



## STEAM REPORT FOR 2019-2025 - FINAL

Final

## HEREFORDSHIRE






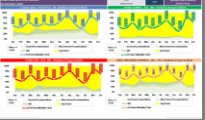
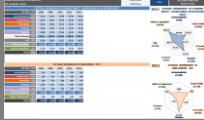






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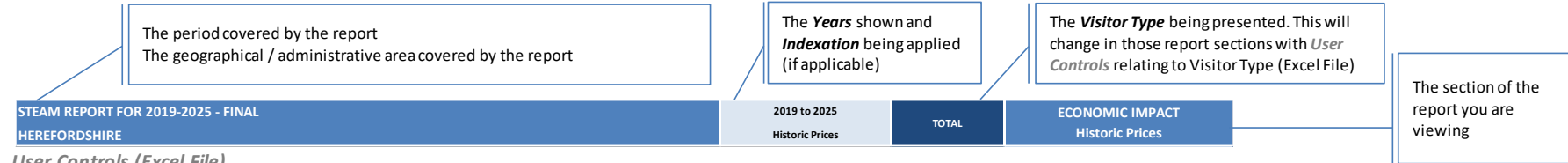
<p><b>REPORT SECTIONS</b></p>  <p>Page</p>	<p><b>USER GUIDE</b></p>  <p>3</p>	<p><b>COMPARATIVE HEADLINES</b></p>  <p>4</p>	<p><b>KEY MEASURES</b></p>  <p>5-11</p>
<p><b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b></p>	<p><b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b></p>  <p>13</p>	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

### Headers

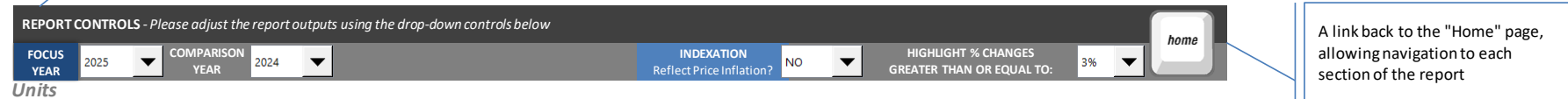
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

- FTEs** = Full Time Equivalent jobs supported
- £000s / 000s** = thousands of pounds or thousands of tourist days / tourist numbers
- £m / m** = millions of pounds or millions of tourist days / tourist numbers
- £bn / bn** = billions of pounds or billions of tourist days / tourist numbers

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

The term **Visitor Numbers** relates to the estimated number of individual **visits** to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term **Visitor Days** relates to the estimated number of **days** spent within the area by the different visitor types. If you divide the visitor days by visitor numbers, you have the **Average Length of Stay** for that Visitor Type

**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

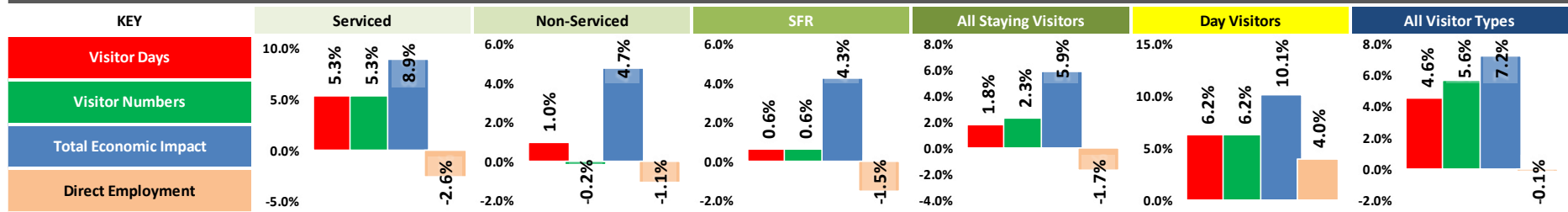
**Comparing 2025 and 2024**  
All £'s Historic Prices

**COMPARATIVE HEADLINES**

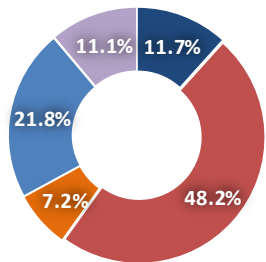
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES**

KEY	KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES																		
	Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types			
	Serviced			Non-Serviced															
	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	
<b>Visitor Days</b>	M	0.669	0.636	5.3%	1.730	1.714	1.0%	0.702	0.698	0.6%	3.102	3.048	1.8%	5.318	5.005	6.2%	8.420	8.053	4.6%
<b>Visitor Numbers</b>	M	0.379	0.359	5.3%	0.240	0.241	-0.2%	0.295	0.293	0.6%	0.914	0.893	2.3%	5.318	5.005	6.2%	6.232	5.899	5.6%
<b>Direct Expenditure</b>	£M																620.48	578.61	7.2%
<b>Economic Impact</b>	£M	161.21	148.10	8.9%	333.00	317.91	4.7%	61.23	58.74	4.3%	555.45	524.74	5.9%	274.12	249.00	10.1%	829.57	773.74	7.2%
<b>Direct Employment</b>	FTEs	1,698	1,744	-2.6%	2,437	2,464	-1.1%	407	413	-1.5%	4,543	4,622	-1.7%	1,868	1,797	4.0%	6,411	6,419	-0.1%
<b>Total Employment</b>	FTEs																7,975	7,965	0.1%

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES**



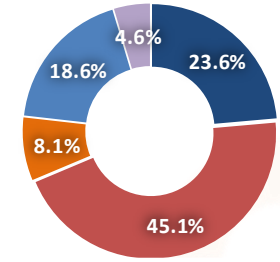
**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



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

Sectors	2025			2024			+/- %
	2025	2024	+/- %	2025	2024	+/- %	
Accommodation	72.39	66.21	9.3%	1,513	1,573	-3.8%	
Food & Drink	299.26	276.98	8.0%	2,888	2,831	2.0%	
Recreation	44.56	42.12	5.8%	522	522	-0.1%	
Shopping	135.22	128.34	5.4%	1,190	1,196	-0.5%	
Transport	69.05	64.96	6.3%	298	297	0.4%	
<b>TOTAL DIRECT</b>	<b>620.48</b>	<b>578.61</b>	<b>7.2%</b>	<b>6,411</b>	<b>6,419</b>	<b>-0.1%</b>	
Indirect	209.08	195.13	7.2%	1,564	1,546	1.2%	
<b>TOTAL</b>	<b>829.57</b>	<b>773.74</b>	<b>7.2%</b>	<b>7,975</b>	<b>7,965</b>	<b>0.1%</b>	

**Sectoral Distribution of Employment - FTEs**



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

**Direct Expenditure Categories**

**Direct Employment Categories**

## Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2025

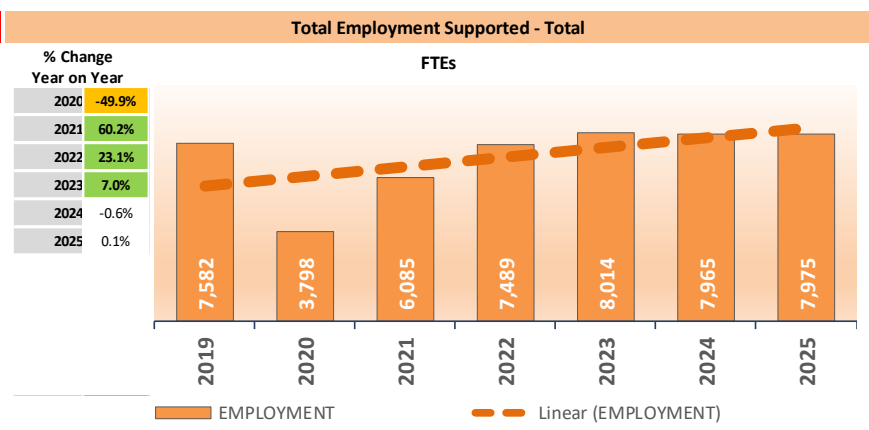
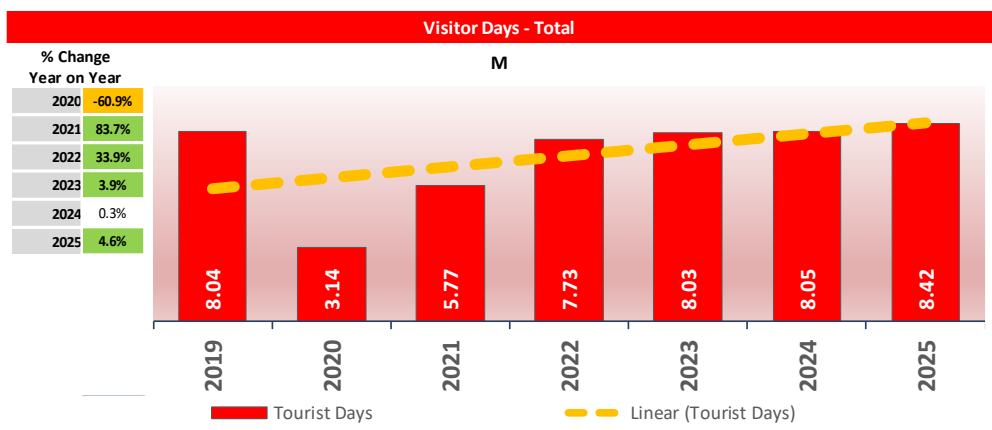
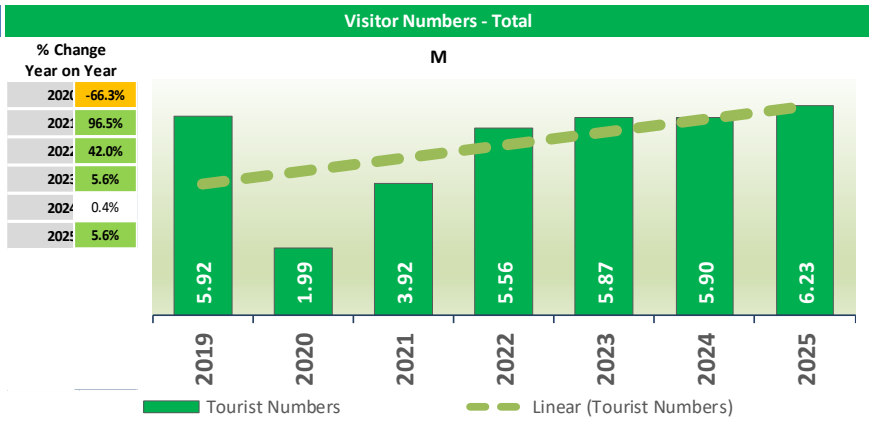
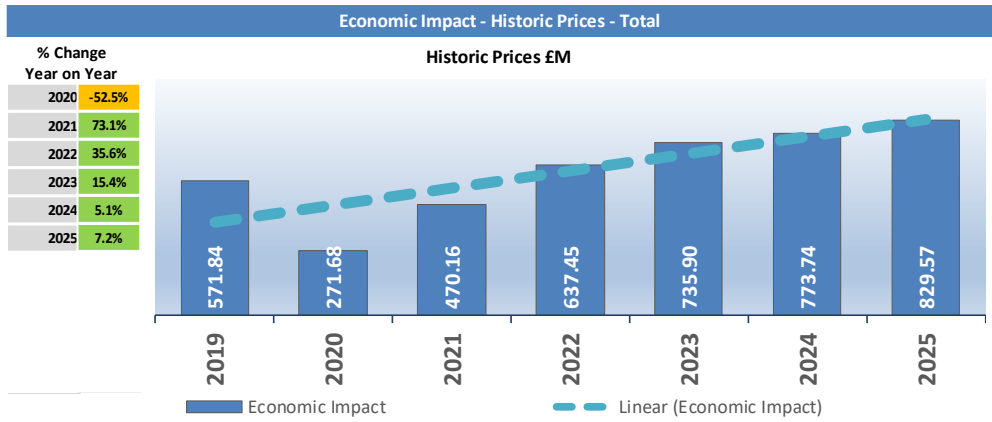
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

2019 to 2025  
Historic Prices

**TOTAL**

**KEY MEASURES**  
Historic Prices



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-52.5%	-17.8%	11.5%	28.7%	35.3%	45.1%
Visitor Numbers		-66.3%	-33.8%	-6.0%	-0.7%	-0.3%	5.3%
Visitor Days		-60.9%	-28.2%	-3.9%	-0.1%	0.2%	4.7%
Total Employment		-49.9%	-19.8%	-1.2%	5.7%	5.0%	5.2%

"Linear" = Linear Trendline

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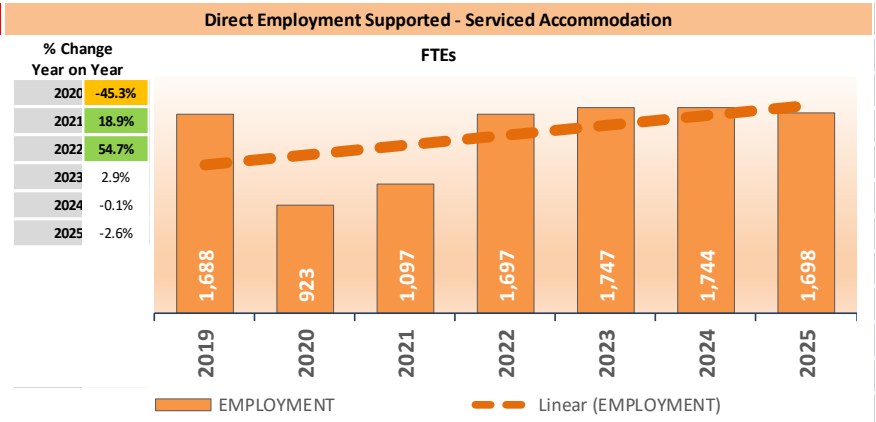
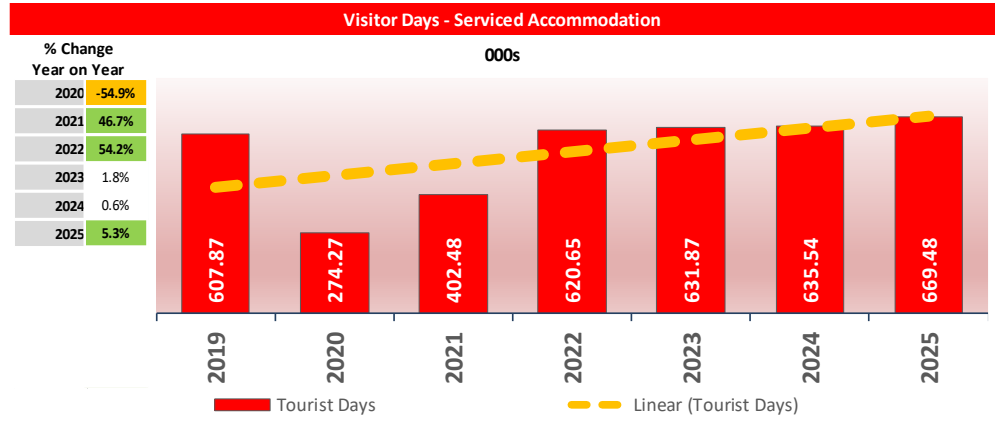
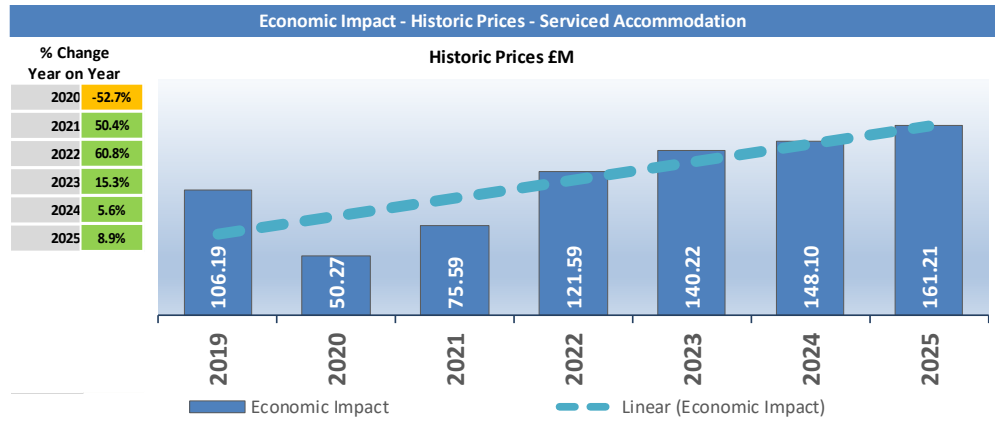
Report Prepared by: Cathy James. Date of Issue: 02/07/26

**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

2019 to 2025  
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES  
Historic Prices



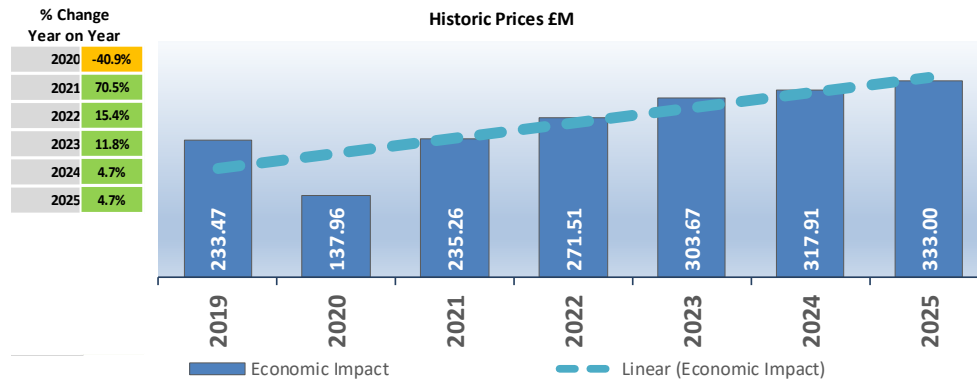
% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-52.7%	-28.8%	14.5%	32.0%	39.5%	51.8%
Visitor Numbers		-55.5%	-34.8%	2.0%	3.8%	4.6%	10.1%
Visitor Days		-54.9%	-33.8%	2.1%	3.9%	4.6%	10.1%
Direct Employment		-45.3%	-35.0%	0.5%	3.5%	3.3%	0.6%

"Linear" = Linear Trendline

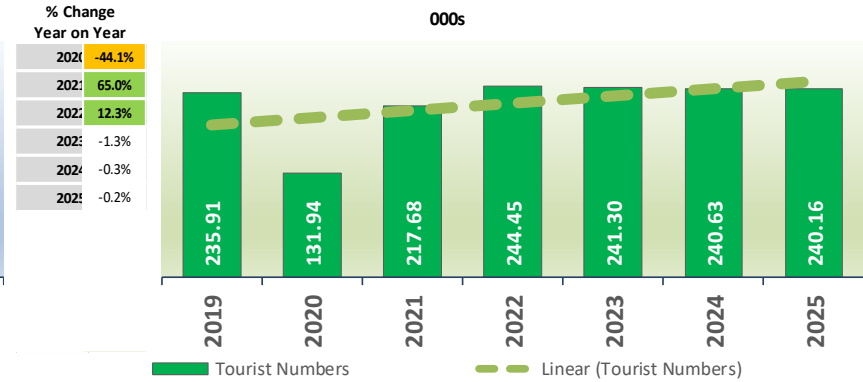
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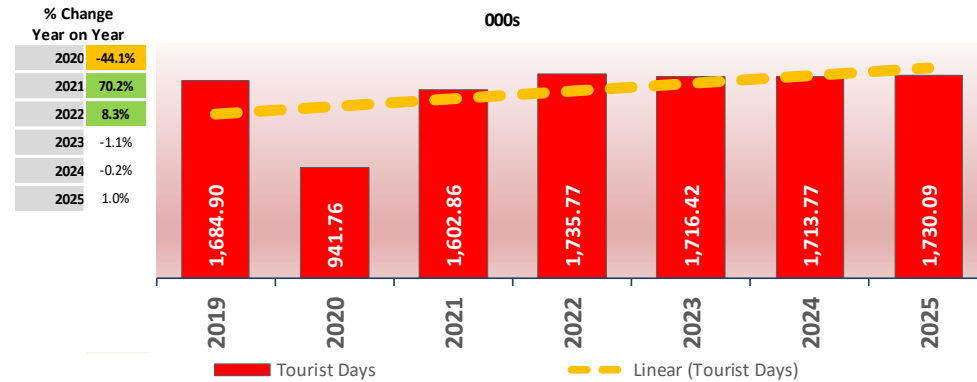
Economic Impact - Historic Prices - Non-Serviced Accommodation



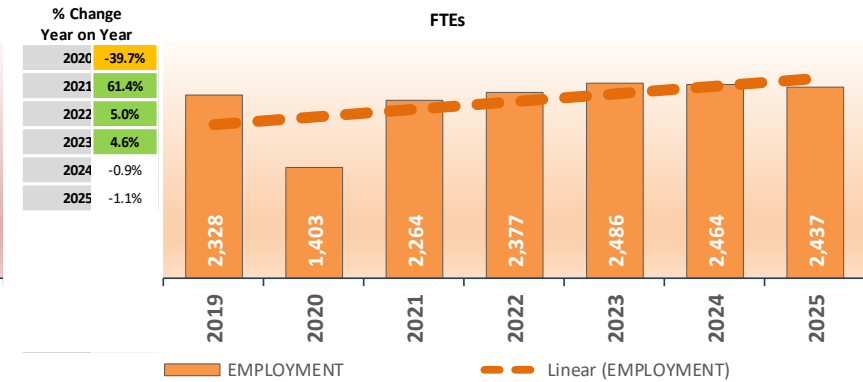
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation

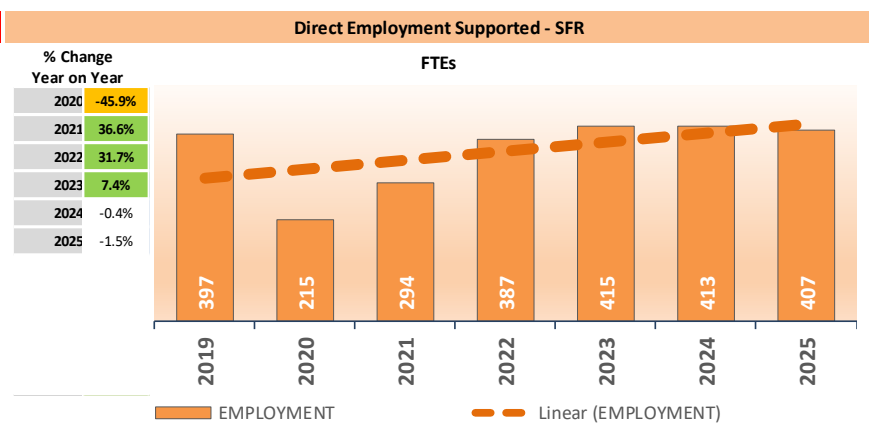
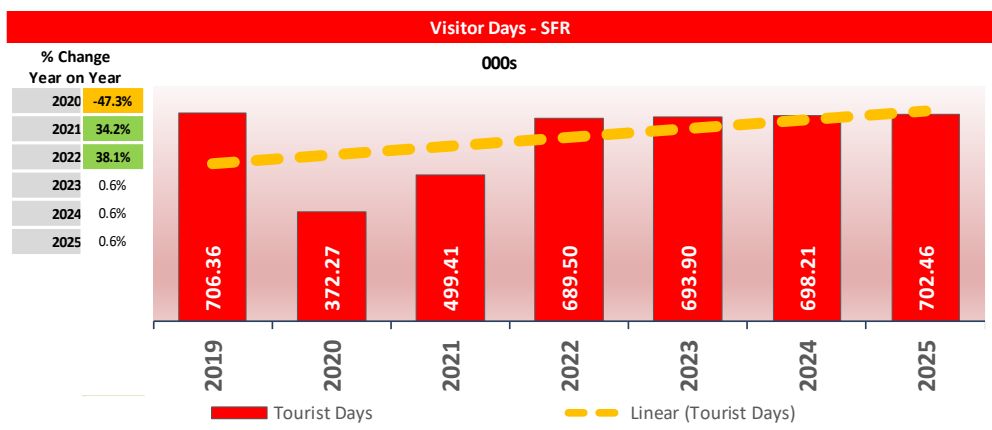
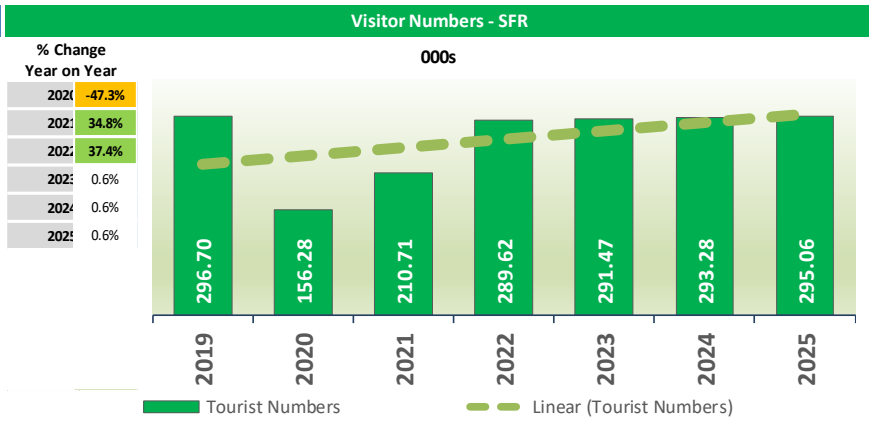
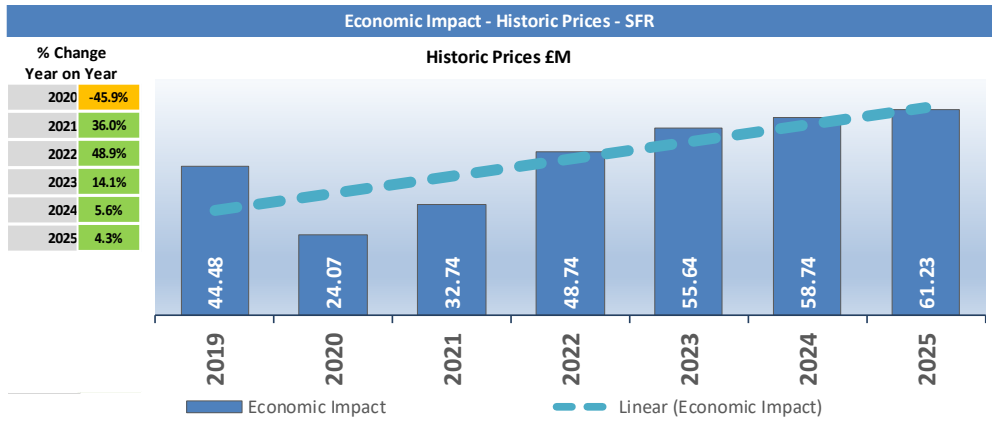


Direct Employment Supported - Non-Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-40.9%	0.8%	16.3%	30.1%	36.2%	42.6%
Visitor Numbers		-44.1%	-7.7%	3.6%	2.3%	2.0%	1.8%
Visitor Days		-44.1%	-4.9%	3.0%	1.9%	1.7%	2.7%
Direct Employment		-39.7%	-2.7%	2.1%	6.8%	5.9%	4.7%

"Linear" = Linear Trendline



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-45.9%	-26.4%	9.6%	25.1%	32.0%	37.7%
Visitor Numbers		-47.3%	-29.0%	-2.4%	-1.8%	-1.2%	-0.6%
Visitor Days		-47.3%	-29.3%	-2.4%	-1.8%	-1.2%	-0.6%
Direct Employment		-45.9%	-26.1%	-2.7%	4.5%	4.0%	2.4%

"Linear" = Linear Trendline

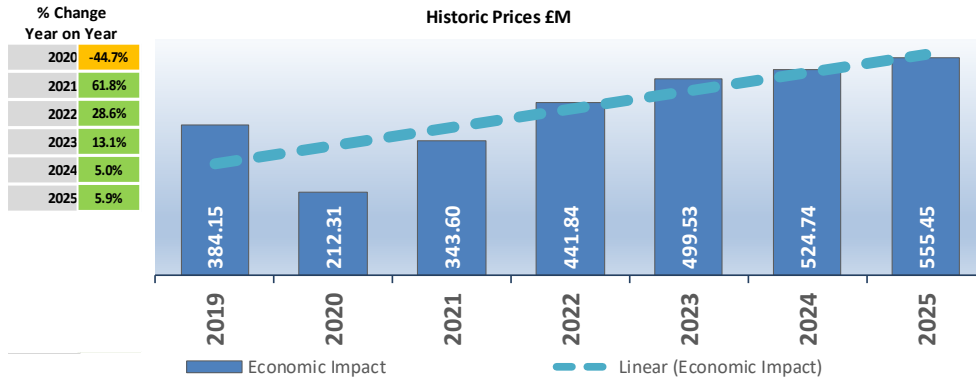
STEAM REPORT FOR 2019-2025 - FINAL  
HEREFORDSHIRE

2019 to 2025  
Historic Prices

STAYING VISITOR

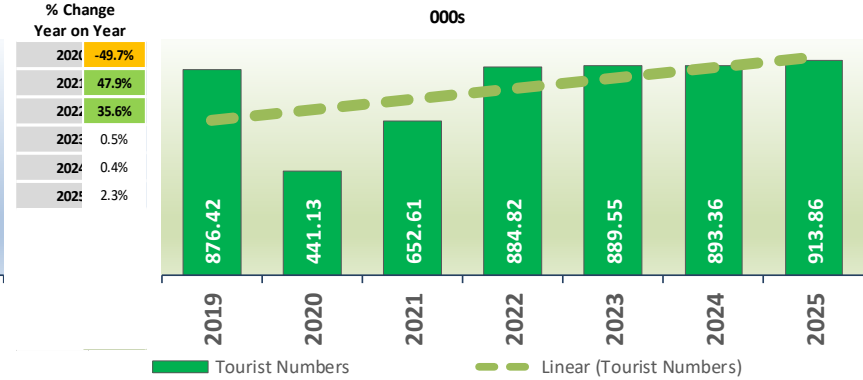
KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Staying Visitor



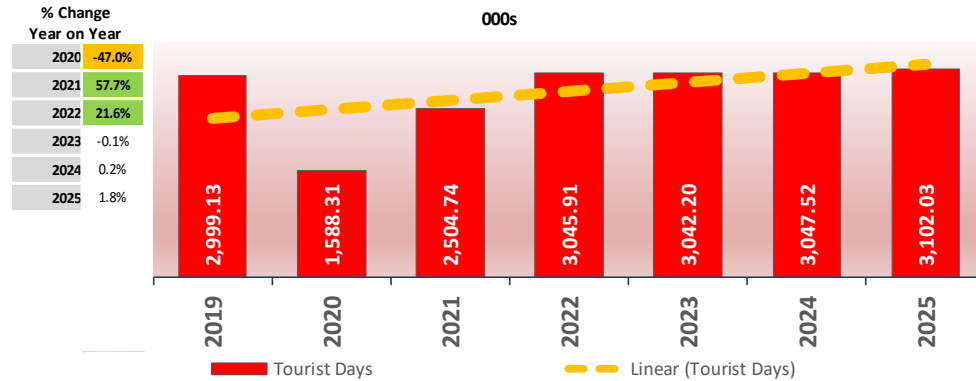
Year	% Change Year on Year
2020	-44.7%
2021	61.8%
2022	28.6%
2023	13.1%
2024	5.0%
2025	5.9%

Visitor Numbers - Staying Visitor



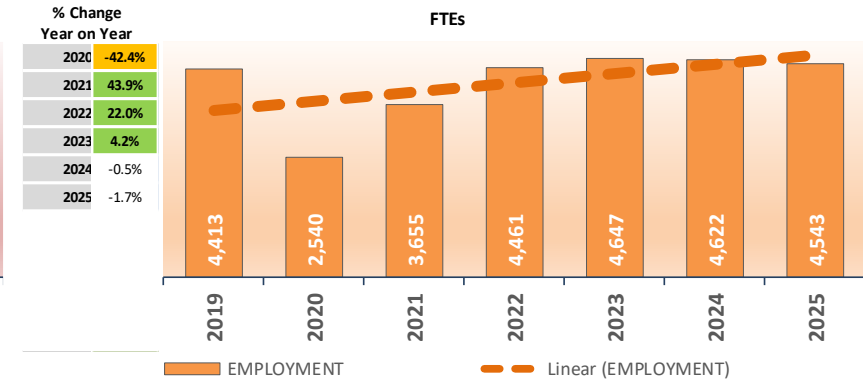
Year	% Change Year on Year
2020	-49.7%
2021	47.9%
2022	35.6%
2023	0.5%
2024	0.4%
2025	2.3%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2020	-47.0%
2021	57.7%
2022	21.6%
2023	-0.1%
2024	0.2%
2025	1.8%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2020	-42.4%
2021	43.9%
2022	22.0%
2023	4.2%
2024	-0.5%
2025	-1.7%

% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-44.7%	-10.6%	15.0%	30.0%	36.6%	44.6%
Visitor Numbers		-49.7%	-25.5%	1.0%	1.5%	1.9%	4.3%
Visitor Days		-47.0%	-16.5%	1.6%	1.4%	1.6%	3.4%
Direct Employment		-42.4%	-17.2%	1.1%	5.3%	4.7%	2.9%

"Linear" = Linear Trendline

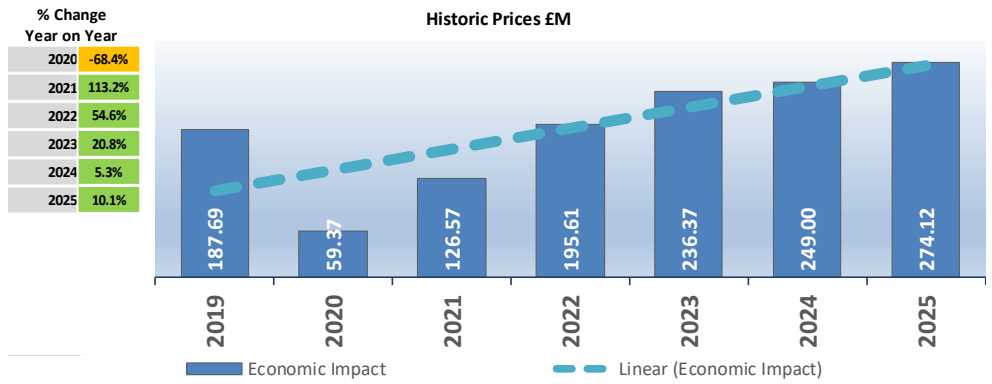
**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

2019 to 2025  
Historic Prices

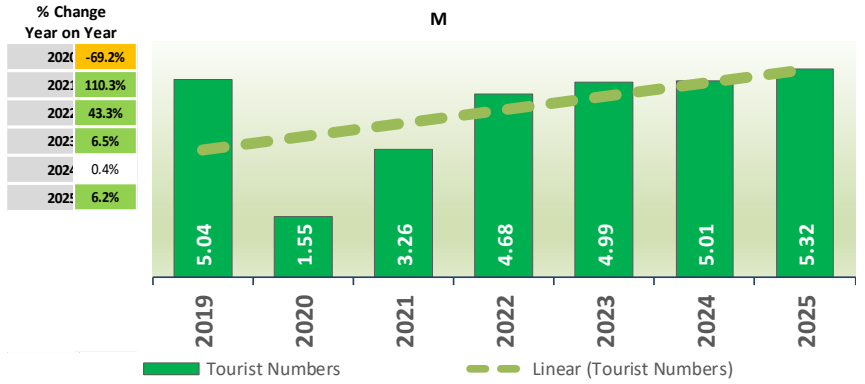
**DAY VISITOR**

**KEY MEASURES**  
Historic Prices

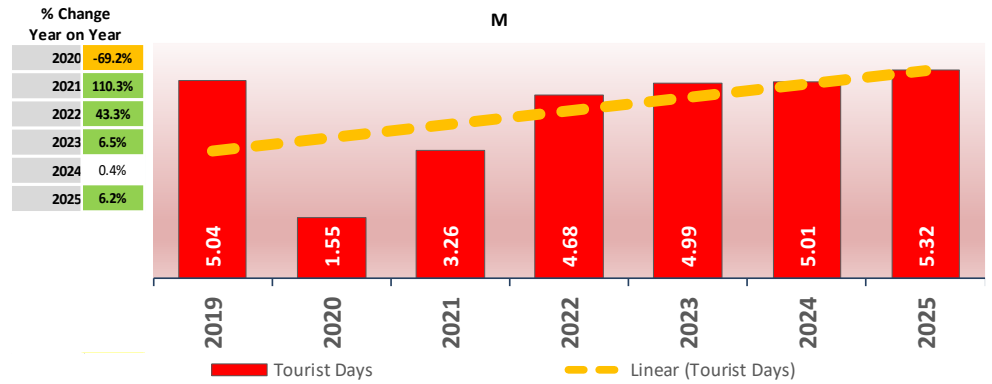
**Economic Impact - Historic Prices - Day Visitor**



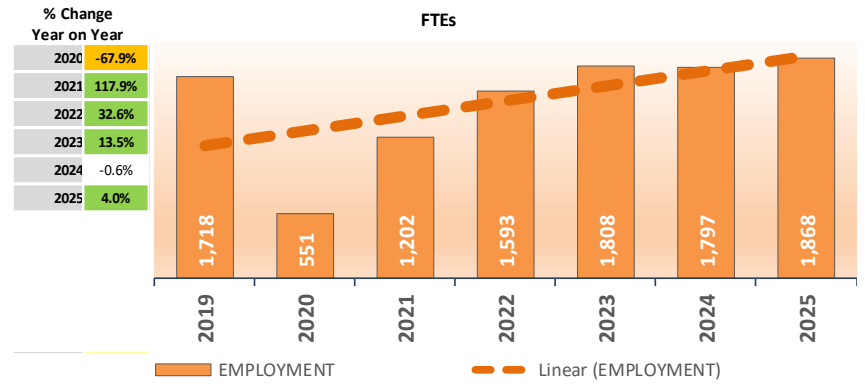
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



**Direct Employment Supported - Day Visitor**



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-68.4%	-32.6%	4.2%	25.9%	32.7%	46.0%
Visitor Numbers		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%	5.5%
Visitor Days		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%	5.5%
Direct Employment		-67.9%	-30.1%	-7.3%	5.2%	4.5%	8.7%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2025

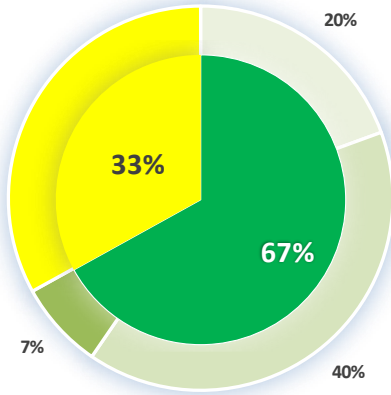
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2025 - M - Share of Total

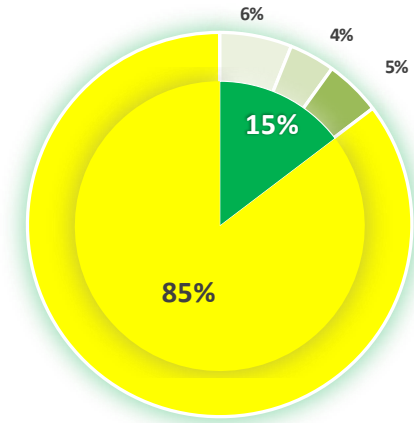
**TOTAL**  
**£829.57m**

	£M
Serviced	161.21
Non-Serviced	333.00
SFR	61.23
Staying Visitor	555.45
Day Visitor	274.12
<b>Total</b>	<b>829.57</b>



**TOTAL**  
**6.23m**

	M
Serviced	0.38
Non-Serviced	0.24
SFR	0.30
Staying Visitor	0.91
Day Visitor	5.32
<b>Total</b>	<b>6.23</b>

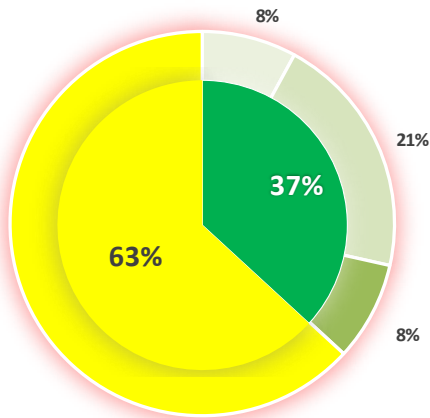


Visitor Days - 2025 - M - Share of Total

Direct Employment Supported - 2025 - FTEs - Share of Total

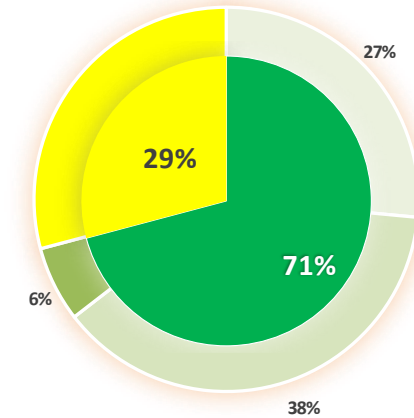
**TOTAL**  
**8.42m**

	M
Serviced	0.67
Non-Serviced	1.73
SFR	0.70
Staying Visitor	3.10
Day Visitor	5.32
<b>Total</b>	<b>8.42</b>



**TOTAL**  
**6,411 Direct FTEs**  
**7,975 Total FTEs**

	FTEs
Serviced	1,698
Non-Serviced	2,437
SFR	407
Staying Visitor	4,543
Day Visitor	1,868
<b>Total</b>	<b>6,411</b>



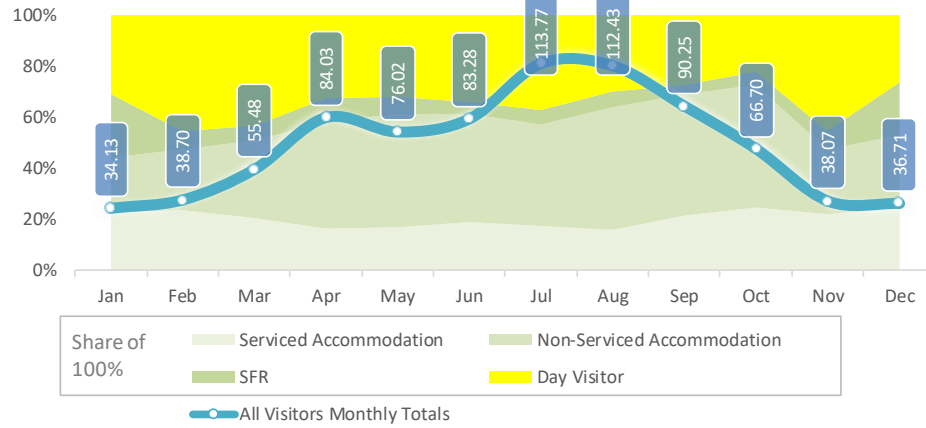
**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

**2025**  
Historic Prices

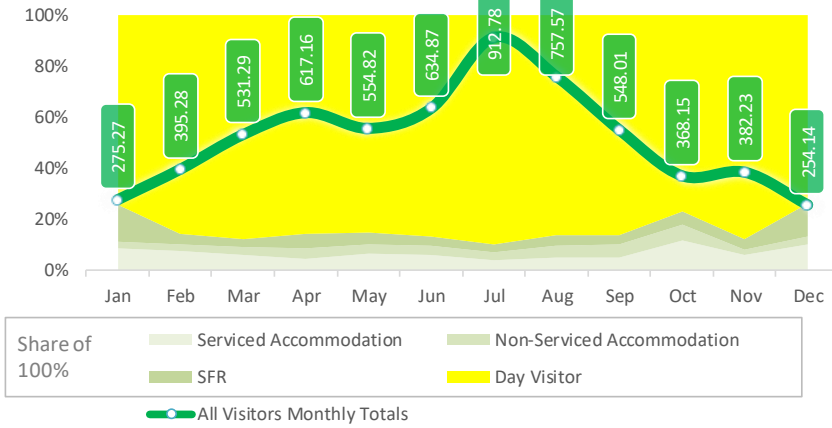
TOTAL

**DISTRIBUTION BY MONTH**  
Historic Prices

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



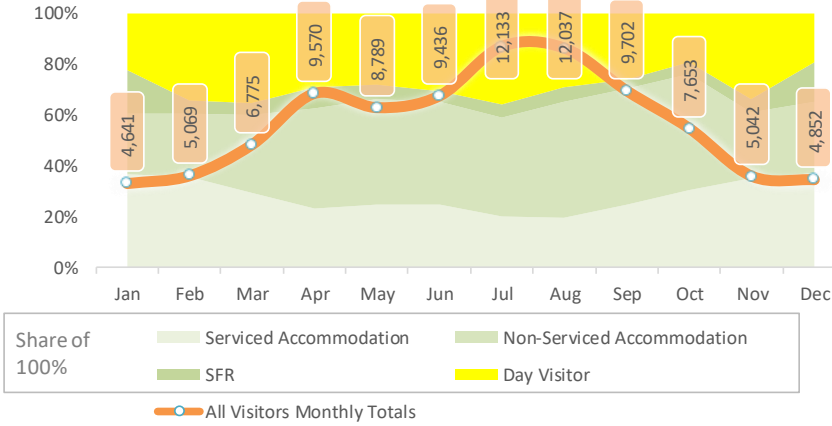
**Visitor Numbers - 2025 - 000s - Distribution of Impact by Month**



**Visitor Days - 2025 - 000s - Distribution of Impact by Month**



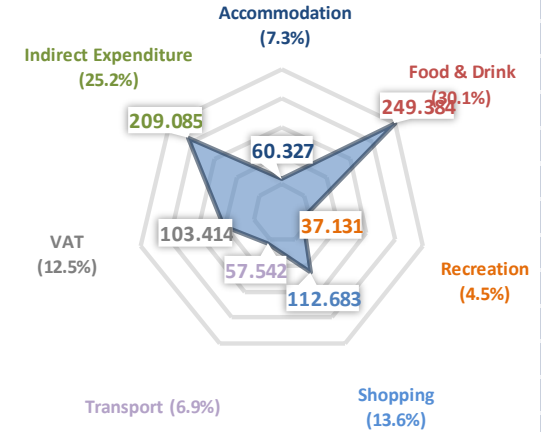
**Direct Employment Supported - 2025 - FTEs - Distribution of Impact by Month**



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

SECTOR / YEAR	2019	2020	2021	2022	2023	2024	2025
Accommodation £M	39.75	23.69	36.35	46.18	52.29	55.18	60.33
Food & Drink £M	171.81	77.11	145.12	188.93	219.47	230.81	249.38
Recreation £M	25.88	14.44	24.89	29.57	33.44	35.10	37.13
Shopping £M	78.78	41.63	69.82	89.65	101.82	106.95	112.68
Transport £M	40.06	19.57	33.96	44.86	51.51	54.14	57.54
Direct Revenue £M	356.28	176.44	310.13	399.19	458.53	482.18	517.07
VAT £M	71.26	26.05	39.98	77.27	91.71	96.44	103.41
Direct Expenditure £M	427.54	202.49	350.12	476.46	550.23	578.61	620.48
Indirect Expenditure £M	144.30	69.19	120.05	160.98	185.67	195.13	209.08
TOTAL £M	571.84	271.68	470.16	637.45	735.90	773.74	829.57

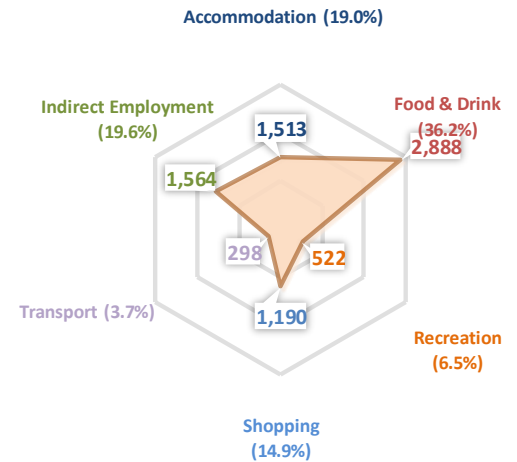
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2019	2020	2021	2022	2023	2024	2025
Accommodation FTEs	1,573	957	1,070	1,569	1,569	1,573	1,513
Food & Drink FTEs	2,674	1,165	2,162	2,594	2,853	2,831	2,888
Recreation FTEs	489	265	450	493	527	522	522
Shopping FTEs	1,118	573	948	1,122	1,207	1,196	1,190
Transport FTEs	279	132	226	275	299	297	298
Direct Employment FTEs	6,131	3,092	4,857	6,054	6,455	6,419	6,411
Indirect Employment FTEs	1,451	706	1,228	1,436	1,559	1,546	1,564
TOTAL FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



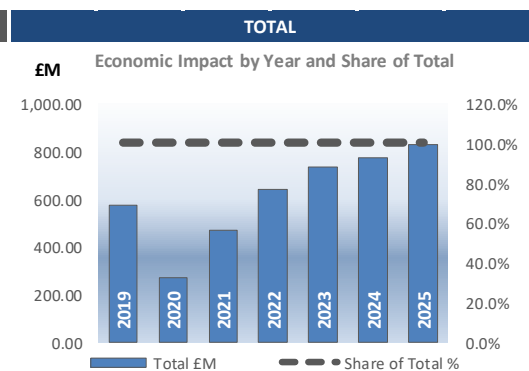
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2019 to 2025

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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2019 to 2025		49.3%	52.9%	49.2%	50.6%	39.1%	43.4%	47.6%	36.9%	44.5%	47.2%	45.8%	47.8%	45.1%	Annual Change		50.3%	44.4%	42.8%	47.0%	
% Change 2024 to 2025		7.9%	10.2%	6.9%	9.9%	6.1%	6.6%	9.6%	3.2%	5.0%	9.4%	7.9%	8.6%	7.2%			8.1%	7.6%	5.9%	8.8%	
Average Annual Change		8.2%	8.8%	8.2%	8.4%	6.5%	7.2%	7.9%	6.1%	7.4%	7.9%	7.6%	8.0%	7.5%			8.4%	7.4%	7.1%	7.8%	
2019	£M	22.86	25.30	37.18	55.82	54.64	58.09	77.07	82.13	62.46	45.32	26.11	24.84	571.84			85.35	168.55	221.66	96.27	
2020	£M	22.82	27.21	27.84				29.02	71.40	57.21	28.55	0.503	7.130	271.68	-52.5%			77.86		157.63	36.18
2021	£M				23.15	43.14	60.97	82.83	88.16	70.90	53.21	25.04	22.77	470.16	73.1%				127.26	241.89	101.02
2022	£M	25.35	28.67	41.44	62.96	60.36	65.19	85.88	89.79	70.30	50.35	28.83	28.34	637.45	35.6%			95.46	188.51	245.97	107.51
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
2025	£M	34.13	38.70	55.48	84.03	76.02	83.28	113.77	112.43	90.25	66.70	38.07	36.71	829.57	7.2%			128.30	243.33	316.45	141.48

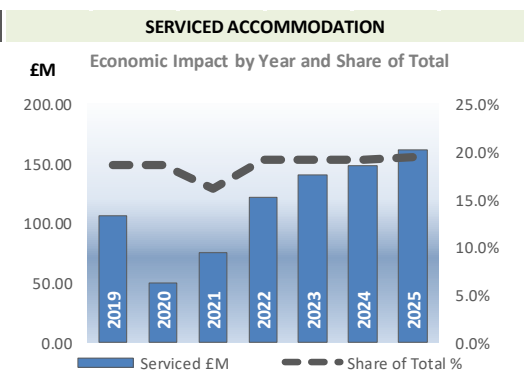
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Total	£M	571.84	271.68	470.16	637.45	735.90	773.74	829.57
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	829.57
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change 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 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
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 2025		75.0%	72.0%	51.5%	51.3%	47.0%	47.1%	49.4%	40.3%	47.2%	54.1%	54.7%	68.3%	51.8%	Annual Change	63.7%	48.4%	45.8%	57.8%	
% Change 2024 to 2025		16.9%	16.9%	10.4%	3.5%	3.7%	4.9%	9.1%	5.1%	6.7%	13.6%	12.6%	17.4%	8.9%		14.2%	4.1%	7.0%	14.3%	
Average Annual Change		12.5%	12.0%	8.6%	8.6%	7.8%	7.9%	8.2%	6.7%	7.9%	9.0%	9.1%	11.4%	8.6%		10.6%	8.1%	7.6%	9.6%	
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	
2025	£M	7.628	9.141	11.48	13.67	12.88	15.60	19.91	17.68	19.60	16.27	8.455	8.916	161.21	8.9%	28.25	42.14	57.18	33.64	

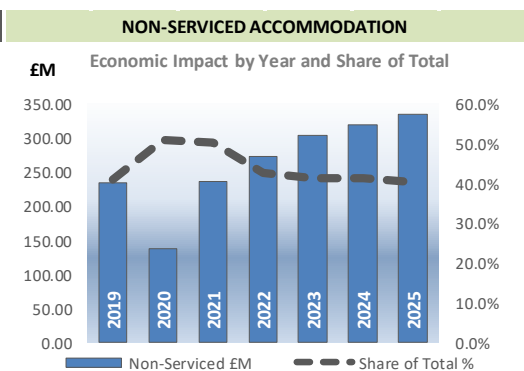
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Serviced	£M	106.19	50.27	75.59	121.59	140.22	148.10	161.21
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	829.57
Share of Total	%	18.6%	18.5%	16.1%	19.1%	19.1%	19.1%	19.4%
Annual Change in Share	%		-0.4%	-13.1%	18.6%	-0.1%	0.4%	1.5%
Change in Share from 2019	%		-0.4%	-13.4%	2.7%	2.6%	3.1%	4.6%
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%	0.7%	0.6%	0.8%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2025		42.2%	51.4%	42.6%	53.5%	35.0%	43.9%	43.8%	35.7%	43.4%	46.5%	38.7%	45.4%	42.6%	Annual Change	44.9%	43.9%	40.5%	44.8%
% Change 2024 to 2025		4.0%	10.2%	-1.5%	13.5%	5.1%	3.8%	4.5%	1.1%	2.2%	7.4%	4.9%	10.3%	4.7%		2.7%	7.3%	2.5%	7.5%
Average Annual Change		7.0%	8.6%	7.1%	8.9%	5.8%	7.3%	7.3%	5.9%	7.2%	7.8%	6.5%	7.6%	7.1%		7.5%	7.3%	6.7%	7.5%
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
2025	£M	7.424	9.207	16.71	35.25	33.76	35.42	45.45	54.41	42.86	32.40	9.639	10.48	333.00	4.7%	33.34	104.43	142.72	52.51

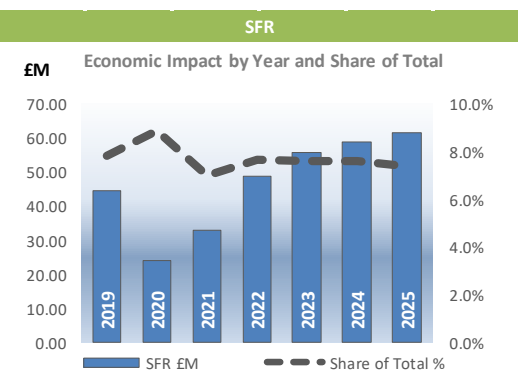
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	233.47	137.96	235.26	271.51	303.67	317.91	333.00
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	829.57
Share of Total	%	40.8%	50.8%	50.0%	42.6%	41.3%	41.1%	40.1%
Annual Change in Share	%		24.4%	-1.5%	-14.9%	-3.1%	-0.4%	-2.3%
Change in Share from 2019	%		24.4%	22.6%	4.3%	1.1%	0.6%	-1.7%
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%	0.3%	0.1%	-0.3%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2025		37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%	37.7%
% Change 2024 to 2025		4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%
Average Annual Change		6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%
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
2025	£M	8.516	2.861	3.255	7.767	4.996	3.849	6.245	6.611	3.405	3.402	2.651	7.676	61.23	4.3%	14.63	16.61	16.26	13.73

ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
SFR	£M	44.48	24.07	32.74	48.74	55.64	58.74	61.23
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	829.57
Share of Total	%	7.8%	8.9%	7.0%	7.6%	7.6%	7.6%	7.4%
Annual Change in Share	%		13.9%	-21.4%	9.8%	-1.1%	0.4%	-2.8%
Change in Share from 2019	%		13.9%	-10.5%	-1.7%	-2.8%	-2.4%	-5.1%
Avg Ann. Change in Share	%		13.9%	-5.2%	-0.6%	-0.7%	-0.5%	-0.9%



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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2025		49.5%	57.4%	45.2%	50.6%	38.0%	44.4%	44.7%	36.9%	44.2%	48.2%	44.7%	49.7%	44.6%	Annual Change	49.8%	44.3%	41.6%	47.8%
% Change 2024 to 2025		7.9%	12.1%	3.1%	9.6%	4.7%	4.1%	5.7%	2.2%	3.6%	9.0%	7.8%	10.7%	5.9%		7.0%	6.1%	3.8%	9.2%
Average Annual Change		8.3%	9.6%	7.5%	8.4%	6.3%	7.4%	7.5%	6.1%	7.4%	8.0%	7.4%	8.3%	7.4%		8.3%	7.4%	6.9%	8.0%
2019	£M	15.76	13.48	21.66	37.64	37.41	38.00	49.47	57.50	45.67	35.14	14.34	18.08	384.15		50.90	113.05	152.64	67.55
2020	£M	15.53	15.06	17.74				26.84	57.38	46.69	26.15	0.368	6.554	212.31	-44.7%	48.33		130.91	33.07
2021	£M				17.19	29.86	42.67	57.69	65.72	55.60	43.94	14.31	16.61	343.60	61.8%		89.72	179.02	74.86
2022	£M	18.08	16.50	25.31	44.20	42.26	44.32	57.17	64.00	52.89	39.80	16.28	21.03	441.84	28.6%	59.89	130.78	174.06	77.11
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
2025	£M	23.57	21.21	31.44	56.68	51.64	54.87	71.60	78.70	65.87	52.06	20.74	27.07	555.45	5.9%	76.22	163.19	216.16	99.88

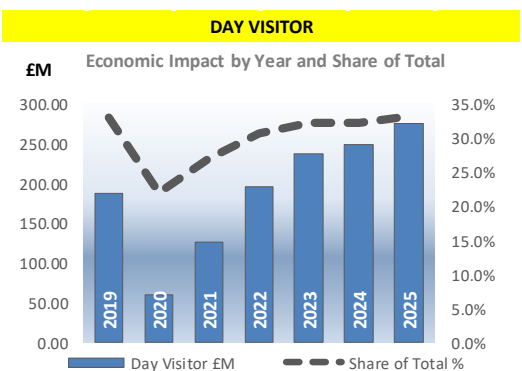
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025	
Staying Visitor	£M	384.15	212.31	343.60	441.84	499.53	524.74	555.45
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	773.74	829.57
Share of Total	%	67.2%	78.1%	73.1%	69.3%	67.9%	67.8%	67.0%
Annual Change in Share	%		16.3%	-6.5%	-5.2%	-2.1%	-0.1%	-1.3%
Change in Share from 2019	%		16.3%	8.8%	3.2%	1.0%	1.0%	-0.3%
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%	0.3%	0.2%	-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.

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		48.8%	47.9%	54.8%	50.5%	41.5%	41.5%	52.8%	36.9%	45.2%	43.8%	47.1%	42.6%	46.0%	Annual Change	51.2%	44.4%	45.3%	44.8%	
% Change 2024 to 2025		7.8%	7.9%	12.3%	10.6%	9.4%	11.6%	16.8%	5.4%	8.8%	10.7%	8.1%	3.1%	10.1%		9.9%	10.6%	10.8%	7.8%	
Average Annual Change		8.1%	8.0%	9.1%	8.4%	6.9%	6.9%	8.8%	6.2%	7.5%	7.3%	7.8%	7.1%	7.7%		8.5%	7.4%	7.5%	7.5%	
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	
2025	£M	10.56	17.49	24.03	27.35	24.38	28.42	42.17	33.73	24.39	14.64	17.32	9.642	274.12	10.1%	52.09	80.15	100.29	41.60	

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	187.69	59.37	126.57	195.61	236.37	274.12
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90	829.57
Share of Total	%	32.8%	21.9%	26.9%	30.7%	32.1%	33.0%
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%



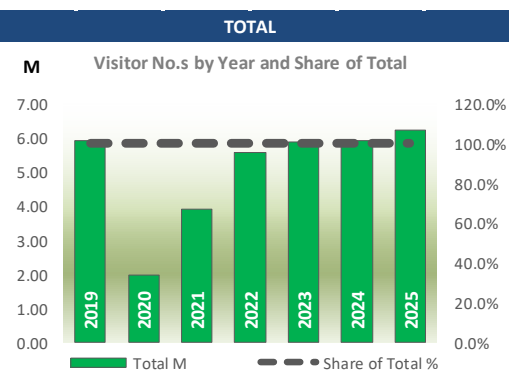
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## Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2025

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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025	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 2025		8.9%	9.3%	11.8%	8.0%	1.0%	2.2%	9.3%	-1.5%	4.3%	4.7%	6.3%	4.2%	5.3%	Annual Change	10.3%	3.7%	4.1%	5.2%
% Change 2024 to 2025		5.6%	6.3%	8.3%	5.9%	3.6%	6.6%	11.1%	0.9%	3.9%	6.8%	4.4%	1.2%	5.6%		7.0%	5.4%	5.6%	4.4%
Average Annual Change		1.5%	1.6%	2.0%	1.3%	0.2%	0.4%	1.5%	-0.2%	0.7%	0.8%	1.0%	0.7%	0.9%		1.7%	0.6%	0.7%	0.9%
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
2025	M	0.275	0.395	0.531	0.617	0.555	0.635	0.913	0.758	0.548	0.368	0.382	0.254	6.232	5.6%	1.202	1.807	2.218	1.005

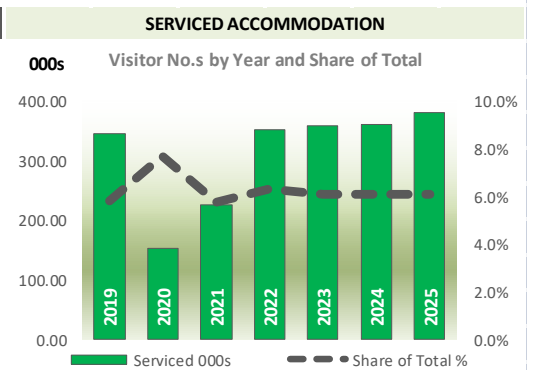
		VISITOR NUMBERS						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Total	M	5.916	1.994	3.917	5.564	5.875	5.899	6.232
All Visitor Types	M	5.916	1.994	3.917	5.564	5.875	5.899	6.232
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2019	%							
Avg Ann. Change in Share	%							



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		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																		
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 2025		47.9%	46.7%	25.5%	1.8%	0.5%	1.0%	-0.3%	-6.1%	1.6%	12.9%	12.0%	24.3%	10.1%	38.2%	1.0%	-2.1%	15.7%		
% Change 2024 to 2025		31.9%	33.3%	22.2%	-7.0%	-5.4%	-3.8%	-2.8%	-6.1%	-1.6%	11.2%	8.9%	15.9%	5.3%	28.5%	-5.2%	-3.8%	11.9%		
Average Annual Change		8.0%	7.8%	4.3%	0.3%	0.1%	0.2%	-0.1%	-1.0%	0.3%	2.2%	2.0%	4.1%	1.7%	6.4%	0.2%	-0.4%	2.6%		
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	
2025	000s	23.1	30.3	32.7	26.4	36.5	36.8	35.4	39.4	27.6	42.8	22.4	25.3	378.6	5.3%	86.2	99.6	102.4	90.5	

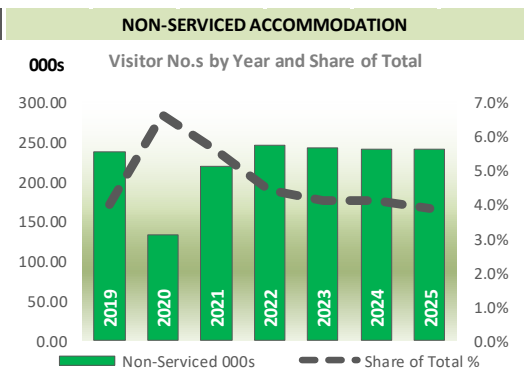
		VISITOR NUMBERS						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Serviced	000s	343.8	152.9	224.2	350.8	356.8	359.5	378.6
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9	5.9	6.2
Share of Total	%	5.8%	7.7%	5.7%	6.3%	6.1%	6.1%	6.1%
Annual Change in Share	%		32.0%	-25.4%	10.1%	-3.7%	0.3%	-0.3%
Change in Share from 2019	%		32.0%	-1.5%	8.5%	4.5%	4.9%	4.6%
Avg Ann. Change in Share	%		32.0%	-0.8%	2.8%	1.1%	1.0%	0.8%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		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																		
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 2025		14.8%	32.8%	0.9%	12.7%	-19.4%	7.1%	1.9%	-4.8%	-0.5%	5.9%	5.8%	0.7%	1.8%	12.4%	0.2%	-1.4%	4.8%		
% Change 2024 to 2025		11.7%	28.9%	-8.1%	11.9%	-16.4%	3.3%	-0.3%	-5.2%	-5.4%	3.5%	7.1%	1.8%	-0.2%	5.6%	-0.1%	-3.8%	3.9%		
Average Annual Change		2.5%	5.5%	0.1%	2.1%	-3.2%	1.2%	0.3%	-0.8%	-0.1%	1.0%	1.0%	0.1%	0.3%	2.1%	0.0%	-0.2%	0.8%		
2019	000s	7.1	7.5	14.9	24.1	24.0	24.1	30.2	36.4	29.5	21.8	8.4	7.9	235.9	29.5	72.2	96.1	38.1		
2020	000s	6.3	8.6	14.2				17.0	36.6	30.7	14.8	0.3	3.4	131.9	-44.1%	29.1		84.3	18.5	
2021	000s				14.4	20.7	25.8	35.6	40.8	35.4	27.9	8.0	9.0	217.7	65.0%		61.0	111.7	44.9	
2022	000s	7.5	8.5	16.1	25.1	24.1	25.3	31.3	36.4	30.8	22.3	8.5	8.5	244.5	12.3%	32.1	74.5	98.5	39.3	
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	
2025	000s	8.2	10.0	15.0	27.2	19.3	25.8	30.8	34.6	29.3	23.1	8.9	7.9	240.2	-0.2%	33.2	72.3	94.7	39.9	

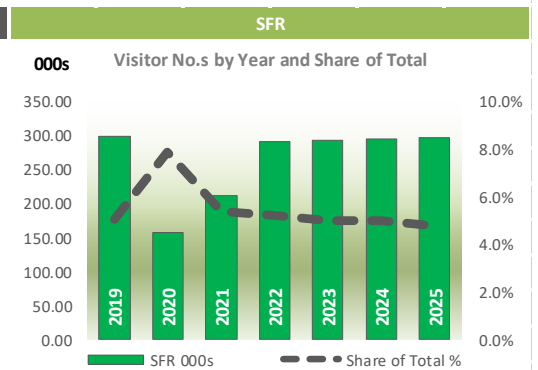
VISITOR NUMBERS								
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025	
Non-Serviced	000s	235.9	131.9	217.7	244.5	241.3	240.6	240.2
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9	5.9	6.2
Share of Total	%	4.0%	6.6%	5.6%	4.4%	4.1%	4.1%	3.9%
Annual Change in Share	%		66.0%	-16.0%	-20.9%	-6.5%	-0.7%	-5.5%
Change in Share from 2019	%		66.0%	39.4%	10.2%	3.0%	2.3%	-3.3%
Avg Ann. Change in Share	%		66.0%	19.7%	3.4%	0.8%	0.5%	-0.6%



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STEAM REPORT FOR 2019-2025 - FINAL													2019 to 2025		SFR		VISITOR NUMBERS			
HEREFORDSHIRE																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		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 2025		-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%	Annual Change	-0.6%	-0.6%	-0.6%	-0.6%	
% Change 2024 to 2025		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		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%		-0.1%	-0.1%	-0.1%		
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	
2025	000s	39.1	15.6	17.4	33.0	26.1	21.0	28.7	29.2	18.0	18.2	15.0	33.9	295.1	0.6%	72.1	80.1	75.8	67.1	

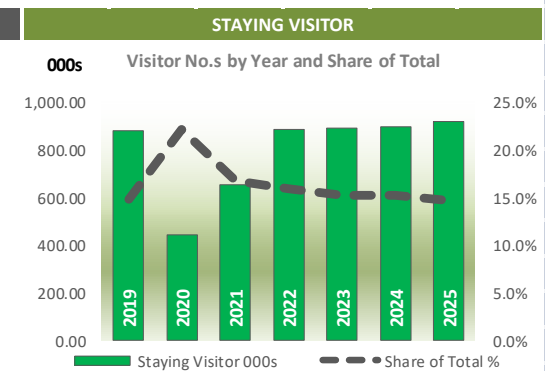
VISITOR NUMBERS								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
SFR	000s	296.7	156.3	210.7	289.6	291.5	293.3	295.1
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9	5.9	6.2
Share of Total	%	5.0%	7.8%	5.4%	5.2%	5.0%	5.0%	4.7%
Annual Change in Share	%		56.3%	-31.4%	-3.2%	-4.7%	0.2%	-4.8%
Change in Share from 2019	%		56.3%	7.3%	3.8%	-1.1%	-0.9%	-5.6%
Avg Ann. Change in Share	%		56.3%	3.6%	1.3%	-0.3%	-0.2%	-0.9%



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STEAM REPORT FOR 2019-2025 - FINAL													2019 to 2025		STAYING VISITOR		VISITOR NUMBERS			
HEREFORDSHIRE																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		13.4%	27.4%	11.5%	4.0%	-5.4%	2.4%	0.3%	-4.2%	0.3%	7.8%	6.5%	7.7%	4.3%	16.5%	0.3%	-1.4%	7.5%		
% Change 2024 to 2025		10.5%	21.5%	7.8%	1.3%	-6.5%	-0.6%	-1.0%	-4.0%	-2.6%	6.6%	5.7%	6.0%	2.3%	12.5%	-2.0%	-2.6%	6.2%		
Average Annual Change		2.2%	4.6%	1.9%	0.7%	-0.9%	0.4%	0.1%	-0.7%	0.0%	1.3%	1.1%	1.3%	0.7%	2.7%	0.0%	-0.2%	1.2%		
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	
2025	000s	70.4	56.0	65.1	86.6	81.9	83.6	94.8	103.2	75.0	84.2	46.2	67.1	913.9	2.3%	191.4	252.0	272.9	197.5	

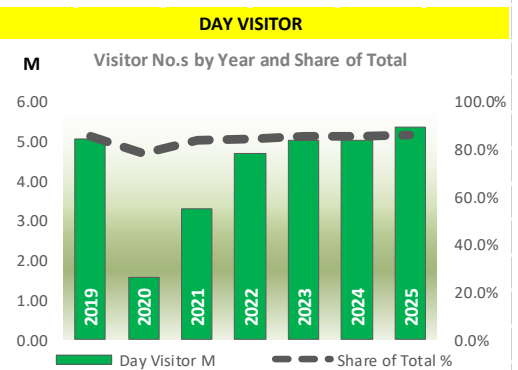
		VISITOR NUMBERS						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	876.4	441.1	652.6	884.8	889.5	893.4	913.9
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9	5.9	6.2
Share of Total	%	14.8%	22.1%	16.7%	15.9%	15.1%	15.1%	14.7%
Annual Change in Share	%		49.4%	-24.7%	-4.5%	-4.8%	0.0%	-3.2%
Change in Share from 2019	%		49.4%	12.5%	7.4%	2.2%	2.2%	-1.0%
Avg Ann. Change in Share	%		49.4%	6.2%	2.5%	0.6%	0.4%	-0.2%



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

STEAM REPORT FOR 2019-2025 - FINAL													2019 to 2025		DAY VISITOR		VISITOR NUMBERS			
HEREFORDSHIRE																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		7.5%	6.8%	11.8%	8.7%	2.2%	2.2%	10.4%	-1.1%	4.9%	3.9%	6.3%	3.0%	5.5%	9.2%	4.3%	5.0%	4.6%		
% Change 2024 to 2025		4.0%	4.1%	8.4%	6.7%	5.6%	7.7%	12.7%	1.7%	5.0%	6.8%	4.3%	-0.5%	6.2%	6.0%	6.7%	6.9%	4.0%		
Average Annual Change		1.2%	1.1%	2.0%	1.5%	0.4%	0.4%	1.7%	-0.2%	0.8%	0.6%	1.0%	0.5%	0.9%	1.5%	0.7%	0.8%	0.8%		
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	
2025	M	0.205	0.339	0.466	0.531	0.473	0.551	0.818	0.654	0.473	0.284	0.336	0.187	5.318	6.2%	1.010	1.555	1.945	0.807	

		VISITOR NUMBERS						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	5.040	1.553	3.265	4.679	4.985	5.005	5.318
All Visitor Types	M	5.916	1.994	3.917	5.564	5.875	5.899	6.232
Share of Total	%	85.2%	77.9%	83.3%	84.1%	84.9%	84.9%	85.3%
Annual Change in Share	%		-8.6%	7.0%	0.9%	0.9%	0.0%	0.6%
Change in Share from 2019	%		-8.6%	-2.2%	-1.3%	-0.4%	-0.4%	0.2%
Avg Ann. Change in Share	%		-8.6%	-1.1%	-0.4%	-0.1%	-0.1%	0.0%



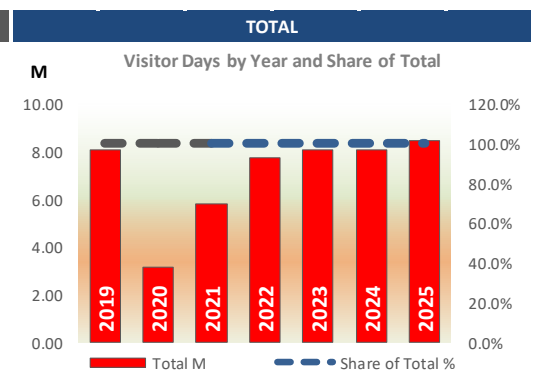
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## Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2025

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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025	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						
% Change 2019 to 2025		6.2%	7.7%	9.5%	7.9%	1.3%	2.7%	7.9%	-1.1%	4.3%	5.0%	5.5%	4.1%	4.7%	8.1%	4.0%	3.7%	4.9%	
% Change 2024 to 2025		3.5%	4.7%	5.8%	6.0%	3.8%	5.1%	8.9%	0.5%	2.8%	5.7%	4.0%	2.0%	4.6%	4.9%	5.0%	4.2%	4.2%	
Average Annual Change		1.0%	1.3%	1.6%	1.3%	0.2%	0.5%	1.3%	-0.2%	0.7%	0.8%	0.9%	0.7%	0.8%	1.4%	0.7%	0.6%	0.8%	
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
2025	M	0.372	0.455	0.648	0.863	0.761	0.851	1.200	1.079	0.807	0.566	0.451	0.367	8.420	4.6%	1.475	2.475	3.085	1.385

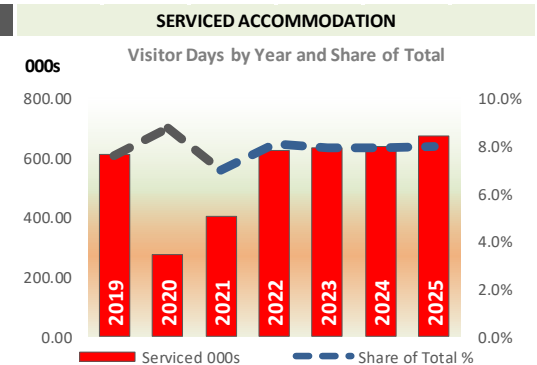
		VISITOR DAYS						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Total	M	8.039	3.141	5.770	7.725	8.027	8.053	8.420
All Visitor Types	M	8.039	3.141	5.770	7.725	8.027	8.053	8.420
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2019	%							
Avg Ann. Change in Share	%							



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
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 2025		26.8%	24.5%	9.9%	10.0%	6.9%	6.9%	7.4%	0.8%	5.8%	11.7%	12.1%	22.1%	10.1%	18.7%	7.9%	4.8%	14.4%		
% Change 2024 to 2025		13.1%	13.1%	6.9%	0.5%	0.7%	1.8%	4.7%	0.8%	2.5%	10.0%	9.0%	13.9%	5.3%	10.5%	1.0%	2.7%	10.7%		
Average Annual Change		4.5%	4.1%	1.6%	1.7%	1.2%	1.2%	1.2%	0.1%	1.0%	2.0%	2.0%	3.7%	1.7%	3.1%	1.3%	0.8%	2.4%		
2019	000s	26.9	32.9	46.4	54.3	52.4	63.9	68.1	64.7	67.9	64.7	33.6	32.2	607.9	106.1	170.5	200.7	130.5		
2020	000s	27.4	34.1	23.8				22.9	51.8	57.5	48.4	0.5	7.8	274.3	-54.9%	85.3		132.2	56.7	
2021	000s					19.1	64.1	68.4	67.0	71.8	63.8	32.3	16.1	402.5	46.7%		83.2	207.2	112.1	
2022	000s	28.2	36.1	47.1	58.2	52.9	65.2	68.8	63.4	69.0	63.8	34.1	33.7	620.6	54.2%	111.4	176.4	201.2	131.7	
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	
2025	000s	34.1	40.9	50.9	59.7	56.0	68.3	73.1	65.3	71.9	72.3	37.7	39.3	669.5	5.3%	125.9	184.0	210.3	149.3	

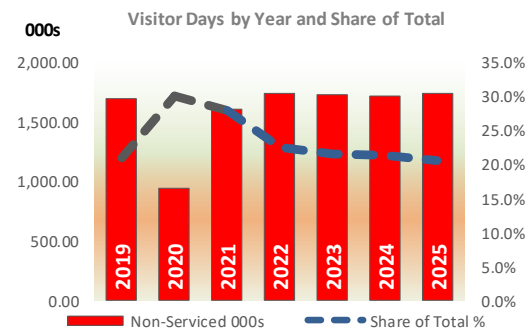
		VISITOR DAYS						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Serviced	000s	607.9	274.3	402.5	620.6	631.9	635.5	669.5
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0	8.1	8.4
Share of Total	%	7.6%	8.7%	7.0%	8.0%	7.9%	7.9%	8.0%
Annual Change in Share	%		15.5%	-20.1%	15.2%	-2.0%	0.3%	0.8%
Change in Share from 2019	%		15.5%	-7.7%	6.3%	4.1%	4.4%	5.2%
Avg Ann. Change in Share	%		15.5%	-3.9%	2.1%	1.0%	0.9%	0.9%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		2.2%	7.8%	3.0%	9.4%	-2.1%	3.5%	2.8%	-1.8%	3.5%	5.6%	0.1%	4.8%	2.7%	Annual Change	3.9%	3.5%	1.2%	4.4%	
% Change 2024 to 2025		0.3%	5.3%	-4.4%	8.7%	1.3%	0.1%	0.7%	-2.2%	-1.3%	3.3%	1.0%	5.8%	1.0%	Annual Change	-1.2%	3.2%	-1.0%	3.4%	
Average Annual Change		0.4%	1.3%	0.5%	1.6%	-0.4%	0.6%	0.5%	-0.3%	0.6%	0.9%	0.0%	0.8%	0.4%	Annual Change	0.7%	0.6%	0.2%	0.7%	
2019	000s	34.9	38.7	90.5	168.0	178.6	180.7	230.5	288.1	215.5	162.2	47.2	49.8	1,684.9		164.2	527.3	734.2	259.3	
2020	000s	32.2	43.0	84.8				131.5	290.0	223.9	112.9	1.5	21.9	941.8	-44.1%	160.1		645.3	136.4	
2021	000s				101.0	156.2	192.8	268.5	321.6	256.4	204.7	45.6	56.0	1,602.9	70.2%		450.1	846.5	306.3	
2022	000s	36.3	42.7	96.1	174.4	179.6	189.0	238.4	288.2	224.5	165.3	47.9	53.4	1,735.8	8.3%	175.2	542.9	751.1	266.6	
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	
2025	000s	35.7	41.7	93.2	183.8	174.8	187.1	237.0	283.0	223.1	171.2	47.2	52.2	1,730.1	1.0%	170.6	545.7	743.1	270.7	

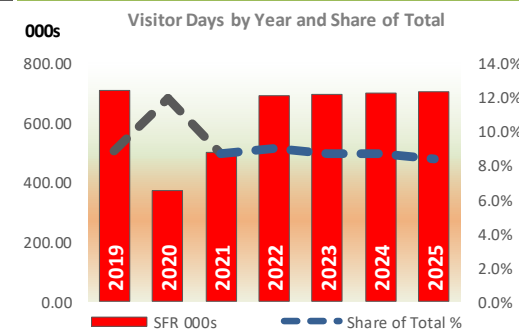
VISITOR DAYS								NON-SERVICED ACCOMMODATION								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025								
Non-Serviced	000s	1,684.9	941.8	1,602.9	1,735.8	1,716.4	1,713.8	1,730.1								
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0	8.1	8.4								
Share of Total	%	21.0%	30.0%	27.8%	22.5%	21.4%	21.3%	20.5%								
Annual Change in Share	%		43.1%	-7.3%	-19.1%	-4.8%	-0.5%	-3.4%								
Change in Share from 2019	%		43.1%	32.6%	7.2%	2.0%	1.5%	-2.0%								
Avg Ann. Change in Share	%		43.1%	16.3%	2.4%	0.5%	0.3%	-0.3%								



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		SFR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER							
KEY		SFR																				
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC									
% Change 2019 to 2025		-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%	-0.6%	-0.6%	-0.6%	-0.6%
% Change 2024 to 2025		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%	0.6%	0.6%	0.6%	
Average Annual Change		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	
2019	000s	98.2	33.0	37.5	89.6	57.6	44.4	72.0	76.3	39.3	39.2	30.6	88.5	706.4			168.8	191.6	187.6	158.4		
2020	000s	95.0	35.7	29.9				37.4	74.1	39.1	28.0	0.8	32.2	372.3	-47.3%		160.6		150.7	61.0		
2021	000s				41.0	44.1	47.0	81.9	84.7	45.8	46.8	29.7	78.4	499.4	34.2%		132.1	212.4	154.9			
2022	000s	95.9	32.2	36.7	87.5	56.3	43.3	70.3	74.4	38.3	38.3	29.8	86.4	689.5	38.1%		164.8	187.0	183.1	154.6		
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		
2025	000s	97.7	32.8	37.3	89.1	57.3	44.2	71.6	75.8	39.1	39.0	30.4	88.1	702.5	0.6%		167.9	190.6	186.5	157.5		

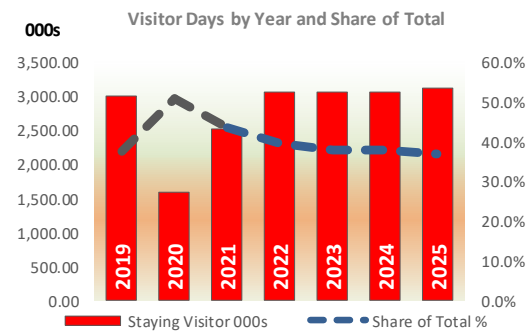
VISITOR DAYS								SFR		
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025		
SFR	000s	706.4	372.3	499.4	689.5	693.9	698.2	702.5		
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0	8.1	8.4		
Share of Total	%	8.8%	11.9%	8.7%	8.9%	8.6%	8.7%	8.3%		
Annual Change in Share	%		34.9%	-27.0%	3.1%	-3.2%	0.3%	-3.8%		
Change in Share from 2019	%		34.9%	-1.5%	1.6%	-1.6%	-1.3%	-5.0%		
Avg Ann. Change in Share	%		34.9%	-0.7%	0.5%	-0.4%	-0.3%	-0.8%		



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2019 to 2025		4.6%	10.4%	4.0%	6.7%	-0.2%	3.7%	3.0%	-1.2%	3.5%	6.2%	3.5%	5.3%	3.4%	5.8%	3.5%	1.6%	5.4%		
% Change 2024 to 2025		2.8%	6.5%	-0.4%	4.9%	1.0%	0.6%	1.4%	-1.2%	-0.3%	4.6%	3.4%	4.8%	1.8%	2.4%	2.2%	-0.1%	4.4%		
Average Annual Change		0.8%	1.7%	0.7%	1.1%	0.0%	0.6%	0.5%	-0.2%	0.6%	1.0%	0.6%	0.9%	0.6%	1.0%	0.6%	0.3%	0.9%		
2019	000s	160.0	104.6	174.4	311.9	288.6	288.9	370.7	429.1	322.7	266.2	111.4	170.6	2,999.1	439.0	889.5	1,122.5	548.2		
2020	000s	154.5	112.9	138.6				191.8	415.9	320.5	189.3	2.8	61.9	1,588.3	406.0		928.2	254.1		
2021	000s				142.1	219.4	304.0	418.8	473.3	374.0	315.3	107.5	150.5	2,504.7	665.4	1,266.1	573.3			
2022	000s	160.4	111.0	179.9	320.1	288.7	297.5	377.5	426.0	331.9	267.5	111.9	173.5	3,045.9	451.3	906.3	1,135.4	552.9		
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	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	453.5	900.0	1,140.8	553.2		
2025	000s	167.4	115.5	181.5	332.6	288.1	299.5	381.7	424.2	334.0	282.5	115.4	179.6	3,102.0	464.4	920.2	1,139.9	577.5		

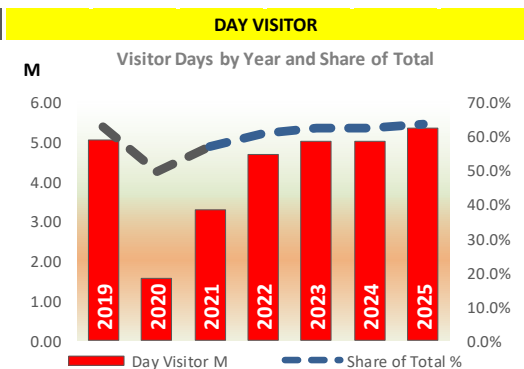
VISITOR DAYS								STAYING VISITOR		
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025			
Staying Visitor	000s	2,999.1	1,588.3	2,504.7	3,045.9	3,042.2	3,047.5	3,102.0		
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0	8.1	8.4		
Share of Total	%	37.3%	50.6%	43.4%	39.4%	37.9%	37.8%	36.8%		
Annual Change in Share	%		35.5%	-14.2%	-9.2%	-3.9%	-0.1%	-2.6%		
Change in Share from 2019	%		35.5%	16.4%	5.7%	1.6%	1.4%	-1.2%		
Avg Ann. Change in Share	%		35.5%	8.2%	1.9%	0.4%	0.3%	-0.2%		



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STEAM REPORT FOR 2019-2025 - FINAL													2019 to 2025		DAY VISITOR		VISITOR DAYS			
HEREFORDSHIRE																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		7.5%	6.8%	11.8%	8.7%	2.2%	2.2%	10.4%	-1.1%	4.9%	3.9%	6.3%	3.0%	5.5%	9.2%	4.3%	5.0%	4.6%		
% Change 2024 to 2025		4.0%	4.1%	8.4%	6.7%	5.6%	7.7%	12.7%	1.7%	5.0%	6.8%	4.3%	-0.5%	6.2%	6.0%	6.7%	6.9%	4.0%		
Average Annual Change		1.2%	1.1%	2.0%	1.5%	0.4%	0.4%	1.7%	-0.2%	0.8%	0.6%	1.0%	0.5%	0.9%	1.5%	0.7%	0.8%	0.8%		
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	
2025	M	0.205	0.339	0.466	0.531	0.473	0.551	0.818	0.654	0.473	0.284	0.336	0.187	5.318	6.2%	1.010	1.555	1.945	0.807	

		VISITOR DAYS						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	5.040	1.553	3.265	4.679	4.985	5.005	5.318
All Visitor Types	M	8.039	3.141	5.770	7.725	8.027	8.053	8.420
Share of Total	%	62.7%	49.4%	56.6%	60.6%	62.1%	62.2%	63.2%
Annual Change in Share	%		-21.2%	14.5%	7.0%	2.5%	0.1%	1.6%
Change in Share from 2019	%		-21.2%	-9.7%	-3.4%	-0.9%	-0.9%	0.7%
Avg Ann. Change in Share	%		-21.2%	-4.9%	-1.1%	-0.2%	-0.2%	0.1%



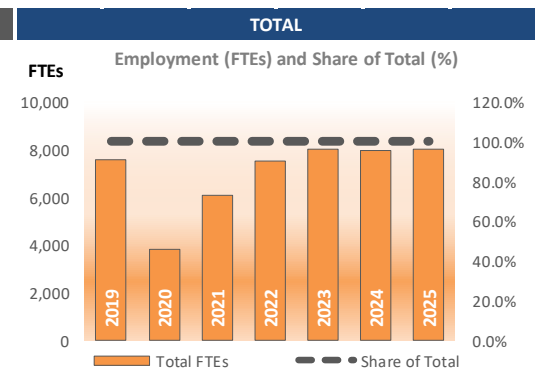
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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2025

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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2025		5.3%	7.5%	7.4%	9.0%	1.9%	4.6%	7.7%	0.4%	5.3%	6.3%	4.4%	4.8%	5.2%	6.8%	5.2%	4.3%	5.3%	
% Change 2024 to 2025		-0.3%	1.4%	-0.1%	2.7%	-0.4%	0.0%	2.6%	-3.4%	-1.5%	1.6%	0.0%	0.1%	0.1%	0.3%	0.8%	-0.8%	0.7%	
Average Annual Change		0.9%	1.3%	1.2%	1.5%	0.3%	0.8%	1.3%	0.1%	0.9%	1.0%	0.7%	0.8%	0.9%	1.1%	0.9%	0.7%	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	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	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	5,807	
2025	FTEs	4,641	5,069	6,775	9,570	8,789	9,436	12,133	12,037	9,702	7,653	5,042	4,852	7,975	0.1%	5,495	9,265	5,849	

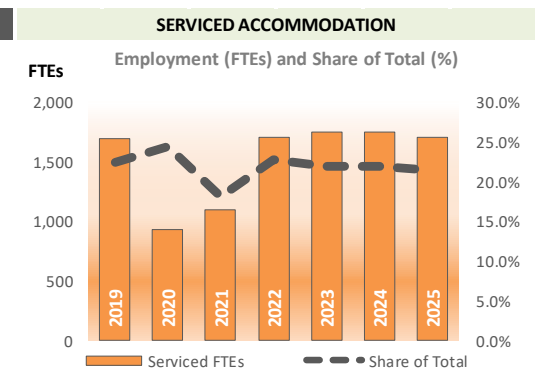
		EMPLOYMENT						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Total	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975
Total Employment	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2019	%							
Avg Ann. Change in Share	%							



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		2.3%	2.9%	0.4%	0.7%	-0.5%	0.1%	0.5%	-2.3%	-0.1%	2.3%	0.0%	2.2%	0.6%	1.8%	0.1%	-0.6%	1.6%		
% Change 2024 to 2025		-1.3%	-0.8%	-2.0%	-4.4%	-4.4%	-3.8%	-2.6%	-4.3%	-3.5%	-0.3%	-2.0%	-0.8%	-2.6%	-1.4%	-4.2%	-3.5%	-1.0%		
Average Annual Change		0.4%	0.5%	0.1%	0.1%	-0.1%	0.0%	0.1%	-0.4%	0.0%	0.4%	0.0%	0.4%	0.1%	0.3%	0.0%	-0.1%	0.3%		
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	
2025	FTEs	1,430	1,501	1,622	1,761	1,728	1,855	1,913	1,841	1,891	1,868	1,471	1,502	1,698	-2.6%	1,518	1,781	1,882	1,613	

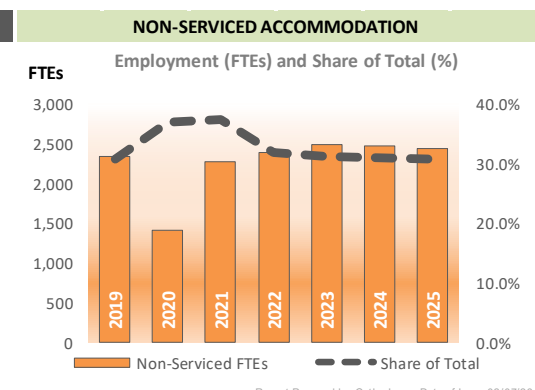
EMPLOYMENT								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	1,688	923	1,097	1,697	1,747	1,744	1,698
Total Employment	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975
Share of Total	%	22.3%	24.3%	18.0%	22.7%	21.8%	21.9%	21.3%
Annual Change in Share	%		9.2%	-25.8%	25.6%	-3.8%	0.5%	-2.8%
Change in Share from 2019	%		9.2%	-19.0%	1.8%	-2.1%	-1.6%	-4.3%
Avg Ann. Change in Share	%		9.2%	-9.5%	0.6%	-0.5%	-0.3%	-0.7%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		3.3%	7.5%	4.4%	11.5%	0.4%	5.9%	5.7%	-0.4%	5.8%	7.5%	2.0%	5.3%	4.7%	Annual Change	5.0%	5.8%	3.3%	5.8%	
% Change 2024 to 2025		-1.1%	2.5%	-5.1%	5.9%	-0.7%	-1.7%	-1.2%	-5.3%	-3.0%	1.1%	-0.6%	2.7%	-1.1%	Annual Change	-2.1%	1.1%	-3.3%	1.1%	
Average Annual Change		0.5%	1.2%	0.7%	1.9%	0.1%	1.0%	1.0%	-0.1%	1.0%	1.2%	0.3%	0.9%	0.8%	Annual Change	0.8%	1.0%	0.6%	1.0%	
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	
2025	FTEs	908	1,033	1,690	3,040	2,928	3,060	3,694	4,346	3,513	2,820	1,084	1,133	2,437	-1.1%	1,210	3,010	3,851	1,679	

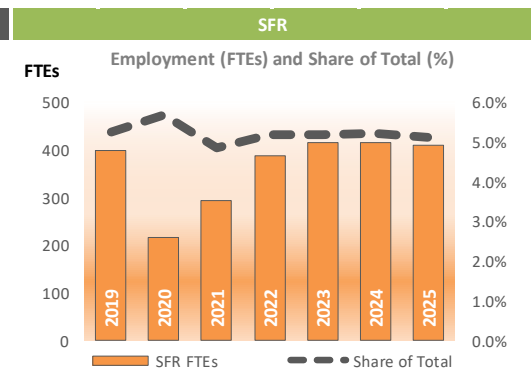
EMPLOYMENT								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	2,328	1,403	2,264	2,377	2,486	2,464	2,437
Total Employment	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975
Share of Total	%	30.7%	36.9%	37.2%	31.7%	31.0%	30.9%	30.6%
Annual Change in Share	%		20.3%	0.7%	-14.7%	-2.3%	-0.2%	-1.2%
Change in Share from 2019	%		20.3%	21.2%	3.4%	1.0%	0.8%	-0.4%
Avg Ann. Change in Share	%		20.3%	10.6%	1.1%	0.3%	0.2%	-0.1%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2019 to 2025		2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	
% Change 2024 to 2025		-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	-1.5%	
Average Annual Change		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%	
2019	FTEs	663	223	253	605	389	300	486	515	265	265	206	597	397		380	431	422	356
2020	FTEs	639	240	201	-	-	-	258	528	279	199	6	229	215	-45.9%	360		355	145
2021	FTEs	-	-	-	292	314	335	583	603	326	323	205	542	294	36.6%		314	504	357
2022	FTEs	659	221	252	584	376	290	470	498	256	256	199	578	387	31.7%	377	417	408	344
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
2025	FTEs	679	228	260	619	398	307	498	527	272	271	211	612	407	-1.5%	389	442	432	365

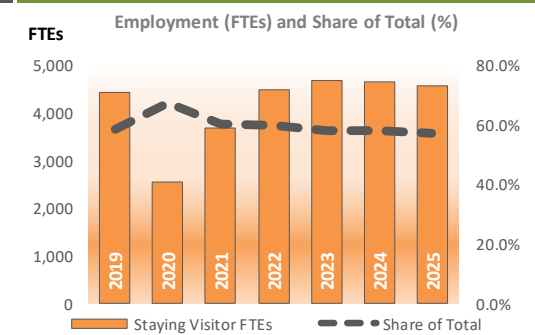
		EMPLOYMENT						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	397	215	294	387	415	413	407
Total Employment	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975
Share of Total	%	5.2%	5.7%	4.8%	5.2%	5.2%	5.2%	5.1%
Annual Change in Share	%		8.1%	-14.7%	7.0%	0.3%	0.2%	-1.7%
Change in Share from 2019	%		8.1%	-7.9%	-1.5%	-1.2%	-0.9%	-2.6%
Avg Ann. Change in Share	%		8.1%	-3.9%	-0.5%	-0.3%	-0.2%	-0.4%



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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		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																		
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 2025		2.6%	4.5%	2.4%	6.7%	0.3%	3.6%	3.8%	-0.7%	3.6%	5.2%	0.9%	3.3%	2.9%	3.1%	3.5%	2.0%	3.5%		
% Change 2024 to 2025		-1.3%	0.3%	-3.5%	1.5%	-2.0%	-2.5%	-1.7%	-4.8%	-3.1%	0.4%	-1.4%	0.2%	-1.7%	-1.7%	-1.0%	-3.3%	-0.1%		
Average Annual Change		0.4%	0.8%	0.4%	1.1%	0.0%	0.6%	0.6%	-0.1%	0.6%	0.9%	0.2%	0.6%	0.5%	0.5%	0.6%	0.3%	0.6%		
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	
2025	FTEs	3,017	2,762	3,571	5,421	5,054	5,222	6,104	6,714	5,676	4,958	2,766	3,247	4,543	-1.7%	3,117	5,232	6,165	3,657	

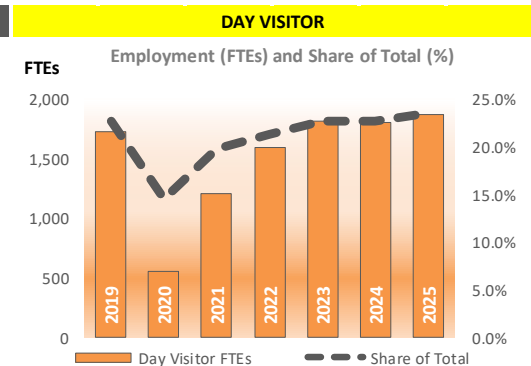
EMPLOYMENT								STAYING VISITOR										
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025										
Staying Visitor	FTEs	4,413	2,540	3,655	4,461	4,647	4,622	4,543										
Total Employment	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975										
Share of Total	%	58.2%	66.9%	60.1%	59.6%	58.0%	58.0%	57.0%										
Annual Change in Share	%		14.9%	-10.2%	-0.8%	-2.6%	0.1%	-1.8%										
Change in Share from 2019	%		14.9%	3.2%	2.3%	-0.4%	-0.3%	-2.1%										
Avg Ann. Change in Share	%		14.9%	1.6%	0.8%	-0.1%	-0.1%	-0.4%										



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
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 2025		10.7%	10.0%	15.2%	12.0%	5.3%	5.3%	13.7%	1.9%	8.1%	7.0%	9.5%	6.1%	8.7%	12.5%	7.5%	8.1%	7.8%		
% Change 2024 to 2025		1.8%	1.9%	6.1%	4.5%	3.3%	5.4%	10.3%	-0.5%	2.8%	4.5%	2.0%	-2.6%	4.0%	3.8%	4.5%	4.6%	1.8%		
Average Annual Change		1.8%	1.7%	2.5%	2.0%	0.9%	0.9%	2.3%	0.3%	1.3%	1.2%	1.6%	1.0%	1.4%	2.1%	1.2%	1.4%	1.3%		
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	
2025	FTEs	864	1,430	1,965	2,236	1,994	2,324	3,448	2,758	1,994	1,197	1,416	788	1,868	4.0%	1,420	2,184	2,733	1,134	

		EMPLOYMENT						
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	1,718	551	1,202	1,593	1,808	1,797	1,868
Total Employment	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975
Share of Total	%	22.7%	14.5%	19.8%	21.3%	22.6%	22.6%	23.4%
Annual Change in Share	%		-35.9%	36.0%	7.7%	6.1%	0.0%	3.8%
Change in Share from 2019	%		-35.9%	-12.9%	-6.2%	-0.5%	-0.5%	3.3%
Avg Ann. Change in Share	%		-35.9%	-6.4%	-2.1%	-0.1%	-0.1%	0.6%



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**STEAM REPORT FOR 2019-2025 - FINAL  
HEREFORDSHIRE**

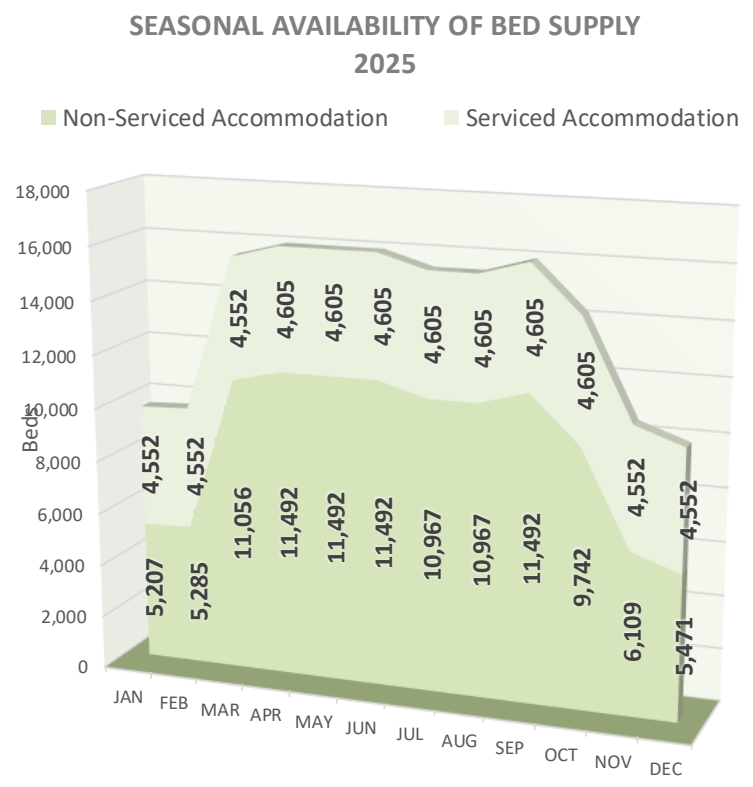
**2025 STAYING VISITORS ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE**

SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	<b>223</b>	<b>4,605</b>	<b>-44</b>	<b>+136</b>	<b>-44</b>	<b>+136</b>
+50 room hotels	7	1,165	+1	+152	+1	+152
11-50 room hotels	49	1,891	+6	+182	+6	+182
<10 room hotels/others	167	1,549	-51	-198	-51	-198

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	<b>295</b>	<b>11,492</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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 2025	2025		Change on 2024		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	<b>518</b>	<b>16,097</b>	<b>-44</b>	<b>+136</b>	<b>-44</b>	<b>+136</b>
Serviced Accommodation Share of Total	43%	29%				
Non-Serviced Accommodation Share of Total	57%	71%				

SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	<b>9,759</b>	<b>9,837</b>	<b>15,608</b>	<b>16,097</b>	<b>16,097</b>	<b>16,097</b>	<b>15,572</b>	<b>15,572</b>	<b>16,097</b>	<b>14,347</b>	<b>10,661</b>	<b>10,023</b>
Serviced Accommodation	4,552	4,552	4,552	4,605	4,605	4,605	4,605	4,605	4,605	4,605	4,552	4,552
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



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Report Prepared by: Cathy James. Date of Issue: 02/07/26

## Report Sections With Historic Financial Data Indexed to 2025 Prices

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

<b>Indexation:</b>	<i>Indexation to: 2025</i>
<b>2019</b>	<i>1.38</i>
<b>2020</b>	<i>1.35</i>
<b>2021</b>	<i>1.33</i>
<b>2022</b>	<i>1.23</i>
<b>2023</b>	<i>1.09</i>
<b>2024</b>	<i>1.04</i>
<b>2025</b>	<i>1.00</i>

**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

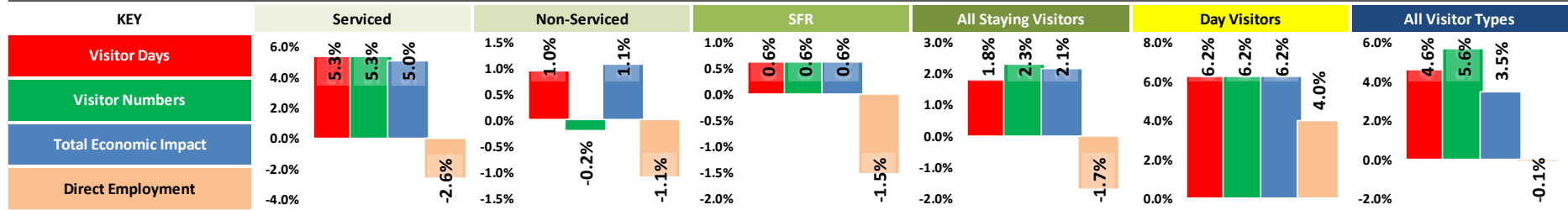
**Comparing 2025 and 2024**  
2024 in 2025 prices (1.036)

**COMPARATIVE HEADLINES**

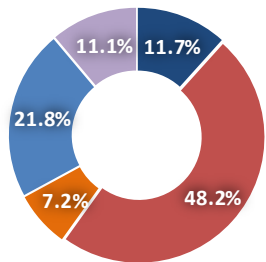
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025**

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %			
<b>Visitor Days</b>	M	0.669	0.636	5.3%	1.730	1.714	1.0%	0.702	0.698	0.6%	3.102	3.048	1.8%	5.318	5.005	6.2%	8.420	8.053	4.6%		
<b>Visitor Numbers</b>	M	0.379	0.359	5.3%	0.240	0.241	-0.2%	0.295	0.293	0.6%	0.914	0.893	2.3%	5.318	5.005	6.2%	6.232	5.899	5.6%		
<b>Direct Expenditure</b>	£M																620.48	599.58	3.5%		
<b>Economic Impact</b>	£M	161.21	153.46	5.0%	333.00	329.43	1.1%	61.23	60.86	0.6%	555.45	543.76	2.1%	274.12	258.02	6.2%	829.57	801.78	3.5%		
<b>Direct Employment</b>	FTEs	1,698	1,744	-2.6%	2,437	2,464	-1.1%	407	413	-1.5%	4,543	4,622	-1.7%	1,868	1,797	4.0%	6,411	6,419	-0.1%		
<b>Total Employment</b>	FTEs																7,975	7,965	0.1%		

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - INDEXED TO 2025**



**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2025**



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

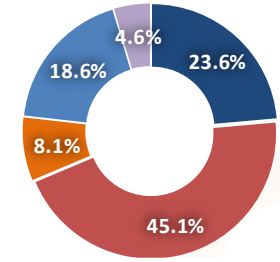
	2025	2024	+/- %
Accommodation	72.39	68.61	5.5%
Food & Drink	299.26	287.01	4.3%
Recreation	44.56	43.65	2.1%
Shopping	135.22	132.99	1.7%
Transport	69.05	67.32	2.6%
<b>TOTAL DIRECT</b>	<b>620.48</b>	<b>599.58</b>	<b>3.5%</b>
Indirect	209.08	202.20	3.4%
<b>TOTAL</b>	<b>829.57</b>	<b>801.78</b>	<b>3.5%</b>

**Sectors**

	2025	2024	+/- %
Accommodation	1,513	1,573	-3.8%
Food & Drink	2,888	2,831	2.0%
Recreation	522	522	-0.1%
Shopping	1,190	1,196	-0.5%
Transport	298	297	0.4%
<b>TOTAL DIRECT</b>	<b>6,411</b>	<b>6,419</b>	<b>-0.1%</b>
Indirect	1,564	1,546	1.2%
<b>TOTAL</b>	<b>7,975</b>	<b>7,965</b>	<b>0.1%</b>

**Sectoral Distribution of Employment - FTEs**

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



**Direct Employment Categories**

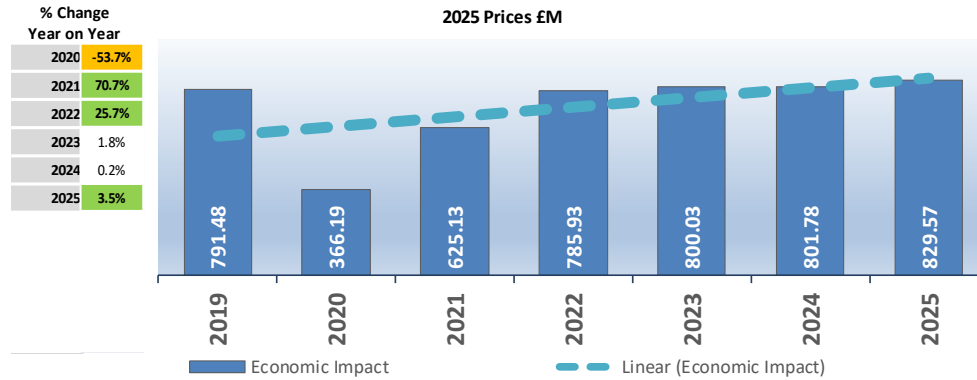
STEAM REPORT FOR 2019-2025 - FINAL  
HEREFORDSHIRE

2019 to 2025  
2025 Prices

TOTAL

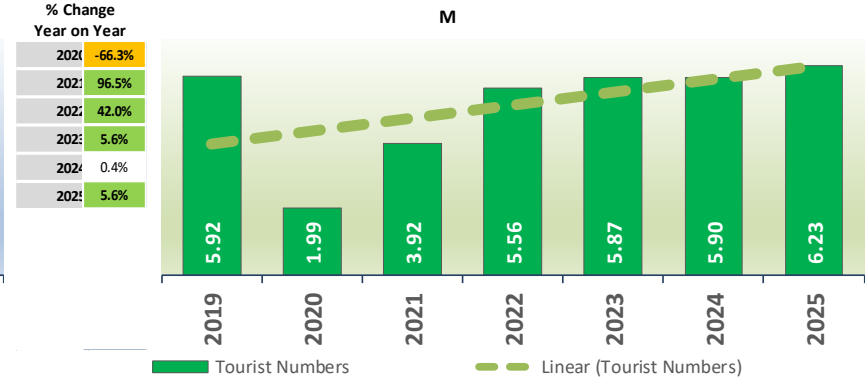
KEY MEASURES  
Indexed

Economic Impact - Indexed - Total



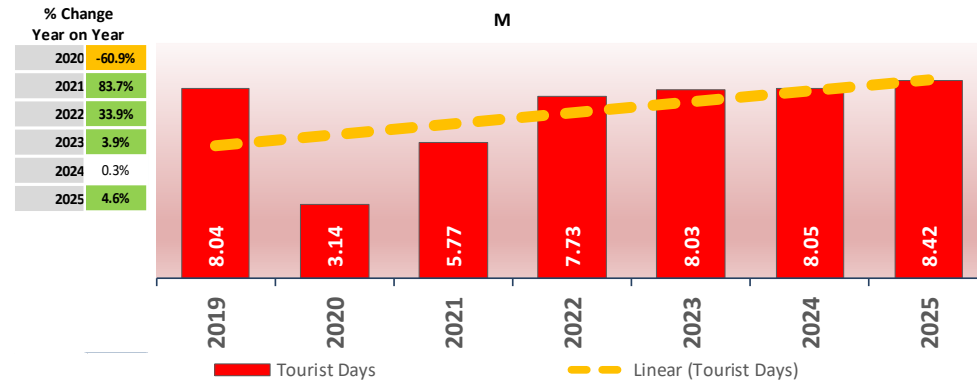
Year	% Change Year on Year
2020	-53.7%
2021	70.7%
2022	25.7%
2023	1.8%
2024	0.2%
2025	3.5%

Visitor Numbers - Total



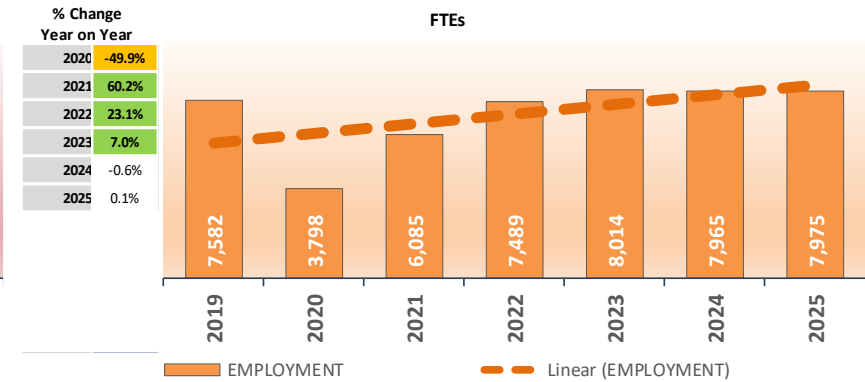
Year	% Change Year on Year
2020	-66.3%
2021	96.5%
2022	42.0%
2023	5.6%
2024	0.4%
2025	5.6%

Visitor Days - Total



Year	% Change Year on Year
2020	-60.9%
2021	83.7%
2022	33.9%
2023	3.9%
2024	0.3%
2025	4.6%

Total Employment Supported - Total



Year	% Change Year on Year
2020	-49.9%
2021	60.2%
2022	23.1%
2023	7.0%
2024	-0.6%
2025	0.1%

% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-53.7%	-21.0%	-0.7%	1.1%	1.3%	4.8%
Visitor Numbers		-66.3%	-33.8%	-6.0%	-0.7%	-0.3%	5.3%
Visitor Days		-60.9%	-28.2%	-3.9%	-0.1%	0.2%	4.7%
Total Employment		-49.9%	-19.8%	-1.2%	5.7%	5.0%	5.2%

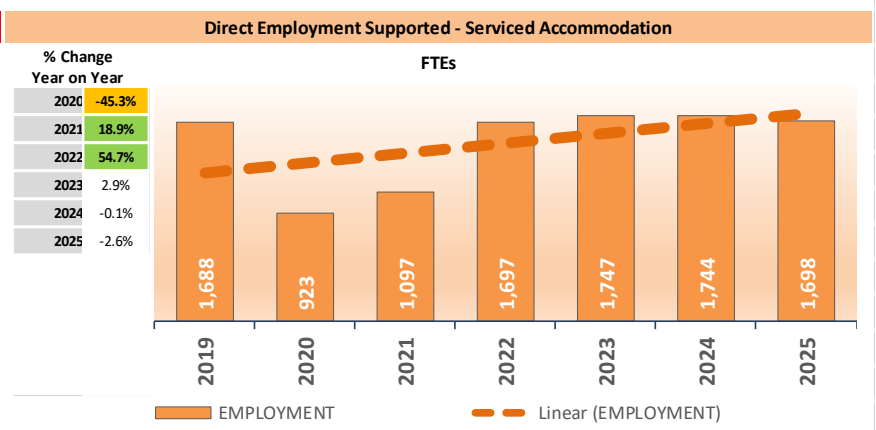
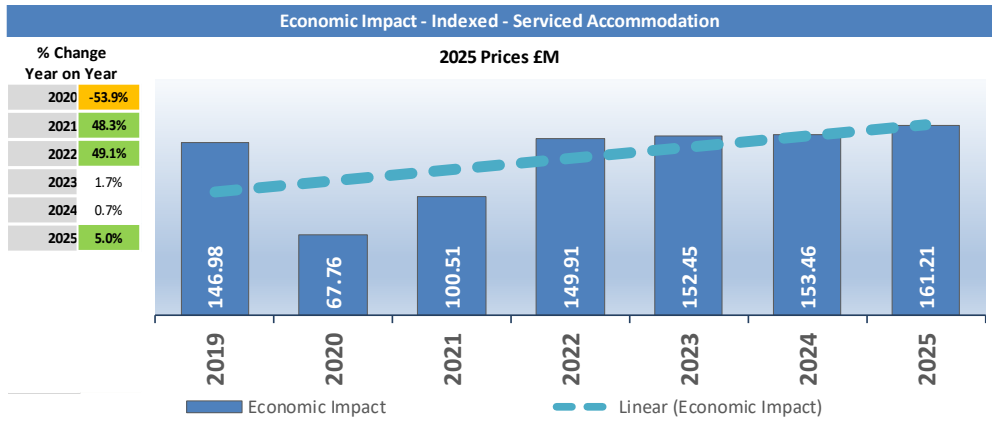
"Linear" = Linear Trendline

**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

2019 to 2025  
2025 Prices

SERVICED ACCOMMODATION

KEY MEASURES Indexed



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-53.9%	-31.6%	2.0%	3.7%	4.4%	9.7%
Visitor Numbers		-55.5%	-34.8%	2.0%	3.8%	4.6%	10.1%
Visitor Days		-54.9%	-33.8%	2.1%	3.9%	4.6%	10.1%
Direct Employment		-45.3%	-35.0%	0.5%	3.5%	3.3%	0.6%

"Linear" = Linear Trendline

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Report Prepared by: Cathy James, Date of Issue: 02/07/26

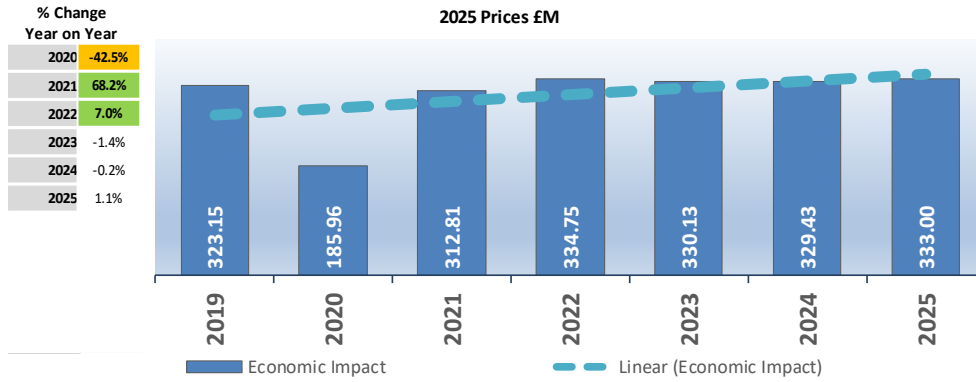
STEAM REPORT FOR 2019-2025 - FINAL  
HEREFORDSHIRE

2019 to 2025  
2025 Prices

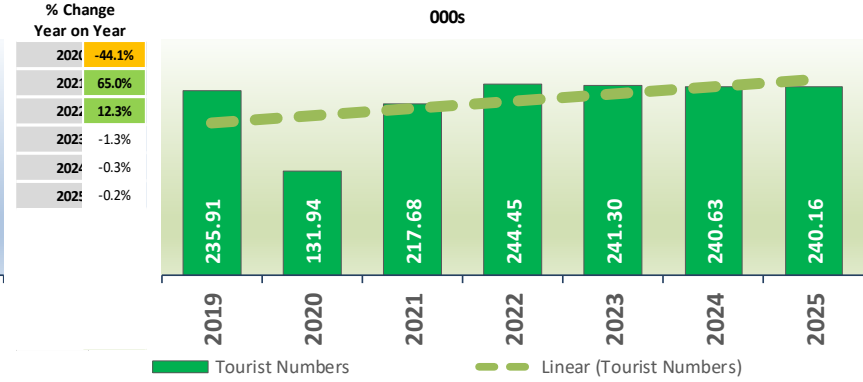
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

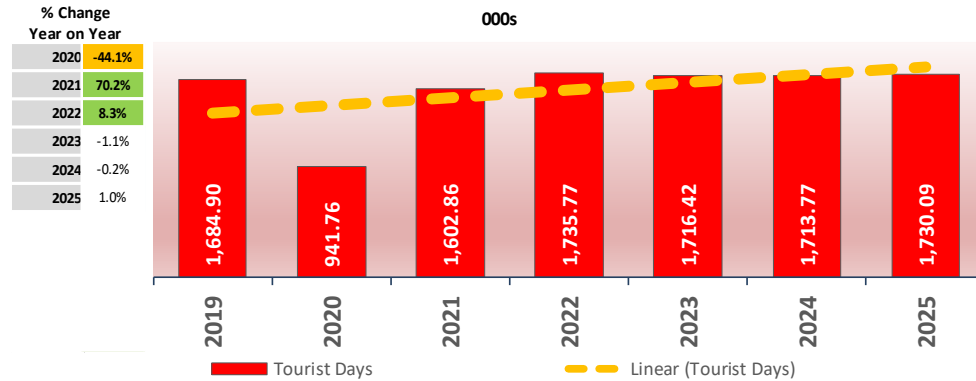
Economic Impact - Indexed - Non-Serviced Accommodation



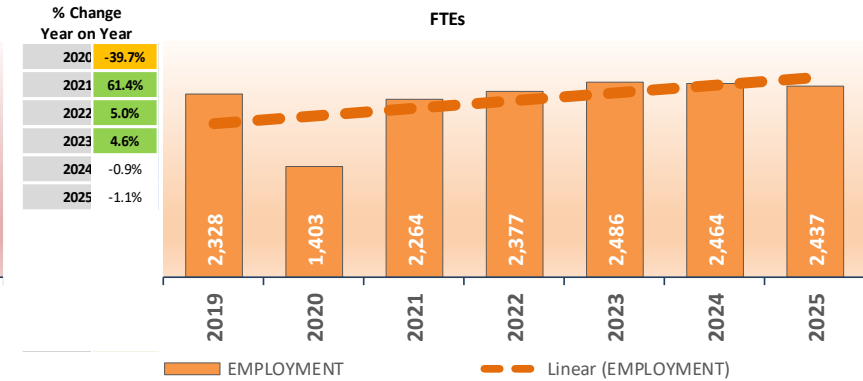
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-42.5%	-3.2%	3.6%	2.2%	1.9%	3.1%
Visitor Numbers		-44.1%	-7.7%	3.6%	2.3%	2.0%	1.8%
Visitor Days		-44.1%	-4.9%	3.0%	1.9%	1.7%	2.7%
Direct Employment		-39.7%	-2.7%	2.1%	6.8%	5.9%	4.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2025 - FINAL  
HEREFORDSHIRE

2019 to 2025  
2025 Prices

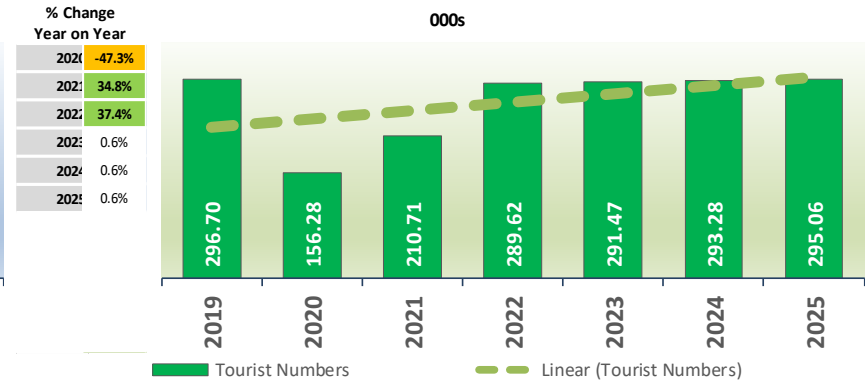
SFR

KEY MEASURES  
Indexed

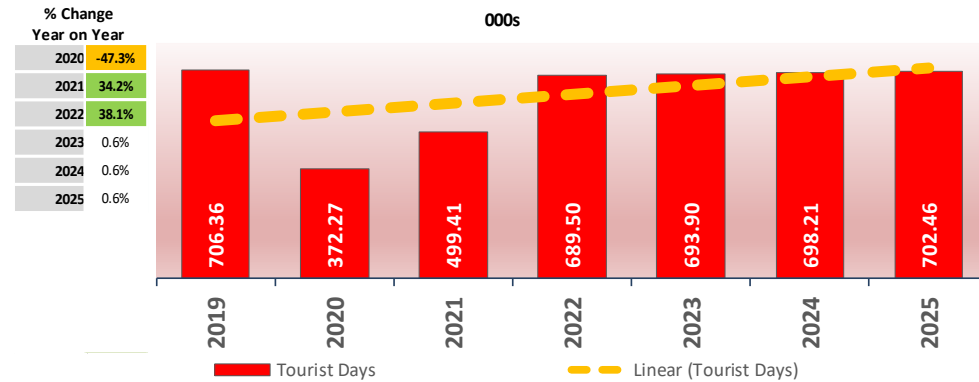
Economic Impact - Indexed - SFR



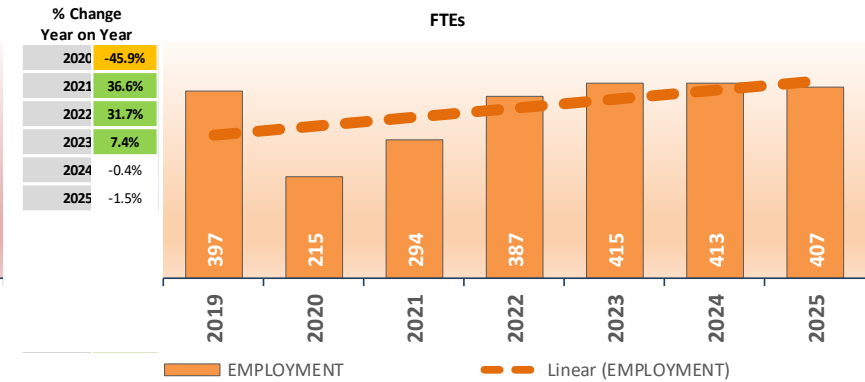
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-47.3%	-29.3%	-2.4%	-1.8%	-1.1%	-0.5%
Visitor Numbers		-47.3%	-29.0%	-2.4%	-1.8%	-1.2%	-0.6%
Visitor Days		-47.3%	-29.3%	-2.4%	-1.8%	-1.2%	-0.6%
Direct Employment		-45.9%	-26.1%	-2.7%	4.5%	4.0%	2.4%

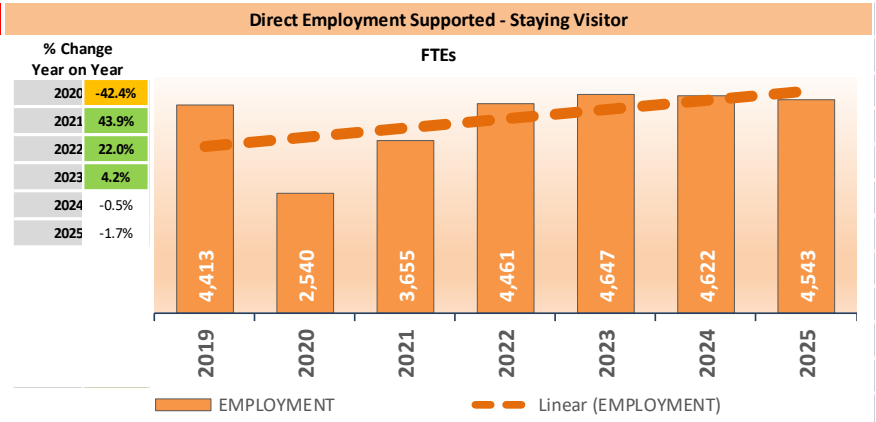
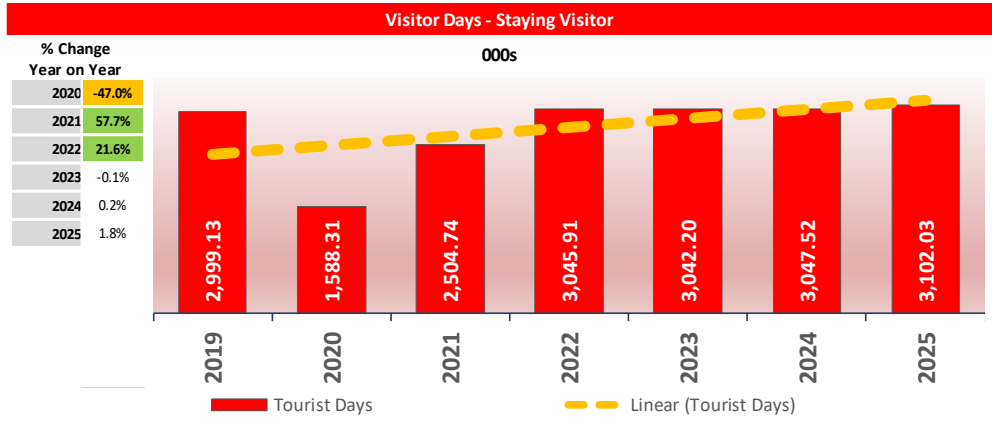
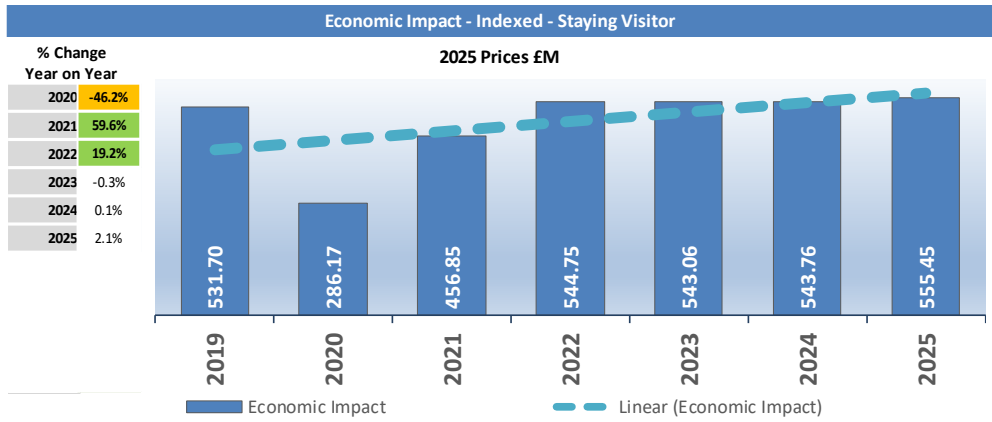
"Linear" = Linear Trendline

**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

2019 to 2025  
2025 Prices

STAYING VISITOR

**KEY MEASURES**  
Indexed



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-46.2%	-14.1%	2.5%	2.1%	2.3%	4.5%
Visitor Numbers		-49.7%	-25.5%	1.0%	1.5%	1.9%	4.3%
Visitor Days		-47.0%	-16.5%	1.6%	1.4%	1.6%	3.4%
Direct Employment		-42.4%	-17.2%	1.1%	5.3%	4.7%	2.9%

"Linear" = Linear Trendline

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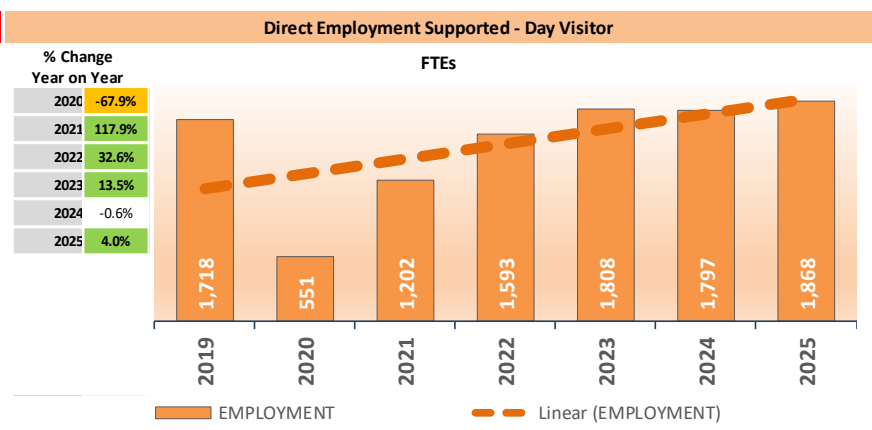
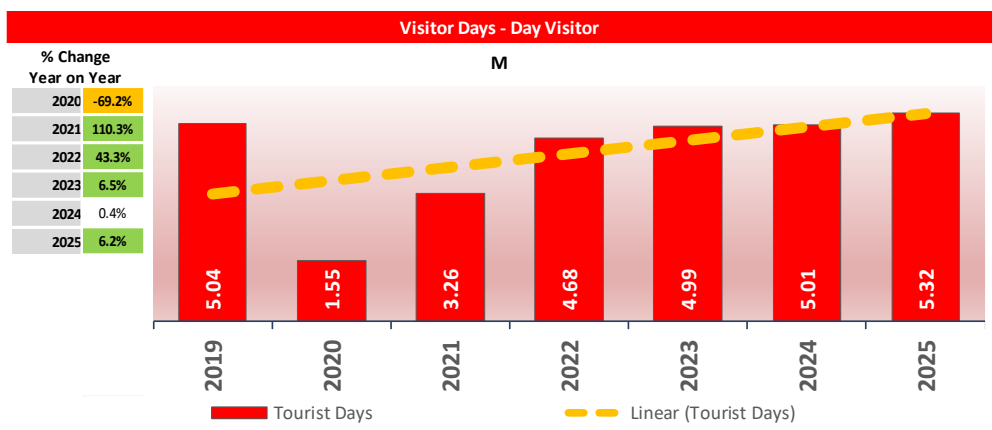
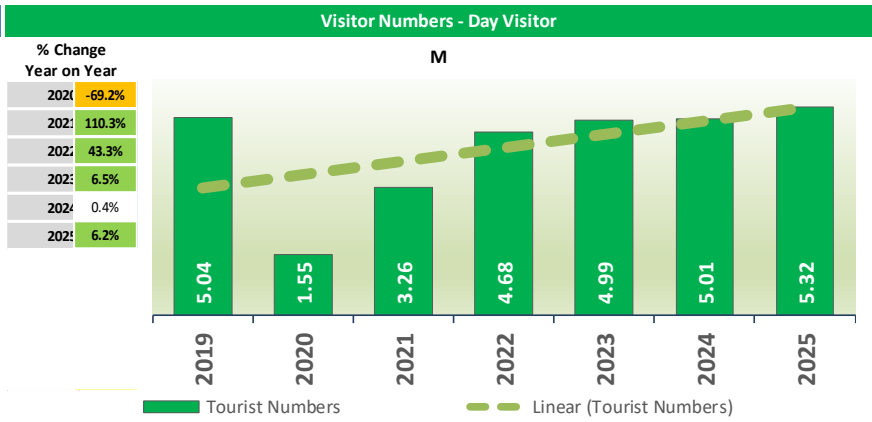
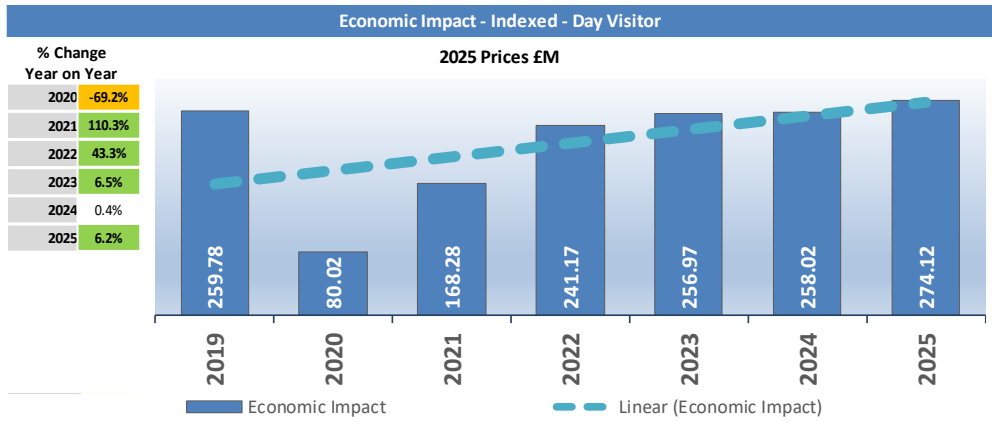
Report Prepared by: Cathy James. Date of Issue: 02/07/26

**STEAM REPORT FOR 2019-2025 - FINAL**  
**HEREFORDSHIRE**

2019 to 2025  
2025 Prices

**DAY VISITOR**

**KEY MEASURES**  
Indexed



% Change from 2019	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%	5.5%
Visitor Numbers		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%	5.5%
Visitor Days		-69.2%	-35.2%	-7.2%	-1.1%	-0.7%	5.5%
Direct Employment		-67.9%	-30.1%	-7.3%	5.2%	4.5%	8.7%

"Linear" = Linear Trendline

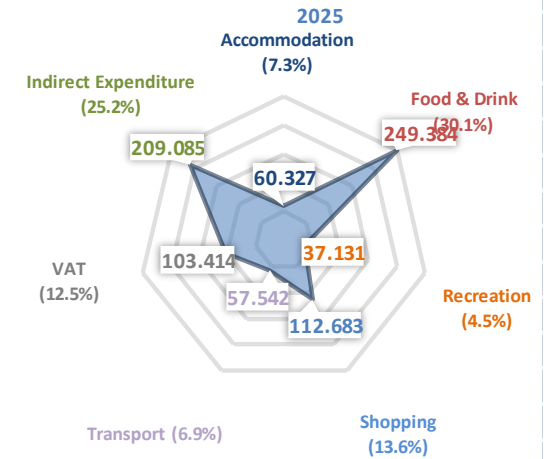
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025

SECTOR / YEAR		2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	55.02	31.93	48.33	56.94	56.85	57.18	60.33
Food & Drink	£M	237.81	103.93	192.95	232.93	238.59	239.18	249.38
Recreation	£M	35.81	19.47	33.09	36.46	36.35	36.38	37.13
Shopping	£M	109.04	56.11	92.83	110.54	110.69	110.82	112.68
Transport	£M	55.45	26.38	45.15	55.30	56.00	56.10	57.54
Direct Revenue	£M	493.13	237.83	412.35	492.17	498.49	499.65	517.07
VAT	£M	98.63	35.11	53.16	95.27	99.70	99.93	103.41
Direct Expenditure	£M	591.75	272.94	465.51	587.44	598.18	599.58	620.48
Indirect Expenditure	£M	199.73	93.26	159.62	198.48	201.85	202.20	209.08
TOTAL	£M	791.48	366.19	625.13	785.93	800.03	801.78	829.57

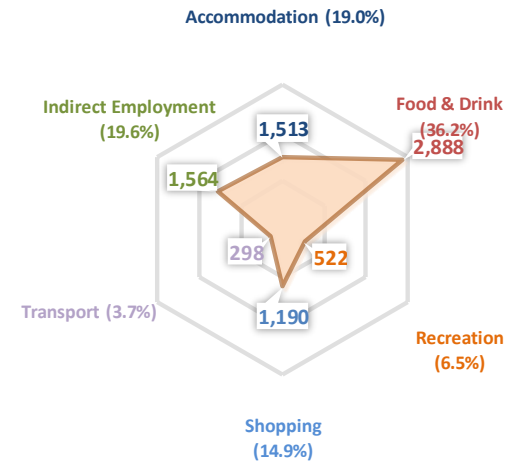
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,573	957	1,070	1,569	1,569	1,573	1,513
Food & Drink	FTEs	2,674	1,165	2,162	2,594	2,853	2,831	2,888
Recreation	FTEs	489	265	450	493	527	522	522
Shopping	FTEs	1,118	573	948	1,122	1,207	1,196	1,190
Transport	FTEs	279	132	226	275	299	297	298
Direct Employment	FTEs	6,131	3,092	4,857	6,054	6,455	6,419	6,411
Indirect Employment	FTEs	1,451	706	1,228	1,436	1,559	1,546	1,564
TOTAL	FTEs	7,582	3,798	6,085	7,489	8,014	7,965	7,975

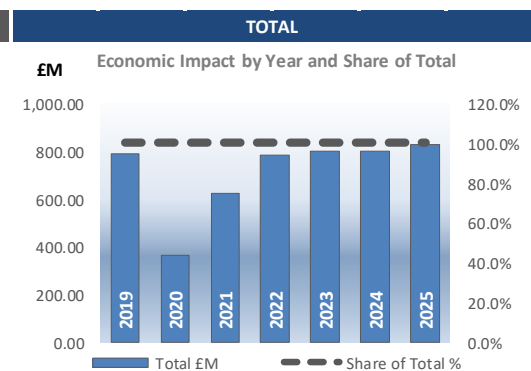
2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 2025 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 2025 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2019 to 2025	7.8%	10.5%	7.8%	8.8%	0.5%	3.6%	6.7%	-1.1%	4.4%	6.3%	5.3%	6.8%		4.8%	8.6%	4.3%	3.1%	6.2%	
% Change 2024 to 2025	4.1%	6.3%	3.2%	6.1%	2.4%	2.8%	5.7%	-0.4%	1.3%	5.5%	4.1%	4.8%		3.5%	4.4%	3.8%	2.2%	5.0%	
Average Annual Change	1.3%	1.7%	1.3%	1.5%	0.1%	0.6%	1.1%	-0.2%	0.7%	1.1%	0.9%	1.1%		0.8%	1.4%	0.7%	0.5%	1.0%	
2019	£M	31.65	35.02	51.46	77.25	75.63	80.40	106.67	113.68	86.45	62.72	36.15	34.38	791.48	118.13	233.29	306.80	133.25	
2020	£M	30.76	36.67	37.52				39.12	96.24	77.12	38.48	0.678	9.611	366.19	-53.7%	104.95		212.47	48.77
2021	£M				30.78	57.36	81.06	110.13	117.21	94.27	70.75	33.29	30.28	625.13	70.7%		169.20	321.61	134.32
2022	£M	31.26	35.34	51.10	77.62	74.42	80.38	105.89	110.70	86.67	62.07	35.54	34.94	785.93	25.7%	117.70	232.42	303.26	132.55
2023	£M	32.69	36.57	52.55	80.06	75.04	80.74	105.36	111.13	89.73	64.11	36.33	35.73	800.03	1.8%	121.81	235.84	306.22	136.17
2024	£M	32.78	36.40	53.77	79.21	74.23	80.98	107.61	112.94	89.10	63.20	36.55	35.03	801.78	0.2%	122.94	234.42	309.65	134.78
2025	£M	34.13	38.70	55.48	84.03	76.02	83.28	113.77	112.43	90.25	66.70	38.07	36.71	829.57	3.5%	128.30	243.33	316.45	141.48

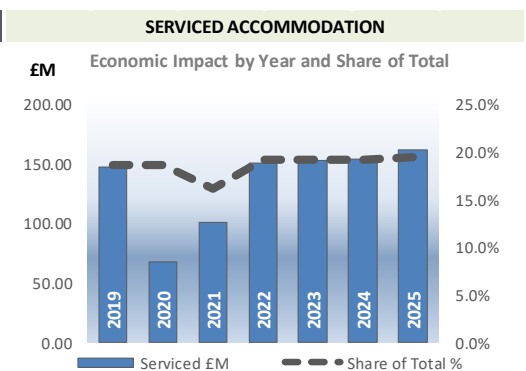
ECONOMIC IMPACT - INDEXED TO 2025								
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025	
Total	£M	791.48	366.19	625.13	785.93	800.03	801.78	829.57
All Visitor Types	£M	791.48	366.19	625.13	785.93	800.03	801.78	829.57
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change 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 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 2025 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES													Annual Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2025		26.5%	24.3%	9.4%	9.3%	6.2%	6.3%	8.0%	1.4%	6.4%	11.3%	11.8%	21.6%	9.7%		18.3%	7.2%	5.3%	14.0%	
% Change 2024 to 2025		12.8%	12.8%	6.5%	-0.2%	0.0%	1.2%	5.3%	1.4%	3.0%	9.6%	8.7%	13.3%	5.0%		10.2%	0.4%	3.3%	10.3%	
Average Annual Change		4.4%	4.0%	1.6%	1.6%	1.0%	1.1%	1.3%	0.2%	1.1%	1.9%	2.0%	3.6%	1.6%		3.1%	1.2%	0.9%	2.3%	
2019	£M	6.032	7.356	10.49	12.50	12.13	14.67	18.44	17.43	18.43	14.61	7.563	7.335	146.98		23.88	39.30	54.29	29.51	
2020	£M	6.142	7.641	5.388				6.207	13.96	15.60	10.93	0.119	1.774	67.76	-53.9%	19.17		35.76	12.83	
2021	£M					4.414	14.73	18.53	18.05	19.48	14.40	7.253	3.658	100.51	48.3%		19.15	56.05	25.31	
2022	£M	6.332	8.074	10.65	13.41	12.26	14.98	18.64	17.06	18.73	14.41	7.675	7.679	149.91	49.1%	25.06	40.65	54.44	29.76	
2023	£M	7.041	8.371	11.12	13.54	12.24	15.31	18.69	16.35	19.30	14.75	7.451	8.273	152.45	1.7%	26.53	41.10	54.35	30.47	
2024	£M	6.762	8.101	10.77	13.69	12.88	15.40	18.91	17.44	19.03	14.84	7.781	7.868	153.46	0.7%	25.64	41.97	55.37	30.49	
2025	£M	7.628	9.141	11.48	13.67	12.88	15.60	19.91	17.68	19.60	16.27	8.455	8.916	161.21	5.0%	28.25	42.14	57.18	33.64	

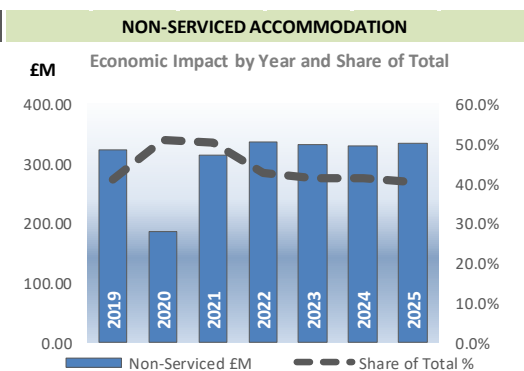
ECONOMIC IMPACT - INDEXED TO 2025								
SHARE OF MARKET		2019	2020	2021	2022	2023	2024	2025
Serviced	£M	146.98	67.76	100.51	149.91	152.45	153.46	161.21
All Visitor Types	£M	791.48	366.19	625.13	785.93	800.03	801.78	829.57
Share of Total	%	18.6%	18.5%	16.1%	19.1%	19.1%	19.1%	19.4%
Annual Change in Share	%		-0.4%	-13.1%	18.6%	-0.1%	0.4%	1.5%
Change in Share from 2019	%		-0.4%	-13.4%	2.7%	2.6%	3.1%	4.6%
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%	0.7%	0.6%	0.8%



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

STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 2025 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES													TOTAL		% Change			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		2.8%	9.4%	3.1%	10.9%	-2.5%	4.0%	3.9%	-2.0%	3.6%	5.9%	0.2%	5.1%	3.1%	Annual Change	4.7%	3.9%	1.5%	4.6%	
% Change 2024 to 2025		0.4%	6.4%	-5.0%	9.5%	1.4%	0.1%	0.8%	-2.4%	-1.4%	3.6%	1.2%	6.4%	1.1%		-0.9%	3.6%	-1.1%	3.7%	
Average Annual Change		0.5%	1.6%	0.5%	1.8%	-0.4%	0.7%	0.6%	-0.3%	0.6%	1.0%	0.0%	0.8%	0.5%		0.8%	0.7%	0.2%	0.8%	
2019	£M	7.224	8.419	16.21	31.79	34.62	34.06	43.76	55.51	41.36	30.60	9.618	9.971	323.15		31.86	100.47	140.63	50.19	
2020	£M	6.506	9.545	15.91				26.71	56.93	43.92	21.87	0.309	4.253	185.96	-42.5%	31.97		127.56	26.43	
2021	£M				19.28	31.45	37.90	51.04	61.95	50.46	39.94	9.188	11.59	312.81	68.2%		88.63	163.45	60.72	
2022	£M	7.597	9.464	17.35	33.46	34.95	35.89	45.72	55.36	43.13	31.32	9.793	10.72	334.75	7.0%	34.42	104.29	144.21	51.83	
2023	£M	7.553	9.189	16.80	33.55	34.78	34.53	43.75	54.63	43.66	31.97	9.554	10.15	330.13	-1.4%	33.54	102.86	142.05	51.68	
2024	£M	7.397	8.655	17.58	32.18	33.29	35.38	45.08	55.76	43.47	31.27	9.523	9.846	329.43	-0.2%	33.64	100.85	144.31	50.64	
2025	£M	7.424	9.207	16.71	35.25	33.76	35.42	45.45	54.41	42.86	32.40	9.639	10.48	333.00	1.1%	33.34	104.43	142.72	52.51	

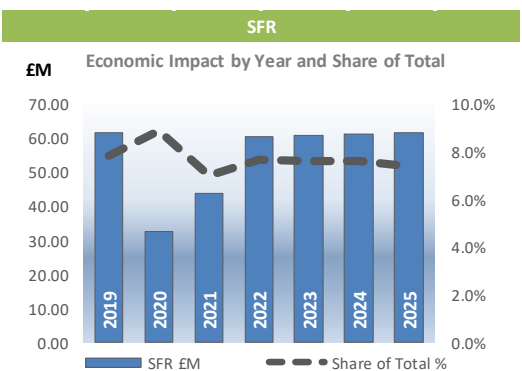
ECONOMIC IMPACT - INDEXED TO 2025								
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025	
Non-Serviced	£M	323.15	185.96	312.81	334.75	330.13	329.43	333.00
All Visitor Types	£M	791.48	366.19	625.13	785.93	800.03	801.78	829.57
Share of Total	%	40.8%	50.8%	50.0%	42.6%	41.3%	41.1%	40.1%
Annual Change in Share	%		24.4%	-1.5%	-14.9%	-3.1%	-0.4%	-2.3%
Change in Share from 2019	%		24.4%	22.6%	4.3%	1.1%	0.6%	-1.7%
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%	0.3%	0.1%	-0.3%



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 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 2025 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 2025 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	Annual Change	-0.5%	-0.5%	-0.5%	-0.5%
% Change 2024 to 2025		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%	Annual Change	0.6%	0.6%	0.6%	0.6%
Average Annual Change		-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	Annual Change	-0.1%	-0.1%	-0.1%	-0.1%
2019	£M	8.563	2.877	3.273	7.809	5.024	3.870	6.279	6.647	3.424	3.421	2.665	7.718	61.57		14.71	16.70	16.35	13.80	
2020	£M	8.281	3.112	2.608				3.258	6.462	3.412	2.440	0.068	2.807	32.45	-47.3%	14.00		13.13	5.316	
2021	£M				3.577	3.841	4.098	7.140	7.379	3.996	4.079	2.586	6.836	43.53	34.2%		11.52	18.51	13.50	
2022	£M	8.358	2.808	3.195	7.622	4.903	3.777	6.129	6.488	3.342	3.339	2.602	7.533	60.10	38.1%	14.36	16.30	15.96	13.47	
2023	£M	8.412	2.827	3.215	7.672	4.935	3.802	6.169	6.530	3.364	3.360	2.618	7.582	60.49	0.6%	14.45	16.41	16.06	13.56	
2024	£M	8.465	2.844	3.235	7.720	4.966	3.825	6.207	6.571	3.385	3.381	2.635	7.629	60.86	0.6%	14.54	16.51	16.16	13.65	
2025	£M	8.516	2.861	3.255	7.767	4.996	3.849	6.245	6.611	3.405	3.402	2.651	7.676	61.23	0.6%	14.63	16.61	16.26	13.73	

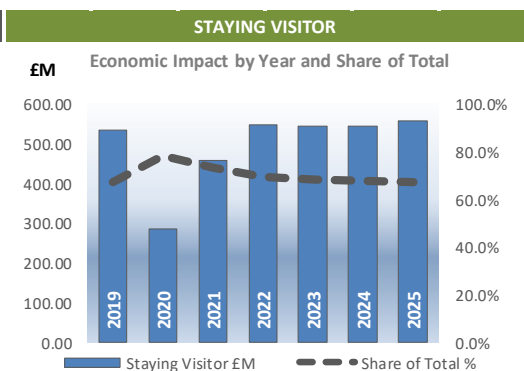
ECONOMIC IMPACT - INDEXED TO 2025							
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025
SFR £M	61.57	32.45	43.53	60.10	60.49	60.86	61.23
All Visitor Types £M	791.48	366.19	625.13	785.93	800.03	801.78	829.57
Share of Total %	7.8%	8.9%	7.0%	7.6%	7.6%	7.6%	7.4%
Annual Change in Share %		13.9%	-21.4%	9.8%	-1.1%	0.4%	-2.8%
Change in Share from 2019 %		13.9%	-10.5%	-1.7%	-2.8%	-2.4%	-5.1%
Avg Ann. Change in Share %		13.9%	-5.2%	-0.6%	-0.7%	-0.5%	-0.9%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 2025 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES													TOTAL		% Change			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2019 to 2025		8.0%	13.7%	4.9%	8.8%	-0.3%	4.3%	4.6%	-1.1%	4.2%	7.1%	4.5%	8.2%	4.5%	8.2%	4.3%	2.3%	6.8%		
% Change 2024 to 2025		4.2%	8.2%	-0.5%	5.8%	1.0%	0.5%	2.0%	-1.3%	0.0%	5.2%	4.0%	6.8%	2.1%	3.3%	2.4%	0.1%	5.4%		
Average Annual Change		1.3%	2.3%	0.8%	1.5%	0.0%	0.7%	0.8%	-0.2%	0.7%	1.2%	0.8%	1.4%	0.7%	1.4%	0.7%	0.4%	1.1%		
2019	£M	21.82	18.65	29.98	52.10	51.78	52.60	68.47	79.59	63.21	48.63	19.85	25.02	531.70	70.45	156.48	211.27	93.50		
2020	£M	20.93	20.30	23.91				36.18	77.34	62.93	35.24	0.497	8.835	286.17	-46.2%	65.14		176.46	44.57	
2021	£M				22.86	39.71	56.73	76.71	87.38	73.93	58.42	19.03	22.09	456.85	59.6%		119.30	238.02	99.53	
2022	£M	22.29	20.35	31.20	54.49	52.11	54.65	70.49	78.91	65.21	49.07	20.07	25.93	544.75	19.2%	73.84	161.24	214.61	95.07	
2023	£M	23.01	20.39	31.13	54.76	51.96	53.64	68.61	77.52	66.33	50.08	19.62	26.01	543.06	-0.3%	74.53	160.36	212.46	95.71	
2024	£M	22.62	19.60	31.59	53.59	51.13	54.61	70.20	79.76	65.89	49.49	19.94	25.34	543.76	0.1%	73.82	159.32	215.84	94.77	
2025	£M	23.57	21.21	31.44	56.68	51.64	54.87	71.60	78.70	65.87	52.06	20.74	27.07	555.45	2.1%	76.22	163.19	216.16	99.88	

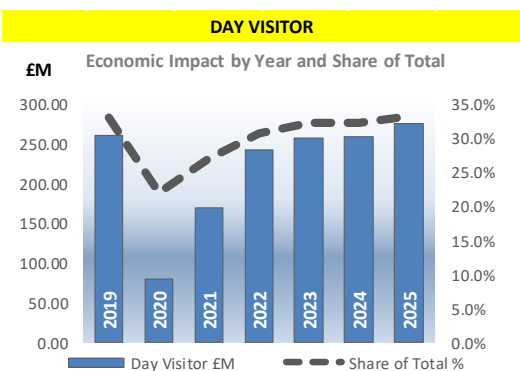
ECONOMIC IMPACT - INDEXED TO 2025								
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025	
Staying Visitor	£M	531.70	286.17	456.85	544.75	543.06	543.76	555.45
All Visitor Types	£M	791.48	366.19	625.13	785.93	800.03	801.78	829.57
Share of Total	%	67.2%	78.1%	73.1%	69.3%	67.9%	67.8%	67.0%
Annual Change in Share	%		16.3%	-6.5%	-5.2%	-2.1%	-0.1%	-1.3%
Change in Share from 2019	%		16.3%	8.8%	3.2%	1.0%	1.0%	-0.3%
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%	0.3%	0.2%	-0.1%



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STEAM REPORT FOR 2019-2025 - FINAL HEREFORDSHIRE													2019 to 2025 2025 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2019 to 2025		7.5%	6.8%	11.8%	8.7%	2.2%	2.2%	10.4%	-1.1%	4.9%	3.9%	6.3%	3.0%	5.5%	9.2%	4.3%	5.0%	4.7%		
% Change 2024 to 2025		4.0%	4.1%	8.4%	6.7%	5.6%	7.7%	12.7%	1.7%	5.0%	6.8%	4.3%	-0.5%	6.2%	6.0%	6.7%	6.9%	4.0%		
Average Annual Change		1.2%	1.1%	2.0%	1.5%	0.4%	0.4%	1.7%	-0.2%	0.8%	0.6%	1.0%	0.5%	0.9%	1.5%	0.7%	0.8%	0.8%		
2019	£M	9.827	16.37	21.49	25.15	23.86	27.80	38.20	34.09	23.24	14.09	16.30	9.360	259.78	47.69	76.81	95.53	39.75		
2020	£M	9.826	16.37	13.61				2.939	18.89	14.18	3.240	0.181	0.776	80.02	-69.2%	39.81		36.02	4.197	
2021	£M				7.922	17.65	24.33	33.42	29.83	20.34	12.33	14.26	8.190	168.28	110.3%		49.91	83.59	34.78	
2022	£M	8.973	15.00	19.89	23.13	22.31	25.73	35.40	31.79	21.46	13.01	15.47	9.007	241.17	43.3%	43.86	71.17	88.65	37.48	
2023	£M	9.682	16.18	21.42	25.30	23.08	27.10	36.75	33.61	23.40	14.03	16.71	9.719	256.97	6.5%	47.28	75.48	93.76	40.45	
2024	£M	10.16	16.80	22.17	25.62	23.09	26.38	37.41	33.17	23.22	13.71	16.61	9.690	258.02	0.4%	49.12	75.09	93.80	40.01	
2025	£M	10.56	17.49	24.03	27.35	24.38	28.42	42.17	33.73	24.39	14.64	17.32	9.642	274.12	6.2%	52.09	80.15	100.29	41.60	

ECONOMIC IMPACT - INDEXED TO 2025								
SHARE OF MARKET	2019	2020	2021	2022	2023	2024	2025	
Day Visitor	£M	259.78	80.02	168.28	241.17	256.97	258.02	274.12
All Visitor Types	£M	791.48	366.19	625.13	785.93	800.03	801.78	829.57
Share of Total	%	32.8%	21.9%	26.9%	30.7%	32.1%	32.2%	33.0%
Annual Change in Share	%		-33.4%	23.2%	14.0%	4.7%	0.2%	2.7%
Change in Share from 2019	%		-33.4%	-18.0%	-6.5%	-2.1%	-2.0%	0.7%
Avg Ann. Change in Share	%		-33.4%	-9.0%	-2.2%	-0.5%	-0.4%	0.1%



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