

STEAM FINAL TREND REPORT FOR 2009-2019

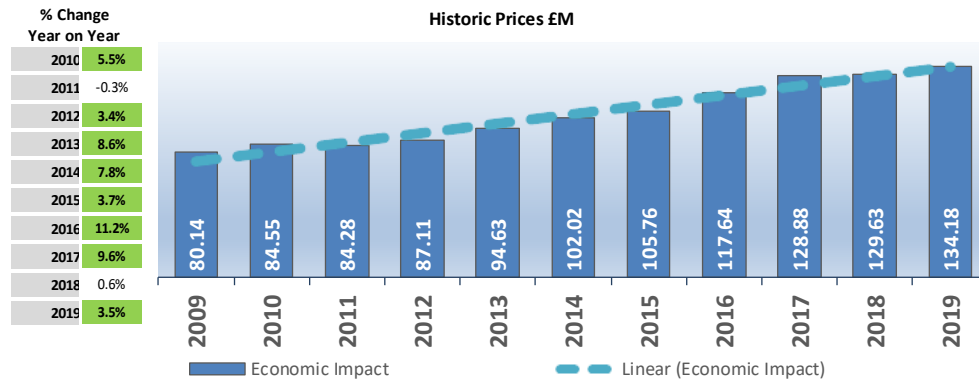
VISIT MORAY SPEYSIDE

2009 to 2019
Historic Prices

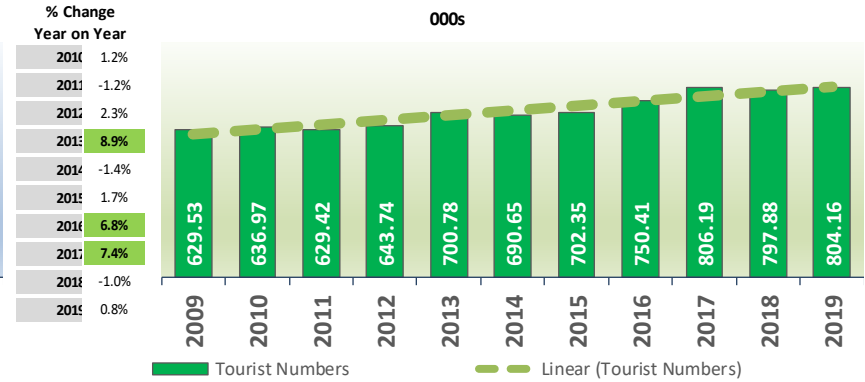
TOTAL

KEY MEASURES
Historic Prices

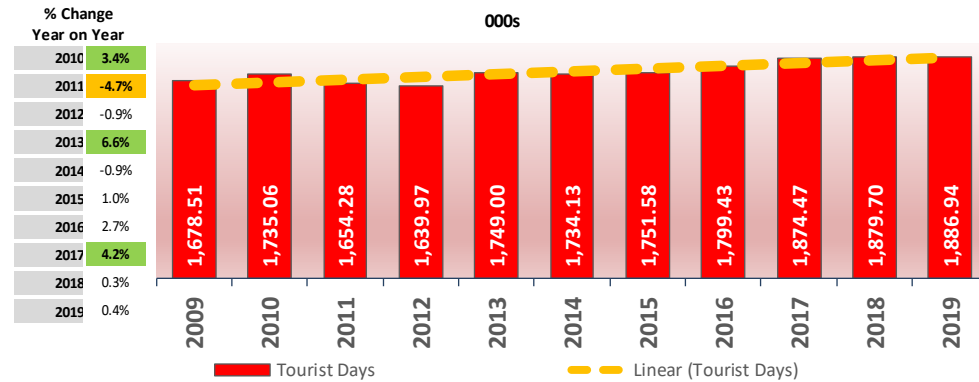
Economic Impact - Historic Prices - Total



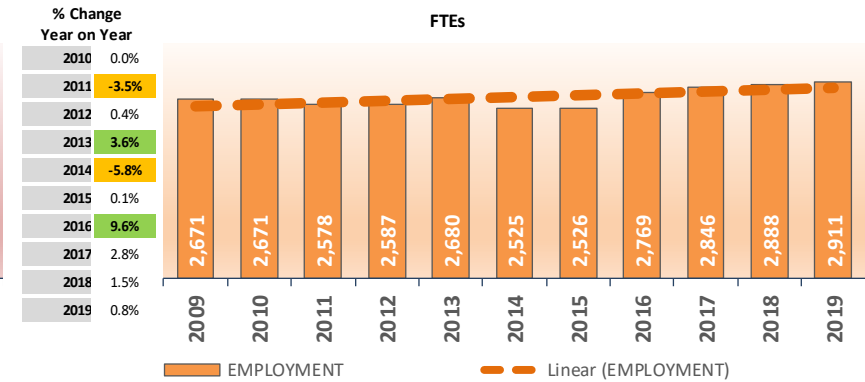
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



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

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

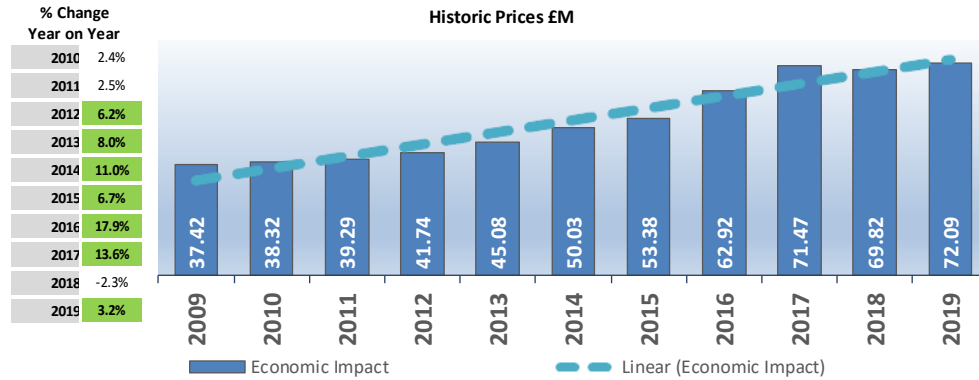
VISIT MORAY SPEYSIDE

2009 to 2019
Historic Prices

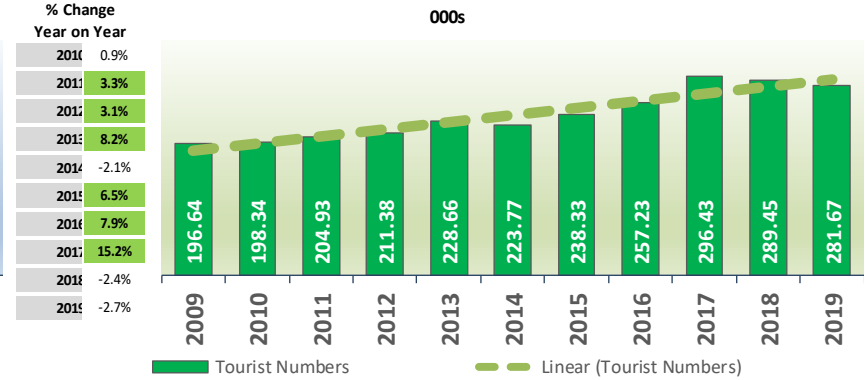
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

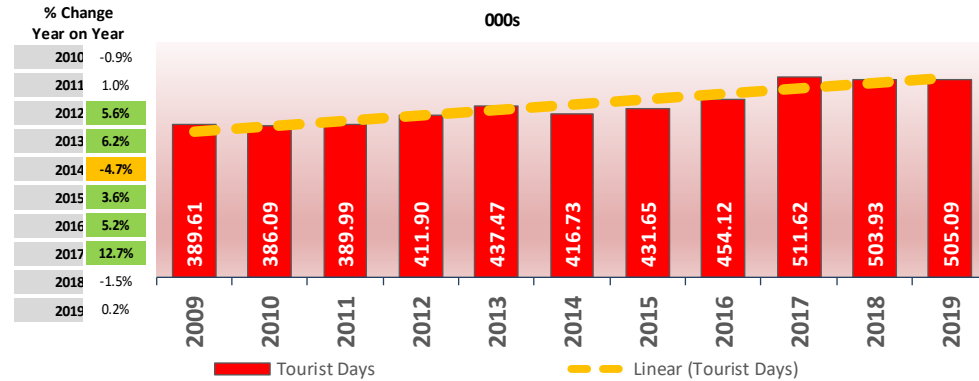
Economic Impact - Historic Prices - Serviced Accommodation



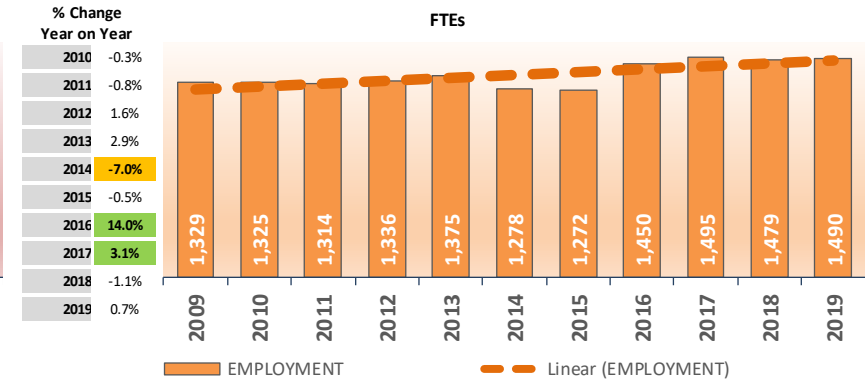
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		2.4%	5.0%	11.5%	20.5%	33.7%	42.6%	68.1%	91.0%	86.6%	92.7%
Visitor Numbers		0.9%	4.2%	7.5%	16.3%	13.8%	21.2%	30.8%	50.7%	47.2%	43.2%
Visitor Days		-0.9%	0.1%	5.7%	12.3%	7.0%	10.8%	16.6%	31.3%	29.3%	29.6%
Direct Employment		-0.3%	-1.1%	0.5%	3.5%	-3.8%	-4.3%	9.1%	12.5%	11.3%	12.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

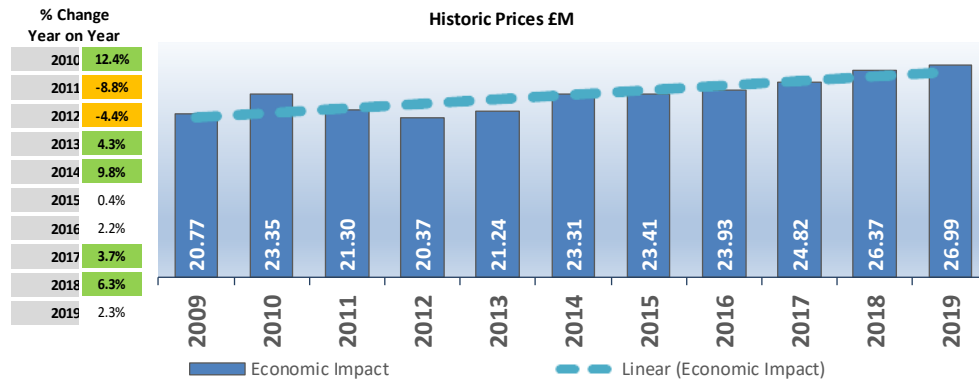
VISIT MORAY SPEYSIDE

2009 to 2019
Historic Prices

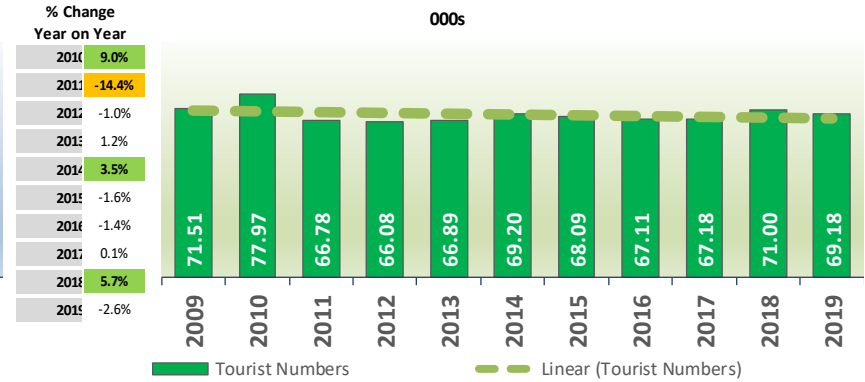
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

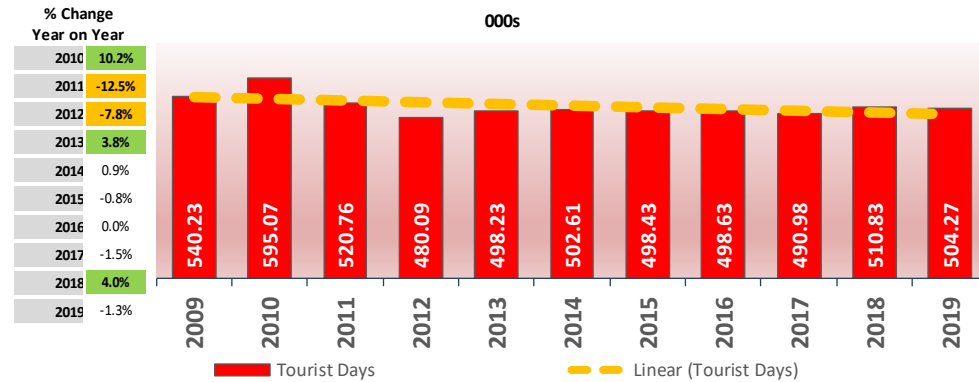
Economic Impact - Historic Prices - Non-Serviced Accommodation



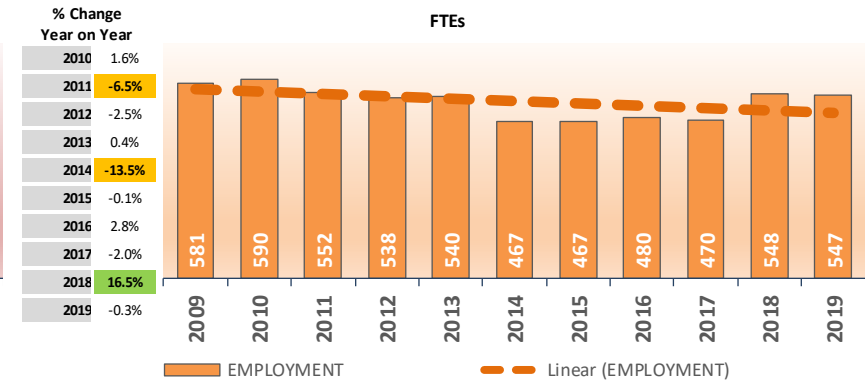
Visitor Numbers - Non-Serviced Accommodation



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
Economic Impact - Historic Prices		12.4%	2.5%	-1.9%	2.3%	12.2%	12.7%	15.2%	19.5%	27.0%	30.0%
Visitor Numbers		9.0%	-6.6%	-7.6%	-6.5%	-3.2%	-4.8%	-6.2%	-6.1%	-0.7%	-3.3%
Visitor Days		10.2%	-3.6%	-11.1%	-7.8%	-7.0%	-7.7%	-7.7%	-9.1%	-5.4%	-6.7%
Direct Employment		1.6%	-5.1%	-7.4%	-7.1%	-19.6%	-19.7%	-17.4%	-19.1%	-5.7%	-6.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

VISIT MORAY SPEYSIDE

2009 to 2019

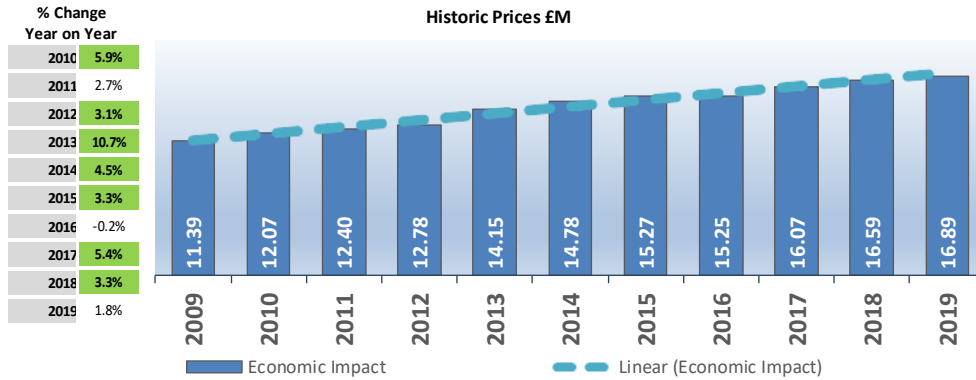
Historic Prices

SFR

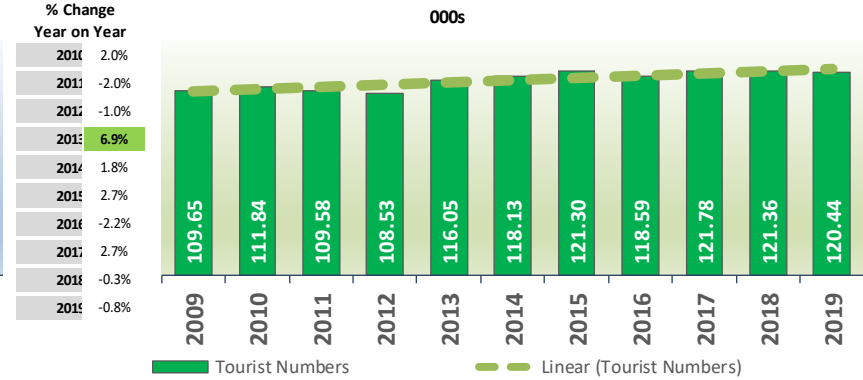
KEY MEASURES

Historic Prices

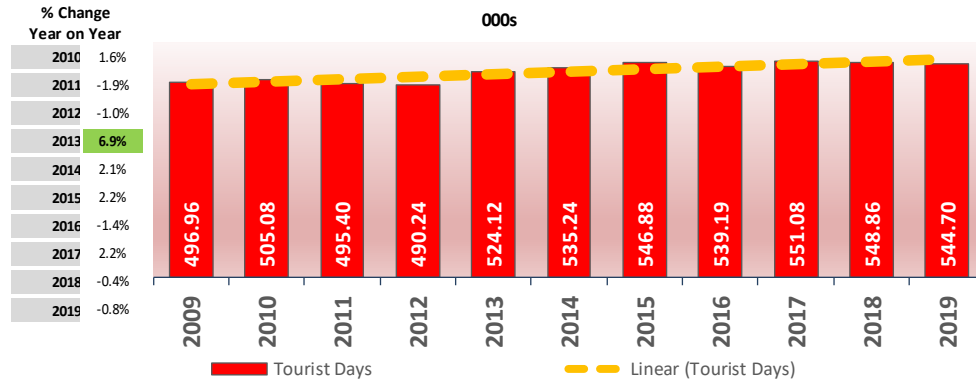
Economic Impact - Historic Prices - SFR



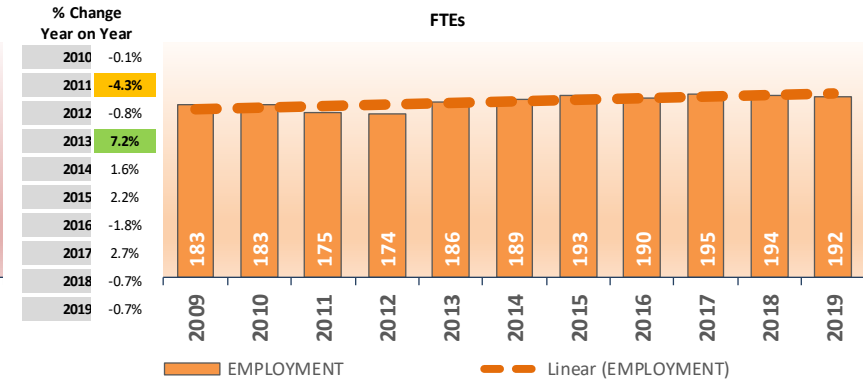
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



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

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

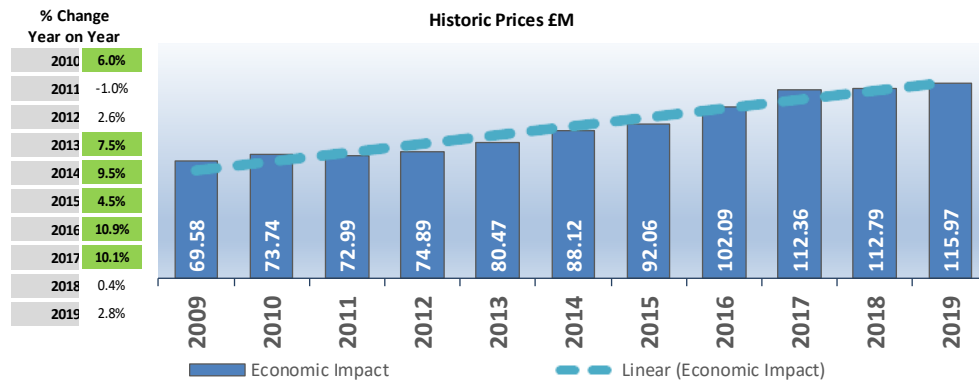
VISIT MORAY SPEYSIDE

2009 to 2019
Historic Prices

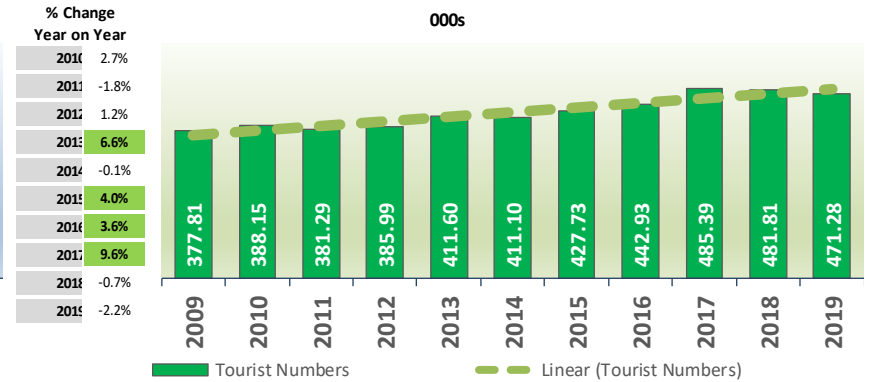
STAYING VISITOR

KEY MEASURES
Historic Prices

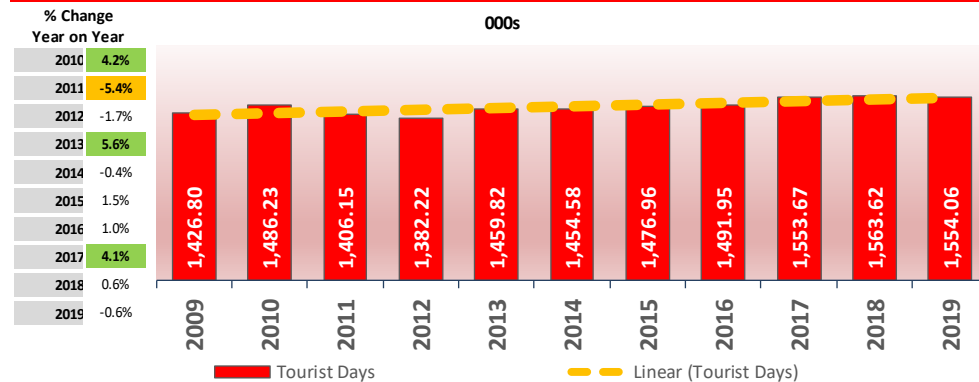
Economic Impact - Historic Prices - Staying Visitor



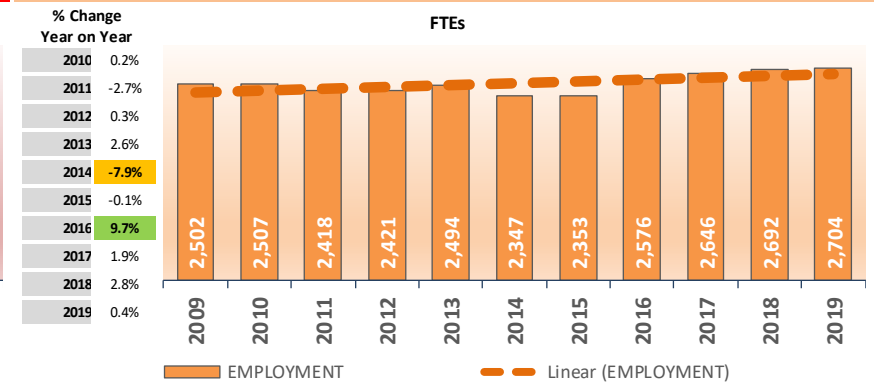
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



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

"Linear" = Linear Trendline

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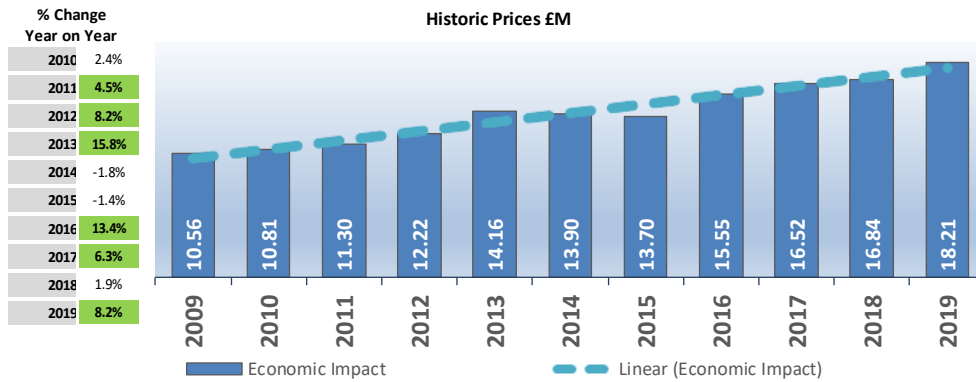
VISIT MORAY SPEYSIDE

2009 to 2019
Historic Prices

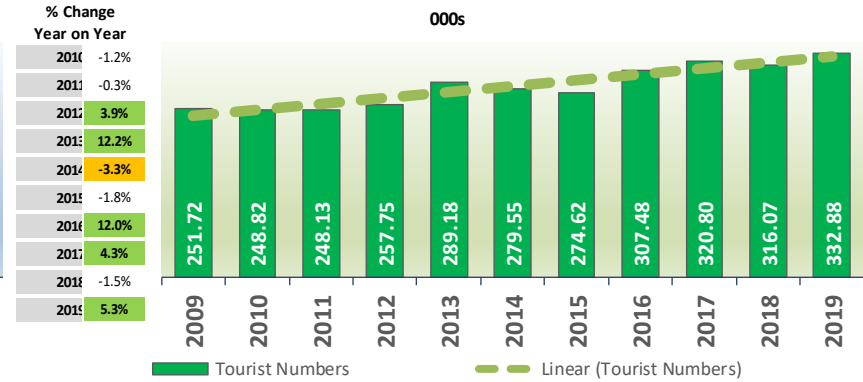
DAY VISITOR

KEY MEASURES
Historic Prices

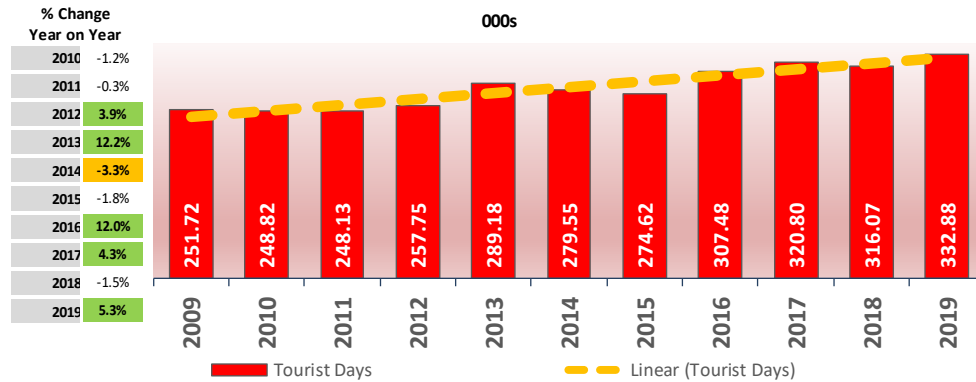
Economic Impact - Historic Prices - Day Visitor



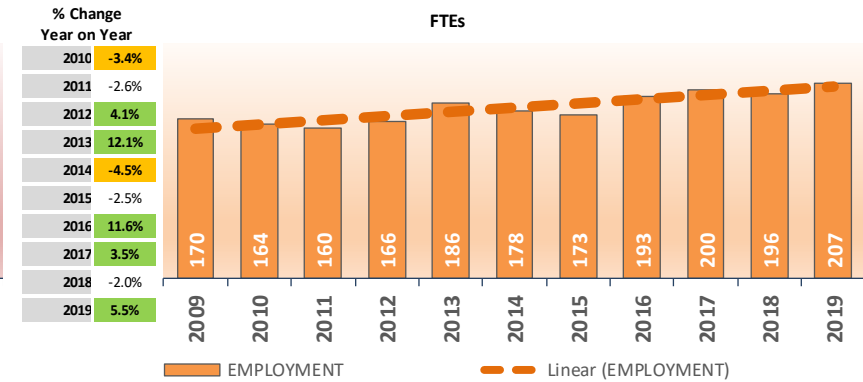
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



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

"Linear" = Linear Trendline