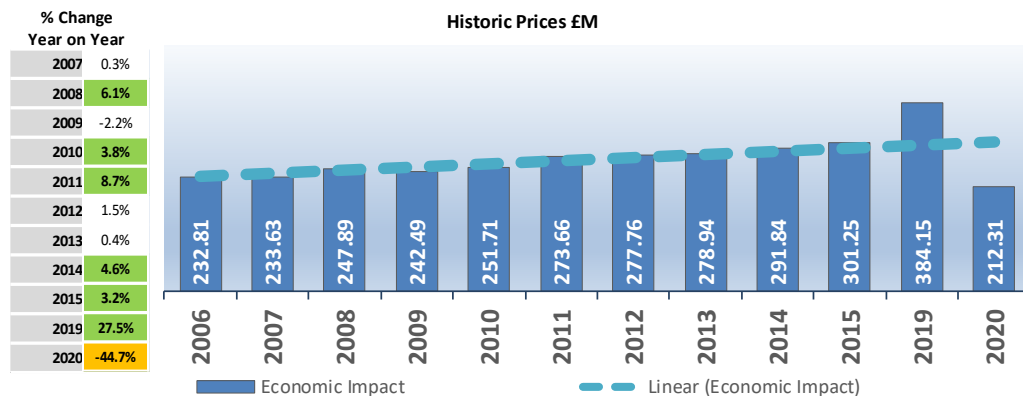
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2006 to 2020
 Historic Prices

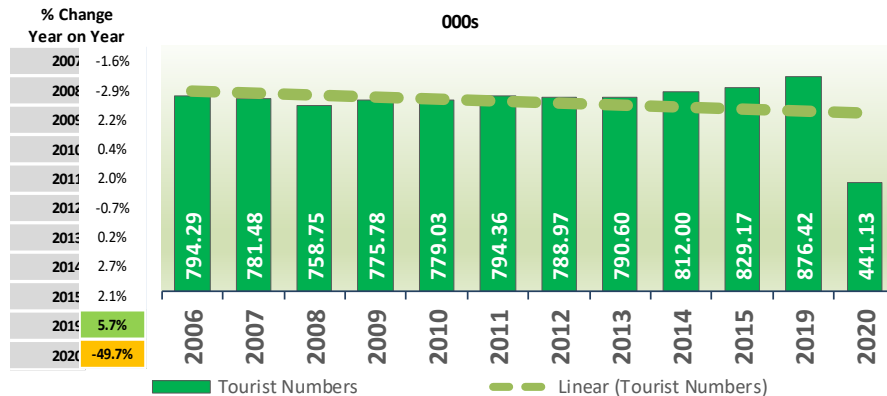
STAYING VISITOR

KEY MEASURES
 Historic Prices

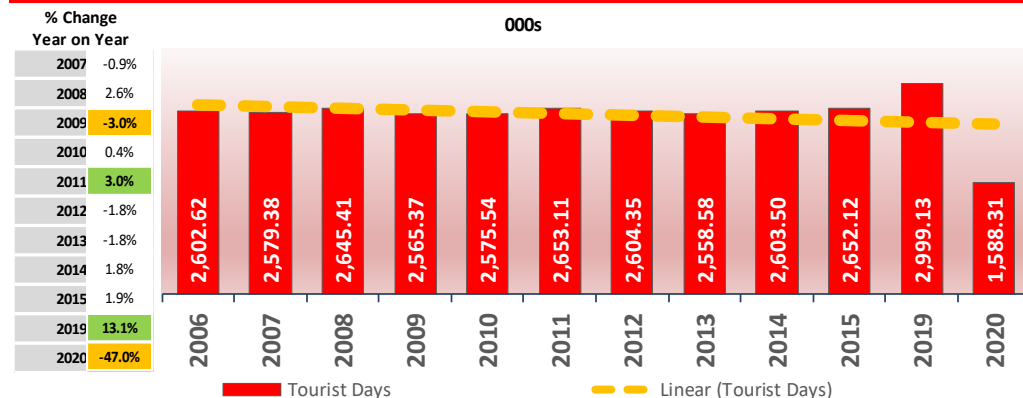
Economic Impact - Historic Prices - Staying Visitor



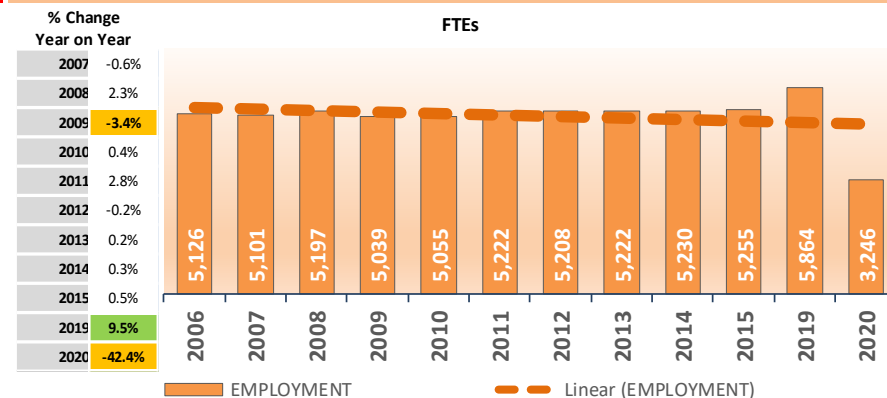
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Historic Prices		0.3%	6.5%	4.2%	8.1%	17.5%	19.3%	19.8%	25.4%	29.4%	65.0%	-8.8%
Visitor Numbers		-1.6%	-4.5%	-2.3%	-1.9%	0.0%	-0.7%	-0.5%	2.2%	4.4%	10.3%	-44.5%
Visitor Days		-0.9%	1.6%	-1.4%	-1.0%	1.9%	0.1%	-1.7%	0.0%	1.9%	15.2%	-39.0%
Direct Employment		-0.5%	1.4%	-1.7%	-1.4%	1.9%	1.6%	1.9%	2.0%	2.5%	14.4%	-36.7%

"Linear" = Linear Trendline

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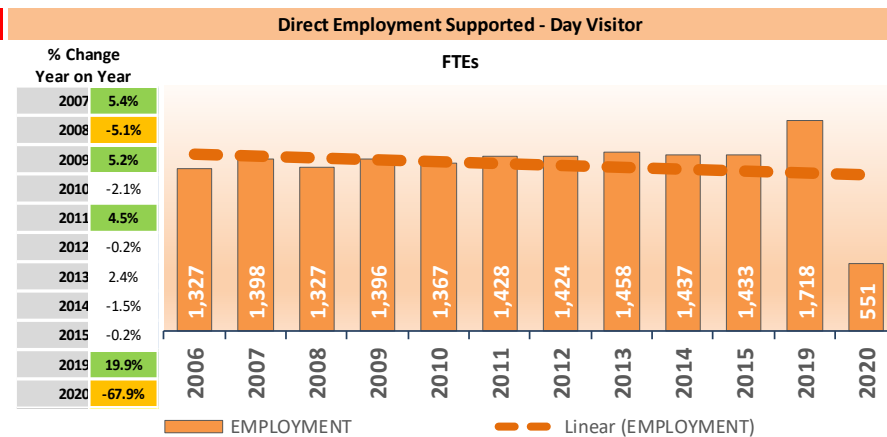
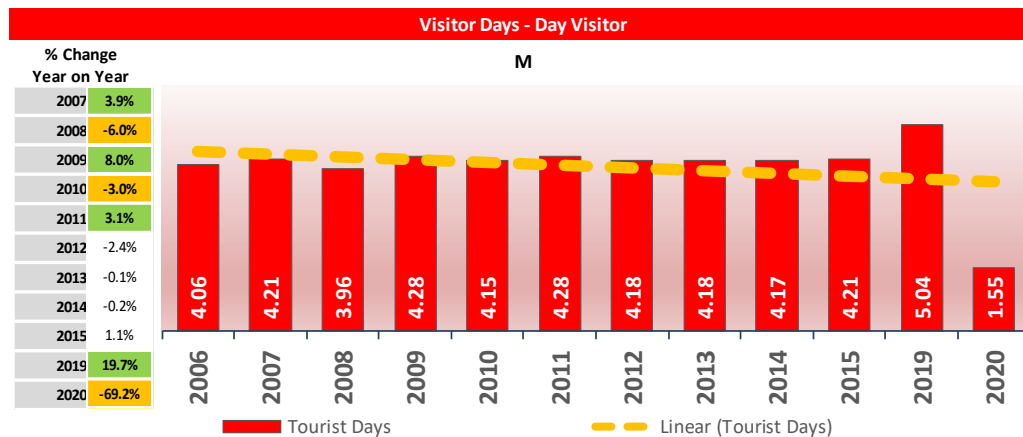
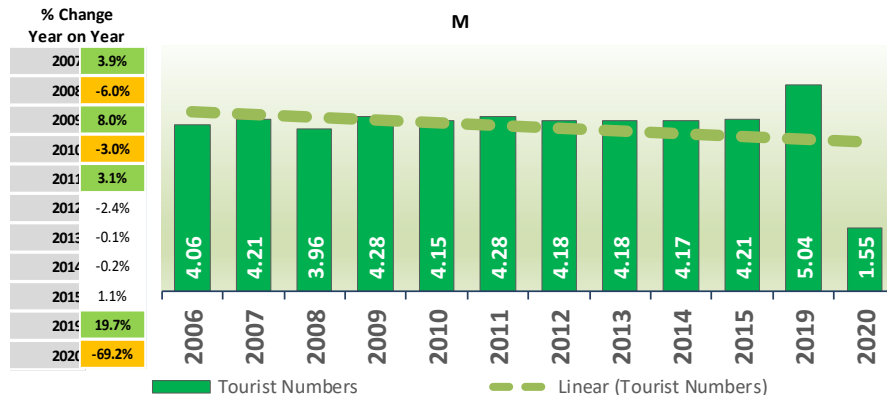
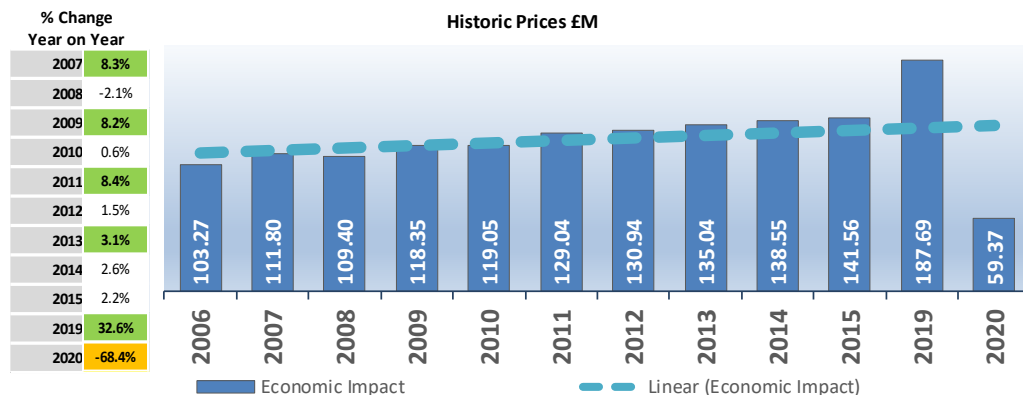
2006 to 2020
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Historic Prices		8.3%	5.9%	14.6%	15.3%	24.9%	26.8%	30.8%	34.2%	37.1%	81.7%	-42.5%
Visitor Numbers		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%	24.2%	-61.7%
Visitor Days		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%	24.2%	-61.7%
Direct Employment		5.4%	0.0%	5.3%	3.0%	7.6%	7.4%	9.9%	8.3%	8.0%	29.5%	-58.4%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2006 to 2020

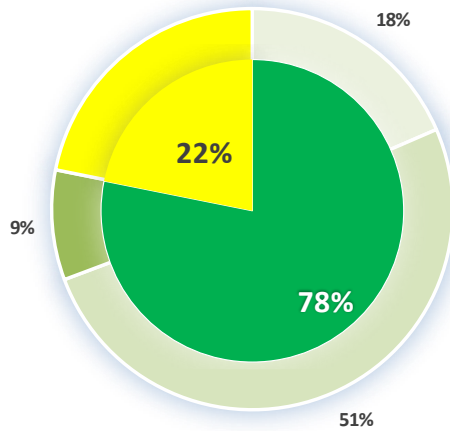
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2020 - M - Share of Total

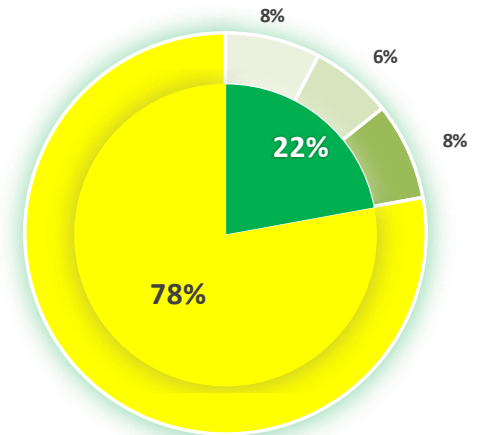
TOTAL
£271.68m

	£M
Serviced	50.27
Non-Serviced	137.96
SFR	24.07
Staying Visitor	212.31
Day Visitor	59.37
Total	271.68



TOTAL
1.99m

	M
Serviced	0.15
Non-Serviced	0.13
SFR	0.16
Staying Visitor	0.44
Day Visitor	1.55
Total	1.99

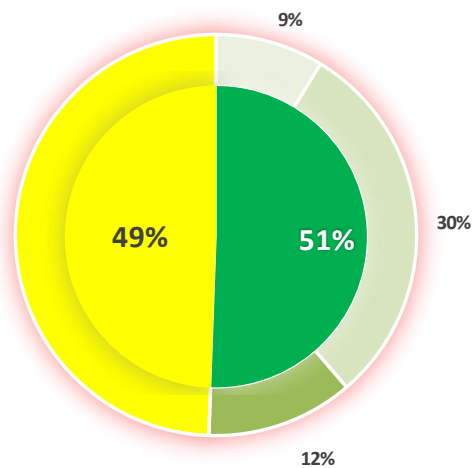


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

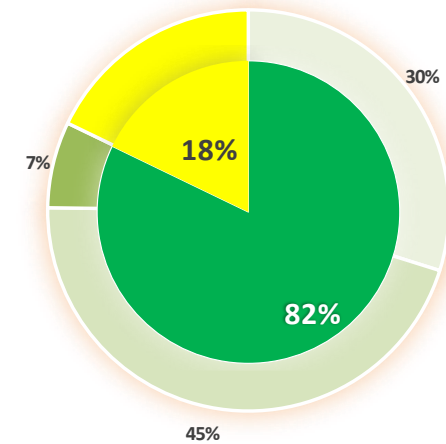
TOTAL
3.14m

	M
Serviced	0.27
Non-Serviced	0.94
SFR	0.37
Staying Visitor	1.59
Day Visitor	1.55
Total	3.14



TOTAL
3,092 Direct FTEs
3,798 Total FTEs

	FTEs
Serviced	923
Non-Serviced	1,403
SFR	215
Staying Visitor	2,540
Day Visitor	551
Total	3,092



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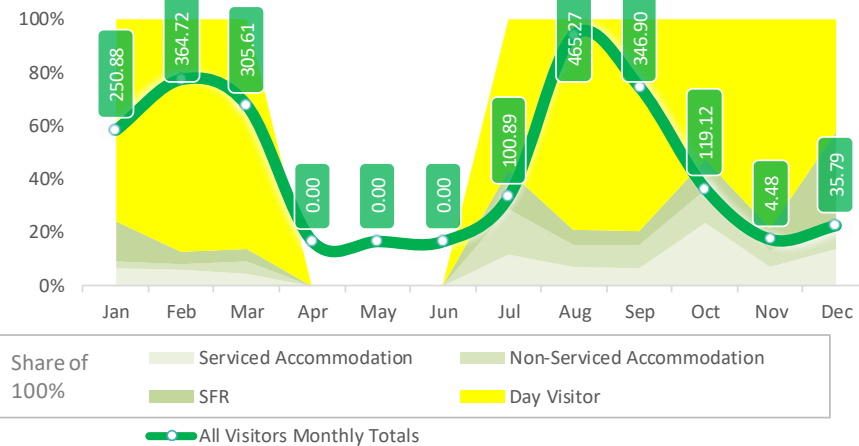
2020
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

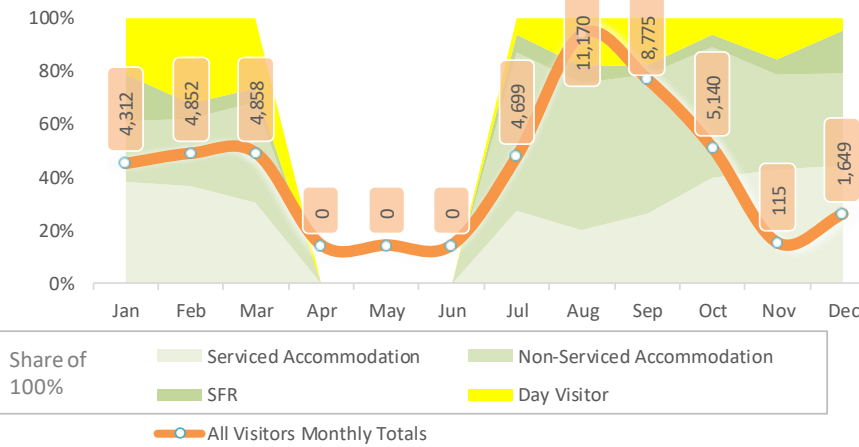
Economic Impact - Historic Prices - £000s - Distribution of Impact by Month

Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



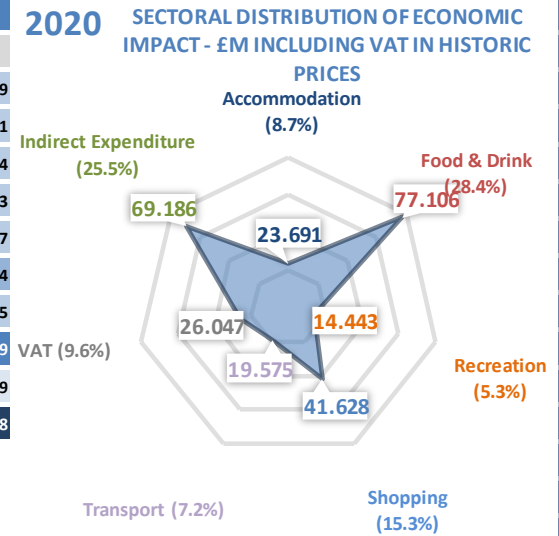
Visitor Days - 2020 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



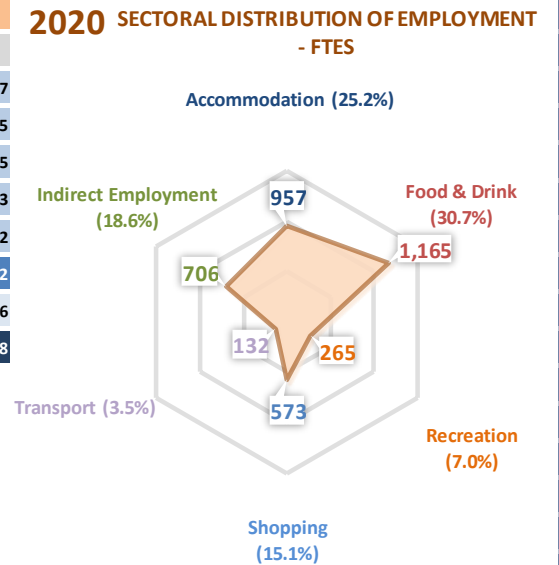
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Accommodation	£M	28.87	27.43	27.64	28.22	29.66	31.40	32.24	31.60	33.18	34.28	39.75	23.69
Food & Drink	£M	99.66	104.55	106.51	109.70	111.80	118.81	120.59	123.51	127.97	131.40	171.81	77.11
Recreation	£M	15.35	15.67	16.58	16.36	16.83	17.93	18.15	18.37	19.14	19.73	25.88	14.44
Shopping	£M	47.21	48.53	51.60	50.50	52.14	55.54	56.20	56.66	59.10	60.91	78.78	41.63
Transport	£M	23.59	24.58	25.80	25.66	26.41	28.12	28.46	28.79	29.92	30.78	40.06	19.57
Direct Revenue	£M	214.70	220.75	228.13	230.44	236.85	251.80	255.63	258.93	269.31	277.11	356.28	176.44
VAT	£M	37.57	38.63	39.92	40.33	41.45	50.36	51.13	51.79	53.86	55.42	71.26	26.05
Direct Expenditure	£M	252.27	259.38	268.05	270.76	278.29	302.16	306.76	310.71	323.17	332.53	427.54	202.49
Indirect Expenditure	£M	83.81	86.04	89.25	90.07	92.46	100.54	101.94	103.27	107.22	110.28	144.30	69.19
TOTAL	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Accommodation	FTEs	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,597	1,573	957
Food & Drink	FTEs	2,131	2,176	2,150	2,154	2,136	2,234	2,230	2,267	2,255	2,261	2,674	1,165
Recreation	FTEs	398	396	406	390	390	409	407	409	409	412	489	265
Shopping	FTEs	920	921	950	904	908	952	947	948	950	956	1,118	573
Transport	FTEs	225	229	233	225	225	236	235	236	236	237	279	132
Direct Employment	FTEs	5,270	5,317	5,335	5,269	5,256	5,428	5,415	5,456	5,446	5,462	6,131	3,092
Indirect Employment	FTEs	1,182	1,182	1,189	1,167	1,166	1,222	1,218	1,224	1,221	1,226	1,451	706
TOTAL	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2006 to 2020

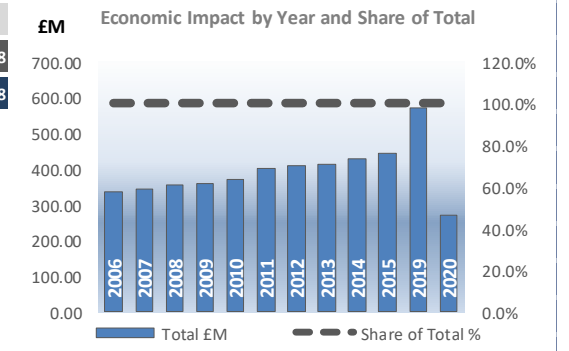
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

ECONOMIC IMPACT BY:													2006 to 2020 Historic Prices	TOTAL	ECONOMIC IMPACT Historic Prices				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
KEY	TOTAL																		
ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2006 to 2020	43.7%	76.5%	36.0%	-100.0%	-100.0%	-100.0%	-31.4%	45.5%	52.9%	3.2%	-96.6%	-56.3%	-19.2%	Annual Change	50.4%		22.4%	-38.7%	
% Change 2019 to 2020	-0.2%	7.5%	-25.1%	-100.0%	-100.0%	-100.0%	-62.3%	-13.1%	-8.4%	-37.0%	-98.1%	-71.3%	-52.5%		-8.8%		-28.9%	-62.4%	
Average Annual Change	3.1%	5.5%	2.6%	-7.1%	-7.1%	-7.1%	-2.2%	3.3%	3.8%	0.2%	-6.9%	-4.0%	-1.4%		3.6%		1.6%	-2.8%	
2006	£M	15.87	15.41	20.48	31.90	31.42	33.22	42.33	49.05	37.41	27.67	14.99	16.32	336.09		51.76	96.54	128.80	58.98
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	2.8%	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

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Total	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68
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 2006	%												
Avg Ann. Change in Share	%												



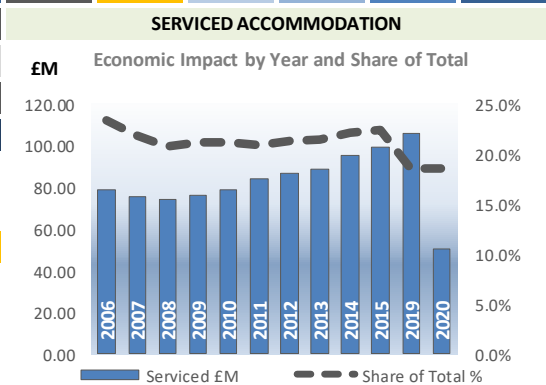
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Report Prepared by: Cathy James, Date of Issue: 02/06/21

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

ECONOMIC IMPACT BY:													2006 to 2020 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																					
KEY													TOTAL						% Change																	
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																				
An increase of 3% or more																																				
Less than 3% change																																				
A Fall of 3% or more																																				
													Q1		Q2		Q3		Q4																	
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC	
% Change 2006 to 2020													73.2%	68.4%	1.3%	-100.0%	-100.0%	-100.0%	-53.2%	-7.6%	4.2%	10.5%	-97.7%	-66.6%	-36.0%	43.0%			-17.5%	-37.0%						
% Change 2019 to 2020													4.6%	6.7%	-47.2%	-100.0%	-100.0%	-100.0%	-65.4%	-17.8%	-13.1%	-23.2%	-98.4%	-75.2%	-52.7%	-17.5%			-32.4%	-55.4%						
Average Annual Change													5.2%	4.9%	0.1%	-7.1%	-7.1%	-7.1%	-3.8%	-0.5%	0.3%	0.8%	-7.0%	-4.8%	-2.6%	3.1%			-1.2%	-2.6%						
2006	£M	2.631	3.366	3.946	6.250	7.349	7.758	9.839	11.21	11.11	7.339	3.819	3.946	78.56	9.943	21.36	32.15	15.10																		
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	-4.2%	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																	

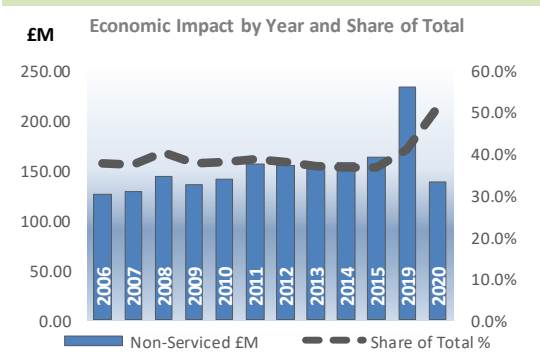
ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Serviced	£M	78.56	75.26	74.13	76.21	78.66	84.09	86.85	88.99	95.52	99.42	106.19	50.27
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68
Share of Total	%	23.4%	21.8%	20.7%	21.1%	21.2%	20.9%	21.3%	21.5%	22.2%	22.5%	18.6%	18.5%
Annual Change in Share	%		-6.8%	-4.8%	1.8%	0.5%	-1.6%	1.8%	1.2%	3.2%	1.2%	-17.3%	-0.4%
Change in Share from 2006	%		-6.8%	-11.2%	-9.6%	-9.2%	-10.7%	-9.1%	-8.0%	-5.1%	-3.9%	-20.6%	-20.8%
Avg Ann. Change in Share	%		-6.8%	-5.6%	-3.2%	-2.3%	-2.1%	-1.5%	-1.1%	-0.6%	-0.4%	-1.6%	-1.5%



STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL	2006 to 2020 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices
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ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2006 to 2020		8.4%	41.3%	43.7%	-100.0%	-100.0%	-100.0%	8.7%	116.6%	137.8%	49.7%	-94.7%	-18.6%	9.4%	Annual Change	34.1%		84.0%	3.0%
% Change 2019 to 2020		-7.5%	16.4%	0.8%	-100.0%	-100.0%	-100.0%	-37.3%	5.3%	9.0%	-26.6%	-96.7%	-56.2%	-40.9%		3.0%		-6.9%	-45.9%
Average Annual Change		0.6%	2.9%	3.1%	-7.1%	-7.1%	-7.1%	0.6%	8.3%	9.8%	3.5%	-6.8%	-1.3%	0.7%		2.4%		6.0%	0.2%
2006	£M	4.452	5.013	8.214	12.34	11.76	13.88	18.23	19.50	13.70	10.84	4.315	3.877	126.12		17.68	37.98	51.42	19.03
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	2.3%	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

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020		
Non-Serviced	£M	126.12	129.04	143.13	135.46	141.12	155.98	155.16	152.76	157.86	162.72	233.47	137.96		
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68		
Share of Total	%	37.5%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%	36.7%	40.8%	50.8%		
Annual Change in Share	%		-0.4%	7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%	0.2%	11.1%	24.4%		
Change in Share from 2006	%		-0.4%	6.8%	0.0%	1.4%	3.2%	1.2%	-1.7%	-2.3%	-2.1%	8.8%	35.3%		
Avg Ann. Change in Share	%		-0.4%	3.4%	0.0%	0.4%	0.6%	0.2%	-0.2%	-0.3%	-0.2%	0.7%	2.5%		

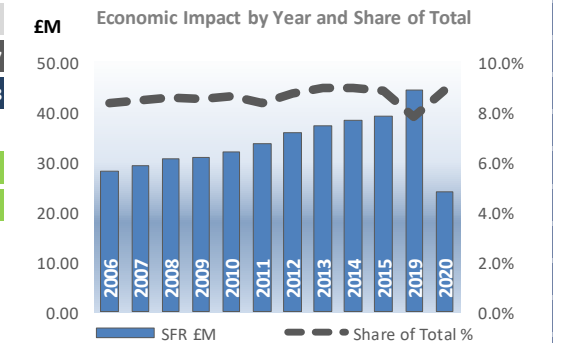


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Report Prepared by: Cathy James, Date of Issue: 02/06/21

STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL													2006 to 2020 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								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2006 to 2020		57.0%	75.6%	29.3%	-100.0%	-100.0%	-100.0%	-15.8%	57.8%	61.8%	15.8%	-95.9%	-40.9%	-14.4%	54.5%		30.4%	-37.5%	
% Change 2019 to 2020		-0.7%	11.1%	-18.2%	-100.0%	-100.0%	-100.0%	-46.7%	-0.2%	2.3%	-26.7%	-97.4%	-62.6%	-45.9%	-2.3%		-17.5%	-60.5%	
Average Annual Change		4.1%	5.4%	2.1%	-7.1%	-7.1%	-7.1%	-1.1%	4.1%	4.4%	1.1%	-6.8%	-2.9%	-1.0%	3.9%		2.2%	-2.7%	
2006	£M	3.913	1.315	1.496	3.569	2.296	1.769	2.870	3.038	1.565	1.563	1.218	3.527	28.14	6.724	7.633	7.472	6.309	
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	4.2%	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

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR			
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020			
SFR		£M	28.14	29.33	30.63	30.82	31.93	33.59	35.75	37.19	38.46	39.11	44.48	24.07		
All Visitor Types		£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68		
Share of Total		%	8.4%	8.5%	8.6%	8.5%	8.6%	8.3%	8.7%	9.0%	8.9%	8.8%	7.8%	8.9%		
Annual Change in Share		%		1.4%	0.9%	-0.3%	0.8%	-3.1%	4.9%	2.7%	-0.5%	-1.2%	-11.9%	13.9%		
Change in Share from 2006		%		1.4%	2.4%	2.0%	2.9%	-0.4%	4.5%	7.3%	6.7%	5.5%	-7.1%	5.8%		
Avg Ann. Change in Share		%		1.4%	1.2%	0.7%	0.7%	-0.1%	0.7%	1.0%	0.8%	0.6%	-0.5%	0.4%		



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2006 to 2020
Historic Prices

STAYING VISITOR

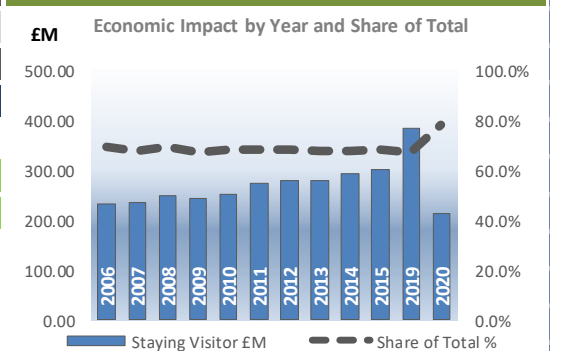
ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												TOTAL	% Change	QUARTER			
KEY		STAYING VISITOR														CALENDAR YEAR			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												Annual Change	Q1	Q2	Q3	Q4	
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						
% Change 2006 to 2020		41.2%	55.3%	29.9%	-100.0%	-100.0%	-100.0%	-13.2%	70.1%	77.0%	32.4%	-96.1%	-42.3%	-8.8%	40.7%		43.8%	-18.2%	
% Change 2019 to 2020		-1.5%	11.7%	-18.1%	-100.0%	-100.0%	-100.0%	-45.7%	-0.2%	2.2%	-25.6%	-97.4%	-63.7%	-44.7%	-5.1%		-14.2%	-51.0%	
Average Annual Change		2.9%	4.0%	2.1%	-7.1%	-7.1%	-7.1%	-0.9%	5.0%	5.5%	2.3%	-6.9%	-3.0%	-0.6%	2.9%		3.1%	-1.3%	
2006	£M	11.00	9.694	13.66	22.16	21.41	23.41	30.93	33.74	26.37	19.74	9.352	11.35	232.81	34.35	66.97	91.05	40.45	
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	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	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	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	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	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	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	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	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	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	48.33		130.91	33.07	

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Staying Visitor	£M	232.81	233.63	247.89	242.49	251.71	273.66	277.76	278.94	291.84	301.25	384.15	212.31
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68
Share of Total	%	69.3%	67.6%	69.4%	67.2%	67.9%	68.0%	68.0%	67.4%	67.8%	68.0%	67.2%	78.1%
Annual Change in Share	%		-2.4%	2.6%	-3.1%	1.0%	0.1%	0.0%	-0.9%	0.6%	0.3%	-1.3%	16.3%
Change in Share from 2006	%		-2.4%	0.2%	-3.0%	-2.0%	-1.9%	-1.9%	-2.7%	-2.1%	-1.8%	-3.0%	12.8%
Avg Ann. Change in Share	%		-2.4%	0.1%	-1.0%	-0.5%	-0.4%	-0.3%	-0.4%	-0.3%	-0.2%	-0.2%	0.9%

STAYING VISITOR



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

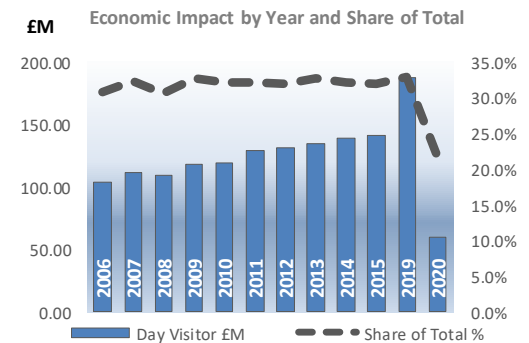
2006 to 2020
Historic Prices

DAY VISITOR

ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		Annual Change	Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV						DEC	
% Change 2006 to 2020		49.5%	112.4%	48.1%	-100.0%	-100.0%	-100.0%	-80.9%	-8.5%	-4.7%	-69.7%	-97.6%	-88.4%	-42.5%	69.6%		-29.2%	-83.2%	
% Change 2019 to 2020		2.7%	2.7%	-35.0%	-100.0%	-100.0%	-100.0%	-92.1%	-43.1%	-37.3%	-76.4%	-98.9%	-91.5%	-68.4%	-14.3%		-61.3%	-89.2%	
Average Annual Change		3.5%	8.0%	3.4%	-7.1%	-7.1%	-7.1%	-5.8%	-0.6%	-0.3%	-5.0%	-7.0%	-6.3%	-3.0%	5.0%		-2.1%	-5.9%	
2006	£M	4.878	5.719	6.819	9.742	10.01	9.813	11.40	15.31	11.04	7.929	5.639	4.971	103.27	17.42	29.57	37.75	18.54	
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	8.3%	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

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020		
Day Visitor	£M	103.27	111.80	109.40	118.35	119.05	129.04	130.94	135.04	138.55	141.56	187.69	59.37		
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81	571.84	271.68		
Share of Total	%	30.7%	32.4%	30.6%	32.8%	32.1%	32.0%	32.0%	32.6%	32.2%	32.0%	32.8%	21.9%		
Annual Change in Share	%		5.3%	-5.4%	7.1%	-2.1%	-0.2%	0.0%	1.8%	-1.3%	-0.7%	2.7%	-33.4%		
Change in Share from 2006	%		5.3%	-0.4%	6.7%	4.5%	4.3%	6.2%	4.8%	4.0%	6.8%	-28.9%			
Avg Ann. Change in Share	%		5.3%	-0.2%	2.2%	1.1%	0.9%	0.7%	0.9%	0.6%	0.4%	0.5%	-2.1%		



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Report Prepared by: Cathy James, Date of Issue: 02/06/21

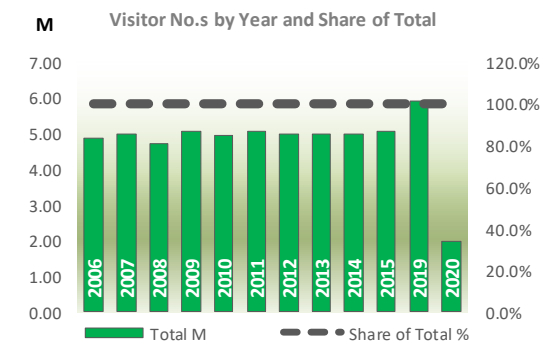
Visitor Numbers by Month, Year and Visitor Type for the Period 2006 to 2020

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

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

VISITOR NUMBERS BY:													2006 to 2020		TOTAL		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change						
Q1			Q2			Q3			Q4											
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
% Change 2006 to 2020	0.3%	37.9%	-3.4%	-100.0%	-100.0%	-100.0%	-81.2%	-33.3%	-31.5%	-68.5%	-98.3%	-85.5%	-58.9%		10.9%		-47.6%	-82.0%		
% Change 2019 to 2020	-0.7%	0.9%	-35.7%	-100.0%	-100.0%	-100.0%	-87.9%	-39.5%	-34.0%	-66.1%	-98.8%	-85.3%	-66.3%		-15.4%		-57.1%	-83.3%		
Average Annual Change	0.0%	2.7%	-0.2%	-7.1%	-7.1%	-7.1%	-5.8%	-2.4%	-2.2%	-4.9%	-7.0%	-6.1%	-4.2%		0.8%		-3.4%	-5.9%		
2006	M	0.250	0.264	0.316	0.462	0.471	0.461	0.538	0.698	0.506	0.378	0.260	0.248	4.852		0.831	1.394	1.742	0.885	
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	3.0%	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	

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020			
Total	M	4.852	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	5.916	1.994		
All Visitor Types	M	4.852	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	5.916	1.994		
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 2006	%														
Avg Ann. Change in Share	%														



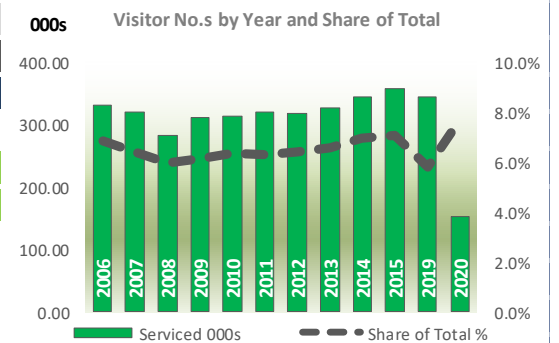
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Report Prepared by: Cathy James, Date of Issue: 02/06/21

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

VISITOR NUMBERS BY:													2006 to 2020		SERVICED		VISITOR NUMBERS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
SERVICED ACCOMMODATION													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change																
An increase of 3% or more																															
Less than 3% change																															
A Fall of 3% or more																															
													Q1		Q2		Q3		Q4		TOTAL		% Change								
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2020													23.4%	36.3%	-23.3%	-100.0%	-100.0%	-100.0%	-68.5%	-19.5%	-36.3%	-16.9%	-98.2%	-68.0%	-53.8%		10.1%			-40.8%	-49.9%
% Change 2019 to 2020													1.8%	3.9%	-48.6%	-100.0%	-100.0%	-100.0%	-66.3%	-19.9%	-15.3%	-25.2%	-98.4%	-75.8%	-55.5%		-18.6%			-34.5%	-57.0%
Average Annual Change													1.7%	2.6%	-1.7%	-7.1%	-7.1%	-7.1%	-4.9%	-1.4%	-2.6%	-1.2%	-7.0%	-4.9%	-3.8%		0.7%			-2.9%	-3.6%
2006	000s	12.9	15.8	17.4	29.7	36.3	36.1	37.9	41.7	36.1	34.1	17.6	15.3	331.0		46.1	102.1	115.7	67.1												
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	-3.3%	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												

VISITOR NUMBERS													SERVICED ACCOMMODATION				
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	000s		Visitor No.s by Year and Share of Total	
Serviced	000s	331.0	320.2	282.0	311.0	313.6	319.4	317.3	326.7	345.0	356.8	343.8	152.9	400.00		10.0%	
All Visitor Types	M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0	300.00		8.0%	
Share of Total	%	6.8%	6.4%	6.0%	6.2%	6.4%	6.3%	6.4%	6.6%	6.9%	7.1%	5.8%	7.7%	200.00		6.0%	
Annual Change in Share	%		-6.1%	-6.8%	3.0%	3.4%	-1.0%	1.5%	3.1%	5.3%	2.2%	-17.9%	32.0%	100.00		4.0%	
Change in Share from 2006	%		-6.1%	-12.5%	-9.8%	-6.8%	-7.8%	-6.4%	-3.6%	1.5%	3.7%	-14.8%	12.4%	0.00		2.0%	
Avg Ann. Change in Share	%		-6.1%	-6.2%	-3.3%	-1.7%	-1.6%	-1.1%	-0.5%	0.2%	0.4%	-1.1%	0.9%			0.0%	



STEAM FINAL TREND REPORT FOR 2006-2020
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STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL														2006 to 2020		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				
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 2006 to 2020	-32.3%	-8.7%	-3.5%	-100.0%	-100.0%	-100.0%	-33.6%	35.2%	56.6%	-1.6%	-96.1%	-35.7%	-30.1%	-13.0%			16.6%	-32.3%		
% Change 2019 to 2020	-11.3%	14.3%	-4.5%	-100.0%	-100.0%	-100.0%	-43.8%	0.7%	4.1%	-32.2%	-96.8%	-56.5%	-44.1%	-1.3%			-12.2%	-51.4%		
Average Annual Change	-2.3%	-0.6%	-0.3%	-7.1%	-7.1%	-7.1%	-2.4%	2.5%	4.0%	-0.1%	-6.9%	-2.5%	-2.1%	-0.9%			1.2%	-2.3%		
2006	000s	9.3	9.4	14.7	18.8	16.7	20.1	25.6	27.1	19.6	15.0	7.0	5.3	188.6			33.5	55.5	72.3	27.3
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	-1.0%		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

VISITOR NUMBERS														NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	000s	Share of Total %	
Non-Serviced	000s	188.6	186.7	201.2	187.8	188.9	198.0	188.1	178.3	179.6	183.3	235.9	131.9		
All Visitor Types	M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0		
Share of Total	%	3.9%	3.7%	4.3%	3.7%	3.8%	3.9%	3.8%	3.6%	3.6%	3.6%	4.0%	6.6%		
Annual Change in Share	%		-3.9%	14.0%	-12.8%	3.1%	1.8%	-2.9%	-5.2%	0.4%	0.8%	9.7%	66.0%		
Change in Share from 2006	%		-3.9%	9.6%	-4.5%	-1.5%	0.3%	-2.6%	-7.7%	-7.3%	-6.5%	2.6%	70.2%		
Avg Ann. Change in Share	%		-3.9%	4.8%	-1.5%	-0.4%	0.1%	-0.4%	-1.1%	-0.9%	-0.7%	0.2%	5.0%		



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VISITOR NUMBERS BY:													MONTH AND QUARTER		CALENDAR YEAR		VISITOR NUMBERS														
KEY													SFR		TOTAL		% Change		QUARTER												
An increase of 3% or more													Q1		Q2		Q3		Q4		Annual Change										
Less than 3% change													Q1		Q2		Q3		Q4		Annual 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 2006 to 2020													4.5%	16.9%	-13.9%	-100.0%	-100.0%	-100.0%	-43.9%	5.0%	7.7%	-22.9%	-97.2%	-60.7%	-43.1%	274.6		2.7%		-12.8%	-58.6%
% Change 2019 to 2020													-3.3%	8.2%	-20.3%	-100.0%	-100.0%	-100.0%	-48.1%	-2.8%	-0.4%	-28.7%	-97.5%	-63.6%	-47.3%	296.7		-4.9%		-19.3%	-61.7%
Average Annual Change													0.3%	1.2%	-1.0%	-7.1%	-7.1%	-7.1%	-3.1%	0.4%	0.5%	-1.6%	-6.9%	-4.3%	-3.1%	296.7		0.2%		-0.9%	-4.2%
2006	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												
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												

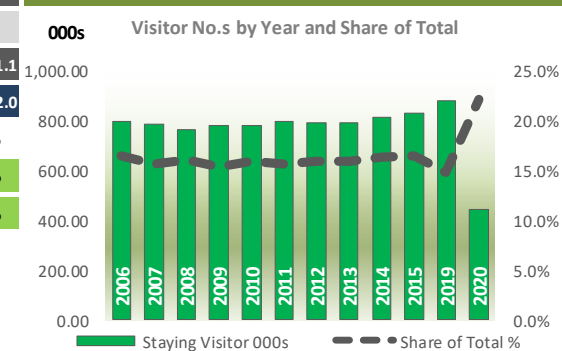
VISITOR NUMBERS													SFR		VISITOR NUMBERS																
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total																
SFR													2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	000s	Share of Total %	000s	Share of Total %	000s	Share of Total %	
All Visitor Types													M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0	350.00	10.0%	274.6	8.0%	274.6	8.0%
Share of Total													%	5.7%	5.5%	5.8%	5.5%	5.6%	5.5%	5.7%	5.8%	5.8%	5.7%	5.0%	7.8%	250.00	8.0%	275.5	6.0%	276.9	6.0%
Annual Change in Share													%	-2.9%	6.2%	-6.2%	2.4%	-2.8%	4.6%	0.8%	0.3%	-0.6%	-12.5%	56.3%	200.00	8.0%	276.6	6.0%	276.9	6.0%	
Change in Share from 2006													%	-2.9%	3.1%	-3.2%	-0.9%	-3.6%	0.8%	1.6%	2.0%	1.3%	-11.4%	38.5%	150.00	8.0%	283.6	6.0%	285.6	6.0%	
Avg Ann. Change in Share													%	-2.9%	1.6%	-1.1%	-0.2%	-0.7%	0.1%	0.2%	0.2%	0.1%	-0.9%	2.7%	50.00	8.0%	287.4	6.0%	289.1	6.0%	

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 Report Prepared by: Cathy James, Date of Issue: 02/06/21

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HEREFORDSHIRE COUNCIL

2006 to 2020													STAYING VISITOR		VISITOR NUMBERS																	
VISITOR NUMBERS BY:													CALENDAR YEAR		QUARTER																	
MONTH AND QUARTER													TOTAL						% Change													
KEY													STAYING VISITOR																			
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change													Q1		Q2		Q3		Q4		TOTAL		% Change									
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2006 to 2020													2.8%	18.5%	-14.1%	-100.0%	-100.0%	-100.0%	-51.3%	2.9%	-1.0%	-15.0%	-97.5%	-60.3%	-44.5%			1.5%			-17.1%	-50.3%
% Change 2019 to 2020													-2.9%	7.2%	-28.9%	-100.0%	-100.0%	-100.0%	-53.6%	-8.3%	-4.0%	-28.0%	-97.8%	-66.7%	-49.7%			-9.4%			-22.6%	-57.6%
Average Annual Change													0.2%	1.3%	-1.0%	-7.1%	-7.1%	-7.1%	-3.7%	0.2%	-0.1%	-1.1%	-7.0%	-4.3%	-3.2%			0.1%			-1.2%	-3.6%
2006	000s	58.6	39.7	48.4	79.2	77.2	75.8	90.2	95.9	72.5	66.2	38.5	52.2	794.3		146.7	232.2	258.6	156.9													
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	-1.6%	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													

VISITOR NUMBERS													STAYING VISITOR			
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020				
Staying Visitor	000s	794.3	781.5	758.7	775.8	779.0	794.4	789.0	790.6	812.0	829.2	876.4	441.1	1,000.00		
All Visitor Types	M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0	5.9	2.0	800.00		
Share of Total	%	16.4%	15.6%	16.1%	15.3%	15.8%	15.6%	15.9%	15.9%	16.3%	16.4%	14.8%	22.1%	600.00		
Annual Change in Share	%		-4.4%	2.7%	-4.5%	3.0%	-1.0%	1.5%	0.3%	2.4%	0.9%	-9.9%	49.4%	400.00		
Change in Share from 2006	%		-4.4%	-1.8%	-6.3%	-3.5%	-4.4%	-3.0%	-2.7%	-0.4%	0.5%	-9.5%	35.2%	200.00		
Avg Ann. Change in Share	%		-4.4%	-0.9%	-2.1%	-0.9%	-0.9%	-0.5%	-0.4%	-0.1%	0.1%	-0.7%	2.5%	0.00		



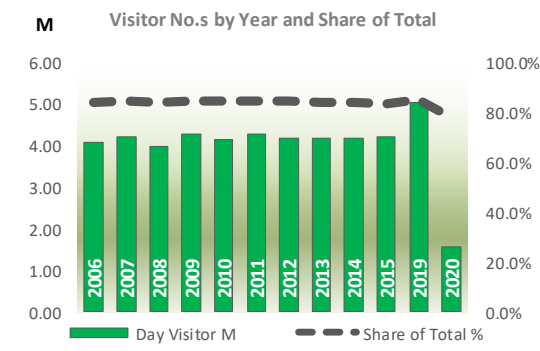
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Report Prepared by: Cathy James, Date of Issue: 02/06/21

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

VISITOR NUMBERS BY:													2006 to 2020		DAY VISITOR		VISITOR NUMBERS																																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																									
DAY VISITOR													TOTAL	% Change																																										
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES															Annual Change																																									
KEY													Q1	Q2			Q3	Q4																																						
An increase of 3% or more																																																								
Less than 3% change																																																								
A Fall of 3% or more																																																								
Q1													Q2				Q3				Q4																																			
JAN													FEB				MAR				APR				MAY				JUN				JUL				AUG				SEP				OCT				NOV				DEC			
% Change 2006 to 2020													-0.5%	41.4%	-1.4%	-100.0%	-100.0%	-100.0%	-87.3%	-39.1%	-36.6%	-79.8%	-98.4%	-92.3%	-61.7%	12.9%					-52.9%	-88.8%																								
% Change 2019 to 2020															-36.7%	-100.0%	-100.0%	-100.0%	-92.3%	-44.6%	-39.0%	-77.0%	-98.9%	-91.7%	-69.2%	-16.5%					-62.3%	-89.4%																								
Average Annual Change													0.0%	3.0%	-0.1%	-7.1%	-7.1%	-7.1%	-6.2%	-2.8%	-2.6%	-5.7%	-7.0%	-6.6%	-4.4%	0.9%					-3.8%	-6.3%																								
2006	M	0.192	0.225	0.268	0.383	0.393	0.386	0.448	0.602	0.434	0.312	0.222	0.195	4.058	0.684	1.162	1.483	0.728																																						
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	3.9%	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																																					

VISITOR NUMBERS													DAY VISITOR												
SHARE OF MARKET													2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	
Day Visitor													M	4.058	4.214	3.963	4.280	4.152	4.282	4.181	4.175	4.168	4.212	5.040	1.553
All Visitor Types													M	4.852	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	5.916	1.994
Share of Total													%	83.6%	84.4%	83.9%	84.7%	84.2%	84.4%	84.1%	84.1%	83.7%	83.6%	85.2%	77.9%
Annual Change in Share													%		0.9%	-0.5%	0.9%	-0.5%	0.2%	-0.3%	-0.1%	-0.5%	-0.2%	2.0%	-8.6%
Change in Share from 2006													%		0.9%	0.4%	1.2%	0.7%	0.9%	0.6%	0.5%	0.1%	-0.1%	1.9%	-6.9%
Avg Ann. Change in Share													%		0.9%	0.2%	0.4%	0.2%	0.2%	0.1%	0.1%	0.0%	0.0%	0.1%	-0.5%



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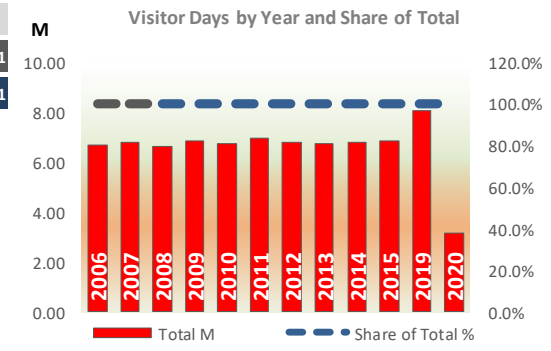
Visitor Days by Month, Year and Visitor Type for the Period 2006 to 2020

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

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2006 to 2020													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	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2006 to 2020		-0.6%	30.5%	-5.1%	-100.0%	-100.0%	-100.0%	-68.1%	-19.0%	-14.0%	-51.8%	-98.0%	-77.7%	-52.8%	7.0%		-33.3%	-71.8%	
% Change 2019 to 2020		-1.6%	2.0%	-31.9%	-100.0%	-100.0%	-100.0%	-77.6%	-28.2%	-23.0%	-53.3%	-98.5%	-78.1%	-60.9%	-13.6%		-45.3%	-74.6%	
Average Annual Change		0.0%	2.2%	-0.4%	-7.1%	-7.1%	-7.1%	-4.9%	-1.4%	-1.0%	-3.7%	-7.0%	-5.5%	-3.8%	0.5%		-2.4%	-5.1%	
2006	M	0.347	0.330	0.425	0.651	0.636	0.644	0.779	0.966	0.693	0.524	0.322	0.345	6.660		1.101	1.931	2.437	1.191
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	2.0%	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

VISITOR DAYS													TOTAL				
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020				
Total	M	6.660	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	8.039	3.141				
All Visitor Types	M	6.660	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	8.039	3.141				
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 2006	%																
Avg Ann. Change in Share	%																



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Report Prepared by: Cathy James, Date of Issue: 02/06/21

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2006 to 2020													SERVICED	VISITOR DAYS					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
SERVICED ACCOMMODATION													TOTAL	% Change					
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change	QUARTER				
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY													Annual Change						
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																			
% Change 2006 to 2020																			
% Change 2019 to 2020																			
Average Annual Change																			
2006	000s	22.1	28.3	33.2	52.6	61.8	65.3	67.4	76.8	76.1	61.7	32.1	33.2	610.8		83.7	179.6	220.4	127.1
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	-5.1%	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

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET													000s		
2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2019 2020															
Serviced	000s	610.8	579.8	556.1	556.5	555.1	565.9	561.8	577.1	609.8	630.5	607.9	274.3		
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3.1		
Share of Total	%	9.2%	8.5%	8.4%	8.1%	8.3%	8.2%	8.3%	8.6%	9.0%	9.2%	7.6%	8.7%		
Annual Change in Share	%		-6.9%	-1.4%	-3.4%	1.5%	-1.1%	1.5%	3.5%	5.1%	2.0%	-17.7%	15.5%		
Change in Share from 2006	%		-6.9%	-8.2%	-11.4%	-10.0%	-11.0%	-9.7%	-6.5%	-1.8%	0.2%	-17.5%	-4.8%		
Avg Ann. Change in Share	%		-6.9%	-4.1%	-3.8%	-2.5%	-2.2%	-1.6%	-0.9%	-0.2%	0.0%	-1.3%	-0.3%		



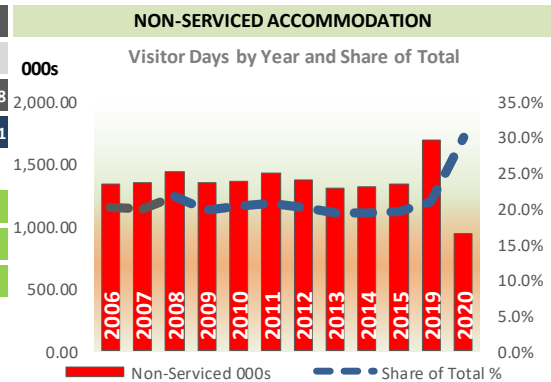
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Report Prepared by: Cathy James, Date of Issue: 02/06/21

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2006 to 2020													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													TOTAL	% Change	QUARTER			
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Annual Change	Q1	Q2	Q3	Q4	
% Change 2006 to 2020	-24.1%	-7.1%	-4.3%	-100.0%	-100.0%	-100.0%	-33.2%	33.8%	52.7%	-0.9%	-96.2%	-37.0%	-29.6%						-9.7%
% Change 2019 to 2020	-7.9%	11.1%	-6.3%	-100.0%	-100.0%	-100.0%	-43.0%	0.6%	3.9%	-30.4%	-96.8%	-56.0%	-44.1%	-2.5%			-12.1%	-47.4%	
Average Annual Change	-1.7%	-0.5%	-0.3%	-7.1%	-7.1%	-7.1%	-2.4%	2.4%	3.8%	-0.1%	-6.9%	-2.6%	-2.1%	-0.7%			1.1%	-2.0%	
2006	000s	42.4	46.3	88.6	133.0	127.3	151.7	196.9	216.8	146.6	114.0	39.7	34.8	1,338.1	177.3	412.1	560.2	188.5	
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	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	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	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	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	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	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	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	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	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	160.1		645.3	136.4	

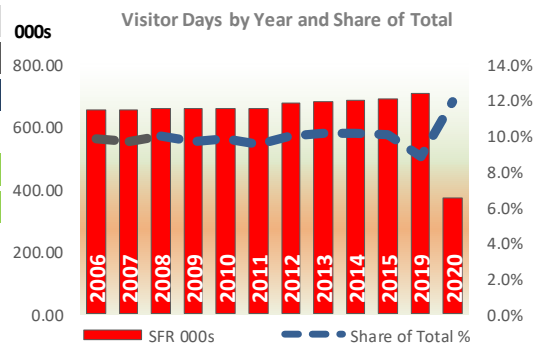
VISITOR DAYS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	000s				
Non-Serviced	000s	1,338.1	1,345.8	1,433.3	1,349.6	1,361.9	1,428.0	1,367.5	1,301.5	1,309.5	1,333.5	1,684.9	941.8				
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3.1				
Share of Total	%	20.1%	19.8%	21.7%	19.7%	20.2%	20.2%	19.3%	19.3%	19.4%	21.0%	30.0%					
Annual Change in Share	%		-1.4%	9.5%	-9.1%	2.7%	1.7%	-2.1%	-4.1%	0.0%	0.5%	7.9%	43.1%				
Change in Share from 2006	%		-1.4%	8.0%	-1.9%	0.8%	2.5%	0.3%	-3.8%	-3.8%	-3.3%	4.3%	49.2%				
Avg Ann. Change in Share	%		-1.4%	4.0%	-0.6%	0.2%	0.5%	0.1%	-0.5%	-0.5%	-0.4%	0.3%	3.5%				



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2006 to 2020													SFR	VISITOR DAYS				
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER			
MONTH AND QUARTER																		
KEY																		
SFR																		
An increase of 3% or more																		
Less than 3% change																		
A Fall of 3% or more																		
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Q1																		
Q2																		
Q3																		
Q4																		
JAN																		
FEB																		
MAR																		
APR																		
MAY																		
JUN																		
JUL																		
AUG																		
SEP																		
OCT																		
NOV																		
DEC																		
TOTAL																		
% Change																		
% Change 2006 to 2020																		
% Change 2019 to 2020																		
Average Annual Change																		
2006 000s																		
2007 000s																		
2008 000s																		
2009 000s																		
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VISITOR DAYS													SFR				
SHARE OF MARKET													000s				
2006																	
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2009																	
2010																	
2011																	
2012																	
2013																	
2014																	
2015																	
2019																	
2020																	
SFR	000s	653.8	653.8	656.0	659.3	658.5	659.3	675.1	680.0	684.2	688.2	706.4	372.3				
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3.1				
Share of Total	%	9.8%	9.6%	9.9%	9.6%	9.8%	9.5%	9.9%	10.1%	10.1%	10.0%	8.8%	11.9%				
Annual Change in Share	%		-2.0%	3.1%	-3.0%	1.6%	-2.9%	4.7%	1.5%	0.1%	-0.8%	-12.4%	34.9%				
Change in Share from 2006	%		-2.0%	1.1%	-1.9%	-0.3%	-3.2%	1.4%	2.9%	2.9%	2.1%	-10.5%	20.8%				
Avg Ann. Change in Share	%		-2.0%	0.6%	-0.6%	-0.1%	-0.6%	0.2%	0.4%	0.4%	0.2%	-0.8%	1.5%				



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

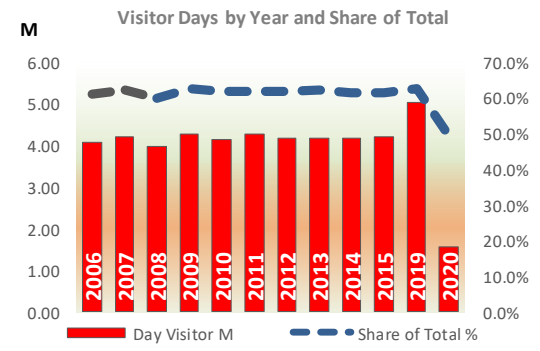
2006 to 2020													STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	STAYING VISITOR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2020	-0.6%	7.3%	-11.5%	-100.0%	-100.0%	-100.0%	-42.1%	14.2%	23.7%	-10.7%	-97.2%	-58.7%	-39.0%	Annual Change	-2.7%		-2.7%	-45.0%	
% Change 2019 to 2020	-3.4%	7.9%	-20.5%	-100.0%	-100.0%	-100.0%	-48.3%	-3.1%	-0.7%	-28.9%	-97.5%	-63.7%	-47.0%		-7.5%		-17.3%	-53.6%	
Average Annual Change	0.0%	0.5%	-0.8%	-7.1%	-7.1%	-7.1%	-3.0%	1.0%	1.7%	-0.8%	-6.9%	-4.2%	-2.8%		-0.2%		-0.2%	-3.2%	
2006	000s	155.4	105.2	156.6	268.5	242.5	258.1	331.0	364.2	259.1	212.0	100.1	150.0	2,602.6		417.2	769.1	954.2	462.1
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	-0.9%	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

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	000s	Visitor Days by Year and Share of Total	
Staying Visitor	000s	2,602.6	2,579.4	2,645.4	2,565.4	2,575.5	2,604.4	2,558.6	2,603.5	2,652.1	2,999.1	1,588.3	3,500.00		
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9	8.0	3,000.00		
Share of Total	%	39.1%	38.0%	40.0%	37.5%	38.3%	38.4%	38.0%	38.4%	38.6%	37.3%	50.6%	2,500.00		
Annual Change in Share	%		-2.8%	5.4%	-6.4%	2.2%	-0.1%	0.3%	-1.0%	1.2%	0.5%	-3.4%	35.5%		2,000.00
Change in Share from 2006	%		-2.8%	2.4%	-4.1%	-2.0%	-2.1%	-1.8%	-2.8%	-1.6%	-1.1%	-4.5%	29.4%		1,500.00
Avg Ann. Change in Share	%		-2.8%	1.2%	-1.4%	-0.5%	-0.4%	-0.3%	-0.4%	-0.2%	-0.1%	-0.3%	2.1%		1,000.00
													500.00		

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2006 to 2020													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2006 to 2020		-0.5%	41.4%	-1.4%	-100.0%	-100.0%	-100.0%	-87.3%	-39.1%	-36.6%	-79.8%	-98.4%	-92.3%	-61.7%	Annual Change	12.9%		-52.9%	-88.8%
% Change 2019 to 2020				-36.7%	-100.0%	-100.0%	-100.0%	-92.3%	-44.6%	-39.0%	-77.0%	-98.9%	-91.7%	-69.2%		-16.5%		-62.3%	-89.4%
Average Annual Change		0.0%	3.0%	-0.1%	-7.1%	-7.1%	-7.1%	-6.2%	-2.8%	-2.6%	-5.7%	-7.0%	-6.6%	-4.4%		0.9%		-3.8%	-6.3%
2006	M	0.192	0.225	0.268	0.383	0.393	0.386	0.448	0.602	0.434	0.312	0.222	0.195	4.058		0.684	1.162	1.483	0.728
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	3.9%	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

VISITOR DAYS													DAY VISITOR				
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020				
Day Visitor	M	4.058	4.214	3.963	4.280	4.152	4.282	4.181	4.175	4.168	4.212	5.040	1.553				
All Visitor Types	M	6.660	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	8.039	3.141				
Share of Total	%	60.9%	62.0%	60.0%	62.5%	61.7%	61.7%	61.6%	62.0%	61.6%	61.4%	62.7%	49.4%				
Annual Change in Share	%		1.8%	-3.3%	4.3%	-1.3%	0.0%	-0.2%	0.6%	-0.7%	-0.3%	2.2%	-21.2%				
Change in Share from 2006	%		1.8%	-1.6%	2.6%	1.3%	1.4%	1.1%	1.8%	1.0%	0.7%	2.9%	-18.9%				
Avg Ann. Change in Share	%		1.8%	-0.8%	0.9%	0.3%	0.3%	0.2%	0.3%	0.1%	0.1%	0.2%	-1.3%				



Direct and Total Employment by Month, Year and Visitor Type for the Period 2006 to 2020

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

STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL													2006 to 2020		TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2006 to 2020		-1.7%	14.1%	-7.2%	-100.0%	-100.0%	-100.0%	-46.6%	11.0%	11.7%	-19.7%	-97.2%	-62.5%	-41.1%	Annual Change	1.1%		-7.7%	-53.9%
% Change 2019 to 2020		-2.2%	2.9%	-23.0%	-100.0%	-100.0%	-100.0%	-58.3%	-6.8%	-4.8%	-28.6%	-97.6%	-64.4%	-49.9%		-9.1%		-24.1%	-58.6%
Average Annual Change		-0.1%	1.0%	-0.5%	-7.1%	-7.1%	-7.1%	-3.3%	0.8%	0.8%	-1.4%	-6.9%	-4.5%	-2.9%		0.1%		-0.6%	-3.8%
2006	FTEs	4,386	4,254	5,233	7,295	7,147	7,446	8,799	10,061	7,853	6,401	4,164	4,396	6,453		4,624	7,296	8,904	4,987
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	0.7%	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

EMPLOYMENT													TOTAL		
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)
Total	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798		
Total Employment	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798		
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 2006	%														
Avg Ann. Change in Share	%														

The chart displays two data series: Total FTEs (represented by orange bars) and Share of Total (%) (represented by a grey line). The x-axis represents years from 2006 to 2020. The left y-axis represents FTEs (0 to 8,000), and the right y-axis represents Share of Total (%) (0.0% to 120.0%). Total FTEs show a steady increase from 6,453 in 2006 to a peak of 11,990 in 2019, followed by a significant drop to 3,798 in 2020. The share of total FTEs remains constant at 100% for all years.

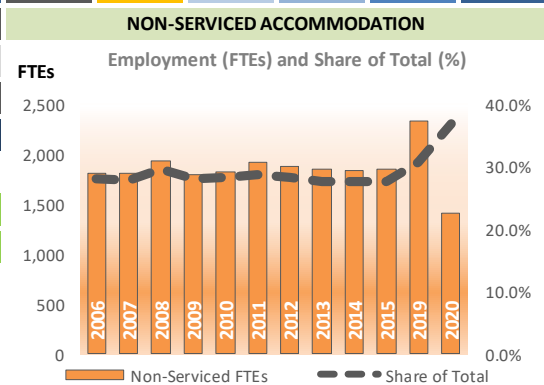
STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL													2006 to 2020		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2006 to 2020		-3.0%	-2.9%	-21.9%	-100.0%	-100.0%	-100.0%	-48.0%	-15.2%	-12.7%	-12.1%	-97.3%	-59.8%	-48.3%	Annual Change	-9.5%		-24.9%	-53.3%	
% Change 2019 to 2020		0.3%	0.8%	-24.1%	-100.0%	-100.0%	-100.0%	-45.8%	-6.0%	-4.1%	-7.8%	-97.1%	-57.0%	-45.3%		-8.3%		-18.7%	-50.6%	
Average Annual Change		-0.2%	-0.2%	-1.6%	-7.1%	-7.1%	-7.1%	-3.4%	-1.1%	-0.9%	-0.9%	-6.9%	-4.3%	-3.4%		-0.7%		-1.8%	-3.8%	
2006	FTEs	1,446	1,515	1,570	1,814	1,919	1,958	1,982	2,088	2,080	1,915	1,558	1,570	1,785		1,510	1,897	2,050	1,681	
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	-2.1%	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	

EMPLOYMENT													SERVICED ACCOMMODATION		
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)
Serviced	FTEs	1,785	1,748	1,721	1,720	1,713	1,726	1,734	1,762	1,785	1,797	1,688	923		
Total Employment	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798		
Share of Total	%	27.7%	26.9%	26.4%	26.7%	26.7%	26.0%	26.1%	26.4%	26.8%	26.9%	22.3%	24.3%		
Annual Change in Share	%		-2.8%	-1.9%	1.3%	-0.2%	-2.6%	0.7%	0.9%	1.5%	0.3%	-17.1%	9.2%		
Change in Share from 2006	%		-2.8%	-4.6%	-3.4%	-3.6%	-6.1%	-5.5%	-4.6%	-3.2%	-2.8%	-19.5%	-12.1%		
Avg Ann. Change in Share	%		-2.8%	-2.3%	-1.1%	-0.9%	-1.2%	-0.9%	-0.7%	-0.4%	-0.3%	-1.5%	-0.9%		

STEAM FINAL TREND REPORT FOR 2006-2020
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EMPLOYMENT BY:													2006 to 2020		NON-SERVICED		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
NON-SERVICED ACCOMMODATION													TOTAL	% Change						
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES															TOTAL	% Change	Q1	Q2	Q3	Q4
KEY													TOTAL	% Change						
An increase of 3% or more															TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change													TOTAL	% Change						
A Fall of 3% or more															TOTAL	% Change	Q1	Q2	Q3	Q4
Q1													TOTAL	% Change						
Q2															TOTAL	% Change	Q1	Q2	Q3	Q4
Q3													TOTAL	% Change						
Q4															TOTAL	% Change	Q1	Q2	Q3	Q4
JAN													TOTAL	% Change						
FEB															TOTAL	% Change	Q1	Q2	Q3	Q4
MAR													TOTAL	% Change						
APR															TOTAL	% Change	Q1	Q2	Q3	Q4
MAY													TOTAL	% Change						
JUN															TOTAL	% Change	Q1	Q2	Q3	Q4
JUL													TOTAL	% Change						
AUG															TOTAL	% Change	Q1	Q2	Q3	Q4
SEP													TOTAL	% Change						
OCT															TOTAL	% Change	Q1	Q2	Q3	Q4
NOV													TOTAL	% Change						
DEC															TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2006 to 2020													TOTAL	% Change						
% Change 2019 to 2020															TOTAL	% Change	Q1	Q2	Q3	Q4
Average Annual Change													TOTAL	% Change						
2006 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2007 FTEs													TOTAL	% Change						
2008 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2009 FTEs													TOTAL	% Change						
2010 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2011 FTEs													TOTAL	% Change						
2012 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2013 FTEs													TOTAL	% Change						
2014 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2015 FTEs													TOTAL	% Change						
2019 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2020 FTEs													TOTAL	% Change						

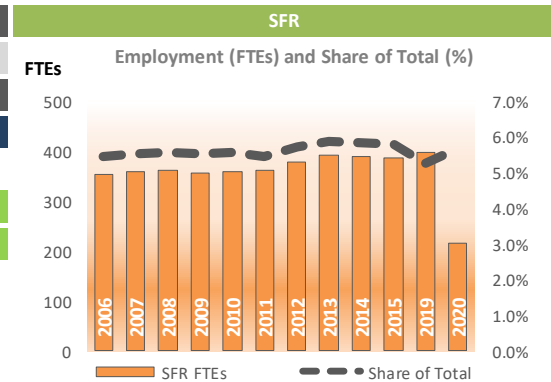
EMPLOYMENT													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET													FTEs		
2006													2006		
2007													2007		
2008													2008		
2009													2009		
2010													2010		
2011													2011		
2012													2012		
2013													2013		
2014													2014		
2015													2015		
2019													2019		
2020													2020		
Non-Serviced	FTEs	1,807	1,814	1,925	1,798	1,819	1,911	1,877	1,844	1,835	1,846	2,328	1,403		
Total Employment	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798		
Share of Total	%	28.0%	27.9%	29.5%	27.9%	28.3%	28.7%	28.3%	27.6%	27.5%	27.6%	30.7%	36.9%		
Annual Change in Share	%		-0.3%	5.7%	-5.3%	1.4%	1.5%	-1.5%	-2.5%	-0.3%	0.2%	11.3%	20.3%		
Change in Share from 2006	%		-0.3%	5.4%	-0.2%	1.2%	2.7%	1.1%	-1.4%	-1.7%	-1.4%	9.6%	31.9%		
Avg Ann. Change in Share	%		-0.3%	2.7%	-0.1%	0.3%	0.5%	0.2%	-0.2%	-0.2%	-0.2%	0.7%	2.3%		



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

EMPLOYMENT BY:													2006 to 2020		SFR		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													SFR							
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													TOTAL	% Change						
		Q1			Q2			Q3			Q4									
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2020		8.6%	21.5%	-10.5%	-100.0%	-100.0%	-100.0%	-40.1%	15.6%	18.5%	-15.2%	-97.0%	-56.8%	-39.0%		6.9%		-5.2%	-54.2%	
% Change 2019 to 2020		-3.6%	7.8%	-20.6%	-100.0%	-100.0%	-100.0%	-46.8%	2.6%	5.1%	-24.7%	-97.3%	-61.6%	-45.9%		-5.1%		-15.9%	-59.4%	
Average Annual Change		0.6%	1.5%	-0.8%	-7.1%	-7.1%	-7.1%	-2.9%	1.1%	1.3%	-1.1%	-6.9%	-4.1%	-2.8%		0.5%		-0.4%	-3.9%	
2006	FTEs	588	198	225	536	345	266	431	457	235	235	183	530	352		337	382	374	316	
2007	FTEs	597	201	228	544	350	270	438	463	239	238	186	538	358	1.5%	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	

EMPLOYMENT													SFR		
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020		
SFR	FTEs	352	358	362	355	358	362	379	392	389	386	397	215		
Total Employment	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798		
Share of Total	%	5.5%	5.5%	5.6%	5.5%	5.6%	5.5%	5.7%	5.9%	5.8%	5.8%	5.2%	5.7%		
Annual Change in Share	%		0.8%	0.9%	-0.8%	1.0%	-2.1%	4.9%	2.5%	-0.5%	-1.0%	-9.3%	8.1%		
Change in Share from 2006	%		0.8%	1.7%	0.9%	1.9%	-0.2%	4.7%	7.3%	6.8%	5.7%	-4.1%	3.6%		
Avg Ann. Change in Share	%		0.8%	0.8%	0.3%	0.5%	0.0%	0.8%	1.0%	0.8%	0.6%	-0.3%	0.3%		

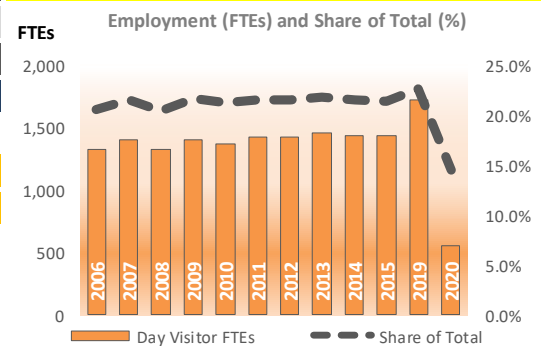


STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL													2006 to 2020		STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2006 to 2020		-2.9%	1.4%	-10.9%	-100.0%	-100.0%	-100.0%	-32.7%	28.4%	24.8%	-1.3%	-96.9%	-53.7%	-35.6%	Annual Change		-4.5%		6.6%	-43.7%	
% Change 2019 to 2020		-2.4%	3.9%	-15.4%	-100.0%	-100.0%	-100.0%	-39.8%	7.1%	4.6%	-16.0%	-97.0%	-56.7%	-42.4%	Annual Change		-5.5%		-8.9%	-49.0%	
Average Annual Change		-0.2%	0.1%	-0.8%	-7.1%	-7.1%	-7.1%	-2.3%	2.0%	1.8%	-0.1%	-6.9%	-3.8%	-2.5%	Annual Change		-0.3%		0.5%	-3.1%	
2006	FTEs	2,955	2,708	3,311	4,443	4,278	4,534	5,260	5,640	4,590	4,013	2,655	2,940	3,944	Annual Change		2,991	4,419	5,164	3,202	
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	-0.6%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		2,856		5,505	1,801

EMPLOYMENT													STAYING VISITOR				
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	FTEs		Employment (FTEs) and Share of Total (%)	
Staying Visitor	FTEs	5,126	5,101	5,197	5,039	5,055	5,222	5,208	5,222	5,230	5,255	5,864	3,246	7,000		100.0%	
Total Employment	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798	6,000		80.0%	
Share of Total	%	79.4%	78.5%	79.7%	78.3%	78.7%	78.5%	78.5%	78.2%	78.5%	78.6%	77.3%	85.5%	5,000		60.0%	
Annual Change in Share	%		-1.2%	1.5%	-1.7%	0.5%	-0.2%	0.0%	-0.4%	0.4%	0.2%	-1.6%	10.5%	4,000		40.0%	
Change in Share from 2006	%		-1.2%	0.3%	-1.4%	-0.9%	-1.1%	-1.2%	-1.6%	-1.2%	-1.1%	-2.7%	7.6%	3,000		20.0%	
Avg Ann. Change in Share	%		-1.2%	0.1%	-0.5%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.1%	-0.2%	0.5%	2,000		0.0%	

EMPLOYMENT BY:													2006 to 2020		DAY VISITOR		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													DAY VISITOR							
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																				
Less than 3% change													TOTAL		QUARTER					
A Fall of 3% or more													Annual Change							
		Q1			Q2			Q3			Q4									
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2020		3.4%	47.0%	2.5%	-100.0%	-100.0%	-100.0%	-86.2%	-30.8%	-27.9%	-77.1%	-98.2%	-91.2%	-58.4%	17.3%			-46.7%	-87.3%	
% Change 2019 to 2020		-0.3%	-0.3%	-36.9%	-100.0%	-100.0%	-100.0%	-92.0%	-39.6%	-33.5%	-74.9%	-98.8%	-91.0%	-67.9%	-16.8%			-59.1%	-88.5%	
Average Annual Change		0.2%	3.4%	0.2%	-7.1%	-7.1%	-7.1%	-6.2%	-2.2%	-2.0%	-5.5%	-7.0%	-6.5%	-4.2%	1.2%			-3.3%	-6.2%	
2006	FTEs	752	882	1,051	1,502	1,543	1,513	1,757	2,360	1,702	1,222	869	766	1,327	895	1,519	1,940	953		
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	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	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	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	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	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	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	1,055	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	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	1,262	2,032	2,528	1,052		
2020	FTEs	778	1,295	1,077	-	-	-	243	1,634	1,227	280	16	67	551	1,050		1,035	121		

EMPLOYMENT													DAY VISITOR							
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	FTEs		Employment (FTEs) and Share of Total (%)				
Day Visitor		FTEs	1,327	1,398	1,327	1,396	1,367	1,424	1,458	1,437	1,433	1,718	551							
Total Employment		FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798						
Share of Total		%	20.6%	21.5%	20.3%	21.7%	21.3%	21.5%	21.8%	21.5%	21.4%	22.7%	14.5%							
Annual Change in Share		%		4.6%	-5.4%	6.6%	-1.9%	0.9%	0.0%	1.6%	-1.3%	-0.6%	5.8%	-35.9%						
Change in Share from 2006		%		4.6%	-1.0%	5.5%	3.5%	4.4%	4.5%	6.2%	4.8%	4.2%	10.2%	-29.4%						
Avg Ann. Change in Share		%		4.6%	-0.5%	1.8%	0.9%	0.9%	0.7%	0.9%	0.6%	0.5%	0.8%	-2.1%						



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2020

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

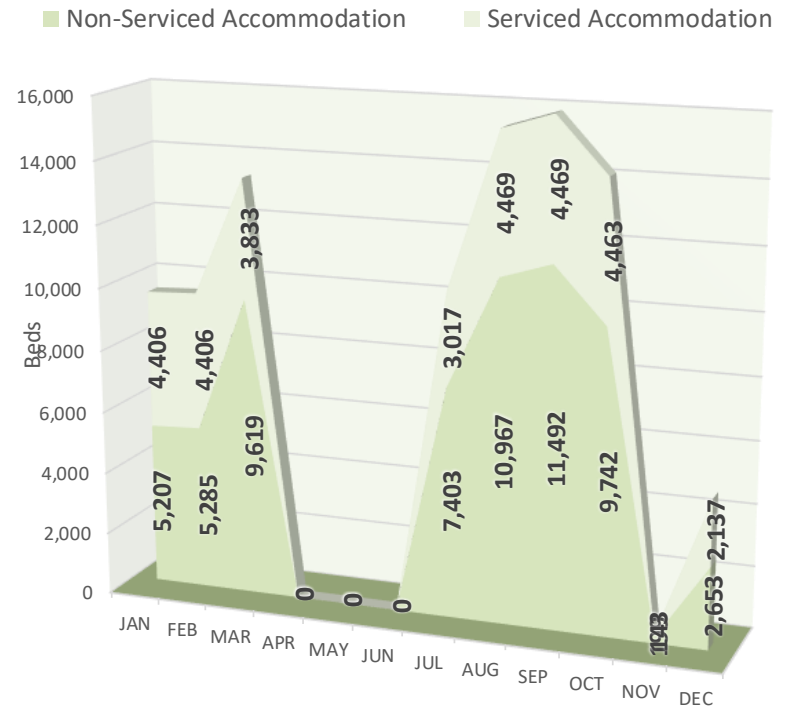
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	267	4,469	0	0	-30	-323
+50 room hotels	6	1,013	0	0	0	0
11-50 room hotels	43	1,709	0	0	-1	-83
<10 room hotels/others	218	1,747	0	0	-29	-240

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	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 2020	2020		Change on 2019		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	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 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	9,613	9,691	13,452	0	0	0	10,419	15,436	15,961	14,205	342	4,790
Serviced Accommodation	4,406	4,406	3,833	0	0	0	3,017	4,469	4,469	4,463	143	2,137
Non-Serviced Accommodation	5,207	5,285	9,619	0	0	0	7,403	10,967	11,492	9,742	199	2,653

SEASONAL AVAILABILITY OF BED SUPPLY
2020



Report Sections With Historic Financial Data Indexed to 2020 Prices

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

Indexation: *Indexation to: 2020*

2006	<i>1.50</i>
2007	<i>1.44</i>
2008	<i>1.39</i>
2009	<i>1.38</i>
2010	<i>1.33</i>
2011	<i>1.27</i>
2012	<i>1.22</i>
2013	<i>1.18</i>
2014	<i>1.15</i>
2015	<i>1.14</i>
2019	<i>1.03</i>
2020	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

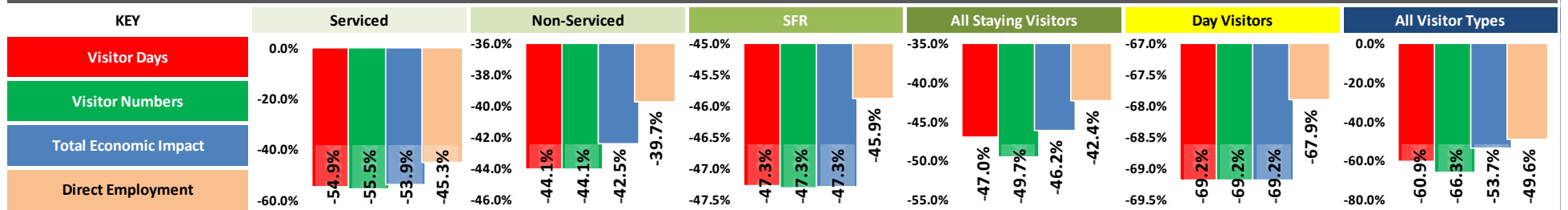
Comparing 2020 and 2019
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

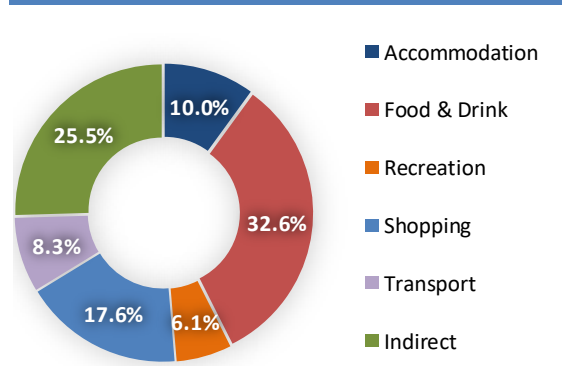
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
Visitor Days	M	0.274	0.608	-54.9%	0.942	1.685	-44.1%	0.372	0.706	-47.3%	1.588	2.999	-47.0%	1.553	5.040	-69.2%	3.141	8.039	-60.9%					
Visitor Numbers	M	0.153	0.344	-55.5%	0.132	0.236	-44.1%	0.156	0.297	-47.3%	0.441	0.876	-49.7%	1.553	5.040	-69.2%	1.994	5.916	-66.3%					
Direct Expenditure	£M																202.49	439.02	-53.9%					
Economic Impact	£M	50.27	109.04	-53.9%	137.96	239.74	-42.5%	24.07	45.68	-47.3%	212.31	394.46	-46.2%	59.37	192.73	-69.2%	271.68	587.19	-53.7%					
Direct Employment	FTEs	923	1,688	-45.3%	1,403	2,328	-39.7%	215	397	-45.9%	2,540	4,413	-42.4%	551	1,718	-67.9%	3,092	6,131	-49.6%					
Total Employment	FTEs																3,798	7,582	-49.9%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020

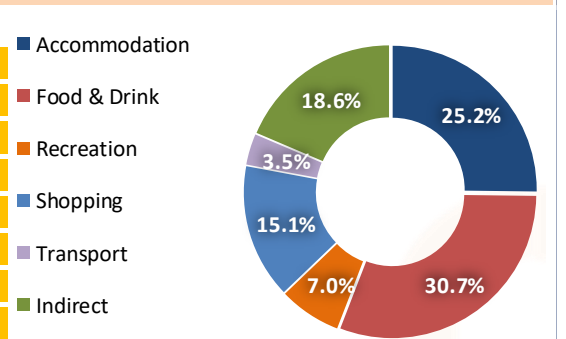


Sectoral Distribution of Economic Impact - £M including VAT indexed to 2020



Sectors	2020	2019	+/- %
Accommodation	27.19	48.98	-44.5%
Food & Drink	88.49	211.71	-58.2%
Recreation	16.58	31.88	-48.0%
Shopping	47.77	97.07	-50.8%
Transport	22.46	49.36	-54.5%
TOTAL DIRECT	202.49	439.02	-53.9%
Indirect	69.19	148.17	-53.3%
TOTAL	271.68	587.19	-53.7%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

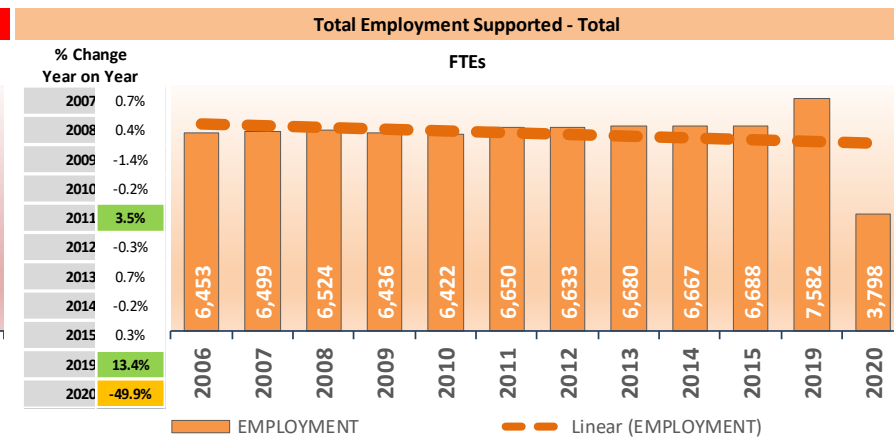
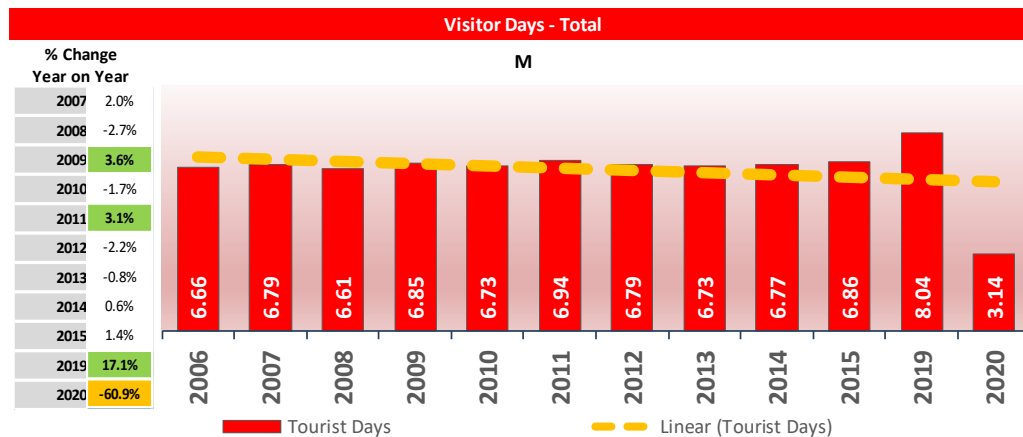
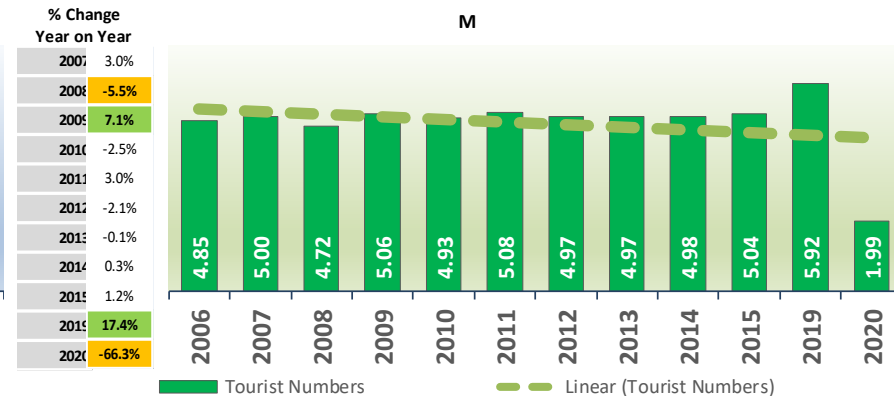
2006 to 2020
2020 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Indexed		-1.4%	-2.0%	-1.2%	-2.1%	1.2%	-1.2%	-3.1%	-2.0%	-0.2%	16.3%	-46.2%
Visitor Numbers		3.0%	-2.7%	4.2%	1.6%	4.6%	2.4%	2.3%	2.6%	3.9%	21.9%	-58.9%
Visitor Days		2.0%	-0.8%	2.8%	1.0%	4.1%	1.9%	1.1%	1.7%	3.1%	20.7%	-52.8%
Total Employment		0.7%	1.1%	-0.3%	-0.5%	3.1%	2.8%	3.5%	3.3%	3.6%	17.5%	-41.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

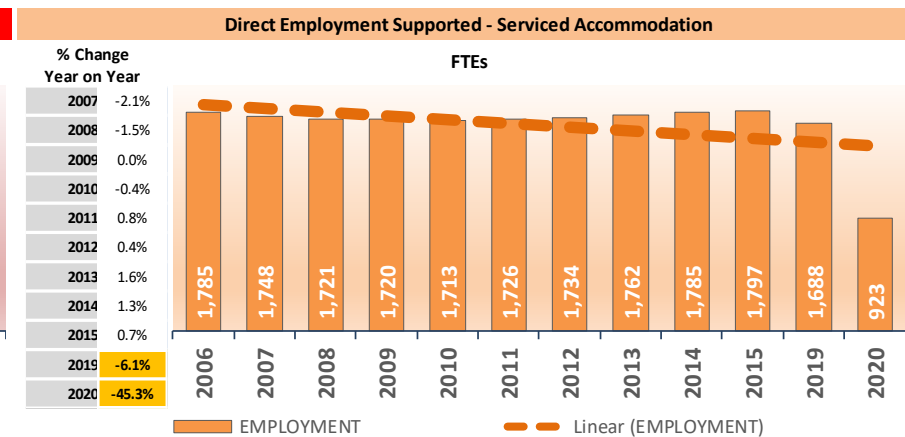
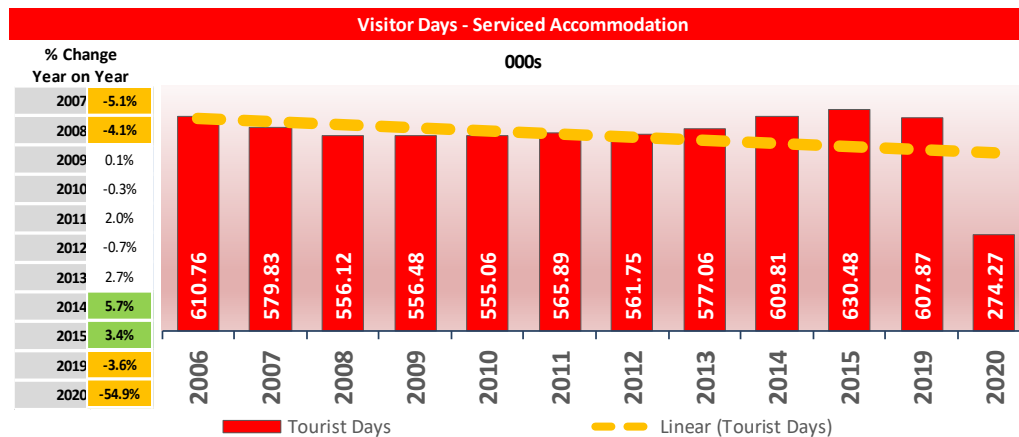
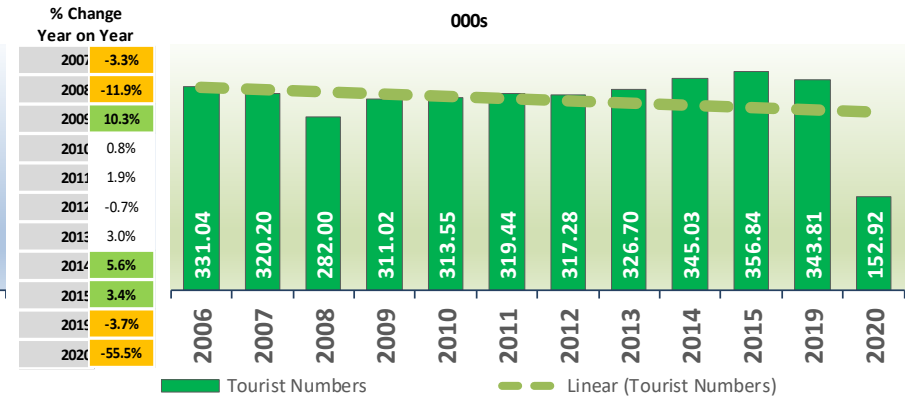
2006 to 2020
2020 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Indexed		-8.1%	-13.0%	-10.7%	-11.1%	-9.6%	-10.1%	-10.9%	-6.9%	-4.2%	-7.6%	-57.4%
Visitor Numbers		-3.3%	-14.8%	-6.0%	-5.3%	-3.5%	-4.2%	-1.3%	4.2%	7.8%	3.9%	-53.8%
Visitor Days		-5.1%	-8.9%	-8.9%	-9.1%	-7.3%	-8.0%	-5.5%	-0.2%	3.2%	-0.5%	-55.1%
Direct Employment		-2.1%	-3.6%	-3.6%	-4.0%	-3.3%	-2.8%	-1.3%	0.0%	0.7%	-5.4%	-48.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

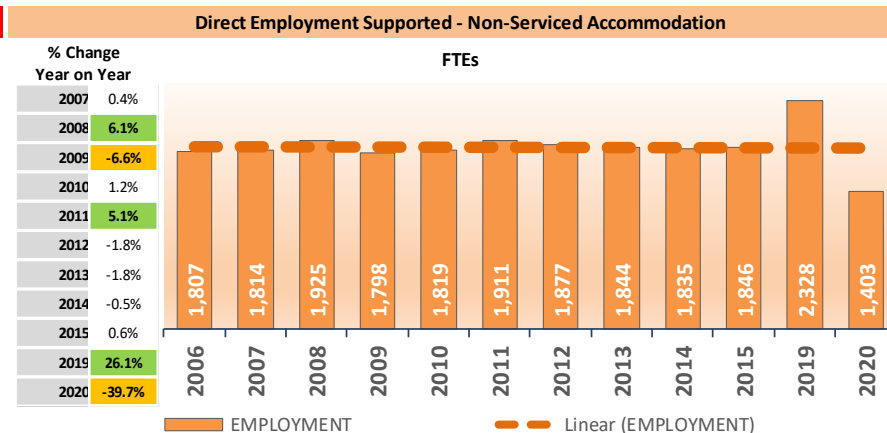
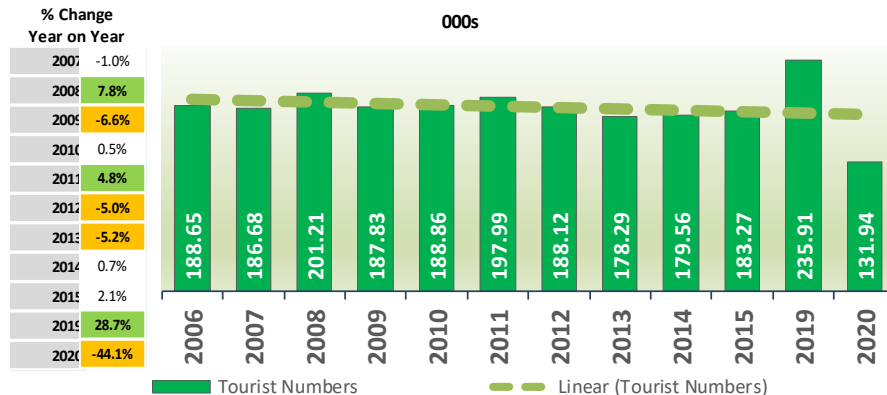
2006 to 2020
2020 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Indexed		-1.8%	4.6%	-1.1%	-0.6%	4.5%	0.0%	-4.7%	-4.2%	-2.3%	26.5%	-27.2%
Visitor Numbers		-1.0%	6.7%	-0.4%	0.1%	5.0%	-0.3%	-5.5%	-4.8%	-2.9%	25.1%	-30.1%
Visitor Days		0.6%	7.1%	0.9%	1.8%	6.7%	2.2%	-2.7%	-2.1%	-0.3%	25.9%	-29.6%
Direct Employment		0.4%	6.5%	-0.5%	0.7%	5.8%	3.9%	2.1%	1.6%	2.1%	28.8%	-22.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

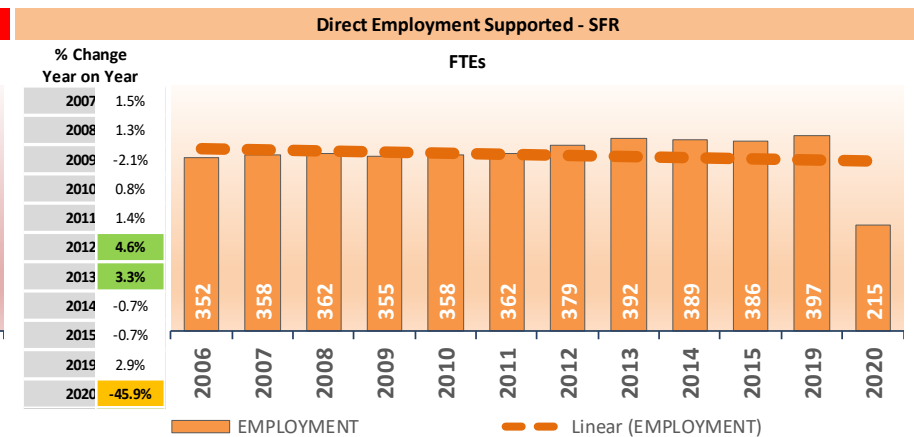
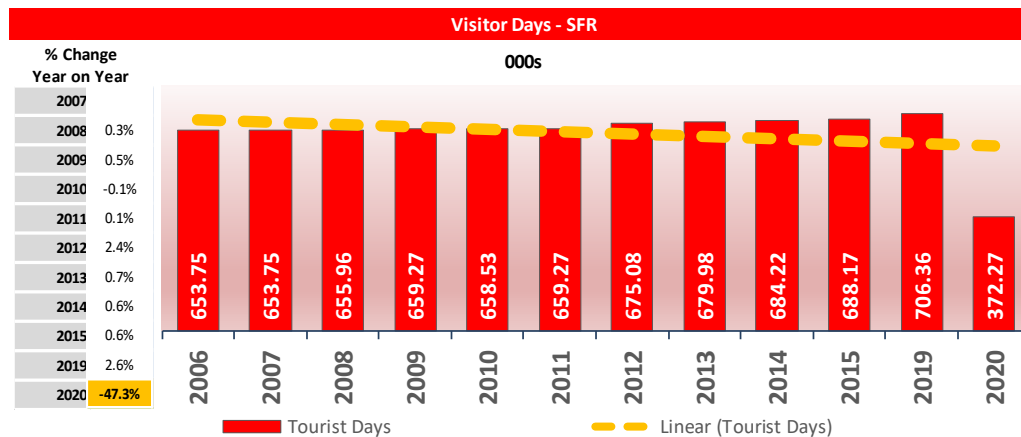
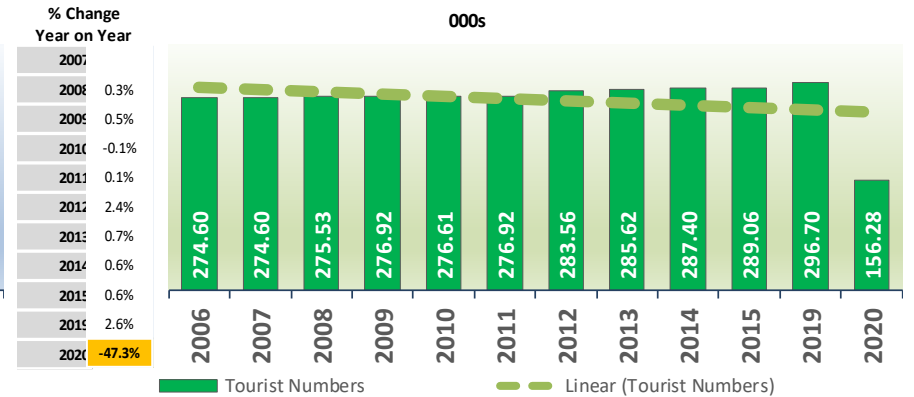
2006 to 2020
2020 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Indexed		0.0%	0.4%	0.9%	0.8%	0.9%	3.3%	4.0%	4.6%	5.3%	8.1%	-43.1%
Visitor Numbers			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%
Visitor Days			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%	8.0%	-43.1%
Direct Employment		1.5%	2.8%	0.6%	1.4%	2.8%	7.6%	11.1%	10.3%	9.6%	12.7%	-39.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

2006 to 2020
2020 Prices

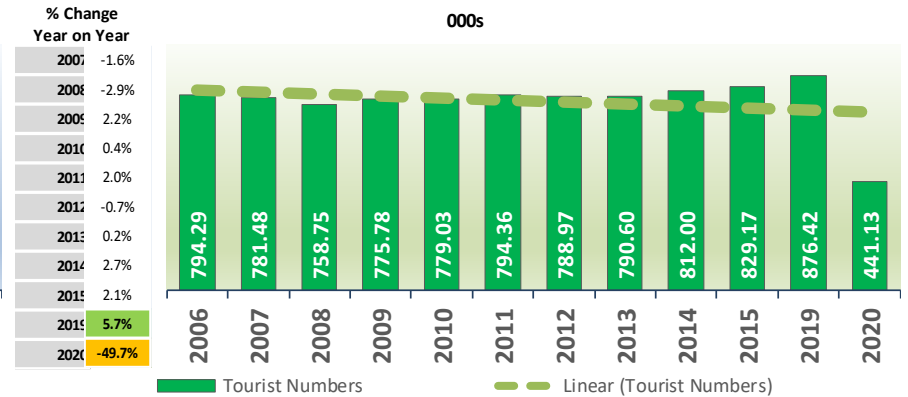
STAYING VISITOR

KEY MEASURES
Indexed

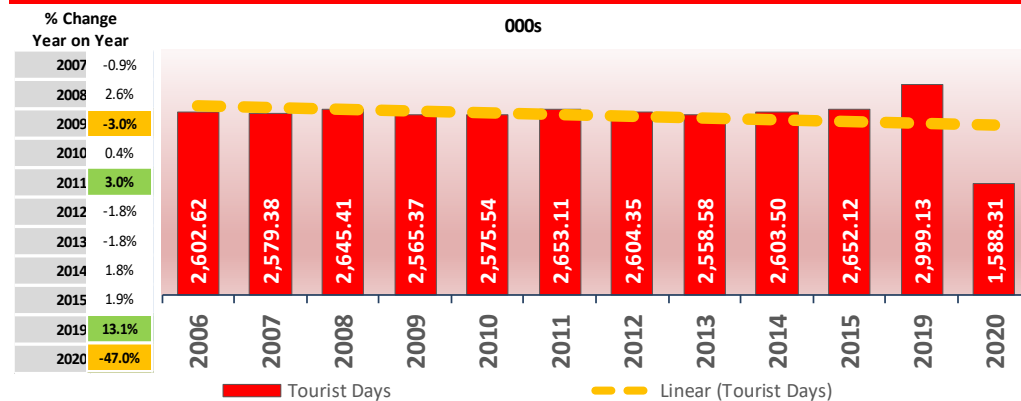
Economic Impact - Indexed - Staying Visitor



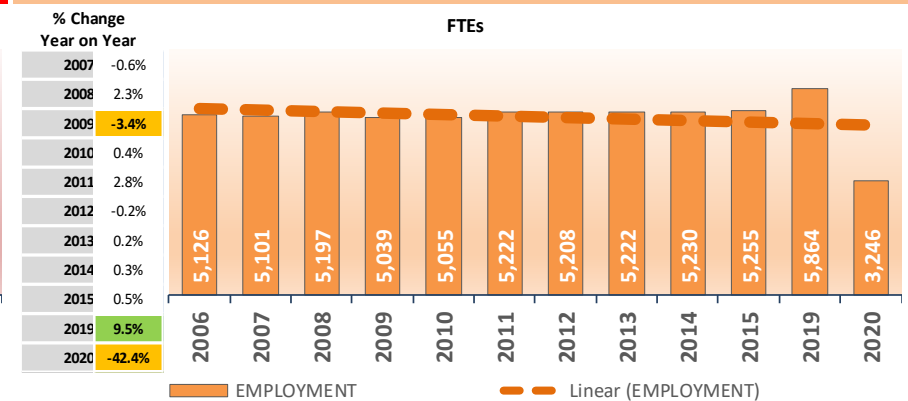
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Indexed		-3.7%	-1.8%	-4.1%	-4.0%	-0.7%	-3.0%	-5.7%	-4.0%	-2.0%	12.8%	-39.3%
Visitor Numbers		-1.6%	-4.5%	-2.3%	-1.9%	0.0%	-0.7%	-0.5%	2.2%	4.4%	10.3%	-44.5%
Visitor Days		-0.9%	1.6%	-1.4%	-1.0%	1.9%	0.1%	-1.7%	0.0%	1.9%	15.2%	-39.0%
Direct Employment		-0.5%	1.4%	-1.7%	-1.4%	1.9%	1.6%	1.9%	2.0%	2.5%	14.4%	-36.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

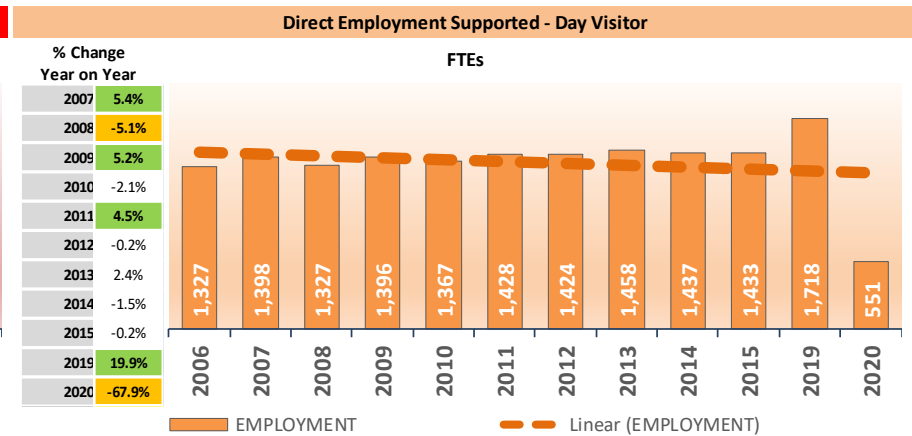
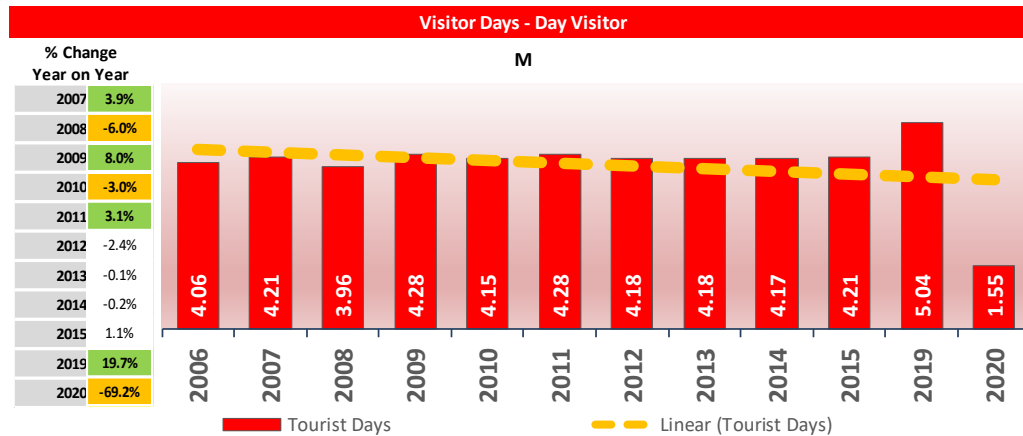
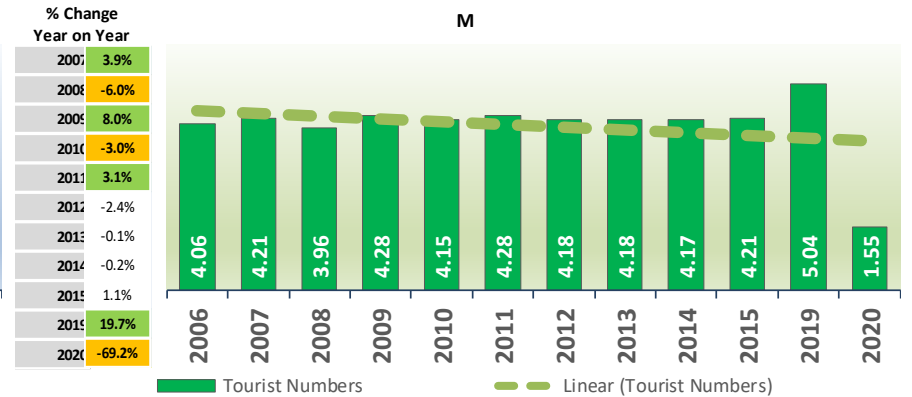
2006 to 2020
2020 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

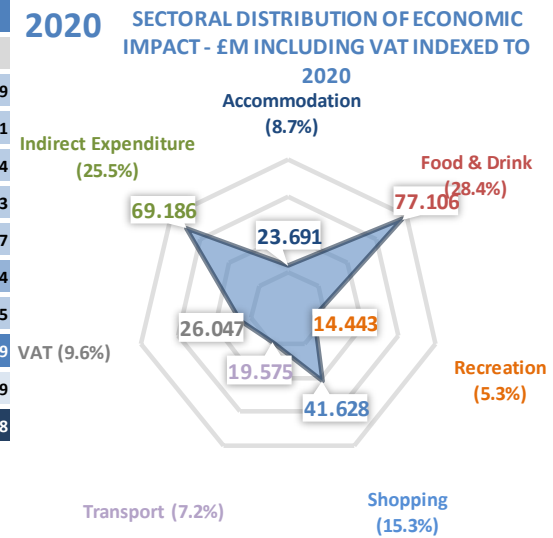


% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Economic Impact - Indexed		3.9%	-2.3%	5.5%	2.4%	5.6%	3.0%	2.9%	2.7%	3.8%	24.2%	-61.7%
Visitor Numbers		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%	24.2%	-61.7%
Visitor Days		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%	24.2%	-61.7%
Direct Employment		5.4%	0.0%	5.3%	3.0%	7.6%	7.4%	9.9%	8.3%	8.0%	29.5%	-58.4%

"Linear" = Linear Trendline

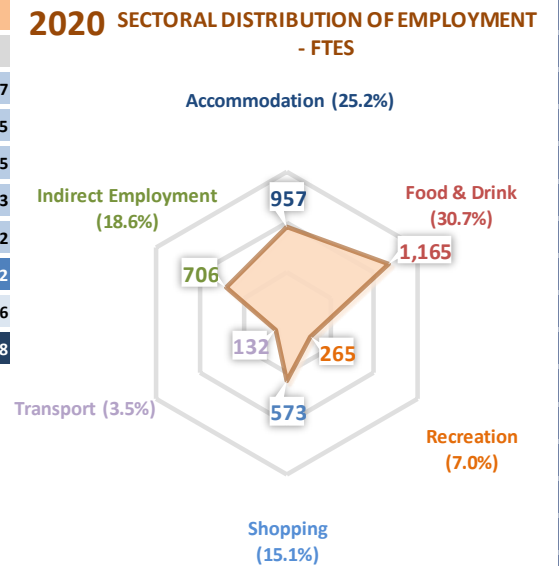
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Accommodation	£M	43.38	39.54	38.28	39.04	39.56	39.86	39.36	37.35	38.16	39.01	40.82	23.69
Food & Drink	£M	149.73	150.73	147.54	151.74	149.13	150.79	147.24	145.98	147.18	149.51	176.43	77.11
Recreation	£M	23.07	22.59	22.97	22.63	22.45	22.76	22.16	21.71	22.02	22.45	26.57	14.44
Shopping	£M	70.93	69.96	71.47	69.84	69.55	70.49	68.61	66.96	67.97	69.30	80.89	41.63
Transport	£M	35.44	35.43	35.74	35.49	35.23	35.70	34.75	34.02	34.41	35.02	41.14	19.57
Direct Revenue	£M	322.54	318.25	316.01	318.73	315.92	319.59	312.11	306.03	309.73	315.28	365.85	176.44
VAT	£M	56.44	55.69	55.30	55.78	55.29	63.92	62.42	61.21	61.95	63.06	73.17	26.05
Direct Expenditure	£M	378.99	373.95	371.31	374.51	371.21	383.51	374.53	367.24	371.67	378.33	439.02	202.49
Indirect Expenditure	£M	125.91	124.05	123.63	124.58	123.33	127.60	124.46	122.06	123.31	125.47	148.17	69.19
TOTAL	£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Accommodation	FTEs	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,597	1,573	957
Food & Drink	FTEs	2,131	2,176	2,150	2,154	2,136	2,234	2,230	2,267	2,255	2,261	2,674	1,165
Recreation	FTEs	398	396	406	390	390	409	407	409	409	412	489	265
Shopping	FTEs	920	921	950	904	908	952	947	948	950	956	1,118	573
Transport	FTEs	225	229	233	225	225	236	235	236	236	237	279	132
Direct Employment	FTEs	5,270	5,317	5,335	5,269	5,256	5,428	5,415	5,456	5,446	5,462	6,131	3,092
Indirect Employment	FTEs	1,182	1,182	1,189	1,167	1,166	1,222	1,218	1,224	1,221	1,226	1,451	706
TOTAL	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688	7,582	3,798

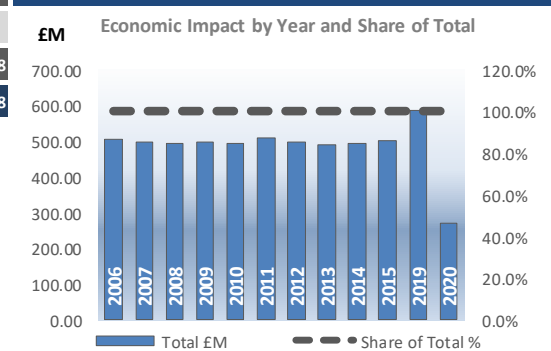


STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

ECONOMIC IMPACT BY:													2006 to 2020 2020 Prices	TOTAL	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
KEY	TOTAL																		
ECONOMIC IMPACT £M - INDEXED TO 2020 / 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 2006 to 2020	-4.3%	17.5%	-9.5%	-100.0%	-100.0%	-100.0%	-54.4%	-3.1%	1.8%	-31.3%	-97.8%	-70.9%	-46.2%		0.1%		-18.5%	-59.2%	
% Change 2019 to 2020	-2.8%	4.7%	-27.1%	-100.0%	-100.0%	-100.0%	-63.3%	-15.3%	-10.8%	-38.6%	-98.1%	-72.0%	-53.7%	Annual Change	-11.2%		-30.7%	-63.4%	
Average Annual Change	-0.3%	1.2%	-0.7%	-7.1%	-7.1%	-7.1%	-3.9%	-0.2%	0.1%	-2.2%	-7.0%	-5.1%	-3.3%		0.0%		-1.3%	-4.2%	
2006	£M	23.85	23.15	30.76	47.92	47.20	49.91	63.60	73.69	56.21	41.57	22.52	24.52	504.90		77.76	145.03	193.50	88.61
2007	£M	23.77	23.49	36.00	46.34	48.70	48.32	56.07	70.10	59.07	38.75	22.27	25.11	498.00	-1.4%	83.26	143.37	185.24	86.13
2008	£M	22.73	24.38	40.74	39.84	53.64	48.31	62.72	69.10	51.32	38.43	20.04	23.68	494.94	-0.6%	87.85	141.80	183.14	82.16
2009	£M	21.10	21.83	35.67	45.74	50.12	45.66	64.66	70.62	59.27	40.84	20.94	22.66	499.09	0.8%	78.59	141.52	194.54	84.43
2010	£M	19.95	19.91	33.98	46.80	50.14	54.26	62.19	69.39	55.16	41.17	21.63	19.98	494.54	-0.9%	73.83	151.19	186.74	82.78
2011	£M	21.51	23.90	33.71	52.05	46.47	51.89	73.19	71.85	53.43	38.83	22.68	21.61	511.10	3.3%	79.12	150.40	198.46	83.12
2012	£M	20.93	22.18	33.39	50.45	45.31	50.14	70.85	71.11	52.27	37.78	22.68	21.90	498.99	-2.4%	76.50	145.90	194.23	82.35
2013	£M	20.99	22.56	32.85	47.71	45.24	48.30	69.39	71.20	49.89	36.49	22.87	21.82	489.29	-1.9%	76.40	141.24	190.48	81.18
2014	£M	21.15	22.43	33.26	48.24	45.23	47.91	70.26	72.81	51.18	37.51	22.90	22.11	494.98	1.2%	76.84	141.38	194.25	82.52
2015	£M	21.68	22.85	33.59	48.56	45.84	49.16	71.75	74.20	52.23	38.32	23.03	22.60	503.80	1.8%	78.12	143.56	198.18	83.95
2019	£M	23.48	25.98	38.18	57.31	56.11	59.65	79.14	84.34	64.14	46.53	26.82	25.51	587.19	16.6%	87.64	173.08	227.61	98.86
2020	£M	22.82	27.21	27.84				29.02	71.40	57.21	28.55	0.503	7.130	271.68	-53.7%	77.86		157.63	36.18

ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020
Total	£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68
All Visitor Types	£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68
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 2006	%												
Avg Ann. Change in Share	%												

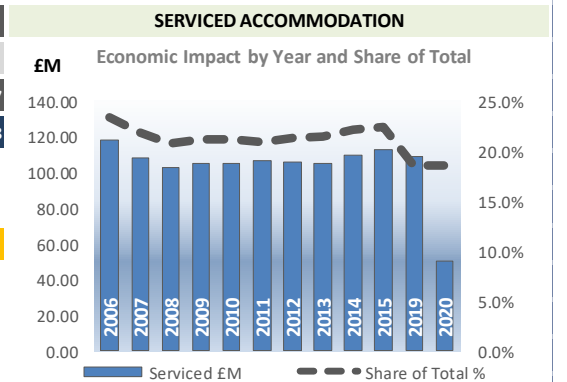


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Report Prepared by: Cathy James, Date of Issue: 02/06/21

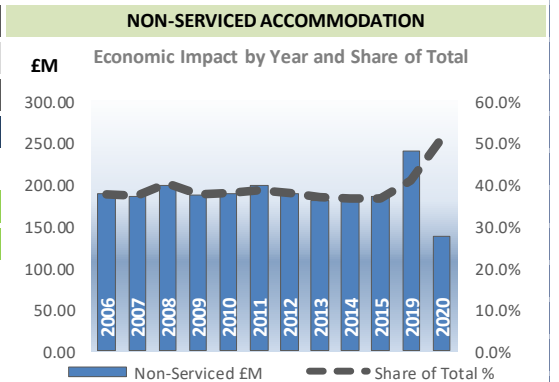
STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL													2006 to 2020 2020 Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION												TOTAL	% Change					
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3	Q4
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							
% Change 2006 to 2020	15.3%	12.1%	-32.6%	-100.0%	-100.0%	-100.0%	-68.8%	-38.5%	-30.7%	-26.4%	-98.5%	-77.8%	-57.4%	-4.8%			-45.1%	-58.1%	
% Change 2019 to 2020	1.8%	3.9%	-48.6%	-100.0%	-100.0%	-100.0%	-66.3%	-19.9%	-15.3%	-25.2%	-98.4%	-75.8%	-53.9%	-19.7%			-34.1%	-56.5%	
Average Annual Change	1.1%	0.9%	-2.3%	-7.1%	-7.1%	-7.1%	-4.9%	-2.7%	-2.2%	-1.9%	-7.0%	-5.6%	-4.1%	-0.3%			-3.2%	-4.1%	
2006	£M	3.952	5.057	5.928	9.389	11.04	11.66	14.78	16.83	16.69	11.03	5.737	5.928	118.02	14.94	32.08	48.30	22.69	
2007	£M	5.308	6.347	8.662	8.612	10.54	9.335	11.37	12.69	13.84	8.159	7.011	6.631	108.50	-8.1%	20.32	28.48	37.90	21.80
2008	£M	5.127	6.926	7.747	7.556	10.14	9.153	13.13	11.75	11.88	8.088	5.935	5.254	102.69	-5.4%	19.80	26.85	36.77	19.28
2009	£M	3.280	5.026	6.270	8.251	9.938	8.385	14.17	12.16	18.44	8.595	6.335	4.565	105.41	2.6%	14.58	26.57	44.76	19.49
2010	£M	3.968	4.491	7.870	8.457	9.217	11.24	13.85	12.45	14.58	8.520	5.268	5.003	104.92	-0.5%	16.33	28.91	40.89	18.79
2011	£M	4.096	5.275	7.617	9.341	8.595	10.89	14.10	12.25	14.33	10.07	4.973	5.180	106.73	1.7%	16.99	28.83	40.69	20.23
2012	£M	3.839	4.898	7.616	8.933	8.781	10.57	13.81	12.50	14.60	10.07	5.085	5.323	106.04	-0.6%	16.35	28.29	40.92	20.48
2013	£M	3.875	5.263	7.646	9.678	9.125	10.49	13.19	12.23	13.11	9.875	5.302	5.392	105.17	-0.8%	16.78	29.29	38.53	20.57
2014	£M	4.200	5.443	8.062	9.972	9.396	10.37	13.81	12.77	13.95	10.56	5.568	5.753	109.85	4.4%	17.71	29.74	40.53	21.88
2015	£M	4.550	5.659	8.027	9.732	9.541	11.17	14.53	13.17	14.38	10.91	5.434	6.007	113.11	3.0%	18.24	30.44	42.08	22.35
2019	£M	4.475	5.457	7.781	9.274	9.000	10.88	13.68	12.93	13.67	10.84	5.611	5.442	109.04	-3.6%	17.71	29.16	40.28	21.89
2020	£M	4.557	5.669	3.998				4.605	10.35	11.57	8.111	0.088	1.316	50.27	-53.9%	14.22		26.53	9.515

ECONOMIC IMPACT - INDEXED TO 2020													
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	
Serviced	£M	118.02	108.50	102.69	105.41	104.92	106.73	106.04	105.17	109.85	113.11	109.04	50.27
All Visitor Types	£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68
Share of Total	%	23.4%	21.8%	20.7%	21.1%	20.9%	21.3%	21.5%	22.2%	22.5%	18.6%	18.5%	
Annual Change in Share	%		-6.8%	-4.8%	1.8%	0.5%	-1.6%	1.8%	1.2%	3.2%	1.2%	-17.3%	-0.4%
Change in Share from 2006	%		-6.8%	-11.2%	-9.6%	-9.2%	-10.7%	-9.1%	-8.0%	-5.1%	-3.9%	-20.6%	-20.8%
Avg Ann. Change in Share	%		-6.8%	-5.6%	-3.2%	-2.3%	-2.1%	-1.5%	-1.1%	-0.6%	-0.4%	-1.6%	-1.5%



STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL													2006 to 2020 2020 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 2020 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		Annual Change		Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV							DEC	
% Change 2006 to 2020		-27.8%	-6.0%	-4.3%	-100.0%	-100.0%	-100.0%	-27.6%	44.2%	58.3%	-0.4%	-96.5%	-45.8%	-27.2%	-10.7%		22.5%	-31.4%		
% Change 2019 to 2020		-9.9%	13.4%	-1.8%	-100.0%	-100.0%	-100.0%	-38.9%	2.6%	6.2%	-28.5%	-96.8%	-57.3%	-42.5%	0.3%		-9.3%	-47.3%		
Average Annual Change		-2.0%	-0.4%	-0.3%	-7.1%	-7.1%	-7.1%	-2.0%	3.2%	4.2%	0.0%	-6.9%	-3.3%	-1.9%	-0.8%		1.6%	-2.2%		
2006	£M	6.688	7.530	12.34	18.54	17.67	20.85	27.38	29.29	20.58	16.28	6.483	5.824	189.47	26.56	57.06	77.26	28.59		
2007	£M	5.012	5.953	12.01	16.32	18.62	21.58	25.67	31.01	24.27	15.16	5.246	5.193	186.04	-1.8%	22.97	56.51	80.95	25.60	
2008	£M	4.669	6.072	17.12	16.70	24.53	23.00	28.00	30.84	21.86	15.85	4.454	5.170	198.27	6.6%	27.86	64.24	80.70	25.47	
2009	£M	5.308	5.622	12.92	18.05	19.45	19.74	28.32	30.19	21.73	15.73	4.912	5.383	187.36	-5.5%	23.85	57.24	80.25	26.03	
2010	£M	5.321	5.936	11.05	18.42	21.01	23.06	25.00	30.80	22.00	15.95	4.957	4.741	188.24	0.5%	22.30	62.48	77.81	25.65	
2011	£M	5.103	6.014	9.927	21.56	19.48	20.71	31.06	34.58	21.94	17.31	5.276	5.015	197.97	5.2%	21.04	61.76	87.57	27.60	
2012	£M	4.770	4.882	9.963	20.70	18.40	19.75	29.44	33.57	20.91	16.53	5.356	5.163	189.44	-4.3%	19.62	58.85	83.92	27.05	
2013	£M	4.748	4.903	9.453	17.24	17.93	18.08	28.60	33.69	20.09	15.51	5.330	4.980	180.55	-4.7%	19.10	53.24	82.39	25.82	
2014	£M	4.767	4.879	9.663	17.23	17.59	17.71	28.51	34.35	20.51	15.85	5.421	5.072	181.55	0.6%	19.31	52.53	83.37	26.34	
2015	£M	4.848	4.957	9.876	17.59	17.88	17.95	29.00	35.09	20.96	16.21	5.559	5.210	185.13	2.0%	19.68	53.42	85.05	26.98	
2019	£M	5.360	6.246	12.03	23.59	25.69	25.27	32.46	41.18	30.69	22.70	7.135	7.398	239.74	29.5%	23.63	74.54	104.33	37.23	
2020	£M	4.827	7.082	11.81				19.82	42.23	32.59	16.22	0.230	3.155	137.96	-42.5%	23.72		94.64	19.61	

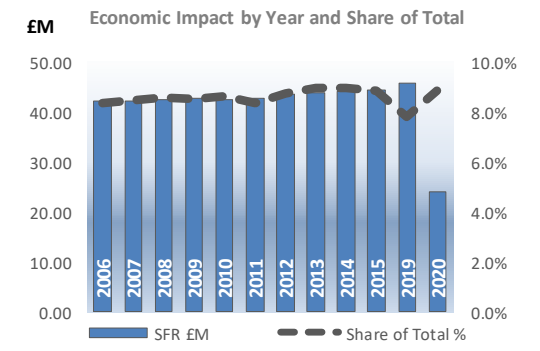
ECONOMIC IMPACT - INDEXED TO 2020													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	£M		
Non-Serviced		£M	189.47	186.04	198.27	187.36	188.24	197.97	189.44	180.55	181.55	185.13	239.74	137.96		
All Visitor Types		£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68		
Share of Total		%	37.5%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%	36.7%	40.8%	50.8%		
Annual Change in Share		%		-0.4%	7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%	0.2%	11.1%	24.4%		
Change in Share from 2006		%		-0.4%	6.8%	0.0%	1.4%	3.2%	1.2%	-1.7%	-2.3%	-2.1%	8.8%	35.3%		
Avg Ann. Change in Share		%		-0.4%	3.4%	0.0%	0.4%	0.6%	0.2%	-0.2%	-0.3%	-0.2%	0.7%	2.5%		



STEAM FINAL TREND REPORT FOR 2006-2020
HEREFORDSHIRE COUNCIL

ECONOMIC IMPACT BY:													2006 to 2020 2020 Prices		SFR	ECONOMIC IMPACT Indexed															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2020 / 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			Q1	Q2	Q3	Q4	
% Change 2006 to 2020													4.5%	16.9%	-13.9%	-100.0%	-100.0%	-100.0%	-43.9%	5.0%	7.7%	-22.9%	-97.2%	-60.7%	-43.1%			2.8%		-13.2%	-58.4%
% Change 2019 to 2020													-3.3%	8.2%	-20.3%	-100.0%	-100.0%	-100.0%	-48.1%	-2.8%	-0.4%	-28.7%	-97.5%	-63.6%	-47.3%			-4.8%		-19.7%	-61.5%
Average Annual Change													0.3%	1.2%	-1.0%	-7.1%	-7.1%	-7.1%	-3.1%	0.4%	0.5%	-1.6%	-6.9%	-4.3%	-3.1%			0.2%		-0.9%	-4.2%
2006	£M	5.879	1.975	2.247	5.362	3.449	2.657	4.311	4.564	2.351	2.348	1.830	5.299	42.27		10.10	11.47	11.23	9.477												
2007	£M	5.881	1.976	2.248	5.363	3.450	2.658	4.313	4.565	2.352	2.349	1.831	5.301	42.29	0.0%	10.10	11.47	11.23	9.481												
2008	£M	5.900	1.982	2.255	5.381	3.461	2.666	4.327	4.580	2.359	2.357	1.836	5.318	42.42	0.3%	10.14	11.51	11.27	9.511												
2009	£M	5.930	1.992	2.266	5.408	3.479	2.680	4.348	4.603	2.371	2.369	1.846	5.344	42.64	0.5%	10.19	11.57	11.32	9.559												
2010	£M	5.923	1.990	2.264	5.402	3.475	2.677	4.344	4.598	2.369	2.366	1.844	5.339	42.59	-0.1%	10.18	11.55	11.31	9.549												
2011	£M	5.930	1.992	2.266	5.408	3.479	2.680	4.348	4.603	2.371	2.369	1.846	5.345	42.64	0.1%	10.19	11.57	11.32	9.559												
2012	£M	6.071	2.040	2.320	5.537	3.562	2.744	4.452	4.713	2.427	2.425	1.890	5.472	43.65	2.4%	10.43	11.84	11.59	9.787												
2013	£M	6.113	2.054	2.337	5.575	3.587	2.763	4.483	4.746	2.445	2.442	1.903	5.510	43.96	0.7%	10.50	11.92	11.67	9.855												
2014	£M	6.152	2.067	2.351	5.610	3.609	2.780	4.511	4.776	2.460	2.457	1.915	5.545	44.23	0.6%	10.57	12.00	11.75	9.917												
2015	£M	6.189	2.079	2.365	5.644	3.631	2.797	4.538	4.804	2.475	2.472	1.926	5.578	44.50	0.6%	10.63	12.07	11.82	9.976												
2019	£M	6.353	2.135	2.428	5.794	3.727	2.871	4.659	4.932	2.540	2.538	1.977	5.726	45.68	2.7%	10.92	12.39	12.13	10.24												
2020	£M	6.144	2.309	1.935				2.417	4.794	2.531	1.811	0.050	2.083	24.07	-47.3%	10.39		9.742	3.944												

ECONOMIC IMPACT - INDEXED TO 2020													SFR		
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020		
SFR	£M	42.27	42.29	42.42	42.64	42.59	42.64	43.65	43.96	44.23	44.50	45.68	24.07		
All Visitor Types	£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68		
Share of Total	%	8.4%	8.5%	8.6%	8.5%	8.6%	8.3%	8.7%	9.0%	8.9%	8.8%	7.8%	8.9%		
Annual Change in Share	%		1.4%	0.9%	-0.3%	0.8%	-3.1%	4.9%	2.7%	-0.5%	-1.2%	-11.9%	13.9%		
Change in Share from 2006	%		1.4%	2.4%	2.0%	2.9%	-0.4%	4.5%	7.3%	6.7%	5.5%	-7.1%	5.8%		
Avg Ann. Change in Share	%		1.4%	1.2%	0.7%	0.7%	-0.1%	0.7%	1.0%	0.8%	0.6%	-0.5%	0.4%		



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Report Prepared by: Cathy James, Date of Issue: 02/06/21

STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL										2006 to 2020 2020 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 2020 / 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 2006 to 2020		-6.0%	3.4%	-13.5%	-100.0%	-100.0%	-100.0%	-42.2%	13.2%	17.8%	-11.8%	-97.4%	-61.6%	-39.3%	Annual Change		-6.3%		-4.3%	-45.6%
% Change 2019 to 2020		-4.1%	8.8%	-20.2%	-100.0%	-100.0%	-100.0%	-47.2%	-2.8%	-0.4%	-27.5%	-97.5%	-64.7%	-46.2%	Annual Change		-7.5%		-16.5%	-52.3%
Average Annual Change		-0.4%	0.2%	-1.0%	-7.1%	-7.1%	-7.1%	-3.0%	0.9%	1.3%	-0.8%	-7.0%	-4.4%	-2.8%	Annual Change		-0.5%		-0.3%	-3.3%
2006	£M	16.52	14.56	20.52	33.29	32.16	35.16	46.47	50.69	39.62	29.66	14.05	17.05	349.75			51.60	100.61	136.78	60.76
2007	£M	16.20	14.28	22.92	30.29	32.61	33.57	41.35	48.27	40.46	25.66	14.09	17.13	336.82	-3.7%		53.39	96.47	130.08	56.88
2008	£M	15.70	14.98	27.12	29.64	38.13	34.82	45.46	47.17	36.10	26.30	12.23	15.74	343.39	2.0%		57.80	102.60	128.74	54.26
2009	£M	14.52	12.64	21.45	31.71	32.87	30.80	46.84	46.95	42.54	26.70	13.09	15.29	335.40	-2.3%		48.61	95.38	136.33	55.08
2010	£M	15.21	12.42	21.18	32.28	33.70	36.97	43.20	47.85	38.96	26.84	12.07	15.08	335.75	0.1%		48.81	102.95	130.00	53.99
2011	£M	15.13	13.28	19.81	36.31	31.55	34.28	49.51	51.43	38.64	29.75	12.09	15.54	347.33	3.4%		48.22	102.15	139.58	57.38
2012	£M	14.68	11.82	19.90	35.17	30.74	33.07	47.70	50.78	37.94	29.03	12.33	15.96	339.13	-2.4%		46.40	98.98	136.43	57.32
2013	£M	14.74	12.22	19.44	32.49	30.64	31.33	46.27	50.67	35.65	27.83	12.53	15.88	329.68	-2.8%		46.39	94.46	132.59	56.24
2014	£M	15.12	12.39	20.08	32.81	30.60	30.86	46.83	51.90	36.92	28.86	12.90	16.37	335.63	1.8%		47.58	94.27	135.65	58.13
2015	£M	15.59	12.70	20.27	32.96	31.05	31.92	48.07	53.07	37.82	29.59	12.92	16.80	342.74	2.1%		48.55	95.94	138.95	59.30
2019	£M	16.19	13.84	22.24	38.65	38.41	39.02	50.80	59.04	46.90	36.08	14.72	18.57	394.46	15.1%		52.26	116.09	156.74	69.37
2020	£M	15.53	15.06	17.74				26.84	57.38	46.69	26.15	0.368	6.554	212.31	-46.2%		48.33		130.91	33.07
ECONOMIC IMPACT - INDEXED TO 2020														STAYING VISITOR						
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	349.75	336.82	343.39	335.40	335.75	347.33	339.13	329.68	335.63	342.74	394.46	212.31						
All Visitor Types		£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68						
Share of Total		%	69.3%	67.6%	69.4%	67.2%	67.9%	68.0%	67.4%	67.8%	68.0%	67.2%	78.1%							
Annual Change in Share		%		-2.4%	2.6%	-3.1%	1.0%	0.1%	0.0%	-0.9%	0.6%	0.3%	16.3%							
Change in Share from 2006		%		-2.4%	0.2%	-3.0%	-2.0%	-1.9%	-1.9%	-2.7%	-2.1%	-1.8%	-3.0%	12.8%						
Avg Ann. Change in Share		%		-2.4%	0.1%	-1.0%	-0.5%	-0.4%	-0.3%	-0.4%	-0.3%	-0.2%	-0.2%	0.9%						

STEAM FINAL TREND REPORT FOR 2006-2020 HEREFORDSHIRE COUNCIL													2006 to 2020 2020 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 2020 / 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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2006 to 2020		-0.5%	41.4%	-1.4%	-100.0%	-100.0%	-100.0%	-87.3%	-39.1%	-36.6%	-79.8%	-98.4%	-92.3%	-61.7%	Annual Change	12.9%		-52.9%	-88.8%	
% Change 2019 to 2020		0.0%	0.0%	-36.7%	-100.0%	-100.0%	-100.0%	-92.3%	-44.6%	-39.0%	-77.0%	-98.9%	-91.7%	-69.2%		-16.5%		-62.3%	-89.4%	
Average Annual Change		0.0%	3.0%	-0.1%	-7.1%	-7.1%	-7.1%	-6.2%	-2.8%	-2.6%	-5.7%	-7.0%	-6.6%	-4.4%		0.9%		-3.8%	-6.3%	
2006	£M	7.328	8.591	10.24	14.63	15.04	14.74	17.12	23.00	16.59	11.91	8.472	7.468	155.15		26.16	44.42	56.71	27.85	
2007	£M	7.572	9.214	13.08	16.05	16.10	14.75	14.72	21.84	18.61	13.08	8.181	7.986	161.18	3.9%	29.86	46.90	55.16	29.25	
2008	£M	7.037	9.397	13.62	10.20	15.51	13.49	17.26	21.92	15.22	12.14	7.817	7.938	151.55	-6.0%	30.05	39.20	54.40	27.89	
2009	£M	6.580	9.187	14.21	14.04	17.25	14.86	17.82	23.66	16.73	14.14	7.844	7.367	163.69	8.0%	29.98	46.15	58.21	29.35	
2010	£M	4.734	7.494	12.79	14.52	16.44	17.29	18.99	21.54	16.21	14.33	9.557	4.901	158.79	-3.0%	25.02	48.25	56.73	28.79	
2011	£M	6.382	10.61	13.90	15.74	14.92	17.60	23.68	20.41	14.79	9.083	10.58	6.074	163.77	3.1%	30.90	48.25	58.88	25.74	
2012	£M	6.250	10.36	13.49	15.28	14.57	17.07	23.15	20.33	14.33	8.752	10.35	5.938	159.86	-2.4%	30.10	46.92	57.81	25.04	
2013	£M	6.252	10.34	13.41	15.22	14.59	16.97	23.12	20.53	14.23	8.664	10.34	5.933	159.61	-0.2%	30.00	46.78	57.89	24.93	
2014	£M	6.028	10.04	13.18	15.43	14.63	17.06	23.43	20.91	14.26	8.644	9.998	5.741	159.35	-0.2%	29.25	47.12	58.60	24.38	
2015	£M	6.092	10.15	13.32	15.59	14.79	17.24	23.68	21.14	14.41	8.737	10.11	5.803	161.06	1.1%	29.57	47.62	59.23	24.65	
2019	£M	7.290	12.15	15.94	18.66	17.70	20.63	28.34	25.29	17.24	10.45	12.09	6.944	192.73	19.7%	35.38	56.99	70.87	29.49	
2020	£M	7.290	12.15	10.10				2.180	14.02	10.52	2.404	0.134	0.576	59.37	-69.2%	29.54		26.72	3.114	

ECONOMIC IMPACT - INDEXED TO 2020													DAY VISITOR		
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2019	2020	Economic Impact by Year and Share of Total	
Day Visitor	£M	155.15	161.18	151.55	163.69	158.79	163.77	159.86	159.61	159.35	161.06	192.73	59.37	£M	
All Visitor Types	£M	504.90	498.00	494.94	499.09	494.54	511.10	498.99	489.29	494.98	503.80	587.19	271.68	Share of Total %	
Share of Total	%	30.7%	32.4%	30.6%	32.8%	32.1%	32.0%	32.0%	32.6%	32.2%	32.0%	32.8%	21.9%		
Annual Change in Share	%		5.3%	-5.4%	7.1%	-2.1%	-0.2%	0.0%	1.8%	-1.3%	-0.7%	2.7%	-33.4%		
Change in Share from 2006	%		5.3%	-0.4%	6.7%	4.5%	4.3%	6.2%	4.8%	4.0%	6.8%	-28.9%			
Avg Ann. Change in Share	%		5.3%	-0.2%	2.2%	1.1%	0.9%	0.7%	0.9%	0.6%	0.4%	0.5%	-2.1%		

