




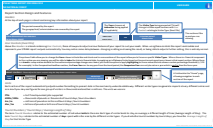











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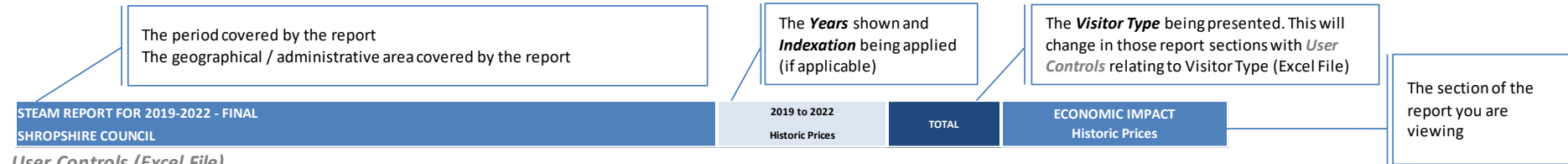
| | | | |
|--|--|---|--|
| <p>REPORT SECTIONS</p>  <p>Page</p> | <p>USER GUIDE</p>  <p>3</p> | <p>COMPARATIVE HEADLINES</p>  <p>4</p> | <p>KEY MEASURES</p>  <p>5-11</p> |
| <p>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</p> | <p>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></p>  <p>13</p> | <p>DISTRIBUTION OF IMPACT: <i>by Month</i></p>  <p>14</p> | <p>DISTRIBUTION OF IMPACT: <i>by Sector</i></p>  <p>15</p> |
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Report Section Design and Features

Headers

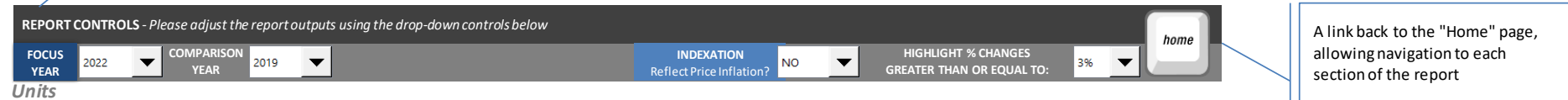
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

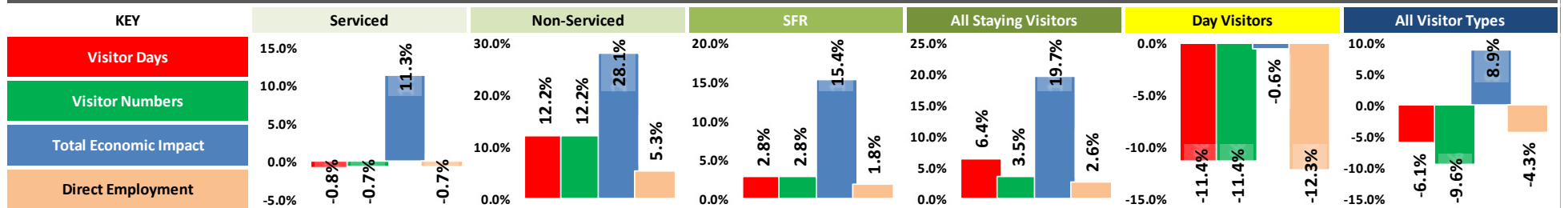
Visitor Numbers / Visitor Days / Average Length of Stay

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

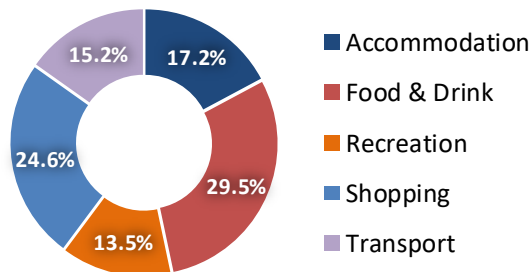
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2019 - IN HISTORIC PRICES

| KEY | Staying in Paid Accommodation | | | | | | | | | Staying with Friends and Relatives (SFR) | | | All Staying Visitors | | | Day Visitors | | | All Visitor Types | | |
|--------------------|-------------------------------|--------|--------|--------------|--------|--------|-------|-------|-------|--|--------|--------|----------------------|--------|--------|-------------------|--------|--------|-------------------|--|--|
| | Serviced | | | Non-Serviced | | | SFR | | | All Staying Visitors | | | Day Visitors | | | All Visitor Types | | | | | |
| | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | | | |
| Visitor Days | M | 1,025 | 1,034 | -0.8% | 2,255 | 2,009 | 12.2% | 1,169 | 1,138 | 2.8% | 4,449 | 4,180 | 6.4% | 8,626 | 9,737 | -11.4% | 13,08 | 13,92 | -6.1% | | |
| Visitor Numbers | M | 0,573 | 0,577 | -0.7% | 0,345 | 0,308 | 12.2% | 0,492 | 0,478 | 2.8% | 1,410 | 1,363 | 3.5% | 8,626 | 9,737 | -11.4% | 10,04 | 11,10 | -9.6% | | |
| Direct Expenditure | £M | | | | | | | | | | | | | | | | 572.98 | 526.88 | 8.7% | | |
| Economic Impact | £M | 144.13 | 129.48 | 11.3% | 197.19 | 153.93 | 28.1% | 50.59 | 43.86 | 15.4% | 391.90 | 327.27 | 19.7% | 375.32 | 377.48 | -0.6% | 767.23 | 704.75 | 8.9% | | |
| Direct Employment | FTEs | 1,425 | 1,436 | -0.7% | 2,025 | 1,923 | 5.3% | 400 | 393 | 1.8% | 3,851 | 3,752 | 2.6% | 2,900 | 3,306 | -12.3% | 6,751 | 7,057 | -4.3% | | |
| Total Employment | FTEs | | | | | | | | | | | | | | | | 8,474 | 8,846 | -4.2% | | |

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2019 - IN HISTORIC PRICES



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



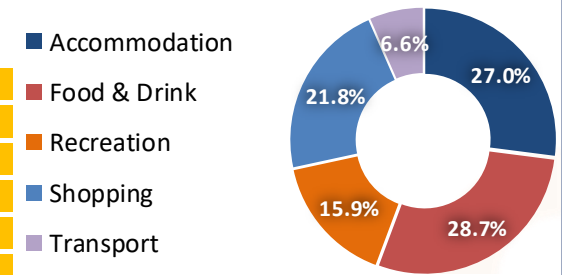
Direct Expenditure Categories

| | 2022 | 2019 | +/- % |
|---------------------|---------------|---------------|-------------|
| Accommodation | 98.45 | 82.37 | 19.5% |
| Food & Drink | 169.06 | 157.47 | 7.4% |
| Recreation | 77.38 | 72.84 | 6.2% |
| Shopping | 141.12 | 133.16 | 6.0% |
| Transport | 86.96 | 81.04 | 7.3% |
| TOTAL DIRECT | 572.98 | 526.88 | 8.7% |
| Indirect | 194.25 | 177.87 | 9.2% |
| TOTAL | 767.23 | 704.75 | 8.9% |

Sectors

| | 2022 | 2019 | +/- % |
|---------------------|--------------|--------------|--------------|
| Accommodation | 1,825 | 1,825 | |
| Food & Drink | 1,935 | 2,042 | -5.3% |
| Recreation | 1,075 | 1,146 | -6.3% |
| Shopping | 1,472 | 1,574 | -6.5% |
| Transport | 445 | 470 | -5.3% |
| TOTAL DIRECT | 6,751 | 7,057 | -4.3% |
| Indirect | 1,723 | 1,788 | -3.6% |
| TOTAL | 8,474 | 8,846 | -4.2% |

Sectoral Distribution of Employment - FTEs



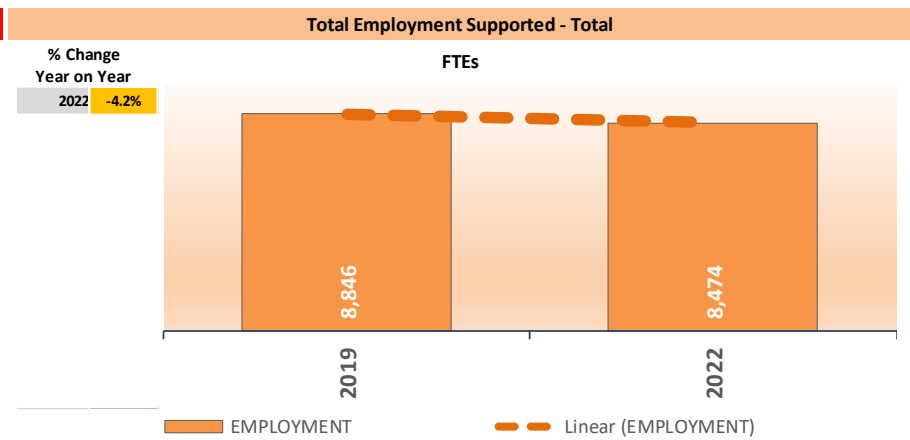
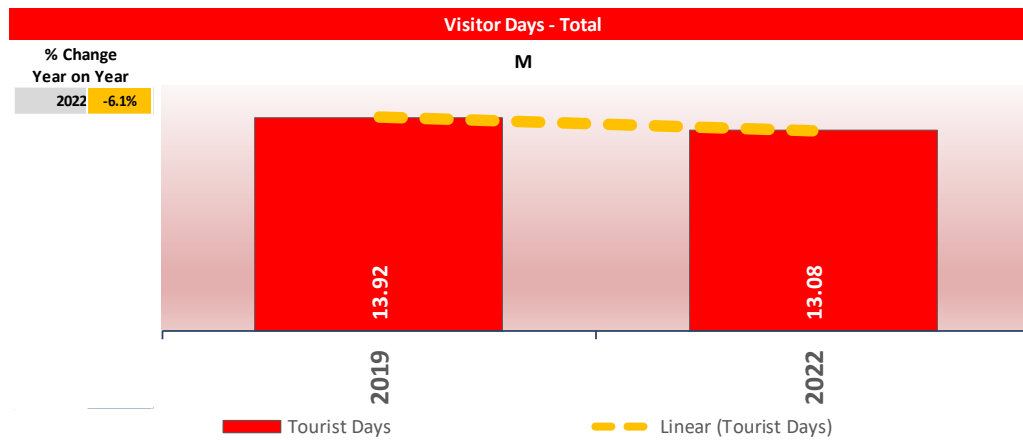
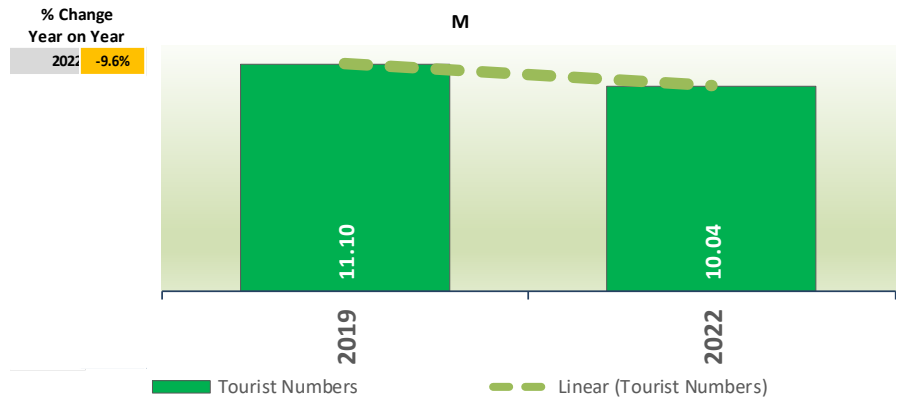
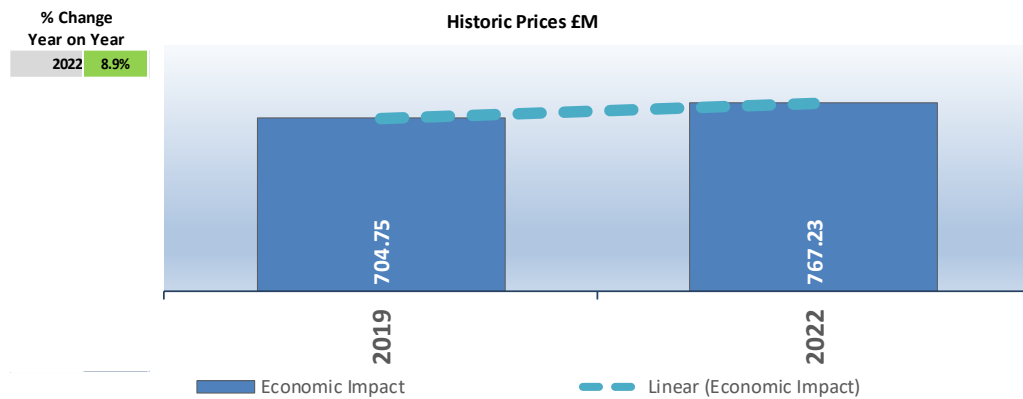
Direct Employment Categories

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

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

Economic Impact - Historic Prices - Total

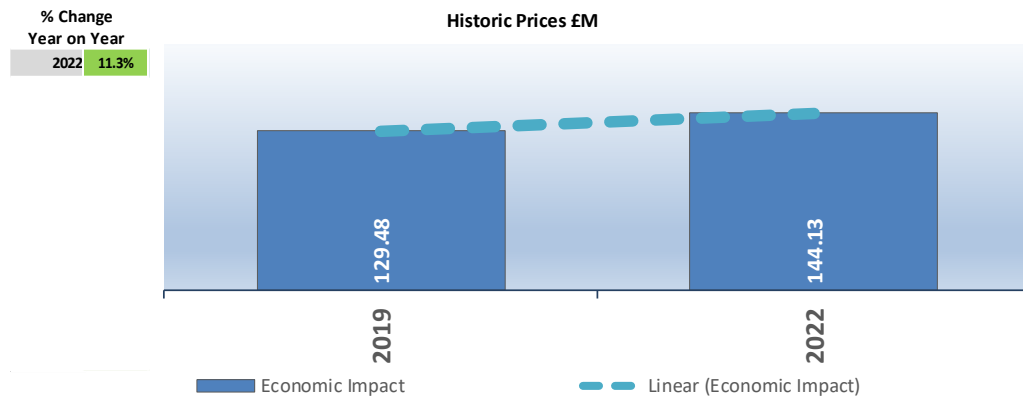
Visitor Numbers - Total



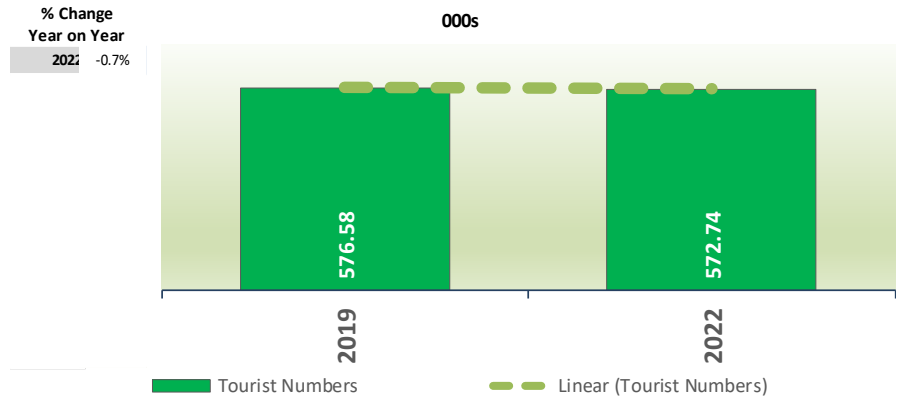
| % Change from 2019 | 2019 | 2022 |
|-----------------------------------|------|-------|
| Economic Impact - Historic Prices | | 8.9% |
| Visitor Numbers | | -9.6% |
| Visitor Days | | -6.1% |
| Total Employment | | -4.2% |

"Linear" = Linear Trendline

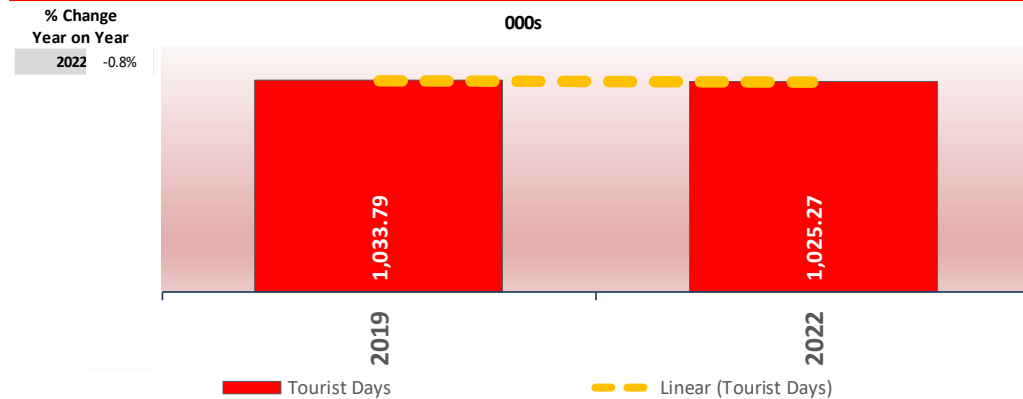
Economic Impact - Historic Prices - Serviced Accommodation



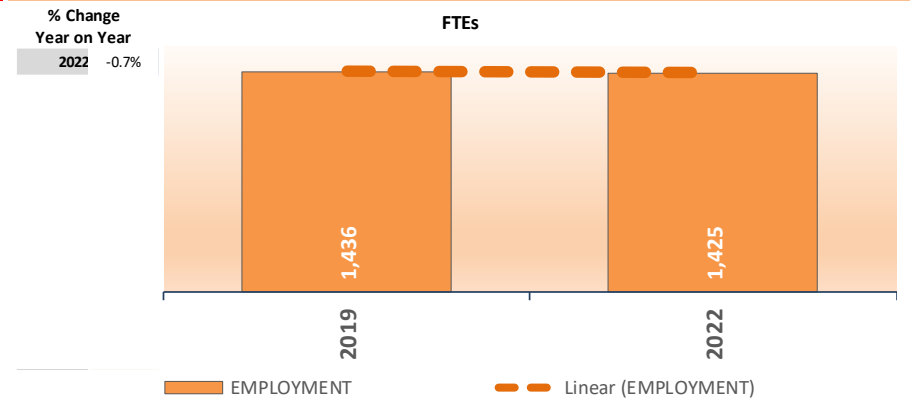
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



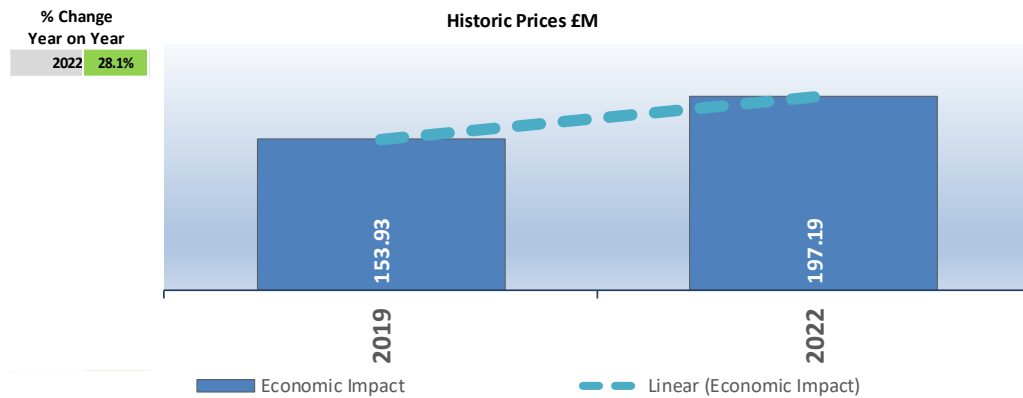
Direct Employment Supported - Serviced Accommodation



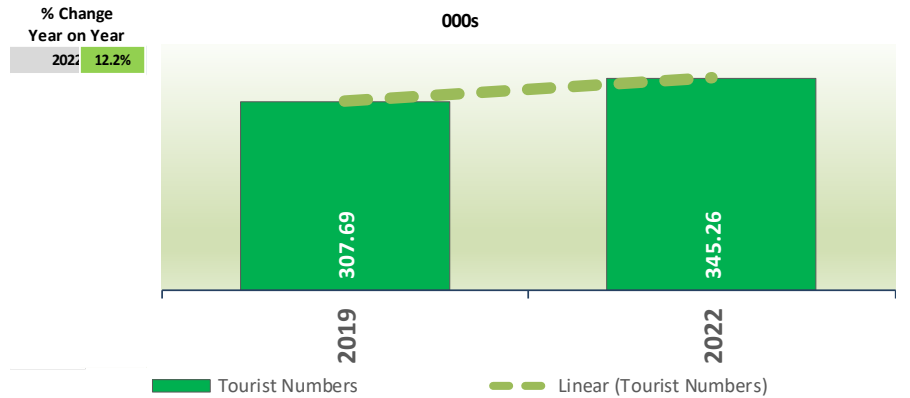
| % Change from 2019 | 2019 | 2022 |
|-----------------------------------|------|-------|
| Economic Impact - Historic Prices | | 11.3% |
| Visitor Numbers | | -0.7% |
| Visitor Days | | -0.8% |
| Direct Employment | | -0.7% |

"Linear" = Linear Trendline

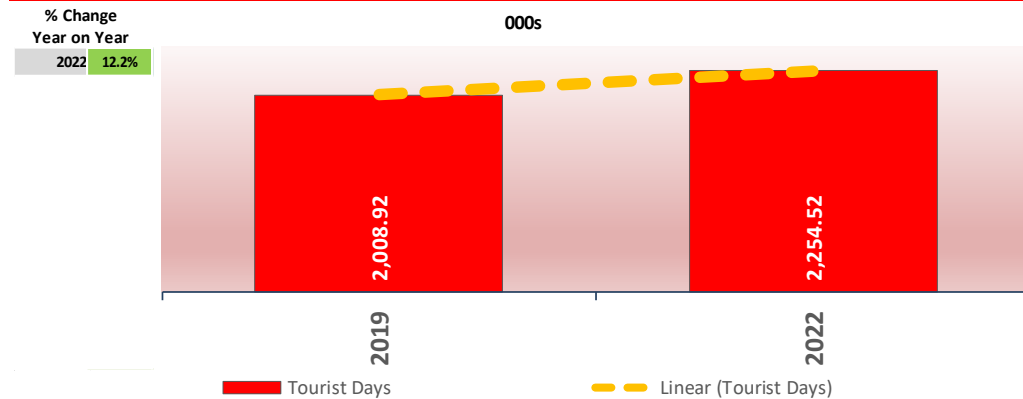
Economic Impact - Historic Prices - Non-Serviced Accommodation



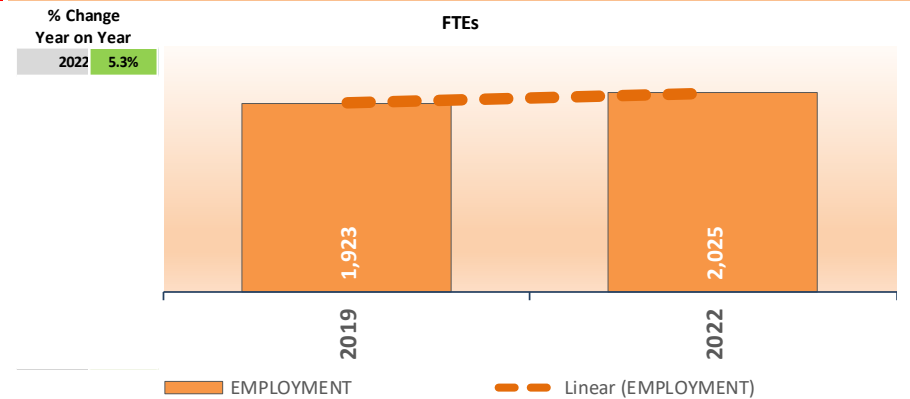
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



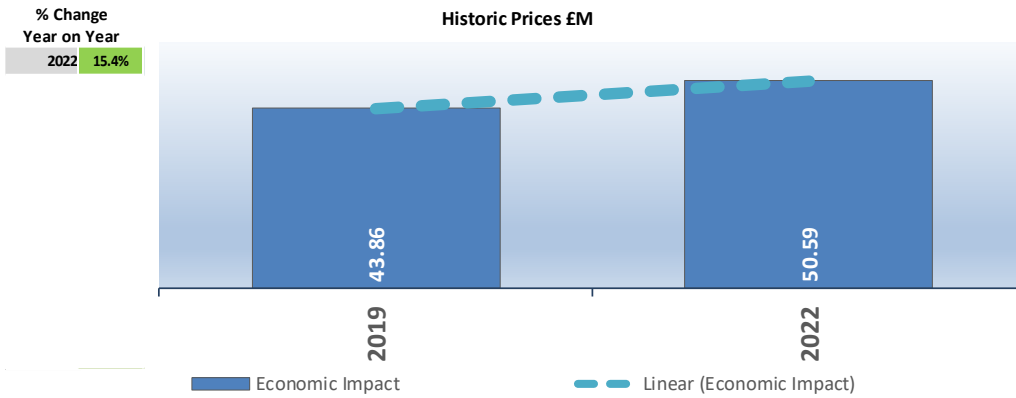
Direct Employment Supported - Non-Serviced Accommodation



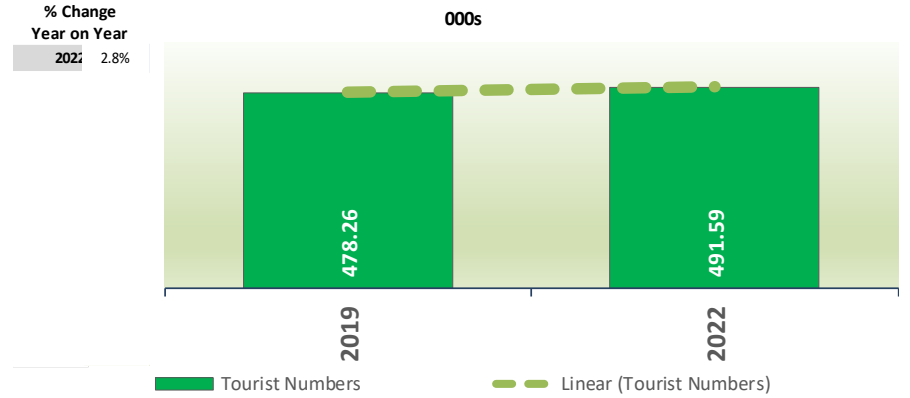
| % Change from 2019 | 2019 | 2022 |
|-----------------------------------|------|-------|
| Economic Impact - Historic Prices | | 28.1% |
| Visitor Numbers | | 12.2% |
| Visitor Days | | 12.2% |
| Direct Employment | | 5.3% |

"Linear" = Linear Trendline

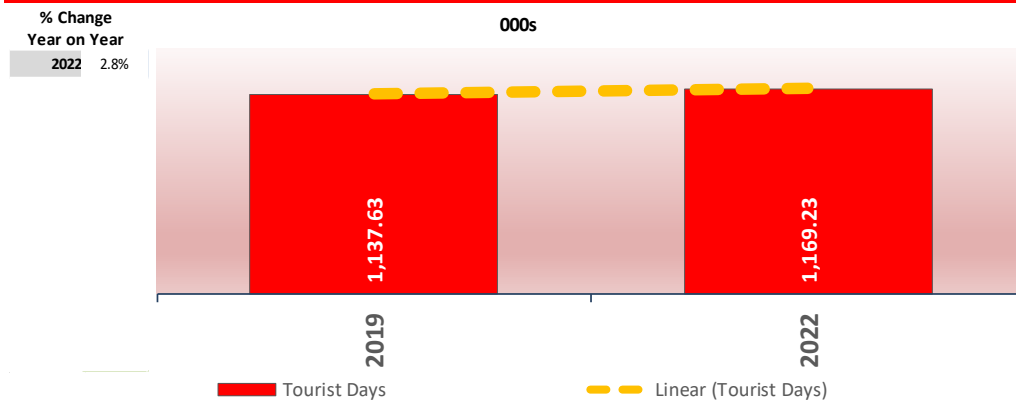
Economic Impact - Historic Prices - SFR



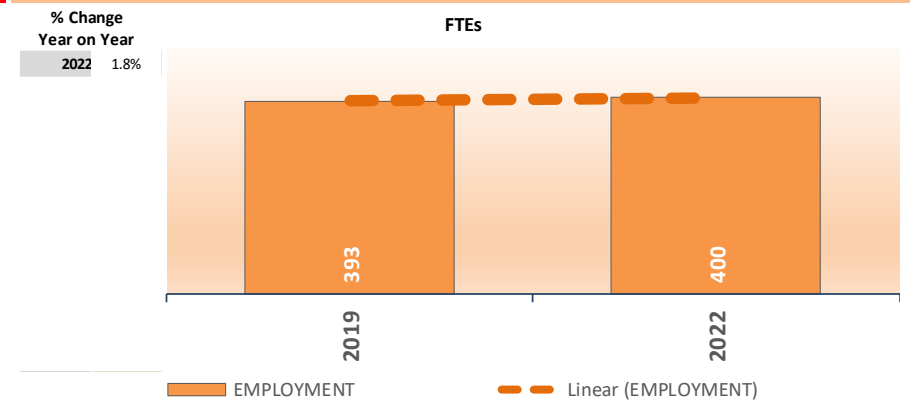
Visitor Numbers - SFR



Visitor Days - SFR



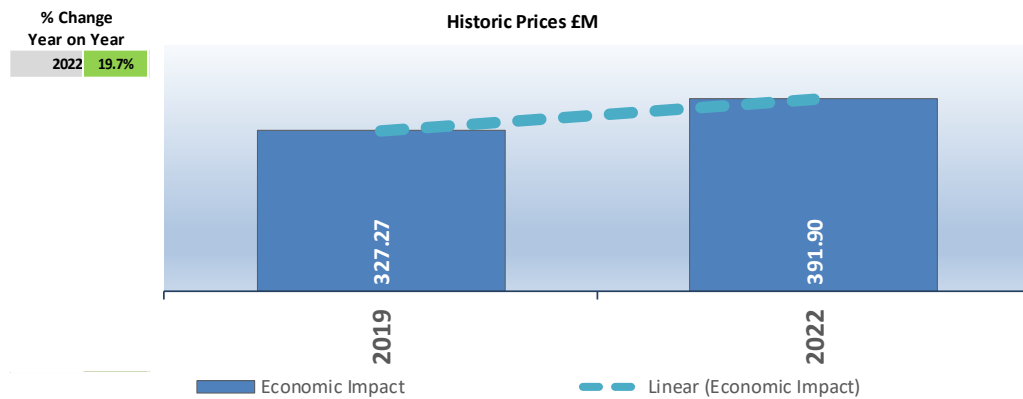
Direct Employment Supported - SFR



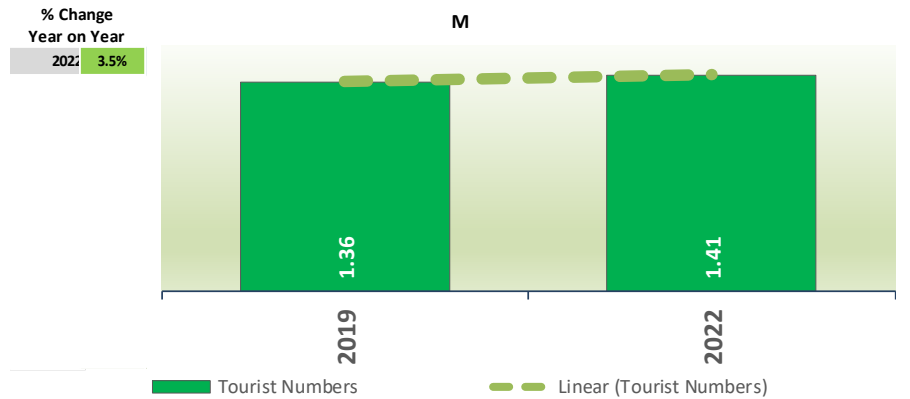
| % Change from 2019 | 2019 | 2022 |
|-----------------------------------|------|-------|
| Economic Impact - Historic Prices | | 15.4% |
| Visitor Numbers | | 2.8% |
| Visitor Days | | 2.8% |
| Direct Employment | | 1.8% |

"Linear" = Linear Trendline

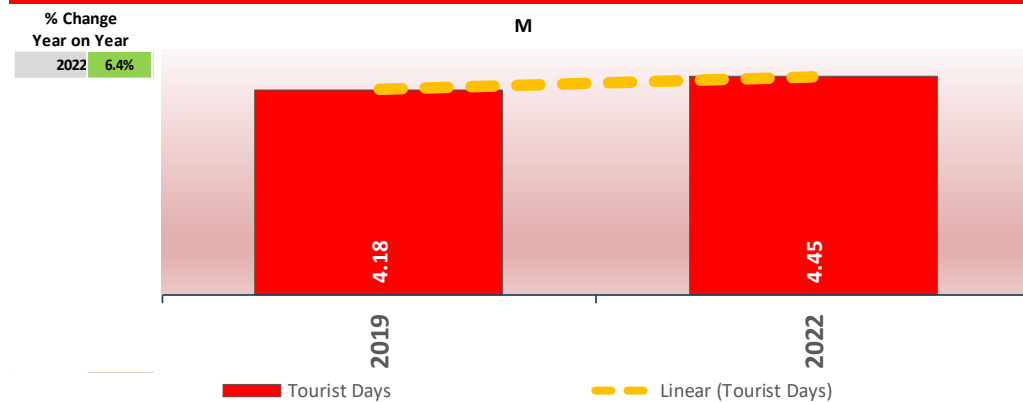
Economic Impact - Historic Prices - Staying Visitor



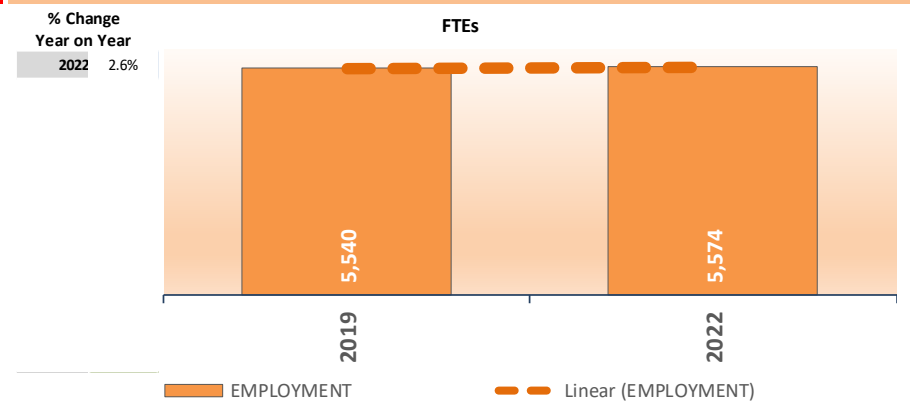
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

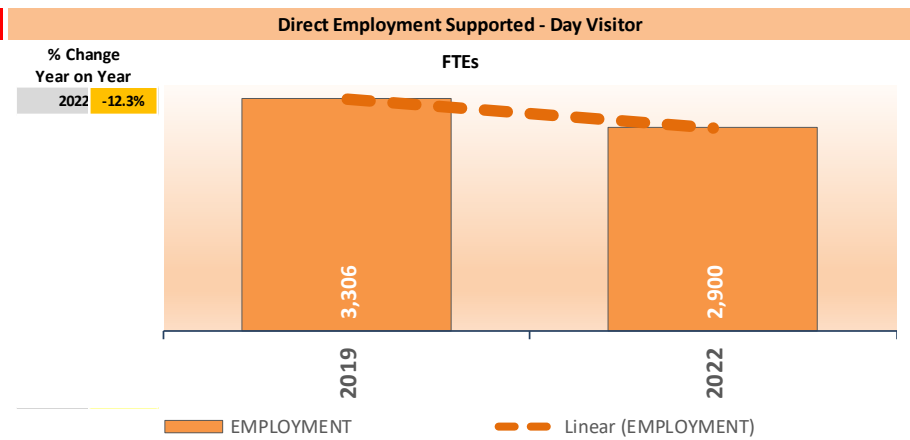
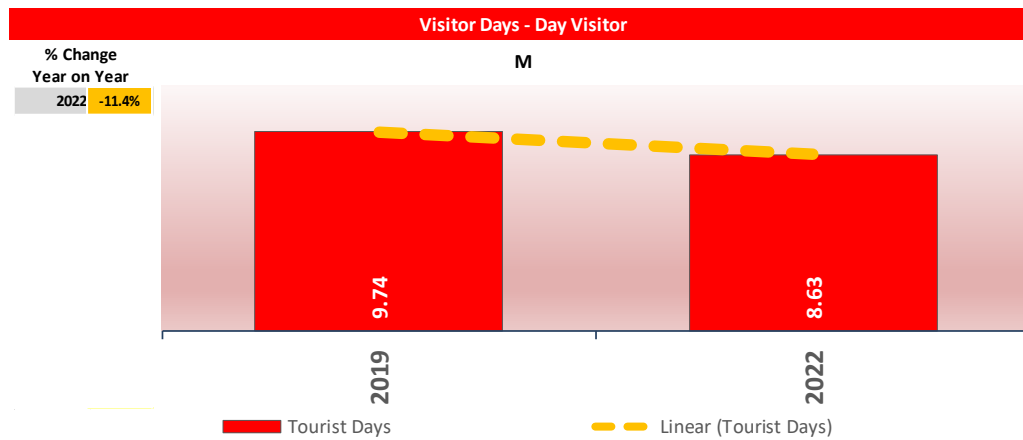
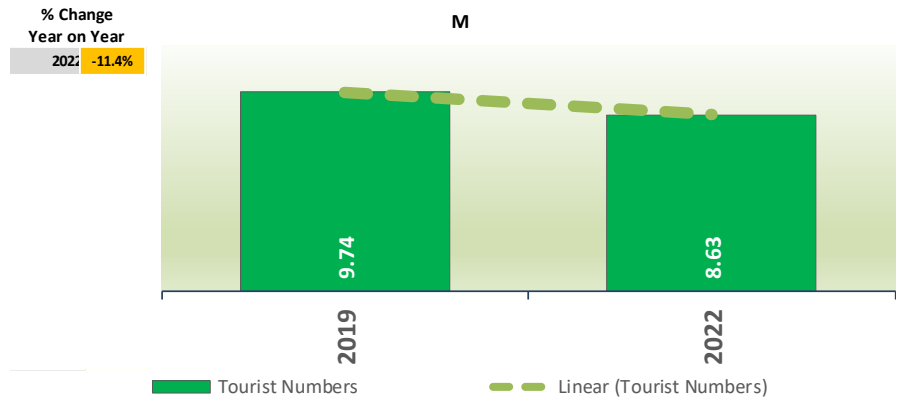
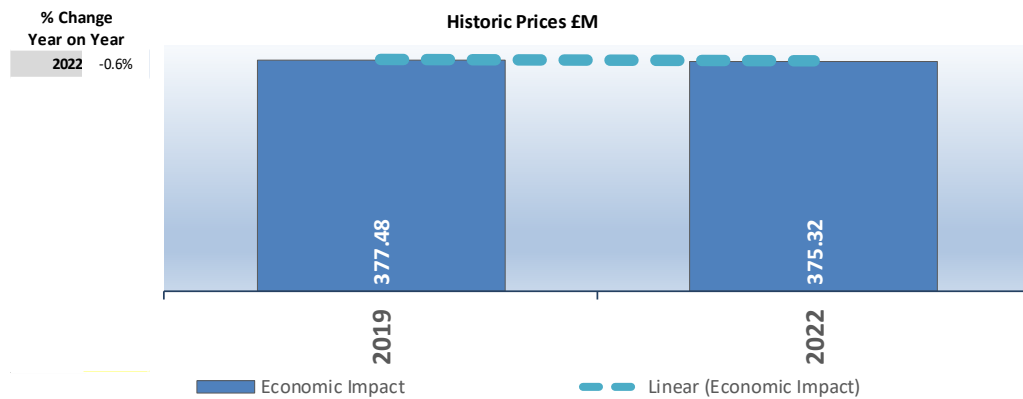


| % Change from 2019 | 2019 | 2022 |
|-----------------------------------|------|-------|
| Economic Impact - Historic Prices | | 19.7% |
| Visitor Numbers | | 3.5% |
| Visitor Days | | 6.4% |
| Direct Employment | | 0.6% |

"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



| % Change from 2019 | 2019 | 2022 |
|-----------------------------------|------|--------|
| Economic Impact - Historic Prices | | -0.6% |
| Visitor Numbers | | -11.4% |
| Visitor Days | | -11.4% |
| Direct Employment | | -12.3% |

"Linear" = Linear Trendline

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

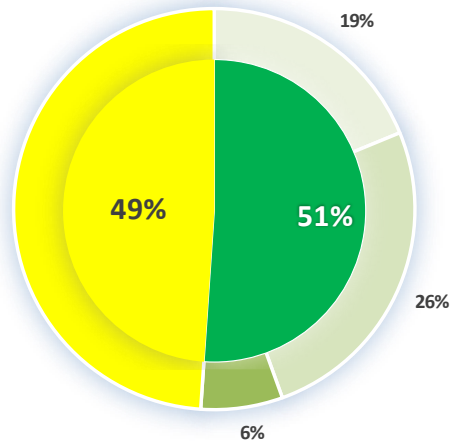
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

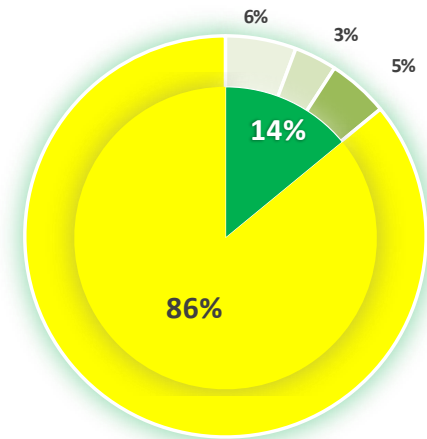
TOTAL
£767.23m

| | £M |
|-----------------|---------------|
| Serviced | 144.13 |
| Non-Serviced | 197.19 |
| SFR | 50.59 |
| Staying Visitor | 391.90 |
| Day Visitor | 375.32 |
| Total | 767.23 |



TOTAL
10.04m

| | M |
|-----------------|--------------|
| Serviced | 0.57 |
| Non-Serviced | 0.35 |
| SFR | 0.49 |
| Staying Visitor | 1.41 |
| Day Visitor | 8.63 |
| Total | 10.04 |

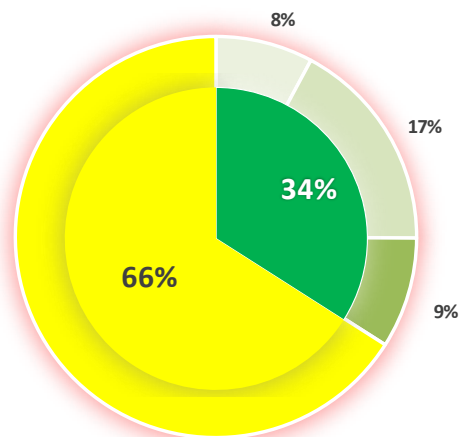


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

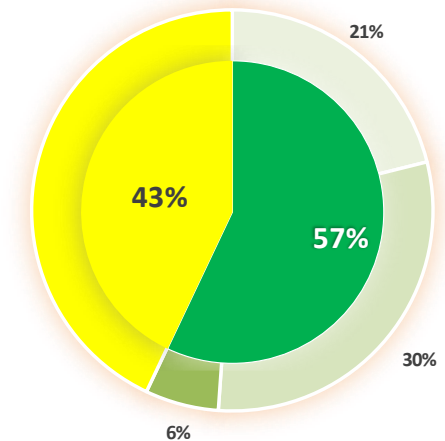
TOTAL
13.08m

| | M |
|-----------------|--------------|
| Serviced | 1.03 |
| Non-Serviced | 2.25 |
| SFR | 1.17 |
| Staying Visitor | 4.45 |
| Day Visitor | 8.63 |
| Total | 13.08 |



TOTAL
6,751 Direct FTEs
8,474 Total FTEs

| | FTEs |
|-----------------|--------------|
| Serviced | 1,425 |
| Non-Serviced | 2,025 |
| SFR | 400 |
| Staying Visitor | 3,851 |
| Day Visitor | 2,900 |
| Total | 6,751 |



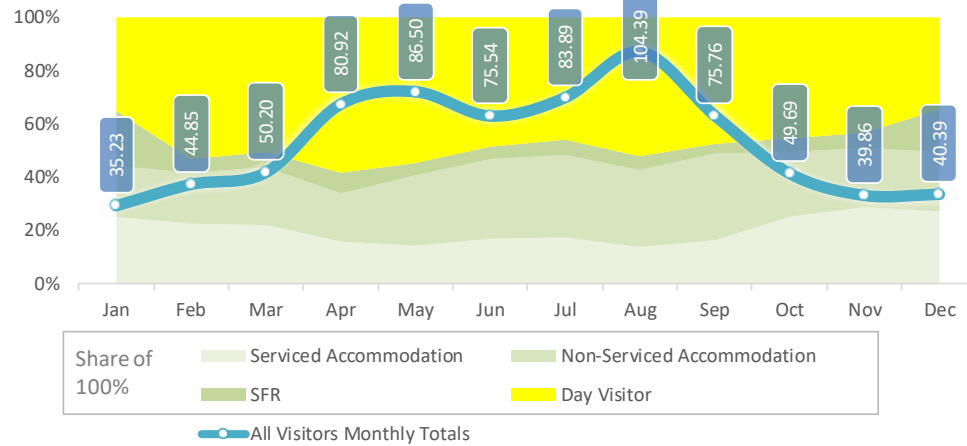
STEAM REPORT FOR 2019-2022 - FINAL
SHROPSHIRE COUNCIL

2022
Historic Prices

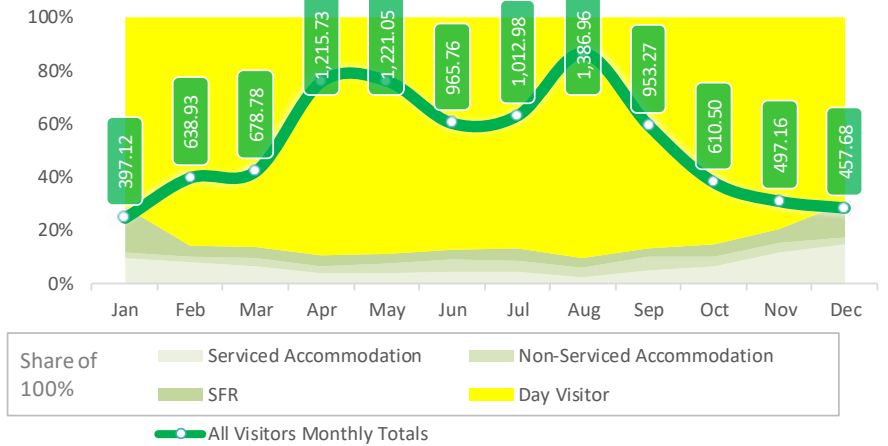
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

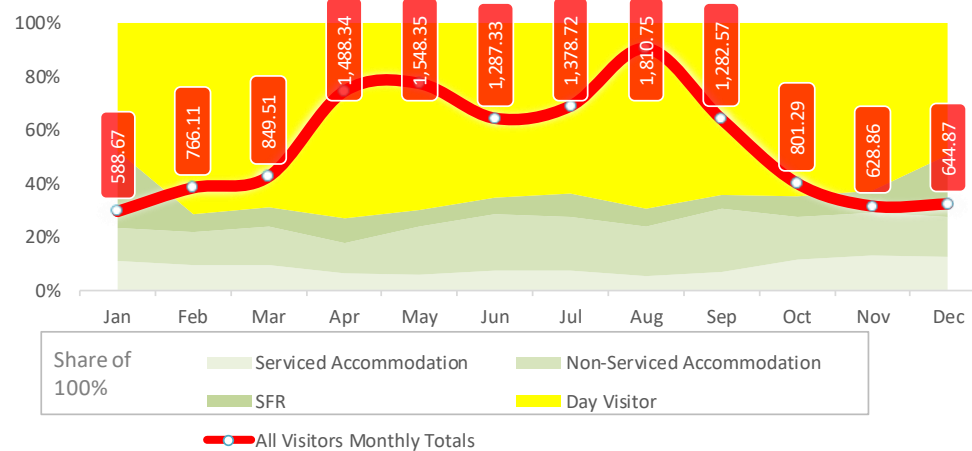
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



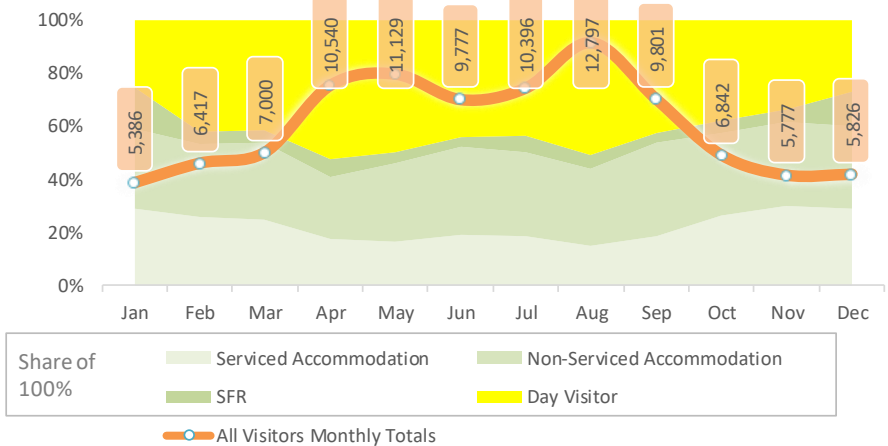
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



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



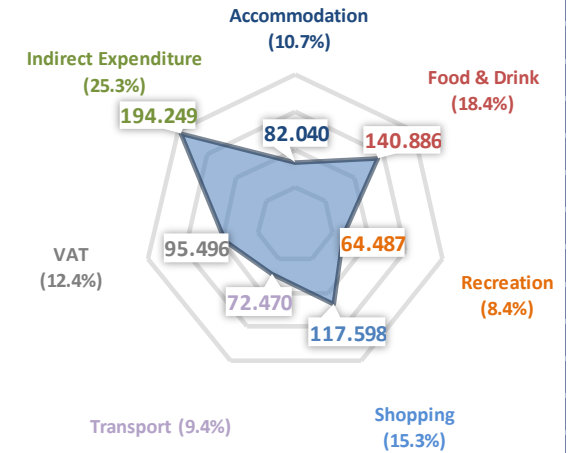
Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



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

| SECTOR / YEAR | | 2019 | 2022 |
|----------------------|----|--------|--------|
| Accommodation | £M | 68.64 | 82.04 |
| Food & Drink | £M | 131.22 | 140.89 |
| Recreation | £M | 60.70 | 64.49 |
| Shopping | £M | 110.97 | 117.60 |
| Transport | £M | 67.53 | 72.47 |
| Direct Revenue | £M | 439.07 | 477.48 |
| VAT | £M | 87.81 | 95.50 |
| Direct Expenditure | £M | 526.88 | 572.98 |
| Indirect Expenditure | £M | 177.87 | 194.25 |
| TOTAL | £M | 704.75 | 767.23 |

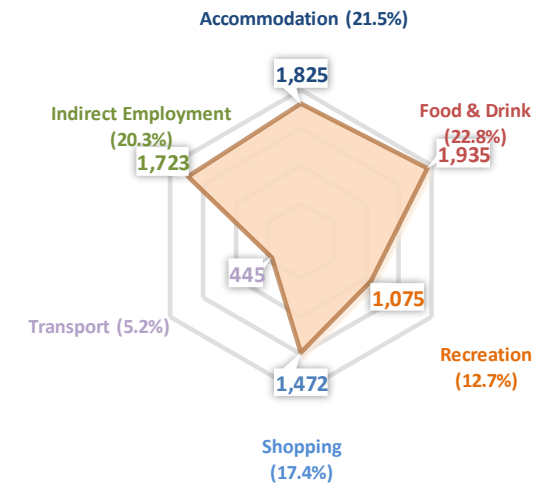
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

| SECTOR / YEAR | | 2019 | 2022 |
|---------------------|------|-------|-------|
| Accommodation | FTEs | 1,825 | 1,825 |
| Food & Drink | FTEs | 2,042 | 1,935 |
| Recreation | FTEs | 1,146 | 1,075 |
| Shopping | FTEs | 1,574 | 1,472 |
| Transport | FTEs | 470 | 445 |
| Direct Employment | FTEs | 7,057 | 6,751 |
| Indirect Employment | FTEs | 1,788 | 1,723 |
| TOTAL | FTEs | 8,846 | 8,474 |

2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



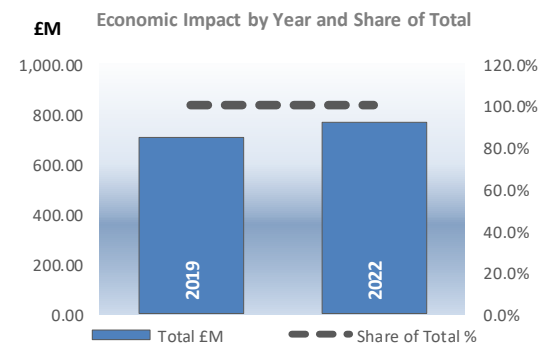
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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

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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 Historic Prices | | TOTAL | ECONOMIC IMPACT Historic Prices | | | | | |
|--|--|-------|-------|-------|-------|-------|-------|-------|--------|-------|---------------------------------|---------------|-------|------------------------------------|--------|--------|--------|----------|--------|
| ECONOMIC IMPACT BY: | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | TOTAL | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| A Fall of 3% or more | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | 11.8% | 18.8% | 9.7% | 7.2% | 3.0% | 7.2% | 10.0% | 7.0% | 11.1% | 10.6% | 5.8% | 14.7% | 8.9% | Annual Change | 13.3% | 5.7% | 9.1% | 10.3% | |
| % Change 2019 to 2022 | 11.8% | 18.8% | 9.7% | 7.2% | 3.0% | 7.2% | 10.0% | 7.0% | 11.1% | 10.6% | 5.8% | 14.7% | 8.9% | | 13.3% | 5.7% | 9.1% | 10.3% | |
| Average Annual Change | 3.9% | 6.3% | 3.2% | 2.4% | 1.0% | 2.4% | 3.3% | 2.3% | 3.7% | 3.5% | 1.9% | 4.9% | 3.0% | | 4.4% | 1.9% | 3.0% | 3.4% | |
| 2019 | £M | 31.52 | 37.75 | 45.75 | 75.50 | 83.95 | 70.44 | 76.27 | 97.57 | 68.17 | 44.94 | 37.68 | 35.20 | 704.75 | 115.02 | 229.89 | 242.01 | 117.82 | |
| 2022 | £M | 35.23 | 44.85 | 50.20 | 80.92 | 86.50 | 75.54 | 83.89 | 104.39 | 75.76 | 49.69 | 39.86 | 40.39 | 767.23 | 8.9% | 130.29 | 242.97 | 264.03 | 129.94 |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | TOTAL | |
|--------------------------------------|----|--------|--------|-------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Total | £M | 704.75 | 767.23 | | |
| All Visitor Types | £M | 704.75 | 767.23 | | |
| Share of Total | % | 100.0% | 100.0% | | |
| Annual Change in Share | % | | | | |
| Change in Share from 2019 | % | | | | |
| Avg Ann. Change in Share | % | | | | |



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

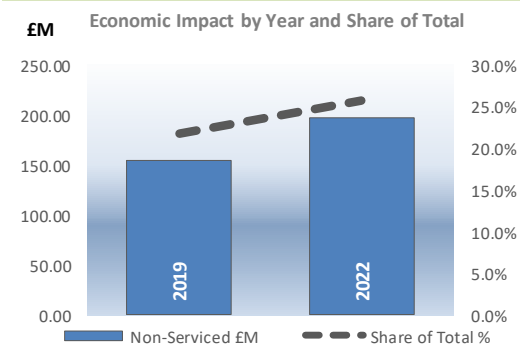
| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 Historic Prices | | SERVICED ACCOMMODATION | | ECONOMIC IMPACT Historic Prices | | | | | | |
|--|----|--|-------|-------|-------|-------|-------|-------|-------|-------|---------------------------------|-------|---------------------------|--------|------------------------------------|---------------|---------|-------|----------|-------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | QUARTER | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | | % Change | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | | -1.9% | 11.1% | 12.3% | 13.9% | 9.3% | 16.8% | 13.0% | 10.0% | 11.5% | 10.4% | 8.7% | 19.6% | 11.3% | Annual Change | | 7.3% | 13.3% | 11.5% | 12.5% | |
| % Change 2019 to 2022 | | -1.9% | 11.1% | 12.3% | 13.9% | 9.3% | 16.8% | 13.0% | 10.0% | 11.5% | 10.4% | 8.7% | 19.6% | 11.3% | Annual Change | | 7.3% | 13.3% | 11.5% | 12.5% | |
| Average Annual Change | | -0.6% | 3.7% | 4.1% | 4.6% | 3.1% | 5.6% | 4.3% | 3.3% | 3.8% | 3.5% | 2.9% | 6.5% | 3.8% | Annual Change | | 2.4% | 4.4% | 3.8% | 4.2% | |
| 2019 | £M | 9.011 | 9.104 | 9.894 | 11.10 | 11.38 | 11.04 | 12.91 | 12.92 | 11.06 | 11.35 | 10.53 | 9.173 | 129.48 | Annual Change | | 28.01 | 33.52 | 36.90 | 31.05 | |
| 2022 | £M | 8.838 | 10.11 | 11.11 | 12.65 | 12.45 | 12.89 | 14.59 | 14.21 | 12.34 | 12.53 | 11.44 | 10.97 | 144.13 | 11.3% | Annual Change | | 30.06 | 37.99 | 41.13 | 34.94 |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | SERVICED ACCOMMODATION | |
|--------------------------------------|----|--------|--------|--|--|
| SHARE OF MARKET | | 2019 | 2022 | Economic Impact by Year and Share of Total | |
| Serviced | £M | 129.48 | 144.13 | | |
| All Visitor Types | £M | 704.75 | 767.23 | | |
| Share of Total | % | 18.4% | 18.8% | | |
| Annual Change in Share | % | | 2.2% | | |
| Change in Share from 2019 | % | | 2.2% | | |
| Avg Ann. Change in Share | % | | 0.7% | | |

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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | 2019 to 2022 Historic Prices | | NON-SERVICED ACCOMMODATION | ECONOMIC IMPACT Historic Prices | | | | | |
|--|--|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------------------------|---------------|-------------------------------|------------------------------------|----|---------|-------|----------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | QUARTER | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | 25.2% | 37.3% | 37.0% | 26.5% | 21.8% | 29.9% | 27.9% | 19.6% | 31.9% | 32.4% | 25.4% | 48.1% | 28.1% | Annual Change | | 33.9% | 25.9% | 25.8% | 34.4% |
| % Change 2019 to 2022 | | 25.2% | 37.3% | 37.0% | 26.5% | 21.8% | 29.9% | 27.9% | 19.6% | 31.9% | 32.4% | 25.4% | 48.1% | 28.1% | | | 33.9% | 25.9% | 25.8% | 34.4% |
| Average Annual Change | | 8.4% | 12.4% | 12.3% | 8.8% | 7.3% | 10.0% | 9.3% | 6.5% | 10.6% | 10.8% | 8.5% | 16.0% | 9.4% | | | 11.3% | 8.6% | 8.6% | 11.5% |
| 2019 £M | | 5.426 | 6.252 | 7.930 | 11.76 | 18.63 | 17.46 | 20.24 | 25.29 | 18.66 | 9.015 | 7.160 | 6.111 | 153.93 | | | 19.61 | 47.85 | 64.19 | 22.29 |
| 2022 £M | | 6.791 | 8.587 | 10.87 | 14.88 | 22.69 | 22.67 | 25.89 | 30.26 | 24.61 | 11.93 | 8.978 | 9.048 | 197.19 | 28.1% | | 26.25 | 60.23 | 80.75 | 29.96 |

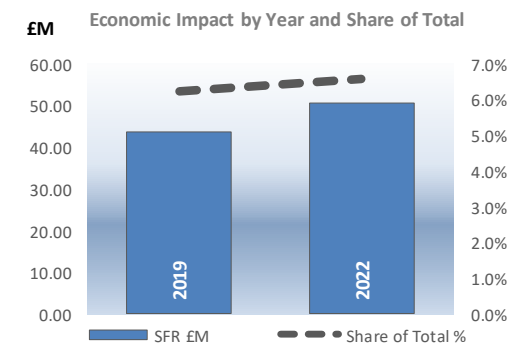
| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | NON-SERVICED ACCOMMODATION | |
|--------------------------------------|----|--------|--------|----------------------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Non-Serviced | £M | 153.93 | 197.19 | | |
| All Visitor Types | £M | 704.75 | 767.23 | | |
| Share of Total | % | 21.8% | 25.7% | | |
| Annual Change in Share | % | | 17.7% | | |
| Change in Share from 2019 | % | | 17.7% | | |
| Avg Ann. Change in Share | % | | 5.9% | | |



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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 Historic Prices | | SFR | ECONOMIC IMPACT Historic Prices | | | | | | | |
|--|----|--|-------|-------|-------|-------|-------|-------|-------|-------|---------------------------------|-------|---------------|------------------------------------|---------------|----|-------|-------|----------|-------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | SFR | | | | | | | | | | | TOTAL | | | | | | % Change | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | | |
| % Change 2019 to 2022 | | 12.3% | 15.9% | 17.0% | 15.3% | 14.8% | 16.8% | 15.6% | 14.2% | 16.9% | 15.0% | 13.6% | 18.6% | 15.4% | Annual Change | | 14.0% | 15.5% | 15.3% | 16.8% | |
| % Change 2019 to 2022 | | 12.3% | 15.9% | 17.0% | 15.3% | 14.8% | 16.8% | 15.6% | 14.2% | 16.9% | 15.0% | 13.6% | 18.6% | 15.4% | | | 14.0% | 15.5% | 15.3% | 16.8% | |
| Average Annual Change | | 4.1% | 5.3% | 5.7% | 5.1% | 4.9% | 5.6% | 5.2% | 4.7% | 5.6% | 5.0% | 4.5% | 6.2% | 5.1% | | | 4.7% | 5.2% | 5.1% | 5.6% | |
| 2019 | £M | 6.529 | 2.031 | 2.350 | 5.292 | 3.636 | 2.817 | 4.383 | 4.646 | 2.511 | 2.258 | 1.957 | 5.447 | 43.86 | | | 10.91 | 11.74 | 11.54 | 9.662 | |
| 2022 | £M | 7.331 | 2.353 | 2.750 | 6.102 | 4.174 | 3.289 | 5.068 | 5.304 | 2.935 | 2.598 | 2.223 | 6.461 | 50.59 | 15.4% | | | 12.43 | 13.57 | 13.31 | 11.28 |

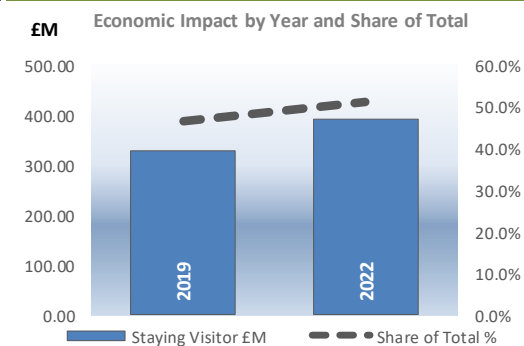
| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | SFR | |
|--------------------------------------|----|--------|--------|-----|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| SFR | £M | 43.86 | 50.59 | | |
| All Visitor Types | £M | 704.75 | 767.23 | | |
| Share of Total | % | 6.2% | 6.6% | | |
| Annual Change in Share | % | | 6.0% | | |
| Change in Share from 2019 | % | | 6.0% | | |
| Avg Ann. Change in Share | % | | 2.0% | | |



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.

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 Historic Prices | | STAYING VISITOR | | ECONOMIC IMPACT Historic Prices | | | | |
|--|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------------------------|---------------|-----------------|---------------|------------------------------------|-------|--------|----------|-------|
| ECONOMIC IMPACT BY: | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | STAYING 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 | | | | | | | | | |
| A Fall of 3% or more | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | 9.5% | 21.1% | 22.6% | 19.4% | 16.8% | 24.1% | 21.3% | 16.1% | 23.7% | 19.6% | 15.2% | 27.7% | 19.7% | Annual Change | 17.5% | 20.0% | 20.0% | 20.9% | |
| % Change 2019 to 2022 | 9.5% | 21.1% | 22.6% | 19.4% | 16.8% | 24.1% | 21.3% | 16.1% | 23.7% | 19.6% | 15.2% | 27.7% | 19.7% | | 17.5% | 20.0% | 20.0% | 20.9% | |
| Average Annual Change | 3.2% | 7.0% | 7.5% | 6.5% | 5.6% | 8.0% | 7.1% | 5.4% | 7.9% | 6.5% | 5.1% | 9.2% | 6.6% | | 5.8% | 6.7% | 6.7% | 7.0% | |
| 2019 | £M | 20.97 | 17.39 | 20.17 | 28.16 | 33.65 | 31.31 | 37.54 | 42.86 | 32.23 | 22.62 | 19.65 | 20.73 | 327.27 | 58.53 | 93.12 | 112.63 | 63.00 | |
| 2022 | £M | 22.96 | 21.05 | 24.73 | 33.63 | 39.31 | 38.85 | 45.54 | 49.77 | 39.88 | 27.06 | 22.65 | 26.48 | 391.90 | 19.7% | 68.74 | 111.79 | 135.19 | 76.18 |

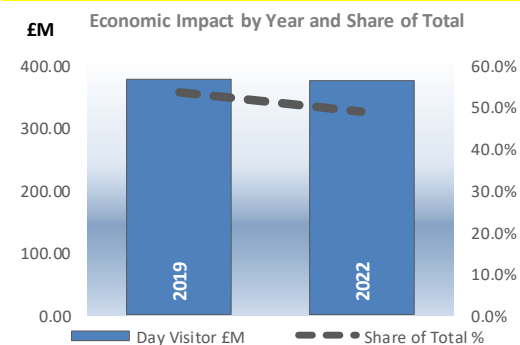
| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | STAYING VISITOR | |
|--------------------------------------|----|--------|--------|-----------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Staying Visitor | £M | 327.27 | 391.90 | | |
| All Visitor Types | £M | 704.75 | 767.23 | | |
| Share of Total | % | 46.4% | 51.1% | | |
| Annual Change in Share | % | | 10.0% | | |
| Change in Share from 2019 | % | | 10.0% | | |
| Avg Ann. Change in Share | % | | 3.3% | | |



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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 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 | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | | 16.3% | 16.8% | -0.4% | -0.1% | -6.2% | -6.2% | -1.0% | -0.2% | -0.2% | 1.4% | -4.5% | -3.9% | -0.6% | Annual Change | 8.9% | -4.1% | -0.4% | -1.9% |
| % Change 2019 to 2022 | | 16.3% | 16.8% | -0.4% | -0.1% | -6.2% | -6.2% | -1.0% | -0.2% | -0.2% | 1.4% | -4.5% | -3.9% | -0.6% | | 8.9% | -4.1% | -0.4% | -1.9% |
| Average Annual Change | | 5.4% | 5.6% | -0.1% | 0.0% | -2.1% | -2.1% | -0.3% | -0.1% | -0.1% | 0.5% | -1.5% | -1.3% | -0.2% | | 3.0% | -1.4% | -0.1% | -0.6% |
| 2019 | £M | 10.56 | 20.37 | 25.58 | 47.35 | 50.30 | 39.13 | 38.73 | 54.71 | 35.94 | 22.32 | 18.03 | 14.47 | 377.48 | | 56.50 | 136.77 | 129.38 | 54.82 |
| 2022 | £M | 12.27 | 23.80 | 25.48 | 47.29 | 47.19 | 36.69 | 38.35 | 54.61 | 35.88 | 22.63 | 17.22 | 13.91 | 375.32 | -0.6% | 61.55 | 131.18 | 128.84 | 53.75 |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | DAY VISITOR | |
|--------------------------------------|----|--------|--------|-------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Day Visitor | £M | 377.48 | 375.32 | | |
| All Visitor Types | £M | 704.75 | 767.23 | | |
| Share of Total | % | 53.6% | 48.9% | | |
| Annual Change in Share | % | | -8.7% | | |
| Change in Share from 2019 | % | | -8.7% | | |
| Avg Ann. Change in Share | % | | -2.9% | | |



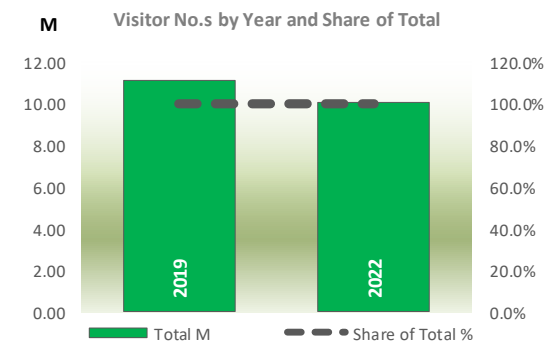
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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

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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 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 2019 to 2022 | | 1.4% | 3.9% | -9.3% | -9.6% | -14.7% | -14.0% | -9.9% | -9.9% | -9.1% | -8.0% | -12.3% | -8.7% | -9.6% | Annual Change | -2.3% | -12.8% | -9.7% | -9.6% |
| % Change 2019 to 2022 | | 1.4% | 3.9% | -9.3% | -9.6% | -14.7% | -14.0% | -9.9% | -9.9% | -9.1% | -8.0% | -12.3% | -8.7% | -9.6% | | -2.3% | -12.8% | -9.7% | -9.6% |
| Average Annual Change | | 0.5% | 1.3% | -3.1% | -3.2% | -4.9% | -4.7% | -3.3% | -3.3% | -3.0% | -2.7% | -4.1% | -2.9% | -3.2% | | -0.8% | -4.3% | -3.2% | -3.2% |
| 2019 | M | 0.392 | 0.615 | 0.749 | 1.345 | 1.431 | 1.124 | 1.125 | 1.540 | 1.048 | 0.663 | 0.567 | 0.501 | 11.10 | | 1.755 | 3.900 | 3.713 | 1.731 |
| 2022 | M | 0.397 | 0.639 | 0.679 | 1.216 | 1.221 | 0.966 | 1.013 | 1.387 | 0.953 | 0.610 | 0.497 | 0.458 | 10.04 | -9.6% | 1.715 | 3.403 | 3.353 | 1.565 |

| VISITOR NUMBERS | | | | TOTAL | |
|---------------------------|---|--------|--------|-------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Total | M | 11.10 | 10.04 | | |
| All Visitor Types | M | 11.10 | 10.04 | | |
| Share of Total | % | 100.0% | 100.0% | | |
| Annual Change in Share | % | | | | |
| Change in Share from 2019 | % | | | | |
| Avg Ann. Change in Share | % | | | | |



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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | SERVICED | | VISITOR NUMBERS | | | |
|--|--|---|-------|------|------|-------|------|------|-------|-------|-------|-------|---------------|-------|---------------|----|-----------------|-------|----------|-------|
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | QUARTER | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | -12.6% | -1.0% | 0.1% | 1.5% | -2.6% | 4.1% | 0.7% | -2.0% | -0.7% | -1.6% | -3.2% | 6.5% | -0.7% | Annual Change | | -4.2% | 0.9% | -0.6% | 1.0% |
| % Change 2019 to 2022 | | -12.6% | -1.0% | 0.1% | 1.5% | -2.6% | 4.1% | 0.7% | -2.0% | -0.7% | -1.6% | -3.2% | 6.5% | -0.7% | | | -4.2% | 0.9% | -0.6% | 1.0% |
| Average Annual Change | | -4.2% | -0.3% | 0.0% | 0.5% | -0.9% | 1.4% | 0.2% | -0.7% | -0.2% | -0.5% | -1.1% | 2.2% | -0.2% | | | -1.4% | 0.3% | -0.2% | 0.3% |
| 2019 000s | | 42.6 | 53.4 | 45.2 | 47.8 | 49.1 | 43.2 | 44.8 | 35.7 | 49.6 | 41.2 | 60.2 | 63.6 | 576.6 | | | 141.2 | 140.2 | 130.2 | 165.0 |
| 2022 000s | | 37.2 | 52.8 | 45.3 | 48.6 | 47.9 | 45.0 | 45.1 | 35.0 | 49.3 | 40.5 | 58.3 | 67.7 | 572.7 | -0.7% | | 135.3 | 141.5 | 129.4 | 166.6 |

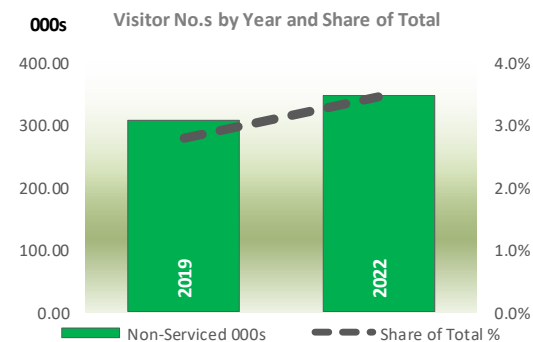
| VISITOR NUMBERS | | | |
|---------------------------|------|-------|-------|
| SHARE OF MARKET | | 2019 | 2022 |
| Serviced | 000s | 576.6 | 572.7 |
| All Visitor Types | M | 11.1 | 10.0 |
| Share of Total | % | 5.2% | 5.7% |
| Annual Change in Share | % | | 9.9% |
| Change in Share from 2019 | % | | 9.9% |
| Avg Ann. Change in Share | % | | 3.3% |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | NON-SERVICED | | VISITOR NUMBERS | | | | |
|--|--|---|-------|-------|-------|------|-------|-------|------|-------|-------|------|---------------|-------|---------------|----|-----------------|-------|----------|-------|------|
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change | | |
| An increase of 3% or more | | VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | QUARTER | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | | |
| % Change 2019 to 2022 | | 10.0% | 18.2% | 20.5% | 10.0% | 7.2% | 14.0% | 12.0% | 6.4% | 16.1% | 14.6% | 8.3% | 28.4% | 12.2% | Annual Change | | 17.1% | 10.3% | 11.3% | 15.3% | |
| % Change 2019 to 2022 | | 10.0% | 18.2% | 20.5% | 10.0% | 7.2% | 14.0% | 12.0% | 6.4% | 16.1% | 14.6% | 8.3% | 28.4% | 12.2% | | | 17.1% | 10.3% | 11.3% | 15.3% | |
| Average Annual Change | | 3.3% | 6.1% | 6.8% | 3.3% | 2.4% | 4.7% | 4.0% | 2.1% | 5.4% | 4.9% | 2.8% | 9.5% | 4.1% | | | 5.7% | 3.4% | 3.8% | 5.1% | |
| 2019 000s | | 9.1 | 11.2 | 15.3 | 25.4 | 41.6 | 36.2 | 35.4 | 46.7 | 41.4 | 19.0 | 16.5 | 10.0 | 307.7 | | | 35.6 | 103.2 | 123.4 | 45.5 | |
| 2022 000s | | 10.0 | 13.2 | 18.4 | 27.9 | 44.6 | 41.2 | 39.6 | 49.7 | 48.0 | 21.8 | 17.8 | 12.8 | 345.3 | 12.2% | | | 41.7 | 113.8 | 137.3 | 52.5 |

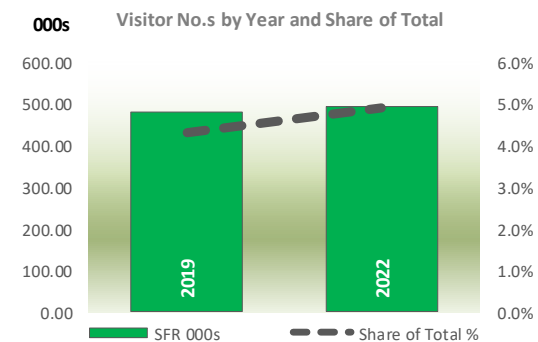
| VISITOR NUMBERS | | | | NON-SERVICED ACCOMMODATION | | | |
|---------------------------|--|------|-------|----------------------------|--------|---|--|
| SHARE OF MARKET | | 2019 | 2022 | 000s | | Visitor No.s by Year and Share of Total | |
| Non-Serviced | | 000s | 307.7 | 345.3 | 400.00 | | |
| All Visitor Types | | M | 11.1 | 10.0 | 300.00 | | |
| Share of Total | | % | 2.8% | 3.4% | 200.00 | | |
| Annual Change in Share | | % | | 24.1% | 100.00 | | |
| Change in Share from 2019 | | % | | 24.1% | 0.00 | | |
| Avg Ann. Change in Share | | % | | 8.0% | 0.00 | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | SFR | VISITOR NUMBERS | | | |
|--|--|---|------|------|------|------|------|------|------|------|------|------|---------------|-------|----------|-----------------|-------|-------|----------|
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | SFR | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | | VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | | % Change | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | | % Change | | | |
| % Change 2019 to 2022 | | 0.0% | 3.2% | 4.3% | 2.7% | 2.3% | 4.0% | 3.0% | 1.7% | 4.1% | 2.5% | 1.2% | 5.7% | 2.8% | 1.7% | 2.9% | 2.8% | 3.8% | |
| % Change 2019 to 2022 | | 0.0% | 3.2% | 4.3% | 2.7% | 2.3% | 4.0% | 3.0% | 1.7% | 4.1% | 2.5% | 1.2% | 5.7% | 2.8% | 1.7% | 2.9% | 2.8% | 3.8% | |
| Average Annual Change | | 0.0% | 1.1% | 1.4% | 0.9% | 0.8% | 1.3% | 1.0% | 0.6% | 1.4% | 0.4% | 1.9% | 0.9% | 2.8% | 0.6% | 1.0% | 0.9% | 1.3% | |
| 2019 000s | | 67.7 | 25.1 | 28.3 | 50.8 | 42.9 | 34.8 | 45.5 | 46.4 | 30.0 | 27.4 | 25.0 | 54.3 | 478.3 | 121.2 | 128.5 | 121.8 | 106.7 | |
| 2022 000s | | 67.8 | 25.9 | 29.6 | 52.2 | 43.9 | 36.2 | 46.9 | 47.2 | 31.3 | 28.1 | 25.3 | 57.4 | 491.6 | 123.2 | 132.3 | 125.3 | 110.8 | |

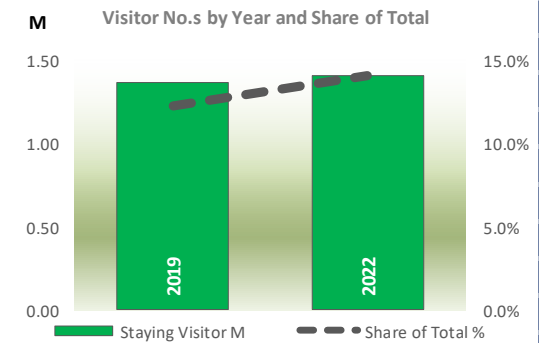
| VISITOR NUMBERS | | | | SFR | |
|---------------------------|------|-------|-------|-----|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| SFR | 000s | 478.3 | 491.6 | | |
| All Visitor Types | M | 11.1 | 10.0 | | |
| Share of Total | % | 4.3% | 4.9% | | |
| Annual Change in Share | % | | 13.7% | | |
| Change in Share from 2019 | % | | 13.7% | | |
| Avg Ann. Change in Share | % | | 4.6% | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | STAYING VISITOR | | VISITOR NUMBERS | | | |
|--|---|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|-------|-----------------|-------|-----------------|-------|----------|--|
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | % Change | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | -3.7% | 2.6% | 4.9% | 3.7% | 2.0% | 7.2% | 4.7% | 2.4% | 6.3% | 3.2% | -0.3% | 7.9% | 3.5% | Annual Change | 0.8% | 4.2% | 4.4% | 4.0% | |
| % Change 2019 to 2022 | | -3.7% | 2.6% | 4.9% | 3.7% | 2.0% | 7.2% | 4.7% | 2.4% | 6.3% | 3.2% | -0.3% | 7.9% | 3.5% | Annual Change | 0.8% | 4.2% | 4.4% | 4.0% | |
| Average Annual Change | | -1.2% | 0.9% | 1.6% | 1.2% | 0.7% | 2.4% | 1.6% | 0.8% | 2.1% | 1.1% | -0.1% | 2.6% | 1.2% | Annual Change | 0.3% | 1.4% | 1.5% | 1.3% | |
| 2019 | M | 0.119 | 0.090 | 0.089 | 0.124 | 0.134 | 0.114 | 0.126 | 0.129 | 0.121 | 0.088 | 0.102 | 0.128 | 1.363 | | 0.298 | 0.372 | 0.375 | 0.317 | |
| 2022 | M | 0.115 | 0.092 | 0.093 | 0.129 | 0.136 | 0.122 | 0.132 | 0.132 | 0.129 | 0.090 | 0.101 | 0.138 | 1.410 | 3.5% | 0.300 | 0.388 | 0.392 | 0.330 | |

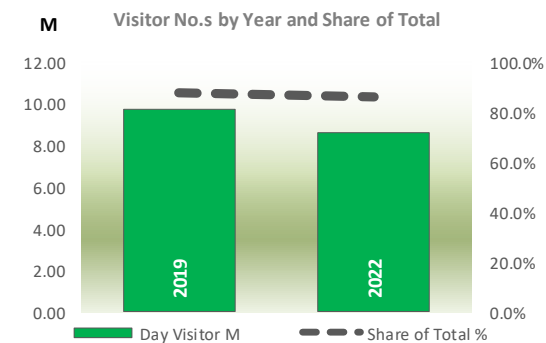
| VISITOR NUMBERS | | | | STAYING VISITOR | |
|---------------------------|---|-------|-------|-----------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Staying Visitor | M | 1.363 | 1.410 | | |
| All Visitor Types | M | 11.10 | 10.04 | | |
| Share of Total | % | 12.3% | 14.0% | | |
| Annual Change in Share | % | | 14.4% | | |
| Change in Share from 2019 | % | | 14.4% | | |
| Avg Ann. Change in Share | % | | 4.8% | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | DAY VISITOR | | VISITOR NUMBERS | | | | |
|--|---|--|-------|--------|--------|--------|--------|--------|--------|--------|-------|--------|---------------|--------|---------------|----|-----------------|--------|----------|--------|-------|
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change | | |
| An increase of 3% or more | | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | | |
| % Change 2019 to 2022 | | 3.6% | 4.1% | -11.3% | -11.0% | -16.4% | -16.4% | -11.8% | -11.1% | -11.1% | -9.7% | -14.9% | -14.3% | -11.4% | Annual Change | | -2.9% | -14.5% | -11.3% | -12.6% | |
| % Change 2019 to 2022 | | 3.6% | 4.1% | -11.3% | -11.0% | -16.4% | -16.4% | -11.8% | -11.1% | -11.1% | -9.7% | -14.9% | -14.3% | -11.4% | | | -2.9% | -14.5% | -11.3% | -12.6% | |
| Average Annual Change | | 1.2% | 1.4% | -3.8% | -3.7% | -5.5% | -5.5% | -3.9% | -3.7% | -3.7% | -3.2% | -5.0% | -4.8% | -3.8% | | | -1.0% | -4.8% | -3.8% | -4.2% | |
| 2019 | M | 0.272 | 0.525 | 0.660 | 1.221 | 1.297 | 1.009 | 0.999 | 1.411 | 0.927 | 0.576 | 0.465 | 0.373 | 9.737 | | | 1.457 | 3.528 | 3.337 | 1.414 | |
| 2022 | M | 0.282 | 0.547 | 0.586 | 1.087 | 1.085 | 0.843 | 0.881 | 1.255 | 0.825 | 0.520 | 0.396 | 0.320 | 8.626 | -11.4% | | | 1.415 | 3.015 | 2.961 | 1.235 |

| VISITOR NUMBERS | | | | DAY VISITOR | |
|---------------------------|---|-------|-------|-------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Day Visitor | M | 9.737 | 8.626 | | |
| All Visitor Types | M | 11.10 | 10.04 | | |
| Share of Total | % | 87.7% | 86.0% | | |
| Annual Change in Share | % | | -2.0% | | |
| Change in Share from 2019 | % | | -2.0% | | |
| Avg Ann. Change in Share | % | | -0.7% | | |



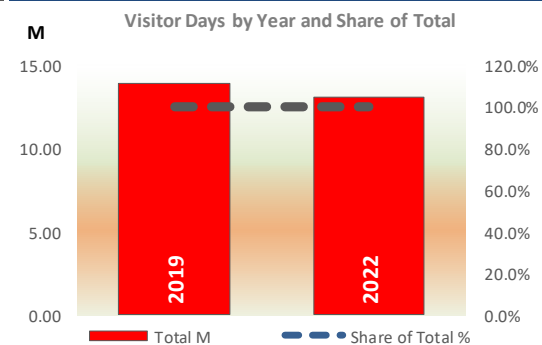
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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

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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | TOTAL | VISITOR DAYS | | | | |
|--|---|---|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|---------------|----------|---------------|-------|-------|-------|-------|
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | TOTAL | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | % Change | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | | 1.3% | 5.0% | -5.7% | -7.1% | -11.2% | -8.9% | -5.7% | -7.0% | -4.4% | -4.7% | -9.3% | -2.9% | -6.1% | Annual Change | -0.3% | -9.1% | -5.9% | -5.6% |
| % Change 2019 to 2022 | | 1.3% | 5.0% | -5.7% | -7.1% | -11.2% | -8.9% | -5.7% | -7.0% | -4.4% | -4.7% | -9.3% | -2.9% | -6.1% | | -0.3% | -9.1% | -5.9% | -5.6% |
| Average Annual Change | | 0.4% | 1.7% | -1.9% | -2.4% | -3.7% | -3.0% | -1.9% | -2.3% | -1.5% | -1.6% | -3.1% | -1.0% | -2.0% | | -0.1% | -3.0% | -2.0% | -1.9% |
| 2019 | M | 0.581 | 0.730 | 0.901 | 1.603 | 1.743 | 1.413 | 1.462 | 1.946 | 1.341 | 0.840 | 0.693 | 0.664 | 13.92 | | 2.211 | 4.758 | 4.750 | 2.198 |
| 2022 | M | 0.589 | 0.766 | 0.850 | 1.488 | 1.548 | 1.287 | 1.379 | 1.811 | 1.283 | 0.801 | 0.629 | 0.645 | 13.08 | -6.1% | 2.204 | 4.324 | 4.472 | 2.075 |

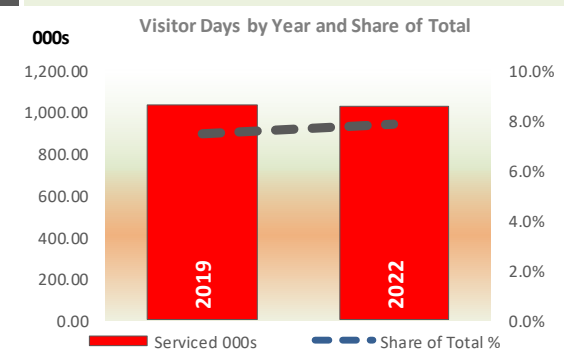
| VISITOR DAYS | | | | TOTAL | |
|---------------------------|---|--------|--------|-------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Total | M | 13.92 | 13.08 | | |
| All Visitor Types | M | 13.92 | 13.08 | | |
| Share of Total | % | 100.0% | 100.0% | | |
| Annual Change in Share | % | | | | |
| Change in Share from 2019 | % | | | | |
| Avg Ann. Change in Share | % | | | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | 2019 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 | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | % Change | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | | | | |
| % Change 2019 to 2022 | | -12.6% | -1.0% | 0.1% | 1.5% | -2.6% | 4.1% | 0.7% | -2.0% | -0.7% | -1.6% | -3.2% | 6.5% | -0.8% | Annual Change | -4.4% | 1.0% | -0.7% | 0.3% |
| % Change 2019 to 2022 | | -12.6% | -1.0% | 0.1% | 1.5% | -2.6% | 4.1% | 0.7% | -2.0% | -0.7% | -1.6% | -3.2% | 6.5% | -0.8% | | -4.4% | 1.0% | -0.7% | 0.3% |
| Average Annual Change | | -4.2% | -0.3% | 0.0% | 0.5% | -0.9% | 1.4% | 0.2% | -0.7% | -0.2% | -0.5% | -1.1% | 2.2% | -0.3% | | -1.5% | 0.3% | -0.2% | 0.1% |
| 2019 | 000s | 73.2 | 73.9 | 80.3 | 90.2 | 92.4 | 89.6 | 96.1 | 96.2 | 89.8 | 92.1 | 85.5 | 74.5 | 1,033.8 | | 227.4 | 272.2 | 282.1 | 252.1 |
| 2022 | 000s | 63.9 | 73.2 | 80.4 | 91.5 | 90.0 | 93.3 | 96.7 | 94.2 | 89.2 | 90.7 | 82.8 | 79.3 | 1,025.3 | -0.8% | 217.5 | 274.8 | 280.2 | 252.8 |

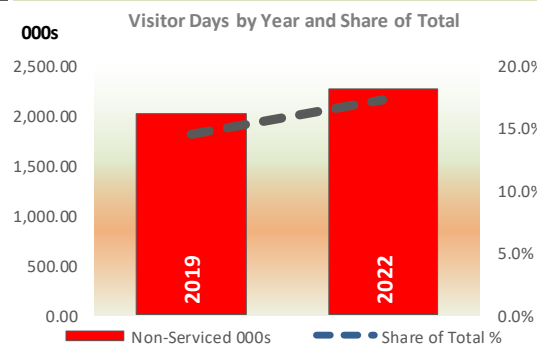
| VISITOR DAYS | | | | SERVICED ACCOMMODATION | | | |
|---------------------------|------|---------|---------|---|-------|--------|------|
| SHARE OF MARKET | | 2019 | 2022 | Visitor Days by Year and Share of Total | | | |
| Serviced | 000s | 1,033.8 | 1,025.3 | 1,200.00 | 10.0% | 800.00 | 8.0% |
| All Visitor Types | M | 13.9 | 13.1 | | | | |
| Share of Total | % | 7.4% | 7.8% | 600.00 | 6.0% | 400.00 | 4.0% |
| Annual Change in Share | % | | 5.6% | | | | |
| Change in Share from 2019 | % | | 5.6% | 200.00 | 2.0% | 0.00 | 0.0% |
| Avg Ann. Change in Share | % | | 1.9% | | | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | NON-SERVICED | | VISITOR DAYS | | | | |
|--|--|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|---------------|---------|---------------|----|--------------|-------|----------|-------|-------|
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change | | |
| An increase of 3% or more | | VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | QUARTER | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | | |
| % Change 2019 to 2022 | | 10.0% | 18.1% | 20.5% | 9.8% | 7.2% | 13.9% | 11.9% | 6.4% | 16.0% | 14.4% | 8.1% | 28.3% | 12.2% | Annual Change | | 16.9% | 10.3% | 11.1% | 16.1% | |
| % Change 2019 to 2022 | | 10.0% | 18.1% | 20.5% | 9.8% | 7.2% | 13.9% | 11.9% | 6.4% | 16.0% | 14.4% | 8.1% | 28.3% | 12.2% | | | 16.9% | 10.3% | 11.1% | 16.1% | |
| Average Annual Change | | 3.3% | 6.0% | 6.8% | 3.3% | 2.4% | 4.6% | 4.0% | 2.1% | 5.3% | 4.8% | 2.7% | 9.4% | 4.1% | | | 5.6% | 3.4% | 3.7% | 5.4% | |
| 2019 000s | | 66.5 | 77.5 | 99.6 | 153.7 | 258.5 | 241.1 | 253.4 | 318.3 | 259.3 | 114.1 | 91.5 | 75.2 | 2,008.9 | | | 243.7 | 653.4 | 831.0 | 280.8 | |
| 2022 000s | | 73.2 | 91.6 | 120.0 | 168.8 | 277.1 | 274.7 | 283.5 | 338.8 | 300.8 | 130.5 | 99.0 | 96.5 | 2,254.5 | 12.2% | | | 284.8 | 720.6 | 923.0 | 326.0 |

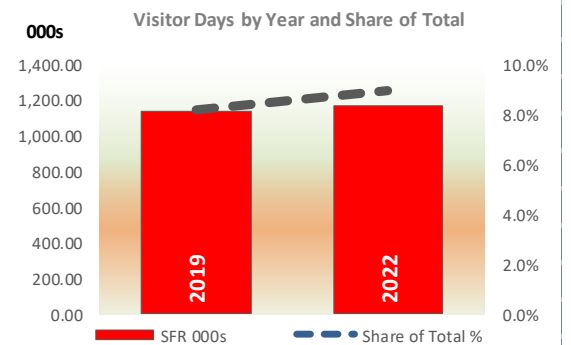
| VISITOR DAYS | | | | NON-SERVICED ACCOMMODATION | | | |
|---------------------------|------|---------|---------|----------------------------|--|--|--|
| SHARE OF MARKET | | 2019 | 2022 | | | | |
| Non-Serviced | 000s | 2,008.9 | 2,254.5 | | | | |
| All Visitor Types | M | 13.9 | 13.1 | | | | |
| Share of Total | % | 14.4% | 17.2% | | | | |
| Annual Change in Share | % | | 19.5% | | | | |
| Change in Share from 2019 | % | | 19.5% | | | | |
| Avg Ann. Change in Share | % | | 6.5% | | | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 | | SFR | VISITOR DAYS | | | | |
|--|--|------|------|-------|------|------|-------|-------|------|------|--------------|---------------|---------|---------------|-------|-------|-------|----------|
| VISITOR DAYS BY: | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | SFR | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | 0.0% | 3.2% | 4.3% | 2.7% | 2.3% | 4.0% | 3.0% | 1.7% | 4.1% | 2.5% | 1.2% | 5.7% | 2.8% | Annual Change | 1.6% | 2.9% | 2.7% | 4.0% |
| % Change 2019 to 2022 | 0.0% | 3.2% | 4.3% | 2.7% | 2.3% | 4.0% | 3.0% | 1.7% | 4.1% | 2.5% | 1.2% | 5.7% | 2.8% | Annual Change | 1.6% | 2.9% | 2.7% | 4.0% |
| Average Annual Change | 0.0% | 1.1% | 1.4% | 0.9% | 0.8% | 1.3% | 1.0% | 0.6% | 1.4% | 0.8% | 0.4% | 1.9% | 0.9% | Annual Change | 0.5% | 1.0% | 0.9% | 1.3% |
| 2019 000s | 169.4 | 52.7 | 60.9 | 137.3 | 94.3 | 73.1 | 113.7 | 120.5 | 65.1 | 58.6 | 50.8 | 141.3 | 1,137.6 | | 283.0 | 304.7 | 299.3 | 250.6 |
| 2022 000s | 169.4 | 54.4 | 63.6 | 141.0 | 96.5 | 76.0 | 117.1 | 122.6 | 67.8 | 60.0 | 51.4 | 149.3 | 1,169.2 | 2.8% | 287.4 | 313.5 | 307.6 | 260.7 |

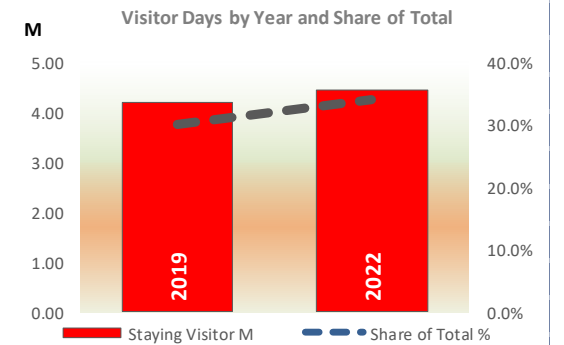
| VISITOR DAYS | | | | SFR | |
|---------------------------|------|---------|---------|-----|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| SFR | 000s | 1,137.6 | 1,169.2 | | |
| All Visitor Types | M | 13.9 | 13.1 | | |
| Share of Total | % | 8.2% | 8.9% | | |
| Annual Change in Share | % | | 9.4% | | |
| Change in Share from 2019 | % | | 9.4% | | |
| Avg Ann. Change in Share | % | | 3.1% | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | STAYING VISITOR | | VISITOR DAYS | | | |
|--|---|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|-------|-----------------|-------|--------------|-------|----------|--|
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | QUARTER | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | -0.8% | 7.3% | 9.6% | 5.3% | 4.1% | 10.0% | 7.4% | 3.8% | 10.5% | 6.2% | 2.3% | 11.8% | 6.4% | 6.4% | 4.7% | 6.4% | 7.0% | 7.1% | |
| % Change 2019 to 2022 | | -0.8% | 7.3% | 9.6% | 5.3% | 4.1% | 10.0% | 7.4% | 3.8% | 10.5% | 6.2% | 2.3% | 11.8% | 6.4% | 6.4% | 4.7% | 6.4% | 7.0% | 7.1% | |
| Average Annual Change | | -0.3% | 2.4% | 3.2% | 1.8% | 1.4% | 3.3% | 2.5% | 1.3% | 3.5% | 2.1% | 0.8% | 3.9% | 2.1% | 2.1% | 1.6% | 2.1% | 2.3% | 2.4% | |
| 2019 | M | 0.309 | 0.204 | 0.241 | 0.381 | 0.445 | 0.404 | 0.463 | 0.535 | 0.414 | 0.265 | 0.228 | 0.291 | 4.180 | | 0.754 | 1.230 | 1.412 | 0.784 | |
| 2022 | M | 0.307 | 0.219 | 0.264 | 0.401 | 0.464 | 0.444 | 0.497 | 0.556 | 0.458 | 0.281 | 0.233 | 0.325 | 4.449 | 6.4% | 0.790 | 1.309 | 1.511 | 0.840 | |

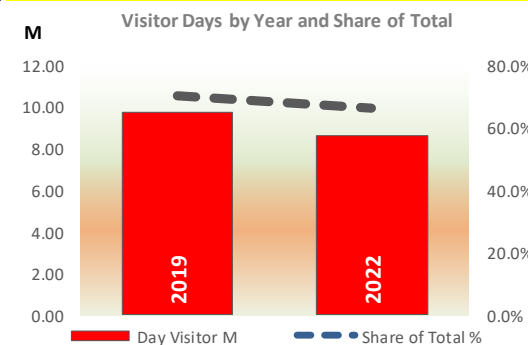
| VISITOR DAYS | | | | STAYING VISITOR | | | |
|---------------------------|---|-------|-------|-----------------|--|--|--|
| SHARE OF MARKET | | 2019 | 2022 | | | | |
| Staying Visitor | M | 4.180 | 4.449 | | | | |
| All Visitor Types | M | 13.92 | 13.08 | | | | |
| Share of Total | % | 30.0% | 34.0% | | | | |
| Annual Change in Share | % | | 13.3% | | | | |
| Change in Share from 2019 | % | | 13.3% | | | | |
| Avg Ann. Change in Share | % | | 4.4% | | | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | DAY VISITOR | | VISITOR DAYS | | | |
|--|---|---|-------|--------|--------|--------|--------|--------|--------|--------|-------|--------|---------------|--------|---------------|-------|--------------|--------|----------|--|
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | % Change | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | 3.6% | 4.1% | -11.3% | -11.0% | -16.4% | -16.4% | -11.8% | -11.1% | -11.1% | -9.7% | -14.9% | -14.3% | -11.4% | Annual Change | -2.9% | -14.5% | -11.3% | -12.6% | |
| % Change 2019 to 2022 | | 3.6% | 4.1% | -11.3% | -11.0% | -16.4% | -16.4% | -11.8% | -11.1% | -11.1% | -9.7% | -14.9% | -14.3% | -11.4% | Annual Change | -2.9% | -14.5% | -11.3% | -12.6% | |
| Average Annual Change | | 1.2% | 1.4% | -3.8% | -3.7% | -5.5% | -5.5% | -3.9% | -3.7% | -3.7% | -3.2% | -5.0% | -4.8% | -3.8% | Annual Change | -1.0% | -4.8% | -3.8% | -4.2% | |
| 2019 | M | 0.272 | 0.525 | 0.660 | 1.221 | 1.297 | 1.009 | 0.999 | 1.411 | 0.927 | 0.576 | 0.465 | 0.373 | 9.737 | | 1.457 | 3.528 | 3.337 | 1.414 | |
| 2022 | M | 0.282 | 0.547 | 0.586 | 1.087 | 1.085 | 0.843 | 0.881 | 1.255 | 0.825 | 0.520 | 0.396 | 0.320 | 8.626 | -11.4% | 1.415 | 3.015 | 2.961 | 1.235 | |

| VISITOR DAYS | | | | DAY VISITOR | |
|---------------------------|---|-------|-------|-------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Day Visitor | M | 9.737 | 8.626 | | |
| All Visitor Types | M | 13.92 | 13.08 | | |
| Share of Total | % | 70.0% | 66.0% | | |
| Annual Change in Share | % | | -5.7% | | |
| Change in Share from 2019 | % | | -5.7% | | |
| Avg Ann. Change in Share | % | | -1.9% | | |



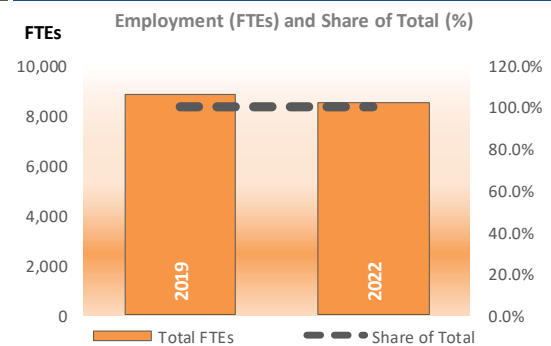
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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

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

| STEAM REPORT FOR 2019-2022 - FINAL | | | | | | | | | | | | | 2019 to 2022 | | TOTAL | | TOTAL EMPLOYMENT | | | | |
|------------------------------------|------|---|-------|-------|--------|--------|--------|--------|--------|--------|-------|-------|---------------|-------|---------------|----------|------------------|--------|-------|--|--|
| SHROPSHIRE COUNCIL | | | | | | | | | | | | | | | | | | | | | |
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | TOTAL | | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | | |
| % Change 2019 to 2022 | | -0.3% | 3.1% | -3.5% | -5.6% | -8.8% | -6.0% | -3.9% | -5.7% | -2.7% | -2.9% | -5.9% | -0.8% | -4.2% | Annual Change | -0.4% | -6.9% | -4.2% | -3.2% | | |
| % Change 2019 to 2022 | | -0.3% | 3.1% | -3.5% | -5.6% | -8.8% | -6.0% | -3.9% | -5.7% | -2.7% | -2.9% | -5.9% | -0.8% | -4.2% | | -0.4% | -6.9% | -4.2% | -3.2% | | |
| Average Annual Change | | -0.1% | 1.0% | -1.2% | -1.9% | -2.9% | -2.0% | -1.3% | -1.9% | -0.9% | -1.0% | -2.0% | -0.3% | -1.4% | | -0.1% | -2.3% | -1.4% | -1.1% | | |
| 2019 | FTEs | 5,403 | 6,222 | 7,256 | 11,167 | 12,199 | 10,398 | 10,812 | 13,566 | 10,068 | 7,046 | 6,137 | 5,873 | 8,846 | | 6,294 | 11,255 | 11,482 | 6,352 | | |
| 2022 | FTEs | 5,386 | 6,417 | 7,000 | 10,540 | 11,129 | 9,777 | 10,396 | 12,797 | 9,801 | 6,842 | 5,777 | 5,826 | 8,474 | -4.2% | 6,268 | 10,482 | 10,998 | 6,149 | | |

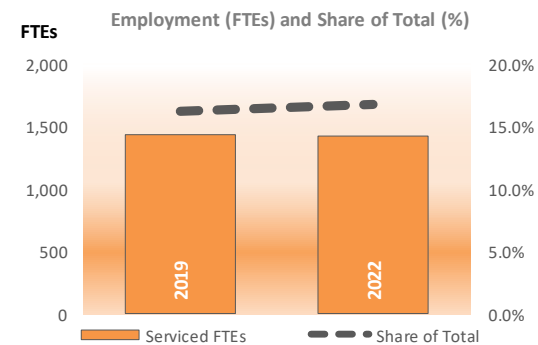
| EMPLOYMENT | | | | TOTAL | |
|---------------------------|------|--------|--------|-------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Total | FTEs | 8,846 | 8,474 | | |
| Total Employment | FTEs | 8,846 | 8,474 | | |
| Share of Total | % | 100.0% | 100.0% | | |
| Annual Change in Share | % | | | | |
| Change in Share from 2019 | % | | | | |
| Avg Ann. Change in Share | % | | | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | SERVICED | | DIRECT EMPLOYMENT | | | |
|--|------|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|-------|---------------|-------|-------------------|-------|----------|--|
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | % Change | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | -5.0% | -0.7% | -0.4% | 0.2% | -1.5% | 1.3% | -0.1% | -1.3% | -0.7% | -1.1% | -1.7% | 2.1% | -0.7% | Annual Change | -2.0% | 0.0% | -0.7% | -0.3% | |
| % Change 2019 to 2022 | | -5.0% | -0.7% | -0.4% | 0.2% | -1.5% | 1.3% | -0.1% | -1.3% | -0.7% | -1.1% | -1.7% | 2.1% | -0.7% | Annual Change | -2.0% | 0.0% | -0.7% | -0.3% | |
| Average Annual Change | | -1.7% | -0.2% | -0.1% | 0.1% | -0.5% | 0.4% | 0.0% | -0.4% | -0.2% | -0.4% | -0.6% | 0.7% | -0.2% | Annual Change | -0.7% | 0.0% | -0.2% | -0.1% | |
| 2019 | FTEs | 1,346 | 1,352 | 1,396 | 1,463 | 1,479 | 1,459 | 1,504 | 1,505 | 1,461 | 1,477 | 1,431 | 1,355 | 1,436 | | 1,365 | 1,467 | 1,490 | 1,421 | |
| 2022 | FTEs | 1,279 | 1,342 | 1,391 | 1,466 | 1,457 | 1,478 | 1,502 | 1,485 | 1,451 | 1,461 | 1,407 | 1,384 | 1,425 | -0.7% | 1,337 | 1,467 | 1,479 | 1,417 | |

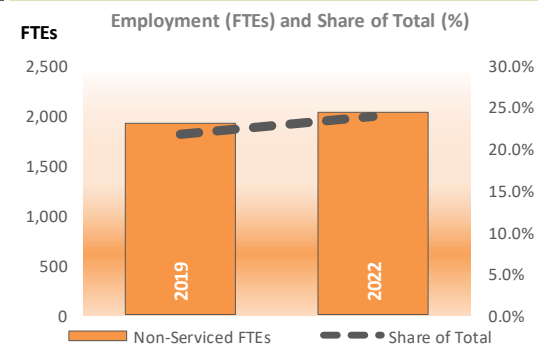
| EMPLOYMENT | | | | SERVICED ACCOMMODATION | | | |
|---------------------------|------|-------|-------|------------------------|--|--|--|
| SHARE OF MARKET | | 2019 | 2022 | | | | |
| Serviced | FTEs | 1,436 | 1,425 | | | | |
| Total Employment | FTEs | 8,846 | 8,474 | | | | |
| Share of Total | % | 16.2% | 16.8% | | | | |
| Annual Change in Share | % | | 3.6% | | | | |
| Change in Share from 2019 | % | | 3.6% | | | | |
| Avg Ann. Change in Share | % | | 1.2% | | | | |



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| STEAM REPORT FOR 2019-2022 - FINAL | | | | | | | | | | | | 2019 to 2022 | | NON-SERVICED | | DIRECT EMPLOYMENT | | | |
|------------------------------------|--|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|---------------|--------------|---------------|-------------------|-------|-------|-------|
| SHROPSHIRE COUNCIL | | | | | | | | | | | | | | | | | | | |
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | | 2.4% | 5.0% | 6.9% | 3.8% | 3.6% | 7.3% | 6.2% | 3.5% | 8.8% | 5.0% | 2.3% | 8.1% | 5.3% | Annual Change | 4.9% | 5.0% | 6.0% | 5.1% |
| % Change 2019 to 2022 | | 2.4% | 5.0% | 6.9% | 3.8% | 3.6% | 7.3% | 6.2% | 3.5% | 8.8% | 5.0% | 2.3% | 8.1% | 5.3% | | 4.9% | 5.0% | 6.0% | 5.1% |
| Average Annual Change | | 0.8% | 1.7% | 2.3% | 1.3% | 1.2% | 2.4% | 2.1% | 1.2% | 2.9% | 1.7% | 0.8% | 2.7% | 1.8% | | 1.6% | 1.7% | 2.0% | 1.7% |
| 2019 FTEs | | 1,306 | 1,367 | 1,527 | 1,849 | 2,475 | 2,374 | 2,439 | 2,814 | 2,482 | 1,619 | 1,468 | 1,355 | 1,923 | | 1,400 | 2,233 | 2,578 | 1,481 |
| 2022 FTEs | | 1,338 | 1,436 | 1,632 | 1,919 | 2,564 | 2,546 | 2,589 | 2,912 | 2,701 | 1,700 | 1,502 | 1,465 | 2,025 | 5.3% | 1,469 | 2,343 | 2,734 | 1,556 |

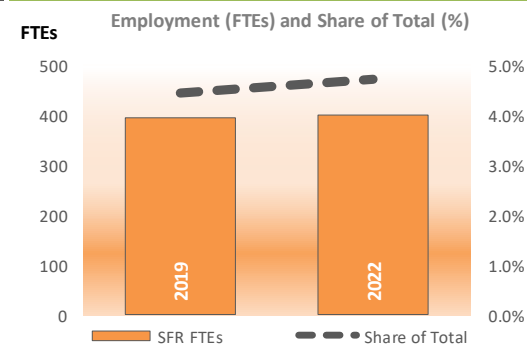
| EMPLOYMENT | | | | NON-SERVICED ACCOMMODATION | | | |
|-----------------------------|--|-------|-------|----------------------------|--|--|--|
| SHARE OF MARKET | | 2019 | 2022 | | | | |
| Non-Serviced FTEs | | 1,923 | 2,025 | | | | |
| Total Employment FTEs | | 8,846 | 8,474 | | | | |
| Share of Total % | | 21.7% | 23.9% | | | | |
| Annual Change in Share % | | | 10.0% | | | | |
| Change in Share from 2019 % | | | 10.0% | | | | |
| Avg Ann. Change in Share % | | | 3.3% | | | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 | | SFR | DIRECT EMPLOYMENT | | | |
|--|--|--|------|------|------|------|------|------|------|------|------|------|---------------|-------|----------|-------------------|------|------|----------|
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | SFR | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | | % Change | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | | % Change | | | |
| % Change 2019 to 2022 | | -0.9% | 2.2% | 3.3% | 1.7% | 1.3% | 3.0% | 2.0% | 0.7% | 3.1% | 1.5% | 0.2% | 4.7% | 1.8% | 1.8% | 0.6% | 1.9% | 1.8% | 3.0% |
| % Change 2019 to 2022 | | -0.9% | 2.2% | 3.3% | 1.7% | 1.3% | 3.0% | 2.0% | 0.7% | 3.1% | 1.5% | 0.2% | 4.7% | 1.8% | 1.8% | 0.6% | 1.9% | 1.8% | 3.0% |
| Average Annual Change | | -0.3% | 0.7% | 1.1% | 0.6% | 0.4% | 1.0% | 0.7% | 0.2% | 1.0% | 0.5% | 0.1% | 1.6% | 0.6% | 1.8% | 0.2% | 0.6% | 0.6% | 1.0% |
| 2019 FTEs | | 702 | 218 | 253 | 569 | 391 | 303 | 471 | 500 | 270 | 243 | 211 | 586 | 393 | 391 | 421 | 414 | 346 | |
| 2022 FTEs | | 696 | 223 | 261 | 579 | 396 | 312 | 481 | 503 | 279 | 247 | 211 | 613 | 400 | 393 | 429 | 421 | 357 | |

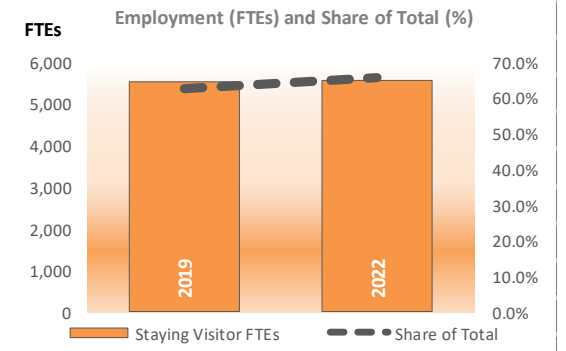
| EMPLOYMENT | | | | SFR | |
|---------------------------|------|-------|-------|-----|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| SFR | FTEs | 393 | 400 | | |
| Total Employment | FTEs | 8,846 | 8,474 | | |
| Share of Total | % | 4.4% | 4.7% | | |
| Annual Change in Share | % | | 6.2% | | |
| Change in Share from 2019 | % | | 6.2% | | |
| Avg Ann. Change in Share | % | | 2.1% | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL | | | | | | | | | | | | 2019 to 2022 | | STAYING VISITOR | | DIRECT EMPLOYMENT | | | |
|------------------------------------|------|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|---------------|-----------------|---------------|-------------------|-------|-------|-------|
| SHROPSHIRE COUNCIL | | | | | | | | | | | | | | | | | | | |
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | | | DEC | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | | -1.3% | 2.2% | 3.4% | 2.2% | 1.6% | 4.9% | 3.6% | 1.7% | 5.2% | 2.1% | 0.3% | 5.0% | 2.6% | Annual Change | 1.4% | 2.9% | 3.4% | 2.5% |
| % Change 2019 to 2022 | | -1.3% | 2.2% | 3.4% | 2.2% | 1.6% | 4.9% | 3.6% | 1.7% | 5.2% | 2.1% | 0.3% | 5.0% | 2.6% | | 1.4% | 2.9% | 3.4% | 2.5% |
| Average Annual Change | | -0.4% | 0.7% | 1.1% | 0.7% | 0.5% | 1.6% | 1.2% | 0.6% | 1.7% | 0.7% | 0.1% | 1.7% | 0.9% | | 0.5% | 1.0% | 1.1% | 0.8% |
| 2019 | FTEs | 3,355 | 2,937 | 3,176 | 3,881 | 4,346 | 4,136 | 4,414 | 4,819 | 4,213 | 3,339 | 3,110 | 3,296 | 3,752 | | 3,156 | 4,121 | 4,482 | 3,248 |
| 2022 | FTEs | 3,313 | 3,001 | 3,284 | 3,965 | 4,417 | 4,337 | 4,572 | 4,901 | 4,430 | 3,407 | 3,120 | 3,462 | 3,851 | 2.6% | 3,199 | 4,240 | 4,634 | 3,330 |

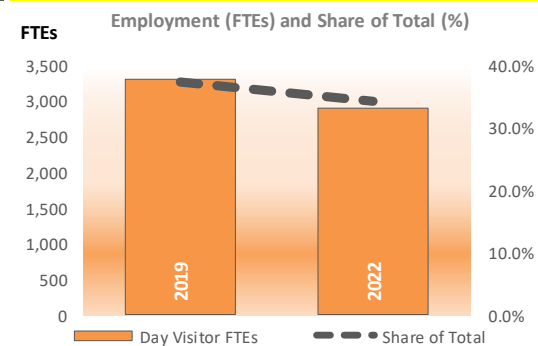
| EMPLOYMENT | | | | STAYING VISITOR | |
|---------------------------|------|-------|-------|-----------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Staying Visitor | FTEs | 5,540 | 5,574 | | |
| Total Employment | FTEs | 8,846 | 8,474 | | |
| Share of Total | % | 62.6% | 65.8% | | |
| Annual Change in Share | % | | 5.0% | | |
| Change in Share from 2019 | % | | 5.0% | | |
| Avg Ann. Change in Share | % | | 1.7% | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL | | | | | | | | | | | | | 2019 to 2022 | | DAY VISITOR | | DIRECT EMPLOYMENT | | | |
|------------------------------------|------|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|----------|---------------|-------|-------------------|--------|--------|--|
| SHROPSHIRE COUNCIL | | | | | | | | | | | | | | | | | | | | |
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | % Change | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | | | DEC | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | 2.6% | 3.1% | -12.1% | -11.9% | -17.2% | -17.3% | -12.6% | -11.9% | -11.9% | -10.5% | -15.8% | -15.2% | -12.3% | Annual Change | -3.9% | -15.4% | -12.1% | -13.5% | |
| % Change 2019 to 2022 | | 2.6% | 3.1% | -12.1% | -11.9% | -17.2% | -17.3% | -12.6% | -11.9% | -11.9% | -10.5% | -15.8% | -15.2% | -12.3% | | -3.9% | -15.4% | -12.1% | -13.5% | |
| Average Annual Change | | 0.9% | 1.0% | -4.0% | -4.0% | -5.7% | -5.8% | -4.2% | -4.0% | -4.0% | -3.5% | -5.3% | -5.1% | -4.1% | | -1.3% | -5.1% | -4.0% | -4.5% | |
| 2019 | FTEs | 1,109 | 2,140 | 2,688 | 4,976 | 5,285 | 4,112 | 4,070 | 5,749 | 3,777 | 2,345 | 1,895 | 1,520 | 3,306 | | 1,979 | 4,791 | 4,532 | 1,920 | |
| 2022 | FTEs | 1,138 | 2,207 | 2,362 | 4,385 | 4,376 | 3,402 | 3,556 | 5,064 | 3,327 | 2,098 | 1,596 | 1,290 | 2,900 | -12.3% | 1,902 | 4,054 | 3,982 | 1,661 | |

| EMPLOYMENT | | | | DAY VISITOR | |
|---------------------------|------|-------|-------|-------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Day Visitor | FTEs | 3,306 | 2,900 | | |
| Total Employment | FTEs | 8,846 | 8,474 | | |
| Share of Total | % | 37.4% | 34.2% | | |
| Annual Change in Share | % | | -8.4% | | |
| Change in Share from 2019 | % | | -8.4% | | |
| Avg Ann. Change in Share | % | | -2.8% | | |



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

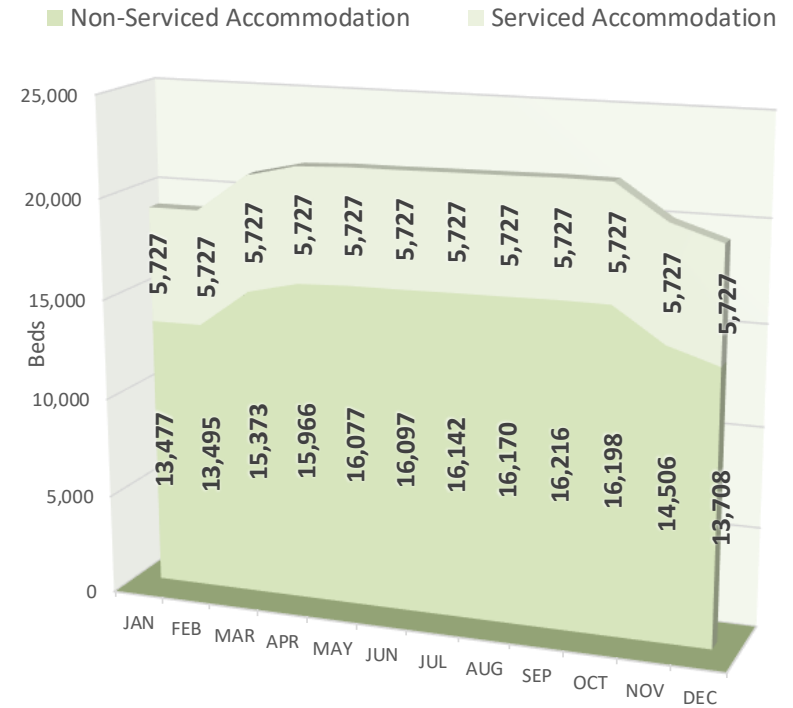
| SERVICED ACCOMMODATION 2022 | 2022 | | Change on 2019 | |
|-------------------------------------|------|-------|----------------|------|
| | Est. | Beds | Est. | Beds |
| Serviced Accommodation Total | 176 | 5,727 | | |
| +50 Room | 13 | 2,653 | | |
| 11-50 Room | 11 | 989 | | |
| <10 Room | 152 | 2,085 | | |

| NON-SERVICED ACCOMMODATION 2022 | 2022 | | Change on 2019 | |
|---|------|--------|----------------|------|
| | Est. | Beds | Est. | Beds |
| Non-Serviced Accommodation Total | 638 | 16,334 | | |
| Self catering | 544 | 4,415 | | |
| Caravan & camping | 83 | 9,048 | | |
| Youth Hostels | 11 | 812 | | |
| Short-term lets | N/A | 2,059 | | |

| DISTRIBUTION BY TYPE OF ACCOMMODATION 2022 | 2022 | | Change on 2019 | |
|---|------|--------|----------------|------|
| | Est. | Beds | Est. | Beds |
| All Paid Accommodation Total | 814 | 22,061 | 0 | 0 |
| Serviced Accommodation Share of Total | 22% | 26% | | |
| Non-Serviced Accommodation Share of Total | 78% | 74% | | |

| SEASONAL AVAILABILITY OF BED SUPPLY 2022 | 2022 | | | | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| All Paid Accommodation Total | 19,204 | 19,222 | 21,100 | 21,693 | 21,804 | 21,824 | 21,869 | 21,897 | 21,943 | 21,925 | 20,233 | 19,435 |
| Serviced Accommodation | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 | 5,727 |
| Non-Serviced Accommodation | 13,477 | 13,495 | 15,373 | 15,966 | 16,077 | 16,097 | 16,142 | 16,170 | 16,216 | 16,198 | 14,506 | 13,708 |

SEASONAL AVAILABILITY OF BED SUPPLY
2022



Report Sections With Historic Financial Data Indexed to 2022 Prices

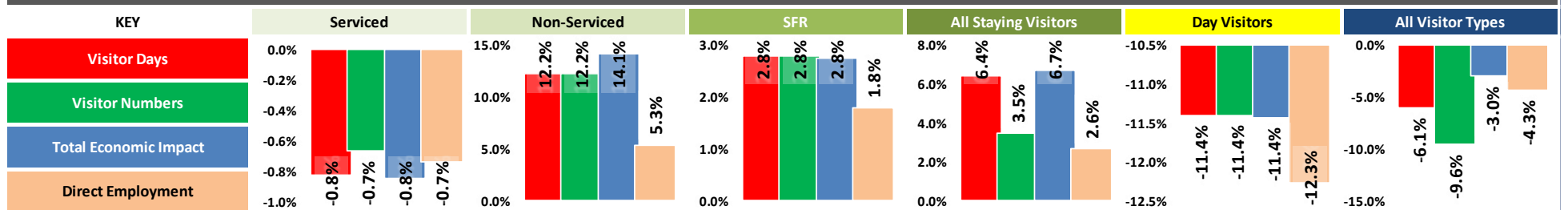
| | | | |
|------------------|------------------------------|-----------------------|-----------------------------------|
| Sections: | <i>Comparative Headlines</i> | Visitor Types: | <i>Total</i> |
| | <i>Key Measures</i> | | <i>Serviced Accommodation</i> |
| | <i>Economic Impact</i> | | <i>Non-Serviced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

| | |
|--------------------|----------------------------|
| Indexation: | <i>Indexation to: 2022</i> |
| 2019 | <i>1.12</i> |
| 2022 | <i>1.00</i> |

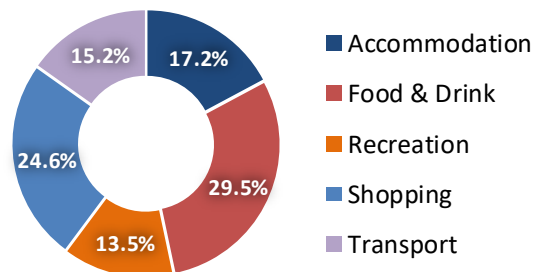
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2019 - INDEXED TO 2022

| KEY | Staying in Paid Accommodation | | | | | | | | | Staying with Friends and Relatives (SFR) | | | All Staying Visitors | | | Day Visitors | | | All Visitor Types | | |
|--------------------|-------------------------------|--------|--------|--------------|--------|--------|-------|-------|-------|--|--------|--------|----------------------|--------|--------|--------------|--------|--------|-------------------|------|-------|
| | Serviced | | | Non-Serviced | | | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % |
| | 2022 | 2019 | +/- % | 2022 | 2019 | +/- % | | | | | | | | | | | | | | | |
| Visitor Days | M | 1.025 | 1.034 | -0.8% | 2.255 | 2.009 | 12.2% | 1.169 | 1.138 | 2.8% | 4.449 | 4.180 | 6.4% | 8.626 | 9.737 | -11.4% | 13.08 | 13.92 | -6.1% | | |
| Visitor Numbers | M | 0.573 | 0.577 | -0.7% | 0.345 | 0.308 | 12.2% | 0.492 | 0.478 | 2.8% | 1.410 | 1.363 | 3.5% | 8.626 | 9.737 | -11.4% | 10.04 | 11.10 | -9.6% | | |
| Direct Expenditure | £M | | | | | | | | | | | | | | | | 572.98 | 591.48 | -3.1% | | |
| Economic Impact | £M | 144.13 | 145.36 | -0.8% | 197.19 | 172.81 | 14.1% | 50.59 | 49.23 | 2.8% | 391.90 | 367.40 | 6.7% | 375.32 | 423.76 | -11.4% | 767.23 | 791.16 | -3.0% | | |
| Direct Employment | FTEs | 1,425 | 1,436 | -0.7% | 2,025 | 1,923 | 5.3% | 400 | 393 | 1.8% | 3,851 | 3,752 | 2.6% | 2,900 | 3,306 | -12.3% | 6,751 | 7,057 | -4.3% | | |
| Total Employment | FTEs | | | | | | | | | | | | | | | | 8,474 | 8,846 | -4.2% | | |

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2019 - INDEXED TO 2022



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



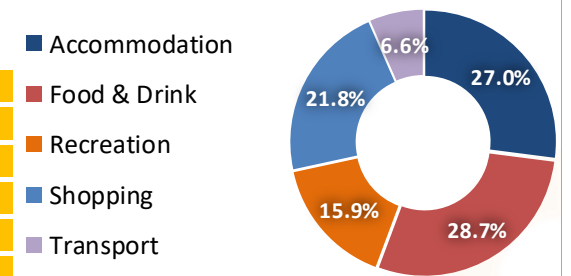
Direct Expenditure Categories

| | 2022 | 2019 | +/- % |
|---------------------|---------------|---------------|--------------|
| Accommodation | 98.45 | 92.46 | 6.5% |
| Food & Drink | 169.06 | 176.78 | -4.4% |
| Recreation | 77.38 | 81.77 | -5.4% |
| Shopping | 141.12 | 149.49 | -5.6% |
| Transport | 86.96 | 90.98 | -4.4% |
| TOTAL DIRECT | 572.98 | 591.48 | -3.1% |
| Indirect | 194.25 | 199.68 | -2.7% |
| TOTAL | 767.23 | 791.16 | -3.0% |

Sectors

| | 2022 | 2019 | +/- % |
|---------------------|--------------|--------------|--------------|
| Accommodation | 1,825 | 1,825 | |
| Food & Drink | 1,935 | 2,042 | -5.3% |
| Recreation | 1,075 | 1,146 | -6.3% |
| Shopping | 1,472 | 1,574 | -6.5% |
| Transport | 445 | 470 | -5.3% |
| TOTAL DIRECT | 6,751 | 7,057 | -4.3% |
| Indirect | 1,723 | 1,788 | -3.6% |
| TOTAL | 8,474 | 8,846 | -4.2% |

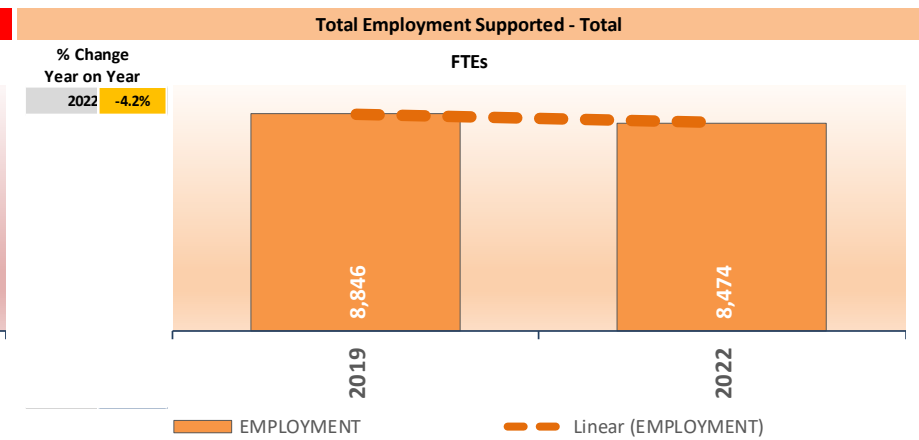
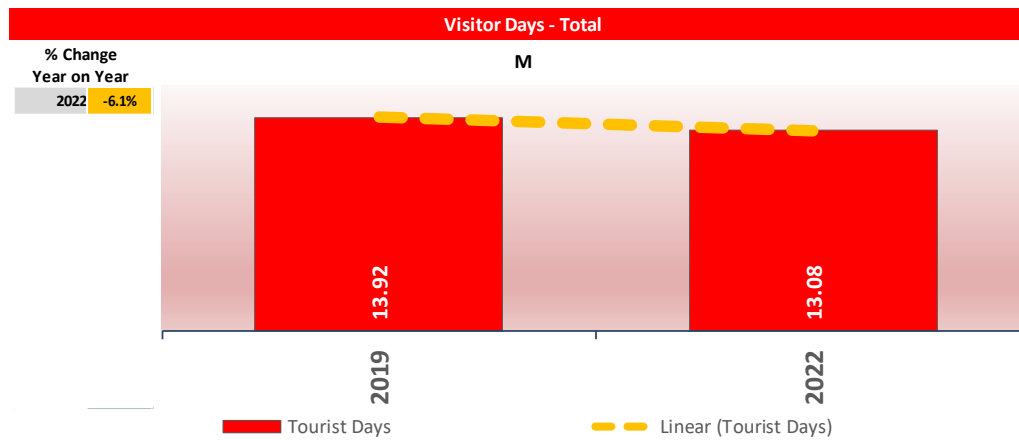
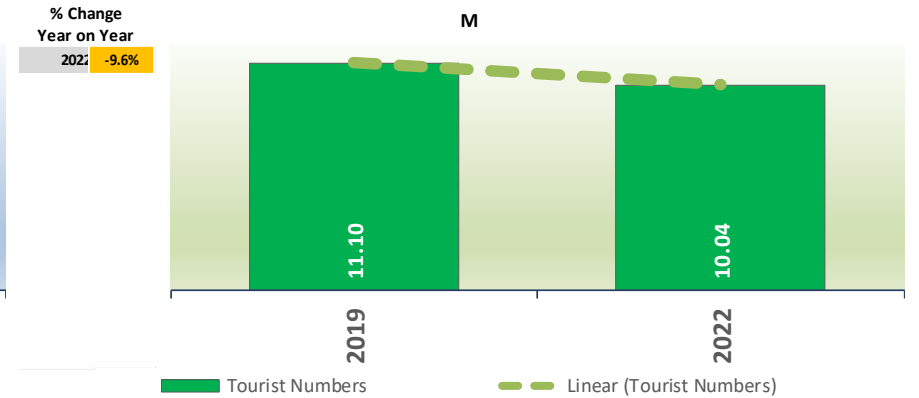
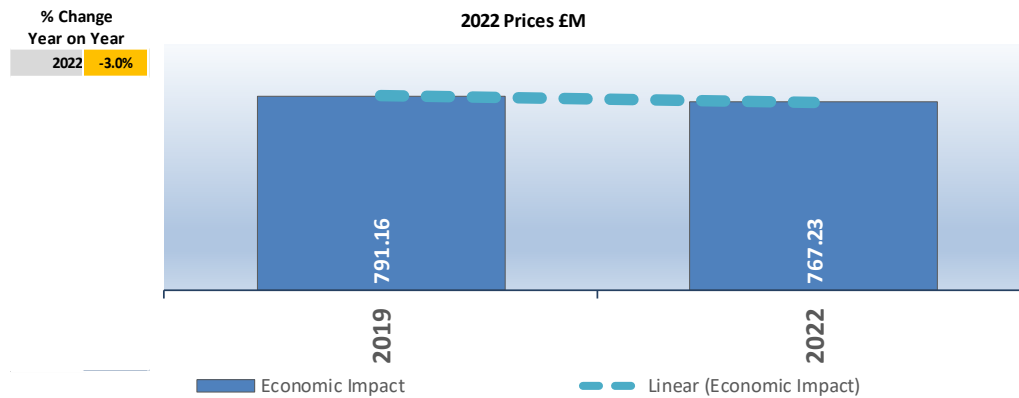
Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Economic Impact - Indexed - Total

Visitor Numbers - Total

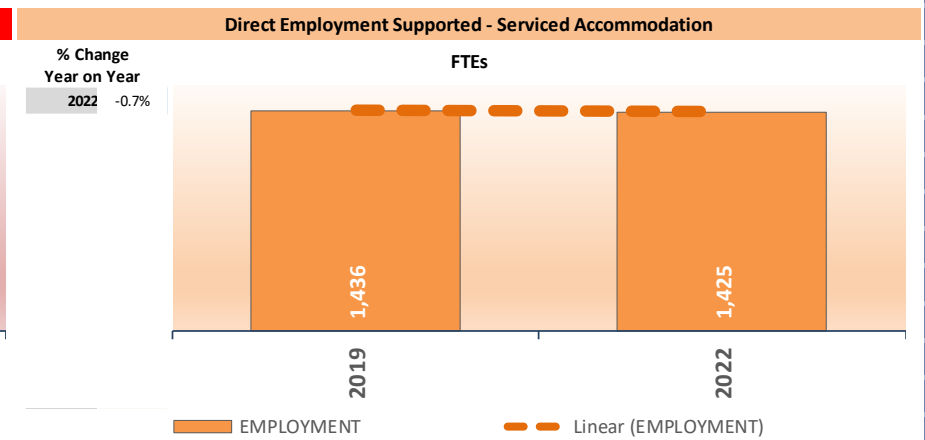
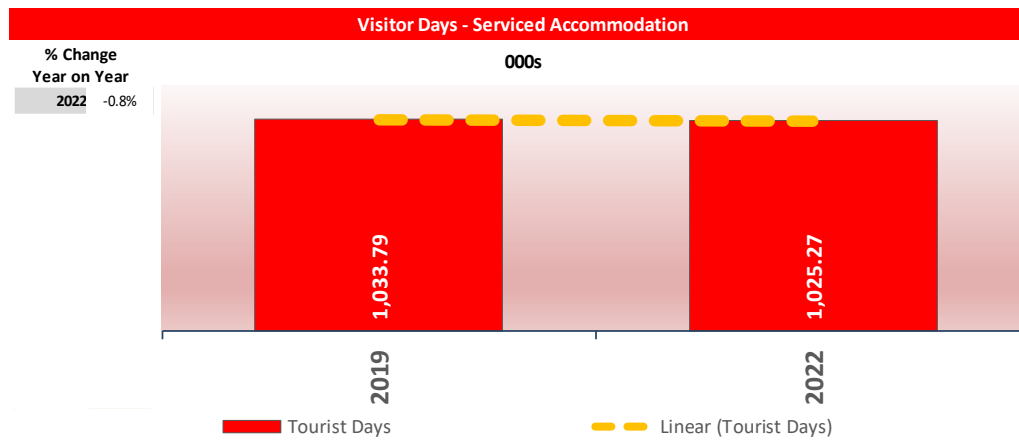
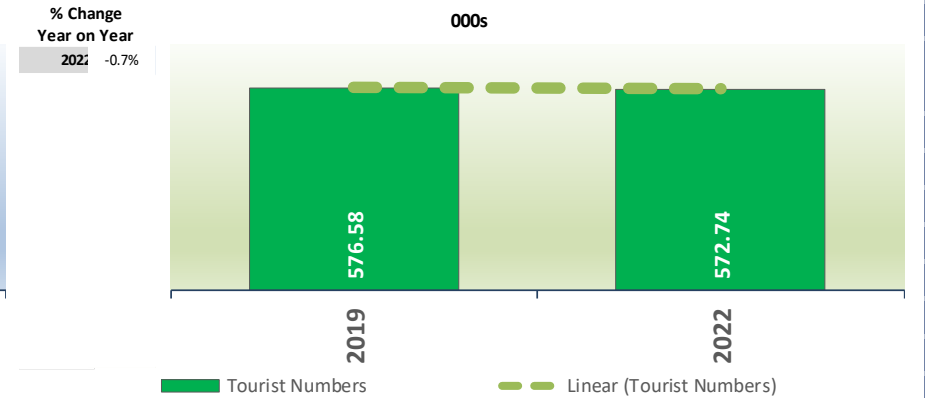
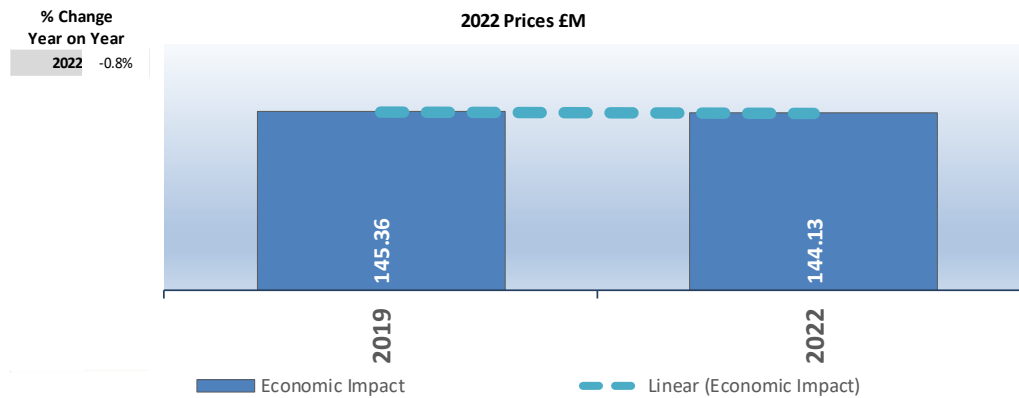


| % Change from 2019 | 2019 | 2022 |
|---------------------------|------|-------|
| Economic Impact - Indexed | | -3.0% |
| Visitor Numbers | | -9.6% |
| Visitor Days | | -6.1% |
| Total Employment | | -4.2% |

"Linear" = Linear Trendline

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation

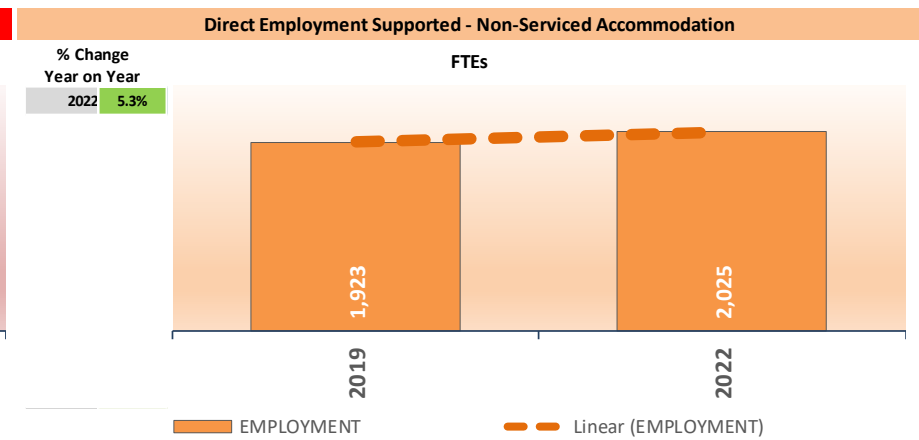
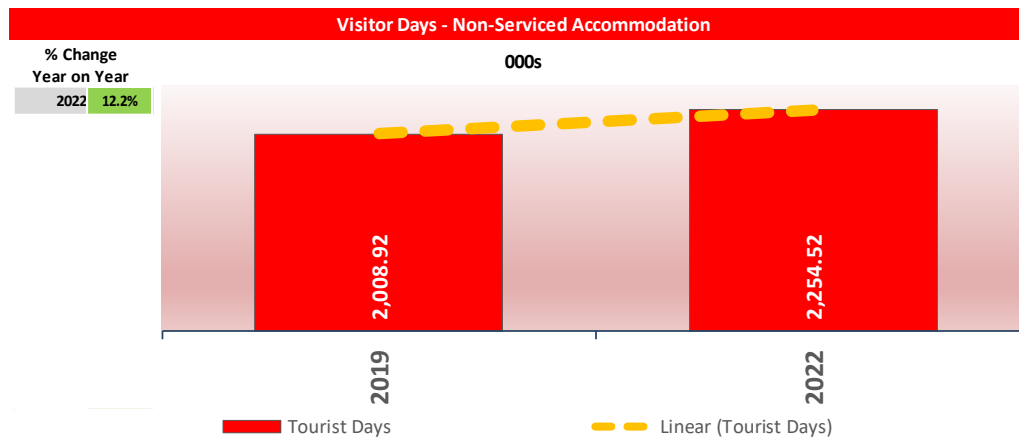
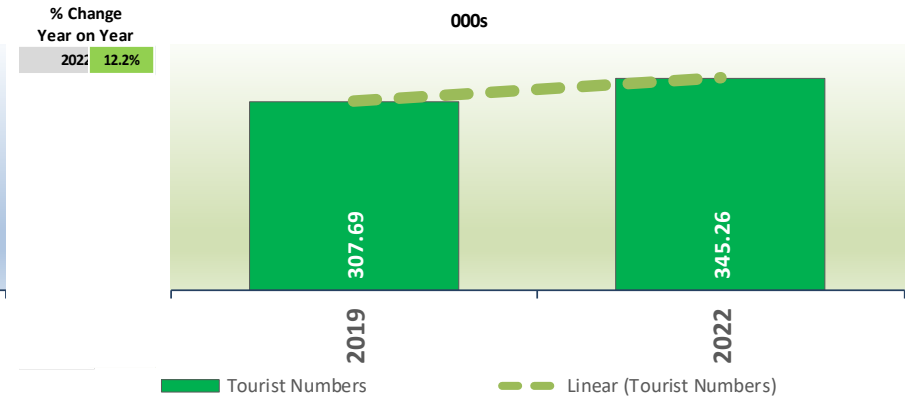
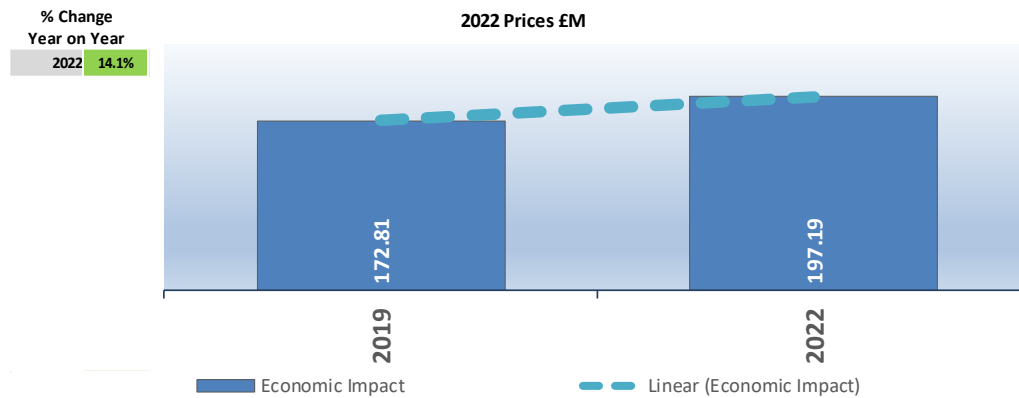


| % Change from 2019 | 2019 | 2022 |
|---------------------------|------|-------|
| Economic Impact - Indexed | | -0.8% |
| Visitor Numbers | | -0.7% |
| Visitor Days | | -0.8% |
| Direct Employment | | -0.7% |

"Linear" = Linear Trendline

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



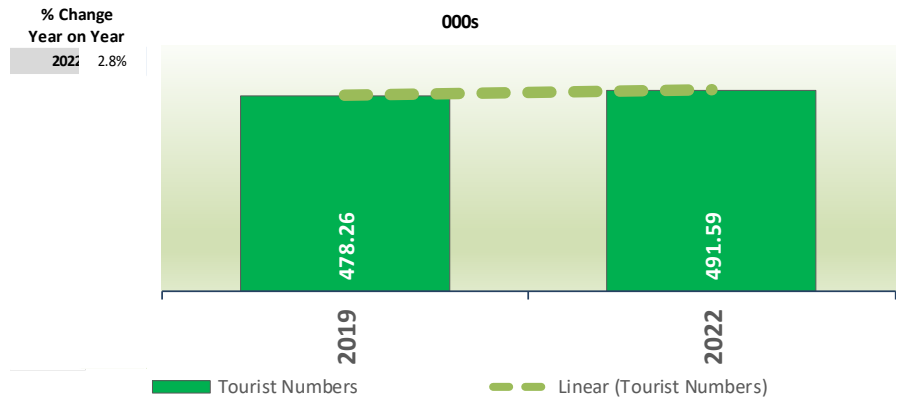
| % Change from 2019 | 2019 | 2022 |
|---------------------------|------|-------|
| Economic Impact - Indexed | | 14.1% |
| Visitor Numbers | | 12.2% |
| Visitor Days | | 12.2% |
| Direct Employment | | 5.3% |

"Linear" = Linear Trendline

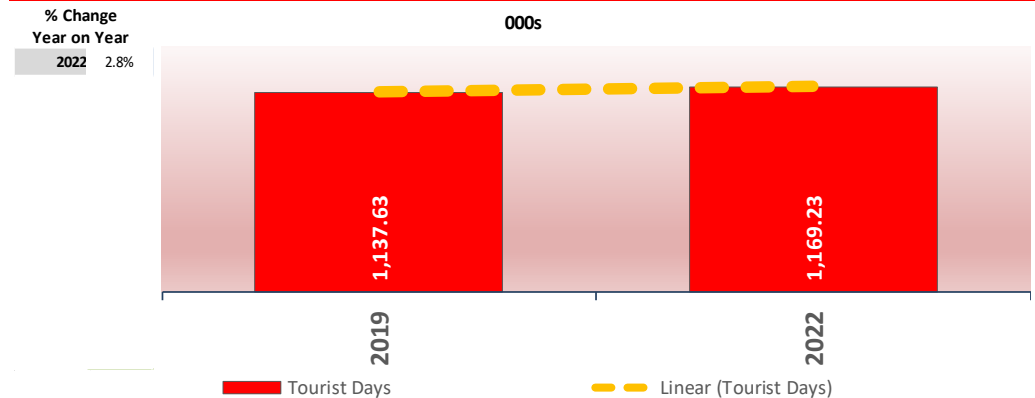
Economic Impact - Indexed - SFR



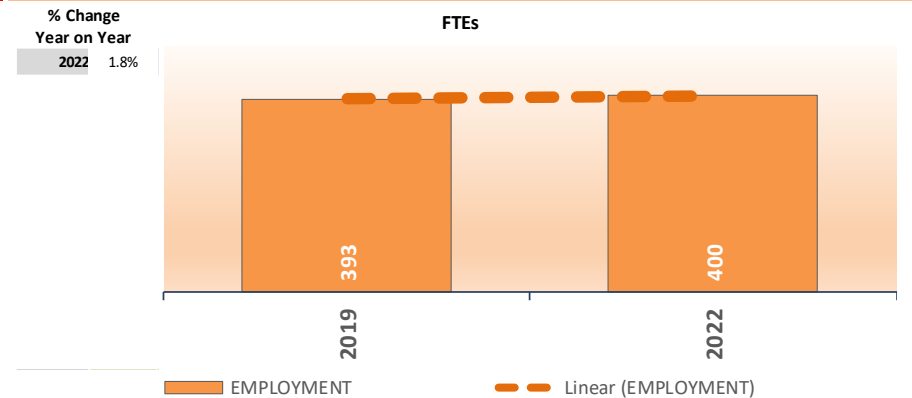
Visitor Numbers - SFR



Visitor Days - SFR



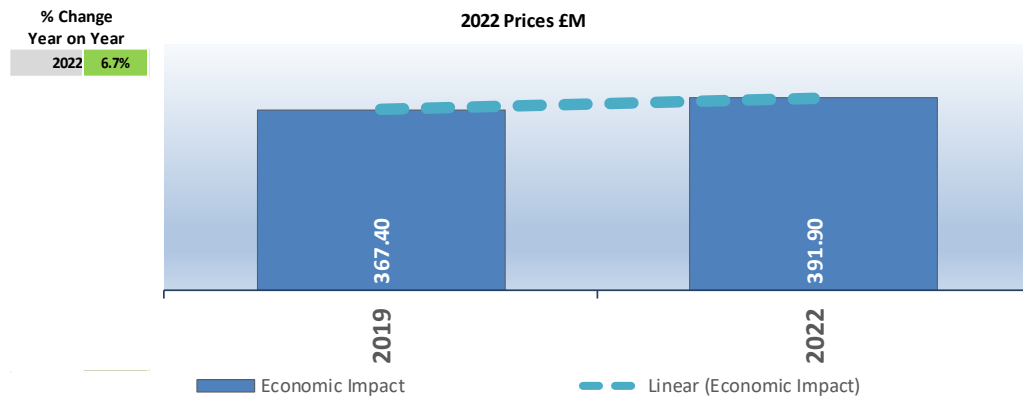
Direct Employment Supported - SFR



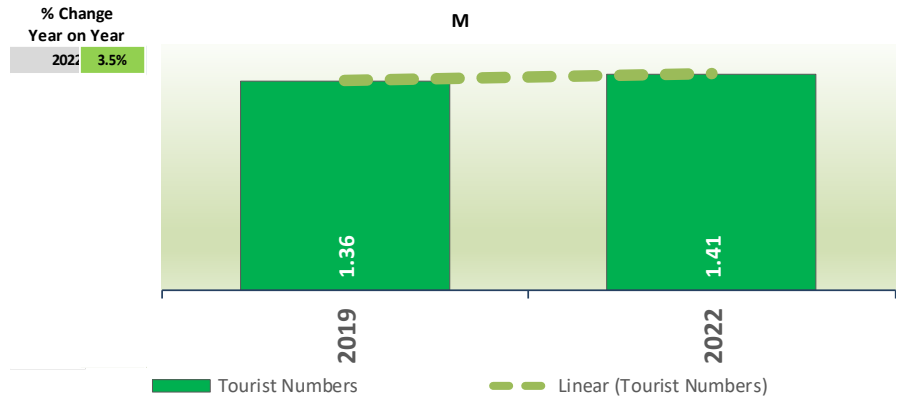
| % Change from 2019 | 2019 | 2022 |
|---------------------------|------|------|
| Economic Impact - Indexed | | 2.8% |
| Visitor Numbers | | 2.8% |
| Visitor Days | | 2.8% |
| Direct Employment | | 1.8% |

"Linear" = Linear Trendline

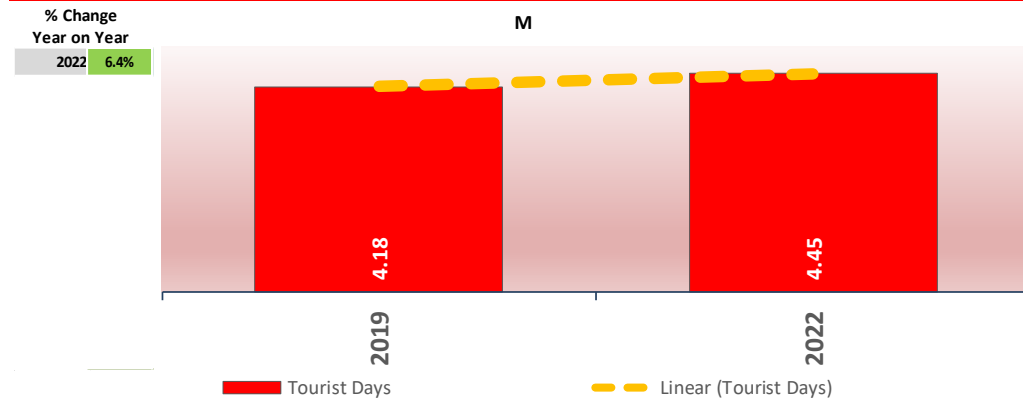
Economic Impact - Indexed - Staying Visitor



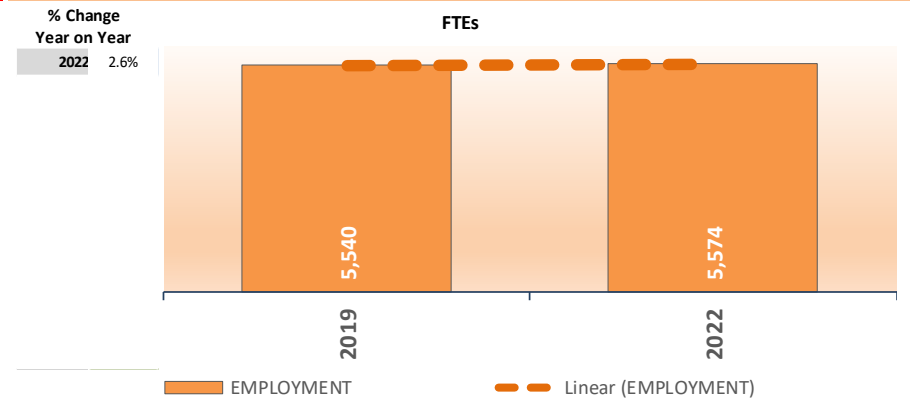
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

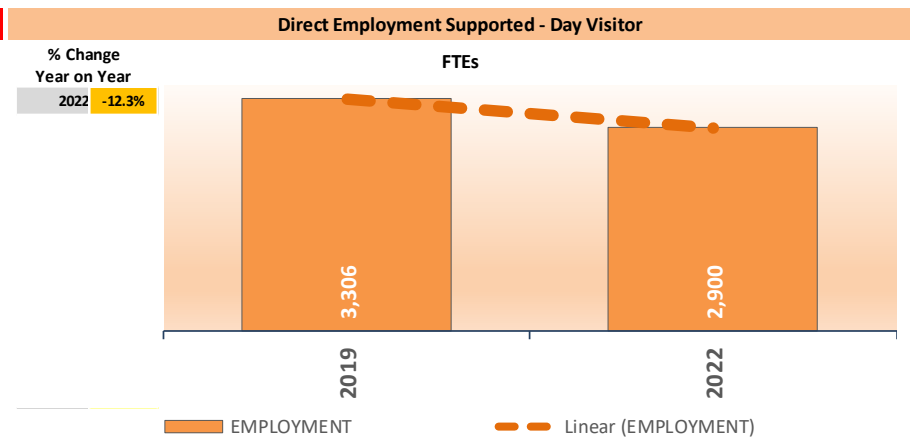
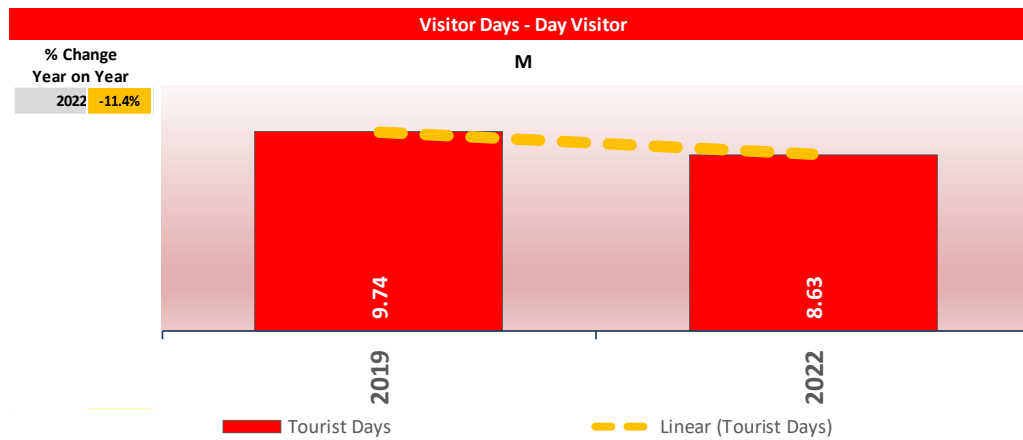
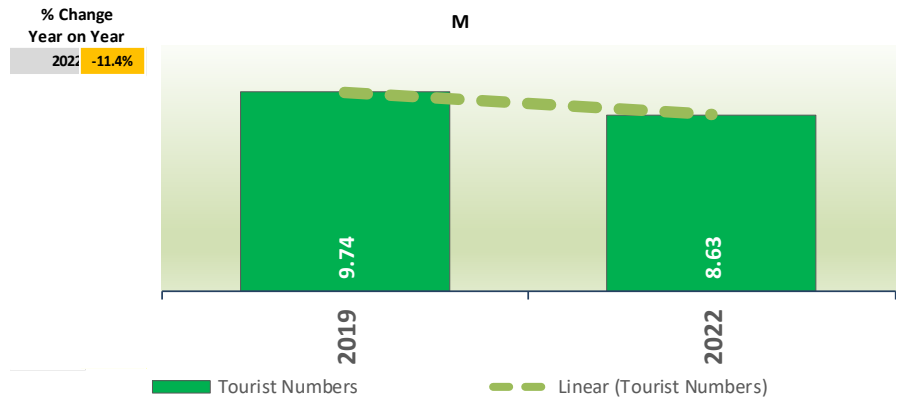
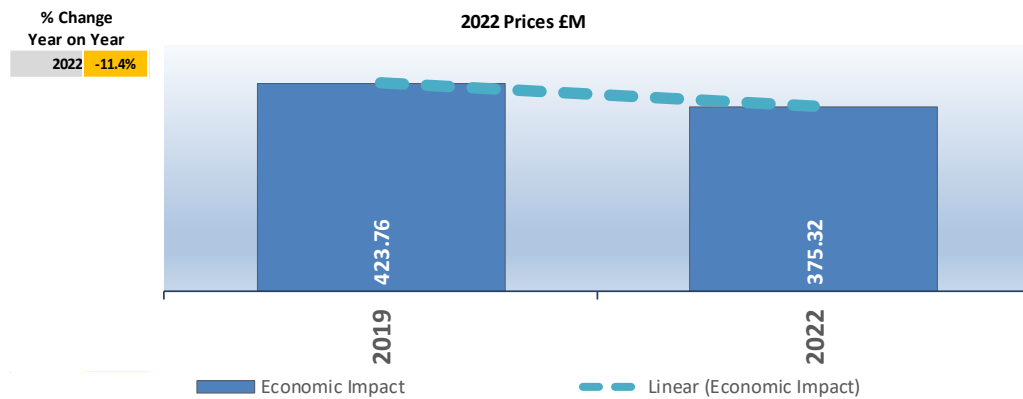


| % Change from 2019 | 2019 | 2022 |
|---------------------------|------|------|
| Economic Impact - Indexed | | 6.7% |
| Visitor Numbers | | 3.5% |
| Visitor Days | | 6.4% |
| Direct Employment | | 0.6% |

"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



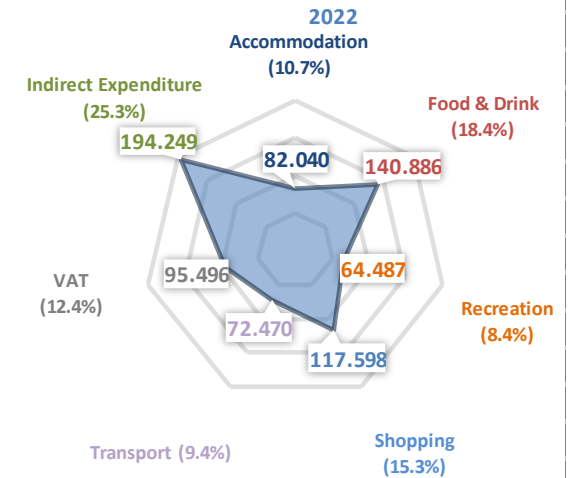
| % Change from 2019 | 2019 | 2022 |
|---------------------------|------|--------|
| Economic Impact - Indexed | | -11.4% |
| Visitor Numbers | | -11.4% |
| Visitor Days | | -11.4% |
| Direct Employment | | -12.3% |

"Linear" = Linear Trendline

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

| SECTOR / YEAR | | 2019 | 2022 |
|----------------------|----|--------|--------|
| Accommodation | £M | 77.05 | 82.04 |
| Food & Drink | £M | 147.31 | 140.89 |
| Recreation | £M | 68.14 | 64.49 |
| Shopping | £M | 124.58 | 117.60 |
| Transport | £M | 75.81 | 72.47 |
| Direct Revenue | £M | 492.90 | 477.48 |
| VAT | £M | 98.58 | 95.50 |
| Direct Expenditure | £M | 591.48 | 572.98 |
| Indirect Expenditure | £M | 199.68 | 194.25 |
| TOTAL | £M | 791.16 | 767.23 |

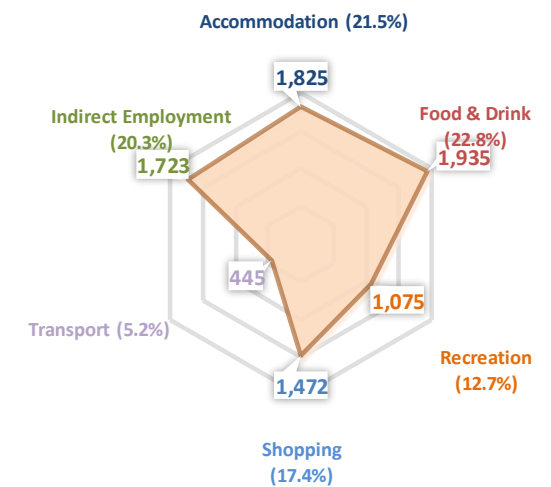
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

| SECTOR / YEAR | | 2019 | 2022 |
|---------------------|------|-------|-------|
| Accommodation | FTEs | 1,825 | 1,825 |
| Food & Drink | FTEs | 2,042 | 1,935 |
| Recreation | FTEs | 1,146 | 1,075 |
| Shopping | FTEs | 1,574 | 1,472 |
| Transport | FTEs | 470 | 445 |
| Direct Employment | FTEs | 7,057 | 6,751 |
| Indirect Employment | FTEs | 1,788 | 1,723 |
| TOTAL | FTEs | 8,846 | 8,474 |

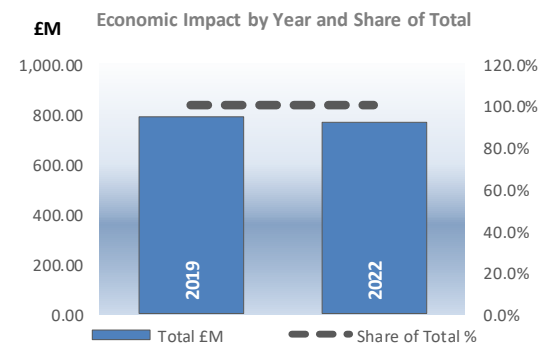
2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 2022 Prices | | TOTAL | ECONOMIC IMPACT Indexed | | | | |
|--|---|-------|-------|-------|-------|-------|-------|-------|--------|-------|-----------------------------|---------------|-------|----------------------------|--------|--------|--------|----------|
| ECONOMIC IMPACT BY: | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | TOTAL | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | % Change | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | -0.4% | 5.8% | -2.2% | -4.5% | -8.2% | -4.5% | -2.0% | -4.7% | -1.0% | -1.5% | -5.8% | 2.2% | -3.0% | Annual Change | 0.9% | -5.9% | -2.8% | -1.8% |
| % Change 2019 to 2022 | -0.4% | 5.8% | -2.2% | -4.5% | -8.2% | -4.5% | -2.0% | -4.7% | -1.0% | -1.5% | -5.8% | 2.2% | -3.0% | | 0.9% | -5.9% | -2.8% | -1.8% |
| Average Annual Change | -0.1% | 1.9% | -0.7% | -1.5% | -2.7% | -1.5% | -0.7% | -1.6% | -0.3% | -0.5% | -1.9% | 0.7% | -1.0% | | 0.3% | -2.0% | -0.9% | -0.6% |
| 2019 | £M | 35.39 | 42.38 | 51.36 | 84.76 | 94.24 | 79.07 | 85.62 | 109.54 | 76.53 | 50.45 | 42.30 | 39.51 | 791.16 | 129.13 | 258.08 | 271.69 | 132.27 |
| 2022 | £M | 35.23 | 44.85 | 50.20 | 80.92 | 86.50 | 75.54 | 83.89 | 104.39 | 75.76 | 49.69 | 39.86 | 40.39 | 767.23 | 130.29 | 242.97 | 264.03 | 129.94 |

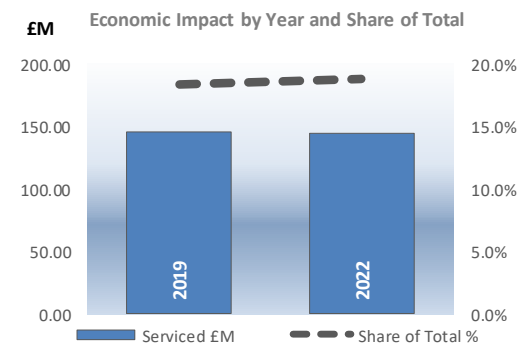
| ECONOMIC IMPACT - INDEXED TO 2022 | | | | TOTAL | |
|-----------------------------------|----|--------|--------|-------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Total | £M | 791.16 | 767.23 | | |
| All Visitor Types | £M | 791.16 | 767.23 | | |
| Share of Total | % | 100.0% | 100.0% | | |
| Annual Change in Share | % | | | | |
| Change in Share from 2019 | % | | | | |
| Avg Ann. Change in Share | % | | | | |



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

| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 2022 Prices | | SERVICED ACCOMMODATION | ECONOMIC IMPACT Indexed | | | | | |
|--|----|---|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------|-------|---------------------------|----------------------------|---------|-------|-------|-------|----------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | | -12.6% | -1.1% | 0.0% | 1.5% | -2.6% | 4.1% | 0.6% | -2.0% | -0.7% | -1.6% | -3.2% | 6.5% | -0.8% | -4.4% | 0.9% | -0.7% | 0.2% | |
| % Change 2019 to 2022 | | -12.6% | -1.1% | 0.0% | 1.5% | -2.6% | 4.1% | 0.6% | -2.0% | -0.7% | -1.6% | -3.2% | 6.5% | -0.8% | -4.4% | 0.9% | -0.7% | 0.2% | |
| Average Annual Change | | -4.2% | -0.4% | 0.0% | 0.5% | -0.9% | 1.4% | 0.2% | -0.7% | -0.2% | -0.5% | -1.1% | 2.2% | -0.3% | -1.5% | 0.3% | -0.2% | 0.1% | |
| 2019 | £M | 10.12 | 10.22 | 11.11 | 12.47 | 12.78 | 12.39 | 14.50 | 14.51 | 12.42 | 12.74 | 11.82 | 10.30 | 145.36 | 31.44 | 37.63 | 41.42 | 34.86 | |
| 2022 | £M | 8.838 | 10.11 | 11.11 | 12.65 | 12.45 | 12.89 | 14.59 | 14.21 | 12.34 | 12.53 | 11.44 | 10.97 | 144.13 | -0.8% | 30.06 | 37.99 | 41.13 | 34.94 |

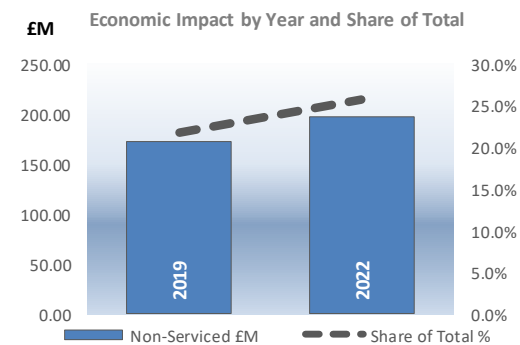
| ECONOMIC IMPACT - INDEXED TO 2022 | | | | SERVICED ACCOMMODATION | |
|-----------------------------------|----|--------|--------|------------------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Serviced | £M | 145.36 | 144.13 | | |
| All Visitor Types | £M | 791.16 | 767.23 | | |
| Share of Total | % | 18.4% | 18.8% | | |
| Annual Change in Share | % | | 2.2% | | |
| Change in Share from 2019 | % | | 2.2% | | |
| Avg Ann. Change in Share | % | | 0.7% | | |



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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 2022 Prices | | NON-SERVICED ACCOMMODATION | ECONOMIC IMPACT Indexed | | | | | |
|--|----|---|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------|-------|-------------------------------|----------------------------|---------|-------|-------|-------|----------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | | 11.5% | 22.3% | 22.1% | 12.7% | 8.5% | 15.7% | 13.9% | 6.6% | 17.5% | 17.9% | 11.7% | 31.9% | 14.1% | 19.2% | 12.1% | 12.1% | 19.7% | |
| % Change 2019 to 2022 | | 11.5% | 22.3% | 22.1% | 12.7% | 8.5% | 15.7% | 13.9% | 6.6% | 17.5% | 17.9% | 11.7% | 31.9% | 14.1% | 19.2% | 12.1% | 12.1% | 19.7% | |
| Average Annual Change | | 3.8% | 7.4% | 7.4% | 4.2% | 2.8% | 5.2% | 4.6% | 2.2% | 5.8% | 6.0% | 3.9% | 10.6% | 4.7% | 6.4% | 4.0% | 4.0% | 6.6% | |
| 2019 | £M | 6.091 | 7.019 | 8.902 | 13.20 | 20.92 | 19.60 | 22.73 | 28.39 | 20.94 | 10.12 | 8.038 | 6.860 | 172.81 | 22.01 | 53.71 | 72.06 | 25.02 | |
| 2022 | £M | 6.791 | 8.587 | 10.87 | 14.88 | 22.69 | 22.67 | 25.89 | 30.26 | 24.61 | 11.93 | 8.978 | 9.048 | 197.19 | 14.1% | 26.25 | 60.23 | 80.75 | 29.96 |

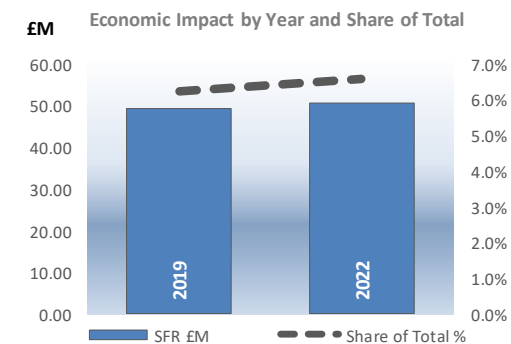
| ECONOMIC IMPACT - INDEXED TO 2022 | | | | NON-SERVICED ACCOMMODATION | |
|-----------------------------------|----|--------|--------|----------------------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Non-Serviced | £M | 172.81 | 197.19 | | |
| All Visitor Types | £M | 791.16 | 767.23 | | |
| Share of Total | % | 21.8% | 25.7% | | |
| Annual Change in Share | % | | 17.7% | | |
| Change in Share from 2019 | % | | 17.7% | | |
| Avg Ann. Change in Share | % | | 5.9% | | |



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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 2022 Prices | | SFR | ECONOMIC IMPACT Indexed | | | | | |
|--|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------|---------------|-------|----------------------------|------|-------|-------|----------|-------|
| ECONOMIC IMPACT BY: | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | SFR | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| A Fall of 3% or more | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | 0.0% | 3.2% | 4.3% | 2.7% | 2.3% | 4.0% | 3.0% | 1.7% | 4.1% | 2.5% | 1.2% | 5.7% | 2.8% | Annual Change | 1.5% | 2.9% | 2.7% | 4.0% | |
| % Change 2019 to 2022 | 0.0% | 3.2% | 4.3% | 2.7% | 2.3% | 4.0% | 3.0% | 1.7% | 4.1% | 2.5% | 1.2% | 5.7% | 2.8% | | 1.5% | 2.9% | 2.7% | 4.0% | |
| Average Annual Change | 0.0% | 1.1% | 1.4% | 0.9% | 0.8% | 1.3% | 1.0% | 0.6% | 1.4% | 0.8% | 0.4% | 1.9% | 0.9% | | 0.5% | 1.0% | 0.9% | 1.3% | |
| 2019 | £M | 7.330 | 2.280 | 2.638 | 5.941 | 4.082 | 3.162 | 4.920 | 5.216 | 2.819 | 2.535 | 2.197 | 6.114 | 49.23 | | 12.25 | 13.19 | 12.96 | 10.85 |
| 2022 | £M | 7.331 | 2.353 | 2.750 | 6.102 | 4.174 | 3.289 | 5.068 | 5.304 | 2.935 | 2.598 | 2.223 | 6.461 | 50.59 | 2.8% | 12.43 | 13.57 | 13.31 | 11.28 |

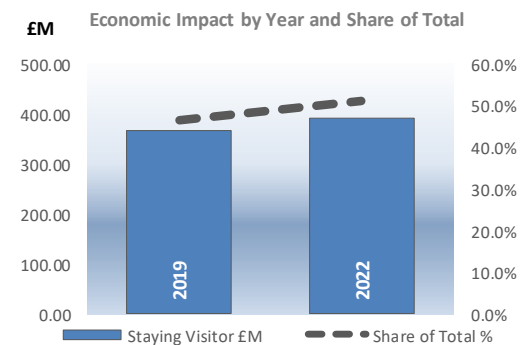
| ECONOMIC IMPACT - INDEXED TO 2022 | | | | SFR | |
|-----------------------------------|----|--------|--------|-----|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| SFR | £M | 49.23 | 50.59 | | |
| All Visitor Types | £M | 791.16 | 767.23 | | |
| Share of Total | % | 6.2% | 6.6% | | |
| Annual Change in Share | % | | 6.0% | | |
| Change in Share from 2019 | % | | 6.0% | | |
| Avg Ann. Change in Share | % | | 2.0% | | |



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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | 2019 to 2022 2022 Prices | | STAYING VISITOR | ECONOMIC IMPACT Indexed | | | | |
|--|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------------------|---------------|-----------------|----------------------------|-------|--------|--------|----------|
| ECONOMIC IMPACT BY: | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | STAYING VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | |
| A Fall of 3% or more | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2019 to 2022 | -2.4% | 7.9% | 9.2% | 6.4% | 4.1% | 10.5% | 8.1% | 3.4% | 10.2% | 6.6% | 2.7% | 13.8% | 6.7% | Annual Change | 4.6% | 6.9% | 6.9% | 7.7% |
| % Change 2019 to 2022 | -2.4% | 7.9% | 9.2% | 6.4% | 4.1% | 10.5% | 8.1% | 3.4% | 10.2% | 6.6% | 2.7% | 13.8% | 6.7% | Annual Change | 4.6% | 6.9% | 6.9% | 7.7% |
| Average Annual Change | -0.8% | 2.6% | 3.1% | 2.1% | 1.4% | 3.5% | 2.7% | 1.1% | 3.4% | 2.2% | 0.9% | 4.6% | 2.2% | Annual Change | 1.5% | 2.3% | 2.3% | 2.6% |
| 2019 | £M | 23.54 | 19.52 | 22.65 | 31.61 | 37.78 | 35.15 | 42.14 | 48.12 | 36.18 | 25.39 | 22.06 | 23.27 | 367.40 | 65.70 | 104.53 | 126.44 | 70.72 |
| 2022 | £M | 22.96 | 21.05 | 24.73 | 33.63 | 39.31 | 38.85 | 45.54 | 49.77 | 39.88 | 27.06 | 22.65 | 26.48 | 391.90 | 68.74 | 111.79 | 135.19 | 76.18 |

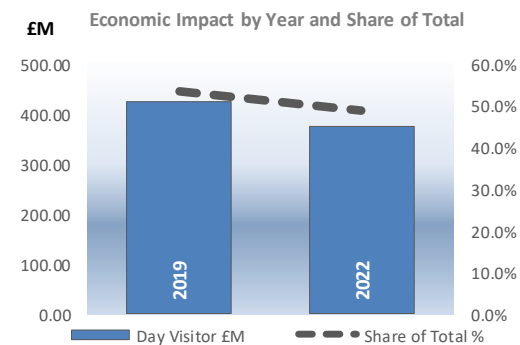
| ECONOMIC IMPACT - INDEXED TO 2022 | | | | STAYING VISITOR | |
|-----------------------------------|----|--------|--------|-----------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Staying Visitor | £M | 367.40 | 391.90 | | |
| All Visitor Types | £M | 791.16 | 767.23 | | |
| Share of Total | % | 46.4% | 51.1% | | |
| Annual Change in Share | % | | 10.0% | | |
| Change in Share from 2019 | % | | 10.0% | | |
| Avg Ann. Change in Share | % | | 3.3% | | |



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| STEAM REPORT FOR 2019-2022 - FINAL SHROPSHIRE COUNCIL | | | | | | | | | | | | | 2019 to 2022 2022 Prices | | DAY VISITOR | | ECONOMIC IMPACT Indexed | | | |
|--|----|---|-------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-----------------------------|--------|------------------|--------|----------------------------|--------|----------|--|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2019 to 2022 | | 3.6% | 4.1% | -11.3% | -11.0% | -16.4% | -16.5% | -11.8% | -11.1% | -11.1% | -9.7% | -15.0% | -14.4% | -11.4% | Annual Change | -3.0% | -14.6% | -11.3% | -12.7% | |
| % Change 2019 to 2022 | | 3.6% | 4.1% | -11.3% | -11.0% | -16.4% | -16.5% | -11.8% | -11.1% | -11.1% | -9.7% | -15.0% | -14.4% | -11.4% | | -3.0% | -14.6% | -11.3% | -12.7% | |
| Average Annual Change | | 1.2% | 1.4% | -3.8% | -3.7% | -5.5% | -5.5% | -3.9% | -3.7% | -3.7% | -3.2% | -5.0% | -4.8% | -3.8% | | -1.0% | -4.9% | -3.8% | -4.2% | |
| 2019 | £M | 11.85 | 22.86 | 28.71 | 53.15 | 56.46 | 43.93 | 43.48 | 61.42 | 40.35 | 25.06 | 20.24 | 16.24 | 423.76 | 63.43 | 153.54 | 145.25 | 61.54 | | |
| 2022 | £M | 12.27 | 23.80 | 25.48 | 47.29 | 47.19 | 36.69 | 38.35 | 54.61 | 35.88 | 22.63 | 17.22 | 13.91 | 375.32 | -11.4% | 61.55 | 131.18 | 128.84 | 53.75 | |

| ECONOMIC IMPACT - INDEXED TO 2022 | | | | DAY VISITOR | |
|-----------------------------------|----|--------|--------|-------------|--|
| SHARE OF MARKET | | 2019 | 2022 | | |
| Day Visitor | £M | 423.76 | 375.32 | | |
| All Visitor Types | £M | 791.16 | 767.23 | | |
| Share of Total | % | 53.6% | 48.9% | | |
| Annual Change in Share | % | | -8.7% | | |
| Change in Share from 2019 | % | | -8.7% | | |
| Avg Ann. Change in Share | % | | -2.9% | | |



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