



STEAM FINAL TREND REPORT FOR 2009-2020

Final

Rutland

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith

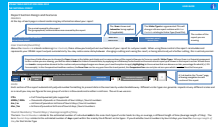
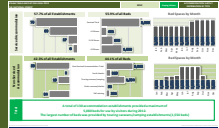
Cumbria

CA10 2HX

Telephone: 01931 712859

Email: david.c@gtsuk.net

Website: www.globaltourismsolutions.co.uk

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KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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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

The period covered by the report
The geographical/ administrative area covered by the report

The **Years** shown and **Indexation** being applied (if applicable)

The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File)

The section of the report you are viewing

STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND	2009 to 2020 Historic Prices	TOTAL	ECONOMIC IMPACT Historic Prices
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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.

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below

FOCUS YEAR	2020	COMPARISON YEAR	2019	INDEXATION Reflect Price Inflation?	NO	HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO:	3%	home
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A link back to the "Home" page, allowing navigation to each section of the report

Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2009-2020
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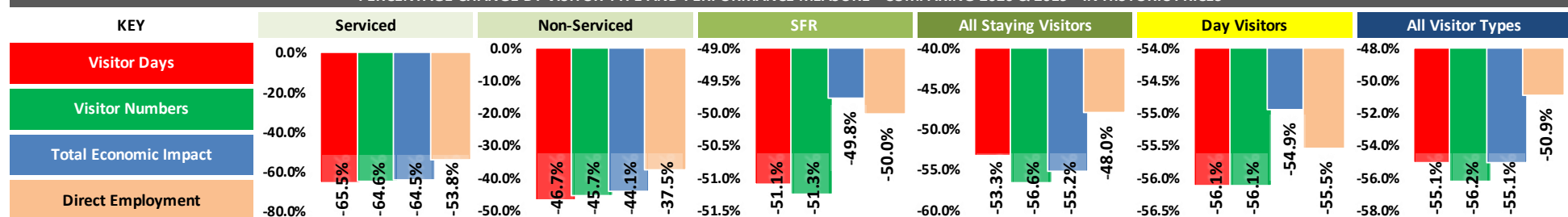
Comparing 2020 and 2019
All £'s Historic Prices

COMPARATIVE HEADLINES

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

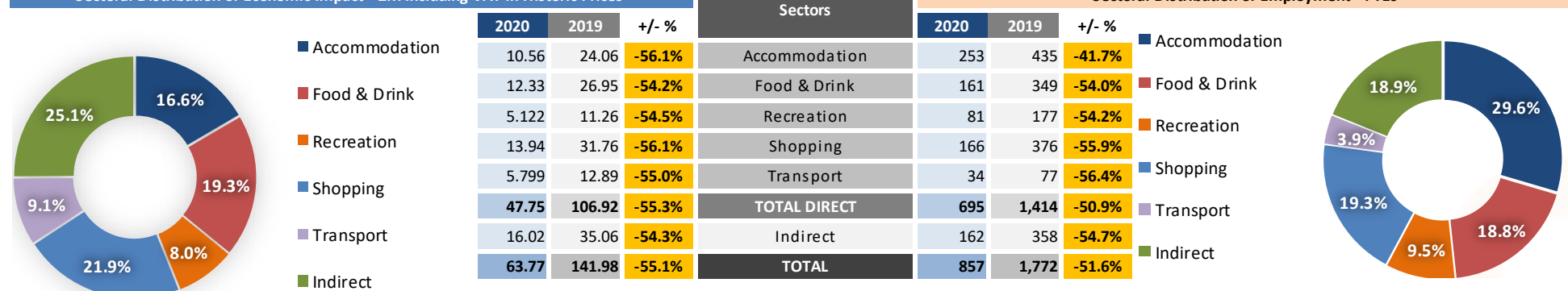
KEY													Day Visitors			All Visitor Types		
An increase of 3% or more	Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change	Serviced			Non-Serviced														
A Fall of 3% or more	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days 000s	100.20	290.31	-65.5%	259.50	486.73	-46.7%	75.84	155.07	-51.1%	435.54	932.11	-53.3%	698.41	1,591.97	-56.1%	1,133.95	2,524.07	-55.1%
Visitor Numbers 000s	49.28	139.32	-64.6%	38.50	70.87	-45.7%	31.89	65.42	-51.3%	119.66	275.62	-56.6%	698.41	1,591.97	-56.1%	818.08	1,867.58	-56.2%
Direct Expenditure £M																47.75	106.92	-55.3%
Economic Impact £M	14.69	41.37	-64.5%	17.18	30.73	-44.1%	4.000	7.963	-49.8%	35.87	80.06	-55.2%	27.90	61.92	-54.9%	63.77	141.98	-55.1%
Direct Employment FTEs	236	511	-53.8%	185	296	-37.5%	35	70	-50.0%	456	877	-48.0%	239	537	-55.5%	695	1,414	-50.9%
Total Employment FTEs																857	1,772	-51.6%

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



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

Sectoral Distribution of Employment - FTEs



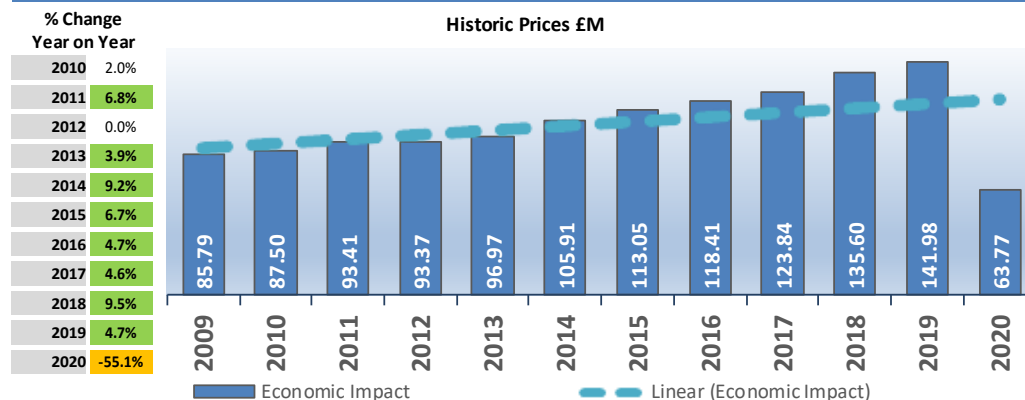
Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020

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Economic Impact - Historic Prices - Total



2009 to 2020

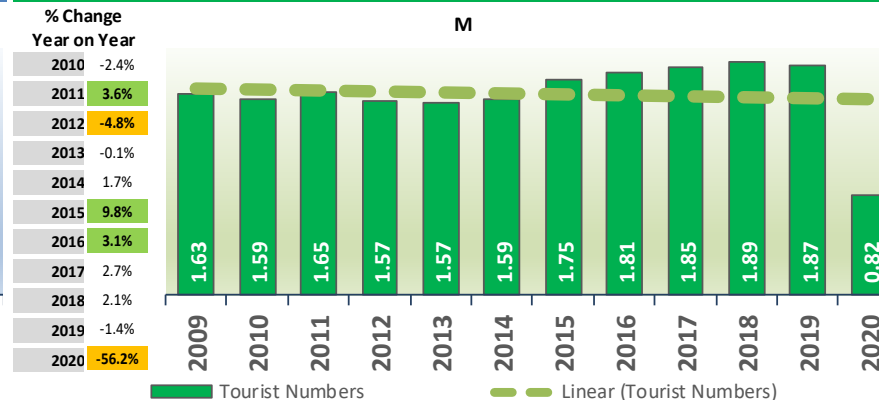
Historic Prices

TOTAL

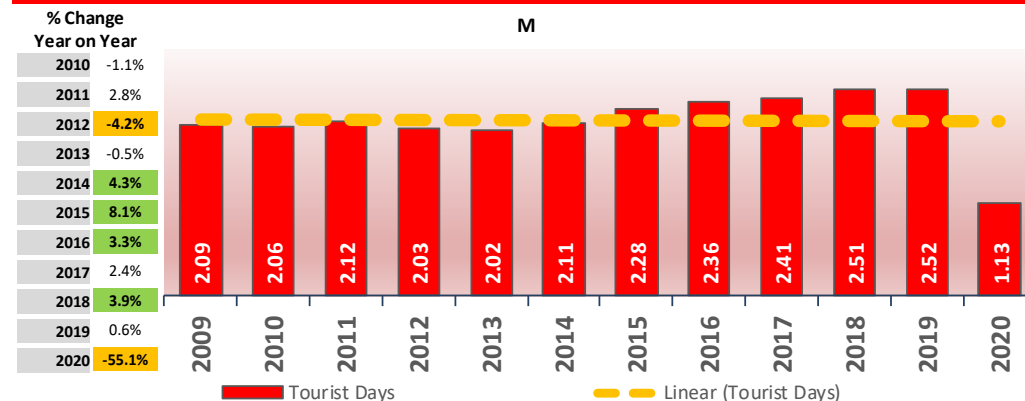
KEY MEASURES

Historic Prices

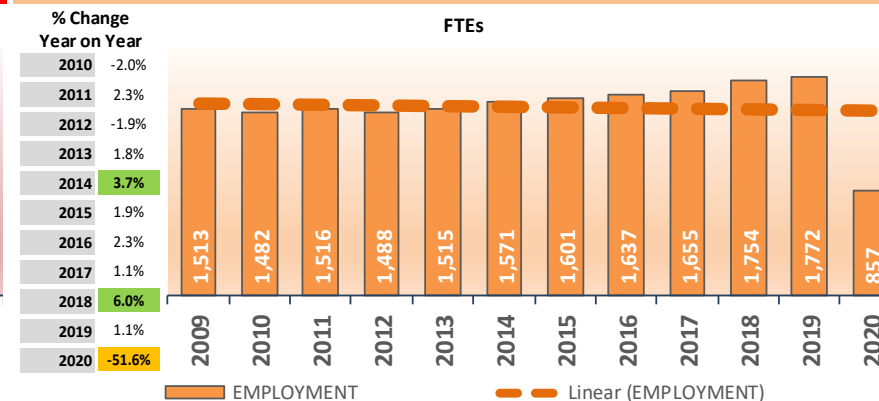
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



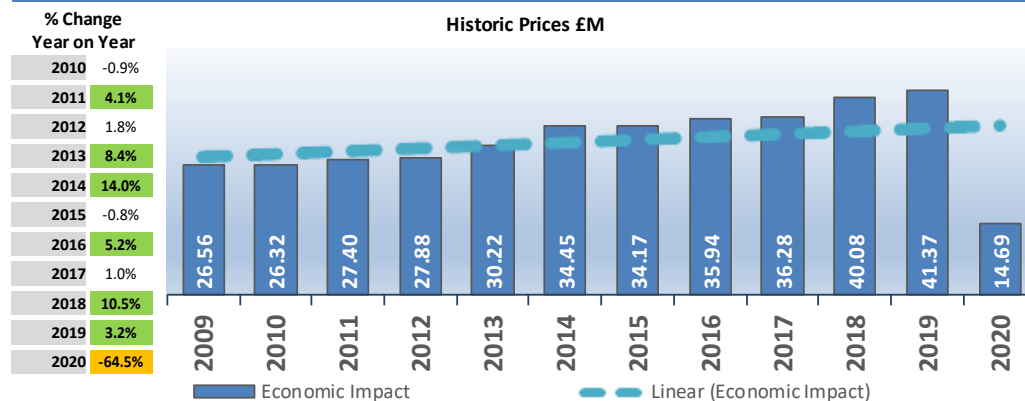
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		2.0%	8.9%	8.8%	13.0%	23.5%	31.8%	38.0%	44.4%	58.1%	65.5%	-25.7%
Visitor Numbers		-2.4%	1.1%	-3.7%	-3.8%	-2.2%	7.4%	10.8%	13.8%	16.1%	14.6%	-49.8%
Visitor Days		-1.1%	1.7%	-2.6%	-3.1%	1.0%	9.2%	12.9%	15.6%	20.2%	20.9%	-45.7%
Total Employment		-2.0%	0.2%	-1.6%	0.2%	3.9%	5.8%	8.2%	9.4%	16.0%	17.2%	-43.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

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Economic Impact - Historic Prices - Serviced Accommodation



2009 to 2020

Historic Prices

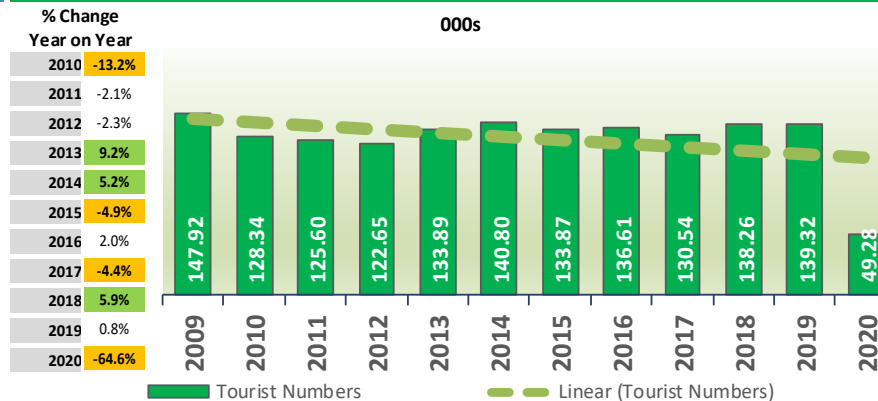
SERVICED

ACCOMMODATION

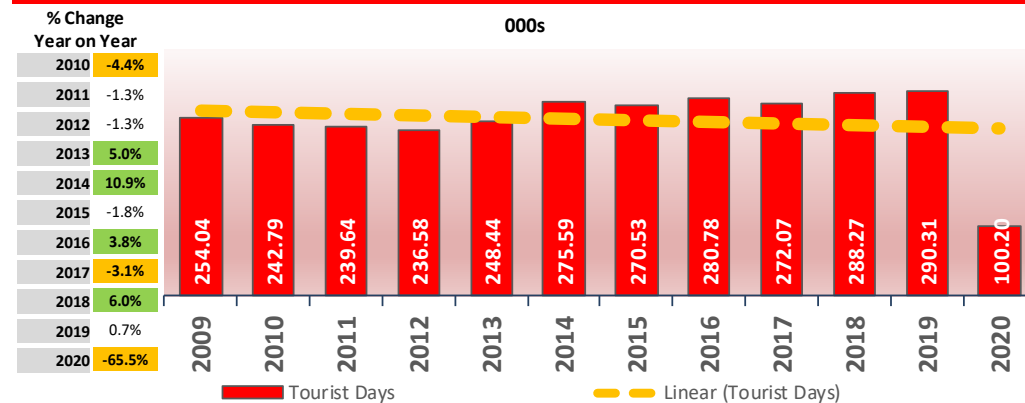
KEY MEASURES

Historic Prices

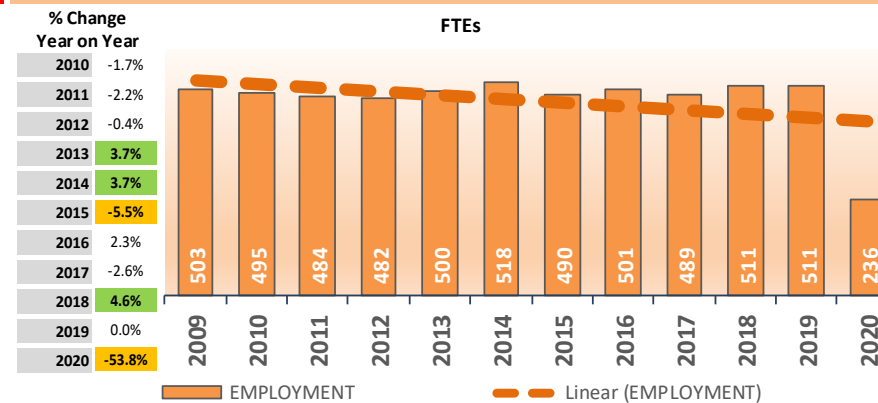
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



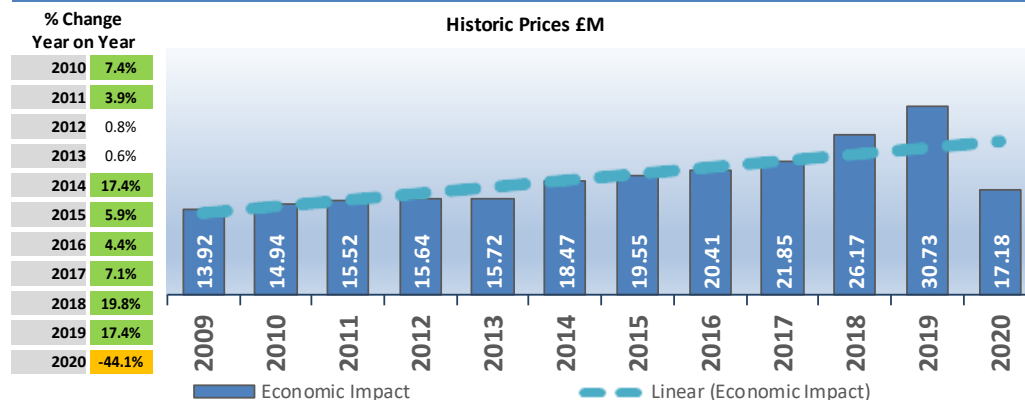
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		-0.9%	3.1%	5.0%	13.8%	29.7%	28.6%	35.3%	36.6%	50.9%	55.7%	-44.7%
Visitor Numbers		-13.2%	-15.1%	-17.1%	-9.5%	-4.8%	-9.5%	-7.6%	-11.8%	-6.5%	-5.8%	-66.7%
Visitor Days		-4.4%	-5.7%	-6.9%	-2.2%	8.5%	6.5%	10.5%	7.1%	13.5%	14.3%	-60.6%
Direct Employment		-1.7%	-3.9%	-4.3%	-0.7%	2.9%	-2.7%	-0.4%	-2.9%	1.5%	1.5%	-53.1%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Non-Serviced Accommodation



2009 to 2020

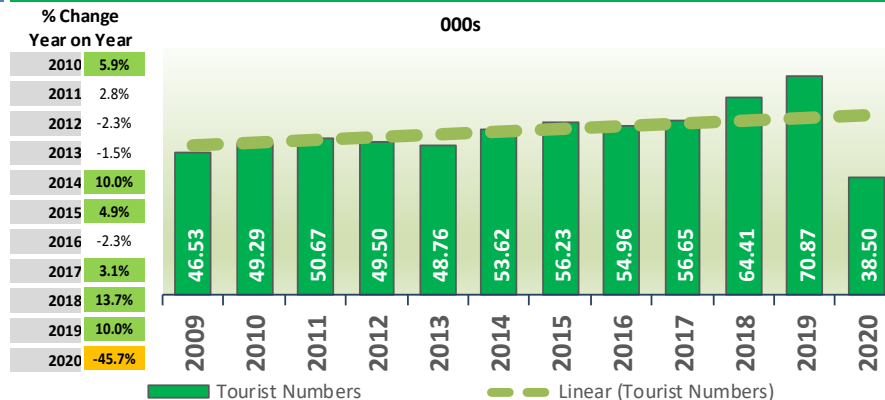
Historic Prices

NON-SERVICED ACCOMMODATION

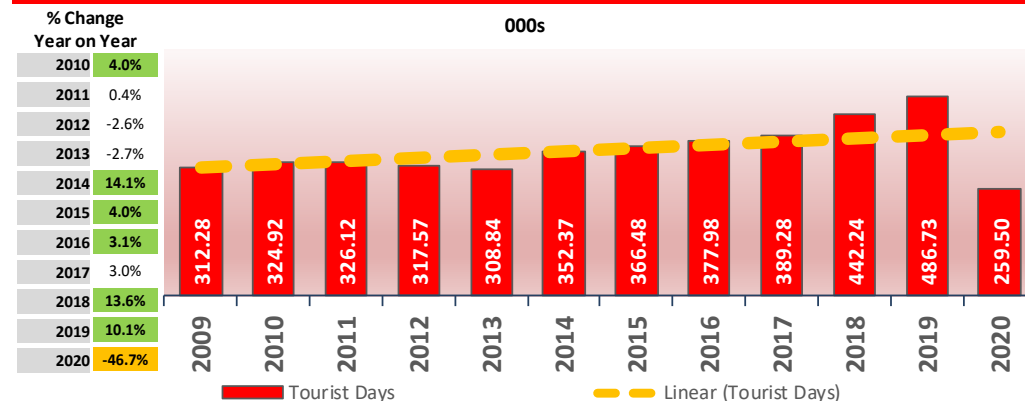
KEY MEASURES

Historic Prices

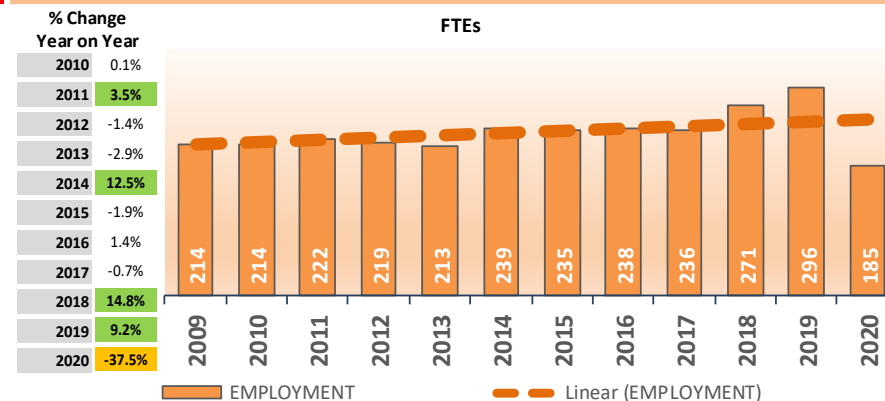
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



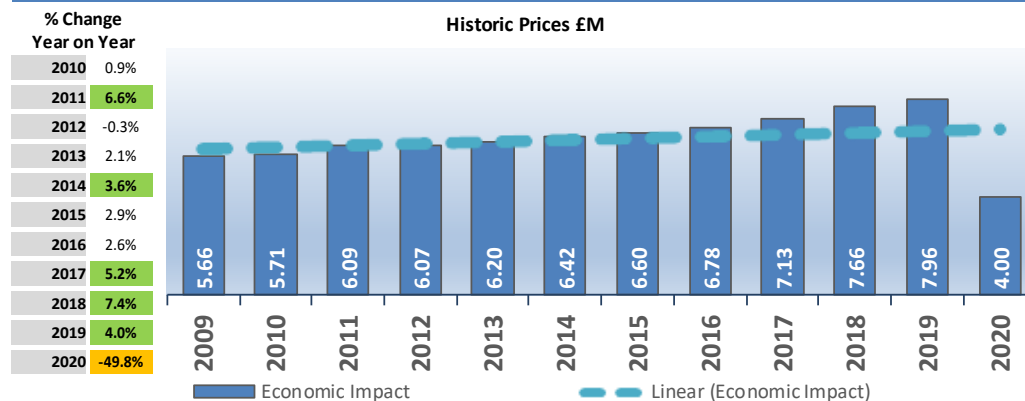
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		7.4%	11.5%	12.3%	13.0%	32.7%	40.5%	46.6%	56.9%	88.0%	120.8%	23.4%
Visitor Numbers		5.9%	8.9%	6.4%	4.8%	15.2%	20.9%	18.1%	21.8%	38.4%	52.3%	-17.3%
Visitor Days		4.0%	4.4%	1.7%	-1.1%	12.8%	17.4%	21.0%	24.7%	41.6%	55.9%	-16.9%
Direct Employment		0.1%	3.6%	2.2%	-0.8%	11.6%	9.5%	11.1%	10.4%	26.7%	38.3%	-13.6%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR



2009 to 2020

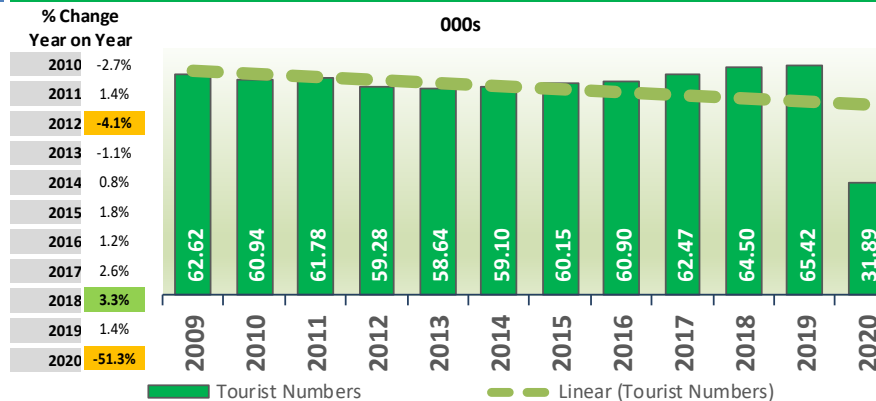
Historic Prices

SFR

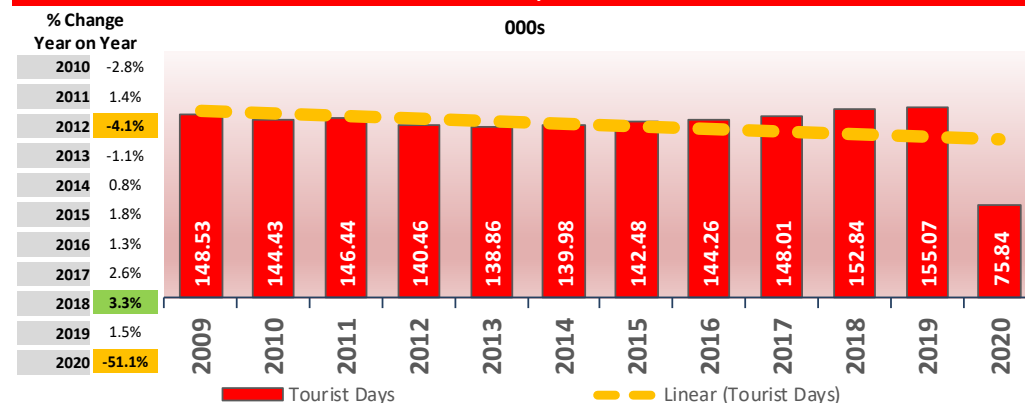
KEY MEASURES

Historic Prices

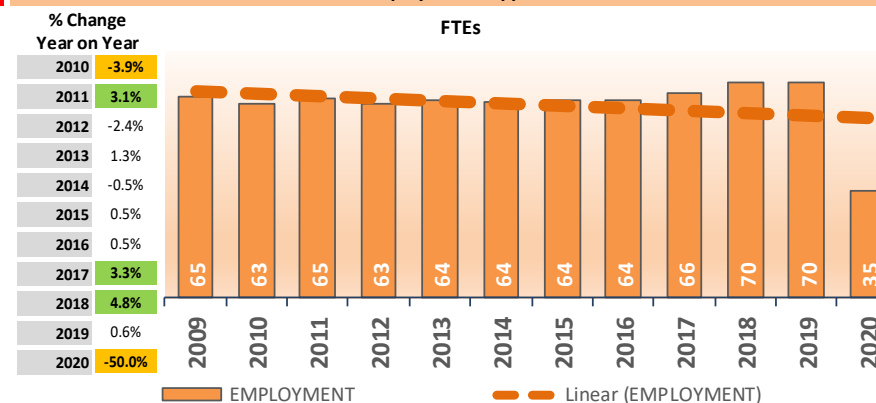
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



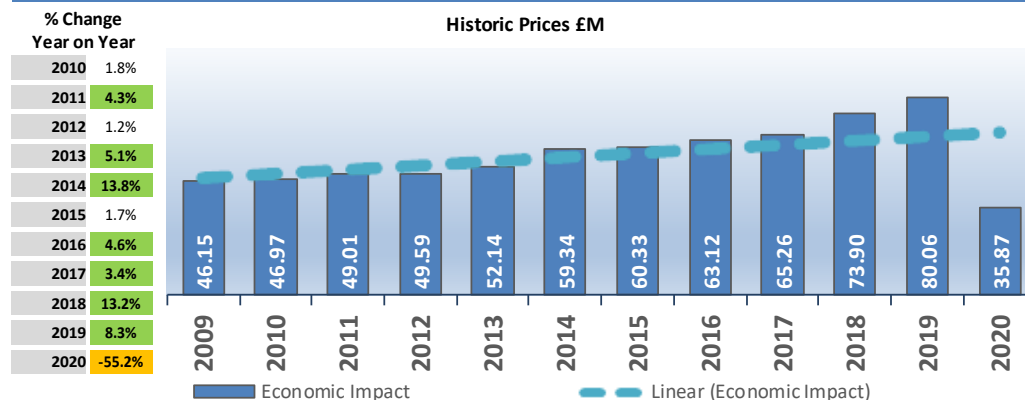
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		0.9%	7.5%	7.2%	9.4%	13.4%	16.7%	19.7%	26.0%	35.2%	40.7%	-29.4%
Visitor Numbers		-2.7%	-1.3%	-5.3%	-6.4%	-5.6%	-4.0%	-2.8%	-0.2%	3.0%	4.5%	-49.1%
Visitor Days		-2.8%	-1.4%	-5.4%	-6.5%	-5.8%	-4.1%	-2.9%	-0.3%	2.9%	4.4%	-48.9%
Direct Employment		-3.9%	-1.0%	-3.3%	-2.0%	-2.5%	-2.0%	-1.6%	1.7%	6.6%	7.2%	-46.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

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Economic Impact - Historic Prices - Staying Visitor



2009 to 2020

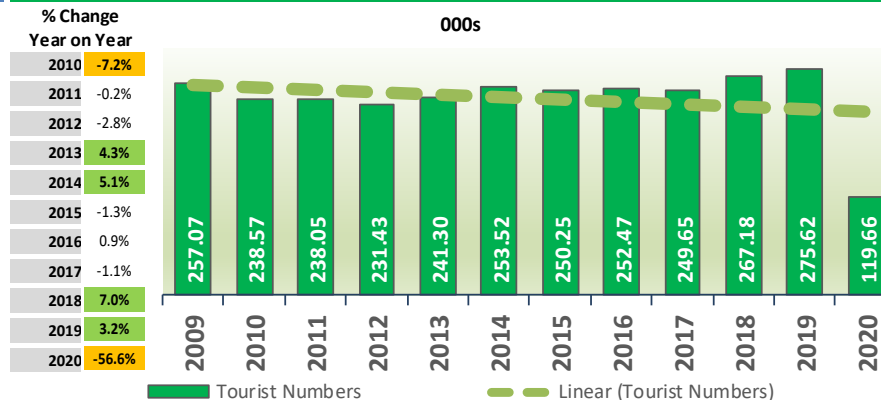
Historic Prices

STAYING VISITOR

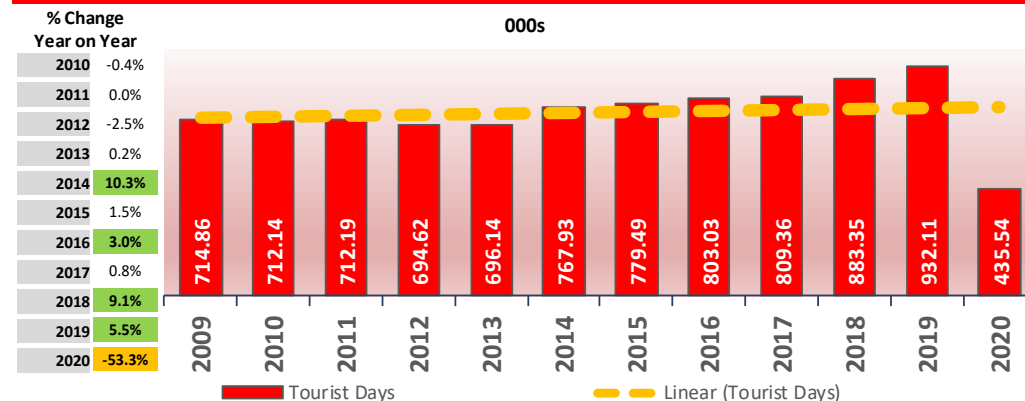
KEY MEASURES

Historic Prices

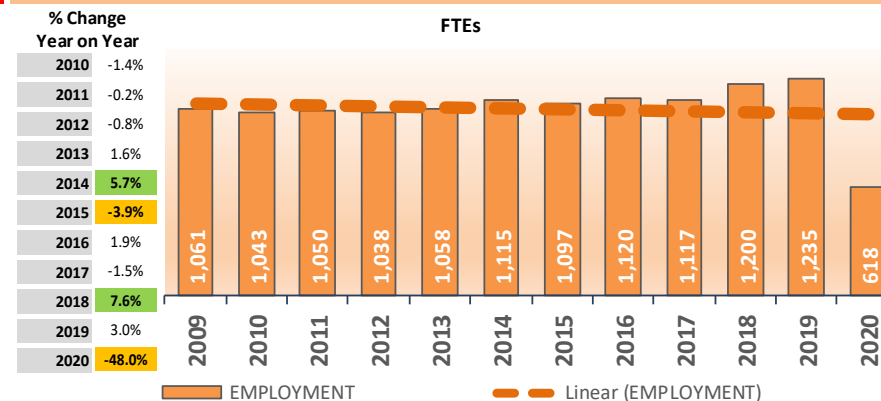
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



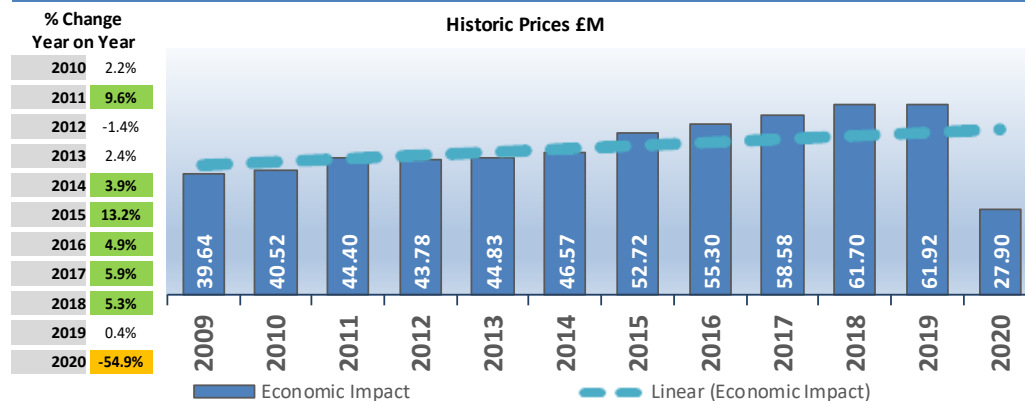
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		1.8%	6.2%	7.5%	13.0%	28.6%	30.7%	36.8%	41.4%	60.2%	73.5%	-22.3%
Visitor Numbers		-7.2%	-7.4%	-10.0%	-6.1%	-1.4%	-2.7%	-1.8%	-2.9%	3.9%	7.2%	-53.5%
Visitor Days		-0.4%	-0.4%	-2.8%	-2.6%	7.4%	9.0%	12.3%	13.2%	23.6%	30.4%	-39.1%
Direct Employment		-1.7%	-1.0%	-2.2%	-0.3%	5.1%	3.3%	5.5%	5.2%	13.1%	16.4%	-41.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

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Economic Impact - Historic Prices - Day Visitor



2009 to 2020

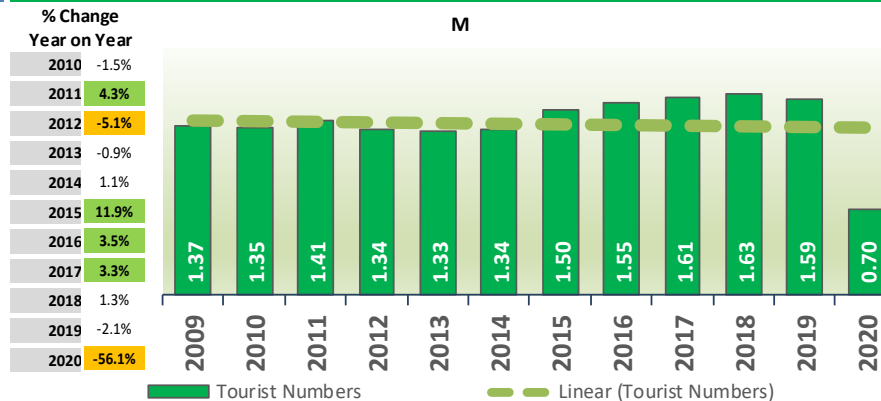
Historic Prices

DAY VISITOR

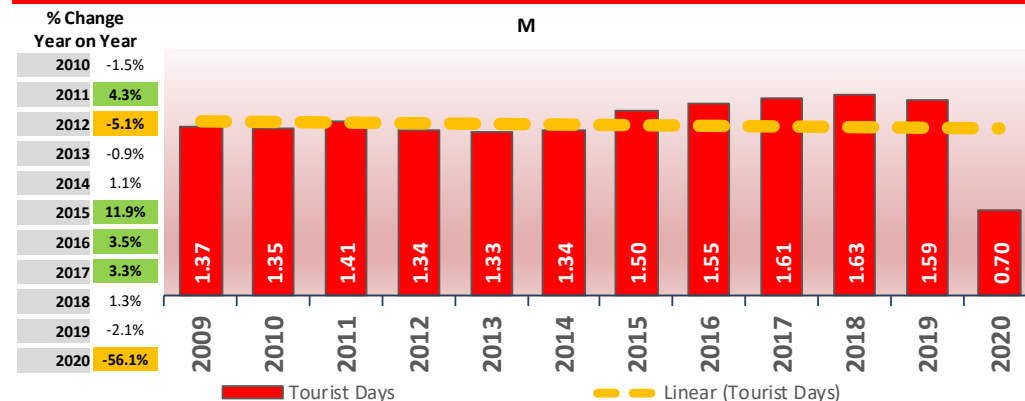
KEY MEASURES

Historic Prices

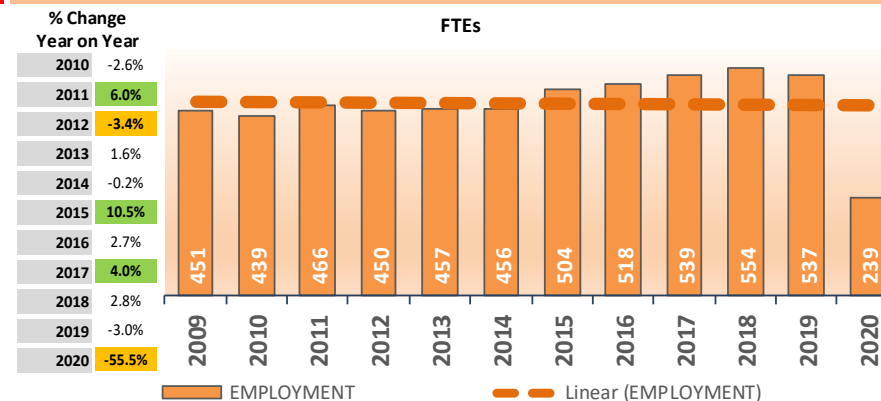
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		2.2%	12.0%	10.4%	13.1%	17.5%	33.0%	39.5%	47.8%	55.6%	56.2%	-29.6%
Visitor Numbers		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%	-49.1%
Visitor Days		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%	-49.1%
Direct Employment		-2.6%	3.2%	-0.3%	1.3%	1.1%	11.7%	14.7%	19.3%	22.7%	19.0%	-47.1%

"Linear" = Linear Trendline

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

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

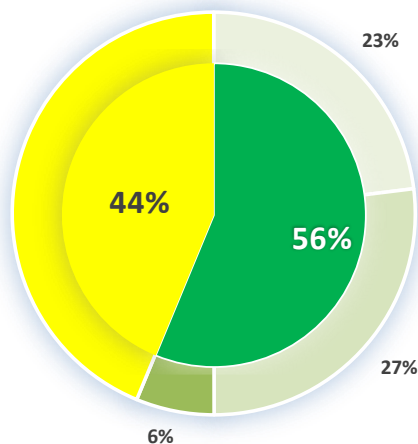
STEAM FINAL TREND REPORT FOR 2009-2020

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

TOTAL
£63.77m

	£M
Serviced	14.69
Non-Serviced	17.18
SFR	4.00
Staying Visitor	35.87
Day Visitor	27.90
Total	63.77



2020

Historic Prices

TOTAL

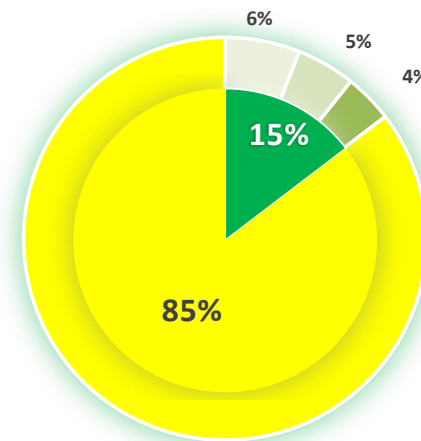
DISTRIBUTION BY VISITOR TYPE

Historic Prices

Visitor Numbers - 2020 - M - Share of Total

TOTAL
0.82m

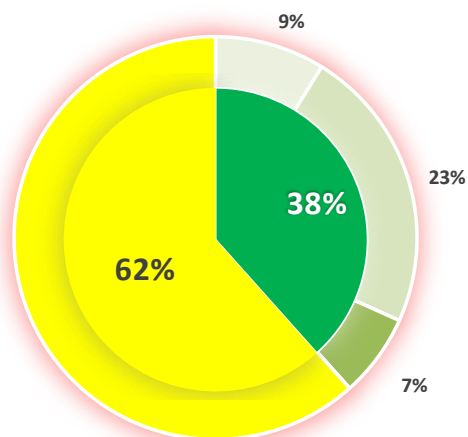
	M
Serviced	0.05
Non-Serviced	0.04
SFR	0.03
Staying Visitor	0.12
Day Visitor	0.70
Total	0.82



Visitor Days - 2020 - M - Share of Total

TOTAL
1.13m

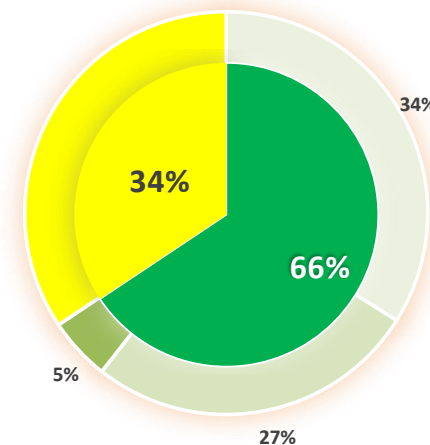
	M
Serviced	0.10
Non-Serviced	0.26
SFR	0.08
Staying Visitor	0.44
Day Visitor	0.70
Total	1.13



Direct Employment Supported - 2020 - FTEs - Share of Total

TOTAL
695 Direct FTEs
857 Total FTEs

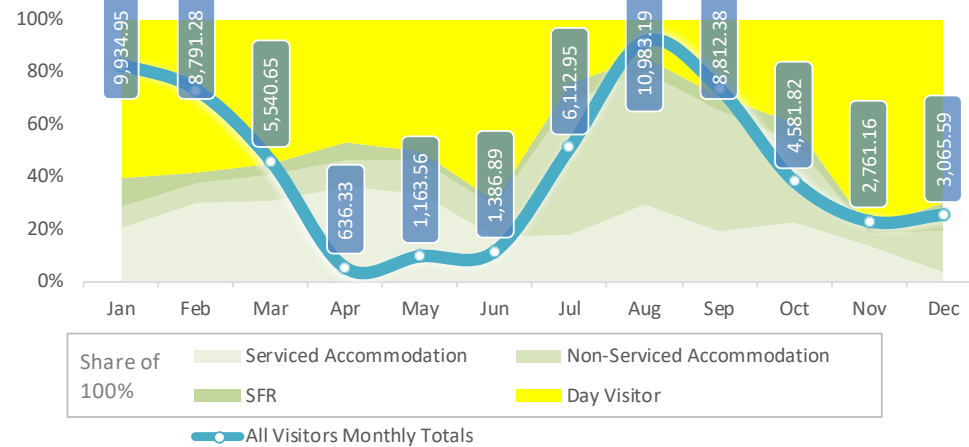
	FTEs
Serviced	236
Non-Serviced	185
SFR	35
Staying Visitor	456
Day Visitor	239
Total	695



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



2020

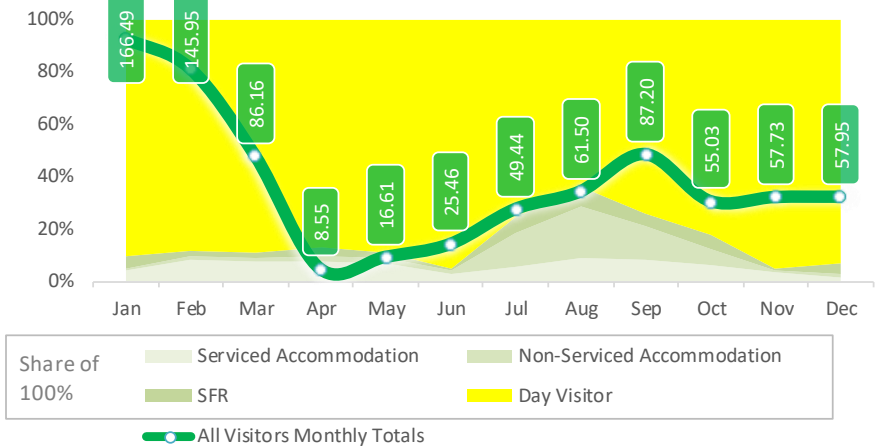
Historic Prices

TOTAL

DISTRIBUTION BY MONTH

Historic Prices

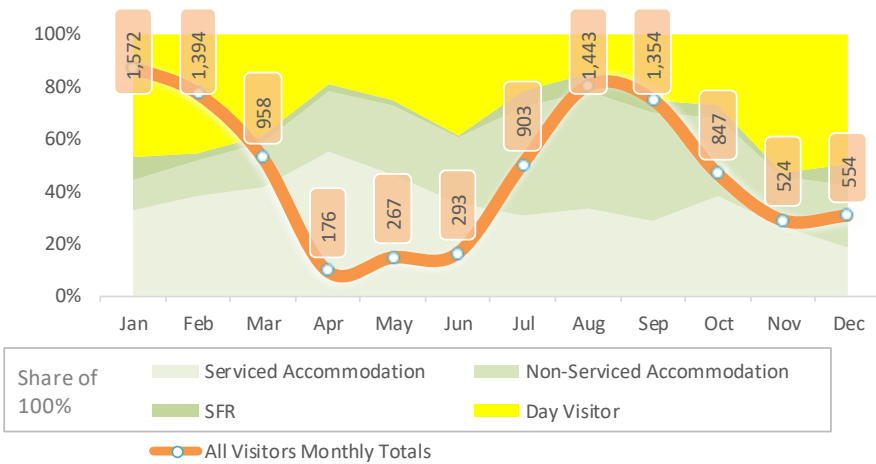
Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



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



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



STEAM FINAL TREND REPORT FOR 2009-2020
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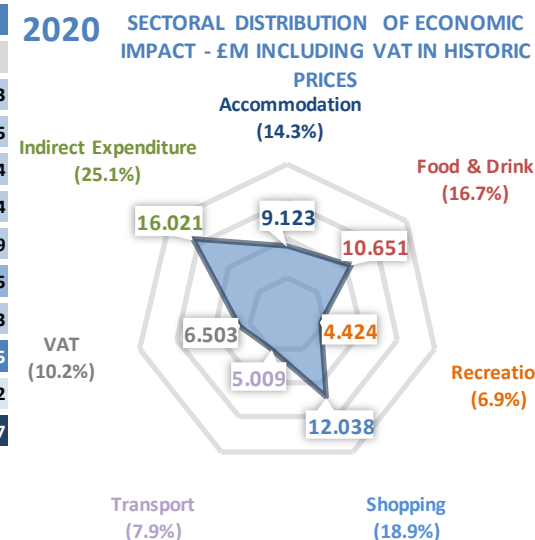
2009 to 2020
Historic Prices

TOTAL

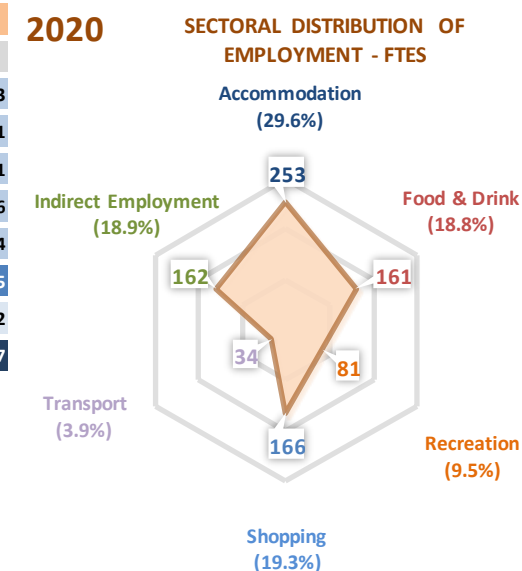
SECTORAL ANALYSIS
Historic Prices

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

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	11.88	11.66	11.79	11.92	12.75	14.60	14.73	15.44	16.12	18.33	20.05	9.123
Food & Drink	£M	14.44	14.44	15.16	15.16	15.70	17.04	18.26	19.12	19.90	21.66	22.46	10.65
Recreation	£M	6.038	6.041	6.341	6.334	6.562	7.147	7.646	8.013	8.331	9.060	9.387	4.424
Shopping	£M	17.13	17.16	18.15	18.06	18.60	19.93	21.80	22.83	23.94	25.77	26.47	12.04
Transport	£M	6.831	6.878	7.264	7.221	7.411	8.003	8.690	9.098	9.545	10.36	10.74	5.009
Direct Revenue	£M	56.32	56.18	58.71	58.70	61.02	66.71	71.11	74.50	77.84	85.18	89.10	41.25
VAT	£M	8.448	9.831	11.74	11.74	12.20	13.34	14.22	14.90	15.57	17.04	17.82	6.503
Direct Expenditure	£M	64.77	66.01	70.45	70.44	73.22	80.06	85.34	89.40	93.41	102.22	106.92	47.75
Indirect Expenditure	£M	21.02	21.49	22.95	22.94	23.75	25.85	27.71	29.01	30.43	33.38	35.06	16.02
TOTAL	£M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	440	438	431	427	427	441	410	416	402	424	435	253
Food & Drink	FTEs	284	276	286	280	288	300	314	322	329	350	349	161
Recreation	FTEs	144	140	145	142	146	153	160	164	167	178	177	81
Shopping	FTEs	307	299	312	304	311	320	342	351	361	379	376	166
Transport	FTEs	60	59	61	60	61	63	67	68	71	75	77	34
Direct Employment	FTEs	1,234	1,211	1,236	1,214	1,234	1,277	1,293	1,321	1,330	1,406	1,414	695
Indirect Employment	FTEs	278	271	280	274	282	294	308	316	325	348	358	162
TOTAL	FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857



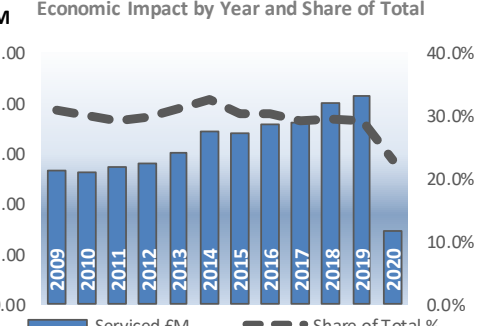
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020 Historic Prices			TOTAL	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020	57.9%	54.8%	-22.1%	-91.2%	-86.3%	-79.5%	-32.3%	-4.0%	30.1%	-21.6%	-55.8%	-36.9%	-25.7%	Annual Change	27.2%	-85.8%	-4.9%	-38.6%	
% Change 2019 to 2020	3.2%	-9.0%	-56.1%	-94.2%	-91.4%	-87.9%	-60.6%	-39.8%	-32.9%	-40.1%	-75.2%	-64.0%	-55.1%		-23.9%	-91.1%	-44.8%	-61.9%	
Average Annual Change	5.3%	5.0%	-2.0%	-8.3%	-7.8%	-7.2%	-2.9%	-0.4%	2.7%	-2.0%	-5.1%	-3.4%	-2.3%		2.5%	-7.8%	-0.4%	-3.5%	
2009	£M	6.291	5.681	7.111	7.251	8.474	6.779	9.033	11.44	6.774	5.841	6.253	4.859		85.79	19.08	22.50	27.25	16.95
2010	£M	6.594	5.904	6.858	7.312	7.789	7.665	9.580	12.01	7.427	5.929	6.096	4.334	87.50	2.0%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Total	£M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	</					

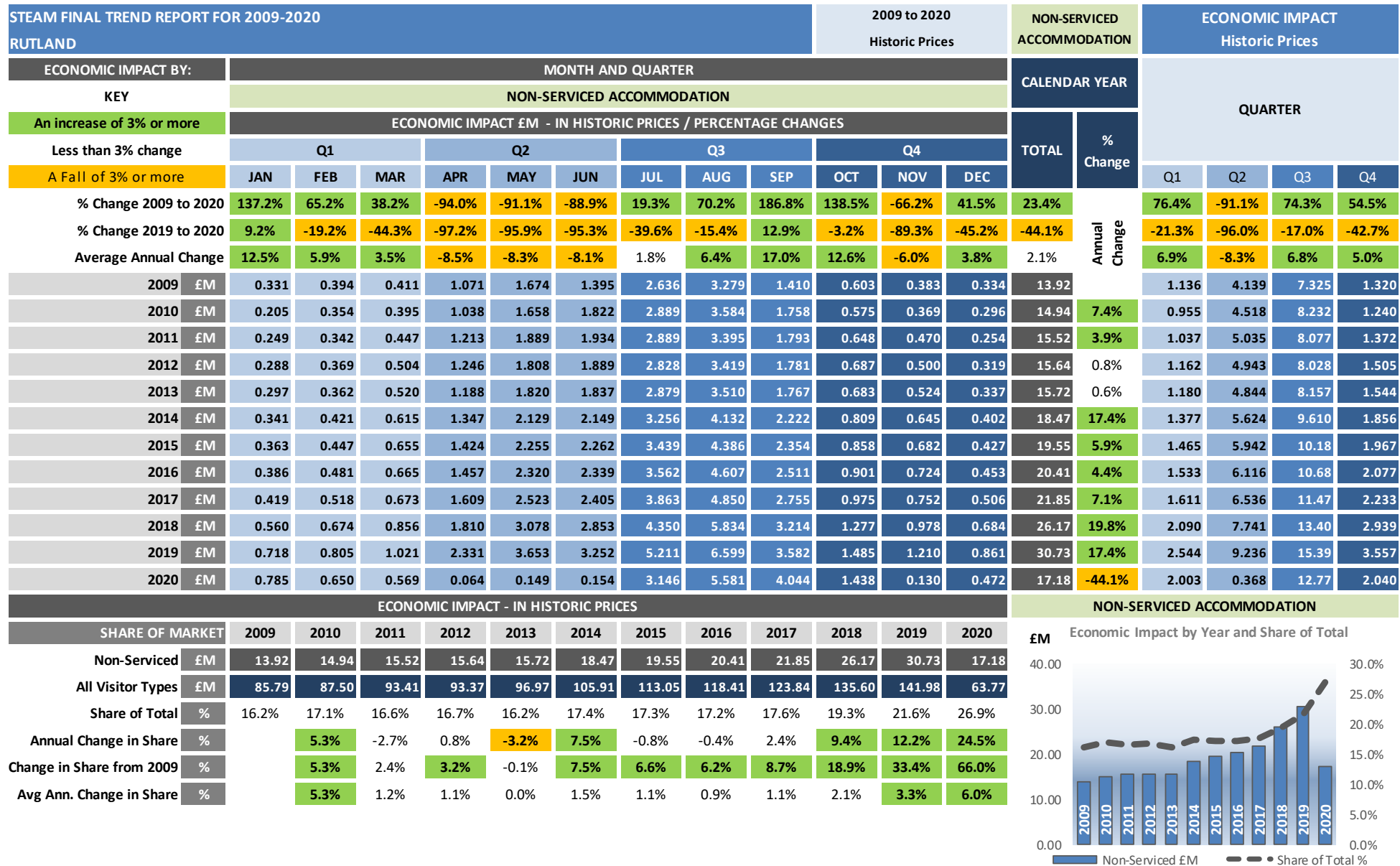
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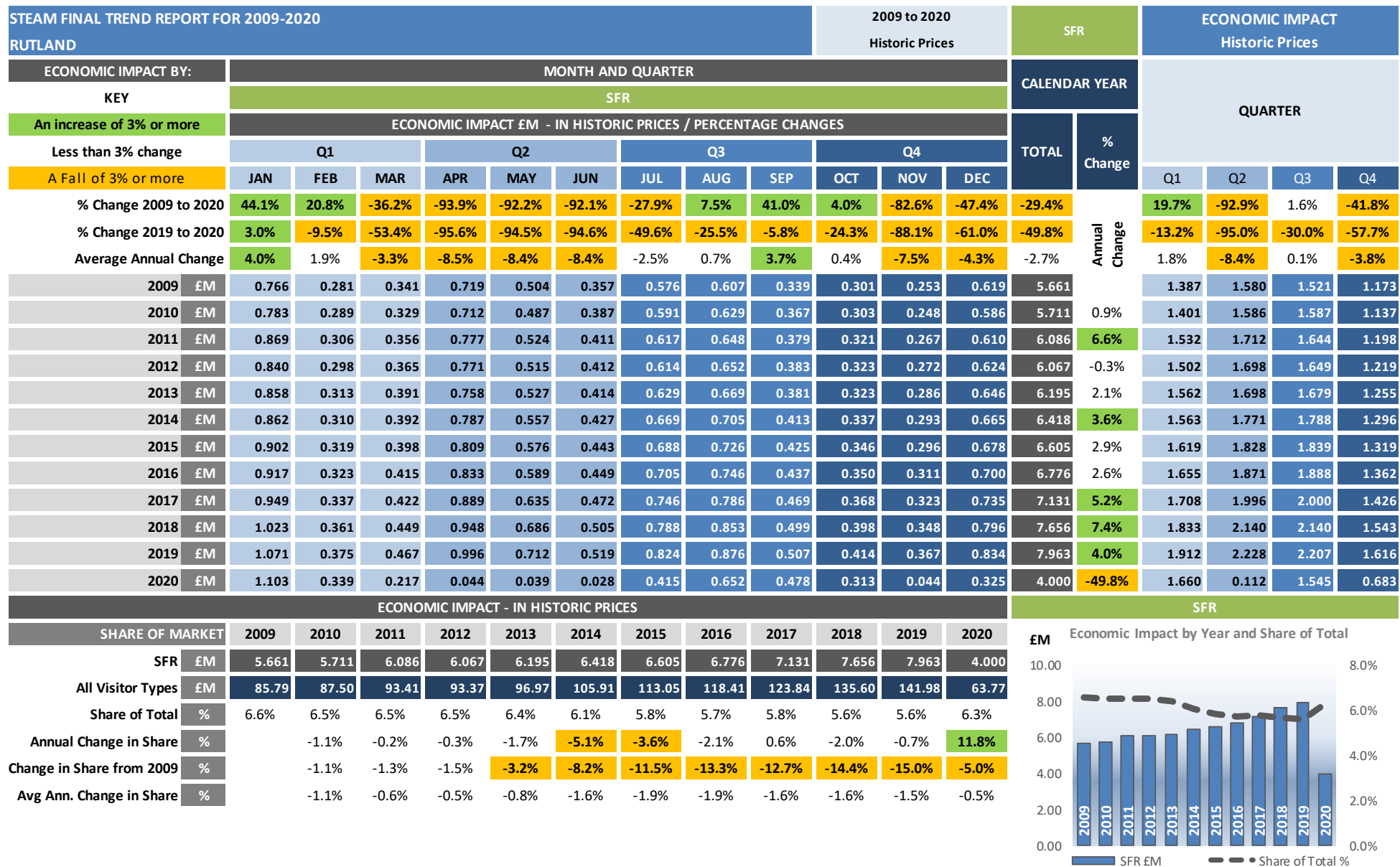
Report Prepared by: Alison Tipler. Date of Issue: 06/09/21

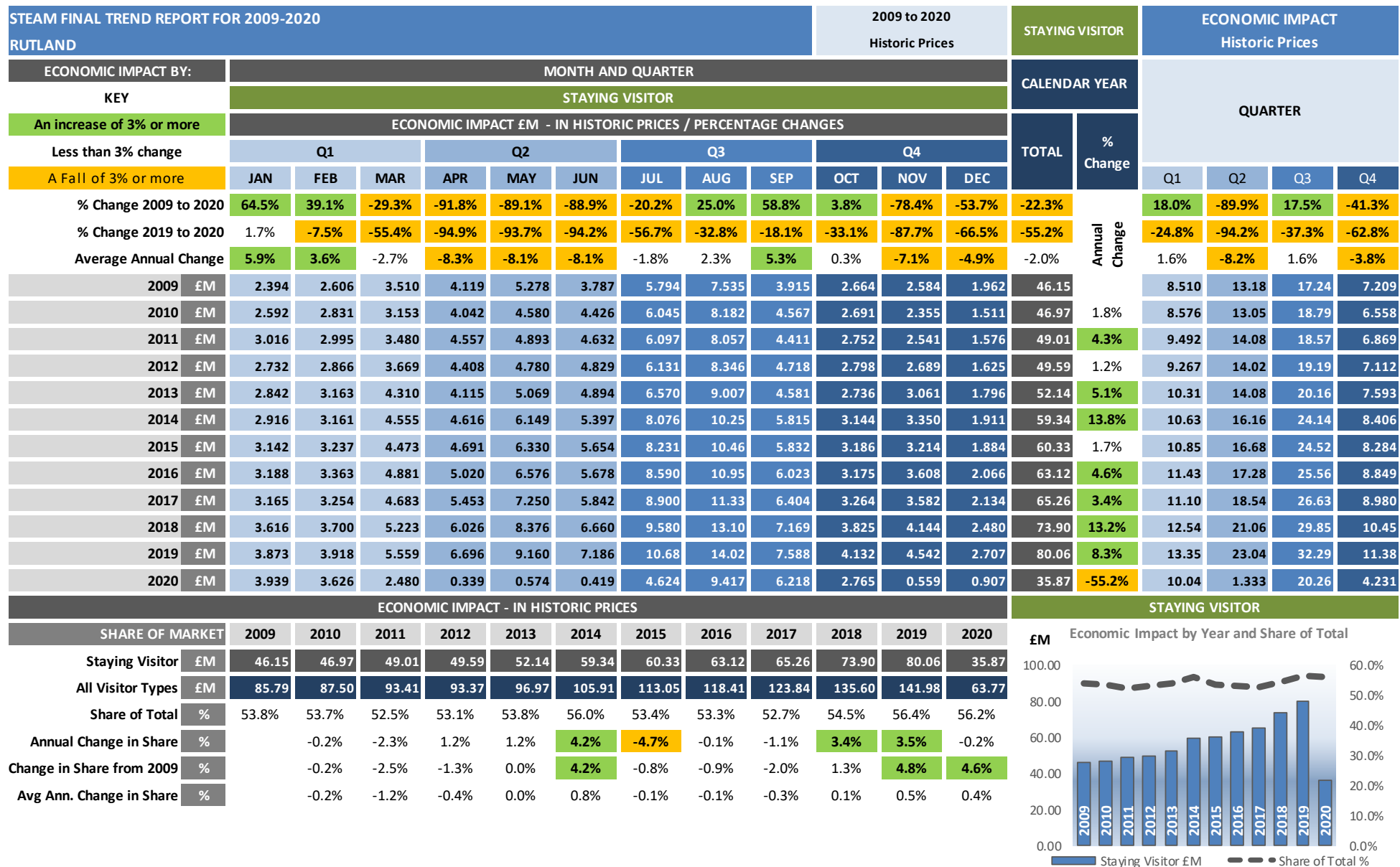
STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020 Historic Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		58.0%	36.5%	-38.6%	-90.1%	-87.6%	-88.4%	-58.8%	-12.8%	-21.7%	-42.4%	-80.2%	-89.1%	-44.7%	Annual Change	6.6%	-88.6%	-29.2%	-68.0%	
% Change 2019 to 2020		-1.6%	-3.7%	-58.4%	-93.1%	-92.0%	-93.1%	-77.1%	-51.4%	-51.5%	-54.6%	-87.0%	-89.1%	-64.5%		-28.2%	-92.6%	-59.5%	-75.7%	
Average Annual Change		5.3%	3.3%	-3.5%	-8.2%	-8.0%	-8.0%	-5.3%	-1.2%	-2.0%	-3.9%	-7.3%	-8.1%	-4.1%		0.6%	-8.1%	-2.7%	-6.2%	
2009	£M	1.298	1.932	2.758	2.328	3.100	2.035	2.582	3.650	2.167	1.759	1.947	1.009	26.56	-0.9%	5.987	7.463	8.398	4.716	
2010	£M	1.603	2.187	2.429	2.291	2.436	2.217	2.565	3.968	2.442	1.814	1.737	0.629	26.32		6.220	6.944	8.975	4.180	
2011	£M	1.898	2.347	2.678	2.567	2.480	2.286	2.591	4.014	2.239	1.783	1.804	0.712	27.40		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	
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Serviced	£M	26.56	26.32	27.40	27.88	30.22	34.45	34.17	35.94	36.28	40.08	41.37	14.69							
All Visitor Types	£M	85.79	87.50	93.41	93.37	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77							
Share of Total	%	31.0%	30.1%	29.3%	29.9%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%	23.0%							
Annual Change in Share	%		-2.9%	-2.5%	1.8%	4.4%	4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%	-20.9%							
Change in Share from 2009	%		-2.9%	-5.3%	-3.6%	0.7%	5.1%	-2.4%	-2.0%	-5.4%	-4.5%	-5.9%	-25.6%							
Avg Ann. Change in Share	%		-2.9%	-2.6%	-1.2%	0.2%	1.0%	-0.4%	-0.3%	-0.7%	-0.5%	-0.6%	-2.3%							

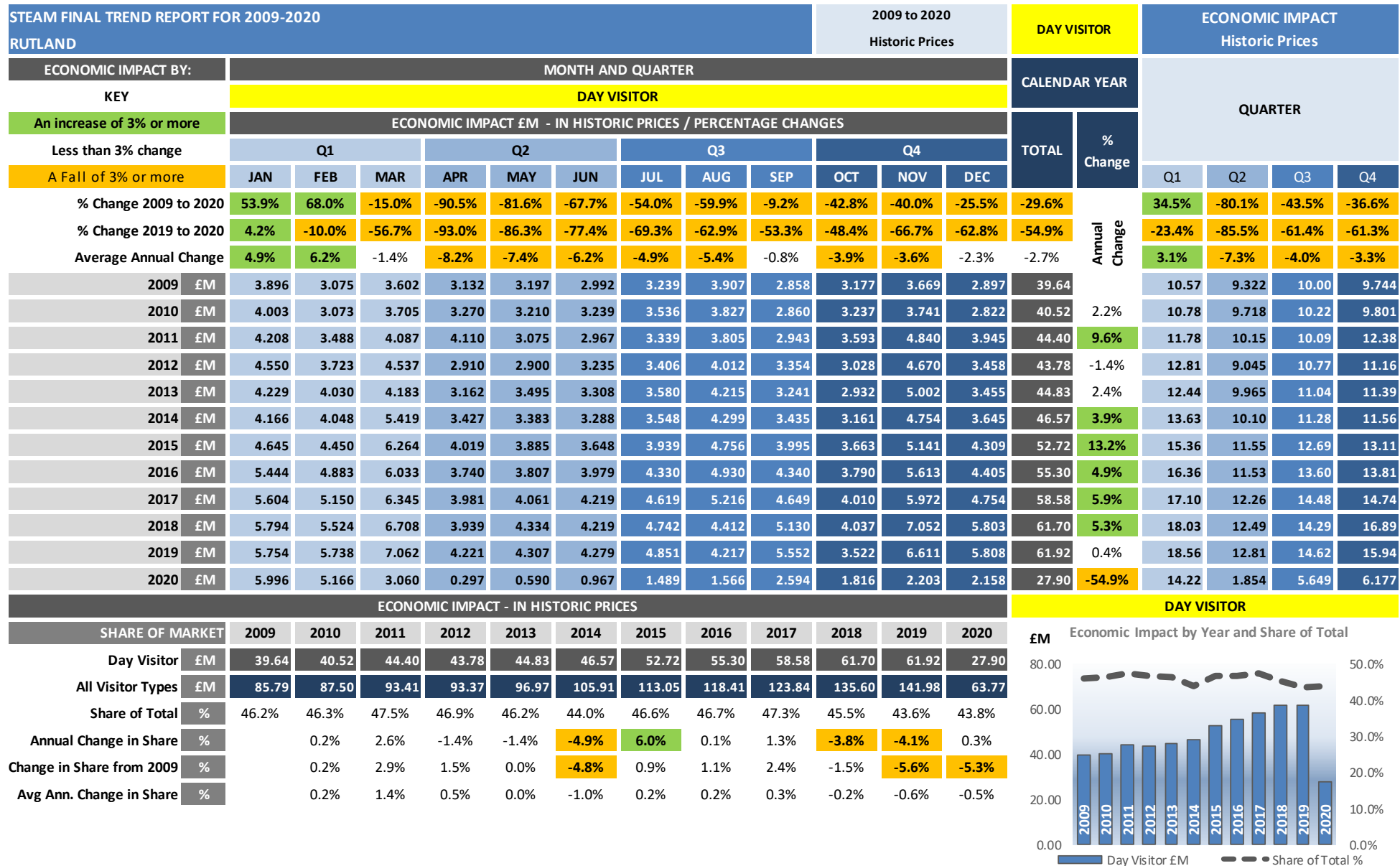
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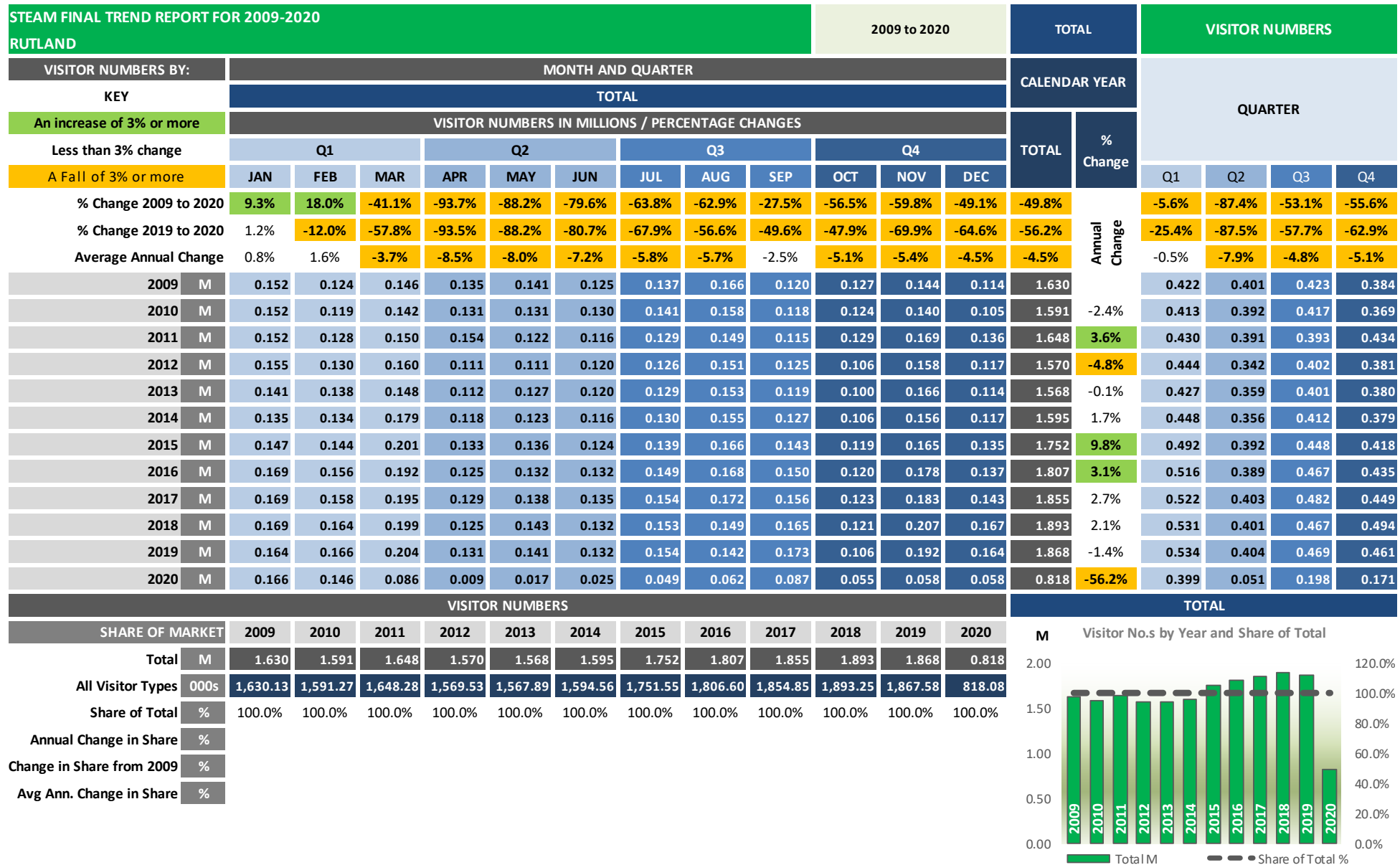


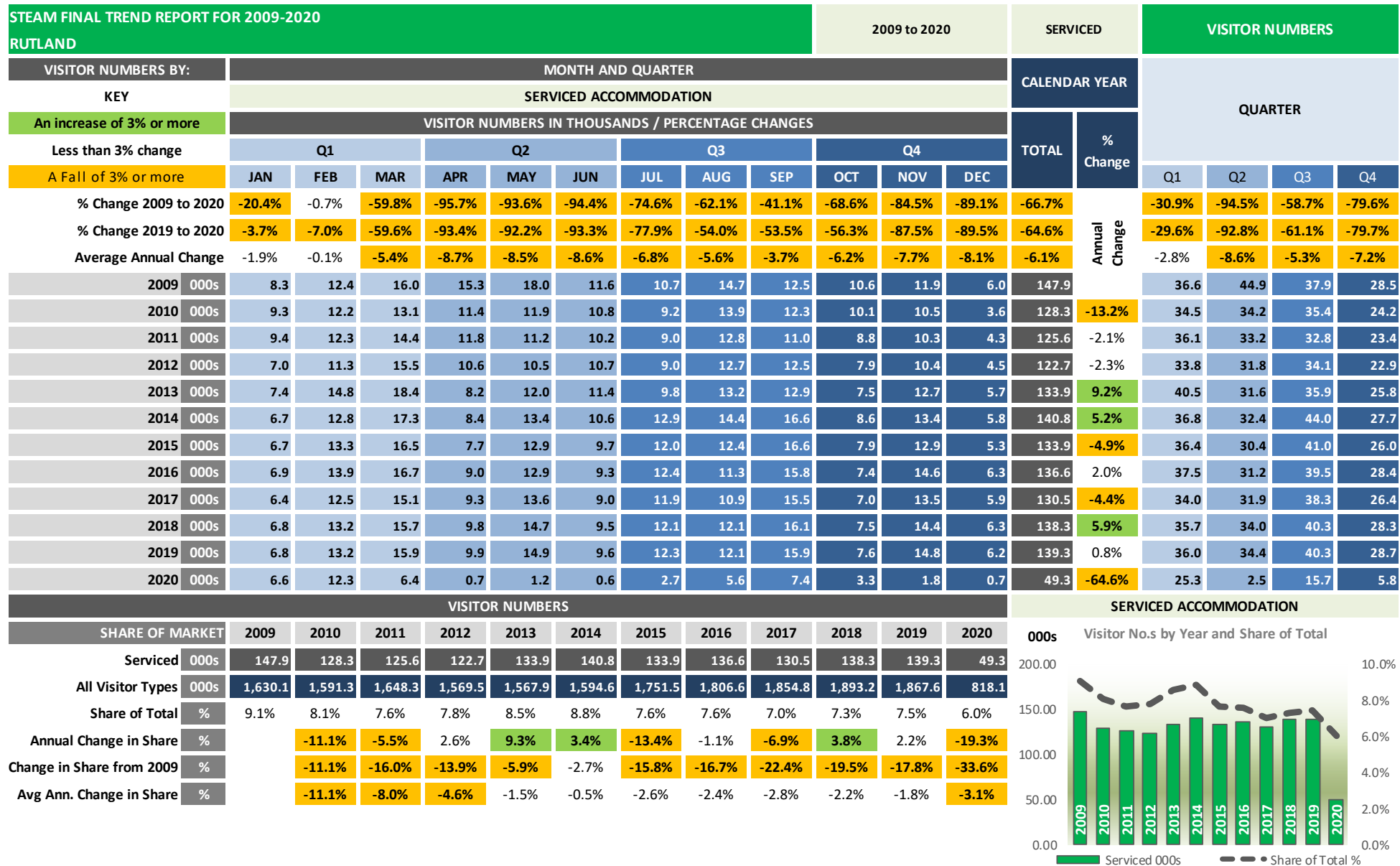


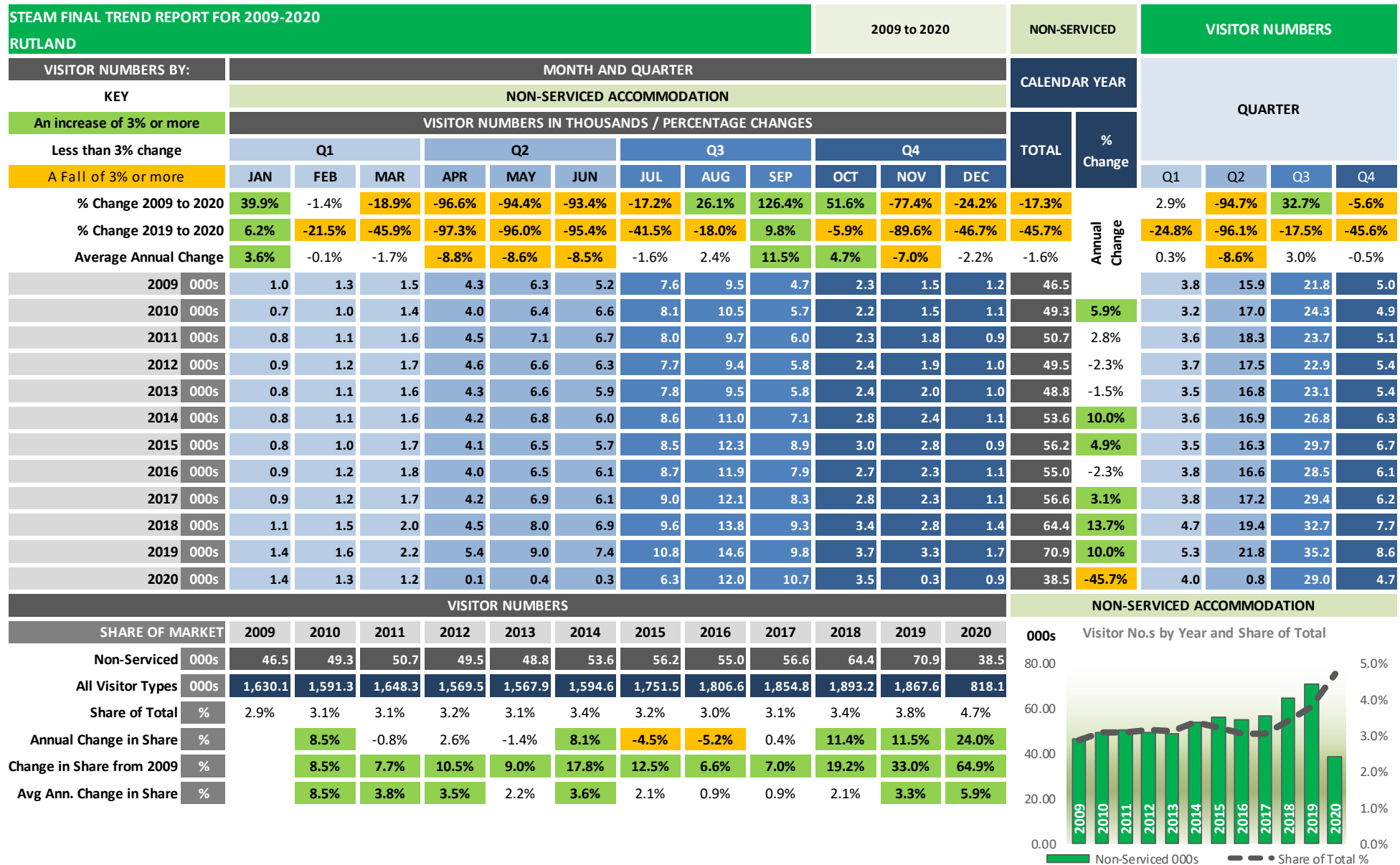


Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

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



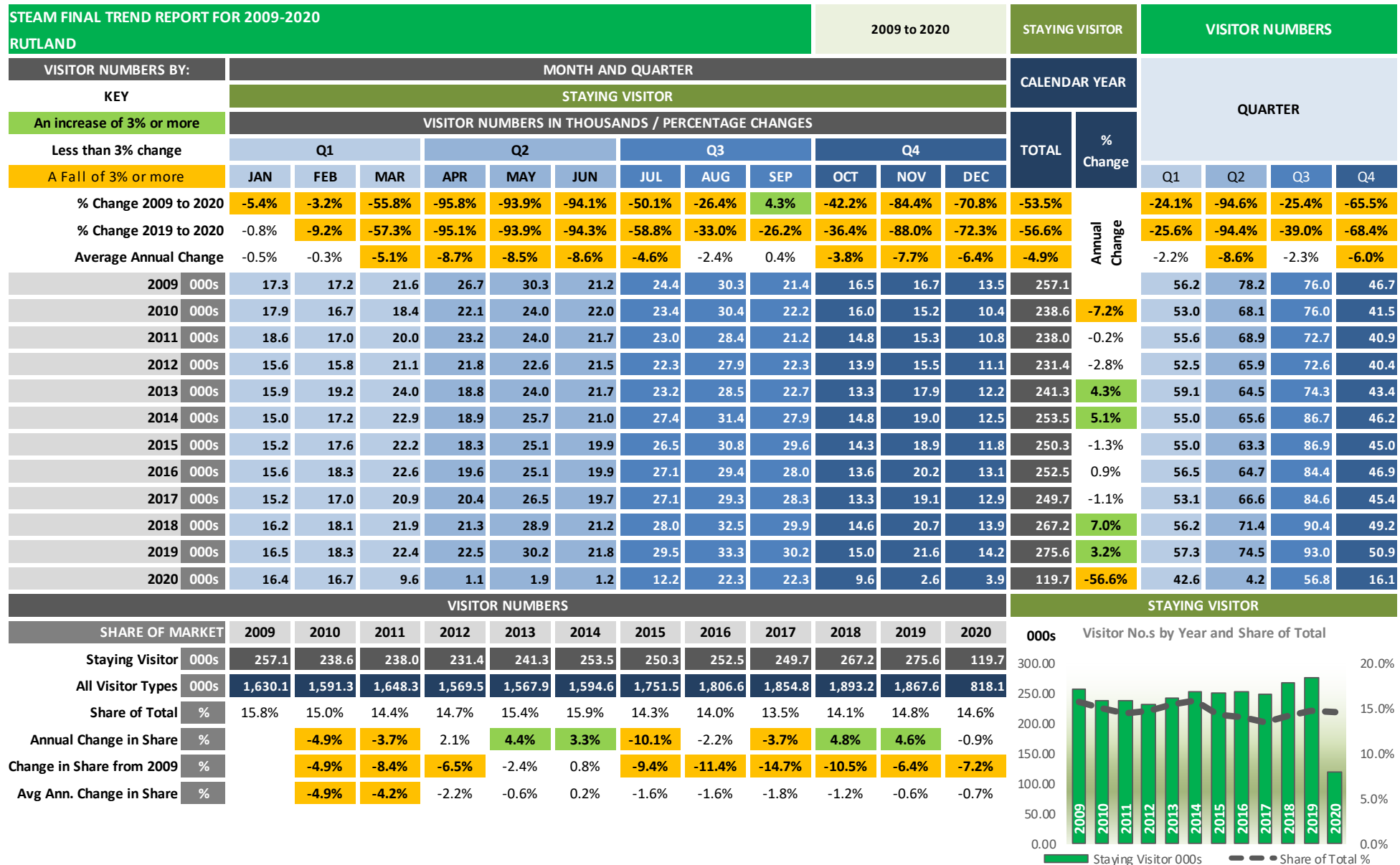




STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020		SFR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		4.2%	-12.7%	-53.9%	-95.6%	-94.4%	-94.3%	-47.9%	-22.3%	1.9%	-24.8%	-87.5%	-62.0%	-49.1%	Annual Change	-15.0%	-94.8%	-25.7%	-57.9%	
% Change 2019 to 2020		0.3%	-11.9%	-54.6%	-95.7%	-94.6%	-94.7%	-50.9%	-27.5%	-8.3%	-26.3%	-88.4%	-62.0%	-51.3%		-16.8%	-95.1%	-31.1%	-58.9%	
Average Annual Change		0.4%	-1.2%	-4.9%	-8.7%	-8.6%	-8.6%	-4.4%	-2.0%	0.2%	-2.3%	-8.0%	-5.6%	-4.5%		-1.4%	-8.6%	-2.3%	-5.3%	
2009	000s	8.0	3.5	4.2	7.0	6.0	4.5	6.0	6.1	4.1	3.7	3.3	6.2	62.6	-2.7%	15.7	17.5	16.3	13.2	
2010	000s	7.9	3.5	3.9	6.7	5.6	4.7	6.0	6.1	4.3	3.6	3.1	5.7	60.9		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		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	
VISITOR NUMBERS														SFR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s Visitor No.s by Year and Share of Total						
SFR		000s	62.6	60.9	61.8	59.3	58.6	59.1	60.1	60.9	62.5	64.5	65.4	31.9	80.00 5.0%					
All Visitor Types		000s	1,630.1	1,591.3	1,648.3	1,569.5	1,567.9	1,594.6	1,751.5	1,806.6	1,854.8	1,893.2	1,867.6	818.1	60.00 4.0%					
Share of Total		%	3.8%	3.8%	3.7%	3.8%	3.7%	3.7%	3.4%	3.4%	3.4%	3.4%	3.5%	3.9%	40.00 3.0%					
Annual Change in Share		%		-0.3%	-2.1%	0.8%	-1.0%	-0.9%	-7.3%	-1.8%	-0.1%	1.2%	2.8%	11.3%	20.00 2.0%					
Change in Share from 2009		%		-0.3%	-2.4%	-1.7%	-2.6%	-3.5%	-10.6%	-12.3%	-12.3%	-11.3%	-8.8%	1.5%	0.00 1.0%					
Avg Ann. Change in Share		%		-0.3%	-1.2%	-0.6%	-0.7%	-0.7%	-1.8%	-1.8%	-1.5%	-1.3%	-0.9%	0.1%	0.00 0.0%					

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STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		11.2%	21.4%	-38.6%	-93.1%	-86.7%	-76.6%	-66.8%	-71.0%	-34.4%	-58.7%	-56.6%	-46.2%	-49.1%	Annual Change	-2.8%	-85.6%	-59.2%	-54.2%	
% Change 2019 to 2020		1.5%	-12.4%	-57.8%	-93.1%	-86.7%	-78.0%	-70.1%	-63.9%	-54.5%	-49.8%	-67.6%	-63.8%	-56.1%		-25.4%	-85.9%	-62.4%	-62.3%	
Average Annual Change		1.0%	1.9%	-3.5%	-8.5%	-7.9%	-7.0%	-6.1%	-6.5%	-3.1%	-5.3%	-5.1%	-4.2%	-4.5%		-0.3%	-7.8%	-5.4%	-4.9%	
2009	M	0.135	0.106	0.125	0.108	0.111	0.104	0.112	0.135	0.099	0.110	0.127	0.100	1.373		-1.5%	0.366	0.323	0.347	0.337
2010	M	0.134	0.103	0.124	0.109	0.107	0.108	0.118	0.128	0.095	0.108	0.125	0.094	1.353	-1.5%	0.360	0.324	0.341	0.327	
2011	M	0.134	0.111	0.130	0.131	0.098	0.094	0.106	0.121	0.093	0.114	0.154	0.125	1.410	4.3%	0.374	0.322	0.320	0.393	
2012	M	0.139	0.114	0.139	0.089	0.089	0.099	0.104	0.123	0.102	0.093	0.143	0.106	1.338	-5.1%	0.392	0.276	0.329	0.341	
2013	M	0.125	0.119	0.124	0.094	0.103	0.098	0.106	0.125	0.096	0.087	0.148	0.102	1.327	-0.9%	0.368	0.295	0.327	0.337	
2014	M	0.120	0.117	0.156	0.099	0.097	0.095	0.102	0.124	0.099	0.091	0.137	0.105	1.341	1.1%	0.393	0.291	0.325	0.333	
2015	M	0.132	0.127	0.178	0.114	0.111	0.104	0.112	0.135	0.114	0.104	0.146	0.123	1.501	11.9%	0.437	0.329	0.361	0.373	
2016	M	0.153	0.137	0.170	0.105	0.107	0.112	0.122	0.139	0.122	0.107	0.158	0.124	1.554	3.5%	0.460	0.324	0.382	0.388	
2017	M	0.154	0.141	0.174	0.109	0.111	0.116	0.127	0.143	0.127	0.110	0.164	0.130	1.605	3.3%	0.469	0.336	0.397	0.404	
2018	M	0.153	0.146	0.177	0.104	0.114	0.111	0.125	0.116	0.135	0.106	0.186	0.153	1.626	1.3%	0.475	0.329	0.377	0.445	
2019	M	0.148	0.148	0.182	0.109	0.111	0.110	0.125	0.108	0.143	0.091	0.170	0.149	1.592	-2.1%	0.477	0.329	0.376	0.410	
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	
VISITOR NUMBERS														DAY VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M Visitor No.s by Year and Share of Total						
Day Visitor	M	1.373	1.353	1.410	1.338	1.327	1.341	1.501	1.554	1.605	1.626	1.592	0.698	2.00						100.0%
All Visitor Types	000s	1,630.13	1,591.27	1,648.28	1,569.53	1,567.89	1,594.56	1,751.55	1,806.60	1,854.85	1,893.25	1,867.58	818.08	1.50						80.0%
Share of Total	%	84.2%	85.0%	85.6%	85.3%	84.6%	84.1%	85.7%	86.0%	86.5%	85.9%	85.2%	85.4%	1.00						60.0%
Annual Change in Share	%		0.9%	0.6%	-0.4%	-0.8%	-0.6%	1.9%	0.4%	0.6%	-0.8%	-0.8%	0.2%	0.50						20.0%
Change in Share from 2009	%		0.9%	1.6%	1.2%	0.5%	-0.2%	1.8%	2.1%	2.7%	2.0%	1.2%	1.4%	0.00						0.0%
Avg Ann. Change in Share	%		0.9%	0.8%	0.4%	0.1%	0.0%	0.3%	0.3%	0.3%	0.2%	0.1%	0.1%	0.00						0.0%

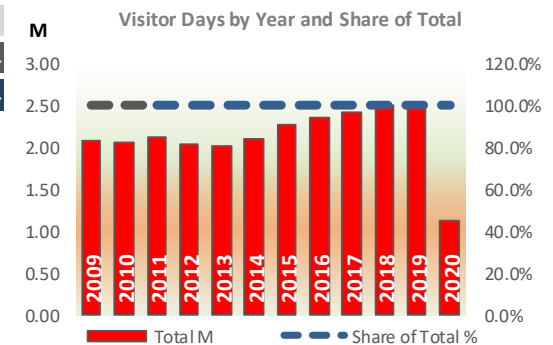
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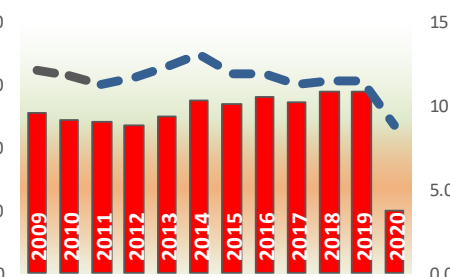
Report Prepared by: Alison Tipler. Date of Issue: 06/09/21

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

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

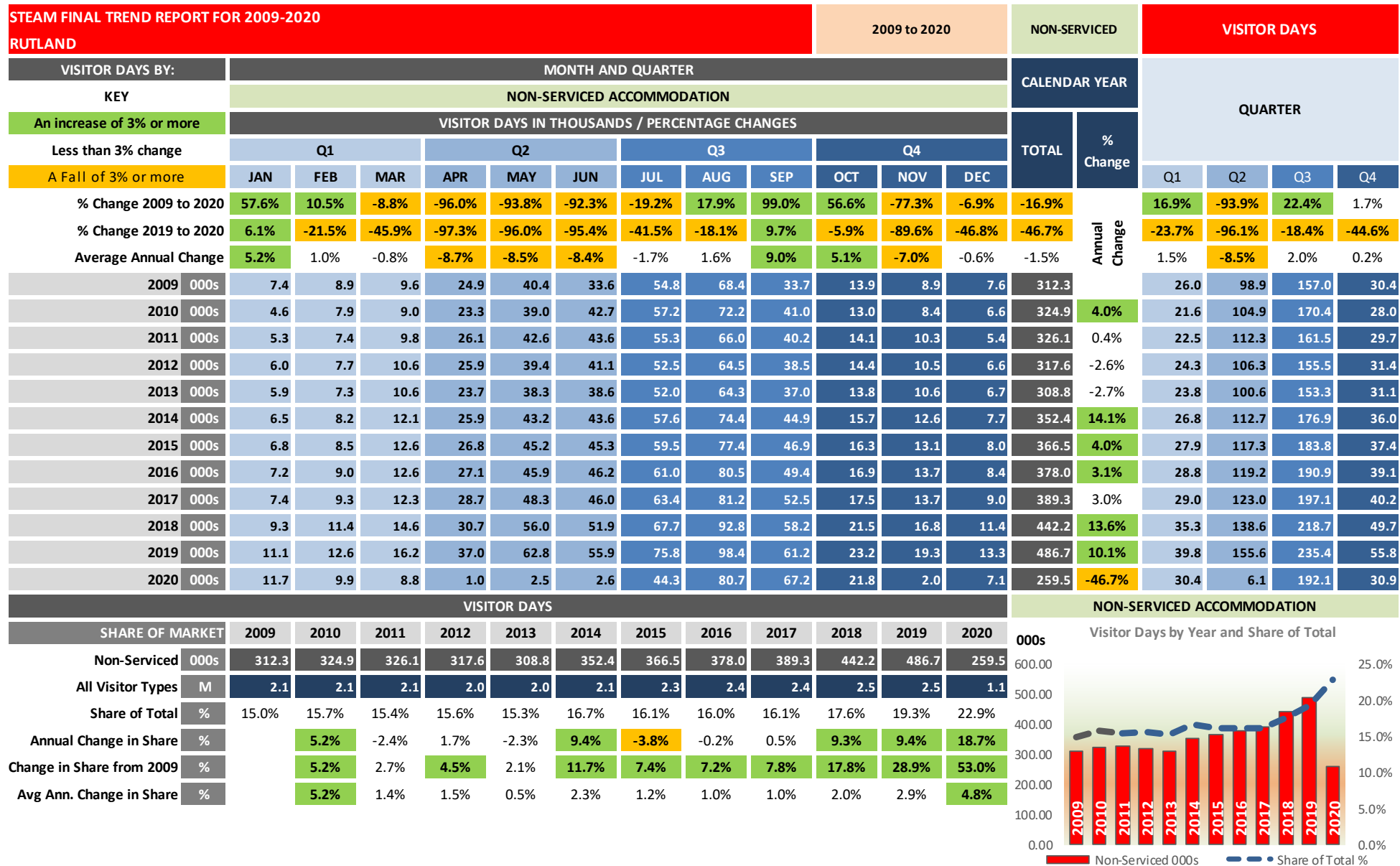
STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020			TOTAL		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2009 to 2020		12.8%	15.7%	-40.6%	-93.8%	-89.4%	-82.6%	-52.8%	-39.4%	-6.2%	-46.2%	-62.6%	-49.3%			-45.7%	Annual Change	-5.0%	-88.7%	-35.0%	-53.1%
% Change 2019 to 2020		1.1%	-12.3%	-57.1%	-94.2%	-90.7%	-85.6%	-60.8%	-42.7%	-36.0%	-41.8%	-72.2%	-63.5%			-55.1%		-25.2%	-90.1%	-46.5%	-61.5%
Average Annual Change		1.2%	1.4%	-3.7%	-8.5%	-8.1%	-7.5%	-4.8%	-3.6%	-0.6%	-4.2%	-5.7%	-4.5%	-4.2%	-0.5%	-8.1%		-3.2%	-4.8%		
2009	M	0.175	0.142	0.171	0.176	0.195	0.167	0.202	0.249	0.163	0.150	0.162	0.134	2.088	-1.1%	0.489	0.538	0.614	0.446		
2010	M	0.174	0.139	0.165	0.172	0.182	0.182	0.210	0.247	0.169	0.146	0.157	0.122	2.065		0.478	0.536	0.626	0.425		
2011	M	0.178	0.147	0.173	0.198	0.175	0.169	0.195	0.232	0.163	0.152	0.187	0.152	2.122		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		
VISITOR DAYS														TOTAL							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M Visitor Days by Year and Share of Total							
Total	M	2.088	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134	3.00							
All Visitor Types	M	2.088	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134	2.50							
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%	2.00							
Annual Change in Share	%													1.50							
Change in Share from 2009	%													1.00							
Avg Ann. Change in Share	%													0.50							
														0.00							
														Total M							
														Share of Total %							

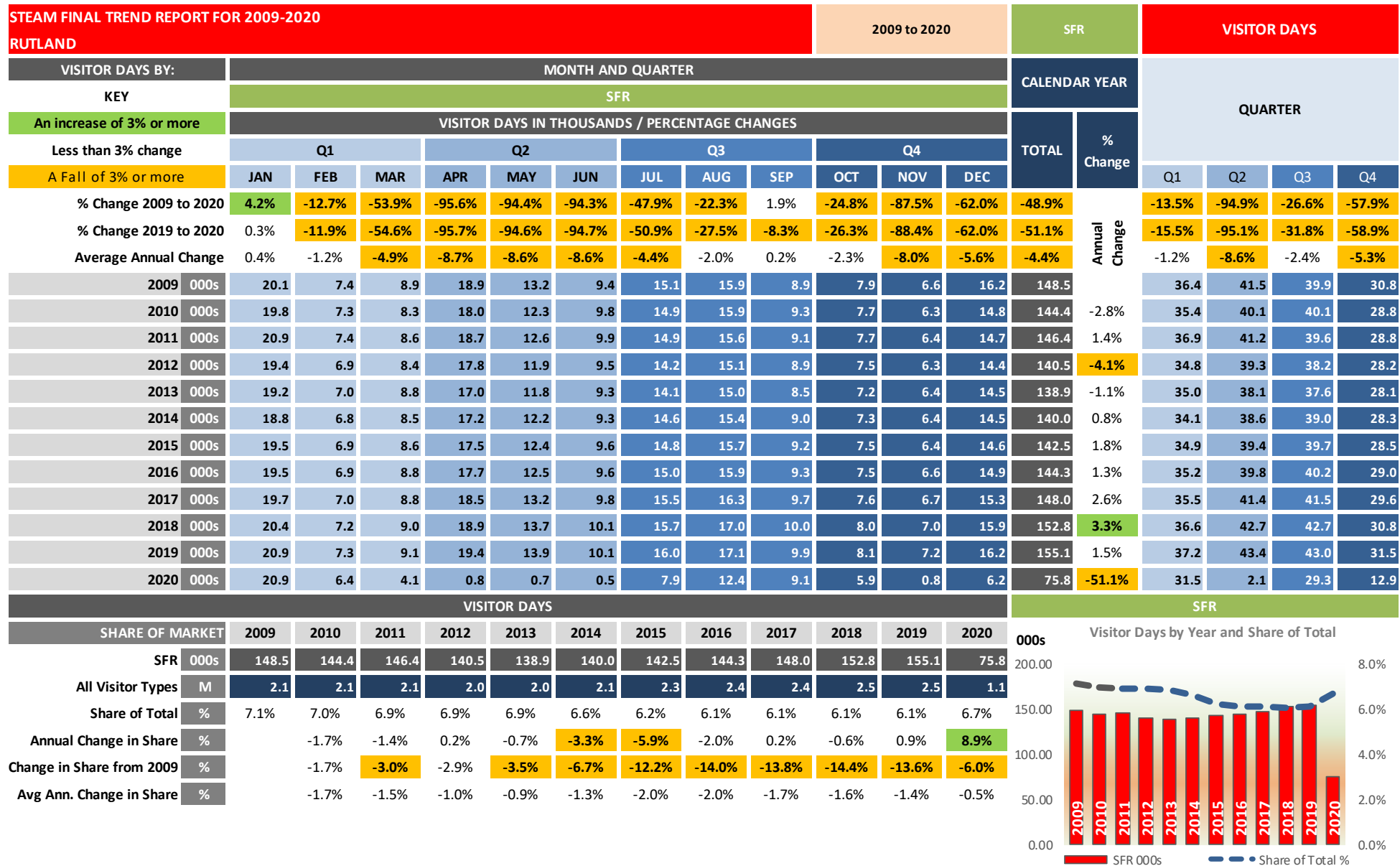


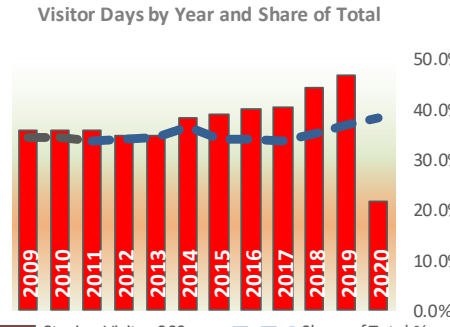
STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND										2009 to 2020			SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		17.3%	-2.3%	-56.1%	-93.1%	-91.1%	-91.7%	-69.6%	-36.1%	-44.3%	-59.0%	-86.0%	-92.2%	-60.6%	Annual Change	-22.9%	-91.9%	-48.2%	-77.3%	
% Change 2019 to 2020		-4.7%	-6.8%	-59.7%	-93.3%	-92.2%	-93.3%	-77.7%	-52.7%	-53.0%	-56.0%	-87.4%	-89.5%	-65.5%		-30.4%	-92.8%	-60.3%	-76.5%	
Average Annual Change		1.6%	-0.2%	-5.1%	-8.5%	-8.3%	-8.3%	-6.3%	-3.3%	-4.0%	-5.4%	-7.8%	-8.4%	-5.5%		-2.1%	-8.4%	-4.4%	-7.0%	
2009 000s		12.9	19.6	27.9	23.6	31.0	20.4	20.3	29.0	21.7	17.7	19.8	10.2	254.0		60.4	75.0	71.0	47.7	
2010 000s		16.1	21.5	23.9	21.6	23.4	21.5	19.7	30.7	23.5	17.6	17.1	6.2	242.8	-4.4%	61.5	66.5	73.9	40.9	
2011 000s		18.2	21.8	24.9	22.8	22.5	20.9	18.8	29.2	20.5	16.4	16.9	6.6	239.6	-1.3%	64.9	66.3	68.5	39.9	
2012 000s		14.9	19.9	25.4	20.8	21.8	22.6	18.8	30.0	22.7	16.0	17.3	6.2	236.6	-1.3%	60.3	65.2	71.6	39.5	
2013 000s		15.2	21.8	30.1	18.4	23.5	23.0	20.6	32.7	21.1	15.0	19.8	7.2	248.4	5.0%	67.1	64.9	74.4	42.1	
2014 000s		15.1	20.9	30.5	20.7	29.3	24.0	27.3	35.7	27.0	17.0	20.8	7.3	275.6	10.9%	66.5	74.0	90.0	45.1	
2015 000s		16.4	21.1	29.2	20.4	29.3	24.8	26.6	34.7	25.7	16.7	19.0	6.7	270.5	-1.8%	66.6	74.5	87.0	42.4	
2016 000s		16.2	21.5	32.0	22.3	30.3	24.0	27.6	35.8	25.5	16.0	21.6	7.7	280.8	3.8%	69.8	76.7	89.0	45.3	
2017 000s		14.8	19.4	28.9	23.1	32.3	23.5	26.8	35.6	25.2	15.3	20.1	7.2	272.1	-3.1%	63.0	78.9	87.6	42.5	
2018 000s		15.9	20.5	30.0	24.3	34.7	24.9	27.1	39.3	26.1	16.3	21.5	7.7	288.3	6.0%	66.4	84.0	92.5	45.5	
2019 000s		15.9	20.5	30.4	24.5	35.2	25.2	27.7	39.1	25.8	16.5	22.1	7.6	290.3	0.7%	66.8	84.8	92.5	46.1	
2020 000s		15.1	19.1	12.3	1.6	2.7	1.7	6.2	18.5	12.1	7.3	2.8	0.8	100.2	-65.5%	46.5	6.1	36.8	10.8	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total					
Serviced		000s	254.0	242.8	239.6	236.6	248.4	275.6	270.5	280.8	272.1	288.3	290.3	100.2	400.00					
All Visitor Types		M	2.1	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	300.00					
Share of Total		%	12.2%	11.8%	11.3%	11.6%	12.3%	13.1%	11.9%	11.9%	11.3%	11.5%	11.5%	8.8%	200.00					
Annual Change in Share		%		-3.4%	-4.0%	3.1%	5.5%	6.4%	-9.2%	0.4%	-5.4%	1.9%	0.1%	-23.2%	100.00					
Change in Share from 2009		%		-3.4%	-7.2%	-4.3%	0.9%	7.4%	-2.5%	-2.1%	-7.4%	-5.6%	-5.5%	-27.4%	0.00					
Avg Ann. Change in Share		%		-3.4%	-3.6%	-1.4%	0.2%	1.5%	-0.4%	-0.3%	-0.9%	-0.6%	-0.5%	-2.5%	0.00					

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Report Prepared by: Alison Tipler. Date of Issue: 06/09/21



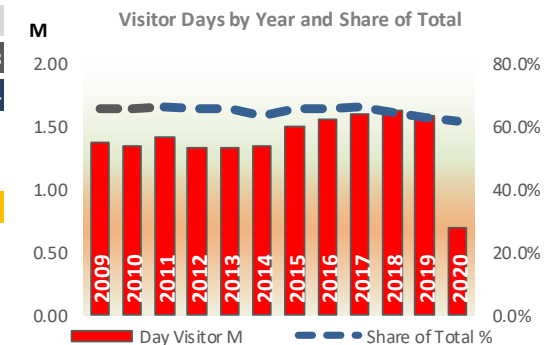


STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020			STAYING VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4	
% Change 2009 to 2020		18.2%	-1.2%	-45.9%	-94.9%	-92.9%	-92.4%	-35.3%	-1.5%	37.3%	-11.5%	-84.1%	-58.7%	-39.1%	Annual Change	-11.7%	-93.4%	-3.6%	-49.7%
% Change 2019 to 2020		0.0%	-12.3%	-54.9%	-95.7%	-94.6%	-94.7%	-51.2%	-27.9%	-8.8%	-26.6%	-88.4%	-62.1%	-53.3%		-24.7%	-95.0%	-30.4%	-59.0%
Average Annual Change		1.7%	-0.1%	-4.2%	-8.6%	-8.4%	-8.4%	-3.2%	-0.1%	3.4%	-1.0%	-7.6%	-5.3%	-3.6%		-1.1%	-8.5%	-0.3%	-4.5%
2009 000s		40.4	35.9	46.4	67.4	84.7	63.3	90.2	113.3	64.3	39.6	35.3	34.0	714.9	-0.4%	122.8	215.4	267.9	108.9
2010 000s		40.5	36.7	41.3	62.9	74.6	73.9	91.9	118.8	73.8	38.3	31.8	27.6	712.1		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
VISITOR DAYS														STAYING VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total				
Staying Visitor		000s	714.9	712.1	712.2	694.6	696.1	767.9	779.5	803.0	809.4	883.3	932.1	435.5					
All Visitor Types		M	2.1	2.1	2.1	2.0	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1					
Share of Total		%	34.2%	34.5%	33.6%	34.2%	34.4%	36.4%	34.2%	34.1%	33.5%	35.2%	36.9%	38.4%					
Annual Change in Share		%		0.7%	-2.7%	1.8%	0.7%	5.8%	-6.1%	-0.3%	-1.6%	5.0%	4.9%	4.0%					
Change in Share from 2009		%		0.7%	-2.0%	-0.2%	0.5%	6.4%	-0.2%	-0.5%	-2.1%	2.8%	7.9%	12.2%					
Avg Ann. Change in Share		%		0.7%	-1.0%	-0.1%	0.1%	1.3%	0.0%	-0.1%	-0.3%	0.3%	0.8%	1.1%					

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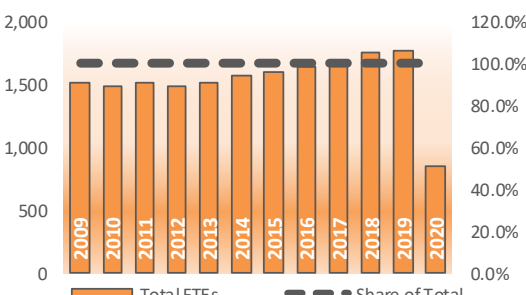
Report Prepared by: Alison Tipler. Date of Issue: 06/09/21

STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020			DAY VISITOR		VISITOR DAYS																																									
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER																																									
KEY		DAY VISITOR																																																							
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change																																										
Less than 3% change		Q1			Q2			Q3			Q4																																														
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																																												
% Change 2009 to 2020		11.2%	21.4%	-38.6%	-93.1%	-86.7%	-76.6%	-66.8%	-71.0%	-34.4%	-58.7%	-56.6%	-46.2%	-49.1%	Annual Change	-2.8%	-85.6%	-59.2%	-54.2%																																						
% Change 2019 to 2020		1.5%	-12.4%	-57.8%	-93.1%	-86.7%	-78.0%	-70.1%	-63.9%	-54.5%	-49.8%	-67.6%	-63.8%	-56.1%		-25.4%	-85.9%	-62.4%	-62.3%																																						
Average Annual Change		1.0%	1.9%	-3.5%	-8.5%	-7.9%	-7.0%	-6.1%	-6.5%	-3.1%	-5.3%	-5.1%	-4.2%	-4.5%		-0.3%	-7.8%	-5.4%	-4.9%																																						
2009	M	0.135	0.106	0.125	0.108	0.111	0.104	0.112	0.135	0.099	0.110	0.127	0.100	1.373		0.366	0.323	0.347	0.337																																						
2010	M	0.134	0.103	0.124	0.109	0.107	0.108	0.118	0.128	0.095	0.108	0.125	0.094	1.353	-1.5%	0.360	0.324	0.341	0.327																																						
2011	M	0.134	0.111	0.130	0.131	0.098	0.094	0.106	0.121	0.093	0.114	0.154	0.125	1.410	4.3%	0.374	0.322	0.320	0.393																																						
2012	M	0.139	0.114	0.139	0.089	0.089	0.099	0.104	0.123	0.102	0.093	0.143	0.106	1.338	-5.1%	0.392	0.276	0.329	0.341																																						
2013	M	0.125	0.119	0.124	0.094	0.103	0.098	0.106	0.125	0.096	0.087	0.148	0.102	1.327	-0.9%	0.368	0.295	0.327	0.337																																						
2014	M	0.120	0.117	0.156	0.099	0.097	0.095	0.102	0.124	0.099	0.091	0.137	0.105	1.341	1.1%	0.393	0.291	0.325	0.333																																						
2015	M	0.132	0.127	0.178	0.114	0.111	0.104	0.112	0.135	0.114	0.104	0.146	0.123	1.501	11.9%	0.437	0.329	0.361	0.373																																						
2016	M	0.153	0.137	0.170	0.105	0.107	0.112	0.122	0.139	0.122	0.107	0.158	0.124	1.554	3.5%	0.460	0.324	0.382	0.388																																						
2017	M	0.154	0.141	0.174	0.109	0.111	0.116	0.127	0.143	0.127	0.110	0.164	0.130	1.605	3.3%	0.469	0.336	0.397	0.404																																						
2018	M	0.153	0.146	0.177	0.104	0.114	0.111	0.125	0.116	0.135	0.106	0.186	0.153	1.626	1.3%	0.475	0.329	0.377	0.445																																						
2019	M	0.148	0.148	0.182	0.109	0.111	0.110	0.125	0.108	0.143	0.091	0.170	0.149	1.592	-2.1%	0.477	0.329	0.376	0.410																																						
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																																						
VISITOR DAYS														DAY VISITOR																																											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M Visitor Days by Year and Share of Total <table><thead><tr><th>Year</th><th>Day Visitor M</th><th>Share of Total %</th></tr></thead><tbody><tr><td>2009</td><td>1.373</td><td>65.8%</td></tr><tr><td>2010</td><td>1.353</td><td>65.5%</td></tr><tr><td>2011</td><td>1.410</td><td>66.4%</td></tr><tr><td>2012</td><td>1.338</td><td>65.8%</td></tr><tr><td>2013</td><td>1.327</td><td>65.6%</td></tr><tr><td>2014</td><td>1.341</td><td>63.6%</td></tr><tr><td>2015</td><td>1.501</td><td>65.8%</td></tr><tr><td>2016</td><td>1.554</td><td>65.9%</td></tr><tr><td>2017</td><td>1.605</td><td>66.5%</td></tr><tr><td>2018</td><td>1.626</td><td>64.8%</td></tr><tr><td>2019</td><td>1.592</td><td>63.1%</td></tr><tr><td>2020</td><td>0.698</td><td>61.6%</td></tr></tbody></table>					Year	Day Visitor M	Share of Total %	2009	1.373	65.8%	2010	1.353	65.5%	2011	1.410	66.4%	2012	1.338	65.8%	2013	1.327	65.6%	2014	1.341	63.6%	2015	1.501	65.8%	2016	1.554	65.9%	2017	1.605	66.5%	2018	1.626	64.8%	2019	1.592	63.1%	2020	0.698	61.6%
Year	Day Visitor M	Share of Total %																																																							
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Day Visitor	M	1.373	1.353	1.410	1.338	1.327	1.341	1.501	1.554	1.605	1.626	1.592	0.698																																												
All Visitor Types	M	2.088	2.065	2.122	2.033	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134																																												
Share of Total	%	65.8%	65.5%	66.4%	65.8%	65.6%	63.6%	65.8%	65.9%	66.5%	64.8%	63.1%	61.6%																																												
Annual Change in Share	%		-0.4%	1.4%	-0.9%	-0.4%	-3.0%	3.5%	0.2%	0.8%	-2.5%	-2.7%	-2.3%																																												
Change in Share from 2009	%		-0.4%	1.0%	0.1%	-0.3%	-3.3%	0.1%	0.3%	1.1%	-1.5%	-4.1%	-6.3%																																												
Avg Ann. Change in Share	%		-0.4%	0.5%	0.0%	-0.1%	-0.7%	0.0%	0.0%	0.1%	-0.2%	-0.4%	-0.6%																																												



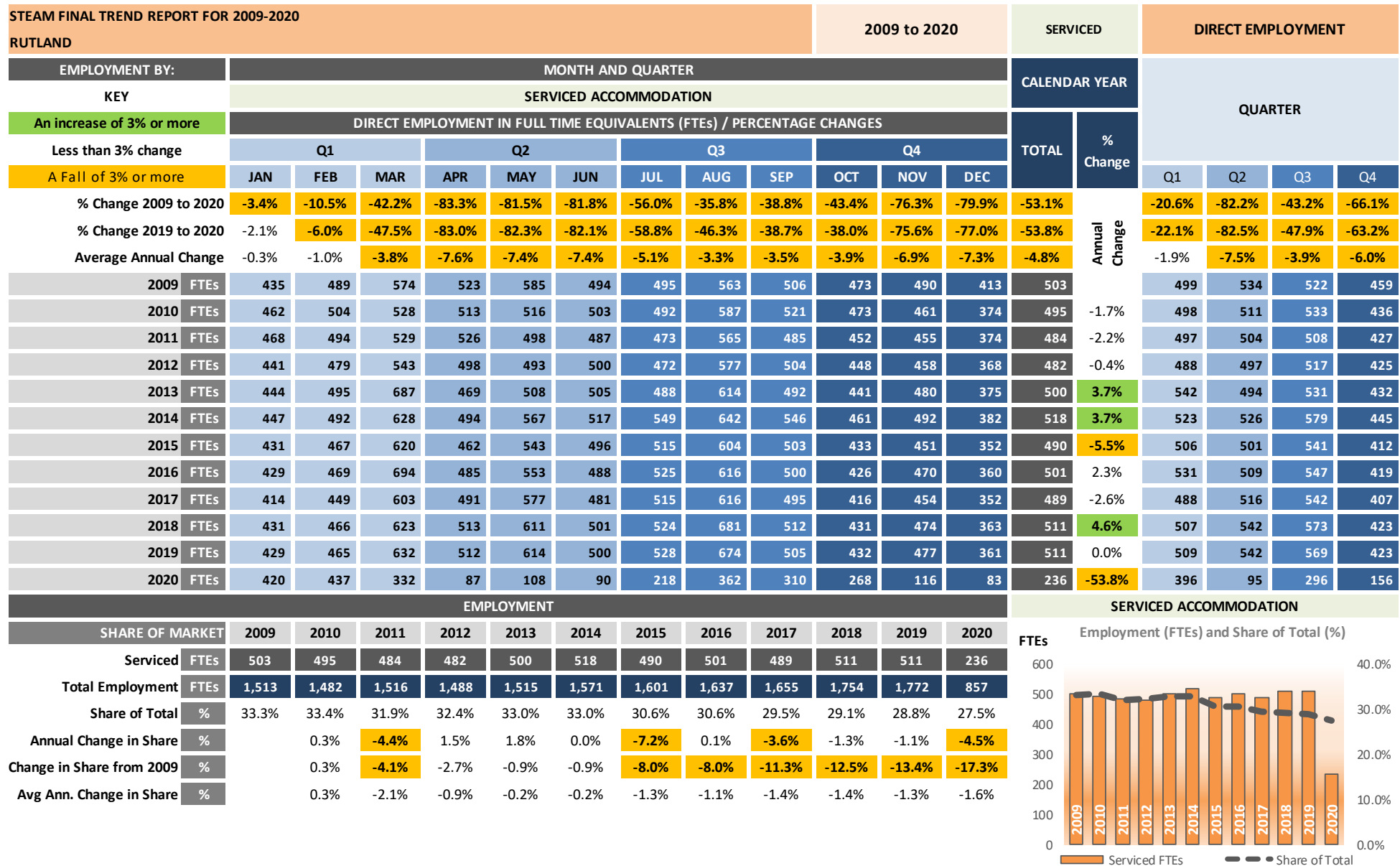
Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020										2009 to 2020			TOTAL	TOTAL EMPLOYMENT				
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											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020	8.4%	7.1%	-37.2%	-88.6%	-84.3%	-80.0%	-47.5%	-29.0%	-7.2%	-36.6%	-62.7%	-54.5%	-43.3%	Annual Change	-8.3%	-84.4%	-29.0%	-51.4%
% Change 2019 to 2020	-1.2%	-10.5%	-51.5%	-89.4%	-86.3%	-83.0%	-56.0%	-37.8%	-30.0%	-34.2%	-69.8%	-62.7%	-51.6%		-23.4%	-86.2%	-41.3%	-57.3%
Average Annual Change	0.8%	0.6%	-3.4%	-8.1%	-7.7%	-7.3%	-4.3%	-2.6%	-0.7%	-3.3%	-5.7%	-5.0%	-3.9%		-0.8%	-7.7%	-2.6%	-4.7%
2009 FTEs	1,451	1,302	1,525	1,540	1,699	1,467	1,718	2,033	1,459	1,335	1,405	1,217	1,513		-2.0%	1,426	1,569	1,737
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	2.3%	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	-1.9%	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	1.8%	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	3.7%	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	1.9%	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	2.3%	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	1.1%	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	6.0%	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	1.1%	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	-51.6%	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		1,308	245	1,233	642
EMPLOYMENT													TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Employment (FTEs) and Share of Total (%)				
Total	FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	FTEs				
Total Employment	FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					
Annual Change in Share	%																	
Change in Share from 2009	%																	
Avg Ann. Change in Share	%																	
																		

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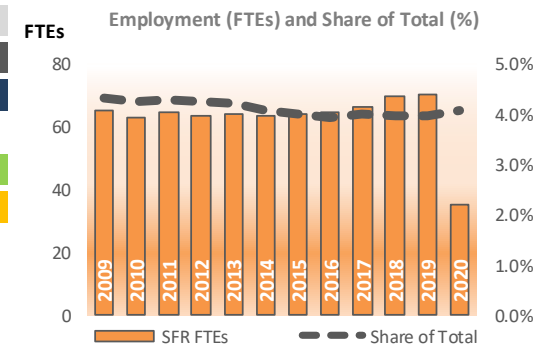


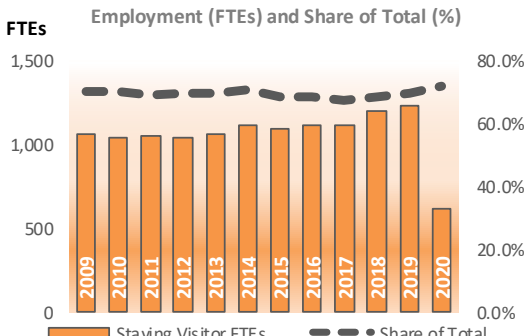
STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND										2009 to 2020			NON-SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2009 to 2020		12.3%	10.4%	-2.6%	-82.5%	-78.2%	-75.2%	-13.7%	22.7%	74.7%	31.1%	-38.1%	-16.1%			-13.6%	6.5%	-78.4%	23.4%	-5.7%
% Change 2019 to 2020		-7.5%	-8.8%	-25.0%	-86.9%	-84.8%	-83.4%	-35.2%	-12.4%	10.2%	-1.9%	-56.7%	-34.3%			-37.5%	-14.2%	-84.8%	-13.3%	-30.0%
Average Annual Change		1.1%	0.9%	-0.2%	-7.5%	-7.1%	-6.8%	-1.2%	2.1%	6.8%	2.8%	-3.5%	-1.5%			-1.2%	0.6%	-7.1%	2.1%	-0.5%
2009	FTEs	130	135	140	209	284	252	342	403	253	157	136	130	214	0.1%	135	248	333	141	
2010	FTEs	115	128	134	196	273	289	343	412	282	150	130	122	214		126	253	346	134	
2011	FTEs	123	131	142	214	298	303	345	395	287	160	144	121	222		3.5%	132	272	342	142
2012	FTEs	124	131	145	213	284	292	335	392	280	160	144	126	219		-1.4%	133	263	336	144
2013	FTEs	119	124	139	200	278	279	332	392	271	153	140	122	213		-2.9%	128	252	332	138
2014	FTEs	132	139	157	220	310	312	367	448	318	172	160	137	239		12.5%	142	280	378	156
2015	FTEs	125	131	151	215	308	309	364	449	317	165	153	129	235		-1.9%	136	277	377	149
2016	FTEs	126	133	150	215	310	312	369	460	327	168	155	131	238		1.4%	136	279	386	151
2017	FTEs	120	128	143	216	316	305	374	459	336	164	149	127	236		-0.7%	130	279	390	147
2018	FTEs	142	150	167	239	368	349	411	530	379	195	176	151	271		14.8%	153	319	440	174
2019	FTEs	157	163	181	277	408	376	456	564	401	210	195	167	296	9.2%	167	354	473	190	
2020	FTEs	146	149	136	36	62	62	295	494	442	206	84	109	185	-37.5%	144	54	410	133	
EMPLOYMENT													NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs Employment (FTEs) and Share of Total (%)						
Non-Serviced	FTEs	214	214	222	219	213	239	235	238	236	271	296	185	Non-Serviced FTEs Share of Total						
Total Employment	FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857							
Share of Total	%	14.2%	14.5%	14.6%	14.7%	14.0%	15.2%	14.7%	14.5%	14.3%	15.5%	16.7%	21.6%							
Annual Change in Share	%		2.2%	1.2%	0.5%	-4.7%	8.5%	-3.7%	-0.8%	-1.8%	8.3%	8.0%	29.3%							
Change in Share from 2009	%		2.2%	3.4%	3.9%	-0.9%	7.4%	3.5%	2.7%	0.8%	9.2%	18.0%	52.6%							
Avg Ann. Change in Share	%		2.2%	1.7%	1.3%	-0.2%	1.5%	0.6%	0.4%	0.1%	1.0%	1.8%	4.8%							

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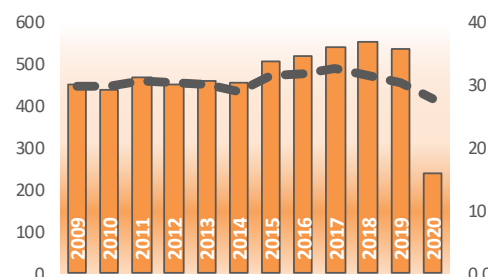
STEAM FINAL TREND REPORT FOR 2009-2020													2009 to 2020	SFR	DIRECT EMPLOYMENT			
RUTLAND																		
EMPLOYMENT BY:	MONTH AND QUARTER													CALENDAR YEAR				
KEY	SFR														QUARTER			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020	6.3%	-10.9%	-52.9%	-95.5%	-94.2%	-94.1%	-45.4%	-16.2%	9.9%	-18.9%	-86.5%	-59.0%	-46.4%		-11.8%	-94.8%	-21.4%	-54.6%
% Change 2019 to 2020	-0.3%	-12.4%	-54.9%	-95.7%	-94.7%	-94.7%	-50.0%	-23.8%	-3.7%	-22.6%	-87.8%	-60.1%	-50.0%		-16.0%	-95.2%	-29.0%	-56.8%
Average Annual Change	0.6%	-1.0%	-4.8%	-8.7%	-8.6%	-8.6%	-4.1%	-1.5%	0.9%	-1.7%	-7.9%	-5.4%	-4.2%		-1.1%	-8.6%	-1.9%	-5.0%
2009 FTEs	106	39	47	100	70	49	80	84	47	42	35	86	65		64	73	70	54
2010 FTEs	103	38	43	94	64	51	78	83	48	40	33	77	63	-3.9%	62	70	70	50
2011 FTEs	111	39	45	99	67	52	79	83	48	41	34	78	65	3.1%	65	73	70	51
2012 FTEs	105	37	46	96	64	51	77	82	48	40	34	78	63	-2.4%	63	71	69	51
2013 FTEs	107	39	48	94	65	51	78	83	47	40	36	80	64	1.3%	65	70	69	52
2014 FTEs	103	37	47	94	66	51	80	84	49	40	35	79	64	-0.5%	62	70	71	51
2015 FTEs	105	37	46	94	67	52	80	84	49	40	34	79	64	0.5%	63	71	71	51
2016 FTEs	105	37	47	95	67	51	80	85	50	40	35	80	64	0.5%	63	71	72	52
2017 FTEs	106	38	47	100	71	53	83	88	52	41	36	82	66	3.3%	64	74	75	53
2018 FTEs	112	39	49	104	75	55	86	93	54	44	38	87	70	4.8%	67	78	78	56
2019 FTEs	113	40	49	105	75	55	87	93	54	44	39	88	70	0.6%	67	78	78	57
2020 FTEs	113	35	22	4	4	3	44	70	52	34	5	35	35	-50.0%	57	4	55	25
EMPLOYMENT													SFR					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020						
SFR FTEs	65	63	65	63	64	64	64	64	66	70	70	35						
Total Employment FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857						
Share of Total %	4.3%	4.2%	4.3%	4.2%	4.2%	4.1%	4.0%	3.9%	4.0%	4.0%	4.0%	4.1%						
Annual Change in Share %		-1.9%	0.8%	-0.5%	-0.5%	-4.1%	-1.3%	-1.8%	2.2%	-1.1%	-0.5%	3.4%						
Change in Share from 2009 %		-1.9%	-1.2%	-1.7%	-2.2%	-6.1%	-7.4%	-9.1%	-7.1%	-8.1%	-8.5%	-5.4%						
Avg Ann. Change in Share %		-1.9%	-0.6%	-0.6%	-0.5%	-1.2%	-1.2%	-1.3%	-0.9%	-0.9%	-0.9%	-0.5%						



STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND										2009 to 2020			STAYING VISITOR		DIRECT EMPLOYMENT										
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER										
KEY		STAYING VISITOR																							
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change											
Less than 3% change		Q1			Q2			Q3			Q4														
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4						
% Change 2009 to 2020		1.2%	-6.3%	-35.6%	-84.6%	-81.4%	-80.5%	-39.3%	-11.8%	-0.4%	-24.5%	-68.9%	-63.8%	-41.7%	Annual Change	-14.5%	-82.2%	-17.6%	-52.1%						
% Change 2019 to 2020		-3.0%	-7.1%	-43.2%	-85.7%	-84.1%	-83.3%	-48.0%	-30.4%	-16.3%	-26.0%	-71.1%	-63.0%	-48.0%		-19.8%	-84.3%	-32.0%	-53.2%						
Average Annual Change		0.1%	-0.6%	-3.2%	-7.7%	-7.4%	-7.3%	-3.6%	-1.1%	0.0%	-2.2%	-6.3%	-5.8%	-3.8%		-1.3%	-7.5%	-1.6%	-4.7%						
2009	FTEs	671	662	761	831	939	795	917	1,050	806	672	662	629	783	-1.4%	698	855	924	654						
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		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						
EMPLOYMENT														STAYING VISITOR											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs Employment (FTEs) and Share of Total (%)											
Staying Visitor		FTEs	1,061	1,043	1,050	1,038	1,058	1,115	1,097	1,120	1,117	1,200	1,235	618											
Total Employment		FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857											
Share of Total		%	70.2%	70.4%	69.3%	69.8%	69.8%	71.0%	68.5%	68.4%	67.5%	68.4%	69.7%	72.1%											
Annual Change in Share		%		0.3%	-1.5%	0.7%	0.1%	1.6%	-3.5%	-0.2%	-1.3%	1.4%	1.8%	3.5%											
Change in Share from 2009		%		0.3%	-1.3%	-0.6%	-0.5%	1.2%	-2.4%	-2.5%	-3.8%	-2.5%	-0.7%	2.8%											
Avg Ann. Change in Share		%		0.3%	-0.6%	-0.2%	-0.1%	0.2%	-0.4%	-0.4%	-0.5%	-0.3%	-0.1%	0.3%											

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Report Prepared by: Alison Tipler. Date of Issue: 06/09/21

STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		13.5%	23.9%	-37.3%	-93.0%	-86.4%	-76.2%	-65.3%	-69.0%	-29.8%	-55.8%	-53.6%	-42.4%	-47.1%	Annual Change	-0.8%	-85.3%	-56.6%	-51.0%
% Change 2019 to 2020		0.9%	-12.9%	-58.1%	-93.2%	-86.8%	-78.1%	-69.6%	-62.3%	-52.6%	-47.6%	-66.2%	-62.3%	-55.5%		-25.8%	-86.0%	-61.0%	-60.7%
Average Annual Change		1.2%	2.2%	-3.4%	-8.5%	-7.9%	-6.9%	-5.9%	-6.3%	-2.7%	-5.1%	-4.9%	-3.9%	-4.3%		-0.1%	-7.8%	-5.1%	-4.6%
2009 FTEs		532	420	492	428	437	409	443	534	391	434	501	396	451		-2.6%	482	425	456
2010 FTEs		521	400	482	425	418	422	460	498	372	421	487	367	439	-2.6%	468	422	443	425
2011 FTEs		530	439	514	517	387	374	420	479	370	452	609	497	466	6.0%	494	426	423	519
2012 FTEs		561	459	559	359	358	399	420	495	413	373	576	426	450	-3.4%	526	372	443	458
2013 FTEs		518	493	512	387	428	405	438	516	397	359	612	423	457	1.6%	508	406	450	465
2014 FTEs		490	476	637	403	398	386	417	505	404	371	559	428	456	-0.2%	534	396	442	453
2015 FTEs		533	511	719	461	446	419	452	546	459	420	590	494	504	10.5%	588	442	485	502
2016 FTEs		612	549	678	420	428	447	487	554	488	426	631	495	518	2.7%	613	432	509	517
2017 FTEs		618	568	700	439	448	465	510	575	513	442	659	524	539	4.0%	629	451	533	542
2018 FTEs		624	595	722	424	467	454	511	475	552	435	759	625	554	2.8%	647	448	513	606
2019 FTEs		599	597	735	439	448	445	505	439	578	367	688	605	537	-3.0%	644	444	507	553
2020 FTEs		604	520	308	30	59	97	153	165	274	192	233	228	239	-55.5%	478	62	198	218
EMPLOYMENT														DAY VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs Employment (FTEs) and Share of Total (%)					
Day Visitor		FTEs	451	439	466	450	457	456	504	518	539	554	537	239					
Total Employment		FTEs	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857					
Share of Total		%	29.8%	29.6%	30.7%	30.2%	30.2%	29.0%	31.5%	31.6%	32.5%	31.6%	30.3%	27.9%					
Annual Change in Share		%		-0.6%	3.6%	-1.6%	-0.2%	-3.8%	8.5%	0.4%	2.9%	-3.0%	-4.0%	-8.1%					
Change in Share from 2009		%		-0.6%	2.9%	1.3%	1.1%	-2.7%	5.5%	6.0%	9.0%	5.8%	1.5%	-6.6%					
Avg Ann. Change in Share		%		-0.6%	1.5%	0.4%	0.3%	-0.5%	0.9%	0.9%	1.1%	0.6%	0.2%	-0.6%					

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Report Prepared by: Alison Tipler. Date of Issue: 06/09/21

STEAM FINAL TREND REPORT FOR 2009-2020

RUTLAND

SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	67	1,296	-3	-34	-19	-46
+50 Room	1	131	-0	-0	-0	-0
11-50 Room	15	766	+1	+25	+2	+98
<10 Room	51	400	-4	-58	-21	-143

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	71	3,852	-4	-149	+3	+787
Self catering	53	1,426	-4	-72	-6	+174
Static caravans/chalets	0	128	0	-8	0	+112
Touring caravans/camping	17	2,250	0	-69	+9	+501
Youth Hostels	1	48	+0	+0	+0	+0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	138	5,149	-7	-182	-16	+742
Serviced Accommodation Share of Total	48%	25%				
Non-Serviced Accommodation Share of Total	52%	75%				

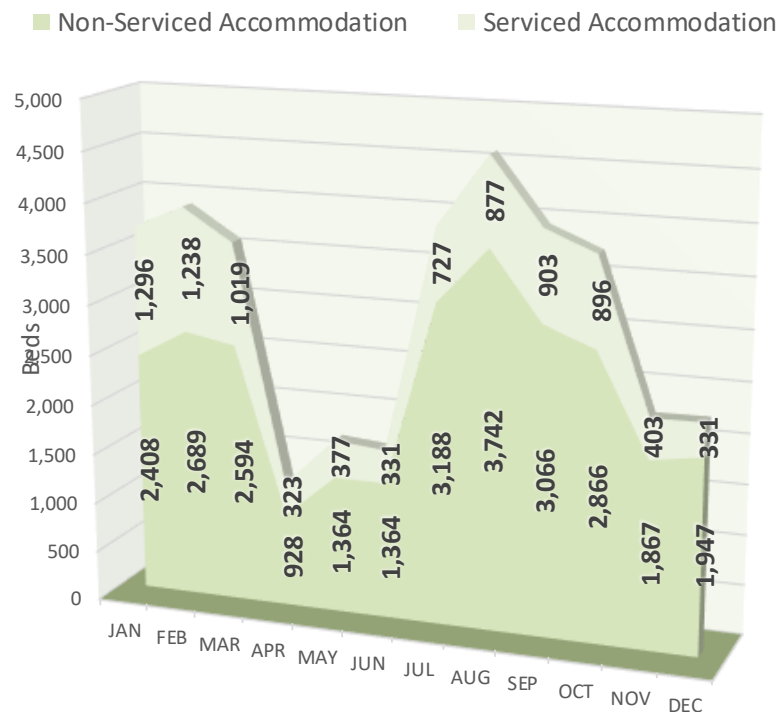
SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,705	3,928	3,613	1,251	1,741	1,696	3,916	4,619	3,969	3,763	2,270	2,279
Serviced Accommodation	1,296	1,238	1,019	323	377	331	727	877	903	896	403	331
Non-Serviced Accommodation	2,408	2,689	2,594	928	1,364	1,364	3,188	3,742	3,066	2,866	1,867	1,947

2020

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY 2020



Report Sections With Historic Financial Data Indexed to 2020 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: 2020*

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

STEAM FINAL TREND REPORT FOR 2009-2020
RUTLAND

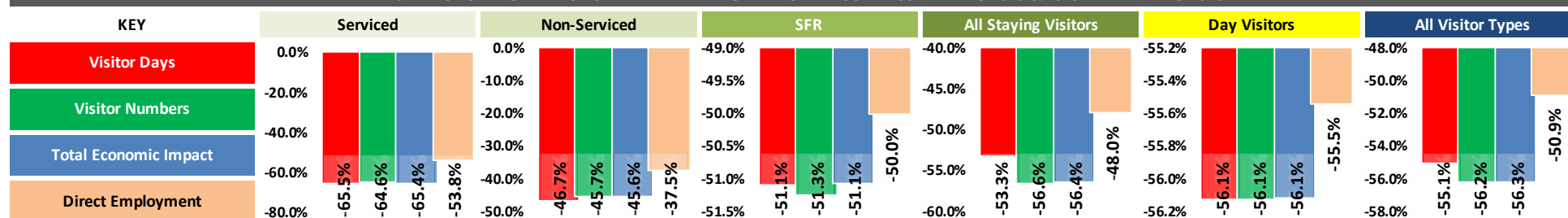
Comparing 2020 and 2019
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

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

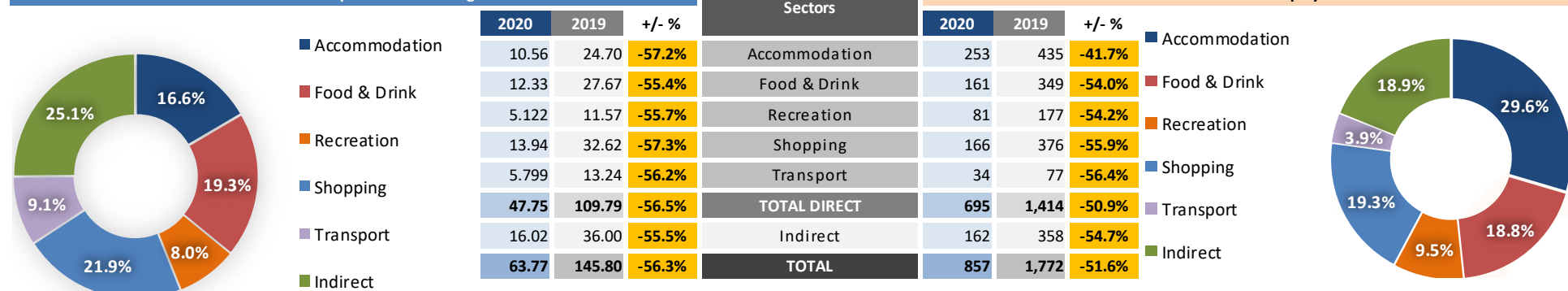
KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	000s	100.20	290.31	-65.5%	259.50	486.73	-46.7%	75.84	155.07	-51.1%	435.54	932.11	-53.3%	698.41	1,591.97	-56.1%	1,133.95	2,524.07	-55.1%
Visitor Numbers	000s	49.28	139.32	-64.6%	38.50	70.87	-45.7%	31.89	65.42	-51.3%	119.66	275.62	-56.6%	698.41	1,591.97	-56.1%	818.08	1,867.58	-56.2%
Direct Expenditure	£M																47.75	109.79	-56.5%
Economic Impact	£M	14.69	42.48	-65.4%	17.18	31.56	-45.6%	4.000	8.177	-51.1%	35.87	82.21	-56.4%	27.90	63.59	-56.1%	63.77	145.80	-56.3%
Direct Employment	FTEs	236	511	-53.8%	185	296	-37.5%	35	70	-50.0%	456	877	-48.0%	239	537	-55.5%	695	1,414	-50.9%
Total Employment	FTEs																857	1,772	-51.6%

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



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

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2009-2020

RUTLAND

Economic Impact - Indexed - Total



2009 to 2020

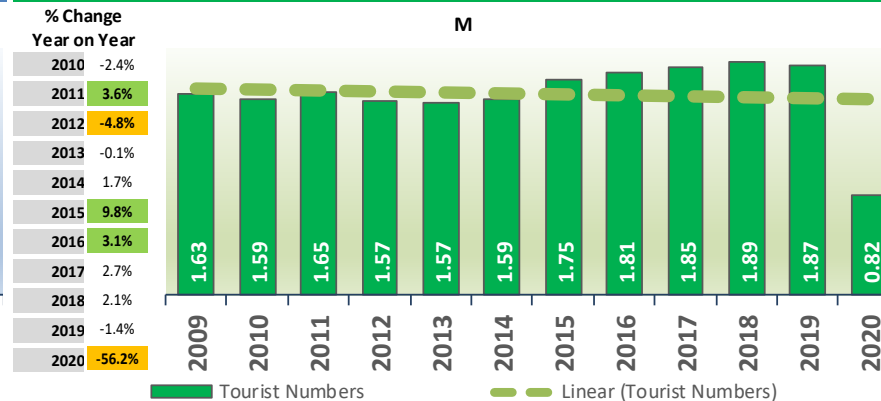
2020 Prices

TOTAL

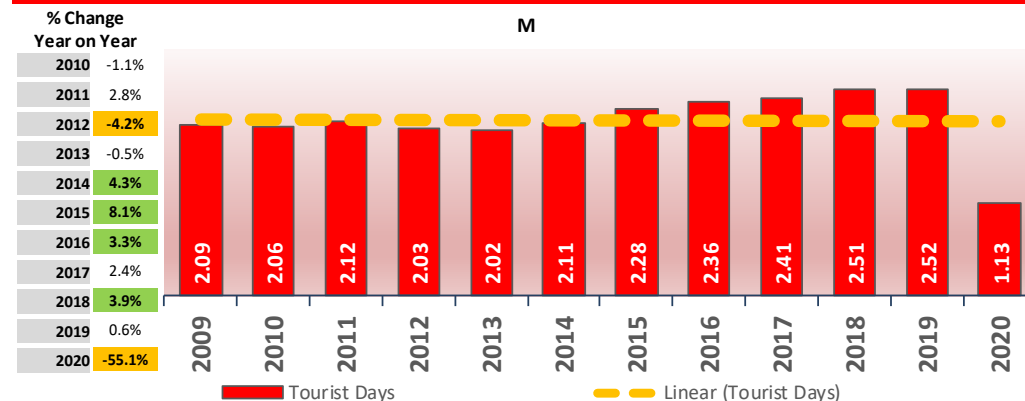
KEY MEASURES

Indexed

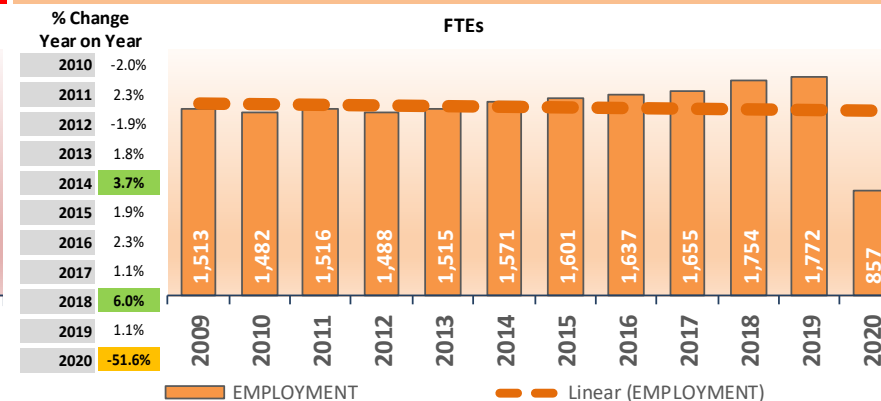
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-1.7%	-0.1%	-3.9%	-3.4%	2.7%	8.4%	12.1%	14.2%	20.3%	22.9%	-46.3%
Visitor Numbers		-2.4%	1.1%	-3.7%	-3.8%	-2.2%	7.4%	10.8%	13.8%	16.1%	14.6%	-49.8%
Visitor Days		-1.1%	1.7%	-2.6%	-3.1%	1.0%	9.2%	12.9%	15.6%	20.2%	20.9%	-45.7%
Total Employment		-2.0%	0.2%	-1.6%	0.2%	3.9%	5.8%	8.2%	9.4%	16.0%	17.2%	-43.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

RUTLAND

Economic Impact - Indexed - Serviced Accommodation



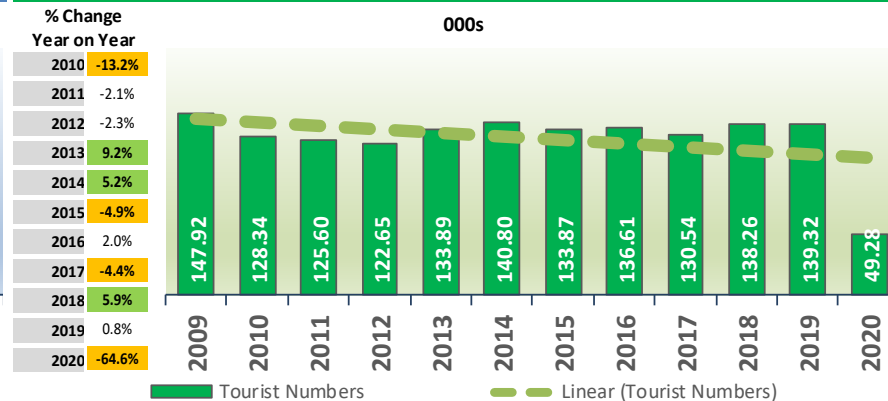
2009 to 2020

2020 Prices

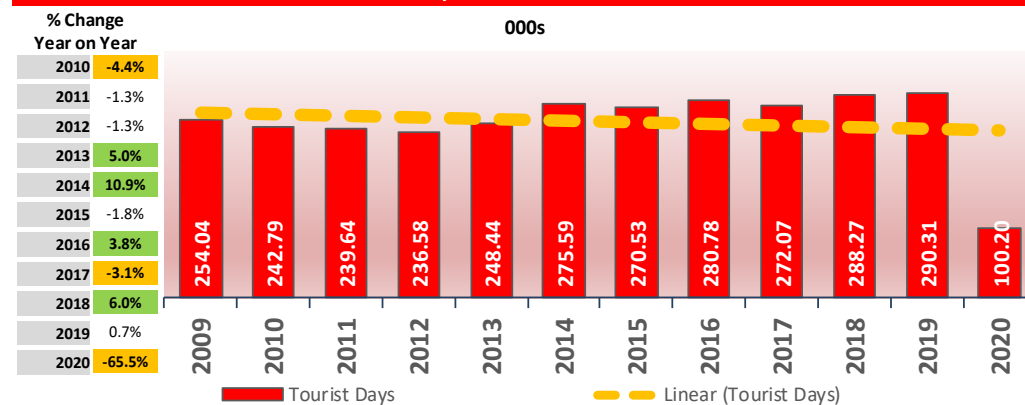
SERVICED ACCOMMODATION

KEY MEASURES Indexed

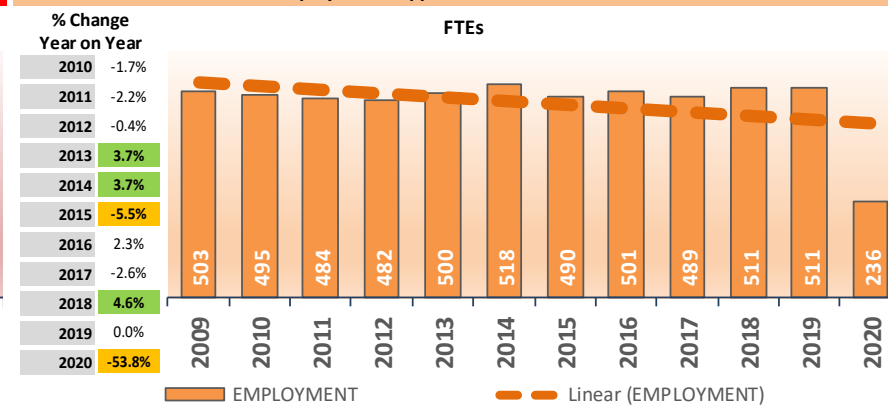
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-4.5%	-5.4%	-7.3%	-2.7%	7.9%	5.8%	9.8%	8.1%	14.9%	15.6%	-60.0%
Visitor Numbers		-13.2%	-15.1%	-17.1%	-9.5%	-4.8%	-9.5%	-7.6%	-11.8%	-6.5%	-5.8%	-66.7%
Visitor Days		-4.4%	-5.7%	-6.9%	-2.2%	8.5%	6.5%	10.5%	7.1%	13.5%	14.3%	-60.6%
Direct Employment		-1.7%	-3.9%	-4.3%	-0.7%	2.9%	-2.7%	-0.4%	-2.9%	1.5%	1.5%	-53.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

RUTLAND

Economic Impact - Indexed - Non-Serviced Accommodation



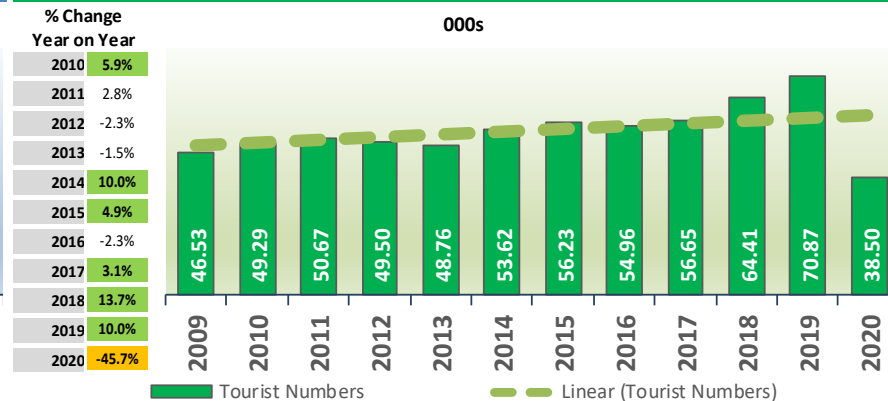
2009 to 2020

2020 Prices

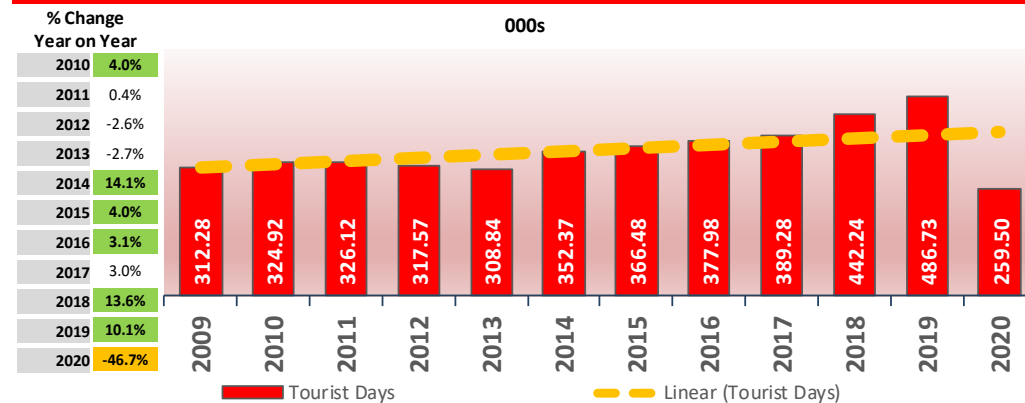
NON-SERVICED ACCOMMODATION

KEY MEASURES Indexed

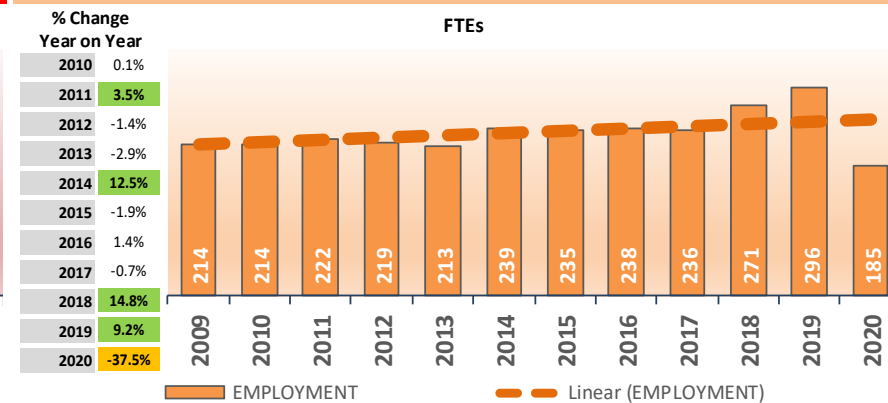
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		3.5%	2.3%	-0.8%	-3.4%	10.3%	15.5%	19.0%	24.2%	43.1%	63.9%	-10.8%
Visitor Numbers		5.9%	8.9%	6.4%	4.8%	15.2%	20.9%	18.1%	21.8%	38.4%	52.3%	-17.3%
Visitor Days		4.0%	4.4%	1.7%	-1.1%	12.8%	17.4%	21.0%	24.7%	41.6%	55.9%	-16.9%
Direct Employment		0.1%	3.6%	2.2%	-0.8%	11.6%	9.5%	11.1%	10.4%	26.7%	38.3%	-13.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

RUTLAND

Economic Impact - Indexed - SFR



2009 to 2020

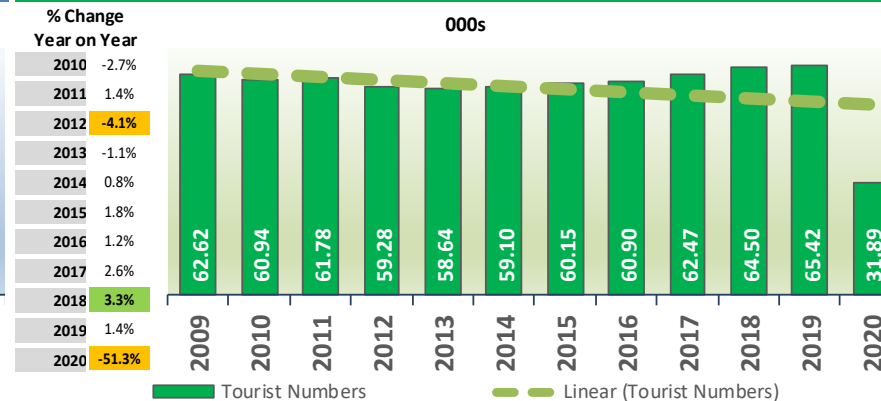
2020 Prices

SFR

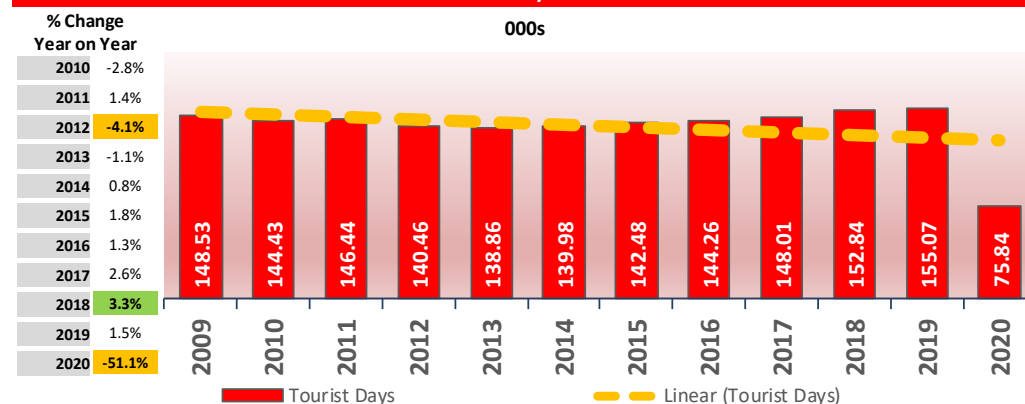
KEY MEASURES

Indexed

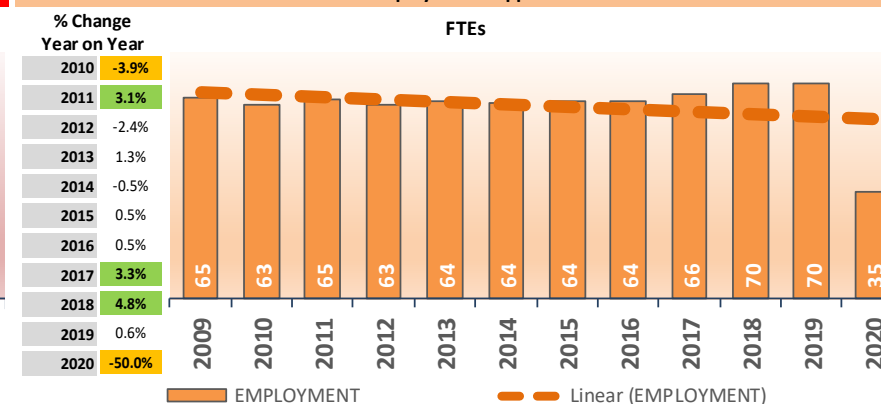
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-2.7%	-1.4%	-5.4%	-6.5%	-5.7%	-4.0%	-2.8%	-0.3%	2.9%	4.4%	-48.9%
Visitor Numbers		-2.7%	-1.3%	-5.3%	-6.4%	-5.6%	-4.0%	-2.8%	-0.2%	3.0%	4.5%	-49.1%
Visitor Days		-2.8%	-1.4%	-5.4%	-6.5%	-5.8%	-4.1%	-2.9%	-0.3%	2.9%	4.4%	-48.9%
Direct Employment		-3.9%	-1.0%	-3.3%	-2.0%	-2.5%	-2.0%	-1.6%	1.7%	6.6%	7.2%	-46.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

RUTLAND

Economic Impact - Indexed - Staying Visitor



2009 to 2020

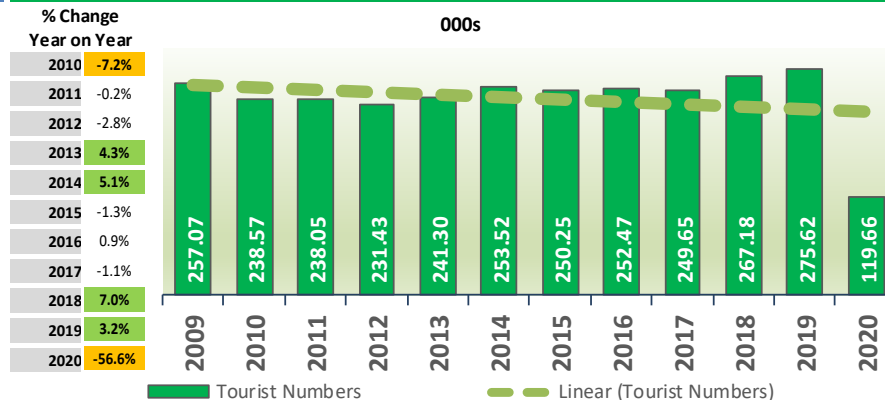
2020 Prices

STAYING VISITOR

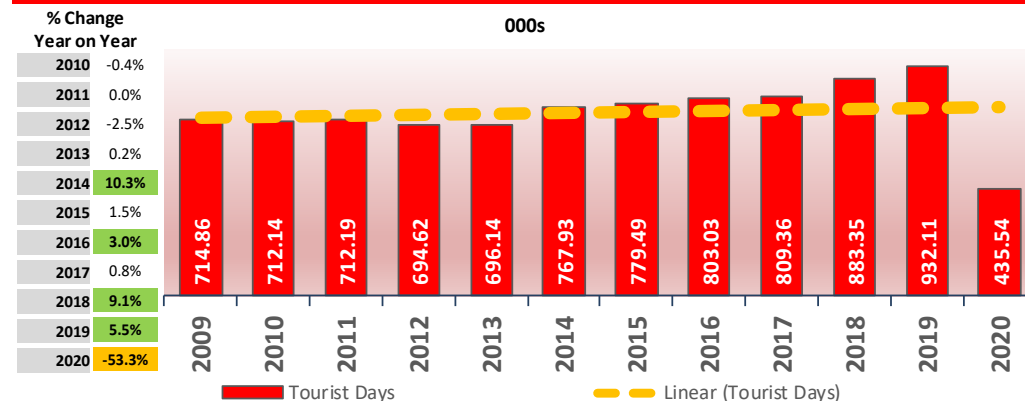
KEY MEASURES

Indexed

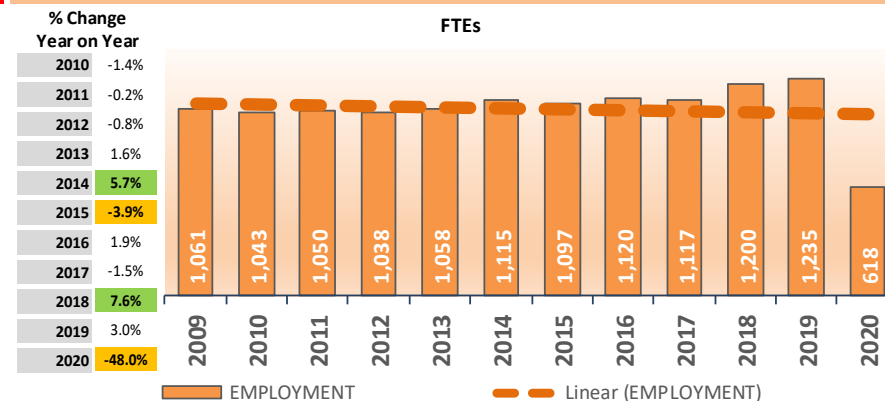
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-1.8%	-2.6%	-5.1%	-3.4%	7.0%	7.5%	11.0%	11.9%	21.9%	28.8%	-43.8%
Visitor Numbers		-7.2%	-7.4%	-10.0%	-6.1%	-1.4%	-2.7%	-1.8%	-2.9%	3.9%	7.2%	-53.5%
Visitor Days		-0.4%	-0.4%	-2.8%	-2.6%	7.4%	9.0%	12.3%	13.2%	23.6%	30.4%	-39.1%
Direct Employment		-1.7%	-1.0%	-2.2%	-0.3%	5.1%	3.3%	5.5%	5.2%	13.1%	16.4%	-41.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

RUTLAND

Economic Impact - Indexed - Day Visitor



2009 to 2020

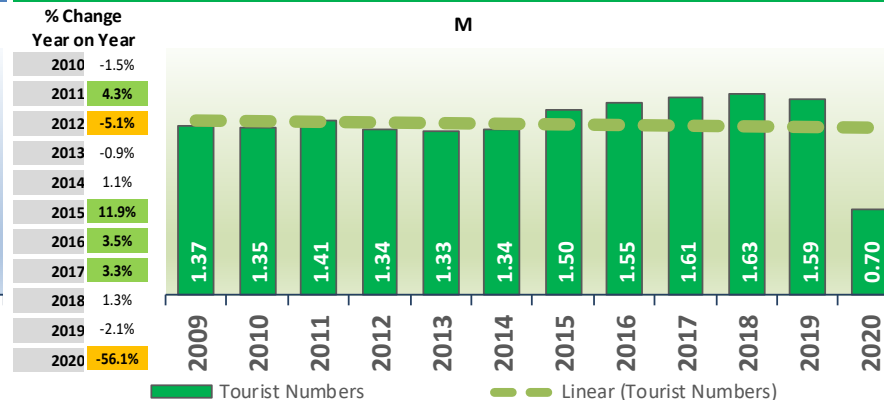
2020 Prices

DAY VISITOR

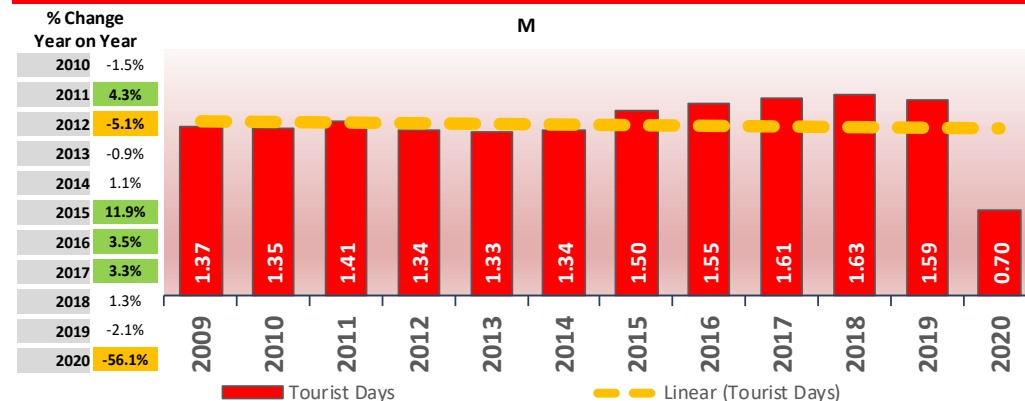
KEY MEASURES

Indexed

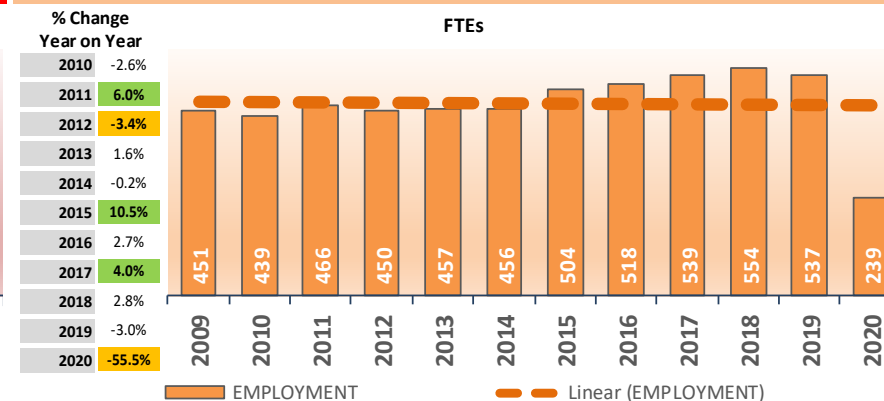
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-1.4%	2.8%	-2.5%	-3.3%	-2.3%	9.4%	13.2%	16.9%	18.5%	16.0%	-49.1%
Visitor Numbers		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%	-49.1%
Visitor Days		-1.5%	2.7%	-2.5%	-3.4%	-2.3%	9.3%	13.2%	16.9%	18.4%	15.9%	-49.1%
Direct Employment		-2.6%	3.2%	-0.3%	1.3%	1.1%	11.7%	14.7%	19.3%	22.7%	19.0%	-47.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
RUTLAND

2009 to 2020
2020 Prices

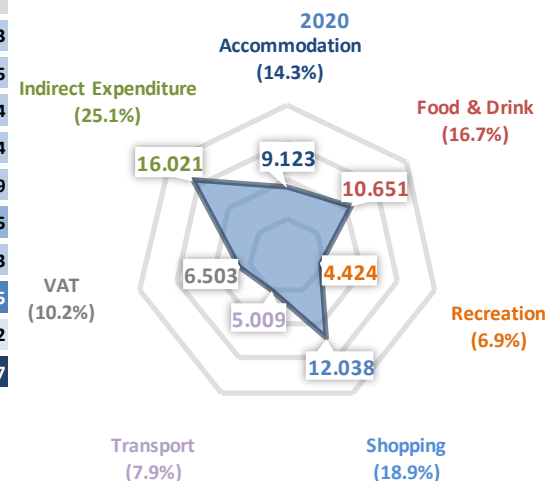
TOTAL

SECTORAL ANALYSIS
Indexed

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

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	16.43	15.55	14.97	14.55	15.07	16.79	16.76	17.34	17.65	19.30	20.58	9.123
Food & Drink	£M	19.98	19.26	19.24	18.51	18.56	19.60	20.77	21.47	21.78	22.81	23.06	10.651
Recreation	£M	8.351	8.056	8.047	7.734	7.757	8.222	8.700	8.998	9.118	9.539	9.639	4.424
Shopping	£M	23.70	22.88	23.03	22.05	21.99	22.93	24.80	25.64	26.20	27.14	27.18	12.04
Transport	£M	9.449	9.173	9.218	8.817	8.762	9.207	9.888	10.22	10.45	10.90	11.03	5.009
Direct Revenue	£M	77.90	74.92	74.51	71.67	72.14	76.75	80.91	83.66	85.20	89.69	91.49	41.25
VAT	£M	11.68	13.11	14.90	14.33	14.43	15.35	16.18	16.73	17.04	17.94	18.30	6.503
Direct Expenditure	£M	89.58	88.03	89.41	86.00	86.57	92.10	97.10	100.39	102.24	107.62	109.79	47.75
Indirect Expenditure	£M	29.08	28.65	29.13	28.00	28.08	29.74	31.53	32.58	33.31	35.15	36.00	16.02
TOTAL	£M	118.66	116.69	118.53	114.01	114.65	121.84	128.63	132.96	135.55	142.77	145.80	63.77

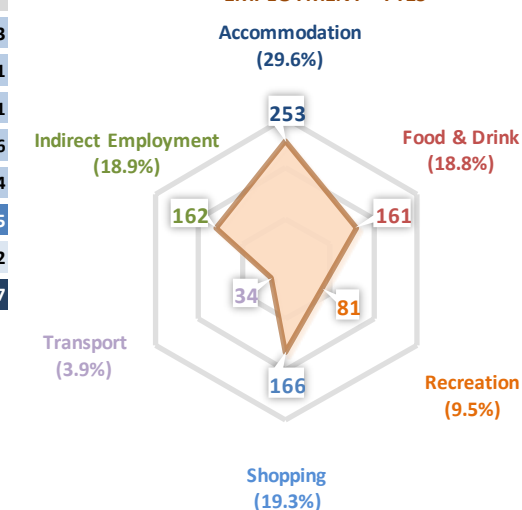
2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

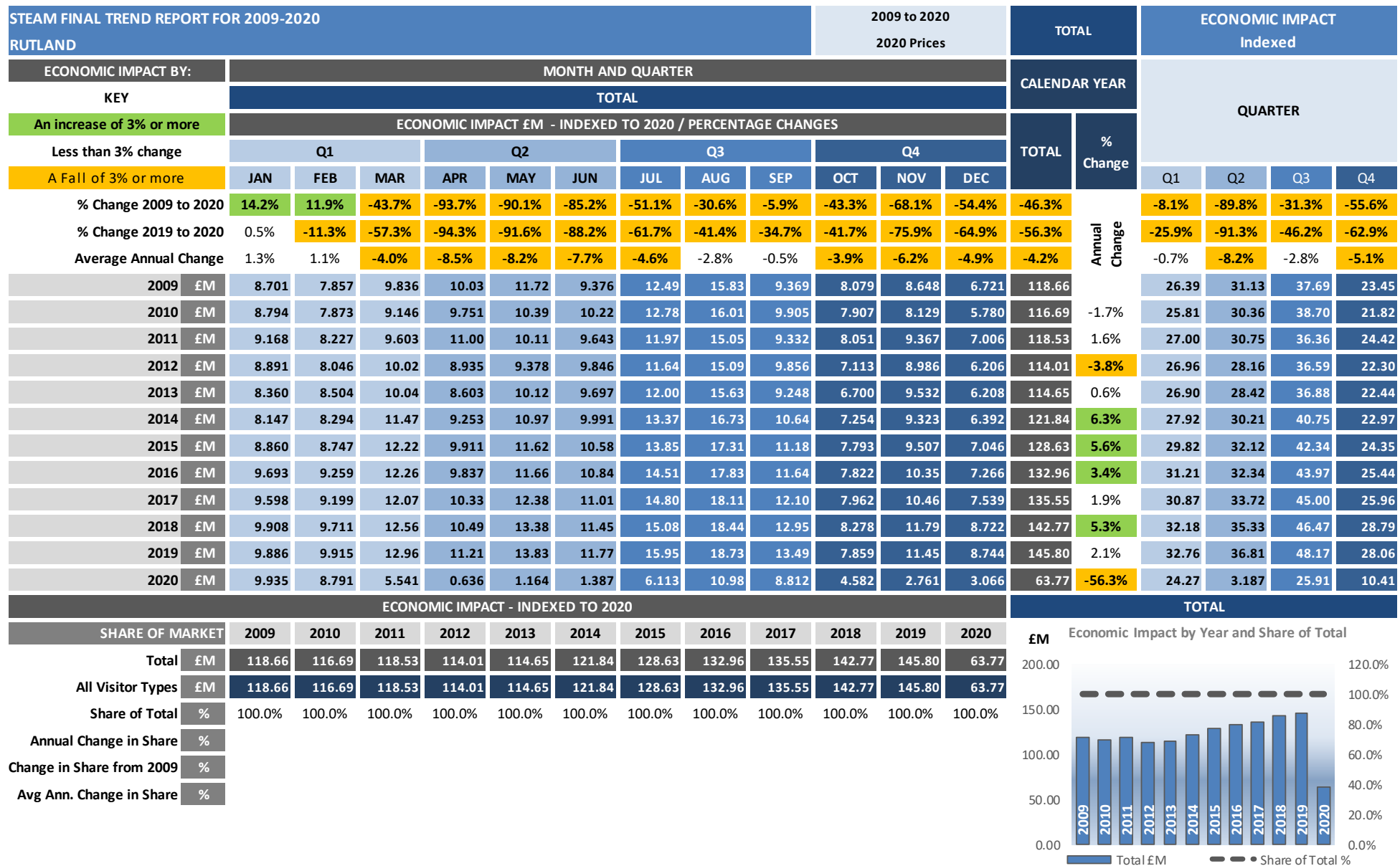


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTES	440	438	431	427	427	441	410	416	402	424	435	253
Food & Drink	FTES	284	276	286	280	288	300	314	322	329	350	349	161
Recreation	FTES	144	140	145	142	146	153	160	164	167	178	177	81
Shopping	FTES	307	299	312	304	311	320	342	351	361	379	376	166
Transport	FTES	60	59	61	60	61	63	67	68	71	75	77	34
Direct Employment	FTES	1,234	1,211	1,236	1,214	1,234	1,277	1,293	1,321	1,330	1,406	1,414	695
Indirect Employment	FTES	278	271	280	274	282	294	308	316	325	348	358	162
TOTAL	FTES	1,513	1,482	1,516	1,488	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857

2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

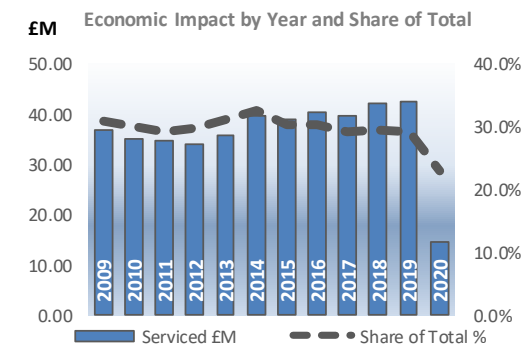


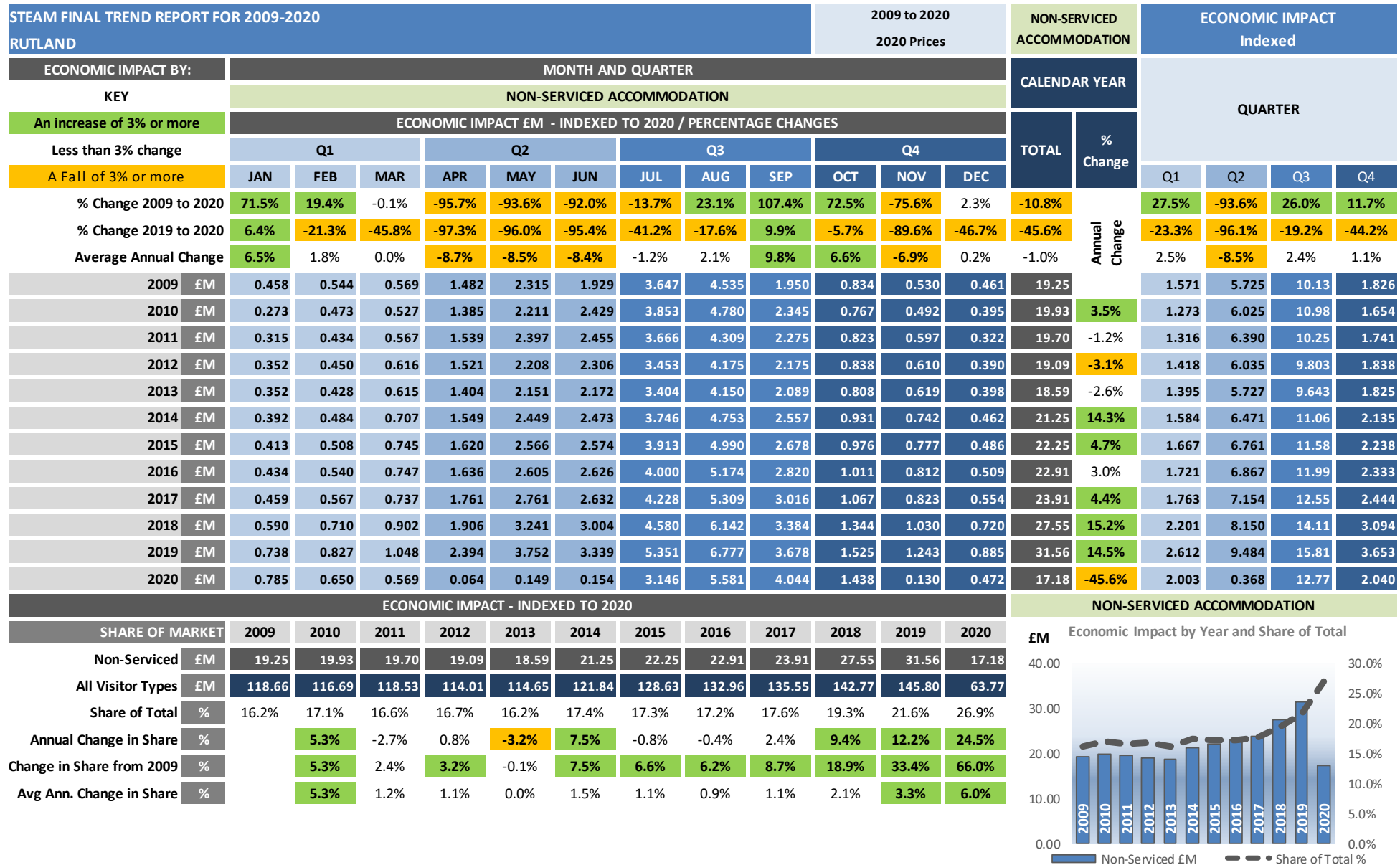


STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020 2020 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		14.2%	-1.3%	-55.6%	-92.8%	-91.0%	-91.6%	-70.2%	-36.9%	-43.4%	-58.3%	-85.7%	-92.1%	-60.0%	Annual Change	-22.9%	-91.7%	-48.8%	-76.9%	
% Change 2019 to 2020		-4.2%	-6.2%	-59.5%	-93.3%	-92.2%	-93.2%	-77.7%	-52.6%	-52.8%	-55.8%	-87.4%	-89.4%	-65.4%		-30.1%	-92.8%	-60.6%	-76.3%	
Average Annual Change		1.3%	-0.1%	-5.1%	-8.4%	-8.3%	-8.3%	-6.4%	-3.4%	-3.9%	-5.3%	-7.8%	-8.4%	-5.5%		-2.1%	-8.3%	-4.4%	-7.0%	
2009 £M		1.795	2.672	3.814	3.221	4.287	2.815	3.571	5.048	2.997	2.433	2.693	1.396	36.74		8.281	10.32	11.62	6.523	
2010 £M		2.138	2.917	3.240	3.056	3.248	2.957	3.420	5.292	3.257	2.419	2.317	0.839	35.10	-4.5%	8.295	9.261	11.97	5.574	
2011 £M		2.409	2.978	3.398	3.257	3.147	2.901	3.288	5.093	2.841	2.262	2.290	0.904	34.77	-0.9%	8.785	9.306	11.22	5.455	
2012 £M		1.958	2.685	3.419	2.920	2.999	3.087	3.282	5.219	3.119	2.183	2.342	0.832	34.05	-2.1%	8.062	9.006	11.62	5.357	
2013 £M		1.993	2.941	4.019	2.565	3.218	3.125	3.621	5.707	2.875	2.045	2.661	0.962	35.73	5.0%	8.953	8.909	12.20	5.668	
2014 £M		1.970	2.796	4.083	2.855	3.984	3.245	4.775	6.225	3.657	2.299	2.774	0.971	39.64	10.9%	8.849	10.08	14.66	6.044	
2015 £M		2.136	2.812	3.892	2.797	3.981	3.356	4.670	6.081	3.474	2.256	2.544	0.887	38.88	-1.9%	8.840	10.13	14.22	5.686	
2016 £M		2.117	2.872	4.268	3.067	4.118	3.245	4.854	6.283	3.453	2.161	2.889	1.024	40.35	3.8%	9.258	10.43	14.59	6.074	
2017 £M		1.967	2.625	3.927	3.234	4.479	3.246	4.696	6.231	3.481	2.103	2.745	0.977	39.71	-1.6%	8.519	10.96	14.41	5.825	
2018 £M		2.141	2.806	4.125	3.441	4.855	3.476	4.677	6.757	3.639	2.264	2.967	1.054	42.20	6.3%	9.072	11.77	15.07	6.284	
2019 £M		2.140	2.812	4.181	3.459	4.923	3.506	4.768	6.721	3.593	2.292	3.044	1.038	42.48	0.7%	9.133	11.89	15.08	6.375	
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	-65.4%	6.382	0.853	5.944	1.509	
ECONOMIC IMPACT - INDEXED TO 2020														SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Serviced		£M	36.74	35.10	34.77	34.05	35.73	39.64	38.88	40.35	39.71	42.20	42.48	14.69						
All Visitor Types		£M	118.66	116.69	118.53	114.01	114.65	121.84	128.63	132.96	135.55	142.77	145.80	63.77						
Share of Total		%	31.0%	30.1%	29.3%	29.9%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%	23.0%						
Annual Change in Share		%		-2.9%	-2.5%	1.8%	4.4%	4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%	-20.9%						
Change in Share from 2009		%		-2.9%	-5.3%	-3.6%	0.7%	5.1%	-2.4%	-2.0%	-5.4%	-4.5%	-5.9%	-25.6%						
Avg Ann. Change in Share		%		-2.9%	-2.6%	-1.2%	0.2%	1.0%	-0.4%	-0.3%	-0.7%	-0.5%	-0.6%	-2.3%						

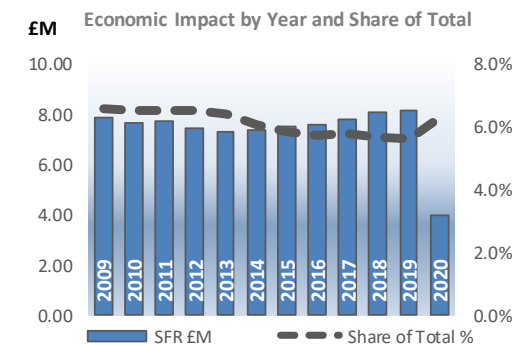
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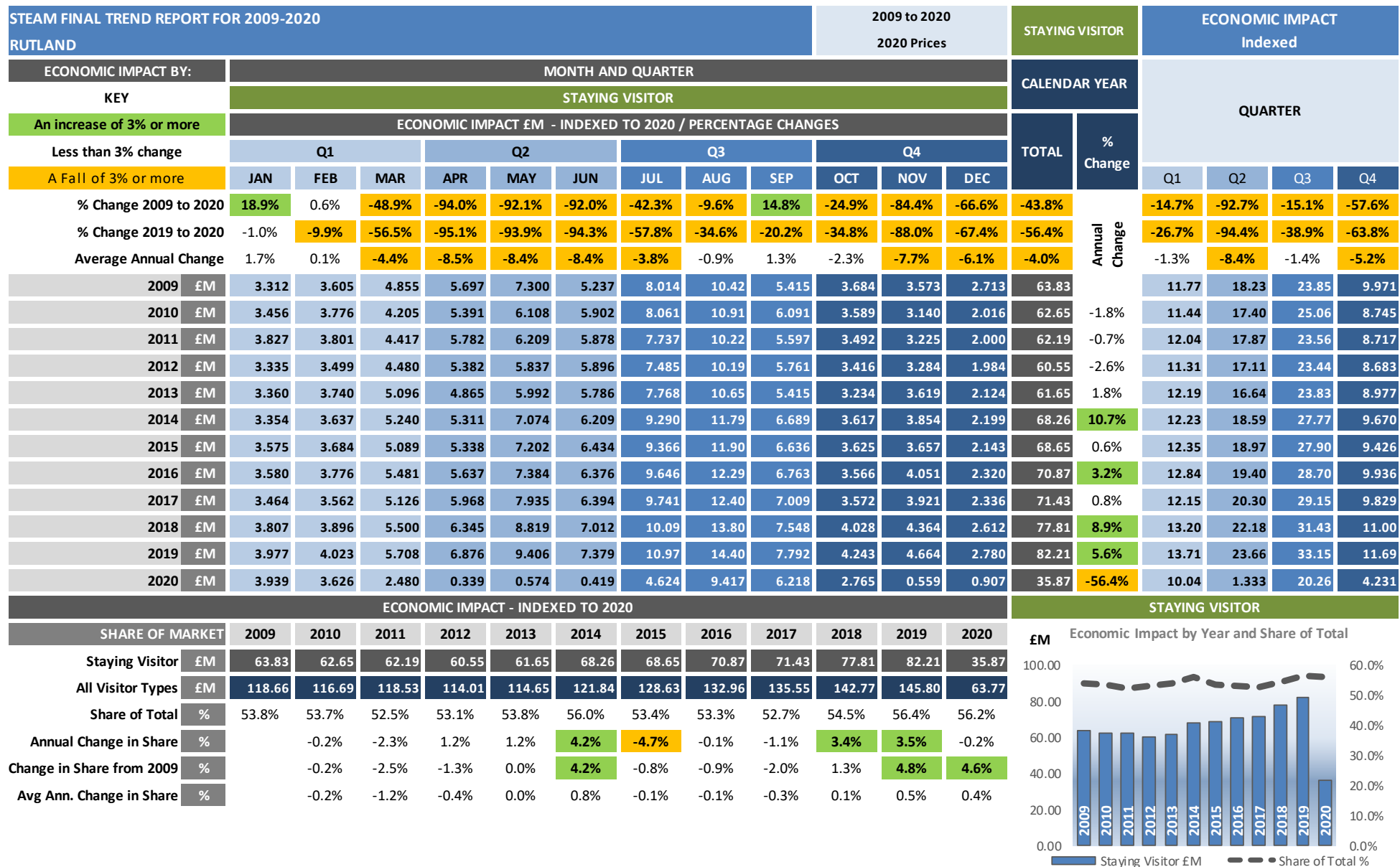
Report Prepared by: Alison Tipler. Date of Issue: 06/09/21

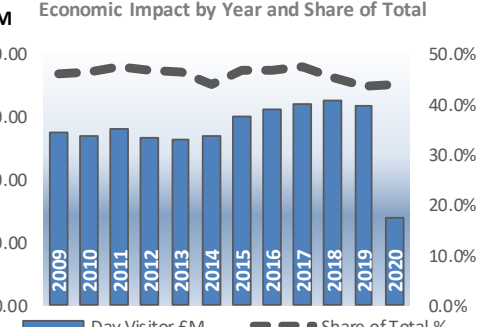




STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020 2020 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	4.2%	-12.7%	-53.9%	-95.6%	-94.4%	-94.3%	-47.9%	-22.2%	2.0%	-24.8%	-87.4%	-62.0%	-48.9%	Annual Change	-13.5%	-94.9%	-26.6%	-57.9%	
% Change 2019 to 2020	0.3%	-11.9%	-54.6%	-95.7%	-94.6%	-94.7%	-50.9%	-27.5%	-8.3%	-26.3%	-88.4%	-62.0%	-51.1%		-15.5%	-95.1%	-31.8%	-58.8%	
Average Annual Change	0.4%	-1.2%	-4.9%	-8.7%	-8.6%	-8.6%	-4.4%	-2.0%	0.2%	-2.3%	-7.9%	-5.6%	-4.4%		-1.2%	-8.6%	-2.4%	-5.3%	
2009	£M	1.059	0.388	0.471	0.994	0.698	0.493	0.797	0.839	0.469	0.417	0.350	0.856		7.830	1.918	2.185	2.104	1.622
2010	£M	1.045	0.386	0.438	0.950	0.649	0.516	0.788	0.839	0.489	0.404	0.331	0.782	7.617	-2.7%	1.869	2.115	2.116	1.517
2011	£M	1.103	0.389	0.452	0.986	0.665	0.522	0.783	0.822	0.481	0.407	0.339	0.775	7.724	1.4%	1.944	2.173	2.086	1.520
2012	£M	1.025	0.364	0.445	0.941	0.629	0.503	0.750	0.796	0.468	0.394	0.332	0.762	7.408	-4.1%	1.834	2.073	2.013	1.488
2013	£M	1.015	0.370	0.462	0.896	0.623	0.489	0.743	0.791	0.451	0.382	0.338	0.764	7.324	-1.1%	1.847	2.008	1.986	1.484
2014	£M	0.991	0.356	0.450	0.906	0.641	0.491	0.770	0.811	0.475	0.388	0.338	0.765	7.383	0.8%	1.798	2.038	2.057	1.491
2015	£M	1.026	0.363	0.452	0.920	0.655	0.504	0.783	0.826	0.483	0.393	0.337	0.771	7.515	1.8%	1.842	2.080	2.093	1.501
2016	£M	1.030	0.363	0.466	0.935	0.661	0.504	0.792	0.838	0.491	0.393	0.350	0.787	7.609	1.2%	1.858	2.101	2.120	1.529
2017	£M	1.039	0.369	0.462	0.973	0.696	0.516	0.817	0.860	0.513	0.402	0.353	0.805	7.805	2.6%	1.870	2.185	2.190	1.560
2018	£M	1.077	0.380	0.473	0.998	0.723	0.532	0.830	0.898	0.525	0.419	0.367	0.838	8.060	3.3%	1.930	2.253	2.253	1.624
2019	£M	1.100	0.385	0.479	1.023	0.732	0.533	0.846	0.899	0.521	0.425	0.377	0.857	8.177	1.4%	1.964	2.288	2.267	1.659
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	-51.1%	1.660	0.112	1.545	0.683
ECONOMIC IMPACT - INDEXED TO 2020													SFR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
SFR	£M	7.830	7.617	7.724	7.408	7.324	7.383	7.515	7.609	7.805	8.060	8.177	4.000						
All Visitor Types	£M	118.66	116.69	118.53	114.01	114.65	121.84	128.63	132.96	135.55	142.77	145.80	63.77						
Share of Total	%	6.6%	6.5%	6.5%	6.5%	6.4%	6.1%	5.8%	5.7%	5.8%	5.6%	5.6%	6.3%						
Annual Change in Share	%		-1.1%	-0.2%	-0.3%	-1.7%	-5.1%	-3.6%	-2.1%	0.6%	-2.0%	-0.7%	11.8%						
Change in Share from 2009	%		-1.1%	-1.3%	-1.5%	-3.2%	-8.2%	-11.5%	-13.3%	-12.7%	-14.4%	-15.0%	-5.0%						
Avg Ann. Change in Share	%		-1.1%	-0.6%	-0.5%	-0.8%	-1.6%	-1.9%	-1.9%	-1.6%	-1.6%	-1.5%	-0.5%						





STEAM FINAL TREND REPORT FOR 2009-2020 RUTLAND											2009 to 2020 2020 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		11.3%	21.5%	-38.6%	-93.1%	-86.7%	-76.6%	-66.8%	-71.0%	-34.4%	-58.7%	-56.6%	-46.1%	-49.1%	Annual Change	-2.7%	-85.6%	-59.2%	-54.2%	
% Change 2019 to 2020		1.5%	-12.3%	-57.8%	-93.1%	-86.7%	-78.0%	-70.1%	-63.8%	-54.5%	-49.8%	-67.6%	-63.8%	-56.1%		-25.4%	-85.9%	-62.4%	-62.3%	
Average Annual Change		1.0%	2.0%	-3.5%	-8.5%	-7.9%	-7.0%	-6.1%	-6.5%	-3.1%	-5.3%	-5.1%	-4.2%	-4.5%		-0.2%	-7.8%	-5.4%	-4.9%	
2009 £M		5.389	4.253	4.982	4.333	4.422	4.139	4.481	5.404	3.954	4.395	5.075	4.008	54.83		-1.4%	14.62	12.89	13.84	13.48
2010 £M		5.338	4.098	4.940	4.361	4.280	4.320	4.715	5.103	3.814	4.317	4.989	3.764	54.04	-1.4%	14.38	12.96	13.63	13.07	
2011 £M		5.340	4.426	5.186	5.215	3.903	3.765	4.237	4.829	3.734	4.559	6.142	5.006	56.34	4.3%	14.95	12.88	12.80	15.71	
2012 £M		5.556	4.546	5.540	3.553	3.541	3.950	4.158	4.898	4.095	3.697	5.702	4.222	53.46	-5.1%	15.64	11.04	13.15	13.62	
2013 £M		5.000	4.764	4.945	3.738	4.132	3.911	4.233	4.983	3.832	3.466	5.913	4.084	53.00	-0.9%	14.71	11.78	13.05	13.46	
2014 £M		4.793	4.657	6.234	3.943	3.891	3.783	4.082	4.945	3.951	3.636	5.469	4.193	53.58	1.1%	15.68	11.62	12.98	13.30	
2015 £M		5.285	5.063	7.127	4.573	4.420	4.150	4.482	5.412	4.546	4.168	5.850	4.903	59.98	11.9%	17.48	13.14	14.44	14.92	
2016 £M		6.113	5.483	6.775	4.200	4.275	4.468	4.862	5.536	4.874	4.256	6.302	4.947	62.09	3.5%	18.37	12.94	15.27	15.50	
2017 £M		6.134	5.637	6.944	4.357	4.445	4.618	5.055	5.709	5.089	4.390	6.536	5.204	64.12	3.3%	18.72	13.42	15.85	16.13	
2018 £M		6.100	5.816	7.063	4.148	4.564	4.442	4.993	4.646	5.402	4.250	7.425	6.110	64.96	1.3%	18.98	13.15	15.04	17.79	
2019 £M		5.909	5.892	7.252	4.334	4.423	4.394	4.982	4.331	5.701	3.616	6.789	5.964	63.59	-2.1%	19.05	13.15	15.01	16.37	
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	-56.1%	14.22	1.854	5.649	6.177	
ECONOMIC IMPACT - INDEXED TO 2020														DAY VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Day Visitor		£M	54.83	54.04	56.34	53.46	53.00	53.58	59.98	62.09	64.12	64.96	63.59	27.90						
All Visitor Types		£M	118.66	116.69	118.53	114.01	114.65	121.84	128.63	132.96	135.55	142.77	145.80	63.77						
Share of Total		%	46.2%	46.3%	47.5%	46.9%	46.2%	44.0%	46.6%	46.7%	47.3%	45.5%	43.6%	43.8%						
Annual Change in Share		%		0.2%	2.6%	-1.4%	-1.4%	-4.9%	6.0%	0.1%	1.3%	-3.8%	-4.1%	0.3%						
Change in Share from 2009		%		0.2%	2.9%	1.5%	0.0%	-4.8%	0.9%	1.1%	2.4%	-1.5%	-5.6%	-5.3%						
Avg Ann. Change in Share		%		0.2%	1.4%	0.5%	0.0%	-1.0%	0.2%	0.2%	0.3%	-0.2%	-0.6%	-0.5%						

