



STEAM FINAL TREND REPORT FOR 2009-2017

Final

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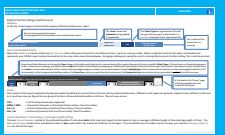
Website: www.globaltourismsolutions.co.uk

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**KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE**

DISTRIBUTION OF IMPACT: *by Visitor Type*



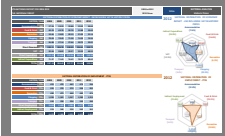
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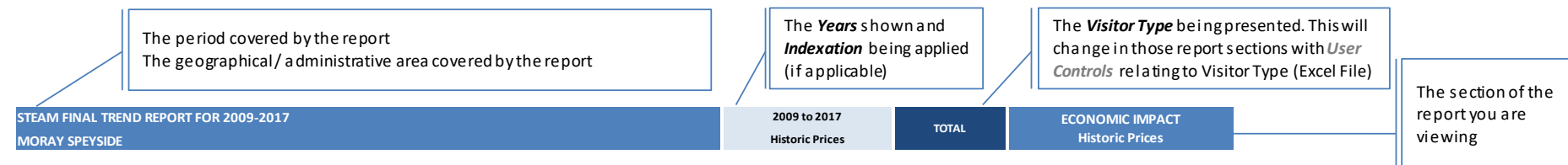
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Report Section Design and Features

Headers

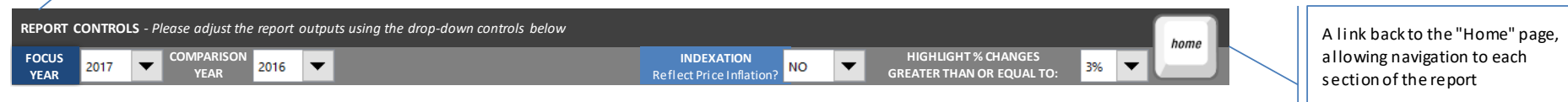
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

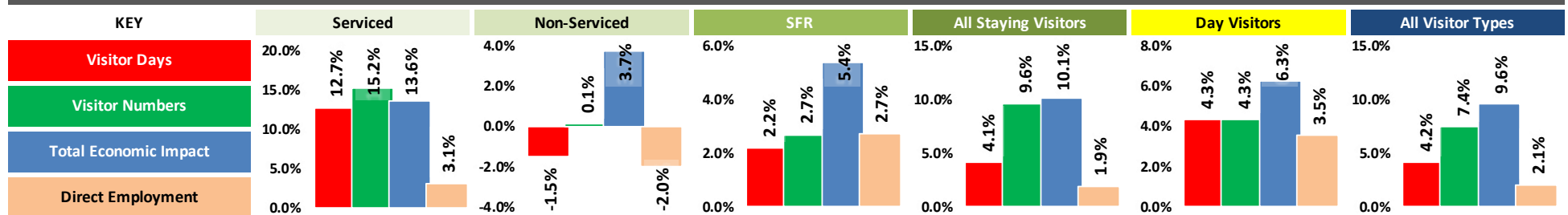
Visitor Numbers / Visitor Days / Average Length of Stay

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

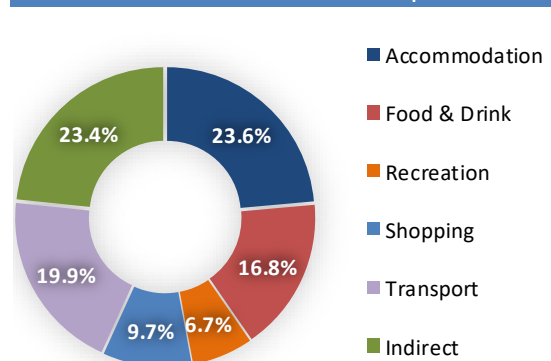
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %			
Visitor Days 000s	511.62	454.12	12.7%	490.98	498.63	-1.5%	551.08	539.19	2.2%	1,553.67	1,491.95	4.1%	320.80	307.48	4.3%	1,874.47	1,799.43	4.2%			
Visitor Numbers 000s	296.43	257.23	15.2%	67.18	67.11	0.1%	121.78	118.59	2.7%	485.39	442.93	9.6%	320.80	307.48	4.3%	806.19	750.41	7.4%			
Direct Expenditure £M																98.78	90.09	9.7%			
Economic Impact £M	71.47	62.92	13.6%	24.82	23.93	3.7%	16.07	15.25	5.4%	112.36	102.09	10.1%	16.52	15.55	6.3%	128.88	117.64	9.6%			
Direct Employment FTEs	1,495	1,450	3.1%	470	480	-2.0%	195	190	2.7%	2,160	2,120	1.9%	200	193	3.5%	2,361	2,313	2.1%			
Total Employment FTEs																2,846	2,769	2.8%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2017 & 2016 - IN HISTORIC PRICES

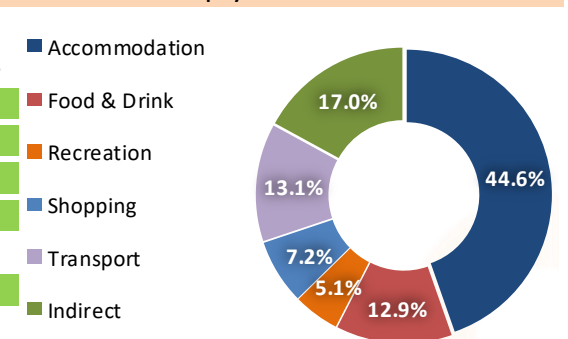


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2017	2016	+/- %
Accommodation	30.38	26.62	14.1%
Food & Drink	21.66	19.86	9.1%
Recreation	8.615	7.979	8.0%
Shopping	12.54	11.64	7.7%
Transport	25.59	23.99	6.7%
TOTAL DIRECT	98.78	90.09	9.7%
Indirect	30.10	27.55	9.2%
TOTAL	128.88	117.64	9.6%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2017

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

STEAM FINAL TREND REPORT FOR 2009-2017

MORAY SPEYSIDE

2009 to 2017

Historic Prices

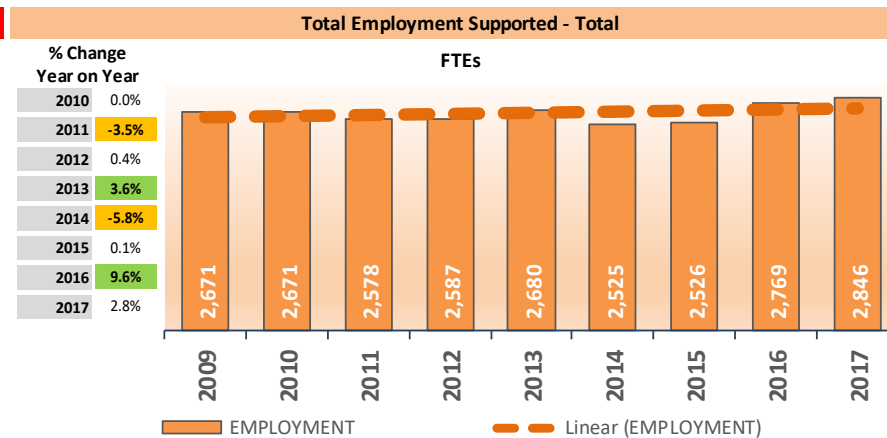
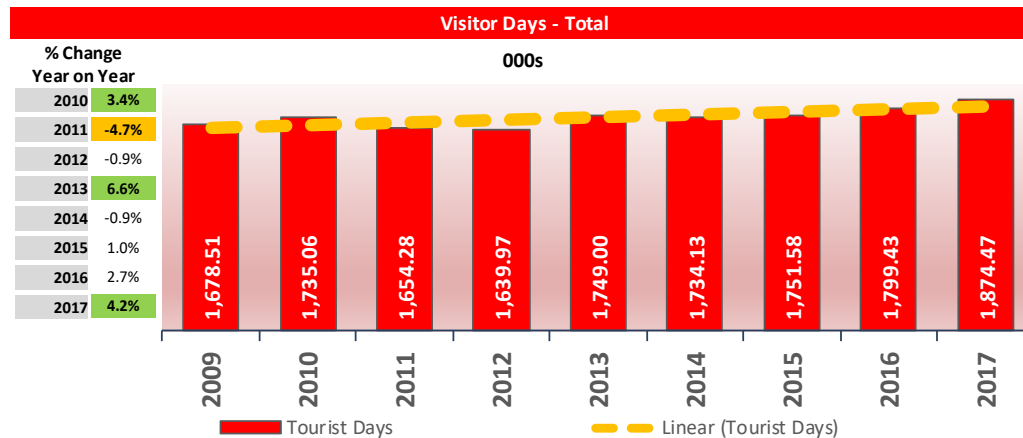
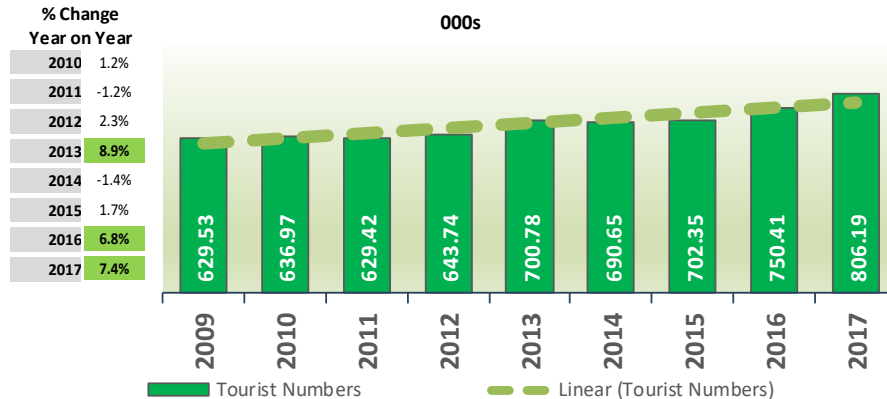
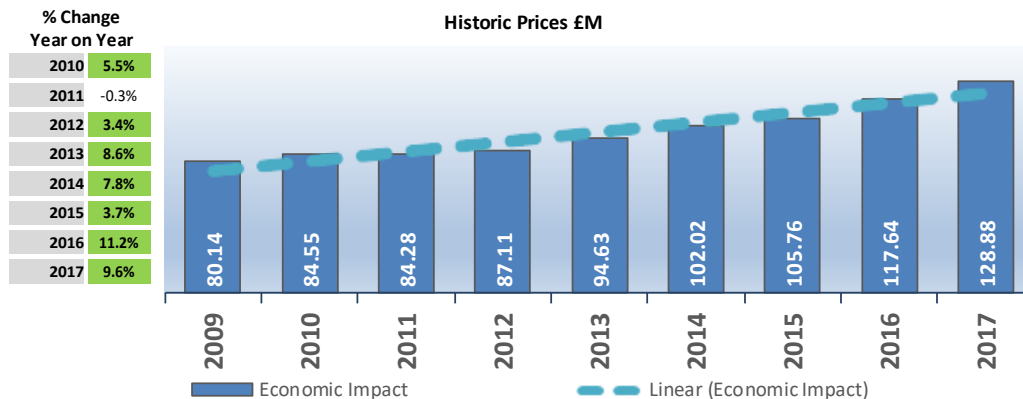
TOTAL

KEY MEASURES

Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		5.5%	5.2%	8.7%	18.1%	27.3%	32.0%	46.8%	60.8%
Visitor Numbers		1.2%	0.0%	2.3%	11.3%	9.7%	11.6%	19.2%	28.1%
Visitor Days		3.4%	-1.4%	-2.3%	4.2%	3.3%	4.4%	7.2%	11.7%
Total Employment		0.0%	-3.5%	-3.2%	0.3%	-5.5%	-5.4%	3.7%	6.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2017

MORAY SPEYSIDE

2009 to 2017

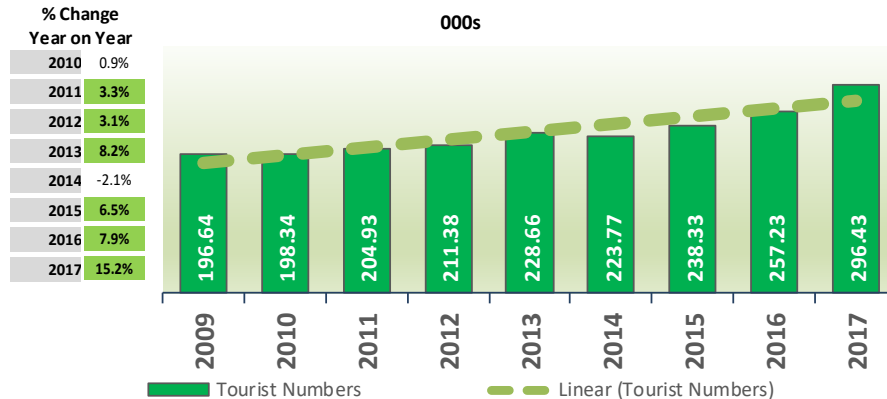
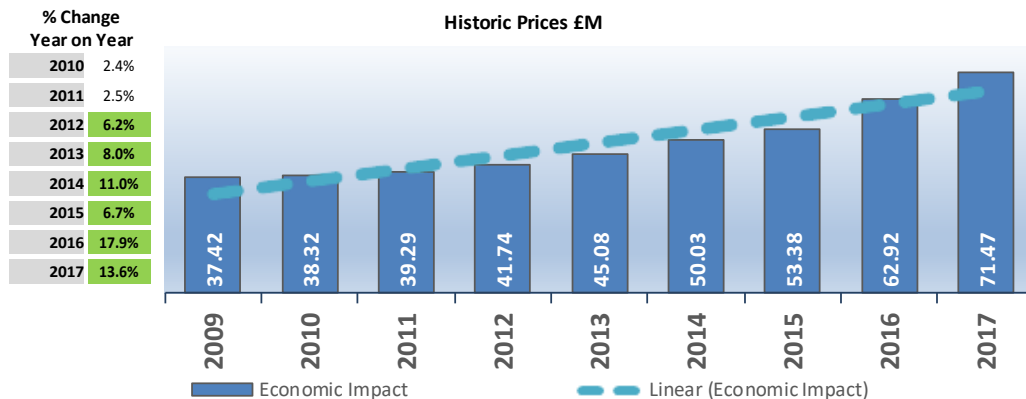
Historic Prices

SERVICED
ACCOMMODATION

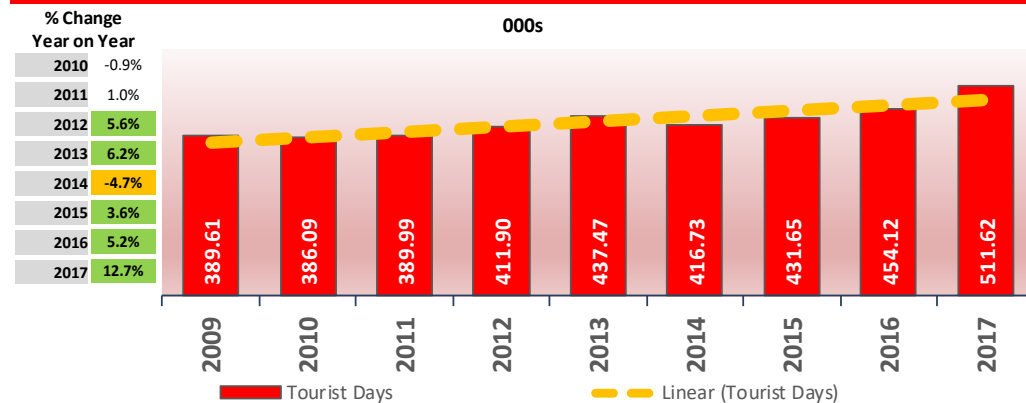
KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

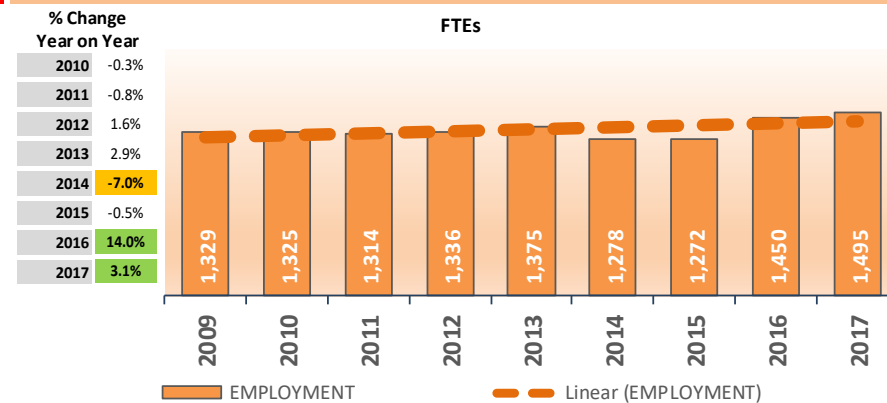
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



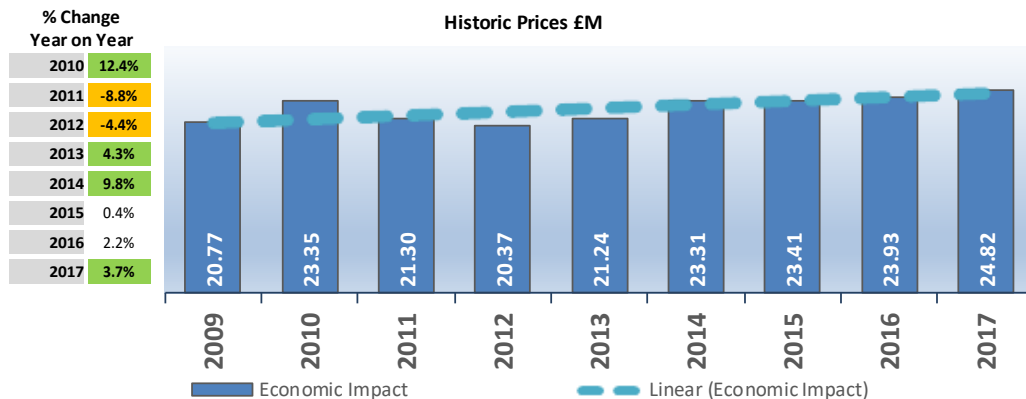
Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		2.4%	5.0%	11.5%	20.5%	33.7%	42.6%	68.1%	91.0%
Visitor Numbers		0.9%	4.2%	7.5%	16.3%	13.8%	21.2%	30.8%	50.7%
Visitor Days		-0.9%	0.1%	5.7%	12.3%	7.0%	10.8%	16.6%	31.3%
Direct Employment		-0.3%	-1.1%	0.5%	3.5%	-3.8%	-4.3%	9.1%	12.5%

"Linear" = Linear Trendline

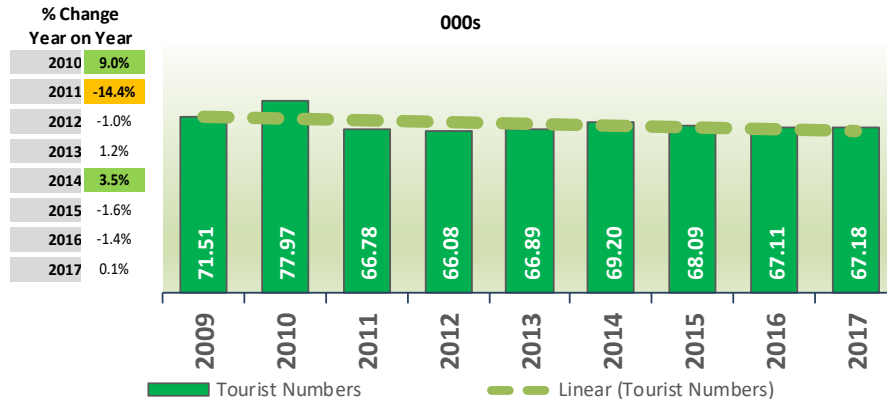
Economic Impact - Historic Prices - Non-Serviced Accommodation



% Change Year on Year

2010	12.4%
2011	-8.8%
2012	-4.4%
2013	4.3%
2014	9.8%
2015	0.4%
2016	2.2%
2017	3.7%

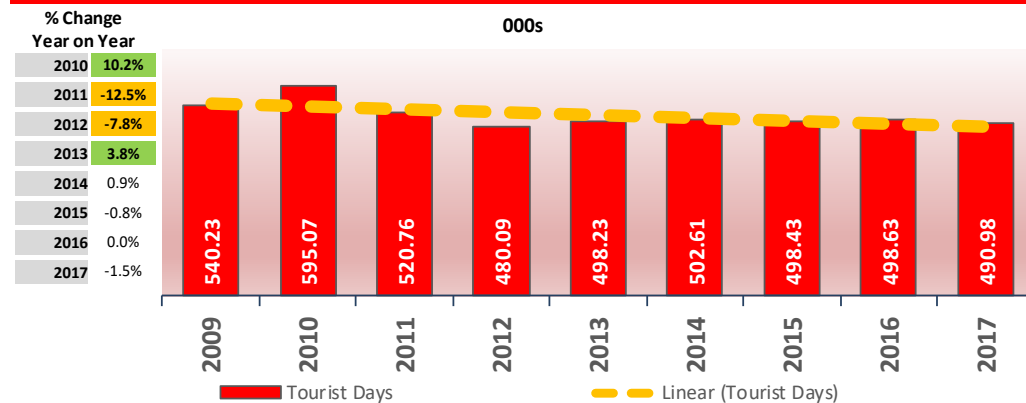
Visitor Numbers - Non-Serviced Accommodation



% Change Year on Year

2010	9.0%
2011	-14.4%
2012	-1.0%
2013	1.2%
2014	3.5%
2015	-1.6%
2016	-1.4%
2017	0.1%

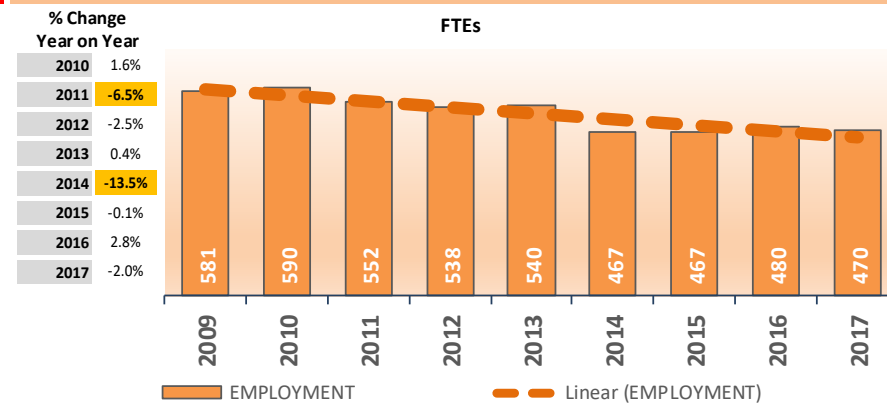
Visitor Days - Non-Serviced Accommodation



% Change Year on Year

2010	10.2%
2011	-12.5%
2012	-7.8%
2013	3.8%
2014	0.9%
2015	-0.8%
2016	0.0%
2017	-1.5%

Direct Employment Supported - Non-Serviced Accommodation



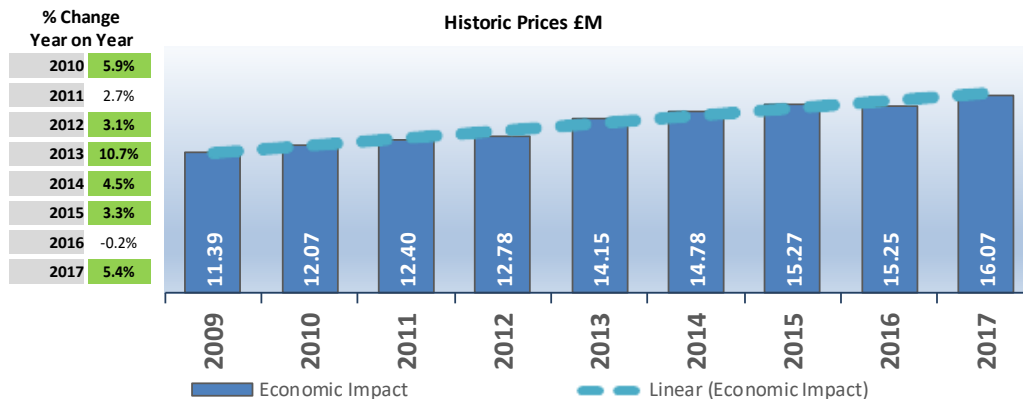
% Change Year on Year

2010	1.6%
2011	-6.5%
2012	-2.5%
2013	0.4%
2014	-13.5%
2015	-0.1%
2016	2.8%
2017	-2.0%

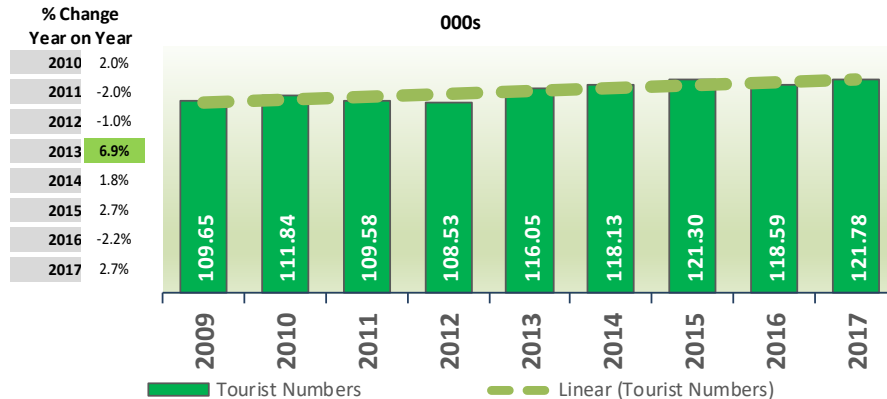
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		12.4%	2.5%	-1.9%	2.3%	12.2%	12.7%	15.2%	19.5%
Visitor Numbers		9.0%	-6.6%	-7.6%	-6.5%	-3.2%	-4.8%	-6.2%	-6.1%
Visitor Days		10.2%	-3.6%	-11.1%	-7.8%	-7.0%	-7.7%	-7.7%	-9.1%
Direct Employment		1.6%	-5.1%	-7.4%	-7.1%	-19.6%	-19.7%	-17.4%	-19.1%

"Linear" = Linear Trendline

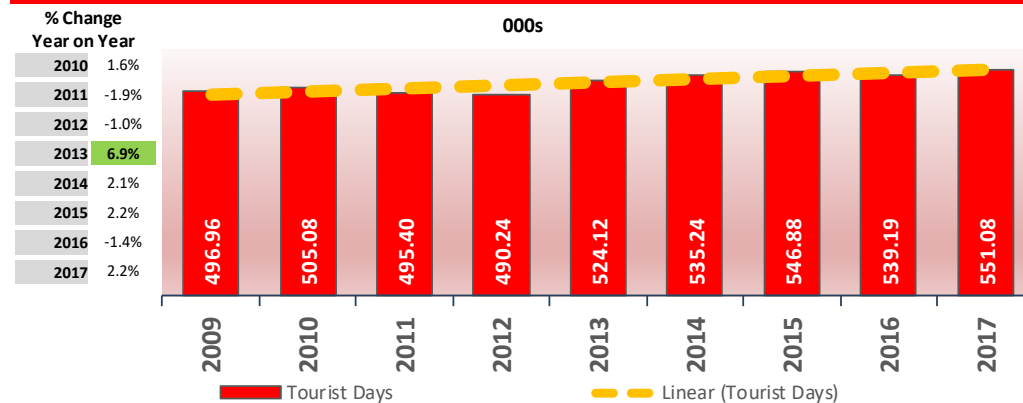
Economic Impact - Historic Prices - SFR



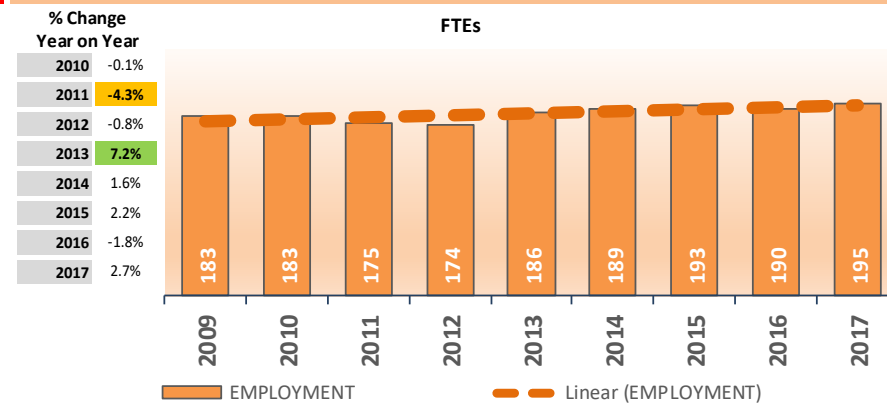
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		5.9%	8.8%	12.2%	24.2%	29.8%	34.0%	33.8%	41.0%
Visitor Numbers		2.0%	-0.1%	-1.0%	5.8%	7.7%	10.6%	8.2%	11.1%
Visitor Days		1.6%	-0.3%	-1.4%	5.5%	7.7%	10.0%	8.5%	10.9%
Direct Employment		-0.1%	-4.4%	-5.1%	1.7%	3.4%	5.6%	3.7%	6.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2017

MORAY SPEYSIDE

2009 to 2017

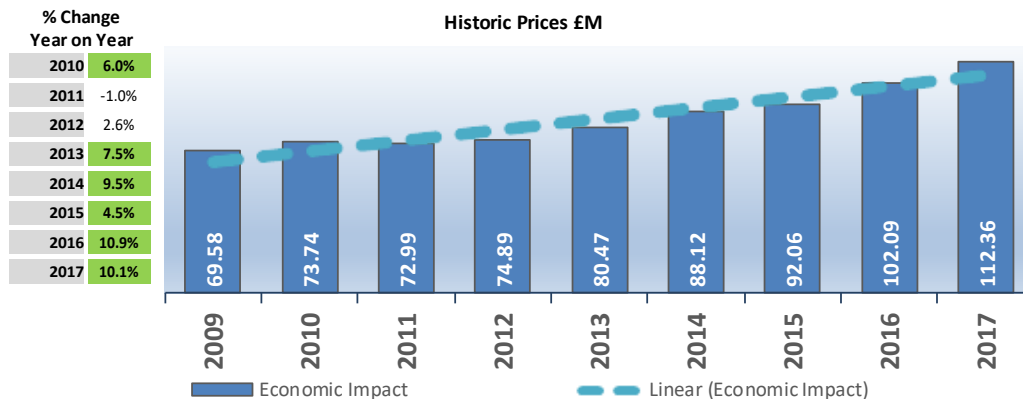
Historic Prices

STAYING VISITOR

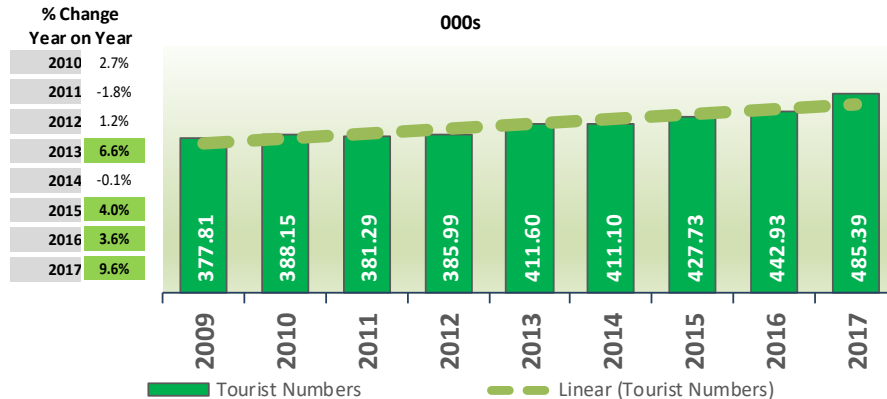
KEY MEASURES

Historic Prices

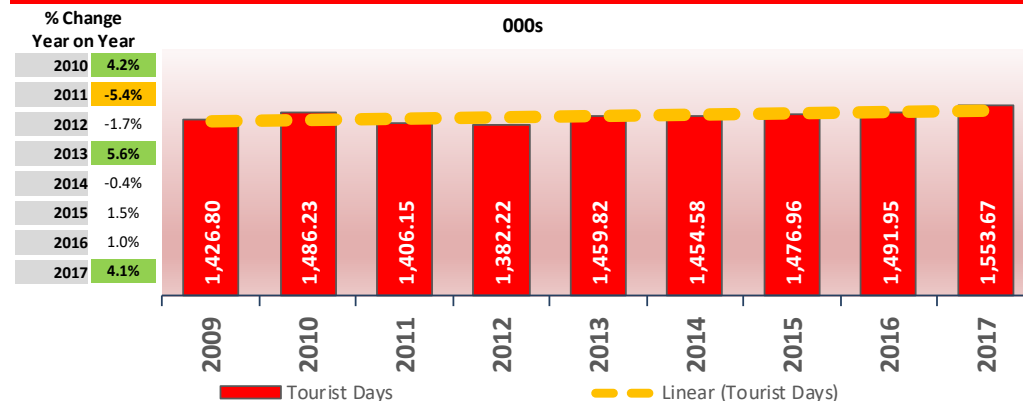
Economic Impact - Historic Prices - Staying Visitor



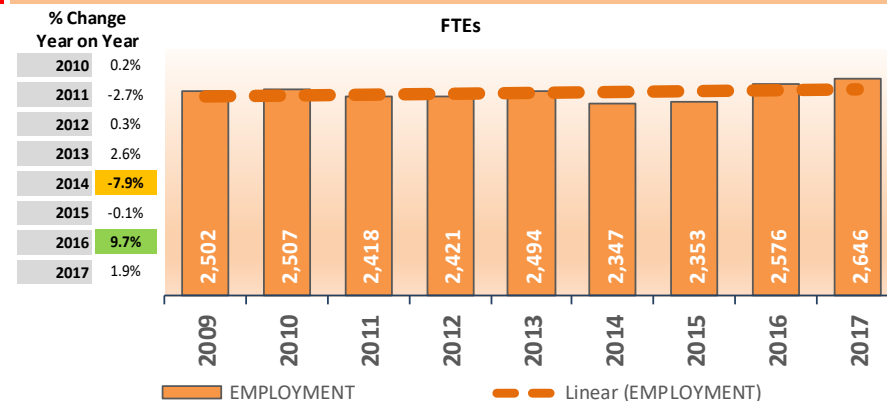
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



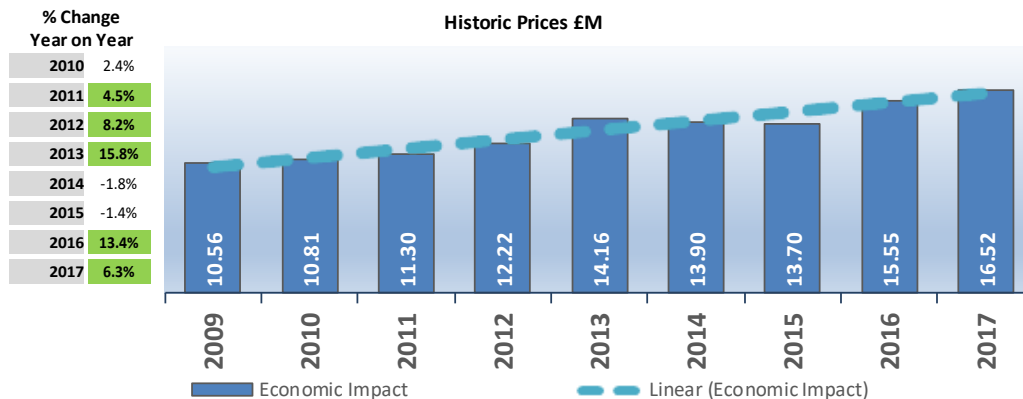
Direct Employment Supported - Staying Visitor



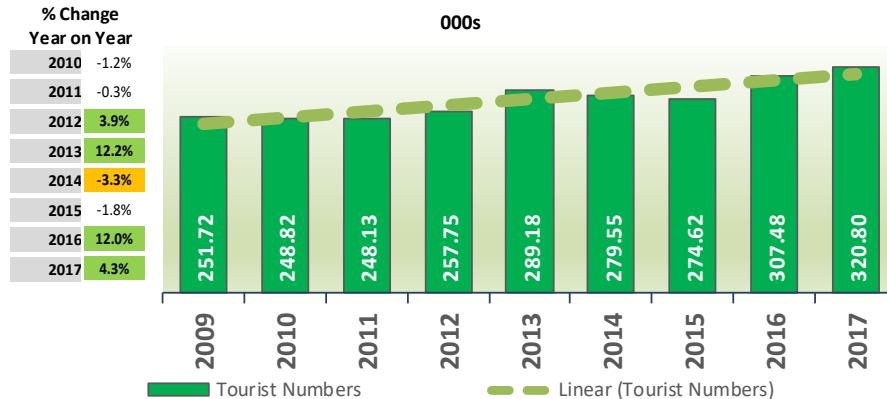
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		6.0%	4.9%	7.6%	15.6%	26.6%	32.3%	46.7%	61.5%
Visitor Numbers		2.7%	0.9%	2.2%	8.9%	8.8%	13.2%	17.2%	28.5%
Visitor Days		4.2%	-1.4%	-3.1%	2.3%	1.9%	3.5%	4.6%	8.9%
Direct Employment		0.2%	-3.3%	-3.2%	-0.3%	-6.2%	-5.9%	3.0%	5.8%

"Linear" = Linear Trendline

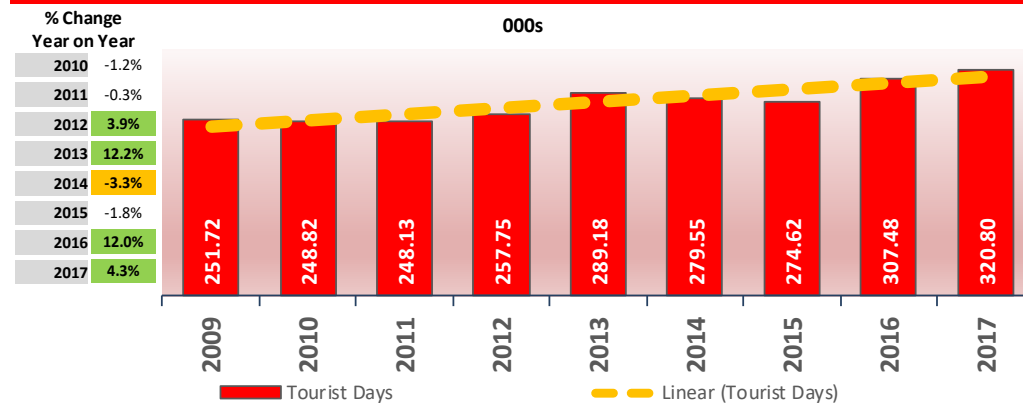
Economic Impact - Historic Prices - Day Visitor



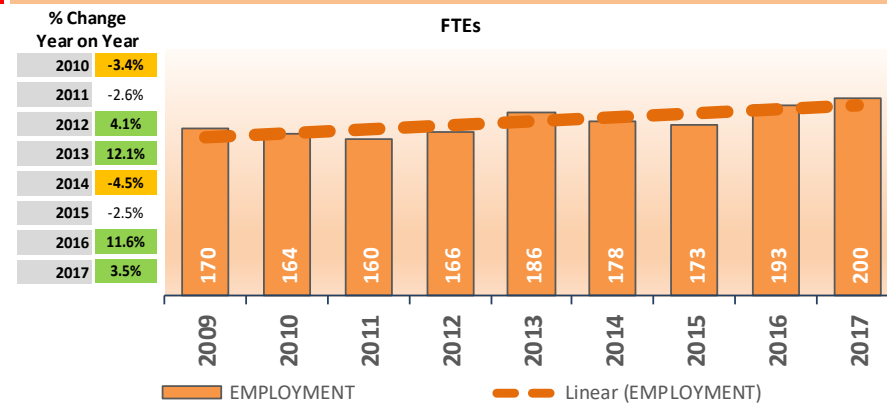
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		2.4%	7.0%	15.8%	34.1%	31.6%	29.8%	47.3%	56.5%
Visitor Numbers		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%
Visitor Days		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%
Direct Employment		-3.4%	-6.0%	-2.1%	9.8%	4.8%	2.2%	14.0%	18.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2017

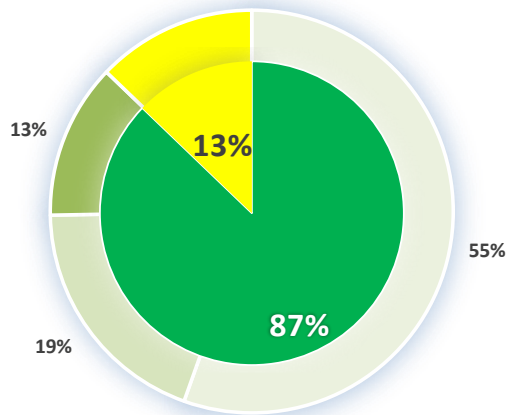
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2017 - M - Share of Total

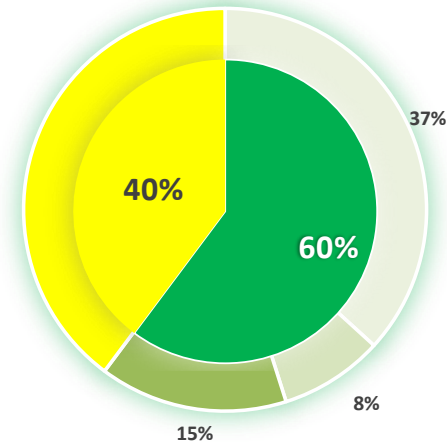
TOTAL
£128.88m

	£M
Serviced	71.47
Non-Serviced	24.82
SFR	16.07
Staying Visitor	112.36
Day Visitor	16.52
Total	128.88



TOTAL
0.81m

	M
Serviced	0.30
Non-Serviced	0.07
SFR	0.12
Staying Visitor	0.49
Day Visitor	0.32
Total	0.81

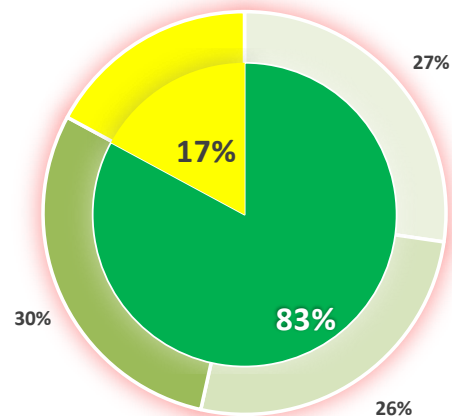


Visitor Days - 2017 - M - Share of Total

Direct Employment Supported - 2017 - FTEs - Share of Total

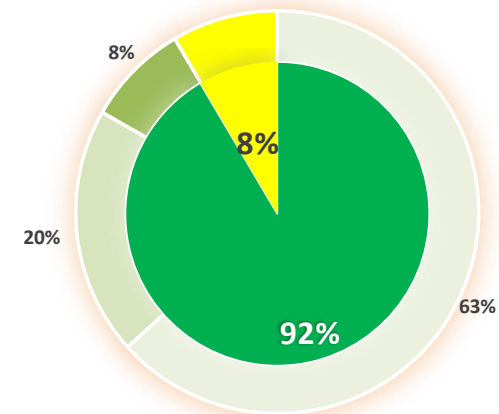
TOTAL
1.87m

	M
Serviced	0.51
Non-Serviced	0.49
SFR	0.55
Staying Visitor	1.55
Day Visitor	0.32
Total	1.87



TOTAL
2,361 Direct FTEs
2,846 Total FTEs

	FTEs
Serviced	1,495
Non-Serviced	470
SFR	195
Staying Visitor	2,160
Day Visitor	200
Total	2,361



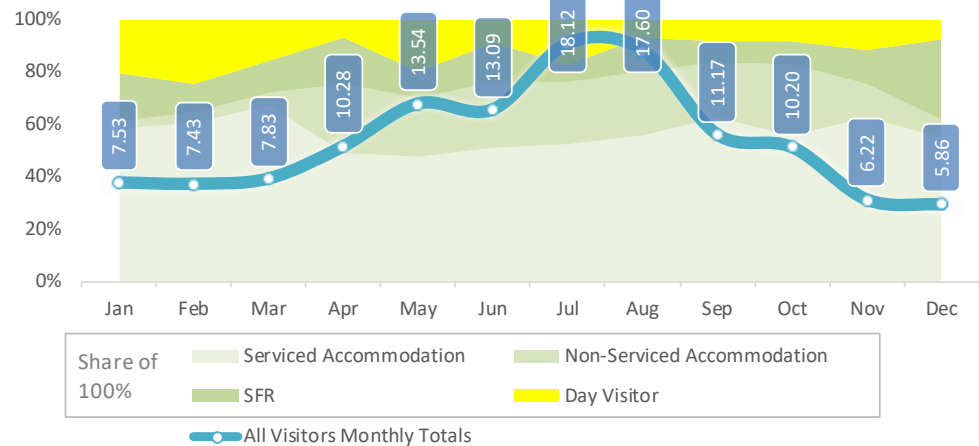
STEAM FINAL TREND REPORT FOR 2009-2017

MORAY SPEYSIDE

2017	TOTAL	DISTRIBUTION BY MONTH
Historic Prices		Historic Prices

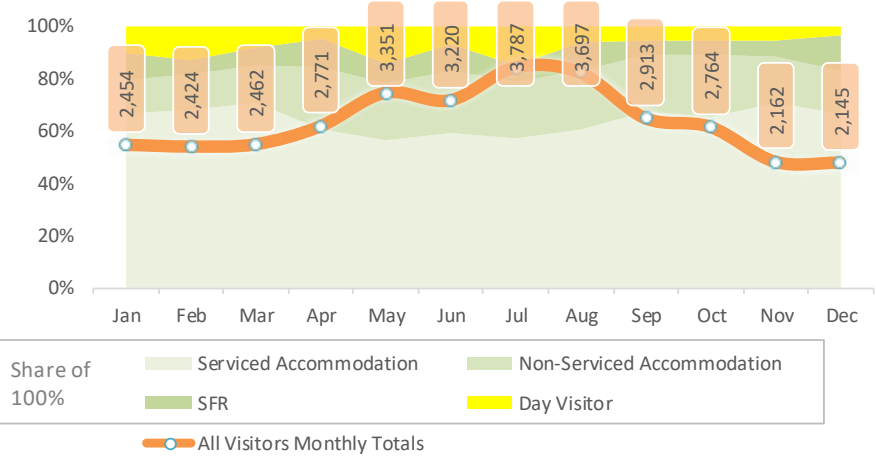
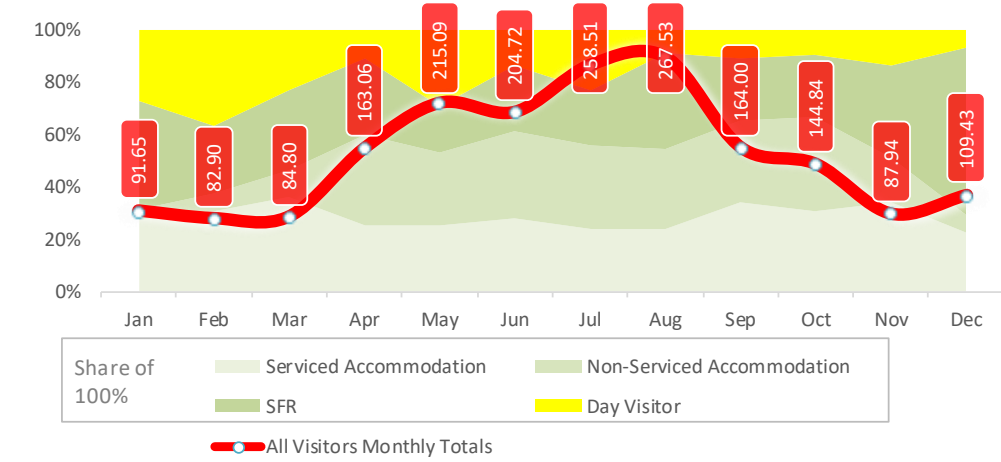
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

Visitor Numbers - 2017 - 000s - Distribution of Impact by Month



Visitor Days - 2017 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2017 - FTEs - Distribution of Impact by Month



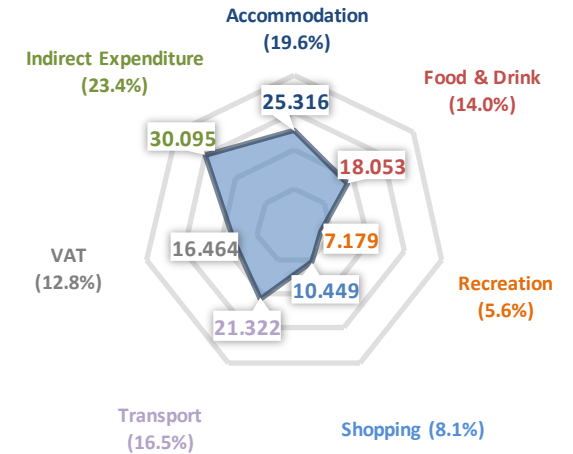
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Report Prepared by: Alison Tipler. Date of Issue: 04/07/18

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

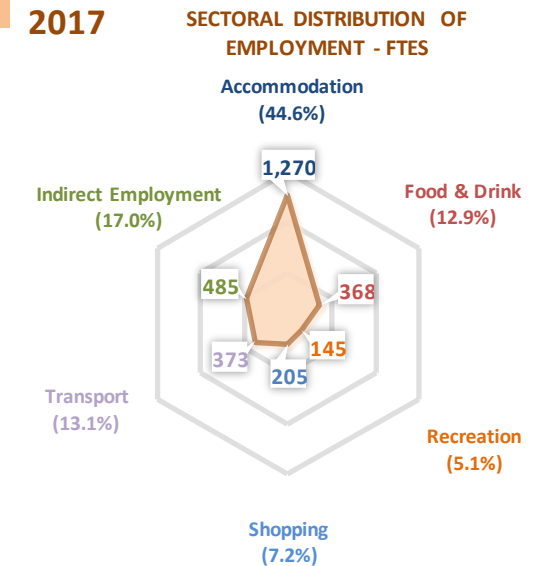
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation £M	15.62	15.67	14.82	15.25	16.17	17.53	20.05	22.18	25.32
Food & Drink £M	11.54	12.00	11.91	12.54	13.88	14.88	14.86	16.55	18.05
Recreation £M	5.069	5.221	5.227	5.529	6.133	6.128	6.200	6.650	7.179
Shopping £M	6.847	7.118	7.032	7.298	8.048	8.679	8.709	9.699	10.45
Transport £M	13.96	14.67	14.50	14.74	15.89	17.63	17.48	19.99	21.32
Direct Revenue £M	53.04	54.67	53.50	55.36	60.12	64.85	67.29	75.07	82.32
VAT £M	7.956	9.568	10.70	11.07	12.02	12.97	13.46	15.01	16.46
Direct Expenditure £M	61.00	64.24	64.19	66.43	72.15	77.82	80.75	90.09	98.78
Indirect Expenditure £M	19.14	20.31	20.09	20.68	22.48	24.20	25.01	27.55	30.10
TOTAL £M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88

2017 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation FTEs	1,354	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270
Food & Drink FTEs	298	299	282	286	306	320	316	346	368
Recreation FTEs	130	129	123	125	134	131	131	138	145
Shopping FTEs	170	171	160	160	171	179	178	195	205
Transport FTEs	310	314	295	288	301	325	319	359	373
Direct Employment FTEs	2,263	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361
Indirect Employment FTEs	409	409	377	373	393	412	421	456	485
TOTAL FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846



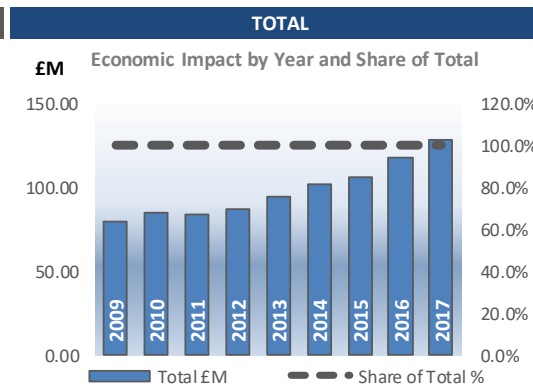
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2017

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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2009 to 2017		42.2%	56.7%	50.4%	77.3%	76.5%	73.7%	60.4%	53.0%	64.1%	60.6%	42.8%	63.9%	60.8%	Annual Change	49.5%	75.7%	58.4%	56.0%	
% Change 2016 to 2017		39.7%	16.1%	-1.8%	23.0%	10.7%	7.4%	6.6%	4.7%	8.1%	5.5%	18.1%	-2.8%	9.6%	Annual Change	15.3%	12.6%	6.2%	6.3%	
Average Annual Change		5.3%	7.1%	6.3%	9.7%	9.6%	9.2%	7.6%	6.6%	8.0%	7.6%	5.4%	8.0%	7.6%	Annual Change	6.2%	9.5%	7.3%	7.0%	
2009	£M	5.294	4.742	5.207	5.800	7.671	7.537	11.29	11.50	6.806	6.355	4.356	3.575	80.14		15.24	21.01	29.60	14.29	
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	5.5%	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	

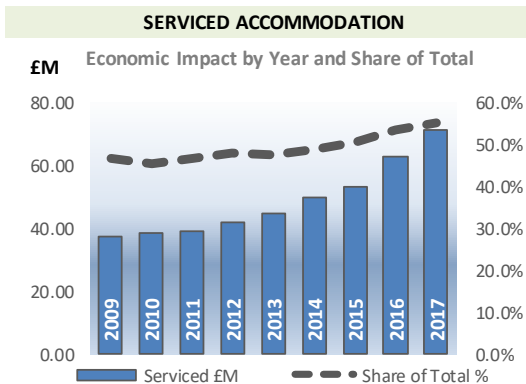
ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Total	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%									
Change in Share from 2009	%									
Avg Ann. Change in Share	%									



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2017		53.4%	74.4%	115.6%	112.4%	112.0%	127.5%	84.0%	100.6%	99.4%	83.0%	35.2%	100.1%	91.0%	Annual Change	79.5%	117.5%	94.0%	68.5%	
% Change 2016 to 2017		67.0%	23.6%	5.4%	28.6%	15.2%	13.8%	6.7%	9.3%	11.4%	9.3%	15.8%	-8.5%	13.6%		25.7%	18.1%	8.9%	5.9%	
Average Annual Change		6.7%	9.3%	14.5%	14.0%	14.0%	15.9%	10.5%	12.6%	12.4%	10.4%	4.4%	12.5%	11.4%		9.9%	14.7%	11.7%	8.6%	
2009		£M	2.873	2.587	2.440	2.378	3.050	2.911	5.144	4.915	3.510	3.122	2.878	1.611		37.42	7.901	8.340	13.57	7.612
2010		£M	2.402	2.164	3.633	2.773	3.704	3.601	5.299	5.050	3.577	3.136	1.790	1.196	38.32	2.4%	8.199	10.08	13.93	6.122
2011		£M	1.850	2.883	3.363	2.882	3.050	3.324	4.984	5.078	3.537	3.650	2.599	2.095	39.29	2.5%	8.096	9.256	13.60	8.344
2012		£M	3.390	3.060	3.893	2.936	2.679	3.571	5.432	5.520	3.984	3.181	2.212	1.878	41.74	6.2%	10.34	9.185	14.94	7.271
2013		£M	3.449	3.233	4.707	3.104	2.995	3.735	6.232	6.199	4.287	3.452	2.115	1.570	45.08	8.0%	11.39	9.835	16.72	7.136
2014		£M	2.908	3.319	3.885	3.304	4.344	4.447	6.472	7.052	4.828	3.922	2.939	2.608	50.03	11.0%	10.11	12.10	18.35	9.468
2015		£M	3.499	3.791	4.194	3.642	4.953	4.426	6.707	6.712	4.616	4.630	3.383	2.821	53.38	6.7%	11.48	13.02	18.03	10.83
2016		£M	2.640	3.650	4.991	3.928	5.615	5.817	8.869	9.018	6.280	5.229	3.362	3.523	62.92	17.9%	11.28	15.36	24.17	12.11
2017		£M	4.408	4.511	5.263	5.051	6.468	6.622	9.462	9.859	6.999	5.715	3.891	3.224	71.47	13.6%	14.18	18.14	26.32	12.83

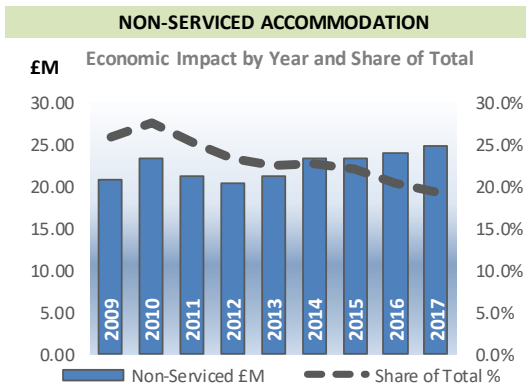
ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Serviced	£M	37.42	38.32	39.29	41.74	45.08	50.03	53.38	62.92	71.47
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88
Share of Total	%	46.7%	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%
Annual Change in Share	%		-2.9%	2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%
Change in Share from 2009	%		-2.9%	-0.2%	2.6%	2.0%	5.0%	8.1%	14.5%	18.8%
Avg Ann. Change in Share	%		-2.9%	-0.1%	0.9%	0.5%	1.0%	1.3%	2.1%	2.3%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Annual Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2017		-49.2%	-22.2%	-2.4%	52.8%	14.4%	32.0%	11.7%	8.5%	3.0%	37.0%	184.0%	17.8%	19.5%			-23.1%	30.7%	8.5%	50.5%	
% Change 2016 to 2017		-22.1%	-3.4%	-22.9%	22.8%	2.5%	-0.5%	0.8%	-2.1%	0.0%	1.9%	69.0%	93.9%	3.7%			-17.2%	6.6%	-0.5%	16.9%	
Average Annual Change		-6.1%	-2.8%	-0.3%	6.6%	1.8%	4.0%	1.5%	1.1%	0.4%	4.6%	23.0%	2.2%	2.4%			-2.9%	3.8%	1.1%	6.3%	
2009	£M	0.337	0.360	0.407	1.773	2.620	2.547	3.886	3.952	2.282	1.993	0.282	0.331	20.77			1.104	6.939	10.12	2.605	
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	12.4%			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

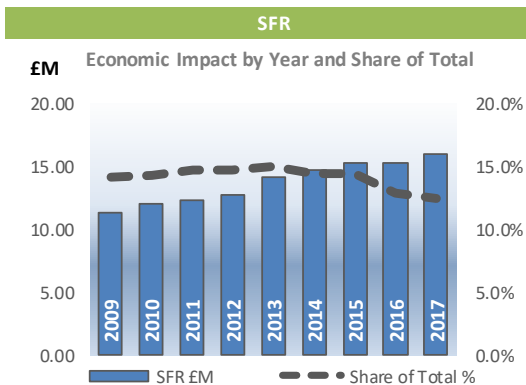
ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Non-Serviced	£M	20.77	23.35	21.30	20.37	21.24	23.31	23.41	23.93	24.82
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88
Share of Total	%	25.9%	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%
Annual Change in Share	%		6.6%	-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%
Change in Share from 2009	%		6.6%	-2.5%	-9.8%	-13.4%	-11.8%	-14.6%	-21.5%	-25.7%
Avg Ann. Change in Share	%		6.6%	-1.2%	-3.3%	-3.3%	-2.4%	-2.4%	-3.1%	-3.2%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY	SFR												TOTAL	% Change							
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																				
Less than 3% change	Q1			Q2			Q3			Q4											
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						Q1	Q2	Q3	Q4
% Change 2009 to 2017	29.5%	34.7%	45.0%	51.5%	42.0%	47.3%	37.2%	37.9%	39.7%	43.9%	39.9%	41.7%	41.0%					35.2%	47.2%	38.0%	41.9%
% Change 2016 to 2017	16.3%	9.4%	0.3%	10.8%	4.9%	4.8%	2.1%	1.9%	3.9%	3.7%	10.7%	1.3%	5.4%					9.3%	6.8%	2.4%	3.9%
Average Annual Change	3.7%	4.3%	5.6%	6.4%	5.3%	5.9%	4.6%	4.7%	5.0%	5.5%	5.0%	5.2%	5.1%					4.4%	5.9%	4.8%	5.2%
2009	£M	1.091	0.592	0.657	1.170	0.978	1.278	0.921	1.627	0.647	0.609	0.561	1.263	11.39				2.341	3.426	3.195	2.433
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	5.9%			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

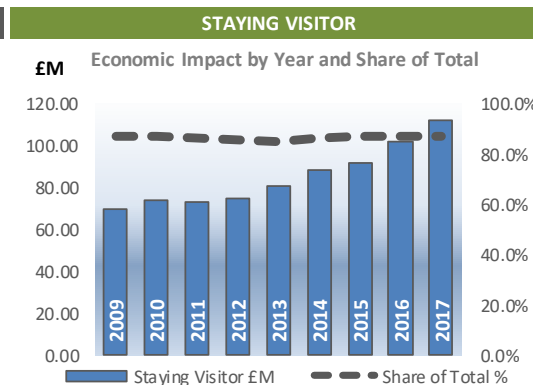
ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
SFR	£M	11.39	12.07	12.40	12.78	14.15	14.78	15.27	15.25	16.07
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88
Share of Total	%	14.2%	14.3%	14.7%	14.7%	15.0%	14.4%	13.0%	12.5%	
Annual Change in Share	%		0.4%	3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%
Change in Share from 2009	%		0.4%	3.4%	3.2%	5.2%	1.9%	1.6%	-8.9%	-12.3%
Avg Ann. Change in Share	%		0.4%	1.7%	1.1%	1.3%	0.4%	0.3%	-1.3%	-1.5%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2017		39.3%	57.9%	88.7%	79.2%	63.3%	76.2%	51.4%	56.2%	59.2%	62.9%	47.2%	68.6%	61.5%	Annual Change		60.4%	72.4%	55.1%	59.7%	
% Change 2016 to 2017		47.1%	19.7%	2.4%	23.3%	10.0%	7.9%	4.5%	5.1%	7.9%	6.5%	20.5%	-1.6%	10.1%			19.7%	12.8%	5.6%	7.5%	
Average Annual Change		4.9%	7.2%	11.1%	9.9%	7.9%	9.5%	6.4%	7.0%	7.4%	7.9%	5.9%	8.6%	7.7%			7.5%	9.1%	6.9%	7.5%	
2009	£M	4.301	3.539	3.505	5.321	6.648	6.736	9.951	10.49	6.439	5.724	3.721	3.205	69.58			11.35	18.71	26.88	12.65	
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	6.0%			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	-1.0%			11.58	21.25	26.22	13.94
2012	£M	4.875	4.074	5.146	6.183	6.147	8.017	9.704	10.82	7.127	5.766	3.273	3.758	74.89	2.6%			14.10	20.35	27.65	12.80
2013	£M	4.908	4.231	6.423	6.821	6.845	8.216	11.12	11.93	7.423	6.095	3.147	3.315	80.47	7.5%			15.56	21.88	30.47	12.56
2014	£M	4.478	4.590	5.191	7.029	8.813	9.127	11.54	13.47	8.061	6.983	4.127	4.710	88.12	9.5%			14.26	24.97	33.08	15.82
2015	£M	5.218	4.981	5.691	7.356	9.054	9.203	11.69	12.83	8.122	7.966	4.738	5.203	92.06	4.5%			15.89	25.61	32.65	17.91
2016	£M	4.074	4.669	6.457	7.734	9.864	10.99	14.41	15.60	9.501	8.754	4.543	5.491	102.09	10.9%			15.20	28.59	39.51	18.79
2017	£M	5.991	5.589	6.613	9.534	10.85	11.87	15.07	16.39	10.25	9.322	5.475	5.403	112.36	10.1%			18.19	32.25	41.71	20.20

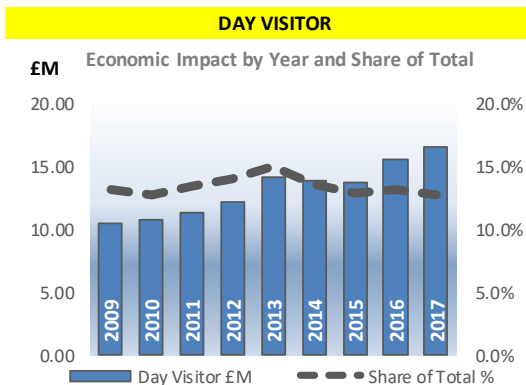
ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Staying Visitor	£M	69.58	73.74	72.99	74.89	80.47	88.12	92.06	102.09	112.36
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88
Share of Total	%	86.8%	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%
Annual Change in Share	%		0.4%	-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%
Change in Share from 2009	%		0.4%	-0.3%	-1.0%	-2.1%	-0.5%	0.2%	0.0%	0.4%
Avg Ann. Change in Share	%		0.4%	-0.1%	-0.3%	-0.5%	-0.1%	0.0%	0.0%	0.1%



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2017		55.0%	53.3%	-28.4%	56.5%	162.1%	52.8%	127.2%	19.8%	150.6%	39.7%	17.4%	22.8%	56.5%	Annual Change	18.0%	102.2%	90.5%	27.2%	
% Change 2016 to 2017		16.9%	6.5%	-19.9%	20.1%	13.7%	2.3%	18.3%	0.2%	10.2%	-3.5%	3.1%	-15.3%	6.3%		0.7%	11.4%	12.1%	-4.2%	
Average Annual Change		6.9%	6.7%	-3.6%	7.1%	20.3%	6.6%	15.9%	2.5%	18.8%	5.0%	2.2%	2.9%	7.1%		2.3%	12.8%	11.3%	3.4%	
2009		£M	0.993	1.202	1.702	0.479	1.024	0.801	1.344	1.011	0.366	0.631	0.636	0.370		10.56	3.897	2.304	2.721	1.636
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	2.4%	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

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Day Visitor	£M	10.56	10.81	11.30	12.22	14.16	13.90	13.70	15.55	16.52
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88
Share of Total	%	13.2%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%
Annual Change in Share	%		-2.9%	4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%
Change in Share from 2009	%		-2.9%	1.7%	6.5%	13.6%	3.4%	-1.6%	0.3%	-2.7%
Avg Ann. Change in Share	%		-2.9%	0.9%	2.2%	3.4%	0.7%	-0.3%	0.0%	-0.3%



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Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2017

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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
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 2009 to 2017		19.8%	13.8%	-17.0%	30.1%	62.9%	35.2%	49.2%	16.4%	49.6%	22.8%	8.9%	18.2%	28.1%	Annual Change	3.5%	44.8%	37.0%	17.1%
% Change 2016 to 2017		28.2%	10.0%	-10.3%	21.3%	10.2%	11.0%	9.8%	-0.7%	6.9%	4.9%	9.5%	-8.9%	7.4%		7.6%	12.9%	5.5%	1.8%
Average Annual Change		2.5%	1.7%	-2.1%	3.8%	7.9%	4.4%	6.2%	2.1%	6.2%	2.9%	1.1%	2.3%	3.5%		0.4%	5.6%	4.6%	2.1%
2009	000s	41.6	43.7	55.0	46.0	69.2	60.3	78.2	74.4	45.8	46.6	36.3	32.4	629.5		140.4	175.5	198.4	115.3
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	1.2%	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

VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Total	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2
Share of Total	%	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 2009	%									
Avg Ann. Change in Share	%									



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
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 2009 to 2017		42.5%	9.7%	49.9%	52.3%	55.6%	77.8%	52.2%	61.3%	70.9%	37.1%	16.4%	45.6%	50.7%	Annual Change	33.7%	62.7%	61.0%	32.0%	
% Change 2016 to 2017		94.4%	34.2%	6.2%	36.4%	16.2%	32.3%	7.4%	3.2%	12.7%	11.4%	14.1%	-16.1%	15.2%		33.9%	27.0%	7.5%	3.7%	
Average Annual Change		5.3%	1.2%	6.2%	6.5%	6.9%	9.7%	6.5%	7.7%	8.9%	4.6%	2.1%	5.7%	6.3%		4.2%	7.8%	7.6%	4.0%	
2009	000s	9.9	11.2	11.3	14.4	20.1	19.3	24.4	23.5	20.5	18.2	14.3	9.5	196.6		32.4	53.8	68.4	42.0	
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	0.9%	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	

VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Serviced	000s	196.6	198.3	204.9	211.4	228.7	223.8	238.3	257.2	296.4
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2
Share of Total	%	31.2%	31.1%	32.6%	32.8%	32.6%	32.4%	33.9%	34.3%	36.8%
Annual Change in Share	%		-0.3%	4.6%	0.9%	-0.6%	-0.7%	4.7%	1.0%	7.3%
Change in Share from 2009	%		-0.3%	4.2%	5.1%	4.5%	3.7%	8.6%	9.7%	17.7%
Avg Ann. Change in Share	%		-0.3%	2.1%	1.7%	1.1%	0.7%	1.4%	1.4%	2.2%

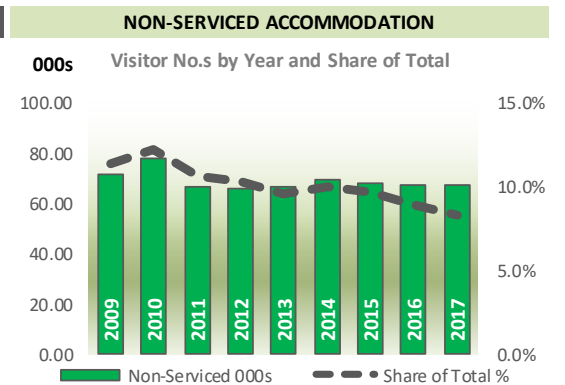


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**STEAM FINAL TREND REPORT FOR 2009-2017
MORAY SPEYSIDE**

2009 to 2017														NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION												TOTAL					
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		-66.2%	-38.2%	-29.0%	13.3%	-11.4%	-1.2%	-10.5%	-17.3%	-19.5%	20.5%	95.4%	15.5%	-6.1%	Annual Change	-42.1%	-1.3%	-15.1%	28.9%
% Change 2016 to 2017		-27.0%	-9.4%	-27.8%	17.3%	-3.4%	-4.5%	-0.8%	-10.0%	-12.2%	12.3%	47.0%	113.7%	0.1%	Annual Change	-21.3%	1.9%	-6.9%	24.0%
Average Annual Change		-8.3%	-4.8%	-3.6%	1.7%	-1.4%	-0.2%	-1.3%	-2.2%	-2.4%	2.6%	11.9%	1.9%	-0.8%	Annual Change	-5.3%	-0.2%	-1.9%	3.6%
2009	000s	1.1	1.6	1.6	6.9	10.0	8.4	12.8	11.8	7.8	7.1	1.1	1.1	71.5		4.3	25.3	32.4	9.4
2010	000s	1.7	2.1	3.0	7.8	10.6	10.9	10.8	11.2	8.5	7.6	2.3	1.5	78.0	9.0%	6.7	29.3	30.6	11.4
2011	000s	0.7	1.4	1.2	8.5	9.1	8.8	10.9	10.1	7.3	6.4	1.3	0.9	66.8	-14.4%	3.3	26.4	28.3	8.7
2012	000s	0.8	1.5	1.4	9.0	8.1	9.0	9.6	10.1	8.0	5.7	1.6	1.3	66.1	-1.0%	3.7	26.1	27.7	8.6
2013	000s	0.5	1.1	2.6	8.6	8.1	8.9	10.9	11.1	6.9	5.8	1.3	1.1	66.9	1.2%	4.2	25.7	28.9	8.2
2014	000s	0.7	1.8	1.5	8.3	9.5	8.7	10.4	12.1	6.6	6.7	1.3	1.5	69.2	3.5%	4.0	26.5	29.1	9.5
2015	000s	0.6	1.4	1.8	7.1	8.7	8.4	9.7	11.7	7.6	7.7	1.7	1.8	68.1	-1.6%	3.8	24.2	29.0	11.1
2016	000s	0.5	1.1	1.6	6.7	9.2	8.6	11.6	10.8	7.2	7.7	1.5	0.6	67.1	-1.4%	3.2	24.5	29.6	9.8
2017	000s	0.4	1.0	1.1	7.8	8.9	8.2	11.5	9.7	6.3	8.6	2.2	1.3	67.2	0.1%	2.5	25.0	27.5	12.1

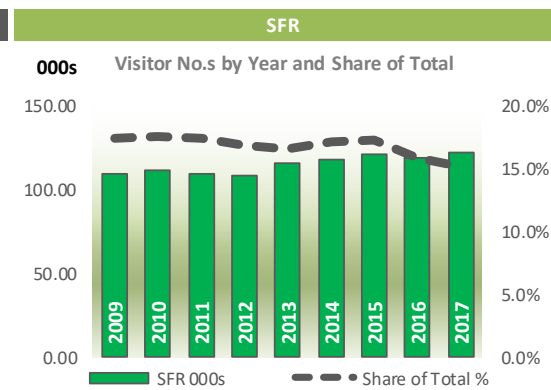
VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Non-Serviced	000s	71.5	78.0	66.8	66.1	66.9	69.2	68.1	67.1	67.2
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2
Share of Total	%	11.4%	12.2%	10.6%	10.3%	9.5%	10.0%	9.7%	8.9%	8.3%
Annual Change in Share	%		7.8%	-13.3%	-3.2%	-7.0%	5.0%	-3.2%	-7.8%	-6.8%
Change in Share from 2009	%		7.8%	-6.6%	-9.6%	-16.0%	-11.8%	-14.7%	-21.3%	-26.6%
Avg Ann. Change in Share	%		7.8%	-3.3%	-3.2%	-4.0%	-2.4%	-2.4%	-3.0%	-3.3%



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	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																	
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 2009 to 2017		2.0%	6.2%	14.3%	19.4%	11.9%	16.1%	8.1%	8.7%	10.1%	13.4%	10.2%	11.7%	11.1%	Annual Change	6.8%	16.0%	8.9%	11.8%
% Change 2016 to 2017		13.4%	6.6%	-2.3%	8.0%	2.2%	2.1%	-0.5%	-0.7%	1.2%	1.1%	7.9%	-1.3%	2.7%		6.2%	4.3%	-0.1%	1.5%
Average Annual Change		0.3%	0.8%	1.8%	2.4%	1.5%	2.0%	1.0%	1.1%	1.3%	1.7%	1.3%	1.5%	1.4%		0.8%	2.0%	1.1%	1.5%
2009	000s	9.9	5.9	6.7	10.3	8.6	8.8	7.4	13.9	8.4	8.1	7.6	14.1	109.6		22.4	27.7	29.7	29.8
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	2.0%	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

VISITOR NUMBERS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
SFR 000s	109.6	111.8	109.6	108.5	116.0	118.1	121.3	118.6	121.8
All Visitor Types 000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2
Share of Total %	17.4%	17.6%	17.4%	16.9%	16.6%	17.1%	17.3%	15.8%	15.1%
Annual Change in Share %		0.8%	-0.8%	-3.2%	-1.8%	3.3%	1.0%	-8.5%	-4.4%
Change in Share from 2009 %		0.8%	0.0%	-3.2%	-4.9%	-1.8%	-0.8%	-9.3%	-13.3%
Avg Ann. Change in Share %		0.8%	0.0%	-1.1%	-1.2%	-0.4%	-0.1%	-1.3%	-1.7%



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		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																		
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 2009 to 2017		17.5%	4.4%	31.3%	33.1%	28.6%	44.8%	26.9%	27.6%	37.7%	27.8%	18.3%	24.9%	28.5%	Annual Change	17.9%	35.4%	30.2%	24.2%	
% Change 2016 to 2017		47.4%	21.2%	1.5%	23.2%	9.4%	18.4%	4.5%	0.0%	6.7%	9.1%	14.2%	-6.6%	9.6%	20.1%	16.4%	3.4%	5.0%		
Average Annual Change		2.2%	0.6%	3.9%	4.1%	3.6%	5.6%	3.4%	3.5%	4.7%	3.5%	2.3%	3.1%	3.6%	2.2%	4.4%	3.8%	3.0%		
2009	000s	20.9	18.7	19.6	31.7	38.7	36.5	44.7	49.2	36.6	33.5	23.0	24.7	377.8		59.1	106.9	130.6	81.2	
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	2.7%	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	

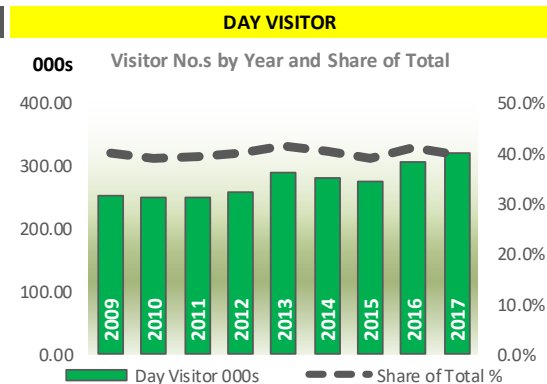
VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Staying Visitor	000s	377.8	388.2	381.3	386.0	411.6	411.1	427.7	442.9	485.4
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2
Share of Total	%	60.0%	60.9%	60.6%	60.0%	58.7%	59.5%	60.9%	59.0%	60.2%
Annual Change in Share	%		1.5%	-0.6%	-1.0%	-2.0%	1.3%	2.3%	-3.1%	2.0%
Change in Share from 2009	%		1.5%	0.9%	-0.1%	-2.1%	-0.8%	1.5%	-1.6%	0.3%
Avg Ann. Change in Share	%		1.5%	0.5%	0.0%	-0.5%	-0.2%	0.2%	-0.2%	0.0%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
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 2009 to 2017		22.2%	20.8%	-43.6%	23.4%	106.6%	20.4%	79.1%	-5.6%	97.5%	10.1%	-7.5%	-3.2%	27.4%	Annual Change	-7.0%	59.3%	50.1%	0.3%	
% Change 2016 to 2017		13.9%	3.8%	-21.9%	17.0%	10.8%	-0.3%	15.3%	-2.4%	7.4%	-5.9%	0.5%	-17.4%	4.3%	-1.9%	8.5%	9.2%	-6.6%		
Average Annual Change		2.8%	2.6%	-5.4%	2.9%	13.3%	2.6%	9.9%	-0.7%	12.2%	1.3%	-0.9%	-0.4%	3.4%	-0.9%	7.4%	6.3%	0.0%		
2009	000s	20.7	25.1	35.5	14.3	30.5	23.8	33.5	25.2	9.1	13.2	13.3	7.7	251.7		81.2	68.6	67.8	34.1	
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	-1.2%	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	

VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Day Visitor	000s	251.7	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2
Share of Total	%	40.0%	39.1%	39.4%	40.0%	41.3%	40.5%	39.1%	41.0%	39.8%
Annual Change in Share	%		-2.3%	0.9%	1.6%	3.1%	-1.9%	-3.4%	4.8%	-2.9%
Change in Share from 2009	%		-2.3%	-1.4%	0.1%	3.2%	1.2%	-2.2%	2.5%	-0.5%
Avg Ann. Change in Share	%		-2.3%	-0.7%	0.0%	0.8%	0.2%	-0.4%	0.4%	-0.1%



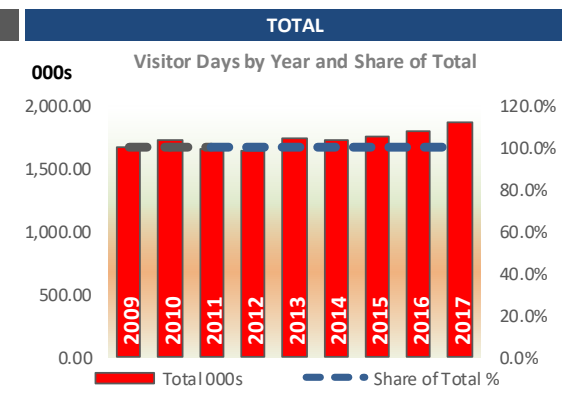
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Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2017

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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2017	-0.2%	5.9%	-7.1%	25.2%	26.3%	19.0%	11.8%	1.9%	11.0%	13.8%	10.5%	13.6%	11.7%		-0.8%	23.4%	7.6%	12.9%	
% Change 2016 to 2017	22.1%	9.2%	-8.9%	17.5%	6.4%	3.8%	1.9%	-1.9%	3.4%	1.5%	15.1%	-3.2%	4.2%		6.3%	8.3%	0.7%	3.0%	
Average Annual Change	0.0%	0.7%	-0.9%	3.2%	3.3%	2.4%	1.5%	0.2%	1.4%	1.7%	1.3%	1.7%	1.5%		-0.1%	2.9%	0.9%	1.6%	
2009	000s	91.9	78.3	91.3	130.2	170.3	172.0	231.2	262.4	147.7	127.3	79.6	96.4	1,678.5		261.5	472.5	641.3	303.2
2010	000s	87.7	76.8	106.8	144.2	182.0	198.8	214.7	254.0	156.4	135.3	76.1	102.2	1,735.1	3.4%	271.4	525.1	625.1	313.6
2011	000s	74.4	80.6	93.7	152.0	165.0	184.1	206.9	239.8	140.2	132.1	78.1	107.2	1,654.3	-4.7%	248.6	501.1	587.0	317.5
2012	000s	89.7	85.0	102.8	136.0	156.2	184.7	205.9	237.5	149.0	119.7	70.4	102.8	1,640.0	-0.9%	277.5	477.0	592.5	293.0
2013	000s	92.1	90.7	127.5	147.5	176.7	185.5	233.7	257.4	154.0	124.3	67.8	91.7	1,749.0	6.6%	310.4	509.7	645.1	283.9
2014	000s	84.3	86.1	89.4	141.3	195.6	186.2	223.7	264.2	149.1	128.9	76.7	108.5	1,734.1	-0.9%	259.8	523.1	637.1	314.1
2015	000s	90.6	82.2	88.2	138.8	190.7	180.9	226.4	249.1	153.8	142.7	88.5	119.6	1,751.6	1.0%	261.0	510.3	629.4	350.9
2016	000s	75.0	75.9	93.1	138.7	202.1	197.2	253.7	272.8	158.6	142.7	76.4	113.0	1,799.4	2.7%	244.0	538.1	685.1	332.1
2017	000s	91.6	82.9	84.8	163.1	215.1	204.7	258.5	267.5	164.0	144.8	87.9	109.4	1,874.5	4.2%	259.4	582.9	690.0	342.2

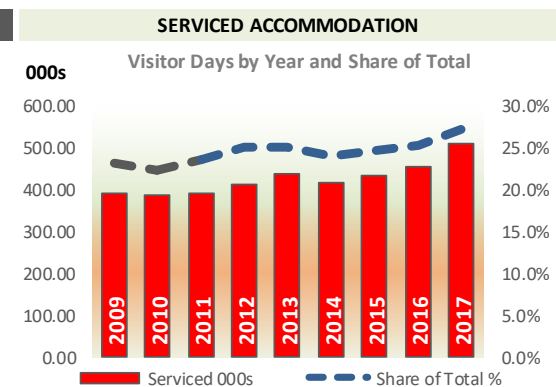
VISITOR DAYS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Total	000s	1,678.5	1,735.1	1,654.3	1,640.0	1,749.0	1,734.1	1,751.6	1,799.4	1,874.5
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%									
Change in Share from 2009	%									
Avg Ann. Change in Share	%									



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2009 to 2017		1.5%	10.4%	40.6%	47.5%	44.3%	50.1%	27.4%	35.9%	43.8%	27.0%	-5.3%	38.9%	31.3%	Annual Change	16.8%	47.3%	35.1%	17.4%
% Change 2016 to 2017		73.2%	26.1%	4.3%	31.7%	17.4%	20.7%	1.9%	3.3%	12.7%	10.4%	13.7%	-15.4%	12.7%		26.6%	22.3%	5.5%	3.5%
Average Annual Change		0.2%	1.3%	5.1%	5.9%	5.5%	6.3%	3.4%	4.5%	5.5%	3.4%	-0.7%	4.9%	3.9%		2.1%	5.9%	4.4%	2.2%
2009	000s	24.3	22.7	21.7	28.1	37.8	37.7	48.0	47.0	38.5	35.0	31.4	17.4	389.6		68.8	103.7	133.4	83.8
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	-0.9%	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

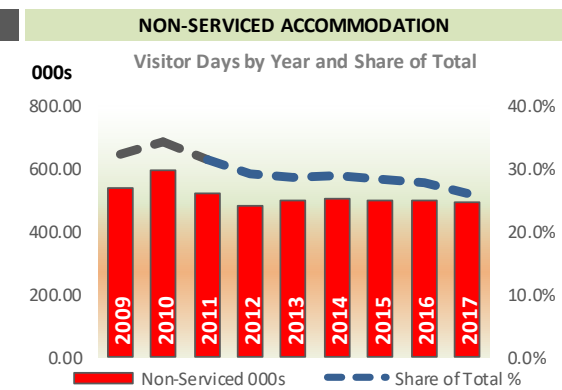
VISITOR DAYS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Serviced	000s	389.6	386.1	390.0	411.9	437.5	416.7	431.7	454.1	511.6
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9
Share of Total	%	23.2%	22.3%	23.6%	25.1%	25.0%	24.0%	24.6%	25.2%	27.3%
Annual Change in Share	%		-4.1%	5.9%	6.5%	-0.4%	-3.9%	2.5%	2.4%	8.2%
Change in Share from 2009	%		-4.1%	1.6%	8.2%	7.8%	3.5%	6.2%	8.7%	17.6%
Avg Ann. Change in Share	%		-4.1%	0.8%	2.7%	1.9%	0.7%	1.0%	1.2%	2.2%



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		NON-SERVICED	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		-61.5%	-41.0%	-26.0%	17.5%	-12.5%	2.8%	-16.6%	-18.1%	-20.4%	5.6%	116.5%	-10.2%	-9.1%	Annual Change	-41.7%	0.9%	-18.1%	15.7%
% Change 2016 to 2017		-27.0%	-9.4%	-27.8%	17.3%	-3.4%	-4.5%	-4.7%	-6.9%	-4.9%	-2.8%	59.2%	82.7%	-1.5%		-22.4%	1.6%	-5.6%	11.3%
Average Annual Change		-7.7%	-5.1%	-3.3%	2.2%	-1.6%	0.3%	-2.1%	-2.3%	-2.5%	0.7%	14.6%	-1.3%	-1.1%		-5.2%	0.1%	-2.3%	2.0%
2009	000s	9.7	10.3	11.7	47.2	68.1	66.1	98.7	100.2	64.3	48.7	7.0	8.2	540.2			31.7	181.4	263.2
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	10.2%	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

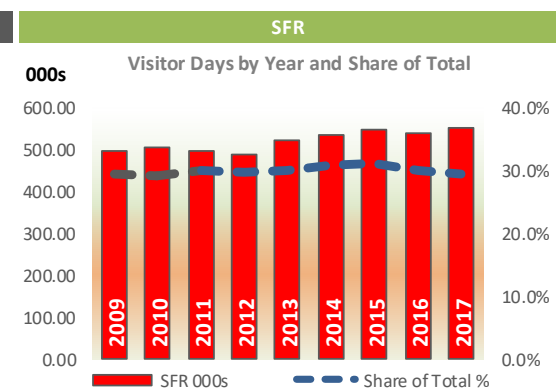
VISITOR DAYS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Non-Serviced	000s	540.2	595.1	520.8	480.1	498.2	502.6	498.4	498.6	491.0
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9
Share of Total	%	32.2%	34.3%	31.5%	29.3%	28.5%	29.0%	28.5%	27.7%	26.2%
Annual Change in Share	%		6.6%	-8.2%	-7.0%	-2.7%	1.7%	-1.8%	-2.6%	-5.5%
Change in Share from 2009	%		6.6%	-2.2%	-9.0%	-11.5%	-9.9%	-11.6%	-13.9%	-18.6%
Avg Ann. Change in Share	%		6.6%	-1.1%	-3.0%	-2.9%	-2.0%	-1.9%	-2.0%	-2.3%



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Annual Change	Q1	Q2	Q3	Q4
% Change 2009 to 2017		2.0%	6.2%	14.3%	19.4%	11.9%	16.1%	8.1%	8.7%	10.1%	13.4%	10.2%	11.7%	10.9%	6.5%	16.0%	8.8%	11.8%	
% Change 2016 to 2017		13.4%	6.6%	-2.3%	8.0%	2.2%	2.1%	-0.5%	-0.7%	1.2%	1.1%	7.9%	-1.3%	2.2%	6.5%	4.1%	-0.2%	1.3%	
Average Annual Change		0.3%	0.8%	1.8%	2.4%	1.5%	2.0%	1.0%	1.1%	1.3%	1.7%	1.3%	1.5%	1.4%	0.8%	2.0%	1.1%	1.5%	
2009	000s	37.2	20.2	22.4	40.6	33.9	44.3	51.0	90.1	35.9	30.4	28.0	63.0	497.0	79.8	118.9	176.9	121.4	
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	1.6%	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

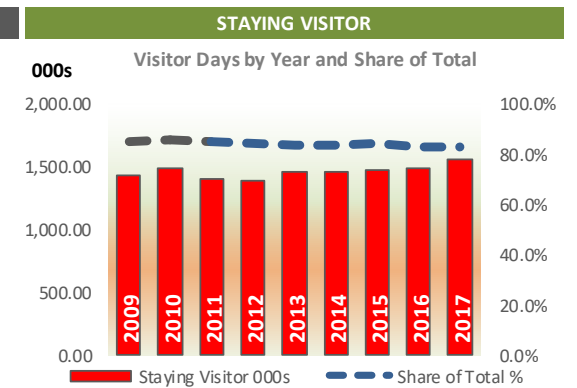
VISITOR DAYS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
SFR 000s	497.0	505.1	495.4	490.2	524.1	535.2	546.9	539.2	551.1
All Visitor Types M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9
Share of Total %	29.6%	29.1%	29.9%	29.9%	30.0%	30.9%	31.2%	30.0%	29.4%
Annual Change in Share %		-1.7%	2.9%	-0.2%	0.2%	3.0%	1.2%	-4.0%	-1.9%
Change in Share from 2009 %		-1.7%	1.1%	1.0%	1.2%	4.3%	5.5%	1.2%	-0.7%
Avg Ann. Change in Share %		-1.7%	0.6%	0.3%	0.3%	0.9%	0.9%	0.2%	-0.1%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN 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 2009 to 2017		-6.8%	-1.2%	16.1%	25.5%	8.8%	18.8%	0.4%	2.7%	5.3%	14.2%	14.1%	15.0%	8.9%	Annual Change		2.0%	17.3%	2.6%	14.5%	
% Change 2016 to 2017		25.6%	12.6%	-4.0%	17.6%	4.7%	4.5%	-1.6%	-1.9%	2.9%	2.4%	17.9%	-1.9%	4.1%	Annual Change		10.0%	8.3%	-0.6%	4.2%	
Average Annual Change		-0.8%	-0.1%	2.0%	3.2%	1.1%	2.4%	0.1%	0.3%	0.7%	1.8%	1.8%	1.9%	1.1%	Annual Change		0.2%	2.2%	0.3%	1.8%	
2009	000s	71.2	53.2	55.8	115.9	139.8	148.1	197.7	237.3	138.6	114.1	66.3	88.7	1,426.8	Annual Change		180.2	403.9	573.6	269.1	
2010	000s	67.4	52.3	72.2	129.1	150.7	173.4	184.3	231.0	147.9	121.6	62.3	94.2	1,486.2	4.2%	Annual Change		191.8	453.2	563.2	278.0
2011	000s	53.9	53.8	62.0	135.3	133.2	157.4	177.1	219.3	131.6	119.1	64.2	99.2	1,406.1	-5.4%	Annual Change		169.8	425.9	527.9	282.5
2012	000s	69.1	54.2	68.7	120.5	122.3	156.7	174.9	217.8	140.2	107.0	58.1	92.7	1,382.2	-1.7%	Annual Change		192.0	399.5	532.9	257.8
2013	000s	68.5	54.9	88.6	132.4	134.3	158.4	196.4	234.2	142.8	110.4	55.8	83.0	1,459.8	5.6%	Annual Change		212.0	425.1	573.5	249.2
2014	000s	62.7	55.8	59.9	124.7	150.2	159.4	183.8	240.6	138.7	114.3	65.1	99.3	1,454.6	-0.4%	Annual Change		178.5	434.3	563.0	278.8
2015	000s	69.4	55.6	64.7	123.8	143.0	156.1	179.7	226.2	140.6	128.4	77.8	111.7	1,477.0	1.5%	Annual Change		189.7	422.9	546.5	317.9
2016	000s	52.8	46.7	67.5	123.7	145.3	168.4	201.7	248.5	141.9	127.3	64.2	104.0	1,492.0	1.0%	Annual Change		167.0	437.4	592.0	295.5
2017	000s	66.4	52.6	64.8	145.5	152.1	176.0	198.6	243.8	146.0	130.4	75.7	102.0	1,553.7	4.1%	Annual Change		183.8	473.6	588.3	308.0

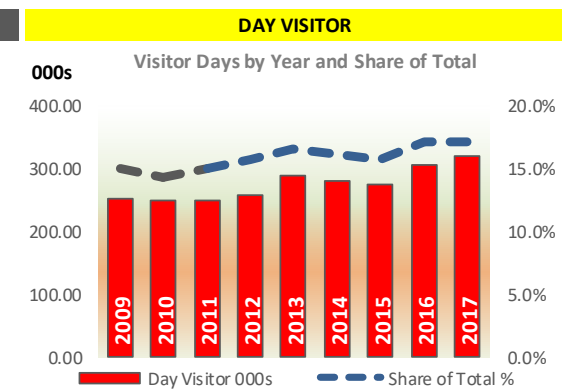
VISITOR DAYS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Staying Visitor	000s	1,426.8	1,486.2	1,406.1	1,382.2	1,459.8	1,454.6	1,477.0	1,492.0	1,553.7
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9
Share of Total	%	85.0%	85.7%	85.0%	84.3%	83.5%	83.9%	84.3%	82.9%	82.9%
Annual Change in Share	%		0.8%	-0.8%	-0.8%	-1.0%	0.5%	0.5%	-1.7%	0.0%
Change in Share from 2009	%		0.8%	0.0%	-0.8%	-1.8%	-1.3%	-0.8%	-2.5%	-2.5%
Avg Ann. Change in Share	%		0.8%	0.0%	-0.3%	-0.5%	-0.3%	-0.1%	-0.4%	-0.3%



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	DAY VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		22.2%	20.8%	-43.6%	23.4%	106.6%	20.4%	79.1%	-5.6%	97.5%	10.1%	-7.5%	-3.2%	27.4%	Annual Change	-7.0%	59.3%	50.1%	0.3%
% Change 2016 to 2017		13.9%	3.8%	-21.9%	17.0%	10.8%	-0.3%	15.3%	-2.4%	7.4%	-5.9%	0.5%	-17.4%	4.3%		-1.9%	8.5%	9.2%	-6.6%
Average Annual Change		2.8%	2.6%	-5.4%	2.9%	13.3%	2.6%	9.9%	-0.7%	12.2%	1.3%	-0.9%	-0.4%	3.4%		-0.9%	7.4%	6.3%	0.0%
2009	000s	20.7	25.1	35.5	14.3	30.5	23.8	33.5	25.2	9.1	13.2	13.3	7.7	251.7		81.2	68.6	67.8	34.1
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	-1.2%	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

VISITOR DAYS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Day Visitor	000s	251.7	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9
Share of Total	%	15.0%	14.3%	15.0%	15.7%	16.5%	16.1%	15.7%	17.1%	17.1%
Annual Change in Share	%		-4.4%	4.6%	4.8%	5.2%	-2.5%	-2.7%	9.0%	0.2%
Change in Share from 2009	%		-4.4%	0.0%	4.8%	10.3%	7.5%	4.5%	13.9%	14.1%
Avg Ann. Change in Share	%		-4.4%	0.0%	1.6%	2.6%	1.5%	0.8%	2.0%	1.8%



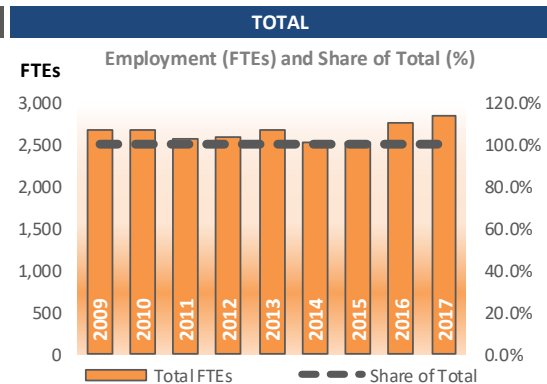
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2017

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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change				
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2017	0.2%	4.6%	0.1%	10.1%	15.4%	11.8%	9.9%	3.2%	9.1%	6.0%	-0.3%	4.5%	6.5%	Annual Change	1.6%	12.5%	7.2%	3.5%
% Change 2016 to 2017	14.2%	5.6%	-2.8%	8.8%	4.5%	1.2%	0.5%	-0.4%	2.5%	0.5%	5.4%	-2.2%	2.8%		5.2%	4.5%	0.7%	1.1%
Average Annual Change	0.0%	0.6%	0.0%	1.3%	1.9%	1.5%	1.2%	0.4%	1.1%	0.7%	0.0%	0.6%	0.8%		0.2%	1.6%	0.9%	0.4%
2009 FTEs	2,450	2,318	2,459	2,518	2,902	2,881	3,446	3,581	2,669	2,608	2,169	2,054	2,671		2,409	2,767	3,232	2,277
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	0.0%	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

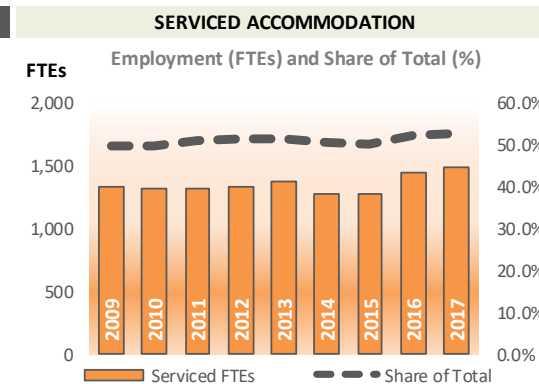
EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %									
Change in Share from 2009 %									
Avg Ann. Change in Share %									



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2009 to 2017		3.8%	8.5%	15.7%	12.0%	17.1%	20.0%	13.6%	19.8%	15.8%	11.5%	1.5%	9.9%	12.5%	Annual Change	9.2%	16.4%	16.4%	7.6%	
% Change 2016 to 2017		14.4%	6.0%	1.1%	6.7%	4.1%	2.5%	-2.3%	0.9%	3.5%	2.3%	3.5%	-2.1%	3.1%		6.7%	4.3%	0.6%	1.3%	
Average Annual Change		0.5%	1.1%	2.0%	1.5%	2.1%	2.5%	1.7%	2.5%	2.0%	1.4%	0.2%	1.2%	1.6%		1.2%	2.1%	2.0%	0.9%	
2009	FTEs	1,357	1,313	1,295	1,240	1,315	1,293	1,483	1,456	1,396	1,340	1,308	1,144	1,329		1,322	1,283	1,445	1,264	
2010	FTEs	1,281	1,247	1,450	1,280	1,378	1,369	1,482	1,452	1,384	1,327	1,169	1,079	1,325	-0.3%	1,326	1,342	1,439	1,192	
2011	FTEs	1,194	1,318	1,383	1,279	1,287	1,316	1,426	1,427	1,358	1,358	1,250	1,175	1,314	-0.8%	1,298	1,294	1,404	1,261	
2012	FTEs	1,374	1,329	1,426	1,263	1,234	1,329	1,560	1,459	1,393	1,301	1,206	1,155	1,336	1.6%	1,376	1,275	1,471	1,220	
2013	FTEs	1,368	1,338	1,502	1,279	1,259	1,335	1,762	1,602	1,414	1,322	1,192	1,123	1,375	2.9%	1,403	1,291	1,593	1,212	
2014	FTEs	1,178	1,230	1,301	1,174	1,306	1,310	1,422	1,471	1,373	1,273	1,169	1,130	1,278	-7.0%	1,237	1,263	1,422	1,191	
2015	FTEs	1,222	1,258	1,310	1,181	1,323	1,276	1,400	1,400	1,311	1,293	1,169	1,121	1,272	-0.5%	1,263	1,260	1,370	1,194	
2016	FTEs	1,232	1,344	1,482	1,302	1,480	1,514	1,726	1,729	1,563	1,461	1,282	1,285	1,450	14.0%	1,353	1,432	1,672	1,343	
2017	FTEs	1,409	1,424	1,498	1,389	1,540	1,552	1,685	1,744	1,617	1,494	1,328	1,257	1,495	3.1%	1,444	1,494	1,682	1,360	

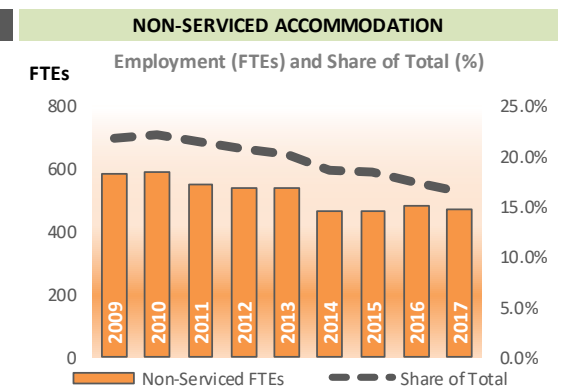
EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Serviced FTEs	1,329	1,325	1,314	1,336	1,375	1,278	1,272	1,450	1,495
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846
Share of Total %	49.7%	49.6%	51.0%	51.6%	51.3%	50.6%	50.3%	52.4%	52.5%
Annual Change in Share %		-0.3%	2.8%	1.3%	-0.7%	-1.3%	-0.6%	4.0%	0.3%
Change in Share from 2009 %		-0.3%	2.5%	3.8%	3.1%	1.8%	1.2%	5.3%	5.6%
Avg Ann. Change in Share %		-0.3%	1.3%	1.3%	0.8%	0.4%	0.2%	0.8%	0.7%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		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					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		-25.0%	-24.0%	-22.2%	-9.7%	-17.4%	-14.1%	-22.3%	-27.6%	-18.9%	-14.5%	-11.6%	-20.6%	-19.1%		-23.7%	-14.0%	-23.3%	-15.4%
% Change 2016 to 2017		-2.1%	-1.3%	-4.2%	4.8%	-0.2%	-4.5%	-4.6%	-5.0%	-3.5%	-4.7%	5.5%	2.9%	-2.0%	Annual Change	-2.6%	-0.3%	-4.4%	-0.1%
Average Annual Change		-3.1%	-3.0%	-2.8%	-1.2%	-2.2%	-1.8%	-2.8%	-3.4%	-2.4%	-1.8%	-1.5%	-2.6%	-2.4%		-3.0%	-1.7%	-2.9%	-1.9%
2009	FTEs	377	375	391	601	725	720	829	903	660	637	377	380	581		381	682	797	465
2010	FTEs	383	386	410	632	725	803	764	803	699	665	412	401	590	1.6%	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

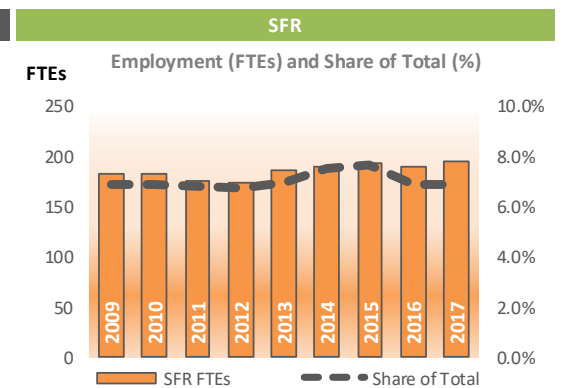
EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Non-Serviced FTEs	581	590	552	538	540	467	467	480	470
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846
Share of Total %	21.8%	22.1%	21.4%	20.8%	20.2%	18.5%	18.5%	17.3%	16.5%
Annual Change in Share %		1.6%	-3.1%	-2.8%	-3.1%	-8.1%	-0.2%	-6.2%	-4.6%
Change in Share from 2009 %		1.6%	-1.6%	-4.4%	-7.4%	-14.9%	-15.0%	-20.3%	-24.0%
Avg Ann. Change in Share %		1.6%	-0.8%	-1.5%	-1.8%	-3.0%	-2.5%	-2.9%	-3.0%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017	SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR												TOTAL	% Change				
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2017	-2.2%	1.7%	9.5%	14.4%	7.3%	11.2%	3.6%	4.1%	5.5%	8.7%	5.6%	7.0%	6.5%		2.1%	11.2%	4.3%	7.1%
% Change 2016 to 2017	13.4%	6.6%	-2.3%	8.0%	2.2%	2.1%	-0.5%	-0.7%	1.2%	1.1%	7.9%	-1.3%	2.7%		6.5%	4.1%	-0.2%	1.3%
Average Annual Change	-0.3%	0.2%	1.2%	1.8%	0.9%	1.4%	0.5%	0.5%	0.7%	1.1%	0.7%	0.9%	0.8%		0.3%	1.4%	0.5%	0.9%
2009 FTEs	210	114	127	226	189	247	178	314	125	117	108	243	183		150	221	206	156
2010 FTEs	199	110	141	232	191	258	169	304	125	118	102	246	183	-0.1%	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

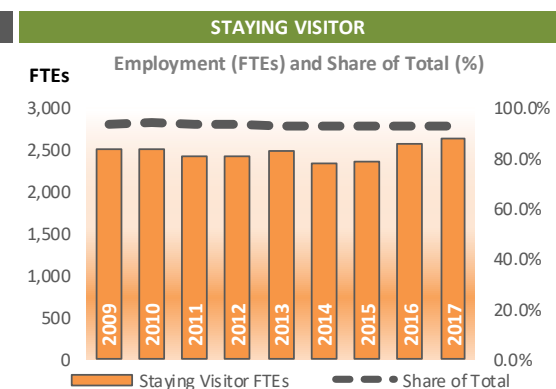
EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
SFR FTEs	183	183	175	174	186	189	193	190	195
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846
Share of Total %	6.9%	6.8%	6.8%	6.7%	6.9%	7.5%	7.7%	6.9%	6.9%
Annual Change in Share %		-0.1%	-0.8%	-1.1%	3.5%	7.9%	2.1%	-10.4%	-0.1%
Change in Share from 2009 %		-0.1%	-0.9%	-2.0%	1.4%	9.4%	11.7%	0.0%	0.0%
Avg Ann. Change in Share %		-0.1%	-0.5%	-0.7%	0.3%	1.9%	1.9%	0.0%	0.0%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2009 to 2017		-2.4%	1.3%	7.1%	5.9%	5.0%	8.2%	1.0%	1.9%	4.7%	3.4%	-1.0%	2.9%	3.2%	Annual Change	1.9%	6.4%	2.4%	1.9%	
% Change 2016 to 2017		11.5%	4.8%	0.0%	6.4%	2.8%	0.6%	-2.8%	-0.8%	1.6%	0.4%	4.2%	-1.2%	1.9%		5.2%	3.1%	-0.7%	1.0%	
Average Annual Change		-0.3%	0.2%	0.9%	0.7%	0.6%	1.0%	0.1%	0.2%	0.6%	0.4%	-0.1%	0.4%	0.4%		0.2%	0.8%	0.3%	0.2%	
2009	FTEs	1,944	1,802	1,812	2,067	2,230	2,260	2,490	2,674	2,181	2,094	1,793	1,767	2,093		1,853	2,186	2,448	1,885	
2010	FTEs	1,863	1,743	2,002	2,144	2,294	2,430	2,415	2,558	2,209	2,110	1,683	1,726	2,098	0.2%	1,869	2,289	2,394	1,840	
2011	FTEs	1,728	1,788	1,889	2,175	2,147	2,288	2,326	2,460	2,093	2,078	1,728	1,793	2,041	-2.7%	1,802	2,204	2,293	1,866	
2012	FTEs	1,932	1,799	1,940	2,067	2,058	2,285	2,426	2,476	2,149	1,989	1,682	1,768	2,047	0.3%	1,890	2,137	2,350	1,813	
2013	FTEs	1,924	1,809	2,064	2,117	2,114	2,288	2,685	2,656	2,157	2,016	1,665	1,718	2,101	2.6%	1,932	2,173	2,499	1,800	
2014	FTEs	1,664	1,647	1,742	1,922	2,120	2,178	2,243	2,467	2,041	1,915	1,588	1,692	1,935	-7.9%	1,685	2,073	2,250	1,732	
2015	FTEs	1,725	1,669	1,766	1,929	2,104	2,149	2,201	2,361	2,003	1,965	1,605	1,713	1,932	-0.1%	1,720	2,060	2,188	1,761	
2016	FTEs	1,702	1,741	1,941	2,059	2,278	2,431	2,586	2,747	2,247	2,158	1,704	1,842	2,120	9.7%	1,795	2,256	2,527	1,901	
2017	FTEs	1,897	1,825	1,941	2,190	2,342	2,445	2,514	2,725	2,284	2,166	1,775	1,819	2,160	1.9%	1,888	2,326	2,508	1,920	

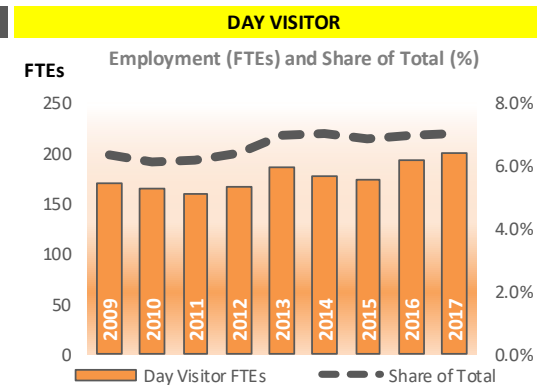
EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Staying Visitor FTEs	2,502	2,507	2,418	2,421	2,494	2,347	2,353	2,576	2,646
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846
Share of Total %	93.6%	93.9%	93.8%	93.6%	93.0%	93.0%	93.1%	93.0%	93.0%
Annual Change in Share %		0.2%	-0.1%	-0.2%	-0.6%	-0.1%	0.2%	-0.1%	-0.1%
Change in Share from 2009 %		0.2%	0.2%	-0.1%	-0.6%	-0.7%	-0.5%	-0.7%	-0.7%
Avg Ann. Change in Share %		0.2%	0.1%	0.0%	-0.2%	-0.1%	-0.1%	-0.1%	-0.1%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2017		17.1%	15.8%	-45.9%	18.2%	98.0%	15.4%	71.6%	-9.5%	89.3%	5.5%	-11.3%	-7.2%	18.0%	Annual Change	-10.8%	52.7%	43.9%	-3.9%	
% Change 2016 to 2017		13.9%	3.8%	-21.9%	17.0%	10.8%	-0.3%	15.3%	-2.4%	7.4%	-5.9%	0.5%	-17.4%	3.5%	-1.9%	8.5%	9.2%	-6.6%		
Average Annual Change		2.1%	2.0%	-5.7%	2.3%	12.2%	1.9%	9.0%	-1.2%	11.2%	0.7%	-1.4%	-0.9%	2.2%	-1.4%	6.6%	5.5%	-0.5%		
2009	FTEs	193	234	331	92	197	154	257	193	70	123	124	72	170		252	148	173	106	
2010	FTEs	186	224	316	95	198	160	228	172	64	125	126	73	164	-3.4%	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	

EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Day Visitor FTEs	170	164	160	166	186	178	173	193	200
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846
Share of Total %	6.4%	6.1%	6.2%	6.4%	7.0%	7.0%	6.9%	7.0%	7.0%
Annual Change in Share %		-3.4%	0.9%	3.7%	8.2%	1.3%	-2.6%	1.8%	0.7%
Change in Share from 2009 %		-3.4%	-2.5%	1.1%	9.4%	10.9%	8.0%	10.0%	10.7%
Avg Ann. Change in Share %		-3.4%	-1.3%	0.4%	2.4%	2.2%	1.3%	1.4%	1.3%



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STEAM FINAL TREND REPORT FOR 2009-2017
MORAY SPEYSIDE

SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	193	2,814	-1	+119	-15	+181
+50 Room	3	453	+1	+164	+1	+234
26-50 Room	3	226	0	0	-1	-43
<26 Room	79	1,235	-2	-39	+2	+28
Guest Houses/B&Bs	108	900	0	-6	-17	-38

NON-SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	160	4,186	-2	-8	-41	-48
Self-Catering	141	2,017	-2	-8	-42	-21
Touring/Camping	19	2,169	0	0	+1	-27

DISTRIBUTION BY TYPE OF ACCOMMODATION 2017	2017		Change on 2016		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	353	7,000	-3	+111	-56	+133
Serviced Accommodation Share of Total	55%	40%				
Non-Serviced Accommodation Share of Total	45%	60%				

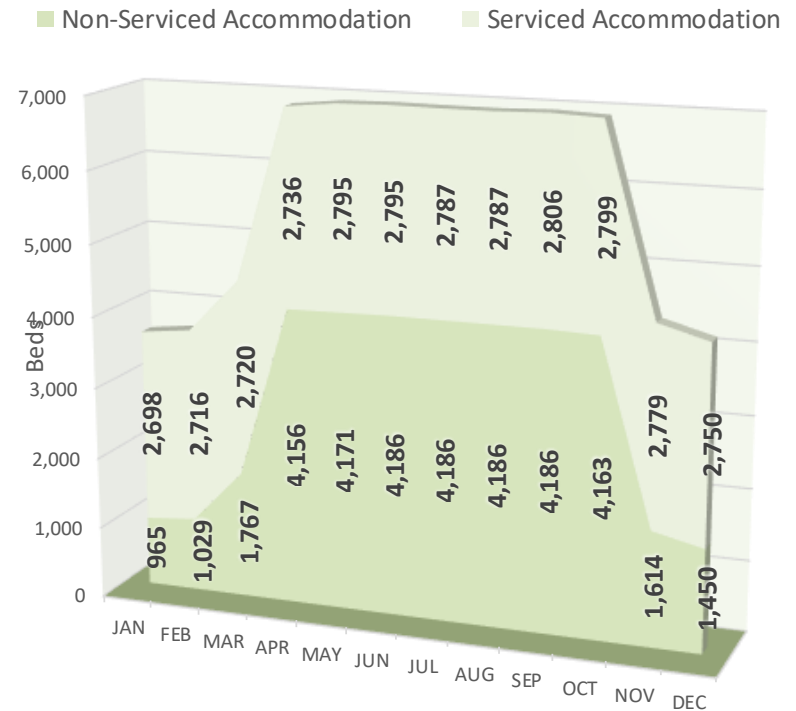
SEASONAL AVAILABILITY OF BED SUPPLY 2017	2017											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,663	3,745	4,487	6,892	6,966	6,981	6,973	6,973	6,992	6,962	4,393	4,200
Serviced Accommodation	2,698	2,716	2,720	2,736	2,795	2,795	2,787	2,787	2,806	2,799	2,779	2,750
Non-Serviced Accommodation	965	1,029	1,767	4,156	4,171	4,186	4,186	4,186	4,186	4,163	1,614	1,450

2017

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY
2017



Report Sections With Historic Financial Data Indexed to 2017 Prices

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

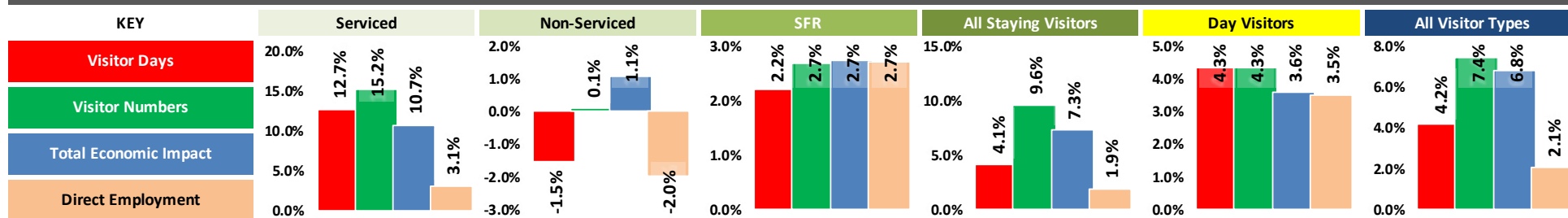
Indexation: *Indexation to: 2017*

2009	<i>1.26</i>
2010	<i>1.22</i>
2011	<i>1.16</i>
2012	<i>1.12</i>
2013	<i>1.08</i>
2014	<i>1.05</i>
2015	<i>1.04</i>
2016	<i>1.03</i>
2017	<i>1.00</i>

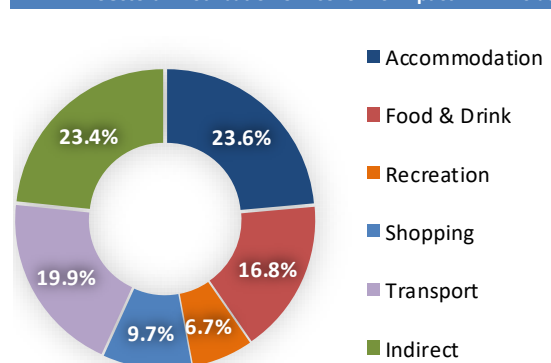
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - INDEXED TO 2017

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %
	2017	2016	+/- %	2017	2016	+/- %															
Visitor Days 000s	511.62	454.12	12.7%	490.98	498.63	-1.5%	551.08	539.19	2.2%	1,553.67	1,491.95	4.1%	320.80	307.48	4.3%	1,874.47	1,799.43	4.2%			
Visitor Numbers 000s	296.43	257.23	15.2%	67.18	67.11	0.1%	121.78	118.59	2.7%	485.39	442.93	9.6%	320.80	307.48	4.3%	806.19	750.41	7.4%			
Direct Expenditure £M																98.78	92.42	6.9%			
Economic Impact £M	71.47	64.55	10.7%	24.82	24.55	1.1%	16.07	15.64	2.7%	112.36	104.74	7.3%	16.52	15.95	3.6%	128.88	120.69	6.8%			
Direct Employment FTEs	1,495	1,450	3.1%	470	480	-2.0%	195	190	2.7%	2,160	2,120	1.9%	200	193	3.5%	2,361	2,313	2.1%			
Total Employment FTEs																2,846	2,769	2.8%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2017 & 2016 - INDEXED TO 2017

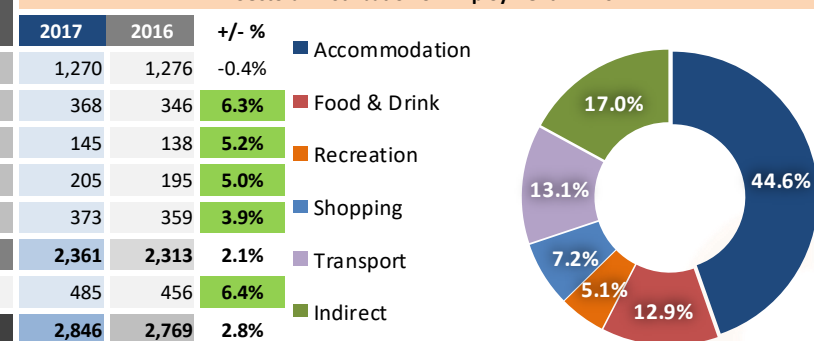


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2017



Sectors	2017	2016	+/- %
Accommodation	30.38	27.31	11.2%
Food & Drink	21.66	20.37	6.3%
Recreation	8.615	8.186	5.2%
Shopping	12.54	11.94	5.0%
Transport	25.59	24.61	4.0%
TOTAL DIRECT	98.78	92.42	6.9%
Indirect	30.10	28.27	6.5%
TOTAL	128.88	120.69	6.8%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2009-2017

MORAY SPEYSIDE

2009 to 2017

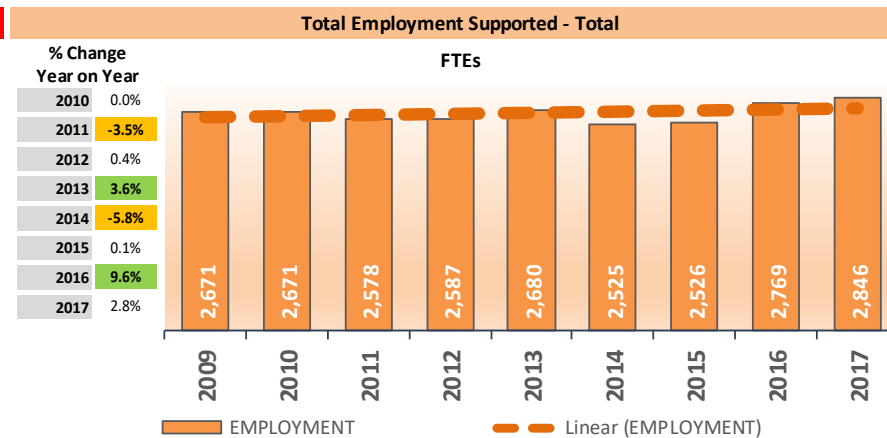
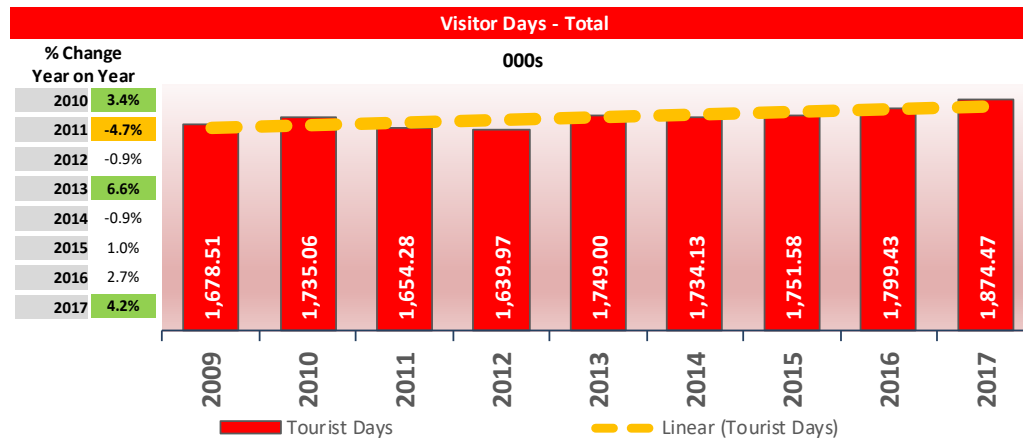
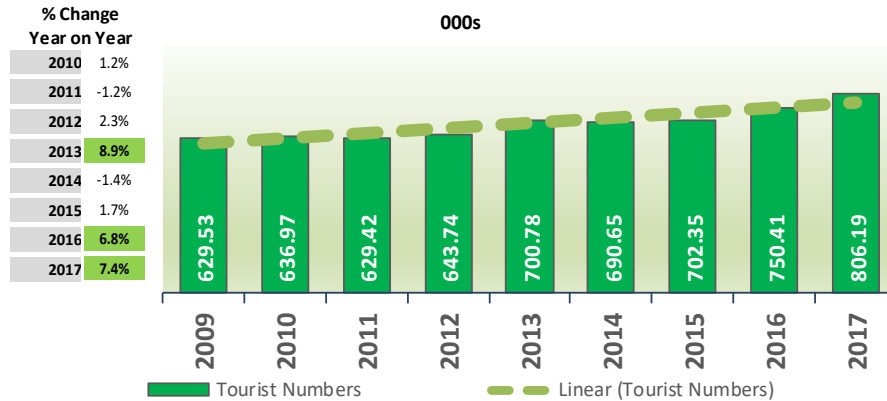
2017 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total

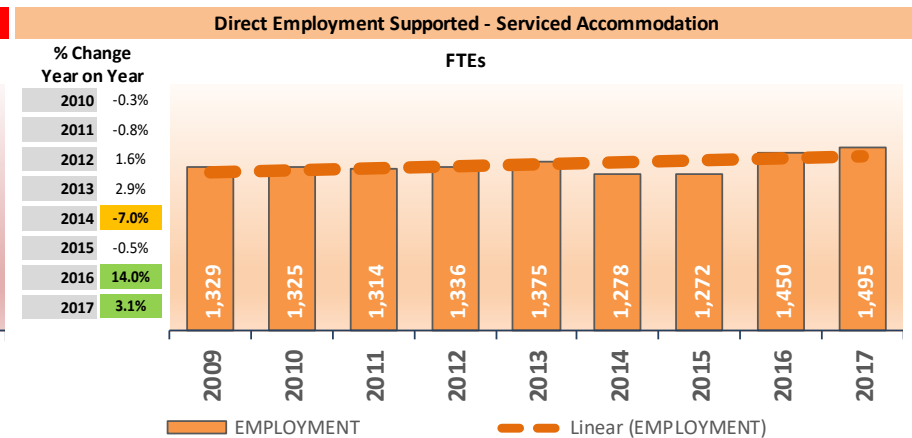
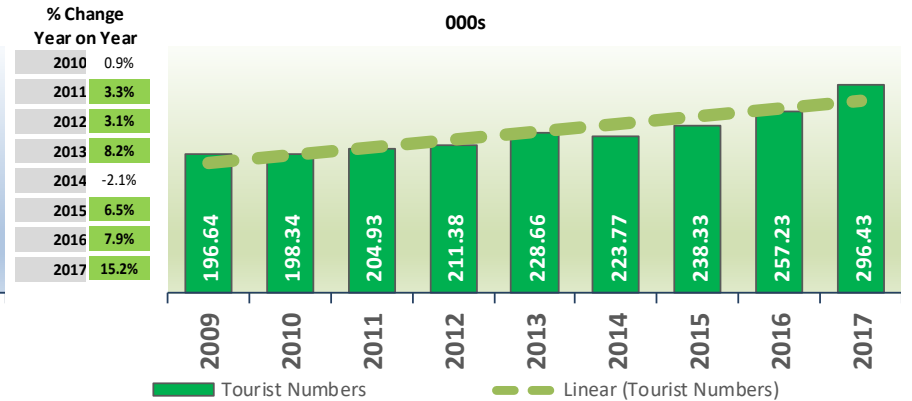


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		1.7%	-3.5%	-4.0%	0.9%	5.9%	8.6%	19.2%	27.3%
Visitor Numbers		1.2%	0.0%	2.3%	11.3%	9.7%	11.6%	19.2%	28.1%
Visitor Days		3.4%	-1.4%	-2.3%	4.2%	3.3%	4.4%	7.2%	11.7%
Total Employment		0.0%	-3.5%	-3.2%	0.3%	-5.5%	-5.4%	3.7%	6.5%

"Linear" = Linear Trendline

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation

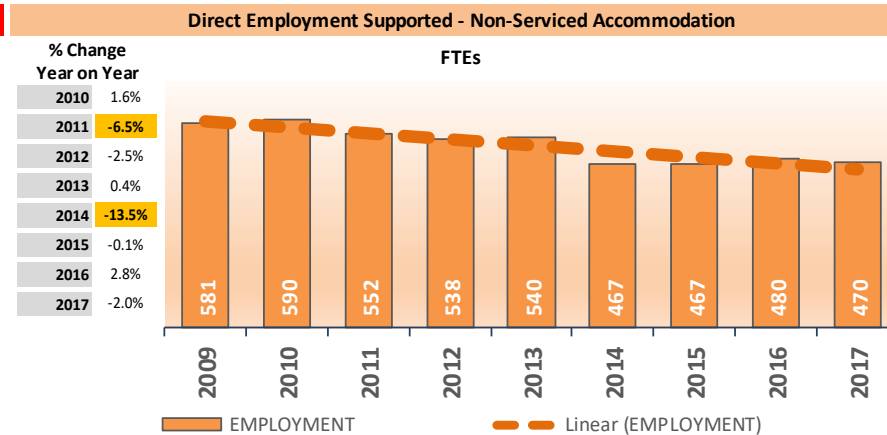
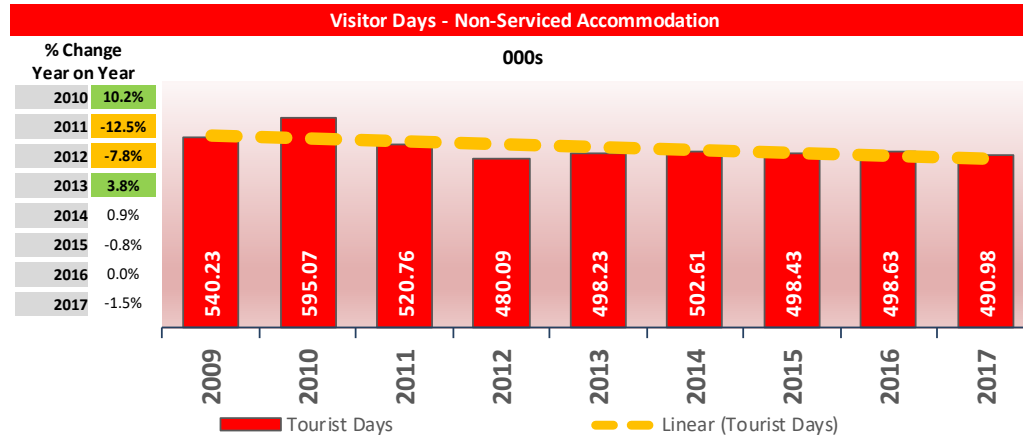
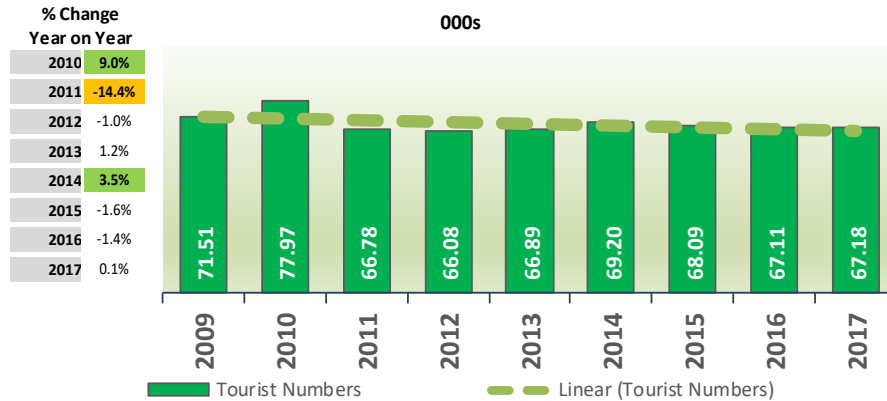


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		-1.3%	-3.7%	-1.5%	3.0%	11.2%	17.3%	36.5%	51.1%
Visitor Numbers		0.9%	4.2%	7.5%	16.3%	13.8%	21.2%	30.8%	50.7%
Visitor Days		-0.9%	0.1%	5.7%	12.3%	7.0%	10.8%	16.6%	31.3%
Direct Employment		-0.3%	-1.1%	0.5%	3.5%	-3.8%	-4.3%	9.1%	12.5%

"Linear" = Linear Trendline

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		8.4%	-5.9%	-13.4%	-12.6%	-6.6%	-7.3%	-6.5%	-5.4%
Visitor Numbers		9.0%	-6.6%	-7.6%	-6.5%	-3.2%	-4.8%	-6.2%	-6.1%
Visitor Days		10.2%	-3.6%	-11.1%	-7.8%	-7.0%	-7.7%	-7.7%	-9.1%
Direct Employment		1.6%	-5.1%	-7.4%	-7.1%	-19.6%	-19.7%	-17.4%	-19.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2017

MORAY SPEYSIDE

2009 to 2017

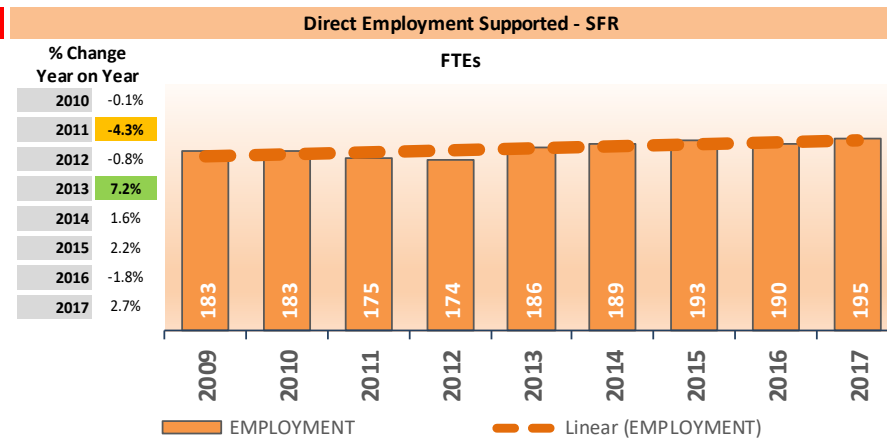
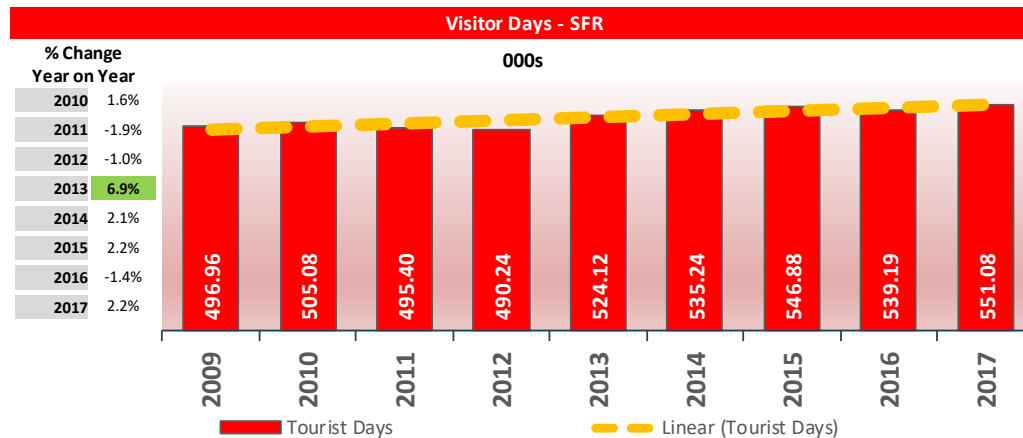
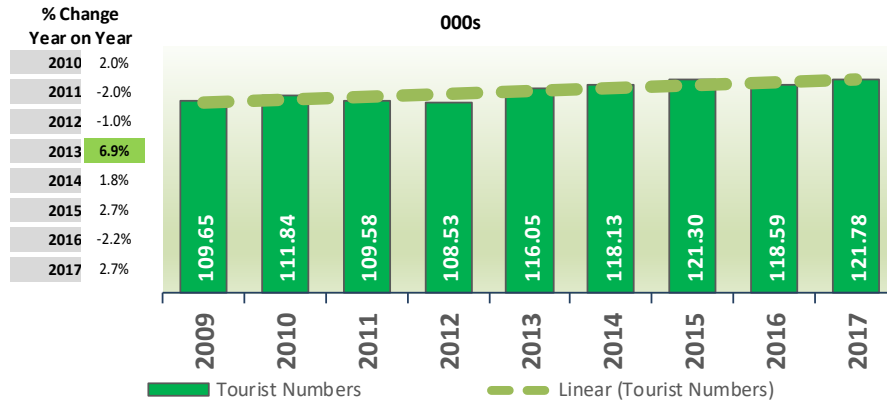
2017 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		2.1%	-0.2%	-1.0%	6.2%	7.9%	10.2%	8.6%	11.6%
Visitor Numbers		2.0%	-0.1%	-1.0%	5.8%	7.7%	10.6%	8.2%	11.1%
Visitor Days		1.6%	-0.3%	-1.4%	5.5%	7.7%	10.0%	8.5%	10.9%
Direct Employment		-0.1%	-4.4%	-5.1%	1.7%	3.4%	5.6%	3.7%	6.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2017

MORAY SPEYSIDE

2009 to 2017

2017 Prices

STAYING VISITOR

KEY MEASURES

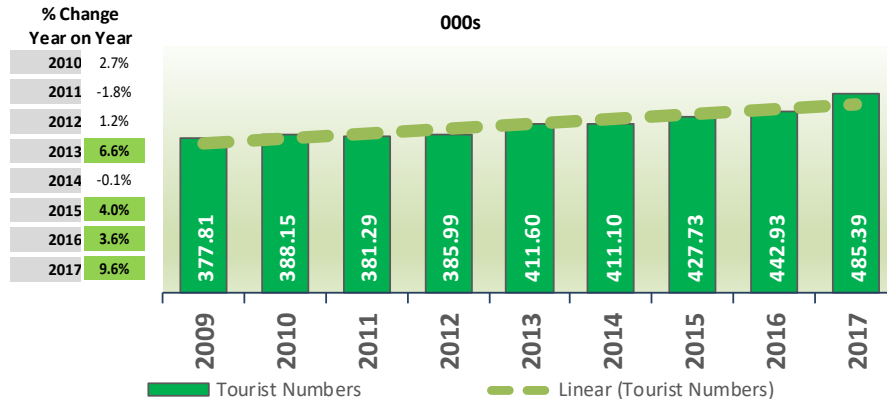
Indexed

Economic Impact - Indexed - Staying Visitor



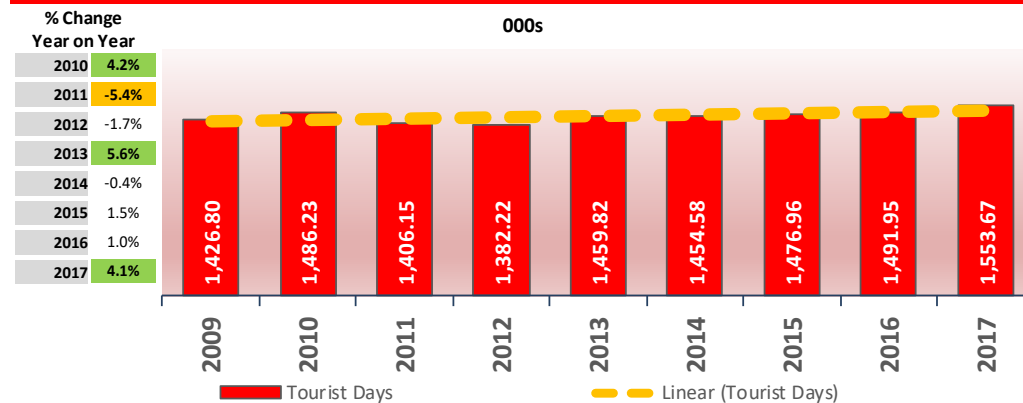
Year	% Change Year on Year
2010	2.2%
2011	-5.8%
2012	-1.3%
2013	4.0%
2014	6.6%
2015	3.3%
2016	9.4%
2017	7.3%

Visitor Numbers - Staying Visitor



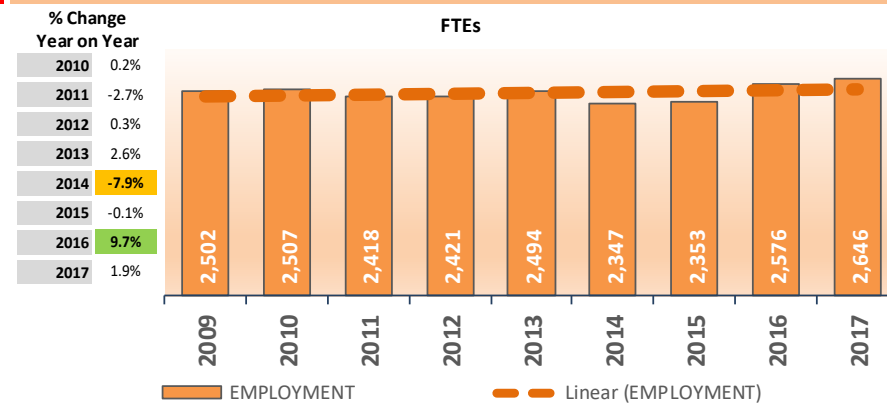
Year	% Change Year on Year
2010	2.7%
2011	-1.8%
2012	1.2%
2013	6.6%
2014	-0.1%
2015	4.0%
2016	3.6%
2017	9.6%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2010	4.2%
2011	-5.4%
2012	-1.7%
2013	5.6%
2014	-0.4%
2015	1.5%
2016	1.0%
2017	4.1%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2010	0.2%
2011	-2.7%
2012	0.3%
2013	2.6%
2014	-7.9%
2015	-0.1%
2016	9.7%
2017	1.9%

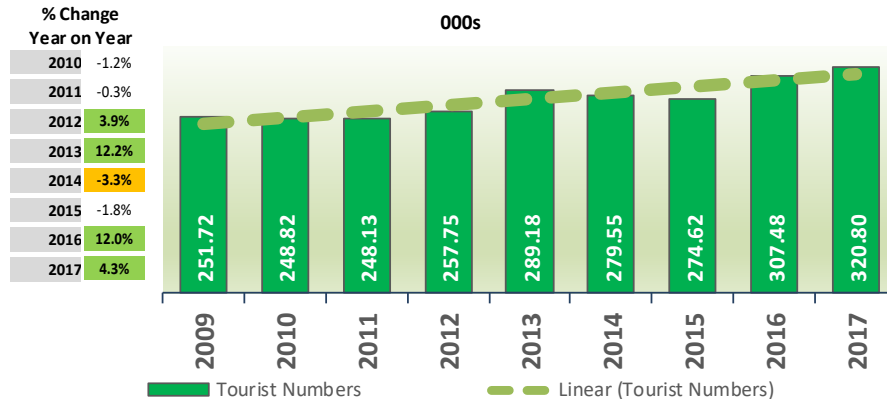
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		2.2%	-3.8%	-5.0%	-1.2%	5.3%	8.8%	19.1%	27.8%
Visitor Numbers		2.7%	0.9%	2.2%	8.9%	8.8%	13.2%	17.2%	28.5%
Visitor Days		4.2%	-1.4%	-3.1%	2.3%	1.9%	3.5%	4.6%	8.9%
Direct Employment		0.2%	-3.3%	-3.2%	-0.3%	-6.2%	-5.9%	3.0%	5.8%

"Linear" = Linear Trendline

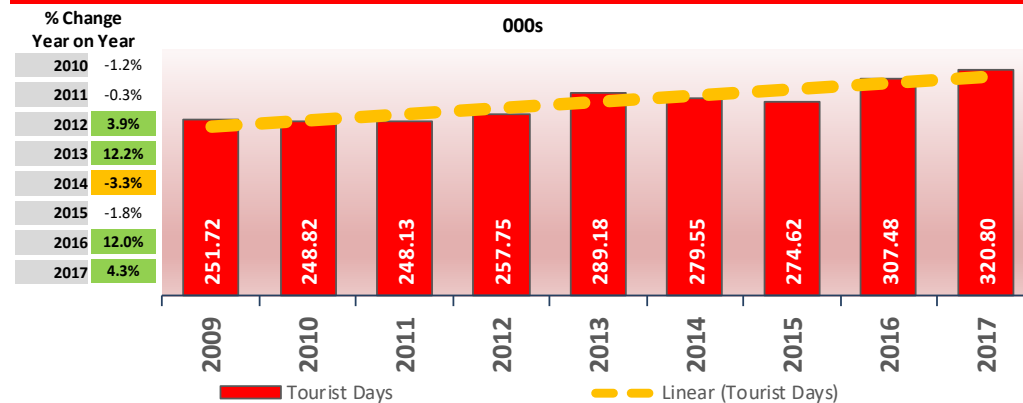
Economic Impact - Indexed - Day Visitor



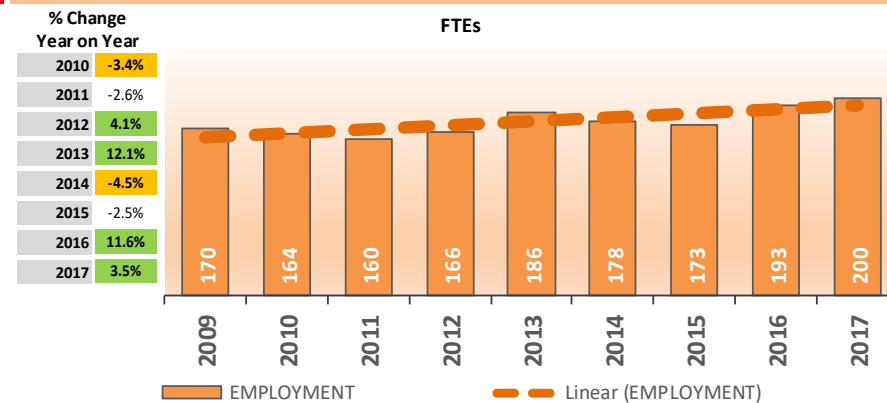
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



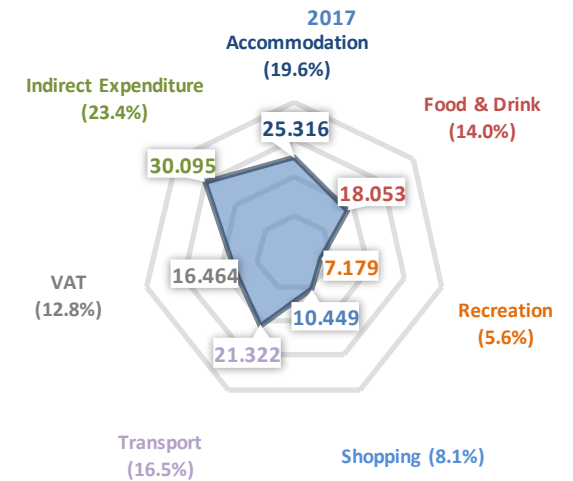
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		-1.3%	-1.8%	2.2%	14.6%	9.5%	6.8%	19.5%	23.8%
Visitor Numbers		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%
Visitor Days		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%
Direct Employment		-3.4%	-6.0%	-2.1%	9.8%	4.8%	2.2%	14.0%	18.0%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017

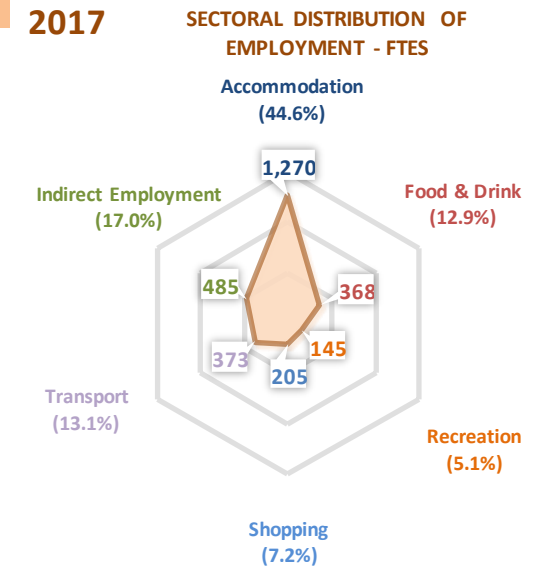
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation £M	19.74	19.09	17.19	17.01	17.47	18.42	20.84	22.76	25.32
Food & Drink £M	14.59	14.62	13.81	13.99	15.00	15.64	15.44	16.98	18.05
Recreation £M	6.406	6.361	6.060	6.167	6.625	6.440	6.445	6.822	7.179
Shopping £M	8.652	8.673	8.153	8.142	8.693	9.122	9.053	9.950	10.45
Transport £M	17.64	17.88	16.81	16.44	17.16	18.53	18.17	20.51	21.32
Direct Revenue £M	67.03	66.62	62.02	61.75	64.94	68.16	69.96	77.02	82.32
VAT £M	10.05	11.66	12.40	12.35	12.99	13.63	13.99	15.40	16.46
Direct Expenditure £M	77.08	78.28	74.43	74.10	77.93	81.79	83.95	92.42	98.78
Indirect Expenditure £M	24.19	24.74	23.29	23.07	24.28	25.44	26.00	28.27	30.10
TOTAL £M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88

2017 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017



2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

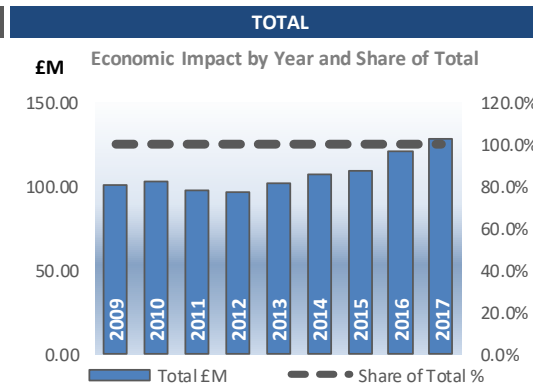
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation FTEs	1,354	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270
Food & Drink FTEs	298	299	282	286	306	320	316	346	368
Recreation FTEs	130	129	123	125	134	131	131	138	145
Shopping FTEs	170	171	160	160	171	179	178	195	205
Transport FTEs	310	314	295	288	301	325	319	359	373
Direct Employment FTEs	2,263	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361
Indirect Employment FTEs	409	409	377	373	393	412	421	456	485
TOTAL FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 2017 Prices		TOTAL	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		12.6%	24.0%	19.0%	40.3%	39.6%	37.4%	27.0%	21.1%	29.9%	27.1%	13.0%	29.7%	27.3%	Annual Change	18.3%	39.0%	25.3%	23.4%
% Change 2016 to 2017		36.2%	13.2%	-4.3%	19.9%	7.9%	4.7%	3.9%	2.1%	5.4%	2.9%	15.1%	-5.3%	6.8%		12.4%	9.8%	3.6%	3.6%
Average Annual Change		1.6%	3.0%	2.4%	5.0%	5.0%	4.7%	3.4%	2.6%	3.7%	3.4%	1.6%	3.7%	3.4%		2.3%	4.9%	3.2%	2.9%
2009	£M	6.690	5.992	6.580	7.330	9.694	9.524	14.27	14.54	8.600	8.031	5.505	4.518	101.27		19.26	26.55	37.41	18.05
2010	£M	6.023	5.490	8.280	8.183	10.55	11.25	13.36	13.96	8.810	8.299	4.517	4.286	103.02	1.7%	19.79	29.98	36.14	17.10
2011	£M	4.909	6.121	7.180	8.559	9.144	10.13	12.42	13.09	7.885	8.194	5.053	5.033	97.72	-5.1%	18.21	27.83	33.40	18.28
2012	£M	6.691	6.414	7.806	7.556	8.299	10.13	12.40	13.07	8.396	7.206	4.397	4.807	97.18	-0.6%	20.91	25.99	33.87	16.41
2013	£M	6.733	6.742	9.300	8.010	9.192	10.03	13.90	14.06	8.587	7.425	4.126	4.111	102.21	5.2%	22.77	27.23	36.55	15.66
2014	£M	6.013	6.662	7.245	8.092	11.19	10.73	14.16	15.36	9.004	8.220	5.040	5.509	107.23	4.9%	19.92	30.02	38.53	18.77
2015	£M	6.711	6.793	7.340	8.281	11.44	10.62	14.53	14.50	9.112	9.148	5.578	5.891	109.94	2.5%	20.84	30.34	38.15	20.62
2016	£M	5.530	6.566	8.184	8.575	12.54	12.51	17.44	17.24	10.60	9.918	5.403	6.183	120.69	9.8%	20.28	33.62	45.28	21.50
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	6.8%	22.79	36.91	46.89	22.28

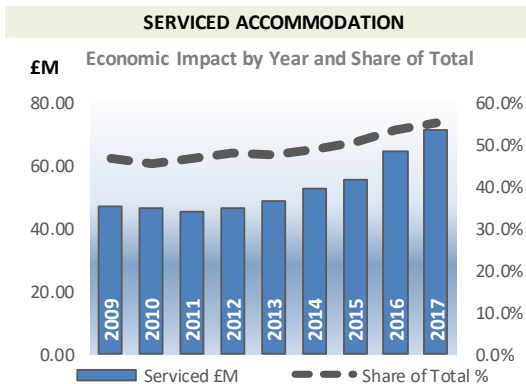
ECONOMIC IMPACT - INDEXED TO 2017										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Total	£M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88
All Visitor Types	£M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%									
Change in Share from 2009	%									
Avg Ann. Change in Share	%									



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 2017 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		21.4%	38.0%	70.6%	68.1%	67.8%	80.0%	45.6%	58.7%	57.8%	44.8%	7.0%	58.3%	51.1%	Annual Change	42.0%	72.1%	53.5%	33.4%	
% Change 2016 to 2017		62.7%	20.5%	2.8%	25.4%	12.3%	11.0%	4.0%	6.6%	8.6%	6.5%	12.8%	-10.8%	10.7%		22.5%	15.1%	6.2%	3.2%	
Average Annual Change		2.7%	4.8%	8.8%	8.5%	8.5%	10.0%	5.7%	7.3%	7.2%	5.6%	0.9%	7.3%	6.4%		5.3%	9.0%	6.7%	4.2%	
2009		£M	3.631	3.269	3.084	3.005	3.855	3.679	6.500	6.211	4.435	3.945	3.637	2.036		47.29	9.984	10.54	17.15	9.619
2010		£M	2.927	2.636	4.427	3.378	4.513	4.387	6.457	6.153	4.359	3.821	2.180	1.458	46.70	-1.3%	9.990	12.28	16.97	7.459
2011		£M	2.144	3.342	3.900	3.342	3.536	3.853	5.778	5.888	4.101	4.232	3.013	2.429	45.56	-2.4%	9.386	10.73	15.77	9.674
2012		£M	3.782	3.414	4.343	3.275	2.988	3.983	6.060	6.158	4.445	3.549	2.468	2.094	46.56	2.2%	11.54	10.25	16.66	8.111
2013		£M	3.725	3.492	5.084	3.353	3.235	4.034	6.732	6.696	4.630	3.728	2.284	1.696	48.69	4.6%	12.30	10.62	18.06	7.708
2014		£M	3.057	3.489	4.084	3.473	4.566	4.675	6.802	7.412	5.075	4.122	3.089	2.741	52.58	8.0%	10.63	12.71	19.29	9.952
2015		£M	3.637	3.941	4.360	3.786	5.149	4.601	6.972	6.978	4.799	4.814	3.517	2.933	55.49	5.5%	11.94	13.54	18.75	11.26
2016		£M	2.708	3.745	5.120	4.029	5.760	5.968	9.098	9.251	6.443	5.364	3.449	3.614	64.55	16.3%	11.57	15.76	24.79	12.43
2017		£M	4.408	4.511	5.263	5.051	6.468	6.622	9.462	9.859	6.999	5.715	3.891	3.224	71.47	10.7%	14.18	18.14	26.32	12.83

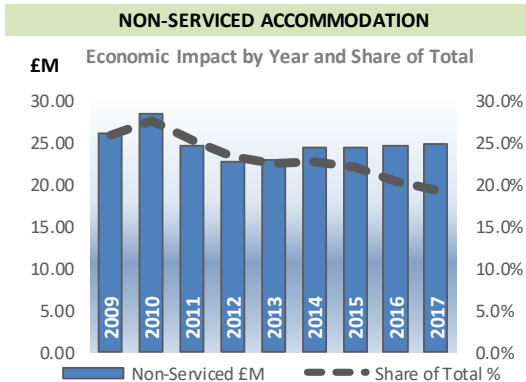
ECONOMIC IMPACT - INDEXED TO 2017											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	
Serviced		£M	47.29	46.70	45.56	46.56	48.69	52.58	55.49	64.55	71.47
All Visitor Types		£M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88
Share of Total		%	46.7%	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%
Annual Change in Share		%		-2.9%	2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%
Change in Share from 2009		%		-2.9%	-0.2%	2.6%	2.0%	5.0%	8.1%	14.5%	18.8%
Avg Ann. Change in Share		%		-2.9%	-0.1%	0.9%	0.5%	1.0%	1.3%	2.1%	2.3%



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

STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 2017 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		-59.8%	-38.5%	-22.8%	20.9%	-9.5%	4.4%	-11.6%	-14.1%	-18.5%	8.4%	124.7%	-6.8%	-5.4%	Annual Change	-39.2%	3.4%	-14.1%	19.1%	
% Change 2016 to 2017		-24.1%	-5.8%	-24.9%	19.7%	-0.1%	-3.0%	-1.8%	-4.6%	-2.5%	-0.7%	64.7%	89.0%	1.1%		-19.3%	3.9%	-3.1%	13.9%	
Average Annual Change		-7.5%	-4.8%	-2.8%	2.6%	-1.2%	0.6%	-1.5%	-1.8%	-2.3%	1.1%	15.6%	-0.8%	-0.7%		-4.9%	0.4%	-1.8%	2.4%	
2009	£M	0.426	0.455	0.515	2.240	3.310	3.219	4.911	4.994	2.884	2.518	0.356	0.418	26.25		1.395	8.769	12.79	3.292	
2010	£M	0.528	0.627	0.802	2.612	3.434	4.053	4.237	4.616	3.179	2.854	0.812	0.692	28.45	8.4%	1.957	10.10	12.03	4.359	
2011	£M	0.344	0.402	0.485	2.922	3.047	3.478	4.013	4.167	2.544	2.382	0.499	0.408	24.69	-13.2%	1.231	9.447	10.72	3.289	
2012	£M	0.306	0.388	0.477	2.124	2.708	3.313	3.661	3.935	2.688	2.139	0.521	0.465	22.72	-8.0%	1.171	8.145	10.28	3.125	
2013	£M	0.174	0.282	0.737	2.367	2.881	3.093	4.055	4.046	2.516	2.057	0.432	0.300	22.94	1.0%	1.193	8.342	10.62	2.789	
2014	£M	0.280	0.511	0.456	2.274	3.322	3.127	4.112	4.536	2.517	2.395	0.520	0.451	24.50	6.8%	1.247	8.723	11.16	3.366	
2015	£M	0.324	0.408	0.596	2.217	2.913	3.182	3.971	4.193	2.754	2.595	0.608	0.576	24.34	-0.7%	1.328	8.311	10.92	3.779	
2016	£M	0.225	0.297	0.529	2.262	3.000	3.467	4.419	4.495	2.411	2.749	0.486	0.206	24.55	0.9%	1.052	8.729	11.32	3.441	
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	1.1%	0.849	9.068	10.98	3.920	

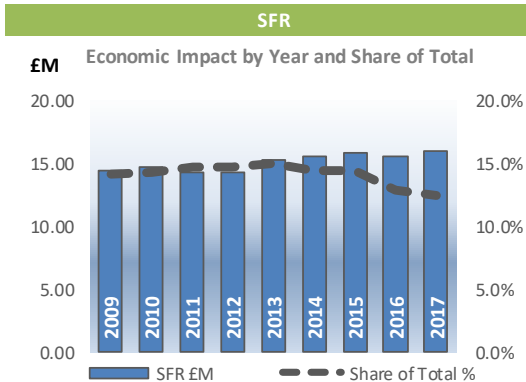
ECONOMIC IMPACT - INDEXED TO 2017										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Non-Serviced	£M	26.25	28.45	24.69	22.72	22.94	24.50	24.34	24.55	24.82
All Visitor Types	£M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88
Share of Total	%	25.9%	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%
Annual Change in Share	%		6.6%	-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%
Change in Share from 2009	%		6.6%	-2.5%	-9.8%	-13.4%	-11.8%	-14.6%	-21.5%	-25.7%
Avg Ann. Change in Share	%		6.6%	-1.2%	-3.3%	-3.3%	-2.4%	-2.4%	-3.1%	-3.2%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 2017 Prices		SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		2.5%	6.6%	14.7%	19.9%	12.4%	16.6%	8.6%	9.1%	10.6%	13.9%	10.7%	12.2%	11.6%	Annual Change	7.0%	16.5%	9.2%	12.3%	
% Change 2016 to 2017		13.4%	6.6%	-2.3%	8.0%	2.2%	2.1%	-0.5%	-0.6%	1.2%	1.1%	7.9%	-1.3%	2.7%		6.5%	4.1%	-0.2%	1.3%	
Average Annual Change		0.3%	0.8%	1.8%	2.5%	1.5%	2.1%	1.1%	1.1%	1.3%	1.7%	1.3%	1.5%	1.4%		0.9%	2.1%	1.2%	1.5%	
2009		£M	1.379	0.749	0.831	1.479	1.235	1.615	1.164	2.056	0.818	0.770	0.708	1.596		14.40	2.958	4.329	4.037	3.074
2010		£M	1.333	0.741	0.948	1.551	1.276	1.728	1.130	2.030	0.839	0.791	0.685	1.652	14.70	2.1%	3.022	4.554	3.999	3.128
2011		£M	1.180	0.754	0.877	1.588	1.211	1.659	1.116	1.992	0.802	0.786	0.698	1.710	14.37	-2.3%	2.811	4.457	3.910	3.194
2012		£M	1.351	0.743	0.920	1.498	1.161	1.647	1.105	1.977	0.818	0.745	0.662	1.633	14.26	-0.8%	3.014	4.306	3.900	3.041
2013		£M	1.402	0.796	1.117	1.648	1.277	1.747	1.221	2.145	0.872	0.798	0.683	1.585	15.29	7.2%	3.315	4.672	4.238	3.065
2014		£M	1.370	0.825	0.916	1.641	1.375	1.791	1.217	2.214	0.881	0.823	0.729	1.758	15.54	1.6%	3.111	4.807	4.312	3.311
2015		£M	1.463	0.829	0.960	1.644	1.351	1.784	1.212	2.168	0.890	0.873	0.801	1.900	15.87	2.2%	3.251	4.779	4.270	3.574
2016		£M	1.246	0.748	0.975	1.642	1.358	1.843	1.269	2.257	0.893	0.868	0.727	1.813	15.64	-1.5%	2.970	4.844	4.419	3.407
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	2.7%	3.164	5.044	4.410	3.451

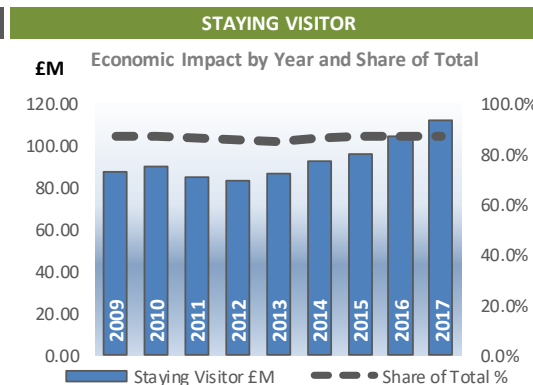
ECONOMIC IMPACT - INDEXED TO 2017											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	
SFR		£M	14.40	14.70	14.37	14.26	15.29	15.54	15.87	15.64	16.07
All Visitor Types		£M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88
Share of Total		%	14.2%	14.3%	14.7%	14.7%	15.0%	14.4%	13.0%	12.5%	
Annual Change in Share		%		0.4%	3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%
Change in Share from 2009		%		0.4%	3.4%	3.2%	5.2%	1.9%	1.6%	-8.9%	-12.3%
Avg Ann. Change in Share		%		0.4%	1.7%	1.1%	1.3%	0.4%	0.3%	-1.3%	-1.5%



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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 2017 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		10.2%	25.0%	49.3%	41.8%	29.2%	39.4%	19.8%	23.6%	26.0%	28.9%	16.5%	33.4%	27.8%	Annual Change		26.9%	36.5%	22.8%	26.4%	
% Change 2016 to 2017		43.4%	16.7%	-0.2%	20.2%	7.3%	5.2%	1.9%	2.4%	5.2%	3.8%	17.5%	-4.1%	7.3%			16.7%	10.0%	2.9%	4.8%	
Average Annual Change		1.3%	3.1%	6.2%	5.2%	3.6%	4.9%	2.5%	2.9%	3.2%	3.6%	2.1%	4.2%	3.5%			3.4%	4.6%	2.8%	3.3%	
2009	£M	5.436	4.472	4.429	6.724	8.400	8.512	12.57	13.26	8.137	7.233	4.702	4.050	87.93			14.34	23.64	33.97	15.99	
2010	£M	4.789	4.004	6.177	7.542	9.222	10.17	11.82	12.80	8.376	7.466	3.678	3.802	89.85	2.2%			14.97	26.93	33.00	14.95
2011	£M	3.669	4.498	5.261	7.852	7.793	8.990	10.91	12.05	7.447	7.400	4.210	4.547	84.62	-5.8%			13.43	24.64	30.40	16.16
2012	£M	5.438	4.545	5.740	6.897	6.857	8.943	10.83	12.07	7.951	6.432	3.651	4.193	83.54	-1.3%			15.72	22.70	30.85	14.28
2013	£M	5.302	4.570	6.938	7.368	7.394	8.874	12.01	12.89	8.018	6.583	3.399	3.581	86.92	4.0%			16.81	23.64	32.91	13.56
2014	£M	4.706	4.825	5.456	7.388	9.263	9.593	12.13	14.16	8.472	7.340	4.338	4.951	92.62	6.6%			14.99	26.24	34.76	16.63
2015	£M	5.425	5.178	5.916	7.647	9.412	9.567	12.15	13.34	8.443	8.281	4.926	5.409	95.70	3.3%			16.52	26.63	33.94	18.62
2016	£M	4.180	4.790	6.624	7.934	10.12	11.28	14.79	16.00	9.747	8.981	4.661	5.633	104.74	9.4%			15.59	29.33	40.54	19.27
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	7.3%			18.19	32.25	41.71	20.20

ECONOMIC IMPACT - INDEXED TO 2017										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Staying Visitor	£M	87.93	89.85	84.62	83.54	86.92	92.62	95.70	104.74	112.36
All Visitor Types	£M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88
Share of Total	%	86.8%	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%
Annual Change in Share	%		0.4%	-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%
Change in Share from 2009	%		0.4%	-0.3%	-1.0%	-2.1%	-0.5%	0.2%	0.0%	0.4%
Avg Ann. Change in Share	%		0.4%	-0.1%	-0.3%	-0.5%	-0.1%	0.0%	0.0%	0.1%

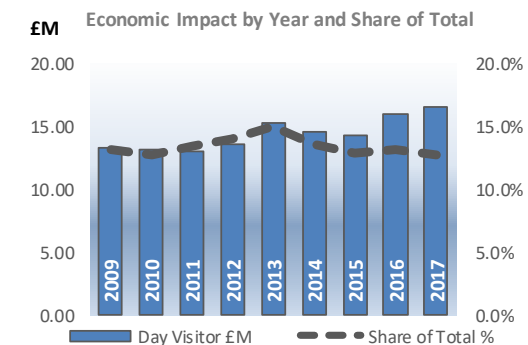


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STEAM FINAL TREND REPORT FOR 2009-2017 MORAY SPEYSIDE													2009 to 2017 2017 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		22.7%	21.3%	-43.4%	23.9%	107.4%	20.9%	79.8%	-5.2%	98.3%	10.6%	-7.1%	-2.8%	23.8%	Annual Change	-6.6%	60.0%	50.7%	0.7%	
% Change 2016 to 2017		13.9%	3.8%	-21.9%	17.1%	10.8%	-0.3%	15.3%	-2.4%	7.4%	-5.9%	0.5%	-17.4%	3.6%		-1.9%	8.6%	9.3%	-6.6%	
Average Annual Change		2.8%	2.7%	-5.4%	3.0%	13.4%	2.6%	10.0%	-0.6%	12.3%	1.3%	-0.9%	-0.3%	3.0%		-0.8%	7.5%	6.3%	0.1%	
2009		£M	1.254	1.519	2.151	0.606	1.294	1.012	1.698	1.277	0.463	0.797	0.803	0.467		13.34	4.924	2.911	3.438	2.068
2010		£M	1.234	1.486	2.103	0.641	1.332	1.078	1.541	1.166	0.434	0.833	0.839	0.484	13.17	-1.3%	4.824	3.051	3.140	2.157
2011		£M	1.240	1.622	1.920	0.707	1.350	1.135	1.516	1.045	0.438	0.793	0.843	0.486	13.10	-0.6%	4.782	3.193	2.999	2.122
2012		£M	1.252	1.869	2.065	0.659	1.442	1.189	1.577	1.001	0.446	0.773	0.745	0.615	13.63	4.1%	5.187	3.290	3.024	2.133
2013		£M	1.432	2.172	2.362	0.642	1.798	1.151	1.892	1.174	0.569	0.842	0.727	0.530	15.29	12.2%	5.966	3.592	3.635	2.100
2014		£M	1.307	1.837	1.789	0.704	1.930	1.138	2.030	1.200	0.532	0.880	0.702	0.558	14.61	-4.5%	4.933	3.772	3.762	2.140
2015		£M	1.286	1.616	1.424	0.634	2.028	1.049	2.375	1.164	0.669	0.867	0.653	0.482	14.25	-2.5%	4.325	3.711	4.208	2.001
2016		£M	1.351	1.776	1.560	0.641	2.421	1.228	2.648	1.240	0.855	0.937	0.743	0.550	15.95	12.0%	4.687	4.290	4.743	2.229
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	3.6%	4.600	4.657	5.183	2.082

ECONOMIC IMPACT - INDEXED TO 2017											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	
Day Visitor		£M	13.34	13.17	13.10	13.63	15.29	14.61	14.25	15.95	16.52
All Visitor Types		£M	101.27	103.02	97.72	97.18	102.21	107.23	109.94	120.69	128.88
Share of Total		%	13.2%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%
Annual Change in Share		%		-2.9%	4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%
Change in Share from 2009		%		-2.9%	1.7%	6.5%	13.6%	3.4%	-1.6%	0.3%	-2.7%
Avg Ann. Change in Share		%		-2.9%	0.9%	2.2%	3.4%	0.7%	-0.3%	0.0%	-0.3%

DAY VISITOR



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