



STEAM REPORT FOR 2011-2022 - FINAL

Final

MORAY SPEYSIDE

Global Tourism Solutions (UK) Ltd

2 Union Place

Anstruther


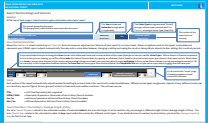











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Report Section Design and Features

Headers

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

The period covered by the report
The geographical / administrative area covered by the report

The **Years** shown and **Indexation** being applied (if applicable)

The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File)

The section of the report you are viewing

STEAM REPORT FOR 2011-2022 - FINAL
MORAY SPEYSIDE

2011 to 2022
Historic Prices

TOTAL

ECONOMIC IMPACT
Historic Prices

User Controls (Excel File)

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

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

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below

FOCUS YEAR 2022 COMPARISON YEAR 2021

INDEXATION NO
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

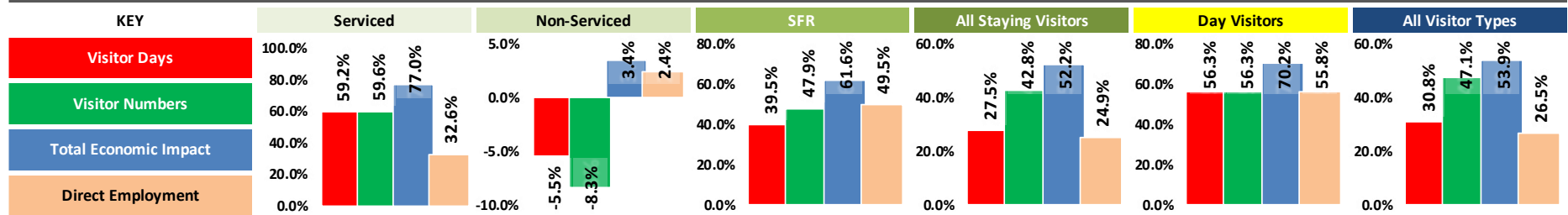
Visitor Numbers / Visitor Days / Average Length of Stay

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

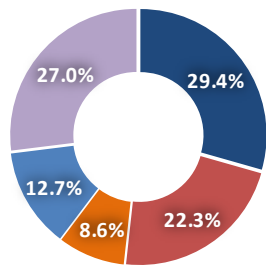
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
Visitor Days 000s	530.63	333.28	59.2%	441.41	467.07	-5.5%	565.94	405.56	39.5%	1,537.98	1,205.91	27.5%	240.92	154.09	56.3%	1,778.90	1,360.01	30.8%			
Visitor Numbers 000s	279.59	175.17	59.6%	60.52	66.02	-8.3%	125.98	85.19	47.9%	466.08	326.38	42.8%	240.92	154.09	56.3%	707.00	480.47	47.1%			
Direct Expenditure £M																113.64	73.35	54.9%			
Economic Impact £M	85.63	48.39	77.0%	27.76	26.84	3.4%	19.66	12.17	61.6%	133.05	87.39	52.2%	14.94	8.775	70.2%	147.99	96.17	53.9%			
Direct Employment FTEs	1,447	1,091	32.6%	531	518	2.4%	199	133	49.5%	2,178	1,743	24.9%	151	97	55.8%	2,329	1,840	26.5%			
Total Employment FTEs																2,792	2,173	28.5%			

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



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



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

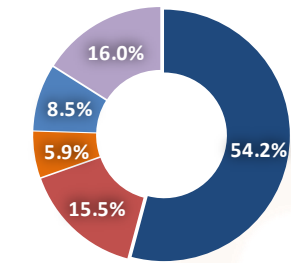
	2022	2021	+/- %
Accommodation	33.42	22.78	46.7%
Food & Drink	25.37	15.10	68.0%
Recreation	9.732	6.223	56.4%
Shopping	14.47	9.141	58.3%
Transport	30.65	20.11	52.4%
TOTAL DIRECT	113.64	73.35	54.9%
Indirect	34.35	22.81	50.6%
TOTAL	147.99	96.17	53.9%

Sectors

	2022	2021	+/- %
Accommodation	1,261	1,114	13.2%
Food & Drink	360	232	55.4%
Recreation	137	95	44.6%
Shopping	198	135	46.4%
Transport	373	265	40.9%
TOTAL DIRECT	2,329	1,840	26.5%
Indirect	463	332	39.2%
TOTAL	2,792	2,173	28.5%

Sectoral Distribution of Employment - FTEs

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



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

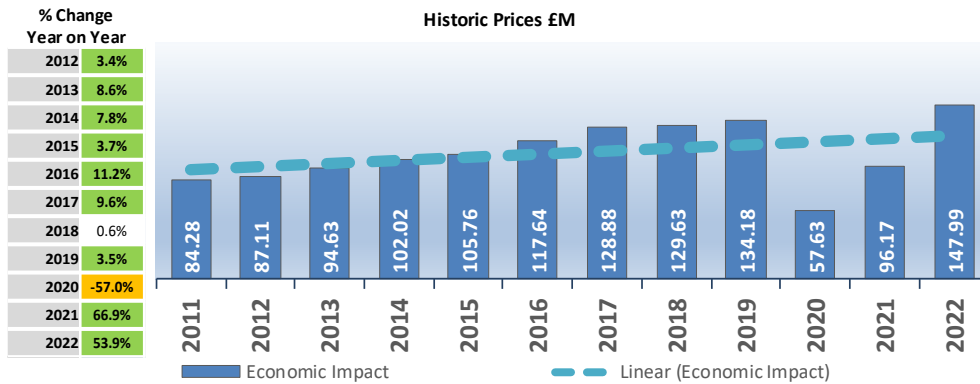
Historic Prices

TOTAL

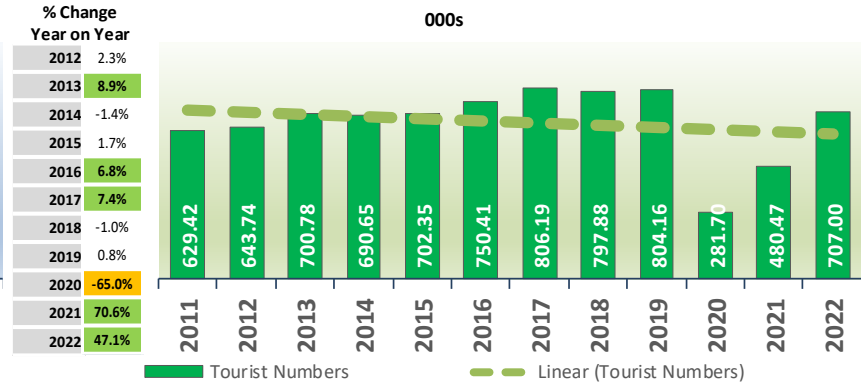
KEY MEASURES

Historic Prices

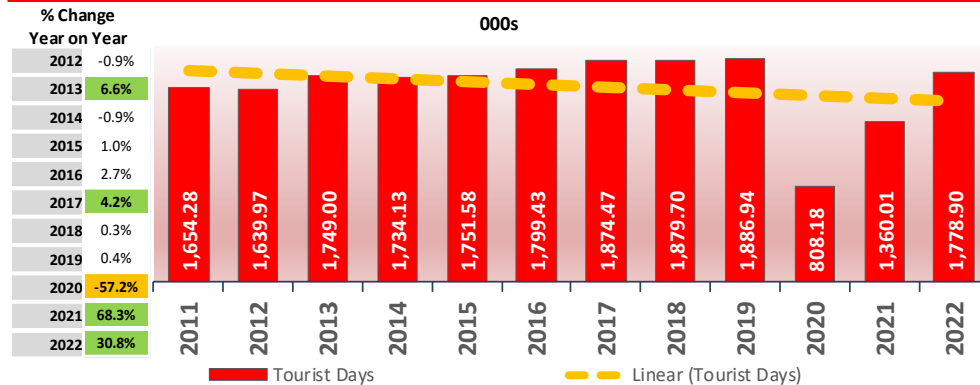
Economic Impact - Historic Prices - Total



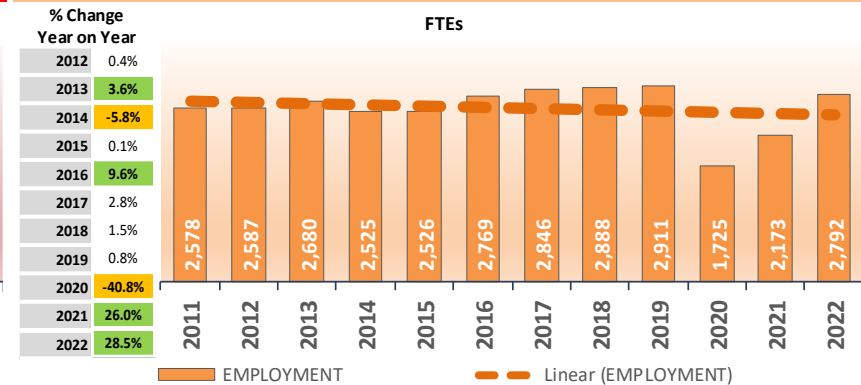
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.4%	12.3%	21.0%	25.5%	39.6%	52.9%	53.8%	59.2%	-31.6%	14.1%	75.6%
Visitor Numbers		2.3%	11.3%	9.7%	11.6%	19.2%	28.1%	26.8%	27.8%	-55.2%	-23.7%	12.3%
Visitor Days		-0.9%	5.7%	4.8%	5.9%	8.8%	13.3%	13.6%	14.1%	-51.1%	-17.8%	7.5%
Total Employment		0.4%	4.0%	-2.1%	-2.0%	7.4%	10.4%	12.0%	12.9%	-33.1%	-15.7%	8.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

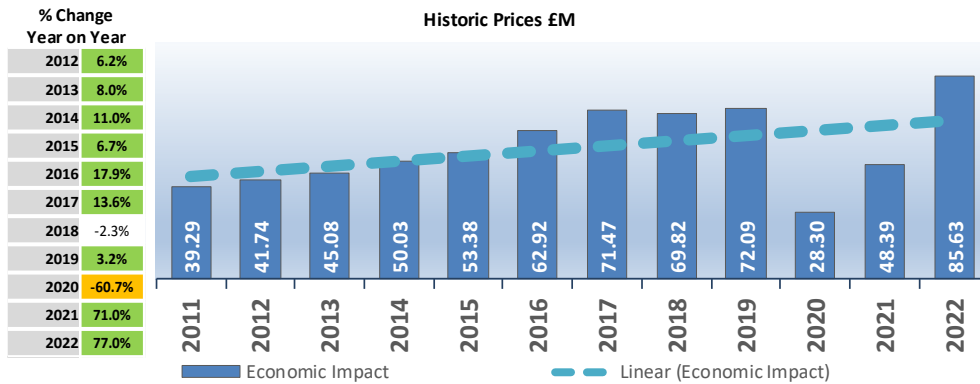
Historic Prices

SERVICED
ACCOMMODATION

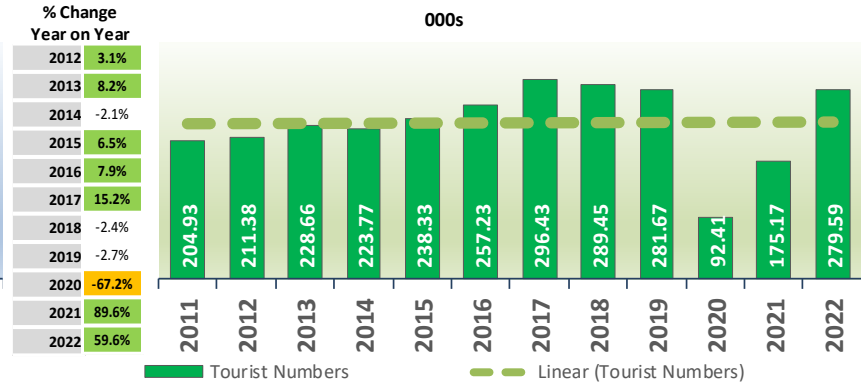
KEY MEASURES

Historic Prices

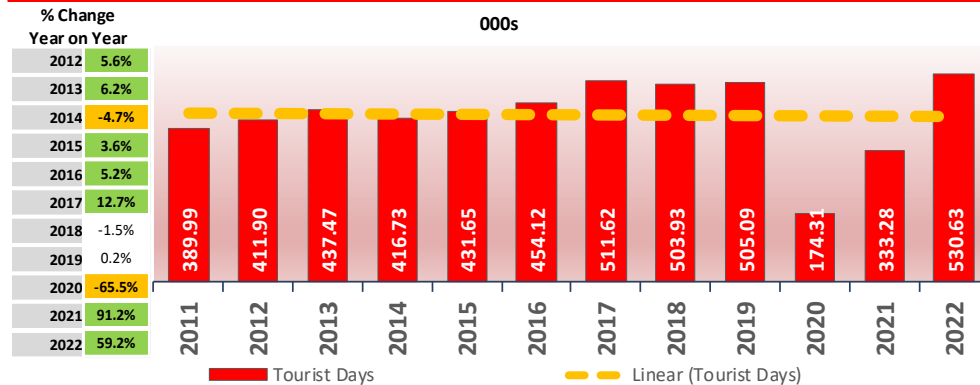
Economic Impact - Historic Prices - Serviced Accommodation



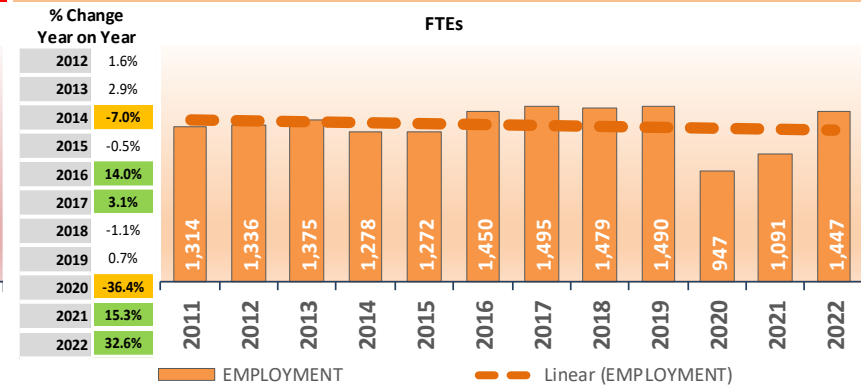
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.2%	14.7%	27.3%	35.8%	60.1%	81.9%	77.7%	83.5%	-28.0%	23.1%	117.9%
Visitor Numbers		3.1%	11.6%	9.2%	16.3%	25.5%	44.6%	41.2%	37.4%	-54.9%	-14.5%	36.4%
Visitor Days		5.6%	12.2%	6.9%	10.7%	16.4%	31.2%	29.2%	29.5%	-55.3%	-14.5%	36.1%
Direct Employment		1.6%	4.6%	-2.7%	-3.2%	10.3%	13.7%	12.5%	13.4%	-28.0%	-17.0%	10.1%

"Linear" = Linear Trendline

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MORAY SPEYSIDE

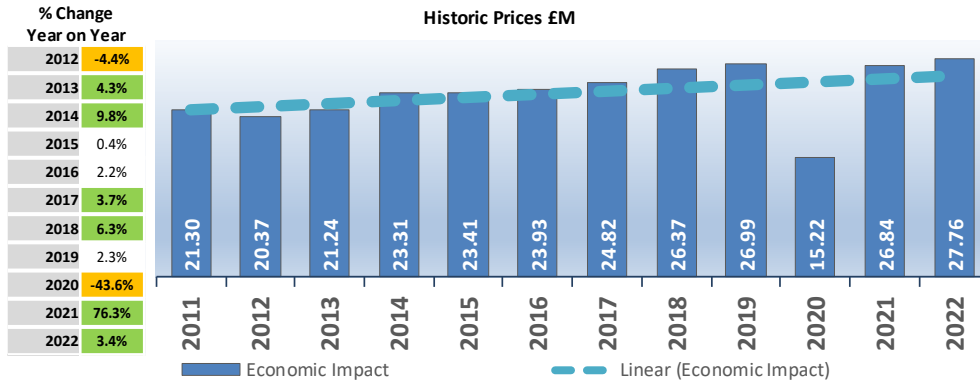
2011 to 2022

Historic Prices

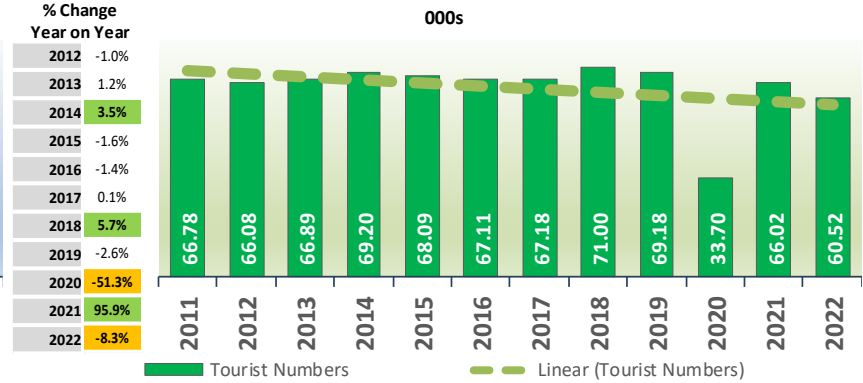
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

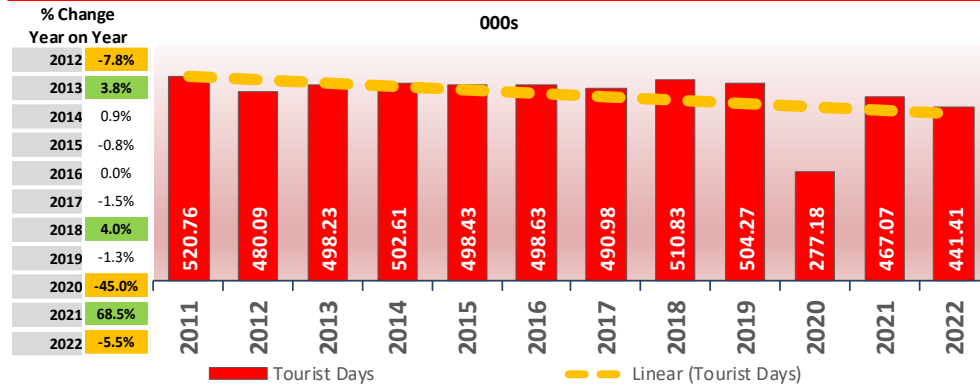
Economic Impact - Historic Prices - Non-Serviced Accommodation



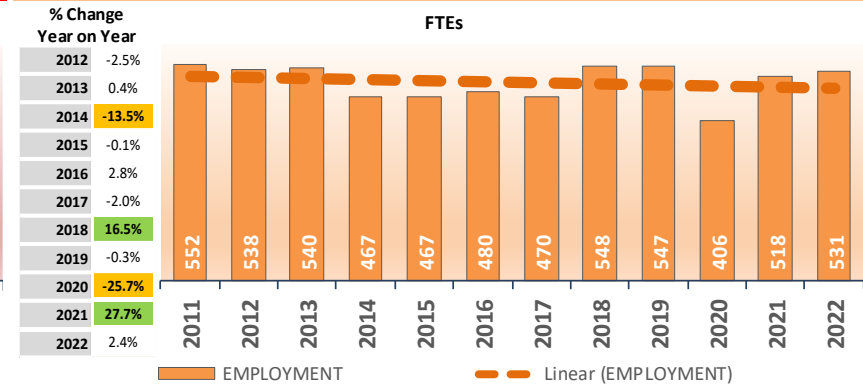
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-4.4%	-0.3%	9.5%	9.9%	12.4%	16.5%	23.8%	26.7%	-28.5%	26.0%	30.3%
Visitor Numbers		-1.0%	0.2%	3.6%	2.0%	0.5%	0.6%	6.3%	3.6%	-49.5%	-1.1%	-9.4%
Visitor Days		-7.8%	-4.3%	-3.5%	-4.3%	-4.2%	-5.7%	-1.9%	-3.2%	-46.8%	-10.3%	-15.2%
Direct Employment		-2.5%	-2.1%	-15.3%	-15.4%	-13.0%	-14.7%	-0.7%	-0.9%	-26.4%	-6.0%	-3.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

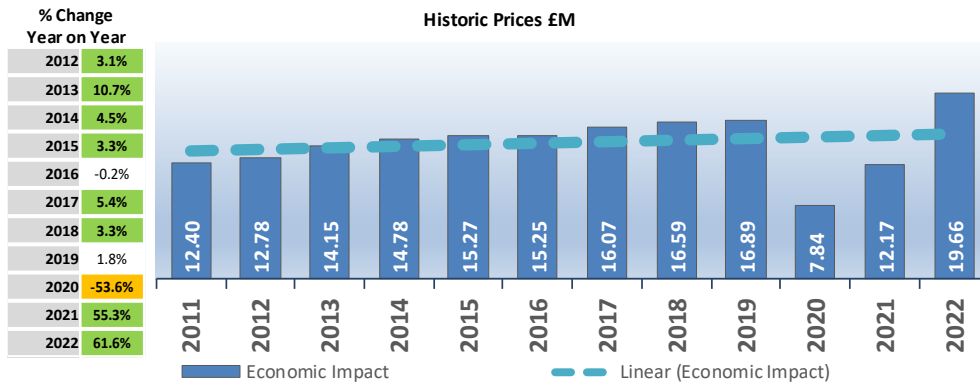
Historic Prices

SFR

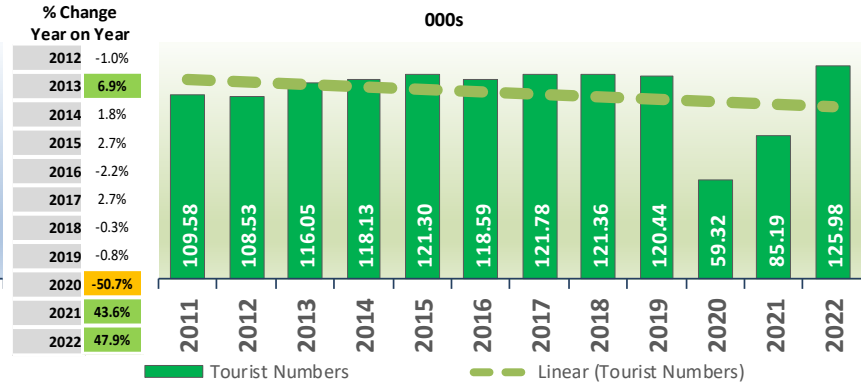
KEY MEASURES

Historic Prices

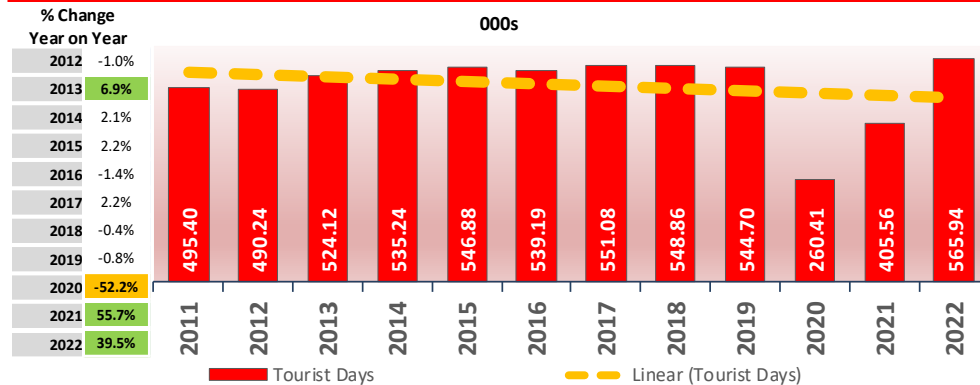
Economic Impact - Historic Prices - SFR



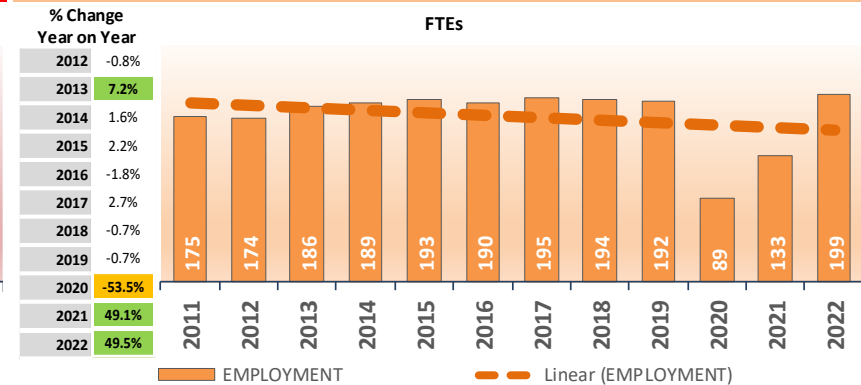
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.1%	14.2%	19.3%	23.2%	23.0%	29.6%	33.8%	36.2%	-36.8%	-1.8%	58.6%
Visitor Numbers		-1.0%	5.9%	7.8%	10.7%	8.2%	11.1%	10.8%	9.9%	-45.9%	-22.3%	15.0%
Visitor Days		-1.0%	5.8%	8.0%	10.4%	8.8%	11.2%	10.8%	10.0%	-47.4%	-18.1%	14.2%
Direct Employment		-0.8%	6.4%	8.1%	10.4%	8.5%	11.4%	10.7%	9.9%	-48.9%	-23.8%	13.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

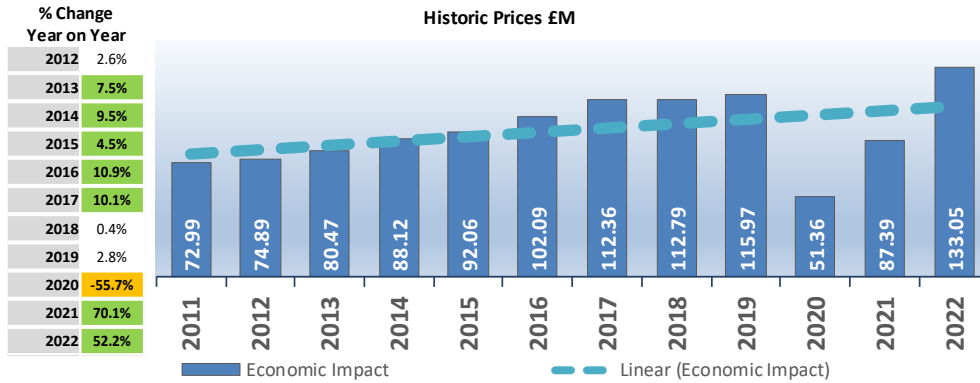
Historic Prices

STAYING VISITOR

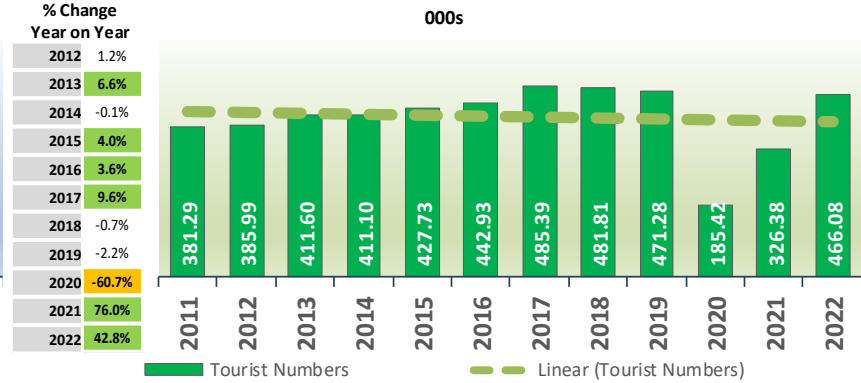
KEY MEASURES

Historic Prices

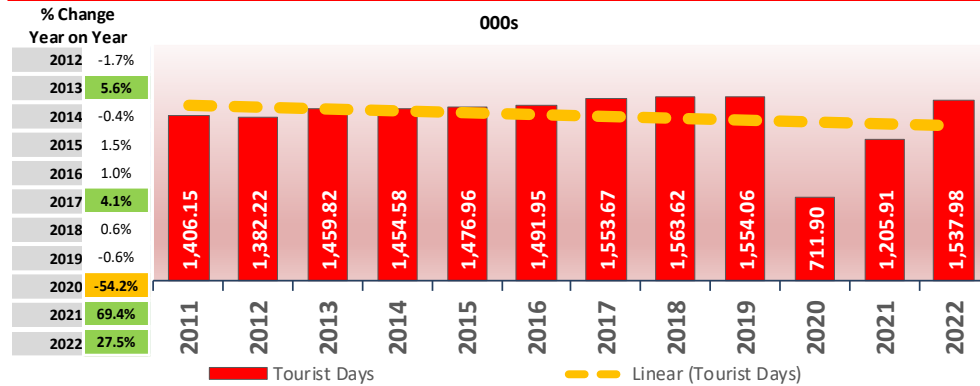
Economic Impact - Historic Prices - Staying Visitor



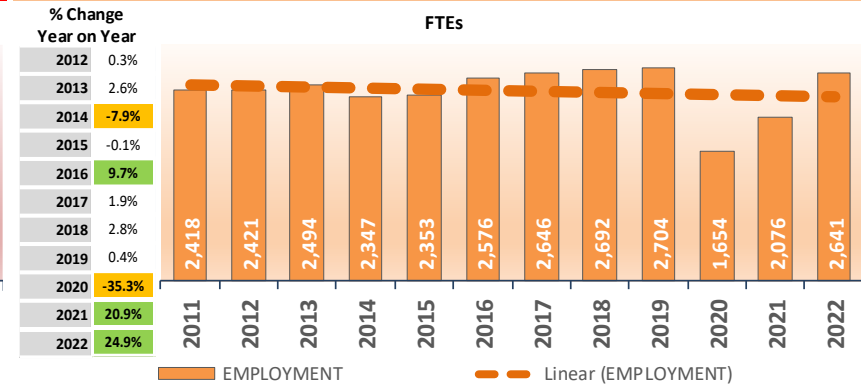
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		2.6%	10.3%	20.7%	26.1%	39.9%	53.9%	54.5%	58.9%	-29.6%	19.7%	82.3%
Visitor Numbers		1.2%	7.9%	7.8%	12.2%	16.2%	27.3%	26.4%	23.6%	-51.4%	-14.4%	22.2%
Visitor Days		-1.7%	3.8%	3.4%	5.0%	6.1%	10.5%	11.2%	10.5%	-49.4%	-14.2%	9.4%
Direct Employment		0.1%	3.1%	-3.0%	-2.7%	6.5%	9.4%	11.3%	11.8%	-31.6%	-14.2%	9.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

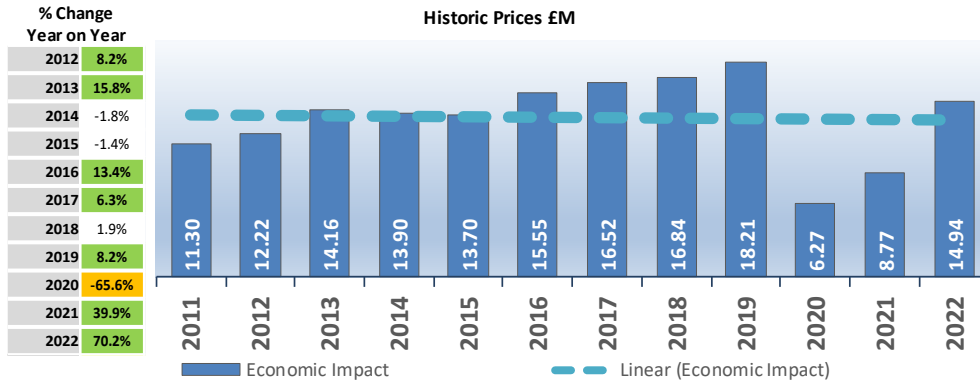
Historic Prices

DAY VISITOR

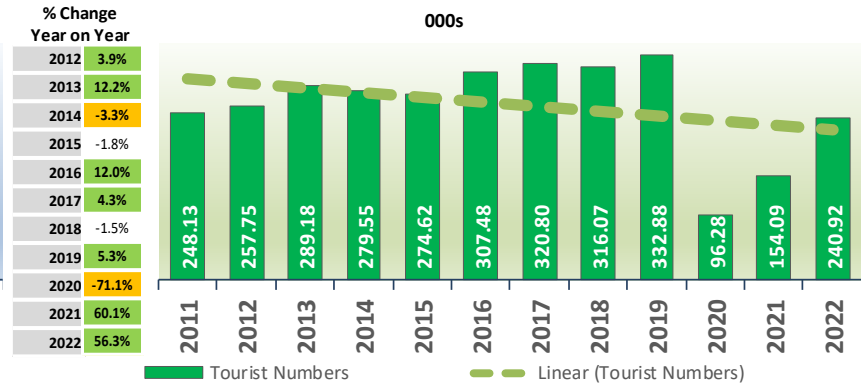
KEY MEASURES

Historic Prices

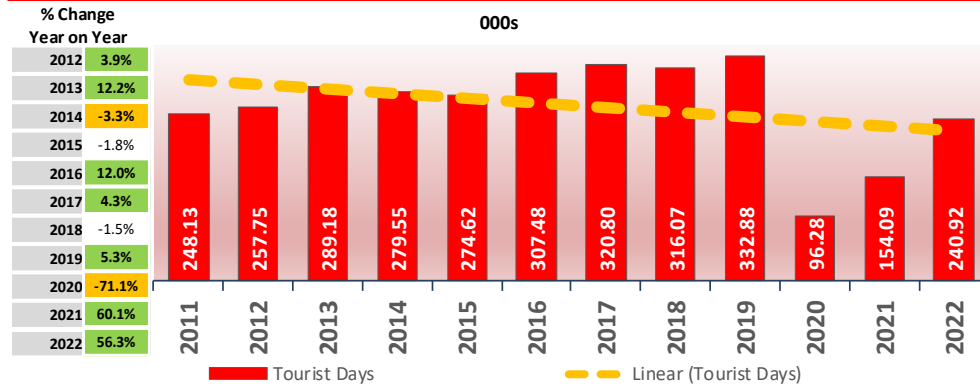
Economic Impact - Historic Prices - Day Visitor



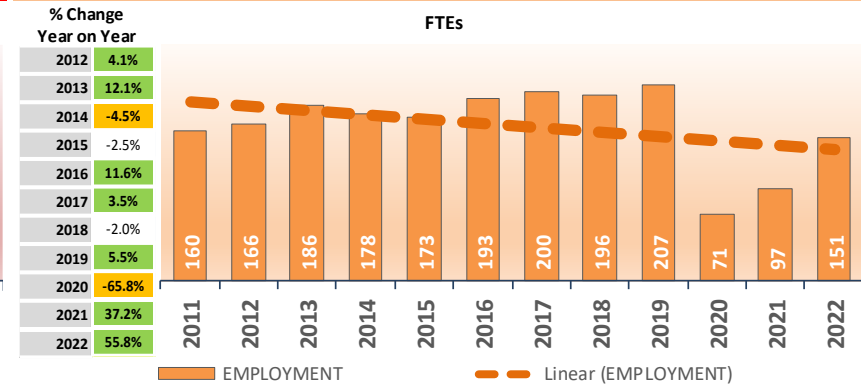
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		8.2%	25.3%	23.0%	21.3%	37.6%	46.3%	49.0%	61.2%	-44.5%	-22.3%	32.2%
Visitor Numbers		3.9%	16.5%	12.7%	10.7%	23.9%	29.3%	27.4%	34.2%	-61.2%	-37.9%	-2.9%
Visitor Days		3.9%	16.5%	12.7%	10.7%	23.9%	29.3%	27.4%	34.2%	-61.2%	-37.9%	-2.9%
Direct Employment		4.1%	16.8%	11.5%	8.6%	21.2%	25.5%	23.0%	29.8%	-55.6%	-39.1%	-5.2%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2011 to 2022

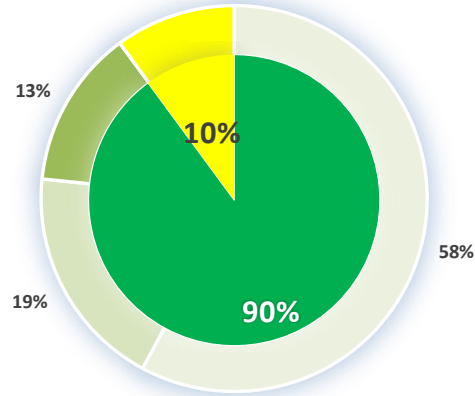
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

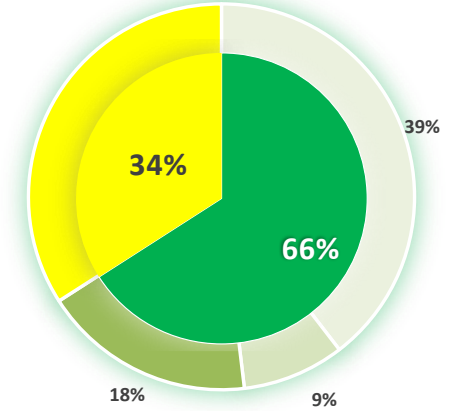
TOTAL
£147.99m

	£M
Serviced	85.63
Non-Serviced	27.76
SFR	19.66
Staying Visitor	133.05
Day Visitor	14.94
Total	147.99



TOTAL
0.71m

	M
Serviced	0.28
Non-Serviced	0.06
SFR	0.13
Staying Visitor	0.47
Day Visitor	0.24
Total	0.71

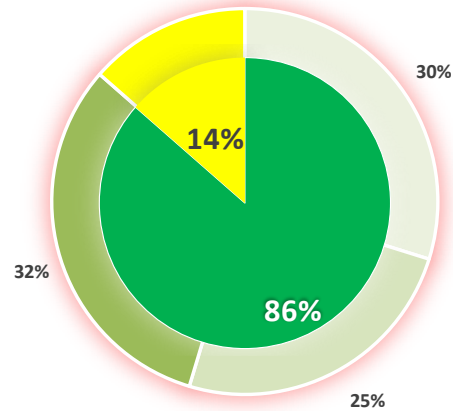


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

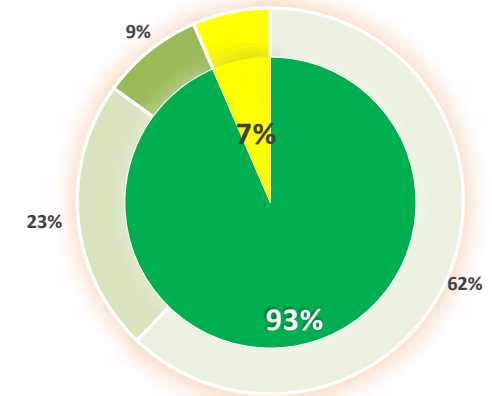
TOTAL
1.78m

	M
Serviced	0.53
Non-Serviced	0.44
SFR	0.57
Staying Visitor	1.54
Day Visitor	0.24
Total	1.78

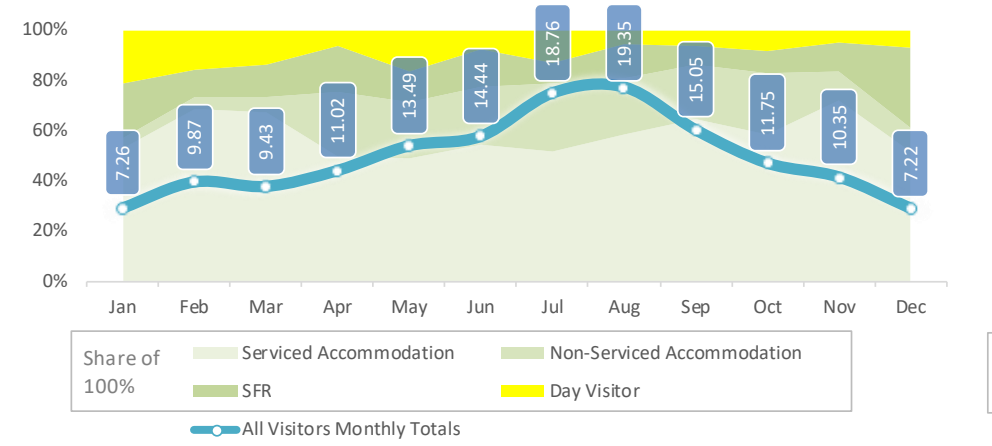


TOTAL
2,329 Direct FTEs
2,792 Total FTEs

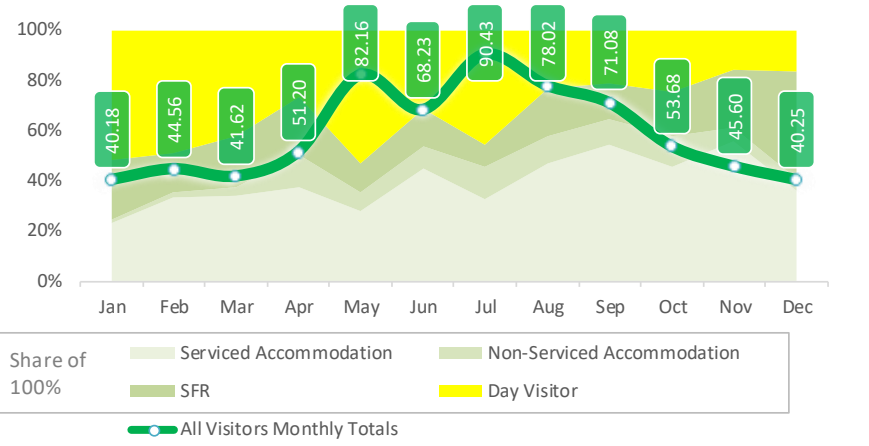
	FTEs
Serviced	1,447
Non-Serviced	531
SFR	199
Staying Visitor	2,178
Day Visitor	151
Total	2,329



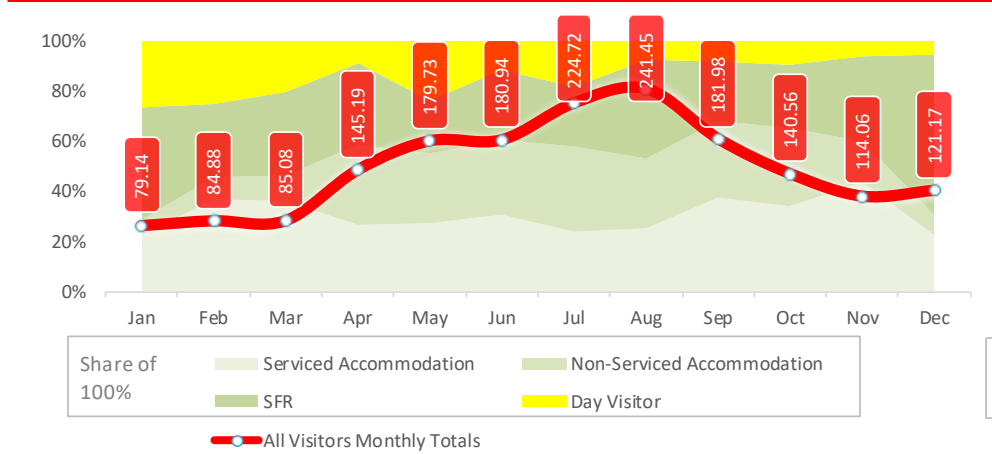
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



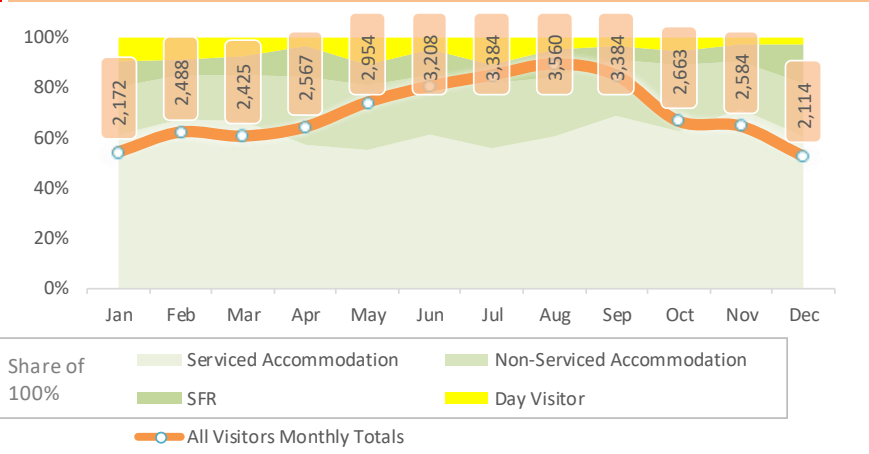
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



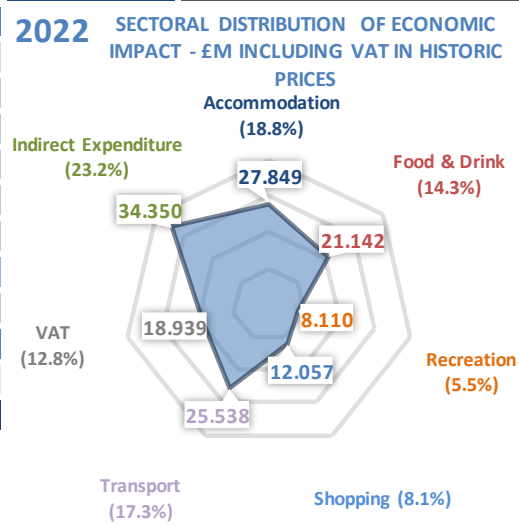
Visitor Days - 2022 - 000s - Distribution of Impact by Month



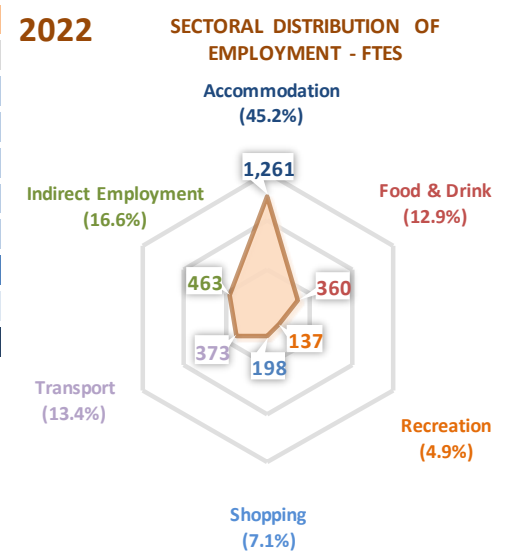
Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	14.82	15.25	16.17	17.53	20.05	22.18	25.32	23.02	23.94	10.87	19.03	27.85
Food & Drink	£M	11.91	12.54	13.88	14.88	14.86	16.55	18.05	18.69	19.33	8.711	12.62	21.14
Recreation	£M	5.227	5.529	6.133	6.128	6.200	6.650	7.179	7.388	7.682	3.655	5.201	8.110
Shopping	£M	7.032	7.298	8.048	8.679	8.709	9.699	10.45	10.91	11.30	4.820	7.639	12.06
Transport	£M	14.50	14.74	15.89	17.63	17.48	19.99	21.32	22.73	23.40	10.21	16.81	25.54
Direct Revenue	£M	53.50	55.36	60.12	64.85	67.29	75.07	82.32	82.74	85.64	38.27	61.30	94.70
VAT	£M	10.70	11.07	12.02	12.97	13.46	15.01	16.46	16.55	17.13	5.644	12.05	18.94
Direct Expenditure	£M	64.19	66.43	72.15	77.82	80.75	90.09	98.78	99.29	102.77	43.92	73.35	113.64
Indirect Expenditure	£M	20.09	20.68	22.48	24.20	25.01	27.55	30.10	30.34	31.41	13.72	22.81	34.35
TOTAL	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319	1,329	1,034	1,114	1,261
Food & Drink	FTEs	282	286	306	320	316	346	368	366	369	162	232	360
Recreation	FTEs	123	125	134	131	131	138	145	144	146	68	95	137
Shopping	FTEs	160	160	171	179	178	195	205	206	208	86	135	198
Transport	FTEs	295	288	301	325	319	359	373	382	384	163	265	373
Direct Employment	FTEs	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417	2,436	1,513	1,840	2,329
Indirect Employment	FTEs	377	373	393	412	421	456	485	471	475	212	332	463
TOTAL	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792

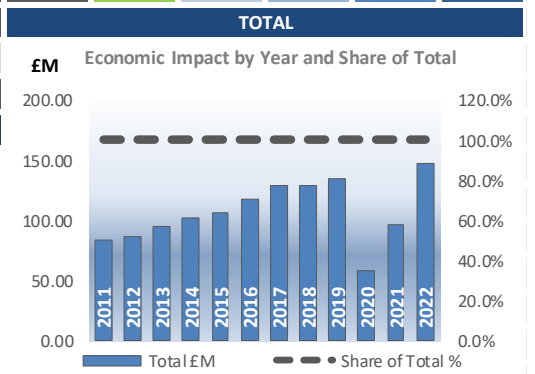


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		71.5%	87.0%	52.3%	49.2%	71.1%	65.3%	75.1%	71.3%	121.4%	66.2%	137.4%	66.3%	75.6%	69.1%	62.3%	84.5%	85.9%		
% Change 2021 to 2022		251.5%	852.6%	945.9%	191.1%	35.0%	26.9%	28.6%	18.5%	18.9%	4.2%	37.0%	56.9%	53.9%	563.5%	54.8%	22.0%	25.1%		
Average Annual Change		6.5%	7.9%	4.8%	4.5%	6.5%	5.9%	6.8%	6.5%	11.0%	6.0%	12.5%	6.0%	6.9%	6.3%	5.7%	7.7%	7.8%		
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	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%	18.95	28.56	36.65	17.86	
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	
2022	£M	7.259	9.871	9.431	11.02	13.49	14.44	18.76	19.35	15.05	11.75	10.35	7.220	147.99	53.9%	26.56	38.95	53.16	29.32	

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Total	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99		
All Visitor Types	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99		
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%		
Annual Change in Share	%														
Change in Share from 2011	%														
Avg Ann. Change in Share	%														

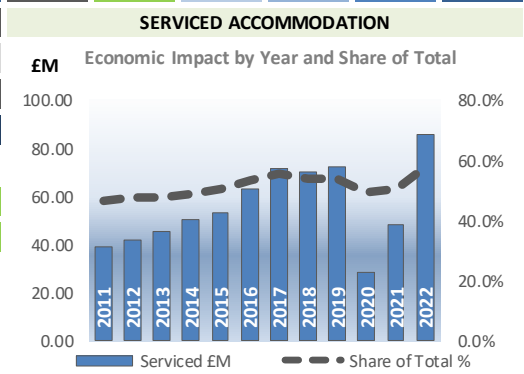


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Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		109.2%	134.3%	88.9%	90.2%	115.0%	136.6%	95.1%	121.7%	175.9%	87.2%	186.2%	78.3%	117.9%	Annual Change	109.7%	115.0%	126.1%	115.8%	
% Change 2021 to 2022		273.9%	1548.4%	2273.1%	207.8%	42.4%	42.4%	67.0%	33.9%	26.2%	23.0%	49.3%	64.7%	77.0%		891.5%	67.1%	40.0%	40.6%	
Average Annual Change		9.9%	12.2%	8.1%	8.2%	10.5%	12.4%	8.6%	11.1%	16.0%	7.9%	16.9%	7.1%	10.7%		10.0%	10.5%	11.5%	10.5%	
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		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	
2014	£M	2.908	3.319	3.885	3.304	4.344	4.447	6.472	7.052	4.828	3.922	2.939	2.608	50.03	11.0%	10.11	12.10	18.35	9.468	
2015	£M	3.499	3.791	4.194	3.642	4.953	4.426	6.707	6.712	4.616	4.630	3.383	2.821	53.38	6.7%	11.48	13.02	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	1.781	4.604	5.523	5.824	8.406	7.732	5.557	4.981	2.267	48.39	71.0%	1.712	11.91	21.96	12.81	
2022	£M	3.869	6.755	6.354	5.484	6.556	7.864	9.726	11.26	9.758	6.834	7.439	3.735	85.63	77.0%	16.98	19.90	30.74	18.01	

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Serviced	£M	39.29	41.74	45.08	50.03	53.38	62.92	71.47	69.82	72.09	28.30	48.39	85.63		
All Visitor Types	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99		
Share of Total	%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%	53.7%	49.1%	50.3%	57.9%		
Annual Change in Share	%		2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%	-0.3%	-8.6%	2.5%	15.0%		
Change in Share from 2011	%		2.8%	2.2%	5.2%	8.2%	14.7%	19.0%	15.5%	15.2%	5.3%	7.9%	24.1%		
Avg Ann. Change in Share	%		2.8%	1.1%	1.7%	2.1%	2.9%	3.2%	2.2%	1.9%	0.6%	0.8%	2.2%		

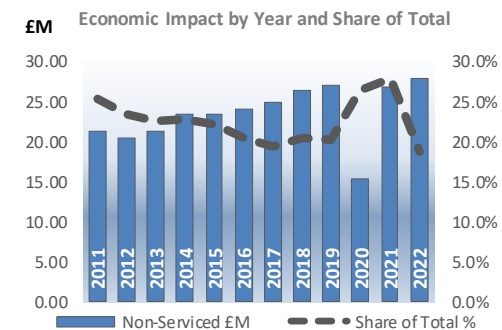


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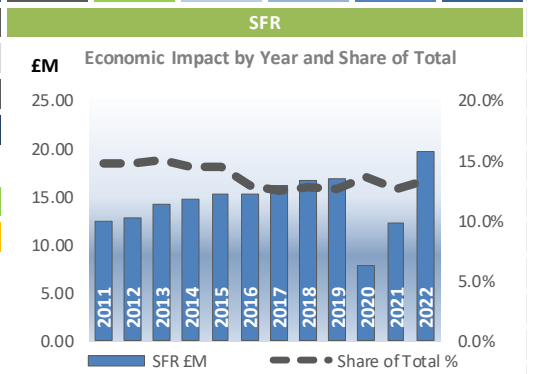
STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-6.1%	30.6%	30.7%	10.4%	17.9%	9.4%	45.4%	21.1%	45.8%	39.7%	180.2%	85.5%	30.3%	Annual Change	20.4%	12.5%	36.0%	66.7%
% Change 2021 to 2022		812.8%	1125.5%	1219.7%	149.6%	6.9%	-2.3%	-11.5%	-11.5%	0.2%	-27.5%	3.9%	50.2%	3.4%	Annual Change	1073.6%	24.3%	-8.8%	-14.9%
Average Annual Change		-0.6%	2.8%	2.8%	0.9%	1.6%	0.9%	4.1%	1.9%	4.2%	3.6%	16.4%	7.8%	2.8%	Annual Change	1.9%	1.1%	3.3%	6.1%
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		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	0.467	0.417	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	2.329	1.904	0.400	0.278	21.24	4.3%	1.104	7.723	9.828	2.582
2014	£M	0.267	0.486	0.434	2.163	3.161	2.975	3.912	4.315	2.395	2.279	0.495	0.429	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	4.034	2.649	2.496	0.585	0.554	23.41	0.4%	1.278	7.995	10.50	3.635
2016	£M	0.220	0.290	0.516	2.205	2.925	3.379	4.308	4.382	2.350	2.680	0.473	0.201	23.93	2.2%	1.025	8.509	11.04	3.354
2017	£M	0.171	0.280	0.397	2.709	2.997	3.362	4.341	4.289	2.350	2.730	0.800	0.390	24.82	3.7%	0.849	9.068	10.98	3.920
2018	£M	0.205	0.328	0.551	2.864	3.243	3.394	4.478	4.359	2.363	3.067	1.064	0.459	26.37	6.3%	1.084	9.501	11.20	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
2022	£M	0.279	0.453	0.546	2.784	3.100	3.283	5.032	4.352	3.199	2.870	1.206	0.653	27.76	3.4%	1.278	9.166	12.58	4.728

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Non-Serviced	£M	21.30	20.37	21.24	23.31	23.41	23.93	24.82	26.37	26.99	15.22	26.84	27.76		
All Visitor Types	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99		
Share of Total	%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%	20.1%	26.4%	27.9%	18.8%		
Annual Change in Share	%		-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%	-1.1%	31.3%	5.6%	-32.8%		
Change in Share from 2011	%		-7.5%	-11.2%	-9.6%	-12.4%	-19.5%	-23.8%	-19.5%	-20.4%	4.5%	10.4%	-25.8%		
Avg Ann. Change in Share	%		-7.5%	-5.6%	-3.2%	-3.1%	-3.9%	-4.0%	-2.8%	-2.5%	0.5%	1.0%	-2.3%		



STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL	% Change					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		56.3%	65.8%	63.9%	50.3%	54.1%	53.3%	54.7%	52.7%	68.9%	59.1%	97.4%	58.8%	58.6%	61.2%	52.5%	56.6%	67.3%	
% Change 2021 to 2022		377.7%	1349.2%	1996.0%	219.5%	43.9%	23.0%	12.0%	19.5%	12.4%	4.1%	14.4%	54.7%	61.6%	737.7%	65.3%	15.7%	28.4%	
Average Annual Change		5.1%	6.0%	5.8%	4.6%	4.9%	4.8%	5.0%	4.8%	6.3%	5.4%	8.9%	5.3%	5.3%	5.6%	4.8%	5.1%	6.1%	
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	2.424	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	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	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	2.960	4.573	4.102	3.150	
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	3.128	4.597	4.108	3.438	
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	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	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	3.190	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	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
2022	£M	1.591	1.078	1.239	2.058	1.609	2.194	1.489	2.624	1.169	1.078	1.189	2.343	19.66	61.6%	3.908	5.861	5.282	4.610

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	£M	12.40	12.78	14.15	14.78	15.27	15.25	16.07	16.59	16.89	7.835	12.17	19.66		
All Visitor Types	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99		
Share of Total	%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%	12.6%	13.6%	12.7%	13.3%		
Annual Change in Share	%		-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%	-1.7%	8.0%	-6.9%	5.0%		
Change in Share from 2011	%		-0.2%	1.7%	-1.5%	-1.8%	-11.9%	-15.2%	-13.0%	-14.4%	-7.6%	-14.0%	-9.7%		
Avg Ann. Change in Share	%		-0.2%	0.9%	-0.5%	-0.5%	-2.4%	-2.5%	-1.9%	-1.8%	-0.8%	-1.4%	-0.9%		

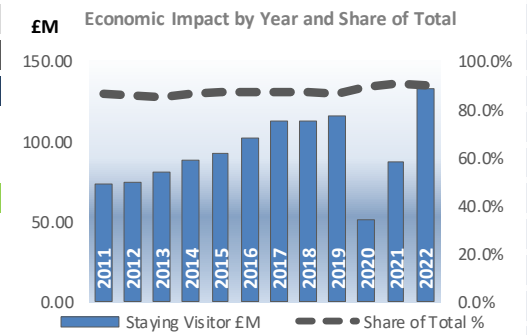


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Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		81.3%	113.6%	79.4%	52.5%	67.6%	72.0%	72.7%	75.5%	119.9%	68.9%	170.8%	71.6%	82.3%	Annual Change	91.4%	64.4%	85.4%	96.2%	
% Change 2021 to 2022		310.4%	1489.9%	2110.2%	191.6%	30.7%	25.1%	26.5%	17.5%	18.1%	2.2%	37.0%	59.6%	52.2%		868.8%	53.0%	20.5%	24.6%	
Average Annual Change		7.4%	10.3%	7.2%	4.8%	6.1%	6.5%	6.6%	6.9%	10.9%	6.3%	15.5%	6.5%	7.5%		8.3%	5.9%	7.8%	8.7%	
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		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	
2014	£M	4.478	4.590	5.191	7.029	8.813	9.127	11.54	13.47	8.061	6.983	4.127	4.710	88.12	9.5%	14.26	24.97	33.08	15.82	
2015	£M	5.218	4.981	5.691	7.356	9.054	9.203	11.69	12.83	8.122	7.966	4.738	5.203	92.06	4.5%	15.89	25.61	32.65	17.91	
2016	£M	4.074	4.669	6.457	7.734	9.864	10.99	14.41	15.60	9.501	8.754	4.543	5.491	102.09	10.9%	15.20	28.59	39.51	18.79	
2017	£M	5.991	5.589	6.613	9.534	10.85	11.87	15.07	16.39	10.25	9.322	5.475	5.403	112.36	10.1%	18.19	32.25	41.71	20.20	
2018	£M	4.981	5.411	6.426	9.493	10.81	11.45	13.90	17.42	12.03	9.753	5.806	5.310	112.79	0.4%	16.82	31.75	43.35	20.87	
2019	£M	5.134	5.484	6.605	9.913	11.22	11.76	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	
2022	£M	5.739	8.286	8.139	10.33	11.27	13.34	16.25	18.24	14.13	10.78	9.833	6.731	133.05	52.2%	22.16	34.93	48.61	27.35	

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	£M	72.99	74.89	80.47	88.12	92.06	102.09	112.36	112.79	115.97	51.36	87.39	133.05		
All Visitor Types	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99		
Share of Total	%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%	86.4%	89.1%	90.9%	89.9%		
Annual Change in Share	%		-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%	-0.7%	3.1%	2.0%	-1.1%		
Change in Share from 2011	%		-0.7%	-1.8%	-0.3%	0.5%	0.2%	0.7%	0.5%	-0.2%	2.9%	4.9%	3.8%		
Avg Ann. Change in Share	%		-0.7%	-0.9%	-0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.5%	0.3%		

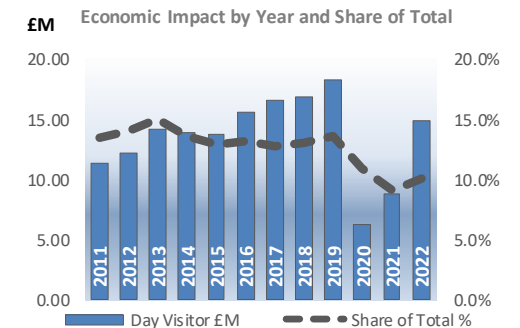


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Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		42.2%	13.3%	-22.0%	13.6%	91.1%	12.1%	92.2%	23.2%	145.4%	41.1%	-29.0%	16.7%	32.2%	Annual Change	6.6%	45.8%	76.0%	7.7%	
% Change 2021 to 2022		128.1%	207.8%	142.1%	183.0%	62.0%	55.3%	43.5%	38.3%	32.6%	34.2%	37.6%	26.9%	70.2%	Annual Change	156.4%	72.7%	39.9%	33.2%	
Average Annual Change		3.8%	1.2%	-2.0%	1.2%	8.3%	1.1%	8.4%	2.1%	13.2%	3.7%	-2.6%	1.5%	2.9%	Annual Change	0.6%	4.2%	6.9%	0.7%	
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		4.124	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%	4.693	3.588	3.579	2.036	
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%	4.161	3.570	4.048	1.925	
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	
2022	£M	1.520	1.585	1.292	0.693	2.226	1.098	2.514	1.110	0.927	0.965	0.516	0.489	14.94	70.2%	4.397	4.016	4.552	1.971	

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Day Visitor	£M	11.30	12.22	14.16	13.90	13.70	15.55	16.52	16.84	18.21	6.272	8.775	14.94		
All Visitor Types	£M	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17	147.99		
Share of Total	%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%	9.1%	10.1%		
Annual Change in Share	%		4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%	4.5%	-19.8%	-16.2%	10.6%		
Change in Share from 2011	%		4.7%	11.6%	1.6%	-3.3%	-1.4%	-4.3%	-3.1%	1.3%	-18.8%	-31.9%	-24.7%		
Avg Ann. Change in Share	%		4.7%	5.8%	0.5%	-0.8%	-0.3%	-0.7%	-0.4%	0.2%	-2.1%	-3.2%	-2.2%		



Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022			TOTAL	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		10.6%	-4.7%	-21.0%	-2.4%	18.6%	4.5%	24.7%	12.2%	59.3%	11.7%	24.7%	13.9%	12.3%	-6.9%	7.8%	28.3%	16.3%		
% Change 2021 to 2022		181.9%	399.8%	361.6%	196.9%	41.2%	20.6%	23.9%	17.5%	15.3%	7.1%	21.0%	46.6%	47.1%	292.6%	52.7%	19.2%	21.0%		
Average Annual Change		1.0%	-0.4%	-1.9%	-0.2%	1.7%	0.4%	2.2%	1.1%	5.4%	1.1%	2.2%	1.3%	1.1%	-0.6%	0.7%	2.6%	1.5%		
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	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	
2022	000s	40.2	44.6	41.6	51.2	82.2	68.2	90.4	78.0	71.1	53.7	45.6	40.2	707.0	47.1%	126.4	201.6	239.5	139.5	

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	%
Total	000s	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	707.0	629.4	100.0%
All Visitor Types	000s	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	707.0	629.4	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%	100.0%	100.0%
Annual Change in Share	%														
Change in Share from 2011	%														
Avg Ann. Change in Share	%														



STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2011 to 2022		37.1%	15.6%	11.3%	17.0%	13.8%	48.9%	19.9%	43.6%	89.4%	20.8%	82.5%	28.4%	36.4%	18.3%	27.5%	48.6%	41.5%			
% Change 2021 to 2022		322.9%	2081.9%	2339.7%	276.1%	47.9%	19.8%	50.1%	29.4%	26.4%	24.8%	31.8%	73.9%	59.6%	1012.5%	57.2%	33.4%	36.3%			
Average Annual Change		3.4%	1.4%	1.0%	1.5%	1.3%	4.4%	1.8%	4.0%	8.1%	1.9%	7.5%	2.6%	3.3%	1.7%	2.5%	4.4%	3.8%			
2011	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	32.2	56.9	70.5	45.4			
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	38.7		
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	38.4		
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	44.6		
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	58.6		
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	53.5		
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	55.5		
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	52.0		
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	51.0		
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	20.9		
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	47.1		
2022	000s	9.2	14.8	14.2	19.0	22.7	30.8	29.5	36.5	38.7	24.5	25.3	14.5	279.6	59.6%	38.1	72.5	104.7	64.2		

VISITOR NUMBERS													SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor No.s by Year and Share of Total			
Serviced	000s	204.9	211.4	228.7	223.8	238.3	257.2	296.4	289.4	281.7	92.4	175.2	279.6				
All Visitor Types	000s	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	707.0				
Share of Total	%	32.6%	32.8%	32.6%	32.4%	33.9%	34.3%	36.8%	36.3%	35.0%	32.8%	36.5%	39.5%				
Annual Change in Share	%		0.9%	-0.6%	-0.7%	4.7%	1.0%	7.3%	-1.3%	-3.4%	-6.3%	11.1%	8.5%				
Change in Share from 2011	%		0.9%	0.2%	-0.5%	4.2%	5.3%	12.9%	11.4%	7.6%	0.7%	12.0%	21.5%				
Avg Ann. Change in Share	%		0.9%	0.1%	-0.2%	1.1%	1.1%	2.2%	1.6%	0.9%	0.1%	1.2%	2.0%				

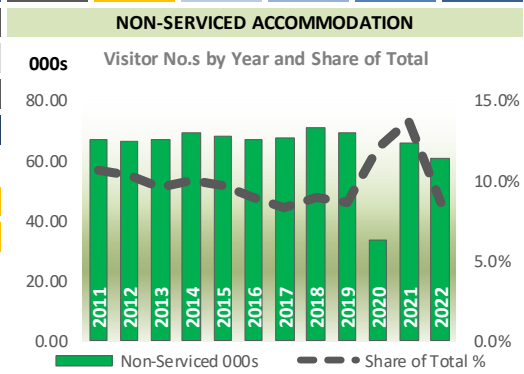


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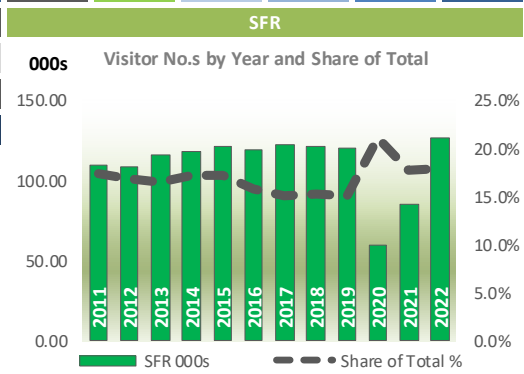
STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022		NON-SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-12.6%	-25.0%	13.9%	-21.4%	-28.9%	-33.0%	7.8%	-15.3%	-2.1%	0.6%	95.7%	93.9%	-9.4%	-7.8%	-27.9%	-3.0%	25.4%	
% Change 2021 to 2022		833.0%	1057.9%	1215.9%	123.6%	-4.4%	-17.3%	-20.1%	-19.9%	-20.9%	-35.6%	-11.3%	30.5%	-8.3%	1062.2%	12.7%	-20.3%	-24.2%	
Average Annual Change		-1.1%	-2.3%	1.3%	-1.9%	-2.6%	-3.0%	0.7%	-1.4%	-0.2%	0.1%	8.7%	8.5%	-0.9%	-0.7%	-2.5%	-0.3%	2.3%	
2011	000s	0.7	1.4	1.2	8.5	9.1	8.8	10.9	10.1	7.3	6.4	1.3	0.9	66.8	3.3	26.4	28.3	8.7	
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	8.6
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	8.2
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	9.5
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	11.1
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	9.8
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	12.1
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	14.0
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	13.3
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	13.9
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	14.4
2022	000s	0.7	1.0	1.4	6.7	6.5	5.9	11.7	8.5	7.2	6.5	2.6	1.8	60.5	-8.3%	3.1	19.1	27.4	10.9

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s		
Non-Serviced		000s	66.8	66.1	66.9	69.2	68.1	67.1	67.2	71.0	69.2	33.7	66.0	60.5		
All Visitor Types		000s	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	707.0		
Share of Total		%	10.6%	10.3%	9.5%	10.0%	9.7%	8.9%	8.3%	8.9%	8.6%	12.0%	13.7%	8.6%		
Annual Change in Share		%		-3.2%	-7.0%	5.0%	-3.2%	-7.8%	-6.8%	6.8%	-3.3%	39.1%	14.9%	-37.7%		
Change in Share from 2011		%		-3.2%	-10.0%	-5.6%	-8.6%	-15.7%	-21.5%	-16.1%	-18.9%	12.8%	29.5%	-19.3%		
Avg Ann. Change in Share		%		-3.2%	-5.0%	-1.9%	-2.2%	-3.1%	-3.6%	-2.3%	-2.4%	1.4%	3.0%	-1.8%		



STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022		SFR	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4
% Change 2011 to 2022		12.3%	19.1%	17.8%	7.9%	10.7%	10.2%	11.1%	9.7%	21.3%	14.3%	41.8%	14.1%	15.0%	16.0%	9.5%	13.4%	20.9%	
% Change 2021 to 2022		343.0%	1243.8%	1843.6%	196.3%	33.4%	14.0%	3.9%	10.8%	4.2%	-3.5%	6.1%	43.4%	47.9%	702.4%	58.2%	7.0%	17.2%	
Average Annual Change		1.1%	1.7%	1.6%	0.7%	1.0%	0.9%	1.0%	0.9%	1.9%	1.3%	3.8%	1.3%	1.4%	1.5%	0.9%	1.2%	1.9%	
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	21.4	28.5	28.8	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
2022	000s	9.5	7.0	8.3	12.0	9.3	10.0	7.9	14.8	9.9	9.5	10.6	17.2	126.0	47.9%	24.8	31.2	32.7	37.3

VISITOR NUMBERS													SFR	
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
SFR	000s	109.6	108.5	116.0	118.1	121.3	118.6	121.8	121.4	120.4	59.3	85.2	126.0	
All Visitor Types	000s	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	707.0	
Share of Total	%	17.4%	16.9%	16.6%	17.1%	17.3%	15.8%	15.1%	15.2%	15.0%	21.1%	17.7%	17.8%	
Annual Change in Share	%		-3.2%	-1.8%	3.3%	1.0%	-8.5%	-4.4%	0.7%	-1.5%	40.6%	-15.8%	0.5%	
Change in Share from 2011	%		-3.2%	-4.9%	-1.7%	-0.8%	-9.2%	-13.2%	-12.6%	-14.0%	21.0%	1.8%	2.4%	
Avg Ann. Change in Share	%		-3.2%	-2.4%	-0.6%	-0.2%	-1.8%	-2.2%	-1.8%	-1.7%	2.3%	0.2%	0.2%	



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STEAM REPORT FOR 2011-2022 - FINAL													2011 to 2022		STAYING VISITOR		VISITOR NUMBERS				
MORAY SPEYSIDE																					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2011 to 2022		21.6%	13.9%	13.6%	5.1%	2.7%	21.0%	15.4%	22.1%	55.3%	15.6%	69.9%	22.8%	22.2%			15.9%	9.8%	29.2%	32.4%	
% Change 2021 to 2022		340.9%	1671.8%	2042.0%	211.7%	32.3%	12.2%	17.1%	14.6%	13.4%	2.4%	19.8%	54.3%	42.8%			873.2%	48.3%	14.9%	20.5%	
Average Annual Change		2.0%	1.3%	1.2%	0.5%	0.2%	1.9%	1.4%	2.0%	5.0%	1.4%	6.4%	2.1%	2.0%			1.4%	0.9%	2.7%	2.9%	
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			56.9	111.8	127.6	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		
2022	000s	19.3	22.8	23.9	37.6	38.5	46.7	49.2	59.8	55.9	40.4	38.5	33.5	466.1	42.8%	66.0	122.8	164.9	112.5		

VISITOR NUMBERS													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Staying Visitor	000s	381.3	386.0	411.6	411.1	427.7	442.9	485.4	481.8	471.3	185.4	326.4	466.1		
All Visitor Types	000s	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	707.0		
Share of Total	%	60.6%	60.0%	58.7%	59.5%	60.9%	59.0%	60.2%	60.4%	58.6%	65.8%	67.9%	65.9%		
Annual Change in Share	%		-1.0%	-2.0%	1.3%	2.3%	-3.1%	2.0%	0.3%	-2.9%	12.3%	3.2%	-3.0%		
Change in Share from 2011	%		-1.0%	-3.0%	-1.7%	0.5%	-2.6%	-0.6%	-0.3%	-3.3%	8.7%	12.1%	8.8%		
Avg Ann. Change in Share	%		-1.0%	-1.5%	-0.6%	0.1%	-0.5%	-0.1%	0.0%	-0.4%	1.0%	1.2%	0.8%		

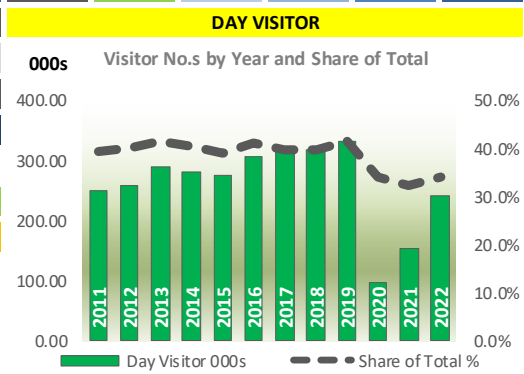


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STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022		DAY VISITOR	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4
% Change 2011 to 2022		2.1%	-18.6%	-44.0%	-18.4%	37.3%	-19.5%	38.1%	-11.5%	76.3%	1.4%	-49.0%	-16.1%	-2.9%	-23.4%	4.8%	26.4%	-22.7%	
% Change 2021 to 2022		111.5%	185.4%	124.5%	162.4%	50.2%	44.0%	33.1%	28.2%	22.9%	24.5%	27.6%	17.6%	56.3%	137.7%	60.1%	29.7%	23.5%	
Average Annual Change		0.2%	-1.7%	-4.0%	-1.7%	3.4%	-1.8%	3.5%	-1.0%	6.9%	0.1%	-4.5%	-1.5%	-0.3%	-2.1%	0.4%	2.4%	-2.1%	
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	78.9	75.2	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	3.9%	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	12.2%	98.4	84.6	71.6	34.6
2014	000s	21.6	30.3	29.5	16.6	45.5	26.8	40.0	23.6	10.5	14.5	11.6	9.2	279.5	-3.3%	81.3	88.8	74.1	35.3
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	33.0
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	12.0%	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	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	34.5
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	29.9
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	10.5
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	21.9
2022	000s	20.9	21.8	17.7	13.6	43.7	21.5	41.2	18.2	15.2	13.3	7.1	6.7	240.9	56.3%	60.4	78.8	74.7	27.1

VISITOR NUMBERS													DAY VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Day Visitor	000s	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	154.1	240.9	Visitor No.s by Year and Share of Total	
All Visitor Types	000s	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	707.0	400.00	
Share of Total	%	39.4%	40.0%	41.3%	40.5%	39.1%	41.0%	39.8%	39.6%	41.4%	34.2%	32.1%	34.1%	300.00	
Annual Change in Share	%		1.6%	3.1%	-1.9%	-3.4%	4.8%	-2.9%	-0.4%	4.5%	-17.4%	-6.2%	6.2%	200.00	
Change in Share from 2011	%		1.6%	4.7%	2.7%	-0.8%	3.9%	0.9%	0.5%	5.0%	-13.3%	-18.6%	-13.6%	100.00	
Avg Ann. Change in Share	%		1.6%	2.3%	0.9%	-0.2%	0.8%	0.2%	0.1%	0.6%	-1.5%	-1.9%	-1.2%	0.00	

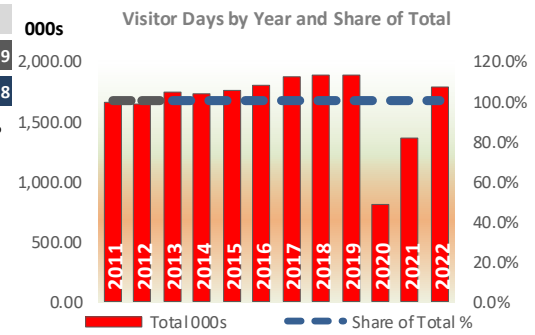


Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022		TOTAL	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2011 to 2022		6.4%	5.3%	-9.2%	-4.5%	8.9%	-1.7%	8.6%	0.7%	29.8%	6.4%	46.0%	13.0%	7.5%	Annual Change	0.2%	0.9%	10.4%	18.4%
% Change 2021 to 2022		238.5%	602.1%	634.2%	172.3%	27.0%	11.4%	4.3%	3.5%	6.4%	-8.3%	15.0%	45.7%	30.8%	Annual Change	429.3%	41.6%	4.5%	12.0%
Average Annual Change		0.6%	0.5%	-0.8%	-0.4%	0.8%	-0.2%	0.8%	0.1%	2.7%	0.6%	4.2%	1.2%	0.7%	Annual Change	0.0%	0.1%	0.9%	1.7%
2011	000s	74.4	80.6	93.7	152.0	165.0	184.1	206.9	239.8	140.2	132.1	78.1	107.2	1,654.3		248.6	501.1	587.0	317.5
2012	000s	89.7	85.0	102.8	136.0	156.2	184.7	205.9	237.5	149.0	119.7	70.4	102.8	1,640.0	-0.9%	277.5	477.0	592.5	293.0
2013	000s	92.1	90.7	127.5	147.5	176.7	185.5	233.7	257.4	154.0	124.3	67.8	91.7	1,749.0	6.6%	310.4	509.7	645.1	283.9
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
2022	000s	79.1	84.9	85.1	145.2	179.7	180.9	224.7	241.5	182.0	140.6	114.1	121.2	1,778.9	30.8%	249.1	505.9	648.2	375.8

VISITOR DAYS													TOTAL			
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total	
Total	000s	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	1,360.0	1,778.9	2,000.00	Total 000s	
All Visitor Types	M	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	1.8	1,500.00	Share of Total %	
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%	1,000.00		
Annual Change in Share	%													500.00		
Change in Share from 2011	%													0.00		
Avg Ann. Change in Share	%													0.00		



STEAM REPORT FOR 2011-2022 - FINAL
MORAY SPEYSIDE 2011 to 2022 SERVICED **VISITOR DAYS**

VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change	QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4				Annual Change	Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		27.6%	29.7%	12.8%	27.3%	37.1%	42.6%	19.3%	34.6%	76.4%	17.7%	86.2%	17.1%	36.1%		22.3%	36.3%	41.8%	37.6%
% Change 2021 to 2022		268.8%	1506.3%	1994.0%	195.6%	46.6%	28.0%	46.8%	24.5%	21.0%	21.4%	32.7%	67.0%	59.2%		864.9%	59.1%	28.9%	34.0%
Average Annual Change		2.5%	2.7%	1.2%	2.5%	3.4%	3.9%	1.8%	3.1%	6.9%	1.6%	7.8%	1.6%	3.3%		2.0%	3.3%	3.8%	3.4%
2011	000s	14.0	24.1	27.0	30.2	36.0	39.1	44.7	45.5	38.3	40.9	26.6	23.5	390.0		65.2	105.3	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	110.3	142.9	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	144.6	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	145.8	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	0.2	70.4	42.9
2021	000s	4.9	1.9	1.5	13.0	33.7	43.5	36.3	49.2	55.8	39.6	37.3	16.5	333.3	91.2%	8.3	90.2	141.4	93.4
2022	000s	17.9	31.3	30.5	38.4	49.4	55.7	53.3	61.3	67.6	48.1	49.6	27.5	530.6	59.2%	79.7	143.6	182.2	125.2

VISITOR DAYS													SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s			
Serviced	000s	390.0	411.9	437.5	416.7	431.7	454.1	511.6	503.9	505.1	174.3	333.3	530.6				
All Visitor Types	M	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	1.8				
Share of Total	%	23.6%	25.1%	25.0%	24.0%	24.6%	25.2%	27.3%	26.8%	26.8%	21.6%	24.5%	29.8%				
Annual Change in Share	%		6.5%	-0.4%	-3.9%	2.5%	2.4%	8.2%	-1.8%	-0.2%	-19.4%	13.6%	21.7%				
Change in Share from 2011	%		6.5%	6.1%	1.9%	4.5%	7.1%	15.8%	13.7%	13.5%	-8.5%	4.0%	26.5%				
Avg Ann. Change in Share	%		6.5%	3.1%	0.6%	1.1%	1.4%	2.6%	2.0%	1.7%	-0.9%	0.4%	2.4%				



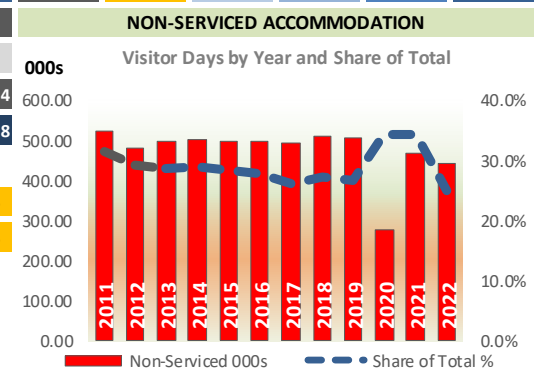
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Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL
MORAY SPEYSIDE

2011 to 2022													NON-SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-42.6%	-19.0%	-20.7%	-25.1%	-22.0%	-26.4%	-9.2%	-23.4%	-2.8%	-7.3%	82.0%	20.5%	-15.2%		-26.3%	-24.6%	-13.0%	10.0%
% Change 2021 to 2022		686.4%	971.4%	1028.1%	139.6%	-2.6%	-10.8%	-21.0%	-20.7%	-8.7%	-34.0%	-6.0%	35.9%	-5.5%	Annual Change	913.0%	14.6%	-17.7%	-22.6%
Average Annual Change		-3.9%	-1.7%	-1.9%	-2.3%	-2.0%	-2.4%	-0.8%	-2.1%	-0.3%	-0.7%	7.5%	1.9%	-1.4%		-2.4%	-2.2%	-1.2%	0.9%
2011	000s	8.1	9.4	11.3	61.6	64.0	72.8	83.5	86.5	58.2	47.2	10.1	8.2	520.8		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
2022	000s	4.6	7.6	9.0	46.1	49.9	53.6	75.8	66.2	56.6	43.8	18.3	9.9	441.4	-5.5%	21.2	149.6	198.6	72.0

VISITOR DAYS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Non-Serviced	000s	520.8	480.1	498.2	502.6	498.4	498.6	491.0	510.8	504.3	277.2	467.1	441.4		
All Visitor Types	M	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	1.8		
Share of Total	%	31.5%	29.3%	28.5%	29.0%	28.5%	27.7%	26.2%	27.2%	26.7%	34.3%	34.3%	24.8%		
Annual Change in Share	%		-7.0%	-2.7%	1.7%	-1.8%	-2.6%	-5.5%	3.8%	-1.7%	28.3%	0.1%	-27.7%		
Change in Share from 2011	%		-7.0%	-9.5%	-7.9%	-9.6%	-12.0%	-16.8%	-13.7%	-15.1%	9.0%	9.1%	-21.2%		
Avg Ann. Change in Share	%		-7.0%	-4.8%	-2.6%	-2.4%	-2.4%	-2.8%	-2.0%	-1.9%	1.0%	0.9%	-1.9%		



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Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL
MORAY SPEYSIDE 2011 to 2022 SFR VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER					
	SFR																		
KEY	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change				
An increase of 3% or more	Q1			Q2			Q3			Q4			Annual Change			Q1	Q2	Q3	Q4
Less than 3% change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
A Fall of 3% or more																			
% Change 2011 to 2022	12.3%	19.1%	17.8%	7.9%	10.7%	10.2%	11.1%	9.7%	21.3%	14.3%	41.8%	14.1%	14.2%	15.8%	9.5%	12.5%	20.2%		
% Change 2021 to 2022	343.0%	1243.8%	1843.6%	196.3%	33.4%	14.0%	3.9%	10.8%	4.2%	-3.5%	6.1%	43.4%	39.5%	676.8%	53.2%	7.3%	19.1%		
Average Annual Change	1.1%	1.7%	1.6%	0.7%	1.0%	0.9%	1.0%	0.9%	1.9%	1.3%	3.8%	1.3%	1.3%	1.4%	0.9%	1.1%	1.8%		
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	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	
2022 000s	35.7	24.2	27.8	47.0	36.8	50.1	54.3	95.7	42.6	35.4	39.1	77.0	565.9	39.5%	87.8	134.0	192.7	151.5	

VISITOR DAYS													SFR	
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
SFR 000s	495.4	490.2	524.1	535.2	546.9	539.2	551.1	548.9	544.7	260.4	405.6	565.9		
All Visitor Types M	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	1.8		
Share of Total %	29.9%	29.9%	30.0%	30.9%	31.2%	30.0%	29.4%	29.2%	28.9%	32.2%	29.8%	31.8%		
Annual Change in Share %		-0.2%	0.2%	3.0%	1.2%	-4.0%	-1.9%	-0.7%	-1.1%	11.6%	-7.5%	6.7%		
Change in Share from 2011 %		-0.2%	0.1%	3.1%	4.3%	0.1%	-1.8%	-2.5%	-3.6%	7.6%	-0.4%	6.2%		
Avg Ann. Change in Share %		-0.2%	0.0%	1.0%	1.1%	0.0%	-0.3%	-0.4%	-0.5%	0.8%	0.0%	0.6%		



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Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022		STAYING VISITOR	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		8.1%	17.2%	8.6%	-2.8%	2.1%	1.3%	3.6%	1.8%	26.7%	6.9%	66.5%	15.4%	9.4%	11.2%	0.3%	8.6%	23.4%	
% Change 2021 to 2022		331.3%	1314.9%	1726.7%	173.4%	21.0%	8.0%	-0.6%	1.9%	5.1%	-10.7%	14.2%	47.7%	27.5%	771.4%	38.6%	2.0%	11.2%	
Average Annual Change		0.7%	1.6%	0.8%	-0.3%	0.2%	0.1%	0.3%	0.2%	2.4%	0.6%	6.0%	1.4%	0.9%	1.0%	0.0%	0.8%	2.1%	
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	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	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	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	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	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	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	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	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	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	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	21.7	308.1	562.4	313.7	
2022	000s	58.3	63.1	67.3	131.6	136.1	159.4	183.5	223.2	166.8	127.3	107.0	114.4	1,538.0	188.7	427.1	573.5	348.7	

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Staying Visitor	000s	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	1,538.0		
All Visitor Types	M	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	1.8		
Share of Total	%	85.0%	84.3%	83.5%	83.9%	84.3%	82.9%	82.9%	83.2%	82.4%	88.1%	88.7%	86.5%		
Annual Change in Share	%		-0.8%	-1.0%	0.5%	0.5%	-1.7%	0.0%	0.4%	-1.0%	7.0%	0.7%	-2.5%		
Change in Share from 2011	%		-0.8%	-1.8%	-1.3%	-0.8%	-2.5%	-2.5%	-2.1%	-3.1%	3.6%	4.3%	1.7%		
Avg Ann. Change in Share	%		-0.8%	-0.9%	-0.4%	-0.2%	-0.5%	-0.4%	-0.3%	-0.4%	0.4%	0.4%	0.2%		



STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022		DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2011 to 2022		2.1%	-18.6%	-44.0%	-18.4%	37.3%	-19.5%	38.1%	-11.5%	76.3%	1.4%	-49.0%	-16.1%	-2.9%	-23.4%	4.8%	26.4%	-22.7%		
% Change 2021 to 2022		111.5%	185.4%	124.5%	162.4%	50.2%	44.0%	33.1%	28.2%	22.9%	24.5%	27.6%	17.6%	56.3%	137.7%	60.1%	29.7%	23.5%		
Average Annual Change		0.2%	-1.7%	-4.0%	-1.7%	3.4%	-1.8%	3.5%	-1.0%	6.9%	0.1%	-4.5%	-1.5%	-0.3%	-2.1%	0.4%	2.4%	-2.1%		
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	78.9	75.2	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	3.9%	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	12.2%	98.4	84.6	71.6	34.6	
2014	000s	21.6	30.3	29.5	16.6	45.5	26.8	40.0	23.6	10.5	14.5	11.6	9.2	279.5	-3.3%	81.3	88.8	74.1	35.3	
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	33.0	
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	12.0%	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	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	34.5	
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	29.9	
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	10.5	
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	21.9	
2022	000s	20.9	21.8	17.7	13.6	43.7	21.5	41.2	18.2	15.2	13.3	7.1	6.7	240.9	56.3%	60.4	78.8	74.7	27.1	

VISITOR DAYS													DAY VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Day Visitor	000s	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	154.1	240.9	Visitor Days by Year and Share of Total	
All Visitor Types	M	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	1.8		
Share of Total	%	15.0%	15.7%	16.5%	16.1%	15.7%	17.1%	17.1%	16.8%	17.6%	11.9%	11.3%	13.5%		
Annual Change in Share	%		4.8%	5.2%	-2.5%	-2.7%	9.0%	0.2%	-1.7%	4.9%	-32.5%	-4.9%	19.5%		
Change in Share from 2011	%		4.8%	10.2%	7.5%	4.5%	13.9%	14.1%	12.1%	17.6%	-20.6%	-24.5%	-9.7%		
Avg Ann. Change in Share	%		4.8%	5.1%	2.5%	1.1%	2.8%	2.4%	1.7%	2.2%	-2.3%	-2.4%	-0.9%		

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Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL													2011 to 2022		TOTAL	TOTAL EMPLOYMENT			
MORAY SPEYSIDE																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		1.7%	8.0%	-2.8%	-4.2%	6.5%	9.5%	8.3%	10.5%	34.2%	3.5%	24.3%	1.0%	8.3%	Annual Change	2.2%	4.1%	16.4%	9.1%
% Change 2021 to 2022		86.5%	156.0%	147.2%	64.3%	15.2%	17.5%	11.5%	9.1%	11.4%	-2.6%	19.4%	13.4%	28.5%	Annual Change	127.3%	27.3%	10.6%	8.9%
Average Annual Change		0.2%	0.7%	-0.3%	-0.4%	0.6%	0.9%	0.8%	1.0%	3.1%	0.3%	2.2%	0.1%	0.8%	Annual Change	0.2%	0.4%	1.5%	0.8%
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		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
2022	FTEs	2,172	2,488	2,425	2,567	2,954	3,208	3,384	3,560	3,384	2,663	2,584	2,114	2,792	28.5%	2,362	2,910	3,443	2,454

EMPLOYMENT													TOTAL		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)
Total	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792	4,000	
Total Employment	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792	3,000	
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%	2,000	
Annual Change in Share	%													1,000	
Change in Share from 2011	%													0	
Avg Ann. Change in Share	%													0	
														0	
														0	

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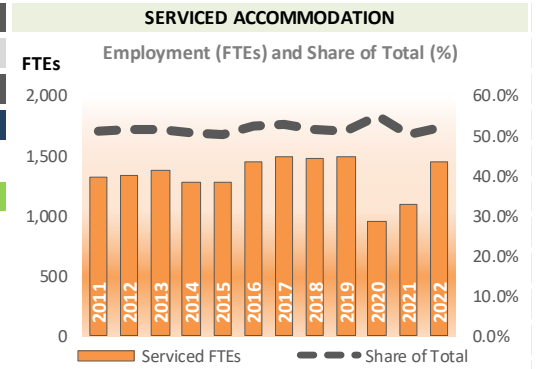
Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022													SERVICED		DIRECT EMPLOYMENT						
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2011 to 2022		-3.2%	8.9%	0.4%	-4.0%	3.8%	23.5%	3.7%	20.0%	42.8%	1.8%	26.0%	-5.7%	10.1%			2.2%	7.9%	21.8%	7.5%	
% Change 2021 to 2022		73.8%	151.7%	136.9%	48.6%	11.8%	27.4%	21.3%	17.9%	18.0%	3.5%	24.5%	4.4%	32.6%			118.5%	27.1%	18.9%	11.0%	
Average Annual Change		-0.3%	0.8%	0.0%	-0.4%	0.3%	2.1%	0.3%	1.8%	3.9%	0.2%	2.4%	-0.5%	0.9%			0.2%	0.7%	2.0%	0.7%	
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			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	1,195	1,276	1,219	1,453	1,642	1,335	1,266	1,061	1,091	15.3%			607	1,099	1,438	1,221
2022	FTEs	1,157	1,434	1,389	1,228	1,336	1,626	1,479	1,713	1,938	1,382	1,576	1,109	1,447	32.6%			1,327	1,397	1,710	1,355

EMPLOYMENT													SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs			
Serviced	FTEs	1,314	1,336	1,375	1,278	1,272	1,450	1,495	1,479	1,490	947	1,091	1,447				
Total Employment	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792				
Share of Total	%	51.0%	51.6%	51.3%	50.6%	50.3%	52.4%	52.5%	51.2%	51.2%	54.9%	50.2%	51.8%				
Annual Change in Share	%		1.3%	-0.7%	-1.3%	-0.6%	4.0%	0.3%	-2.5%	-0.1%	7.3%	-8.5%	3.2%				
Change in Share from 2011	%		1.3%	0.6%	-0.7%	-1.3%	2.7%	3.0%	0.5%	0.4%	7.7%	-1.5%	1.7%				
Avg Ann. Change in Share	%		1.3%	0.3%	-0.2%	-0.3%	0.5%	0.5%	0.1%	0.0%	0.9%	-0.1%	0.2%				

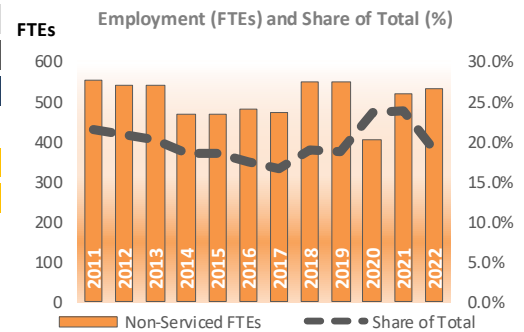


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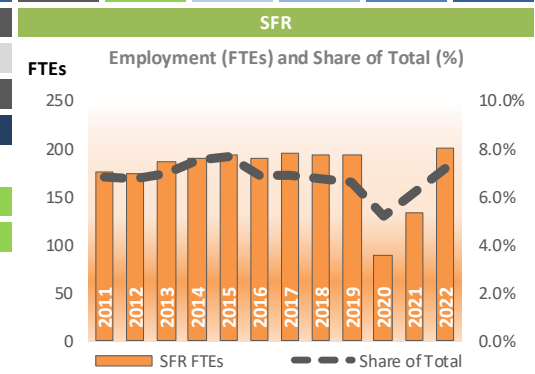
STEAM REPORT FOR 2011-2022 - FINAL													2011 to 2022		NON-SERVICED		DIRECT EMPLOYMENT			
MORAY SPEYSIDE																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		1.2%	2.6%	1.7%	-12.4%	-6.5%	-12.6%	-5.4%	-10.3%	2.6%	-3.4%	12.4%	6.0%	-3.8%	1.8%	-10.5%	-4.8%	3.6%		
% Change 2021 to 2022		35.5%	35.7%	42.4%	25.4%	1.5%	-3.1%	-11.7%	-10.6%	-3.5%	-15.8%	3.5%	6.7%	2.4%	37.9%	6.1%	-8.9%	-4.8%		
Average Annual Change		0.1%	0.2%	0.2%	-1.1%	-0.6%	-1.1%	-0.5%	-0.9%	0.2%	-0.3%	1.1%	0.5%	-0.3%	0.2%	-1.0%	-0.4%	0.3%		
2011	FTEs	361	361	378	664	683	729	736	741	618	605	376	369	552	367	692	699	450		
2012	FTEs	360	362	379	584	654	715	704	727	636	579	380	375	538	367	651	689	445		
2013	FTEs	352	355	398	597	669	697	744	740	615	578	374	364	540	369	654	700	438		
2014	FTEs	286	297	307	508	613	606	642	671	539	522	313	306	467	297	575	618	380		
2015	FTEs	289	290	316	507	583	611	624	643	562	545	319	315	467	298	567	610	393		
2016	FTEs	289	289	318	518	600	647	676	688	554	571	316	294	480	298	588	639	394		
2017	FTEs	283	285	305	542	599	618	644	654	535	544	333	302	470	291	587	611	393		
2018	FTEs	346	349	378	623	688	696	731	729	604	650	414	369	548	358	669	688	478		
2019	FTEs	346	350	378	630	693	693	722	725	604	642	411	367	547	358	672	683	473		
2020	FTEs	348	353	352	207	212	208	299	739	679	744	397	335	406	351	209	572	492		
2021	FTEs	270	273	270	464	629	657	789	744	657	694	409	367	518	271	583	730	490		
2022	FTEs	365	370	384	582	638	637	697	665	634	585	423	391	531	373	619	665	466		

EMPLOYMENT													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs		Employment (FTEs) and Share of Total (%)	
Non-Serviced	FTEs	552	538	540	467	467	480	470	548	547	406	518	531				
Total Employment	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792				
Share of Total	%	21.4%	20.8%	20.2%	18.5%	18.5%	17.3%	16.5%	19.0%	18.8%	23.5%	23.9%	19.0%				
Annual Change in Share	%		-2.8%	-3.1%	-8.1%	-0.2%	-6.2%	-4.6%	14.8%	-1.1%	25.4%	1.4%	-20.3%				
Change in Share from 2011	%		-2.8%	-5.9%	-13.5%	-13.6%	-19.0%	-22.8%	-11.3%	-12.3%	9.9%	11.5%	-11.2%				
Avg Ann. Change in Share	%		-2.8%	-2.9%	-4.5%	-3.4%	-3.8%	-3.8%	-1.6%	-1.5%	1.1%	1.1%	-1.0%				



STEAM REPORT FOR 2011-2022 - FINAL													2011 to 2022		SFR	DIRECT EMPLOYMENT			
MORAY SPEYSIDE																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2011 to 2022		12.3%	19.1%	17.8%	7.9%	10.7%	10.2%	11.1%	9.7%	21.3%	14.3%	41.8%	14.1%	13.9%	15.8%	9.5%	12.5%	20.2%	
% Change 2021 to 2022		323.9%	1186.1%	1760.0%	196.3%	33.4%	14.0%	3.9%	10.8%	4.2%	-3.5%	6.1%	43.4%	49.5%	643.4%	53.2%	7.3%	19.1%	
Average Annual Change		1.1%	1.7%	1.6%	0.7%	1.0%	0.9%	1.0%	0.9%	1.9%	1.3%	3.8%	1.3%	1.3%	1.4%	0.9%	1.1%	1.8%	
2011	FTEs	172	110	128	233	177	243	163	292	117	115	102	249	175	137	218	191	155	
2012	FTEs	197	108	134	219	170	241	162	289	120	109	97	238	174	147	210	190	148	
2013	FTEs	205	116	163	241	187	256	179	314	128	116	100	231	186	161	228	207	149	
2014	FTEs	200	120	134	240	201	262	178	324	129	120	106	256	189	151	235	210	161	
2015	FTEs	214	121	140	241	198	261	177	317	130	127	117	277	193	158	233	208	174	
2016	FTEs	181	109	142	240	198	269	185	329	130	126	106	263	190	144	236	215	165	
2017	FTEs	205	116	139	259	203	275	184	327	132	127	114	260	195	153	245	214	167	
2018	FTEs	191	116	139	256	202	268	181	328	135	130	119	260	194	149	242	215	170	
2019	FTEs	190	115	138	256	202	266	179	326	134	128	117	256	192	148	241	213	167	
2020	FTEs	168	102	85	6	8	10	25	250	121	129	84	85	89	118	8	132	99	
2021	FTEs	46	10	8	85	147	235	175	289	137	136	136	198	133	21	156	200	157	
2022	FTEs	193	131	151	251	196	268	182	320	143	131	144	284	199	158	238	215	187	

EMPLOYMENT													SFR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
SFR	FTEs	175	174	186	189	193	190	195	194	192	89	133	199				
Total Employment	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792				
Share of Total	%	6.8%	6.7%	6.9%	7.5%	7.7%	6.9%	6.9%	6.7%	6.6%	5.2%	6.1%	7.1%				
Annual Change in Share	%		-1.1%	3.5%	7.9%	2.1%	-10.4%	-0.1%	-2.1%	-1.5%	-21.5%	18.4%	16.4%				
Change in Share from 2011	%		-1.1%	2.3%	10.4%	12.7%	1.0%	0.9%	-1.2%	-2.7%	-23.6%	-9.6%	5.2%				
Avg Ann. Change in Share	%		-1.1%	1.2%	3.5%	3.2%	0.2%	0.2%	-0.2%	-0.3%	-2.6%	-1.0%	0.5%				



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STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

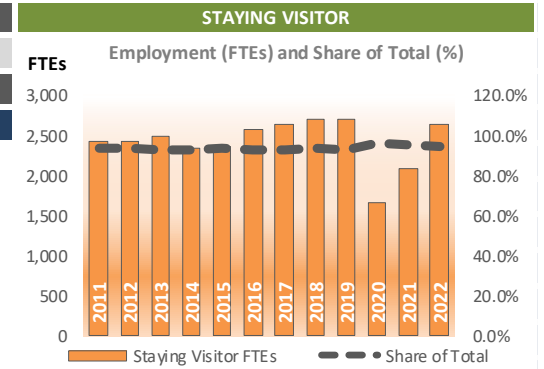
2011 to 2022

STAYING VISITOR

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	STAYING VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022	-0.7%	8.2%	1.9%	-5.3%	1.1%	10.6%	1.3%	9.7%	29.7%	1.0%	24.0%	-0.5%	6.7%	Annual Change	3.1%	2.3%	12.9%	7.6%
% Change 2021 to 2022	74.9%	127.0%	122.6%	49.9%	10.1%	16.7%	8.0%	8.5%	11.4%	-3.1%	18.4%	9.7%	24.9%	Annual Change	106.6%	22.6%	9.4%	7.5%
Average Annual Change	-0.1%	0.7%	0.2%	-0.5%	0.1%	1.0%	0.1%	0.9%	2.7%	0.1%	2.2%	0.0%	0.6%	Annual Change	0.3%	0.2%	1.2%	0.7%
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	0.3%	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	2.6%	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	-7.9%	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	-0.1%	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	9.7%	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	1.9%	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	2.8%	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	0.4%	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	-35.3%	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	20.9%	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	24.9%	899	1,838	2,369	1,867
2022 FTEs	1,715	1,935	1,924	2,061	2,170	2,531	2,357	2,698	2,715	2,098	2,143	1,784	2,178		1,858	2,254	2,590	2,008

EMPLOYMENT													STAYING VISITOR				
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs				
Staying Visitor	FTEs	2,418	2,421	2,494	2,347	2,353	2,576	2,646	2,692	2,704	1,654	2,076	2,641	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792	3,000			
Share of Total	%	93.8%	93.6%	93.0%	93.0%	93.1%	93.0%	93.0%	93.2%	92.9%	95.9%	95.5%	94.6%	2,500			
Annual Change in Share	%		-0.2%	-0.6%	-0.1%	0.2%	-0.1%	-0.1%	0.3%	-0.3%	3.2%	-0.4%	-1.0%	2,000			
Change in Share from 2011	%		-0.2%	-0.8%	-0.9%	-0.7%	-0.8%	-0.9%	-0.6%	-1.0%	2.2%	1.8%	0.8%	1,500			
Avg Ann. Change in Share	%		-0.2%	-0.4%	-0.3%	-0.2%	-0.2%	-0.2%	-0.1%	-0.1%	0.2%	0.2%	0.1%	1,000			

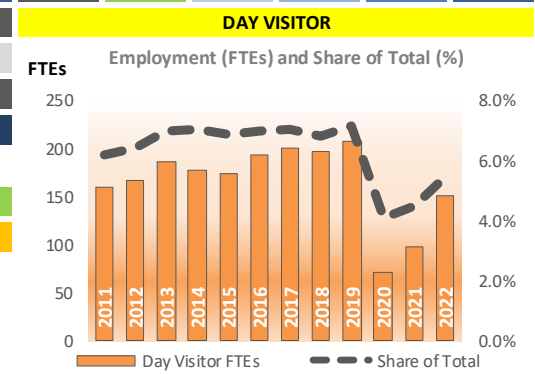


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STEAM REPORT FOR 2011-2022 - FINAL													2011 to 2022		DAY VISITOR		DIRECT EMPLOYMENT			
MORAY SPEYSIDE																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022		2.1%	-18.6%	-44.0%	-18.4%	37.3%	-19.5%	38.1%	-11.5%	76.3%	1.4%	-49.0%	-16.1%	-5.2%	Annual Change	-23.4%	4.8%	26.4%	-22.7%	
% Change 2021 to 2022		97.1%	166.0%	109.3%	162.4%	50.2%	44.0%	33.1%	28.2%	22.9%	24.5%	27.6%	17.6%	55.8%		121.6%	60.1%	29.7%	23.5%	
Average Annual Change		0.2%	-1.7%	-4.0%	-1.7%	3.4%	-1.8%	3.5%	-1.0%	6.9%	0.1%	-4.5%	-1.5%	-0.5%		-2.1%	0.4%	2.4%	-2.1%	
2011	FTEs	183	239	283	103	197	165	219	151	63	117	124	72	160		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	
2022	FTEs	186	194	158	84	270	133	303	134	112	118	63	60	151	55.8%	180	162	183	81	

EMPLOYMENT													DAY VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Day Visitor	FTEs	160	166	186	178	173	193	200	196	207	71	97	151		
Total Employment	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792		
Share of Total	%	6.2%	6.4%	7.0%	7.0%	6.9%	7.0%	7.0%	6.8%	7.1%	4.1%	4.5%	5.4%		
Annual Change in Share	%		3.7%	8.2%	1.3%	-2.6%	1.8%	0.7%	-3.4%	4.7%	-42.3%	8.9%	21.2%		
Change in Share from 2011	%		3.7%	12.3%	13.8%	10.8%	12.8%	13.6%	9.8%	14.9%	-33.7%	-27.8%	-12.4%		
Avg Ann. Change in Share	%		3.7%	6.1%	4.6%	2.7%	2.6%	2.3%	1.4%	1.9%	-3.7%	-2.8%	-1.1%		



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STEAM REPORT FOR 2011-2022 - FINAL
MORAY SPEYSIDE

2022

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

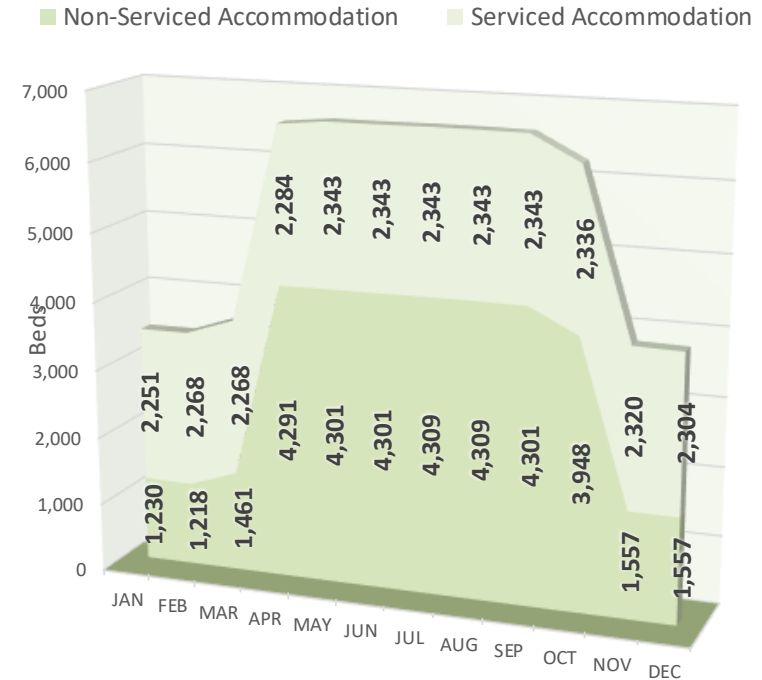
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	153	2,343	-3	-158	-58	-294
+50 Room	2	323	-1	-99	0	+105
26-50 Room	3	226	-0	-6	-1	-49
<26 Room	69	1,096	-1	-37	-8	-107
Guest Houses/B&Bs	79	698	-1	-17	-49	-243

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	199	4,309	+2	+11	+4	+100
Self-Catering	180	2,230	+3	+17	+4	+232
Touring/Camping	19	2,079	-0	-6	0	-132

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	352	6,652	-0	-147	-54	-194
Serviced Accommodation Share of Total	43%	35%				
Non-Serviced Accommodation Share of Total	57%	65%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,481	3,486	3,729	6,575	6,644	6,644	6,652	6,652	6,644	6,284	3,877	3,861
Serviced Accommodation	2,251	2,268	2,268	2,284	2,343	2,343	2,343	2,343	2,343	2,336	2,320	2,304
Non-Serviced Accommodation	1,230	1,218	1,461	4,291	4,301	4,301	4,309	4,301	3,948	1,557	1,557	

SEASONAL AVAILABILITY OF BED SUPPLY
2022



Report Sections With Historic Financial Data Indexed to 2022 Prices

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

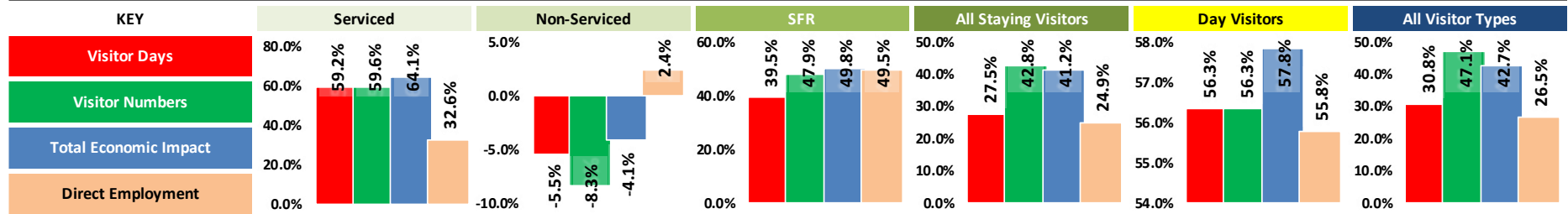
Indexation: *Indexation to: 2022*

2011	<i>1.39</i>
2012	<i>1.33</i>
2013	<i>1.29</i>
2014	<i>1.26</i>
2015	<i>1.24</i>
2016	<i>1.23</i>
2017	<i>1.20</i>
2018	<i>1.15</i>
2019	<i>1.12</i>
2020	<i>1.09</i>
2021	<i>1.08</i>
2022	<i>1.00</i>

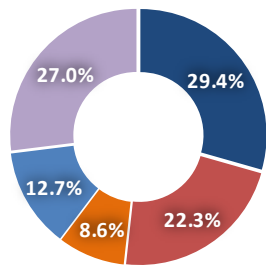
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
Visitor Days 000s	530.63	333.28	59.2%	441.41	467.07	-5.5%	565.94	405.56	39.5%	1,537.98	1,205.91	27.5%	240.92	154.09	56.3%	1,778.90	1,360.01	30.8%			
Visitor Numbers 000s	279.59	175.17	59.6%	60.52	66.02	-8.3%	125.98	85.19	47.9%	466.08	326.38	42.8%	240.92	154.09	56.3%	707.00	480.47	47.1%			
Direct Expenditure £M																113.64	79.11	43.7%			
Economic Impact £M	85.63	52.18	64.1%	27.76	28.94	-4.1%	19.66	13.12	49.8%	133.05	94.24	41.2%	14.94	9.463	57.8%	147.99	103.71	42.7%			
Direct Employment FTEs	1,447	1,091	32.6%	531	518	2.4%	199	133	49.5%	2,178	1,743	24.9%	151	97	55.8%	2,329	1,840	26.5%			
Total Employment FTEs																2,792	2,173	28.5%			

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



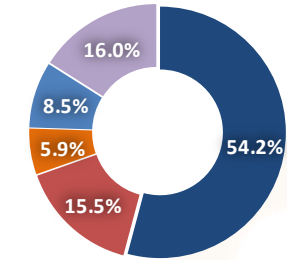
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022



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

Sectors	2022	2021	+/- %
Accommodation	33.42	24.56	36.0%
Food & Drink	25.37	16.28	55.8%
Recreation	9.732	6.711	45.0%
Shopping	14.47	9.858	46.8%
Transport	30.65	21.69	41.3%
TOTAL DIRECT	113.64	79.11	43.7%
Indirect	34.35	24.60	39.6%
TOTAL	147.99	103.71	42.7%

Sectoral Distribution of Employment - FTEs



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

Sectors	2022	2021	+/- %
Accommodation	1,261	1,114	13.2%
Food & Drink	360	232	55.4%
Recreation	137	95	44.6%
Shopping	198	135	46.4%
Transport	373	265	40.9%
TOTAL DIRECT	2,329	1,840	26.5%
Indirect	463	332	39.2%
TOTAL	2,792	2,173	28.5%

Direct Employment Categories

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

2022 Prices

TOTAL

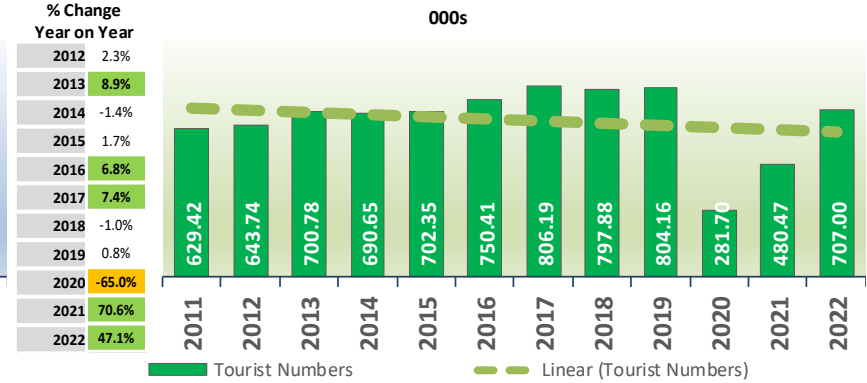
KEY MEASURES

Indexed

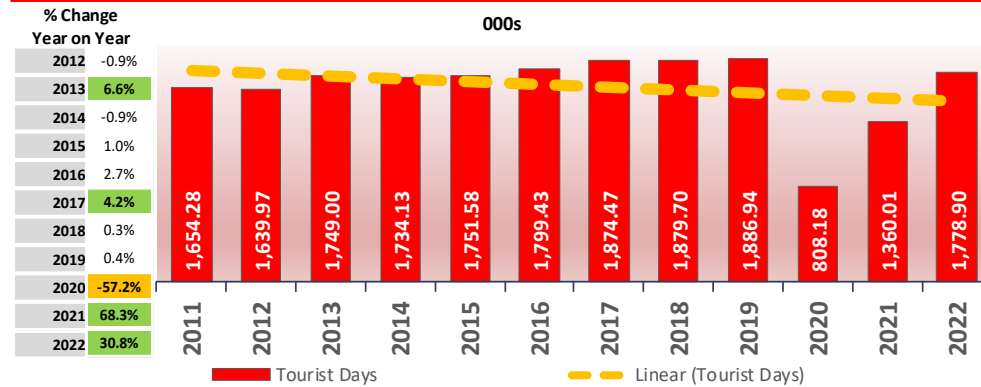
Economic Impact - Indexed - Total



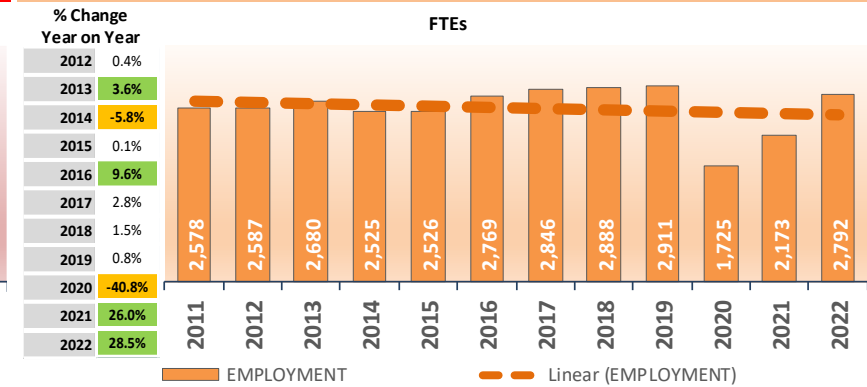
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.6%	4.6%	9.7%	12.5%	23.5%	31.9%	27.6%	28.8%	-46.1%	-11.3%	26.6%
Visitor Numbers		2.3%	11.3%	9.7%	11.6%	19.2%	28.1%	26.8%	27.8%	-55.2%	-23.7%	12.3%
Visitor Days		-0.9%	5.7%	4.8%	5.9%	8.8%	13.3%	13.6%	14.1%	-51.1%	-17.8%	7.5%
Total Employment		0.4%	4.0%	-2.1%	-2.0%	7.4%	10.4%	12.0%	12.9%	-33.1%	-15.7%	8.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022
2022 Prices

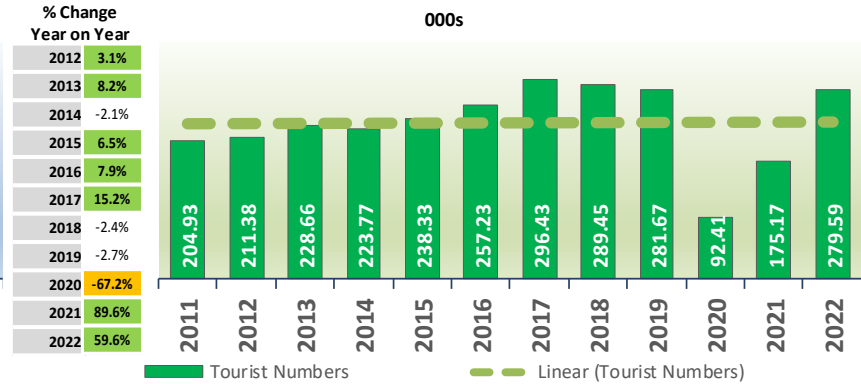
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

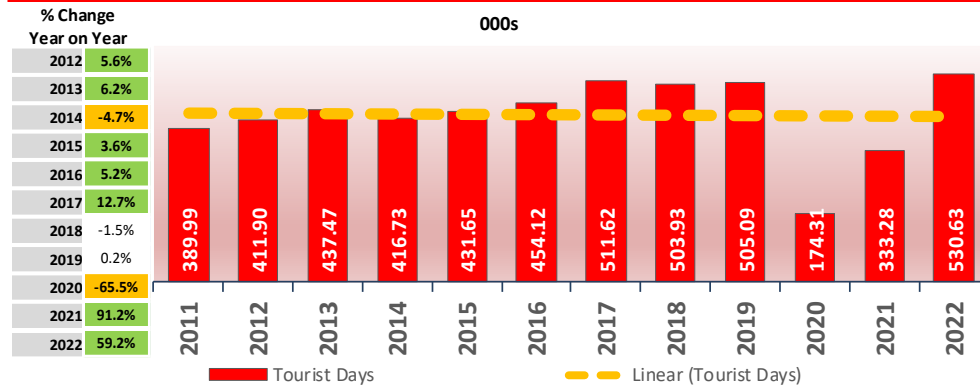
Economic Impact - Indexed - Serviced Accommodation



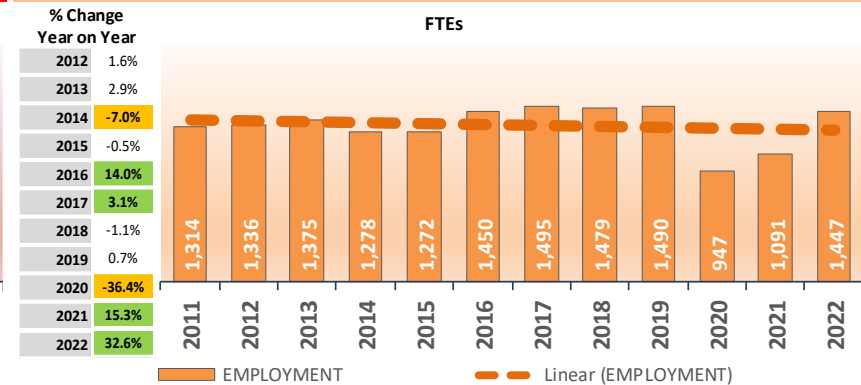
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.2%	6.9%	15.4%	21.8%	41.7%	56.9%	47.4%	48.5%	-43.2%	-4.3%	57.1%
Visitor Numbers		3.1%	11.6%	9.2%	16.3%	25.5%	44.6%	41.2%	37.4%	-54.9%	-14.5%	36.4%
Visitor Days		5.6%	12.2%	6.9%	10.7%	16.4%	31.2%	29.2%	29.5%	-55.3%	-14.5%	36.1%
Direct Employment		1.6%	4.6%	-2.7%	-3.2%	10.3%	13.7%	12.5%	13.4%	-28.0%	-17.0%	10.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL
MORAY SPEYSIDE

2011 to 2022
2022 Prices

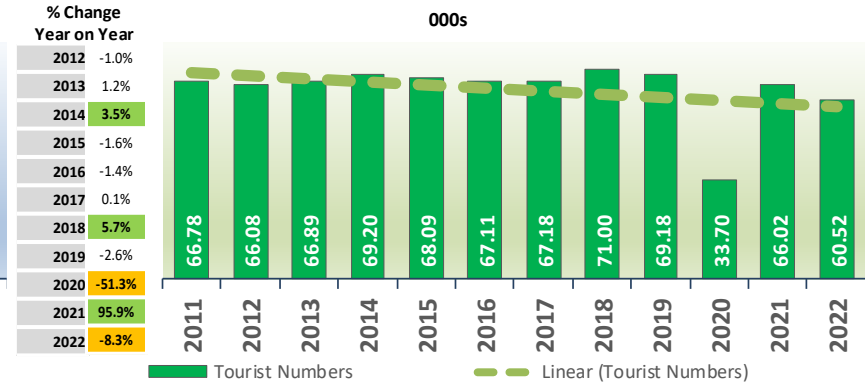
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

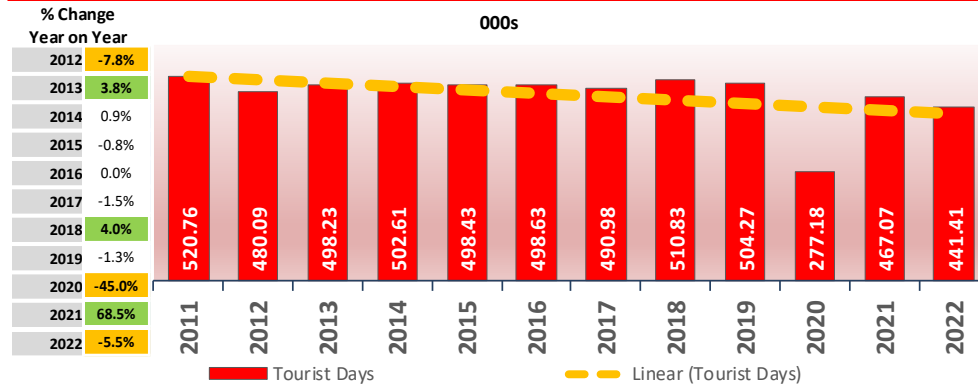
Economic Impact - Indexed - Non-Serviced Accommodation



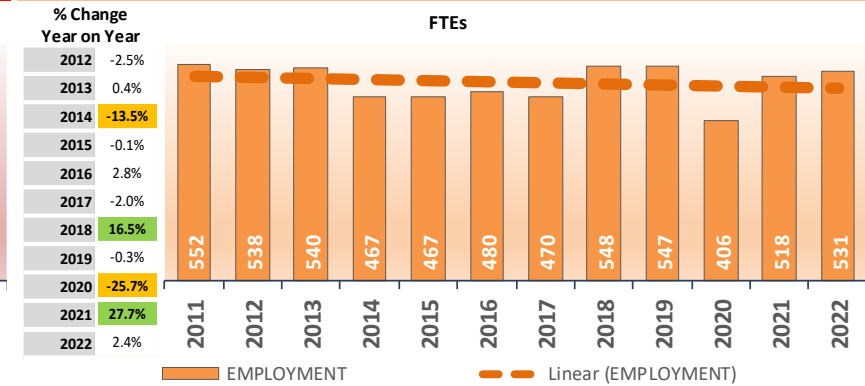
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-8.0%	-7.1%	-0.8%	-1.4%	-0.6%	0.5%	2.8%	2.6%	-43.7%	-2.1%	-6.1%
Visitor Numbers		-1.0%	0.2%	3.6%	2.0%	0.5%	0.6%	6.3%	3.6%	-49.5%	-1.1%	-9.4%
Visitor Days		-7.8%	-4.3%	-3.5%	-4.3%	-4.2%	-5.7%	-1.9%	-3.2%	-46.8%	-10.3%	-15.2%
Direct Employment		-2.5%	-2.1%	-15.3%	-15.4%	-13.0%	-14.7%	-0.7%	-0.9%	-26.4%	-6.0%	-3.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022
2022 Prices

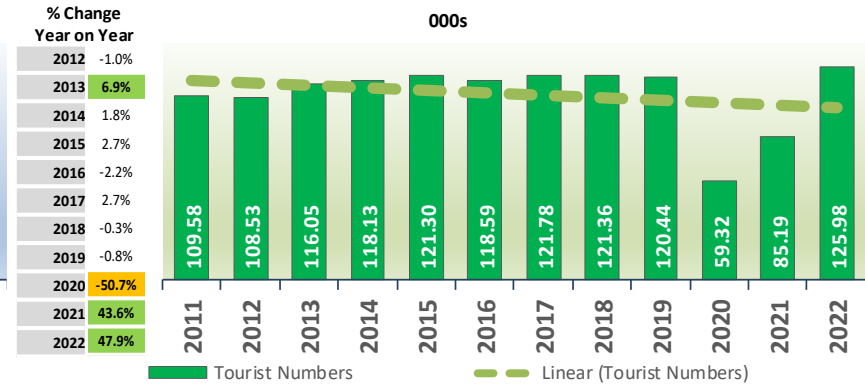
SFR

KEY MEASURES
Indexed

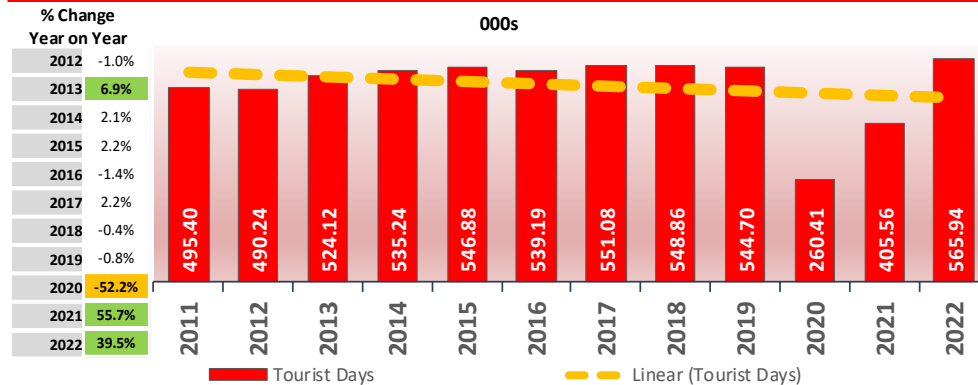
Economic Impact - Indexed - SFR



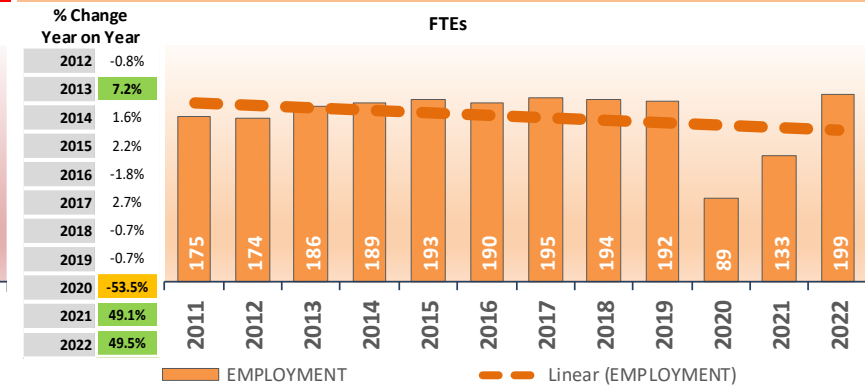
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.8%	6.4%	8.1%	10.5%	8.8%	11.8%	11.1%	10.2%	-50.2%	-23.7%	14.3%
Visitor Numbers		-1.0%	5.9%	7.8%	10.7%	8.2%	11.1%	10.8%	9.9%	-45.9%	-22.3%	15.0%
Visitor Days		-1.0%	5.8%	8.0%	10.4%	8.8%	11.2%	10.8%	10.0%	-47.4%	-18.1%	14.2%
Direct Employment		-0.8%	6.4%	8.1%	10.4%	8.5%	11.4%	10.7%	9.9%	-48.9%	-23.8%	13.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

2022 Prices

STAYING VISITOR

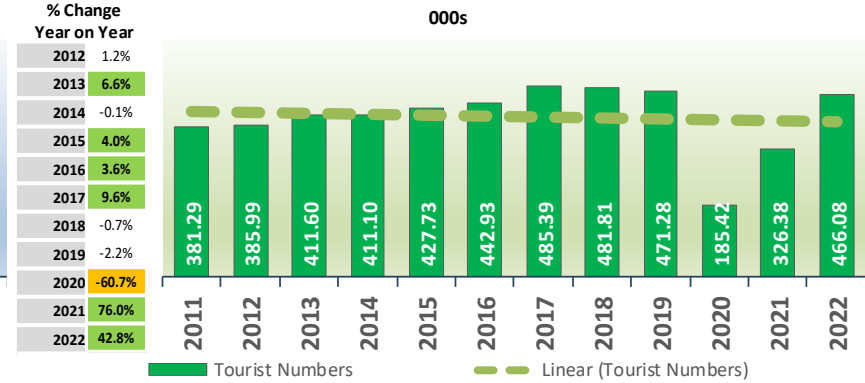
KEY MEASURES

Indexed

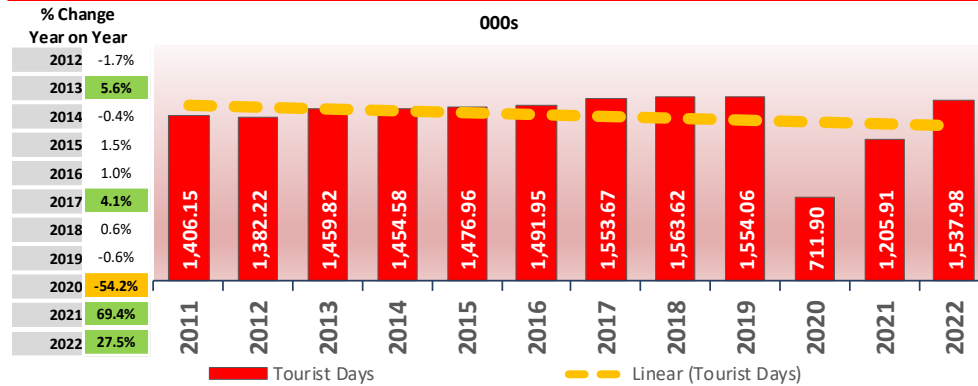
Economic Impact - Indexed - Staying Visitor



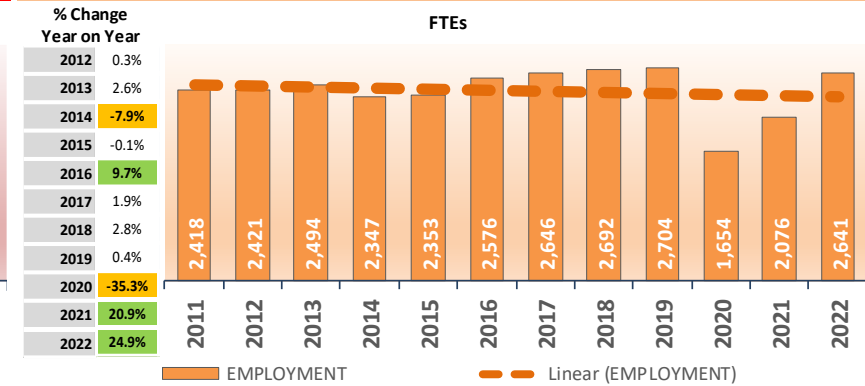
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-1.3%	2.7%	9.5%	13.1%	23.8%	32.8%	28.2%	28.6%	-44.5%	-6.9%	31.4%
Visitor Numbers		1.2%	7.9%	7.8%	12.2%	16.2%	27.3%	26.4%	23.6%	-51.4%	-14.4%	22.2%
Visitor Days		-1.7%	3.8%	3.4%	5.0%	6.1%	10.5%	11.2%	10.5%	-49.4%	-14.2%	9.4%
Direct Employment		0.1%	3.1%	-3.0%	-2.7%	6.5%	9.4%	11.3%	11.8%	-31.6%	-14.2%	9.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL

MORAY SPEYSIDE

2011 to 2022

2022 Prices

DAY VISITOR

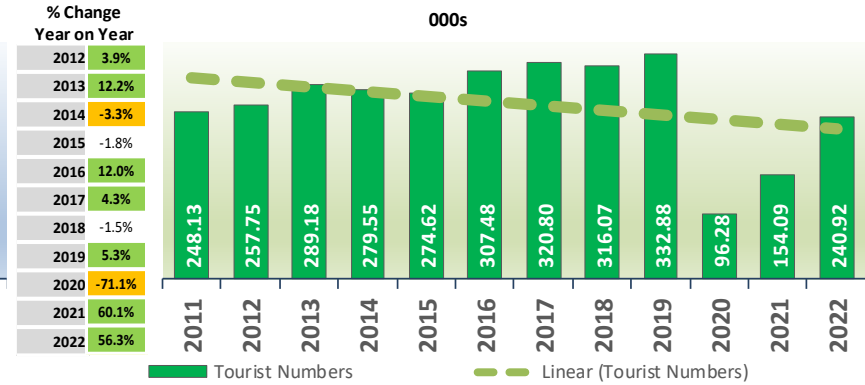
KEY MEASURES

Indexed

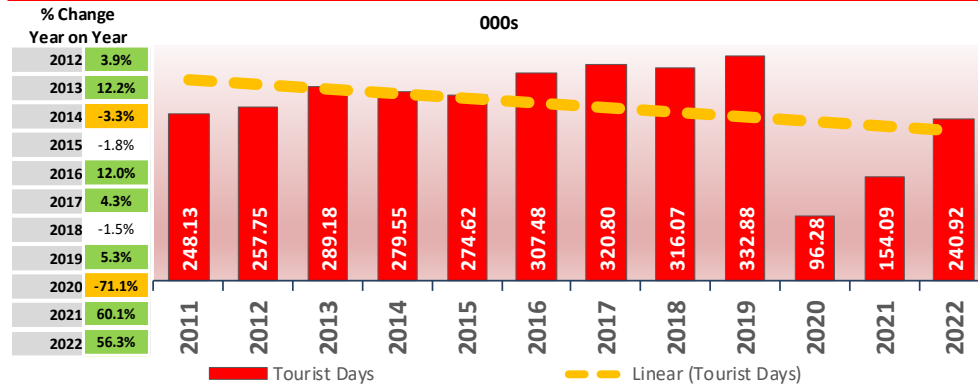
Economic Impact - Indexed - Day Visitor



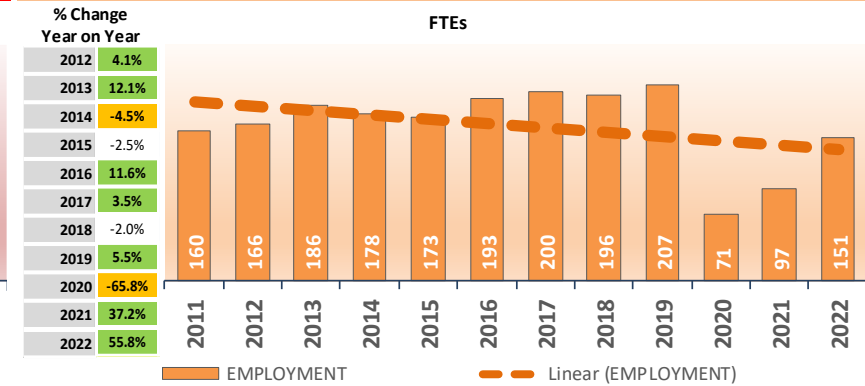
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

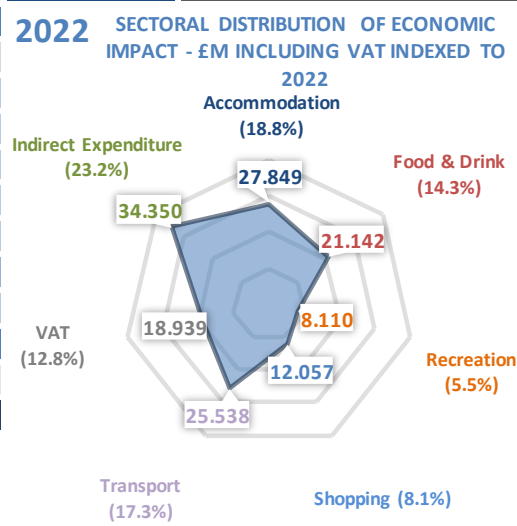


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		4.1%	16.8%	11.5%	8.8%	21.8%	26.2%	23.7%	30.5%	-56.2%	-39.6%	-4.7%
Visitor Numbers		3.9%	16.5%	12.7%	10.7%	23.9%	29.3%	27.4%	34.2%	-61.2%	-37.9%	-2.9%
Visitor Days		3.9%	16.5%	12.7%	10.7%	23.9%	29.3%	27.4%	34.2%	-61.2%	-37.9%	-2.9%
Direct Employment		4.1%	16.8%	11.5%	8.6%	21.2%	25.5%	23.0%	29.8%	-55.6%	-39.1%	-5.2%

"Linear" = Linear Trendline

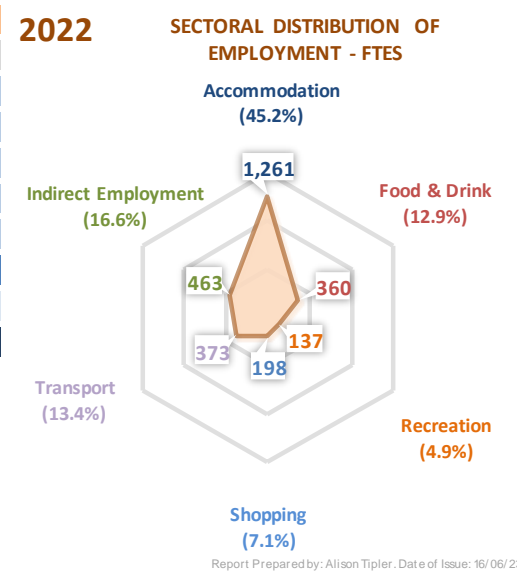
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022

SECTOR / YEAR	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Accommodation	£M	20.57	20.35	20.90	22.05	24.94	27.23	30.29	26.50	26.87	11.89	20.53	27.85
Food & Drink	£M	16.52	16.74	17.94	18.72	18.48	20.31	21.60	21.51	21.70	9.524	13.61	21.14
Recreation	£M	7.251	7.380	7.928	7.707	7.712	8.163	8.591	8.504	8.624	3.996	5.609	8.110
Shopping	£M	9.756	9.742	10.40	10.92	10.83	11.91	12.50	12.56	12.68	5.270	8.238	12.06
Transport	£M	20.12	19.67	20.53	22.18	21.75	24.54	25.51	26.17	26.27	11.17	18.13	25.54
Direct Revenue	£M	74.22	73.89	77.71	81.56	83.71	92.16	98.50	95.24	96.14	41.84	66.11	94.70
VAT	£M	14.84	14.78	15.54	16.31	16.74	18.43	19.70	19.05	19.23	6.170	13.00	18.94
Direct Expenditure	£M	89.06	88.67	93.25	97.87	100.45	110.59	118.21	114.29	115.37	48.01	79.11	113.64
Indirect Expenditure	£M	27.87	27.61	29.06	30.44	31.11	33.83	36.01	34.92	35.26	15.00	24.60	34.35
TOTAL	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99



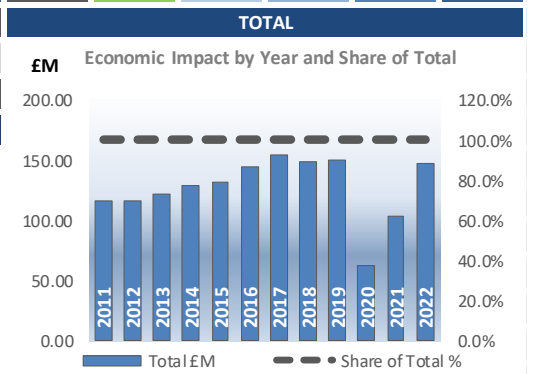
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Accommodation	FTEs	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319	1,329	1,034	1,114	1,261
Food & Drink	FTEs	282	286	306	320	316	346	368	366	369	162	232	360
Recreation	FTEs	123	125	134	131	131	138	145	144	146	68	95	137
Shopping	FTEs	160	160	171	179	178	195	205	206	208	86	135	198
Transport	FTEs	295	288	301	325	319	359	373	382	384	163	265	373
Direct Employment	FTEs	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417	2,436	1,513	1,840	2,329
Indirect Employment	FTEs	377	373	393	412	421	456	485	471	475	212	332	463
TOTAL	FTEs	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	2,792



STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 2022 Prices		TOTAL	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		Annual Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		Q1	Q2	Q3	Q4
% Change 2011 to 2022		23.6%	34.8%	9.8%	7.6%	23.3%	19.2%	26.2%	23.5%	59.6%	19.8%	71.2%	19.9%	26.6%	21.9%	17.0%	33.0%	34.0%	
% Change 2021 to 2022		226.0%	783.3%	869.9%	169.9%	25.2%	17.7%	19.2%	9.9%	10.2%	-3.4%	27.0%	45.5%	42.7%	515.3%	43.6%	13.1%	16.0%	
Average Annual Change		2.1%	3.2%	0.9%	0.7%	2.1%	1.7%	2.4%	2.1%	5.4%	1.8%	6.5%	1.8%	2.4%	2.0%	1.5%	3.0%	3.1%	
2011	£M	5.874	7.324	8.592	10.24	10.94	12.12	14.87	15.67	9.435	9.804	6.047	6.023	116.93	21.79	33.30	39.97	21.87	
2012	£M	8.006	7.675	9.340	9.041	9.931	12.12	14.84	15.64	10.05	8.622	5.261	5.753	116.28	-0.6%	25.02	31.10	40.53	19.64
2013	£M	8.057	8.067	11.13	9.585	11.00	12.00	16.63	16.82	10.28	8.885	4.938	4.919	122.31	5.2%	27.25	32.58	43.73	18.74
2014	£M	7.196	7.972	8.669	9.682	13.39	12.84	16.94	18.38	10.77	9.836	6.031	6.592	128.31	4.9%	23.84	35.92	46.10	22.46
2015	£M	8.030	8.129	8.783	9.909	13.69	12.70	17.39	17.35	10.90	10.95	6.675	7.049	131.56	2.5%	24.94	36.30	45.64	24.67
2016	£M	6.618	7.857	9.794	10.26	15.01	14.96	20.86	20.63	12.69	11.87	6.466	7.399	144.41	9.8%	24.27	40.23	54.18	25.73
2017	£M	9.011	8.894	9.371	12.31	16.20	15.66	21.68	21.06	13.37	12.21	7.445	7.009	154.22	6.8%	27.28	44.17	56.11	26.66
2018	£M	7.433	8.251	8.772	11.81	15.84	14.67	19.46	21.50	14.95	12.26	7.591	6.677	149.21	-3.2%	24.46	42.32	55.90	26.53
2019	£M	7.678	8.585	9.003	12.07	16.05	14.76	19.68	21.70	15.05	12.33	7.135	6.584	150.64	1.0%	25.27	42.89	56.43	26.05
2020	£M	7.263	8.421	5.920	0.168	0.323	0.324	2.079	12.79	9.930	9.402	4.347	2.039	63.01	-58.2%	21.60	0.815	24.80	15.79
2021	£M	2.227	1.117	0.972	4.082	10.78	12.27	15.74	17.60	13.66	12.16	8.147	4.963	103.71	64.6%	4.317	27.13	47.00	25.27
2022	£M	7.259	9.871	9.431	11.02	13.49	14.44	18.76	19.35	15.05	11.75	10.35	7.220	147.99	42.7%	26.56	38.95	53.16	29.32

ECONOMIC IMPACT - INDEXED TO 2022													TOTAL		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	TOTAL	
Total	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99		
All Visitor Types	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99		
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%		
Annual Change in Share	%														
Change in Share from 2011	%														
Avg Ann. Change in Share	%														

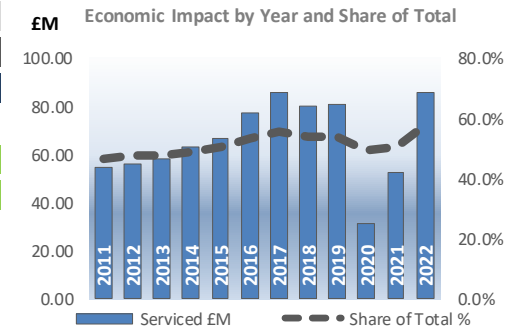


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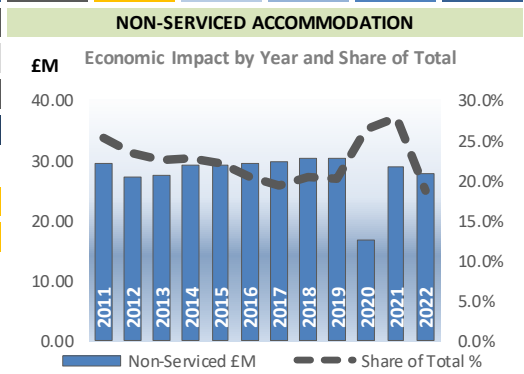
STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2011 to 2022		50.8%	68.9%	36.2%	37.1%	55.0%	70.5%	40.7%	59.8%	98.9%	34.9%	106.3%	28.5%	57.1%	51.2%	55.0%	63.0%	55.6%		
% Change 2021 to 2022		246.7%	1428.5%	2100.5%	185.4%	32.1%	32.0%	54.9%	24.2%	17.0%	14.0%	38.5%	52.8%	64.1%	819.4%	55.0%	29.8%	30.4%		
Average Annual Change		4.6%	6.3%	3.3%	3.4%	5.0%	6.4%	3.7%	5.4%	9.0%	3.2%	9.7%	2.6%	5.2%	4.7%	5.0%	5.7%	5.1%		
2011	£M	2.566	3.999	4.666	3.999	4.231	4.611	6.914	7.045	4.907	5.064	3.606	2.906	54.51	11.23	12.84	18.87	11.58		
2012	£M	4.525	4.085	5.197	3.919	3.576	4.766	7.251	7.369	5.319	4.246	2.953	2.506	55.71	2.2%	13.81	12.26	19.94	9.706	
2013	£M	4.458	4.179	6.083	4.013	3.872	4.827	8.055	8.013	5.541	4.461	2.733	2.029	58.26	4.6%	14.72	12.71	21.61	9.224	
2014	£M	3.658	4.174	4.886	4.156	5.464	5.594	8.139	8.869	6.072	4.932	3.696	3.280	62.92	8.0%	12.72	15.21	23.08	11.91	
2015	£M	4.353	4.716	5.218	4.530	6.161	5.506	8.342	8.350	5.742	5.760	4.208	3.510	66.39	5.5%	14.29	16.20	22.43	13.48	
2016	£M	3.241	4.481	6.126	4.822	6.893	7.141	10.89	11.07	7.709	6.419	4.127	4.325	77.24	16.3%	13.85	18.86	29.67	14.87	
2017	£M	5.274	5.398	6.297	6.045	7.739	7.924	11.32	11.80	8.375	6.838	4.656	3.858	85.52	10.7%	16.97	21.71	31.49	15.35	
2018	£M	3.925	4.898	5.617	5.529	7.054	7.077	9.363	12.34	10.02	6.628	4.476	3.442	80.37	-6.0%	14.44	19.66	31.73	14.55	
2019	£M	3.964	4.812	5.619	5.636	7.117	7.137	9.523	12.46	10.04	6.750	4.462	3.416	80.93	0.7%	14.40	19.89	32.02	14.63	
2020	£M	3.789	4.576	4.325	0.003	0.004	0.009	0.636	5.889	5.198	3.420	2.210	0.885	30.94	-61.8%	12.69	0.015	11.72	6.516	
2021	£M	1.116	0.442	0.289	1.921	4.965	5.956	6.281	9.065	8.338	5.993	5.372	2.445	52.18	68.6%	1.847	12.84	23.68	13.81	
2022	£M	3.869	6.755	6.354	5.484	6.556	7.864	9.726	11.26	9.758	6.834	7.439	3.735	85.63	64.1%	16.98	19.90	30.74	18.01	

ECONOMIC IMPACT - INDEXED TO 2022													SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total	
Serviced	£M	54.51	55.71	58.26	62.92	66.39	77.24	85.52	80.37	80.93	30.94	52.18	85.63	100.00	
All Visitor Types	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99	80.00	
Share of Total	%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%	53.7%	49.1%	50.3%	57.9%	60.00	
Annual Change in Share	%		2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%	-0.3%	-8.6%	2.5%	15.0%	40.00	
Change in Share from 2011	%		2.8%	2.2%	5.2%	8.2%	14.7%	19.0%	15.5%	15.2%	5.3%	7.9%	24.1%	20.00	
Avg Ann. Change in Share	%		2.8%	1.1%	1.7%	2.1%	2.9%	3.2%	2.2%	1.9%	0.6%	0.8%	2.2%	0.00	



STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-32.3%	-5.9%	-5.8%	-20.4%	-15.0%	-21.1%	4.8%	-12.7%	5.1%	0.7%	102.0%	33.7%	-6.1%	Annual Change	-13.2%	-18.9%	-1.9%	20.1%
% Change 2021 to 2022		746.5%	1036.4%	1123.8%	131.5%	-0.9%	-9.4%	-18.0%	-17.9%	-7.1%	-32.8%	-3.6%	39.3%	-4.1%	Annual Change	988.3%	15.3%	-15.4%	-21.0%
Average Annual Change		-2.9%	-0.5%	-0.5%	-1.9%	-1.4%	-1.9%	0.4%	-1.2%	0.5%	0.1%	9.3%	3.1%	-0.6%	Annual Change	-1.2%	-1.7%	-0.2%	1.8%
2011	£M	0.412	0.481	0.580	3.497	3.646	4.161	4.802	4.986	3.044	2.851	0.597	0.488	29.55		1.473	11.30	12.83	3.936
2012	£M	0.366	0.464	0.571	2.541	3.240	3.965	4.381	4.708	3.216	2.559	0.624	0.556	27.19	-8.0%	1.401	9.746	12.31	3.739
2013	£M	0.208	0.337	0.882	2.832	3.448	3.701	4.852	4.841	3.010	2.461	0.517	0.359	27.45	1.0%	1.428	9.982	12.70	3.337
2014	£M	0.335	0.611	0.546	2.721	3.976	3.742	4.920	5.428	3.012	2.866	0.622	0.540	29.32	6.8%	1.493	10.44	13.36	4.028
2015	£M	0.388	0.488	0.714	2.653	3.485	3.807	4.752	5.018	3.296	3.105	0.727	0.690	29.12	-0.7%	1.589	9.946	13.07	4.522
2016	£M	0.270	0.356	0.633	2.707	3.590	4.148	5.288	5.379	2.885	3.290	0.581	0.247	29.37	0.9%	1.259	10.45	13.55	4.118
2017	£M	0.205	0.335	0.476	3.242	3.586	4.023	5.194	5.132	2.812	3.267	0.957	0.467	29.69	1.1%	1.015	10.85	13.14	4.691
2018	£M	0.236	0.377	0.634	3.297	3.733	3.907	5.154	5.018	2.720	3.531	1.225	0.528	30.36	2.2%	1.247	10.94	12.89	5.284
2019	£M	0.234	0.402	0.658	3.390	3.823	3.881	5.054	5.018	2.728	3.428	1.190	0.495	30.30	-0.2%	1.294	11.09	12.80	5.113
2020	£M	0.135	0.333	0.218	0.118	0.253	0.233	0.985	4.651	3.565	4.703	1.195	0.255	16.64	-45.1%	0.686	0.604	9.201	6.152
2021	£M	0.033	0.040	0.045	1.203	3.127	3.623	6.135	5.304	3.442	4.270	1.251	0.469	28.94	73.9%	0.117	7.952	14.88	5.989
2022	£M	0.279	0.453	0.546	2.784	3.100	3.283	5.032	4.352	3.199	2.870	1.206	0.653	27.76	-4.1%	1.278	9.166	12.58	4.728

ECONOMIC IMPACT - INDEXED TO 2022													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Non-Serviced	£M	29.55	27.19	27.45	29.32	29.12	29.37	29.69	30.36	30.30	16.64	28.94	27.76		
All Visitor Types	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99		
Share of Total	%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%	20.1%	26.4%	27.9%	18.8%		
Annual Change in Share	%		-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%	-1.1%	31.3%	5.6%	-32.8%		
Change in Share from 2011	%		-7.5%	-11.2%	-9.6%	-12.4%	-19.5%	-23.8%	-19.5%	-20.4%	4.5%	10.4%	-25.8%		
Avg Ann. Change in Share	%		-7.5%	-5.6%	-3.2%	-3.1%	-3.9%	-4.0%	-2.8%	-2.5%	0.5%	1.0%	-2.3%		

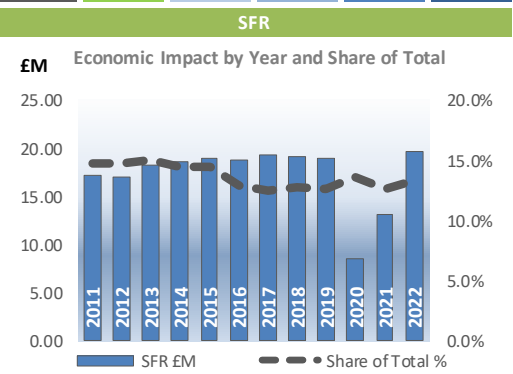


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Report Prepared by: Alison Tipler. Date of Issue: 16/06/23

STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 2022 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		12.7%	19.5%	18.2%	8.3%	11.1%	10.5%	11.5%	10.1%	21.7%	14.7%	42.3%	14.5%	14.3%	Annual Change	16.2%	9.9%	12.9%	20.6%
% Change 2021 to 2022		343.0%	1243.8%	1843.6%	196.3%	33.4%	14.0%	3.9%	10.8%	4.2%	-3.5%	6.1%	43.4%	49.8%	Annual Change	676.8%	53.2%	7.3%	19.1%
Average Annual Change		1.2%	1.8%	1.7%	0.8%	1.0%	1.0%	1.0%	0.9%	2.0%	1.3%	3.8%	1.3%	1.3%	Annual Change	1.5%	0.9%	1.2%	1.9%
2011	£M	1.412	0.902	1.049	1.900	1.449	1.985	1.335	2.384	0.960	0.940	0.835	2.047	17.20		3.363	5.334	4.679	3.822
2012	£M	1.617	0.889	1.101	1.793	1.390	1.971	1.322	2.366	0.979	0.892	0.792	1.955	17.06	-0.8%	3.607	5.153	4.667	3.638
2013	£M	1.678	0.952	1.336	1.972	1.528	2.090	1.461	2.567	1.043	0.955	0.817	1.896	18.30	7.2%	3.966	5.590	5.071	3.668
2014	£M	1.639	0.988	1.096	1.964	1.645	2.143	1.456	2.650	1.054	0.985	0.873	2.104	18.60	1.6%	3.723	5.752	5.159	3.961
2015	£M	1.751	0.992	1.148	1.967	1.616	2.135	1.451	2.594	1.065	1.045	0.959	2.273	19.00	2.2%	3.891	5.719	5.110	4.277
2016	£M	1.491	0.895	1.167	1.965	1.625	2.206	1.518	2.701	1.069	1.038	0.869	2.170	18.72	-1.5%	3.554	5.796	5.288	4.077
2017	£M	1.691	0.955	1.141	2.122	1.661	2.253	1.511	2.684	1.082	1.049	0.938	2.141	19.23	2.7%	3.786	6.036	5.277	4.129
2018	£M	1.573	0.953	1.146	2.102	1.655	2.196	1.482	2.692	1.109	1.067	0.982	2.142	19.10	-0.7%	3.672	5.953	5.283	4.191
2019	£M	1.565	0.943	1.139	2.103	1.654	2.178	1.467	2.676	1.102	1.055	0.967	2.111	18.96	-0.7%	3.647	5.935	5.245	4.133
2020	£M	1.379	0.840	0.698	0.047	0.067	0.082	0.203	1.949	0.944	1.022	0.660	0.675	8.566	-54.8%	2.918	0.196	3.096	2.357
2021	£M	0.359	0.080	0.064	0.694	1.206	1.924	1.433	2.368	1.121	1.117	1.120	1.634	13.12	53.2%	0.503	3.825	4.923	3.871
2022	£M	1.591	1.078	1.239	2.058	1.609	2.194	1.489	2.624	1.169	1.078	1.189	2.343	19.66	49.8%	3.908	5.861	5.282	4.610

ECONOMIC IMPACT - INDEXED TO 2022													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	£M	17.20	17.06	18.30	18.60	19.00	18.72	19.23	19.10	18.96	8.566	13.12	19.66		
All Visitor Types	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99		
Share of Total	%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%	12.6%	13.6%	12.7%	13.3%		
Annual Change in Share	%		-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%	-1.7%	8.0%	-6.9%	5.0%		
Change in Share from 2011	%		-0.2%	1.7%	-1.5%	-1.8%	-11.9%	-15.2%	-13.0%	-14.4%	-7.6%	-14.0%	-9.7%		
Avg Ann. Change in Share	%		-0.2%	0.9%	-0.5%	-0.5%	-2.4%	-2.5%	-1.9%	-1.8%	-0.8%	-1.4%	-0.9%		

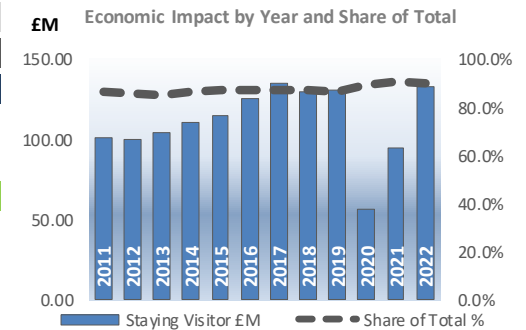


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STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		30.7%	53.9%	29.3%	9.9%	20.8%	24.0%	24.5%	26.5%	58.5%	21.8%	95.2%	23.7%	31.4%	Annual Change	37.9%	18.5%	33.6%	41.4%	
% Change 2021 to 2022		280.6%	1374.3%	1949.5%	170.4%	21.2%	16.0%	17.3%	9.0%	9.5%	-5.2%	27.0%	48.0%	41.2%		798.4%	41.9%	11.8%	15.5%	
Average Annual Change		2.8%	4.9%	2.7%	0.9%	1.9%	2.2%	2.2%	2.4%	5.3%	2.0%	8.7%	2.2%	2.9%		3.4%	1.7%	3.1%	3.8%	
2011	£M	4.390	5.383	6.295	9.396	9.326	10.76	13.05	14.41	8.911	8.855	5.038	5.441	101.26		16.07	29.48	36.38	19.33	
2012	£M	6.508	5.439	6.869	8.253	8.205	10.70	12.95	14.44	9.514	7.697	4.369	5.017	99.97	-1.3%	18.82	27.16	36.91	17.08	
2013	£M	6.344	5.468	8.302	8.816	8.847	10.62	14.37	15.42	9.594	7.877	4.067	4.285	104.01	4.0%	20.11	28.28	39.38	16.23	
2014	£M	5.632	5.773	6.529	8.841	11.08	11.48	14.52	16.95	10.14	8.783	5.191	5.924	110.83	6.6%	17.93	31.40	41.60	19.90	
2015	£M	6.491	6.196	7.079	9.151	11.26	11.45	14.54	15.96	10.10	9.910	5.894	6.472	114.51	3.3%	19.77	31.86	40.61	22.28	
2016	£M	5.001	5.732	7.927	9.494	12.11	13.50	17.69	19.15	11.66	10.75	5.577	6.741	125.33	9.4%	18.66	35.10	48.51	23.06	
2017	£M	7.169	6.688	7.913	11.41	12.99	14.20	18.03	19.61	12.27	11.15	6.552	6.466	134.45	7.3%	21.77	38.59	49.91	24.17	
2018	£M	5.734	6.228	7.397	10.93	12.44	13.18	16.00	20.05	13.85	11.23	6.684	6.112	129.83	-3.4%	19.36	36.55	49.90	24.02	
2019	£M	5.764	6.157	7.415	11.13	12.59	13.20	16.04	20.15	13.86	11.23	6.619	6.022	130.19	0.3%	19.34	36.92	50.06	23.87	
2020	£M	5.303	5.748	5.241	0.168	0.323	0.324	1.824	12.49	9.707	9.146	4.065	1.814	56.15	-56.9%	16.29	0.815	24.02	15.02	
2021	£M	1.508	0.562	0.397	3.818	9.298	11.50	13.85	16.74	12.90	11.38	7.743	4.547	94.24	67.8%	2.467	24.62	43.49	23.67	
2022	£M	5.739	8.286	8.139	10.33	11.27	13.34	16.25	18.24	14.13	10.78	9.833	6.731	133.05	41.2%	22.16	34.93	48.61	27.35	

ECONOMIC IMPACT - INDEXED TO 2022													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	£M	101.26	99.97	104.01	110.83	114.51	125.33	134.45	129.83	130.19	56.15	94.24	133.05		
All Visitor Types	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99		
Share of Total	%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%	86.4%	89.1%	90.9%	89.9%		
Annual Change in Share	%		-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%	-0.7%	3.1%	2.0%	-1.1%		
Change in Share from 2011	%		-0.7%	-1.8%	-0.3%	0.5%	0.2%	0.7%	0.5%	-0.2%	2.9%	4.9%	3.8%		
Avg Ann. Change in Share	%		-0.7%	-0.9%	-0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.5%	0.3%		



STEAM REPORT FOR 2011-2022 - FINAL MORAY SPEYSIDE													2011 to 2022 2022 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		2.5%	-18.3%	-43.8%	-18.1%	37.8%	-19.2%	38.6%	-11.2%	76.9%	1.7%	-48.9%	-15.9%	-4.7%	Annual Change	-23.2%	5.1%	26.8%	-22.4%	
% Change 2021 to 2022		111.5%	185.4%	124.5%	162.4%	50.2%	44.0%	33.1%	28.2%	22.9%	24.5%	27.6%	17.6%	57.8%	Annual Change	137.7%	60.1%	29.7%	23.5%	
Average Annual Change		0.2%	-1.7%	-4.0%	-1.6%	3.4%	-1.7%	3.5%	-1.0%	7.0%	0.2%	-4.4%	-1.4%	-0.4%	Annual Change	-2.1%	0.5%	2.4%	-2.0%	
2011	£M	1.484	1.941	2.297	0.846	1.616	1.359	1.814	1.250	0.524	0.949	1.009	0.582	15.67		5.722	3.821	3.589	2.540	
2012	£M	1.499	2.236	2.472	0.788	1.726	1.422	1.887	1.198	0.533	0.925	0.892	0.736	16.31	4.1%	6.207	3.936	3.618	2.553	
2013	£M	1.713	2.599	2.826	0.768	2.152	1.378	2.264	1.404	0.681	1.008	0.870	0.635	18.30	12.2%	7.139	4.298	4.349	2.513	
2014	£M	1.564	2.199	2.140	0.842	2.310	1.362	2.429	1.436	0.636	1.053	0.840	0.668	17.48	-4.5%	5.903	4.513	4.502	2.561	
2015	£M	1.539	1.933	1.704	0.759	2.426	1.256	2.842	1.393	0.801	1.037	0.781	0.577	17.05	-2.5%	5.176	4.441	5.036	2.395	
2016	£M	1.616	2.125	1.867	0.767	2.897	1.469	3.169	1.484	1.023	1.121	0.888	0.658	19.09	12.0%	5.608	5.134	5.676	2.668	
2017	£M	1.841	2.205	1.458	0.898	3.211	1.464	3.654	1.449	1.099	1.055	0.893	0.543	19.77	3.6%	5.504	5.573	6.202	2.491	
2018	£M	1.699	2.023	1.374	0.882	3.401	1.487	3.461	1.448	1.096	1.037	0.907	0.565	19.38	-2.0%	5.096	5.770	6.004	2.509	
2019	£M	1.915	2.428	1.588	0.944	3.456	1.567	3.636	1.543	1.189	1.099	0.517	0.562	20.44	5.5%	5.931	5.967	6.369	2.177	
2020	£M	1.960	2.673	0.679			0.000	0.255	0.304	0.223	0.256	0.282	0.225	6.857	-66.5%	5.311	0.000	0.782	0.764	
2021	£M	0.719	0.555	0.575	0.264	1.482	0.762	1.889	0.866	0.754	0.776	0.404	0.416	9.463	38.0%	1.850	2.508	3.509	1.596	
2022	£M	1.520	1.585	1.292	0.693	2.226	1.098	2.514	1.110	0.927	0.965	0.516	0.489	14.94	57.8%	4.397	4.016	4.552	1.971	

ECONOMIC IMPACT - INDEXED TO 2022													DAY VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Day Visitor	£M	15.67	16.31	18.30	17.48	17.05	19.09	19.77	19.38	20.44	6.857	9.463	14.94		
All Visitor Types	£M	116.93	116.28	122.31	128.31	131.56	144.41	154.22	149.21	150.64	63.01	103.71	147.99		
Share of Total	%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%	9.1%	10.1%		
Annual Change in Share	%		4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%	4.5%	-19.8%	-16.2%	10.6%		
Change in Share from 2011	%		4.7%	11.6%	1.6%	-3.3%	-1.4%	-4.3%	-3.1%	1.3%	-18.8%	-31.9%	-24.7%		
Avg Ann. Change in Share	%		4.7%	5.8%	0.5%	-0.8%	-0.3%	-0.7%	-0.4%	0.2%	-2.1%	-3.2%	-2.2%		

