



STEAM REPORT FOR 2014-2023 - FINAL

Final

THE WOLDS DEVELOPMENT PLAN AREA






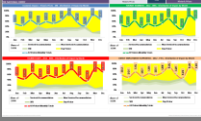
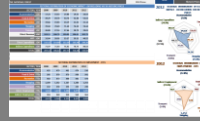

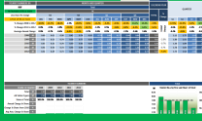




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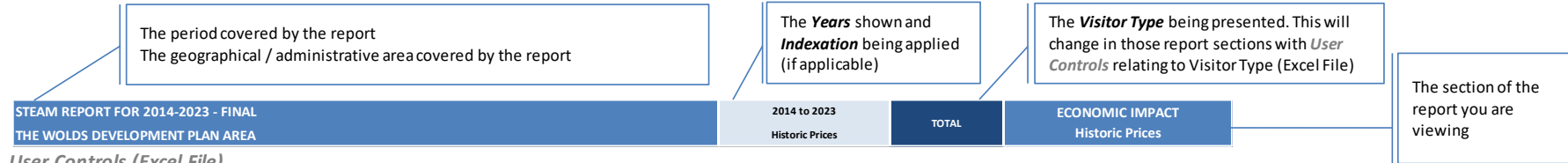
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
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Report Section Design and Features

Headers

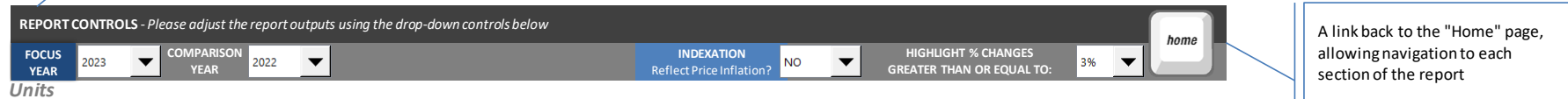
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

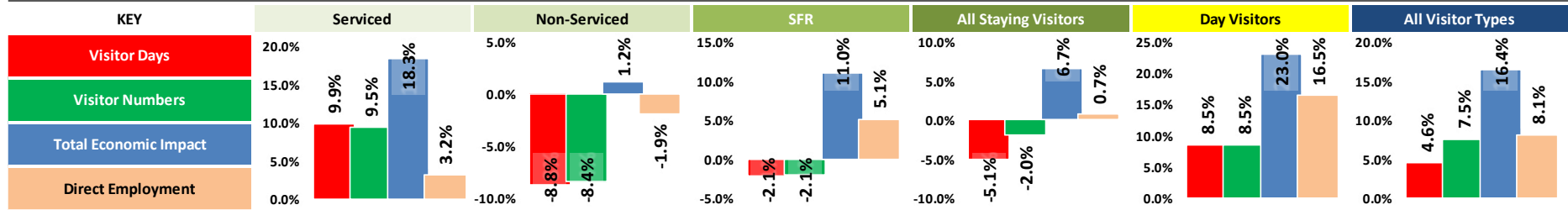
Comparing 2023 and 2022
All £'s Historic Prices

COMPARATIVE HEADLINES

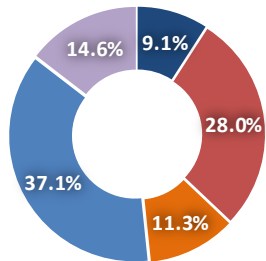
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									All Staying Visitors	Day Visitors			All Visitor Types					
	Staying in Paid Accommodation			Staying with Friends and Relatives (SFR)			2023	2022	+/- %		2023	2022	+/- %	2023	2022	+/- %			
	2023	2022	+/- %	2023	2022	+/- %													
Visitor Days	M	0.139	0.127	9.9%	0.706	0.774	-8.8%	0.312	0.318	-2.1%	1.157	1.219	-5.1%	3.243	2.990	8.5%	4.400	4.209	4.6%
Visitor Numbers	M	0.069	0.063	9.5%	0.100	0.109	-8.4%	0.131	0.134	-2.1%	0.300	0.306	-2.0%	3.243	2.990	8.5%	3.543	3.295	7.5%
Direct Expenditure	£M																189.52	162.67	16.5%
Economic Impact	£M	20.88	17.65	18.3%	53.04	52.42	1.2%	20.39	18.36	11.0%	94.31	88.43	6.7%	160.65	130.58	23.0%	254.96	219.00	16.4%
Direct Employment	FTEs	396	383	3.2%	593	605	-1.9%	149	142	5.1%	1,138	1,130	0.7%	1,161	996	16.5%	2,299	2,126	8.1%
Total Employment	FTEs																2,848	2,626	8.5%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES



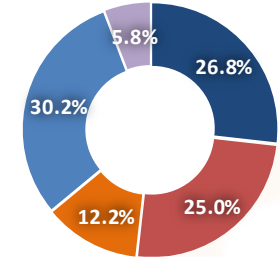
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



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

	2023	2022	+/- %
Accommodation	17.25	16.95	1.8%
Food & Drink	53.01	45.06	17.7%
Recreation	21.38	18.14	17.9%
Shopping	70.29	59.00	19.1%
Transport	27.59	23.51	17.3%
TOTAL DIRECT	189.52	162.67	16.5%
Indirect	65.44	56.33	16.2%
TOTAL	254.96	219.00	16.4%

Sectoral Distribution of Employment - FTEs



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

	2023	2022	+/- %
Accommodation	616	623	-1.2%
Food & Drink	574	516	11.4%
Recreation	281	252	11.6%
Shopping	694	616	12.8%
Transport	134	120	11.1%
TOTAL DIRECT	2,299	2,126	8.1%
Indirect	550	500	10.0%
TOTAL	2,848	2,626	8.5%

Direct Expenditure Categories

Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2023

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

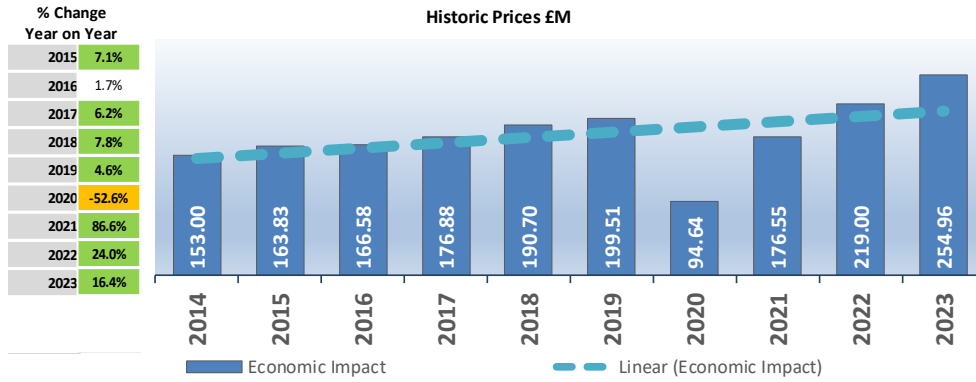
STEAM REPORT FOR 2014-2023 - FINAL
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2014 to 2023
 Historic Prices

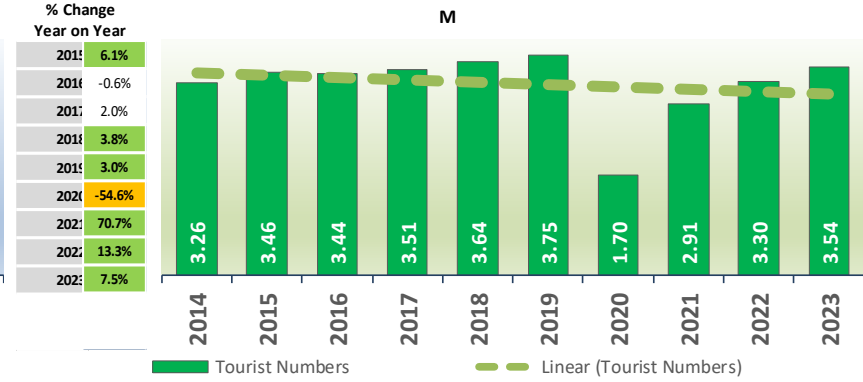
TOTAL

KEY MEASURES
 Historic Prices

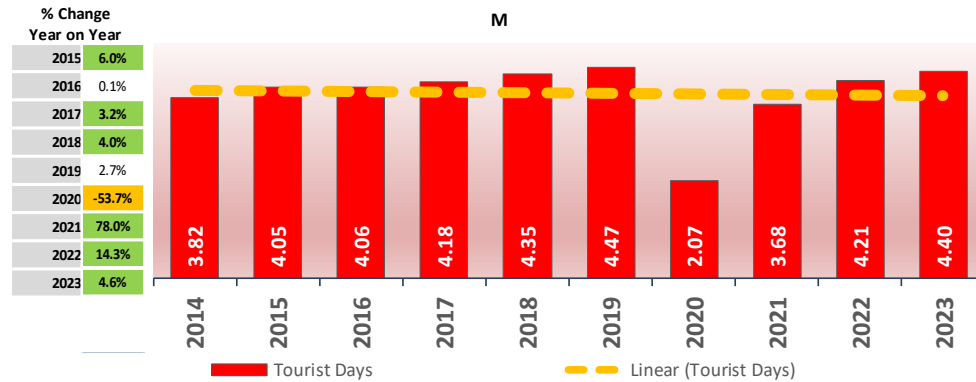
Economic Impact - Historic Prices - Total



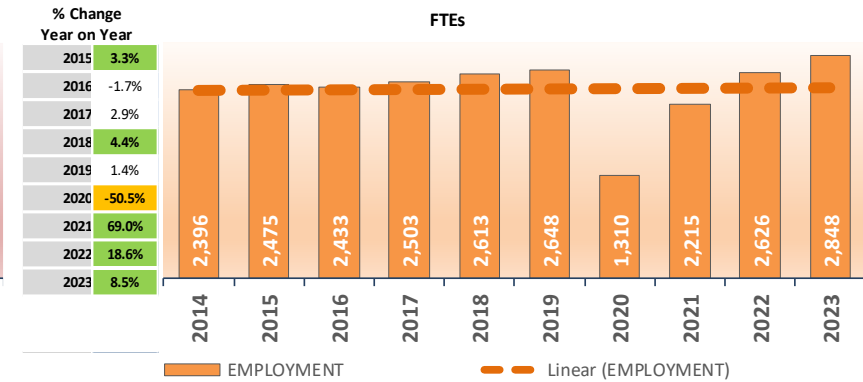
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		7.1%	8.9%	15.6%	24.6%	30.4%	-38.1%	15.4%	43.1%	66.6%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%	8.7%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%	15.1%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%	18.9%

"Linear" = Linear Trendline

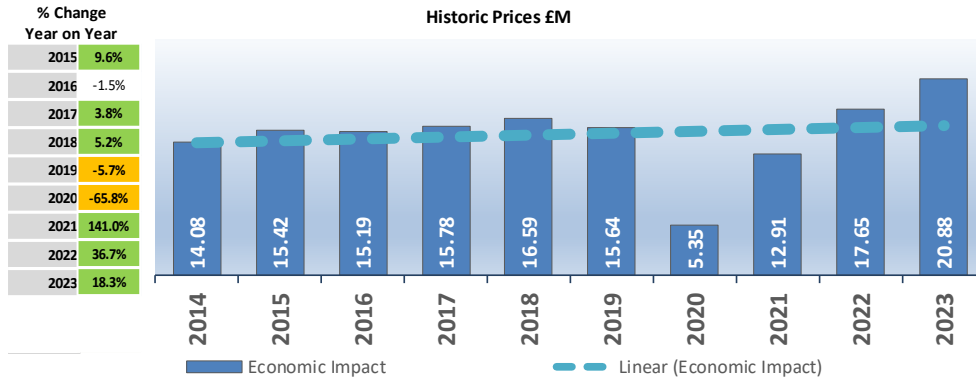
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THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2023
 Historic Prices

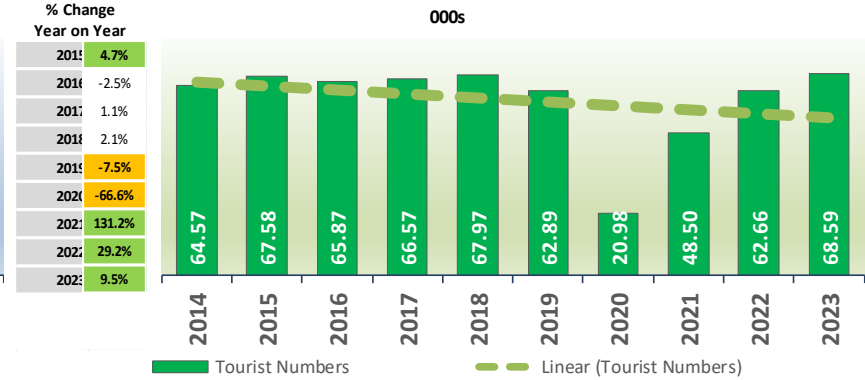
SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

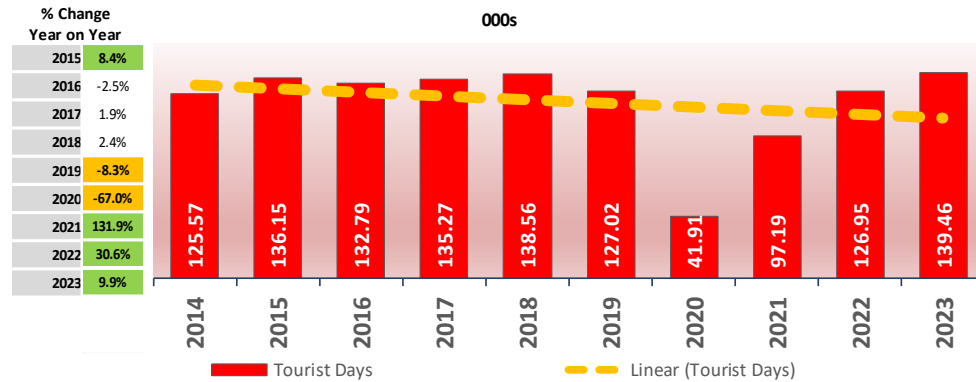
Economic Impact - Historic Prices - Serviced Accommodation



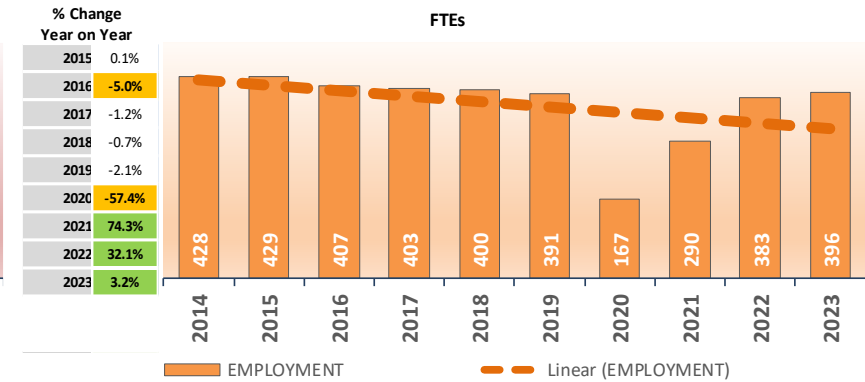
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		9.6%	7.9%	12.1%	17.9%	11.1%	-62.0%	-8.3%	25.4%	48.4%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%	6.2%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%	11.1%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%	-7.7%

"Linear" = Linear Trendline

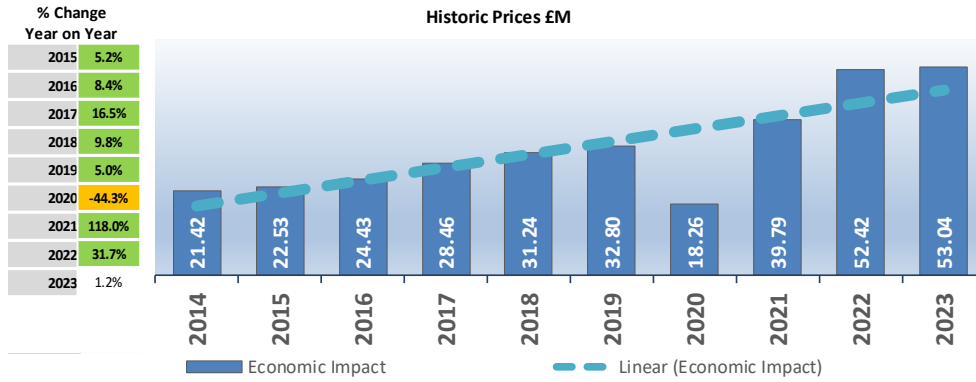
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2014 to 2023
 Historic Prices

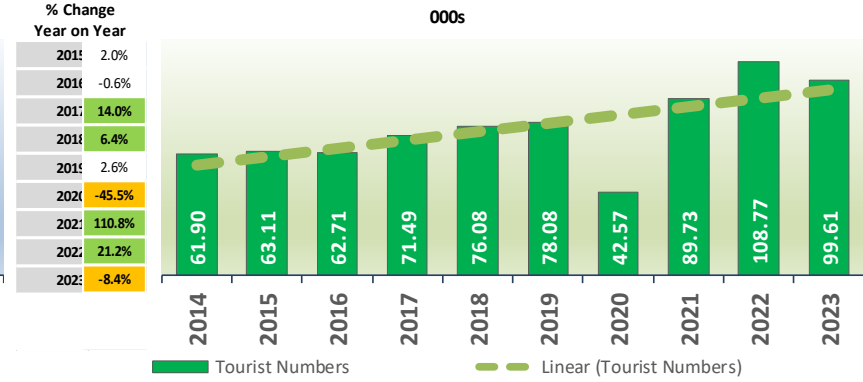
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

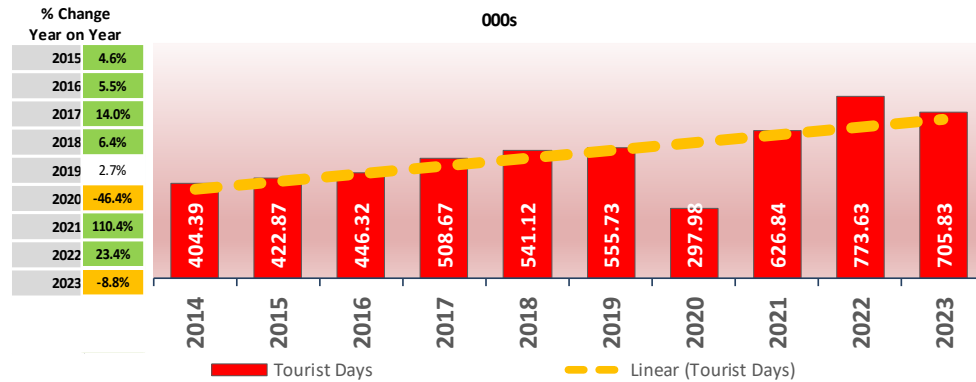
Economic Impact - Historic Prices - Non-Serviced Accommodation



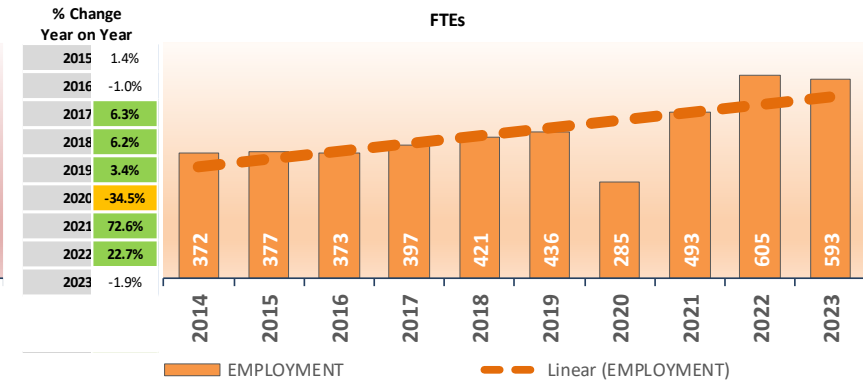
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.2%	14.1%	32.9%	45.9%	53.1%	-14.8%	85.8%	144.7%	147.6%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%	60.9%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%	74.5%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%	59.6%

"Linear" = Linear Trendline

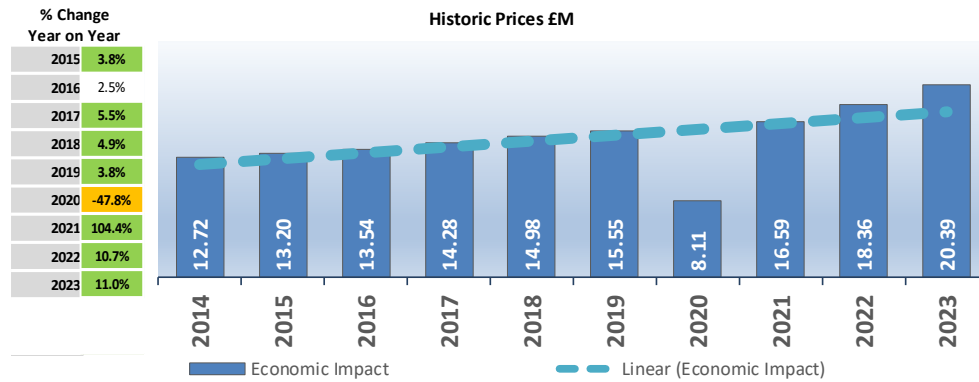
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2014 to 2023
Historic Prices

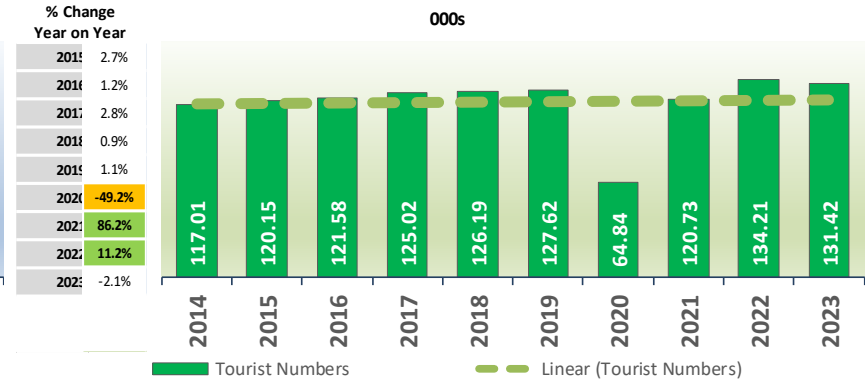
SFR

KEY MEASURES
Historic Prices

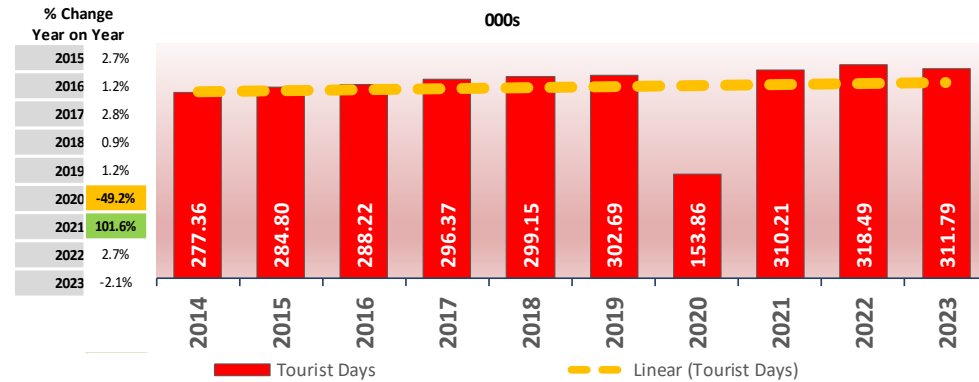
Economic Impact - Historic Prices - SFR



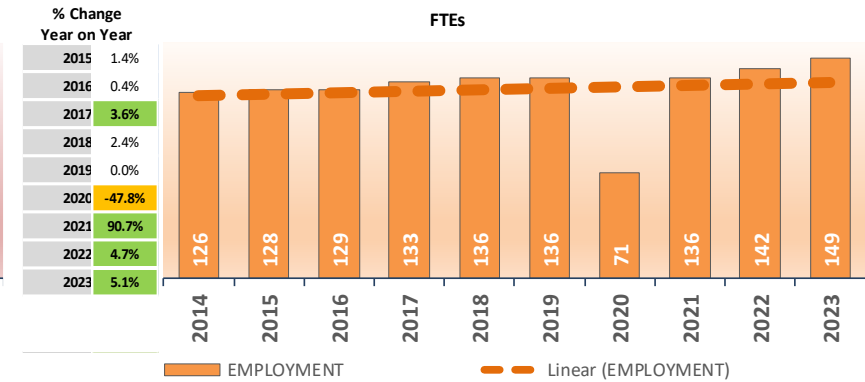
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.8%	6.5%	12.3%	17.8%	22.3%	-36.2%	30.4%	44.4%	60.3%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%	12.3%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%	12.4%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%	18.3%

"Linear" = Linear Trendline

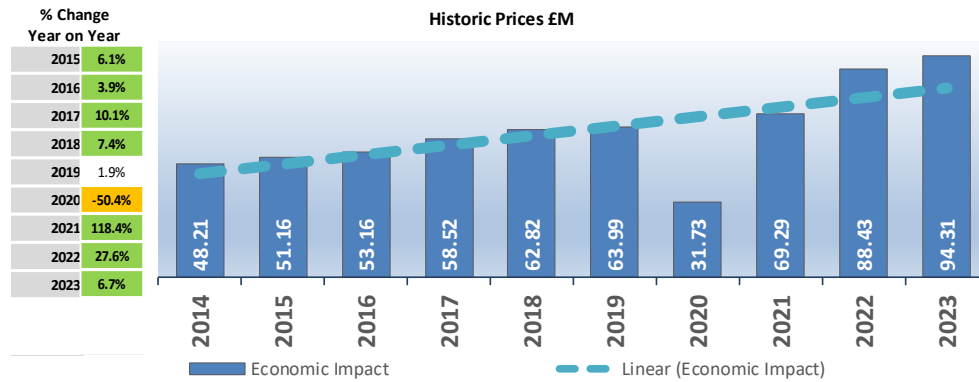
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2014 to 2023
 Historic Prices

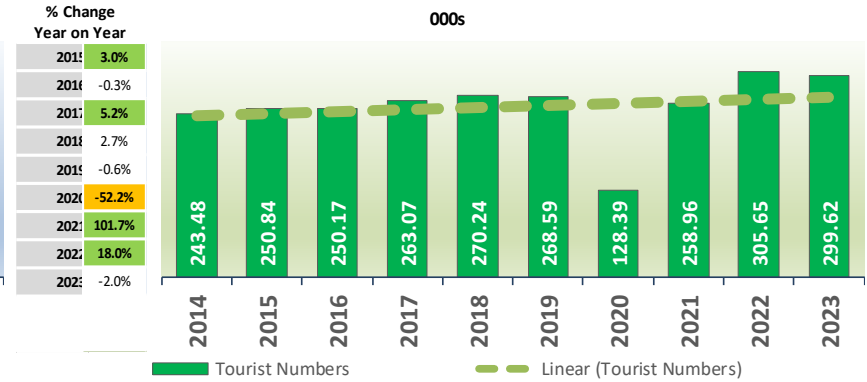
STAYING VISITOR

KEY MEASURES
 Historic Prices

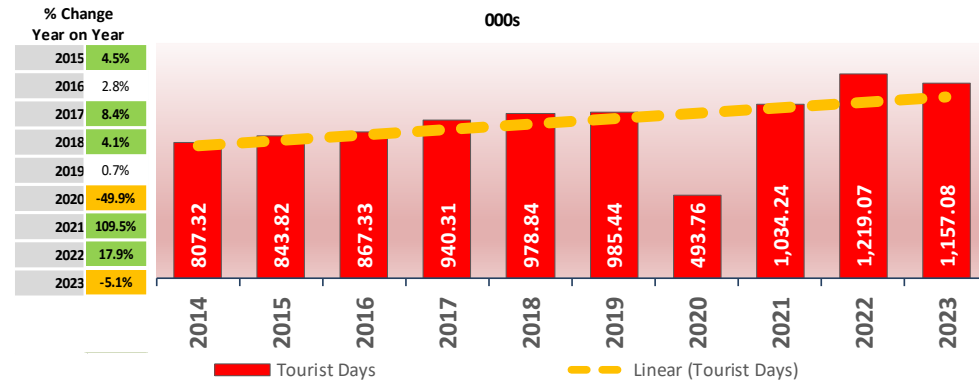
Economic Impact - Historic Prices - Staying Visitor



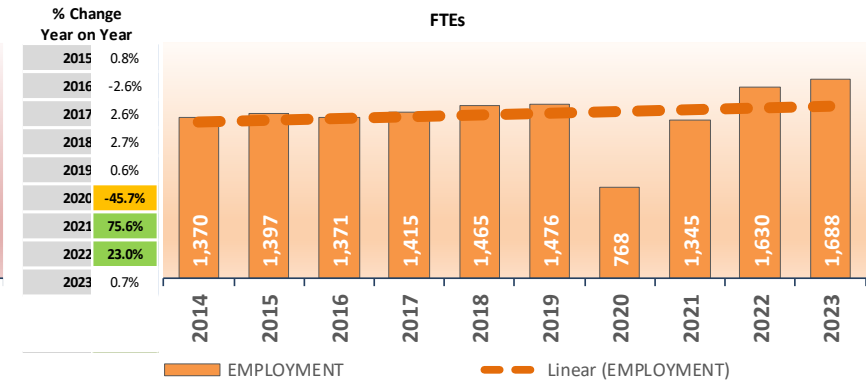
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		6.1%	10.3%	21.4%	30.3%	32.7%	-34.2%	43.7%	83.4%	95.6%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%	23.1%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%	43.3%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%	-1.8%	19.0%	23.2%

"Linear" = Linear Trendline

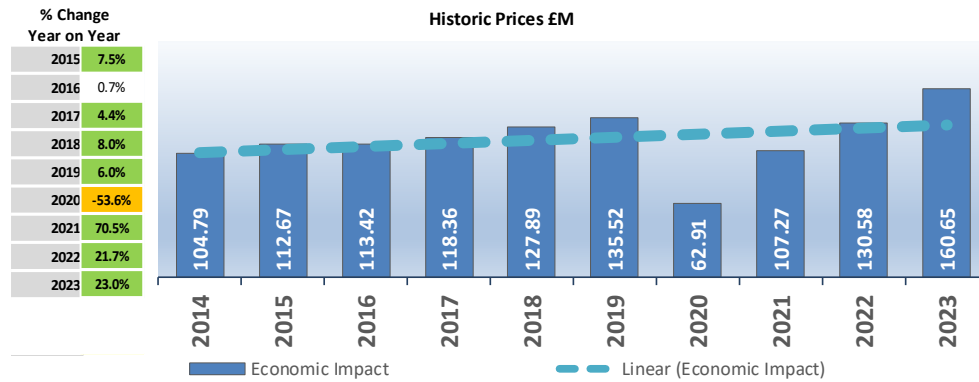
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2014 to 2023
Historic Prices

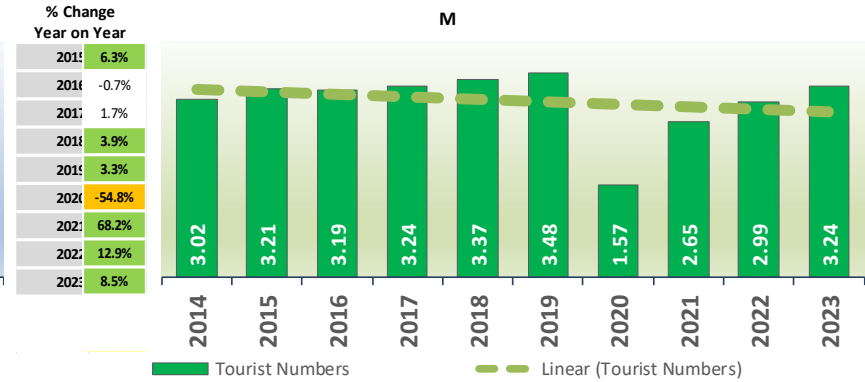
DAY VISITOR

KEY MEASURES
Historic Prices

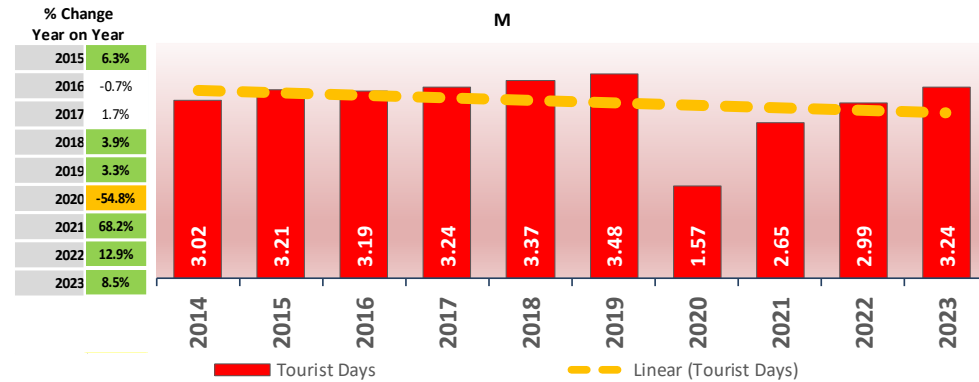
Economic Impact - Historic Prices - Day Visitor



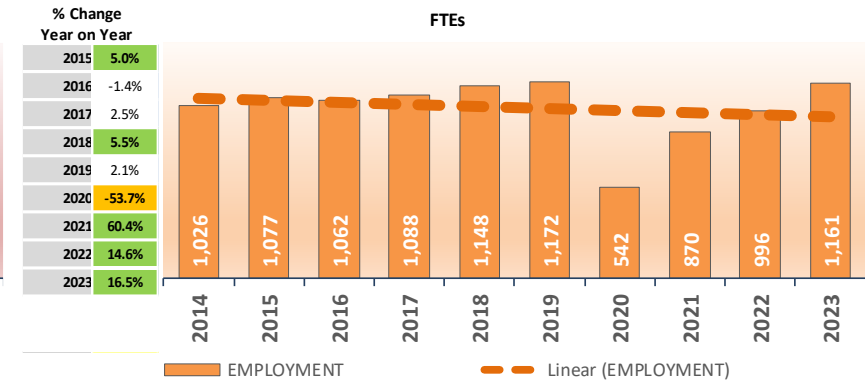
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		7.5%	8.2%	12.9%	22.0%	29.3%	-40.0%	2.4%	24.6%	53.3%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%	13.1%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2023

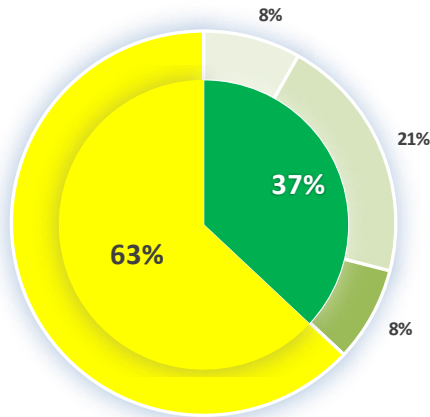
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

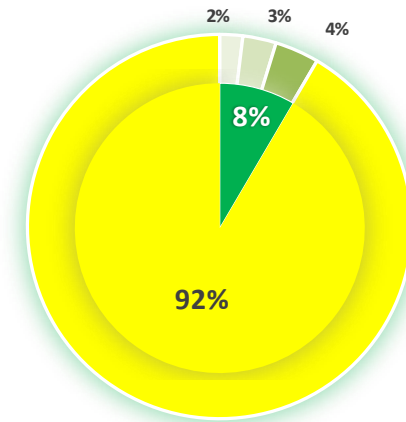
TOTAL
£254.96m

	£M
Serviced	20.88
Non-Serviced	53.04
SFR	20.39
Staying Visitor	94.31
Day Visitor	160.65
Total	254.96



TOTAL
3.54m

	M
Serviced	0.07
Non-Serviced	0.10
SFR	0.13
Staying Visitor	0.30
Day Visitor	3.24
Total	3.54

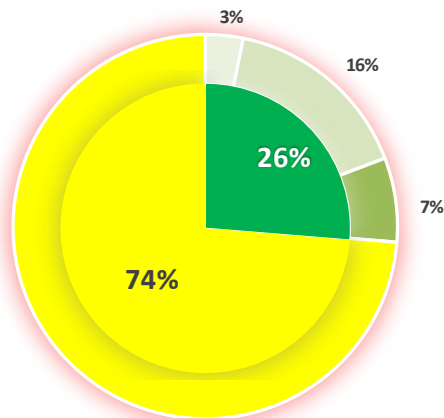


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

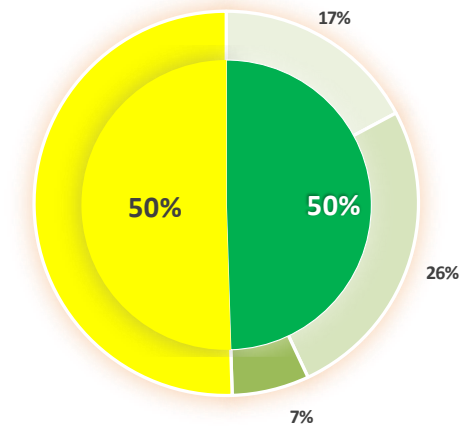
TOTAL
4.40m

	M
Serviced	0.14
Non-Serviced	0.71
SFR	0.31
Staying Visitor	1.16
Day Visitor	3.24
Total	4.40



TOTAL
2,299 Direct FTEs
2,848 Total FTEs

	FTEs
Serviced	396
Non-Serviced	593
SFR	149
Staying Visitor	1,138
Day Visitor	1,161
Total	2,299



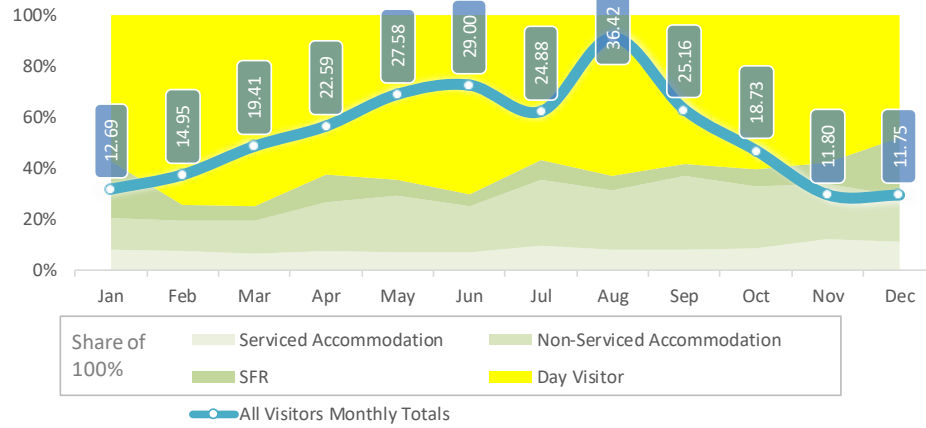
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2023
 Historic Prices

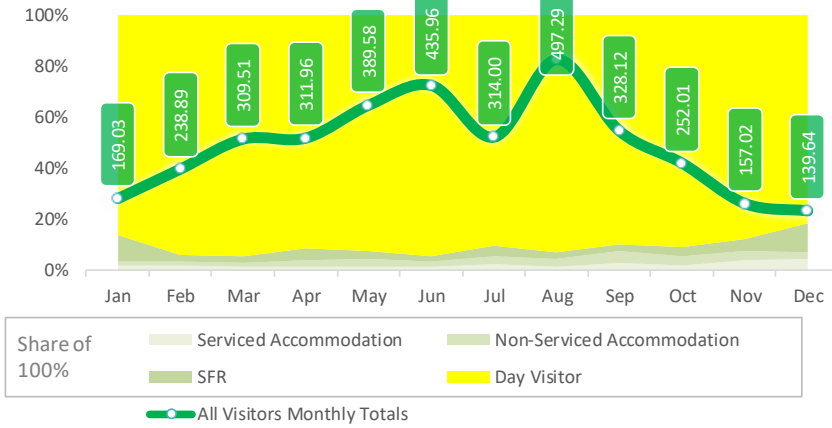
TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

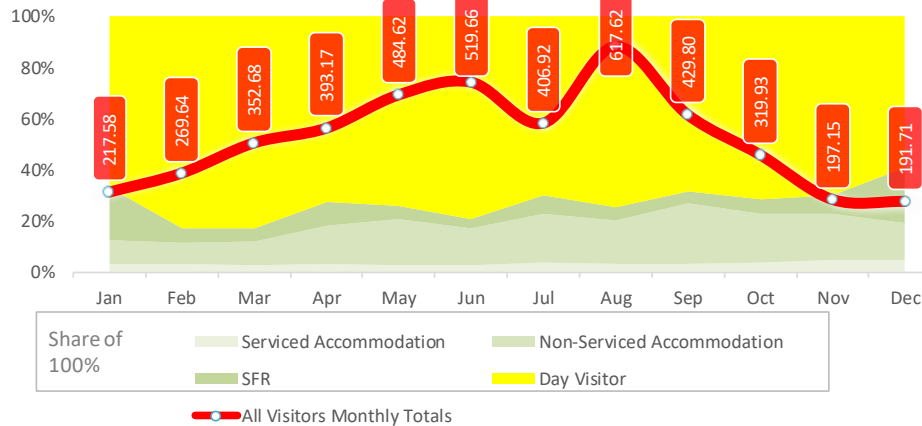
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



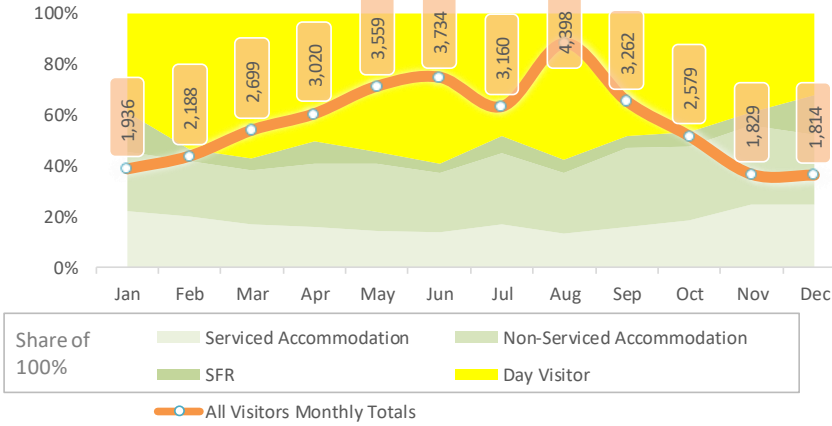
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



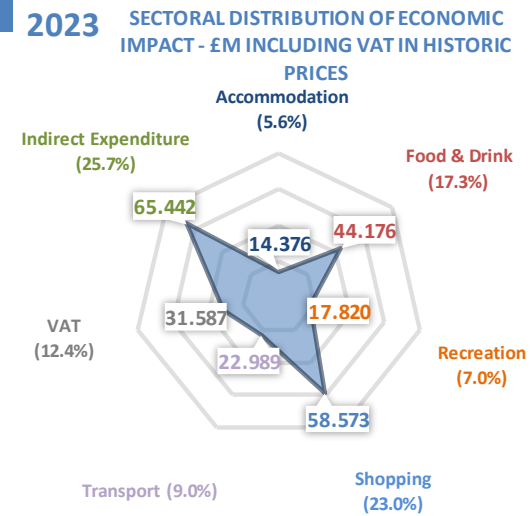
Visitor Days - 2023 - 000s - Distribution of Impact by Month



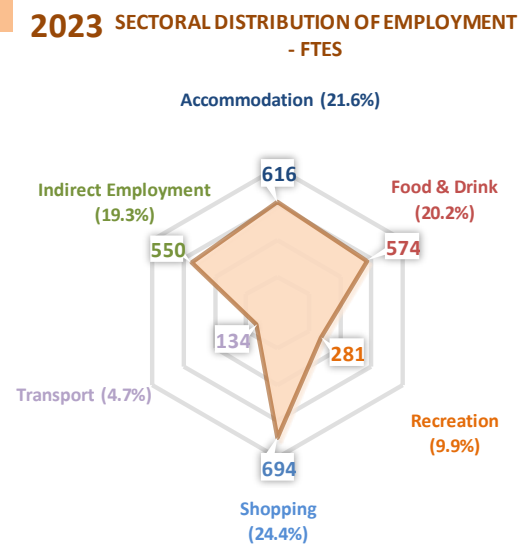
Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES											
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	7.772	8.323	8.706	9.412	9.919	9.802	5.014	10.85	14.13	14.38
Food & Drink	£M	26.55	28.42	28.83	30.60	33.05	34.63	17.39	30.53	37.55	44.18
Recreation	£M	10.75	11.52	11.67	12.40	13.41	14.06	7.023	12.30	15.12	17.82
Shopping	£M	36.14	38.74	39.25	41.42	44.72	47.05	22.25	40.03	49.17	58.57
Transport	£M	13.82	14.78	15.00	15.97	17.27	18.20	8.719	15.97	19.60	22.99
Direct Revenue	£M	95.03	101.78	103.46	109.81	118.36	123.74	60.40	109.68	135.56	157.93
VAT	£M	19.01	20.36	20.69	21.96	23.67	24.75	9.910	21.53	27.11	31.59
Direct Expenditure	£M	114.04	122.14	124.15	131.77	142.03	148.49	70.31	131.21	162.67	189.52
Indirect Expenditure	£M	38.96	41.69	42.44	45.10	48.67	51.01	24.34	45.34	56.33	65.44
TOTAL	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES											
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	565	560	531	523	526	537	309	495	623	616
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516	574
Recreation	FTEs	230	241	239	249	263	266	129	217	252	281
Shopping	FTEs	581	608	603	625	658	668	306	530	616	694
Transport	FTEs	109	114	113	118	125	127	59	104	120	134
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126	2,299
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500	550
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848



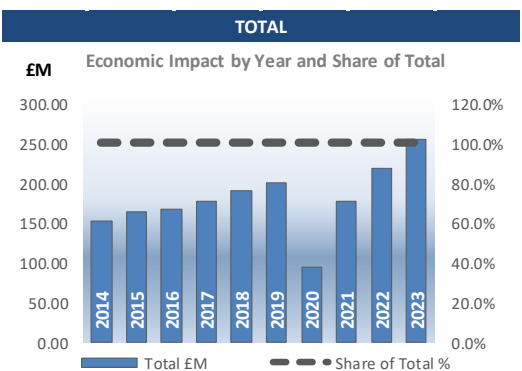
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2023

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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 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											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 2014 to 2023		72.4%	79.4%	85.1%	56.4%	65.5%	77.8%	40.7%	62.9%	80.7%	74.3%	53.0%	68.3%	66.6%	79.7%	67.0%	60.2%	66.2%		
% Change 2022 to 2023		18.5%	34.1%	22.3%	21.3%	17.6%	14.7%	8.9%	13.3%	17.1%	18.2%	12.6%	5.6%	16.4%	24.7%	17.6%	13.0%	12.9%		
Average Annual Change		8.0%	8.8%	9.5%	6.3%	7.3%	8.6%	4.5%	7.0%	9.0%	8.3%	5.9%	7.6%	7.4%	8.9%	7.4%	6.7%	7.4%		
2014	£M	7.362	8.336	10.49	14.45	16.66	16.31	17.68	22.36	13.92	10.74	7.711	6.985	153.00	26.18	47.42	53.96	25.44		
2015	£M	8.732	9.683	11.02	14.90	16.97	17.02	17.99	24.70	14.84	12.22	8.033	7.717	163.83	29.43	48.90	57.53	27.96		
2016	£M	8.893	9.724	11.92	14.83	17.76	18.60	17.64	25.06	14.51	11.82	7.895	7.928	166.58	30.54	51.19	57.21	27.64		
2017	£M	9.192	10.25	12.49	16.17	18.91	19.65	18.12	26.90	16.21	12.17	8.460	8.354	176.88	31.94	54.72	61.23	28.98		
2018	£M	9.766	11.21	13.45	16.92	21.03	21.26	19.12	29.17	17.84	13.17	9.013	8.744	190.70	34.43	59.22	66.13	30.93		
2019	£M	10.34	12.03	14.53	17.87	21.76	22.46	19.97	30.04	18.64	13.71	9.132	9.013	199.51	36.91	62.09	68.65	31.86		
2020	£M	9.993	10.68	7.013	1.263	2.352	3.904	8.186	19.27	14.61	9.673	2.948	4.748	94.64	27.69	7.519	42.06	17.37		
2021	£M	2.447	3.981	5.678	9.453	17.98	23.55	21.21	32.26	22.54	16.95	10.03	10.47	176.55	12.11	50.98	76.01	37.46		
2022	£M	10.71	11.15	15.86	18.62	23.44	25.28	22.85	32.15	21.49	15.84	10.48	11.13	219.00	37.72	67.34	76.48	37.45		
2023	£M	12.69	14.95	19.41	22.59	27.58	29.00	24.88	36.42	25.16	18.73	11.80	11.75	254.96	47.05	79.17	86.46	42.28		

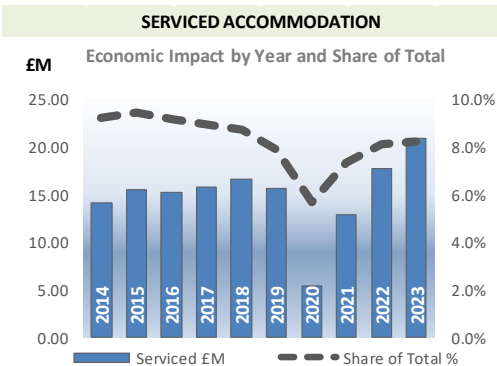
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2014	%										
Avg Ann. Change in Share	%										



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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2023		71.7%	50.8%	40.5%	75.6%	91.1%	75.6%	38.2%	29.4%	21.5%	50.4%	25.1%	74.2%	48.4%	Annual Change	52.3%	80.7%	29.8%	46.8%	
% Change 2022 to 2023		28.5%	50.6%	47.4%	48.2%	38.7%	10.2%	6.9%	9.4%	11.6%	7.2%	6.3%	10.8%	18.3%		42.2%	29.2%	9.2%	7.9%	
Average Annual Change		8.0%	5.6%	4.5%	8.4%	10.1%	8.4%	4.2%	3.3%	2.4%	5.6%	2.8%	8.2%	5.4%		5.8%	9.0%	3.3%	5.2%	
2014	£M	0.588	0.763	0.871	0.951	1.043	1.164	1.757	2.290	1.680	1.076	1.134	0.759	14.08		2.222	3.159	5.727	2.968	
2015	£M	0.759	0.885	0.982	1.061	1.221	1.431	1.906	2.412	1.648	1.260	1.027	0.831	15.42	9.6%	2.626	3.713	5.966	3.119	
2016	£M	0.711	0.859	0.962	1.032	1.200	1.380	1.937	2.440	1.603	1.169	1.009	0.892	15.19	-1.5%	2.532	3.612	5.980	3.070	
2017	£M	0.742	0.867	0.943	1.236	1.501	1.529	1.853	2.244	1.604	1.220	1.071	0.966	15.78	3.8%	2.552	4.266	5.701	3.257	
2018	£M	0.777	0.907	0.969	1.283	1.609	1.621	1.910	2.415	1.645	1.295	1.135	1.026	16.59	5.2%	2.653	4.513	5.969	3.456	
2019	£M	0.728	0.847	0.910	1.196	1.521	1.535	1.842	2.305	1.519	1.228	1.077	0.929	15.64	-5.7%	2.485	4.251	5.666	3.234	
2020	£M	0.733	0.806	0.379	0.100	0.151	0.133	0.427	1.106	0.730	0.547	0.137	0.106	5.354	-65.8%	1.917	0.385	2.263	0.790	
2021	£M	0.166	0.179	0.225	0.304	0.485	1.499	1.960	2.669	1.748	1.457	1.216	0.997	12.91	141.0%	0.570	2.289	6.377	3.670	
2022	£M	0.786	0.764	0.830	1.127	1.437	1.855	2.271	2.709	1.829	1.510	1.335	1.193	17.65	36.7%	2.380	4.420	6.809	4.038	
2023	£M	1.010	1.151	1.223	1.671	1.994	2.044	2.428	2.964	2.042	1.618	1.419	1.322	20.88	18.3%	3.384	5.709	7.433	4.359	

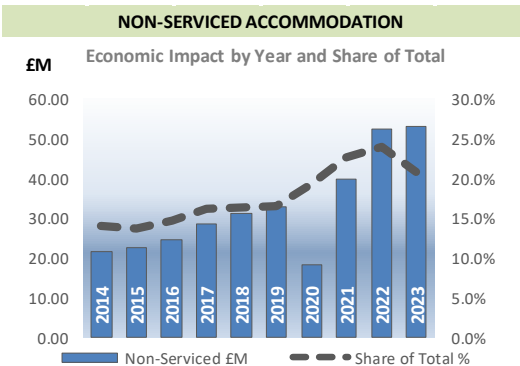
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	£M	14.08	15.42	15.19	15.78	16.59	15.64	5.354	12.91	17.65	20.88
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%	8.2%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%	1.7%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%	-11.0%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%	-1.2%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2023		173.7%	163.3%	133.6%	175.5%	147.0%	112.9%	119.0%	129.1%	171.9%	187.8%	160.6%	217.3%	147.6%	Annual Change	152.0%	140.9%	138.2%	185.4%
% Change 2022 to 2023		0.1%	13.9%	-5.6%	12.3%	0.9%	-8.1%	-8.7%	-1.6%	5.6%	21.2%	8.3%	-6.0%	1.2%		1.1%	0.4%	-1.6%	10.3%
Average Annual Change		19.3%	18.1%	14.8%	19.5%	16.3%	12.5%	13.2%	14.3%	19.1%	20.9%	17.8%	24.1%	16.4%		16.9%	15.7%	15.4%	20.6%
2014	£M	0.573	0.656	1.083	1.590	2.474	2.497	2.950	3.705	2.667	1.572	0.992	0.659	21.42		2.312	6.561	9.323	3.224
2015	£M	0.606	0.693	1.180	1.682	2.605	2.610	3.073	3.867	2.802	1.667	1.051	0.696	22.53	5.2%	2.479	6.897	9.741	3.413
2016	£M	0.683	0.762	1.223	1.803	2.768	2.783	3.319	4.225	3.081	1.841	1.166	0.779	24.43	8.4%	2.668	7.355	10.62	3.786
2017	£M	0.801	0.922	1.290	2.086	3.295	3.173	3.962	4.866	3.815	2.052	1.302	0.901	28.46	16.5%	3.013	8.553	12.64	4.254
2018	£M	0.873	1.001	1.364	2.260	3.708	3.533	4.261	5.471	4.100	2.268	1.419	0.987	31.24	9.8%	3.238	9.500	13.83	4.674
2019	£M	0.959	1.034	1.398	2.563	3.968	3.645	4.584	5.624	4.131	2.293	1.535	1.068	32.80	5.0%	3.391	10.18	14.34	4.895
2020	£M	0.965	0.833	0.780	0.086	0.204	0.211	2.734	4.714	4.756	2.218	0.166	0.589	18.26	-44.3%	2.578	0.502	12.20	2.974
2021	£M	0.036	0.037	0.057	1.050	4.333	5.264	6.238	7.751	7.093	4.195	2.225	1.516	39.79	118.0%	0.131	10.65	21.08	7.936
2022	£M	1.567	1.517	2.680	3.901	6.058	5.782	7.074	8.624	6.869	3.733	2.389	2.224	52.42	31.7%	5.764	15.74	22.57	8.346
2023	£M	1.569	1.727	2.530	4.379	6.110	5.315	6.460	8.490	7.254	4.524	2.587	2.092	53.04	1.2%	5.826	15.81	22.20	9.202

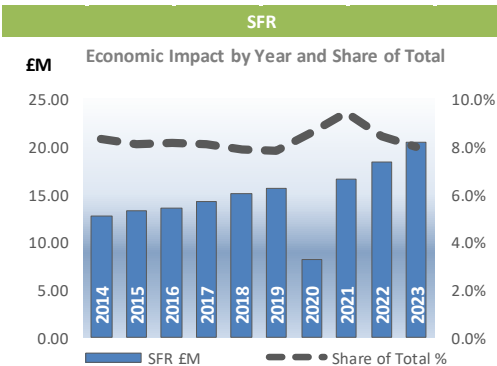
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Non-Serviced	£M	21.42	22.53	24.43	28.46	31.24	32.80	18.26	39.79	52.42	53.04
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%	20.8%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%	-13.1%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%	48.6%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%	5.4%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 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 2014 to 2023		68.1%	59.5%	57.9%	62.1%	59.1%	51.3%	50.4%	51.6%	61.6%	67.2%	56.8%	69.9%	60.3%	Annual Change	63.9%	58.5%	53.5%	66.5%
% Change 2022 to 2023		12.7%	16.3%	7.8%	14.8%	9.7%	7.0%	7.0%	9.4%	11.5%	17.9%	13.0%	8.5%	11.0%		12.2%	11.3%	9.0%	11.7%
Average Annual Change		7.6%	6.6%	6.4%	6.9%	6.6%	5.7%	5.6%	5.7%	6.8%	7.5%	6.3%	7.8%	6.7%		7.1%	6.5%	5.9%	7.4%
2014	£M	1.709	0.612	0.743	1.486	1.024	0.810	1.259	1.344	0.775	0.747	0.617	1.591	12.72		3.063	3.320	3.377	2.955
2015	£M	1.807	0.642	0.785	1.537	1.061	0.842	1.295	1.379	0.795	0.782	0.625	1.651	13.20	3.8%	3.235	3.440	3.469	3.059
2016	£M	1.842	0.655	0.802	1.565	1.084	0.861	1.329	1.421	0.822	0.799	0.644	1.714	13.54	2.5%	3.299	3.510	3.572	3.157
2017	£M	1.916	0.699	0.812	1.662	1.171	0.911	1.406	1.486	0.892	0.834	0.668	1.822	14.28	5.5%	3.427	3.744	3.784	3.324
2018	£M	2.007	0.732	0.844	1.734	1.239	0.960	1.466	1.575	0.927	0.877	0.704	1.918	14.98	4.9%	3.583	3.934	3.968	3.499
2019	£M	2.103	0.756	0.870	1.823	1.290	0.987	1.530	1.621	0.943	0.894	0.739	1.991	15.55	3.8%	3.728	4.100	4.094	3.624
2020	£M	2.038	0.645	0.456	0.079	0.076	0.062	0.828	1.274	1.001	0.768	0.084	0.805	8.115	-47.8%	3.139	0.217	3.103	1.657
2021	£M	0.128	0.047	0.051	0.800	1.530	1.487	2.165	2.275	1.736	1.771	1.172	3.424	16.59	104.4%	0.227	3.817	6.175	6.367
2022	£M	2.548	0.840	1.088	2.097	1.485	1.146	1.769	1.861	1.123	1.060	0.856	2.490	18.36	10.7%	4.476	4.728	4.753	4.406
2023	£M	2.873	0.976	1.173	2.409	1.629	1.226	1.893	2.037	1.252	1.250	0.967	2.703	20.39	11.0%	5.022	5.264	5.182	4.920

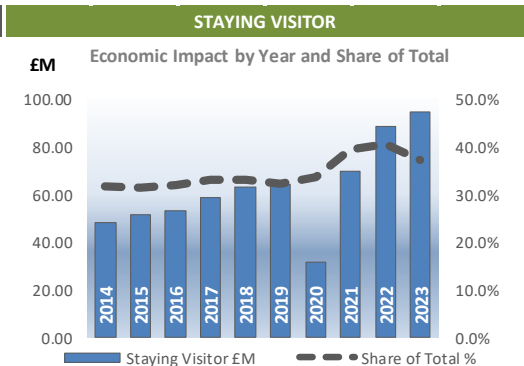
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	£M	12.72	13.20	13.54	14.28	14.98	15.55	8.115	16.59	18.36	20.39
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%	8.0%
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%	-4.6%
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%	-3.8%
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%	-0.4%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 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											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 2014 to 2023		90.0%	89.8%	82.7%	110.0%	114.3%	92.0%	80.7%	83.8%	105.9%	117.7%	81.3%	103.3%	95.6%	Annual Change	87.3%	105.4%	89.0%	102.0%
% Change 2022 to 2023		11.2%	23.5%	7.1%	18.7%	8.4%	-2.2%	-3.0%	2.2%	7.4%	17.3%	8.6%	3.5%	6.7%		12.8%	7.6%	2.0%	10.1%
Average Annual Change		10.0%	10.0%	9.2%	12.2%	12.7%	10.2%	9.0%	9.3%	11.8%	13.1%	9.0%	11.5%	10.6%		9.7%	11.7%	9.9%	11.3%
2014	£M	2.870	2.031	2.697	4.027	4.541	4.471	5.966	7.339	5.122	3.395	2.743	3.009	48.21		7.598	13.04	18.43	9.148
2015	£M	3.172	2.219	2.948	4.280	4.887	4.884	6.273	7.658	5.244	3.709	2.704	3.178	51.16	6.1%	8.339	14.05	19.18	9.591
2016	£M	3.236	2.276	2.987	4.400	5.052	5.024	6.586	8.086	5.505	3.809	2.818	3.385	53.16	3.9%	8.499	14.48	20.18	10.01
2017	£M	3.458	2.487	3.046	4.984	5.966	5.613	7.220	8.596	6.311	4.105	3.041	3.689	58.52	10.1%	8.992	16.56	22.13	10.84
2018	£M	3.657	2.639	3.177	5.277	6.556	6.114	7.637	9.460	6.671	4.439	3.259	3.931	62.82	7.4%	9.474	17.95	23.77	11.63
2019	£M	3.790	2.637	3.178	5.582	6.779	6.167	7.956	9.550	6.594	4.414	3.350	3.988	63.99	1.9%	9.605	18.53	24.10	11.75
2020	£M	3.735	2.284	1.614	0.266	0.431	0.406	3.989	7.094	6.486	3.532	0.388	1.500	31.73	-50.4%	7.634	1.103	17.57	5.420
2021	£M	0.331	0.264	0.333	2.154	6.348	8.250	10.36	12.69	10.58	7.423	4.614	5.937	69.29	118.4%	0.928	16.75	33.63	17.97
2022	£M	4.902	3.121	4.598	7.126	8.980	8.783	11.11	13.19	9.821	6.303	4.580	5.908	88.43	27.6%	12.62	24.89	34.13	16.79
2023	£M	5.452	3.854	4.926	8.459	9.733	8.586	10.78	13.49	10.55	7.391	4.973	6.116	94.31	6.7%	14.23	26.78	34.82	18.48

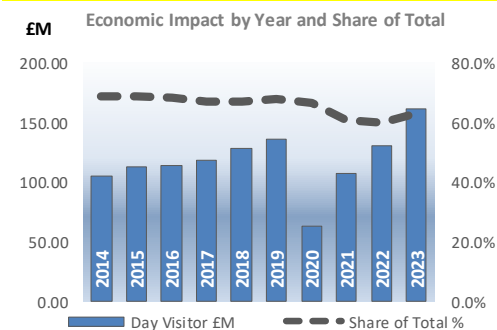
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Staying Visitor	£M	48.21	51.16	53.16	58.52	62.82	63.99	31.73	69.29	88.43	94.31
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%	37.0%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%	-8.4%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%	17.4%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%	1.9%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 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											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 2014 to 2023		61.1%	76.0%	85.9%	35.6%	47.2%	72.5%	20.4%	52.6%	66.1%	54.3%	37.4%	41.8%	53.3%	Annual Change	76.6%	52.4%	45.3%	46.1%	
% Change 2022 to 2023		24.6%	38.2%	28.5%	22.9%	23.4%	23.8%	20.1%	21.0%	25.3%	18.8%	15.7%	8.0%	23.0%		30.7%	23.4%	21.9%	15.2%	
Average Annual Change		6.8%	8.4%	9.5%	4.0%	5.2%	8.1%	2.3%	5.8%	7.3%	6.0%	4.2%	4.6%	5.9%		8.5%	5.8%	5.0%	5.1%	
2014	£M	4.491	6.306	7.790	10.42	12.12	11.84	11.71	15.02	8.801	7.347	4.968	3.976	104.79		18.59	34.38	35.53	16.29	
2015	£M	5.560	7.463	8.073	10.62	12.08	12.14	11.72	17.04	9.594	8.506	5.329	4.539	112.67	7.5%	21.10	34.85	38.36	18.37	
2016	£M	5.657	7.448	8.936	10.43	12.70	13.58	11.05	16.97	9.009	8.008	5.077	4.544	113.42	0.7%	22.04	36.71	37.04	17.63	
2017	£M	5.734	7.764	9.449	11.18	12.94	14.03	10.90	18.31	9.901	8.063	5.419	4.665	118.36	4.4%	22.95	38.16	39.11	18.15	
2018	£M	6.109	8.572	10.28	11.65	14.48	15.15	11.49	19.71	11.17	8.729	5.754	4.814	127.89	8.0%	24.96	41.27	42.36	19.30	
2019	£M	6.552	9.392	11.36	12.28	14.98	16.29	12.01	20.49	12.05	9.297	5.782	5.024	135.52	6.0%	27.30	43.56	44.55	20.10	
2020	£M	6.258	8.400	5.399	0.997	1.920	3.498	4.197	12.17	8.124	6.141	2.560	3.249	62.91	-53.6%	20.06	6.415	24.49	11.95	
2021	£M	2.116	3.717	5.346	7.299	11.63	15.30	10.85	19.57	11.96	9.532	5.416	4.537	107.27	70.5%	11.18	34.23	42.37	19.49	
2022	£M	5.808	8.029	11.27	11.49	14.46	16.50	11.73	18.96	11.67	9.541	5.899	5.221	130.58	21.7%	25.10	42.45	42.36	20.66	
2023	£M	7.238	11.10	14.48	14.13	17.84	20.42	14.10	22.93	14.62	11.34	6.826	5.638	160.65	23.0%	32.82	52.39	51.64	23.80	

ECONOMIC IMPACT - IN HISTORIC PRICES											DAY VISITOR		
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Day Visitor	£M	104.79	112.67	113.42	118.36	127.89	135.52	62.91	107.27	130.58	160.65		
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96		
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%	63.0%		
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%	5.7%		
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%	-8.0%		
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%	-0.9%		



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Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2023

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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2023		14.3%	23.4%	29.5%	-2.6%	4.9%	20.8%	-13.5%	7.6%	17.7%	9.9%	-1.6%	3.7%	8.7%	Annual Change	23.6%	8.1%	3.2%	4.8%
% Change 2022 to 2023		8.5%	21.3%	12.5%	8.2%	8.0%	7.9%	4.2%	5.6%	9.1%	4.8%	1.6%	-4.7%	7.5%		14.3%	8.0%	6.2%	1.3%
Average Annual Change		1.6%	2.6%	3.3%	-0.3%	0.5%	2.3%	-1.5%	0.8%	2.0%	1.1%	-0.2%	0.4%	1.0%		2.6%	0.9%	0.4%	0.5%
2014	M	0.148	0.194	0.239	0.320	0.371	0.361	0.363	0.462	0.279	0.229	0.160	0.135	3.261		0.580	1.053	1.104	0.524
2015	M	0.178	0.226	0.245	0.323	0.367	0.366	0.359	0.516	0.300	0.261	0.168	0.150	3.460	6.1%	0.649	1.056	1.176	0.579
2016	M	0.179	0.222	0.266	0.314	0.380	0.402	0.337	0.507	0.279	0.243	0.159	0.149	3.438	-0.6%	0.668	1.096	1.123	0.551
2017	M	0.177	0.226	0.274	0.329	0.380	0.406	0.326	0.532	0.300	0.239	0.165	0.150	3.506	2.0%	0.678	1.115	1.158	0.555
2018	M	0.182	0.240	0.286	0.330	0.408	0.422	0.331	0.552	0.323	0.249	0.169	0.150	3.641	3.8%	0.708	1.160	1.205	0.568
2019	M	0.189	0.255	0.307	0.339	0.412	0.441	0.337	0.559	0.337	0.258	0.166	0.152	3.752	3.0%	0.751	1.192	1.233	0.575
2020	M	0.176	0.222	0.142	0.026	0.050	0.089	0.119	0.328	0.228	0.168	0.066	0.089	1.703	-54.6%	0.541	0.165	0.675	0.323
2021	M	0.054	0.093	0.134	0.189	0.310	0.406	0.302	0.523	0.335	0.264	0.155	0.141	2.907	70.7%	0.282	0.904	1.160	0.561
2022	M	0.156	0.197	0.275	0.288	0.361	0.404	0.301	0.471	0.301	0.240	0.154	0.146	3.295	13.3%	0.628	1.053	1.073	0.541
2023	M	0.169	0.239	0.310	0.312	0.390	0.436	0.314	0.497	0.328	0.252	0.157	0.140	3.543	7.5%	0.717	1.138	1.139	0.549

		VISITOR NUMBERS									
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2014	%										
Avg Ann. Change in Share	%										



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		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					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2023		33.4%	16.9%	1.6%	36.4%	32.2%	11.8%	-1.2%	-20.4%	-3.5%	1.2%	-0.1%	28.0%	6.2%	14.3%	25.6%	-8.7%	9.0%		
% Change 2022 to 2023		18.9%	40.3%	41.0%	32.9%	25.7%	2.0%	-0.9%	1.5%	3.5%	-0.7%	-1.5%	2.7%	9.5%	34.5%	18.3%	1.4%	0.2%		
Average Annual Change		3.7%	1.9%	0.2%	4.0%	3.6%	1.3%	-0.1%	-2.3%	-0.4%	0.1%	0.0%	3.1%	0.7%	1.6%	2.8%	-1.0%	1.0%		
2014	000s	2.3	4.1	4.2	3.4	4.4	4.8	7.4	8.8	9.1	4.9	6.3	5.0	64.6	10.6	12.6	25.2	16.2		
2015	000s	2.8	4.8	4.8	3.7	4.9	5.2	7.4	8.0	9.4	5.3	5.9	5.4	67.6	4.7%	12.4	13.7	24.9	16.6	
2016	000s	2.8	4.6	4.4	3.7	4.7	4.8	7.7	7.7	9.1	4.7	5.9	5.7	65.9	-2.5%	11.9	13.2	24.4	16.4	
2017	000s	2.9	4.6	4.3	4.4	5.7	5.1	7.2	6.9	8.8	4.7	6.1	6.0	66.6	1.1%	11.7	15.2	22.9	16.8	
2018	000s	2.9	4.7	4.3	4.4	5.9	5.3	7.2	7.1	8.8	4.9	6.2	6.2	68.0	2.1%	11.9	15.6	23.1	17.4	
2019	000s	2.6	4.2	3.9	4.1	5.5	5.0	6.9	6.9	8.0	4.6	5.8	5.5	62.9	-7.5%	10.7	14.5	21.7	15.9	
2020	000s	2.6	3.9	1.5	0.3	0.5	0.4	1.5	3.2	3.7	2.0	0.7	0.6	21.0	-66.6%	8.0	1.3	8.4	3.3	
2021	000s	0.6	0.8	0.9	1.0	1.6	4.5	6.7	7.2	8.6	5.0	6.1	5.5	48.5	131.2%	2.3	7.1	22.5	16.7	
2022	000s	2.6	3.4	3.1	3.5	4.7	5.2	7.3	6.9	8.5	5.0	6.4	6.3	62.7	29.2%	9.0	13.4	22.7	17.6	
2023	000s	3.0	4.8	4.3	4.6	5.9	5.3	7.3	7.0	8.8	4.9	6.3	6.4	68.6	9.5%	12.1	15.8	23.0	17.6	

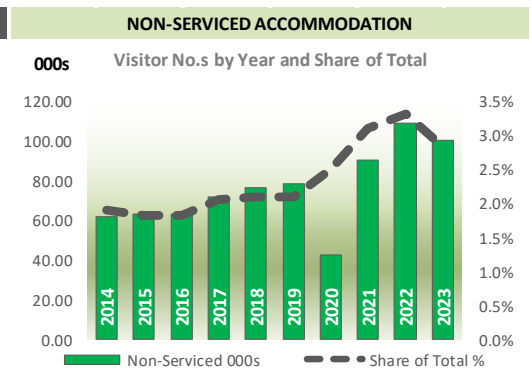
VISITOR NUMBERS											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	000s	64.6	67.6	65.9	66.6	68.0	62.9	21.0	48.5	62.7	68.6
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5
Share of Total	%	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%	1.2%	1.7%	1.9%	1.9%
Annual Change in Share	%		-1.3%	-1.9%	-0.9%	-1.7%	-10.2%	-26.5%	35.4%	14.0%	1.8%
Change in Share from 2014	%		-1.3%	-3.2%	-4.1%	-5.7%	-15.4%	-37.8%	-15.8%	-4.0%	-2.2%
Avg Ann. Change in Share	%		-1.3%	-1.6%	-1.4%	-1.4%	-3.1%	-6.3%	-2.3%	-0.5%	-0.2%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		NON-SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2014 to 2023		75.6%	78.2%	58.4%	69.8%	56.4%	37.6%	38.6%	59.4%	82.9%	75.9%	53.4%	93.1%	60.9%	Annual Change	67.9%	53.2%	61.0%	71.1%
% Change 2022 to 2023		-8.6%	3.8%	-14.1%	1.8%	-9.3%	-17.4%	-18.7%	-12.4%	-5.0%	10.3%	-1.6%	-14.2%	-8.4%		-8.0%	-9.3%	-11.6%	1.1%
Average Annual Change		8.4%	8.7%	6.5%	7.8%	6.3%	4.2%	4.3%	6.6%	9.2%	8.4%	5.9%	10.3%	6.8%		7.5%	5.9%	6.8%	7.9%
2014	000s	1.3	1.7	2.8	5.0	7.8	6.9	7.6	9.7	8.5	5.3	3.7	1.8	61.9		5.8	19.6	25.7	10.8
2015	000s	1.1	1.6	2.8	4.7	7.6	6.2	7.1	11.1	9.8	5.5	4.0	1.5	63.1	2.0%	5.5	18.5	28.0	11.1
2016	000s	1.4	1.8	3.0	4.8	7.6	6.8	7.5	10.6	9.0	5.2	3.5	1.8	62.7	-0.6%	6.1	19.1	27.1	10.4
2017	000s	1.6	2.1	3.1	5.4	8.8	7.6	8.7	11.9	10.9	5.6	3.8	2.0	71.5	14.0%	6.7	21.8	31.5	11.4
2018	000s	1.7	2.2	3.1	5.7	9.6	8.2	9.1	13.0	11.4	6.0	4.0	2.1	76.1	6.4%	7.0	23.4	33.4	12.2
2019	000s	1.8	2.2	3.1	6.3	10.0	8.3	9.6	13.1	11.2	6.0	4.2	2.2	78.1	2.6%	7.1	24.5	33.9	12.5
2020	000s	1.7	1.8	1.7	0.2	0.5	0.5	5.6	10.8	12.6	5.6	0.4	1.2	42.6	-45.5%	5.2	1.2	29.0	7.3
2021	000s	0.1	0.1	0.1	2.4	10.3	11.2	12.1	16.8	18.0	10.1	5.7	2.9	89.7	110.8%	0.3	23.8	46.9	18.8
2022	000s	2.5	2.9	5.2	8.3	13.4	11.5	13.0	17.6	16.3	8.4	5.7	4.1	108.8	21.2%	10.6	33.1	46.8	18.2
2023	000s	2.3	3.0	4.5	8.4	12.1	9.5	10.6	15.4	15.5	9.3	5.6	3.5	99.6	-8.4%	9.7	30.0	41.4	18.4

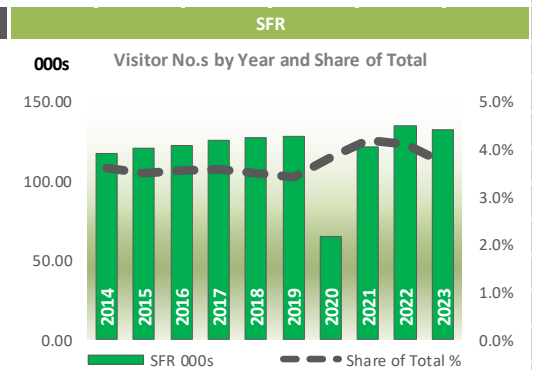
VISITOR NUMBERS											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Non-Serviced	000s	61.9	63.1	62.7	71.5	76.1	78.1	42.6	89.7	108.8	99.6
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5
Share of Total	%	1.9%	1.8%	1.8%	2.0%	2.1%	2.1%	2.5%	3.1%	3.3%	2.8%
Annual Change in Share	%		-3.9%	0.0%	11.8%	2.5%	-0.4%	20.1%	23.5%	7.0%	-14.8%
Change in Share from 2014	%		-3.9%	-3.9%	7.4%	10.1%	9.6%	31.7%	62.6%	73.9%	48.1%
Avg Ann. Change in Share	%		-3.9%	-1.9%	2.5%	2.5%	1.9%	5.3%	8.9%	9.2%	5.3%



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 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		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								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4
% Change 2014 to 2023		17.9%	11.9%	10.7%	13.7%	11.5%	6.1%	5.5%	6.3%	13.3%	17.3%	9.9%	19.1%	12.3%	14.7%	10.9%	7.8%	16.4%	
% Change 2022 to 2023		-0.6%	2.5%	-4.9%	1.3%	-3.3%	-5.7%	-5.6%	-3.5%	-1.7%	3.9%	-0.3%	-4.3%	-2.1%	-1.1%	-2.2%	-3.8%	-1.2%	
Average Annual Change		2.0%	1.3%	1.2%	1.5%	1.3%	0.7%	0.6%	0.7%	1.5%	1.9%	1.1%	2.1%	1.4%	1.6%	1.2%	0.9%	1.8%	
2014	000s	14.9	6.4	7.5	12.0	10.2	8.4	11.0	11.3	7.8	7.6	6.6	13.3	117.0		28.8	30.6	30.0	27.6
2015	000s	15.6	6.6	7.9	12.3	10.4	8.7	11.2	11.4	7.9	7.9	6.6	13.7	120.2	2.7%	30.1	31.3	30.5	28.2
2016	000s	15.7	6.6	7.9	12.3	10.5	8.7	11.3	11.6	8.1	8.0	6.7	14.0	121.6	1.2%	30.3	31.6	31.0	28.7
2017	000s	15.9	6.9	7.8	12.8	11.0	9.0	11.7	11.9	8.5	8.1	6.8	14.5	125.0	2.8%	30.7	32.8	32.1	29.5
2018	000s	16.0	7.0	7.8	12.8	11.2	9.1	11.7	12.1	8.5	8.2	6.9	14.7	126.2	0.9%	30.8	33.2	32.3	29.8
2019	000s	16.4	7.0	7.9	13.1	11.4	9.2	11.9	12.1	8.5	8.1	7.1	14.9	127.6	1.1%	31.3	33.7	32.5	30.1
2020	000s	15.5	5.8	4.0	0.6	0.7	0.6	6.3	9.3	8.7	6.8	0.8	5.9	64.8	-49.2%	25.3	1.8	24.3	13.5
2021	000s	1.6	0.7	0.7	5.0	10.9	12.3	15.3	15.9	13.6	14.0	9.8	20.9	120.7	86.2%	3.0	28.3	44.8	44.7
2022	000s	17.7	6.9	8.8	13.5	11.7	9.5	12.3	12.4	9.0	8.6	7.3	16.6	134.2	11.2%	33.4	34.6	33.7	32.5
2023	000s	17.6	7.1	8.3	13.6	11.3	8.9	11.6	12.0	8.8	8.9	7.3	15.9	131.4	-2.1%	33.0	33.9	32.4	32.1

VISITOR NUMBERS											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	000s	117.0	120.2	121.6	125.0	126.2	127.6	64.8	120.7	134.2	131.4
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5
Share of Total	%	3.6%	3.5%	3.5%	3.6%	3.5%	3.4%	3.8%	4.2%	4.1%	3.7%
Annual Change in Share	%		-3.2%	1.8%	0.8%	-2.8%	-1.9%	11.9%	9.1%	-1.9%	-8.9%
Change in Share from 2014	%		-3.2%	-1.4%	-0.6%	-3.4%	-5.2%	6.1%	15.7%	13.5%	3.4%
Avg Ann. Change in Share	%		-3.2%	-0.7%	-0.2%	-0.9%	-1.0%	1.0%	2.2%	1.7%	0.4%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2023		23.9%	22.7%	17.3%	31.1%	31.2%	18.3%	13.3%	15.7%	30.5%	30.3%	15.8%	27.9%	23.1%	Annual Change	21.4%	27.0%	19.6%	25.0%	
% Change 2022 to 2023		0.7%	12.5%	0.5%	5.8%	-1.4%	-9.2%	-9.8%	-6.8%	-2.0%	5.3%	-1.1%	-4.2%	-2.0%		3.6%	-1.7%	-6.2%	-0.2%	
Average Annual Change		2.7%	2.5%	1.9%	3.5%	3.5%	2.0%	1.5%	1.7%	3.4%	3.4%	1.8%	3.1%	2.6%		2.4%	3.0%	2.2%	2.8%	
2014	000s	18.5	12.1	14.6	20.4	22.4	20.1	26.0	29.7	25.3	17.8	16.6	20.2	243.5		45.2	62.8	81.0	54.5	
2015	000s	19.4	13.0	15.5	20.6	22.9	20.0	25.8	30.5	27.1	18.7	16.6	20.6	250.8	3.0%	48.0	63.5	83.4	55.9	
2016	000s	19.8	13.1	15.3	20.8	22.7	20.4	26.5	29.9	26.1	17.8	16.1	21.5	250.2	-0.3%	48.2	63.9	82.6	55.5	
2017	000s	20.3	13.6	15.2	22.5	25.5	21.7	27.6	30.6	28.3	18.5	16.7	22.5	263.1	5.2%	49.1	69.8	86.4	57.7	
2018	000s	20.6	13.8	15.2	22.9	26.8	22.6	28.0	32.2	28.7	19.1	17.2	23.1	270.2	2.7%	49.7	72.2	88.9	59.4	
2019	000s	20.8	13.5	14.9	23.5	27.0	22.4	28.4	32.1	27.6	18.7	17.2	22.6	268.6	-0.6%	49.2	72.8	88.2	58.5	
2020	000s	19.7	11.5	7.3	1.1	1.7	1.4	13.4	23.2	25.0	14.4	2.0	7.7	128.4	-52.2%	38.5	4.2	61.7	24.0	
2021	000s	2.2	1.6	1.8	8.4	22.8	28.0	34.1	39.8	40.2	29.1	21.7	29.3	259.0	101.7%	5.6	59.1	114.1	80.1	
2022	000s	22.7	13.2	17.0	25.2	29.8	26.2	32.6	36.9	33.7	22.0	19.4	26.9	305.6	18.0%	53.0	81.2	103.2	68.3	
2023	000s	22.9	14.8	17.1	26.7	29.3	23.7	29.4	34.4	33.1	23.1	19.2	25.8	299.6	-2.0%	54.9	79.8	96.8	68.2	

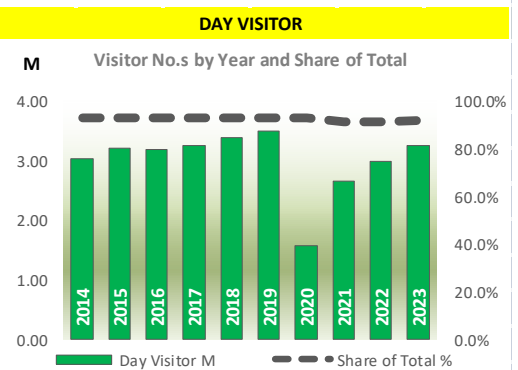
VISITOR NUMBERS											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Staying Visitor	000s	243.5	250.8	250.2	263.1	270.2	268.6	128.4	259.0	305.6	299.6
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5
Share of Total	%	7.5%	7.3%	7.3%	7.5%	7.4%	7.2%	7.5%	8.9%	9.3%	8.5%
Annual Change in Share	%		-2.9%	0.4%	3.1%	-1.1%	-3.6%	5.3%	18.2%	4.1%	-8.8%
Change in Share from 2014	%		-2.9%	-2.5%	0.5%	-0.6%	-4.1%	1.0%	19.3%	24.2%	13.3%
Avg Ann. Change in Share	%		-2.9%	-1.3%	0.2%	-0.1%	-0.8%	0.2%	2.8%	3.0%	1.5%



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 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2014 to 2023		13.0%	23.4%	30.3%	-4.9%	3.2%	20.9%	-15.6%	7.0%	16.4%	8.2%	-3.7%	-0.6%	7.5%	23.8%	6.9%	1.9%	2.4%		
% Change 2022 to 2023		9.9%	21.9%	13.3%	8.4%	8.8%	9.1%	5.9%	6.7%	10.5%	4.8%	2.0%	-4.8%	8.5%	15.3%	8.8%	7.5%	1.6%		
Average Annual Change		1.4%	2.6%	3.4%	-0.5%	0.4%	2.3%	-1.7%	0.8%	1.8%	0.9%	-0.4%	-0.1%	0.8%	2.6%	0.8%	0.2%	0.3%		
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469	
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523	
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495	
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497	
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509	
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517	
2020	M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299	
2021	M	0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481	
2022	M	0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473	
2023	M	0.146	0.224	0.292	0.285	0.360	0.412	0.285	0.463	0.295	0.229	0.138	0.114	3.243	8.5%	0.663	1.058	1.043	0.481	

		VISITOR NUMBERS									
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990	3.243
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543
Share of Total	%	92.5%	92.7%	92.7%	92.5%	92.6%	92.8%	92.5%	91.1%	90.7%	91.5%
Annual Change in Share	%		0.2%	0.0%	-0.2%	0.1%	0.3%	-0.4%	-1.5%	-0.4%	0.9%
Change in Share from 2014	%		0.2%	0.2%	0.0%	0.0%	0.3%	-0.1%	-1.6%	-2.0%	-1.1%
Avg Ann. Change in Share	%		0.2%	0.1%	0.0%	0.0%	0.1%	0.0%	-0.2%	-0.2%	-0.1%



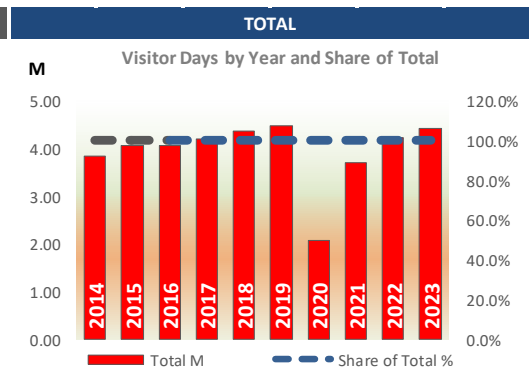
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2023

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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		TOTAL	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											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			
% Change 2014 to 2023		19.0%	26.0%	31.1%	5.8%	12.6%	24.0%	-5.5%	13.0%	26.9%	19.5%	6.1%	13.9%	15.1%	26.1%	14.4%	10.5%	14.0%	
% Change 2022 to 2023		5.9%	19.3%	9.3%	7.3%	4.9%	3.6%	-0.9%	2.2%	5.6%	5.5%	1.0%	-5.8%	4.6%	11.4%	5.0%	2.2%	1.0%	
Average Annual Change		2.1%	2.9%	3.5%	0.6%	1.4%	2.7%	-0.6%	1.4%	3.0%	2.2%	0.7%	1.5%	1.7%	2.9%	1.6%	1.2%	1.6%	
2014	M	0.183	0.214	0.269	0.372	0.430	0.419	0.430	0.547	0.339	0.268	0.186	0.168	3.825	0.666	1.221	1.316	0.622	
2015	M	0.216	0.247	0.278	0.378	0.430	0.429	0.430	0.603	0.361	0.302	0.194	0.185	4.053	6.0%	0.741	1.236	1.394	0.682
2016	M	0.217	0.245	0.299	0.369	0.444	0.466	0.410	0.600	0.345	0.287	0.187	0.186	4.055	0.1%	0.761	1.280	1.354	0.660
2017	M	0.218	0.251	0.307	0.390	0.455	0.477	0.407	0.632	0.376	0.286	0.195	0.190	4.184	3.2%	0.776	1.322	1.415	0.671
2018	M	0.223	0.265	0.320	0.393	0.488	0.497	0.415	0.659	0.402	0.298	0.200	0.191	4.349	4.0%	0.808	1.378	1.475	0.689
2019	M	0.231	0.280	0.340	0.406	0.494	0.516	0.424	0.665	0.414	0.306	0.198	0.193	4.469	2.7%	0.852	1.416	1.504	0.697
2020	M	0.217	0.242	0.160	0.029	0.054	0.093	0.166	0.411	0.311	0.210	0.070	0.107	2.069	-53.7%	0.619	0.177	0.887	0.386
2021	M	0.056	0.095	0.136	0.214	0.392	0.505	0.412	0.659	0.460	0.346	0.200	0.207	3.683	78.0%	0.287	1.112	1.531	0.753
2022	M	0.206	0.226	0.323	0.366	0.462	0.502	0.411	0.605	0.407	0.303	0.195	0.204	4.209	14.3%	0.754	1.330	1.422	0.702
2023	M	0.218	0.270	0.353	0.393	0.485	0.520	0.407	0.618	0.430	0.320	0.197	0.192	4.400	4.6%	0.840	1.397	1.454	0.709

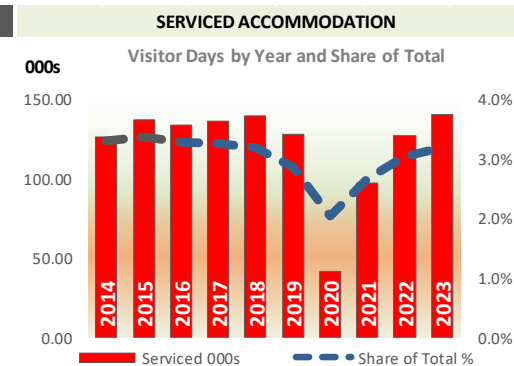
VISITOR DAYS											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2014	%										
Avg Ann. Change in Share	%										



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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2023		26.4%	13.4%	5.1%	33.7%	42.6%	30.8%	2.4%	-4.3%	-8.3%	12.2%	-6.6%	30.1%	11.1%	13.7%	35.6%	-3.5%	9.6%		
% Change 2022 to 2023		19.0%	39.3%	36.6%	37.5%	28.3%	2.0%	-1.0%	1.3%	3.4%	-0.7%	-1.5%	2.7%	9.9%	31.6%	19.6%	1.1%	0.0%		
Average Annual Change		2.9%	1.5%	0.6%	3.7%	4.7%	3.4%	0.3%	-0.5%	-0.9%	1.4%	-0.7%	3.3%	1.2%	1.5%	4.0%	-0.4%	1.1%		
2014	000s	5.5	7.0	7.9	8.5	9.6	10.7	14.8	19.4	15.2	9.8	10.3	6.9	125.6	20.4	28.8	49.4	27.1		
2015	000s	6.9	8.0	8.9	9.5	11.1	13.0	15.8	20.1	14.8	11.4	9.3	7.5	136.1	8.4%	23.8	33.6	50.7	28.1	
2016	000s	6.4	7.7	8.6	9.2	10.8	12.4	15.8	20.0	14.3	10.5	9.0	8.0	132.8	-2.5%	22.8	32.4	50.1	27.5	
2017	000s	6.5	7.6	8.2	10.8	13.2	13.4	15.0	18.2	14.0	10.6	9.3	8.4	135.3	1.9%	22.4	37.3	47.2	28.3	
2018	000s	6.6	7.8	8.2	10.9	13.7	13.9	15.1	19.1	14.0	11.0	9.6	8.7	138.6	2.4%	22.6	38.5	48.1	29.3	
2019	000s	6.1	7.1	7.6	9.9	12.7	12.8	14.1	17.7	12.6	10.1	8.9	7.7	127.0	-8.3%	20.7	35.3	44.3	26.7	
2020	000s	5.9	6.5	3.0	0.8	1.2	1.1	3.1	8.2	5.8	4.4	1.1	0.8	41.9	-67.0%	15.4	3.1	17.1	6.3	
2021	000s	1.3	1.4	1.7	2.4	3.8	11.7	13.9	19.1	13.5	11.3	9.4	7.7	97.2	131.9%	4.4	17.8	46.5	28.4	
2022	000s	5.8	5.7	6.1	8.3	10.6	13.7	15.3	18.3	13.4	11.1	9.8	8.7	127.0	30.6%	17.6	32.6	47.1	29.6	
2023	000s	6.9	7.9	8.4	11.4	13.6	14.0	15.2	18.6	13.9	11.0	9.7	9.0	139.5	9.9%	23.2	39.0	47.6	29.7	

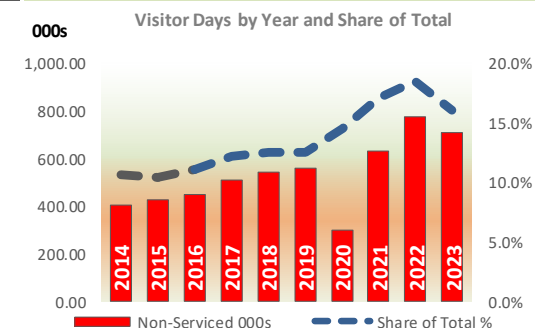
VISITOR DAYS											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	000s	125.6	136.1	132.8	135.3	138.6	127.0	41.9	97.2	127.0	139.5
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4
Share of Total	%	3.3%	3.4%	3.3%	3.2%	3.2%	2.8%	2.0%	2.6%	3.0%	3.2%
Annual Change in Share	%		2.3%	-2.5%	-1.3%	-1.5%	-10.8%	-28.7%	30.2%	14.3%	5.1%
Change in Share from 2014	%		2.3%	-0.3%	-1.5%	-3.0%	-13.4%	-38.3%	-19.6%	-8.1%	-3.5%
Avg Ann. Change in Share	%		2.3%	-0.1%	-0.5%	-0.7%	-2.7%	-6.4%	-2.8%	-1.0%	-0.4%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		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 2014 to 2023		92.6%	87.5%	64.6%	94.0%	73.6%	49.6%	53.4%	60.6%	91.1%	103.1%	83.9%	125.8%	74.5%	Annual Change	77.9%	69.2%	68.0%	101.7%	
% Change 2022 to 2023		-8.6%	3.8%	-14.1%	1.8%	-9.3%	-17.4%	-18.7%	-12.4%	-5.0%	10.3%	-1.6%	-14.2%	-8.8%		-7.9%	-9.6%	-11.8%	0.5%	
Average Annual Change		10.3%	9.7%	7.2%	10.4%	8.2%	5.5%	5.9%	6.7%	10.1%	11.5%	9.3%	14.0%	8.3%		8.7%	7.7%	7.6%	11.3%	
2014	000s	10.7	12.1	20.7	30.8	49.4	49.9	51.0	65.4	53.2	30.0	19.0	12.2	404.4		43.5	130.1	169.6	61.2	
2015	000s	11.3	12.8	22.5	32.4	51.7	51.8	52.8	67.8	55.5	31.6	20.0	12.8	422.9	4.6%	46.5	135.9	176.0	64.4	
2016	000s	12.3	13.6	22.5	33.7	53.5	53.9	55.6	72.3	59.5	34.0	21.5	13.9	446.3	5.5%	48.4	141.2	187.4	69.4	
2017	000s	14.2	16.2	23.3	38.2	62.4	60.2	64.5	81.0	72.2	37.1	23.6	15.8	508.7	14.0%	53.7	160.8	217.7	76.5	
2018	000s	15.0	17.0	23.9	40.1	67.9	64.7	67.5	88.5	75.0	39.7	24.9	16.8	541.1	6.4%	55.9	172.8	231.0	81.5	
2019	000s	16.1	17.2	23.8	44.4	71.0	65.3	71.4	89.5	73.8	39.2	26.3	17.7	555.7	2.7%	57.0	180.7	234.8	83.2	
2020	000s	15.5	13.5	12.9	1.5	3.6	3.7	41.8	73.5	82.8	36.9	2.8	9.5	298.0	-46.4%	41.9	8.7	198.1	49.2	
2021	000s	0.6	0.6	0.9	16.8	72.5	88.2	89.8	114.3	118.4	66.2	35.2	23.3	626.8	110.4%	2.0	177.6	322.5	124.7	
2022	000s	22.5	21.9	39.6	58.6	94.7	90.4	96.1	119.9	107.0	55.2	35.5	32.1	773.6	23.4%	84.1	243.7	323.1	122.8	
2023	000s	20.6	22.8	34.0	59.7	85.8	74.7	78.2	105.0	101.7	60.9	34.9	27.6	705.8	-8.8%	77.4	220.2	284.9	123.4	

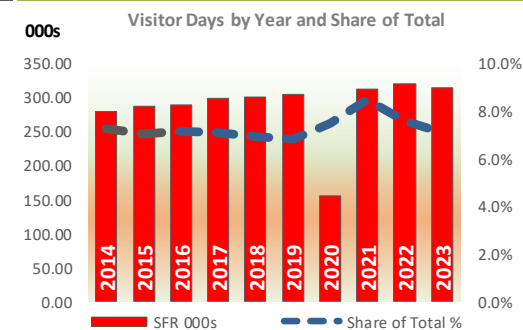
VISITOR DAYS											NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023					
Non-Serviced	000s	404.4	422.9	446.3	508.7	541.1	555.7	298.0	626.8	773.6	705.8					
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4					
Share of Total	%	10.6%	10.4%	11.0%	12.2%	12.4%	12.4%	14.4%	17.0%	18.4%	16.0%					
Annual Change in Share	%		-1.3%	5.5%	10.5%	2.3%	0.0%	15.8%	18.2%	8.0%	-12.7%					
Change in Share from 2014	%		-1.3%	4.1%	15.0%	17.7%	17.6%	36.2%	61.0%	73.9%	51.7%					
Avg Ann. Change in Share	%		-1.3%	2.1%	5.0%	4.4%	3.5%	6.0%	8.7%	9.2%	5.7%					



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		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											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4
% Change 2014 to 2023		17.9%	11.9%	10.7%	13.7%	11.5%	6.1%	5.5%	6.3%	13.3%	17.3%	9.9%	19.1%	12.4%	14.9%	11.2%	7.6%	16.7%	
% Change 2022 to 2023		-0.6%	2.5%	-4.9%	1.3%	-3.3%	-5.7%	-5.6%	-3.5%	-1.7%	3.9%	-0.3%	-4.3%	-2.1%	-1.1%	-1.8%	-3.9%	-1.5%	
Average Annual Change		2.0%	1.3%	1.2%	1.5%	1.3%	0.7%	0.6%	0.7%	1.5%	1.9%	1.1%	2.1%	1.4%	1.7%	1.2%	0.8%	1.9%	
2014	000s	37.3	13.3	16.2	32.4	22.3	17.7	27.5	29.3	16.9	16.3	13.5	34.7	277.4		66.8	72.4	73.7	64.5
2015	000s	39.0	13.9	16.9	33.2	22.9	18.2	27.9	29.8	17.1	16.9	13.5	35.6	284.8	2.7%	69.8	74.2	74.8	66.0
2016	000s	39.2	13.9	17.1	33.3	23.1	18.3	28.3	30.3	17.5	17.0	13.7	36.5	288.2	1.2%	70.2	74.7	76.0	67.2
2017	000s	39.8	14.5	16.9	34.5	24.3	18.9	29.2	30.8	18.5	17.3	13.9	37.8	296.4	2.8%	71.1	77.7	78.5	69.0
2018	000s	40.1	14.6	16.9	34.6	24.7	19.2	29.3	31.4	18.5	17.5	14.1	38.3	299.2	0.9%	71.5	78.5	79.2	69.9
2019	000s	40.9	14.7	16.9	35.5	25.1	19.2	29.8	31.6	18.4	17.4	14.4	38.8	302.7	1.2%	72.6	79.8	79.7	70.5
2020	000s	38.6	12.2	8.6	1.5	1.4	1.2	15.7	24.2	19.0	14.6	1.6	15.3	153.9	-49.2%	59.5	4.1	58.8	31.4
2021	000s	2.4	0.9	1.0	15.0	28.6	27.8	40.5	42.5	32.5	33.1	21.9	64.0	310.2	101.6%	4.2	71.4	115.5	119.1
2022	000s	44.2	14.6	18.9	36.4	25.8	19.9	30.7	32.3	19.5	18.4	14.8	43.2	318.5	2.7%	77.6	82.0	82.4	76.4
2023	000s	43.9	14.9	17.9	36.8	24.9	18.8	29.0	31.1	19.2	19.1	14.8	41.3	311.8	-2.1%	76.8	80.5	79.3	75.2

VISITOR DAYS											SFR
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	000s	277.4	284.8	288.2	296.4	299.2	302.7	153.9	310.2	318.5	311.8
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4
Share of Total	%	7.3%	7.0%	7.1%	7.1%	6.9%	6.8%	7.4%	8.4%	7.6%	7.1%
Annual Change in Share	%		-3.1%	1.1%	-0.3%	-2.9%	-1.5%	9.8%	13.2%	-10.2%	-6.4%
Change in Share from 2014	%		-3.1%	-2.0%	-2.3%	-5.2%	-6.6%	2.6%	16.2%	4.4%	-2.3%
Avg Ann. Change in Share	%		-3.1%	-1.0%	-0.8%	-1.3%	-1.3%	0.4%	2.3%	0.5%	-0.3%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		STAYING VISITOR	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2023		33.7%	40.5%	34.6%	50.5%	52.9%	37.2%	31.2%	35.6%	58.0%	62.3%	38.8%	44.7%	43.3%	Annual Change	35.7%	46.8%	40.7%	49.5%
% Change 2022 to 2023		-1.5%	8.2%	-6.6%	4.5%	-5.1%	-13.4%	-13.9%	-9.3%	-3.7%	7.5%	-1.3%	-7.3%	-5.1%		-1.1%	-5.2%	-9.0%	-0.3%
Average Annual Change		3.7%	4.5%	3.8%	5.6%	5.9%	4.1%	3.5%	4.0%	6.4%	6.9%	4.3%	5.0%	4.8%		4.0%	5.2%	4.5%	5.5%
2014	000s	53.4	32.4	44.8	71.7	81.3	78.3	93.2	114.1	85.3	56.1	42.8	53.8	807.3		130.7	231.3	292.6	152.7
2015	000s	57.2	34.6	48.3	75.0	85.7	83.0	96.5	117.6	87.4	59.9	42.7	55.9	843.8	4.5%	140.1	243.7	301.5	158.5
2016	000s	57.9	35.3	48.2	76.2	87.4	84.7	99.7	122.5	91.3	61.5	44.3	58.4	867.3	2.8%	141.4	248.3	313.5	164.1
2017	000s	60.5	38.3	48.4	83.5	99.9	92.5	108.7	130.1	104.6	65.0	46.8	62.0	940.3	8.4%	147.1	275.9	343.4	173.9
2018	000s	61.7	39.4	49.0	85.6	106.4	97.8	111.9	139.1	107.4	68.2	48.6	63.8	978.8	4.1%	150.1	289.8	358.4	180.6
2019	000s	63.1	38.9	48.3	89.8	108.8	97.3	115.3	138.7	104.7	66.7	49.6	64.1	985.4	0.7%	150.3	295.9	358.8	180.4
2020	000s	60.0	32.2	24.6	3.8	6.2	5.9	60.6	105.9	107.6	55.8	5.5	25.6	493.8	-49.9%	116.8	15.9	274.1	86.9
2021	000s	4.3	2.9	3.6	34.2	104.9	127.7	144.2	175.9	164.4	110.6	66.6	95.0	1,034.2	109.5%	10.7	266.8	484.6	272.2
2022	000s	72.5	42.1	64.6	103.3	131.1	124.0	142.2	170.5	140.0	84.7	60.1	84.1	1,219.1	17.9%	179.3	358.3	452.6	228.9
2023	000s	71.5	45.6	60.3	107.9	124.4	107.4	122.3	154.7	134.7	91.1	59.3	77.9	1,157.1	-5.1%	177.3	339.7	411.8	228.3

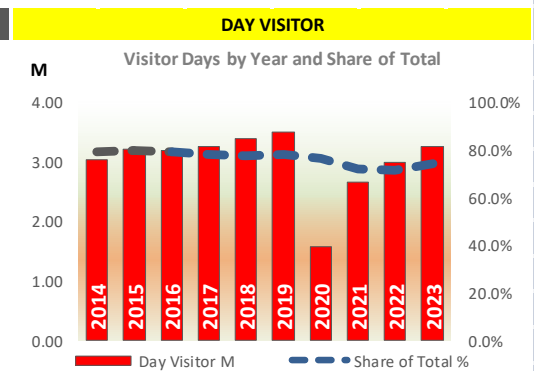
		VISITOR DAYS									
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Staying Visitor	000s	807.3	843.8	867.3	940.3	978.8	985.4	493.8	1,034.2	1,219.1	1,157.1
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4
Share of Total	%	21.1%	20.8%	21.4%	22.5%	22.5%	22.1%	23.9%	28.1%	29.0%	26.3%
Annual Change in Share	%		-1.4%	2.7%	5.1%	0.1%	-2.0%	8.2%	17.7%	3.1%	-9.2%
Change in Share from 2014	%		-1.4%	1.3%	6.5%	6.6%	4.5%	13.1%	33.0%	37.2%	24.6%
Avg Ann. Change in Share	%		-1.4%	0.7%	2.2%	1.7%	0.9%	2.2%	4.7%	4.7%	2.7%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		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									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2023		13.0%	23.4%	30.3%	-4.9%	3.2%	20.9%	-15.6%	7.0%	16.4%	8.2%	-3.7%	-0.6%	7.5%	23.8%	6.9%	1.9%	2.4%		
% Change 2022 to 2023		9.9%	21.9%	13.3%	8.4%	8.8%	9.1%	5.9%	6.7%	10.5%	4.8%	2.0%	-4.8%	8.5%	15.3%	8.8%	7.5%	1.6%		
Average Annual Change		1.4%	2.6%	3.4%	-0.5%	0.4%	2.3%	-1.7%	0.8%	1.8%	0.9%	-0.4%	-0.1%	0.8%	2.6%	0.8%	0.2%	0.3%		
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017	0.535	0.990	1.023	0.469		
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523	
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495	
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497	
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509	
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517	
2020	M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299	
2021	M	0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481	
2022	M	0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473	
2023	M	0.146	0.224	0.292	0.285	0.360	0.412	0.285	0.463	0.295	0.229	0.138	0.114	3.243	8.5%	0.663	1.058	1.043	0.481	

		VISITOR DAYS									
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990	3.243
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400
Share of Total	%	78.9%	79.2%	78.6%	77.5%	77.5%	77.9%	76.1%	71.9%	71.0%	73.7%
Annual Change in Share	%		0.4%	-0.7%	-1.4%	0.0%	0.6%	-2.3%	-5.5%	-1.2%	3.8%
Change in Share from 2014	%		0.4%	-0.4%	-1.7%	-1.8%	-1.2%	-3.5%	-8.8%	-10.0%	-6.6%
Avg Ann. Change in Share	%		0.4%	-0.2%	-0.6%	-0.4%	-0.2%	-0.6%	-1.3%	-1.2%	-0.7%



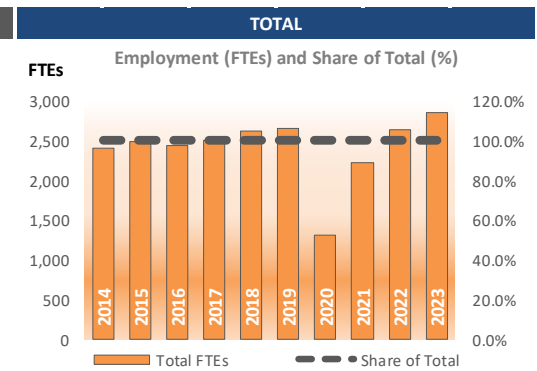
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2023

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

STEAM REPORT FOR 2014-2023 - FINAL													2014 to 2023		TOTAL		TOTAL EMPLOYMENT				
THE WOLDS DEVELOPMENT PLAN AREA																					
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 2014 to 2023		19.1%	24.3%	29.1%	12.7%	18.5%	26.8%	3.1%	17.9%	28.2%	22.3%	10.8%	17.0%	18.9%	Annual Change		24.6%	19.5%	15.8%	17.2%	
% Change 2022 to 2023		8.8%	18.9%	12.5%	11.6%	9.7%	8.2%	3.9%	5.4%	9.6%	9.3%	5.0%	0.6%	8.5%			13.3%	9.7%	6.2%	5.4%	
Average Annual Change		2.1%	2.7%	3.2%	1.4%	2.1%	3.0%	0.3%	2.0%	3.1%	2.5%	1.2%	1.9%	2.1%			2.7%	2.2%	1.8%	1.9%	
2014	FTEs	1,625	1,761	2,091	2,680	3,004	2,943	3,065	3,731	2,544	2,108	1,651	1,551	2,396			1,826	2,876	3,113	1,770	
2015	FTEs	1,790	1,921	2,122	2,687	2,976	2,973	3,036	3,988	2,630	2,276	1,672	1,627	2,475	3.3%		1,944	2,879	3,218	1,858	
2016	FTEs	1,758	1,868	2,187	2,599	3,005	3,120	2,889	3,921	2,502	2,149	1,596	1,604	2,433	-1.7%		1,937	2,908	3,104	1,783	
2017	FTEs	1,767	1,905	2,231	2,728	3,093	3,200	2,890	4,107	2,686	2,153	1,644	1,629	2,503	2.9%		1,968	3,007	3,228	1,809	
2018	FTEs	1,816	2,004	2,324	2,782	3,322	3,358	2,971	4,322	2,862	2,252	1,690	1,653	2,613	4.4%		2,048	3,154	3,385	1,865	
2019	FTEs	1,855	2,069	2,416	2,837	3,332	3,434	3,005	4,320	2,906	2,278	1,673	1,657	2,648	1.4%		2,113	3,201	3,410	1,869	
2020	FTEs	1,673	1,779	1,275	286	474	669	1,321	2,848	2,283	1,650	624	841	1,310	-50.5%		1,576	476	2,151	1,038	
2021	FTEs	470	663	888	1,472	2,618	3,426	3,014	4,345	3,359	2,731	1,766	1,825	2,215	69.0%		674	2,505	3,573	2,107	
2022	FTEs	1,780	1,841	2,399	2,705	3,243	3,452	3,041	4,174	2,975	2,359	1,742	1,802	2,626	18.6%		2,007	3,133	3,397	1,968	
2023	FTEs	1,936	2,188	2,699	3,020	3,559	3,734	3,160	4,398	3,262	2,579	1,829	1,814	2,848	8.5%		2,275	3,438	3,607	2,074	

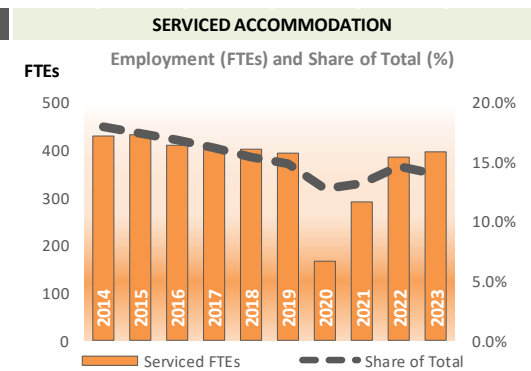
		EMPLOYMENT									
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2014	%										
Avg Ann. Change in Share	%										



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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		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		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 2014 to 2023		-8.5%	-9.1%	-9.8%	-4.6%	-2.1%	-3.4%	-8.4%	-9.3%	-11.0%	-7.9%	-11.5%	-5.7%	-7.7%			-9.2%	-3.3%	-9.5%	-8.4%	
% Change 2022 to 2023		2.9%	5.6%	5.6%	7.7%	7.5%	1.9%	1.2%	2.3%	2.3%	0.8%	0.5%	1.2%	3.2%			4.7%	5.6%	1.9%	0.8%	
Average Annual Change		-0.9%	-1.0%	-1.1%	-0.5%	-0.2%	-0.4%	-0.9%	-1.0%	-1.2%	-0.9%	-1.3%	-0.6%	-0.9%			-1.0%	-0.4%	-1.1%	-0.9%	
2014	FTEs	389	400	408	412	422	431	465	502	466	424	428	395	428			399	421	478	415	
2015	FTEs	394	403	409	414	427	443	466	500	457	430	412	394	429	0.1%			402	428	474	412
2016	FTEs	371	381	388	392	405	418	446	479	433	403	391	383	407	-5.0%			380	405	453	392
2017	FTEs	365	373	378	399	418	420	433	459	424	397	387	380	403	-1.2%			372	412	439	388
2018	FTEs	360	369	373	394	418	419	429	462	419	395	384	376	400	-0.7%			367	410	437	385
2019	FTEs	355	363	367	386	408	409	420	449	407	388	378	368	391	-2.1%			362	401	425	378
2020	FTEs	293	286	217	67	81	71	164	236	221	207	86	70	167	-57.4%			265	73	207	121
2021	FTEs	122	117	120	131	168	398	416	456	413	395	380	367	290	74.3%			119	233	428	381
2022	FTEs	345	344	348	365	384	408	421	445	406	387	377	368	383	32.1%			346	386	424	377
2023	FTEs	355	364	368	393	413	416	426	456	415	390	379	373	396	3.2%			362	407	432	381

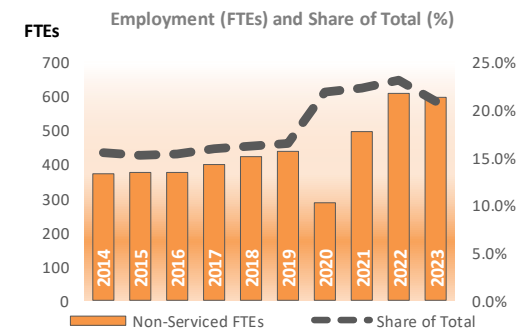
EMPLOYMENT											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	FTEs	428	429	407	403	400	391	167	290	383	396
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848
Share of Total	%	17.9%	17.3%	16.7%	16.1%	15.3%	14.8%	12.7%	13.1%	14.6%	13.9%
Annual Change in Share	%		-3.1%	-3.4%	-3.9%	-4.9%	-3.4%	-14.0%	3.1%	11.4%	-4.9%
Change in Share from 2014	%		-3.1%	-6.3%	-10.0%	-14.4%	-17.3%	-28.9%	-26.7%	-18.4%	-22.3%
Avg Ann. Change in Share	%		-3.1%	-3.2%	-3.3%	-3.6%	-3.5%	-4.8%	-3.8%	-2.3%	-2.5%



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STEAM REPORT FOR 2014-2023 - FINAL													2014 to 2023		NON-SERVICED		DIRECT EMPLOYMENT			
THE WOLDS DEVELOPMENT PLAN AREA																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2023		49.5%	52.2%	49.7%	67.2%	64.1%	51.7%	53.3%	58.7%	74.3%	70.1%	56.3%	60.0%	59.6%	Annual Change	50.4%	60.6%	62.1%	62.7%	
% Change 2022 to 2023		0.1%	3.2%	-2.5%	4.1%	-1.5%	-6.2%	-7.0%	-11.3%	1.2%	7.7%	2.1%	-2.0%	-1.9%		0.0%	-1.6%	-6.0%	3.1%	
Average Annual Change		5.5%	5.8%	5.5%	7.5%	7.1%	5.7%	5.9%	6.5%	8.3%	7.8%	6.3%	6.7%	6.6%		5.6%	6.7%	6.9%	7.0%	
2014	FTEs	251	256	313	362	453	456	458	526	470	357	300	258	372		273	424	485	305	
2015	FTEs	253	258	320	368	461	462	464	533	477	362	303	260	377	1.4%	277	430	491	309	
2016	FTEs	247	251	306	361	456	458	463	540	482	360	299	254	373	-1.0%	268	425	495	304	
2017	FTEs	257	260	309	380	498	487	504	581	540	373	309	260	397	6.3%	275	455	542	314	
2018	FTEs	269	272	320	402	539	524	534	633	570	398	323	272	421	6.2%	287	488	579	331	
2019	FTEs	281	279	329	432	563	537	561	647	575	407	337	283	436	3.4%	296	511	594	342	
2020	FTEs	244	260	256	72	121	122	384	577	632	401	166	191	285	-34.5%	253	105	531	253	
2021	FTEs	47	44	50	281	652	720	722	841	967	746	457	385	493	72.6%	47	551	843	529	
2022	FTEs	375	377	480	581	755	737	756	941	809	563	459	421	605	22.7%	411	691	835	481	
2023	FTEs	375	389	468	605	744	691	703	835	819	607	469	413	593	-1.9%	411	680	785	496	

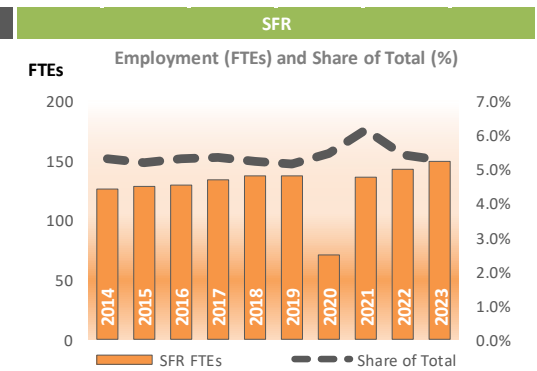
EMPLOYMENT												NON-SERVICED ACCOMMODATION											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023												
Non-Serviced	FTEs	372	377	373	397	421	436	285	493	605	593												
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848												
Share of Total	%	15.5%	15.2%	15.3%	15.8%	16.1%	16.5%	21.8%	22.2%	23.0%	20.8%												
Annual Change in Share	%		-1.8%	0.7%	3.4%	1.8%	2.1%	32.4%	2.1%	3.5%	-9.6%												
Change in Share from 2014	%		-1.8%	-1.1%	2.2%	4.0%	6.1%	40.5%	43.5%	48.5%	34.3%												
Avg Ann. Change in Share	%		-1.8%	-0.6%	0.7%	1.0%	1.2%	6.7%	6.2%	6.1%	3.8%												



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STEAM REPORT FOR 2014-2023 - FINAL													2014 to 2023		SFR	DIRECT EMPLOYMENT			
THE WOLDS DEVELOPMENT PLAN AREA																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2023		24.0%	17.7%	16.5%	19.6%	17.3%	11.6%	10.9%	11.8%	19.2%	23.4%	15.6%	25.3%	18.3%		20.9%	16.9%	13.2%	22.8%
% Change 2022 to 2023		6.7%	10.1%	2.1%	8.7%	3.8%	1.3%	1.3%	3.6%	5.6%	11.6%	7.0%	2.8%	5.1%		6.2%	5.4%	3.2%	5.7%
Average Annual Change		2.7%	2.0%	1.8%	2.2%	1.9%	1.3%	1.2%	1.3%	2.1%	2.6%	1.7%	2.8%	2.0%		2.3%	1.9%	1.5%	2.5%
2014	FTEs	204	73	89	177	122	97	150	160	92	89	74	190	126		122	132	134	117
2015	FTEs	210	75	91	179	123	98	151	161	93	91	73	192	128	1.4%	126	133	135	119
2016	FTEs	210	75	91	178	124	98	151	162	94	91	73	195	129	0.4%	125	133	136	120
2017	FTEs	214	78	91	186	131	102	157	166	100	93	75	204	133	3.6%	128	140	141	124
2018	FTEs	219	80	92	189	135	105	160	172	101	96	77	209	136	2.4%	130	143	144	127
2019	FTEs	221	80	92	192	136	104	161	171	99	94	78	210	136	0.0%	131	144	144	127
2020	FTEs	208	66	47	8	8	6	87	138	108	83	9	87	71	-47.8%	107	7	111	60
2021	FTEs	13	5	5	79	150	146	213	223	170	174	115	336	136	90.7%	8	125	202	208
2022	FTEs	237	78	101	195	138	106	164	173	104	98	79	231	142	4.7%	139	146	147	136
2023	FTEs	253	86	103	212	143	108	166	179	110	110	85	238	149	5.1%	147	154	152	144

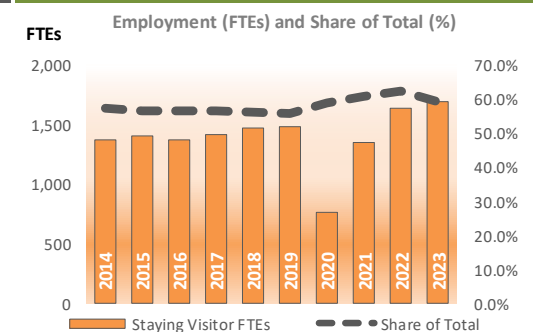
EMPLOYMENT											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	FTEs	126	128	129	133	136	136	71	136	142	149
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848
Share of Total	%	5.3%	5.2%	5.3%	5.3%	5.2%	5.1%	5.4%	6.1%	5.4%	5.2%
Annual Change in Share	%		-1.8%	2.1%	0.7%	-1.9%	-1.4%	5.5%	12.8%	-11.7%	-3.1%
Change in Share from 2014	%		-1.8%	0.2%	0.9%	-1.0%	-2.3%	3.1%	16.3%	2.7%	-0.5%
Avg Ann. Change in Share	%		-1.8%	0.1%	0.3%	-0.2%	-0.5%	0.5%	2.3%	0.3%	-0.1%



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STEAM REPORT FOR 2014-2023 - FINAL													2014 to 2023		STAYING VISITOR		DIRECT EMPLOYMENT			
THE WOLDS DEVELOPMENT PLAN AREA																				
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 2014 to 2023		16.6%	15.0%	16.1%	27.2%	30.4%	23.6%	20.7%	23.6%	30.7%	27.3%	16.4%	21.4%	22.9%	Annual Change	15.9%	27.1%	24.9%	21.8%	
% Change 2022 to 2023		2.7%	4.9%	1.0%	6.0%	1.8%	-2.9%	-3.4%	-5.8%	1.9%	5.5%	1.8%	0.2%	0.7%		2.8%	1.5%	-2.6%	2.6%	
Average Annual Change		1.8%	1.7%	1.8%	3.0%	3.4%	2.6%	2.3%	2.6%	3.4%	3.0%	1.8%	2.4%	2.5%		1.8%	3.0%	2.8%	2.4%	
2014	FTEs	843	729	809	951	997	983	1,073	1,188	1,028	869	801	843	926			794	977	1,097	838
2015	FTEs	857	735	820	960	1,012	1,002	1,080	1,193	1,026	883	789	846	934	0.8%	804	991	1,100	839	
2016	FTEs	828	706	785	931	985	974	1,061	1,181	1,008	854	763	832	909	-2.6%	773	964	1,083	817	
2017	FTEs	836	712	778	965	1,047	1,009	1,095	1,207	1,064	863	771	844	932	2.6%	775	1,007	1,122	826	
2018	FTEs	848	721	786	986	1,092	1,048	1,123	1,267	1,090	889	784	858	958	2.7%	785	1,042	1,160	843	
2019	FTEs	857	721	787	1,010	1,107	1,050	1,142	1,267	1,081	888	792	860	964	0.6%	789	1,056	1,163	847	
2020	FTEs	745	612	520	148	210	200	634	951	960	691	260	347	523	-45.7%	625	186	849	433	
2021	FTEs	182	166	174	491	970	1,265	1,350	1,521	1,550	1,315	952	1,088	919	75.6%	174	909	1,474	1,118	
2022	FTEs	957	799	929	1,141	1,278	1,251	1,341	1,559	1,319	1,049	916	1,021	1,130	23.0%	895	1,223	1,407	995	
2023	FTEs	983	838	939	1,210	1,300	1,215	1,295	1,469	1,344	1,107	932	1,023	1,138	0.7%	920	1,242	1,369	1,021	

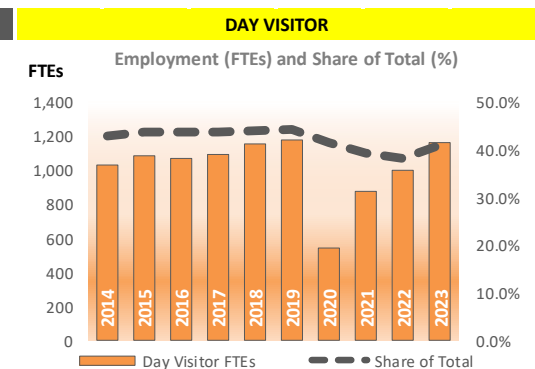
EMPLOYMENT											STAYING VISITOR	
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Staying Visitor	FTEs	1,370	1,397	1,371	1,415	1,465	1,476	768	1,345	1,630	1,688	
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	
Share of Total	%	57.2%	56.5%	56.4%	56.5%	56.1%	55.7%	58.6%	60.7%	62.1%	59.3%	
Annual Change in Share	%		-1.2%	-0.2%	0.3%	-0.8%	-0.6%	5.1%	3.6%	2.2%	-4.5%	
Change in Share from 2014	%		-1.2%	-1.4%	-1.1%	-1.9%	-2.5%	6.2%	8.6%	3.6%		
Avg Ann. Change in Share	%		-1.2%	-0.7%	-0.4%	-0.5%	-0.5%	0.4%	0.9%	1.1%	0.4%	



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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2023		18.9%	29.8%	37.1%	0.0%	8.6%	27.2%	-11.2%	12.6%	22.5%	13.8%	1.4%	4.6%	13.1%	30.2%	12.4%	7.2%	7.8%		
% Change 2022 to 2023		18.0%	30.9%	21.7%	16.4%	16.8%	17.2%	13.7%	14.5%	18.6%	12.5%	9.6%	2.2%	16.5%	23.8%	16.8%	15.4%	9.1%		
Average Annual Change		2.1%	3.3%	4.1%	0.0%	1.0%	3.0%	-1.2%	1.4%	2.5%	1.5%	0.2%	0.5%	1.5%	3.4%	1.4%	0.8%	0.9%		
2014	FTEs	528	741	916	1,225	1,425	1,391	1,376	1,766	1,034	864	584	467	1,026	728	1,347	1,392	638		
2015	FTEs	638	856	926	1,219	1,387	1,393	1,345	1,956	1,101	976	612	521	1,077	807	1,333	1,467	703		
2016	FTEs	636	837	1,004	1,172	1,428	1,526	1,242	1,907	1,012	900	570	511	1,062	826	1,375	1,387	660		
2017	FTEs	633	856	1,042	1,234	1,428	1,548	1,202	2,020	1,092	890	598	515	1,088	844	1,403	1,438	667		
2018	FTEs	658	923	1,107	1,254	1,559	1,631	1,237	2,122	1,202	940	620	518	1,148	896	1,481	1,521	693		
2019	FTEs	680	975	1,178	1,275	1,555	1,691	1,247	2,127	1,250	965	600	521	1,172	944	1,507	1,541	695		
2020	FTEs	630	846	544	100	193	352	432	1,286	858	649	271	343	542	674	215	859	421		
2021	FTEs	215	377	543	706	1,125	1,481	1,050	1,894	1,158	923	524	439	870	378	1,104	1,367	629		
2022	FTEs	532	735	1,032	1,053	1,324	1,511	1,074	1,736	1,068	874	540	478	996	766	1,296	1,293	631		
2023	FTEs	627	962	1,255	1,225	1,547	1,770	1,222	1,988	1,267	983	592	489	1,161	948	1,514	1,492	688		

EMPLOYMENT										
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	FTEs	1,026	1,077	1,062	1,088	1,148	542	870	996	1,161
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626
Share of Total	%	42.8%	43.5%	43.6%	43.5%	43.9%	41.4%	39.3%	37.9%	40.7%
Annual Change in Share	%		1.7%	0.3%	-0.4%	1.0%	0.8%	-6.5%	-5.1%	-3.4%
Change in Share from 2014	%		1.7%	1.9%	1.5%	2.5%	3.3%	-3.4%	-8.3%	-11.4%
Avg Ann. Change in Share	%		1.7%	1.0%	0.5%	0.6%	0.7%	-0.6%	-1.2%	-1.4%



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

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2023

STAYING VISITORS

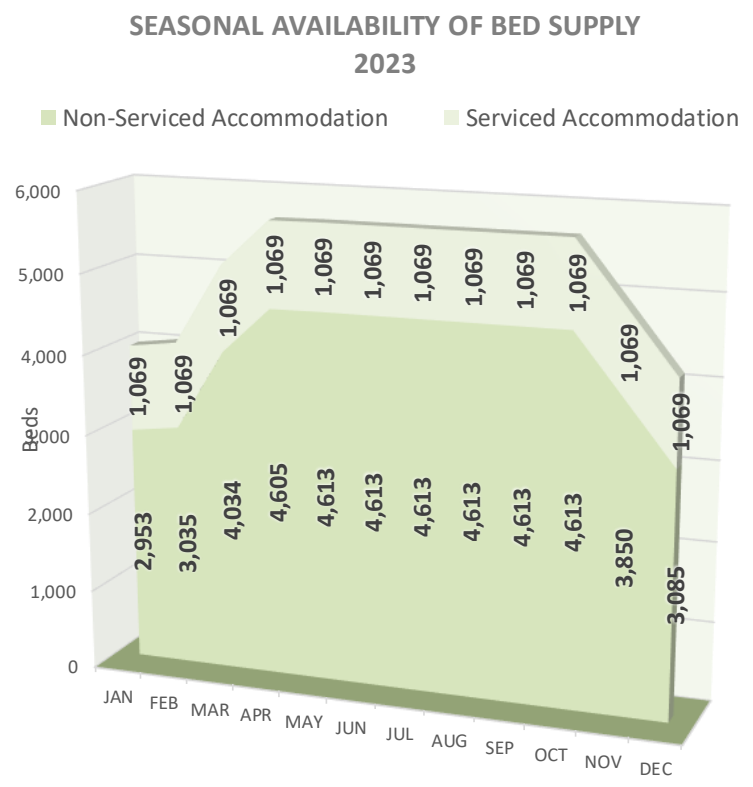
ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	86	1,069	-1	+9	-20	-56
+50 Room	0	0	0	0	0	0
11-50 Room	10	469	0	0	+1	-11
<10 Room	76	600	-1	+9	-21	-45

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	207	4,613	+1	+127	+63	+1,537
Self catering	155	1,412	0	+8	+44	+600
Static caravans/chalets	0	936	0	+81	0	+151
Touring caravans/camping	48	2,181	-1	-6	+18	+786
Youth Hostels	4	84	+2	+44	+1	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	293	5,682	0	+136	+43	+1,481
Serviced Accommodation Share of Total	29%	19%				
Non-Serviced Accommodation Share of Total	71%	81%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	4,022	4,104	5,103	5,674	5,682	5,682	5,682	5,682	5,682	5,682	4,919	4,154
Serviced Accommodation	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069	1,069
Non-Serviced Accommodation	2,953	3,035	4,034	4,605	4,613	4,613	4,613	4,613	4,613	3,850	3,085	



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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

Report Sections With Historic Financial Data Indexed to 2023 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: 2023</i>
2014	<i>1.43</i>
2015	<i>1.41</i>
2016	<i>1.39</i>
2017	<i>1.36</i>
2018	<i>1.31</i>
2019	<i>1.27</i>
2020	<i>1.24</i>
2021	<i>1.22</i>
2022	<i>1.13</i>
2023	<i>1.00</i>

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

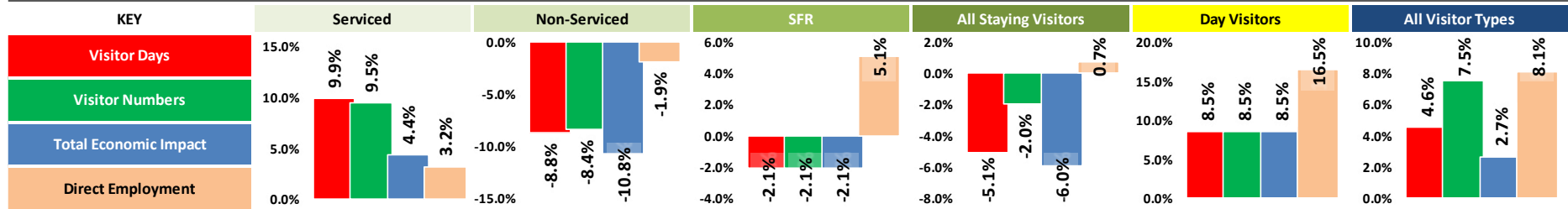
Comparing 2023 and 2022
2022 in 2023 prices (1.134)

COMPARATIVE HEADLINES

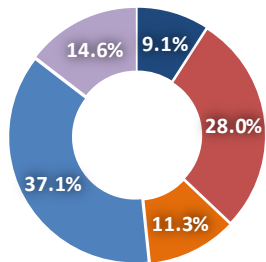
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	0.139	0.127	9.9%	0.706	0.774	-8.8%	0.312	0.318	-2.1%	1.157	1.219	-5.1%	3.243	2.990	8.5%	4.400	4.209	4.6%		
Visitor Numbers	M	0.069	0.063	9.5%	0.100	0.109	-8.4%	0.131	0.134	-2.1%	0.300	0.306	-2.0%	3.243	2.990	8.5%	3.543	3.295	7.5%		
Direct Expenditure	£M																189.52	184.48	2.7%		
Economic Impact	£M	20.88	20.01	4.4%	53.04	59.44	-10.8%	20.39	20.83	-2.1%	94.31	100.28	-6.0%	160.65	148.08	8.5%	254.96	248.37	2.7%		
Direct Employment	FTEs	396	383	3.2%	593	605	-1.9%	149	142	5.1%	1,138	1,130	0.7%	1,161	996	16.5%	2,299	2,126	8.1%		
Total Employment	FTEs																2,848	2,626	8.5%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2023



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

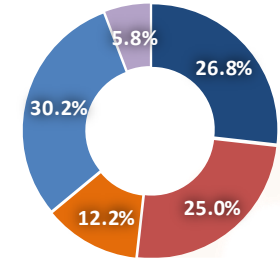
Direct Expenditure Categories

	2023	2022	+/- %
Accommodation	17.25	19.23	-10.3%
Food & Drink	53.01	51.10	3.7%
Recreation	21.38	20.57	3.9%
Shopping	70.29	66.92	5.0%
Transport	27.59	26.67	3.4%
TOTAL DIRECT	189.52	184.48	2.7%
Indirect	65.44	63.89	2.4%
TOTAL	254.96	248.37	2.7%

Sectors

Sectors	2023	2022	+/- %
Accommodation	616	623	-1.2%
Food & Drink	574	516	11.4%
Recreation	281	252	11.6%
Shopping	694	616	12.8%
Transport	134	120	11.1%
TOTAL DIRECT	2,299	2,126	8.1%
Indirect	550	500	10.0%
TOTAL	2,848	2,626	8.5%

Sectoral Distribution of Employment - FTEs



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

Direct Employment Categories

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2023
 2023 Prices

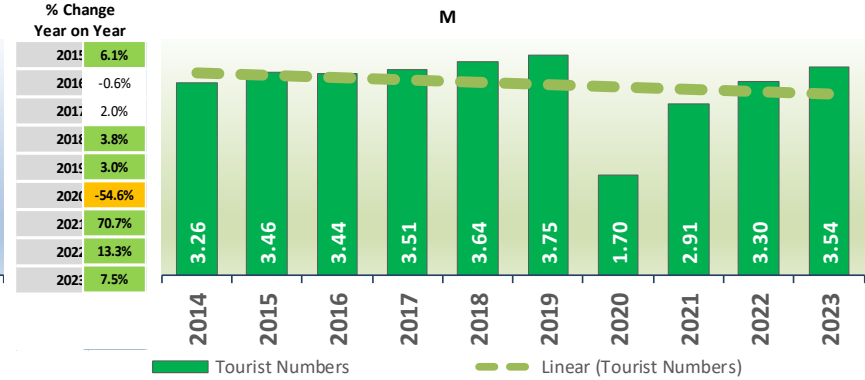
TOTAL

KEY MEASURES
 Indexed

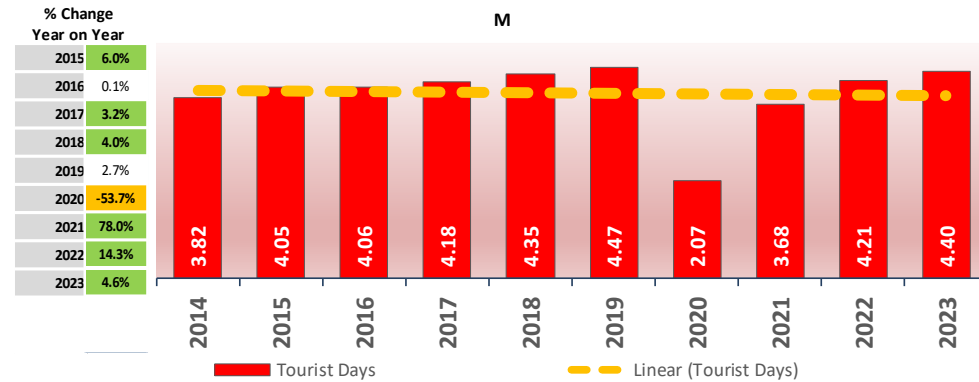
Economic Impact - Indexed - Total



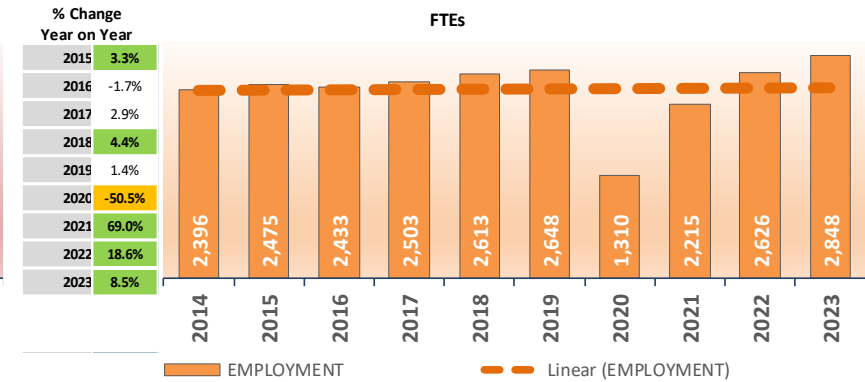
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		5.9%	6.3%	10.0%	14.1%	16.4%	-46.2%	-1.1%	13.8%	16.8%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%	8.7%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%	15.1%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%	18.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2023
 2023 Prices

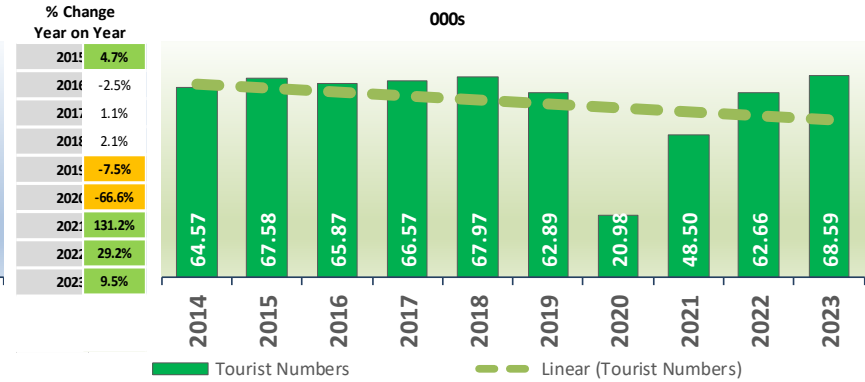
SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

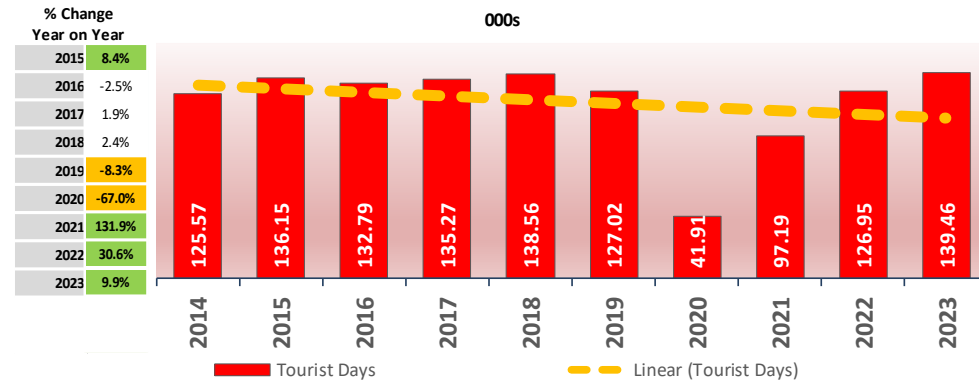
Economic Impact - Indexed - Serviced Accommodation



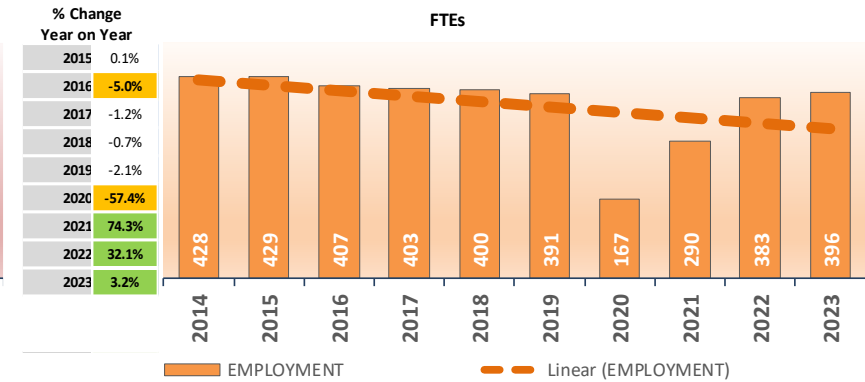
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		8.4%	5.4%	6.6%	7.9%	-0.8%	-66.9%	-21.4%	-0.3%	4.0%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%	6.2%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%	11.1%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%	-7.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2023
 2023 Prices

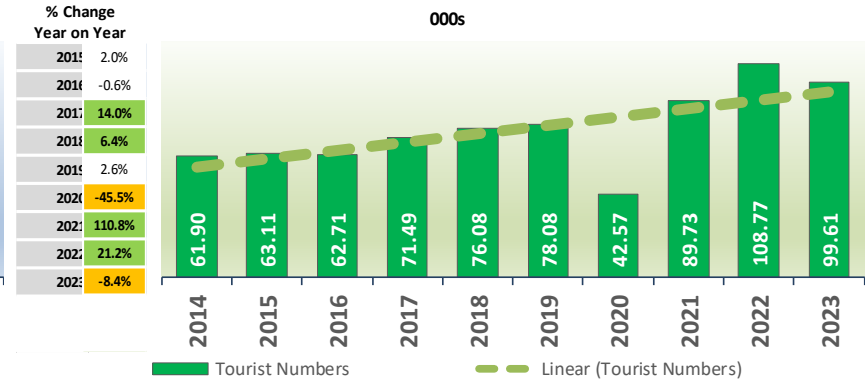
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

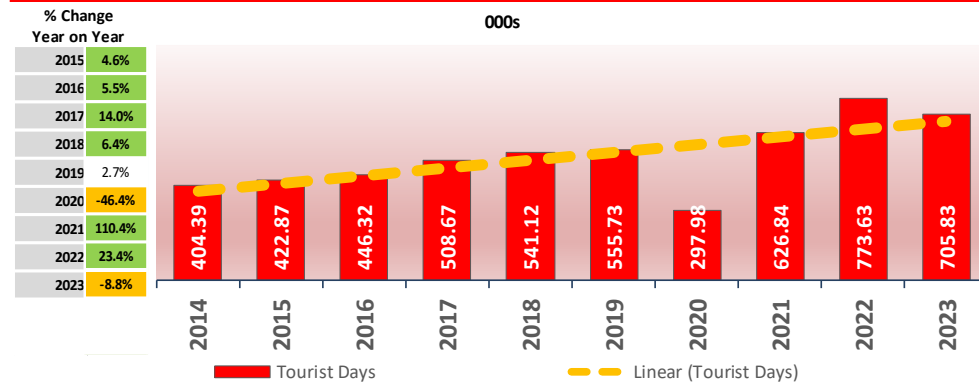
Economic Impact - Indexed - Non-Serviced Accommodation



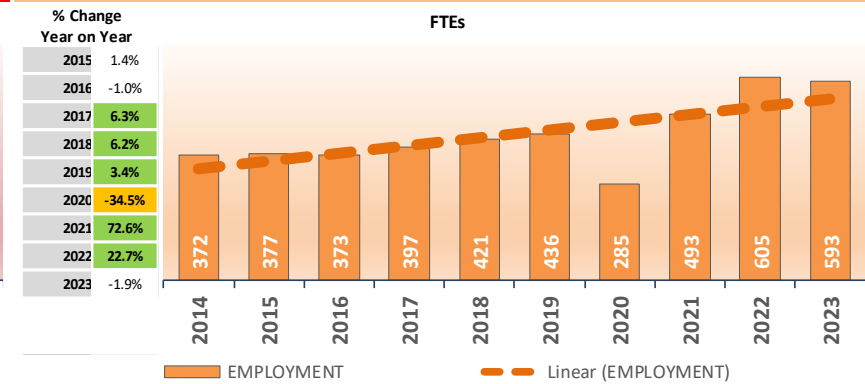
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		4.0%	11.3%	26.4%	33.5%	36.7%	-25.9%	59.3%	94.6%	73.6%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%	60.9%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%	74.5%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%	59.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2023
 2023 Prices

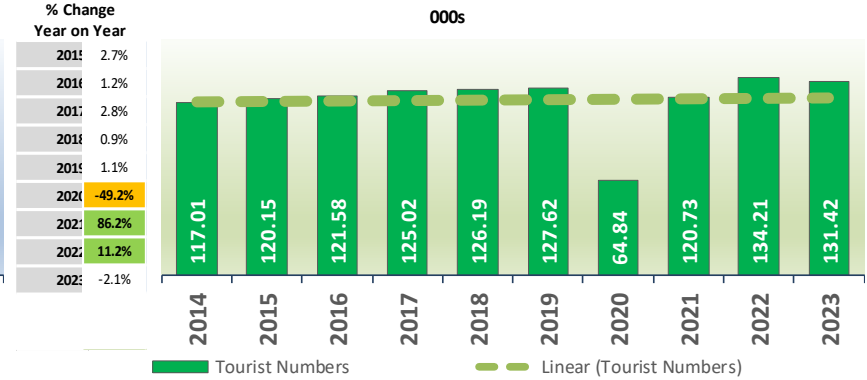
SFR

KEY MEASURES
 Indexed

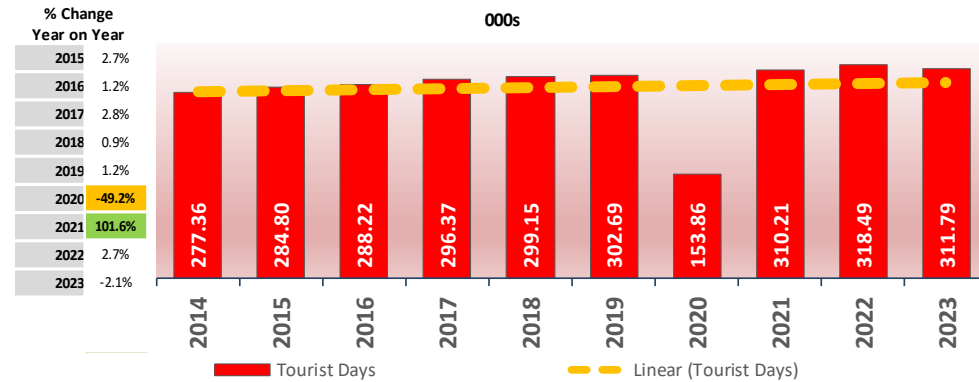
Economic Impact - Indexed - SFR



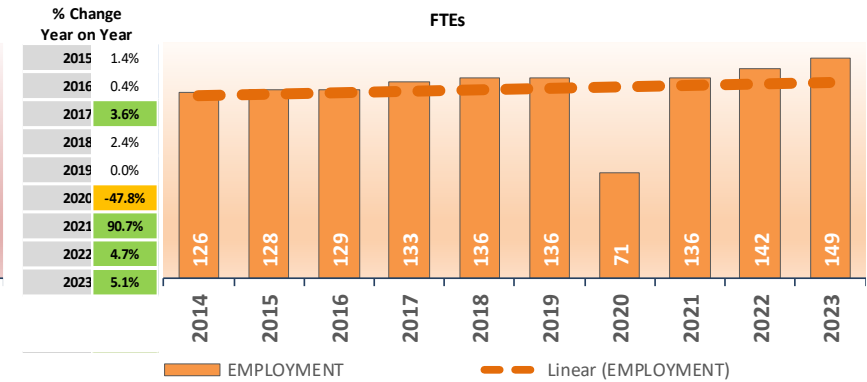
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		2.7%	3.9%	6.8%	7.8%	9.1%	-44.5%	11.8%	14.8%	12.4%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%	12.3%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%	12.4%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%	18.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2023
 2023 Prices

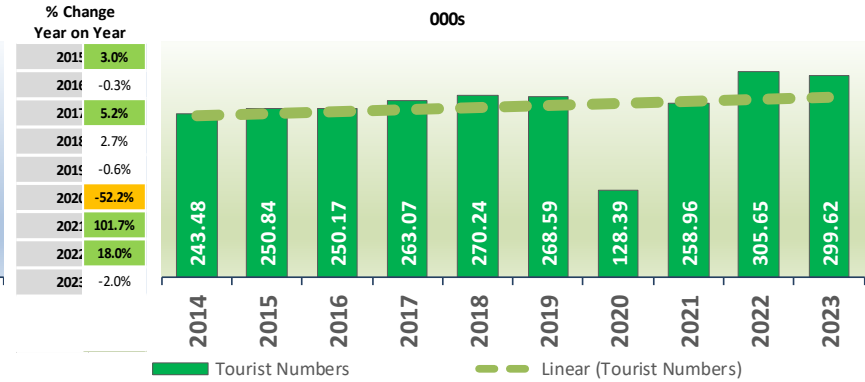
STAYING VISITOR

KEY MEASURES
 Indexed

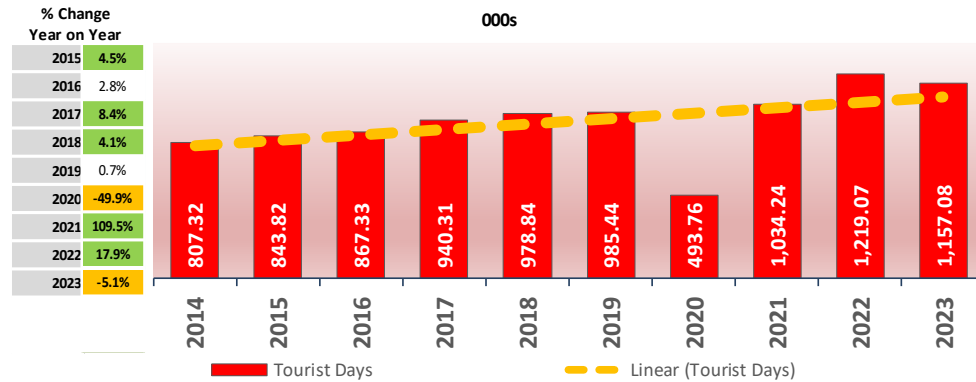
Economic Impact - Indexed - Staying Visitor



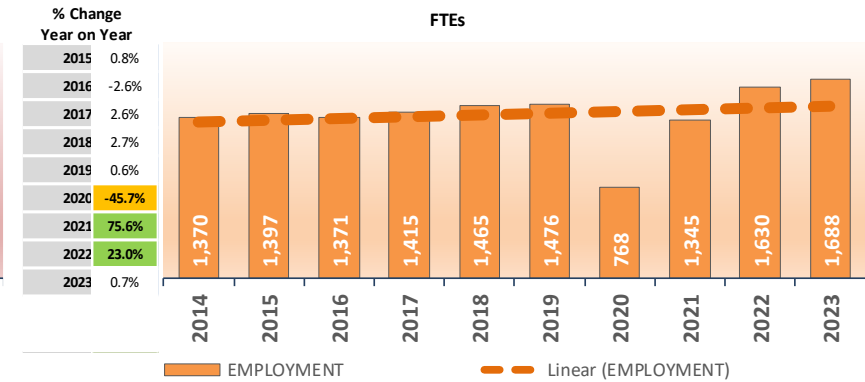
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		4.9%	7.6%	15.5%	19.3%	18.5%	-42.8%	23.2%	45.8%	37.1%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%	23.1%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%	43.3%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%	-1.8%	19.0%	23.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2023 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2014 to 2023
 2023 Prices

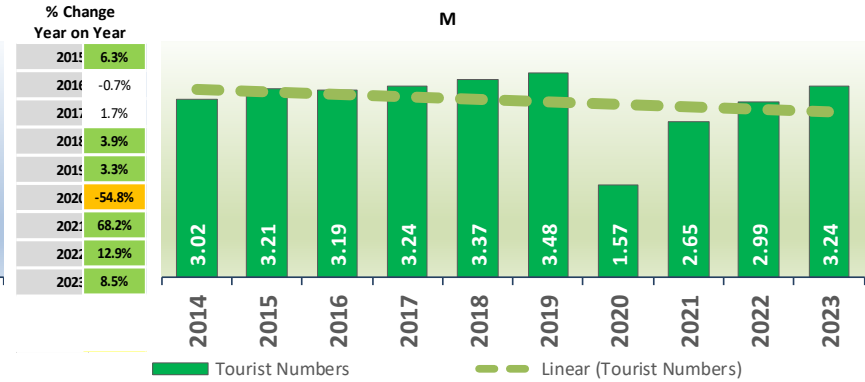
DAY VISITOR

KEY MEASURES
 Indexed

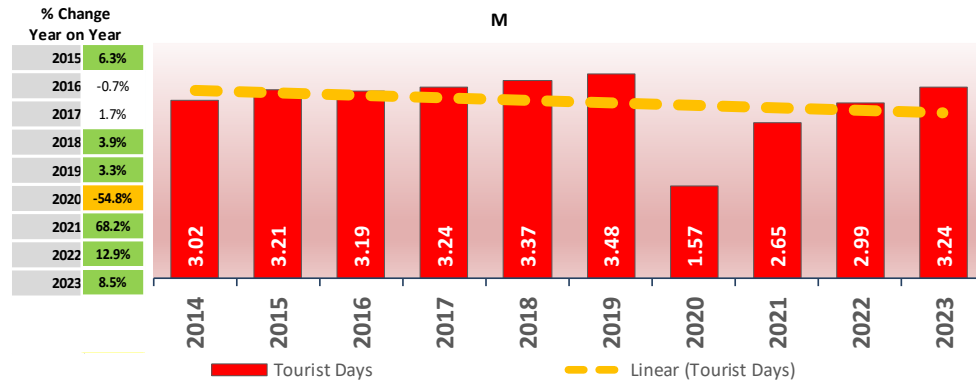
Economic Impact - Indexed - Day Visitor



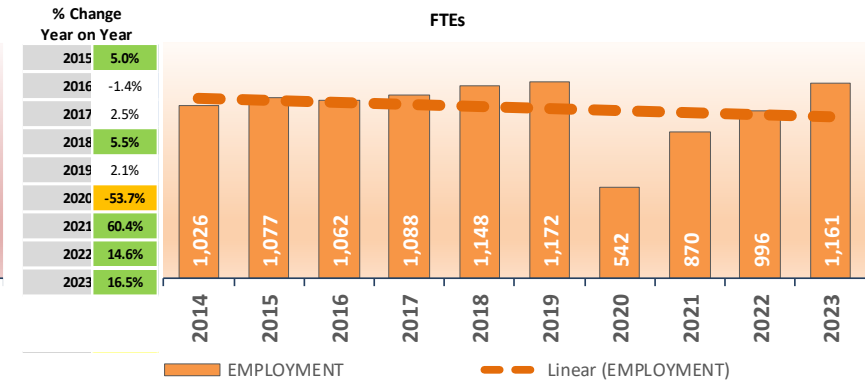
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



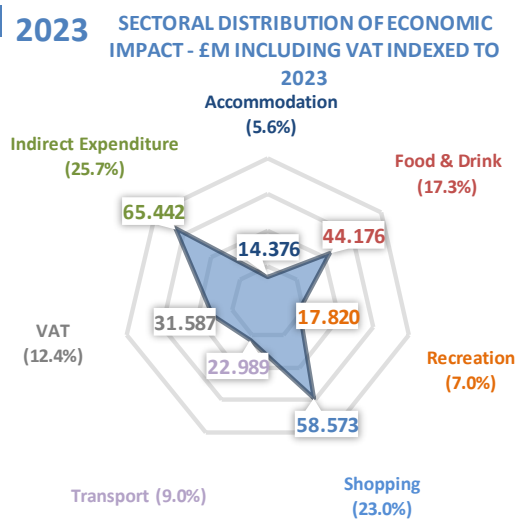
Direct Employment Supported - Day Visitor



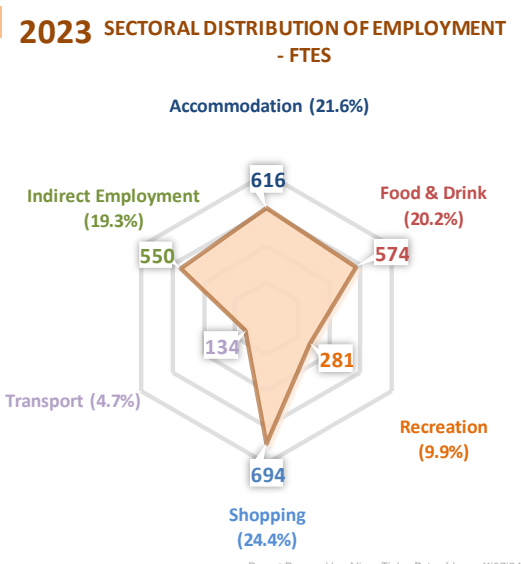
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%	13.1%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023											
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	11.09	11.74	12.12	12.77	12.95	12.48	6.216	13.27	16.02	14.38
Food & Drink	£M	37.86	40.09	40.14	41.53	43.14	44.08	21.56	37.34	42.58	44.18
Recreation	£M	15.34	16.25	16.24	16.83	17.50	17.90	8.707	15.05	17.14	17.82
Shopping	£M	51.55	54.66	54.65	56.21	58.37	59.91	27.59	48.96	55.76	58.57
Transport	£M	19.71	20.84	20.88	21.67	22.54	23.17	10.81	19.53	22.22	22.99
Direct Revenue	£M	135.55	143.58	144.03	149.02	154.51	157.54	74.88	134.14	153.74	157.93
VAT	£M	27.11	28.72	28.81	29.80	30.90	31.51	12.29	26.33	30.75	31.59
Direct Expenditure	£M	162.66	172.30	172.84	178.82	185.41	189.05	87.17	160.47	184.48	189.52
Indirect Expenditure	£M	55.57	58.82	59.08	61.21	63.54	64.95	30.17	55.45	63.89	65.44
TOTAL	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96



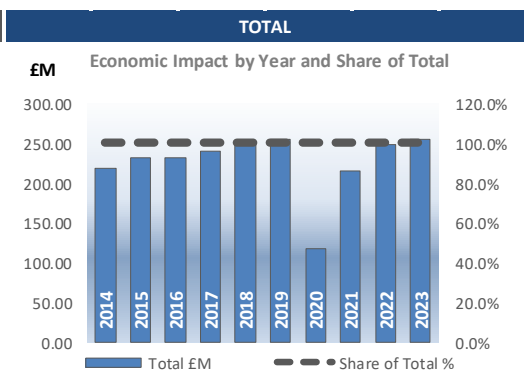
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES											
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	565	560	531	523	526	537	309	495	623	616
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516	574
Recreation	FTEs	230	241	239	249	263	266	129	217	252	281
Shopping	FTEs	581	608	603	625	658	668	306	530	616	694
Transport	FTEs	109	114	113	118	125	127	59	104	120	134
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126	2,299
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500	550
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848



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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 2023 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 2023 / PERCENTAGE CHANGES											TOTAL						% Change						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change		Q1		Q2		Q3		Q4	
% Change 2014 to 2023		20.9%	25.7%	29.8%	9.6%	16.0%	24.7%	-1.3%	14.2%	26.7%	22.2%	7.3%	18.0%	16.8%	Annual Change		26.0%		17.1%		12.3%		16.5%		
% Change 2022 to 2023		4.5%	18.2%	7.9%	7.0%	3.7%	1.2%	-4.0%	-0.1%	3.3%	4.2%	-0.7%	-6.9%	2.7%	Annual Change		10.0%		3.7%		-0.3%		-0.5%		
Average Annual Change		2.3%	2.9%	3.3%	1.1%	1.8%	2.7%	-0.1%	1.6%	3.0%	2.5%	0.8%	2.0%	1.9%	Annual Change		2.9%		1.9%		1.4%		1.8%		
2014	£M	10.50	11.89	14.96	20.61	23.77	23.26	25.21	31.90	19.86	15.32	11.00	9.964	218.24	Annual Change		37.35		67.64		76.97		36.28		
2015	£M	12.32	13.66	15.55	21.03	23.94	24.01	25.38	34.85	20.93	17.23	11.33	10.89	231.12	Annual Change		41.52		68.98		81.16		39.45		
2016	£M	12.38	13.54	16.60	20.65	24.72	25.90	24.56	34.89	20.21	16.45	10.99	11.04	231.91	Annual Change		42.52		71.26		79.65		38.48		
2017	£M	12.47	13.91	16.96	21.94	25.66	26.66	24.59	36.51	22.00	16.51	11.48	11.34	240.03	Annual Change		43.34		74.26		83.10		39.33		
2018	£M	12.75	14.64	17.56	22.09	27.46	27.76	24.96	38.08	23.28	17.19	11.77	11.42	248.95	Annual Change		44.95		77.31		86.33		40.37		
2019	£M	13.17	15.32	18.50	22.75	27.70	28.60	25.43	38.25	23.73	17.46	11.63	11.47	254.00	Annual Change		46.99		79.05		87.41		40.56		
2020	£M	12.39	13.25	8.695	1.565	2.916	4.841	10.15	23.89	18.11	11.99	3.655	5.887	117.34	Annual Change		34.33		9.322		52.15		21.53		
2021	£M	2.993	4.869	6.945	11.56	21.98	28.80	25.94	39.45	27.56	20.74	12.27	12.81	215.93	Annual Change		14.81		62.35		92.96		45.81		
2022	£M	12.15	12.64	17.99	21.12	26.58	28.67	25.91	36.46	24.37	17.97	11.88	12.62	248.37	Annual Change		42.78		76.37		86.74		42.47		
2023	£M	12.69	14.95	19.41	22.59	27.58	29.00	24.88	36.42	25.16	18.73	11.80	11.75	254.96	Annual Change		47.05		79.17		86.46		42.28		

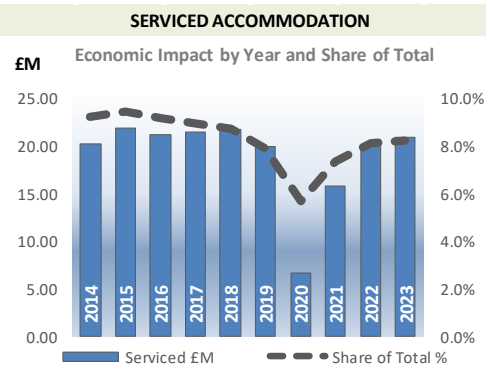
ECONOMIC IMPACT - INDEXED TO 2023											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96
All Visitor Types	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2014	%										
Avg Ann. Change in Share	%										



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

STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 2023 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 2023 / 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 2014 to 2023		20.4%	5.7%	-1.5%	23.1%	34.0%	23.1%	-3.1%	-9.3%	-14.8%	5.5%	-12.3%	22.1%	4.0%	Annual Change	6.8%	26.7%	-9.0%	2.9%	
% Change 2022 to 2023		13.3%	32.8%	30.0%	30.7%	22.3%	-2.8%	-5.7%	-3.5%	-1.6%	-5.5%	-6.3%	-2.3%	4.4%	Annual Change	25.4%	13.9%	-3.7%	-4.8%	
Average Annual Change		2.3%	0.6%	-0.2%	2.6%	3.8%	2.6%	-0.3%	-1.0%	-1.6%	0.6%	-1.4%	2.5%	0.4%	Annual Change	0.8%	3.0%	-1.0%	0.3%	
2014	£M	0.839	1.088	1.242	1.357	1.488	1.660	2.506	3.267	2.396	1.534	1.617	1.082	20.08		3.170	4.505	8.168	4.234	
2015	£M	1.071	1.248	1.385	1.497	1.723	2.019	2.689	3.403	2.325	1.778	1.449	1.172	21.76	8.4%	3.704	5.238	8.416	4.400	
2016	£M	0.990	1.196	1.340	1.437	1.671	1.921	2.697	3.397	2.232	1.627	1.404	1.242	21.15	-2.8%	3.525	5.028	8.326	4.274	
2017	£M	1.006	1.176	1.280	1.677	2.037	2.075	2.514	3.045	2.177	1.655	1.453	1.311	21.41	1.2%	3.463	5.789	7.736	4.420	
2018	£M	1.014	1.183	1.265	1.675	2.100	2.116	2.493	3.152	2.147	1.691	1.482	1.339	21.66	1.2%	3.463	5.891	7.793	4.511	
2019	£M	0.927	1.078	1.159	1.523	1.936	1.954	2.345	2.935	1.934	1.563	1.371	1.183	19.91	-8.1%	3.164	5.413	7.214	4.117	
2020	£M	0.908	0.999	0.470	0.125	0.188	0.165	0.529	1.372	0.904	0.678	0.170	0.131	6.638	-66.7%	2.377	0.477	2.805	0.979	
2021	£M	0.204	0.219	0.275	0.372	0.593	1.834	2.398	3.264	2.138	1.781	1.487	1.219	15.78	137.8%	0.697	2.799	7.800	4.488	
2022	£M	0.892	0.867	0.941	1.279	1.630	2.103	2.576	3.072	2.074	1.712	1.514	1.353	20.01	26.8%	2.699	5.012	7.722	4.580	
2023	£M	1.010	1.151	1.223	1.671	1.994	2.044	2.428	2.964	2.042	1.618	1.419	1.322	20.88	4.4%	3.384	5.709	7.433	4.359	

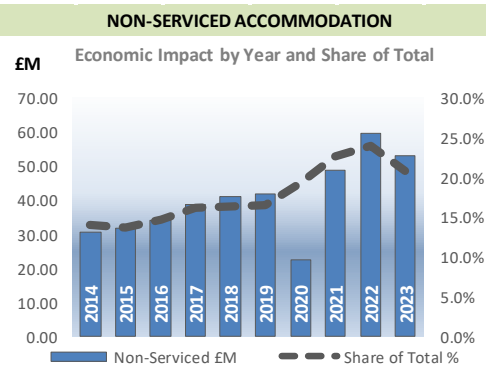
ECONOMIC IMPACT - INDEXED TO 2023											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	£M	20.08	21.76	21.15	21.41	21.66	19.91	6.638	15.78	20.01	20.88
All Visitor Types	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%	8.2%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%	1.7%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%	-11.0%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%	-1.2%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 2023 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 2023 / PERCENTAGE CHANGES													Annual Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2023		91.9%	84.6%	63.7%	93.1%	73.1%	49.3%	53.5%	60.6%	90.6%	101.8%	82.7%	122.4%	73.6%		76.6%	68.9%	67.0%	100.1%	
% Change 2022 to 2023		-11.7%	0.4%	-16.8%	-1.0%	-11.1%	-18.9%	-19.5%	-13.2%	-6.9%	6.9%	-4.5%	-17.1%	-10.8%		-10.9%	-11.5%	-13.2%	-2.8%	
Average Annual Change		10.2%	9.4%	7.1%	10.3%	8.1%	5.5%	5.9%	6.7%	10.1%	11.3%	9.2%	13.6%	8.2%		8.5%	7.7%	7.4%	11.1%	
2014	£M	0.818	0.936	1.545	2.268	3.529	3.561	4.208	5.285	3.805	2.242	1.416	0.940	30.55		3.298	9.358	13.30	4.598	
2015	£M	0.855	0.977	1.665	2.373	3.675	3.682	4.335	5.455	3.953	2.351	1.483	0.982	31.78	4.0%	3.497	9.730	13.74	4.815	
2016	£M	0.950	1.061	1.703	2.511	3.853	3.875	4.621	5.882	4.289	2.564	1.623	1.084	34.02	7.0%	3.714	10.24	14.79	5.270	
2017	£M	1.087	1.251	1.751	2.831	4.471	4.306	5.376	6.603	5.178	2.784	1.767	1.223	38.63	13.6%	4.089	11.61	17.16	5.773	
2018	£M	1.140	1.307	1.780	2.950	4.840	4.612	5.562	7.142	5.352	2.960	1.853	1.289	40.79	5.6%	4.227	12.40	18.06	6.102	
2019	£M	1.221	1.317	1.780	3.263	5.052	4.641	5.836	7.161	5.260	2.919	1.954	1.359	41.76	2.4%	4.318	12.96	18.26	6.232	
2020	£M	1.196	1.033	0.967	0.107	0.253	0.262	3.390	5.845	5.896	2.750	0.206	0.730	22.64	-45.8%	3.196	0.622	15.13	3.687	
2021	£M	0.044	0.046	0.070	1.284	5.299	6.438	7.629	9.479	8.674	5.130	2.722	1.854	48.67	115.0%	0.160	13.02	25.78	9.705	
2022	£M	1.777	1.720	3.039	4.424	6.870	6.557	8.023	9.780	7.790	4.233	2.709	2.522	59.44	22.1%	6.537	17.85	25.59	9.465	
2023	£M	1.569	1.727	2.530	4.379	6.110	5.315	6.460	8.490	7.254	4.524	2.587	2.092	53.04	-10.8%	5.826	15.81	22.20	9.202	

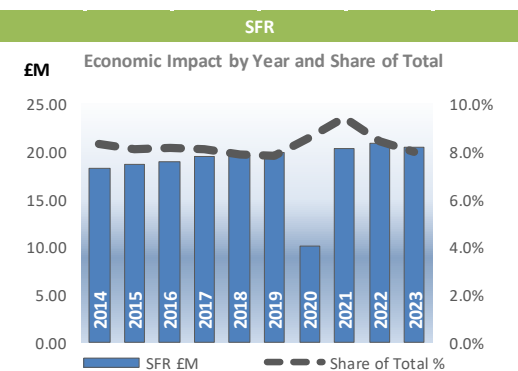
ECONOMIC IMPACT - INDEXED TO 2023											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Non-Serviced	£M	30.55	31.78	34.02	38.63	40.79	41.76	22.64	48.67	59.44	53.04
All Visitor Types	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%	20.8%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%	-13.1%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%	48.6%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%	5.4%



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 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 2023 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 2023 / 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 2014 to 2023		17.9%	11.8%	10.7%	13.6%	11.5%	6.1%	5.4%	6.3%	13.3%	17.2%	9.9%	19.1%	12.4%		14.9%	11.1%	7.6%	16.7%	
% Change 2022 to 2023		-0.6%	2.5%	-4.9%	1.3%	-3.3%	-5.7%	-5.6%	-3.5%	-1.7%	3.9%	-0.3%	-4.3%	-2.1%		-1.1%	-1.8%	-3.9%	-1.5%	
Average Annual Change		2.0%	1.3%	1.2%	1.5%	1.3%	0.7%	0.6%	0.7%	1.5%	1.9%	1.1%	2.1%	1.4%		1.7%	1.2%	0.8%	1.9%	
2014	£M	2.437	0.873	1.060	2.119	1.460	1.156	1.795	1.916	1.105	1.066	0.880	2.269	18.14		4.369	4.736	4.817	4.216	
2015	£M	2.550	0.906	1.108	2.168	1.496	1.188	1.826	1.946	1.121	1.103	0.882	2.329	18.62	2.7%	4.563	4.852	4.894	4.315	
2016	£M	2.565	0.912	1.116	2.178	1.509	1.198	1.850	1.979	1.144	1.113	0.896	2.386	18.85	1.2%	4.593	4.886	4.973	4.395	
2017	£M	2.600	0.948	1.102	2.256	1.589	1.236	1.908	2.017	1.210	1.132	0.907	2.472	19.38	2.8%	4.650	5.081	5.135	4.511	
2018	£M	2.620	0.955	1.102	2.264	1.618	1.254	1.914	2.056	1.210	1.145	0.919	2.504	19.56	0.9%	4.678	5.136	5.180	4.567	
2019	£M	2.677	0.962	1.108	2.321	1.642	1.257	1.948	2.063	1.201	1.138	0.940	2.535	19.79	1.2%	4.747	5.220	5.213	4.613	
2020	£M	2.527	0.800	0.565	0.098	0.094	0.077	1.027	1.579	1.241	0.952	0.104	0.998	10.06	-49.2%	3.892	0.269	3.847	2.054	
2021	£M	0.157	0.058	0.063	0.979	1.871	1.819	2.648	2.782	2.123	2.166	1.434	4.187	20.29	101.6%	0.278	4.668	7.552	7.787	
2022	£M	2.890	0.952	1.234	2.379	1.684	1.300	2.006	2.111	1.274	1.203	0.971	2.824	20.83	2.7%	5.076	5.362	5.391	4.997	
2023	£M	2.873	0.976	1.173	2.409	1.629	1.226	1.893	2.037	1.252	1.250	0.967	2.703	20.39	-2.1%	5.022	5.264	5.182	4.920	

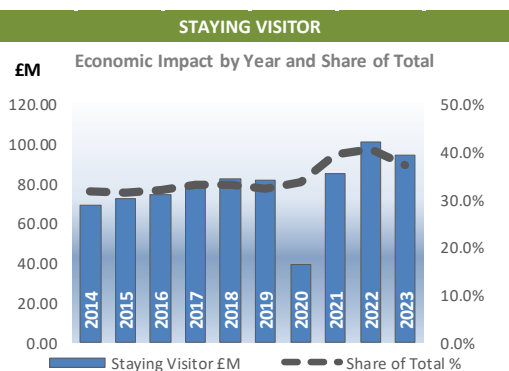
ECONOMIC IMPACT - INDEXED TO 2023											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	£M	18.14	18.62	18.85	19.38	19.56	19.79	10.06	20.29	20.83	20.39
All Visitor Types	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%	8.0%
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%	-4.6%
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%	-3.8%
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%	-0.4%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 2023 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 2023 / 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 2014 to 2023		33.2%	33.0%	28.1%	47.3%	50.3%	34.6%	26.7%	28.9%	44.4%	52.6%	27.1%	42.5%	37.1%	Annual Change		31.3%	44.0%	32.5%	41.6%	
% Change 2022 to 2023		-1.9%	8.9%	-5.5%	4.7%	-4.4%	-13.8%	-14.5%	-9.8%	-5.3%	3.4%	-4.3%	-8.7%	-6.0%	Annual Change		-0.6%	-5.1%	-10.0%	-2.9%	
Average Annual Change		3.7%	3.7%	3.1%	5.3%	5.6%	3.8%	3.0%	3.2%	4.9%	5.8%	3.0%	4.7%	4.1%	Annual Change		3.5%	4.9%	3.6%	4.6%	
2014	£M	4.094	2.897	3.847	5.744	6.477	6.378	8.509	10.47	7.306	4.842	3.913	4.292	68.77	Annual Change		10.84	18.60	26.28	13.05	
2015	£M	4.475	3.131	4.158	6.038	6.894	6.889	8.850	10.80	7.398	5.233	3.814	4.483	72.17	4.9%	Annual Change		11.76	19.82	27.05	13.53
2016	£M	4.505	3.168	4.159	6.126	7.033	6.994	9.168	11.26	7.664	5.303	3.923	4.712	74.02	2.6%	Annual Change		11.83	20.15	28.09	13.94
2017	£M	4.693	3.375	4.134	6.764	8.097	7.617	9.798	11.66	8.565	5.571	4.127	5.006	79.41	7.3%	Annual Change		12.20	22.48	30.03	14.70
2018	£M	4.775	3.446	4.148	6.889	8.558	7.981	9.970	12.35	8.709	5.795	4.254	5.131	82.01	3.3%	Annual Change		12.37	23.43	31.03	15.18
2019	£M	4.825	3.357	4.046	7.107	8.630	7.851	10.13	12.16	8.395	5.620	4.265	5.078	81.46	-0.7%	Annual Change		12.23	23.59	30.68	14.96
2020	£M	4.631	2.832	2.001	0.330	0.535	0.503	4.946	8.796	8.041	4.380	0.481	1.860	39.34	-51.7%	Annual Change		9.465	1.368	21.78	6.720
2021	£M	0.405	0.323	0.407	2.635	7.763	10.09	12.67	15.52	12.94	9.078	5.643	7.260	84.74	115.4%	Annual Change		1.134	20.49	41.13	21.98
2022	£M	5.559	3.539	5.214	8.081	10.18	9.960	12.60	14.96	11.14	7.148	5.194	6.700	100.28	18.3%	Annual Change		14.31	28.23	38.70	19.04
2023	£M	5.452	3.854	4.926	8.459	9.733	8.586	10.78	13.49	10.55	7.391	4.973	6.116	94.31	-6.0%	Annual Change		14.23	26.78	34.82	18.48

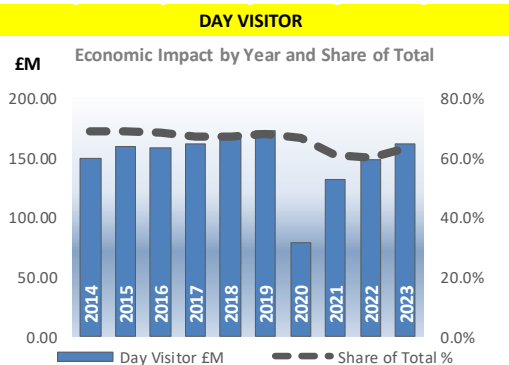
ECONOMIC IMPACT - INDEXED TO 2023											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Staying Visitor	£M	68.77	72.17	74.02	79.41	82.01	81.46	39.34	84.74	100.28	94.31
All Visitor Types	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%	37.0%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%	-8.4%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%	17.4%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%	1.9%



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STEAM REPORT FOR 2014-2023 - FINAL THE WOLDS DEVELOPMENT PLAN AREA													2014 to 2023 2023 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 2023 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2023		13.0%	23.4%	30.3%	-4.9%	3.2%	20.9%	-15.6%	7.0%	16.4%	8.2%	-3.7%	-0.6%	7.5%	23.8%	6.8%	1.9%	2.4%		
% Change 2022 to 2023		9.9%	21.9%	13.3%	8.4%	8.8%	9.1%	5.9%	6.7%	10.5%	4.8%	2.0%	-4.8%	8.5%	15.3%	8.8%	7.5%	1.6%		
Average Annual Change		1.4%	2.6%	3.4%	-0.5%	0.4%	2.3%	-1.7%	0.8%	1.8%	0.9%	-0.4%	-0.1%	0.8%	2.6%	0.8%	0.2%	0.3%		
2014	£M	6.406	8.994	11.11	14.86	17.29	16.89	16.70	21.43	12.55	10.48	7.086	5.672	149.47	26.51	49.04	50.68	23.24		
2015	£M	7.844	10.53	11.39	14.99	17.05	17.12	16.53	24.04	13.54	12.00	7.517	6.404	158.95	29.76	49.16	54.11	25.92		
2016	£M	7.876	10.37	12.44	14.52	17.69	18.90	15.39	23.63	12.54	11.15	7.068	6.326	157.90	30.69	51.11	51.56	24.54		
2017	£M	7.781	10.54	12.82	15.18	17.57	19.04	14.79	24.84	13.44	10.94	7.354	6.331	160.62	31.14	51.79	53.07	24.63		
2018	£M	7.975	11.19	13.42	15.20	18.90	19.77	14.99	25.73	14.58	11.39	7.511	6.284	166.95	32.58	53.88	55.30	25.19		
2019	£M	8.342	11.96	14.46	15.64	19.07	20.75	15.30	26.09	15.34	11.84	7.361	6.397	172.54	34.76	55.46	56.72	25.59		
2020	£M	7.759	10.42	6.694	1.236	2.381	4.337	5.204	15.09	10.07	7.613	3.174	4.028	78.00	24.87	7.954	30.37	14.81		
2021	£M	2.588	4.546	6.538	8.927	14.22	18.71	13.27	23.93	14.63	11.66	6.624	5.549	131.19	13.67	41.86	51.83	23.83		
2022	£M	6.587	9.106	12.78	13.04	16.40	18.71	13.31	21.50	13.23	10.82	6.690	5.921	148.08	28.47	48.15	48.04	23.43		
2023	£M	7.238	11.10	14.48	14.13	17.84	20.42	14.10	22.93	14.62	11.34	6.826	5.638	160.65	32.82	52.39	51.64	23.80		

ECONOMIC IMPACT - INDEXED TO 2023											
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Day Visitor	£M	149.47	158.95	157.90	160.62	166.95	172.54	78.00	131.19	148.08	160.65
All Visitor Types	£M	218.24	231.12	231.91	240.03	248.95	254.00	117.34	215.93	248.37	254.96
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%	63.0%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%	5.7%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%	-8.0%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%	-0.9%



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