



STEAM REPORT FOR 2010-2021 - FINAL

Final

Rutland

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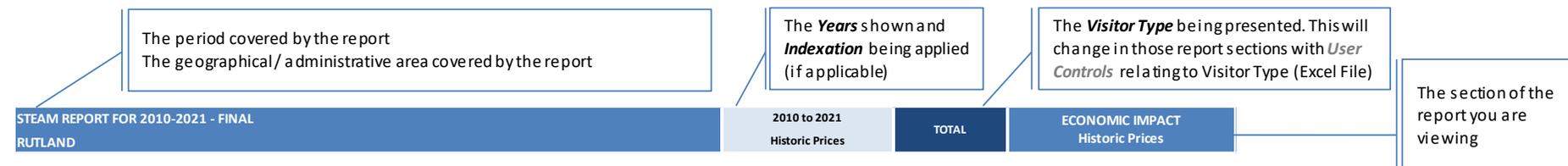
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Report Section Design and Features

Headers

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



User Controls (Excel File)

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

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



Units

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

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

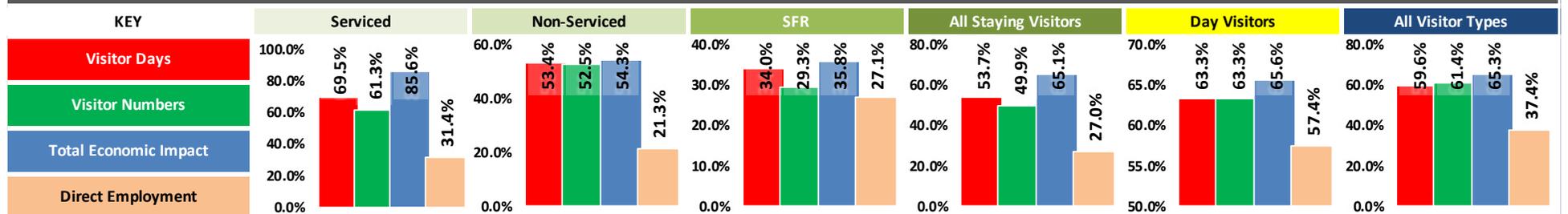
Visitor Numbers / Visitor Days / Average Length of Stay

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

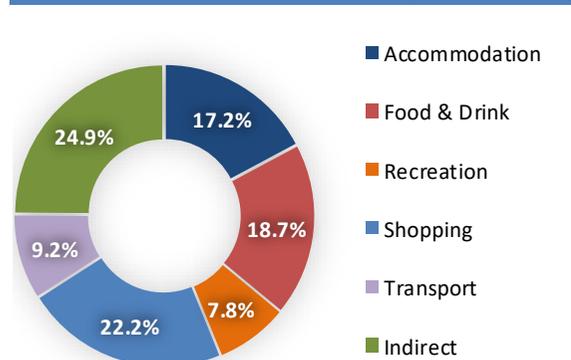
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %						
Visitor Days	M	0.170	0.100	69.5%	0.398	0.260	53.4%	0.102	0.076	34.0%	0.670	0.436	53.7%	1.141	0.698	63.3%	1.810	1.134	59.6%					
Visitor Numbers	M	0.079	0.049	61.3%	0.059	0.038	52.5%	0.041	0.032	29.3%	0.179	0.120	49.9%	1.141	0.698	63.3%	1.320	0.818	61.4%					
Direct Expenditure	£M																79.17	47.75	65.8%					
Economic Impact	£M	27.26	14.69	85.6%	26.52	17.18	54.3%	5.433	4.000	35.8%	59.21	35.87	65.1%	46.19	27.90	65.6%	105.40	63.77	65.3%					
Direct Employment	FTEs	310	236	31.4%	225	185	21.3%	45	35	27.1%	579	456	27.0%	376	239	57.4%	955	695	37.4%					
Total Employment	FTEs																1,202	857	40.3%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES



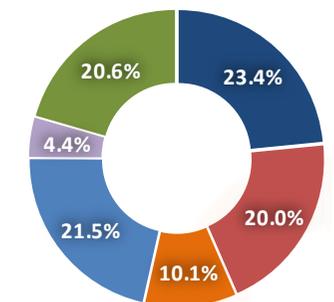
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2021	2020	+/- %
Accommodation	18.17	10.56	72.0%
Food & Drink	19.74	12.33	60.0%
Recreation	8.256	5.122	61.2%
Shopping	23.36	13.94	67.7%
Transport	9.646	5.799	66.3%
TOTAL DIRECT	79.17	47.75	65.8%
Indirect	26.23	16.02	63.7%
TOTAL	105.40	63.77	65.3%

Sectoral Distribution of Employment - FTEs

Sectors	2021	2020	+/- %
Accommodation	282	253	11.3%
Food & Drink	240	161	49.1%
Recreation	122	81	50.2%
Shopping	259	166	56.2%
Transport	52	34	55.0%
TOTAL DIRECT	955	695	37.4%
Indirect	247	162	52.5%
TOTAL	1,202	857	40.3%



Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL

RUTLAND

2010 to 2021

Historic Prices

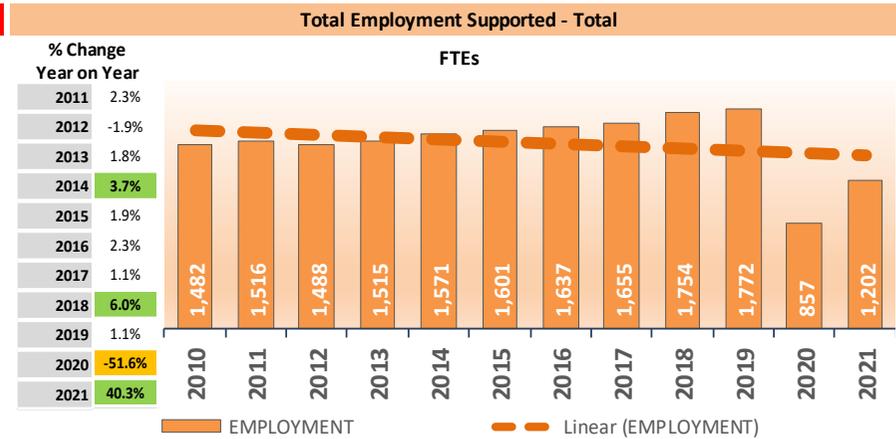
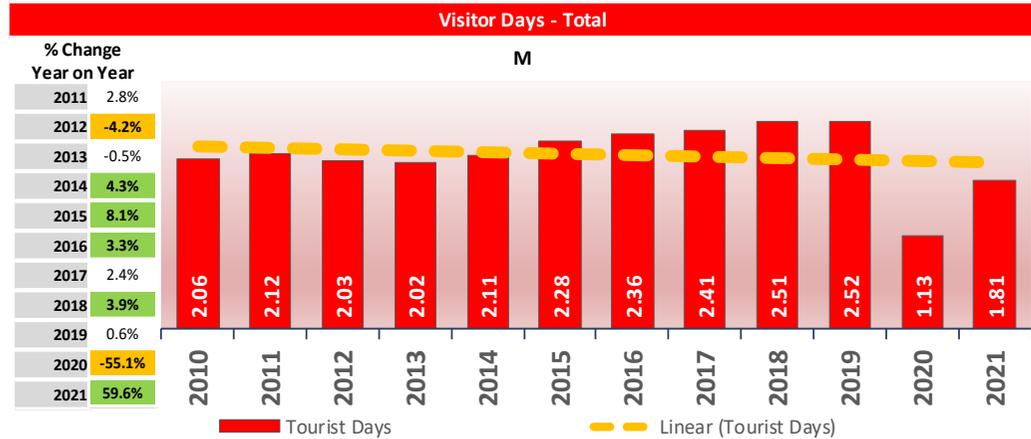
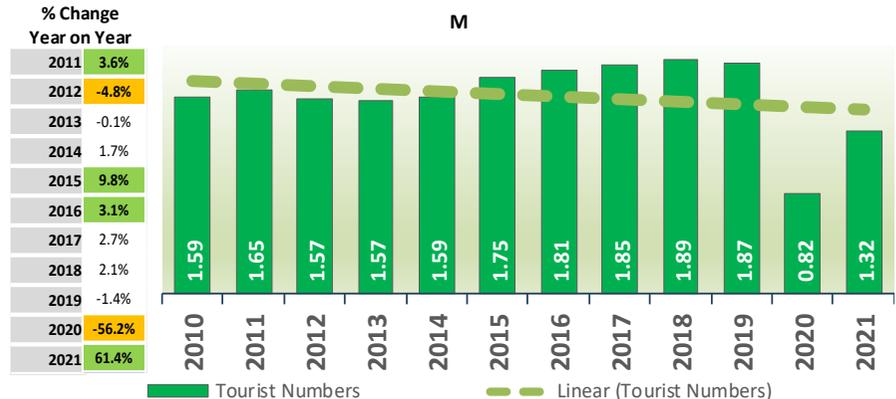
TOTAL

KEY MEASURES

Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		6.8%	6.7%	10.8%	21.0%	29.2%	35.3%	41.5%	55.0%	62.3%	-27.1%	20.5%
Visitor Numbers		3.6%	-1.4%	-1.5%	0.2%	10.1%	13.5%	16.6%	19.0%	17.4%	-48.6%	-17.0%
Visitor Days		2.8%	-1.6%	-2.0%	2.1%	10.5%	14.2%	16.9%	21.5%	22.2%	-45.1%	-12.3%
Total Employment		2.3%	0.4%	2.2%	6.0%	8.0%	10.5%	11.7%	18.3%	19.6%	-42.2%	-18.9%

"Linear" = Linear Trendline

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2010 to 2021

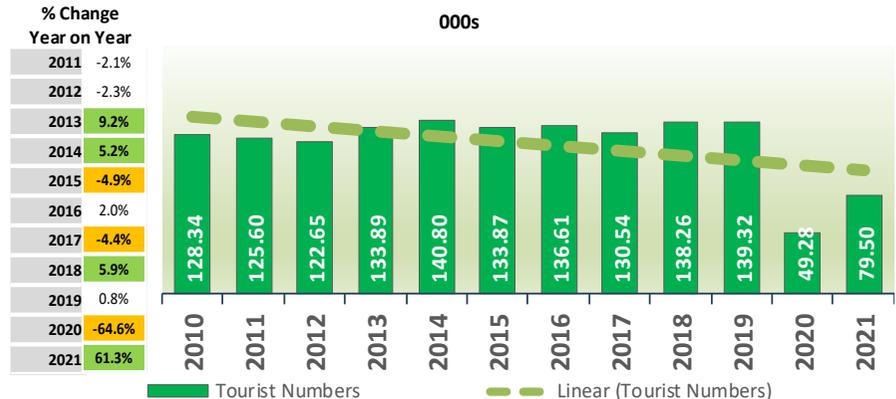
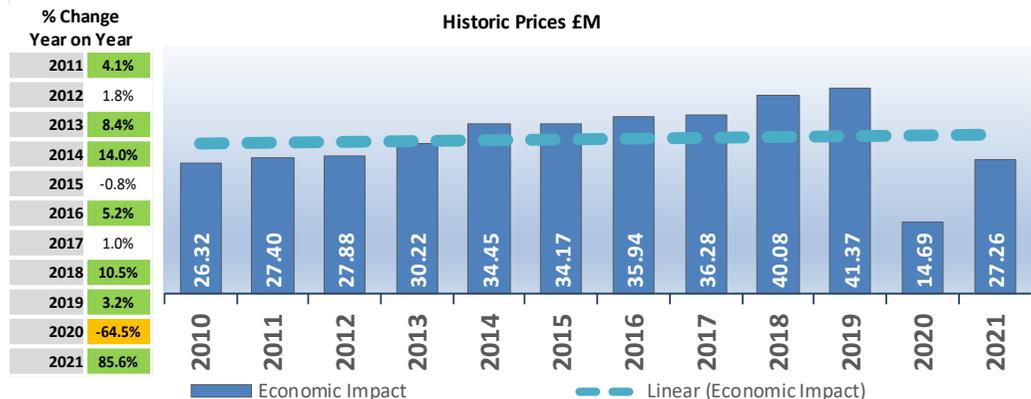
Historic Prices

SERVICED
ACCOMMODATION

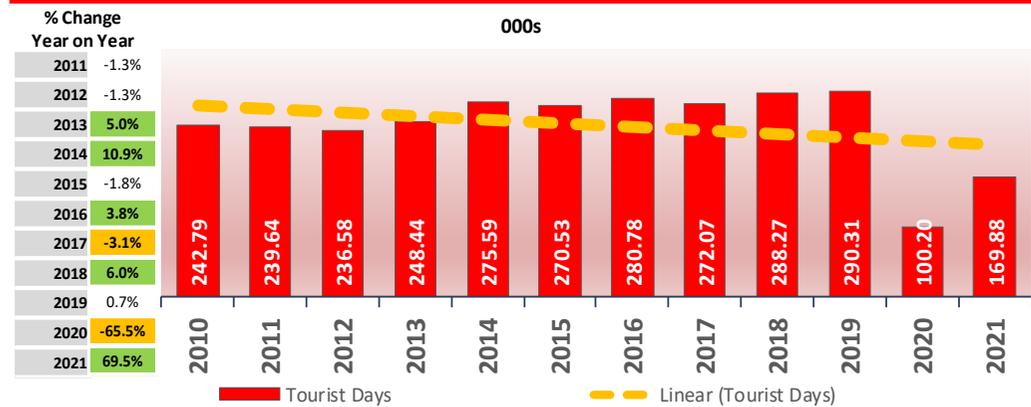
KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

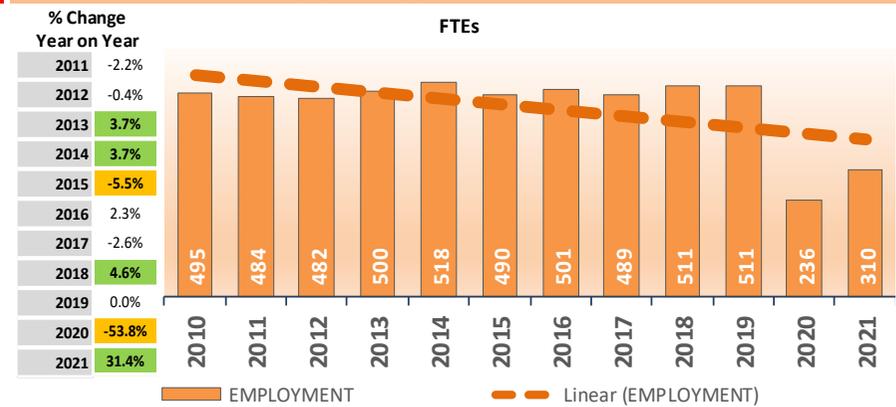
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



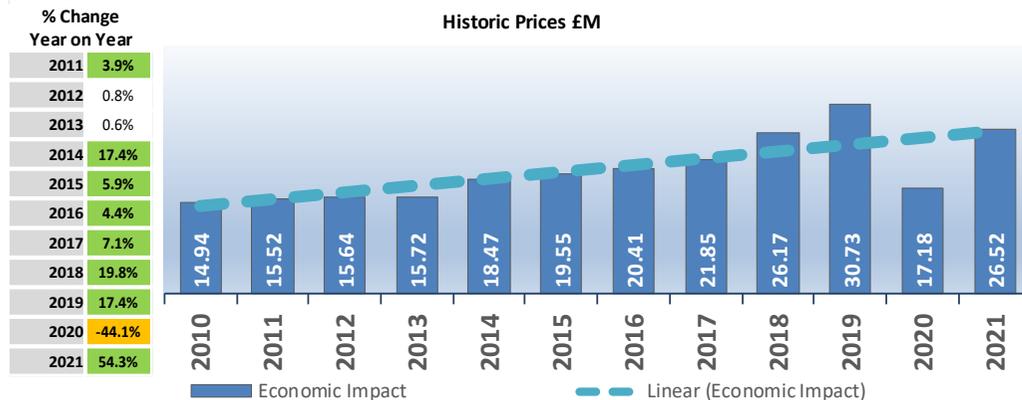
Direct Employment Supported - Serviced Accommodation



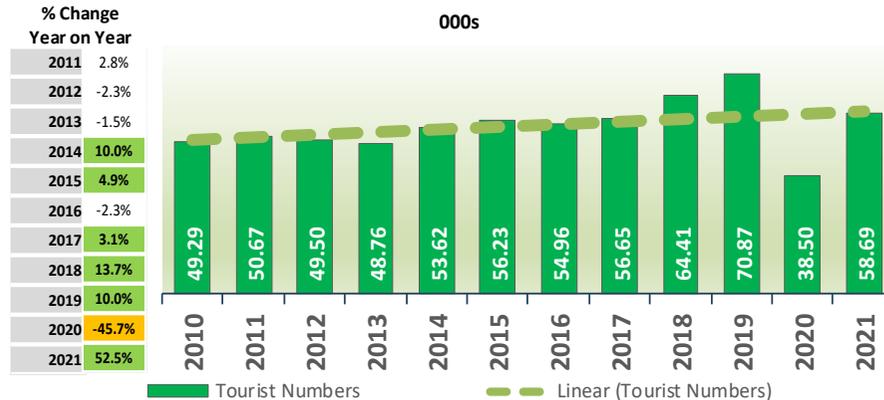
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.1%	5.9%	14.8%	30.9%	29.8%	36.5%	37.9%	52.3%	57.2%	-44.2%	3.6%
Visitor Numbers		-2.1%	-4.4%	4.3%	9.7%	4.3%	6.4%	1.7%	7.7%	8.6%	-61.6%	-38.1%
Visitor Days		-1.3%	-2.6%	2.3%	13.5%	11.4%	15.6%	12.1%	18.7%	19.6%	-58.7%	-30.0%
Direct Employment		-2.2%	-2.6%	1.0%	4.8%	-1.0%	1.4%	-1.2%	3.3%	3.3%	-52.3%	-37.3%

"Linear" = Linear Trendline

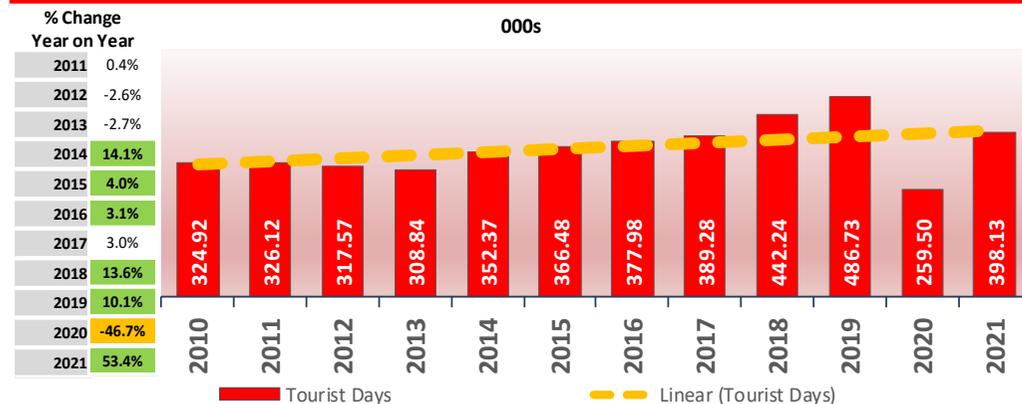
Economic Impact - Historic Prices - Non-Serviced Accommodation



Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

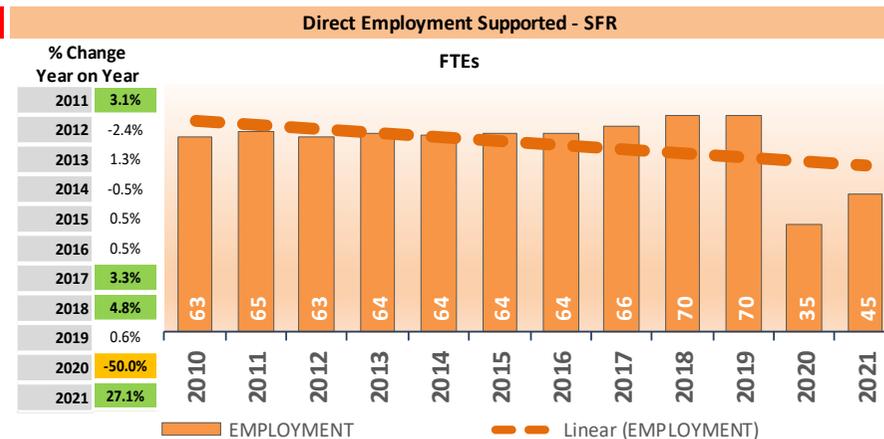
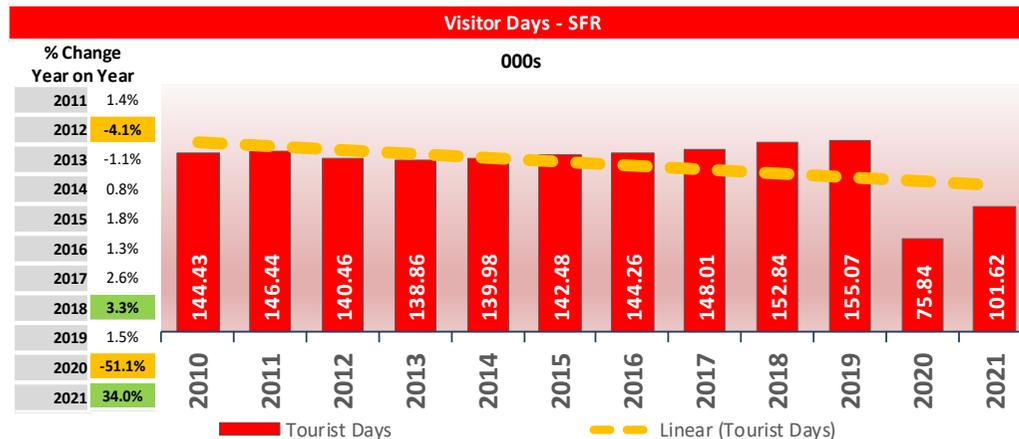
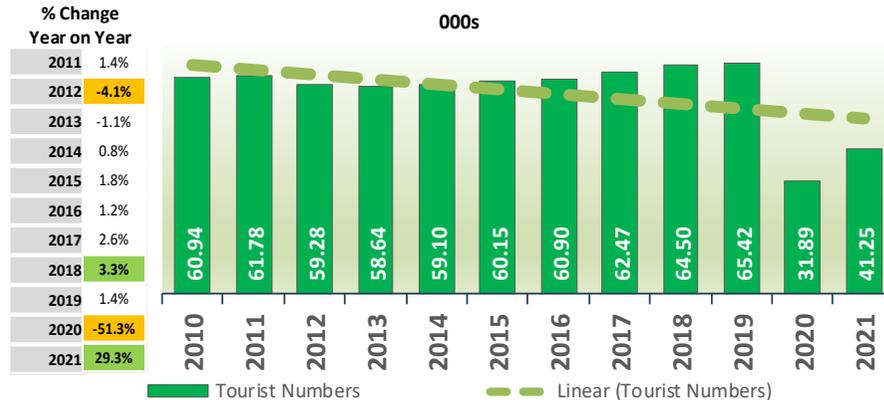
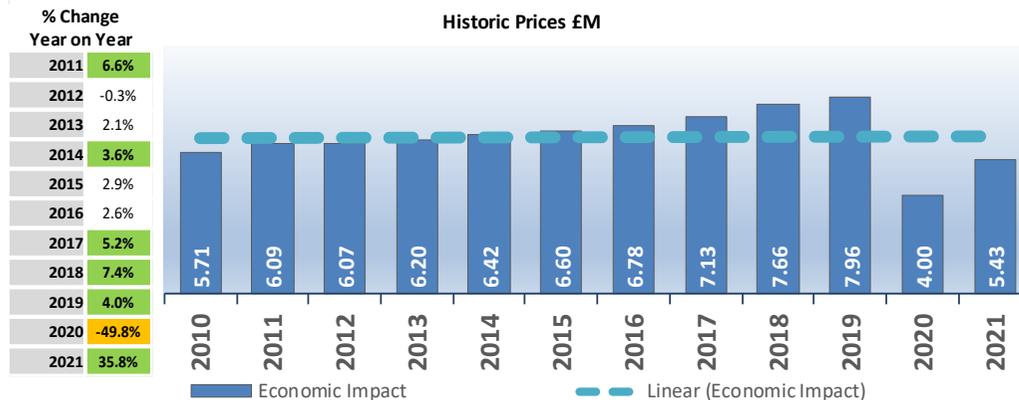


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		3.9%	4.6%	5.2%	23.6%	30.8%	36.5%	46.2%	75.1%	105.6%	15.0%	77.4%
Visitor Numbers		2.8%	0.4%	-1.1%	8.8%	14.1%	11.5%	14.9%	30.7%	43.8%	-21.9%	19.1%
Visitor Days		0.4%	-2.3%	-4.9%	8.4%	12.8%	16.3%	19.8%	36.1%	49.8%	-20.1%	22.5%
Direct Employment		3.5%	2.1%	-0.9%	11.5%	9.4%	11.0%	10.2%	26.5%	38.1%	-13.7%	4.8%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



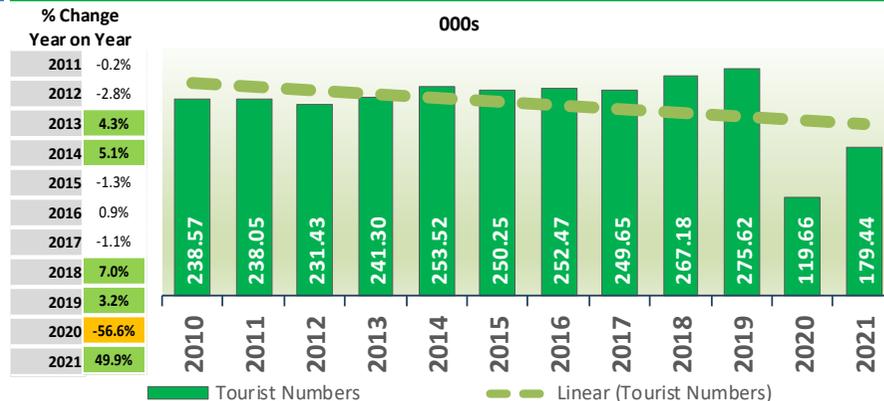
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		6.6%	6.2%	8.5%	12.4%	15.6%	18.6%	24.9%	34.0%	39.4%	-30.0%	-4.9%
Visitor Numbers		1.4%	-2.7%	-3.8%	-3.0%	-1.3%	-0.1%	2.5%	5.8%	7.4%	-47.7%	-32.3%
Visitor Days		1.4%	-2.7%	-3.9%	-3.1%	-1.3%	-0.1%	2.5%	5.8%	7.4%	-47.5%	-29.6%
Direct Employment		3.1%	0.6%	2.0%	1.5%	2.0%	2.4%	5.8%	10.9%	11.6%	-44.2%	-29.1%

"Linear" = Linear Trendline

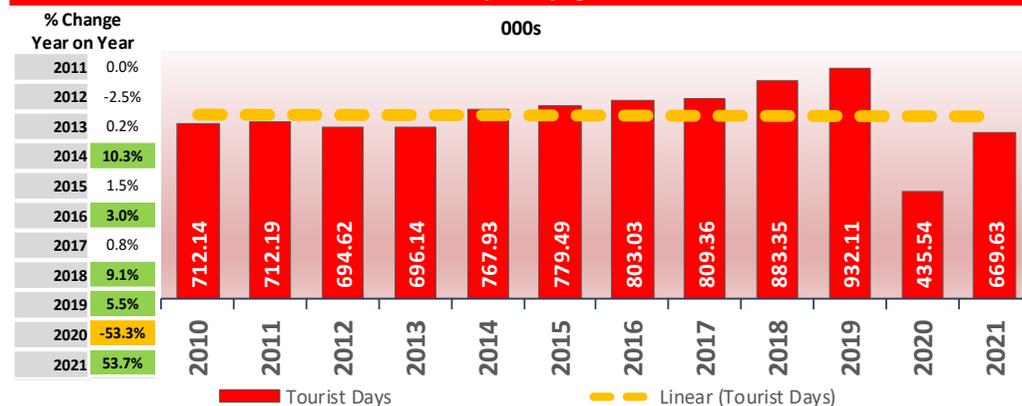
Economic Impact - Historic Prices - Staying Visitor



Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



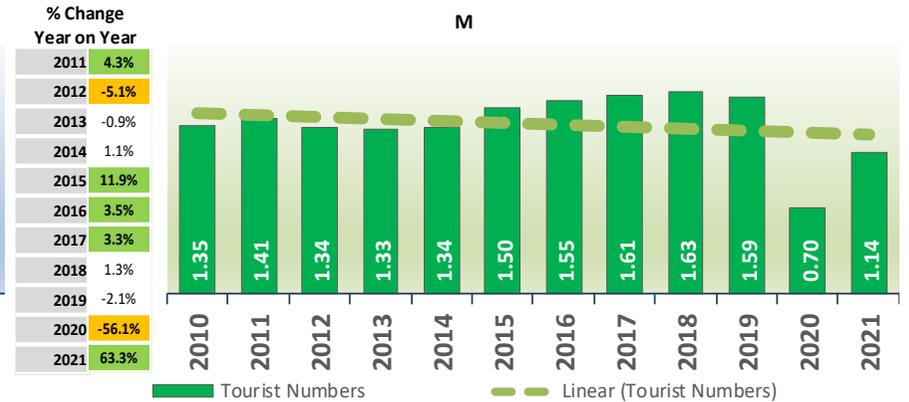
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.3%	5.6%	11.0%	26.3%	28.4%	34.4%	38.9%	57.3%	70.4%	-23.6%	26.0%
Visitor Numbers		-0.2%	-3.0%	1.1%	6.3%	4.9%	5.8%	4.6%	12.0%	15.5%	-49.8%	-24.8%
Visitor Days		0.0%	-2.5%	-2.2%	7.8%	9.5%	12.8%	13.7%	24.0%	30.9%	-38.8%	-6.0%
Direct Employment		0.7%	-0.5%	1.5%	7.0%	5.2%	7.4%	7.1%	15.1%	18.5%	-40.7%	-20.8%

"Linear" = Linear Trendline

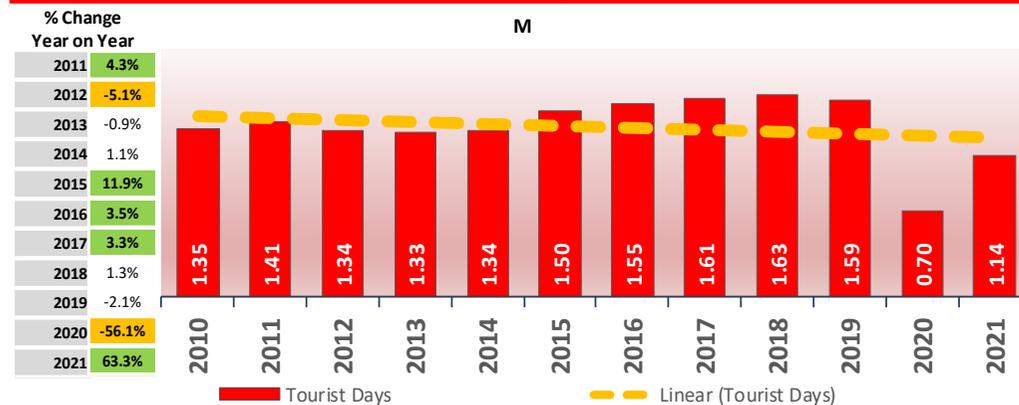
Economic Impact - Historic Prices - Day Visitor



Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		9.6%	8.0%	10.6%	14.9%	30.1%	36.5%	44.6%	52.3%	52.8%	-31.1%	14.0%
Visitor Numbers		4.3%	-1.1%	-1.9%	-0.9%	11.0%	14.9%	18.7%	20.2%	17.7%	-48.4%	-15.7%
Visitor Days		4.3%	-1.1%	-1.9%	-0.9%	11.0%	14.9%	18.7%	20.2%	17.7%	-48.4%	-15.7%
Direct Employment		6.0%	2.4%	4.0%	3.8%	14.7%	17.8%	22.6%	26.0%	22.2%	-45.7%	-14.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

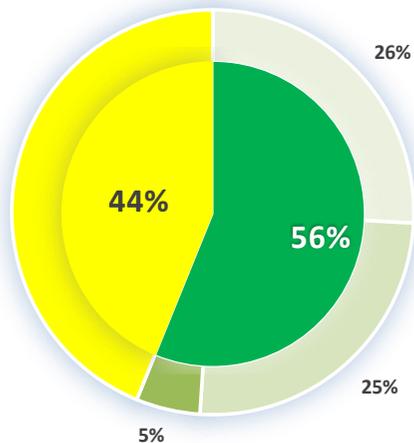
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2021 - M - Share of Total

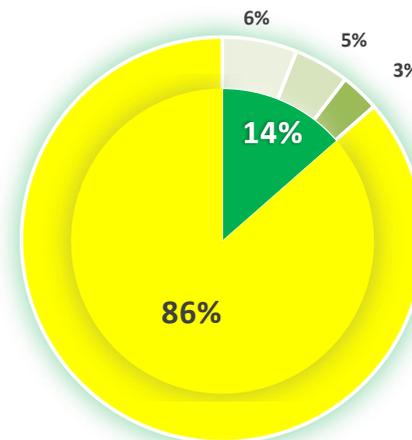
TOTAL
£105.40m

	£M
Serviced	27.26
Non-Serviced	26.52
SFR	5.43
Staying Visitor	59.21
Day Visitor	46.19
Total	105.40



TOTAL
1.32m

	M
Serviced	0.08
Non-Serviced	0.06
SFR	0.04
Staying Visitor	0.18
Day Visitor	1.14
Total	1.32

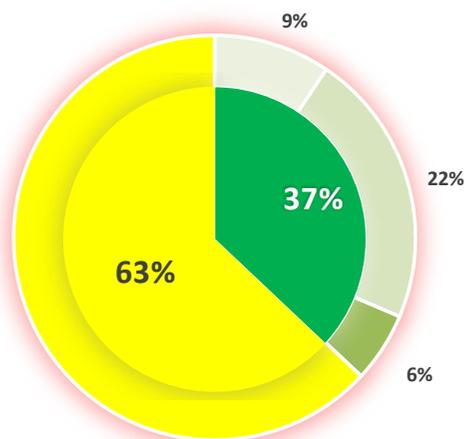


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

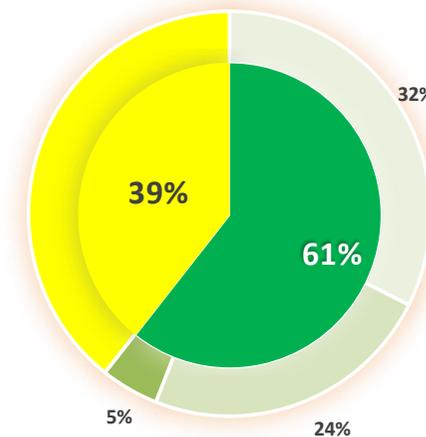
TOTAL
1.81m

	M
Serviced	0.17
Non-Serviced	0.40
SFR	0.10
Staying Visitor	0.67
Day Visitor	1.14
Total	1.81



TOTAL
955 Direct FTEs
1,202 Total FTEs

	FTEs
Serviced	310
Non-Serviced	225
SFR	45
Staying Visitor	579
Day Visitor	376
Total	955



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RUTLAND

2021
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

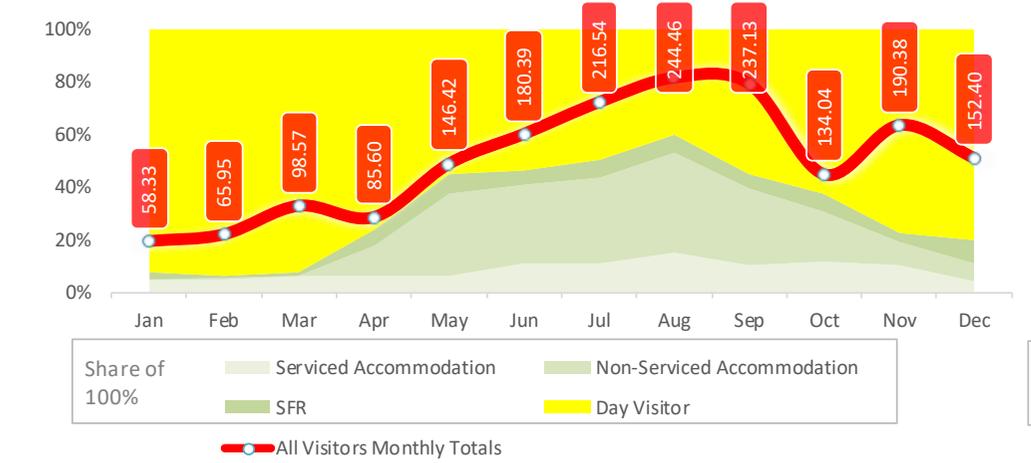
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



Visitor Days - 2021 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month

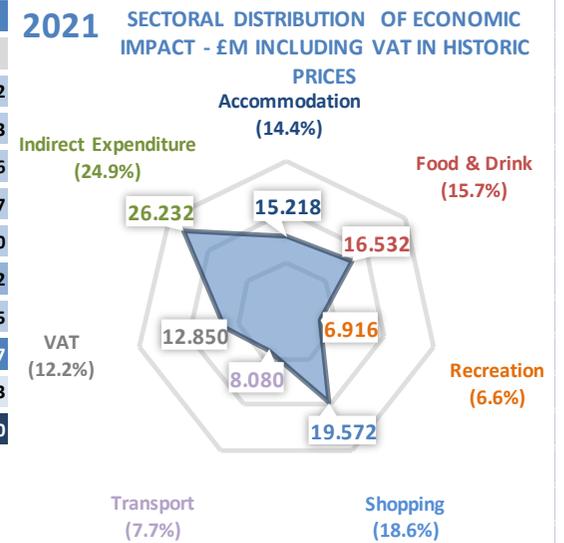


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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

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

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation £M	11.66	11.79	11.92	12.75	14.60	14.73	15.44	16.12	18.33	20.05	9.123	15.22
Food & Drink £M	14.44	15.16	15.16	15.70	17.04	18.26	19.12	19.90	21.66	22.46	10.65	16.53
Recreation £M	6.041	6.341	6.334	6.562	7.147	7.646	8.013	8.331	9.060	9.387	4.424	6.916
Shopping £M	17.16	18.15	18.06	18.60	19.93	21.80	22.83	23.94	25.77	26.47	12.04	19.57
Transport £M	6.878	7.264	7.221	7.411	8.003	8.690	9.098	9.545	10.36	10.74	5.009	8.080
Direct Revenue £M	56.18	58.71	58.70	61.02	66.71	71.11	74.50	77.84	85.18	89.10	41.25	66.32
VAT £M	9.831	11.74	11.74	12.20	13.34	14.22	14.90	15.57	17.04	17.82	6.503	12.85
Direct Expenditure £M	66.01	70.45	70.44	73.22	80.06	85.34	89.40	93.41	102.22	106.92	47.75	79.17
Indirect Expenditure £M	21.49	22.95	22.94	23.75	25.85	27.71	29.01	30.43	33.38	35.06	16.02	26.23
TOTAL £M	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation FTEs	438	431	427	427	441	410	416	402	424	435	253	282
Food & Drink FTEs	276	286	280	288	300	314	322	329	350	349	161	240
Recreation FTEs	140	145	142	146	153	160	164	167	178	177	81	122
Shopping FTEs	299	312	304	311	320	342	351	361	379	376	166	259
Transport FTEs	59	61	60	61	63	67	68	71	75	77	34	52
Direct Employment FTEs	1,211	1,236	1,214	1,234	1,277	1,293	1,321	1,330	1,406	1,414	695	955
Indirect Employment FTEs	271	280	274	282	294	308	316	325	348	358	162	247
TOTAL FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL RUTLAND													2010 to 2021 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2010 to 2021		-59.5%	-48.5%	-32.2%	-40.0%	3.4%	39.6%	51.4%	48.7%	86.9%	34.2%	70.0%	69.3%	20.5%	Annual Change	-46.5%	1.7%	59.4%	56.9%
% Change 2020 to 2021		-73.1%	-65.4%	-16.0%	588.9%	592.3%	671.8%	137.3%	62.6%	57.5%	73.7%	275.3%	139.4%	65.3%	Annual Change	-57.3%	626.2%	78.5%	146.5%
Average Annual Change		-5.4%	-4.4%	-2.9%	-3.6%	0.3%	3.6%	4.7%	4.4%	7.9%	3.1%	6.4%	6.3%	1.9%	Annual Change	-4.2%	0.2%	5.4%	5.2%
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
2020	£M	9.935	8.791	5.541	0.636	1.164	1.387	6.113	10.98	8.812	4.582	2.761	3.066	63.77	-55.1%	24.27	3.187	25.91	10.41
2021	£M	2.668	3.038	4.652	4.384	8.055	10.70	14.50	17.86	13.88	7.957	10.36	7.339	105.40	65.3%	10.36	23.14	46.24	25.66

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL	
Total	£M	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40		
All Visitor Types	£M	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2010	%														
Avg Ann. Change in Share	%														



STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
ECONOMIC IMPACT - IN HISTORIC PRICES / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-76.1%	-77.9%	-64.1%	-64.7%	-42.3%	32.3%	64.7%	60.0%	47.2%	29.0%	68.3%	48.9%	3.6%	Annual Change	-72.1%	-25.9%	57.9%	48.3%
% Change 2020 to 2021													-81.3%	-81.7%	-48.6%	250.4%	264.6%	1138.7%	297.4%	99.4%	111.9%	130.7%	659.3%	750.9%	85.6%		-72.8%	503.2%	138.4%	310.8%
Average Annual Change													-6.9%	-7.1%	-5.8%	-5.9%	-3.8%	2.9%	5.9%	5.5%	4.3%	2.6%	6.2%	4.4%	0.3%		-6.6%	-2.4%	5.3%	4.4%
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	4.1%	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	1.8%	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	8.4%	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	14.0%	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	-0.8%	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	5.2%	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	1.0%	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	10.5%	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											
2020	£M	2.051	2.636	1.694	0.231	0.386	0.237	1.063	3.184	1.697	1.014	0.385	0.110	14.69	-64.5%	6.382	0.853	5.944	1.509											
2021	£M	0.383	0.483	0.871	0.810	1.406	2.933	4.225	6.349	3.596	2.339	2.924	0.937	27.26	85.6%	1.737	5.148	14.17	6.200											

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Serviced	£M	26.32	27.40	27.88	30.22	34.45	34.17	35.94	36.28	40.08	41.37	14.69	27.26
All Visitor Types	£M	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40
Share of Total	%	30.1%	29.3%	29.9%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%	23.0%	25.9%
Annual Change in Share	%		-2.5%	1.8%	4.4%	4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%	-20.9%	12.3%
Change in Share from 2010	%		-2.5%	-0.7%	3.6%	8.1%	0.5%	0.9%	-2.6%	-1.7%	-3.1%	-23.4%	-14.0%
Avg Ann. Change in Share	%		-2.5%	-0.4%	1.2%	2.0%	0.1%	0.1%	-0.4%	-0.2%	-0.3%	-2.3%	-1.3%



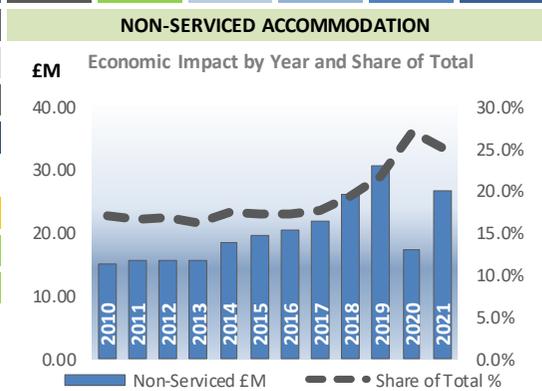
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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																		
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																				
NON-SERVICED ACCOMMODATION													TOTAL						% Change																
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																			
KEY																																			
An increase of 3% or more																																			
Less than 3% change																																			
A Fall of 3% or more																																			
													Q1		Q2		Q3		Q4		TOTAL		% Change												
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC											
% Change 2010 to 2021													-91.3%	-95.2%	-93.2%	-36.7%	70.0%	81.6%	77.4%	84.6%	146.4%	204.0%	203.2%	147.4%	77.4%										
% Change 2020 to 2021													-97.7%	-97.4%	-95.3%	924.7%	1790.1%	2042.9%	62.9%	18.5%	7.1%	21.5%	763.5%	55.4%	54.3%										
Average Annual Change													-8.3%	-8.7%	-8.5%	-3.3%	6.4%	7.4%	7.0%	7.7%	13.3%	18.5%	18.5%	13.4%	7.0%										
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																					
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%																				
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%																				
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%																				
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%																				
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%																				
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%																				
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%																				
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%																				
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%																				
2020	£M	0.785	0.650	0.569	0.064	0.149	0.154	3.146	5.581	4.044	1.438	0.130	0.472	17.18	-44.1%																				
2021	£M	0.018	0.017	0.027	0.657	2.817	3.308	5.124	6.616	4.332	1.747	1.120	0.733	26.52	54.3%																				

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Non-Serviced	£M	14.94	15.52	15.64	15.72	18.47	19.55	20.41	21.85	26.17	30.73	17.18	26.52
All Visitor Types	£M	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40
Share of Total	%	17.1%	16.6%	16.7%	16.2%	17.4%	17.3%	17.2%	17.6%	19.3%	21.6%	26.9%	25.2%
Annual Change in Share	%		-2.7%	0.8%	-3.2%	7.5%	-0.8%	-0.4%	2.4%	9.4%	12.2%	24.5%	-6.6%
Change in Share from 2010	%		-2.7%	-1.9%	-5.1%	2.1%	1.3%	0.9%	3.3%	13.0%	26.7%	57.7%	47.3%
Avg Ann. Change in Share	%		-2.7%	-1.0%	-1.7%	0.5%	0.3%	0.1%	0.5%	1.6%	3.0%	5.8%	4.3%



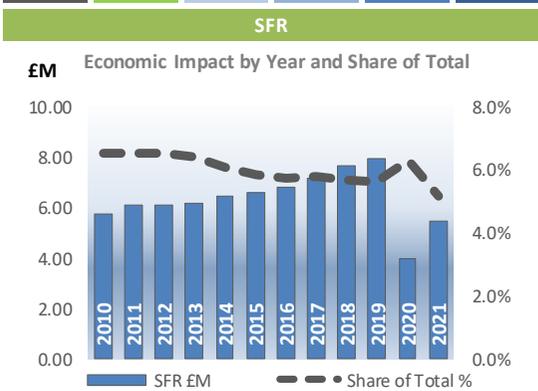
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STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND 2010 to 2021
Historic Prices SFR ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR												TOTAL		%			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-88.5%	-89.3%	-84.4%	-61.0%	13.4%	38.5%	38.7%	42.6%	72.0%	59.8%	39.9%	22.3%	-4.9%	Annual Change	-87.7%	-13.9%	47.9%	36.1%
% Change 2020 to 2021		-91.9%	-90.8%	-76.4%	533.5%	1301.7%	1794.1%	97.2%	37.5%	32.1%	54.5%	690.9%	120.3%	35.8%		-89.6%	1124.4%	51.9%	126.8%
Average Annual Change		-8.0%	-8.1%	-7.7%	-5.5%	1.2%	3.5%	3.5%	3.9%	6.5%	5.4%	3.6%	2.0%	-0.4%		-8.0%	-1.3%	4.4%	3.3%
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	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
2020	£M	1.103	0.339	0.217	0.044	0.039	0.028	0.415	0.652	0.478	0.313	0.044	0.325	4.000	-49.8%	1.660	0.112	1.545	0.683
2021	£M	0.090	0.031	0.051	0.278	0.552	0.536	0.819	0.897	0.631	0.484	0.347	0.717	5.433	35.8%	0.172	1.366	2.347	1.548

		ECONOMIC IMPACT - IN HISTORIC PRICES												SFR	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
SFR	£M	5.711	6.086	6.067	6.195	6.418	6.605	6.776	7.131	7.656	7.963	4.000	5.433		
All Visitor Types	£M	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40		
Share of Total	%	6.5%	6.5%	6.5%	6.4%	6.1%	5.8%	5.7%	5.8%	5.6%	5.6%	6.3%	5.2%		
Annual Change in Share	%		-0.2%	-0.3%	-1.7%	-5.1%	-3.6%	-2.1%	0.6%	-2.0%	-0.7%	11.8%	-17.8%		
Change in Share from 2010	%		-0.2%	-0.5%	-2.1%	-7.2%	-10.5%	-12.3%	-11.8%	-13.5%	-14.1%	-3.9%	-21.0%		
Avg Ann. Change in Share	%		-0.2%	-0.2%	-0.7%	-1.8%	-2.1%	-2.1%	-1.7%	-1.7%	-1.6%	-0.4%	-1.9%		



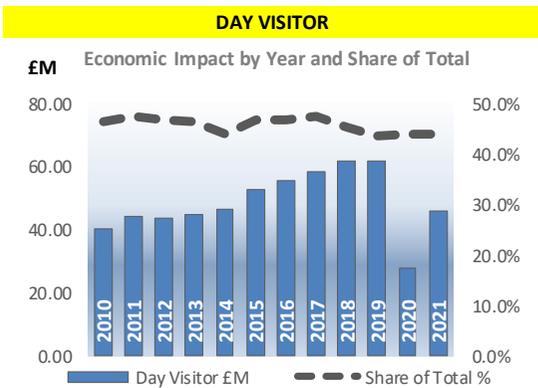
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STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND 2010 to 2021
Historic Prices **DAY VISITOR** **ECONOMIC IMPACT**
Historic Prices

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																	
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 2010 to 2021		-45.6%	-18.4%	-0.1%	-19.3%	2.2%	21.2%	22.6%	4.4%	86.0%	4.6%	59.7%	75.5%	14.0%	Annual Change	-22.2%	1.3%	33.5%	46.0%
% Change 2020 to 2021		-63.7%	-51.5%	21.0%	787.8%	456.3%	305.9%	191.2%	155.1%	105.1%	86.4%	171.2%	129.5%	65.6%		-41.0%	430.9%	141.7%	131.7%
Average Annual Change		-4.1%	-1.7%	0.0%	-1.8%	0.2%	1.9%	2.1%	0.4%	7.8%	0.4%	5.4%	6.9%	1.3%		-2.0%	0.1%	3.0%	4.2%
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		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
2020	£M	5.996	5.166	3.060	0.297	0.590	0.967	1.489	1.566	2.594	1.816	2.203	2.158	27.90	-54.9%	14.22	1.854	5.649	6.177
2021	£M	2.178	2.507	3.702	2.638	3.280	3.926	4.336	3.995	5.320	3.386	5.973	4.952	46.19	65.6%	8.387	9.845	13.65	14.31

		ECONOMIC IMPACT - IN HISTORIC PRICES												DAY VISITOR	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Day Visitor	£M	40.52	44.40	43.78	44.83	46.57	52.72	55.30	58.58	61.70	61.92	27.90	46.19		
All Visitor Types	£M	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40		
Share of Total	%	46.3%	47.5%	46.9%	46.2%	44.0%	46.6%	46.7%	47.3%	45.5%	43.6%	43.8%	43.8%		
Annual Change in Share	%		2.6%	-1.4%	-1.4%	-4.9%	6.0%	0.1%	1.3%	-3.8%	-4.1%	0.3%	0.2%		
Change in Share from 2010	%		2.6%	1.2%	-0.2%	-5.0%	0.7%	0.8%	2.1%	-1.8%	-5.8%	-5.5%	-5.4%		
Avg Ann. Change in Share	%		2.6%	0.6%	-0.1%	-1.3%	0.1%	0.1%	0.3%	-0.2%	-0.6%	-0.6%	-0.5%		



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Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

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

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VISITOR NUMBERS BY:													2010 to 2021		NON-SERVICED		VISITOR NUMBERS																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																													
NON-SERVICED ACCOMMODATION													TOTAL						% Change																									
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																																												
KEY																																												
An increase of 3% or more																																												
Less than 3% change																																												
A Fall of 3% or more																																												
													Q1		Q2		Q3		Q4		TOTAL		% Change		QUARTER																			
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		% Change		QUARTER			
% Change 2010 to 2021													-95.2%	-96.8%	-96.1%	-63.4%	2.1%	9.1%	22.7%	32.0%	98.2%	85.7%	88.2%	19.7%	19.1%	Annual Change	-96.1%	-10.5%	44.3%	71.2%														
% Change 2020 to 2021													-97.8%	-97.4%	-95.3%	901.5%	1746.9%	1993.8%	58.4%	15.3%	4.7%	19.0%	743.6%	51.9%	52.5%	Annual Change	-96.9%	1701.0%	20.7%	78.0%														
Average Annual Change													-8.7%	-8.8%	-8.7%	-5.8%	0.2%	0.8%	2.1%	2.9%	8.9%	7.8%	8.0%	1.8%	1.7%	Annual Change	-8.7%	-1.0%	4.0%	6.5%														
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			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																								
2020	000s	1.4	1.3	1.2	0.1	0.4	0.3	6.3	12.0	10.7	3.5	0.3	0.9	38.5	-45.7%		4.0	0.8	29.0	4.7																								
2021	000s	0.0	0.0	0.1	1.5	6.6	7.2	10.0	13.8	11.2	4.1	2.9	1.4	58.7	52.5%		0.1	15.2	35.0	8.4																								

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION																																	
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total																															
													2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021											
Non-Serviced													000s	49.3	50.7	49.5	48.8	53.6	56.2	55.0	56.6	64.4	70.9	38.5	58.7																					
All Visitor Types													M	1.6	1.6	1.6	1.6	1.6	1.8	1.8	1.9	1.9	1.9	0.8	1.3																					
Share of Total													%	3.1%	3.1%	3.2%	3.1%	3.4%	3.2%	3.0%	3.1%	3.4%	3.8%	4.7%	4.4%																					
Annual Change in Share													%		-0.8%	2.6%	-1.4%	8.1%	-4.5%	-5.2%	0.4%	11.4%	11.5%	24.0%	-5.5%																					
Change in Share from 2010													%		-0.8%	1.8%	0.4%	8.5%	3.6%	-1.8%	-1.4%	9.8%	22.5%	51.9%	43.5%																					
Avg Ann. Change in Share													%		-0.8%	0.9%	0.1%	2.1%	0.7%	-0.3%	-0.2%	1.2%	2.5%	5.2%	4.0%																					



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STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		SFR		VISITOR NUMBERS				
RUTLAND																					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2010 to 2021		-88.6%	-89.3%	-85.2%	-72.7%	-35.3%	-4.6%	-0.3%	2.6%	17.3%	11.8%	2.2%	-10.5%	-32.3%	Annual Change		-87.9%	-41.6%	5.4%	-0.9%	
% Change 2020 to 2021		-89.2%	-87.8%	-70.1%	490.1%	966.8%	1640.1%	89.1%	31.9%	20.2%	44.2%	671.0%	115.1%	29.3%		-86.1%	994.7%	42.8%	120.6%		
Average Annual Change		-8.1%	-8.1%	-7.7%	-6.6%	-3.2%	-0.4%	0.0%	0.2%	1.6%	1.1%	0.2%	-1.0%	-2.9%		-8.0%	-3.8%	0.5%	-0.1%		
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		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		
2020	000s	8.4	3.1	1.9	0.3	0.3	0.3	3.1	4.8	4.2	2.8	0.4	2.4	31.9	-51.3%	13.3	0.9	12.1	5.6		
2021	000s	0.9	0.4	0.6	1.8	3.6	4.4	6.0	6.3	5.0	4.0	3.2	5.1	41.3	29.3%	1.9	9.9	17.2	12.3		

VISITOR NUMBERS													SFR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s		Visitor No.s by Year and Share of Total	
SFR	000s	60.9	61.8	59.3	58.6	59.1	60.1	60.9	62.5	64.5	65.4	31.9	41.3	80.00		5.0%	
All Visitor Types	M	1.6	1.6	1.6	1.6	1.6	1.8	1.8	1.9	1.9	1.9	0.8	1.3	60.00		4.0%	
Share of Total	%	3.8%	3.7%	3.8%	3.7%	3.7%	3.4%	3.4%	3.4%	3.4%	3.5%	3.9%	3.1%	40.00		3.0%	
Annual Change in Share	%		-2.1%	0.8%	-1.0%	-0.9%	-7.3%	-1.8%	-0.1%	1.2%	2.8%	11.3%	-19.8%	20.00		2.0%	
Change in Share from 2010	%		-2.1%	-1.4%	-2.3%	-3.2%	-10.3%	-12.0%	-12.1%	-11.0%	-8.5%	1.8%	-18.4%	0.00		1.0%	
Avg Ann. Change in Share	%		-2.1%	-0.7%	-0.8%	-0.8%	-2.1%	-2.0%	-1.7%	-1.4%	-0.9%	0.2%	-1.7%	0.00		0.0%	

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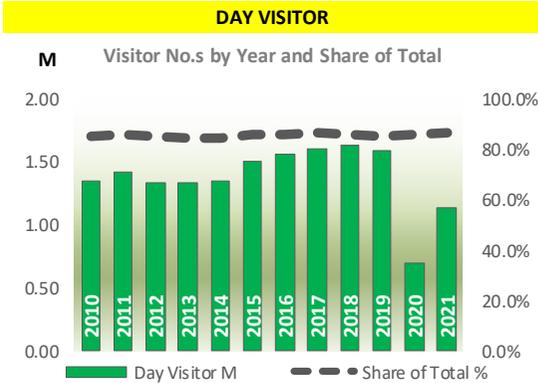
STEAM REPORT FOR 2010-2021 - FINAL RUTLAND													2010 to 2021		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-88.3%	-85.2%	-80.0%	-75.5%	-41.7%	-14.6%	12.9%	0.7%	37.4%	-5.3%	24.6%	9.6%	-24.8%	Annual Change	-84.5%	-43.9%	15.2%	9.4%	
% Change 2020 to 2021		-87.3%	-85.2%	-61.6%	387.3%	654.1%	1411.9%	116.7%	37.5%	37.2%	58.1%	627.3%	190.0%	49.9%		-80.7%	807.8%	54.4%	182.3%	
Average Annual Change		-8.0%	-7.7%	-7.3%	-6.9%	-3.8%	-1.3%	1.2%	0.1%	3.4%	-0.5%	2.2%	0.9%	-2.3%		-7.7%	-4.0%	1.4%	0.9%	
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		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	
2020	000s	16.4	16.7	9.6	1.1	1.9	1.2	12.2	22.3	22.3	9.6	2.6	3.9	119.7	-56.6%	42.6	4.2	56.8	16.1	
2021	000s	2.1	2.5	3.7	5.4	14.0	18.8	26.4	30.7	30.6	15.1	18.9	11.4	179.4	49.9%	8.2	38.2	87.6	45.4	

VISITOR NUMBERS													STAYING VISITOR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s Visitor No.s by Year and Share of Total			
Staying Visitor	000s	238.6	238.0	231.4	241.3	253.5	250.3	252.5	249.7	267.2	275.6	119.7	179.4				
All Visitor Types	M	1.6	1.6	1.6	1.6	1.6	1.8	1.8	1.9	1.9	1.9	0.8	1.3				
Share of Total	%	15.0%	14.4%	14.7%	15.4%	15.9%	14.3%	14.0%	13.5%	14.1%	14.8%	14.6%	13.6%				
Annual Change in Share	%		-3.7%	2.1%	4.4%	3.3%	-10.1%	-2.2%	-3.7%	4.8%	4.6%	-0.9%	-7.1%				
Change in Share from 2010	%		-3.7%	-1.7%	2.7%	6.0%	-4.7%	-6.8%	-10.2%	-5.9%	-1.6%	-2.4%	-9.3%				
Avg Ann. Change in Share	%		-3.7%	-0.8%	0.9%	1.5%	-0.9%	-1.1%	-1.5%	-0.7%	-0.2%	-0.2%	-0.8%				

STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND

VISITOR NUMBERS BY:													2010 to 2021		DAY VISITOR		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
DAY VISITOR													TOTAL						% Change	
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change					
KEY													TOTAL		% Change					
An increase of 3% or more													TOTAL		% Change					
Less than 3% change													TOTAL		% Change					
A Fall of 3% or more													TOTAL		% Change					
Q1													TOTAL		% Change					
Q2													TOTAL		% Change					
Q3													TOTAL		% Change					
Q4													TOTAL		% Change					
JAN													TOTAL		% Change					
FEB													TOTAL		% Change					
MAR													TOTAL		% Change					
APR													TOTAL		% Change					
MAY													TOTAL		% Change					
JUN													TOTAL		% Change					
JUL													TOTAL		% Change					
AUG													TOTAL		% Change					
SEP													TOTAL		% Change					
OCT													TOTAL		% Change					
NOV													TOTAL		% Change					
DEC													TOTAL		% Change					
% Change 2010 to 2021													TOTAL		% Change					
% Change 2020 to 2021													TOTAL		% Change					
Average Annual Change													TOTAL		% Change					
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		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	
2020	M	0.150	0.129	0.077	0.007	0.015	0.024	0.037	0.039	0.065	0.045	0.055	0.054	0.698	-56.1%	0.356	0.046	0.141	0.155	
2021	M	0.054	0.062	0.091	0.065	0.081	0.097	0.107	0.099	0.131	0.084	0.147	0.122	1.141	63.3%	0.207	0.243	0.337	0.353	

VISITOR NUMBERS													DAY VISITOR		
SHARE OF MARKET													DAY VISITOR		
Day Visitor	M	1.353	1.410	1.338	1.327	1.341	1.501	1.554	1.605	1.626	1.592	0.698	1.141		
All Visitor Types	M	1.591	1.648	1.570	1.568	1.595	1.752	1.807	1.855	1.893	1.868	0.818	1.320		
Share of Total	%	85.0%	85.6%	85.3%	84.6%	84.1%	85.7%	86.0%	86.5%	85.9%	85.2%	85.4%	86.4%		
Annual Change in Share	%		0.6%	-0.4%	-0.8%	-0.6%	1.9%	0.4%	0.6%	-0.8%	-0.8%	0.2%	1.2%		
Change in Share from 2010	%		0.6%	0.3%	-0.5%	-1.1%	0.8%	1.2%	1.8%	1.0%	0.3%	0.4%	1.6%		
Avg Ann. Change in Share	%		0.6%	0.1%	-0.2%	-0.3%	0.2%	0.2%	0.3%	0.1%	0.0%	0.0%	0.1%		



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Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

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

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VISITOR DAYS BY:													2010 to 2021		TOTAL	VISITOR DAYS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL																			
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2010 to 2021	-66.5%	-52.7%	-40.2%	-50.2%	-19.5%	-0.9%	3.1%	-0.8%	40.1%	-8.4%	21.5%	25.1%	-12.3%	Annual Change	-53.4%	-23.0%	11.6%	12.2%	
% Change 2020 to 2021	-70.5%	-60.0%	-3.1%	685.9%	605.9%	521.4%	126.4%	62.2%	54.7%	66.5%	213.4%	123.9%	59.6%		-52.0%	579.8%	74.7%	127.8%	
Average Annual Change	-6.0%	-4.8%	-3.7%	-4.6%	-1.8%	-0.1%	0.3%	-0.1%	3.6%	-0.8%	2.0%	2.3%	-1.1%		-4.9%	-2.1%	1.1%	1.1%	
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	2.8%	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
2020	M	0.198	0.165	0.102	0.011	0.021	0.029	0.096	0.151	0.153	0.081	0.061	0.068	1.134	-55.1%	0.464	0.061	0.400	0.209
2021	M	0.058	0.066	0.099	0.086	0.146	0.180	0.217	0.244	0.237	0.134	0.190	0.152	1.810	59.6%	0.223	0.412	0.698	0.477

VISITOR DAYS													TOTAL		
SHARE OF MARKET															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
Total	M	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134	1.810		
All Visitor Types	M	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134	1.810		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2010	%														
Avg Ann. Change in Share	%														



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2010 to 2021													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																	
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 2010 to 2021		-94.4%	-96.8%	-95.5%	-57.5%	18.1%	26.7%	22.6%	28.8%	71.7%	99.6%	102.9%	62.0%	22.5%	Annual Change	-95.7%	4.8%	37.0%	91.7%
% Change 2020 to 2021		-97.8%	-97.4%	-95.3%	901.8%	1747.5%	1994.5%	58.4%	15.3%	4.7%	19.1%	743.9%	52.0%	53.4%		-97.0%	1714.8%	21.5%	73.8%
Average Annual Change		-8.6%	-8.8%	-8.7%	-5.2%	1.6%	2.4%	2.1%	2.6%	6.5%	9.1%	9.4%	5.6%	2.0%		-8.7%	0.4%	3.4%	8.3%
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		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
2020	000s	11.7	9.9	8.8	1.0	2.5	2.6	44.3	80.7	67.2	21.8	2.0	7.1	259.5	-46.7%	30.4	6.1	192.1	30.9
2021	000s	0.3	0.3	0.4	9.9	46.0	54.1	70.2	93.0	70.3	26.0	17.0	10.8	398.1	53.4%	0.9	110.0	233.5	53.7

VISITOR DAYS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s Visitor Days by Year and Share of Total			
Non-Serviced	000s	324.9	326.1	317.6	308.8	352.4	366.5	378.0	389.3	442.2	486.7	259.5	398.1				
All Visitor Types	M	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	1.8				
Share of Total	%	15.7%	15.4%	15.6%	15.3%	16.7%	16.1%	16.0%	16.1%	17.6%	19.3%	22.9%	22.0%				
Annual Change in Share	%		-2.4%	1.7%	-2.3%	9.4%	-3.8%	-0.2%	0.5%	9.3%	9.4%	18.7%	-3.9%				
Change in Share from 2010	%		-2.4%	-0.7%	-3.0%	6.2%	2.1%	1.9%	2.5%	12.0%	22.5%	45.4%	39.8%				
Avg Ann. Change in Share	%		-2.4%	-0.4%	-1.0%	1.5%	0.4%	0.3%	0.4%	1.5%	2.5%	4.5%	3.6%				

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RUTLAND 2010 to 2021 SFR VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR												TOTAL		ANNUAL CHANGE					
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2010 to 2021		-91.5%	-92.1%	-88.5%	-71.1%	-16.1%	2.5%	2.6%	5.5%	27.2%	18.2%	3.5%	-9.5%	-29.6%	Annual Change		-90.9%	-36.3%	9.4%	0.7%	
% Change 2020 to 2021		-92.0%	-91.0%	-76.7%	524.9%	1282.6%	1768.4%	94.6%	35.6%	30.3%	52.4%	680.1%	117.3%	34.0%			-89.8%	1107.8%	49.8%	123.7%	
Average Annual Change		-8.3%	-8.4%	-8.0%	-6.5%	-1.5%	0.2%	0.2%	0.5%	2.5%	1.7%	0.3%	-0.9%	-2.7%			-8.3%	-3.3%	0.9%	0.1%	
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			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
2020	000s	20.9	6.4	4.1	0.8	0.7	0.5	7.9	12.4	9.1	5.9	0.8	6.2	75.8	-51.1%			31.5	2.1	29.3	12.9
2021	000s	1.7	0.6	1.0	5.2	10.3	10.0	15.3	16.8	11.8	9.1	6.5	13.4	101.6	34.0%			3.2	25.5	43.9	29.0

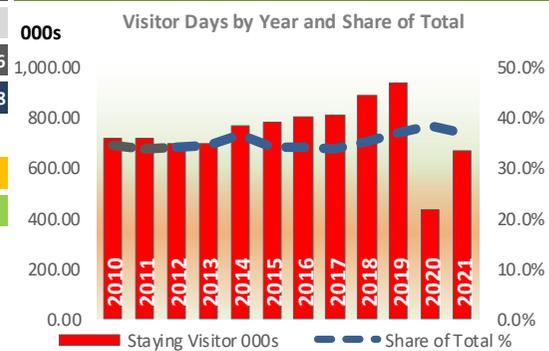
VISITOR DAYS														SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s		
SFR		000s	144.4	146.4	140.5	138.9	140.0	142.5	144.3	148.0	152.8	155.1	75.8	101.6	Visitor Days by Year and Share of Total	
All Visitor Types		M	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	1.8	8.0%	
Share of Total		%	7.0%	6.9%	6.9%	6.9%	6.6%	6.2%	6.1%	6.1%	6.1%	6.1%	6.7%	5.6%	6.0%	
Annual Change in Share		%		-1.4%	0.2%	-0.7%	-3.3%	-5.9%	-2.0%	0.2%	-0.6%	0.9%	8.9%	-16.1%	4.0%	
Change in Share from 2010		%		-1.4%	-1.2%	-1.9%	-5.1%	-10.7%	-12.5%	-12.4%	-12.9%	-12.2%	-4.4%	-19.7%	2.0%	
Avg Ann. Change in Share		%		-1.4%	-0.6%	-0.6%	-1.3%	-2.1%	-2.1%	-1.8%	-1.6%	-1.4%	-0.4%	-1.8%	0.0%	

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STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND

VISITOR DAYS BY:													2010 to 2021		STAYING VISITOR		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-88.8%	-89.0%	-82.7%	-67.5%	-12.3%	12.9%	19.1%	22.8%	43.4%	31.7%	35.1%	9.0%	-6.0%		-86.7%	-19.9%	26.9%	26.4%
% Change 2020 to 2021													-90.5%	-88.5%	-71.5%	492.4%	993.5%	1633.5%	87.6%	30.8%	19.8%	43.9%	663.4%	114.4%	53.7%		-85.5%	1088.3%	39.8%	125.7%
Average Annual Change													-8.1%	-8.1%	-7.5%	-6.1%	-1.1%	1.2%	1.7%	2.1%	3.9%	2.9%	3.2%	0.8%	-0.5%		-7.9%	-1.8%	2.4%	2.4%
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		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											
2020	000s	47.8	35.4	25.1	3.5	6.0	4.8	58.4	111.5	88.3	35.0	5.6	14.0	435.5	-53.3%	108.4	14.3	258.2	54.7											
2021	000s	4.5	4.1	7.2	20.5	65.4	83.4	109.5	145.8	105.8	50.4	42.9	30.1	669.6	53.7%	15.8	169.3	361.1	123.5											

VISITOR DAYS													STAYING VISITOR			
SHARE OF MARKET													000s		Visitor Days by Year and Share of Total	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				
Staying Visitor	000s	712.1	712.2	694.6	696.1	767.9	779.5	803.0	809.4	883.3	932.1	435.5	669.6			
All Visitor Types	M	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	1.8			
Share of Total	%	34.5%	33.6%	34.2%	34.4%	36.4%	34.2%	34.1%	33.5%	35.2%	36.9%	38.4%	37.0%			
Annual Change in Share	%		-2.7%	1.8%	0.7%	5.8%	-6.1%	-0.3%	-1.6%	5.0%	4.9%	4.0%	-3.7%			
Change in Share from 2010	%		-2.7%	-0.9%	-0.2%	5.6%	-0.9%	-1.2%	-2.8%	2.1%	7.1%	11.4%	7.3%			
Avg Ann. Change in Share	%		-2.7%	-0.5%	-0.1%	1.4%	-0.2%	-0.2%	-0.4%	0.3%	0.8%	1.1%	0.7%			



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Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		TOTAL		TOTAL EMPLOYMENT				
RUTLAND																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2010 to 2021		-69.3%	-62.6%	-53.2%	-56.4%	-29.5%	-3.9%	1.6%	2.0%	23.7%	-7.2%	10.9%	9.5%	-18.9%	Annual Change			-61.7%	-29.7%	8.0%	4.2%
% Change 2020 to 2021		-71.8%	-65.5%	-29.7%	270.9%	311.3%	407.7%	95.6%	43.5%	36.6%	43.1%	182.9%	118.6%	40.3%				-59.3%	340.0%	53.7%	102.9%
Average Annual Change		-6.3%	-5.7%	-4.8%	-5.1%	-2.7%	-0.4%	0.1%	0.2%	2.2%	-0.7%	1.0%	0.9%	-1.7%				-5.6%	-2.7%	0.7%	0.4%
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
2020 FTEs		1,572	1,394	958	176	267	293	903	1,443	1,354	847	524	554	857	-51.6%			1,308	245	1,233	642
2021 FTEs		444	481	674	653	1,098	1,489	1,765	2,070	1,850	1,211	1,483	1,211	1,202	40.3%			533	1,080	1,895	1,302
EMPLOYMENT													TOTAL		TOTAL						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs							
Total		FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	Employment (FTEs) and Share of Total (%)						
Total Employment		FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	2,000						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	1,500						
Annual Change in Share		%													1,000						
Change in Share from 2010		%													500						
Avg Ann. Change in Share		%													0						

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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL RUTLAND													2010 to 2021		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																		
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 2010 to 2021		-85.9%	-88.3%	-88.0%	-45.4%	13.0%	19.3%	18.2%	23.9%	56.1%	51.9%	28.1%	13.5%	4.8%		-87.5%	0.3%	30.7%	32.5%	
% Change 2020 to 2021		-88.9%	-90.0%	-88.2%	193.7%	398.0%	452.5%	37.4%	3.2%	-0.4%	10.5%	97.2%	26.9%	21.3%		-89.0%	372.9%	10.1%	33.3%	
Average Annual Change		-7.8%	-8.0%	-8.0%	-4.1%	1.2%	1.8%	1.7%	2.2%	5.1%	4.7%	2.6%	1.2%	0.4%		-8.0%	0.0%	2.8%	3.0%	
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	
2020	FTEs	146	149	136	36	62	62	295	494	442	206	84	109	185	-37.5%	144	54	410	133	
2021	FTEs	16	15	16	107	309	345	406	510	440	228	167	139	225	21.3%	16	253	452	178	
EMPLOYMENT													NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs Employment (FTEs) and Share of Total (%)						
Non-Serviced	FTEs	214	222	219	213	239	235	238	236	271	296	185	225							
Total Employment	FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202							
Share of Total	%	14.5%	14.6%	14.7%	14.0%	15.2%	14.7%	14.5%	14.3%	15.5%	16.7%	21.6%	18.7%							
Annual Change in Share	%		1.2%	0.5%	-4.7%	8.5%	-3.7%	-0.8%	-1.8%	8.3%	8.0%	29.3%	-13.5%							
Change in Share from 2010	%		1.2%	1.7%	-3.0%	5.2%	1.3%	0.5%	-1.3%	6.9%	15.5%	49.3%	29.1%							
Avg Ann. Change in Share	%		1.2%	0.9%	-1.0%	1.3%	0.3%	0.1%	-0.2%	0.9%	1.7%	4.9%	2.6%							

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		SFR	DIRECT EMPLOYMENT			
RUTLAND																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-91.0%	-91.6%	-87.7%	-71.0%	-15.7%	3.0%	3.1%	6.1%	27.9%	18.8%	4.0%	-9.0%	-29.1%	Annual Change	-90.3%	-35.9%	10.0%	1.3%
% Change 2020 to 2021		-91.7%	-90.7%	-76.0%	508.6%	1246.7%	1719.8%	84.6%	25.0%	20.1%	40.4%	618.7%	100.2%	27.1%		-89.5%	1076.4%	39.1%	106.1%
Average Annual Change		-8.3%	-8.3%	-8.0%	-6.5%	-1.4%	0.3%	0.3%	0.6%	2.5%	1.7%	0.4%	-0.8%	-2.6%		-8.2%	-3.3%	0.9%	0.1%
2010	FTEs	103	38	43	94	64	51	78	83	48	40	33	77	63		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
2020	FTEs	113	35	22	4	4	3	44	70	52	34	5	35	35	-50.0%	57	4	55	25
2021	FTEs	9	3	5	27	54	53	80	88	62	48	34	70	45	27.1%	6	45	77	51

EMPLOYMENT													SFR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs		Employment (FTEs) and Share of Total (%)	
SFR	FTEs	63	65	63	64	64	64	64	66	70	70	35	45				
Total Employment	FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202				
Share of Total	%	4.2%	4.3%	4.2%	4.2%	4.1%	4.0%	3.9%	4.0%	4.0%	4.0%	4.1%	3.7%				
Annual Change in Share	%		0.8%	-0.5%	-0.5%	-4.1%	-1.3%	-1.8%	2.2%	-1.1%	-0.5%	3.4%	-9.4%				
Change in Share from 2010	%		0.8%	0.3%	-0.2%	-4.3%	-5.6%	-7.3%	-5.2%	-6.3%	-6.7%	-3.6%	-12.6%				
Avg Ann. Change in Share	%		0.8%	0.1%	-0.1%	-1.1%	-1.1%	-1.2%	-0.7%	-0.8%	-0.7%	-0.4%	-1.1%				

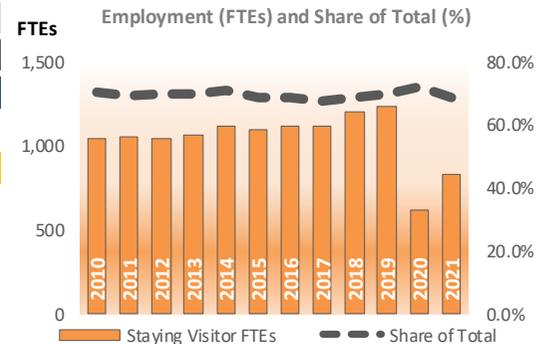
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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND

EMPLOYMENT BY:													2010 to 2021		STAYING VISITOR		DIRECT EMPLOYMENT													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
STAYING VISITOR													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		Annual Change															
An increase of 3% or more													Less than 3% change		A Fall of 3% or more															
DIRECTIONS													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-78.9%	-79.7%	-77.3%	-66.0%	-35.2%	-3.7%	2.5%	9.8%	11.6%	-0.5%	-1.0%	-9.0%	-25.0%	Annual Change	-78.6%	-34.5%	8.0%	-3.3%
% Change 2020 to 2021													-78.8%	-78.1%	-67.3%	113.4%	216.9%	423.9%	68.1%	28.2%	18.2%	30.0%	200.2%	129.2%	27.0%	Annual Change	-75.4%	258.1%	34.4%	91.2%
Average Annual Change													-7.2%	-7.2%	-7.0%	-6.0%	-3.2%	-0.3%	0.2%	0.9%	1.1%	0.0%	-0.1%	-0.8%	-2.3%	Annual Change	-7.1%	-3.1%	0.7%	-0.3%
2010	FTEs	681	670	706	803	854	843	913	1,081	851	663	624	574	772		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											
2020	FTEs	679	621	490	128	174	155	557	926	803	508	206	228	456	-48.0%	597	153	762	314											
2021	FTEs	144	136	160	273	553	812	936	1,187	949	660	617	522	579	27.0%	147	546	1,024	600											

EMPLOYMENT													STAYING VISITOR														
SHARE OF MARKET													FTEs		Share of Total (%)												
													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Employment (FTEs) and Share of Total (%)		
Staying Visitor													FTEs	1,043	1,050	1,038	1,058	1,115	1,097	1,120	1,117	1,200	1,235	618	826		
Total Employment													FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202		
Share of Total													%	70.4%	69.3%	69.8%	69.8%	71.0%	68.5%	67.5%	68.4%	69.7%	72.1%	68.7%			
Annual Change in Share													%		-1.5%	0.7%	0.1%	1.6%	-3.5%	-0.2%	-1.3%	1.4%	1.8%	3.5%	-4.7%		
Change in Share from 2010													%		-1.5%	-0.8%	-0.7%	0.9%	-2.6%	-2.8%	-4.1%	-2.7%	-0.9%	2.5%	-2.3%		
Avg Ann. Change in Share													%		-1.5%	-0.4%	-0.2%	0.2%	-0.5%	-0.5%	-0.6%	-0.3%	-0.1%	0.3%	-0.2%		



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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND

EMPLOYMENT BY:													2010 to 2021		DAY VISITOR		DIRECT EMPLOYMENT					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													DAY VISITOR		QUARTER							
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		QUARTER							
Less than 3% change													TOTAL		QUARTER							
A Fall of 3% or more													Annual Change		QUARTER							
DIRECTIONS													Annual Change		QUARTER							
Q1													Q2		Q3		Q4		QUARTER			
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		QUARTER							
% Change 2010 to 2021													-14.5%	Annual Change	-39.3%	-24.7%	-0.7%	8.6%				
% Change 2020 to 2021													57.4%	Annual Change	-40.6%	410.1%	122.8%	112.2%				
Average Annual Change													-1.3%	Annual Change	-3.6%	-2.2%	-0.1%	0.8%				
2010	FTEs	521	400	482	425	418	422	460	498	372	421	487	367	439	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			
2020	FTEs	604	520	308	30	59	97	153	165	274	192	233	228	239	-55.5%	478	62	198	218			
2021	FTEs	221	255	376	255	317	380	420	387	515	328	578	479	376	57.4%	284	318	440	462			

EMPLOYMENT													DAY VISITOR				
SHARE OF MARKET													FTEs		Share of Total (%)		
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021													2010 2021		2010 2021		
Day Visitor	FTEs	439	466	450	457	456	504	518	539	554	537	239	376	439	376	31.3%	31.3%
Total Employment	FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,482	1,202	31.3%	31.3%
Share of Total	%	29.6%	30.7%	30.2%	30.2%	29.0%	31.5%	31.6%	32.5%	31.6%	30.3%	27.9%	31.3%	29.6%	31.3%	31.3%	31.3%
Annual Change in Share	%		3.6%	-1.6%	-0.2%	-3.8%	8.5%	0.4%	2.9%	-3.0%	-4.0%	-8.1%	12.2%				
Change in Share from 2010	%		3.6%	2.0%	1.8%	-2.1%	6.2%	6.7%	9.7%	6.5%	2.2%	-6.0%	5.5%				
Avg Ann. Change in Share	%		3.6%	1.0%	0.6%	-0.5%	1.2%	1.1%	1.4%	0.8%	0.2%	-0.6%	0.5%				



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STEAM REPORT FOR 2010-2021 - FINAL

RUTLAND

SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	55	1,257	-12	-39	-32	-81
+50 Room	1	131	+0	+0	0	0
11-50 Room	15	779	+0	+13	+2	+111
<10 Room	39	347	-12	-53	-34	-192

NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	66	3,714	-5	-138	0	+653
Self catering	49	1,423	-4	-3	-8	+175
Static caravans/chalets	0	152	0	+24	0	+136
Touring caravans/camping	16	2,091	-1	-159	+8	+342
Youth Hostels	1	48	-0	-0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	121	4,971	-17	-178	-32	+572
Serviced Accommodation Share of Total	45%	25%				
Non-Serviced Accommodation Share of Total	55%	75%				

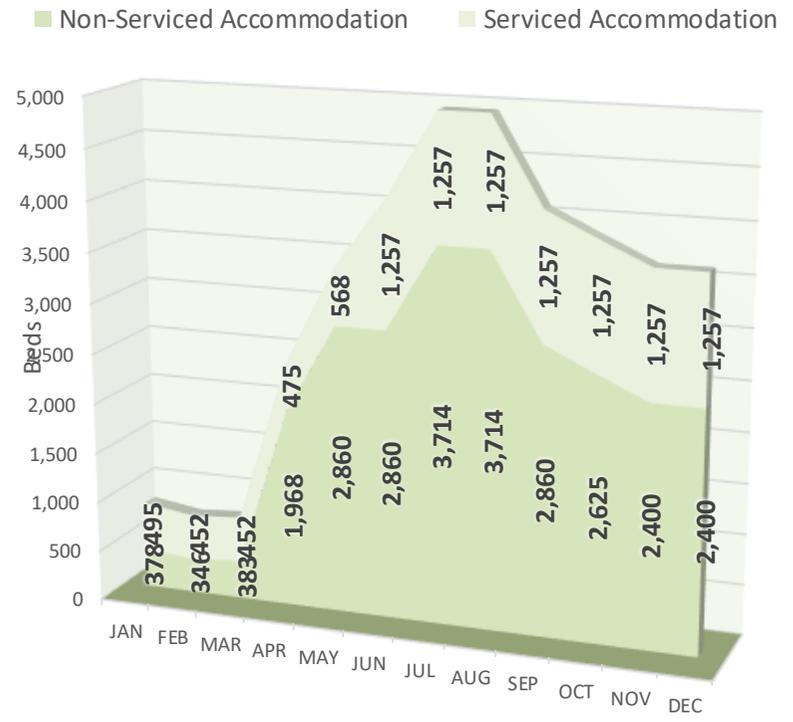
SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	872	798	835	2,443	3,428	4,117	4,971	4,971	4,117	3,882	3,657	3,656
Serviced Accommodation	495	452	452	475	568	1,257	1,257	1,257	1,257	1,257	1,257	1,257
Non-Serviced Accommodation	378	346	383	1,968	2,860	2,860	3,714	3,714	2,860	2,625	2,400	2,400

2021

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

**SEASONAL AVAILABILITY OF BED SUPPLY
2021**



Report Sections With Historic Financial Data Indexed to 2021 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>

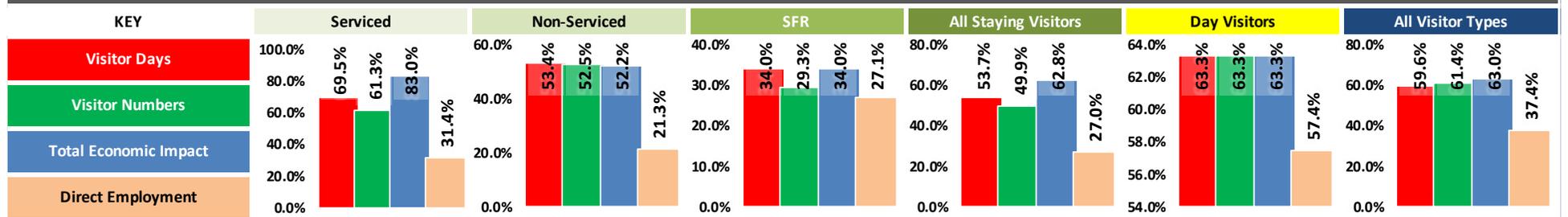
Indexation: *Indexation to: 2021*

2010	<i>1.35</i>
2011	<i>1.29</i>
2012	<i>1.24</i>
2013	<i>1.20</i>
2014	<i>1.17</i>
2015	<i>1.15</i>
2016	<i>1.14</i>
2017	<i>1.11</i>
2018	<i>1.07</i>
2019	<i>1.04</i>
2020	<i>1.01</i>
2021	<i>1.00</i>

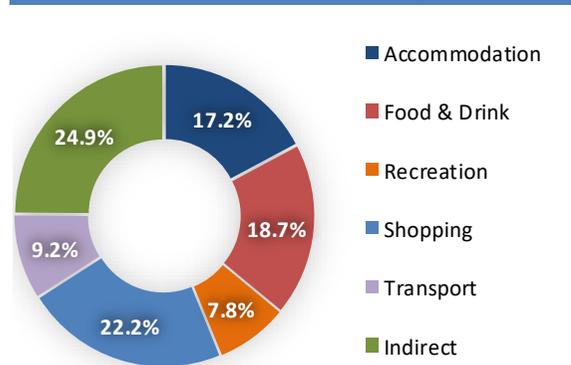
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %						
Visitor Days	M	0.170	0.100	69.5%	0.398	0.260	53.4%	0.102	0.076	34.0%	0.670	0.436	53.7%	1.141	0.698	63.3%	1.810	1.134	59.6%					
Visitor Numbers	M	0.079	0.049	61.3%	0.059	0.038	52.5%	0.041	0.032	29.3%	0.179	0.120	49.9%	1.141	0.698	63.3%	1.320	0.818	61.4%					
Direct Expenditure	£M																79.17	48.41	63.5%					
Economic Impact	£M	27.26	14.89	83.0%	26.52	17.42	52.2%	5.433	4.055	34.0%	59.21	36.36	62.8%	46.19	28.29	63.3%	105.40	64.65	63.0%					
Direct Employment	FTEs	310	236	31.4%	225	185	21.3%	45	35	27.1%	579	456	27.0%	376	239	57.4%	955	695	37.4%					
Total Employment	FTEs																1,202	857	40.3%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021



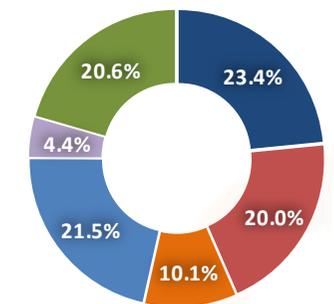
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	18.17	10.71	69.7%
Food & Drink	19.74	12.50	57.9%
Recreation	8.256	5.193	59.0%
Shopping	23.36	14.13	65.4%
Transport	9.646	5.879	64.1%
TOTAL DIRECT	79.17	48.41	63.5%
Indirect	26.23	16.24	61.5%
TOTAL	105.40	64.65	63.0%

Sectoral Distribution of Employment - FTEs

Sectors	2021	2020	+/- %
Accommodation	282	253	11.3%
Food & Drink	240	161	49.1%
Recreation	122	81	50.2%
Shopping	259	166	56.2%
Transport	52	34	55.0%
TOTAL DIRECT	955	695	37.4%
Indirect	247	162	52.5%
TOTAL	1,202	857	40.3%



STEAM REPORT FOR 2010-2021 - FINAL

RUTLAND

2010 to 2021

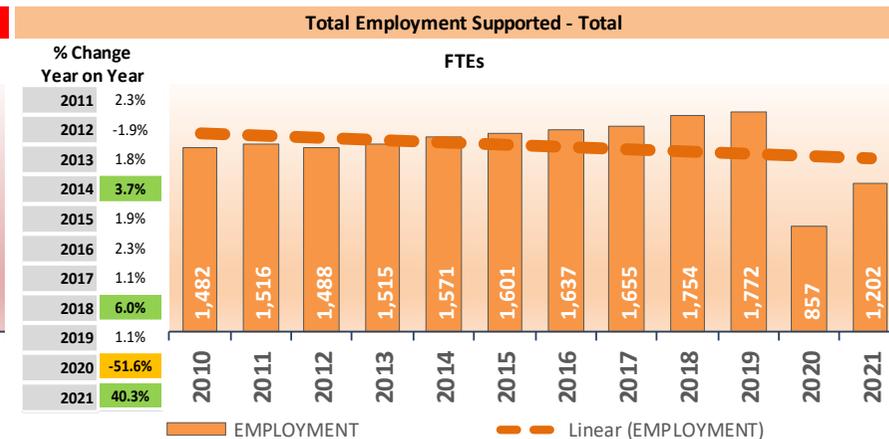
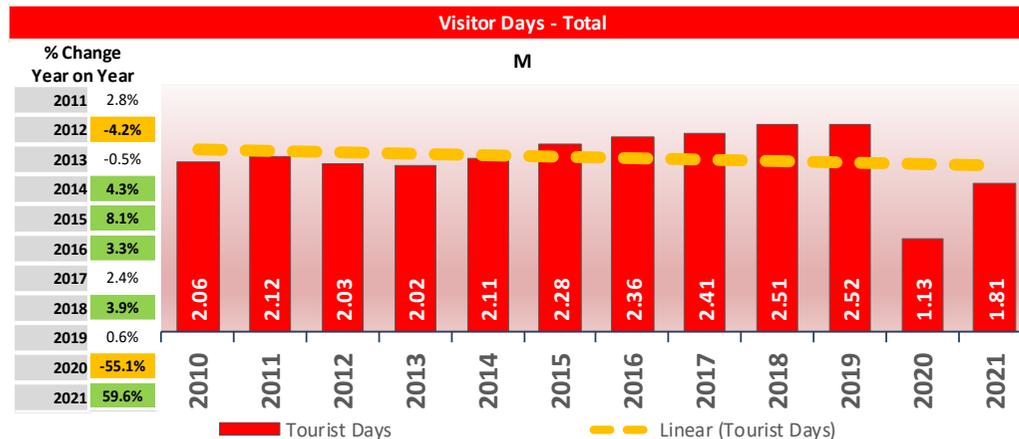
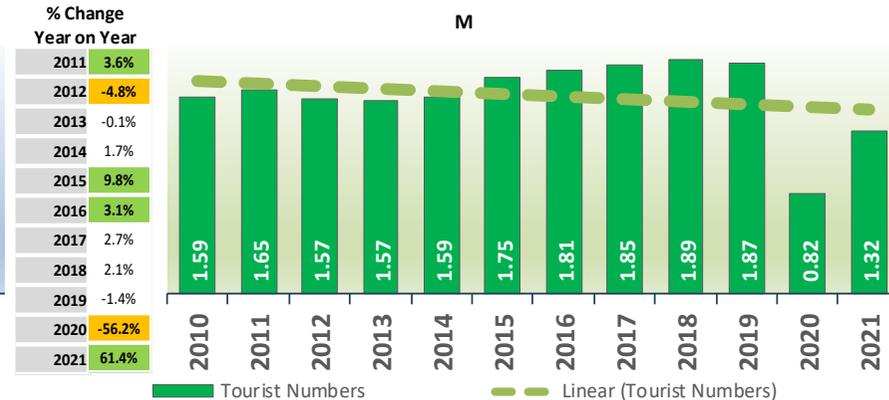
2021 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total

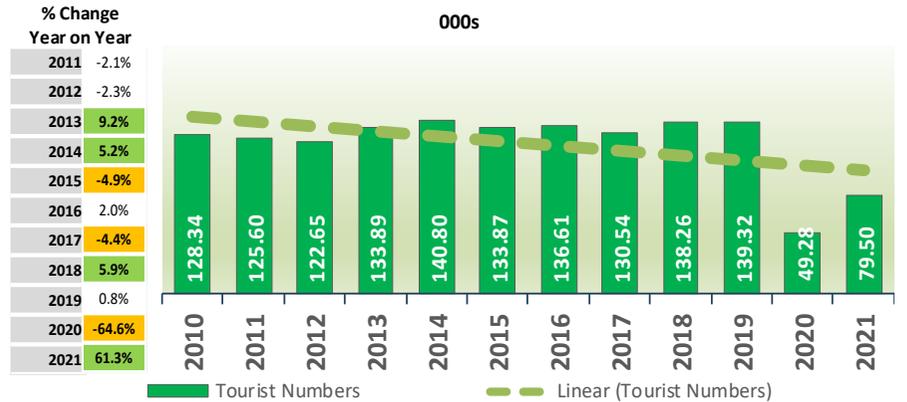


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		1.6%	-2.3%	-1.7%	4.4%	10.2%	13.9%	16.2%	22.4%	24.9%	-45.3%	-10.9%
Visitor Numbers		3.6%	-1.4%	-1.5%	0.2%	10.1%	13.5%	16.6%	19.0%	17.4%	-48.6%	-17.0%
Visitor Days		2.8%	-1.6%	-2.0%	2.1%	10.5%	14.2%	16.9%	21.5%	22.2%	-45.1%	-12.3%
Total Employment		2.3%	0.4%	2.2%	6.0%	8.0%	10.5%	11.7%	18.3%	19.6%	-42.2%	-18.9%

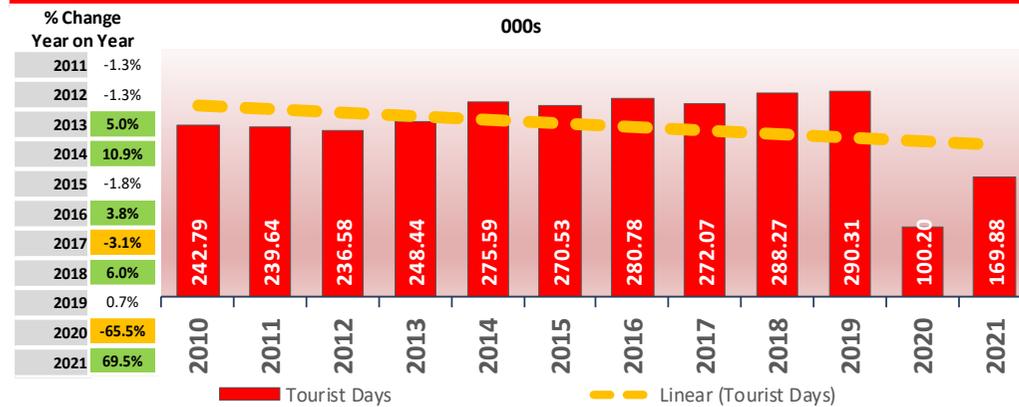
"Linear" = Linear Trendline

Economic Impact - Indexed - Serviced Accommodation

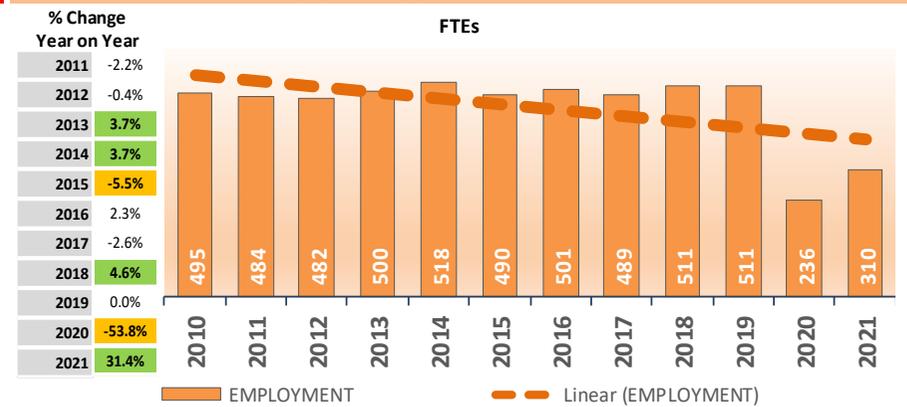
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.9%	-3.0%	1.8%	12.9%	10.8%	15.0%	13.1%	20.2%	21.0%	-58.2%	-23.4%
Visitor Numbers		-2.1%	-4.4%	4.3%	9.7%	4.3%	6.4%	1.7%	7.7%	8.6%	-61.6%	-38.1%
Visitor Days		-1.3%	-2.6%	2.3%	13.5%	11.4%	15.6%	12.1%	18.7%	19.6%	-58.7%	-30.0%
Direct Employment		-2.2%	-2.6%	1.0%	4.8%	-1.0%	1.4%	-1.2%	3.3%	3.3%	-52.3%	-37.3%

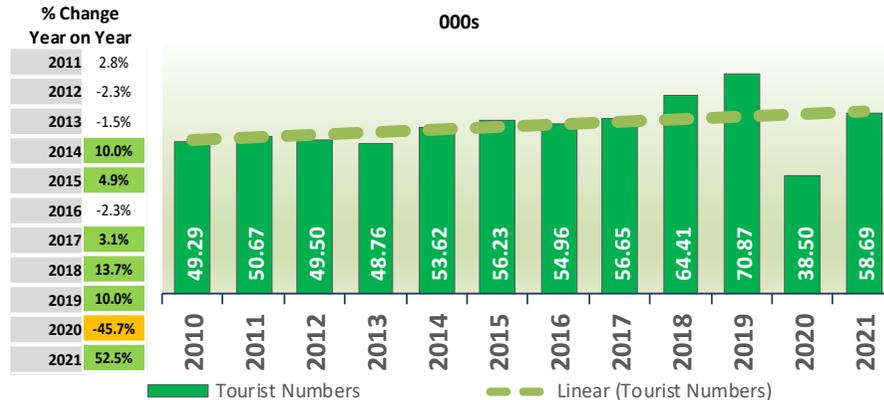
"Linear" = Linear Trendline

Economic Impact - Indexed - Non-Serviced Accommodation



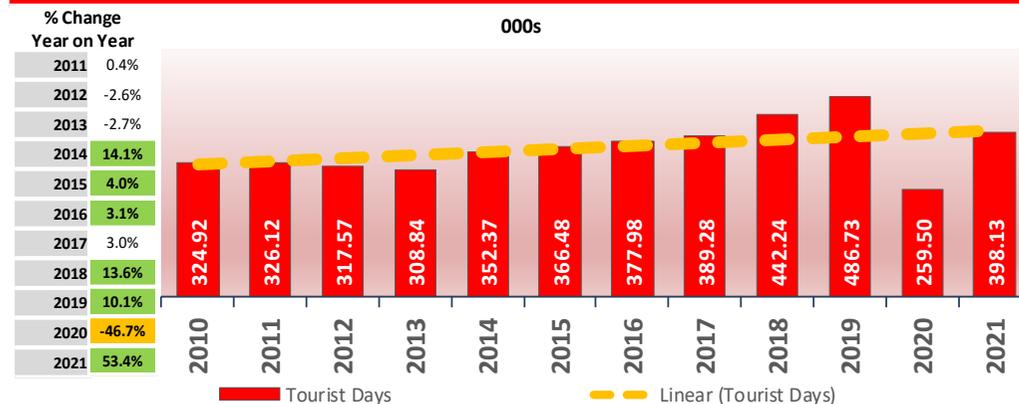
Year	% Change Year on Year
2011	-1.2%
2012	-3.1%
2013	-2.6%
2014	14.3%
2015	4.7%
2016	3.0%
2017	4.4%
2018	15.2%
2019	14.5%
2020	-45.6%
2021	52.2%

Visitor Numbers - Non-Serviced Accommodation



Year	% Change Year on Year
2011	2.8%
2012	-2.3%
2013	-1.5%
2014	10.0%
2015	4.9%
2016	-2.3%
2017	3.1%
2018	13.7%
2019	10.0%
2020	-45.7%
2021	52.5%

Visitor Days - Non-Serviced Accommodation



Year	% Change Year on Year
2011	0.4%
2012	-2.6%
2013	-2.7%
2014	14.1%
2015	4.0%
2016	3.1%
2017	3.0%
2018	13.6%
2019	10.1%
2020	-46.7%
2021	53.4%

Direct Employment Supported - Non-Serviced Accommodation



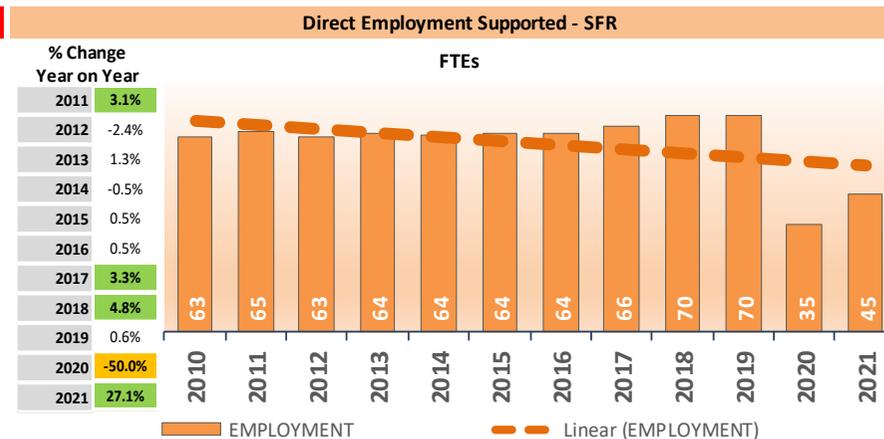
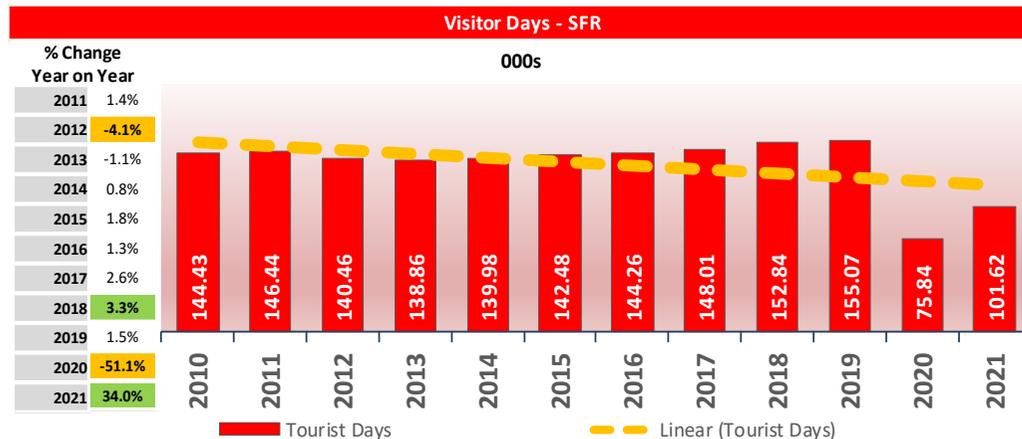
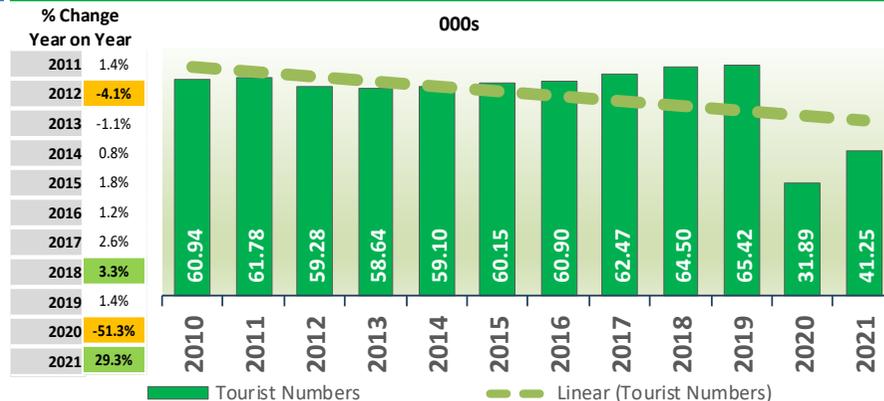
Year	% Change Year on Year
2011	3.5%
2012	-1.4%
2013	-2.9%
2014	12.5%
2015	-1.9%
2016	1.4%
2017	-0.7%
2018	14.8%
2019	9.2%
2020	-37.5%
2021	21.3%

% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-1.2%	-4.2%	-6.7%	6.6%	11.6%	15.0%	20.0%	38.2%	58.3%	-13.8%	31.2%
Visitor Numbers		2.8%	0.4%	-1.1%	8.8%	14.1%	11.5%	14.9%	30.7%	43.8%	-21.9%	19.1%
Visitor Days		0.4%	-2.3%	-4.9%	8.4%	12.8%	16.3%	19.8%	36.1%	49.8%	-20.1%	22.5%
Direct Employment		3.5%	2.1%	-0.9%	11.5%	9.4%	11.0%	10.2%	26.5%	38.1%	-13.7%	4.8%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		1.4%	-2.7%	-3.8%	-3.1%	-1.3%	-0.1%	2.5%	5.8%	7.3%	-47.5%	-29.6%
Visitor Numbers		1.4%	-2.7%	-3.8%	-3.0%	-1.3%	-0.1%	2.5%	5.8%	7.4%	-47.7%	-32.3%
Visitor Days		1.4%	-2.7%	-3.9%	-3.1%	-1.3%	-0.1%	2.5%	5.8%	7.4%	-47.5%	-29.6%
Direct Employment		3.1%	0.6%	2.0%	1.5%	2.0%	2.4%	5.8%	10.9%	11.6%	-44.2%	-29.1%

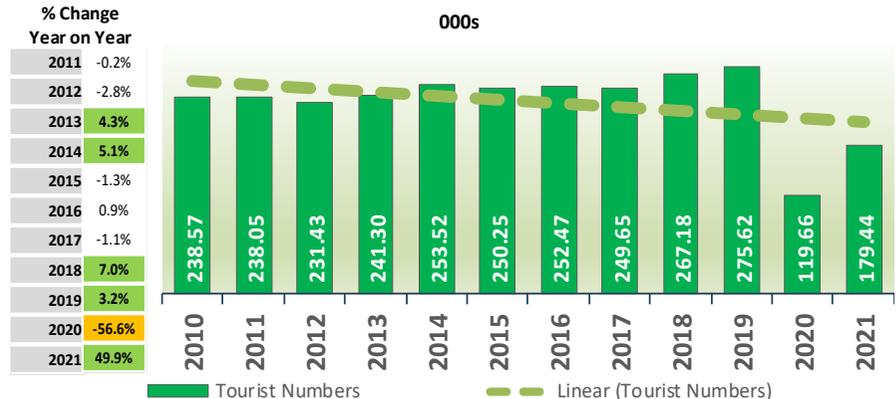
"Linear" = Linear Trendline

Economic Impact - Indexed - Staying Visitor



Year	% Change Year on Year
2011	-0.7%
2012	-2.6%
2013	1.8%
2014	10.7%
2015	0.6%
2016	3.2%
2017	0.8%
2018	8.9%
2019	5.6%
2020	-56.4%
2021	62.8%

Visitor Numbers - Staying Visitor



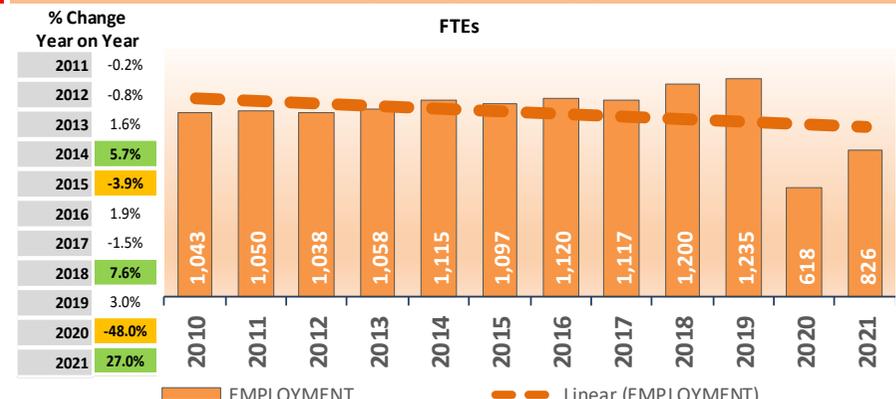
Year	% Change Year on Year
2011	-0.2%
2012	-2.8%
2013	4.3%
2014	5.1%
2015	-1.3%
2016	0.9%
2017	-1.1%
2018	7.0%
2019	3.2%
2020	-56.6%
2021	49.9%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2011	0.0%
2012	-2.5%
2013	0.2%
2014	10.3%
2015	1.5%
2016	3.0%
2017	0.8%
2018	9.1%
2019	5.5%
2020	-53.3%
2021	53.7%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2011	-0.2%
2012	-0.8%
2013	1.6%
2014	5.7%
2015	-3.9%
2016	1.9%
2017	-1.5%
2018	7.6%
2019	3.0%
2020	-48.0%
2021	27.0%

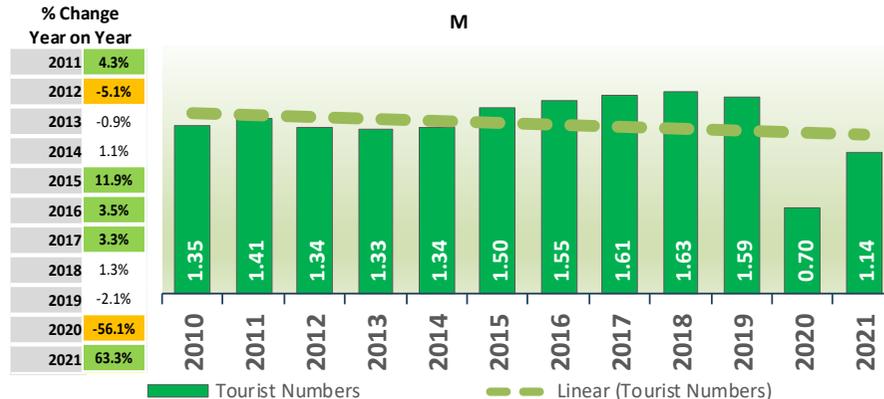
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.7%	-3.3%	-1.6%	9.0%	9.6%	13.1%	14.0%	24.2%	31.2%	-42.7%	-6.8%
Visitor Numbers		-0.2%	-3.0%	1.1%	6.3%	4.9%	5.8%	4.6%	12.0%	15.5%	-49.8%	-24.8%
Visitor Days		0.0%	-2.5%	-2.2%	7.8%	9.5%	12.8%	13.7%	24.0%	30.9%	-38.8%	-6.0%
Direct Employment		0.7%	-0.5%	1.5%	7.0%	5.2%	7.4%	7.1%	15.1%	18.5%	-40.7%	-20.8%

"Linear" = Linear Trendline

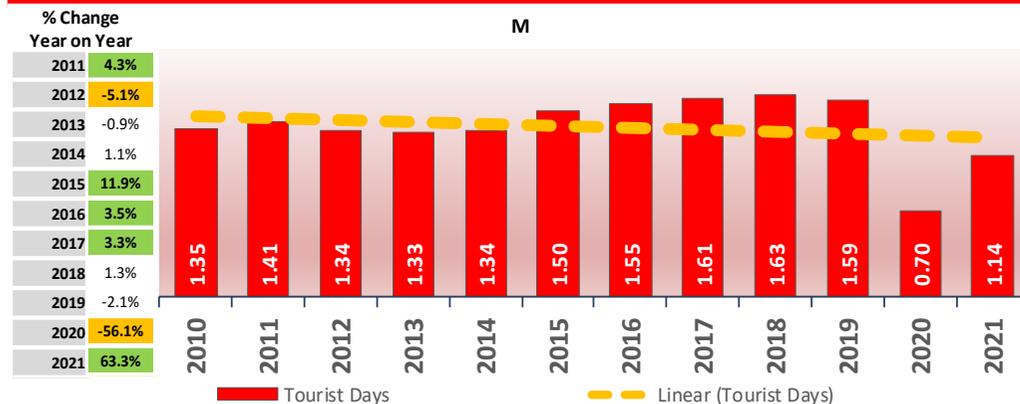
Economic Impact - Indexed - Day Visitor



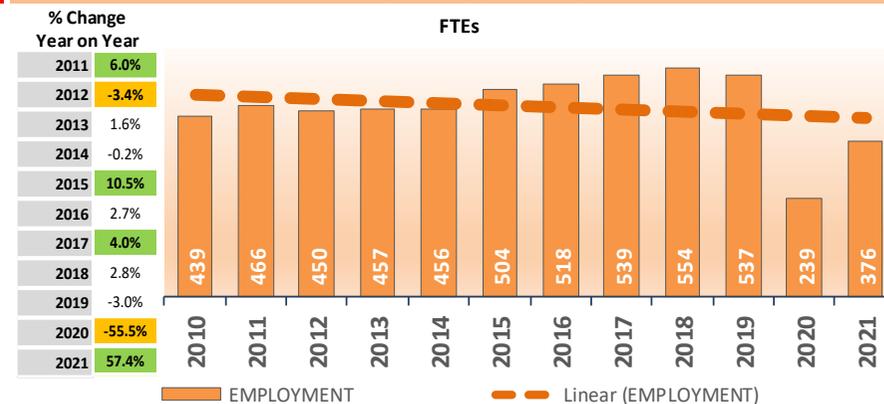
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



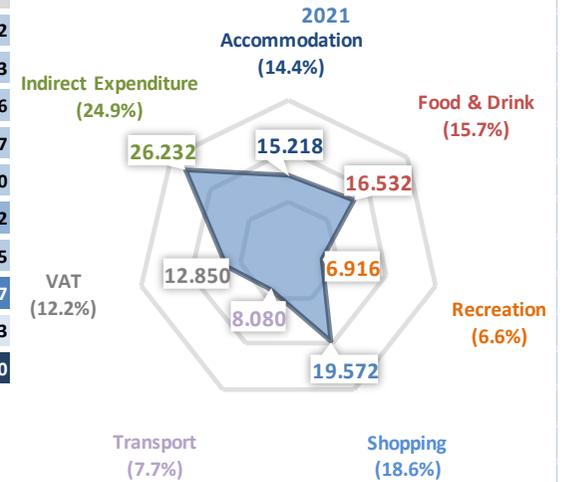
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		4.3%	-1.1%	-1.9%	-0.9%	11.0%	14.9%	18.6%	20.2%	17.7%	-48.4%	-15.7%
Visitor Numbers		4.3%	-1.1%	-1.9%	-0.9%	11.0%	14.9%	18.7%	20.2%	17.7%	-48.4%	-15.7%
Visitor Days		4.3%	-1.1%	-1.9%	-0.9%	11.0%	14.9%	18.7%	20.2%	17.7%	-48.4%	-15.7%
Direct Employment		6.0%	2.4%	4.0%	3.8%	14.7%	17.8%	22.6%	26.0%	22.2%	-45.7%	-14.5%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation £M	15.76	15.17	14.75	15.28	17.02	16.99	17.58	17.89	19.56	20.87	9.249	15.22
Food & Drink £M	19.53	19.50	18.77	18.81	19.87	21.06	21.76	22.08	23.12	23.38	10.80	16.53
Recreation £M	8.167	8.158	7.840	7.864	8.335	8.820	9.121	9.244	9.671	9.772	4.485	6.916
Shopping £M	23.20	23.35	22.35	22.29	23.25	25.14	25.99	26.56	27.51	27.55	12.20	19.57
Transport £M	9.299	9.345	8.938	8.883	9.334	10.02	10.36	10.59	11.05	11.18	5.078	8.080
Direct Revenue £M	75.95	75.53	72.66	73.13	77.81	82.03	84.81	86.37	90.92	92.75	41.81	66.32
VAT £M	13.29	15.11	14.53	14.63	15.56	16.41	16.96	17.27	18.18	18.55	6.593	12.85
Direct Expenditure £M	89.24	90.64	87.19	87.76	93.37	98.43	101.77	103.64	109.10	111.30	48.41	79.17
Indirect Expenditure £M	29.05	29.53	28.39	28.47	30.15	31.96	33.03	33.77	35.63	36.50	16.24	26.23
TOTAL £M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40

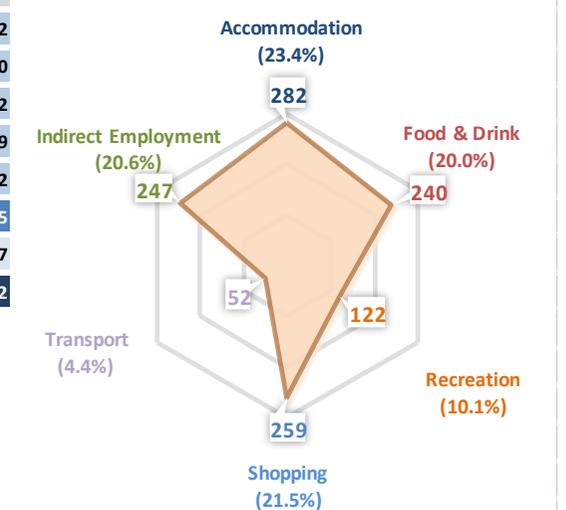
2021 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation FTEs	438	431	427	427	441	410	416	402	424	435	253	282
Food & Drink FTEs	276	286	280	288	300	314	322	329	350	349	161	240
Recreation FTEs	140	145	142	146	153	160	164	167	178	177	81	122
Shopping FTEs	299	312	304	311	320	342	351	361	379	376	166	259
Transport FTEs	59	61	60	61	63	67	68	71	75	77	34	52
Direct Employment FTEs	1,211	1,236	1,214	1,234	1,277	1,293	1,321	1,330	1,406	1,414	695	955
Indirect Employment FTEs	271	280	274	282	294	308	316	325	348	358	162	247
TOTAL FTEs	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202

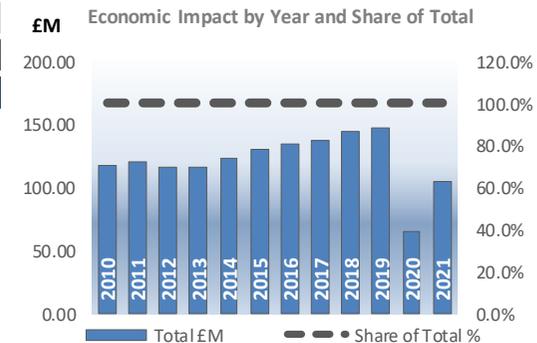
2021 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND 2010 to 2021
2021 Prices TOTAL ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												TOTAL	% Change	QUARTER			
KEY		TOTAL														CALENDAR YEAR		Q1	Q2
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4					TOTAL	% Change	Q1	Q2
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change			Q1	Q2
% Change 2010 to 2021		-70.1%	-61.9%	-49.8%	-55.7%	-23.5%	3.3%	12.0%	10.0%	38.2%	-0.7%	25.8%	25.3%	-10.9%	Annual Change	-60.4%	-24.8%	17.9%	16.0%
% Change 2020 to 2021		-73.5%	-65.9%	-17.2%	579.5%	582.9%	661.3%	134.0%	60.4%	55.4%	71.3%	270.2%	136.2%	63.0%	Annual Change	-57.9%	616.3%	76.1%	143.2%
Average Annual Change		-6.4%	-5.6%	-4.5%	-5.1%	-2.1%	0.3%	1.1%	0.9%	3.5%	-0.1%	2.3%	2.3%	-1.0%	Annual Change	-5.5%	-2.3%	1.6%	1.5%
2010	£M	8.915	7.982	9.272	9.885	10.53	10.36	12.95	16.24	10.04	8.016	8.241	5.860	118.29		26.17	30.78	39.23	22.12
2011	£M	9.294	8.340	9.735	11.15	10.25	9.776	12.14	15.26	9.460	8.162	9.496	7.102	120.16	1.6%	27.37	31.18	36.86	24.76
2012	£M	9.013	8.157	10.16	9.058	9.507	9.981	11.80	15.30	9.992	7.211	9.109	6.292	115.58	-3.8%	27.33	28.55	37.09	22.61
2013	£M	8.475	8.621	10.18	8.721	10.26	9.831	12.17	15.85	9.375	6.792	9.663	6.294	116.23	0.6%	27.27	28.82	37.39	22.75
2014	£M	8.259	8.408	11.63	9.381	11.12	10.13	13.56	16.97	10.79	7.354	9.452	6.480	123.52	6.3%	28.30	30.63	41.31	23.29
2015	£M	8.982	8.867	12.38	10.05	11.78	10.73	14.04	17.55	11.34	7.901	9.638	7.143	130.40	5.6%	30.23	32.56	42.92	24.68
2016	£M	9.827	9.386	12.42	9.972	11.82	10.99	14.71	18.08	11.80	7.929	10.50	7.366	134.79	3.4%	31.64	32.79	44.58	25.79
2017	£M	9.730	9.326	12.24	10.47	12.55	11.16	15.00	18.36	12.26	8.071	10.60	7.643	137.41	1.9%	31.29	34.18	45.62	26.32
2018	£M	10.04	9.845	12.74	10.64	13.57	11.61	15.29	18.70	13.13	8.392	11.95	8.842	144.74	5.3%	32.62	35.82	47.11	29.18
2019	£M	10.02	10.05	13.14	11.36	14.02	11.93	16.17	18.99	13.68	7.967	11.61	8.864	147.80	2.1%	33.21	37.32	48.83	28.44
2020	£M	10.07	8.912	5.617	0.645	1.180	1.406	6.197	11.13	8.934	4.645	2.799	3.108	64.65	-56.3%	24.60	3.231	26.27	10.55
2021	£M	2.668	3.038	4.652	4.384	8.055	10.70	14.50	17.86	13.88	7.957	10.36	7.339	105.40	63.0%	10.36	23.14	46.24	25.66

ECONOMIC IMPACT - INDEXED TO 2021													TOTAL	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Share of Total %
Total	£M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40	100.0%
All Visitor Types	£M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40	100.0%
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%													
Change in Share from 2010	%													
Avg Ann. Change in Share	%													



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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

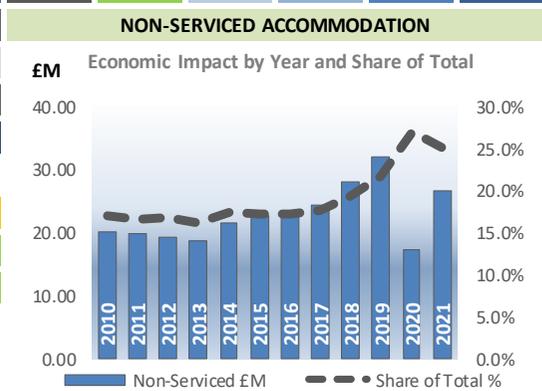
STEAM REPORT FOR 2010-2021 - FINAL RUTLAND													2010 to 2021 2021 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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 2010 to 2021		-82.3%	-83.7%	-73.5%	-73.9%	-57.3%	-2.2%	21.8%	18.3%	8.9%	-4.6%	24.5%	10.1%	-23.4%	Annual Change		-79.3%	-45.2%	16.8%	9.7%	
% Change 2020 to 2021		-81.6%	-81.9%	-49.3%	245.7%	259.6%	1121.9%	292.0%	96.7%	109.1%	127.6%	649.0%	739.4%	83.0%			-73.1%	495.1%	135.2%	305.2%	
Average Annual Change		-7.5%	-7.6%	-6.7%	-6.7%	-5.2%	-0.2%	2.0%	1.7%	0.8%	-0.4%	2.2%	0.9%	-2.1%			-7.2%	-4.1%	1.5%	0.9%	
2010	£M	2.167	2.957	3.284	3.098	3.293	2.997	3.467	5.365	3.302	2.452	2.349	0.851	35.58			8.409	9.388	12.13	5.651	
2011	£M	2.442	3.019	3.445	3.302	3.191	2.941	3.333	5.164	2.881	2.293	2.321	0.916	35.25	-0.9%			8.905	9.434	11.38	5.531
2012	£M	1.985	2.722	3.466	2.960	3.041	3.130	3.327	5.291	3.162	2.214	2.374	0.844	34.52	-2.1%			8.173	9.130	11.78	5.431
2013	£M	2.021	2.981	4.074	2.601	3.263	3.168	3.671	5.786	2.915	2.073	2.698	0.975	36.22	5.0%			9.076	9.031	12.37	5.746
2014	£M	1.998	2.835	4.139	2.895	4.039	3.290	4.841	6.310	3.708	2.330	2.812	0.985	40.18	10.9%			8.971	10.22	14.86	6.127
2015	£M	2.165	2.851	3.945	2.836	4.036	3.402	4.734	6.165	3.522	2.287	2.579	0.899	39.42	-1.9%			8.961	10.27	14.42	5.764
2016	£M	2.146	2.912	4.327	3.109	4.175	3.290	4.921	6.370	3.500	2.191	2.928	1.038	40.91	3.8%			9.385	10.57	14.79	6.158
2017	£M	1.994	2.662	3.981	3.279	4.540	3.291	4.761	6.317	3.529	2.132	2.783	0.991	40.26	-1.6%			8.636	11.11	14.61	5.905
2018	£M	2.170	2.845	4.182	3.489	4.922	3.524	4.741	6.850	3.689	2.295	3.008	1.068	42.78	6.3%			9.197	11.93	15.28	6.371
2019	£M	2.170	2.850	4.238	3.507	4.990	3.555	4.834	6.813	3.642	2.324	3.086	1.053	43.06	0.7%			9.258	12.05	15.29	6.463
2020	£M	2.079	2.673	1.718	0.234	0.391	0.240	1.078	3.227	1.720	1.028	0.390	0.112	14.89	-65.4%			6.469	0.865	6.025	1.530
2021	£M	0.383	0.483	0.871	0.810	1.406	2.933	4.225	6.349	3.596	2.339	2.924	0.937	27.26	83.0%			1.737	5.148	14.17	6.200

ECONOMIC IMPACT - INDEXED TO 2021													SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total			
Serviced	£M	35.58	35.25	34.52	36.22	40.18	39.42	40.91	40.26	42.78	43.06	14.89	27.26				
All Visitor Types	£M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40				
Share of Total	%	30.1%	29.3%	29.9%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%	23.0%	25.9%				
Annual Change in Share	%		-2.5%	1.8%	4.4%	4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%	-20.9%	12.3%				
Change in Share from 2010	%		-2.5%	-0.7%	3.6%	8.1%	0.5%	0.9%	-2.6%	-1.7%	-3.1%	-23.4%	-14.0%				
Avg Ann. Change in Share	%		-2.5%	-0.4%	1.2%	2.0%	0.1%	0.1%	-0.4%	-0.2%	-0.3%	-2.3%	-1.3%				

STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																													
NON-SERVICED ACCOMMODATION													TOTAL						% Change																									
ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																																												
KEY																																												
An increase of 3% or more																																												
Less than 3% change																																												
A Fall of 3% or more																																												
													Q1		Q2		Q3		Q4		TOTAL		Annual Change		Q1		Q2		Q3		Q4													
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC									
% Change 2010 to 2021													-93.5%	-96.4%	-94.9%	-53.2%	25.7%	34.3%	31.2%	36.5%	82.3%	124.9%	124.3%	83.0%	31.2%	-95.2%	11.1%	44.4%	114.7%															
% Change 2020 to 2021													-97.8%	-97.4%	-95.3%	910.8%	1764.4%	2013.8%	60.7%	16.9%	5.7%	19.9%	751.7%	53.2%	52.2%	-96.9%	1720.2%	24.1%	74.1%															
Average Annual Change													-8.5%	-8.8%	-8.6%	-4.8%	2.3%	3.1%	2.8%	3.3%	7.5%	11.4%	11.3%	7.5%	2.8%	-8.7%	1.0%	4.0%	10.4%															
2010	£M	0.277	0.479	0.534	1.404	2.241	2.463	3.906	4.846	2.377	0.777	0.499	0.401	20.20	1.291	6.108	11.13	1.677																										
2011	£M	0.320	0.440	0.574	1.560	2.430	2.488	3.716	4.368	2.306	0.834	0.605	0.326	19.97	-1.2%	1.335	6.478	10.39	1.765																									
2012	£M	0.357	0.457	0.624	1.542	2.239	2.338	3.501	4.232	2.204	0.850	0.618	0.395	19.36	-3.1%	1.438	6.118	9.938	1.863																									
2013	£M	0.357	0.434	0.624	1.423	2.181	2.202	3.450	4.207	2.118	0.819	0.628	0.404	18.85	-2.6%	1.414	5.806	9.776	1.850																									
2014	£M	0.398	0.491	0.717	1.571	2.482	2.507	3.797	4.819	2.592	0.944	0.752	0.469	21.54	14.3%	1.606	6.560	11.21	2.165																									
2015	£M	0.419	0.515	0.756	1.643	2.601	2.610	3.967	5.059	2.715	0.990	0.787	0.492	22.55	4.7%	1.690	6.854	11.74	2.269																									
2016	£M	0.440	0.548	0.757	1.658	2.641	2.663	4.055	5.245	2.858	1.025	0.824	0.516	23.23	3.0%	1.745	6.961	12.16	2.365																									
2017	£M	0.465	0.575	0.747	1.785	2.799	2.668	4.286	5.382	3.057	1.082	0.834	0.562	24.24	4.4%	1.787	7.252	12.73	2.478																									
2018	£M	0.598	0.719	0.914	1.932	3.285	3.045	4.643	6.227	3.431	1.363	1.044	0.730	27.93	15.2%	2.231	8.262	14.30	3.137																									
2019	£M	0.748	0.838	1.063	2.427	3.803	3.385	5.425	6.870	3.729	1.546	1.260	0.897	31.99	14.5%	2.648	9.615	16.02	3.703																									
2020	£M	0.795	0.659	0.576	0.065	0.151	0.157	3.189	5.658	4.099	1.458	0.131	0.478	17.42	-45.6%	2.031	0.373	12.95	2.068																									
2021	£M	0.018	0.017	0.027	0.657	2.817	3.308	5.124	6.616	4.332	1.747	1.120	0.733	26.52	52.2%	0.062	6.783	16.07	3.600																									

ECONOMIC IMPACT - INDEXED TO 2021													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Non-Serviced	£M	20.20	19.97	19.36	18.85	21.54	22.55	23.23	24.24	27.93	31.99	17.42	26.52
All Visitor Types	£M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40
Share of Total	%	17.1%	16.6%	16.7%	16.2%	17.4%	17.3%	17.2%	17.6%	19.3%	21.6%	26.9%	25.2%
Annual Change in Share	%		-2.7%	0.8%	-3.2%	7.5%	-0.8%	-0.4%	2.4%	9.4%	12.2%	24.5%	-6.6%
Change in Share from 2010	%		-2.7%	-1.9%	-5.1%	2.1%	1.3%	0.9%	3.3%	13.0%	26.7%	57.7%	47.3%
Avg Ann. Change in Share	%		-2.7%	-1.0%	-1.7%	0.5%	0.3%	0.1%	0.5%	1.6%	3.0%	5.8%	4.3%



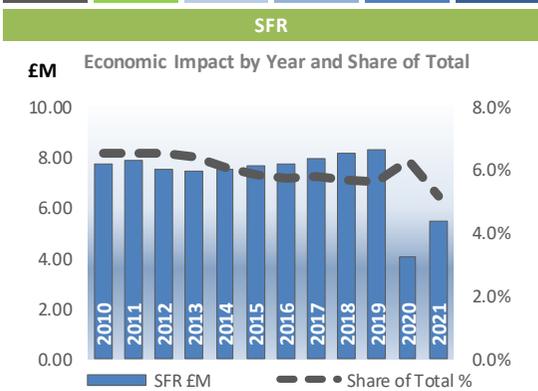
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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL
RUTLAND 2010 to 2021
2021 Prices SFR ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR												TOTAL		%					
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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 2010 to 2021		-91.5%	-92.1%	-88.5%	-71.1%	-16.1%	2.5%	2.6%	5.5%	27.2%	18.2%	3.5%	-9.5%	-29.6%	Annual Change		-90.9%	-36.3%	9.4%	0.7%	
% Change 2020 to 2021		-92.0%	-91.0%	-76.7%	524.9%	1282.6%	1768.4%	94.6%	35.6%	30.3%	52.4%	680.1%	117.3%	34.0%			-89.8%	1107.8%	49.8%	123.7%	
Average Annual Change		-8.3%	-8.4%	-8.0%	-6.5%	-1.5%	0.2%	0.2%	0.5%	2.5%	1.7%	0.3%	-0.9%	-2.7%			-8.3%	-3.3%	0.9%	0.1%	
2010	£M	1.059	0.391	0.445	0.963	0.658	0.523	0.799	0.851	0.496	0.410	0.335	0.792	7.722			1.895	2.144	2.145	1.538	
2011	£M	1.118	0.394	0.458	1.000	0.674	0.529	0.794	0.834	0.487	0.413	0.344	0.785	7.830	1.4%			1.971	2.203	2.115	1.541
2012	£M	1.039	0.369	0.451	0.954	0.638	0.510	0.760	0.807	0.474	0.400	0.337	0.772	7.510	-4.1%			1.859	2.102	2.041	1.508
2013	£M	1.029	0.375	0.468	0.908	0.631	0.496	0.754	0.802	0.457	0.387	0.343	0.774	7.425	-1.1%			1.872	2.035	2.013	1.505
2014	£M	1.005	0.361	0.457	0.918	0.650	0.498	0.780	0.822	0.482	0.393	0.342	0.776	7.485	0.8%			1.823	2.066	2.085	1.511
2015	£M	1.040	0.368	0.459	0.933	0.664	0.511	0.794	0.837	0.490	0.399	0.342	0.782	7.619	1.8%			1.867	2.108	2.121	1.522
2016	£M	1.044	0.368	0.472	0.948	0.671	0.511	0.803	0.849	0.497	0.399	0.355	0.797	7.713	1.2%			1.884	2.130	2.149	1.550
2017	£M	1.053	0.374	0.469	0.987	0.705	0.523	0.828	0.872	0.520	0.408	0.358	0.816	7.913	2.6%			1.896	2.215	2.220	1.582
2018	£M	1.092	0.385	0.479	1.012	0.733	0.539	0.842	0.911	0.532	0.425	0.372	0.849	8.171	3.3%			1.956	2.284	2.284	1.647
2019	£M	1.115	0.390	0.486	1.037	0.742	0.541	0.858	0.912	0.528	0.431	0.382	0.868	8.289	1.4%			1.991	2.319	2.298	1.682
2020	£M	1.119	0.344	0.220	0.044	0.040	0.029	0.421	0.661	0.484	0.318	0.044	0.330	4.055	-51.1%			1.683	0.113	1.567	0.692
2021	£M	0.090	0.031	0.051	0.278	0.552	0.536	0.819	0.897	0.631	0.484	0.347	0.717	5.433	34.0%			0.172	1.366	2.347	1.548

ECONOMIC IMPACT - INDEXED TO 2021														SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
SFR		£M	7.722	7.830	7.510	7.425	7.485	7.619	7.713	8.171	8.289	4.055	5.433			
All Visitor Types		£M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40		
Share of Total		%	6.5%	6.5%	6.5%	6.4%	6.1%	5.8%	5.7%	5.8%	5.6%	5.6%	6.3%	5.2%		
Annual Change in Share		%		-0.2%	-0.3%	-1.7%	-5.1%	-3.6%	-2.1%	0.6%	-2.0%	-0.7%	11.8%	-17.8%		
Change in Share from 2010		%		-0.2%	-0.5%	-2.1%	-7.2%	-10.5%	-12.3%	-11.8%	-13.5%	-14.1%	-3.9%	-21.0%		
Avg Ann. Change in Share		%		-0.2%	-0.2%	-0.7%	-1.8%	-2.1%	-2.1%	-1.7%	-1.7%	-1.6%	-0.4%	-1.9%		



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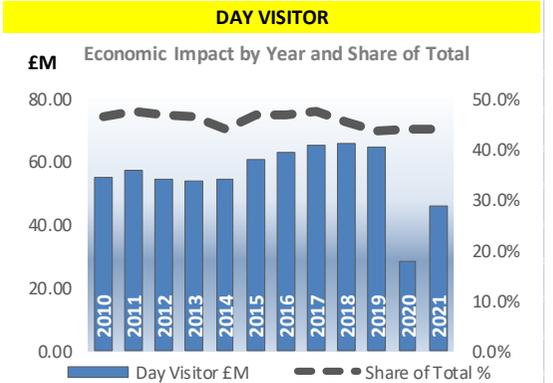
STEAM REPORT FOR 2010-2021 - FINAL RUTLAND													2010 to 2021 2021 Prices		STAYING VISITOR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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 2010 to 2021		-86.0%	-86.1%	-77.7%	-68.1%	-22.9%	13.3%	24.4%	25.3%	38.6%	25.6%	37.9%	16.8%	-6.8%	Annual Change	-83.0%	-24.6%	28.3%	28.0%	
% Change 2020 to 2021		-87.7%	-85.5%	-62.2%	407.6%	720.6%	1493.8%	116.9%	45.2%	35.8%	63.0%	675.3%	159.5%	62.8%		-80.6%	884.3%	58.7%	164.5%	
Average Annual Change		-7.8%	-7.8%	-7.1%	-6.2%	-2.1%	1.2%	2.2%	2.3%	3.5%	2.3%	3.4%	1.5%	-0.6%		-7.5%	-2.2%	2.6%	2.5%	
2010		£M	3.504	3.828	4.263	5.465	6.192	5.984	8.172	11.06	6.175	3.639	3.183	2.044		63.51	11.59	17.64	25.41	8.866
2011		£M	3.880	3.853	4.477	5.862	6.295	5.958	7.844	10.37	5.674	3.540	3.269	2.027	63.05	-0.7%	12.21	18.11	23.88	8.837
2012		£M	3.381	3.548	4.542	5.456	5.917	5.977	7.588	10.33	5.841	3.463	3.329	2.011	61.38	-2.6%	11.47	17.35	23.76	8.803
2013		£M	3.406	3.791	5.166	4.932	6.075	5.866	7.875	10.80	5.490	3.279	3.669	2.153	62.50	1.8%	12.36	16.87	24.16	9.101
2014		£M	3.400	3.687	5.312	5.384	7.171	6.294	9.418	11.95	6.781	3.667	3.907	2.229	69.20	10.7%	12.40	18.85	28.15	9.803
2015		£M	3.624	3.734	5.159	5.411	7.301	6.522	9.495	12.06	6.727	3.675	3.708	2.173	69.59	0.6%	12.52	19.23	28.28	9.556
2016		£M	3.629	3.828	5.556	5.715	7.486	6.464	9.779	12.46	6.856	3.615	4.107	2.352	71.85	3.2%	13.01	19.66	29.10	10.07
2017		£M	3.512	3.611	5.197	6.050	8.045	6.482	9.875	12.57	7.106	3.621	3.975	2.368	72.41	0.8%	12.32	20.58	29.55	9.965
2018		£M	3.860	3.949	5.575	6.432	8.940	7.109	10.23	13.99	7.652	4.083	4.424	2.648	78.88	8.9%	13.38	22.48	31.87	11.15
2019		£M	4.032	4.078	5.787	6.970	9.535	7.480	11.12	14.59	7.899	4.301	4.728	2.818	83.34	5.6%	13.90	23.99	33.61	11.85
2020		£M	3.993	3.676	2.515	0.344	0.582	0.425	4.688	9.547	6.304	2.803	0.566	0.920	36.36	-56.4%	10.18	1.351	20.54	4.290
2021		£M	0.490	0.532	0.950	1.745	4.775	6.777	10.17	13.86	8.560	4.571	4.390	2.387	59.21	62.8%	1.971	13.30	32.59	11.35

ECONOMIC IMPACT - INDEXED TO 2021													STAYING VISITOR			
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
Staying Visitor		£M	63.51	63.05	61.38	62.50	69.20	69.59	71.85	72.41	78.88	83.34	36.36	59.21		
All Visitor Types		£M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40		
Share of Total		%	53.7%	52.5%	53.1%	53.8%	56.0%	53.4%	52.7%	54.5%	56.4%	56.2%	56.2%			
Annual Change in Share		%		-2.3%	1.2%	1.2%	4.2%	-4.7%	-0.1%	-1.1%	3.4%	3.5%	-0.2%	-0.1%		
Change in Share from 2010		%		-2.3%	-1.1%	0.2%	4.4%	-0.6%	-0.7%	-1.8%	1.5%	5.0%	4.8%	4.6%		
Avg Ann. Change in Share		%		-2.3%	-0.5%	0.1%	1.1%	-0.1%	-0.1%	-0.3%	0.2%	0.6%	0.5%	0.4%		



STEAM REPORT FOR 2010-2021 - FINAL RUTLAND													2010 to 2021 2021 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 2021 / 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 2010 to 2021		-59.8%	-39.7%	-26.1%	-40.3%	-24.4%	-10.3%	-9.3%	-22.8%	37.6%	-22.6%	18.1%	29.8%	-15.7%	Annual Change	-42.5%	-25.1%	-1.2%	8.0%	
% Change 2020 to 2021		-64.2%	-52.1%	19.3%	775.7%	448.8%	300.3%	187.3%	151.7%	102.3%	83.9%	167.5%	126.4%	63.3%		-41.8%	423.7%	138.4%	128.5%	
Average Annual Change		-5.4%	-3.6%	-2.4%	-3.7%	-2.2%	-0.9%	-0.8%	-2.1%	3.4%	-2.1%	1.6%	2.7%	-1.4%		-3.9%	-2.3%	-0.1%	0.7%	
2010	£M	5.412	4.154	5.008	4.421	4.339	4.379	4.780	5.173	3.867	4.377	5.058	3.816	54.78		14.57	13.14	13.82	13.25	
2011	£M	5.414	4.487	5.258	5.287	3.956	3.817	4.295	4.895	3.786	4.622	6.226	5.075	57.12	4.3%	15.16	13.06	12.98	15.92	
2012	£M	5.632	4.609	5.616	3.602	3.590	4.004	4.216	4.966	4.151	3.748	5.781	4.281	54.19	-5.1%	15.86	11.20	13.33	13.81	
2013	£M	5.069	4.830	5.013	3.790	4.189	3.965	4.291	5.051	3.885	3.514	5.995	4.141	53.73	-0.9%	14.91	11.94	13.23	13.65	
2014	£M	4.859	4.721	6.320	3.997	3.945	3.835	4.138	5.013	4.006	3.686	5.545	4.251	54.32	1.1%	15.90	11.78	13.16	13.48	
2015	£M	5.358	5.133	7.225	4.636	4.481	4.208	4.544	5.486	4.609	4.226	5.930	4.970	60.81	11.9%	17.72	13.32	14.64	15.13	
2016	£M	6.197	5.559	6.868	4.258	4.333	4.530	4.928	5.612	4.941	4.315	6.389	5.015	62.94	3.5%	18.62	13.12	15.48	15.72	
2017	£M	6.218	5.715	7.040	4.417	4.506	4.681	5.125	5.788	5.159	4.450	6.626	5.275	65.00	3.3%	18.97	13.60	16.07	16.35	
2018	£M	6.184	5.896	7.160	4.205	4.626	4.503	5.062	4.710	5.476	4.309	7.527	6.194	65.85	1.3%	19.24	13.33	15.25	18.03	
2019	£M	5.990	5.973	7.352	4.394	4.484	4.454	5.050	4.390	5.780	3.666	6.882	6.047	64.46	-2.1%	19.32	13.33	15.22	16.59	
2020	£M	6.079	5.237	3.102	0.301	0.598	0.981	1.509	1.587	2.630	1.841	2.233	2.188	28.29	-56.1%	14.42	1.880	5.726	6.262	
2021	£M	2.178	2.507	3.702	2.638	3.280	3.926	4.336	3.995	5.320	3.386	5.973	4.952	46.19	63.3%	8.387	9.845	13.65	14.31	

ECONOMIC IMPACT - INDEXED TO 2021													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Day Visitor	£M	54.78	57.12	54.19	53.73	54.32	60.81	62.94	65.00	65.85	64.46	28.29	46.19		
All Visitor Types	£M	118.29	120.16	115.58	116.23	123.52	130.40	134.79	137.41	144.74	147.80	64.65	105.40		
Share of Total	%	46.3%	47.5%	46.9%	46.2%	44.0%	46.6%	46.7%	47.3%	45.5%	43.6%	43.8%	43.8%		
Annual Change in Share	%		2.6%	-1.4%	-1.4%	-4.9%	6.0%	0.1%	1.3%	-3.8%	-4.1%	0.3%	0.2%		
Change in Share from 2010	%		2.6%	1.2%	-0.2%	-5.0%	0.7%	0.8%	2.1%	-1.8%	-5.8%	-5.5%	-5.4%		
Avg Ann. Change in Share	%		2.6%	0.6%	-0.1%	-1.3%	0.1%	0.1%	0.3%	-0.2%	-0.6%	-0.6%	-0.5%		



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