STEAM REPORT FOR 2010-2021 - FINAL

Final

VISIT MORAY SPEYSIDE



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STEAM REPORT FOR 2010-2021 - FINAL VISIT MORAY SPEYSIDE

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 recalcul ates 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.

REPORT	CONTROLS - Please adjust the report outputs using the drop-down controls below					(
FOCUS YEAR	2021 COMPARISON 2020	INDEXATION Reflect Price Inflation?	•	HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO:	3%	•	home	

A link back to the "Home" page, allowing navigation to each section of the report

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

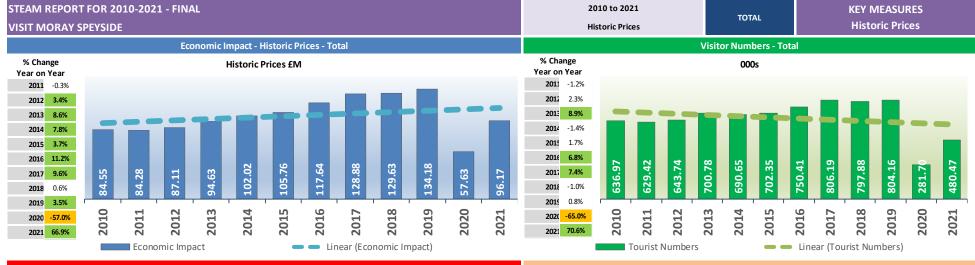
AM REPORT FOR 2010-202 T MORAY SPEYSIDE	1 - FINAL										ing 2021 an s Historic Pr			CON	IPARATI	VE HEADLI	NES	
			KEY	PERFORMA	NCE INDIC	ATORS BY	TYPE OF VIS	ITOR - CON	IPARING	2021 & 2020	- IN HISTO		5					
KEY										_								
An increase of 3% or more		Stayiı	ng in Paid	Accommoda	tion		Staying	with Frien	ds and	All S	taying Visit	ors	C.	Day Visitors	;	All	Visitor Typ	bes
Less than 3% change		Serviced		No	on-Service	d	Re	latives (SFI	R)									
A Fall of 3% or more	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	4
Visitor Days 000s	333.28	174.31	91.2%	467.07	277.18	68.5%	405.56	260.41	55.7%	1,205.91	711.90	69.4%	154.09	96.28	60.1%	1,360.01	808.18	•
Visitor Numbers 000s	175.17	92.41	89.6%	66.02	33.70	95.9%	85.19	59.32	43.6%	326.38	185.42	76.0%	154.09	96.28	60.1%	480.47	281.70	
Direct Expenditure £M																73.35	43.92	e
Economic Impact £M	48.39	28.30	71.0%	26.84	15.22	76.3%	12.17	7.835	55.3%	87.39	51.36	70.1%	8.775	6.272	39.9%	96.17	57.63	
Direct Employment FTEs	1,091	947	15.3%	518	406	27.7%	133	89	49.1%	1,743	1,442	20.9%	97	71	37.2%	1,840	1,513	2
Total Employment FTEs																2,173	1,725	2
		PE	RCENTAGE	CHANGE B		TYPE AND	PERFORMAN	NCE MEASU	IRE - CON	IPARING 202	21 & 2020 -	IN HISTOR						
KEY	d		SFR			taying Visit	ors		Day Visitors			Visitor Typ	bes					
Visitor Days Visitor Numbers	80.0%	<mark>91.2</mark> % 89.6%	71.0%	150.0% 100.0%	95.9%	76.3%	60.0%	<u> </u>	49.1%		76.0%	Ś		60.1% 60.1%	39.9% 37.2%		70.6%	6.9%
Total Economic Impact	60.0% 40.0%		15.3%	50.0%		27.7%	20.0%			40.0%		20.9%	40.0% 20.0%		" M	40.0% 20.0%		
Direct Employment	20.0% 0.0%			0.0%			0.0%			0.0%			0.0%			0.0%		
Sectoral Distribution of	Economic Im	pact - £M i	including \	/AT in Histo	ric Prices			Sectors				Secto	oral Distribu	ution of Em	ployment	- FTEs		
		commoda	tion	2021	2020	+/- %				2021	2020	+/- %	Accom	modation				
	= AU	commoua		22.78	12.48			ommodatio		1,114	1,034	7.8%				45 201		
23.7% 23.7%	Fo	od & Drin	k	15.10	9.996			ood & Drink	(232	162	42.9%	Food &	Urink		15.3%		
23.7% 23.7%	- Do	creation		6.223	4.194	48.4%		Recreation		95	68	40.4%	Recreat	tion	15	2%		
	- Re	cieacion		9.141	5.531	65.3%		Shopping		135	86	56.3%	Shoppi	ng	12			5:
	She	opping		20.11	11.72			Transport		265	163	62.3%		0	6	.2%		
0.9%	= -			73.35	43.92		то	TAL DIREC		1,840	1,513	21.6%	Transp	ort		4.4%		
0.9%	= Ira	ansport		22.81	13.72	66.3%		Indirect		332	212	57.1%				10.7%		
9.5% 6.5%				96.17	57.63	66.9%		TOTAL		2,173	1,725	26.0%	Indirec	t		10.776		

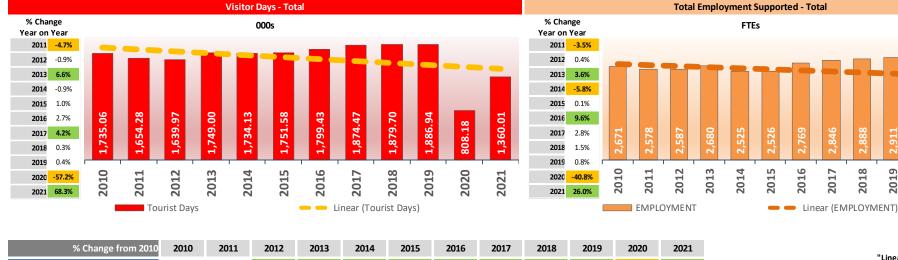
Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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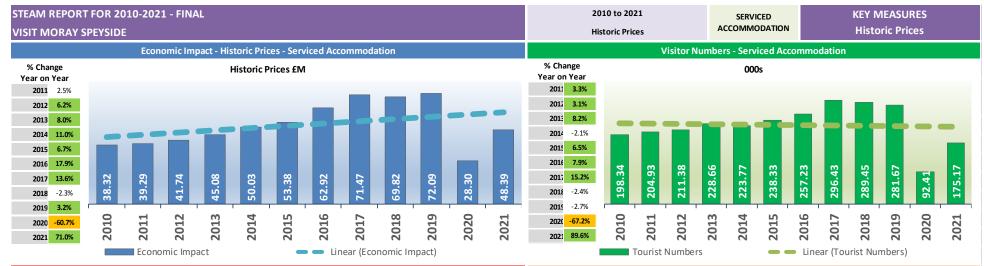


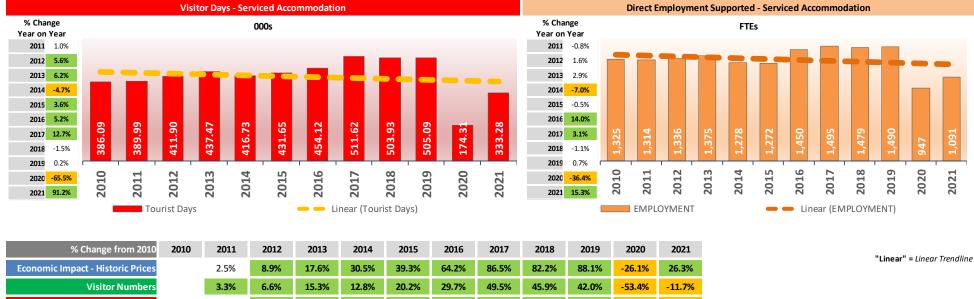
												"Linear" = Linear
Economic Impact - Historic Prices	-0.39	3.0%	11.9%	20.7%	25.1%	39.1%	52.4%	53.3%	58.7%	-31.8%	13.7%	Linear - Linear
Visitor Numbers	-1.29	5 1.1%	10.0%	8.4%	10.3%	17.8%	26.6%	25.3%	26.2%	-55.8%	-24.6%	
Visitor Days	-4.79	-5.5%	0.8%	-0.1%	1.0%	3.7%	8.0%	8.3%	8.8%	-53.4%	-21.6%	
Total Employment	-3.5%	- 3.1%	0.4%	-5.5%	-5.4%	3.7%	6.6%	8.1%	9.0%	-35.4%	-18.6%	
			-									
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2019

2020

2021





17.6%

9.4%

32.5%

12.8%

30.5%

11.6%

30.8%

12.5%

-54.9%

-28.5%

-13.7%

-17.6%

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Visitor Days

Direct Employment

1.0%

-0.8%

6.7%

0.8%

13.3%

3.8%

7.9%

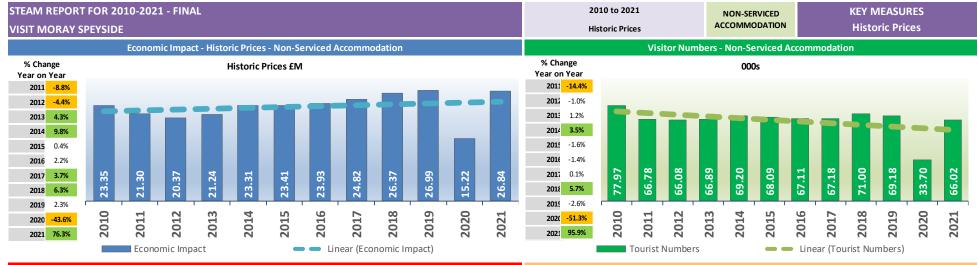
-3.5%

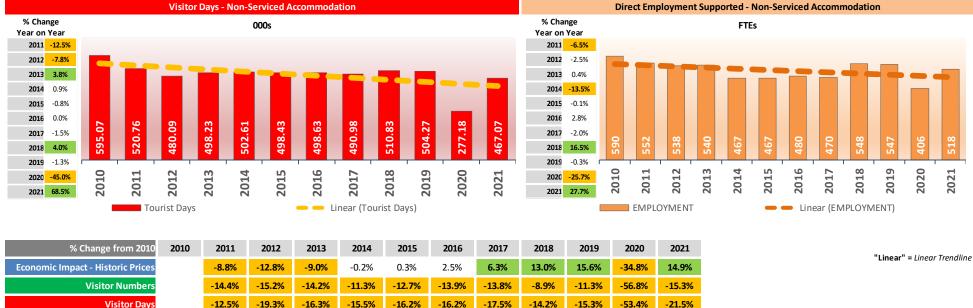
11.8%

-4.0%

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2021





Direct Employment

-6.5%

-8.9%

-8.5%

-20.8%

-20.9%

-18.7%

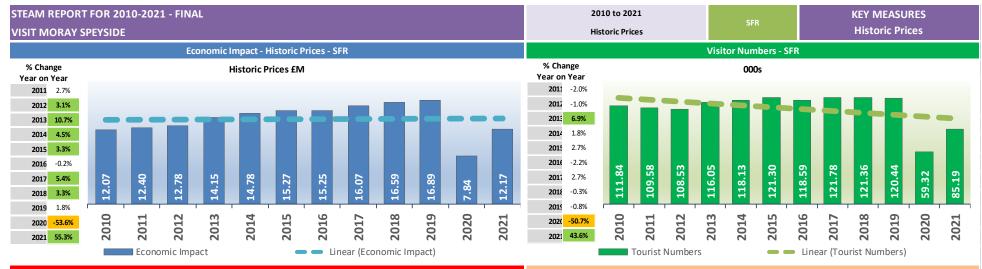
-20.3%

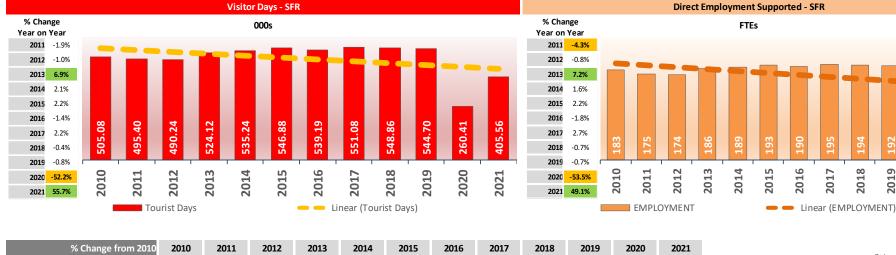
-7.1%

-7.4%

-31.2%

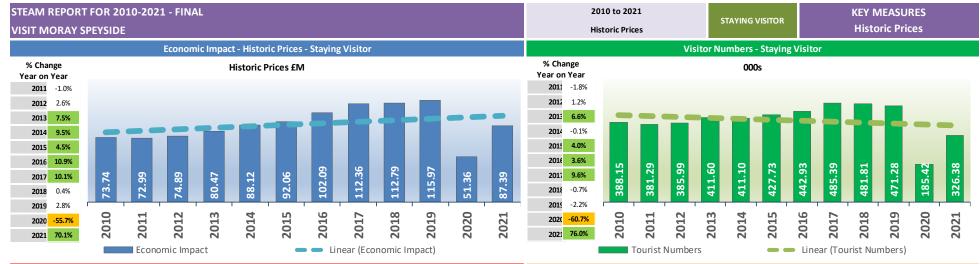
-12.2%

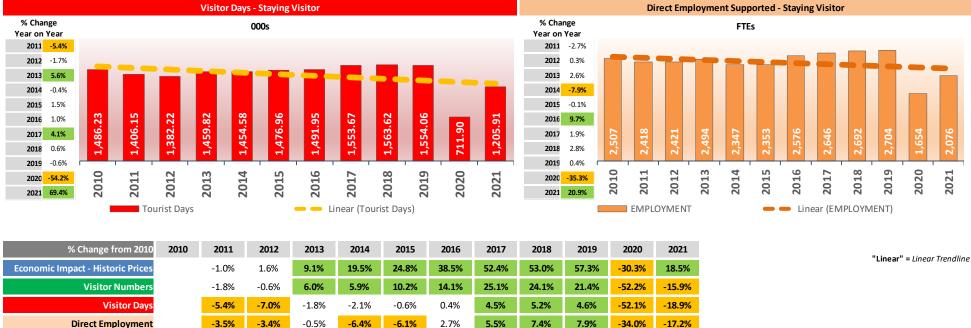


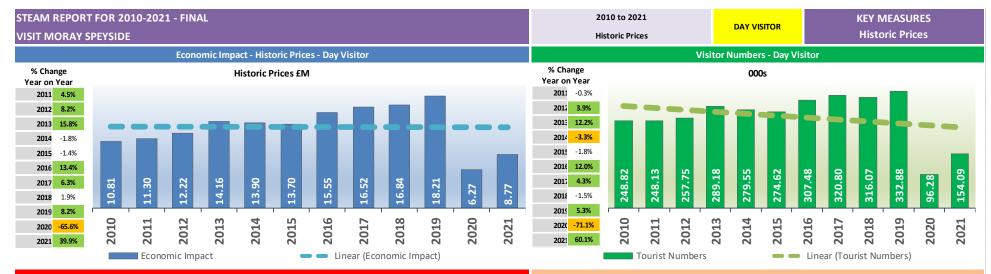


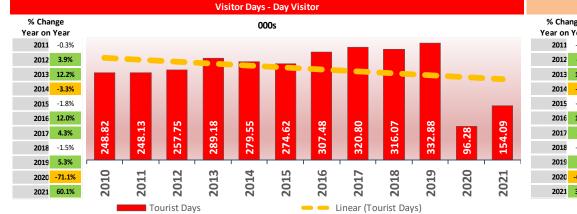
	/0 change from 2010	2010	2011	2012	2015	2014	2015	2010	2017	2010	2015	2020	2021
Econo	omic Impact - Historic Prices		2.7%	5.9%	17.3%	22.5%	26.5%	26.3%	33.2%	37.5%	40.0%	-35.1%	0.8%
	Visitor Numbers		-2.0%	-3.0%	3.8%	5.6%	8.5%	6.0%	8.9%	8.5%	7.7%	-47.0%	-23.8%
	Visitor Days		-1.9%	-2.9%	3.8%	6.0%	8.3%	6.8%	9.1%	8.7%	7.8%	-48.4%	-19.7%
	Direct Employment		-4.3%	-5.0%	1.8%	3.5%	5.7%	3.8%	6.6%	5.9%	5.2%	-51.1%	-27.1%

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			D	irect E	mploym	ent Su	pported	l - Day \	isitor				
% Cha Year on	0					FTE	s						
2011	-2.6%												
2012	4.1%							_					
2013	12.1%												
2014	-4.5%									ΤT		-	
2015	-2.5%												
2016	11.6%												
2017	3.5%	5		6	6		m			G			
2018	-2.0%	164	160	166	186	178	173	193	200	196	207	71	97
2019	5.5%												
2020	-65.8%	2010)11	112	13	2014	15	2016	117	118	119	2020	2021
2021	37.2%	20	20	20	20	20	20	20	20	20	20	20	20
			EMPLC	YMEN	Г		-	– Line	ear (EM	PLOYM	ENT)		

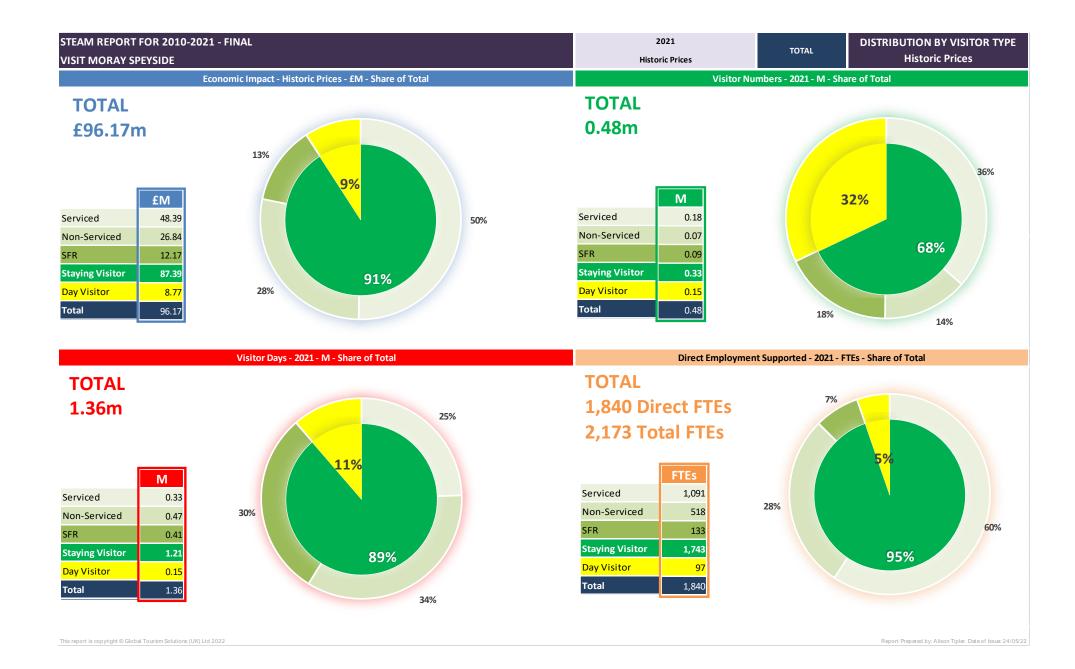
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	"Linear " = Linear Trendline
Economic Impact - Historic Prices		4.5%	13.1%	31.0%	28.6%	26.8%	43.8%	52.8%	55.7%	68.5%	-42.0%	-18.8%	Linear = Linear Trenaime
Visitor Numbers		-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	-38.1%	
Visitor Days		-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	-38.1%	
Direct Employment		-2.6%	1.4%	13.7%	8.5%	5.8%	18.0%	22.1%	19.7%	26.3%	-56.8%	-40.7%	
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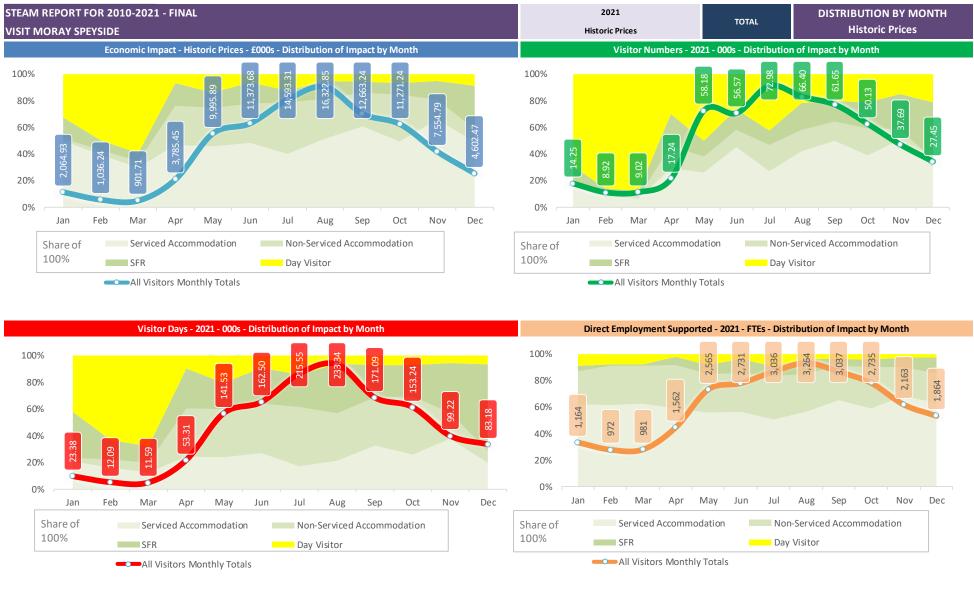
Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

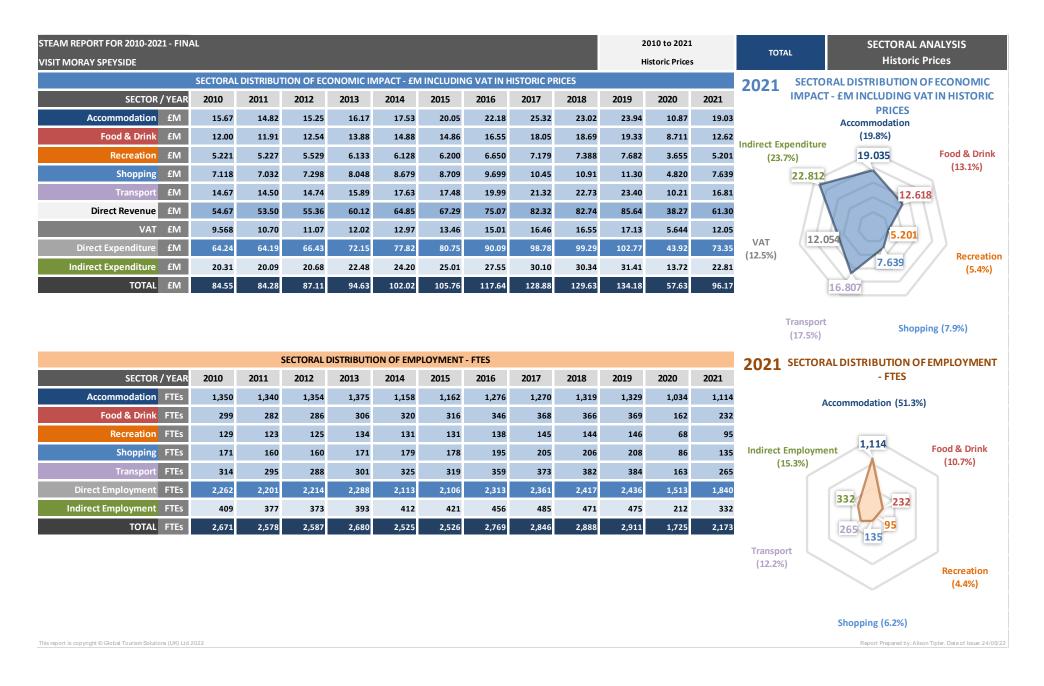
Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	L - FINAL										2010 to 2021 listoric Price		то	TAL	E	CONOMI Historic						
ECONOMIC IMPACT BY:					Ν	MONTH AN	D QUARTE	۲														
KEY						тот	TAL						CALEND	AR YEAR		QUA	TED					
An increase of 3% or more			ECC		IPACT £M	- IN HISTOP	RIC PRICES	/ PERCENTA	AGE CHANG	iES						QUA	(IEK					
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4				
% Change 2010 to 2021	-58.2%	-77.0%	- <mark>86.7%</mark>	-43.6%	15.4%	23.2%	33.0%	42.4%	75.1%	65.5%	103.8%	30.8%	13.7%		-75.4%	2.2%	46.9%	66.9%				
% Change 2020 to 2021	-68.9%	-86.5%	-83.3%	2368.9%	3282.1%	3735.3%	667.4%	39.5%	39.4%	31.1%	90.0%	146.8%	66.9%	Annual Change	-79.7%	3274.6%	92.1%	62.2%				
Average Annual Change	-5.3%	-7.0%	-7.9%	-4.0%	1.4%	2.1%	3.0%	3.9%	6.8%	6.0%	9.4%	2.8%	1.2%	Anı Cha	-6.9%	0.2%	4.3%	6.1%				
2010 £M	4.943	4.506	6.796	6.716	8.662	9.229	10.97	11.46	7.231	6.811	3.707	3.517	84.55		16.24	24.61	29.66	14.04				
2011 £M	4.234	5.279	6.193	7.382	7.887	8.734	10.72	11.29	6.801	7.067	4.359	4.341	84.28	-0.3%	15.71	24.00	28.81	15.77				
2012 £M	5.998	5.750	6.997	6.773	7.440	9.083	11.12	11.72	7.526	6.459	3.941	4.309	87.11	3.4%	18.74	23.30	30.36	14.71				
2013 £M	6.234	6.241	8.609	7.416	8.510	9.282	12.87	13.02	7.950	6.874	3.820	3.806	94.63	8.6%	21.08	25.21	33.84	14.50				
2014 £M	5.721	6.338	6.893	7.698	10.65	10.21	13.47	14.62	8.566	7.820	4.795	5.241	102.02	7.8%								
2015 £M	6.455	6.535	7.061	7.966	11.00	10.21	13.98	13.95	8.766	8.800	5.366	5.667	105.76	3.7%	20.05	29.18	36.69	19.83				
2016 £M	5.391	6.400	7.978	8.358	12.22	12.19	17.00	16.81	10.33	9.667	5.267	6.027	117.64	11.2%	19.77	32.77	44.14	20.96				
2017 £M	7.530	7.432	7.831	10.28	13.54	13.09	18.12	17.60	11.17	10.20	6.222	5.858	128.88	9.6%	22.79	36.91	46.89	22.28				
2018 £M	6.457	7.168	7.620	10.26	13.76	12.74	16.91	18.68	12.99	10.65	6.594	5.801	129.63	0.6%	21.25	36.77	48.57	23.05				
2019 £M	6.840	7.648	8.020	10.75	14.30	13.15	17.53	19.33	13.41	10.98	6.356	5.865	134.18	3.5%	22.51	38.20	50.27	23.21				
2020 £M	6.643	7.703	5.415	0.153	0.296	0.297	1.902	11.70	9.083	8.600	3.977	1.865	57.63	-57.0%	19.76	0.745	22.69	14.44				
2021 £M	2.065	1.036	0.902	3.785	9.996	11.37	14.59	16.32	12.66	11.27	7.555	4.602	96.17	66.9%	4.003	25.16	43.58	23.43				
			_	_	CT - IN HIS			_							TOT							
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by Y	'ear and Sh	are of Tota	I				
Total £M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	150.00					120.0%				
All Visitor Types £M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17										
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.00		80.							
Annual Change in Share %																		60.0%				
Change in Share from 2010 %													50.00					40.0%				
Avg Ann. Change in Share %													019 020 021	20.0%								
													0.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	0.0%				
													0.00	Tota	l £M	• • Sh	are of Total					
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	- FINAL										2010 to 2021 listoric Prices		SERV ACCOMM		E	CONOMI Historic		ī
ECONOMIC IMPACT BY:					Ν	MONTH AN	D QUARTE	R										
KEY					SER\	/ICED ACCO	OMMODAT	ION					CALEND	AR YEAR				
An increase of 3% or more			ECC		IPACT £M	- IN HISTOF	RIC PRICES	/ PERCENTA	GE CHANG	iES						QUAF	RTER	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-56.9%	-81.1%	-92.6%	-35.7%	24.3%	53.4%	9.9%	66.5%	116.1%	77.2%	178.3%	89.5%	26.3%		-79.1%	18.2%	57.7%	109.2%
% Change 2020 to 2021	- 70.1%	-90.2%	-93.2%	69533.7%	*****	67619.9%	901.4%	56.0%	62.6%	77.6%	146.4%	180.1%	71.0%	Annual Change	-85.2%	84766.9%	104.8%	114.9%
Average Annual Change	-5.2%	-7.4%	-8.4%	-3.2%	2.2%	4.9%	0.9%	6.0%	10.6%	7.0%	16.2%	8.1%	2.4%	An	- 7.2 %	1.7%	5.2%	9.9%
2010 £M	2.402	2.164	3.633	2.773	3.704	3.601	5.299	5.050	3.577	3.136	1.790	1.196	38.32		8.199	10.08	13.93	6.122
2011 £M	1.850	2.883	3.363	2.882	3.050	3.324	4.984	5.078	3.537	3.650	2.599	2.095	39.29	2.5%	8.096	9.256	13.60	8.344
2012 £M	3.390	3.060	3.893	2.936	2.679	3.571	5.432	5.520	3.984	3.181	2.212	1.878	41.74	6.2%	10.34	9.185	14.94	7.271
2013 £M	3.449	3.233	4.707	3.104	2.995	3.735	6.232	6.199	4.287	3.452	2.115	1.570	45.08	8.0%	11.39	9.835	16.72	7.136
														9.468				
														18.03	10.83			
2016 £M	2.640	3.650	4.991	3.928	5.615	5.817	8.869	9.018	6.280	5.229	3.362	3.523	62.92	17.9%	11.28	15.36	24.17	12.11
2017 £M	4.408	4.511	5.263	5.051	6.468	6.622	9.462	9.859	6.999	5.715	3.891	3.224	71.47	13.6%	14.18	18.14	26.32	12.83
2018 £M	3.410	4.255	4.880	4.803	6.128	6.148	8.134	10.72	8.707	5.758	3.889	2.990	69.82	-2.3%	12.54	17.08	27.56	12.64
2019 £M	3.531	4.287	5.005	5.020	6.339	6.357	8.483	11.10	8.939	6.013	3.974	3.043	72.09	3.2%	12.82	17.72	28.52	13.03
2020 £M	3.465	4.185	3.956	0.003	0.003	0.008	0.582	5.387	4.755	3.129	2.022	0.810	28.30	-60.7%	11.61	0.014	10.72	5.960
2021 £M	1.035	0.410	0.268 ECON(1.781	4.604 CT - IN HIS	5.523	5.824	8.406	7.732	5.557	4.981	2.267	48.39	71.0%	1.712	11.91 OMMODAT	21.96	12.81
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				ear and Sh		al
Serviced £M	38.32	39.29	41.74	45.08	50.03	53.38	62.92	71.47	69.82	72.09	28.30	48.39	TIVI		inpact by i			
All Visitor Types £M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	80.00					60.0%
Share of Total %	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%	53.7%	49.1%	50.3%	60.00				•••	50.0%
Annual Change in Share %		2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%	-0.3%	-8.6%	2.5%				40.0%		
Change in Share from 2010 %		2.9%	5.7%	5.1%	8.2%	11.3%	18.0%	22.3%	18.8%	18.5%	8.3%	11.0%	40.00					30.0%
Avg Ann. Change in Share %		2.9%	2.8%	1.7%	2.0%	2.3%	3.0%	3.2%	2.4%	2.1%	0.8%	1.0%	20.00					20.0%
-													20.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	10.0%
													0.00					0.0%
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	L - FINAL										2010 to 2021 listoric Prices		NON-SE ACCOMM		E	CONOMI Historic		
ECONOMIC IMPACT BY:					N	/IONTH AN	D QUARTEI	R										
KEY					NON-SE	ERVICED AC	соммор	ATION					CALEND	AR YEAR		QUAI	RTFR	
An increase of 3% or more			ECC		IPACT £M ·	IN HISTOF	RIC PRICES ,	PERCENTA	GE CHANG	iES						QUA	NILN .	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-93.0%	-92.8%	-93.7%	-48.0%	2.9%	1.0%	63.6%	29.8%	22.4%	69.0%	74.0%	-23.5%	14.9%	-	-93.2%	-11.0%	39.7%	55.3%
% Change 2020 to 2021	-75.3%	-87.8%	-79.2%	936.8%	1153.9%	1473.8%	531.3%	15.6%	-2.1%	- <mark>8.0</mark> %	6.1%	86.7%	76.3%	Annual Change	-82.6%	1235.3%	64.0%	-1.3%
Average Annual Change	-8.5%	-8.4%	-8.5%	-4.4%	0.3%	0.1%	5.8%	2.7%	2.0%	6.3%	6.7%	-2.1%	1.4%	ĞĂ	-8.5%	-1.0%	3.6%	5.0%
2010 £M	0.434	0.515	0.658	2.144	2.818	3.326	3.477	3.789	2.609	2.342	0.667	0.568	23.35		1.606	8.288	9.875	3.577
2011 £M	0.297	0.347	0.418	2.521	2.628	3.000	3.462	3.594	2.194	2.055	0.430	0.352	21.30	-8.8%	1.062	8.148	9.250	2.837
2012 £M	0.274	0.348	0.428	1.904	2.427	2.970	3.282	3.527	2.409	1.917 1.904	0.467 0.400	0.417 0.278	20.37	-4.4%	1.049	7.301	9.218	2.801
	2013 £M 0.161 0.261 0.682 2.191 2.667 2.864 3.754 3.745 2 2014 £M 0.267 0.486 0.434 2.163 3.161 2.975 3.912 4.315 2												21.24	4.3%	1.104	7.723	9.828	2.582
													23.31	9.8%	1.187	8.299	10.62	3.203
2015 £M	0.312	0.392	0.574	2.133	2.802	3.061	3.820 4.308	4.034	2.649	2.496 2.680	0.585 0.473	0.554 0.201	23.41 23.93	0.4% 2.2%	1.278 1.025	7.995 8.509	10.50 11.04	3.635 3.354
2018 ±M	0.220	0.290	0.316	2.205	2.925	3.379	4.308	4.382	2.350	2.680	0.473	0.201	23.93	3.7%	0.849	9.068	10.98	3.354
2017 EM 2018 EM	0.205	0.280	0.551	2.709	3.243	3.394	4.541	4.289	2.350	3.067	1.064	0.390	24.82	6.3%	1.084	9.501	10.98	4.590
2019 £M	0.209	0.358	0.586	3.020	3.405	3.457	4.502	4.470	2.430	3.053	1.060	0.441	26.99	2.3%	1.152	9.882	11.40	4.555
2020 £M	0.124	0.304	0.199	0.108	0.231	0.213	0.901	4.254	3.261	4.302	1.093	0.233	15.22	-43.6%	0.627	0.552	8.416	5.628
2021 £M	0.031	0.037	0.041	1.115	2.899	3.360	5.689	4.918	3.192	3.959	1.160	0.435	26.84	76.3%	0.109	7.374	13.80	5.554
			ECONC	OMIC IMPA	CT - IN HIST	FORIC PRIC	ES							NON-SI	ERVICED AC	ссоммор	ATION	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic li	mpact by Y	ear and Sh	are of Tota	ıl
Non-Serviced £M	23.35	21.30	20.37	21.24	23.31	23.41	23.93	24.82	26.37	26.99	15.22	26.84	30.00					30.0%
All Visitor Types £ M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	25.00	~		_ =		25.0%
Share of Total %	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%	20.1%	26.4%	27.9%	20.00					20.0%
Annual Change in Share %		-8.5%	-7.5%	-4.0%	1.8%	- 3. 1%	- <mark>8.1</mark> %	-5.3%	5.7%	-1.1%	31.3%	5.6%	15.00					15.0%
Change in Share from 2010 %	Change in Share from 2010 % -8.5% -15.3% -18.7% -17.3% -19.8% -26.3% -26.3% -26.3% -27.2%																	
Avg Ann. Change in Share %		-8.5%	-7.7%	-6.2%	-4.3%	- 4.0%	-4.4%	-4.3%	-3.3%	-3.0%	-0.4%	0.1%	10.00		m = + 10	10 N m		10.0%
													5.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	5.0%
													0.00	Non-Se	rviced £M		Share of To	0.0% tal %
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	l - FINAL										2010 to 2021 listoric Price		SF	FR	E	CONOMI Historic						
ECONOMIC IMPACT BY:					r	MONTH AN	DOUARTE	R														
KEY	_	_	_	_		SF			_	_	_		CALEND	AR YEAR								
An increase of 3% or more			ECC		1PACT £M			/ PERCENTA	GE CHANG	ies						QUA	RTER					
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4				
% Change 2010 to 2021	-69.6%	-87.8%	-92.4%	-49.4%	6.9%	25.8%	43.3%	31.8%	51.1%	59.6%	84.8%	11.7%	0.8%		-81.2%	-5.1%	39.1%	39.8%				
% Change 2020 to 2021	-73.6%	-90.3%	-90.7%	1390.8%	1733.5%	2287.3%	615.6%	23.2%	20.4%	10.8%	72.1%	145.5%	55.3%	Annual Change	-82.5%	1882.0%	61.2%	66.5%				
Average Annual Change	-6.3%	-8.0%	-8.4%	-4.5%	0.6%	2.3%	3.9%	2.9%	4.6%	5.4%	7.7%	1.1%	0.1%	Ann Chai	-7.4%	-0.5%	3.6%	3.6%				
2010 £M	1.094	0.608	0.778	1.273	1.047	1.418	0.928	1.666	0.688	0.649	0.562	1.356	12.07		2.480	3.738	3.282	2.567				
2011 £M	1.018	0.650	0.756	1.370	1.044	1.431	0.963	1.718	0.692	0.678	0.602	1.475	12.40	2.7%	2.424	3.845	3.373	2.755				
2012 £M	1.211	0.666	0.825	1.343	1.041	1.476	0.990	1.772	0.733	0.668	0.594	1.464	12.78	3.1%	2.702	3.860	3.496	2.726				
2013 £M	1.298	0.737	1.034	1.525	1.182	1.617	1.131	1.986	0.807	0.739	0.632	1.467	14.15	10.7%	3.069	4.325	3.923	2.838				
2014 £M	1.303	0.785	0.872	1.561	1.308	1.704	1.158	2.107	0.838	0.783	0.694	1.673	14.78									
2015 £M	1.408	0.797	0.923	1.582	1.299	1.716	1.166	2.085	0.856	0.840	0.771	1.827	15.27									
2016 £M	1.215	0.729	0.951	1.601	1.324	1.797	1.237	2.200	0.871	0.846	0.708	1.767	15.25	-0.2%	2.895	4.722	4.308	3.321				
2017 £M	1.413	0.798	0.953	1.773	1.388	1.883	1.263	2.243	0.904	0.877	0.784	1.790	16.07	5.4%	3.164	5.044	4.410	3.451				
2018 £M	1.366	0.828	0.996	1.826	1.438	1.908	1.287	2.339	0.963	0.927	0.853	1.861	16.59	3.3%	3.190	5.172	4.589	3.641				
2019 £M	1.394	0.840	1.014	1.873	1.474	1.941	1.307	2.384	0.981	0.940	0.861	1.881	16.89	1.8%	3.248	5.287	4.672	3.682				
2020 £M	1.262	0.768	0.639	0.043	0.061	0.075	0.186	1.783	0.863	0.935	0.604	0.617	7.835	-53.6%	2.669	0.179	2.832	2.156				
2021 £M	0.333	0.074	0.059	0.644	1.119	1.784	1.329	2.196	1.040	1.036	1.039	1.515	12.17	55.3%	0.467	3.547	4.565	3.590				
			ECONC	OMIC IMPA	CT - IN HIS	TORIC PRIC	ES								SF							
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by Y	ear and Sh	are of Tota	.l				
SFR £M	12.07	12.40	12.78	14.15	14.78	15.27	15.25	16.07	16.59	16.89	7.835	12.17	20.00					20.0%				
All Visitor Types £M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17						15.0%				
Share of Total %	14.3%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%	12.6%	13.6%	12.7%	15.00									
Annual Change in Share %		3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%	-1.7%	8.0%	-6.9%	10.00					10.0%				
Change in Share from 2010 %		3.0%	2.8%	4.8%	1.5%	1.2%	-9.2%	-12.6%	-10.3%	-11.8%	-4.8%	-11.3%										
Avg Ann. Change in Share %		3.0%	1.4%	1.6%	0.4%	0.2%	-1.5%	-1.8%	-1.3%	-1.3%	-0.5%	-1.0%	5.00	0 - 0	<u>ω</u> 4 υ	8 12	o 0 7	5.0%				
													0.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	0.0%				
													0.00	SFR	£M	• • Sha	are of Total S	0.0% %				
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	L - FINAL										2010 to 2021 listoric Prices		STAYING	VISITOR	E	CONOMI Historic						
ECONOMIC IMPACT BY:					Γ	MONTH AN	D QUARTEI	R						AR YEAR								
KEY						STAYING	VISITOR						CALLIND			QUAF	RTFR					
An increase of 3% or more			ECC		1PACT £M	- IN HISTOP	RIC PRICES ,	/ PERCENTA	GE CHANG	iES						QUA	(ILI)					
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4				
% Change 2010 to 2021	-64.4%	-84.1%	-92.7%	-42.8%	13.9%	27.8%	32.3%	47.7%	74.0%	72.2%	137.9%	35.1%	18.5%	_ •	-81.4%	3.3%	48.9%	78.9%				
% Change 2020 to 2021	-71.2%	-90.1%	-92.3%	2209.3%	2817.1%	3499.3%	669.7%	35.9%	34.7%	26.1%	93.1%	154.1%	70.1%	Annual Change	-84.6%	2963.4%	83.5%	59.7%				
Average Annual Change	-5.9%	-7.6%	-8.4%	-3.9%	1.3%	2.5%	2.9%	4.3%	6.7%	6.6%	12.5%	3.2%	1.7%	Ch A	-7.4%	0.3%	4.4%	7.2%				
2010 £M	3.930	3.286	5.070	6.190	7.569	8.345	9.704	10.50	6.875	6.127	3.019	3.120	73.74		12.29	22.10	27.08	12.27				
2011 £M	3.164	3.880	4.538	6.773	6.722	7.754	9.408	10.39	6.423	6.383	3.631	3.922	72.99	-1.0%	11.58	21.25	26.22	13.94				
2012 £M	4.875	4.074	5.146	6.183	6.147	8.017	9.704	10.82	7.127	5.766	3.273	3.758	74.89	2.6%	14.10	20.35	27.65	12.80				
2013 £M	4.908	4.231	6.423	6.821	6.845	8.216	11.12	11.93	7.423	6.095	3.147	3.315	80.47	7.5%	15.56	21.88	30.47	12.56 15.82				
2014 £M 2015 £M	4.478	4.590	5.191	7.029	8.813	9.127	11.54	13.47 12.83	8.061	6.983	4.127	4.710	88.12	9.5% 4.5%								
2015 £M	5.218 4.074	4.981 4.669	5.691 6.457	7.356 7.734	9.054 9.864	9.203 10.99	11.69 14.41	12.83	8.122 9.501	7.966 8.754	4.738 4.543	5.203 5.491	92.06 102.09	4.5%	15.89	25.61	32.65	17.91 18.79				
2018 ±M	5.991	5.589	6.613	9.534	9.864	10.99	14.41	16.39	9.501	9.322	5.475	5.491	102.09	10.9%	15.20	32.25	41.71	20.20				
2017 EM 2018 EM	4.981	5.389	6.426	9.534	10.85	11.87	13.90	17.42	10.23	9.522	5.806	5.310	112.50	0.4%	16.82	31.75	43.35	20.20				
2019 £M	5.134	5.484	6.605	9.913	11.22	11.45	14.29	17.95	12.35	10.01	5.896	5.364	115.97	2.8%	17.22	32.89	44.60	21.27				
2020 £M	4.851	5.258	4.794	0.153	0.296	0.296	1.668	11.42	8.879	8.365	3.718	1.659	51.36	-55.7%	14.90	0.745	21.97	13.74				
2021 £M	1.398	0.521	0.368	3.541	8.622	10.67	12.84	15.52	11.96	10.55	7.180	4.217	87.39	70.1%	2.288	22.83	40.33	21.95				
			ECONC	OMIC IMPA	CT - IN HIS		ES								STAYING	VISITOR						
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by Y	'ear and Sh	are of Tota	al				
Staying Visitor £M	73.74	72.99	74.89	80.47	88.12	92.06	102.09	112.36	112.79	115.97	51.36	87.39	140.00					100.0%				
All Visitor Types £M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	120.00					00.000				
Share of Total %	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%	86.4%	89.1%	90.9%	100.00		_	80.0%						
Annual Change in Share %		-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%	-0.7%	3.1%	2.0%	80.00			60.0%						
Change in Share from 2010 %		-0.7%	-1.4%	-2.5%	-1.0%	-0.2%	-0.5%	0.0%	-0.2%	-0.9%	2.2%	4.2%	60.00			40.0%						
Avg Ann. Change in Share %		-0.7%	-0.7%	-0.8%	-0.2%	0.0%	-0.1%	0.0%	0.0%	-0.1%	0.2%	0.4%	40.00					20.0%				
													20.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	20.070				
													0.00	Staving	Visitor £M		Share of To	0.0% tal %				
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	L - FINAL										2010 to 2021 Historic Price		DAY V	ISITOR	l	ECONOMI Historic						
ECONOMIC IMPACT BY:					N	10NTH AN	D QUARTEI	R						AR YEAR								
KEY						DAY VI	SITOR						CALEND			QUAF	TED					
An increase of 3% or more			ECC		IPACT £M ·		RIC PRICES	/ PERCENTA	AGE CHANG	iES						QUAI	(ILIX					
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4				
% Change 2010 to 2021	-34.2%	-57.8%	-69.1%	-53.5%	25.7%	- <mark>20.1%</mark>	38.5%	-16.1%	96.5%	5.2%	-45.6%	-2.9%	-18.8%		- 56.7%	-7.1%	26.3%	-16.4%				
% Change 2020 to 2021	-6 <mark>2.8</mark> %	- 78.9 %	-14.1%			############	651.4%	189.1%	242.8%	206.7%	45.1%	87.4%	39.9%	Annual Change	- 64.7 %	*****	355.2%	111.8%				
Average Annual Change	-3.1%	-5.3%	-6.3%	-4.9%	2.3%	-1.8%	3.5%	-1.5%	8.8%	0.5%	-4.1%	-0.3%	-1.7%	Ani Cha	-5.2%	-0.6%	2.4%	-1.5%				
2010 £M	1.013	1.219	1.726	0.526	1.093	0.884	1.265	0.957	0.356	0.684	0.689	0.397	10.81		3.959	2.504	2.577	1.770				
2011 £M	1.069	1.399	1.656	0.610	1.165	0.979	1.308	0.901	0.378	0.684	0.727	0.419	11.30	4.5%	4.124	2.754	2.587	1.831				
2012 £M	1.123	1.675	1.852	0.590	1.293	1.066	1.414	0.897	0.399	0.693	0.668	0.551	12.22	8.2%	4.650	2.949	2.711	1.912				
2013 £M	1.326	2.011	2.187	0.595	1.665	1.066	1.751	1.087	0.527	0.780	0.673	0.491	14.16	15.8%	5.523	3.325	3.365	1.944				
2014 £M	1.243	1.748	1.702	0.669	1.836	1.083	1.931	1.142	0.506	0.837	0.668	0.531	13.90	-1.8%								
2015 £M	1.237	1.554	1.370	0.610	1.950	1.009	2.285	1.120	0.644	0.834	0.628	0.463	13.70	-1.4%								
2016 £M	1.317	1.731	1.521	0.625	2.360	1.197	2.582	1.209	0.833	0.913	0.724	0.536	15.55	13.4%	4.569	4.182	4.623	2.173				
2017 £M	1.539	1.843	1.218	0.750	2.683	1.224	3.054	1.211	0.918	0.881	0.746	0.454	16.52	6.3%	4.600	4.657	5.183	2.082				
2018 £M	1.476	1.757	1.194	0.767	2.954	1.292	3.007	1.258	0.952	0.901	0.788	0.491	16.84	1.9%	4.427	5.013	5.216	2.180				
2019 £M	1.706	2.163	1.415	0.841	3.079	1.396	3.239	1.375	1.059	0.979	0.460	0.500	18.21	8.2%	5.283	5.315	5.673	1.939				
2020 £M	1.793	2.445	0.621			0.000	0.233	0.278	0.204	0.234	0.258	0.206	6.272	-65.6%	4.858	0.000	0.715	0.699				
2021 £M	0.667	0.515	0.533	0.245	1.374	0.707	1.752	0.803	0.699	0.719	0.375	0.386	8.775	39.9%	1.715	2.326	3.254	1.480				
			ECONC	ΟΜΙϹ ΙΜΡΑ	CT - IN HIST	FORIC PRIC	ES								DAY V	ISITOR						
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by \	ear and Sh	are of Tota	d				
Day Visitor £M	10.81	11.30	12.22	14.16	13.90	13.70	15.55	16.52	16.84	18.21	6.272	8.775	20.00					20.0%				
All Visitor Types £ M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17										
Share of Total %	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%	9.1%	15.00			15.0%						
Annual Change in Share %		4.8%	4.7%	6.6%	-9.0%	- 4.9%	2.0%	-3.0%	1.3%	4.5%	-19.8%	-16.2%	10.00		10.							
Change in Share from 2010 %		4.8%	9.7%	1 7.0%	6.5%	1.3%	3.4%	0.3%	1.6%	6.2%	-14.9%	- <mark>28.6</mark> %	20.00					2010/0				
Avg Ann. Change in Share %		4.8%	4.9%	5.7%	1.6%	0.3%	0.6%	0.0%	0.2%	0.7%	-1.5%	-2.6%	5.00	0 7 0	ω 4 ω	9 \ 8	л од	5.0%				
														2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021					
													0.00	Day Vi	sitor £M		Share of Tota	0.0% al %				
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Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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STEAM REPORT FOR 2010-2023	L - FINAL									2	010 to 2021		то	ΤΑΙ			JUMBERS	
VISIT MORAY SPEYSIDE										-								
VISITOR NUMBERS BY:					Γ	ΛΟΝΤΗ ΑΝ	D QUARTE	R						AR YEAR				
KEY						то	TAL						CALLIND			QUA	DTED	
An increase of 3% or more				VISITOR	NUMBERS	IN THOUSA	NDS / PER	CENTAGE C	HANGES							QUA	NI LIN	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-64.2%	- 78.8 %	-84.8%	-65.3%	-21.0%	-15.6%	-0.1%	-9.0%	28.9%	6.2%	12.3%	-10.7%	-24.6%		- 77.2%	-30.6%	3.7%	3.4%
% Change 2020 to 2021	-68.5%	-83.4%	-62.8%	2978.0%	6223.9%	7613.4%	687.5%	49.7%	64.2%	44.4%	100.1%	136.6%	70.6%	Annual Change	- 73.9%	5862.8%	120.5%	76.9%
Average Annual Change	-5.8%	-7.2%	-7.7%	-5.9%	-1.9%	-1.4%	0.0%	-0.8%	2.6%	0.6%	1.1%	-1.0%	-2.2%	An	-7.0%	-2.8%	0.3%	0.3%
2010 000s	39.8	42.0	59.5	49.7	73.6	67.0	73.1	73.0	47.8	47.2	33.6	30.7	637.0		141.3	190.3	193.9	111.5
2011 000s	36.3	46.8	52.7	52.4	69.3	65.3	72.5	69.6	44.6	48.1	36.6	35.3	629.4	-1.2%	135.8	187.0	186.7	119.9
2012 000s	42.1	49.4	57.2	46.7	70.4	69.1	76.3	71.5	49.3	43.8	32.6	35.5	643.7	2.3%	148.7	186.2	197.1	111.8
2013 000s	45.5	55.5	69.9	49.0	81.5	70.0	86.1	79.2	53.1	47.8	31.1	32.0	700.8	8.9%	171.0	200.5	218.4	110.9
2014 000s	41.2	49.1	50.5	50.7	89.1	70.3	85.6	81.6	51.1	48.6	34.9	37.9	690.6	-1.4%	140.8	210.1	218.3	121.4
2015 000s	43.2	47.2	45.9	47.9	91.5	65.6	92.1	78.6	53.1	55.6	40.9	40.8	702.3	1.7%	136.2	205.0	223.8	137.2
2016 000s	38.9	45.3	50.9	49.3	102.4	73.4	106.3	87.2	64.1	54.6	36.1	42.1	750.4	6.8%	135.1	225.1	257.6	132.7
2017 000s	49.8	49.8	45.7	59.8	112.7	81.5	116.6	86.6	68.5	57.3	39.5	38.3	806.2	7.4%	145.3	254.0	271.8	135.1
2018 000s	44.1	47.0	44.0	58.8	115.7	78.7	109.0	90.9	75.4	58.4	38.9	36.9	797.9	-1.0%	135.1	253.2	275.3	134.3
2019 000s	46.4	52.0	45.5	59.2	115.3	79.5	111.1	94.1	73.5	57.0	34.0	36.7	804.2	0.8%	143.9	254.0	278.6	127.6
2020 000s	45.3	53.7	24.2	0.6	0.9	0.7	9.3	44.3	37.5	34.7	18.8	11.6	281.7	-65.0%	123.2	2.2	91.2	65.1
2021 000s	14.3	8.9	9.0	17.2	58.2	56.6	73.0	66.4	61.6	50.1	37.7	27.4	480.5	70.6%	32.2	132.0	201.0	115.3
				VISITO	DR NUMBEI	RS									TO	TAL		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor N	o.s by Yea	r and Share	of Total	
Total 000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	1,000.00					120.0%
All Visitor Types 000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	800.00					100.0%
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						80.0%
Annual Change in Share %													600.00					60.0%
Change in Share from 2010 %													400.00					40.0%
Avg Ann. Change in Share %													200.00	0 7 0	<u>ω</u> 4 υ	9 1 8	<u>σ</u> ο -	
														2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	20.0%
													0.00	Total	000s	• • • si	hare of Total	0.0%
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STEAM REPORT FOR 2010-202 VISIT MORAY SPEYSIDE	1 - FINAL									2	010 to 2021	L	SERV	/ICED		VISITOR N	IUMBERS	
VISITOR NUMBERS BY:					Γ	/IONTH AN	D QUARTE	R										
KEY					SER\	/ICED ACCO	OMMODAT	ION					CALEND	AR YEAR				
An increase of 3% or more				VISITOR	NUMBERS	IN THOUSA	NDS / PER	CENTAGE CI	HANGES							QUAI	RTER	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	- 73.6%	-93.0%	-95.9%	-68.3%	-32.5%	20.5%	-20.3%	12.6%	38.1%	12.1%	89.5%	24.3%	-11.7%		-89.3%	-23.2%	9.2%	37.3%
% Change 2020 to 2021	-77.8%	-93.6%	-94.0%	38538.9%	83841.6%	52194.5%	898.5%	38.1%	62.3%	67.7%	199.1%	193.1%	89.6%	Annual Change	-88.6%	57171.0%	90.3%	124.9
Average Annual Change	-6 .7 %	-8.5%	-8.7%	-6.2%	-3.0%	1.9%	-1.8%	1.1%	3.5%	1.1%	8.1%	2.2%	-1.1%	Anr Cha	-8.1%	-2.1%	0.8%	3.4%
2010 000s	000s 6.7 12.8 12.8 16.2 20.0 20.7 24.6 25.4 20.5 20.3 13.9 11.3 204.9 3.3% 32.2 56.9													71.9	3			
2011 000s	D0s 6.7 12.8 12.8 16.2 20.0 20.7 24.6 25.4 20.5 20.3 13.9 11.3 204.9 3.3% 32.2 56.9														70.5	4		
2012 000s	11.0	11.2	14.3	11.7	20.3	23.1	28.6	28.3	24.1	17.5	11.6	9.6	211.4	3.1%	36.5	55.1	81.0	3
2013 000s	11.4	12.5	19.4	13.8	22.1	24.4	30.1	30.4	26.1	19.7	10.6	8.1	228.7	8.2%	43.3	60.3	86.7	1
2014 000s	9.2	10.5	12.2	14.4	24.6	25.0	27.5	30.7	25.0	18.8	14.2	11.7	223.8	-2.1%	31.8	64.1	83.2	4
2015 000s	10.9	12.6	12.9	14.4	25.7	22.8	27.9	29.3	23.2	24.4	19.9	14.3	238.3	6.5%	36.4	62.9	80.4	!
2016 000s	7.3	9.2	15.9	16.1	26.9	25.9	34.6	36.8	31.0	22.4	14.6	16.5	257.2	7.9%	32.3	69.0	102.4	Ę
2017 000s	14.1	12.3	16.9	22.0	31.3	34.3	37.2	38.0	35.0	24.9	16.7	13.8	296.4	15.2%	43.3	87.6	110.1	!
2018 000s	11.0	12.1	15.9	20.9	30.2	31.5	32.5	41.8	41.7	25.4	14.9	11.7	289.4	-2.4%	38.9	82.5	116.0	
2019 000s	10.2	11.6	14.4	20.3	29.1	31.0	32.2	43.6	38.4	23.6	15.5	11.9	281.7	-2.7%	36.2	80.4	114.2	
2020 000s	9.8	10.6	9.7	0.0	0.0	0.0	2.0	20.4	18.9	11.7	6.4	2.8	92.4	-67.2%	30.1	0.1	41.3	
2021 000s	2.2	0.7	0.6	5.0	15.4	25.7	19.7	28.2	30.7	19.6	19.2	8.3	175.2	89.6%	3.4	46.1	78.5	
				VISITO	DR NUMBEI	RS								SER\	/ICED ACC	OMMODAT	ION	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor N	o.s by Yea	r and Share	of Total	
Serviced 000s	198.3	204.9	211.4	228.7	223.8	238.3	257.2	296.4	289.4	281.7	92.4	175.2	350.00					40.
All Visitor Types 000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	300.00			-		,
Share of Total %	31.1%	32.6%	32.8%	32.6%	32.4%	33.9%	34.3%	36.8%	36.3%	35.0%	32.8%	36.5%	250.00	-				30
Annual Change in Share %		4.6%	0.9%	-0.6%	-0.7%	4.7%	1.0%	7.3%	-1.3%	-3.4%	- 6.3 %	11.1%	200.00					20
Change in Share from 2010 %		4.6%	5.5%	4.8%	4.1%	9.0%	10.1%	18.1%	16.5%	12.5%	5.3%	17.1%	150.00					
Avg Ann. Change in Share %		4.6%	2.7%	1.6%	1.0%	1.8%	1.7%	2.6%	2.1%	1.4%	0.5%	1.6%	100.00	0 7 0	ω 4 Ω	9 7 8	ο <u>ο</u> τ	10
													50.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	
													0.00	Service	ed 000s		Share of Tota	0.0 al %
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STEAM REPORT FOR 2010-2021	L - FINAL									2	010 to 2021		NON-SI	RVICED			UMBERS	
VISIT MORAY SPEYSIDE																		
VISITOR NUMBERS BY:					Γ	/ONTH AN	D QUARTE	۲					CALEND	AR YEAR				
KEY					NON-S	ERVICED A	ссоммор	ATION					CALEND			QUA	RTFR	
An increase of 3% or more				VISITOR	NUMBERS	IN THOUSA	NDS / PERG	CENTAGE C	HANGES							0,071		
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-95.8%	-95.8%	-96.4%	-61.8%	-36.3%	-34.2%	35.7%	-5.1%	6.6%	31.8%	30.8%	-4.9%	-15.3%		-96.1%	-42.3%	12.6%	26.8%
% Change 2020 to 2021	-79.8%	-89.8%	-80.5%	993.2%	1213.1%	2220.6%	622.0%	33.8%	30.3%	-4.4%	11.6%	97.1%	95.9%	Annual Change	-84.9%	1441.8%	102.9%	3.9%
Average Annual Change	-8.7%	-8.7%	-8.8%	-5.6%	-3.3%	-3.1%	3.2%	-0.5%	0.6%	2.9%	2.8%	-0.4%	-1.4%	Ani Cha	-8.7%	-3.8%	1.1%	2.4%
2010 000s	1.7	2.1	3.0	7.8	10.6	10.9	10.8	11.2	8.5	7.6	2.3	1.5	78.0		6.7	29.3	30.6	11.
2011 000s														28.3	8.			
2012 000s	0.8	1.5	1.4	9.0	8.1	9.0	9.6	10.1	8.0	5.7	1.6	1.3	66.1	-1.0%	3.7	26.1	27.7	8.
2013 000s	0.5	1.1	2.6	8.6	8.1	8.9	10.9	11.1	6.9	5.8	1.3	1.1	66.9	1.2%	4.2	25.7	28.9	8.
2014 000s	0.7	1.8	1.5	8.3	9.5	8.7	10.4	12.1	6.6	6.7	1.3	1.5	69.2	3.5%	4.0	26.5	29.1	9.
2015 000s	0.6	1.4	1.8	7.1	8.7	8.4	9.7	11.7	7.6	7.7	1.7	1.8	68.1	-1.6%	3.8	24.2	29.0	11.
2016 000s	0.5	1.1	1.6	6.7	9.2	8.6	11.6	10.8	7.2	7.7	1.5	0.6	67.1	-1.4%	3.2	24.5	29.6	9.
2017 000s	0.4	1.0	1.1	7.8	8.9	8.2	11.5	9.7	6.3	8.6	2.2	1.3	67.2	0.1%	2.5	25.0	27.5	12.
2018 000s	0.4	0.9	1.6	8.4	9.3	8.0	11.8	10.2	6.2	9.4	2.9	1.7	71.0	5.7%	3.0	25.8	28.3	14.
2019 000s	0.6	1.0	1.6	8.1	8.9	7.9	11.4	10.1	6.2	9.1	2.7	1.5	69.2	-2.6%	3.2	24.9	27.7	13
2020 000s	0.3	0.9	0.5	0.3	0.5	0.3	2.0	8.0	7.0	10.5	2.7	0.7	33.7	-51.3%	1.8	1.1	17.0	13.
2021 000s	0.1	0.1	0.1	3.0	6.8	7.2	14.7	10.6	9.1	10.1	3.0	1.4	66.0	95.9%	0.3	16.9	34.4	14.
				VISITO	RNUMBE	RS								NON-SI	ERVICED A	COMMOD	ATION	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor N	o.s by Yea	r and Share	of Total	
Non-Serviced 000s	78.0	66.8	66.1	66.9	69.2	68.1	67.1	67.2	71.0	69.2	33.7	66.0	100.00					15.0%
All Visitor Types 000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	80.00	•)
Share of Total %	12.2%	10.6%	10.3%	9.5%	10.0%	9.7%	8.9%	8.3%	8.9%	8.6%	12.0%	13.7%	00.00			_		10.0%
Annual Change in Share %		-13.3%	-3.2%	-7.0%	5.0%	-3.2%	-7.8%	-6.8%	6.8%	-3.3%	39.1%	14.9%	60.00			1	-	
Change in Share from 2010 %		-13.3%	-16.1%	-22.0%	-18.1%	-20.8%	-26.9%	-31.9%	-27.3%	-29.7%	-2.3%	12.2%	40.00					5.051
Avg Ann. Change in Share %		-13.3%	-8.1%	-7.3%	-4.5%	-4.2%	-4.5%	-4.6%	-3.4%	-3.3%	-0.2%	1.1%	20.00					5.0%
													20.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020	
													0.00	Non-Ser	viced 000s		Share of To	0.0%
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STEAM REPORT FOR 2010-2021	L - FINAL									2	010 to 2021		s	FR		VISITOR N	IIIMRERS	
VISIT MORAY SPEYSIDE										-		•				VISITOR		
VISITOR NUMBERS BY:					Γ	MONTH AN	D QUARTEI	R						AR YEAR				
KEY						SF	R						CALLIND			QUA	RTER	
An increase of 3% or more				VISITOR	NUMBERS	IN THOUSA	NDS / PER	CENTAGE C	HANGES							40/1		
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-77.6%	-91.0%	-94.4%	- <mark>62.7%</mark>	-21.2%	-7.2%	5.6%	-2.8%	11.4%	17.6%	36.2%	-17.6%	-23.8%		-86.5%	-32.1%	3.3%	5.1%
% Change 2020 to 2021	-74.0%	-90.5%	-90.9%	1370.4%	1708.5%	2254.7%	605.8%	21.5%	18.8%	9.3%	69.7%	142.2%	43.6%	Annual Change	-83.2%	1815.1%	51.8%	60.5%
Average Annual Change	-7.1%	-8.3%	-8.6%	-5.7%	-1.9%	-0.7%	0.5%	-0.3%	1.0%	1.6%	3.3%	-1.6%	-2.2%	Anı Cha	-7.9%	-2.9%	0.3%	0.5%
2010 000s	9.5	5.8	7.6	10.8	8.8	9.4	7.2	13.8	8.6	8.3	7.3	14.6	111.8		22.9	29.1	29.6	30.3
2011 000s	8.4	5.9	7.0	11.1	8.4	9.1	7.1	13.5	8.2	8.3	7.5	15.1	109.6	-2.0%	21.4	30.9		
2012 000s	9.7	5.8	7.4	10.5	8.0	9.0	7.1	13.4	8.4	7.9	7.1	14.4	108.5	-1.0%	22.9	27.5	28.8	29.4
2013 000s	10.0	6.2	9.0	11.5	8.8	9.5	7.8	14.5	8.9	8.4	7.3	14.0	116.0	6.9%	25.2	29.9	31.3	29.7
2014 000s	9.8	6.4	7.4	11.5	9.5	9.8	7.8	15.0	9.0	8.7	7.8	15.5	118.1	1.8%	23.6	30.8	31.8	32.0
2015 000s	10.5	6.5	7.7	11.5	9.4	9.7	7.8	14.7	9.1	9.2	8.6	16.8	121.3	2.7%	24.6	30.6	31.5	34.5
2016 000s	8.9	5.8	7.8	11.4	9.4	10.0	8.1	15.3	9.1	9.1	7.7	16.0	118.6	-2.2%	22.5	30.8	32.4	32.8
2017 000s	10.1	6.2	7.6	12.3	9.6	10.2	8.0	15.2	9.2	9.2	8.4	15.7	121.8	2.7%	23.9	32.2	32.4	33.3
2018 000s	9.4	6.2	7.7	12.2	9.6	10.0	7.9	15.2	9.4	9.4	8.7	15.7	121.4	-0.3%	23.2	31.7	32.5	33.9
2019 000s	9.3	6.1	7.6	12.2	9.5	9.9	7.8	15.1	9.4	9.3	8.6	15.5	120.4	-0.8%	23.1	31.7	32.3	33.4
2020 000s	8.2	5.5	4.7	0.3	0.4	0.4	1.1	11.0	8.0	9.0	5.9	5.0	59.3	-50.7%	18.4	1.0	20.1	19.8
2021 000s	2.1	0.5	0.4	4.0	7.0	8.7	7.6	13.4	9.5	9.8	10.0	12.0	85.2	43.6%	3.1	19.7	30.5	31.8
				VISITC	RNUMBE	RS									SF	R		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor N	o.s by Yea	r and Share	of Total	
SFR 000s	111.8	109.6	108.5	116.0	118.1	121.3	118.6	121.8	121.4	120.4	59.3	85.2	140.00					25.0%
All Visitor Types 000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	120.00	_				20.0%
Share of Total %	17.6%	17.4%	16.9%	16.6%	17.1%	17.3%	15.8%	15.1%	15.2%	15.0%	21.1%	17.7%	100.00					20.0%
Annual Change in Share %		-0.8%	-3.2%	-1.8%	3.3%	1.0%	-8.5%	-4.4%	0.7%	-1.5%	40.6%	-15.8%	80.00					15.0%
Change in Share from 2010 %		-0.8%	-4.0%	-5.7%	-2.6%	-1.6%	-10.0%	-14.0%	-13.4%	-14.7%	19.9%	1.0%	60.00					10.0%
Avg Ann. Change in Share %		-0.8%	-2.0%	-1.9%	-0.6%	-0.3%	-1.7%	-2.0%	-1.7%	-1.6%	2.0%	0.1%	40.00					E 00/
													20.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019	5.0%
													0.00	SFR (are of Total	0.0%
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STEAM REPORT FOR 2010-2023	L - FINAL									2	2010 to 2021	L	STAYING	VISITOR		VISITOR N	UMBERS	
VISIT MORAY SPEYSIDE																		
VISITOR NUMBERS BY:					Γ	MONTH AN	D QUARTEI	R						AR YEAR				
KEY						STAYING	VISITOR						CALLIND			QUA	RTER	
An increase of 3% or more				VISITOR	NUMBERS	IN THOUSA	NDS / PER	CENTAGE CI	HANGES							QUA	(IER	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-77.4%	- 92.7%	-95.5%	-65.1%	-31.1%	-0.1%	-1.7%	4.4%	25.4%	18.0%	62.9%	-4.5%	-15.9%		-89.0%	- 30.1%	8.7%	22.9%
% Change 2020 to 2021	-76.1%	- 92.4%	-92.5%	2053.8%	3064.1%	5607.9%	725.7%	32.6%	45.4%	26.6%	114.9%	155.4%	76.0%	Annual Change	-86.5%	3647.5%	83.1%	70.8%
Average Annual Change	-7.0%	-8.4%	-8.7%	-5.9%	-2.8%	0.0%	-0.2%	0.4%	2.3%	1.6%	5.7%	-0.4%	-1.4%	Cha	- 8.1%	-2.7%	0.8%	2.1%
2010 000s	19.4	17.5	24.8	34.6	42.2	41.6	42.7	50.0	39.3	33.5	19.7	22.7	388.2		61.7	118.5	132.0	75.9
2011 000s	15.9	20.0	21.0	35.8	37.5	38.6	42.6	49.0	36.0	35.0	22.7	27.3	381.3	-1.8%	56.9	84.9		
2012 000s	21.4	18.6	23.1	31.2	36.4	41.1	45.3	51.8	40.5	31.0	20.3	25.3	386.0	1.2%	63.1	108.7	137.5	76.6
2013 000s	21.9	19.7	31.0	33.9	39.1	42.8	48.8	56.1	41.9	33.9	19.1	23.3	411.6	6.6%	72.6	115.9	146.8	76.3
2014 000s	19.7	18.8	21.0	34.2	43.6	43.5	45.6	57.9	40.6	34.1	23.3	28.7	411.1	-0.1%	59.5	121.3	144.2	86.1
2015 000s	22.0	20.5	22.4	32.9	43.8	40.9	45.4	55.7	39.9	41.3	30.1	32.8	427.7	4.0%	64.9	117.6	141.0	104.2
2016 000s	16.7	16.1	25.3	34.2	45.5	44.6	54.3	62.9	47.3	39.2	23.9	33.0	442.9	3.6%	58.0	124.4	164.4	96.1
2017 000s	24.5	19.5	25.7	42.2	49.8	52.8	56.7	62.9	50.5	42.8	27.2	30.9	485.4	9.6%	69.7	144.8	170.0	100.9
2018 000s	20.8	19.2	25.1	41.5	49.0	49.5	52.2	67.2	57.4	44.2	26.5	29.2	481.8	-0.7%	65.1	140.1	176.8	99.8
2019 000s	20.1	18.7	23.7	40.7	47.5	48.8	51.4	68.8	54.0	41.9	26.9	28.9	471.3	-2.2%	62.4	137.0	174.2	97.7
2020 000s	18.3	17.0	14.9	0.6	0.9	0.7	5.1	39.4	33.9	31.2	15.0	8.5	185.4	-60.7%	50.2	2.2	78.3	54.7
2021 000s	4.4	1.3	1.1	12.1	29.1	41.6	42.0	52.2	49.3	39.5	32.1	21.7	326.4	76.0%	6.8	82.8	143.5	93.4
				VISITC	R NUMBEI	RS									STAYING	VISITOR		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor N	o.s by Yea	r and Share	of Total	
Staying Visitor 000s	388.2	381.3	386.0	411.6	411.1	427.7	442.9	485.4	481.8	471.3	185.4	326.4	600.00					80.0%
All Visitor Types 000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	500.00				-	
Share of Total %	60.9%	60.6%	60.0%	58.7%	59.5%	60.9%	59.0%	60.2%	60.4%	58.6%	65.8%	67.9%	400.00					60.0%
Annual Change in Share %		-0.6%	-1.0%	-2.0%	1.3%	2.3%	-3.1%	2.0%	0.3%	-2.9%	12.3%	3.2%	300.00					40.0%
Change in Share from 2010 %		-0.6%	-1.6%	-3.6%	-2.3%	-0.1%	-3.1%	-1.2%	-0.9%	-3.8%	8.0%	11.5%						40.0%
Avg Ann. Change in Share %		-0.6%	-0.8%	-1.2%	-0.6%	0.0%	-0.5%	-0.2%	-0.1%	-0.4%	0.8%	1.0%	200.00					20.0%
													100.00	2010	2013 2014 2015	2016 2017 2018	2019	
													0.00	Staving	/isitor 000s		Share of To	0.0%
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STEAM REPORT FOR 2010-2021	- FINAL										010 to 2021	I	DAY	/ISITOR			IIIMRERS	
VISIT MORAY SPEYSIDE											.010 10 2021		DATY	ISHOR		VISITOR	OWDERS	
VISITOR NUMBERS BY:					٢	MONTH AN	D QUARTEI	R						OAR YEAR				
KEY						DAY V	ISITOR						CALLIND			QUAI	RTFR	
An increase of 3% or more				VISITOR	NUMBERS	IN THOUSA	NDS / PER	CENTAGE C	HANGES							Q0/1		
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-51.5%	-68.9%	-77.2%	-65.7%	-7.4%	-41.1%	2.1%	-38.1%	44.9%	-22.5%	-59.9%	-28.4%	-38.1%		-68.1%	-31.5%	-6.9%	-38.4%
% Change 2020 to 2021	-63.3%	-79.2%	-15.3%			****	641.1%	185.2%	238.2%	202.5%	43.2%	84.8%	60.1%	Annual Change	-65.2%	#########	349.0%	108.9%
Average Annual Change	-4.7%	-6.3%	-7.0%	-6.0%	-0.7%	-3.7%	0.2%	-3.5%	4.1%	-2.0%	-5.4%	-2.6%	-3.5%	ۍ کے	-6.2%	-2.9%	-0.6%	- 3.5 %
2010 000s	20.4	24.5	34.7	15.1	31.4	25.4	30.4	23.0	8.5	13.7	13.8	8.0	248.8		79.5	71.9	61.8	35.6
2011 000s	20.4	26.8	31.7	16.7	31.8	26.7	29.9		8.6	13.1	13.9	8.0	248.1	-0.3%	78.9	59.1	35.0	
2012 000s	20.7	30.8	34.1	15.5	34.0	28.0	31.1	19.7	8.8	12.8	12.3	10.1	257.7		85.5	77.5	59.6	35.2
2013 000s	23.6	35.8	39.0	15.1	42.4	27.1	37.3	23.1	11.2	13.9	12.0	8.7	289.2		98.4	84.6	71.6	34.6
2014 000s	21.6	30.3	29.5	16.6	45.5	26.8	40.0		10.5	14.5	11.6	9.2	279.5		81.3	88.8	74.1	35.3
2015 000s	21.2	26.6	23.5	14.9	47.8	24.7	46.8		13.2	14.3	10.8	7.9	274.6		71.3	87.4	82.9	33.0
2016 000s	22.2	29.2	25.6	15.0	56.8	28.8	52.0	24.3	16.8	15.4	12.2	9.0	307.5		77.0	100.7	93.1	36.6
2017 000s	25.3	30.3	20.0	17.6	63.0	28.7	59.9	23.8	18.0	14.5	12.3	7.5	320.8	4.3%	75.6	109.3	101.7	34.2
2018 000s 2019 000s	23.3 26.3	27.8 33.4	18.9 21.8	17.3 18.5	66.7 67.8	29.2 30.7	56.8 59.7	23.7 25.3	18.0 19.5	14.2 15.1	12.5 7.1	7.8	316.1 332.9	-1.5%	70.0 81.5	113.2 117.0	98.5 104.5	34.5 29.9
2019 000s	26.9	33.4	9.3	18.5	67.8	0.0	4.2	5.0	3.7	3.5	3.9	3.1	96.3		73.0	0.0	104.5	10.5
2020 000s	9.9	7.6	7.9	5.2	29.1	14.9	31.0	14.2	12.4	10.7	5.6	5.7	154.1	60.1%	25.4	49.2	57.6	21.9
2021	5.5	7.0	7.5		R NUMBEI		51.0	14.2	12.4	10.7	5.0	5.7	134.1	00.1/0		ISITOR	57.0	21.
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor N		r and Share	of Total	
Day Visitor 000s	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	154.1	350.00		,			50.0%
All Visitor Types 000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	300.00					50.076
Share of Total %	39.1%	39.4%	40.0%	41.3%	40.5%	39.1%	41.0%	39.8%	39.6%	41.4%	34.2%	32.1%	250.00		177	111		40.0%
Annual Change in Share %		0.9%	1.6%	3.1%	-1.9%	-3.4%	4.8%	-2.9%	-0.4%	4.5%	-17.4%	-6.2%	200.00					30.0%
Change in Share from 2010 %		0.9%	2.5%	5.6%	3.6%	0.1%	4.9%	1.9%	1.4%	6.0%	-12.5%	-17.9%	150.00					20.0%
Avg Ann. Change in Share %		0.9%	1.2%	1.9%	0.9%	0.0%	0.8%	0.3%	0.2%	0.7%	-1.3%	-1.6%	100.00					
													50.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020	10.0%
													0.00				Share of To	0.0%
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Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	- FINAL									2	010 to 2021		то	TAL		VISITOF	R DAYS	
VISITOR DAYS BY:					Γ	/IONTH AN	D QUARTE	۲						AR YEAR				
KEY						TO	TAL						CALEND	AK TEAK		QUA	RTER	
An increase of 3% or more				VISITC	OR DAYS IN	THOUSANI	DS / PERCE	NTAGE CHA	NGES							QUA	(ILK	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-73.3%	-84.3%	-89.2%	-63.0%	-22.3%	-18.2%	0.4%	-8.1%	9.4%	13.3%	30.4%	-18.6%	-21.6%	— a	-82.7%	-31.9%	-0.8%	7.0%
% Change 2020 to 2021	-70.3%	-85.5%	-76.7%	1529.8%	2177.9%	2493.6%	611.2%	26.0%	24.8%	14.5%	68.1%	137.2%	68.3%	Annual Change	-77.8%	2168.9%	75.8%	47.2%
Average Annual Change	-6.7%	-7.7%	-8.1%	-5.7%	-2.0%	-1.7%	0.0%	-0.7%	0.9%	1.2%	2.8%	-1.7%	-2.0%		-7.5%	-2.9%	-0.1%	0.6%
2010 000s 2011 000s	87.7 74.4	76.8 80.6	106.8 93.7	144.2 152.0	182.0 165.0	198.8 184.1	214.7 206.9	254.0 239.8	156.4 140.2	135.3 132.1	76.1 78.1	102.2 107.2	1,735.1 1,654.3	-4.7%	271.4 248.6	525.1 501.1	625.1 587.0	313.6 317.5
2011 000s	89.7	85.0	102.8	132.0	155.0	184.1	200.9	235.8	140.2	132.1	78.1	107.2	1,634.3		246.0	477.0	592.5	293.0
2012 000s	92.1	90.7	102.0	130.0	176.7	185.5	233.7	257.5	154.0	124.3	67.8	91.7	1,749.0		310.4	509.7	645.1	233.0
2014 000s	84.3	86.1	89.4	141.3	195.6	186.2	223.7	264.2	149.1	128.9	76.7	108.5	1,734.1	-0.9%	259.8	523.1	637.1	314.1
2015 000s	90.6	82.2	88.2	138.8	190.7	180.9	226.4	249.1	153.8	142.7	88.5	119.6	1,751.6	1.0%	261.0	510.3	629.4	350.9
2016 000s	75.0	75.9	93.1	138.7	202.1	197.2	253.7	272.8	158.6	142.7	76.4	113.0	1,799.4	2.7%	244.0	538.1	685.1	332.1
2017 000s	91.6	82.9	84.8	163.1	215.1	204.7	258.5	267.5	164.0	144.8	87.9	109.4	1,874.5	4.2%	259.4	582.9	690.0	342.2
2018 000s	82.3	80.8	85.0	161.8	219.7	197.7	248.5	272.8	175.0	151.2	95.2	109.9	1,879.7	0.3%	248.0	579.2	696.2	356.3
2019 000s	85.2	85.8	87.7	164.4	222.2	198.0	248.9	273.2	175.6	149.9	88.0	107.9	1,886.9	0.4%	258.8	584.7	697.7	345.8
2020 000s	78.8	83.4	49.7	3.3	6.2	6.3	30.3	185.2	137.1	133.8	59.0	35.1	808.2	-57.2%	211.8	15.7	352.6	227.9
2021 000s	23.4	12.1	11.6	53.3	141.5	162.5	215.5	233.3	171.1	153.2	99.2	83.2	1,360.0	68.3%	47.1	357.3	620.0	335.6
				_	TOR DAYS		_								TO			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor [Days by Ye	ar and Shar	e of Total	
Total 000s	1,735.1	1,654.3	1,640.0	1,749.0	1,734.1	1,751.6	1,799.4	1,874.5	1,879.7	1,886.9	808.2		2,000.00					120.0%
All Visitor Types M Share of Total %	1.7 100.0%	1.7 100.0%	1.6 100.0%	1.7 100.0%	1.7 100.0%	1.8 100.0%	1.8 100.0%	1.9 100.0%	1.9 100.0%	1.9 100.0%	0.8 100.0%	1.4 100.0%	1,500.00					100.0%
Annual Change in Share %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	_,					80.0%
Change in Share from 2010 %													1,000.00					60.0%
Avg Ann. Change in Share %													500.00					40.0%
													500.00		013 014 015	016 017 018	010 020 021	20.0%
													0.00					0.0%
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STEAM REPORT FOR 2010-202: VISIT MORAY SPEYSIDE	L - FINAL									2	010 to 2021		SERV	/ICED		VISITO	R DAYS	
VISIT MORAT SPETSIDE VISITOR DAYS BY:						MONTH AN	D OLIARTEI	R										
KEY		_	_	_		/ICED ACCO			_	_	_		CALEND	AR YEAR				
An increase of 3% or more				VISITO				NTAGE CHA	NGES							QUA	RTER	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-74.8%	-89.1%	-94.8%	-57.6%	-22.4%	3.4%	-25.0%	3.2%	41.6%	14.8%	95.3%	8.0%	-13.7%		-87.4%	-22.4%	4.3%	35.6%
% Change 2020 to 2021	-73.6%	-91.0%	-93.0%	46241.9%	88340.5%	43289.6%	987.0%	48.8%	64.3%	74.9%	157.9%	185.8%	91.2%	Annual Change	-86.4%	54097.0%	100.8%	117.8%
Average Annual Change	-6.8%	-8.1%	-8.6%	-5.2%	-2.0%	0.3%	-2.3%	0.3%	3.8%	1.3%	8.7%	0.7%	-1.2%	Anr Cha	-7.9%	-2.0%	0.4%	3.2%
2010 000s	19.3	17.9	28.2	30.7	43.4	42.1	48.4	47.7	39.4	34.5	19.1	15.3	386.1		65.4	116.2	135.5	68.9
2011 000s	000s 25.5 25.0 32.8 34.2 33.8 42.3 50.5 49.5 42.9 35.1 21.5 18.8 411.9 5.6% 83.3 110.3 1													128.5	91.0			
2012 000s	25.5	25.0	32.8	34.2	33.8	42.3	50.5	49.5	42.9	35.1	21.5	18.8	411.9	5.6%	83.3	75.4		
2013 000s	26.5	26.6	40.6	34.2	37.1	44.3	56.7	54.3	45.8	37.2	19.9	14.2	437.5	6.2%	93.7	115.6	156.8	71.3
2014 000s	19.4	21.9	24.8	31.6	42.9	45.5	49.8	54.8	43.7	35.2	26.1	21.0	416.7	-4.7%	66.1	120.0	148.3	82.3
2015 000s	22.6	23.9	25.2	32.0	45.3	41.2	49.2	49.4	39.9	43.5	34.1	25.3	431.7	3.6%	71.7	118.5	138.5	103.0
2016 000s	14.3	19.9	29.3	31.5	46.5	46.9	60.0	61.8	49.1	40.2	26.1	28.6	454.1	5.2%	63.4	124.8	170.9	95.0
2017 000s	24.7	25.1	30.5	41.5	54.6	56.6	61.1	63.8	55.3	44.4	29.7	24.2	511.6	12.7%	80.3	152.7	180.3	98.3
2018 000s	19.2	24.6	28.6	39.5	52.7	52.4	53.1	68.1	66.1	45.6	30.7	23.2	503.9	-1.5%	72.5		187.3	99.6
2019 000s	19.5	24.0	28.4	40.1	53.1	52.6	53.8	68.6	65.7	46.0	30.3	22.9	505.1	0.2%	71.9		188.1	99.2
2020 000s	18.4	21.7	20.7	0.0	0.0	0.1	3.3	33.1	34.0	22.7	14.5	5.8	174.3	-65.5%	60.9		70.4	42.9
2021 000s	4.9	1.9	1.5	13.0	33.7 ITOR DAYS	43.5	36.3	49.2	55.8	39.6	37.3	16.5	333.3	91.2%	8.3	90.2 OMMODAT	141.4	93.4
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				ar and Shar		
Serviced 000s	386.1	390.0	411.9	437.5	416.7	431.7	454.1	511.6	503.9	505.1	174.3	333.3	000s	V131001 1	Days by re		e or rotar	
All Visitor Types M	1.7	1.7	411.9	437.3	1.7	431.7	1.8	1.9	1.9	1.9	0.8	1.4	600.00				-	30.0%
Share of Total %	22.3%	23.6%	25.1%	25.0%	24.0%	24.6%	25.2%	27.3%	26.8%	26.8%	21.6%	24.5%	500.00					25.0%
Annual Change in Share %		5.9%	6.5%	-0.4%	-3.9%	2.5%	2.4%	8.2%	-1.8%	-0.2%	-19.4%	13.6%	400.00					20.0%
Change in Share from 2010 %		5.9%	12.9%	12.4%	8.0%	10.7%	13.4%	22.7%	20.5%	20.3%	-3.1%	10.1%	300.00					15.0%
Avg Ann. Change in Share %		5.9%	6.4%	4.1%	2.0%	2.1%	2.2%	3.2%	2.6%	2.3%	-0.3%	0.9%	200.00				۱. ا	10.0%
													100.00		013 014 015	010	010	5.0%
													0.00					0.0%
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STEAM REPORT FOR 2010-202	L - FINAL									2	010 to 2021		NON-SE			VISITOR		
VISIT MORAY SPEYSIDE										-	010 10 2021		NON-SI			VISITO	DATS	
VISITOR DAYS BY:					ſ	/IONTH AN	D QUARTEI	R					CALEND	AR YEAR				
KEY					NON-S	ERVICED A	соммор	ATION					CALLIND			QUAF	RTFR	
An increase of 3% or more				VISITO	R DAYS IN	THOUSANI	DS / PERCEI	NTAGE CHA	NGES							20/1		
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-95.1%	-95.0%	-95.7%	-65.5%	-29.1%	-28.4%	11.0%	-11.5%	-13.6%	18.7%	21.0%	-46.8%	-21.5%		-95.3%	-38.4%	-4.4%	8.6%
% Change 2020 to 2021	-76.2%	-88.3%	-79.9%	790.0%	1000.9%	1298.6%	524.0%	9.8%	-4.8%	- 10.6%	2.8%	80.7%	68.5%	Annual Change	-83.2%	1074.9%	54.3%	-4.2%
Average Annual Change	-8.6%	- <mark>8.6</mark> %	-8.7%	-6.0%	-2.6%	-2.6%	1.0%	-1.0%	-1.2%	1.7%	1.9%	-4.3%	-2.0%	Ch An	- 8.7%	- <mark>3.5%</mark>	-0.4%	0.8%
2010 000s	12.1	14.4	18.4	55.9	72.2	83.9	86.4	94.4	71.7	55.8	16.1	13.7	595.1		44.9	212.0	252.5	85.7
2011 000s														28.8	198.3	228.1	65.5	
2012 000s	7.2	9.1	11.2	45.2	56.7	69.3	76.0	81.7	61.5	42.5	10.5	9.4	480.1	-7.8%	27.4	171.1	219.2	62.4
2013 000s	4.2	6.8	17.8	52.9	62.2	66.2	86.2	86.0	58.9	41.7	9.0	6.2	498.2	3.8%	28.9	181.3	231.1	56.9
2014 000s	6.4	11.7	10.4	48.1	69.6	64.8	80.7	88.8	56.4	46.6	10.3	8.9	502.6	0.9%	28.5	182.4	225.8	65.9
2015 000s	7.4	9.3	13.6	46.7	60.5	66.0	77.4	81.9	61.7	50.5	12.0	11.4	498.4	-0.8%	30.4	173.3	220.9	73.9
2016 000s	5.1	6.7	12.0	47.3	61.7	71.1	86.3	88.2	53.8	53.0	9.5	4.0	498.6	0.0%	23.8	180.1	228.2	66.5
2017 000s	3.7	6.1	8.6	55.5	59.6	67.9	82.3	82.1	51.2	51.5	15.2	7.4	491.0	-1.5%	18.5	183.0	215.5	74.0
2018 000s	4.4	7.0	11.7	56.9	62.5	66.0	84.6	82.7	50.5	56.3	19.7	8.5	510.8	4.0%	23.1	185.4	217.7	84.6
2019 000s	4.3	7.3	12.0	57.8	63.5	64.9	81.9	81.6	50.2	54.1	18.9	7.8	504.3	-1.3%	23.5	186.2	213.7	80.8
2020 000s	2.5	6.1	4.0	2.2	4.7	4.3	15.4	76.0	65.1	74.1	19.0	4.0	277.2	-45.0%	12.5	11.1	156.5	97.1
2021 000s	0.6	0.7	0.8	19.3	51.2	60.0	95.9	83.5	62.0	66.3	19.5	7.3	467.1	68.5%	2.1	130.5	241.4	93.1
				VISI	TOR DAYS									NON-S	ERVICED A	COMMOD	ATION	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor I	Days by Ye	ar and Shar	e of Total	
Non-Serviced 000s	595.1	520.8	480.1	498.2	502.6	498.4	498.6	491.0	510.8	504.3	277.2	467.1	700.00					40.0%
All Visitor Types M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	600.00				-	
Share of Total %	34.3%	31.5%	29.3%	28.5%	29.0%	28.5%	27.7%	26.2%	27.2%	26.7%	34.3%	34.3%	500.00				a –	30.0%
Annual Change in Share %		-8.2%	-7.0%	-2.7%	1.7%	-1.8%	-2.6%	-5.5%	3.8%	-1.7%	28.3%	0.1%	400.00					20.0%
Change in Share from 2010 %		-8.2%	-14.6%	-16.9%	-15.5%	-17.0%	-19.2%	-23.6%	-20.8%	- <mark>22.1%</mark>	0.0%	0.1%	300.00					
Avg Ann. Change in Share %		-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	200.00	0 7 8	м 4 и	016 017 018	019 020 021	10.0%
													100.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	202	
													0.00	Non-Ser	viced 000s		Share of Tot	0.0% tal %
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STEAM REPORT FOR 2010-2021	- FINAL									2	010 to 2021		SI	FR		VISITOR	DAVS	
VISIT MORAY SPEYSIDE																VISITOT	UDA15	
VISITOR DAYS BY:					Γ	ΛΟΝΤΗ ΑΝ	D QUARTEI	۲						AR YEAR				
KEY						SF	R						CALLIND			QUAF	RTFR	
An increase of 3% or more				VISITO	R DAYS IN	THOUSANI	DS / PERCEI	NTAGE CHA	NGES							Qora		
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	- 77.6 %	- 91.0%	- 94.4 %	-62.7%	-21.2%	-7.2%	5.6%	-2.8%	11.4%	17.6%	36.2%	-1 <mark>7.6</mark> %	-19.7%		-86.1%	-30.1%	2.5%	3.1%
% Change 2020 to 2021	-74.0%	- 90.5 %	- 90.9 %	1370.4%	1708.5%	2254.7%	605.8%	21.5%	18.8%	9.3%	69.7%	142.2%	55.7%	Annual Change	-82.8%	1855.0%	59.0%	64.3%
Average Annual Change	-7.1%	-8.3%	-8.6%	-5.7%	-1.9%	-0.7%	0.5%	-0.3%	1.0%	1.6%	3.3%	-1.6%	-1.8%	Anı Cha	-7.8%	-2.7%	0.2%	0.3%
2010 000s	35.9	20.0	25.6	42.6	35.0	47.4	49.5	88.9	36.7	31.2	27.0	65.2	505.1		81.5	125.0	175.2	123.4
2011 000s	31.8	20.3	23.6	43.6	33.2	45.5	48.9	87.3	35.1	31.0	27.5	67.5	495.4	-1.9%	75.8	122.3	171.3	126.0
2012 000s	36.4	20.0	24.8	41.1	31.9	45.2	48.4	86.6	35.8	29.4	26.1	64.5	490.2	-1.0%	81.3	118.2	170.8	120.0
2013 000s	37.8	21.5	30.1	45.2	35.0	47.9	53.5	94.0	38.2	31.5	26.9	62.5	524.1	6.9%	89.4	128.2	185.6	121.0
2014 000s	36.9	22.2	24.7	45.0	37.7	49.1	53.3	97.0	38.6	32.5	28.8	69.4	535.2	2.1%	83.9	131.9	188.9	130.6
2015 000s	39.5	22.3	25.9	45.1	37.1	49.0	53.1	95.0	39.0	34.5	31.6	75.0	546.9	2.2%	87.7	131.1	187.1	141.0
2016 000s	33.5	20.1	26.2	44.9	37.1	50.4	55.4	98.5	39.0	34.1	28.6	71.3	539.2	-1.4%	79.8	132.5	192.9	134.0
2017 000s	38.0	21.4	25.6	48.5	38.0	51.5	55.1	97.9	39.5	34.5	30.8	70.4	551.1	2.2%	85.0	137.9	192.5	135.7
2018 000s	35.3	21.4	25.7	48.0	37.8	50.2	54.0	98.2	40.4	35.1	32.3	70.4	548.9	-0.4%	82.4	136.0	192.7	137.7
2019 000s	35.1	21.2	25.6	48.1	37.8	49.8	53.5	97.6	40.2	34.7	31.8	69.4	544.7	-0.8%	81.9	135.6	191.3	135.8
2020 000s	31.0	18.9	15.7	1.1	1.5	1.9	7.4	71.1	34.4	33.6	21.7	22.2	260.4	-52.2%	65.5	4.5	113.0	77.5
2021 000s	8.1	1.8	1.4	15.9	27.6	44.0	52.3	86.4	40.9	36.7	36.8	53.7	405.6	55.7%	11.3	87.4	179.6	127.2
				VISI	TOR DAYS										SF	R		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor I	Days by Ye	ar and Shar	e of Total	
SFR 000s	505.1	495.4	490.2	524.1	535.2	546.9	539.2	551.1	548.9	544.7	260.4	405.6	600.00					35.0%
All Visitor Types M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	500.00			7-5-5	8^~	30.0%
Share of Total %	29.1%	29.9%	29.9%	30.0%	30.9%	31.2%	30.0%	29.4%	29.2%	28.9%	32.2%	29.8%	400.00				. .	25.0%
Annual Change in Share %		2.9%	-0.2%	0.2%	3.0%	1.2%	-4.0%	-1.9%	-0.7%	-1.1%	11.6%	-7.5%	300.00					20.0%
Change in Share from 2010 %		2.9%	2.7%	2.9%	6.0%	7.3%	2.9%	1.0%	0.3%	-0.8%	10.7%	2.4%						15.0%
Avg Ann. Change in Share %		2.9%	1.3%	1.0%	1.5%	1.5%	0.5%	0.1%	0.0%	-0.1%	1.1%	0.2%	200.00		ω 4 W	9 1 8	6 0 -	10.0%
													100.00	2012	2013 2014 2015	201	202	5.0%
													0.00	SFR 0	00s	• • Sha	are of Total	0.0%
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	- FINAL									2	010 to 2021		STAYING	VISITOR		VISITOF	R DAYS	
VISITOR DAYS BY:					ſ	VIONTH AN	D QUARTE	R										
KEY						STAYING	VISITOR						CALEND	AR YEAR				
An increase of 3% or more				VISITO	R DAYS IN	THOUSAN	DS / PERCE	NTAGE CHA	NGES							QUAI	RIER	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	- 79.9%	-91.5%	-94.9%	-62.7%	-25.4%	-14.9%	0.1%	-5.1%	7.3%	17.3%	50.4%	-17.7%	-18.9%		-88.7%	-32.0%	-0.1%	1 2.9%
% Change 2020 to 2021	-74.0%	-90.4%	-90.9%	1371.6%	1710.1%	2256.6%	606.4%	21.6%	18.9%	9.4%	69.8%	142.3%	69.4%	Annual Change	-84.4%	1857.1%	65.5%	44.3%
Average Annual Change	-7.3%	- 8.3 %	- 8.6%	-5.7%	-2.3%	-1.4%	0.0%	-0.5%	0.7%	1.6%	4.6%	-1.6%	-1.7%	Anr Cha	-8.1%	-2.9%	0.0%	1.2%
2010 000s	67.4	52.3	72.2	129.1	150.7	173.4	184.3	231.0	147.9	121.6	62.3	94.2	1,486.2		191.8	453.2	563.2	278.0
2011 000s	53.9	53.8	62.0	135.3	133.2	157.4	177.1	219.3	131.6	119.1	64.2	99.2	1,406.1	-5.4%	169.8	425.9	527.9	282.5
2012 000s	69.1	54.2	68.7	120.5	122.3	156.7	174.9	217.8	140.2	107.0	58.1	92.7	1,382.2	-1.7%	192.0	399.5	532.9	257.8
2013 000s	68.5	54.9	88.6	132.4	134.3	158.4	196.4	234.2	142.8	110.4	55.8	83.0	1,459.8	5.6%	212.0	425.1	573.5	249.2
2014 000s	62.7	55.8	59.9	124.7	150.2	159.4	183.8	240.6	138.7	114.3	65.1	99.3	1,454.6	-0.4%	178.5	434.3	563.0	278.8
2015 000s	69.4	55.6	64.7	123.8	143.0	156.1	179.7	226.2	140.6	128.4	77.8	111.7	1,477.0	1.5%	189.7	422.9	546.5	317.9
2016 000s	52.8	46.7	67.5	123.7	145.3	168.4	201.7	248.5	141.9	127.3	64.2	104.0	1,492.0	1.0%	167.0	437.4	592.0	295.5
2017 000s	66.4	52.6	64.8	145.5	152.1	176.0	198.6	243.8	146.0	130.4	75.7	102.0	1,553.7	4.1%	183.8	473.6	588.3	308.0
2018 000s	58.9	53.0	66.1	144.5	153.0	168.5	191.7	249.0	157.0	137.0	82.7	102.1	1,563.6	0.6%	178.0	466.0	597.8	321.8
2019 000s	58.9	52.5	65.9	145.9	154.4	167.3	189.2	247.9	156.1	134.8	80.9	100.2	1,554.1	-0.6%	177.3	467.6	593.2	315.9
2020 000s	51.9	46.7	40.4	3.3	6.2	6.3	26.1	180.2	133.5	130.3	55.1	32.0	711.9	-54.2%	138.9	15.7	339.8	217.4
2021 000s	13.5	4.5	3.7	48.1	112.5	147.5	184.6	219.1	158.7	142.6	93.7	77.5	1,205.9	69.4%	21.7	308.1	562.4	313.7
					TOR DAYS										STAYING		-	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor I	Days by Ye	ar and Shar	e of Total	
Staying Visitor 000s	1,486.2	1,406.1	1,382.2	1,459.8	1,454.6	1,477.0	1,492.0	1,553.7	1,563.6	1,554.1	711.9	1,205.9	2,000.00					100.0%
All Visitor Types M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	4 500 00				_	80.0%
Share of Total %	85.7%	85.0%	84.3%	83.5%	83.9%	84.3%	82.9%	82.9%	83.2%	82.4%	88.1%	00.770	1,500.00					CO 00/
Annual Change in Share %		-0.8%	-0.8%	-1.0%	0.5%	0.5%	-1.7%	0.0%	0.4%	-1.0%	7.0%	0.7%	1,000.00					60.0%
Change in Share from 2010 %		-0.8%	-1.6%	-2.6%	-2.1%	-1.6%	-3.2%	-3.2%	-2.9%	-3.9%	2.8%	3.5%						40.0%
Avg Ann. Change in Share %		-0.8%	-0.8%	-0.9%	-0.5%	-0.3%	-0.5%	-0.5%	-0.4%	-0.4%	0.3%	0.3%	500.00	2 2 2	2013 2014 2015	2016 2017 2018	019 020 021	20.0%
													0.00	2010 2011 2012	2013 2014 2015	2 2 2	2 2 2	0.0%
													0.00	Staying \	/isitor 000s		Share of To	
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STEAM REPORT FOR 2010-202	L - FINAL										2010 to 2021	L	DAY V	ISITOR		VISITOR	DAYS	
VISIT MORAY SPEYSIDE																		
VISITOR DAYS BY:					Ν	ΛΟΝΤΗ ΑΝ		R					CALEND	AR YEAR				
KEY						DAY VI										QUA	RTER	
An increase of 3% or more				VISITO	R DAYS IN	THOUSANI	DS / PERCE	NTAGE CHA	NGES									
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-51.5%	-68.9%	-77.2%	-65.7%	-7.4%	-41.1%	2.1%	-38.1%	44.9%	-22.5%	-59.9%	-28.4%	-38.1%		-68.1%	-31.5%	-6.9%	-38.4%
% Change 2020 to 2021	-63.3%	-79.2%	-15.3%			*****	641.1%	185.2%	238.2%	202.5%	43.2%	84.8%	60.1%	Annual Change	-65.2%	#########	349.0%	108.9%
Average Annual Change	-4.7%	- 6.3 %	-7.0%	-6.0%	-0.7%	-3.7%	0.2%	-3.5%	4.1%	-2.0%	-5.4%	-2.6%	-3.5%	Ch An	-6.2%	-2.9%	-0.6%	-3.5%
2010 000s	20.4	24.5	34.7	15.1	31.4	25.4	30.4	23.0	8.5	13.7	13.8	8.0	248.8		79.5	71.9	61.8	35.0
2011 000s	20.4	26.8	31.7	16.7	31.8	26.7	29.9	20.6	8.6	13.1	13.9	8.0	248.1	-0.3%	78.9	35.(
2012 000s	20.7	30.8	34.1	15.5	34.0	28.0	31.1	19.7	8.8	12.8	12.3	10.1	257.7	3.9%	85.5	77.5	59.6	35.
2013 000s	23.6	35.8	39.0	15.1	42.4	27.1	37.3	23.1	11.2	13.9	12.0	8.7	289.2	12.2%	98.4	84.6	71.6	34.
2014 000s	21.6	30.3	29.5	16.6	45.5	26.8	40.0	23.6	10.5	14.5	11.6	9.2	279.5	-3.3%	81.3	88.8	74.1	35.
2015 000s	21.2	26.6	23.5	14.9	47.8	24.7	46.8	22.9	13.2	14.3	10.8	7.9	274.6	-1.8%	71.3	87.4	82.9	33.
2016 000s	22.2	29.2	25.6	15.0	56.8	28.8	52.0	24.3	16.8	15.4	12.2	9.0	307.5	12.0%	77.0	100.7	93.1	36.
2017 000s	25.3	30.3	20.0	17.6	63.0	28.7	59.9	23.8	18.0	14.5	12.3	7.5	320.8	4.3%	75.6	109.3	101.7	34.
2018 000s	23.3	27.8	18.9	17.3	66.7	29.2	56.8	23.7	18.0	14.2	12.5	7.8	316.1	-1.5%	70.0	113.2	98.5	34.
2019 000s	26.3	33.4	21.8	18.5	67.8	30.7	59.7	25.3	19.5	15.1	7.1	7.7	332.9	5.3%	81.5	117.0	104.5	29.
2020 000s	26.9	36.7	9.3			0.0	4.2	5.0	3.7	3.5	3.9	3.1	96.3	-71.1%	73.0	0.0	12.8	10.
2021 000s	9.9	7.6	7.9	5.2	29.1	14.9	31.0	14.2	12.4	10.7	5.6	5.7	154.1	60.1%	25.4	49.2	57.6	21.
				VISI	TOR DAYS										DAY V	ISITOR		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor I	Days by Ye	ar and Shar	e of Total	
Day Visitor 000s	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	154.1	350.00				_	20.0%
All Visitor Types M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	300.00			3-3- 3'	2	
Share of Total %	14.3%	15.0%	15.7%	16.5%	16.1%	15.7%	17.1%	17.1%	16.8%	17.6%	11.9%	11.3%	250.00					15.0%
Annual Change in Share %		4.6%	4.8%	5.2%	-2.5%	-2.7%	9.0%	0.2%	-1.7%	4.9%	- 32. 5%	-4.9%	200.00					10.0%
Change in Share from 2010 %		4.6%	9.6%	15.3%	12.4%	9.3%	19.2%	19.3%	17.3%	23.0%	-16.9%	- 21.0%	150.00					10.0%
Avg Ann. Change in Share %		4.6%	4.8%	5.1%	3.1%	1.9%	3.2%	2.8%	2.2%	2.6%	-1.7%	-1.9%	100.00		m 4 10	9 1 8	o o -	5.0%
													50.00	20102	2013 2014 2015	2016 2017 2018	2019 2020 2021	
													0.00	Day Visi	itor 000s		Share of Tota	0.0%
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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STEAM REPORT FOR 2010-2021 - FINA	AL.									20	10 to 202	1	то	TAL	т	OTAL EMP	PLOYMEN	г
VISIT MORAY SPEYSIDE																		
EMPLOYMENT BY:					ſ	MONTH AN	D QUARTE	R					CALEND	AR YEAR				
KEY						TO	TAL									QUA	RTER	
An increase of 3% or more			TOTAL EN	MPLOYMEN		TIME EQUI	VALENTS (F	TEs) / PERC	CENTAGE C	HANGES								
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-50.0%	-56.3%	-63.7%	- 40.7%	-14.4%	-12.8%	-7.4%	- 3. 9%	12.8%	3.8%	6.9%	-7.0%	-18.6%		-57.0%	-21.7%	-0.3%	1.5%
% Change 2020 to 2021	-46.7%	-58.7%	-50.3%	136.7%	272.0%	295.8%	192.9%	16.5%	18.8%	11.0%	21.4%	23.6%	26.0%	Annual Change	-52.1%	236.3%	46.0%	17.6%
Average Annual Change	-4.5%	-5.1%	-5.8%	-3.7%	-1.3%	-1.2%	-0.7%	-0.4%	1.2%	0.3%	0.6%	-0.6%	-1.7%	Ch _a	-5.2%	-2.0%	0.0%	0.1%
2010 FTEs	2,328	2,225	2,703	2,633	2,998	3,131	3,279	3,397	2,693	2,635	2,024	2,005	2,671		2,419	2,921	3,123	2,221
2011 FTEs	2,135	2,303	2,495	2,680	2,774	2,929	3,125	3,223	2,522	2,574	2,079	2,092	2,578	-3.5%	2,311	2,795	2,957	2,248
2012 FTEs	2,414	2,364	2,595	2,513	2,660	2,933	3,229	3,226	2,601	2,439	1,991	2,078	2,587	0.4%	2,458	2,702	3,019	2,169
2013 FTEs	2,434	2,434	2,832	2,586	2,812	2,923	3,603	3,477	2,636	2,485	1,959	1,983	2,680	3.6%	2,567	2,774	3,239	2,142
2014 FTEs	2,127	2,220	2,331	2,401	2,927	2,842	3,196	3,354	2,529	2,428	1,917	2,023	2,525	-5.8%	2,226	2,724	3,026	2,122
2015 FTEs	2,214	2,211	2,304	2,404	2,930	2,795	3,222	3,202	2,520	2,516	1,949	2,050	2,526	0.1%	2,243	2,710	2,981	2,172
2016 FTEs	2,149	2,295	2,532	2,546	3,208	3,183	3,768	3,710	2,844	2,750	2,052	2,193	2,769	9.6%	2,325	2,979	3,441	2,332
2017 FTEs	2,454	2,424	2,462	2,771	3,351	3,220	3,787	3,697	2,913	2,764	2,162	2,145	2,846	2.8%	2,446	3,114	3,466	2,357
2018 FTEs	2,281	2,368	2,424	2,774	3,397	3,193	3,619	3,939	3,435	2,850	2,223	2,152	2,888	1.5%	2,358	3,121	3,664	2,408
2019 FTEs	2,330	2,436	2,471	2,817	3,430	3,214	3,657	3,961	3,445	2,866	2,159	2,148	2,911	0.8%	2,412	3,154	3,688	2,391
2020 FTEs	2,184	2,354	1,974	660	690	690	1,037	2,801	2,555	2,463	1,782	1,508	1,725	-40.8%	2,171	680	2,131	1,917
2021 FTEs	1,164	972	981	1,562	2,565	2,731	3,036	3,264	3,037	2,735	2,163	1,864	2,173	26.0%	1,039	2,286	3,112	2,254
				EMF	PLOYMENT										TO	TAL .		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (FTEs)	and Share	of Total (%)
Total FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	3,500					120.0%
Total Employment FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	3,000					100.0%
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	2,500					80.0%
Annual Change in Share %													2,000					
Change in Share from 2010 %													1,500					60.0%
Avg Ann. Change in Share %													1,000					40.0%
													500	2012	2015	2016 2017 2018	2019 2020 2021	20.0%
													0	Tata	ETEC		Share of Tota	0.0%
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STEAM REPORT FOR 2010-2021 - FIN	AL .									20	10 to 202	91	SEDI	/ICED	D		PLOYMEN	т
VISIT MORAY SPEYSIDE										20	10 10 202	.1	JERN	NCED			PLOTIVIEN	
EMPLOYMENT BY:					Г	MONTH AN	D QUARTE	R						AR YEAR				
KEY					SER	ICED ACCO	OMMODAT	ION					CALLIND			QUA	RTFR	
An increase of 3% or more			DIRECT EI	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (FTEs) / PER	CENTAGE C	HANGES						QUA	NI LIN	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-48.0%	-54.3%	-59.6%	-35.4%	-13.3%	-6.8%	-17.7%	0.1%	18.7%	0.6%	8.2%	-1.7%	-17.6%		-54.2%	-18.1%	-0.1%	2.4%
% Change 2020 to 2021	-42.5%	-54.6%	-52.8%	87.9%	162.9%	179.1%	106.1%	17.0%	24.4%	16.4%	17.2%	8.9%	15.3%	Annual Change	-50.2%	144.0%	36.8%	14.4%
Average Annual Change	-4.4%	- 4.9 %	-5.4%	-3.2%	-1.2%	-0.6%	-1.6%	0.0%	1.7%	0.1%	0.7%	-0.2%	-1.6%	Ğ A	-4.9%	-1.6%	0.0%	0.2%
2010 FTEs	1,281	1,247	1,450	1,280	1,378	1,369	1,482	1,452	1,384	1,327	1,169	1,079	1,325		1,326	1,342	1,439	1,192
2011 FTEs	1,194	1,318	1,383	1,279	1,287	1,316	1,426	1,427	1,358	1,358	1,250	1,175	1,314	-0.8%	1,298	1,294	1,404	1,261
2012 FTEs	1,374	1,329	1,426	1,263	1,234	1,329	1,560	1,459	1,393	1,301	1,206	1,155	1,336	1.6%	1,376	1,275	1,471	1,220
2013 FTEs	1,368	1,338	1,502	1,279	1,259	1,335	1,762	1,602	1,414	1,322	1,192	1,123	1,375	2.9%	1,403	1,291	1,593	1,212
2014 FTEs	1,178	1,230	1,301	1,174	1,306	1,310	1,422	1,471	1,373	1,273	1,169	1,130	1,278	-7.0%	1,237	1,263	1,422	1,191
2015 FTEs	1,222	1,258	1,310	1,181	1,323	1,276	1,400	1,400	1,311	1,293	1,169	1,121	1,272	-0.5%	1,263	1,260	1,370	1,194
2016 FTEs	1,232	1,344	1,482	1,302	1,480	1,514	1,726	1,729	1,563	1,461	1,282	1,285	1,450	14.0%	1,353	1,432	1,672	1,343
2017 FTEs	1,409	1,424	1,498	1,389	1,540	1,552	1,685	1,744	1,617	1,494	1,328	1,257	1,495	3.1%	1,444	1,494	1,682	1,360
2018 FTEs	1,258	1,349	1,415	1,333	1,486	1,489	1,538	1,898	2,015	1,473	1,291	1,204	1,479	-1.1%	1,341	1,436	1,817	1,323
2019 FTEs	1,272	1,352	1,427	1,352	1,499	1,503	1,558	1,907	2,011	1,490	1,299	1,211	1,490	0.7%	1,351	1,451	1,825	1,333
2020 FTEs	1,158	1,256	1,242	440	454	457	592	1,242	1,320	1,147	1,080	975	947	-36.4%	1,219	450	1,051	1,067
2021 FTEs	665	570	586	826 EN40	1,195 PLOYMENT	1,276	1,219	1,453	1,642	1,335	1,266	1,061	1,091	15.3%	607	1,099 DMMODAT	1,438	1,221
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					of Total (%	
Serviced FTEs	1,325	1,314	1,336	1,375	1,278	1,272	1,450	1,495	1,479	1,490	947	1,091	FTEs	Linpioyin	ent (FILS)		01 10tal (70	
Total Employment FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,000				~	60.0%
Share of Total %	49.6%	51.0%	51.6%	51.3%	50.6%	50.3%	52.4%	52.5%	51.2%	51.2%	54.9%	50.2%	1,500					50.0%
Annual Change in Share %		2.8%	1.3%	-0.7%	-1.3%	-0.6%	4.0%	0.3%	-2.5%	-0.1%	7.3%	-8.5%	[40.0%
Change in Share from 2010 %		2.8%	4.1%	3.4%	2.1%	1.5%	5.6%	5.9%	3.3%	3.2%	10.7%	1.3%	1,000					30.0%
Avg Ann. Change in Share %		2.8%	2.0%	1.1%	0.5%	0.3%	0.9%	0.8%	0.4%	0.4%	1.1%	0.1%	500					20.0%
0					2.270		2.270					2.2/0	500	011 012	013 014 015	016 017 018	019 020 021	10.0%
													0	N N	N N N	X X X	× × ×	0.0%
This report is convicted @ Old -1 Tourism Only in a	2022													Servic			Share of Tol	
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STEAM REPORT FOR 2010-2021 - FIN/	AL .									20	10 to 202	01	NON-SE		D	IRECT EM		т
VISIT MORAY SPEYSIDE										20	10 10 202	.1	NON-SE	ERVICED			PLOTIVIEN	•
EMPLOYMENT BY:					Г	MONTH AN	D QUARTE	R						AR YEAR				
KEY					NON-S	ERVICED A	ссоммор	ATION					CALLIND			QUA	RTER	
An increase of 3% or more			DIRECT E	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (I	TEs) / PER	CENTAGE C	HANGES						QUA	NI EN	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-29.6%	-29.3%	-34.2%	- <mark>26.7%</mark>	-13.3%	-18.2%	3.3%	-7.3%	-6.0%	4.4%	-0.7%	-8.5%	-12.2%	-	-31.1%	-19.0%	-3.3%	-0.5%
% Change 2020 to 2021	-22.4%	-22.7%	-23.3%	124.4%	196.6%	216.1%	163.8%	0.7%	-3.2%	- 6.7%	3.0%	9.6%	27.7%	Annual Change	-22.8%	179.2%	27.6%	-0.4%
Average Annual Change	-2.7%	-2.7%	-3.1%	-2.4%	-1.2%	-1.7%	0.3%	-0.7%	-0.5%	0.4%	-0.1%	-0.8%	-1.1%	C A	-2.8%	-1.7%	-0.3%	0.0%
2010 FTEs	383	386	410	632	725	803	764	803	699	665	412	401	590		393	720	755	492
2011 FTEs	361	361	378	664	683	729	736	741	618	605	376	369	552	-6.5%	367	692	699	450
2012 FTEs	360	362	379	584	654	715	704	727	636	579	380	375	538	-2.5%	367	651	689	445
2013 FTEs	352	355	398	597	669	697	744	740	615	578	374	364	540	0.4%	369	654	700	438
2014 FTEs	286	297	307	508	613	606	642	671	539	522	313	306	467	-13.5%	297	575	618	380
2015 FTEs	289	290	316	507	583	611	624	643	562	545	319	315	467	-0.1%	298	567	610	393
2016 FTEs	289	289	318	518	600	647	676	688	554	571	316	294	480	2.8%	298	588	639	394
2017 FTEs	283	285	305	542	599	618	644	654	535	544	333	302	470	-2.0%	291	587	611	393
2018 FTEs	346	349	378	623	688	696	731	729	604	650	414	369	548	16.5%	358	669	688	478
2019 FTEs	346	350	378	630	693	693	722	725	604	642	411	367	547	-0.3%	358	672	683	473
2020 FTEs	348	353	352	207	212	208	299	739	679	744	397	335	406	-25.7%	351	209	572	492
2021 FTEs	270	273	270	464	629	657	789	744	657	694	409	367	518	27.7%	271	583	730	490
	2010	2014	2012	_	PLOYMENT		2016	2017	2010	2010	2020	2024				COMMOD		
SHARE OF MARKET Non-Serviced FTEs	2010 590	2011 552		2013 540	2014	2015 467	2016	2017	2018	2019 547	2020 406	2021 518	FTEs	Employin	ieni (FIES)	and Share	01 10tal (%	-
Total Employment FTEs	2,671	2,578	538 2,587	2,680	467 2,525	467 2,526	480 2,769	470 2,846	548 2,888	2,911	406	2,173	700					30.0%
Share of Total %	2,671	2,578	2,587	2,680	18.5%	2,526	17.3%	2,846	2,888	18.8%	23.5%	2,173	600					25.0%
Annual Change in Share %	22.1/0	- 3.1%	-2.8%	- 3.1%	-8.1%	-0.2%	-6.2%	-4.6%	19.0%	-1.1%	25.5% 25.4%	1.4%	500 400				-	20.0%
Change in Share from 2010 %		-3.1%	-2.8%	-8.8%	-16.2%	-16.4%	-21.6%	-25.2%	-14.1%	-1.1%	6.5%	8.0%	300					15.0%
Avg Ann. Change in Share %		-3.1%	-2.9%	- 0.0 %	-10.2%	-3.3%	-3.6%	-25.2%	-14.1%	-13.0%	0.6%	0.7%	200					10.0%
		-3.1/0	-2.370	2.370	-4.1/0	-3.370	-3.078	-3.0/8	-1.070	-1.770	0.070	0.770	100	011	013 014 015	016 017 018	019 020 021	5.0%
													0	X X X	X X X	X X X	X X	0.0%
														Non-Se	rviced FTEs		 Share of T 	
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STEAM REPORT FOR 2010-2021 - FINA	AL.									20	10 to 202	21	S	FR	D		PLOYMEN	т
VISIT MORAY SPEYSIDE																		
EMPLOYMENT BY:					Γ	MONTH AN	D QUARTER	२					CALEND	AR YEAR				
KEY						SF										QUA	RTER	
An increase of 3% or more			DIRECT EI	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (F	TEs) / PER	CENTAGE C	HANGES								
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-77.0%	-90.8%	-94.3%	-63.5%	-22.9%	-9.2%	3.4%	-4.9%	9.0%	15.2%	33.4%	-19.3%	- 27.1%		-85.8%	-31.5%	0.4%	0.9%
% Change 2020 to 2021	-72.8%	-90.0%	-90.5%	1370.4%	1708.5%	2254.7%	589.3%	15.5%	12.9%	4.9%	62.8%	132.4%	49.1%	Annual Change	-82.0%	1855.0%	51.4%	57.6%
Average Annual Change	-7.0%	-8.3%	-8.6%	-5.8%	-2.1%	-0.8%	0.3%	-0.4%	0.8%	1.4%	3.0%	-1.8%	-2.5%	Chan	-7.8%	-2.9%	0.0%	0.1%
2010 FTEs	199	110	141	232	191	258	169	304	125	118	102	246	183		150	227	199	155
2011 FTEs	172	110	128	233	177	243	163	292	117	115	102	249	175	-4.3%	137	218	191	155
2012 FTEs	197	108	134	219	170	241	162	289	120	109	97	238	174	-0.8%	147	210	190	148
2013 FTEs	205	116	163	241	187	256	179	314	128	116	100	231	186	7.2%	161	228	207	149
2014 FTEs	200	120	134	240	201	262	178	324	129	120	106	256	189	1.6%	151	235	210	161
2015 FTEs	214	121	140	241	198	261	177	317	130	127	117	277	193	2.2%	158	233	208	174
2016 FTEs	181	109	142	240	198	269	185	329	130	126	106	263	190	-1.8%	144	236	215	165
2017 FTEs	205	116	139	259	203	275	184	327	132	127	114	260	195	2.7%	153	245	214	167
2018 FTEs	191	116	139	256	202	268	181	328	135	130	119	260	194	-0.7%	149	242	215	170
2019 FTEs	190	115	138	256	202	266	179	326	134	128	117	256	192	-0.7%	148	241	213	167
2020 FTEs	168	102	85	6	8	10	25	250	121	129	84	85	89	-53.5%	118	8	132	99
2021 FTEs	46	10	8	85	147	235	175	289	137	136	136	198	133	49.1%	21	156	200	157
				EMF	PLOYMENT										SI	R		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (FTEs)	and Share	of Total (%)
SFR FTEs	183	175	174	186	189	193	190	195	194	192	89	133	250					10.0%
Total Employment FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	200					8.0%
Share of Total %	6.8%	6.8%	6.7%	6.9%	7.5%	7.7%	6.9%	6.9%	6.7%	6.6%	5.2%	6.1%	200		17.			8.076
Annual Change in Share %		-0.8%	-1.1%	3.5%	7.9%	2.1%	-10.4%	-0.1%	-2.1%	-1.5%	-21.5%	18.4%	150					6.0%
Change in Share from 2010 %		-0.8%	-2.0%	1.4%	9.5%	11.8%	0.1%	0.1%	-2.1%	-3.5%	-24.3%	-10.4%	100					4.0%
Avg Ann. Change in Share %		-0.8%	-1.0%	0.5%	2.4%	2.4%	0.0%	0.0%	-0.3%	-0.4%	-2.4%	-0.9%	50					2.0%
													50	2012	2013 2014 2015	2016 2013	2019 2020 2021	2.0%
													0	SFR	ETEC		hare of Tota	0.0%
														JFK	1165		nare or rold	I

STEAM REPORT FOR 2010-2021 - FINA VISIT MORAY SPEYSIDE	۱L									20	10 to 202	21	STAYING		D	IRECT EM	PLOYMEN	т
EMPLOYMENT BY:	_	_	_	_	Ν		D QUARTER	,			_							
KEY						STAYING	•	<u>`</u>					CALEND	AR YEAR				
An increase of 3% or more			DIRECT E	MPLOYME			VALENTS (F	TEs) / PER	CENTAGE C	HANGES						QUA	RTER	
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	ОСТ	NOV	DEC		Ũ	Q1	Q2	Q3	Q4
% Change 2010 to 2021	-47.3%	-51.1%	-56.8%	-35.9%	-14.1%	-10.8%	-9.6%	-2.8%	10.3%	2.6%	7.6%	-5.8%	-16.9%		-51.9%	-19.7%	-1.1%	1.5%
% Change 2020 to 2021	-41.4%	-50.2%	-48.5%	110.8%	192.1%	221.1%	138.3%	11.4%	14.9%	7.2%	16.0%	16.6%	20.9%	ual Ige	-46.7%	175.4%	34.9%	12.6%
Average Annual Change	-4.3%	-4.6%	-5.2%	-3.3%	-1.3%	-1.0%	-0.9%	-0.3%	0.9%	0.2%	0.7%	-0.5%	-1.5%	Annual Change	-4.7%	-1.8%	-0.1%	0.1%
2010 FTEs	1,863	1,743	2,002	2,144	2,294	2,430	2,415	2,558	2,209	2,110	1,683	1,726	2,098		1,869	2,289	2,394	1,840
2011 FTEs	1,728	1,788	1,889	2,175	2,147	2,288	2,326	2,460	2,093	2,078	1,728	1,793	2,041	-2.7%	1,802	2,204	2,293	1,866
2012 FTEs	1,932	1,799	1,940	2,067	2,058	2,285	2,426	2,476	2,149	1,989	1,682	1,768	2,047	0.3%	1,890	2,137	2,350	1,813
2013 FTEs	1,924	1,809	2,064	2,117	2,114	2,288	2,685	2,656	2,157	2,016	1,665	1,718	2,101	2.6%	1,932	2,173	2,499	1,800
2014 FTEs	1,664	1,647	1,742	1,922	2,120	2,178	2,243	2,467	2,041	1,915	1,588	1,692	1,935	-7.9%	1,685	2,073	2,250	1,732
2015 FTEs	1,725	1,669	1,766	1,929	2,104	2,149	2,201	2,361	2,003	1,965	1,605	1,713	1,932	-0.1%	1,720	2,060	2,188	1,761
2016 FTEs	1,702	1,741	1,941	2,059	2,278	2,431	2,586	2,747	2,247	2,158	1,704	1,842	2,120	9.7%	1,795	2,256	2,527	1,901
2017 FTEs	1,897	1,825	1,941	2,190	2,342	2,445	2,514	2,725	2,284	2,166	1,775	1,819	2,160	1.9%	1,888	2,326	2,508	1,920
2018 FTEs	1,796	1,814	1,932	2,212	2,376	2,452	2,449	2,955	2,754	2,252	1,824	1,834	2,221	2.8%	1,848	2,347	2,719	1,970
2019 FTEs	1,809	1,817	1,944	2,238	2,393	2,461	2,458	2,957	2,750	2,260	1,827	1,834	2,229	0.4%	1,857	2,364	2,722	1,974
2020 FTEs	1,673	1,711	1,679	652	674	675	916	2,231	2,120	2,020	1,561	1,395	1,442	-35.3%	1,687	667	1,756	1,659
2021 FTEs	981	853	864	1,375	1,970	2,168	2,183	2,486	2,437	2,165	1,810	1,627	1,743	20.9%	899	1,838	2,369	1,867
				EMP	LOYMENT										STAYING			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (FTEs)	and Share	of Total (%)
Staying Visitor FTEs	2,507	2,418	2,421	2,494	2,347	2,353	2,576	2,646	2,692	2,704	1,654	2,076	3,000					120.0%
Total Employment FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,500					100.0%
Share of Total %	93.9%	93.8%	93.6%	93.0%	93.0%	93.1%	93.0%	93.0%	93.2%	92.9%	95.9%	95.5%	2,000					80.0%
Annual Change in Share %		-0.1%	-0.2%	-0.6%	-0.1%	0.2%	-0.1%	-0.1%	0.3%	-0.3%	3.2%	-0.4%	1,500					60.0%
Change in Share from 2010 %		-0.1%	-0.3%	-0.9%	-1.0%	-0.8%	-0.9%	-1.0%	-0.7%	-1.0%	2.2%	1.8%	1,000					40.0%
Avg Ann. Change in Share %		-0.1%	-0.2%	-0.3%	-0.2%	-0.2%	-0.2%	-0.1%	-0.1%	-0.1%	0.2%	0.2%	500		15	16 17	20 21	20.0%
													0		S S	2 2	20, 20, 20, 20, 20, 20, 20, 20, 20, 20,	0.0%
														Staying	Visitor FTEs		• Share of T	

STEAM REPORT FOR 2010-2021 - FIN/	AL .									20	10 to 202	21	DAY V	ISITOR	D	IRECT EM	PLOYMEN	т
VISIT MORAY SPEYSIDE										_		-			_			
EMPLOYMENT BY:					r	MONTH AN	D QUARTE	R					CALEND	AR YEAR				
KEY						DAY V	ISITOR									QUA	RTER	
An increase of 3% or more			DIRECT EI	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (FTEs) / PER	CENTAGE C	HANGES								
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-49.0%	-67.3%	- 76.1%	-66.4%	-9.3%	-42.3%	0.0%	-39.4%	41.9%	-24.1%	-60.7%	- 29.9%	- 40.7%		-66.4%	-33.0%	-8.9%	- 39.6%
% Change 2020 to 2021	-60.6%	-77.7%	-9.1%			*****	624.3%	171.5%	221.9%	182.0%	33.4%	72.3%	37.2%	Annual Change	-62.6%	#########	331.1%	94.7%
Average Annual Change	-4.5%	-6.1%	- 6.9%	-6.0%	-0.8%	-3.8%	0.0%	- 3. 6%	3.8%	-2.2%	-5.5%	-2.7%	-3.7%	Ch An	-6.0%	-3.0%	-0.8%	-3.6%
2010 FTEs	186	224	316	95	198	160	228	172	64	125	126	73	164		242	151	155	108
2011 FTEs	183	239	283	103	197	165	219	151	63	117	124	72	160	-2.6%	235	155	145	104
2012 FTEs	184	275	304	96	210	173	228	145	64	114	110	91	166	4.1%	255	160	146	105
2013 FTEs	211	320	348	93	262	168	274	170	82	124	107	78	186	12.1%	293	174	175	103
2014 FTEs	192	271	263	102	281	166	294	174	77	130	103	82	178	-4.5%	242	183	181	105
2015 FTEs	189	238	210	92	295	153	344	168	97	128	96	71	173	-2.5%	212	180	203	98
2016 FTEs	198	261	229	93	351	178	382	179	123	138	109	81	193	11.6%	229	207	228	109
2017 FTEs	226	270	179	109	389	178	440	175	132	129	110	67	200	3.5%	225	225	249	102
2018 FTEs	208	248	169	107	412	180	417	174	132	127	111	69	196	-2.0%	208	233	241	103
2019 FTEs	235	298	195	115	419	190	438	186	143	135	63	69	207	5.5%	243	241	256	89
2020 FTEs	240	328	83	-	-	0	31	38	28	34	37	30	71	-65.8%	217	0	33	34
2021 FTEs	95	73	76	32	180	92	228	104	91	95	50	51	97	37.2%	81	101	141	65
				EMF	PLOYMENT										DAY V	ISITOR		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employm	ent (FTEs)	and Share	of Total (%)
Day Visitor FTEs	164	160	166	186	178	173	193	200	196	207	71	97	250					8.0%
Total Employment FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	200				1	
Share of Total %	6.1%	6.2%	6.4%	7.0%	7.0%	6.9%	7.0%	7.0%	6.8%	7.1%	4.1%	4.5%						6.0%
Annual Change in Share %		0.9%	3.7%	8.2%	1.3%	-2.6%	1.8%	0.7%	-3.4%	4.7%	-42.3%	8.9%	150				-	4.0%
Change in Share from 2010 %		0.9%	4.7%	13.3%	14.8%	11.8%	13.8%	14.6%	10.7%	15.9%	-33.1%	-27.1%	100					
Avg Ann. Change in Share %		0.9%	2.3%	4.4%	3.7%	2.4%	2.3%	2.1%	1.3%	1.8%	-3.3%	-2.5%	50		m 4 ω	9 7 8		2.0%
														20 20 20	2013 2014 2015	201 201 201	201 202 202	
													0	Day Vis	itor FTEs		Share of To	0.0% tal
														,				

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STEAM REPORT FOR 2010-2021 - FINAL

VISIT MORAY SPEYSIDE						
SERVICED ACCOMMODATION	20)21	Change	on 2020	Change	on 2010
2021	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	156	2,501	-11	-17	-52	-140
+50 Room	3	422	+0	+26	+1	+203
26-50 Room	3	232	+0	+14	-1	-43
<26 Room	70	1,133	-3	-24	-7	-76
Guest Houses/B&Bs	80	715	-8	-33	-45	-223

NON-SERVICED ACCOMMODATION	20	21	Change	on 2020	Change	on 2010
2021	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	197	4,298	+0	-0	-6	+49
Self-Catering	177	2,213	+1	-12	-6	+175
Touring/Camping	19	2,085	-1	+11	-1	-126

DISTRIBUTION BY TYPE OF ACCOMMODATION	20	21	Change	on 2020	Change	on 2010
2021	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	352	6,799	-11	-18	-59	-91
Serviced Accommodation Share of Total	44%	37%				
Non-Serviced Accommodation Share of Total	56%	63%				



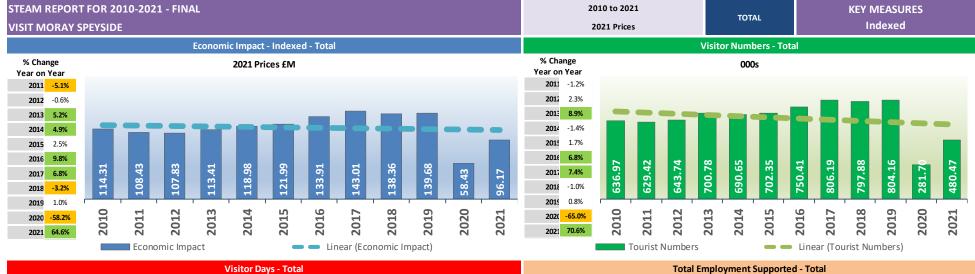
SEASONAL AVAILABILITY OF BED SUPPLY						20	21					
2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC
All Paid Accommodation Total	2,562	2,493	2,743	6,010	6,577	6,650	6,702	6,716	6,710	6,388	3,921	3,991
Serviced Accommodation	1,628	1,548	1,642	2,000	2,346	2,400	2,405	2,420	2,448	2,462	2,446	2,499
Non-Serviced Accommodation	934	945	1,101	4,009	4,230	4,250	4,298	4,296	4,261	3,926	1,474	1,492

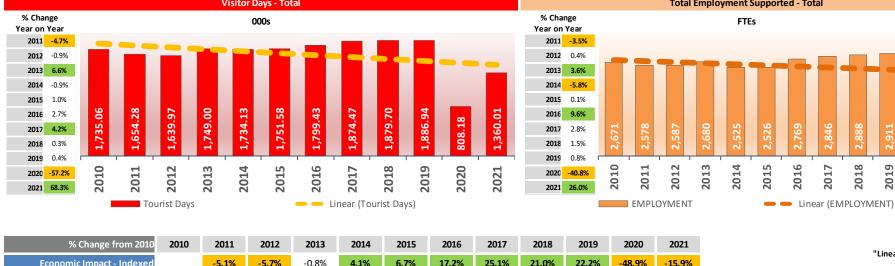
Report Sections With Historic Financial Data Indexed to 2021 Prices

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

Indexation:	Indexation to: 2021
2010	1.35
2011	1.29
2012	1.24
2013	1.20
2014	1.17
2015	1.15
2016	1.14
2017	1.11
2018	1.07
2019	1.04
2020	1.01
2021	1.00

AM REPORT FOR 2010-202 T MORAY SPEYSIDE	I - FINAL										ing 2021 ar 2021 prices			CON	IPARATI	VE HEADLI	NES	
			KE	Y PERFORM	ANCE INDI	CATORS B	Y TYPE OF VI	SITOR - CO	MPARING	6 2021 <u>&</u> 202	0 - INDEXEI	D TO 2021						
KEY																		
An increase of 3% or more		Stayi	ng in Paid	Accommoda	tion		Staying	with Frien	ds and	All S	taying Visit	ors		Day Visitors		All	Visitor Typ	bes
Less than 3% change		Serviced		No	on-Service	d	Re	latives (SFF	3)									
A Fall of 3% or more	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+
Visitor Days 000s	333.28	174.31	91.2%	467.07	277.18	68.5%	405.56	260.41	55.7%	1,205.91	711.90	69.4%	154.09	96.28	60.1%	1,360.01	808.18	6
Visitor Numbers 000s	175.17	92.41	89.6%	66.02	33.70	95.9%	85.19	59.32	43.6%	326.38	185.42	76.0%	154.09	96.28	60.1%	480.47	281.70	7
Direct Expenditure £M																73.35	44.52	6
Economic Impact £M	48.39	28.69	68.6%	26.84	15.43	73.9%	12.17	7.943	53.2%	87.39	52.07	67.8%	8.775	6.358	38.0%	96.17	58.43	e
Direct Employment FTEs	1,091	947	15.3%	518	406	27.7%	133	89	49.1%	1,743	1,442	20.9%	97	71	37.2%	1,840	1,513	2
Total Employment FTEs																2,173	1,725	2
	_	P	ERCENTAG	E CHANGE E		TYPE AND	PERFORMA	NCE MEAS	URE - COI	MPARING 20	021 & 2020	INDEXED	TO 2021					
KEY		Serviced			on-Service	d		SFR			taying Visit	ors		Day Visitors			Visitor Typ	
Visitor Days		<mark>91.2</mark> % 89.6%	68.6%	150.0% 100.0%	%c. 95.9%	73.9%	60.0%		49.1%		76.0%	%o.70		60.1% 60.1%	38. 0% 37.2%		70.6%	64.6%
Visitor Numbers	60.0%			100.0%	20.		40.0%			40.0%		20.9%	40.0%		37.37	40.0%		
Total Economic Impact	40.0%		5.3%	50.0%		27.7%	20.0%					20.						
	20.0%		+							20.0%			20.0%			20.0%		
Direct Employment	0.0%			0.0%			0.0%			0.0%			0.0%			0.0%		
Sectoral Distribution of	Economic In	npact - £M	including	_	d to 2021			Sectors				Secto	oral Distribu	ution of Em	ployment	- FTEs		
		commoda	ntion	2021	2020	+/- %				2021	2020	+/- %	Accom	modation				
	= At	commous		22.78	12.65			ommodatio		1,114	1,034	7.8%		.		15 30/		
23.7%23.7%	Fo	od & Drin	k	15.10	10.13			od & Drink	:	232	162	42.9%	Food &	Drink		15.3%		
23.7% 23.7%	Po	creation		6.223	4.252			Recreation		95	68	40.4%	Recreat	tion	15	2%		
	- Re	cieacion		9.141	5.607			Shopping		135	86	56.3%	Shoppi	ng	12			5:
	She	opping		20.11	11.88			Transport		265	163	62.3%		0	6	.2%		
15.7%				73.35	44.52		тс	TAL DIREC		1,840	1,513	21.6%	Transport	ort		4.4%		
0.9%	= Ira	ansport		22.81	13.91	64.0%		Indirect		332	212	57.1%				10.7%		
0.9% 9.5% 6.5%		•		96.17	58.43			TOTAL		2,173	1,725	26.0%	Indirec	t		10.7%		





Economic Impact - Indexed	-5.1%	-5.7%	-0.8%	4.1%	6.7%	17.2%	25.1%	21.0%	22.2%	-48.9%	-15.9%
Visitor Numbers	-1.2%	1.1%	10.0%	8.4%	10.3%	17.8%	26.6%	25.3%	26.2%	-55.8%	-24.6%
Visitor Days	-4.7%	-5.5%	0.8%	-0.1%	1.0%	3.7%	8.0%	8.3%	8.8%	-53.4%	- 21.6%
Total Employment	-3.5%	-3.1%	0.4%	-5.5%	-5.4%	3.7%	6.6%	8.1%	9.0%	-35.4%	- 18.6%

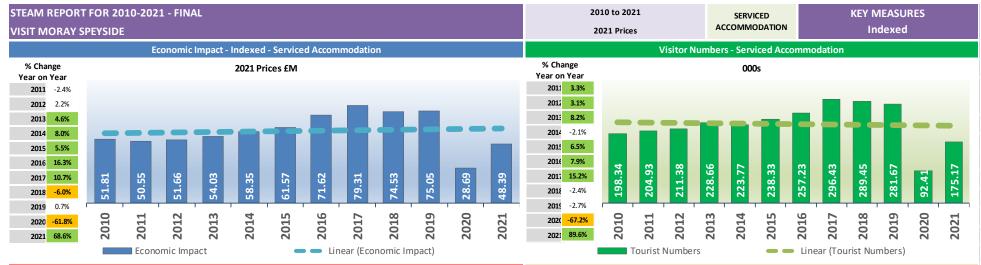
2018

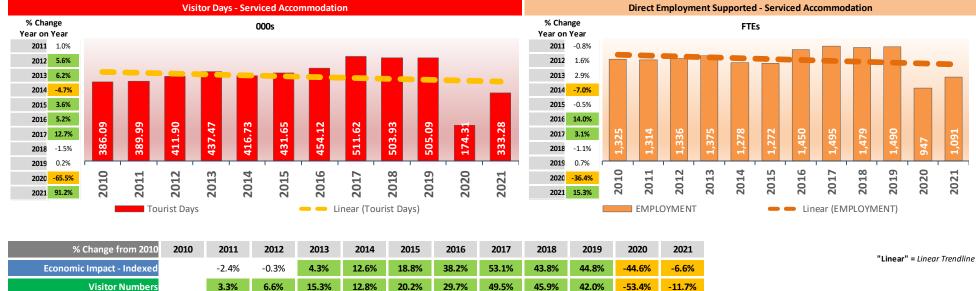
2019

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2020

2021





17.6%

9.4%

32.5%

12.8%

30.5%

11.6%

30.8%

12.5%

-54.9%

-28.5%

-13.7%

-17.6%

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Visitor Days

Direct Employment

1.0%

-0.8%

6.7%

0.8%

13.3%

3.8%

7.9%

-3.5%

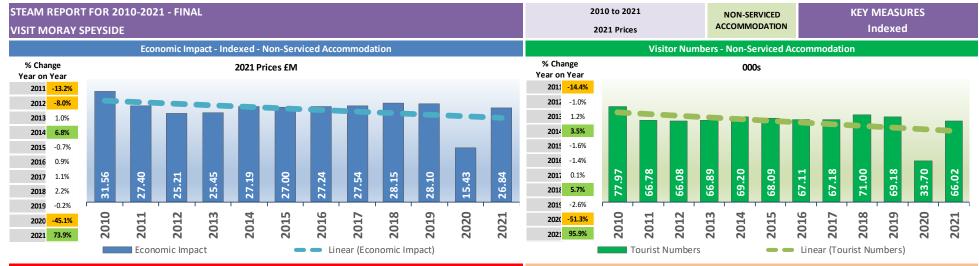
11.8%

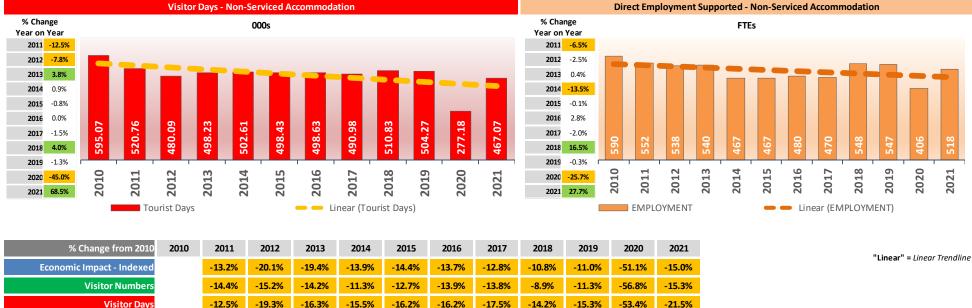
-4.0%

Report Prepared by: Alison Tipler. Date of Issue: 24/05/22

2020

2021





Direct Employment

-6.5%

-8.9%

-8.5%

-20.8%

-20.9%

-18.7%

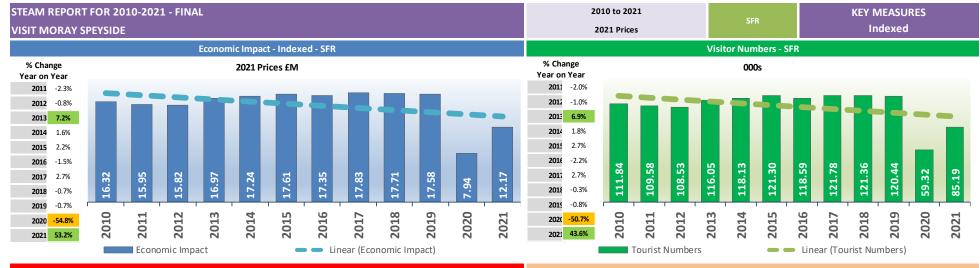
-20.3%

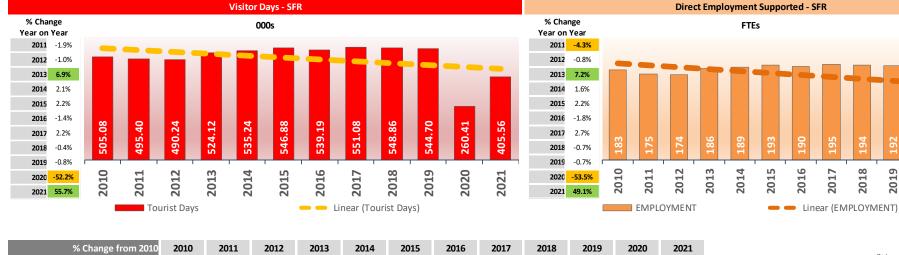
-7.1%

-7.4%

-31.2%

-12.2%

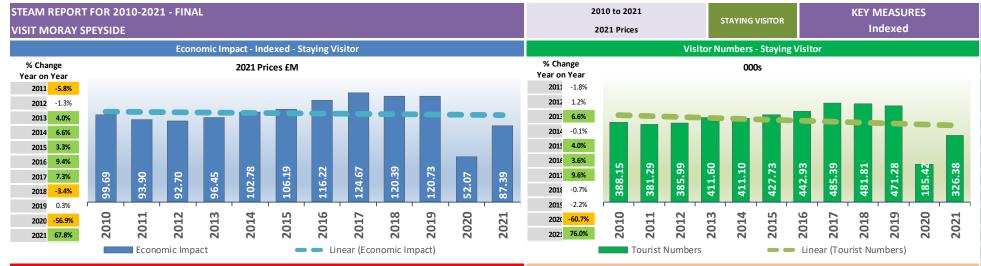


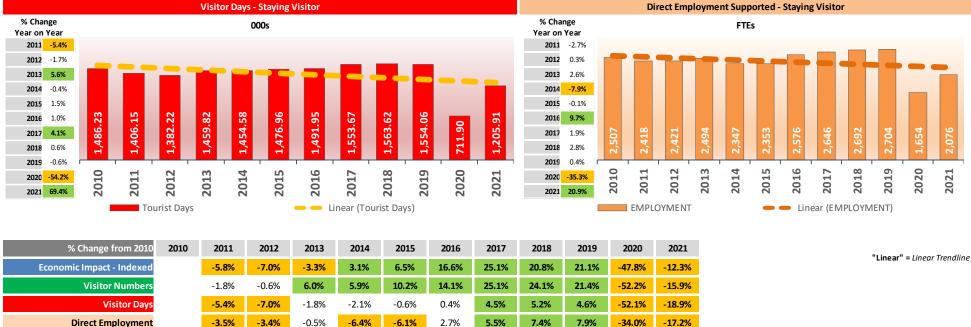


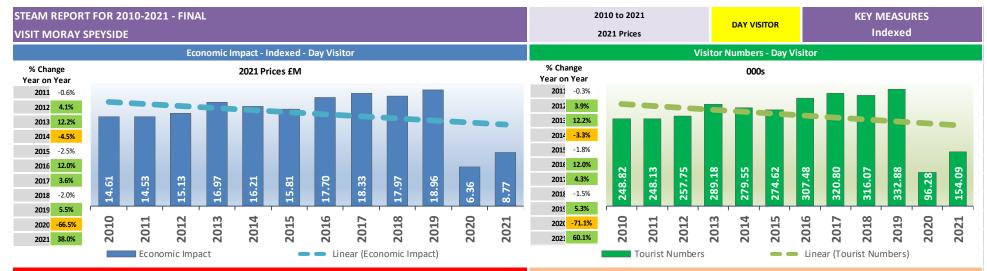
Economic Impact - Indexed -2.3% -3.0% 4.0% 5.7% 8.0% 6.4% 9.3% 8.6% 7.8% -51.3% -25.4% Visitor Numbers -2.0% -3.0% 3.8% 5.6% 8.5% 6.0% 8.9% 8.5% 7.7% -47.0% -23.8% Visitor Days -1.9% -2.9% 3.8% 6.0% 8.3% 6.8% 9.1% 8.7% 7.8% -48.4% -19.7%													"Linear" = Linear Ti
Visitor Days -1.9% -2.9% 3.8% 6.0% 8.3% 6.8% 9.1% 8.7% 7.8% -48.4% -19.7%	Economic Impact - Indexed	-2.3%	-3.0%	4.0%	5.7%	8.0%	6.4%	9.3%	8.6%	7.8%	-51.3%	-25.4%	Linear - Linear -
	Visitor Numbers	-2.0%	-3.0%	3.8%	5.6%	8.5%	6.0%	8.9%	8.5%	7.7%	-47.0%	-23.8%	
Direct Employment -4.3% -5.0% 1.8% 3.5% 5.7% 3.8% 6.6% 5.9% 5.2% -51.1% -27.1%	Visitor Days	-1.9%	-2.9%	3.8%	6.0%	8.3%	6.8%	9.1%	8.7%	7.8%	-48.4%	-19.7%	
	Direct Employment	-4.3%	-5.0%	1.8%	3.5%	5.7%	3.8%	6.6%	5.9%	5.2%	-51.1%	-27.1%	
	nis report is copyright © Global Tourism Solutions (UK) Ltd 2022												Report Prepared by: Alison Tipler. Date of Is

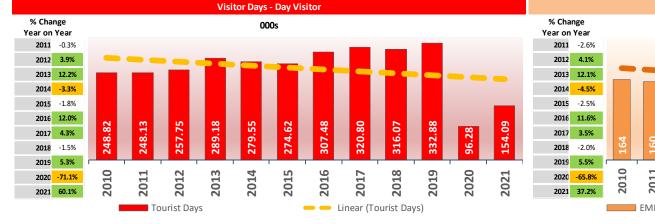
2020

2021



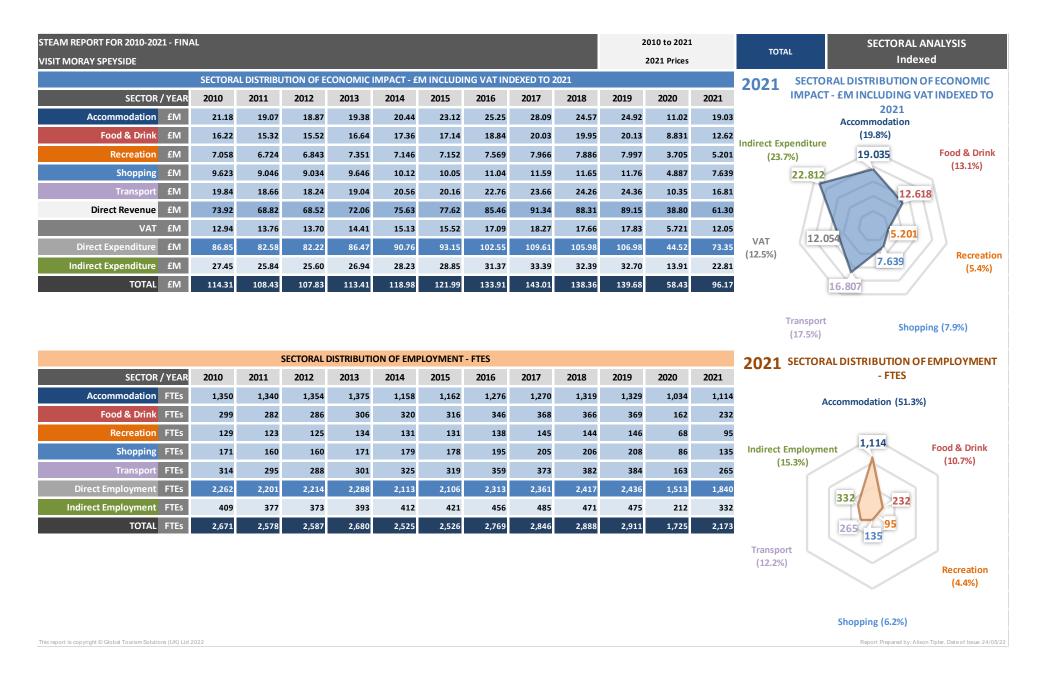






				Direct E	mployn	nent Su	pporteo	d - Day \	/isitor				
% Cha Year on	-					FTE	s						
2011	-2.6%												
2012	4.1%									_			
2013	12.1%												
2014	-4.5%											-	
2015	-2.5%												
2016	11.6%												
2017	3.5%					~	~	~					
2018	-2.0%	164	160	166	186	178	173	193	50	196	207	1	61
2019	5.5%	┍╌┻┻	1									T	
2020	-65.8%	10	11	12	13	14	15	16	17	18	19	2020	2021
2021	37.2%	20	20	20	20	20	20	20	20	20	20	20	20
			EMPLO	DYMEN	Г		-	– Lin	ear (EN	1PLOYM	IENT)		

% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	"Linear" = Linear Trendline
Economic Impact - Indexed		-0.6%	3.5%	16.1%	10.9%	8.2%	21.1%	25.4%	23.0%	29.7%	-56.5%	-40.0%	Linear = Linear Hendline
Visitor Numbers		-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	-38.1%	
Visitor Days		-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	- 38.1%	
Direct Employment		-2.6%	1.4%	13.7%	8.5%	5.8%	18.0%	22.1%	19.7%	26.3%	-56.8%	-40.7%	
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	l - FINAL										2010 to 2021 2021 Prices		то	TAL	E	CONOMI Inde								
ECONOMIC IMPACT BY:					Γ	MONTH AN	D QUARTE	R					CALEND	AR YEAR										
KEY						то	TAL						CALEND	AK TEAK		QUAI	DTED							
An increase of 3% or more			EC		MPACT £M	- INDEXED) to 2021 /	PERCENTA	GE CHANGE	S						QUA	NILN .							
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4						
% Change 2010 to 2021	-69.1%	-83.0%	-90.2%	-58.3%	-14.6%	-8.8%	-1.6%	5.3%	29.5%	22.4%	50.7%	-3.2%	-15.9%	_	-81.8%	-24.4%	8.7%	23.5%						
% Change 2020 to 2021	-69.3%	-86.7%	-83.6%	2335.4%	3236.2%	3683.2%	657.0%	37.6%	37.5%	29.3%	87.4%	143.4%	64.6%	Annual Change	-80.0%	3228.7%	89.5%	60.0%						
Average Annual Change	-6.3%	-7.5%	-8.2%	-5.3%	-1.3%	-0.8%	-0.1%	0.5%	2.7%	2.0%	4.6%	-0.3%	-1.4%	An	-7.4%	-2.2%	0.8%	2.1%						
2010 £M	6.683	6.092	9.188	9.080	11.71	12.48	14.83	15.50	9.776	9.209	5.012	4.756	114.31		21.96	33.27	40.10	18.98						
2011 £M	5.447	6.792	7.967	9.497	10.15	11.24	13.79	14.53	8.749	9.092	5.607	5.585	108.43	-5.1%	20.21	30.88	37.06	20.28						
2012 £M	7.424	7.117	8.661	8.384	9.209	11.24	13.76	14.50	9.316	7.995	4.879	5.334	107.83	-0.6%	23.20	28.84	37.58	18.21						
2013 £M	7.471	7.480	10.32	8.888	10.20	11.12	15.42	15.60	9.528	8.239	4.579	4.562	113.41	5.2%	25.27	30.21	40.55	17.38						
2014 £M	6.672	7.392	8.039	8.978	12.42	11.91	15.71	17.05	9.991	9.121	5.592	6.112	118.98	4.9%	22.10	33.31	42.75	20.83						
2015 £M	7.446	7.538	8.145	9.189	12.69	11.78	16.12	16.09	10.11	10.15	6.190	6.536	121.99	2.5%	23.13	33.66	42.33	22.88						
2016 £M	6.137	7.286	9.081	9.515	13.91	13.88	19.35	19.13	11.76	11.00	5.996	6.861	133.91	9.8%	22.50	37.31 40.96	50.24 52.03	23.86						
2017 £M	8.356	8.247	8.690	11.41	15.02	14.53	20.11	19.53	12.40	11.32	6.904	6.500	143.01	6.8%	25.29	24.72								
2018 £M	6.893	7.651	8.134	10.95	14.69	13.60	18.04	19.94	13.86	11.37	7.039	6.191	138.36	-3.2%	22.68	39.24	51.84	24.60						
2019 £M	7.120	7.961	8.348	11.19	14.88	13.69	18.25	20.12	13.96	11.43	6.616	6.105	139.68	1.0%	23.43	39.77	52.33	24.16						
2020 £M	6.735	7.809	5.489	0.155	0.300	0.301	1.928	11.86	9.208	8.718	4.031	1.891	58.43	-58.2%	20.03	0.756	23.00	14.64						
2021 £M	2.065	1.036	0.902	3.785	9.996	11.37	14.59	16.32	12.66	11.27	7.555	4.602	96.17	64.6%	4.003	25.16	43.58	23.43						
	2010	2014	_	_	ACT - INDE		_	2017	2010	2010	2020	2024		Feenemiel										
SHARE OF MARKET Total £M	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	трасс ру ч	ear and Sh	are or rota							
	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17	200.00			1								
All Visitor Types £M Share of Total %	114.31 100.0%	108.43 100.0%	107.83 100.0%	113.41 100.0%	118.98 100.0%	121.99 100.0%	133.91 100.0%	143.01 100.0%	138.36 100.0%	139.68 100.0%	58.43 100.0%	96.17 100.0%	150.00											
Annual Change in Share %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						80.0%						
Change in Share from 2010 %													100.00			6								
Avg Ann. Change in Share %																40.0%								
													50.00	2010 2011 2012	2013 2014 2015	20.0%								
													0.00	202	X X	2016 2017 2018	2019 2020 2021	0.0%						
														Tota			are of Total							
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	L - FINAL										2010 to 2021 2021 Prices		SERV ACCOMM		E	CONOMI Inde		7
ECONOMIC IMPACT BY:					Ν	/IONTH AN	D QUARTEI	۲										
KEY					SER\	ICED ACCO	OMMODAT	ION					CALEND	AR YEAR		QUAF	TED	
An increase of 3% or more			EC		MPACT £M	- INDEXED	то 2021 /	PERCENTAC	GE CHANGE	S						QUAR	VIER .	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-86.0%	-94.5%	-52.5%	-8.1%	13.5%	-18.7%	23.1%	59.9%	31.1%	105.9%	40.2%	-6.6%	_ •	-84.6%	-12.6%	16.6%	54.7%
% Change 2020 to 2021	-70.5%	-90.3%		68588.3%	#########	66700.4%	887.8%	53.9%	60.4%	75.2%	143.0%	176.3%	68.6%	Annual Change	-85.4%	83614.6%	102.0%	111.9%
Average Annual Change	-6.2%	-7.8%	-8.6%	-4.8%	-0.7%	1.2%	-1.7%	2.1%	5.4%	2.8%	9.6%	3.7%	-0.6%	Ρ̈́Α	-7.7%	-1.1%	1.5%	5.0%
2010 £M	3.248	2.925	4.912	3.748	5.008	4.868	7.164	6.827	4.837	4.240	2.419	1.618	51.81		11.09	13.62	18.83	8.276
2011 £M	2.379	3.709	4.327	3.708	3.923	4.276	6.412	6.533	4.550	4.696	3.344	2.695	50.55	-2.4%	10.42	11.91	17.49	10.73
2012 £M	4.196	3.788	4.819	3.635	3.316	4.420	6.724	6.833	4.932	3.938	2.738	2.324	51.66	2.2%	12.80	11.37	18.49	9.000
2013 £M	4.134	3.875	5.641	3.721	3.590	4.476	7.470	7.430	5.138	4.137	2.535	1.882	54.03	4.6%	13.65	11.79	20.04	8.553
2014 £M	3.392	3.871	4.531	3.854	5.067	5.187	7.548	8.224	5.631	4.574	3.427	3.041	58.35	8.0%	11.79	14.11	21.40	11.04
2015 £M	4.036	4.373	4.838	4.201	5.713	5.106	7.736	7.743	5.324	5.341	3.902	3.254	61.57	5.5%	13.25	15.02	20.80	12.50
2016 £M	3.005	4.155	5.681	4.471	6.392	6.622	10.10	10.27	7.149	5.952	3.827	4.010	71.62	16.3%	12.84	17.48	27.51	13.79
2017 £M 2018 £M	4.891 3.640	5.006 4.542	5.839 5.209	5.605 5.127	7.176 6.541	7.348 6.562	10.50 8.682	10.94 11.44	7.766 9.294	6.341 6.146	4.318 4.151	3.577 3.192	79.31 74.53	10.7% -6.0%	15.74 13.39	20.13 18.23	29.20 29.42	14.24 13.49
2019 £M	3.676	4.542	5.209	5.226	6.599	6.618	8.831	11.44	9.294	6.259	4.131	3.168	75.05	0.7%	13.35	18.44	29.42	13.49
2010 EM	3.513	4.402	4.010	0.003	0.003	0.018	0.590	5.461	4.820	3.172	2.050	0.821	28.69	-61.8%	13.33	0.014	10.87	6.042
2021 £M	1.035	0.410	0.268	1.781	4.604	5.523	5.824	8.406	7.732	5.557	4.981	2.267	48.39	68.6%	1.712	11.91	21.96	12.81
				-	ACT - INDE											OMMODATI		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by \	ear and Sh	are of Tota	ıl
Serviced £M	51.81	50.55	51.66	54.03	58.35	61.57	71.62	79.31	74.53	75.05	28.69	48.39	100.00					60.0%
All Visitor Types £ M	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17						50.0%
Share of Total %	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%	53.7%	49.1%	50.3%	80.00					40.0%
Annual Change in Share %		2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%	-0.3%	-8.6%	2.5%	60.00					
Change in Share from 2010 %		2.9%	5.7%	5.1%	8.2%	11.3%	18.0%	22.3%	18.8%	18.5%	8.3%	11.0%	40.00					30.0%
Avg Ann. Change in Share %		2.9%	2.8%	1.7%	2.0%	2.3%	3.0%	3.2%	2.4%	2.1%	0.8%	1.0%	20.00					20.0%
													20.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	10.0%
													0.00	Servic	ed fM	• • • s	hare of Tota	0.0%
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	L - FINAL										2010 to 2021 2021 Prices		NON-SE ACCOMM		E	CONOMI Inde								
ECONOMIC IMPACT BY:					Γ	MONTH AN	D QUARTEI	R																
KEY					NON-S	ERVICED A	ссоммор	ATION					CALEND	AR YEAR		QUA								
An increase of 3% or more			EC	ONOMIC I	MPACT £M	- INDEXED) to 2021 /	PERCENTA	GE CHANGE	S						QUA	RIER							
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4						
% Change 2010 to 2021	-94.8%	-94.7%	-95.3%	-61.5%	-23.9%	-25.3%	21.0%	-4.0%	-9.5%	25.0%	28.7%	-43.4%	-15.0%	_ •	-95.0%	-34.2%	3.4%	14.8%						
% Change 2020 to 2021	-75.6%	-88.0%	-79.5%	922.7%	1136.9%	1452.4%	522.7%	14.0%	-3.4%	-9.2%	4.7%	84.1%	73.9%	Annual Change	-82.9%	1217.1%	61.7%	-2.7%						
Average Annual Change	-8.6%	-8.6%	-8.7%	-5.6%	-2.2%	-2.3%	1.9%	-0.4%	-0.9%	2.3%	2.6%	-3.9%	-1.4%	Ch A	-8.6%	-3.1%	0.3%	1.3%						
2010 £M	0.586	0.696	0.890	2.899	3.810	4.497	4.701	5.122	3.527	3.167	0.901	0.768	31.56		2.172	11.21	13.35	4.836						
2011 £M	0.382	0.446	0.538	3.243	3.381	3.859	4.453	4.623	2.823	2.644	0.553	0.453	27.40	-13.2%	1.366	10.48	11.90	3.650						
2012 £M 2013 £M	0.339 0.193	0.431	0.529	2.356 2.626	3.005	3.676 3.432	4.062 4.499	4.366 4.489	2.982	2.373	0.578	0.516	25.21	- 8.0% 1.0%	1.299	9.037	11.41	3.467 3.095						
2013 £M 2014 £M	0.193	0.313 0.567	0.818 0.506	2.525	3.197 3.686	3.432	4.499	5.033	2.791 2.793	2.282 2.657	0.479 0.577	0.333 0.501	25.45 27.19	6.8%	1.324 1.384	9.256 9.679	11.78 12.39	3.095						
2015 £M	0.311	0.453	0.662	2.525	3.232	3.470	4.302	4.653	3.056	2.879	0.675	0.639	27.19	-0.7%	1.384	9.222	12.33	4.193						
2016 £M	0.250	0.330	0.587	2.510	3.329	3.847	4.904	4.988	2.675	3.051	0.539	0.229	27.24	0.9%	1.167	9.686	12.57	3.818						
2017 £M	0.190	0.311	0.441	3.006	3.326	3.730	4.817	4.759	2.608	3.029	0.888	0.433	27.54	1.1%	0.942	10.06	12.18	4.350						
2018 £M	0.219	0.350	0.588	3.057	3.462	3.622	4.779	4.653	2.522	3.274	1.136	0.489	28.15	2.2%	1.157	4.900								
2019 £M	0.217	0.372	0.610	3.143	3.545	3.599	4.686	4.653	2.529	3.179	1.104	0.459	28.10	-0.2%	1.200	10.29	11.87	4.741						
2020 £M	0.125	0.308	0.202	0.109	0.234	0.216	0.914	4.313	3.306	4.361	1.108	0.236	15.43	-45.1%	0.636	0.560	8.532	5.705						
2021 £M	0.031	0.037	0.041	1.115	2.899	3.360	5.689	4.918	3.192	3.959	1.160	0.435	26.84	73.9%	0.109	7.374	13.80	5.554						
			ECON	OMIC IMP.	ACT - INDE	XED TO 202	1							NON-SI	ERVICED A	COMMOD	ATION							
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by Y	ear and Sh	are of Tota	ıl						
Non-Serviced £M	31.56	27.40	25.21	25.45	27.19	27.00	27.24	27.54	28.15	28.10	15.43	26.84	35.00	•				30.0%						
All Visitor Types £ M	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17	30.00			25.0%								
Share of Total %	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%	20.1%	26.4%	27.9%	25.00			• • •		20.0%						
Annual Change in Share %		-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%	-1.1%	31.3%	5.6%	20.00			1								
Change in Share from 2010 %		-8.5%	-15.3%	-18.7%	-17.3%	-19.8%	-26.3%	-30.3%	-26.3%	-27.2%	- 4.3%	1.1%	15.00			10.0%								
Avg Ann. Change in Share %		-8.5%	-7.7%	- 6.2%	-4.3%	-4.0%	-4.4%	-4.3%	-3.3%	- 3.0%	-0.4%	0.1%	10.00 5.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	5.0%						
													0.00	2 2 2	2 2 2	2 2 2	8 8 8	0.0%						
														Non-Se	rviced £M		Share of To	tal %						
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	- FINAL										2010 to 2021 2021 Prices		S	SFR ECONOMIC IMPACT Indexed										
ECONOMIC IMPACT BY:					Γ	/IONTH AN	D QUARTEI	۲																
KEY						SF	R						CALEND	AR YEAR		QUAI								
An increase of 3% or more			EC	ΟΝΟΜΙΟ ΙΙ	MPACT £M	- INDEXED) to 2021 /	PERCENTAG	GE CHANGE	S						QUA	RIER							
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4						
% Change 2010 to 2021	-77.5%	-91.0%	-94.4%	-62.6%	-21.0%	-6.9%	6.0%	-2.5%	11.7%	18.0%	36.6%	-17.4%	-25.4%		-86.1%	- <mark>29.8%</mark>	2.9%	3.4%						
% Change 2020 to 2021	-74.0%	-90.5%	-90.9%	1370.5%	1708.6%	2254.8%	605.9%	21.5%	18.8%	9.3%	69.7%	142.2%	53.2%	Annual Change	-82.8%	1855.1%	59.0%	64.3%						
Average Annual Change	-7.0%	-8.3%	-8.6%	-5.7%	-1.9%	-0.6%	0.5%	-0.2%	1.1%	1.6%	3.3%	-1.6%	-2.3%	ĞA	-7.8%	-2.7%	0.3%	0.3%						
2010 £M	1.479	0.822	1.052	1.721	1.415	1.917	1.254	2.253	0.931	0.878	0.760	1.833	16.32		3.353	5.053	4.438	3.471						
2011 £M	1.310	0.836	0.973	1.762	1.343	1.841	1.238	2.210	0.890	0.872	0.774	1.898	15.95	-2.3%	3.119	4.946	4.339	3.544						
2012 £M	1.499	0.825	1.021	1.662	1.288	1.828	1.226	2.194	0.908	0.827	0.735	1.812	15.82	-0.8%	3.345	4.778	4.327	3.374						
2013 £M	1.556	0.883	1.239	1.828	1.417	1.938	1.355	2.380	0.967	0.885	0.757	1.758	16.97	7.2%	3.678	5.184	4.702	3.401						
2014 £M	1.520	0.916	1.017	1.821	1.525	1.988	1.350	2.457	0.977	0.913	0.809	1.951	17.24	1.6%	3.452	5.334	4.784	3.673						
2015 £M 2016 £M	1.624	0.920	1.065	1.824	1.499	1.980	1.345	2.405	0.988	0.969	0.889	2.108	17.61	2.2%	3.608	5.303	4.738	3.966						
2016 £M 2017 £M	1.383	0.830	1.082	1.822	1.507	2.045 2.089	1.408	2.505 2.489	0.991 1.004	0.963	0.806	2.012	17.35	-1.5% 2.7%	3.295	5.375	4.904	3.781						
2017 £M 2018 £M	1.568 1.458	0.885 0.884	1.058 1.063	1.968 1.949	1.541 1.535	2.089	1.402 1.374	2.489	1.004	0.973 0.989	0.870 0.911	1.986 1.986	17.83	-0.7%	3.511 3.405	5.597 5.521	4.894 4.899	3.829 3.886						
2018 £M	1.450	0.884	1.055	1.949	1.535	2.030	1.374	2.497	1.028	0.989	0.896	1.988	17.58	-0.7%	3.382	5.504	4.899	3.832						
2020 £M	1.279	0.779	0.648	0.044	0.062	0.076	0.188	1.807	0.875	0.948	0.612	0.625	7.943	-54.8%	2.706	0.181	2.871	2.185						
2021 £M	0.333	0.074	0.059	0.644	1.119	1.784	1.329	2.196	1.040	1.036	1.039	1.515	12.17	53.2%	0.467	3.547	4.565	3.590						
			ECON	OMIC IMP.	ACT - INDE	XED TO 202	1								SF	R								
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic II	mpact by Y	ear and Sh	are of Tota	ıl						
SFR £M	16.32	15.95	15.82	16.97	17.24	17.61	17.35	17.83	17.71	17.58	7.943	12.17	20.00					20.0%						
All Visitor Types £ M	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17		_										
Share of Total %	14.3%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%	12.6%	13.6%	12.7%	15.00		╸╺╸╺╸			15.0%						
Annual Change in Share %		3.0%	-0.2%	1.9%	- 3. 1%	-0.4%	-10.2%	-3.8%	2.7%	-1.7%	8.0%	-6.9%	10.00					10.000						
Change in Share from 2010 %		3.0%	2.8%	4.8%	1.5%	1.2%	-9.2%	-12.6%	-10.3%	-11.8%	-4.8%	-11.3%	10.00					10.0%						
Avg Ann. Change in Share %		3.0%	1.4%	1.6%	0.4%	0.2%	-1.5%	-1.8%	-1.3%	-1.3%	-0.5%	-1.0%	5.00					5.0%						
													0.00		2013 2014 2015	2016 2017 2018	2019 2020 2021	0.0%						
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	- FINAL										2010 to 2021 2021 Prices	L	STAYING	VISITOR	E	CONOMI Inde		ſ
ECONOMIC IMPACT BY:					Γ	MONTH AN	D QUARTE	2					CALEND					
KEY						STAYING	VISITOR						CALEND			QUAF	TER	
An increase of 3% or more			EC	ΟΝΟΜΙΟ ΙΙ	MPACT £M	- INDEXED	то 2021 /	PERCENTAC	GE CHANGE	S						QUA	(ILI)	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-73.7%	-88.3%	-94.6%	-57.7%	-15.7%	-5.5%	-2.1%	9.3%	28.7%	27.4%	75.9%	0.0%	-12.3%	_ •	-86.2%	-23.6%	10.1%	32.3%
% Change 2020 to 2021	-71.6%	-90.2%	-92.4%	2178.0%	2777.5%	3450.5%	659.2%	34.0%	32.9%	24.4%	90.5%	150.7%	67.8%	Annual Change	-84.9%	2921.8%	81.0%	57.5%
Average Annual Change	- 6.7%	-8.0%	-8.6%	-5.2%	-1.4%	-0.5%	-0.2%	0.8%	2.6%	2.5%	6.9%	0.0%	-1.1%	Ch A	-7.8%	-2.1%	0.9%	2.9%
2010 £M	5.313	4.443	6.854	8.368	10.23	11.28	13.12	14.20	9.294	8.284	4.081	4.219	99.69		16.61	29.88	36.62	16.58
2011 £M	4.071	4.991	5.838	8.713	8.648	9.975	12.10	13.37	8.263	8.212	4.672	5.045	93.90	-5.8%	14.90	27.34	33.73	17.93
2012 £M	6.034	5.043	6.369	7.653	7.609	9.924	12.01	13.39	8.822	7.137	4.052	4.652	92.70	-1.3%	17.45	25.19	34.23	15.84
2013 £M	5.883	5.071	7.698	8.175	8.204	9.847	13.32	14.30	8.897	7.305	3.772	3.973	96.45	4.0%	18.65	26.23	36.52	15.05
2014 £M	5.222	5.353	6.054	8.198	10.28	10.64	13.46	15.71	9.401	8.144	4.814	5.493	102.78	6.6%	16.63	29.12	38.57	18.45
2015 £M	6.019	5.745	6.565	8.485	10.44	10.62	13.49	14.80	9.368	9.189	5.466	6.002	106.19	3.3%	18.33	29.54	37.66	20.66
2016 £M	4.638	5.315	7.350	8.803	11.23	12.51	16.41	17.76	10.82	9.965	5.172	6.251	116.22	9.4%	17.30	32.55 35.79	44.98 46.28	21.39
2017 £M 2018 £M	6.648 5.317	6.202 5.775	7.338	10.58 10.13	12.04 11.54	13.17 12.22	16.72	18.19 18.59	11.38 12.84	10.34 10.41	6.076 6.198	5.996 5.668	124.67 120.39	7.3% -3.4%	20.19 17.95	22.41 22.28		
2018 £M	5.317	5.775	6.860 6.876	10.13	11.54	12.22	14.84 14.88	18.59	12.84	10.41	6.198	5.584	120.39	0.3%	17.95	33.89 34.23	46.27 46.42	22.28
2019 EM	4.918	5.330	4.860	0.155	0.300	0.300	14.00	11.58	9.001	8.481	3.769	1.682	52.07	- 56.9%	17.55	0.755	22.27	13.93
2020 £M	1.398	0.521	0.368	3.541	8.622	10.67	12.84	15.52	11.96	10.55	7.180	4.217	87.39	67.8%	2.288	22.83	40.33	21.95
	1.550	UISEI				XED TO 202		13.52	11.50	10.55	7.100	41217	07.35	0/10/0	STAYING		40.55	21.55
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I			are of Tota	al
Staying Visitor £M	99.69	93.90	92.70	96.45	102.78	106.19	116.22	124.67	120.39	120.73	52.07	87.39	140.00					100.0%
All Visitor Types £M	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17	120.00					
Share of Total %	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%	86.4%	89.1%	90.9%	100.00	-				80.0%
Annual Change in Share %		-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%	-0.7%	3.1%	2.0%	80.00					60.0%
Change in Share from 2010 %		-0.7%	-1.4%	-2.5%	-1.0%	-0.2%	-0.5%	0.0%	-0.2%	-0.9%	2.2%	4.2%	60.00					40.0%
Avg Ann. Change in Share %		-0.7%	-0.7%	-0.8%	-0.2%	0.0%	-0.1%	0.0%	0.0%	-0.1%	0.2%	0.4%	40.00					
													20.00	2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	20.0%
													0.00		Visitor £M		Share of To	0.0%
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STEAM REPORT FOR 2010-2021 VISIT MORAY SPEYSIDE	L - FINAL										2010 to 2021 2021 Prices		DAY V	ISITOR	l	CONOMI Inde		
ECONOMIC IMPACT BY:					N	/IONTH AN	D QUARTEI	R						AR YEAR				
KEY						DAY VI	SITOR						CALEND			QUAF	TFR	
An increase of 3% or more			EC		MPACT £M	- INDEXED	то 2021 /	PERCENTAC	GE CHANGI	S						QUA		
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021	-51.3%	-68.8%	-77.1%	-65.6%	-7.0%	-40.9%	2.5%	-37.9%	45.4%	-22.2%	-59.7%	-28.2%	-40.0%	_ •	-68.0%	-31.3%	-6.6%	-38.2%
% Change 2020 to 2021	-63.3%	-79.2%	-15.3%			#########	641.2%	185.2%	238.2%	202.5%	43.2%	84.8%	38.0%	Annual Change	-65.2%	########	349.0%	108.9%
Average Annual Change	-4.7%	-6.3%	-7.0%	-6.0%	-0.6%	-3.7%	0.2%	-3.4%	4.1%	-2.0%	-5.4%	-2.6%	- 3.6%	ch A	-6.2%	-2.8%	-0.6%	-3.5%
2010 £M	1.370	1.649	2.334	0.711	1.478	1.196	1.710	1.293	0.481	0.925	0.931	0.537	14.61		5.352	3.385	3.484	2.393
2011 £M	1.376	1.800	2.130	0.785	1.499	1.260	1.682	1.159	0.486	0.880	0.936	0.539	14.53	-0.6%	5.306	3.543	3.328	2.355
2012 £M	1.390	2.074	2.292	0.731	1.600	1.319	1.750	1.111	0.494	0.858	0.827	0.682	15.13	4.1%	5.755	3.650	3.355	2.367
2013 £M	1.589	2.410	2.621	0.713	1.996	1.277	2.099	1.302	0.632	0.934	0.807	0.589	16.97	12.2%	6.620	3.986	4.033	2.330
2014 £M 2015 £M	1.450	2.039	1.985	0.781	2.142	1.263	2.252	1.332	0.590	0.977	0.779	0.619	16.21	- 4.5%	5.473	4.185	4.174	2.375
2015 £M 2016 £M	1.427	1.793	1.580	0.703 0.711	2.250 2.687	1.164	2.635 2.939	1.291 1.376	0.743 0.948	0.962 1.040	0.724	0.535 0.610	15.81 17.70	-2.5%	4.799	4.118	4.670 5.263	2.221 2.474
2018 £M 2017 £M	1.499 1.708	1.971 2.045	1.731 1.352	0.711	2.687	1.362 1.358	3.388	1.376	1.019	0.978	0.824	0.510	17.70	3.6%	5.201 5.104	4.760 5.168	5.263	2.474
2017 EM	1.708	1.876	1.352	0.832	3.154	1.358	3.210	1.343	1.019	0.978	0.828	0.524	17.97	-2.0%	4.725	5.351	5.568	2.310
2019 £M	1.775	2.252	1.473	0.816	3.205	1.453	3.372	1.342	1.010	1.019	0.479	0.524	18.96	5.5%	5.500	5.533	5.906	2.019
2020 £M	1.817	2.478	0.629	0.070	5.205	0.000	0.236	0.282	0.207	0.238	0.262	0.209	6.358		4.925	0.000	0.725	0.708
2021 £M	0.667	0.515	0.533	0.245	1.374	0.707	1.752	0.803	0.699	0.719	0.375	0.386	8.775		1.715	2.326	3.254	1.480
			ECON	OMIC IMP	ACT - INDEX	KED TO 202	1								DAY V	ISITOR		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic I	mpact by \	/ear and Sh	are of Tota	I
Day Visitor £M	14.61	14.53	15.13	16.97	16.21	15.81	17.70	18.33	17.97	18.96	6.358	8.775	20.00					20.0%
All Visitor Types £M	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17			-			
Share of Total %	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%	9.1%	15.00					15.0%
Annual Change in Share %		4.8%	4.7%	6.6%	-9.0%	- 4.9 %	2.0%	-3.0%	1.3%	4.5%	-19.8%	-16.2%	10.00					10.0%
Change in Share from 2010 %		4.8%	9.7%	1 7.0 %	6.5%	1.3%	3.4%	0.3%	1.6%	6.2%	-14.9%	- 28.6%	10.00					10.0%
Avg Ann. Change in Share %		4.8%	4.9%	5.7%	1.6%	0.3%	0.6%	0.0%	0.2%	0.7%	-1.5%	-2.6%	5.00		m 4 10			5.0%
														2010 2011 2012	2013 2014 2015	2016 2017 2018	2019 2020 2021	
													0.00	Day Vi	sitor £M		Share of Tota	0.0% al %
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