



STEAM REPORT FOR 2012-2023 - FINAL

Final

The County of Rutland


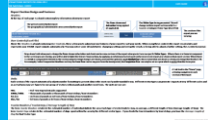



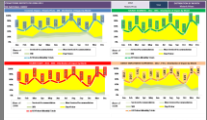







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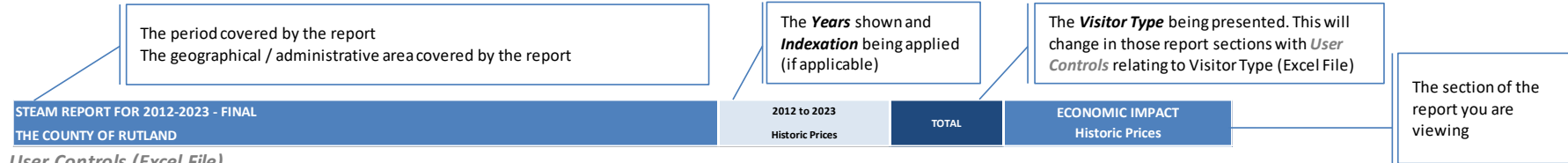
| | | | |
|--|--|---|--|
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| KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE | DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13 | DISTRIBUTION OF IMPACT: <i>by Month</i>  14 | DISTRIBUTION OF IMPACT: <i>by Sector</i>  15 |
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Report Section Design and Features

Headers

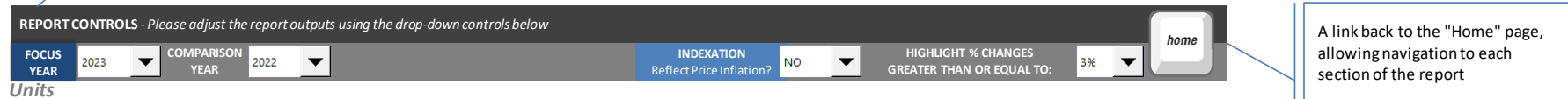
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

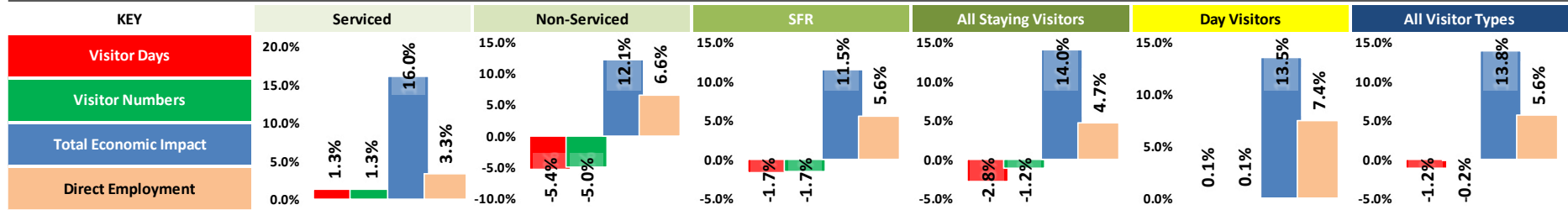
Visitor Numbers / Visitor Days / Average Length of Stay

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

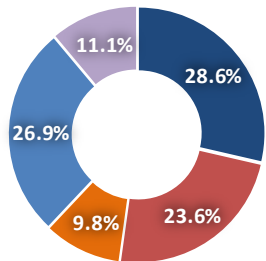
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

| KEY | Staying in Paid Accommodation | | | | | | | | | Staying with Friends and Relatives (SFR) | | | All Staying Visitors | | | Day Visitors | | | All Visitor Types | | |
|--------------------|-------------------------------|-------|-------|--------------|-------|-------|-------|-------|-------|--|--------|-------|----------------------|-------|-------|--------------|--------|--------|-------------------|--|--|
| | Serviced | | | Non-Serviced | | | | | | | | | | | | | | | | | |
| | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | | | |
| Visitor Days | M | 0.276 | 0.272 | 1.3% | 0.479 | 0.506 | -5.4% | 0.162 | 0.165 | -1.7% | 0.917 | 0.943 | -2.8% | 1.243 | 1.242 | 0.1% | 2.160 | 2.186 | -1.2% | | |
| Visitor Numbers | M | 0.130 | 0.128 | 1.3% | 0.070 | 0.074 | -5.0% | 0.068 | 0.070 | -1.7% | 0.269 | 0.272 | -1.2% | 1.243 | 1.242 | 0.1% | 1.512 | 1.514 | -0.2% | | |
| Direct Expenditure | £M | | | | | | | | | | | | | | | | 128.13 | 112.59 | 13.8% | | |
| Economic Impact | £M | 54.77 | 47.21 | 16.0% | 43.19 | 38.52 | 12.1% | 10.60 | 9.511 | 11.5% | 108.56 | 95.25 | 14.0% | 61.58 | 54.26 | 13.5% | 170.14 | 149.51 | 13.8% | | |
| Direct Employment | FTEs | 481 | 465 | 3.3% | 313 | 293 | 6.6% | 78 | 74 | 5.6% | 871 | 832 | 4.7% | 445 | 414 | 7.4% | 1,316 | 1,246 | 5.6% | | |
| Total Employment | FTEs | | | | | | | | | | | | | | | | 1,669 | 1,574 | 6.0% | | |

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



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



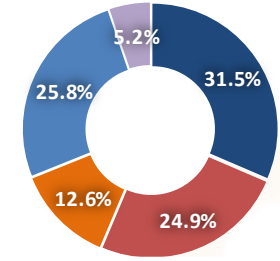
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

| 2023 | 2022 | +/- % |
|--------|--------|-------|
| 36.65 | 31.02 | 18.1% |
| 30.24 | 26.95 | 12.2% |
| 12.57 | 11.21 | 12.2% |
| 34.44 | 30.66 | 12.3% |
| 14.22 | 12.75 | 11.5% |
| 128.13 | 112.59 | 13.8% |
| 42.02 | 36.92 | 13.8% |
| 170.14 | 149.51 | 13.8% |

Sectors

| | | | |
|---------------|-------|-------|------|
| Accommodation | 414 | 397 | 4.2% |
| Food & Drink | 328 | 308 | 6.2% |
| Recreation | 165 | 156 | 6.2% |
| Shopping | 340 | 320 | 6.3% |
| Transport | 69 | 65 | 5.6% |
| TOTAL DIRECT | 1,316 | 1,246 | 5.6% |
| Indirect | 353 | 328 | 7.8% |
| TOTAL | 1,669 | 1,574 | 6.0% |

Sectoral Distribution of Employment - FTEs



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

Direct Expenditure Categories

Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2012 to 2023

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

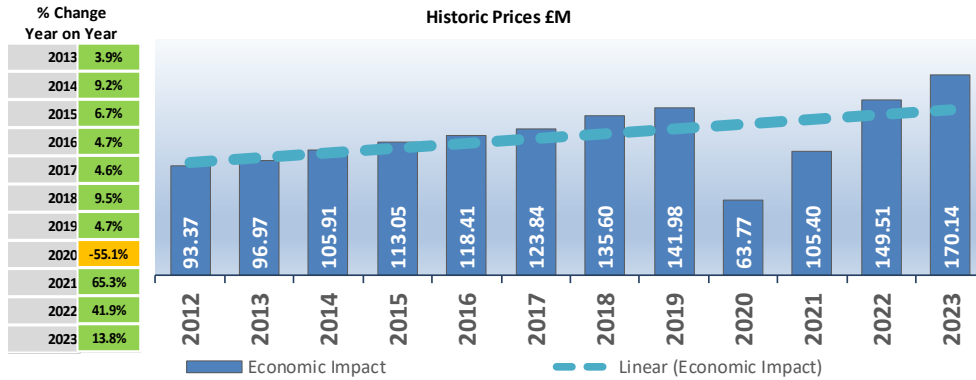
STEAM REPORT FOR 2012-2023 - FINAL
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2012 to 2023
Historic Prices

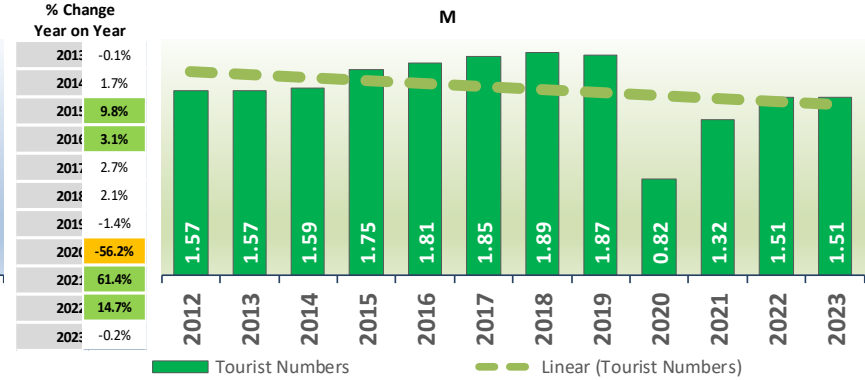
TOTAL

KEY MEASURES
Historic Prices

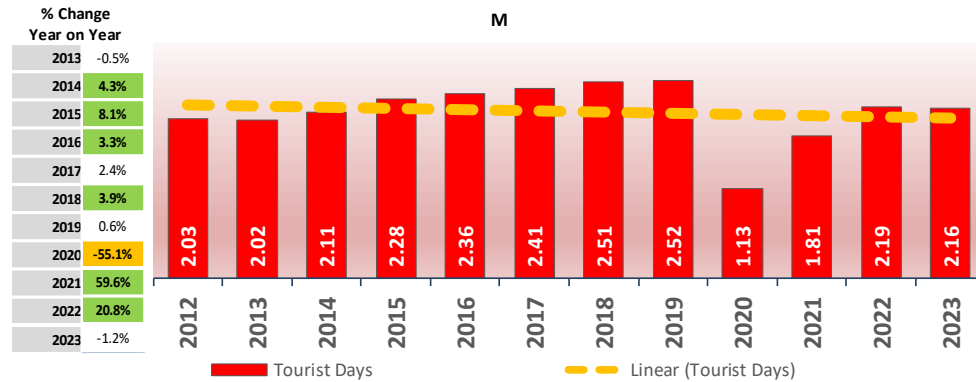
Economic Impact - Historic Prices - Total



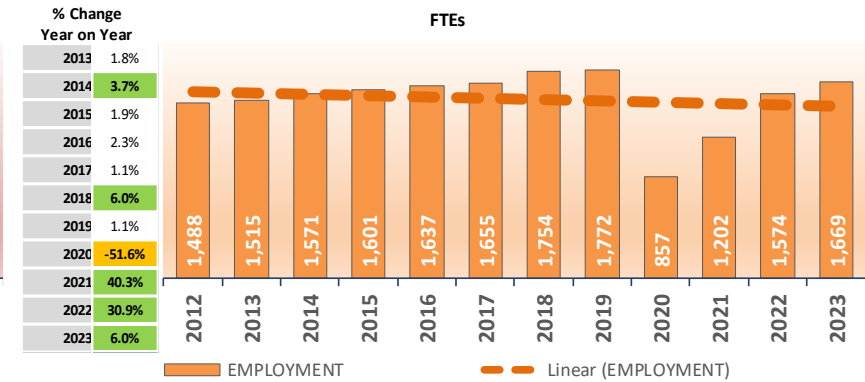
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|------|-------|-------|-------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Historic Prices | | 3.9% | 13.4% | 21.1% | 26.8% | 32.6% | 45.2% | 52.1% | -31.7% | 12.9% | 60.1% | 82.2% |
| Visitor Numbers | | -0.1% | 1.6% | 11.6% | 15.1% | 18.2% | 20.6% | 19.0% | -47.9% | -15.9% | -3.5% | -3.7% |
| Visitor Days | | -0.5% | 3.8% | 12.2% | 16.0% | 18.8% | 23.5% | 24.2% | -44.2% | -10.9% | 7.5% | 6.3% |
| Total Employment | | 1.8% | 5.6% | 7.6% | 10.1% | 11.3% | 17.9% | 19.1% | -42.4% | -19.2% | 5.8% | 12.2% |

"Linear" = Linear Trendline

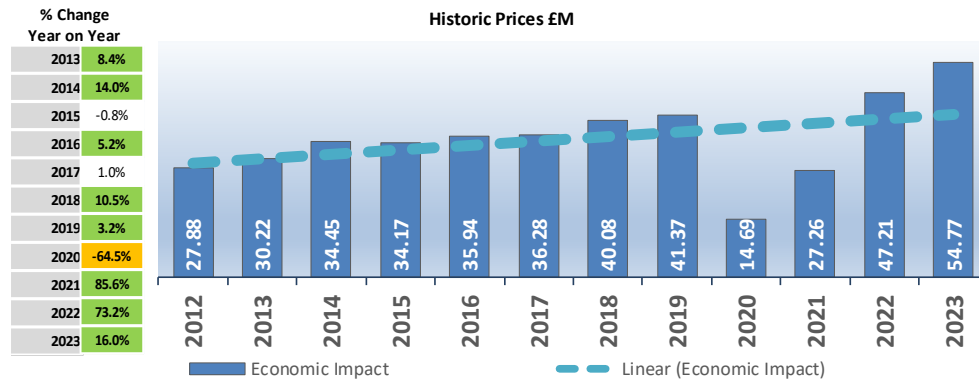
STEAM REPORT FOR 2012-2023 - FINAL
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2012 to 2023
 Historic Prices

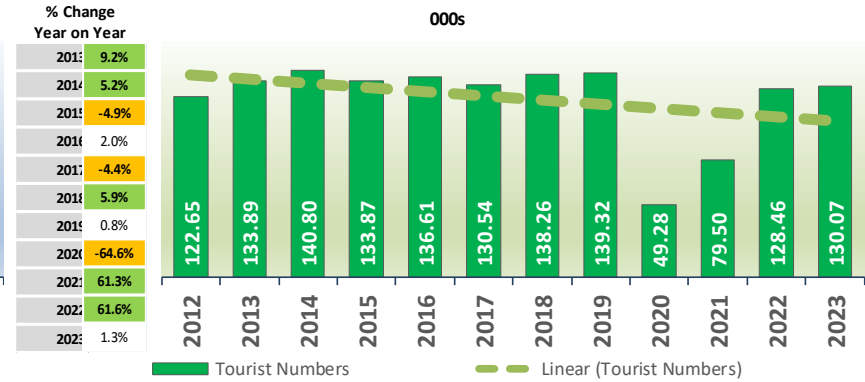
SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

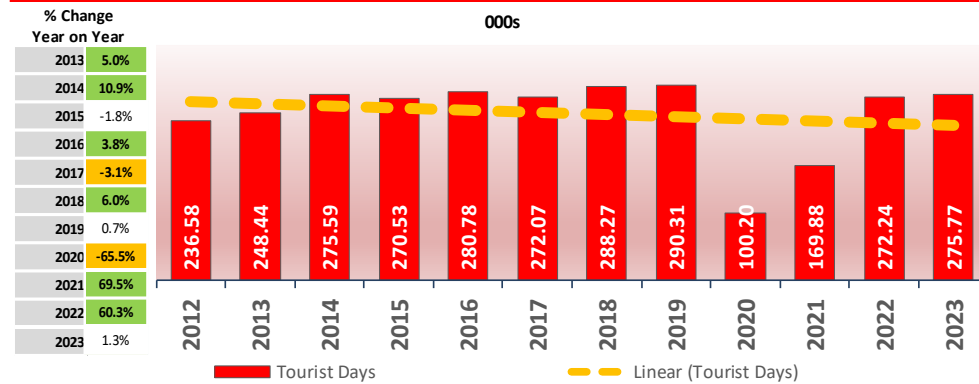
Economic Impact - Historic Prices - Serviced Accommodation



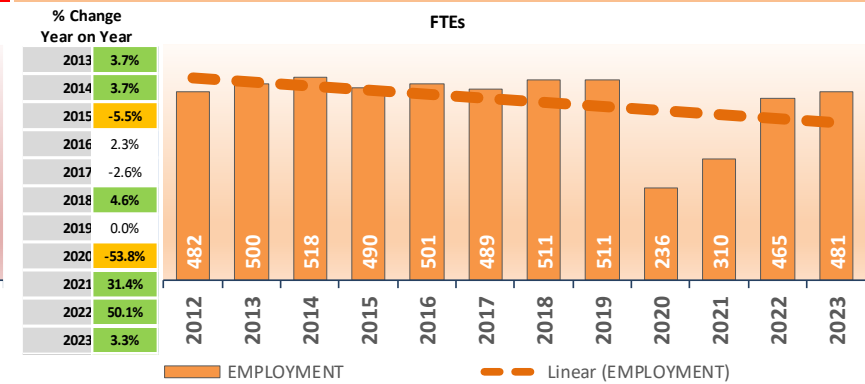
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|------|------|-------|-------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Historic Prices | | 8.4% | 23.6% | 22.6% | 28.9% | 30.1% | 43.7% | 48.4% | -47.3% | -2.3% | 69.3% | 96.4% |
| Visitor Numbers | | 9.2% | 14.8% | 9.1% | 11.4% | 6.4% | 12.7% | 13.6% | -59.8% | -35.2% | 4.7% | 6.0% |
| Visitor Days | | 5.0% | 16.5% | 14.3% | 18.7% | 15.0% | 21.8% | 22.7% | -57.6% | -28.2% | 15.1% | 16.6% |
| Direct Employment | | 3.7% | 7.5% | 1.7% | 4.0% | 1.4% | 6.0% | 6.0% | -51.0% | -35.7% | -3.5% | -0.3% |

"Linear" = Linear Trendline

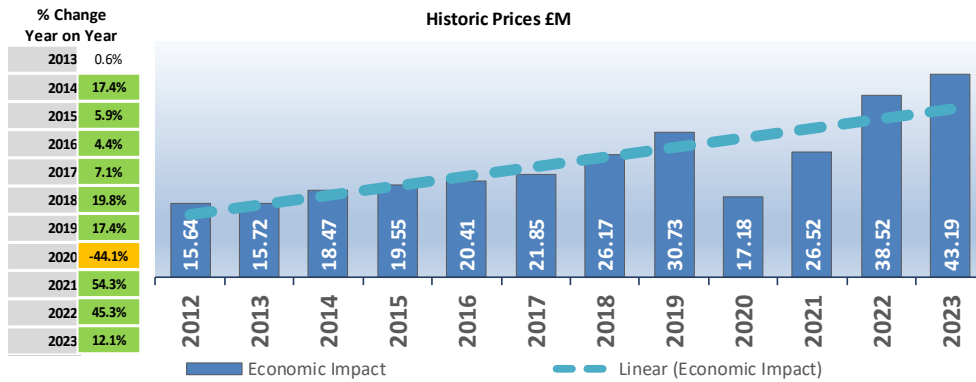
STEAM REPORT FOR 2012-2023 - FINAL
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2012 to 2023
 Historic Prices

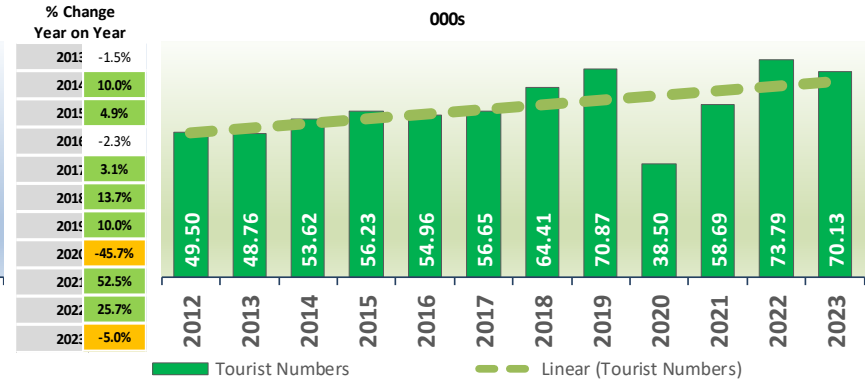
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

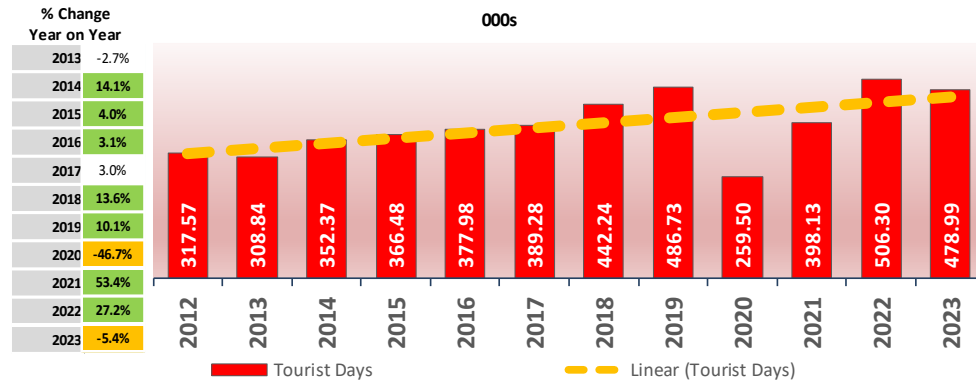
Economic Impact - Historic Prices - Non-Serviced Accommodation



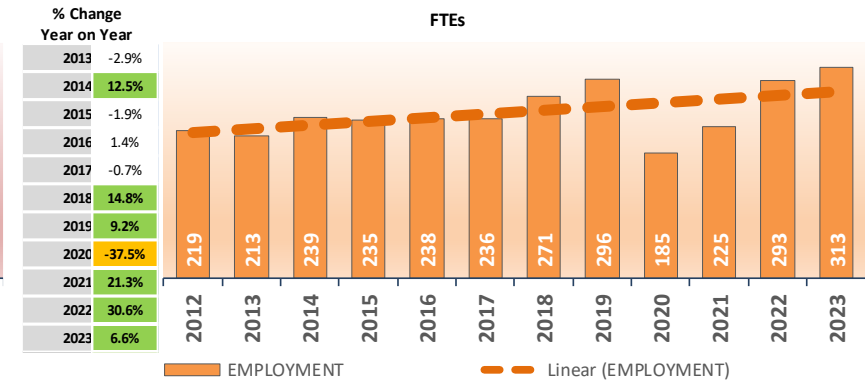
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



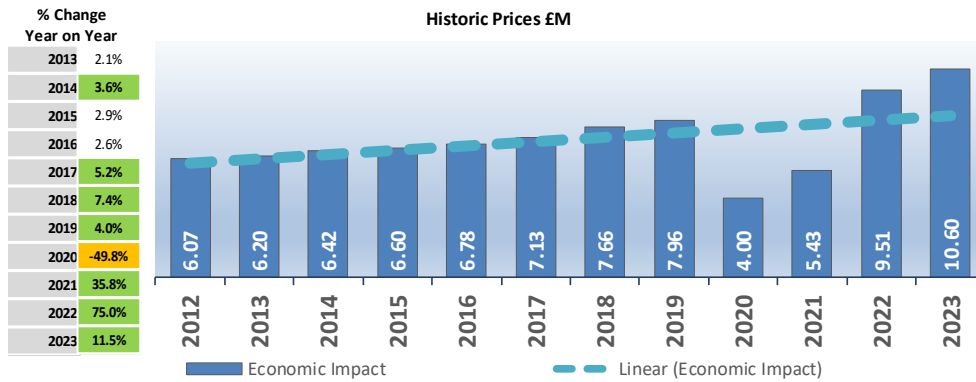
Direct Employment Supported - Non-Serviced Accommodation



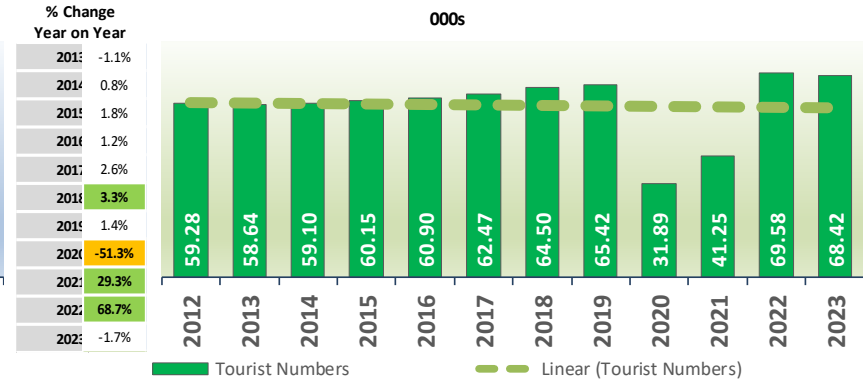
| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|--------|-------|--------|--------|
| Economic Impact - Historic Prices | | 0.6% | 18.1% | 25.0% | 30.5% | 39.7% | 67.3% | 96.5% | 9.9% | 69.6% | 146.3% | 176.2% |
| Visitor Numbers | | -1.5% | 8.3% | 13.6% | 11.0% | 14.5% | 30.1% | 43.2% | -22.2% | 18.6% | 49.1% | 41.7% |
| Visitor Days | | -2.7% | 11.0% | 15.4% | 19.0% | 22.6% | 39.3% | 53.3% | -18.3% | 25.4% | 59.4% | 50.8% |
| Direct Employment | | -2.9% | 9.2% | 7.2% | 8.7% | 8.0% | 23.9% | 35.3% | -15.4% | 2.6% | 34.0% | 42.8% |

"Linear" = Linear Trendline

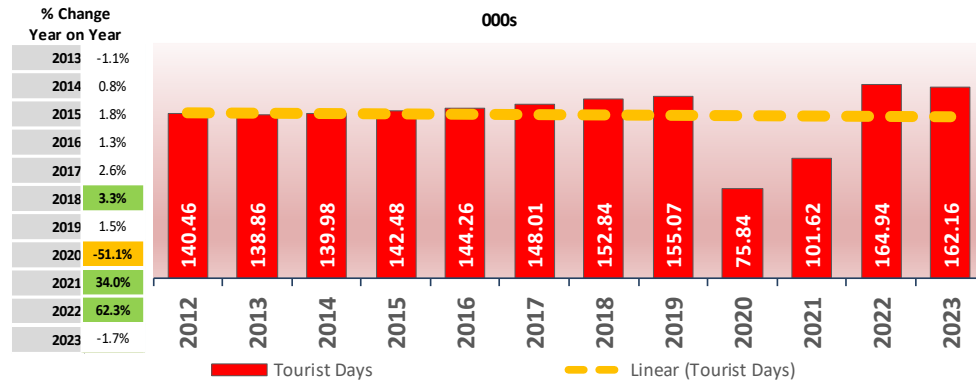
Economic Impact - Historic Prices - SFR



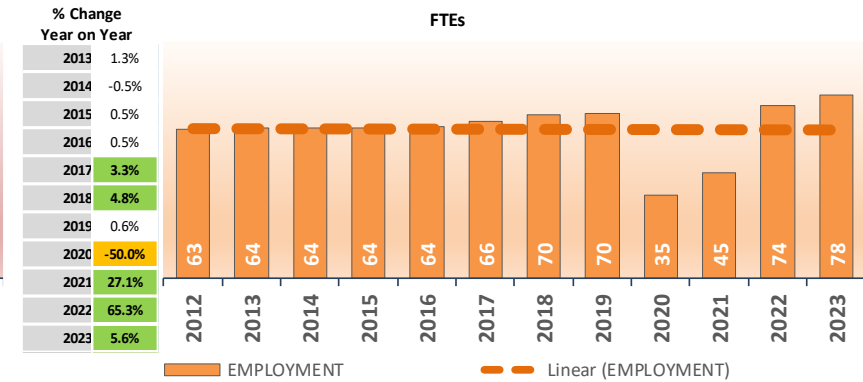
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|------|-------|-------|------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Historic Prices | | 2.1% | 5.8% | 8.9% | 11.7% | 17.5% | 26.2% | 31.2% | -34.1% | -10.4% | 56.7% | 74.8% |
| Visitor Numbers | | -1.1% | -0.3% | 1.5% | 2.7% | 5.4% | 8.8% | 10.4% | -46.2% | -30.4% | 17.4% | 15.4% |
| Visitor Days | | -1.1% | -0.3% | 1.4% | 2.7% | 5.4% | 8.8% | 10.4% | -46.0% | -27.7% | 17.4% | 15.4% |
| Direct Employment | | 1.3% | 0.8% | 1.3% | 1.8% | 5.2% | 10.2% | 10.9% | -44.6% | -29.6% | 16.4% | 22.9% |

"Linear" = Linear Trendline

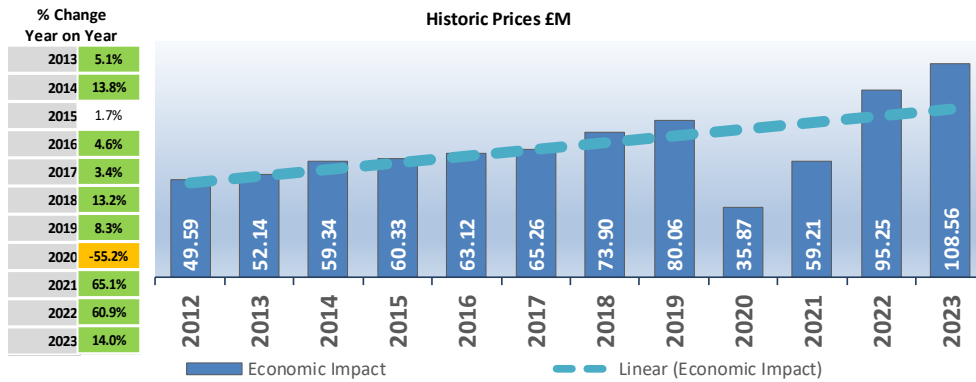
STEAM REPORT FOR 2012-2023 - FINAL
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2012 to 2023
Historic Prices

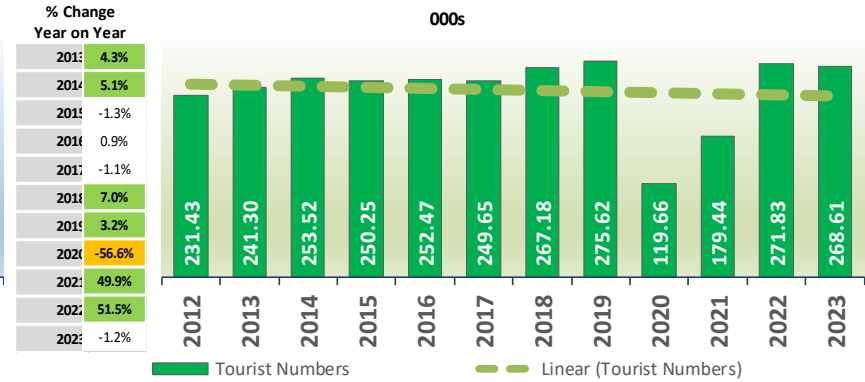
STAYING VISITOR

KEY MEASURES
Historic Prices

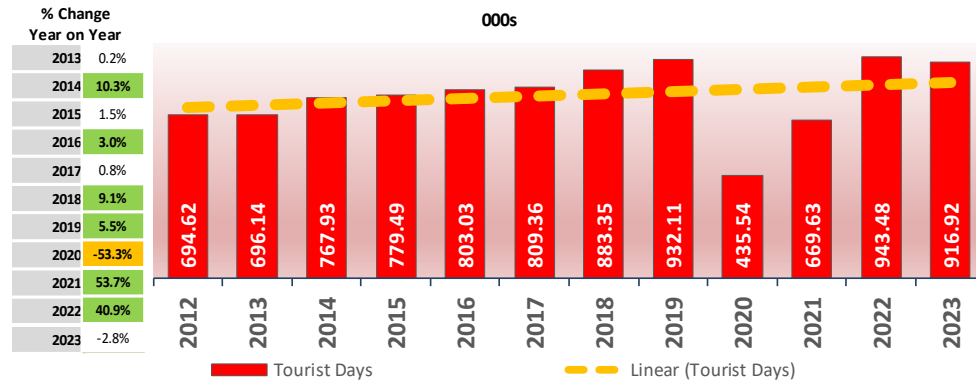
Economic Impact - Historic Prices - Staying Visitor



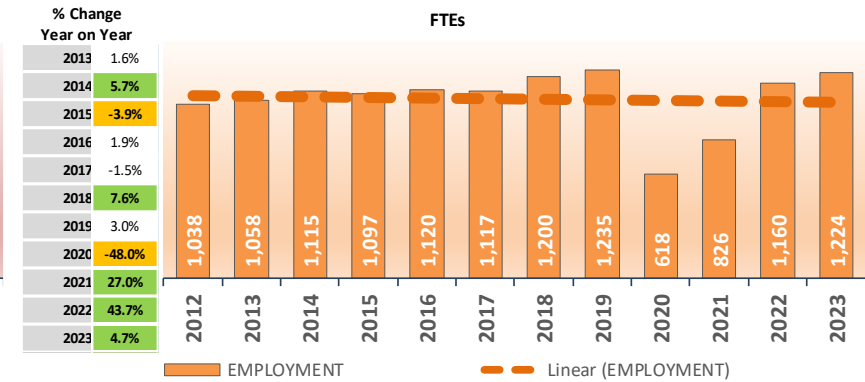
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|------|------|-------|-------|-------|-------|-------|-------|--------|--------|-------|--------|
| Economic Impact - Historic Prices | | 5.1% | 19.7% | 21.7% | 27.3% | 31.6% | 49.0% | 61.4% | -27.7% | 19.4% | 92.1% | 118.9% |
| Visitor Numbers | | 4.3% | 9.5% | 8.1% | 9.1% | 7.9% | 15.4% | 19.1% | -48.3% | -22.5% | 17.5% | 16.1% |
| Visitor Days | | 0.2% | 10.6% | 12.2% | 15.6% | 16.5% | 27.2% | 34.2% | -37.3% | -3.6% | 35.8% | 32.0% |
| Direct Employment | | 1.9% | 7.5% | 5.7% | 7.9% | 7.6% | 15.6% | 19.0% | -40.4% | -20.4% | 11.7% | 17.9% |

"Linear" = Linear Trendline

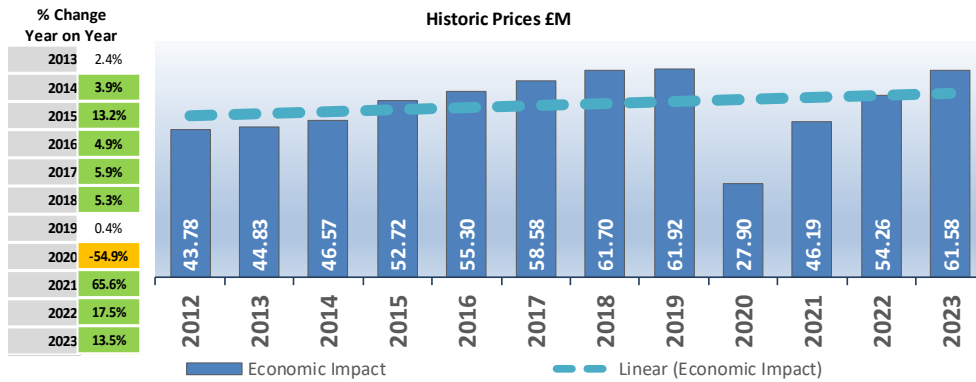
STEAM REPORT FOR 2012-2023 - FINAL
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2012 to 2023
Historic Prices

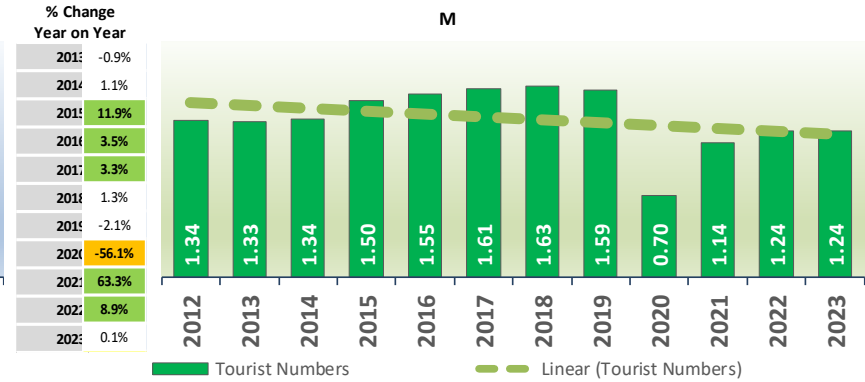
DAY VISITOR

KEY MEASURES
Historic Prices

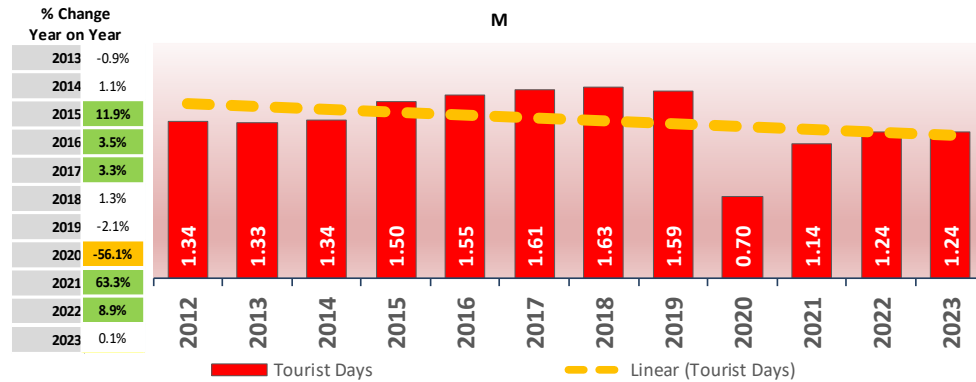
Economic Impact - Historic Prices - Day Visitor



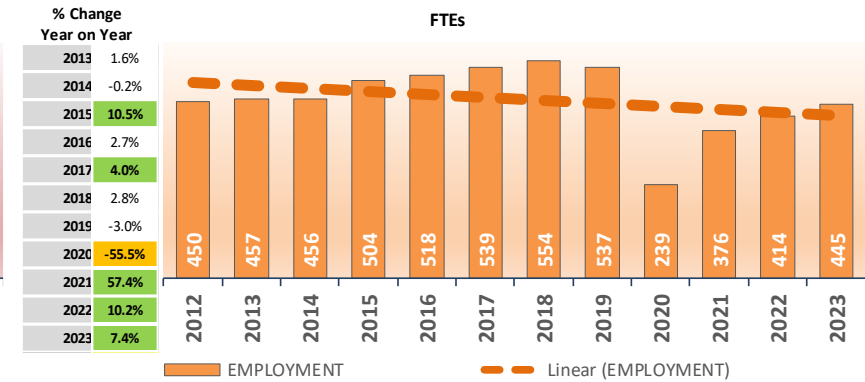
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|------|-------|------|-------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Historic Prices | | 2.4% | 6.4% | 20.4% | 26.3% | 33.8% | 40.9% | 41.4% | -36.3% | 5.5% | 23.9% | 40.7% |
| Visitor Numbers | | -0.9% | 0.2% | 12.2% | 16.1% | 20.0% | 21.5% | 19.0% | -47.8% | -14.8% | -7.2% | -7.1% |
| Visitor Days | | -0.9% | 0.2% | 12.2% | 16.1% | 20.0% | 21.5% | 19.0% | -47.8% | -14.8% | -7.2% | -7.1% |
| Direct Employment | | 1.6% | 1.4% | 12.1% | 15.1% | 19.7% | 23.1% | 19.4% | -46.9% | -16.4% | -7.9% | -1.1% |

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2012 to 2023

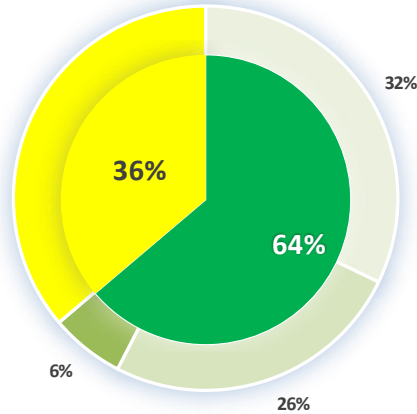
- Visitor Types:** *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

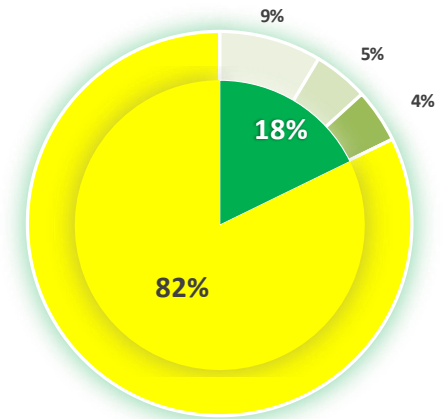
TOTAL
£170.14m

| | £M |
|-----------------|---------------|
| Serviced | 54.77 |
| Non-Serviced | 43.19 |
| SFR | 10.60 |
| Staying Visitor | 108.56 |
| Day Visitor | 61.58 |
| Total | 170.14 |



TOTAL
1.51m

| | M |
|-----------------|-------------|
| Serviced | 0.13 |
| Non-Serviced | 0.07 |
| SFR | 0.07 |
| Staying Visitor | 0.27 |
| Day Visitor | 1.24 |
| Total | 1.51 |

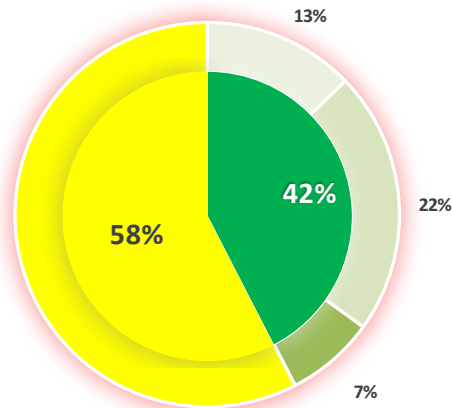


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

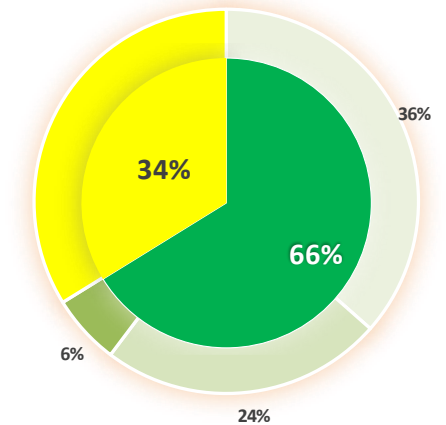
TOTAL
2.16m

| | M |
|-----------------|-------------|
| Serviced | 0.28 |
| Non-Serviced | 0.48 |
| SFR | 0.16 |
| Staying Visitor | 0.92 |
| Day Visitor | 1.24 |
| Total | 2.16 |



TOTAL
1,316 Direct FTEs
1,669 Total FTEs

| | FTEs |
|-----------------|--------------|
| Serviced | 481 |
| Non-Serviced | 313 |
| SFR | 78 |
| Staying Visitor | 871 |
| Day Visitor | 445 |
| Total | 1,316 |



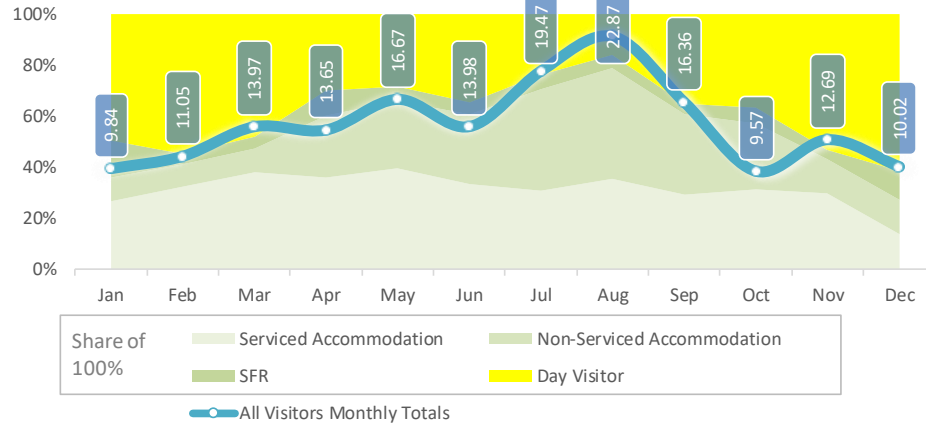
STEAM REPORT FOR 2012-2023 - FINAL
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2023
 Historic Prices

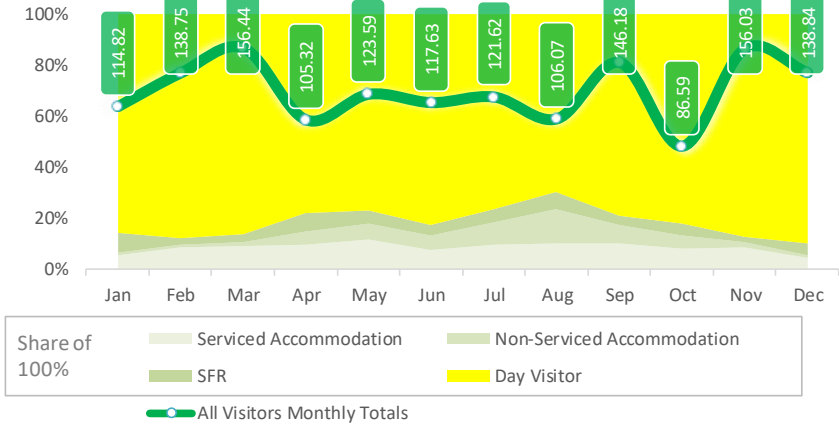
TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

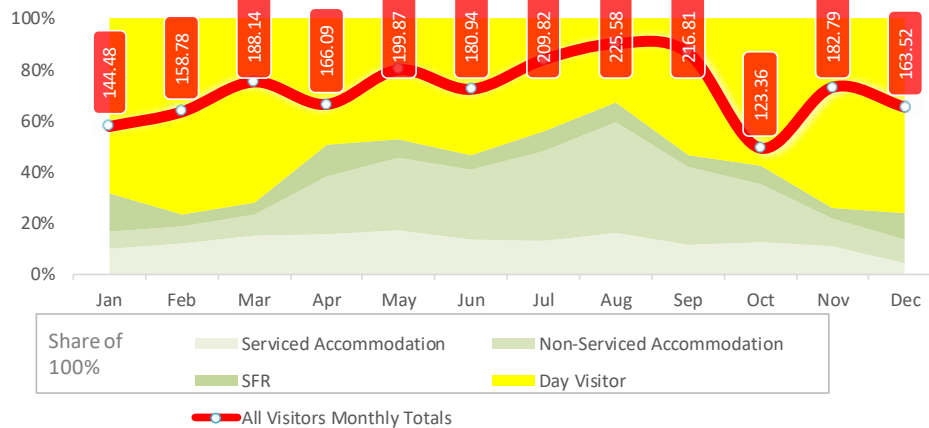
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



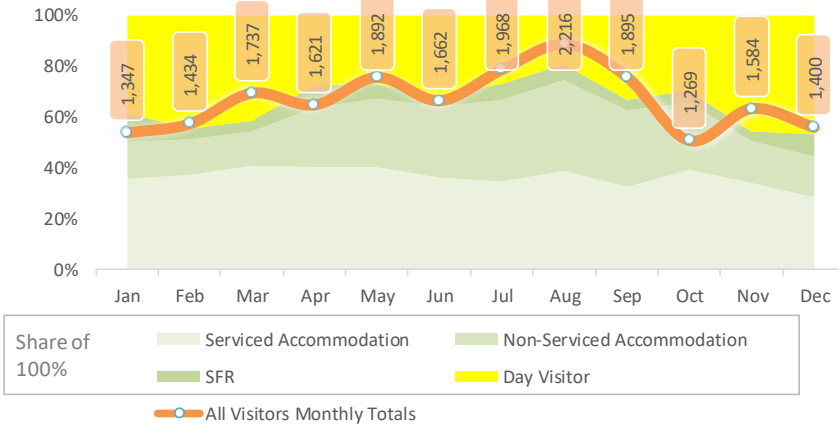
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



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



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



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | 2012 to 2023 | | | TOTAL | SECTORAL ANALYSIS |
|--|----|-------|-------|--------|--------|--------|--------|--------|--------|-----------------|--------|--------|--------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | Historic Prices | | | | |
| SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES | | | | | | | | | | | | | | |
| SECTOR / YEAR | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | |
| Accommodation | £M | 11.92 | 12.75 | 14.60 | 14.73 | 15.44 | 16.12 | 18.33 | 20.05 | 9.123 | 15.22 | 25.85 | 30.54 | 2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES |
| Food & Drink | £M | 15.16 | 15.70 | 17.04 | 18.26 | 19.12 | 19.90 | 21.66 | 22.46 | 10.65 | 16.53 | 22.46 | 25.20 | |
| Recreation | £M | 6.334 | 6.562 | 7.147 | 7.646 | 8.013 | 8.331 | 9.060 | 9.387 | 4.424 | 6.916 | 9.342 | 10.48 | |
| Shopping | £M | 18.06 | 18.60 | 19.93 | 21.80 | 22.83 | 23.94 | 25.77 | 26.47 | 12.04 | 19.57 | 25.55 | 28.70 | |
| Transport | £M | 7.221 | 7.411 | 8.003 | 8.690 | 9.098 | 9.545 | 10.36 | 10.74 | 5.009 | 8.080 | 10.63 | 11.85 | |
| Direct Revenue | £M | 58.70 | 61.02 | 66.71 | 71.11 | 74.50 | 77.84 | 85.18 | 89.10 | 41.25 | 66.32 | 93.83 | 106.77 | |
| VAT | £M | 11.74 | 12.20 | 13.34 | 14.22 | 14.90 | 15.57 | 17.04 | 17.82 | 6.503 | 12.85 | 18.77 | 21.35 | |
| Direct Expenditure | £M | 70.44 | 73.22 | 80.06 | 85.34 | 89.40 | 93.41 | 102.22 | 106.92 | 47.75 | 79.17 | 112.59 | 128.13 | |
| Indirect Expenditure | £M | 22.94 | 23.75 | 25.85 | 27.71 | 29.01 | 30.43 | 33.38 | 35.06 | 16.02 | 26.23 | 36.92 | 42.02 | |
| TOTAL | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 | |

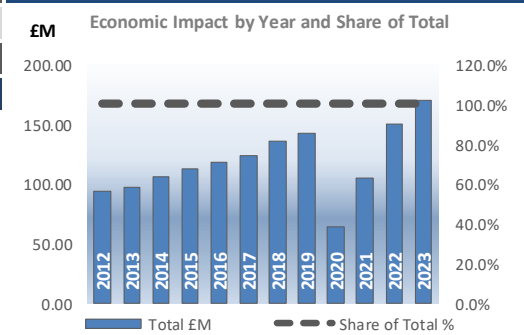
| SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES | | | | | | | | | | | | | | |
|--|------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|--|
| SECTOR / YEAR | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | |
| Accommodation | FTEs | 427 | 427 | 441 | 410 | 416 | 402 | 424 | 435 | 253 | 282 | 397 | 414 | 2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES |
| Food & Drink | FTEs | 280 | 288 | 300 | 314 | 322 | 329 | 350 | 349 | 161 | 240 | 308 | 328 | |
| Recreation | FTEs | 142 | 146 | 153 | 160 | 164 | 167 | 178 | 177 | 81 | 122 | 156 | 165 | |
| Shopping | FTEs | 304 | 311 | 320 | 342 | 351 | 361 | 379 | 376 | 166 | 259 | 320 | 340 | |
| Transport | FTEs | 60 | 61 | 63 | 67 | 68 | 71 | 75 | 77 | 34 | 52 | 65 | 69 | |
| Direct Employment | FTEs | 1,214 | 1,234 | 1,277 | 1,293 | 1,321 | 1,330 | 1,406 | 1,414 | 695 | 955 | 1,246 | 1,316 | |
| Indirect Employment | FTEs | 274 | 282 | 294 | 308 | 316 | 325 | 348 | 358 | 162 | 247 | 328 | 353 | |
| TOTAL | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | |

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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

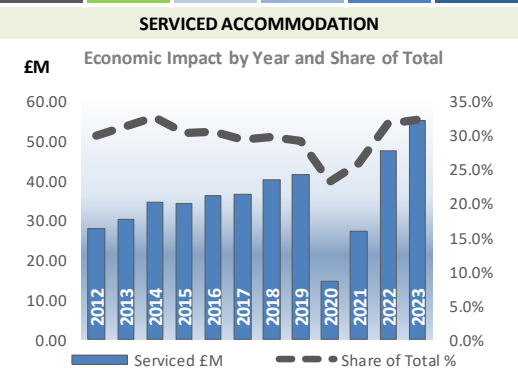
| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | ECONOMIC IMPACT | | | | | | |
|------------------------------------|----|--|-------|-------|-------|--------|-------|--------|-------|--------|-------|-------|-----------------|--------|-----------------|----------|-------|-------|-------|-------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | Historic Prices | | Historic Prices | | | | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | TOTAL | | ECONOMIC IMPACT | | | | | | |
| KEY | | TOTAL | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| 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 2012 to 2023 | | 35.1% | 67.7% | 70.2% | 86.5% | 117.0% | 73.4% | 104.2% | 85.1% | 102.7% | 64.3% | 72.5% | 97.1% | 82.2% | Annual Change | | | 57.9% | 92.1% | 95.9% | 76.7% |
| % Change 2022 to 2023 | | 14.3% | 25.9% | 10.4% | 14.2% | 14.5% | 12.6% | 9.0% | 11.2% | 17.8% | 18.2% | 13.2% | 12.3% | 13.8% | | | | 16.1% | 13.8% | 12.2% | 14.3% |
| Average Annual Change | | 3.2% | 6.2% | 6.4% | 7.9% | 10.6% | 6.7% | 9.5% | 7.7% | 9.3% | 5.8% | 6.6% | 8.8% | 7.5% | | | | 5.3% | 8.4% | 8.7% | 7.0% |
| 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 | | | 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 |
| 2022 | £M | 8.607 | 8.778 | 12.65 | 11.95 | 14.55 | 12.41 | 17.86 | 20.57 | 13.89 | 8.099 | 11.21 | 8.926 | 149.51 | 41.9% | | | 30.04 | 38.91 | 52.33 | 28.24 |
| 2023 | £M | 9.837 | 11.05 | 13.97 | 13.65 | 16.67 | 13.98 | 19.47 | 22.87 | 16.36 | 9.572 | 12.69 | 10.02 | 170.14 | 13.8% | | | 34.86 | 44.29 | 58.70 | 32.29 |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | | | | | | | | | | TOTAL | | |
|--------------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----|---|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | £M | % |
| Total | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 | | |
| All Visitor Types | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 | | |
| 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 2012 | % | | | | | | | | | | | | | | |
| Avg Ann. Change in Share | % | | | | | | | | | | | | | | |



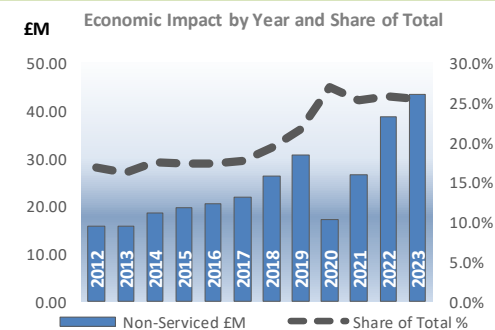
| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | 2012 to 2023 Historic Prices | | SERVICED ACCOMMODATION | | ECONOMIC IMPACT Historic Prices | | | | |
|------------------------------------|----|--|-------|-------|--------|--------|-------|--------|-------|-------|---------------------------------|-------|---------------------------|-------|------------------------------------|-------|--------|-------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 64.0% | 62.8% | 88.8% | 105.6% | 169.7% | 85.1% | 122.2% | 89.7% | 88.1% | 67.0% | 97.2% | 104.9% | 96.4% | Annual Change | 74.1% | 119.9% | 98.4% | 86.1% |
| % Change 2022 to 2023 | | 35.7% | 20.6% | 16.0% | 16.1% | 15.4% | 16.1% | 12.7% | 15.0% | 17.8% | 12.5% | 10.0% | 15.2% | 16.0% | | 21.4% | 15.8% | 14.9% | 11.8% |
| Average Annual Change | | 5.8% | 5.7% | 8.1% | 9.6% | 15.4% | 7.7% | 11.1% | 8.2% | 8.0% | 6.1% | 8.8% | 9.5% | 8.8% | | 6.7% | 10.9% | 8.9% | 7.8% |
| 2012 | £M | 1.603 | 2.199 | 2.800 | 2.391 | 2.456 | 2.528 | 2.688 | 4.275 | 2.554 | 1.788 | 1.918 | 0.682 | 27.88 | | 6.603 | 7.376 | 9.517 | 4.388 |
| 2013 | £M | 1.686 | 2.487 | 3.399 | 2.170 | 2.722 | 2.643 | 3.063 | 4.827 | 2.432 | 1.730 | 2.251 | 0.813 | 30.22 | 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 |
| 2022 | £M | 1.938 | 2.970 | 4.560 | 4.236 | 5.743 | 4.031 | 5.300 | 7.051 | 4.078 | 2.653 | 3.438 | 1.212 | 47.21 | 73.2% | 9.468 | 14.01 | 16.43 | 7.304 |
| 2023 | £M | 2.629 | 3.582 | 5.288 | 4.917 | 6.625 | 4.680 | 5.973 | 8.108 | 4.804 | 2.986 | 3.781 | 1.397 | 54.77 | 16.0% | 11.50 | 16.22 | 18.88 | 8.163 |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | | | | | | | | | | |
|--------------------------------------|----|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| Serviced | £M | 27.88 | 30.22 | 34.45 | 34.17 | 35.94 | 36.28 | 40.08 | 41.37 | 14.69 | 27.26 | 47.21 | 54.77 |
| All Visitor Types | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 |
| Share of Total | % | 29.9% | 31.2% | 32.5% | 30.2% | 30.3% | 29.3% | 29.6% | 29.1% | 23.0% | 25.9% | 31.6% | 32.2% |
| Annual Change in Share | % | | 4.4% | 4.4% | -7.1% | 0.4% | -3.5% | 0.9% | -1.4% | -20.9% | 12.3% | 22.1% | 1.9% |
| Change in Share from 2012 | % | | 4.4% | 8.9% | 1.2% | 1.6% | -1.9% | -1.0% | -2.4% | -22.9% | -13.4% | 5.7% | 7.8% |
| Avg Ann. Change in Share | % | | 4.4% | 4.5% | 0.4% | 0.4% | -0.4% | -0.2% | -0.3% | -2.9% | -1.5% | 0.6% | 0.7% |



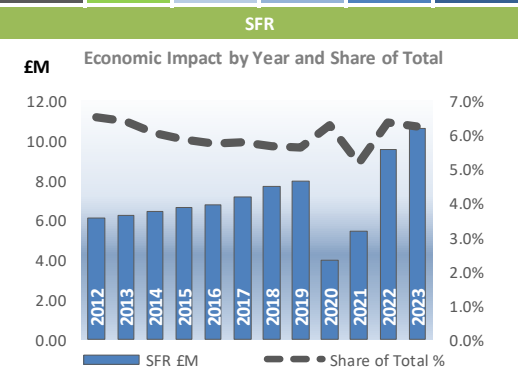
| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 Historic Prices | | NON-SERVICED ACCOMMODATION | | ECONOMIC IMPACT Historic Prices | | | |
|------------------------------------|----|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------------------|--------|-------------------------------|--------|------------------------------------|--------|--------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 215.6% | 158.9% | 170.7% | 167.0% | 144.0% | 101.9% | 176.7% | 191.0% | 188.0% | 263.1% | 238.4% | 313.0% | 176.2% | Annual Change | 178.1% | 133.7% | 185.3% | 265.5% | |
| % Change 2022 to 2023 | | 7.0% | 21.5% | -0.5% | 19.4% | 6.2% | -0.6% | 9.5% | 11.4% | 16.2% | 44.4% | 28.8% | 9.8% | 12.1% | | 7.4% | 7.2% | 11.8% | 29.8% | |
| Average Annual Change | | 19.6% | 14.4% | 15.5% | 15.2% | 13.1% | 9.3% | 16.1% | 17.4% | 17.1% | 23.9% | 21.7% | 28.5% | 16.0% | | 16.2% | 12.2% | 16.8% | 24.1% | |
| 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 | 0.6% | 1.162 | 4.943 | 8.028 | 1.505 | |
| 2013 | £M | 0.297 | 0.362 | 0.520 | 1.188 | 1.820 | 1.837 | 2.879 | 3.510 | 1.767 | 0.683 | 0.524 | 0.337 | 15.72 | | 1.180 | 4.844 | 8.157 | 1.544 | |
| 2014 | £M | 0.341 | 0.421 | 0.615 | 1.347 | 2.129 | 2.149 | 3.256 | 4.132 | 2.222 | 0.809 | 0.645 | 0.402 | 18.47 | | 17.4% | 1.377 | 5.624 | 9.610 | 1.856 |
| 2015 | £M | 0.363 | 0.447 | 0.655 | 1.424 | 2.255 | 2.262 | 3.439 | 4.386 | 2.354 | 0.858 | 0.682 | 0.427 | 19.55 | | 5.9% | 1.465 | 5.942 | 10.18 | 1.967 |
| 2016 | £M | 0.386 | 0.481 | 0.665 | 1.457 | 2.320 | 2.339 | 3.562 | 4.607 | 2.511 | 0.901 | 0.724 | 0.453 | 20.41 | | 4.4% | 1.533 | 6.116 | 10.68 | 2.077 |
| 2017 | £M | 0.419 | 0.518 | 0.673 | 1.609 | 2.523 | 2.405 | 3.863 | 4.850 | 2.755 | 0.975 | 0.752 | 0.506 | 21.85 | | 7.1% | 1.611 | 6.536 | 11.47 | 2.233 |
| 2018 | £M | 0.560 | 0.674 | 0.856 | 1.810 | 3.078 | 2.853 | 4.350 | 5.834 | 3.214 | 1.277 | 0.978 | 0.684 | 26.17 | | 19.8% | 2.090 | 7.741 | 13.40 | 2.939 |
| 2019 | £M | 0.718 | 0.805 | 1.021 | 2.331 | 3.653 | 3.252 | 5.211 | 6.599 | 3.582 | 1.485 | 1.210 | 0.861 | 30.73 | | 17.4% | 2.544 | 9.236 | 15.39 | 3.557 |
| 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% | 2.003 | 0.368 | 12.77 | 2.040 |
| 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% | 0.062 | 6.783 | 16.07 | 3.600 |
| 2022 | £M | 0.851 | 0.786 | 1.372 | 2.787 | 4.155 | 3.838 | 7.148 | 8.932 | 4.415 | 1.727 | 1.312 | 1.201 | 38.52 | 45.3% | 3.009 | 10.78 | 20.50 | 4.240 | |
| 2023 | £M | 0.910 | 0.955 | 1.365 | 3.327 | 4.412 | 3.814 | 7.825 | 9.951 | 5.130 | 2.493 | 1.690 | 1.318 | 43.19 | 12.1% | 3.230 | 11.55 | 22.91 | 5.502 | |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | | | | | | | | | | NON-SERVICED ACCOMMODATION | | |
|--------------------------------------|----|-------|-------|--------|--------|--------|--------|--------|--------|-------|--------|--------|----------------------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Non-Serviced | £M | 15.64 | 15.72 | 18.47 | 19.55 | 20.41 | 21.85 | 26.17 | 30.73 | 17.18 | 26.52 | 38.52 | 43.19 | | |
| All Visitor Types | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 | | |
| Share of Total | % | 16.7% | 16.2% | 17.4% | 17.3% | 17.2% | 17.6% | 19.3% | 21.6% | 26.9% | 25.2% | 25.8% | 25.4% | | |
| Annual Change in Share | % | | -3.2% | 7.5% | -0.8% | -0.4% | 2.4% | 9.4% | 12.2% | 24.5% | -6.6% | 2.4% | -1.5% | | |
| Change in Share from 2012 | % | | -3.2% | 4.1% | 3.3% | 2.9% | 5.3% | 15.2% | 29.2% | 60.9% | 50.2% | 53.8% | 51.6% | | |
| Avg Ann. Change in Share | % | | -3.2% | 2.1% | 1.1% | 0.7% | 1.1% | 2.5% | 4.2% | 7.6% | 5.6% | 5.4% | 4.7% | | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | SFR | | ECONOMIC IMPACT | | | |
|------------------------------------|----|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|-------|---------------|-------|-----------------|-------|-------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | Historic Prices | | | | Historic Prices | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SFR | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 67.8% | 65.1% | 69.3% | 75.1% | 81.1% | 63.9% | 74.5% | 74.8% | 82.9% | 79.2% | 82.3% | 83.0% | 74.8% | Annual Change | 67.6% | 74.2% | 76.6% | 81.8% | |
| % Change 2022 to 2023 | | 14.4% | 14.2% | 9.6% | 13.1% | 9.7% | 7.8% | 7.9% | 9.0% | 12.7% | 17.2% | 13.8% | 11.4% | 11.5% | | 13.2% | 10.8% | 9.4% | 13.4% | |
| Average Annual Change | | 6.2% | 5.9% | 6.3% | 6.8% | 7.4% | 5.8% | 6.8% | 6.8% | 7.5% | 7.2% | 7.5% | 7.5% | 6.8% | | 6.1% | 6.7% | 7.0% | 7.4% | |
| 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 | | 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 | |
| 2022 | £M | 1.231 | 0.430 | 0.563 | 1.194 | 0.851 | 0.626 | 0.993 | 1.046 | 0.622 | 0.494 | 0.435 | 1.025 | 9.511 | 75.0% | 2.225 | 2.671 | 2.661 | 1.954 | |
| 2023 | £M | 1.409 | 0.492 | 0.617 | 1.350 | 0.933 | 0.675 | 1.072 | 1.139 | 0.701 | 0.579 | 0.496 | 1.142 | 10.60 | 11.5% | 2.518 | 2.958 | 2.912 | 2.216 | |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | | | | | | | | | | SFR | | |
|--------------------------------------|----|-------|-------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| SFR | £M | 6.067 | 6.195 | 6.418 | 6.605 | 6.776 | 7.131 | 7.656 | 7.963 | 4.000 | 5.433 | 9.511 | 10.60 | | |
| All Visitor Types | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 | | |
| Share of Total | % | 6.5% | 6.4% | 6.1% | 5.8% | 5.7% | 5.8% | 5.6% | 5.6% | 6.3% | 5.2% | 6.4% | 6.2% | | |
| Annual Change in Share | % | | -1.7% | -5.1% | -3.6% | -2.1% | 0.6% | -2.0% | -0.7% | 11.8% | -17.8% | 23.4% | -2.0% | | |
| Change in Share from 2012 | % | | -1.7% | -6.8% | -10.1% | -11.9% | -11.4% | -13.1% | -13.7% | -3.5% | -20.7% | -2.1% | -4.1% | | |
| Avg Ann. Change in Share | % | | -1.7% | -3.4% | -3.4% | -3.0% | -2.3% | -2.2% | -2.0% | -0.4% | -2.3% | -0.2% | -0.4% | | |



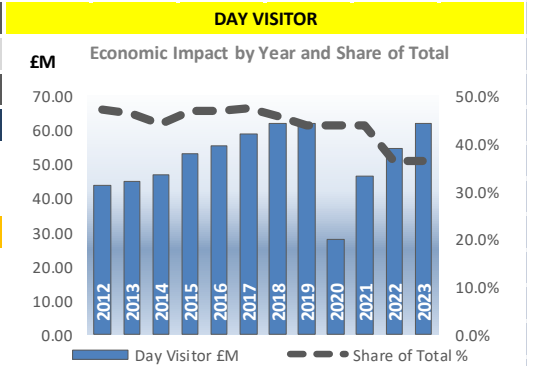
| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 Historic Prices | | STAYING VISITOR | | ECONOMIC IMPACT Historic Prices | | | |
|------------------------------------|----|--|-------|-------|--------|--------|-------|--------|--------|--------|--------|--------|---------------------------------|--------|------------------|-------|------------------------------------|--------|--------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 81.1% | 75.4% | 98.1% | 117.6% | 150.4% | 89.9% | 142.5% | 130.0% | 125.4% | 116.5% | 121.9% | 137.4% | 118.9% | Annual Change | 86.1% | 119.3% | 132.9% | 123.3% | |
| % Change 2022 to 2023 | | 23.1% | 20.1% | 11.9% | 16.7% | 11.4% | 7.9% | 10.6% | 12.7% | 16.7% | 24.3% | 15.1% | 12.2% | 14.0% | | 17.3% | 11.9% | 12.9% | 17.7% | |
| Average Annual Change | | 7.4% | 6.9% | 8.9% | 10.7% | 13.7% | 8.2% | 13.0% | 11.8% | 11.4% | 10.6% | 11.1% | 12.5% | 10.8% | | 7.8% | 10.8% | 12.1% | 11.2% | |
| 2012 | £M | 2.732 | 2.866 | 3.669 | 4.408 | 4.780 | 4.829 | 6.131 | 8.346 | 4.718 | 2.798 | 2.689 | 1.625 | 49.59 | | 9.267 | 14.02 | 19.19 | 7.112 | |
| 2013 | £M | 2.842 | 3.163 | 4.310 | 4.115 | 5.069 | 4.894 | 6.570 | 9.007 | 4.581 | 2.736 | 3.061 | 1.796 | 52.14 | 5.1% | 10.31 | 14.08 | 20.16 | 7.593 | |
| 2014 | £M | 2.916 | 3.161 | 4.555 | 4.616 | 6.149 | 5.397 | 8.076 | 10.25 | 5.815 | 3.144 | 3.350 | 1.911 | 59.34 | 13.8% | 10.63 | 16.16 | 24.14 | 8.406 | |
| 2015 | £M | 3.142 | 3.237 | 4.473 | 4.691 | 6.330 | 5.654 | 8.231 | 10.46 | 5.832 | 3.186 | 3.214 | 1.884 | 60.33 | 1.7% | 10.85 | 16.68 | 24.52 | 8.284 | |
| 2016 | £M | 3.188 | 3.363 | 4.881 | 5.020 | 6.576 | 5.678 | 8.590 | 10.95 | 6.023 | 3.175 | 3.608 | 2.066 | 63.12 | 4.6% | 11.43 | 17.28 | 25.56 | 8.849 | |
| 2017 | £M | 3.165 | 3.254 | 4.683 | 5.453 | 7.250 | 5.842 | 8.900 | 11.33 | 6.404 | 3.264 | 3.582 | 2.134 | 65.26 | 3.4% | 11.10 | 18.54 | 26.63 | 8.980 | |
| 2018 | £M | 3.616 | 3.700 | 5.223 | 6.026 | 8.376 | 6.660 | 9.580 | 13.10 | 7.169 | 3.825 | 4.144 | 2.480 | 73.90 | 13.2% | 12.54 | 21.06 | 29.85 | 10.45 | |
| 2019 | £M | 3.873 | 3.918 | 5.559 | 6.696 | 9.160 | 7.186 | 10.68 | 14.02 | 7.588 | 4.132 | 4.542 | 2.707 | 80.06 | 8.3% | 13.35 | 23.04 | 32.29 | 11.38 | |
| 2020 | £M | 3.939 | 3.626 | 2.480 | 0.339 | 0.574 | 0.419 | 4.624 | 9.417 | 6.218 | 2.765 | 0.559 | 0.907 | 35.87 | -55.2% | 10.04 | 1.333 | 20.26 | 4.231 | |
| 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 | 65.1% | 1.971 | 13.30 | 32.59 | 11.35 | |
| 2022 | £M | 4.020 | 4.186 | 6.495 | 8.217 | 10.75 | 8.495 | 13.44 | 17.03 | 9.116 | 4.874 | 5.186 | 3.438 | 95.25 | 60.9% | 14.70 | 27.46 | 39.59 | 13.50 | |
| 2023 | £M | 4.948 | 5.028 | 7.270 | 9.593 | 11.97 | 9.169 | 14.87 | 19.20 | 10.63 | 6.057 | 5.967 | 3.857 | 108.56 | 14.0% | 17.25 | 30.73 | 44.70 | 15.88 | |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | | | | | | | | | | STAYING VISITOR | | |
|--------------------------------------|----|-------|-------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-----------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Staying Visitor | £M | 49.59 | 52.14 | 59.34 | 60.33 | 63.12 | 65.26 | 73.90 | 80.06 | 35.87 | 59.21 | 95.25 | 108.56 | | |
| All Visitor Types | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 | | |
| Share of Total | % | 53.1% | 53.8% | 56.0% | 53.4% | 53.3% | 52.7% | 54.5% | 56.4% | 56.2% | 56.2% | 63.7% | 63.8% | | |
| Annual Change in Share | % | | 1.2% | 4.2% | -4.7% | -0.1% | -1.1% | 3.4% | 3.5% | -0.2% | -0.1% | 13.4% | 0.2% | | |
| Change in Share from 2012 | % | | 1.2% | 5.5% | 0.5% | 0.4% | -0.8% | 2.6% | 6.2% | 5.9% | 5.8% | 20.0% | 20.1% | | |
| Avg Ann. Change in Share | % | | 1.2% | 2.7% | 0.2% | 0.1% | -0.2% | 0.4% | 0.9% | 0.7% | 0.6% | 2.0% | 1.8% | | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | ECONOMIC IMPACT | | | |
|------------------------------------|----|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|----------|-----------------|-------|-------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | Historic Prices | | Historic Prices | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | DAY VISITOR | | ECONOMIC IMPACT | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | % Change | QUARTER | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | Q1 | Q2 | Q3 | Q4 |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | | | |
| % Change 2012 to 2023 | | 7.4% | 61.8% | 47.7% | 39.3% | 62.0% | 48.7% | 35.1% | -8.5% | 70.8% | 16.1% | 44.0% | 78.2% | 40.7% | 37.5% | 49.9% | 30.0% | 47.1% |
| % Change 2022 to 2023 | | 6.6% | 31.2% | 8.8% | 8.7% | 23.5% | 22.8% | 4.1% | 3.6% | 20.0% | 9.0% | 11.6% | 12.3% | 13.5% | 14.9% | 18.5% | 9.9% | 11.3% |
| Average Annual Change | | 0.7% | 5.6% | 4.3% | 3.6% | 5.6% | 4.4% | 3.2% | -0.8% | 6.4% | 1.5% | 4.0% | 7.1% | 3.7% | 3.4% | 4.5% | 2.7% | 4.3% |
| 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 8.387 | 9.845 | 13.65 | 14.31 |
| 2022 | £M | 4.587 | 4.592 | 6.156 | 3.729 | 3.802 | 3.916 | 4.421 | 3.544 | 4.775 | 3.225 | 6.028 | 5.487 | 54.26 | 15.34 | 11.45 | 12.74 | 14.74 |
| 2023 | £M | 4.889 | 6.025 | 6.700 | 4.054 | 4.697 | 4.811 | 4.601 | 3.671 | 5.729 | 3.515 | 6.727 | 6.164 | 61.58 | 17.61 | 13.56 | 14.00 | 16.41 |

| ECONOMIC IMPACT - IN HISTORIC PRICES | | | | | | | | | | | | | DAY VISITOR | | |
|--------------------------------------|----|-------|-------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Day Visitor | £M | 43.78 | 44.83 | 46.57 | 52.72 | 55.30 | 58.58 | 61.70 | 61.92 | 27.90 | 46.19 | 54.26 | 61.58 | | |
| All Visitor Types | £M | 93.37 | 96.97 | 105.91 | 113.05 | 118.41 | 123.84 | 135.60 | 141.98 | 63.77 | 105.40 | 149.51 | 170.14 | | |
| Share of Total | % | 46.9% | 46.2% | 44.0% | 46.6% | 46.7% | 47.3% | 45.5% | 43.6% | 43.8% | 43.8% | 36.3% | 36.2% | | |
| Annual Change in Share | % | | -1.4% | -4.9% | 6.0% | 0.1% | 1.3% | -3.8% | -4.1% | 0.3% | 0.2% | -17.2% | -0.3% | | |
| Change in Share from 2012 | % | | -1.4% | -6.2% | -0.6% | -0.4% | 0.9% | -3.0% | -7.0% | -6.7% | -6.5% | -22.6% | -22.8% | | |
| Avg Ann. Change in Share | % | | -1.4% | -3.1% | -0.2% | -0.1% | 0.2% | -0.5% | -1.0% | -0.8% | -0.7% | -2.3% | -2.1% | | |



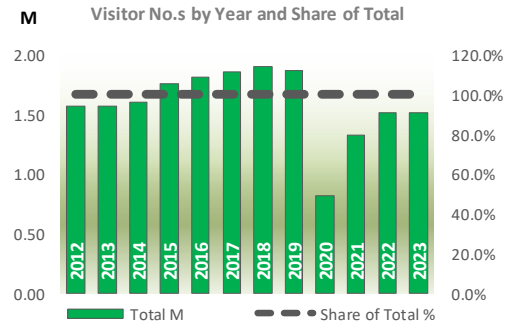
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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

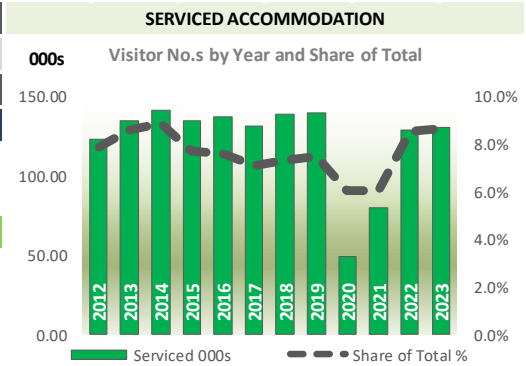
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | TOTAL | VISITOR NUMBERS | | | |
|------------------------------------|---|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|----------|---------------|-----------------|-------|-------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | |
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | TOTAL | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2012 to 2023 | | -25.8% | 7.1% | -2.1% | -4.9% | 11.1% | -2.3% | -3.8% | -29.5% | 17.1% | -18.6% | -1.4% | 18.9% | -3.7% | Annual Change | -7.7% | 1.2% | -6.9% | 0.0% |
| % Change 2022 to 2023 | | -4.5% | 14.1% | -3.7% | -3.0% | 6.0% | 5.7% | -7.8% | -7.7% | 4.9% | -2.3% | -1.5% | -1.0% | -0.2% | | 1.4% | 3.0% | -3.2% | -1.5% |
| Average Annual Change | | -2.3% | 0.6% | -0.2% | -0.4% | 1.0% | -0.2% | -0.3% | -2.7% | 1.6% | -1.7% | -0.1% | 1.7% | -0.3% | | -0.7% | 0.1% | -0.6% | 0.0% |
| 2012 | M | 0.155 | 0.130 | 0.160 | 0.111 | 0.111 | 0.120 | 0.126 | 0.151 | 0.125 | 0.106 | 0.158 | 0.117 | 1.570 | | | 0.444 | 0.342 | 0.402 |
| 2013 | M | 0.141 | 0.138 | 0.148 | 0.112 | 0.127 | 0.120 | 0.129 | 0.153 | 0.119 | 0.100 | 0.166 | 0.114 | 1.568 | -0.1% | 0.427 | 0.359 | 0.401 | 0.380 |
| 2014 | M | 0.135 | 0.134 | 0.179 | 0.118 | 0.123 | 0.116 | 0.130 | 0.155 | 0.127 | 0.106 | 0.156 | 0.117 | 1.595 | 1.7% | 0.448 | 0.356 | 0.412 | 0.379 |
| 2015 | M | 0.147 | 0.144 | 0.201 | 0.133 | 0.136 | 0.124 | 0.139 | 0.166 | 0.143 | 0.119 | 0.165 | 0.135 | 1.752 | 9.8% | 0.492 | 0.392 | 0.448 | 0.418 |
| 2016 | M | 0.169 | 0.156 | 0.192 | 0.125 | 0.132 | 0.132 | 0.149 | 0.168 | 0.150 | 0.120 | 0.178 | 0.137 | 1.807 | 3.1% | 0.516 | 0.389 | 0.467 | 0.435 |
| 2017 | M | 0.169 | 0.158 | 0.195 | 0.129 | 0.138 | 0.135 | 0.154 | 0.172 | 0.156 | 0.123 | 0.183 | 0.143 | 1.855 | 2.7% | 0.522 | 0.403 | 0.482 | 0.449 |
| 2018 | M | 0.169 | 0.164 | 0.199 | 0.125 | 0.143 | 0.132 | 0.153 | 0.149 | 0.165 | 0.121 | 0.207 | 0.167 | 1.893 | 2.1% | 0.531 | 0.401 | 0.467 | 0.494 |
| 2019 | M | 0.164 | 0.166 | 0.204 | 0.131 | 0.141 | 0.132 | 0.154 | 0.142 | 0.173 | 0.106 | 0.192 | 0.164 | 1.868 | -1.4% | 0.534 | 0.404 | 0.469 | 0.461 |
| 2020 | M | 0.166 | 0.146 | 0.086 | 0.009 | 0.017 | 0.025 | 0.049 | 0.062 | 0.087 | 0.055 | 0.058 | 0.058 | 0.818 | -56.2% | 0.399 | 0.051 | 0.198 | 0.171 |
| 2021 | M | 0.056 | 0.064 | 0.095 | 0.071 | 0.095 | 0.116 | 0.133 | 0.129 | 0.162 | 0.099 | 0.166 | 0.134 | 1.320 | 61.4% | 0.215 | 0.281 | 0.425 | 0.399 |
| 2022 | M | 0.120 | 0.122 | 0.162 | 0.109 | 0.117 | 0.111 | 0.132 | 0.115 | 0.139 | 0.089 | 0.158 | 0.140 | 1.514 | 14.7% | 0.404 | 0.336 | 0.386 | 0.387 |
| 2023 | M | 0.115 | 0.139 | 0.156 | 0.105 | 0.124 | 0.118 | 0.122 | 0.106 | 0.146 | 0.087 | 0.156 | 0.139 | 1.512 | -0.2% | 0.410 | 0.347 | 0.374 | 0.381 |
| VISITOR NUMBERS | | | | | | | | | | | | | TOTAL | | | | | | |
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | | | | | |
| Total | M | 1.570 | 1.568 | 1.595 | 1.752 | 1.807 | 1.855 | 1.893 | 1.868 | 0.818 | 1.320 | 1.514 | 1.512 | | | | | | |
| All Visitor Types | M | 1.570 | 1.568 | 1.595 | 1.752 | 1.807 | 1.855 | 1.893 | 1.868 | 0.818 | 1.320 | 1.514 | 1.512 | | | | | | |
| 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 2012 | % | | | | | | | | | | | | | | | | | | |
| Avg Ann. Change in Share | % | | | | | | | | | | | | | | | | | | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | SERVICED | | VISITOR NUMBERS | | | |
|------------------------------------|------|---|------|-------|-------|-------|--------|-------|--------|-------|--------|-------|---------------|----------|----------|------|-----------------|-------|------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | -10.6% | 7.4% | -5.7% | -3.4% | 34.4% | -14.8% | 30.2% | -15.6% | 21.3% | -11.2% | 26.2% | 28.7% | 6.0% | -2.4% | 5.3% | 9.9% | 13.8% | | |
| % Change 2022 to 2023 | | 18.1% | 5.1% | 1.1% | 1.4% | 0.7% | 1.2% | -1.8% | 0.2% | 2.7% | -1.9% | -4.0% | 0.4% | 1.3% | 5.4% | 1.1% | 0.6% | -2.5% | | |
| Average Annual Change | | -1.0% | 0.7% | -0.5% | -0.3% | 3.1% | -1.3% | 2.7% | -1.4% | 1.9% | -1.0% | 2.4% | 2.6% | 0.5% | -0.2% | 0.5% | 0.9% | 1.3% | | |
| 2012 | 000s | 7.0 | 11.3 | 15.5 | 10.6 | 10.5 | 10.7 | 9.0 | 12.7 | 12.5 | 7.9 | 10.4 | 4.5 | 122.7 | 33.8 | 31.8 | 34.1 | 22.9 | | |
| 2013 | 000s | 7.4 | 14.8 | 18.4 | 8.2 | 12.0 | 11.4 | 9.8 | 13.2 | 12.9 | 7.5 | 12.7 | 5.7 | 133.9 | 9.2% | 40.5 | 31.6 | 35.9 | 25.8 | |
| 2014 | 000s | 6.7 | 12.8 | 17.3 | 8.4 | 13.4 | 10.6 | 12.9 | 14.4 | 16.6 | 8.6 | 13.4 | 5.8 | 140.8 | 5.2% | 36.8 | 32.4 | 44.0 | 27.7 | |
| 2015 | 000s | 6.7 | 13.3 | 16.5 | 7.7 | 12.9 | 9.7 | 12.0 | 12.4 | 16.6 | 7.9 | 12.9 | 5.3 | 133.9 | -4.9% | 36.4 | 30.4 | 41.0 | 26.0 | |
| 2016 | 000s | 6.9 | 13.9 | 16.7 | 9.0 | 12.9 | 9.3 | 12.4 | 11.3 | 15.8 | 7.4 | 14.6 | 6.3 | 136.6 | 2.0% | 37.5 | 31.2 | 39.5 | 28.4 | |
| 2017 | 000s | 6.4 | 12.5 | 15.1 | 9.3 | 13.6 | 9.0 | 11.9 | 10.9 | 15.5 | 7.0 | 13.5 | 5.9 | 130.5 | -4.4% | 34.0 | 31.9 | 38.3 | 26.4 | |
| 2018 | 000s | 6.8 | 13.2 | 15.7 | 9.8 | 14.7 | 9.5 | 12.1 | 12.1 | 16.1 | 7.5 | 14.4 | 6.3 | 138.3 | 5.9% | 35.7 | 34.0 | 40.3 | 28.3 | |
| 2019 | 000s | 6.8 | 13.2 | 15.9 | 9.9 | 14.9 | 9.6 | 12.3 | 12.1 | 15.9 | 7.6 | 14.8 | 6.2 | 139.3 | 0.8% | 36.0 | 34.4 | 40.3 | 28.7 | |
| 2020 | 000s | 6.6 | 12.3 | 6.4 | 0.7 | 1.2 | 0.6 | 2.7 | 5.6 | 7.4 | 3.3 | 1.8 | 0.7 | 49.3 | -64.6% | 25.3 | 2.5 | 15.7 | 5.8 | |
| 2021 | 000s | 1.1 | 2.1 | 3.0 | 2.1 | 3.8 | 7.2 | 10.4 | 10.6 | 14.3 | 7.0 | 12.9 | 4.9 | 79.5 | 61.3% | 6.3 | 13.1 | 35.3 | 24.8 | |
| 2022 | 000s | 5.3 | 11.5 | 14.5 | 10.1 | 14.1 | 9.0 | 11.9 | 10.7 | 14.7 | 7.2 | 13.7 | 5.8 | 128.5 | 61.6% | 31.3 | 33.1 | 37.3 | 26.7 | |
| 2023 | 000s | 6.3 | 12.1 | 14.6 | 10.2 | 14.2 | 9.1 | 11.7 | 10.7 | 15.1 | 7.0 | 13.2 | 5.8 | 130.1 | 1.3% | 33.0 | 33.5 | 37.5 | 26.1 | |

| VISITOR NUMBERS | | | | | | | | | | | | | SERVICED ACCOMMODATION | | |
|---------------------------|------|-------|-------|-------|--------|-------|-------|-------|-------|--------|--------|-------|------------------------|------|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 000s | |
| Serviced | 000s | 122.7 | 133.9 | 140.8 | 133.9 | 136.6 | 130.5 | 138.3 | 139.3 | 49.3 | 79.5 | 128.5 | 130.1 | | |
| All Visitor Types | M | 1.6 | 1.6 | 1.6 | 1.8 | 1.8 | 1.9 | 1.9 | 1.9 | 0.8 | 1.3 | 1.5 | 1.5 | | |
| Share of Total | % | 7.8% | 8.5% | 8.8% | 7.6% | 7.6% | 7.0% | 7.3% | 7.5% | 6.0% | 6.0% | 8.5% | 8.6% | | |
| Annual Change in Share | % | | 9.3% | 3.4% | -13.4% | -1.1% | -6.9% | 3.8% | 2.2% | -19.3% | 0.0% | 40.9% | 1.4% | | |
| Change in Share from 2012 | % | | 9.3% | 13.0% | -2.2% | -3.2% | -9.9% | -6.5% | -4.5% | -22.9% | -22.9% | 8.6% | 10.1% | | |
| Avg Ann. Change in Share | % | | 9.3% | 6.5% | -0.7% | -0.8% | -2.0% | -1.1% | -0.6% | -2.9% | -2.5% | 0.9% | 0.9% | | |



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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | NON-SERVICED | | VISITOR NUMBERS | | | |
|------------------------------------|------|---|-------|--------|-------|-------|--------|--------|-------|-------|-------|-------|---------------|----------|--------------|-------|-----------------|-------|-----|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 44.4% | 18.2% | 27.5% | 22.7% | 22.6% | 2.7% | 36.7% | 54.4% | 81.4% | 82.7% | 72.8% | 80.6% | 41.7% | 28.4% | 15.4% | 55.2% | 78.7% | | |
| % Change 2022 to 2023 | | -8.1% | 4.4% | -14.4% | 3.1% | -7.3% | -13.3% | -12.1% | -9.7% | 1.4% | 24.2% | 11.1% | -5.7% | -5.0% | -8.0% | -6.8% | -7.5% | 12.8% | | |
| Average Annual Change | | 4.0% | 1.7% | 2.5% | 2.1% | 2.1% | 0.2% | 3.3% | 4.9% | 7.4% | 7.5% | 6.6% | 7.3% | 3.8% | 2.6% | 1.4% | 5.0% | 7.2% | | |
| 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 | | 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 | |
| 2022 | 000s | 1.3 | 1.3 | 2.5 | 5.4 | 8.7 | 7.5 | 12.0 | 16.1 | 10.3 | 3.6 | 3.0 | 2.0 | 73.8 | 25.7% | 5.2 | 21.7 | 38.4 | 8.5 | |
| 2023 | 000s | 1.2 | 1.4 | 2.2 | 5.6 | 8.1 | 6.5 | 10.5 | 14.5 | 10.4 | 4.4 | 3.3 | 1.8 | 70.1 | -5.0% | 4.8 | 20.2 | 35.5 | 9.6 | |

| VISITOR NUMBERS | | | | | | | | | | | | | NON-SERVICED ACCOMMODATION | | |
|---------------------------|------|------|-------|------|-------|-------|-------|-------|-------|-------|-------|-------|----------------------------|------|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 000s | |
| Non-Serviced | 000s | 49.5 | 48.8 | 53.6 | 56.2 | 55.0 | 56.6 | 64.4 | 70.9 | 38.5 | 58.7 | 73.8 | 70.1 | | |
| All Visitor Types | M | 1.6 | 1.6 | 1.6 | 1.8 | 1.8 | 1.9 | 1.9 | 1.9 | 0.8 | 1.3 | 1.5 | 1.5 | | |
| Share of Total | % | 3.2% | 3.1% | 3.4% | 3.2% | 3.0% | 3.1% | 3.4% | 3.8% | 4.7% | 4.4% | 4.9% | 4.6% | | |
| Annual Change in Share | % | | -1.4% | 8.1% | -4.5% | -5.2% | 0.4% | 11.4% | 11.5% | 24.0% | -5.5% | 9.6% | -4.8% | | |
| Change in Share from 2012 | % | | -1.4% | 6.6% | 1.8% | -3.5% | -3.2% | 7.9% | 20.3% | 49.2% | 41.0% | 54.5% | 47.1% | | |
| Avg Ann. Change in Share | % | | -1.4% | 3.3% | 0.6% | -0.9% | -0.6% | 1.3% | 2.9% | 6.2% | 4.6% | 5.5% | 4.3% | | |

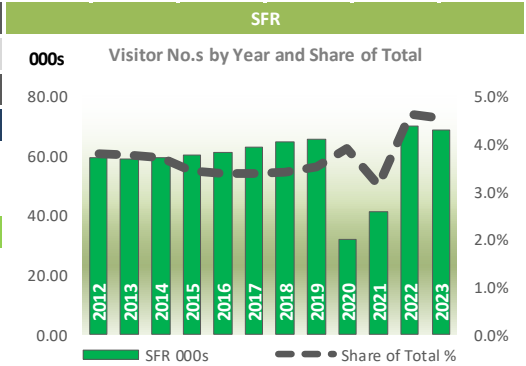


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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | SFR | VISITOR NUMBERS | | | |
|------------------------------------|------|---|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|-------|---------------|-----------------|-------|-------|-------|
| THE COUNTY OF 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 2012 to 2023 | | 10.8% | 9.1% | 11.9% | 15.7% | 19.6% | 8.3% | 15.3% | 15.5% | 20.8% | 18.4% | 20.4% | 20.9% | 15.4% | | 10.7% | 14.9% | 16.8% | 20.1% |
| % Change 2022 to 2023 | | 0.9% | 0.7% | -3.3% | -0.3% | -3.3% | -4.9% | -4.9% | -3.9% | -0.6% | 3.3% | 0.4% | -1.8% | -1.7% | Annual Change | -0.3% | -2.5% | -3.4% | 0.2% |
| Average Annual Change | | 1.0% | 0.8% | 1.1% | 1.4% | 1.8% | 0.8% | 1.4% | 1.4% | 1.9% | 1.7% | 1.9% | 1.9% | 1.4% | | 1.0% | 1.4% | 1.5% | 1.8% |
| 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 | | 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 |
| 2022 | 000s | 8.5 | 3.6 | 4.5 | 7.7 | 6.7 | 5.2 | 6.9 | 7.0 | 5.0 | 4.0 | 3.7 | 6.8 | 69.6 | 68.7% | 16.6 | 19.5 | 18.8 | 14.6 |
| 2023 | 000s | 8.6 | 3.6 | 4.4 | 7.6 | 6.5 | 4.9 | 6.6 | 6.7 | 4.9 | 4.1 | 3.7 | 6.7 | 68.4 | -1.7% | 16.6 | 19.0 | 18.2 | 14.6 |

| VISITOR NUMBERS | | | | | | | | | | | | | SFR |
|---------------------------|------|------|-------|-------|-------|--------|--------|-------|-------|-------|--------|-------|-------|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| SFR | 000s | 59.3 | 58.6 | 59.1 | 60.1 | 60.9 | 62.5 | 64.5 | 65.4 | 31.9 | 41.3 | 69.6 | 68.4 |
| All Visitor Types | M | 1.6 | 1.6 | 1.6 | 1.8 | 1.8 | 1.9 | 1.9 | 1.9 | 0.8 | 1.3 | 1.5 | 1.5 |
| Share of Total | % | 3.8% | 3.7% | 3.7% | 3.4% | 3.4% | 3.4% | 3.4% | 3.5% | 3.9% | 3.1% | 4.6% | 4.5% |
| Annual Change in Share | % | | -1.0% | -0.9% | -7.3% | -1.8% | -0.1% | 1.2% | 2.8% | 11.3% | -19.8% | 47.0% | -1.5% |
| Change in Share from 2012 | % | | -1.0% | -1.9% | -9.1% | -10.7% | -10.8% | -9.8% | -7.3% | 3.2% | -17.3% | 21.7% | 19.8% |
| Avg Ann. Change in Share | % | | -1.0% | -0.9% | -3.0% | -2.7% | -2.2% | -1.6% | -1.0% | 0.4% | -1.9% | 2.2% | 1.8% |



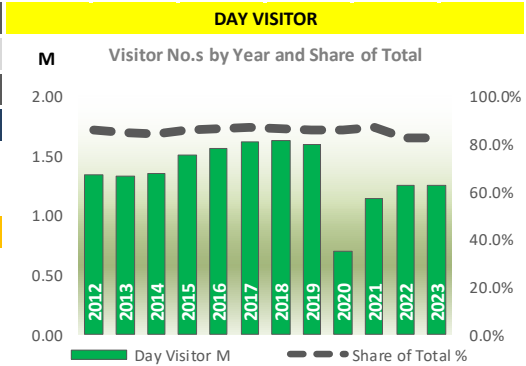
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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | STAYING VISITOR | | VISITOR NUMBERS | | | |
|------------------------------------|------|---|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-----------------|-------|---|-------|-----------------|-------|------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 3.0% | 8.5% | 0.2% | 7.9% | 27.4% | -4.8% | 28.6% | 14.5% | 36.7% | 12.8% | 30.8% | 29.6% | 16.1% | 3.6% | 10.4% | 25.7% | 24.3% | | |
| % Change 2022 to 2023 | | 6.1% | 4.1% | -1.7% | 1.2% | -2.6% | -5.3% | -6.5% | -5.4% | 1.7% | 5.9% | -1.0% | -1.4% | -1.2% | 2.3% | -2.2% | -3.5% | 0.9% | | |
| Average Annual Change | | 0.3% | 0.8% | 0.0% | 0.7% | 2.5% | -0.4% | 2.6% | 1.3% | 3.3% | 1.2% | 2.8% | 2.7% | 1.5% | 0.3% | 0.9% | 2.3% | 2.2% | | |
| 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 | | 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 | |
| 2022 | 000s | 15.2 | 16.4 | 21.5 | 23.2 | 29.5 | 21.6 | 30.7 | 33.8 | 30.0 | 14.8 | 20.4 | 14.6 | 271.8 | 51.5% | 53.2 | 74.3 | 94.5 | 49.8 | |
| 2023 | 000s | 16.1 | 17.1 | 21.2 | 23.5 | 28.8 | 20.5 | 28.7 | 32.0 | 30.5 | 15.6 | 20.2 | 14.4 | 268.6 | -1.2% | 54.4 | 72.7 | 91.2 | 50.3 | |
| VISITOR NUMBERS | | | | | | | | | | | | | STAYING VISITOR | | | | | | | |
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 000s | | | | | | |
| Staying Visitor | | 000s | 231.4 | 241.3 | 253.5 | 250.3 | 252.5 | 249.7 | 267.2 | 275.6 | 119.7 | 179.4 | 271.8 | 268.6 | Visitor No.s by Year and Share of Total | | | | | |
| All Visitor Types | | M | 1.6 | 1.6 | 1.6 | 1.8 | 1.8 | 1.9 | 1.9 | 1.9 | 0.8 | 1.3 | 1.5 | 1.5 | | | | | | |
| Share of Total | | % | 14.7% | 15.4% | 15.9% | 14.3% | 14.0% | 13.5% | 14.8% | 14.6% | 13.6% | 18.0% | 17.8% | | | | | | | |
| Annual Change in Share | | % | | 4.4% | 3.3% | -10.1% | -2.2% | -3.7% | 4.8% | 4.6% | -0.9% | -7.1% | 32.1% | -1.0% | | | | | | |
| Change in Share from 2012 | | % | | 4.4% | 7.8% | -3.1% | -5.2% | -8.7% | -4.3% | 0.1% | -0.8% | -7.8% | 21.7% | 20.5% | | | | | | |
| Avg Ann. Change in Share | | % | | 4.4% | 3.9% | -1.0% | -1.3% | -1.7% | -0.7% | 0.0% | -0.1% | -0.9% | 2.2% | 1.9% | | | | | | |

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | DAY VISITOR | | VISITOR NUMBERS | | | | |
|------------------------------------|---|--|-------|-------|-------|-------|-------|--------|--------|-------|--------|-------|---------------|-------|---------------|--------|-----------------|-------|-------|--------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | | |
| VISITOR NUMBERS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | | % Change | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2012 to 2023 | | -29.0% | 6.9% | -2.5% | -8.0% | 7.0% | -1.8% | -10.8% | -39.6% | 12.9% | -23.3% | -4.9% | 17.7% | -7.1% | Annual Change | | | -9.2% | -1.0% | -14.1% | -2.9% |
| % Change 2022 to 2023 | | -6.0% | 15.7% | -4.0% | -4.1% | 8.9% | 8.3% | -8.2% | -8.7% | 5.8% | -3.9% | -1.6% | -1.0% | 0.1% | | | | 1.3% | 4.5% | -3.1% | -1.9% |
| Average Annual Change | | -2.6% | 0.6% | -0.2% | -0.7% | 0.6% | -0.2% | -1.0% | -3.6% | 1.2% | -2.1% | -0.4% | 1.6% | -0.6% | | | | -0.8% | -0.1% | -1.3% | -0.3% |
| 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 | Annual Change | | | 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 |
| 2022 | M | 0.105 | 0.105 | 0.141 | 0.085 | 0.087 | 0.090 | 0.101 | 0.081 | 0.109 | 0.074 | 0.138 | 0.126 | 1.242 | 8.9% | | 0.351 | 0.262 | 0.292 | 0.337 | |
| 2023 | M | 0.099 | 0.122 | 0.135 | 0.082 | 0.095 | 0.097 | 0.093 | 0.074 | 0.116 | 0.071 | 0.136 | 0.124 | 1.243 | 0.1% | | 0.356 | 0.274 | 0.283 | 0.331 | |

| VISITOR NUMBERS | | | | | | | | | | | | | DAY VISITOR | | |
|---------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Day Visitor | M | 1.338 | 1.327 | 1.341 | 1.501 | 1.554 | 1.605 | 1.626 | 1.592 | 0.698 | 1.141 | 1.242 | 1.243 | | |
| All Visitor Types | M | 1.570 | 1.568 | 1.595 | 1.752 | 1.807 | 1.855 | 1.893 | 1.868 | 0.818 | 1.320 | 1.514 | 1.512 | | |
| Share of Total | % | 85.3% | 84.6% | 84.1% | 85.7% | 86.0% | 86.5% | 85.9% | 85.2% | 85.4% | 86.4% | 82.0% | 82.2% | | |
| Annual Change in Share | % | | -0.8% | -0.6% | 1.9% | 0.4% | 0.6% | -0.8% | -0.8% | 0.2% | 1.2% | -5.0% | 0.2% | | |
| Change in Share from 2012 | % | | -0.8% | -1.4% | 0.5% | 0.9% | 1.5% | 0.7% | 0.0% | 0.1% | 1.4% | -3.8% | -3.5% | | |
| Avg Ann. Change in Share | % | | -0.8% | -0.7% | 0.2% | 0.2% | 0.3% | 0.1% | 0.0% | 0.0% | 0.2% | -0.4% | -0.3% | | |



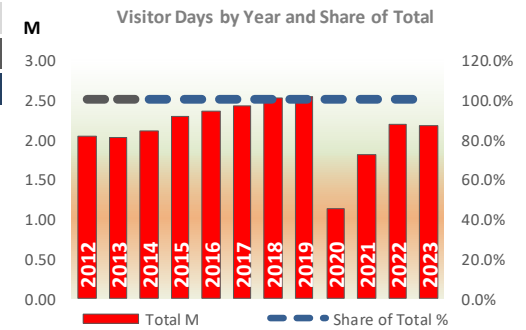
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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

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

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | 2012 to 2023 | | | TOTAL | | VISITOR DAYS | | | | | |
|------------------------------------|---|---|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|---------------|-------|---------------|--------------|-------|-------|-------|-------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | | |
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | TOTAL | | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | | | Q1 | Q2 | Q3 | Q4 |
| % Change 2012 to 2023 | | -19.5% | 7.0% | 2.7% | 8.2% | 23.6% | 5.2% | 10.7% | -2.9% | 25.6% | -5.4% | 3.4% | 23.1% | 6.3% | Annual Change | | -3.8% | 12.2% | 9.7% | 6.7% | |
| % Change 2022 to 2023 | | -3.3% | 12.7% | -4.3% | -1.3% | 1.6% | -0.1% | -8.6% | -7.4% | 3.7% | 2.1% | -0.6% | -1.4% | -1.2% | | | 1.0% | 0.1% | -4.4% | -0.2% | |
| Average Annual Change | | -1.8% | 0.6% | 0.2% | 0.7% | 2.1% | 0.5% | 1.0% | -0.3% | 2.3% | -0.5% | 0.3% | 2.1% | 0.6% | | | -0.3% | 1.1% | 0.9% | 0.6% | |
| 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 | | | 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 |
| 2022 | M | 0.149 | 0.141 | 0.197 | 0.168 | 0.197 | 0.181 | 0.230 | 0.244 | 0.209 | 0.121 | 0.184 | 0.166 | 2.186 | 20.8% | | | 0.487 | 0.546 | 0.682 | 0.471 |
| 2023 | M | 0.144 | 0.159 | 0.188 | 0.166 | 0.200 | 0.181 | 0.210 | 0.226 | 0.217 | 0.123 | 0.183 | 0.164 | 2.160 | -1.2% | | | 0.491 | 0.547 | 0.652 | 0.470 |
| VISITOR DAYS | | | | | | | | | | | | | | TOTAL | | | | | | | |
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | | | | | | | |
| Total | M | 2.033 | 2.023 | 2.109 | 2.281 | 2.357 | 2.415 | 2.509 | 2.524 | 1.134 | 1.810 | 2.186 | 2.160 | | | | | | | | |
| All Visitor Types | M | 2.033 | 2.023 | 2.109 | 2.281 | 2.357 | 2.415 | 2.509 | 2.524 | 1.134 | 1.810 | 2.186 | 2.160 | | | | | | | | |
| 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 2012 | % | | | | | | | | | | | | | | | | | | | | |
| Avg Ann. Change in Share | % | | | | | | | | | | | | | | | | | | | | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | NON-SERVICED | | VISITOR DAYS | | | |
|------------------------------------|------|--|-------|--------|-------|-------|--------|--------|-------|-------|-------|-------|---------------|-------|---------------|-------|--------------|-------|-------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 68.5% | 38.8% | 46.7% | 46.7% | 44.0% | 19.3% | 40.5% | 51.4% | 69.8% | 95.2% | 86.1% | 121.8% | 50.8% | Annual Change | 49.5% | 35.1% | 52.3% | 97.7% | |
| % Change 2022 to 2023 | | -8.1% | 4.3% | -14.5% | 3.1% | -7.4% | -13.3% | -12.1% | -9.7% | 1.3% | 24.1% | 11.0% | -5.7% | -5.4% | | -7.8% | -7.0% | -7.7% | 11.7% | |
| Average Annual Change | | 6.2% | 3.5% | 4.2% | 4.2% | 4.0% | 1.8% | 3.7% | 4.7% | 6.3% | 8.7% | 7.8% | 11.1% | 4.6% | | 4.5% | 3.2% | 4.8% | 8.9% | |
| 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 | | 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 | |
| 2022 | 000s | 10.9 | 10.3 | 18.3 | 36.8 | 61.2 | 56.6 | 83.9 | 108.1 | 64.6 | 22.6 | 17.6 | 15.5 | 506.3 | 27.2% | 39.5 | 154.6 | 256.7 | 55.6 | |
| 2023 | 000s | 10.0 | 10.7 | 15.6 | 37.9 | 56.7 | 49.1 | 73.8 | 97.6 | 65.4 | 28.0 | 19.5 | 14.6 | 479.0 | -5.4% | 36.4 | 143.7 | 236.8 | 62.1 | |

| VISITOR DAYS | | | | | | | | | | | | | NON-SERVICED ACCOMMODATION | | |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------------------------|---|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 000s | |
| Non-Serviced | 000s | 317.6 | 308.8 | 352.4 | 366.5 | 378.0 | 389.3 | 442.2 | 486.7 | 259.5 | 398.1 | 506.3 | 479.0 | Visitor Days by Year and Share of Total | |
| All Visitor Types | M | 2.0 | 2.0 | 2.1 | 2.3 | 2.4 | 2.4 | 2.5 | 2.5 | 1.1 | 1.8 | 2.2 | 2.2 | | |
| Share of Total | % | 15.6% | 15.3% | 16.7% | 16.1% | 16.0% | 16.1% | 17.6% | 19.3% | 22.9% | 22.0% | 23.2% | 22.2% | | |
| Annual Change in Share | % | | -2.3% | 9.4% | -3.8% | -0.2% | 0.5% | 9.3% | 9.4% | 18.7% | -3.9% | 5.3% | -4.3% | | |
| Change in Share from 2012 | % | | -2.3% | 6.9% | 2.8% | 2.6% | 3.2% | 12.8% | 23.4% | 46.5% | 40.8% | 48.3% | 41.9% | | |
| Avg Ann. Change in Share | % | | -2.3% | 3.5% | 0.9% | 0.7% | 0.6% | 2.1% | 3.3% | 5.8% | 4.5% | 4.8% | 3.8% | | |

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | SFR | VISITOR DAYS | | | | | |
|------------------------------------|------|--|-------|-------|-------|-------|--------|--------|--------|--------|-------|--------|---------------|----------|---|--------------|-------|-------|-------|--|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | | |
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | | |
| KEY | | SFR | | | | | | | | | | | | | | | | | | | |
| 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 2012 to 2023 | | 10.8% | 9.1% | 11.9% | 15.7% | 19.6% | 8.3% | 15.3% | 15.5% | 20.8% | 18.4% | 20.4% | 20.9% | 15.4% | | 10.7% | 15.1% | 16.6% | 20.1% | | |
| % Change 2022 to 2023 | | 0.9% | 0.7% | -3.3% | -0.3% | -3.3% | -4.9% | -4.9% | -3.9% | -0.6% | 3.3% | 0.4% | -1.8% | -1.7% | Annual Change | -0.2% | -2.3% | -3.5% | 0.0% | | |
| Average Annual Change | | 1.0% | 0.8% | 1.1% | 1.4% | 1.8% | 0.8% | 1.4% | 1.4% | 1.9% | 1.7% | 1.9% | 1.9% | 1.4% | | 1.0% | 1.4% | 1.5% | 1.8% | | |
| 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 | | 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 | | |
| 2022 | 000s | 21.4 | 7.5 | 9.8 | 20.7 | 14.8 | 10.9 | 17.2 | 18.1 | 10.8 | 8.6 | 7.6 | 17.8 | 164.9 | 62.3% | 38.6 | 46.3 | 46.1 | 33.9 | | |
| 2023 | 000s | 21.5 | 7.5 | 9.4 | 20.6 | 14.3 | 10.3 | 16.4 | 17.4 | 10.7 | 8.8 | 7.6 | 17.5 | 162.2 | -1.7% | 38.5 | 45.2 | 44.5 | 33.9 | | |
| VISITOR DAYS | | | | | | | | | | | | | SFR | | | | | | | | |
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 000s | | | | | | | |
| SFR | | 000s | 140.5 | 138.9 | 140.0 | 142.5 | 144.3 | 148.0 | 152.8 | 155.1 | 75.8 | 101.6 | 164.9 | 162.2 | Visitor Days by Year and Share of Total | | | | | | |
| All Visitor Types | | M | 2.0 | 2.0 | 2.1 | 2.3 | 2.4 | 2.4 | 2.5 | 2.5 | 1.1 | 1.8 | 2.2 | 2.2 | | | | | | | |
| Share of Total | | % | 6.9% | 6.9% | 6.6% | 6.2% | 6.1% | 6.1% | 6.1% | 6.7% | 5.6% | 7.5% | 7.5% | | | | | | | | |
| Annual Change in Share | | % | | -0.7% | -3.3% | -5.9% | -2.0% | 0.2% | -0.6% | 0.9% | 8.9% | -16.1% | 34.4% | -0.5% | | | | | | | |
| Change in Share from 2012 | | % | | -0.7% | -4.0% | -9.6% | -11.4% | -11.3% | -11.9% | -11.1% | -3.2% | -18.8% | 9.2% | 8.6% | | | | | | | |
| Avg Ann. Change in Share | | % | | -0.7% | -2.0% | -3.2% | -2.9% | -2.3% | -2.0% | -1.6% | -0.4% | -2.1% | 0.9% | 0.8% | | | | | | | |

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | STAYING VISITOR | | VISITOR DAYS | | | |
|------------------------------------|------|--|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|-------|-----------------|--------|--------------|-------|-------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | |
| % Change 2012 to 2023 | | 13.5% | 7.5% | 18.8% | 30.6% | 43.7% | 14.5% | 36.7% | 38.2% | 44.2% | 38.4% | 37.8% | 43.7% | 32.0% | Annual Change | 13.7% | 29.6% | 39.3% | 39.6% | |
| % Change 2022 to 2023 | | 3.3% | 4.0% | -4.8% | 1.7% | -4.3% | -8.4% | -8.9% | -6.8% | 1.5% | 11.6% | 2.4% | -2.9% | -2.8% | | 0.2% | -3.9% | -5.4% | 4.0% | |
| Average Annual Change | | 1.2% | 0.7% | 1.7% | 2.8% | 4.0% | 1.3% | 3.3% | 3.5% | 4.0% | 3.5% | 3.4% | 4.0% | 2.9% | | 1.2% | 2.7% | 3.6% | 3.6% | |
| 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 | 0.2% | 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 | | 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 |
| 2022 | 000s | 44.3 | 35.7 | 55.6 | 82.8 | 109.8 | 91.5 | 128.4 | 162.6 | 99.7 | 47.0 | 45.9 | 40.3 | 943.5 | | 40.9% | 135.6 | 284.1 | 390.7 | 133.1 |
| 2023 | 000s | 45.8 | 37.1 | 52.9 | 84.2 | 105.0 | 83.8 | 116.9 | 151.5 | 101.1 | 52.4 | 47.0 | 39.1 | 916.9 | | -2.8% | 135.8 | 273.1 | 369.5 | 138.5 |

| VISITOR DAYS | | | | | | | | | | | | | STAYING VISITOR | | |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|------|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 000s | |
| Staying Visitor | 000s | 694.6 | 696.1 | 767.9 | 779.5 | 803.0 | 809.4 | 883.3 | 932.1 | 435.5 | 669.6 | 943.5 | 916.9 | | |
| All Visitor Types | M | 2.0 | 2.0 | 2.1 | 2.3 | 2.4 | 2.4 | 2.5 | 2.5 | 1.1 | 1.8 | 2.2 | 2.2 | | |
| Share of Total | % | 34.2% | 34.4% | 36.4% | 34.2% | 34.1% | 33.5% | 35.2% | 36.9% | 38.4% | 37.0% | 43.2% | 42.4% | | |
| Annual Change in Share | % | | 0.7% | 5.8% | -6.1% | -0.3% | -1.6% | 5.0% | 4.9% | 4.0% | -3.7% | 16.7% | -1.7% | | |
| Change in Share from 2012 | % | | 0.7% | 6.6% | 0.0% | -0.3% | -1.9% | 3.0% | 8.1% | 12.4% | 8.3% | 26.3% | 24.2% | | |
| Avg Ann. Change in Share | % | | 0.7% | 3.3% | 0.0% | -0.1% | -0.4% | 0.5% | 1.2% | 1.5% | 0.9% | 2.6% | 2.2% | | |



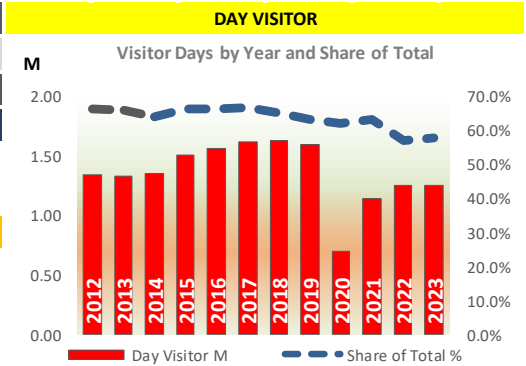
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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

| 2012 to 2023 | | | | | | | | | | | | | DAY VISITOR | VISITOR DAYS | | | | | |
|---------------------------|---|---|-------|-------|-------|-------|-------|--------|--------|-------|--------|-------|---------------|--------------|----------|----------|--------|-------|----------|
| VISITOR DAYS BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change |
| An increase of 3% or more | | VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES | | | | | | | | | | | TOTAL | | % Change | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | | % Change | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | % Change | Q1 | Q2 | Q3 | Q4 |
| % Change 2012 to 2023 | | -29.0% | 6.9% | -2.5% | -8.0% | 7.0% | -1.8% | -10.8% | -39.6% | 12.9% | -23.3% | -4.9% | 17.7% | -7.1% | -9.2% | -1.0% | -14.1% | -2.9% | |
| % Change 2022 to 2023 | | -6.0% | 15.7% | -4.0% | -4.1% | 8.9% | 8.3% | -8.2% | -8.7% | 5.8% | -3.9% | -1.6% | -1.0% | 0.1% | 1.3% | 4.5% | -3.1% | -1.9% | |
| Average Annual Change | | -2.6% | 0.6% | -0.2% | -0.7% | 0.6% | -0.2% | -1.0% | -3.6% | 1.2% | -2.1% | -0.4% | 1.6% | -0.6% | -0.8% | -0.1% | -1.3% | -0.3% | |
| 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 | | 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 |
| 2022 | M | 0.105 | 0.105 | 0.141 | 0.085 | 0.087 | 0.090 | 0.101 | 0.081 | 0.109 | 0.074 | 0.138 | 0.126 | 1.242 | 8.9% | 0.351 | 0.262 | 0.292 | 0.337 |
| 2023 | M | 0.099 | 0.122 | 0.135 | 0.082 | 0.095 | 0.097 | 0.093 | 0.074 | 0.116 | 0.071 | 0.136 | 0.124 | 1.243 | 0.1% | 0.356 | 0.274 | 0.283 | 0.331 |

| VISITOR DAYS | | | | | | | | | | | | | DAY VISITOR | |
|---------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------------|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | |
| Day Visitor | M | 1.338 | 1.327 | 1.341 | 1.501 | 1.554 | 1.605 | 1.626 | 1.592 | 0.698 | 1.141 | 1.242 | 1.243 | |
| All Visitor Types | M | 2.033 | 2.023 | 2.109 | 2.281 | 2.357 | 2.415 | 2.509 | 2.524 | 1.134 | 1.810 | 2.186 | 2.160 | |
| Share of Total | % | 65.8% | 65.6% | 63.6% | 65.8% | 65.9% | 66.5% | 64.8% | 63.1% | 61.6% | 63.0% | 56.8% | 57.6% | |
| Annual Change in Share | % | | -0.4% | -3.0% | 3.5% | 0.2% | 0.8% | -2.5% | -2.7% | -2.3% | 2.3% | -9.8% | 1.3% | |
| Change in Share from 2012 | % | | -0.4% | -3.4% | 0.0% | 0.2% | 1.0% | -1.6% | -4.2% | -6.4% | -4.3% | -13.7% | -12.6% | |
| Avg Ann. Change in Share | % | | -0.4% | -1.7% | 0.0% | 0.0% | 0.2% | -0.3% | -0.6% | -0.8% | -0.5% | -1.4% | -1.1% | |



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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

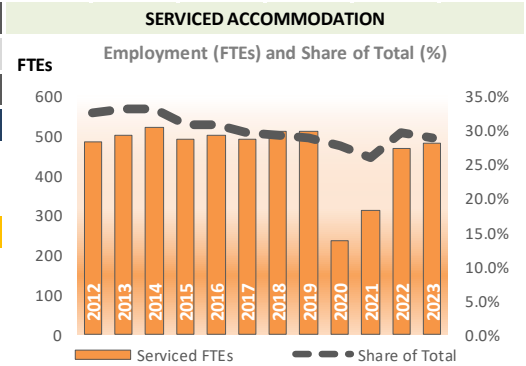
Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

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

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | 2012 to 2023 | | | TOTAL | | TOTAL EMPLOYMENT | | | | | |
|------------------------------------|------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|---------------|--|---------------|------------------|-------|-------|-------|-------|-------|
| THE COUNTY OF 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 2012 to 2023 | | -9.6% | 7.3% | 10.0% | 13.9% | 29.0% | 9.1% | 19.6% | 11.9% | 24.1% | 3.4% | 7.6% | 18.4% | 12.2% | Annual Change | | 2.6% | 17.3% | 18.0% | 9.6% | |
| % Change 2022 to 2023 | | 5.5% | 15.2% | 3.8% | 6.3% | 7.5% | 6.1% | 0.9% | 1.3% | 9.9% | 10.5% | 5.8% | 5.2% | 6.0% | | | 7.7% | 6.7% | 3.7% | 7.0% | |
| Average Annual Change | | -0.9% | 0.7% | 0.9% | 1.3% | 2.6% | 0.8% | 1.8% | 1.1% | 2.2% | 0.3% | 0.7% | 1.7% | 1.1% | | | 0.2% | 1.6% | 1.6% | 0.9% | |
| 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 | | | 1,468 | 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 |
| 2022 | FTEs | 1,276 | 1,245 | 1,673 | 1,525 | 1,760 | 1,566 | 1,949 | 2,188 | 1,724 | 1,148 | 1,497 | 1,331 | 1,574 | 30.9% | | | 1,398 | 1,617 | 1,954 | 1,326 |
| 2023 | FTEs | 1,347 | 1,434 | 1,737 | 1,621 | 1,892 | 1,662 | 1,968 | 2,216 | 1,895 | 1,269 | 1,584 | 1,400 | 1,669 | 6.0% | | | 1,506 | 1,725 | 2,026 | 1,418 |
| EMPLOYMENT | | | | | | | | | | | | | | TOTAL | | | | | | | |
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | FTEs | | | | | | | |
| Total | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | Employment (FTEs) and Share of Total (%) | | | | | | | |
| Total Employment | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | | | | | | | | |
| 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 2012 | % | | | | | | | | | | | | | | | | | | | | |
| Avg Ann. Change in Share | % | | | | | | | | | | | | | | | | | | | | |

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | SERVICED | | DIRECT EMPLOYMENT | | | |
|------------------------------------|------|--|-------|------|------|-------|-------|------|------|-------|--------|-------|---------------|----------|----------|-------|-------------------|------|-------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | % Change | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2012 to 2023 | | -10.8% | -9.9% | 5.0% | 3.1% | 21.0% | -4.6% | 7.2% | 9.4% | -3.9% | -10.5% | -5.0% | -11.3% | -0.3% | | -4.6% | 6.4% | 4.4% | -8.8% | |
| % Change 2022 to 2023 | | 6.9% | 4.4% | 3.9% | 3.9% | 4.0% | 3.6% | 2.0% | 3.9% | 4.8% | 1.4% | 0.0% | -0.1% | 3.3% | 4.9% | 3.8% | 3.6% | 0.5% | | |
| Average Annual Change | | -1.0% | -0.9% | 0.5% | 0.3% | 1.9% | -0.4% | 0.7% | 0.9% | -0.4% | -1.0% | -0.5% | -1.0% | 0.0% | | -0.4% | 0.6% | 0.4% | -0.8% | |
| 2012 | FTEs | 441 | 479 | 543 | 498 | 493 | 500 | 472 | 577 | 504 | 448 | 458 | 368 | 482 | | 488 | 497 | 517 | 425 | |
| 2013 | FTEs | 444 | 495 | 687 | 469 | 508 | 505 | 488 | 614 | 492 | 441 | 480 | 375 | 500 | 3.7% | 542 | 494 | 531 | 432 | |
| 2014 | FTEs | 447 | 492 | 628 | 494 | 567 | 517 | 549 | 642 | 546 | 461 | 492 | 382 | 518 | 3.7% | 523 | 526 | 579 | 445 | |
| 2015 | FTEs | 431 | 467 | 620 | 462 | 543 | 496 | 515 | 604 | 503 | 433 | 451 | 352 | 490 | -5.5% | 506 | 501 | 541 | 412 | |
| 2016 | FTEs | 429 | 469 | 694 | 485 | 553 | 488 | 525 | 616 | 500 | 426 | 470 | 360 | 501 | 2.3% | 531 | 509 | 547 | 419 | |
| 2017 | FTEs | 414 | 449 | 603 | 491 | 577 | 481 | 515 | 616 | 495 | 416 | 454 | 352 | 489 | -2.6% | 488 | 516 | 542 | 407 | |
| 2018 | FTEs | 431 | 466 | 623 | 513 | 611 | 501 | 524 | 681 | 512 | 431 | 474 | 363 | 511 | 4.6% | 507 | 542 | 573 | 423 | |
| 2019 | FTEs | 429 | 465 | 632 | 512 | 614 | 500 | 528 | 674 | 505 | 432 | 477 | 361 | 511 | 0.0% | 509 | 542 | 569 | 423 | |
| 2020 | FTEs | 420 | 437 | 332 | 87 | 108 | 90 | 218 | 362 | 310 | 268 | 116 | 83 | 236 | -53.8% | 396 | 95 | 296 | 156 | |
| 2021 | FTEs | 118 | 118 | 139 | 139 | 190 | 415 | 450 | 589 | 447 | 385 | 416 | 313 | 310 | 31.4% | 125 | 248 | 495 | 371 | |
| 2022 | FTEs | 368 | 414 | 549 | 494 | 573 | 460 | 496 | 607 | 462 | 396 | 435 | 327 | 465 | 50.1% | 444 | 509 | 522 | 386 | |
| 2023 | FTEs | 393 | 432 | 571 | 513 | 596 | 477 | 506 | 631 | 484 | 401 | 435 | 327 | 481 | 3.3% | 465 | 529 | 540 | 388 | |

| EMPLOYMENT | | | | | | | | | | | | | SERVICED ACCOMMODATION | | |
|---------------------------|------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|-------|------------------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Serviced | FTEs | 482 | 500 | 518 | 490 | 501 | 489 | 511 | 511 | 236 | 310 | 465 | 481 | | |
| Total Employment | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | | |
| Share of Total | % | 32.4% | 33.0% | 33.0% | 30.6% | 30.6% | 29.5% | 29.1% | 28.8% | 27.5% | 25.8% | 29.6% | 28.8% | | |
| Annual Change in Share | % | | 1.8% | 0.0% | -7.2% | 0.1% | -3.6% | -1.3% | -1.1% | -4.5% | -6.4% | 14.6% | -2.6% | | |
| Change in Share from 2012 | % | | 1.8% | 1.8% | -5.5% | -5.5% | -8.9% | -10.1% | -11.0% | -15.0% | -20.4% | -8.7% | -11.1% | | |
| Avg Ann. Change in Share | % | | 1.8% | 0.9% | -1.8% | -1.4% | -1.8% | -1.7% | -1.6% | -1.9% | -2.3% | -0.9% | -1.0% | | |

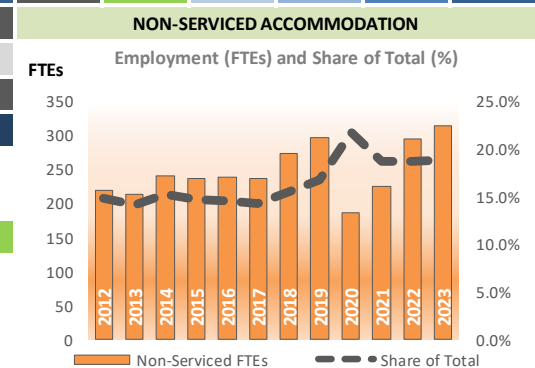


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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | NON-SERVICED | | DIRECT EMPLOYMENT | | | |
|------------------------------------|------|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|----------|--------------|-------|-------------------|-------|----|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| 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 | QUARTER | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | | | DEC | Q1 | Q2 | Q3 | Q4 | |
| % Change 2012 to 2023 | | 30.2% | 25.3% | 31.3% | 40.3% | 41.8% | 25.3% | 41.0% | 50.6% | 59.4% | 69.3% | 43.1% | 44.1% | 42.8% | 29.0% | 35.3% | 49.9% | 53.2% | | |
| % Change 2022 to 2023 | | 10.6% | 14.7% | 5.6% | 12.6% | 3.9% | -0.3% | -0.8% | -3.6% | 10.5% | 37.3% | 17.1% | 10.2% | 6.6% | 10.0% | 4.6% | 1.1% | 22.4% | | |
| Average Annual Change | | 2.7% | 2.3% | 2.8% | 3.7% | 3.8% | 2.3% | 3.7% | 4.6% | 5.4% | 6.3% | 3.9% | 4.0% | 3.9% | 2.6% | 3.2% | 4.5% | 4.8% | | |
| 2012 | FTEs | 124 | 131 | 145 | 213 | 284 | 292 | 335 | 392 | 280 | 160 | 144 | 126 | 219 | 133 | 263 | 336 | 144 | | |
| 2013 | FTEs | 119 | 124 | 139 | 200 | 278 | 279 | 332 | 392 | 271 | 153 | 140 | 122 | 213 | 128 | 252 | 332 | 138 | | |
| 2014 | FTEs | 132 | 139 | 157 | 220 | 310 | 312 | 367 | 448 | 318 | 172 | 160 | 137 | 239 | 142 | 280 | 378 | 156 | | |
| 2015 | FTEs | 125 | 131 | 151 | 215 | 308 | 309 | 364 | 449 | 317 | 165 | 153 | 129 | 235 | 136 | 277 | 377 | 149 | | |
| 2016 | FTEs | 126 | 133 | 150 | 215 | 310 | 312 | 369 | 460 | 327 | 168 | 155 | 131 | 238 | 136 | 279 | 386 | 151 | | |
| 2017 | FTEs | 120 | 128 | 143 | 216 | 316 | 305 | 374 | 459 | 336 | 164 | 149 | 127 | 236 | 130 | 279 | 390 | 147 | | |
| 2018 | FTEs | 142 | 150 | 167 | 239 | 368 | 349 | 411 | 530 | 379 | 195 | 176 | 151 | 271 | 153 | 319 | 440 | 174 | | |
| 2019 | FTEs | 157 | 163 | 181 | 277 | 408 | 376 | 456 | 564 | 401 | 210 | 195 | 167 | 296 | 167 | 354 | 473 | 190 | | |
| 2020 | FTEs | 146 | 149 | 136 | 36 | 62 | 62 | 295 | 494 | 442 | 206 | 84 | 109 | 185 | 144 | 54 | 410 | 133 | | |
| 2021 | FTEs | 16 | 15 | 16 | 107 | 309 | 345 | 406 | 510 | 440 | 228 | 167 | 139 | 225 | 16 | 253 | 452 | 178 | | |
| 2022 | FTEs | 146 | 143 | 180 | 266 | 388 | 367 | 475 | 612 | 404 | 197 | 176 | 165 | 293 | 157 | 340 | 497 | 180 | | |
| 2023 | FTEs | 162 | 164 | 190 | 299 | 403 | 366 | 472 | 590 | 447 | 271 | 207 | 182 | 313 | 172 | 356 | 503 | 220 | | |

| EMPLOYMENT | | | | | | | | | | | | | NON-SERVICED ACCOMMODATION | | |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|----------------------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | FTEs | |
| Non-Serviced | FTEs | 219 | 213 | 239 | 235 | 238 | 236 | 271 | 296 | 185 | 225 | 293 | 313 | Employment (FTEs) and Share of Total (%) | |
| Total Employment | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | FTEs | |
| Share of Total | % | 14.7% | 14.0% | 15.2% | 14.7% | 14.5% | 14.3% | 15.5% | 16.7% | 21.6% | 18.7% | 18.6% | 18.7% | Share of Total (%) | |
| Annual Change in Share | % | | -4.7% | 8.5% | -3.7% | -0.8% | -1.8% | 8.3% | 8.0% | 29.3% | -13.5% | -0.2% | 0.5% | FTEs | |
| Change in Share from 2012 | % | | -4.7% | 3.4% | -0.4% | -1.2% | -3.0% | 5.1% | 13.6% | 46.8% | 27.0% | 26.7% | 27.3% | Share of Total (%) | |
| Avg Ann. Change in Share | % | | -4.7% | 1.7% | -0.1% | -0.3% | -0.6% | 0.9% | 1.9% | 5.9% | 3.0% | 2.7% | 2.5% | FTEs | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | 2012 to 2023 | | | SFR | DIRECT EMPLOYMENT | | | |
|------------------------------------|------|--|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|---------------|----------|-------------------|-------|-------|-------|
| THE COUNTY OF 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 | | | | | | | | | | | 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 2012 to 2023 | | 18.0% | 16.1% | 19.1% | 23.1% | 27.3% | 15.3% | 22.7% | 22.9% | 28.6% | 26.0% | 28.2% | 28.7% | 22.9% | 17.9% | 22.5% | 24.2% | 27.9% |
| % Change 2022 to 2023 | | 8.3% | 8.1% | 3.8% | 7.0% | 3.8% | 2.1% | 2.1% | 3.2% | 6.7% | 10.9% | 7.8% | 5.4% | 5.6% | 7.1% | 4.9% | 3.6% | 7.3% |
| Average Annual Change | | 1.6% | 1.5% | 1.7% | 2.1% | 2.5% | 1.4% | 2.1% | 2.1% | 2.6% | 2.4% | 2.6% | 2.6% | 2.1% | 1.6% | 2.0% | 2.2% | 2.5% |
| 2012 | FTEs | 105 | 37 | 46 | 96 | 64 | 51 | 77 | 82 | 48 | 40 | 34 | 78 | 63 | 63 | 71 | 69 | 51 |
| 2013 | FTEs | 107 | 39 | 48 | 94 | 65 | 51 | 78 | 83 | 47 | 40 | 36 | 80 | 64 | 65 | 70 | 69 | 52 |
| 2014 | FTEs | 103 | 37 | 47 | 94 | 66 | 51 | 80 | 84 | 49 | 40 | 35 | 79 | 64 | 62 | 70 | 71 | 51 |
| 2015 | FTEs | 105 | 37 | 46 | 94 | 67 | 52 | 80 | 84 | 49 | 40 | 34 | 79 | 64 | 63 | 71 | 71 | 51 |
| 2016 | FTEs | 105 | 37 | 47 | 95 | 67 | 51 | 80 | 85 | 50 | 40 | 35 | 80 | 64 | 63 | 71 | 72 | 52 |
| 2017 | FTEs | 106 | 38 | 47 | 100 | 71 | 53 | 83 | 88 | 52 | 41 | 36 | 82 | 66 | 64 | 74 | 75 | 53 |
| 2018 | FTEs | 112 | 39 | 49 | 104 | 75 | 55 | 86 | 93 | 54 | 44 | 38 | 87 | 70 | 67 | 78 | 78 | 56 |
| 2019 | FTEs | 113 | 40 | 49 | 105 | 75 | 55 | 87 | 93 | 54 | 44 | 39 | 88 | 70 | 67 | 78 | 78 | 57 |
| 2020 | FTEs | 113 | 35 | 22 | 4 | 4 | 3 | 44 | 70 | 52 | 34 | 5 | 35 | 35 | 57 | 4 | 55 | 25 |
| 2021 | FTEs | 9 | 3 | 5 | 27 | 54 | 53 | 80 | 88 | 62 | 48 | 34 | 70 | 45 | 6 | 45 | 77 | 51 |
| 2022 | FTEs | 114 | 40 | 52 | 111 | 79 | 58 | 92 | 97 | 58 | 46 | 40 | 95 | 74 | 69 | 83 | 82 | 61 |
| 2023 | FTEs | 124 | 43 | 54 | 119 | 82 | 59 | 94 | 100 | 62 | 51 | 44 | 100 | 78 | 74 | 87 | 85 | 65 |

| EMPLOYMENT | | | | | | | | | | | | | SFR | | | | |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|--|--|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | | | |
| SFR | FTEs | 63 | 64 | 64 | 64 | 64 | 66 | 70 | 70 | 35 | 45 | 74 | 78 | | | | |
| Total Employment | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | | | | |
| Share of Total | % | 4.2% | 4.2% | 4.1% | 4.0% | 3.9% | 4.0% | 4.0% | 4.0% | 4.1% | 3.7% | 4.7% | 4.7% | | | | |
| Annual Change in Share | % | | -0.5% | -4.1% | -1.3% | -1.8% | 2.2% | -1.1% | -0.5% | 3.4% | -9.4% | 26.3% | -0.5% | | | | |
| Change in Share from 2012 | % | | -0.5% | -4.5% | -5.8% | -7.5% | -5.5% | -6.5% | -6.9% | -3.8% | -12.8% | 10.1% | 9.6% | | | | |
| Avg Ann. Change in Share | % | | -0.5% | -2.3% | -1.9% | -1.9% | -1.1% | -1.1% | -1.0% | -0.5% | -1.4% | 1.0% | 0.9% | | | | |

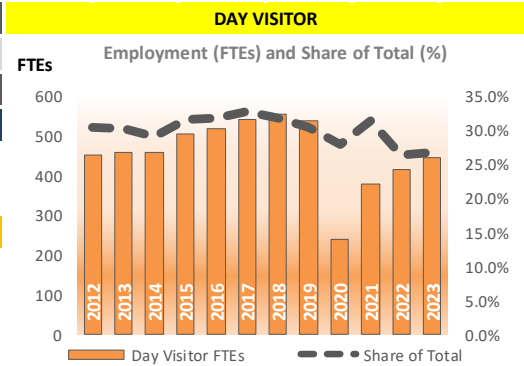
Employment (FTEs) and Share of Total (%)

| Year | SFR FTEs | Share of Total (%) |
|------|----------|--------------------|
| 2012 | 63 | 4.2% |
| 2013 | 64 | 4.2% |
| 2014 | 64 | 4.1% |
| 2015 | 64 | 4.0% |
| 2016 | 64 | 3.9% |
| 2017 | 66 | 4.0% |
| 2018 | 70 | 4.0% |
| 2019 | 70 | 4.0% |
| 2020 | 35 | 4.1% |
| 2021 | 45 | 3.7% |
| 2022 | 74 | 4.7% |
| 2023 | 78 | 4.7% |

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | STAYING VISITOR | | DIRECT EMPLOYMENT | | | |
|------------------------------------|------|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|--|-----------------|-------|-------------------|------|----|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | STAYING VISITOR | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | TOTAL | % Change | | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | | | DEC | Q1 | Q2 | Q3 | Q4 | |
| % Change 2012 to 2023 | | 1.3% | -1.3% | 11.1% | 15.3% | 28.5% | 6.9% | 21.3% | 25.8% | 19.3% | 11.5% | 7.7% | 6.3% | 14.0% | 4.0% | 16.9% | 22.4% | 8.6% | | |
| % Change 2022 to 2023 | | 8.0% | 7.1% | 4.3% | 7.0% | 4.0% | 1.9% | 0.8% | 0.4% | 7.4% | 13.1% | 5.1% | 3.7% | 4.7% | 6.3% | 4.2% | 2.5% | 7.4% | | |
| Average Annual Change | | 0.1% | -0.1% | 1.0% | 1.4% | 2.6% | 0.6% | 1.9% | 2.3% | 1.8% | 1.0% | 0.7% | 0.6% | 1.3% | 0.4% | 1.5% | 2.0% | 0.8% | | |
| 2012 | FTEs | 670 | 648 | 734 | 808 | 842 | 844 | 883 | 1,050 | 832 | 649 | 637 | 573 | 764 | 684 | 831 | 922 | 619 | | |
| 2013 | FTEs | 669 | 659 | 875 | 763 | 851 | 836 | 898 | 1,089 | 810 | 634 | 656 | 577 | 776 | 734 | 817 | 933 | 622 | | |
| 2014 | FTEs | 682 | 668 | 832 | 808 | 943 | 879 | 995 | 1,174 | 913 | 673 | 686 | 598 | 821 | 727 | 877 | 1,027 | 652 | | |
| 2015 | FTEs | 661 | 635 | 817 | 771 | 919 | 857 | 959 | 1,138 | 870 | 638 | 639 | 560 | 789 | 704 | 849 | 989 | 612 | | |
| 2016 | FTEs | 659 | 639 | 891 | 795 | 930 | 851 | 975 | 1,161 | 877 | 633 | 661 | 571 | 804 | 730 | 859 | 1,004 | 622 | | |
| 2017 | FTEs | 640 | 615 | 792 | 807 | 963 | 839 | 972 | 1,163 | 884 | 621 | 640 | 561 | 791 | 682 | 870 | 1,006 | 607 | | |
| 2018 | FTEs | 684 | 656 | 839 | 856 | 1,054 | 904 | 1,022 | 1,305 | 945 | 670 | 689 | 600 | 852 | 726 | 938 | 1,090 | 653 | | |
| 2019 | FTEs | 700 | 668 | 863 | 895 | 1,097 | 931 | 1,071 | 1,330 | 960 | 685 | 711 | 616 | 877 | 744 | 974 | 1,120 | 671 | | |
| 2020 | FTEs | 679 | 621 | 490 | 128 | 174 | 155 | 557 | 926 | 803 | 508 | 206 | 228 | 456 | 597 | 153 | 762 | 314 | | |
| 2021 | FTEs | 144 | 136 | 160 | 273 | 553 | 812 | 936 | 1,187 | 949 | 660 | 617 | 522 | 579 | 147 | 546 | 1,024 | 600 | | |
| 2022 | FTEs | 629 | 597 | 782 | 871 | 1,040 | 886 | 1,063 | 1,316 | 924 | 639 | 652 | 587 | 832 | 669 | 932 | 1,101 | 626 | | |
| 2023 | FTEs | 679 | 639 | 815 | 931 | 1,082 | 902 | 1,072 | 1,321 | 992 | 723 | 686 | 609 | 871 | 711 | 972 | 1,128 | 673 | | |
| EMPLOYMENT | | | | | | | | | | | | | STAYING VISITOR | | | | | | | |
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | Employment (FTEs) and Share of Total (%) | | | | | | |
| Staying Visitor | FTEs | 1,038 | 1,058 | 1,115 | 1,097 | 1,120 | 1,117 | 1,200 | 1,235 | 618 | 826 | 1,160 | 1,224 | | | | | | | |
| Total Employment | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | | | | | | | |
| Share of Total | % | 69.8% | 69.8% | 71.0% | 68.5% | 68.4% | 67.5% | 68.4% | 69.7% | 72.1% | 68.7% | 73.7% | 73.3% | | | | | | | |
| Annual Change in Share | % | | 0.1% | 1.6% | -3.5% | -0.2% | -1.3% | 1.4% | 1.8% | 3.5% | -4.7% | 7.2% | -0.5% | | | | | | | |
| Change in Share from 2012 | % | | 0.1% | 1.7% | -1.8% | -2.0% | -3.3% | -1.9% | -0.1% | 3.4% | -1.5% | 5.6% | 5.1% | | | | | | | |
| Avg Ann. Change in Share | % | | 0.1% | 0.9% | -0.6% | -0.5% | -0.7% | -0.3% | 0.0% | 0.4% | -0.2% | 0.6% | 0.5% | | | | | | | |

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | DAY VISITOR | | DIRECT EMPLOYMENT | | | |
|------------------------------------|------|--|-------|------|-------|-------|-------|-------|--------|-------|--------|------|---------------|-------|-------------|---------|-------------------|------|-----|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | | | | | | | | |
| EMPLOYMENT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | % Change | QUARTER | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2012 to 2023 | | -24.5% | 13.8% | 3.8% | -2.0% | 13.9% | 4.6% | -5.0% | -35.7% | 20.1% | -18.4% | 1.3% | 25.3% | -1.1% | -3.3% | 5.4% | -8.6% | 3.4% | | |
| % Change 2022 to 2023 | | 0.9% | 24.2% | 3.0% | 2.9% | 17.0% | 16.3% | -1.5% | -1.9% | 13.6% | 3.2% | 5.6% | 6.3% | 7.4% | 8.7% | 12.2% | 4.0% | 5.4% | | |
| Average Annual Change | | -2.2% | 1.3% | 0.3% | -0.2% | 1.3% | 0.4% | -0.5% | -3.2% | 1.8% | -1.7% | 0.1% | 2.3% | -0.1% | -0.3% | 0.5% | -0.8% | 0.3% | | |
| 2012 | FTEs | 561 | 459 | 559 | 359 | 358 | 399 | 420 | 495 | 413 | 373 | 576 | 426 | 450 | | 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 | |
| 2022 | FTEs | 420 | 420 | 564 | 341 | 348 | 359 | 405 | 325 | 437 | 295 | 552 | 502 | 414 | 10.2% | 468 | 349 | 389 | 450 | |
| 2023 | FTEs | 424 | 522 | 581 | 351 | 407 | 417 | 399 | 318 | 497 | 305 | 583 | 534 | 445 | 7.4% | 509 | 392 | 405 | 474 | |

| EMPLOYMENT | | | | | | | | | | | | | DAY VISITOR | | |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Day Visitor | FTEs | 450 | 457 | 456 | 504 | 518 | 539 | 554 | 537 | 239 | 376 | 414 | 445 | | |
| Total Employment | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 | | |
| Share of Total | % | 30.2% | 30.2% | 29.0% | 31.5% | 31.6% | 32.5% | 31.6% | 30.3% | 27.9% | 31.3% | 26.3% | 26.7% | | |
| Annual Change in Share | % | | -0.2% | -3.8% | 8.5% | 0.4% | 2.9% | -3.0% | -4.0% | -8.1% | 12.2% | -15.9% | 1.3% | | |
| Change in Share from 2012 | % | | -0.2% | -4.0% | 4.2% | 4.6% | 7.6% | 4.4% | 0.2% | -7.9% | 3.4% | -13.0% | -11.8% | | |
| Avg Ann. Change in Share | % | | -0.2% | -2.0% | 1.4% | 1.1% | 1.5% | 0.7% | 0.0% | -1.0% | 0.4% | -1.3% | -1.1% | | |



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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

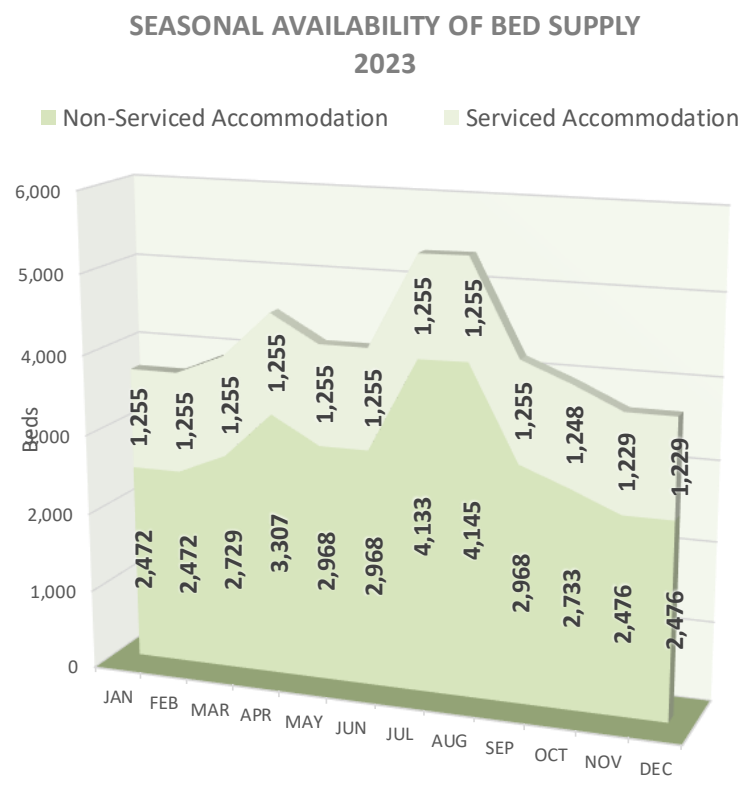
2023 **STAYING VISITORS** **ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE**

| SERVICED ACCOMMODATION 2023 | 2023 | | Change on 2022 | | Change on 2012 | |
|-------------------------------------|------|-------|----------------|------|----------------|------|
| | Est. | Beds | Est. | Beds | Est. | Beds |
| Serviced Accommodation Total | 57 | 1,255 | 0 | -2 | -26 | -25 |
| +50 Room | 1 | 131 | 0 | 0 | 0 | 0 |
| 11-50 Room | 15 | 779 | 0 | 0 | +3 | +163 |
| <10 Room | 41 | 345 | 0 | -2 | -29 | -188 |

| NON-SERVICED ACCOMMODATION 2023 | 2023 | | Change on 2022 | | Change on 2012 | |
|---|------|-------|----------------|------|----------------|--------|
| | Est. | Beds | Est. | Beds | Est. | Beds |
| Non-Serviced Accommodation Total | 81 | 4,145 | +11 | +80 | +13 | +1,003 |
| Self catering | 62 | 1,812 | +10 | +50 | +4 | +514 |
| Static caravans/chalets | 0 | 164 | 0 | 0 | 0 | +132 |
| Touring caravans/camping | 18 | 2,121 | +1 | +30 | +9 | +357 |
| Youth Hostels | 1 | 48 | 0 | 0 | 0 | 0 |

| DISTRIBUTION BY TYPE OF ACCOMMODATION 2023 | 2023 | | Change on 2022 | | Change on 2012 | |
|--|------|-------|----------------|------|----------------|------|
| | Est. | Beds | Est. | Beds | Est. | Beds |
| All Paid Accommodation Total | 138 | 5,400 | +11 | +78 | -13 | +978 |
| Serviced Accommodation Share of Total | 41% | 23% | | | | |
| Non-Serviced Accommodation Share of Total | 59% | 77% | | | | |

| SEASONAL AVAILABILITY OF BED SUPPLY 2023 | 2023 | | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| All Paid Accommodation Total | 3,727 | 3,727 | 3,984 | 4,562 | 4,223 | 4,223 | 5,388 | 5,400 | 4,223 | 3,982 | 3,705 | 3,705 |
| Serviced Accommodation | 1,255 | 1,255 | 1,255 | 1,255 | 1,255 | 1,255 | 1,255 | 1,255 | 1,255 | 1,248 | 1,229 | 1,229 |
| Non-Serviced Accommodation | 2,472 | 2,472 | 2,729 | 3,307 | 2,968 | 2,968 | 4,133 | 4,145 | 2,968 | 2,733 | 2,476 | 2,476 |



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Report Prepared by: Alison Tipler, Date of Issue: 11/07/24

Report Sections With Historic Financial Data Indexed to 2023 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: 2023*

| | |
|-------------|-------------|
| 2012 | <i>1.51</i> |
| 2013 | <i>1.47</i> |
| 2014 | <i>1.43</i> |
| 2015 | <i>1.41</i> |
| 2016 | <i>1.39</i> |
| 2017 | <i>1.36</i> |
| 2018 | <i>1.31</i> |
| 2019 | <i>1.27</i> |
| 2020 | <i>1.24</i> |
| 2021 | <i>1.22</i> |
| 2022 | <i>1.13</i> |
| 2023 | <i>1.00</i> |

STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

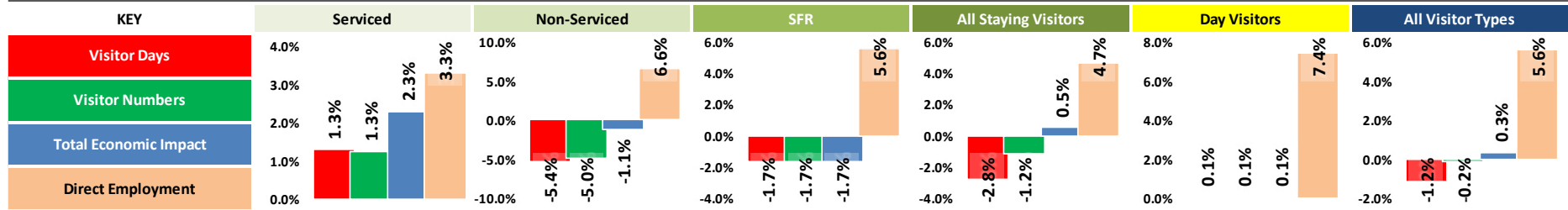
Comparing 2023 and 2022
2022 in 2023 prices (1.134)

COMPARATIVE HEADLINES

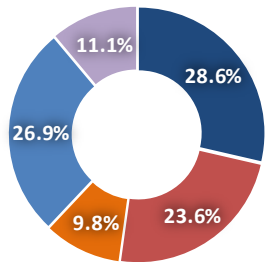
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

| KEY | Staying in Paid Accommodation | | | | | | | | | Staying with Friends and Relatives (SFR) | | | All Staying Visitors | | | Day Visitors | | | All Visitor Types | | |
|---------------------------|-------------------------------|-------|-------|--------------|-------|-------|-------|-------|-------|--|--------|--------|----------------------|-------|-------|--------------|--------|--------|-------------------|--|--|
| | Serviced | | | Non-Serviced | | | | | | | | | | | | | | | | | |
| | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | 2023 | 2022 | +/- % | | | |
| Visitor Days | M | 0.276 | 0.272 | 1.3% | 0.479 | 0.506 | -5.4% | 0.162 | 0.165 | -1.7% | 0.917 | 0.943 | -2.8% | 1.243 | 1.242 | 0.1% | 2.160 | 2.186 | -1.2% | | |
| Visitor Numbers | M | 0.130 | 0.128 | 1.3% | 0.070 | 0.074 | -5.0% | 0.068 | 0.070 | -1.7% | 0.269 | 0.272 | -1.2% | 1.243 | 1.242 | 0.1% | 1.512 | 1.514 | -0.2% | | |
| Direct Expenditure | £M | | | | | | | | | | | | | | | | 128.13 | 127.69 | 0.3% | | |
| Economic Impact | £M | 54.77 | 53.54 | 2.3% | 43.19 | 43.69 | -1.1% | 10.60 | 10.79 | -1.7% | 108.56 | 108.02 | 0.5% | 61.58 | 61.54 | 0.1% | 170.14 | 169.56 | 0.3% | | |
| Direct Employment | FTEs | 481 | 465 | 3.3% | 313 | 293 | 6.6% | 78 | 74 | 5.6% | 871 | 832 | 4.7% | 445 | 414 | 7.4% | 1,316 | 1,246 | 5.6% | | |
| Total Employment | FTEs | | | | | | | | | | | | | | | | 1,669 | 1,574 | 6.0% | | |

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



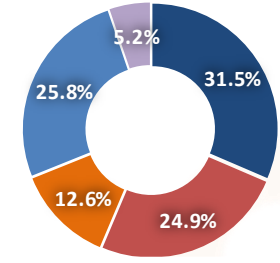
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2023



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

| | 2023 | 2022 | +/- % |
|---------------------|---------------|---------------|-------------|
| Accommodation | 36.65 | 35.18 | 4.2% |
| Food & Drink | 30.24 | 30.56 | -1.0% |
| Recreation | 12.57 | 12.71 | -1.1% |
| Shopping | 34.44 | 34.77 | -0.9% |
| Transport | 14.22 | 14.46 | -1.6% |
| TOTAL DIRECT | 128.13 | 127.69 | 0.3% |
| Indirect | 42.02 | 41.87 | 0.4% |
| TOTAL | 170.14 | 169.56 | 0.3% |

Sectoral Distribution of Employment - FTEs



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

| | 2023 | 2022 | +/- % |
|---------------------|--------------|--------------|-------------|
| Accommodation | 414 | 397 | 4.2% |
| Food & Drink | 328 | 308 | 6.2% |
| Recreation | 165 | 156 | 6.2% |
| Shopping | 340 | 320 | 6.3% |
| Transport | 69 | 65 | 5.6% |
| TOTAL DIRECT | 1,316 | 1,246 | 5.6% |
| Indirect | 353 | 328 | 7.8% |
| TOTAL | 1,669 | 1,574 | 6.0% |

Direct Employment Categories

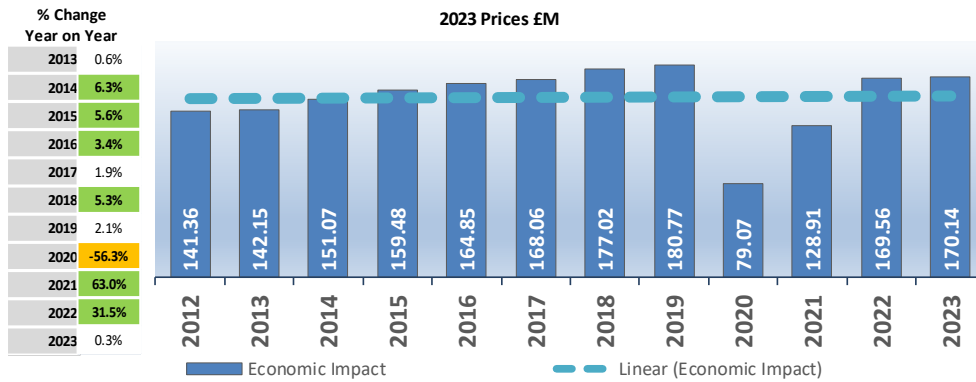
STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

2012 to 2023
2023 Prices

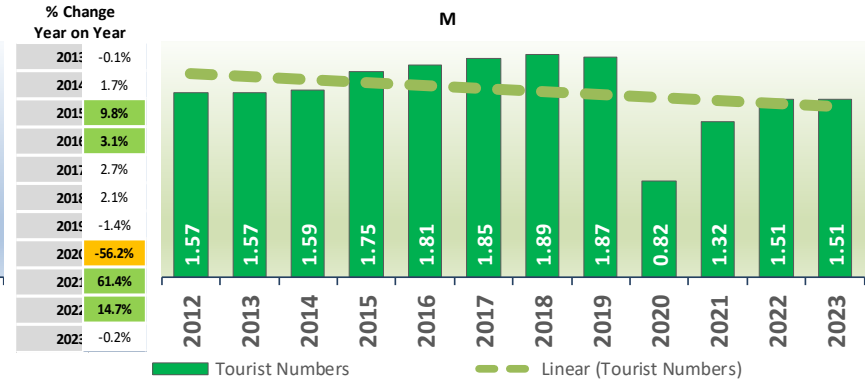
TOTAL

KEY MEASURES
Indexed

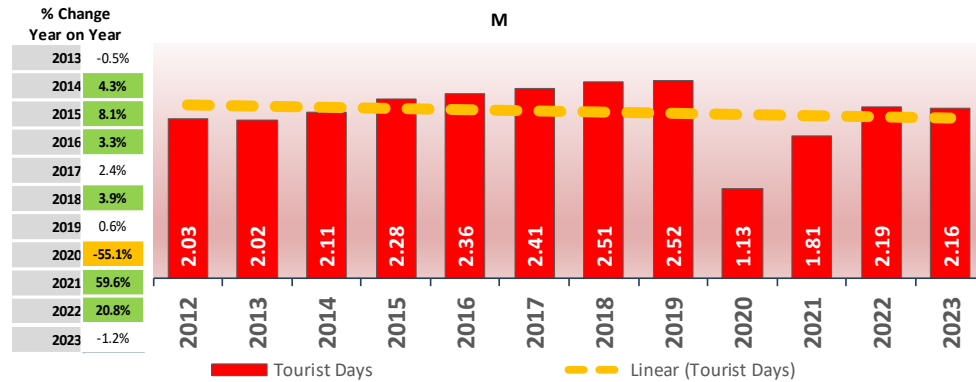
Economic Impact - Indexed - Total



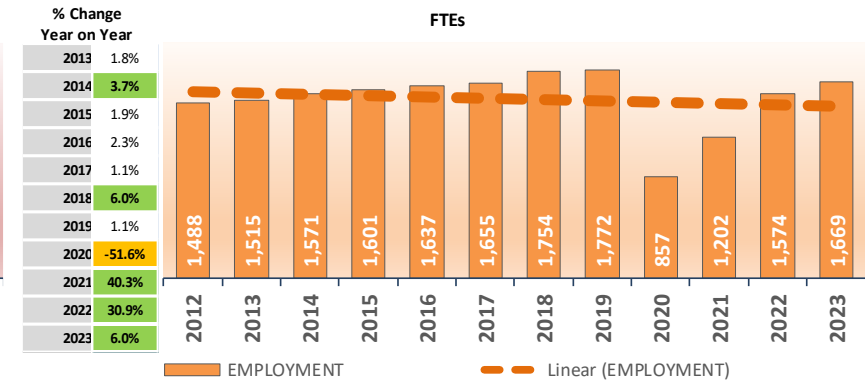
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|----------------------------------|------|-------|------|-------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Indexed | | 0.6% | 6.9% | 12.8% | 16.6% | 18.9% | 25.2% | 27.9% | -44.1% | -8.8% | 19.9% | 20.4% |
| Visitor Numbers | | -0.1% | 1.6% | 11.6% | 15.1% | 18.2% | 20.6% | 19.0% | -47.9% | -15.9% | -3.5% | -3.7% |
| Visitor Days | | -0.5% | 3.8% | 12.2% | 16.0% | 18.8% | 23.5% | 24.2% | -44.2% | -10.9% | 7.5% | 6.3% |
| Total Employment | | 1.8% | 5.6% | 7.6% | 10.1% | 11.3% | 17.9% | 19.1% | -42.4% | -19.2% | 5.8% | 12.2% |

"Linear" = Linear Trendline

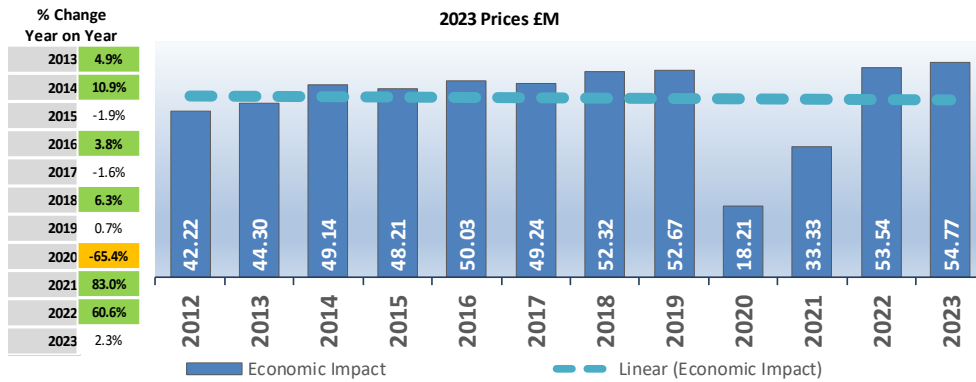
STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

2012 to 2023
2023 Prices

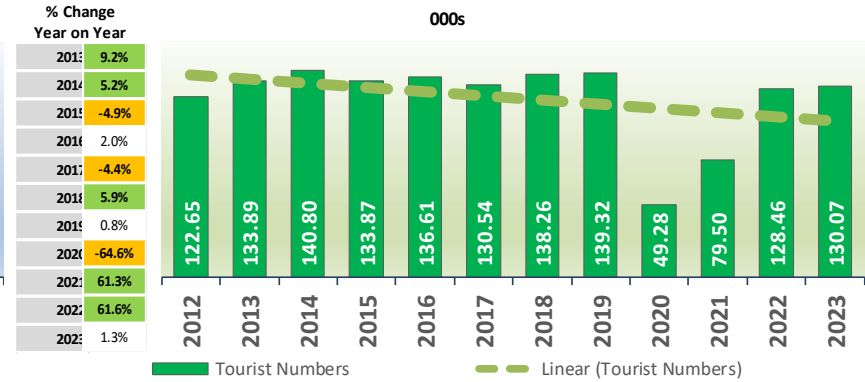
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

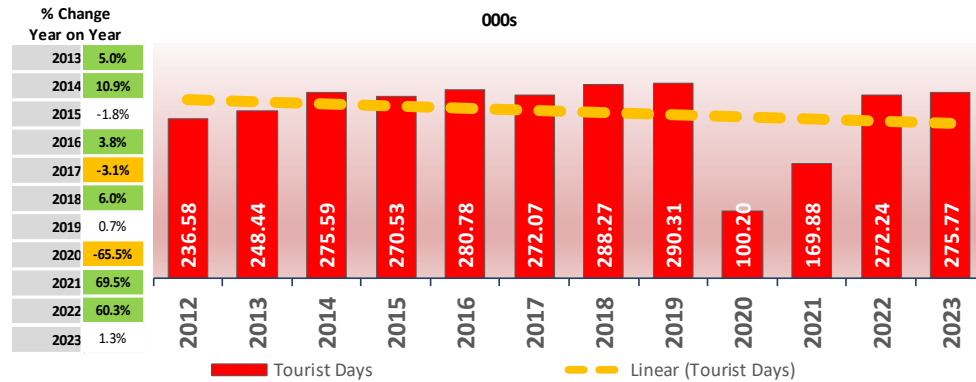
Economic Impact - Indexed - Serviced Accommodation



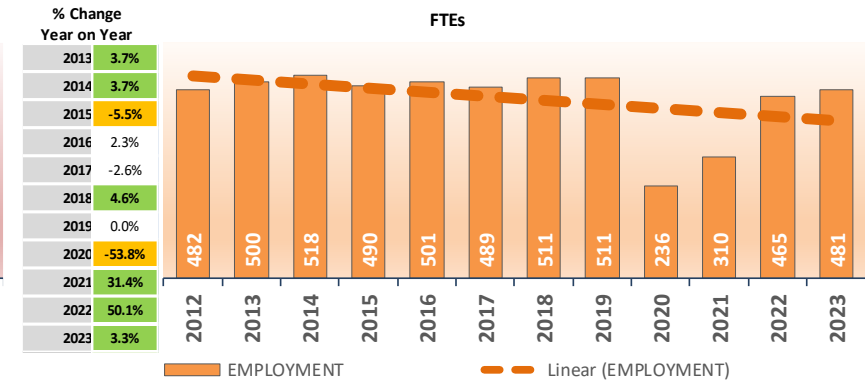
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------|------|------|-------|-------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Indexed | | 4.9% | 16.4% | 14.2% | 18.5% | 16.6% | 23.9% | 24.8% | -56.9% | -21.0% | 26.8% | 29.7% |
| Visitor Numbers | | 9.2% | 14.8% | 9.1% | 11.4% | 6.4% | 12.7% | 13.6% | -59.8% | -35.2% | 4.7% | 6.0% |
| Visitor Days | | 5.0% | 16.5% | 14.3% | 18.7% | 15.0% | 21.8% | 22.7% | -57.6% | -28.2% | 15.1% | 16.6% |
| Direct Employment | | 3.7% | 7.5% | 1.7% | 4.0% | 1.4% | 6.0% | 6.0% | -51.0% | -35.7% | -3.5% | -0.3% |

"Linear" = Linear Trendline

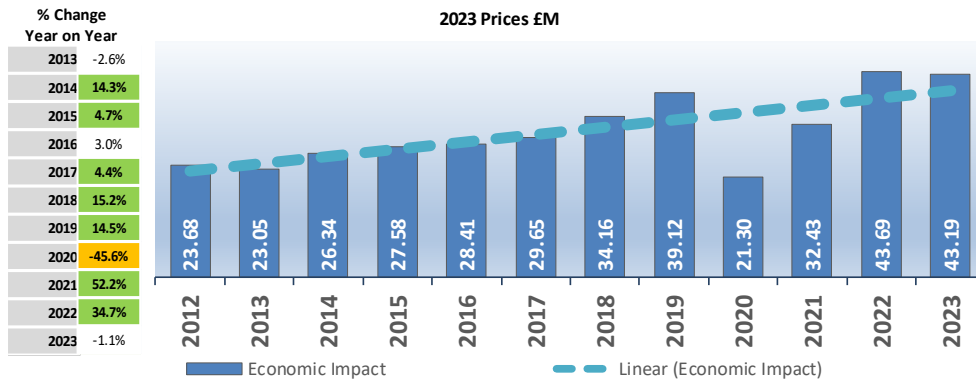
STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

2012 to 2023
2023 Prices

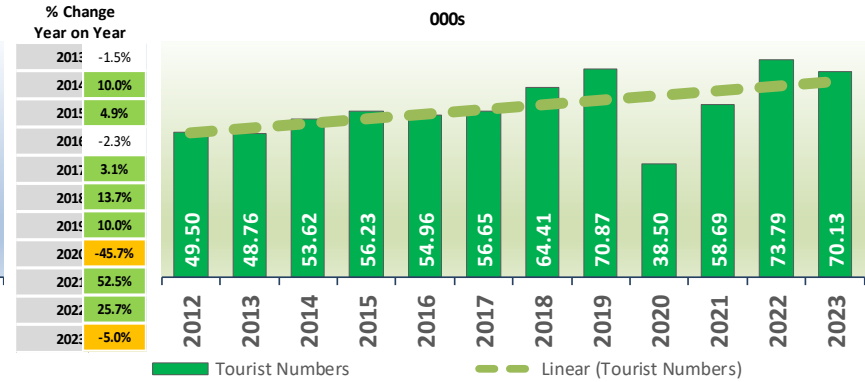
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

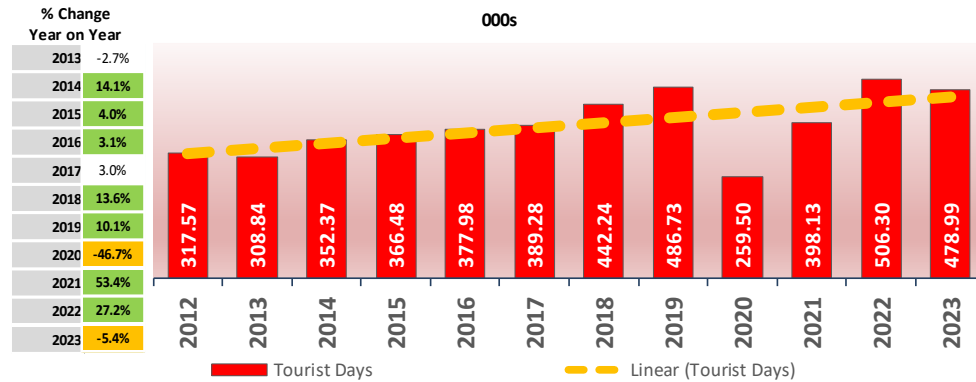
Economic Impact - Indexed - Non-Serviced Accommodation



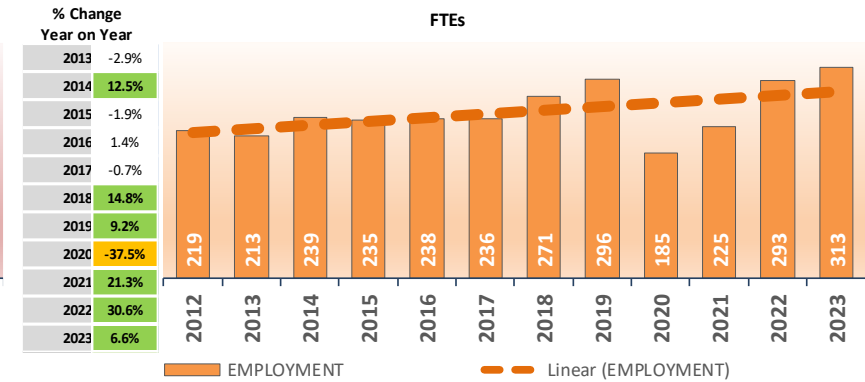
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------|------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|
| Economic Impact - Indexed | - | -2.6% | 11.3% | 16.5% | 20.0% | 25.2% | 44.3% | 65.3% | -10.0% | 37.0% | 84.5% | 82.4% |
| Visitor Numbers | - | -1.5% | 8.3% | 13.6% | 11.0% | 14.5% | 30.1% | 43.2% | -22.2% | 18.6% | 49.1% | 41.7% |
| Visitor Days | - | -2.7% | 11.0% | 15.4% | 19.0% | 22.6% | 39.3% | 53.3% | -18.3% | 25.4% | 59.4% | 50.8% |
| Direct Employment | - | -2.9% | 9.2% | 7.2% | 8.7% | 8.0% | 23.9% | 35.3% | -15.4% | 2.6% | 34.0% | 42.8% |

"Linear" = Linear Trendline

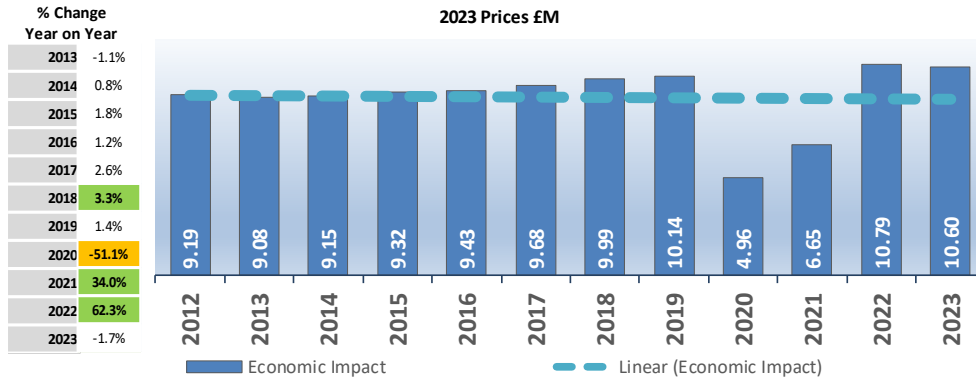
STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

2012 to 2023
2023 Prices

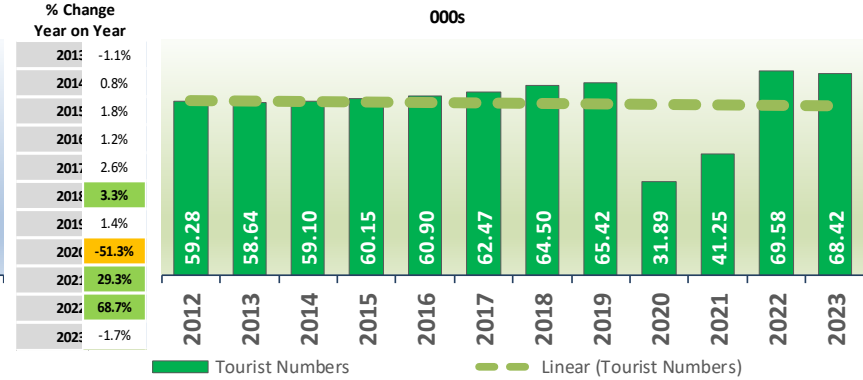
SFR

KEY MEASURES
Indexed

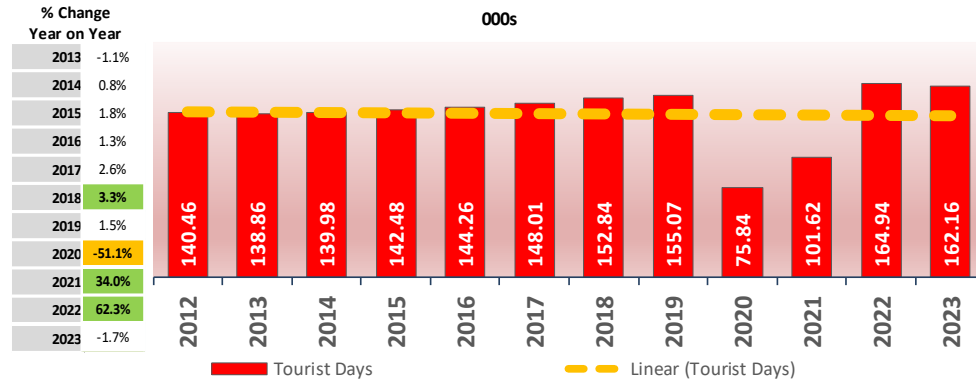
Economic Impact - Indexed - SFR



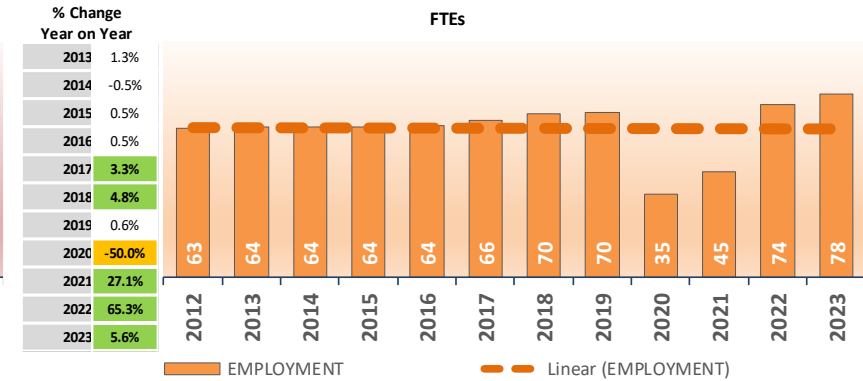
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------|------|-------|-------|------|------|------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Indexed | | -1.1% | -0.3% | 1.4% | 2.7% | 5.3% | 8.8% | 10.4% | -46.0% | -27.7% | 17.4% | 15.4% |
| Visitor Numbers | | -1.1% | -0.3% | 1.5% | 2.7% | 5.4% | 8.8% | 10.4% | -46.2% | -30.4% | 17.4% | 15.4% |
| Visitor Days | | -1.1% | -0.3% | 1.4% | 2.7% | 5.4% | 8.8% | 10.4% | -46.0% | -27.7% | 17.4% | 15.4% |
| Direct Employment | | 1.3% | 0.8% | 1.3% | 1.8% | 5.2% | 10.2% | 10.9% | -44.6% | -29.6% | 16.4% | 22.9% |

"Linear" = Linear Trendline

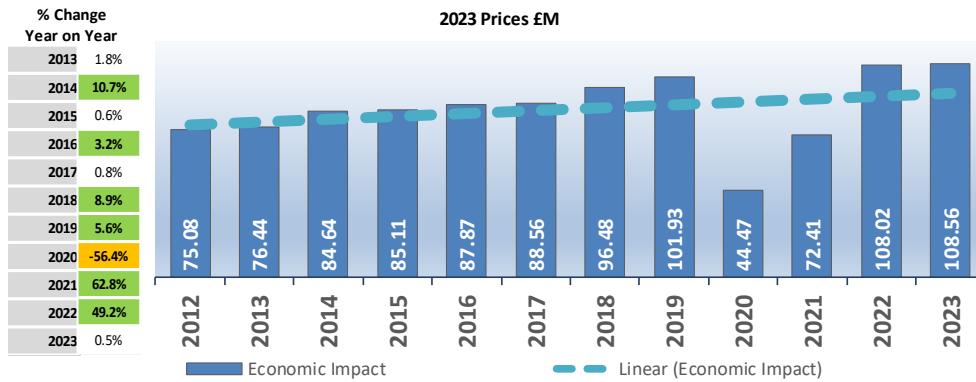
STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

2012 to 2023
2023 Prices

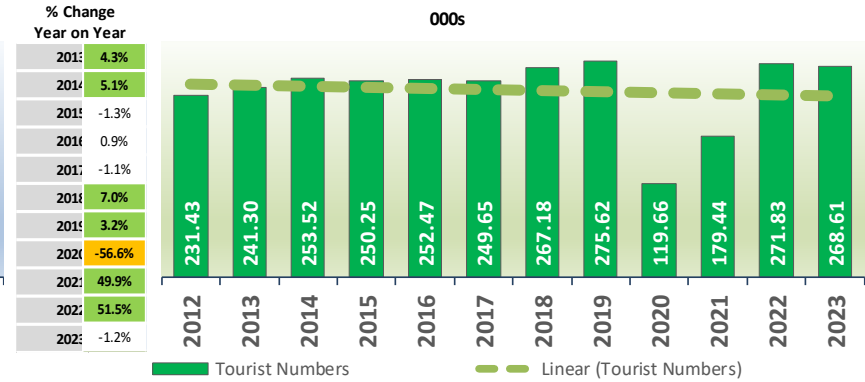
STAYING VISITOR

KEY MEASURES
Indexed

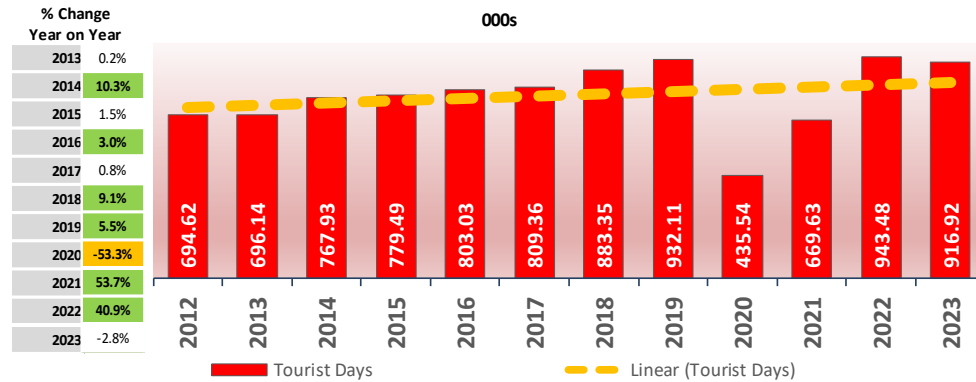
Economic Impact - Indexed - Staying Visitor



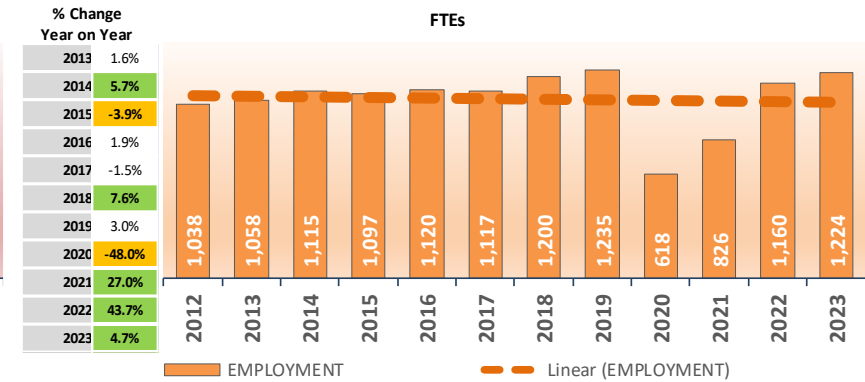
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------|------|------|-------|-------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Indexed | | 1.8% | 12.7% | 13.4% | 17.0% | 18.0% | 28.5% | 35.8% | -40.8% | -3.6% | 43.9% | 44.6% |
| Visitor Numbers | | 4.3% | 9.5% | 8.1% | 9.1% | 7.9% | 15.4% | 19.1% | -48.3% | -22.5% | 17.5% | 16.1% |
| Visitor Days | | 0.2% | 10.6% | 12.2% | 15.6% | 16.5% | 27.2% | 34.2% | -37.3% | -3.6% | 35.8% | 32.0% |
| Direct Employment | | 1.9% | 7.5% | 5.7% | 7.9% | 7.6% | 15.6% | 19.0% | -40.4% | -20.4% | 11.7% | 17.9% |

"Linear" = Linear Trendline

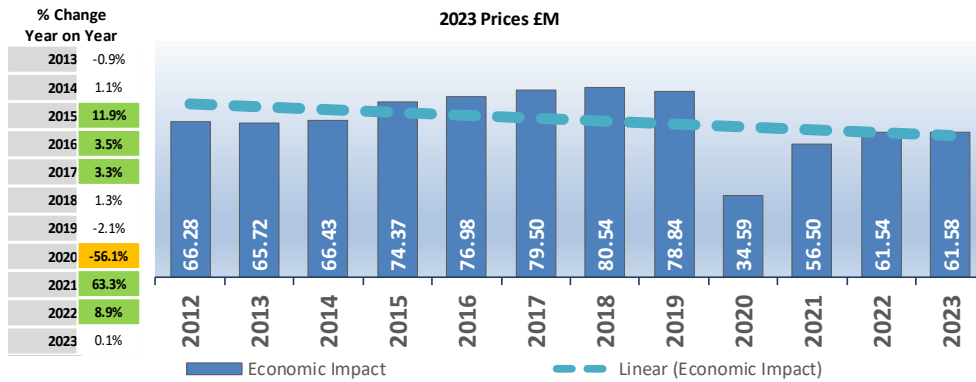
STEAM REPORT FOR 2012-2023 - FINAL
THE COUNTY OF RUTLAND

2012 to 2023
2023 Prices

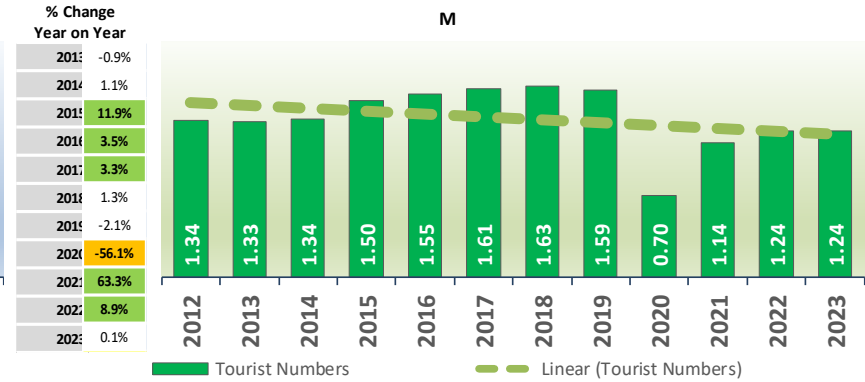
DAY VISITOR

KEY MEASURES
Indexed

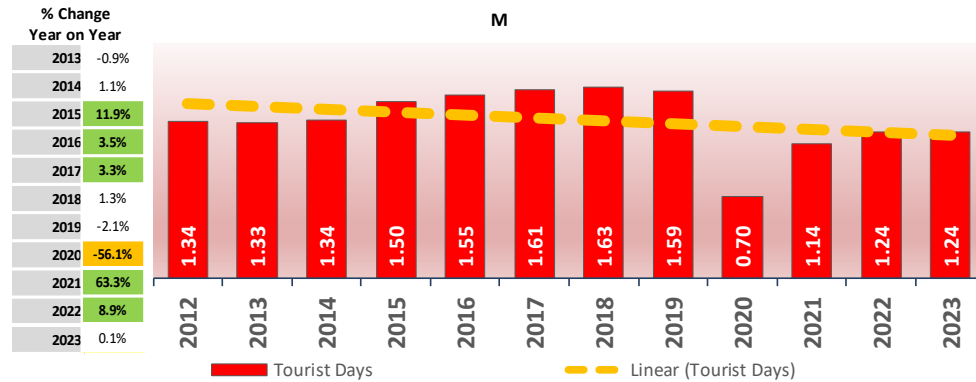
Economic Impact - Indexed - Day Visitor



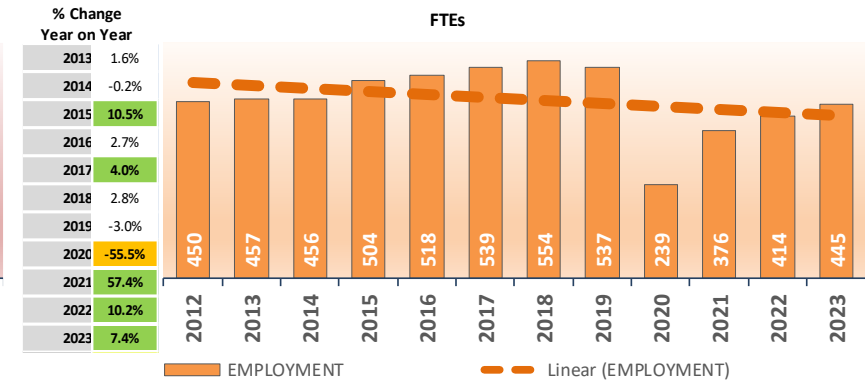
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



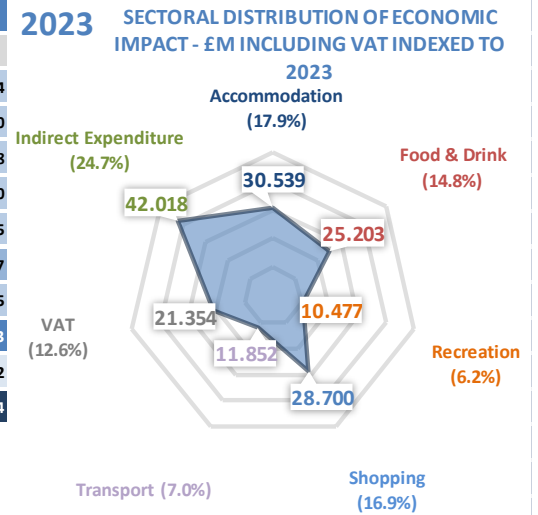
Direct Employment Supported - Day Visitor



| % Change from 2012 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------|------|-------|------|-------|-------|-------|-------|-------|--------|--------|-------|-------|
| Economic Impact - Indexed | | -0.9% | 0.2% | 12.2% | 16.1% | 19.9% | 21.5% | 18.9% | -47.8% | -14.8% | -7.2% | -7.1% |
| Visitor Numbers | | -0.9% | 0.2% | 12.2% | 16.1% | 20.0% | 21.5% | 19.0% | -47.8% | -14.8% | -7.2% | -7.1% |
| Visitor Days | | -0.9% | 0.2% | 12.2% | 16.1% | 20.0% | 21.5% | 19.0% | -47.8% | -14.8% | -7.2% | -7.1% |
| Direct Employment | | 1.6% | 1.4% | 12.1% | 15.1% | 19.7% | 23.1% | 19.4% | -46.9% | -16.4% | -7.9% | -1.1% |

"Linear" = Linear Trendline

| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | 2012 to 2023 | | TOTAL | | SECTORAL ANALYSIS | |
|---|----|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|--------|-------------------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | 2023 Prices | | | | Indexed | |
| SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023 | | | | | | | | | | | | | | | |
| SECTOR / YEAR | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Accommodation | £M | 18.04 | 18.69 | 20.82 | 20.78 | 21.50 | 21.88 | 23.92 | 25.52 | 11.31 | 18.61 | 29.32 | 30.54 | | |
| Food & Drink | £M | 22.96 | 23.01 | 24.30 | 25.75 | 26.61 | 27.01 | 28.28 | 28.59 | 13.21 | 20.22 | 25.47 | 25.20 | | |
| Recreation | £M | 9.590 | 9.618 | 10.19 | 10.79 | 11.16 | 11.31 | 11.83 | 11.95 | 5.486 | 8.459 | 10.59 | 10.48 | | |
| Shopping | £M | 27.34 | 27.27 | 28.43 | 30.75 | 31.79 | 32.48 | 33.65 | 33.70 | 14.93 | 23.94 | 28.98 | 28.70 | | |
| Transport | £M | 10.93 | 10.86 | 11.42 | 12.26 | 12.67 | 12.95 | 13.52 | 13.68 | 6.211 | 9.882 | 12.05 | 11.85 | | |
| Direct Revenue | £M | 88.86 | 89.45 | 95.16 | 100.32 | 103.72 | 105.63 | 111.20 | 113.44 | 51.14 | 81.11 | 106.41 | 106.77 | | |
| VAT | £M | 17.77 | 17.89 | 19.03 | 20.06 | 20.74 | 21.13 | 22.24 | 22.69 | 8.063 | 15.72 | 21.28 | 21.35 | | |
| Direct Expenditure | £M | 106.64 | 107.34 | 114.19 | 120.39 | 124.46 | 126.76 | 133.44 | 136.13 | 59.20 | 96.82 | 127.69 | 128.13 | | |
| Indirect Expenditure | £M | 34.72 | 34.82 | 36.88 | 39.09 | 40.39 | 41.30 | 43.58 | 44.64 | 19.86 | 32.08 | 41.87 | 42.02 | | |
| TOTAL | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | |

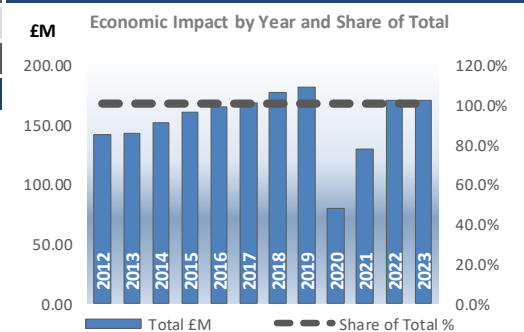


| SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES | | | | | | | | | | | | | |
|--|------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|
| SECTOR / YEAR | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| Accommodation | FTEs | 427 | 427 | 441 | 410 | 416 | 402 | 424 | 435 | 253 | 282 | 397 | 414 |
| Food & Drink | FTEs | 280 | 288 | 300 | 314 | 322 | 329 | 350 | 349 | 161 | 240 | 308 | 328 |
| Recreation | FTEs | 142 | 146 | 153 | 160 | 164 | 167 | 178 | 177 | 81 | 122 | 156 | 165 |
| Shopping | FTEs | 304 | 311 | 320 | 342 | 351 | 361 | 379 | 376 | 166 | 259 | 320 | 340 |
| Transport | FTEs | 60 | 61 | 63 | 67 | 68 | 71 | 75 | 77 | 34 | 52 | 65 | 69 |
| Direct Employment | FTEs | 1,214 | 1,234 | 1,277 | 1,293 | 1,321 | 1,330 | 1,406 | 1,414 | 695 | 955 | 1,246 | 1,316 |
| Indirect Employment | FTEs | 274 | 282 | 294 | 308 | 316 | 325 | 348 | 358 | 162 | 247 | 328 | 353 |
| TOTAL | FTEs | 1,488 | 1,515 | 1,571 | 1,601 | 1,637 | 1,655 | 1,754 | 1,772 | 857 | 1,202 | 1,574 | 1,669 |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | ECONOMIC IMPACT | | | | | |
|------------------------------------|----|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|--------|-----------------|----------|---------|-------|----------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | 2023 Prices | | TOTAL | | Indexed | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | TOTAL | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023 | | -10.8% | 10.8% | 12.4% | 23.2% | 43.3% | 14.5% | 34.9% | 22.2% | 33.9% | 8.5% | 13.9% | 30.2% | 20.4% | 4.3% | 26.9% | 29.4% | 16.7% | | |
| % Change 2022 to 2023 | | 0.8% | 11.0% | -2.6% | 0.7% | 1.0% | -0.7% | -3.9% | -2.0% | 3.9% | 4.2% | -0.2% | -1.0% | 0.3% | 2.3% | 0.4% | -1.1% | 0.8% | | |
| Average Annual Change | | -1.0% | 1.0% | 1.1% | 2.1% | 3.9% | 1.3% | 3.2% | 2.0% | 3.1% | 0.8% | 1.3% | 2.7% | 1.9% | 0.4% | 2.4% | 2.7% | 1.5% | | |
| 2012 | £M | 11.02 | 9.976 | 12.42 | 11.08 | 11.63 | 12.21 | 14.44 | 18.71 | 12.22 | 8.819 | 11.14 | 7.695 | 141.36 | | 33.42 | 34.91 | 45.37 | 27.66 | |
| 2013 | £M | 10.37 | 10.54 | 12.45 | 10.67 | 12.55 | 12.02 | 14.88 | 19.38 | 11.47 | 8.308 | 11.82 | 7.697 | 142.15 | 0.6% | 33.36 | 35.24 | 45.73 | 27.82 | |
| 2014 | £M | 10.10 | 10.28 | 14.23 | 11.47 | 13.60 | 12.39 | 16.58 | 20.75 | 13.19 | 8.993 | 11.56 | 7.925 | 151.07 | 6.3% | 34.61 | 37.46 | 50.52 | 28.48 | |
| 2015 | £M | 10.99 | 10.85 | 15.15 | 12.29 | 14.41 | 13.12 | 17.17 | 21.46 | 13.86 | 9.663 | 11.79 | 8.736 | 159.48 | 5.6% | 36.98 | 39.82 | 52.49 | 30.19 | |
| 2016 | £M | 12.02 | 11.48 | 15.20 | 12.20 | 14.46 | 13.45 | 17.99 | 22.11 | 14.43 | 9.698 | 12.84 | 9.009 | 164.85 | 3.4% | 38.69 | 40.10 | 54.52 | 31.54 | |
| 2017 | £M | 11.90 | 11.41 | 14.97 | 12.80 | 15.35 | 13.65 | 18.35 | 22.45 | 15.00 | 9.871 | 12.97 | 9.348 | 168.06 | 1.9% | 38.27 | 41.80 | 55.80 | 32.18 | |
| 2018 | £M | 12.28 | 12.04 | 15.58 | 13.01 | 16.59 | 14.20 | 18.70 | 22.87 | 16.06 | 10.26 | 14.62 | 10.81 | 177.02 | 5.3% | 39.90 | 43.80 | 57.62 | 35.69 | |
| 2019 | £M | 12.26 | 12.29 | 16.07 | 13.90 | 17.15 | 14.60 | 19.77 | 23.22 | 16.73 | 9.744 | 14.20 | 10.84 | 180.77 | 2.1% | 40.62 | 45.64 | 59.72 | 34.79 | |
| 2020 | £M | 12.32 | 10.90 | 6.870 | 0.789 | 1.443 | 1.720 | 7.579 | 13.62 | 10.93 | 5.681 | 3.423 | 3.801 | 79.07 | -56.3% | 30.09 | 3.951 | 32.12 | 12.91 | |
| 2021 | £M | 3.263 | 3.716 | 5.689 | 5.361 | 9.851 | 13.09 | 17.74 | 21.84 | 16.97 | 9.732 | 12.67 | 8.976 | 128.91 | 63.0% | 12.67 | 28.30 | 56.55 | 31.38 | |
| 2022 | £M | 9.762 | 9.955 | 14.35 | 13.55 | 16.50 | 14.07 | 20.26 | 23.33 | 15.75 | 9.185 | 12.72 | 10.12 | 169.56 | 31.5% | 34.06 | 44.13 | 59.34 | 32.03 | |
| 2023 | £M | 9.837 | 11.05 | 13.97 | 13.65 | 16.67 | 13.98 | 19.47 | 22.87 | 16.36 | 9.572 | 12.69 | 10.02 | 170.14 | 0.3% | 34.86 | 44.29 | 58.70 | 32.29 | |

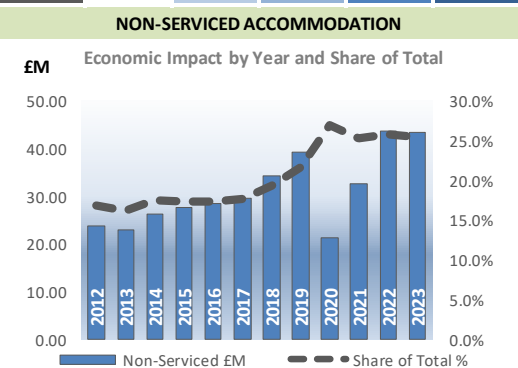
| ECONOMIC IMPACT - INDEXED TO 2023 | | | | | | | | | | | | | TOTAL | | |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | TOTAL | |
| Total | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | |
| All Visitor Types | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | |
| 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 2012 | % | | | | | | | | | | | | | | |
| Avg Ann. Change in Share | % | | | | | | | | | | | | | | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | SERVICED ACCOMMODATION | | ECONOMIC IMPACT Indexed | | | |
|------------------------------------|----|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------------------|---|------------------------|-------|-------------------------|-------|----|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | 2023 Prices | | | | | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2012 to 2023 | | 8.3% | 7.6% | 24.7% | 35.8% | 78.2% | 22.3% | 46.8% | 25.3% | 24.2% | 10.3% | 30.2% | 35.3% | 29.7% | 15.0% | 45.3% | 31.1% | 22.9% | | |
| % Change 2022 to 2023 | | 19.6% | 6.3% | 2.2% | 2.3% | 1.7% | 2.4% | -0.6% | 1.4% | 3.9% | -0.8% | -3.0% | 1.6% | 2.3% | 7.1% | 2.1% | 1.4% | -1.4% | | |
| Average Annual Change | | 0.8% | 0.7% | 2.2% | 3.3% | 7.1% | 2.0% | 4.3% | 2.3% | 2.2% | 0.9% | 2.7% | 3.2% | 2.7% | 1.4% | 4.1% | 2.8% | 2.1% | | |
| 2012 | £M | 2.427 | 3.330 | 4.240 | 3.620 | 3.719 | 3.828 | 4.070 | 6.471 | 3.867 | 2.707 | 2.903 | 1.032 | 42.22 | 9.997 | 11.17 | 14.41 | 6.643 | | |
| 2013 | £M | 2.472 | 3.646 | 4.983 | 3.181 | 3.990 | 3.875 | 4.490 | 7.076 | 3.565 | 2.536 | 3.300 | 1.192 | 44.30 | 11.10 | 11.05 | 15.13 | 7.028 | | |
| 2014 | £M | 2.443 | 3.467 | 5.062 | 3.540 | 4.940 | 4.023 | 5.920 | 7.718 | 4.535 | 2.850 | 3.439 | 1.204 | 49.14 | 10.97 | 12.50 | 18.17 | 7.494 | | |
| 2015 | £M | 2.648 | 3.487 | 4.825 | 3.468 | 4.936 | 4.161 | 5.790 | 7.539 | 4.307 | 2.797 | 3.154 | 1.100 | 48.21 | 10.96 | 12.56 | 17.64 | 7.050 | | |
| 2016 | £M | 2.625 | 3.561 | 5.292 | 3.802 | 5.106 | 4.023 | 6.019 | 7.790 | 4.281 | 2.679 | 3.581 | 1.270 | 50.03 | 11.48 | 12.93 | 18.09 | 7.531 | | |
| 2017 | £M | 2.439 | 3.255 | 4.869 | 4.010 | 5.553 | 4.024 | 5.822 | 7.726 | 4.315 | 2.607 | 3.403 | 1.212 | 49.24 | 10.56 | 13.59 | 17.86 | 7.222 | | |
| 2018 | £M | 2.654 | 3.479 | 5.114 | 4.267 | 6.020 | 4.310 | 5.799 | 8.378 | 4.512 | 2.807 | 3.678 | 1.306 | 52.32 | 11.25 | 14.60 | 18.69 | 7.792 | | |
| 2019 | £M | 2.654 | 3.486 | 5.184 | 4.289 | 6.103 | 4.347 | 5.912 | 8.333 | 4.454 | 2.842 | 3.774 | 1.287 | 52.67 | 11.32 | 14.74 | 18.70 | 7.904 | | |
| 2020 | £M | 2.543 | 3.269 | 2.101 | 0.287 | 0.478 | 0.294 | 1.318 | 3.947 | 2.104 | 1.257 | 0.477 | 0.137 | 18.21 | 7.912 | 1.058 | 7.369 | 1.871 | | |
| 2021 | £M | 0.468 | 0.591 | 1.066 | 0.991 | 1.719 | 3.587 | 5.167 | 7.765 | 4.398 | 2.861 | 3.576 | 1.146 | 33.33 | 2.125 | 6.297 | 17.33 | 7.582 | | |
| 2022 | £M | 2.197 | 3.368 | 5.172 | 4.804 | 6.513 | 4.572 | 6.011 | 7.997 | 4.625 | 3.009 | 3.899 | 1.375 | 53.54 | 10.74 | 15.89 | 18.63 | 8.284 | | |
| 2023 | £M | 2.629 | 3.582 | 5.288 | 4.917 | 6.625 | 4.680 | 5.973 | 8.108 | 4.804 | 2.986 | 3.781 | 1.397 | 54.77 | 11.50 | 16.22 | 18.88 | 8.163 | | |
| ECONOMIC IMPACT - INDEXED TO 2023 | | | | | | | | | | | | | SERVICED ACCOMMODATION | | | | | | | |
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | £M Economic Impact by Year and Share of Total | | | | | | |
| Serviced | £M | 42.22 | 44.30 | 49.14 | 48.21 | 50.03 | 49.24 | 52.32 | 52.67 | 18.21 | 33.33 | 53.54 | 54.77 | | | | | | | |
| All Visitor Types | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | | | | | | |
| Share of Total | % | 29.9% | 31.2% | 32.5% | 30.2% | 30.3% | 29.3% | 29.6% | 29.1% | 23.0% | 25.9% | 31.6% | 32.2% | | | | | | | |
| Annual Change in Share | % | | 4.4% | 4.4% | -7.1% | 0.4% | -3.5% | 0.9% | -1.4% | -20.9% | 12.3% | 22.1% | 1.9% | | | | | | | |
| Change in Share from 2012 | % | | 4.4% | 8.9% | 1.2% | 1.6% | -1.9% | -1.0% | -2.4% | -22.9% | -13.4% | 5.7% | 7.8% | | | | | | | |
| Avg Ann. Change in Share | % | | 4.4% | 4.5% | 0.4% | 0.4% | -0.4% | -0.2% | -0.3% | -2.9% | -1.5% | 0.6% | 0.7% | | | | | | | |

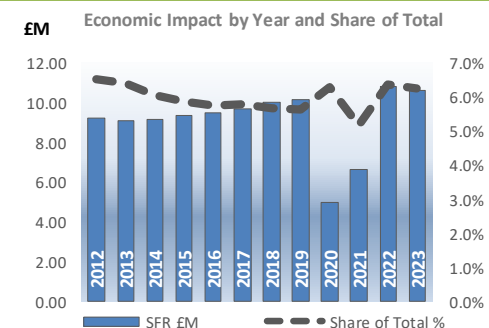
| STEAM REPORT FOR 2012-2023 - FINAL THE COUNTY OF RUTLAND | | | | | | | | | | | | | 2012 to 2023 2023 Prices | | NON-SERVICED ACCOMMODATION | ECONOMIC IMPACT Indexed | | | | |
|---|----|---|-------|--------|-------|-------|--------|-------|-------|-------|--------|--------|-----------------------------|-------|-------------------------------|----------------------------|-------|-------|--------|-------|
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | NON-SERVICED ACCOMMODATION | | | | | | | | | | | | | | | | | | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES | | | | | | | | | | | | | | | | | | |
| Less than 3% change | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | TOTAL | % Change | | | | | |
| A Fall of 3% or more | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | Q1 | Q2 | Q3 | Q4 | |
| % Change 2012 to 2023 | | 108.5% | 71.0% | 78.8% | 76.4% | 61.1% | 33.4% | 82.7% | 92.2% | 90.3% | 139.8% | 123.5% | 172.8% | 82.4% | Annual Change | 83.7% | 54.4% | 88.5% | 141.4% | |
| % Change 2022 to 2023 | | -5.7% | 7.1% | -12.3% | 5.2% | -6.4% | -12.4% | -3.5% | -1.8% | 2.4% | 27.3% | 13.6% | -3.2% | -1.1% | | -5.3% | -5.5% | -1.5% | 14.4% | |
| Average Annual Change | | 9.9% | 6.5% | 7.2% | 6.9% | 5.6% | 3.0% | 7.5% | 8.4% | 8.2% | 12.7% | 11.2% | 15.7% | 7.5% | | 7.6% | 4.9% | 8.0% | 12.9% | |
| 2012 | £M | 0.437 | 0.559 | 0.763 | 1.886 | 2.738 | 2.859 | 4.282 | 5.176 | 2.696 | 1.040 | 0.756 | 0.483 | 23.68 | -2.6% | 1.759 | 7.483 | 12.15 | 2.279 | |
| 2013 | £M | 0.436 | 0.531 | 0.763 | 1.741 | 2.667 | 2.693 | 4.220 | 5.146 | 2.591 | 1.001 | 0.768 | 0.494 | 23.05 | | 1.730 | 7.101 | 11.96 | 2.263 | |
| 2014 | £M | 0.487 | 0.600 | 0.877 | 1.921 | 3.036 | 3.066 | 4.644 | 5.894 | 3.170 | 1.154 | 0.920 | 0.573 | 26.34 | | 14.3% | 1.964 | 8.023 | 13.71 | 2.647 |
| 2015 | £M | 0.512 | 0.630 | 0.924 | 2.009 | 3.181 | 3.192 | 4.852 | 6.187 | 3.320 | 1.210 | 0.963 | 0.602 | 27.58 | | 4.7% | 2.067 | 8.382 | 14.36 | 2.775 |
| 2016 | £M | 0.538 | 0.670 | 0.926 | 2.028 | 3.230 | 3.256 | 4.959 | 6.414 | 3.496 | 1.254 | 1.007 | 0.631 | 28.41 | | 3.0% | 2.134 | 8.514 | 14.87 | 2.892 |
| 2017 | £M | 0.569 | 0.703 | 0.914 | 2.183 | 3.424 | 3.263 | 5.242 | 6.582 | 3.739 | 1.323 | 1.020 | 0.687 | 29.65 | | 4.4% | 2.186 | 8.870 | 15.56 | 3.030 |
| 2018 | £M | 0.731 | 0.880 | 1.118 | 2.363 | 4.018 | 3.724 | 5.678 | 7.616 | 4.196 | 1.667 | 1.277 | 0.893 | 34.16 | | 15.2% | 2.729 | 10.10 | 17.49 | 3.836 |
| 2019 | £M | 0.914 | 1.025 | 1.300 | 2.968 | 4.651 | 4.140 | 6.635 | 8.402 | 4.561 | 1.891 | 1.541 | 1.097 | 39.12 | | 14.5% | 3.239 | 11.76 | 19.60 | 4.529 |
| 2020 | £M | 0.973 | 0.806 | 0.705 | 0.080 | 0.185 | 0.191 | 3.900 | 6.920 | 5.014 | 1.783 | 0.161 | 0.585 | 21.30 | | -45.6% | 2.484 | 0.456 | 15.83 | 2.529 |
| 2021 | £M | 0.022 | 0.021 | 0.033 | 0.804 | 3.446 | 4.046 | 6.267 | 8.091 | 5.299 | 2.137 | 1.369 | 0.897 | 32.43 | | 52.2% | 0.076 | 8.296 | 19.66 | 4.403 |
| 2022 | £M | 0.965 | 0.892 | 1.556 | 3.161 | 4.712 | 4.352 | 8.106 | 10.13 | 5.008 | 1.959 | 1.488 | 1.362 | 43.69 | 34.7% | 3.412 | 12.23 | 23.24 | 4.809 | |
| 2023 | £M | 0.910 | 0.955 | 1.365 | 3.327 | 4.412 | 3.814 | 7.825 | 9.951 | 5.130 | 2.493 | 1.690 | 1.318 | 43.19 | -1.1% | 3.230 | 11.55 | 22.91 | 5.502 | |

| ECONOMIC IMPACT - INDEXED TO 2023 | | | | | | | | | | | | | NON-SERVICED ACCOMMODATION | | |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|----------------------------|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| Non-Serviced | £M | 23.68 | 23.05 | 26.34 | 27.58 | 28.41 | 29.65 | 34.16 | 39.12 | 21.30 | 32.43 | 43.69 | 43.19 | | |
| All Visitor Types | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | |
| Share of Total | % | 16.7% | 16.2% | 17.4% | 17.3% | 17.2% | 17.6% | 19.3% | 21.6% | 26.9% | 25.2% | 25.8% | 25.4% | | |
| Annual Change in Share | % | | -3.2% | 7.5% | -0.8% | -0.4% | 2.4% | 9.4% | 12.2% | 24.5% | -6.6% | 2.4% | -1.5% | | |
| Change in Share from 2012 | % | | -3.2% | 4.1% | 3.3% | 2.9% | 5.3% | 15.2% | 29.2% | 60.9% | 50.2% | 53.8% | 51.6% | | |
| Avg Ann. Change in Share | % | | -3.2% | 2.1% | 1.1% | 0.7% | 1.1% | 2.5% | 4.2% | 7.6% | 5.6% | 5.4% | 4.7% | | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | ECONOMIC IMPACT | | | | | |
|------------------------------------|----|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|-------|-----------------|----------|---------|-------|----------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | 2023 Prices | | SFR | | Indexed | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | SFR | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES | | | | | | | | | | | 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 2012 to 2023 | | 10.8% | 9.1% | 11.8% | 15.7% | 19.6% | 8.3% | 15.3% | 15.5% | 20.8% | 18.4% | 20.4% | 20.9% | 15.4% | 10.7% | 15.1% | 16.6% | 20.1% | | |
| % Change 2022 to 2023 | | 0.9% | 0.7% | -3.3% | -0.3% | -3.3% | -4.9% | -4.9% | -3.9% | -0.6% | 3.3% | 0.4% | -1.8% | -1.7% | -0.2% | -2.3% | -3.5% | 0.0% | | |
| Average Annual Change | | 1.0% | 0.8% | 1.1% | 1.4% | 1.8% | 0.8% | 1.4% | 1.4% | 1.9% | 1.7% | 1.9% | 1.9% | 1.4% | 1.0% | 1.4% | 1.5% | 1.8% | | |
| 2012 | £M | 1.271 | 0.451 | 0.552 | 1.167 | 0.780 | 0.623 | 0.930 | 0.987 | 0.580 | 0.489 | 0.412 | 0.944 | 9.186 | 2.274 | 2.570 | 2.497 | 1.845 | | |
| 2013 | £M | 1.258 | 0.459 | 0.573 | 1.110 | 0.772 | 0.607 | 0.922 | 0.981 | 0.559 | 0.473 | 0.420 | 0.947 | 9.081 | -1.1% | 2.290 | 2.489 | 2.462 | 1.840 | |
| 2014 | £M | 1.229 | 0.442 | 0.558 | 1.123 | 0.795 | 0.609 | 0.955 | 1.006 | 0.589 | 0.481 | 0.419 | 0.949 | 9.154 | 0.8% | 2.229 | 2.527 | 2.550 | 1.848 | |
| 2015 | £M | 1.272 | 0.450 | 0.561 | 1.141 | 0.812 | 0.625 | 0.971 | 1.024 | 0.599 | 0.488 | 0.418 | 0.956 | 9.318 | 1.8% | 2.283 | 2.578 | 2.594 | 1.861 | |
| 2016 | £M | 1.277 | 0.450 | 0.577 | 1.159 | 0.820 | 0.625 | 0.982 | 1.039 | 0.608 | 0.488 | 0.434 | 0.975 | 9.434 | 1.2% | 2.304 | 2.605 | 2.629 | 1.896 | |
| 2017 | £M | 1.288 | 0.458 | 0.573 | 1.207 | 0.862 | 0.640 | 1.012 | 1.066 | 0.636 | 0.499 | 0.438 | 0.998 | 9.677 | 2.6% | 2.318 | 2.709 | 2.715 | 1.935 | |
| 2018 | £M | 1.335 | 0.471 | 0.586 | 1.238 | 0.896 | 0.660 | 1.029 | 1.114 | 0.651 | 0.520 | 0.455 | 1.039 | 9.994 | 3.3% | 2.393 | 2.793 | 2.794 | 2.014 | |
| 2019 | £M | 1.363 | 0.477 | 0.594 | 1.268 | 0.907 | 0.661 | 1.049 | 1.115 | 0.646 | 0.527 | 0.468 | 1.062 | 10.14 | 1.4% | 2.435 | 2.837 | 2.810 | 2.057 | |
| 2020 | £M | 1.368 | 0.420 | 0.270 | 0.054 | 0.049 | 0.035 | 0.515 | 0.809 | 0.592 | 0.389 | 0.054 | 0.404 | 4.959 | -51.1% | 2.058 | 0.138 | 1.916 | 0.847 | |
| 2021 | £M | 0.110 | 0.038 | 0.063 | 0.340 | 0.675 | 0.656 | 1.002 | 1.097 | 0.772 | 0.592 | 0.424 | 0.877 | 6.645 | 34.0% | 0.211 | 1.670 | 2.871 | 1.894 | |
| 2022 | £M | 1.397 | 0.488 | 0.639 | 1.354 | 0.965 | 0.710 | 1.127 | 1.186 | 0.705 | 0.560 | 0.494 | 1.162 | 10.79 | 62.3% | 2.523 | 3.029 | 3.018 | 2.216 | |
| 2023 | £M | 1.409 | 0.492 | 0.617 | 1.350 | 0.933 | 0.675 | 1.072 | 1.139 | 0.701 | 0.579 | 0.496 | 1.142 | 10.60 | -1.7% | 2.518 | 2.958 | 2.912 | 2.216 | |

| ECONOMIC IMPACT - INDEXED TO 2023 | | | | | | | | | | | | | SFR | | | |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | | |
| SFR | £M | 9.186 | 9.081 | 9.154 | 9.318 | 9.434 | 9.677 | 9.994 | 10.14 | 4.959 | 6.645 | 10.79 | 10.60 | | | |
| All Visitor Types | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | | |
| Share of Total | % | 6.5% | 6.4% | 6.1% | 5.8% | 5.7% | 5.8% | 5.6% | 5.6% | 6.3% | 5.2% | 6.4% | 6.2% | | | |
| Annual Change in Share | % | | -1.7% | -5.1% | -3.6% | -2.1% | 0.6% | -2.0% | -0.7% | 11.8% | -17.8% | 23.4% | -2.0% | | | |
| Change in Share from 2012 | % | | -1.7% | -6.8% | -10.1% | -11.9% | -11.4% | -13.1% | -13.7% | -3.5% | -20.7% | -2.1% | -4.1% | | | |
| Avg Ann. Change in Share | % | | -1.7% | -3.4% | -3.4% | -3.0% | -2.3% | -2.2% | -2.0% | -0.4% | -2.3% | -0.2% | -0.4% | | | |



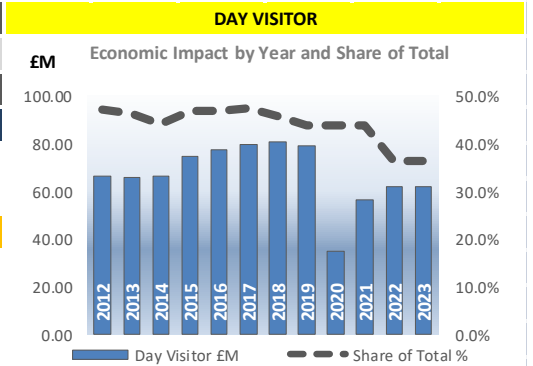
| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | ECONOMIC IMPACT | | | | | | | | | | | | | | | |
|------------------------------------|----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---|--------|-----------------|-------|-------|-------|-------|-------|-------|-------|----------|-------|-------|---------------|-------|-------|-------|-------|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | 2023 Prices | | Indexed | | | | | | | | | | | | | | | |
| ECONOMIC IMPACT BY: | | | | | | | | | | | | | STAYING VISITOR | | CALENDAR YEAR | | | | | | | | | | | | | | | |
| KEY | | | | | | | | | | | | | STAYING VISITOR | | QUARTER | | | | | | | | | | | | | | | |
| An increase of 3% or more | | | | | | | | | | | | | ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES | | TOTAL | | | | | | | | | | | | | | | |
| Less than 3% change | | | | | | | | | | | | | Q1 | | Q2 | | Q3 | | Q4 | | TOTAL | | % Change | | | | | | | |
| A Fall of 3% or more | | | | | | | | | | | | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | % Change | Q1 | Q2 | Q3 | Q4 |
| % Change 2012 to 2023 | | | | | | | | | | | | | 19.7% | 15.9% | 30.9% | 43.8% | 65.4% | 25.4% | 60.2% | 51.9% | 48.9% | 43.0% | 46.6% | 56.8% | 44.6% | Annual Change | 22.9% | 44.8% | 53.8% | 47.5% |
| % Change 2022 to 2023 | | | | | | | | | | | | | 8.5% | 5.9% | -1.3% | 2.9% | -1.8% | -4.8% | -2.5% | -0.6% | 2.9% | 9.6% | 1.5% | -1.1% | 0.5% | Annual Change | 3.4% | -1.3% | -0.4% | 3.7% |
| Average Annual Change | | | | | | | | | | | | | 1.8% | 1.4% | 2.8% | 4.0% | 5.9% | 2.3% | 5.5% | 4.7% | 4.4% | 3.9% | 4.2% | 5.2% | 4.1% | Annual Change | 2.1% | 4.1% | 4.9% | 4.3% |
| 2012 | £M | 4.136 | 4.339 | 5.555 | 6.673 | 7.237 | 7.311 | 9.281 | 12.63 | 7.143 | 4.236 | 4.071 | 2.460 | 75.08 | | 14.03 | 21.22 | 29.06 | 10.77 | | | | | | | | | | | |
| 2013 | £M | 4.166 | 4.637 | 6.318 | 6.032 | 7.430 | 7.174 | 9.631 | 13.20 | 6.715 | 4.010 | 4.487 | 2.633 | 76.44 | 1.8% | 15.12 | 20.64 | 29.55 | 11.13 | | | | | | | | | | | |
| 2014 | £M | 4.159 | 4.509 | 6.497 | 6.584 | 8.771 | 7.698 | 11.52 | 14.62 | 8.294 | 4.485 | 4.778 | 2.726 | 84.64 | 10.7% | 15.16 | 23.05 | 34.43 | 11.99 | | | | | | | | | | | |
| 2015 | £M | 4.432 | 4.567 | 6.310 | 6.618 | 8.929 | 7.977 | 11.61 | 14.75 | 8.227 | 4.495 | 4.535 | 2.658 | 85.11 | 0.6% | 15.31 | 23.52 | 34.59 | 11.69 | | | | | | | | | | | |
| 2016 | £M | 4.439 | 4.681 | 6.796 | 6.989 | 9.156 | 7.905 | 11.96 | 15.24 | 8.385 | 4.421 | 5.022 | 2.876 | 87.87 | 3.2% | 15.92 | 24.05 | 35.59 | 12.32 | | | | | | | | | | | |
| 2017 | £M | 4.295 | 4.416 | 6.356 | 7.400 | 9.839 | 7.928 | 12.08 | 15.37 | 8.691 | 4.429 | 4.862 | 2.896 | 88.56 | 0.8% | 15.07 | 25.17 | 36.14 | 12.19 | | | | | | | | | | | |
| 2018 | £M | 4.720 | 4.830 | 6.819 | 7.867 | 10.93 | 8.694 | 12.51 | 17.11 | 9.359 | 4.994 | 5.410 | 3.238 | 96.48 | 8.9% | 16.37 | 27.49 | 38.97 | 13.64 | | | | | | | | | | | |
| 2019 | £M | 4.931 | 4.988 | 7.078 | 8.525 | 11.66 | 9.148 | 13.60 | 17.85 | 9.661 | 5.260 | 5.783 | 3.446 | 101.93 | 5.6% | 17.00 | 29.34 | 41.11 | 14.49 | | | | | | | | | | | |
| 2020 | £M | 4.884 | 4.495 | 3.075 | 0.420 | 0.712 | 0.520 | 5.733 | 11.68 | 7.710 | 3.429 | 0.693 | 1.125 | 44.47 | -56.4% | 12.45 | 1.652 | 25.12 | 5.246 | | | | | | | | | | | |
| 2021 | £M | 0.599 | 0.650 | 1.161 | 2.134 | 5.840 | 8.289 | 12.44 | 16.95 | 10.47 | 5.590 | 5.369 | 2.919 | 72.41 | 62.8% | 2.411 | 16.26 | 39.86 | 13.88 | | | | | | | | | | | |
| 2022 | £M | 4.559 | 4.748 | 7.366 | 9.319 | 12.19 | 9.634 | 15.24 | 19.31 | 10.34 | 5.528 | 5.881 | 3.899 | 108.02 | 49.2% | 16.67 | 31.14 | 44.89 | 15.31 | | | | | | | | | | | |
| 2023 | £M | 4.948 | 5.028 | 7.270 | 9.593 | 11.97 | 9.169 | 14.87 | 19.20 | 10.63 | 6.057 | 5.967 | 3.857 | 108.56 | 0.5% | 17.25 | 30.73 | 44.70 | 15.88 | | | | | | | | | | | |

| ECONOMIC IMPACT - INDEXED TO 2023 | | | | | | | | | | | | | STAYING VISITOR | | | |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-----------------|--|--|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | | | |
| Staying Visitor | £M | 75.08 | 76.44 | 84.64 | 85.11 | 87.87 | 88.56 | 96.48 | 101.93 | 44.47 | 72.41 | 108.02 | 108.56 | | | |
| All Visitor Types | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | | |
| Share of Total | % | 53.1% | 53.8% | 56.0% | 53.4% | 53.3% | 52.7% | 54.5% | 56.4% | 56.2% | 56.2% | 63.7% | 63.8% | | | |
| Annual Change in Share | % | | 1.2% | 4.2% | -4.7% | -0.1% | -1.1% | 3.4% | 3.5% | -0.2% | -0.1% | 13.4% | 0.2% | | | |
| Change in Share from 2012 | % | | 1.2% | 5.5% | 0.5% | 0.4% | -0.8% | 2.6% | 6.2% | 5.9% | 5.8% | 20.0% | 20.1% | | | |
| Avg Ann. Change in Share | % | | 1.2% | 2.7% | 0.2% | 0.1% | -0.2% | 0.4% | 0.9% | 0.7% | 0.6% | 2.0% | 1.8% | | | |



| STEAM REPORT FOR 2012-2023 - FINAL | | | | | | | | | | | | | 2012 to 2023 | | ECONOMIC IMPACT | | | | | |
|------------------------------------|----|---|-------|-------|-------|-------|-------|--------|--------|-------|--------|-------|---------------|-------|-----------------|----------|---------|-------|----------|--|
| THE COUNTY OF RUTLAND | | | | | | | | | | | | | 2023 Prices | | DAY VISITOR | | Indexed | | | |
| ECONOMIC IMPACT BY: | | MONTH AND QUARTER | | | | | | | | | | | CALENDAR YEAR | | QUARTER | | | | | |
| KEY | | DAY VISITOR | | | | | | | | | | | TOTAL | | | | | | % Change | |
| An increase of 3% or more | | ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES | | | | | | | | | | | 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 2012 to 2023 | | -29.0% | 6.9% | -2.5% | -8.0% | 7.0% | -1.8% | -10.8% | -39.6% | 12.8% | -23.3% | -4.9% | 17.7% | -7.1% | -9.2% | -1.0% | -14.1% | -2.9% | | |
| % Change 2022 to 2023 | | -6.0% | 15.7% | -4.0% | -4.1% | 8.9% | 8.3% | -8.2% | -8.7% | 5.8% | -3.9% | -1.6% | -1.0% | 0.1% | 1.3% | 4.5% | -3.1% | -1.9% | | |
| Average Annual Change | | -2.6% | 0.6% | -0.2% | -0.7% | 0.6% | -0.2% | -1.0% | -3.6% | 1.2% | -2.1% | -0.4% | 1.6% | -0.6% | -0.8% | -0.1% | -1.3% | -0.3% | | |
| 2012 | £M | 6.889 | 5.637 | 6.869 | 4.405 | 4.391 | 4.897 | 5.156 | 6.074 | 5.077 | 4.584 | 7.070 | 5.235 | 66.28 | 19.39 | 13.69 | 16.31 | 16.89 | | |
| 2013 | £M | 6.199 | 5.907 | 6.131 | 4.635 | 5.123 | 4.850 | 5.248 | 6.178 | 4.752 | 4.297 | 7.332 | 5.064 | 65.72 | -0.9% | 18.24 | 14.61 | 16.18 | 16.69 | |
| 2014 | £M | 5.942 | 5.774 | 7.730 | 4.888 | 4.825 | 4.690 | 5.061 | 6.132 | 4.899 | 4.509 | 6.781 | 5.199 | 66.43 | 1.1% | 19.45 | 14.40 | 16.09 | 16.49 | |
| 2015 | £M | 6.553 | 6.278 | 8.837 | 5.670 | 5.481 | 5.146 | 5.558 | 6.710 | 5.637 | 5.168 | 7.253 | 6.079 | 74.37 | 11.9% | 21.67 | 16.30 | 17.90 | 18.50 | |
| 2016 | £M | 7.580 | 6.798 | 8.400 | 5.207 | 5.300 | 5.540 | 6.028 | 6.863 | 6.043 | 5.277 | 7.814 | 6.133 | 76.98 | 3.5% | 22.78 | 16.05 | 18.93 | 19.22 | |
| 2017 | £M | 7.605 | 6.990 | 8.610 | 5.402 | 5.511 | 5.725 | 6.268 | 7.079 | 6.310 | 5.442 | 8.104 | 6.452 | 79.50 | 3.3% | 23.20 | 16.64 | 19.66 | 20.00 | |
| 2018 | £M | 7.563 | 7.211 | 8.757 | 5.143 | 5.658 | 5.507 | 6.191 | 5.760 | 6.698 | 5.270 | 9.206 | 7.576 | 80.54 | 1.3% | 23.53 | 16.31 | 18.65 | 22.05 | |
| 2019 | £M | 7.326 | 7.306 | 8.992 | 5.374 | 5.484 | 5.447 | 6.176 | 5.369 | 7.068 | 4.484 | 8.417 | 7.395 | 78.84 | -2.1% | 23.62 | 16.30 | 18.61 | 20.30 | |
| 2020 | £M | 7.434 | 6.405 | 3.794 | 0.368 | 0.731 | 1.199 | 1.846 | 1.941 | 3.216 | 2.252 | 2.731 | 2.676 | 34.59 | -56.1% | 17.63 | 2.299 | 7.004 | 7.659 | |
| 2021 | £M | 2.664 | 3.066 | 4.528 | 3.227 | 4.011 | 4.802 | 5.303 | 4.886 | 6.506 | 4.141 | 7.305 | 6.057 | 56.50 | 63.3% | 10.26 | 12.04 | 16.69 | 17.50 | |
| 2022 | £M | 5.203 | 5.207 | 6.982 | 4.229 | 4.312 | 4.441 | 5.014 | 4.019 | 5.416 | 3.658 | 6.836 | 6.223 | 61.54 | 8.9% | 17.39 | 12.98 | 14.45 | 16.72 | |
| 2023 | £M | 4.889 | 6.025 | 6.700 | 4.054 | 4.697 | 4.811 | 4.601 | 3.671 | 5.729 | 3.515 | 6.727 | 6.164 | 61.58 | 0.1% | 17.61 | 13.56 | 14.00 | 16.41 | |

| ECONOMIC IMPACT - INDEXED TO 2023 | | | | | | | | | | | | | DAY VISITOR | | |
|-----------------------------------|----|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-------------|-------------|--|
| SHARE OF MARKET | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | DAY VISITOR | |
| Day Visitor | £M | 66.28 | 65.72 | 66.43 | 74.37 | 76.98 | 79.50 | 80.54 | 78.84 | 34.59 | 56.50 | 61.54 | 61.58 | | |
| All Visitor Types | £M | 141.36 | 142.15 | 151.07 | 159.48 | 164.85 | 168.06 | 177.02 | 180.77 | 79.07 | 128.91 | 169.56 | 170.14 | | |
| Share of Total | % | 46.9% | 46.2% | 44.0% | 46.6% | 46.7% | 47.3% | 45.5% | 43.6% | 43.8% | 43.8% | 36.3% | 36.2% | | |
| Annual Change in Share | % | | -1.4% | -4.9% | 6.0% | 0.1% | 1.3% | -3.8% | -4.1% | 0.3% | 0.2% | -17.2% | -0.3% | | |
| Change in Share from 2012 | % | | -1.4% | -6.2% | -0.6% | -0.4% | 0.9% | -3.0% | -7.0% | -6.7% | -6.5% | -22.6% | -22.8% | | |
| Avg Ann. Change in Share | % | | -1.4% | -3.1% | -0.2% | -0.1% | 0.2% | -0.5% | -1.0% | -0.8% | -0.7% | -2.3% | -2.1% | | |



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