



STEAM FINAL TREND REPORT FOR 2009-2018

Final

MORAY SPEYSIDE

Global Tourism Solutions (UK) Ltd

2 Union Place

Anstruther


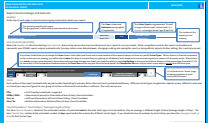











Fife

KY10 3HQ

Telephone: 0778 858 3238

Email: richard.m@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

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Report Section Design and Features

Headers

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

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

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

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

The section of the report you are viewing

STEAM FINAL TREND REPORT FOR 2009-2018
MORAY SPEYSIDE

2009 to 2018
Historic Prices

SERVICED
ACCOMMODATION

ECONOMIC IMPACT
Historic Prices

User Controls (Excel File)

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

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

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

FOCUS YEAR 2018 COMPARISON YEAR 2017

INDEXATION NO
Reflect Price Inflation?

HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3%

home

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

Units

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

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

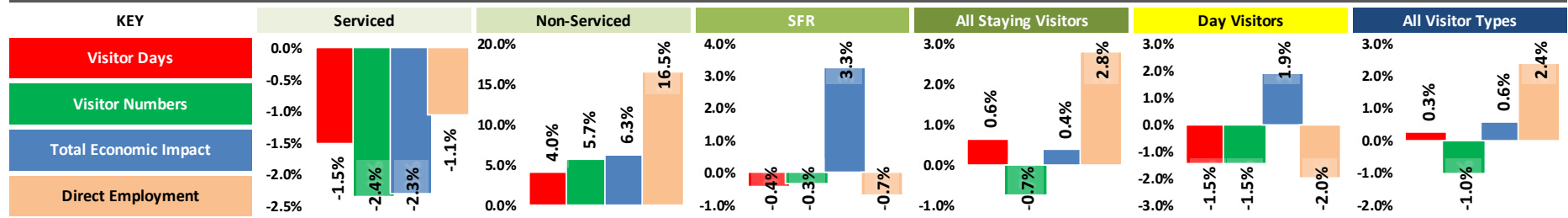
Visitor Numbers / Visitor Days / Average Length of Stay

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

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - 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																	
	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %			
Visitor Days 000s	503.93	511.62	-1.5%	510.83	490.98	4.0%	548.86	551.08	-0.4%	1,563.62	1,553.67	0.6%	316.07	320.80	-1.5%	1,879.70	1,874.47	0.3%			
Visitor Numbers 000s	289.45	296.43	-2.4%	71.00	67.18	5.7%	121.36	121.78	-0.3%	481.81	485.39	-0.7%	316.07	320.80	-1.5%	797.88	806.19	-1.0%			
Direct Expenditure £M																99.29	98.78	0.5%			
Economic Impact £M	69.82	71.47	-2.3%	26.37	24.82	6.3%	16.59	16.07	3.3%	112.79	112.36	0.4%	16.84	16.52	1.9%	129.63	128.88	0.6%			
Direct Employment FTEs	1,479	1,495	-1.1%	548	470	16.5%	194	195	-0.7%	2,221	2,160	2.8%	196	200	-2.0%	2,417	2,361	2.4%			
Total Employment FTEs																2,888	2,846	1.5%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - IN HISTORIC PRICES



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

Sectors	2018	2017	+/- %
Accommodation	27.62	30.38	-9.1%
Food & Drink	22.42	21.66	3.5%
Recreation	8.865	8.615	2.9%
Shopping	13.09	12.54	4.4%
Transport	27.28	25.59	6.6%
Indirect	99.29	98.78	0.5%
TOTAL DIRECT	30.34	30.10	0.8%
Indirect	129.63	128.88	0.6%

Sectors	2018	2017	+/- %
Accommodation	1,319	1,270	3.9%
Food & Drink	366	368	-0.4%
Recreation	144	145	-1.0%
Shopping	206	205	0.5%
Transport	382	373	2.6%
TOTAL DIRECT	2,417	2,361	2.4%
Indirect	471	485	-3.0%
TOTAL	2,888	2,846	1.5%

Sectoral Distribution of Employment - FTEs

Sectors	2018	2017	+/- %
Accommodation	45.7%		
Food & Drink	12.7%		
Recreation	5.0%		
Shopping	7.1%		
Transport	13.2%		
Indirect	16.3%		

Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2018

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

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018

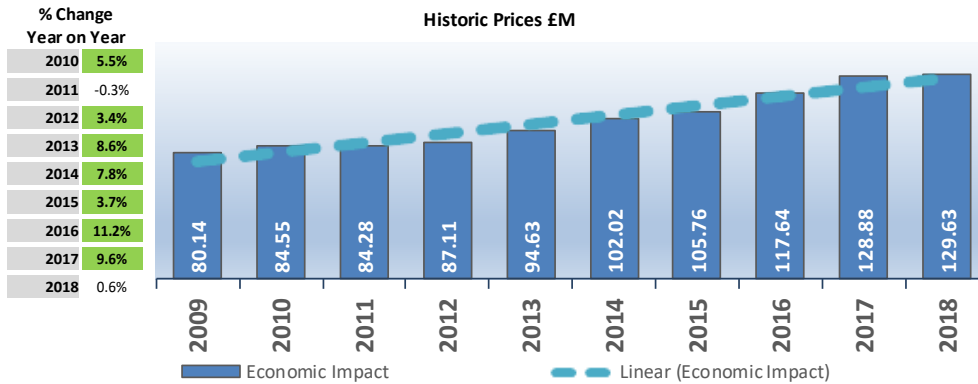
Historic Prices

TOTAL

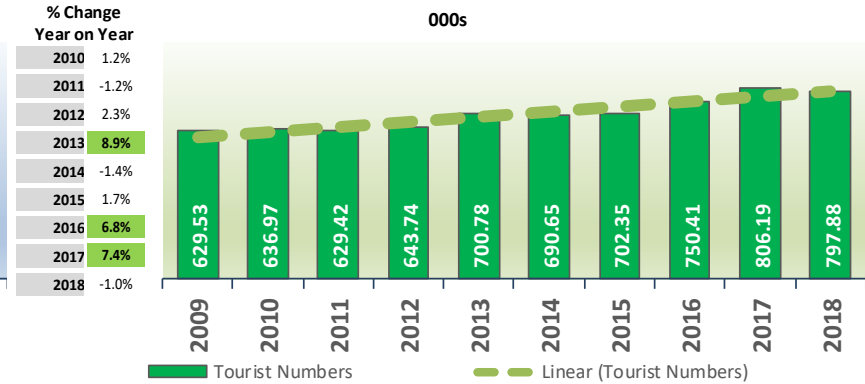
KEY MEASURES

Historic Prices

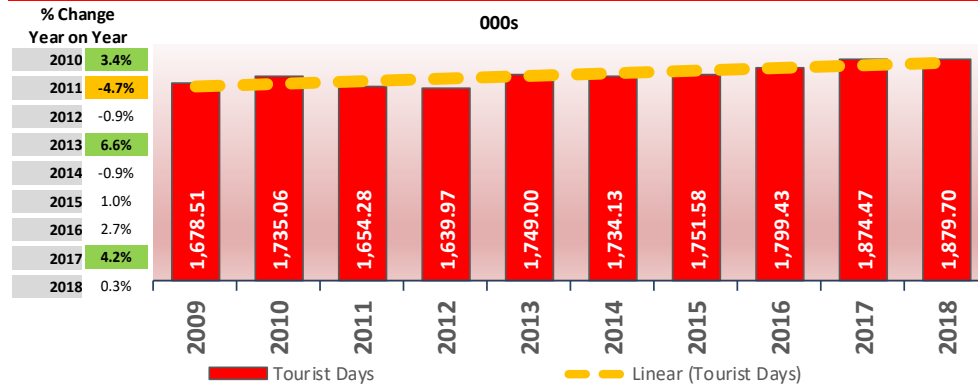
Economic Impact - Historic Prices - Total



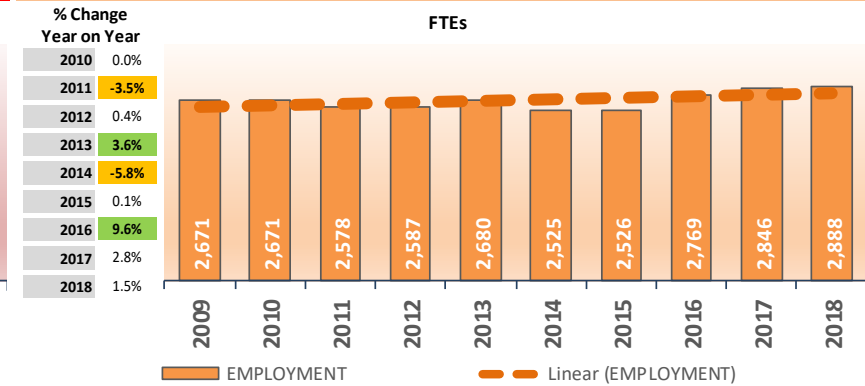
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		5.5%	5.2%	8.7%	18.1%	27.3%	32.0%	46.8%	60.8%	61.7%
Visitor Numbers		1.2%	0.0%	2.3%	11.3%	9.7%	11.6%	19.2%	28.1%	26.7%
Visitor Days		3.4%	-1.4%	-2.3%	4.2%	3.3%	4.4%	7.2%	11.7%	12.0%
Total Employment		0.0%	-3.5%	-3.2%	0.3%	-5.5%	-5.4%	3.7%	6.5%	8.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

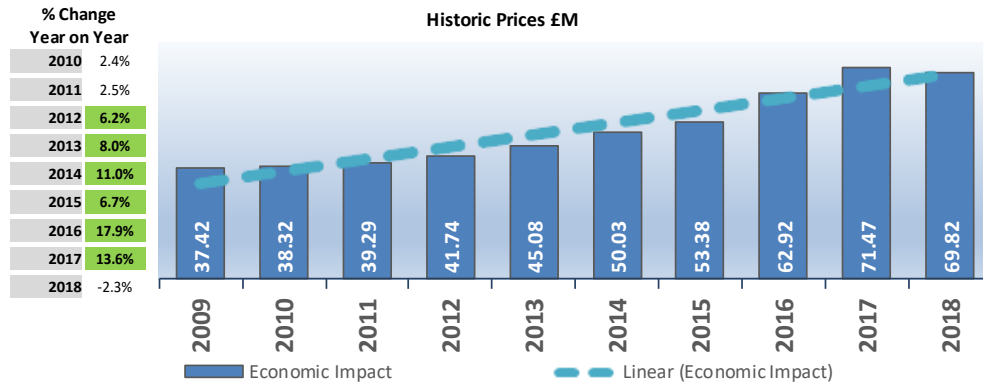
2009 to 2018

Historic Prices

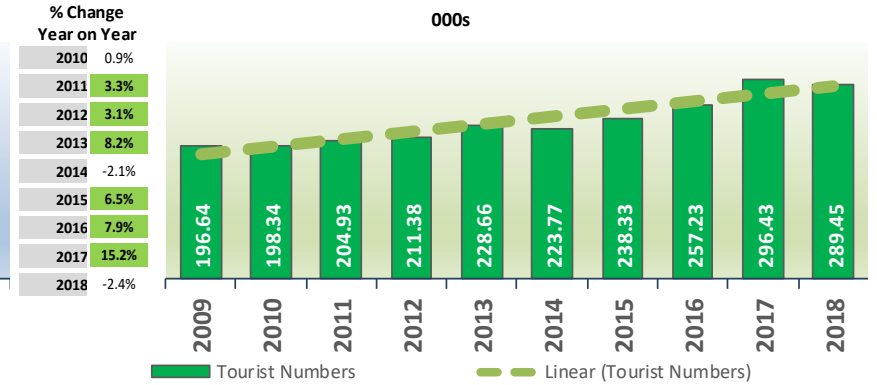
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

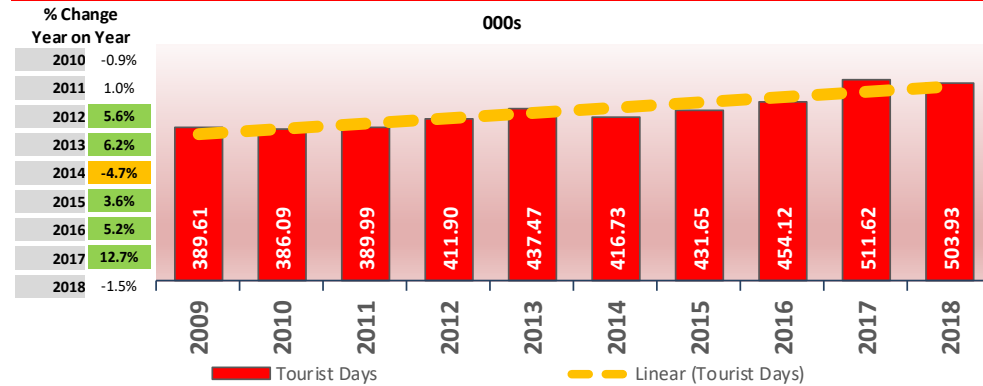
Economic Impact - Historic Prices - Serviced Accommodation



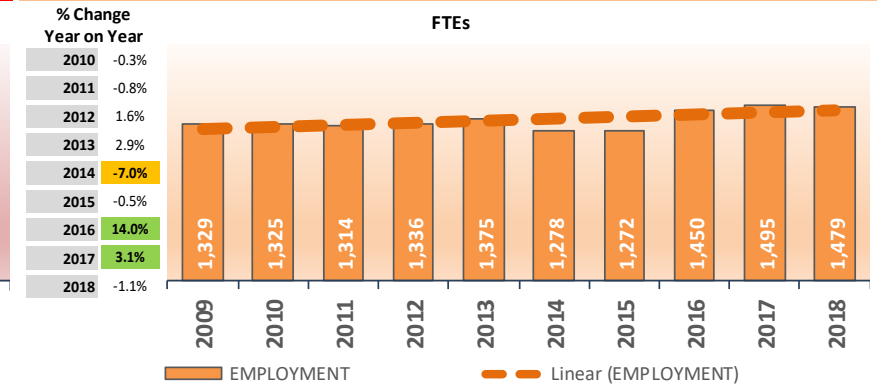
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		2.4%	5.0%	11.5%	20.5%	33.7%	42.6%	68.1%	91.0%	86.6%
Visitor Numbers		0.9%	4.2%	7.5%	16.3%	13.8%	21.2%	30.8%	50.7%	47.2%
Visitor Days		-0.9%	0.1%	5.7%	12.3%	7.0%	10.8%	16.6%	31.3%	29.3%
Direct Employment		-0.3%	-1.1%	0.5%	3.5%	-3.8%	-4.3%	9.1%	12.5%	11.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

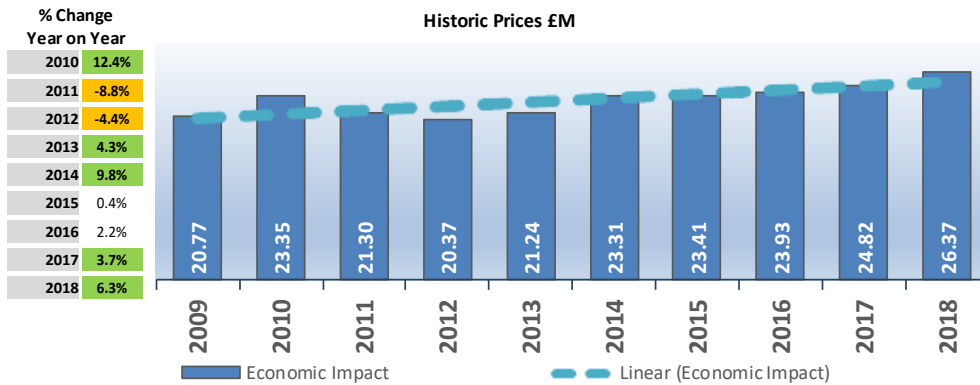
MORAY SPEYSIDE

2009 to 2018
Historic Prices

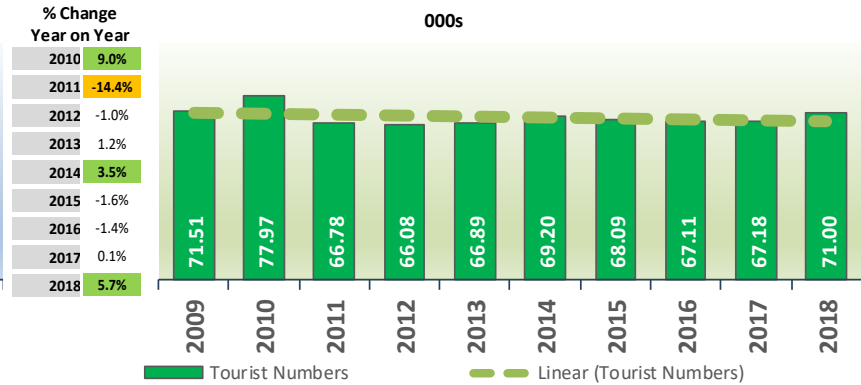
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

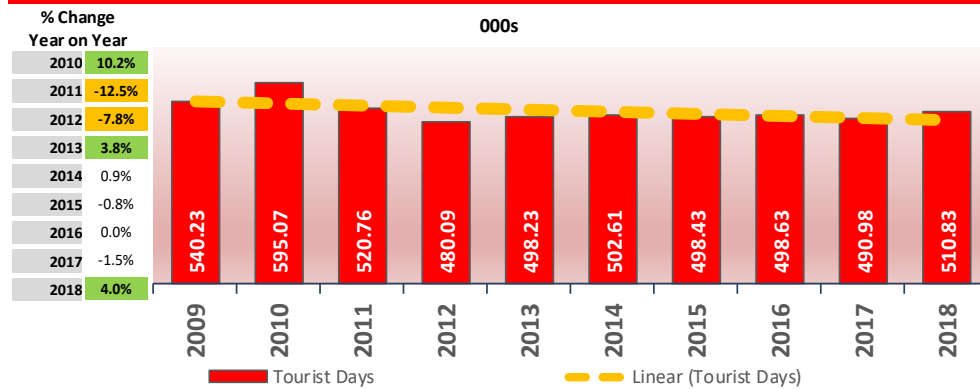
Economic Impact - Historic Prices - Non-Serviced Accommodation



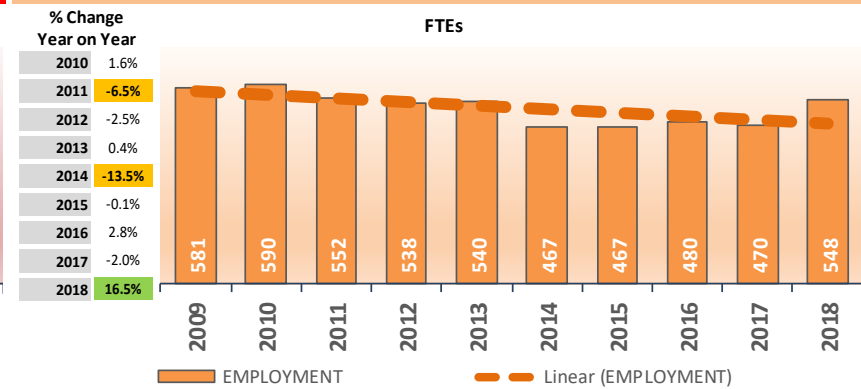
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		12.4%	2.5%	-1.9%	2.3%	12.2%	12.7%	15.2%	19.5%	27.0%
Visitor Numbers		9.0%	-6.6%	-7.6%	-6.5%	-3.2%	-4.8%	-6.2%	-6.1%	-0.7%
Visitor Days		10.2%	-3.6%	-11.1%	-7.8%	-7.0%	-7.7%	-7.7%	-9.1%	-5.4%
Direct Employment		1.6%	-5.1%	-7.4%	-7.1%	-19.6%	-19.7%	-17.4%	-19.1%	-5.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018

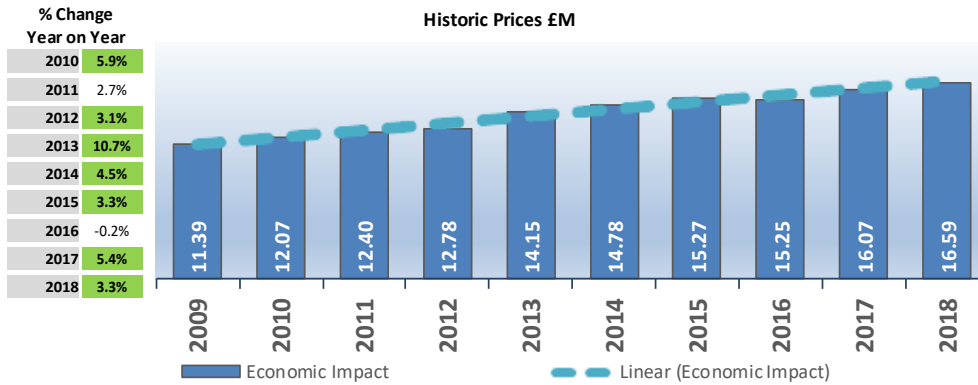
Historic Prices

SFR

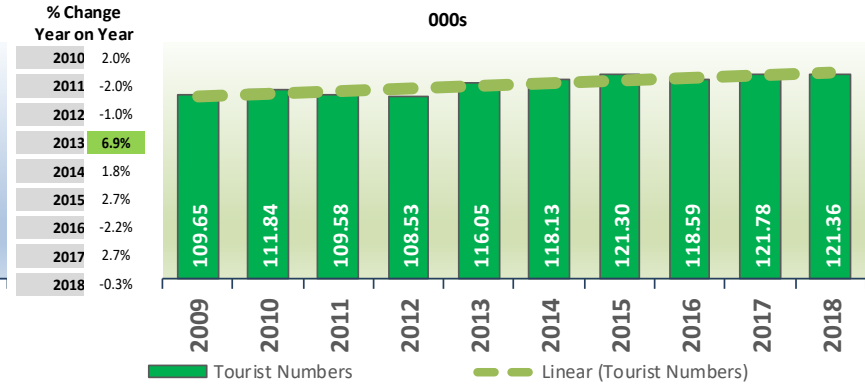
KEY MEASURES

Historic Prices

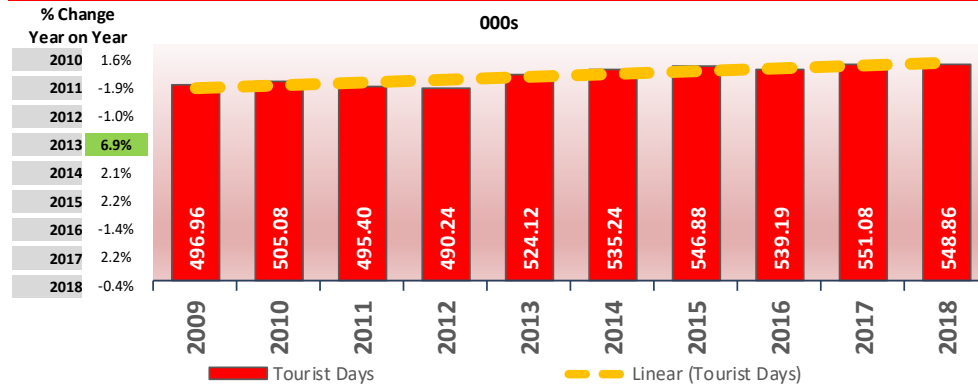
Economic Impact - Historic Prices - SFR



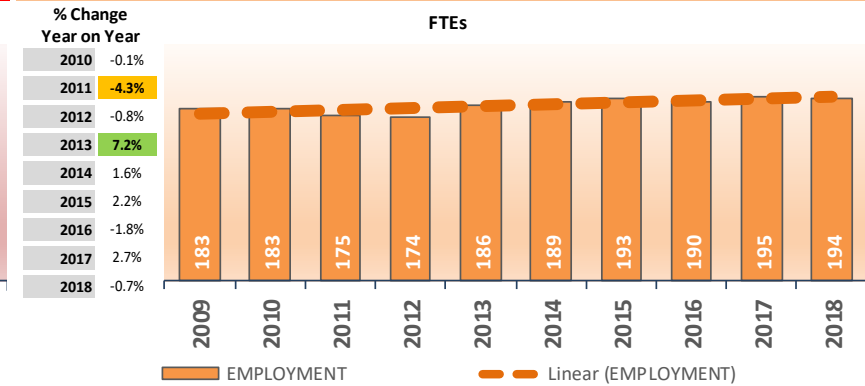
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		5.9%	8.8%	12.2%	24.2%	29.8%	34.0%	33.8%	41.0%	45.6%
Visitor Numbers		2.0%	-0.1%	-1.0%	5.8%	7.7%	10.6%	8.2%	11.1%	10.7%
Visitor Days		1.6%	-0.3%	-1.4%	5.5%	7.7%	10.0%	8.5%	10.9%	10.4%
Direct Employment		-0.1%	-4.4%	-5.1%	1.7%	3.4%	5.6%	3.7%	6.5%	5.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018

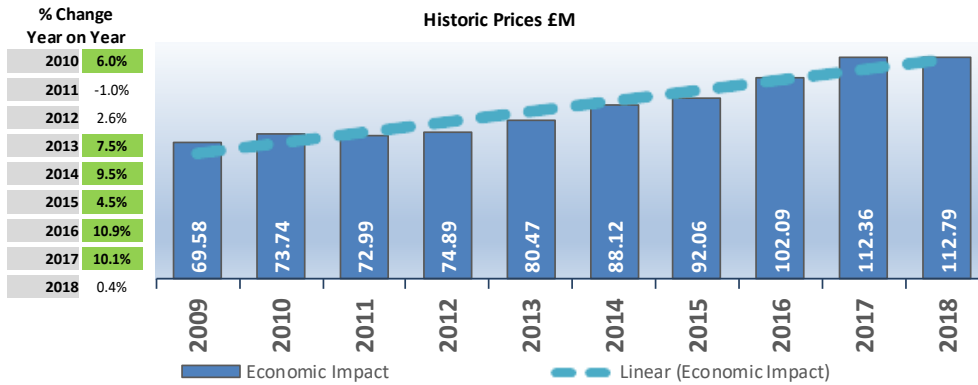
Historic Prices

STAYING VISITOR

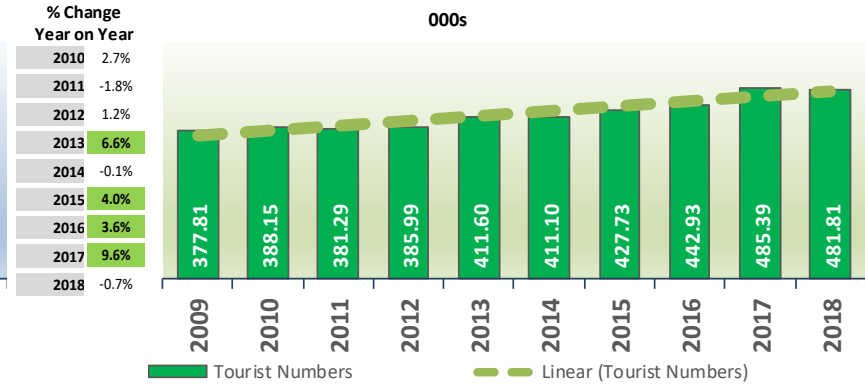
KEY MEASURES

Historic Prices

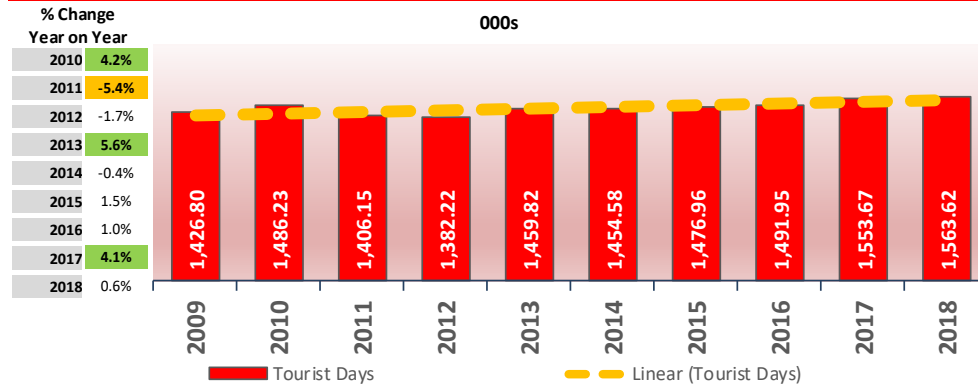
Economic Impact - Historic Prices - Staying Visitor



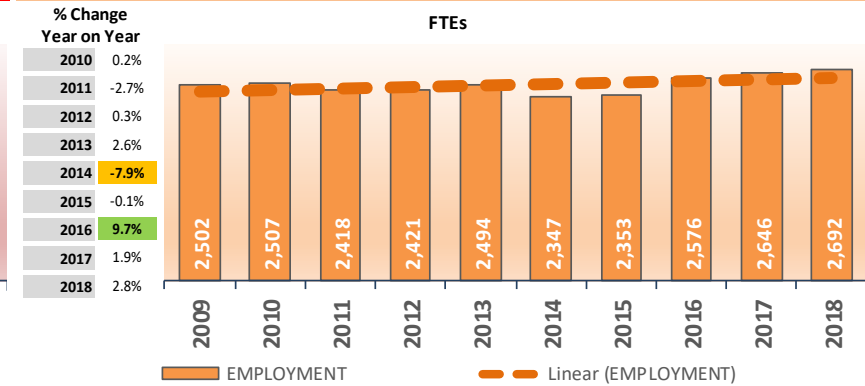
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		6.0%	4.9%	7.6%	15.6%	26.6%	32.3%	46.7%	61.5%	62.1%
Visitor Numbers		2.7%	0.9%	2.2%	8.9%	8.8%	13.2%	17.2%	28.5%	27.5%
Visitor Days		4.2%	-1.4%	-3.1%	2.3%	1.9%	3.5%	4.6%	8.9%	9.6%
Direct Employment		0.2%	-3.3%	-3.2%	-0.3%	-6.2%	-5.9%	3.0%	5.8%	7.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018

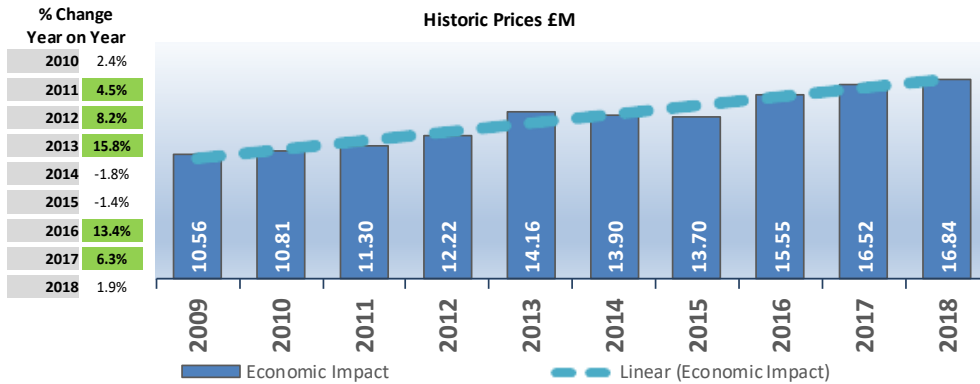
Historic Prices

DAY VISITOR

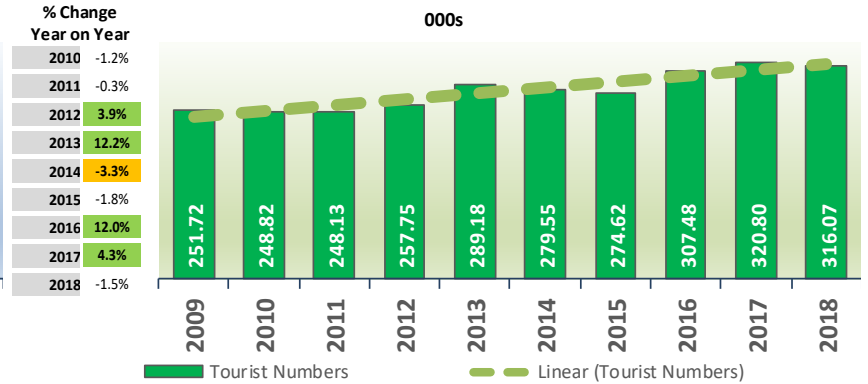
KEY MEASURES

Historic Prices

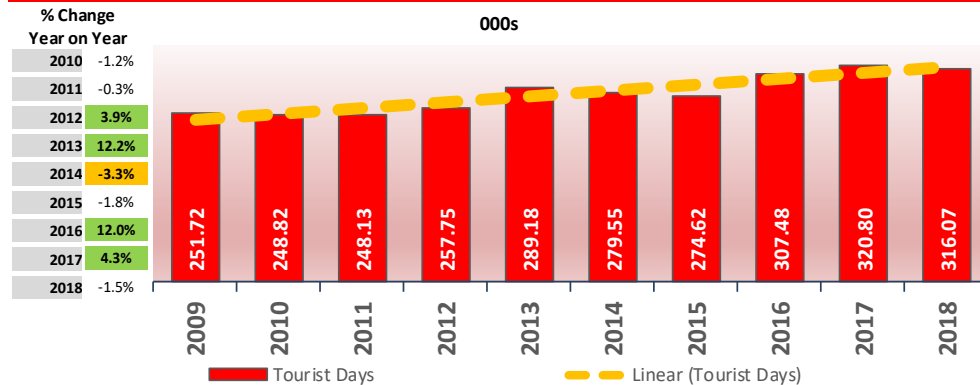
Economic Impact - Historic Prices - Day Visitor



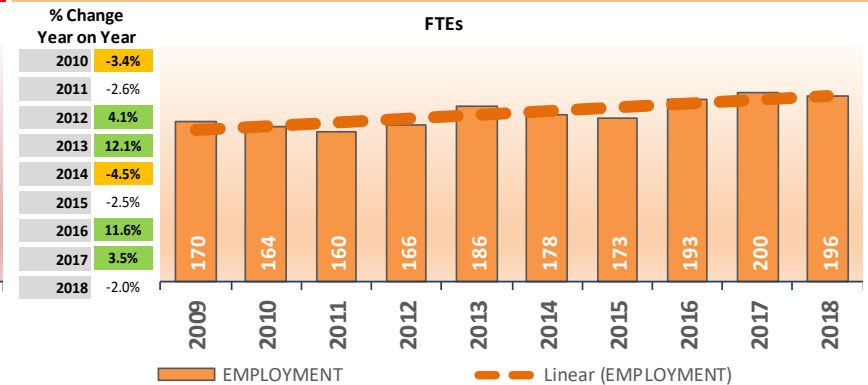
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		2.4%	7.0%	15.8%	34.1%	31.6%	29.8%	47.3%	56.5%	59.5%
Visitor Numbers		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%
Visitor Days		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%
Direct Employment		-3.4%	-6.0%	-2.1%	9.8%	4.8%	2.2%	14.0%	18.0%	15.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2018

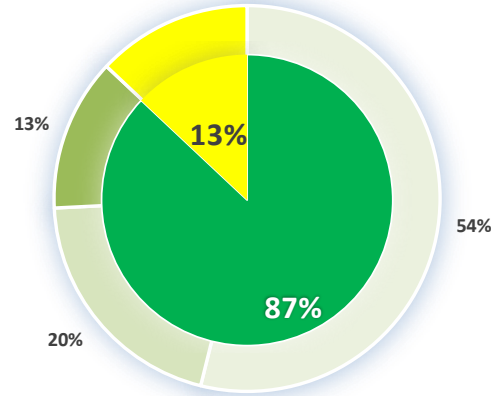
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2018 - M - Share of Total

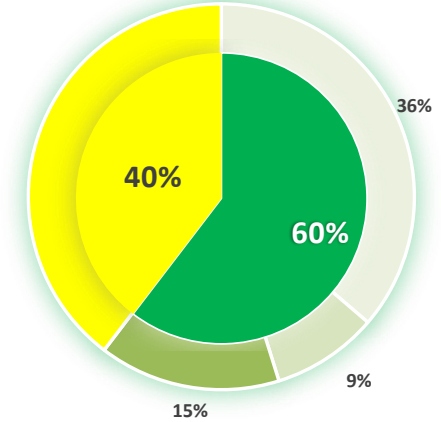
TOTAL
£129.63m

	£M
Serviced	69.82
Non-Serviced	26.37
SFR	16.59
Staying Visitor	112.79
Day Visitor	16.84
Total	129.63



TOTAL
0.80m

	M
Serviced	0.29
Non-Serviced	0.07
SFR	0.12
Staying Visitor	0.48
Day Visitor	0.32
Total	0.80

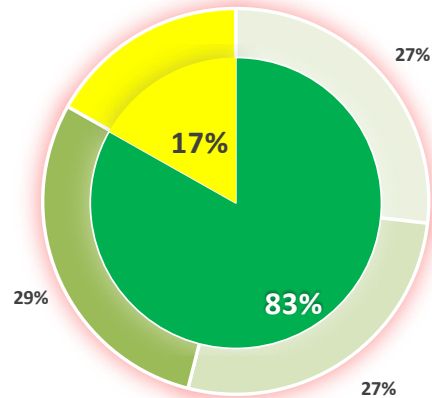


Visitor Days - 2018 - M - Share of Total

Direct Employment Supported - 2018 - FTEs - Share of Total

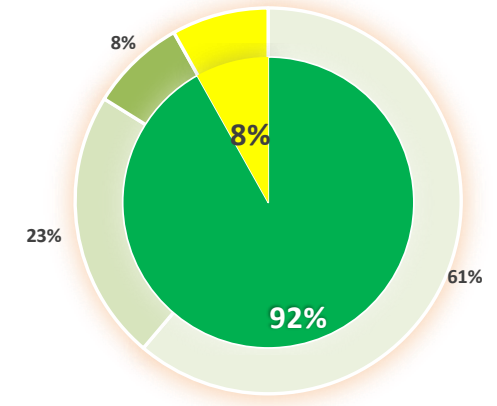
TOTAL
1.88m

	M
Serviced	0.50
Non-Serviced	0.51
SFR	0.55
Staying Visitor	1.56
Day Visitor	0.32
Total	1.88



TOTAL
2,417 Direct FTEs
2,888 Total FTEs

	FTEs
Serviced	1,479
Non-Serviced	548
SFR	194
Staying Visitor	2,221
Day Visitor	196
Total	2,417

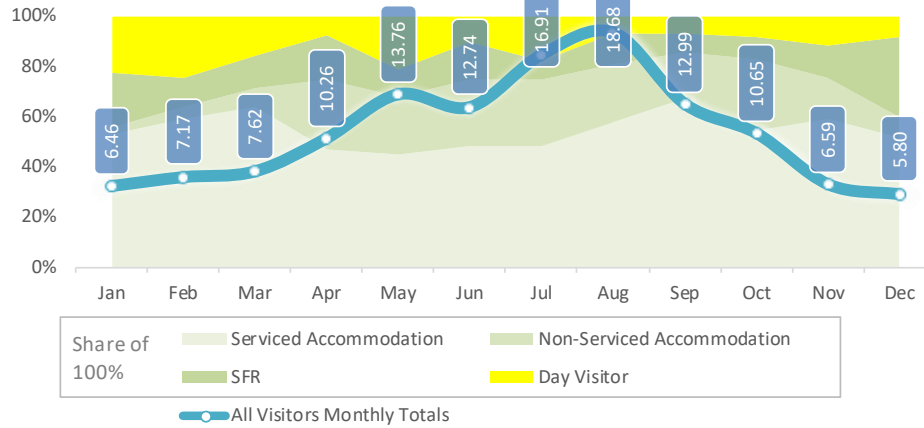


STEAM FINAL TREND REPORT FOR 2009-2018

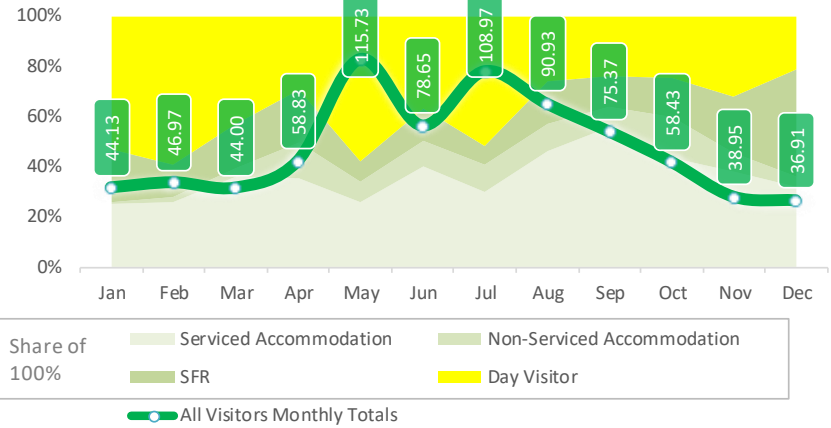
MORAY SPEYSIDE

2018	TOTAL	DISTRIBUTION BY MONTH
Historic Prices		Historic Prices

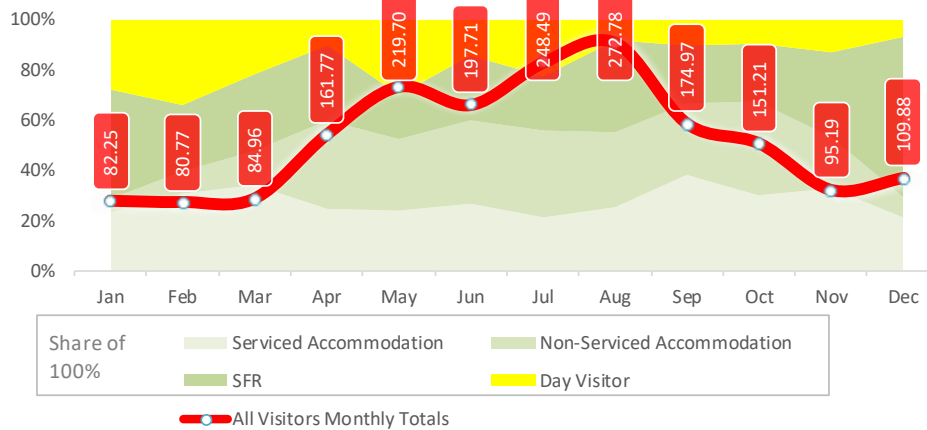
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



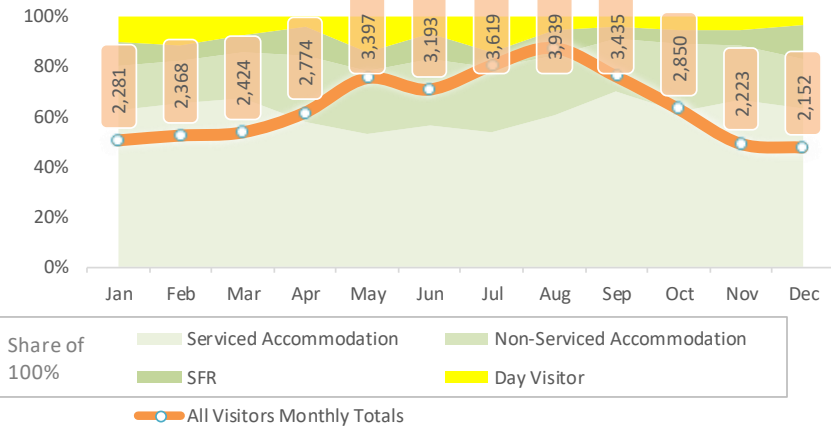
Visitor Numbers - 2018 - 000s - Distribution of Impact by Month



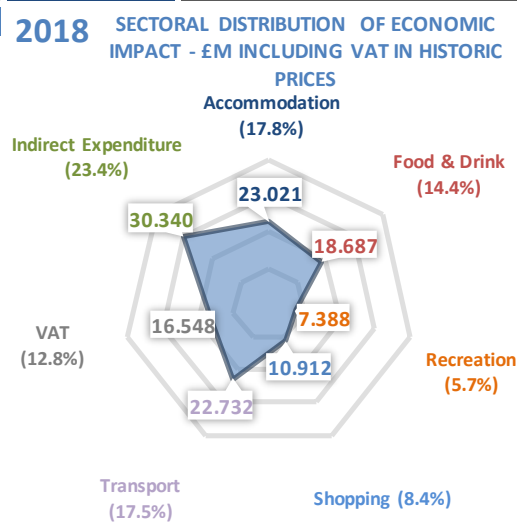
Visitor Days - 2018 - 000s - Distribution of Impact by Month



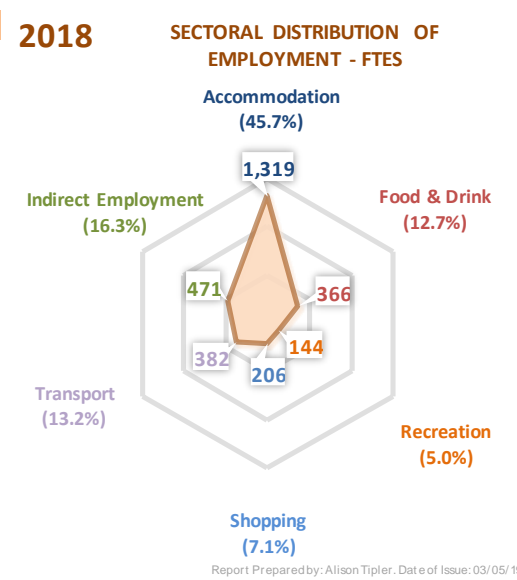
Direct Employment Supported - 2018 - FTEs - Distribution of Impact by Month



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES											
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	£M	15.62	15.67	14.82	15.25	16.17	17.53	20.05	22.18	25.32	23.02
Food & Drink	£M	11.54	12.00	11.91	12.54	13.88	14.88	14.86	16.55	18.05	18.69
Recreation	£M	5.069	5.221	5.227	5.529	6.133	6.128	6.200	6.650	7.179	7.388
Shopping	£M	6.847	7.118	7.032	7.298	8.048	8.679	8.709	9.699	10.45	10.91
Transport	£M	13.96	14.67	14.50	14.74	15.89	17.63	17.48	19.99	21.32	22.73
Direct Revenue	£M	53.04	54.67	53.50	55.36	60.12	64.85	67.29	75.07	82.32	82.74
VAT	£M	7.956	9.568	10.70	11.07	12.02	12.97	13.46	15.01	16.46	16.55
Direct Expenditure	£M	61.00	64.24	64.19	66.43	72.15	77.82	80.75	90.09	98.78	99.29
Indirect Expenditure	£M	19.14	20.31	20.09	20.68	22.48	24.20	25.01	27.55	30.10	30.34
TOTAL	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES											
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	FTEs	1,354	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319
Food & Drink	FTEs	298	299	282	286	306	320	316	346	368	366
Recreation	FTEs	130	129	123	125	134	131	131	138	145	144
Shopping	FTEs	170	171	160	160	171	179	178	195	205	206
Transport	FTEs	310	314	295	288	301	325	319	359	373	382
Direct Employment	FTEs	2,263	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417
Indirect Employment	FTEs	409	409	377	373	393	412	421	456	485	471
TOTAL	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888



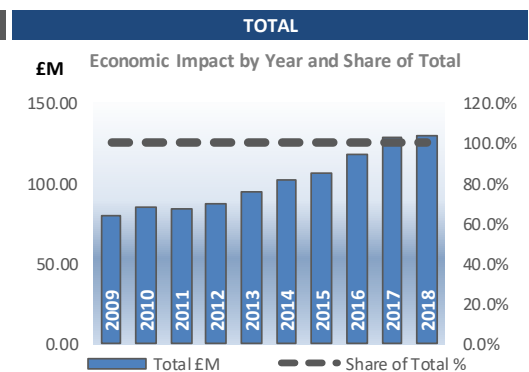
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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2018

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

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 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 2018		22.0%	51.2%	46.3%	76.9%	79.4%	69.1%	49.7%	62.3%	90.8%	67.7%	51.4%	62.3%	61.7%	Annual Change	39.4%	75.0%	64.1%	61.3%	
% Change 2017 to 2018		-14.2%	-3.6%	-2.7%	-0.2%	1.7%	-2.7%	-6.7%	6.1%	16.2%	4.4%	6.0%	-1.0%	0.6%	Annual Change	-6.8%	-0.4%	3.6%	3.4%	
Average Annual Change		2.4%	5.7%	5.1%	8.5%	8.8%	7.7%	5.5%	6.9%	10.1%	7.5%	5.7%	6.9%	6.9%	Annual Change	4.4%	8.3%	7.1%	6.8%	
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	
2018	£M	6.457	7.168	7.620	10.26	13.76	12.74	16.91	18.68	12.99	10.65	6.594	5.801	129.63	0.6%	21.25	36.77	48.57	23.05	

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2009	%										
Avg Ann. Change in Share	%										



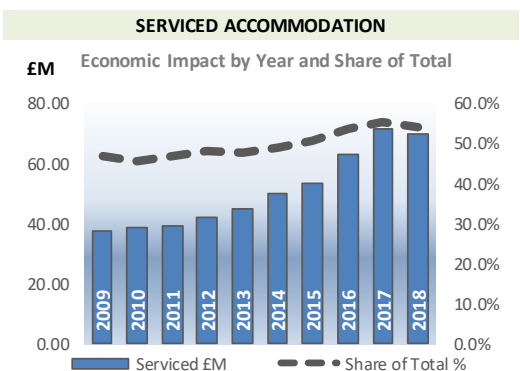
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STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2018		18.7%	64.5%	100.0%	102.0%	100.9%	111.2%	58.1%	118.1%	148.1%	84.4%	35.1%	85.6%	86.6%	Annual Change	58.8%	104.8%	103.1%	66.0%	
% Change 2017 to 2018		-22.6%	-5.7%	-7.3%	-4.9%	-5.2%	-7.2%	-14.0%	8.7%	24.4%	0.8%	-0.1%	-7.2%	-2.3%		-11.5%	-5.9%	4.7%	-1.5%	
Average Annual Change		2.1%	7.2%	11.1%	11.3%	11.2%	12.4%	6.5%	13.1%	16.5%	9.4%	3.9%	9.5%	9.6%		6.5%	11.6%	11.5%	7.3%	
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	
2018	£M	3.410	4.255	4.880	4.803	6.128	6.148	8.134	10.72	8.707	5.758	3.889	2.990	69.82	-2.3%	12.54	17.08	27.56	12.64	

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	£M	37.42	38.32	39.29	41.74	45.08	50.03	53.38	62.92	71.47	69.82
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63
Share of Total	%	46.7%	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%
Annual Change in Share	%		-2.9%	2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%
Change in Share from 2009	%		-2.9%	-0.2%	2.6%	2.0%	5.0%	8.1%	14.5%	18.8%	15.4%
Avg Ann. Change in Share	%		-2.9%	-0.1%	0.9%	0.5%	1.0%	1.3%	2.1%	2.3%	1.7%

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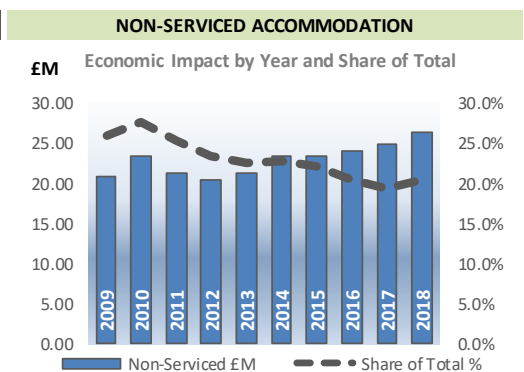
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Report Prepared by: Alison Tipler. Date of Issue: 03/05/19

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 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 2018		-39.0%	-9.0%	35.2%	61.6%	23.8%	33.2%	15.2%	10.3%	3.5%	53.9%	278.0%	38.5%	27.0%	-1.8%	36.9%	10.7%	76.2%	
% Change 2017 to 2018		20.0%	17.1%	38.5%	5.7%	8.2%	1.0%	3.1%	1.6%	0.6%	12.3%	33.1%	17.6%	6.3%	27.7%	4.8%	2.0%	17.1%	
Average Annual Change		-4.3%	-1.0%	3.9%	6.8%	2.6%	3.7%	1.7%	1.1%	0.4%	6.0%	30.9%	4.3%	3.0%	-0.2%	4.1%	1.2%	8.5%	
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
2018	£M	0.205	0.328	0.551	2.864	3.243	3.394	4.478	4.359	2.363	3.067	1.064	0.459	26.37	6.3%	1.084	9.501	11.20	4.590

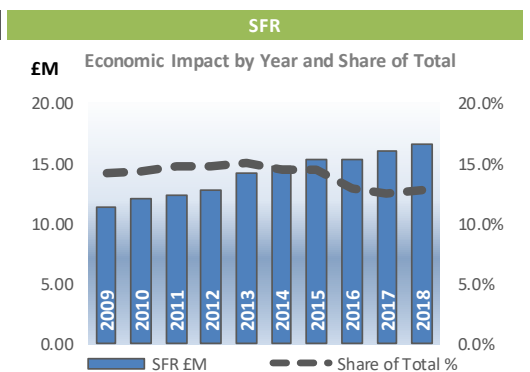
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	£M	20.77	23.35	21.30	20.37	21.24	23.31	23.41	23.93	24.82	26.37
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63
Share of Total	%	25.9%	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%
Annual Change in Share	%		6.6%	-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%
Change in Share from 2009	%		6.6%	-2.5%	-9.8%	-13.4%	-11.8%	-14.6%	-21.5%	-25.7%	-21.5%
Avg Ann. Change in Share	%		6.6%	-1.2%	-3.3%	-3.3%	-2.4%	-2.4%	-3.1%	-3.2%	-2.4%



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

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 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 2018		25.2%	39.7%	51.5%	56.0%	47.1%	49.3%	39.8%	43.8%	48.8%	52.1%	52.2%	47.4%	45.6%	Annual Change	36.3%	51.0%	43.6%	49.7%
% Change 2017 to 2018		-3.3%	3.7%	4.5%	3.0%	3.6%	1.3%	1.9%	4.3%	6.5%	5.7%	8.8%	4.0%	3.3%		0.8%	2.5%	4.1%	5.5%
Average Annual Change		2.8%	4.4%	5.7%	6.2%	5.2%	5.5%	4.4%	4.9%	5.4%	5.8%	5.8%	5.3%	5.1%		4.0%	5.7%	4.8%	5.5%
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
2018	£M	1.366	0.828	0.996	1.826	1.438	1.908	1.287	2.339	0.963	0.927	0.853	1.861	16.59	3.3%	3.190	5.172	4.589	3.641

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
SFR	£M	11.39	12.07	12.40	12.78	14.15	14.78	15.27	15.25	16.07	16.59
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63
Share of Total	%	14.2%	14.3%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%
Annual Change in Share	%		0.4%	3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%
Change in Share from 2009	%		0.4%	3.4%	3.2%	5.2%	1.9%	1.6%	-8.9%	-12.3%	-10.0%
Avg Ann. Change in Share	%		0.4%	1.7%	1.1%	1.3%	0.4%	0.3%	-1.3%	-1.5%	-1.1%



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 2009-2018 MORAY SPEYSIDE													2009 to 2018 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 2018		15.8%	52.9%	83.3%	78.4%	62.6%	70.0%	39.7%	66.0%	86.9%	70.4%	56.1%	65.7%	62.1%	Annual Change	48.2%	69.8%	61.3%	65.0%
% Change 2017 to 2018		-16.9%	-3.2%	-2.8%	-0.4%	-0.4%	-3.5%	-7.8%	6.3%	17.4%	4.6%	6.0%	-1.7%	0.4%		-7.6%	-1.6%	3.9%	3.3%
Average Annual Change		1.8%	5.9%	9.3%	8.7%	7.0%	7.8%	4.4%	7.3%	9.7%	7.8%	6.2%	7.3%	6.9%		5.4%	7.8%	6.8%	7.2%
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
2018	£M	4.981	5.411	6.426	9.493	10.81	11.45	13.90	17.42	12.03	9.753	5.806	5.310	112.79	0.4%	16.82	31.75	43.35	20.87

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	£M	69.58	73.74	72.99	74.89	80.47	88.12	92.06	102.09	112.36	112.79
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63
Share of Total	%	86.8%	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%
Annual Change in Share	%		0.4%	-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%
Change in Share from 2009	%		0.4%	-0.3%	-1.0%	-2.1%	-0.5%	0.2%	0.0%	0.4%	0.2%
Avg Ann. Change in Share	%		0.4%	-0.1%	-0.3%	-0.5%	-0.1%	0.0%	0.0%	0.1%	0.0%



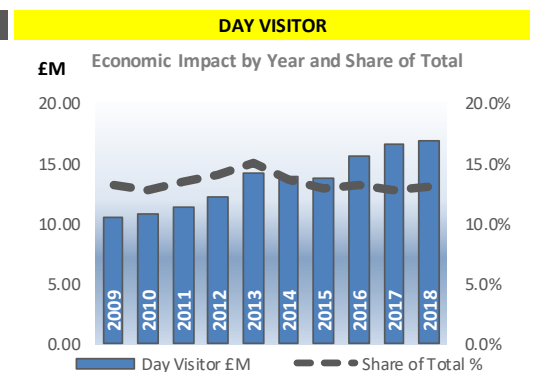
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2018		48.7%	46.1%	-29.9%	60.0%	188.6%	61.3%	123.8%	24.4%	159.7%	42.9%	23.9%	32.7%	59.5%	Annual Change	13.6%	117.6%	91.7%	33.2%
% Change 2017 to 2018		-4.1%	-4.7%	-2.0%	2.2%	10.1%	5.6%	-1.5%	3.9%	3.6%	2.2%	5.6%	8.0%	1.9%	-3.8%	7.6%	0.6%	4.7%	
Average Annual Change		5.4%	5.1%	-3.3%	6.7%	21.0%	6.8%	13.8%	2.7%	17.7%	4.8%	2.7%	3.6%	6.6%	1.5%	13.1%	10.2%	3.7%	
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
2018	£M	1.476	1.757	1.194	0.767	2.954	1.292	3.007	1.258	0.952	0.901	0.788	0.491	16.84	1.9%	4.427	5.013	5.216	2.180

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	£M	10.56	10.81	11.30	12.22	14.16	13.90	13.70	15.55	16.52	16.84
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63
Share of Total	%	13.2%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%
Annual Change in Share	%		-2.9%	4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%
Change in Share from 2009	%		-2.9%	1.7%	6.5%	13.6%	3.4%	-1.6%	0.3%	-2.7%	-1.4%
Avg Ann. Change in Share	%		-2.9%	0.9%	2.2%	3.4%	0.7%	-0.3%	0.0%	-0.3%	-0.2%

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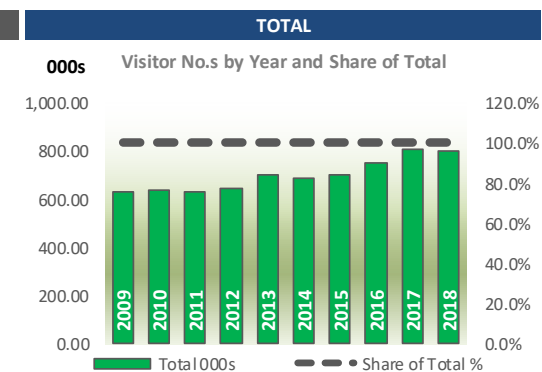


Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2018

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

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018			TOTAL	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2018		6.1%	7.4%	-20.1%	28.0%	67.2%	30.4%	39.4%	22.2%	64.7%	25.3%	7.3%	13.8%	26.7%		-3.7%	44.3%	38.8%	16.4%	
% Change 2017 to 2018		-11.4%	-5.6%	-3.7%	-1.6%	2.6%	-3.5%	-6.6%	5.0%	10.0%	2.0%	-1.4%	-3.7%	-1.0%		-7.0%	-0.3%	1.3%	-0.6%	
Average Annual Change		0.7%	0.8%	-2.2%	3.1%	7.5%	3.4%	4.4%	2.5%	7.2%	2.8%	0.8%	1.5%	3.0%		-0.4%	4.9%	4.3%	1.8%	
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	
2018	000s	44.1	47.0	44.0	58.8	115.7	78.7	109.0	90.9	75.4	58.4	38.9	36.9	797.9	-1.0%	135.1	253.2	275.3	134.3	

VISITOR NUMBERS											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 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 2009-2018 MORAY SPEYSIDE													2009 to 2018			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2009 to 2018		11.1%	7.7%	40.5%	44.7%	49.9%	63.2%	33.1%	77.4%	104.1%	39.5%	3.9%	23.7%	47.2%	20.1%		20.1%	53.3%	69.6%	23.8%	
% Change 2017 to 2018		-22.0%	-1.8%	-6.3%	-5.0%	-3.7%	-8.2%	-12.6%	10.0%	19.4%	1.8%	-10.8%	-15.1%	-2.4%	-10.1%		-10.1%	-5.8%	5.4%	-6.2%	
Average Annual Change		1.2%	0.9%	4.5%	5.0%	5.5%	7.0%	3.7%	8.6%	11.6%	4.4%	0.4%	2.6%	5.2%	2.2%		2.2%	5.9%	7.7%	2.6%	
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	0.9%		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	3.3%		32.1	60.0	71.9	34.3	
2011	000s	6.7	12.8	12.8	16.2	20.0	20.7	24.6	25.4	20.5	20.3	13.9	11.3	204.9	3.1%		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	8.2%		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	-2.1%		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	6.5%		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	7.9%		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	15.2%		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	-2.4%		43.3	87.6	110.1	55.5	
2018	000s	11.0	12.1	15.9	20.9	30.2	31.5	32.5	41.8	41.7	25.4	14.9	11.7	289.4			38.9	82.5	116.0	52.0	

VISITOR NUMBERS											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	000s	196.6	198.3	204.9	211.4	228.7	223.8	238.3	257.2	296.4	289.4
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9
Share of Total	%	31.2%	31.1%	32.6%	32.8%	32.6%	32.4%	33.9%	34.3%	36.8%	36.3%
Annual Change in Share	%		-0.3%	4.6%	0.9%	-0.6%	-0.7%	4.7%	1.0%	7.3%	-1.3%
Change in Share from 2009	%		-0.3%	4.2%	5.1%	4.5%	3.7%	8.6%	9.7%	17.7%	16.1%
Avg Ann. Change in Share	%		-0.3%	2.1%	1.7%	1.1%	0.7%	1.4%	1.4%	2.2%	1.8%



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STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018			NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2018		-60.2%	-41.9%	0.7%	21.6%	-7.0%	-4.0%	-8.0%	-13.1%	-20.6%	31.9%	154.4%	46.9%	-0.7%	Annual Change	-30.9%	1.8%	-12.9%	48.4%		
% Change 2017 to 2018		17.7%	-6.0%	41.8%	7.3%	4.9%	-2.9%	2.8%	5.0%	-1.4%	9.5%	30.2%	27.1%	5.7%		19.2%	3.1%	2.6%	15.1%		
Average Annual Change		-6.7%	-4.7%	0.1%	2.4%	-0.8%	-0.4%	-0.9%	-1.5%	-2.3%	3.5%	17.2%	5.2%	-0.1%		-3.4%	0.2%	-1.4%	5.4%		
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		
2018	000s	0.4	0.9	1.6	8.4	9.3	8.0	11.8	10.2	6.2	9.4	2.9	1.7	71.0	5.7%	3.0	25.8	28.3	14.0		

VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	000s	71.5	78.0	66.8	66.1	66.9	69.2	68.1	67.1	71.0
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%	8.9%
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%	-21.7%
Avg Ann. Change in Share	%		7.8%	-3.3%	-3.2%	-4.0%	-2.4%	-2.4%	-3.0%	-2.4%



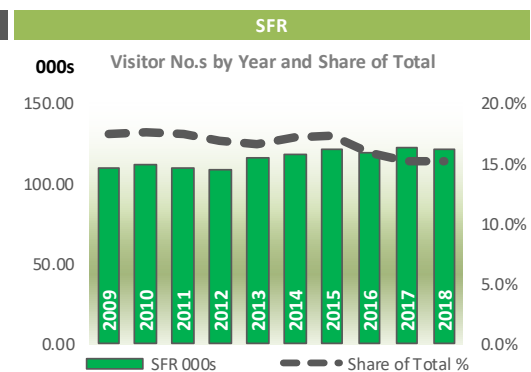
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						Annual 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 2018		-5.1%	5.9%	14.9%	18.3%	11.5%	13.2%	6.0%	9.0%	12.8%	15.3%	15.4%	11.7%	10.7%		3.7%	14.6%	9.3%	13.6%
% Change 2017 to 2018		-7.0%	-0.2%	0.5%	-0.9%	-0.4%	-2.5%	-2.0%	0.3%	2.4%	1.7%	4.7%	0.0%	-0.3%		-2.8%	-1.3%	0.4%	1.7%
Average Annual Change		-0.6%	0.7%	1.7%	2.0%	1.3%	1.5%	0.7%	1.0%	1.4%	1.7%	1.7%	1.3%	1.2%		0.4%	1.6%	1.0%	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
2018	000s	9.4	6.2	7.7	12.2	9.6	10.0	7.9	15.2	9.4	9.4	8.7	15.7	121.4	-0.3%	23.2	31.7	32.5	33.9

VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
SFR 000s	109.6	111.8	109.6	108.5	116.0	118.1	121.3	118.6	121.8	121.4
All Visitor Types 000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9
Share of Total %	17.4%	17.6%	17.4%	16.9%	16.6%	17.1%	17.3%	15.8%	15.1%	15.2%
Annual Change in Share %		0.8%	-0.8%	-3.2%	-1.8%	3.3%	1.0%	-8.5%	-4.4%	0.7%
Change in Share from 2009 %		0.8%	0.0%	-3.2%	-4.9%	-1.8%	-0.8%	-9.3%	-13.3%	-12.7%
Avg Ann. Change in Share %		0.8%	0.0%	-1.1%	-1.2%	-0.4%	-0.1%	-1.3%	-1.7%	-1.4%

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Report Prepared by: Alison Tipler. Date of Issue: 03/05/19

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018		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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2018		-0.4%	2.8%	28.5%	31.1%	26.6%	35.7%	16.8%	36.4%	56.6%	32.0%	15.0%	18.0%	27.5%	Annual Change	10.2%	31.0%	35.4%	22.9%	
% Change 2017 to 2018		-15.2%	-1.5%	-2.1%	-1.5%	-1.5%	-6.3%	-7.9%	6.9%	13.7%	3.3%	-2.7%	-5.6%	-0.7%		-6.6%	-3.2%	4.0%	-1.0%	
Average Annual Change		0.0%	0.3%	3.2%	3.5%	3.0%	4.0%	1.9%	4.0%	6.3%	3.6%	1.7%	2.0%	3.1%		1.1%	3.4%	3.9%	2.5%	
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	
2018	000s	20.8	19.2	25.1	41.5	49.0	49.5	52.2	67.2	57.4	44.2	26.5	29.2	481.8	-0.7%	65.1	140.1	176.8	99.8	

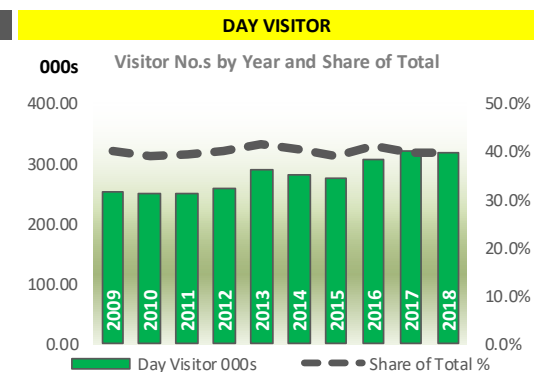
VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
Staying Visitor	000s	377.8	388.2	381.3	386.0	411.6	411.1	427.7	442.9	485.4	481.8
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9
Share of Total	%	60.0%	60.9%	60.6%	60.0%	58.7%	59.5%	60.9%	59.0%	60.2%	60.4%
Annual Change in Share	%		1.5%	-0.6%	-1.0%	-2.0%	1.3%	2.3%	-3.1%	2.0%	0.3%
Change in Share from 2009	%		1.5%	0.9%	-0.1%	-2.1%	-0.8%	1.5%	-1.6%	0.3%	0.6%
Avg Ann. Change in Share	%		1.5%	0.5%	0.0%	-0.5%	-0.2%	0.2%	-0.2%	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 2009-2018 MORAY SPEYSIDE													2009 to 2018		DAY VISITOR	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			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 2018		12.7%	10.8%	-46.8%	21.3%	118.8%	22.3%	69.6%	-5.7%	96.9%	8.3%	-6.0%	0.6%	25.6%	Annual Change	-13.9%	65.0%	45.3%	1.0%
% Change 2017 to 2018		-7.7%	-8.3%	-5.7%	-1.7%	5.9%	1.5%	-5.3%	-0.1%	-0.3%	-1.6%	1.6%	3.9%	-1.5%	-7.4%	3.5%	-3.2%	0.7%	
Average Annual Change		1.4%	1.2%	-5.2%	2.4%	13.2%	2.5%	7.7%	-0.6%	10.8%	0.9%	-0.7%	0.1%	2.8%	-1.5%	7.2%	5.0%	0.1%	
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
2018	000s	23.3	27.8	18.9	17.3	66.7	29.2	56.8	23.7	18.0	14.2	12.5	7.8	316.1	-1.5%	70.0	113.2	98.5	34.5

VISITOR NUMBERS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	000s	251.7	248.8	248.1	257.7	289.2	279.5	274.6	307.5	316.1
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	797.9
Share of Total	%	40.0%	39.1%	39.4%	40.0%	41.3%	39.1%	41.0%	39.8%	39.6%
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 2018

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

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018	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	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 2018		-10.5%	3.1%	-6.9%	24.2%	29.0%	15.0%	7.5%	3.9%	18.5%	18.8%	19.6%	14.0%	12.0%	-5.2%	22.6%	8.6%	17.5%	
% Change 2017 to 2018		-10.3%	-2.6%	0.2%	-0.8%	2.1%	-3.4%	-3.9%	2.0%	6.7%	4.4%	8.3%	0.4%	0.3%	-4.4%	-0.6%	0.9%	4.1%	
Average Annual Change		-1.2%	0.3%	-0.8%	2.7%	3.2%	1.7%	0.8%	0.4%	2.1%	2.1%	2.2%	1.6%	1.3%	-0.6%	2.5%	1.0%	1.9%	
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
2018	000s	82.3	80.8	85.0	161.8	219.7	197.7	248.5	272.8	175.0	151.2	95.2	109.9	1,879.7	0.3%	248.0	579.2	696.2	356.3

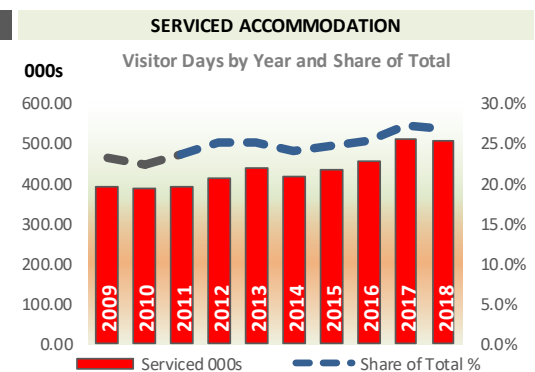
VISITOR DAYS											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	000s	1,678.5	1,735.1	1,654.3	1,640.0	1,749.0	1,734.1	1,751.6	1,799.4	1,874.5	1,879.7
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 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 2009-2018 MORAY SPEYSIDE													2009 to 2018		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		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 2018		-20.9%	8.4%	31.7%	40.5%	39.3%	38.9%	10.7%	45.1%	71.8%	30.3%	-2.0%	33.3%	29.3%	5.4%	39.5%	40.4%	18.9%		
% Change 2017 to 2018		-22.1%	-1.9%	-6.3%	-4.8%	-3.5%	-7.5%	-13.1%	6.7%	19.4%	2.6%	3.6%	-4.0%	-1.5%	-9.8%	-5.3%	3.9%	1.3%		
Average Annual Change		-2.3%	0.9%	3.5%	4.5%	4.4%	4.3%	1.2%	5.0%	8.0%	3.4%	-0.2%	3.7%	3.3%	0.6%	4.4%	4.5%	2.1%		
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	
2018	000s	19.2	24.6	28.6	39.5	52.7	52.4	53.1	68.1	66.1	45.6	30.7	23.2	503.9	-1.5%	72.5	144.6	187.3	99.6	

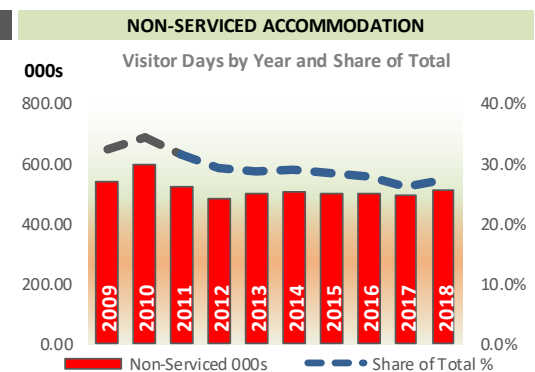
VISITOR DAYS											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	000s	389.6	386.1	390.0	411.9	437.5	416.7	431.7	454.1	511.6	503.9
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9
Share of Total	%	23.2%	22.3%	23.6%	25.1%	25.0%	24.0%	24.6%	25.2%	27.3%	26.8%
Annual Change in Share	%		-4.1%	5.9%	6.5%	-0.4%	-3.9%	2.5%	2.4%	8.2%	-1.8%
Change in Share from 2009	%		-4.1%	1.6%	8.2%	7.8%	3.5%	6.2%	8.7%	17.6%	15.5%
Avg Ann. Change in Share	%		-4.1%	0.8%	2.7%	1.9%	0.7%	1.0%	1.2%	2.2%	1.7%



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STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018	NON-SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
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 2018		-54.6%	-32.3%	0.5%	20.6%	-8.2%	-0.1%	-14.3%	-17.5%	-21.5%	15.6%	181.8%	3.2%	-5.4%	Annual Change	-27.0%	2.2%	-17.3%	32.2%
% Change 2017 to 2018		17.7%	14.8%	35.8%	2.6%	4.9%	-2.9%	2.8%	0.8%	-1.4%	9.5%	30.2%	15.0%	4.0%		25.2%	1.3%	1.0%	14.3%
Average Annual Change		-6.1%	-3.6%	0.1%	2.3%	-0.9%	0.0%	-1.6%	-1.9%	-2.4%	1.7%	20.2%	0.4%	-0.6%		-3.0%	0.2%	-1.9%	3.6%
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	64.0
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
2018	000s	4.4	7.0	11.7	56.9	62.5	66.0	84.6	82.7	50.5	56.3	19.7	8.5	510.8	4.0%	23.1	185.4	217.7	84.6

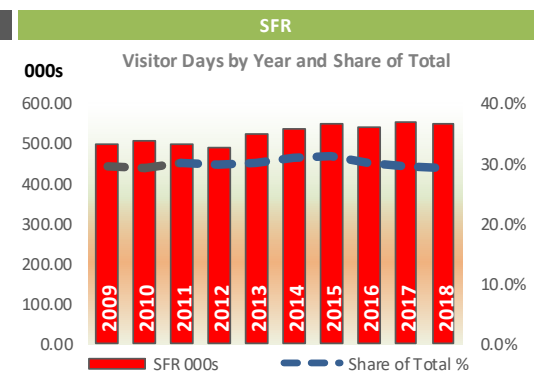
VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
Non-Serviced	000s	540.2	595.1	520.8	480.1	498.2	502.6	498.4	498.6	491.0	510.8
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9
Share of Total	%	32.2%	34.3%	31.5%	29.3%	28.5%	29.0%	28.5%	27.7%	26.2%	27.2%
Annual Change in Share	%		6.6%	-8.2%	-7.0%	-2.7%	1.7%	-1.8%	-2.6%	-5.5%	3.8%
Change in Share from 2009	%		6.6%	-2.2%	-9.0%	-11.5%	-9.9%	-11.6%	-13.9%	-18.6%	-15.6%
Avg Ann. Change in Share	%		6.6%	-1.1%	-3.0%	-2.9%	-2.0%	-1.9%	-2.0%	-2.3%	-1.7%



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STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
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 2018		-5.1%	5.9%	14.9%	18.3%	11.5%	13.2%	6.0%	9.0%	12.8%	15.3%	15.4%	11.7%	10.4%	3.3%	14.4%	8.9%	13.5%	
% Change 2017 to 2018		-7.0%	-0.2%	0.5%	-0.9%	-0.4%	-2.5%	-2.0%	0.3%	2.4%	1.7%	4.7%	0.0%	-0.4%	-3.0%	-1.4%	0.1%	1.5%	
Average Annual Change		-0.6%	0.7%	1.7%	2.0%	1.3%	1.5%	0.7%	1.0%	1.4%	1.7%	1.7%	1.3%	1.2%	0.4%	1.6%	1.0%	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
2018	000s	35.3	21.4	25.7	48.0	37.8	50.2	54.0	98.2	40.4	35.1	32.3	70.4	548.9	-0.4%	82.4	136.0	192.7	137.7

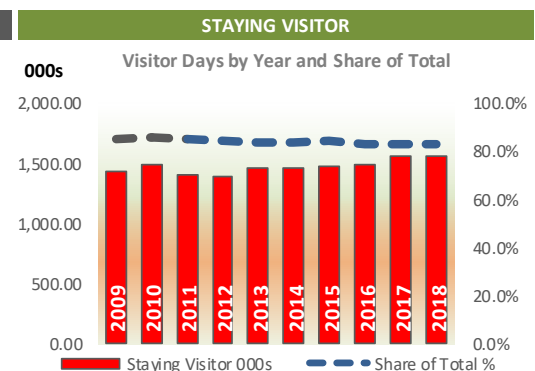
VISITOR DAYS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
SFR 000s	497.0	505.1	495.4	490.2	524.1	535.2	546.9	539.2	551.1	548.9
All Visitor Types M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9
Share of Total %	29.6%	29.1%	29.9%	29.9%	30.0%	30.9%	31.2%	30.0%	29.4%	29.2%
Annual Change in Share %		-1.7%	2.9%	-0.2%	0.2%	3.0%	1.2%	-4.0%	-1.9%	-0.7%
Change in Share from 2009 %		-1.7%	1.1%	1.0%	1.2%	4.3%	5.5%	1.2%	-0.7%	-1.4%
Avg Ann. Change in Share %		-1.7%	0.6%	0.3%	0.3%	0.9%	0.9%	0.2%	-0.1%	-0.2%



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STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018		STAYING VISITOR	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2018		-17.2%	-0.5%	18.4%	24.6%	9.4%	13.8%	-3.0%	5.0%	13.3%	20.0%	24.7%	15.2%	9.6%		-1.2%	15.4%	4.2%	19.6%
% Change 2017 to 2018		-11.2%	0.7%	2.0%	-0.7%	0.6%	-4.2%	-3.4%	2.2%	7.6%	5.1%	9.3%	0.2%	0.6%		-3.1%	-1.6%	1.6%	4.5%
Average Annual Change		-1.9%	-0.1%	2.0%	2.7%	1.0%	1.5%	-0.3%	0.6%	1.5%	2.2%	2.7%	1.7%	1.1%		-0.1%	1.7%	0.5%	2.2%
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		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%	191.8	453.2	563.2	278.0
2011	000s	53.9	53.8	62.0	135.3	133.2	157.4	177.1	219.3	131.6	119.1	64.2	99.2	1,406.1	-5.4%	169.8	425.9	527.9	282.5
2012	000s	69.1	54.2	68.7	120.5	122.3	156.7	174.9	217.8	140.2	107.0	58.1	92.7	1,382.2	-1.7%	192.0	399.5	532.9	257.8
2013	000s	68.5	54.9	88.6	132.4	134.3	158.4	196.4	234.2	142.8	110.4	55.8	83.0	1,459.8	5.6%	212.0	425.1	573.5	249.2
2014	000s	62.7	55.8	59.9	124.7	150.2	159.4	183.8	240.6	138.7	114.3	65.1	99.3	1,454.6	-0.4%	178.5	434.3	563.0	278.8
2015	000s	69.4	55.6	64.7	123.8	143.0	156.1	179.7	226.2	140.6	128.4	77.8	111.7	1,477.0	1.5%	189.7	422.9	546.5	317.9
2016	000s	52.8	46.7	67.5	123.7	145.3	168.4	201.7	248.5	141.9	127.3	64.2	104.0	1,492.0	1.0%	167.0	437.4	592.0	295.5
2017	000s	66.4	52.6	64.8	145.5	152.1	176.0	198.6	243.8	146.0	130.4	75.7	102.0	1,553.7	4.1%	183.8	473.6	588.3	308.0
2018	000s	58.9	53.0	66.1	144.5	153.0	168.5	191.7	249.0	157.0	137.0	82.7	102.1	1,563.6	0.6%	178.0	466.0	597.8	321.8

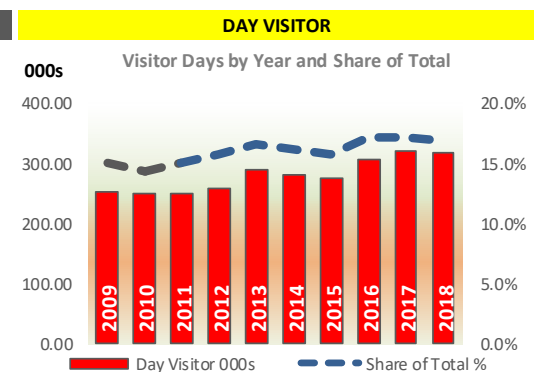
VISITOR DAYS											STAYING VISITOR
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	000s	1,426.8	1,486.2	1,406.1	1,382.2	1,459.8	1,454.6	1,477.0	1,492.0	1,553.7	1,563.6
All Visitor Types	M	1.7	1.7	1.7	1.6	1.7	1.7	1.8	1.8	1.9	1.9
Share of Total	%	85.0%	85.7%	85.0%	84.3%	83.5%	83.9%	84.3%	82.9%	82.9%	83.2%
Annual Change in Share	%		0.8%	-0.8%	-0.8%	-1.0%	0.5%	0.5%	-1.7%	0.0%	0.4%
Change in Share from 2009	%		0.8%	0.0%	-0.8%	-1.8%	-1.3%	-0.8%	-2.5%	-2.5%	-2.1%
Avg Ann. Change in Share	%		0.8%	0.0%	-0.3%	-0.5%	-0.3%	-0.1%	-0.4%	-0.3%	-0.2%



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STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018	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	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 2018		12.7%	10.8%	-46.8%	21.3%	118.8%	22.3%	69.6%	-5.7%	96.9%	8.3%	-6.0%	0.6%	25.6%	-13.9%	65.0%	45.3%	1.0%	
% Change 2017 to 2018		-7.7%	-8.3%	-5.7%	-1.7%	5.9%	1.5%	-5.3%	-0.1%	-0.3%	-1.6%	1.6%	3.9%	-1.5%	-7.4%	3.5%	-3.2%	0.7%	
Average Annual Change		1.4%	1.2%	-5.2%	2.4%	13.2%	2.5%	7.7%	-0.6%	10.8%	0.9%	-0.7%	0.1%	2.8%	-1.5%	7.2%	5.0%	0.1%	
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
2018	000s	23.3	27.8	18.9	17.3	66.7	29.2	56.8	23.7	18.0	14.2	12.5	7.8	316.1	-1.5%	70.0	113.2	98.5	34.5

VISITOR DAYS										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	000s	251.7	248.8	248.1	257.7	289.2	279.5	274.6	307.5	316.1
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	%	15.0%	14.3%	15.0%	15.7%	16.5%	16.1%	15.7%	17.1%	16.8%
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%	1.3%



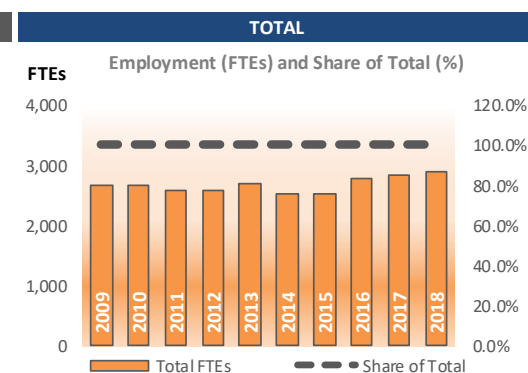
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2018

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

STEAM FINAL TREND REPORT FOR 2009-2018													2009 to 2018		TOTAL		TOTAL EMPLOYMENT				
MORAY SPEYSIDE																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2009 to 2018		-6.9%	2.2%	-1.4%	10.2%	17.1%	10.8%	5.0%	10.0%	28.7%	9.3%	2.5%	4.8%	8.1%	Annual Change		-2.1%		12.8%	13.4%	5.8%
% Change 2017 to 2018		-7.1%	-2.3%	-1.5%	0.1%	1.4%	-0.9%	-4.4%	6.5%	17.9%	3.1%	2.8%	0.3%	1.5%	Annual Change		-3.6%		0.2%	5.7%	2.2%
Average Annual Change		-0.8%	0.2%	-0.2%	1.1%	1.9%	1.2%	0.6%	1.1%	3.2%	1.0%	0.3%	0.5%	0.9%	Annual Change		-0.2%		1.4%	1.5%	0.6%
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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		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	Annual Change		2,446		3,114	3,466	2,357
2018	FTEs	2,281	2,368	2,424	2,774	3,397	3,193	3,619	3,939	3,435	2,850	2,223	2,152	2,888	Annual Change		2,358		3,121	3,664	2,408

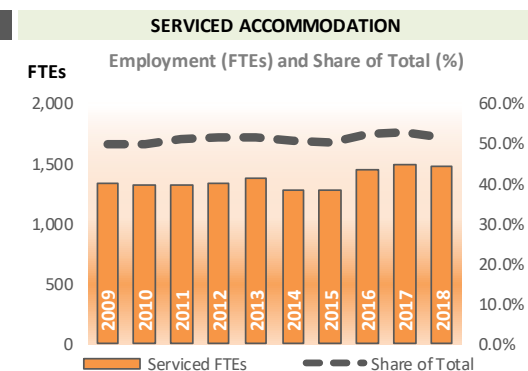
EMPLOYMENT											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 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 2009-2018 MORAY SPEYSIDE													2009 to 2018		SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2018		-7.3%	2.7%	9.3%	7.5%	12.9%	15.1%	3.7%	30.3%	44.3%	9.9%	-1.2%	5.3%	11.3%	Annual Change		1.5%	11.9%	25.7%	4.7%	
% Change 2017 to 2018		-10.7%	-5.3%	-5.5%	-4.0%	-3.5%	-4.1%	-8.8%	8.8%	24.6%	-1.4%	-2.7%	-4.2%	-1.1%			-7.1%	-3.9%	8.0%	-2.7%	
Average Annual Change		-0.8%	0.3%	1.0%	0.8%	1.4%	1.7%	0.4%	3.4%	4.9%	1.1%	-0.1%	0.6%	1.3%			0.2%	1.3%	2.9%	0.5%	
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
2018	FTEs	1,258	1,349	1,415	1,333	1,486	1,489	1,538	1,898	2,015	1,473	1,291	1,204	1,479	-1.1%			1,341	1,436	1,817	1,323

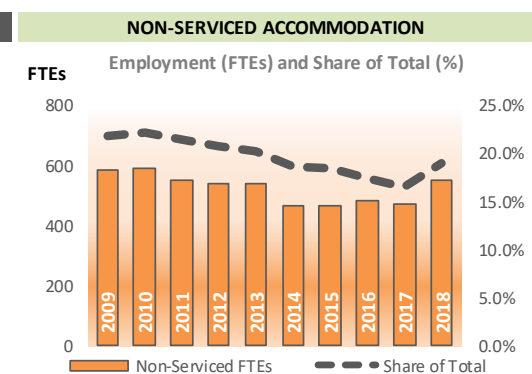
EMPLOYMENT										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Serviced FTEs	1,329	1,325	1,314	1,336	1,375	1,278	1,272	1,450	1,495	1,479
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888
Share of Total %	49.7%	49.6%	51.0%	51.6%	51.3%	50.6%	50.3%	52.4%	52.5%	51.2%
Annual Change in Share %		-0.3%	2.8%	1.3%	-0.7%	-1.3%	-0.6%	4.0%	0.3%	-2.5%
Change in Share from 2009 %		-0.3%	2.5%	3.8%	3.1%	1.8%	1.2%	5.3%	5.6%	3.0%
Avg Ann. Change in Share %		-0.3%	1.3%	1.3%	0.8%	0.4%	0.2%	0.8%	0.7%	0.3%



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STEAM FINAL TREND REPORT FOR 2009-2018													2009 to 2018		NON-SERVICED	DIRECT EMPLOYMENT			
MORAY SPEYSIDE																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2018		-8.0%	-6.8%	-3.5%	3.7%	-5.1%	-3.4%	-11.8%	-19.3%	-8.4%	2.1%	9.7%	-2.9%	-5.7%	Annual Change	-6.0%	-1.9%	-13.7%	2.8%
% Change 2017 to 2018		22.6%	22.7%	24.0%	14.9%	14.9%	12.6%	13.4%	11.4%	13.0%	19.4%	24.1%	22.3%	16.5%		23.1%	14.1%	12.6%	21.5%
Average Annual Change		-0.9%	-0.8%	-0.4%	0.4%	-0.6%	-0.4%	-1.3%	-2.1%	-0.9%	0.2%	1.1%	-0.3%	-0.6%		-0.7%	-0.2%	-1.5%	0.3%
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
2018	FTEs	346	349	378	623	688	696	731	729	604	650	414	369	548	16.5%	358	669	688	478

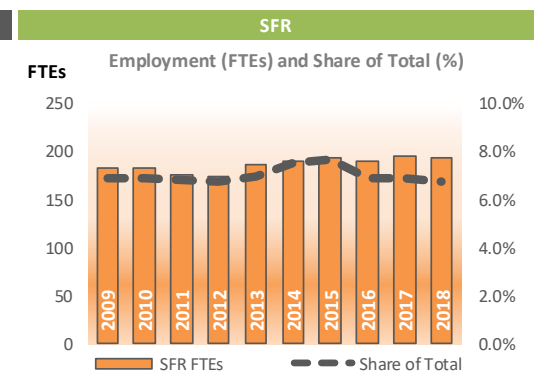
EMPLOYMENT											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	FTEs	581	590	552	538	540	467	467	480	470	548
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888
Share of Total	%	21.8%	22.1%	21.4%	20.8%	20.2%	18.5%	18.5%	17.3%	16.5%	19.0%
Annual Change in Share	%		1.6%	-3.1%	-2.8%	-3.1%	-8.1%	-0.2%	-6.2%	-4.6%	14.8%
Change in Share from 2009	%		1.6%	-1.6%	-4.4%	-7.4%	-14.9%	-15.0%	-20.3%	-24.0%	-12.8%
Avg Ann. Change in Share	%		1.6%	-0.8%	-1.5%	-1.8%	-3.0%	-2.5%	-2.9%	-3.0%	-1.4%



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STEAM FINAL TREND REPORT FOR 2009-2018													2009 to 2018		SFR	DIRECT EMPLOYMENT			
MORAY SPEYSIDE																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2018		-9.0%	1.5%	10.1%	13.4%	6.9%	8.4%	1.6%	4.5%	8.1%	10.5%	10.6%	7.1%	5.8%		-1.0%	9.7%	4.4%	8.7%
% Change 2017 to 2018		-7.0%	-0.2%	0.5%	-0.9%	-0.4%	-2.5%	-2.0%	0.3%	2.4%	1.7%	4.7%	0.0%	-0.7%		-3.0%	-1.4%	0.1%	1.5%
Average Annual Change		-1.0%	0.2%	1.1%	1.5%	0.8%	0.9%	0.2%	0.5%	0.9%	1.2%	1.2%	0.8%	0.6%		-0.1%	1.1%	0.5%	1.0%
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
2018	FTEs	191	116	139	256	202	268	181	328	135	130	119	260	194	-0.7%	149	242	215	170

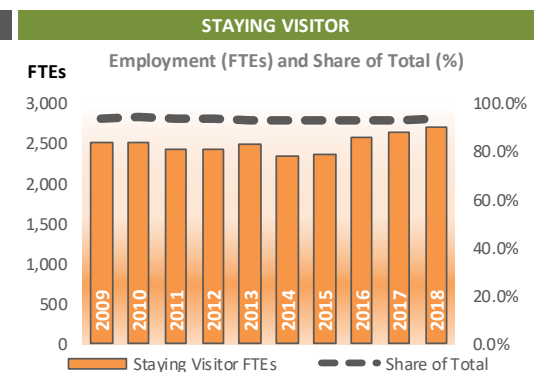
EMPLOYMENT											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
SFR	FTEs	183	183	175	174	186	189	193	190	195	194
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888
Share of Total	%	6.9%	6.8%	6.8%	6.7%	6.9%	7.5%	7.7%	6.9%	6.9%	6.7%
Annual Change in Share	%		-0.1%	-0.8%	-1.1%	3.5%	7.9%	2.1%	-10.4%	-0.1%	-2.1%
Change in Share from 2009	%		-0.1%	-0.9%	-2.0%	1.4%	9.4%	11.7%	0.0%	0.0%	-2.1%
Avg Ann. Change in Share	%		-0.1%	-0.5%	-0.7%	0.3%	1.9%	1.9%	0.0%	0.0%	-0.2%



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 2009-2018 MORAY SPEYSIDE													2009 to 2018		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											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 2018		-7.6%	0.7%	6.6%	7.0%	6.6%	8.5%	-1.6%	10.5%	26.3%	7.5%	1.8%	3.8%	6.1%	Annual Change	-0.3%	7.4%	11.1%	4.5%
% Change 2017 to 2018		-5.3%	-0.6%	-0.5%	1.0%	1.4%	0.3%	-2.6%	8.4%	20.6%	4.0%	2.8%	0.8%	2.8%	Annual Change	-2.1%	0.9%	8.4%	2.6%
Average Annual Change		-0.8%	0.1%	0.7%	0.8%	0.7%	0.9%	-0.2%	1.2%	2.9%	0.8%	0.2%	0.4%	0.7%	Annual Change	0.0%	0.8%	1.2%	0.5%
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
2018	FTEs	1,796	1,814	1,932	2,212	2,376	2,452	2,449	2,955	2,754	2,252	1,824	1,834	2,221	2.8%	1,848	2,347	2,719	1,970

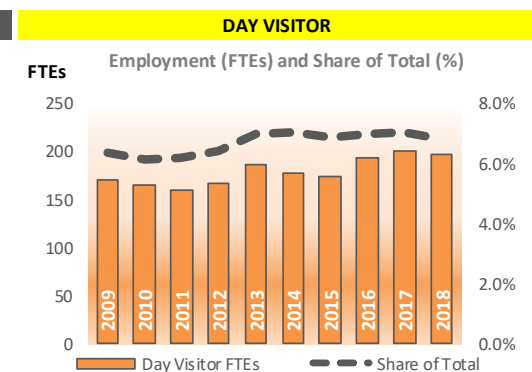
EMPLOYMENT										
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor FTEs	2,502	2,507	2,418	2,421	2,494	2,347	2,353	2,576	2,646	2,692
Total Employment FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888
Share of Total %	93.6%	93.9%	93.8%	93.6%	93.0%	93.0%	93.1%	93.0%	93.0%	93.2%
Annual Change in Share %		0.2%	-0.1%	-0.2%	-0.6%	-0.1%	0.2%	-0.1%	-0.1%	0.3%
Change in Share from 2009 %		0.2%	0.2%	-0.1%	-0.6%	-0.7%	-0.5%	-0.7%	-0.7%	-0.5%
Avg Ann. Change in Share %		0.2%	0.1%	0.0%	-0.2%	-0.1%	-0.1%	-0.1%	-0.1%	-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 2009-2018													2009 to 2018		DAY VISITOR		DIRECT EMPLOYMENT			
MORAY SPEYSIDE																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2018		8.0%	6.2%	-49.0%	16.2%	109.7%	17.2%	62.6%	-9.6%	88.7%	3.8%	-10.0%	-3.6%	15.6%	Annual Change	-17.5%	58.1%	39.3%	-3.2%	
% Change 2017 to 2018		-7.7%	-8.3%	-5.7%	-1.7%	5.9%	1.5%	-5.3%	-0.1%	-0.3%	-1.6%	1.6%	3.9%	-2.0%		-7.4%	3.5%	-3.2%	0.7%	
Average Annual Change		0.9%	0.7%	-5.4%	1.8%	12.2%	1.9%	7.0%	-1.1%	9.9%	0.4%	-1.1%	-0.4%	1.7%		-1.9%	6.5%	4.4%	-0.4%	
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	
2018	FTEs	208	248	169	107	412	180	417	174	132	127	111	69	196	-2.0%	208	233	241	103	

EMPLOYMENT											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	FTEs	170	164	160	166	186	178	173	193	200	196
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888
Share of Total	%	6.4%	6.1%	6.2%	6.4%	7.0%	7.0%	6.9%	7.0%	7.0%	6.8%
Annual Change in Share	%		-3.4%	0.9%	3.7%	8.2%	1.3%	-2.6%	1.8%	0.7%	-3.4%
Change in Share from 2009	%		-3.4%	-2.5%	1.1%	9.4%	10.9%	8.0%	10.0%	10.7%	7.0%
Avg Ann. Change in Share	%		-3.4%	-1.3%	0.4%	2.4%	2.2%	1.3%	1.4%	1.3%	0.8%



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.

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2018

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

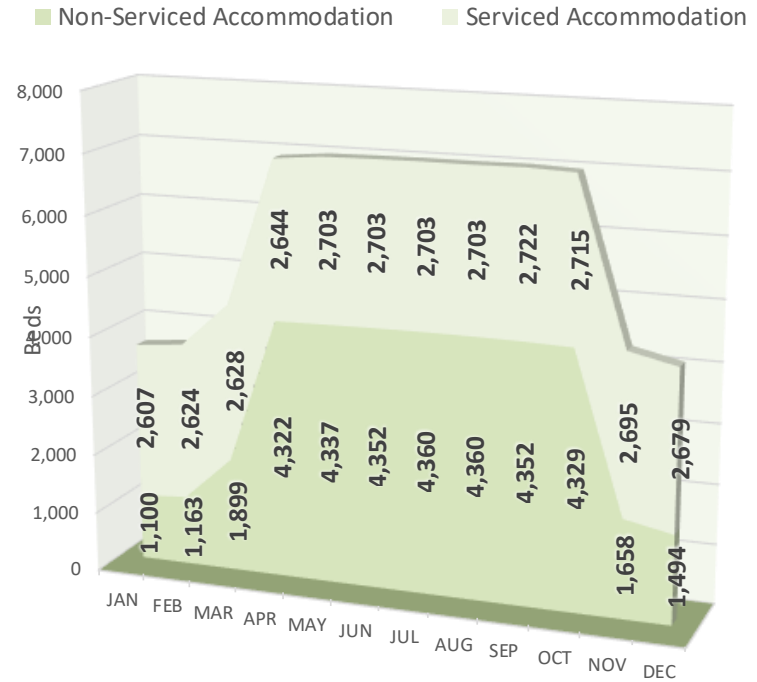
SERVICED ACCOMMODATION 2018	2018		Change on 2017		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	178	2,722	-15	-92	-30	+89
+50 Room	3	453	0	0	+1	+234
26-50 Room	3	226	0	0	-1	-43
<26 Room	75	1,205	-4	-30	-2	-2
Guest Houses/B&Bs	97	838	-11	-62	-28	-100

NON-SERVICED ACCOMMODATION 2018	2018		Change on 2017		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	194	4,360	+34	+174	-7	+126
Self-Catering	174	2,161	+33	+144	-9	+123
Touring/Camping	20	2,199	+1	+30	+2	+3

DISTRIBUTION BY TYPE OF ACCOMMODATION 2018	2018		Change on 2017		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	372	7,082	+19	+82	-37	+215
Serviced Accommodation Share of Total	48%	38%				
Non-Serviced Accommodation Share of Total	52%	62%				

SEASONAL AVAILABILITY OF BED SUPPLY 2018	2018											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,707	3,787	4,527	6,966	7,040	7,055	7,063	7,063	7,074	7,044	4,353	4,173
Serviced Accommodation	2,607	2,624	2,628	2,644	2,703	2,703	2,703	2,703	2,722	2,715	2,695	2,679
Non-Serviced Accommodation	1,100	1,163	1,899	4,322	4,337	4,352	4,360	4,360	4,352	4,329	1,658	1,494

**SEASONAL AVAILABILITY OF BED SUPPLY
2018**



Report Sections With Historic Financial Data Indexed to 2018 Prices

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

Indexation:	<i>Indexation to: 2018</i>
2009	<i>1.31</i>
2010	<i>1.27</i>
2011	<i>1.21</i>
2012	<i>1.16</i>
2013	<i>1.12</i>
2014	<i>1.09</i>
2015	<i>1.08</i>
2016	<i>1.07</i>
2017	<i>1.04</i>
2018	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

Comparing 2018 and 2017

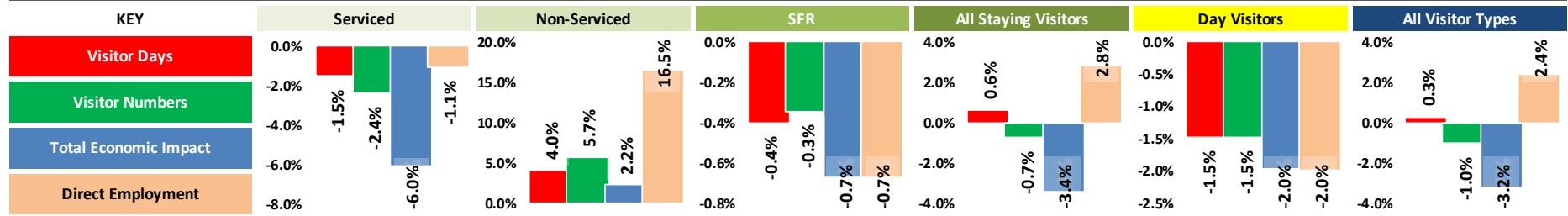
2017 in 2018 prices (1.04)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - INDEXED TO 2018

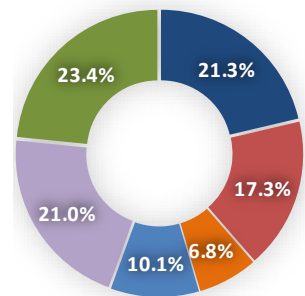
KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2018	2017	+/- %	2018	2017	+/- %															
A Fall of 3% or more	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %			
Visitor Days	000s	503.93	511.62	-1.5%	510.83	490.98	4.0%	548.86	551.08	-0.4%	1,563.62	1,553.67	0.6%	316.07	320.80	-1.5%	1,879.70	1,874.47	0.3%		
Visitor Numbers	000s	289.45	296.43	-2.4%	71.00	67.18	5.7%	121.36	121.78	-0.3%	481.81	485.39	-0.7%	316.07	320.80	-1.5%	797.88	806.19	-1.0%		
Direct Expenditure	£M																99.29	102.69	-3.3%		
Economic Impact	£M	69.82	74.30	-6.0%	26.37	25.80	2.2%	16.59	16.70	-0.7%	112.79	116.80	-3.4%	16.84	17.18	-2.0%	129.63	133.98	-3.2%		
Direct Employment	FTEs	1,479	1,495	-1.1%	548	470	16.5%	194	195	-0.7%	2,221	2,160	2.8%	196	200	-2.0%	2,417	2,361	2.4%		
Total Employment	FTEs																2,888	2,846	1.5%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - INDEXED TO 2018



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2018

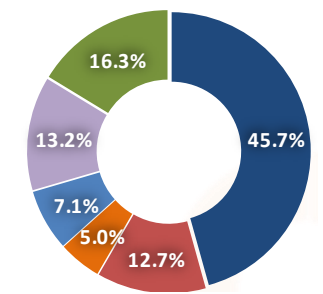
Sectors	2018	2017	+/- %
Accommodation	27.62	31.58	-12.5%
Food & Drink	22.42	22.52	-0.4%
Recreation	8.865	8.956	-1.0%
Shopping	13.09	13.03	0.5%
Transport	27.28	26.60	2.6%
Indirect	99.29	102.69	-3.3%
TOTAL DIRECT	30.34	31.29	-3.0%
Indirect	129.63	133.98	-3.2%



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

Sectoral Distribution of Employment - FTEs

Sectors	2018	2017	+/- %
Accommodation	1,319	1,270	3.9%
Food & Drink	366	368	-0.4%
Recreation	144	145	-1.0%
Shopping	206	205	0.5%
Transport	382	373	2.6%
TOTAL DIRECT	2,417	2,361	2.4%
Indirect	471	485	-3.0%
TOTAL	2,888	2,846	1.5%



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

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018

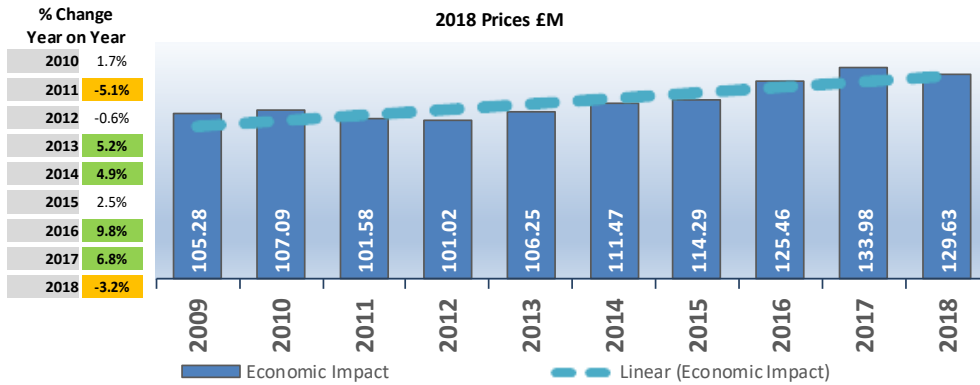
2018 Prices

TOTAL

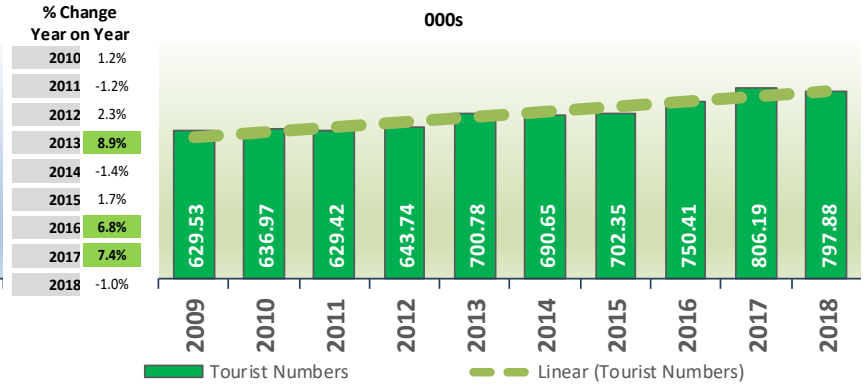
KEY MEASURES

Indexed

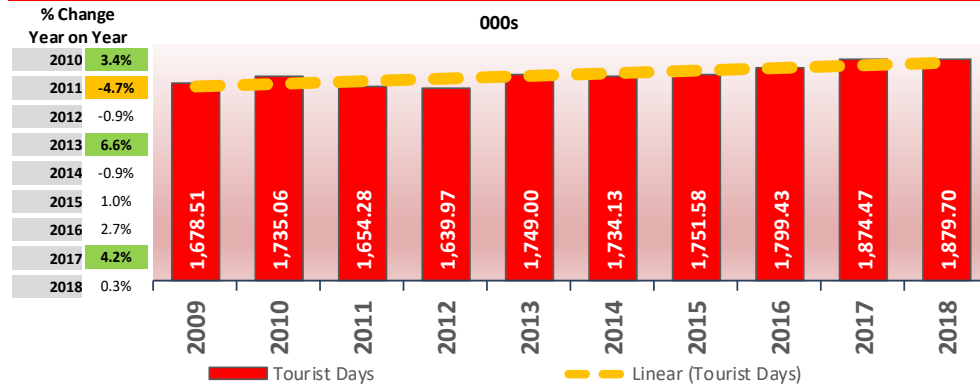
Economic Impact - Indexed - Total



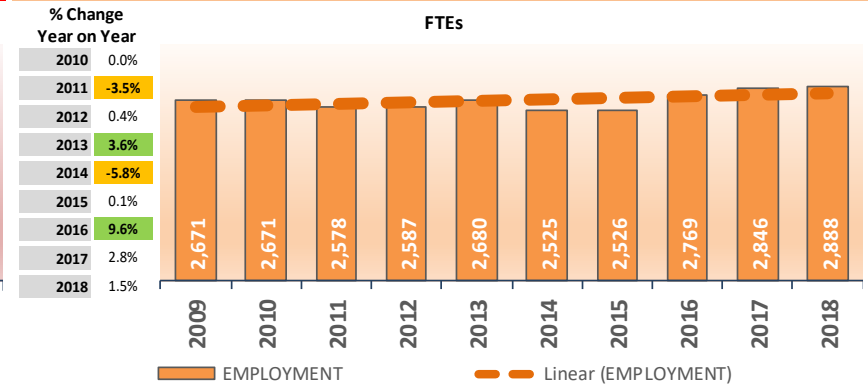
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		1.7%	-3.5%	-4.0%	0.9%	5.9%	8.6%	19.2%	27.3%	23.1%
Visitor Numbers		1.2%	0.0%	2.3%	11.3%	9.7%	11.6%	19.2%	28.1%	26.7%
Visitor Days		3.4%	-1.4%	-2.3%	4.2%	3.3%	4.4%	7.2%	11.7%	12.0%
Total Employment		0.0%	-3.5%	-3.2%	0.3%	-5.5%	-5.4%	3.7%	6.5%	8.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018
2018 Prices

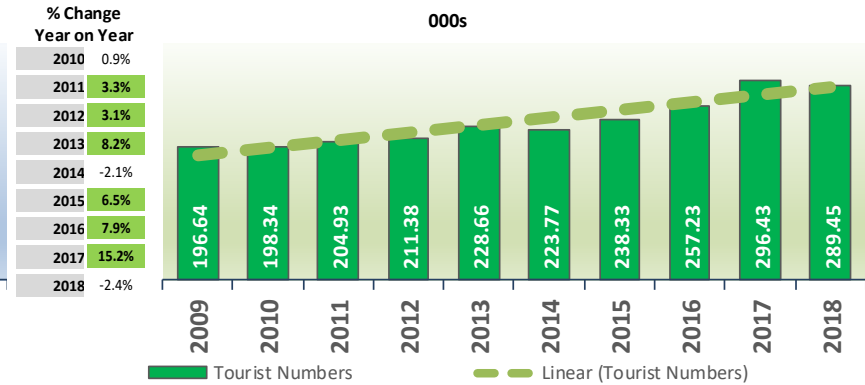
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

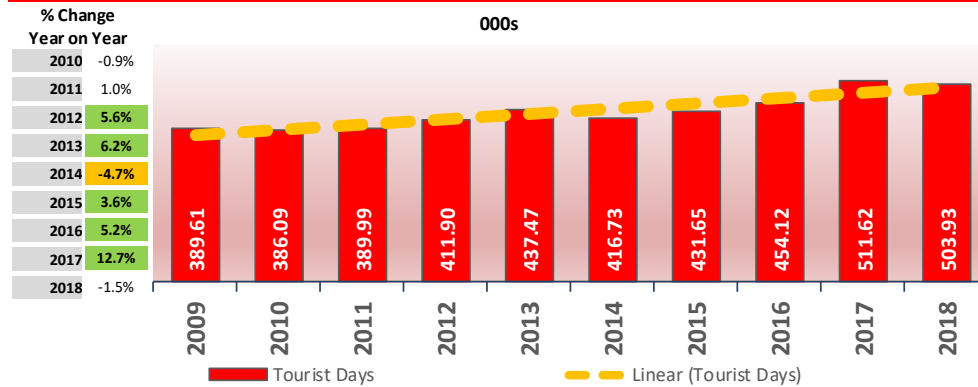
Economic Impact - Indexed - Serviced Accommodation



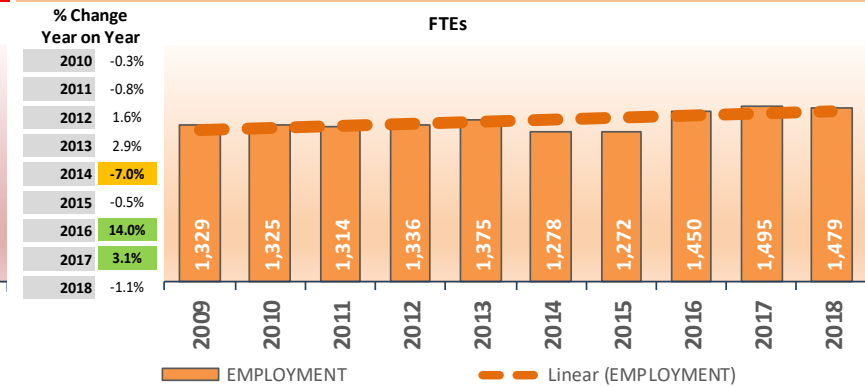
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		-1.3%	-3.7%	-1.5%	3.0%	11.2%	17.3%	36.5%	51.1%	42.0%
Visitor Numbers		0.9%	4.2%	7.5%	16.3%	13.8%	21.2%	30.8%	50.7%	47.2%
Visitor Days		-0.9%	0.1%	5.7%	12.3%	7.0%	10.8%	16.6%	31.3%	29.3%
Direct Employment		-0.3%	-1.1%	0.5%	3.5%	-3.8%	-4.3%	9.1%	12.5%	11.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018
2018 Prices

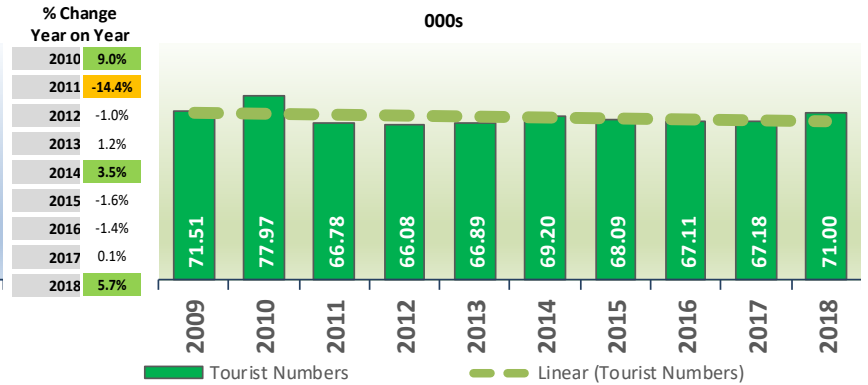
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

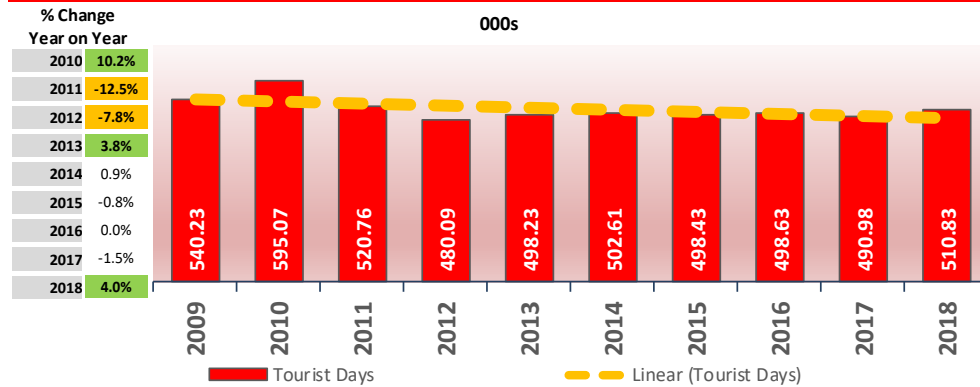
Economic Impact - Indexed - Non-Serviced Accommodation



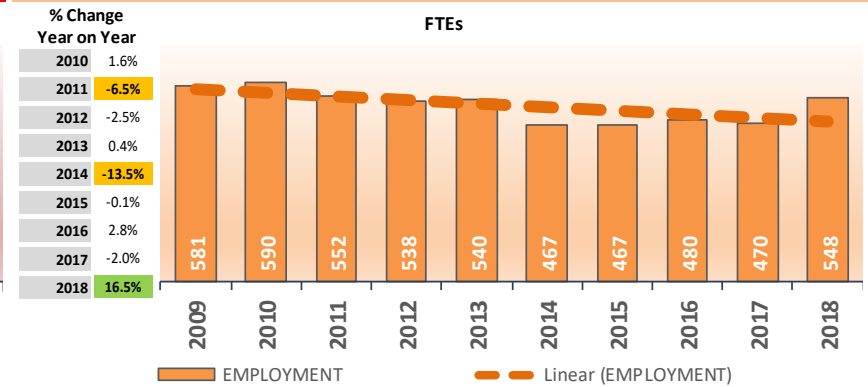
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		8.4%	-5.9%	-13.4%	-12.6%	-6.6%	-7.3%	-6.5%	-5.4%	-3.3%
Visitor Numbers		9.0%	-6.6%	-7.6%	-6.5%	-3.2%	-4.8%	-6.2%	-6.1%	-0.7%
Visitor Days		10.2%	-3.6%	-11.1%	-7.8%	-7.0%	-7.7%	-7.7%	-9.1%	-5.4%
Direct Employment		1.6%	-5.1%	-7.4%	-7.1%	-19.6%	-19.7%	-17.4%	-19.1%	-5.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018
2018 Prices

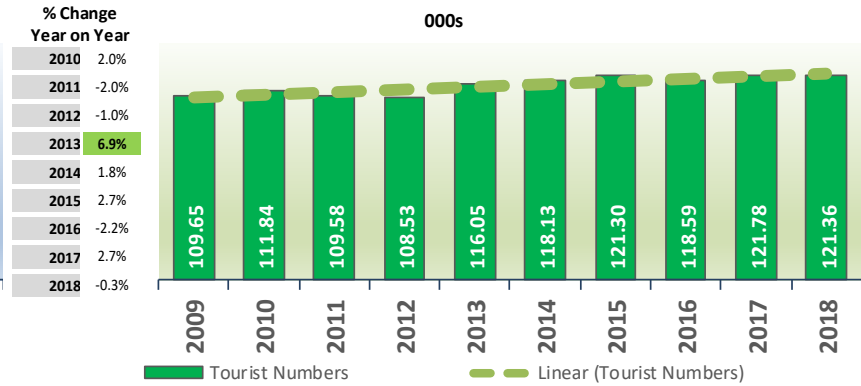
SFR

KEY MEASURES
Indexed

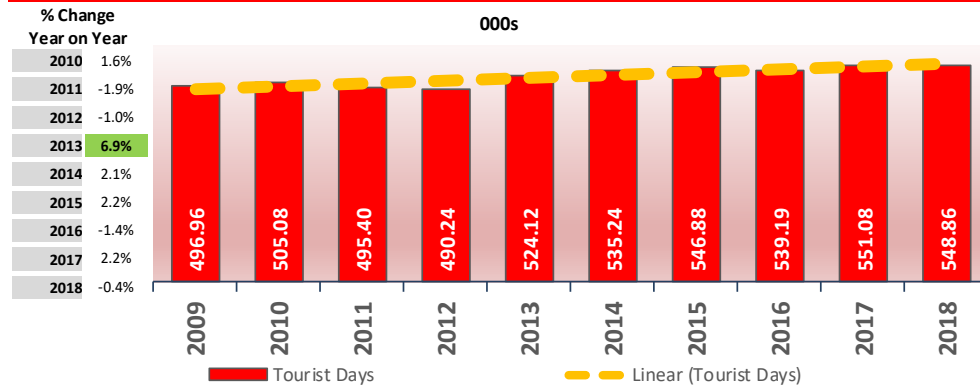
Economic Impact - Indexed - SFR



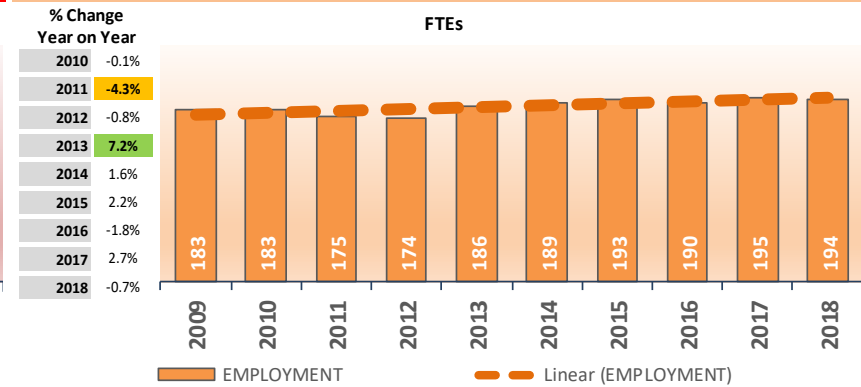
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		2.1%	-0.2%	-1.0%	6.2%	7.9%	10.2%	8.6%	11.6%	10.8%
Visitor Numbers		2.0%	-0.1%	-1.0%	5.8%	7.7%	10.6%	8.2%	11.1%	10.7%
Visitor Days		1.6%	-0.3%	-1.4%	5.5%	7.7%	10.0%	8.5%	10.9%	10.4%
Direct Employment		-0.1%	-4.4%	-5.1%	1.7%	3.4%	5.6%	3.7%	6.5%	5.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

MORAY SPEYSIDE

2009 to 2018
2018 Prices

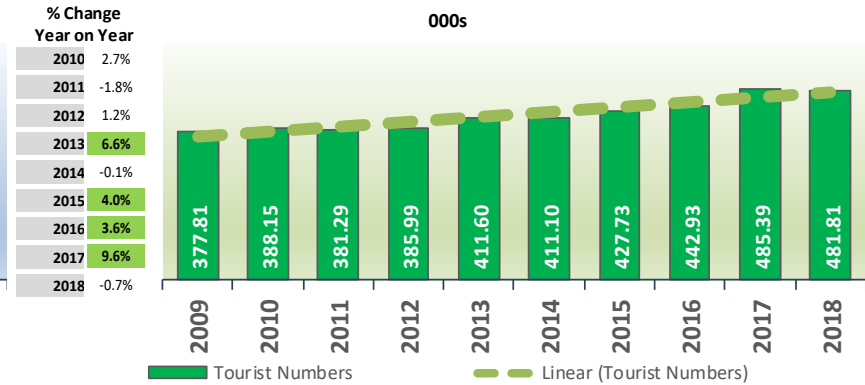
STAYING VISITOR

KEY MEASURES
Indexed

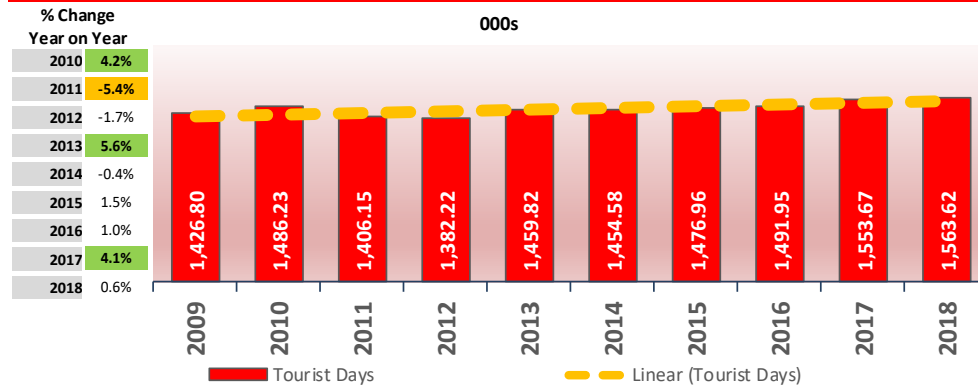
Economic Impact - Indexed - Staying Visitor



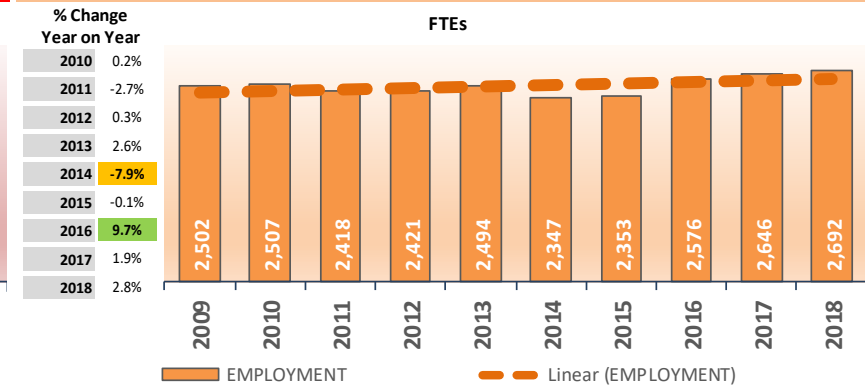
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		2.2%	-3.8%	-5.0%	-1.2%	5.3%	8.8%	19.1%	27.8%	23.4%
Visitor Numbers		2.7%	0.9%	2.2%	8.9%	8.8%	13.2%	17.2%	28.5%	27.5%
Visitor Days		4.2%	-1.4%	-3.1%	2.3%	1.9%	3.5%	4.6%	8.9%	9.6%
Direct Employment		0.2%	-3.3%	-3.2%	-0.3%	-6.2%	-5.9%	3.0%	5.8%	7.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2018

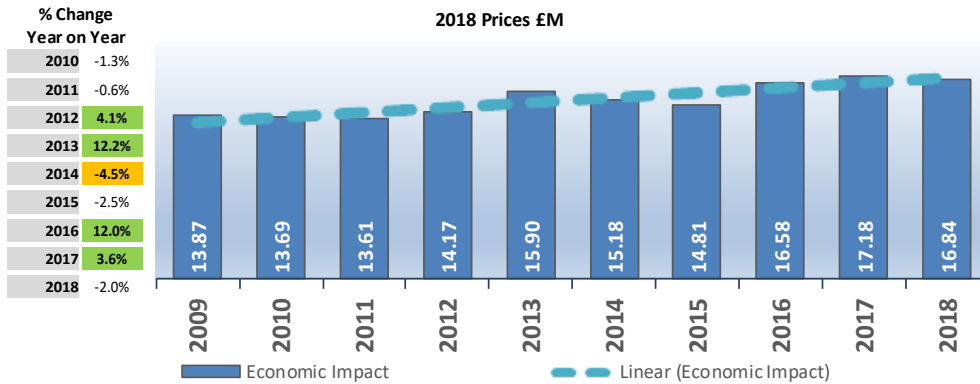
MORAY SPEYSIDE

2009 to 2018
2018 Prices

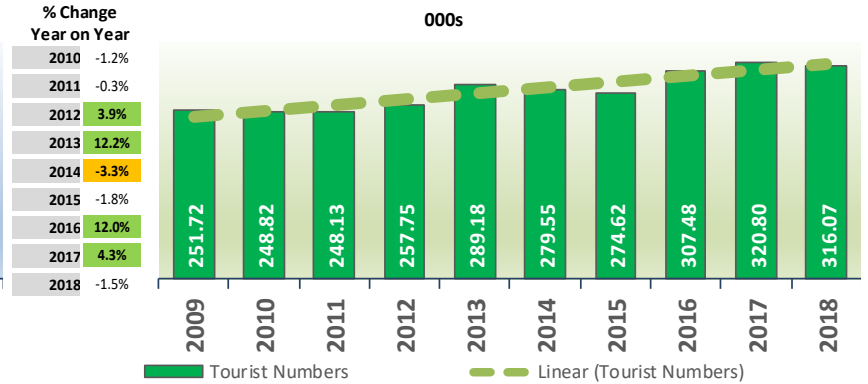
DAY VISITOR

KEY MEASURES
Indexed

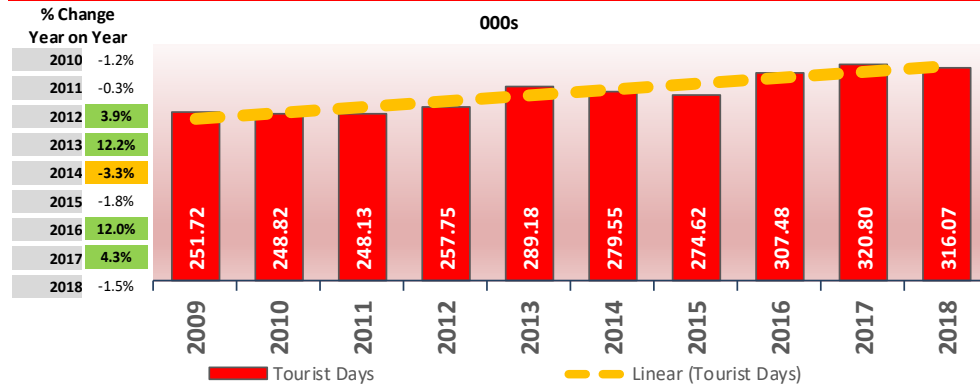
Economic Impact - Indexed - Day Visitor



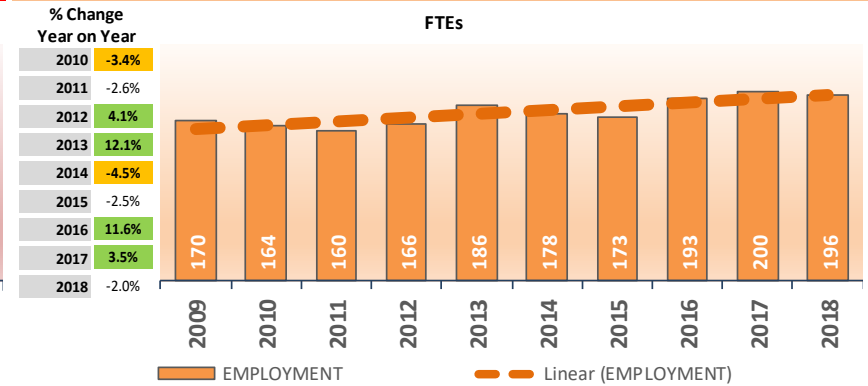
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



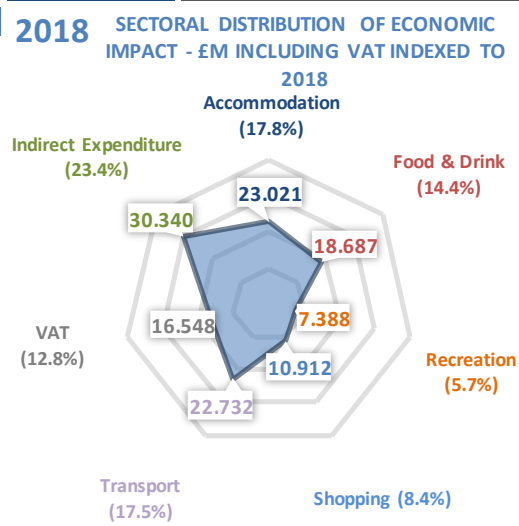
Direct Employment Supported - Day Visitor



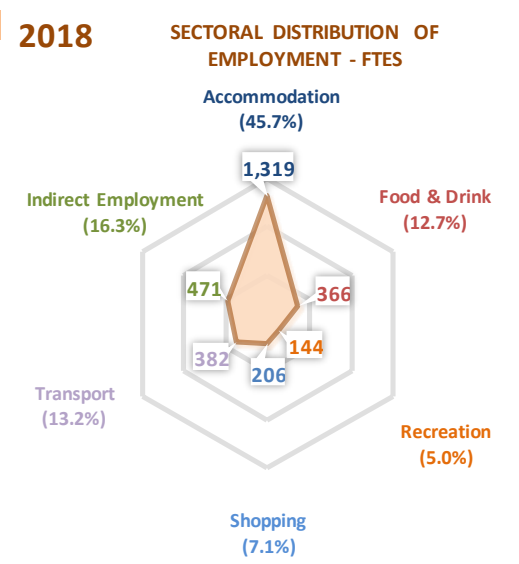
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Indexed		-1.3%	-1.8%	2.2%	14.6%	9.5%	6.8%	19.5%	23.8%	21.4%
Visitor Numbers		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%
Visitor Days		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%
Direct Employment		-3.4%	-6.0%	-2.1%	9.8%	4.8%	2.2%	14.0%	18.0%	15.6%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2018											
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	£M	20.52	19.84	17.87	17.68	18.16	19.15	21.66	23.66	26.32	23.02
Food & Drink	£M	15.16	15.19	14.35	14.54	15.59	16.26	16.05	17.65	18.77	18.69
Recreation	£M	6.660	6.613	6.299	6.411	6.887	6.695	6.700	7.091	7.463	7.388
Shopping	£M	8.994	9.016	8.475	8.464	9.037	9.482	9.412	10.34	10.86	10.91
Transport	£M	18.34	18.58	17.48	17.09	17.84	19.27	18.89	21.32	22.17	22.73
Direct Revenue	£M	69.68	69.25	64.47	64.19	67.51	70.86	72.72	80.06	85.58	82.74
VAT	£M	10.45	12.12	12.89	12.84	13.50	14.17	14.54	16.01	17.12	16.55
Direct Expenditure	£M	80.13	81.37	77.37	77.03	81.01	85.03	87.27	96.07	102.69	99.29
Indirect Expenditure	£M	25.15	25.72	24.21	23.99	25.24	26.44	27.02	29.39	31.29	30.34
TOTAL	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63



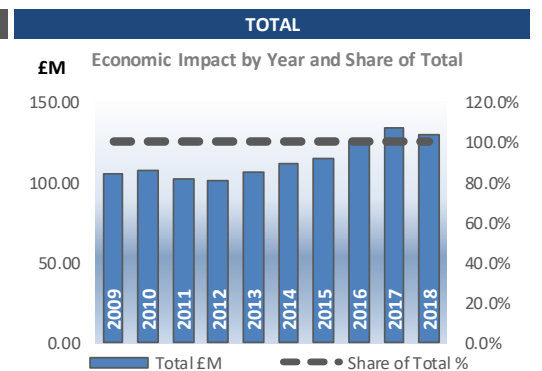
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES											
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Accommodation	FTEs	1,354	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319
Food & Drink	FTEs	298	299	282	286	306	320	316	346	368	366
Recreation	FTEs	130	129	123	125	134	131	131	138	145	144
Shopping	FTEs	170	171	160	160	171	179	178	195	205	206
Transport	FTEs	310	314	295	288	301	325	319	359	373	382
Direct Employment	FTEs	2,263	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417
Indirect Employment	FTEs	409	409	377	373	393	412	421	456	485	471
TOTAL	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888



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 2009-2018 MORAY SPEYSIDE													2009 to 2018 2018 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 2018 / 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 2018		-7.1%	15.1%	11.4%	34.6%	36.6%	28.7%	13.9%	23.6%	45.2%	27.6%	15.2%	23.5%	23.1%	Annual Change	6.1%	33.2%	24.9%	22.8%	
% Change 2017 to 2018		-17.5%	-7.2%	-6.4%	-4.0%	-2.2%	-6.4%	-10.3%	2.1%	11.8%	0.4%	2.0%	-4.7%	-3.2%	Annual Change	-10.3%	-4.2%	-0.4%	-0.5%	
Average Annual Change		-0.8%	1.7%	1.3%	3.8%	4.1%	3.2%	1.5%	2.6%	5.0%	3.1%	1.7%	2.6%	2.6%	Annual Change	0.7%	3.7%	2.8%	2.5%	
2009	£M	6.955	6.229	6.840	7.620	10.08	9.901	14.84	15.11	8.941	8.348	5.723	4.696	105.28		20.02	27.60	38.89	18.77	
2010	£M	6.261	5.707	8.608	8.506	10.97	11.69	13.89	14.52	9.158	8.627	4.696	4.455	107.09	1.7%	20.58	31.17	37.57	17.78	
2011	£M	5.103	6.363	7.464	8.898	9.506	10.53	12.92	13.61	8.196	8.518	5.253	5.232	101.58	-5.1%	18.93	28.93	34.72	19.00	
2012	£M	6.955	6.668	8.114	7.855	8.628	10.53	12.89	13.59	8.728	7.490	4.571	4.997	101.02	-0.6%	21.74	27.02	35.21	17.06	
2013	£M	7.000	7.008	9.667	8.327	9.556	10.42	14.45	14.62	8.927	7.719	4.290	4.274	106.25	5.2%	23.68	28.30	37.99	16.28	
2014	£M	6.251	6.925	7.531	8.412	11.64	11.16	14.72	15.97	9.360	8.545	5.239	5.727	111.47	4.9%	20.71	31.20	40.05	19.51	
2015	£M	6.976	7.062	7.630	8.609	11.89	11.04	15.10	15.08	9.473	9.510	5.799	6.124	114.29	2.5%	21.67	31.54	39.65	21.43	
2016	£M	5.749	6.826	8.508	8.914	13.04	13.00	18.12	17.93	11.02	10.31	5.617	6.428	125.46	9.8%	21.08	34.95	47.07	22.35	
2017	£M	7.828	7.726	8.141	10.69	14.07	13.61	18.84	18.30	11.61	10.61	6.468	6.089	133.98	6.8%	23.70	38.37	48.75	23.16	
2018	£M	6.457	7.168	7.620	10.26	13.76	12.74	16.91	18.68	12.99	10.65	6.594	5.801	129.63	-3.2%	21.25	36.77	48.57	23.05	

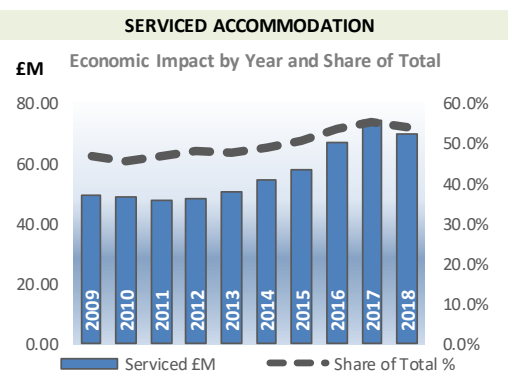
ECONOMIC IMPACT - INDEXED TO 2018											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63
All Visitor Types	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 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 2009-2018 MORAY SPEYSIDE													2009 to 2018 2018 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 2018 / 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 2018		-9.7%	25.2%	52.2%	53.7%	52.9%	60.8%	20.4%	66.0%	88.8%	40.4%	2.8%	41.3%	42.0%	20.9%	55.9%	54.6%	26.4%		
% Change 2017 to 2018		-25.6%	-9.3%	-10.8%	-8.5%	-8.8%	-10.7%	-17.3%	4.6%	19.7%	-3.1%	-3.9%	-10.8%	-6.0%	-14.9%	-9.4%	0.7%	-5.2%		
Average Annual Change		-1.1%	2.8%	5.8%	6.0%	5.9%	6.8%	2.3%	7.3%	9.9%	4.5%	0.3%	4.6%	4.7%	2.3%	6.2%	6.1%	2.9%		
2009	£M	3.775	3.398	3.206	3.124	4.007	3.824	6.757	6.457	4.611	4.101	3.781	2.117	49.16	10.38	10.96	17.82	10.000		
2010	£M	3.043	2.741	4.602	3.512	4.692	4.561	6.712	6.396	4.531	3.972	2.267	1.515	48.54	-1.3%	10.39	12.76	17.64	7.754	
2011	£M	2.229	3.474	4.054	3.474	3.676	4.006	6.007	6.120	4.263	4.400	3.132	2.525	47.36	-2.4%	9.757	11.16	16.39	10.06	
2012	£M	3.931	3.549	4.515	3.405	3.106	4.141	6.299	6.402	4.621	3.689	2.566	2.177	48.40	2.2%	12.00	10.65	17.32	8.432	
2013	£M	3.873	3.630	5.285	3.486	3.363	4.194	6.998	6.961	4.814	3.876	2.375	1.763	50.62	4.6%	12.79	11.04	18.77	8.013	
2014	£M	3.178	3.627	4.245	3.611	4.747	4.859	7.071	7.705	5.275	4.285	3.211	2.849	54.66	8.0%	11.05	13.22	20.05	10.35	
2015	£M	3.781	4.097	4.533	3.936	5.352	4.783	7.247	7.254	4.988	5.004	3.656	3.049	57.68	5.5%	12.41	14.07	19.49	11.71	
2016	£M	2.815	3.893	5.322	4.189	5.988	6.204	9.458	9.617	6.698	5.576	3.585	3.757	67.10	16.3%	12.03	16.38	25.77	12.92	
2017	£M	4.582	4.690	5.471	5.251	6.723	6.884	9.837	10.25	7.275	5.941	4.045	3.351	74.30	10.7%	14.74	18.86	27.36	13.34	
2018	£M	3.410	4.255	4.880	4.803	6.128	6.148	8.134	10.72	8.707	5.758	3.889	2.990	69.82	-6.0%	12.54	17.08	27.56	12.64	

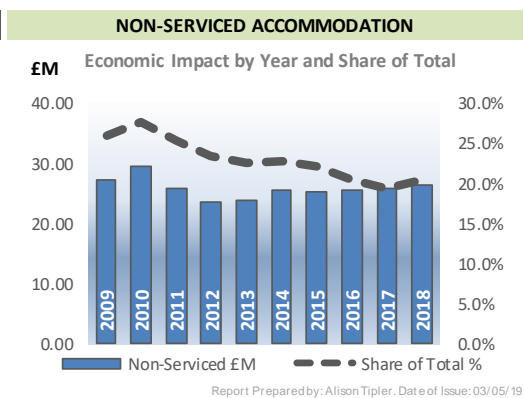
ECONOMIC IMPACT - INDEXED TO 2018											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Serviced	£M	49.16	48.54	47.36	48.40	50.62	54.66	57.68	67.10	74.30	69.82
All Visitor Types	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63
Share of Total	%	46.7%	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%
Annual Change in Share	%		-2.9%	2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%
Change in Share from 2009	%		-2.9%	-0.2%	2.6%	2.0%	5.0%	8.1%	14.5%	18.8%	15.4%
Avg Ann. Change in Share	%		-2.9%	-0.1%	0.9%	0.5%	1.0%	1.3%	2.1%	2.3%	1.7%



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STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 2018 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
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 - INDEXED TO 2018 / 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 2018		-53.6%	-30.7%	2.9%	23.0%	-5.8%	1.4%	-12.3%	-16.0%	-21.2%	17.2%	187.7%	5.4%	-3.3%			-25.3%	4.2%	-15.8%	34.1%	
% Change 2017 to 2018		15.4%	12.6%	33.3%	1.7%	4.1%	-2.9%	-0.8%	-2.2%	-3.3%	8.1%	28.0%	13.1%	2.2%			22.9%	0.8%	-1.9%	12.6%	
Average Annual Change		-6.0%	-3.4%	0.3%	2.6%	-0.6%	0.2%	-1.4%	-1.8%	-2.4%	1.9%	20.9%	0.6%	-0.4%			-2.8%	0.5%	-1.8%	3.8%	
2009	£M	0.442	0.473	0.535	2.329	3.441	3.346	5.105	5.191	2.998	2.618	0.370	0.435	27.28			1.450	9.116	13.29	3.423	
2010	£M	0.549	0.652	0.834	2.716	3.569	4.213	4.404	4.799	3.305	2.967	0.844	0.720	29.57	8.4%			2.035	10.50	12.51	4.531
2011	£M	0.358	0.418	0.504	3.038	3.168	3.615	4.172	4.332	2.644	2.477	0.518	0.424	25.67	-13.2%			1.280	9.821	11.15	3.419
2012	£M	0.318	0.404	0.496	2.208	2.815	3.444	3.806	4.090	2.794	2.223	0.542	0.483	23.62	-8.0%			1.217	8.467	10.69	3.248
2013	£M	0.181	0.293	0.766	2.461	2.995	3.216	4.215	4.206	2.615	2.138	0.449	0.312	23.85	1.0%			1.240	8.671	11.04	2.899
2014	£M	0.291	0.531	0.474	2.364	3.454	3.251	4.274	4.715	2.616	2.490	0.541	0.469	25.47	6.8%			1.297	9.068	11.61	3.499
2015	£M	0.337	0.424	0.620	2.305	3.028	3.308	4.128	4.359	2.863	2.697	0.632	0.599	25.30	-0.7%			1.381	8.640	11.35	3.928
2016	£M	0.234	0.309	0.550	2.352	3.119	3.604	4.594	4.673	2.506	2.858	0.505	0.215	25.52	0.9%			1.093	9.074	11.77	3.577
2017	£M	0.178	0.291	0.413	2.816	3.116	3.495	4.513	4.458	2.443	2.838	0.831	0.405	25.80	1.1%			0.882	9.426	11.41	4.075
2018	£M	0.205	0.328	0.551	2.864	3.243	3.394	4.478	4.359	2.363	3.067	1.064	0.459	26.37	2.2%			1.084	9.501	11.20	4.590

ECONOMIC IMPACT - INDEXED TO 2018											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Non-Serviced	£M	27.28	29.57	25.67	23.62	23.85	25.47	25.30	25.52	25.80	26.37
All Visitor Types	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63
Share of Total	%	25.9%	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%
Annual Change in Share	%		6.6%	-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%
Change in Share from 2009	%		6.6%	-2.5%	-9.8%	-13.4%	-11.8%	-14.6%	-21.5%	-25.7%	-21.5%
Avg Ann. Change in Share	%		6.6%	-1.2%	-3.3%	-3.3%	-2.4%	-2.4%	-3.1%	-3.2%	-2.4%



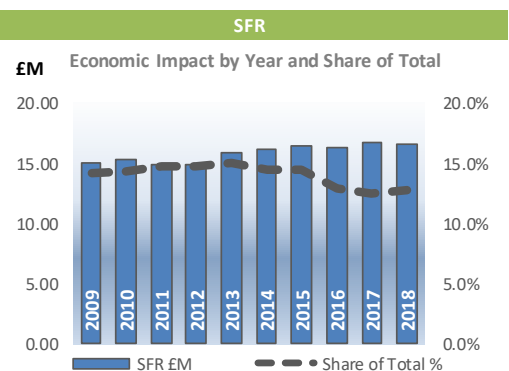
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 2018 Prices	SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						Annual Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2018 / 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 2018		-4.7%	6.4%	15.3%	18.8%	12.0%	13.6%	6.4%	9.5%	13.3%	15.8%	15.9%	12.2%	10.8%		3.7%	14.9%	9.3%	13.9%
% Change 2017 to 2018		-7.0%	-0.2%	0.5%	-0.9%	-0.4%	-2.5%	-2.0%	0.3%	2.4%	1.7%	4.7%	0.0%	-0.7%		-3.0%	-1.4%	0.1%	1.5%
Average Annual Change		-0.5%	0.7%	1.7%	2.1%	1.3%	1.5%	0.7%	1.1%	1.5%	1.8%	1.8%	1.4%	1.2%		0.4%	1.7%	1.0%	1.5%
2009	£M	1.433	0.778	0.864	1.538	1.284	1.679	1.210	2.137	0.850	0.800	0.736	1.659	14.97		3.075	4.501	4.197	3.196
2010	£M	1.386	0.770	0.985	1.612	1.326	1.796	1.175	2.110	0.872	0.822	0.712	1.717	15.29	2.1%	3.142	4.734	4.157	3.252
2011	£M	1.227	0.784	0.911	1.651	1.258	1.725	1.160	2.071	0.834	0.817	0.726	1.778	14.94	-2.3%	2.922	4.634	4.065	3.320
2012	£M	1.404	0.773	0.956	1.557	1.207	1.712	1.149	2.055	0.851	0.775	0.688	1.698	14.83	-0.8%	3.133	4.477	4.054	3.161
2013	£M	1.458	0.827	1.161	1.713	1.328	1.816	1.270	2.230	0.906	0.829	0.710	1.647	15.89	7.2%	3.446	4.856	4.406	3.187
2014	£M	1.424	0.858	0.953	1.706	1.429	1.862	1.265	2.302	0.916	0.855	0.758	1.828	16.15	1.6%	3.234	4.997	4.482	3.442
2015	£M	1.521	0.861	0.997	1.709	1.404	1.855	1.260	2.253	0.925	0.908	0.833	1.975	16.50	2.2%	3.380	4.968	4.439	3.715
2016	£M	1.295	0.778	1.014	1.707	1.412	1.916	1.319	2.346	0.929	0.902	0.755	1.885	16.26	-1.5%	3.087	5.036	4.594	3.542
2017	£M	1.469	0.830	0.991	1.843	1.443	1.957	1.313	2.331	0.940	0.912	0.815	1.860	16.70	2.7%	3.289	5.244	4.585	3.587
2018	£M	1.366	0.828	0.996	1.826	1.438	1.908	1.287	2.339	0.963	0.927	0.853	1.861	16.59	-0.7%	3.190	5.172	4.589	3.641

ECONOMIC IMPACT - INDEXED TO 2018											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
SFR	£M	14.97	15.29	14.94	14.83	15.89	16.15	16.50	16.26	16.70	16.59
All Visitor Types	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63
Share of Total	%	14.2%	14.3%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%
Annual Change in Share	%		0.4%	3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%
Change in Share from 2009	%		0.4%	3.4%	3.2%	5.2%	1.9%	1.6%	-8.9%	-12.3%	-10.0%
Avg Ann. Change in Share	%		0.4%	1.7%	1.1%	1.3%	0.4%	0.3%	-1.3%	-1.5%	-1.1%

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.

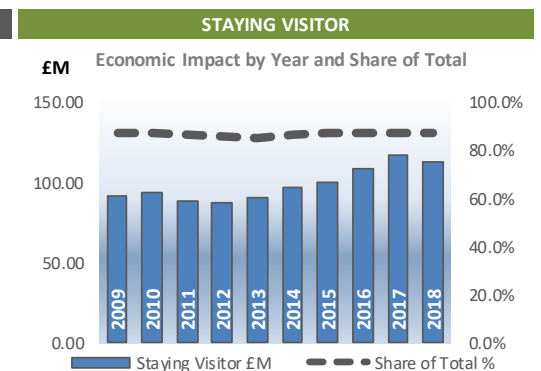
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Report Prepared by: Alison Tipler. Date of Issue: 03/05/19

STEAM FINAL TREND REPORT FOR 2009-2018 MORAY SPEYSIDE													2009 to 2018 2018 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 2018 / 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 2018		-11.8%	16.4%	39.6%	35.8%	23.8%	29.4%	6.3%	26.4%	42.3%	29.7%	18.8%	26.1%	23.4%	Annual Change	12.8%	29.2%	22.8%	25.6%
% Change 2017 to 2018		-20.0%	-6.9%	-6.5%	-4.2%	-4.2%	-7.2%	-11.3%	2.2%	12.9%	0.6%	2.0%	-5.5%	-3.4%	Annual Change	-11.1%	-5.3%	0.0%	-0.6%
Average Annual Change		-1.3%	1.8%	4.4%	4.0%	2.6%	3.3%	0.7%	2.9%	4.7%	3.3%	2.1%	2.9%	2.6%	Annual Change	1.4%	3.2%	2.5%	2.8%
2009	£M	5.651	4.649	4.605	6.990	8.733	8.849	13.07	13.79	8.459	7.519	4.888	4.211	91.41		14.90	24.57	35.32	16.62
2010	£M	4.978	4.163	6.421	7.840	9.587	10.57	12.29	13.31	8.708	7.761	3.823	3.952	93.40	2.2%	15.56	28.00	34.30	15.54
2011	£M	3.814	4.676	5.469	8.163	8.102	9.346	11.34	12.52	7.741	7.693	4.377	4.727	87.97	-5.8%	13.96	25.61	31.60	16.80
2012	£M	5.653	4.725	5.967	7.170	7.128	9.297	11.25	12.55	8.265	6.687	3.796	4.358	86.85	-1.3%	16.35	23.60	32.07	14.84
2013	£M	5.511	4.750	7.212	7.659	7.686	9.225	12.48	13.40	8.335	6.843	3.533	3.722	90.36	4.0%	17.47	24.57	34.21	14.10
2014	£M	4.893	5.015	5.672	7.680	9.630	9.972	12.61	14.72	8.807	7.630	4.510	5.146	96.29	6.6%	15.58	27.28	36.14	17.29
2015	£M	5.639	5.382	6.150	7.950	9.784	9.946	12.64	13.87	8.777	8.609	5.121	5.623	99.48	3.3%	17.17	27.68	35.28	19.35
2016	£M	4.345	4.980	6.886	8.248	10.52	11.72	15.37	16.64	10.13	9.336	4.845	5.856	108.88	9.4%	16.21	30.49	42.14	20.04
2017	£M	6.228	5.810	6.875	9.911	11.28	12.34	15.66	17.04	10.66	9.690	5.692	5.617	116.80	7.3%	18.91	33.53	43.36	21.00
2018	£M	4.981	5.411	6.426	9.493	10.81	11.45	13.90	17.42	12.03	9.753	5.806	5.310	112.79	-3.4%	16.82	31.75	43.35	20.87

ECONOMIC IMPACT - INDEXED TO 2018											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Staying Visitor	£M	91.41	93.40	87.97	86.85	90.36	96.29	99.48	108.88	116.80	112.79
All Visitor Types	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63
Share of Total	%	86.8%	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%
Annual Change in Share	%		0.4%	-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%
Change in Share from 2009	%		0.4%	-0.3%	-1.0%	-2.1%	-0.5%	0.2%	0.0%	0.4%	0.2%
Avg Ann. Change in Share	%		0.4%	-0.1%	-0.3%	-0.5%	-0.1%	0.0%	0.0%	0.1%	0.0%



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 2009-2018 MORAY SPEYSIDE													2009 to 2018 2018 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 2018 / 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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2018		13.2%	11.2%	-46.6%	21.8%	119.7%	22.8%	70.3%	-5.3%	97.7%	8.8%	-5.7%	1.0%	21.4%	Annual Change	-13.5%	65.6%	45.9%	1.4%	
% Change 2017 to 2018		-7.7%	-8.3%	-5.7%	-1.7%	5.9%	1.5%	-5.3%	-0.1%	-0.3%	-1.6%	1.6%	3.9%	-2.0%	-7.4%	3.5%	-3.2%	0.7%		
Average Annual Change		1.5%	1.2%	-5.2%	2.4%	13.3%	2.5%	7.8%	-0.6%	10.9%	1.0%	-0.6%	0.1%	2.4%	-1.5%	7.3%	5.1%	0.2%		
2009	£M	1.304	1.580	2.236	0.630	1.345	1.052	1.765	1.328	0.481	0.829	0.835	0.486	13.87		5.119	3.026	3.574	2.149	
2010	£M	1.283	1.545	2.187	0.667	1.385	1.120	1.602	1.212	0.451	0.866	0.873	0.503	13.69	-1.3%	5.014	3.172	3.264	2.242	
2011	£M	1.289	1.687	1.995	0.735	1.404	1.180	1.576	1.086	0.455	0.824	0.877	0.505	13.61	-0.6%	4.971	3.319	3.118	2.206	
2012	£M	1.302	1.943	2.147	0.685	1.499	1.236	1.640	1.040	0.463	0.804	0.775	0.639	14.17	4.1%	5.392	3.420	3.143	2.218	
2013	£M	1.488	2.258	2.455	0.668	1.870	1.197	1.967	1.220	0.592	0.875	0.756	0.551	15.90	12.2%	6.202	3.734	3.778	2.183	
2014	£M	1.359	1.910	1.859	0.731	2.006	1.183	2.110	1.248	0.553	0.915	0.730	0.580	15.18	-4.5%	5.128	3.921	3.911	2.225	
2015	£M	1.337	1.679	1.480	0.659	2.108	1.091	2.469	1.210	0.696	0.901	0.678	0.501	14.81	-2.5%	4.496	3.858	4.375	2.080	
2016	£M	1.404	1.846	1.622	0.666	2.517	1.276	2.753	1.289	0.889	0.974	0.772	0.572	16.58	12.0%	4.872	4.460	4.931	2.318	
2017	£M	1.600	1.916	1.266	0.780	2.789	1.272	3.174	1.259	0.955	0.916	0.776	0.472	17.18	3.6%	4.782	4.842	5.388	2.164	
2018	£M	1.476	1.757	1.194	0.767	2.954	1.292	3.007	1.258	0.952	0.901	0.788	0.491	16.84	-2.0%	4.427	5.013	5.216	2.180	

ECONOMIC IMPACT - INDEXED TO 2018											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Day Visitor	£M	13.87	13.69	13.61	14.17	15.90	15.18	14.81	16.58	17.18	16.84
All Visitor Types	£M	105.28	107.09	101.58	101.02	106.25	111.47	114.29	125.46	133.98	129.63
Share of Total	%	13.2%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%
Annual Change in Share	%		-2.9%	4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%
Change in Share from 2009	%		-2.9%	1.7%	6.5%	13.6%	3.4%	-1.6%	0.3%	-2.7%	-1.4%
Avg Ann. Change in Share	%		-2.9%	0.9%	2.2%	3.4%	0.7%	-0.3%	0.0%	-0.3%	-0.2%

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