



STEAM REPORT FOR 2019-2024 - FINAL

Final

HEREFORDSHIRE














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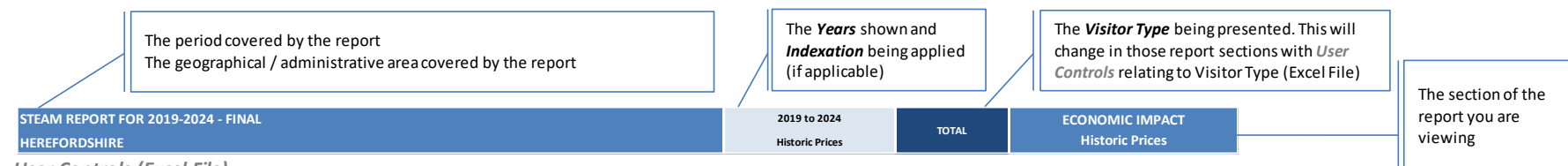
<div>REPORT SECTIONS</div> <div></div> <div>Page</div>	<div>USER GUIDE</div> <div></div> <div>3</div>	<div>COMPARATIVE HEADLINES</div> <div></div> <div>4</div>	<div>KEY MEASURES</div> <div></div> <div>5-11</div>
<div>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</div>	<div>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></div> <div></div> <div>13</div>	<div>DISTRIBUTION OF IMPACT: <i>by Month</i></div> <div></div> <div>14</div>	<div>DISTRIBUTION OF IMPACT: <i>by Sector</i></div> <div></div> <div>15</div>
<div>UNINDEXED ECONOMIC IMPACT</div> <div></div> <div>16-22</div>	<div>VISITOR NUMBERS</div> <div></div> <div>23-29</div>	<div>VISITOR DAYS</div> <div></div> <div>30-36</div>	<div>DIRECT AND TOTAL EMPLOYMENT</div> <div></div> <div>37-43</div>
<div>ACCOMMODATION SUPPLY</div> <div></div> <div>44</div>	<div>ANNEX</div>	<div>INDEXED FINANCIAL DATA</div> <div></div> <div>45-59</div>	



Report Section Design and Features

Headers

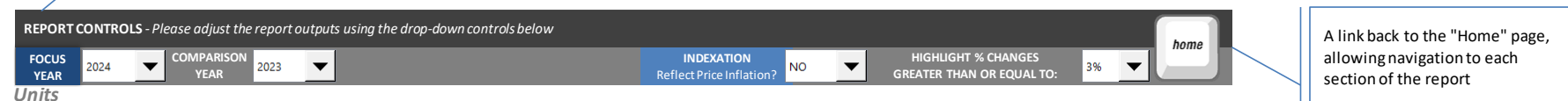
At the top of each page is a band containing key information about your report



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.

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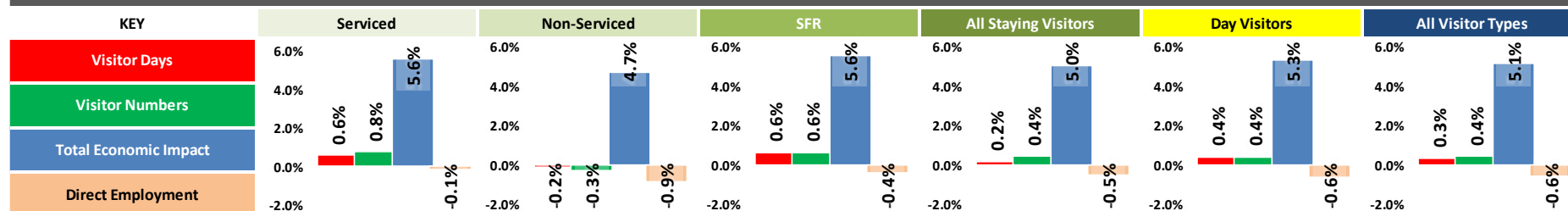
Comparing 2024 and 2023
All £'s Historic Prices

COMPARATIVE HEADLINES

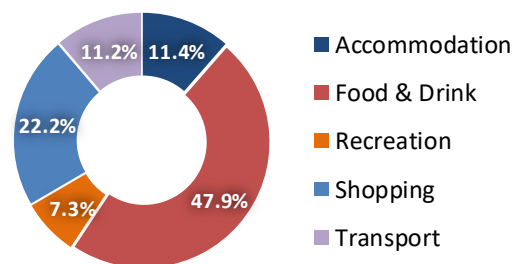
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

KEY																				
An increase of 3% or more		Staying in Paid Accommodation							Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced															
Less than 3% change		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	
A Fall of 3% or more		0.636	0.632	0.6%	1.714	1.716	-0.2%	0.698	0.694	0.6%	3.048	3.042	0.2%	5.005	4.985	0.4%	8.053	8.027	0.3%	
Visitor Days	M	0.636	0.632	0.6%	1.714	1.716	-0.2%	0.698	0.694	0.6%	3.048	3.042	0.2%	5.005	4.985	0.4%	8.053	8.027	0.3%	
Visitor Numbers	M	0.359	0.357	0.8%	0.241	0.241	-0.3%	0.293	0.291	0.6%	0.893	0.890	0.4%	5.005	4.985	0.4%	5.899	5.875	0.4%	
Direct Expenditure	£M																578.61	550.23	5.2%	
Economic Impact	£M	148.10	140.22	5.6%	317.91	303.67	4.7%	58.74	55.64	5.6%	524.74	499.53	5.0%	249.00	236.37	5.3%	773.74	735.90	5.1%	
Direct Employment	FTEs	1,744	1,747	-0.1%	2,464	2,486	-0.9%	413	415	-0.4%	4,622	4,647	-0.5%	1,797	1,808	-0.6%	6,419	6,455	-0.6%	
Total Employment	FTEs																7,965	8,014	-0.6%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES



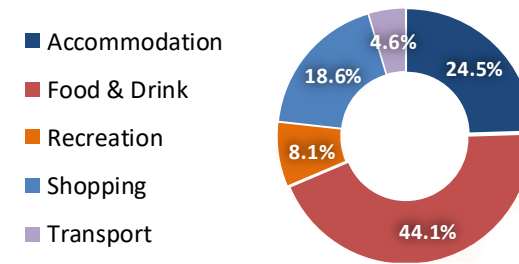
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Direct Expenditure Categories

	2024	2023	+/- %	Sectors	2024	2023	+/- %
	66.21	62.75	5.5%	Accommodation	1,573	1,569	0.3%
	276.98	263.36	5.2%	Food & Drink	2,831	2,853	-0.8%
	42.12	40.12	5.0%	Recreation	522	527	-1.0%
	128.34	122.18	5.0%	Shopping	1,196	1,207	-0.9%
	64.96	61.82	5.1%	Transport	297	299	-0.9%
	578.61	550.23	5.2%	TOTAL DIRECT	6,419	6,455	-0.6%
	195.13	185.67	5.1%	Indirect	1,546	1,559	-0.9%
	773.74	735.90	5.1%	TOTAL	7,965	8,014	-0.6%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2024

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

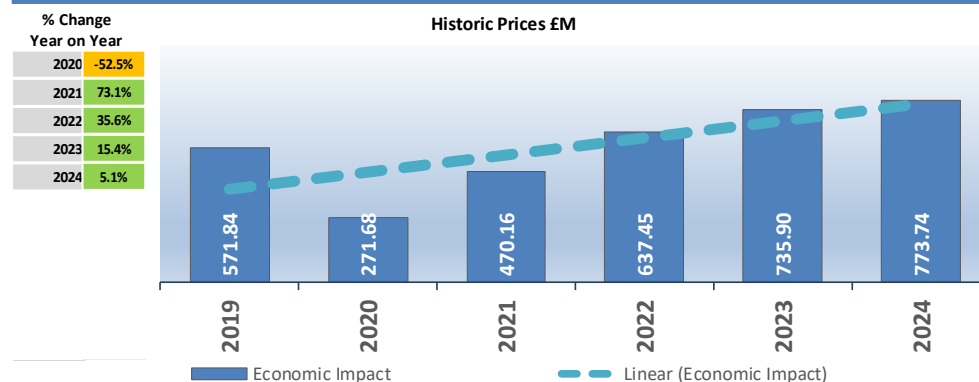
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
Historic Prices

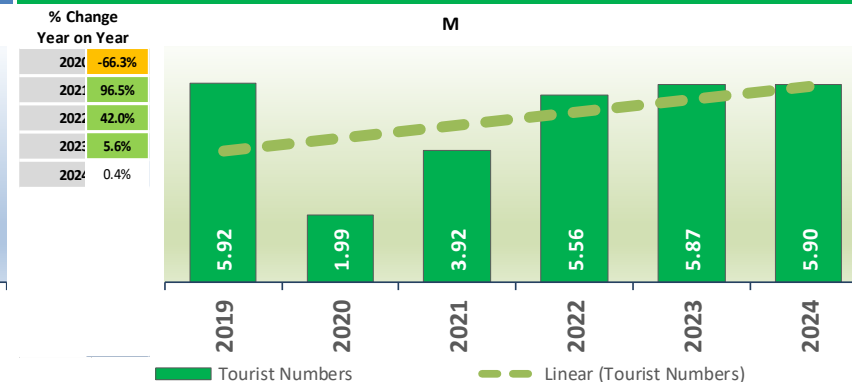
TOTAL

KEY MEASURES
Historic Prices

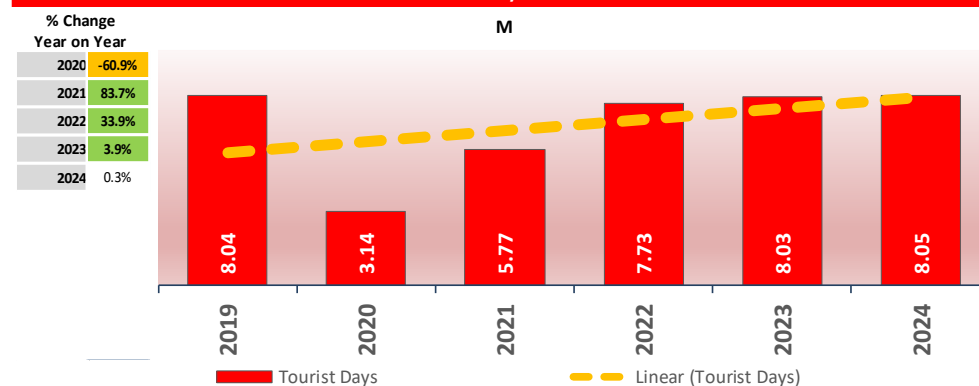
Economic Impact - Historic Prices - Total



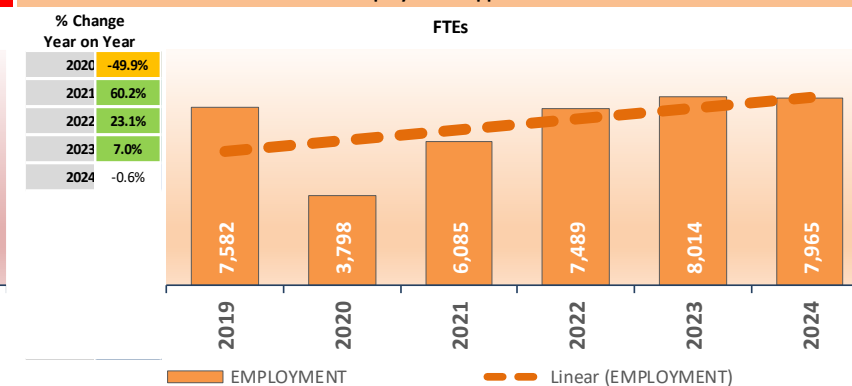
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-52.5%	-17.8%	11.5%	28.7%	35.3%
Visitor Numbers		-66.3%	-33.8%	-6.0%	-0.7%	-0.3%
Visitor Days		-60.9%	-28.2%	-3.9%	-0.1%	0.2%
Total Employment		-49.9%	-19.8%	-1.2%	5.7%	5.0%

"Linear" = Linear Trendline

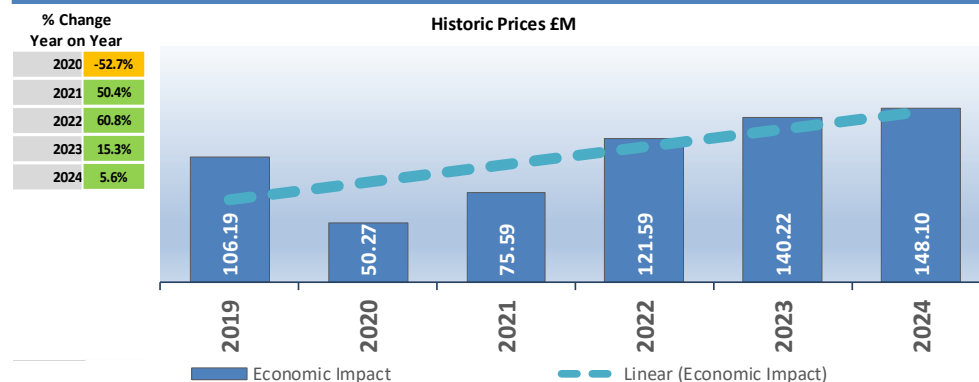
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
Historic Prices

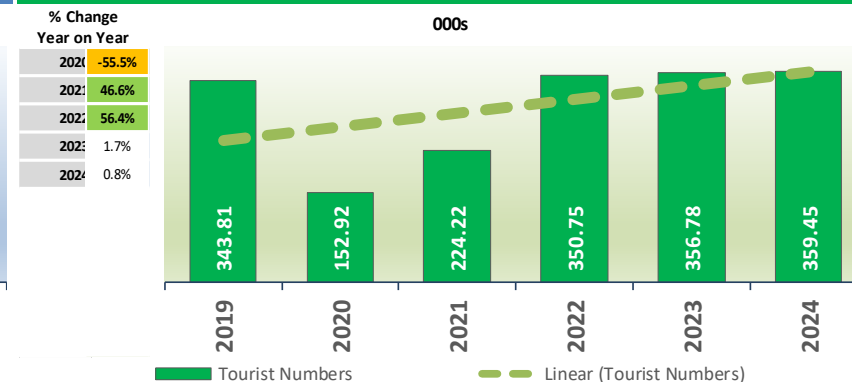
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

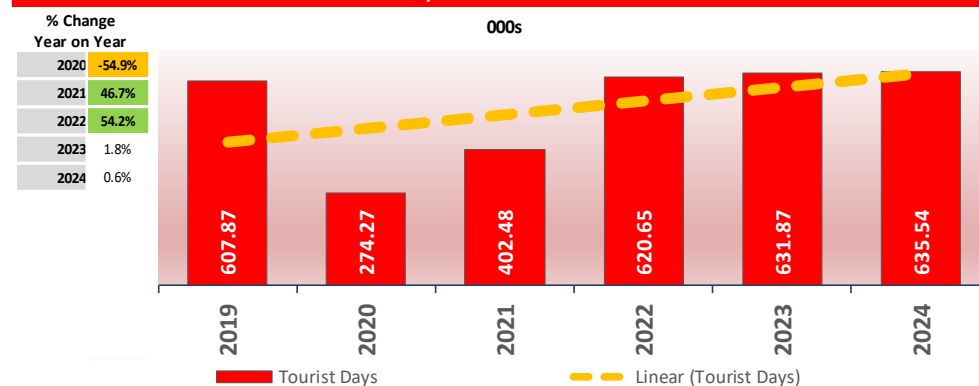
Economic Impact - Historic Prices - Serviced Accommodation



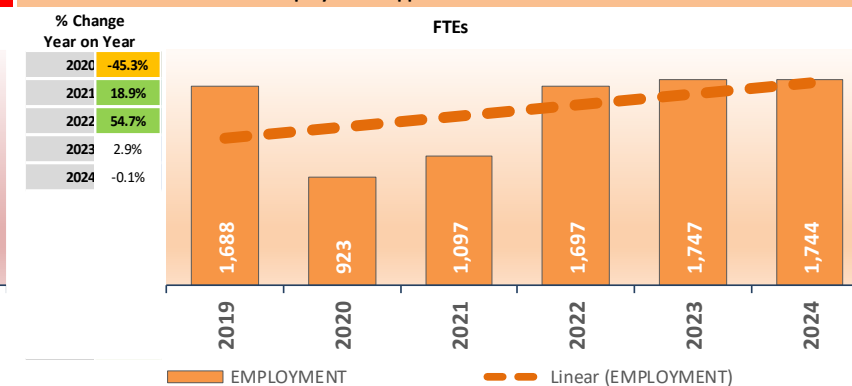
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-52.7%	-28.8%	14.5%	32.0%	39.5%
Visitor Numbers		-55.5%	-34.8%	2.0%	3.8%	4.6%
Visitor Days		-54.9%	-33.8%	2.1%	3.9%	4.6%
Direct Employment		-45.3%	-35.0%	0.5%	3.5%	3.3%

"Linear" = Linear Trendline

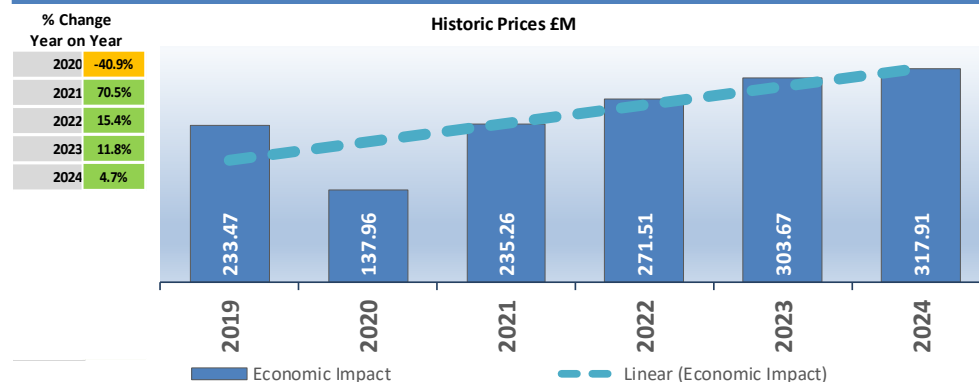
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
Historic Prices

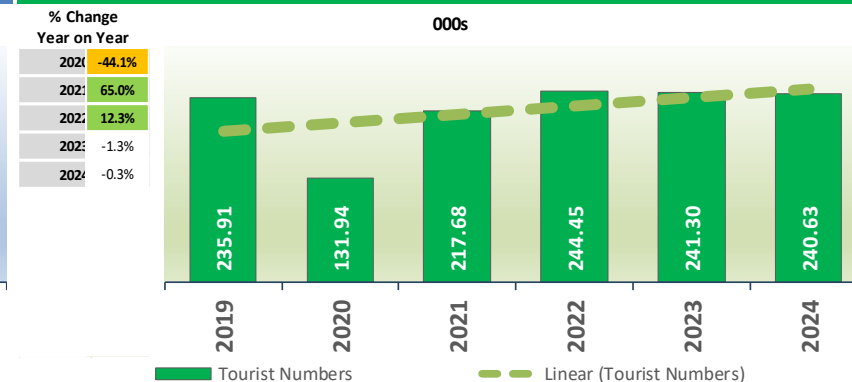
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

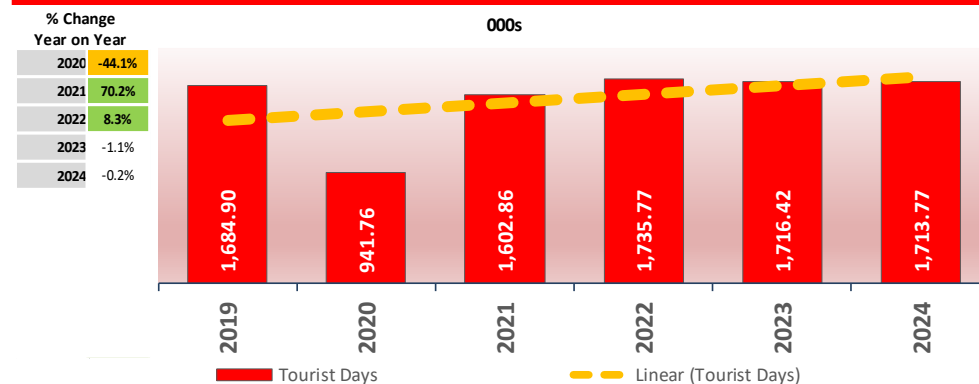
Economic Impact - Historic Prices - Non-Serviced Accommodation



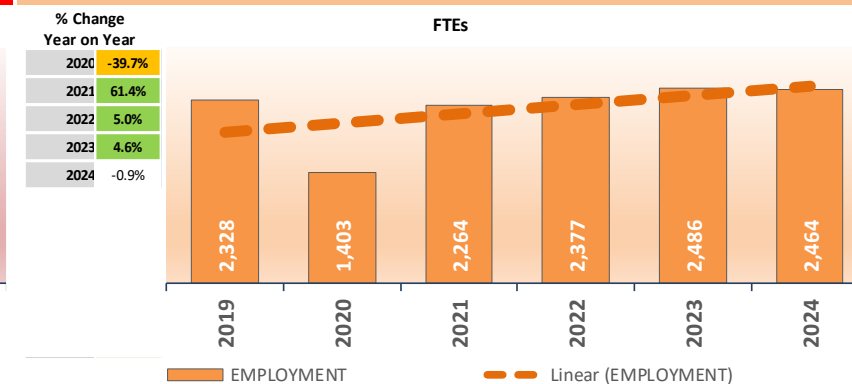
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-40.9%	0.8%	16.3%	30.1%	36.2%
Visitor Numbers		-44.1%	-7.7%	3.6%	2.3%	2.0%
Visitor Days		-44.1%	-4.9%	3.0%	1.9%	1.7%
Direct Employment		-39.7%	-2.7%	2.1%	6.8%	5.9%

"Linear" = Linear Trendline

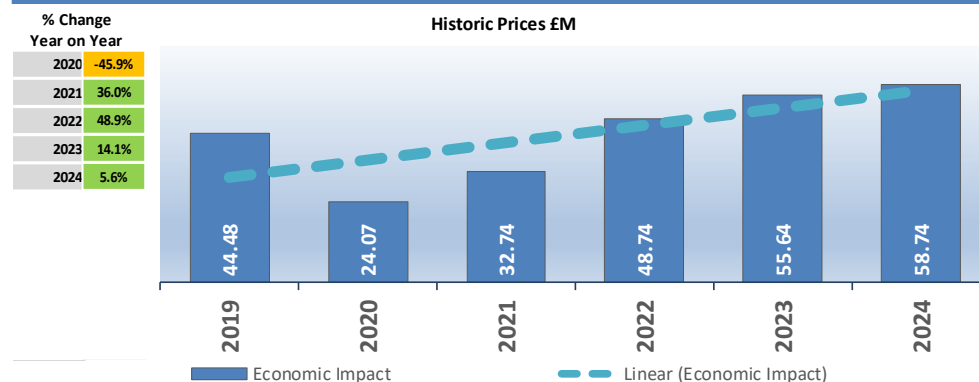
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
Historic Prices

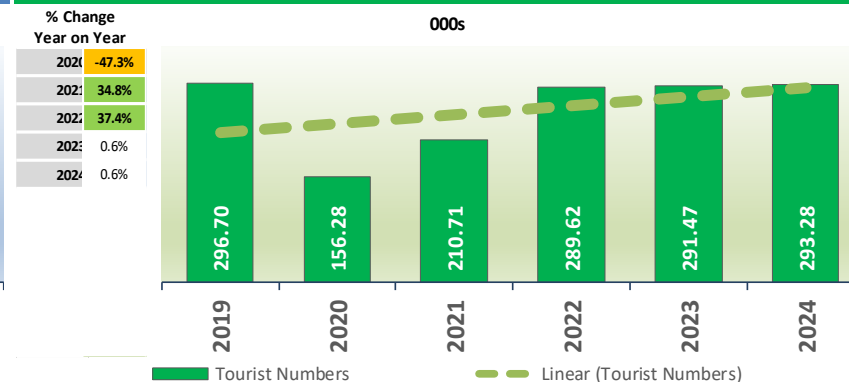
SFR

KEY MEASURES
Historic Prices

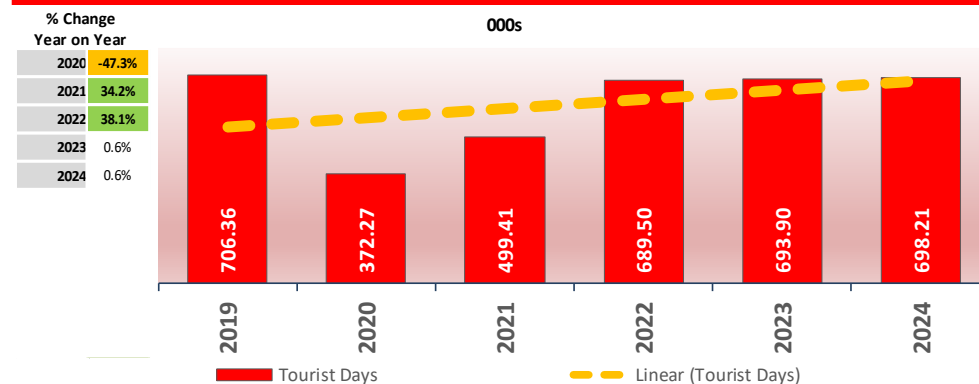
Economic Impact - Historic Prices - SFR



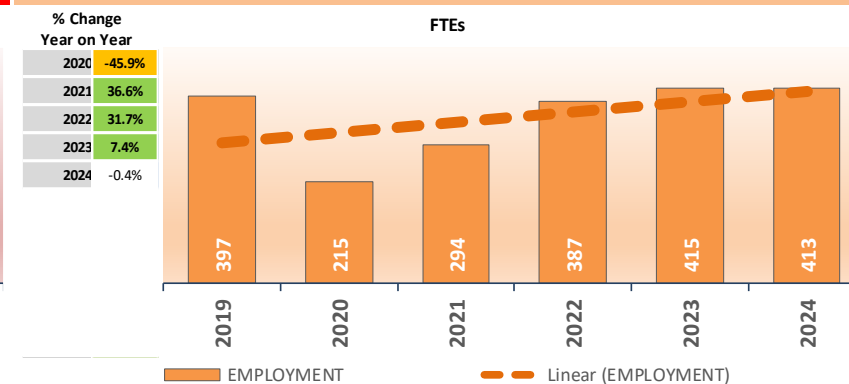
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-45.9%	-26.4%	9.6%	25.1%	32.0%
Visitor Numbers		-47.3%	-29.0%	-2.4%	-1.8%	-1.2%
Visitor Days		-47.3%	-29.3%	-2.4%	-1.8%	-1.2%
Direct Employment		-45.9%	-26.1%	-2.7%	4.5%	4.0%

"Linear" = Linear Trendline

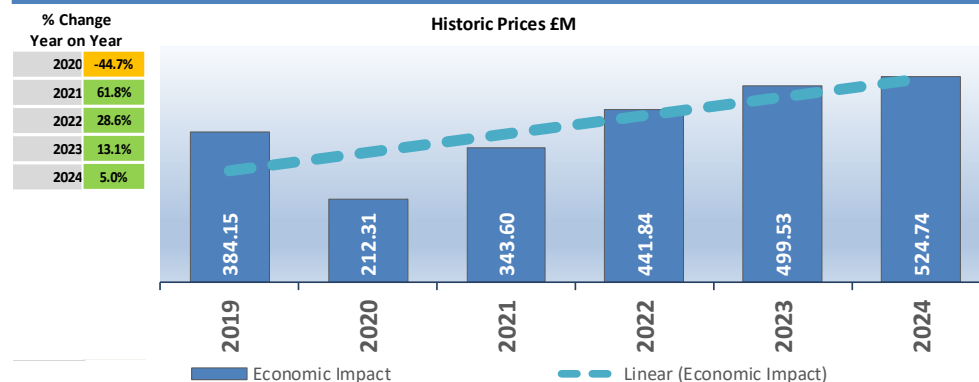
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
Historic Prices

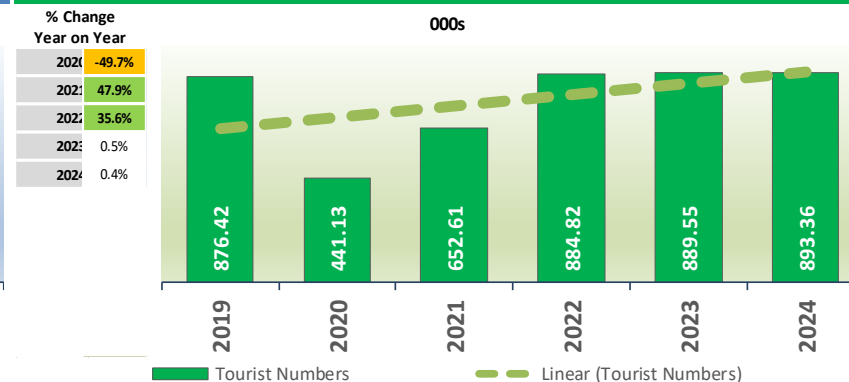
STAYING VISITOR

KEY MEASURES
Historic Prices

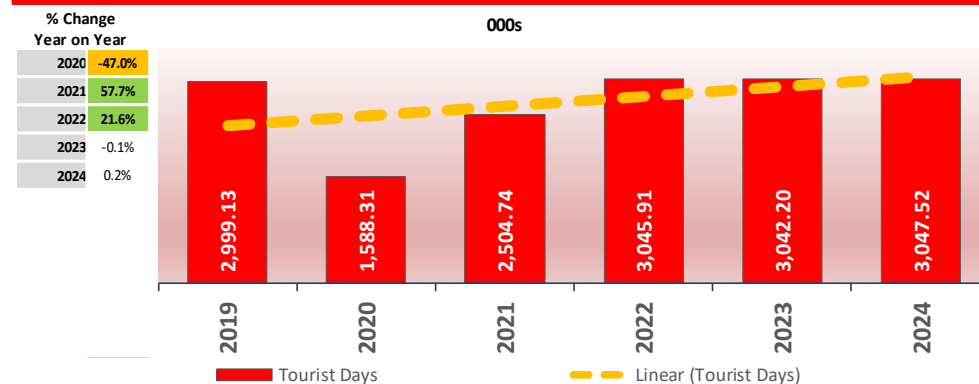
Economic Impact - Historic Prices - Staying Visitor



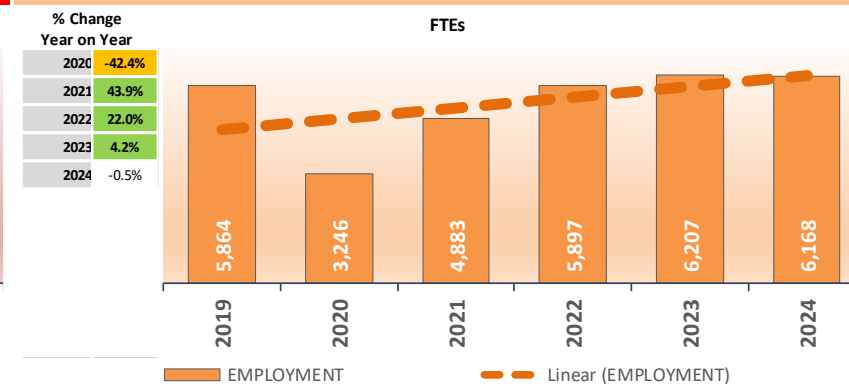
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-44.7%	-10.6%	15.0%	30.0%	36.6%
Visitor Numbers		-49.7%	-25.5%	1.0%	1.5%	1.9%
Visitor Days		-47.0%	-16.5%	1.6%	1.4%	1.6%
Direct Employment		-44.6%	-16.7%	0.6%	5.8%	5.2%

"Linear" = Linear Trendline

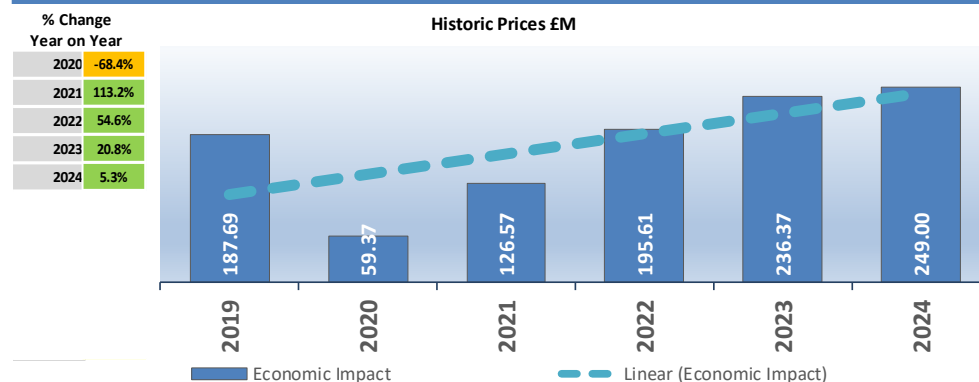
STEAM REPORT FOR 2019-2024 - FINAL
HEREFORDSHIRE

2019 to 2024
Historic Prices

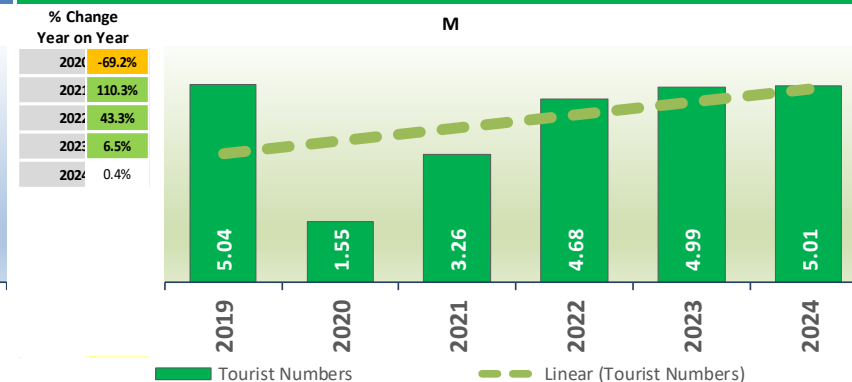
DAY VISITOR

KEY MEASURES
Historic Prices

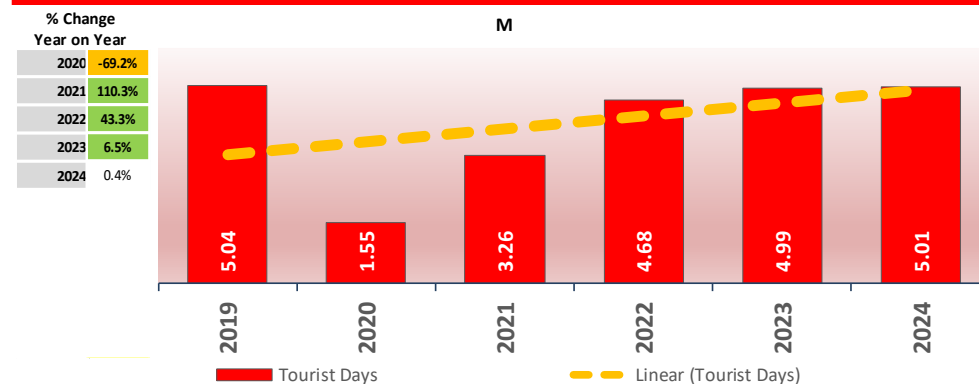
Economic Impact - Historic Prices - Day Visitor



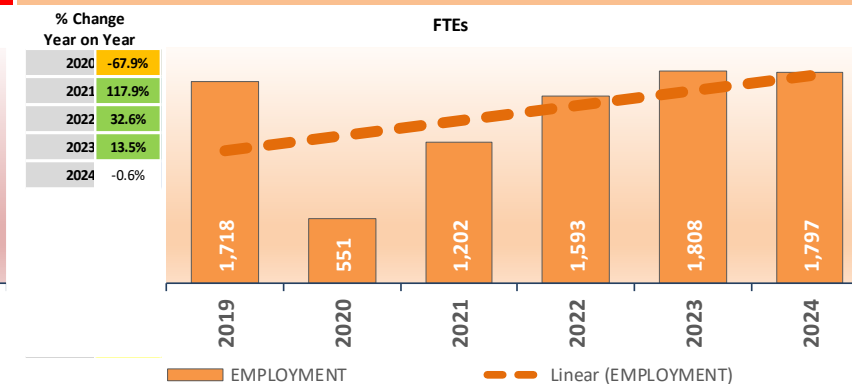
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-68.4%	-32.6%	4.2%	25.9%	32.7%
Visitor Numbers		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%
Visitor Days		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%
Direct Employment		-67.9%	-30.1%	-7.3%	5.2%	4.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2024

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

STEAM REPORT FOR 2019-2024 - FINAL
HEREFORDSHIRE

2024
Historic Prices

TOTAL

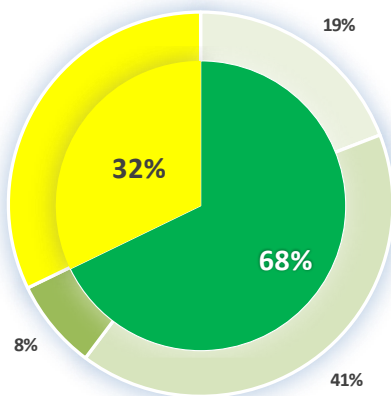
DISTRIBUTION BY VISITOR TYPE
Historic Prices

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

Visitor Numbers - 2024 - M - Share of Total

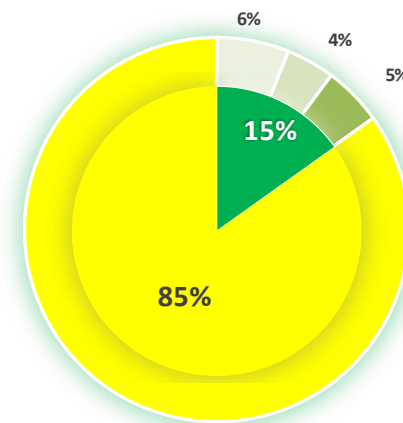
TOTAL
£773.74m

	£M
Serviced	148.10
Non-Serviced	317.91
SFR	58.74
Staying Visitor	524.74
Day Visitor	249.00
Total	773.74



TOTAL
5.90m

	M
Serviced	0.36
Non-Serviced	0.24
SFR	0.29
Staying Visitor	0.89
Day Visitor	5.01
Total	5.90

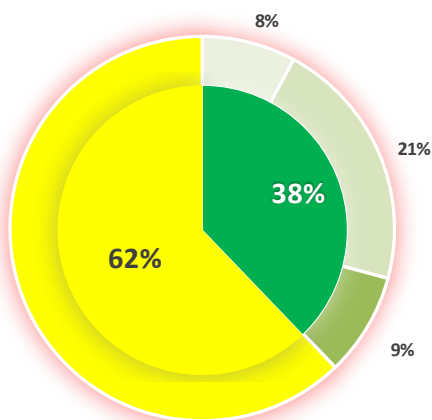


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

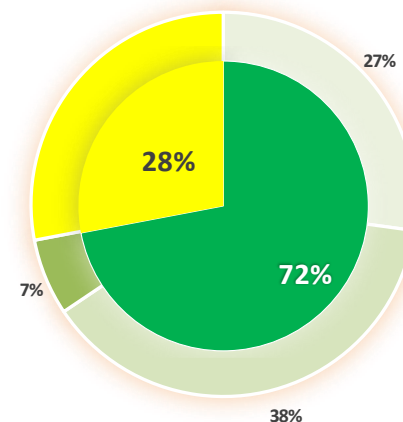
TOTAL
8.05m

	M
Serviced	0.64
Non-Serviced	1.71
SFR	0.70
Staying Visitor	3.05
Day Visitor	5.01
Total	8.05



TOTAL
6,419 Direct FTEs
7,965 Total FTEs

	FTEs
Serviced	1,744
Non-Serviced	2,464
SFR	413
Staying Visitor	4,622
Day Visitor	1,797
Total	6,419



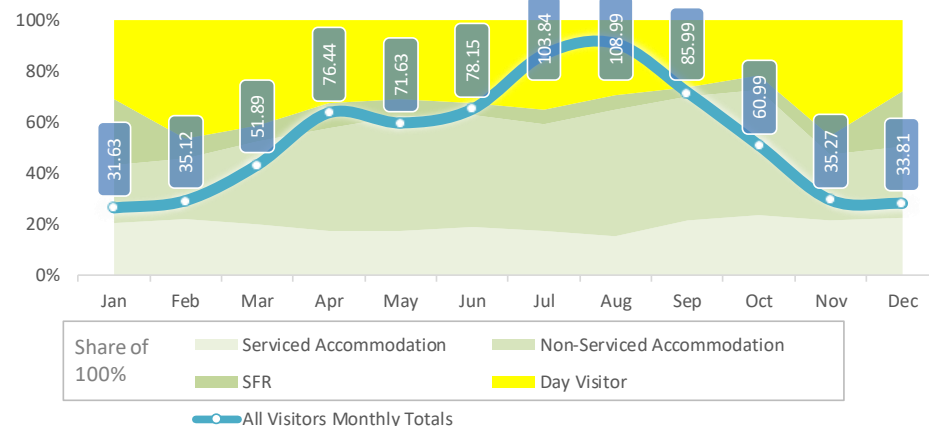
**STEAM REPORT FOR 2019-2024 - FINAL
HEREFORDSHIRE**

2024
Historic Prices

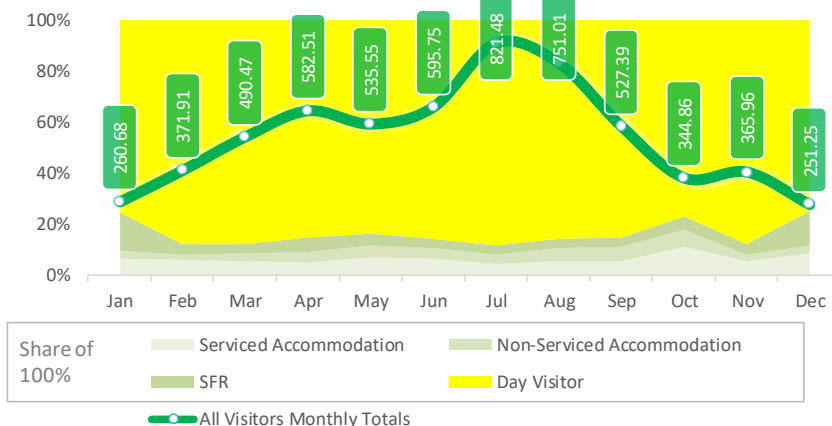
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

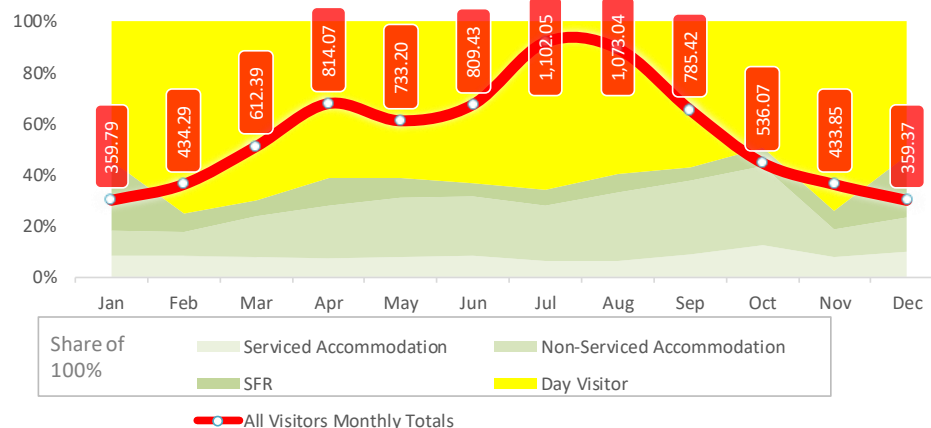
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



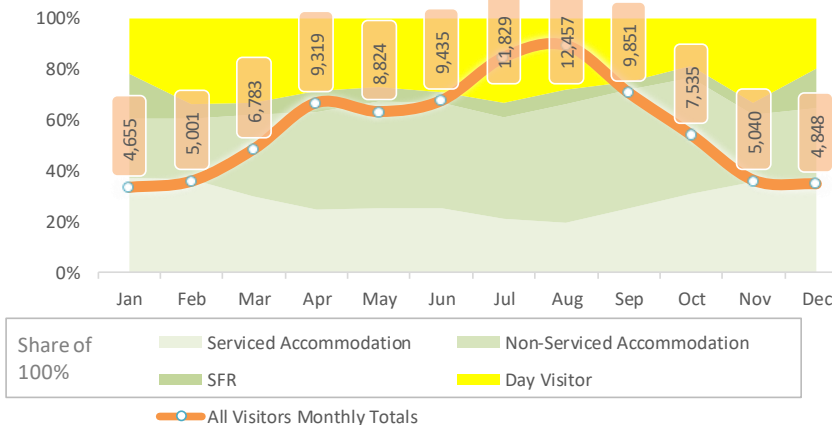
Visitor Numbers - 2024 - 000s - Distribution of Impact by Month



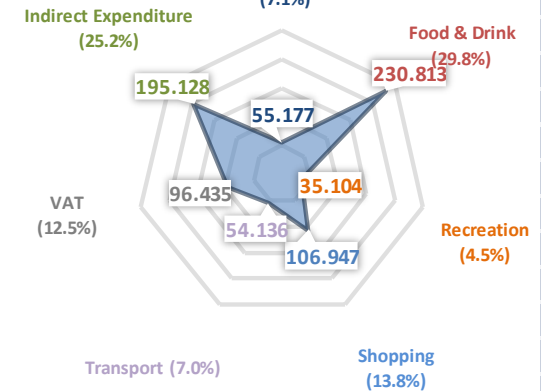
Visitor Days - 2024 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month



STEAM REPORT FOR 2019-2024 - FINAL							2019 to 2024	TOTAL	SECTORAL ANALYSIS
HEREFORDSHIRE							Historic Prices		Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES									2024 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES
SECTOR / YEAR		2019	2020	2021	2022	2023	2024		PRICES
Accommodation	£M	39.75	23.69	36.35	46.18	52.29	55.18		Accommodation (7.1%)
Food & Drink	£M	171.81	77.11	145.12	188.93	219.47	230.81		Food & Drink (29.8%)
Recreation	£M	25.88	14.44	24.89	29.57	33.44	35.10		Recreation (4.5%)
Shopping	£M	78.78	41.63	69.82	89.65	101.82	106.95		Shopping (13.8%)
Transport	£M	40.06	19.57	33.96	44.86	51.51	54.14		Transport (7.0%)
Direct Revenue	£M	356.28	176.44	310.13	399.19	458.53	482.18		
VAT	£M	71.26	26.05	39.98	77.27	91.71	96.44		VAT (12.5%)
Direct Expenditure	£M	427.54	202.49	350.12	476.46	550.23	578.61		
Indirect Expenditure	£M	144.30	69.19	120.05	160.98	185.67	195.13		
TOTAL	£M	571.84	271.68	470.16	637.45	735.90	773.74		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES							
SECTOR / YEAR		2019	2020	2021	2022	2023	2024
Accommodation	FTEs	1,573	957	1,070	1,569	1,569	1,573
Food & Drink	FTEs	2,674	1,165	2,162	2,594	2,853	2,831
Recreation	FTEs	489	265	450	493	527	522
Shopping	FTEs	1,118	573	948	1,122	1,207	1,196
Transport	FTEs	279	132	226	275	299	297
Direct Employment	FTEs	6,131	3,092	4,857	6,054	6,455	6,419
Indirect Employment	FTEs	1,451	706	1,228	1,436	1,559	1,546
TOTAL	FTEs	7,582	3,798	6,085	7,489	8,014	7,965



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 2024

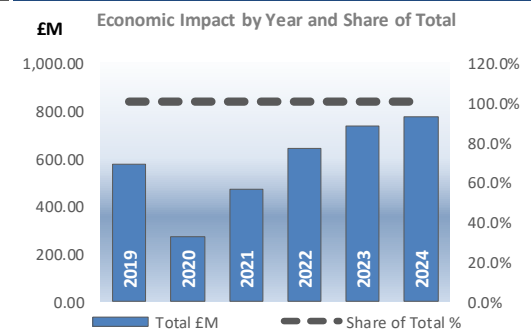
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 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												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		38.4%	38.8%	39.5%	36.9%	31.1%	34.5%	34.7%	32.7%	37.7%	34.6%	35.1%	36.1%	35.3%	Annual Change	39.0%	34.2%	34.8%	35.1%	
% Change 2023 to 2024		5.2%	4.4%	7.3%	3.8%	3.8%	5.2%	7.1%	6.6%	4.2%	3.4%	5.5%	2.9%	5.1%		5.9%	4.3%	6.1%	3.8%	
Average Annual Change		7.7%	7.8%	7.9%	7.4%	6.2%	6.9%	6.9%	6.5%	7.5%	6.9%	7.0%	7.2%	7.1%		7.8%	6.8%	7.0%	7.0%	
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	Annual Change	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
2023	£M	30.07	33.64	48.34	73.64	69.03	74.27	96.92	102.22	82.53	58.97	33.42	32.86	735.90		15.4%	112.04	216.93	281.67	125.25
2024	£M	31.63	35.12	51.89	76.44	71.63	78.15	103.84	108.99	85.99	60.99	35.27	33.81	773.74		5.1%	118.64	226.22	298.82	130.07

ECONOMIC IMPACT - IN HISTORIC PRICES							TOTAL	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Total	£M	571.84	271.68	470.16	637.45	735.90	773.74	
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	
Share of Total	%	100.0%	100.0%	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 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			SERVICED ACCOMMODATION																	
An increase of 3% or more			ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2024			49.7%	47.1%	37.2%	46.2%	41.8%	40.3%	37.0%	33.6%	37.9%	35.7%	37.4%	43.3%		39.5%	43.4%	42.6%	36.2%	38.0%
% Change 2023 to 2024			0.8%	1.5%	1.7%	6.0%	10.3%	5.6%	6.1%	11.8%	3.4%	5.6%	9.6%	-0.2%		5.6%	1.4%	7.1%	6.9%	5.0%
Average Annual Change			9.9%	9.4%	7.4%	9.2%	8.4%	8.1%	7.4%	6.7%	7.6%	7.1%	7.5%	8.7%		7.9%	8.7%	8.5%	7.2%	7.6%
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
2023	£M		6.476	7.700	10.23	12.46	11.26	14.08	17.19	15.04	17.76	13.56	6.854	7.609	140.22	15.3%	24.40	37.80	49.99	28.03
2024	£M		6.525	7.817	10.40	13.21	12.43	14.87	18.25	16.83	18.36	14.32	7.509	7.593	148.10	5.6%	24.74	40.50	53.43	29.42

ECONOMIC IMPACT - IN HISTORIC PRICES							SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
Serviced	£M	106.19	50.27	75.59	121.59	140.22	148.10	
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	
Share of Total	%	18.6%	18.5%	16.1%	19.1%	19.1%	19.1%	
Annual Change in Share	%		-0.4%	-13.1%	18.6%	-0.1%	0.4%	
Change in Share from 2019	%		-0.4%	-13.4%	2.7%	2.6%	3.1%	
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%	0.7%	0.6%	

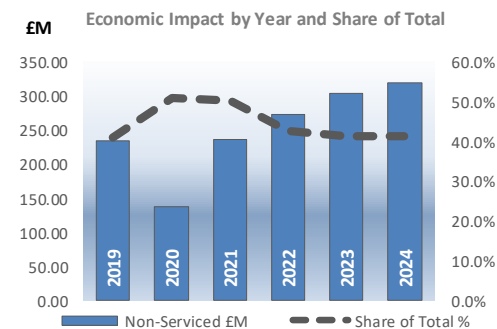
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			NON-SERVICED ACCOMMODATION																	
An increase of 3% or more			ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024			36.8%	37.3%	44.9%	35.2%	28.4%	38.7%	37.6%	34.2%	40.4%	36.5%	32.3%	31.9%	36.2%	Annual Change	41.0%	34.1%	37.1%	34.8%
% Change 2023 to 2024			2.7%	-1.2%	9.8%	0.6%	0.4%	7.5%	8.1%	7.1%	4.5%	2.6%	4.6%	1.7%	4.7%		5.2%	2.9%	6.6%	2.8%
Average Annual Change			7.4%	7.5%	9.0%	7.0%	5.7%	7.7%	7.5%	6.8%	8.1%	7.3%	6.5%	6.4%	7.2%		8.2%	6.8%	7.4%	7.0%
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
2023	£M		6.948	8.452	15.45	30.86	31.99	31.76	40.25	50.25	40.16	29.41	8.788	9.341	303.67	11.8%	30.85	94.61	130.66	47.54
2024	£M		7.139	8.353	16.97	31.06	32.12	34.14	43.50	53.81	41.95	30.18	9.190	9.502	317.91	4.7%	32.46	97.32	139.26	48.87

ECONOMIC IMPACT - IN HISTORIC PRICES							NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Non-Serviced	£M	233.47	137.96	235.26	271.51	303.67	317.91	
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	
Share of Total	%	40.8%	50.8%	50.0%	42.6%	41.3%	41.1%	
Annual Change in Share	%		24.4%	-1.5%	-14.9%	-3.1%	-0.4%	
Change in Share from 2019	%		24.4%	22.6%	4.3%	1.1%	0.6%	
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%	0.3%	0.1%	

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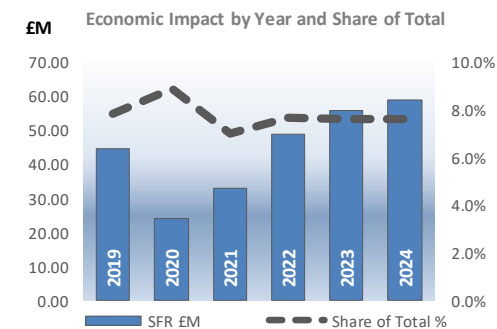
Report Prepared by: Cathy James. Date of Issue: 16/04/25

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	32.0%	Annual Change	32.0%	32.0%	32.0%	32.0%
% Change 2023 to 2024		5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%		5.6%	5.6%	5.6%	5.6%
Average Annual Change		6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%		6.4%	6.4%	6.4%	6.4%
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
2023	£M	7.738	2.600	2.958	7.057	4.540	3.497	5.674	6.007	3.094	3.091	2.409	6.974	55.64	14.1%	13.30	15.09	14.78	12.47
2024	£M	8.169	2.745	3.122	7.450	4.792	3.692	5.990	6.341	3.266	3.263	2.543	7.363	58.74	5.6%	14.04	15.93	15.60	13.17

ECONOMIC IMPACT - IN HISTORIC PRICES							SFR	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
SFR	£M	44.48	24.07	32.74	48.74	55.64	58.74	
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	
Share of Total	%	7.8%	8.9%	7.0%	7.6%	7.6%	7.6%	
Annual Change in Share	%		13.9%	-21.4%	9.8%	-1.1%	0.4%	
Change in Share from 2019	%		13.9%	-10.5%	-1.7%	-2.8%	-2.4%	
Avg Ann. Change in Share	%		13.9%	-5.2%	-0.6%	-0.7%	-0.5%	

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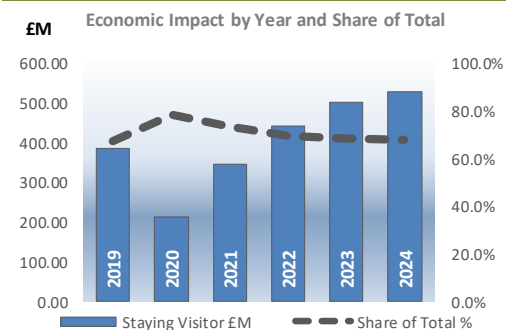
Report Prepared by: Cathy James. Date of Issue: 16/04/25

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2019 to 2024		38.5%	40.4%	40.8%	37.4%	31.9%	38.7%	36.9%	33.9%	39.2%	35.9%	34.2%	35.3%		36.6%	40.0%	36.0%	36.5%	35.4%	
% Change 2023 to 2024		3.2%	0.9%	6.5%	2.7%	3.2%	6.8%	7.3%	8.0%	4.2%	3.7%	6.6%	2.2%		5.0%	3.9%	4.2%	6.6%	3.9%	
Average Annual Change		7.7%	8.1%	8.2%	7.5%	6.4%	7.7%	7.4%	6.8%	7.8%	7.2%	6.8%	7.1%		7.3%	8.0%	7.2%	7.3%	7.1%	
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	-44.7%	50.90	113.05	152.64	67.55	
2020	£M	15.53	15.06	17.74				26.84	57.38	46.69	26.15	0.368	6.554	212.31		48.33		130.91	33.07	
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
2023	£M	21.16	18.75	28.64	50.37	47.80	49.34	63.11	71.30	61.01	46.06	18.05	23.92	499.53		13.1%	68.55	147.51	195.43	88.04
2024	£M	21.83	18.91	30.49	51.71	49.34	52.70	67.74	76.97	63.58	47.76	19.24	24.46	524.74		5.0%	71.24	153.75	208.29	91.46

ECONOMIC IMPACT - IN HISTORIC PRICES							STAYING VISITOR	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
Staying Visitor	£M	384.15	212.31	343.60	441.84	499.53	524.74	
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	
Share of Total	%	67.2%	78.1%	73.1%	69.3%	67.9%	67.8%	
Annual Change in Share	%		16.3%	-6.5%	-5.2%	-2.1%	-0.1%	
Change in Share from 2019	%		16.3%	8.8%	3.2%	1.0%	1.0%	
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%	0.3%	0.2%	

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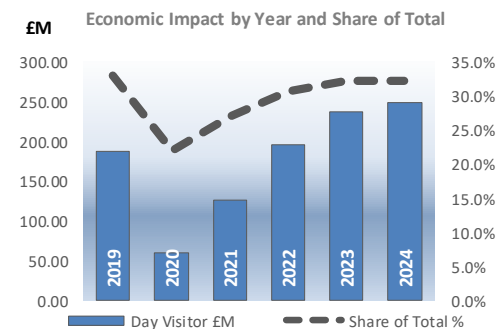


STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL	% Change				
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2024		38.0%	37.0%	37.8%	36.1%	29.3%	26.7%	30.8%	30.0%	33.4%	29.9%	36.1%	38.3%	32.7%	Annual Change	37.6%	30.6%	31.2%	34.4%
% Change 2023 to 2024		10.0%	8.9%	8.6%	6.3%	5.0%	2.1%	6.8%	3.6%	4.1%	2.5%	4.3%	4.6%	5.3%		9.0%	4.4%	5.0%	3.7%
Average Annual Change		7.6%	7.4%	7.6%	7.2%	5.9%	5.3%	6.2%	6.0%	6.7%	6.0%	7.2%	7.7%	6.5%		7.5%	6.1%	6.2%	6.9%
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
2023	£M	8.906	14.88	19.70	23.27	21.23	24.93	33.80	30.92	21.52	12.91	15.37	8.940	236.37	20.8%	43.49	69.43	86.24	37.21
2024	£M	9.800	16.21	21.40	24.72	22.29	25.45	36.10	32.01	22.41	13.23	16.03	9.351	249.00	5.3%	47.41	72.46	90.52	38.61

ECONOMIC IMPACT - IN HISTORIC PRICES							DAY VISITOR	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
Day Visitor	£M	187.69	59.37	126.57	195.61	236.37	249.00	
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	
Share of Total	%	32.8%	21.9%	26.9%	30.7%	32.1%	32.2%	
Annual Change in Share	%		-33.4%	23.2%	14.0%	4.7%	0.2%	
Change in Share from 2019	%		-33.4%	-18.0%	-6.5%	-2.1%	-2.0%	
Avg Ann. Change in Share	%		-33.4%	-9.0%	-2.2%	-0.5%	-0.4%	

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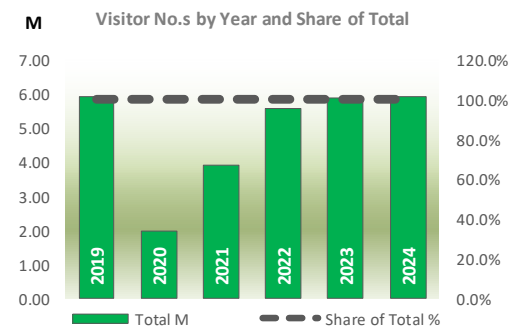
Report Prepared by: Cathy James. Date of Issue: 16/04/25

Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2024

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

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024			TOTAL		VISITOR NUMBERS				
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			TOTAL																	
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024			3.2%	2.9%	3.2%	2.0%	-2.5%	-4.1%	-1.7%	-2.3%	0.3%	-1.9%	1.8%	3.0%	-0.3%	Annual Change	3.1%	-1.6%	-1.4%	0.7%
% Change 2023 to 2024			3.4%	3.0%	3.1%	1.0%	0.2%	-2.2%	1.8%	-0.7%	-0.7%	-1.8%	-0.3%	-0.7%	0.4%		3.1%	-0.4%	0.3%	-0.9%
Average Annual Change			0.6%	0.6%	0.6%	0.4%	-0.5%	-0.8%	-0.3%	-0.5%	0.1%	-0.4%	0.4%	0.6%	-0.1%		0.6%	-0.3%	-0.3%	0.1%
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
2023	M		0.252	0.361	0.476	0.577	0.534	0.609	0.807	0.756	0.531	0.351	0.367	0.253	5.875	5.6%	1.089	1.720	2.095	0.971
2024	M		0.261	0.372	0.490	0.583	0.536	0.596	0.821	0.751	0.527	0.345	0.366	0.251	5.899	0.4%	1.123	1.714	2.100	0.962

VISITOR NUMBERS							TOTAL	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Total	M	5.916	1.994	3.917	5.564	5.875	5.899	
All Visitor Types	M	5.916	1.994	3.917	5.564	5.875	5.899	
Share of Total	%	100.0%	100.0%	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 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2024		12.1%	10.1%	2.7%	9.5%	6.1%	5.0%	2.6%	0.0%	3.3%	1.6%	2.9%	7.3%		4.6%	7.5%	6.6%	1.7%	3.4%
% Change 2023 to 2024		-4.0%	-3.2%	-3.1%	1.1%	5.2%	0.6%	1.2%	6.6%	-1.4%	0.6%	4.4%	-4.9%		0.8%	-3.4%	2.4%	2.5%	0.0%
Average Annual Change		2.4%	2.0%	0.5%	1.9%	1.2%	1.0%	0.5%	0.0%	0.7%	0.3%	0.6%	1.5%		0.9%	1.5%	1.3%	0.3%	0.7%
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
2023	000s	18.3	23.5	27.6	28.1	36.6	38.0	36.0	39.3	28.5	38.3	19.7	22.9	356.8	1.7%	69.4	102.7	103.8	80.9
2024	000s	17.5	22.8	26.7	28.4	38.5	38.2	36.4	41.9	28.1	38.5	20.6	21.8	359.5	0.8%	67.0	105.1	106.4	80.9

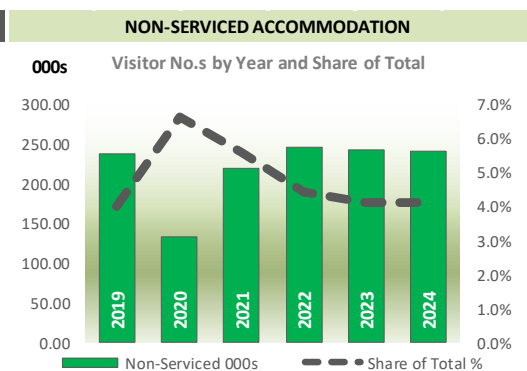
VISITOR NUMBERS						
SHARE OF MARKET	2019	2020	2021	2022	2023	2024
Serviced 000s	343.8	152.9	224.2	350.8	356.8	359.5
All Visitor Types M	5.9	2.0	3.9	5.6	5.9	5.9
Share of Total %	5.8%	7.7%	5.7%	6.3%	6.1%	6.1%
Annual Change in Share %		32.0%	-25.4%	10.1%	-3.7%	0.3%
Change in Share from 2019 %		32.0%	-1.5%	8.5%	4.5%	4.9%
Avg Ann. Change in Share %		32.0%	-0.8%	2.8%	1.1%	1.0%



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			NON-SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		2.7%	3.0%	9.8%	0.7%	-3.6%	3.6%	2.2%	0.5%	5.2%	2.3%	-1.2%	-1.1%	2.0%	Annual Change	6.4%	0.2%	2.5%	0.8%	
% Change 2023 to 2024		-2.3%	-6.2%	5.2%	-4.1%	-4.1%	2.4%	2.9%	1.9%	-0.4%	-2.2%	-0.3%	-3.1%	-0.3%		0.4%	-2.0%	1.5%	-2.0%	
Average Annual Change		0.5%	0.6%	2.0%	0.1%	-0.7%	0.7%	0.4%	0.1%	1.0%	0.5%	-0.2%	-0.2%	0.4%		1.3%	0.0%	0.5%	0.2%	
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	-44.1%	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		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			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
2023	000s	7.5	8.3	15.5	25.3	24.1	24.4	30.0	35.9	31.1	22.8	8.3	8.1	241.3		-1.3%	31.3	73.8	97.0	39.2
2024	000s	7.3	7.8	16.4	24.3	23.1	25.0	30.9	36.5	31.0	22.3	8.3	7.8	240.6		-0.3%	31.4	72.4	98.4	38.4

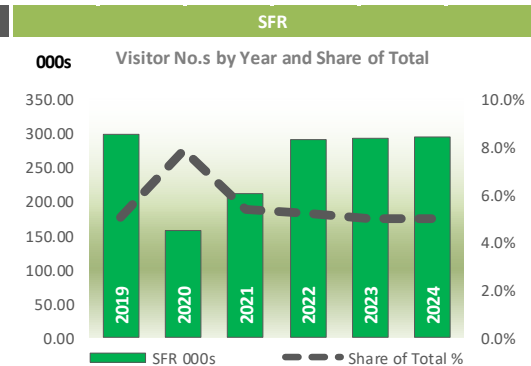
VISITOR NUMBERS							
SHARE OF MARKET		2019	2020	2021	2022	2023	2024
Non-Serviced	000s	235.9	131.9	217.7	244.5	241.3	240.6
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9	5.9
Share of Total	%	4.0%	6.6%	5.6%	4.4%	4.1%	4.1%
Annual Change in Share	%		66.0%	-16.0%	-20.9%	-6.5%	-0.7%
Change in Share from 2019	%		66.0%	39.4%	10.2%	3.0%	2.3%
Avg Ann. Change in Share	%		66.0%	19.7%	3.4%	0.8%	0.5%



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			SFR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	Annual Change	-1.2%	-1.2%	-1.2%	-1.2%
% Change 2023 to 2024		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		0.6%	0.6%	0.6%	0.6%
Average Annual Change		-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%		-0.2%	-0.2%	-0.2%	-0.2%
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
2023	000s	38.6	15.4	17.2	32.6	25.7	20.8	28.3	28.8	17.8	18.0	14.8	33.5	291.5	0.6%	71.2	79.1	74.9	66.3
2024	000s	38.8	15.5	17.3	32.8	25.9	20.9	28.5	29.0	17.9	18.1	14.9	33.7	293.3	0.6%	71.6	79.6	75.4	66.7

VISITOR NUMBERS						
SHARE OF MARKET	2019	2020	2021	2022	2023	2024
SFR 000s	296.7	156.3	210.7	289.6	291.5	293.3
All Visitor Types M	5.9	2.0	3.9	5.6	5.9	5.9
Share of Total %	5.0%	7.8%	5.4%	5.2%	5.0%	5.0%
Annual Change in Share %		56.3%	-31.4%	-3.2%	-4.7%	0.2%
Change in Share from 2019 %		56.3%	7.3%	3.8%	-1.1%	-0.9%
Avg Ann. Change in Share %		56.3%	3.6%	1.3%	-0.3%	-0.2%



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		2.6%	4.9%	3.4%	2.7%	1.2%	3.0%	1.3%	-0.2%	3.0%	1.1%	0.7%	1.6%	1.9%	Annual Change	3.5%	2.3%	1.2%	1.2%
% Change 2023 to 2024		-1.0%	-2.5%	0.1%	-0.6%	1.2%	1.1%	1.5%	3.3%	-0.6%	-0.2%	2.2%	-1.8%	0.4%		-1.0%	0.6%	1.6%	-0.2%
Average Annual Change		0.5%	1.0%	0.7%	0.5%	0.2%	0.6%	0.3%	0.0%	0.6%	0.2%	0.1%	0.3%	0.4%		0.7%	0.5%	0.2%	0.2%
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
2023	000s	64.3	47.2	60.3	86.0	86.5	83.1	94.3	104.0	77.4	79.1	42.8	64.4	889.5	0.5%	171.9	255.7	275.7	186.3
2024	000s	63.7	46.1	60.4	85.5	87.5	84.1	95.7	107.5	77.0	79.0	43.7	63.3	893.4	0.4%	170.1	257.1	280.2	186.0

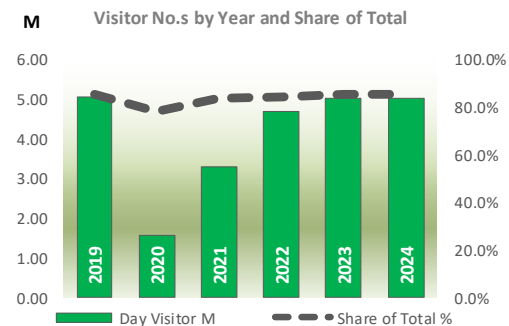
VISITOR NUMBERS							STAYING VISITOR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Staying Visitor	000s	876.4	441.1	652.6	884.8	889.5	893.4	
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9	5.9	
Share of Total	%	14.8%	22.1%	16.7%	15.9%	15.1%	15.1%	
Annual Change in Share	%		49.4%	-24.7%	-4.5%	-4.8%	0.0%	
Change in Share from 2019	%		49.4%	12.5%	7.4%	2.2%	2.2%	
Avg Ann. Change in Share	%		49.4%	6.2%	2.5%	0.6%	0.4%	



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024			3.3%	2.6%	3.2%	1.9%	-3.2%	-5.1%	-2.1%	-2.7%	-0.1%	-2.7%	1.9%	3.5%	-0.7%	Annual Change	3.0%	-2.2%	-1.8%	0.6%
% Change 2023 to 2024			4.9%	3.8%	3.5%	1.3%	0.1%	-2.7%	1.8%	-1.3%	-0.8%	-2.3%	-0.6%	-0.3%	0.4%		3.9%	-0.5%	0.0%	-1.1%
Average Annual Change			0.7%	0.5%	0.6%	0.4%	-0.6%	-1.0%	-0.4%	-0.5%	0.0%	-0.5%	0.4%	0.7%	-0.1%		0.6%	-0.4%	-0.4%	0.1%
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
2023	M		0.188	0.314	0.416	0.491	0.448	0.526	0.713	0.652	0.454	0.272	0.324	0.189	4.985	6.5%	0.917	1.464	1.819	0.785
2024	M		0.197	0.326	0.430	0.497	0.448	0.512	0.726	0.644	0.450	0.266	0.322	0.188	5.005	0.4%	0.953	1.457	1.820	0.776

VISITOR NUMBERS							DAY VISITOR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Day Visitor	M	5.040	1.553	3.265	4.679	4.985	5.005	
All Visitor Types	M	5.916	1.994	3.917	5.564	5.875	5.899	
Share of Total	%	85.2%	77.9%	83.3%	84.1%	84.9%	84.9%	
Annual Change in Share	%		-8.6%	7.0%	0.9%	0.9%	0.0%	
Change in Share from 2019	%		-8.6%	-2.2%	-1.3%	-0.4%	-0.4%	
Avg Ann. Change in Share	%		-8.6%	-1.1%	-0.4%	-0.1%	-0.1%	



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.

Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2024

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

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			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											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		2.6%	2.9%	3.6%	1.8%	-2.4%	-2.3%	-0.9%	-1.6%	1.5%	-0.6%	1.4%	2.1%	0.2%	Annual Change	3.1%	-1.0%	-0.5%	0.8%
% Change 2023 to 2024		2.3%	2.1%	2.9%	0.1%	-0.5%	-1.1%	1.9%	0.1%	-0.7%	-1.7%	-0.1%	-0.9%	0.3%		2.5%	-0.5%	0.6%	-0.9%
Average Annual Change		0.5%	0.6%	0.7%	0.4%	-0.5%	-0.5%	-0.2%	-0.3%	0.3%	-0.1%	0.3%	0.4%	0.0%		0.6%	-0.2%	-0.1%	0.2%
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
2023	M	0.352	0.425	0.595	0.813	0.737	0.819	1.082	1.072	0.791	0.545	0.434	0.363	8.027	3.9%	1.372	2.369	2.944	1.342
2024	M	0.360	0.434	0.612	0.814	0.733	0.809	1.102	1.073	0.785	0.536	0.434	0.359	8.053	0.3%	1.406	2.357	2.961	1.329

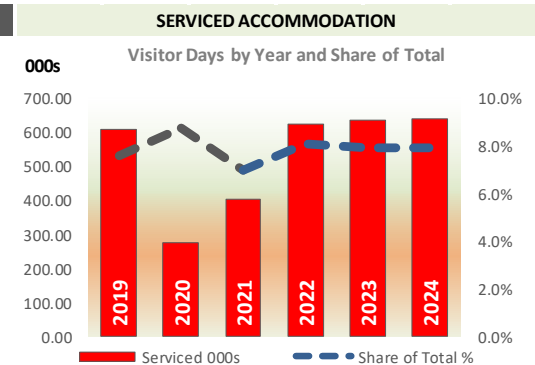
VISITOR DAYS							
SHARE OF MARKET		2019	2020	2021	2022	2023	2024
Total	M	8.039	3.141	5.770	7.725	8.027	8.053
All Visitor Types	M	8.039	3.141	5.770	7.725	8.027	8.053
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2019	%						
Avg Ann. Change 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 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024			SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2019 to 2024		12.1%	10.1%	2.7%	9.5%	6.1%	5.0%	2.6%	0.0%	3.3%	1.6%	2.9%	7.3%	4.6%	Annual Change	7.4%	6.8%	2.0%	3.3%	
% Change 2023 to 2024		-4.0%	-3.2%	-3.1%	1.1%	5.2%	0.6%	1.2%	6.6%	-1.4%	0.6%	4.4%	-4.9%	0.6%		-3.4%	2.1%	1.9%	0.1%	
Average Annual Change		2.4%	2.0%	0.5%	1.9%	1.2%	1.0%	0.5%	0.0%	0.7%	0.3%	0.6%	1.5%	0.9%		1.5%	1.4%	0.4%	0.7%	
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	-54.9%	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		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
2023	000s	31.4	37.4	49.1	58.8	52.9	66.6	69.0	60.7	71.1	65.3	33.1	36.3	631.9	1.8%	117.9	178.3	200.9	134.8	
2024	000s	30.1	36.2	47.6	59.4	55.6	67.0	69.8	64.7	70.1	65.7	34.6	34.5	635.5	0.6%	113.9	182.1	204.7	134.9	

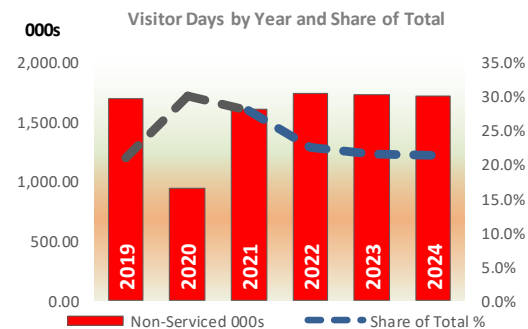
VISITOR DAYS							
SHARE OF MARKET		2019	2020	2021	2022	2023	2024
Serviced	000s	607.9	274.3	402.5	620.6	631.9	635.5
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0	8.1
Share of Total	%	7.6%	8.7%	7.0%	8.0%	7.9%	7.9%
Annual Change in Share	%		15.5%	-20.1%	15.2%	-2.0%	0.3%
Change in Share from 2019	%		15.5%	-7.7%	6.3%	4.1%	4.4%
Avg Ann. Change in Share	%		15.5%	-3.9%	2.1%	1.0%	0.9%



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
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 2024		1.9%	2.3%	7.8%	0.6%	-3.4%	3.4%	2.1%	0.4%	4.9%	2.1%	-0.9%	-1.0%	1.7%	Annual Change	5.2%	0.2%	2.3%	1.0%	
% Change 2023 to 2024		-1.6%	-4.9%	4.1%	-3.8%	-3.8%	2.2%	2.7%	1.9%	-0.4%	-2.0%	-0.3%	-2.8%	-0.2%		0.7%	-1.7%	1.4%	-1.9%	
Average Annual Change		0.4%	0.5%	1.6%	0.1%	-0.7%	0.7%	0.4%	0.1%	1.0%	0.4%	-0.2%	-0.2%	0.3%		1.0%	0.0%	0.5%	0.2%	
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	-44.1%	164.2	527.3	734.2	259.3	
2020 000s		32.2	43.0	84.8				131.5	290.0	223.9	112.9	1.5	21.9	941.8		160.1		645.3	136.4	
2021 000s					101.0	156.2	192.8	268.5	321.6	256.4	204.7	45.6	56.0	1,602.9			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
2023 000s		36.2	41.7	93.6	175.6	179.5	182.8	229.1	284.1	227.0	169.1	46.9	50.7	1,716.4		-1.1%	171.5	537.9	740.2	266.8
2024 000s		35.6	39.6	97.5	169.0	172.6	186.8	235.3	289.4	226.1	165.7	46.8	49.3	1,713.8	-0.2%	172.7	528.5	750.7	261.8	

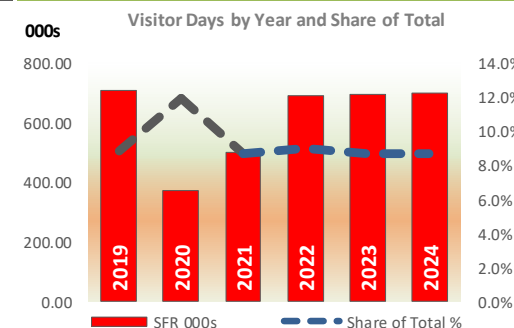
VISITOR DAYS							NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Non-Serviced 000s	1,684.9	941.8	1,602.9	1,735.8	1,716.4	1,713.8		
All Visitor Types M	8.0	3.1	5.8	7.7	8.0	8.1		
Share of Total %	21.0%	30.0%	27.8%	22.5%	21.4%	21.3%		
Annual Change in Share %		43.1%	-7.3%	-19.1%	-4.8%	-0.5%		
Change in Share from 2019 %		43.1%	32.6%	7.2%	2.0%	1.5%		
Avg Ann. Change in Share %		43.1%	16.3%	2.4%	0.5%	0.3%		



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			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											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%	Annual Change	-1.2%	-1.2%	-1.2%	-1.2%	
% Change 2023 to 2024		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		0.6%	0.6%	0.6%	0.6%	
Average Annual Change		-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%		-0.2%	-0.2%	-0.2%	-0.2%	
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	-47.3%	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		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
2023	000s	96.5	32.4	36.9	88.0	56.6	43.6	70.8	74.9	38.6	38.6	30.0	87.0	693.9	0.6%	165.8	188.2	184.3	155.6	
2024	000s	97.1	32.6	37.1	88.6	57.0	43.9	71.2	75.4	38.8	38.8	30.2	87.5	698.2	0.6%	166.8	189.4	185.4	156.5	

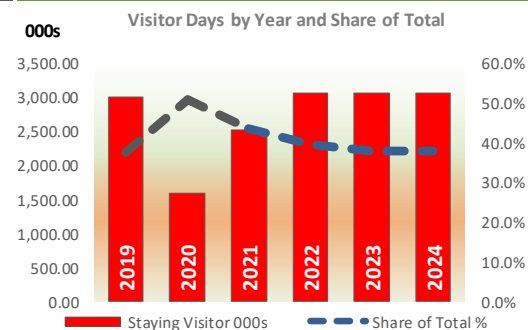
VISITOR DAYS							SFR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
SFR 000s	706.4	372.3	499.4	689.5	693.9	698.2		
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0	8.1	
Share of Total	%	8.8%	11.9%	8.7%	8.9%	8.6%	8.7%	
Annual Change in Share	%		34.9%	-27.0%	3.1%	-3.2%	0.3%	
Change in Share from 2019	%		34.9%	-1.5%	1.6%	-1.6%	-1.3%	
Avg Ann. Change in Share	%		34.9%	-0.7%	0.5%	-0.4%	-0.3%	



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		1.7%	3.7%	4.5%	1.7%	-1.2%	3.1%	1.5%	0.1%	3.8%	1.5%	0.2%	0.5%	1.6%	Annual Change	3.3%	1.2%	1.6%	0.9%	
% Change 2023 to 2024		-0.8%	-2.7%	1.4%	-1.7%	-1.3%	1.6%	2.0%	2.3%	-0.5%	-1.0%	1.4%	-1.5%	0.2%		-0.4%	-0.5%	1.4%	-0.7%	
Average Annual Change		0.3%	0.7%	0.9%	0.3%	-0.2%	0.6%	0.3%	0.0%	0.8%	0.3%	0.0%	0.1%	0.3%		0.7%	0.2%	0.3%	0.2%	
2019	000s	160.0	104.6	174.4	311.9	288.6	288.9	370.7	429.1	322.7	266.2	111.4	170.6	2,999.1	-47.0%	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		57.7%		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		21.6%	451.3	906.3	1,135.4	552.9
2023	000s	164.0	111.5	179.7	322.5	289.0	293.0	368.9	419.7	336.7	273.0	110.1	174.0	3,042.2		-0.1%	455.2	904.5	1,125.4	557.1
2024	000s	162.8	108.4	182.3	317.0	285.2	297.8	376.3	429.5	335.0	270.2	111.6	171.4	3,047.5	0.2%	453.5	900.0	1,140.8	553.2	

VISITOR DAYS							STAYING VISITOR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Staying Visitor 000s	2,999.1	1,588.3	2,504.7	3,045.9	3,042.2	3,047.5		
All Visitor Types M	8.0	3.1	5.8	7.7	8.0	8.1		
Share of Total %	37.3%	50.6%	43.4%	39.4%	37.9%	37.8%		
Annual Change in Share %		35.5%	-14.2%	-9.2%	-3.9%	-0.1%		
Change in Share from 2019 %		35.5%	16.4%	5.7%	1.6%	1.4%		
Avg Ann. Change in Share %		35.5%	8.2%	1.9%	0.4%	0.3%		



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024			3.3%	2.6%	3.2%	1.9%	-3.2%	-5.1%	-2.1%	-2.7%	-0.1%	-2.7%	1.9%	3.5%	-0.7%	Annual Change	3.0%	-2.2%	-1.8%	0.6%
% Change 2023 to 2024			4.9%	3.8%	3.5%	1.3%	0.1%	-2.7%	1.8%	-1.3%	-0.8%	-2.3%	-0.6%	-0.3%	0.4%		3.9%	-0.5%	0.0%	-1.1%
Average Annual Change			0.7%	0.5%	0.6%	0.4%	-0.6%	-1.0%	-0.4%	-0.5%	0.0%	-0.5%	0.4%	0.7%	-0.1%		0.6%	-0.4%	-0.4%	0.1%
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
2023	M		0.188	0.314	0.416	0.491	0.448	0.526	0.713	0.652	0.454	0.272	0.324	0.189	4.985	6.5%	0.917	1.464	1.819	0.785
2024	M		0.197	0.326	0.430	0.497	0.448	0.512	0.726	0.644	0.450	0.266	0.322	0.188	5.005	0.4%	0.953	1.457	1.820	0.776

VISITOR DAYS							
SHARE OF MARKET		2019	2020	2021	2022	2023	2024
Day Visitor	M	5.040	1.553	3.265	4.679	4.985	5.005
All Visitor Types	M	8.039	3.141	5.770	7.725	8.027	8.053
Share of Total	%	62.7%	49.4%	56.6%	60.6%	62.1%	62.2%
Annual Change in Share	%		-21.2%	14.5%	7.0%	2.5%	0.1%
Change in Share from 2019	%		-21.2%	-9.7%	-3.4%	-0.9%	-0.9%
Avg Ann. Change in Share	%		-21.2%	-4.9%	-1.1%	-0.2%	-0.2%



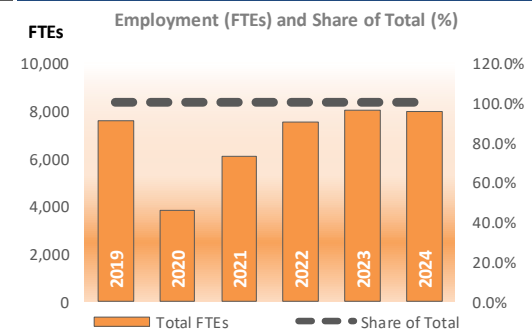
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2024

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

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			TOTAL		TOTAL EMPLOYMENT					
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											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		5.6%	6.1%	7.5%	6.2%	2.4%	4.6%	5.0%	3.9%	6.9%	4.6%	4.4%	4.7%	5.0%	Annual Change	6.5%	4.4%	5.1%	4.6%	
% Change 2023 to 2024		-0.2%	-0.8%	1.3%	-1.8%	-1.9%	-0.7%	0.9%	0.6%	-1.4%	-2.1%	-0.5%	-1.9%	-0.6%		0.2%	-1.5%	0.1%	-1.6%	
Average Annual Change		1.1%	1.2%	1.5%	1.2%	0.5%	0.9%	1.0%	0.8%	1.4%	0.9%	0.9%	0.9%	1.0%		1.3%	0.9%	1.0%	0.9%	
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	
2023	FTEs	4,666	5,041	6,699	9,485	8,998	9,501	11,718	12,379	9,989	7,693	5,065	4,940	8,014	7.0%	5,468	9,328	11,362	5,900	
2024	FTEs	4,655	5,001	6,783	9,319	8,824	9,435	11,829	12,457	9,851	7,535	5,040	4,848	7,965	-0.6%	5,479	9,193	11,379	5,807	

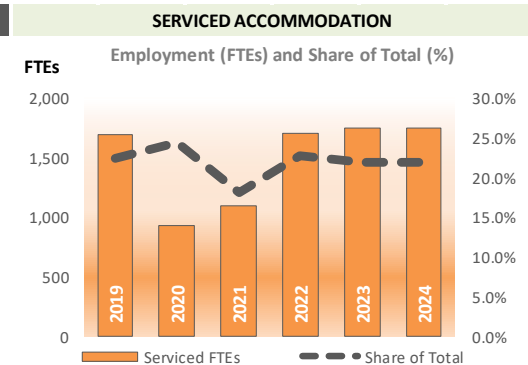
EMPLOYMENT							TOTAL	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Total FTEs	7,582	3,798	6,085	7,489	8,014	7,965		
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014	7,965		
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share %								
Change in Share from 2019 %								
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 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		3.7%	3.8%	2.5%	5.4%	4.1%	4.1%	3.2%	2.1%	3.5%	2.6%	2.0%	3.1%	3.3%	Annual Change	3.3%	4.5%	2.9%	2.6%
% Change 2023 to 2024		-1.2%	-1.2%	-1.4%	0.0%	1.5%	-0.2%	0.0%	2.2%	-1.1%	-0.1%	0.8%	-1.6%	-0.1%		-1.2%	0.4%	0.4%	-0.3%
Average Annual Change		0.7%	0.8%	0.5%	1.1%	0.8%	0.8%	0.6%	0.4%	0.7%	0.5%	0.4%	0.6%	0.7%		0.7%	0.9%	0.6%	0.5%
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	-45.3%	1,367		1,539	785
2021	FTEs	-	-	-	-	777	1,899	1,953	1,957	1,986	1,834	1,466	1,296	1,097	18.9%		892	1,965	1,532
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	54.7%	1,518	1,795	1,888	1,588
2023	FTEs	1,467	1,531	1,679	1,842	1,780	1,932	1,963	1,882	1,981	1,877	1,488	1,540	1,747	2.9%	1,559	1,851	1,942	1,635
2024	FTEs	1,449	1,513	1,656	1,842	1,807	1,928	1,964	1,924	1,960	1,874	1,501	1,515	1,744	-0.1%	1,540	1,859	1,949	1,630

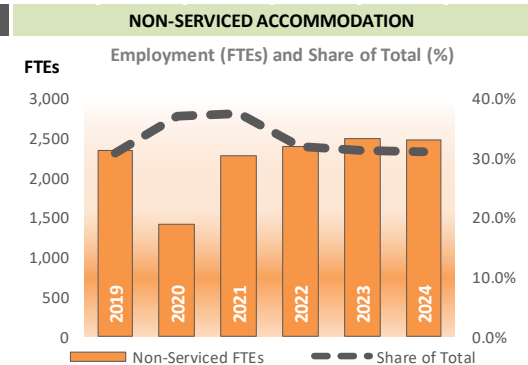
EMPLOYMENT						
SHARE OF MARKET	2019	2020	2021	2022	2023	2024
Serviced FTEs	1,688	923	1,097	1,697	1,747	1,744
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014	7,965
Share of Total	22.3%	24.3%	18.0%	22.7%	21.8%	21.9%
Annual Change in Share		9.2%	-25.8%	25.6%	-3.8%	0.5%
Change in Share from 2019		9.2%	-19.0%	1.8%	-2.1%	-1.6%
Avg Ann. Change in Share		9.2%	-9.5%	0.6%	-0.5%	-0.3%



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			NON-SERVED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
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 2024		4.4%	4.9%	10.1%	5.3%	1.1%	7.7%	7.0%	5.2%	9.1%	6.2%	2.7%	2.6%	5.9%	Annual Change	7.2%	4.7%	6.9%	4.6%
% Change 2023 to 2024		-1.8%	-4.2%	2.6%	-4.2%	-4.4%	1.2%	1.6%	2.1%	-1.3%	-2.7%	-0.9%	-2.7%	-0.9%		-0.4%	-2.5%	0.9%	-2.3%
Average Annual Change		0.9%	1.0%	2.0%	1.1%	0.2%	1.5%	1.4%	1.0%	1.8%	1.2%	0.5%	0.5%	1.2%		1.4%	0.9%	1.4%	0.9%
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
2023	FTEs	934	1,053	1,736	2,998	3,083	3,078	3,678	4,498	3,669	2,865	1,100	1,134	2,486	4.6%	1,241	3,053	3,949	1,700
2024	FTEs	917	1,008	1,781	2,871	2,948	3,113	3,738	4,591	3,623	2,788	1,091	1,104	2,464	-0.9%	1,236	2,977	3,984	1,661

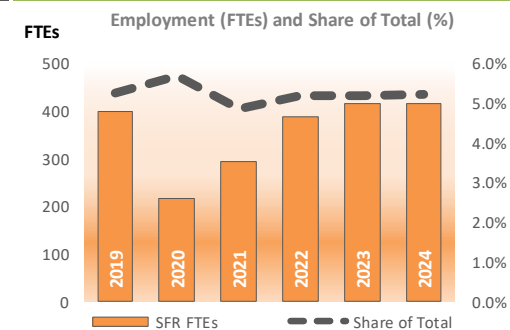
EMPLOYMENT						
SHARE OF MARKET	2019	2020	2021	2022	2023	2024
Non-Served FTEs	2,328	1,403	2,264	2,377	2,486	2,464
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014	7,965
Share of Total %	30.7%	36.9%	37.2%	31.7%	31.0%	30.9%
Annual Change in Share %		20.3%	0.7%	-14.7%	-2.3%	-0.2%
Change in Share from 2019 %		20.3%	21.2%	3.4%	1.0%	0.8%
Avg Ann. Change in Share %		20.3%	10.6%	1.1%	0.3%	0.2%



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			SFR	DIRECT EMPLOYMENT						
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL	% Change						
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	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2019 to 2024		4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	Annual Change	4.0%	4.0%	4.0%	4.0%	
% Change 2023 to 2024		-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%		-0.4%	-0.4%	-0.4%	-0.4%	
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	FTEs	663	223	253	605	389	300	486	515	265	265	206	597	397	-45.9%	380	431	422	356	
2020	FTEs	639	240	201	-	-	-	258	528	279	199	6	229	215		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
2023	FTEs	693	233	265	632	406	313	508	538	277	277	216	624	415		7.4%	397	450	441	372
2024	FTEs	690	232	264	629	405	312	506	535	276	276	215	622	413	-0.4%	395	448	439	371	

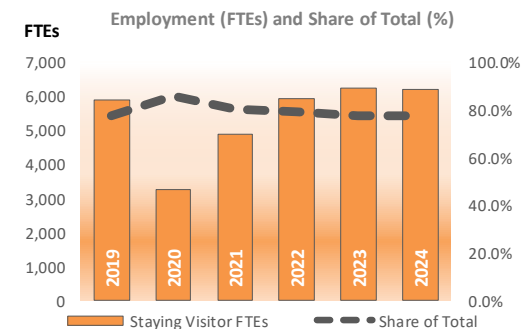
EMPLOYMENT							SFR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
SFR FTEs	397	215	294	387	415	413		
Total Employment	7,582	3,798	6,085	7,489	8,014	7,965		
Share of Total	5.2%	5.7%	4.8%	5.2%	5.2%	5.2%		
Annual Change in Share		8.1%	-14.7%	7.0%	0.3%	0.2%		
Change in Share from 2019		8.1%	-7.9%	-1.5%	-1.2%	-0.9%		
Avg Ann. Change in Share		8.1%	-3.9%	-0.5%	-0.3%	-0.2%		



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		4.0%	4.2%	6.1%	5.2%	2.3%	6.2%	5.5%	4.2%	6.9%	4.7%	2.4%	3.1%	4.7%	Annual Change	4.9%	4.6%	5.5%	3.7%
% Change 2023 to 2024		-1.2%	-2.2%	0.6%	-2.4%	-2.1%	0.6%	1.0%	1.9%	-1.2%	-1.6%	0.1%	-1.8%	-0.5%		-0.8%	-1.3%	0.6%	-1.2%
Average Annual Change		0.8%	0.8%	1.2%	1.0%	0.5%	1.2%	1.1%	0.8%	1.4%	0.9%	0.5%	0.6%	0.9%		1.0%	0.9%	1.1%	0.7%
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
2023	FTEs	3,093	2,817	3,680	5,471	5,270	5,322	6,149	6,918	5,927	5,018	2,804	3,298	4,647	4.2%	3,197	5,354	6,331	3,707
2024	FTEs	3,056	2,753	3,700	5,342	5,159	5,353	6,208	7,050	5,858	4,937	2,806	3,240	4,622	-0.5%	3,170	5,285	6,372	3,661

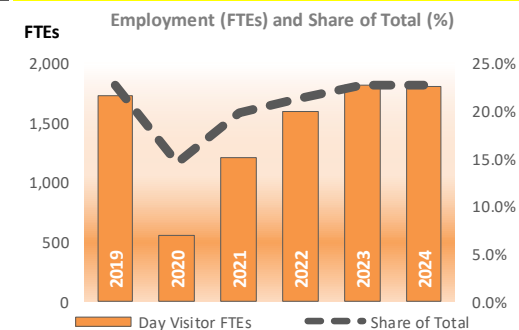
EMPLOYMENT							STAYING VISITOR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Staying Visitor FTEs	5,864	3,246	4,883	5,897	6,207	6,168		
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014	7,965		
Share of Total %	77.3%	85.5%	80.2%	78.7%	77.4%	77.4%		
Annual Change in Share %		10.5%	-6.1%	-1.9%	-1.6%	0.0%		
Change in Share from 2019 %		10.5%	3.8%	1.8%	0.1%	0.1%		
Avg Ann. Change in Share %		10.5%	1.9%	0.6%	0.0%	0.0%		



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE										2019 to 2024			DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		8.8%	8.0%	8.6%	7.2%	1.9%	-0.2%	3.1%	2.4%	5.1%	2.4%	7.3%	9.0%	4.5%	Annual Change	8.4%	2.9%	3.4%	5.9%
% Change 2023 to 2024		3.8%	2.7%	2.5%	0.2%	-1.0%	-3.7%	0.7%	-2.3%	-1.8%	-3.3%	-1.6%	-1.3%	-0.6%		2.8%	-1.5%	-1.0%	-2.1%
Average Annual Change		1.8%	1.6%	1.7%	1.4%	0.4%	0.0%	0.6%	0.5%	1.0%	0.5%	1.5%	1.8%	0.9%		1.7%	0.6%	0.7%	1.2%
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
2023	FTEs	817	1,366	1,808	2,136	1,949	2,288	3,103	2,837	1,975	1,184	1,410	820	1,808	13.5%	1,330	2,124	2,638	1,138
2024	FTEs	848	1,403	1,852	2,141	1,930	2,204	3,126	2,772	1,940	1,145	1,388	810	1,797	-0.6%	1,368	2,091	2,612	1,114

EMPLOYMENT							DAY VISITOR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Day Visitor FTEs	1,718	551	1,202	1,593	1,808	1,797		
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014	7,965		
Share of Total %	22.7%	14.5%	19.8%	21.3%	22.6%	22.6%		
Annual Change in Share %		-35.9%	36.0%	7.7%	6.1%	0.0%		
Change in Share from 2019 %		-35.9%	-12.9%	-6.2%	-0.5%	-0.5%		
Avg Ann. Change in Share %		-35.9%	-6.4%	-2.1%	-0.1%	-0.1%		



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**STEAM REPORT FOR 2019-2024 - FINAL
HEREFORDSHIRE**

SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	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 2024	2024		Change on 2023		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	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 2024	2024		Change on 2023		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	562	15,961	0	0	0	0
Serviced Accommodation Share of Total	48%	28%				
Non-Serviced Accommodation Share of Total	52%	72%				

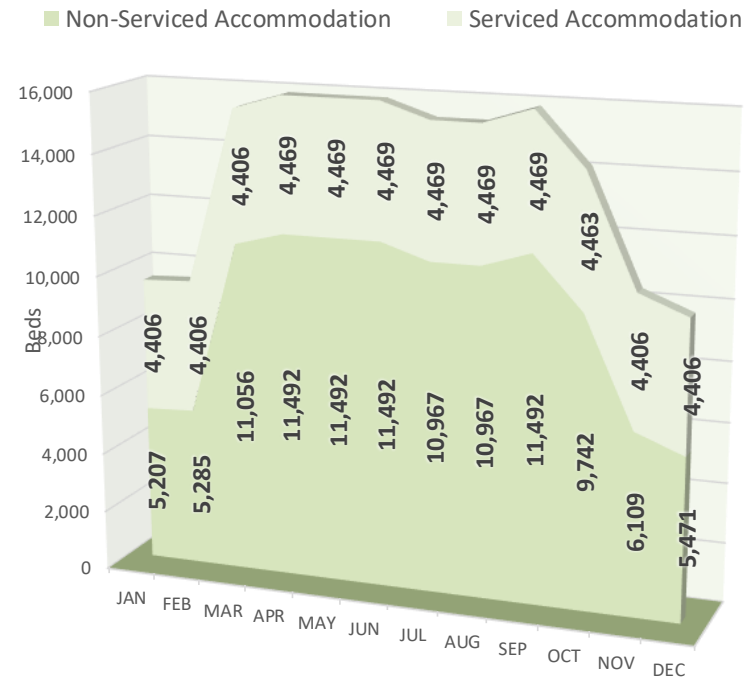
SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	9,613	9,691	15,462	15,961	15,961	15,961	15,436	15,436	15,961	14,205	10,515	9,877
Serviced Accommodation	4,406	4,406	4,406	4,469	4,469	4,469	4,469	4,469	4,469	4,463	4,406	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

2024

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

**SEASONAL AVAILABILITY OF BED SUPPLY
2024**



Report Sections With Historic Financial Data Indexed to 2024 Prices

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

Indexation:	<i>Indexation to: 2024</i>
2019	<i>1.34</i>
2020	<i>1.30</i>
2021	<i>1.28</i>
2022	<i>1.19</i>
2023	<i>1.05</i>
2024	<i>1.00</i>



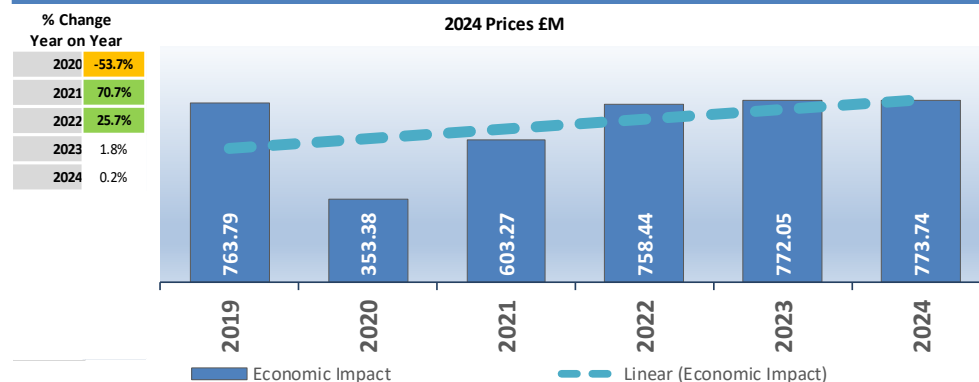
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
2024 Prices

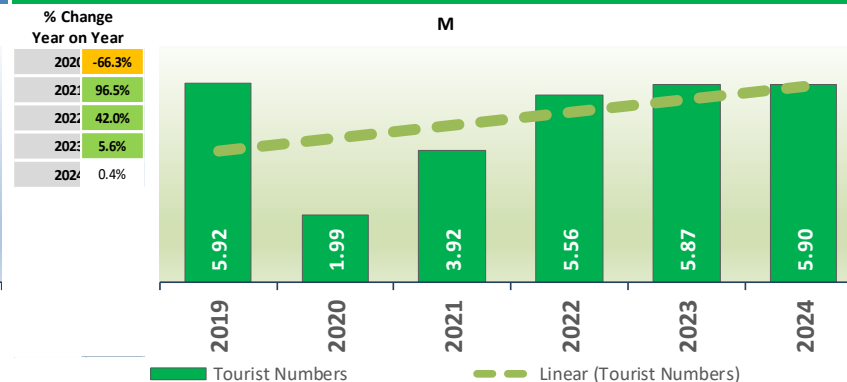
TOTAL

KEY MEASURES
Indexed

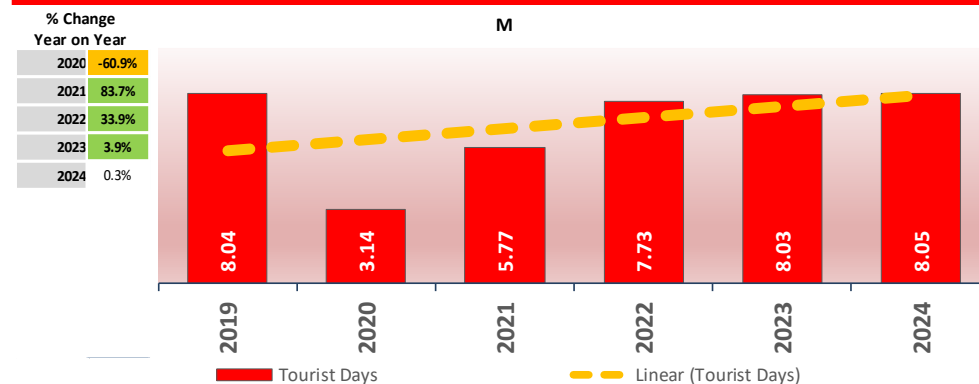
Economic Impact - Indexed - Total



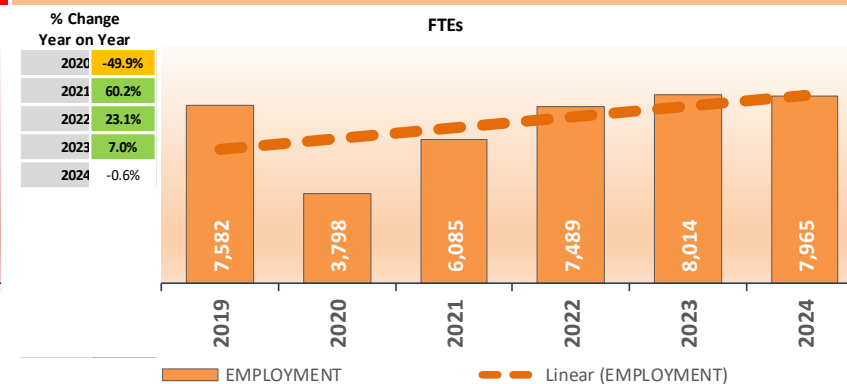
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-53.7%	-21.0%	-0.7%	1.1%	1.3%
Visitor Numbers		-66.3%	-33.8%	-6.0%	-0.7%	-0.3%
Visitor Days		-60.9%	-28.2%	-3.9%	-0.1%	0.2%
Total Employment		-49.9%	-19.8%	-1.2%	5.7%	5.0%

"Linear" = Linear Trendline

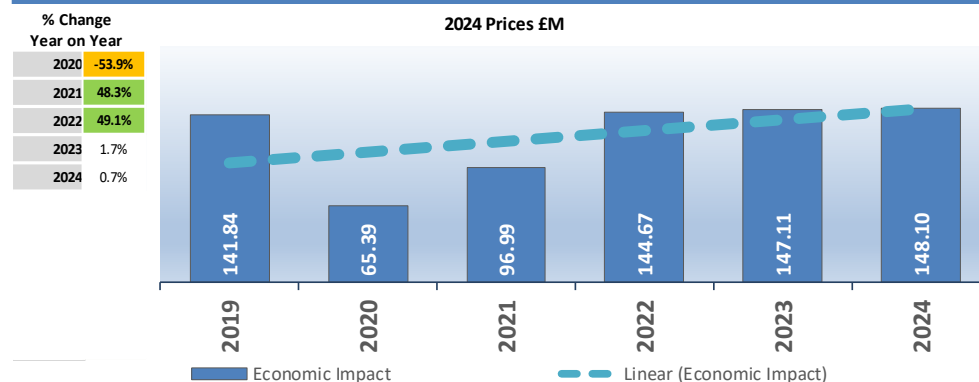
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
2024 Prices

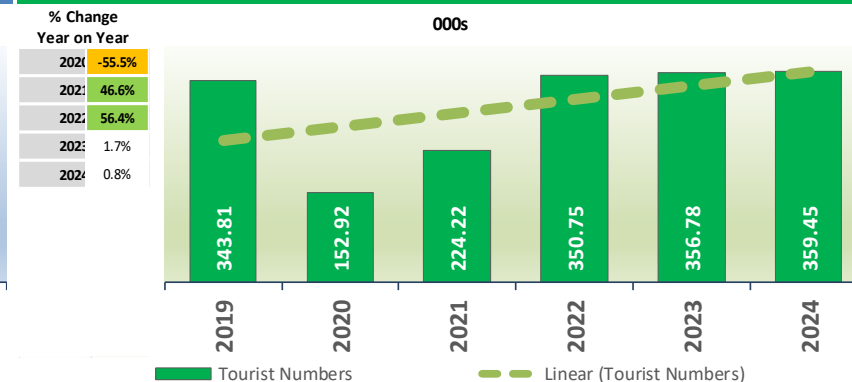
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

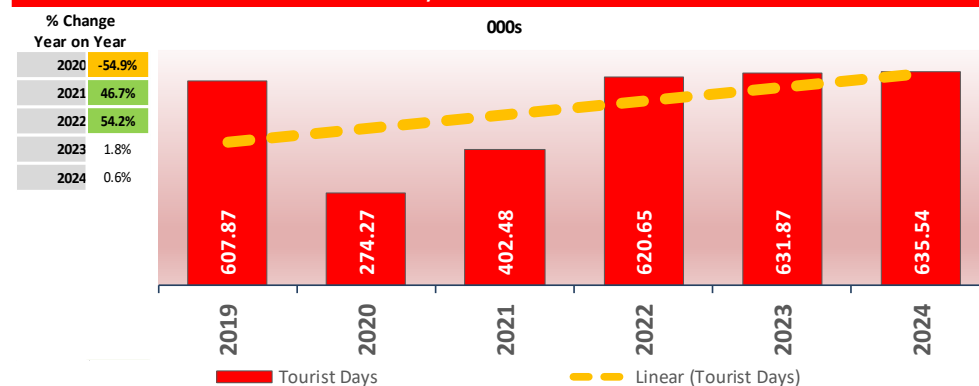
Economic Impact - Indexed - Serviced Accommodation



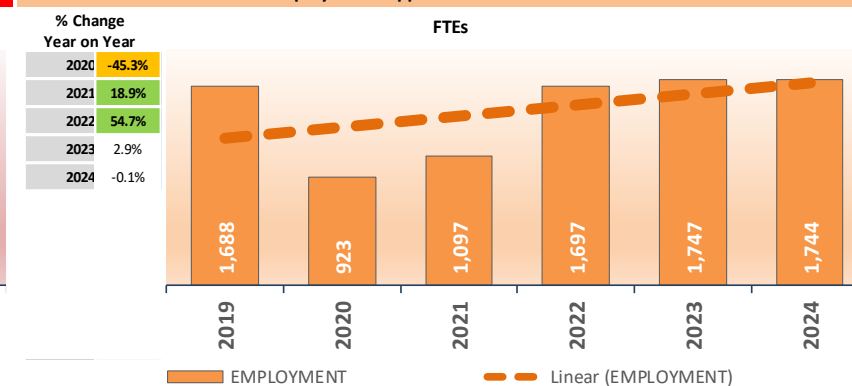
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-53.9%	-31.6%	2.0%	3.7%	4.4%
Visitor Numbers		-55.5%	-34.8%	2.0%	3.8%	4.6%
Visitor Days		-54.9%	-33.8%	2.1%	3.9%	4.6%
Direct Employment		-45.3%	-35.0%	0.5%	3.5%	3.3%

"Linear" = Linear Trendline

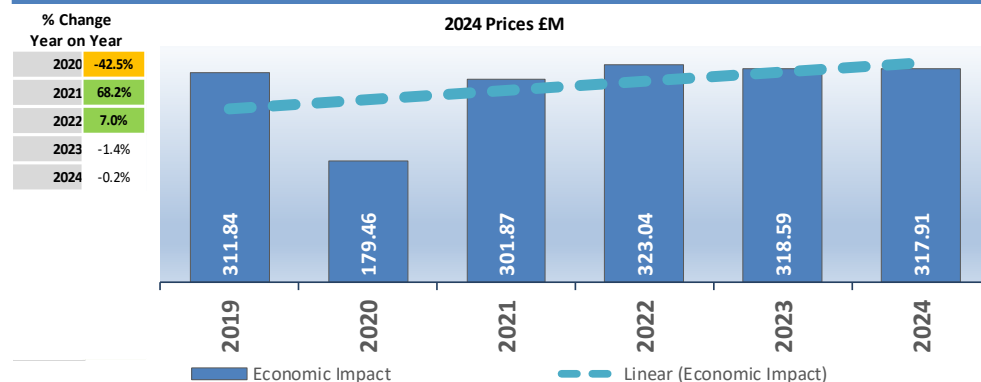
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
2024 Prices

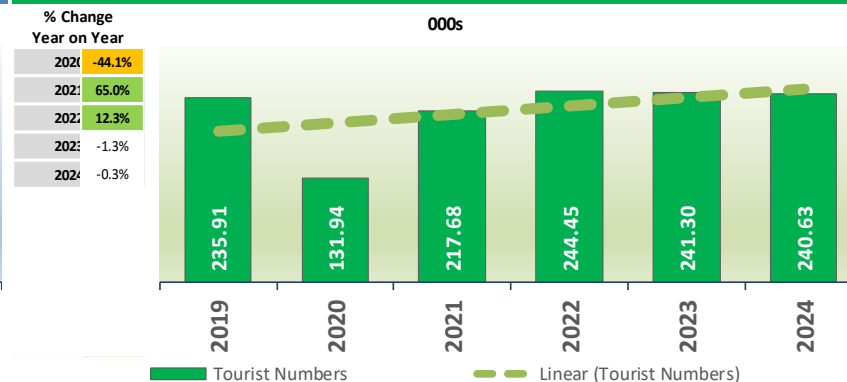
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

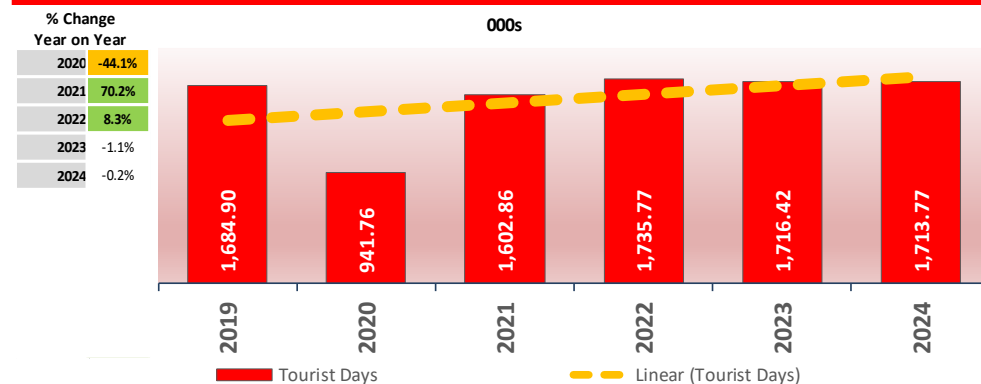
Economic Impact - Indexed - Non-Serviced Accommodation



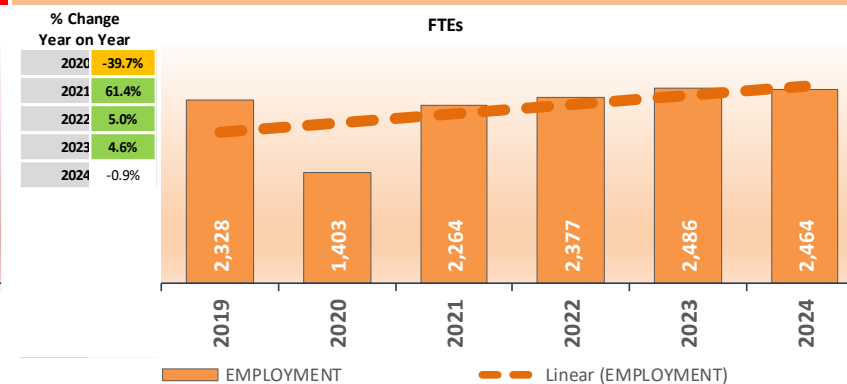
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-42.5%	-3.2%	3.6%	2.2%	1.9%
Visitor Numbers		-44.1%	-7.7%	3.6%	2.3%	2.0%
Visitor Days		-44.1%	-4.9%	3.0%	1.9%	1.7%
Direct Employment		-39.7%	-2.7%	2.1%	6.8%	5.9%

"Linear" = Linear Trendline

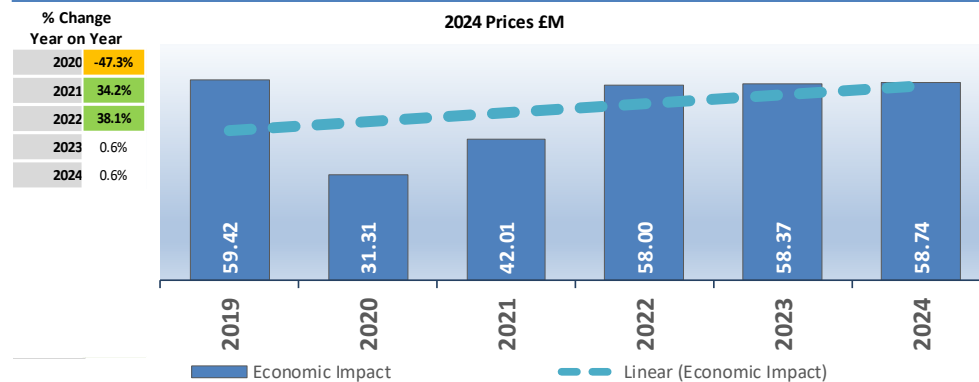
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
2024 Prices

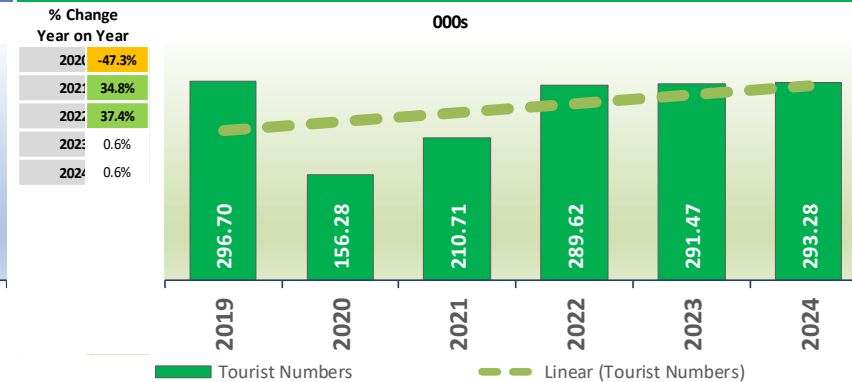
SFR

KEY MEASURES
Indexed

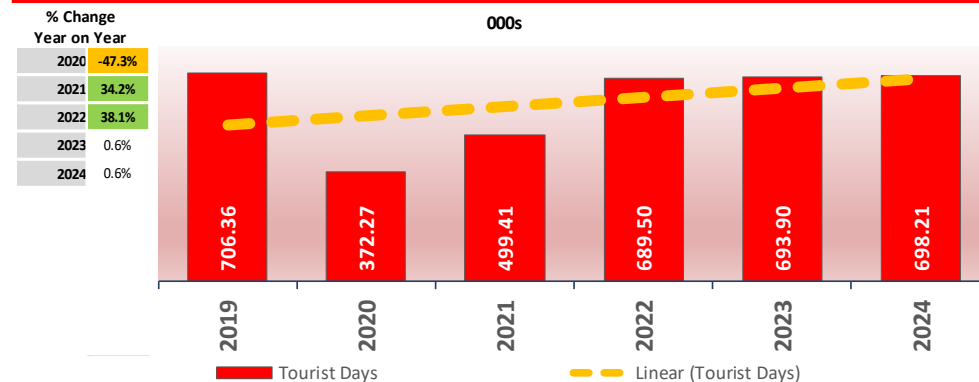
Economic Impact - Indexed - SFR



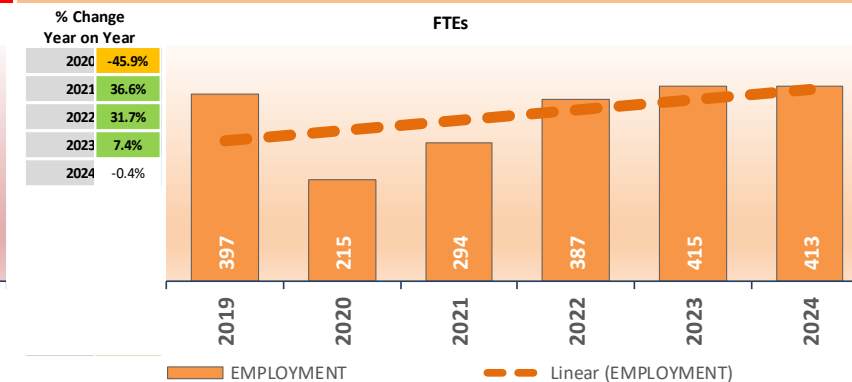
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-47.3%	-29.3%	-2.4%	-1.8%	-1.1%
Visitor Numbers		-47.3%	-29.0%	-2.4%	-1.8%	-1.2%
Visitor Days		-47.3%	-29.3%	-2.4%	-1.8%	-1.2%
Direct Employment		-45.9%	-26.1%	-2.7%	4.5%	4.0%

"Linear" = Linear Trendline

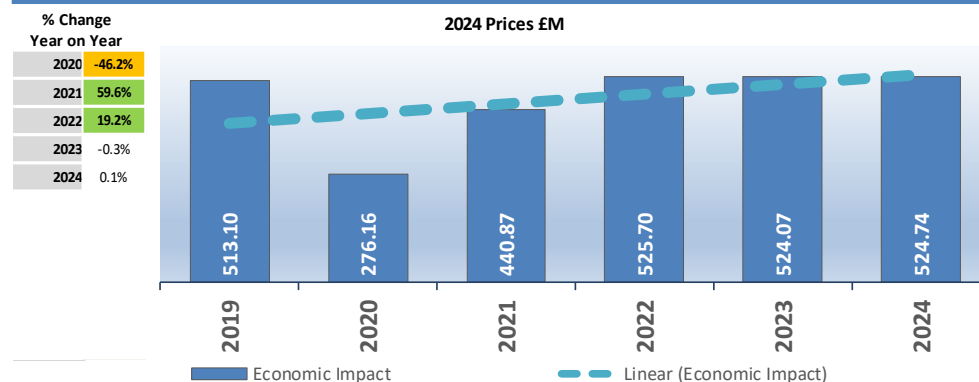
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
2024 Prices

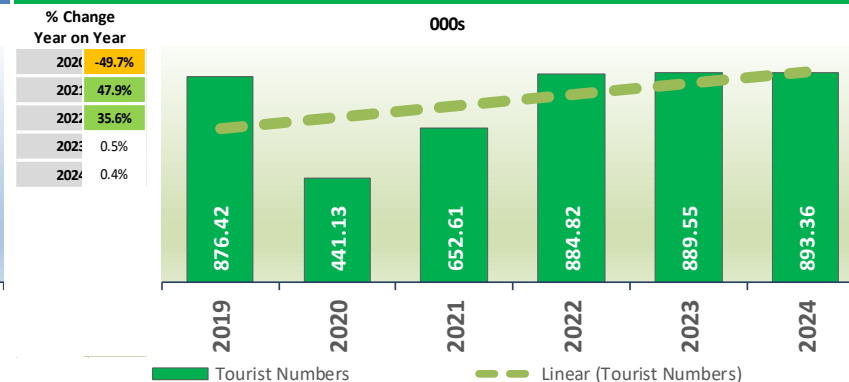
STAYING VISITOR

KEY MEASURES
Indexed

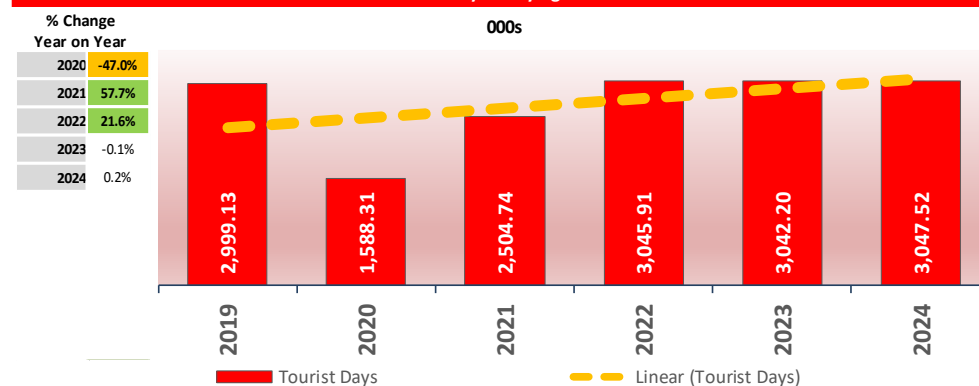
Economic Impact - Indexed - Staying Visitor



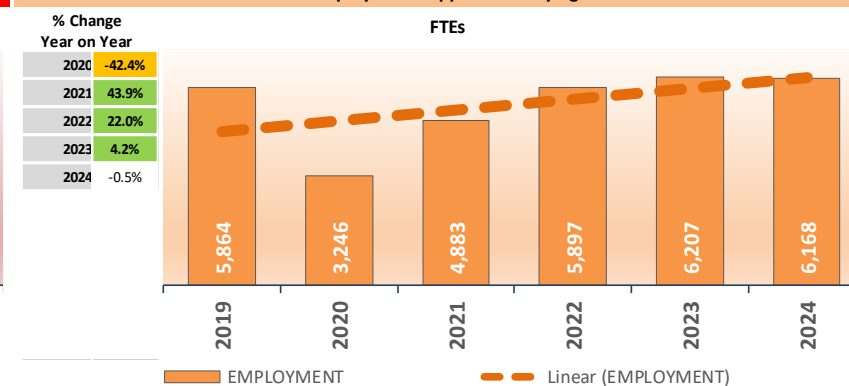
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-46.2%	-14.1%	2.5%	2.1%	2.3%
Visitor Numbers		-49.7%	-25.5%	1.0%	1.5%	1.9%
Visitor Days		-47.0%	-16.5%	1.6%	1.4%	1.6%
Direct Employment		-44.6%	-16.7%	0.6%	5.8%	5.2%

"Linear" = Linear Trendline

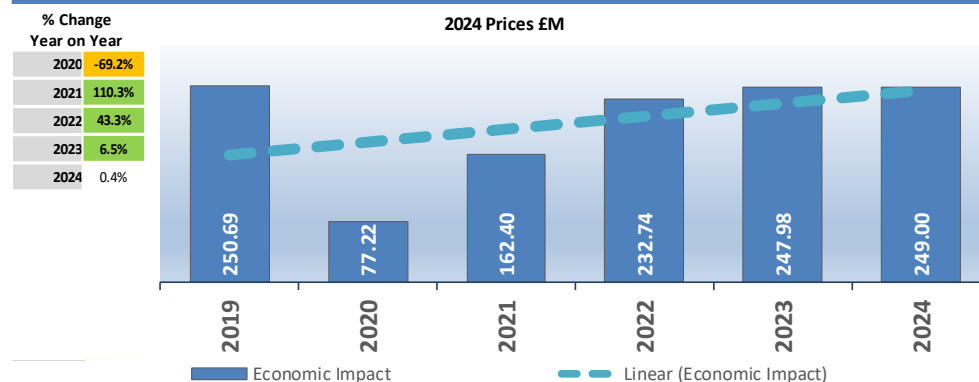
STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE

2019 to 2024
2024 Prices

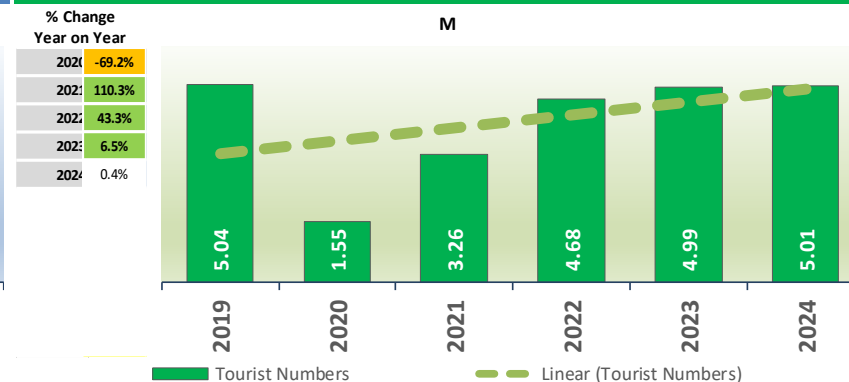
DAY VISITOR

KEY MEASURES
Indexed

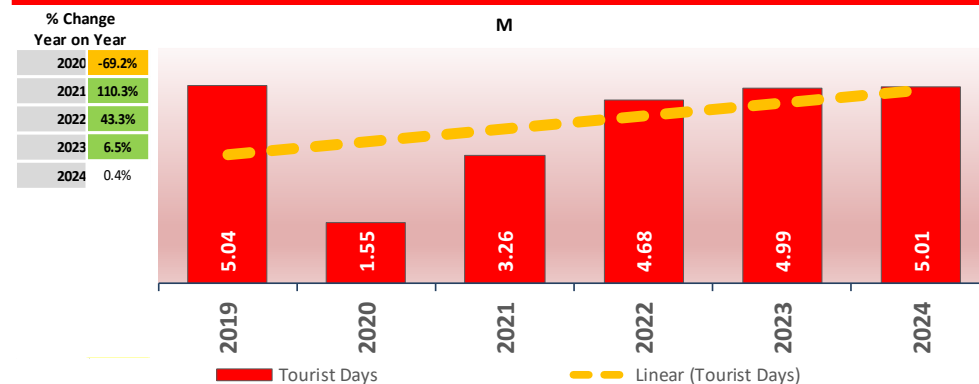
Economic Impact - Indexed - Day Visitor



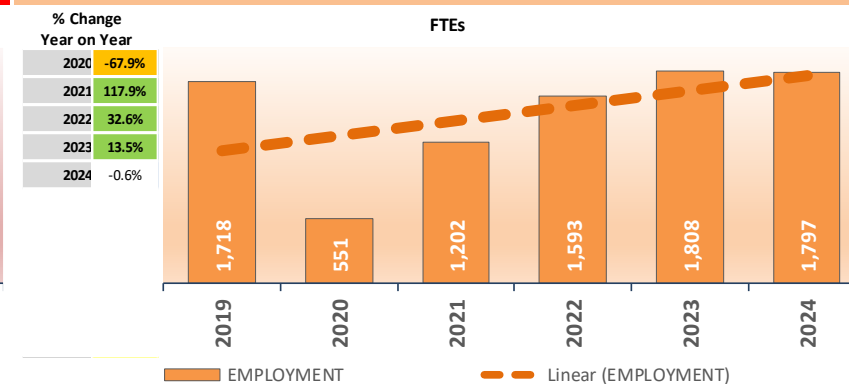
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



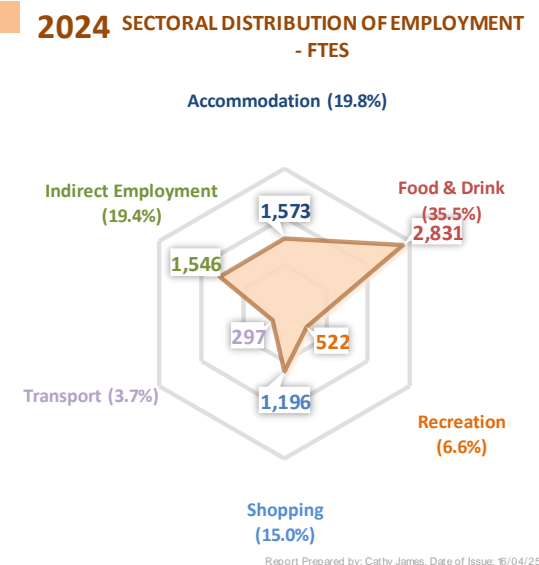
% Change from 2019	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%
Visitor Numbers		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%
Visitor Days		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%
Direct Employment		-67.9%	-30.1%	-7.3%	5.2%	4.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2024 - FINAL							2019 to 2024		TOTAL		SECTORAL ANALYSIS	
HEREFORDSHIRE							2024 Prices				Indexed	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024									2024 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024			
SECTOR / YEAR		2019	2020	2021	2022	2023	2024					
Accommodation	£M	53.10	30.82	46.64	54.95	54.86	55.18	2024 Accommodation (7.1%)				
Food & Drink	£M	229.49	100.30	186.20	224.79	230.25	230.81	Food & Drink (29.8%)				
Recreation	£M	34.56	18.79	31.93	35.19	35.08	35.10	Recreation (4.5%)				
Shopping	£M	105.22	54.15	89.58	106.67	106.82	106.95					
Transport	£M	53.51	25.46	43.57	53.37	54.04	54.14					
Direct Revenue	£M	475.88	229.51	397.93	474.96	481.05	482.18					
VAT	£M	95.18	33.88	51.30	91.94	96.21	96.44	VAT (12.5%)				
Direct Expenditure	£M	571.05	263.39	449.23	566.90	577.26	578.61					
Indirect Expenditure	£M	192.74	89.99	154.03	191.54	194.79	195.13	Indirect Expenditure (25.2%)				
TOTAL	£M	763.79	353.38	603.27	758.44	772.05	773.74					

Sector	Value (£M)	Percentage
Accommodation	55.177	7.1%
Food & Drink	230.813	29.8%
Recreation	106.947	4.5%
Shopping	106.947	13.8%
Transport	54.136	7.0%
VAT	96.435	12.5%
Indirect Expenditure	195.128	25.2%

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES							
SECTOR / YEAR		2019	2020	2021	2022	2023	2024
Accommodation	FTEs	1,573	957	1,070	1,569	1,569	1,573
Food & Drink	FTEs	2,674	1,165	2,162	2,594	2,853	2,831
Recreation	FTEs	489	265	450	493	527	522
Shopping	FTEs	1,118	573	948	1,122	1,207	1,196
Transport	FTEs	279	132	226	275	299	297
Direct Employment	FTEs	6,131	3,092	4,857	6,054	6,455	6,419
Indirect Employment	FTEs	1,451	706	1,228	1,436	1,559	1,546
TOTAL	FTEs	7,582	3,798	6,085	7,489	8,014	7,965



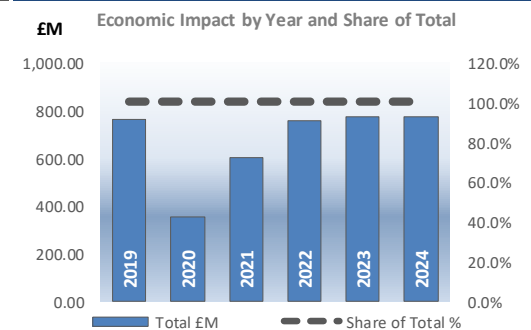
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 2024 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 2024 / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2019 to 2024			3.6%	3.9%	4.5%	2.5%	-1.9%	0.7%	0.9%	-0.7%	3.1%	0.8%	1.1%	1.9%			1.3%	4.1%	0.5%	0.9%	1.1%
% Change 2023 to 2024			0.3%	-0.5%	2.3%	-1.1%	-1.1%	0.3%	2.1%	1.6%	-0.7%	-1.4%	0.6%	-1.9%			0.2%	0.9%	-0.6%	1.1%	-1.0%
Average Annual Change			0.7%	0.8%	0.9%	0.5%	-0.4%	0.1%	0.2%	-0.1%	0.6%	0.2%	0.2%	0.4%			0.3%	0.8%	0.1%	0.2%	0.2%
2019	£M		30.54	33.80	49.66	74.55	72.99	77.59	102.94	109.70	83.43	60.53	34.88	33.18			763.79		114.00	225.13	296.07
2020	£M		29.68	35.39	36.21				37.75	92.87	74.42	37.14	0.654	9.275	353.38	-53.7%	101.28		205.04	47.07	
2021	£M					29.71	55.35	78.23	106.28	113.11	90.97	68.27	32.12	29.22	603.27	70.7%		163.29	310.36	129.62	
2022	£M		30.17	34.11	49.31	74.91	71.81	77.57	102.18	106.83	83.64	59.90	34.30	33.71	758.44	25.7%	113.58	224.29	292.65	127.92	
2023	£M		31.54	35.29	50.71	77.26	72.42	77.91	101.68	107.24	86.59	61.87	35.06	34.48	772.05	1.8%	117.55	227.59	295.51	131.40	
2024	£M		31.63	35.12	51.89	76.44	71.63	78.15	103.84	108.99	85.99	60.99	35.27	33.81	773.74	0.2%	118.64	226.22	298.82	130.07	

ECONOMIC IMPACT - INDEXED TO 2024							TOTAL	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
Total	£M	763.79	353.38	603.27	758.44	772.05	773.74	
All Visitor Types	£M	763.79	353.38	603.27	758.44	772.05	773.74	
Share of Total	%	100.0%	100.0%	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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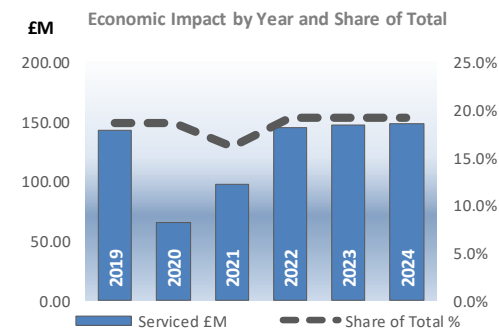


STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 2024 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			SERVICED ACCOMMODATION																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2024			12.1%	10.1%	2.7%	9.5%	6.2%	5.0%	2.6%	0.0%	3.3%	1.6%	2.9%	7.3%		4.4%	7.4%	6.8%	2.0%	3.3%
% Change 2023 to 2024			-4.0%	-3.2%	-3.1%	1.1%	5.2%	0.6%	1.2%	6.6%	-1.4%	0.6%	4.4%	-4.9%		0.7%	-3.4%	2.1%	1.9%	0.1%
Average Annual Change			2.4%	2.0%	0.5%	1.9%	1.2%	1.0%	0.5%	0.0%	0.7%	0.3%	0.6%	1.5%		0.9%	1.5%	1.4%	0.4%	0.7%
2019	£M	5.821	7.099	10.12	12.06	11.71	14.16	17.79	16.82	17.78	14.10	7.298	7.078	141.84			23.04	37.93	52.40	28.48
2020	£M	5.928	7.374	5.200				5.990	13.47	15.05	10.55	0.115	1.712	65.39	-53.9%	18.50		34.51	12.38	
2021	£M					4.259	14.22	17.88	17.42	18.79	13.90	6.999	3.530	96.99	48.3%		18.48	54.09	24.42	
2022	£M	6.110	7.791	10.28	12.94	11.83	14.46	17.99	16.47	18.08	13.91	7.407	7.410	144.67	49.1%	24.18	39.23	52.53	28.72	
2023	£M	6.794	8.078	10.73	13.07	11.82	14.78	18.04	15.78	18.63	14.23	7.191	7.983	147.11	1.7%	25.60	39.66	52.45	29.40	
2024	£M	6.525	7.817	10.40	13.21	12.43	14.87	18.25	16.83	18.36	14.32	7.509	7.593	148.10	0.7%	24.74	40.50	53.43	29.42	

ECONOMIC IMPACT - INDEXED TO 2024							SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
Serviced	£M	141.84	65.39	96.99	144.67	147.11	148.10	
All Visitor Types	£M	763.79	353.38	603.27	758.44	772.05	773.74	
Share of Total	%	18.6%	18.5%	16.1%	19.1%	19.1%	19.1%	
Annual Change in Share	%		-0.4%	-13.1%	18.6%	-0.1%	0.4%	
Change in Share from 2019	%		-0.4%	-13.4%	2.7%	2.6%	3.1%	
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%	0.7%	0.6%	

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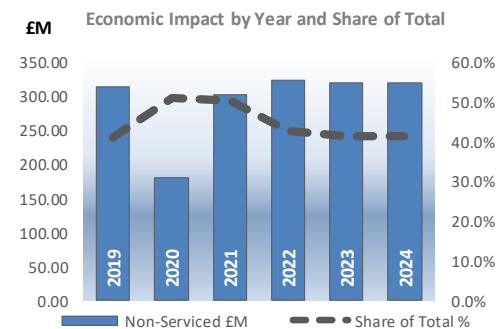
Report Prepared by: Cathy James. Date of Issue: 16/04/25

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 2024 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 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		2.4%	2.8%	8.5%	1.2%	-3.9%	3.9%	3.0%	0.5%	5.1%	2.2%	-1.0%	-1.3%	1.9%	Annual Change	5.6%	0.4%	2.6%	0.9%
% Change 2023 to 2024		-2.1%	-5.8%	4.7%	-4.1%	-4.3%	2.5%	3.0%	2.1%	-0.4%	-2.2%	-0.3%	-3.0%	-0.2%		0.3%	-2.0%	1.6%	-2.0%
Average Annual Change		0.5%	0.6%	1.7%	0.2%	-0.8%	0.8%	0.6%	0.1%	1.0%	0.4%	-0.2%	-0.3%	0.4%		1.1%	0.1%	0.5%	0.2%
2019	£M	6.972	8.124	15.65	30.68	33.41	32.87	42.23	53.57	39.92	29.53	9.281	9.622	311.84		30.74	96.96	135.71	48.43
2020	£M	6.279	9.211	15.36				25.78	54.94	42.39	21.10	0.299	4.104	179.46	-42.5%	30.85		123.10	25.51
2021	£M				18.61	30.35	36.57	49.26	59.79	48.69	38.54	8.866	11.19	301.87	68.2%		85.53	157.74	58.60
2022	£M	7.331	9.133	16.75	32.29	33.73	34.63	44.12	53.42	41.63	30.22	9.450	10.34	323.04	7.0%	33.21	100.65	139.17	50.02
2023	£M	7.289	8.867	16.21	32.38	33.57	33.32	42.22	52.72	42.14	30.85	9.220	9.799	318.59	-1.4%	32.37	99.26	137.08	49.87
2024	£M	7.139	8.353	16.97	31.06	32.12	34.14	43.50	53.81	41.95	30.18	9.190	9.502	317.91	-0.2%	32.46	97.32	139.26	48.87

ECONOMIC IMPACT - INDEXED TO 2024							NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
Non-Serviced	£M	311.84	179.46	301.87	323.04	318.59	317.91	
All Visitor Types	£M	763.79	353.38	603.27	758.44	772.05	773.74	
Share of Total	%	40.8%	50.8%	50.0%	42.6%	41.3%	41.1%	
Annual Change in Share	%		24.4%	-1.5%	-14.9%	-3.1%	-0.4%	
Change in Share from 2019	%		24.4%	22.6%	4.3%	1.1%	0.6%	
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%	0.3%	0.1%	

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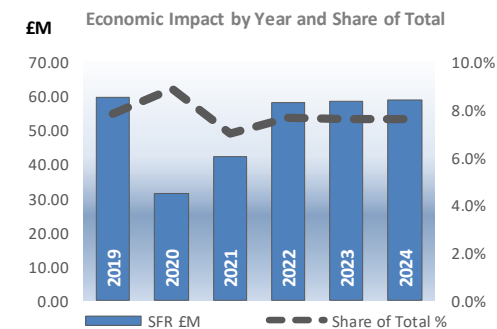
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Report Prepared by: Cathy James. Date of Issue: 16/04/25

STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 2024 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 2024 / PERCENTAGE CHANGES																	
Less than 3% change			Q1			Q2			Q3			Q4			Annual Change		Q1 Q2 Q3 Q4			
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2024			-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%
% Change 2023 to 2024			0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	
Average Annual Change			-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	
2019	£M	8.263	2.777	3.158	7.536	4.848	3.734	6.060	6.415	3.304	3.301	2.572	7.448	59.42		14.20	16.12	15.78	13.32	
2020	£M	7.991	3.003	2.517				3.144	6.236	3.292	2.355	0.066	2.709	31.31	-47.3%	13.51		12.67	5.130	
2021	£M				3.452	3.707	3.955	6.890	7.121	3.856	3.936	2.495	6.596	42.01	34.2%		11.11	17.87	13.03	
2022	£M	8.066	2.710	3.083	7.356	4.732	3.645	5.915	6.261	3.225	3.222	2.511	7.270	58.00	38.1%	13.86	15.73	15.40	13.00	
2023	£M	8.118	2.728	3.103	7.404	4.763	3.669	5.953	6.302	3.246	3.243	2.527	7.317	58.37	0.6%	13.95	15.83	15.50	13.09	
2024	£M	8.169	2.745	3.122	7.450	4.792	3.692	5.990	6.341	3.266	3.263	2.543	7.363	58.74	0.6%	14.04	15.93	15.60	13.17	

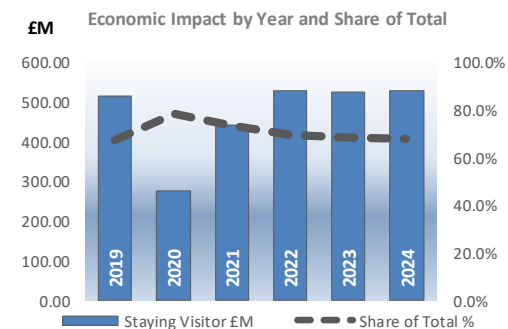
ECONOMIC IMPACT - INDEXED TO 2024							SFR	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
SFR	£M	59.42	31.31	42.01	58.00	58.37	58.74	
All Visitor Types	£M	763.79	353.38	603.27	758.44	772.05	773.74	
Share of Total	%	7.8%	8.9%	7.0%	7.6%	7.6%	7.6%	
Annual Change in Share	%		13.9%	-21.4%	9.8%	-1.1%	0.4%	
Change in Share from 2019	%		13.9%	-10.5%	-1.7%	-2.8%	-2.4%	
Avg Ann. Change in Share	%		13.9%	-5.2%	-0.6%	-0.7%	-0.5%	



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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE											2019 to 2024 2024 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 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024			3.7%	5.1%	5.4%	2.8%	-1.2%	3.8%	2.5%	0.2%	4.2%	1.8%	0.5%	1.3%	2.3%	Annual Change	4.8%	1.8%	2.2%	1.4%
% Change 2023 to 2024			-1.7%	-3.9%	1.5%	-2.1%	-1.6%	1.8%	2.3%	2.9%	-0.7%	-1.2%	1.6%	-2.6%	0.1%		-0.9%	-0.6%	1.6%	-1.0%
Average Annual Change			0.7%	1.0%	1.1%	0.6%	-0.2%	0.8%	0.5%	0.0%	0.8%	0.4%	0.1%	0.3%	0.5%		1.0%	0.4%	0.4%	0.3%
2019	£M		21.06	18.00	28.93	50.28	49.97	50.76	66.08	76.80	61.00	46.93	19.15	24.15	513.10		67.98	151.00	203.88	90.23
2020	£M		20.20	19.59	23.07				34.91	74.64	60.73	34.01	0.479	8.526	276.16	-46.2%	62.86		170.29	43.01
2021	£M					22.06	38.32	54.75	74.03	84.32	71.34	56.37	18.36	21.32	440.87	59.6%		115.13	229.69	96.05
2022	£M		21.51	19.63	30.11	52.58	50.28	52.74	68.02	76.15	62.93	47.35	19.37	25.02	525.70	19.2%	71.25	155.60	207.10	91.74
2023	£M		22.20	19.67	30.04	52.85	50.14	51.76	66.21	74.81	64.01	48.33	18.94	25.10	524.07	-0.3%	71.92	154.76	205.03	92.36
2024	£M		21.83	18.91	30.49	51.71	49.34	52.70	67.74	76.97	63.58	47.76	19.24	24.46	524.74	0.1%	71.24	153.75	208.29	91.46

ECONOMIC IMPACT - INDEXED TO 2024							STAYING VISITOR	
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	
Staying Visitor	£M	513.10	276.16	440.87	525.70	524.07	524.74	
All Visitor Types	£M	763.79	353.38	603.27	758.44	772.05	773.74	
Share of Total	%	67.2%	78.1%	73.1%	69.3%	67.9%	67.8%	
Annual Change in Share	%		16.3%	-6.5%	-5.2%	-2.1%	-0.1%	
Change in Share from 2019	%		16.3%	8.8%	3.2%	1.0%	1.0%	
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%	0.3%	0.2%	



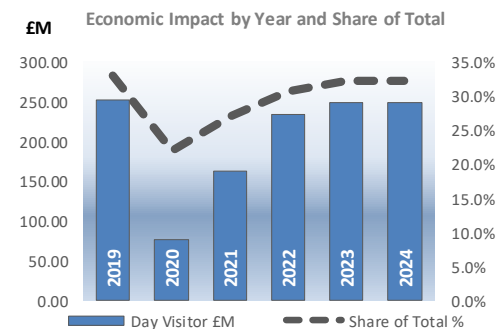
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STEAM REPORT FOR 2019-2024 - FINAL HEREFORDSHIRE												2019 to 2024 2024 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY			DAY VISITOR																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change			Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2024			3.3%	2.6%	3.2%	1.9%	-3.2%	-5.1%	-2.1%	-2.7%	-0.1%	-2.7%	1.9%	3.5%	-0.7%	Annual Change	3.0%	-2.2%	-1.8%	0.6%
% Change 2023 to 2024			4.9%	3.8%	3.5%	1.3%	0.1%	-2.7%	1.8%	-1.3%	-0.8%	-2.3%	-0.6%	-0.3%	0.4%		3.9%	-0.5%	0.0%	-1.1%
Average Annual Change			0.7%	0.5%	0.6%	0.4%	-0.6%	-1.0%	-0.4%	-0.5%	0.0%	-0.5%	0.4%	0.7%	-0.1%		0.6%	-0.4%	-0.4%	0.1%
2019	£M		9.483	15.80	20.74	24.27	23.02	26.83	36.86	32.90	22.43	13.60	15.73	9.032	250.69		46.02	74.12	92.19	38.36
2020	£M		9.483	15.80	13.14				2.836	18.23	13.69	3.127	0.175	0.749	77.22	-69.2%	38.42		34.76	4.051
2021	£M					7.645	17.04	23.48	32.25	28.79	19.63	11.90	13.76	7.904	162.40	110.3%		48.16	80.67	33.57
2022	£M		8.659	14.47	19.20	22.32	21.53	24.83	34.16	30.68	20.71	12.55	14.93	8.692	232.74	43.3%	42.33	68.68	85.55	36.17
2023	£M		9.343	15.61	20.67	24.41	22.27	26.15	35.47	32.43	22.58	13.54	16.12	9.379	247.98	6.5%	45.63	72.84	90.48	39.04
2024	£M		9.800	16.21	21.40	24.72	22.29	25.45	36.10	32.01	22.41	13.23	16.03	9.351	249.00	0.4%	47.41	72.46	90.52	38.61

ECONOMIC IMPACT - INDEXED TO 2024							DAY VISITOR	
SHARE OF MARKET	2019	2020	2021	2022	2023	2024		
Day Visitor	£M	250.69	77.22	162.40	232.74	247.98	249.00	
All Visitor Types	£M	763.79	353.38	603.27	758.44	772.05	773.74	
Share of Total	%	32.8%	21.9%	26.9%	30.7%	32.1%	32.2%	
Annual Change in Share	%		-33.4%	23.2%	14.0%	4.7%	0.2%	
Change in Share from 2019	%		-33.4%	-18.0%	-6.5%	-2.1%	-2.0%	
Avg Ann. Change in Share	%		-33.4%	-9.0%	-2.2%	-0.5%	-0.4%	

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