



## STEAM FINAL TREND REPORT FOR 2009-2020

Final

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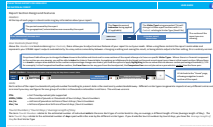
Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)

**REPORT SECTIONS**



Page

**USER GUIDE**




3

**COMPARATIVE HEADLINES**



4


**KEY MEASURES**



5-11

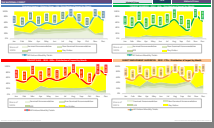
**KEY IMPACT MEASURES:  
MONTHLY DATA BY  
VISITOR TYPE**

**DISTRIBUTION OF IMPACT: *by Visitor Type***




13

**DISTRIBUTION OF IMPACT: *by Month***




14

**DISTRIBUTION OF IMPACT: *by Sector***




15

**UNINDEXED ECONOMIC IMPACT**




16-22

**VISITOR NUMBERS**



23-29

**VISITOR DAYS**




30-36

**DIRECT AND TOTAL EMPLOYMENT**



37-43


**ACCOMMODATION SUPPLY**



44

ANNEX

**INDEXED FINANCIAL DATA**



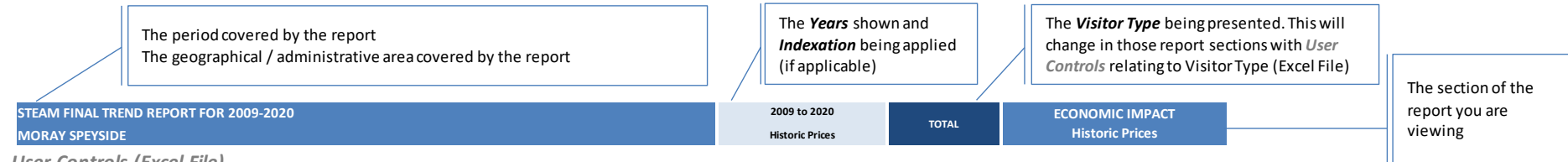
45-59



## Report Section Design and Features

### Headers

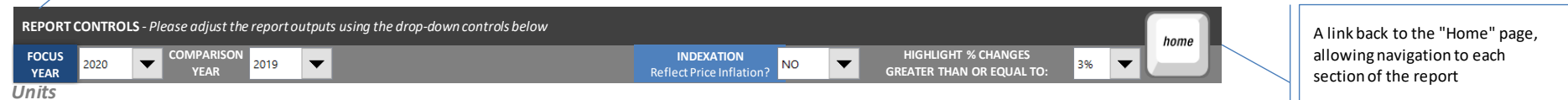
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

### Visitor Numbers / Visitor Days / Average Length of Stay

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

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

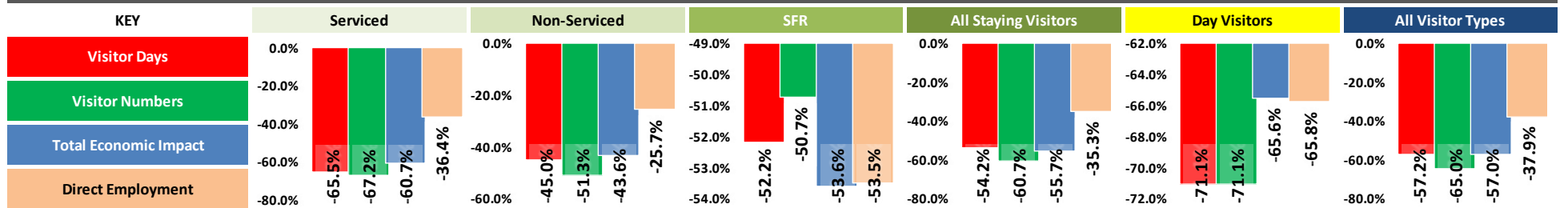
Comparing 2020 and 2019  
All £'s Historic Prices

**COMPARATIVE HEADLINES**

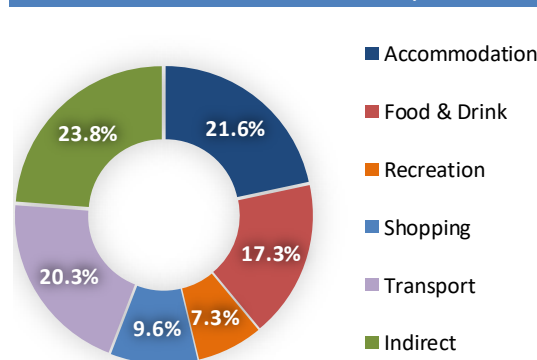
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES**

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %						
An increase of 3% or more																								
Less than 3% change																								
A Fall of 3% or more																								
Visitor Days 000s	174.31	505.09	-65.5%	277.18	504.27	-45.0%	260.41	544.70	-52.2%	711.90	1,554.06	-54.2%	96.28	332.88	-71.1%	808.18	1,886.94	-57.2%						
Visitor Numbers 000s	92.41	281.67	-67.2%	33.70	69.18	-51.3%	59.32	120.44	-50.7%	185.42	471.28	-60.7%	96.28	332.88	-71.1%	281.70	804.16	-65.0%						
Direct Expenditure £M																								
Economic Impact £M	28.30	72.09	-60.7%	15.22	26.99	-43.6%	7.835	16.89	-53.6%	51.36	115.97	-55.7%	6.272	18.21	-65.6%	57.63	134.18	-57.0%						
Direct Employment FTEs	947	1,490	-36.4%	406	547	-25.7%	89	192	-53.5%	1,442	2,229	-35.3%	71	207	-65.8%	1,513	2,436	-37.9%						
Total Employment FTEs																1,725	2,911	-40.8%						

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES**



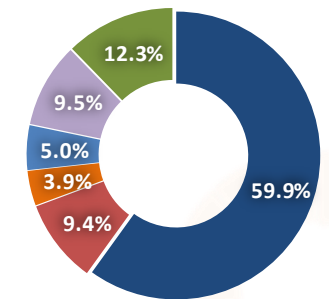
**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



Sectors	2020	2019	+/- %
Accommodation	12.48	28.72	-56.6%
Food & Drink	9.996	23.20	-56.9%
Recreation	4.194	9.218	-54.5%
Shopping	5.531	13.55	-59.2%
Transport	11.72	28.08	-58.3%
<b>TOTAL DIRECT</b>	<b>43.92</b>	<b>102.77</b>	<b>-57.3%</b>
Indirect	13.72	31.41	-56.3%
<b>TOTAL</b>	<b>57.63</b>	<b>134.18</b>	<b>-57.0%</b>

**Sectoral Distribution of Employment - FTEs**

Sectors	2020	2019	+/- %
Accommodation	1,034	1,329	-22.2%
Food & Drink	162	369	-56.1%
Recreation	68	146	-53.7%
Shopping	86	208	-58.4%
Transport	163	384	-57.5%
<b>TOTAL DIRECT</b>	<b>1,513</b>	<b>2,436</b>	<b>-37.9%</b>
Indirect	212	475	-55.5%
<b>TOTAL</b>	<b>1,725</b>	<b>2,911</b>	<b>-40.8%</b>



## Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

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

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

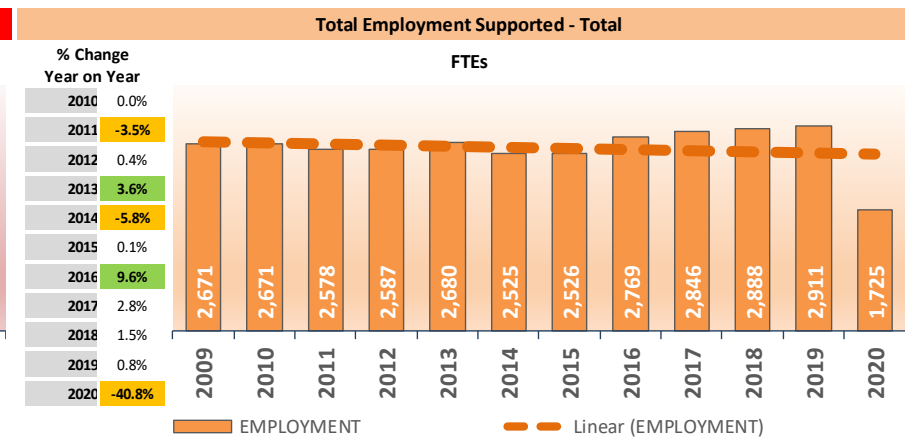
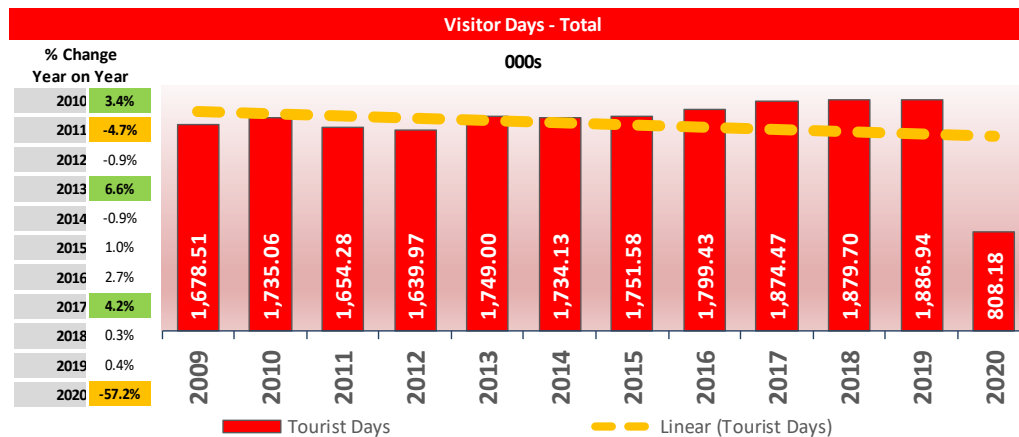
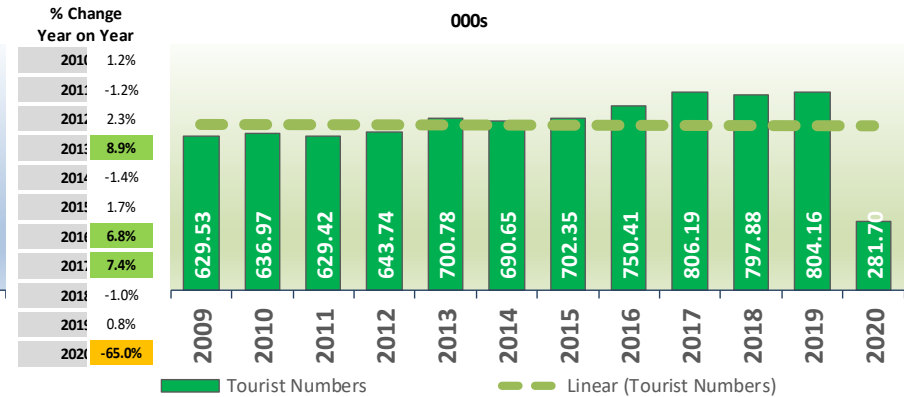
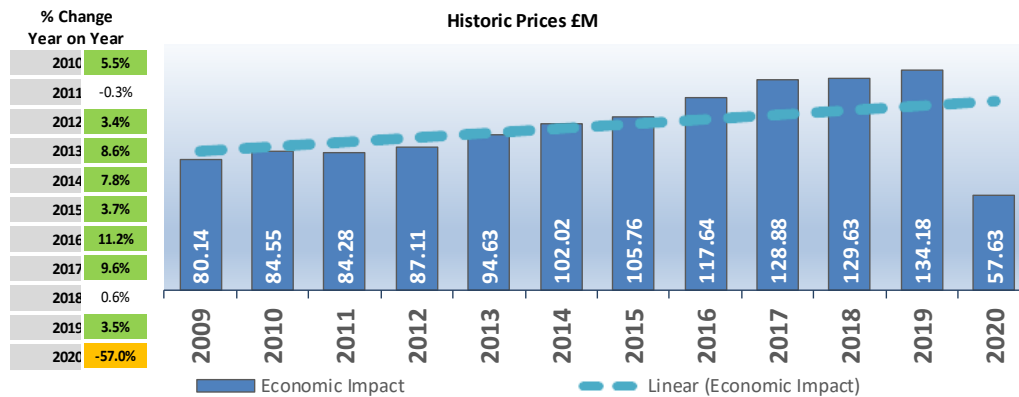
2009 to 2020  
Historic Prices

TOTAL

KEY MEASURES  
Historic Prices

**Economic Impact - Historic Prices - Total**

**Visitor Numbers - Total**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Economic Impact - Historic Prices</b>		5.5%	5.2%	8.7%	18.1%	27.3%	32.0%	46.8%	60.8%	61.7%	67.4%	-28.1%
<b>Visitor Numbers</b>		1.2%	0.0%	2.3%	11.3%	9.7%	11.6%	19.2%	28.1%	26.7%	27.7%	-55.3%
<b>Visitor Days</b>		3.4%	-1.4%	-2.3%	4.2%	3.3%	4.4%	7.2%	11.7%	12.0%	12.4%	-51.9%
<b>Total Employment</b>		0.0%	-3.5%	-3.2%	0.3%	-5.5%	-5.4%	3.7%	6.5%	8.1%	9.0%	-35.4%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

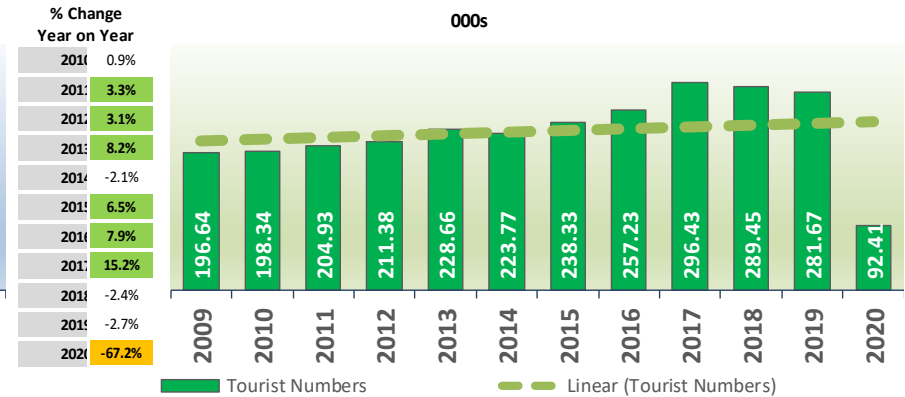
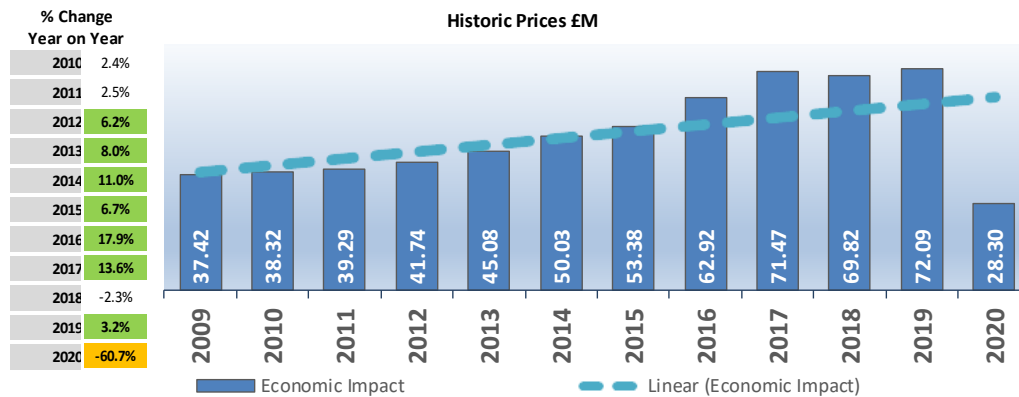
2009 to 2020  
 Historic Prices

SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

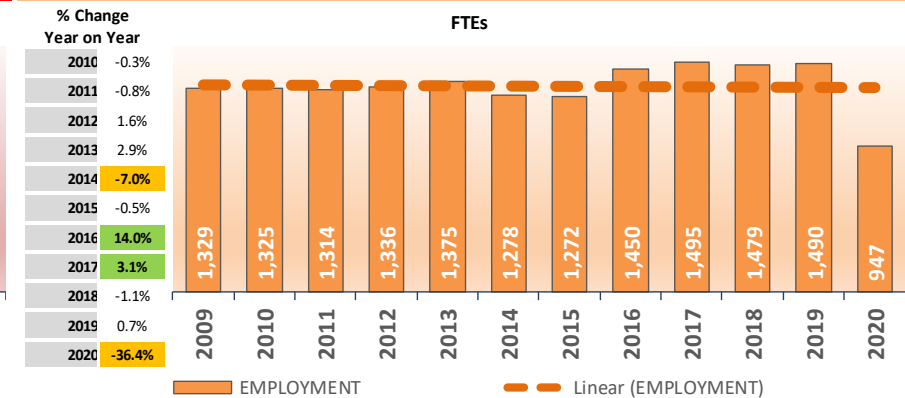
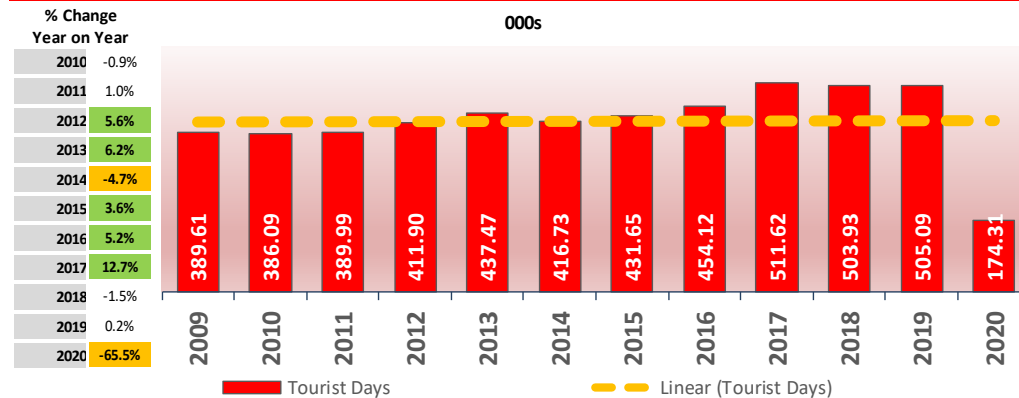
**Economic Impact - Historic Prices - Serviced Accommodation**

**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	2019	2020
Economic Impact - Historic Prices		2.4%	5.0%	11.5%	20.5%	33.7%	42.6%	68.1%	91.0%	86.6%	92.7%	-24.4%
Visitor Numbers		0.9%	4.2%	7.5%	16.3%	13.8%	21.2%	30.8%	50.7%	47.2%	43.2%	-53.0%
Visitor Days		-0.9%	0.1%	5.7%	12.3%	7.0%	10.8%	16.6%	31.3%	29.3%	29.6%	-55.3%
Direct Employment		-0.3%	-1.1%	0.5%	3.5%	-3.8%	-4.3%	9.1%	12.5%	11.3%	12.2%	-28.7%

"Linear" = Linear Trendline

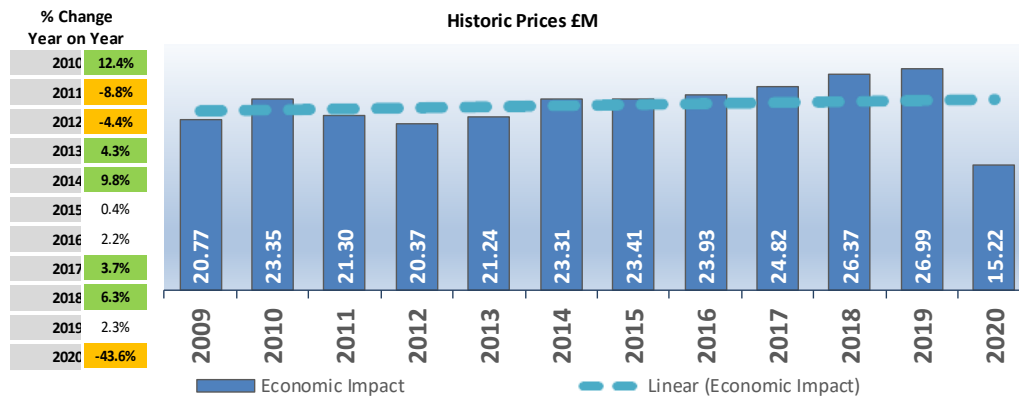
**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

2009 to 2020  
Historic Prices

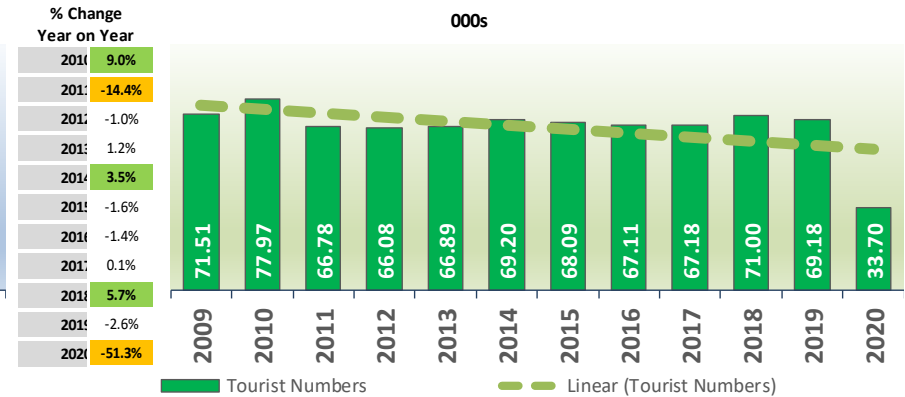
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

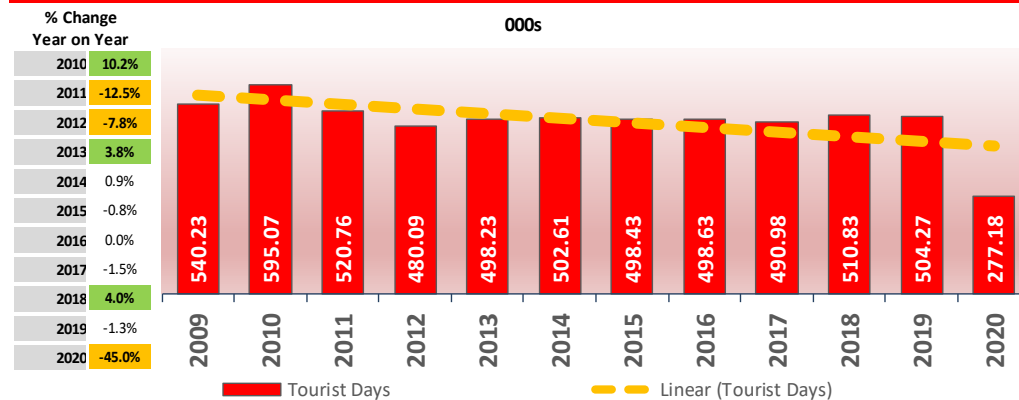
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



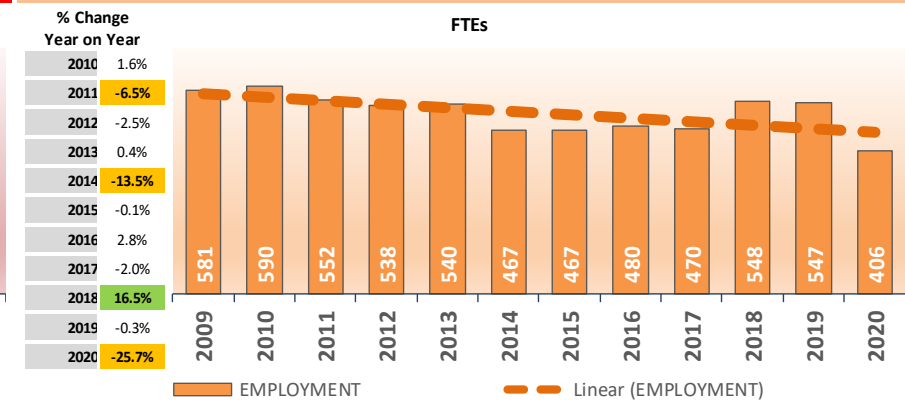
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		12.4%	2.5%	-1.9%	2.3%	12.2%	12.7%	15.2%	19.5%	27.0%	30.0%	-26.7%
Visitor Numbers		9.0%	-6.6%	-7.6%	-6.5%	-3.2%	-4.8%	-6.2%	-6.1%	-0.7%	-3.3%	-52.9%
Visitor Days		10.2%	-3.6%	-11.1%	-7.8%	-7.0%	-7.7%	-7.7%	-9.1%	-5.4%	-6.7%	-48.7%
Direct Employment		1.6%	-5.1%	-7.4%	-7.1%	-19.6%	-19.7%	-17.4%	-19.1%	-5.7%	-6.0%	-30.2%

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

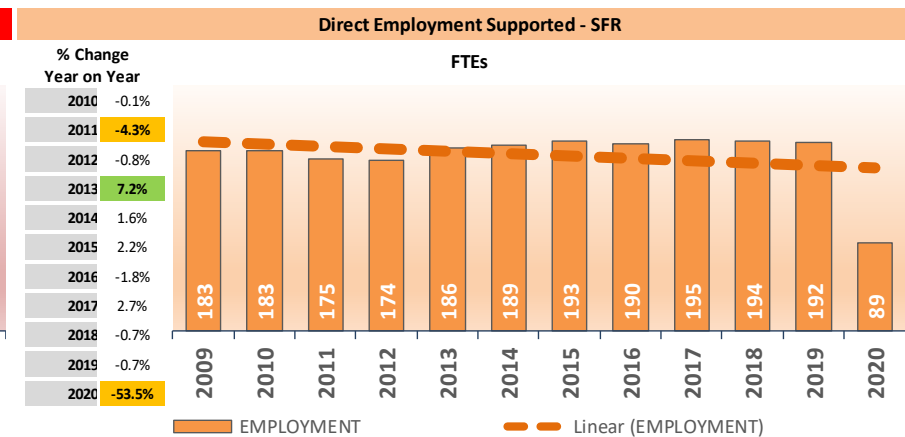
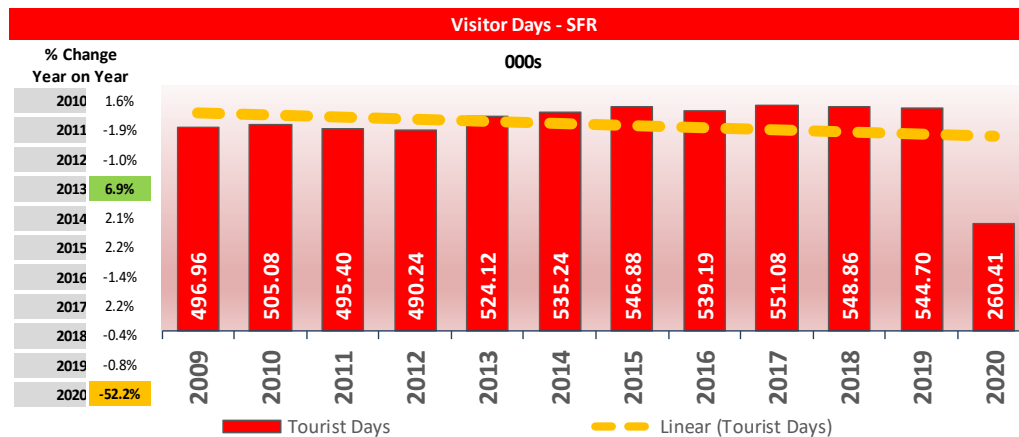
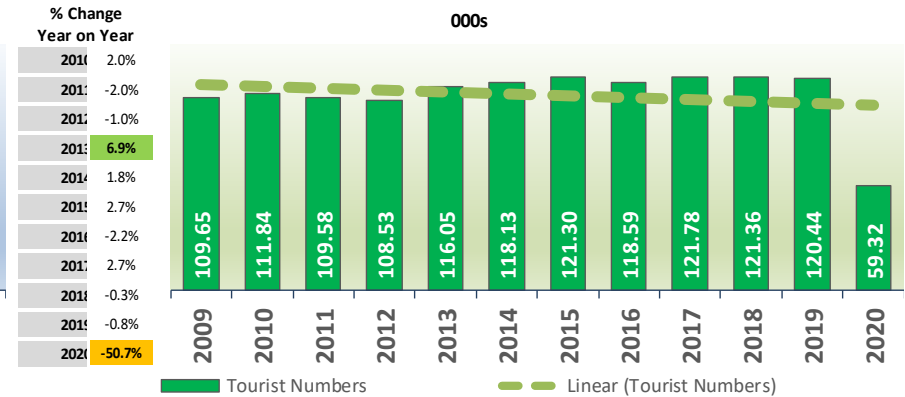
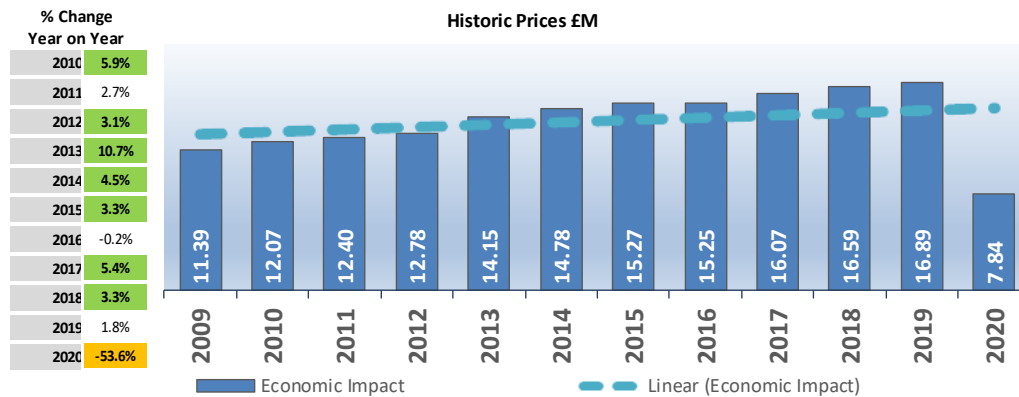
2009 to 2020  
Historic Prices

SFR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.9%	8.8%	12.2%	24.2%	29.8%	34.0%	33.8%	41.0%	45.6%	48.2%	-31.2%
Visitor Numbers		2.0%	-0.1%	-1.0%	5.8%	7.7%	10.6%	8.2%	11.1%	10.7%	9.8%	-45.9%
Visitor Days		1.6%	-0.3%	-1.4%	5.5%	7.7%	10.0%	8.5%	10.9%	10.4%	9.6%	-47.6%
Direct Employment		-0.1%	-4.4%	-5.1%	1.7%	3.4%	5.6%	3.7%	6.5%	5.8%	5.0%	-51.2%

"Linear" = Linear Trendline

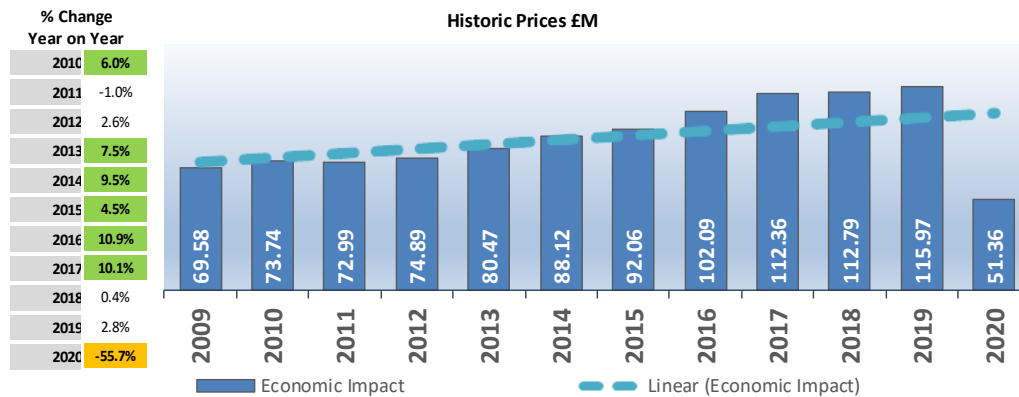
STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

2009 to 2020  
Historic Prices

STAYING VISITOR

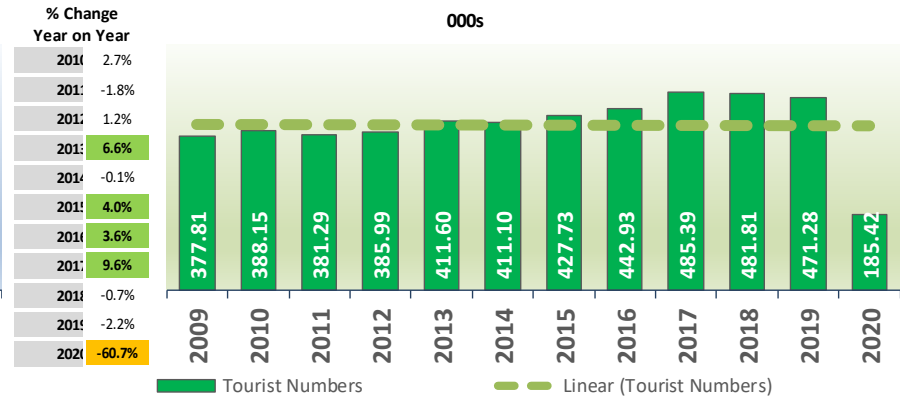
KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Staying Visitor



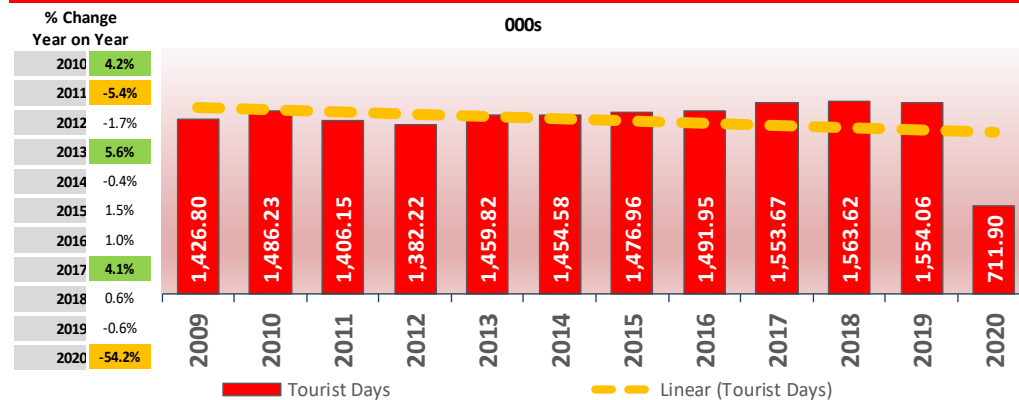
Year	% Change Year on Year
2010	6.0%
2011	-1.0%
2012	2.6%
2013	7.5%
2014	9.5%
2015	4.5%
2016	10.9%
2017	10.1%
2018	0.4%
2019	2.8%
2020	-55.7%

Visitor Numbers - Staying Visitor



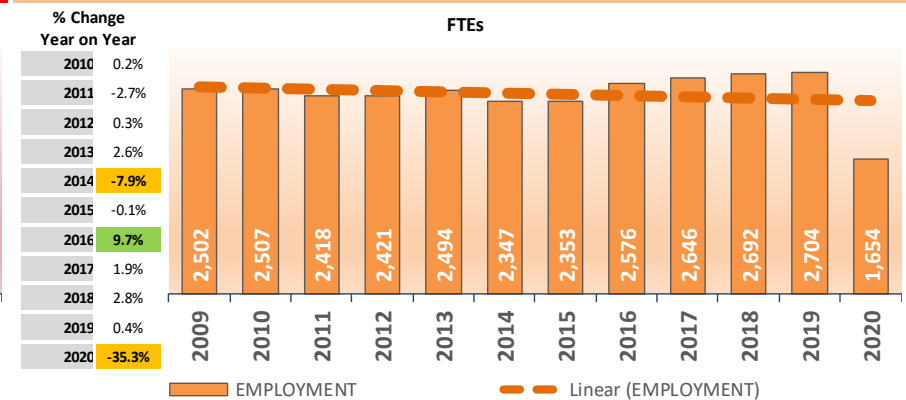
Year	% Change Year on Year
2010	2.7%
2011	-1.8%
2012	1.2%
2013	6.6%
2014	-0.1%
2015	4.0%
2016	3.6%
2017	9.6%
2018	-0.7%
2019	-2.2%
2020	-60.7%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2010	4.2%
2011	-5.4%
2012	-1.7%
2013	5.6%
2014	-0.4%
2015	1.5%
2016	1.0%
2017	4.1%
2018	0.6%
2019	-0.6%
2020	-54.2%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2010	0.2%
2011	-2.7%
2012	0.3%
2013	2.6%
2014	-7.9%
2015	-0.1%
2016	9.7%
2017	1.9%
2018	2.8%
2019	0.4%
2020	-35.3%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		6.0%	4.9%	7.6%	15.6%	26.6%	32.3%	46.7%	61.5%	62.1%	66.7%	-26.2%
Visitor Numbers		2.7%	0.9%	2.2%	8.9%	8.8%	13.2%	17.2%	28.5%	27.5%	24.7%	-50.9%
Visitor Days		4.2%	-1.4%	-3.1%	2.3%	1.9%	3.5%	4.6%	8.9%	9.6%	8.9%	-50.1%
Direct Employment		0.2%	-3.3%	-3.2%	-0.3%	-6.2%	-5.9%	3.0%	5.8%	7.6%	8.1%	-33.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

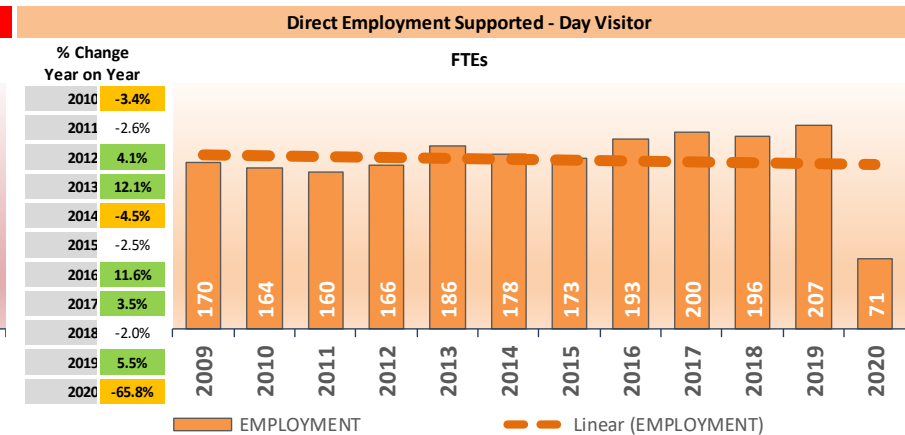
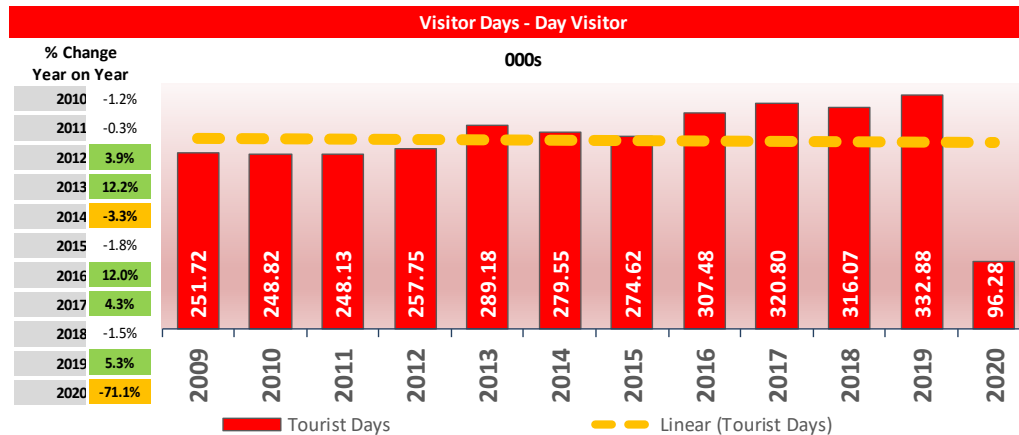
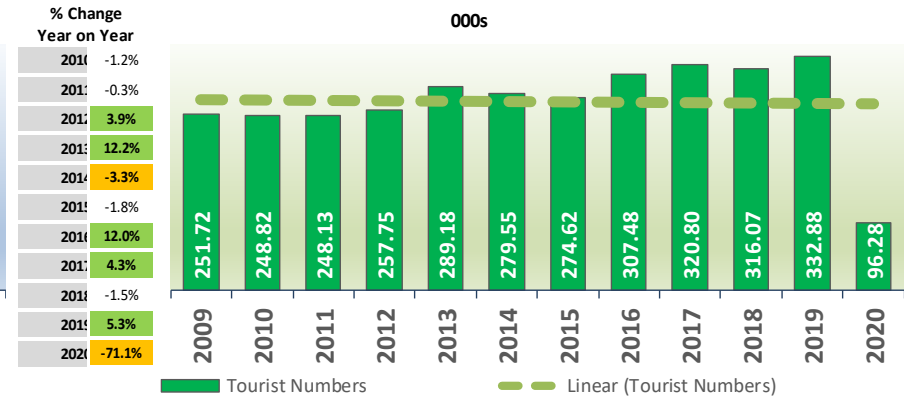
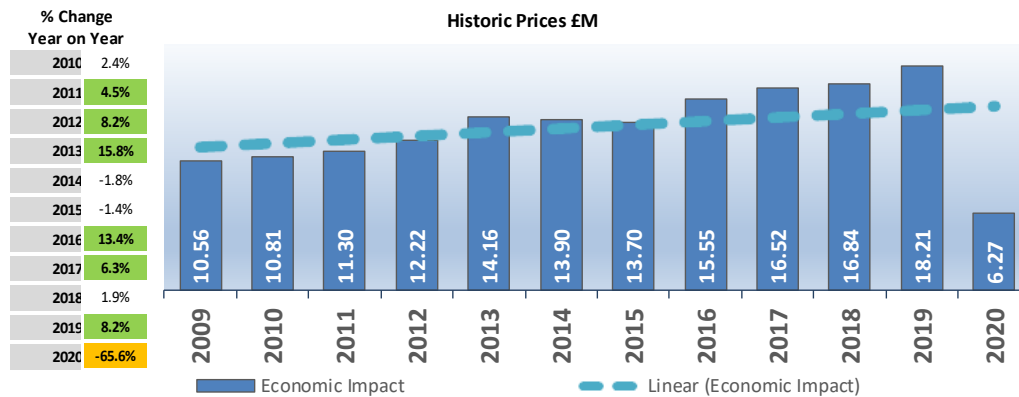
2009 to 2020  
Historic Prices

DAY VISITOR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		2.4%	7.0%	15.8%	34.1%	31.6%	29.8%	47.3%	56.5%	59.5%	72.5%	-40.6%
Visitor Numbers		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%	32.2%	-61.8%
Visitor Days		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%	32.2%	-61.8%
Direct Employment		-3.4%	-6.0%	-2.1%	9.8%	4.8%	2.2%	14.0%	18.0%	15.6%	22.0%	-58.3%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2020

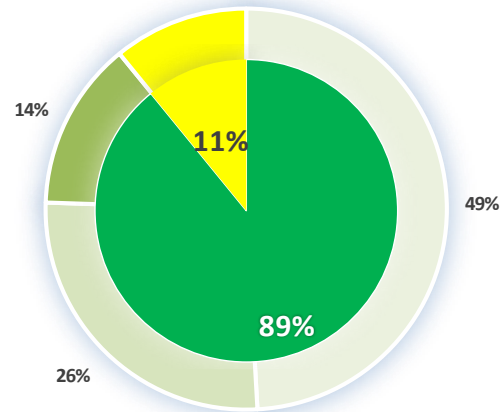
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2020 - M - Share of Total

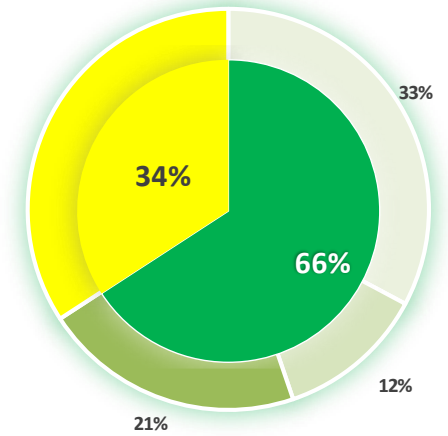
**TOTAL**  
**£57.63m**

	£M
Serviced	28.30
Non-Serviced	15.22
SFR	7.84
Staying Visitor	51.36
Day Visitor	6.27
<b>Total</b>	<b>57.63</b>



**TOTAL**  
**0.28m**

	M
Serviced	0.09
Non-Serviced	0.03
SFR	0.06
Staying Visitor	0.19
Day Visitor	0.10
<b>Total</b>	<b>0.28</b>

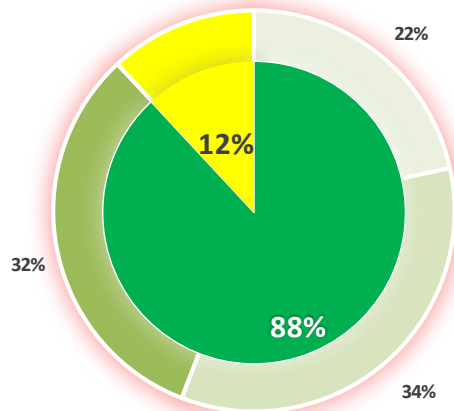


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

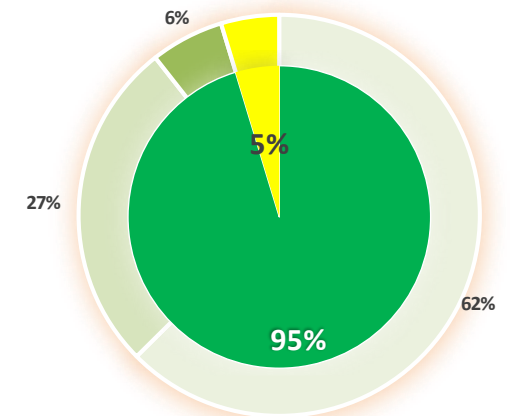
**TOTAL**  
**0.81m**

	M
Serviced	0.17
Non-Serviced	0.28
SFR	0.26
Staying Visitor	0.71
Day Visitor	0.10
<b>Total</b>	<b>0.81</b>



**TOTAL**  
**1,513 Direct FTEs**  
**1,725 Total FTEs**

	FTEs
Serviced	947
Non-Serviced	406
SFR	89
Staying Visitor	1,442
Day Visitor	71
<b>Total</b>	<b>1,513</b>

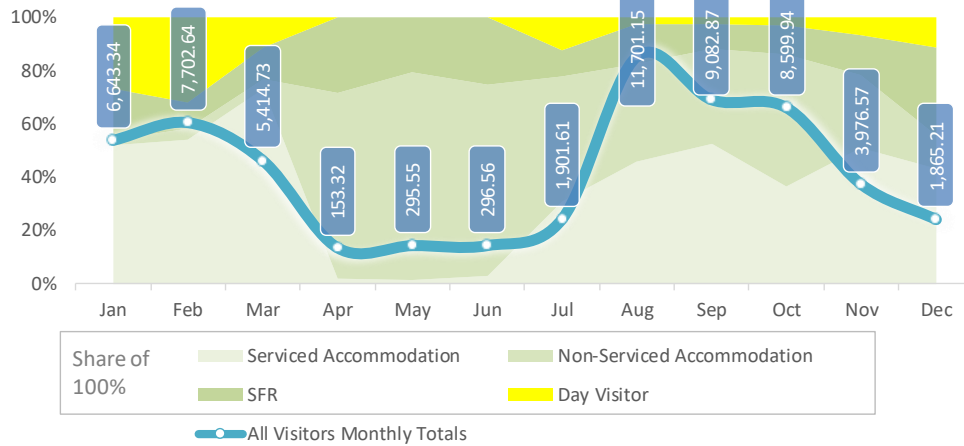


**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

**2020**  
**Historic Prices**      **TOTAL**      **DISTRIBUTION BY MONTH**  
**Historic Prices**

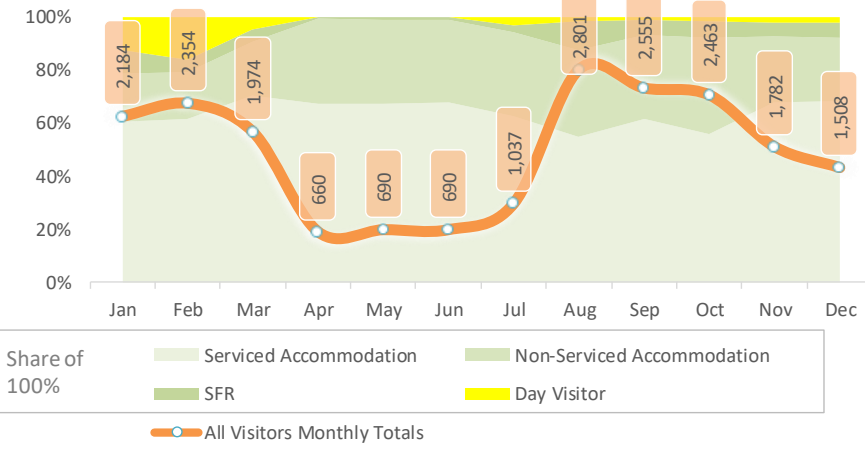
**Economic Impact - Historic Prices - £000s - Distribution of Impact by Month**

**Visitor Numbers - 2020 - 000s - Distribution of Impact by Month**



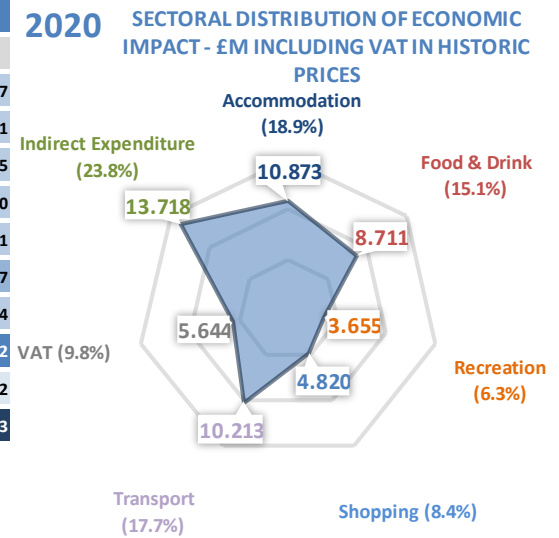
**Visitor Days - 2020 - 000s - Distribution of Impact by Month**

**Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month**



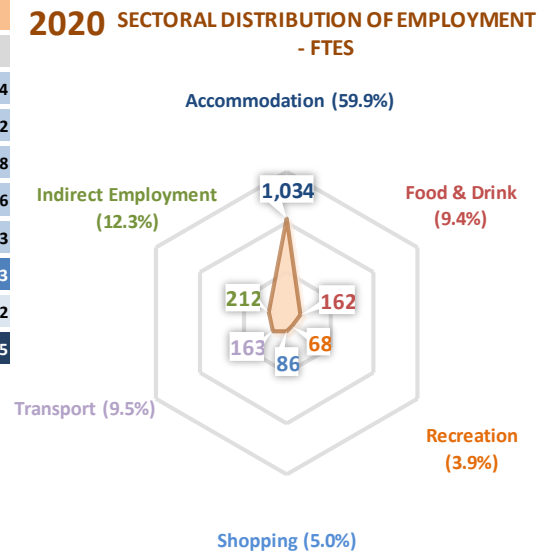
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation £M	15.62	15.67	14.82	15.25	16.17	17.53	20.05	22.18	25.32	23.02	23.94	10.87
Food & Drink £M	11.54	12.00	11.91	12.54	13.88	14.88	14.86	16.55	18.05	18.69	19.33	8.711
Recreation £M	5.069	5.221	5.227	5.529	6.133	6.128	6.200	6.650	7.179	7.388	7.682	3.655
Shopping £M	6.847	7.118	7.032	7.298	8.048	8.679	8.709	9.699	10.45	10.91	11.30	4.820
Transport £M	13.96	14.67	14.50	14.74	15.89	17.63	17.48	19.99	21.32	22.73	23.40	10.21
Direct Revenue £M	53.04	54.67	53.50	55.36	60.12	64.85	67.29	75.07	82.32	82.74	85.64	38.27
VAT £M	7.956	9.568	10.70	11.07	12.02	12.97	13.46	15.01	16.46	16.55	17.13	5.644
Direct Expenditure £M	61.00	64.24	64.19	66.43	72.15	77.82	80.75	90.09	98.78	99.29	102.77	43.92
Indirect Expenditure £M	19.14	20.31	20.09	20.68	22.48	24.20	25.01	27.55	30.10	30.34	31.41	13.72
TOTAL £M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation FTEs	1,354	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319	1,329	1,034
Food & Drink FTEs	298	299	282	286	306	320	316	346	368	366	369	162
Recreation FTEs	130	129	123	125	134	131	131	138	145	144	146	68
Shopping FTEs	170	171	160	160	171	179	178	195	205	206	208	86
Transport FTEs	310	314	295	288	301	325	319	359	373	382	384	163
Direct Employment FTEs	2,263	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417	2,436	1,513
Indirect Employment FTEs	409	409	377	373	393	412	421	456	485	471	475	212
TOTAL FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725



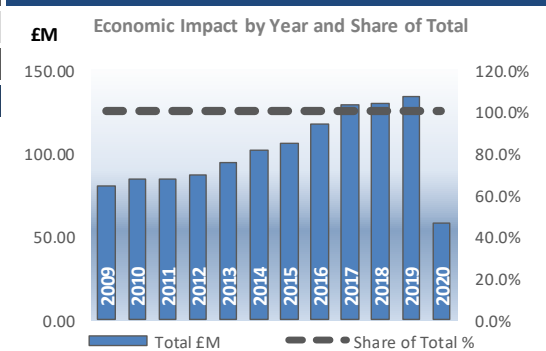
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

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



STEAM FINAL TREND REPORT FOR 2009-2020 MORAY SPEYSIDE													2009 to 2020 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																		
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 2020		25.5%	62.4%	4.0%	-97.4%	-96.1%	-96.1%	-83.2%	1.7%	33.5%	35.3%	-8.7%	-47.8%	-28.1%	Annual Change	29.6%	-96.5%	-23.4%	1.1%	
% Change 2019 to 2020		-2.9%	0.7%	-32.5%	-98.6%	-97.9%	-97.7%	-89.2%	-39.5%	-32.3%	-21.7%	-37.4%	-68.2%	-57.0%		-12.2%	-98.0%	-54.9%	-37.8%	
Average Annual Change		2.3%	5.7%	0.4%	-8.9%	-8.7%	-8.7%	-7.6%	0.2%	3.0%	3.2%	-0.8%	-4.3%	-2.6%		2.7%	-8.8%	-2.1%	0.1%	
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	
2019	£M	6.840	7.648	8.020	10.75	14.30	13.15	17.53	19.33	13.41	10.98	6.356	5.865	134.18	3.5%	22.51	38.20	50.27	23.21	
2020	£M	6.643	7.703	5.415	0.153	0.296	0.297	1.902	11.70	9.083	8.600	3.977	1.865	57.63	-57.0%	19.76	0.745	22.69	14.44	

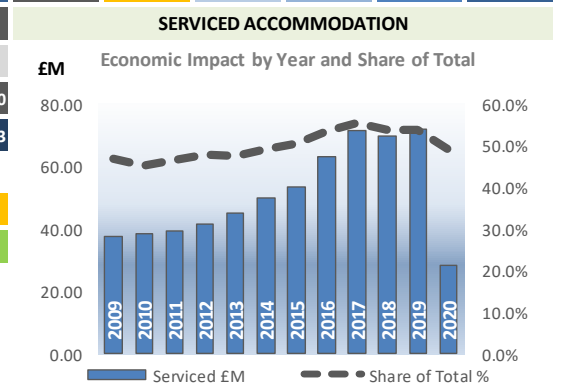
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Total	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63		
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2009	%														
Avg Ann. Change in Share	%														



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2020													20.6%	61.8%	62.1%	-99.9%	-99.9%	-99.7%	-88.7%	9.6%	35.5%	0.2%	-29.8%	-49.8%	-24.4%			46.9%	-99.8%	-21.0%	-21.7%
% Change 2019 to 2020													-1.9%	-2.4%	-21.0%	-99.9%	-99.9%	-99.9%	-93.1%	-51.5%	-46.8%	-48.0%	-49.1%	-73.4%	-60.7%			-9.5%	-99.9%	-62.4%	-54.3%
Average Annual Change													1.9%	5.6%	5.6%	-9.1%	-9.1%	-9.1%	-8.1%	0.9%	3.2%	0.0%	-2.7%	-4.5%	-2.2%			4.3%	-9.1%	-1.9%	-2.0%
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												
2019	£M	3.531	4.287	5.005	5.020	6.339	6.357	8.483	11.10	8.939	6.013	3.974	3.043	72.09	3.2%	12.82	17.72	28.52	13.03												
2020	£M	3.465	4.185	3.956	0.003	0.003	0.008	0.582	5.387	4.755	3.129	2.022	0.810	28.30	-60.7%	11.61	0.014	10.72	5.960												

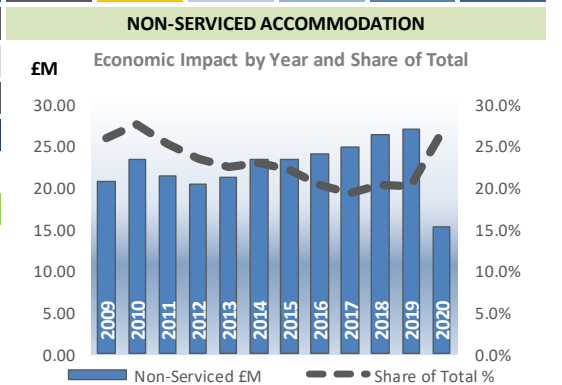
ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced	£M	37.42	38.32	39.29	41.74	45.08	50.03	53.38	62.92	71.47	69.82	72.09	28.30
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63
Share of Total	%	46.7%	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%	53.7%	49.1%
Annual Change in Share	%		-2.9%	2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%	-0.3%	-8.6%
Change in Share from 2009	%		-2.9%	-0.2%	2.6%	2.0%	5.0%	8.1%	14.5%	18.8%	15.4%	15.1%	5.2%
Avg Ann. Change in Share	%		-2.9%	-0.1%	0.9%	0.5%	1.0%	1.3%	2.1%	2.3%	1.7%	1.5%	0.5%



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER						
NON-SERVICED ACCOMMODATION													TOTAL						% Change		
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change								
KEY		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL		% Change		QUARTER			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL		% Change		QUARTER			
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	TOTAL	% Change	Q1	Q2	Q3	Q4		
% Change 2009 to 2020		-63.3%	-15.5%	-51.1%	-93.9%	-91.2%	-91.6%	-76.8%	7.6%	42.9%	115.9%	288.0%	-29.7%	-26.7%	Annual Change	-43.2%	-92.0%	-16.8%	116.0%		
% Change 2019 to 2020		-40.7%	-15.0%	-66.0%	-96.4%	-93.2%	-93.8%	-80.0%	-4.8%	34.2%	40.9%	3.1%	-47.2%	-43.6%	Annual Change	-45.6%	-94.4%	-26.2%	23.6%		
Average Annual Change		-5.8%	-1.4%	-4.6%	-8.5%	-8.3%	-8.3%	-7.0%	0.7%	3.9%	10.5%	26.2%	-2.7%	-2.4%	Annual Change	-3.9%	-8.4%	-1.5%	10.5%		
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		
2019	£M	0.209	0.358	0.586	3.020	3.405	3.457	4.502	4.470	2.430	3.053	1.060	0.441	26.99	2.3%	1.152	9.882	11.40	4.555		
2020	£M	0.124	0.304	0.199	0.108	0.231	0.213	0.901	4.254	3.261	4.302	1.093	0.233	15.22	-43.6%	0.627	0.552	8.416	5.628		

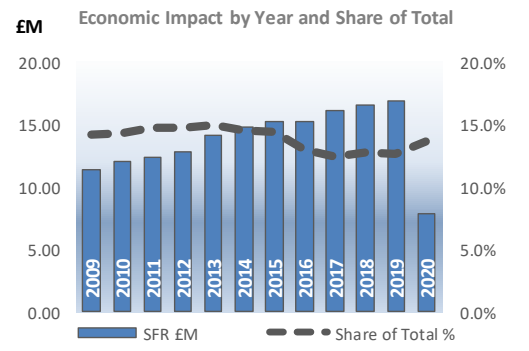
ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Non-Serviced	£M	20.77	23.35	21.30	20.37	21.24	23.31	23.41	23.93	24.82	26.37	26.99	15.22
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63
Share of Total	%	25.9%	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%	20.1%	26.4%
Annual Change in Share	%		6.6%	-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%	-1.1%	31.3%
Change in Share from 2009	%		6.6%	-2.5%	-9.8%	-13.4%	-11.8%	-14.6%	-21.5%	-25.7%	-21.5%	-22.4%	1.9%
Avg Ann. Change in Share	%		6.6%	-1.2%	-3.3%	-3.3%	-2.4%	-2.4%	-3.1%	-3.2%	-2.4%	-2.2%	0.2%



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													TOTAL						% Change
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change						
An increase of 3% or more																			
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		15.6%	29.7%	-2.8%	-96.3%	-93.8%	-94.2%	-79.8%	9.6%	33.4%	53.4%	7.7%	-51.1%	-31.2%		14.0%	-94.8%	-11.4%	-11.4%
% Change 2019 to 2020		-9.5%	-8.5%	-37.0%	-97.7%	-95.9%	-96.1%	-85.8%	-25.2%	-12.0%	-0.5%	-29.9%	-67.2%	-53.6%		-17.8%	-96.6%	-39.4%	-41.5%
Average Annual Change		1.4%	2.7%	-0.3%	-8.8%	-8.5%	-8.6%	-7.3%	0.9%	3.0%	4.9%	0.7%	-4.6%	-2.8%		1.3%	-8.6%	-1.0%	-1.0%
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
2019	£M	1.394	0.840	1.014	1.873	1.474	1.941	1.307	2.384	0.981	0.940	0.861	1.881	16.89	1.8%	3.248	5.287	4.672	3.682
2020	£M	1.262	0.768	0.639	0.043	0.061	0.075	0.186	1.783	0.863	0.935	0.604	0.617	7.835	-53.6%	2.669	0.179	2.832	2.156

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
SFR	£M	11.39	12.07	12.40	12.78	14.15	14.78	15.27	15.25	16.07	16.59	16.89	7.835	
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63	
Share of Total	%	14.2%	14.3%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%	12.6%	13.6%	
Annual Change in Share	%		0.4%	3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%	-1.7%	8.0%	
Change in Share from 2009	%		0.4%	3.4%	3.2%	5.2%	1.9%	1.6%	-8.9%	-12.3%	-10.0%	-11.5%	-4.4%	
Avg Ann. Change in Share	%		0.4%	1.7%	1.1%	1.3%	0.4%	0.3%	-1.3%	-1.5%	-1.1%	-1.1%	-0.4%	



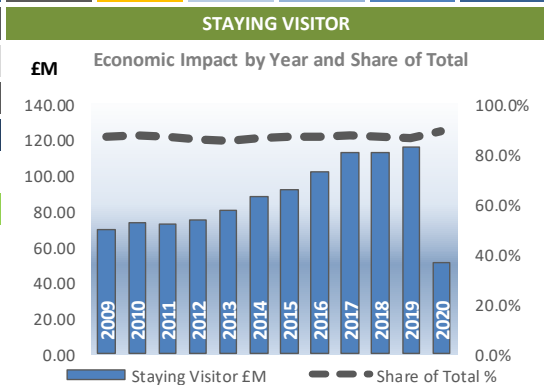
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Report Prepared by: Alison Tipler. Date of Issue: 07/06/21

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020													12.8%	48.6%	36.8%	-97.1%	-95.6%	-95.6%	-83.2%	8.9%	37.9%	46.1%	-0.1%	-48.2%	-26.2%		31.3%	-96.0%	-18.3%	8.6%
% Change 2019 to 2020													-5.5%	-4.1%	-27.4%	-98.5%	-97.4%	-97.5%	-88.3%	-36.4%	-28.1%	-16.4%	-36.9%	-69.1%	-55.7%		-13.5%	-97.7%	-50.7%	-35.4%
Average Annual Change													1.2%	4.4%	3.3%	-8.8%	-8.7%	-8.7%	-7.6%	0.8%	3.4%	4.2%	0.0%	-4.4%	-2.4%		2.8%	-8.7%	-1.7%	0.8%
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											
2019	£M	5.134	5.484	6.605	9.913	11.22	11.76	14.29	17.95	12.35	10.01	5.896	5.364	115.97	2.8%	17.22	32.89	44.60	21.27											
2020	£M	4.851	5.258	4.794	0.153	0.296	0.296	1.668	11.42	8.879	8.365	3.718	1.659	51.36	-55.7%	14.90	0.745	21.97	13.74											

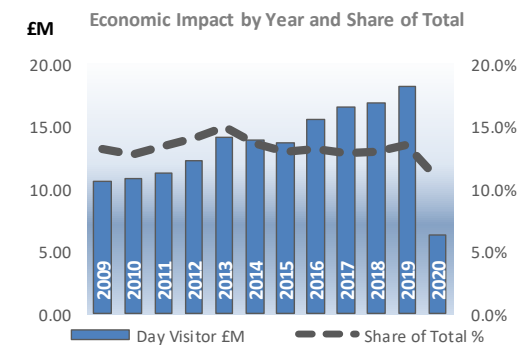
ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Staying Visitor	£M	69.58	73.74	72.99	74.89	80.47	88.12	92.06	102.09	112.36	112.79	115.97	51.36		
All Visitor Types	£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63		
Share of Total	%	86.8%	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%	86.4%	89.1%		
Annual Change in Share	%		0.4%	-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%	-0.7%	3.1%		
Change in Share from 2009	%		0.4%	-0.3%	-1.0%	-2.1%	-0.5%	0.2%	0.0%	0.4%	0.2%	-0.5%	2.6%		
Avg Ann. Change in Share	%		0.4%	-0.1%	-0.3%	-0.5%	-0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%		



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													DAY VISITOR																	
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL		% Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020													80.6%	103.3%	-63.5%	-100.0%	-100.0%	-100.0%	-82.6%	-72.5%	-44.3%	-62.8%	-59.4%	-44.3%	-40.6%	Annual Change	24.7%	-100.0%	-73.7%	-57.3%
% Change 2019 to 2020													5.1%	13.0%	-56.1%	-100.0%	-100.0%	-100.0%	-92.8%	-79.8%	-80.7%	-76.0%	-43.9%	-58.9%	-65.6%	Annual Change	-8.0%	-100.0%	-87.4%	-64.0%
Average Annual Change													7.3%	9.4%	-5.8%	-9.1%	-9.1%	-9.1%	-7.5%	-6.6%	-4.0%	-5.7%	-5.4%	-4.0%	-3.7%	Annual Change	2.2%	-9.1%	-6.7%	-5.2%
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											
2019	£M	1.706	2.163	1.415	0.841	3.079	1.396	3.239	1.375	1.059	0.979	0.460	0.500	18.21	8.2%	5.283	5.315	5.673	1.939											
2020	£M	1.793	2.445	0.621			0.000	0.233	0.278	0.204	0.234	0.258	0.206	6.272	-65.6%	4.858	0.000	0.715	0.699											

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Day Visitor													£M	10.56	10.81	11.30	12.22	14.16	13.90	13.70	15.55	16.52	16.84	18.21	6.272
All Visitor Types													£M	80.14	84.55	84.28	87.11	94.63	102.02	105.76	117.64	128.88	129.63	134.18	57.63
Share of Total													%	13.2%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%
Annual Change in Share													%		-2.9%	4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%	4.5%	-19.8%
Change in Share from 2009													%		-2.9%	1.7%	6.5%	13.6%	3.4%	-1.6%	0.3%	-2.7%	-1.4%	3.0%	-17.4%
Avg Ann. Change in Share													%		-2.9%	0.9%	2.2%	3.4%	0.7%	-0.3%	0.0%	-0.3%	-0.2%	0.3%	-1.6%

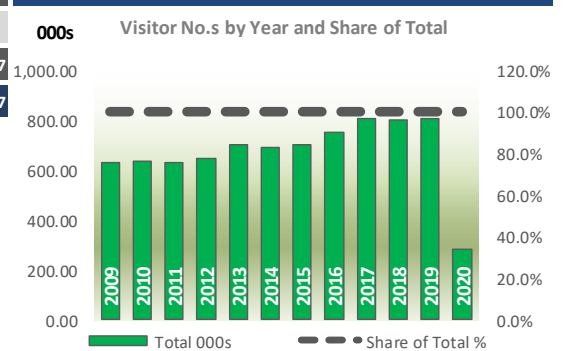


## Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020 MORAY SPEYSIDE													2009 to 2020		TOTAL	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		8.9%	22.7%	-56.0%	-98.8%	-98.7%	-98.8%	-88.1%	-40.4%	-18.0%	-25.6%	-48.1%	-64.2%	-55.3%	Annual Change	-12.2%	-98.7%	-54.0%	-43.5%
% Change 2019 to 2020		-2.4%	3.2%	-46.7%	-99.1%	-99.2%	-99.1%	-91.7%	-52.9%	-48.9%	-39.1%	-44.6%	-68.4%	-65.0%		-14.4%	-99.1%	-67.3%	-48.9%
Average Annual Change		0.8%	2.1%	-5.1%	-9.0%	-9.0%	-9.0%	-8.0%	-3.7%	-1.6%	-2.3%	-4.4%	-5.8%	-5.0%		-1.1%	-9.0%	-4.9%	-4.0%
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
2019	000s	46.4	52.0	45.5	59.2	115.3	79.5	111.1	94.1	73.5	57.0	34.0	36.7	804.2	0.8%	143.9	254.0	278.6	127.6
2020	000s	45.3	53.7	24.2	0.6	0.9	0.7	9.3	44.3	37.5	34.7	18.8	11.6	281.7	-65.0%	123.2	2.2	91.2	65.1

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Share of Total %
Total	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	100.0%	100.0%
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	100.0%	100.0%
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%														
Change in Share from 2009	%														
Avg Ann. Change in Share	%														





**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

VISITOR NUMBERS BY:													2009 to 2020		SERVICED		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													SERVICED ACCOMMODATION																	
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		QUARTER															
Less than 3% change													TOTAL						% Change											
A Fall of 3% or more													Q1		Q2		Q3		Q4		TOTAL		% Change							
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020													-1.1%	-5.1%	-14.0%	-99.9%	-99.9%	-99.7%	-91.9%	-13.3%	-7.7%	-35.8%	-55.2%	-70.1%	-53.0%	Annual Change	-7.0%	-99.9%	-39.7%	-50.1%
% Change 2019 to 2020													-4.0%	-8.0%	-32.7%	-99.9%	-99.9%	-99.8%	-93.9%	-53.2%	-50.8%	-50.4%	-58.7%	-76.1%	-67.2%	Annual Change	-16.7%	-99.9%	-63.9%	-58.9%
Average Annual Change													-0.1%	-0.5%	-1.3%	-9.1%	-9.1%	-9.1%	-8.4%	-1.2%	-0.7%	-3.3%	-5.0%	-6.4%	-4.8%	Annual Change	-0.6%	-9.1%	-3.6%	-4.6%
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		32.4	53.8	68.4	42.0											
2010	000s	8.2	9.6	14.2	15.9	22.8	21.3	24.7	25.0	22.2	17.5	10.1	6.7	198.3	0.9%	32.1	60.0	71.9	34.3											
2011	000s	6.7	12.8	12.8	16.2	20.0	20.7	24.6	25.4	20.5	20.3	13.9	11.3	204.9	3.3%	32.2	56.9	70.5	45.4											
2012	000s	11.0	11.2	14.3	11.7	20.3	23.1	28.6	28.3	24.1	17.5	11.6	9.6	211.4	3.1%	36.5	55.1	81.0	38.7											
2013	000s	11.4	12.5	19.4	13.8	22.1	24.4	30.1	30.4	26.1	19.7	10.6	8.1	228.7	8.2%	43.3	60.3	86.7	38.4											
2014	000s	9.2	10.5	12.2	14.4	24.6	25.0	27.5	30.7	25.0	18.8	14.2	11.7	223.8	-2.1%	31.8	64.1	83.2	44.6											
2015	000s	10.9	12.6	12.9	14.4	25.7	22.8	27.9	29.3	23.2	24.4	19.9	14.3	238.3	6.5%	36.4	62.9	80.4	58.6											
2016	000s	7.3	9.2	15.9	16.1	26.9	25.9	34.6	36.8	31.0	22.4	14.6	16.5	257.2	7.9%	32.3	69.0	102.4	53.5											
2017	000s	14.1	12.3	16.9	22.0	31.3	34.3	37.2	38.0	35.0	24.9	16.7	13.8	296.4	15.2%	43.3	87.6	110.1	55.5											
2018	000s	11.0	12.1	15.9	20.9	30.2	31.5	32.5	41.8	41.7	25.4	14.9	11.7	289.4	-2.4%	38.9	82.5	116.0	52.0											
2019	000s	10.2	11.6	14.4	20.3	29.1	31.0	32.2	43.6	38.4	23.6	15.5	11.9	281.7	-2.7%	36.2	80.4	114.2	51.0											
2020	000s	9.8	10.6	9.7	0.0	0.0	0.0	2.0	20.4	18.9	11.7	6.4	2.8	92.4	-67.2%	30.1	0.1	41.3	20.9											

VISITOR NUMBERS													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced	000s	196.6	198.3	204.9	211.4	228.7	223.8	238.3	257.2	296.4	289.4	281.7	92.4
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7
Share of Total	%	31.2%	31.1%	32.6%	32.8%	32.6%	32.4%	33.9%	34.3%	36.8%	36.3%	35.0%	32.8%
Annual Change in Share	%		-0.3%	4.6%	0.9%	-0.6%	-0.7%	4.7%	1.0%	7.3%	-1.3%	-3.4%	-6.3%
Change in Share from 2009	%		-0.3%	4.2%	5.1%	4.5%	3.7%	8.6%	9.7%	17.7%	16.1%	12.1%	5.0%
Avg Ann. Change in Share	%		-0.3%	2.1%	1.7%	1.1%	0.7%	1.4%	1.4%	2.2%	1.8%	1.2%	0.5%



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Report Prepared by: Alison Tipler. Date of Issue: 07/06/21

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

2009 to 2020													NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	NON-SERVICED ACCOMMODATION																		
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 2020	-69.0%	-46.3%	-65.8%	-96.1%	-94.9%	-96.3%	-84.2%	-32.3%	-11.2%	47.1%	135.7%	-37.6%	-52.9%	Annual Change	-59.4%	-95.7%	-47.7%	47.5%	
% Change 2019 to 2020	-41.0%	-11.6%	-66.6%	-96.7%	-94.2%	-96.1%	-82.2%	-21.1%	12.4%	16.1%	-3.1%	-53.9%	-51.3%		-45.2%	-95.6%	-38.8%	4.1%	
Average Annual Change	-6.3%	-4.2%	-6.0%	-8.7%	-8.6%	-8.8%	-7.7%	-2.9%	-1.0%	4.3%	12.3%	-3.4%	-4.8%		-5.4%	-8.7%	-4.3%	4.3%	
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
2019	000s	0.6	1.0	1.6	8.1	8.9	7.9	11.4	10.1	6.2	9.1	2.7	1.5	69.2	-2.6%	3.2	24.9	27.7	13.3
2020	000s	0.3	0.9	0.5	0.3	0.5	0.3	2.0	8.0	7.0	10.5	2.7	0.7	33.7	-51.3%	1.8	1.1	17.0	13.9

	VISITOR NUMBERS												
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Non-Serviced	000s	71.5	78.0	66.8	66.1	66.9	69.2	68.1	67.1	67.2	71.0	69.2	33.7
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7
Share of Total	%	11.4%	12.2%	10.6%	10.3%	9.5%	10.0%	9.7%	8.9%	8.3%	8.9%	8.6%	12.0%
Annual Change in Share	%		7.8%	-13.3%	-3.2%	-7.0%	5.0%	-3.2%	-7.8%	-6.8%	6.8%	-3.3%	39.1%
Change in Share from 2009	%		7.8%	-6.6%	-9.6%	-16.0%	-11.8%	-14.7%	-21.3%	-26.6%	-21.7%	-24.3%	5.3%
Avg Ann. Change in Share	%		7.8%	-3.3%	-3.2%	-4.0%	-2.4%	-2.4%	-3.0%	-3.3%	-2.4%	-2.4%	0.5%



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

2009 to 2020													SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:													CALENDAR YEAR		QUARTER				
MONTH AND QUARTER													TOTAL						
KEY													SFR		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES				
An increase of 3% or more													Annual Change		Q1 Q2 Q3 Q4				
Less than 3% change													Annual Change		Q1 Q2 Q3 Q4				
A Fall of 3% or more													Annual Change		Q1 Q2 Q3 Q4				
Q1 Q2 Q3 Q4													Annual Change		Q1 Q2 Q3 Q4				
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													Annual Change		Q1 Q2 Q3 Q4				
% Change 2009 to 2020													Annual Change		Q1 Q2 Q3 Q4				
% Change 2019 to 2020													Annual Change		Q1 Q2 Q3 Q4				
Average Annual Change													Annual Change		Q1 Q2 Q3 Q4				
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	2.0%	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	-1.0%	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	6.9%	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	1.8%	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	2.7%	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	-2.2%	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	2.7%	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	-0.3%	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	-0.8%	23.2	31.7	32.5	33.9
2019	000s	9.3	6.1	7.6	12.2	9.5	9.9	7.8	15.1	9.4	9.3	8.6	15.5	120.4	18.4	1.0	20.1	19.8	
2020	000s	8.2	5.5	4.7	0.3	0.4	0.4	1.1	11.0	8.0	9.0	5.9	5.0	59.3	-50.7%	18.4	1.0	20.1	19.8

VISITOR NUMBERS													SFR				
SHARE OF MARKET													000s				
2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020													Visitor No.s by Year and Share of Total				
SFR	000s	109.6	111.8	109.6	108.5	116.0	118.1	121.3	118.6	121.8	121.4	120.4	59.3	140.00			
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	120.00			
Share of Total	%	17.4%	17.6%	17.4%	16.9%	16.6%	17.1%	17.3%	15.8%	15.1%	15.2%	15.0%	21.1%	100.00			
Annual Change in Share	%	0.8%	-0.8%	-3.2%	-1.8%	3.3%	1.0%	-8.5%	-4.4%	0.7%	-1.5%	40.6%	80.00				
Change in Share from 2009	%	0.8%	0.0%	-3.2%	-4.9%	-1.8%	-0.8%	-9.3%	-13.3%	-12.7%	-14.0%	20.9%	60.00				
Avg Ann. Change in Share	%	0.8%	0.0%	-1.1%	-1.2%	-0.4%	-0.1%	-1.3%	-1.7%	-1.4%	-1.4%	1.9%	40.00				
													20.00				
													0.00				

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Report Prepared by: Alison Tipler. Date of Issue: 07/06/21

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

2009 to 2020													STAYING VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	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 2020		-12.1%	-9.1%	-23.7%	-98.2%	-97.6%	-98.0%	-88.6%	-20.1%	-7.6%	-6.8%	-35.1%	-65.6%	-50.9%	Annual Change	-15.0%	-97.9%	-40.0%	-32.7%	
% Change 2019 to 2020		-8.7%	-9.1%	-37.0%	-98.6%	-98.1%	-98.5%	-90.1%	-42.8%	-37.2%	-25.5%	-44.4%	-70.6%	-60.7%		-19.5%	-98.4%	-55.0%	-44.1%	
Average Annual Change		-1.1%	-0.8%	-2.2%	-8.9%	-8.9%	-8.9%	-8.1%	-1.8%	-0.7%	-0.6%	-3.2%	-6.0%	-4.6%		-1.4%	-8.9%	-3.6%	-3.0%	
2009	000s	20.9	18.7	19.6	31.7	38.7	36.5	44.7	49.2	36.6	33.5	23.0	24.7	377.8	Annual Change	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
2019	000s	20.1	18.7	23.7	40.7	47.5	48.8	51.4	68.8	54.0	41.9	26.9	28.9	471.3	-2.2%	62.4	137.0	174.2	97.7	
2020	000s	18.3	17.0	14.9	0.6	0.9	0.7	5.1	39.4	33.9	31.2	15.0	8.5	185.4	-60.7%	50.2	2.2	78.3	54.7	

VISITOR NUMBERS													STAYING VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total			
Staying Visitor	000s	377.8	388.2	381.3	386.0	411.6	411.1	427.7	442.9	485.4	481.8	471.3	185.4					
All Visitor Types	000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7					
Share of Total	%	60.0%	60.9%	60.6%	60.0%	58.7%	59.5%	60.9%	59.0%	60.2%	60.4%	58.6%	65.8%					
Annual Change in Share	%		1.5%	-0.6%	-1.0%	-2.0%	1.3%	2.3%	-3.1%	2.0%	0.3%	-2.9%	12.3%					
Change in Share from 2009	%		1.5%	0.9%	-0.1%	-2.1%	-0.8%	1.5%	-1.6%	0.3%	0.6%	-2.3%	9.7%					
Avg Ann. Change in Share	%		1.5%	0.5%	0.0%	-0.5%	-0.2%	0.2%	-0.2%	0.0%	0.1%	-0.2%	0.9%					

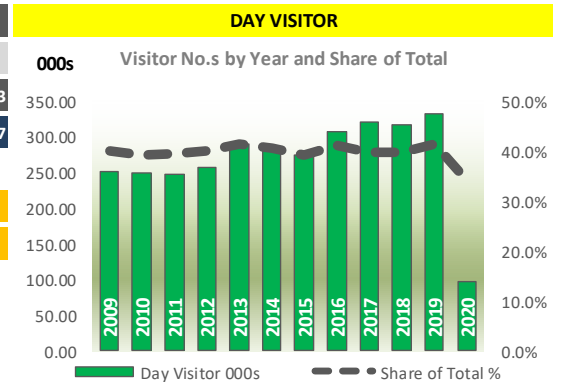
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STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

2009 to 2020													DAY VISITOR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR	QUARTER					
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change	QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020		30.1%	46.4%	-73.7%	-100.0%	-100.0%	-100.0%	-87.5%	-80.2%	-59.9%	-73.2%	-70.7%	-59.9%	-61.8%	Annual Change	-10.2%	-100.0%	-81.1%	-69.2%
% Change 2019 to 2020		2.4%	10.1%	-57.2%	-100.0%	-100.0%	-100.0%	-93.0%	-80.3%	-81.2%	-76.7%	-45.3%	-59.9%	-71.1%		-10.4%	-100.0%	-87.7%	-64.9%
Average Annual Change		2.7%	4.2%	-6.7%	-9.1%	-9.1%	-9.1%	-8.0%	-7.3%	-5.4%	-6.7%	-6.4%	-5.4%	-5.6%		-0.9%	-9.1%	-7.4%	-6.3%
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
2019	000s	26.3	33.4	21.8	18.5	67.8	30.7	59.7	25.3	19.5	15.1	7.1	7.7	332.9	5.3%	81.5	117.0	104.5	29.9
2020	000s	26.9	36.7	9.3			0.0	4.2	5.0	3.7	3.5	3.9	3.1	96.3	-71.1%	73.0	0.0	12.8	10.5

VISITOR NUMBERS													DAY VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s				
Day Visitor		000s	251.7	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	Visitor No.s by Year and Share of Total			
All Visitor Types		000s	629.5	637.0	629.4	643.7	700.8	690.6	702.3	750.4	806.2	797.9	804.2	281.7	Visitor No.s by Year and Share of Total			
Share of Total		%	40.0%	39.1%	39.4%	40.0%	41.3%	40.5%	39.1%	41.0%	39.8%	39.6%	41.4%	34.2%	Visitor No.s by Year and Share of Total			
Annual Change in Share		%		-2.3%	0.9%	1.6%	3.1%	-1.9%	-3.4%	4.8%	-2.9%	-0.4%	4.5%	-17.4%	Visitor No.s by Year and Share of Total			
Change in Share from 2009		%		-2.3%	-1.4%	0.1%	3.2%	1.2%	-2.2%	2.5%	-0.5%	-0.9%	3.5%	-14.5%	Visitor No.s by Year and Share of Total			
Avg Ann. Change in Share		%		-2.3%	-0.7%	0.0%	0.8%	0.2%	-0.4%	0.4%	-0.1%	-0.1%	0.4%	-1.3%	Visitor No.s by Year and Share of Total			



## Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

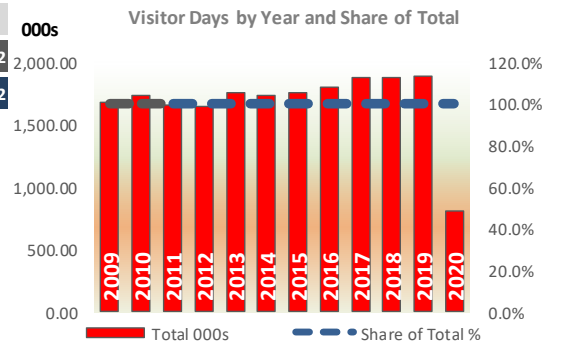
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

2009 to 2020													TOTAL	VISITOR DAYS				
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER			
MONTH AND QUARTER																		
TOTAL																		
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change				
Q1		Q2			Q3			Q4			Q1	Q2			Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
An increase of 3% or more																		
Less than 3% change																		
A Fall of 3% or more																		
% Change 2009 to 2020	-14.3%	6.5%	-45.6%	-97.5%	-96.4%	-96.4%	-86.9%	-29.4%	-7.2%	5.2%	-25.8%	-63.6%	-51.9%	-19.0%	-96.7%	-45.0%	-24.8%	
% Change 2019 to 2020	-7.5%	-2.9%	-43.4%	-98.0%	-97.2%	-96.8%	-87.8%	-32.2%	-21.9%	-10.7%	-32.9%	-67.5%	-57.2%	-18.1%	-97.3%	-49.5%	-34.1%	
Average Annual Change	-1.3%	0.6%	-4.1%	-8.9%	-8.8%	-8.8%	-7.9%	-2.7%	-0.7%	0.5%	-2.3%	-5.8%	-4.7%	-1.7%	-8.8%	-4.1%	-2.3%	
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
2019 000s	85.2	85.8	87.7	164.4	222.2	198.0	248.9	273.2	175.6	149.9	88.0	107.9	1,886.9	0.4%	258.8	584.7	697.7	345.8
2020 000s	78.8	83.4	49.7	3.3	6.2	6.3	30.3	185.2	137.1	133.8	59.0	35.1	808.2	-57.2%	211.8	15.7	352.6	227.9

**VISITOR DAYS** **TOTAL**

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
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	1,886.9	808.2
All Visitor Types 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	1,886.9	808.2
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %												
Change in Share from 2009 %												
Avg Ann. Change in Share %												



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Report Prepared by: Alison Tipler. Date of Issue: 07/06/21

**STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE**

2009 to 2020													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														Annual Change	Q1	Q2	Q3
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020	-24.3%	-4.3%	-4.7%	-99.9%	-99.9%	-99.7%	-93.0%	-29.6%	-11.7%	-35.2%	-53.8%	-66.9%	-55.3%		-11.5%	-99.8%	-47.2%	-48.8%
% Change 2019 to 2020	-5.6%	-9.4%	-27.1%	-99.9%	-99.9%	-99.8%	-93.8%	-51.8%	-48.3%	-50.8%	-52.2%	-74.9%	-65.5%		-15.4%	-99.9%	-62.6%	-56.8%
Average Annual Change	-2.2%	-0.4%	-0.4%	-9.1%	-9.1%	-9.1%	-8.5%	-2.7%	-1.1%	-3.2%	-4.9%	-6.1%	-5.0%		-1.0%	-9.1%	-4.3%	-4.4%
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
2019 000s	19.5	24.0	28.4	40.1	53.1	52.6	53.8	68.6	65.7	46.0	30.3	22.9	505.1	0.2%	71.9	145.8	188.1	99.2
2020 000s	18.4	21.7	20.7	0.0	0.0	0.1	3.3	33.1	34.0	22.7	14.5	5.8	174.3	-65.5%	60.9	0.2	70.4	42.9

VISITOR DAYS													SERVICED ACCOMMODATION				
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s				
Serviced	000s	389.6	386.1	390.0	411.9	437.5	416.7	431.7	454.1	511.6	503.9	505.1	174.3				
All Visitor Types	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	1,886.9	808.2				
Share of Total	%	23.2%	22.3%	23.6%	25.1%	25.0%	24.0%	24.6%	25.2%	27.3%	26.8%	26.8%	21.6%				
Annual Change in Share	%		-4.1%	5.9%	6.5%	-0.4%	-3.9%	2.5%	2.4%	8.2%	-1.8%	-0.2%	-19.4%				
Change in Share from 2009	%		-4.1%	1.6%	8.2%	7.8%	3.5%	6.2%	8.7%	17.6%	15.5%	15.3%	-7.1%				
Avg Ann. Change in Share	%		-4.1%	0.8%	2.7%	1.9%	0.7%	1.0%	1.2%	2.2%	1.7%	1.5%	-0.6%				



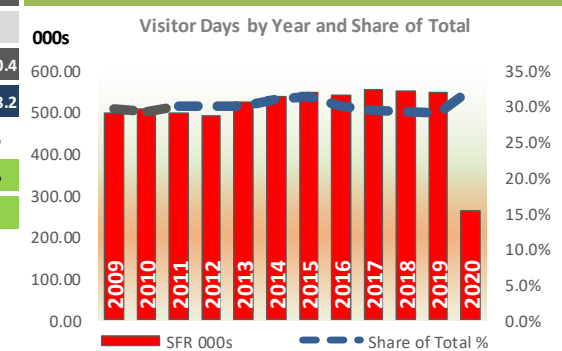




**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

2009 to 2020													SFR	VISITOR DAYS											
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER										
MONTH AND QUARTER																									
KEY																									
SFR																									
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																									
Less than 3% change													TOTAL	% Change											
A Fall of 3% or more																									
Q1													Q2			Q3			Q4			Q1	Q2	Q3	Q4
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC														
% Change 2009 to 2020	-16.7%	-6.6%	-30.0%	-97.3%	-95.5%	-95.8%	-85.5%	-21.1%	-3.9%	10.5%	-22.4%	-64.8%	-47.6%			-17.9%	-96.2%	-36.2%	-36.2%						
% Change 2019 to 2020	-11.9%	-10.9%	-38.7%	-97.8%	-96.0%	-96.2%	-86.2%	-27.2%	-14.3%	-3.1%	-31.7%	-68.0%	-52.2%			-20.0%	-96.7%	-41.0%	-43.0%						
Average Annual Change	-1.5%	-0.6%	-2.7%	-8.8%	-8.7%	-8.7%	-7.8%	-1.9%	-0.4%	1.0%	-2.0%	-5.9%	-4.3%			-1.6%	-8.7%	-3.3%	-3.3%						
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						
2019 000s	35.1	21.2	25.6	48.1	37.8	49.8	53.5	97.6	40.2	34.7	31.8	69.4	544.7	-0.8%		81.9	135.6	191.3	135.8						
2020 000s	31.0	18.9	15.7	1.1	1.5	1.9	7.4	71.1	34.4	33.6	21.7	22.2	260.4	-52.2%		65.5	4.5	113.0	77.5						

VISITOR DAYS													SFR			
SHARE OF MARKET													000s			
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
SFR	497.0	505.1	495.4	490.2	524.1	535.2	546.9	539.2	551.1	548.9	544.7	260.4				
All Visitor Types	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	1,886.9	808.2				
Share of Total	29.6%	29.1%	29.9%	29.9%	30.0%	30.9%	31.2%	30.0%	29.4%	29.2%	28.9%	32.2%				
Annual Change in Share		-1.7%	2.9%	-0.2%	0.2%	3.0%	1.2%	-4.0%	-1.9%	-0.7%	-1.1%	11.6%				
Change in Share from 2009		-1.7%	1.1%	1.0%	1.2%	4.3%	5.5%	1.2%	-0.7%	-1.4%	-2.5%	8.8%				
Avg Ann. Change in Share		-1.7%	0.6%	0.3%	0.3%	0.9%	0.9%	0.2%	-0.1%	-0.2%	-0.3%	0.8%				



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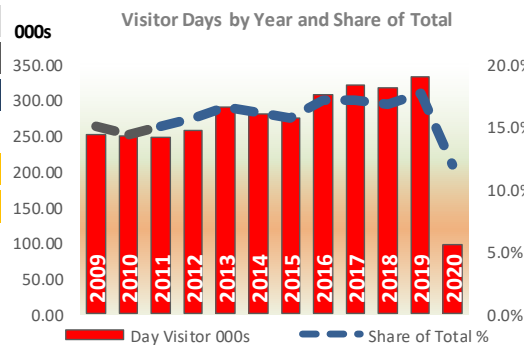
Report Prepared by: Alison Tipler. Date of Issue: 07/06/21



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

2009 to 2020													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER				
MONTH AND QUARTER													TOTAL		QUARTER				
DAY VISITOR													Annual Change		QUARTER				
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change		QUARTER				
KEY													Annual Change		QUARTER				
An increase of 3% or more													Annual Change		QUARTER				
Less than 3% change													Annual Change		QUARTER				
A Fall of 3% or more													Annual Change		QUARTER				
Q1													Annual Change		QUARTER				
Q2													Annual Change		QUARTER				
Q3													Annual Change		QUARTER				
Q4													Annual Change		QUARTER				
JAN													Annual Change		QUARTER				
FEB													Annual Change		QUARTER				
MAR													Annual Change		QUARTER				
APR													Annual Change		QUARTER				
MAY													Annual Change		QUARTER				
JUN													Annual Change		QUARTER				
JUL													Annual Change		QUARTER				
AUG													Annual Change		QUARTER				
SEP													Annual Change		QUARTER				
OCT													Annual Change		QUARTER				
NOV													Annual Change		QUARTER				
DEC													Annual Change		QUARTER				
% Change 2009 to 2020													Annual Change		QUARTER				
% Change 2019 to 2020													Annual Change		QUARTER				
Average Annual Change													Annual Change		QUARTER				
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	-10.2%	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
2019	000s	26.3	33.4	21.8	18.5	67.8	30.7	59.7	25.3	19.5	15.1	7.1	7.7	332.9	5.3%	81.5	117.0	104.5	29.9
2020	000s	26.9	36.7	9.3			0.0	4.2	5.0	3.7	3.5	3.9	3.1	96.3	-71.1%	73.0	0.0	12.8	10.5

VISITOR DAYS													DAY VISITOR		
SHARE OF MARKET													000s		
2009													000s		
2010													000s		
2011													000s		
2012													000s		
2013													000s		
2014													000s		
2015													000s		
2016													000s		
2017													000s		
2018													000s		
2019													000s		
2020													000s		
Day Visitor	000s	251.7	248.8	248.1	257.7	289.2	279.5	274.6	307.5	320.8	316.1	332.9	96.3	350.0	15.0%
All Visitor Types	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	1,886.9	808.2	300.0	14.3%
Share of Total	%	15.0%	14.3%	15.0%	15.7%	16.5%	16.1%	15.7%	17.1%	17.1%	16.8%	17.6%	11.9%	250.0	15.0%
Annual Change in Share	%		-4.4%	4.6%	4.8%	5.2%	-2.5%	-2.7%	9.0%	0.2%	-1.7%	4.9%	-32.5%	200.0	10.0%
Change in Share from 2009	%		-4.4%	0.0%	4.8%	10.3%	7.5%	4.5%	13.9%	14.1%	12.1%	17.6%	-20.6%	150.0	5.0%
Avg Ann. Change in Share	%		-4.4%	0.0%	1.6%	2.6%	1.5%	0.8%	2.0%	1.8%	1.3%	1.8%	-1.9%	100.0	5.0%



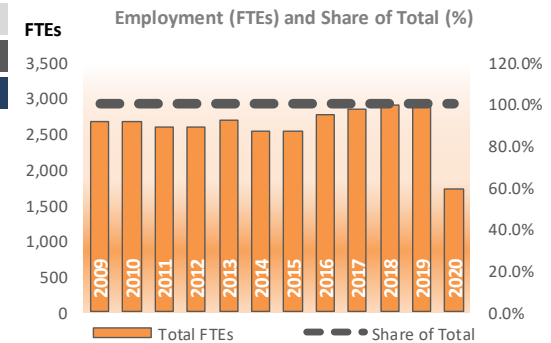
## Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

EMPLOYMENT BY:													2009 to 2020		TOTAL		TOTAL EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change							
KEY																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2009 to 2020																				
% Change 2019 to 2020																				
Average Annual Change																				
2009	FTEs	2,450	2,318	2,459	2,518	2,902	2,881	3,446	3,581	2,669	2,608	2,169	2,054	2,671		2,409	2,767	3,232	2,277	
2010	FTEs	2,328	2,225	2,703	2,633	2,998	3,131	3,279	3,397	2,693	2,635	2,024	2,005	2,671	0.0%	2,419	2,921	3,123	2,221	
2011	FTEs	2,135	2,303	2,495	2,680	2,774	2,929	3,125	3,223	2,522	2,574	2,079	2,092	2,578	-3.5%	2,311	2,795	2,957	2,248	
2012	FTEs	2,414	2,364	2,595	2,513	2,660	2,933	3,229	3,226	2,601	2,439	1,991	2,078	2,587	0.4%	2,458	2,702	3,019	2,169	
2013	FTEs	2,434	2,434	2,832	2,586	2,812	2,923	3,603	3,477	2,636	2,485	1,959	1,983	2,680	3.6%	2,567	2,774	3,239	2,142	
2014	FTEs	2,127	2,220	2,331	2,401	2,927	2,842	3,196	3,354	2,529	2,428	1,917	2,023	2,525	-5.8%	2,226	2,724	3,026	2,122	
2015	FTEs	2,214	2,211	2,304	2,404	2,930	2,795	3,222	3,202	2,520	2,516	1,949	2,050	2,526	0.1%	2,243	2,710	2,981	2,172	
2016	FTEs	2,149	2,295	2,532	2,546	3,208	3,183	3,768	3,710	2,844	2,750	2,052	2,193	2,769	9.6%	2,325	2,979	3,441	2,332	
2017	FTEs	2,454	2,424	2,462	2,771	3,351	3,220	3,787	3,697	2,913	2,764	2,162	2,145	2,846	2.8%	2,446	3,114	3,466	2,357	
2018	FTEs	2,281	2,368	2,424	2,774	3,397	3,193	3,619	3,939	3,435	2,850	2,223	2,152	2,888	1.5%	2,358	3,121	3,664	2,408	
2019	FTEs	2,330	2,436	2,471	2,817	3,430	3,214	3,657	3,961	3,445	2,866	2,159	2,148	2,911	0.8%	2,412	3,154	3,688	2,391	
2020	FTEs	2,184	2,354	1,974	660	690	690	1,037	2,801	2,555	2,463	1,782	1,508	1,725	-40.8%	2,171	680	2,131	1,917	

EMPLOYMENT													TOTAL																								
SHARE OF MARKET													TOTAL																								
2009													2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020				
Total	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725																								
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725																								
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%																								
Annual Change in Share	%																																				
Change in Share from 2009	%																																				
Avg Ann. Change in Share	%																																				

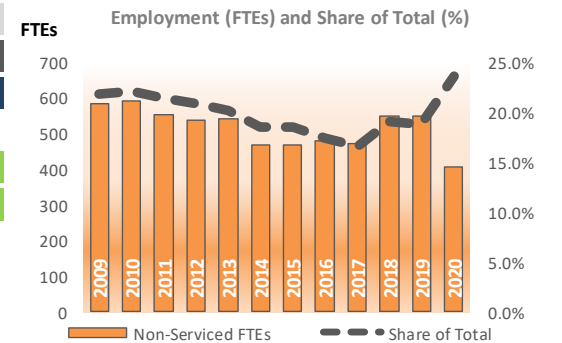




STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

2009 to 2020													NON-SERVICED	DIRECT EMPLOYMENT								
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY	NON-SERVICED ACCOMMODATION												TOTAL	% Change	Q1	Q2	Q3	Q4				
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																					
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
% Change 2009 to 2020	-7.7%	-5.8%	-10.1%	-65.6%	-70.8%	-71.1%	-63.9%	-18.2%	2.9%	16.8%	5.2%	-12.0%						-30.2%	-7.9%	-69.4%	-28.2%	5.8%
% Change 2019 to 2020	0.4%	0.7%	-7.1%	-67.2%	-69.4%	-70.0%	-58.5%	2.0%	12.4%	16.0%	-3.3%	-8.8%						-25.7%	-2.1%	-68.9%	-16.3%	4.0%
Average Annual Change	-0.7%	-0.5%	-0.9%	-6.0%	-6.4%	-6.5%	-5.8%	-1.7%	0.3%	1.5%	0.5%	-1.1%	-2.7%	-0.7%	-6.3%	-2.6%	0.5%					
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	393	720	755	492				
2011	FTEs	361	361	378	664	683	729	736	741	618	605	376	369	552	-6.5%	367	692	699	450			
2012	FTEs	360	362	379	584	654	715	704	727	636	579	380	375	538	-2.5%	367	651	689	445			
2013	FTEs	352	355	398	597	669	697	744	740	615	578	374	364	540	0.4%	369	654	700	438			
2014	FTEs	286	297	307	508	613	606	642	671	539	522	313	306	467	-13.5%	297	575	618	380			
2015	FTEs	289	290	316	507	583	611	624	643	562	545	319	315	467	-0.1%	298	567	610	393			
2016	FTEs	289	289	318	518	600	647	676	688	554	571	316	294	480	2.8%	298	588	639	394			
2017	FTEs	283	285	305	542	599	618	644	654	535	544	333	302	470	-2.0%	291	587	611	393			
2018	FTEs	346	349	378	623	688	696	731	729	604	650	414	369	548	16.5%	358	669	688	478			
2019	FTEs	346	350	378	630	693	693	722	725	604	642	411	367	547	-0.3%	358	672	683	473			
2020	FTEs	348	353	352	207	212	208	299	739	679	744	397	335	406	-25.7%	351	209	572	492			

EMPLOYMENT													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Share of Total (%)
Non-Serviced	FTEs	581	590	552	538	540	467	467	480	470	548	547	406	
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	
Share of Total	%	21.8%	22.1%	21.4%	20.8%	20.2%	18.5%	18.5%	17.3%	16.5%	19.0%	18.8%	23.5%	
Annual Change in Share	%		1.6%	-3.1%	-2.8%	-3.1%	-8.1%	-0.2%	-6.2%	-4.6%	14.8%	-1.1%	25.4%	
Change in Share from 2009	%		1.6%	-1.6%	-4.4%	-7.4%	-14.9%	-15.0%	-20.3%	-24.0%	-12.8%	-13.7%	8.2%	
Avg Ann. Change in Share	%		1.6%	-0.8%	-1.5%	-1.8%	-3.0%	-2.5%	-2.9%	-3.0%	-1.4%	-1.4%	0.7%	

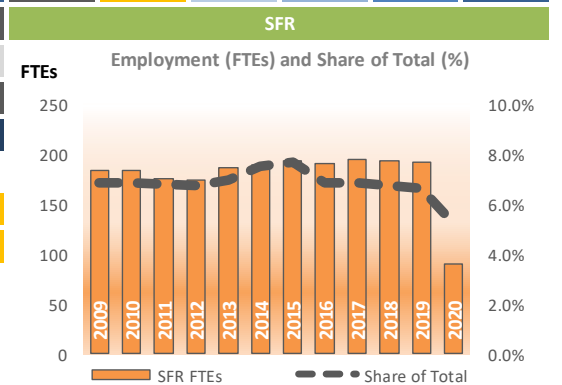




STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

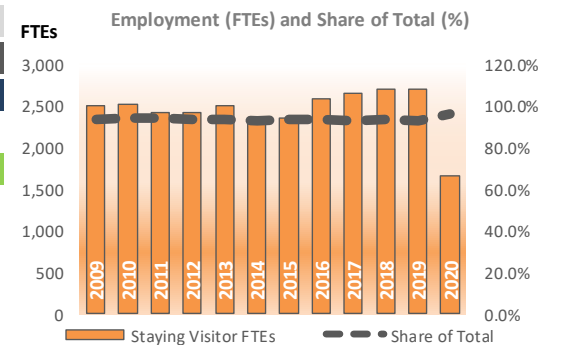
EMPLOYMENT BY:													2009 to 2020		SFR		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													SFR							
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES							
Less than 3% change													TOTAL		% Change					
A Fall of 3% or more																				
		Q1			Q2			Q3			Q4									
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		-20.2%	-10.5%	-32.9%	-97.5%	-95.7%	-96.0%	-85.7%	-20.4%	-3.1%	10.4%	-22.5%	-64.8%	-51.2%	Annual Change	-21.3%	-96.4%	-35.7%	-36.3%	
% Change 2019 to 2020		-11.9%	-10.9%	-38.7%	-97.8%	-96.0%	-96.2%	-85.8%	-23.3%	-9.8%	1.0%	-28.8%	-66.7%	-53.5%		-20.0%	-96.7%	-38.0%	-40.6%	
Average Annual Change		-1.8%	-1.0%	-3.0%	-8.9%	-8.7%	-8.7%	-7.8%	-1.9%	-0.3%	0.9%	-2.0%	-5.9%	-4.7%		-1.9%	-8.8%	-3.2%	-3.3%	
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	
2019	FTEs	190	115	138	256	202	266	179	326	134	128	117	256	192	-0.7%	148	241	213	167	
2020	FTEs	168	102	85	6	8	10	25	250	121	129	84	85	89	-53.5%	118	8	132	99	

EMPLOYMENT													SFR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
SFR	FTEs	183	183	175	174	186	189	193	190	195	194	192	89		
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725		
Share of Total	%	6.9%	6.8%	6.8%	6.7%	6.9%	7.5%	7.7%	6.9%	6.9%	6.7%	6.6%	5.2%		
Annual Change in Share	%		-0.1%	-0.8%	-1.1%	3.5%	7.9%	2.1%	-10.4%	-0.1%	-2.1%	-1.5%	-21.5%		
Change in Share from 2009	%		-0.1%	-0.9%	-2.0%	1.4%	9.4%	11.7%	0.0%	0.0%	-2.1%	-3.6%	-24.4%		
Avg Ann. Change in Share	%		-0.1%	-0.5%	-0.7%	0.3%	1.9%	1.9%	0.0%	0.0%	-0.2%	-0.4%	-2.2%		



STEAM FINAL TREND REPORT FOR 2009-2020 MORAY SPEYSIDE													2009 to 2020		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					
% Change 2009 to 2020		-14.0%	-5.0%	-7.4%	-68.5%	-69.7%	-70.1%	-63.2%	-16.5%	-2.8%	-3.5%	-13.0%	-21.1%	-31.1%	Annual Change		-8.9%	-69.5%	-28.3%	-12.0%	
% Change 2019 to 2020		-7.5%	-5.8%	-13.6%	-70.9%	-71.8%	-72.6%	-62.7%	-24.5%	-22.9%	-10.6%	-14.6%	-24.0%	-35.3%	Annual Change		-9.1%	-71.8%	-35.5%	-16.0%	
Average Annual Change		-1.3%	-0.5%	-0.7%	-6.2%	-6.3%	-6.4%	-5.7%	-1.5%	-0.3%	-0.3%	-1.2%	-1.9%	-2.8%	Annual Change		-0.8%	-6.3%	-2.6%	-1.1%	
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	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		1,848	2,347	2,719	1,970
2019	FTEs	1,809	1,817	1,944	2,238	2,393	2,461	2,458	2,957	2,750	2,260	1,827	1,834	2,229	0.4%	Annual Change		1,857	2,364	2,722	1,974
2020	FTEs	1,673	1,711	1,679	652	674	675	916	2,231	2,120	2,020	1,561	1,395	1,442	-35.3%	Annual Change		1,687	667	1,756	1,659

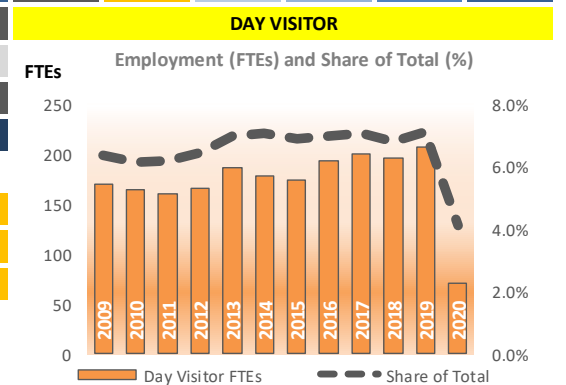
EMPLOYMENT													STAYING VISITOR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	
Staying Visitor	FTEs	2,502	2,507	2,418	2,421	2,494	2,347	2,353	2,576	2,646	2,692	2,704	1,654	Employment (FTEs) and Share of Total (%)	
Total Employment	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725	FTEs	
Share of Total	%	93.6%	93.9%	93.8%	93.6%	93.0%	93.0%	93.1%	93.0%	93.0%	93.2%	92.9%	95.9%	Share of Total (%)	
Annual Change in Share	%		0.2%	-0.1%	-0.2%	-0.6%	-0.1%	0.2%	-0.1%	-0.1%	0.3%	-0.3%	3.2%	FTEs	
Change in Share from 2009	%		0.2%	0.2%	-0.1%	-0.6%	-0.7%	-0.5%	-0.7%	-0.7%	-0.5%	-0.8%	2.4%	Share of Total (%)	
Avg Ann. Change in Share	%		0.2%	0.1%	0.0%	-0.2%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	0.2%	FTEs	



STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

EMPLOYMENT BY:													2009 to 2020		DAY VISITOR		DIRECT EMPLOYMENT													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020													24.7%	40.3%	-74.8%	-100.0%	-100.0%	-100.0%	-87.7%	-80.1%	-59.6%	-72.5%	-69.9%	-58.8%	-58.3%	-58.3%	-13.9%	-100.0%	-81.1%	-68.4%
% Change 2019 to 2020													2.4%	10.1%	-57.2%	-100.0%	-100.0%	-100.0%	-92.8%	-79.3%	-80.3%	-75.0%	-41.3%	-57.0%	-65.8%	-65.8%	-10.4%	-100.0%	-87.2%	-62.3%
Average Annual Change													2.2%	3.7%	-6.8%	-9.1%	-9.1%	-9.1%	-8.0%	-7.3%	-5.4%	-6.6%	-6.4%	-5.3%	-5.3%	-5.3%	-1.3%	-9.1%	-7.4%	-6.2%
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											
2019	FTEs	235	298	195	115	419	190	438	186	143	135	63	69	207	5.5%	243	241	256	89											
2020	FTEs	240	328	83	-	-	0	31	38	28	34	37	30	71	-65.8%	217	0	33	34											

EMPLOYMENT													DAY VISITOR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Day Visitor													FTEs	170	164	160	166	186	178	173	193	200	196	207	71
Total Employment													FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725
Share of Total													%	6.4%	6.1%	6.2%	6.4%	7.0%	7.0%	6.9%	7.0%	7.0%	6.8%	7.1%	4.1%
Annual Change in Share													%		-3.4%	0.9%	3.7%	8.2%	1.3%	-2.6%	1.8%	0.7%	-3.4%	4.7%	-42.3%
Change in Share from 2009													%		-3.4%	-2.5%	1.1%	9.4%	10.9%	8.0%	10.0%	10.7%	7.0%	12.0%	-35.4%
Avg Ann. Change in Share													%		-3.4%	-1.3%	0.4%	2.4%	2.2%	1.3%	1.4%	1.3%	0.8%	1.2%	-3.2%



**STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE**

**2020**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE**

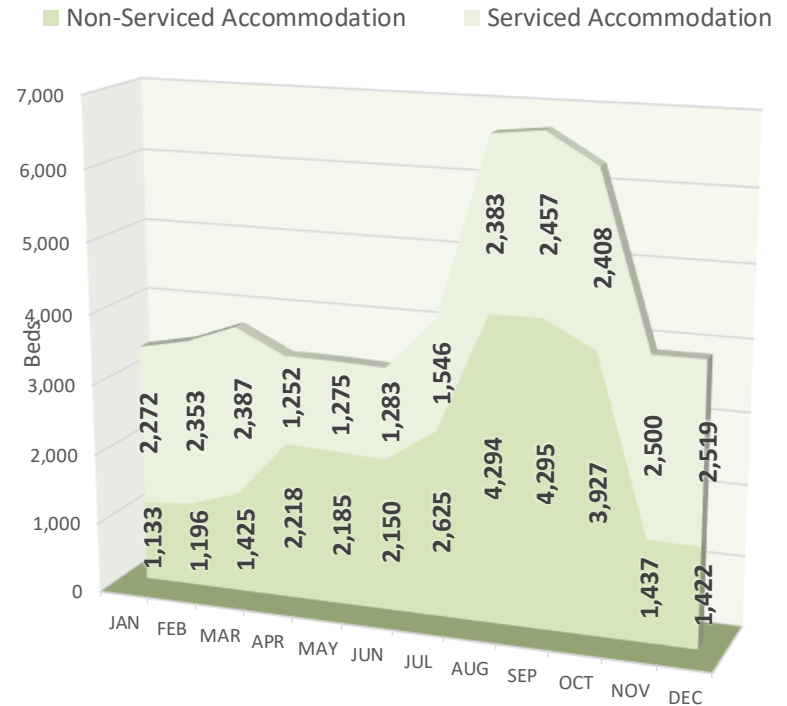
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	167	2,519	-12	-221	-41	-114
+50 Room	3	396	-0	-57	+1	+177
26-50 Room	3	218	-0	-8	-1	-51
<26 Room	73	1,157	-3	-66	-4	-50
Guest Houses/B&Bs	88	748	-9	-90	-37	-190

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	196	4,298	+2	-74	-5	+64
Self-Catering	176	2,225	+2	+52	-7	+187
Touring/Camping	20	2,074	-0	-125	+2	-122

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	363	6,817	-10	-295	-46	-50
Serviced Accommodation Share of Total	46%	37%				
Non-Serviced Accommodation Share of Total	54%	63%				

SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	3,406	3,548	3,812	3,470	3,461	3,433	4,170	6,676	6,752	6,335	3,937	3,941
Serviced Accommodation	2,272	2,353	2,387	1,252	1,275	1,283	1,546	2,383	2,457	2,408	2,500	2,519
Non-Serviced Accommodation	1,133	1,196	1,425	2,218	2,185	2,150	2,625	4,294	4,295	3,927	1,437	1,422

**SEASONAL AVAILABILITY OF BED SUPPLY  
2020**



## Report Sections With Historic Financial Data Indexed to 2020 Prices

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

### **Indexation:** *Indexation to: 2020*

<b>2009</b>	<i>1.38</i>
<b>2010</b>	<i>1.33</i>
<b>2011</b>	<i>1.27</i>
<b>2012</b>	<i>1.22</i>
<b>2013</b>	<i>1.18</i>
<b>2014</b>	<i>1.15</i>
<b>2015</b>	<i>1.14</i>
<b>2016</b>	<i>1.12</i>
<b>2017</b>	<i>1.09</i>
<b>2018</b>	<i>1.05</i>
<b>2019</b>	<i>1.03</i>
<b>2020</b>	<i>1.00</i>

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

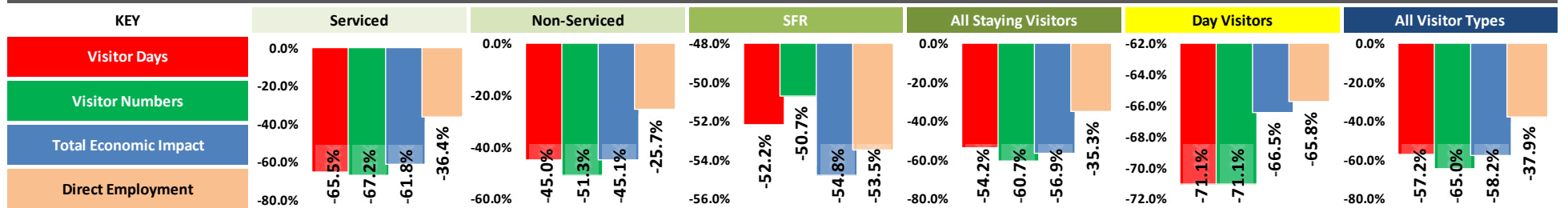
Comparing 2020 and 2019  
2019 in 2020 prices (1.027)

**COMPARATIVE HEADLINES**

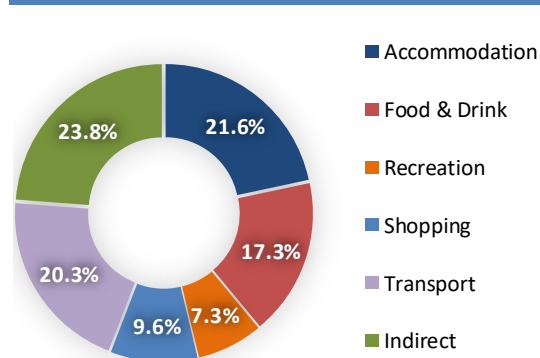
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020**

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
<b>Visitor Days</b> 000s	174.31	505.09	-65.5%	277.18	504.27	-45.0%	260.41	544.70	-52.2%	711.90	1,554.06	-54.2%	96.28	332.88	-71.1%	808.18	1,886.94	-57.2%						
<b>Visitor Numbers</b> 000s	92.41	281.67	-67.2%	33.70	69.18	-51.3%	59.32	120.44	-50.7%	185.42	471.28	-60.7%	96.28	332.88	-71.1%	281.70	804.16	-65.0%						
<b>Direct Expenditure</b> £M																43.92	105.53	-58.4%						
<b>Economic Impact</b> £M	28.30	74.03	-61.8%	15.22	27.72	-45.1%	7.835	17.34	-54.8%	51.36	119.09	-56.9%	6.272	18.70	-66.5%	57.63	137.79	-58.2%						
<b>Direct Employment</b> FTEs	947	1,490	-36.4%	406	547	-25.7%	89	192	-53.5%	1,442	2,229	-35.3%	71	207	-65.8%	1,513	2,436	-37.9%						
<b>Total Employment</b> FTEs																1,725	2,911	-40.8%						

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020**



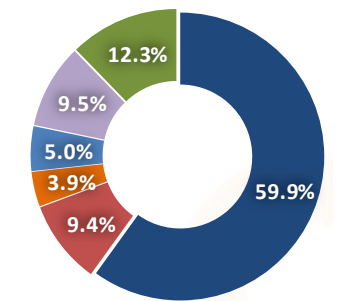
**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020**



Sectors	2020	2019	+/- %
Accommodation	12.48	29.50	-57.7%
Food & Drink	9.996	23.82	-58.0%
Recreation	4.194	9.466	-55.7%
Shopping	5.531	13.92	-60.3%
Transport	11.72	28.83	-59.4%
<b>TOTAL DIRECT</b>	<b>43.92</b>	<b>105.53</b>	<b>-58.4%</b>
Indirect	13.72	32.25	-57.5%
<b>TOTAL</b>	<b>57.63</b>	<b>137.79</b>	<b>-58.2%</b>

**Sectoral Distribution of Employment - FTEs**

Sectors	2020	2019	+/- %
Accommodation	1,034	1,329	-22.2%
Food & Drink	162	369	-56.1%
Recreation	68	146	-53.7%
Shopping	86	208	-58.4%
Transport	163	384	-57.5%
<b>TOTAL DIRECT</b>	<b>1,513</b>	<b>2,436</b>	<b>-37.9%</b>
Indirect	212	475	-55.5%
<b>TOTAL</b>	<b>1,725</b>	<b>2,911</b>	<b>-40.8%</b>



STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

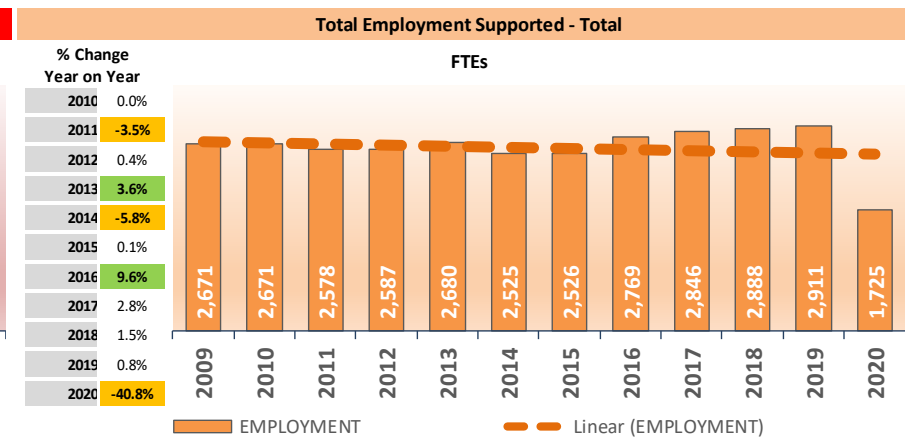
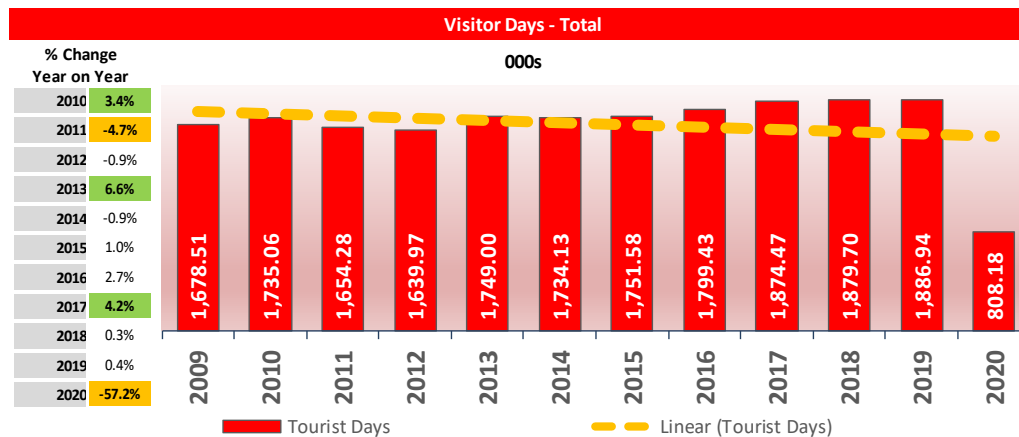
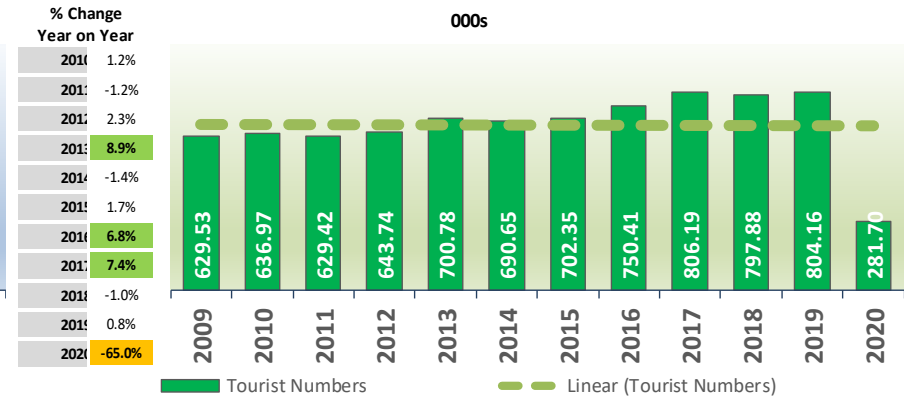
2009 to 2020  
2020 Prices

TOTAL

KEY MEASURES  
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	1.7%	-3.5%	-4.0%	0.9%	5.9%	8.6%	19.2%	27.3%	23.1%	24.3%	-48.0%	
Visitor Numbers	1.2%	0.0%	2.3%	11.3%	9.7%	11.6%	19.2%	28.1%	26.7%	27.7%	-55.3%	
Visitor Days	3.4%	-1.4%	-2.3%	4.2%	3.3%	4.4%	7.2%	11.7%	12.0%	12.4%	-51.9%	
Total Employment	0.0%	-3.5%	-3.2%	0.3%	-5.5%	-5.4%	3.7%	6.5%	8.1%	9.0%	-35.4%	

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

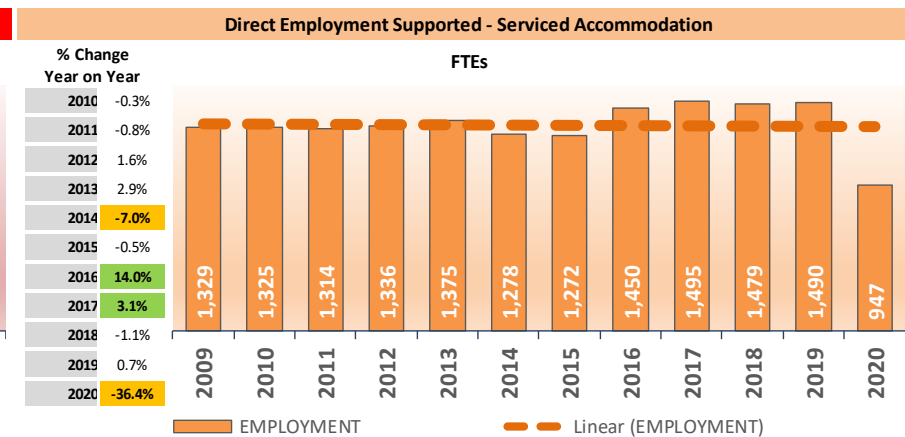
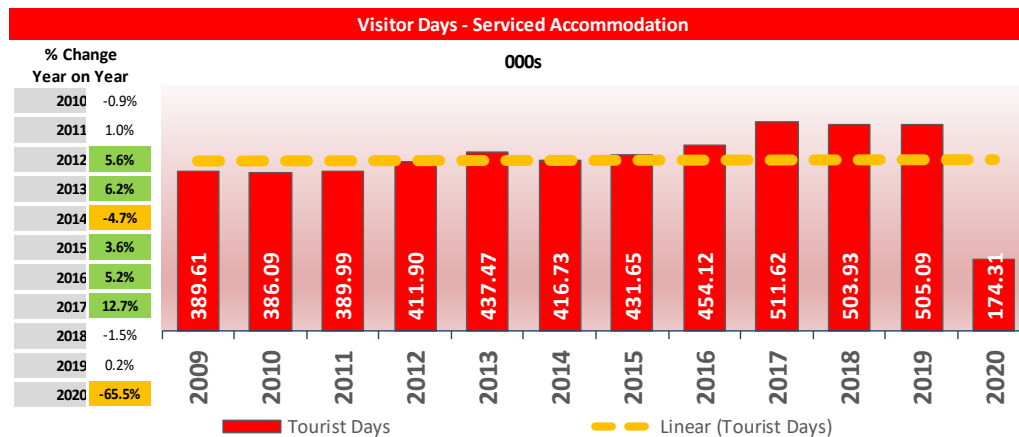
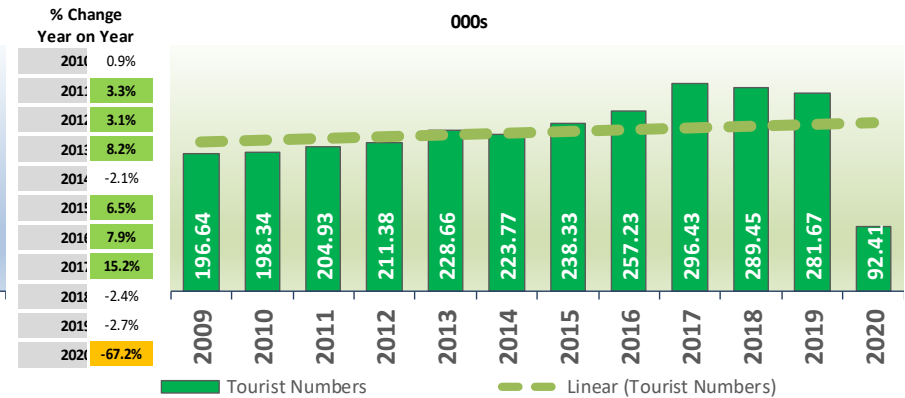
2009 to 2020  
2020 Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

**Economic Impact - Indexed - Serviced Accommodation**

**Visitor Numbers - Serviced Accommodation**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-	-1.3%	-3.7%	-1.5%	3.0%	11.2%	17.3%	36.5%	51.1%	42.0%	43.0%	-45.3%
Visitor Numbers	-	0.9%	4.2%	7.5%	16.3%	13.8%	21.2%	30.8%	50.7%	47.2%	43.2%	-53.0%
Visitor Days	-	-0.9%	0.1%	5.7%	12.3%	7.0%	10.8%	16.6%	31.3%	29.3%	29.6%	-55.3%
Direct Employment	-	-0.3%	-1.1%	0.5%	3.5%	-3.8%	-4.3%	9.1%	12.5%	11.3%	12.2%	-28.7%

"Linear" = Linear Trendline



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

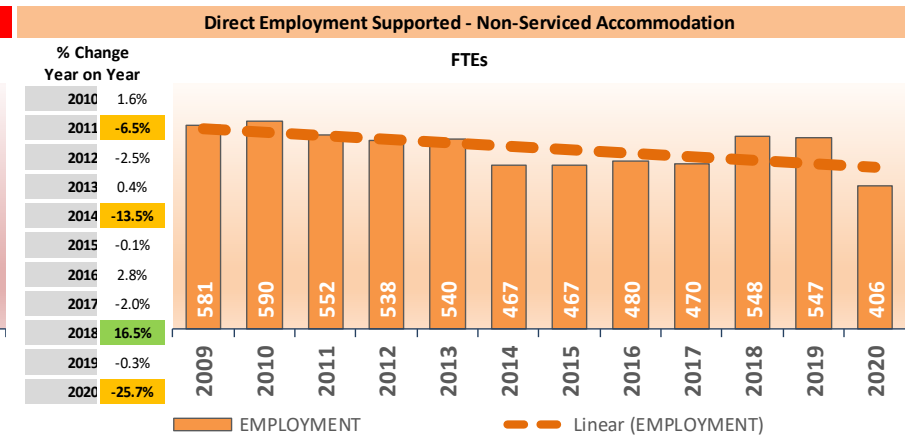
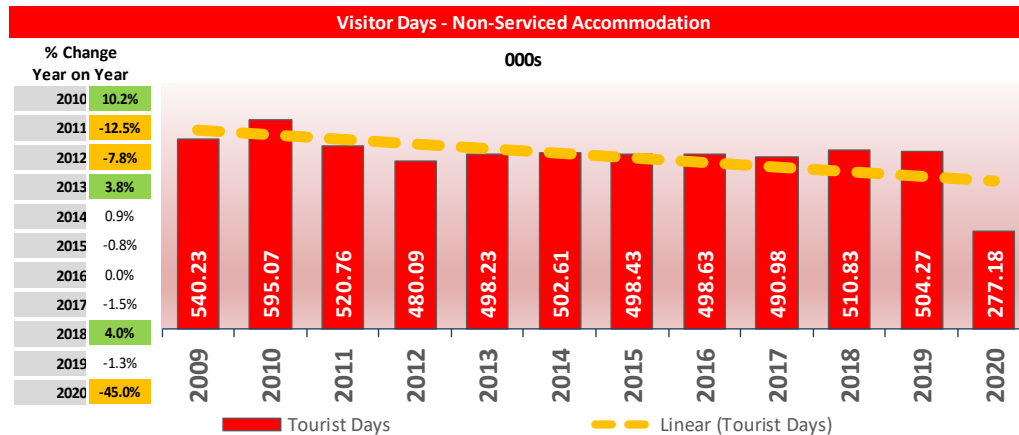
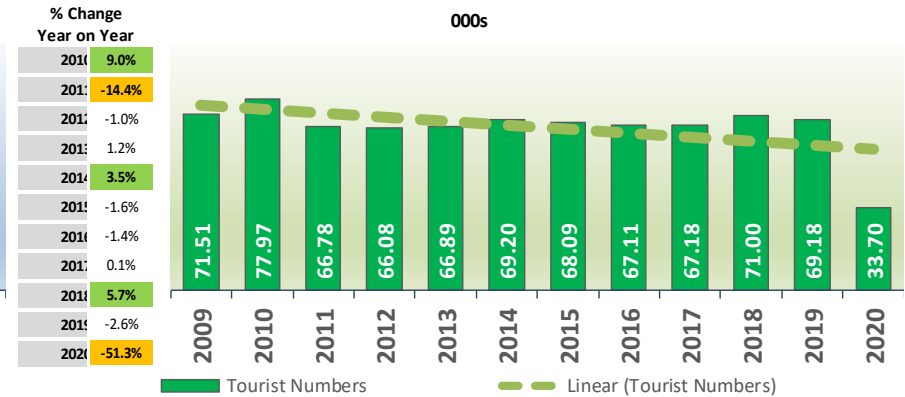
2009 to 2020  
2020 Prices

NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

**Economic Impact - Indexed - Non-Serviced Accommodation**

**Visitor Numbers - Non-Serviced Accommodation**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		8.4%	-5.9%	-13.4%	-12.6%	-6.6%	-7.3%	-6.5%	-5.4%	-3.3%	-3.5%	-47.0%
Visitor Numbers		9.0%	-6.6%	-7.6%	-6.5%	-3.2%	-4.8%	-6.2%	-6.1%	-0.7%	-3.3%	-52.9%
Visitor Days		10.2%	-3.6%	-11.1%	-7.8%	-7.0%	-7.7%	-7.7%	-9.1%	-5.4%	-6.7%	-48.7%
Direct Employment		1.6%	-5.1%	-7.4%	-7.1%	-19.6%	-19.7%	-17.4%	-19.1%	-5.7%	-6.0%	-30.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

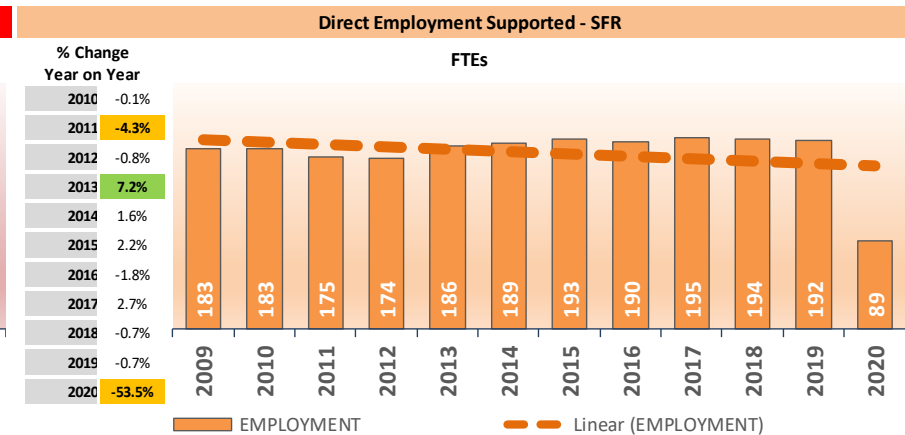
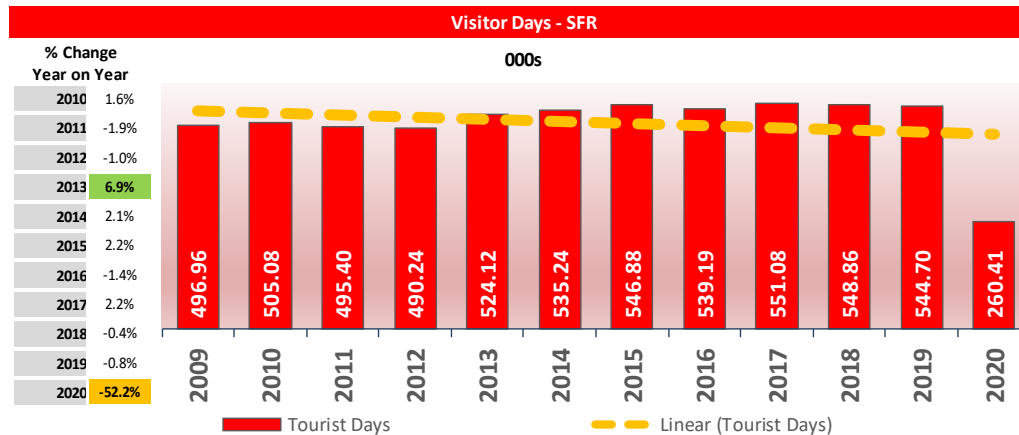
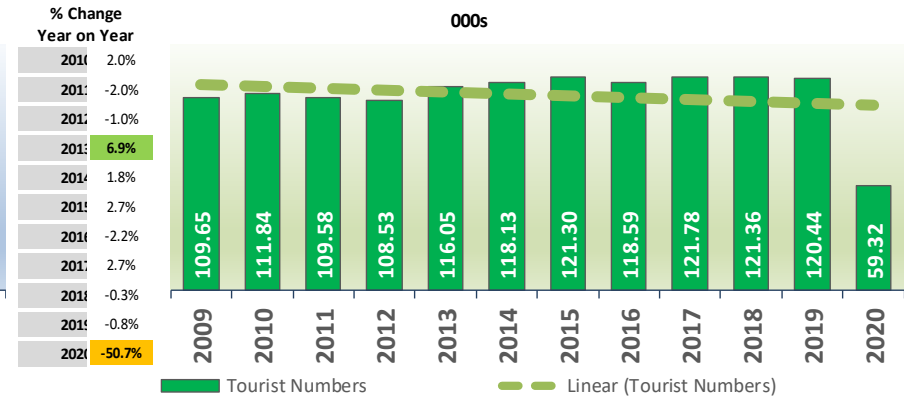
2009 to 2020  
2020 Prices

SFR

KEY MEASURES  
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.1%	-0.2%	-1.0%	6.2%	7.9%	10.2%	8.6%	11.6%	10.8%	10.0%	-50.3%
Visitor Numbers		2.0%	-0.1%	-1.0%	5.8%	7.7%	10.6%	8.2%	11.1%	10.7%	9.8%	-45.9%
Visitor Days		1.6%	-0.3%	-1.4%	5.5%	7.7%	10.0%	8.5%	10.9%	10.4%	9.6%	-47.6%
Direct Employment		-0.1%	-4.4%	-5.1%	1.7%	3.4%	5.6%	3.7%	6.5%	5.8%	5.0%	-51.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

2009 to 2020  
2020 Prices

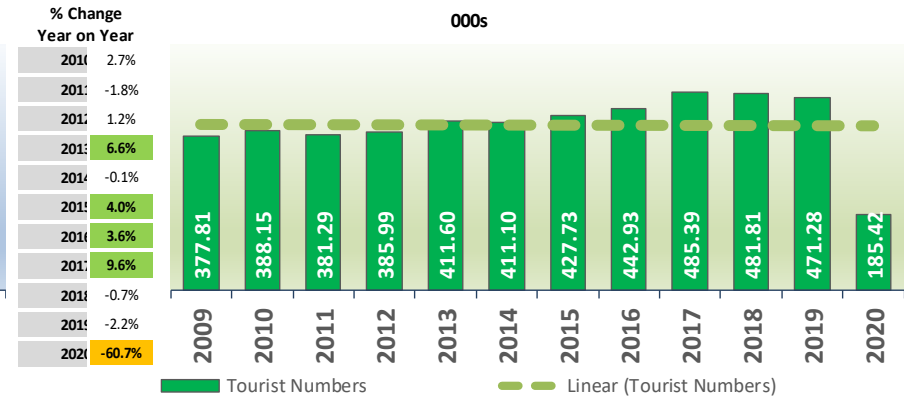
STAYING VISITOR

KEY MEASURES  
Indexed

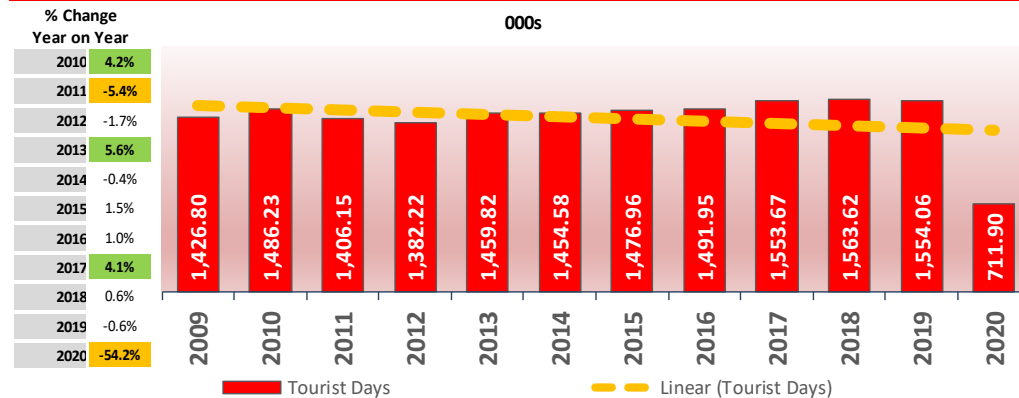
Economic Impact - Indexed - Staying Visitor



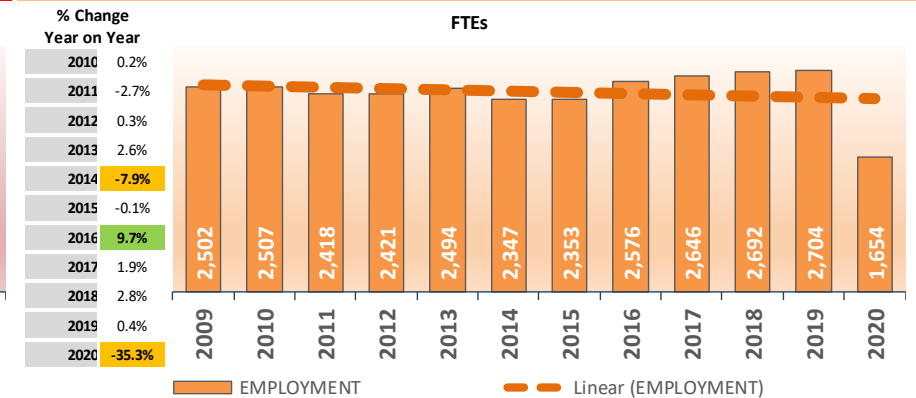
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.2%	-3.8%	-5.0%	-1.2%	5.3%	8.8%	19.1%	27.8%	23.4%	23.7%	-46.6%
Visitor Numbers		2.7%	0.9%	2.2%	8.9%	8.8%	13.2%	17.2%	28.5%	27.5%	24.7%	-50.9%
Visitor Days		4.2%	-1.4%	-3.1%	2.3%	1.9%	3.5%	4.6%	8.9%	9.6%	8.9%	-50.1%
Direct Employment		0.2%	-3.3%	-3.2%	-0.3%	-6.2%	-5.9%	3.0%	5.8%	7.6%	8.1%	-33.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020  
MORAY SPEYSIDE

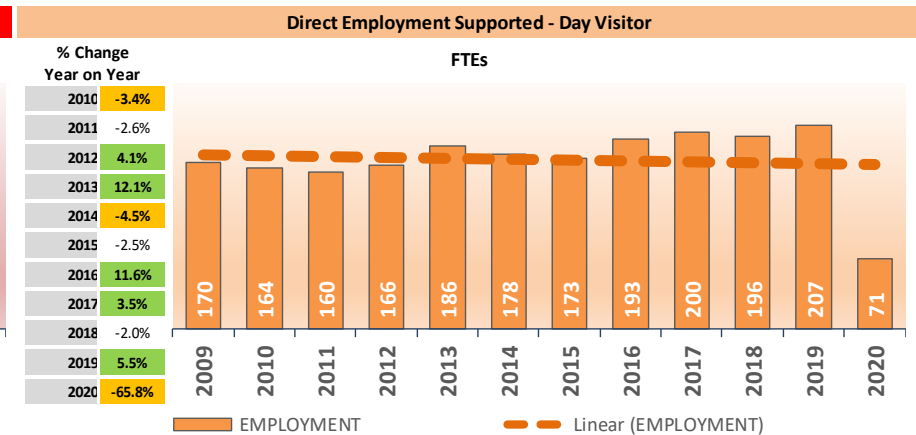
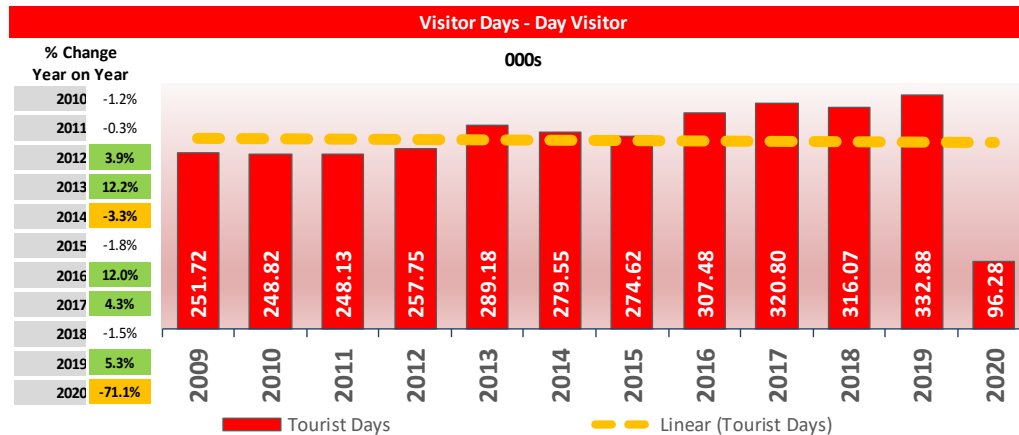
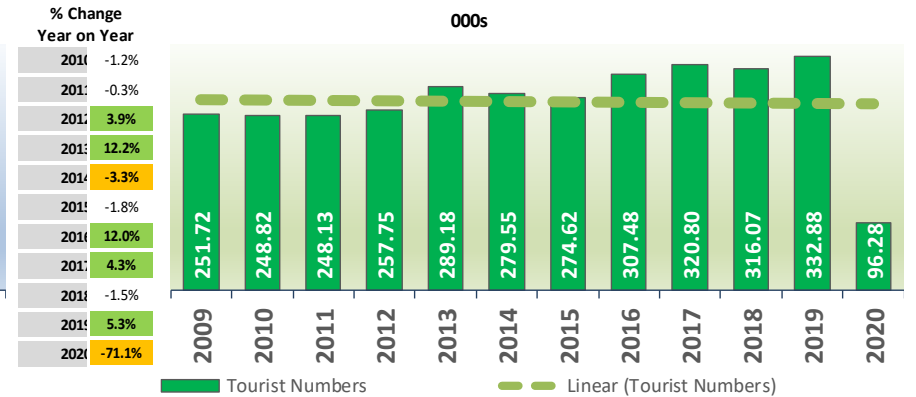
2009 to 2020  
2020 Prices

DAY VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

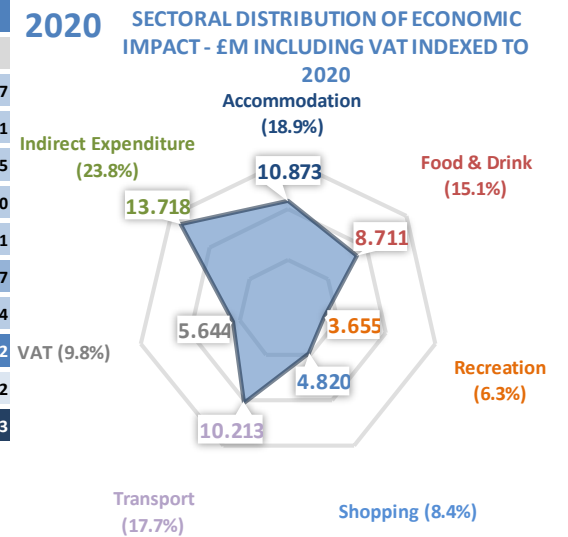


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-1.3%	-1.8%	2.2%	14.6%	9.5%	6.8%	19.5%	23.8%	21.4%	28.1%	-57.0%
Visitor Numbers		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%	32.2%	-61.8%
Visitor Days		-1.2%	-1.4%	2.4%	14.9%	11.1%	9.1%	22.2%	27.4%	25.6%	32.2%	-61.8%
Direct Employment		-3.4%	-6.0%	-2.1%	9.8%	4.8%	2.2%	14.0%	18.0%	15.6%	22.0%	-58.3%

"Linear" = Linear Trendline

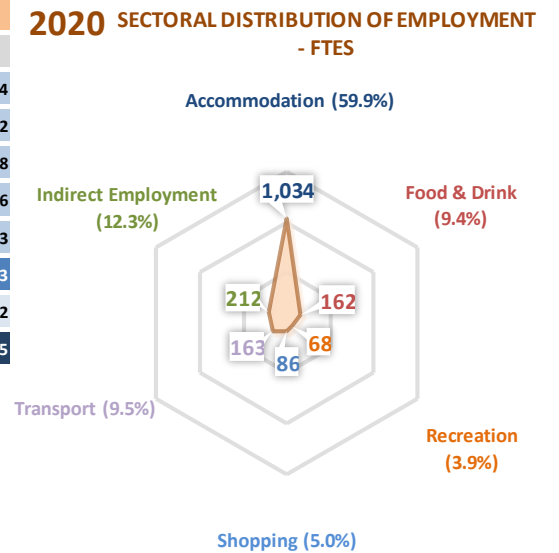
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	21.61	20.89	18.81	18.62	19.12	20.17	22.81	24.91	27.71	24.24	24.58	10.87
Food & Drink	£M	15.96	16.00	15.11	15.31	16.41	17.12	16.90	18.58	19.76	19.68	19.85	8.711
Recreation	£M	7.012	6.962	6.632	6.750	7.251	7.049	7.055	7.467	7.858	7.778	7.888	3.655
Shopping	£M	9.470	9.493	8.924	8.911	9.515	9.984	9.909	10.89	11.44	11.49	11.60	4.820
Transport	£M	19.31	19.57	18.40	18.00	18.78	20.29	19.89	22.45	23.34	23.93	24.02	10.21
Direct Revenue	£M	73.36	72.92	67.89	67.59	71.08	74.60	76.57	84.30	90.10	87.12	87.94	38.27
VAT	£M	11.00	12.76	13.58	13.52	14.22	14.92	15.31	16.86	18.02	17.42	17.59	5.644
Direct Expenditure	£M	84.37	85.68	81.46	81.11	85.30	89.52	91.88	101.16	108.12	104.54	105.53	43.92
Indirect Expenditure	£M	26.48	27.08	25.49	25.26	26.58	27.84	28.45	30.94	32.94	31.95	32.25	13.72
TOTAL	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63



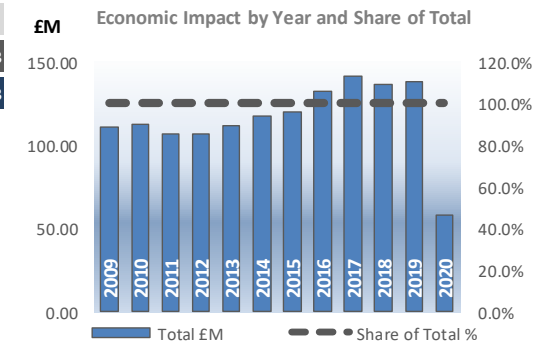
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	1,354	1,350	1,340	1,354	1,375	1,158	1,162	1,276	1,270	1,319	1,329	1,034
Food & Drink	FTEs	298	299	282	286	306	320	316	346	368	366	369	162
Recreation	FTEs	130	129	123	125	134	131	131	138	145	144	146	68
Shopping	FTEs	170	171	160	160	171	179	178	195	205	206	208	86
Transport	FTEs	310	314	295	288	301	325	319	359	373	382	384	163
Direct Employment	FTEs	2,263	2,262	2,201	2,214	2,288	2,113	2,106	2,313	2,361	2,417	2,436	1,513
Indirect Employment	FTEs	409	409	377	373	393	412	421	456	485	471	475	212
TOTAL	FTEs	2,671	2,671	2,578	2,587	2,680	2,525	2,526	2,769	2,846	2,888	2,911	1,725



STEAM FINAL TREND REPORT FOR 2009-2020 MORAY SPEYSIDE													2009 to 2020 2020 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 2020 / 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 2020		-9.3%	17.4%	-24.8%	-98.1%	-97.2%	-97.2%	-87.8%	-26.5%	-3.5%	-2.2%	-34.0%	-62.3%	-48.0%	Annual Change		-6.3%	-97.4%	-44.6%	-26.9%
% Change 2019 to 2020		-5.4%	-1.9%	-34.2%	-98.6%	-98.0%	-97.8%	-89.4%	-41.0%	-34.0%	-23.8%	-39.1%	-69.0%	-58.2%	Annual Change		-14.5%	-98.1%	-56.1%	-39.4%
Average Annual Change		-0.8%	1.6%	-2.3%	-8.9%	-8.8%	-8.8%	-8.0%	-2.4%	-0.3%	-0.2%	-3.1%	-5.7%	-4.4%	Annual Change		-0.6%	-8.9%	-4.1%	-2.4%
2009	£M	7.322	6.558	7.202	8.023	10.61	10.42	15.62	15.91	9.413	8.790	6.025	4.945	110.85	Annual Change		21.08	29.06	40.95	19.76
2010	£M	6.592	6.009	9.063	8.956	11.55	12.31	14.63	15.28	9.643	9.084	4.944	4.691	112.76	1.7%	21.66	32.82	39.56	18.72	
2011	£M	5.373	6.699	7.859	9.368	10.01	11.08	13.60	14.33	8.630	8.968	5.531	5.509	106.96	-5.1%	19.93	30.46	36.56	20.01	
2012	£M	7.323	7.021	8.544	8.270	9.084	11.09	13.58	14.31	9.190	7.887	4.812	5.262	106.36	-0.6%	22.89	28.44	37.07	17.96	
2013	£M	7.370	7.379	10.18	8.767	10.06	10.97	15.21	15.39	9.399	8.127	4.517	4.500	111.87	5.2%	24.93	29.80	40.00	17.14	
2014	£M	6.582	7.292	7.930	8.857	12.25	11.75	15.50	16.81	9.855	8.997	5.516	6.029	117.37	4.9%	21.80	32.85	42.17	20.54	
2015	£M	7.345	7.435	8.034	9.064	12.52	11.62	15.90	15.87	9.974	10.01	6.106	6.448	120.34	2.5%	22.81	33.21	41.75	22.57	
2016	£M	6.053	7.187	8.958	9.385	13.73	13.69	19.08	18.87	11.60	10.86	5.914	6.768	132.10	9.8%	22.20	36.80	49.56	23.54	
2017	£M	8.242	8.135	8.572	11.26	14.82	14.33	19.83	19.26	12.23	11.17	6.810	6.411	141.06	6.8%	24.95	40.40	51.33	24.39	
2018	£M	6.799	7.547	8.023	10.80	14.49	13.42	17.80	19.66	13.67	11.22	6.943	6.107	136.48	-3.2%	22.37	38.71	51.14	24.27	
2019	£M	7.023	7.853	8.235	11.04	14.68	13.50	18.00	19.85	13.77	11.28	6.527	6.022	137.79	1.0%	23.11	39.23	51.62	23.83	
2020	£M	6.643	7.703	5.415	0.153	0.296	0.297	1.902	11.70	9.083	8.600	3.977	1.865	57.63	-58.2%	19.76	0.745	22.69	14.44	

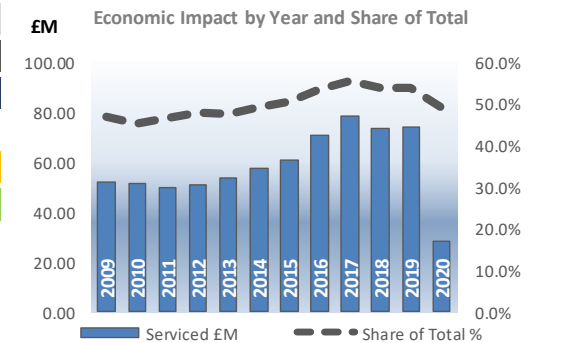
ECONOMIC IMPACT - INDEXED TO 2020													TOTAL		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	TOTAL	
Total	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63	TOTAL	
All Visitor Types	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63	TOTAL	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	TOTAL	
Annual Change in Share	%													TOTAL	
Change in Share from 2009	%													TOTAL	
Avg Ann. Change in Share	%													TOTAL	



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
		Q1			Q2			Q3			Q4									
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		-12.8%	17.0%	17.2%	-99.9%	-99.9%	-99.8%	-91.8%	-20.8%	-2.1%	-27.6%	-49.2%	-63.7%	-45.3%	Annual Change	6.2%	-99.9%	-42.9%	-43.4%	
% Change 2019 to 2020		-4.4%	-4.9%	-23.0%	-100.0%	-99.9%	-99.9%	-93.3%	-52.7%	-48.2%	-49.3%	-50.5%	-74.1%	-61.8%		-11.9%	-99.9%	-63.4%	-55.5%	
Average Annual Change		-1.2%	1.5%	1.6%	-9.1%	-9.1%	-9.1%	-8.3%	-1.9%	-0.2%	-2.5%	-4.5%	-5.8%	-4.1%		0.6%	-9.1%	-3.9%	-3.9%	
2009	£M	3.974	3.578	3.375	3.289	4.219	4.026	7.114	6.799	4.855	4.318	3.981	2.229	51.76		10.93	11.54	18.77	10.53	
2010	£M	3.204	2.886	4.846	3.698	4.940	4.802	7.067	6.734	4.771	4.182	2.387	1.596	51.11	-1.3%	10.93	13.44	18.57	8.164	
2011	£M	2.347	3.658	4.268	3.658	3.870	4.218	6.325	6.444	4.488	4.632	3.298	2.658	49.86	-2.4%	10.27	11.75	17.26	10.59	
2012	£M	4.139	3.736	4.754	3.585	3.271	4.360	6.633	6.740	4.865	3.884	2.701	2.292	50.96	2.2%	12.63	11.22	18.24	8.878	
2013	£M	4.077	3.822	5.564	3.670	3.541	4.416	7.368	7.329	5.068	4.081	2.500	1.856	53.29	4.6%	13.46	11.63	19.77	8.437	
2014	£M	3.346	3.818	4.470	3.802	4.998	5.117	7.445	8.112	5.554	4.512	3.381	3.000	57.55	8.0%	11.63	13.92	21.11	10.89	
2015	£M	3.981	4.314	4.773	4.144	5.635	5.036	7.631	7.637	5.252	5.269	3.849	3.210	60.73	5.5%	13.07	14.82	20.52	12.33	
2016	£M	2.964	4.099	5.604	4.410	6.305	6.532	9.959	10.13	7.052	5.871	3.775	3.956	70.65	16.3%	12.67	17.25	27.14	13.60	
2017	£M	4.824	4.938	5.760	5.529	7.079	7.248	10.36	10.79	7.660	6.255	4.259	3.529	78.23	10.7%	15.52	19.86	28.81	14.04	
2018	£M	3.590	4.480	5.138	5.057	6.453	6.473	8.564	11.29	9.168	6.063	4.094	3.149	73.52	-6.0%	13.21	17.98	29.02	13.31	
2019	£M	3.626	4.402	5.139	5.155	6.510	6.528	8.711	11.40	9.179	6.174	4.081	3.125	74.03	0.7%	13.17	18.19	29.29	13.38	
2020	£M	3.465	4.185	3.956	0.003	0.003	0.008	0.582	5.387	4.755	3.129	2.022	0.810	28.30	-61.8%	11.61	0.014	10.72	5.960	

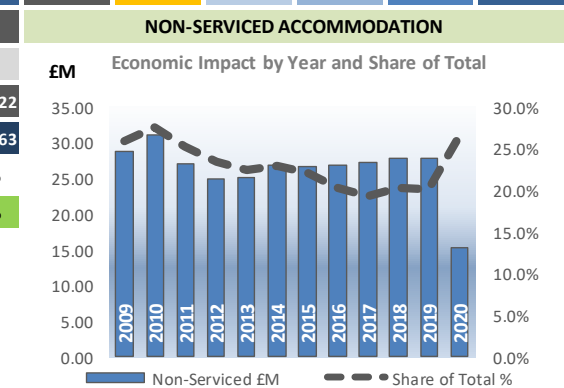
ECONOMIC IMPACT - INDEXED TO 2020													SERVICED ACCOMMODATION				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
Serviced	£M	51.76	51.11	49.86	50.96	53.29	57.55	60.73	70.65	78.23	73.52	74.03	28.30				
All Visitor Types	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63				
Share of Total	%	46.7%	45.3%	46.6%	47.9%	47.6%	49.0%	50.5%	53.5%	55.5%	53.9%	53.7%	49.1%				
Annual Change in Share	%		-2.9%	2.9%	2.8%	-0.6%	2.9%	2.9%	6.0%	3.7%	-2.9%	-0.3%	-8.6%				
Change in Share from 2009	%		-2.9%	-0.2%	2.6%	2.0%	5.0%	8.1%	14.5%	18.8%	15.4%	15.1%	5.2%				
Avg Ann. Change in Share	%		-2.9%	-0.1%	0.9%	0.5%	1.0%	1.3%	2.1%	2.3%	1.7%	1.5%	0.5%				



<b>STEAM FINAL TREND REPORT FOR 2009-2020 MORAY SPEYSIDE</b>	2009 to 2020 2020 Prices	<b>NON-SERVICED ACCOMMODATION</b>	<b>ECONOMIC IMPACT Indexed</b>
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ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION													TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020	-73.4%	-38.9%	-64.6%	-95.6%	-93.6%	-93.9%	-83.2%	-22.2%	3.3%	56.1%	180.5%	-49.2%		-47.0%	-58.9%	-94.2%	-39.9%	56.2%	
% Change 2019 to 2020	-42.3%	-17.2%	-66.9%	-96.5%	-93.4%	-94.0%	-80.5%	-7.3%	30.7%	37.2%	0.4%	-48.6%		-45.1%	-47.0%	-94.6%	-28.1%	20.3%	
Average Annual Change	-6.7%	-3.5%	-5.9%	-8.7%	-8.5%	-8.5%	-7.6%	-2.0%	0.3%	5.1%	16.4%	-4.5%		-4.3%	-5.4%	-8.6%	-3.6%	5.1%	
2009	£M	0.466	0.498	0.563	2.452	3.623	3.523	5.375	5.466	3.156	2.756	0.390		0.458	28.73	1.527	9.598	14.00	3.604
2010	£M	0.578	0.686	0.878	2.859	3.758	4.436	4.637	5.053	3.479	3.124	0.889		0.758	31.14	2.142	11.05	13.17	4.771
2011	£M	0.377	0.440	0.531	3.199	3.335	3.807	4.393	4.561	2.784	2.608	0.546	0.447	27.03	1.348	10.34	11.74	3.600	
2012	£M	0.335	0.425	0.522	2.324	2.964	3.626	4.007	4.307	2.942	2.341	0.571	0.509	24.87	1.281	8.915	11.26	3.420	
2013	£M	0.191	0.308	0.807	2.591	3.154	3.386	4.438	4.428	2.754	2.251	0.473	0.328	25.11	1.306	9.130	11.62	3.053	
2014	£M	0.307	0.559	0.500	2.489	3.636	3.423	4.500	4.965	2.755	2.621	0.569	0.494	26.82	1.365	9.548	12.22	3.684	
2015	£M	0.355	0.447	0.653	2.427	3.188	3.483	4.346	4.590	3.015	2.840	0.665	0.631	26.64	1.454	9.097	11.95	4.136	
2016	£M	0.247	0.325	0.579	2.476	3.284	3.794	4.837	4.920	2.639	3.009	0.532	0.226	26.87	1.151	9.554	12.40	3.767	
2017	£M	0.187	0.306	0.435	2.965	3.280	3.679	4.751	4.694	2.572	2.988	0.875	0.427	27.16	0.929	9.925	12.02	4.291	
2018	£M	0.216	0.345	0.580	3.015	3.415	3.573	4.714	4.590	2.488	3.230	1.121	0.483	27.77	1.141	10.00	11.79	4.833	
2019	£M	0.214	0.367	0.602	3.101	3.497	3.550	4.623	4.590	2.495	3.135	1.089	0.453	27.72	1.183	10.15	11.71	4.677	
2020	£M	0.124	0.304	0.199	0.108	0.231	0.213	0.901	4.254	3.261	4.302	1.093	0.233	15.22	0.627	0.552	8.416	5.628	

ECONOMIC IMPACT - INDEXED TO 2020													
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Non-Serviced	£M	28.73	31.14	27.03	24.87	25.11	26.82	26.64	26.87	27.16	27.77	27.72	15.22
All Visitor Types	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63
Share of Total	%	25.9%	27.6%	25.3%	23.4%	22.4%	22.8%	22.1%	20.3%	19.3%	20.3%	20.1%	26.4%
Annual Change in Share	%		6.6%	-8.5%	-7.5%	-4.0%	1.8%	-3.1%	-8.1%	-5.3%	5.7%	-1.1%	31.3%
Change in Share from 2009	%		6.6%	-2.5%	-9.8%	-13.4%	-11.8%	-14.6%	-21.5%	-25.7%	-21.5%	-22.4%	1.9%
Avg Ann. Change in Share	%		6.6%	-1.2%	-3.3%	-3.3%	-2.4%	-2.4%	-3.1%	-3.2%	-2.4%	-2.2%	0.2%

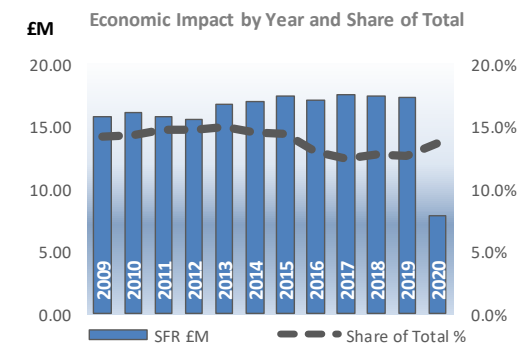




**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		SFR	ECONOMIC IMPACT Indexed															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020													-16.4%	-6.2%	-29.8%	-97.3%	-95.5%	-95.8%	-85.4%	-20.8%	-3.6%	10.9%	-22.1%	-64.7%	-50.3%			-17.6%	-96.2%	-35.9%	-35.9%
% Change 2019 to 2020													-11.9%	-10.9%	-38.7%	-97.8%	-96.0%	-96.2%	-86.2%	-27.2%	-14.3%	-3.1%	-31.7%	-68.1%	-54.8%			-20.0%	-96.7%	-41.0%	-43.0%
Average Annual Change													-1.5%	-0.6%	-2.7%	-8.8%	-8.7%	-8.7%	-7.8%	-1.9%	-0.3%	1.0%	-2.0%	-5.9%	-4.6%			-1.6%	-8.7%	-3.3%	-3.3%
2009	£M	1.509	0.819	0.909	1.619	1.352	1.768	1.274	2.250	0.895	0.843	0.775	1.746	15.76		3.238	4.739	4.419	3.365												
2010	£M	1.459	0.811	1.038	1.698	1.396	1.891	1.237	2.222	0.918	0.866	0.750	1.808	16.09	2.1%	3.308	4.985	4.377	3.424												
2011	£M	1.292	0.825	0.959	1.738	1.325	1.816	1.222	2.180	0.878	0.860	0.764	1.872	15.73	-2.3%	3.076	4.879	4.280	3.496												
2012	£M	1.479	0.814	1.007	1.640	1.271	1.803	1.209	2.164	0.896	0.816	0.725	1.788	15.61	-0.8%	3.299	4.713	4.269	3.328												
2013	£M	1.535	0.871	1.222	1.803	1.398	1.912	1.337	2.348	0.954	0.873	0.747	1.735	16.73	7.2%	3.628	5.113	4.639	3.355												
2014	£M	1.499	0.903	1.003	1.796	1.505	1.961	1.332	2.424	0.964	0.901	0.798	1.925	17.01	1.6%	3.405	5.261	4.719	3.624												
2015	£M	1.602	0.907	1.050	1.799	1.479	1.953	1.327	2.373	0.974	0.956	0.877	2.079	17.38	2.2%	3.559	5.231	4.674	3.912												
2016	£M	1.364	0.819	1.068	1.797	1.487	2.018	1.389	2.471	0.978	0.950	0.795	1.985	17.12	-1.5%	3.251	5.302	4.837	3.729												
2017	£M	1.546	0.873	1.043	1.941	1.520	2.061	1.383	2.455	0.990	0.960	0.858	1.959	17.59	2.7%	3.463	5.521	4.827	3.777												
2018	£M	1.439	0.872	1.049	1.923	1.514	2.009	1.355	2.463	1.014	0.976	0.898	1.959	17.47	-0.7%	3.359	5.446	4.832	3.834												
2019	£M	1.432	0.862	1.041	1.923	1.513	1.993	1.342	2.448	1.008	0.965	0.884	1.931	17.34	-0.7%	3.336	5.429	4.798	3.780												
2020	£M	1.262	0.768	0.639	0.043	0.061	0.075	0.186	1.783	0.863	0.935	0.604	0.617	7.835	-54.8%	2.669	0.179	2.832	2.156												

ECONOMIC IMPACT - INDEXED TO 2020													SFR	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
SFR	£M	15.76	16.09	15.73	15.61	16.73	17.01	17.38	17.12	17.59	17.47	17.34	7.835	
All Visitor Types	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63	
Share of Total	%	14.2%	14.3%	14.7%	14.7%	15.0%	14.5%	14.4%	13.0%	12.5%	12.8%	12.6%	13.6%	
Annual Change in Share	%		0.4%	3.0%	-0.2%	1.9%	-3.1%	-0.4%	-10.2%	-3.8%	2.7%	-1.7%	8.0%	
Change in Share from 2009	%		0.4%	3.4%	3.2%	5.2%	1.9%	1.6%	-8.9%	-12.3%	-10.0%	-11.5%	-4.4%	
Avg Ann. Change in Share	%		0.4%	1.7%	1.1%	1.3%	0.4%	0.3%	-1.3%	-1.5%	-1.1%	-1.1%	-0.4%	



STEAM FINAL TREND REPORT FOR 2009-2020 MORAY SPEYSIDE													2009 to 2020 2020 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 2020 / 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 2020		-18.5%	7.4%	-1.1%	-97.9%	-96.8%	-96.8%	-87.9%	-21.3%	-0.3%	5.7%	-27.7%	-62.6%	-46.6%	Annual Change	-5.0%	-97.1%	-40.9%	-21.5%	
% Change 2019 to 2020		-8.0%	-6.6%	-29.3%	-98.5%	-97.4%	-97.5%	-88.6%	-38.0%	-30.0%	-18.6%	-38.6%	-69.9%	-56.9%		-15.7%	-97.8%	-52.0%	-37.1%	
Average Annual Change		-1.7%	0.7%	-0.1%	-8.9%	-8.8%	-8.8%	-8.0%	-1.9%	0.0%	0.5%	-2.5%	-5.7%	-4.2%		-0.5%	-8.8%	-3.7%	-2.0%	
2009	£M	5.950	4.895	4.848	7.360	9.195	9.317	13.76	14.51	8.907	7.917	5.146	4.433	96.25		15.69	25.87	37.18	17.50	
2010	£M	5.241	4.383	6.761	8.255	10.09	11.13	12.94	14.01	9.168	8.172	4.026	4.161	98.34	2.2%	16.39	29.48	36.12	16.36	
2011	£M	4.016	4.924	5.758	8.594	8.530	9.840	11.94	13.19	8.151	8.100	4.608	4.977	92.62	-5.8%	14.70	26.96	33.27	17.69	
2012	£M	5.952	4.975	6.283	7.549	7.506	9.789	11.85	13.21	8.702	7.040	3.997	4.589	91.44	-1.3%	17.21	24.84	33.76	15.63	
2013	£M	5.803	5.002	7.593	8.064	8.093	9.713	13.14	14.10	8.776	7.205	3.720	3.919	95.14	4.0%	18.40	25.87	36.02	14.84	
2014	£M	5.151	5.281	5.972	8.086	10.14	10.50	13.28	15.50	9.273	8.034	4.748	5.419	101.38	6.6%	16.40	28.73	38.05	18.20	
2015	£M	5.937	5.667	6.476	8.370	10.30	10.47	13.30	14.60	9.241	9.064	5.392	5.920	104.74	3.3%	18.08	29.14	37.15	20.38	
2016	£M	4.575	5.243	7.251	8.684	11.08	12.34	16.18	17.52	10.67	9.830	5.101	6.166	114.64	9.4%	17.07	32.10	44.37	21.10	
2017	£M	6.558	6.118	7.238	10.43	11.88	12.99	16.49	17.94	11.22	10.20	5.993	5.914	122.98	7.3%	19.91	35.30	45.65	22.11	
2018	£M	5.245	5.697	6.766	9.995	11.38	12.06	14.63	18.34	12.67	10.27	6.114	5.591	118.76	-3.4%	17.71	33.43	45.64	21.97	
2019	£M	5.272	5.632	6.782	10.18	11.52	12.07	14.68	18.44	12.68	10.27	6.054	5.509	119.09	0.3%	17.69	33.77	45.79	21.84	
2020	£M	4.851	5.258	4.794	0.153	0.296	0.296	1.668	11.42	8.879	8.365	3.718	1.659	51.36	-56.9%	14.90	0.745	21.97	13.74	

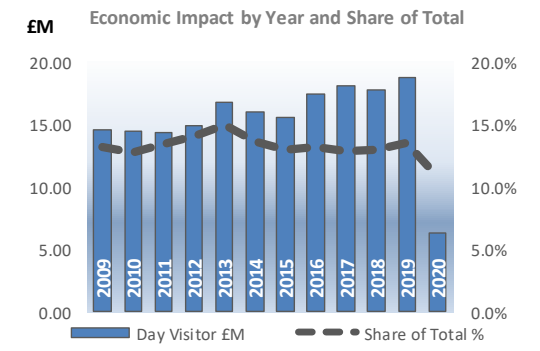
ECONOMIC IMPACT - INDEXED TO 2020													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Staying Visitor	£M	96.25	98.34	92.62	91.44	95.14	101.38	104.74	114.64	122.98	118.76	119.09	51.36
All Visitor Types	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63
Share of Total	%	86.8%	87.2%	86.6%	86.0%	85.0%	86.4%	87.0%	86.8%	87.2%	87.0%	86.4%	89.1%
Annual Change in Share	%		0.4%	-0.7%	-0.7%	-1.1%	1.6%	0.8%	-0.3%	0.5%	-0.2%	-0.7%	3.1%
Change in Share from 2009	%		0.4%	-0.3%	-1.0%	-2.1%	-0.5%	0.2%	0.0%	0.4%	0.2%	-0.5%	2.6%
Avg Ann. Change in Share	%		0.4%	-0.1%	-0.3%	-0.5%	-0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%



**STEAM FINAL TREND REPORT FOR 2009-2020**  
**MORAY SPEYSIDE**

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													DAY VISITOR																	
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																	
Less than 3% change													TOTAL		% Change															
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020													30.6%	47.0%	-73.6%	-100.0%	-100.0%	-100.0%	-87.5%	-80.1%	-59.7%	-73.1%	-70.6%	-59.7%	-57.0%		-9.9%	-100.0%	-81.0%	-69.1%
% Change 2019 to 2020													2.4%	10.1%	-57.3%	-100.0%	-100.0%	-100.0%	-93.0%	-80.3%	-81.2%	-76.7%	-45.3%	-59.9%	-66.5%		-10.5%	-100.0%	-87.7%	-64.9%
Average Annual Change													2.8%	4.3%	-6.7%	-9.1%	-9.1%	-9.1%	-8.0%	-7.3%	-5.4%	-6.6%	-6.4%	-5.4%	-5.2%		-0.9%	-9.1%	-7.4%	-6.3%
2009	£M	1.373	1.663	2.354	0.663	1.416	1.108	1.859	1.398	0.507	0.872	0.879	0.511	14.60		5.390	3.186	3.763	2.263											
2010	£M	1.351	1.626	2.302	0.702	1.458	1.179	1.686	1.276	0.475	0.912	0.919	0.530	14.42	-1.3%	5.280	3.339	3.437	2.361											
2011	£M	1.357	1.776	2.101	0.774	1.478	1.243	1.660	1.144	0.479	0.868	0.923	0.532	14.33	-0.6%	5.234	3.495	3.283	2.323											
2012	£M	1.371	2.046	2.261	0.721	1.578	1.301	1.726	1.096	0.488	0.846	0.816	0.673	14.92	4.1%	5.677	3.600	3.310	2.335											
2013	£M	1.567	2.377	2.585	0.703	1.968	1.260	2.071	1.285	0.623	0.922	0.796	0.581	16.74	12.2%	6.530	3.931	3.978	2.298											
2014	£M	1.430	2.011	1.958	0.770	2.113	1.245	2.222	1.314	0.582	0.963	0.768	0.611	15.99	-4.5%	5.399	4.128	4.118	2.342											
2015	£M	1.407	1.768	1.558	0.694	2.219	1.149	2.600	1.274	0.733	0.949	0.714	0.527	15.59	-2.5%	4.734	4.062	4.606	2.190											
2016	£M	1.479	1.944	1.708	0.701	2.650	1.344	2.899	1.357	0.936	1.025	0.813	0.602	17.46	12.0%	5.130	4.696	5.192	2.440											
2017	£M	1.684	2.017	1.333	0.821	2.937	1.340	3.342	1.325	1.005	0.965	0.817	0.497	18.08	3.6%	5.035	5.098	5.673	2.279											
2018	£M	1.554	1.850	1.257	0.807	3.111	1.360	3.166	1.324	1.002	0.949	0.830	0.517	17.73	-2.0%	4.661	5.278	5.492	2.295											
2019	£M	1.751	2.221	1.453	0.864	3.161	1.433	3.326	1.412	1.087	1.005	0.473	0.514	18.70	5.5%	5.425	5.458	5.826	1.991											
2020	£M	1.793	2.445	0.621			0.000	0.233	0.278	0.204	0.234	0.258	0.206	6.272	-66.5%	4.858	0.000	0.715	0.699											

ECONOMIC IMPACT - INDEXED TO 2020													DAY VISITOR					
SHARE OF MARKET																		
Day Visitor																		
All Visitor Types																		
Share of Total																		
Annual Change in Share																		
Change in Share from 2009																		
Avg Ann. Change in Share																		
2009	£M	14.60	14.42	14.33	14.92	16.74	15.99	15.59	17.46	18.08	17.73	18.70	6.272					
2010	£M	110.85	112.76	106.96	106.36	111.87	117.37	120.34	132.10	141.06	136.48	137.79	57.63					
2009	%	13.2%	12.8%	13.4%	14.0%	15.0%	13.6%	13.0%	13.2%	12.8%	13.0%	13.6%	10.9%					
2010	%	-2.9%	4.8%	4.7%	6.6%	-9.0%	-4.9%	2.0%	-3.0%	1.3%	4.5%	-19.8%						
2011	%	-2.9%	1.7%	6.5%	13.6%	3.4%	-1.6%	0.3%	-2.7%	-1.4%	3.0%	-17.4%						
2012	%	-2.9%	0.9%	2.2%	3.4%	0.7%	-0.3%	0.0%	-0.3%	-0.2%	0.3%	-1.6%						



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