



## STEAM FINAL TREND REPORT FOR 2014-2020

Final

### THE WOLDS DEVELOPMENT PLAN AREA

**Global Tourism Solutions (UK) Ltd**

Laneside House

Hackthorpe

Penrith


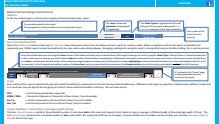







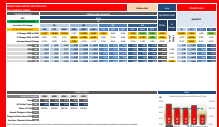


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Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)

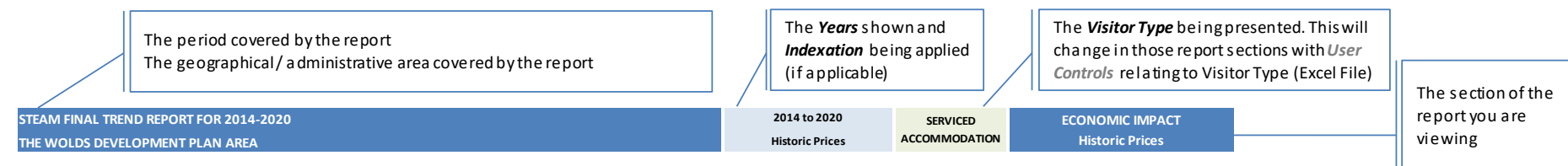
<div>REPORT SECTIONS</div> <div></div> <div>Page</div>	<div>USER GUIDE</div> <div></div> <div>3</div>	<div>COMPARATIVE HEADLINES</div> <div></div> <div>4</div>	<div>KEY MEASURES</div> <div></div> <div>5-11</div>
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## Report Section Design and Features

### Headers

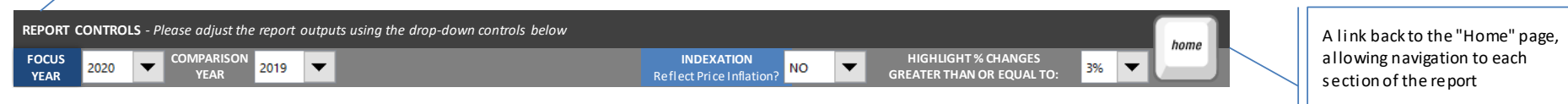
At the top of each page is a band containing key information about your report



### 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:

<b>FTEs</b>	= Full Time Equivalent jobs supported
<b>£000s / 000s</b>	= thousands of pounds or thousands of tourist days / tourist numbers
<b>£m / m</b>	= millions of pounds or millions of tourist days / tourist numbers
<b>£bn / bn</b>	= 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 FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

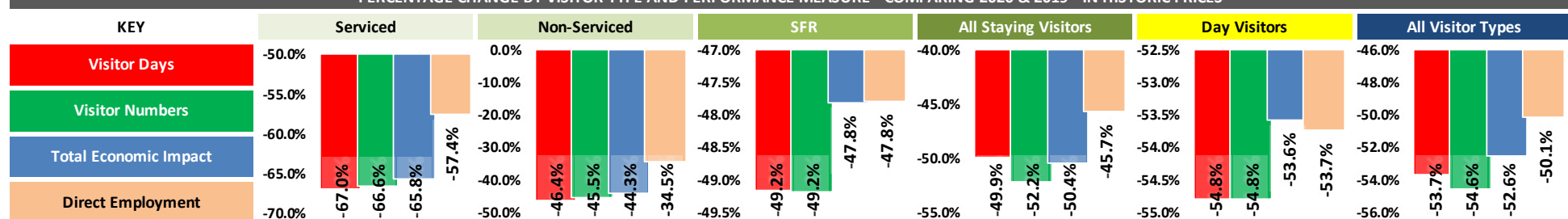
Comparing 2020 and 2019  
 All £'s Historic Prices

**COMPARATIVE HEADLINES**

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

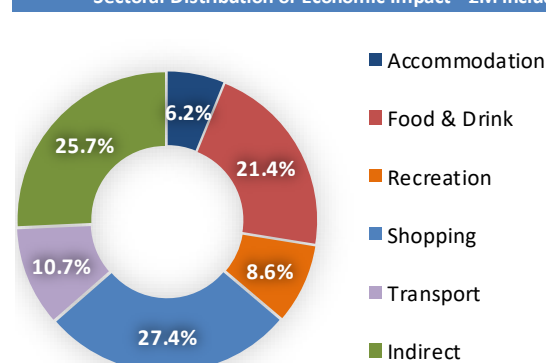
KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	M	0.042	0.127	-67.0%	0.298	0.556	-46.4%	0.154	0.303	-49.2%	0.494	0.985	-49.9%	1.575	3.483	-54.8%	2.069	4.469	-53.7%
Visitor Numbers	M	0.021	0.063	-66.6%	0.043	0.078	-45.5%	0.065	0.128	-49.2%	0.128	0.269	-52.2%	1.575	3.483	-54.8%	1.703	3.752	-54.6%
Direct Expenditure	£M																70.31	148.49	-52.7%
Economic Impact	£M	5.354	15.64	-65.8%	18.26	32.80	-44.3%	8.115	15.55	-47.8%	31.73	63.99	-50.4%	62.91	135.52	-53.6%	94.64	199.51	-52.6%
Direct Employment	FTEs	167	391	-57.4%	285	436	-34.5%	71	136	-47.8%	523	964	-45.7%	542	1,172	-53.7%	1,065	2,136	-50.1%
Total Employment	FTEs																1,310	2,648	-50.5%

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

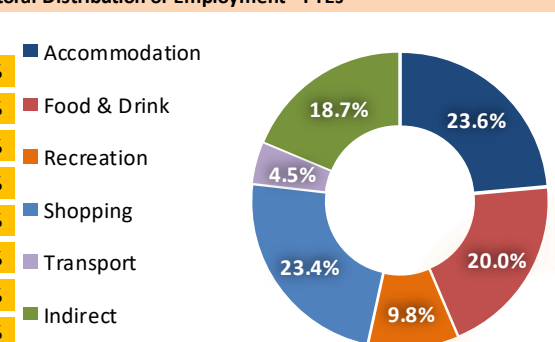


**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**

**Sectoral Distribution of Employment - FTEs**



2020			2019			+/- %		
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2020			2019					

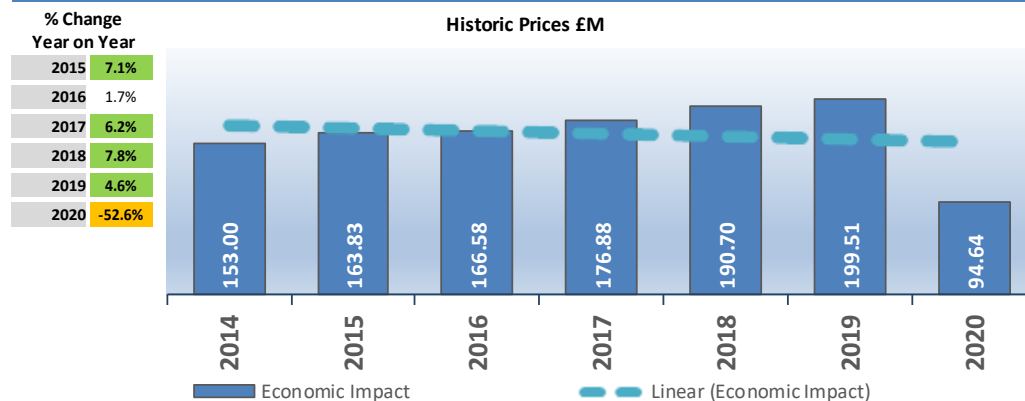


Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2020

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

**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

**Economic Impact - Historic Prices - Total**

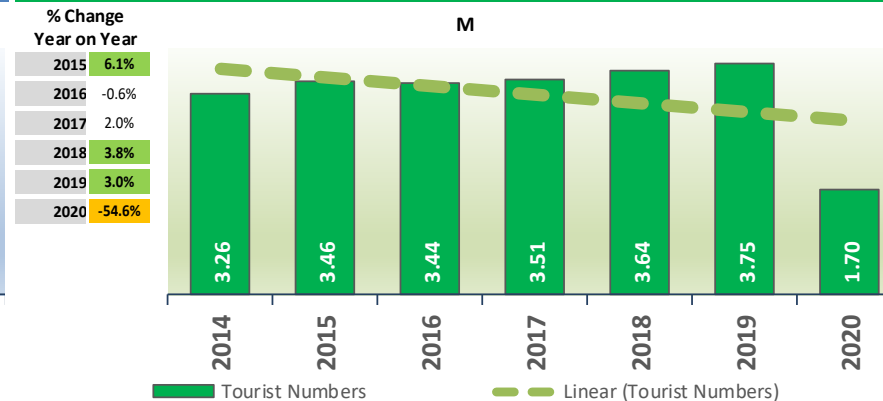


2014 to 2020  
 Historic Prices

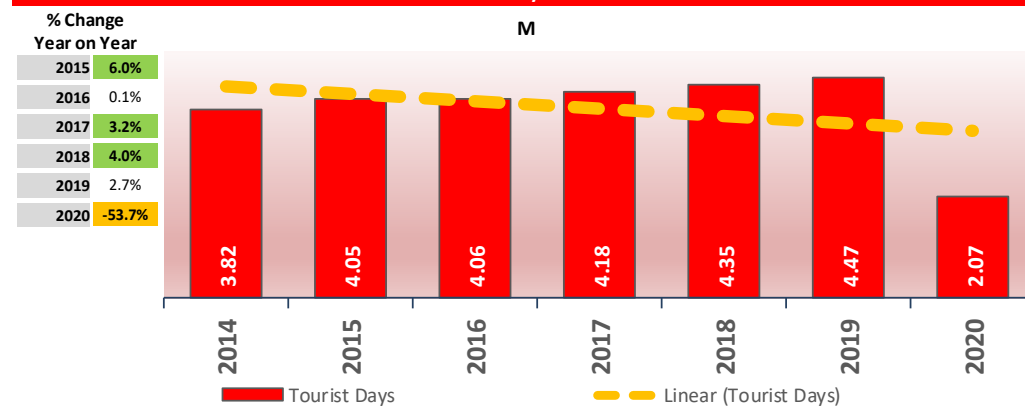
**TOTAL**

**KEY MEASURES**  
 Historic Prices

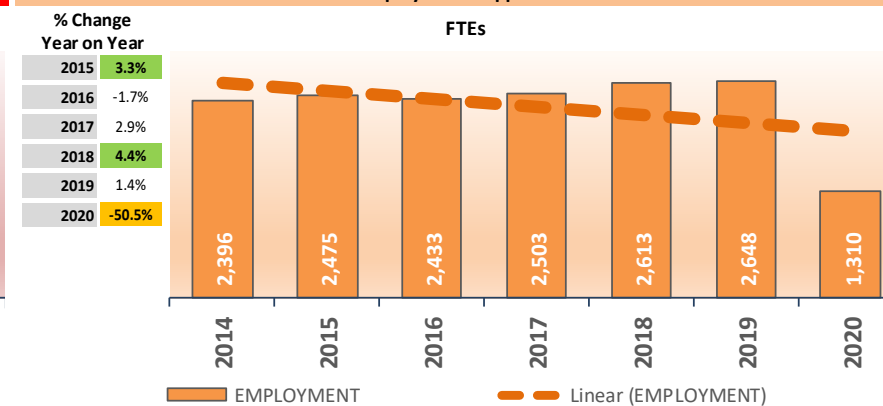
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		7.1%	8.9%	15.6%	24.6%	30.4%	-38.1%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%

"Linear" = Linear Trendline

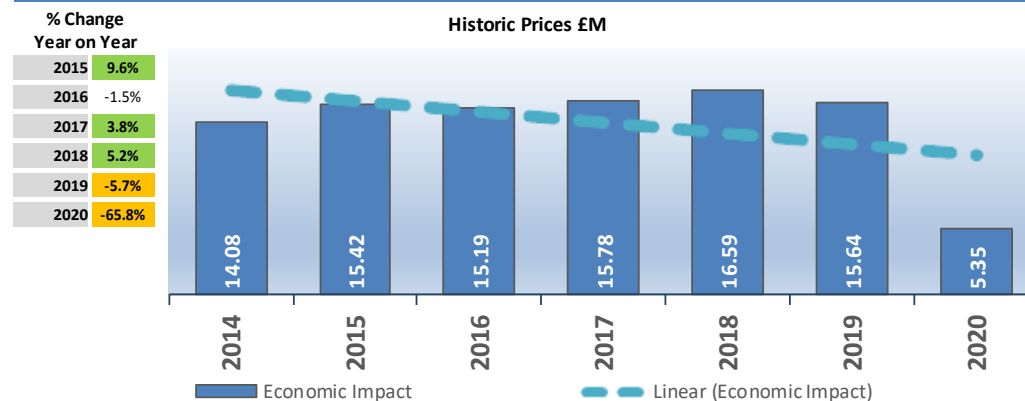
**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2020  
 Historic Prices

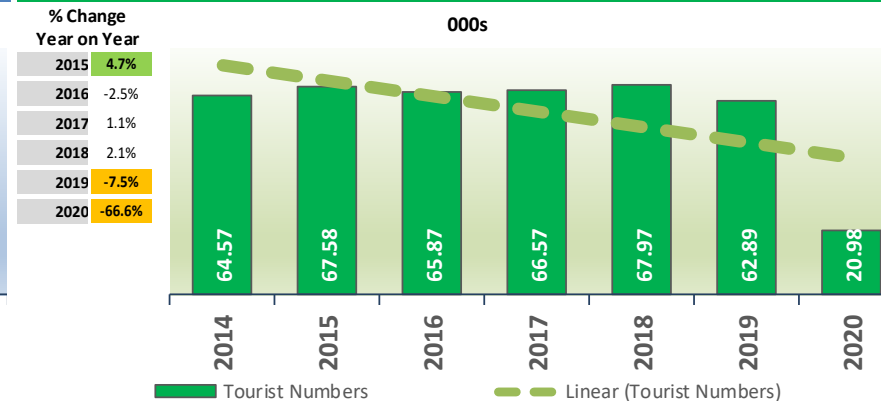
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

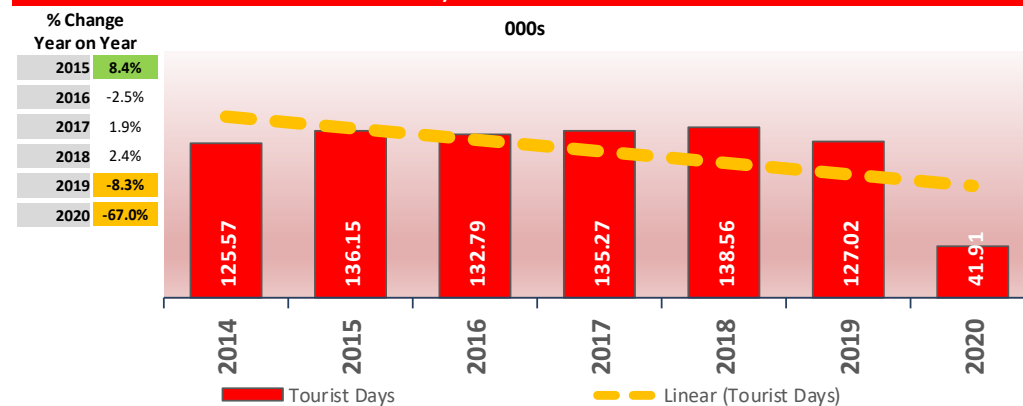
**Economic Impact - Historic Prices - Serviced Accommodation**



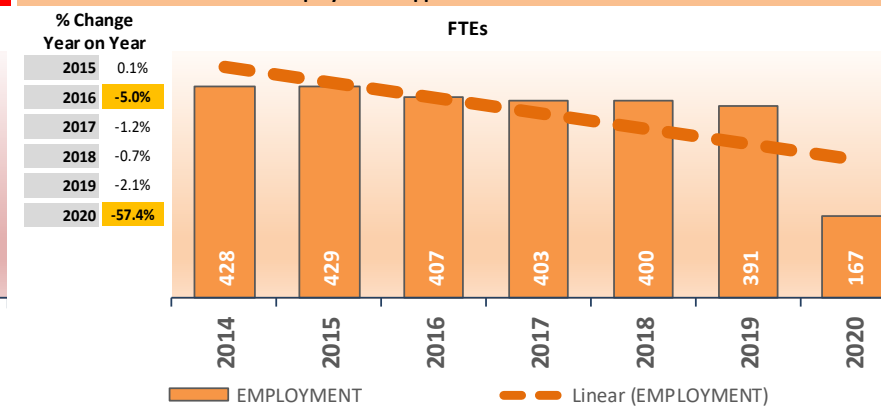
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		9.6%	7.9%	12.1%	17.9%	11.1%	-62.0%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%

"Linear" = Linear Trendline

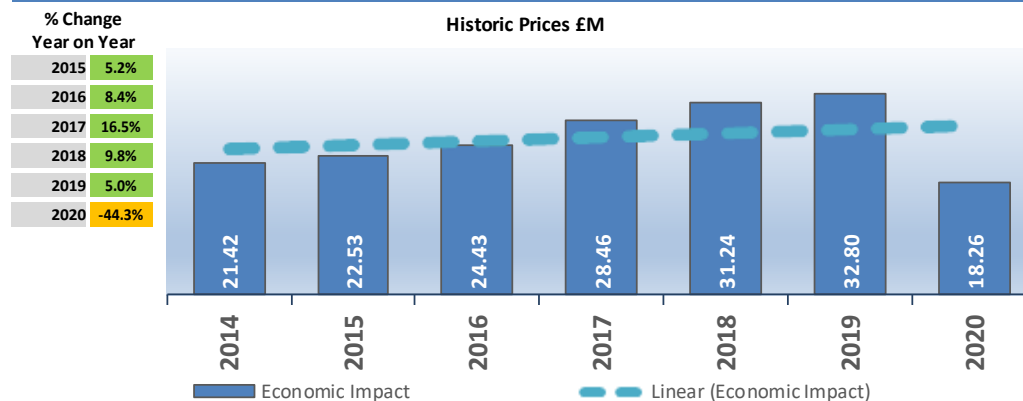
**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2020  
 Historic Prices

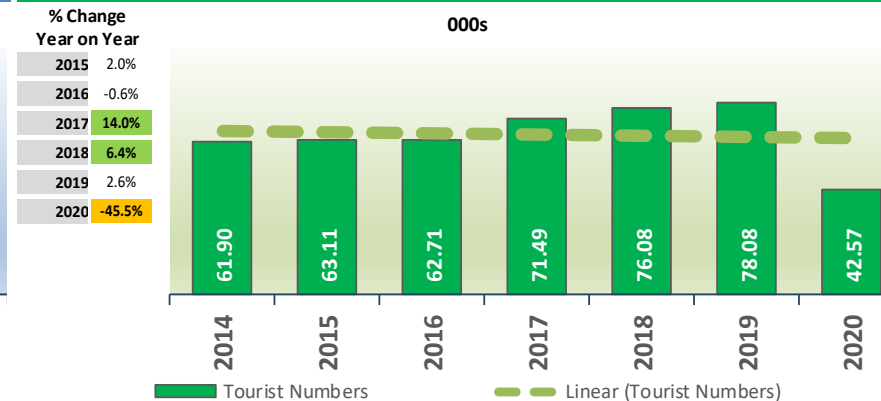
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

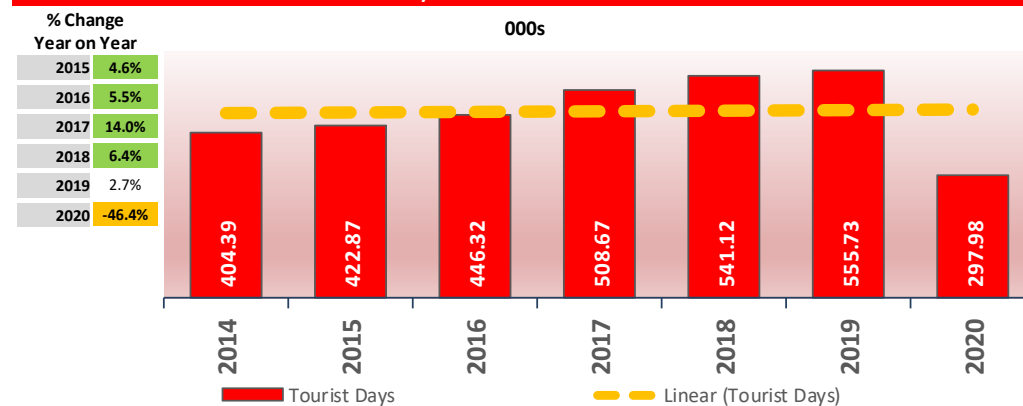
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



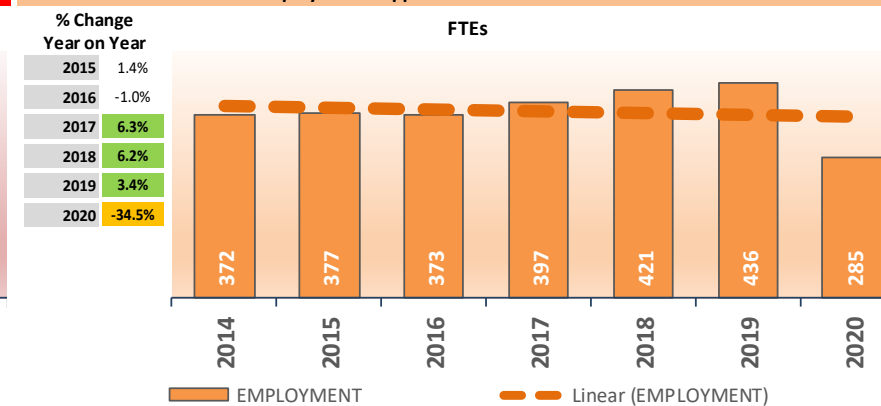
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.2%	14.1%	32.9%	45.9%	53.1%	-14.8%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%

"Linear" = Linear Trendline



**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

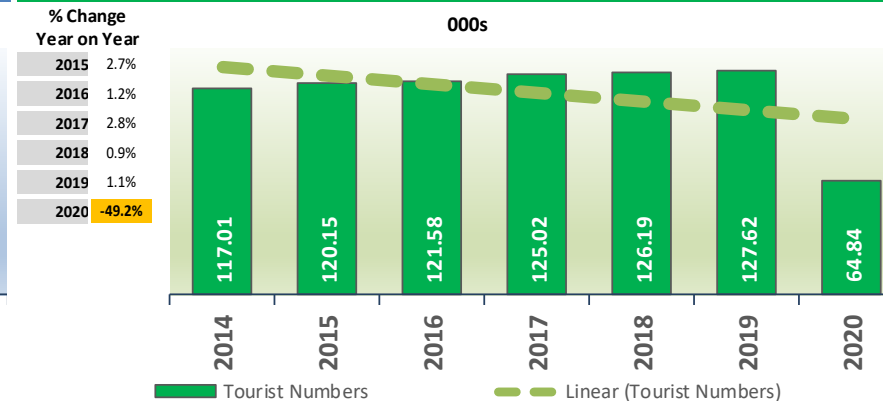
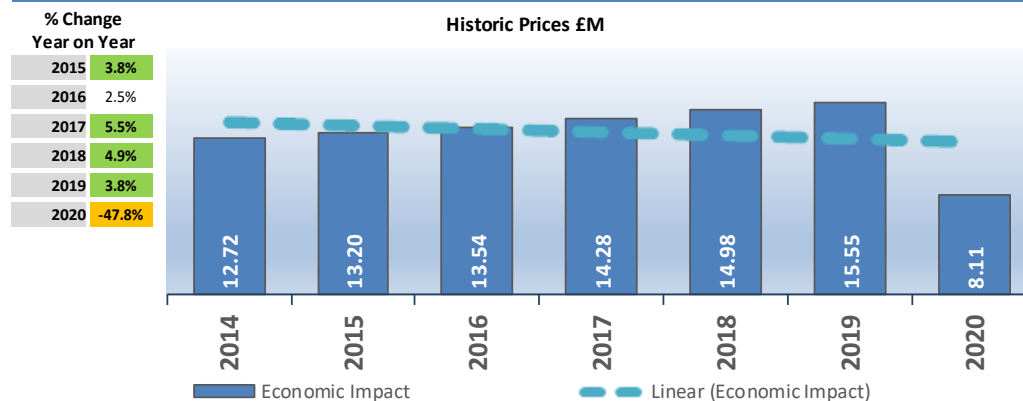
**2014 to 2020**  
**Historic Prices**

**SFR**

**KEY MEASURES**  
**Historic Prices**

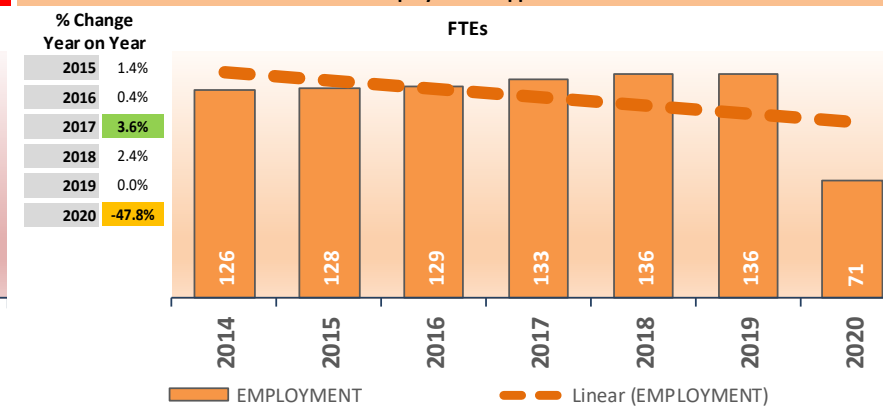
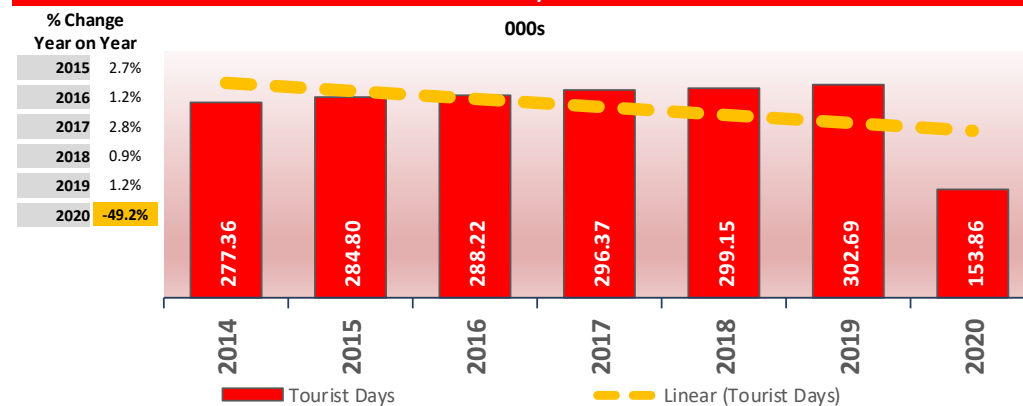
**Economic Impact - Historic Prices - SFR**

**Visitor Numbers - SFR**



**Visitor Days - SFR**

**Direct Employment Supported - SFR**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		3.8%	6.5%	12.3%	17.8%	22.3%	-36.2%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%

"Linear" = Linear Trendline

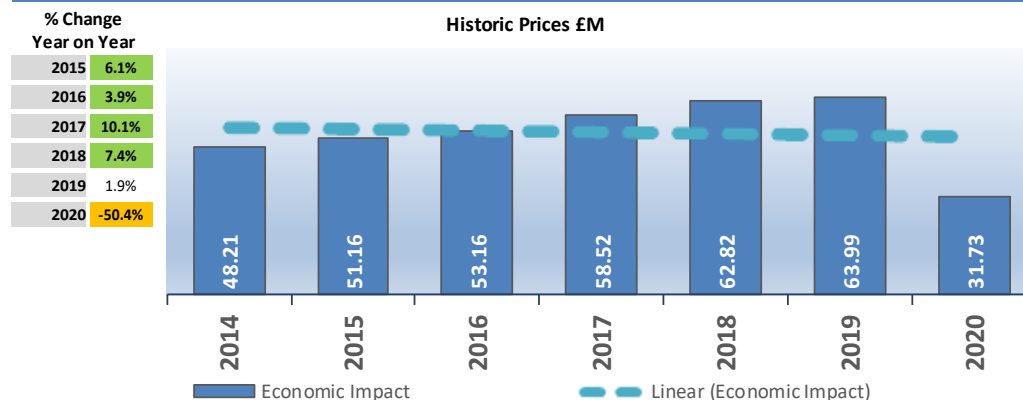
**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2020  
 Historic Prices

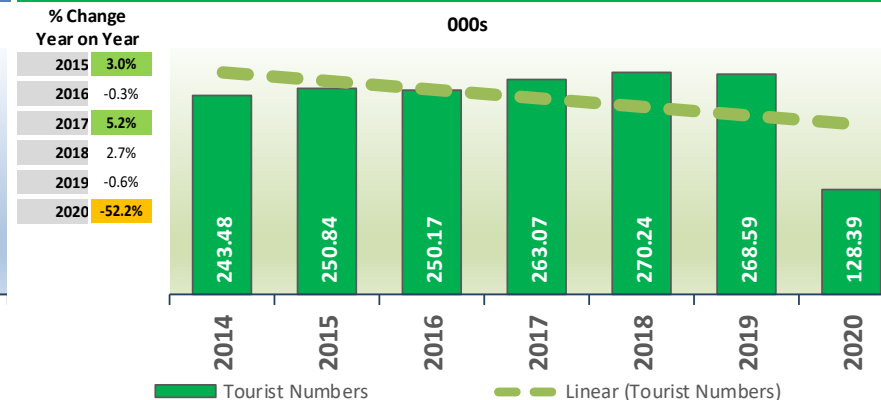
STAYING VISITOR

KEY MEASURES  
 Historic Prices

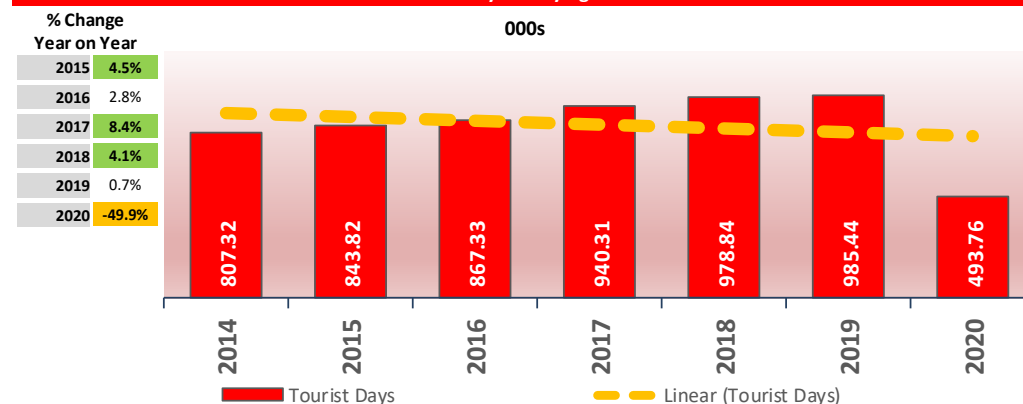
**Economic Impact - Historic Prices - Staying Visitor**



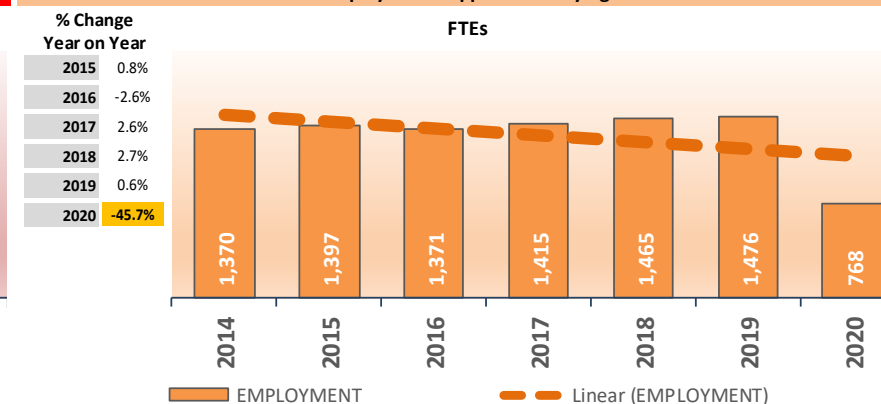
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		6.1%	10.3%	21.4%	30.3%	32.7%	-34.2%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%

"Linear" = Linear Trendline

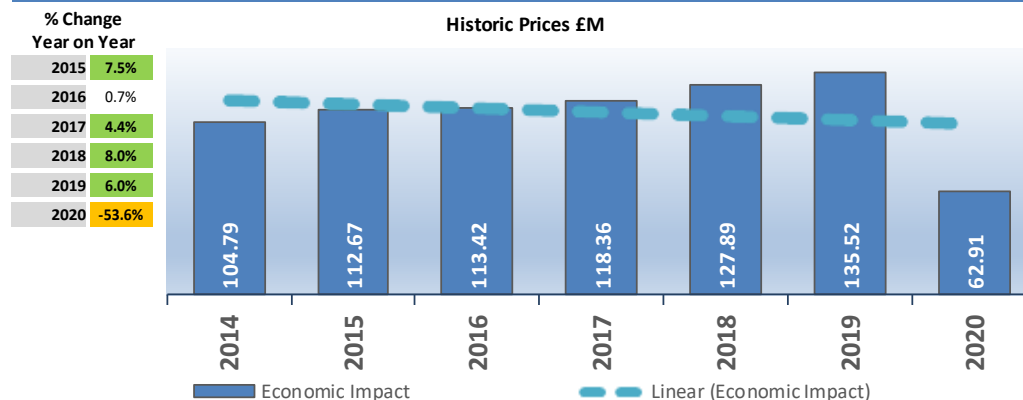
**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2020  
 Historic Prices

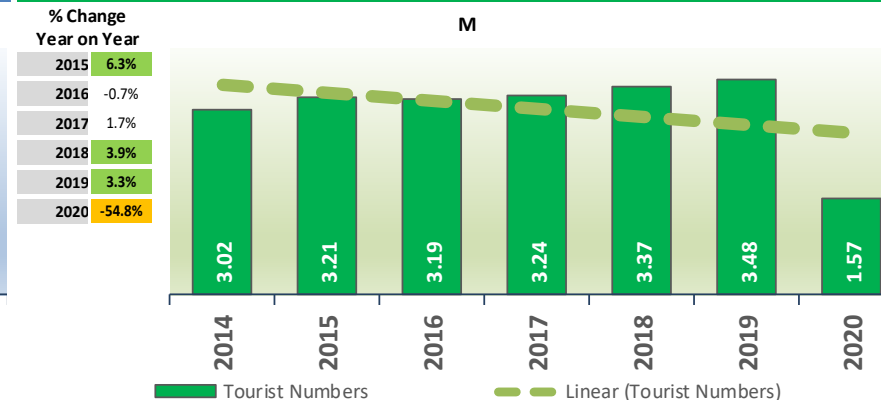
**DAY VISITOR**

**KEY MEASURES**  
 Historic Prices

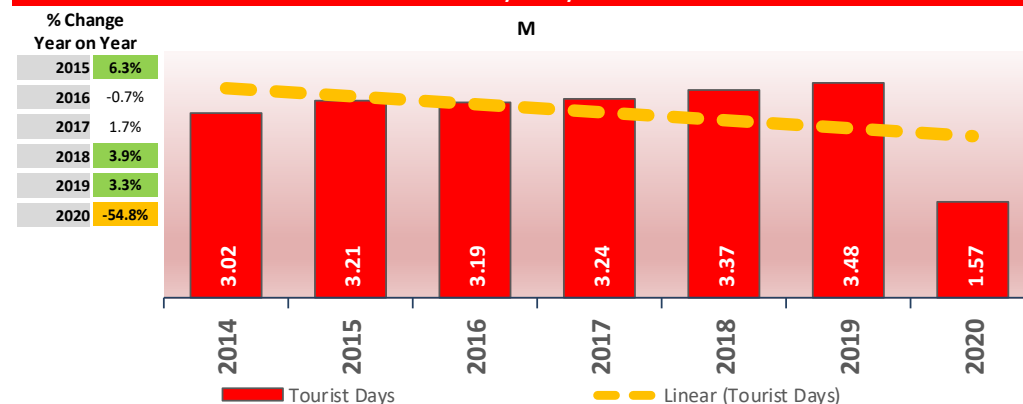
**Economic Impact - Historic Prices - Day Visitor**



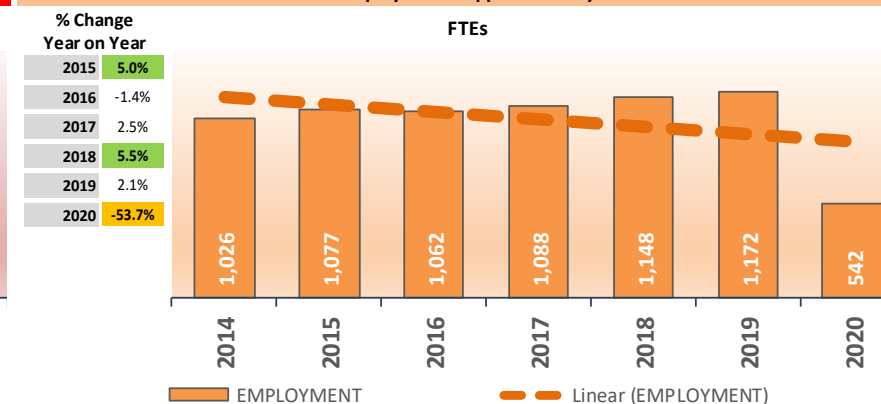
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



**Direct Employment Supported - Day Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		7.5%	8.2%	12.9%	22.0%	29.3%	-40.0%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2020

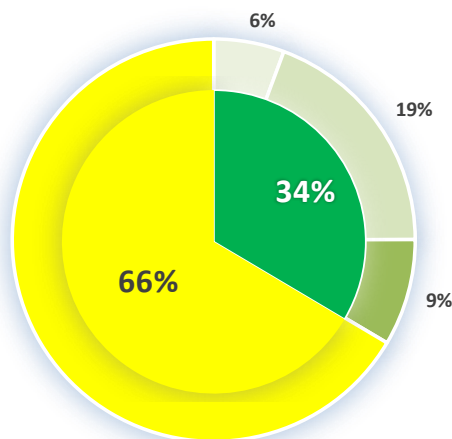
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2020  
THE WOLDS DEVELOPMENT PLAN AREA

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

**TOTAL**  
**£94.64m**

	£M
Serviced	5.35
Non-Serviced	18.26
SFR	8.11
Staying Visitor	31.73
Day Visitor	62.91
<b>Total</b>	<b>94.64</b>



2020  
Historic Prices

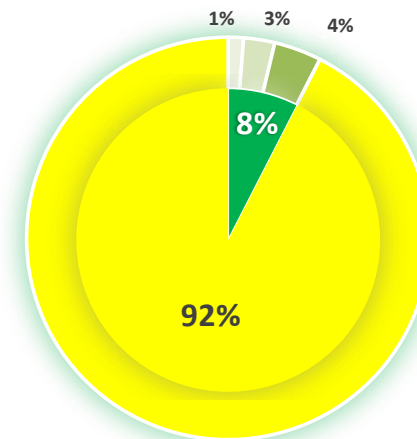
TOTAL

DISTRIBUTION BY VISITOR TYPE  
Historic Prices

Visitor Numbers - 2020 - M - Share of Total

**TOTAL**  
**1.70m**

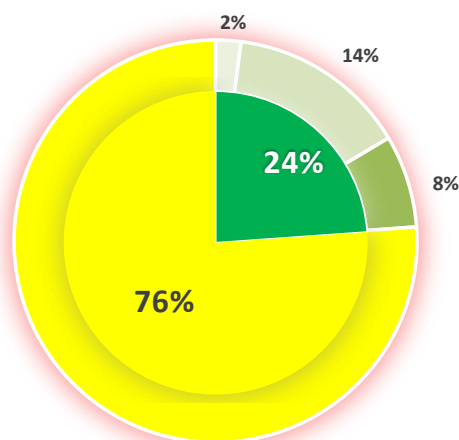
	M
Serviced	0.02
Non-Serviced	0.04
SFR	0.06
Staying Visitor	0.13
Day Visitor	1.57
<b>Total</b>	<b>1.70</b>



Visitor Days - 2020 - M - Share of Total

**TOTAL**  
**2.07m**

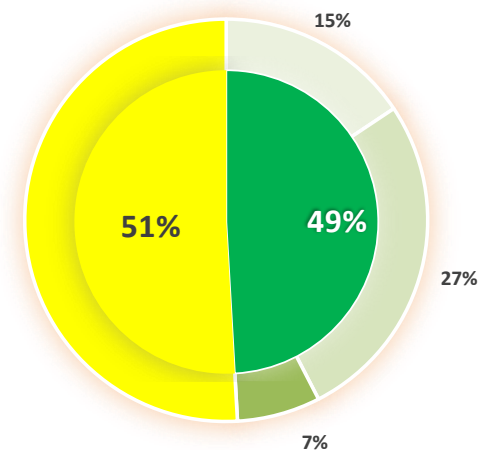
	M
Serviced	0.04
Non-Serviced	0.30
SFR	0.15
Staying Visitor	0.49
Day Visitor	1.57
<b>Total</b>	<b>2.07</b>



Direct Employment Supported - 2020 - FTEs - Share of Total

**TOTAL**  
**1,065 Direct FTEs**  
**1,310 Total FTEs**

	FTEs
Serviced	167
Non-Serviced	285
SFR	71
Staying Visitor	523
Day Visitor	542
<b>Total</b>	<b>1,065</b>



**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

**2020**  
**Historic Prices**

**TOTAL**

**DISTRIBUTION BY MONTH**  
**Historic Prices**

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



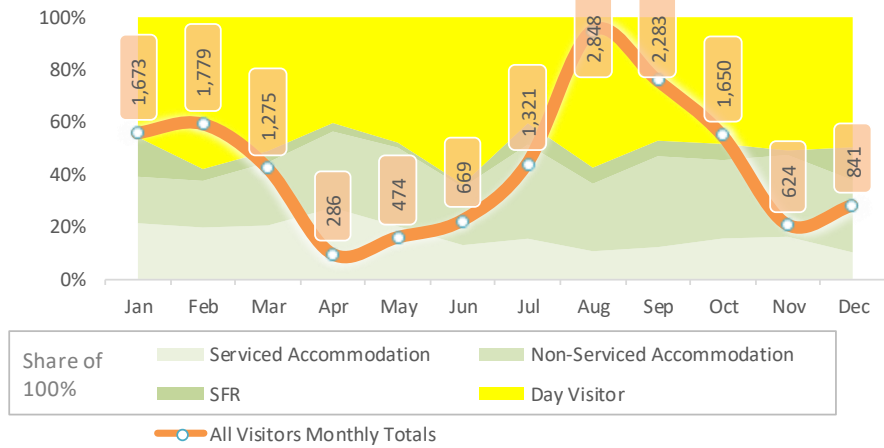
**Visitor Numbers - 2020 - 000s - Distribution of Impact by Month**



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



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



STEAM FINAL TREND REPORT FOR 2014-2020  
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2020  
Historic Prices

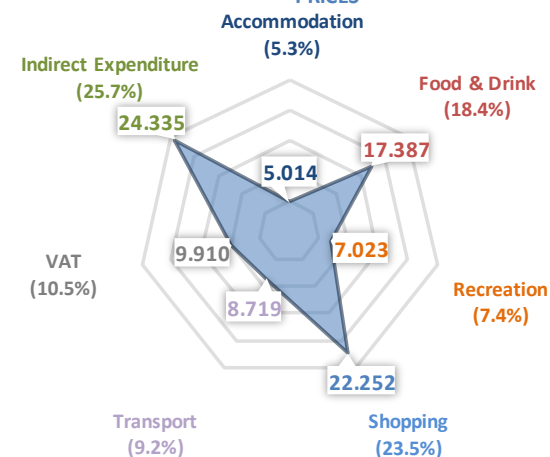
TOTAL

SECTORAL ANALYSIS  
Historic Prices

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	7.772	8.323	8.706	9.412	9.919	9.802	5.014
Food & Drink	£M	26.55	28.42	28.83	30.60	33.05	34.63	17.39
Recreation	£M	10.75	11.52	11.67	12.40	13.41	14.06	7.023
Shopping	£M	36.14	38.74	39.25	41.42	44.72	47.05	22.25
Transport	£M	13.82	14.78	15.00	15.97	17.27	18.20	8.719
Direct Revenue	£M	95.03	101.78	103.46	109.81	118.36	123.74	60.40
VAT	£M	19.01	20.36	20.69	21.96	23.67	24.75	9.910
Direct Expenditure	£M	114.04	122.14	124.15	131.77	142.03	148.49	70.31
Indirect Expenditure	£M	38.96	41.69	42.44	45.10	48.67	51.01	24.34
TOTAL	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64

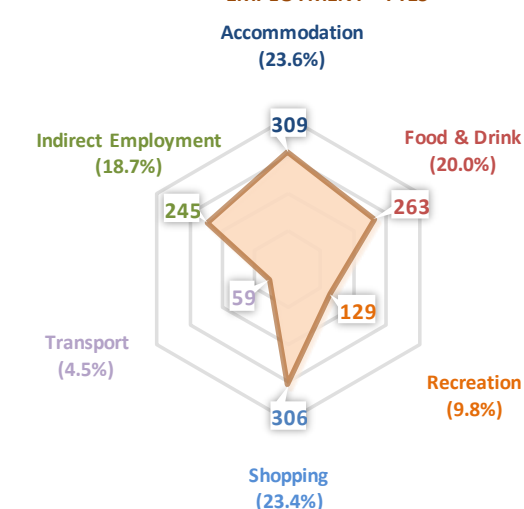
2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	565	560	531	523	526	537	309
Food & Drink	FTEs	468	489	486	506	534	539	263
Recreation	FTEs	230	241	239	249	263	266	129
Shopping	FTEs	581	608	603	625	658	668	306
Transport	FTEs	109	114	113	118	125	127	59
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065
Indirect Employment	FTEs	444	464	462	482	508	513	245
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310

2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2020

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

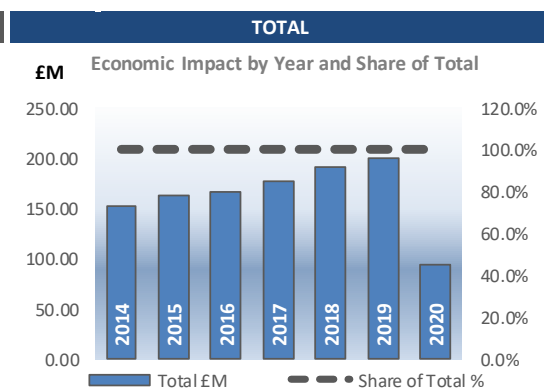


STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 Historic Prices			TOTAL	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2020		35.7%	28.2%	-33.1%	-91.3%	-85.9%	-76.1%	-53.7%	-13.8%	4.9%	-10.0%	-61.8%	-32.0%	-38.1%	Annual Change	5.8%	-84.1%	-22.1%	-31.7%
% Change 2019 to 2020		-3.4%	-11.2%	-51.7%	-92.9%	-89.2%	-82.6%	-59.0%	-35.9%	-21.6%	-29.4%	-67.7%	-47.3%	-52.6%		-25.0%	-87.9%	-38.7%	-45.5%
Average Annual Change		6.0%	4.7%	-5.5%	-15.2%	-14.3%	-12.7%	-8.9%	-2.3%	0.8%	-1.7%	-10.3%	-5.3%	-6.4%		1.0%	-14.0%	-3.7%	-5.3%
2014 £M		7.362	8.336	10.49	14.45	16.66	16.31	17.68	22.36	13.92	10.74	7.711	6.985	153.00		26.18	47.42	53.96	25.44
2015 £M		8.732	9.683	11.02	14.90	16.97	17.02	17.99	24.70	14.84	12.22	8.033	7.717	163.83	7.1%	29.43	48.90	57.53	27.96
2016 £M		8.893	9.724	11.92	14.83	17.76	18.60	17.64	25.06	14.51	11.82	7.895	7.928	166.58	1.7%	30.54	51.19	57.21	27.64
2017 £M		9.192	10.25	12.49	16.17	18.91	19.65	18.12	26.90	16.21	12.17	8.460	8.354	176.88	6.2%	31.94	54.72	61.23	28.98
2018 £M		9.766	11.21	13.45	16.92	21.03	21.26	19.12	29.17	17.84	13.17	9.013	8.744	190.70	7.8%	34.43	59.22	66.13	30.93
2019 £M		10.34	12.03	14.53	17.87	21.76	22.46	19.97	30.04	18.64	13.71	9.132	9.013	199.51	4.6%	36.91	62.09	68.65	31.86
2020 £M		9.993	10.68	7.013	1.263	2.352	3.904	8.186	19.27	14.61	9.673	2.948	4.748	94.64	-52.6%	27.69	7.519	42.06	17.37

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Total £M	153.00	163.83	166.58	176.88	190.70	199.51	94.64
All Visitor Types £M	153.00	163.83	166.58	176.88	190.70	199.51	94.64
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 2014	%						
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.

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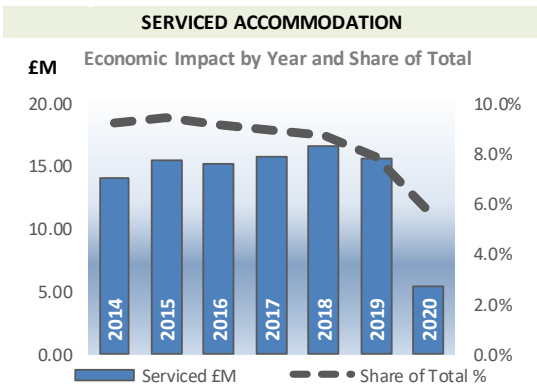
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2020		24.5%	5.6%	-56.5%	-89.4%	-85.5%	-88.6%	-75.7%	-51.7%	-56.6%	-49.2%	-87.9%	-86.1%	-62.0%	Annual Change	-13.7%	-87.8%	-60.5%	-73.4%
% Change 2019 to 2020		0.6%	-4.9%	-58.4%	-91.6%	-90.1%	-91.3%	-76.8%	-52.0%	-52.0%	-55.5%	-87.2%	-88.6%	-65.8%		-22.9%	-91.0%	-60.1%	-75.6%
Average Annual Change		4.1%	0.9%	-9.4%	-14.9%	-14.2%	-14.8%	-12.6%	-8.6%	-9.4%	-8.2%	-14.6%	-14.3%	-10.3%		-2.3%	-14.6%	-10.1%	-12.2%
2014 £M		0.588	0.763	0.871	0.951	1.043	1.164	1.757	2.290	1.680	1.076	1.134	0.759	14.08		2.222	3.159	5.727	2.968
2015 £M		0.759	0.885	0.982	1.061	1.221	1.431	1.906	2.412	1.648	1.260	1.027	0.831	15.42	9.6%	2.626	3.713	5.966	3.119
2016 £M		0.711	0.859	0.962	1.032	1.200	1.380	1.937	2.440	1.603	1.169	1.009	0.892	15.19	-1.5%	2.532	3.612	5.980	3.070
2017 £M		0.742	0.867	0.943	1.236	1.501	1.529	1.853	2.244	1.604	1.220	1.071	0.966	15.78	3.8%	2.552	4.266	5.701	3.257
2018 £M		0.777	0.907	0.969	1.283	1.609	1.621	1.910	2.415	1.645	1.295	1.135	1.026	16.59	5.2%	2.653	4.513	5.969	3.456
2019 £M		0.728	0.847	0.910	1.196	1.521	1.535	1.842	2.305	1.519	1.228	1.077	0.929	15.64	-5.7%	2.485	4.251	5.666	3.234
2020 £M		0.733	0.806	0.379	0.100	0.151	0.133	0.427	1.106	0.730	0.547	0.137	0.106	5.354	-65.8%	1.917	0.385	2.263	0.790

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Serviced £M	14.08	15.42	15.19	15.78	16.59	15.64	5.354
All Visitor Types £M	153.00	163.83	166.58	176.88	190.70	199.51	94.64
Share of Total %	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%
Annual Change in Share		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%
Change in Share from 2014		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%
Avg Ann. Change in Share		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%

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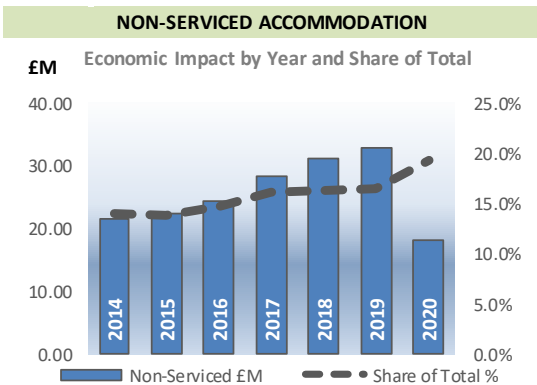
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2020		68.3%	27.0%	-28.0%	-94.6%	-91.7%	-91.5%	-7.3%	27.2%	78.3%	41.1%	-83.2%	-10.7%	-14.8%	Annual Change	11.5%	-92.3%	30.9%	-7.8%
% Change 2019 to 2020		0.6%	-19.4%	-44.2%	-96.6%	-94.9%	-94.2%	-40.4%	-16.2%	15.1%	-3.3%	-89.2%	-44.8%	-44.3%		-24.0%	-95.1%	-14.9%	-39.3%
Average Annual Change		11.4%	4.5%	-4.7%	-15.8%	-15.3%	-15.3%	-1.2%	4.5%	13.0%	6.9%	-13.9%	-1.8%	-2.5%		1.9%	-15.4%	5.2%	-1.3%
2014 £M		0.573	0.656	1.083	1.590	2.474	2.497	2.950	3.705	2.667	1.572	0.992	0.659	21.42		2.312	6.561	9.323	3.224
2015 £M		0.606	0.693	1.180	1.682	2.605	2.610	3.073	3.867	2.802	1.667	1.051	0.696	22.53	5.2%	2.479	6.897	9.741	3.413
2016 £M		0.683	0.762	1.223	1.803	2.768	2.783	3.319	4.225	3.081	1.841	1.166	0.779	24.43	8.4%	2.668	7.355	10.62	3.786
2017 £M		0.801	0.922	1.290	2.086	3.295	3.173	3.962	4.866	3.815	2.052	1.302	0.901	28.46	16.5%	3.013	8.553	12.64	4.254
2018 £M		0.873	1.001	1.364	2.260	3.708	3.533	4.261	5.471	4.100	2.268	1.419	0.987	31.24	9.8%	3.238	9.500	13.83	4.674
2019 £M		0.959	1.034	1.398	2.563	3.968	3.645	4.584	5.624	4.131	2.293	1.535	1.068	32.80	5.0%	3.391	10.18	14.34	4.895
2020 £M		0.965	0.833	0.780	0.086	0.204	0.211	2.734	4.714	4.756	2.218	0.166	0.589	18.26	-44.3%	2.578	0.502	12.20	2.974

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Non-Serviced £M	21.42	22.53	24.43	28.46	31.24	32.80	18.26
All Visitor Types £M	153.00	163.83	166.58	176.88	190.70	199.51	94.64
Share of Total %	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%
Annual Change in Share %		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%
Change in Share from 2014 %		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%
Avg Ann. Change in Share %		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%

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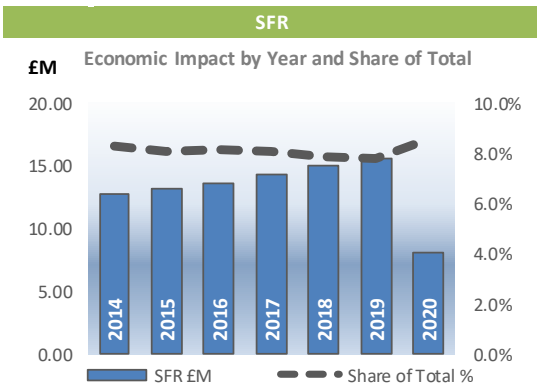
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020	19.3%	5.5%	-38.7%	-94.7%	-92.6%	-92.3%	-34.2%	-5.2%	29.1%	2.7%	-86.4%	-49.4%	-36.2%	Annual Change	2.5%	-93.5%	-8.1%	-43.9%
% Change 2019 to 2020	-3.1%	-14.6%	-47.6%	-95.7%	-94.1%	-93.7%	-45.9%	-21.4%	6.1%	-14.1%	-88.6%	-59.6%	-47.8%		-15.8%	-94.7%	-24.2%	-54.3%
Average Annual Change	3.2%	0.9%	-6.4%	-15.8%	-15.4%	-15.4%	-5.7%	-0.9%	4.9%	0.5%	-14.4%	-8.2%	-6.0%		0.4%	-15.6%	-1.4%	-7.3%
2014 £M	1.709	0.612	0.743	1.486	1.024	0.810	1.259	1.344	0.775	0.747	0.617	1.591	12.72		3.063	3.320	3.377	2.955
2015 £M	1.807	0.642	0.785	1.537	1.061	0.842	1.295	1.379	0.795	0.782	0.625	1.651	13.20	3.8%	3.235	3.440	3.469	3.059
2016 £M	1.842	0.655	0.802	1.565	1.084	0.861	1.329	1.421	0.822	0.799	0.644	1.714	13.54	2.5%	3.299	3.510	3.572	3.157
2017 £M	1.916	0.699	0.812	1.662	1.171	0.911	1.406	1.486	0.892	0.834	0.668	1.822	14.28	5.5%	3.427	3.744	3.784	3.324
2018 £M	2.007	0.732	0.844	1.734	1.239	0.960	1.466	1.575	0.927	0.877	0.704	1.918	14.98	4.9%	3.583	3.934	3.968	3.499
2019 £M	2.103	0.756	0.870	1.823	1.290	0.987	1.530	1.621	0.943	0.894	0.739	1.991	15.55	3.8%	3.728	4.100	4.094	3.624
2020 £M	2.038	0.645	0.456	0.079	0.076	0.062	0.828	1.274	1.001	0.768	0.084	0.805	8.115	-47.8%	3.139	0.217	3.103	1.657

ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
SFR	£M	12.72	13.20	13.54	14.28	14.98	15.55	8.115
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%

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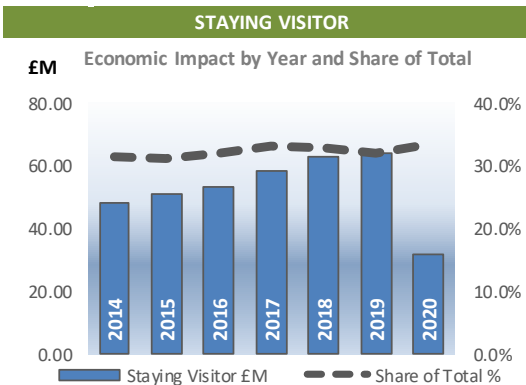
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020		30.1%	12.5%	-40.1%	-93.4%	-90.5%	-90.9%	-33.1%	-3.3%	26.6%	4.0%	-85.9%	-50.2%	-34.2%	Annual Change	0.5%	-91.5%	-4.7%	-40.7%
% Change 2019 to 2020		-1.4%	-13.4%	-49.2%	-95.2%	-93.6%	-93.4%	-49.9%	-25.7%	-1.6%	-20.0%	-88.4%	-62.4%	-50.4%		-20.5%	-94.0%	-27.1%	-53.9%
Average Annual Change		5.0%	2.1%	-6.7%	-15.6%	-15.1%	-15.2%	-5.5%	-0.6%	4.4%	0.7%	-14.3%	-8.4%	-5.7%		0.1%	-15.3%	-0.8%	-6.8%
2014 £M		2.870	2.031	2.697	4.027	4.541	4.471	5.966	7.339	5.122	3.395	2.743	3.009	48.21		7.598	13.04	18.43	9.148
2015 £M		3.172	2.219	2.948	4.280	4.887	4.884	6.273	7.658	5.244	3.709	2.704	3.178	51.16	6.1%	8.339	14.05	19.18	9.591
2016 £M		3.236	2.276	2.987	4.400	5.052	5.024	6.586	8.086	5.505	3.809	2.818	3.385	53.16	3.9%	8.499	14.48	20.18	10.01
2017 £M		3.458	2.487	3.046	4.984	5.966	5.613	7.220	8.596	6.311	4.105	3.041	3.689	58.52	10.1%	8.992	16.56	22.13	10.84
2018 £M		3.657	2.639	3.177	5.277	6.556	6.114	7.637	9.460	6.671	4.439	3.259	3.931	62.82	7.4%	9.474	17.95	23.77	11.63
2019 £M		3.790	2.637	3.178	5.582	6.779	6.167	7.956	9.550	6.594	4.414	3.350	3.988	63.99	1.9%	9.605	18.53	24.10	11.75
2020 £M		3.735	2.284	1.614	0.266	0.431	0.406	3.989	7.094	6.486	3.532	0.388	1.500	31.73	-50.4%	7.634	1.103	17.57	5.420

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Staying Visitor £M	48.21	51.16	53.16	58.52	62.82	63.99	31.73
All Visitor Types £M	153.00	163.83	166.58	176.88	190.70	199.51	94.64
Share of Total %	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%
Annual Change in Share %		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%
Change in Share from 2014 %		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%
Avg Ann. Change in Share %		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%

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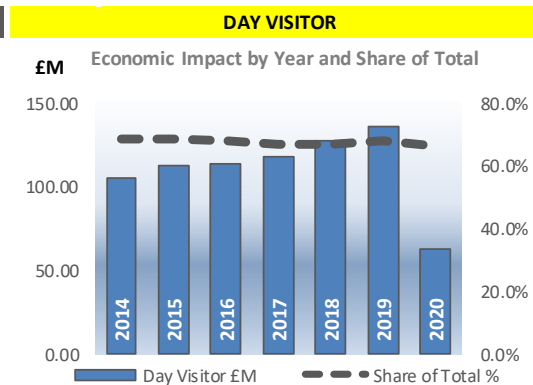
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 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											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 2014 to 2020		39.3%	33.2%	-30.7%	-90.4%	-84.2%	-70.5%	-64.2%	-19.0%	-7.7%	-16.4%	-48.5%			-18.3%	-40.0%	Annual Change	7.9%	-81.3%
% Change 2019 to 2020		-4.5%	-10.6%	-52.5%	-91.9%	-87.2%	-78.5%	-65.1%	-40.6%	-32.6%	-33.9%	-55.7%	-35.3%	-53.6%	-26.5%	-85.3%		-45.0%	-40.6%
Average Annual Change		6.6%	5.5%	-5.1%	-15.1%	-14.0%	-11.7%	-10.7%	-3.2%	-1.3%	-2.7%	-8.1%	-3.1%	-6.7%	1.3%	-13.6%		-5.2%	-4.4%
2014 £M		4.491	6.306	7.790	10.42	12.12	11.84	11.71	15.02	8.801	7.347	4.968	3.976	104.79	18.59	34.38		35.53	16.29
2015 £M		5.560	7.463	8.073	10.62	12.08	12.14	11.72	17.04	9.594	8.506	5.329	4.539	112.67	7.5%	21.10	34.85	38.36	18.37
2016 £M		5.657	7.448	8.936	10.43	12.70	13.58	11.05	16.97	9.009	8.008	5.077	4.544	113.42	0.7%	22.04	36.71	37.04	17.63
2017 £M		5.734	7.764	9.449	11.18	12.94	14.03	10.90	18.31	9.901	8.063	5.419	4.665	118.36	4.4%	22.95	38.16	39.11	18.15
2018 £M		6.109	8.572	10.28	11.65	14.48	15.15	11.49	19.71	11.17	8.729	5.754	4.814	127.89	8.0%	24.96	41.27	42.36	19.30
2019 £M		6.552	9.392	11.36	12.28	14.98	16.29	12.01	20.49	12.05	9.297	5.782	5.024	135.52	6.0%	27.30	43.56	44.55	20.10
2020 £M		6.258	8.400	5.399	0.997	1.920	3.498	4.197	12.17	8.124	6.141	2.560	3.249	62.91	-53.6%	20.06	6.415	24.49	11.95

ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Day Visitor	£M	104.79	112.67	113.42	118.36	127.89	135.52	62.91
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

## Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2020

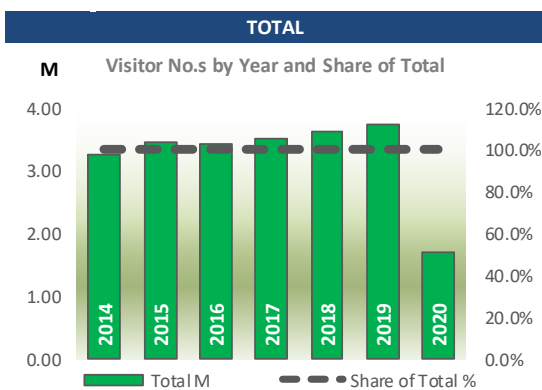
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			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 2014 to 2020		19.3%	14.5%	-40.4%	-91.9%	-86.6%	-75.3%	-67.4%	-29.1%	-18.1%	-26.7%	-58.6%	-33.9%	-47.8%	Annual Change	-6.9%	-84.3%	-38.9%	-38.3%
% Change 2019 to 2020		-6.8%	-13.0%	-53.6%	-92.3%	-87.9%	-79.8%	-64.9%	-41.3%	-32.3%	-34.8%	-60.2%	-41.4%	-54.6%		-28.0%	-86.2%	-45.3%	-43.8%
Average Annual Change		3.2%	2.4%	-6.7%	-15.3%	-14.4%	-12.6%	-11.2%	-4.8%	-3.0%	-4.5%	-9.8%	-5.7%	-8.0%		-1.1%	-14.1%	-6.5%	-6.4%
2014	M	0.148	0.194	0.239	0.320	0.371	0.361	0.363	0.462	0.279	0.229	0.160	0.135	3.261			0.580	1.053	1.104
2015	M	0.178	0.226	0.245	0.323	0.367	0.366	0.359	0.516	0.300	0.261	0.168	0.150	3.460	6.1%	0.649	1.056	1.176	0.579
2016	M	0.179	0.222	0.266	0.314	0.380	0.402	0.337	0.507	0.279	0.243	0.159	0.149	3.438	-0.6%	0.668	1.096	1.123	0.551
2017	M	0.177	0.226	0.274	0.329	0.380	0.406	0.326	0.532	0.300	0.239	0.165	0.150	3.506	2.0%	0.678	1.115	1.158	0.555
2018	M	0.182	0.240	0.286	0.330	0.408	0.422	0.331	0.552	0.323	0.249	0.169	0.150	3.641	3.8%	0.708	1.160	1.205	0.568
2019	M	0.189	0.255	0.307	0.339	0.412	0.441	0.337	0.559	0.337	0.258	0.166	0.152	3.752	3.0%	0.751	1.192	1.233	0.575
2020	M	0.176	0.222	0.142	0.026	0.050	0.089	0.119	0.328	0.228	0.168	0.066	0.089	1.703	-54.6%	0.541	0.165	0.675	0.323

VISITOR NUMBERS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Total	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703
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 2014	%							
Avg Ann. Change in Share	%							

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21



STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020		12.5%	-4.2%	-63.6%	-90.2%	-88.0%	-91.2%	-79.1%	-63.7%	-59.4%	-59.6%	-88.6%	-88.0%	-67.5%	Annual Change	-24.4%	-89.8%	-66.6%	-79.7%
% Change 2019 to 2020		-3.0%	-8.3%	-59.9%	-91.8%	-90.3%	-91.5%	-77.6%	-53.6%	-53.8%	-57.1%	-87.7%	-89.0%	-66.6%		-25.5%	-91.2%	-61.3%	-79.4%
Average Annual Change		2.1%	-0.7%	-10.6%	-15.0%	-14.7%	-15.2%	-13.2%	-10.6%	-9.9%	-9.9%	-14.8%	-14.7%	-11.3%		-4.1%	-15.0%	-11.1%	-13.3%
2014 000s		2.3	4.1	4.2	3.4	4.4	4.8	7.4	8.8	9.1	4.9	6.3	5.0	64.6		-2.5%	10.6	12.6	25.2
2015 000s		2.8	4.8	4.8	3.7	4.9	5.2	7.4	8.0	9.4	5.3	5.9	5.4	67.6	4.7%	12.4	13.7	24.9	16.6
2016 000s		2.8	4.6	4.4	3.7	4.7	4.8	7.7	7.7	9.1	4.7	5.9	5.7	65.9	-2.5%	11.9	13.2	24.4	16.4
2017 000s		2.9	4.6	4.3	4.4	5.7	5.1	7.2	6.9	8.8	4.7	6.1	6.0	66.6	1.1%	11.7	15.2	22.9	16.8
2018 000s		2.9	4.7	4.3	4.4	5.9	5.3	7.2	7.1	8.8	4.9	6.2	6.2	68.0	2.1%	11.9	15.6	23.1	17.4
2019 000s		2.6	4.2	3.9	4.1	5.5	5.0	6.9	6.9	8.0	4.6	5.8	5.5	62.9	-7.5%	10.7	14.5	21.7	15.9
2020 000s		2.6	3.9	1.5	0.3	0.5	0.4	1.5	3.2	3.7	2.0	0.7	0.6	21.0	-66.6%	8.0	1.3	8.4	3.3

VISITOR NUMBERS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Serviced	000s	64.6	67.6	65.9	66.6	68.0	62.9	21.0
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7
Share of Total	%	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%	1.2%
Annual Change in Share	%		-1.3%	-1.9%	-0.9%	-1.7%	-10.2%	-26.5%
Change in Share from 2014	%		-1.3%	-3.2%	-4.1%	-5.7%	-15.4%	-37.8%
Avg Ann. Change in Share	%		-1.3%	-1.6%	-1.4%	-1.4%	-3.1%	-6.3%

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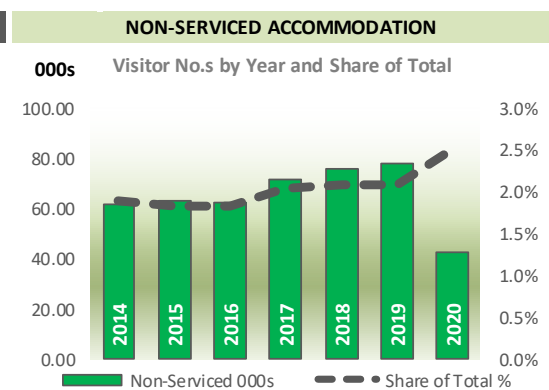
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2020			NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020		32.2%	5.2%	-39.8%	-95.9%	-93.5%	-93.2%	-26.2%	11.4%	48.6%	6.4%	-87.8%	-33.5%	-31.2%	Annual Change	-10.6%	-94.0%	12.5%	-32.5%
% Change 2019 to 2020		-3.2%	-21.6%	-45.7%	-96.7%	-95.0%	-94.4%	-41.6%	-17.9%	12.2%	-5.8%	-89.4%	-46.3%	-45.5%		-27.6%	-95.2%	-14.7%	-41.6%
Average Annual Change		5.4%	0.9%	-6.6%	-16.0%	-15.6%	-15.5%	-4.4%	1.9%	8.1%	1.1%	-14.6%	-5.6%	-5.2%		-1.8%	-15.7%	2.1%	-5.4%
2014 000s		1.3	1.7	2.8	5.0	7.8	6.9	7.6	9.7	8.5	5.3	3.7	1.8	61.9			5.8	19.6	25.7
2015 000s		1.1	1.6	2.8	4.7	7.6	6.2	7.1	11.1	9.8	5.5	4.0	1.5	63.1	2.0%	5.5	18.5	28.0	11.1
2016 000s		1.4	1.8	3.0	4.8	7.6	6.8	7.5	10.6	9.0	5.2	3.5	1.8	62.7	-0.6%	6.1	19.1	27.1	10.4
2017 000s		1.6	2.1	3.1	5.4	8.8	7.6	8.7	11.9	10.9	5.6	3.8	2.0	71.5	14.0%	6.7	21.8	31.5	11.4
2018 000s		1.7	2.2	3.1	5.7	9.6	8.2	9.1	13.0	11.4	6.0	4.0	2.1	76.1	6.4%	7.0	23.4	33.4	12.2
2019 000s		1.8	2.2	3.1	6.3	10.0	8.3	9.6	13.1	11.2	6.0	4.2	2.2	78.1	2.6%	7.1	24.5	33.9	12.5
2020 000s		1.7	1.8	1.7	0.2	0.5	0.5	5.6	10.8	12.6	5.6	0.4	1.2	42.6	-45.5%	5.2	1.2	29.0	7.3

VISITOR NUMBERS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Non-Serviced	000s	61.9	63.1	62.7	71.5	76.1	78.1	42.6
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7
Share of Total	%	1.9%	1.8%	1.8%	2.0%	2.1%	2.1%	2.5%
Annual Change in Share	%		-3.9%	0.0%	11.8%	2.5%	-0.4%	20.1%
Change in Share from 2014	%		-3.9%	-3.9%	7.4%	10.1%	9.6%	31.7%
Avg Ann. Change in Share	%		-3.9%	-1.9%	2.5%	2.5%	1.9%	5.3%

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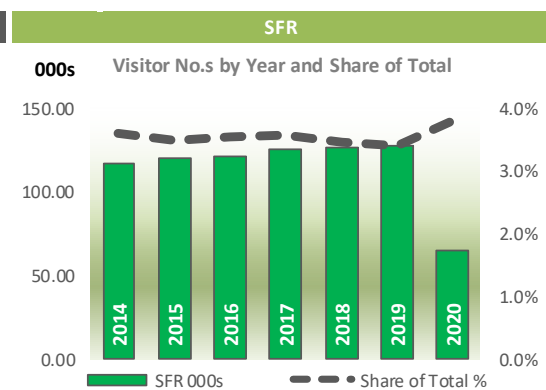
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2020		3.7%	-8.3%	-46.7%	-95.4%	-93.6%	-93.3%	-42.8%	-17.6%	12.2%	-10.7%	-88.2%	-56.0%	-44.6%	Annual Change	-12.1%	-94.2%	-19.1%	-51.2%	
% Change 2019 to 2020		-5.6%	-16.9%	-49.0%	-95.8%	-94.3%	-93.9%	-47.3%	-23.5%	3.3%	-16.4%	-88.9%	-60.6%	-49.2%		-19.1%	-94.8%	-25.2%	-55.3%	
Average Annual Change		0.6%	-1.4%	-7.8%	-15.9%	-15.6%	-15.6%	-7.1%	-2.9%	2.0%	-1.8%	-14.7%	-9.3%	-7.4%		-2.0%	-15.7%	-3.2%	-8.5%	
2014 000s		14.9	6.4	7.5	12.0	10.2	8.4	11.0	11.3	7.8	7.6	6.6	13.3	117.0	2.7%	28.8	30.6	30.0	27.6	
2015 000s		15.6	6.6	7.9	12.3	10.4	8.7	11.2	11.4	7.9	7.9	6.6	13.7	120.2		30.1	31.3	30.5	28.2	
2016 000s		15.7	6.6	7.9	12.3	10.5	8.7	11.3	11.6	8.1	8.0	6.7	14.0	121.6		1.2%	30.3	31.6	31.0	28.7
2017 000s		15.9	6.9	7.8	12.8	11.0	9.0	11.7	11.9	8.5	8.1	6.8	14.5	125.0		2.8%	30.7	32.8	32.1	29.5
2018 000s		16.0	7.0	7.8	12.8	11.2	9.1	11.7	12.1	8.5	8.2	6.9	14.7	126.2		0.9%	30.8	33.2	32.3	29.8
2019 000s		16.4	7.0	7.9	13.1	11.4	9.2	11.9	12.1	8.5	8.1	7.1	14.9	127.6		1.1%	31.3	33.7	32.5	30.1
2020 000s		15.5	5.8	4.0	0.6	0.7	0.6	6.3	9.3	8.7	6.8	0.8	5.9	64.8	-49.2%	25.3	1.8	24.3	13.5	

VISITOR NUMBERS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
SFR	000s	117.0	120.2	121.6	125.0	126.2	127.6	64.8
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7
Share of Total	%	3.6%	3.5%	3.5%	3.6%	3.5%	3.4%	3.8%
Annual Change in Share	%		-3.2%	1.8%	0.8%	-2.8%	-1.9%	11.9%
Change in Share from 2014	%		-3.2%	-1.4%	-0.6%	-3.4%	-5.2%	6.1%
Avg Ann. Change in Share	%		-3.2%	-0.7%	-0.2%	-0.9%	-1.0%	1.0%

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020		6.8%	-5.1%	-50.3%	-94.6%	-92.4%	-92.8%	-48.2%	-21.8%	-1.3%	-19.0%	-88.2%	-62.0%	-47.3%	Annual Change	-14.8%	-93.3%	-23.8%	-56.0%
% Change 2019 to 2020		-5.1%	-14.9%	-51.1%	-95.3%	-93.7%	-93.5%	-52.7%	-27.6%	-9.6%	-23.0%	-88.6%	-66.1%	-52.2%		-21.7%	-94.2%	-30.0%	-58.9%
Average Annual Change		1.1%	-0.8%	-8.4%	-15.8%	-15.4%	-15.5%	-8.0%	-3.6%	-0.2%	-3.2%	-14.7%	-10.3%	-7.9%		-2.5%	-15.5%	-4.0%	-9.3%
2014 000s		18.5	12.1	14.6	20.4	22.4	20.1	26.0	29.7	25.3	17.8	16.6	20.2	243.5		45.2	62.8	81.0	54.5
2015 000s		19.4	13.0	15.5	20.6	22.9	20.0	25.8	30.5	27.1	18.7	16.6	20.6	250.8	3.0%	48.0	63.5	83.4	55.9
2016 000s		19.8	13.1	15.3	20.8	22.7	20.4	26.5	29.9	26.1	17.8	16.1	21.5	250.2	-0.3%	48.2	63.9	82.6	55.5
2017 000s		20.3	13.6	15.2	22.5	25.5	21.7	27.6	30.6	28.3	18.5	16.7	22.5	263.1	5.2%	49.1	69.8	86.4	57.7
2018 000s		20.6	13.8	15.2	22.9	26.8	22.6	28.0	32.2	28.7	19.1	17.2	23.1	270.2	2.7%	49.7	72.2	88.9	59.4
2019 000s		20.8	13.5	14.9	23.5	27.0	22.4	28.4	32.1	27.6	18.7	17.2	22.6	268.6	-0.6%	49.2	72.8	88.2	58.5
2020 000s		19.7	11.5	7.3	1.1	1.7	1.4	13.4	23.2	25.0	14.4	2.0	7.7	128.4	-52.2%	38.5	4.2	61.7	24.0

VISITOR NUMBERS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Staying Visitor	000s	243.5	250.8	250.2	263.1	270.2	268.6	128.4
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7
Share of Total	%	7.5%	7.3%	7.3%	7.5%	7.4%	7.2%	7.5%
Annual Change in Share	%		-2.9%	0.4%	3.1%	-1.1%	-3.6%	5.3%
Change in Share from 2014	%		-2.9%	-2.5%	0.5%	-0.6%	-4.1%	1.0%
Avg Ann. Change in Share	%		-2.9%	-1.3%	0.2%	-0.1%	-0.8%	0.2%

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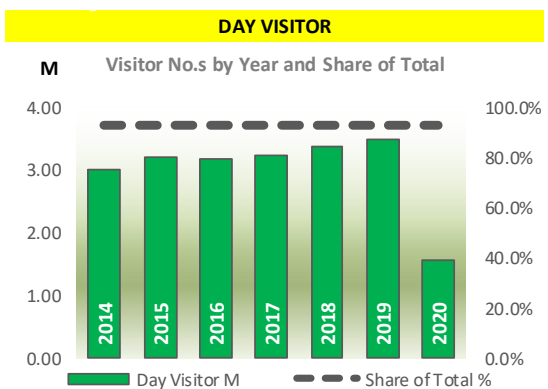
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020		21.1%	15.8%	-39.8%	-91.7%	-86.2%	-74.3%	-68.8%	-29.6%	-19.8%	-27.3%	-55.2%	-29.0%	-47.8%	Annual Change	-6.2%	-83.8%	-40.1%	-36.2%
% Change 2019 to 2020		-7.0%	-12.9%	-53.7%	-92.1%	-87.5%	-79.1%	-66.0%	-42.2%	-34.3%	-35.7%	-56.9%	-37.0%	-54.8%		-28.5%	-85.7%	-46.5%	-42.1%
Average Annual Change		3.5%	2.6%	-6.6%	-15.3%	-14.4%	-12.4%	-11.5%	-4.9%	-3.3%	-4.6%	-9.2%	-4.8%	-8.0%		-1.0%	-14.0%	-6.7%	-6.0%
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517
2020	M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299

VISITOR NUMBERS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703
Share of Total	%	92.5%	92.7%	92.7%	92.5%	92.6%	92.8%	92.5%
Annual Change in Share	%		0.2%	0.0%	-0.2%	0.1%	0.3%	-0.4%
Change in Share from 2014	%		0.2%	0.2%	0.0%	0.0%	0.3%	-0.1%
Avg Ann. Change in Share	%		0.2%	0.1%	0.0%	0.0%	0.1%	0.0%

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

## Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2020

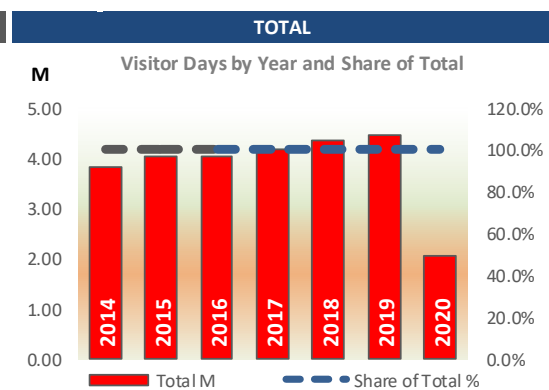
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											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 2014 to 2020		18.6%	13.3%	-40.6%	-92.3%	-87.4%	-77.7%	-61.5%	-24.9%	-8.2%	-21.7%	-62.6%	-36.5%	-45.9%	Annual Change	-7.1%	-85.5%	-32.6%	-37.9%
% Change 2019 to 2020		-6.4%	-13.5%	-53.0%	-92.9%	-89.0%	-81.9%	-60.9%	-38.3%	-25.0%	-31.5%	-64.9%	-44.7%	-53.7%		-27.4%	-87.5%	-41.0%	-44.6%
Average Annual Change		3.1%	2.2%	-6.8%	-15.4%	-14.6%	-12.9%	-10.3%	-4.2%	-1.4%	-3.6%	-10.4%	-6.1%	-7.7%		-1.2%	-14.3%	-5.4%	-6.3%
2014	M	0.183	0.214	0.269	0.372	0.430	0.419	0.430	0.547	0.339	0.268	0.186	0.168	3.825			0.666	1.221	1.316
2015	M	0.216	0.247	0.278	0.378	0.430	0.429	0.430	0.603	0.361	0.302	0.194	0.185	4.053	6.0%	0.741	1.236	1.394	0.682
2016	M	0.217	0.245	0.299	0.369	0.444	0.466	0.410	0.600	0.345	0.287	0.187	0.186	4.055	0.1%	0.761	1.280	1.354	0.660
2017	M	0.218	0.251	0.307	0.390	0.455	0.477	0.407	0.632	0.376	0.286	0.195	0.190	4.184	3.2%	0.776	1.322	1.415	0.671
2018	M	0.223	0.265	0.320	0.393	0.488	0.497	0.415	0.659	0.402	0.298	0.200	0.191	4.349	4.0%	0.808	1.378	1.475	0.689
2019	M	0.231	0.280	0.340	0.406	0.494	0.516	0.424	0.665	0.414	0.306	0.198	0.193	4.469	2.7%	0.852	1.416	1.504	0.697
2020	M	0.217	0.242	0.160	0.029	0.054	0.093	0.166	0.411	0.311	0.210	0.070	0.107	2.069	-53.7%	0.619	0.177	0.887	0.386

VISITOR DAYS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Total	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069
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 2014	%							
Avg Ann. Change in Share	%							

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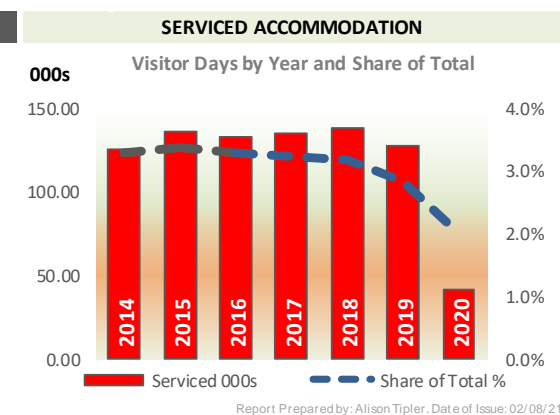
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			SERVICED	VISITOR DAYS			
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020	7.5%	-6.8%	-61.8%	-90.5%	-87.3%	-90.0%	-78.8%	-57.9%	-61.7%	-55.6%	-89.4%	-87.8%	-66.6%	Annual Change	-24.4%	-89.2%	-65.3%	-76.8%
% Change 2019 to 2020	-3.0%	-8.3%	-59.9%	-91.9%	-90.4%	-91.6%	-77.6%	-53.7%	-53.7%	-57.1%	-87.7%	-89.0%	-67.0%		-25.6%	-91.2%	-61.3%	-76.4%
Average Annual Change	1.3%	-1.1%	-10.3%	-15.1%	-14.5%	-15.0%	-13.1%	-9.6%	-10.3%	-9.3%	-14.9%	-14.6%	-11.1%		-4.1%	-14.9%	-10.9%	-12.8%
2014 000s	5.5	7.0	7.9	8.5	9.6	10.7	14.8	19.4	15.2	9.8	10.3	6.9	125.6			20.4	28.8	49.4
2015 000s	6.9	8.0	8.9	9.5	11.1	13.0	15.8	20.1	14.8	11.4	9.3	7.5	136.1	8.4%	23.8	33.6	50.7	28.1
2016 000s	6.4	7.7	8.6	9.2	10.8	12.4	15.8	20.0	14.3	10.5	9.0	8.0	132.8	-2.5%	22.8	32.4	50.1	27.5
2017 000s	6.5	7.6	8.2	10.8	13.2	13.4	15.0	18.2	14.0	10.6	9.3	8.4	135.3	1.9%	22.4	37.3	47.2	28.3
2018 000s	6.6	7.8	8.2	10.9	13.7	13.9	15.1	19.1	14.0	11.0	9.6	8.7	138.6	2.4%	22.6	38.5	48.1	29.3
2019 000s	6.1	7.1	7.6	9.9	12.7	12.8	14.1	17.7	12.6	10.1	8.9	7.7	127.0	-8.3%	20.7	35.3	44.3	26.7
2020 000s	5.9	6.5	3.0	0.8	1.2	1.1	3.1	8.2	5.8	4.4	1.1	0.8	41.9	-67.0%	15.4	3.1	17.1	6.3

VISITOR DAYS							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Serviced 000s	125.6	136.1	132.8	135.3	138.6	127.0	41.9
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1
Share of Total %	3.3%	3.4%	3.3%	3.2%	3.2%	2.8%	2.0%
Annual Change in Share %		2.3%	-2.5%	-1.3%	-1.5%	-10.8%	-28.7%
Change in Share from 2014 %		2.3%	-0.3%	-1.5%	-3.0%	-13.4%	-38.3%
Avg Ann. Change in Share %		2.3%	-0.1%	-0.5%	-0.7%	-2.7%	-6.4%

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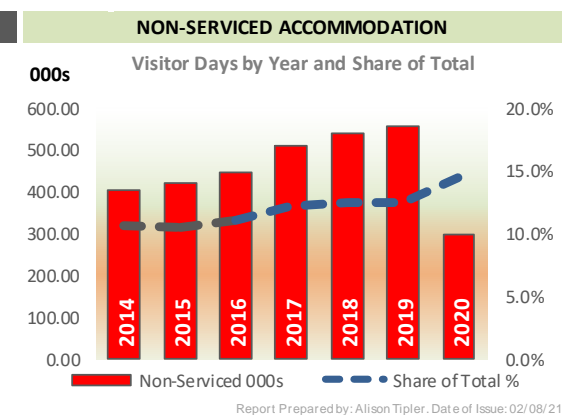


STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
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 2014 to 2020		45.1%	10.8%	-37.4%	-95.3%	-92.8%	-92.6%	-18.1%	12.5%	55.7%	23.1%	-85.4%	-22.1%	-26.3%	Annual Change	-3.6%	-93.3%	16.9%	-19.6%
% Change 2019 to 2020		-3.4%	-21.6%	-45.7%	-96.7%	-95.0%	-94.4%	-41.5%	-17.8%	12.2%	-5.8%	-89.4%	-46.3%	-46.4%		-26.5%	-95.2%	-15.6%	-40.8%
Average Annual Change		7.5%	1.8%	-6.2%	-15.9%	-15.5%	-15.4%	-3.0%	2.1%	9.3%	3.8%	-14.2%	-3.7%	-4.4%		-0.6%	-15.6%	2.8%	-3.3%
2014 000s		10.7	12.1	20.7	30.8	49.4	49.9	51.0	65.4	53.2	30.0	19.0	12.2	404.4		43.5	130.1	169.6	61.2
2015 000s		11.3	12.8	22.5	32.4	51.7	51.8	52.8	67.8	55.5	31.6	20.0	12.8	422.9	4.6%	46.5	135.9	176.0	64.4
2016 000s		12.3	13.6	22.5	33.7	53.5	53.9	55.6	72.3	59.5	34.0	21.5	13.9	446.3	5.5%	48.4	141.2	187.4	69.4
2017 000s		14.2	16.2	23.3	38.2	62.4	60.2	64.5	81.0	72.2	37.1	23.6	15.8	508.7	14.0%	53.7	160.8	217.7	76.5
2018 000s		15.0	17.0	23.9	40.1	67.9	64.7	67.5	88.5	75.0	39.7	24.9	16.8	541.1	6.4%	55.9	172.8	231.0	81.5
2019 000s		16.1	17.2	23.8	44.4	71.0	65.3	71.4	89.5	73.8	39.2	26.3	17.7	555.7	2.7%	57.0	180.7	234.8	83.2
2020 000s		15.5	13.5	12.9	1.5	3.6	3.7	41.8	73.5	82.8	36.9	2.8	9.5	298.0	-46.4%	41.9	8.7	198.1	49.2

VISITOR DAYS							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Non-Serviced 000s	404.4	422.9	446.3	508.7	541.1	555.7	298.0
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1
Share of Total %	10.6%	10.4%	11.0%	12.2%	12.4%	12.4%	14.4%
Annual Change in Share %		-1.3%	5.5%	10.5%	2.3%	0.0%	15.8%
Change in Share from 2014 %		-1.3%	4.1%	15.0%	17.7%	17.6%	36.2%
Avg Ann. Change in Share %		-1.3%	2.1%	5.0%	4.4%	3.5%	6.0%

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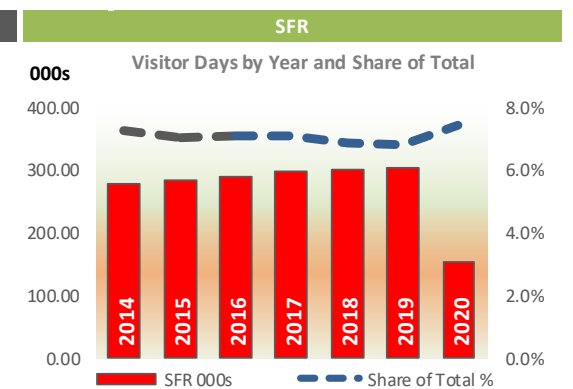


STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			SFR	VISITOR DAYS				
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2020	3.7%	-8.3%	-46.7%	-95.4%	-93.6%	-93.3%	-42.8%	-17.6%	12.2%	-10.7%	-88.2%	-56.0%	-44.5%	Annual Change	-10.9%	-94.3%	-20.1%	-51.3%	
% Change 2019 to 2020	-5.6%	-16.9%	-49.0%	-95.8%	-94.3%	-93.9%	-47.3%	-23.5%	3.3%	-16.4%	-88.9%	-60.6%	-49.2%		-18.0%	-94.9%	-26.2%	-55.5%	
Average Annual Change	0.6%	-1.4%	-7.8%	-15.9%	-15.6%	-15.6%	-7.1%	-2.9%	2.0%	-1.8%	-14.7%	-9.3%	-7.4%		-1.8%	-15.7%	-3.4%	-8.5%	
2014 000s	37.3	13.3	16.2	32.4	22.3	17.7	27.5	29.3	16.9	16.3	13.5	34.7	277.4		2.7%	66.8	72.4	73.7	64.5
2015 000s	39.0	13.9	16.9	33.2	22.9	18.2	27.9	29.8	17.1	16.9	13.5	35.6	284.8	69.8		74.2	74.8	66.0	
2016 000s	39.2	13.9	17.1	33.3	23.1	18.3	28.3	30.3	17.5	17.0	13.7	36.5	288.2	1.2%		70.2	74.7	76.0	67.2
2017 000s	39.8	14.5	16.9	34.5	24.3	18.9	29.2	30.8	18.5	17.3	13.9	37.8	296.4	2.8%		71.1	77.7	78.5	69.0
2018 000s	40.1	14.6	16.9	34.6	24.7	19.2	29.3	31.4	18.5	17.5	14.1	38.3	299.2	0.9%		71.5	78.5	79.2	69.9
2019 000s	40.9	14.7	16.9	35.5	25.1	19.2	29.8	31.6	18.4	17.4	14.4	38.8	302.7	1.2%		72.6	79.8	79.7	70.5
2020 000s	38.6	12.2	8.6	1.5	1.4	1.2	15.7	24.2	19.0	14.6	1.6	15.3	153.9	-49.2%	59.5	4.1	58.8	31.4	

VISITOR DAYS							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
SFR 000s	277.4	284.8	288.2	296.4	299.2	302.7	153.9
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1
Share of Total %	7.3%	7.0%	7.1%	7.1%	6.9%	6.8%	7.4%
Annual Change in Share %		-3.1%	1.1%	-0.3%	-2.9%	-1.5%	9.8%
Change in Share from 2014 %		-3.1%	-2.0%	-2.3%	-5.2%	-6.6%	2.6%
Avg Ann. Change in Share %		-3.1%	-1.0%	-0.8%	-1.3%	-1.3%	0.4%

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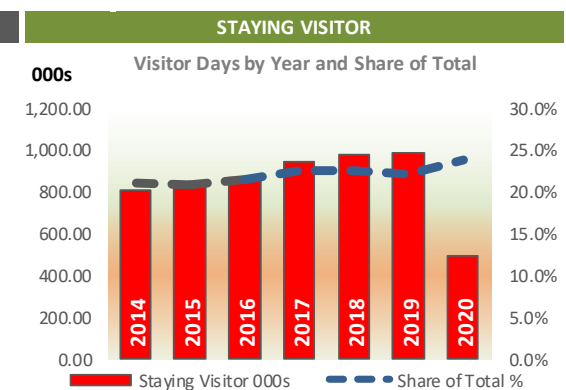
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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 2014 to 2020		12.4%	-0.8%	-45.1%	-94.8%	-92.4%	-92.4%	-35.0%	-7.2%	26.2%	-0.5%	-87.2%	-52.4%	-38.8%	Annual Change	-10.6%	-93.1%	-6.3%	-43.1%	
% Change 2019 to 2020		-4.8%	-17.4%	-49.1%	-95.8%	-94.3%	-93.9%	-47.4%	-23.7%	2.7%	-16.3%	-89.0%	-60.1%	-49.9%		-22.3%	-94.6%	-23.6%	-51.8%	
Average Annual Change		2.1%	-0.1%	-7.5%	-15.8%	-15.4%	-15.4%	-5.8%	-1.2%	4.4%	-0.1%	-14.5%	-8.7%	-6.5%		-1.8%	-15.5%	-1.1%	-7.2%	
2014 000s		53.4	32.4	44.8	71.7	81.3	78.3	93.2	114.1	85.3	56.1	42.8	53.8	807.3	Annual Change	130.7	231.3	292.6	152.7	
2015 000s		57.2	34.6	48.3	75.0	85.7	83.0	96.5	117.6	87.4	59.9	42.7	55.9	843.8		4.5%	140.1	243.7	301.5	158.5
2016 000s		57.9	35.3	48.2	76.2	87.4	84.7	99.7	122.5	91.3	61.5	44.3	58.4	867.3		2.8%	141.4	248.3	313.5	164.1
2017 000s		60.5	38.3	48.4	83.5	99.9	92.5	108.7	130.1	104.6	65.0	46.8	62.0	940.3		8.4%	147.1	275.9	343.4	173.9
2018 000s		61.7	39.4	49.0	85.6	106.4	97.8	111.9	139.1	107.4	68.2	48.6	63.8	978.8		4.1%	150.1	289.8	358.4	180.6
2019 000s		63.1	38.9	48.3	89.8	108.8	97.3	115.3	138.7	104.7	66.7	49.6	64.1	985.4		0.7%	150.3	295.9	358.8	180.4
2020 000s		60.0	32.2	24.6	3.8	6.2	5.9	60.6	105.9	107.6	55.8	5.5	25.6	493.8		-49.9%	116.8	15.9	274.1	86.9

VISITOR DAYS							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Staying Visitor 000s	807.3	843.8	867.3	940.3	978.8	985.4	493.8
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1
Share of Total %	21.1%	20.8%	21.4%	22.5%	22.5%	22.1%	23.9%
Annual Change in Share %		-1.4%	2.7%	5.1%	0.1%	-2.0%	8.2%
Change in Share from 2014 %		-1.4%	1.3%	6.5%	6.6%	4.5%	13.1%
Avg Ann. Change in Share %		-1.4%	0.7%	2.2%	1.7%	0.9%	2.2%

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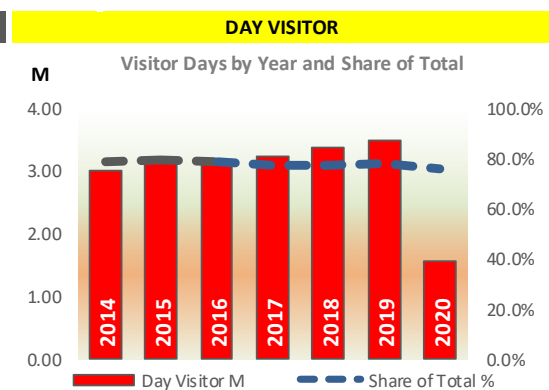
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											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 2014 to 2020		21.1%	15.8%	-39.8%	-91.7%	-86.2%	-74.3%	-68.8%	-29.6%	-19.8%	-27.3%	-55.2%	-29.0%	-47.8%	Annual Change	-6.2%	-83.8%	-40.1%	-36.2%
% Change 2019 to 2020		-7.0%	-12.9%	-53.7%	-92.1%	-87.5%	-79.1%	-66.0%	-42.2%	-34.3%	-35.7%	-56.9%	-37.0%	-54.8%		-28.5%	-85.7%	-46.5%	-42.1%
Average Annual Change		3.5%	2.6%	-6.6%	-15.3%	-14.4%	-12.4%	-11.5%	-4.9%	-3.3%	-4.6%	-9.2%	-4.8%	-8.0%		-1.0%	-14.0%	-6.7%	-6.0%
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517
2020	M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299

VISITOR DAYS								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069
Share of Total	%	78.9%	79.2%	78.6%	77.5%	77.5%	77.9%	76.1%
Annual Change in Share	%		0.4%	-0.7%	-1.4%	0.0%	0.6%	-2.3%
Change in Share from 2014	%		0.4%	-0.4%	-1.7%	-1.8%	-1.2%	-3.5%
Avg Ann. Change in Share	%		0.4%	-0.2%	-0.6%	-0.4%	-0.2%	-0.6%

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2020

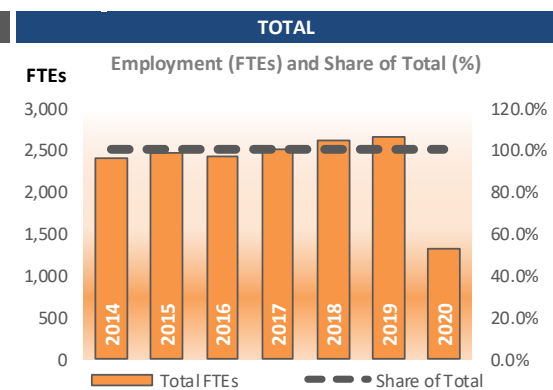
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2020			TOTAL	TOTAL EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2020	2.9%	1.0%	-39.0%	-89.3%	-84.2%	-77.3%	-56.9%	-23.7%	-10.3%	-21.7%	-62.2%	-45.7%	-45.3%	Annual Change	-13.7%	-83.4%	-30.9%	-41.3%
% Change 2019 to 2020	-9.8%	-14.0%	-47.2%	-89.9%	-85.8%	-80.5%	-56.0%	-34.1%	-21.4%	-27.6%	-62.7%	-49.2%	-50.5%		-25.4%	-85.1%	-36.9%	-44.4%
Average Annual Change	0.5%	0.2%	-6.5%	-14.9%	-14.0%	-12.9%	-9.5%	-3.9%	-1.7%	-3.6%	-10.4%	-7.6%	-7.6%		-2.3%	-13.9%	-5.2%	-6.9%
2014 FTEs	1,625	1,761	2,091	2,680	3,004	2,943	3,065	3,731	2,544	2,108	1,651	1,551	2,396		1,826	2,876	3,113	1,770
2015 FTEs	1,790	1,921	2,122	2,687	2,976	2,973	3,036	3,988	2,630	2,276	1,672	1,627	2,475	3.3%	1,944	2,879	3,218	1,858
2016 FTEs	1,758	1,868	2,187	2,599	3,005	3,120	2,889	3,921	2,502	2,149	1,596	1,604	2,433	-1.7%	1,937	2,908	3,104	1,783
2017 FTEs	1,767	1,905	2,231	2,728	3,093	3,200	2,890	4,107	2,686	2,153	1,644	1,629	2,503	2.9%	1,968	3,007	3,228	1,809
2018 FTEs	1,816	2,004	2,324	2,782	3,322	3,358	2,971	4,322	2,862	2,252	1,690	1,653	2,613	4.4%	2,048	3,154	3,385	1,865
2019 FTEs	1,855	2,069	2,416	2,837	3,332	3,434	3,005	4,320	2,906	2,278	1,673	1,657	2,648	1.4%	2,113	3,201	3,410	1,869
2020 FTEs	1,673	1,779	1,275	286	474	669	1,321	2,848	2,283	1,650	624	841	1,310	-50.5%	1,576	476	2,151	1,038

EMPLOYMENT							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Total FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310
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 2014 %							
Avg Ann. Change in Share %							

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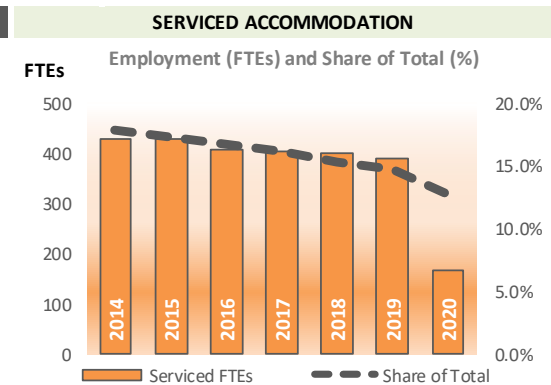
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2020			SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2014 to 2020	-24.7%	-28.5%	-46.8%	-83.6%	-80.8%	-83.4%	-64.8%	-52.9%	-52.7%	-51.2%	-80.0%	-82.3%	-61.1%	Annual Change	-33.5%	-82.6%	-56.7%	-70.9%	
% Change 2019 to 2020	-17.6%	-21.1%	-40.8%	-82.5%	-80.1%	-82.6%	-61.0%	-47.4%	-45.8%	-46.6%	-77.4%	-81.0%	-57.4%		-26.6%	-81.7%	-51.4%	-68.0%	
Average Annual Change	-4.1%	-4.7%	-7.8%	-13.9%	-13.5%	-13.9%	-10.8%	-8.8%	-8.8%	-8.5%	-13.3%	-13.7%	-10.2%		-5.6%	-13.8%	-9.4%	-11.8%	
2014 FTEs	389	400	408	412	422	431	465	502	466	424	428	395	428	0.1%	399	421	478	415	
2015 FTEs	394	403	409	414	427	443	466	500	457	430	412	394	429		402	428	474	412	
2016 FTEs	371	381	388	392	405	418	446	479	433	403	391	383	407		-5.0%	380	405	453	392
2017 FTEs	365	373	378	399	418	420	433	459	424	397	387	380	403		-1.2%	372	412	439	388
2018 FTEs	360	369	373	394	418	419	429	462	419	395	384	376	400		-0.7%	367	410	437	385
2019 FTEs	355	363	367	386	408	409	420	449	407	388	378	368	391		-2.1%	362	401	425	378
2020 FTEs	293	286	217	67	81	71	164	236	221	207	86	70	167		-57.4%	265	73	207	121

EMPLOYMENT							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Serviced FTEs	428	429	407	403	400	391	167
Total Employment	2,396	2,475	2,433	2,503	2,613	2,648	1,310
Share of Total	17.9%	17.3%	16.7%	16.1%	15.3%	14.8%	12.7%
Annual Change in Share		-3.1%	-3.4%	-3.9%	-4.9%	-3.4%	-14.0%
Change in Share from 2014		-3.1%	-6.3%	-10.0%	-14.4%	-17.3%	-28.9%
Avg Ann. Change in Share		-3.1%	-3.2%	-3.3%	-3.6%	-3.5%	-4.8%

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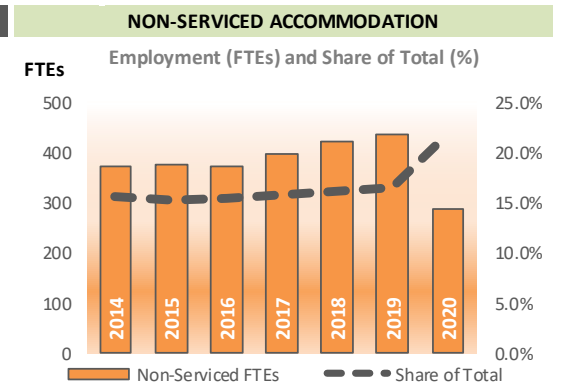
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2020			NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2014 to 2020	-2.8%	1.7%	-18.2%	-80.0%	-73.2%	-73.2%	-16.3%	9.7%	34.5%	12.5%	-44.7%	-26.1%	-23.2%	Annual Change	-7.3%	-75.2%	9.5%	-17.1%
% Change 2019 to 2020	-13.3%	-6.8%	-22.2%	-83.3%	-78.4%	-77.3%	-31.7%	-10.8%	10.0%	-1.3%	-50.7%	-32.5%	-34.5%		-14.5%	-79.4%	-10.7%	-26.1%
Average Annual Change	-0.5%	0.3%	-3.0%	-13.3%	-12.2%	-12.2%	-2.7%	1.6%	5.8%	2.1%	-7.4%	-4.4%	-3.9%		-1.2%	-12.5%	1.6%	-2.9%
2014 FTEs	251	256	313	362	453	456	458	526	470	357	300	258	372		1.4%	273	424	485
2015 FTEs	253	258	320	368	461	462	464	533	477	362	303	260	377	-1.0%	277	430	491	309
2016 FTEs	247	251	306	361	456	458	463	540	482	360	299	254	373	6.3%	268	425	495	304
2017 FTEs	257	260	309	380	498	487	504	581	540	373	309	260	397	6.2%	275	455	542	314
2018 FTEs	269	272	320	402	539	524	534	633	570	398	323	272	421	3.4%	287	488	579	331
2019 FTEs	281	279	329	432	563	537	561	647	575	407	337	283	436		296	511	594	342
2020 FTEs	244	260	256	72	121	122	384	577	632	401	166	191	285	-34.5%	253	105	531	253

EMPLOYMENT							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Non-Serviced FTEs	372	377	373	397	421	436	285
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310
Share of Total %	15.5%	15.2%	15.3%	15.8%	16.1%	16.5%	21.8%
Annual Change in Share %		-1.8%	0.7%	3.4%	1.8%	2.1%	32.4%
Change in Share from 2014 %		-1.8%	-1.1%	2.2%	4.0%	6.1%	40.5%
Avg Ann. Change in Share %		-1.8%	-0.6%	0.7%	1.0%	1.2%	6.7%

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.

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

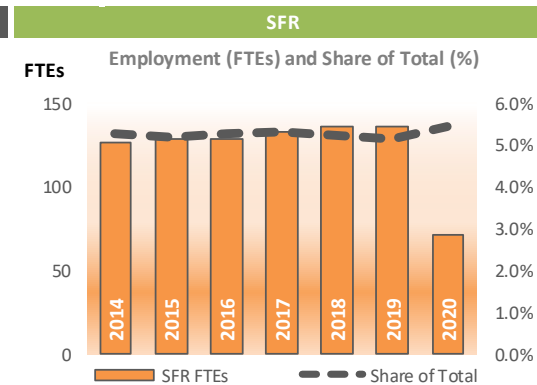


STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2020			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2014 to 2020	2.3%	-9.6%	-47.4%	-95.4%	-93.6%	-93.4%	-42.1%	-14.1%	17.0%	-6.9%	-87.7%	-54.2%	-43.6%	Annual Change	-12.2%	-94.4%	-17.4%	-49.2%
% Change 2019 to 2020	-5.9%	-17.1%	-49.2%	-95.8%	-94.3%	-93.9%	-46.1%	-19.3%	8.9%	-11.9%	-88.3%	-58.5%	-47.8%		-18.3%	-94.9%	-22.8%	-53.1%
Average Annual Change	0.4%	-1.6%	-7.9%	-15.9%	-15.6%	-15.6%	-7.0%	-2.3%	2.8%	-1.2%	-14.6%	-9.0%	-7.3%		-2.0%	-15.7%	-2.9%	-8.2%
2014 FTEs	204	73	89	177	122	97	150	160	92	89	74	190	126		1.4%	122	132	134
2015 FTEs	210	75	91	179	123	98	151	161	93	91	73	192	128	0.4%	126	133	135	119
2016 FTEs	210	75	91	178	124	98	151	162	94	91	73	195	129	3.6%	125	133	136	120
2017 FTEs	214	78	91	186	131	102	157	166	100	93	75	204	133	2.4%	128	140	141	124
2018 FTEs	219	80	92	189	135	105	160	172	101	96	77	209	136	0.0%	130	143	144	127
2019 FTEs	221	80	92	192	136	104	161	171	99	94	78	210	136		131	144	144	127
2020 FTEs	208	66	47	8	8	6	87	138	108	83	9	87	71	-47.8%	107	7	111	60

EMPLOYMENT							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
SFR FTEs	126	128	129	133	136	136	71
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310
Share of Total %	5.3%	5.2%	5.3%	5.3%	5.2%	5.1%	5.4%
Annual Change in Share %		-1.8%	2.1%	0.7%	-1.9%	-1.4%	5.5%
Change in Share from 2014 %		-1.8%	0.2%	0.9%	-1.0%	-2.3%	3.1%
Avg Ann. Change in Share %		-1.8%	0.1%	0.3%	-0.2%	-0.5%	0.5%

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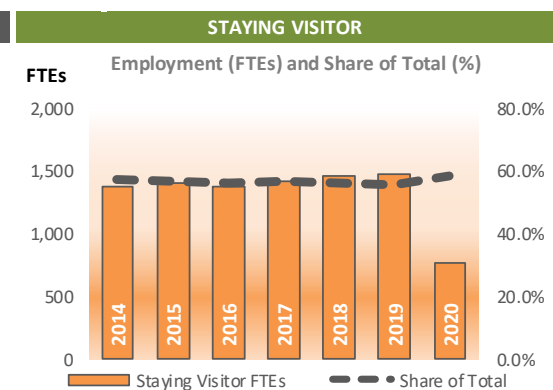
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2020			STAYING VISITOR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2020	-11.7%	-16.0%	-35.8%	-84.5%	-78.9%	-79.7%	-40.9%	-20.0%	-6.6%	-20.5%	-67.5%	-58.8%	-43.5%	Annual Change	-21.2%	-81.0%	-22.6%	-48.3%
% Change 2019 to 2020	-13.1%	-15.2%	-34.0%	-85.4%	-81.0%	-81.0%	-44.5%	-24.9%	-11.2%	-22.2%	-67.1%	-59.6%	-45.7%		-20.7%	-82.4%	-27.1%	-48.9%
Average Annual Change	-1.9%	-2.7%	-6.0%	-14.1%	-13.2%	-13.3%	-6.8%	-3.3%	-1.1%	-3.4%	-11.2%	-9.8%	-7.3%		-3.5%	-13.5%	-3.8%	-8.1%
2014 FTEs	843	729	809	951	997	983	1,073	1,188	1,028	869	801	843	926		0.8%	794	977	1,097
2015 FTEs	857	735	820	960	1,012	1,002	1,080	1,193	1,026	883	789	846	934	-2.6%	804	991	1,100	839
2016 FTEs	828	706	785	931	985	974	1,061	1,181	1,008	854	763	832	909	2.6%	773	964	1,083	817
2017 FTEs	836	712	778	965	1,047	1,009	1,095	1,207	1,064	863	771	844	932	2.7%	775	1,007	1,122	826
2018 FTEs	848	721	786	986	1,092	1,048	1,123	1,267	1,090	889	784	858	958	0.6%	785	1,042	1,160	843
2019 FTEs	857	721	787	1,010	1,107	1,050	1,142	1,267	1,081	888	792	860	964		789	1,056	1,163	847
2020 FTEs	745	612	520	148	210	200	634	951	960	691	260	347	523	-45.7%	625	186	849	433

EMPLOYMENT							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Staying Visitor FTEs	1,370	1,397	1,371	1,415	1,465	1,476	768
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310
Share of Total %	57.2%	56.5%	56.4%	56.5%	56.1%	55.7%	58.6%
Annual Change in Share %		-1.2%	-0.2%	0.3%	-0.8%	-0.6%	5.1%
Change in Share from 2014 %		-1.2%	-1.4%	-1.1%	-1.9%	-2.5%	2.5%
Avg Ann. Change in Share %		-1.2%	-0.7%	-0.4%	-0.5%	-0.5%	0.4%

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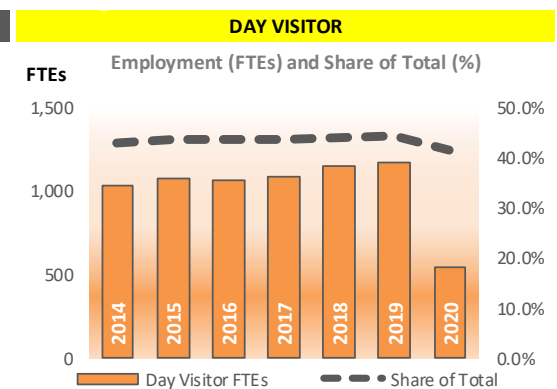
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2020			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2014 to 2020	19.4%	14.2%	-40.6%	-91.8%	-86.4%	-74.7%	-68.6%	-27.2%	-17.0%	-24.8%	-53.7%	-26.5%	-47.2%	Annual Change	-7.5%	-84.0%	-38.3%	-34.0%
% Change 2019 to 2020	-7.3%	-13.2%	-53.8%	-92.1%	-87.6%	-79.2%	-65.3%	-39.5%	-31.3%	-32.7%	-54.9%	-34.2%	-53.7%		-28.7%	-85.7%	-44.3%	-39.5%
Average Annual Change	3.2%	2.4%	-6.8%	-15.3%	-14.4%	-12.4%	-11.4%	-4.5%	-2.8%	-4.1%	-8.9%	-4.4%	-7.9%		-1.3%	-14.0%	-6.4%	-5.7%
2014 FTEs	528	741	916	1,225	1,425	1,391	1,376	1,766	1,034	864	584	467	1,026		728	1,347	1,392	638
2015 FTEs	638	856	926	1,219	1,387	1,393	1,345	1,956	1,101	976	612	521	1,077	5.0%	807	1,333	1,467	703
2016 FTEs	636	837	1,004	1,172	1,428	1,526	1,242	1,907	1,012	900	570	511	1,062	-1.4%	826	1,375	1,387	660
2017 FTEs	633	856	1,042	1,234	1,428	1,548	1,202	2,020	1,092	890	598	515	1,088	2.5%	844	1,403	1,438	667
2018 FTEs	658	923	1,107	1,254	1,559	1,631	1,237	2,122	1,202	940	620	518	1,148	5.5%	896	1,481	1,521	693
2019 FTEs	680	975	1,178	1,275	1,555	1,691	1,247	2,127	1,250	965	600	521	1,172	2.1%	944	1,507	1,541	695
2020 FTEs	630	846	544	100	193	352	432	1,286	858	649	271	343	542	-53.7%	674	215	859	421

EMPLOYMENT							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Day Visitor FTEs	1,026	1,077	1,062	1,088	1,148	1,172	542
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310
Share of Total %	42.8%	43.5%	43.6%	43.5%	43.9%	44.3%	41.4%
Annual Change in Share %		1.7%	0.3%	-0.4%	1.0%	0.8%	-6.5%
Change in Share from 2014 %		1.7%	1.9%	1.5%	2.5%	3.3%	-3.4%
Avg Ann. Change in Share %		1.7%	1.0%	0.5%	0.6%	0.7%	-0.6%

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

**2020**

**STAYING VISITORS**

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

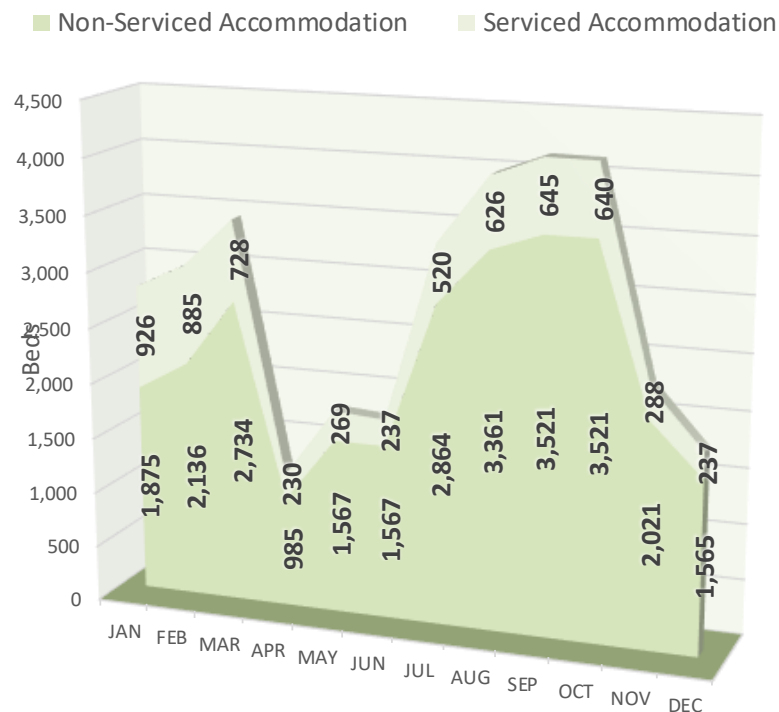
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	72	926	-20	-60	-34	-199
+50 Room	0	0	0	0	0	0
11-50 Room	8	357	-1	-24	-1	-123
<10 Room	64	569	-19	-36	-33	-76

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	146	3,524	-4	-73	+3	+448
Self catering	110	934	-3	-26	-1	+122
Static caravans/chalets	0	715	0	0	0	-70
Touring caravans/camping	35	1,854	0	0	+5	+459
Youth Hostels	1	20	-1	-47	-2	-64

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	218	4,450	-24	-132	-32	+249
Serviced Accommodation Share of Total	33%	21%				
Non-Serviced Accommodation Share of Total	67%	79%				

SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	2,801	3,021	3,463	1,215	1,836	1,804	3,384	3,988	4,166	4,162	2,308	1,801
Serviced Accommodation	926	885	728	230	269	237	520	626	645	640	288	237
Non-Serviced Accommodation	1,875	2,136	2,734	985	1,567	1,567	2,864	3,361	3,521	3,521	2,021	1,565

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2020**



## Report Sections With Historic Financial Data Indexed to 2020 Prices

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

### **Indexation:** *Indexation to: 2020*

<b>2014</b>	<i>1.15</i>
<b>2015</b>	<i>1.14</i>
<b>2016</b>	<i>1.12</i>
<b>2017</b>	<i>1.09</i>
<b>2018</b>	<i>1.05</i>
<b>2019</b>	<i>1.03</i>
<b>2020</b>	<i>1.00</i>

**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

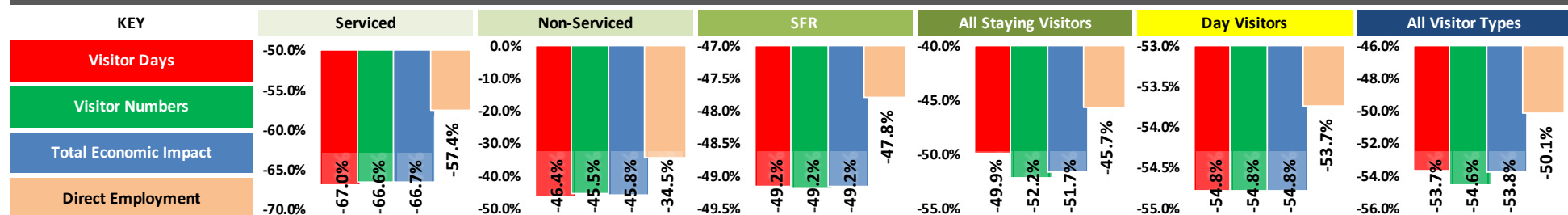
Comparing 2020 and 2019  
 2019 in 2020 prices (1.027)

**COMPARATIVE HEADLINES**

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

KEY											Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors					
Less than 3% change		Serviced			Non-Serviced											
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	M	0.042	0.127	-67.0%	0.298	0.556	-46.4%	0.154	0.303	-49.2%	0.494	0.985	-49.9%	1.575	3.483	-54.8%
Visitor Numbers	M	0.021	0.063	-66.6%	0.043	0.078	-45.5%	0.065	0.128	-49.2%	0.128	0.269	-52.2%	1.575	3.483	-54.8%
Direct Expenditure	£M															
Economic Impact	£M	5.354	16.06	-66.7%	18.26	33.68	-45.8%	8.115	15.96	-49.2%	31.73	65.70	-51.7%	62.91	139.16	-54.8%
Direct Employment	FTEs	167	391	-57.4%	285	436	-34.5%	71	136	-47.8%	523	964	-45.7%	542	1,172	-53.7%
Total Employment	FTEs															

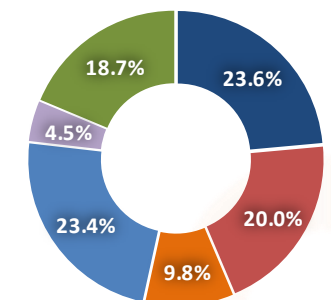
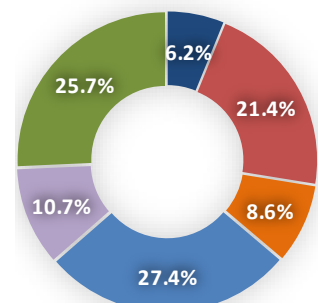
**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020**



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

**Sectoral Distribution of Employment - FTEs**

 <ul style="list-style-type: none"><li>Accommodation</li><li>Food &amp; Drink</li><li>Recreation</li><li>Shopping</li><li>Transport</li><li>Indirect</li></ul>																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

**Economic Impact - Indexed - Total**

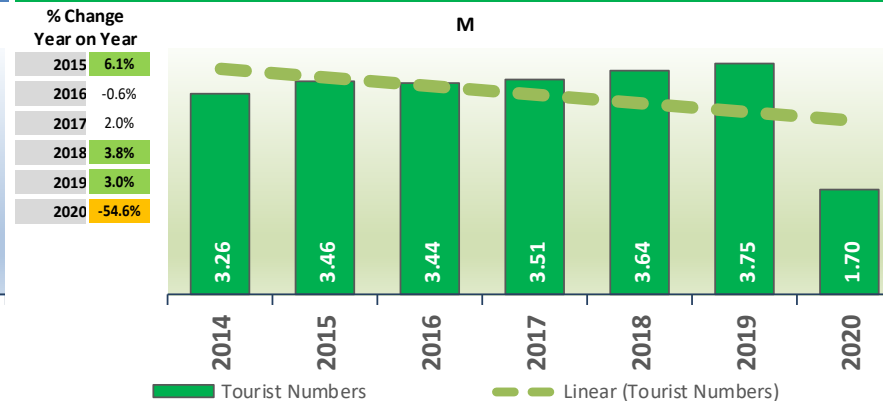


2014 to 2020  
2020 Prices

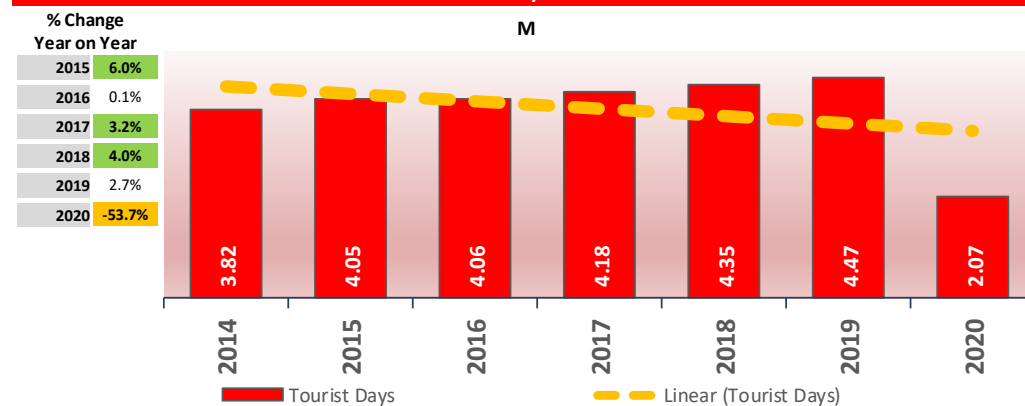
TOTAL

KEY MEASURES  
Indexed

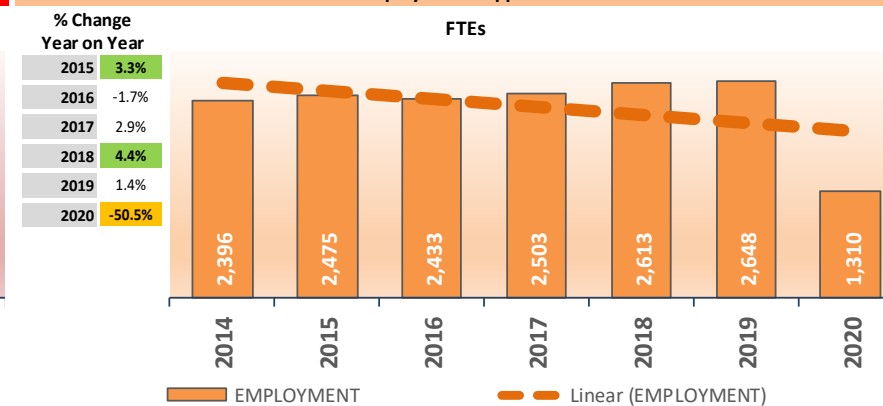
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		5.9%	6.3%	10.0%	14.1%	16.4%	-46.2%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%

"Linear" = Linear Trendline

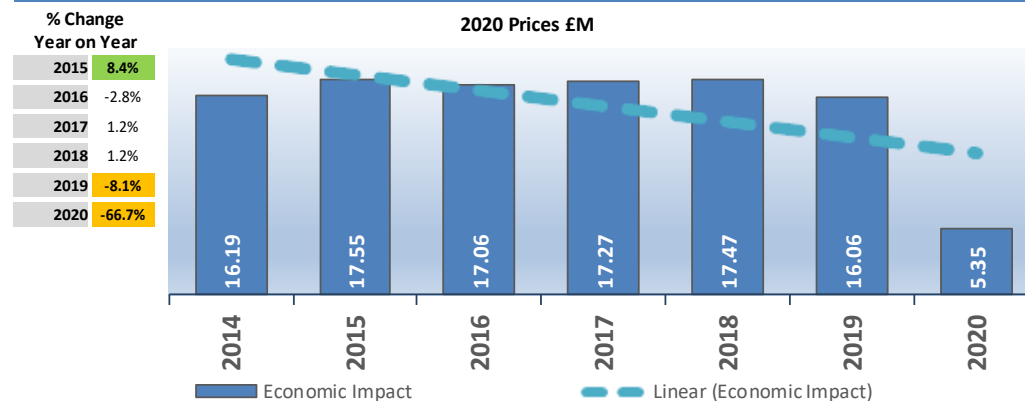
**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2020  
 2020 Prices

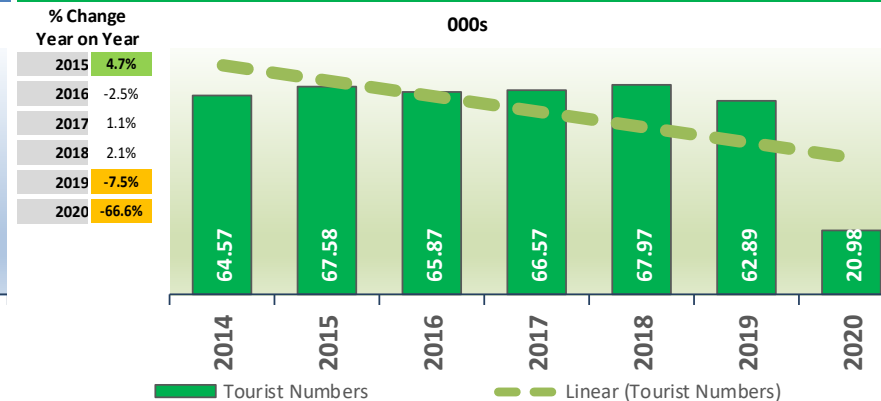
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

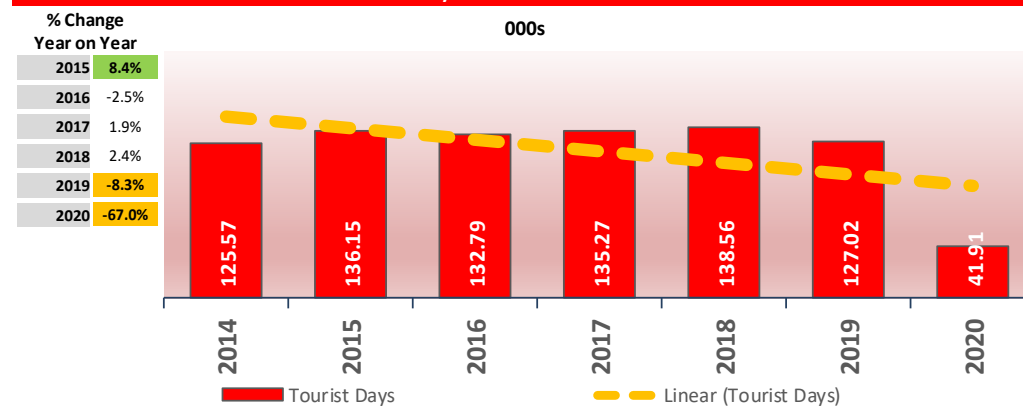
**Economic Impact - Indexed - Serviced Accommodation**



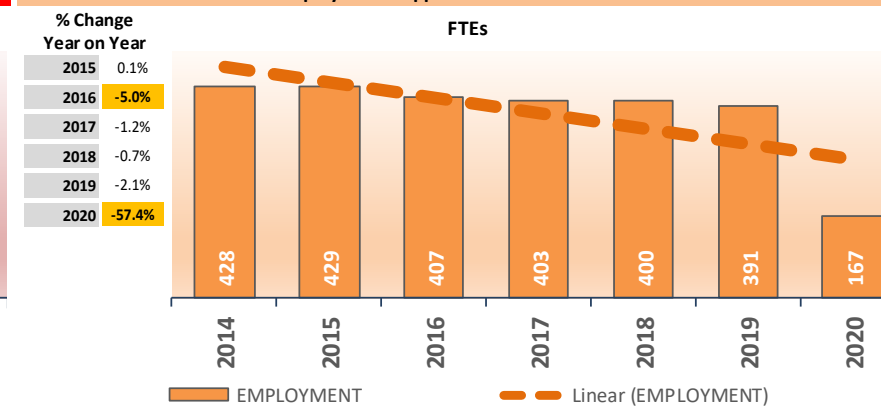
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		8.4%	5.4%	6.6%	7.9%	-0.8%	-66.9%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%

"Linear" = Linear Trendline



**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2020  
 2020 Prices

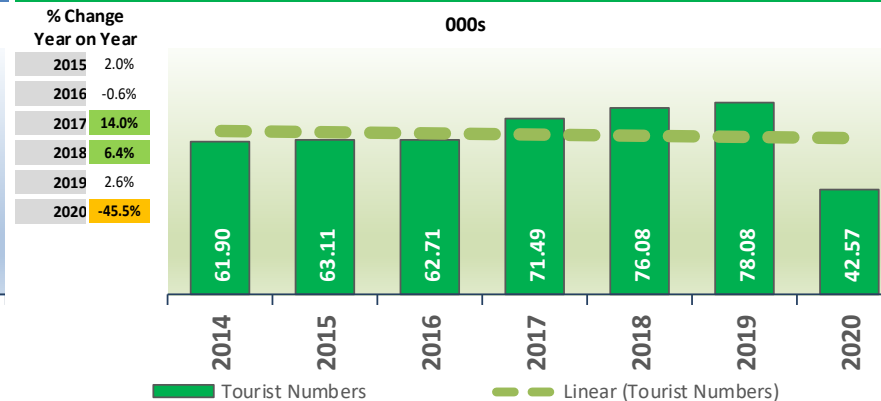
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

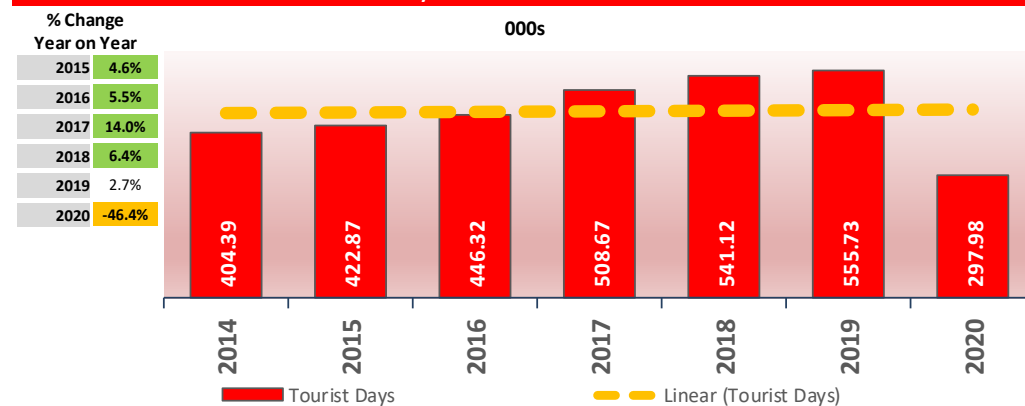
**Economic Impact - Indexed - Non-Serviced Accommodation**



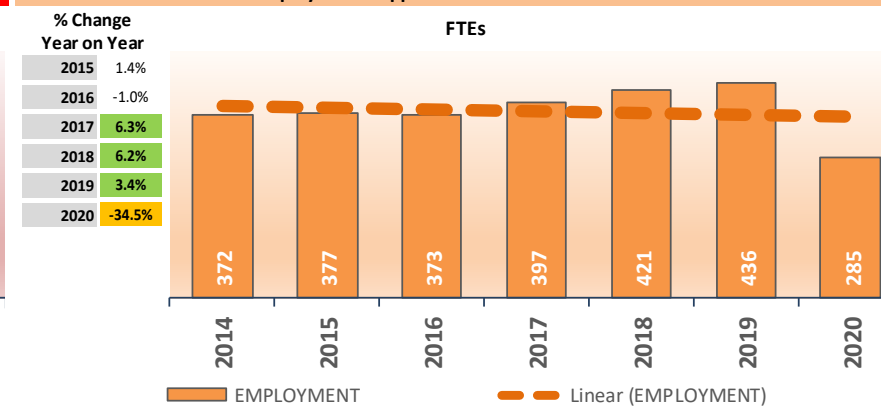
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		4.0%	11.3%	26.4%	33.5%	36.7%	-25.9%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

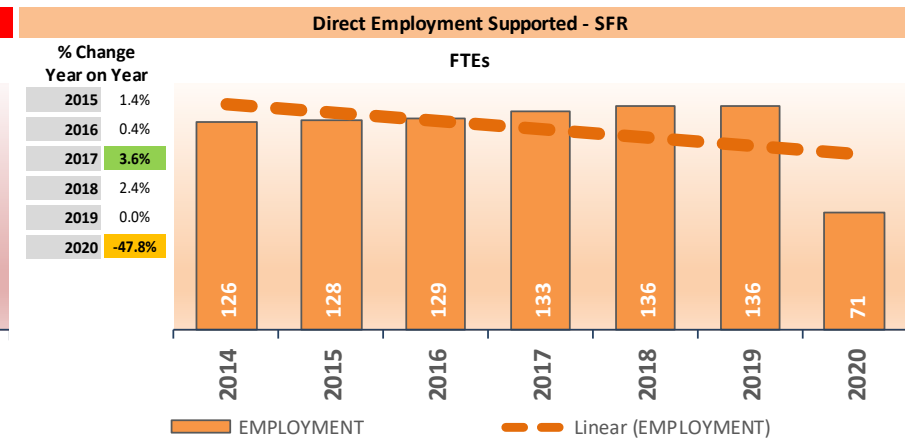
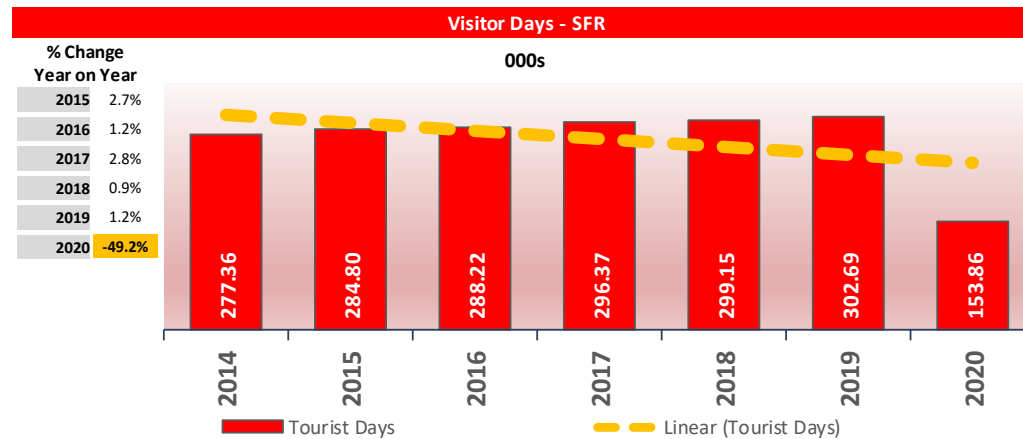
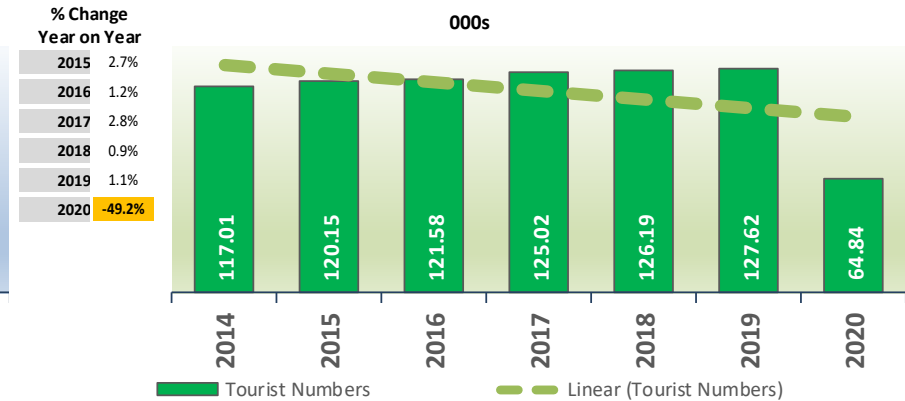
2014 to 2020  
 2020 Prices

SFR

**KEY MEASURES**  
 Indexed

**Economic Impact - Indexed - SFR**

**Visitor Numbers - SFR**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.7%	3.9%	6.8%	7.8%	9.1%	-44.5%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

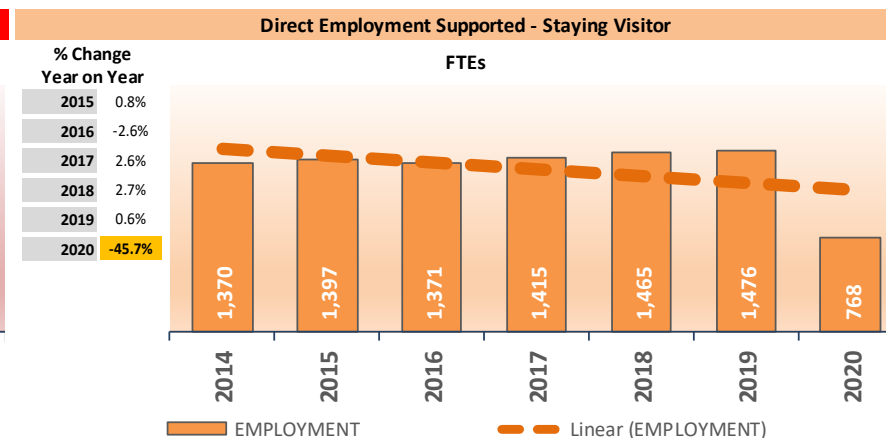
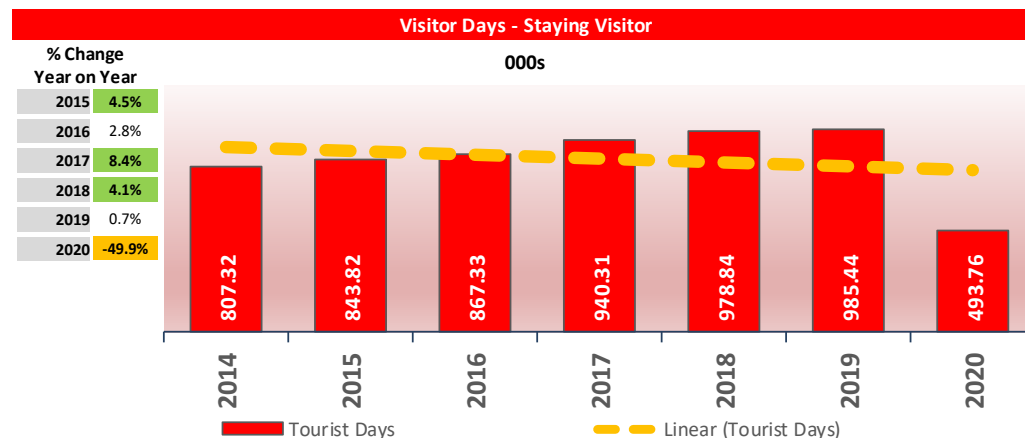
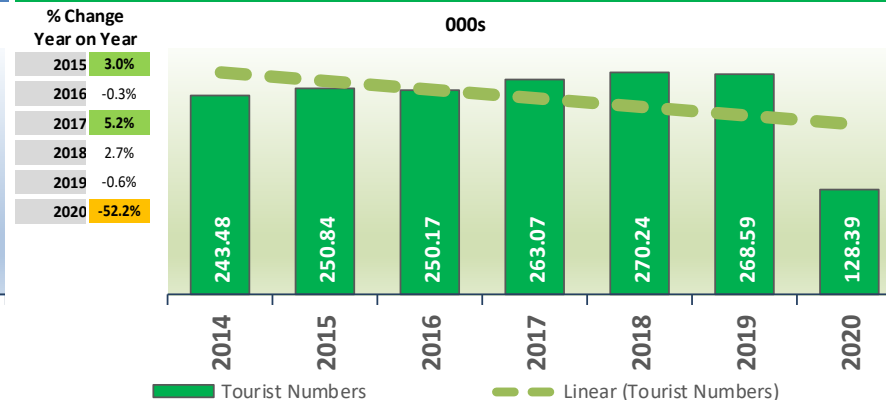
2014 to 2020  
 2020 Prices

STAYING VISITOR

KEY MEASURES  
 Indexed

**Economic Impact - Indexed - Staying Visitor**

**Visitor Numbers - Staying Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		4.9%	7.6%	15.5%	19.3%	18.5%	-42.8%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2014-2020**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2020  
 2020 Prices

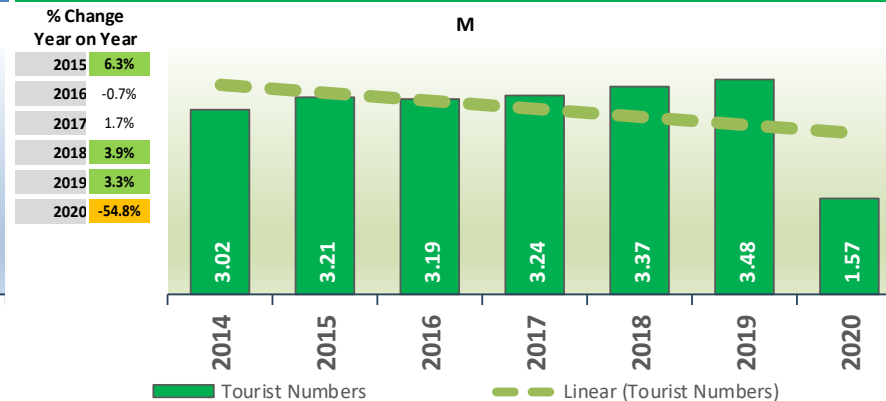
**DAY VISITOR**

**KEY MEASURES**  
 Indexed

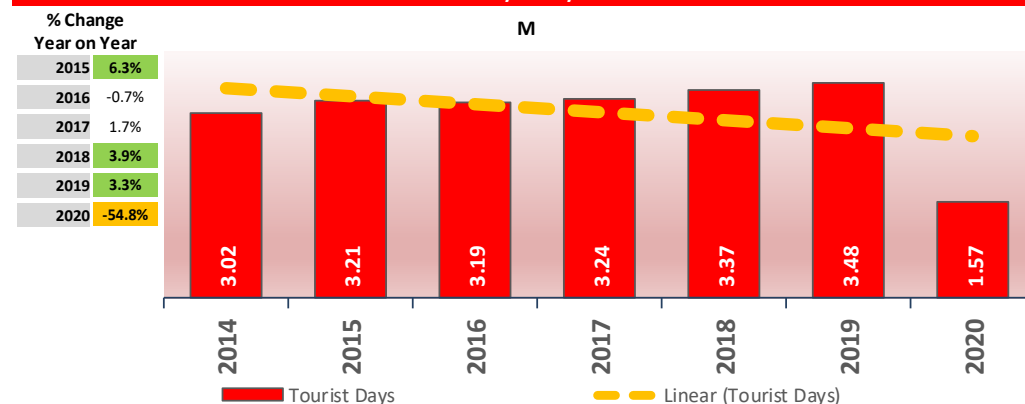
**Economic Impact - Indexed - Day Visitor**



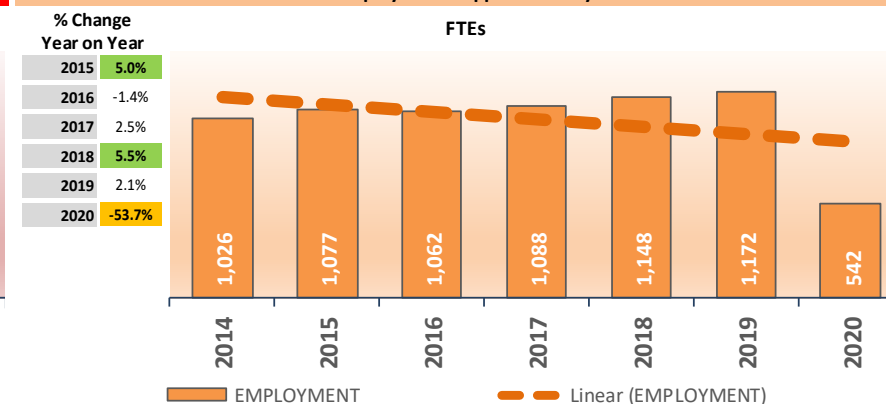
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



**Direct Employment Supported - Day Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2020  
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2020  
2020 Prices

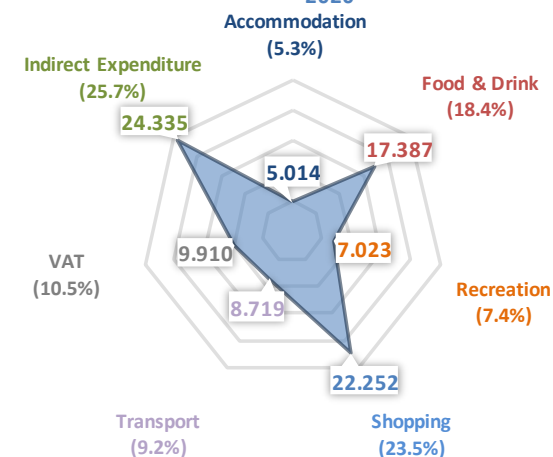
TOTAL

SECTORAL ANALYSIS  
Indexed

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	8.941	9.470	9.775	10.30	10.44	10.07	5.014
Food & Drink	£M	30.54	32.34	32.38	33.50	34.80	35.56	17.39
Recreation	£M	12.37	13.11	13.10	13.58	14.12	14.44	7.023
Shopping	£M	41.58	44.08	44.08	45.34	47.08	48.32	22.25
Transport	£M	15.90	16.81	16.84	17.48	18.18	18.69	8.719
Direct Revenue	£M	109.33	115.81	116.17	120.19	124.62	127.07	60.40
VAT	£M	21.87	23.16	23.23	24.04	24.92	25.41	9.910
Direct Expenditure	£M	131.20	138.97	139.40	144.23	149.54	152.48	70.31
Indirect Expenditure	£M	44.82	47.44	47.65	49.37	51.25	52.38	24.34
TOTAL	£M	176.02	186.41	187.05	193.60	200.79	204.86	94.64

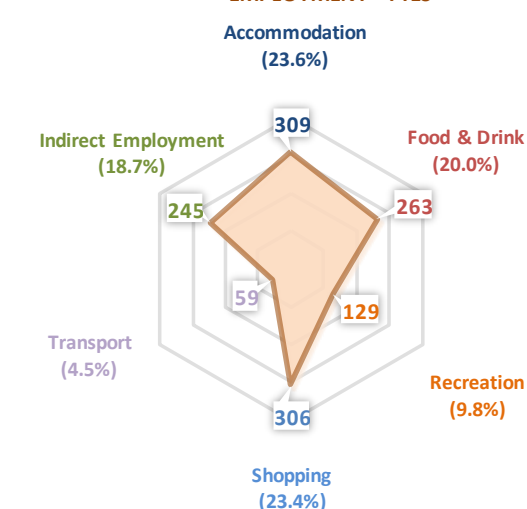
2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	565	560	531	523	526	537	309
Food & Drink	FTEs	468	489	486	506	534	539	263
Recreation	FTEs	230	241	239	249	263	266	129
Shopping	FTEs	581	608	603	625	658	668	306
Transport	FTEs	109	114	113	118	125	127	59
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065
Indirect Employment	FTEs	444	464	462	482	508	513	245
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310

2020 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.

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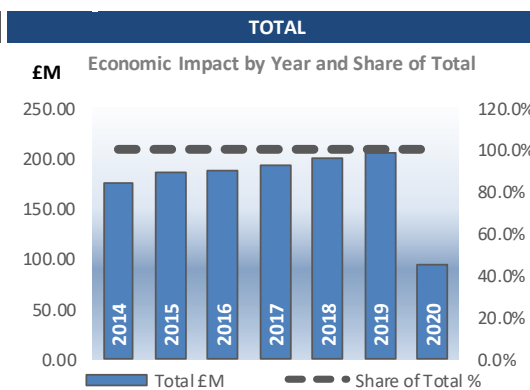
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 2020 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 2020 / 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 2014 to 2020		18.0%	11.4%	-41.9%	-92.4%	-87.7%	-79.2%	-59.7%	-25.1%	-8.8%	-21.7%	-66.8%	-40.9%	-46.2%	Annual Change	Q1	Q2	Q3	Q4
% Change 2019 to 2020		-5.9%	-13.5%	-53.0%	-93.1%	-89.5%	-83.1%	-60.1%	-37.5%	-23.7%	-31.3%	-68.6%	-48.7%	-53.8%		-26.9%	-88.2%	-40.3%	-46.9%
Average Annual Change		3.0%	1.9%	-7.0%	-15.4%	-14.6%	-13.2%	-10.0%	-4.2%	-1.5%	-3.6%	-11.1%	-6.8%	-7.7%		-1.3%	-14.4%	-5.4%	-6.8%
2014 £M		8.469	9.591	12.06	16.62	19.17	18.76	20.33	25.73	16.02	12.36	8.871	8.036	176.02		30.12	54.55	62.08	29.27
2015 £M		9.936	11.02	12.54	16.96	19.31	19.37	20.47	28.11	16.88	13.90	9.140	8.781	186.41	5.9%	33.49	55.64	65.46	31.82
2016 £M		9.986	10.92	13.39	16.65	19.94	20.89	19.81	28.14	16.30	13.27	8.865	8.903	187.05	0.3%	34.29	57.48	64.24	31.04
2017 £M		10.06	11.22	13.68	17.70	20.70	21.50	19.83	29.44	17.74	13.32	9.260	9.144	193.60	3.5%	34.96	59.90	67.02	31.72
2018 £M		10.28	11.80	14.17	17.82	22.15	22.39	20.13	30.71	18.78	13.86	9.489	9.207	200.79	3.7%	36.25	62.35	69.63	32.56
2019 £M		10.62	12.35	14.92	18.35	22.35	23.06	20.51	30.85	19.14	14.08	9.377	9.255	204.86	2.0%	37.90	63.76	70.50	32.71
2020 £M		9.993	10.68	7.013	1.263	2.352	3.904	8.186	19.27	14.61	9.673	2.948	4.748	94.64	-53.8%	27.69	7.519	42.06	17.37

ECONOMIC IMPACT - INDEXED TO 2020							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Total £M	176.02	186.41	187.05	193.60	200.79	204.86	94.64
All Visitor Types £M	176.02	186.41	187.05	193.60	200.79	204.86	94.64
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 2014	%						
Avg Ann. Change in Share	%						

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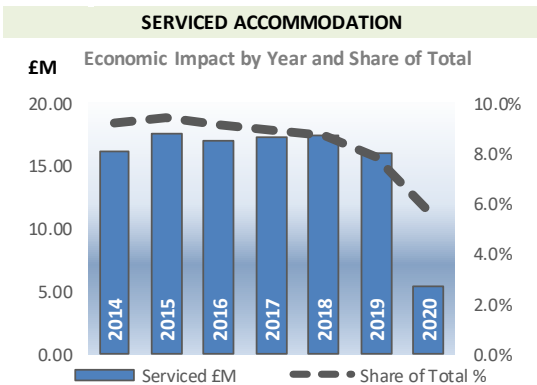
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 2020 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / 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 2014 to 2020		8.2%	-8.2%	-62.2%	-90.8%	-87.4%	-90.1%	-78.9%	-58.0%	-62.3%	-55.8%	-89.5%	-87.9%	-66.9%	Annual Change	Q1	Q2	Q3	Q4
% Change 2019 to 2020		-2.0%	-7.3%	-59.5%	-91.8%	-90.3%	-91.6%	-77.4%	-53.3%	-53.2%	-56.6%	-87.6%	-88.9%	-66.7%		-25.0%	-89.4%	-65.7%	-76.9%
Average Annual Change		1.4%	-1.4%	-10.4%	-15.1%	-14.6%	-15.0%	-13.1%	-9.7%	-10.4%	-9.3%	-14.9%	-14.6%	-11.2%		-4.2%	-14.9%	-10.9%	-12.8%
2014 £M		0.677	0.878	1.002	1.095	1.200	1.339	2.021	2.635	1.933	1.238	1.304	0.873	16.19		2.557	3.634	6.588	3.415
2015 £M		0.864	1.007	1.117	1.207	1.389	1.628	2.169	2.745	1.875	1.434	1.169	0.945	17.55	8.4%	2.988	4.225	6.788	3.549
2016 £M		0.798	0.964	1.081	1.159	1.347	1.549	2.175	2.740	1.800	1.312	1.133	1.002	17.06	-2.8%	2.843	4.055	6.715	3.447
2017 £M		0.812	0.949	1.033	1.353	1.643	1.673	2.028	2.456	1.756	1.335	1.172	1.058	17.27	1.2%	2.793	4.669	6.240	3.565
2018 £M		0.818	0.954	1.020	1.351	1.694	1.707	2.011	2.542	1.732	1.364	1.195	1.080	17.47	1.2%	2.793	4.751	6.285	3.639
2019 £M		0.748	0.870	0.935	1.228	1.562	1.576	1.891	2.367	1.560	1.261	1.106	0.954	16.06	-8.1%	2.552	4.366	5.819	3.321
2020 £M		0.733	0.806	0.379	0.100	0.151	0.133	0.427	1.106	0.730	0.547	0.137	0.106	5.354	-66.7%	1.917	0.385	2.263	0.790

ECONOMIC IMPACT - INDEXED TO 2020							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Serviced £M	16.19	17.55	17.06	17.27	17.47	16.06	5.354
All Visitor Types £M	176.02	186.41	187.05	193.60	200.79	204.86	94.64
Share of Total %	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%
Annual Change in Share		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%
Change in Share from 2014		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%
Avg Ann. Change in Share		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%

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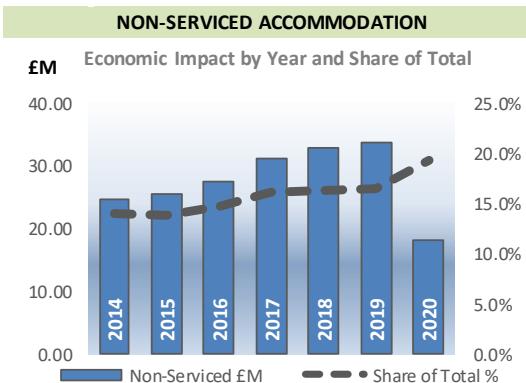
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 2020 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / 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 2014 to 2020		46.3%	10.4%	-37.4%	-95.3%	-92.8%	-92.6%	-19.4%	10.6%	55.0%	22.7%	-85.4%	-22.3%	-25.9%	Annual Change	-3.1%	-93.3%	13.8%	-19.8%
% Change 2019 to 2020		-2.1%	-21.5%	-45.7%	-96.7%	-95.0%	-94.4%	-41.9%	-18.4%	12.1%	-5.8%	-89.4%	-46.3%	-45.8%		-26.0%	-95.2%	-17.1%	-40.8%
Average Annual Change		7.7%	1.7%	-6.2%	-15.9%	-15.5%	-15.4%	-3.2%	1.8%	9.2%	3.8%	-14.2%	-3.7%	-4.3%		-0.5%	-15.6%	2.3%	-3.3%
2014 £M		0.660	0.755	1.246	1.829	2.846	2.872	3.394	4.263	3.069	1.808	1.142	0.758	24.64		2.660	7.548	10.73	3.709
2015 £M		0.689	0.788	1.343	1.914	2.964	2.970	3.496	4.399	3.188	1.896	1.196	0.792	25.64	4.0%	2.820	7.848	11.08	3.884
2016 £M		0.767	0.855	1.374	2.025	3.108	3.125	3.727	4.744	3.459	2.068	1.309	0.874	27.44	7.0%	2.996	8.258	11.93	4.251
2017 £M		0.877	1.009	1.412	2.283	3.606	3.473	4.336	5.325	4.176	2.246	1.425	0.986	31.15	13.6%	3.298	9.362	13.84	4.657
2018 £M		0.919	1.054	1.436	2.379	3.904	3.719	4.486	5.760	4.317	2.388	1.494	1.040	32.90	5.6%	3.409	10.00	14.56	4.922
2019 £M		0.985	1.062	1.435	2.632	4.075	3.743	4.707	5.775	4.242	2.354	1.576	1.096	33.68	2.4%	3.482	10.45	14.72	5.027
2020 £M		0.965	0.833	0.780	0.086	0.204	0.211	2.734	4.714	4.756	2.218	0.166	0.589	18.26	-45.8%	2.578	0.502	12.20	2.974

ECONOMIC IMPACT - INDEXED TO 2020							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Non-Serviced £M	24.64	25.64	27.44	31.15	32.90	33.68	18.26
All Visitor Types £M	176.02	186.41	187.05	193.60	200.79	204.86	94.64
Share of Total %	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%
Annual Change in Share %		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%
Change in Share from 2014 %		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%
Avg Ann. Change in Share %		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%

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Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

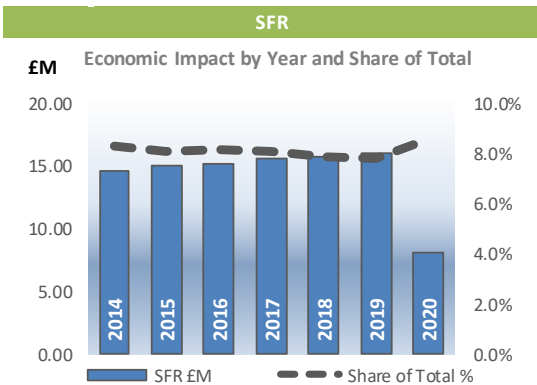


STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 2020 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / 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 2014 to 2020		3.7%	-8.3%	-46.7%	-95.4%	-93.6%	-93.3%	-42.8%	-17.6%	12.2%	-10.7%	-88.2%	-56.0%	-44.5%	Annual Change	-10.9%	-94.3%	-20.1%	-51.3%
% Change 2019 to 2020		-5.6%	-16.9%	-49.0%	-95.8%	-94.3%	-93.9%	-47.3%	-23.5%	3.3%	-16.4%	-88.9%	-60.6%	-49.2%		-18.0%	-94.9%	-26.2%	-55.5%
Average Annual Change		0.6%	-1.4%	-7.8%	-15.9%	-15.6%	-15.6%	-7.1%	-2.9%	2.0%	-1.8%	-14.7%	-9.3%	-7.4%		-1.8%	-15.7%	-3.4%	-8.5%
2014 £M		1.966	0.704	0.855	1.709	1.178	0.932	1.448	1.546	0.891	0.860	0.710	1.830	14.63			3.524	3.820	3.885
2015 £M		2.056	0.731	0.893	1.749	1.207	0.958	1.473	1.569	0.904	0.890	0.712	1.879	15.02	2.7%	3.680	3.914	3.947	3.480
2016 £M		2.069	0.736	0.900	1.757	1.217	0.966	1.492	1.596	0.922	0.898	0.723	1.925	15.20	1.2%	3.705	3.941	4.011	3.545
2017 £M		2.097	0.765	0.889	1.820	1.281	0.997	1.539	1.627	0.976	0.913	0.732	1.994	15.63	2.8%	3.751	4.098	4.141	3.639
2018 £M		2.113	0.771	0.889	1.826	1.305	1.011	1.544	1.658	0.976	0.923	0.741	2.019	15.78	0.9%	3.773	4.142	4.178	3.684
2019 £M		2.159	0.776	0.893	1.872	1.324	1.014	1.571	1.664	0.969	0.918	0.758	2.045	15.96	1.2%	3.829	4.211	4.204	3.721
2020 £M		2.038	0.645	0.456	0.079	0.076	0.062	0.828	1.274	1.001	0.768	0.084	0.805	8.115	-49.2%	3.139	0.217	3.103	1.657

ECONOMIC IMPACT - INDEXED TO 2020							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
SFR £M	14.63	15.02	15.20	15.63	15.78	15.96	8.115
All Visitor Types £M	176.02	186.41	187.05	193.60	200.79	204.86	94.64
Share of Total %	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%
Annual Change in Share		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%
Change in Share from 2014		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%
Avg Ann. Change in Share		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%

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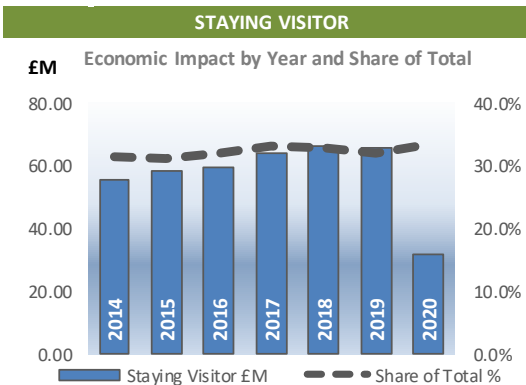
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 2020 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / 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 2014 to 2020		13.1%	-2.2%	-48.0%	-94.3%	-91.7%	-92.1%	-41.9%	-16.0%	10.1%	-9.6%	-87.7%	-56.7%	-42.8%	Annual Change	-12.7%	-92.6%	-17.1%	-48.5%
% Change 2019 to 2020		-4.0%	-15.6%	-50.5%	-95.4%	-93.8%	-93.6%	-51.2%	-27.7%	-4.2%	-22.1%	-88.7%	-63.4%	-51.7%		-22.6%	-94.2%	-29.0%	-55.1%
Average Annual Change		2.2%	-0.4%	-8.0%	-15.7%	-15.3%	-15.4%	-7.0%	-2.7%	1.7%	-1.6%	-14.6%	-9.4%	-7.1%		-2.1%	-15.4%	-2.9%	-8.1%
2014 £M		3.302	2.336	3.103	4.633	5.224	5.144	6.863	8.443	5.893	3.906	3.156	3.462	55.46		8.741	15.00	21.20	10.52
2015 £M		3.609	2.525	3.354	4.870	5.561	5.557	7.138	8.713	5.967	4.220	3.076	3.616	58.21	4.9%	9.488	15.99	21.82	10.91
2016 £M		3.634	2.555	3.355	4.941	5.673	5.641	7.395	9.080	6.182	4.278	3.164	3.801	59.70	2.6%	9.543	16.25	22.66	11.24
2017 £M		3.785	2.723	3.334	5.455	6.530	6.143	7.903	9.408	6.908	4.494	3.328	4.038	64.05	7.3%	9.842	18.13	24.22	11.86
2018 £M		3.851	2.779	3.345	5.556	6.903	6.437	8.041	9.960	7.024	4.674	3.431	4.139	66.14	3.3%	9.975	18.90	25.03	12.24
2019 £M		3.892	2.708	3.263	5.732	6.961	6.333	8.170	9.807	6.771	4.533	3.440	4.095	65.70	-0.7%	9.863	19.03	24.75	12.07
2020 £M		3.735	2.284	1.614	0.266	0.431	0.406	3.989	7.094	6.486	3.532	0.388	1.500	31.73	-51.7%	7.634	1.103	17.57	5.420

ECONOMIC IMPACT - INDEXED TO 2020							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020
Staying Visitor £M	55.46	58.21	59.70	64.05	66.14	65.70	31.73
All Visitor Types £M	176.02	186.41	187.05	193.60	200.79	204.86	94.64
Share of Total %	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%
Annual Change in Share %		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%
Change in Share from 2014 %		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%
Avg Ann. Change in Share %		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%

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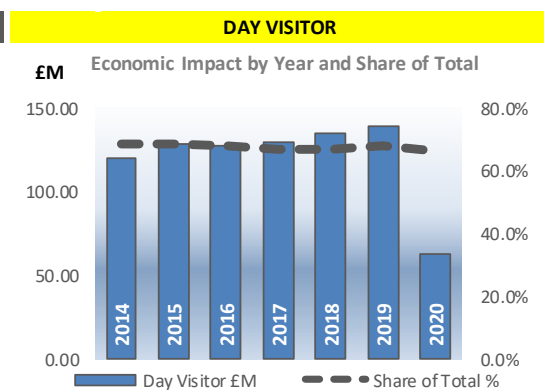
Report Prepared by: Alison Tipler. Date of Issue: 02/08/21

STEAM FINAL TREND REPORT FOR 2014-2020 THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2020 2020 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / 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 2014 to 2020		21.1%	15.8%	-39.8%	-91.7%	-86.2%	-74.3%	-68.8%	-29.6%	-19.8%	-27.4%	-55.2%	-29.0%	-47.8%	Annual Change	-6.2%	-83.8%	-40.1%	-36.2%
% Change 2019 to 2020		-7.0%	-12.9%	-53.7%	-92.1%	-87.5%	-79.1%	-66.0%	-42.2%	-34.3%	-35.7%	-56.9%	-37.0%	-54.8%		-28.5%	-85.7%	-46.5%	-42.1%
Average Annual Change		3.5%	2.6%	-6.6%	-15.3%	-14.4%	-12.4%	-11.5%	-4.9%	-3.3%	-4.6%	-9.2%	-4.8%	-8.0%		-1.0%	-14.0%	-6.7%	-6.0%
2014	£M	5.167	7.254	8.962	11.99	13.94	13.62	13.47	17.28	10.12	8.452	5.715	4.574	120.55		21.38	39.55	40.88	18.74
2015	£M	6.327	8.492	9.185	12.09	13.75	13.81	13.33	19.39	10.92	9.678	6.063	5.165	128.20	6.3%	24.00	39.65	43.64	20.91
2016	£M	6.352	8.363	10.03	11.71	14.27	15.25	12.41	19.06	10.12	8.992	5.700	5.102	127.35	-0.7%	24.75	41.22	41.59	19.79
2017	£M	6.276	8.498	10.34	12.24	14.17	15.36	11.93	20.04	10.84	8.826	5.931	5.106	129.55	1.7%	25.12	41.77	42.80	19.86
2018	£M	6.432	9.025	10.82	12.26	15.24	15.95	12.09	20.75	11.76	9.191	6.058	5.068	134.65	3.9%	26.28	43.45	44.60	20.32
2019	£M	6.728	9.645	11.66	12.61	15.38	16.73	12.34	21.04	12.37	9.546	5.937	5.159	139.16	3.3%	28.03	44.73	45.75	20.64
2020	£M	6.258	8.400	5.399	0.997	1.920	3.498	4.197	12.17	8.124	6.141	2.560	3.249	62.91	-54.8%	20.06	6.415	24.49	11.95

ECONOMIC IMPACT - INDEXED TO 2020								
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020
Day Visitor	£M	120.55	128.20	127.35	129.55	134.65	139.16	62.91
All Visitor Types	£M	176.02	186.41	187.05	193.60	200.79	204.86	94.64
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%

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.

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