



STEAM FINAL TREND REPORT FOR 2009-2019

Final

Rutland

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith


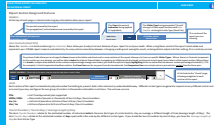











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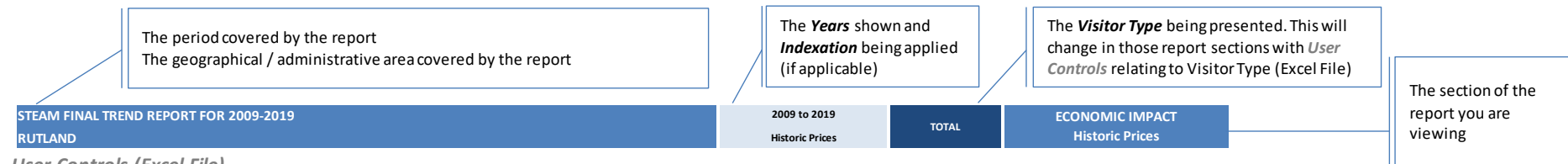
REPORT SECTIONS 	Page	USER GUIDE 	3	COMPARATIVE HEADLINES 	4	KEY MEASURES 	5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE		DISTRIBUTION OF IMPACT: <i>by Visitor Type</i> 	13	DISTRIBUTION OF IMPACT: <i>by Month</i> 	14	DISTRIBUTION OF IMPACT: <i>by Sector</i> 	15
UNINDEXED ECONOMIC IMPACT 	16-22	VISITOR NUMBERS 	23-29	VISITOR DAYS 	30-36	DIRECT AND TOTAL EMPLOYMENT 	37-43
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Report Section Design and Features

Headers

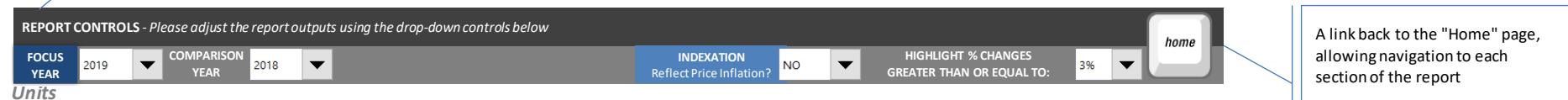
At the top of each page is a band containing key information about your report



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

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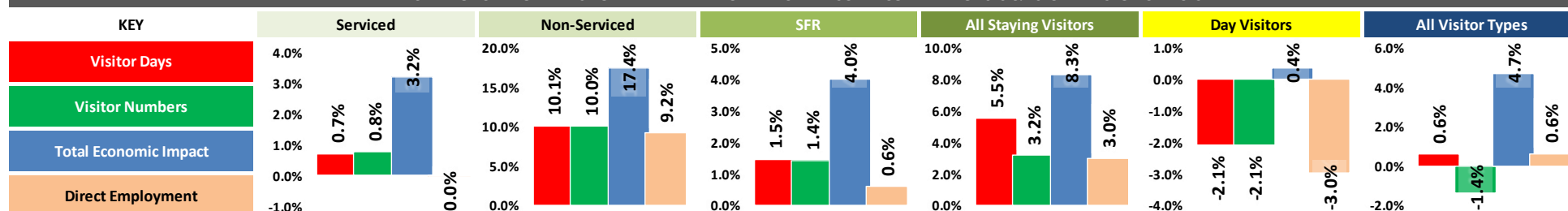
Comparing 2019 and 2018
All £'s Historic Prices

COMPARATIVE HEADLINES

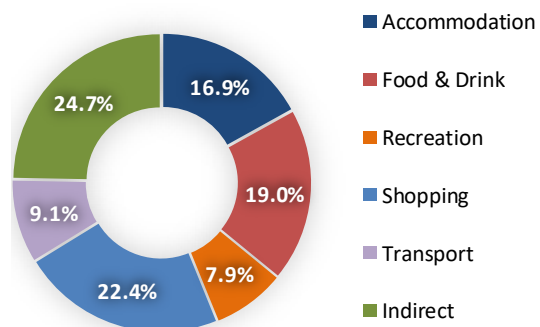
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %
Visitor Days	M	0.290	0.288	0.7%	0.487	0.442	10.1%	0.155	0.153	1.5%	0.932	0.883	5.5%	1.592	1.626	-2.1%	2.524	2.509	0.6%
Visitor Numbers	M	0.139	0.138	0.8%	0.071	0.064	10.0%	0.065	0.065	1.4%	0.276	0.267	3.2%	1.592	1.626	-2.1%	1.868	1.893	-1.4%
Direct Expenditure	£M																106.92	102.22	4.6%
Economic Impact	£M	41.37	40.08	3.2%	30.73	26.17	17.4%	7.963	7.656	4.0%	80.06	73.90	8.3%	61.92	61.70	0.4%	141.98	135.60	4.7%
Direct Employment	FTEs	511	511	0.0%	296	271	9.2%	70	70	0.6%	877	852	3.0%	537	554	-3.0%	1,414	1,406	0.6%
Total Employment	FTEs																1,772	1,754	1.1%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - IN HISTORIC PRICES

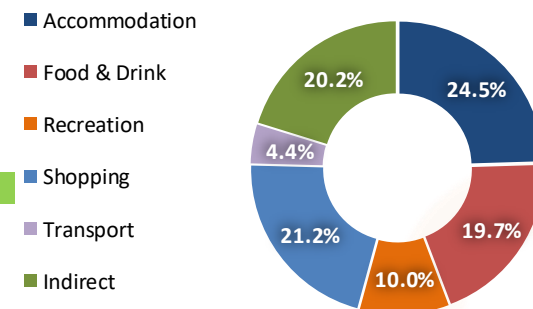


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



			Sectors					
2019	2018	+/- %		2019	2018	+/- %		
24.06	21.99	9.4%	Accommodation	435	424	2.5%		
26.95	26.00	3.7%	Food & Drink	349	350	-0.1%		
11.26	10.87	3.6%	Recreation	177	178	-0.2%		
31.76	30.93	2.7%	Shopping	376	379	-1.0%		
12.89	12.43	3.7%	Transport	77	75	3.7%		
106.92	102.22	4.6%	TOTAL DIRECT	1,414	1,406	0.6%		
35.06	33.38	5.0%	Indirect	358	348	2.8%		
141.98	135.60	4.7%	TOTAL	1,772	1,754	1.1%		

Sectoral Distribution of Employment - FTEs



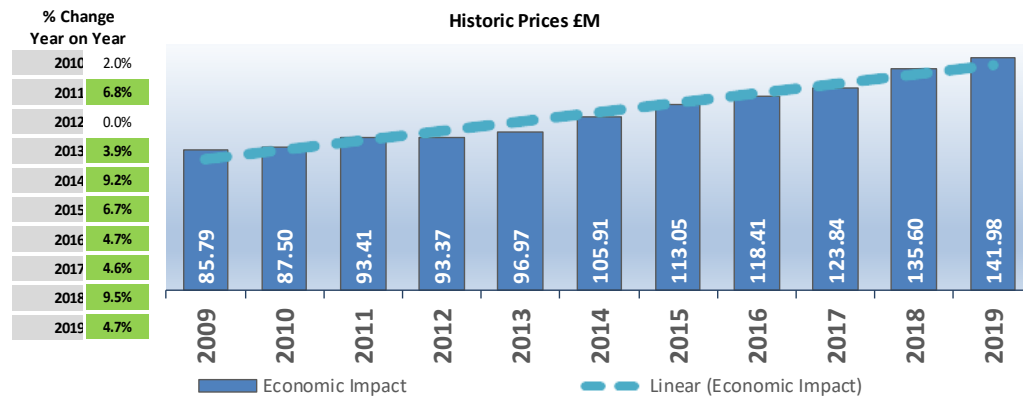
Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2019

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

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Economic Impact - Historic Prices - Total



2009 to 2019

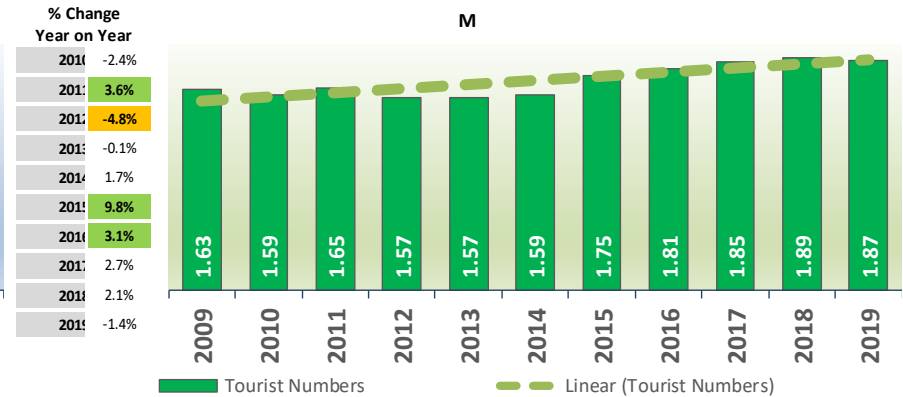
Historic Prices

TOTAL

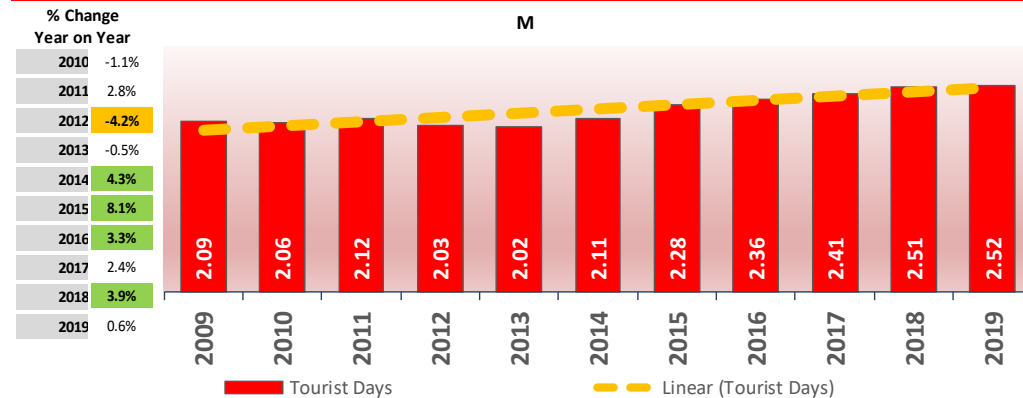
KEY MEASURES

Historic Prices

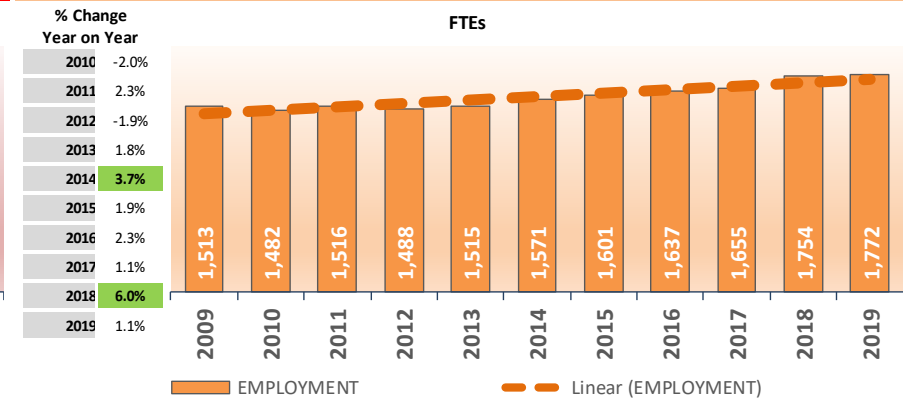
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



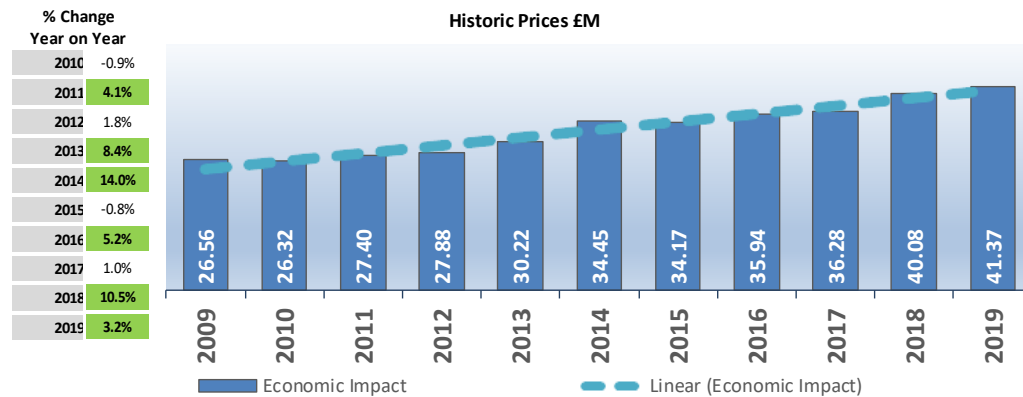
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		2.0%	8.9%	8.8%	13.0%	23.5%	31.8%	38.0%	44.4%	58.1%	65.5%
Visitor Numbers		-2.4%	1.1%	-3.7%	-3.8%	-2.2%	7.4%	10.8%	13.8%	16.1%	14.6%
Visitor Days		-1.1%	1.7%	-2.6%	-3.1%	1.0%	9.2%	12.9%	15.6%	20.2%	20.9%
Total Employment		-2.0%	0.2%	-1.6%	0.2%	3.9%	5.8%	8.2%	9.4%	16.0%	17.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

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Economic Impact - Historic Prices - Serviced Accommodation



2009 to 2019

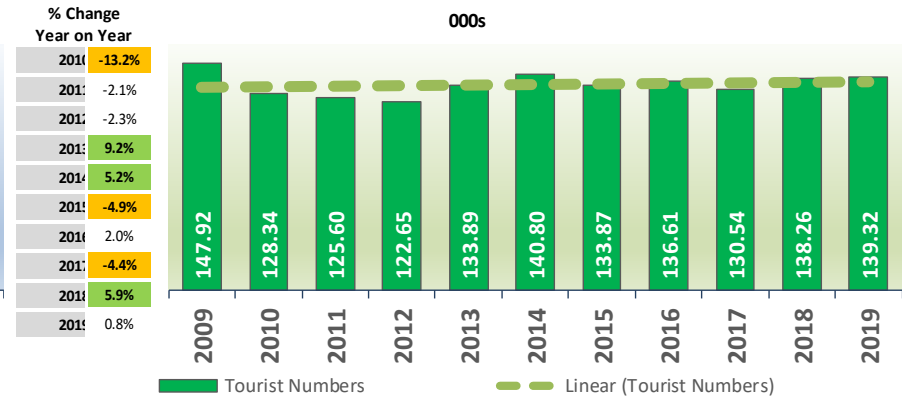
Historic Prices

SERVICED ACCOMMODATION

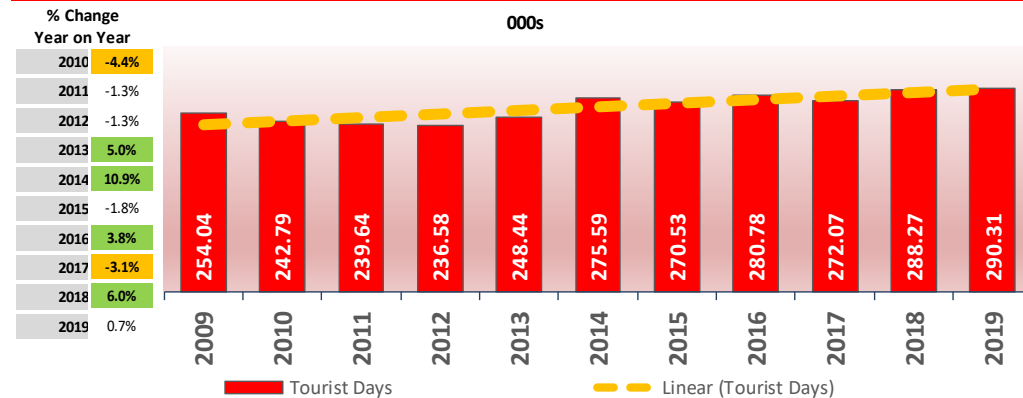
KEY MEASURES

Historic Prices

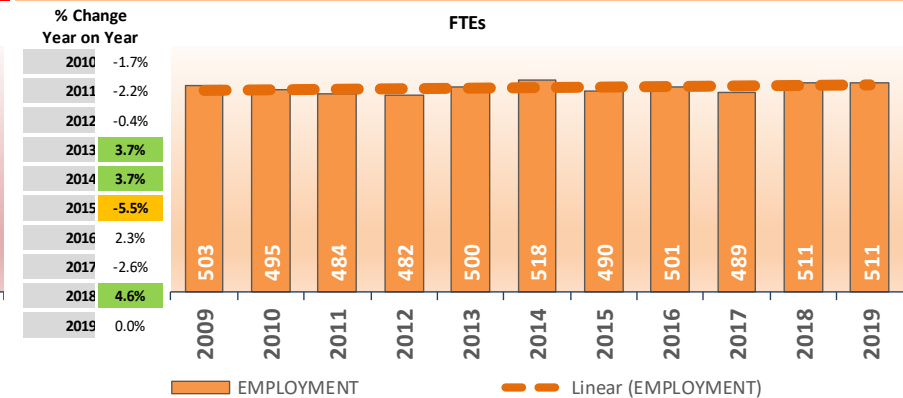
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



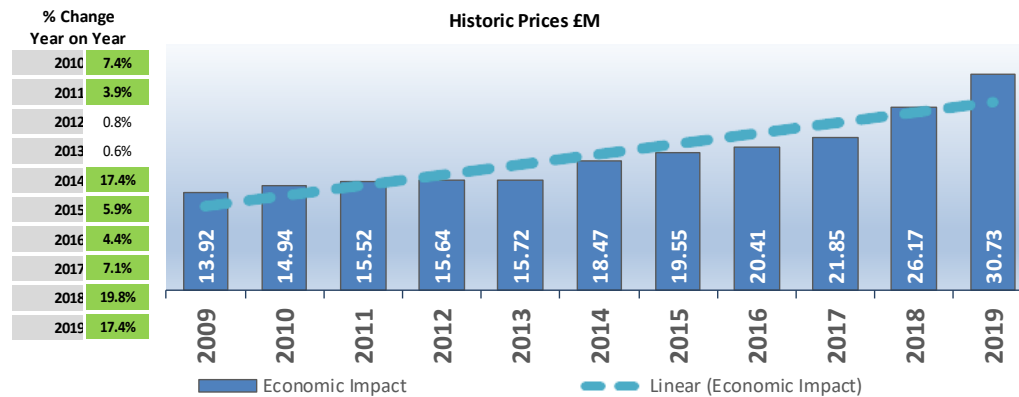
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		-0.9%	3.1%	5.0%	13.8%	29.7%	28.6%	35.3%	36.6%	50.9%	55.7%
Visitor Numbers		-13.2%	-15.1%	-17.1%	-9.5%	-4.8%	-9.5%	-7.6%	-11.8%	-6.5%	-5.8%
Visitor Days		-4.4%	-5.7%	-6.9%	-2.2%	8.5%	6.5%	10.5%	7.1%	13.5%	14.3%
Direct Employment		-1.7%	-3.9%	-4.3%	-0.7%	2.9%	-2.7%	-0.4%	-2.9%	1.5%	1.5%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Non-Serviced Accommodation



2009 to 2019

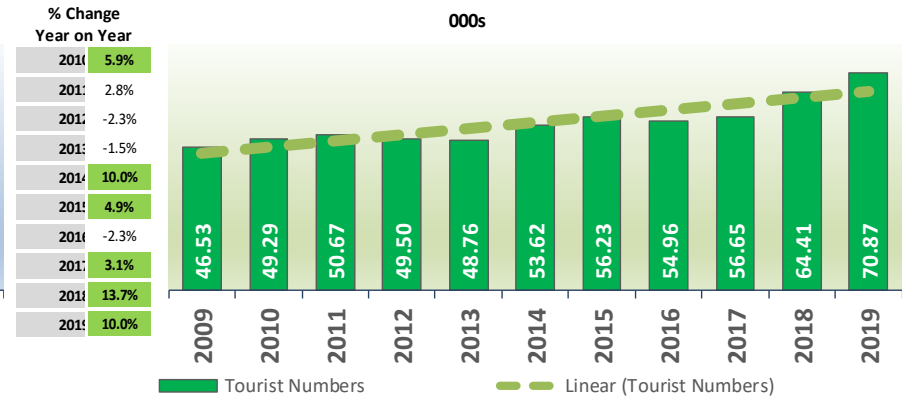
Historic Prices

NON-SERVICED ACCOMMODATION

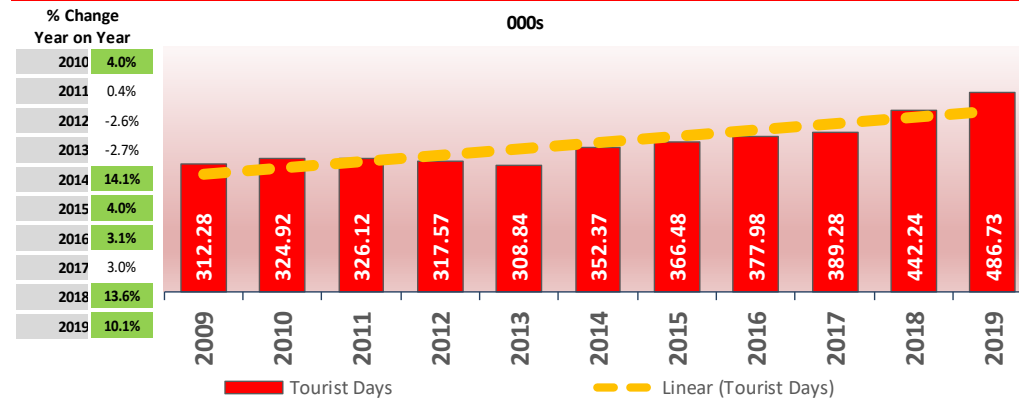
KEY MEASURES

Historic Prices

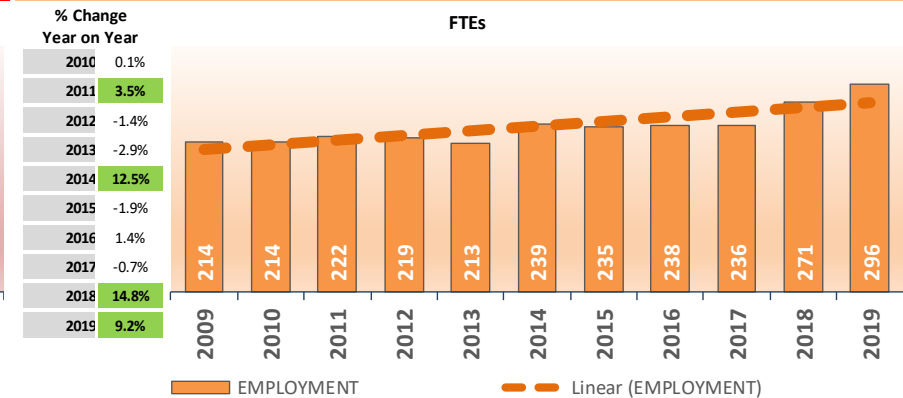
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



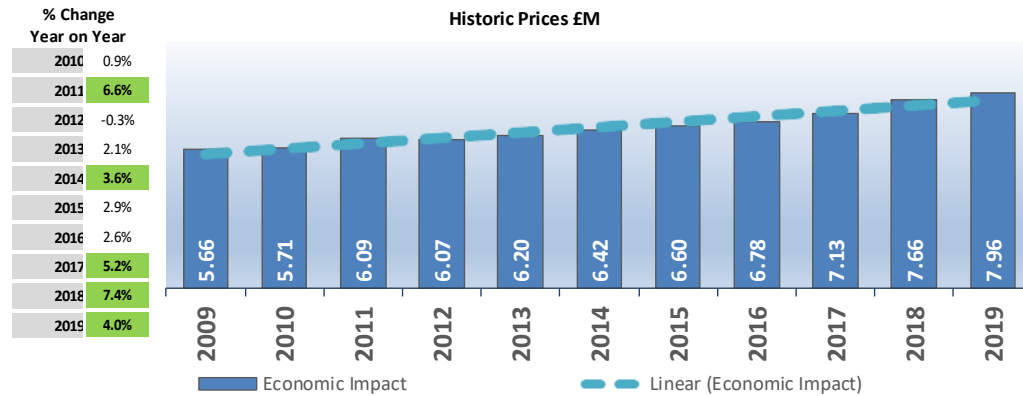
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		7.4%	11.5%	12.3%	13.0%	32.7%	40.5%	46.6%	56.9%	88.0%	120.8%
Visitor Numbers		5.9%	8.9%	6.4%	4.8%	15.2%	20.9%	18.1%	21.8%	38.4%	52.3%
Visitor Days		4.0%	4.4%	1.7%	-1.1%	12.8%	17.4%	21.0%	24.7%	41.6%	55.9%
Direct Employment		0.1%	3.6%	2.2%	-0.8%	11.6%	9.5%	11.1%	10.4%	26.7%	38.3%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR



2009 to 2019

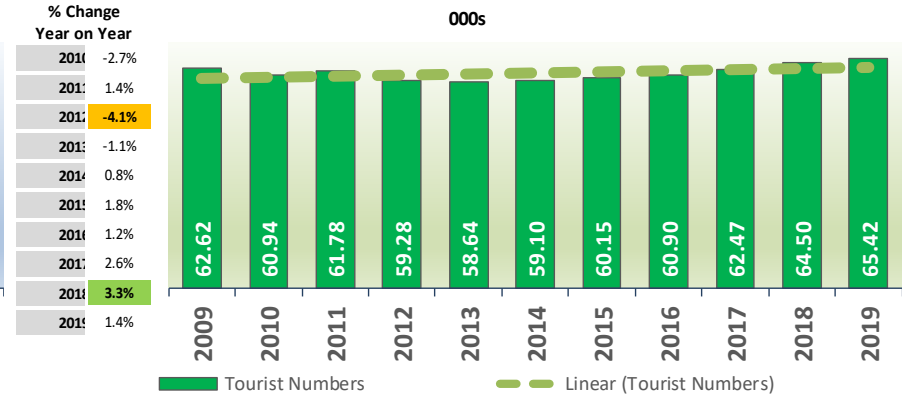
Historic Prices

SFR

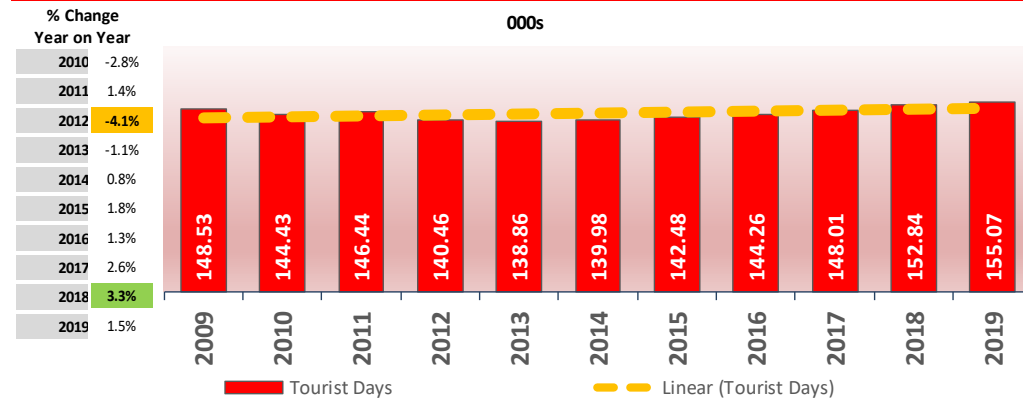
KEY MEASURES

Historic Prices

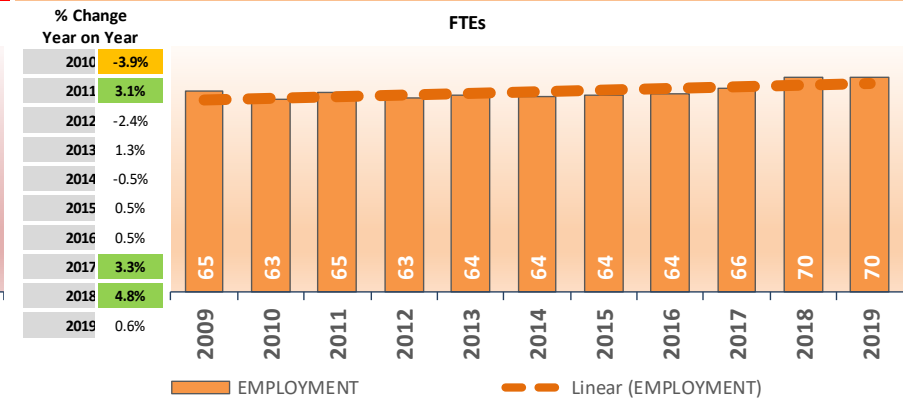
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		0.9%	7.5%	7.2%	9.4%	13.4%	16.7%	19.7%	26.0%	35.2%	40.7%
Visitor Numbers		-2.7%	-1.3%	-5.3%	-6.4%	-5.6%	-4.0%	-2.8%	-0.2%	3.0%	4.5%
Visitor Days		-2.8%	-1.4%	-5.4%	-6.5%	-5.8%	-4.1%	-2.9%	-0.3%	2.9%	4.4%
Direct Employment		-3.9%	-1.0%	-3.3%	-2.0%	-2.5%	-2.0%	-1.6%	1.7%	6.6%	7.2%

"Linear" = Linear Trendline

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2009 to 2019

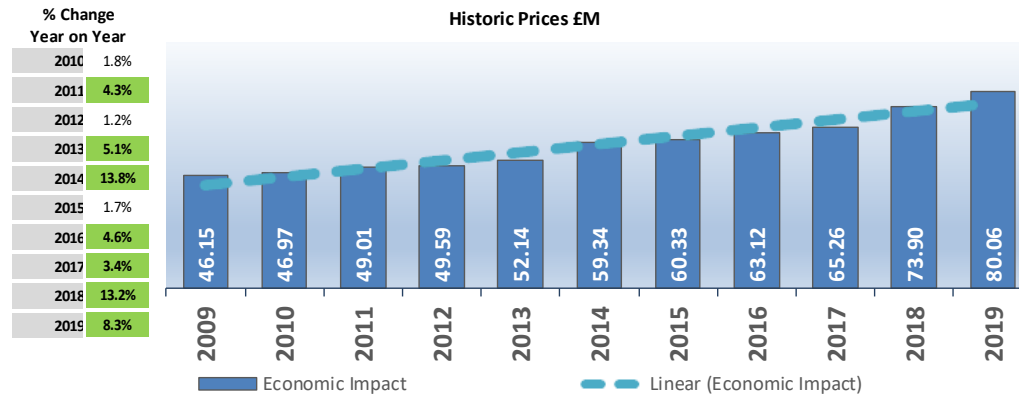
Historic Prices

STAYING VISITOR

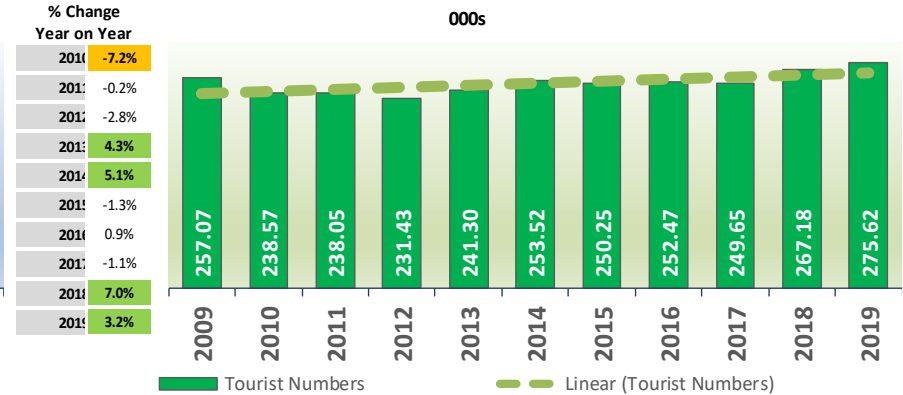
KEY MEASURES

Historic Prices

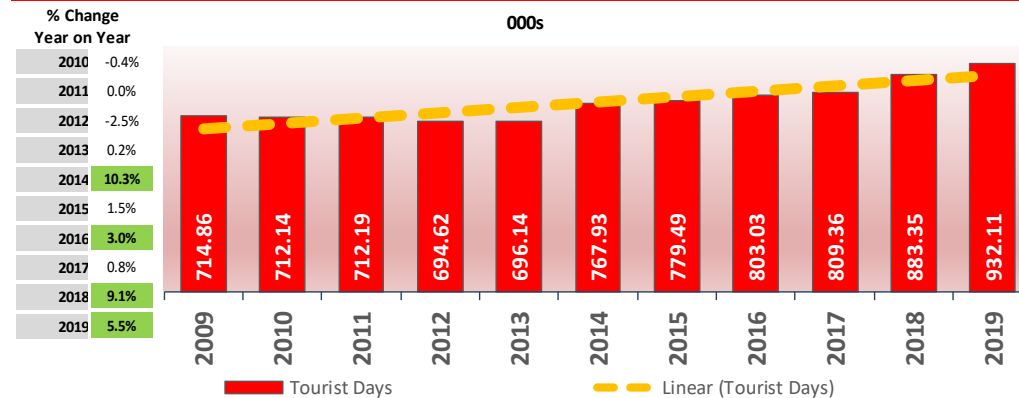
Economic Impact - Historic Prices - Staying Visitor



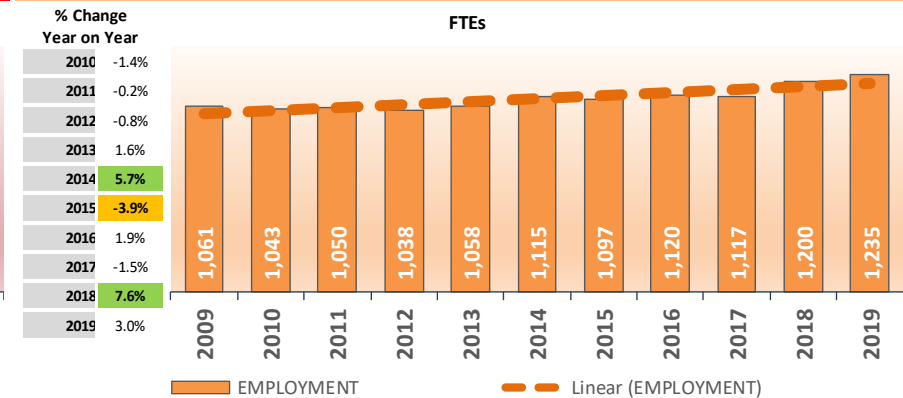
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



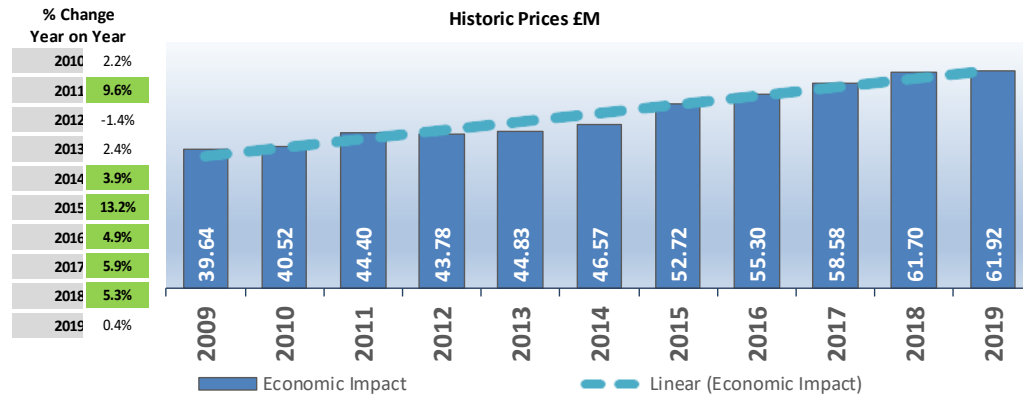
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		1.8%	6.2%	7.5%	13.0%	28.6%	30.7%	36.8%	41.4%	60.2%	73.5%
Visitor Numbers		-7.2%	-7.4%	-10.0%	-6.1%	-1.4%	-2.7%	-1.8%	-2.9%	3.9%	7.2%
Visitor Days		-0.4%	-0.4%	-2.8%	-2.6%	7.4%	9.0%	12.3%	13.2%	23.6%	30.4%
Direct Employment		-1.7%	-1.0%	-2.2%	-0.3%	5.1%	3.3%	5.5%	5.2%	13.1%	16.4%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Day Visitor



2009 to 2019

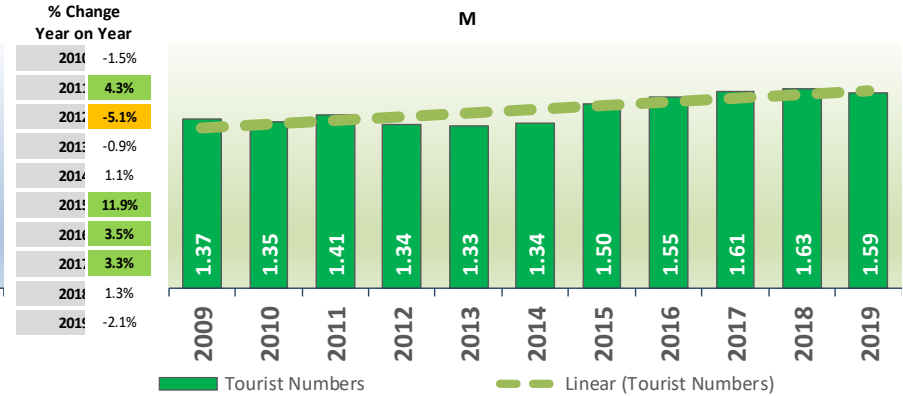
Historic Prices

DAY VISITOR

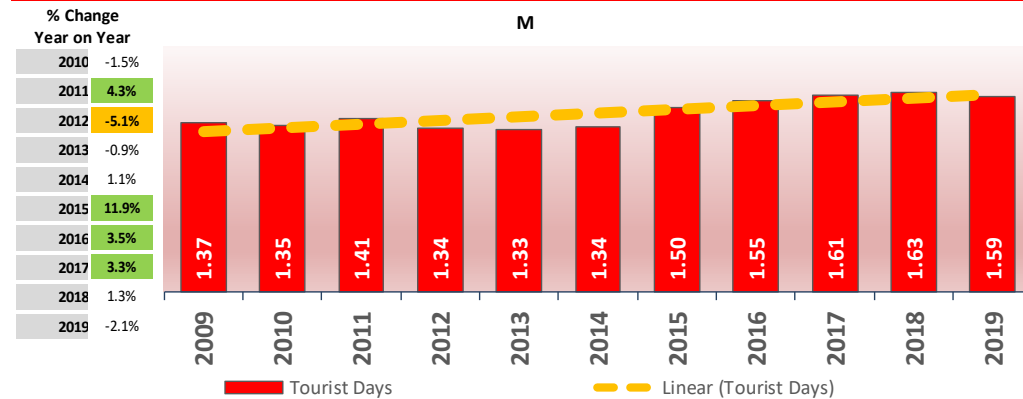
KEY MEASURES

Historic Prices

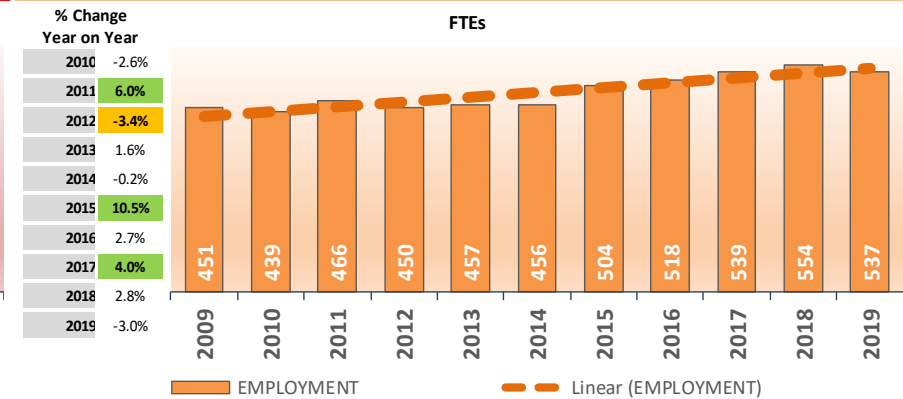
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		2.2%	12.0%	10.4%	13.1%	17.5%	33.0%	39.5%	47.8%	55.6%	56.2%
Visitor Numbers		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%
Visitor Days		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%
Direct Employment		-2.6%	3.2%	-0.3%	1.3%	1.1%	11.7%	14.7%	19.3%	22.7%	19.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2019

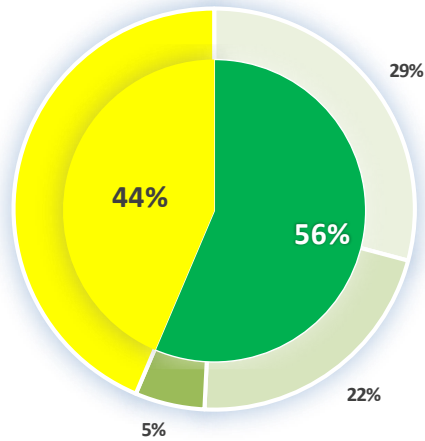
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

TOTAL
£141.98m

	£M
Serviced	41.37
Non-Serviced	30.73
SFR	7.96
Staying Visitor	80.06
Day Visitor	61.92
Total	141.98



2019
Historic Prices

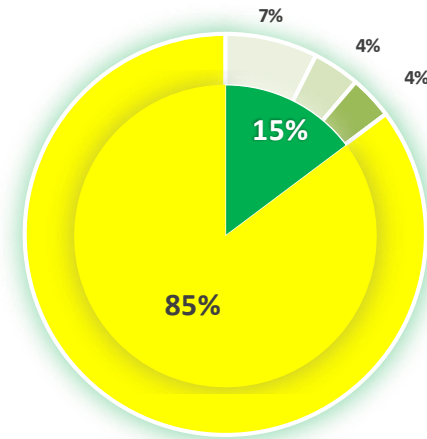
TOTAL

DISTRIBUTION BY VISITOR TYPE
Historic Prices

Visitor Numbers - 2019 - M - Share of Total

TOTAL
1.87m

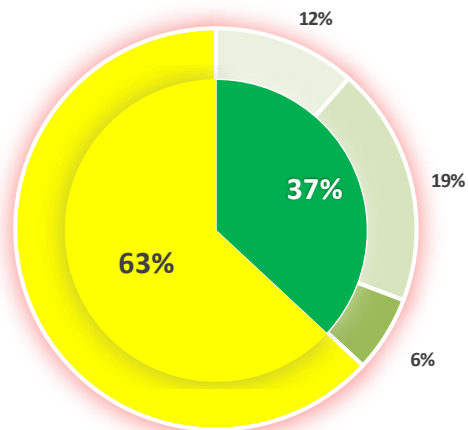
	M
Serviced	0.14
Non-Serviced	0.07
SFR	0.07
Staying Visitor	0.28
Day Visitor	1.59
Total	1.87



Visitor Days - 2019 - M - Share of Total

TOTAL
2.52m

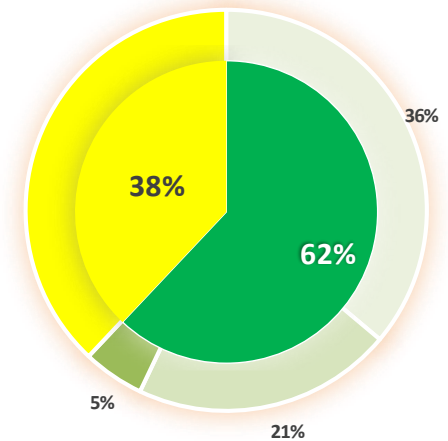
	M
Serviced	0.29
Non-Serviced	0.49
SFR	0.16
Staying Visitor	0.93
Day Visitor	1.59
Total	2.52



Direct Employment Supported - 2019 - FTEs - Share of Total

TOTAL
1,414 Direct FTEs
1,772 Total FTEs

	FTEs
Serviced	511
Non-Serviced	296
SFR	70
Staying Visitor	877
Day Visitor	537
Total	1,414



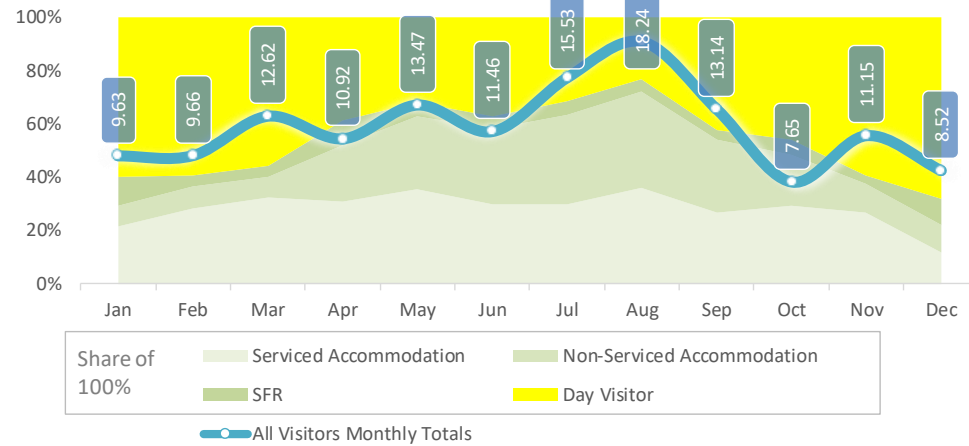
STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND

2019
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

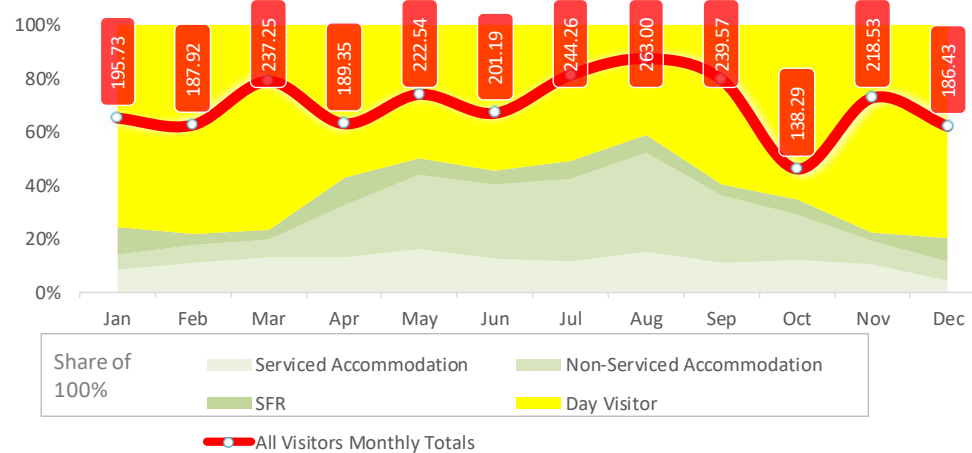
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



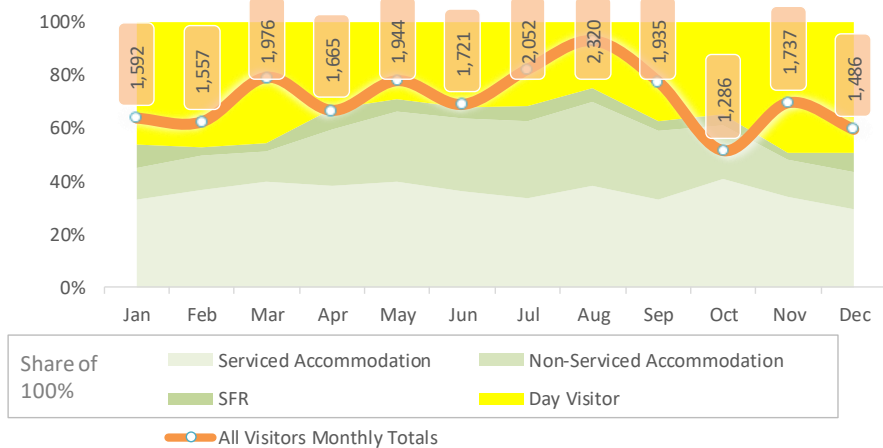
Visitor Numbers - 2019 - 000s - Distribution of Impact by Month



Visitor Days - 2019 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month



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2009 to 2019

Historic Prices

TOTAL

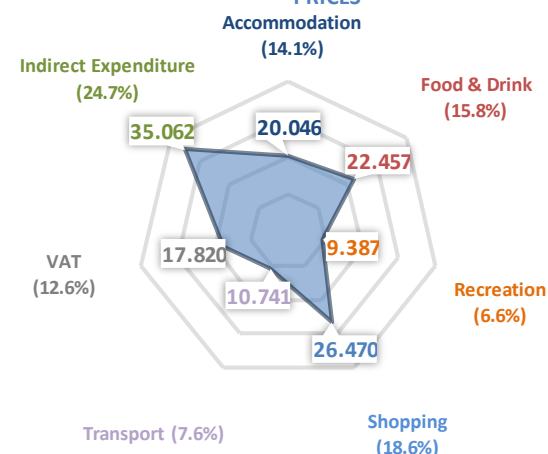
SECTORAL ANALYSIS

Historic Prices

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

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation	£M	11.88	11.66	11.79	11.92	12.75	14.60	14.73	15.44	16.12	18.33	20.05
Food & Drink	£M	14.44	14.44	15.16	15.16	15.70	17.04	18.26	19.12	19.90	21.66	22.46
Recreation	£M	6.038	6.041	6.341	6.334	6.562	7.147	7.646	8.013	8.331	9.060	9.387
Shopping	£M	17.13	17.16	18.15	18.06	18.60	19.93	21.80	22.83	23.94	25.77	26.47
Transport	£M	6.831	6.878	7.264	7.221	7.411	8.003	8.690	9.098	9.545	10.36	10.74
Direct Revenue	£M	56.32	56.18	58.71	58.70	61.02	66.71	71.11	74.50	77.84	85.18	89.10
VAT	£M	8.448	9.831	11.74	11.74	12.20	13.34	14.22	14.90	15.57	17.04	17.82
Direct Expenditure	£M	64.77	66.01	70.45	70.44	73.22	80.06	85.34	89.40	93.41	102.22	106.92
Indirect Expenditure	£M	21.02	21.49	22.95	22.94	23.75	25.85	27.71	29.01	30.43	33.38	35.06
TOTAL	£M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98

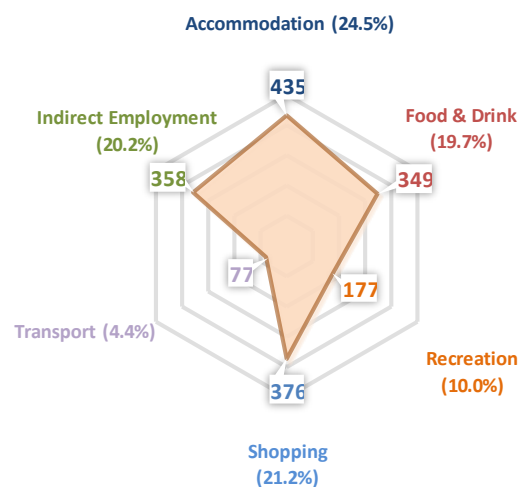
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation	FTEs	440	438	431	427	427	441	410	416	402	424	435
Food & Drink	FTEs	284	276	286	280	288	300	314	322	329	350	349
Recreation	FTEs	144	140	145	142	146	153	160	164	167	178	177
Shopping	FTEs	307	299	312	304	311	320	342	351	361	379	376
Transport	FTEs	60	59	61	60	61	63	67	68	71	75	77
Direct Employment	FTEs	1,234	1,211	1,236	1,214	1,234	1,277	1,293	1,321	1,330	1,406	1,414
Indirect Employment	FTEs	278	271	280	274	282	294	308	316	325	348	358
TOTAL	FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772

2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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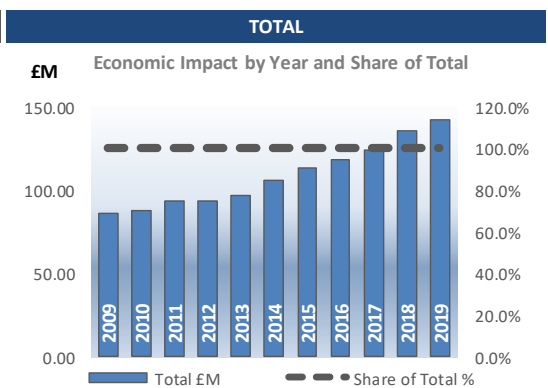
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL	% Change					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019		53.1%	70.0%	77.5%	50.6%	58.9%	69.1%	71.9%	59.4%	94.0%	31.0%	78.4%	75.2%	65.5%	2.0%	67.2%	59.3%	72.1%	61.2%
% Change 2018 to 2019		2.3%	4.7%	5.8%	9.5%	6.0%	5.4%	8.4%	4.1%	6.8%	-2.7%	-0.4%	2.8%	4.7%		4.4%	6.8%	6.3%	-0.1%
Average Annual Change		5.3%	7.0%	7.7%	5.1%	5.9%	6.9%	7.2%	5.9%	9.4%	3.1%	7.8%	7.5%	6.6%		6.7%	5.9%	7.2%	6.1%
2009	£M	6.291	5.681	7.111	7.251	8.474	6.779	9.033	11.44	6.774	5.841	6.253	4.859	85.79		19.08	22.50	27.25	16.95
2010	£M	6.594	5.904	6.858	7.312	7.789	7.665	9.580	12.01	7.427	5.929	6.096	4.334	87.50	19.36	22.77	29.02	16.36	
2011	£M	7.224	6.483	7.568	8.666	7.968	7.599	9.436	11.86	7.354	6.344	7.381	5.521	93.41	6.8%	21.27	24.23	28.65	19.25
2012	£M	7.282	6.589	8.206	7.318	7.680	8.064	9.536	12.36	8.072	5.825	7.359	5.083	93.37	0.0%	22.08	23.06	29.97	18.27
2013	£M	7.071	7.193	8.493	7.277	8.564	8.202	10.15	13.22	7.822	5.667	8.063	5.251	96.97	3.9%	22.76	24.04	31.19	18.98
2014	£M	7.082	7.209	9.974	8.043	9.532	8.685	11.62	14.55	9.249	6.305	8.104	5.556	105.91	9.2%	24.26	26.26	35.42	19.97
2015	£M	7.787	7.688	10.74	8.711	10.21	9.302	12.17	15.21	9.827	6.849	8.355	6.193	113.05	6.7%	26.21	28.23	37.21	21.40
2016	£M	8.633	8.246	10.91	8.761	10.38	9.658	12.92	15.88	10.36	6.966	9.220	6.471	118.41	4.7%	27.79	28.80	39.16	22.66
2017	£M	8.769	8.405	11.03	9.434	11.31	10.06	13.52	16.55	11.05	7.274	9.554	6.888	123.84	4.6%	28.20	30.81	41.12	23.72
2018	£M	9.410	9.223	11.93	9.966	12.71	10.88	14.32	17.52	12.30	7.862	11.20	8.284	135.60	9.5%	30.56	33.55	44.14	27.34
2019	£M	9.628	9.656	12.62	10.92	13.47	11.46	15.53	18.24	13.14	7.653	11.15	8.515	141.98	4.7%	31.91	35.85	46.91	27.32

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total £M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98
All Visitor Types £M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %											
Change in Share from 2009 %											
Avg Ann. Change in Share %											



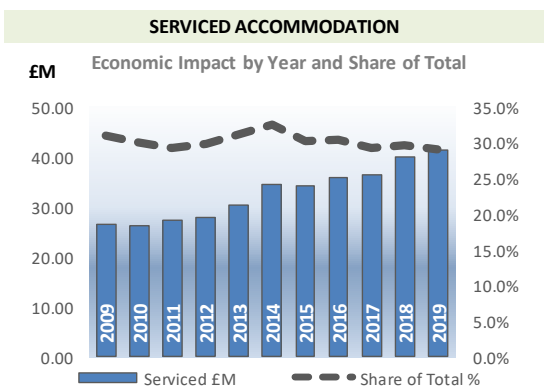
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 Historic Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION																		
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019	60.6%	41.7%	47.6%	44.7%	54.7%	67.8%	79.9%	79.3%	61.5%	26.9%	52.2%	0.2%	55.7%	Annual Change	48.5%	55.1%	74.9%	31.6%	
% Change 2018 to 2019	2.5%	2.7%	3.9%	3.1%	4.0%	3.4%	4.5%	2.0%	1.2%	3.8%	5.2%	1.0%	3.2%		3.2%	3.5%	2.6%	4.0%	
Average Annual Change	6.1%	4.2%	4.8%	4.5%	5.5%	6.8%	8.0%	7.9%	6.1%	2.7%	5.2%	0.0%	5.6%		4.9%	5.5%	7.5%	3.2%	
2009	£M	1.298	1.932	2.758	2.328	3.100	2.035	2.582	3.650	2.167	1.759	1.947	1.009	26.56	-0.9%	5.987	7.463	8.398	4.716
2010	£M	1.603	2.187	2.429	2.291	2.436	2.217	2.565	3.968	2.442	1.814	1.737	0.629	26.32		6.220	6.944	8.975	4.180
2011	£M	1.898	2.347	2.678	2.567	2.480	2.286	2.591	4.014	2.239	1.783	1.804	0.712	27.40		6.922	7.333	8.844	4.299
2012	£M	1.603	2.199	2.800	2.391	2.456	2.528	2.688	4.275	2.554	1.788	1.918	0.682	27.88		6.603	7.376	9.517	4.388
2013	£M	1.686	2.487	3.399	2.170	2.722	2.643	3.063	4.827	2.432	1.730	2.251	0.813	30.22		7.573	7.535	10.32	4.794
2014	£M	1.713	2.430	3.549	2.482	3.463	2.821	4.151	5.411	3.179	1.998	2.411	0.844	34.45		7.692	8.766	12.74	5.254
2015	£M	1.877	2.472	3.420	2.458	3.499	2.949	4.104	5.344	3.053	1.982	2.236	0.779	34.17		7.769	8.906	12.50	4.997
2016	£M	1.885	2.558	3.801	2.731	3.667	2.890	4.323	5.596	3.075	1.925	2.573	0.912	35.94		8.245	9.289	12.99	5.409
2017	£M	1.797	2.399	3.588	2.955	4.092	2.965	4.291	5.693	3.180	1.921	2.508	0.893	36.28		7.783	10.01	13.16	5.322
2018	£M	2.033	2.665	3.918	3.268	4.612	3.301	4.442	6.417	3.456	2.150	2.818	1.001	40.08		8.616	11.18	14.32	5.969
2019	£M	2.084	2.738	4.071	3.369	4.794	3.415	4.644	6.545	3.499	2.232	2.964	1.011	41.37	3.2%	8.894	11.58	14.69	6.208

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	£M	26.56	26.32	27.40	27.88	30.22	34.45	34.17	35.94	36.28	40.08	41.37
All Visitor Types	£M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98
Share of Total	%	31.0%	30.1%	29.3%	29.9%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%
Annual Change in Share	%		-2.9%	-2.5%	1.8%	4.4%	4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%
Change in Share from 2009	%		-2.9%	-5.3%	-3.6%	0.7%	5.1%	-2.4%	-2.0%	-5.4%	-4.5%	-5.9%
Avg Ann. Change in Share	%		-2.9%	-2.6%	-1.2%	0.2%	1.0%	-0.4%	-0.3%	-0.7%	-0.5%	-0.6%

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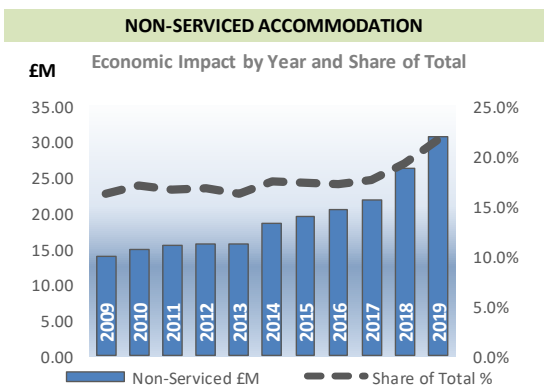
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2019		117.1%	104.5%	148.1%	117.6%	118.3%	133.2%	97.7%	101.3%	154.1%	146.4%	215.6%	158.3%	120.8%	Annual Change	124.0%	123.1%	110.1%	169.5%		
% Change 2018 to 2019		28.3%	19.4%	19.2%	28.8%	18.7%	14.0%	19.8%	13.1%	11.4%	16.3%	23.7%	26.0%	17.4%		21.7%	19.3%	14.9%	21.0%		
Average Annual Change		11.7%	10.4%	14.8%	11.8%	11.8%	13.3%	9.8%	10.1%	15.4%	14.6%	21.6%	15.8%	12.1%		12.4%	12.3%	11.0%	17.0%		
2009	£M	0.331	0.394	0.411	1.071	1.674	1.395	2.636	3.279	1.410	0.603	0.383	0.334	13.92		1.136	4.139	7.325	1.320		
2010	£M	0.205	0.354	0.395	1.038	1.658	1.822	2.889	3.584	1.758	0.575	0.369	0.296	14.94	7.4%	0.955	4.518	8.232	1.240		
2011	£M	0.249	0.342	0.447	1.213	1.889	1.934	2.889	3.395	1.793	0.648	0.470	0.254	15.52	3.9%	1.037	5.035	8.077	1.372		
2012	£M	0.288	0.369	0.504	1.246	1.808	1.889	2.828	3.419	1.781	0.687	0.500	0.319	15.64	0.8%	1.162	4.943	8.028	1.505		
2013	£M	0.297	0.362	0.520	1.188	1.820	1.837	2.879	3.510	1.767	0.683	0.524	0.337	15.72	0.6%	1.180	4.844	8.157	1.544		
2014	£M	0.341	0.421	0.615	1.347	2.129	2.149	3.256	4.132	2.222	0.809	0.645	0.402	18.47	17.4%	1.377	5.624	9.610	1.856		
2015	£M	0.363	0.447	0.655	1.424	2.255	2.262	3.439	4.386	2.354	0.858	0.682	0.427	19.55	5.9%	1.465	5.942	10.18	1.967		
2016	£M	0.386	0.481	0.665	1.457	2.320	2.339	3.562	4.607	2.511	0.901	0.724	0.453	20.41	4.4%	1.533	6.116	10.68	2.077		
2017	£M	0.419	0.518	0.673	1.609	2.523	2.405	3.863	4.850	2.755	0.975	0.752	0.506	21.85	7.1%	1.611	6.536	11.47	2.233		
2018	£M	0.560	0.674	0.856	1.810	3.078	2.853	4.350	5.834	3.214	1.277	0.978	0.684	26.17	19.8%	2.090	7.741	13.40	2.939		
2019	£M	0.718	0.805	1.021	2.331	3.653	3.252	5.211	6.599	3.582	1.485	1.210	0.861	30.73	17.4%	2.544	9.236	15.39	3.557		

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced £M	13.92	14.94	15.52	15.64	15.72	18.47	19.55	20.41	21.85	26.17	30.73
All Visitor Types £M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98
Share of Total %	16.2%	17.1%	16.6%	16.7%	16.2%	17.4%	17.3%	17.2%	17.6%	19.3%	21.6%
Annual Change in Share %		5.3%	-2.7%	0.8%	-3.2%	7.5%	-0.8%	-0.4%	2.4%	9.4%	12.2%
Change in Share from 2009 %		5.3%	2.4%	3.2%	-0.1%	7.5%	6.6%	6.2%	8.7%	18.9%	33.4%
Avg Ann. Change in Share %		5.3%	1.2%	1.1%	0.0%	1.5%	1.1%	0.9%	1.1%	2.1%	3.3%

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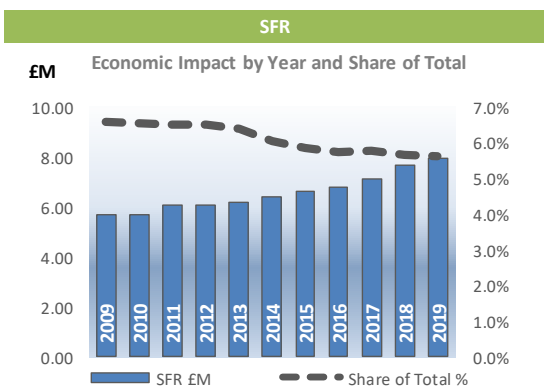
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		39.9%	33.4%	37.0%	38.6%	41.2%	45.6%	43.1%	44.4%	49.8%	37.4%	45.4%	34.8%	40.7%	Annual Change	37.9%	41.0%	45.1%	37.7%
% Change 2018 to 2019		4.7%	3.8%	3.9%	5.1%	3.8%	2.8%	4.5%	2.7%	1.7%	3.9%	5.4%	4.8%	4.0%		4.3%	4.1%	3.1%	4.7%
Average Annual Change		4.0%	3.3%	3.7%	3.9%	4.1%	4.6%	4.3%	4.4%	5.0%	3.7%	4.5%	3.5%	4.1%		3.8%	4.1%	4.5%	3.8%
2009	£M	0.766	0.281	0.341	0.719	0.504	0.357	0.576	0.607	0.339	0.301	0.253	0.619	5.661		1.387	1.580	1.521	1.173
2010	£M	0.783	0.289	0.329	0.712	0.487	0.387	0.591	0.629	0.367	0.303	0.248	0.586	5.711	0.9%	1.401	1.586	1.587	1.137
2011	£M	0.869	0.306	0.356	0.777	0.524	0.411	0.617	0.648	0.379	0.321	0.267	0.610	6.086	6.6%	1.532	1.712	1.644	1.198
2012	£M	0.840	0.298	0.365	0.771	0.515	0.412	0.614	0.652	0.383	0.323	0.272	0.624	6.067	-0.3%	1.502	1.698	1.649	1.219
2013	£M	0.858	0.313	0.391	0.758	0.527	0.414	0.629	0.669	0.381	0.323	0.286	0.646	6.195	2.1%	1.562	1.698	1.679	1.255
2014	£M	0.862	0.310	0.392	0.787	0.557	0.427	0.669	0.705	0.413	0.337	0.293	0.665	6.418	3.6%	1.563	1.771	1.788	1.296
2015	£M	0.902	0.319	0.398	0.809	0.576	0.443	0.688	0.726	0.425	0.346	0.296	0.678	6.605	2.9%	1.619	1.828	1.839	1.319
2016	£M	0.917	0.323	0.415	0.833	0.589	0.449	0.705	0.746	0.437	0.350	0.311	0.700	6.776	2.6%	1.655	1.871	1.888	1.362
2017	£M	0.949	0.337	0.422	0.889	0.635	0.472	0.746	0.786	0.469	0.368	0.323	0.735	7.131	5.2%	1.708	1.996	2.000	1.426
2018	£M	1.023	0.361	0.449	0.948	0.686	0.505	0.788	0.853	0.499	0.398	0.348	0.796	7.656	7.4%	1.833	2.140	2.140	1.543
2019	£M	1.071	0.375	0.467	0.996	0.712	0.519	0.824	0.876	0.507	0.414	0.367	0.834	7.963	4.0%	1.912	2.228	2.207	1.616

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR £M	5.661	5.711	6.086	6.067	6.195	6.418	6.605	6.776	7.131	7.656	7.963
All Visitor Types £M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98
Share of Total %	6.6%	6.5%	6.5%	6.5%	6.4%	6.1%	5.8%	5.7%	5.8%	5.6%	5.6%
Annual Change in Share %		-1.1%	-0.2%	-0.3%	-1.7%	-5.1%	-3.6%	-2.1%	0.6%	-2.0%	-0.7%
Change in Share from 2009 %		-1.1%	-1.3%	-1.5%	-3.2%	-8.2%	-11.5%	-13.3%	-12.7%	-14.4%	-15.0%
Avg Ann. Change in Share %		-1.1%	-0.6%	-0.5%	-0.8%	-1.6%	-1.9%	-1.9%	-1.6%	-1.6%	-1.5%

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

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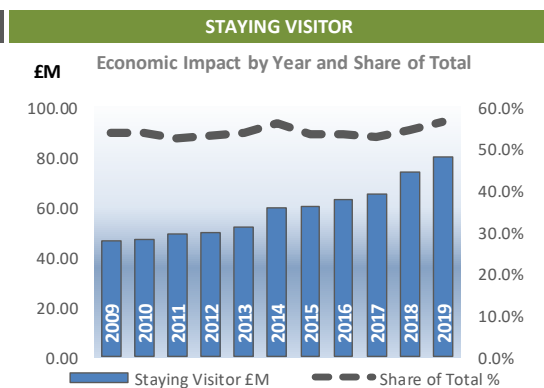


STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		61.8%	50.3%	58.4%	62.6%	73.6%	89.8%	84.3%	86.1%	93.8%	55.1%	75.8%	38.0%	73.5%	Annual Change	56.9%	74.8%	87.2%	57.9%
% Change 2018 to 2019		7.1%	5.9%	6.4%	11.1%	9.4%	7.9%	11.5%	7.0%	5.8%	8.0%	9.6%	9.1%	8.3%		6.5%	9.4%	8.2%	8.9%
Average Annual Change		6.2%	5.0%	5.8%	6.3%	7.4%	9.0%	8.4%	8.6%	9.4%	5.5%	7.6%	3.8%	7.3%		5.7%	7.5%	8.7%	5.8%
2009	£M	2.394	2.606	3.510	4.119	5.278	3.787	5.794	7.535	3.915	2.664	2.584	1.962	46.15	1.8%	8.510	13.18	17.24	7.209
2010	£M	2.592	2.831	3.153	4.042	4.580	4.426	6.045	8.182	4.567	2.691	2.355	1.511	46.97		8.576	13.05	18.79	6.558
2011	£M	3.016	2.995	3.480	4.557	4.893	4.632	6.097	8.057	4.411	2.752	2.541	1.576	49.01		4.3%	9.492	14.08	18.57
2012	£M	2.732	2.866	3.669	4.408	4.780	4.829	6.131	8.346	4.718	2.798	2.689	1.625	49.59	1.2%	9.267	14.02	19.19	7.112
2013	£M	2.842	3.163	4.310	4.115	5.069	4.894	6.570	9.007	4.581	2.736	3.061	1.796	52.14	5.1%	10.31	14.08	20.16	7.593
2014	£M	2.916	3.161	4.555	4.616	6.149	5.397	8.076	10.25	5.815	3.144	3.350	1.911	59.34	13.8%	10.63	16.16	24.14	8.406
2015	£M	3.142	3.237	4.473	4.691	6.330	5.654	8.231	10.46	5.832	3.186	3.214	1.884	60.33	1.7%	10.85	16.68	24.52	8.284
2016	£M	3.188	3.363	4.881	5.020	6.576	5.678	8.590	10.95	6.023	3.175	3.608	2.066	63.12	4.6%	11.43	17.28	25.56	8.849
2017	£M	3.165	3.254	4.683	5.453	7.250	5.842	8.900	11.33	6.404	3.264	3.582	2.134	65.26	3.4%	11.10	18.54	26.63	8.980
2018	£M	3.616	3.700	5.223	6.026	8.376	6.660	9.580	13.10	7.169	3.825	4.144	2.480	73.90	13.2%	12.54	21.06	29.85	10.45
2019	£M	3.873	3.918	5.559	6.696	9.160	7.186	10.68	14.02	7.588	4.132	4.542	2.707	80.06	8.3%	13.35	23.04	32.29	11.38

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	£M	46.15	46.97	49.01	49.59	52.14	59.34	60.33	63.12	65.26	73.90	80.06
All Visitor Types	£M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98
Share of Total	%	53.8%	53.7%	52.5%	53.1%	53.8%	56.0%	53.4%	53.3%	52.7%	54.5%	56.4%
Annual Change in Share	%		-0.2%	-2.3%	1.2%	1.2%	4.2%	-4.7%	-0.1%	-1.1%	3.4%	3.5%
Change in Share from 2009	%		-0.2%	-2.5%	-1.3%	0.0%	4.2%	-0.8%	-0.9%	-2.0%	1.3%	4.8%
Avg Ann. Change in Share	%		-0.2%	-1.2%	-0.4%	0.0%	0.8%	-0.1%	-0.1%	-0.3%	0.1%	0.5%

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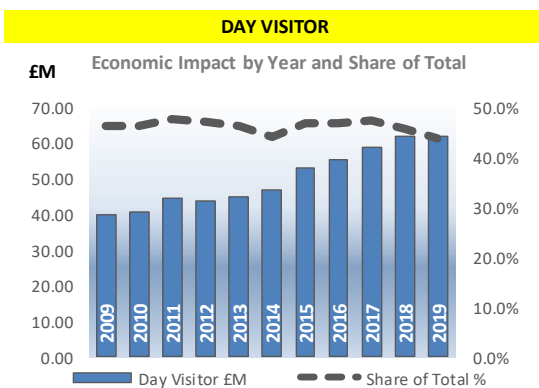
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2019		47.7%	86.6%	96.1%	34.7%	34.7%	43.0%	49.8%	7.9%	94.2%	10.8%	80.2%	100.5%	56.2%	Annual Change	75.5%	37.4%	46.1%	63.6%
% Change 2018 to 2019		-0.7%	3.9%	5.3%	7.1%	-0.6%	1.4%	2.3%	-4.4%	8.2%	-12.8%	-6.2%	0.1%	0.4%		2.9%	2.5%	2.3%	-5.6%
Average Annual Change		4.8%	8.7%	9.6%	3.5%	3.5%	4.3%	5.0%	0.8%	9.4%	1.1%	8.0%	10.0%	5.6%		7.6%	3.7%	4.6%	6.4%
2009	£M	3.896	3.075	3.602	3.132	3.197	2.992	3.239	3.907	2.858	3.177	3.669	2.897	39.64		10.57	9.322	10.00	9.744
2010	£M	4.003	3.073	3.705	3.270	3.210	3.239	3.536	3.827	2.860	3.237	3.741	2.822	40.52	2.2%	10.78	9.718	10.22	9.801
2011	£M	4.208	3.488	4.087	4.110	3.075	2.967	3.339	3.805	2.943	3.593	4.840	3.945	44.40	9.6%	11.78	10.15	10.09	12.38
2012	£M	4.550	3.723	4.537	2.910	2.900	3.235	3.406	4.012	3.354	3.028	4.670	3.458	43.78	-1.4%	12.81	9.045	10.77	11.16
2013	£M	4.229	4.030	4.183	3.162	3.495	3.308	3.580	4.215	3.241	2.932	5.002	3.455	44.83	2.4%	12.44	9.965	11.04	11.39
2014	£M	4.166	4.048	5.419	3.427	3.383	3.288	3.548	4.299	3.435	3.161	4.754	3.645	46.57	3.9%	13.63	10.10	11.28	11.56
2015	£M	4.645	4.450	6.264	4.019	3.885	3.648	3.939	4.756	3.995	3.663	5.141	4.309	52.72	13.2%	15.36	11.55	12.69	13.11
2016	£M	5.444	4.883	6.033	3.740	3.807	3.979	4.330	4.930	4.340	3.790	5.613	4.405	55.30	4.9%	16.36	11.53	13.60	13.81
2017	£M	5.604	5.150	6.345	3.981	4.061	4.219	4.619	5.216	4.649	4.010	5.972	4.754	58.58	5.9%	17.10	12.26	14.48	14.74
2018	£M	5.794	5.524	6.708	3.939	4.334	4.219	4.742	4.412	5.130	4.037	7.052	5.803	61.70	5.3%	18.03	12.49	14.29	16.89
2019	£M	5.754	5.738	7.062	4.221	4.307	4.279	4.851	4.217	5.552	3.522	6.611	5.808	61.92	0.4%	18.56	12.81	14.62	15.94

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	£M	39.64	40.52	44.40	43.78	44.83	46.57	52.72	55.30	58.58	61.92
All Visitor Types	£M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	141.98
Share of Total	%	46.2%	46.3%	47.5%	46.9%	46.2%	44.0%	46.6%	46.7%	47.3%	43.6%
Annual Change in Share	%		0.2%	2.6%	-1.4%	-1.4%	-4.9%	6.0%	0.1%	1.3%	-3.8%
Change in Share from 2009	%		0.2%	2.9%	1.5%	0.0%	-4.8%	0.9%	1.1%	2.4%	-5.6%
Avg Ann. Change in Share	%		0.2%	1.4%	0.5%	0.0%	-1.0%	0.2%	0.2%	0.3%	-0.6%

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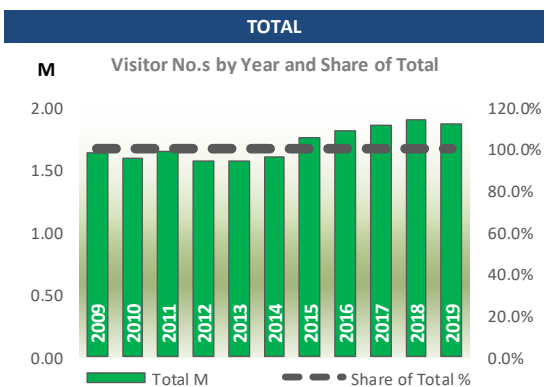
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			TOTAL		VISITOR NUMBERS					
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			TOTAL																		
An increase of 3% or more			VISITOR NUMBERS 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 2009 to 2019			8.0%	34.1%	39.3%	-3.1%	-0.1%	5.6%	12.9%	-14.4%	43.7%	-16.6%	33.3%	43.7%	14.6%	Annual Change		26.5%	0.7%	11.0%	19.9%
% Change 2018 to 2019			-2.6%	1.3%	2.6%	4.7%	-1.6%	-0.4%	0.8%	-4.7%	4.7%	-12.8%	-7.2%	-2.0%	-1.4%			0.6%	0.8%	0.4%	-6.8%
Average Annual Change			0.8%	3.4%	3.9%	-0.3%	0.0%	0.6%	1.3%	-1.4%	4.4%	-1.7%	3.3%	4.4%	1.5%			2.7%	0.1%	1.1%	2.0%
2009	M		0.152	0.124	0.146	0.135	0.141	0.125	0.137	0.166	0.120	0.127	0.144	0.114	1.630			0.422	0.401	0.423	0.384
2010	M		0.152	0.119	0.142	0.131	0.131	0.130	0.141	0.158	0.118	0.124	0.140	0.105	1.591	-2.4%	0.413	0.392	0.417	0.369	
2011	M		0.152	0.128	0.150	0.154	0.122	0.116	0.129	0.149	0.115	0.129	0.169	0.136	1.648	3.6%	0.430	0.391	0.393	0.434	
2012	M		0.155	0.130	0.160	0.111	0.111	0.120	0.126	0.151	0.125	0.106	0.158	0.117	1.570	-4.8%	0.444	0.342	0.402	0.381	
2013	M		0.141	0.138	0.148	0.112	0.127	0.120	0.129	0.153	0.119	0.100	0.166	0.114	1.568	-0.1%	0.427	0.359	0.401	0.380	
2014	M		0.135	0.134	0.179	0.118	0.123	0.116	0.130	0.155	0.127	0.106	0.156	0.117	1.595	1.7%	0.448	0.356	0.412	0.379	
2015	M		0.147	0.144	0.201	0.133	0.136	0.124	0.139	0.166	0.143	0.119	0.165	0.135	1.752	9.8%	0.492	0.392	0.448	0.418	
2016	M		0.169	0.156	0.192	0.125	0.132	0.132	0.149	0.168	0.150	0.120	0.178	0.137	1.807	3.1%	0.516	0.389	0.467	0.435	
2017	M		0.169	0.158	0.195	0.129	0.138	0.135	0.154	0.172	0.156	0.123	0.183	0.143	1.855	2.7%	0.522	0.403	0.482	0.449	
2018	M		0.169	0.164	0.199	0.125	0.143	0.132	0.153	0.149	0.165	0.121	0.207	0.167	1.893	2.1%	0.531	0.401	0.467	0.494	
2019	M		0.164	0.166	0.204	0.131	0.141	0.132	0.154	0.142	0.173	0.106	0.192	0.164	1.868	-1.4%	0.534	0.404	0.469	0.461	

VISITOR NUMBERS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	M	1.630	1.591	1.648	1.570	1.568	1.595	1.752	1.807	1.855	1.893	1.868
All Visitor Types	M	1.630	1.591	1.648	1.570	1.568	1.595	1.752	1.807	1.855	1.893	1.868
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											



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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		-17.4%	6.8%	-0.4%	-35.6%	-17.2%	-16.7%	15.0%	-17.5%	26.6%	-28.1%	24.8%	3.5%	-5.8%	Annual Change	-1.8%	-23.4%	6.2%	0.7%	
% Change 2018 to 2019		-0.1%	0.2%	1.4%	0.6%	1.5%	1.0%	2.2%	-0.2%	-1.2%	1.4%	2.7%	-1.4%	0.8%		0.7%	1.1%	0.1%	1.4%	
Average Annual Change		-1.7%	0.7%	0.0%	-3.6%	-1.7%	-1.7%	1.5%	-1.8%	2.7%	-2.8%	2.5%	0.4%	-0.6%		-0.2%	-2.3%	0.6%	0.1%	
2009	000s	8.3	12.4	16.0	15.3	18.0	11.6	10.7	14.7	12.5	10.6	11.9	6.0	147.9	Annual Change	36.6	44.9	37.9	28.5	
2010	000s	9.3	12.2	13.1	11.4	11.9	10.8	9.2	13.9	12.3	10.1	10.5	3.6	128.3		-13.2%	34.5	34.2	35.4	24.2
2011	000s	9.4	12.3	14.4	11.8	11.2	10.2	9.0	12.8	11.0	8.8	10.3	4.3	125.6		-2.1%	36.1	33.2	32.8	23.4
2012	000s	7.0	11.3	15.5	10.6	10.5	10.7	9.0	12.7	12.5	7.9	10.4	4.5	122.7		-2.3%	33.8	31.8	34.1	22.9
2013	000s	7.4	14.8	18.4	8.2	12.0	11.4	9.8	13.2	12.9	7.5	12.7	5.7	133.9		9.2%	40.5	31.6	35.9	25.8
2014	000s	6.7	12.8	17.3	8.4	13.4	10.6	12.9	14.4	16.6	8.6	13.4	5.8	140.8		5.2%	36.8	32.4	44.0	27.7
2015	000s	6.7	13.3	16.5	7.7	12.9	9.7	12.0	12.4	16.6	7.9	12.9	5.3	133.9		-4.9%	36.4	30.4	41.0	26.0
2016	000s	6.9	13.9	16.7	9.0	12.9	9.3	12.4	11.3	15.8	7.4	14.6	6.3	136.6		2.0%	37.5	31.2	39.5	28.4
2017	000s	6.4	12.5	15.1	9.3	13.6	9.0	11.9	10.9	15.5	7.0	13.5	5.9	130.5		-4.4%	34.0	31.9	38.3	26.4
2018	000s	6.8	13.2	15.7	9.8	14.7	9.5	12.1	12.1	16.1	7.5	14.4	6.3	138.3		5.9%	35.7	34.0	40.3	28.3
2019	000s	6.8	13.2	15.9	9.9	14.9	9.6	12.3	12.1	15.9	7.6	14.8	6.2	139.3	0.8%	36.0	34.4	40.3	28.7	

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced 000s	147.9	128.3	125.6	122.7	133.9	140.8	133.9	136.6	130.5	138.3	139.3
All Visitor Types M	1.6	1.6	1.6	1.6	1.6	1.6	1.8	1.8	1.9	1.9	1.9
Share of Total %	9.1%	8.1%	7.6%	7.8%	8.5%	8.8%	7.6%	7.6%	7.0%	7.3%	7.5%
Annual Change in Share %		-11.1%	-5.5%	2.6%	9.3%	3.4%	-13.4%	-1.1%	-6.9%	3.8%	2.2%
Change in Share from 2009 %		-11.1%	-16.0%	-13.9%	-5.9%	-2.7%	-15.8%	-16.7%	-22.4%	-19.5%	-17.8%
Avg Ann. Change in Share %		-11.1%	-8.0%	-4.6%	-1.5%	-0.5%	-2.6%	-2.4%	-2.8%	-2.2%	-1.8%

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

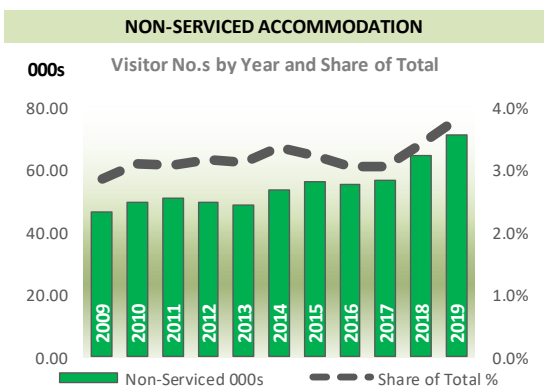
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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND										2009 to 2019			NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											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 2009 to 2019		31.7%	25.6%	49.9%	25.4%	41.3%	43.2%	41.5%	53.9%	106.3%	61.0%	117.2%	42.3%	52.3%	Annual Change	36.7%	37.6%	60.9%	73.6%
% Change 2018 to 2019		18.9%	10.9%	10.9%	20.5%	12.2%	7.8%	11.9%	6.0%	5.3%	8.2%	15.3%	17.0%	10.0%		12.9%	12.6%	7.5%	12.5%
Average Annual Change		3.2%	2.6%	5.0%	2.5%	4.1%	4.3%	4.2%	5.4%	10.6%	6.1%	11.7%	4.2%	5.2%		3.7%	3.8%	6.1%	7.4%
2009	000s	1.0	1.3	1.5	4.3	6.3	5.2	7.6	9.5	4.7	2.3	1.5	1.2	46.5		3.8	15.9	21.8	5.0
2010	000s	0.7	1.0	1.4	4.0	6.4	6.6	8.1	10.5	5.7	2.2	1.5	1.1	49.3	5.9%	3.2	17.0	24.3	4.9
2011	000s	0.8	1.1	1.6	4.5	7.1	6.7	8.0	9.7	6.0	2.3	1.8	0.9	50.7	2.8%	3.6	18.3	23.7	5.1
2012	000s	0.9	1.2	1.7	4.6	6.6	6.3	7.7	9.4	5.8	2.4	1.9	1.0	49.5	-2.3%	3.7	17.5	22.9	5.4
2013	000s	0.8	1.1	1.6	4.3	6.6	5.9	7.8	9.5	5.8	2.4	2.0	1.0	48.8	-1.5%	3.5	16.8	23.1	5.4
2014	000s	0.8	1.1	1.6	4.2	6.8	6.0	8.6	11.0	7.1	2.8	2.4	1.1	53.6	10.0%	3.6	16.9	26.8	6.3
2015	000s	0.8	1.0	1.7	4.1	6.5	5.7	8.5	12.3	8.9	3.0	2.8	0.9	56.2	4.9%	3.5	16.3	29.7	6.7
2016	000s	0.9	1.2	1.8	4.0	6.5	6.1	8.7	11.9	7.9	2.7	2.3	1.1	55.0	-2.3%	3.8	16.6	28.5	6.1
2017	000s	0.9	1.2	1.7	4.2	6.9	6.1	9.0	12.1	8.3	2.8	2.3	1.1	56.6	3.1%	3.8	17.2	29.4	6.2
2018	000s	1.1	1.5	2.0	4.5	8.0	6.9	9.6	13.8	9.3	3.4	2.8	1.4	64.4	13.7%	4.7	19.4	32.7	7.7
2019	000s	1.4	1.6	2.2	5.4	9.0	7.4	10.8	14.6	9.8	3.7	3.3	1.7	70.9	10.0%	5.3	21.8	35.2	8.6

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced 000s	46.5	49.3	50.7	49.5	48.8	53.6	56.2	55.0	56.6	64.4	70.9
All Visitor Types M	1.6	1.6	1.6	1.6	1.6	1.6	1.8	1.8	1.9	1.9	1.9
Share of Total %	2.9%	3.1%	3.1%	3.2%	3.1%	3.4%	3.2%	3.0%	3.1%	3.4%	3.8%
Annual Change in Share %		8.5%	-0.8%	2.6%	-1.4%	8.1%	-4.5%	-5.2%	0.4%	11.4%	11.5%
Change in Share from 2009 %		8.5%	7.7%	10.5%	9.0%	17.8%	12.5%	6.6%	7.0%	19.2%	33.0%
Avg Ann. Change in Share %		8.5%	3.8%	3.5%	2.2%	3.6%	2.1%	0.9%	0.9%	2.1%	3.3%



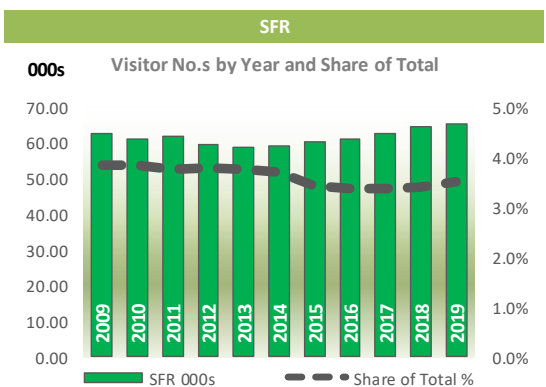
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2019		3.8%	-0.9%	1.7%	2.8%	4.8%	8.1%	6.2%	7.2%	11.2%	2.0%	7.9%	0.0%	4.5%	Annual Change	2.2%	4.9%	7.8%	2.5%
% Change 2018 to 2019		2.1%	1.2%	1.4%	2.5%	1.3%	0.3%	1.9%	0.2%	-0.8%	1.4%	2.8%	2.2%	1.4%		1.7%	1.5%	0.6%	2.2%
Average Annual Change		0.4%	-0.1%	0.2%	0.3%	0.5%	0.8%	0.6%	0.7%	1.1%	0.2%	0.8%	0.0%	0.4%		0.2%	0.5%	0.8%	0.3%
2009	000s	8.0	3.5	4.2	7.0	6.0	4.5	6.0	6.1	4.1	3.7	3.3	6.2	62.6		15.7	17.5	16.3	13.2
2010	000s	7.9	3.5	3.9	6.7	5.6	4.7	6.0	6.1	4.3	3.6	3.1	5.7	60.9	-2.7%	15.3	16.9	16.4	12.4
2011	000s	8.4	3.5	4.0	6.9	5.7	4.7	5.9	6.0	4.2	3.6	3.2	5.6	61.8	1.4%	15.9	17.4	16.1	12.4
2012	000s	7.8	3.3	3.9	6.6	5.4	4.5	5.7	5.8	4.1	3.5	3.1	5.6	59.3	-4.1%	15.0	16.6	15.6	12.1
2013	000s	7.7	3.3	4.1	6.3	5.4	4.4	5.6	5.8	3.9	3.4	3.2	5.6	58.6	-1.1%	15.1	16.1	15.3	12.1
2014	000s	7.5	3.2	4.0	6.4	5.5	4.4	5.8	5.9	4.2	3.4	3.2	5.6	59.1	0.8%	14.7	16.3	15.9	12.2
2015	000s	7.8	3.3	4.0	6.5	5.6	4.5	5.9	6.0	4.2	3.5	3.1	5.6	60.1	1.8%	15.0	16.7	16.2	12.3
2016	000s	7.8	3.3	4.1	6.6	5.7	4.6	6.0	6.1	4.3	3.5	3.3	5.7	60.9	1.2%	15.2	16.8	16.4	12.5
2017	000s	7.9	3.3	4.1	6.8	6.0	4.7	6.2	6.3	4.5	3.6	3.3	5.9	62.5	2.6%	15.3	17.5	17.0	12.7
2018	000s	8.2	3.4	4.2	7.0	6.2	4.8	6.3	6.6	4.6	3.7	3.4	6.1	64.5	3.3%	15.8	18.0	17.4	13.3
2019	000s	8.3	3.5	4.2	7.2	6.3	4.8	6.4	6.6	4.6	3.8	3.5	6.2	65.4	1.4%	16.0	18.3	17.5	13.5

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR 000s	62.6	60.9	61.8	59.3	58.6	59.1	60.1	60.9	62.5	64.5	65.4
All Visitor Types	M	1.6	1.6	1.6	1.6	1.6	1.6	1.8	1.8	1.9	1.9
Share of Total	%	3.8%	3.8%	3.7%	3.8%	3.7%	3.4%	3.4%	3.4%	3.4%	3.5%
Annual Change in Share	%		-0.3%	-2.1%	0.8%	-1.0%	-0.9%	-7.3%	-1.8%	-0.1%	2.8%
Change in Share from 2009	%		-0.3%	-2.4%	-1.7%	-2.6%	-3.5%	-10.6%	-12.3%	-11.3%	-8.8%
Avg Ann. Change in Share	%		-0.3%	-1.2%	-0.6%	-0.7%	-0.7%	-1.8%	-1.8%	-1.5%	-0.9%

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

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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			STAYING VISITOR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		-4.6%	6.7%	3.5%	-15.6%	-0.6%	3.1%	21.1%	9.8%	41.3%	-9.1%	29.9%	5.3%	7.2%	Annual Change	1.9%	-4.7%	22.3%	9.0%
% Change 2018 to 2019		2.4%	1.3%	2.3%	5.4%	4.4%	3.0%	5.5%	2.5%	0.9%	3.0%	4.5%	2.1%	3.2%		2.0%	4.3%	2.9%	3.3%
Average Annual Change		-0.5%	0.7%	0.3%	-1.6%	-0.1%	0.3%	2.1%	1.0%	4.1%	-0.9%	3.0%	0.5%	0.7%		0.2%	-0.5%	2.2%	0.9%
2009 000s		17.3	17.2	21.6	26.7	30.3	21.2	24.4	30.3	21.4	16.5	16.7	13.5	257.1			56.2	78.2	76.0
2010 000s		17.9	16.7	18.4	22.1	24.0	22.0	23.4	30.4	22.2	16.0	15.2	10.4	238.6	-7.2%	53.0	68.1	76.0	41.5
2011 000s		18.6	17.0	20.0	23.2	24.0	21.7	23.0	28.4	21.2	14.8	15.3	10.8	238.0	-0.2%	55.6	68.9	72.7	40.9
2012 000s		15.6	15.8	21.1	21.8	22.6	21.5	22.3	27.9	22.3	13.9	15.5	11.1	231.4	-2.8%	52.5	65.9	72.6	40.4
2013 000s		15.9	19.2	24.0	18.8	24.0	21.7	23.2	28.5	22.7	13.3	17.9	12.2	241.3	4.3%	59.1	64.5	74.3	43.4
2014 000s		15.0	17.2	22.9	18.9	25.7	21.0	27.4	31.4	27.9	14.8	19.0	12.5	253.5	5.1%	55.0	65.6	86.7	46.2
2015 000s		15.2	17.6	22.2	18.3	25.1	19.9	26.5	30.8	29.6	14.3	18.9	11.8	250.3	-1.3%	55.0	63.3	86.9	45.0
2016 000s		15.6	18.3	22.6	19.6	25.1	19.9	27.1	29.4	28.0	13.6	20.2	13.1	252.5	0.9%	56.5	64.7	84.4	46.9
2017 000s		15.2	17.0	20.9	20.4	26.5	19.7	27.1	29.3	28.3	13.3	19.1	12.9	249.7	-1.1%	53.1	66.6	84.6	45.4
2018 000s		16.2	18.1	21.9	21.3	28.9	21.2	28.0	32.5	29.9	14.6	20.7	13.9	267.2	7.0%	56.2	71.4	90.4	49.2
2019 000s		16.5	18.3	22.4	22.5	30.2	21.8	29.5	33.3	30.2	15.0	21.6	14.2	275.6	3.2%	57.3	74.5	93.0	50.9

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor 000s	257.1	238.6	238.0	231.4	241.3	253.5	250.3	252.5	249.7	267.2	275.6
All Visitor Types M	1.6	1.6	1.6	1.6	1.6	1.6	1.8	1.8	1.9	1.9	1.9
Share of Total %	15.8%	15.0%	14.4%	14.7%	15.4%	15.9%	14.3%	14.0%	13.5%	14.1%	14.8%
Annual Change in Share %		-4.9%	-3.7%	2.1%	4.4%	3.3%	-10.1%	-2.2%	-3.7%	4.8%	4.6%
Change in Share from 2009 %		-4.9%	-8.4%	-6.5%	-2.4%	0.8%	-9.4%	-11.4%	-14.7%	-10.5%	-6.4%
Avg Ann. Change in Share %		-4.9%	-4.2%	-2.2%	-0.6%	0.2%	-1.6%	-1.6%	-1.8%	-1.2%	-0.6%



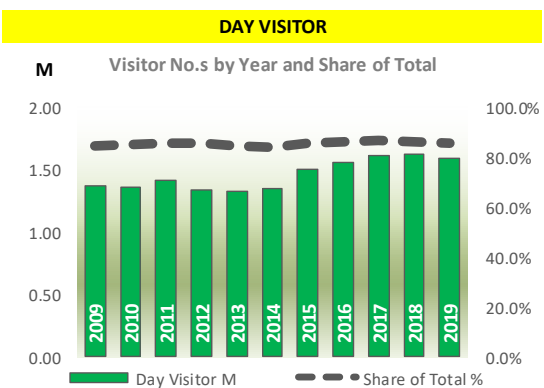
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STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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 2009 to 2019		9.6%	38.5%	45.5%	0.0%	0.0%	6.1%	11.2%	-19.9%	44.2%	-17.7%	33.7%	48.8%	15.9%	Annual Change	30.3%	2.0%	8.5%	21.4%
% Change 2018 to 2019		-3.1%	1.3%	2.7%	4.5%	-3.1%	-1.1%	-0.2%	-6.8%	5.6%	-14.9%	-8.6%	-2.4%	-2.1%		0.4%	0.0%	-0.2%	-7.9%
Average Annual Change		1.0%	3.9%	4.6%	0.0%	0.0%	0.6%	1.1%	-2.0%	4.4%	-1.8%	3.4%	4.9%	1.6%		3.0%	0.2%	0.8%	2.1%
2009	M	0.135	0.106	0.125	0.108	0.111	0.104	0.112	0.135	0.099	0.110	0.127	0.100	1.373		0.366	0.323	0.347	0.337
2010	M	0.134	0.103	0.124	0.109	0.107	0.108	0.118	0.128	0.095	0.108	0.125	0.094	1.353	-1.5%	0.360	0.324	0.341	0.327
2011	M	0.134	0.111	0.130	0.131	0.098	0.094	0.106	0.121	0.093	0.114	0.154	0.125	1.410	4.3%	0.374	0.322	0.320	0.393
2012	M	0.139	0.114	0.139	0.089	0.089	0.099	0.104	0.123	0.102	0.093	0.143	0.106	1.338	-5.1%	0.392	0.276	0.329	0.341
2013	M	0.125	0.119	0.124	0.094	0.103	0.098	0.106	0.125	0.096	0.087	0.148	0.102	1.327	-0.9%	0.368	0.295	0.327	0.337
2014	M	0.120	0.117	0.156	0.099	0.097	0.095	0.102	0.124	0.099	0.091	0.137	0.105	1.341	1.1%	0.393	0.291	0.325	0.333
2015	M	0.132	0.127	0.178	0.114	0.111	0.104	0.112	0.135	0.114	0.104	0.146	0.123	1.501	11.9%	0.437	0.329	0.361	0.373
2016	M	0.153	0.137	0.170	0.105	0.107	0.112	0.122	0.139	0.122	0.107	0.158	0.124	1.554	3.5%	0.460	0.324	0.382	0.388
2017	M	0.154	0.141	0.174	0.109	0.111	0.116	0.127	0.143	0.127	0.110	0.164	0.130	1.605	3.3%	0.469	0.336	0.397	0.404
2018	M	0.153	0.146	0.177	0.104	0.114	0.111	0.125	0.116	0.135	0.106	0.186	0.153	1.626	1.3%	0.475	0.329	0.377	0.445
2019	M	0.148	0.148	0.182	0.109	0.111	0.110	0.125	0.108	0.143	0.091	0.170	0.149	1.592	-2.1%	0.477	0.329	0.376	0.410

VISITOR NUMBERS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	1.373	1.353	1.410	1.338	1.327	1.341	1.501	1.554	1.605	1.626	1.592
All Visitor Types	M	1.630	1.591	1.648	1.570	1.568	1.595	1.752	1.807	1.855	1.893	1.868
Share of Total	%	84.2%	85.0%	85.6%	85.3%	84.6%	84.1%	85.7%	86.0%	86.5%	85.9%	85.2%
Annual Change in Share	%		0.9%	0.6%	-0.4%	-0.8%	-0.6%	1.9%	0.4%	0.6%	-0.8%	-0.8%
Change in Share from 2009	%		0.9%	1.6%	1.2%	0.5%	-0.2%	1.8%	2.1%	2.7%	2.0%	1.2%
Avg Ann. Change in Share	%		0.9%	0.8%	0.4%	0.1%	0.0%	0.3%	0.3%	0.3%	0.2%	0.1%

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

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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			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 2009 to 2019		11.6%	32.0%	38.6%	7.7%	13.9%	20.5%	20.7%	5.8%	46.7%	-7.6%	34.6%	38.7%	20.9%	Annual Change	27.0%	13.9%	21.6%	21.7%	
% Change 2018 to 2019		-1.3%	1.8%	3.0%	6.5%	1.8%	1.5%	3.7%	-0.9%	4.4%	-9.1%	-5.4%	-0.8%	0.6%		1.2%	3.1%	2.2%	-4.9%	
Average Annual Change		1.2%	3.2%	3.9%	0.8%	1.4%	2.0%	2.1%	0.6%	4.7%	-0.8%	3.5%	3.9%	2.1%		2.7%	1.4%	2.2%	2.2%	
2009	M	0.175	0.142	0.171	0.176	0.195	0.167	0.202	0.249	0.163	0.150	0.162	0.134	2.088	-1.1%	0.489	0.538	0.614	0.446	
2010	M	0.174	0.139	0.165	0.172	0.182	0.182	0.210	0.247	0.169	0.146	0.157	0.122	2.065		0.478	0.536	0.626	0.425	
2011	M	0.178	0.147	0.173	0.198	0.175	0.169	0.195	0.232	0.163	0.152	0.187	0.152	2.122		0.499	0.542	0.590	0.492	
2012	M	0.179	0.148	0.183	0.153	0.162	0.172	0.190	0.232	0.173	0.130	0.177	0.133	2.033		-4.2%	0.511	0.487	0.594	0.440
2013	M	0.166	0.155	0.173	0.153	0.177	0.169	0.193	0.237	0.162	0.123	0.185	0.131	2.023		-0.5%	0.494	0.498	0.592	0.438
2014	M	0.160	0.152	0.207	0.162	0.182	0.172	0.202	0.249	0.180	0.131	0.177	0.134	2.109		4.3%	0.520	0.516	0.631	0.442
2015	M	0.175	0.163	0.229	0.179	0.198	0.184	0.213	0.263	0.196	0.145	0.185	0.152	2.281		8.1%	0.567	0.560	0.672	0.482
2016	M	0.196	0.175	0.223	0.172	0.196	0.192	0.225	0.271	0.206	0.147	0.200	0.155	2.357		3.3%	0.594	0.560	0.702	0.502
2017	M	0.195	0.177	0.224	0.179	0.205	0.195	0.232	0.276	0.215	0.150	0.204	0.162	2.415		2.4%	0.596	0.579	0.723	0.516
2018	M	0.198	0.185	0.230	0.178	0.219	0.198	0.236	0.265	0.229	0.152	0.231	0.188	2.509		3.9%	0.613	0.595	0.730	0.571
2019	M	0.196	0.188	0.237	0.189	0.223	0.201	0.244	0.263	0.240	0.138	0.219	0.186	2.524	0.6%	0.621	0.613	0.747	0.543	

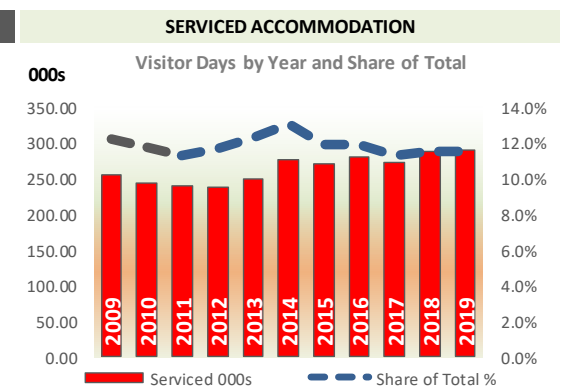
VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	M	2.088	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.524
All Visitor Types	M	2.088	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.524
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2009	%										
Avg Ann. Change in Share	%										



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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND										2009 to 2019			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 2009 to 2019		23.1%	4.8%	9.0%	3.6%	13.4%	23.6%	36.3%	35.0%	18.6%	-6.9%	11.8%	-25.8%	14.3%	Annual Change	10.7%	13.1%	30.4%	-3.2%	
% Change 2018 to 2019		0.0%	0.2%	1.4%	0.5%	1.4%	0.9%	2.1%	-0.4%	-1.2%	1.3%	2.6%	-1.4%	0.7%		0.7%	1.0%	0.1%	1.5%	
Average Annual Change		2.3%	0.5%	0.9%	0.4%	1.3%	2.4%	3.6%	3.5%	1.9%	-0.7%	1.2%	-2.6%	1.4%		1.1%	1.3%	3.0%	-0.3%	
2009 000s		12.9	19.6	27.9	23.6	31.0	20.4	20.3	29.0	21.7	17.7	19.8	10.2	254.0	Annual Change	60.4	75.0	71.0	47.7	
2010 000s		16.1	21.5	23.9	21.6	23.4	21.5	19.7	30.7	23.5	17.6	17.1	6.2	242.8		-4.4%	61.5	66.5	73.9	40.9
2011 000s		18.2	21.8	24.9	22.8	22.5	20.9	18.8	29.2	20.5	16.4	16.9	6.6	239.6		-1.3%	64.9	66.3	68.5	39.9
2012 000s		14.9	19.9	25.4	20.8	21.8	22.6	18.8	30.0	22.7	16.0	17.3	6.2	236.6		-1.3%	60.3	65.2	71.6	39.5
2013 000s		15.2	21.8	30.1	18.4	23.5	23.0	20.6	32.7	21.1	15.0	19.8	7.2	248.4		5.0%	67.1	64.9	74.4	42.1
2014 000s		15.1	20.9	30.5	20.7	29.3	24.0	27.3	35.7	27.0	17.0	20.8	7.3	275.6		10.9%	66.5	74.0	90.0	45.1
2015 000s		16.4	21.1	29.2	20.4	29.3	24.8	26.6	34.7	25.7	16.7	19.0	6.7	270.5		-1.8%	66.6	74.5	87.0	42.4
2016 000s		16.2	21.5	32.0	22.3	30.3	24.0	27.6	35.8	25.5	16.0	21.6	7.7	280.8		3.8%	69.8	76.7	89.0	45.3
2017 000s		14.8	19.4	28.9	23.1	32.3	23.5	26.8	35.6	25.2	15.3	20.1	7.2	272.1		-3.1%	63.0	78.9	87.6	42.5
2018 000s		15.9	20.5	30.0	24.3	34.7	24.9	27.1	39.3	26.1	16.3	21.5	7.7	288.3		6.0%	66.4	84.0	92.5	45.5
2019 000s		15.9	20.5	30.4	24.5	35.2	25.2	27.7	39.1	25.8	16.5	22.1	7.6	290.3	0.7%	66.8	84.8	92.5	46.1	

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced 000s	254.0	242.8	239.6	236.6	248.4	275.6	270.5	280.8	272.1	288.3	290.3
All Visitor Types M	2.1	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5
Share of Total %	12.2%	11.8%	11.3%	11.6%	12.3%	13.1%	11.9%	11.9%	11.3%	11.5%	11.5%
Annual Change in Share %		-3.4%	-4.0%	3.1%	5.5%	6.4%	-9.2%	0.4%	-5.4%	1.9%	0.1%
Change in Share from 2009 %		-3.4%	-7.2%	-4.3%	0.9%	7.4%	-2.5%	-2.1%	-7.4%	-5.6%	-5.5%
Avg Ann. Change in Share %		-3.4%	-3.6%	-1.4%	0.2%	1.5%	-0.4%	-0.3%	-0.9%	-0.6%	-0.5%



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STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		48.5%	40.8%	68.5%	48.4%	55.3%	66.4%	38.3%	43.9%	81.4%	66.4%	117.7%	74.9%	55.9%	Annual Change	53.2%	57.4%	50.0%	83.5%
% Change 2018 to 2019		18.8%	10.8%	10.8%	20.5%	12.1%	7.7%	11.9%	6.1%	5.2%	8.0%	15.1%	16.8%	10.1%		12.9%	12.3%	7.6%	12.4%
Average Annual Change		4.8%	4.1%	6.8%	4.8%	5.5%	6.6%	3.8%	4.4%	8.1%	6.6%	11.8%	7.5%	5.6%		5.3%	5.7%	5.0%	8.3%
2009	000s	7.4	8.9	9.6	24.9	40.4	33.6	54.8	68.4	33.7	13.9	8.9	7.6	312.3		26.0	98.9	157.0	30.4
2010	000s	4.6	7.9	9.0	23.3	39.0	42.7	57.2	72.2	41.0	13.0	8.4	6.6	324.9	4.0%	21.6	104.9	170.4	28.0
2011	000s	5.3	7.4	9.8	26.1	42.6	43.6	55.3	66.0	40.2	14.1	10.3	5.4	326.1	0.4%	22.5	112.3	161.5	29.7
2012	000s	6.0	7.7	10.6	25.9	39.4	41.1	52.5	64.5	38.5	14.4	10.5	6.6	317.6	-2.6%	24.3	106.3	155.5	31.4
2013	000s	5.9	7.3	10.6	23.7	38.3	38.6	52.0	64.3	37.0	13.8	10.6	6.7	308.8	-2.7%	23.8	100.6	153.3	31.1
2014	000s	6.5	8.2	12.1	25.9	43.2	43.6	57.6	74.4	44.9	15.7	12.6	7.7	352.4	14.1%	26.8	112.7	176.9	36.0
2015	000s	6.8	8.5	12.6	26.8	45.2	45.3	59.5	77.4	46.9	16.3	13.1	8.0	366.5	4.0%	27.9	117.3	183.8	37.4
2016	000s	7.2	9.0	12.6	27.1	45.9	46.2	61.0	80.5	49.4	16.9	13.7	8.4	378.0	3.1%	28.8	119.2	190.9	39.1
2017	000s	7.4	9.3	12.3	28.7	48.3	46.0	63.4	81.2	52.5	17.5	13.7	9.0	389.3	3.0%	29.0	123.0	197.1	40.2
2018	000s	9.3	11.4	14.6	30.7	56.0	51.9	67.7	92.8	58.2	21.5	16.8	11.4	442.2	13.6%	35.3	138.6	218.7	49.7
2019	000s	11.1	12.6	16.2	37.0	62.8	55.9	75.8	98.4	61.2	23.2	19.3	13.3	486.7	10.1%	39.8	155.6	235.4	55.8

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced 000s	312.3	324.9	326.1	317.6	308.8	352.4	366.5	378.0	389.3	442.2	486.7
All Visitor Types M	2.1	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5
Share of Total %	15.0%	15.7%	15.4%	15.6%	15.3%	16.7%	16.1%	16.0%	16.1%	17.6%	19.3%
Annual Change in Share %		5.2%	-2.4%	1.7%	-2.3%	9.4%	-3.8%	-0.2%	0.5%	9.3%	9.4%
Change in Share from 2009 %		5.2%	2.7%	4.5%	2.1%	11.7%	7.4%	7.2%	7.8%	17.8%	28.9%
Avg Ann. Change in Share %		5.2%	1.4%	1.5%	0.5%	2.3%	1.2%	1.0%	1.0%	2.0%	2.9%

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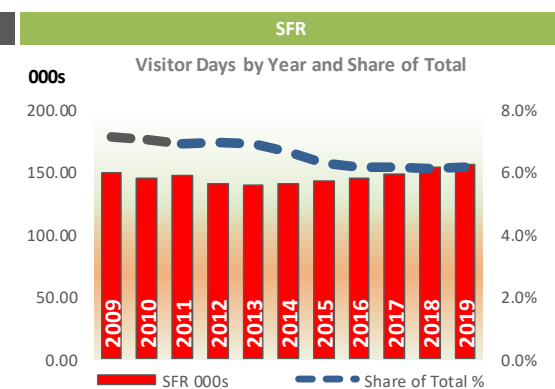
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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												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 2009 to 2019	3.8%	-0.9%	1.7%	2.8%	4.8%	8.1%	6.2%	7.2%	11.2%	2.0%	7.9%	0.0%	4.4%	Annual Change	2.3%	4.7%	7.7%	2.2%	
% Change 2018 to 2019	2.1%	1.2%	1.4%	2.5%	1.3%	0.3%	1.9%	0.2%	-0.8%	1.4%	2.8%	2.2%	1.5%		1.8%	1.6%	0.6%	2.2%	
Average Annual Change	0.4%	-0.1%	0.2%	0.3%	0.5%	0.8%	0.6%	0.7%	1.1%	0.2%	0.8%	0.0%	0.4%		0.2%	0.5%	0.8%	0.2%	
2009 000s	20.1	7.4	8.9	18.9	13.2	9.4	15.1	15.9	8.9	7.9	6.6	16.2	148.5		36.4	41.5	39.9	30.8	
2010 000s	19.8	7.3	8.3	18.0	12.3	9.8	14.9	15.9	9.3	7.7	6.3	14.8	144.4	-2.8%	35.4	40.1	40.1	28.8	
2011 000s	20.9	7.4	8.6	18.7	12.6	9.9	14.9	15.6	9.1	7.7	6.4	14.7	146.4	1.4%	36.9	41.2	39.6	28.8	
2012 000s	19.4	6.9	8.4	17.8	11.9	9.5	14.2	15.1	8.9	7.5	6.3	14.4	140.5	-4.1%	34.8	39.3	38.2	28.2	
2013 000s	19.2	7.0	8.8	17.0	11.8	9.3	14.1	15.0	8.5	7.2	6.4	14.5	138.9	-1.1%	35.0	38.1	37.6	28.1	
2014 000s	18.8	6.8	8.5	17.2	12.2	9.3	14.6	15.4	9.0	7.3	6.4	14.5	140.0	0.8%	34.1	38.6	39.0	28.3	
2015 000s	19.5	6.9	8.6	17.5	12.4	9.6	14.8	15.7	9.2	7.5	6.4	14.6	142.5	1.8%	34.9	39.4	39.7	28.5	
2016 000s	19.5	6.9	8.8	17.7	12.5	9.6	15.0	15.9	9.3	7.5	6.6	14.9	144.3	1.3%	35.2	39.8	40.2	29.0	
2017 000s	19.7	7.0	8.8	18.5	13.2	9.8	15.5	16.3	9.7	7.6	6.7	15.3	148.0	2.6%	35.5	41.4	41.5	29.6	
2018 000s	20.4	7.2	9.0	18.9	13.7	10.1	15.7	17.0	10.0	8.0	7.0	15.9	152.8	3.3%	36.6	42.7	42.7	30.8	
2019 000s	20.9	7.3	9.1	19.4	13.9	10.1	16.0	17.1	9.9	8.1	7.2	16.2	155.1	1.5%	37.2	43.4	43.0	31.5	

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR 000s	148.5	144.4	146.4	140.5	138.9	140.0	142.5	144.3	148.0	152.8	155.1
All Visitor Types M	2.1	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5
Share of Total %	7.1%	7.0%	6.9%	6.9%	6.9%	6.6%	6.2%	6.1%	6.1%	6.1%	6.1%
Annual Change in Share %		-1.7%	-1.4%	0.2%	-0.7%	-3.3%	-5.9%	-2.0%	0.2%	-0.6%	0.9%
Change in Share from 2009 %		-1.7%	-3.0%	-2.9%	-3.5%	-6.7%	-12.2%	-14.0%	-13.8%	-14.4%	-13.6%
Avg Ann. Change in Share %		-1.7%	-1.5%	-1.0%	-0.9%	-1.3%	-2.0%	-2.0%	-1.7%	-1.6%	-1.4%



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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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 2009 to 2019		18.2%	12.6%	19.9%	20.0%	32.1%	44.0%	32.5%	36.5%	50.5%	20.7%	37.7%	9.1%	30.4%	Annual Change	17.2%	31.8%	38.5%	22.6%
% Change 2018 to 2019		4.8%	3.5%	4.0%	9.3%	7.2%	4.9%	8.1%	3.7%	2.8%	4.4%	7.3%	6.2%	5.5%		4.1%	7.0%	4.8%	5.9%
Average Annual Change		1.8%	1.3%	2.0%	2.0%	3.2%	4.4%	3.2%	3.6%	5.1%	2.1%	3.8%	0.9%	3.0%		1.7%	3.2%	3.8%	2.3%
2009	000s	40.4	35.9	46.4	67.4	84.7	63.3	90.2	113.3	64.3	39.6	35.3	34.0	714.9		122.8	215.4	267.9	108.9
2010	000s	40.5	36.7	41.3	62.9	74.6	73.9	91.9	118.8	73.8	38.3	31.8	27.6	712.1	-0.4%	118.5	211.4	284.5	97.7
2011	000s	44.4	36.6	43.3	67.6	77.8	74.5	89.0	110.8	69.8	38.2	33.5	26.7	712.2	0.0%	124.3	219.8	269.6	98.5
2012	000s	40.3	34.6	44.5	64.5	73.1	73.2	85.5	109.6	70.2	37.9	34.1	27.2	694.6	-2.5%	119.4	210.8	265.3	99.2
2013	000s	40.4	36.2	49.4	59.1	73.6	70.9	86.7	112.0	66.6	36.0	36.9	28.4	696.1	0.2%	126.0	203.5	265.3	101.3
2014	000s	40.4	35.8	51.1	63.8	84.6	76.9	99.5	125.6	80.9	40.1	39.8	29.5	767.9	10.3%	127.3	225.3	305.9	109.4
2015	000s	42.6	36.5	50.4	64.7	86.9	79.7	101.0	127.7	81.7	40.5	38.6	29.3	779.5	1.5%	129.5	231.2	310.4	108.3
2016	000s	42.9	37.4	53.5	67.2	88.7	79.8	103.7	132.2	84.2	40.4	42.0	31.0	803.0	3.0%	133.8	235.7	320.1	113.4
2017	000s	41.9	35.7	49.9	70.2	93.7	79.3	105.6	133.2	87.4	40.4	40.5	31.4	809.4	0.8%	127.4	243.3	326.2	112.4
2018	000s	45.6	39.0	53.6	74.0	104.3	86.9	110.6	149.1	94.2	45.7	45.3	34.9	883.3	9.1%	138.2	265.3	354.0	125.9
2019	000s	47.8	40.4	55.7	80.8	111.8	91.2	119.5	154.6	96.8	47.8	48.6	37.1	932.1	5.5%	143.9	283.8	371.0	133.4

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor 000s	714.9	712.1	712.2	694.6	696.1	767.9	779.5	803.0	809.4	883.3	932.1
All Visitor Types M	2.1	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5
Share of Total %	34.2%	34.5%	33.6%	34.2%	34.4%	36.4%	34.2%	34.1%	33.5%	35.2%	36.9%
Annual Change in Share %		0.7%	-2.7%	1.8%	0.7%	5.8%	-6.1%	-0.3%	-1.6%	5.0%	4.9%
Change in Share from 2009 %		0.7%	-2.0%	-0.2%	0.5%	6.4%	-0.2%	-0.5%	-2.1%	2.8%	7.9%
Avg Ann. Change in Share %		0.7%	-1.0%	-0.1%	0.1%	1.3%	0.0%	-0.1%	-0.3%	0.3%	0.8%

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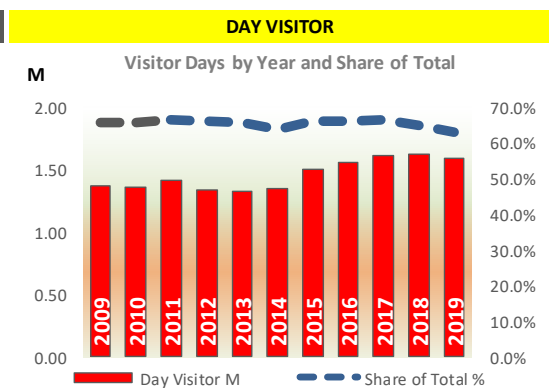
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			DAY VISITOR		VISITOR DAYS					
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			DAY VISITOR																		
An increase of 3% or more			VISITOR DAYS IN 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 2009 to 2019			9.6%	38.5%	45.5%	0.0%	0.0%	6.1%	11.2%	-19.9%	44.2%	-17.7%	33.7%	48.8%	15.9%	Annual Change	30.3%	2.0%	8.5%	21.4%	
% Change 2018 to 2019			-3.1%	1.3%	2.7%	4.5%	-3.1%	-1.1%	-0.2%	-6.8%	5.6%	-14.9%	-8.6%	-2.4%	-2.1%		0.4%	0.0%	-0.2%	-7.9%	
Average Annual Change			1.0%	3.9%	4.6%	0.0%	0.0%	0.6%	1.1%	-2.0%	4.4%	-1.8%	3.4%	4.9%	1.6%		3.0%	0.2%	0.8%	2.1%	
2009	M		0.135	0.106	0.125	0.108	0.111	0.104	0.112	0.135	0.099	0.110	0.127	0.100	1.373		0.366	0.323	0.347	0.337	
2010	M		0.134	0.103	0.124	0.109	0.107	0.108	0.118	0.128	0.095	0.108	0.125	0.094	1.353	-1.5%	0.360	0.324	0.341	0.327	
2011	M		0.134	0.111	0.130	0.131	0.098	0.094	0.106	0.121	0.093	0.114	0.154	0.125	1.410	4.3%	0.374	0.322	0.320	0.393	
2012	M		0.139	0.114	0.139	0.089	0.089	0.099	0.104	0.123	0.102	0.093	0.143	0.106	1.338	-5.1%	0.392	0.276	0.329	0.341	
2013	M		0.125	0.119	0.124	0.094	0.103	0.098	0.106	0.125	0.096	0.087	0.148	0.102	1.327	-0.9%	0.368	0.295	0.327	0.337	
2014	M		0.120	0.117	0.156	0.099	0.097	0.095	0.102	0.124	0.099	0.091	0.137	0.105	1.341	1.1%	0.393	0.291	0.325	0.333	
2015	M		0.132	0.127	0.178	0.114	0.111	0.104	0.112	0.135	0.114	0.104	0.146	0.123	1.501	11.9%	0.437	0.329	0.361	0.373	
2016	M		0.153	0.137	0.170	0.105	0.107	0.112	0.122	0.139	0.122	0.107	0.158	0.124	1.554	3.5%	0.460	0.324	0.382	0.388	
2017	M		0.154	0.141	0.174	0.109	0.111	0.116	0.127	0.143	0.127	0.110	0.164	0.130	1.605	3.3%	0.469	0.336	0.397	0.404	
2018	M		0.153	0.146	0.177	0.104	0.114	0.111	0.125	0.116	0.135	0.106	0.186	0.153	1.626	1.3%	0.475	0.329	0.377	0.445	
2019	M		0.148	0.148	0.182	0.109	0.111	0.110	0.125	0.108	0.143	0.091	0.170	0.149	1.592	-2.1%	0.477	0.329	0.376	0.410	

VISITOR DAYS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	1.373	1.353	1.410	1.338	1.327	1.341	1.501	1.554	1.605	1.626	1.592
All Visitor Types	M	2.088	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.509	2.524
Share of Total	%	65.8%	65.5%	66.4%	65.8%	65.6%	63.6%	65.8%	65.9%	66.5%	64.8%	63.1%
Annual Change in Share	%		-0.4%	1.4%	-0.9%	-0.4%	-3.0%	3.5%	0.2%	0.8%	-2.5%	-2.7%
Change in Share from 2009	%		-0.4%	1.0%	0.1%	-0.3%	-3.3%	0.1%	0.3%	1.1%	-1.5%	-4.1%
Avg Ann. Change in Share	%		-0.4%	0.5%	0.0%	-0.1%	-0.7%	0.0%	0.0%	0.1%	-0.2%	-0.4%

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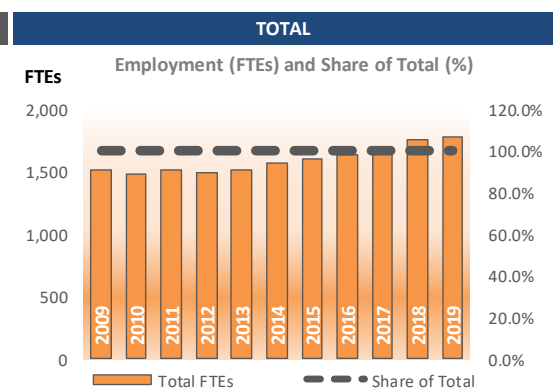
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019										2009 to 2019			TOTAL		TOTAL EMPLOYMENT					
RUTLAND																				
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																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		9.7%	19.6%	29.6%	8.1%	14.4%	17.3%	19.5%	14.1%	32.6%	-3.7%	23.6%	22.1%	17.2%	Annual Change	19.8%	13.2%	21.1%	13.9%	
% Change 2018 to 2019		-0.5%	1.5%	2.6%	5.0%	2.1%	1.7%	3.7%	0.1%	3.2%	-4.7%	-3.2%	-0.1%	1.1%		1.3%	2.9%	2.2%	-2.7%	
Average Annual Change		1.0%	2.0%	3.0%	0.8%	1.4%	1.7%	1.9%	1.4%	3.3%	-0.4%	2.4%	2.2%	1.7%		2.0%	1.3%	2.1%	1.4%	
2009	FTEs	1,451	1,302	1,525	1,540	1,699	1,467	1,718	2,033	1,459	1,335	1,405	1,217	1,513	-2.0%	1,426	1,569	1,737	1,319	
2010	FTEs	1,447	1,285	1,439	1,500	1,558	1,549	1,738	2,029	1,496	1,305	1,337	1,106	1,482		1,390	1,535	1,754	1,249	
2011	FTEs	1,490	1,333	1,499	1,668	1,534	1,487	1,663	1,949	1,453	1,335	1,510	1,274	1,516	2.3%	1,440	1,563	1,689	1,373	
2012	FTEs	1,489	1,336	1,579	1,424	1,466	1,524	1,646	1,980	1,527	1,228	1,473	1,183	1,488	-1.9%	1,468	1,471	1,718	1,294	
2013	FTEs	1,434	1,400	1,677	1,405	1,575	1,524	1,696	2,065	1,478	1,191	1,550	1,188	1,515	1.8%	1,504	1,501	1,746	1,309	
2014	FTEs	1,410	1,382	1,799	1,481	1,654	1,554	1,803	2,164	1,622	1,256	1,516	1,217	1,571	3.7%	1,530	1,563	1,863	1,330	
2015	FTEs	1,449	1,396	1,885	1,519	1,693	1,577	1,812	2,181	1,647	1,284	1,503	1,263	1,601	1.9%	1,577	1,596	1,880	1,350	
2016	FTEs	1,550	1,451	1,915	1,496	1,685	1,606	1,877	2,223	1,695	1,285	1,588	1,278	1,637	2.3%	1,638	1,596	1,932	1,384	
2017	FTEs	1,537	1,448	1,837	1,543	1,760	1,619	1,912	2,260	1,743	1,295	1,601	1,308	1,655	1.1%	1,607	1,641	1,972	1,401	
2018	FTEs	1,600	1,535	1,925	1,586	1,904	1,691	1,979	2,318	1,875	1,350	1,795	1,488	1,754	6.0%	1,687	1,727	2,057	1,544	
2019	FTEs	1,592	1,557	1,976	1,665	1,944	1,721	2,052	2,320	1,935	1,286	1,737	1,486	1,772	1.1%	1,708	1,776	2,102	1,503	

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772
Total Employment FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %											
Change in Share from 2009 %											
Avg Ann. Change in Share %											



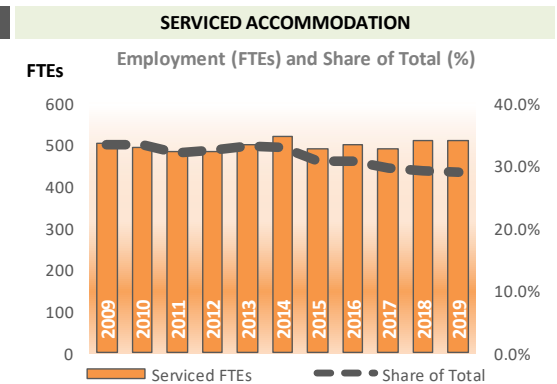
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STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2019		-1.3%	-4.8%	10.1%	-2.0%	5.0%	1.4%	6.7%	19.7%	-0.2%	-8.8%	-2.7%	-12.6%	1.5%	Annual Change	1.9%	1.6%	9.1%	-7.8%	
% Change 2018 to 2019		-0.3%	-0.3%	1.4%	-0.1%	0.4%	-0.1%	0.7%	-1.1%	-1.2%	0.1%	0.6%	-0.4%	0.0%		0.4%	0.1%	-0.6%	0.1%	
Average Annual Change		-0.1%	-0.5%	1.0%	-0.2%	0.5%	0.1%	0.7%	2.0%	0.0%	-0.9%	-0.3%	-1.3%	0.1%		0.2%	0.2%	0.9%	-0.8%	
2009	FTEs	435	489	574	523	585	494	495	563	506	473	490	413	503	Annual Change	499	534	522	459	
2010	FTEs	462	504	528	513	516	503	492	587	521	473	461	374	495		-1.7%	498	511	533	436
2011	FTEs	468	494	529	526	498	487	473	565	485	452	455	374	484		-2.2%	497	504	508	427
2012	FTEs	441	479	543	498	493	500	472	577	504	448	458	368	482		-0.4%	488	497	517	425
2013	FTEs	444	495	687	469	508	505	488	614	492	441	480	375	500		3.7%	542	494	531	432
2014	FTEs	447	492	628	494	567	517	549	642	546	461	492	382	518		3.7%	523	526	579	445
2015	FTEs	431	467	620	462	543	496	515	604	503	433	451	352	490		-5.5%	506	501	541	412
2016	FTEs	429	469	694	485	553	488	525	616	500	426	470	360	501		2.3%	531	509	547	419
2017	FTEs	414	449	603	491	577	481	515	616	495	416	454	352	489		-2.6%	488	516	542	407
2018	FTEs	431	466	623	513	611	501	524	681	512	431	474	363	511		4.6%	507	542	573	423
2019	FTEs	429	465	632	512	614	500	528	674	505	432	477	361	511	0.0%	509	542	569	423	

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced FTEs	503	495	484	482	500	518	490	501	489	511	511
Total Employment FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772
Share of Total	33.3%	33.4%	31.9%	32.4%	33.0%	33.0%	30.6%	30.6%	29.5%	29.1%	28.8%
Annual Change in Share		0.3%	-4.4%	1.5%	1.8%	0.0%	-7.2%	0.1%	-3.6%	-1.3%	-1.1%
Change in Share from 2009		0.3%	-4.1%	-2.7%	-0.9%	-0.9%	-8.0%	-8.0%	-11.3%	-12.5%	-13.4%
Avg Ann. Change in Share		0.3%	-2.1%	-0.9%	-0.2%	-0.2%	-1.3%	-1.1%	-1.4%	-1.4%	-1.3%

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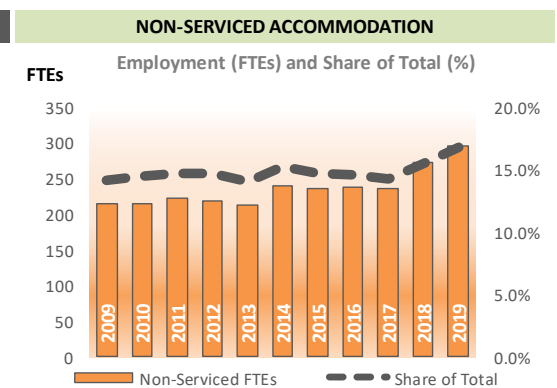
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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			NON-SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											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 2009 to 2019		21.3%	21.1%	29.9%	32.8%	43.4%	49.3%	33.3%	40.0%	58.6%	33.6%	42.9%	27.6%	38.3%	Annual Change	24.2%	42.4%	42.4%	34.8%	
% Change 2018 to 2019		10.9%	8.8%	8.8%	15.7%	10.9%	7.9%	10.9%	6.3%	5.9%	7.7%	10.6%	10.6%	9.2%		9.5%	11.0%	7.6%	9.5%	
Average Annual Change		2.1%	2.1%	3.0%	3.3%	4.3%	4.9%	3.3%	4.0%	5.9%	3.4%	4.3%	2.8%	3.8%		2.4%	4.2%	4.2%	3.5%	
2009	FTEs	130	135	140	209	284	252	342	403	253	157	136	130	214	0.1%	135	248	333	141	
2010	FTEs	115	128	134	196	273	289	343	412	282	150	130	122	214		126	253	346	134	
2011	FTEs	123	131	142	214	298	303	345	395	287	160	144	121	222		3.5%	132	272	342	142
2012	FTEs	124	131	145	213	284	292	335	392	280	160	144	126	219		-1.4%	133	263	336	144
2013	FTEs	119	124	139	200	278	279	332	392	271	153	140	122	213		-2.9%	128	252	332	138
2014	FTEs	132	139	157	220	310	312	367	448	318	172	160	137	239		12.5%	142	280	378	156
2015	FTEs	125	131	151	215	308	309	364	449	317	165	153	129	235		-1.9%	136	277	377	149
2016	FTEs	126	133	150	215	310	312	369	460	327	168	155	131	238		1.4%	136	279	386	151
2017	FTEs	120	128	143	216	316	305	374	459	336	164	149	127	236		-0.7%	130	279	390	147
2018	FTEs	142	150	167	239	368	349	411	530	379	195	176	151	271		14.8%	153	319	440	174
2019	FTEs	157	163	181	277	408	376	456	564	401	210	195	167	296	9.2%	167	354	473	190	

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced FTEs	214	214	222	219	213	239	235	238	236	271	296
Total Employment FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772
Share of Total	14.2%	14.5%	14.6%	14.7%	14.0%	15.2%	14.7%	14.5%	14.3%	15.5%	16.7%
Annual Change in Share		2.2%	1.2%	0.5%	-4.7%	8.5%	-3.7%	-0.8%	-1.8%	8.3%	8.0%
Change in Share from 2009		2.2%	3.4%	3.9%	-0.9%	7.4%	3.5%	2.7%	0.8%	9.2%	18.0%
Avg Ann. Change in Share		2.2%	1.7%	1.3%	-0.2%	1.5%	0.6%	0.4%	0.1%	1.0%	1.8%



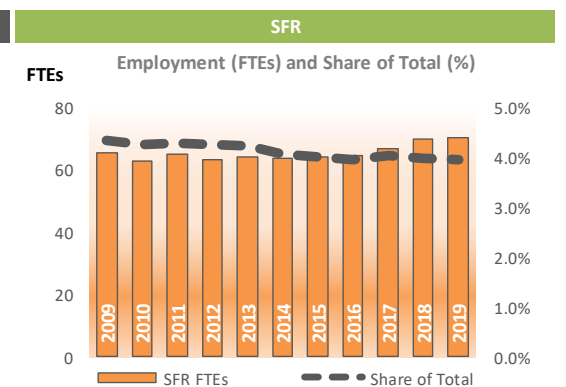
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STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			SFR	DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2019	6.6%	1.7%	4.4%	5.6%	7.6%	11.0%	9.1%	10.1%	14.1%	4.7%	10.8%	2.7%	7.2%	Annual Change	5.1%	7.5%	10.6%	5.0%		
% Change 2018 to 2019	1.3%	0.3%	0.5%	1.6%	0.4%	-0.6%	1.1%	-0.7%	-1.6%	0.5%	2.0%	1.4%	0.6%		0.9%	0.7%	-0.3%	1.3%		
Average Annual Change	0.7%	0.2%	0.4%	0.6%	0.8%	1.1%	0.9%	1.0%	1.4%	0.5%	1.1%	0.3%	0.7%		0.5%	0.7%	1.1%	0.5%		
2009	FTEs	106	39	47	100	70	49	80	84	47	42	35	86	65	-3.9%	64	73	70	54	
2010	FTEs	103	38	43	94	64	51	78	83	48	40	33	77	63		-3.9%	62	70	70	50
2011	FTEs	111	39	45	99	67	52	79	83	48	41	34	78	65		3.1%	65	73	70	51
2012	FTEs	105	37	46	96	64	51	77	82	48	40	34	78	63		-2.4%	63	71	69	51
2013	FTEs	107	39	48	94	65	51	78	83	47	40	36	80	64		1.3%	65	70	69	52
2014	FTEs	103	37	47	94	66	51	80	84	49	40	35	79	64		-0.5%	62	70	71	51
2015	FTEs	105	37	46	94	67	52	80	84	49	40	34	79	64		0.5%	63	71	71	51
2016	FTEs	105	37	47	95	67	51	80	85	50	40	35	80	64		0.5%	63	71	72	52
2017	FTEs	106	38	47	100	71	53	83	88	52	41	36	82	66		3.3%	64	74	75	53
2018	FTEs	112	39	49	104	75	55	86	93	54	44	38	87	70		4.8%	67	78	78	56
2019	FTEs	113	40	49	105	75	55	87	93	54	44	39	88	70	0.6%	67	78	78	57	

EMPLOYMENT												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR	FTEs	65	63	65	63	64	64	64	64	66	70	70
Total Employment	FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772
Share of Total	%	4.3%	4.2%	4.3%	4.2%	4.2%	4.1%	4.0%	3.9%	4.0%	4.0%	4.0%
Annual Change in Share	%		-1.9%	0.8%	-0.5%	-0.5%	-4.1%	-1.3%	-1.8%	2.2%	-1.1%	-0.5%
Change in Share from 2009	%		-1.9%	-1.2%	-1.7%	-2.2%	-6.1%	-7.4%	-9.1%	-7.1%	-8.1%	-8.5%
Avg Ann. Change in Share	%		-1.9%	-0.6%	-0.6%	-0.5%	-1.2%	-1.2%	-1.3%	-0.9%	-0.9%	-0.9%

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

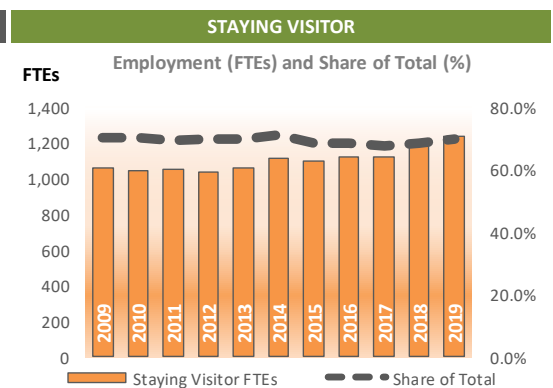
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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING 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 2009 to 2019		4.4%	0.9%	13.3%	7.6%	16.8%	17.2%	16.8%	26.7%	19.1%	2.0%	7.4%	-2.2%	12.0%	Annual Change	6.5%	14.0%	21.2%	2.5%	
% Change 2018 to 2019		2.3%	1.8%	2.8%	4.5%	4.1%	3.0%	4.8%	1.9%	1.6%	2.3%	3.2%	2.6%	3.0%		2.3%	3.9%	2.7%	2.7%	
Average Annual Change		0.4%	0.1%	1.3%	0.8%	1.7%	1.7%	1.7%	2.7%	1.9%	0.2%	0.7%	-0.2%	1.2%		0.7%	1.4%	2.1%	0.2%	
2009	FTEs	671	662	761	831	939	795	917	1,050	806	672	662	629	783	Annual Change	698	855	924	654	
2010	FTEs	681	670	706	803	854	843	913	1,081	851	663	624	574	772		-1.4%	686	833	948	620
2011	FTEs	701	664	716	839	864	843	896	1,043	821	653	634	573	771		-0.2%	694	848	920	620
2012	FTEs	670	648	734	808	842	844	883	1,050	832	649	637	573	764		-0.8%	684	831	922	619
2013	FTEs	669	659	875	763	851	836	898	1,089	810	634	656	577	776		1.6%	734	817	933	622
2014	FTEs	682	668	832	808	943	879	995	1,174	913	673	686	598	821		5.7%	727	877	1,027	652
2015	FTEs	661	635	817	771	919	857	959	1,138	870	638	639	560	789		-3.9%	704	849	989	612
2016	FTEs	659	639	891	795	930	851	975	1,161	877	633	661	571	804		1.9%	730	859	1,004	622
2017	FTEs	640	615	792	807	963	839	972	1,163	884	621	640	561	791		-1.5%	682	870	1,006	607
2018	FTEs	684	656	839	856	1,054	904	1,022	1,305	945	670	689	600	852		7.6%	726	938	1,090	653
2019	FTEs	700	668	863	895	1,097	931	1,071	1,330	960	685	711	616	877	3.0%	744	974	1,120	671	

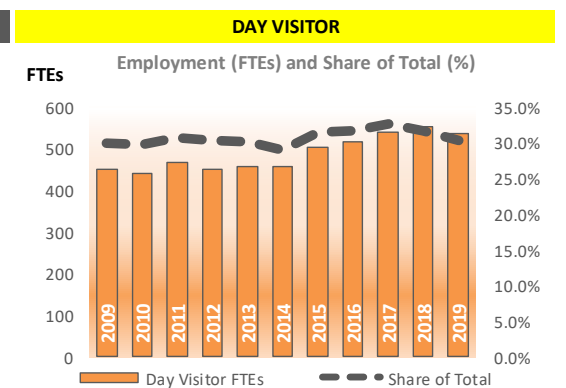
EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor FTEs	1,061	1,043	1,050	1,038	1,058	1,115	1,097	1,120	1,117	1,200	1,235
Total Employment FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772
Share of Total	70.2%	70.4%	69.3%	69.8%	69.8%	71.0%	68.5%	68.4%	67.5%	68.4%	69.7%
Annual Change in Share		0.3%	-1.5%	0.7%	0.1%	1.6%	-3.5%	-0.2%	-1.3%	1.4%	1.8%
Change in Share from 2009		0.3%	-1.3%	-0.6%	-0.5%	1.2%	-2.4%	-2.5%	-3.8%	-2.5%	-0.7%
Avg Ann. Change in Share		0.3%	-0.6%	-0.2%	-0.1%	0.2%	-0.4%	-0.4%	-0.5%	-0.3%	-0.1%



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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019			DAY VISITOR		DIRECT EMPLOYMENT			
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												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		12.5%	42.2%	49.4%	2.6%	2.6%	8.9%	14.1%	-17.8%	48.0%	-15.6%	37.3%	52.7%	19.0%	Annual Change	33.7%	4.7%	11.3%	24.6%
% Change 2018 to 2019		-4.0%	0.4%	1.8%	3.6%	-4.0%	-2.0%	-1.1%	-7.6%	4.6%	-15.7%	-9.4%	-3.3%	-3.0%		-0.5%	-0.9%	-1.1%	-8.8%
Average Annual Change		1.3%	4.2%	4.9%	0.3%	0.3%	0.9%	1.4%	-1.8%	4.8%	-1.6%	3.7%	5.3%	1.9%		3.4%	0.5%	1.1%	2.5%
2009	FTEs	532	420	492	428	437	409	443	534	391	434	501	396	451		-2.6%	482	425	456
2010	FTEs	521	400	482	425	418	422	460	498	372	421	487	367	439	-2.6%	468	422	443	425
2011	FTEs	530	439	514	517	387	374	420	479	370	452	609	497	466	6.0%	494	426	423	519
2012	FTEs	561	459	559	359	358	399	420	495	413	373	576	426	450	-3.4%	526	372	443	458
2013	FTEs	518	493	512	387	428	405	438	516	397	359	612	423	457	1.6%	508	406	450	465
2014	FTEs	490	476	637	403	398	386	417	505	404	371	559	428	456	-0.2%	534	396	442	453
2015	FTEs	533	511	719	461	446	419	452	546	459	420	590	494	504	10.5%	588	442	485	502
2016	FTEs	612	549	678	420	428	447	487	554	488	426	631	495	518	2.7%	613	432	509	517
2017	FTEs	618	568	700	439	448	465	510	575	513	442	659	524	539	4.0%	629	451	533	542
2018	FTEs	624	595	722	424	467	454	511	475	552	435	759	625	554	2.8%	647	448	513	606
2019	FTEs	599	597	735	439	448	445	505	439	578	367	688	605	537	-3.0%	644	444	507	553

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor FTEs	451	439	466	450	457	456	504	518	539	554	537
Total Employment FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772
Share of Total %	29.8%	29.6%	30.7%	30.2%	30.2%	29.0%	31.5%	31.6%	32.5%	31.6%	30.3%
Annual Change in Share %		-0.6%	3.6%	-1.6%	-0.2%	-3.8%	8.5%	0.4%	2.9%	-3.0%	-4.0%
Change in Share from 2009 %		-0.6%	2.9%	1.3%	1.1%	-2.7%	5.5%	6.0%	9.0%	5.8%	1.5%
Avg Ann. Change in Share %		-0.6%	1.5%	0.4%	0.3%	-0.5%	0.9%	0.9%	1.1%	0.6%	0.2%



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

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND						2019	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
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SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	70	1,330	0	+4	-16	-12
+50 Room	1	131	0	0	0	0
11-50 Room	14	741	0	0	+1	+73
<10 Room	55	458	0	+4	-17	-85

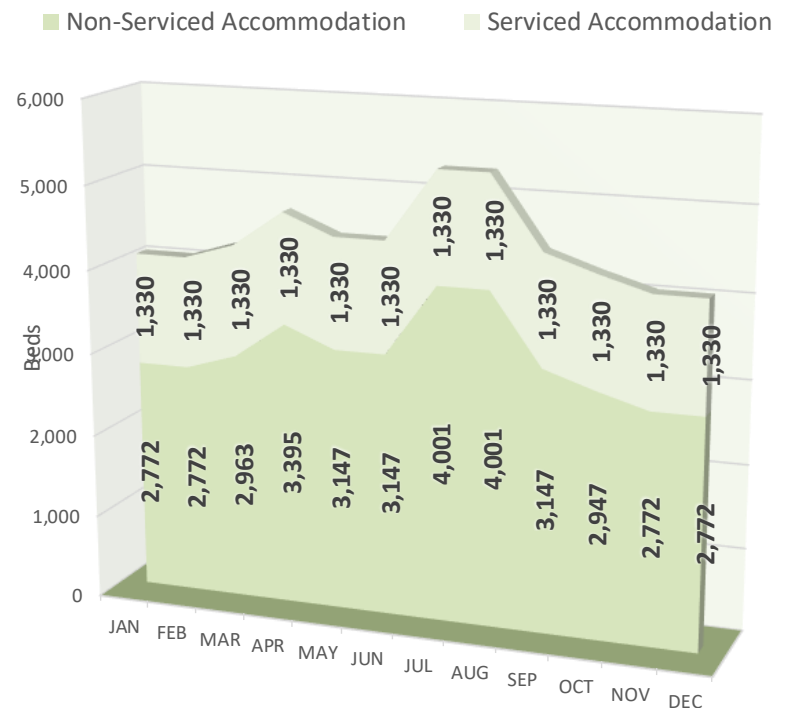
NON-SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	75	4,001	+7	+261	+7	+936
Self catering	57	1,498	+6	+96	-2	+246
Static caravans/chalets	0	136	0	0	0	+120
Touring caravans/camping	17	2,319	+1	+165	+9	+570
Youth Hostels	1	48	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	145	5,331	+7	+265	-9	+924
Serviced Accommodation Share of Total	48%	25%				
Non-Serviced Accommodation Share of Total	52%	75%				

SEASONAL AVAILABILITY OF BED SUPPLY 2019	2019											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	4,102	4,102	4,293	4,725	4,477	4,477	5,331	5,331	4,477	4,277	4,102	4,102
Serviced Accommodation	1,330	1,330	1,330	1,330	1,330	1,330	1,330	1,330	1,330	1,330	1,330	1,330
Non-Serviced Accommodation	2,772	2,772	2,963	3,395	3,147	3,147	4,001	4,001	3,147	2,947	2,772	2,772

SEASONAL AVAILABILITY OF BED SUPPLY

2019



Report Sections With Historic Financial Data Indexed to 2019 Prices

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

Indexation: *Indexation to: 2019*

2009	<i>1.35</i>
2010	<i>1.30</i>
2011	<i>1.24</i>
2012	<i>1.19</i>
2013	<i>1.15</i>
2014	<i>1.12</i>
2015	<i>1.11</i>
2016	<i>1.09</i>
2017	<i>1.07</i>
2018	<i>1.03</i>
2019	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2009-2019
RUTLAND

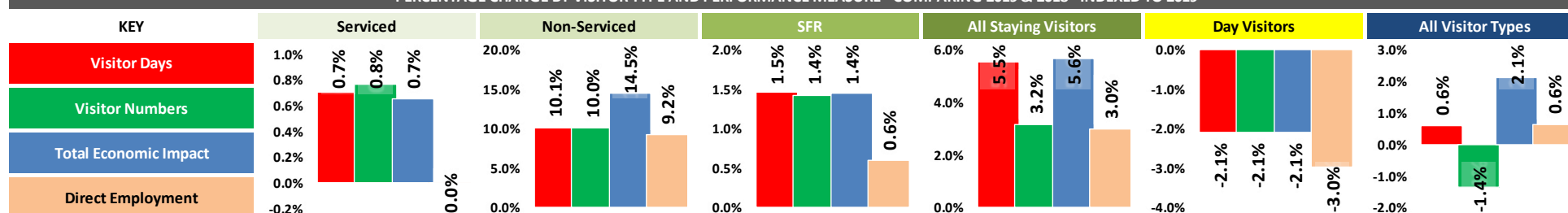
Comparing 2019 and 2018
2018 in 2019 prices (1.025)

COMPARATIVE HEADLINES

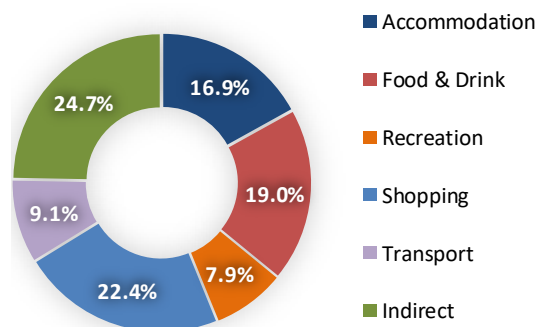
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019

KEY																						
An increase of 3% or more		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced																	
Less than 3% change		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %			
A Fall of 3% or more		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %			
Visitor Days	M	0.290	0.288	0.7%	0.487	0.442	10.1%	0.155	0.153	1.5%	0.932	0.883	5.5%	1.592	1.626	-2.1%	2.524	2.509	0.6%			
Visitor Numbers	M	0.139	0.138	0.8%	0.071	0.064	10.0%	0.065	0.065	1.4%	0.276	0.267	3.2%	1.592	1.626	-2.1%	1.868	1.893	-1.4%			
Direct Expenditure	£M																106.92	104.81	2.0%			
Economic Impact	£M	41.37	41.10	0.7%	30.73	26.83	14.5%	7.963	7.850	1.4%	80.06	75.78	5.6%	61.92	63.26	-2.1%	141.98	139.04	2.1%			
Direct Employment	FTEs	511	511	0.0%	296	271	9.2%	70	70	0.6%	877	852	3.0%	537	554	-3.0%	1,414	1,406	0.6%			
Total Employment	FTEs																1,772	1,754	1.1%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - INDEXED TO 2019

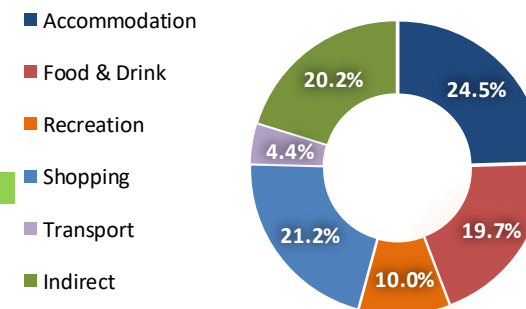


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019



Sectors	2019	2018	+/- %
Accommodation	435	424	2.5%
Food & Drink	349	350	-0.1%
Recreation	177	178	-0.2%
Shopping	376	379	-1.0%
Transport	77	75	3.7%
TOTAL DIRECT	1,414	1,406	0.6%
Indirect	358	348	2.8%
TOTAL	1,772	1,754	1.1%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2009-2019

RUTLAND

2009 to 2019

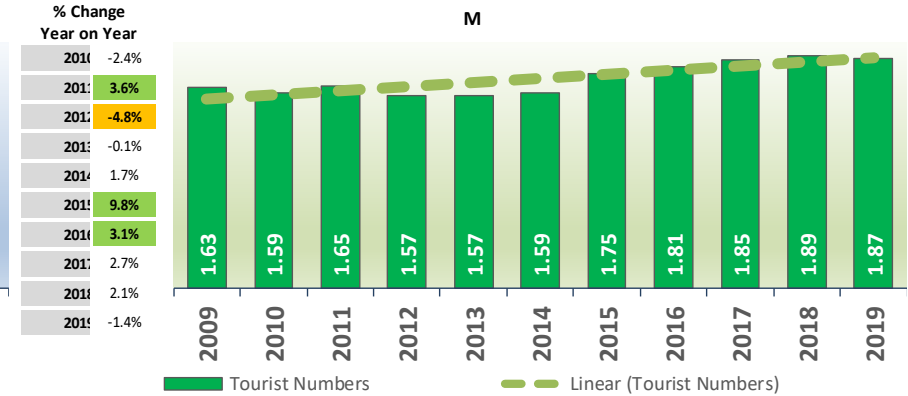
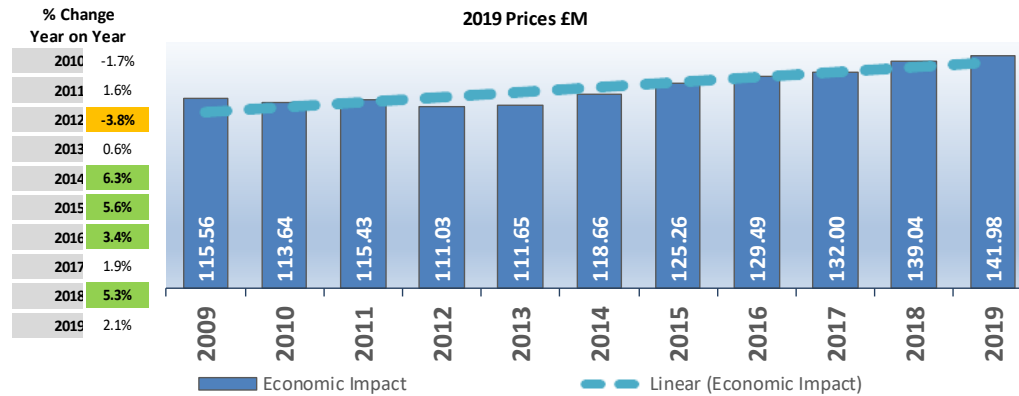
2019 Prices

TOTAL

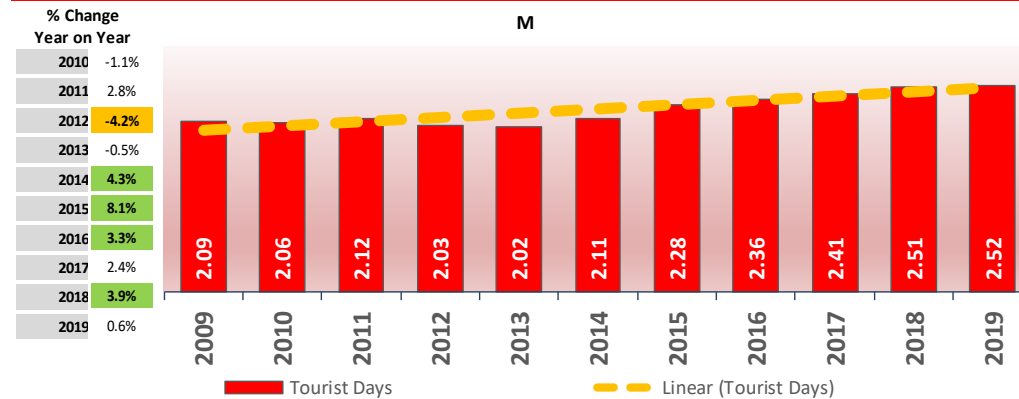
KEY MEASURES
Indexed

Economic Impact - Indexed - Total

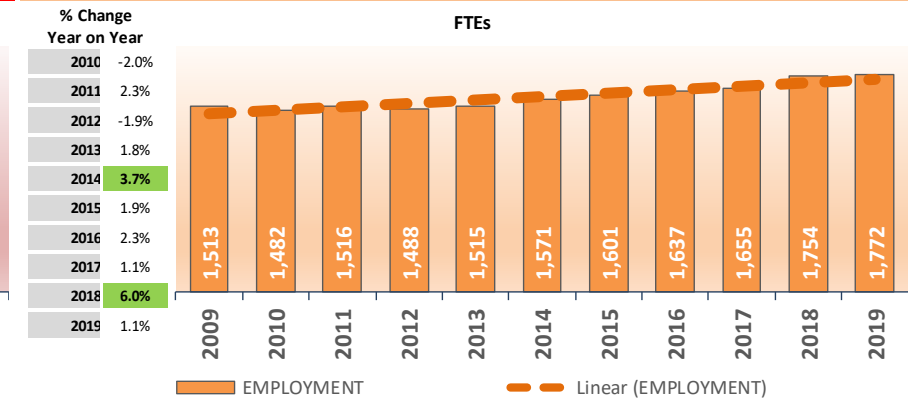
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



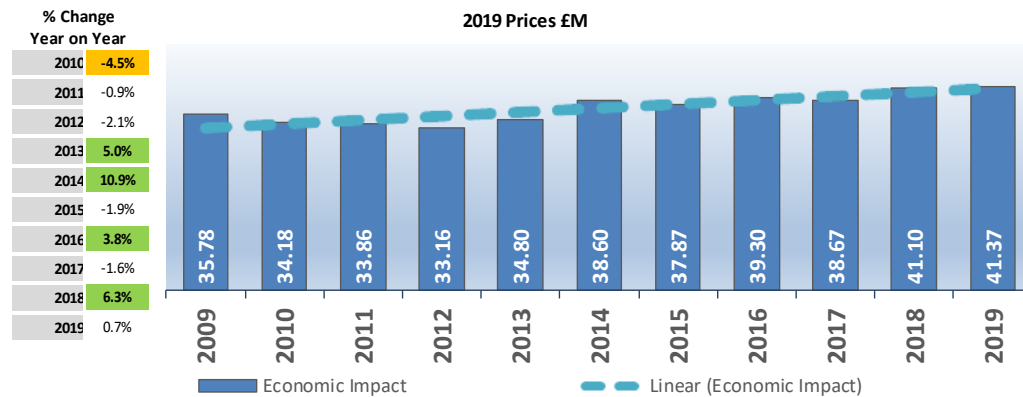
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-1.7%	-0.1%	-3.9%	-3.4%	2.7%	8.4%	12.1%	14.2%	20.3%	22.9%
Visitor Numbers		-2.4%	1.1%	-3.7%	-3.8%	-2.2%	7.4%	10.8%	13.8%	16.1%	14.6%
Visitor Days		-1.1%	1.7%	-2.6%	-3.1%	1.0%	9.2%	12.9%	15.6%	20.2%	20.9%
Total Employment		-2.0%	0.2%	-1.6%	0.2%	3.9%	5.8%	8.2%	9.4%	16.0%	17.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

RUTLAND

Economic Impact - Indexed - Serviced Accommodation



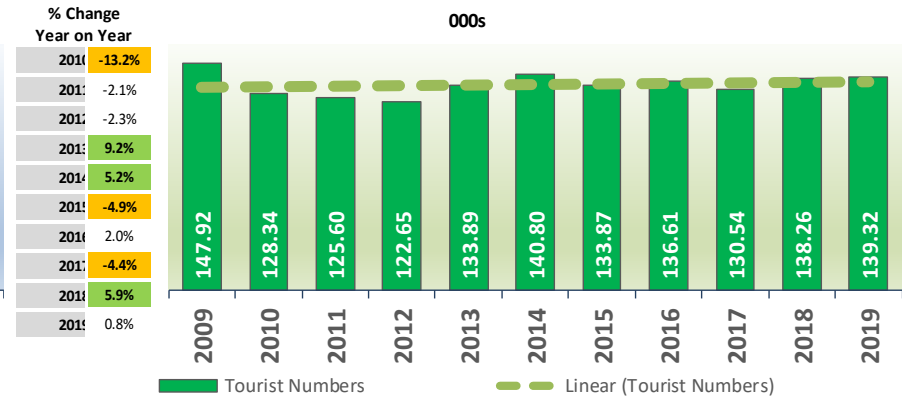
2009 to 2019

2019 Prices

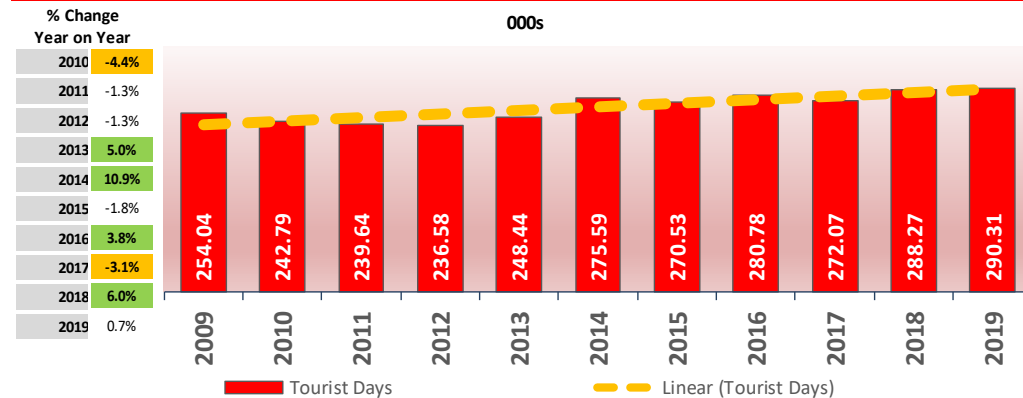
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

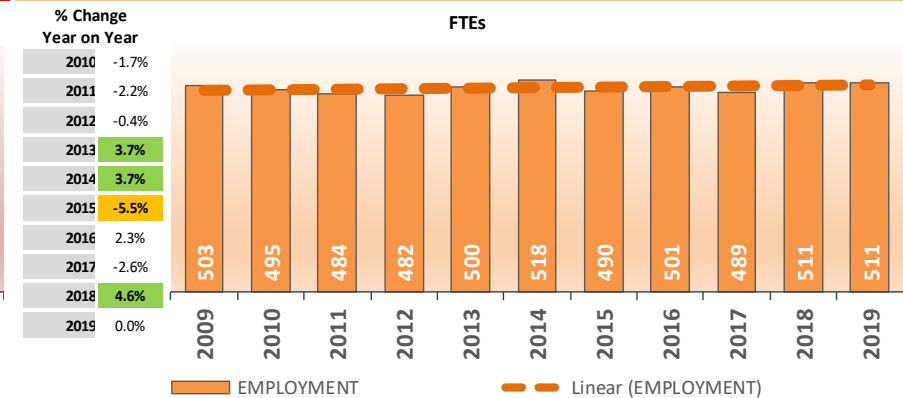
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



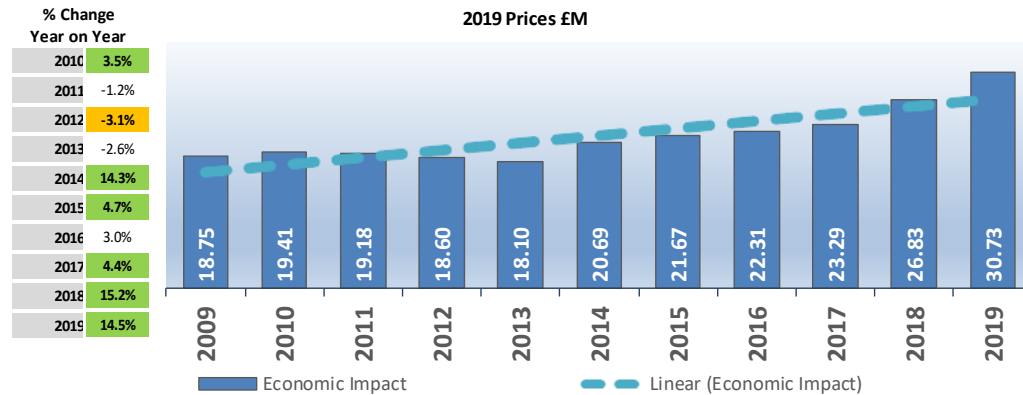
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-4.5%	-5.4%	-7.3%	-2.7%	7.9%	5.8%	9.8%	8.1%	14.9%	15.6%
Visitor Numbers		-13.2%	-15.1%	-17.1%	-9.5%	-4.8%	-9.5%	-7.6%	-11.8%	-6.5%	-5.8%
Visitor Days		-4.4%	-5.7%	-6.9%	-2.2%	8.5%	6.5%	10.5%	7.1%	13.5%	14.3%
Direct Employment		-1.7%	-3.9%	-4.3%	-0.7%	2.9%	-2.7%	-0.4%	-2.9%	1.5%	1.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

RUTLAND

Economic Impact - Indexed - Non-Serviced Accommodation



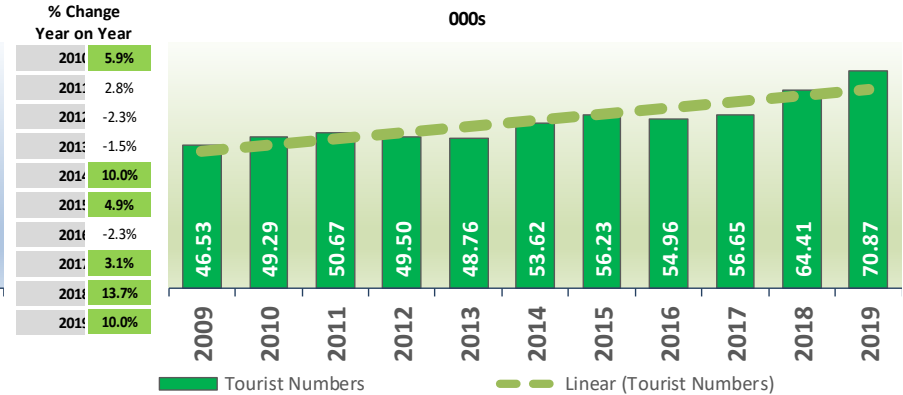
2009 to 2019

2019 Prices

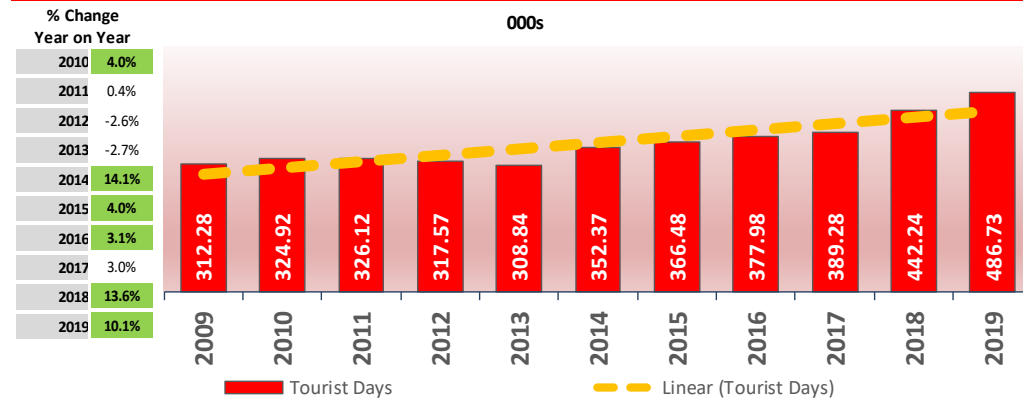
NON-SERVICED ACCOMMODATION

KEY MEASURES Indexed

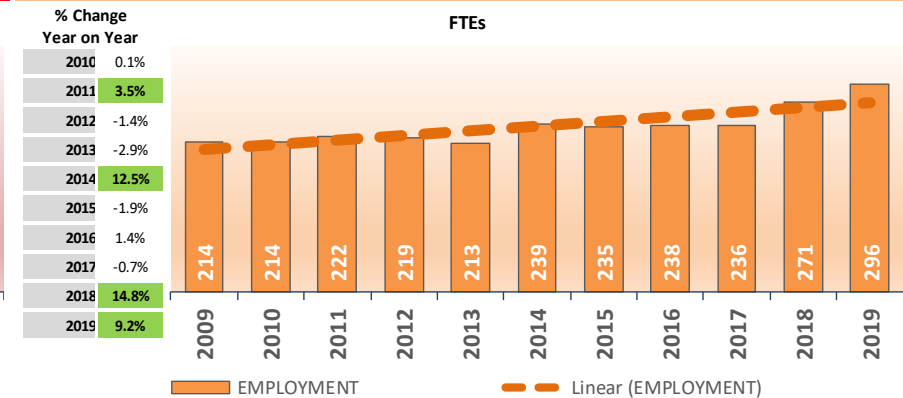
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



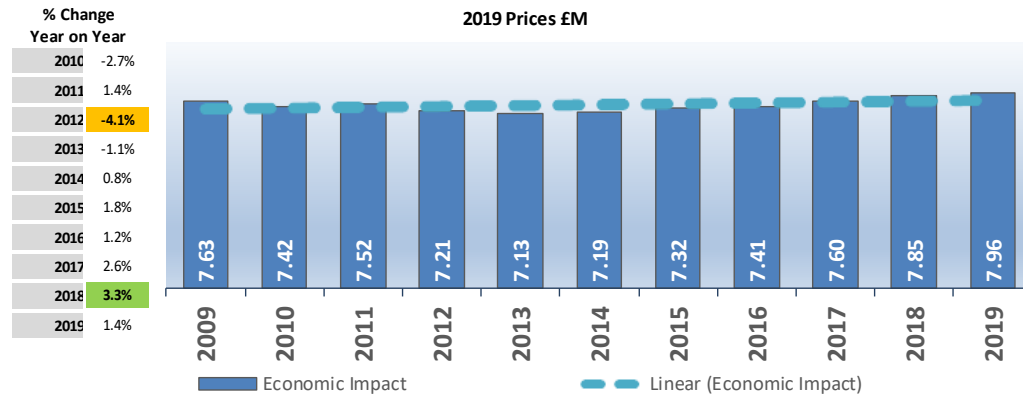
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		3.5%	2.3%	-0.8%	-3.4%	10.3%	15.5%	19.0%	24.2%	43.1%	63.9%
Visitor Numbers		5.9%	8.9%	6.4%	4.8%	15.2%	20.9%	18.1%	21.8%	38.4%	52.3%
Visitor Days		4.0%	4.4%	1.7%	-1.1%	12.8%	17.4%	21.0%	24.7%	41.6%	55.9%
Direct Employment		0.1%	3.6%	2.2%	-0.8%	11.6%	9.5%	11.1%	10.4%	26.7%	38.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

RUTLAND

Economic Impact - Indexed - SFR



2009 to 2019

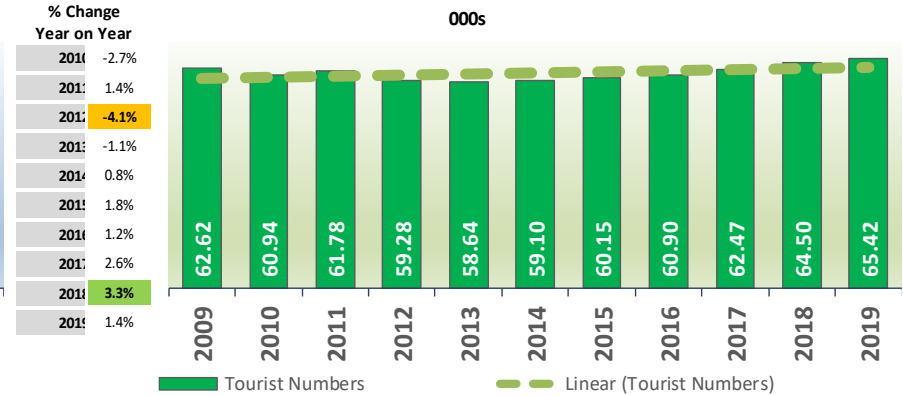
2019 Prices

SFR

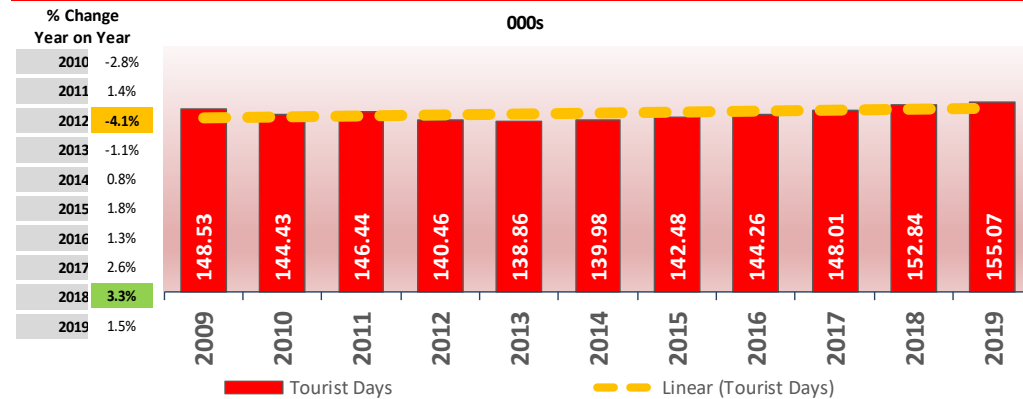
KEY MEASURES

Indexed

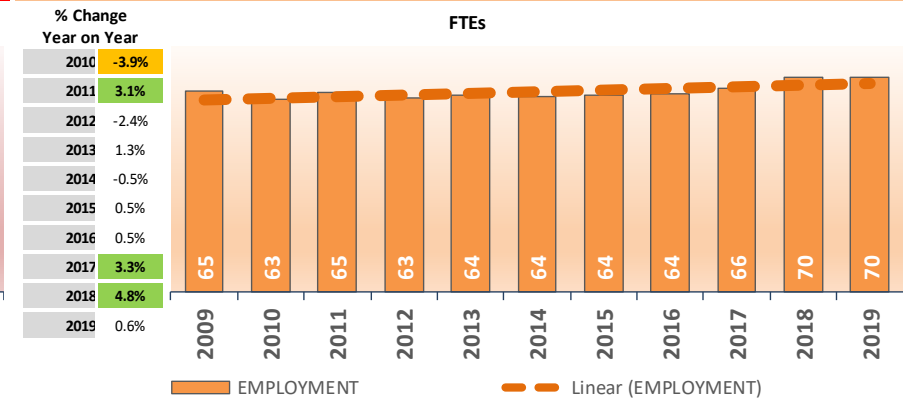
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-2.7%	-1.4%	-5.4%	-6.5%	-5.7%	-4.0%	-2.8%	-0.3%	2.9%	4.4%
Visitor Numbers		-2.7%	-1.3%	-5.3%	-6.4%	-5.6%	-4.0%	-2.8%	-0.2%	3.0%	4.5%
Visitor Days		-2.8%	-1.4%	-5.4%	-6.5%	-5.8%	-4.1%	-2.9%	-0.3%	2.9%	4.4%
Direct Employment		-3.9%	-1.0%	-3.3%	-2.0%	-2.5%	-2.0%	-1.6%	1.7%	6.6%	7.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

RUTLAND

Economic Impact - Indexed - Staying Visitor



2009 to 2019

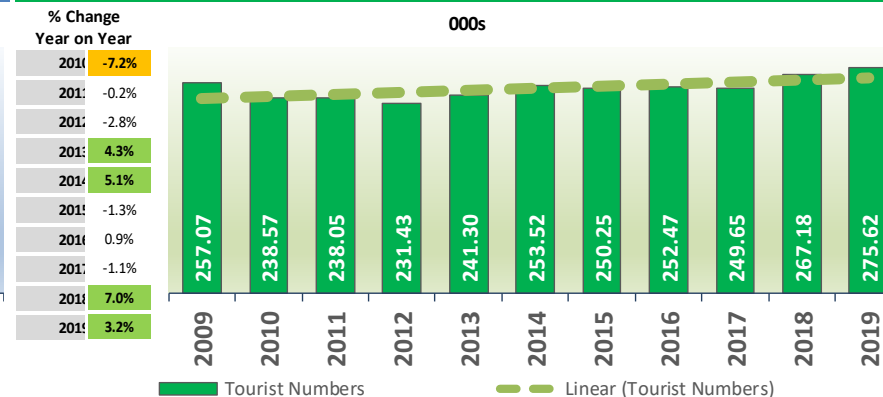
2019 Prices

STAYING VISITOR

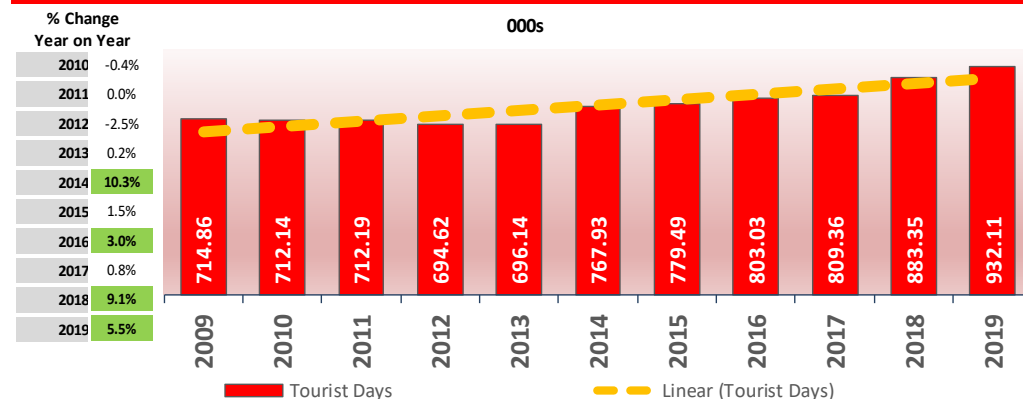
KEY MEASURES

Indexed

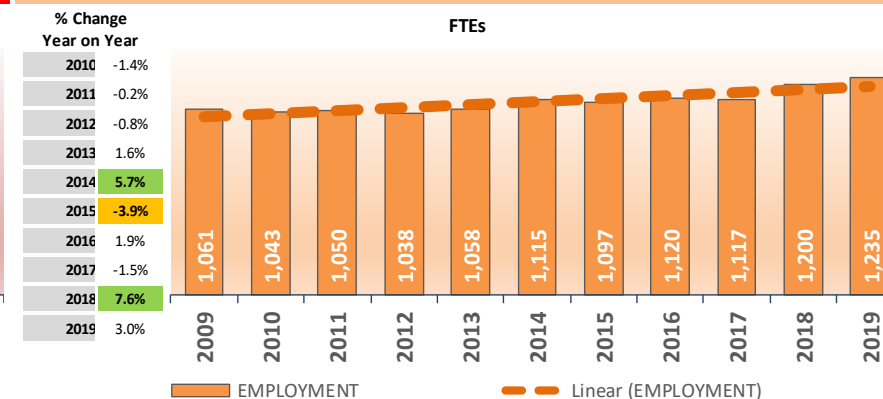
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-1.8%	-2.6%	-5.1%	-3.4%	7.0%	7.5%	11.0%	11.9%	21.9%	28.8%
Visitor Numbers		-7.2%	-7.4%	-10.0%	-6.1%	-1.4%	-2.7%	-1.8%	-2.9%	3.9%	7.2%
Visitor Days		-0.4%	-0.4%	-2.8%	-2.6%	7.4%	9.0%	12.3%	13.2%	23.6%	30.4%
Direct Employment		-1.7%	-1.0%	-2.2%	-0.3%	5.1%	3.3%	5.5%	5.2%	13.1%	16.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

RUTLAND

2009 to 2019

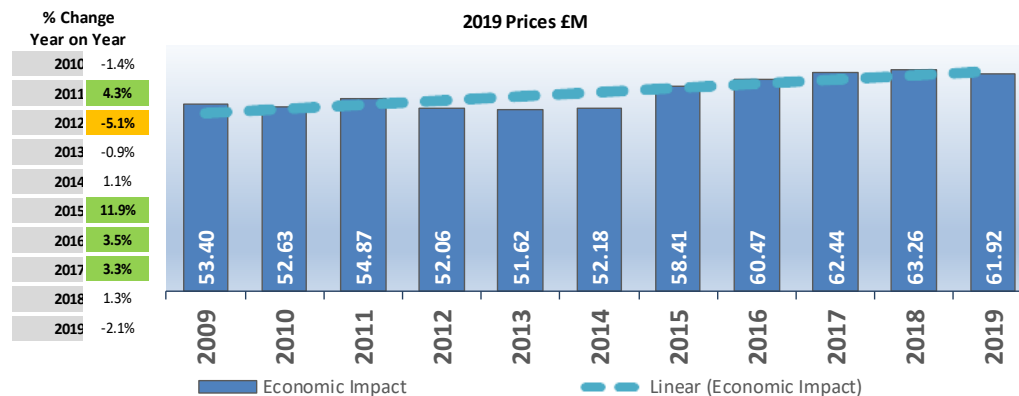
2019 Prices

DAY VISITOR

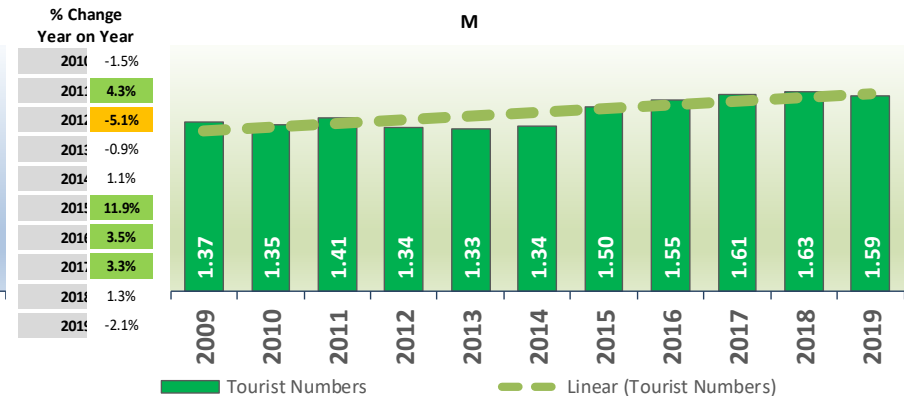
KEY MEASURES

Indexed

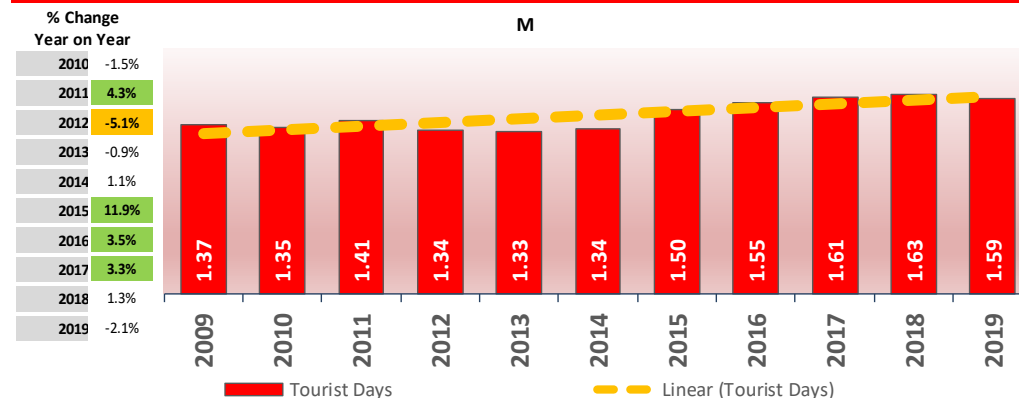
Economic Impact - Indexed - Day Visitor



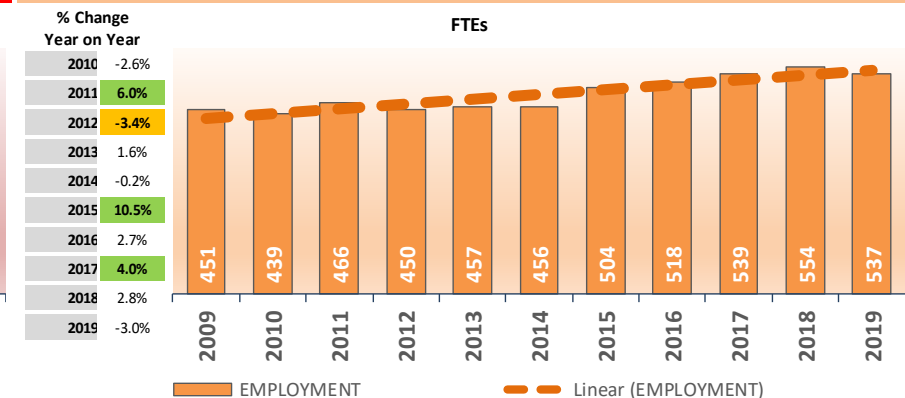
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-1.4%	2.8%	-2.5%	-3.3%	-2.3%	9.4%	13.2%	16.9%	18.5%	16.0%
Visitor Numbers		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%
Visitor Days		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%
Direct Employment		-2.6%	3.2%	-0.3%	1.3%	1.1%	11.7%	14.7%	19.3%	22.7%	19.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

RUTLAND

2009 to 2019

2019 Prices

TOTAL

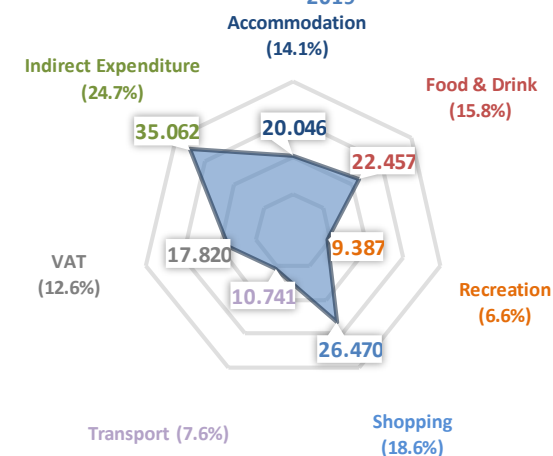
SECTORAL ANALYSIS

Indexed

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation	£M	16.00	15.14	14.57	14.17	14.68	16.35	16.32	16.89	17.19	18.79	20.05
Food & Drink	£M	19.45	18.76	18.74	18.03	18.07	19.09	20.23	20.90	21.21	22.21	22.46
Recreation	£M	8.133	7.846	7.837	7.532	7.555	8.007	8.473	8.762	8.880	9.290	9.387
Shopping	£M	23.08	22.29	22.43	21.47	21.42	22.33	24.15	24.97	25.51	26.43	26.47
Transport	£M	9.202	8.933	8.977	8.586	8.533	8.967	9.629	9.949	10.17	10.62	10.74
Direct Revenue	£M	75.86	72.96	72.56	69.80	70.25	74.74	78.80	81.47	82.97	87.34	89.10
VAT	£M	11.38	12.77	14.51	13.96	14.05	14.95	15.76	16.29	16.59	17.47	17.82
Direct Expenditure	£M	87.24	85.73	87.07	83.75	84.30	89.69	94.56	97.76	99.56	104.81	106.92
Indirect Expenditure	£M	28.32	27.91	28.36	27.27	27.35	28.96	30.70	31.72	32.44	34.23	35.06
TOTAL	£M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	139.04	141.98

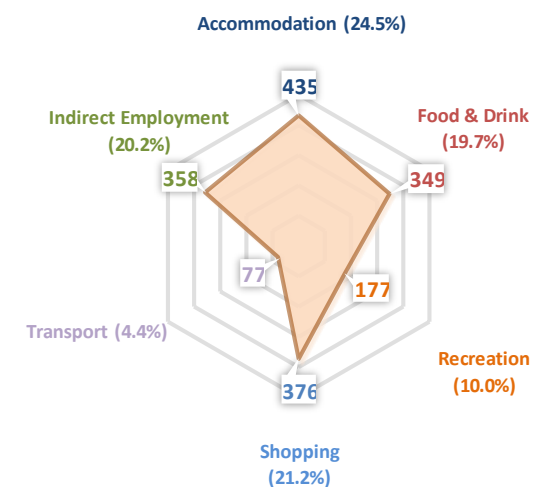
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation	FTEs	440	438	431	427	427	441	410	416	402	424	435
Food & Drink	FTEs	284	276	286	280	288	300	314	322	329	350	349
Recreation	FTEs	144	140	145	142	146	153	160	164	167	178	177
Shopping	FTEs	307	299	312	304	311	320	342	351	361	379	376
Transport	FTEs	60	59	61	60	61	63	67	68	71	75	77
Direct Employment	FTEs	1,234	1,211	1,236	1,214	1,234	1,277	1,293	1,321	1,330	1,406	1,414
Indirect Employment	FTEs	278	271	280	274	282	294	308	316	325	348	358
TOTAL	FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772

2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



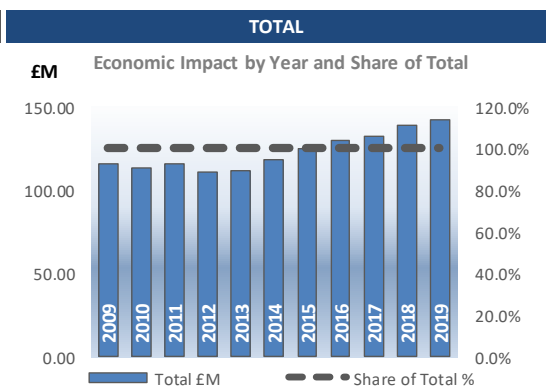
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		13.6%	26.2%	31.8%	11.8%	18.0%	25.6%	27.6%	18.3%	44.0%	-2.7%	32.4%	30.1%	22.9%	Annual Change	24.1%	18.3%	27.8%	19.7%
% Change 2018 to 2019		-0.2%	2.1%	3.2%	6.8%	3.3%	2.8%	5.8%	1.5%	4.2%	-5.1%	-2.8%	0.3%	2.1%		1.8%	4.2%	3.6%	-2.5%
Average Annual Change		1.4%	2.6%	3.2%	1.2%	1.8%	2.6%	2.8%	1.8%	4.4%	-0.3%	3.2%	3.0%	2.3%		2.4%	1.8%	2.8%	2.0%
2009	£M	8.473	7.652	9.579	9.767	11.41	9.131	12.17	15.41	9.124	7.868	8.422	6.545	115.56		25.70	30.31	36.70	22.83
2010	£M	8.564	7.668	8.907	9.496	10.12	9.955	12.44	15.60	9.646	7.700	7.917	5.629	113.64	-1.7%	25.14	29.57	37.68	21.25
2011	£M	8.928	8.012	9.352	10.71	9.847	9.391	11.66	14.66	9.088	7.841	9.122	6.823	115.43	1.6%	26.29	29.95	35.41	23.79
2012	£M	8.659	7.835	9.758	8.701	9.133	9.588	11.34	14.69	9.598	6.927	8.751	6.044	111.03	-3.8%	26.25	27.42	35.63	21.72
2013	£M	8.141	8.281	9.778	8.378	9.860	9.444	11.69	15.22	9.006	6.525	9.283	6.046	111.65	0.6%	26.20	27.68	35.92	21.85
2014	£M	7.934	8.077	11.17	9.011	10.68	9.730	13.02	16.30	10.36	7.064	9.079	6.225	118.66	6.3%	27.19	29.42	39.68	22.37
2015	£M	8.629	8.518	11.90	9.652	11.32	10.31	13.49	16.86	10.89	7.590	9.258	6.862	125.26	5.6%	29.04	31.28	41.23	23.71
2016	£M	9.440	9.017	11.94	9.580	11.35	10.56	14.13	17.36	11.33	7.617	10.08	7.076	129.49	3.4%	30.39	31.49	42.82	24.78
2017	£M	9.347	8.959	11.75	10.06	12.06	10.72	14.41	17.64	11.78	7.754	10.18	7.342	132.00	1.9%	30.06	32.84	43.83	25.28
2018	£M	9.649	9.457	12.23	10.22	13.03	11.15	14.69	17.96	12.61	8.061	11.48	8.494	139.04	5.3%	31.34	34.41	45.26	28.04
2019	£M	9.628	9.656	12.62	10.92	13.47	11.46	15.53	18.24	13.14	7.653	11.15	8.515	141.98	2.1%	31.91	35.85	46.91	27.32

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	£M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	141.98
All Visitor Types	£M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	141.98
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2009	%										
Avg Ann. Change in Share	%										



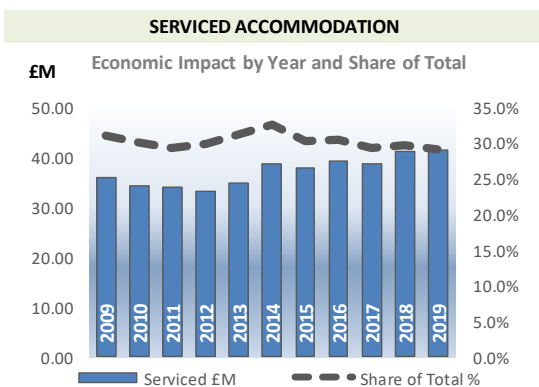
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 2019 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		19.2%	5.2%	9.6%	7.4%	14.8%	24.6%	33.5%	33.1%	19.9%	-5.8%	13.0%	-25.6%	15.6%	Annual Change	10.3%	15.2%	29.8%	-2.3%
% Change 2018 to 2019		0.0%	0.2%	1.4%	0.5%	1.4%	0.9%	2.0%	-0.5%	-1.3%	1.3%	2.6%	-1.5%	0.7%		0.7%	1.0%	0.1%	1.4%
Average Annual Change		1.9%	0.5%	1.0%	0.7%	1.5%	2.5%	3.4%	3.3%	2.0%	-0.6%	1.3%	-2.6%	1.6%		1.0%	1.5%	3.0%	-0.2%
2009	£M	1.748	2.602	3.714	3.136	4.175	2.742	3.477	4.916	2.918	2.370	2.623	1.359	35.78			8.065	10.05	11.31
2010	£M	2.082	2.841	3.155	2.976	3.163	2.879	3.331	5.154	3.172	2.355	2.256	0.817	34.18	-4.5%	8.078	9.019	11.66	5.429
2011	£M	2.346	2.900	3.309	3.172	3.065	2.825	3.202	4.960	2.767	2.203	2.230	0.880	33.86	-0.9%	8.555	9.063	10.93	5.313
2012	£M	1.907	2.615	3.330	2.843	2.921	3.007	3.196	5.083	3.037	2.126	2.280	0.811	33.16	-2.1%	7.851	8.771	11.32	5.217
2013	£M	1.941	2.864	3.914	2.498	3.134	3.043	3.526	5.558	2.800	1.992	2.592	0.936	34.80	5.0%	8.719	8.676	11.88	5.520
2014	£M	1.919	2.723	3.976	2.781	3.880	3.160	4.650	6.062	3.562	2.239	2.702	0.946	38.60	10.9%	8.618	9.821	14.27	5.886
2015	£M	2.080	2.739	3.790	2.724	3.877	3.268	4.547	5.922	3.383	2.197	2.477	0.864	37.87	-1.9%	8.608	9.869	13.85	5.537
2016	£M	2.062	2.797	4.157	2.987	4.010	3.160	4.727	6.119	3.362	2.104	2.813	0.998	39.30	3.8%	9.016	10.16	14.21	5.915
2017	£M	1.915	2.557	3.824	3.150	4.362	3.161	4.573	6.069	3.390	2.048	2.673	0.952	38.67	-1.6%	8.296	10.67	14.03	5.672
2018	£M	2.085	2.733	4.017	3.351	4.728	3.385	4.554	6.580	3.544	2.205	2.889	1.026	41.10	6.3%	8.834	11.47	14.68	6.120
2019	£M	2.084	2.738	4.071	3.369	4.794	3.415	4.644	6.545	3.499	2.232	2.964	1.011	41.37	0.7%	8.894	11.58	14.69	6.208

ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	£M	35.78	34.18	33.86	33.16	34.80	38.60	37.87	39.30	38.67	41.10	41.37
All Visitor Types	£M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	139.04	141.98
Share of Total	%	31.0%	30.1%	29.3%	29.9%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%
Annual Change in Share	%		-2.9%	-2.5%	1.8%	4.4%	4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%
Change in Share from 2009	%		-2.9%	-5.3%	-3.6%	0.7%	5.1%	-2.4%	-2.0%	-5.4%	-4.5%	-5.9%
Avg Ann. Change in Share	%		-2.9%	-2.6%	-1.2%	0.2%	1.0%	-0.4%	-0.3%	-0.7%	-0.5%	-0.6%

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

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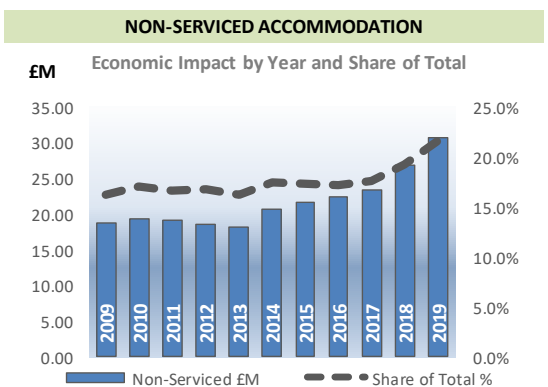
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 2019 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		61.2%	51.8%	84.2%	61.6%	62.1%	73.1%	46.7%	49.4%	88.6%	82.9%	134.3%	91.7%	63.9%	Annual Change	66.3%	65.7%	56.0%	100.1%
% Change 2018 to 2019		25.1%	16.5%	16.3%	25.6%	15.8%	11.2%	16.8%	10.3%	8.7%	13.5%	20.7%	22.9%	14.5%		18.7%	16.4%	12.1%	18.1%
Average Annual Change		6.1%	5.2%	8.4%	6.2%	6.2%	7.3%	4.7%	4.9%	8.9%	8.3%	13.4%	9.2%	6.4%		6.6%	6.6%	5.6%	10.0%
2009	£M	0.446	0.530	0.554	1.443	2.254	1.878	3.551	4.417	1.899	0.812	0.517	0.449	18.75		1.530	5.576	9.867	1.778
2010	£M	0.266	0.460	0.513	1.349	2.153	2.366	3.752	4.655	2.283	0.746	0.480	0.385	19.41	3.5%	1.240	5.867	10.69	1.611
2011	£M	0.307	0.423	0.552	1.499	2.334	2.390	3.570	4.196	2.215	0.801	0.581	0.313	19.18	-1.2%	1.282	6.223	9.981	1.696
2012	£M	0.343	0.439	0.600	1.481	2.150	2.246	3.363	4.066	2.118	0.816	0.594	0.380	18.60	-3.1%	1.381	5.878	9.546	1.790
2013	£M	0.342	0.417	0.599	1.367	2.095	2.115	3.315	4.042	2.035	0.786	0.603	0.388	18.10	-2.6%	1.359	5.577	9.391	1.777
2014	£M	0.382	0.472	0.689	1.509	2.385	2.408	3.648	4.629	2.490	0.907	0.723	0.450	20.69	14.3%	1.543	6.301	10.77	2.079
2015	£M	0.402	0.495	0.726	1.578	2.499	2.507	3.811	4.860	2.608	0.951	0.756	0.473	21.67	4.7%	1.623	6.584	11.28	2.180
2016	£M	0.422	0.526	0.727	1.593	2.537	2.558	3.895	5.038	2.746	0.985	0.791	0.495	22.31	3.0%	1.676	6.687	11.68	2.272
2017	£M	0.447	0.552	0.718	1.715	2.689	2.563	4.118	5.170	2.937	1.039	0.801	0.540	23.29	4.4%	1.717	6.967	12.22	2.380
2018	£M	0.574	0.691	0.878	1.856	3.156	2.925	4.460	5.982	3.296	1.309	1.003	0.701	26.83	15.2%	2.143	7.937	13.74	3.013
2019	£M	0.718	0.805	1.021	2.331	3.653	3.252	5.211	6.599	3.582	1.485	1.210	0.861	30.73	14.5%	2.544	9.236	15.39	3.550

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	£M	18.75	19.41	19.18	18.60	18.10	20.69	21.67	22.31	23.29	26.83
All Visitor Types	£M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	141.98
Share of Total	%	16.2%	17.1%	16.6%	16.7%	16.2%	17.4%	17.3%	17.2%	17.6%	19.3%
Annual Change in Share	%		5.3%	-2.7%	0.8%	-3.2%	7.5%	-0.8%	-0.4%	2.4%	9.4%
Change in Share from 2009	%		5.3%	2.4%	3.2%	-0.1%	7.5%	6.6%	6.2%	8.7%	18.9%
Avg Ann. Change in Share	%		5.3%	1.2%	1.1%	0.0%	1.5%	1.1%	0.9%	1.1%	3.3%

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

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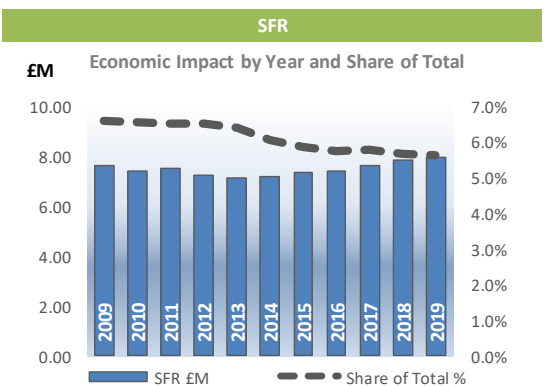
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2009 to 2019		3.8%	-0.9%	1.7%	2.9%	4.8%	8.1%	6.2%	7.2%	11.2%	2.0%	7.9%	0.1%	4.4%		2.3%	4.7%	7.7%	2.2%		
% Change 2018 to 2019		2.1%	1.2%	1.4%	2.5%	1.3%	0.2%	1.9%	0.1%	-0.8%	1.4%	2.8%	2.2%	1.4%		1.7%	1.5%	0.6%	2.1%		
Average Annual Change		0.4%	-0.1%	0.2%	0.3%	0.5%	0.8%	0.6%	0.7%	1.1%	0.2%	0.8%	0.0%	0.4%		0.2%	0.5%	0.8%	0.2%		
2009	£M	1.031	0.378	0.459	0.968	0.680	0.480	0.776	0.817	0.456	0.406	0.340	0.834	7.626	-2.7%	1.868	2.128	2.049	1.580		
2010	£M	1.018	0.376	0.427	0.925	0.632	0.503	0.767	0.817	0.477	0.394	0.322	0.761	7.418		1.820	2.060	2.061	1.477		
2011	£M	1.074	0.378	0.440	0.960	0.648	0.508	0.763	0.801	0.468	0.396	0.330	0.754	7.522		1.893	2.116	2.032	1.481		
2012	£M	0.999	0.354	0.433	0.916	0.613	0.490	0.730	0.775	0.455	0.384	0.323	0.742	7.215		-4.1%	1.786	2.019	1.961	1.449	
2013	£M	0.988	0.361	0.450	0.872	0.606	0.476	0.724	0.771	0.439	0.372	0.330	0.744	7.133		-1.1%	1.799	1.955	1.934	1.445	
2014	£M	0.965	0.347	0.439	0.882	0.624	0.478	0.750	0.790	0.463	0.378	0.329	0.745	7.190		0.8%	1.751	1.984	2.003	1.452	
2015	£M	0.999	0.354	0.441	0.896	0.638	0.491	0.763	0.804	0.471	0.383	0.328	0.751	7.319		1.8%	1.793	2.025	2.038	1.462	
2016	£M	1.003	0.354	0.453	0.911	0.644	0.491	0.771	0.816	0.478	0.383	0.341	0.766	7.410		1.2%	1.810	2.046	2.065	1.489	
2017	£M	1.011	0.359	0.450	0.948	0.677	0.503	0.795	0.837	0.500	0.392	0.344	0.784	7.601		2.6%	1.821	2.128	2.132	1.520	
2018	£M	1.049	0.370	0.460	0.972	0.704	0.518	0.808	0.875	0.511	0.408	0.357	0.816	7.850		3.3%	1.879	2.194	2.195	1.582	
2019	£M	1.071	0.375	0.467	0.996	0.712	0.519	0.824	0.876	0.507	0.414	0.367	0.834	7.963	1.4%	1.912	2.228	2.207	1.616		

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR £M	7.626	7.418	7.522	7.215	7.133	7.190	7.319	7.410	7.601	7.850	7.963
All Visitor Types £M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	139.04	141.98
Share of Total %	6.6%	6.5%	6.5%	6.5%	6.4%	6.1%	5.8%	5.7%	5.8%	5.6%	5.6%
Annual Change in Share %		-1.1%	-0.2%	-0.3%	-1.7%	-5.1%	-3.6%	-2.1%	0.6%	-2.0%	-0.7%
Change in Share from 2009 %		-1.1%	-1.3%	-1.5%	-3.2%	-8.2%	-11.5%	-13.3%	-12.7%	-14.4%	-15.0%
Avg Ann. Change in Share %		-1.1%	-0.6%	-0.5%	-0.8%	-1.6%	-1.9%	-1.9%	-1.6%	-1.6%	-1.5%

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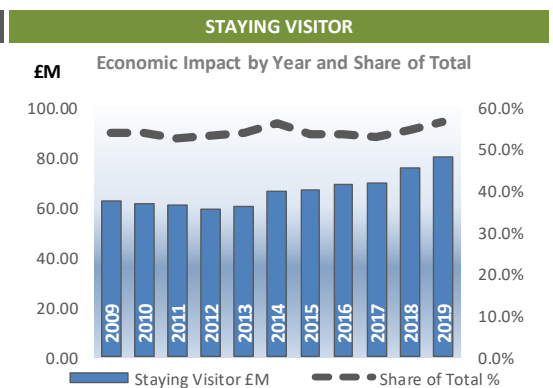
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 2019 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		20.1%	11.6%	17.6%	20.7%	28.9%	40.9%	36.8%	38.1%	43.9%	15.2%	30.5%	2.4%	28.8%	Annual Change	16.5%	29.8%	39.0%	17.2%
% Change 2018 to 2019		4.5%	3.3%	3.8%	8.4%	6.7%	5.2%	8.7%	4.3%	3.2%	5.3%	6.9%	6.4%	5.6%		3.8%	6.7%	5.5%	6.2%
Average Annual Change		2.0%	1.2%	1.8%	2.1%	2.9%	4.1%	3.7%	3.8%	4.4%	1.5%	3.1%	0.2%	2.9%		1.6%	3.0%	3.9%	1.7%
2009	£M	3.225	3.510	4.728	5.548	7.109	5.100	7.804	10.15	5.274	3.588	3.480	2.642	62.16		11.46	17.76	23.23	9.710
2010	£M	3.366	3.677	4.095	5.250	5.948	5.748	7.850	10.63	5.932	3.496	3.058	1.963	61.01	-1.8%	11.14	16.95	24.41	8.517
2011	£M	3.727	3.701	4.301	5.631	6.047	5.724	7.535	9.957	5.451	3.401	3.141	1.948	60.56	-0.7%	11.73	17.40	22.94	8.489
2012	£M	3.248	3.408	4.363	5.241	5.684	5.742	7.290	9.923	5.611	3.327	3.198	1.932	58.97	-2.6%	11.02	16.67	22.82	8.456
2013	£M	3.272	3.642	4.962	4.738	5.836	5.635	7.565	10.37	5.274	3.150	3.524	2.068	60.04	1.8%	11.88	16.21	23.21	8.742
2014	£M	3.266	3.542	5.103	5.172	6.889	6.046	9.047	11.48	6.514	3.523	3.753	2.141	66.48	10.7%	11.91	18.11	27.04	9.417
2015	£M	3.481	3.587	4.956	5.198	7.014	6.266	9.121	11.59	6.462	3.530	3.562	2.087	66.85	0.6%	12.03	18.48	27.17	9.179
2016	£M	3.487	3.677	5.338	5.490	7.191	6.209	9.393	11.97	6.586	3.472	3.945	2.259	69.02	3.2%	12.50	18.89	27.95	9.676
2017	£M	3.373	3.469	4.992	5.812	7.728	6.227	9.486	12.08	6.826	3.479	3.819	2.275	69.56	0.8%	11.83	19.77	28.39	9.572
2018	£M	3.708	3.794	5.356	6.179	8.588	6.829	9.823	13.44	7.351	3.922	4.250	2.543	75.78	8.9%	12.86	21.60	30.61	10.72
2019	£M	3.873	3.918	5.559	6.696	9.160	7.186	10.68	14.02	7.588	4.132	4.542	2.707	80.06	5.6%	13.35	23.04	32.29	11.38

ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	£M	62.16	61.01	60.56	58.97	60.04	66.48	66.85	69.02	69.56	75.78	80.06
All Visitor Types	£M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	139.04	141.98
Share of Total	%	53.8%	53.7%	52.5%	53.1%	53.8%	56.0%	53.4%	53.3%	52.7%	54.5%	56.4%
Annual Change in Share	%		-0.2%	-2.3%	1.2%	1.2%	4.2%	-4.7%	-0.1%	-1.1%	3.4%	3.5%
Change in Share from 2009	%		-0.2%	-2.5%	-1.3%	0.0%	4.2%	-0.8%	-0.9%	-2.0%	1.3%	4.8%
Avg Ann. Change in Share	%		-0.2%	-1.2%	-0.4%	0.0%	0.8%	-0.1%	-0.1%	-0.3%	0.1%	0.5%

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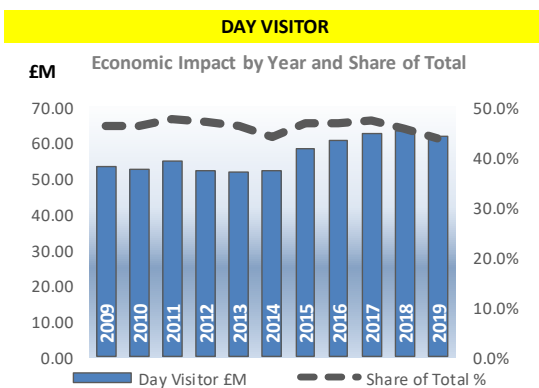
Report Prepared by: Alison Tipler. Date of Issue: 04/11/20

STEAM FINAL TREND REPORT FOR 2009-2019 RUTLAND											2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019		9.7%	38.6%	45.6%	0.0%	0.0%	6.2%	11.2%	-19.9%	44.2%	-17.7%	33.8%	48.8%	16.0%	Annual Change	30.3%	2.0%	8.5%	21.5%
% Change 2018 to 2019		-3.1%	1.3%	2.7%	4.5%	-3.1%	-1.1%	-0.2%	-6.8%	5.5%	-14.9%	-8.6%	-2.4%	-2.1%		0.4%	0.0%	-0.2%	-8.0%
Average Annual Change		1.0%	3.9%	4.6%	0.0%	0.0%	0.6%	1.1%	-2.0%	4.4%	-1.8%	3.4%	4.9%	1.6%		3.0%	0.2%	0.8%	2.1%
2009	£M	5.248	4.142	4.851	4.219	4.306	4.031	4.363	5.263	3.850	4.280	4.942	3.903	53.40		14.24	12.56	13.48	13.12
2010	£M	5.198	3.991	4.811	4.246	4.168	4.207	4.592	4.970	3.714	4.204	4.859	3.666	52.63	-1.4%	14.00	12.62	13.28	12.73
2011	£M	5.201	4.310	5.051	5.079	3.801	3.667	4.126	4.702	3.637	4.440	5.981	4.875	54.87	4.3%	14.56	12.55	12.46	15.30
2012	£M	5.410	4.427	5.395	3.460	3.448	3.846	4.050	4.770	3.988	3.600	5.553	4.112	52.06	-5.1%	15.23	10.75	12.81	13.27
2013	£M	4.869	4.640	4.816	3.640	4.024	3.809	4.122	4.852	3.732	3.375	5.758	3.978	51.62	-0.9%	14.32	11.47	12.71	13.11
2014	£M	4.667	4.535	6.071	3.840	3.790	3.684	3.975	4.816	3.848	3.541	5.326	4.084	52.18	1.1%	15.27	11.31	12.64	12.95
2015	£M	5.147	4.931	6.941	4.454	4.305	4.042	4.365	5.270	4.427	4.059	5.697	4.774	58.41	11.9%	17.02	12.80	14.06	14.53
2016	£M	5.953	5.340	6.598	4.090	4.163	4.351	4.734	5.391	4.746	4.145	6.137	4.817	60.47	3.5%	17.89	12.60	14.87	15.10
2017	£M	5.973	5.490	6.763	4.243	4.329	4.497	4.923	5.560	4.956	4.275	6.365	5.067	62.44	3.3%	18.23	13.07	15.44	15.71
2018	£M	5.941	5.664	6.878	4.039	4.444	4.326	4.863	4.524	5.261	4.139	7.231	5.951	63.26	1.3%	18.48	12.81	14.65	17.32
2019	£M	5.754	5.738	7.062	4.221	4.307	4.279	4.851	4.217	5.552	3.522	6.611	5.808	61.92	-2.1%	18.56	12.81	14.62	15.94

ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	£M	53.40	52.63	54.87	52.06	51.62	52.18	58.41	60.47	62.44	63.26	61.92
All Visitor Types	£M	115.56	113.64	115.43	111.03	111.65	118.66	125.26	129.49	132.00	139.04	141.98
Share of Total	%	46.2%	46.3%	47.5%	46.9%	46.2%	44.0%	46.6%	46.7%	47.3%	45.5%	43.6%
Annual Change in Share	%		0.2%	2.6%	-1.4%	-1.4%	-4.9%	6.0%	0.1%	1.3%	-3.8%	-4.1%
Change in Share from 2009	%		0.2%	2.9%	1.5%	0.0%	-4.8%	0.9%	1.1%	2.4%	-1.5%	-5.6%
Avg Ann. Change in Share	%		0.2%	1.4%	0.5%	0.0%	-1.0%	0.2%	0.2%	0.3%	-0.2%	-0.6%

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Report Prepared by: Alison Tipler. Date of Issue: 04/11/20