



## STEAM REPORT FOR 2014-2022 - FINAL

Final

### The Wolds Development Plan Area


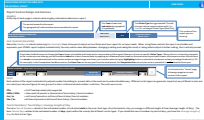











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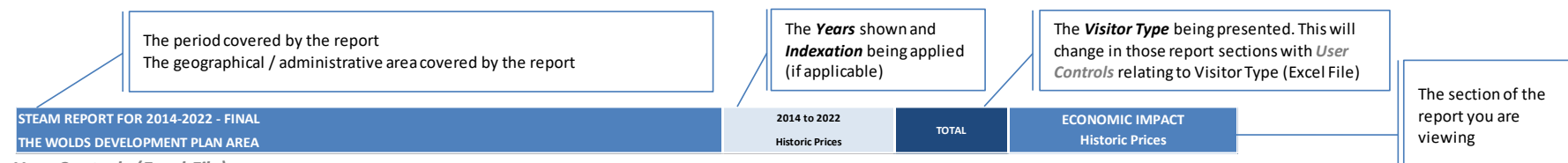
<b>REPORT SECTIONS</b>  <b>Page</b>	<b>USER GUIDE</b>  <b>3</b>	<b>COMPARATIVE HEADLINES</b>  <b>4</b>	<b>KEY MEASURES</b>  <b>5-11</b>
<b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b>	<b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b>  <b>13</b>	<b>DISTRIBUTION OF IMPACT: <i>by Month</i>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



## Report Section Design and Features

### Headers

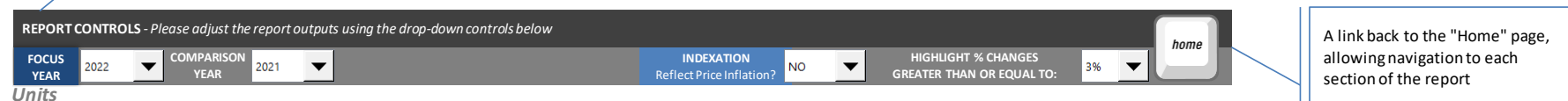
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

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

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

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

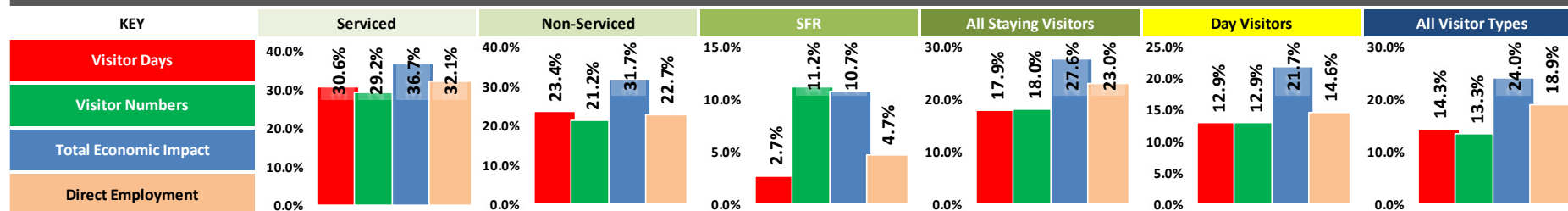
Comparing 2022 and 2021  
 All £'s Historic Prices

**COMPARATIVE HEADLINES**

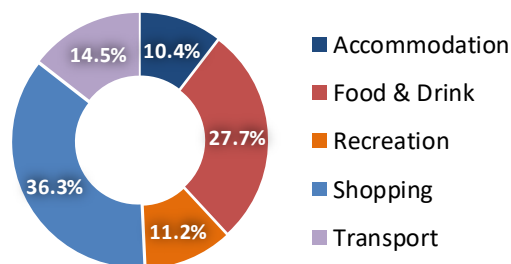
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES**

KEY																						
An increase of 3% or more		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced																	
Less than 3% change		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
Visitor Days	M	0.127	0.097	30.6%	0.774	0.627	23.4%	0.318	0.310	2.7%	1.219	1.034	17.9%	2.990	2.649	12.9%	4.209	3.683	14.3%			
Visitor Numbers	M	0.063	0.049	29.2%	0.109	0.090	21.2%	0.134	0.121	11.2%	0.306	0.259	18.0%	2.990	2.649	12.9%	3.295	2.907	13.3%			
Direct Expenditure	£M																162.67	131.21	24.0%			
Economic Impact	£M	17.65	12.91	36.7%	52.42	39.79	31.7%	18.36	16.59	10.7%	88.43	69.29	27.6%	130.58	107.27	21.7%	219.00	176.55	24.0%			
Direct Employment	FTEs	383	290	32.1%	605	493	22.7%	142	136	4.7%	1,130	919	23.0%	996	870	14.6%	2,126	1,788	18.9%			
Total Employment	FTEs																2,626	2,215	18.6%			

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



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



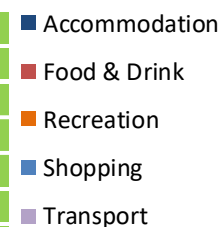
**Direct Expenditure Categories**

	2022	2021	+/- %
Accommodation	16.95	12.98	30.6%
Food & Drink	45.06	36.53	23.4%
Recreation	18.14	14.72	23.2%
Shopping	59.00	47.89	23.2%
Transport	23.51	19.10	23.1%
<b>TOTAL DIRECT</b>	<b>162.67</b>	<b>131.21</b>	<b>24.0%</b>
Indirect	56.33	45.34	24.2%
<b>TOTAL</b>	<b>219.00</b>	<b>176.55</b>	<b>24.0%</b>

**Sectors**

Sectors	2022	2021	+/- %
Accommodation	623	495	25.8%
Food & Drink	516	443	16.3%
Recreation	252	217	16.2%
Shopping	616	530	16.2%
Transport	120	104	16.1%
<b>TOTAL DIRECT</b>	<b>2,126</b>	<b>1,788</b>	<b>18.9%</b>
Indirect	500	426	17.2%
<b>TOTAL</b>	<b>2,626</b>	<b>2,215</b>	<b>18.6%</b>

**Sectoral Distribution of Employment - FTEs**



**Direct Employment Categories**

## Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2022

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

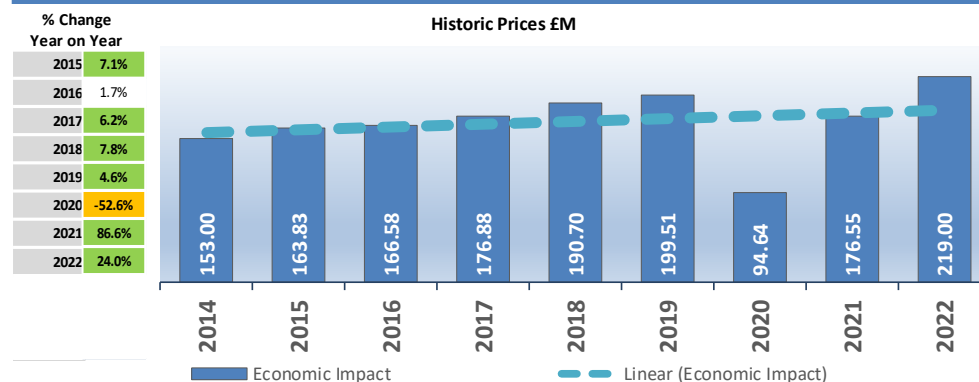
**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 Historic Prices

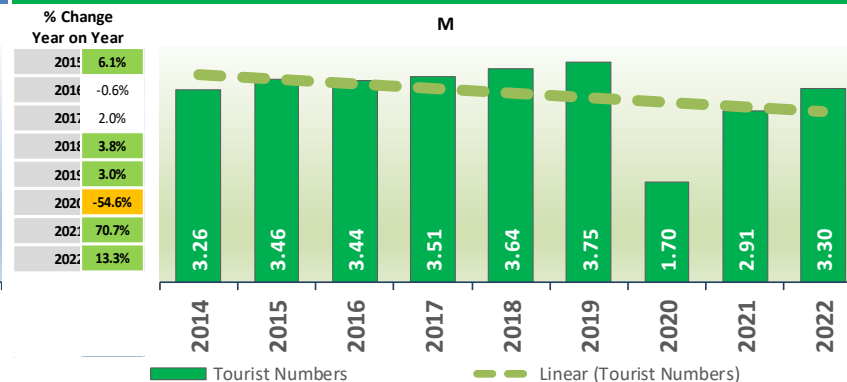
TOTAL

KEY MEASURES  
 Historic Prices

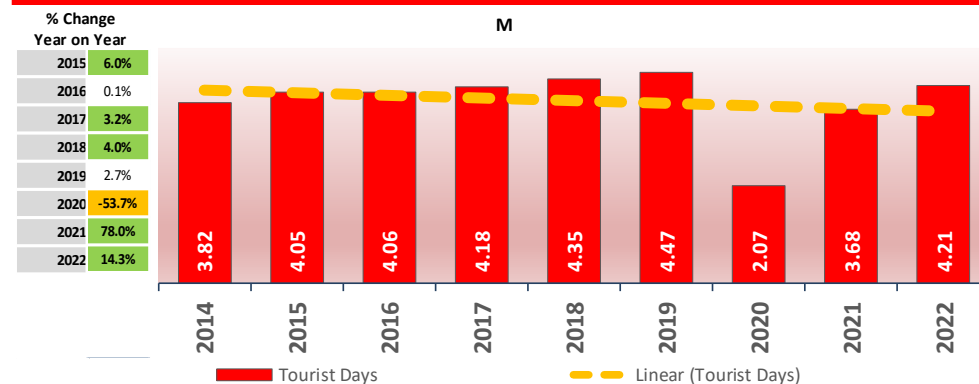
**Economic Impact - Historic Prices - Total**



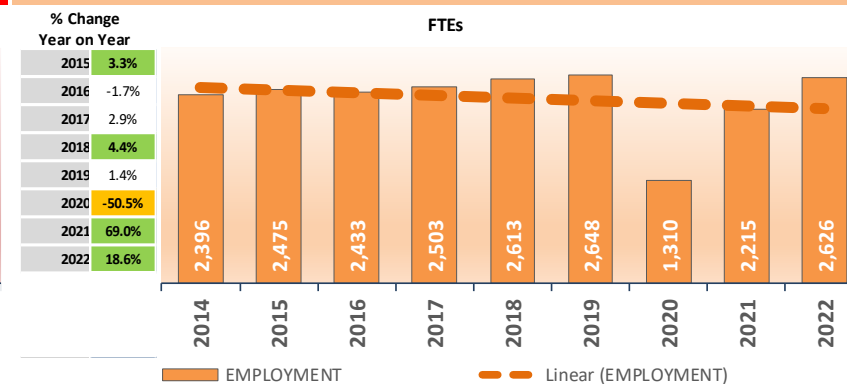
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		7.1%	8.9%	15.6%	24.6%	30.4%	-38.1%	15.4%	43.1%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%

"Linear" = Linear Trendline

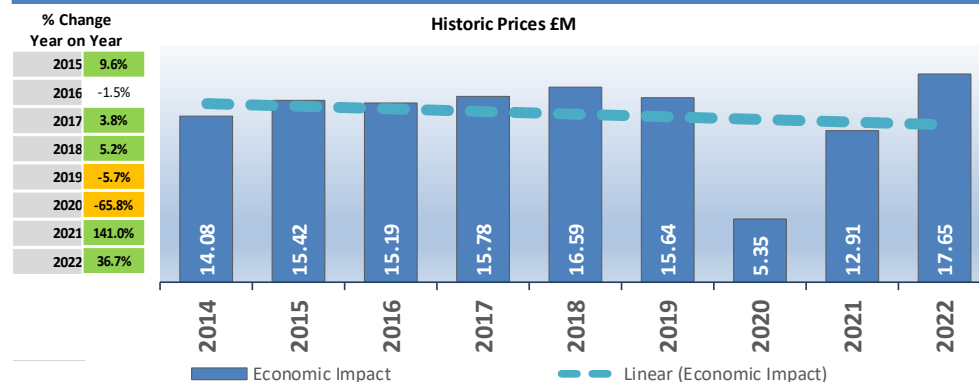
**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 Historic Prices

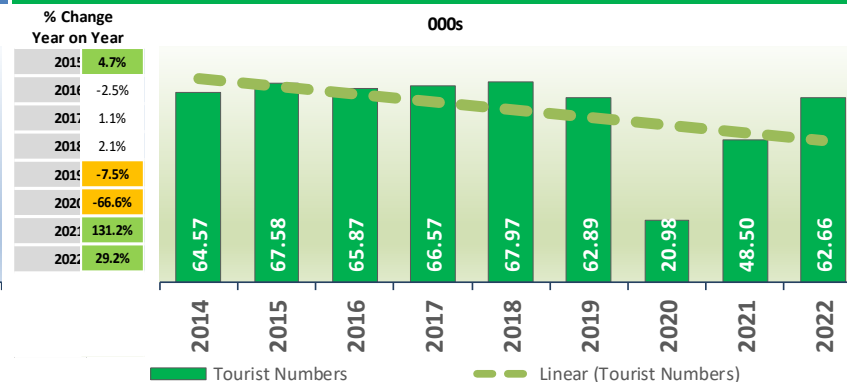
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

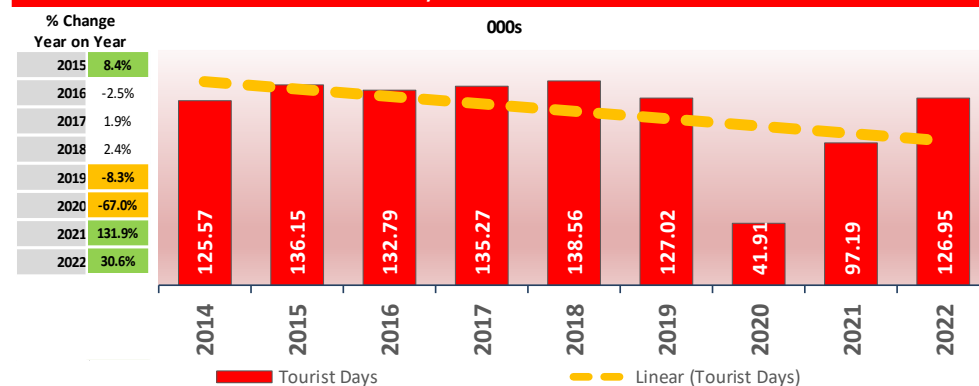
**Economic Impact - Historic Prices - Serviced Accommodation**



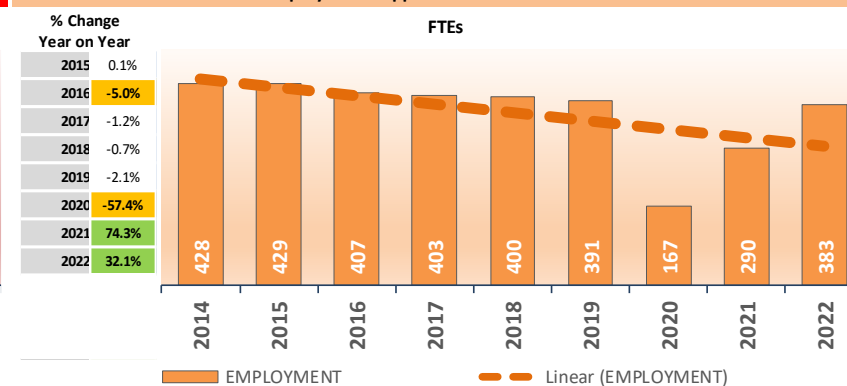
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		9.6%	7.9%	12.1%	17.9%	11.1%	-62.0%	-8.3%	25.4%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%

"Linear" = Linear Trendline

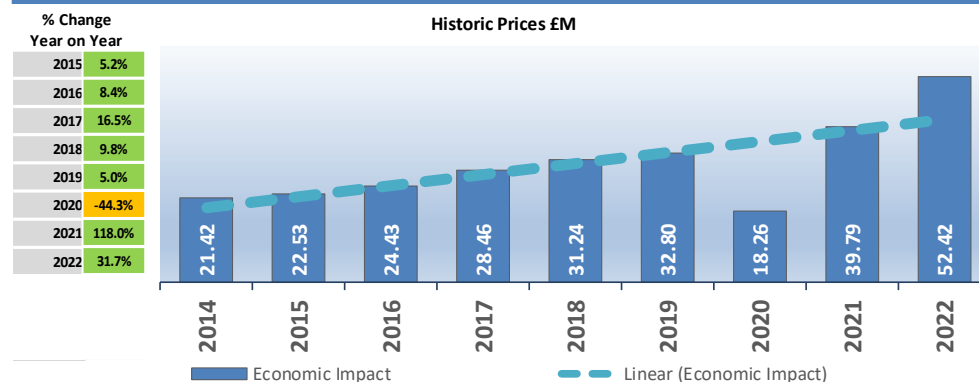
**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 Historic Prices

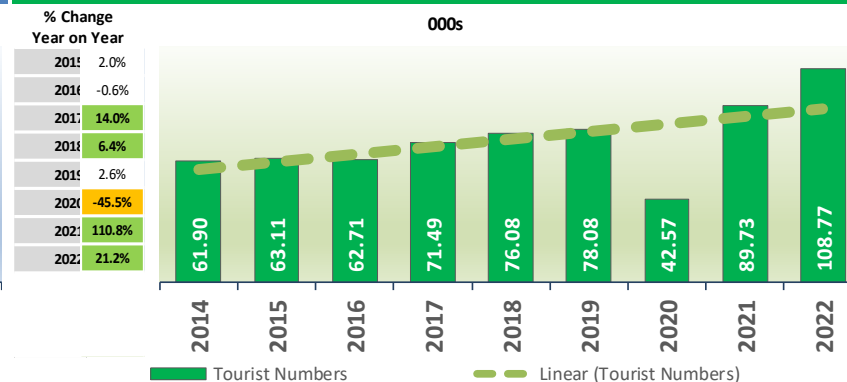
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

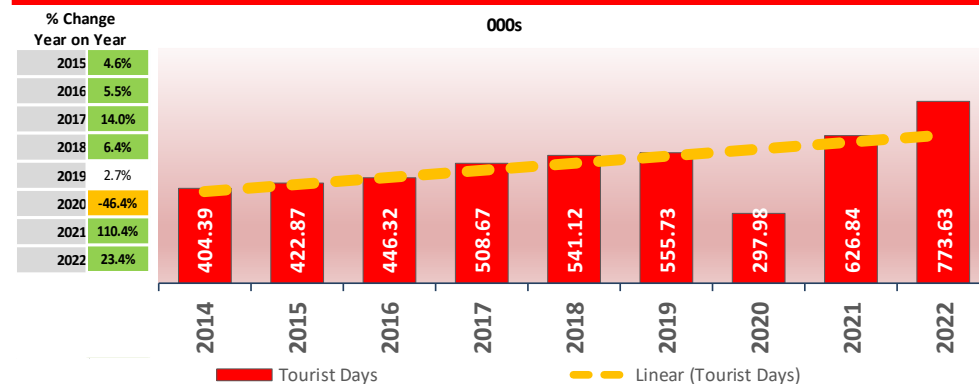
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



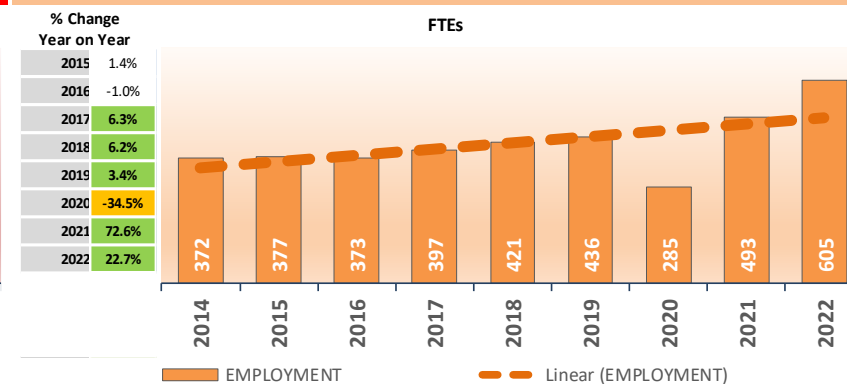
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.2%	14.1%	32.9%	45.9%	53.1%	-14.8%	85.8%	144.7%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%

"Linear" = Linear Trendline



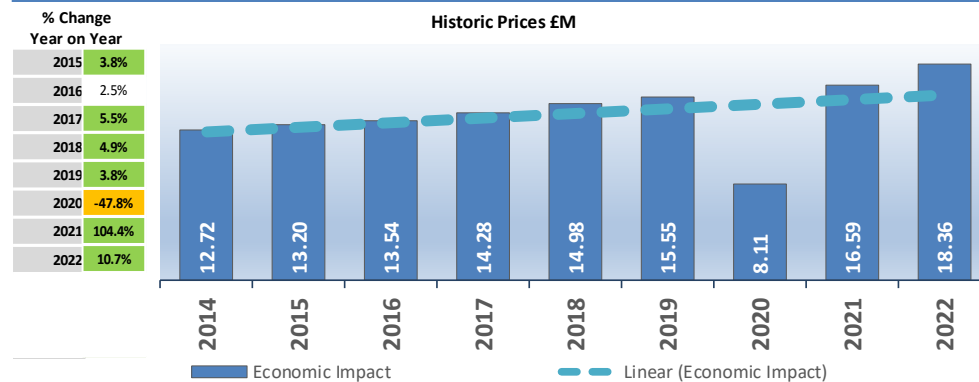
**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 Historic Prices

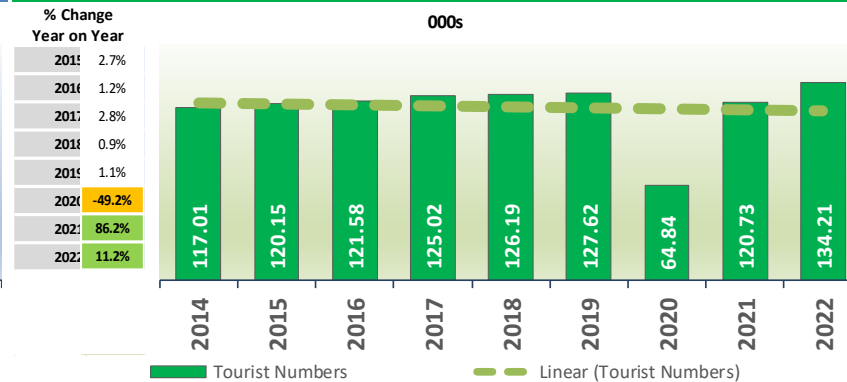
SFR

**KEY MEASURES**  
 Historic Prices

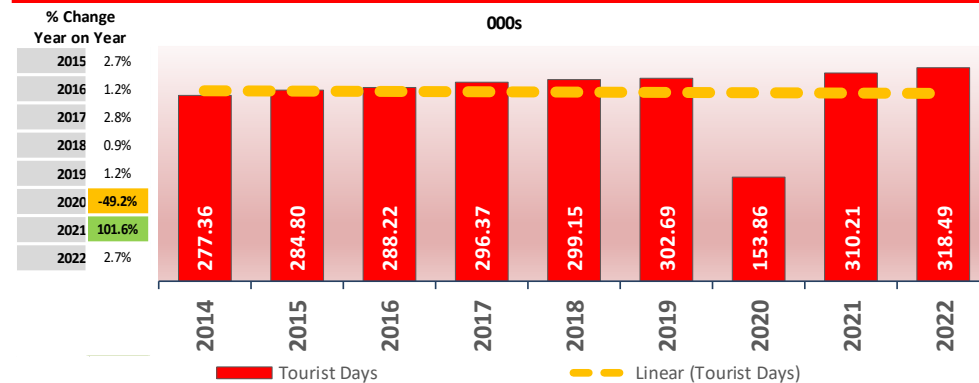
**Economic Impact - Historic Prices - SFR**



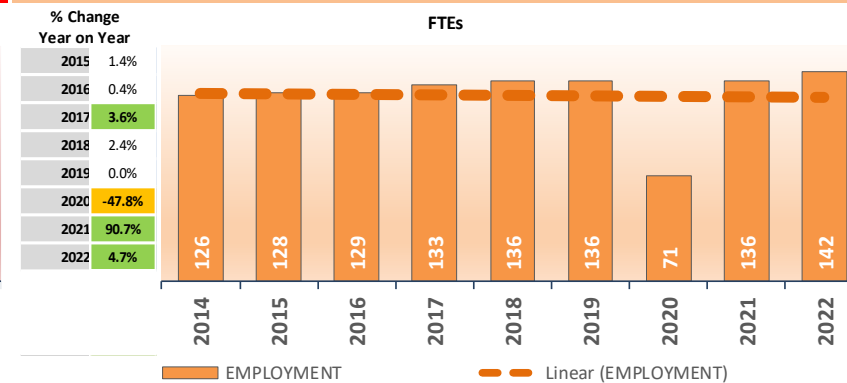
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.8%	6.5%	12.3%	17.8%	22.3%	-36.2%	30.4%	44.4%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%

"Linear" = Linear Trendline

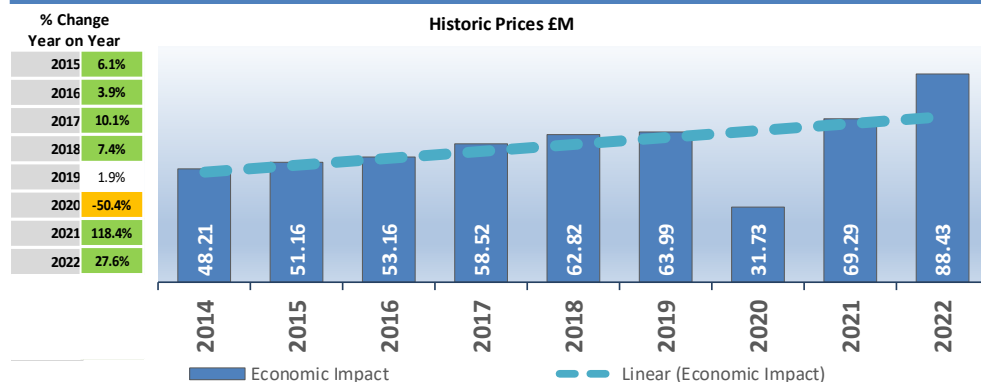
**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 Historic Prices

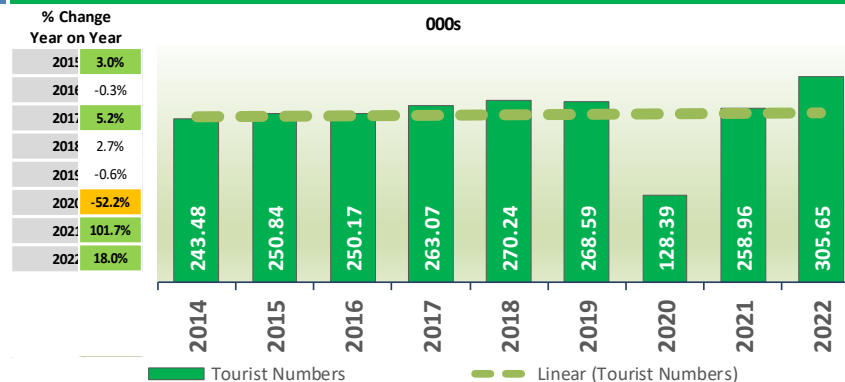
STAYING VISITOR

**KEY MEASURES**  
 Historic Prices

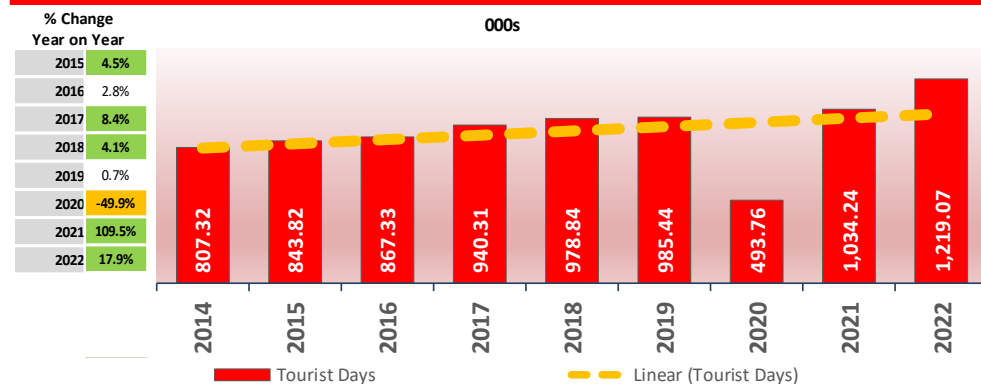
**Economic Impact - Historic Prices - Staying Visitor**



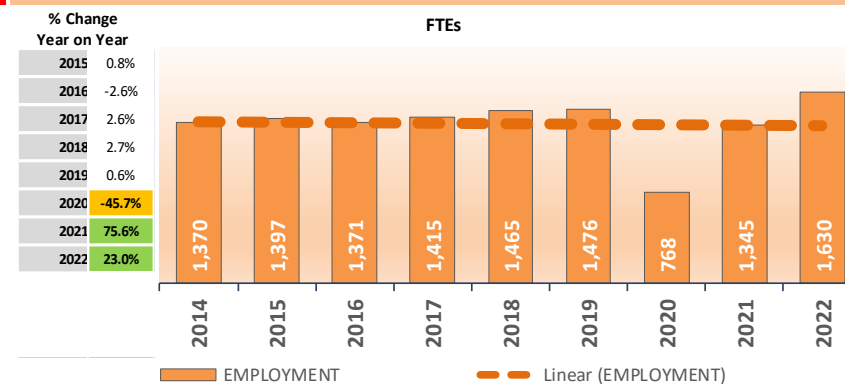
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.1%	10.3%	21.4%	30.3%	32.7%	-34.2%	43.7%	83.4%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%	-1.8%	19.0%

"Linear" = Linear Trendline

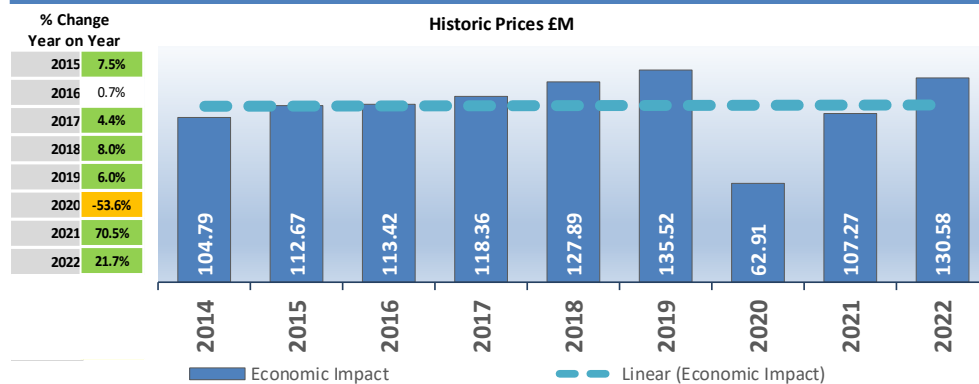
STEAM REPORT FOR 2014-2022 - FINAL  
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2022  
Historic Prices

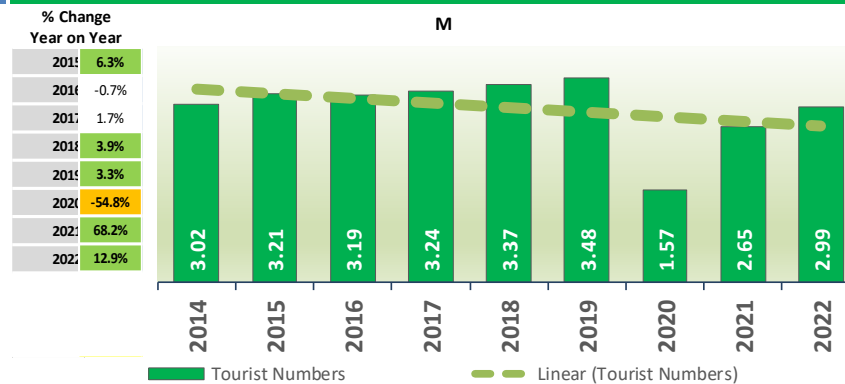
DAY VISITOR

KEY MEASURES  
Historic Prices

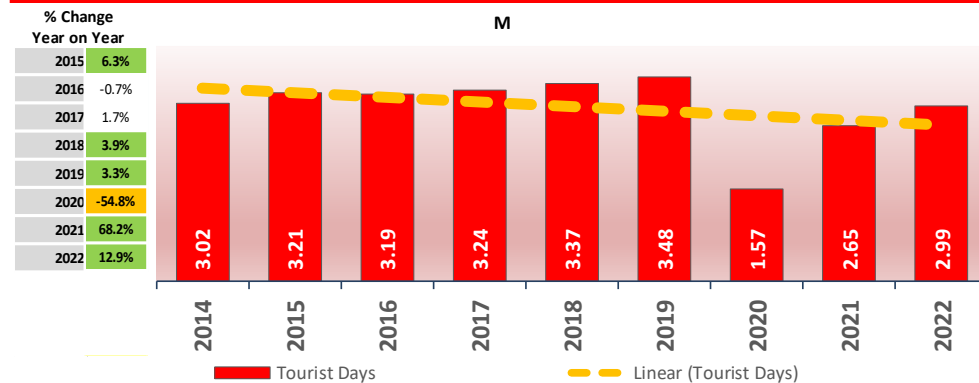
Economic Impact - Historic Prices - Day Visitor



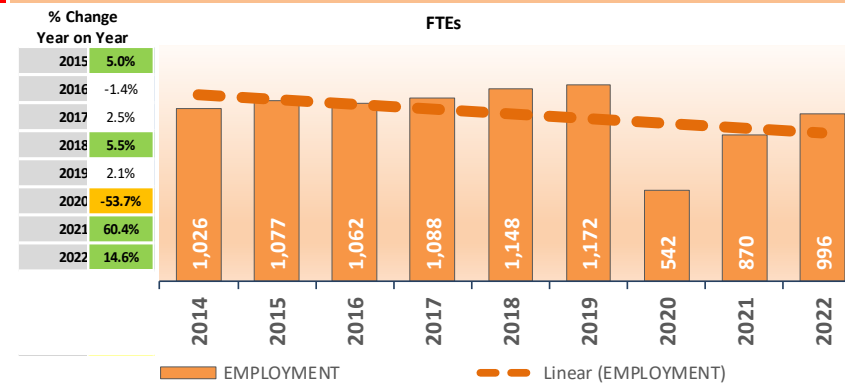
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		7.5%	8.2%	12.9%	22.0%	29.3%	-40.0%	2.4%	24.6%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2022

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

STEAM REPORT FOR 2014-2022 - FINAL  
THE WOLDS DEVELOPMENT PLAN AREA

2022  
Historic Prices

TOTAL

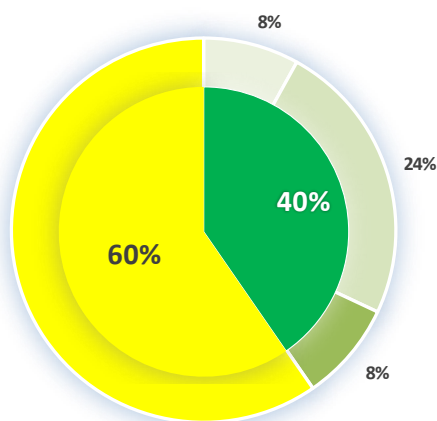
DISTRIBUTION BY VISITOR TYPE  
Historic Prices

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

Visitor Numbers - 2022 - M - Share of Total

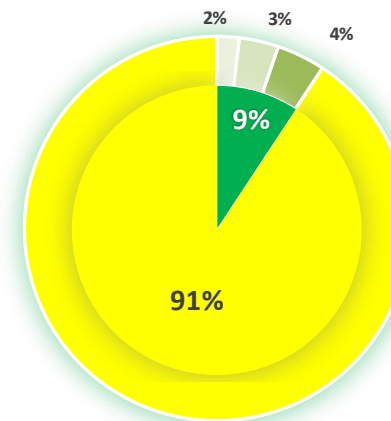
**TOTAL**  
**£219.00m**

	£M
Serviced	17.65
Non-Serviced	52.42
SFR	18.36
Staying Visitor	88.43
Day Visitor	130.58
Total	219.00



**TOTAL**  
**3.30m**

	M
Serviced	0.06
Non-Serviced	0.11
SFR	0.13
Staying Visitor	0.31
Day Visitor	2.99
Total	3.30

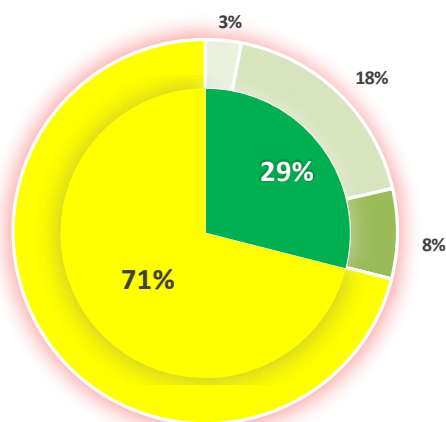


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

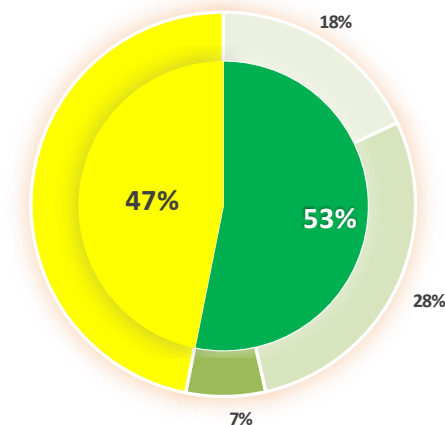
**TOTAL**  
**4.21m**

	M
Serviced	0.13
Non-Serviced	0.77
SFR	0.32
Staying Visitor	1.22
Day Visitor	2.99
Total	4.21



**TOTAL**  
**2,126 Direct FTEs**  
**2,626 Total FTEs**

	FTEs
Serviced	383
Non-Serviced	605
SFR	142
Staying Visitor	1,130
Day Visitor	996
Total	2,126



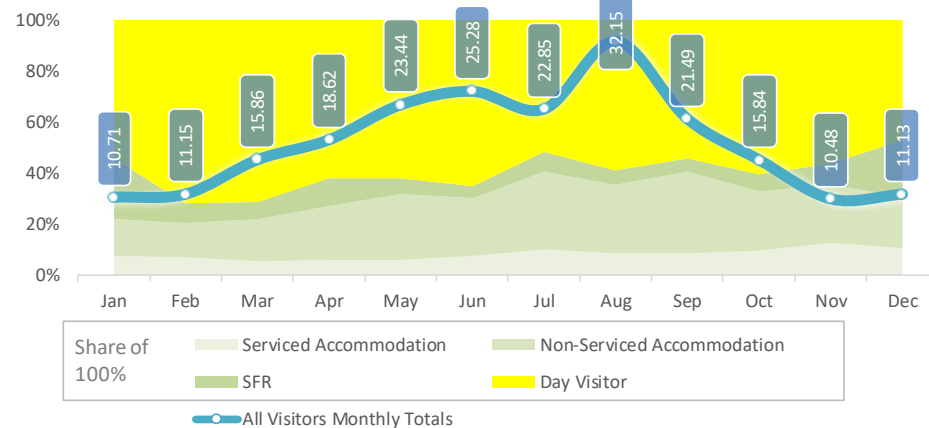
**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

**2022**  
**Historic Prices**

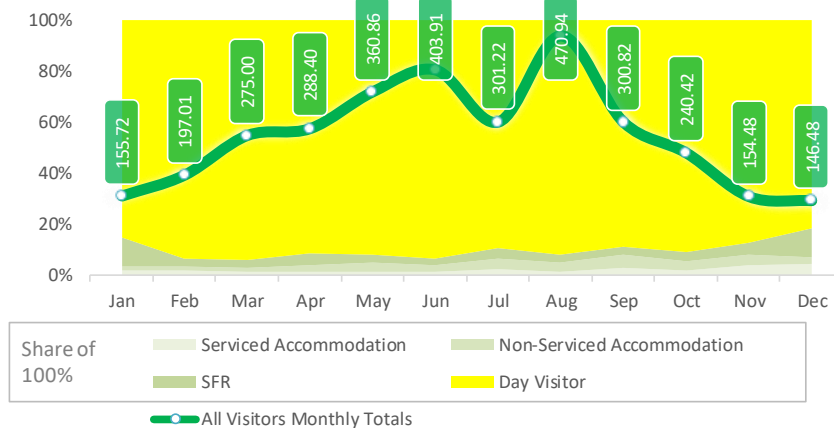
**TOTAL**

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

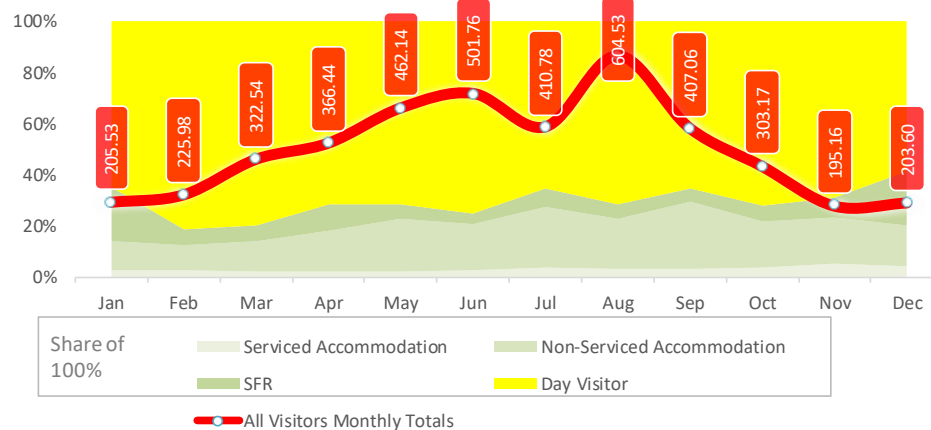
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



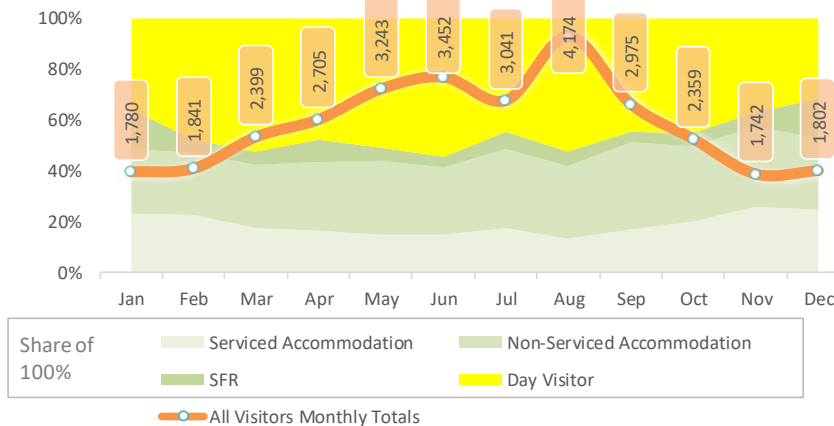
**Visitor Numbers - 2022 - 000s - Distribution of Impact by Month**



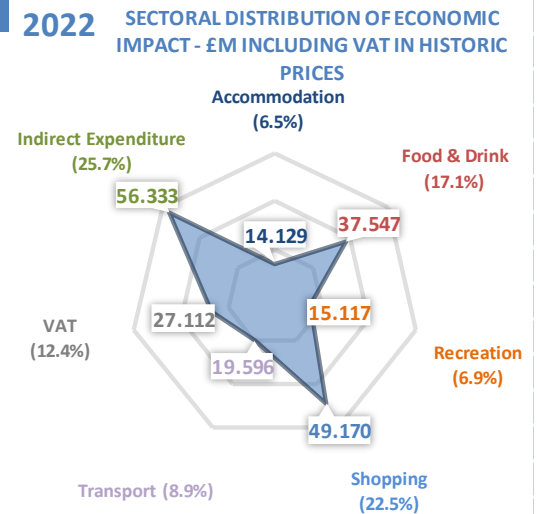
**Visitor Days - 2022 - 000s - Distribution of Impact by Month**



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



STEAM REPORT FOR 2014-2022 - FINAL										2014 to 2022	TOTAL	SECTORAL ANALYSIS
THE WOLDS DEVELOPMENT PLAN AREA										Historic Prices		Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES												
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022		
Accommodation	£M	7.772	8.323	8.706	9.412	9.919	9.802	5.014	10.85	14.13		
Food & Drink	£M	26.55	28.42	28.83	30.60	33.05	34.63	17.39	30.53	37.55		
Recreation	£M	10.75	11.52	11.67	12.40	13.41	14.06	7.023	12.30	15.12		
Shopping	£M	36.14	38.74	39.25	41.42	44.72	47.05	22.25	40.03	49.17		
Transport	£M	13.82	14.78	15.00	15.97	17.27	18.20	8.719	15.97	19.60		
Direct Revenue	£M	95.03	101.78	103.46	109.81	118.36	123.74	60.40	109.68	135.56		
VAT	£M	19.01	20.36	20.69	21.96	23.67	24.75	9.910	21.53	27.11		
Direct Expenditure	£M	114.04	122.14	124.15	131.77	142.03	148.49	70.31	131.21	162.67		
Indirect Expenditure	£M	38.96	41.69	42.44	45.10	48.67	51.01	24.34	45.34	56.33		
TOTAL	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES										
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	565	560	531	523	526	537	309	495	623
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516
Recreation	FTEs	230	241	239	249	263	266	129	217	252
Shopping	FTEs	581	608	603	625	658	668	306	530	616
Transport	FTEs	109	114	113	118	125	127	59	104	120
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626



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

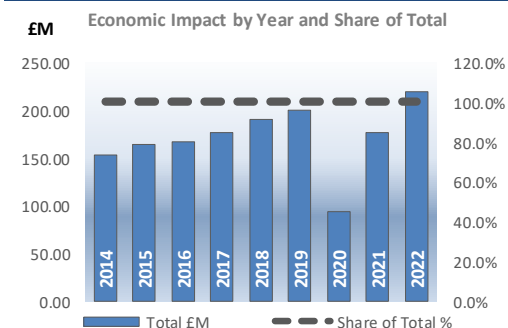
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2022

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



STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												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 2022		45.5%	33.7%	51.3%	28.9%	40.7%	55.0%	29.3%	43.8%	54.3%	47.5%	35.9%	59.3%	43.1%	Annual Change	44.1%	42.0%	41.7%	47.2%		
% Change 2021 to 2022		337.7%	180.1%	179.4%	97.0%	30.4%	7.3%	7.7%	-0.3%	-4.7%	-6.6%	4.5%	6.3%	24.0%		211.6%	32.1%	0.6%	0.0%		
Average Annual Change		5.7%	4.2%	6.4%	3.6%	5.1%	6.9%	3.7%	5.5%	6.8%	5.9%	4.5%	7.4%	5.4%		5.5%	5.3%	5.2%	5.9%		
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		
2021	£M	2.447	3.981	5.678	9.453	17.98	23.55	21.21	32.26	22.54	16.95	10.03	10.47	176.55	86.6%	12.11	50.98	76.01	37.46		
2022	£M	10.71	11.15	15.86	18.62	23.44	25.28	22.85	32.15	21.49	15.84	10.48	11.13	219.00	24.0%	37.72	67.34	76.48	37.45		

ECONOMIC IMPACT - IN HISTORIC PRICES										TOTAL	
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Total	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%										
Change in Share from 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.

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 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			Q1	Q2	Q3	Q4
% Change 2014 to 2022		33.6%	0.1%	-4.7%	18.5%	37.8%	59.3%	29.3%	18.3%	8.9%	40.4%	17.8%	57.2%	25.4%	Annual Change	7.1%	39.9%	18.9%	36.0%
% Change 2021 to 2022		372.4%	326.7%	269.6%	270.7%	196.3%	23.7%	15.9%	1.5%	4.6%	3.7%	9.8%	19.7%	36.7%		317.5%	93.1%	6.8%	10.0%
Average Annual Change		4.2%	0.0%	-0.6%	2.3%	4.7%	7.4%	3.7%	2.3%	1.1%	5.0%	2.2%	7.2%	3.2%		0.9%	5.0%	2.4%	4.5%
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
2021	£M	0.166	0.179	0.225	0.304	0.485	1.499	1.960	2.669	1.748	1.457	1.216	0.997	12.91	141.0%	0.570	2.289	6.377	3.670
2022	£M	0.786	0.764	0.830	1.127	1.437	1.855	2.271	2.709	1.829	1.510	1.335	1.193	17.65	36.7%	2.380	4.420	6.809	4.038

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Serviced	£M	14.08	15.42	15.19	15.78	16.59	15.64	5.354	12.91	17.65
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%

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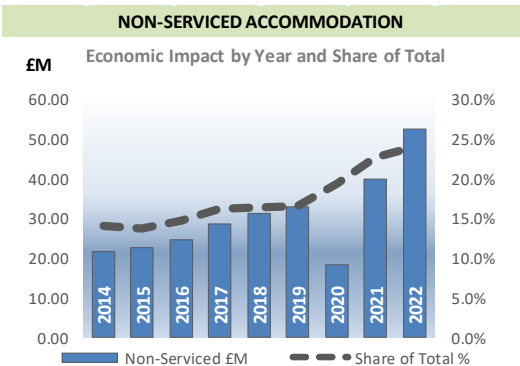


STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												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 2022		173.4%	131.2%	147.4%	145.3%	144.8%	131.6%	139.8%	132.7%	157.5%	137.5%	140.7%	237.4%	144.7%	Annual Change	149.3%	139.9%	142.1%	158.9%
% Change 2021 to 2022		4221.0%	3967.9%	4603.7%	271.5%	39.8%	9.8%	13.4%	11.3%	-3.2%	-11.0%	7.3%	46.7%	31.7%		4315.7%	47.8%	7.0%	5.2%
Average Annual Change		21.7%	16.4%	18.4%	18.2%	18.1%	16.4%	17.5%	16.6%	19.7%	17.2%	17.6%	29.7%	18.1%		18.7%	17.5%	17.8%	19.9%
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
2021	£M	0.036	0.037	0.057	1.050	4.333	5.264	6.238	7.751	7.093	4.195	2.225	1.516	39.79	118.0%	0.131	10.65	21.08	7.936
2022	£M	1.567	1.517	2.680	3.901	6.058	5.782	7.074	8.624	6.869	3.733	2.389	2.224	52.42	31.7%	5.764	15.74	22.57	8.346

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Non-Serviced	£M	21.42	22.53	24.43	28.46	31.24	32.80	18.26	39.79	52.42
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%

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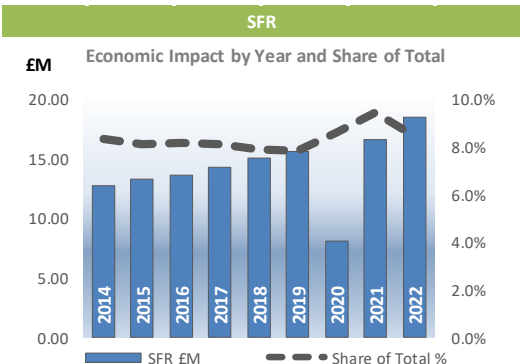
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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												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 2022		49.2%	37.2%	46.5%	41.2%	45.0%	41.4%	40.5%	38.5%	44.9%	41.9%	38.7%	56.5%	44.4%	Annual Change	46.1%	42.4%	40.7%	49.1%
% Change 2021 to 2022		1883.2%	1673.1%	2028.7%	162.1%	-2.9%	-22.9%	-18.3%	-18.2%	-35.3%	-40.1%	-27.0%	-27.3%	10.7%		1872.2%	23.9%	-23.0%	-30.8%
Average Annual Change		6.1%	4.7%	5.8%	5.1%	5.6%	5.2%	5.1%	4.8%	5.6%	5.2%	4.8%	7.1%	5.6%		5.8%	5.3%	5.1%	6.1%
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	Annual Change	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		3.235	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		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		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		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		3.728	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		3.139	0.217	3.103	1.657
2021	£M	0.128	0.047	0.051	0.800	1.530	1.487	2.165	2.275	1.736	1.771	1.172	3.424	16.59		0.227	3.817	6.175	6.367
2022	£M	2.548	0.840	1.088	2.097	1.485	1.146	1.769	1.861	1.123	1.060	0.856	2.490	18.36		4.476	4.728	4.753	4.406

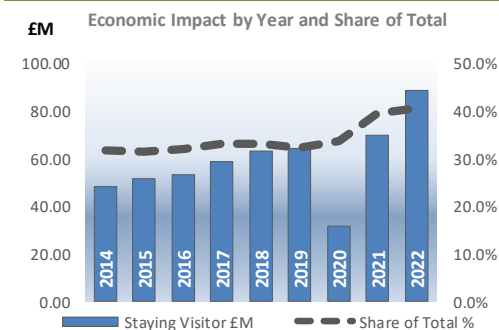
ECONOMIC IMPACT - IN HISTORIC PRICES											SFR	
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	£M	12.72	13.20	13.54	14.28	14.98	15.55	8.115	16.59	18.36		
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00		
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%		
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%		
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%		
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%		

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



STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												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 2022		70.8%	53.7%	70.5%	76.9%	97.7%	96.4%	86.3%	79.8%	91.7%	85.7%	66.9%	96.3%	83.4%	Annual Change	66.1%	90.9%	85.2%	83.6%
% Change 2021 to 2022		1379.9%	1083.3%	1282.2%	230.8%	41.5%	6.5%	7.2%	3.9%	-7.1%	-15.1%	-0.7%	-0.5%	27.6%		1260.5%	48.6%	1.5%	-6.6%
Average Annual Change		8.8%	6.7%	8.8%	9.6%	12.2%	12.1%	10.8%	10.0%	11.5%	10.7%	8.4%	12.0%	10.4%		8.3%	11.4%	10.7%	10.4%
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
2021	£M	0.331	0.264	0.333	2.154	6.348	8.250	10.36	12.69	10.58	7.423	4.614	5.937	69.29	118.4%	0.928	16.75	33.63	17.97
2022	£M	4.902	3.121	4.598	7.126	8.980	8.783	11.11	13.19	9.821	6.303	4.580	5.908	88.43	27.6%	12.62	24.89	34.13	16.79

ECONOMIC IMPACT - IN HISTORIC PRICES											STAYING VISITOR	
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	£M	48.21	51.16	53.16	58.52	62.82	63.99	31.73	69.29	88.43		
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00		
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%		
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%		
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%		
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%		

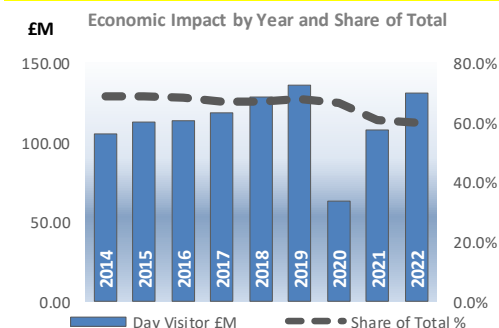


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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2022		29.3%	27.3%	44.6%	10.3%	19.3%	39.4%	0.2%	26.2%	32.6%	29.9%	18.7%	31.3%	24.6%	Annual Change	35.1%	23.5%	19.2%	26.8%
% Change 2021 to 2022		174.5%	116.0%	110.8%	57.5%	24.4%	7.8%	8.1%	-3.1%	-2.5%	0.1%	8.9%	15.1%	21.7%		124.6%	24.0%	0.0%	6.0%
Average Annual Change		3.7%	3.4%	5.6%	1.3%	2.4%	4.9%	0.0%	3.3%	4.1%	3.7%	2.3%	3.9%	3.1%		4.4%	2.9%	2.4%	3.4%
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
2021	£M	2.116	3.717	5.346	7.299	11.63	15.30	10.85	19.57	11.96	9.532	5.416	4.537	107.27	70.5%	11.18	34.23	42.37	19.49
2022	£M	5.808	8.029	11.27	11.49	14.46	16.50	11.73	18.96	11.67	9.541	5.899	5.221	130.58	21.7%	25.10	42.45	42.36	20.66

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	£M	104.79	112.67	113.42	118.36	127.89	135.52	62.91	107.27	130.58
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%

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## Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2022

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

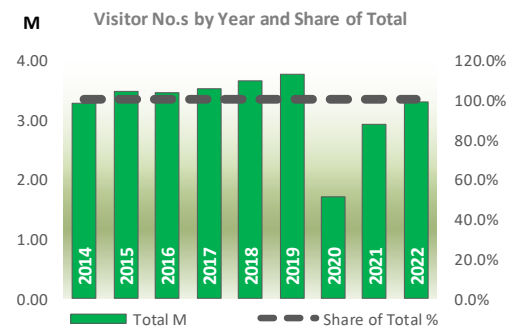
STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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 2022		5.3%	1.7%	15.1%	-10.0%	-2.8%	11.9%	-17.0%	1.9%	7.9%	4.8%	-3.2%	8.8%	1.1%	Annual Change	8.2%	0.0%	-2.8%	3.4%
% Change 2021 to 2022		186.0%	111.0%	105.6%	52.9%	16.4%	-0.4%	-0.3%	-9.9%	-10.3%	-9.1%	-0.6%	3.6%	13.3%		122.9%	16.5%	-7.5%	-3.5%
Average Annual Change		0.7%	0.2%	1.9%	-1.2%	-0.4%	1.5%	-2.1%	0.2%	1.0%	0.6%	-0.4%	1.1%	0.1%		1.0%	0.0%	-0.4%	0.4%
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	0.524
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
2021	M	0.054	0.093	0.134	0.189	0.310	0.406	0.302	0.523	0.335	0.264	0.155	0.141	2.907	70.7%	0.282	0.904	1.160	0.561
2022	M	0.156	0.197	0.275	0.288	0.361	0.404	0.301	0.471	0.301	0.240	0.154	0.146	3.295	13.3%	0.628	1.053	1.073	0.541

VISITOR NUMBERS										TOTAL		
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022		
Total	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295		
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%											
Change in Share from 2014	%											
Avg Ann. Change in Share	%											

**M** Visitor No.s by Year and Share of Total

Year	Visitor No.s (M)	Share of Total (%)
2014	3.261	100.0%
2015	3.460	100.0%
2016	3.438	100.0%
2017	3.506	100.0%
2018	3.641	100.0%
2019	3.752	100.0%
2020	1.703	100.0%
2021	2.907	100.0%
2022	3.295	100.0%

*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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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			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 2022		12.2%	-16.7%	-28.0%	2.6%	5.2%	9.6%	-0.2%	-21.5%	-6.7%	1.9%	1.4%	24.6%	-3.0%	Annual Change	-15.0%	6.2%	-10.0%	8.8%
% Change 2021 to 2022		348.6%	302.4%	239.9%	263.7%	187.5%	17.1%	9.5%	-4.4%	-0.9%	-1.8%	3.9%	13.6%	29.2%		289.5%	89.7%	1.1%	5.4%
Average Annual Change		1.5%	-2.1%	-3.5%	0.3%	0.6%	1.2%	0.0%	-2.7%	-0.8%	0.2%	0.2%	3.1%	-0.4%		-1.9%	0.8%	-1.2%	1.1%
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		10.6	12.6	25.2	16.2
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
2021	000s	0.6	0.8	0.9	1.0	1.6	4.5	6.7	7.2	8.6	5.0	6.1	5.5	48.5	131.2%	2.3	7.1	22.5	16.7
2022	000s	2.6	3.4	3.1	3.5	4.7	5.2	7.3	6.9	8.5	5.0	6.4	6.3	62.7	29.2%	9.0	13.4	22.7	17.6

VISITOR NUMBERS									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced 000s	64.6	67.6	65.9	66.6	68.0	62.9	21.0	48.5	62.7
All Visitor Types M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3
Share of Total %	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%	1.2%	1.7%	1.9%
Annual Change in Share %		-1.3%	-1.9%	-0.9%	-1.7%	-10.2%	-26.5%	35.4%	14.0%
Change in Share from 2014 %		-1.3%	-3.2%	-4.1%	-5.7%	-15.4%	-37.8%	-15.8%	-4.0%
Avg Ann. Change in Share %		-1.3%	-1.6%	-1.4%	-1.4%	-3.1%	-6.3%	-2.3%	-0.5%

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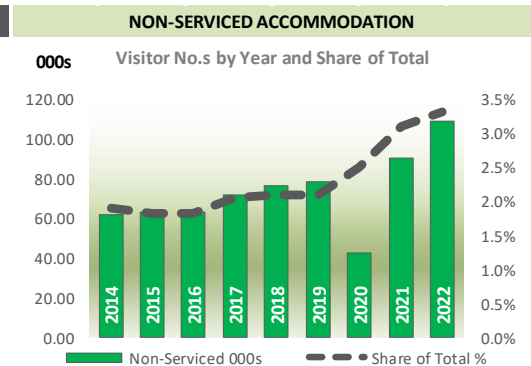
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2022			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 2022		92.1%	71.6%	84.4%	66.8%	72.5%	66.6%	70.4%	82.0%	92.5%	59.6%	56.0%	125.1%	75.7%	Annual Change	82.5%	69.0%	82.0%	69.3%
% Change 2021 to 2022		3958.5%	3720.3%	4312.3%	248.0%	30.5%	2.5%	7.1%	4.8%	-9.6%	-16.5%	0.6%	37.8%	21.2%		4052.4%	39.1%	-0.1%	-2.8%
Average Annual Change		11.5%	8.9%	10.6%	8.3%	9.1%	8.3%	8.8%	10.3%	11.6%	7.4%	7.0%	15.6%	9.5%		10.3%	8.6%	10.3%	8.7%
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	2.0%	5.8	19.6	25.7	10.8
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		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		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
2021	000s	0.1	0.1	0.1	2.4	10.3	11.2	12.1	16.8	18.0	10.1	5.7	2.9	89.7	110.8%	0.3	23.8	46.9	18.8
2022	000s	2.5	2.9	5.2	8.3	13.4	11.5	13.0	17.6	16.3	8.4	5.7	4.1	108.8	21.2%	10.6	33.1	46.8	18.2

VISITOR NUMBERS										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Non-Serviced	000s	61.9	63.1	62.7	71.5	76.1	78.1	42.6	89.7	108.8
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3
Share of Total	%	1.9%	1.8%	1.8%	2.0%	2.1%	2.1%	2.5%	3.1%	3.3%
Annual Change in Share	%		-3.9%	0.0%	11.8%	2.5%	-0.4%	20.1%	23.5%	7.0%
Change in Share from 2014	%		-3.9%	-3.9%	7.4%	10.1%	9.6%	31.7%	62.6%	73.9%
Avg Ann. Change in Share	%		-3.9%	-1.9%	2.5%	2.5%	1.9%	5.3%	8.9%	9.2%



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

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2022	18.6%	9.1%	16.5%	12.2%	15.3%	12.5%	11.8%	10.1%	15.2%	12.8%	10.3%	24.4%		14.7%	15.9%	13.3%	12.1%	17.8%	
% Change 2021 to 2022	1021.2%	913.4%	1072.4%	168.0%	7.0%	-23.1%	-19.7%	-21.7%	-34.0%	-38.5%	-25.6%	-20.5%		11.2%	1009.4%	22.5%	-24.8%	-27.2%	
Average Annual Change	2.3%	1.1%	2.1%	1.5%	1.9%	1.6%	1.5%	1.3%	1.9%	1.6%	1.3%	3.1%		1.8%	2.0%	1.7%	1.5%	2.2%	
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
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
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
2021	000s	1.6	0.7	0.7	5.0	10.9	12.3	15.3	15.9	13.6	14.0	9.8	20.9	120.7	86.2%	3.0	28.3	44.8	44.7
2022	000s	17.7	6.9	8.8	13.5	11.7	9.5	12.3	12.4	9.0	8.6	7.3	16.6	134.2	11.2%	33.4	34.6	33.7	32.5

VISITOR NUMBERS									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
SFR 000s	117.0	120.2	121.6	125.0	126.2	127.6	64.8	120.7	134.2
All Visitor Types M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3
Share of Total %	3.6%	3.5%	3.5%	3.6%	3.5%	3.4%	3.8%	4.2%	4.1%
Annual Change in Share %		-3.2%	1.8%	0.8%	-2.8%	-1.9%	11.9%	9.1%	-1.9%
Change in Share from 2014 %		-3.2%	-1.4%	-0.6%	-3.4%	-5.2%	6.1%	15.7%	13.5%
Avg Ann. Change in Share %		-3.2%	-0.7%	-0.2%	-0.9%	-1.0%	1.0%	2.2%	1.7%

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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			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 2022		23.0%	9.0%	16.7%	23.9%	33.1%	30.3%	25.6%	24.2%	33.1%	23.7%	17.1%	33.5%	25.5%	Annual Change	17.2%	29.3%	27.4%	25.3%	
% Change 2021 to 2022		929.9%	723.2%	864.5%	201.7%	30.4%	-6.4%	-4.4%	-7.4%	-16.0%	-24.6%	-10.3%	-8.2%	18.0%		849.8%	37.2%	-9.6%	-14.7%	
Average Annual Change		2.9%	1.1%	2.1%	3.0%	4.1%	3.8%	3.2%	3.0%	4.1%	3.0%	2.1%	4.2%	3.2%		2.2%	3.7%	3.4%	3.2%	
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	Annual Change	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
2021	000s	2.2	1.6	1.8	8.4	22.8	28.0	34.1	39.8	40.2	29.1	21.7	29.3	259.0		101.7%	5.6	59.1	114.1	80.1
2022	000s	22.7	13.2	17.0	25.2	29.8	26.2	32.6	36.9	33.7	22.0	19.4	26.9	305.6		18.0%	53.0	81.2	103.2	68.3

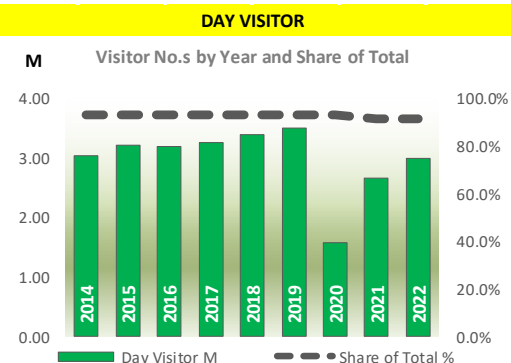
VISITOR NUMBERS										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Staying Visitor	000s	243.5	250.8	250.2	263.1	270.2	268.6	128.4	259.0	305.6
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3
Share of Total	%	7.5%	7.3%	7.3%	7.5%	7.4%	7.2%	7.5%	8.9%	9.3%
Annual Change in Share	%		-2.9%	0.4%	3.1%	-1.1%	-3.6%	5.3%	18.2%	4.1%
Change in Share from 2014	%		-2.9%	-2.5%	0.5%	-0.6%	-4.1%	1.0%	19.3%	24.2%
Avg Ann. Change in Share	%		-2.9%	-1.3%	0.2%	-0.1%	-0.8%	0.2%	2.8%	3.0%



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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			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 2022			2.8%	1.2%	15.0%	-12.3%	-5.1%	10.8%	-20.3%	0.3%	5.4%	3.3%	-5.6%	4.4%	-0.9%	Annual Change		7.4%	-1.8%	-5.2%	0.8%
% Change 2021 to 2022			154.6%	100.3%	95.4%	46.0%	15.3%	0.0%	0.3%	-10.2%	-9.6%	-7.2%	1.0%	6.7%	12.9%			108.2%	15.0%	-7.3%	-1.7%
Average Annual Change			0.4%	0.2%	1.9%	-1.5%	-0.6%	1.4%	-2.5%	0.0%	0.7%	0.4%	-0.7%	0.6%	-0.1%			0.9%	-0.2%	-0.7%	0.1%
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	
2021	M		0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481	
2022	M		0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473	

VISITOR NUMBERS										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295
Share of Total	%	92.5%	92.7%	92.7%	92.5%	92.6%	92.8%	92.5%	91.1%	90.7%
Annual Change in Share	%		0.2%	0.0%	-0.2%	0.1%	0.3%	-0.4%	-1.5%	-0.4%
Change in Share from 2014	%		0.2%	0.2%	0.0%	0.0%	0.3%	-0.1%	-1.6%	-2.0%
Avg Ann. Change in Share	%		0.2%	0.1%	0.0%	0.0%	0.1%	0.0%	-0.2%	-0.2%



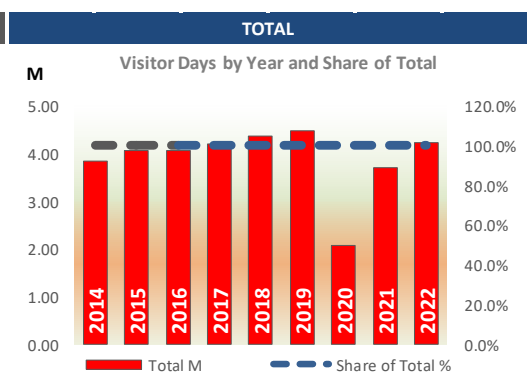
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## Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2022

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

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			TOTAL																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2022			12.5%	5.6%	19.9%	-1.4%	7.4%	19.7%	-4.6%	10.6%	20.2%	13.3%	5.0%	21.0%		10.0%	13.2%	8.9%	8.1%	12.9%
% Change 2021 to 2022			263.8%	138.8%	137.9%	70.9%	17.9%	-0.7%	-0.3%	-8.3%	-11.5%	-12.4%	-2.6%	-1.7%		14.3%	163.0%	19.6%	-7.1%	-6.8%
Average Annual Change			1.6%	0.7%	2.5%	-0.2%	0.9%	2.5%	-0.6%	1.3%	2.5%	1.7%	0.6%	2.6%		1.3%	1.7%	1.1%	1.0%	1.6%
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	0.622
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	
2021	M	0.056	0.095	0.136	0.214	0.392	0.505	0.412	0.659	0.460	0.346	0.200	0.207	3.683	78.0%	0.287	1.112	1.531	0.753	
2022	M	0.206	0.226	0.323	0.366	0.462	0.502	0.411	0.605	0.407	0.303	0.195	0.204	4.209	14.3%	0.754	1.330	1.422	0.702	

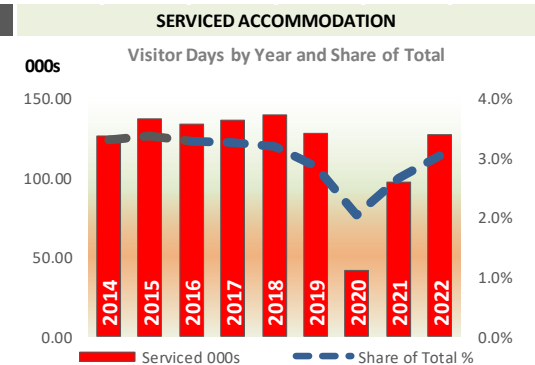
VISITOR DAYS										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Total	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%									
Change in Share from 2014	%									
Avg Ann. Change in Share	%									



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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			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 2022		6.2%	-18.5%	-23.0%	-2.8%	11.1%	28.2%	3.5%	-5.5%	-11.4%	13.0%	-5.1%	26.7%	1.1%	Annual Change	-13.7%	13.4%	-4.6%	9.6%
% Change 2021 to 2022		347.8%	305.3%	251.0%	251.6%	181.6%	17.3%	9.9%	-3.8%	-0.7%	-1.6%	4.2%	13.6%	30.6%		296.4%	83.1%	1.2%	4.4%
Average Annual Change		0.8%	-2.3%	-2.9%	-0.3%	1.4%	3.5%	0.4%	-0.7%	-1.4%	1.6%	-0.6%	3.3%	0.1%		-1.7%	1.7%	-0.6%	1.2%
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	-2.5%  1.9%  2.4%  -8.3%  -67.0%  131.9%  30.6%	20.4	28.8	49.4	27.1
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		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		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		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		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		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		15.4	3.1	17.1	6.3
2021	000s	1.3	1.4	1.7	2.4	3.8	11.7	13.9	19.1	13.5	11.3	9.4	7.7	97.2		4.4	17.8	46.5	28.4
2022	000s	5.8	5.7	6.1	8.3	10.6	13.7	15.3	18.3	13.4	11.1	9.8	8.7	127.0		17.6	32.6	47.1	29.6

VISITOR DAYS									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced 000s	125.6	136.1	132.8	135.3	138.6	127.0	41.9	97.2	127.0
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2
Share of Total %	3.3%	3.4%	3.3%	3.2%	3.2%	2.8%	2.0%	2.6%	3.0%
Annual Change in Share %		2.3%	-2.5%	-1.3%	-1.5%	-10.8%	-28.7%	30.2%	14.3%
Change in Share from 2014 %		2.3%	-0.3%	-1.5%	-3.0%	-13.4%	-38.3%	-19.6%	-8.1%
Avg Ann. Change in Share %		2.3%	-0.1%	-0.5%	-0.7%	-2.7%	-6.4%	-2.8%	-1.0%



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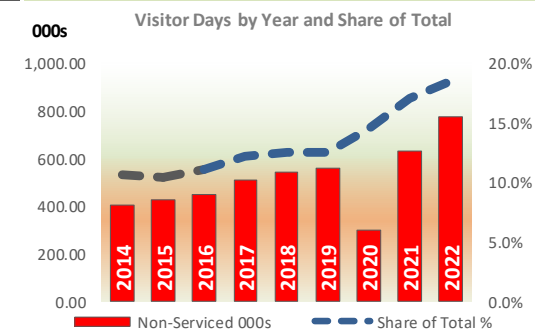


STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												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 2022		110.7%	80.5%	91.6%	90.5%	91.4%	81.1%	88.6%	83.4%	101.2%	84.1%	86.9%	163.2%	91.3%	Annual Change	93.2%	87.2%	90.5%	100.7%
% Change 2021 to 2022		3958.6%	3720.4%	4312.4%	248.1%	30.5%	2.5%	7.1%	4.8%	-9.6%	-16.5%	0.6%	37.8%	23.4%		4047.8%	37.2%	0.2%	-1.5%
Average Annual Change		13.8%	10.1%	11.5%	11.3%	11.4%	10.1%	11.1%	10.4%	12.6%	10.5%	10.9%	20.4%	11.4%		11.7%	10.9%	11.3%	12.6%
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
2021	000s	0.6	0.6	0.9	16.8	72.5	88.2	89.8	114.3	118.4	66.2	35.2	23.3	626.8	110.4%	2.0	177.6	322.5	124.7
2022	000s	22.5	21.9	39.6	58.6	94.7	90.4	96.1	119.9	107.0	55.2	35.5	32.1	773.6	23.4%	84.1	243.7	323.1	122.8

VISITOR DAYS										NON-SERVICED ACCOMMODATION									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022										
Non-Serviced 000s	404.4	422.9	446.3	508.7	541.1	555.7	298.0	626.8	773.6										
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2										
Share of Total %	10.6%	10.4%	11.0%	12.2%	12.4%	12.4%	14.4%	17.0%	18.4%										
Annual Change in Share %		-1.3%	5.5%	10.5%	2.3%	0.0%	15.8%	18.2%	8.0%										
Change in Share from 2014 %		-1.3%	4.1%	15.0%	17.7%	17.6%	36.2%	61.0%	73.9%										
Avg Ann. Change in Share %		-1.3%	2.1%	5.0%	4.4%	3.5%	6.0%	8.7%	9.2%										

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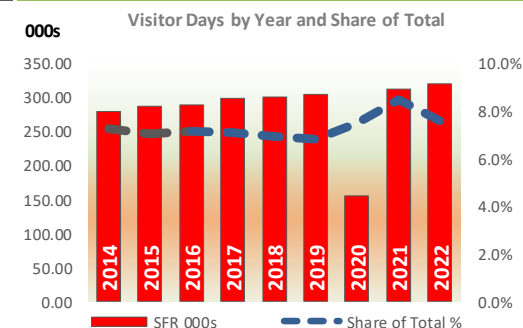
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												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 2022	18.6%	9.1%	16.5%	12.2%	15.3%	12.5%	11.8%	10.1%	15.2%	12.8%	10.3%	24.4%	14.8%	Annual Change	16.2%	13.2%	11.9%	18.6%	
% Change 2021 to 2022	1739.0%	1544.2%	1873.9%	143.1%	-10.0%	-28.5%	-24.2%	-24.1%	-40.0%	-44.5%	-32.3%	-32.6%	2.7%		1728.8%	14.9%	-28.6%	-35.8%	
Average Annual Change	2.3%	1.1%	2.1%	1.5%	1.9%	1.6%	1.5%	1.3%	1.9%	1.6%	1.3%	3.1%	1.9%		2.0%	1.7%	1.5%	2.3%	
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		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
2021	000s	2.4	0.9	1.0	15.0	28.6	27.8	40.5	42.5	32.5	33.1	21.9	64.0	310.2	101.6%	4.2	71.4	115.5	119.1
2022	000s	44.2	14.6	18.9	36.4	25.8	19.9	30.7	32.3	19.5	18.4	14.8	43.2	318.5	2.7%	77.6	82.0	82.4	76.4

VISITOR DAYS										SFR	
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR 000s	277.4	284.8	288.2	296.4	299.2	302.7	153.9	310.2	318.5		
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	
Share of Total	%	7.3%	7.0%	7.1%	7.1%	6.9%	6.8%	7.4%	8.4%	7.6%	
Annual Change in Share	%	-3.1%	1.1%	-0.3%	-2.9%	-1.5%	9.8%	13.2%	-10.2%		
Change in Share from 2014	%	-3.1%	-2.0%	-2.3%	-5.2%	-6.6%	2.6%	16.2%	4.4%		
Avg Ann. Change in Share	%	-3.1%	-1.0%	-0.8%	-1.3%	-1.3%	0.4%	2.3%	0.5%		



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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2022		35.8%	29.9%	44.1%	44.0%	61.1%	58.4%	52.5%	49.4%	64.1%	51.0%	40.6%	56.2%	51.0%	Annual Change	37.2%	54.9%	54.7%	49.9%
% Change 2021 to 2022		1604.7%	1375.2%	1696.2%	202.3%	24.9%	-2.9%	-1.4%	-3.1%	-14.9%	-23.4%	-9.7%	-11.6%	17.9%		1574.2%	34.3%	-6.6%	-15.9%
Average Annual Change		4.5%	3.7%	5.5%	5.5%	7.6%	7.3%	6.6%	6.2%	8.0%	6.4%	5.1%	7.0%	6.4%		4.6%	6.9%	6.8%	6.2%
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		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
2021	000s	4.3	2.9	3.6	34.2	104.9	127.7	144.2	175.9	164.4	110.6	66.6	95.0	1,034.2	109.5%	10.7	266.8	484.6	272.2
2022	000s	72.5	42.1	64.6	103.3	131.1	124.0	142.2	170.5	140.0	84.7	60.1	84.1	1,219.1	17.9%	179.3	358.3	452.6	228.9

VISITOR DAYS									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
Staying Visitor 000s	807.3	843.8	867.3	940.3	978.8	985.4	493.8	1,034.2	1,219.1
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2
Share of Total %	21.1%	20.8%	21.4%	22.5%	22.5%	22.1%	23.9%	28.1%	29.0%
Annual Change in Share %		-1.4%	2.7%	5.1%	0.1%	-2.0%	8.2%	17.7%	3.1%
Change in Share from 2014 %		-1.4%	1.3%	6.5%	6.6%	4.5%	13.1%	33.0%	37.2%
Avg Ann. Change in Share %		-1.4%	0.7%	2.2%	1.7%	0.9%	2.2%	4.7%	4.7%



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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			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 2022		2.8%	1.2%	15.0%	-12.3%	-5.1%	10.8%	-20.3%	0.3%	5.4%	3.3%	-5.6%	4.4%	-0.9%	Annual Change	7.4%	-1.8%	-5.2%	0.8%
% Change 2021 to 2022		154.6%	100.3%	95.4%	46.0%	15.3%	0.0%	0.3%	-10.2%	-9.6%	-7.2%	1.0%	6.7%	12.9%		108.2%	15.0%	-7.3%	-1.7%
Average Annual Change		0.4%	0.2%	1.9%	-1.5%	-0.6%	1.4%	-2.5%	0.0%	0.7%	0.4%	-0.7%	0.6%	-0.1%		0.9%	-0.2%	-0.7%	0.1%
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
2021	M	0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481
2022	M	0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473

VISITOR DAYS										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209
Share of Total	%	78.9%	79.2%	78.6%	77.5%	77.5%	77.9%	76.1%	71.9%	71.0%
Annual Change in Share	%		0.4%	-0.7%	-1.4%	0.0%	0.6%	-2.3%	-5.5%	-1.2%
Change in Share from 2014	%		0.4%	-0.4%	-1.7%	-1.8%	-1.2%	-3.5%	-8.8%	-10.0%
Avg Ann. Change in Share	%		0.4%	-0.2%	-0.6%	-0.4%	-0.2%	-0.6%	-1.3%	-1.2%

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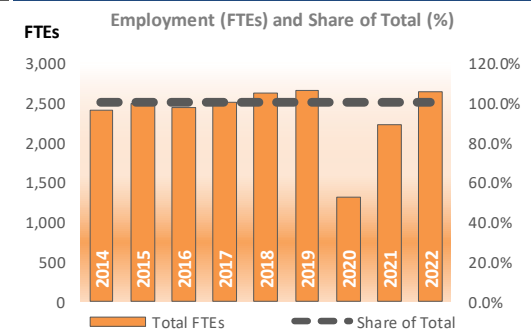
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2022

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

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			TOTAL		TOTAL EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2022		9.5%	4.6%	14.7%	0.9%	8.0%	17.3%	-0.8%	11.9%	16.9%	11.9%	5.5%	16.2%	9.6%	Annual Change	9.9%	9.0%	9.1%	11.2%	
% Change 2021 to 2022		278.5%	177.7%	170.0%	83.8%	23.9%	0.8%	0.9%	-3.9%	-11.4%	-13.6%	-1.3%	-1.3%	18.6%		197.8%	25.1%	-4.9%	-6.6%	
Average Annual Change		1.2%	0.6%	1.8%	0.1%	1.0%	2.2%	-0.1%	1.5%	2.1%	1.5%	0.7%	2.0%	1.2%		1.2%	1.1%	1.1%	1.4%	
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	
2021	FTEs	470	663	888	1,472	2,618	3,426	3,014	4,345	3,359	2,731	1,766	1,825	2,215	69.0%	674	2,505	3,573	2,107	
2022	FTEs	1,780	1,841	2,399	2,705	3,243	3,452	3,041	4,174	2,975	2,359	1,742	1,802	2,626	18.6%	2,007	3,133	3,397	1,968	

EMPLOYMENT										TOTAL	
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Total FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626		
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626		
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share %											
Change in Share from 2014 %											
Avg Ann. Change in Share %											



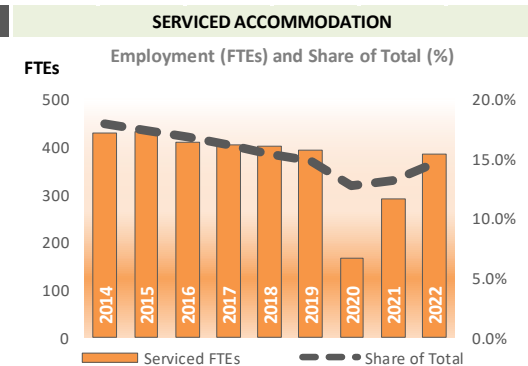
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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
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 2022		-11.2%	-14.0%	-14.6%	-11.4%	-8.9%	-5.2%	-9.4%	-11.3%	-13.0%	-8.7%	-11.9%	-6.8%	-10.5%	Annual Change	-13.3%	-8.4%	-11.2%	-9.2%
% Change 2021 to 2022		183.6%	195.1%	191.1%	177.9%	128.5%	2.5%	1.2%	-2.4%	-1.7%	-2.0%	-0.9%	0.4%	32.1%		189.9%	65.9%	-1.0%	-0.9%
Average Annual Change		-1.4%	-1.7%	-1.8%	-1.4%	-1.1%	-0.7%	-1.2%	-1.4%	-1.6%	-1.1%	-1.5%	-0.8%	-1.3%		-1.7%	-1.1%	-1.4%	-1.1%
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
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
2021	FTEs	122	117	120	131	168	398	416	456	413	395	380	367	290	74.3%	119	233	428	381
2022	FTEs	345	344	348	365	384	408	421	445	406	387	377	368	383	32.1%	346	386	424	377

EMPLOYMENT									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced FTEs	428	429	407	403	400	391	167	290	383
Total Employment	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626
Share of Total	17.9%	17.3%	16.7%	16.1%	15.3%	14.8%	12.7%	13.1%	14.6%
Annual Change in Share		-3.1%	-3.4%	-3.9%	-4.9%	-3.4%	-14.0%	3.1%	11.4%
Change in Share from 2014		-3.1%	-6.3%	-10.0%	-14.4%	-17.3%	-28.9%	-26.7%	-18.4%
Avg Ann. Change in Share		-3.1%	-3.2%	-3.3%	-3.6%	-3.5%	-4.8%	-3.8%	-2.3%

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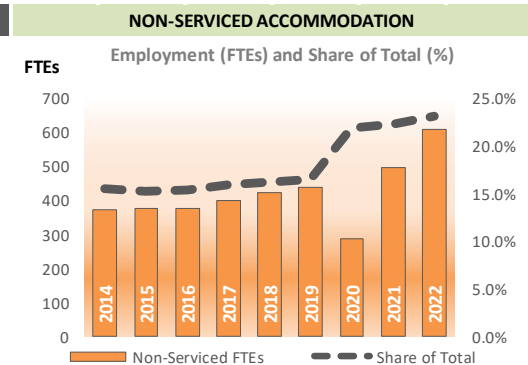
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2022			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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2022		49.4%	47.4%	53.5%	60.6%	66.6%	61.7%	64.9%	79.0%	72.3%	57.9%	53.1%	63.3%	62.7%	Annual Change	50.3%	63.1%	72.4%	57.9%
% Change 2021 to 2022		696.0%	757.2%	870.0%	106.5%	15.9%	2.3%	4.8%	11.9%	-16.3%	-24.5%	0.5%	9.5%	22.7%		776.4%	25.4%	-0.9%	-9.0%
Average Annual Change		6.2%	5.9%	6.7%	7.6%	8.3%	7.7%	8.1%	9.9%	9.0%	7.2%	6.6%	7.9%	7.8%		6.3%	7.9%	9.0%	7.2%
2014	FTEs	251	256	313	362	453	456	458	526	470	357	300	258	372	1.4%	273	424	485	305
2015	FTEs	253	258	320	368	461	462	464	533	477	362	303	260	377		277	430	491	309
2016	FTEs	247	251	306	361	456	458	463	540	482	360	299	254	373		-1.0%	268	425	495
2017	FTEs	257	260	309	380	498	487	504	581	540	373	309	260	397	6.3%	275	455	542	314
2018	FTEs	269	272	320	402	539	524	534	633	570	398	323	272	421	6.2%	287	488	579	331
2019	FTEs	281	279	329	432	563	537	561	647	575	407	337	283	436	3.4%	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
2021	FTEs	47	44	50	281	652	720	722	841	967	746	457	385	493	72.6%	47	551	843	529
2022	FTEs	375	377	480	581	755	737	756	941	809	563	459	421	605	22.7%	411	691	835	481

EMPLOYMENT									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
Non-Serviced FTEs	372	377	373	397	421	436	285	493	605
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626
Share of Total %	15.5%	15.2%	15.3%	15.8%	16.1%	16.5%	21.8%	22.2%	23.0%
Annual Change in Share %		-1.8%	0.7%	3.4%	1.8%	2.1%	32.4%	2.1%	3.5%
Change in Share from 2014 %		-1.8%	-1.1%	2.2%	4.0%	6.1%	40.5%	43.5%	48.5%
Avg Ann. Change in Share %		-1.8%	-0.6%	0.7%	1.0%	1.2%	6.7%	6.2%	6.1%

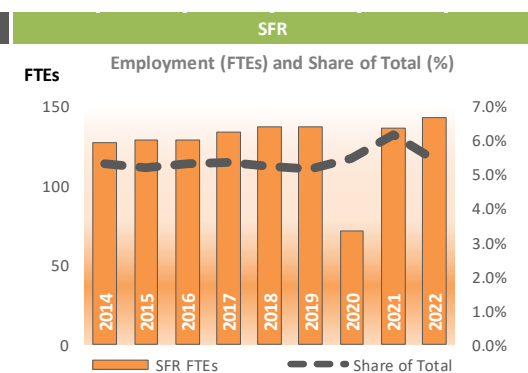


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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT 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 2022	16.2%	6.9%	14.1%	10.0%	13.0%	10.2%	9.5%	7.9%	12.9%	10.5%	8.1%	21.9%	12.5%	Annual Change	13.8%	11.0%	9.7%	16.2%	
% Change 2021 to 2022	1674.7%	1486.7%	1804.9%	148.0%	-8.2%	-27.1%	-22.7%	-22.6%	-38.8%	-43.4%	-30.9%	-31.2%	4.7%		1664.8%	17.2%	-27.2%	-34.5%	
Average Annual Change	2.0%	0.9%	1.8%	1.2%	1.6%	1.3%	1.2%	1.0%	1.6%	1.3%	1.0%	2.7%	1.6%		1.7%	1.4%	1.2%	2.0%	
2014 FTEs	204	73	89	177	122	97	150	160	92	89	74	190	126		1.4%	122	132	134	117
2015 FTEs	210	75	91	179	123	98	151	161	93	91	73	192	128			126	133	135	119
2016 FTEs	210	75	91	178	124	98	151	162	94	91	73	195	129	0.4%	125	133	136	120	
2017 FTEs	214	78	91	186	131	102	157	166	100	93	75	204	133	3.6%	128	140	141	124	
2018 FTEs	219	80	92	189	135	105	160	172	101	96	77	209	136	2.4%	130	143	144	127	
2019 FTEs	221	80	92	192	136	104	161	171	99	94	78	210	136	0.0%	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	
2021 FTEs	13	5	5	79	150	146	213	223	170	174	115	336	136	90.7%	8	125	202	208	
2022 FTEs	237	78	101	195	138	106	164	173	104	98	79	231	142	4.7%	139	146	147	136	

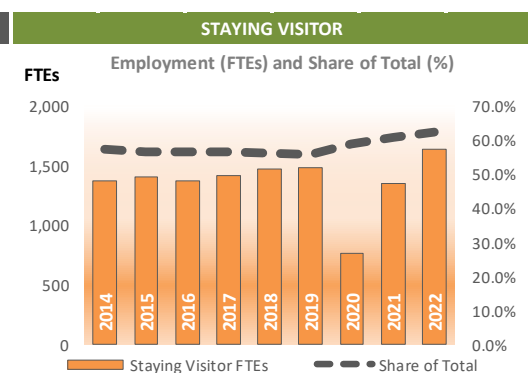
EMPLOYMENT									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
SFR FTEs	126	128	129	133	136	136	71	136	142
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626
Share of Total %	5.3%	5.2%	5.3%	5.3%	5.2%	5.1%	5.4%	6.1%	5.4%
Annual Change in Share %		-1.8%	2.1%	0.7%	-1.9%	-1.4%	5.5%	12.8%	-11.7%
Change in Share from 2014 %		-1.8%	0.2%	0.9%	-1.0%	-2.3%	3.1%	16.3%	2.7%
Avg Ann. Change in Share %		-1.8%	0.1%	0.3%	-0.2%	-0.5%	0.5%	2.3%	0.3%



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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR											TOTAL		% Change				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2022		13.5%	9.6%	14.9%	20.0%	28.1%	27.3%	25.0%	31.2%	28.3%	20.6%	14.3%	21.1%	22.0%	Annual Change	12.8%	25.2%	28.3%	18.8%
% Change 2021 to 2022		425.3%	382.6%	432.9%	132.2%	31.7%	-1.1%	-0.7%	2.5%	-14.9%	-20.2%	-3.9%	-6.2%	23.0%		414.3%	34.6%	-4.6%	-11.0%
Average Annual Change		1.7%	1.2%	1.9%	2.5%	3.5%	3.4%	3.1%	3.9%	3.5%	2.6%	1.8%	2.6%	2.7%		1.6%	3.2%	3.5%	2.3%
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	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	2.6%	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	2.7%	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	0.6%	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
2021	FTEs	182	166	174	491	970	1,265	1,350	1,521	1,550	1,315	952	1,088	919	75.6%	174	909	1,474	1,118
2022	FTEs	957	799	929	1,141	1,278	1,251	1,341	1,559	1,319	1,049	916	1,021	1,130	23.0%	895	1,223	1,407	995

EMPLOYMENT									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
Staying Visitor FTEs	1,370	1,397	1,371	1,415	1,465	1,476	768	1,345	1,630
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626
Share of Total %	57.2%	56.5%	56.4%	56.5%	56.1%	55.7%	58.6%	60.7%	62.1%
Annual Change in Share %		-1.2%	-0.2%	0.3%	-0.8%	-0.6%	5.1%	3.6%	2.2%
Change in Share from 2014 %		-1.2%	-1.4%	-1.1%	-1.9%	-2.5%	2.5%	6.2%	8.6%
Avg Ann. Change in Share %		-1.2%	-0.7%	-0.4%	-0.5%	-0.5%	0.4%	0.9%	1.1%



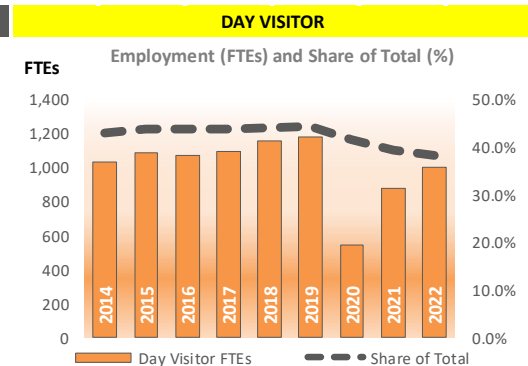
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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% 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			Q1	Q2	Q3	Q4
% Change 2014 to 2022		0.8%	-0.8%	12.7%	-14.0%	-7.0%	8.6%	-21.9%	-1.7%	3.3%	1.2%	-7.5%	2.3%	-2.9%	Annual Change	5.2%	-3.8%	-7.1%	-1.2%
% Change 2021 to 2022		147.6%	94.8%	90.1%	49.0%	17.7%	2.0%	2.3%	-8.3%	-7.7%	-5.3%	3.0%	8.9%	14.6%		102.5%	17.3%	-5.4%	0.3%
Average Annual Change		0.1%	-0.1%	1.6%	-1.8%	-0.9%	1.1%	-2.7%	-0.2%	0.4%	0.1%	-0.9%	0.3%	-0.4%		0.7%	-0.5%	-0.9%	-0.1%
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
2021	FTEs	215	377	543	706	1,125	1,481	1,050	1,894	1,158	923	524	439	870	60.4%	378	1,104	1,367	629
2022	FTEs	532	735	1,032	1,053	1,324	1,511	1,074	1,736	1,068	874	540	478	996	14.6%	766	1,296	1,293	631

EMPLOYMENT									
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor FTEs	1,026	1,077	1,062	1,088	1,148	1,172	542	870	996
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626
Share of Total %	42.8%	43.5%	43.6%	43.5%	43.9%	44.3%	41.4%	39.3%	37.9%
Annual Change in Share %		1.7%	0.3%	-0.4%	1.0%	0.8%	-6.5%	-5.1%	-3.4%
Change in Share from 2014 %		1.7%	1.9%	1.5%	2.5%	3.3%	-3.4%	-8.3%	-11.4%
Avg Ann. Change in Share %		1.7%	1.0%	0.5%	0.6%	0.7%	-0.6%	-1.2%	-1.4%

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

**2022**

**STAYING VISITORS**

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

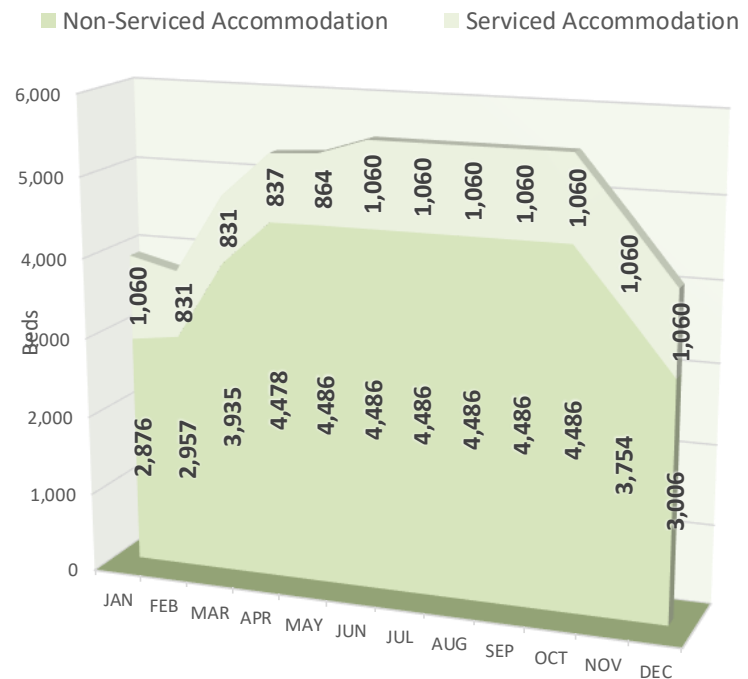
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	87	1,060	-3	-27	-19	-65
+50 Room	0	0	0	0	0	0
11-50 Room	10	469	0	0	+1	-11
<10 Room	77	591	-3	-27	-20	-54

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	206	4,486	-1	-8	+62	+1,410
Self catering	155	1,404	-1	-8	+44	+592
Static caravans/chalets	0	855	0	0	0	+70
Touring caravans/camping	49	2,187	0	0	+19	+792
Youth Hostels	2	40	0	0	-1	-44

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	293	5,546	-4	-35	+43	+1,345
Serviced Accommodation Share of Total	30%	19%				
Non-Serviced Accommodation Share of Total	70%	81%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,936	3,787	4,766	5,315	5,350	5,546	5,546	5,546	5,546	5,546	4,814	4,066
Serviced Accommodation	1,060	831	831	837	864	1,060	1,060	1,060	1,060	1,060	1,060	1,060
Non-Serviced Accommodation	2,876	2,957	3,935	4,478	4,486	4,486	4,486	4,486	4,486	4,486	3,754	3,006

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2022**



## Report Sections With Historic Financial Data Indexed to 2022 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: 2022*

<b>2014</b>	<i>1.26</i>
<b>2015</b>	<i>1.24</i>
<b>2016</b>	<i>1.23</i>
<b>2017</b>	<i>1.20</i>
<b>2018</b>	<i>1.15</i>
<b>2019</b>	<i>1.12</i>
<b>2020</b>	<i>1.09</i>
<b>2021</b>	<i>1.08</i>
<b>2022</b>	<i>1.00</i>

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

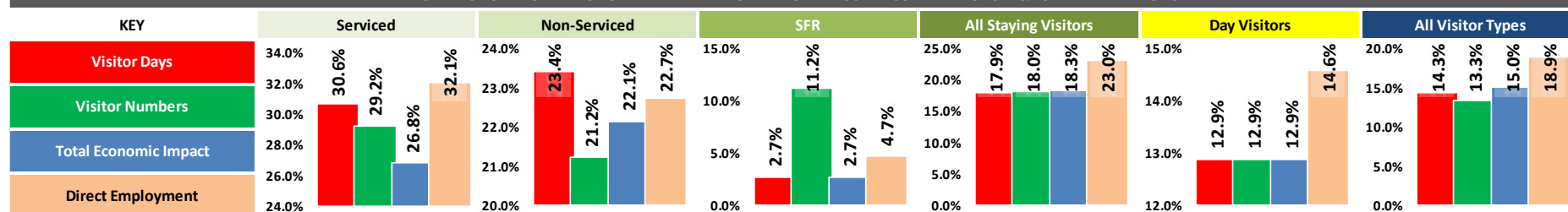
**Comparing 2022 and 2021**  
2021 in 2022 prices (1.078)

**COMPARATIVE HEADLINES**

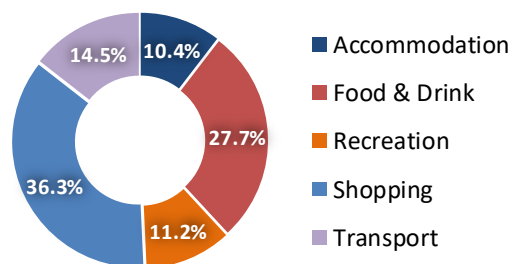
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022**

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.127	0.097	30.6%	0.774	0.627	23.4%	0.318	0.310	2.7%	1.219	1.034	17.9%	2.990	2.649	12.9%	4.209	3.683	14.3%
Visitor Numbers	M	0.063	0.049	29.2%	0.109	0.090	21.2%	0.134	0.121	11.2%	0.306	0.259	18.0%	2.990	2.649	12.9%	3.295	2.907	13.3%
Direct Expenditure	£M																162.67	141.50	15.0%
Economic Impact	£M	17.65	13.92	26.8%	52.42	42.92	22.1%	18.36	17.89	2.7%	88.43	74.72	18.3%	130.58	115.68	12.9%	219.00	190.40	15.0%
Direct Employment	FTEs	383	290	32.1%	605	493	22.7%	142	136	4.7%	1,130	919	23.0%	996	870	14.6%	2,126	1,788	18.9%
Total Employment	FTEs																2,626	2,215	18.6%

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



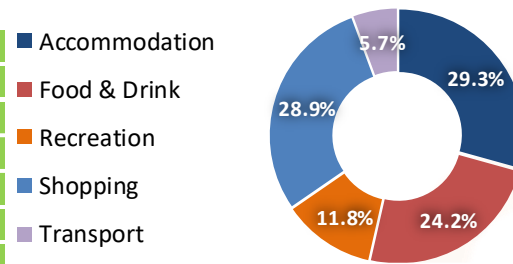
**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022**



**Direct Expenditure Categories**

	2022	2021	+/- %	Sectors	2022	2021	+/- %
	16.95	14.00	21.1%	Accommodation	623	495	25.8%
	45.06	39.39	14.4%	Food & Drink	516	443	16.3%
	18.14	15.87	14.3%	Recreation	252	217	16.2%
	59.00	51.64	14.3%	Shopping	616	530	16.2%
	23.51	20.60	14.2%	Transport	120	104	16.1%
	162.67	141.50	15.0%	TOTAL DIRECT	2,126	1,788	18.9%
	56.33	48.90	15.2%	Indirect	500	426	17.2%
	219.00	190.40	15.0%	TOTAL	2,626	2,215	18.6%

**Sectoral Distribution of Employment - FTEs**



**Direct Employment Categories**

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 2022 Prices

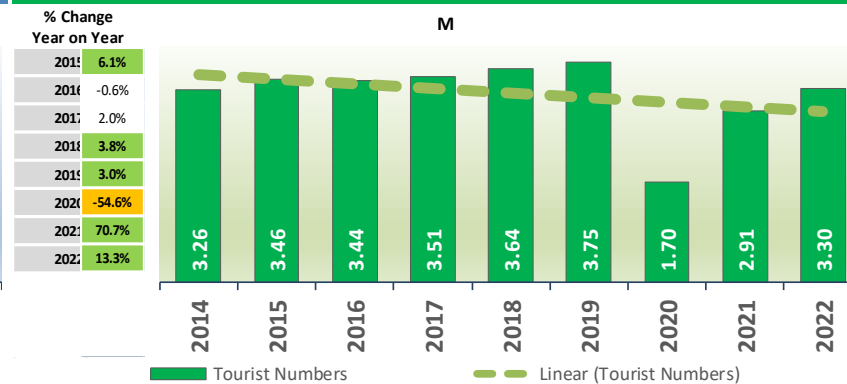
TOTAL

KEY MEASURES  
 Indexed

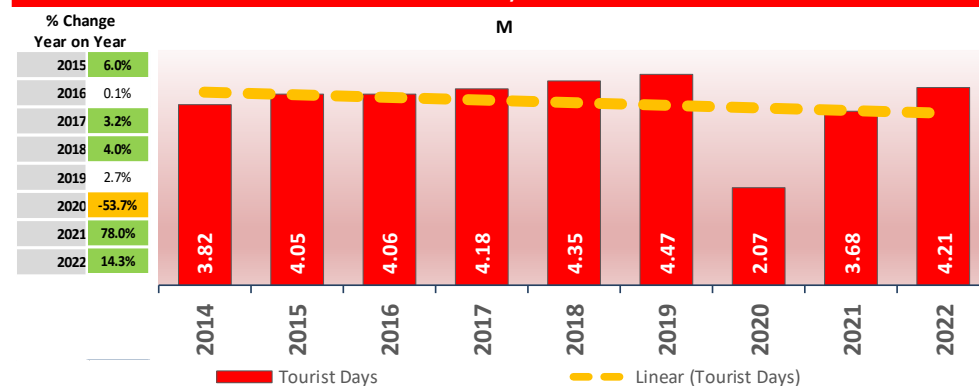
**Economic Impact - Indexed - Total**



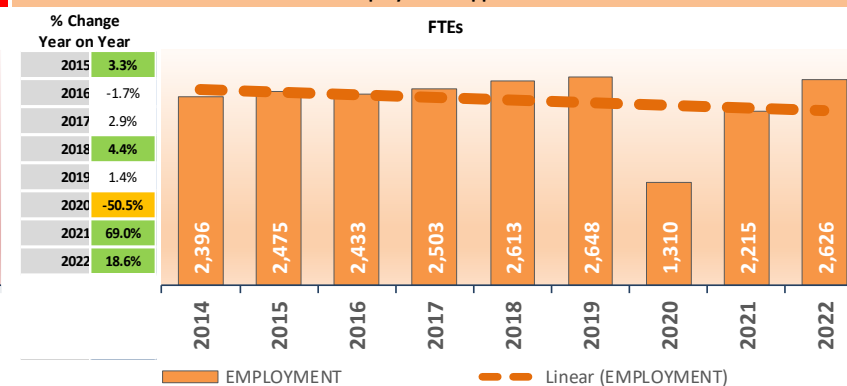
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		5.9%	6.3%	10.0%	14.1%	16.4%	-46.2%	-1.1%	13.8%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
2022 Prices

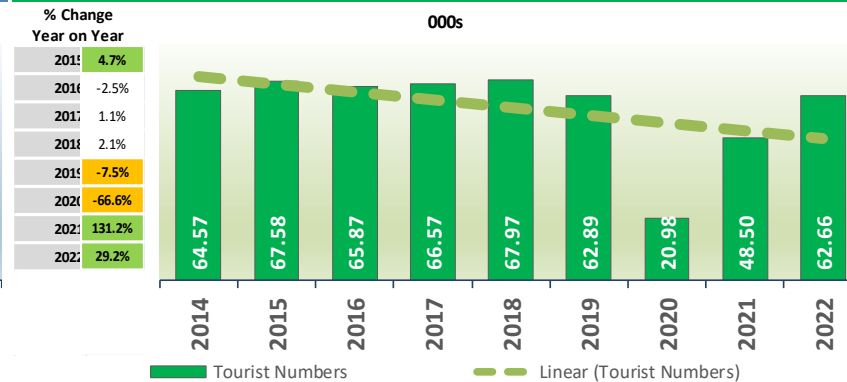
SERVED  
ACCOMMODATION

KEY MEASURES  
Indexed

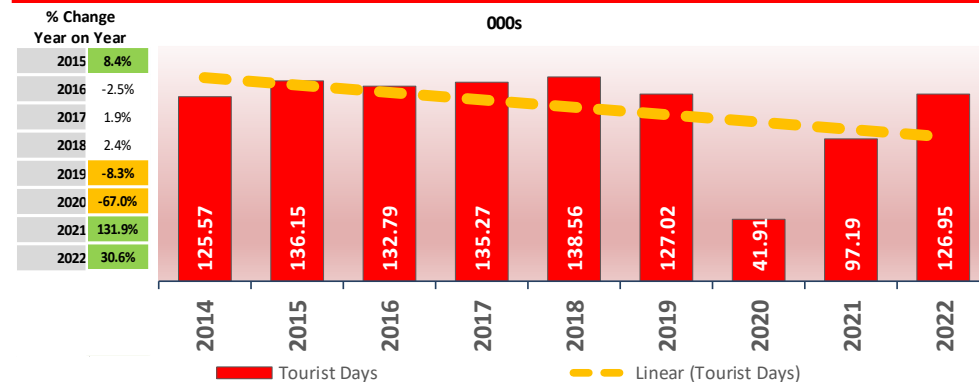
**Economic Impact - Indexed - Serviced Accommodation**



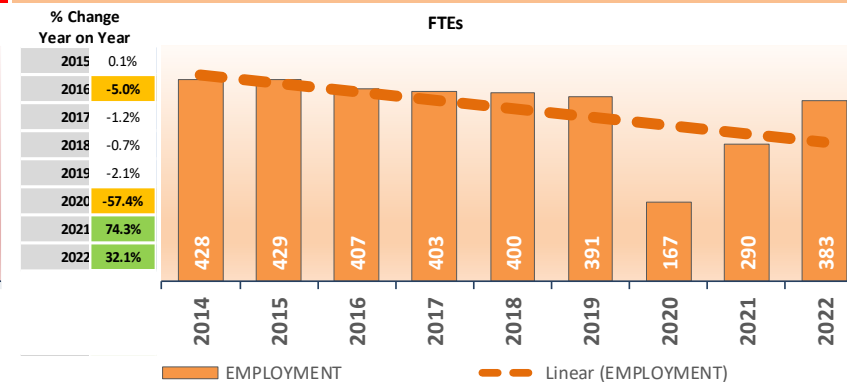
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		8.4%	5.4%	6.6%	7.9%	-0.8%	-66.9%	-21.4%	-0.3%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%

"Linear" = Linear Trendline



**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 2022 Prices

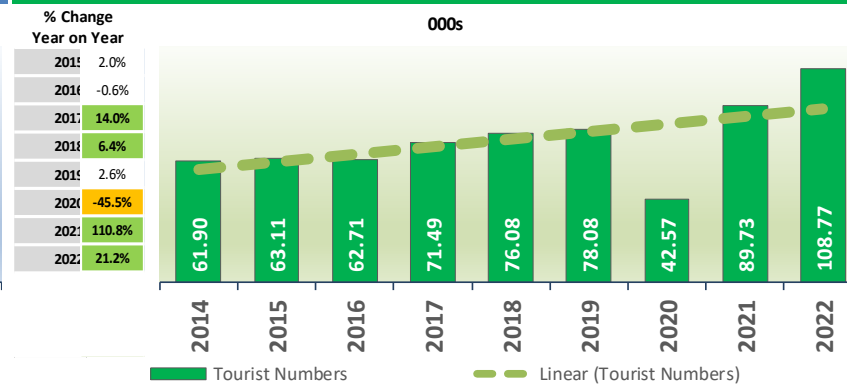
NON-SERVED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

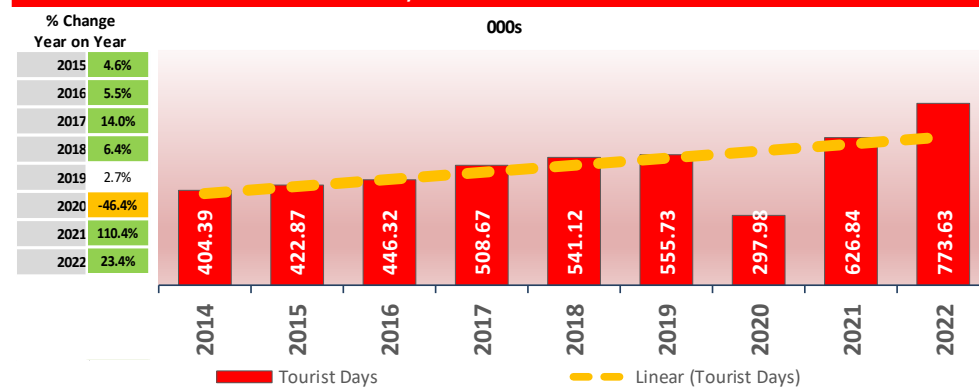
**Economic Impact - Indexed - Non-Served Accommodation**



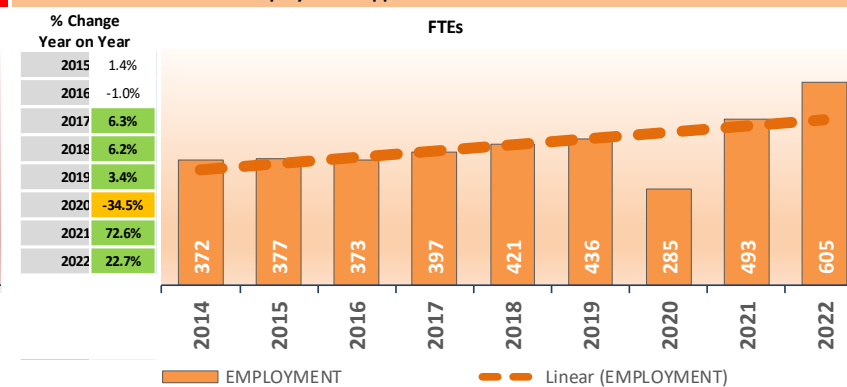
**Visitor Numbers - Non-Served Accommodation**



**Visitor Days - Non-Served Accommodation**



**Direct Employment Supported - Non-Served Accommodation**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		4.0%	11.3%	26.4%	33.5%	36.7%	-25.9%	59.3%	94.6%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
2022 Prices

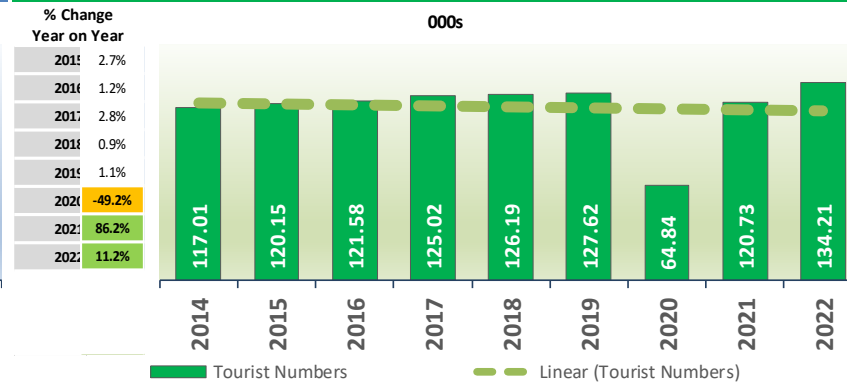
SFR

**KEY MEASURES**  
Indexed

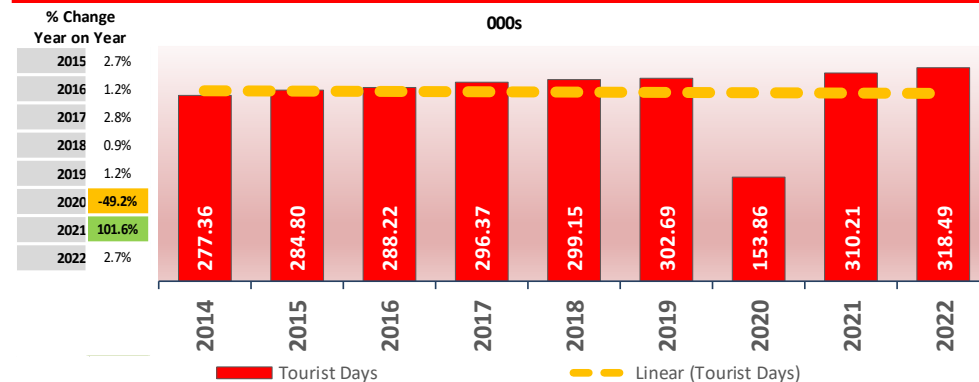
**Economic Impact - Indexed - SFR**



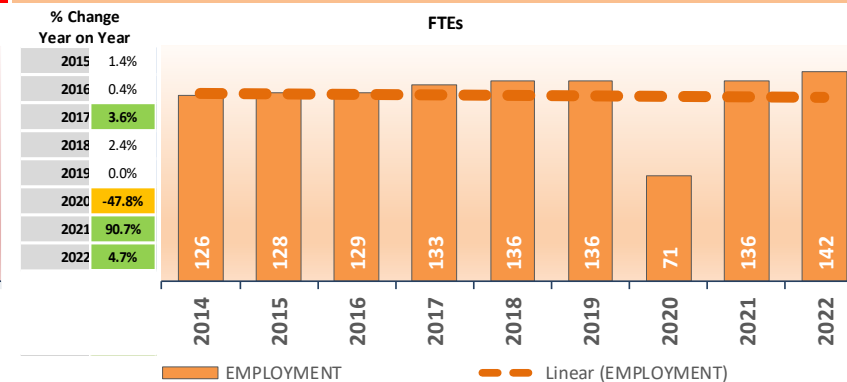
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.7%	3.9%	6.8%	7.8%	9.1%	-44.5%	11.8%	14.8%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 2022 Prices

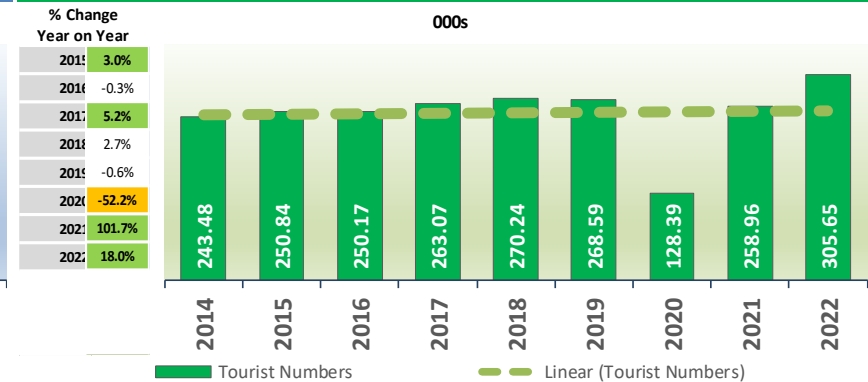
STAYING VISITOR

KEY MEASURES  
 Indexed

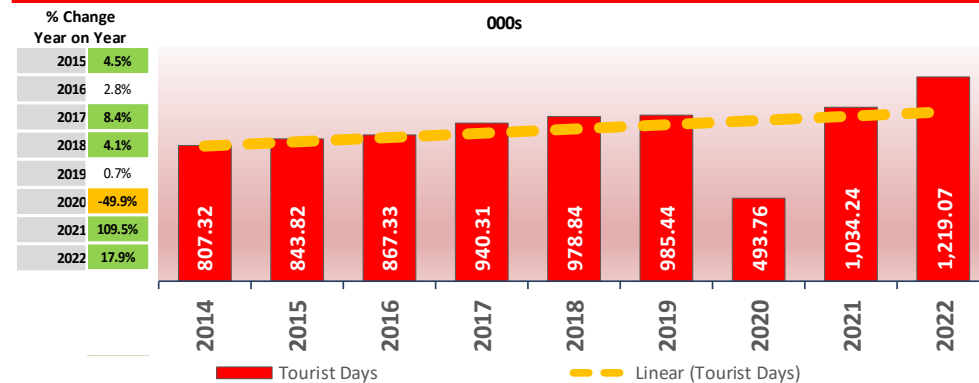
**Economic Impact - Indexed - Staying Visitor**



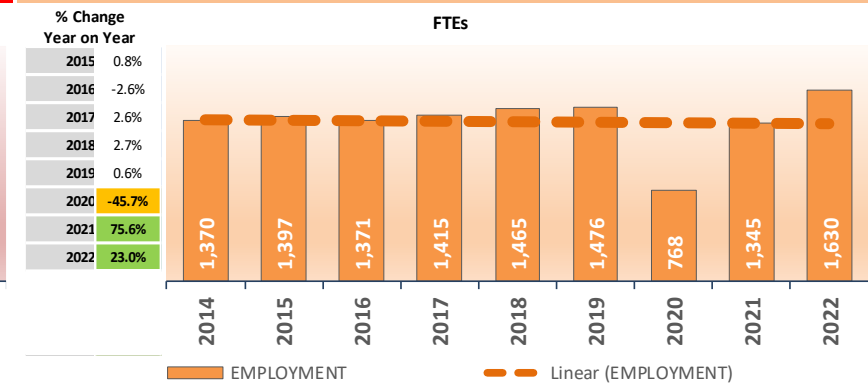
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		4.9%	7.6%	15.5%	19.3%	18.5%	-42.8%	23.2%	45.8%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%	-1.8%	19.0%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2014-2022 - FINAL**  
**THE WOLDS DEVELOPMENT PLAN AREA**

2014 to 2022  
 2022 Prices

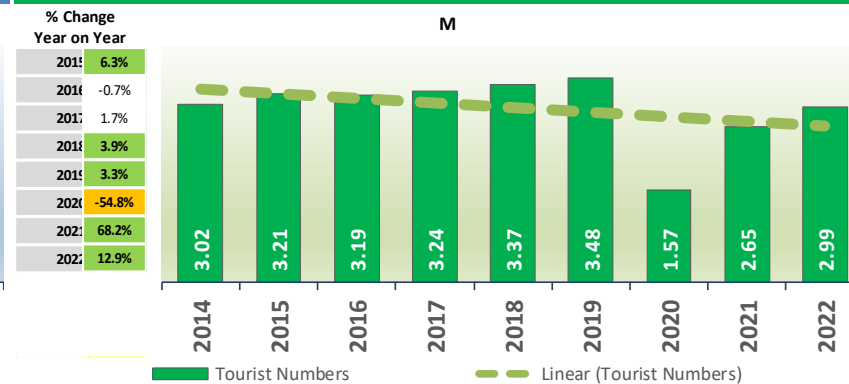
**DAY VISITOR**

**KEY MEASURES**  
 Indexed

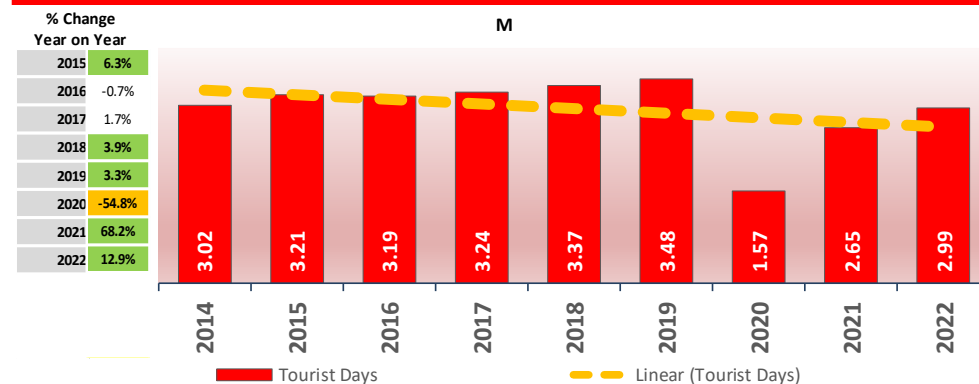
**Economic Impact - Indexed - Day Visitor**



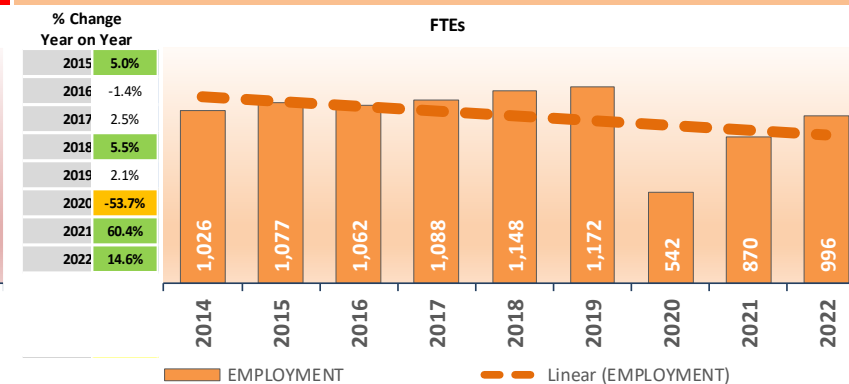
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



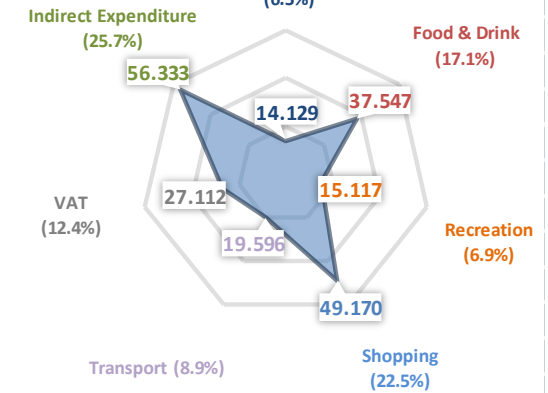
**Direct Employment Supported - Day Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2022 - FINAL										2014 to 2022	TOTAL	SECTORAL ANALYSIS
THE WOLDS DEVELOPMENT PLAN AREA										2022 Prices		Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022											2022	SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022		
Accommodation	£M	9.775	10.35	10.69	11.26	11.42	11.00	5.481	11.70	14.13		2022 Accommodation (6.5%)
Food & Drink	£M	33.39	35.35	35.39	36.62	38.04	38.87	19.01	32.93	37.55		Food & Drink (17.1%)
Recreation	£M	13.52	14.33	14.32	14.84	15.43	15.78	7.678	13.27	15.12		Recreation (6.9%)
Shopping	£M	45.46	48.19	48.19	49.57	51.47	52.82	24.33	43.17	49.17		Shopping (22.5%)
Transport	£M	17.38	18.38	18.41	19.11	19.88	20.43	9.532	17.22	19.60		Transport (8.9%)
Direct Revenue	£M	119.53	126.61	127.00	131.40	136.24	138.92	66.03	118.28	135.56		
VAT	£M	23.91	25.32	25.40	26.28	27.25	27.78	10.83	23.22	27.11		VAT (12.4%)
Direct Expenditure	£M	143.43	151.93	152.40	157.68	163.49	166.70	76.86	141.50	162.67		
Indirect Expenditure	£M	49.00	51.86	52.09	53.97	56.03	57.27	26.60	48.90	56.33		Indirect Expenditure (25.7%)
TOTAL	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00		



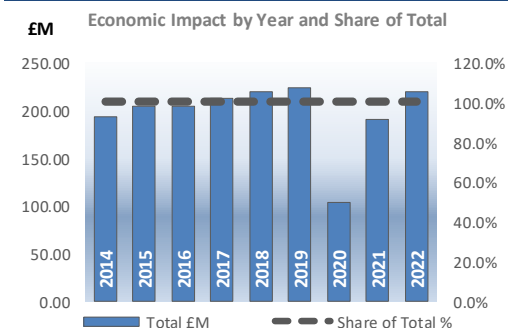
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES										
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	565	560	531	523	526	537	309	495	623
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516
Recreation	FTEs	230	241	239	249	263	266	129	217	252
Shopping	FTEs	581	608	603	625	658	668	306	530	616
Transport	FTEs	109	114	113	118	125	127	59	104	120
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626



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

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 2022 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											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 2022		15.7%	6.3%	20.3%	2.5%	11.9%	23.2%	2.8%	14.3%	22.7%	17.3%	8.0%	26.7%	13.8%	Annual Change	14.5%	12.9%	12.7%	17.1%	
% Change 2021 to 2022		305.9%	159.7%	159.1%	82.7%	20.9%	-0.5%	-0.1%	-7.6%	-11.6%	-13.3%	-3.1%	-1.5%	15.0%		189.0%	22.5%	-6.7%	-7.3%	
Average Annual Change		2.0%	0.8%	2.5%	0.3%	1.5%	2.9%	0.3%	1.8%	2.8%	2.2%	1.0%	3.3%	1.7%		1.8%	1.6%	1.6%	2.1%	
2014	£M	9.259	10.48	13.19	18.17	20.96	20.51	22.23	28.13	17.51	13.51	9.698	8.786	192.43		32.93	59.64	67.87	31.99	
2015	£M	10.86	12.04	13.71	18.54	21.11	21.17	22.38	30.73	18.46	15.19	9.992	9.600	203.79	5.9%	36.62	60.82	71.56	34.79	
2016	£M	10.92	11.94	14.64	18.21	21.80	22.83	21.65	30.76	17.82	14.51	9.691	9.733	204.49	0.3%	37.49	62.84	70.23	33.93	
2017	£M	11.00	12.27	14.95	19.35	22.63	23.51	21.68	32.19	19.40	14.56	10.12	9.997	211.65	3.5%	38.22	65.48	73.27	34.68	
2018	£M	11.24	12.90	15.49	19.48	24.21	24.47	22.01	33.58	20.53	15.16	10.37	10.07	219.52	3.7%	39.63	68.17	76.12	35.60	
2019	£M	11.61	13.50	16.32	20.06	24.43	25.22	22.42	33.73	20.93	15.39	10.25	10.12	223.97	2.0%	41.43	69.70	77.07	35.76	
2020	£M	10.93	11.68	7.667	1.380	2.571	4.268	8.950	21.06	15.97	10.57	3.223	5.191	103.47	-53.8%	30.27	8.220	45.98	18.99	
2021	£M	2.639	4.293	6.124	10.19	19.39	25.40	22.88	34.79	24.30	18.28	10.82	11.29	190.40	84.0%	13.06	54.98	81.97	40.39	
2022	£M	10.71	11.15	15.86	18.62	23.44	25.28	22.85	32.15	21.49	15.84	10.48	11.13	219.00	15.0%	37.72	67.34	76.48	37.45	

ECONOMIC IMPACT - INDEXED TO 2022										TOTAL	
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	
Total	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00	
All Visitor Types	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%										
Change in Share from 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.

STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 2022 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 2022 / 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 2022		6.2%	-20.4%	-24.2%	-5.8%	9.6%	26.7%	2.8%	-6.0%	-13.4%	11.6%	-6.4%	25.0%	-0.3%	Annual Change	-14.8%	11.3%	-5.5%	8.2%
% Change 2021 to 2022		338.0%	295.7%	242.7%	243.8%	174.7%	14.7%	7.4%	-5.9%	-3.0%	-3.9%	1.8%	11.0%	26.8%		287.2%	79.1%	-1.0%	2.0%
Average Annual Change		0.8%	-2.5%	-3.0%	-0.7%	1.2%	3.3%	0.3%	-0.7%	-1.7%	1.5%	-0.8%	3.1%	0.0%		-1.9%	1.4%	-0.7%	1.0%
2014	£M	0.740	0.960	1.095	1.197	1.312	1.464	2.210	2.880	2.113	1.353	1.426	0.954	17.70		2.795	3.973	7.203	3.733
2015	£M	0.944	1.100	1.222	1.320	1.519	1.780	2.371	3.001	2.050	1.568	1.278	1.034	19.19	8.4%	3.266	4.619	7.421	3.879
2016	£M	0.873	1.054	1.181	1.267	1.473	1.694	2.378	2.995	1.968	1.435	1.238	1.095	18.65	-2.8%	3.108	4.434	7.341	3.768
2017	£M	0.887	1.037	1.129	1.479	1.796	1.830	2.217	2.685	1.920	1.459	1.281	1.156	18.88	1.2%	3.054	5.104	6.822	3.897
2018	£M	0.894	1.043	1.116	1.477	1.852	1.866	2.199	2.779	1.893	1.491	1.307	1.181	19.10	1.2%	3.053	5.194	6.871	3.978
2019	£M	0.817	0.951	1.022	1.343	1.707	1.723	2.068	2.588	1.705	1.378	1.209	1.043	17.55	-8.1%	2.790	4.773	6.361	3.630
2020	£M	0.801	0.881	0.414	0.110	0.165	0.145	0.467	1.209	0.798	0.598	0.150	0.116	5.854	-66.7%	2.096	0.420	2.474	0.864
2021	£M	0.180	0.193	0.242	0.328	0.523	1.617	2.114	2.878	1.885	1.571	1.311	1.075	13.92	137.8%	0.615	2.468	6.877	3.957
2022	£M	0.786	0.764	0.830	1.127	1.437	1.855	2.271	2.709	1.829	1.510	1.335	1.193	17.65	26.8%	2.380	4.420	6.809	4.038

ECONOMIC IMPACT - INDEXED TO 2022										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced	£M	17.70	19.19	18.65	18.88	19.10	17.55	5.854	13.92	17.65
All Visitor Types	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%

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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 2022 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											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 2022		117.3%	83.9%	96.7%	95.1%	94.7%	84.1%	90.6%	85.1%	104.7%	88.8%	91.3%	168.2%	94.6%	Annual Change	98.2%	90.8%	92.5%	105.8%
% Change 2021 to 2022		3906.9%	3672.1%	4261.7%	244.5%	29.6%	1.9%	5.2%	3.2%	-10.2%	-17.5%	-0.5%	36.1%	22.1%		3994.7%	37.1%	-0.7%	-2.5%
Average Annual Change		14.7%	10.5%	12.1%	11.9%	11.8%	10.5%	11.3%	10.6%	13.1%	11.1%	11.4%	21.0%	11.8%		12.3%	11.3%	11.6%	13.2%
2014	£M	0.721	0.825	1.362	2.000	3.112	3.140	3.711	4.660	3.355	1.977	1.248	0.829	26.94		2.908	8.252	11.73	4.055
2015	£M	0.753	0.862	1.468	2.092	3.241	3.247	3.822	4.810	3.485	2.073	1.307	0.866	28.03	4.0%	3.083	8.580	12.12	4.246
2016	£M	0.838	0.935	1.502	2.214	3.398	3.417	4.075	5.187	3.782	2.261	1.431	0.956	29.99	7.0%	3.275	9.029	13.04	4.647
2017	£M	0.959	1.103	1.544	2.496	3.942	3.796	4.741	5.822	4.565	2.455	1.558	1.078	34.06	13.6%	3.605	10.24	15.13	5.091
2018	£M	1.005	1.152	1.570	2.601	4.268	4.066	4.905	6.297	4.719	2.610	1.634	1.136	35.96	5.6%	3.727	10.94	15.92	5.381
2019	£M	1.077	1.161	1.569	2.877	4.455	4.092	5.146	6.314	4.638	2.574	1.723	1.199	36.82	2.4%	3.807	11.42	16.10	5.495
2020	£M	1.055	0.911	0.853	0.094	0.223	0.231	2.989	5.154	5.199	2.425	0.182	0.644	19.96	-45.8%	2.818	0.549	13.34	3.251
2021	£M	0.039	0.040	0.061	1.132	4.673	5.677	6.727	8.359	7.649	4.524	2.400	1.634	42.92	115.0%	0.141	11.48	22.73	8.558
2022	£M	1.567	1.517	2.680	3.901	6.058	5.782	7.074	8.624	6.869	3.733	2.389	2.224	52.42	22.1%	5.764	15.74	22.57	8.346

ECONOMIC IMPACT - INDEXED TO 2022										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Non-Serviced	£M	26.94	28.03	29.99	34.06	35.96	36.82	19.96	42.92	52.42
All Visitor Types	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%

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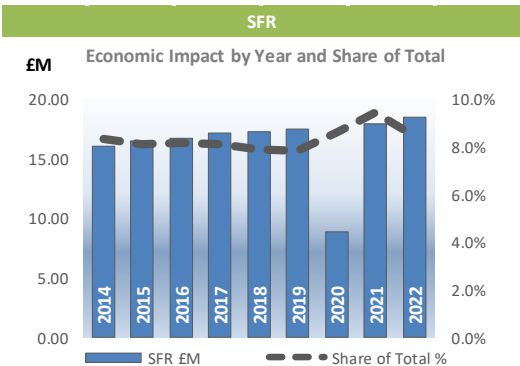
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23



STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 2022 Prices			SFR	ECONOMIC IMPACT Indexed									
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER									
KEY		SFR											TOTAL	% Change										
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	Annual Change	Q1	Q2	Q3	Q4				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC											
% Change 2014 to 2022		18.6%	9.1%	16.5%	12.2%	15.3%	12.4%	11.7%	10.1%	15.2%	12.8%	10.3%	24.4%	14.8%							16.2%	13.2%	11.9%	18.5%
% Change 2021 to 2022		1739.0%	1544.2%	1873.9%	143.1%	-10.0%	-28.5%	-24.2%	-24.1%	-40.0%	-44.5%	-32.3%	-32.6%	2.7%							1728.8%	14.9%	-28.6%	-35.8%
Average Annual Change		2.3%	1.1%	2.1%	1.5%	1.9%	1.6%	1.5%	1.3%	1.9%	1.6%	1.3%	3.1%	1.9%							2.0%	1.7%	1.5%	2.3%
2014	£M	2.149	0.770	0.934	1.869	1.288	1.019	1.583	1.690	0.975	0.940	0.776	2.001	15.99	2.7%	3.853	4.176	4.248	3.717					
2015	£M	2.248	0.799	0.977	1.912	1.320	1.048	1.611	1.716	0.989	0.973	0.778	2.054	16.42		4.024	4.279	4.315	3.805					
2016	£M	2.262	0.804	0.984	1.921	1.331	1.056	1.632	1.745	1.009	0.981	0.790	2.104	16.62		1.2%	4.050	4.308	4.385	3.875				
2017	£M	2.292	0.836	0.972	1.989	1.401	1.090	1.682	1.778	1.067	0.998	0.800	2.180	17.09		2.8%	4.100	4.480	4.528	3.978				
2018	£M	2.311	0.842	0.972	1.996	1.427	1.106	1.688	1.813	1.067	1.009	0.811	2.208	17.25		0.9%	4.125	4.529	4.567	4.027				
2019	£M	2.360	0.849	0.977	2.047	1.448	1.108	1.718	1.819	1.059	1.003	0.829	2.235	17.45	1.2%	4.186	4.603	4.596	4.068					
2020	£M	2.228	0.705	0.498	0.086	0.083	0.068	0.905	1.393	1.094	0.839	0.092	0.880	8.872	-49.2%	3.432	0.237	3.392	1.811					
2021	£M	0.139	0.051	0.055	0.863	1.649	1.604	2.335	2.453	1.872	1.910	1.264	3.692	17.89	101.6%	0.245	4.116	6.659	6.867					
2022	£M	2.548	0.840	1.088	2.097	1.485	1.146	1.769	1.861	1.123	1.060	0.856	2.490	18.36	2.7%	4.476	4.728	4.753	4.406					

ECONOMIC IMPACT - INDEXED TO 2022											SFR	
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	£M	15.99	16.42	16.62	17.09	17.25	17.45	8.872	17.89	18.36		
All Visitor Types	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00		
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%		
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%		
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%		
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%		

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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 2022 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											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 2022		35.8%	22.2%	35.6%	40.7%	57.2%	56.2%	48.1%	42.9%	52.4%	47.6%	32.7%	56.1%	45.8%	Annual Change	32.1%	51.8%	47.3%	45.9%
% Change 2021 to 2022		1272.3%	997.3%	1181.7%	206.7%	31.2%	-1.3%	-0.6%	-3.6%	-13.9%	-21.3%	-8.0%	-7.7%	18.3%		1161.6%	37.8%	-5.9%	-13.4%
Average Annual Change		4.5%	2.8%	4.4%	5.1%	7.2%	7.0%	6.0%	5.4%	6.6%	6.0%	4.1%	7.0%	5.7%		4.0%	6.5%	5.9%	5.7%
2014	£M	3.610	2.554	3.392	5.065	5.711	5.624	7.503	9.230	6.442	4.270	3.450	3.785	60.64		9.556	16.40	23.18	11.51
2015	£M	3.946	2.761	3.667	5.324	6.079	6.075	7.804	9.526	6.524	4.614	3.363	3.953	63.63	4.9%	10.37	17.48	23.85	11.93
2016	£M	3.972	2.794	3.667	5.402	6.202	6.167	8.084	9.927	6.758	4.676	3.459	4.155	65.26	2.6%	10.43	17.77	24.77	12.29
2017	£M	4.138	2.976	3.645	5.964	7.139	6.716	8.640	10.29	7.552	4.913	3.639	4.414	70.02	7.3%	10.76	19.82	26.48	12.97
2018	£M	4.210	3.038	3.657	6.074	7.546	7.038	8.791	10.89	7.679	5.110	3.751	4.525	72.31	3.3%	10.91	20.66	27.36	13.39
2019	£M	4.255	2.960	3.568	6.267	7.610	6.923	8.932	10.72	7.402	4.955	3.761	4.477	71.83	-0.7%	10.78	20.80	27.06	13.19
2020	£M	4.084	2.498	1.765	0.291	0.472	0.444	4.361	7.756	7.091	3.862	0.424	1.640	34.69	-51.7%	8.346	1.206	19.21	5.925
2021	£M	0.357	0.284	0.359	2.323	6.845	8.897	11.18	13.69	11.41	8.005	4.975	6.402	74.72	115.4%	1.000	18.07	36.27	19.38
2022	£M	4.902	3.121	4.598	7.126	8.980	8.783	11.11	13.19	9.821	6.303	4.580	5.908	88.43	18.3%	12.62	24.89	34.13	16.79

ECONOMIC IMPACT - INDEXED TO 2022										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Staying Visitor	£M	60.64	63.63	65.26	70.02	72.31	71.83	34.69	74.72	88.43
All Visitor Types	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%

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STEAM REPORT FOR 2014-2022 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2022 2022 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 2022 / 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 2022		2.8%	1.2%	15.0%	-12.3%	-5.1%	10.8%	-20.3%	0.3%	5.4%	3.2%	-5.6%	4.4%	-0.9%	Annual Change	7.4%	-1.8%	-5.2%	0.8%
% Change 2021 to 2022		154.6%	100.3%	95.4%	46.0%	15.3%	0.0%	0.3%	-10.2%	-9.6%	-7.2%	1.0%	6.7%	12.9%		108.2%	15.0%	-7.3%	-1.7%
Average Annual Change		0.4%	0.2%	1.9%	-1.5%	-0.6%	1.4%	-2.5%	0.0%	0.7%	0.4%	-0.7%	0.6%	-0.1%		0.9%	-0.2%	-0.7%	0.1%
2014	£M	5.649	7.931	9.797	13.10	15.24	14.89	14.73	18.89	11.07	9.241	6.248	5.001	131.80		23.38	43.24	44.69	20.49
2015	£M	6.916	9.284	10.04	13.22	15.03	15.10	14.58	21.20	11.93	10.58	6.629	5.647	140.16	6.3%	26.24	43.35	47.71	22.86
2016	£M	6.945	9.143	10.97	12.81	15.60	16.67	13.57	20.84	11.06	9.830	6.232	5.578	139.23	-0.7%	27.06	45.07	45.46	21.64
2017	£M	6.861	9.290	11.31	13.38	15.49	16.79	13.04	21.90	11.85	9.649	6.484	5.582	141.63	1.7%	27.46	45.66	46.79	21.72
2018	£M	7.032	9.867	11.83	13.41	16.66	17.44	13.22	22.69	12.85	10.05	6.623	5.541	147.21	3.9%	28.73	47.51	48.76	22.21
2019	£M	7.356	10.54	12.75	13.79	16.82	18.29	13.49	23.00	13.52	10.44	6.491	5.640	152.14	3.3%	30.65	48.90	50.02	22.57
2020	£M	6.841	9.184	5.902	1.090	2.099	3.824	4.589	13.31	8.881	6.713	2.798	3.552	68.78	-54.8%	21.93	7.014	26.78	13.06
2021	£M	2.282	4.009	5.765	7.871	12.54	16.50	11.70	21.10	12.90	10.28	5.840	4.893	115.68	68.2%	12.06	36.91	45.70	21.01
2022	£M	5.808	8.029	11.27	11.49	14.46	16.50	11.73	18.96	11.67	9.541	5.899	5.221	130.58	12.9%	25.10	42.45	42.36	20.66

ECONOMIC IMPACT - INDEXED TO 2022										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	£M	131.80	140.16	139.23	141.63	147.21	152.14	68.78	115.68	130.58
All Visitor Types	£M	192.43	203.79	204.49	211.65	219.52	223.97	103.47	190.40	219.00
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%

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

