



## STEAM REPORT FOR 2019-2022 - FINAL

Final

Herefordshire County


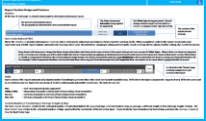



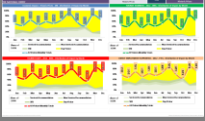







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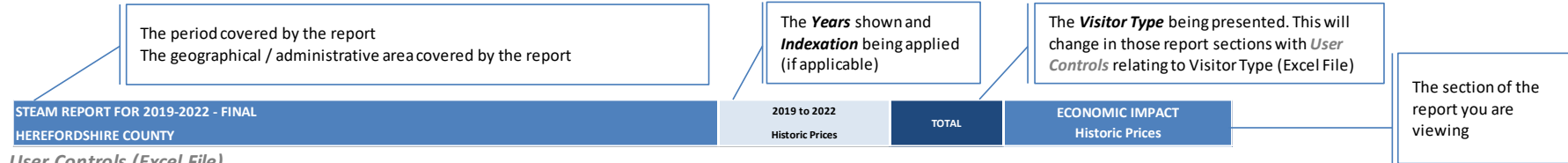
<p><b>REPORT SECTIONS</b></p>  <p>Page</p>	<p><b>USER GUIDE</b></p>  <p>3</p>	<p><b>COMPARATIVE HEADLINES</b></p>  <p>4</p>	<p><b>KEY MEASURES</b></p>  <p>5-11</p>
<p><b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b></p>	<p><b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b></p>  <p>13</p>	<p><b>DISTRIBUTION OF IMPACT: <i>by Month</i></b></p>  <p>14</p>	<p><b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b></p>  <p>15</p>
<p><b>UNINDEXED ECONOMIC IMPACT</b></p>  <p>16-22</p>	<p><b>VISITOR NUMBERS</b></p>  <p>23-29</p>	<p><b>VISITOR DAYS</b></p>  <p>30-36</p>	<p><b>DIRECT AND TOTAL EMPLOYMENT</b></p>  <p>37-43</p>
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## Report Section Design and Features

### Headers

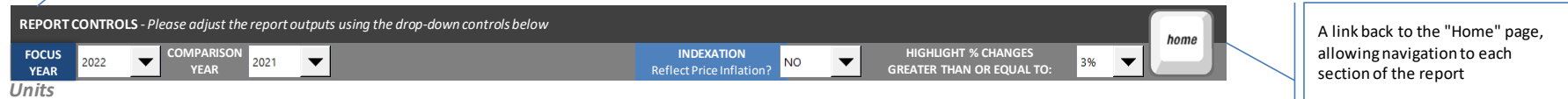
At the top of each page is a band containing key information about your report



### 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

**STEAM REPORT FOR 2019-2022 - FINAL**  
**HEREFORDSHIRE COUNTY**

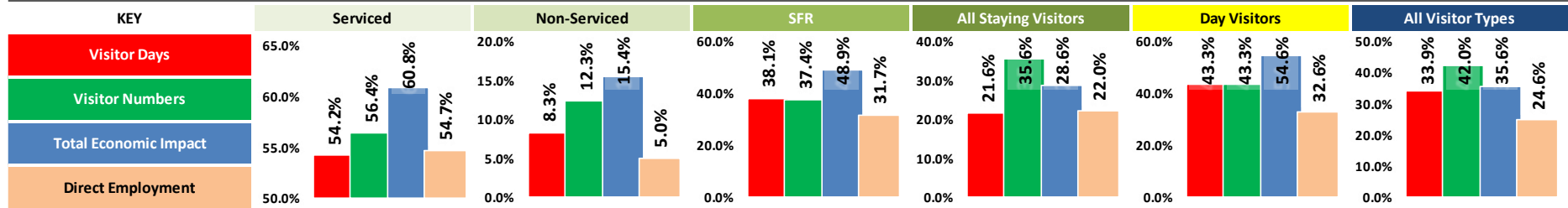
**Comparing 2022 and 2021**  
All £'s Historic Prices

**COMPARATIVE HEADLINES**

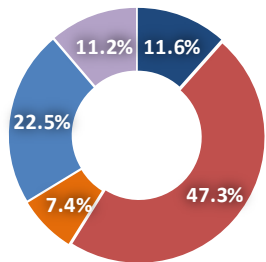
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES**

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
<b>Visitor Days</b>	M	0.621	0.402	54.2%	1.736	1.603	8.3%	0.689	0.499	38.1%	3.046	2.505	21.6%	4.679	3.265	43.3%	7.725	5.770	33.9%		
<b>Visitor Numbers</b>	M	0.351	0.224	56.4%	0.244	0.218	12.3%	0.290	0.211	37.4%	0.885	0.653	35.6%	4.679	3.265	43.3%	5.564	3.917	42.0%		
<b>Direct Expenditure</b>	£M																476.46	350.12	36.1%		
<b>Economic Impact</b>	£M	121.59	75.59	60.8%	271.51	235.26	15.4%	48.74	32.74	48.9%	441.84	343.60	28.6%	195.61	126.57	54.6%	637.45	470.16	35.6%		
<b>Direct Employment</b>	FTEs	1,697	1,097	54.7%	2,377	2,264	5.0%	387	294	31.7%	4,461	3,655	22.0%	1,593	1,202	32.6%	6,054	4,857	24.6%		
<b>Total Employment</b>	FTEs																7,489	6,085	23.1%		

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES**



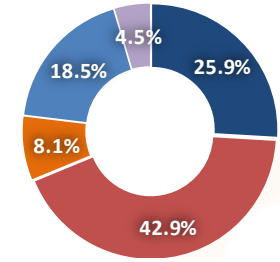
**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

Sectors	2022	2021	+/- %
Accommodation	55.12	41.04	34.3%
Food & Drink	225.50	163.83	37.6%
Recreation	35.30	28.09	25.6%
Shopping	107.01	78.82	35.8%
Transport	53.54	38.34	39.7%
<b>TOTAL DIRECT</b>	<b>476.46</b>	<b>350.12</b>	<b>36.1%</b>
Indirect	160.98	120.05	34.1%
<b>TOTAL</b>	<b>637.45</b>	<b>470.16</b>	<b>35.6%</b>

**Sectoral Distribution of Employment - FTEs**



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

Sectors	2022	2021	+/- %
Accommodation	1,569	1,070	46.7%
Food & Drink	2,594	2,162	20.0%
Recreation	493	450	9.5%
Shopping	1,122	948	18.3%
Transport	275	226	21.7%
<b>TOTAL DIRECT</b>	<b>6,054</b>	<b>4,857</b>	<b>24.6%</b>
Indirect	1,436	1,228	16.9%
<b>TOTAL</b>	<b>7,489</b>	<b>6,085</b>	<b>23.1%</b>

**Direct Expenditure Categories**

**Direct Employment Categories**

## Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2022

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

**STEAM REPORT FOR 2019-2022 - FINAL**  
**HEREFORDSHIRE COUNTY**

2019 to 2022  
Historic Prices

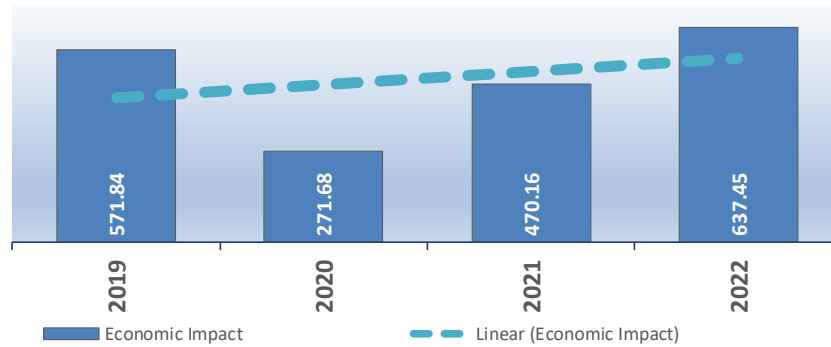
TOTAL

**KEY MEASURES**  
Historic Prices

**Economic Impact - Historic Prices - Total**

% Change Year on Year	
2020	-52.5%
2021	73.1%
2022	35.6%

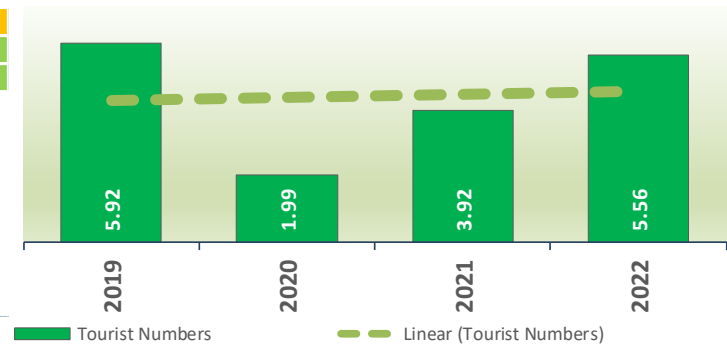
**Historic Prices £M**



**Visitor Numbers - Total**

% Change Year on Year	
2020	-66.3%
2021	96.5%
2022	42.0%

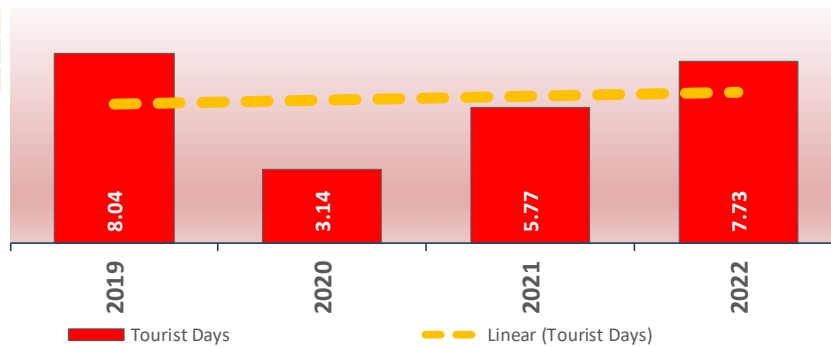
**M**



**Visitor Days - Total**

% Change Year on Year	
2020	-60.9%
2021	83.7%
2022	33.9%

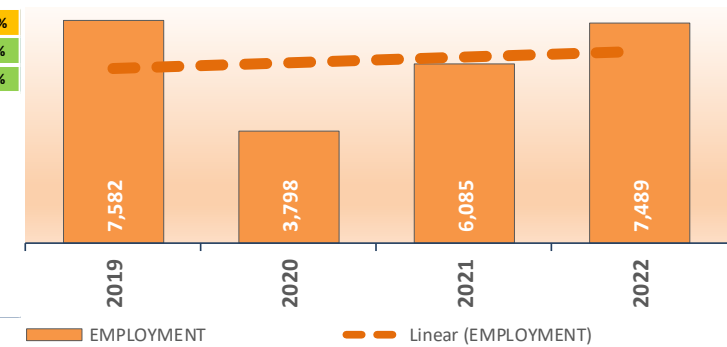
**M**



**Total Employment Supported - Total**

% Change Year on Year	
2020	-49.9%
2021	60.2%
2022	23.1%

**FTEs**



% Change from 2019	2019	2020	2021	2022
Economic Impact - Historic Prices		-52.5%	-17.8%	11.5%
Visitor Numbers		-66.3%	-33.8%	-6.0%
Visitor Days		-60.9%	-28.2%	-3.9%
Total Employment		-49.9%	-19.8%	-1.2%

"Linear" = Linear Trendline

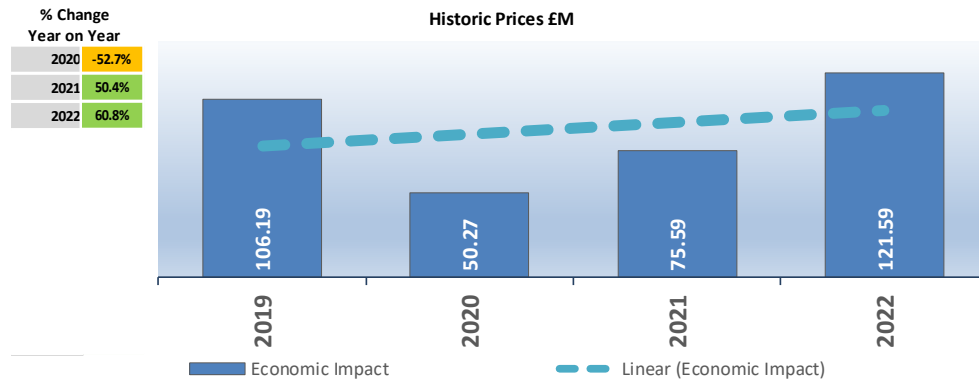
STEAM REPORT FOR 2019-2022 - FINAL  
HEREFORDSHIRE COUNTY

2019 to 2022  
Historic Prices

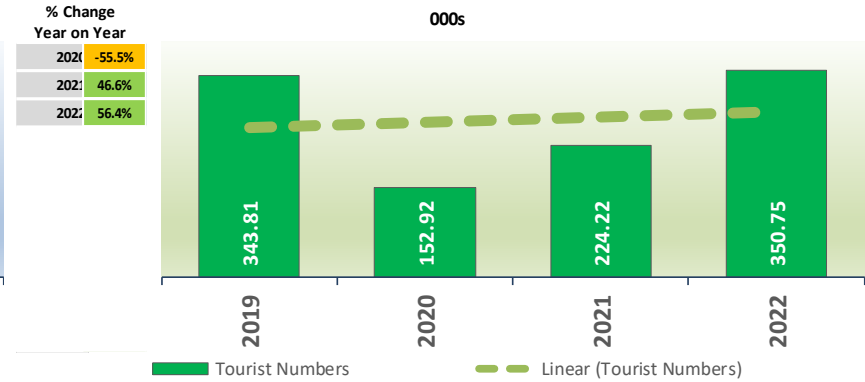
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

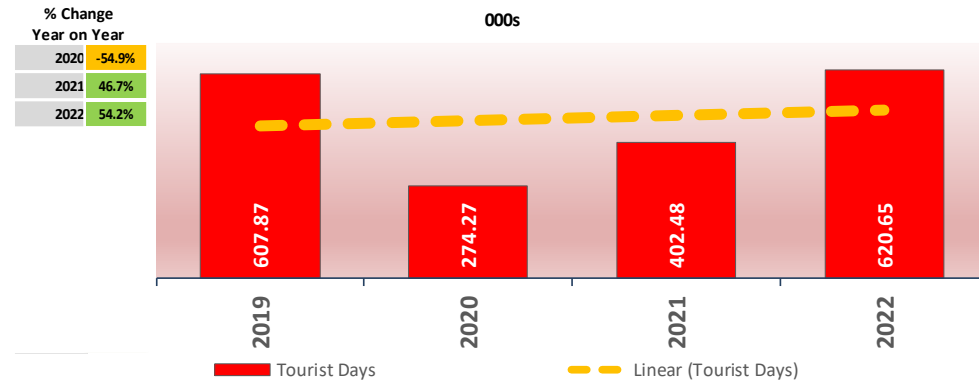
Economic Impact - Historic Prices - Serviced Accommodation



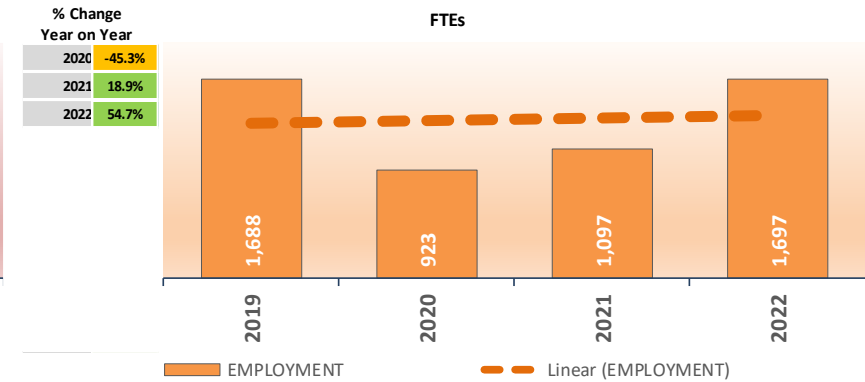
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2019	2019	2020	2021	2022
Economic Impact - Historic Prices		-52.7%	-28.8%	14.5%
Visitor Numbers		-55.5%	-34.8%	2.0%
Visitor Days		-54.9%	-33.8%	2.1%
Direct Employment		-45.3%	-35.0%	0.5%

"Linear" = Linear Trendline

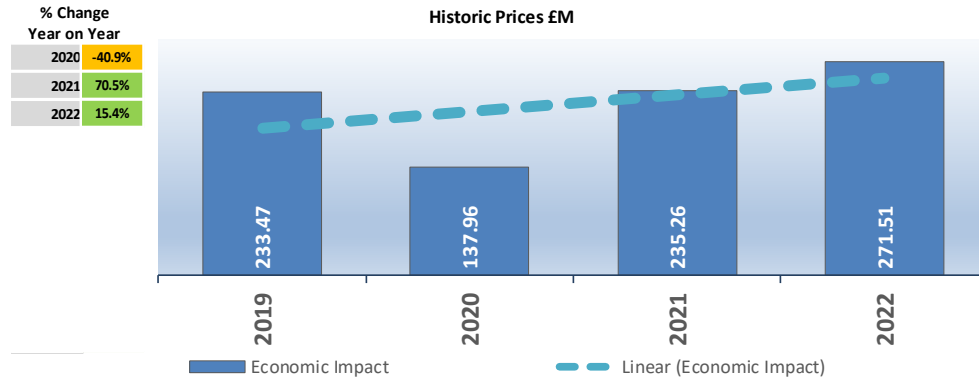
STEAM REPORT FOR 2019-2022 - FINAL  
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2019 to 2022  
Historic Prices

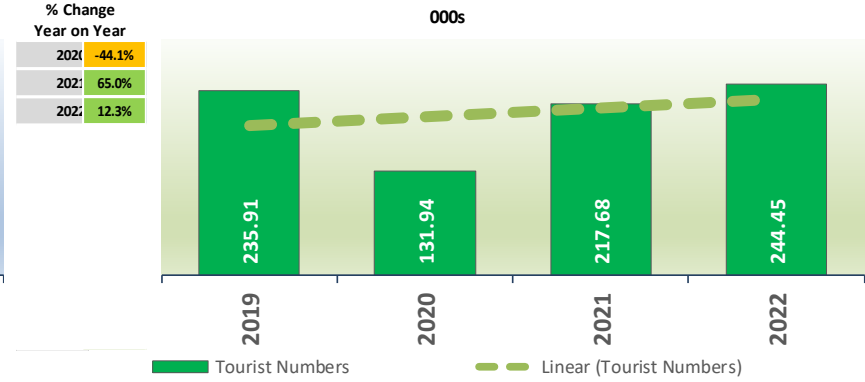
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

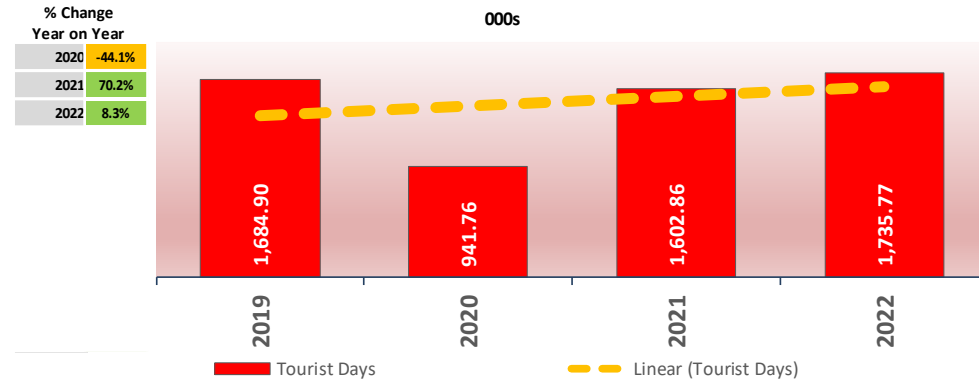
Economic Impact - Historic Prices - Non-Serviced Accommodation



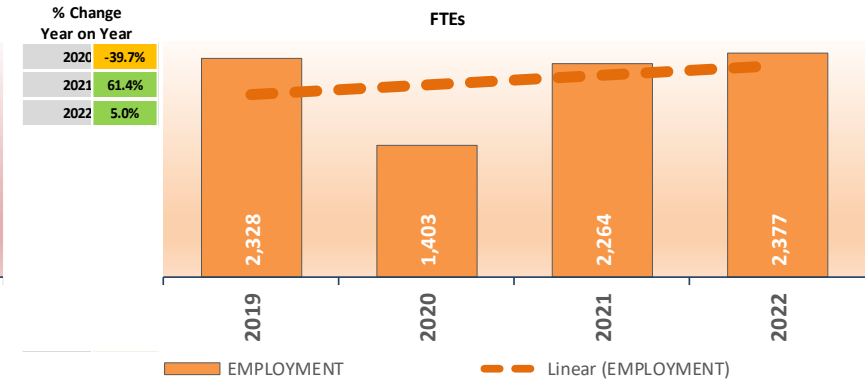
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2019	2019	2020	2021	2022
Economic Impact - Historic Prices		-40.9%	0.8%	16.3%
Visitor Numbers		-44.1%	-7.7%	3.6%
Visitor Days		-44.1%	-4.9%	3.0%
Direct Employment		-39.7%	-2.7%	2.1%

"Linear" = Linear Trendline



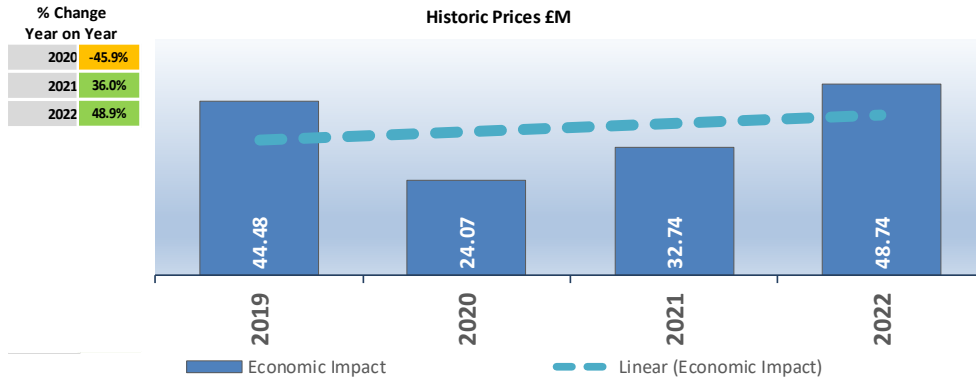
STEAM REPORT FOR 2019-2022 - FINAL  
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2019 to 2022  
Historic Prices

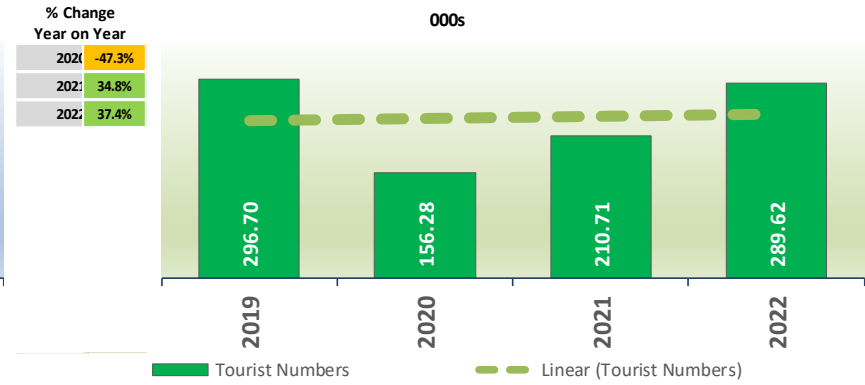
SFR

KEY MEASURES  
Historic Prices

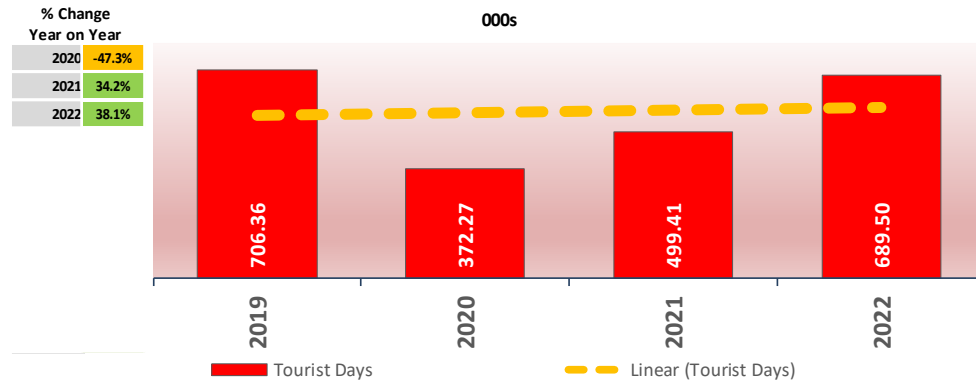
Economic Impact - Historic Prices - SFR



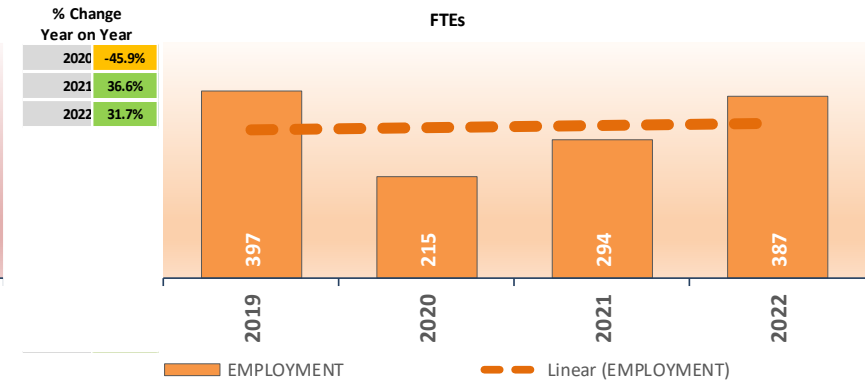
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2019	2019	2020	2021	2022
Economic Impact - Historic Prices		-45.9%	-26.4%	9.6%
Visitor Numbers		-47.3%	-29.0%	-2.4%
Visitor Days		-47.3%	-29.3%	-2.4%
Direct Employment		-45.9%	-26.1%	-2.7%

"Linear" = Linear Trendline

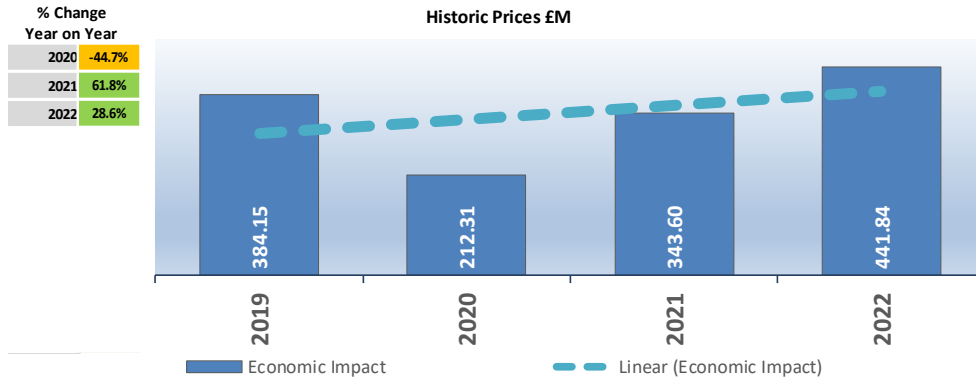
STEAM REPORT FOR 2019-2022 - FINAL  
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2019 to 2022  
Historic Prices

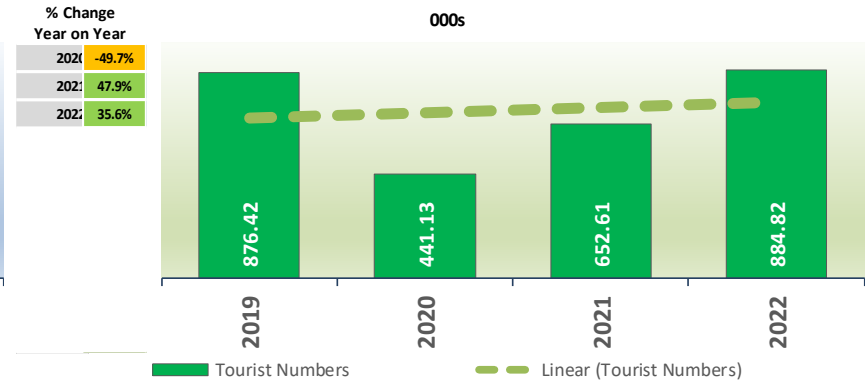
STAYING VISITOR

KEY MEASURES  
Historic Prices

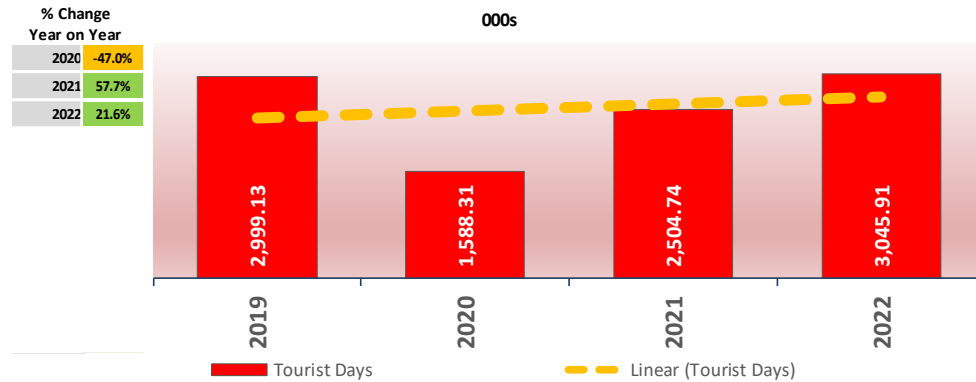
Economic Impact - Historic Prices - Staying Visitor



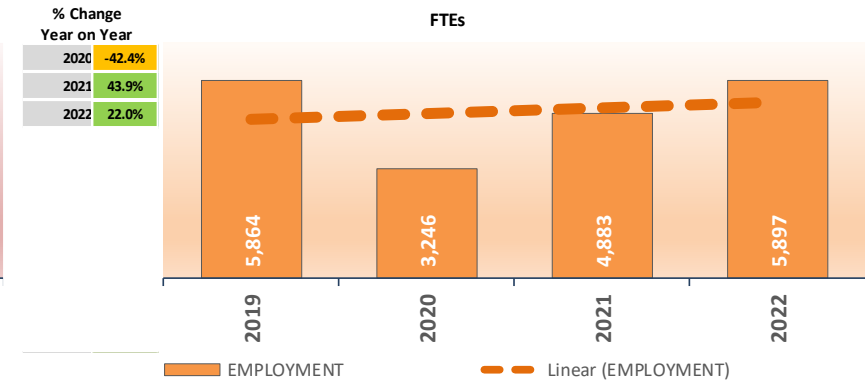
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2019	2019	2020	2021	2022
Economic Impact - Historic Prices		-44.7%	-10.6%	15.0%
Visitor Numbers		-49.7%	-25.5%	1.0%
Visitor Days		-47.0%	-16.5%	1.6%
Direct Employment		-44.6%	-16.7%	0.6%

"Linear" = Linear Trendline

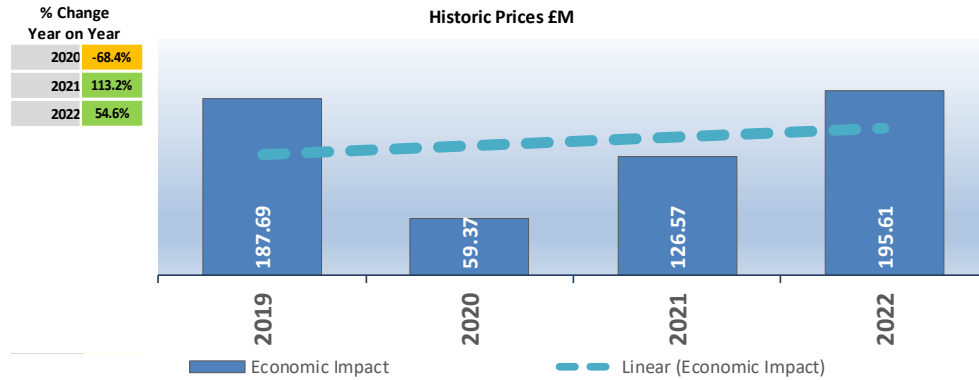
STEAM REPORT FOR 2019-2022 - FINAL  
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2019 to 2022  
Historic Prices

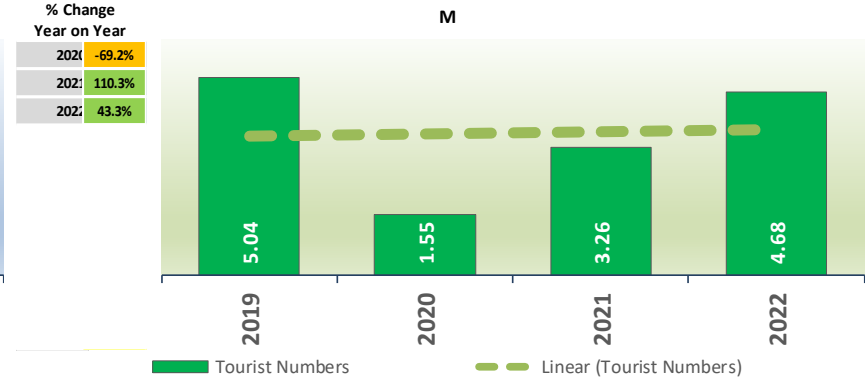
DAY VISITOR

KEY MEASURES  
Historic Prices

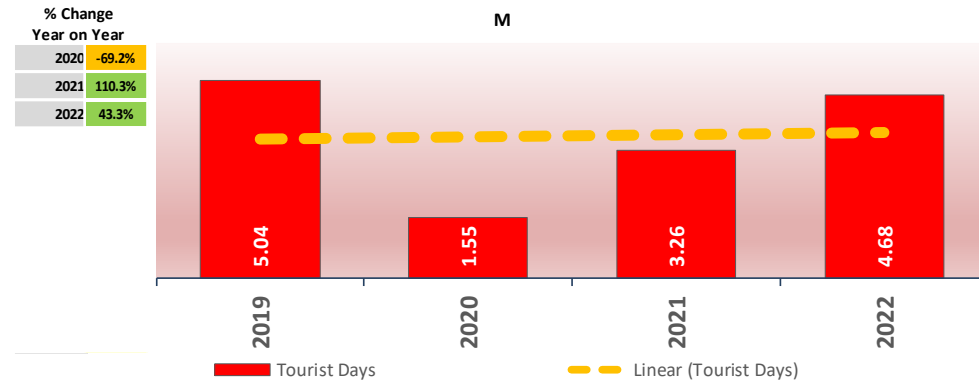
Economic Impact - Historic Prices - Day Visitor



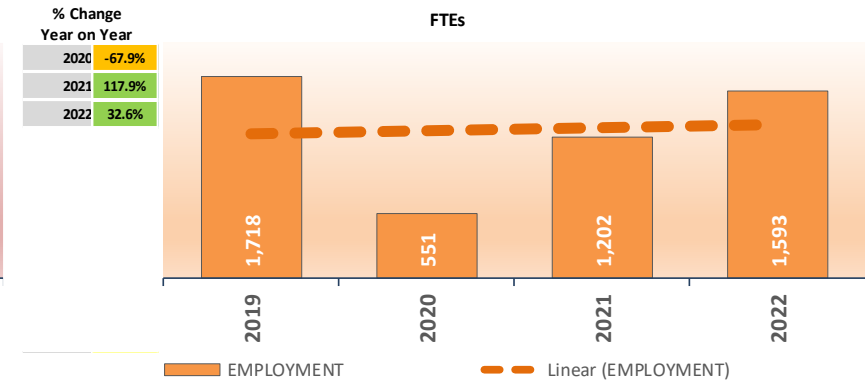
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2019	2019	2020	2021	2022
Economic Impact - Historic Prices		-68.4%	-32.6%	4.2%
Visitor Numbers		-69.2%	-35.2%	-7.2%
Visitor Days		-69.2%	-35.2%	-7.2%
Direct Employment		-67.9%	-30.1%	-7.3%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2022

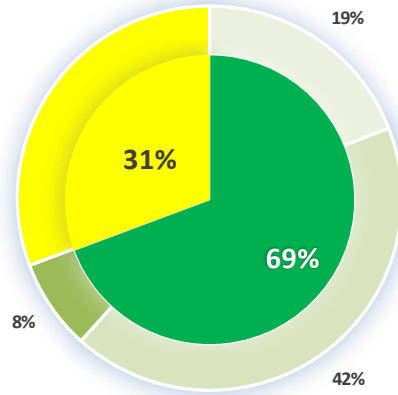
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2022 - M - Share of Total

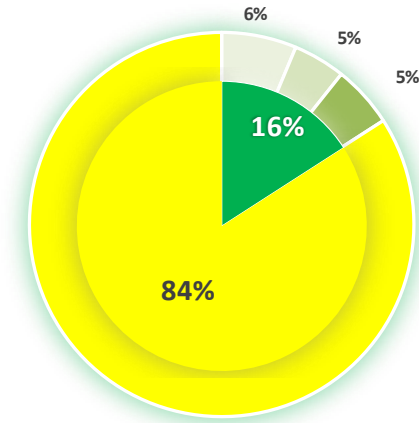
**TOTAL**  
**£637.45m**

	£M
Serviced	121.59
Non-Serviced	271.51
SFR	48.74
Staying Visitor	441.84
Day Visitor	195.61
<b>Total</b>	<b>637.45</b>



**TOTAL**  
**5.56m**

	M
Serviced	0.35
Non-Serviced	0.24
SFR	0.29
Staying Visitor	0.88
Day Visitor	4.68
<b>Total</b>	<b>5.56</b>

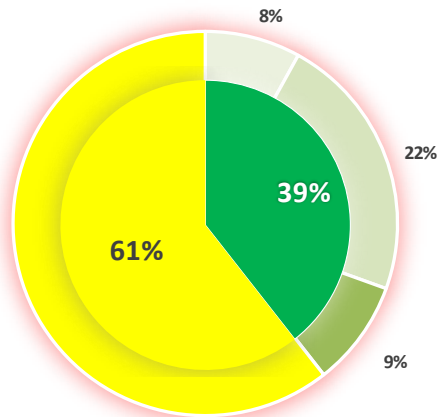


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

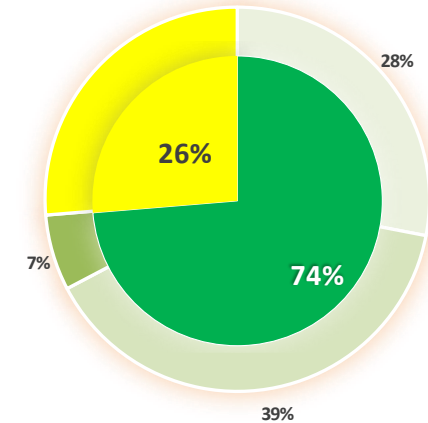
**TOTAL**  
**7.73m**

	M
Serviced	0.62
Non-Serviced	1.74
SFR	0.69
Staying Visitor	3.05
Day Visitor	4.68
<b>Total</b>	<b>7.73</b>



**TOTAL**  
**6,054 Direct FTEs**  
**7,489 Total FTEs**

	FTEs
Serviced	1,697
Non-Serviced	2,377
SFR	387
Staying Visitor	4,461
Day Visitor	1,593
<b>Total</b>	<b>6,054</b>



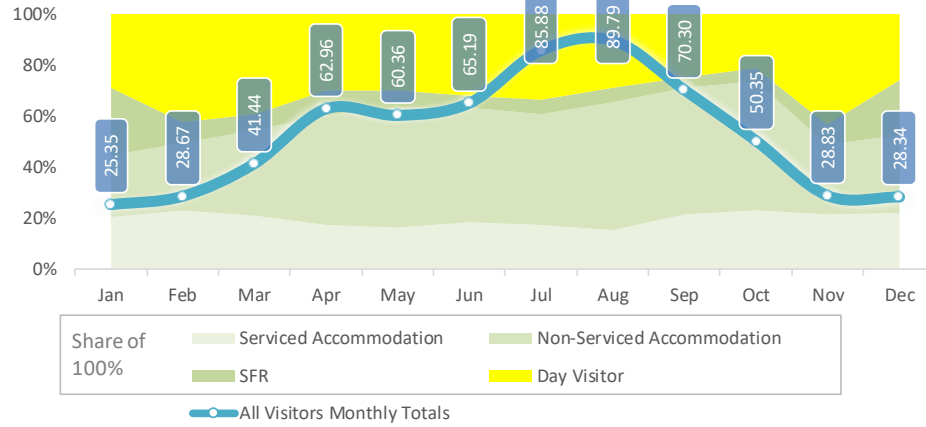
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**HEREFORDSHIRE COUNTY**

**2022**  
Historic Prices

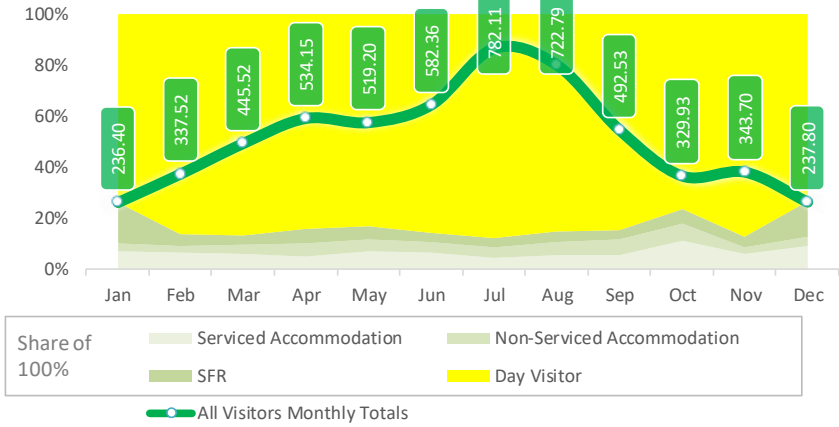
TOTAL

**DISTRIBUTION BY MONTH**  
Historic Prices

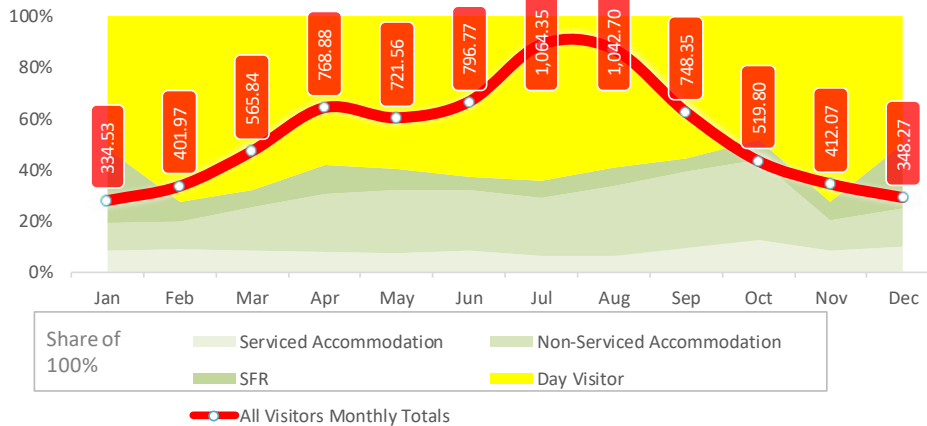
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



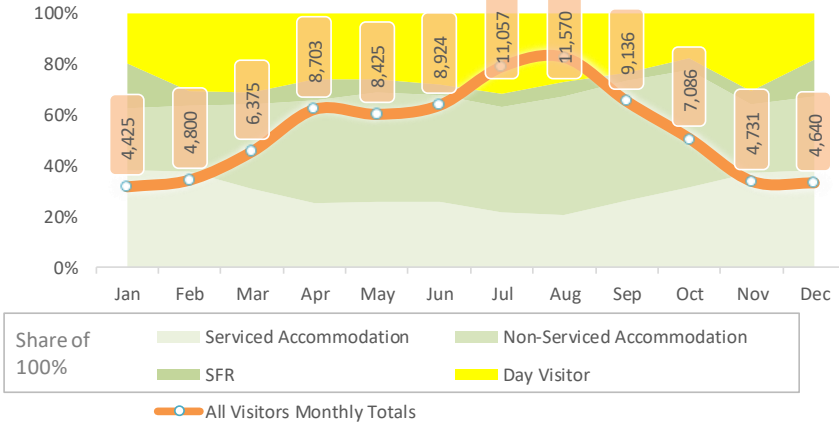
**Visitor Numbers - 2022 - 000s - Distribution of Impact by Month**



**Visitor Days - 2022 - 000s - Distribution of Impact by Month**



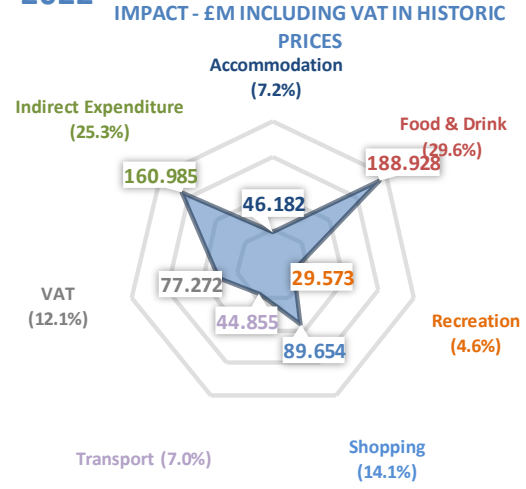
**Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month**



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

SECTOR / YEAR		2019	2020	2021	2022
Accommodation	£M	39.75	23.69	36.35	46.18
Food & Drink	£M	171.81	77.11	145.12	188.93
Recreation	£M	25.88	14.44	24.89	29.57
Shopping	£M	78.78	41.63	69.82	89.65
Transport	£M	40.06	19.57	33.96	44.86
Direct Revenue	£M	356.28	176.44	310.13	399.19
VAT	£M	71.26	26.05	39.98	77.27
Direct Expenditure	£M	427.54	202.49	350.12	476.46
Indirect Expenditure	£M	144.30	69.19	120.05	160.98
TOTAL	£M	571.84	271.68	470.16	637.45

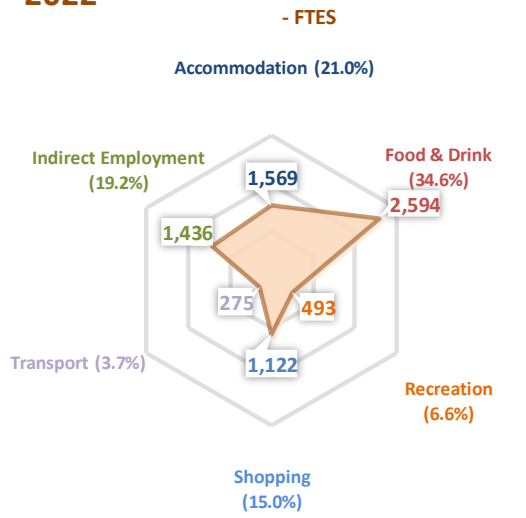
**2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES**



**SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES**

SECTOR / YEAR		2019	2020	2021	2022
Accommodation	FTEs	1,573	957	1,070	1,569
Food & Drink	FTEs	2,674	1,165	2,162	2,594
Recreation	FTEs	489	265	450	493
Shopping	FTEs	1,118	573	948	1,122
Transport	FTEs	279	132	226	275
Direct Employment	FTEs	6,131	3,092	4,857	6,054
Indirect Employment	FTEs	1,451	706	1,228	1,436
TOTAL	FTEs	7,582	3,798	6,085	7,489

**2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES**



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

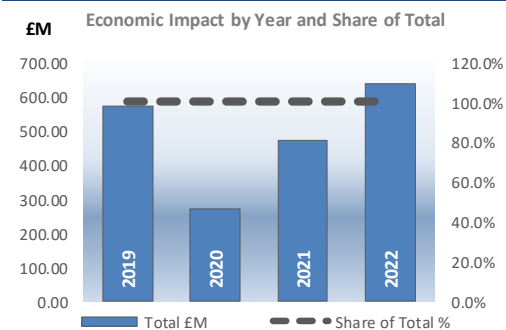
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2019 to 2022

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



STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2019 to 2022		10.9%	13.3%	11.5%	12.8%	10.5%	12.2%	11.4%	9.3%	12.5%	11.1%	10.4%	14.1%	11.5%	Annual Change		11.8%	11.8%	11.0%	11.7%	
% Change 2021 to 2022					171.9%	39.9%	6.9%	3.7%	1.8%	-0.8%	-5.4%	15.1%	24.4%	35.6%				48.1%	1.7%	6.4%	
Average Annual Change		3.6%	4.4%	3.8%	4.3%	3.5%	4.1%	3.8%	3.1%	4.2%	3.7%	3.5%	4.7%	3.8%			3.9%	3.9%	3.7%	3.9%	
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		85.35	168.55	221.66	96.27		
2020	£M	22.82	27.21	27.84				29.02	71.40	57.21	28.55	0.503	7.130	271.68	-52.5%	77.86		157.63	36.18		
2021	£M				23.15	43.14	60.97	82.83	88.16	70.90	53.21	25.04	22.77	470.16	73.1%		127.26	241.89	101.02		
2022	£M	25.35	28.67	41.44	62.96	60.36	65.19	85.88	89.79	70.30	50.35	28.83	28.34	637.45	35.6%	95.46	188.51	245.97	107.51		

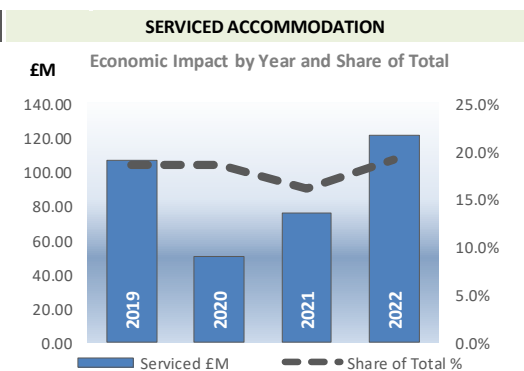
ECONOMIC IMPACT - IN HISTORIC PRICES						TOTAL	
SHARE OF MARKET		2019	2020	2021	2022		
Total	£M	571.84	271.68	470.16	637.45		
All Visitor Types	£M	571.84	271.68	470.16	637.45		
Share of Total	%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%						
Change in Share from 2019	%						
Avg Ann. Change in Share	%						



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													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 2019 to 2022		17.8%	23.2%	14.0%	20.4%	13.4%	14.7%	13.5%	9.9%	14.1%	10.7%	13.9%	17.5%	14.5%	17.8%	16.1%	12.6%	13.2%		
% Change 2021 to 2022						199.4%	9.7%	8.5%	2.0%	3.7%	7.9%	14.1%	126.4%	60.8%		128.9%	4.7%	26.8%		
Average Annual Change		5.9%	7.7%	4.7%	6.8%	4.5%	4.9%	4.5%	3.3%	4.7%	3.6%	4.6%	5.8%	4.8%	5.9%	5.4%	4.2%	4.4%		
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	17.25	28.39	39.23	21.32		
2020	£M	4.557	5.669	3.998				4.605	10.35	11.57	8.111	0.088	1.316	50.27	-52.7%	14.22		26.53	9.515	
2021	£M					3.320	11.08	13.93	13.57	14.65	10.83	5.455	2.751	75.59	50.4%		14.40	42.16	19.04	
2022	£M	5.136	6.548	8.641	10.87	9.941	12.15	15.12	13.84	15.19	11.69	6.225	6.228	121.59	60.8%	20.33	32.97	44.15	24.14	

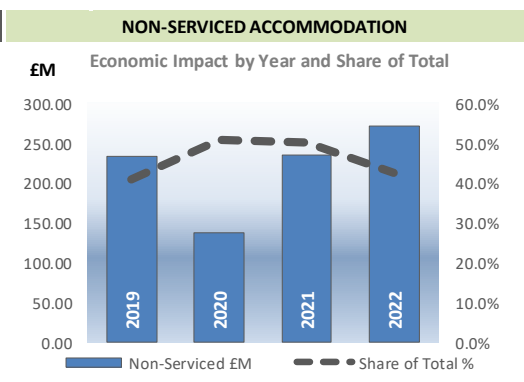
ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET		2019	2020	2021	2022
Serviced	£M	106.19	50.27	75.59	121.59
All Visitor Types	£M	571.84	271.68	470.16	637.45
Share of Total	%	18.6%	18.5%	16.1%	19.1%
Annual Change in Share	%		-0.4%	-13.1%	18.6%
Change in Share from 2019	%		-0.4%	-13.4%	2.7%
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2019 to 2022		18.0%	26.2%	20.2%	18.1%	13.3%	18.3%	17.3%	12.0%	17.1%	14.9%	14.3%	20.7%	16.3%	21.3%	16.5%	15.1%	15.9%	
% Change 2021 to 2022					87.1%	19.8%	2.1%	-3.4%	-3.6%	-7.8%	-15.4%	14.9%	-0.3%	15.4%		26.9%	-4.9%	-8.0%	
Average Annual Change		6.0%	8.7%	6.7%	6.0%	4.4%	6.1%	5.8%	4.0%	5.7%	5.0%	4.8%	6.9%	5.4%	7.1%	5.5%	5.0%	5.3%	
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	23.02	72.59	101.60	36.26	
2020	£M	4.827	7.082	11.81				19.82	42.23	32.59	16.22	0.230	3.155	137.96	-40.9%	23.72		94.64	19.61
2021	£M				14.50	23.65	28.51	38.39	46.60	37.95	30.04	6.910	8.720	235.26	70.5%		66.66	122.93	45.67
2022	£M	6.162	7.676	14.08	27.14	28.35	29.11	37.08	44.90	34.99	25.40	7.943	8.693	271.51	15.4%	27.91	84.59	116.97	42.04

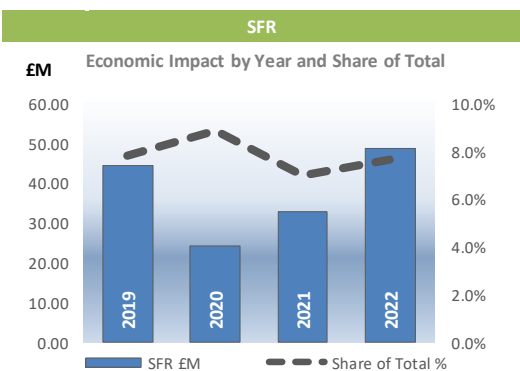
ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET		2019	2020	2021	2022
Non-Serviced	£M	233.47	137.96	235.26	271.51
All Visitor Types	£M	571.84	271.68	470.16	637.45
Share of Total	%	40.8%	50.8%	50.0%	42.6%
Annual Change in Share	%		24.4%	-1.5%	-14.9%
Change in Share from 2019	%		24.4%	22.6%	4.3%
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2019 to 2022		9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%
% Change 2021 to 2022					129.8%	37.7%	-0.6%	-7.4%	-5.2%	-9.8%	-11.7%	8.5%	18.8%	48.9%	Annual Change		52.7%	-7.0%	7.6%
Average Annual Change		3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%		3.2%	3.2%	3.2%	3.2%
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		10.63	12.07	11.81	9.973
2020	£M	6.144	2.309	1.935				2.417	4.794	2.531	1.811	0.050	2.083	24.07	-45.9%	10.39		9.742	3.944
2021	£M				2.690	2.889	3.082	5.370	5.550	3.005	3.068	1.945	5.141	32.74	36.0%		8.661	13.92	10.15
2022	£M	6.779	2.278	2.591	6.182	3.977	3.064	4.971	5.263	2.711	2.708	2.110	6.110	48.74	48.9%	11.65	13.22	12.94	10.93

ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET		2019	2020	2021	2022
SFR	£M	44.48	24.07	32.74	48.74
All Visitor Types	£M	571.84	271.68	470.16	637.45
Share of Total	%	7.8%	8.9%	7.0%	7.6%
Annual Change in Share	%		13.9%	-21.4%	9.8%
Change in Share from 2019	%		13.9%	-10.5%	-1.7%
Avg Ann. Change in Share	%		13.9%	-5.2%	-0.6%



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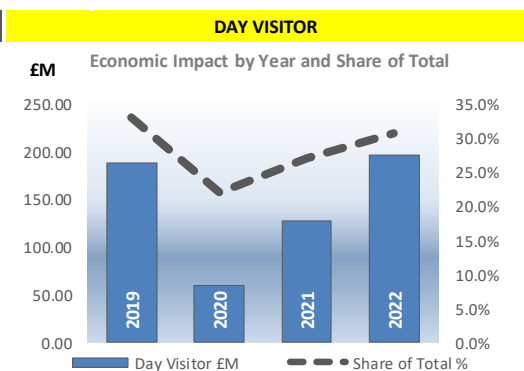
STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2019 to 2022		14.7%	22.5%	16.9%	17.4%	13.0%	16.6%	15.6%	11.3%	15.8%	13.3%	13.5%	16.3%	15.0%	Annual Change	17.7%	15.7%	14.0%	14.1%
% Change 2021 to 2022					157.1%	41.5%	3.9%	-0.9%	-2.6%	-4.9%	-9.4%	13.8%	26.6%	28.6%			45.8%	-2.8%	3.0%
Average Annual Change		4.9%	7.5%	5.6%	5.8%	4.3%	5.5%	5.2%	3.8%	5.3%	4.4%	4.5%	5.4%	5.0%		5.9%	5.2%	4.7%	4.7%
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	-44.7%	48.33		130.91	33.07
2021	£M				17.19	29.86	42.67	57.69	65.72	55.60	43.94	14.31	16.61	343.60	61.8%		89.72	179.02	74.86
2022	£M	18.08	16.50	25.31	44.20	42.26	44.32	57.17	64.00	52.89	39.80	16.28	21.03	441.84	28.6%	59.89	130.78	174.06	77.11

ECONOMIC IMPACT - IN HISTORIC PRICES					STAYING VISITOR				
SHARE OF MARKET		2019	2020	2021	2022	Economic Impact by Year and Share of Total			
Staying Visitor	£M	384.15	212.31	343.60	441.84				
All Visitor Types	£M	571.84	271.68	470.16	637.45				
Share of Total	%	67.2%	78.1%	73.1%	69.3%				
Annual Change in Share	%		16.3%	-6.5%	-5.2%				
Change in Share from 2019	%		16.3%	8.8%	3.2%				
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%				

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
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 2019 to 2022		2.5%	2.8%	3.9%	3.3%	5.0%	3.9%	4.0%	4.7%	3.7%	3.6%	6.6%	8.0%	4.2%	Annual Change	3.3%	4.0%	4.2%	5.9%	
% Change 2021 to 2022					214.9%	36.3%	14.1%	14.2%	14.9%	13.8%	13.7%	17.0%	18.6%	54.6%			53.8%	14.4%	16.2%	
Average Annual Change		0.8%	0.9%	1.3%	1.1%	1.7%	1.3%	1.3%	1.6%	1.2%	1.2%	2.2%	2.7%	1.4%		1.1%	1.3%	1.4%	2.0%	
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		34.45	55.50	69.02	28.72	
2020	£M	7.290	12.15	10.10				2.180	14.02	10.52	2.404	0.134	0.576	59.37	-68.4%	29.54		26.72	3.114	
2021	£M				5.958	13.28	18.30	25.14	22.44	15.30	9.274	10.73	6.160	126.57	113.2%		37.53	62.87	26.16	
2022	£M	7.278	12.16	16.14	18.76	18.09	20.87	28.71	25.78	17.41	10.55	12.55	7.305	195.61	54.6%	35.58	57.73	71.90	30.40	

ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET	2019	2020	2021	2022	
Day Visitor	£M	187.69	59.37	126.57	195.61
All Visitor Types	£M	571.84	271.68	470.16	637.45
Share of Total	%	32.8%	21.9%	26.9%	30.7%
Annual Change in Share	%		-33.4%	23.2%	14.0%
Change in Share from 2019	%		-33.4%	-18.0%	-6.5%
Avg Ann. Change in Share	%		-33.4%	-9.0%	-2.2%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

## Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2022

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

STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		TOTAL	VISITOR NUMBERS			
HEREFORDSHIRE COUNTY																			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		-6.4%	-6.6%	-6.3%	-6.5%	-5.5%	-6.2%	-6.4%	-6.0%	-6.3%	-6.1%	-4.4%	-2.5%	-6.0%	Annual Change	-6.4%	-6.1%	-6.2%	-4.6%
% Change 2021 to 2022					191.4%	31.0%	4.6%	4.0%	3.9%	2.6%	1.1%	7.9%	14.2%	42.0%			43.9%	3.6%	6.8%
Average Annual Change		-2.1%	-2.2%	-2.1%	-2.2%	-1.8%	-2.1%	-2.1%	-2.0%	-2.1%	-2.0%	-1.5%	-0.8%	-2.0%			-2.1%	-2.0%	-2.1%
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		1.090	1.742	2.130	0.955
2020	M	0.251	0.365	0.306				0.101	0.465	0.347	0.119	0.004	0.036	1.994	-66.3%	0.921		0.913	0.159
2021	M				0.183	0.396	0.557	0.752	0.696	0.480	0.326	0.318	0.208	3.917	96.5%		1.137	1.928	0.853
2022	M	0.236	0.338	0.446	0.534	0.519	0.582	0.782	0.723	0.493	0.330	0.344	0.238	5.564	42.0%	1.019	1.636	1.997	0.911

VISITOR NUMBERS					TOTAL				
SHARE OF MARKET		2019	2020	2021	2022	M			
Total	M	5.916	1.994	3.917	5.564	Visitor No.s by Year and Share of Total			
All Visitor Types	M	5.916	1.994	3.917	5.564				
Share of Total	%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%								
Change in Share from 2019	%								
Avg Ann. Change in Share	%								

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.



STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		SERVICED		VISITOR NUMBERS			
HEREFORDSHIRE COUNTY																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2022		5.0%	9.8%	1.6%	7.3%	1.0%	2.1%	1.1%	-2.1%	1.7%	-1.4%	1.5%	4.7%	2.0%		5.1%	3.1%	0.0%	0.9%	
% Change 2021 to 2022						177.7%	1.7%	0.6%	-5.5%	-3.8%	0.1%	5.8%	109.9%	56.4%			104.4%	-3.0%	18.4%	
Average Annual Change		1.7%	3.3%	0.5%	2.4%	0.3%	0.7%	0.4%	-0.7%	0.6%	-0.5%	0.5%	1.6%	0.7%		1.7%	1.0%	0.0%	0.3%	
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		62.3	98.6	104.6	78.2	
2020	000s	15.9	21.5	13.4				11.9	33.6	23.0	28.4	0.3	4.9	152.9	-55.5%	50.8		68.5	33.6	
2021	000s					13.2	36.5	35.6	43.4	28.8	37.4	19.2	10.1	224.2	46.6%		49.7	107.8	66.7	
2022	000s	16.4	22.7	26.4	27.8	36.7	37.2	35.9	41.0	27.7	37.4	20.3	21.3	350.8	56.4%	65.6	101.7	104.6	79.0	

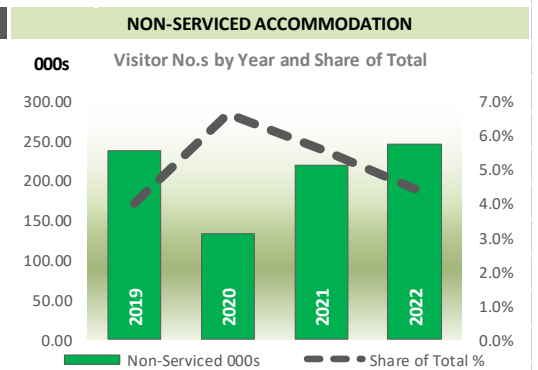
VISITOR NUMBERS					
SHARE OF MARKET		2019	2020	2021	2022
Serviced	000s	343.8	152.9	224.2	350.8
All Visitor Types	M	5.9	2.0	3.9	5.6
Share of Total	%	5.8%	7.7%	5.7%	6.3%
Annual Change in Share	%		32.0%	-25.4%	10.1%
Change in Share from 2019	%		32.0%	-1.5%	8.5%
Avg Ann. Change in Share	%		32.0%	-0.8%	2.8%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		NON-SERVICED		VISITOR NUMBERS			
HEREFORDSHIRE COUNTY																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2022		5.9%	13.2%	7.9%	4.1%	0.6%	4.9%	3.7%	0.0%	4.4%	2.1%	1.8%	8.0%	3.6%	8.8%	3.2%	2.5%	3.2%		
% Change 2021 to 2022					73.9%	16.3%	-2.1%	-11.9%	-10.8%	-13.0%	-20.1%	6.4%	-5.2%	12.3%		22.1%	-11.9%	-12.4%		
Average Annual Change		2.0%	4.4%	2.6%	1.4%	0.2%	1.6%	1.2%	0.0%	1.5%	0.7%	0.6%	2.7%	1.2%	2.9%	1.1%	0.8%	1.1%		
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		29.5	72.2	96.1	38.1	
2020	000s	6.3	8.6	14.2				17.0	36.6	30.7	14.8	0.3	3.4	131.9	-44.1%	29.1		84.3	18.5	
2021	000s				14.4	20.7	25.8	35.6	40.8	35.4	27.9	8.0	9.0	217.7	65.0%		61.0	111.7	44.9	
2022	000s	7.5	8.5	16.1	25.1	24.1	25.3	31.3	36.4	30.8	22.3	8.5	8.5	244.5	12.3%	32.1	74.5	98.5	39.3	

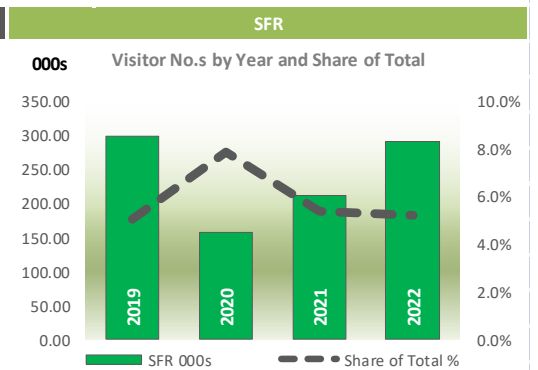
VISITOR NUMBERS					
SHARE OF MARKET		2019	2020	2021	2022
Non-Serviced	000s	235.9	131.9	217.7	244.5
All Visitor Types	M	5.9	2.0	3.9	5.6
Share of Total	%	4.0%	6.6%	5.6%	4.4%
Annual Change in Share	%		66.0%	-16.0%	-20.9%
Change in Share from 2019	%		66.0%	39.4%	10.2%
Avg Ann. Change in Share	%		66.0%	19.7%	3.4%



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		SFR		VISITOR NUMBERS			
HEREFORDSHIRE COUNTY																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
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 2019 to 2022		-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	
% Change 2021 to 2022					113.1%	27.6%	-7.8%	-14.2%	-12.1%	-16.4%	-18.1%	0.6%	10.2%	37.4%	Annual Change		36.4%	-13.9%	-1.2%	
Average Annual Change		-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	
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		72.5	80.5	76.2	67.5	
2020	000s	38.0	17.0	13.9				15.0	28.5	18.0	13.1	0.4	12.4	156.3	-47.3%	68.9		61.5	25.9	
2021	000s				15.2	20.0	22.4	32.8	32.6	21.1	21.9	14.6	30.2	210.7	34.8%		57.6	86.4	66.6	
2022	000s	38.4	15.3	17.0	32.4	25.6	20.6	28.1	28.6	17.7	17.9	14.7	33.2	289.6	37.4%	70.7	78.6	74.4	65.8	

VISITOR NUMBERS					
SHARE OF MARKET		2019	2020	2021	2022
SFR	000s	296.7	156.3	210.7	289.6
All Visitor Types	M	5.9	2.0	3.9	5.6
Share of Total	%	5.0%	7.8%	5.4%	5.2%
Annual Change in Share	%		56.3%	-31.4%	-3.2%
Change in Share from 2019	%		56.3%	7.3%	3.8%
Avg Ann. Change in Share	%		56.3%	3.6%	1.3%



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		STAYING VISITOR		VISITOR NUMBERS			
HEREFORDSHIRE COUNTY																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2022		0.4%	6.0%	2.0%	2.5%	-0.1%	1.8%	0.9%	-1.5%	1.8%	-0.7%	0.2%	1.2%	1.0%	2.5%	1.4%	0.2%	0.2%		
% Change 2021 to 2022					188.0%	60.0%	-2.0%	-8.3%	-9.2%	-10.8%	-11.0%	4.1%	27.9%	35.6%	51.3%	-9.3%	3.3%			
Average Annual Change		0.1%	2.0%	0.7%	0.8%	0.0%	0.6%	0.3%	-0.5%	0.6%	-0.2%	0.1%	0.4%	0.3%	0.8%	0.5%	0.1%	0.1%		
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	164.4	251.4	276.9	183.8		
2020	000s	60.2	47.1	41.5				43.9	98.7	71.7	56.3	1.0	20.7	441.1	-49.7%	148.8		214.3	78.0	
2021	000s				29.6	54.0	84.8	104.0	116.8	85.3	87.2	41.8	49.3	652.6	47.9%		168.4	306.0	178.2	
2022	000s	62.3	46.6	59.5	85.3	86.4	83.1	95.3	106.1	76.1	77.6	43.5	63.1	884.8	35.6%	168.4	254.8	277.5	184.1	

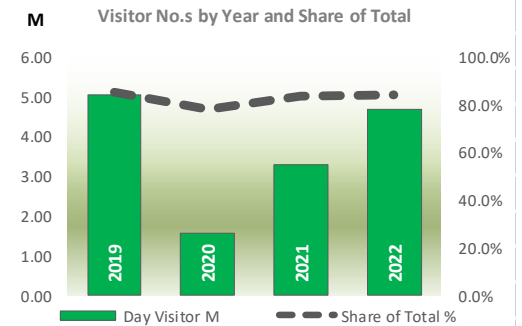
VISITOR NUMBERS					
SHARE OF MARKET	2019	2020	2021	2022	
Staying Visitor	000s	876.4	441.1	652.6	884.8
All Visitor Types	M	5.9	2.0	3.9	5.6
Share of Total	%	14.8%	22.1%	16.7%	15.9%
Annual Change in Share	%		49.4%	-24.7%	-4.5%
Change in Share from 2019	%		49.4%	12.5%	7.4%
Avg Ann. Change in Share	%		49.4%	6.2%	2.5%



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		DAY VISITOR		VISITOR NUMBERS				
HEREFORDSHIRE COUNTY																					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2019 to 2022		-8.7%	-8.4%	-7.4%	-8.0%	-6.5%	-7.4%	-7.3%	-6.8%	-7.6%	-7.7%	-5.1%	-3.8%	-7.2%				-8.0%	-7.3%	-7.2%	-5.7%
% Change 2021 to 2022					192.0%	26.4%	5.8%	5.9%	6.6%	5.5%	5.5%	8.5%	10.0%	43.3%				42.6%	6.1%	7.8%	
Average Annual Change		-2.9%	-2.8%	-2.5%	-2.7%	-2.2%	-2.5%	-2.4%	-2.3%	-2.5%	-2.6%	-1.7%	-1.3%	-2.4%				-2.7%	-2.4%	-2.4%	-1.9%
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			0.925	1.490	1.853	0.771	
2020	M	0.191	0.318	0.264				0.057	0.367	0.275	0.063	0.004	0.015	1.553	-69.2%		0.772		0.699	0.081	
2021	M				0.154	0.342	0.472	0.648	0.579	0.395	0.239	0.277	0.159	3.265	110.3%			0.968	1.622	0.675	
2022	M	0.174	0.291	0.386	0.449	0.433	0.499	0.687	0.617	0.416	0.252	0.300	0.175	4.679	43.3%		0.851	1.381	1.720	0.727	

VISITOR NUMBERS					DAY VISITOR					
SHARE OF MARKET		2019	2020	2021	2022					
Day Visitor	M	5.040	1.553	3.265	4.679					
All Visitor Types	M	5.916	1.994	3.917	5.564					
Share of Total	%	85.2%	77.9%	83.3%	84.1%					
Annual Change in Share	%		-8.6%	7.0%	0.9%					
Change in Share from 2019	%		-8.6%	-2.2%	-1.3%					
Avg Ann. Change in Share	%		-8.6%	-1.1%	-0.4%					



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## Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2022

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

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022		TOTAL	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		-4.6%	-4.8%	-4.3%	-3.9%	-4.0%	-3.8%	-4.3%	-4.4%	-3.3%	-3.7%	-3.6%	-1.1%	-3.9%	Annual Change	-4.5%	-3.9%	-4.0%	-3.0%
% Change 2021 to 2022					160.0%	28.4%	2.7%	-0.3%	-0.9%	-2.6%	-6.3%	7.2%	12.6%	33.9%			40.0%	-1.1%	2.6%
Average Annual Change		-1.5%	-1.6%	-1.4%	-1.3%	-1.3%	-1.3%	-1.4%	-1.5%	-1.1%	-1.2%	-1.2%	-0.4%	-1.3%			-1.5%	-1.3%	-1.3%
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		1.364	2.380	2.976	1.319
2020	M	0.345	0.431	0.403				0.249	0.782	0.596	0.252	0.006	0.077	3.141	-60.9%	1.178		1.627	0.336
2021	M				0.296	0.562	0.776	1.067	1.052	0.769	0.555	0.384	0.309	5.770	83.7%		1.634	2.888	1.248
2022	M	0.335	0.402	0.566	0.769	0.722	0.797	1.064	1.043	0.748	0.520	0.412	0.348	7.725	33.9%	1.302	2.287	2.855	1.280

		VISITOR DAYS			
SHARE OF MARKET		2019	2020	2021	2022
Total	M	8.039	3.141	5.770	7.725
All Visitor Types	M	8.039	3.141	5.770	7.725
Share of Total	%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%				
Change in Share from 2019	%				
Avg Ann. Change in Share	%				



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STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS 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 2019 to 2022		5.0%	9.8%	1.6%	7.3%	1.0%	2.1%	1.1%	-2.1%	1.7%	-1.4%	1.5%	4.7%	2.1%	5.0%	3.4%	0.3%	0.9%		
% Change 2021 to 2022						177.7%	1.7%	0.6%	-5.5%	-3.8%	0.1%	5.8%	109.9%	54.2%		112.0%	-2.9%	17.5%		
Average Annual Change		1.7%	3.3%	0.5%	2.4%	0.3%	0.7%	0.4%	-0.7%	0.6%	-0.5%	0.5%	1.6%	0.7%	1.7%	1.1%	0.1%	0.3%		
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		106.1	170.5	200.7	130.5	
2020	000s	27.4	34.1	23.8				22.9	51.8	57.5	48.4	0.5	7.8	274.3	-54.9%	85.3		132.2	56.7	
2021	000s					19.1	64.1	68.4	67.0	71.8	63.8	32.3	16.1	402.5	46.7%		83.2	207.2	112.1	
2022	000s	28.2	36.1	47.1	58.2	52.9	65.2	68.8	63.4	69.0	63.8	34.1	33.7	620.6	54.2%	111.4	176.4	201.2	131.7	

VISITOR DAYS					
SHARE OF MARKET		2019	2020	2021	2022
Serviced	000s	607.9	274.3	402.5	620.6
All Visitor Types	M	8.0	3.1	5.8	7.7
Share of Total	%	7.6%	8.7%	7.0%	8.0%
Annual Change in Share	%		15.5%	-20.1%	15.2%
Change in Share from 2019	%		15.5%	-7.7%	6.3%
Avg Ann. Change in Share	%		15.5%	-3.9%	2.1%

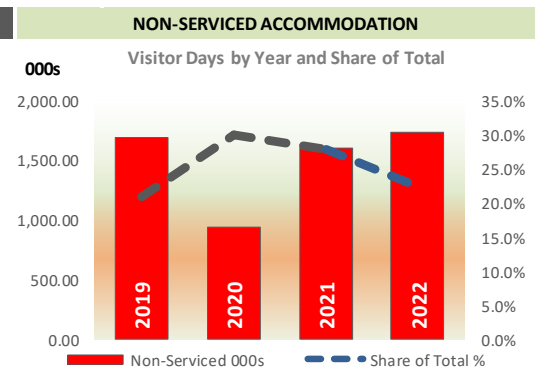


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STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022		NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2022		4.1%	10.3%	6.2%	3.8%	0.5%	4.6%	3.4%	0.0%	4.2%	1.9%	1.4%	7.1%	3.0%	6.7%	3.0%	2.3%	2.8%		
% Change 2021 to 2022					72.6%	14.9%	-2.0%	-11.2%	-10.4%	-12.4%	-19.2%	5.1%	-4.7%	8.3%		20.6%	-11.3%	-13.0%		
Average Annual Change		1.4%	3.4%	2.1%	1.3%	0.2%	1.5%	1.1%	0.0%	1.4%	0.6%	0.5%	2.4%	1.0%	2.2%	1.0%	0.8%	0.9%		
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	-44.1%	160.1		645.3	136.4	
2021	000s				101.0	156.2	192.8	268.5	321.6	256.4	204.7	45.6	56.0	1,602.9	70.2%		450.1	846.5	306.3	
2022	000s	36.3	42.7	96.1	174.4	179.6	189.0	238.4	288.2	224.5	165.3	47.9	53.4	1,735.8	8.3%	175.2	542.9	751.1	266.6	

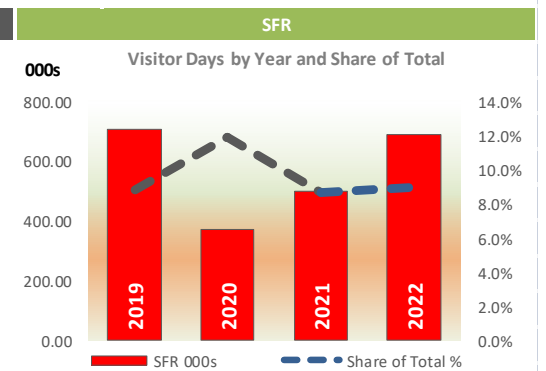
VISITOR DAYS					
SHARE OF MARKET	2019	2020	2021	2022	
Non-Serviced	000s	1,684.9	941.8	1,602.9	1,735.8
All Visitor Types	M	8.0	3.1	5.8	7.7
Share of Total	%	21.0%	30.0%	27.8%	22.5%
Annual Change in Share	%		43.1%	-7.3%	-19.1%
Change in Share from 2019	%		43.1%	32.6%	7.2%
Avg Ann. Change in Share	%		43.1%	16.3%	2.4%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022		SFR	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
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 2019 to 2022		-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%
% Change 2021 to 2022					113.1%	27.6%	-7.8%	-14.2%	-12.1%	-16.4%	-18.1%	0.6%	10.2%	38.1%	Annual Change	41.6%	-13.8%	-0.2%	
Average Annual Change		-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%		-0.8%	-0.8%	-0.8%	-0.8%
2019	000s	98.2	33.0	37.5	89.6	57.6	44.4	72.0	76.3	39.3	39.2	30.6	88.5	706.4		168.8	191.6	187.6	158.4
2020	000s	95.0	35.7	29.9				37.4	74.1	39.1	28.0	0.8	32.2	372.3	-47.3%	160.6		150.7	61.0
2021	000s				41.0	44.1	47.0	81.9	84.7	45.8	46.8	29.7	78.4	499.4	34.2%		132.1	212.4	154.9
2022	000s	95.9	32.2	36.7	87.5	56.3	43.3	70.3	74.4	38.3	38.3	29.8	86.4	689.5	38.1%	164.8	187.0	183.1	154.6

VISITOR DAYS					
SHARE OF MARKET		2019	2020	2021	2022
SFR	000s	706.4	372.3	499.4	689.5
All Visitor Types	M	8.0	3.1	5.8	7.7
Share of Total	%	8.8%	11.9%	8.7%	8.9%
Annual Change in Share	%		34.9%	-27.0%	3.1%
Change in Share from 2019	%		34.9%	-1.5%	1.6%
Avg Ann. Change in Share	%		34.9%	-0.7%	0.5%



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		STAYING VISITOR		VISITOR DAYS			
HEREFORDSHIRE COUNTY																				
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 2019 to 2022		0.3%	6.1%	3.1%	2.6%	0.0%	3.0%	1.9%	-0.7%	2.9%	0.5%	0.4%	1.7%	1.6%	2.8%	1.9%	1.2%	0.9%		
% Change 2021 to 2022					125.3%	31.6%	-2.1%	-9.9%	-10.0%	-11.3%	-15.2%	4.1%	15.3%	21.6%	36.2%	-10.3%	-3.6%			
Average Annual Change		0.1%	2.0%	1.0%	0.9%	0.0%	1.0%	0.6%	-0.2%	1.0%	0.2%	0.1%	0.6%	0.5%	0.9%	0.6%	0.4%	0.3%		
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	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	406.0		928.2	254.1		
2021	000s				142.1	219.4	304.0	418.8	473.3	374.0	315.3	107.5	150.5	2,504.7	665.4	1,266.1	573.3			
2022	000s	160.4	111.0	179.9	320.1	288.7	297.5	377.5	426.0	331.9	267.5	111.9	173.5	3,045.9	451.3	906.3	1,135.4	552.9		

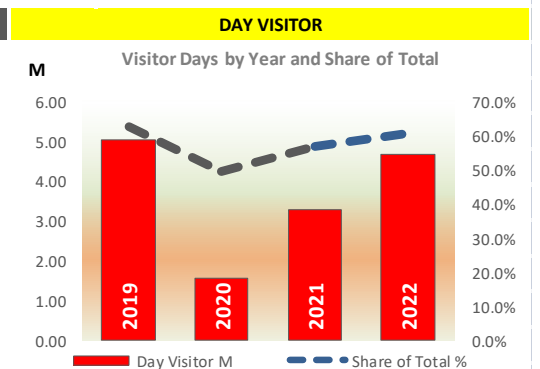
VISITOR DAYS					
SHARE OF MARKET	2019	2020	2021	2022	
Staying Visitor	000s	2,999.1	1,588.3	2,504.7	3,045.9
All Visitor Types	M	8.0	3.1	5.8	7.7
Share of Total	%	37.3%	50.6%	43.4%	39.4%
Annual Change in Share	%		35.5%	-14.2%	-9.2%
Change in Share from 2019	%		35.5%	16.4%	5.7%
Avg Ann. Change in Share	%		35.5%	8.2%	1.9%



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		DAY VISITOR		VISITOR DAYS			
HEREFORDSHIRE COUNTY																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2022		-8.7%	-8.4%	-7.4%	-8.0%	-6.5%	-7.4%	-7.3%	-6.8%	-7.6%	-7.7%	-5.1%	-3.8%	-7.2%	-8.0%	-7.3%	-7.2%	-5.7%		
% Change 2021 to 2022					192.0%	26.4%	5.8%	5.9%	6.6%	5.5%	5.5%	8.5%	10.0%	43.3%	42.6%	6.1%	7.8%			
Average Annual Change		-2.9%	-2.8%	-2.5%	-2.7%	-2.2%	-2.5%	-2.4%	-2.3%	-2.5%	-2.6%	-1.7%	-1.3%	-2.4%	-2.7%	-2.4%	-2.4%	-1.9%		
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	0.925	1.490	1.853	0.771		
2020	M	0.191	0.318	0.264				0.057	0.367	0.275	0.063	0.004	0.015	1.553	-69.2%	0.772		0.699	0.081	
2021	M				0.154	0.342	0.472	0.648	0.579	0.395	0.239	0.277	0.159	3.265	110.3%		0.968	1.622	0.675	
2022	M	0.174	0.291	0.386	0.449	0.433	0.499	0.687	0.617	0.416	0.252	0.300	0.175	4.679	43.3%	0.851	1.381	1.720	0.727	

VISITOR DAYS					
SHARE OF MARKET	2019	2020	2021	2022	
Day Visitor	M	5.040	1.553	3.265	4.679
All Visitor Types	M	8.039	3.141	5.770	7.725
Share of Total	%	62.7%	49.4%	56.6%	60.6%
Annual Change in Share	%		-21.2%	14.5%	7.0%
Change in Share from 2019	%		-21.2%	-9.7%	-3.4%
Avg Ann. Change in Share	%		-21.2%	-4.9%	-1.1%



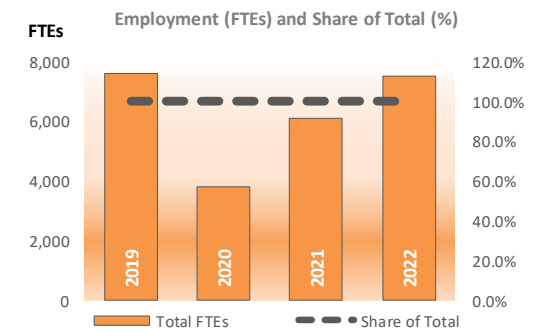
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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2022

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

STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		TOTAL		TOTAL EMPLOYMENT				
HEREFORDSHIRE COUNTY																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2019 to 2022		0.4%	1.8%	1.1%	-0.9%	-2.3%	-1.1%	-1.8%	-3.5%	-0.9%	-1.6%	-2.0%	0.2%	-1.2%			1.1%	-1.4%	-2.2%	-1.2%	
% Change 2021 to 2022					151.3%	22.6%	-8.0%	-9.4%	-12.0%	-12.4%	-12.8%	1.7%	5.1%	23.1%	Annual Change		30.0%	-11.2%	-4.3%		
Average Annual Change		0.1%	0.6%	0.4%	-0.3%	-0.8%	-0.4%	-0.6%	-1.2%	-0.3%	-0.5%	-0.7%	0.1%	-0.4%			0.4%	-0.5%	-0.7%	-0.4%	
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			5,145	8,807	10,822	5,554	
2020	FTEs	4,312	4,852	4,858	-	-	-	4,699	11,170	8,775	5,140	115	1,649	3,798	-49.9%		4,674		8,215	2,301	
2021	FTEs	-	-	-	3,463	6,872	9,701	12,204	13,145	10,430	8,129	4,654	4,417	6,085	60.2%			6,679	11,926	5,733	
2022	FTEs	4,425	4,800	6,375	8,703	8,425	8,924	11,057	11,570	9,136	7,086	4,731	4,640	7,489	23.1%		5,200	8,684	10,588	5,486	

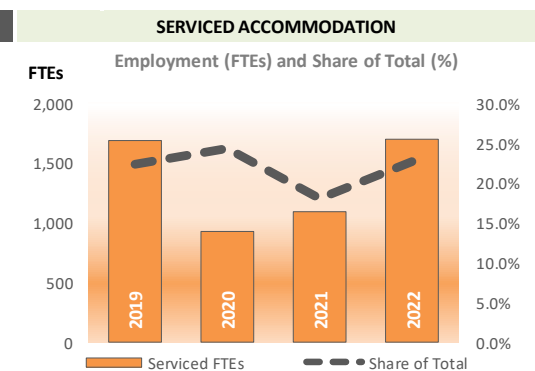
EMPLOYMENT					TOTAL					
SHARE OF MARKET		2019	2020	2021	2022					
Total	FTEs	7,582	3,798	6,085	7,489					
Total Employment	FTEs	7,582	3,798	6,085	7,489					
Share of Total	%	100.0%	100.0%	100.0%	100.0%					
Annual Change in Share	%									
Change in Share from 2019	%									
Avg Ann. Change in Share	%									



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		SERVICED		DIRECT EMPLOYMENT			
HEREFORDSHIRE COUNTY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2022		1.5%	2.9%	1.2%	2.2%	0.0%	0.5%	0.1%	-1.2%	0.3%	-0.9%	0.1%	0.9%	0.5%	1.8%	0.9%	-0.3%	0.0%		
% Change 2021 to 2022						123.6%	-2.0%	-2.5%	-4.9%	-4.4%	-1.4%	0.5%	14.3%	54.7%		101.2%	-3.9%	3.7%		
Average Annual Change		0.5%	1.0%	0.4%	0.7%	0.0%	0.2%	0.0%	-0.4%	0.1%	-0.3%	0.0%	0.3%	0.2%	0.6%	0.3%	-0.1%	0.0%		
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	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	1,367		1,539	785		
2021	FTEs	-	-	-	-	777	1,899	1,953	1,957	1,986	1,834	1,466	1,296	1,097	892	1,965	1,532			
2022	FTEs	1,419	1,500	1,633	1,787	1,737	1,861	1,904	1,861	1,899	1,810	1,473	1,482	1,697	1,518	1,795	1,888	1,588		

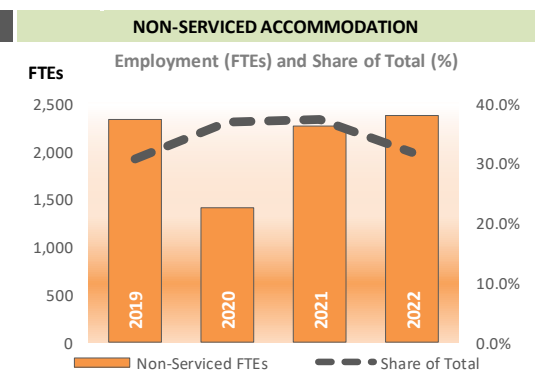
EMPLOYMENT					
SHARE OF MARKET		2019	2020	2021	2022
Serviced	FTEs	1,688	923	1,097	1,697
Total Employment	FTEs	7,582	3,798	6,085	7,489
Share of Total	%	22.3%	24.3%	18.0%	22.7%
Annual Change in Share	%		9.2%	-25.8%	25.6%
Change in Share from 2019	%		9.2%	-19.0%	1.8%
Avg Ann. Change in Share	%		9.2%	-9.5%	0.6%



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		NON-SERVICED		DIRECT EMPLOYMENT			
HEREFORDSHIRE COUNTY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2022		4.0%	8.6%	6.2%	3.3%	-0.1%	3.5%	2.7%	-1.9%	2.8%	1.1%	0.5%	4.2%	2.1%	6.3%	2.2%	0.9%	1.7%		
% Change 2021 to 2022					62.2%	2.3%	-12.9%	-14.3%	-18.2%	-17.5%	-20.5%	1.7%	-7.0%	5.0%		8.8%	-16.8%	-13.4%		
Average Annual Change		1.3%	2.9%	2.1%	1.1%	0.0%	1.2%	0.9%	-0.6%	0.9%	0.4%	0.2%	1.4%	0.7%	2.1%	0.7%	0.3%	0.6%		
2019	FTEs	879	961	1,618	2,727	2,916	2,890	3,494	4,365	3,321	2,624	1,063	1,076	2,328	1,153	2,844	3,727	1,588		
2020	FTEs	829	1,035	1,524	-	-	-	2,252	4,943	3,636	2,079	36	499	1,403	-39.7%	1,129		3,610	871	
2021	FTEs	-	-	-	1,736	2,847	3,434	4,185	5,233	4,140	3,337	1,050	1,206	2,264	61.4%		2,672	4,519	1,864	
2022	FTEs	914	1,044	1,719	2,816	2,914	2,992	3,588	4,282	3,415	2,652	1,068	1,121	2,377	5.0%	1,226	2,907	3,762	1,614	

EMPLOYMENT					
SHARE OF MARKET		2019	2020	2021	2022
Non-Serviced	FTEs	2,328	1,403	2,264	2,377
Total Employment	FTEs	7,582	3,798	6,085	7,489
Share of Total	%	30.7%	36.9%	37.2%	31.7%
Annual Change in Share	%		20.3%	0.7%	-14.7%
Change in Share from 2019	%		20.3%	21.2%	3.4%
Avg Ann. Change in Share	%		20.3%	10.6%	1.1%

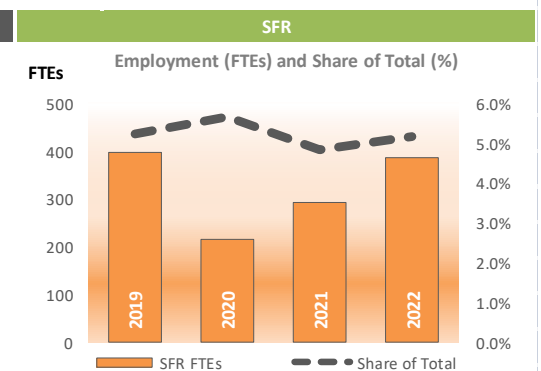


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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		SFR		DIRECT EMPLOYMENT			
HEREFORDSHIRE COUNTY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2022		-0.6%	-0.6%	-0.6%	-3.3%	-3.3%	-3.3%	-3.3%	-3.3%	-3.3%	-3.3%	-3.3%	-3.3%	-2.7%	Annual Change	-0.6%	-3.3%	-3.3%	-3.3%	
% Change 2021 to 2022					100.1%	19.8%	-13.5%	-19.4%	-17.4%	-21.5%	-20.9%	-2.7%	6.6%	31.7%		32.9%	-19.1%	-3.5%		
Average Annual Change		-0.2%	-0.2%	-0.2%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-0.9%		-0.2%	-1.1%	-1.1%	-1.1%	
2019	FTEs	663	223	253	605	389	300	486	515	265	265	206	597	397		380	431	422	356	
2020	FTEs	639	240	201	-	-	-	258	528	279	199	6	229	215	-45.9%	360		355	145	
2021	FTEs	-	-	-	292	314	335	583	603	326	323	205	542	294	36.6%		314	504	357	
2022	FTEs	659	221	252	584	376	290	470	498	256	256	199	578	387	31.7%	377	417	408	344	

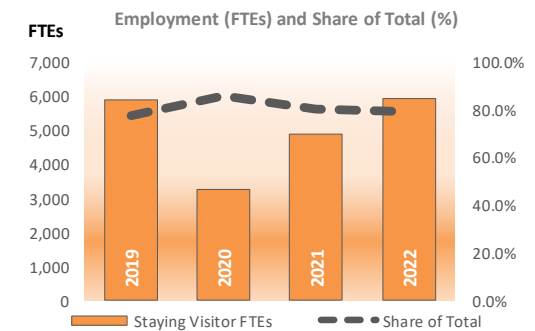
EMPLOYMENT				
SHARE OF MARKET	2019	2020	2021	2022
SFR FTEs	397	215	294	387
Total Employment FTEs	7,582	3,798	6,085	7,489
Share of Total %	5.2%	5.7%	4.8%	5.2%
Annual Change in Share %		8.1%	-14.7%	7.0%
Change in Share from 2019 %		8.1%	-7.9%	-1.5%
Avg Ann. Change in Share %		8.1%	-3.9%	-0.5%



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STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		STAYING VISITOR		DIRECT EMPLOYMENT			
HEREFORDSHIRE COUNTY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2022		1.7%	4.7%	3.4%	2.1%	-0.3%	2.0%	1.4%	-1.8%	1.6%	0.1%	0.0%	1.2%	1.1%		3.2%	1.3%	0.3%	0.4%	
% Change 2021 to 2022					155.8%	27.7%	-9.3%	-11.3%	-14.8%	-13.7%	-14.1%	0.7%	4.5%	22.0%	Annual Change		32.0%	-13.3%	-5.5%	
Average Annual Change		0.6%	1.6%	1.1%	0.7%	-0.1%	0.7%	0.5%	-0.6%	0.5%	0.0%	0.0%	0.4%	0.4%		1.1%	0.4%	0.1%	0.1%	
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		3,023	5,054	6,042	3,532	
2020	FTEs	2,871	2,746	2,951	-	-	-	3,541	7,241	5,731	3,961	83	1,360	2,540	-42.4%	2,856		5,505	1,801	
2021	FTEs	-	-	-	2,028	3,937	5,668	6,722	7,793	6,452	5,495	2,721	3,044	3,655	43.9%		3,878	6,989	3,753	
2022	FTEs	2,991	2,766	3,605	5,187	5,026	5,142	5,962	6,641	5,570	4,718	2,740	3,181	4,461	22.0%	3,121	5,119	6,058	3,546	

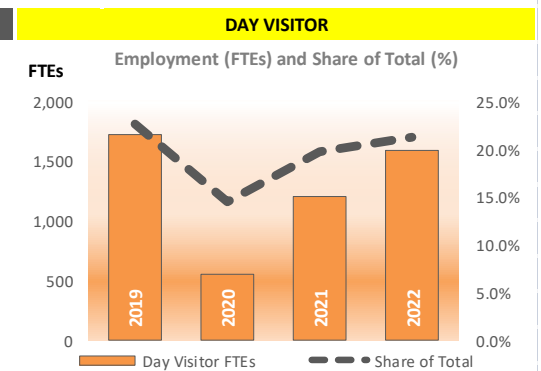
EMPLOYMENT					STAYING VISITOR					
SHARE OF MARKET		2019	2020	2021	2022					
Staying Visitor	FTEs	5,864	3,246	4,883	5,897					
Total Employment	FTEs	7,582	3,798	6,085	7,489					
Share of Total	%	77.3%	85.5%	80.2%	78.7%					
Annual Change in Share	%		10.5%	-6.1%	-1.9%					
Change in Share from 2019	%		10.5%	3.8%	1.8%					
Avg Ann. Change in Share	%		10.5%	1.9%	0.6%					



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL													2019 to 2022		DAY VISITOR		DIRECT EMPLOYMENT			
HEREFORDSHIRE COUNTY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2022		-5.5%	-5.3%	-4.2%	-8.9%	-7.4%	-8.3%	-8.2%	-7.6%	-8.5%	-8.6%	-6.0%	-4.7%	-7.3%	Annual Change	-4.9%	-8.2%	-8.1%	-6.6%	
% Change 2021 to 2022					165.4%	14.9%	-3.9%	-3.7%	-3.1%	-4.1%	0.4%	3.2%	4.6%	32.6%			29.6%	-3.6%	2.5%	
Average Annual Change		-1.8%	-1.8%	-1.4%	-3.0%	-2.5%	-2.8%	-2.7%	-2.5%	-2.8%	-2.9%	-2.0%	-1.6%	-2.4%			-1.6%	-2.7%	-2.7%	-2.2%
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	-67.9%	1,050		1,035	121	
2021	FTEs	-	-	-	685	1,527	2,105	2,891	2,580	1,759	1,019	1,179	677	1,202	117.9%		1,439	2,410	958	
2022	FTEs	737	1,231	1,633	1,819	1,754	2,023	2,783	2,499	1,688	1,023	1,217	708	1,593	32.6%	1,201	1,865	2,323	982	

EMPLOYMENT					
SHARE OF MARKET	2019	2020	2021	2022	
Day Visitor	FTEs	1,718	551	1,202	1,593
Total Employment	FTEs	7,582	3,798	6,085	7,489
Share of Total	%	22.7%	14.5%	19.8%	21.3%
Annual Change in Share	%		-35.9%	36.0%	7.7%
Change in Share from 2019	%		-35.9%	-12.9%	-6.2%
Avg Ann. Change in Share	%		-35.9%	-6.4%	-2.1%



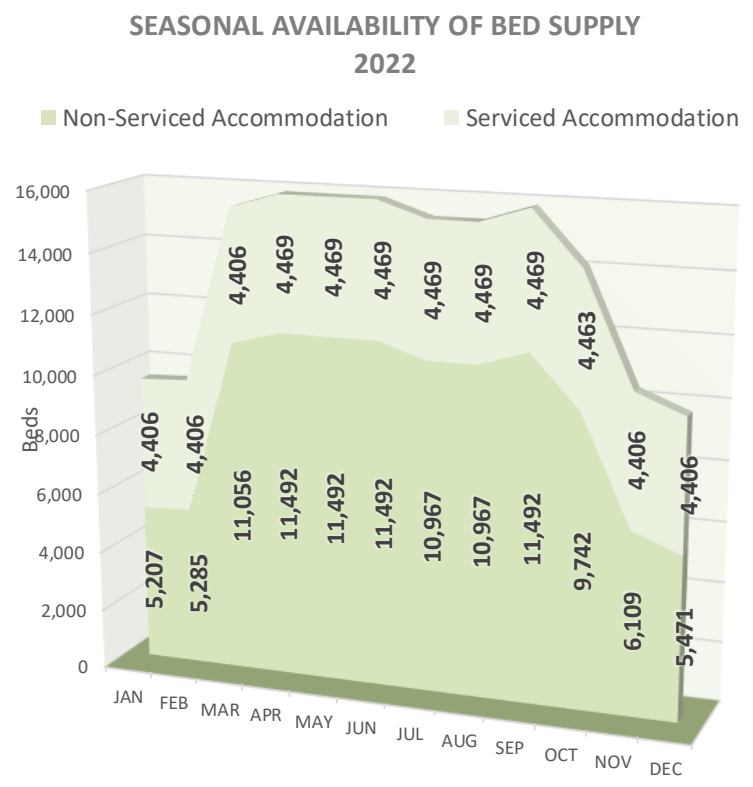
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	267	4,469	0	0	0	0
+50 room hotels	6	1,013	0	0	0	0
11-50 room hotels	43	1,709	0	0	0	0
<10 room hotels/others	218	1,747	0	0	0	0

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	295	11,492	0	0	0	0
Self catering	231	2,420	0	0	0	0
Static caravans/chalets	14	316	0	0	0	0
Touring caravans/camping	50	5,604	0	0	0	0
Not-for-hire statics	0	3,152	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	562	15,961	0	0	0	0
Serviced Accommodation Share of Total	48%	28%				
Non-Serviced Accommodation Share of Total	52%	72%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	9,613	9,691	15,462	15,961	15,961	15,961	15,436	15,436	15,961	14,205	10,515	9,877
Serviced Accommodation	4,406	4,406	4,406	4,469	4,469	4,469	4,469	4,469	4,469	4,463	4,406	4,406
Non-Serviced Accommodation	5,207	5,285	11,056	11,492	11,492	11,492	10,967	10,967	11,492	9,742	6,109	5,471



## Report Sections With Historic Financial Data Indexed to 2022 Prices

**Sections:**

*Comparative Headlines*  
*Key Measures*  
*Economic Impact*  
*Sectoral Analysis*

**Visitor Types:**

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

**Indexation:**

*Indexation to: 2022*

<b>2019</b>	<i>1.12</i>
<b>2020</b>	<i>1.09</i>
<b>2021</b>	<i>1.08</i>
<b>2022</b>	<i>1.00</i>

**STEAM REPORT FOR 2019-2022 - FINAL**  
**HEREFORDSHIRE COUNTY**

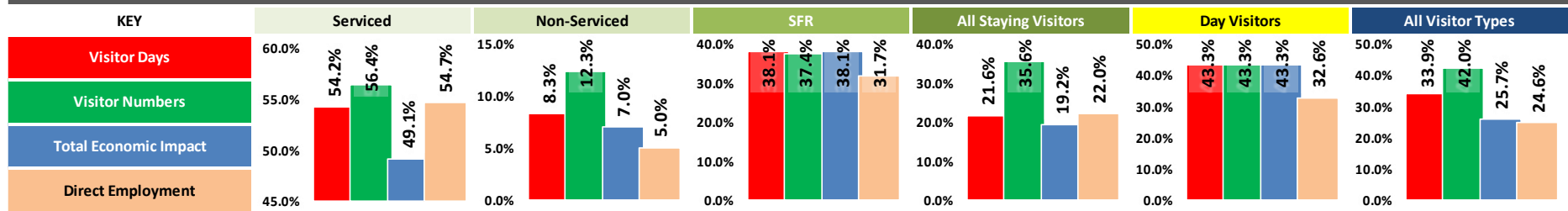
**Comparing 2022 and 2021**  
2021 in 2022 prices (1.078)

**COMPARATIVE HEADLINES**

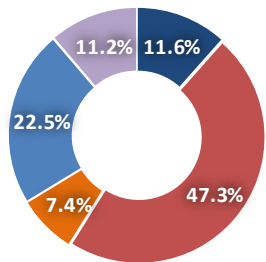
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022**

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
<b>Visitor Days</b>	M	0.621	0.402	54.2%	1.736	1.603	8.3%	0.689	0.499	38.1%	3.046	2.505	21.6%	4.679	3.265	43.3%	7.725	5.770	33.9%		
<b>Visitor Numbers</b>	M	0.351	0.224	56.4%	0.244	0.218	12.3%	0.290	0.211	37.4%	0.885	0.653	35.6%	4.679	3.265	43.3%	5.564	3.917	42.0%		
<b>Direct Expenditure</b>	£M																476.46	377.57	26.2%		
<b>Economic Impact</b>	£M	121.59	81.52	49.1%	271.51	253.71	7.0%	48.74	35.31	38.1%	441.84	370.54	19.2%	195.61	136.49	43.3%	637.45	507.03	25.7%		
<b>Direct Employment</b>	FTEs	1,697	1,097	54.7%	2,377	2,264	5.0%	387	294	31.7%	4,461	3,655	22.0%	1,593	1,202	32.6%	6,054	4,857	24.6%		
<b>Total Employment</b>	FTEs																7,489	6,085	23.1%		

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - INDEXED TO 2022**



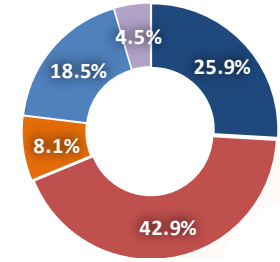
**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022**



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

Sectors	2022	2021	+/- %
Accommodation	55.12	44.26	24.5%
Food & Drink	225.50	176.68	27.6%
Recreation	35.30	30.30	16.5%
Shopping	107.01	85.00	25.9%
Transport	53.54	41.34	29.5%
<b>TOTAL DIRECT</b>	<b>476.46</b>	<b>377.57</b>	<b>26.2%</b>
Indirect	160.98	129.46	24.3%
<b>TOTAL</b>	<b>637.45</b>	<b>507.03</b>	<b>25.7%</b>

**Sectoral Distribution of Employment - FTEs**



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

Sectors	2022	2021	+/- %
Accommodation	1,569	1,070	46.7%
Food & Drink	2,594	2,162	20.0%
Recreation	493	450	9.5%
Shopping	1,122	948	18.3%
Transport	275	226	21.7%
<b>TOTAL DIRECT</b>	<b>6,054</b>	<b>4,857</b>	<b>24.6%</b>
Indirect	1,436	1,228	16.9%
<b>TOTAL</b>	<b>7,489</b>	<b>6,085</b>	<b>23.1%</b>

**Direct Expenditure Categories**

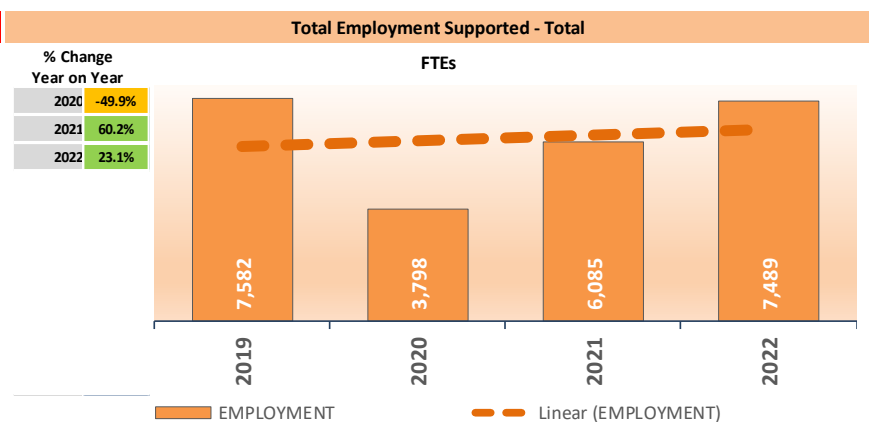
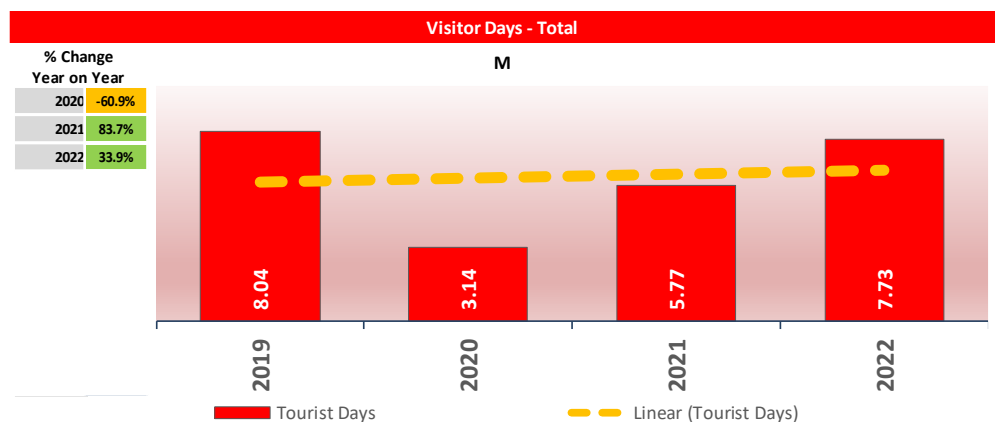
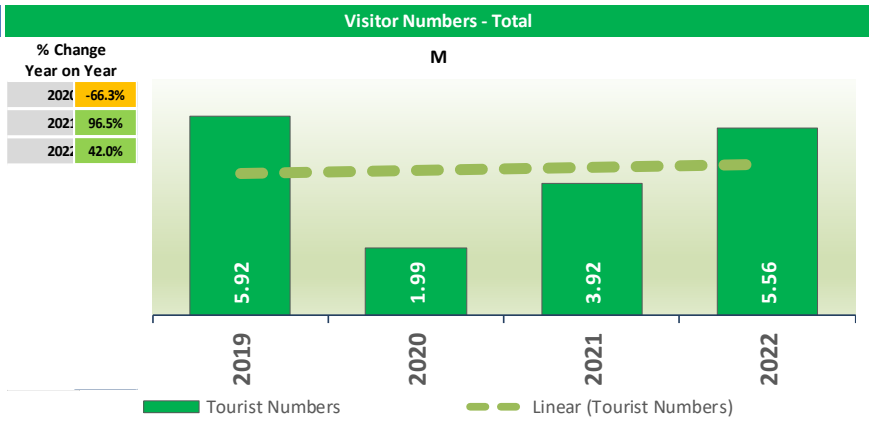
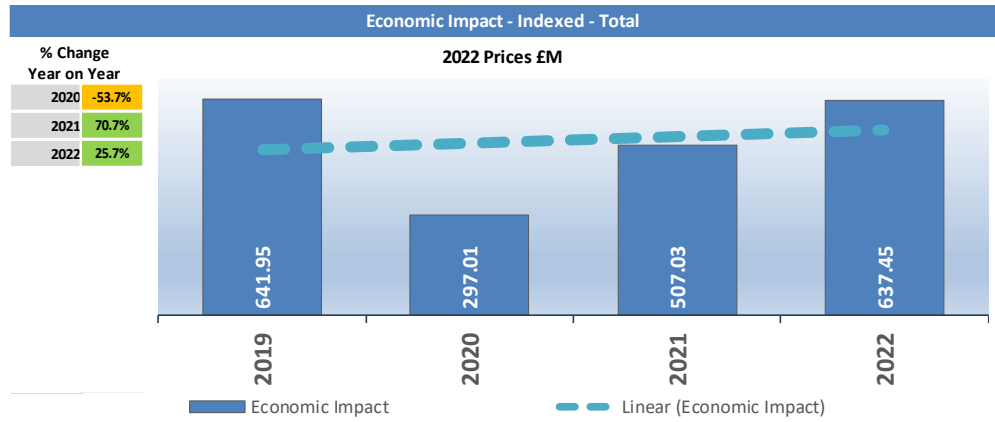
**Direct Employment Categories**

**STEAM REPORT FOR 2019-2022 - FINAL**  
**HEREFORDSHIRE COUNTY**

2019 to 2022  
2022 Prices

**TOTAL**

**KEY MEASURES Indexed**



% Change from 2019	2019	2020	2021	2022
Economic Impact - Indexed		-53.7%	-21.0%	-0.7%
Visitor Numbers		-66.3%	-33.8%	-6.0%
Visitor Days		-60.9%	-28.2%	-3.9%
Total Employment		-49.9%	-19.8%	-1.2%

"Linear" = Linear Trendline

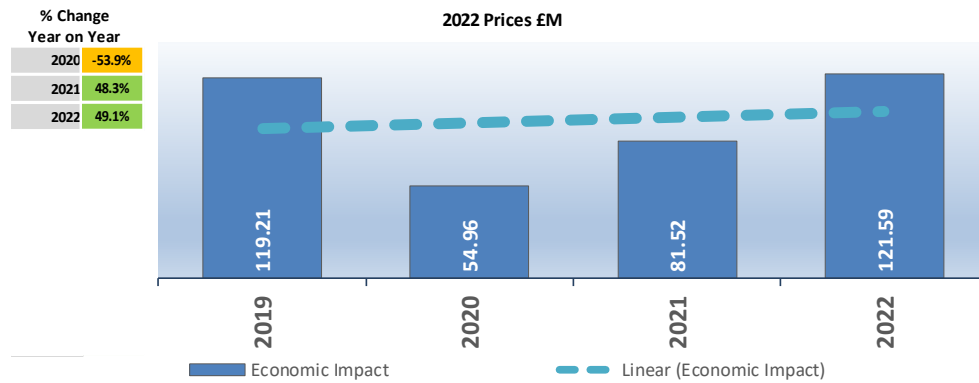
STEAM REPORT FOR 2019-2022 - FINAL  
HEREFORDSHIRE COUNTY

2019 to 2022  
2022 Prices

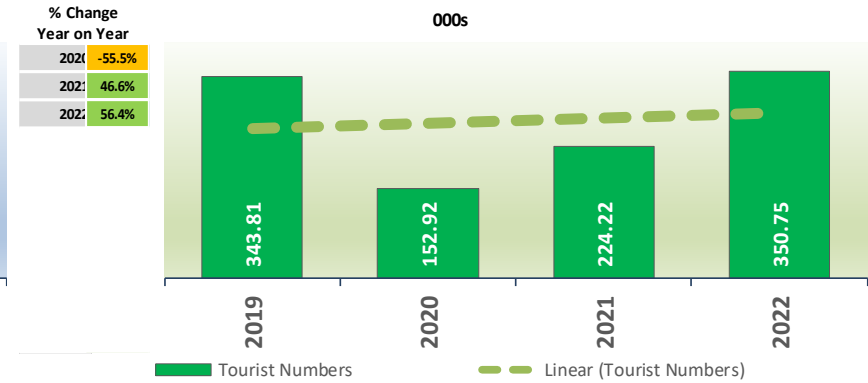
SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

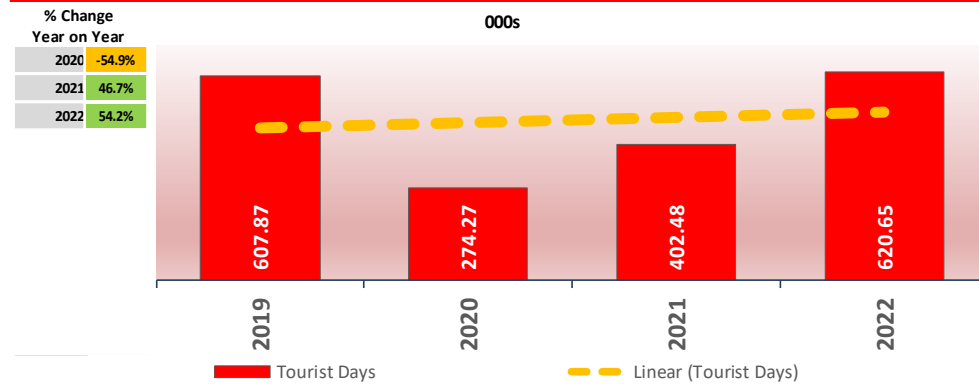
Economic Impact - Indexed - Serviced Accommodation



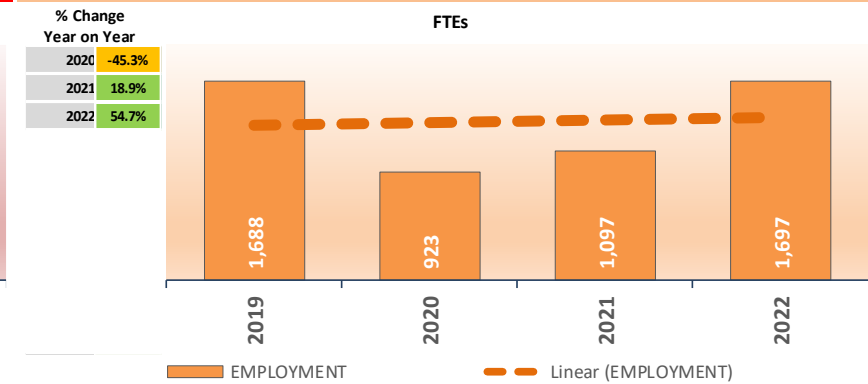
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2019	2019	2020	2021	2022
Economic Impact - Indexed		-53.9%	-31.6%	2.0%
Visitor Numbers		-55.5%	-34.8%	2.0%
Visitor Days		-54.9%	-33.8%	2.1%
Direct Employment		-45.3%	-35.0%	0.5%

"Linear" = Linear Trendline



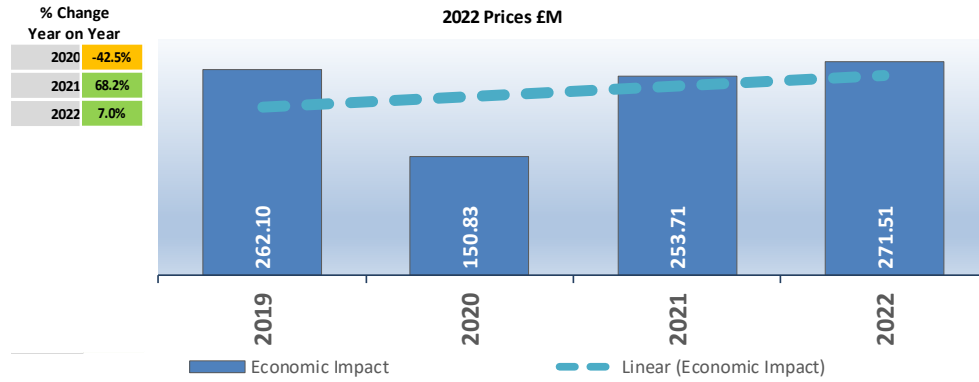
**STEAM REPORT FOR 2019-2022 - FINAL**  
**HEREFORDSHIRE COUNTY**

2019 to 2022  
2022 Prices

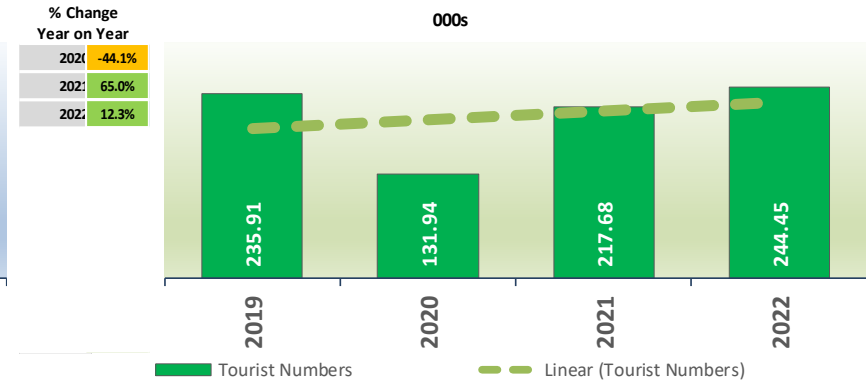
**NON-SERVICED  
ACCOMMODATION**

**KEY MEASURES**  
Indexed

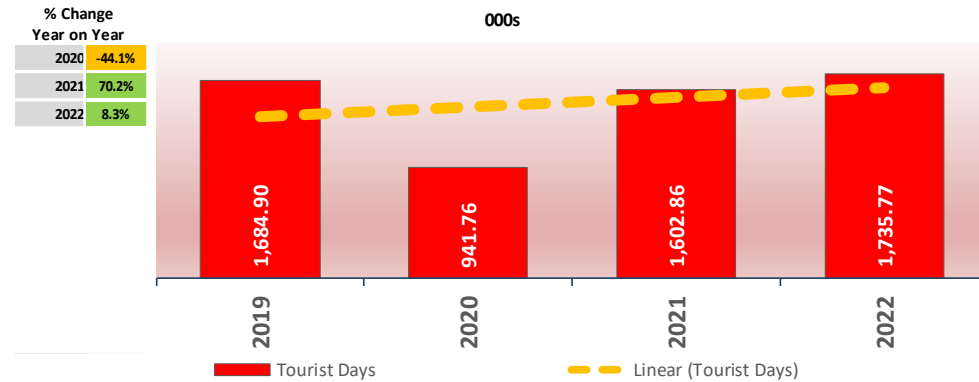
**Economic Impact - Indexed - Non-Serviced Accommodation**



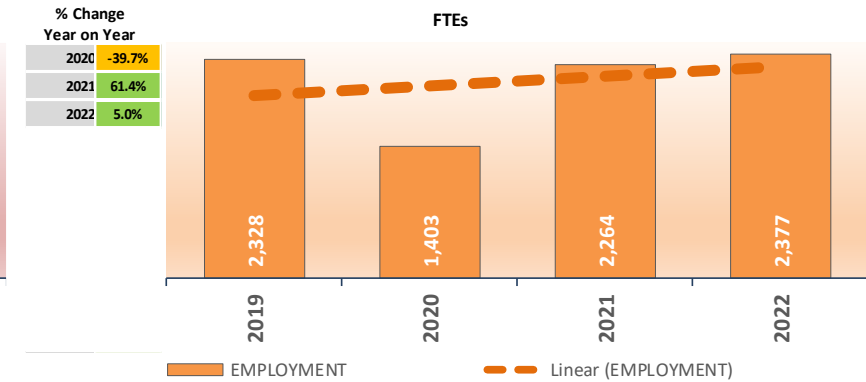
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



% Change from 2019	2019	2020	2021	2022
Economic Impact - Indexed		-42.5%	-3.2%	3.6%
Visitor Numbers		-44.1%	-7.7%	3.6%
Visitor Days		-44.1%	-4.9%	3.0%
Direct Employment		-39.7%	-2.7%	2.1%

"Linear" = Linear Trendline

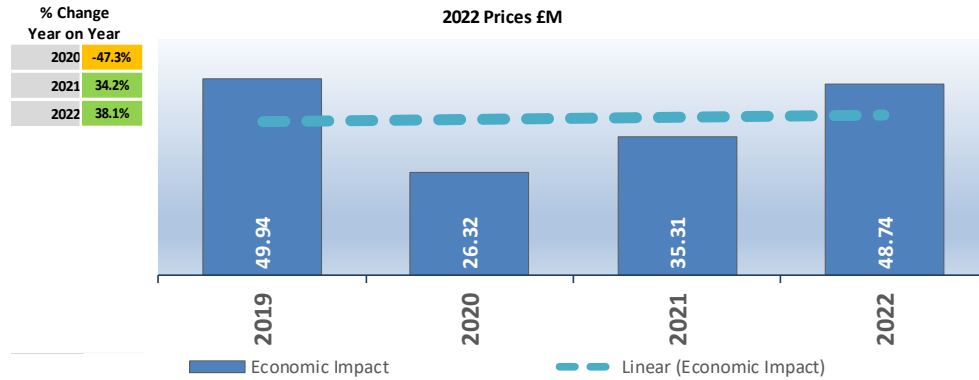
STEAM REPORT FOR 2019-2022 - FINAL  
HEREFORDSHIRE COUNTY

2019 to 2022  
2022 Prices

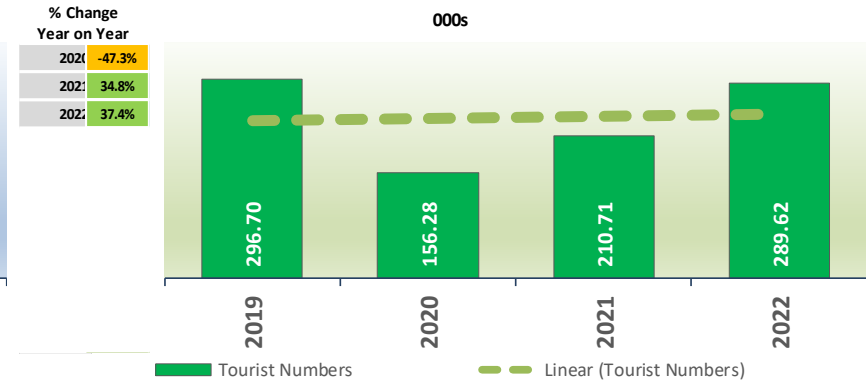
SFR

KEY MEASURES  
Indexed

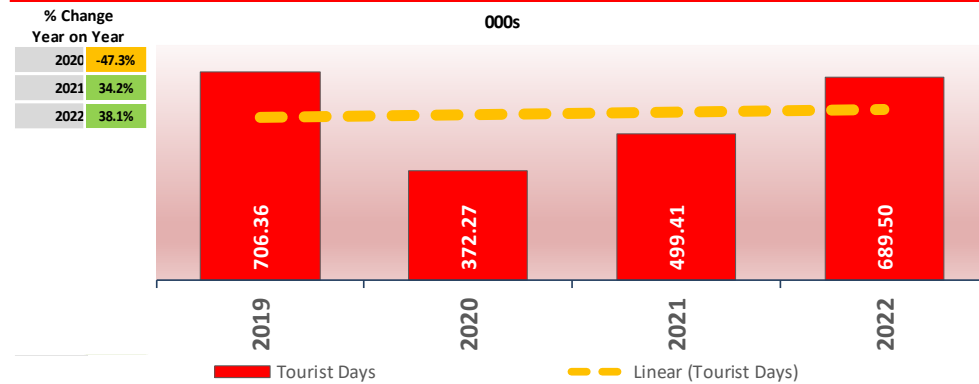
Economic Impact - Indexed - SFR



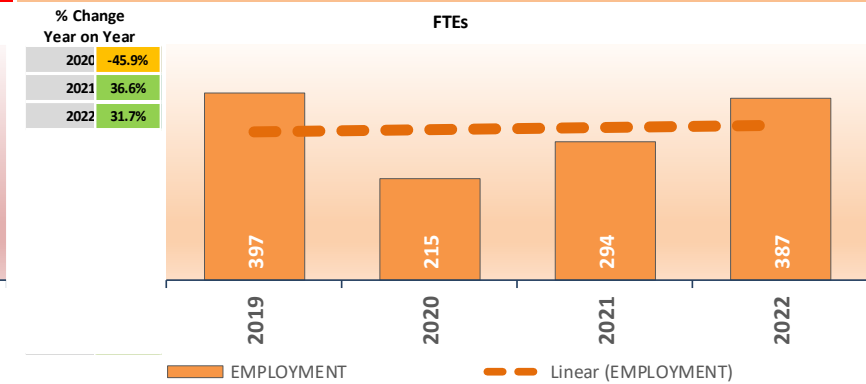
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2019	2019	2020	2021	2022
Economic Impact - Indexed		-47.3%	-29.3%	-2.4%
Visitor Numbers		-47.3%	-29.0%	-2.4%
Visitor Days		-47.3%	-29.3%	-2.4%
Direct Employment		-45.9%	-26.1%	-2.7%

"Linear" = Linear Trendline

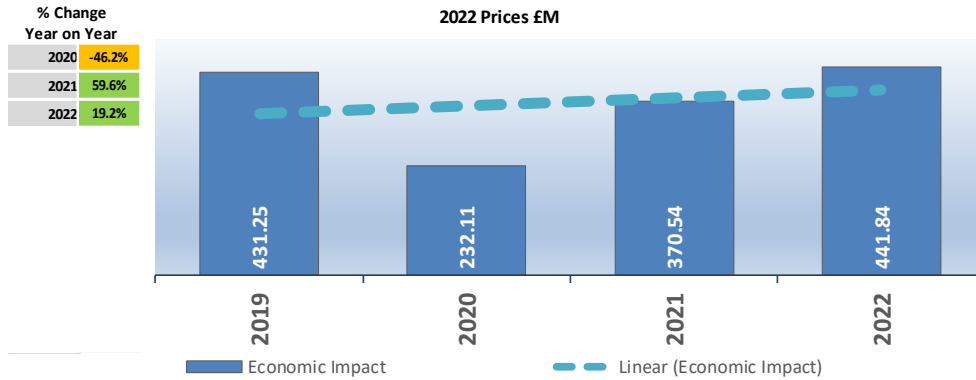
**STEAM REPORT FOR 2019-2022 - FINAL**  
**HEREFORDSHIRE COUNTY**

2019 to 2022  
2022 Prices

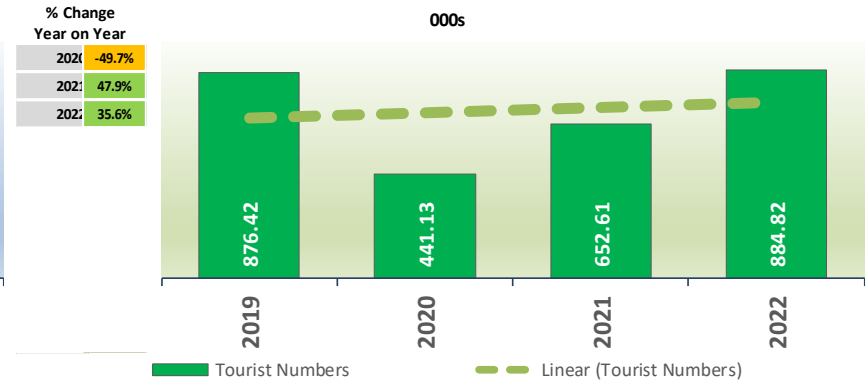
STAYING VISITOR

KEY MEASURES  
Indexed

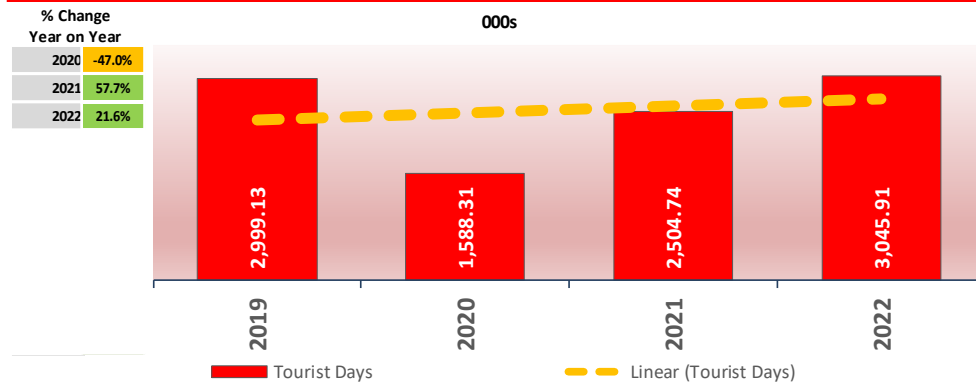
**Economic Impact - Indexed - Staying Visitor**



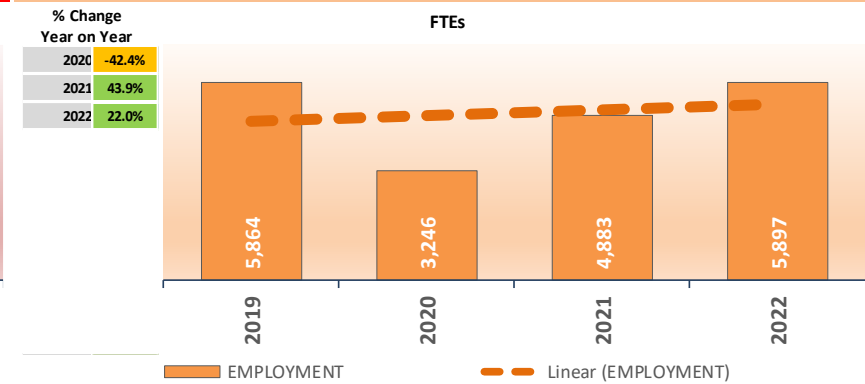
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2019	2019	2020	2021	2022
Economic Impact - Indexed		-46.2%	-14.1%	2.5%
Visitor Numbers		-49.7%	-25.5%	1.0%
Visitor Days		-47.0%	-16.5%	1.6%
Direct Employment		-44.6%	-16.7%	0.6%

"Linear" = Linear Trendline

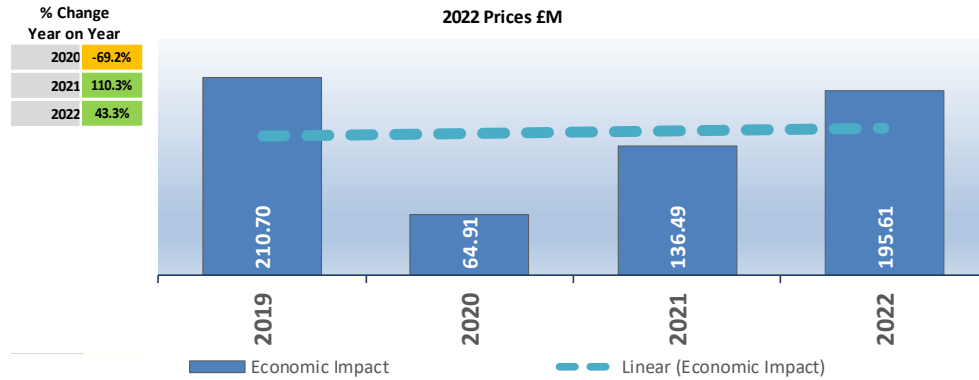
STEAM REPORT FOR 2019-2022 - FINAL  
HEREFORDSHIRE COUNTY

2019 to 2022  
2022 Prices

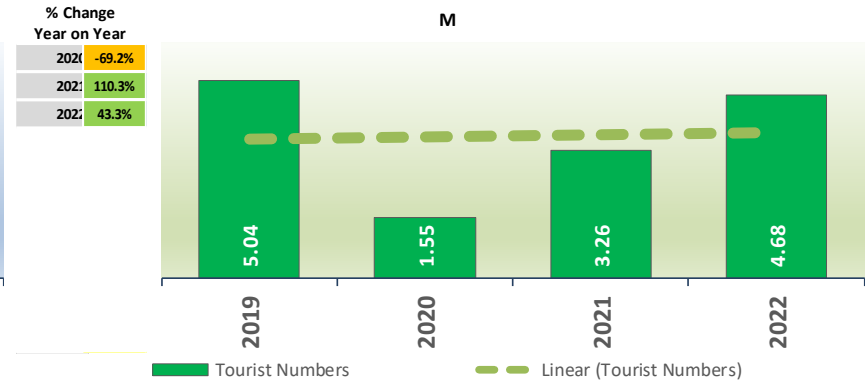
DAY VISITOR

KEY MEASURES  
Indexed

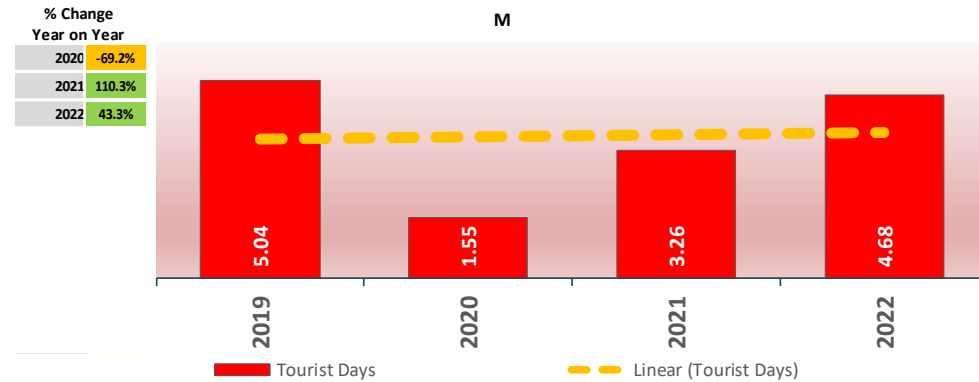
Economic Impact - Indexed - Day Visitor



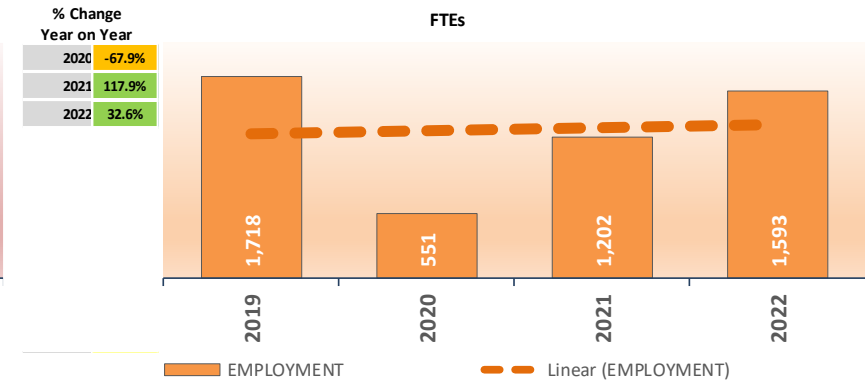
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



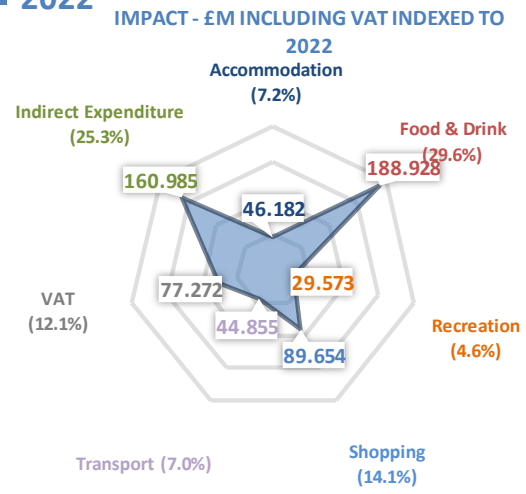
% Change from 2019	2019	2020	2021	2022
Economic Impact - Indexed		-69.2%	-35.2%	-7.2%
Visitor Numbers		-69.2%	-35.2%	-7.2%
Visitor Days		-69.2%	-35.2%	-7.2%
Direct Employment		-67.9%	-30.1%	-7.3%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022

SECTOR / YEAR		2019	2020	2021	2022
Accommodation	£M	44.63	25.90	39.20	46.18
Food & Drink	£M	192.88	84.30	156.50	188.93
Recreation	£M	29.05	15.79	26.84	29.57
Shopping	£M	88.44	45.51	75.29	89.65
Transport	£M	44.97	21.40	36.62	44.86
Direct Revenue	£M	399.96	192.90	334.45	399.19
VAT	£M	79.99	28.48	43.12	77.27
Direct Expenditure	£M	479.96	221.37	377.57	476.46
Indirect Expenditure	£M	161.99	75.64	129.46	160.98
TOTAL	£M	641.95	297.01	507.03	637.45

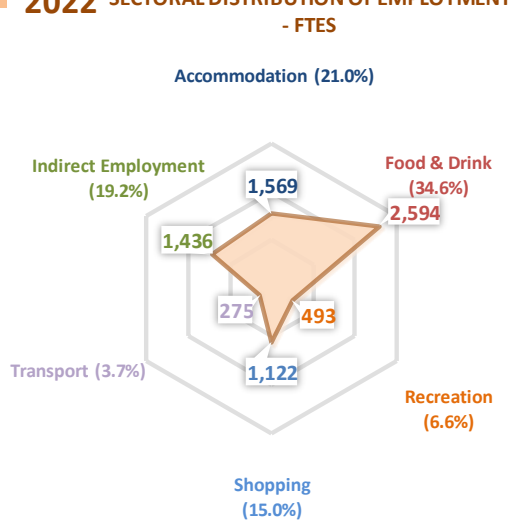
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2019	2020	2021	2022
Accommodation	FTEs	1,573	957	1,070	1,569
Food & Drink	FTEs	2,674	1,165	2,162	2,594
Recreation	FTEs	489	265	450	493
Shopping	FTEs	1,118	573	948	1,122
Transport	FTEs	279	132	226	275
Direct Employment	FTEs	6,131	3,092	4,857	6,054
Indirect Employment	FTEs	1,451	706	1,228	1,436
TOTAL	FTEs	7,582	3,798	6,085	7,489

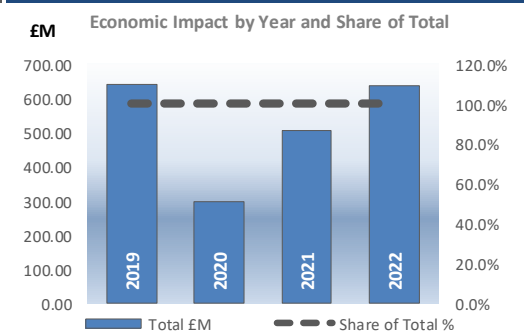
2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 2022 Prices		TOTAL		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		TOTAL																					
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2019 to 2022		-1.2%	0.9%	-0.7%	0.5%	-1.6%	0.0%	-0.7%	-2.6%	0.3%	-1.0%	-1.7%	1.6%	-0.7%					-0.4%	-0.4%	-1.2%	-0.5%	
% Change 2021 to 2022					152.2%	29.7%	-0.8%	-3.9%	-5.6%	-8.1%	-12.3%	6.8%	15.4%	25.7%	Annual Change				37.4%	-5.7%	-1.3%		
Average Annual Change		-0.4%	0.3%	-0.2%	0.2%	-0.5%	0.0%	-0.2%	-0.9%	0.1%	-0.3%	-0.6%	0.5%	-0.2%					-0.1%	-0.1%	-0.4%	-0.2%	
2019	£M	25.67	28.41	41.74	62.66	61.34	65.21	86.52	92.20	70.12	50.87	29.32	27.89	641.95					95.82	189.22	248.84	108.08	
2020	£M	24.95	29.74	30.43				31.73	78.06	62.55	31.21	0.550	7.795	297.01	-53.7%					85.12		172.33	39.56
2021	£M				24.97	46.52	65.75	89.33	95.07	76.46	57.38	27.00	24.56	507.03	70.7%						137.24	260.85	108.94
2022	£M	25.35	28.67	41.44	62.96	60.36	65.19	85.88	89.79	70.30	50.35	28.83	28.34	637.45	25.7%					95.46	188.51	245.97	107.51

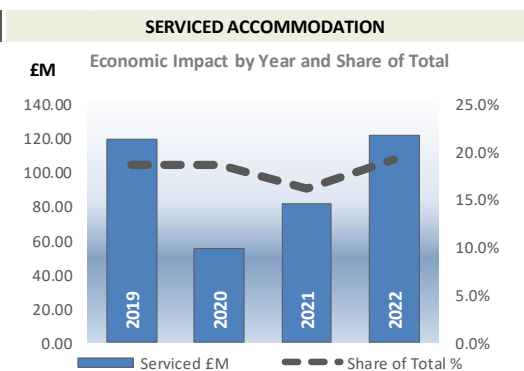
ECONOMIC IMPACT - INDEXED TO 2022					TOTAL				
SHARE OF MARKET		2019	2020	2021	2022				
Total	£M	641.95	297.01	507.03	637.45				
All Visitor Types	£M	641.95	297.01	507.03	637.45				
Share of Total	%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%								
Change in Share from 2019	%								
Avg Ann. Change in Share	%								



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 2022 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 2022 / 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 2019 to 2022		5.0%	9.8%	1.6%	7.2%	1.0%	2.1%	1.1%	-2.1%	1.7%	-1.4%	1.5%	4.7%	2.0%		5.0%	3.4%	0.3%	0.9%	
% Change 2021 to 2022						177.7%	1.7%	0.6%	-5.5%	-3.8%	0.1%	5.8%	109.9%	49.1%			112.3%	-2.9%	17.6%	
Average Annual Change		1.7%	3.3%	0.5%	2.4%	0.3%	0.7%	0.4%	-0.7%	0.6%	-0.5%	0.5%	1.6%	0.7%		1.7%	1.1%	0.1%	0.3%	
2019	£M	4.892	5.966	8.507	10.14	9.839	11.90	14.95	14.14	14.94	11.85	6.134	5.949	119.21		19.37	31.88	44.04	23.93	
2020	£M	4.982	6.197	4.370				5.034	11.32	12.65	8.867	0.097	1.439	54.96	-53.9%	15.55		29.01	10.40	
2021	£M					3.580	11.95	15.03	14.64	15.80	11.68	5.882	2.967	81.52	48.3%		15.53	45.46	20.53	
2022	£M	5.136	6.548	8.641	10.87	9.941	12.15	15.12	13.84	15.19	11.69	6.225	6.228	121.59	49.1%	20.33	32.97	44.15	24.14	

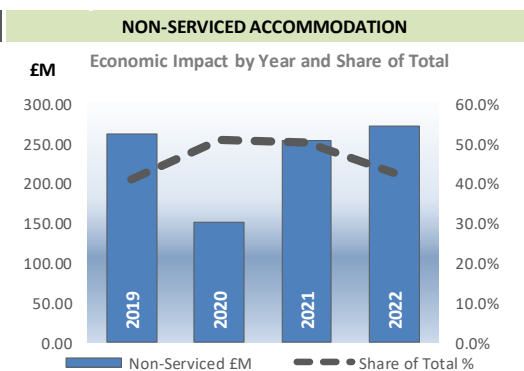
ECONOMIC IMPACT - INDEXED TO 2022					
SHARE OF MARKET		2019	2020	2021	2022
Serviced	£M	119.21	54.96	81.52	121.59
All Visitor Types	£M	641.95	297.01	507.03	637.45
Share of Total	%	18.6%	18.5%	16.1%	19.1%
Annual Change in Share	%		-0.4%	-13.1%	18.6%
Change in Share from 2019	%		-0.4%	-13.4%	2.7%
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%



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STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2019 to 2022		5.2%	12.4%	7.0%	5.2%	0.9%	5.4%	4.5%	-0.3%	4.3%	2.3%	1.8%	7.5%	3.6%	Annual Change	8.0%	3.8%	2.5%	3.3%
% Change 2021 to 2022					73.5%	11.1%	-5.3%	-10.4%	-10.6%	-14.5%	-21.6%	6.6%	-7.6%	7.0%			17.7%	-11.8%	-14.6%
Average Annual Change		1.7%	4.1%	2.3%	1.7%	0.3%	1.8%	1.5%	-0.1%	1.4%	0.8%	0.6%	2.5%	1.2%		2.7%	1.3%	0.8%	1.1%
2019	£M	5.860	6.828	13.15	25.79	28.08	27.62	35.49	45.02	33.55	24.82	7.801	8.087	262.10		25.84	81.49	114.06	40.71
2020	£M	5.277	7.742	12.91				21.67	46.17	35.62	17.74	0.251	3.450	150.83	-42.5%	25.93		103.46	21.44
2021	£M				15.64	25.51	30.74	41.40	50.25	40.93	32.39	7.452	9.404	253.71	68.2%		71.89	132.57	49.25
2022	£M	6.162	7.676	14.08	27.14	28.35	29.11	37.08	44.90	34.99	25.40	7.943	8.693	271.51	7.0%	27.91	84.59	116.97	42.04

ECONOMIC IMPACT - INDEXED TO 2022					
SHARE OF MARKET		2019	2020	2021	2022
Non-Serviced	£M	262.10	150.83	253.71	271.51
All Visitor Types	£M	641.95	297.01	507.03	637.45
Share of Total	%	40.8%	50.8%	50.0%	42.6%
Annual Change in Share	%		24.4%	-1.5%	-14.9%
Change in Share from 2019	%		24.4%	22.6%	4.3%
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%

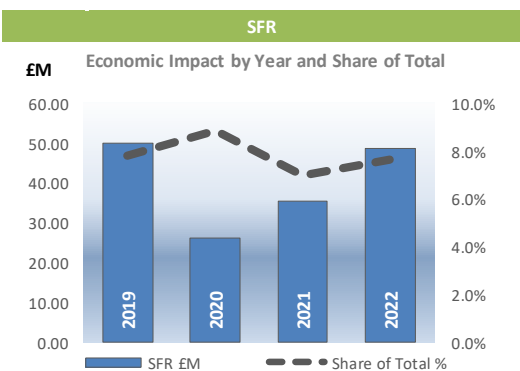


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STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 2022 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2019 to 2022		-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%	-2.4%
% Change 2021 to 2022					113.1%	27.6%	-7.8%	-14.2%	-12.1%	-16.4%	-18.1%	0.6%	10.2%	38.1%	Annual Change	41.6%	-13.8%	-0.2%	
Average Annual Change		-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%
2019	£M	6.945	2.334	2.655	6.334	4.075	3.139	5.093	5.392	2.777	2.774	2.162	6.260	49.94		11.93	13.55	13.26	11.20
2020	£M	6.717	2.524	2.115				2.643	5.241	2.767	1.979	0.055	2.277	26.32	-47.3%	11.36		10.65	4.312
2021	£M				2.901	3.116	3.324	5.791	5.985	3.241	3.308	2.097	5.544	35.31	34.2%		9.341	15.02	10.95
2022	£M	6.779	2.278	2.591	6.182	3.977	3.064	4.971	5.263	2.711	2.708	2.110	6.110	48.74	38.1%	11.65	13.22	12.94	10.93

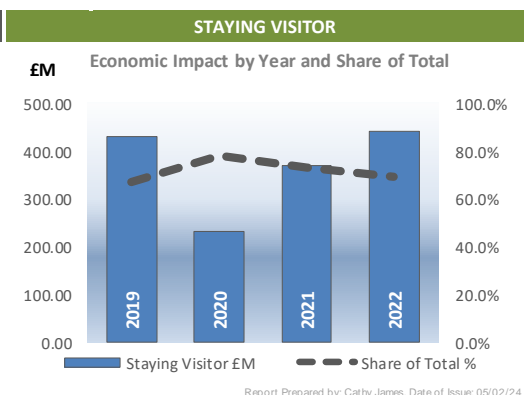
ECONOMIC IMPACT - INDEXED TO 2022					
SHARE OF MARKET		2019	2020	2021	2022
SFR	£M	49.94	26.32	35.31	48.74
All Visitor Types	£M	641.95	297.01	507.03	637.45
Share of Total	%	7.8%	8.9%	7.0%	7.6%
Annual Change in Share	%		13.9%	-21.4%	9.8%
Change in Share from 2019	%		13.9%	-10.5%	-1.7%
Avg Ann. Change in Share	%		13.9%	-5.2%	-0.6%



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STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2019 to 2022		2.1%	9.1%	4.1%	4.6%	0.6%	3.9%	2.9%	-0.8%	3.2%	0.9%	1.1%	3.6%	2.5%	Annual Change	4.8%	3.0%	1.6%	1.7%	
% Change 2021 to 2022					138.4%	31.2%	-3.7%	-8.1%	-9.7%	-11.8%	-16.0%	5.5%	17.4%	19.2%			35.2%	-9.8%	-4.5%	
Average Annual Change		0.7%	3.0%	1.4%	1.5%	0.2%	1.3%	1.0%	-0.3%	1.1%	0.3%	0.4%	1.2%	0.8%			1.6%	1.0%	0.5%	0.6%
2019	£M	17.70	15.13	24.31	42.26	42.00	42.66	55.54	64.55	51.27	39.44	16.10	20.30	431.25		57.14	126.92	171.36	75.84	
2020	£M	16.98	16.46	19.39				29.34	62.73	51.04	28.58	0.403	7.166	232.11	-46.2%	52.83		143.12	36.15	
2021	£M				18.54	32.21	46.01	62.22	70.87	59.96	47.38	15.43	17.91	370.54	59.6%		96.76	193.05	80.73	
2022	£M	18.08	16.50	25.31	44.20	42.26	44.32	57.17	64.00	52.89	39.80	16.28	21.03	441.84	19.2%	59.89	130.78	174.06	77.11	

ECONOMIC IMPACT - INDEXED TO 2022					
SHARE OF MARKET		2019	2020	2021	2022
Staying Visitor	£M	431.25	232.11	370.54	441.84
All Visitor Types	£M	641.95	297.01	507.03	637.45
Share of Total	%	67.2%	78.1%	73.1%	69.3%
Annual Change in Share	%		16.3%	-6.5%	-5.2%
Change in Share from 2019	%		16.3%	8.8%	3.2%
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%



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STEAM REPORT FOR 2019-2022 - FINAL HEREFORDSHIRE COUNTY													2019 to 2022 2022 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 2022 / 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2019 to 2022		-8.7%	-8.4%	-7.4%	-8.0%	-6.5%	-7.5%	-7.3%	-6.8%	-7.6%	-7.7%	-5.1%	-3.8%	-7.2%		-8.0%	-7.3%	-7.2%	-5.7%	
% Change 2021 to 2022					192.0%	26.4%	5.8%	5.9%	6.6%	5.5%	5.5%	8.5%	10.0%	43.3%			42.6%	6.1%	7.8%	
Average Annual Change		-2.9%	-2.8%	-2.5%	-2.7%	-2.2%	-2.5%	-2.4%	-2.3%	-2.5%	-2.6%	-1.7%	-1.3%	-2.4%		-2.7%	-2.4%	-2.4%	-1.9%	
2019	£M	7.970	13.28	17.43	20.40	19.35	22.55	30.98	27.65	18.85	11.43	13.22	7.591	210.70		38.68	62.30	77.48	32.24	
2020	£M	7.970	13.28	11.04				2.383	15.32	11.50	2.628	0.147	0.629	64.91	-69.2%	32.29		29.21	3.404	
2021	£M				6.426	14.32	19.73	27.11	24.20	16.50	10.00	11.57	6.643	136.49	110.3%		40.48	67.80	28.21	
2022	£M	7.278	12.16	16.14	18.76	18.09	20.87	28.71	25.78	17.41	10.55	12.55	7.305	195.61	43.3%	35.58	57.73	71.90	30.40	

ECONOMIC IMPACT - INDEXED TO 2022					DAY VISITOR		
SHARE OF MARKET		2019	2020	2021	2022	Economic Impact by Year and Share of Total	
Day Visitor	£M	210.70	64.91	136.49	195.61		
All Visitor Types	£M	641.95	297.01	507.03	637.45		
Share of Total	%	32.8%	21.9%	26.9%	30.7%		
Annual Change in Share	%		-33.4%	23.2%	14.0%		
Change in Share from 2019	%		-33.4%	-18.0%	-6.5%		
Avg Ann. Change in Share	%		-33.4%	-9.0%	-2.2%		

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