



Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch






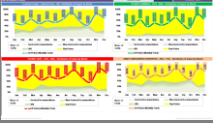
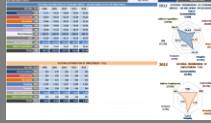




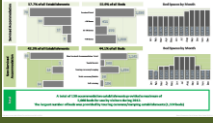

Swansea

SA9 2XH

Telephone: 0798 445 5388

Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

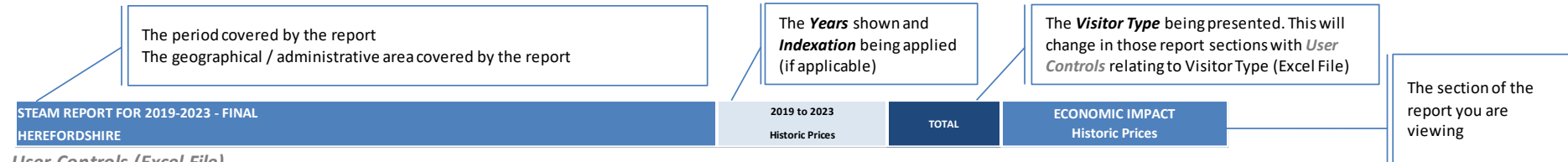
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
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Report Section Design and Features

Headers

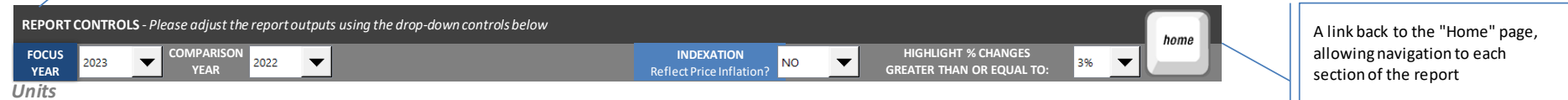
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

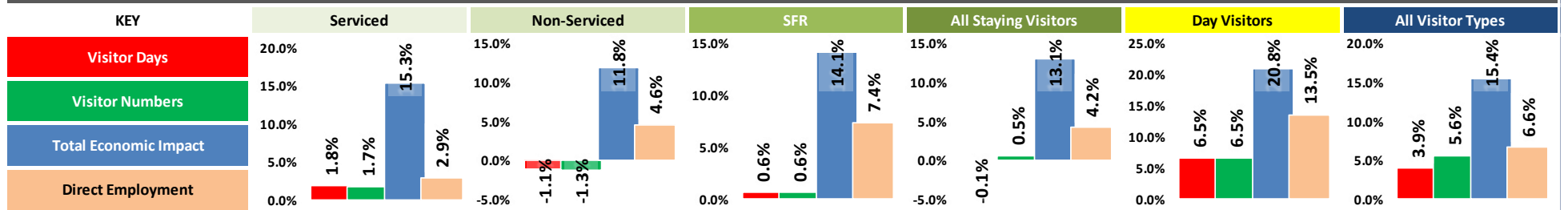
Visitor Numbers / Visitor Days / Average Length of Stay

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

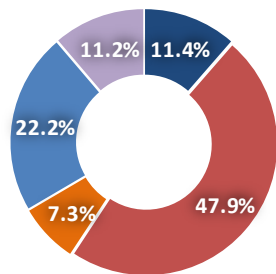
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	0.632	0.621	1.8%	1.716	1.736	-1.1%	0.694	0.689	0.6%	3.042	3.046	-0.1%	4.985	4.679	6.5%	8.027	7.725	3.9%		
Visitor Numbers	M	0.357	0.351	1.7%	0.241	0.244	-1.3%	0.291	0.290	0.6%	0.890	0.885	0.5%	4.985	4.679	6.5%	5.875	5.564	5.6%		
Direct Expenditure	£M																550.23	476.46	15.5%		
Economic Impact	£M	140.22	121.59	15.3%	303.67	271.51	11.8%	55.64	48.74	14.1%	499.53	441.84	13.1%	236.37	195.61	20.8%	735.90	637.45	15.4%		
Direct Employment	FTEs	1,747	1,697	2.9%	2,486	2,377	4.6%	415	387	7.4%	4,647	4,461	4.2%	1,808	1,593	13.5%	6,455	6,054	6.6%		
Total Employment	FTEs																8,014	7,489	7.0%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES



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



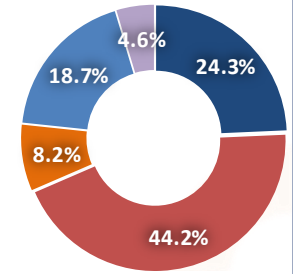
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2023	2022	+/- %
Accommodation	62.75	55.12	13.8%
Food & Drink	263.36	225.50	16.8%
Recreation	40.12	35.30	13.7%
Shopping	122.18	107.01	14.2%
Transport	61.82	53.54	15.5%
TOTAL DIRECT	550.23	476.46	15.5%
Indirect	185.67	160.98	15.3%
TOTAL	735.90	637.45	15.4%

Sectors

	2023	2022	+/- %
Accommodation	1,569	1,569	0.0%
Food & Drink	2,853	2,594	10.0%
Recreation	527	493	7.0%
Shopping	1,207	1,122	7.5%
Transport	299	275	8.7%
TOTAL DIRECT	6,455	6,054	6.6%
Indirect	1,559	1,436	8.6%
TOTAL	8,014	7,489	7.0%

Sectoral Distribution of Employment - FTEs



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

Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2023

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

**STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE**

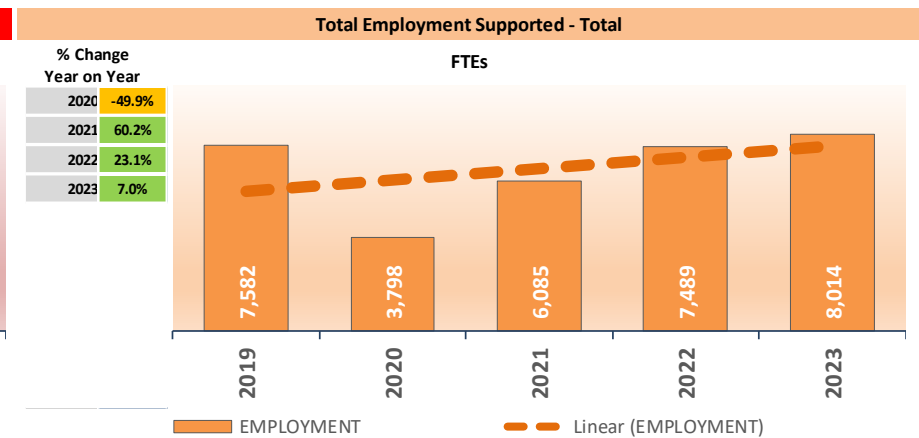
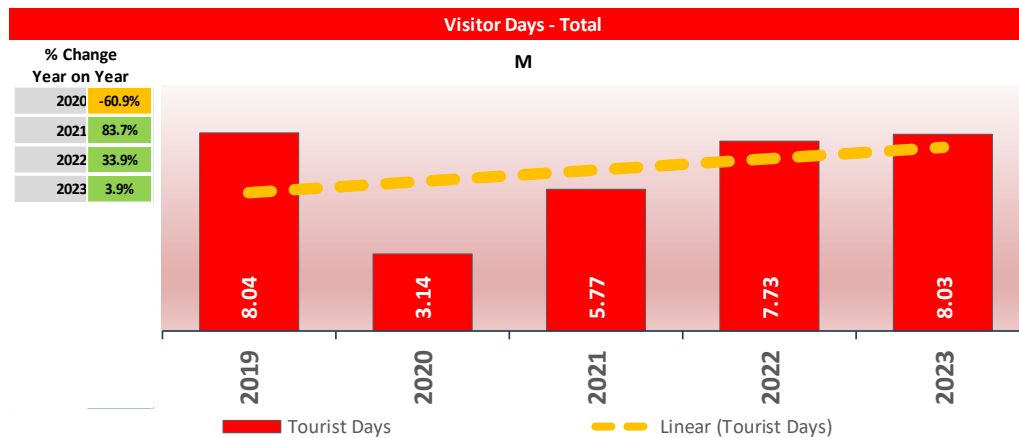
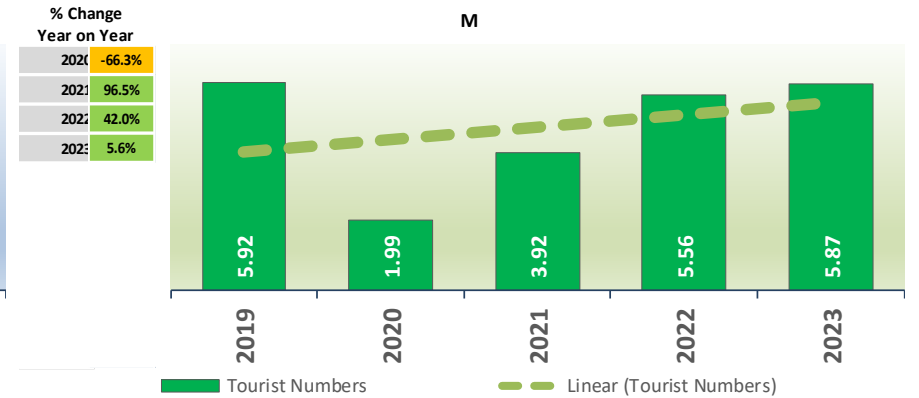
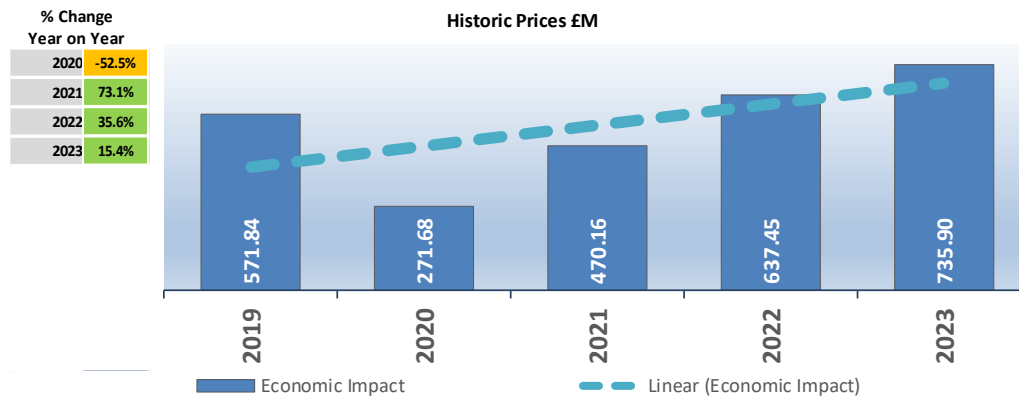
2019 to 2023
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-52.5%	-17.8%	11.5%	28.7%
Visitor Numbers		-66.3%	-33.8%	-6.0%	-0.7%
Visitor Days		-60.9%	-28.2%	-3.9%	-0.1%
Total Employment		-49.9%	-19.8%	-1.2%	5.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE

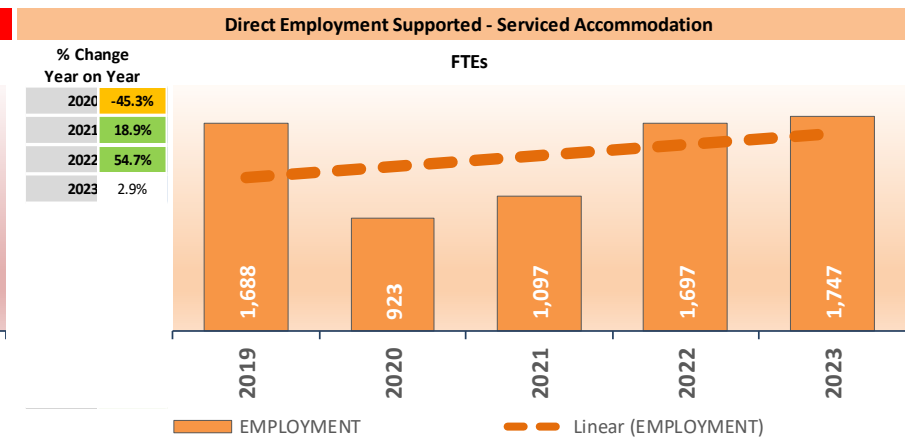
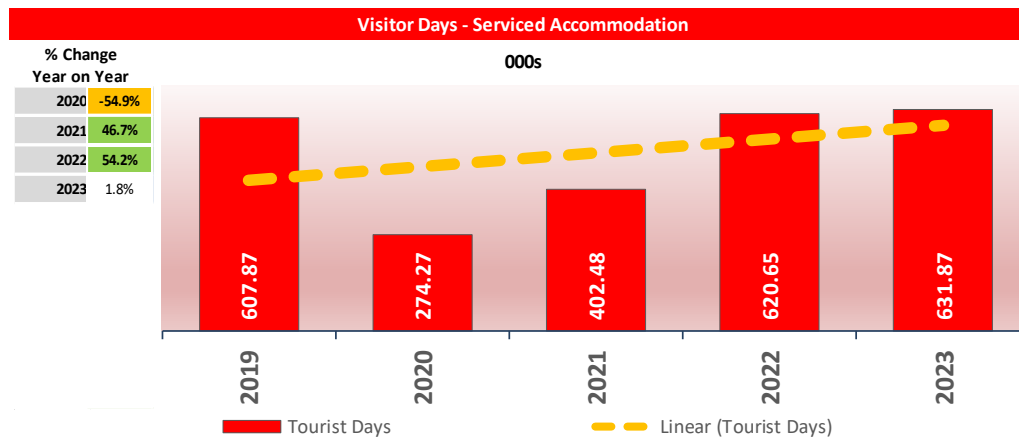
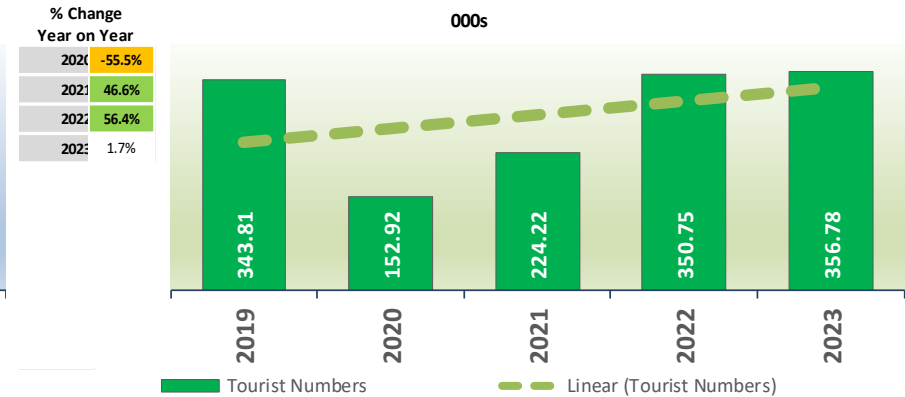
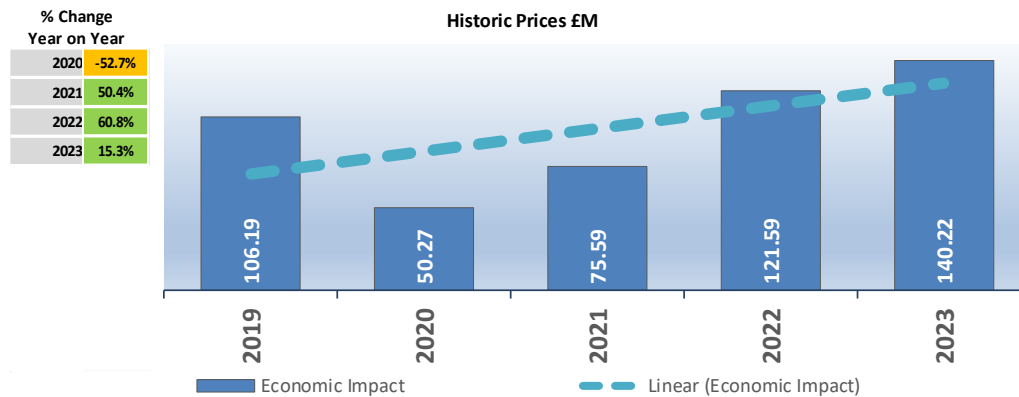
2019 to 2023
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-52.7%	-28.8%	14.5%	32.0%
Visitor Numbers		-55.5%	-34.8%	2.0%	3.8%
Visitor Days		-54.9%	-33.8%	2.1%	3.9%
Direct Employment		-45.3%	-35.0%	0.5%	3.5%

"Linear" = Linear Trendline

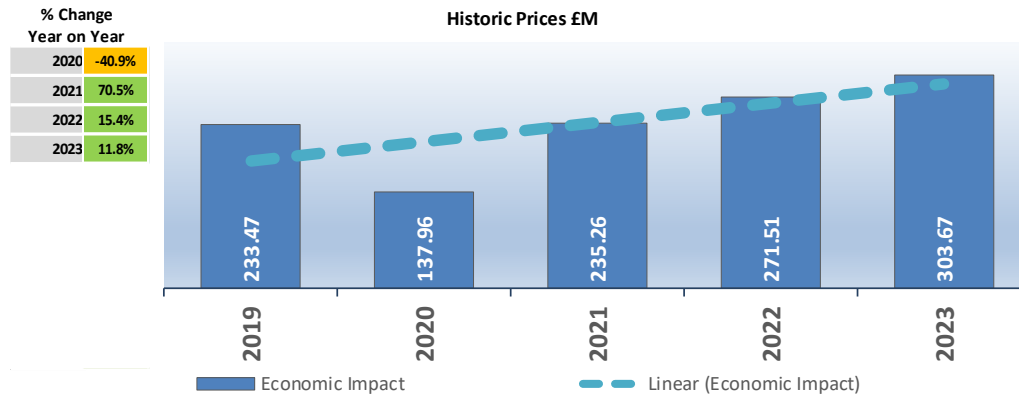
STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE

2019 to 2023
Historic Prices

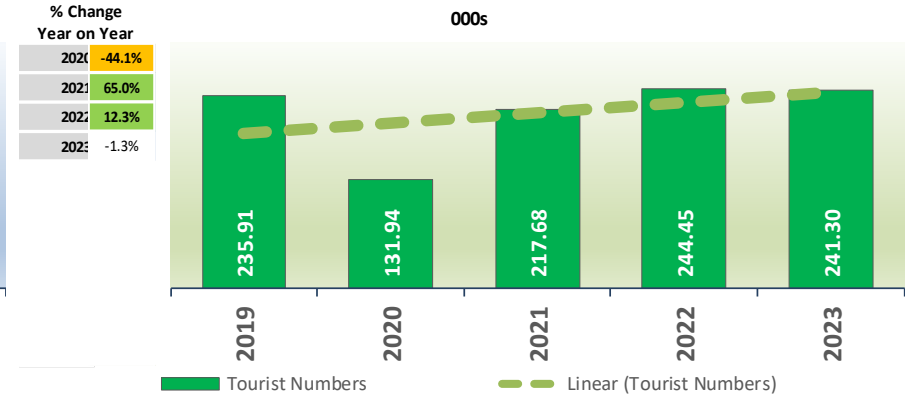
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

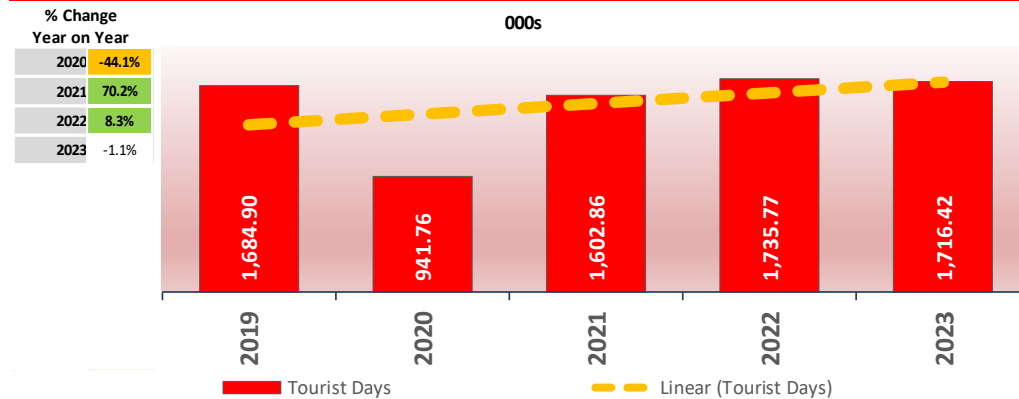
Economic Impact - Historic Prices - Non-Serviced Accommodation



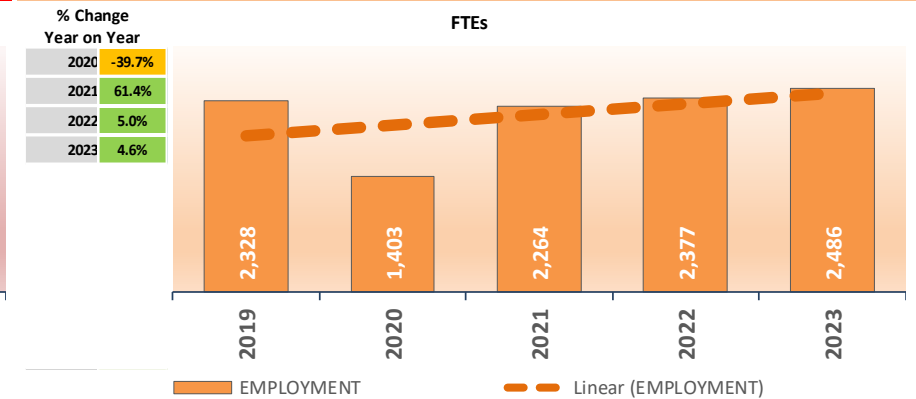
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-40.9%	0.8%	16.3%	30.1%
Visitor Numbers		-44.1%	-7.7%	3.6%	2.3%
Visitor Days		-44.1%	-4.9%	3.0%	1.9%
Direct Employment		-39.7%	-2.7%	2.1%	6.8%

"Linear" = Linear Trendline

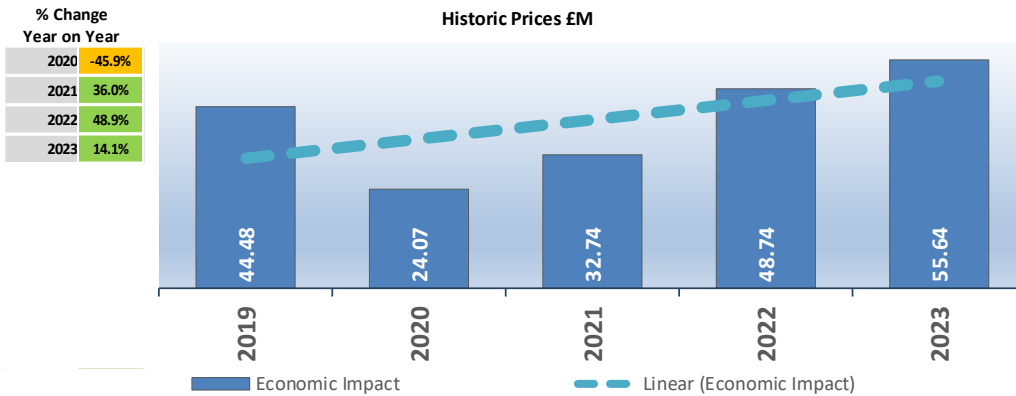
STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE

2019 to 2023
Historic Prices

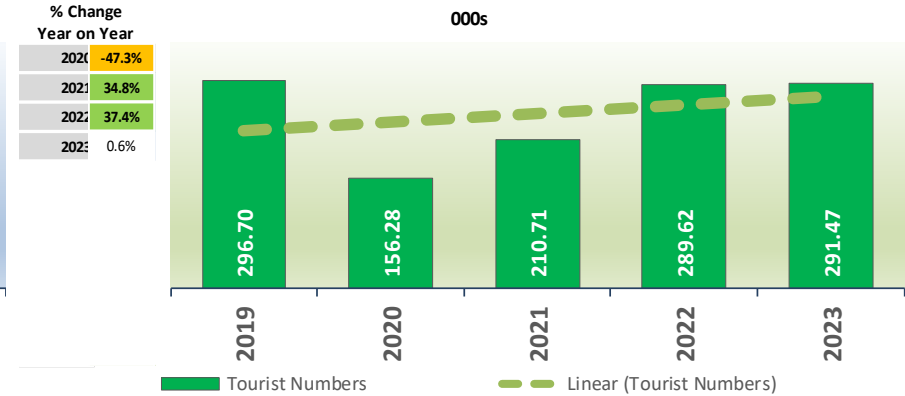
SFR

KEY MEASURES
Historic Prices

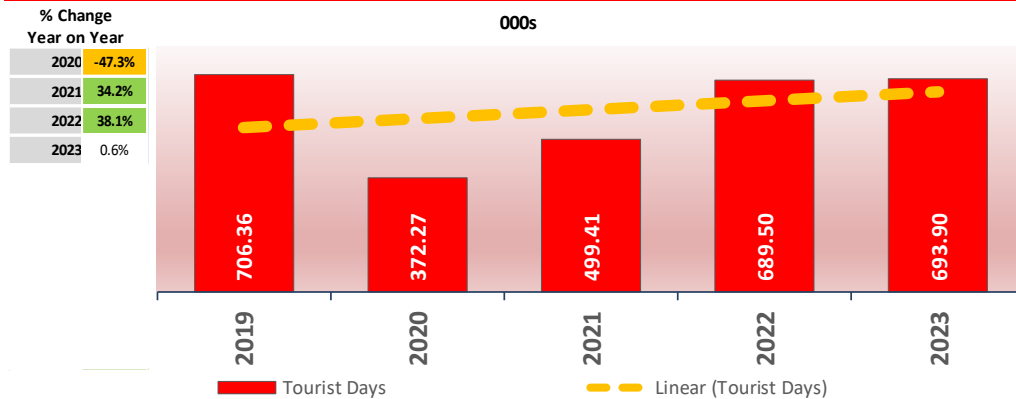
Economic Impact - Historic Prices - SFR



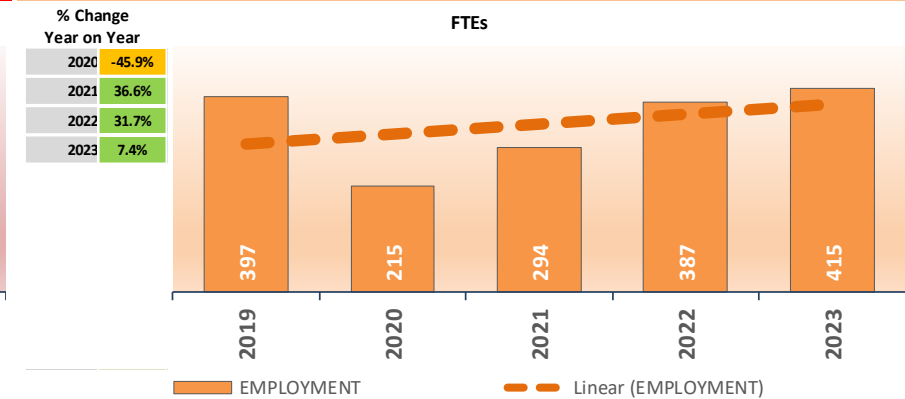
Visitor Numbers - SFR



Visitor Days - SFR



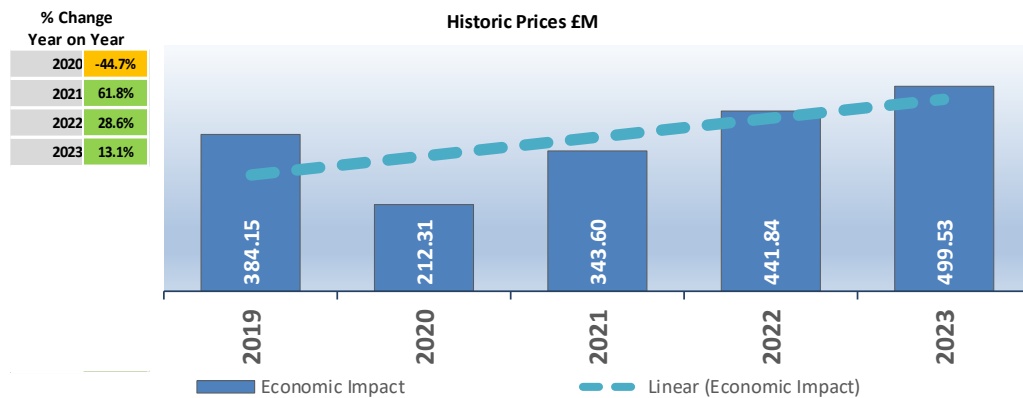
Direct Employment Supported - SFR



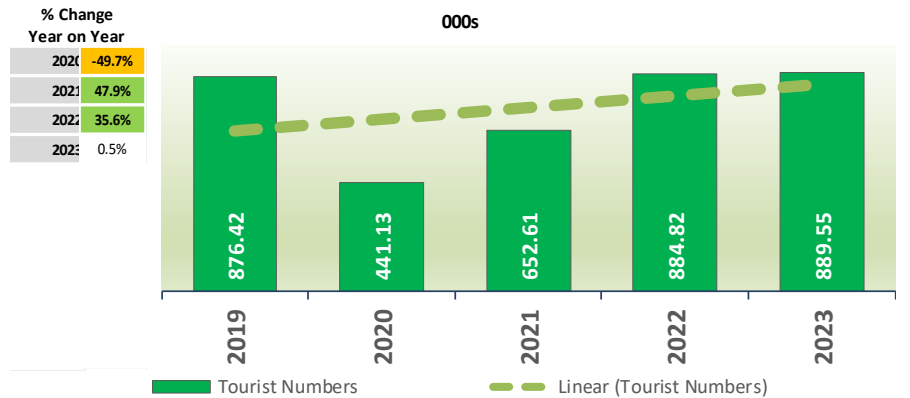
% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-45.9%	-26.4%	9.6%	25.1%
Visitor Numbers		-47.3%	-29.0%	-2.4%	-1.8%
Visitor Days		-47.3%	-29.3%	-2.4%	-1.8%
Direct Employment		-45.9%	-26.1%	-2.7%	4.5%

"Linear" = Linear Trendline

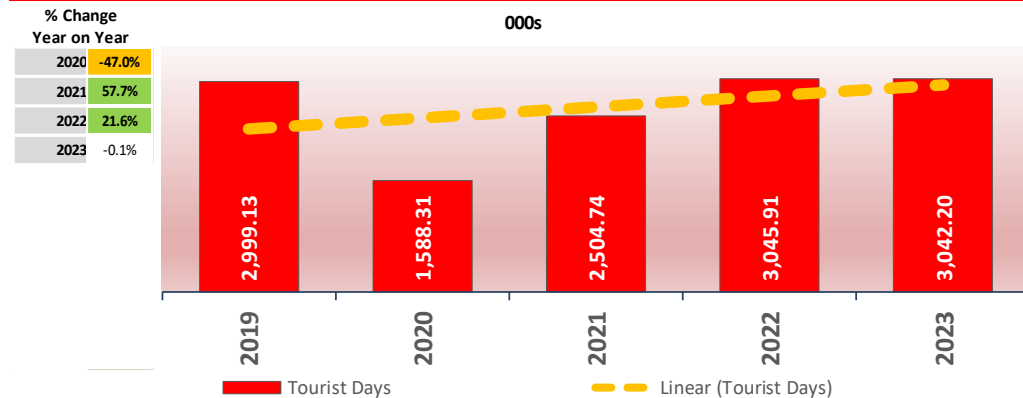
Economic Impact - Historic Prices - Staying Visitor



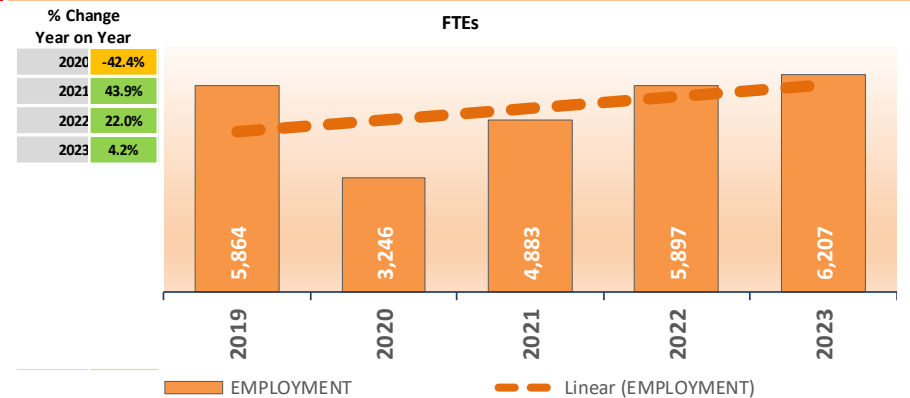
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

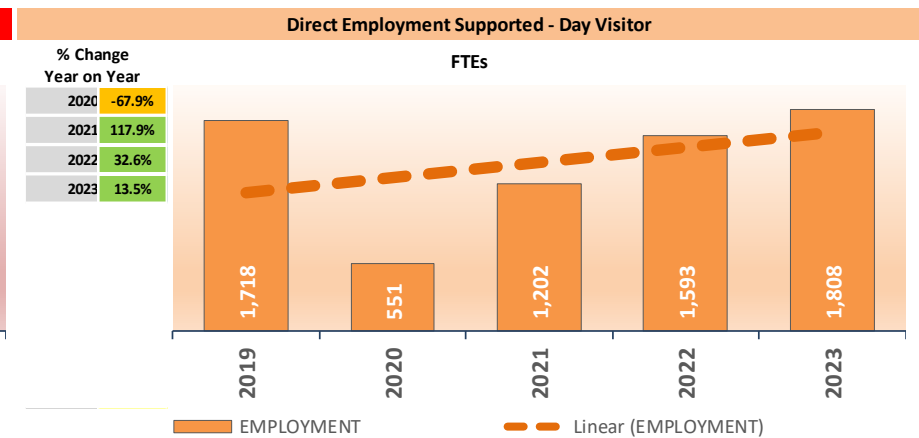
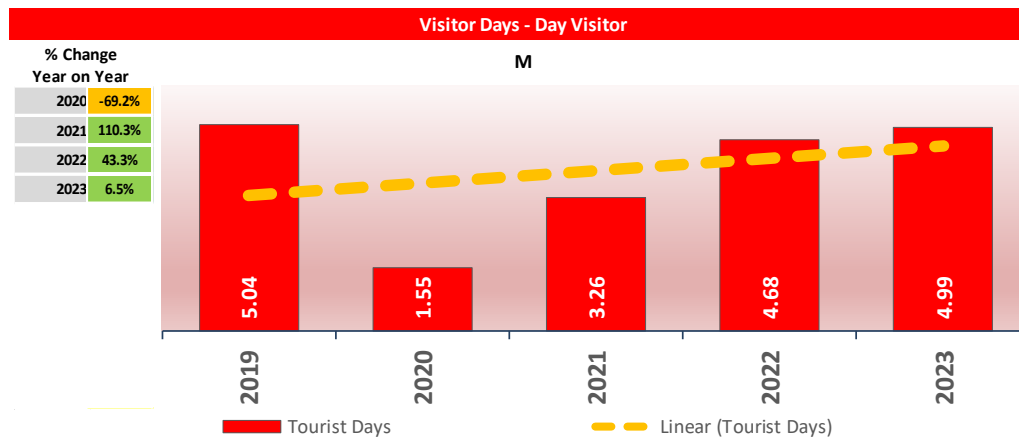
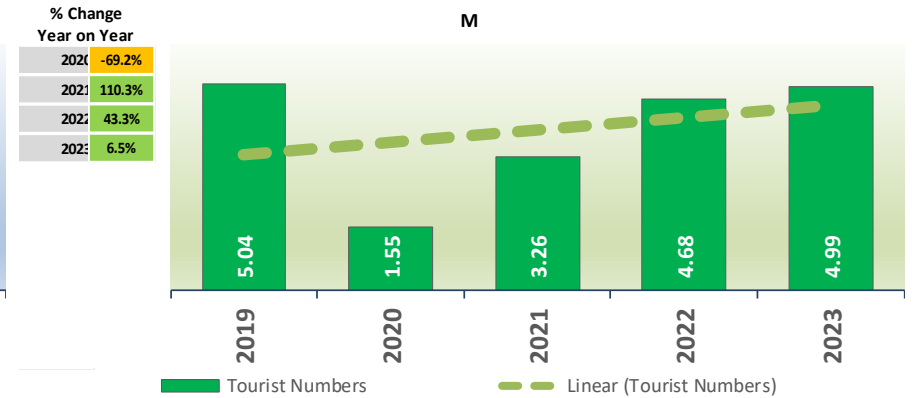
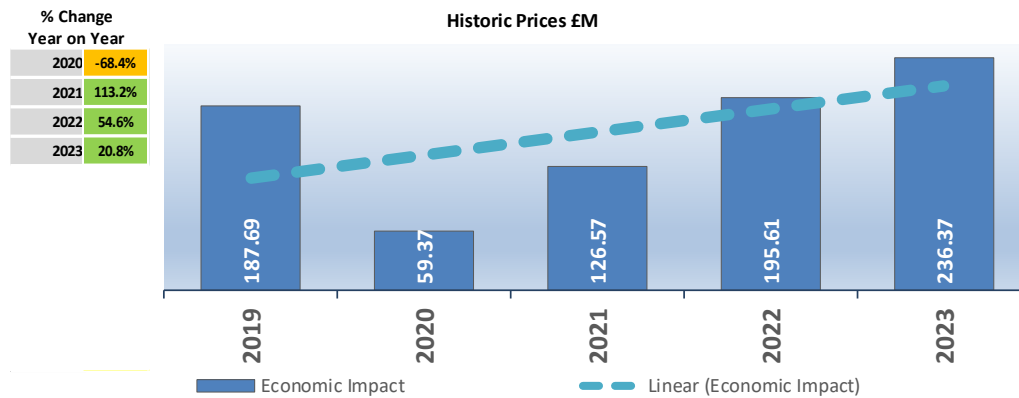


% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-44.7%	-10.6%	15.0%	30.0%
Visitor Numbers		-49.7%	-25.5%	1.0%	1.5%
Visitor Days		-47.0%	-16.5%	1.6%	1.4%
Direct Employment		-44.6%	-16.7%	0.6%	5.8%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-68.4%	-32.6%	4.2%	25.9%
Visitor Numbers		-69.2%	-35.2%	-7.2%	-1.1%
Visitor Days		-69.2%	-35.2%	-7.2%	-1.1%
Direct Employment		-67.9%	-30.1%	-7.3%	5.2%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2023

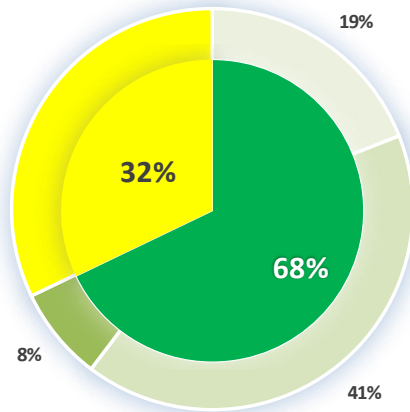
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

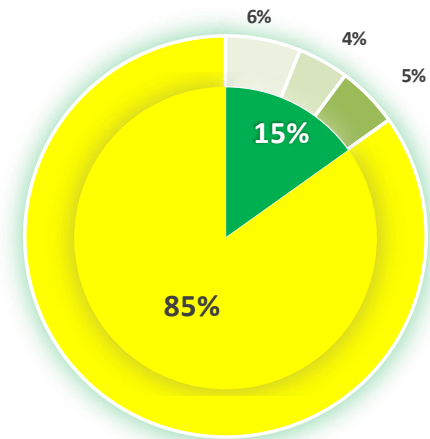
TOTAL
£735.90m

	£M
Serviced	140.22
Non-Serviced	303.67
SFR	55.64
Staying Visitor	499.53
Day Visitor	236.37
Total	735.90



TOTAL
5.87m

	M
Serviced	0.36
Non-Serviced	0.24
SFR	0.29
Staying Visitor	0.89
Day Visitor	4.99
Total	5.87

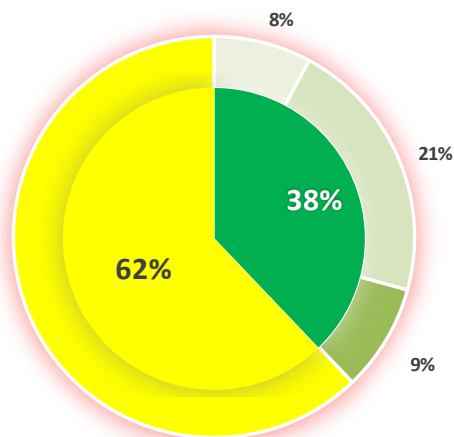


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

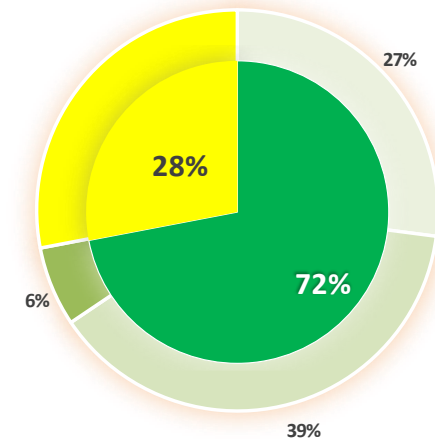
TOTAL
8.03m

	M
Serviced	0.63
Non-Serviced	1.72
SFR	0.69
Staying Visitor	3.04
Day Visitor	4.99
Total	8.03



TOTAL
6,455 Direct FTEs
8,014 Total FTEs

	FTEs
Serviced	1,747
Non-Serviced	2,486
SFR	415
Staying Visitor	4,647
Day Visitor	1,808
Total	6,455



**STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE**

**2023
Historic Prices**

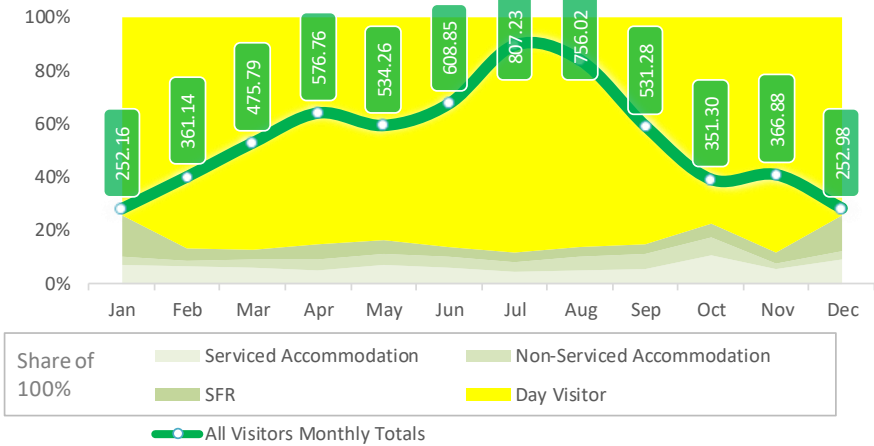
TOTAL

**DISTRIBUTION BY MONTH
Historic Prices**

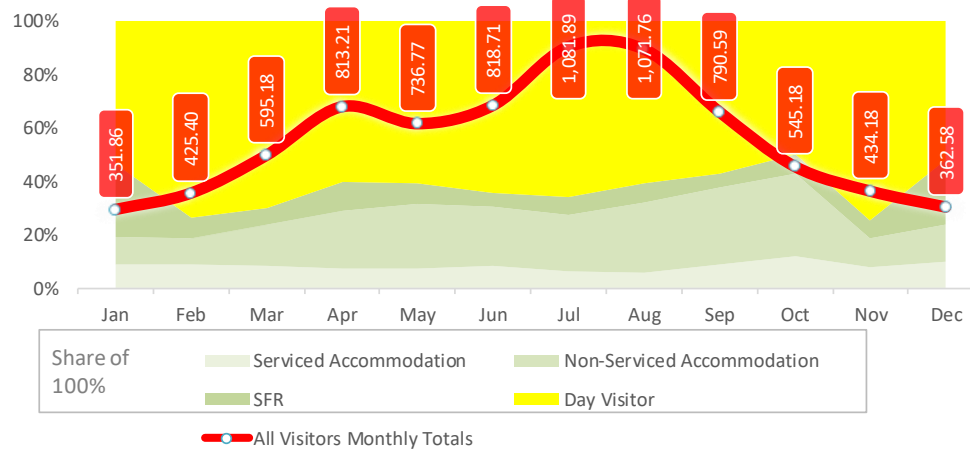
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



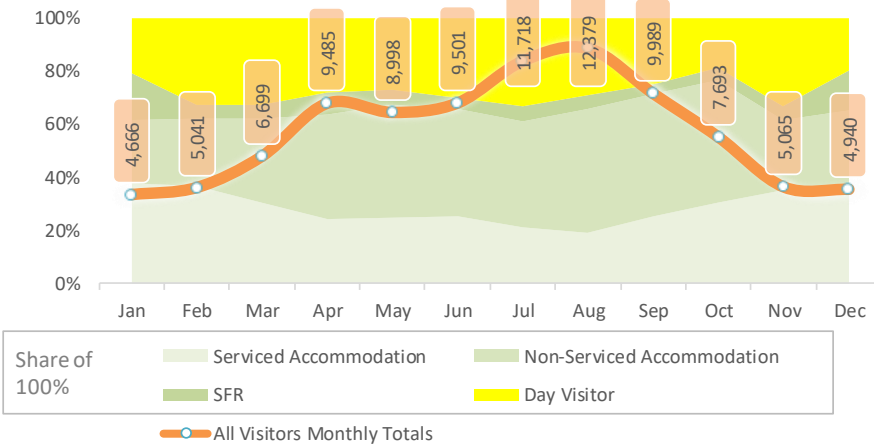
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



Visitor Days - 2023 - 000s - Distribution of Impact by Month

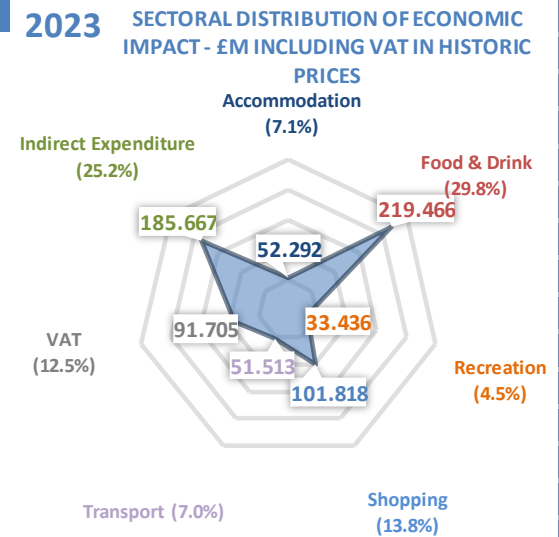


Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



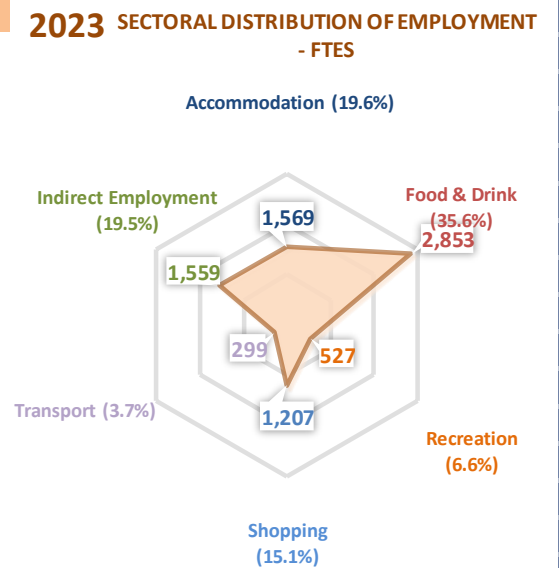
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2019	2020	2021	2022	2023
Accommodation	£M	39.75	23.69	36.35	46.18	52.29
Food & Drink	£M	171.81	77.11	145.12	188.93	219.47
Recreation	£M	25.88	14.44	24.89	29.57	33.44
Shopping	£M	78.78	41.63	69.82	89.65	101.82
Transport	£M	40.06	19.57	33.96	44.86	51.51
Direct Revenue	£M	356.28	176.44	310.13	399.19	458.53
VAT	£M	71.26	26.05	39.98	77.27	91.71
Direct Expenditure	£M	427.54	202.49	350.12	476.46	550.23
Indirect Expenditure	£M	144.30	69.19	120.05	160.98	185.67
TOTAL	£M	571.84	271.68	470.16	637.45	735.90



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR		2019	2020	2021	2022	2023
Accommodation	FTEs	1,573	957	1,070	1,569	1,569
Food & Drink	FTEs	2,674	1,165	2,162	2,594	2,853
Recreation	FTEs	489	265	450	493	527
Shopping	FTEs	1,118	573	948	1,122	1,207
Transport	FTEs	279	132	226	275	299
Direct Employment	FTEs	6,131	3,092	4,857	6,054	6,455
Indirect Employment	FTEs	1,451	706	1,228	1,436	1,559
TOTAL	FTEs	7,582	3,798	6,085	7,489	8,014



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

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2019 to 2023

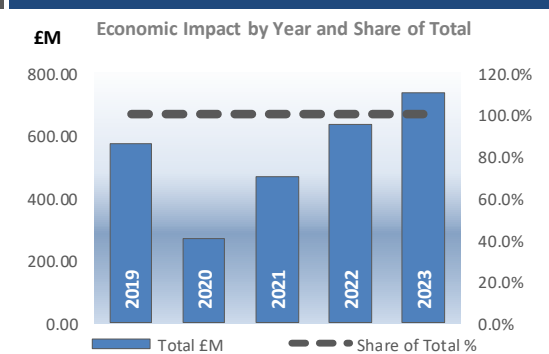
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2019 to 2023		31.5%	32.9%	30.0%	31.9%	26.3%	27.8%	25.8%	24.5%	32.1%	30.1%	28.0%	32.3%	28.7%	Annual Change		31.3%	28.7%	27.1%	30.1%	
% Change 2022 to 2023		18.6%	17.3%	16.6%	17.0%	14.4%	13.9%	12.8%	13.8%	17.4%	17.1%	15.9%	16.0%	15.4%			17.4%	15.1%	14.5%	16.5%	
Average Annual Change		7.9%	8.2%	7.5%	8.0%	6.6%	7.0%	6.4%	6.1%	8.0%	7.5%	7.0%	8.1%	7.2%			7.8%	7.2%	6.8%	7.5%	
2019	£M	22.86	25.30	37.18	55.82	54.64	58.09	77.07	82.13	62.46	45.32	26.11	24.84	571.84			85.35	168.55	221.66	96.27	
2020	£M	22.82	27.21	27.84				29.02	71.40	57.21	28.55	0.503	7.130	271.68	-52.5%			77.86		157.63	36.18
2021	£M				23.15	43.14	60.97	82.83	88.16	70.90	53.21	25.04	22.77	470.16	73.1%				127.26	241.89	101.02
2022	£M	25.35	28.67	41.44	62.96	60.36	65.19	85.88	89.79	70.30	50.35	28.83	28.34	637.45	35.6%			95.46	188.51	245.97	107.51
2023	£M	30.07	33.64	48.34	73.64	69.03	74.27	96.92	102.22	82.53	58.97	33.42	32.86	735.90	15.4%			112.04	216.93	281.67	125.25

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2019	2020	2021	2022	2023
Total	£M	571.84	271.68	470.16	637.45	735.90
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					

TOTAL



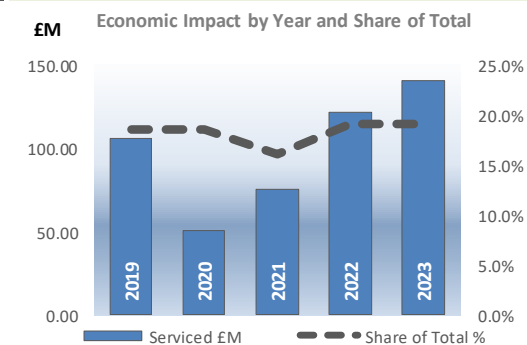
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE											2019 to 2023 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023		48.6%	44.9%	35.0%	37.9%	28.5%	32.9%	29.1%	19.4%	33.4%	28.5%	25.4%	43.6%	32.0%	Annual Change	41.5%	33.1%	27.4%	31.5%
% Change 2022 to 2023		26.1%	17.6%	18.3%	14.6%	13.3%	15.9%	13.7%	8.7%	16.9%	16.0%	10.1%	22.2%	15.3%		20.1%	14.7%	13.2%	16.1%
Average Annual Change		12.2%	11.2%	8.7%	9.5%	7.1%	8.2%	7.3%	4.9%	8.3%	7.1%	6.4%	10.9%	8.0%		10.4%	8.3%	6.9%	7.9%
2019	£M	4.358	5.315	7.578	9.032	8.764	10.60	13.32	12.59	13.31	10.56	5.464	5.299	106.19		17.25	28.39	39.23	21.32
2020	£M	4.557	5.669	3.998				4.605	10.35	11.57	8.111	0.088	1.316	50.27	-52.7%	14.22		26.53	9.515
2021	£M					3.320	11.08	13.93	13.57	14.65	10.83	5.455	2.751	75.59	50.4%		14.40	42.16	19.04
2022	£M	5.136	6.548	8.641	10.87	9.941	12.15	15.12	13.84	15.19	11.69	6.225	6.228	121.59	60.8%	20.33	32.97	44.15	24.14
2023	£M	6.476	7.700	10.23	12.46	11.26	14.08	17.19	15.04	17.76	13.56	6.854	7.609	140.22	15.3%	24.40	37.80	49.99	28.03

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2019	2020	2021	2022	2023
Serviced	£M	106.19	50.27	75.59	121.59	140.22
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90
Share of Total	%	18.6%	18.5%	16.1%	19.1%	19.1%
Annual Change in Share	%		-0.4%	-13.1%	18.6%	-0.1%
Change in Share from 2019	%		-0.4%	-13.4%	2.7%	2.6%
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%	0.7%

SERVICED ACCOMMODATION



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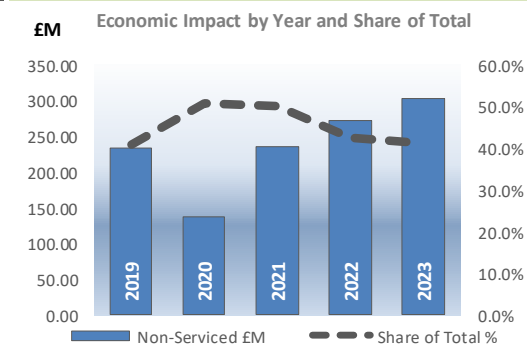
STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE											2019 to 2023 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023	33.1%	39.0%	31.9%	34.3%	27.9%	29.1%	27.3%	25.3%	34.4%	33.0%	26.5%	29.7%	30.1%	Annual Change	34.0%	30.3%	28.6%	31.1%	
% Change 2022 to 2023	12.8%	10.1%	9.8%	13.7%	12.9%	9.1%	8.5%	11.9%	14.8%	15.8%	10.7%	7.4%	11.8%		10.5%	11.8%	11.7%	13.1%	
Average Annual Change	8.3%	9.7%	8.0%	8.6%	7.0%	7.3%	6.8%	6.3%	8.6%	8.3%	6.6%	7.4%	7.5%		8.5%	7.6%	7.2%	7.8%	
2019	£M	5.220	6.083	11.71	22.97	25.01	24.61	31.61	40.10	29.88	22.11	6.949	7.204	233.47	23.02	72.59	101.60	36.26	
2020	£M	4.827	7.082	11.81				19.82	42.23	32.59	16.22	0.230	3.155	137.96	-40.9%	23.72		94.64	19.61
2021	£M				14.50	23.65	28.51	38.39	46.60	37.95	30.04	6.910	8.720	235.26	70.5%		66.66	122.93	45.67
2022	£M	6.162	7.676	14.08	27.14	28.35	29.11	37.08	44.90	34.99	25.40	7.943	8.693	271.51	15.4%	27.91	84.59	116.97	42.04
2023	£M	6.948	8.452	15.45	30.86	31.99	31.76	40.25	50.25	40.16	29.41	8.788	9.341	303.67	11.8%	30.85	94.61	130.66	47.54

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2019	2020	2021	2022	2023	
Non-Serviced	£M	233.47	137.96	235.26	271.51	303.67
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90
Share of Total	%	40.8%	50.8%	50.0%	42.6%	41.3%
Annual Change in Share	%		24.4%	-1.5%	-14.9%	-3.1%
Change in Share from 2019	%		24.4%	22.6%	4.3%	1.1%
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%	0.3%

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NON-SERVICED ACCOMMODATION



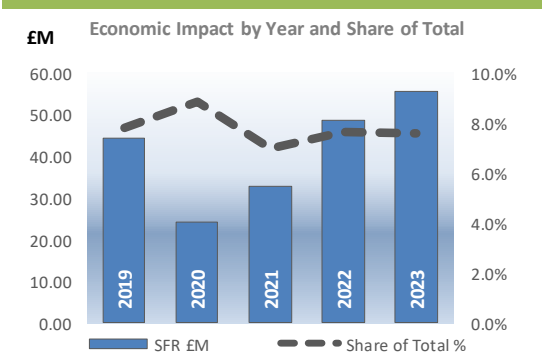
STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023		25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	25.1%	Annual Change	25.1%	25.1%	25.1%	25.1%
% Change 2022 to 2023		14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%	14.1%		14.1%	14.1%	14.1%	14.1%
Average Annual Change		6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%	6.3%		6.3%	6.3%	6.3%	6.3%
2019	£M	6.187	2.079	2.365	5.642	3.629	2.796	4.537	4.803	2.474	2.471	1.926	5.576	44.48		10.63	12.07	11.81	9.973
2020	£M	6.144	2.309	1.935				2.417	4.794	2.531	1.811	0.050	2.083	24.07	-45.9%	10.39		9.742	3.944
2021	£M				2.690	2.889	3.082	5.370	5.550	3.005	3.068	1.945	5.141	32.74	36.0%		8.661	13.92	10.15
2022	£M	6.779	2.278	2.591	6.182	3.977	3.064	4.971	5.263	2.711	2.708	2.110	6.110	48.74	48.9%	11.65	13.22	12.94	10.93
2023	£M	7.738	2.600	2.958	7.057	4.540	3.497	5.674	6.007	3.094	3.091	2.409	6.974	55.64	14.1%	13.30	15.09	14.78	12.47

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2019	2020	2021	2022	2023
SFR	£M	44.48	24.07	32.74	48.74	55.64
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90
Share of Total	%	7.8%	8.9%	7.0%	7.6%	7.6%
Annual Change in Share	%		13.9%	-21.4%	9.8%	-1.1%
Change in Share from 2019	%		13.9%	-10.5%	-1.7%	-2.8%
Avg Ann. Change in Share	%		13.9%	-5.2%	-0.6%	-0.7%

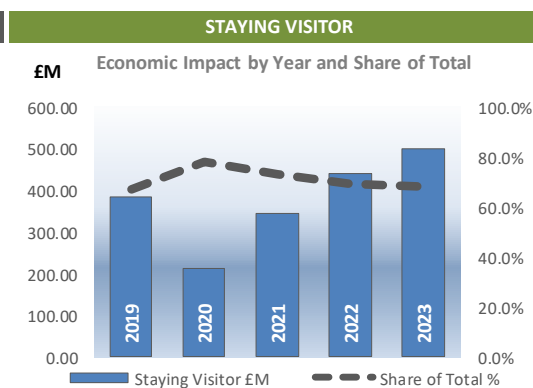
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SFR



STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE												2019 to 2023 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	STAYING VISITOR												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023	34.2%	39.2%	32.2%	33.8%	27.8%	29.8%	27.6%	24.0%	33.6%	31.1%	25.9%	32.3%	30.0%	Annual Change	34.7%	30.5%	28.0%	30.3%	
% Change 2022 to 2023	17.1%	13.6%	13.2%	14.0%	13.1%	11.3%	10.4%	11.4%	15.4%	15.7%	10.9%	13.8%	13.1%		14.5%	12.8%	12.3%	14.2%	
Average Annual Change	8.6%	9.8%	8.1%	8.5%	6.9%	7.5%	6.9%	6.0%	8.4%	7.8%	6.5%	8.1%	7.5%		8.7%	7.6%	7.0%	7.6%	
2019	£M	15.76	13.48	21.66	37.64	37.41	38.00	49.47	57.50	45.67	35.14	14.34	18.08	384.15	50.90	113.05	152.64	67.55	
2020	£M	15.53	15.06	17.74				26.84	57.38	46.69	26.15	0.368	6.554	212.31	-44.7%	48.33		130.91	33.07
2021	£M				17.19	29.86	42.67	57.69	65.72	55.60	43.94	14.31	16.61	343.60	61.8%		89.72	179.02	74.86
2022	£M	18.08	16.50	25.31	44.20	42.26	44.32	57.17	64.00	52.89	39.80	16.28	21.03	441.84	28.6%	59.89	130.78	174.06	77.11
2023	£M	21.16	18.75	28.64	50.37	47.80	49.34	63.11	71.30	61.01	46.06	18.05	23.92	499.53	13.1%	68.55	147.51	195.43	88.04

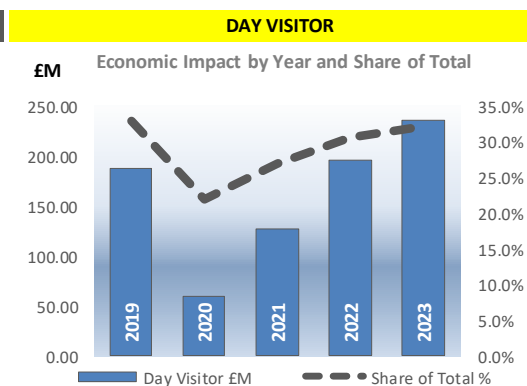
ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Staying Visitor	£M	384.15	212.31	343.60	441.84	499.53
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90
Share of Total	%	67.2%	78.1%	73.1%	69.3%	67.9%
Annual Change in Share	%		16.3%	-6.5%	-5.2%	-2.1%
Change in Share from 2019	%		16.3%	8.8%	3.2%	1.0%
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%	0.3%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE												2019 to 2023 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2019 to 2023		25.4%	25.8%	26.9%	28.1%	23.2%	24.1%	22.5%	25.5%	28.2%	26.8%	30.5%	32.2%	25.9%			26.2%	25.1%	25.0%	29.6%	
% Change 2022 to 2023		22.4%	22.4%	22.1%	24.0%	17.3%	19.4%	17.7%	19.9%	23.6%	22.3%	22.5%	22.4%	20.8%			22.2%	20.3%	19.9%	22.4%	
Average Annual Change		6.4%	6.5%	6.7%	7.0%	5.8%	6.0%	5.6%	6.4%	7.0%	6.7%	7.6%	8.0%	6.5%			6.6%	6.3%	6.2%	7.4%	
2019	£M	7.100	11.83	15.53	18.17	17.24	20.09	27.60	24.63	16.79	10.18	11.78	6.762	187.69			34.45	55.50	69.02	28.72	
2020	£M	7.290	12.15	10.10				2.180	14.02	10.52	2.404	0.134	0.576	59.37	-68.4%			29.54		26.72	3.114
2021	£M				5.958	13.28	18.30	25.14	22.44	15.30	9.274	10.73	6.160	126.57	113.2%				37.53	62.87	26.16
2022	£M	7.278	12.16	16.14	18.76	18.09	20.87	28.71	25.78	17.41	10.55	12.55	7.305	195.61	54.6%			35.58	57.73	71.90	30.40
2023	£M	8.906	14.88	19.70	23.27	21.23	24.93	33.80	30.92	21.52	12.91	15.37	8.940	236.37	20.8%			43.49	69.43	86.24	37.21

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Day Visitor	£M	187.69	59.37	126.57	195.61	236.37
All Visitor Types	£M	571.84	271.68	470.16	637.45	735.90
Share of Total	%	32.8%	21.9%	26.9%	30.7%	32.1%
Annual Change in Share	%		-33.4%	23.2%	14.0%	4.7%
Change in Share from 2019	%		-33.4%	-18.0%	-6.5%	-2.1%
Avg Ann. Change in Share	%		-33.4%	-9.0%	-2.2%	-0.5%



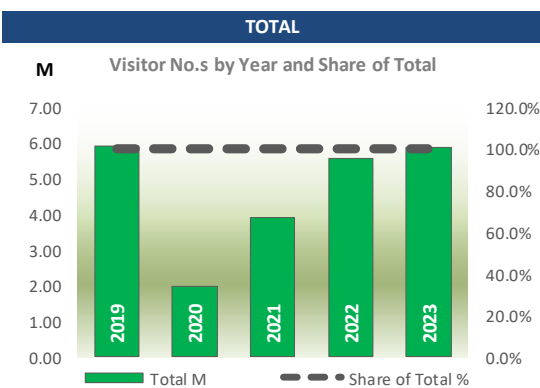
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Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2023

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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		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 MILLIONS / 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 2019 to 2023		-0.2%	-0.1%	0.1%	1.0%	-2.7%	-2.0%	-3.4%	-1.7%	1.1%	-0.1%	2.0%	3.7%	-0.7%	Annual Change	0.0%	-1.2%	-1.7%	1.7%
% Change 2022 to 2023		6.7%	7.0%	6.8%	8.0%	2.9%	4.5%	3.2%	4.6%	7.9%	6.5%	6.7%	6.4%	5.6%	Annual Change	6.8%	5.1%	4.9%	6.6%
Average Annual Change		-0.1%	0.0%	0.0%	0.2%	-0.7%	-0.5%	-0.8%	-0.4%	0.3%	0.0%	0.5%	0.9%	-0.2%	Annual Change	0.0%	-0.3%	-0.4%	0.4%
2019	M	0.253	0.362	0.475	0.571	0.549	0.621	0.835	0.769	0.526	0.351	0.360	0.244	5.916		1.090	1.742	2.130	0.955
2020	M	0.251	0.365	0.306				0.101	0.465	0.347	0.119	0.004	0.036	1.994	-66.3%	0.921		0.913	0.159
2021	M				0.183	0.396	0.557	0.752	0.696	0.480	0.326	0.318	0.208	3.917	96.5%		1.137	1.928	0.853
2022	M	0.236	0.338	0.446	0.534	0.519	0.582	0.782	0.723	0.493	0.330	0.344	0.238	5.564	42.0%	1.019	1.636	1.997	0.911
2023	M	0.252	0.361	0.476	0.577	0.534	0.609	0.807	0.756	0.531	0.351	0.367	0.253	5.875	5.6%	1.089	1.720	2.095	0.971

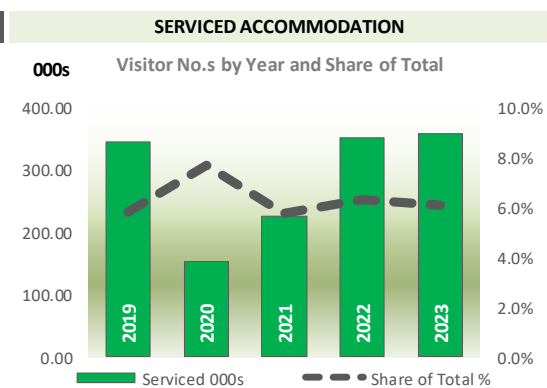
VISITOR NUMBERS						
SHARE OF MARKET		2019	2020	2021	2022	2023
Total	M	5.916	1.994	3.917	5.564	5.875
All Visitor Types	M	5.916	1.994	3.917	5.564	5.875
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					



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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023		16.7%	13.8%	6.0%	8.3%	0.9%	4.4%	1.4%	-6.2%	4.8%	0.9%	-1.5%	12.8%	3.8%	11.3%	4.1%	-0.8%	3.4%		
% Change 2022 to 2023		11.2%	3.7%	4.3%	1.0%	-0.1%	2.2%	0.3%	-4.2%	3.1%	2.3%	-2.9%	7.7%	1.7%	5.8%	1.0%	-0.7%	2.4%		
Average Annual Change		4.2%	3.5%	1.5%	2.1%	0.2%	1.1%	0.3%	-1.5%	1.2%	0.2%	-0.4%	3.2%	0.9%	2.8%	1.0%	-0.2%	0.8%		
2019	000s	15.6	20.7	26.0	26.0	36.3	36.4	35.5	41.9	27.2	37.9	20.0	20.3	343.8	62.3	98.6	104.6	78.2		
2020	000s	15.9	21.5	13.4				11.9	33.6	23.0	28.4	0.3	4.9	152.9	50.8		68.5	33.6		
2021	000s					13.2	36.5	35.6	43.4	28.8	37.4	19.2	10.1	224.2		49.7	107.8	66.7		
2022	000s	16.4	22.7	26.4	27.8	36.7	37.2	35.9	41.0	27.7	37.4	20.3	21.3	350.8	65.6	101.7	104.6	79.0		
2023	000s	18.3	23.5	27.6	28.1	36.6	38.0	36.0	39.3	28.5	38.3	19.7	22.9	356.8	69.4	102.7	103.8	80.9		

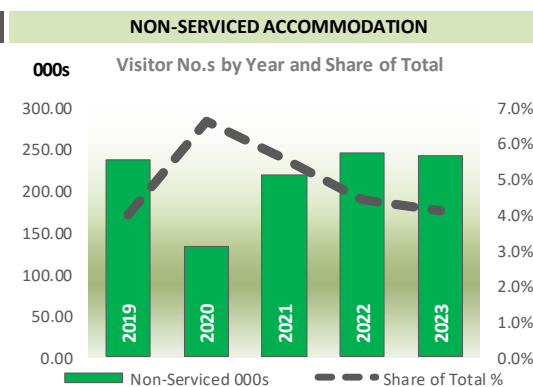
VISITOR NUMBERS						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Serviced	000s	343.8	152.9	224.2	350.8	356.8
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9
Share of Total	%	5.8%	7.7%	5.7%	6.3%	6.1%
Annual Change in Share	%		32.0%	-25.4%	10.1%	-3.7%
Change in Share from 2019	%		32.0%	-1.5%	8.5%	4.5%
Avg Ann. Change in Share	%		32.0%	-0.8%	2.8%	1.1%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023		5.2%	9.8%	4.4%	4.9%	0.5%	1.2%	-0.7%	-1.5%	5.6%	4.5%	-0.8%	2.1%	2.3%		6.0%	2.2%	1.0%	2.8%	
% Change 2022 to 2023		-0.7%	-3.1%	-3.2%	0.8%	0.0%	-3.5%	-4.2%	-1.5%	1.2%	2.4%	-2.6%	-5.5%	-1.3%		-2.6%	-0.9%	-1.5%	-0.4%	
Average Annual Change		1.3%	2.4%	1.1%	1.2%	0.1%	0.3%	-0.2%	-0.4%	1.4%	1.1%	-0.2%	0.5%	0.6%		1.5%	0.6%	0.2%	0.7%	
2019	000s	7.1	7.5	14.9	24.1	24.0	24.1	30.2	36.4	29.5	21.8	8.4	7.9	235.9		29.5	72.2	96.1	38.1	
2020	000s	6.3	8.6	14.2				17.0	36.6	30.7	14.8	0.3	3.4	131.9	-44.1%	29.1		84.3	18.5	
2021	000s				14.4	20.7	25.8	35.6	40.8	35.4	27.9	8.0	9.0	217.7	65.0%		61.0	111.7	44.9	
2022	000s	7.5	8.5	16.1	25.1	24.1	25.3	31.3	36.4	30.8	22.3	8.5	8.5	244.5	12.3%	32.1	74.5	98.5	39.3	
2023	000s	7.5	8.3	15.5	25.3	24.1	24.4	30.0	35.9	31.1	22.8	8.3	8.1	241.3	-1.3%	31.3	73.8	97.0	39.2	

VISITOR NUMBERS						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Non-Serviced	000s	235.9	131.9	217.7	244.5	241.3
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9
Share of Total	%	4.0%	6.6%	5.6%	4.4%	4.1%
Annual Change in Share	%		66.0%	-16.0%	-20.9%	-6.5%
Change in Share from 2019	%		66.0%	39.4%	10.2%	3.0%
Avg Ann. Change in Share	%		66.0%	19.7%	3.4%	0.8%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		SFR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
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 2019 to 2023		-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%			
% Change 2022 to 2023		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%			
Average Annual Change		-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%			
2019	000s	39.3	15.7	17.5	33.2	26.2	21.1	28.8	29.3	18.1	18.3	15.1	34.1	296.7		72.5	80.5	76.2	67.5	
2020	000s	38.0	17.0	13.9				15.0	28.5	18.0	13.1	0.4	12.4	156.3	-47.3%	68.9		61.5	25.9	
2021	000s				15.2	20.0	22.4	32.8	32.6	21.1	21.9	14.6	30.2	210.7	34.8%		57.6	86.4	66.6	
2022	000s	38.4	15.3	17.0	32.4	25.6	20.6	28.1	28.6	17.7	17.9	14.7	33.2	289.6	37.4%	70.7	78.6	74.4	65.8	
2023	000s	38.6	15.4	17.2	32.6	25.7	20.8	28.3	28.8	17.8	18.0	14.8	33.5	291.5	0.6%	71.2	79.1	74.9	66.3	

VISITOR NUMBERS						
SHARE OF MARKET		2019	2020	2021	2022	2023
SFR	000s	296.7	156.3	210.7	289.6	291.5
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9
Share of Total	%	5.0%	7.8%	5.4%	5.2%	5.0%
Annual Change in Share	%		56.3%	-31.4%	-3.2%	-4.7%
Change in Share from 2019	%		56.3%	7.3%	3.8%	-1.1%
Avg Ann. Change in Share	%		56.3%	3.6%	1.3%	-0.3%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
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 2019 to 2023		3.7%	7.5%	3.3%	3.3%	0.0%	1.9%	-0.2%	-3.4%	3.5%	1.3%	-1.5%	3.5%	1.5%	4.6%	1.7%	-0.4%	1.4%		
% Change 2022 to 2023		3.3%	1.4%	1.2%	0.8%	0.1%	0.1%	-1.1%	-1.9%	1.7%	2.0%	-1.6%	2.2%	0.5%	2.0%	0.3%	-0.6%	1.2%		
Average Annual Change		0.9%	1.9%	0.8%	0.8%	0.0%	0.5%	-0.1%	-0.8%	0.9%	0.3%	-0.4%	0.9%	0.4%	1.1%	0.4%	-0.1%	0.3%		
2019	000s	62.0	43.9	58.4	83.2	86.5	81.6	94.5	107.6	74.8	78.1	43.4	62.3	876.4	164.4	251.4	276.9	183.8		
2020	000s	60.2	47.1	41.5				43.9	98.7	71.7	56.3	1.0	20.7	441.1	-49.7%	148.8		214.3	78.0	
2021	000s				29.6	54.0	84.8	104.0	116.8	85.3	87.2	41.8	49.3	652.6	47.9%		168.4	306.0	178.2	
2022	000s	62.3	46.6	59.5	85.3	86.4	83.1	95.3	106.1	76.1	77.6	43.5	63.1	884.8	35.6%	168.4	254.8	277.5	184.1	
2023	000s	64.3	47.2	60.3	86.0	86.5	83.1	94.3	104.0	77.4	79.1	42.8	64.4	889.5	0.5%	171.9	255.7	275.7	186.3	

VISITOR NUMBERS						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Staying Visitor	000s	876.4	441.1	652.6	884.8	889.5
All Visitor Types	M	5.9	2.0	3.9	5.6	5.9
Share of Total	%	14.8%	22.1%	16.7%	15.9%	15.1%
Annual Change in Share	%		49.4%	-24.7%	-4.5%	-4.8%
Change in Share from 2019	%		49.4%	12.5%	7.4%	2.2%
Avg Ann. Change in Share	%		49.4%	6.2%	2.5%	0.6%

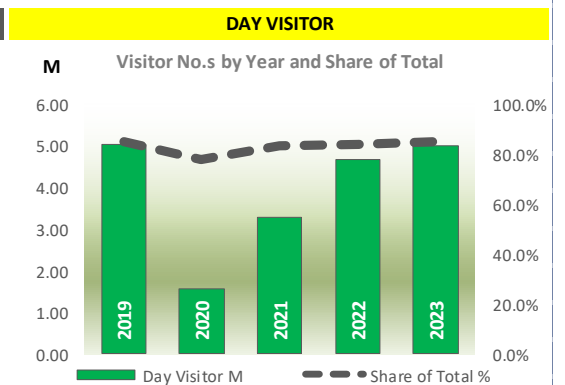


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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / 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 2019 to 2023		-1.5%	-1.2%	-0.3%	0.6%	-3.3%	-2.5%	-3.8%	-1.4%	0.7%	-0.4%	2.5%	3.8%	-1.1%	-0.9%	-1.7%	-1.9%	1.8%		
% Change 2022 to 2023		7.9%	7.9%	7.7%	9.3%	3.5%	5.3%	3.8%	5.7%	9.0%	7.9%	8.0%	7.9%	6.5%	7.8%	6.0%	5.7%	7.9%		
Average Annual Change		-0.4%	-0.3%	-0.1%	0.1%	-0.8%	-0.6%	-0.9%	-0.4%	0.2%	-0.1%	0.6%	1.0%	-0.3%	-0.2%	-0.4%	-0.5%	0.4%		
2019	M	0.191	0.318	0.417	0.488	0.463	0.539	0.741	0.661	0.451	0.273	0.316	0.182	5.040	0.925	1.490	1.853	0.771		
2020	M	0.191	0.318	0.264				0.057	0.367	0.275	0.063	0.004	0.015	1.553	-69.2%	0.772		0.699	0.081	
2021	M				0.154	0.342	0.472	0.648	0.579	0.395	0.239	0.277	0.159	3.265	110.3%		0.968	1.622	0.675	
2022	M	0.174	0.291	0.386	0.449	0.433	0.499	0.687	0.617	0.416	0.252	0.300	0.175	4.679	43.3%	0.851	1.381	1.720	0.727	
2023	M	0.188	0.314	0.416	0.491	0.448	0.526	0.713	0.652	0.454	0.272	0.324	0.189	4.985	6.5%	0.917	1.464	1.819	0.785	

VISITOR NUMBERS						
SHARE OF MARKET		2019	2020	2021	2022	2023
Day Visitor	M	5.040	1.553	3.265	4.679	4.985
All Visitor Types	M	5.916	1.994	3.917	5.564	5.875
Share of Total	%	85.2%	77.9%	83.3%	84.1%	84.9%
Annual Change in Share	%		-8.6%	7.0%	0.9%	0.9%
Change in Share from 2019	%		-8.6%	-2.2%	-1.3%	-0.4%
Avg Ann. Change in Share	%		-8.6%	-1.1%	-0.4%	-0.1%

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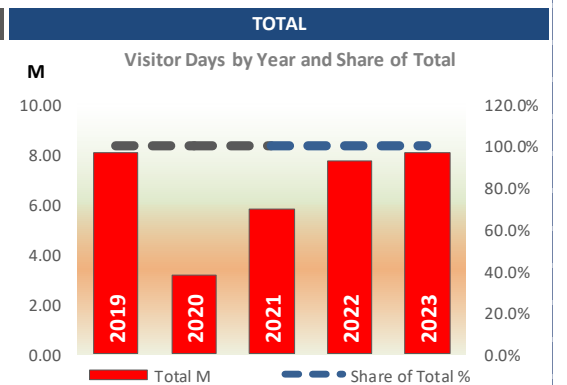


Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2023

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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023	0.3%	0.7%	0.7%	1.7%	-2.0%	-1.2%	-2.7%	-1.7%	2.2%	1.0%	1.5%	3.0%	-0.1%		0.6%	-0.5%	-1.1%	1.7%	
% Change 2022 to 2023	5.2%	5.8%	5.2%	5.8%	2.1%	2.8%	1.6%	2.8%	5.6%	4.9%	5.4%	4.1%	3.9%	Annual Change	5.4%	3.6%	3.1%	4.8%	
Average Annual Change	0.1%	0.2%	0.2%	0.4%	-0.5%	-0.3%	-0.7%	-0.4%	0.5%	0.3%	0.4%	0.7%	0.0%		0.2%	-0.1%	-0.3%	0.4%	
2019	M	0.351	0.422	0.591	0.800	0.751	0.828	1.112	1.091	0.774	0.540	0.428	0.352	8.039	1.364	2.380	2.976	1.319	
2020	M	0.345	0.431	0.403				0.249	0.782	0.596	0.252	0.006	0.077	3.141	-60.9%	1.178		1.627	0.336
2021	M				0.296	0.562	0.776	1.067	1.052	0.769	0.555	0.384	0.309	5.770	83.7%		1.634	2.888	1.248
2022	M	0.335	0.402	0.566	0.769	0.722	0.797	1.064	1.043	0.748	0.520	0.412	0.348	7.725	33.9%	1.302	2.287	2.855	1.280
2023	M	0.352	0.425	0.595	0.813	0.737	0.819	1.082	1.072	0.791	0.545	0.434	0.363	8.027	3.9%	1.372	2.369	2.944	1.342

VISITOR DAYS						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Total	M	8.039	3.141	5.770	7.725	8.027
All Visitor Types	M	8.039	3.141	5.770	7.725	8.027
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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							
% Change 2019 to 2023		16.7%	13.8%	6.0%	8.3%	0.9%	4.4%	1.4%	-6.2%	4.8%	0.9%	-1.5%	12.8%	3.9%	11.1%	4.6%	0.1%	3.2%		
% Change 2022 to 2023		11.2%	3.7%	4.3%	1.0%	-0.1%	2.2%	0.3%	-4.2%	3.1%	2.3%	-2.9%	7.7%	1.8%	5.9%	1.1%	-0.2%	2.3%		
Average Annual Change		4.2%	3.5%	1.5%	2.1%	0.2%	1.1%	0.3%	-1.5%	1.2%	0.2%	-0.4%	3.2%	1.0%	2.8%	1.1%	0.0%	0.8%		
2019	000s	26.9	32.9	46.4	54.3	52.4	63.9	68.1	64.7	67.9	64.7	33.6	32.2	607.9	106.1	170.5	200.7	130.5		
2020	000s	27.4	34.1	23.8				22.9	51.8	57.5	48.4	0.5	7.8	274.3	-54.9%	85.3		132.2	56.7	
2021	000s					19.1	64.1	68.4	67.0	71.8	63.8	32.3	16.1	402.5	46.7%		83.2	207.2	112.1	
2022	000s	28.2	36.1	47.1	58.2	52.9	65.2	68.8	63.4	69.0	63.8	34.1	33.7	620.6	54.2%	111.4	176.4	201.2	131.7	
2023	000s	31.4	37.4	49.1	58.8	52.9	66.6	69.0	60.7	71.1	65.3	33.1	36.3	631.9	1.8%	117.9	178.3	200.9	134.8	

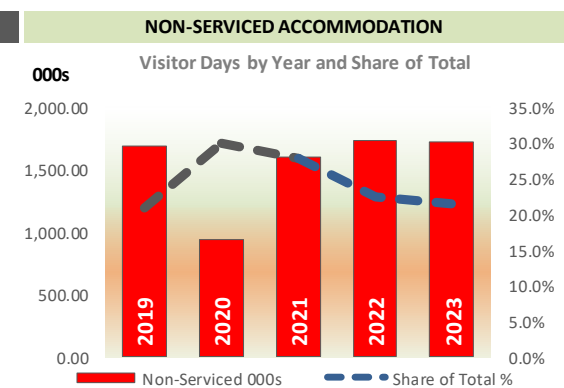
VISITOR DAYS						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Serviced	000s	607.9	274.3	402.5	620.6	631.9
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0
Share of Total	%	7.6%	8.7%	7.0%	8.0%	7.9%
Annual Change in Share	%		15.5%	-20.1%	15.2%	-2.0%
Change in Share from 2019	%		15.5%	-7.7%	6.3%	4.1%
Avg Ann. Change in Share	%		15.5%	-3.9%	2.1%	1.0%



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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		3.6%	7.6%	3.5%	4.5%	0.5%	1.1%	-0.6%	-1.4%	5.3%	4.3%	-0.7%	1.8%	1.9%	Annual Change	4.5%	2.0%	0.8%	2.9%	
% Change 2022 to 2023		-0.5%	-2.5%	-2.6%	0.7%	0.0%	-3.3%	-3.9%	-1.4%	1.1%	2.3%	-2.1%	-5.0%	-1.1%	Annual Change	-2.1%	-0.9%	-1.4%	0.1%	
Average Annual Change		0.9%	1.9%	0.9%	1.1%	0.1%	0.3%	-0.2%	-0.3%	1.3%	1.1%	-0.2%	0.5%	0.5%	Annual Change	1.1%	0.5%	0.2%	0.7%	
2019	000s	34.9	38.7	90.5	168.0	178.6	180.7	230.5	288.1	215.5	162.2	47.2	49.8	1,684.9		164.2	527.3	734.2	259.3	
2020	000s	32.2	43.0	84.8				131.5	290.0	223.9	112.9	1.5	21.9	941.8	-44.1%	160.1		645.3	136.4	
2021	000s				101.0	156.2	192.8	268.5	321.6	256.4	204.7	45.6	56.0	1,602.9	70.2%		450.1	846.5	306.3	
2022	000s	36.3	42.7	96.1	174.4	179.6	189.0	238.4	288.2	224.5	165.3	47.9	53.4	1,735.8	8.3%	175.2	542.9	751.1	266.6	
2023	000s	36.2	41.7	93.6	175.6	179.5	182.8	229.1	284.1	227.0	169.1	46.9	50.7	1,716.4	-1.1%	171.5	537.9	740.2	266.8	

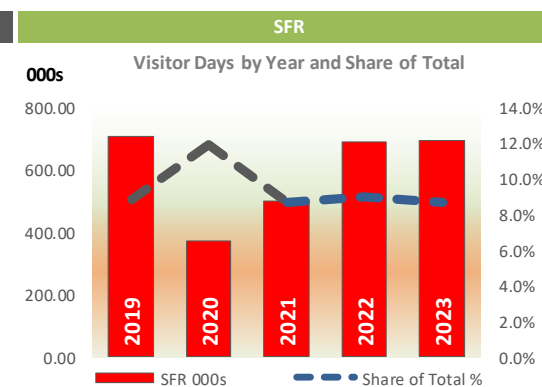
VISITOR DAYS						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Non-Serviced	000s	1,684.9	941.8	1,602.9	1,735.8	1,716.4
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0
Share of Total	%	21.0%	30.0%	27.8%	22.5%	21.4%
Annual Change in Share	%		43.1%	-7.3%	-19.1%	-4.8%
Change in Share from 2019	%		43.1%	32.6%	7.2%	2.0%
Avg Ann. Change in Share	%		43.1%	16.3%	2.4%	0.5%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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			Q1	Q2	Q3	Q4	
% Change 2019 to 2023		-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	
% Change 2022 to 2023		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	
Average Annual Change		-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	
2019	000s	98.2	33.0	37.5	89.6	57.6	44.4	72.0	76.3	39.3	39.2	30.6	88.5	706.4		168.8	191.6	187.6	158.4	
2020	000s	95.0	35.7	29.9				37.4	74.1	39.1	28.0	0.8	32.2	372.3	-47.3%	160.6		150.7	61.0	
2021	000s				41.0	44.1	47.0	81.9	84.7	45.8	46.8	29.7	78.4	499.4	34.2%		132.1	212.4	154.9	
2022	000s	95.9	32.2	36.7	87.5	56.3	43.3	70.3	74.4	38.3	38.3	29.8	86.4	689.5	38.1%	164.8	187.0	183.1	154.6	
2023	000s	96.5	32.4	36.9	88.0	56.6	43.6	70.8	74.9	38.6	38.6	30.0	87.0	693.9	0.6%	165.8	188.2	184.3	155.6	

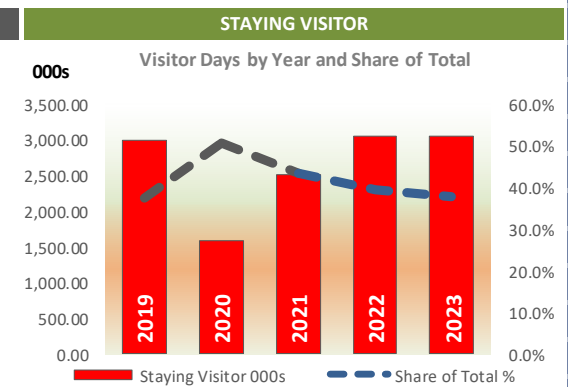
VISITOR DAYS						
SHARE OF MARKET		2019	2020	2021	2022	2023
SFR	000s	706.4	372.3	499.4	689.5	693.9
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0
Share of Total	%	8.8%	11.9%	8.7%	8.9%	8.6%
Annual Change in Share	%		34.9%	-27.0%	3.1%	-3.2%
Change in Share from 2019	%		34.9%	-1.5%	1.6%	-1.6%
Avg Ann. Change in Share	%		34.9%	-0.7%	0.5%	-0.4%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
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 2019 to 2023		2.5%	6.6%	3.0%	3.4%	0.1%	1.4%	-0.5%	-2.2%	4.3%	2.6%	-1.2%	2.0%	1.4%	3.7%	1.7%	0.3%	1.6%		
% Change 2022 to 2023		2.2%	0.4%	-0.1%	0.8%	0.1%	-1.5%	-2.3%	-1.5%	1.4%	2.1%	-1.6%	0.3%	-0.1%	0.9%	-0.2%	-0.9%	0.8%		
Average Annual Change		0.6%	1.6%	0.8%	0.8%	0.0%	0.4%	-0.1%	-0.5%	1.1%	0.6%	-0.3%	0.5%	0.4%	0.9%	0.4%	0.1%	0.4%		
2019	000s	160.0	104.6	174.4	311.9	288.6	288.9	370.7	429.1	322.7	266.2	111.4	170.6	2,999.1	439.0	889.5	1,122.5	548.2		
2020	000s	154.5	112.9	138.6				191.8	415.9	320.5	189.3	2.8	61.9	1,588.3	-47.0%	406.0		928.2	254.1	
2021	000s				142.1	219.4	304.0	418.8	473.3	374.0	315.3	107.5	150.5	2,504.7	57.7%		665.4	1,266.1	573.3	
2022	000s	160.4	111.0	179.9	320.1	288.7	297.5	377.5	426.0	331.9	267.5	111.9	173.5	3,045.9	21.6%	451.3	906.3	1,135.4	552.9	
2023	000s	164.0	111.5	179.7	322.5	289.0	293.0	368.9	419.7	336.7	273.0	110.1	174.0	3,042.2	-0.1%	455.2	904.5	1,125.4	557.1	

VISITOR DAYS						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Staying Visitor	000s	2,999.1	1,588.3	2,504.7	3,045.9	3,042.2
All Visitor Types	M	8.0	3.1	5.8	7.7	8.0
Share of Total	%	37.3%	50.6%	43.4%	39.4%	37.9%
Annual Change in Share	%		35.5%	-14.2%	-9.2%	-3.9%
Change in Share from 2019	%		35.5%	16.4%	5.7%	1.6%
Avg Ann. Change in Share	%		35.5%	8.2%	1.9%	0.4%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change		Q1	Q2	Q3	Q4
% Change 2019 to 2023		-1.5%	-1.2%	-0.3%	0.6%	-3.3%	-2.5%	-3.8%	-1.4%	0.7%	-0.4%	2.5%	3.8%	-1.1%	Annual Change		-0.9%	-1.7%	-1.9%	1.8%	
% Change 2022 to 2023		7.9%	7.9%	7.7%	9.3%	3.5%	5.3%	3.8%	5.7%	9.0%	7.9%	8.0%	7.9%	6.5%	Annual Change		7.8%	6.0%	5.7%	7.9%	
Average Annual Change		-0.4%	-0.3%	-0.1%	0.1%	-0.8%	-0.6%	-0.9%	-0.4%	0.2%	-0.1%	0.6%	1.0%	-0.3%	Annual Change		-0.2%	-0.4%	-0.5%	0.4%	
2019	M	0.191	0.318	0.417	0.488	0.463	0.539	0.741	0.661	0.451	0.273	0.316	0.182	5.040	Annual Change		0.925	1.490	1.853	0.771	
2020	M	0.191	0.318	0.264				0.057	0.367	0.275	0.063	0.004	0.015	1.553	Annual Change		0.772		0.699	0.081	
2021	M				0.154	0.342	0.472	0.648	0.579	0.395	0.239	0.277	0.159	3.265	Annual Change			0.968	1.622	0.675	
2022	M	0.174	0.291	0.386	0.449	0.433	0.499	0.687	0.617	0.416	0.252	0.300	0.175	4.679	Annual Change		0.851	1.381	1.720	0.727	
2023	M	0.188	0.314	0.416	0.491	0.448	0.526	0.713	0.652	0.454	0.272	0.324	0.189	4.985	Annual Change		0.917	1.464	1.819	0.785	

VISITOR DAYS						
SHARE OF MARKET		2019	2020	2021	2022	2023
Day Visitor	M	5.040	1.553	3.265	4.679	4.985
All Visitor Types	M	8.039	3.141	5.770	7.725	8.027
Share of Total	%	62.7%	49.4%	56.6%	60.6%	62.1%
Annual Change in Share	%		-21.2%	14.5%	7.0%	2.5%
Change in Share from 2019	%		-21.2%	-9.7%	-3.4%	-0.9%
Avg Ann. Change in Share	%		-21.2%	-4.9%	-1.1%	-0.2%



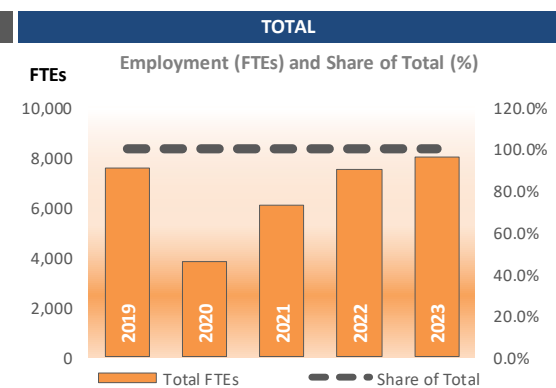
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2023

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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023	TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change				
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019 to 2023	5.8%	6.9%	6.2%	8.0%	4.4%	5.3%	4.1%	3.2%	8.4%	6.8%	4.9%	6.7%	5.7%		6.3%	5.9%	5.0%	6.2%
% Change 2022 to 2023	5.4%	5.0%	5.1%	9.0%	6.8%	6.5%	6.0%	7.0%	9.3%	8.6%	7.1%	6.5%	7.0%		5.2%	7.4%	7.3%	7.5%
Average Annual Change	1.5%	1.7%	1.5%	2.0%	1.1%	1.3%	1.0%	0.8%	2.1%	1.7%	1.2%	1.7%	1.4%	Annual Change	1.6%	1.5%	1.2%	1.6%
2019 FTEs	4,409	4,716	6,309	8,779	8,621	9,021	11,261	11,990	9,216	7,203	4,829	4,631	7,582		5,145	8,807	10,822	5,554
2020 FTEs	4,312	4,852	4,858	-	-	-	4,699	11,170	8,775	5,140	115	1,649	3,798	-49.9%	4,674		8,215	2,301
2021 FTEs	-	-	-	3,463	6,872	9,701	12,204	13,145	10,430	8,129	4,654	4,417	6,085	60.2%		6,679	11,926	5,733
2022 FTEs	4,425	4,800	6,375	8,703	8,425	8,924	11,057	11,570	9,136	7,086	4,731	4,640	7,489	23.1%	5,200	8,684	10,588	5,486
2023 FTEs	4,666	5,041	6,699	9,485	8,998	9,501	11,718	12,379	9,989	7,693	5,065	4,940	8,014	7.0%	5,468	9,328	11,362	5,900

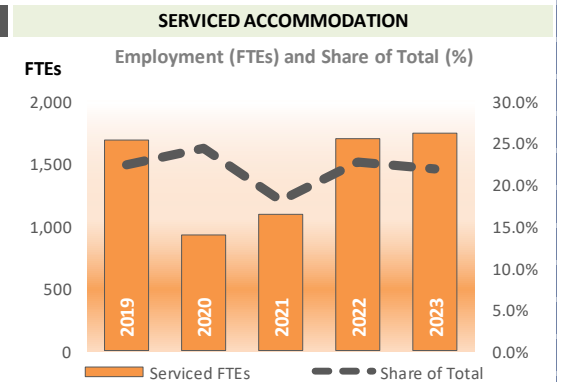
EMPLOYMENT					
SHARE OF MARKET	2019	2020	2021	2022	2023
Total FTEs	7,582	3,798	6,085	7,489	8,014
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %					
Change in Share from 2019 %					
Avg Ann. Change in Share %					



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		4.9%	5.0%	3.9%	5.4%	2.5%	4.3%	3.2%	-0.1%	4.6%	2.8%	1.2%	4.8%	3.5%	Annual Change	4.6%	4.1%	2.6%	2.9%	
% Change 2022 to 2023		3.4%	2.0%	2.8%	3.1%	2.5%	3.8%	3.1%	1.1%	4.3%	3.7%	1.0%	3.9%	2.9%	Annual Change	2.7%	3.2%	2.9%	2.9%	
Average Annual Change		1.2%	1.2%	1.0%	1.3%	0.6%	1.1%	0.8%	0.0%	1.1%	0.7%	0.3%	1.2%	0.9%	Annual Change	1.1%	1.0%	0.6%	0.7%	
2019	FTEs	1,398	1,459	1,615	1,749	1,736	1,853	1,903	1,884	1,894	1,826	1,471	1,469	1,688		1,491	1,779	1,894	1,589	
2020	FTEs	1,403	1,471	1,226	-	-	-	1,031	1,770	1,816	1,683	42	632	923	-45.3%	1,367		1,539	785	
2021	FTEs	-	-	-	-	777	1,899	1,953	1,957	1,986	1,834	1,466	1,296	1,097	18.9%		892	1,965	1,532	
2022	FTEs	1,419	1,500	1,633	1,787	1,737	1,861	1,904	1,861	1,899	1,810	1,473	1,482	1,697	54.7%	1,518	1,795	1,888	1,588	
2023	FTEs	1,467	1,531	1,679	1,842	1,780	1,932	1,963	1,882	1,981	1,877	1,488	1,540	1,747	2.9%	1,559	1,851	1,942	1,635	

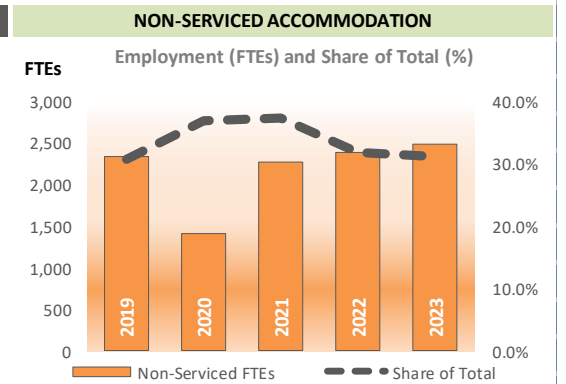
EMPLOYMENT					
SHARE OF MARKET	2019	2020	2021	2022	2023
Serviced FTEs	1,688	923	1,097	1,697	1,747
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014
Share of Total %	22.3%	24.3%	18.0%	22.7%	21.8%
Annual Change in Share %		9.2%	-25.8%	25.6%	-3.8%
Change in Share from 2019 %		9.2%	-19.0%	1.8%	-2.1%
Avg Ann. Change in Share %		9.2%	-9.5%	0.6%	-0.5%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		NON-SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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			Q1	Q2	Q3	Q4		
% Change 2019 to 2023		6.3%	9.6%	7.3%	9.9%	5.7%	6.5%	5.3%	3.1%	10.5%	9.2%	3.6%	5.4%	6.8%			7.7%	7.3%	6.0%	7.1%	
% Change 2022 to 2023		2.2%	0.8%	1.0%	6.4%	5.8%	2.9%	2.5%	5.1%	7.4%	8.0%	3.0%	1.2%	4.6%			1.3%	5.0%	5.0%	5.3%	
Average Annual Change		1.6%	2.4%	1.8%	2.5%	1.4%	1.6%	1.3%	0.8%	2.6%	2.3%	0.9%	1.3%	1.7%			1.9%	1.8%	1.5%	1.8%	
2019	FTEs	879	961	1,618	2,727	2,916	2,890	3,494	4,365	3,321	2,624	1,063	1,076	2,328			1,153	2,844	3,727	1,588	
2020	FTEs	829	1,035	1,524	-	-	-	2,252	4,943	3,636	2,079	36	499	1,403	-39.7%			1,129		3,610	871
2021	FTEs	-	-	-	1,736	2,847	3,434	4,185	5,233	4,140	3,337	1,050	1,206	2,264	61.4%				2,672	4,519	1,864
2022	FTEs	914	1,044	1,719	2,816	2,914	2,992	3,588	4,282	3,415	2,652	1,068	1,121	2,377	5.0%			1,226	2,907	3,762	1,614
2023	FTEs	934	1,053	1,736	2,998	3,083	3,078	3,678	4,498	3,669	2,865	1,100	1,134	2,486	4.6%			1,241	3,053	3,949	1,700

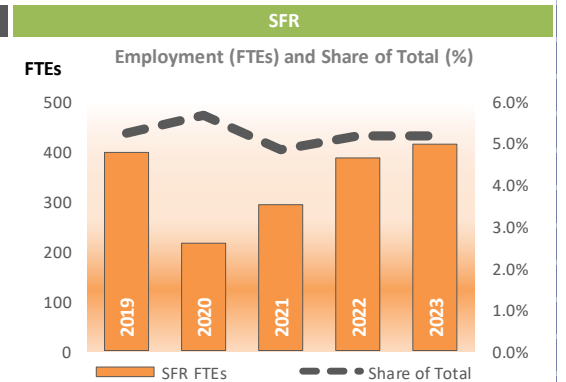
EMPLOYMENT					
SHARE OF MARKET	2019	2020	2021	2022	2023
Non-Serviced FTEs	2,328	1,403	2,264	2,377	2,486
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014
Share of Total %	30.7%	36.9%	37.2%	31.7%	31.0%
Annual Change in Share %		20.3%	0.7%	-14.7%	-2.3%
Change in Share from 2019 %		20.3%	21.2%	3.4%	1.0%
Avg Ann. Change in Share %		20.3%	10.6%	1.1%	0.3%



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

STEAM REPORT FOR 2019-2023 - FINAL													2019 to 2023		SFR	DIRECT EMPLOYMENT			
HEREFORDSHIRE																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023		4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%
% Change 2022 to 2023		5.1%	5.1%	5.1%	8.1%	8.1%	8.1%	8.1%	8.1%	8.1%	8.1%	8.1%	8.1%	7.4%	Annual Change	5.1%	8.1%	8.1%	8.1%
Average Annual Change		1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	Annual Change	1.1%	1.1%	1.1%	1.1%
2019	FTEs	663	223	253	605	389	300	486	515	265	265	206	597	397		380	431	422	356
2020	FTEs	639	240	201	-	-	-	258	528	279	199	6	229	215	-45.9%	360		355	145
2021	FTEs	-	-	-	292	314	335	583	603	326	323	205	542	294	36.6%		314	504	357
2022	FTEs	659	221	252	584	376	290	470	498	256	256	199	578	387	31.7%	377	417	408	344
2023	FTEs	693	233	265	632	406	313	508	538	277	277	216	624	415	7.4%	397	450	441	372

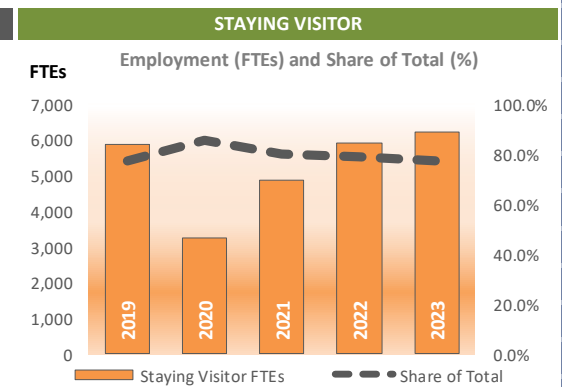
EMPLOYMENT					
SHARE OF MARKET	2019	2020	2021	2022	2023
SFR FTEs	397	215	294	387	415
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014
Share of Total %	5.2%	5.7%	4.8%	5.2%	5.2%
Annual Change in Share %		8.1%	-14.7%	7.0%	0.3%
Change in Share from 2019 %		8.1%	-7.9%	-1.5%	-1.2%
Avg Ann. Change in Share %		8.1%	-3.9%	-0.5%	-0.3%



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STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023		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		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			Q1	Q2	Q3	Q4	
% Change 2019 to 2023		5.2%	6.6%	5.5%	7.7%	4.5%	5.6%	4.5%	2.3%	8.2%	6.4%	2.3%	4.9%	5.3%	Annual Change		5.7%	5.9%	4.8%	4.9%
% Change 2022 to 2023		3.4%	1.8%	2.1%	5.5%	4.9%	3.5%	3.1%	4.2%	6.4%	6.4%	2.3%	3.7%	4.2%			2.4%	4.6%	4.5%	4.5%
Average Annual Change		1.3%	1.6%	1.4%	1.9%	1.1%	1.4%	1.1%	0.6%	2.0%	1.6%	0.6%	1.2%	1.3%			1.4%	1.5%	1.2%	1.2%
2019	FTEs	2,940	2,642	3,487	5,080	5,041	5,042	5,883	6,763	5,480	4,714	2,740	3,142	4,413			3,023	5,054	6,042	3,532
2020	FTEs	2,871	2,746	2,951	-	-	-	3,541	7,241	5,731	3,961	83	1,360	2,540	-42.4%		2,856		5,505	1,801
2021	FTEs	-	-	-	2,028	3,937	5,668	6,722	7,793	6,452	5,495	2,721	3,044	3,655	43.9%			3,878	6,989	3,753
2022	FTEs	2,991	2,766	3,605	5,187	5,026	5,142	5,962	6,641	5,570	4,718	2,740	3,181	4,461	22.0%		3,121	5,119	6,058	3,546
2023	FTEs	3,093	2,817	3,680	5,471	5,270	5,322	6,149	6,918	5,927	5,018	2,804	3,298	4,647	4.2%		3,197	5,354	6,331	3,707

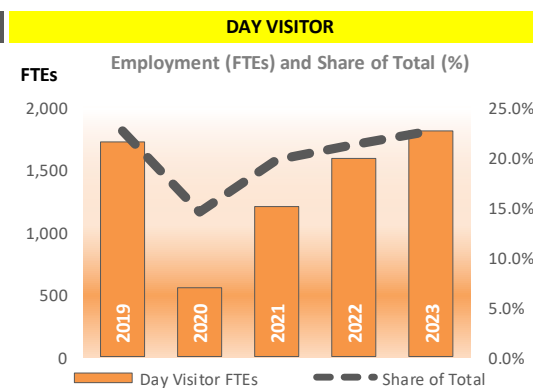
EMPLOYMENT					
SHARE OF MARKET	2019	2020	2021	2022	2023
Staying Visitor FTEs	5,864	3,246	4,883	5,897	6,207
Total Employment FTEs	7,582	3,798	6,085	7,489	8,014
Share of Total %	77.3%	85.5%	80.2%	78.7%	77.4%
Annual Change in Share %		10.5%	-6.1%	-1.9%	-1.6%
Change in Share from 2019 %		10.5%	3.8%	1.8%	0.1%
Avg Ann. Change in Share %		10.5%	1.9%	0.6%	0.0%



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STEAM REPORT FOR 2019-2023 - FINAL													2019 to 2023		DAY VISITOR		DIRECT EMPLOYMENT			
HEREFORDSHIRE																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		4.8%	5.1%	6.0%	7.0%	2.9%	3.6%	2.3%	4.8%	7.1%	5.9%	9.0%	10.4%	5.2%	5.4%	4.5%	4.4%	8.2%		
% Change 2022 to 2023		10.9%	10.9%	10.7%	17.4%	11.1%	13.1%	11.5%	13.5%	17.0%	15.8%	15.9%	15.9%	13.5%	10.8%	13.9%	13.6%	15.9%		
Average Annual Change		1.2%	1.3%	1.5%	1.7%	0.7%	0.9%	0.6%	1.2%	1.8%	1.5%	2.3%	2.6%	1.3%	1.4%	1.1%	1.1%	2.1%		
2019	FTEs	780	1,300	1,706	1,996	1,894	2,207	3,032	2,706	1,845	1,119	1,294	743	1,718	1,262	2,032	2,528	1,052		
2020	FTEs	778	1,295	1,077	-	-	-	243	1,634	1,227	280	16	67	551	-67.9%	1,050		1,035	121	
2021	FTEs	-	-	-	685	1,527	2,105	2,891	2,580	1,759	1,019	1,179	677	1,202	117.9%		1,439	2,410	958	
2022	FTEs	737	1,231	1,633	1,819	1,754	2,023	2,783	2,499	1,688	1,023	1,217	708	1,593	32.6%	1,201	1,865	2,323	982	
2023	FTEs	817	1,366	1,808	2,136	1,949	2,288	3,103	2,837	1,975	1,184	1,410	820	1,808	13.5%	1,330	2,124	2,638	1,138	

EMPLOYMENT						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Day Visitor	FTEs	1,718	551	1,202	1,593	1,808
Total Employment	FTEs	7,582	3,798	6,085	7,489	8,014
Share of Total	%	22.7%	14.5%	19.8%	21.3%	22.6%
Annual Change in Share	%		-35.9%	36.0%	7.7%	6.1%
Change in Share from 2019	%		-35.9%	-12.9%	-6.2%	-0.5%
Avg Ann. Change in Share	%		-35.9%	-6.4%	-2.1%	-0.1%



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**STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE**

2023

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	267	4,469	0	0	0	0
+50 room hotels	6	1,013	0	0	0	0
11-50 room hotels	43	1,709	0	0	0	0
<10 room hotels/others	218	1,747	0	0	0	0

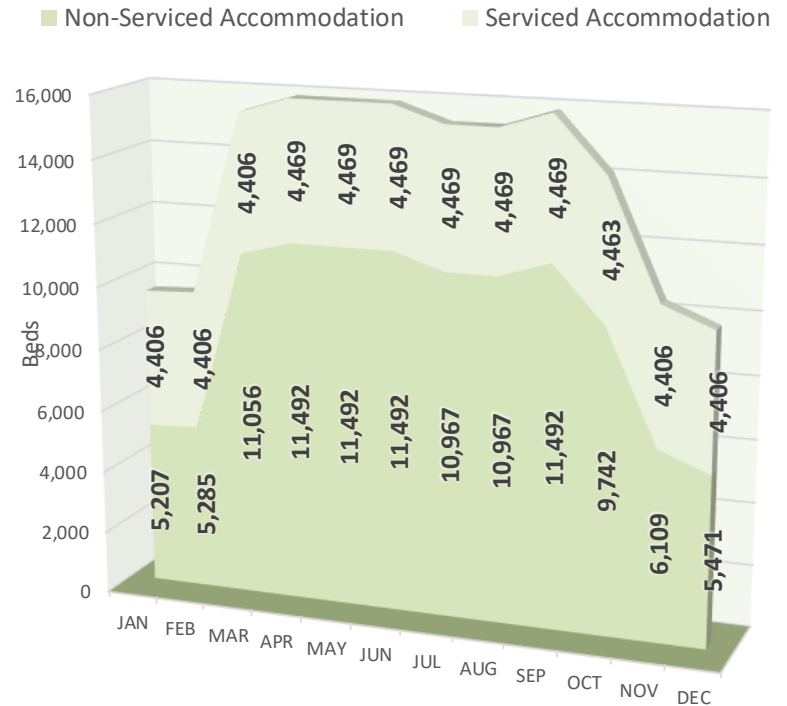
NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	295	11,492	0	0	0	0
Self catering	231	2,420	0	0	0	0
Static caravans/chalets	14	316	0	0	0	0
Touring caravans/camping	50	5,604	0	0	0	0
Not-for-hire statics	0	3,152	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	562	15,961	0	0	0	0
Serviced Accommodation Share of Total	48%	28%				
Non-Serviced Accommodation Share of Total	52%	72%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	9,613	9,691	15,462	15,961	15,961	15,961	15,436	15,436	15,961	14,205	10,515	9,877
Serviced Accommodation	4,406	4,406	4,406	4,469	4,469	4,469	4,469	4,469	4,469	4,463	4,406	4,406
Non-Serviced Accommodation	5,207	5,285	11,056	11,492	11,492	11,492	10,967	10,967	11,492	9,742	6,109	5,471

SEASONAL AVAILABILITY OF BED SUPPLY

2023



Report Sections With Historic Financial Data Indexed to 2023 Prices

Sections:

*Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis*

Visitor Types:

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

Indexation:

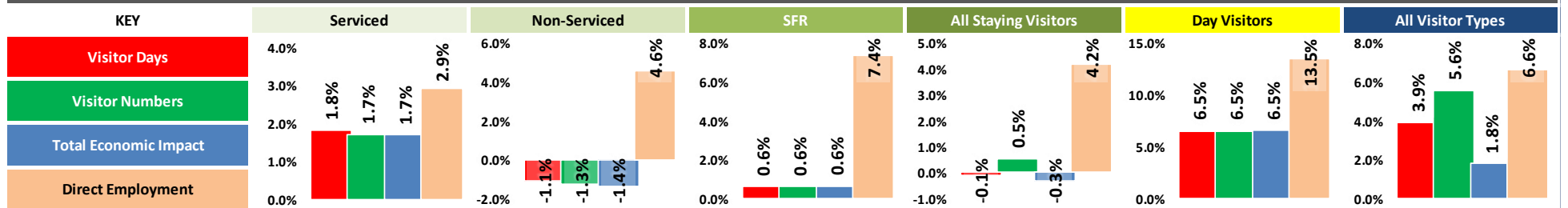
Indexation to: 2023

2019	<i>1.27</i>
2020	<i>1.24</i>
2021	<i>1.22</i>
2022	<i>1.13</i>
2023	<i>1.00</i>

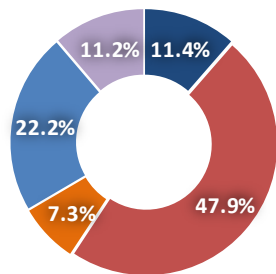
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
Visitor Days	M	0.632	0.621	1.8%	1.716	1.736	-1.1%	0.694	0.689	0.6%	3.042	3.046	-0.1%	4.985	4.679	6.5%	8.027	7.725	3.9%		
Visitor Numbers	M	0.357	0.351	1.7%	0.241	0.244	-1.3%	0.291	0.290	0.6%	0.890	0.885	0.5%	4.985	4.679	6.5%	5.875	5.564	5.6%		
Direct Expenditure	£M																				
Economic Impact	£M	140.22	137.89	1.7%	303.67	307.91	-1.4%	55.64	55.28	0.6%	499.53	501.08	-0.3%	236.37	221.84	6.5%	735.90	722.92	1.8%		
Direct Employment	FTEs	1,747	1,697	2.9%	2,486	2,377	4.6%	415	387	7.4%	4,647	4,461	4.2%	1,808	1,593	13.5%	6,455	6,054	6.6%		
Total Employment	FTEs																				
																	8,014	7,489	7.0%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



Sectoral Distribution of Economic Impact - £M including VAT indexed to 2023



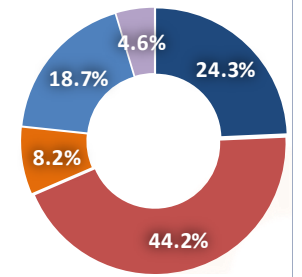
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2023	2022	+/- %
Accommodation	62.75	62.51	0.4%
Food & Drink	263.36	255.74	3.0%
Recreation	40.12	40.03	0.2%
Shopping	122.18	121.36	0.7%
Transport	61.82	60.72	1.8%
TOTAL DIRECT	550.23	540.35	1.8%
Indirect	185.67	182.57	1.7%
TOTAL	735.90	722.92	1.8%

Sectors

	2023	2022	+/- %
Accommodation	1,569	1,569	0.0%
Food & Drink	2,853	2,594	10.0%
Recreation	527	493	7.0%
Shopping	1,207	1,122	7.5%
Transport	299	275	8.7%
TOTAL DIRECT	6,455	6,054	6.6%
Indirect	1,559	1,436	8.6%
TOTAL	8,014	7,489	7.0%

Sectoral Distribution of Employment - FTEs



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

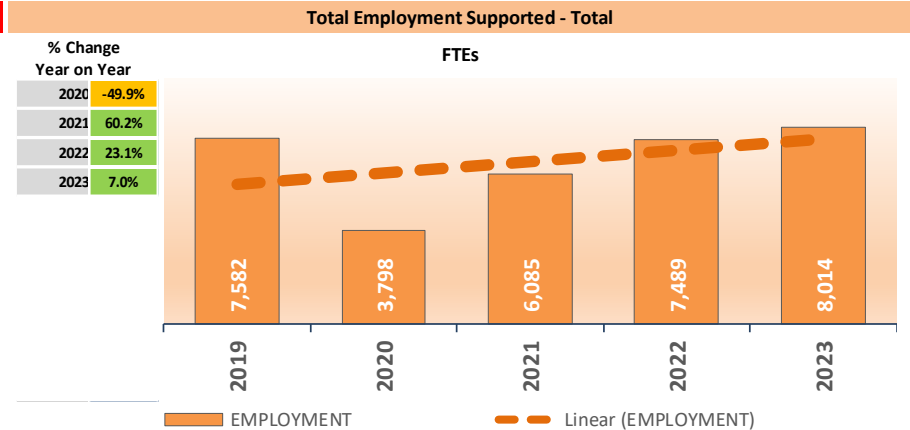
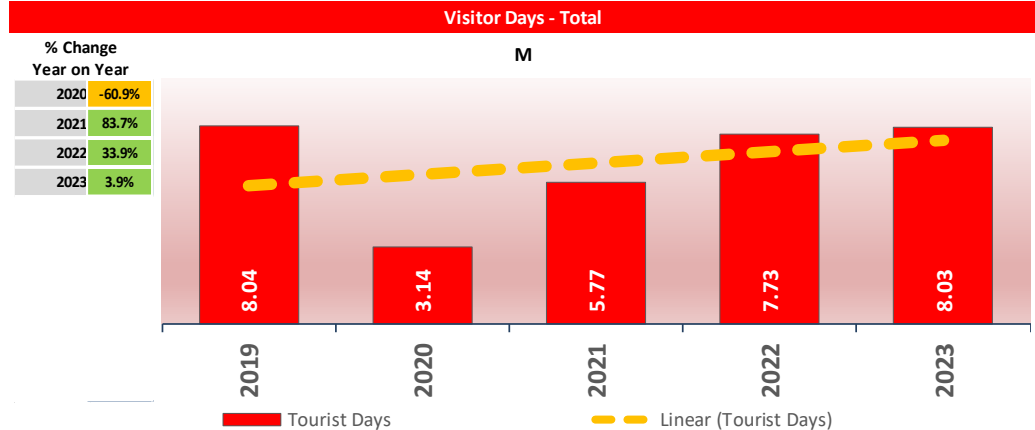
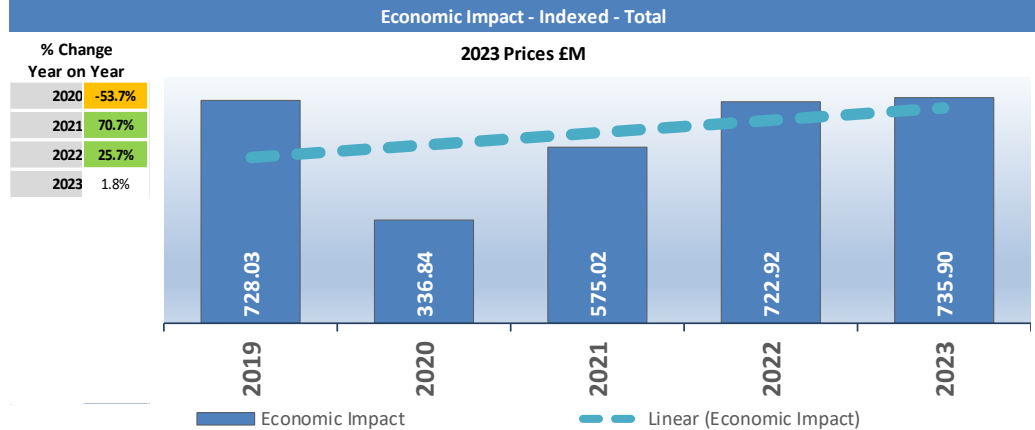
Direct Employment Categories

**STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE**

2019 to 2023
2023 Prices

TOTAL

**KEY MEASURES
Indexed**



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Indexed		-53.7%	-21.0%	-0.7%	1.1%
Visitor Numbers		-66.3%	-33.8%	-6.0%	-0.7%
Visitor Days		-60.9%	-28.2%	-3.9%	-0.1%
Total Employment		-49.9%	-19.8%	-1.2%	5.7%

"Linear" = Linear Trendline

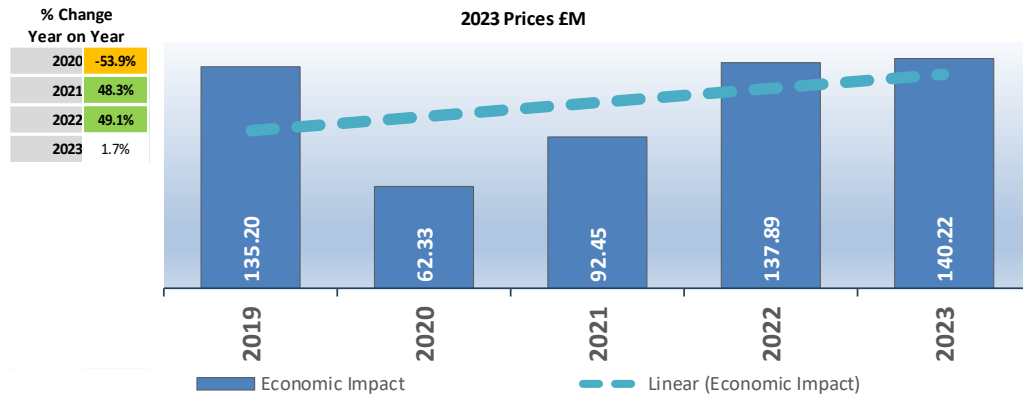
STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE

2019 to 2023
2023 Prices

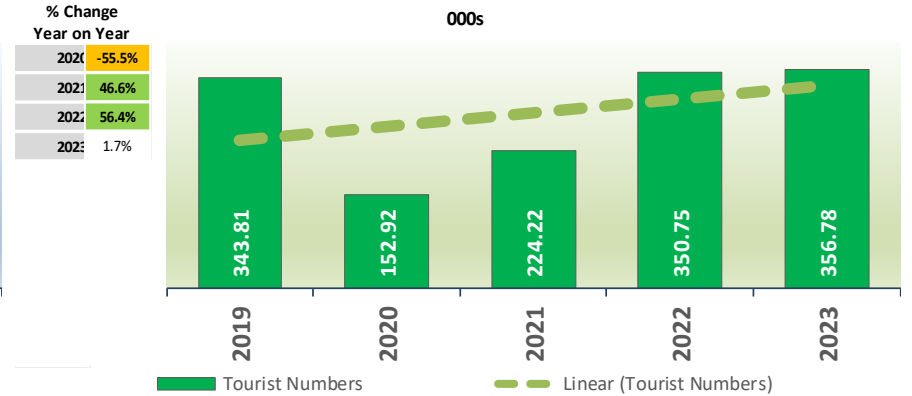
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

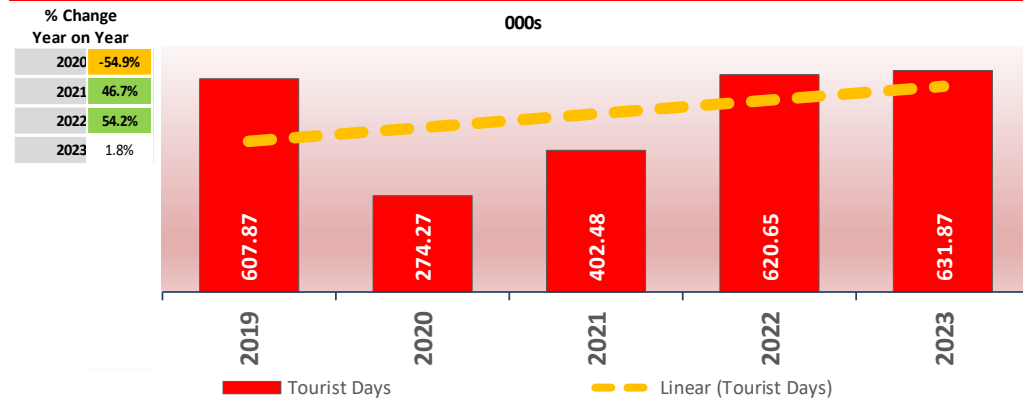
Economic Impact - Indexed - Serviced Accommodation



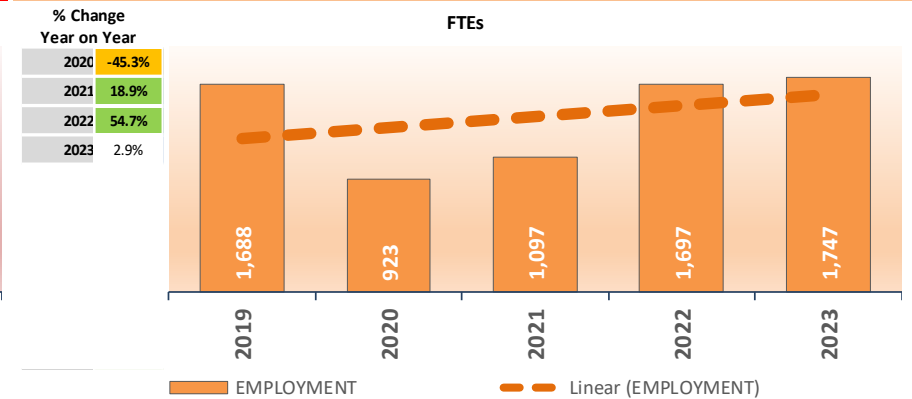
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Indexed		-53.9%	-31.6%	2.0%	3.7%
Visitor Numbers		-55.5%	-34.8%	2.0%	3.8%
Visitor Days		-54.9%	-33.8%	2.1%	3.9%
Direct Employment		-45.3%	-35.0%	0.5%	3.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE

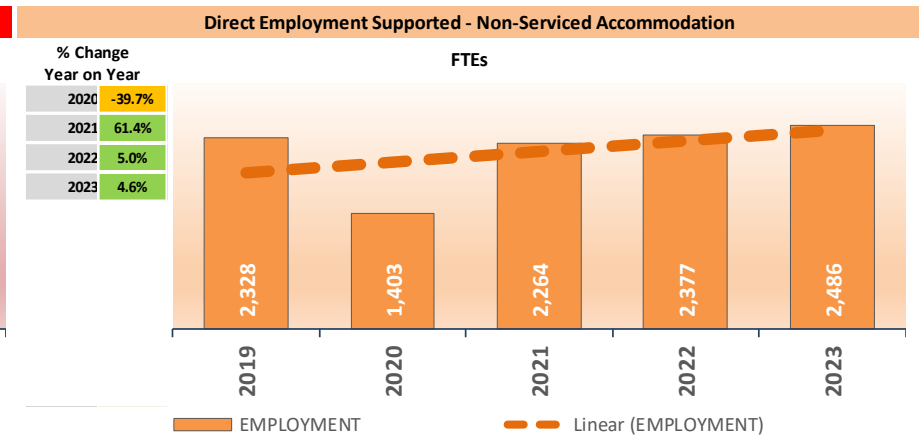
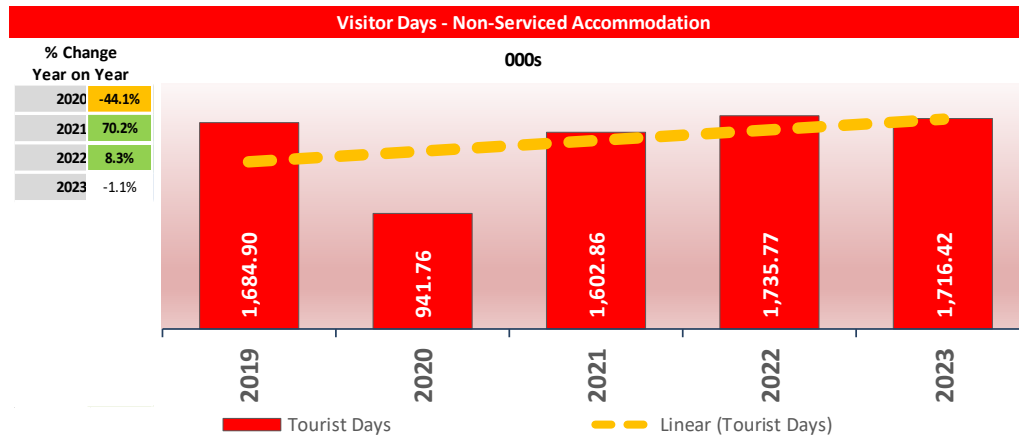
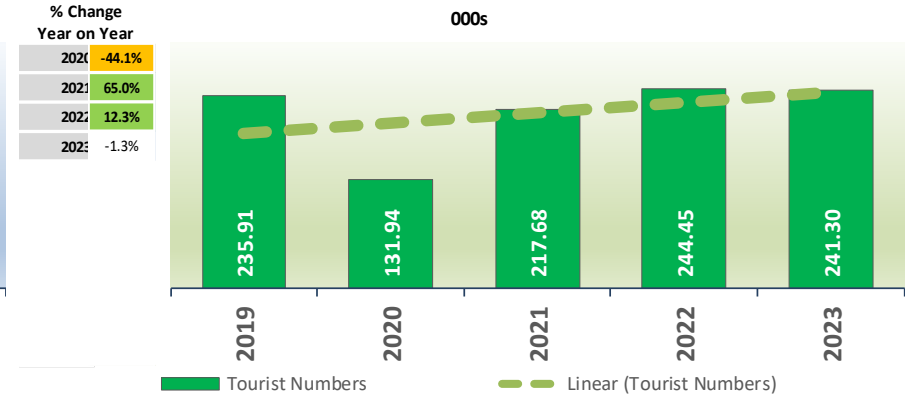
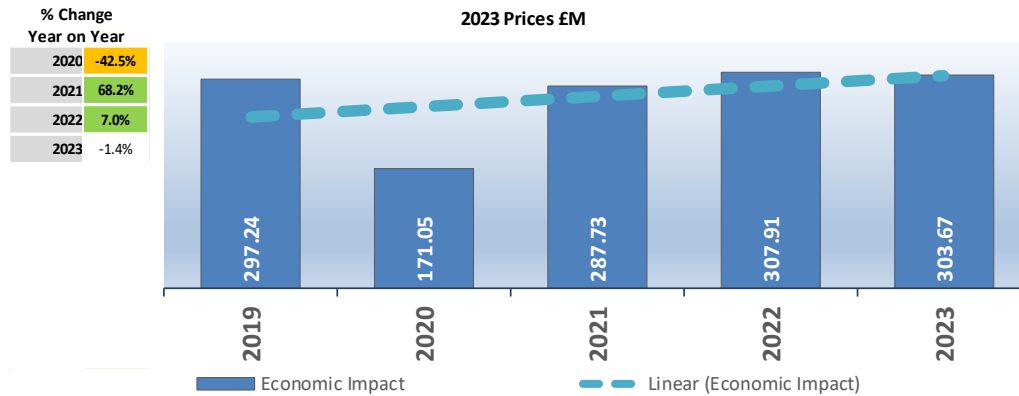
2019 to 2023
2023 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Indexed		-42.5%	-3.2%	3.6%	2.2%
Visitor Numbers		-44.1%	-7.7%	3.6%	2.3%
Visitor Days		-44.1%	-4.9%	3.0%	1.9%
Direct Employment		-39.7%	-2.7%	2.1%	6.8%

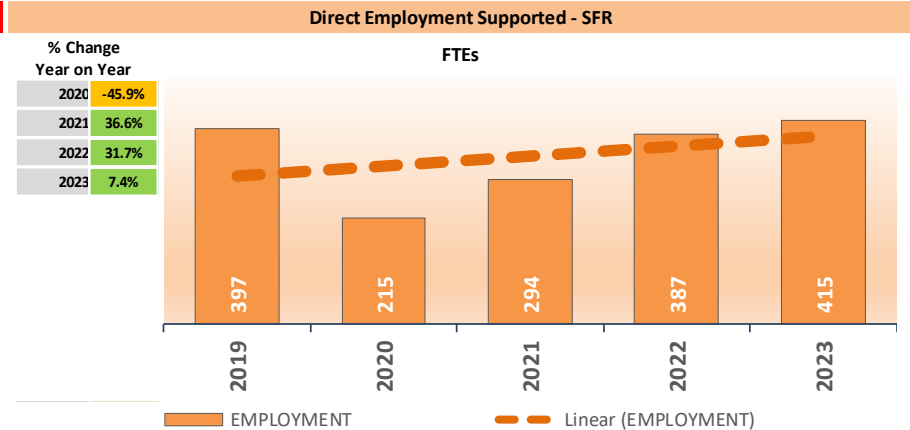
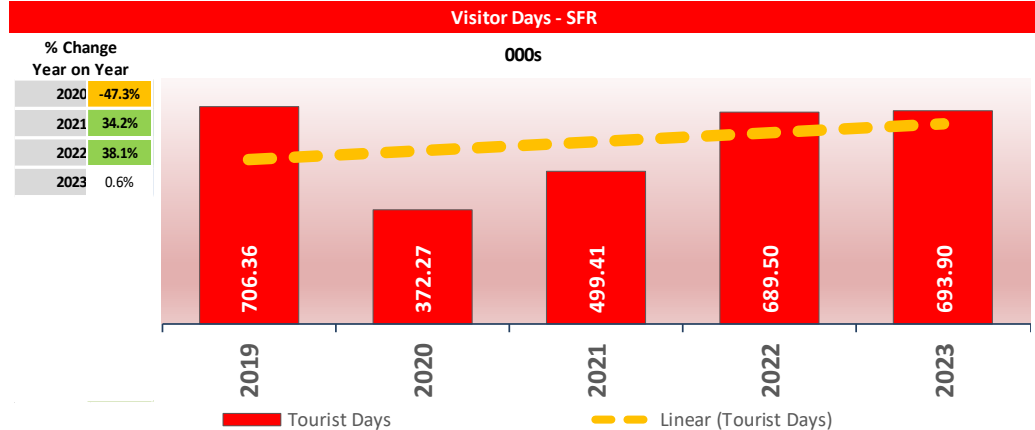
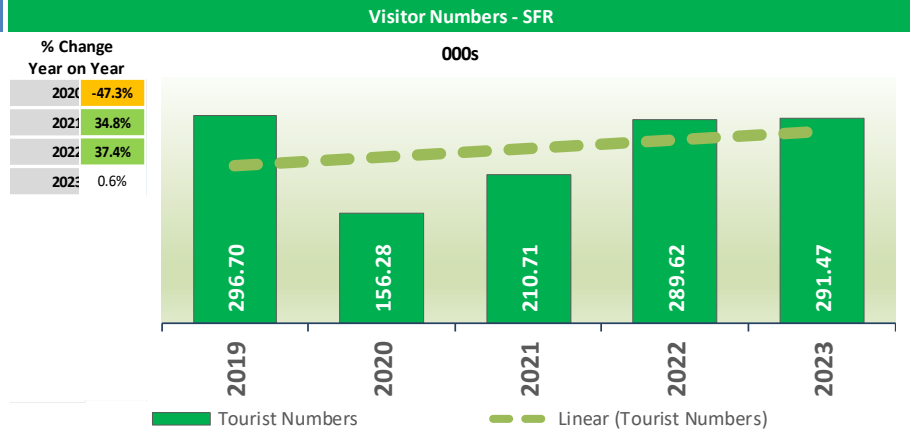
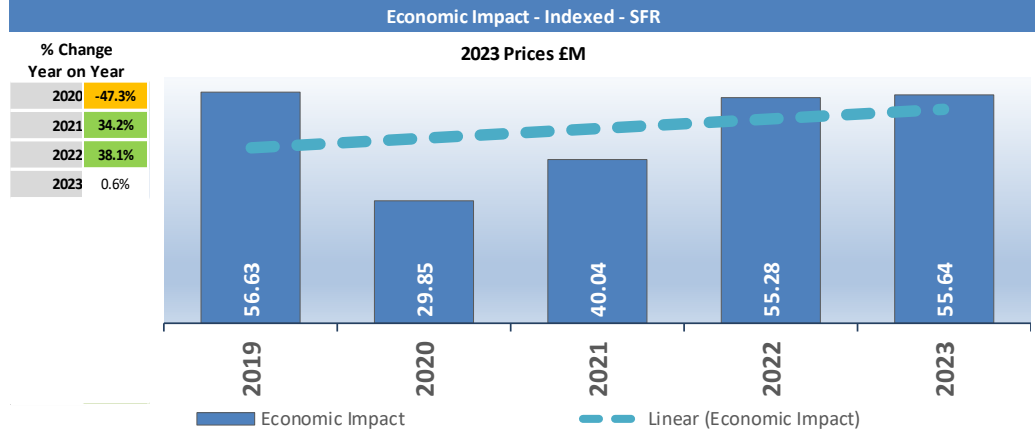
"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE

2019 to 2023
2023 Prices

SFR

KEY MEASURES
Indexed



% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Indexed		-47.3%	-29.3%	-2.4%	-1.8%
Visitor Numbers		-47.3%	-29.0%	-2.4%	-1.8%
Visitor Days		-47.3%	-29.3%	-2.4%	-1.8%
Direct Employment		-45.9%	-26.1%	-2.7%	4.5%

"Linear" = Linear Trendline

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Report Prepared by: Cathy James. Date of Issue: 19/07/24

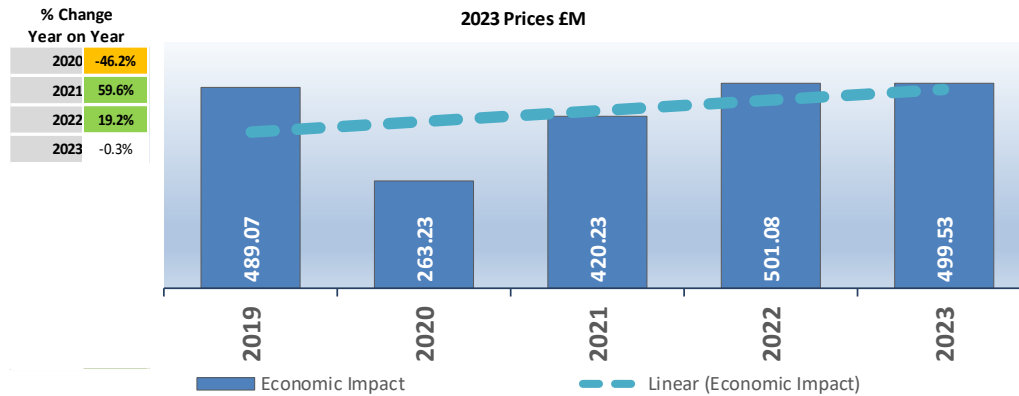
STEAM REPORT FOR 2019-2023 - FINAL
HEREFORDSHIRE

2019 to 2023
2023 Prices

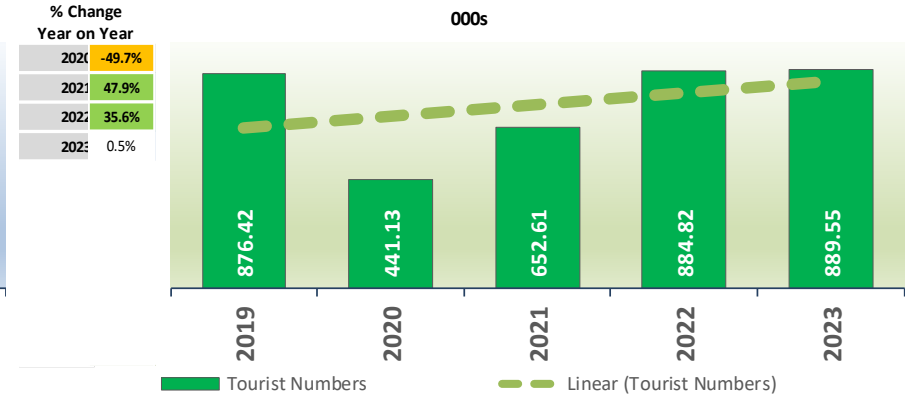
STAYING VISITOR

KEY MEASURES
Indexed

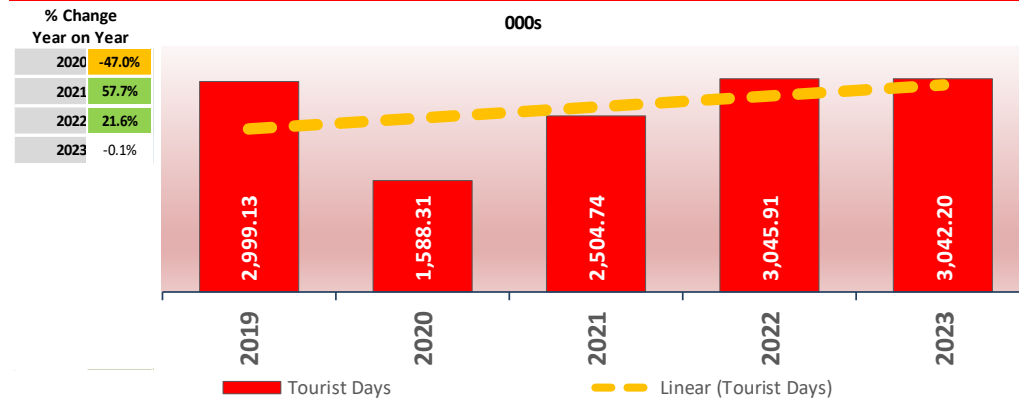
Economic Impact - Indexed - Staying Visitor



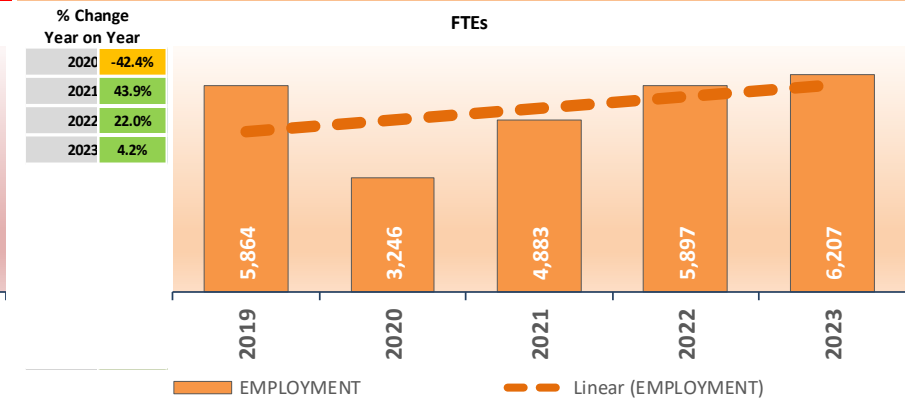
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

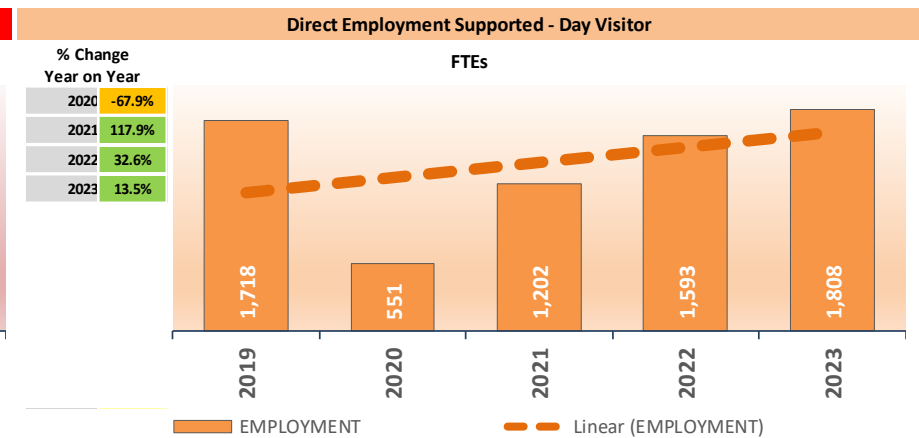
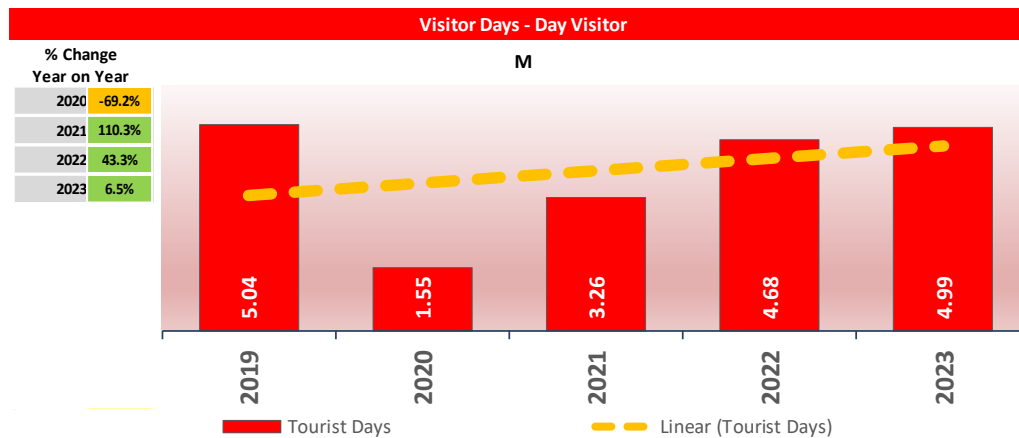
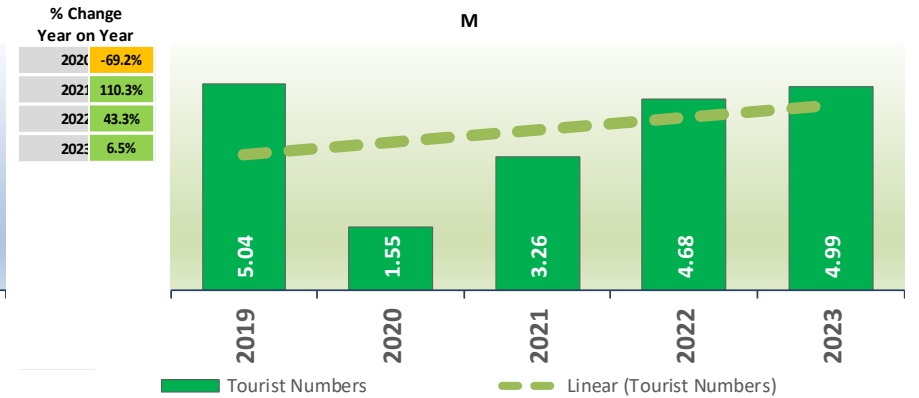
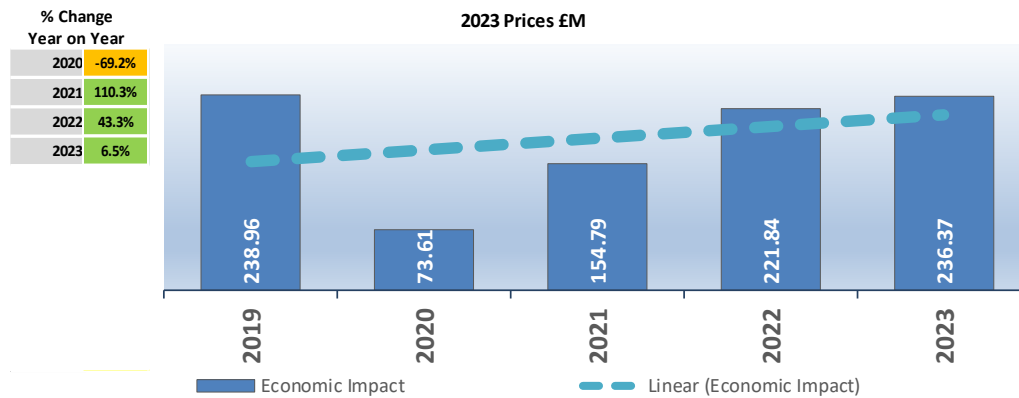


% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Indexed		-46.2%	-14.1%	2.5%	2.1%
Visitor Numbers		-49.7%	-25.5%	1.0%	1.5%
Visitor Days		-47.0%	-16.5%	1.6%	1.4%
Direct Employment		-44.6%	-16.7%	0.6%	5.8%

"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



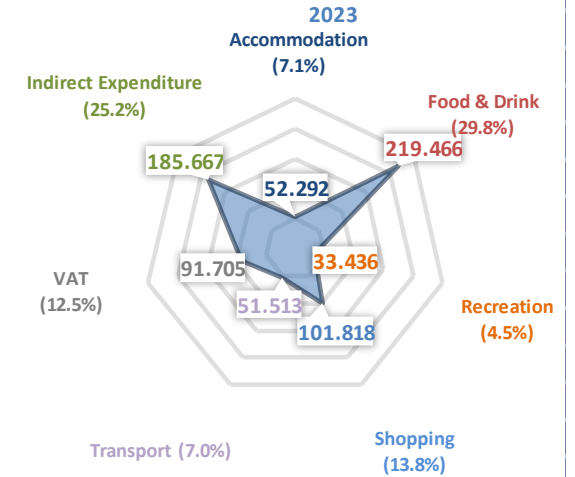
% Change from 2019	2019	2020	2021	2022	2023
Economic Impact - Indexed		-69.2%	-35.2%	-7.2%	-1.1%
Visitor Numbers		-69.2%	-35.2%	-7.2%	-1.1%
Visitor Days		-69.2%	-35.2%	-7.2%	-1.1%
Direct Employment		-67.9%	-30.1%	-7.3%	5.2%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023

SECTOR / YEAR		2019	2020	2021	2022	2023
Accommodation	£M	50.61	29.37	44.46	52.37	52.29
Food & Drink	£M	218.74	95.60	177.48	214.26	219.47
Recreation	£M	32.94	17.91	30.44	33.54	33.44
Shopping	£M	100.30	51.61	85.39	101.68	101.82
Transport	£M	51.00	24.27	41.53	50.87	51.51
Direct Revenue	£M	453.60	218.76	379.30	452.72	458.53
VAT	£M	90.72	32.29	48.90	87.63	91.71
Direct Expenditure	£M	544.31	251.06	428.20	540.35	550.23
Indirect Expenditure	£M	183.71	85.78	146.82	182.57	185.67
TOTAL	£M	728.03	336.84	575.02	722.92	735.90

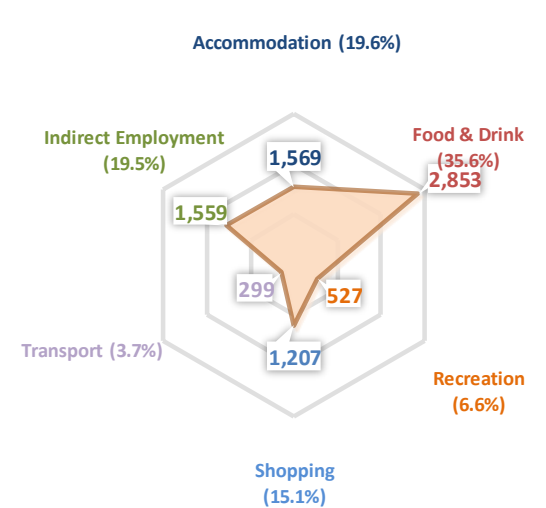
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR		2019	2020	2021	2022	2023
Accommodation	FTEs	1,573	957	1,070	1,569	1,569
Food & Drink	FTEs	2,674	1,165	2,162	2,594	2,853
Recreation	FTEs	489	265	450	493	527
Shopping	FTEs	1,118	573	948	1,122	1,207
Transport	FTEs	279	132	226	275	299
Direct Employment	FTEs	6,131	3,092	4,857	6,054	6,455
Indirect Employment	FTEs	1,451	706	1,228	1,436	1,559
TOTAL	FTEs	7,582	3,798	6,085	7,489	8,014

2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

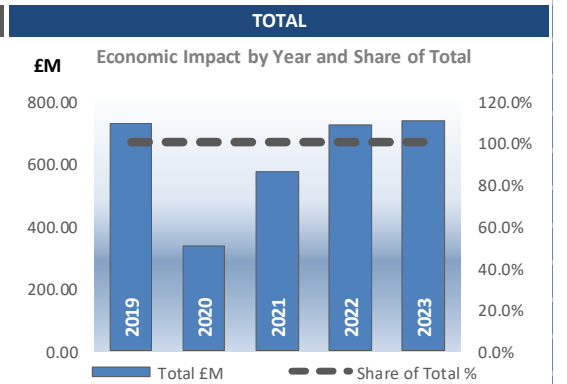


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 2023 Prices		TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2019 to 2023		3.3%	4.4%	2.1%	3.6%	-0.8%	0.4%	-1.2%	-2.2%	3.8%	2.2%	0.5%	3.9%	1.1%	Annual Change	3.1%	1.1%	-0.2%	2.2%	
% Change 2022 to 2023		4.6%	3.5%	2.8%	3.1%	0.8%	0.4%	-0.5%	0.4%	3.5%	3.3%	2.2%	2.3%	1.8%		3.5%	1.5%	1.0%	2.7%	
Average Annual Change		0.8%	1.1%	0.5%	0.9%	-0.2%	0.1%	-0.3%	-0.6%	0.9%	0.6%	0.1%	1.0%	0.3%		0.8%	0.3%	0.0%	0.5%	
2019	£M	29.11	32.22	47.34	71.06	69.57	73.96	98.12	104.57	79.52	57.70	33.25	31.63	728.03		108.66	214.59	282.21	122.57	
2020	£M	28.29	33.73	34.52				35.98	88.52	70.93	35.40	0.623	8.840	336.84	-53.7%	96.54		195.44	44.86	
2021	£M				28.31	52.76	74.56	101.30	107.82	86.71	65.08	30.62	27.85	575.02	70.7%		155.64	295.83	123.55	
2022	£M	28.75	32.51	47.00	71.40	68.45	73.94	97.40	101.83	79.72	57.10	32.69	32.14	722.92	25.7%	108.26	213.79	278.95	121.93	
2023	£M	30.07	33.64	48.34	73.64	69.03	74.27	96.92	102.22	82.53	58.97	33.42	32.86	735.90	1.8%	112.04	216.93	281.67	125.25	

ECONOMIC IMPACT - INDEXED TO 2023

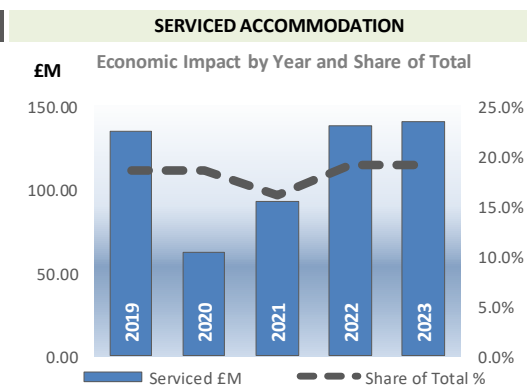
SHARE OF MARKET		2019	2020	2021	2022	2023
Total	£M	728.03	336.84	575.02	722.92	735.90
All Visitor Types	£M	728.03	336.84	575.02	722.92	735.90
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					



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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 2023 Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY	SERVICED ACCOMMODATION												TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																			
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4		
% Change 2019 to 2023	16.7%	13.8%	6.0%	8.3%	0.9%	4.4%	1.4%	-6.2%	4.8%	0.9%	-1.5%	12.8%	3.7%	Annual Change	11.1%	4.6%	0.1%	3.3%		
% Change 2022 to 2023	11.2%	3.7%	4.4%	1.0%	-0.1%	2.2%	0.3%	-4.2%	3.1%	2.3%	-2.9%	7.7%	1.7%		5.9%	1.1%	-0.2%	2.4%		
Average Annual Change	4.2%	3.5%	1.5%	2.1%	0.2%	1.1%	0.3%	-1.5%	1.2%	0.2%	-0.4%	3.2%	0.9%		2.8%	1.1%	0.0%	0.8%		
2019	£M	5.548	6.766	9.647	11.50	11.16	13.49	16.96	16.03	16.95	13.44	6.957	6.747	135.20		21.96	36.15	49.94	27.14	
2020	£M	5.650	7.028	4.956				5.709	12.84	14.35	10.06	0.110	1.632	62.33	-53.9%		17.63		32.89	11.80
2021	£M					4.060	13.55	17.04	16.60	17.91	13.24	6.671	3.365	92.45	48.3%			17.61	51.56	23.28
2022	£M	5.824	7.427	9.800	12.33	11.27	13.78	17.15	15.70	17.23	13.26	7.060	7.063	137.89	49.1%		23.05	37.39	50.07	27.38
2023	£M	6.476	7.700	10.23	12.46	11.26	14.08	17.19	15.04	17.76	13.56	6.854	7.609	140.22	1.7%		24.40	37.80	49.99	28.03

ECONOMIC IMPACT - INDEXED TO 2023						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Serviced	£M	135.20	62.33	92.45	137.89	140.22
All Visitor Types	£M	728.03	336.84	575.02	722.92	735.90
Share of Total	%	18.6%	18.5%	16.1%	19.1%	19.1%
Annual Change in Share	%		-0.4%	-13.1%	18.6%	-0.1%
Change in Share from 2019	%		-0.4%	-13.4%	2.7%	2.6%
Avg Ann. Change in Share	%		-0.4%	-6.7%	0.9%	0.7%



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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 2023 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		4.6%	9.1%	3.6%	5.5%	0.5%	1.4%	0.0%	-1.6%	5.6%	4.5%	-0.7%	1.8%	2.2%	297.24		5.3%	2.4%	1.0%	3.0%
% Change 2022 to 2023		-0.6%	-2.9%	-3.2%	0.3%	-0.5%	-3.8%	-4.3%	-1.3%	1.2%	2.1%	-2.4%	-5.3%	-1.4%	307.91	-1.4%	-2.5%	-1.4%	-1.5%	-0.3%
Average Annual Change		1.1%	2.3%	0.9%	1.4%	0.1%	0.3%	0.0%	-0.4%	1.4%	1.1%	-0.2%	0.5%	0.5%			1.3%	0.6%	0.3%	0.7%
2019	£M	6.645	7.744	14.91	29.24	31.85	31.33	40.25	51.06	38.05	28.15	8.847	9.172	297.24			29.30	92.42	129.35	46.17
2020	£M	5.985	8.780	14.64				24.57	52.36	40.40	20.12	0.285	3.912	171.05	-42.5%		29.40		117.34	24.31
2021	£M				17.74	28.93	34.86	46.95	56.99	46.41	36.74	8.451	10.66	287.73	68.2%			81.53	150.35	55.85
2022	£M	6.988	8.705	15.96	30.78	32.15	33.01	42.05	50.92	39.68	28.81	9.008	9.859	307.91	7.0%		31.66	95.93	132.65	47.67
2023	£M	6.948	8.452	15.45	30.86	31.99	31.76	40.25	50.25	40.16	29.41	8.788	9.341	303.67	-1.4%		30.85	94.61	130.66	47.54

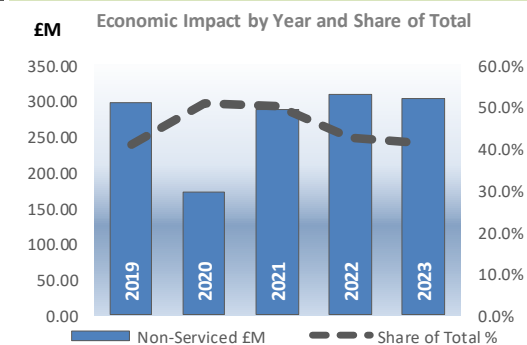
ECONOMIC IMPACT - INDEXED TO 2023

SHARE OF MARKET	2019	2020	2021	2022	2023	
Non-Serviced	£M	297.24	171.05	287.73	307.91	303.67
All Visitor Types	£M	728.03	336.84	575.02	722.92	735.90
Share of Total	%	40.8%	50.8%	50.0%	42.6%	41.3%
Annual Change in Share	%		24.4%	-1.5%	-14.9%	-3.1%
Change in Share from 2019	%		24.4%	22.6%	4.3%	1.1%
Avg Ann. Change in Share	%		24.4%	11.3%	1.4%	0.3%

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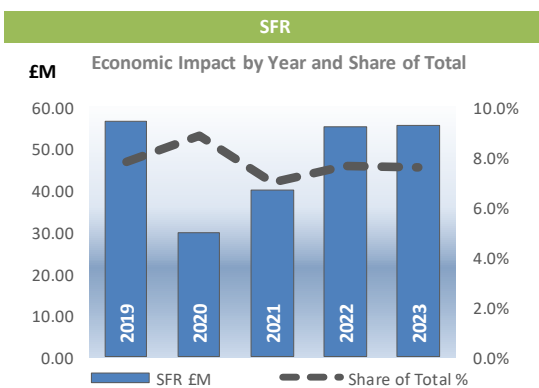
NON-SERVICED ACCOMMODATION



Report Prepared by: Cathy James. Date of Issue: 13/07/24

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 2023 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2019 to 2023		-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%	-1.8%
% Change 2022 to 2023		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Average Annual Change		-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%
2019	£M	7.876	2.646	3.011	7.183	4.621	3.560	5.776	6.115	3.149	3.146	2.452	7.099	56.63		13.53	15.36	15.04	12.70
2020	£M	7.617	2.863	2.399				2.997	5.944	3.138	2.245	0.062	2.582	29.85	-47.3%	12.88		12.08	4.890
2021	£M				3.290	3.534	3.769	6.568	6.787	3.675	3.752	2.379	6.288	40.04	34.2%		10.59	17.03	12.42
2022	£M	7.688	2.583	2.939	7.011	4.510	3.474	5.638	5.968	3.074	3.071	2.393	6.929	55.28	38.1%	13.21	15.00	14.68	12.39
2023	£M	7.738	2.600	2.958	7.057	4.540	3.497	5.674	6.007	3.094	3.091	2.409	6.974	55.64	0.6%	13.30	15.09	14.78	12.47

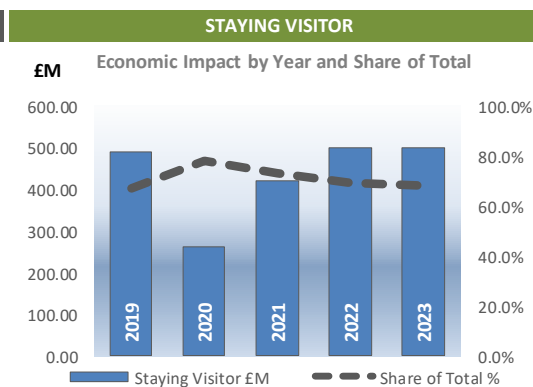
ECONOMIC IMPACT - INDEXED TO 2023						
SHARE OF MARKET		2019	2020	2021	2022	2023
SFR	£M	56.63	29.85	40.04	55.28	55.64
All Visitor Types	£M	728.03	336.84	575.02	722.92	735.90
Share of Total	%	7.8%	8.9%	7.0%	7.6%	7.6%
Annual Change in Share	%		13.9%	-21.4%	9.8%	-1.1%
Change in Share from 2019	%		13.9%	-10.5%	-1.7%	-2.8%
Avg Ann. Change in Share	%		13.9%	-5.2%	-0.6%	-0.7%



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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 2023 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 2023 / 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 2019 to 2023		5.4%	9.3%	3.9%	5.1%	0.4%	2.0%	0.2%	-2.6%	4.9%	3.0%	-1.1%	3.9%	2.1%	5.8%	2.5%	0.6%	2.4%		
% Change 2022 to 2023		3.2%	0.2%	-0.2%	0.5%	-0.3%	-1.8%	-2.7%	-1.8%	1.7%	2.1%	-2.2%	0.3%	-0.3%	0.9%	-0.5%	-1.0%	0.7%		
Average Annual Change		1.4%	2.3%	1.0%	1.3%	0.1%	0.5%	0.1%	-0.6%	1.2%	0.7%	-0.3%	1.0%	0.5%	1.4%	0.6%	0.1%	0.6%		
2019	£M	20.07	17.16	27.57	47.93	47.63	48.38	62.98	73.21	58.14	44.73	18.25	23.02	489.07	64.80	143.93	194.33	86.01		
2020	£M	19.25	18.67	21.99				33.28	71.14	57.89	32.42	0.457	8.126	263.23	-46.2%	59.92		162.31	41.00	
2021	£M				21.03	36.52	52.18	70.56	80.38	68.00	53.73	17.50	20.32	420.23	59.6%		109.73	218.94	91.55	
2022	£M	20.50	18.71	28.70	50.12	47.93	50.27	64.84	72.59	59.98	45.13	18.46	23.85	501.08	19.2%	67.92	148.32	197.40	87.45	
2023	£M	21.16	18.75	28.64	50.37	47.80	49.34	63.11	71.30	61.01	46.06	18.05	23.92	499.53	-0.3%	68.55	147.51	195.43	88.04	

ECONOMIC IMPACT - INDEXED TO 2023						
SHARE OF MARKET	2019	2020	2021	2022	2023	
Staying Visitor	£M	489.07	263.23	420.23	501.08	499.53
All Visitor Types	£M	728.03	336.84	575.02	722.92	735.90
Share of Total	%	67.2%	78.1%	73.1%	69.3%	67.9%
Annual Change in Share	%		16.3%	-6.5%	-5.2%	-2.1%
Change in Share from 2019	%		16.3%	8.8%	3.2%	1.0%
Avg Ann. Change in Share	%		16.3%	4.4%	1.1%	0.3%



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

STEAM REPORT FOR 2019-2023 - FINAL HEREFORDSHIRE													2019 to 2023 2023 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2019 to 2023		-1.5%	-1.2%	-0.3%	0.6%	-3.2%	-2.5%	-3.8%	-1.4%	0.7%	-0.4%	2.5%	3.8%	-1.1%		-0.9%	-1.7%	-1.9%	1.8%	
% Change 2022 to 2023		7.9%	7.9%	7.7%	9.4%	3.5%	5.3%	3.8%	5.7%	9.0%	7.9%	8.0%	7.9%	6.5%	Annual Change	7.8%	6.0%	5.8%	7.9%	
Average Annual Change		-0.4%	-0.3%	-0.1%	0.1%	-0.8%	-0.6%	-0.9%	-0.4%	0.2%	-0.1%	0.6%	1.0%	-0.3%		-0.2%	-0.4%	-0.5%	0.4%	
2019	£M	9.039	15.06	19.77	23.13	21.94	25.58	35.13	31.36	21.38	12.96	14.99	8.609	238.96		43.87	70.65	87.87	36.56	
2020	£M	9.039	15.06	12.52				2.703	17.38	13.05	2.980	0.167	0.714	73.61	-69.2%	36.62		33.13	3.861	
2021	£M				7.287	16.24	22.38	30.74	27.44	18.71	11.34	13.12	7.533	154.79	110.3%		45.91	76.89	32.00	
2022	£M	8.254	13.79	18.30	21.28	20.52	23.67	32.56	29.24	19.74	11.96	14.23	8.285	221.84	43.3%	40.35	65.47	81.54	34.48	
2023	£M	8.906	14.88	19.70	23.27	21.23	24.93	33.80	30.92	21.52	12.91	15.37	8.940	236.37	6.5%	43.49	69.43	86.24	37.21	

ECONOMIC IMPACT - INDEXED TO 2023

SHARE OF MARKET	2019	2020	2021	2022	2023	
Day Visitor	£M	238.96	73.61	154.79	221.84	236.37
All Visitor Types	£M	728.03	336.84	575.02	722.92	735.90
Share of Total	%	32.8%	21.9%	26.9%	30.7%	32.1%
Annual Change in Share	%		-33.4%	23.2%	14.0%	4.7%
Change in Share from 2019	%		-33.4%	-18.0%	-6.5%	-2.1%
Avg Ann. Change in Share	%		-33.4%	-9.0%	-2.2%	-0.5%

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Report Prepared by: Cathy James. Date of Issue: 19/07/24

DAY VISITOR

