



STEAM REPORT FOR 2010-2021 - FINAL

Final

VISIT MORAY SPEYSIDE

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith

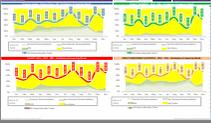
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Report Section Design and Features

Headers

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



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

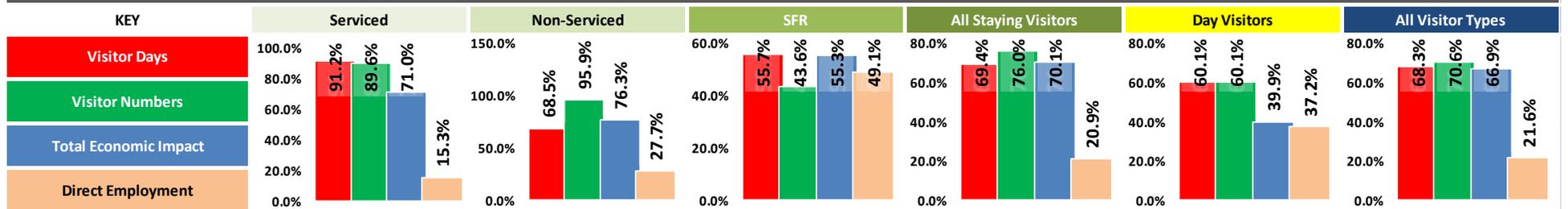
Comparing 2021 and 2020
All £'s Historic Prices

COMPARATIVE HEADLINES

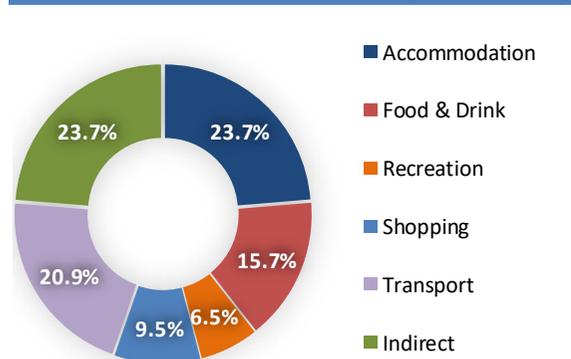
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
Visitor Days 000s	333.28	174.31	91.2%	467.07	277.18	68.5%	405.56	260.41	55.7%	1,205.91	711.90	69.4%	154.09	96.28	60.1%	1,360.01	808.18	68.3%			
Visitor Numbers 000s	175.17	92.41	89.6%	66.02	33.70	95.9%	85.19	59.32	43.6%	326.38	185.42	76.0%	154.09	96.28	60.1%	480.47	281.70	70.6%			
Direct Expenditure £M																73.35	43.92	67.0%			
Economic Impact £M	48.39	28.30	71.0%	26.84	15.22	76.3%	12.17	7.835	55.3%	87.39	51.36	70.1%	8.775	6.272	39.9%	96.17	57.63	66.9%			
Direct Employment FTEs	1,091	947	15.3%	518	406	27.7%	133	89	49.1%	1,743	1,442	20.9%	97	71	37.2%	1,840	1,513	21.6%			
Total Employment FTEs																2,173	1,725	26.0%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES



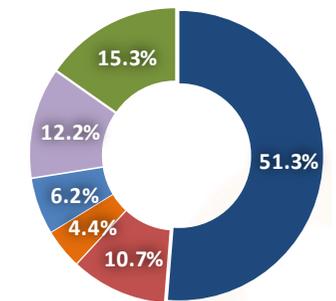
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2021	2020	+/- %
Accommodation	22.78	12.48	82.6%
Food & Drink	15.10	9.996	51.1%
Recreation	6.223	4.194	48.4%
Shopping	9.141	5.531	65.3%
Transport	20.11	11.72	71.6%
TOTAL DIRECT	73.35	43.92	67.0%
Indirect	22.81	13.72	66.3%
TOTAL	96.17	57.63	66.9%

Sectoral Distribution of Employment - FTEs

Sectors	2021	2020	+/- %
Accommodation	1,114	1,034	7.8%
Food & Drink	232	162	42.9%
Recreation	95	68	40.4%
Shopping	135	86	56.3%
Transport	265	163	62.3%
TOTAL DIRECT	1,840	1,513	21.6%
Indirect	332	212	57.1%
TOTAL	2,173	1,725	26.0%



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

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

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

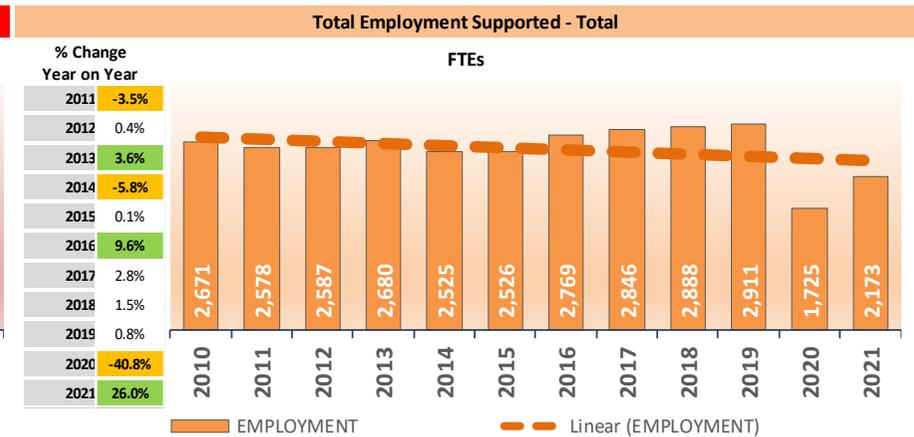
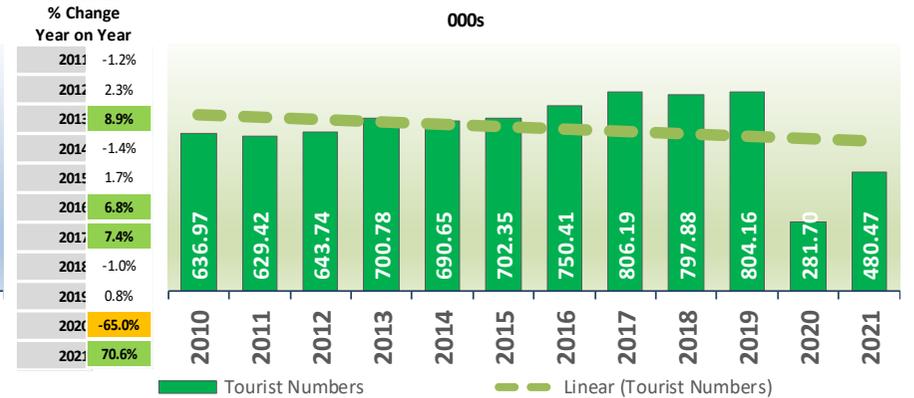
2010 to 2021
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		-0.3%	3.0%	11.9%	20.7%	25.1%	39.1%	52.4%	53.3%	58.7%	-31.8%	13.7%
Visitor Numbers		-1.2%	1.1%	10.0%	8.4%	10.3%	17.8%	26.6%	25.3%	26.2%	-55.8%	-24.6%
Visitor Days		-4.7%	-5.5%	0.8%	-0.1%	1.0%	3.7%	8.0%	8.3%	8.8%	-53.4%	-21.6%
Total Employment		-3.5%	-3.1%	0.4%	-5.5%	-5.4%	3.7%	6.6%	8.1%	9.0%	-35.4%	-18.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

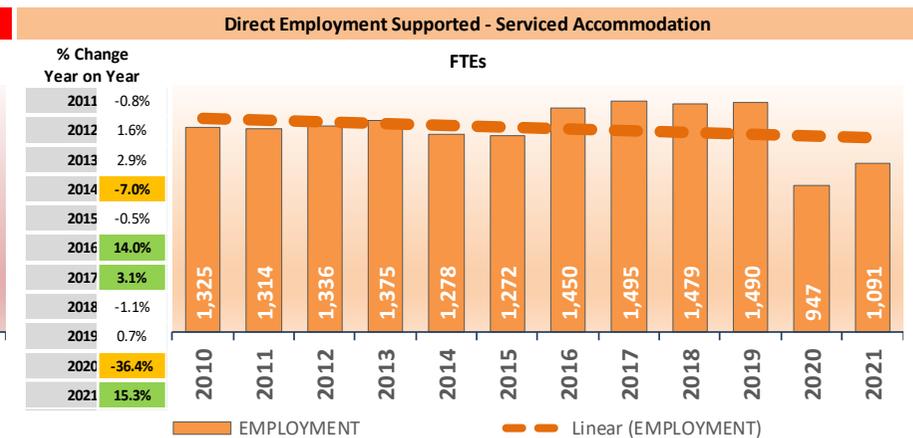
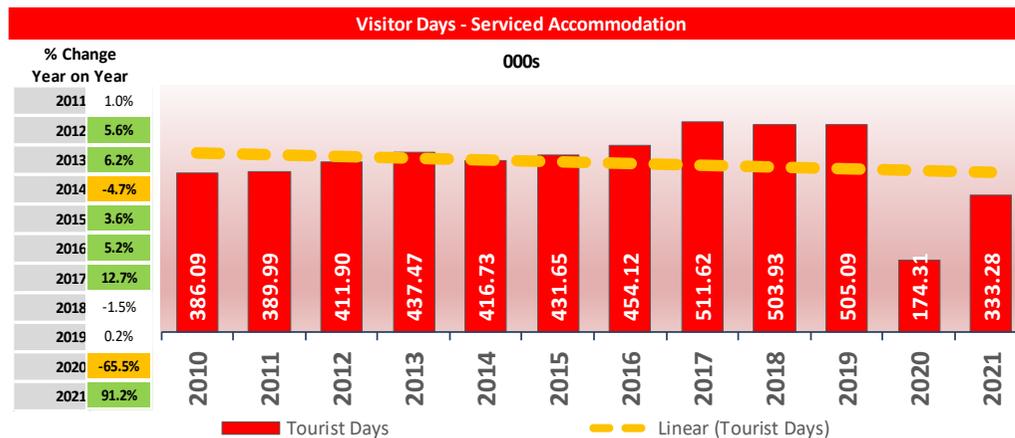
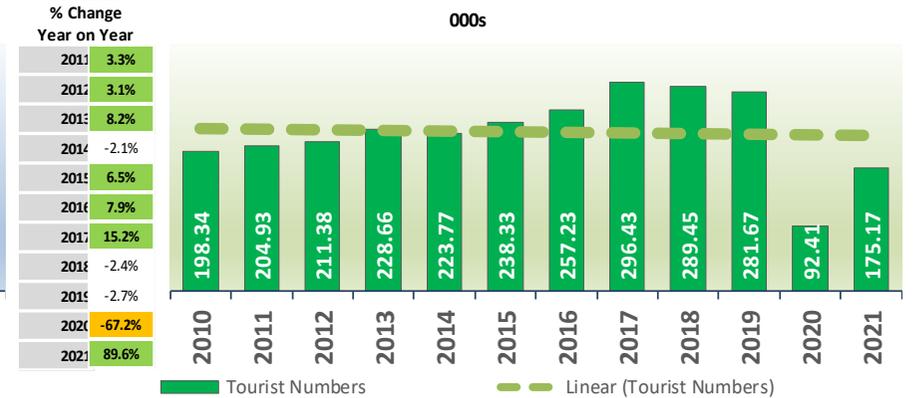
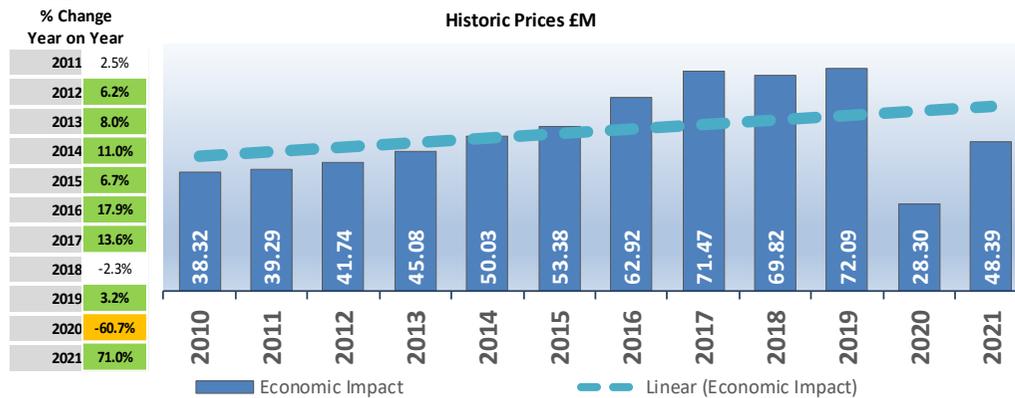
2010 to 2021
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		2.5%	8.9%	17.6%	30.5%	39.3%	64.2%	86.5%	82.2%	88.1%	-26.1%	26.3%
Visitor Numbers		3.3%	6.6%	15.3%	12.8%	20.2%	29.7%	49.5%	45.9%	42.0%	-53.4%	-11.7%
Visitor Days		1.0%	6.7%	13.3%	7.9%	11.8%	17.6%	32.5%	30.5%	30.8%	-54.9%	-13.7%
Direct Employment		-0.8%	0.8%	3.8%	-3.5%	-4.0%	9.4%	12.8%	11.6%	12.5%	-28.5%	-17.6%

"Linear" = Linear Trendline

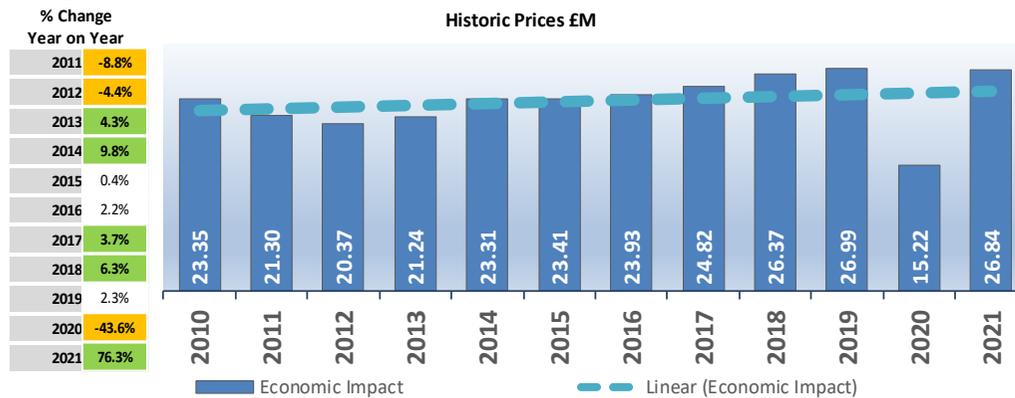
STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

2010 to 2021
Historic Prices

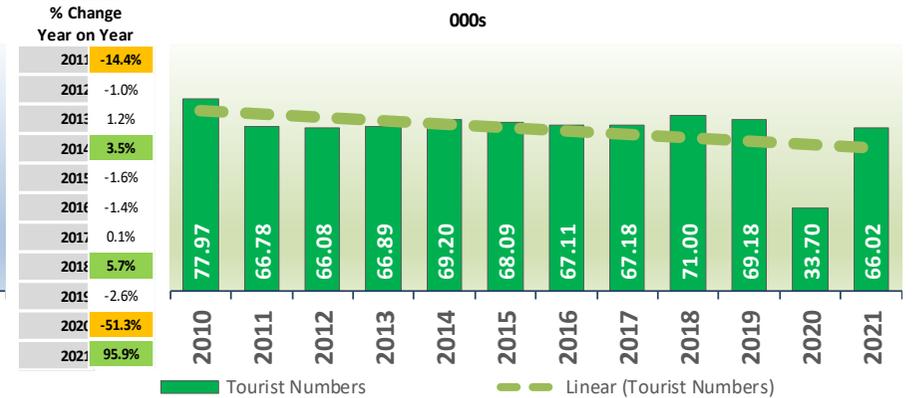
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

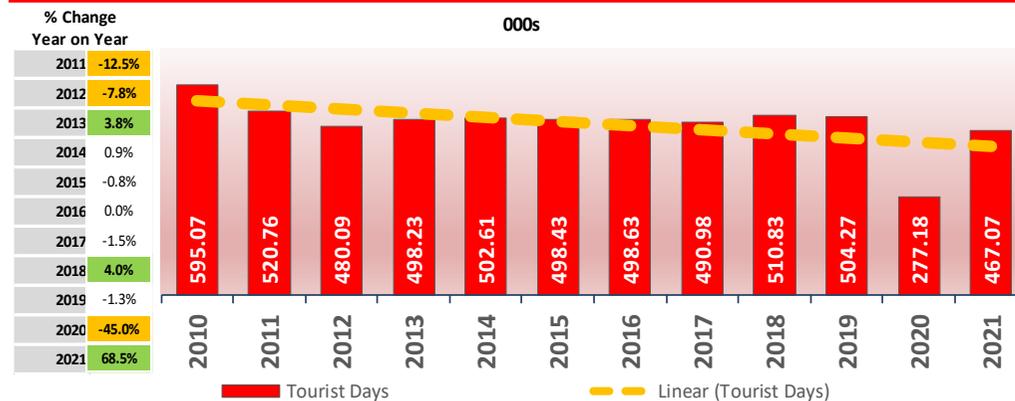
Economic Impact - Historic Prices - Non-Serviced Accommodation



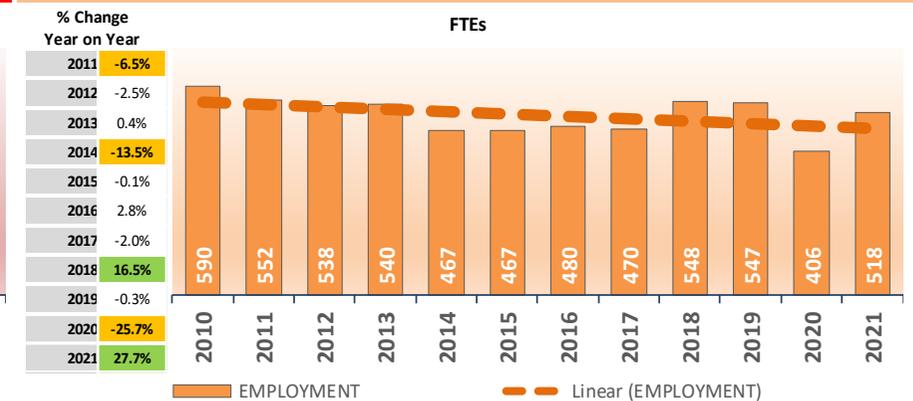
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		-8.8%	-12.8%	-9.0%	-0.2%	0.3%	2.5%	6.3%	13.0%	15.6%	-34.8%	14.9%
Visitor Numbers		-14.4%	-15.2%	-14.2%	-11.3%	-12.7%	-13.9%	-13.8%	-8.9%	-11.3%	-56.8%	-15.3%
Visitor Days		-12.5%	-19.3%	-16.3%	-15.5%	-16.2%	-16.2%	-17.5%	-14.2%	-15.3%	-53.4%	-21.5%
Direct Employment		-6.5%	-8.9%	-8.5%	-20.8%	-20.9%	-18.7%	-20.3%	-7.1%	-7.4%	-31.2%	-12.2%

"Linear" = Linear Trendline

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VISIT MORAY SPEYSIDE

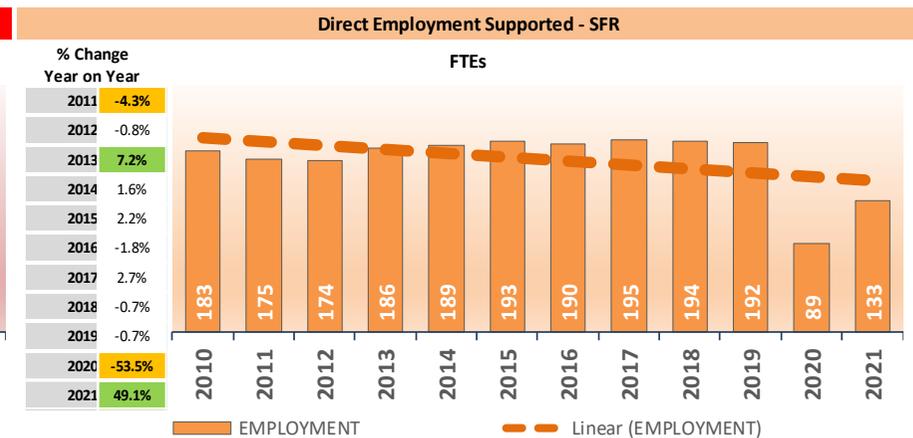
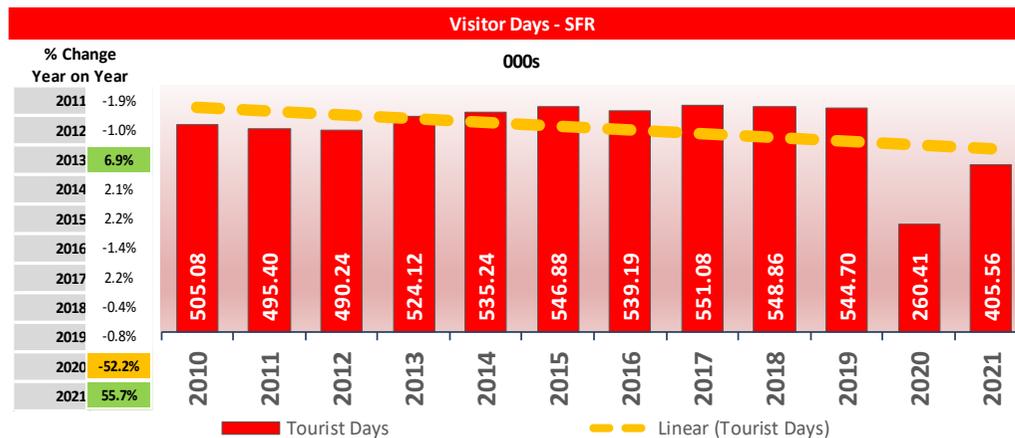
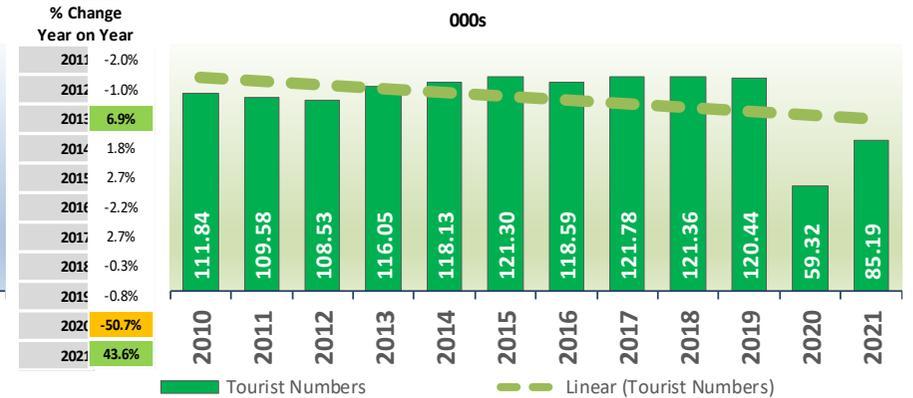
2010 to 2021
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		2.7%	5.9%	17.3%	22.5%	26.5%	26.3%	33.2%	37.5%	40.0%	-35.1%	0.8%
Visitor Numbers		-2.0%	-3.0%	3.8%	5.6%	8.5%	6.0%	8.9%	8.5%	7.7%	-47.0%	-23.8%
Visitor Days		-1.9%	-2.9%	3.8%	6.0%	8.3%	6.8%	9.1%	8.7%	7.8%	-48.4%	-19.7%
Direct Employment		-4.3%	-5.0%	1.8%	3.5%	5.7%	3.8%	6.6%	5.9%	5.2%	-51.1%	-27.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

2010 to 2021
Historic Prices

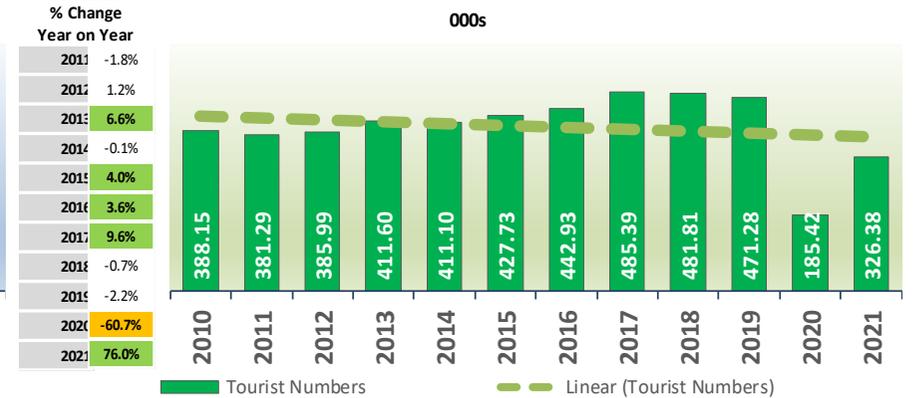
STAYING VISITOR

KEY MEASURES
Historic Prices

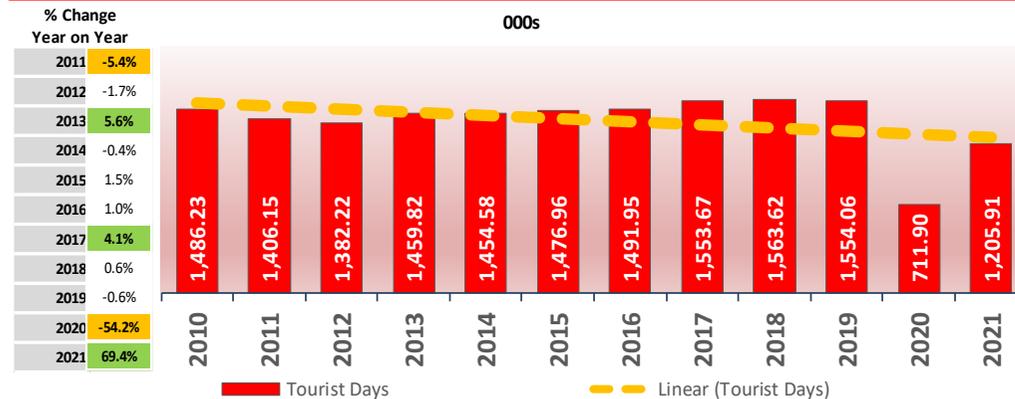
Economic Impact - Historic Prices - Staying Visitor



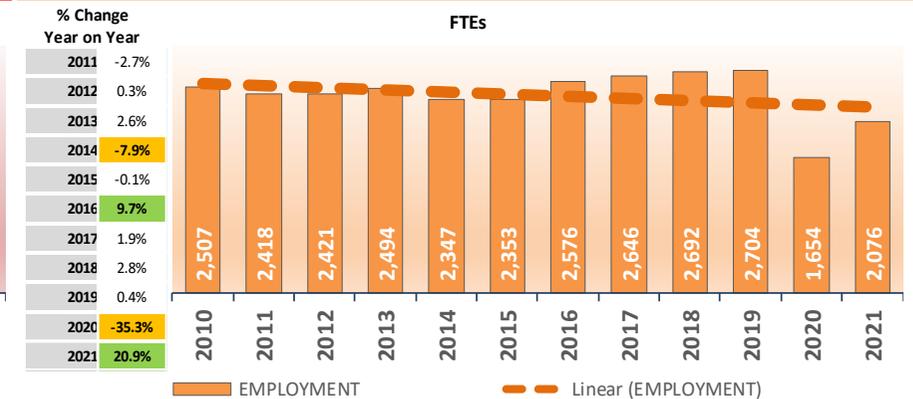
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		-1.0%	1.6%	9.1%	19.5%	24.8%	38.5%	52.4%	53.0%	57.3%	-30.3%	18.5%
Visitor Numbers		-1.8%	-0.6%	6.0%	5.9%	10.2%	14.1%	25.1%	24.1%	21.4%	-52.2%	-15.9%
Visitor Days		-5.4%	-7.0%	-1.8%	-2.1%	-0.6%	0.4%	4.5%	5.2%	4.6%	-52.1%	-18.9%
Direct Employment		-3.5%	-3.4%	-0.5%	-6.4%	-6.1%	2.7%	5.5%	7.4%	7.9%	-34.0%	-17.2%

"Linear" = Linear Trendline

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VISIT MORAY SPEYSIDE

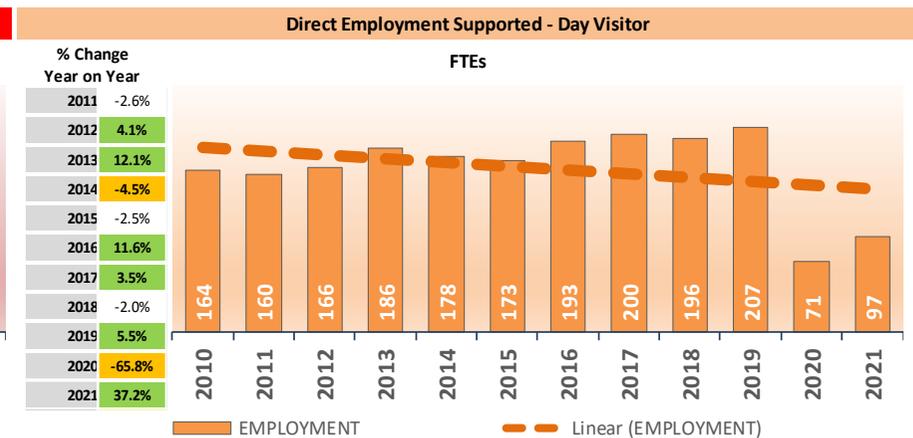
2010 to 2021
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.5%	13.1%	31.0%	28.6%	26.8%	43.8%	52.8%	55.7%	68.5%	-42.0%	-18.8%
Visitor Numbers		-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	-38.1%
Visitor Days		-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	-38.1%
Direct Employment		-2.6%	1.4%	13.7%	8.5%	5.8%	18.0%	22.1%	19.7%	26.3%	-56.8%	-40.7%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

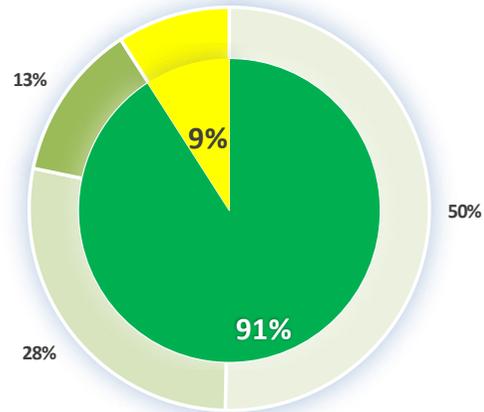
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2021 - M - Share of Total

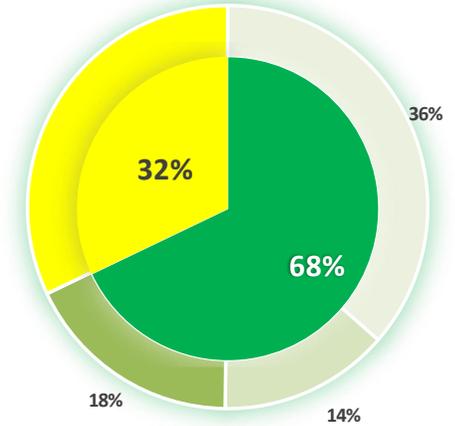
TOTAL
£96.17m

	£M
Serviced	48.39
Non-Serviced	26.84
SFR	12.17
Staying Visitor	87.39
Day Visitor	8.77
Total	96.17



TOTAL
0.48m

	M
Serviced	0.18
Non-Serviced	0.07
SFR	0.09
Staying Visitor	0.33
Day Visitor	0.15
Total	0.48

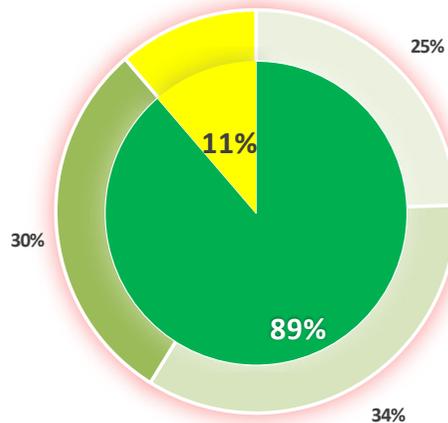


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

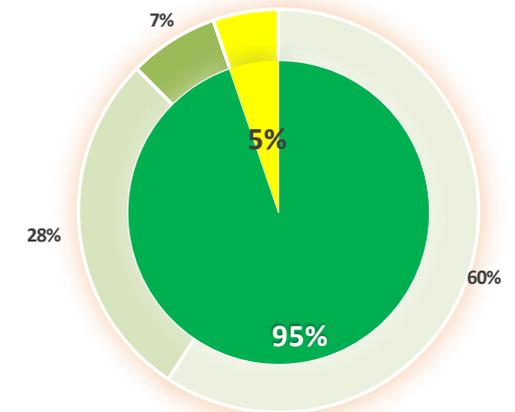
TOTAL
1.36m

	M
Serviced	0.33
Non-Serviced	0.47
SFR	0.41
Staying Visitor	1.21
Day Visitor	0.15
Total	1.36



TOTAL
1,840 Direct FTEs
2,173 Total FTEs

	FTEs
Serviced	1,091
Non-Serviced	518
SFR	133
Staying Visitor	1,743
Day Visitor	97
Total	1,840

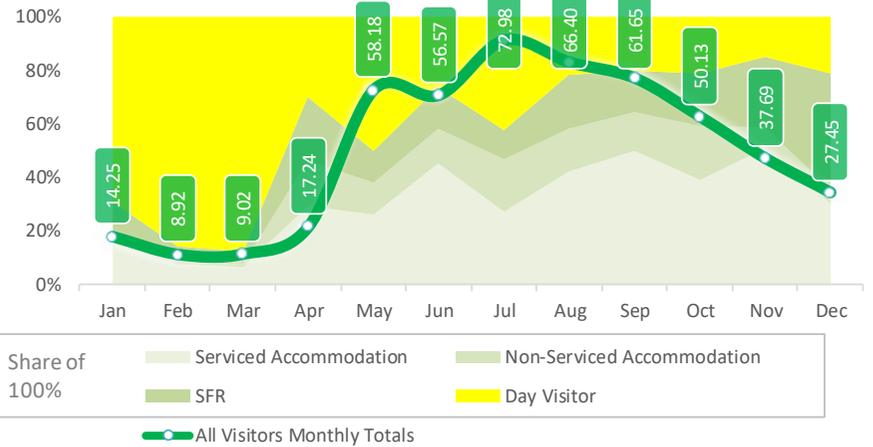


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2021	TOTAL	DISTRIBUTION BY MONTH
Historic Prices		Historic Prices

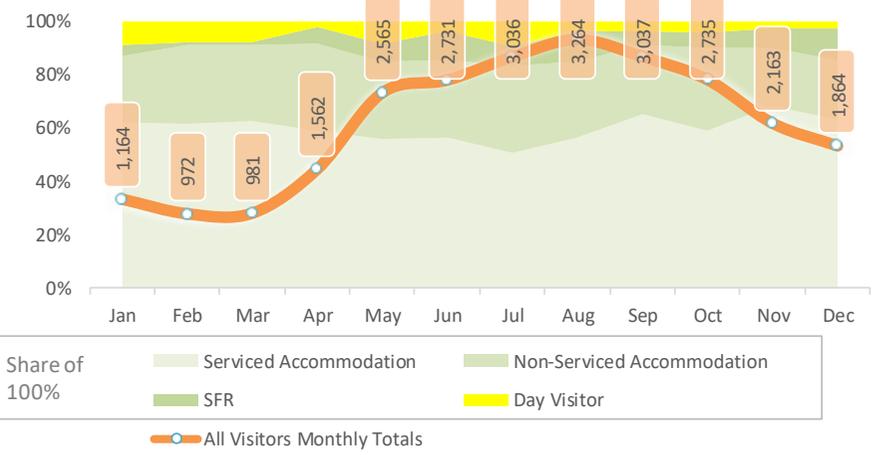
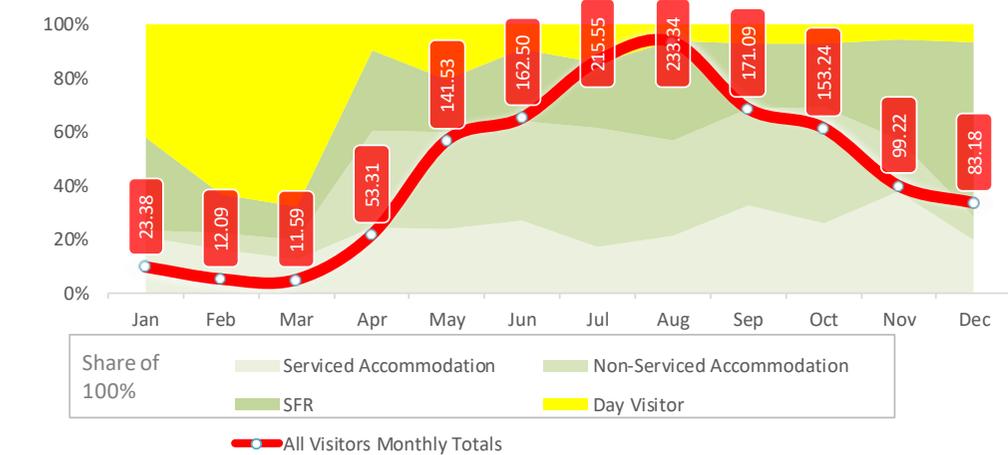
Economic Impact - Historic Prices - £000s - Distribution of Impact by Month

Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



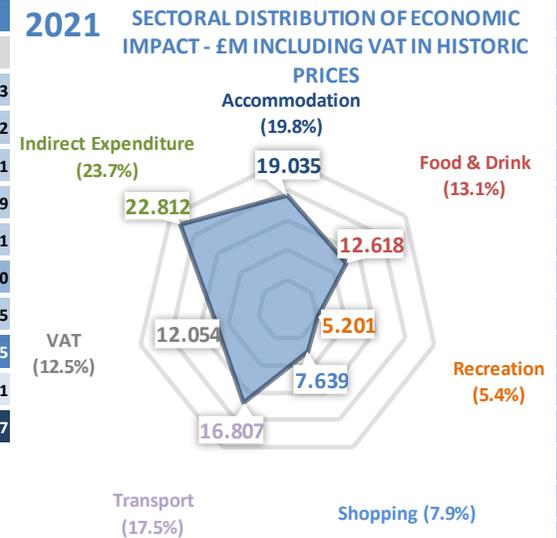
Visitor Days - 2021 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation £M	15.67	14.82	15.25	16.17	17.53	20.05	22.18	25.32	23.02	23.94	10.87	19.03
Food & Drink £M	12.00	11.91	12.54	13.88	14.88	14.86	16.55	18.05	18.69	19.33	8.711	12.62
Recreation £M	5.221	5.227	5.529	6.133	6.128	6.200	6.650	7.179	7.388	7.682	3.655	5.201
Shopping £M	7.118	7.032	7.298	8.048	8.679	8.709	9.699	10.45	10.91	11.30	4.820	7.639
Transport £M	14.67	14.50	14.74	15.89	17.63	17.48	19.99	21.32	22.73	23.40	10.21	16.81
Direct Revenue £M	54.67	53.50	55.36	60.12	64.85	67.29	75.07	82.32	82.74	85.64	38.27	61.30
VAT £M	9.568	10.70	11.07	12.02	12.97	13.46	15.01	16.46	16.55	17.13	5.644	12.05
Direct Expenditure £M	64.24	64.19	66.43	72.15	77.82	80.75	90.09	98.78	99.29	102.77	43.92	73.35
Indirect Expenditure £M	20.31	20.09	20.68	22.48	24.20	25.01	27.55	30.10	30.34	31.41	13.72	22.81
TOTAL £M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation FTEs	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319	1,329	1,034	1,114
Food & Drink FTEs	299	282	286	306	320	316	346	368	366	369	162	232
Recreation FTEs	129	123	125	134	131	131	138	145	144	146	68	95
Shopping FTEs	171	160	160	171	179	178	195	205	206	208	86	135
Transport FTEs	314	295	288	301	325	319	359	373	382	384	163	265
Direct Employment FTEs	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417	2,436	1,513	1,840
Indirect Employment FTEs	409	377	373	393	412	421	456	485	471	475	212	332
TOTAL FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173



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

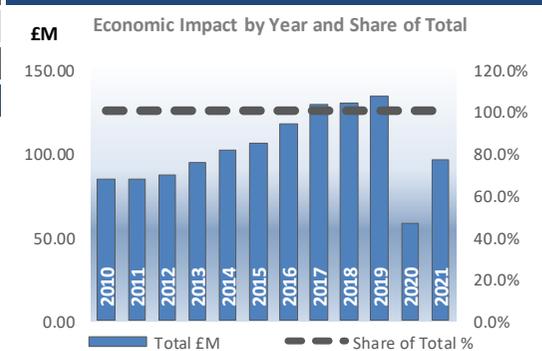
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2010-2021 - FINAL
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ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change							
KEY	TOTAL																			
An increase of 3% or more																				
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4		
% Change 2010 to 2021	-58.2%	-77.0%	-86.7%	-43.6%	15.4%	23.2%	33.0%	42.4%	75.1%	65.5%	103.8%	30.8%	13.7%		-75.4%	2.2%	46.9%	66.9%		
% Change 2020 to 2021	-68.9%	-86.5%	-83.3%	2368.9%	3282.1%	3735.3%	667.4%	39.5%	39.4%	31.1%	90.0%	146.8%	66.9%		-79.7%	3274.6%	92.1%	62.2%		
Average Annual Change	-5.3%	-7.0%	-7.9%	-4.0%	1.4%	2.1%	3.0%	3.9%	6.8%	6.0%	9.4%	2.8%	1.2%		-6.9%	0.2%	4.3%	6.1%		
2010	£M	4.943	4.506	6.796	6.716	8.662	9.229	10.97	11.46	7.231	6.811	3.707	3.517	84.55		16.24	24.61	29.66	14.04	
2011	£M	4.234	5.279	6.193	7.382	7.887	8.734	10.72	11.29	6.801	7.067	4.359	4.341	84.28	-0.3%	15.71	24.00	28.81	15.77	
2012	£M	5.998	5.750	6.997	6.773	7.440	9.083	11.12	11.72	7.526	6.459	3.941	4.309	87.11	3.4%	18.74	23.30	30.36	14.71	
2013	£M	6.234	6.241	8.609	7.416	8.510	9.282	12.87	13.02	7.950	6.874	3.820	3.806	94.63	8.6%	21.08	25.21	33.84	14.50	
2014	£M	5.721	6.338	6.893	7.698	10.65	10.21	13.47	14.62	8.566	7.820	4.795	5.241	102.02	7.8%	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	

ECONOMIC IMPACT - IN HISTORIC PRICES

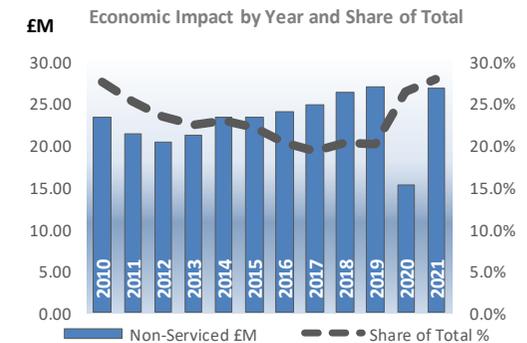
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	£M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17
All Visitor Types	£M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2010	%												
Avg Ann. Change in Share	%												



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ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
NON-SERVICED ACCOMMODATION													TOTAL						% Change												
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																															
KEY																															
An increase of 3% or more																															
Less than 3% change																															
A Fall of 3% or more																															
													Q1		Q2		Q3		Q4		TOTAL		% Change								
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021													-93.0%	-92.8%	-93.7%	-48.0%	2.9%	1.0%	63.6%	29.8%	22.4%	69.0%	74.0%	-23.5%	14.9%			-93.2%	-11.0%	39.7%	55.3%
% Change 2020 to 2021													-75.3%	-87.8%	-79.2%	936.8%	1153.9%	1473.8%	531.3%	15.6%	-2.1%	-8.0%	6.1%	86.7%	76.3%			-82.6%	1235.3%	64.0%	-1.3%
Average Annual Change													-8.5%	-8.4%	-8.5%	-4.4%	0.3%	0.1%	5.8%	2.7%	2.0%	6.3%	6.7%	-2.1%	1.4%			-8.5%	-1.0%	3.6%	5.0%
2010	£M	0.434	0.515	0.658	2.144	2.818	3.326	3.477	3.789	2.609	2.342	0.667	0.568	23.35			1.606	8.288	9.875	3.577											
2011	£M	0.297	0.347	0.418	2.521	2.628	3.000	3.462	3.594	2.194	2.055	0.430	0.352	21.30	-8.8%		1.062	8.148	9.250	2.837											
2012	£M	0.274	0.348	0.428	1.904	2.427	2.970	3.282	3.527	2.409	1.917	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											

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION																
SHARE OF MARKET													£M		Economic Impact by Year and Share of Total														
													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Non-Serviced													£M	23.35	21.30	20.37	21.24	23.31	23.41	23.93	24.82	26.37	26.99	15.22	26.84				
All Visitor Types													£M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17				
Share of Total													%	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%	20.1%	26.4%	27.9%				
Annual Change in Share													%		-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%	-1.1%	31.3%	5.6%				
Change in Share from 2010													%		-8.5%	-15.3%	-18.7%	-17.3%	-19.8%	-26.3%	-30.3%	-26.3%	-27.2%	-4.3%	1.1%				
Avg Ann. Change in Share													%		-8.5%	-7.7%	-6.2%	-4.3%	-4.0%	-4.4%	-4.3%	-3.3%	-3.0%	-0.4%	0.1%				

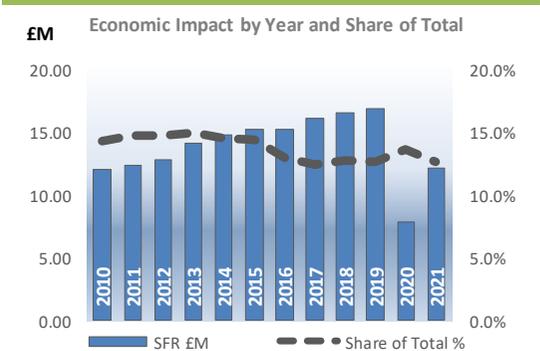


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ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
SFR													TOTAL	% Change					
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
KEY	SFR																		
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 2010 to 2021	-69.6%	-87.8%	-92.4%	-49.4%	6.9%	25.8%	43.3%	31.8%	51.1%	59.6%	84.8%	11.7%	0.8%	Annual Change	-81.2%	-5.1%	39.1%	39.8%	
% Change 2020 to 2021	-73.6%	-90.3%	-90.7%	1390.8%	1733.5%	2287.3%	615.6%	23.2%	20.4%	10.8%	72.1%	145.5%	55.3%	Annual Change	-82.5%	1882.0%	61.2%	66.5%	
Average Annual Change	-6.3%	-8.0%	-8.4%	-4.5%	0.6%	2.3%	3.9%	2.9%	4.6%	5.4%	7.7%	1.1%	0.1%	Annual Change	-7.4%	-0.5%	3.6%	3.6%	
2010	£M	1.094	0.608	0.778	1.273	1.047	1.418	0.928	1.666	0.688	0.649	0.562	1.356	12.07		2.480	3.738	3.282	2.567
2011	£M	1.018	0.650	0.756	1.370	1.044	1.431	0.963	1.718	0.692	0.678	0.602	1.475	12.40	2.7%	2.424	3.845	3.373	2.755
2012	£M	1.211	0.666	0.825	1.343	1.041	1.476	0.990	1.772	0.733	0.668	0.594	1.464	12.78	3.1%	2.702	3.860	3.496	2.726
2013	£M	1.298	0.737	1.034	1.525	1.182	1.617	1.131	1.986	0.807	0.739	0.632	1.467	14.15	10.7%	3.069	4.325	3.923	2.838
2014	£M	1.303	0.785	0.872	1.561	1.308	1.704	1.158	2.107	0.838	0.783	0.694	1.673	14.78	4.5%	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	3.3%	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	-0.2%	2.895	4.722	4.308	3.321
2017	£M	1.413	0.798	0.953	1.773	1.388	1.883	1.263	2.243	0.904	0.877	0.784	1.790	16.07	5.4%	3.164	5.044	4.410	3.451
2018	£M	1.366	0.828	0.996	1.826	1.438	1.908	1.287	2.339	0.963	0.927	0.853	1.861	16.59	3.3%	3.190	5.172	4.589	3.641
2019	£M	1.394	0.840	1.014	1.873	1.474	1.941	1.307	2.384	0.981	0.940	0.861	1.881	16.89	1.8%	3.248	5.287	4.672	3.682
2020	£M	1.262	0.768	0.639	0.043	0.061	0.075	0.186	1.783	0.863	0.935	0.604	0.617	7.835	-53.6%	2.669	0.179	2.832	2.156
2021	£M	0.333	0.074	0.059	0.644	1.119	1.784	1.329	2.196	1.040	1.036	1.039	1.515	12.17	55.3%	0.467	3.547	4.565	3.590

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
SFR	£M	12.07	12.40	12.78	14.15	14.78	15.27	15.25	16.07	16.59	16.89	7.835	12.17
All Visitor Types	£M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17
Share of Total	%	14.3%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%	12.6%	13.6%	12.7%
Annual Change in Share	%		3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%	-1.7%	8.0%	-6.9%
Change in Share from 2010	%		3.0%	2.8%	4.8%	1.5%	1.2%	-9.2%	-12.6%	-10.3%	-11.8%	-4.8%	-11.3%
Avg Ann. Change in Share	%		3.0%	1.4%	1.6%	0.4%	0.2%	-1.5%	-1.8%	-1.3%	-1.3%	-0.5%	-1.0%



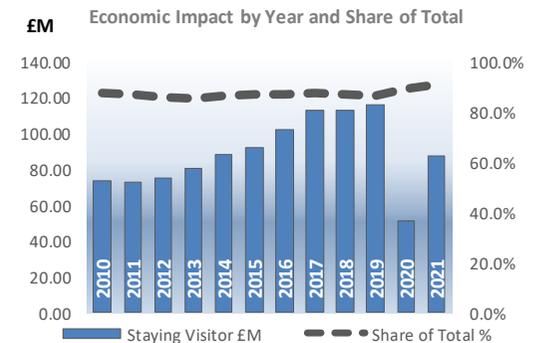
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Report Prepared by: Alison Tipler, Date of Issue: 24/05/22

STEAM REPORT FOR 2010-2021 - FINAL
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ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices									
MONTH AND QUARTER													CALENDAR YEAR		QUARTER											
KEY													TOTAL						% Change							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																										
An increase of 3% or more																										
Less than 3% change																										
A Fall of 3% or more																										
Q1													Q2		Q3		Q4		TOTAL		% Change		Q1 Q2 Q3 Q4			
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																										
% Change 2010 to 2021													18.5%		73.74		-81.4%		3.3%		48.9%		78.9%			
% Change 2020 to 2021													70.1%		51.36		-84.6%		2963.4%		83.5%		59.7%			
Average Annual Change													1.7%		87.39		-7.4%		0.3%		4.4%		7.2%			
2010	£M	3.930	3.286	5.070	6.190	7.569	8.345	9.704	10.50	6.875	6.127	3.019	3.120	73.74	-1.0%	12.29	22.10	27.08	12.27							
2011	£M	3.164	3.880	4.538	6.773	6.722	7.754	9.408	10.39	6.423	6.383	3.631	3.922	72.99	2.6%	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	7.5%	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	9.5%	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	4.5%	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	10.9%	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	10.1%	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	0.4%	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	2.8%	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	-55.7%	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	70.1%	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		2.288	22.83	40.33	21.95							

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET															
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021															
Staying Visitor	£M	73.74	72.99	74.89	80.47	88.12	92.06	102.09	112.36	112.79	115.97	51.36	87.39		
All Visitor Types	£M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17		
Share of Total	%	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%	86.4%	89.1%	90.9%		
Annual Change in Share	%		-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%	-0.7%	3.1%	2.0%		
Change in Share from 2010	%		-0.7%	-1.4%	-2.5%	-1.0%	-0.2%	-0.5%	0.0%	-0.2%	-0.9%	2.2%	4.2%		
Avg Ann. Change in Share	%		-0.7%	-0.7%	-0.8%	-0.2%	0.0%	-0.1%	0.0%	0.0%	-0.1%	0.2%	0.4%		



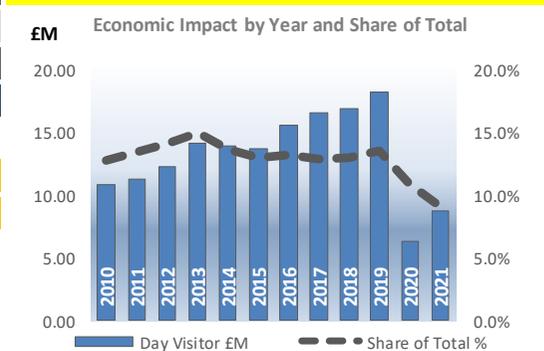
STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices																																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																									
DAY VISITOR													TOTAL						% Change																																					
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL		% Change		QUARTER																																							
KEY																																																								
An increase of 3% or more													TOTAL		% Change		QUARTER																																							
Less than 3% change																																																								
A Fall of 3% or more													TOTAL		% Change		QUARTER																																							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																																								
Q1													Q2				Q3				Q4																																			
JAN													FEB				MAR				APR				MAY				JUN				JUL				AUG				SEP				OCT				NOV				DEC			
% Change 2010 to 2021													-18.8%		Annual Change		-56.7%				-7.1%				26.3%				-16.4%																											
% Change 2020 to 2021													39.9%		Annual Change		-64.7%				#####				355.2%				111.8%																											
Average Annual Change													-1.7%		Annual Change		-5.2%				-0.6%				2.4%				-1.5%																											
2010	£M	1.013	1.219	1.726	0.526	1.093	0.884	1.265	0.957	0.356	0.684	0.689	0.397	10.81			3.959	2.504	2.577	1.770																																				
2011	£M	1.069	1.399	1.656	0.610	1.165	0.979	1.308	0.901	0.378	0.684	0.727	0.419	11.30	4.5%		4.124	2.754	2.587	1.831																																				
2012	£M	1.123	1.675	1.852	0.590	1.293	1.066	1.414	0.897	0.399	0.693	0.668	0.551	12.22	8.2%		4.650	2.949	2.711	1.912																																				
2013	£M	1.326	2.011	2.187	0.595	1.665	1.066	1.751	1.087	0.527	0.780	0.673	0.491	14.16	15.8%		5.523	3.325	3.365	1.944																																				
2014	£M	1.243	1.748	1.702	0.669	1.836	1.083	1.931	1.142	0.506	0.837	0.668	0.531	13.90	-1.8%		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																																				

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Day Visitor	£M	10.81	11.30	12.22	14.16	13.90	13.70	15.55	16.52	16.84	18.21	6.272	8.775
All Visitor Types	£M	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	96.17
Share of Total	%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%	9.1%
Annual Change in Share	%		4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%	4.5%	-19.8%	-16.2%
Change in Share from 2010	%		4.8%	9.7%	17.0%	6.5%	1.3%	3.4%	0.3%	1.6%	6.2%	-14.9%	-28.6%
Avg Ann. Change in Share	%		4.8%	4.9%	5.7%	1.6%	0.3%	0.6%	0.0%	0.2%	0.7%	-1.5%	-2.6%

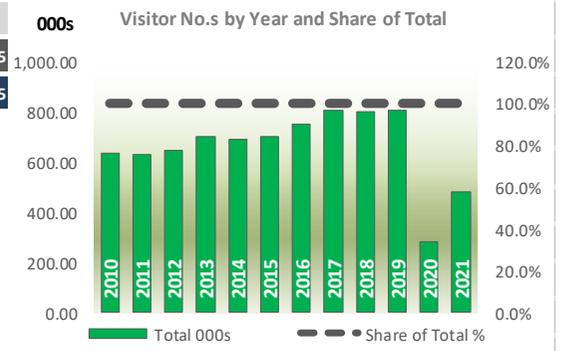
DAY VISITOR



Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

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

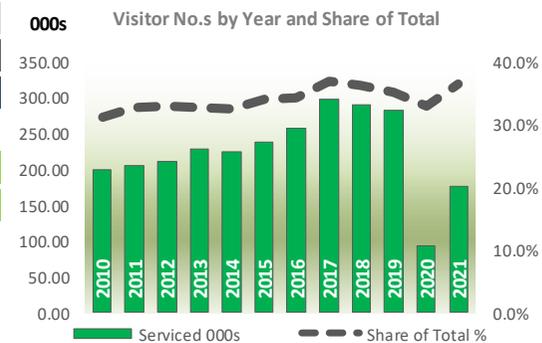
STEAM REPORT FOR 2010-2021 - FINAL VISIT MORAY SPEYSIDE													2010 to 2021	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL												TOTAL					
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												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 2010 to 2021		-64.2%	-78.8%	-84.8%	-65.3%	-21.0%	-15.6%	-0.1%	-9.0%	28.9%	6.2%	12.3%	-10.7%	-24.6%	Annual Change	-77.2%	-30.6%	3.7%	3.4%
% Change 2020 to 2021		-68.5%	-83.4%	-62.8%	2978.0%	6223.9%	7613.4%	687.5%	49.7%	64.2%	44.4%	100.1%	136.6%	70.6%	Annual Change	-73.9%	5862.8%	120.5%	76.9%
Average Annual Change		-5.8%	-7.2%	-7.7%	-5.9%	-1.9%	-1.4%	0.0%	-0.8%	2.6%	0.6%	1.1%	-1.0%	-2.2%	Annual Change	-7.0%	-2.8%	0.3%	0.3%
2010	000s	39.8	42.0	59.5	49.7	73.6	67.0	73.1	73.0	47.8	47.2	33.6	30.7	637.0		141.3	190.3	193.9	111.5
2011	000s	36.3	46.8	52.7	52.4	69.3	65.3	72.5	69.6	44.6	48.1	36.6	35.3	629.4	-1.2%	135.8	187.0	186.7	119.9
2012	000s	42.1	49.4	57.2	46.7	70.4	69.1	76.3	71.5	49.3	43.8	32.6	35.5	643.7	2.3%	148.7	186.2	197.1	111.8
2013	000s	45.5	55.5	69.9	49.0	81.5	70.0	86.1	79.2	53.1	47.8	31.1	32.0	700.8	8.9%	171.0	200.5	218.4	110.9
2014	000s	41.2	49.1	50.5	50.7	89.1	70.3	85.6	81.6	51.1	48.6	34.9	37.9	690.6	-1.4%	140.8	210.1	218.3	121.4
2015	000s	43.2	47.2	45.9	47.9	91.5	65.6	92.1	78.6	53.1	55.6	40.9	40.8	702.3	1.7%	136.2	205.0	223.8	137.2
2016	000s	38.9	45.3	50.9	49.3	102.4	73.4	106.3	87.2	64.1	54.6	36.1	42.1	750.4	6.8%	135.1	225.1	257.6	132.7
2017	000s	49.8	49.8	45.7	59.8	112.7	81.5	116.6	86.6	68.5	57.3	39.5	38.3	806.2	7.4%	145.3	254.0	271.8	135.1
2018	000s	44.1	47.0	44.0	58.8	115.7	78.7	109.0	90.9	75.4	58.4	38.9	36.9	797.9	-1.0%	135.1	253.2	275.3	134.3
2019	000s	46.4	52.0	45.5	59.2	115.3	79.5	111.1	94.1	73.5	57.0	34.0	36.7	804.2	0.8%	143.9	254.0	278.6	127.6
2020	000s	45.3	53.7	24.2	0.6	0.9	0.7	9.3	44.3	37.5	34.7	18.8	11.6	281.7	-65.0%	123.2	2.2	91.2	65.1
2021	000s	14.3	8.9	9.0	17.2	58.2	56.6	73.0	66.4	61.6	50.1	37.7	27.4	480.5	70.6%	32.2	132.0	201.0	115.3
VISITOR NUMBERS													TOTAL						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor No.s by Year and Share of Total				
Total		000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	1,000.00				
All Visitor Types		000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	800.00				
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%	600.00				
Annual Change in Share		%													400.00				
Change in Share from 2010		%													200.00				
Avg Ann. Change in Share		%													0.00				



STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

VISITOR NUMBERS BY:													2010 to 2021		SERVICED		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
SERVICED ACCOMMODATION													ANNUAL CHANGE							
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2010 to 2021																				
% Change 2020 to 2021																				
Average Annual Change																				
2010	000s	8.2	9.6	14.2	15.9	22.8	21.3	24.7	25.0	22.2	17.5	10.1	6.7	198.3			32.1	60.0	71.9	34.3
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	3.3%		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

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET													000s		
Serviced	000s	198.3	204.9	211.4	228.7	223.8	238.3	257.2	296.4	289.4	281.7	92.4	175.2	Visitor No.s by Year and Share of Total	
All Visitor Types	000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5	Visitor No.s by Year and Share of Total	
Share of Total	%	31.1%	32.6%	32.8%	32.6%	32.4%	33.9%	34.3%	36.8%	36.3%	35.0%	32.8%	36.5%	Visitor No.s by Year and Share of Total	
Annual Change in Share	%		4.6%	0.9%	-0.6%	-0.7%	4.7%	1.0%	7.3%	-1.3%	-3.4%	-6.3%	11.1%	Visitor No.s by Year and Share of Total	
Change in Share from 2010	%		4.6%	5.5%	4.8%	4.1%	9.0%	10.1%	18.1%	16.5%	12.5%	5.3%	17.1%	Visitor No.s by Year and Share of Total	
Avg Ann. Change in Share	%		4.6%	2.7%	1.6%	1.0%	1.8%	1.7%	2.6%	2.1%	1.4%	0.5%	1.6%	Visitor No.s by Year and Share of Total	



STEAM REPORT FOR 2010-2021 - FINAL VISIT MORAY SPEYSIDE													2010 to 2021		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		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2010 to 2021		-77.6%	-91.0%	-94.4%	-62.7%	-21.2%	-7.2%	5.6%	-2.8%	11.4%	17.6%	36.2%	-17.6%	-23.8%	-86.5%	-32.1%	3.3%	5.1%			
% Change 2020 to 2021		-74.0%	-90.5%	-90.9%	1370.4%	1708.5%	2254.7%	605.8%	21.5%	18.8%	9.3%	69.7%	142.2%	43.6%	-83.2%	1815.1%	51.8%	60.5%			
Average Annual Change		-7.1%	-8.3%	-8.6%	-5.7%	-1.9%	-0.7%	0.5%	-0.3%	1.0%	1.6%	3.3%	-1.6%	-2.2%	-7.9%	-2.9%	0.3%	0.5%			
2010	000s	9.5	5.8	7.6	10.8	8.8	9.4	7.2	13.8	8.6	8.3	7.3	14.6	111.8		22.9	29.1	29.6	30.3		
2011	000s	8.4	5.9	7.0	11.1	8.4	9.1	7.1	13.5	8.2	8.3	7.5	15.1	109.6	-2.0%	21.4	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		

VISITOR NUMBERS													SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor No.s by Year and Share of Total
SFR	000s	111.8	109.6	108.5	116.0	118.1	121.3	118.6	121.8	121.4	120.4	59.3	85.2		
All Visitor Types	000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5		
Share of Total	%	17.6%	17.4%	16.9%	16.6%	17.1%	17.3%	15.8%	15.1%	15.2%	15.0%	21.1%	17.7%		
Annual Change in Share	%		-0.8%	-3.2%	-1.8%	3.3%	1.0%	-8.5%	-4.4%	0.7%	-1.5%	40.6%	-15.8%		
Change in Share from 2010	%		-0.8%	-4.0%	-5.7%	-2.6%	-1.6%	-10.0%	-14.0%	-13.4%	-14.7%	19.9%	1.0%		
Avg Ann. Change in Share	%		-0.8%	-2.0%	-1.9%	-0.6%	-0.3%	-1.7%	-2.0%	-1.7%	-1.6%	2.0%	0.1%		

STEAM REPORT FOR 2010-2021 - FINAL VISIT MORAY SPEYSIDE													2010 to 2021		STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR												TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2010 to 2021		-77.4%	-92.7%	-95.5%	-65.1%	-31.1%	-0.1%	-1.7%	4.4%	25.4%	18.0%	62.9%	-4.5%	-15.9%	-89.0%	-30.1%	8.7%	22.9%			
% Change 2020 to 2021		-76.1%	-92.4%	-92.5%	2053.8%	3064.1%	5607.9%	725.7%	32.6%	45.4%	26.6%	114.9%	155.4%	76.0%	-86.5%	3647.5%	83.1%	70.8%			
Average Annual Change		-7.0%	-8.4%	-8.7%	-5.9%	-2.8%	0.0%	-0.2%	0.4%	2.3%	1.6%	5.7%	-0.4%	-1.4%	-8.1%	-2.7%	0.8%	2.1%			
2010	000s	19.4	17.5	24.8	34.6	42.2	41.6	42.7	50.0	39.3	33.5	19.7	22.7	388.2		61.7	118.5	132.0	75.9		
2011	000s	15.9	20.0	21.0	35.8	37.5	38.6	42.6	49.0	36.0	35.0	22.7	27.3	381.3	-1.8%	56.9	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		
VISITOR NUMBERS													STAYING VISITOR								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s Visitor No.s by Year and Share of Total							
Staying Visitor		000s	388.2	381.3	386.0	411.6	411.1	427.7	442.9	485.4	481.8	471.3	185.4	326.4							
All Visitor Types		000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5							
Share of Total		%	60.9%	60.6%	60.0%	58.7%	59.5%	60.9%	59.0%	60.2%	60.4%	58.6%	65.8%	67.9%							
Annual Change in Share		%		-0.6%	-1.0%	-2.0%	1.3%	2.3%	-3.1%	2.0%	0.3%	-2.9%	12.3%	3.2%							
Change in Share from 2010		%		-0.6%	-1.6%	-3.6%	-2.3%	-0.1%	-3.1%	-1.2%	-0.9%	-3.8%	8.0%	11.5%							
Avg Ann. Change in Share		%		-0.6%	-0.8%	-1.2%	-0.6%	0.0%	-0.5%	-0.2%	-0.1%	-0.4%	0.8%	1.0%							

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2010 to 2021													DAY VISITOR	VISITOR NUMBERS				
VISITOR NUMBERS BY:													CALENDAR YEAR		QUARTER			
MONTH AND QUARTER																		
KEY													DAY VISITOR					
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES					
Less than 3% change													TOTAL					
A Fall of 3% or more													% Change					
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Q1																		
Q2																		
Q3																		
Q4																		
JAN																		
FEB																		
MAR																		
APR																		
MAY																		
JUN																		
JUL																		
AUG																		
SEP																		
OCT																		
NOV																		
DEC																		
% Change 2010 to 2021																		
% Change 2020 to 2021																		
Average Annual Change																		
2010 000s																		
2011 000s																		
2012 000s																		
2013 000s																		
2014 000s																		
2015 000s																		
2016 000s																		
2017 000s																		
2018 000s																		
2019 000s																		
2020 000s																		
2021 000s																		

VISITOR NUMBERS													DAY VISITOR		
SHARE OF MARKET													000s		
2010													Visitor No.s by Year and Share of Total		
2011															
2012															
2013															
2014															
2015															
2016															
2017															
2018															
2019															
2020															
2021															
Day Visitor	000s	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	154.1		
All Visitor Types	000s	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	480.5		
Share of Total	%	39.1%	39.4%	40.0%	41.3%	40.5%	39.1%	41.0%	39.8%	39.6%	41.4%	34.2%	32.1%		
Annual Change in Share	%		0.9%	1.6%	3.1%	-1.9%	-3.4%	4.8%	-2.9%	-0.4%	4.5%	-17.4%	-6.2%		
Change in Share from 2010	%		0.9%	2.5%	5.6%	3.6%	0.1%	4.9%	1.9%	1.4%	6.0%	-12.5%	-17.9%		
Avg Ann. Change in Share	%		0.9%	1.2%	1.9%	0.9%	0.0%	0.8%	0.3%	0.2%	0.7%	-1.3%	-1.6%		



Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

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

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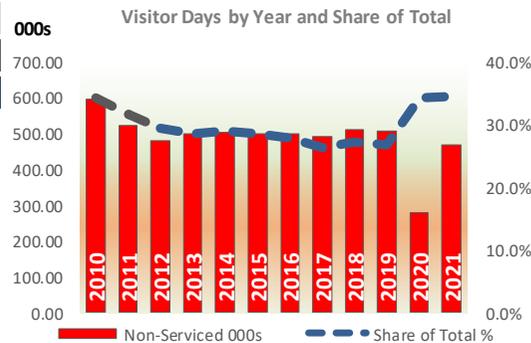
2010 to 2021													SERVICED	VISITOR DAYS								
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
SERVICED ACCOMMODATION													TOTAL	% Change								
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change								
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4					
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
An increase of 3% or more																						
Less than 3% change																						
A Fall of 3% or more																						
% Change 2010 to 2021	-74.8%	-89.1%	-94.8%	-57.6%	-22.4%	3.4%	-25.0%	3.2%	41.6%	14.8%	95.3%	8.0%	-13.7%		-87.4%	-22.4%	4.3%	35.6%				
% Change 2020 to 2021	-73.6%	-91.0%	-93.0%	46241.9%	88340.5%	43289.6%	987.0%	48.8%	64.3%	74.9%	157.9%	185.8%	91.2%		-86.4%	54097.0%	100.8%	117.8%				
Average Annual Change	-6.8%	-8.1%	-8.6%	-5.2%	-2.0%	0.3%	-2.3%	0.3%	3.8%	1.3%	8.7%	0.7%	-1.2%		-7.9%	-2.0%	0.4%	3.2%				
2010 000s	19.3	17.9	28.2	30.7	43.4	42.1	48.4	47.7	39.4	34.5	19.1	15.3	386.1		65.4	116.2	135.5	68.9				
2011 000s	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	1.0%	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				

VISITOR DAYS													SERVICED ACCOMMODATION				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s				
Serviced	000s	386.1	390.0	411.9	437.5	416.7	431.7	454.1	511.6	503.9	505.1	174.3	333.3	Visitor Days by Year and Share of Total			
All Visitor Types	M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4				
Share of Total	%	22.3%	23.6%	25.1%	25.0%	24.0%	24.6%	25.2%	27.3%	26.8%	26.8%	21.6%	24.5%				
Annual Change in Share	%		5.9%	6.5%	-0.4%	-3.9%	2.5%	2.4%	8.2%	-1.8%	-0.2%	-19.4%	13.6%				
Change in Share from 2010	%		5.9%	12.9%	12.4%	8.0%	10.7%	13.4%	22.7%	20.5%	20.3%	-3.1%	10.1%				
Avg Ann. Change in Share	%		5.9%	6.4%	4.1%	2.0%	2.1%	2.2%	3.2%	2.6%	2.3%	-0.3%	0.9%				

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2010 to 2021													NON-SERVICED	VISITOR DAYS																																										
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																									
NON-SERVICED ACCOMMODATION													TOTAL	% Change																																										
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4																																					
KEY																																																								
An increase of 3% or more																																																								
Less than 3% change																																																								
A Fall of 3% or more																																																								
Q1													Q2				Q3				Q4																																			
JAN													FEB				MAR				APR				MAY				JUN				JUL				AUG				SEP				OCT				NOV				DEC			
% Change 2010 to 2021													-95.1%	-95.0%	-95.7%	-65.5%	-29.1%	-28.4%	11.0%	-11.5%	-13.6%	18.7%	21.0%	-46.8%	-21.5%	-95.3%	-38.4%	-4.4%	8.6%																											
% Change 2020 to 2021													-76.2%	-88.3%	-79.9%	790.0%	1000.9%	1298.6%	524.0%	9.8%	-4.8%	-10.6%	2.8%	80.7%	68.5%	-83.2%	1074.9%	54.3%	-4.2%																											
Average Annual Change													-8.6%	-8.6%	-8.7%	-6.0%	-2.6%	-2.6%	1.0%	-1.0%	-1.2%	1.7%	1.9%	-4.3%	-2.0%	-8.7%	-3.5%	-0.4%	0.8%																											
2010	000s	12.1	14.4	18.4	55.9	72.2	83.9	86.4	94.4	71.7	55.8	16.1	13.7	595.1	44.9	212.0	252.5	85.7																																						
2011	000s	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	-12.5%	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																																					

VISITOR DAYS													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET													000s			
Non-Serviced													Visitor Days by Year and Share of Total			
All Visitor Types													000s			
Share of Total													%			
Annual Change in Share													%			
Change in Share from 2010													%			
Avg Ann. Change in Share													%			
2010	000s	595.1	520.8	480.1	498.2	502.6	498.4	498.6	491.0	510.8	504.3	277.2	467.1	700.00	40.0%	
2011	M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	600.00	30.0%	
2012	%	34.3%	31.5%	29.3%	28.5%	29.0%	28.5%	27.7%	26.2%	27.2%	26.7%	34.3%	34.3%	500.00	20.0%	
2013	%	-8.2%	-7.0%	-2.7%	1.7%	-1.8%	-2.6%	-5.5%	3.8%	-1.7%	28.3%	0.1%	0.1%	400.00	10.0%	
2014	%	-8.2%	-14.6%	-16.9%	-15.5%	-17.0%	-19.2%	-23.6%	-20.8%	-22.1%	0.0%	0.1%	0.1%	300.00	0.0%	
2015	%	-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	0.0%	200.00	0.0%	
2016	%	-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	0.0%	100.00	0.0%	
2017	%	-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	0.0%	0.00	0.0%	
2018	%	-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	0.0%	0.00	0.0%	
2019	%	-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	0.0%	0.00	0.0%	
2020	%	-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	0.0%	0.00	0.0%	
2021	%	-8.2%	-7.3%	-5.6%	-3.9%	-3.4%	-3.2%	-3.4%	-2.6%	-2.5%	0.0%	0.0%	0.0%	0.00	0.0%	



STEAM REPORT FOR 2010-2021 - FINAL	2010 to 2021	SFR	VISITOR DAYS
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VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR												TOTAL	% Change					
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES														Annual Change	Annual Change			
Less than 3% change	Q1			Q2			Q3			Q4			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
% Change 2010 to 2021	-77.6%	-91.0%	-94.4%	-62.7%	-21.2%	-7.2%	5.6%	-2.8%	11.4%	17.6%	36.2%	-17.6%	-19.7%	-86.1%	-30.1%	2.5%	3.1%		
% Change 2020 to 2021	-74.0%	-90.5%	-90.9%	1370.4%	1708.5%	2254.7%	605.8%	21.5%	18.8%	9.3%	69.7%	142.2%	55.7%	-82.8%	1855.0%	59.0%	64.3%		
Average Annual Change	-7.1%	-8.3%	-8.6%	-5.7%	-1.9%	-0.7%	0.5%	-0.3%	1.0%	1.6%	3.3%	-1.6%	-1.8%	-7.8%	-2.7%	0.2%	0.3%		
2010	000s	35.9	20.0	25.6	42.6	35.0	47.4	49.5	88.9	36.7	31.2	27.0	65.2	505.1	81.5	125.0	175.2	123.4	
2011	000s	31.8	20.3	23.6	43.6	33.2	45.5	48.9	87.3	35.1	31.0	27.5	67.5	495.4	-1.9%	75.8	122.3	171.3	126.0
2012	000s	36.4	20.0	24.8	41.1	31.9	45.2	48.4	86.6	35.8	29.4	26.1	64.5	490.2	-1.0%	81.3	118.2	170.8	120.0
2013	000s	37.8	21.5	30.1	45.2	35.0	47.9	53.5	94.0	38.2	31.5	26.9	62.5	524.1	6.9%	89.4	128.2	185.6	121.0
2014	000s	36.9	22.2	24.7	45.0	37.7	49.1	53.3	97.0	38.6	32.5	28.8	69.4	535.2	2.1%	83.9	131.9	188.9	130.6
2015	000s	39.5	22.3	25.9	45.1	37.1	49.0	53.1	95.0	39.0	34.5	31.6	75.0	546.9	2.2%	87.7	131.1	187.1	141.0
2016	000s	33.5	20.1	26.2	44.9	37.1	50.4	55.4	98.5	39.0	34.1	28.6	71.3	539.2	-1.4%	79.8	132.5	192.9	134.0
2017	000s	38.0	21.4	25.6	48.5	38.0	51.5	55.1	97.9	39.5	34.5	30.8	70.4	551.1	2.2%	85.0	137.9	192.5	135.7
2018	000s	35.3	21.4	25.7	48.0	37.8	50.2	54.0	98.2	40.4	35.1	32.3	70.4	548.9	-0.4%	82.4	136.0	192.7	137.7
2019	000s	35.1	21.2	25.6	48.1	37.8	49.8	53.5	97.6	40.2	34.7	31.8	69.4	544.7	-0.8%	81.9	135.6	191.3	135.8
2020	000s	31.0	18.9	15.7	1.1	1.5	1.9	7.4	71.1	34.4	33.6	21.7	22.2	260.4	-52.2%	65.5	4.5	113.0	77.5
2021	000s	8.1	1.8	1.4	15.9	27.6	44.0	52.3	86.4	40.9	36.7	36.8	53.7	405.6	55.7%	11.3	87.4	179.6	127.2

VISITOR DAYS													SFR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s Visitor Days by Year and Share of Total			
SFR	000s	505.1	495.4	490.2	524.1	535.2	546.9	539.2	551.1	548.9	544.7	260.4	405.6				
All Visitor Types	M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4				
Share of Total	%	29.1%	29.9%	29.9%	30.0%	30.9%	31.2%	30.0%	29.4%	29.2%	28.9%	32.2%	29.8%				
Annual Change in Share	%		2.9%	-0.2%	0.2%	3.0%	1.2%	-4.0%	-1.9%	-0.7%	-1.1%	11.6%	-7.5%				
Change in Share from 2010	%		2.9%	2.7%	2.9%	6.0%	7.3%	2.9%	1.0%	0.3%	-0.8%	10.7%	2.4%				
Avg Ann. Change in Share	%		2.9%	1.3%	1.0%	1.5%	1.5%	0.5%	0.1%	0.0%	-0.1%	1.1%	0.2%				

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

2010 to 2021													STAYING VISITOR	VISITOR DAYS				
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER			
MONTH AND QUARTER													TOTAL	% Change	Q1	Q2	Q3	Q4
STAYING VISITOR																		
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4	
KEY																		
An increase of 3% or more													Annual Change	Q1	Q2	Q3	Q4	
Less than 3% change																		
A Fall of 3% or more													Annual Change	Q1	Q2	Q3	Q4	
Q1																		
Q2													Annual Change	Q1	Q2	Q3	Q4	
Q3																		
Q4													Annual Change	Q1	Q2	Q3	Q4	
JAN																		
FEB													Annual Change	Q1	Q2	Q3	Q4	
MAR																		
APR													Annual Change	Q1	Q2	Q3	Q4	
MAY																		
JUN													Annual Change	Q1	Q2	Q3	Q4	
JUL																		
AUG													Annual Change	Q1	Q2	Q3	Q4	
SEP																		
OCT													Annual Change	Q1	Q2	Q3	Q4	
NOV																		
DEC													Annual Change	Q1	Q2	Q3	Q4	
%																		
% Change 2010 to 2021													Annual Change	Q1	Q2	Q3	Q4	
% Change 2020 to 2021																		
Average Annual Change													Annual Change	Q1	Q2	Q3	Q4	
2010																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2011																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2012																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2013																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2014																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2015																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2016																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2017																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2018																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2019																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2020																		
000s													Annual Change	Q1	Q2	Q3	Q4	
2021																		
000s													Annual Change	Q1	Q2	Q3	Q4	

VISITOR DAYS													STAYING VISITOR			
SHARE OF MARKET													000s			
2010													Visitor Days by Year and Share of Total			
2011													2010			
2012													2011			
2013													2012			
2014													2013			
2015													2014			
2016													2015			
2017													2016			
2018													2017			
2019													2018			
2020													2019			
2021													2020			
000s													2021			
Staying Visitor													Staying Visitor 000s			
All Visitor Types													Share of Total %			
Share of Total													Staying Visitor 000s			
Annual Change in Share													Share of Total %			
Change in Share from 2010													Staying Visitor 000s			
Avg Ann. Change in Share													Share of Total %			

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

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

2010 to 2021													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER				
MONTH AND QUARTER																			
KEY													DAY VISITOR						
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES						
Less than 3% change													TOTAL						
A Fall of 3% or more													Annual Change						
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																			
Q1													Q2		Q3				
Q4																			
JAN													FEB		MAR				
APR													MAY		JUN				
JUL													AUG		SEP				
OCT													NOV		DEC				
% Change 2010 to 2021													-38.1%		-68.1%				
% Change 2020 to 2021													60.1%		-65.2%				
Average Annual Change													-3.5%		-6.2%				
2010	000s	20.4	24.5	34.7	15.1	31.4	25.4	30.4	23.0	8.5	13.7	13.8	8.0	248.8	79.5	71.9	61.8	35.6	
2011	000s	20.4	26.8	31.7	16.7	31.8	26.7	29.9	20.6	8.6	13.1	13.9	8.0	248.1	-0.3%	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

VISITOR DAYS													DAY VISITOR		
SHARE OF MARKET													000s		
2010													2021		
Day Visitor	000s	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	154.1	350.0	20.0%
All Visitor Types	M	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9	1.9	0.8	1.4	300.0	15.0%
Share of Total	%	14.3%	15.0%	15.7%	16.5%	16.1%	15.7%	17.1%	17.1%	16.8%	17.6%	11.9%	11.3%	250.0	10.0%
Annual Change in Share	%		4.6%	4.8%	5.2%	-2.5%	-2.7%	9.0%	0.2%	-1.7%	4.9%	-32.5%	-4.9%	200.0	5.0%
Change in Share from 2010	%		4.6%	9.6%	15.3%	12.4%	9.3%	19.2%	19.3%	17.3%	23.0%	-16.9%	-21.0%	150.0	0.0%
Avg Ann. Change in Share	%		4.6%	4.8%	5.1%	3.1%	1.9%	3.2%	2.8%	2.2%	2.6%	-1.7%	-1.9%	100.0	0.0%



Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

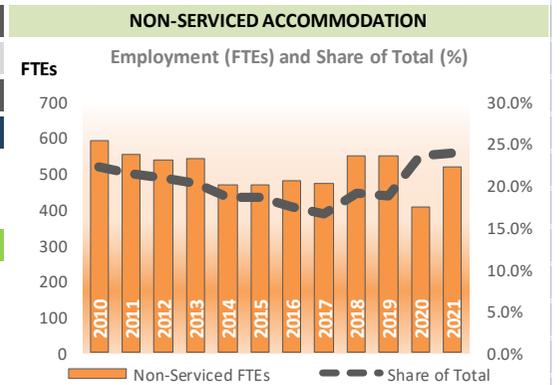
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		TOTAL		TOTAL EMPLOYMENT				
VISIT 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 2010 to 2021		-50.0%	-56.3%	-63.7%	-40.7%	-14.4%	-12.8%	-7.4%	-3.9%	12.8%	3.8%	6.9%	-7.0%	-18.6%	Annual Change		-57.0%	-21.7%	-0.3%	1.5%	
% Change 2020 to 2021		-46.7%	-58.7%	-50.3%	136.7%	272.0%	295.8%	192.9%	16.5%	18.8%	11.0%	21.4%	23.6%	26.0%			-52.1%	236.3%	46.0%	17.6%	
Average Annual Change		-4.5%	-5.1%	-5.8%	-3.7%	-1.3%	-1.2%	-0.7%	-0.4%	1.2%	0.3%	0.6%	-0.6%	-1.7%			-5.2%	-2.0%	0.0%	0.1%	
2010	FTEs	2,328	2,225	2,703	2,633	2,998	3,131	3,279	3,397	2,693	2,635	2,024	2,005	2,671			2,419	2,921	3,123	2,221	
2011	FTEs	2,135	2,303	2,495	2,680	2,774	2,929	3,125	3,223	2,522	2,574	2,079	2,092	2,578	-3.5%			2,311	2,795	2,957	2,248
2012	FTEs	2,414	2,364	2,595	2,513	2,660	2,933	3,229	3,226	2,601	2,439	1,991	2,078	2,587	0.4%			2,458	2,702	3,019	2,169
2013	FTEs	2,434	2,434	2,832	2,586	2,812	2,923	3,603	3,477	2,636	2,485	1,959	1,983	2,680	3.6%			2,567	2,774	3,239	2,142
2014	FTEs	2,127	2,220	2,331	2,401	2,927	2,842	3,196	3,354	2,529	2,428	1,917	2,023	2,525	-5.8%			2,226	2,724	3,026	2,122
2015	FTEs	2,214	2,211	2,304	2,404	2,930	2,795	3,222	3,202	2,520	2,516	1,949	2,050	2,526	0.1%			2,243	2,710	2,981	2,172
2016	FTEs	2,149	2,295	2,532	2,546	3,208	3,183	3,768	3,710	2,844	2,750	2,052	2,193	2,769	9.6%			2,325	2,979	3,441	2,332
2017	FTEs	2,454	2,424	2,462	2,771	3,351	3,220	3,787	3,697	2,913	2,764	2,162	2,145	2,846	2.8%			2,446	3,114	3,466	2,357
2018	FTEs	2,281	2,368	2,424	2,774	3,397	3,193	3,619	3,939	3,435	2,850	2,223	2,152	2,888	1.5%			2,358	3,121	3,664	2,408
2019	FTEs	2,330	2,436	2,471	2,817	3,430	3,214	3,657	3,961	3,445	2,866	2,159	2,148	2,911	0.8%			2,412	3,154	3,688	2,391
2020	FTEs	2,184	2,354	1,974	660	690	690	1,037	2,801	2,555	2,463	1,782	1,508	1,725	-40.8%			2,171	680	2,131	1,917
2021	FTEs	1,164	972	981	1,562	2,565	2,731	3,036	3,264	3,037	2,735	2,163	1,864	2,173	26.0%			1,039	2,286	3,112	2,254
EMPLOYMENT													TOTAL		TOTAL						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs							
Total	FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173	Employment (FTEs) and Share of Total (%)							
Total Employment	FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173								
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 2010	%																				
Avg Ann. Change in Share	%																				

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

2010 to 2021													NON-SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2010 to 2021		-29.6%	-29.3%	-34.2%	-26.7%	-13.3%	-18.2%	3.3%	-7.3%	-6.0%	4.4%	-0.7%	-8.5%	-12.2%	-31.1%	-19.0%	-3.3%	-0.5%	
% Change 2020 to 2021		-22.4%	-22.7%	-23.3%	124.4%	196.6%	216.1%	163.8%	0.7%	-3.2%	-6.7%	3.0%	9.6%	27.7%	-22.8%	179.2%	27.6%	-0.4%	
Average Annual Change		-2.7%	-2.7%	-3.1%	-2.4%	-1.2%	-1.7%	0.3%	-0.7%	-0.5%	0.4%	-0.1%	-0.8%	-1.1%	-2.8%	-1.7%	-0.3%	0.0%	
2010	FTEs	383	386	410	632	725	803	764	803	699	665	412	401	590	393	720	755	492	
2011	FTEs	361	361	378	664	683	729	736	741	618	605	376	369	552	-6.5%	367	692	699	450
2012	FTEs	360	362	379	584	654	715	704	727	636	579	380	375	538	-2.5%	367	651	689	445
2013	FTEs	352	355	398	597	669	697	744	740	615	578	374	364	540	0.4%	369	654	700	438
2014	FTEs	286	297	307	508	613	606	642	671	539	522	313	306	467	-13.5%	297	575	618	380
2015	FTEs	289	290	316	507	583	611	624	643	562	545	319	315	467	-0.1%	298	567	610	393
2016	FTEs	289	289	318	518	600	647	676	688	554	571	316	294	480	2.8%	298	588	639	394
2017	FTEs	283	285	305	542	599	618	644	654	535	544	333	302	470	-2.0%	291	587	611	393
2018	FTEs	346	349	378	623	688	696	731	729	604	650	414	369	548	16.5%	358	669	688	478
2019	FTEs	346	350	378	630	693	693	722	725	604	642	411	367	547	-0.3%	358	672	683	473
2020	FTEs	348	353	352	207	212	208	299	739	679	744	397	335	406	-25.7%	351	209	572	492
2021	FTEs	270	273	270	464	629	657	789	744	657	694	409	367	518	27.7%	271	583	730	490

EMPLOYMENT													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Non-Serviced	FTEs	590	552	538	540	467	467	480	470	548	547	406	518
Total Employment	FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173
Share of Total	%	22.1%	21.4%	20.8%	20.2%	18.5%	18.5%	17.3%	16.5%	19.0%	18.8%	23.5%	23.9%
Annual Change in Share	%		-3.1%	-2.8%	-3.1%	-8.1%	-0.2%	-6.2%	-4.6%	14.8%	-1.1%	25.4%	1.4%
Change in Share from 2010	%		-3.1%	-5.9%	-8.8%	-16.2%	-16.4%	-21.6%	-25.2%	-14.1%	-15.0%	6.5%	8.0%
Avg Ann. Change in Share	%		-3.1%	-2.9%	-2.9%	-4.1%	-3.3%	-3.6%	-3.6%	-1.8%	-1.7%	0.6%	0.7%

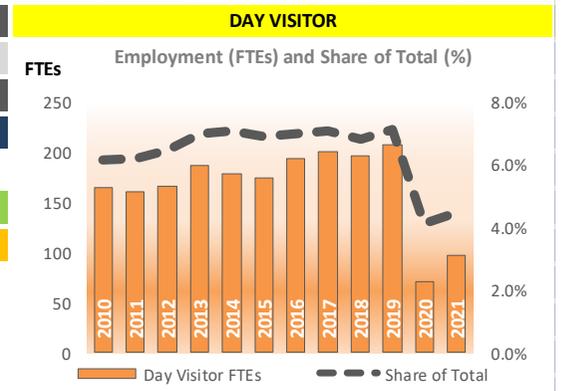


STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		SFR		DIRECT EMPLOYMENT				
VISIT MORAY SPEYSIDE																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (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								
% Change 2010 to 2021		-77.0%	-90.8%	-94.3%	-63.5%	-22.9%	-9.2%	3.4%	-4.9%	9.0%	15.2%	33.4%	-19.3%	-27.1%	Annual Change	-85.8%	-31.5%	0.4%	0.9%		
% Change 2020 to 2021		-72.8%	-90.0%	-90.5%	1370.4%	1708.5%	2254.7%	589.3%	15.5%	12.9%	4.9%	62.8%	132.4%	49.1%		-82.0%	1855.0%	51.4%	57.6%		
Average Annual Change		-7.0%	-8.3%	-8.6%	-5.8%	-2.1%	-0.8%	0.3%	-0.4%	0.8%	1.4%	3.0%	-1.8%	-2.5%		-7.8%	-2.9%	0.0%	0.1%		
2010	FTEs	199	110	141	232	191	258	169	304	125	118	102	246	183		150	227	199	155		
2011	FTEs	172	110	128	233	177	243	163	292	117	115	102	249	175	-4.3%	137	218	191	155		
2012	FTEs	197	108	134	219	170	241	162	289	120	109	97	238	174	-0.8%	147	210	190	148		
2013	FTEs	205	116	163	241	187	256	179	314	128	116	100	231	186	7.2%	161	228	207	149		
2014	FTEs	200	120	134	240	201	262	178	324	129	120	106	256	189	1.6%	151	235	210	161		
2015	FTEs	214	121	140	241	198	261	177	317	130	127	117	277	193	2.2%	158	233	208	174		
2016	FTEs	181	109	142	240	198	269	185	329	130	126	106	263	190	-1.8%	144	236	215	165		
2017	FTEs	205	116	139	259	203	275	184	327	132	127	114	260	195	2.7%	153	245	214	167		
2018	FTEs	191	116	139	256	202	268	181	328	135	130	119	260	194	-0.7%	149	242	215	170		
2019	FTEs	190	115	138	256	202	266	179	326	134	128	117	256	192	-0.7%	148	241	213	167		
2020	FTEs	168	102	85	6	8	10	25	250	121	129	84	85	89	-53.5%	118	8	132	99		
2021	FTEs	46	10	8	85	147	235	175	289	137	136	136	198	133	49.1%	21	156	200	157		
EMPLOYMENT													SFR								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs							
SFR		FTEs	183	175	174	186	189	193	190	195	194	192	89	133	Employment (FTEs) and Share of Total (%)						
Total Employment		FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173							
Share of Total		%	6.8%	6.8%	6.7%	6.9%	7.5%	7.7%	6.9%	6.9%	6.7%	6.6%	5.2%	6.1%							
Annual Change in Share		%		-0.8%	-1.1%	3.5%	7.9%	2.1%	-10.4%	-0.1%	-2.1%	-1.5%	-21.5%	18.4%							
Change in Share from 2010		%		-0.8%	-2.0%	1.4%	9.5%	11.8%	0.1%	0.1%	-2.1%	-3.5%	-24.3%	-10.4%							
Avg Ann. Change in Share		%		-0.8%	-1.0%	0.5%	2.4%	2.4%	0.0%	0.0%	-0.3%	-0.4%	-2.4%	-0.9%							

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

EMPLOYMENT BY:													2010 to 2021		DAY VISITOR		DIRECT EMPLOYMENT														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021													-49.0%	-67.3%	-76.1%	-66.4%	-9.3%	-42.3%	0.0%	-39.4%	41.9%	-24.1%	-60.7%	-29.9%	-40.7%			-66.4%	-33.0%	-8.9%	-39.6%
% Change 2020 to 2021													-60.6%	-77.7%	-9.1%			#####	624.3%	171.5%	221.9%	182.0%	33.4%	72.3%	37.2%			-62.6%	#####	331.1%	94.7%
Average Annual Change													-4.5%	-6.1%	-6.9%	-6.0%	-0.8%	-3.8%	0.0%	-3.6%	3.8%	-2.2%	-5.5%	-2.7%	-3.7%			-6.0%	-3.0%	-0.8%	-3.6%
2010	FTEs	186	224	316	95	198	160	228	172	64	125	126	73	164		242	151	155	108												
2011	FTEs	183	239	283	103	197	165	219	151	63	117	124	72	160	-2.6%	235	155	145	104												
2012	FTEs	184	275	304	96	210	173	228	145	64	114	110	91	166	4.1%	255	160	146	105												
2013	FTEs	211	320	348	93	262	168	274	170	82	124	107	78	186	12.1%	293	174	175	103												
2014	FTEs	192	271	263	102	281	166	294	174	77	130	103	82	178	-4.5%	242	183	181	105												
2015	FTEs	189	238	210	92	295	153	344	168	97	128	96	71	173	-2.5%	212	180	203	98												
2016	FTEs	198	261	229	93	351	178	382	179	123	138	109	81	193	11.6%	229	207	228	109												
2017	FTEs	226	270	179	109	389	178	440	175	132	129	110	67	200	3.5%	225	225	249	102												
2018	FTEs	208	248	169	107	412	180	417	174	132	127	111	69	196	-2.0%	208	233	241	103												
2019	FTEs	235	298	195	115	419	190	438	186	143	135	63	69	207	5.5%	243	241	256	89												
2020	FTEs	240	328	83	-	-	0	31	38	28	34	37	30	71	-65.8%	217	0	33	34												
2021	FTEs	95	73	76	32	180	92	228	104	91	95	50	51	97	37.2%	81	101	141	65												

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Share of Total (%)
Day Visitor	FTEs	164	160	166	186	173	193	200	196	207	71	97		
Total Employment	FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,888	2,911	1,725	2,173		
Share of Total	%	6.1%	6.2%	6.4%	7.0%	7.0%	6.9%	7.0%	7.0%	6.8%	7.1%	4.1%	4.5%	
Annual Change in Share	%		0.9%	3.7%	8.2%	1.3%	-2.6%	1.8%	0.7%	-3.4%	4.7%	-42.3%	8.9%	
Change in Share from 2010	%		0.9%	4.7%	13.3%	14.8%	11.8%	13.8%	14.6%	10.7%	15.9%	-33.1%	-27.1%	
Avg Ann. Change in Share	%		0.9%	2.3%	4.4%	3.7%	2.4%	2.3%	2.1%	1.3%	1.8%	-3.3%	-2.5%	



**STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE**

2021

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

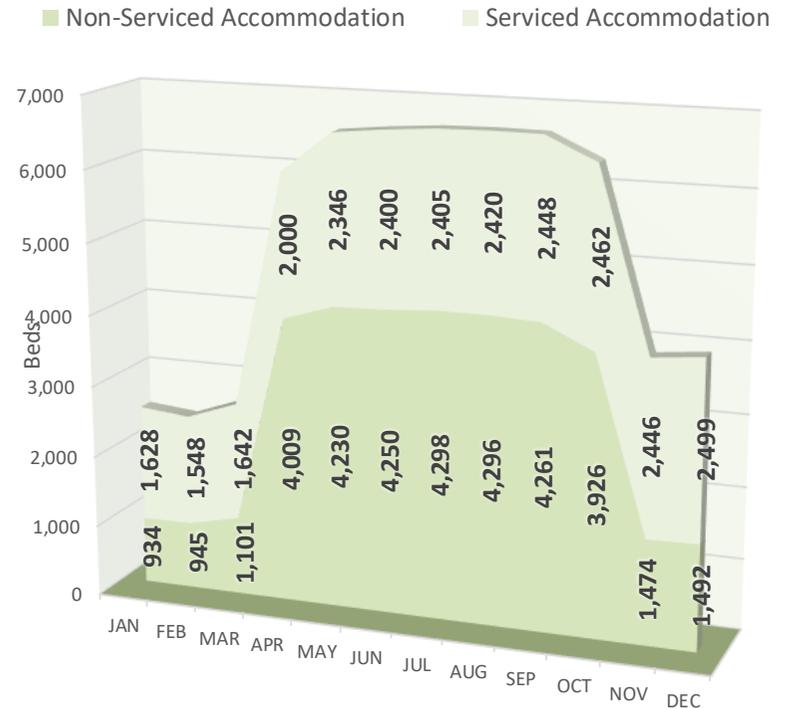
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	156	2,501	-11	-17	-52	-140
+50 Room	3	422	+0	+26	+1	+203
26-50 Room	3	232	+0	+14	-1	-43
<26 Room	70	1,133	-3	-24	-7	-76
Guest Houses/B&Bs	80	715	-8	-33	-45	-223

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

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

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

**SEASONAL AVAILABILITY OF BED SUPPLY
2021**



Report Sections With Historic Financial Data Indexed to 2021 Prices

Sections:

*Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis*

Visitor Types:

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

Indexation:

Indexation to: 2021

2010	<i>1.35</i>
2011	<i>1.29</i>
2012	<i>1.24</i>
2013	<i>1.20</i>
2014	<i>1.17</i>
2015	<i>1.15</i>
2016	<i>1.14</i>
2017	<i>1.11</i>
2018	<i>1.07</i>
2019	<i>1.04</i>
2020	<i>1.01</i>
2021	<i>1.00</i>

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

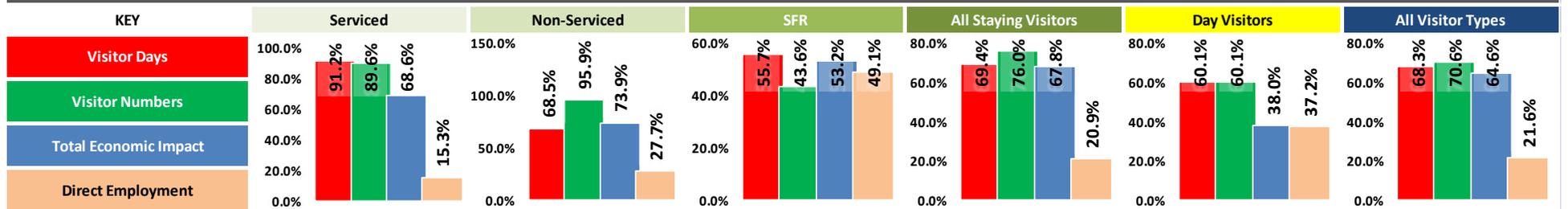
Comparing 2021 and 2020
2020 in 2021 prices (1.014)

COMPARATIVE HEADLINES

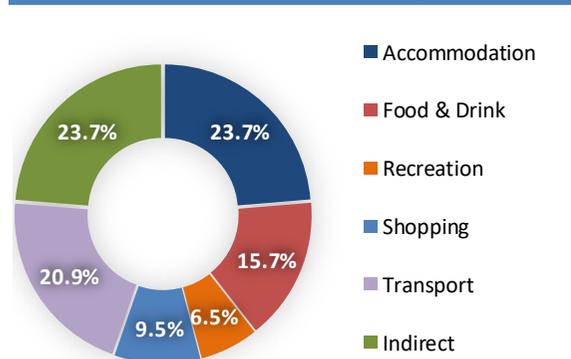
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
Visitor Days 000s	333.28	174.31	91.2%	467.07	277.18	68.5%	405.56	260.41	55.7%	1,205.91	711.90	69.4%	154.09	96.28	60.1%	1,360.01	808.18	68.3%			
Visitor Numbers 000s	175.17	92.41	89.6%	66.02	33.70	95.9%	85.19	59.32	43.6%	326.38	185.42	76.0%	154.09	96.28	60.1%	480.47	281.70	70.6%			
Direct Expenditure £M																73.35	44.52	64.8%			
Economic Impact £M	48.39	28.69	68.6%	26.84	15.43	73.9%	12.17	7.943	53.2%	87.39	52.07	67.8%	8.775	6.358	38.0%	96.17	58.43	64.6%			
Direct Employment FTEs	1,091	947	15.3%	518	406	27.7%	133	89	49.1%	1,743	1,442	20.9%	97	71	37.2%	1,840	1,513	21.6%			
Total Employment FTEs																2,173	1,725	26.0%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021



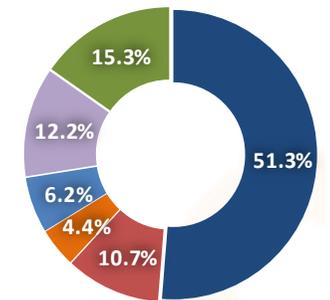
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	22.78	12.65	80.1%
Food & Drink	15.10	10.13	49.0%
Recreation	6.223	4.252	46.4%
Shopping	9.141	5.607	63.0%
Transport	20.11	11.88	69.3%
TOTAL DIRECT	73.35	44.52	64.8%
Indirect	22.81	13.91	64.0%
TOTAL	96.17	58.43	64.6%

Sectoral Distribution of Employment - FTEs

Sectors	2021	2020	+/- %
Accommodation	1,114	1,034	7.8%
Food & Drink	232	162	42.9%
Recreation	95	68	40.4%
Shopping	135	86	56.3%
Transport	265	163	62.3%
TOTAL DIRECT	1,840	1,513	21.6%
Indirect	332	212	57.1%
TOTAL	2,173	1,725	26.0%



STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

2010 to 2021

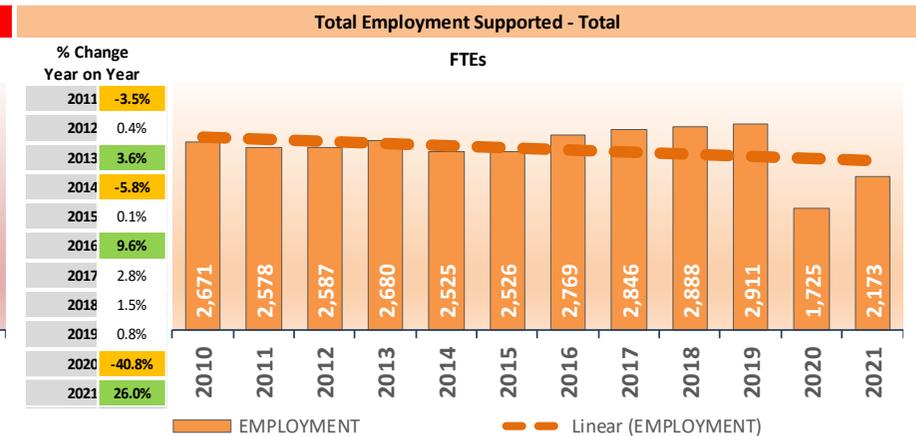
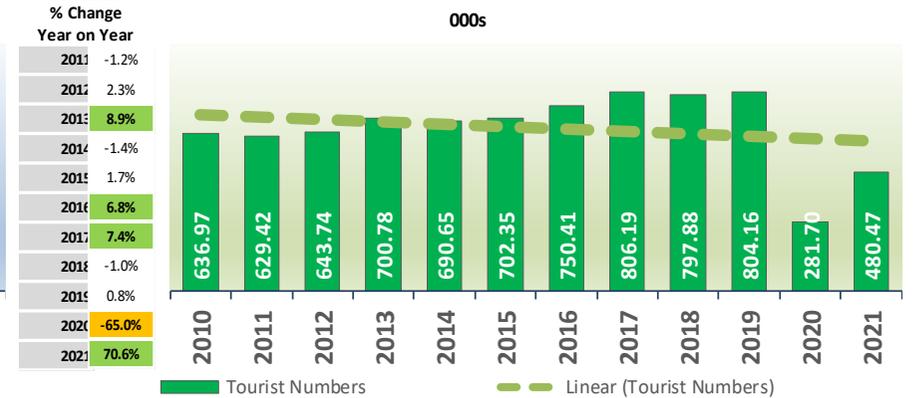
2021 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-5.1%	-5.7%	-0.8%	4.1%	6.7%	17.2%	25.1%	21.0%	22.2%	-48.9%	-15.9%
Visitor Numbers		-1.2%	1.1%	10.0%	8.4%	10.3%	17.8%	26.6%	25.3%	26.2%	-55.8%	-24.6%
Visitor Days		-4.7%	-5.5%	0.8%	-0.1%	1.0%	3.7%	8.0%	8.3%	8.8%	-53.4%	-21.6%
Total Employment		-3.5%	-3.1%	0.4%	-5.5%	-5.4%	3.7%	6.6%	8.1%	9.0%	-35.4%	-18.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

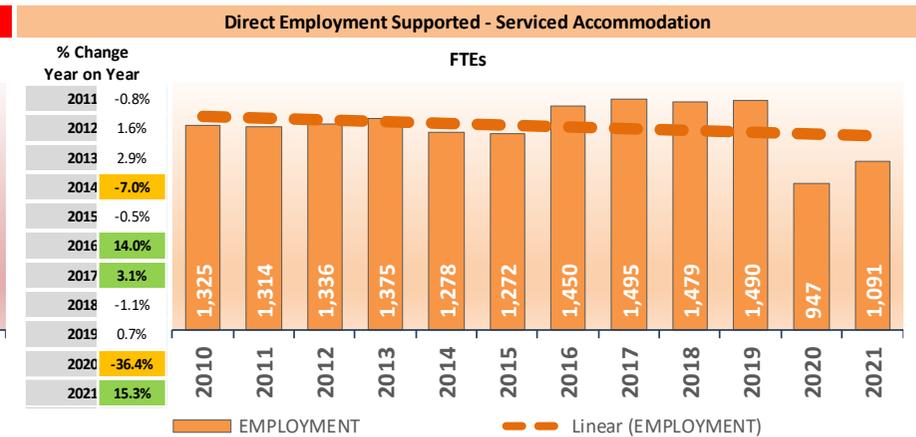
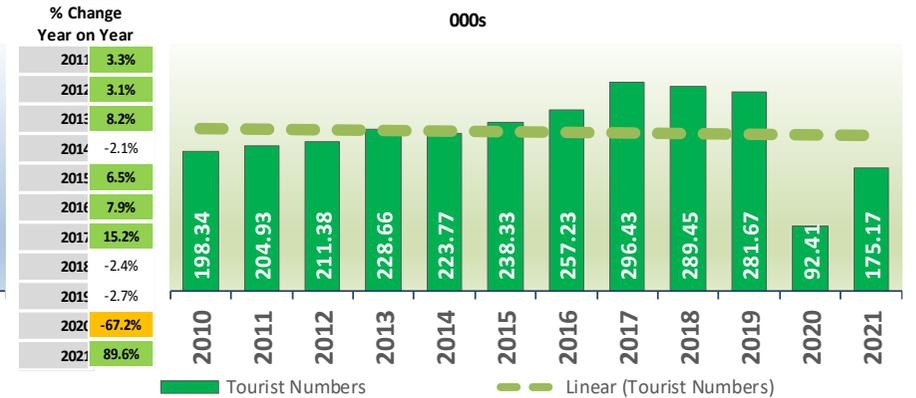
2010 to 2021
2021 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-2.4%	-0.3%	4.3%	12.6%	18.8%	38.2%	53.1%	43.8%	44.8%	-44.6%	-6.6%
Visitor Numbers		3.3%	6.6%	15.3%	12.8%	20.2%	29.7%	49.5%	45.9%	42.0%	-53.4%	-11.7%
Visitor Days		1.0%	6.7%	13.3%	7.9%	11.8%	17.6%	32.5%	30.5%	30.8%	-54.9%	-13.7%
Direct Employment		-0.8%	0.8%	3.8%	-3.5%	-4.0%	9.4%	12.8%	11.6%	12.5%	-28.5%	-17.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

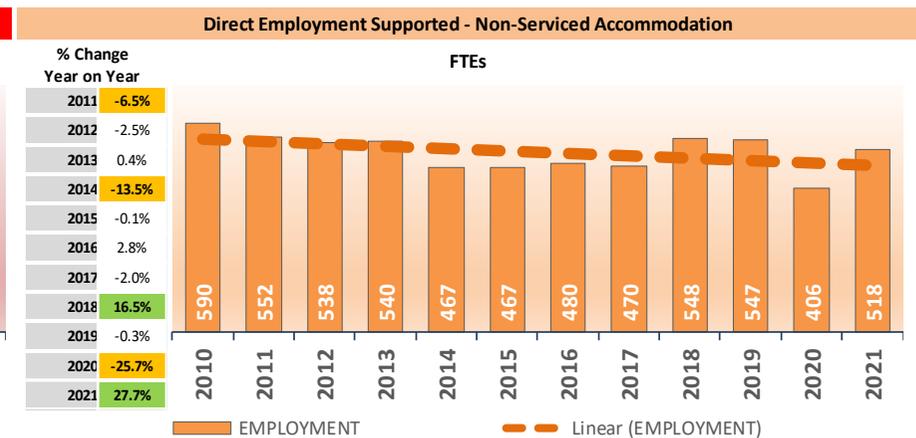
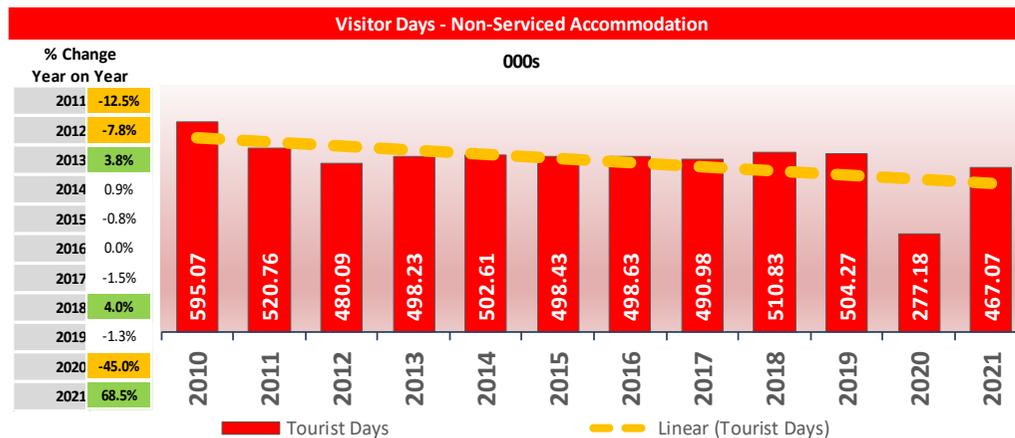
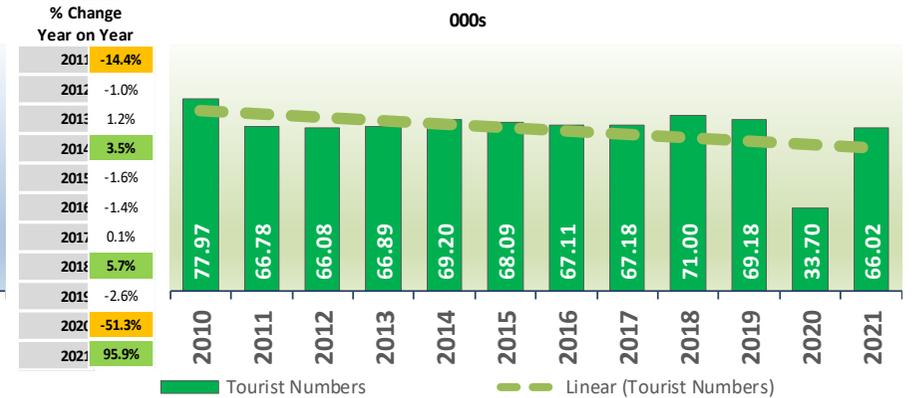
2010 to 2021
2021 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed	-	-13.2%	-20.1%	-19.4%	-13.9%	-14.4%	-13.7%	-12.8%	-10.8%	-11.0%	-51.1%	-15.0%
Visitor Numbers	-	-14.4%	-15.2%	-14.2%	-11.3%	-12.7%	-13.9%	-13.8%	-8.9%	-11.3%	-56.8%	-15.3%
Visitor Days	-	-12.5%	-19.3%	-16.3%	-15.5%	-16.2%	-16.2%	-17.5%	-14.2%	-15.3%	-53.4%	-21.5%
Direct Employment	-	-6.5%	-8.9%	-8.5%	-20.8%	-20.9%	-18.7%	-20.3%	-7.1%	-7.4%	-31.2%	-12.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

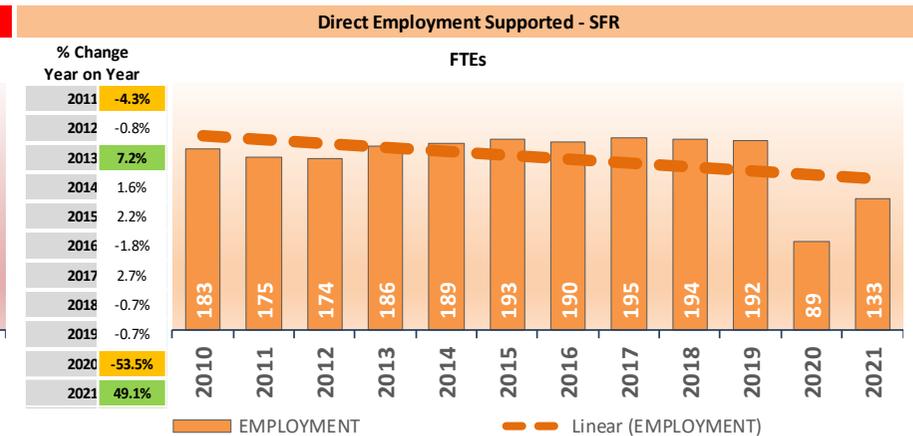
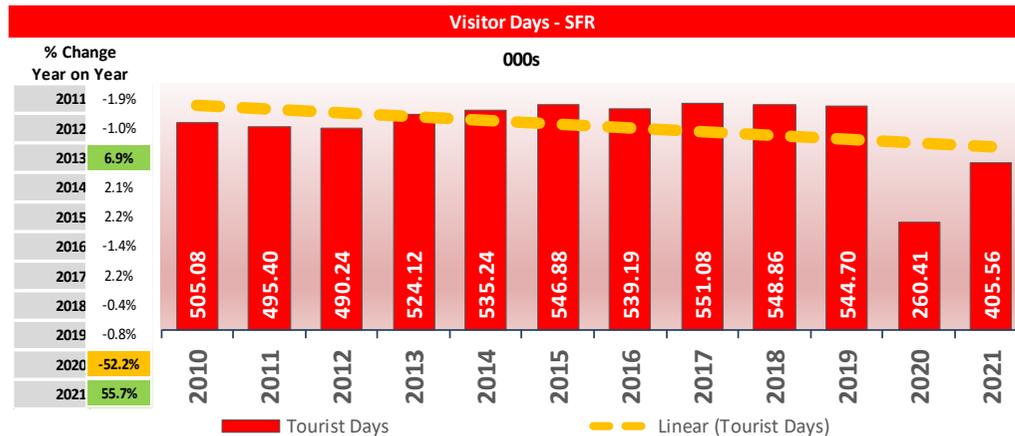
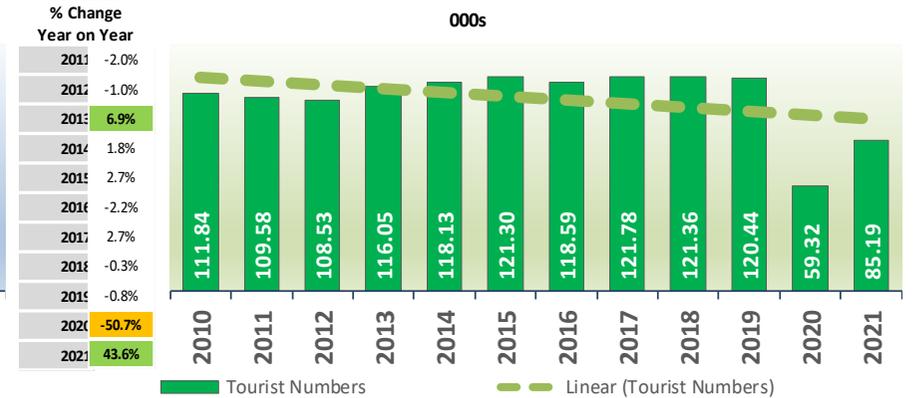
2010 to 2021
2021 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-2.3%	-3.0%	4.0%	5.7%	8.0%	6.4%	9.3%	8.6%	7.8%	-51.3%	-25.4%
Visitor Numbers		-2.0%	-3.0%	3.8%	5.6%	8.5%	6.0%	8.9%	8.5%	7.7%	-47.0%	-23.8%
Visitor Days		-1.9%	-2.9%	3.8%	6.0%	8.3%	6.8%	9.1%	8.7%	7.8%	-48.4%	-19.7%
Direct Employment		-4.3%	-5.0%	1.8%	3.5%	5.7%	3.8%	6.6%	5.9%	5.2%	-51.1%	-27.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

2010 to 2021
2021 Prices

STAYING VISITOR

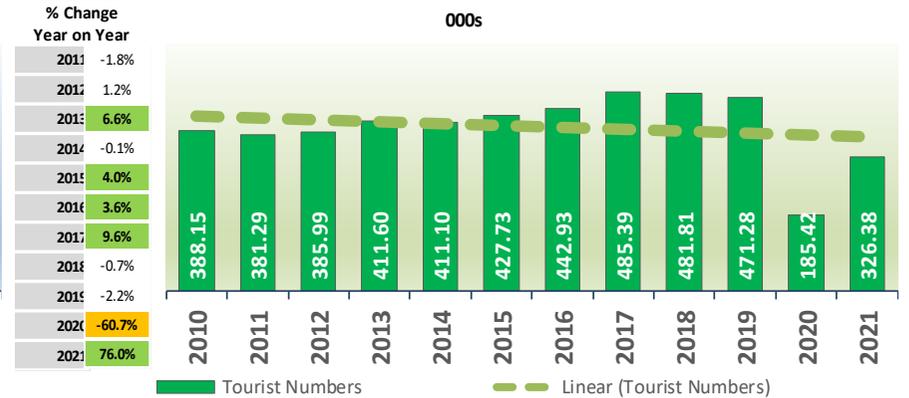
KEY MEASURES
Indexed

Economic Impact - Indexed - Staying Visitor



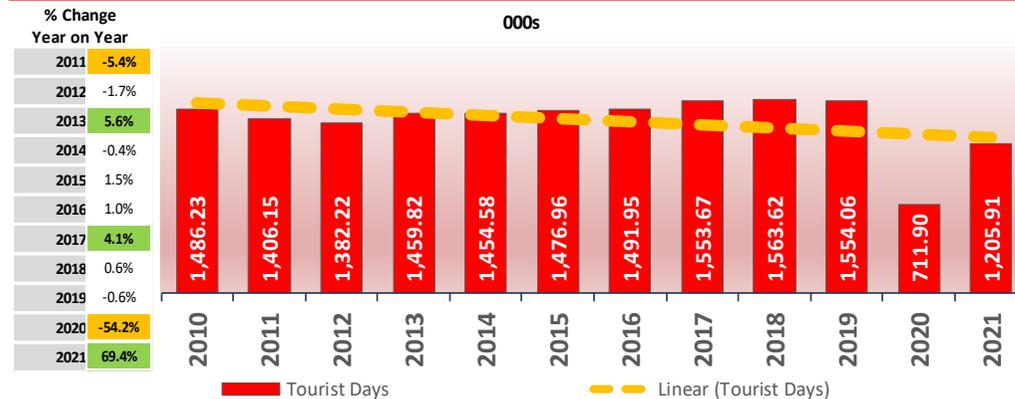
Year	% Change Year on Year
2011	-5.8%
2012	-1.3%
2013	4.0%
2014	6.6%
2015	3.3%
2016	9.4%
2017	7.3%
2018	-3.4%
2019	0.3%
2020	-56.9%
2021	67.8%

Visitor Numbers - Staying Visitor



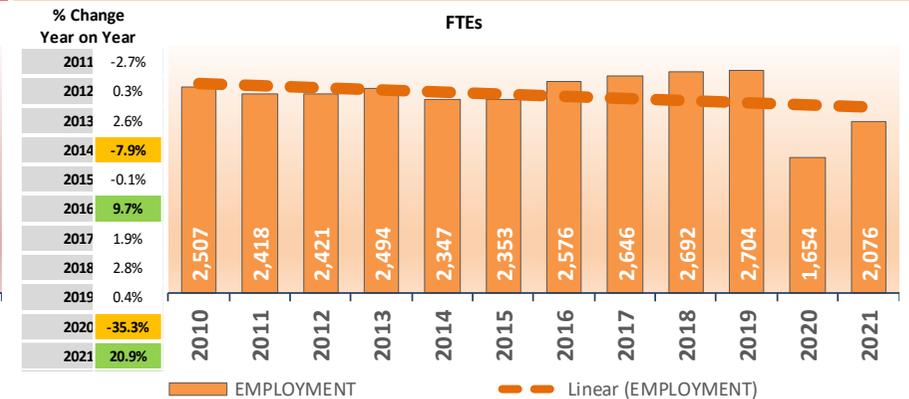
Year	% Change Year on Year
2011	-1.8%
2012	1.2%
2013	6.6%
2014	-0.1%
2015	4.0%
2016	3.6%
2017	9.6%
2018	-0.7%
2019	-2.2%
2020	-60.7%
2021	76.0%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2011	-5.4%
2012	-1.7%
2013	5.6%
2014	-0.4%
2015	1.5%
2016	1.0%
2017	4.1%
2018	0.6%
2019	-0.6%
2020	-54.2%
2021	69.4%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2011	-2.7%
2012	0.3%
2013	2.6%
2014	-7.9%
2015	-0.1%
2016	9.7%
2017	1.9%
2018	2.8%
2019	0.4%
2020	-35.3%
2021	20.9%

% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-5.8%	-7.0%	-3.3%	3.1%	6.5%	16.6%	25.1%	20.8%	21.1%	-47.8%	-12.3%
Visitor Numbers		-1.8%	-0.6%	6.0%	5.9%	10.2%	14.1%	25.1%	24.1%	21.4%	-52.2%	-15.9%
Visitor Days		-5.4%	-7.0%	-1.8%	-2.1%	-0.6%	0.4%	4.5%	5.2%	4.6%	-52.1%	-18.9%
Direct Employment		-3.5%	-3.4%	-0.5%	-6.4%	-6.1%	2.7%	5.5%	7.4%	7.9%	-34.0%	-17.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
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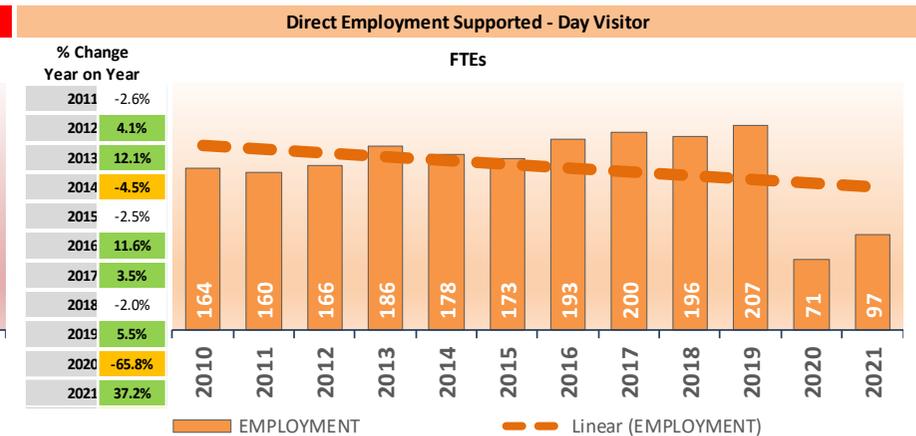
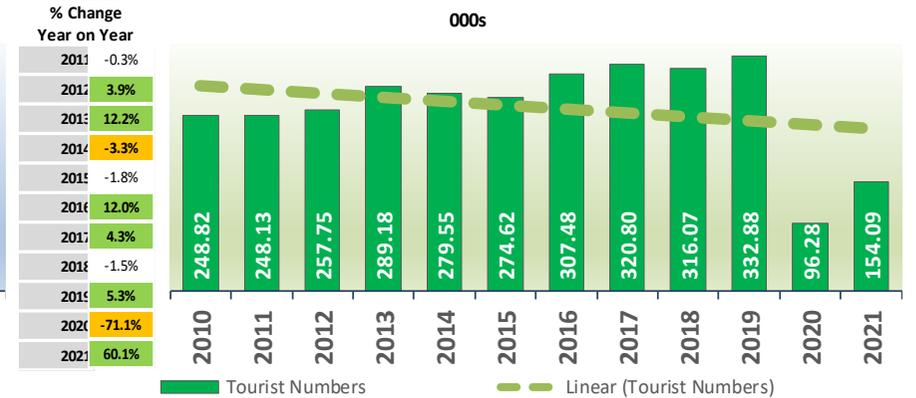
2010 to 2021
2021 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

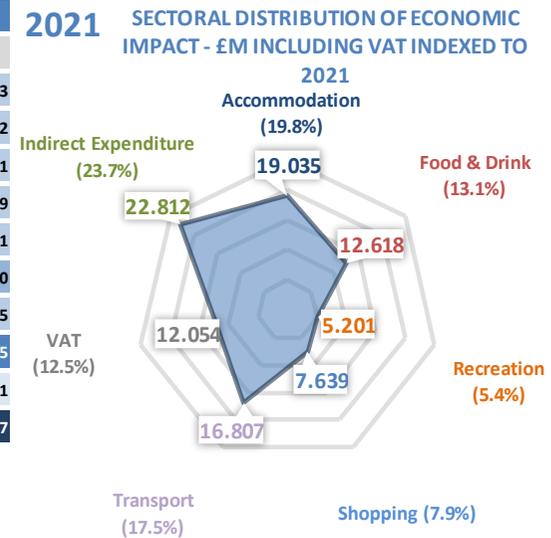


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed	-0.6%	3.5%	16.1%	10.9%	8.2%	21.1%	25.4%	23.0%	29.7%	-56.5%	-40.0%	
Visitor Numbers	-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	-38.1%	
Visitor Days	-0.3%	3.6%	16.2%	12.3%	10.4%	23.6%	28.9%	27.0%	33.8%	-61.3%	-38.1%	
Direct Employment	-2.6%	1.4%	13.7%	8.5%	5.8%	18.0%	22.1%	19.7%	26.3%	-56.8%	-40.7%	

"Linear" = Linear Trendline

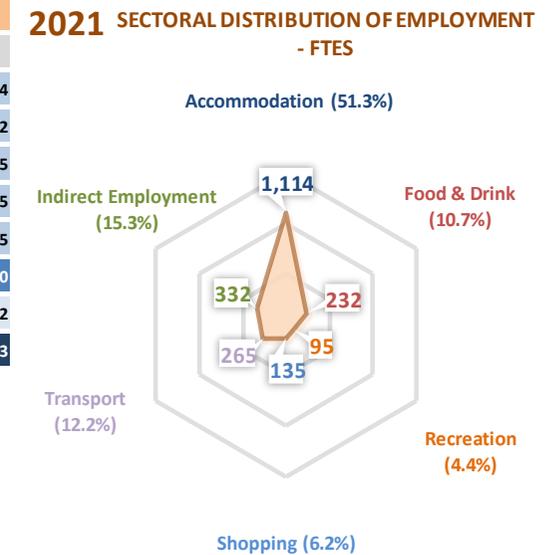
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	£M	21.18	19.07	18.87	19.38	20.44	23.12	25.25	28.09	24.57	24.92	11.02	19.03
Food & Drink	£M	16.22	15.32	15.52	16.64	17.36	17.14	18.84	20.03	19.95	20.13	8.831	12.62
Recreation	£M	7.058	6.724	6.843	7.351	7.146	7.152	7.569	7.966	7.886	7.997	3.705	5.201
Shopping	£M	9.623	9.046	9.034	9.646	10.12	10.05	11.04	11.59	11.65	11.76	4.887	7.639
Transport	£M	19.84	18.66	18.24	19.04	20.56	20.16	22.76	23.66	24.26	24.36	10.35	16.81
Direct Revenue	£M	73.92	68.82	68.52	72.06	75.63	77.62	85.46	91.34	88.31	89.15	38.80	61.30
VAT	£M	12.94	13.76	13.70	14.41	15.13	15.52	17.09	18.27	17.66	17.83	5.721	12.05
Direct Expenditure	£M	86.85	82.58	82.22	86.47	90.76	93.15	102.55	109.61	105.98	106.98	44.52	73.35
Indirect Expenditure	£M	27.45	25.84	25.60	26.94	28.23	28.85	31.37	33.39	32.39	32.70	13.91	22.81
TOTAL	£M	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	FTEs	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319	1,329	1,034	1,114
Food & Drink	FTEs	299	282	286	306	320	316	346	368	366	369	162	232
Recreation	FTEs	129	123	125	134	131	131	138	145	144	146	68	95
Shopping	FTEs	171	160	160	171	179	178	195	205	206	208	86	135
Transport	FTEs	314	295	288	301	325	319	359	373	382	384	163	265
Direct Employment	FTEs	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417	2,436	1,513	1,840
Indirect Employment	FTEs	409	377	373	393	412	421	456	485	471	475	212	332
TOTAL	FTEs	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	2,173



STEAM REPORT FOR 2010-2021 - FINAL
VISIT MORAY SPEYSIDE

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
DAY VISITOR													TOTAL						% Change											
ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																														
KEY																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-51.3%	-68.8%	-77.1%	-65.6%	-7.0%	-40.9%	2.5%	-37.9%	45.4%	-22.2%	-59.7%	-28.2%	-40.0%	Annual Change	-68.0%	-31.3%	-6.6%	-38.2%
% Change 2020 to 2021													-63.3%	-79.2%	-15.3%			#####	641.2%	185.2%	238.2%	202.5%	43.2%	84.8%	38.0%		-65.2%	#####	349.0%	108.9%
Average Annual Change													-4.7%	-6.3%	-7.0%	-6.0%	-0.6%	-3.7%	0.2%	-3.4%	4.1%	-2.0%	-5.4%	-2.6%	-3.6%		-6.2%	-2.8%	-0.6%	-3.5%
2010	£M	1.370	1.649	2.334	0.711	1.478	1.196	1.710	1.293	0.481	0.925	0.931	0.537	14.61		5.352	3.385	3.484	2.393											
2011	£M	1.376	1.800	2.130	0.785	1.499	1.260	1.682	1.159	0.486	0.880	0.936	0.539	14.53	-0.6%	5.306	3.543	3.328	2.355											
2012	£M	1.390	2.074	2.292	0.731	1.600	1.319	1.750	1.111	0.494	0.858	0.827	0.682	15.13	4.1%	5.755	3.650	3.355	2.367											
2013	£M	1.589	2.410	2.621	0.713	1.996	1.277	2.099	1.302	0.632	0.934	0.807	0.589	16.97	12.2%	6.620	3.986	4.033	2.330											
2014	£M	1.450	2.039	1.985	0.781	2.142	1.263	2.252	1.332	0.590	0.977	0.779	0.619	16.21	-4.5%	5.473	4.185	4.174	2.375											
2015	£M	1.427	1.793	1.580	0.703	2.250	1.164	2.635	1.291	0.743	0.962	0.724	0.535	15.81	-2.5%	4.799	4.118	4.670	2.221											
2016	£M	1.499	1.971	1.731	0.711	2.687	1.362	2.939	1.376	0.948	1.040	0.824	0.610	17.70	12.0%	5.201	4.760	5.263	2.474											
2017	£M	1.708	2.045	1.352	0.832	2.977	1.358	3.388	1.343	1.019	0.978	0.828	0.504	18.33	3.6%	5.104	5.168	5.751	2.310											
2018	£M	1.575	1.876	1.274	0.818	3.154	1.379	3.210	1.342	1.016	0.962	0.841	0.524	17.97	-2.0%	4.725	5.351	5.568	2.327											
2019	£M	1.775	2.252	1.473	0.876	3.205	1.453	3.372	1.431	1.102	1.019	0.479	0.521	18.96	5.5%	5.500	5.533	5.906	2.019											
2020	£M	1.817	2.478	0.629			0.000	0.236	0.282	0.207	0.238	0.262	0.209	6.358	-66.5%	4.925	0.000	0.725	0.708											
2021	£M	0.667	0.515	0.533	0.245	1.374	0.707	1.752	0.803	0.699	0.719	0.375	0.386	8.775	38.0%	1.715	2.326	3.254	1.480											

ECONOMIC IMPACT - INDEXED TO 2021

SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Day Visitor	£M	14.61	14.53	15.13	16.97	16.21	15.81	17.70	18.33	17.97	18.96	6.358	8.775
All Visitor Types	£M	114.31	108.43	107.83	113.41	118.98	121.99	133.91	143.01	138.36	139.68	58.43	96.17
Share of Total	%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%	9.1%
Annual Change in Share	%		4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%	4.5%	-19.8%	-16.2%
Change in Share from 2010	%		4.8%	9.7%	17.0%	6.5%	1.3%	3.4%	0.3%	1.6%	6.2%	-14.9%	-28.6%
Avg Ann. Change in Share	%		4.8%	4.9%	5.7%	1.6%	0.3%	0.6%	0.0%	0.2%	0.7%	-1.5%	-2.6%

DAY VISITOR

