



## STEAM REPORT FOR 2013-2024 - FINAL

Final

### The County of Rutland














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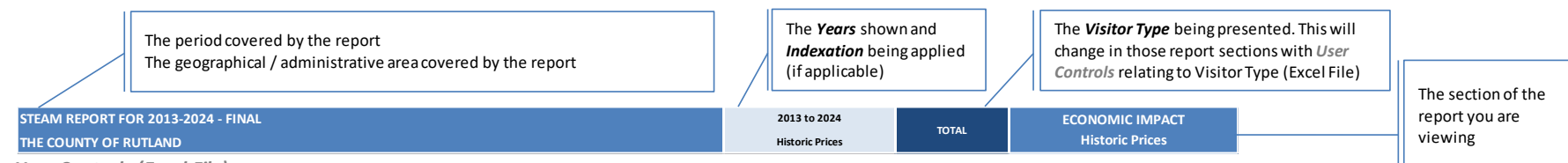
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## Report Section Design and Features

### Headers

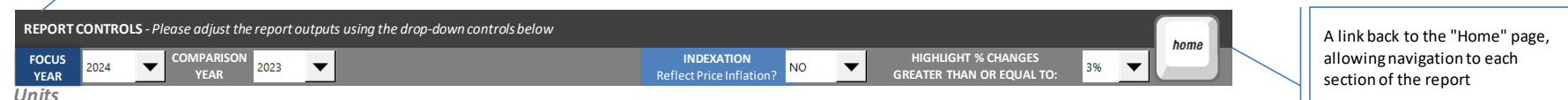
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

### Visitor Numbers / Visitor Days / Average Length of Stay

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

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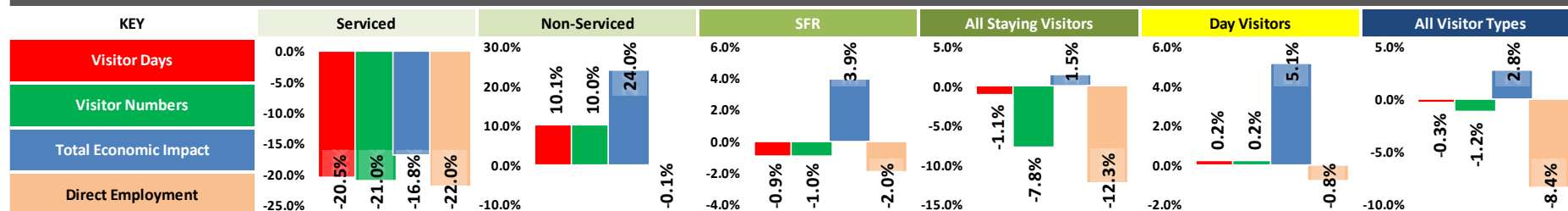
Comparing 2024 and 2023  
All £'s Historic Prices

COMPARATIVE HEADLINES

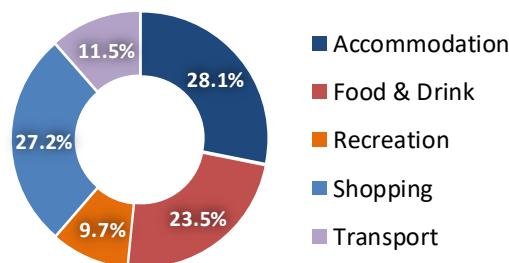
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	0.219	0.276	-20.5%	0.527	0.479	10.1%	0.161	0.162	-0.9%	0.907	0.917	-1.1%	1.246	1.243	0.2%	2.153	2.160	-0.3%
Visitor Numbers	M	0.103	0.130	-21.0%	0.077	0.070	10.0%	0.068	0.068	-1.0%	0.248	0.269	-7.8%	1.246	1.243	0.2%	1.493	1.512	-1.2%
Direct Expenditure	£M																131.00	128.13	2.2%
Economic Impact	£M	45.55	54.77	-16.8%	53.58	43.19	24.0%	11.02	10.60	3.9%	110.15	108.56	1.5%	64.74	61.58	5.1%	174.88	170.14	2.8%
Direct Employment	FTEs	375	481	-22.0%	313	313	-0.1%	76	78	-2.0%	764	871	-12.3%	441	445	-0.8%	1,205	1,316	-8.4%
Total Employment	FTEs																1,553	1,669	-7.0%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES



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



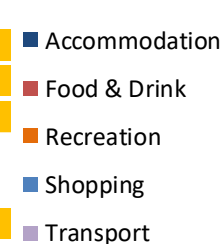
Direct Expenditure Categories

	2024	2023	+/- %
Accommodation	36.86	36.65	0.6%
Food & Drink	30.73	30.24	1.6%
Recreation	12.77	12.57	1.5%
Shopping	35.64	34.44	3.5%
Transport	15.00	14.22	5.5%
<b>TOTAL DIRECT</b>	<b>131.00</b>	<b>128.13</b>	<b>2.2%</b>
Indirect	43.89	42.02	4.5%
<b>TOTAL</b>	<b>174.88</b>	<b>170.14</b>	<b>2.8%</b>

Sectors

Sectors	2024	2023	+/- %
Accommodation	332	414	-19.8%
Food & Drink	314	328	-4.1%
Recreation	158	165	-4.2%
Shopping	332	340	-2.4%
Transport	68	69	-0.5%
<b>TOTAL DIRECT</b>	<b>1,205</b>	<b>1,316</b>	<b>-8.4%</b>
Indirect	348	353	-1.5%
<b>TOTAL</b>	<b>1,553</b>	<b>1,669</b>	<b>-7.0%</b>

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2013 to 2024

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

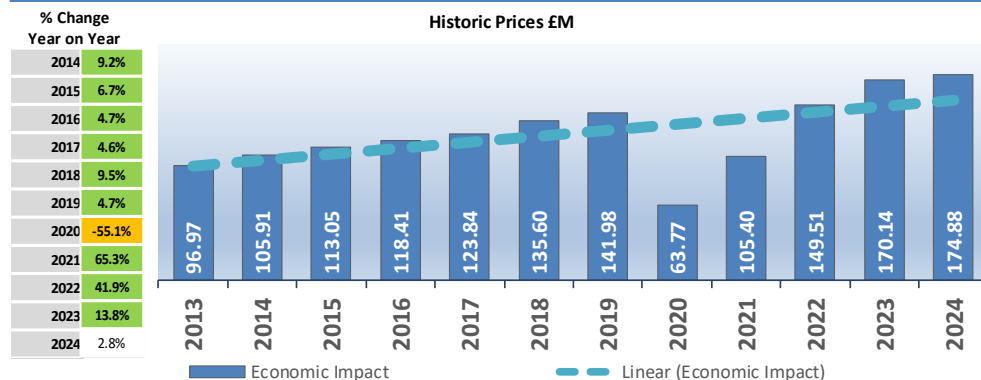
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THE COUNTY OF RUTLAND

2013 to 2024  
Historic Prices

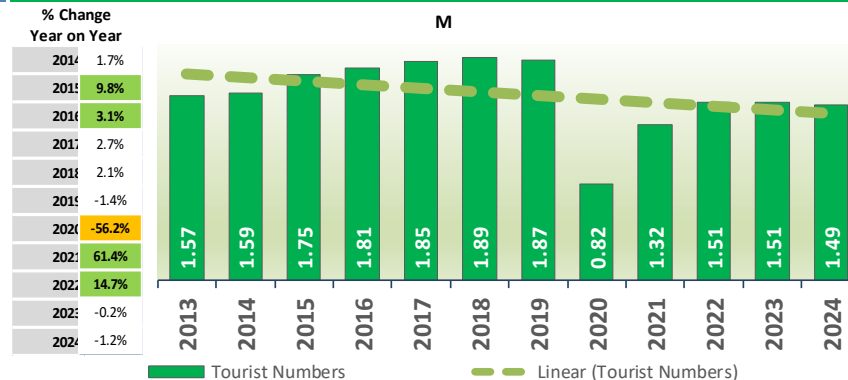
TOTAL

KEY MEASURES  
Historic Prices

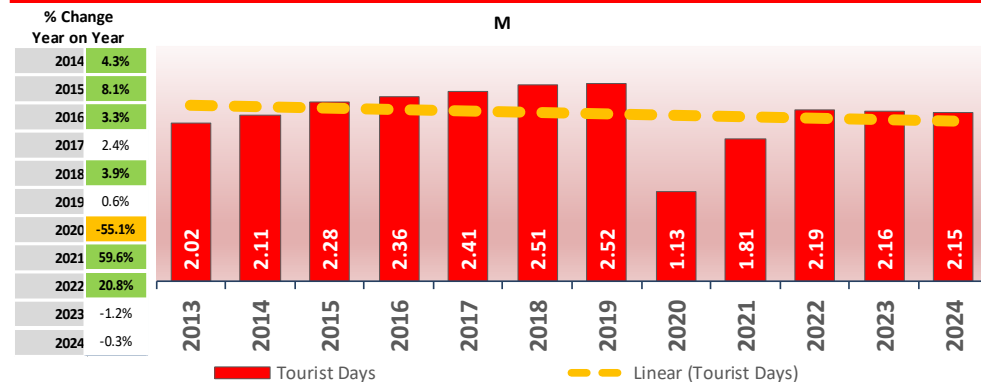
Economic Impact - Historic Prices - Total



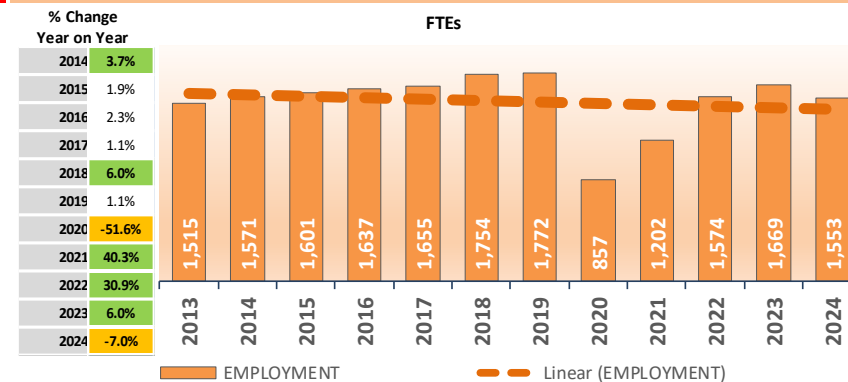
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		9.2%	16.6%	22.1%	27.7%	39.8%	46.4%	-34.2%	8.7%	54.2%	75.5%	80.3%
Visitor Numbers		1.7%	11.7%	15.2%	18.3%	20.8%	19.1%	-47.8%	-15.8%	-3.4%	-3.6%	-4.7%
Visitor Days		4.3%	12.8%	16.5%	19.4%	24.1%	24.8%	-43.9%	-10.5%	8.1%	6.8%	6.4%
Total Employment		3.7%	5.7%	8.1%	9.2%	15.8%	17.0%	-43.4%	-20.7%	3.9%	10.1%	2.5%

"Linear" = Linear Trendline

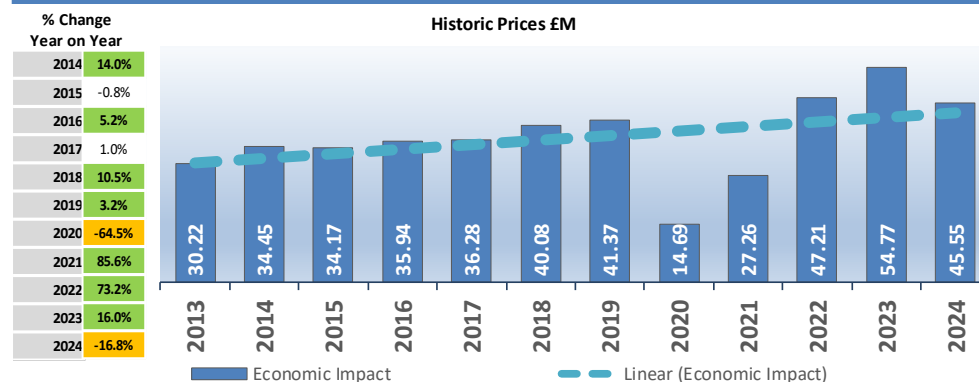
**STEAM REPORT FOR 2013-2024 - FINAL**  
**THE COUNTY OF RUTLAND**

2013 to 2024  
Historic Prices

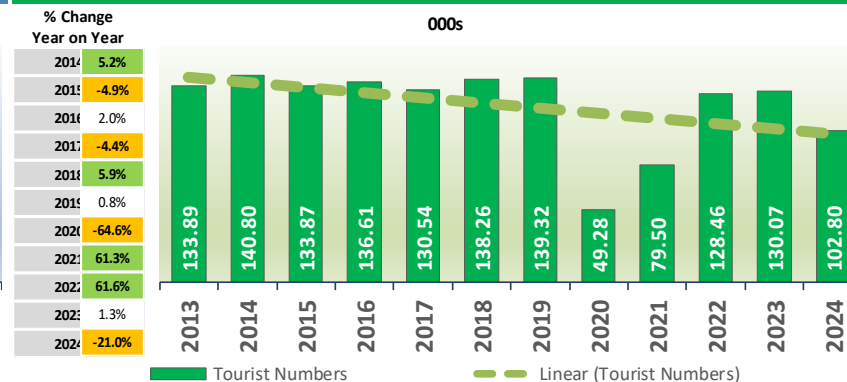
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

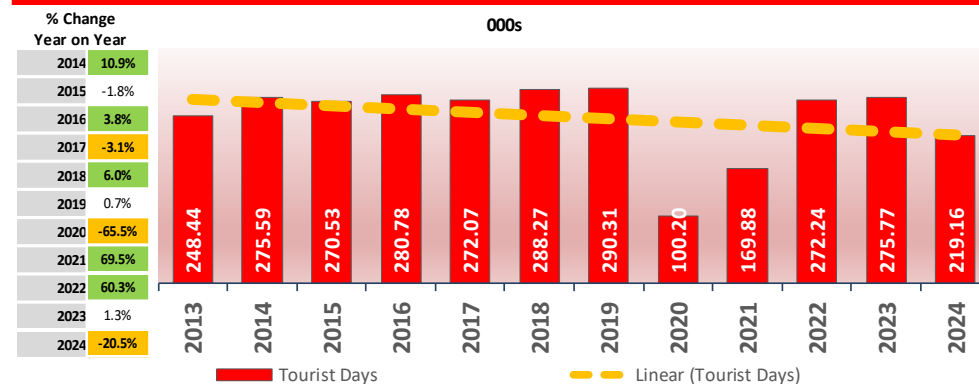
**Economic Impact - Historic Prices - Serviced Accommodation**



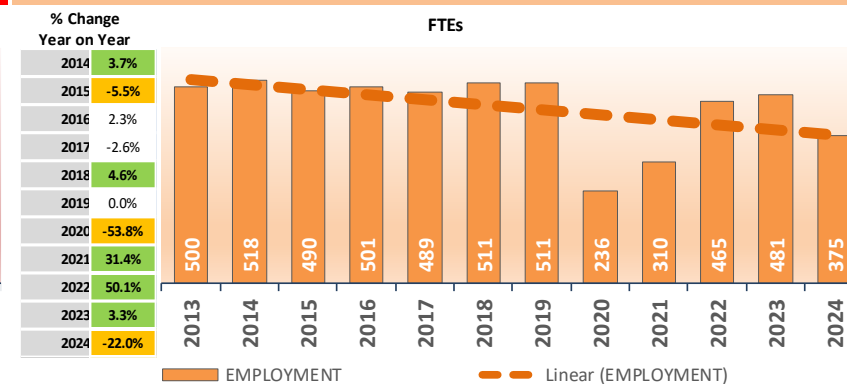
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		14.0%	13.1%	18.9%	20.0%	32.6%	36.9%	-51.4%	-9.8%	56.2%	81.2%	50.7%
Visitor Numbers		5.2%	0.0%	2.0%	-2.5%	3.3%	4.1%	-63.2%	-40.6%	-4.1%	-2.9%	-23.2%
Visitor Days		10.9%	8.9%	13.0%	9.5%	16.0%	16.9%	-59.7%	-31.6%	9.6%	11.0%	-11.8%
Direct Employment		3.7%	-2.0%	0.3%	-2.3%	2.2%	2.2%	-52.8%	-38.0%	-6.9%	-3.8%	-25.0%

"Linear" = Linear Trendline

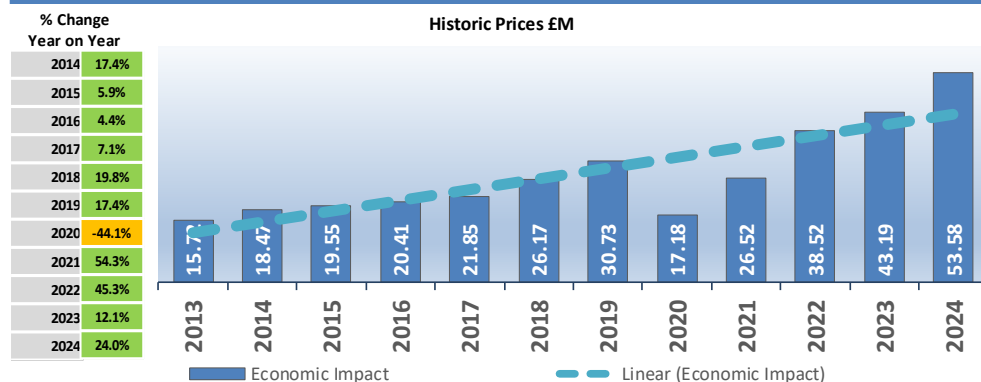
STEAM REPORT FOR 2013-2024 - FINAL  
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2013 to 2024  
Historic Prices

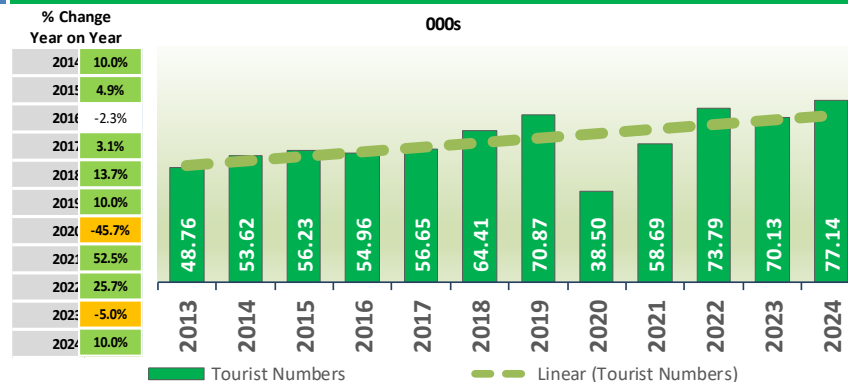
NON-SERVED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

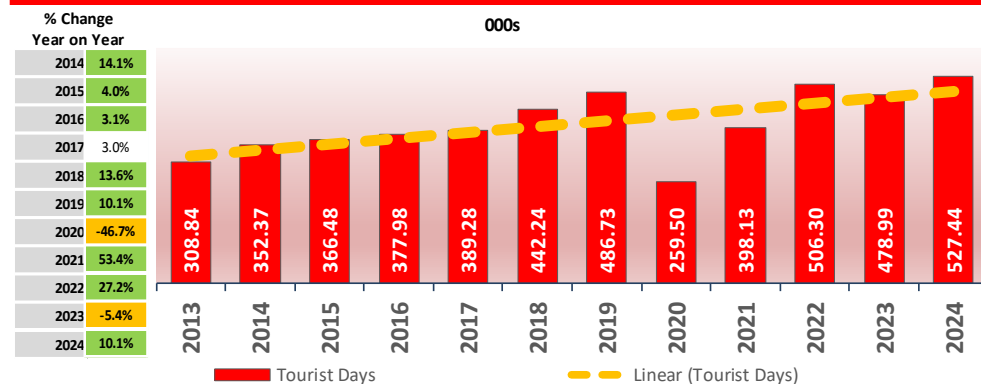
Economic Impact - Historic Prices - Non-Served Accommodation



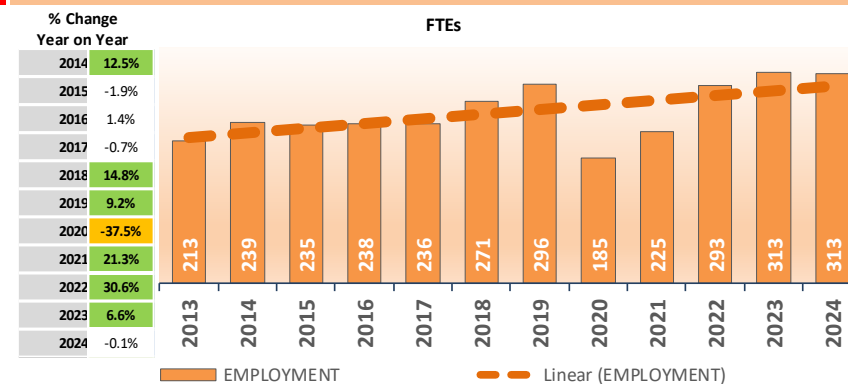
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		17.4%	24.3%	29.8%	38.9%	66.4%	95.4%	9.3%	68.6%	145.0%	174.7%	240.7%
Visitor Numbers		10.0%	15.3%	12.7%	16.2%	32.1%	45.3%	-21.1%	20.4%	51.3%	43.8%	58.2%
Visitor Days		14.1%	18.7%	22.4%	26.0%	43.2%	57.6%	-16.0%	28.9%	63.9%	55.1%	70.8%
Direct Employment		12.5%	10.4%	12.0%	11.2%	27.6%	39.4%	-12.9%	5.7%	38.1%	47.1%	47.1%

"Linear" = Linear Trendline



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2013 to 2024  
Historic Prices

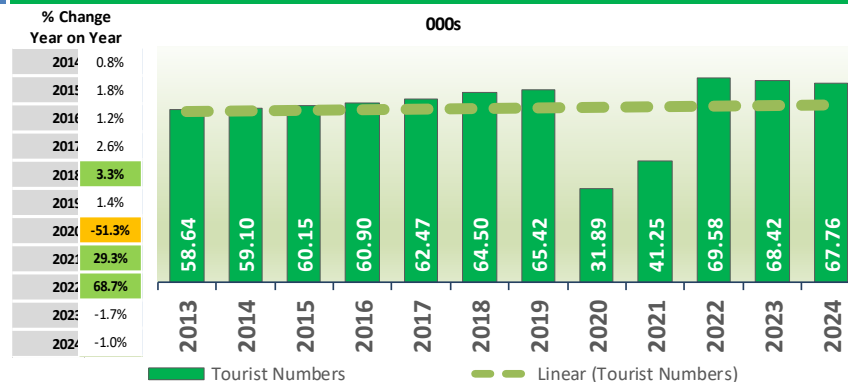
SFR

KEY MEASURES  
Historic Prices

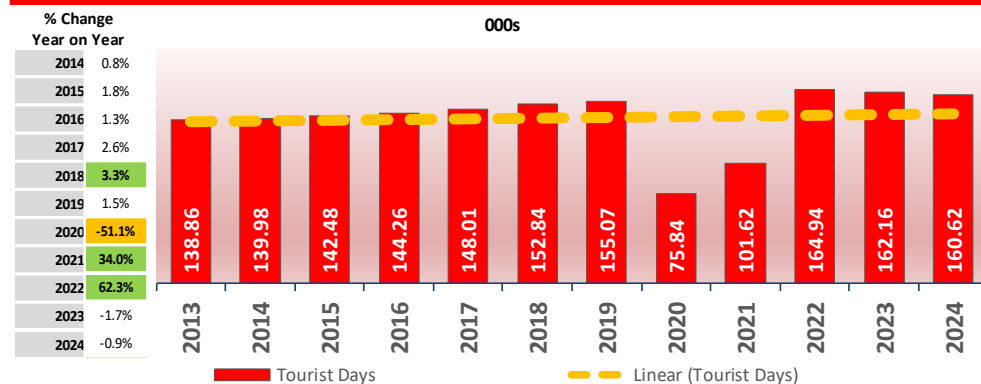
Economic Impact - Historic Prices - SFR



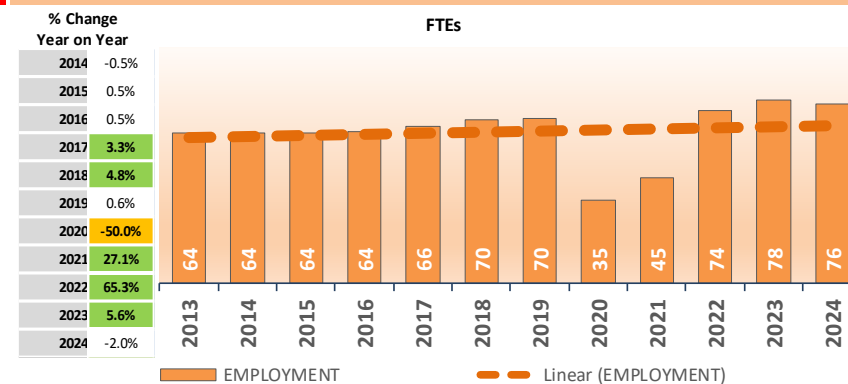
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.6%	6.6%	9.4%	15.1%	23.6%	28.5%	-35.4%	-12.3%	53.5%	71.2%	77.9%
Visitor Numbers		0.8%	2.6%	3.8%	6.5%	10.0%	11.6%	-45.6%	-29.7%	18.6%	16.7%	15.5%
Visitor Days		0.8%	2.6%	3.9%	6.6%	10.1%	11.7%	-45.4%	-26.8%	18.8%	16.8%	15.7%
Direct Employment		-0.5%	0.0%	0.4%	3.8%	8.7%	9.4%	-45.3%	-30.5%	14.9%	21.3%	18.9%

"Linear" = Linear Trendline

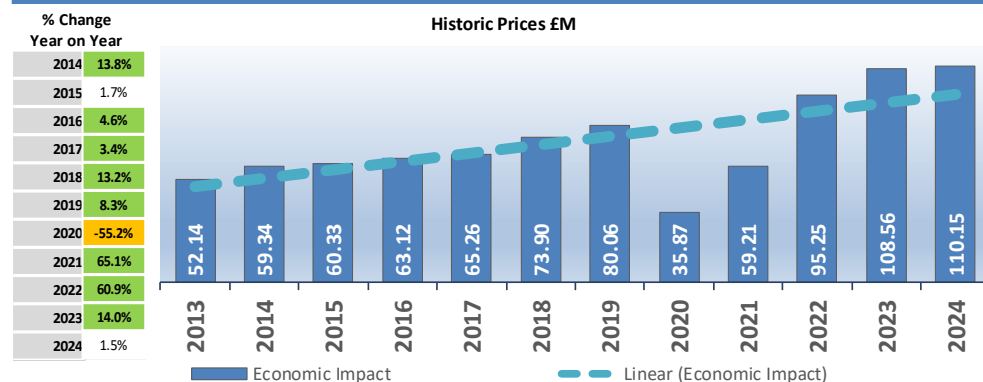
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2013 to 2024  
Historic Prices

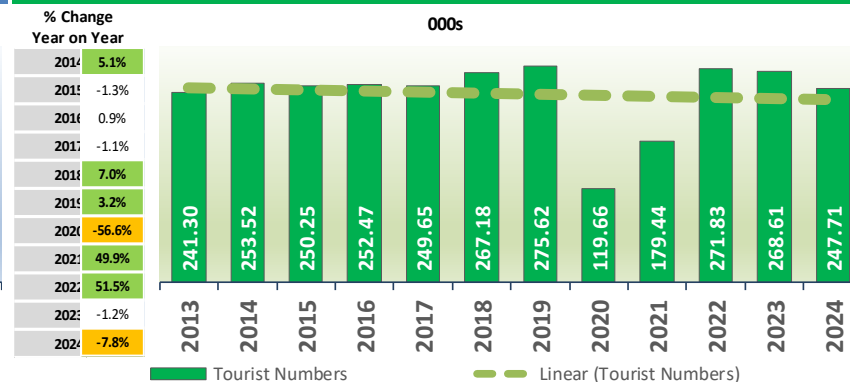
STAYING VISITOR

KEY MEASURES  
Historic Prices

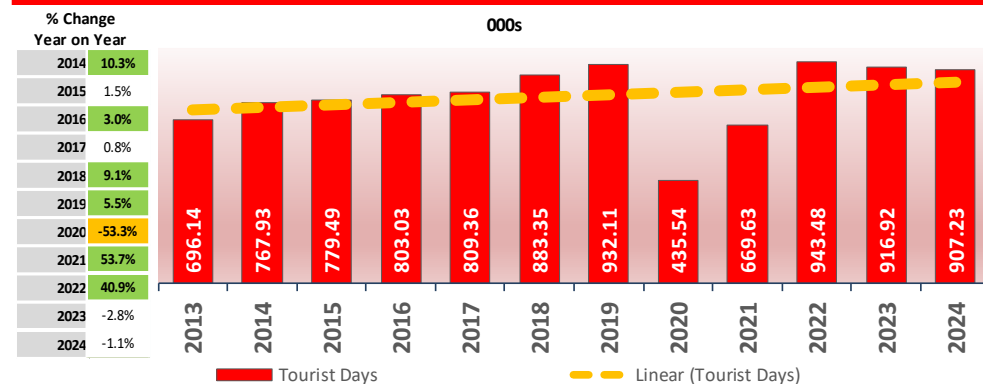
Economic Impact - Historic Prices - Staying Visitor



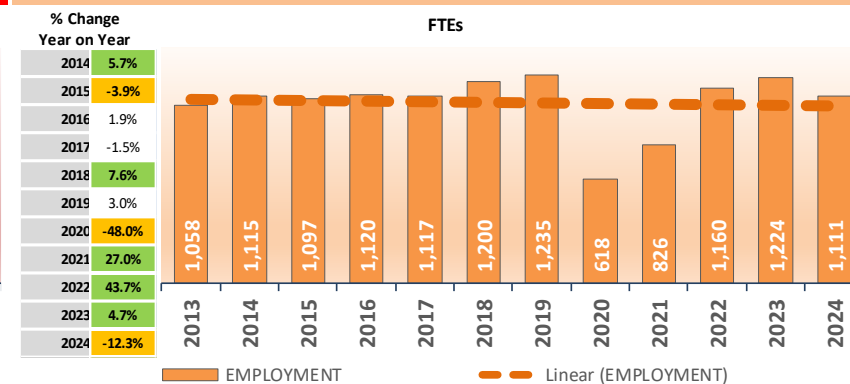
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		13.8%	15.7%	21.0%	25.2%	41.7%	53.5%	-31.2%	13.5%	82.7%	108.2%	111.2%
Visitor Numbers		5.1%	3.7%	4.6%	3.5%	10.7%	14.2%	-50.4%	-25.6%	12.7%	11.3%	2.7%
Visitor Days		10.3%	12.0%	15.4%	16.3%	26.9%	33.9%	-37.4%	-3.8%	35.5%	31.7%	30.3%
Direct Employment		5.4%	3.7%	5.8%	5.5%	13.4%	16.8%	-41.6%	-21.9%	9.6%	15.7%	5.1%

"Linear" = Linear Trendline

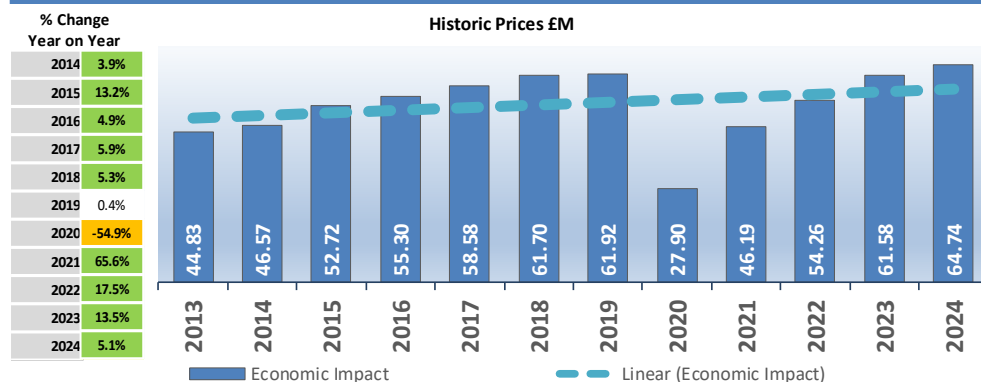
STEAM REPORT FOR 2013-2024 - FINAL  
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2013 to 2024  
Historic Prices

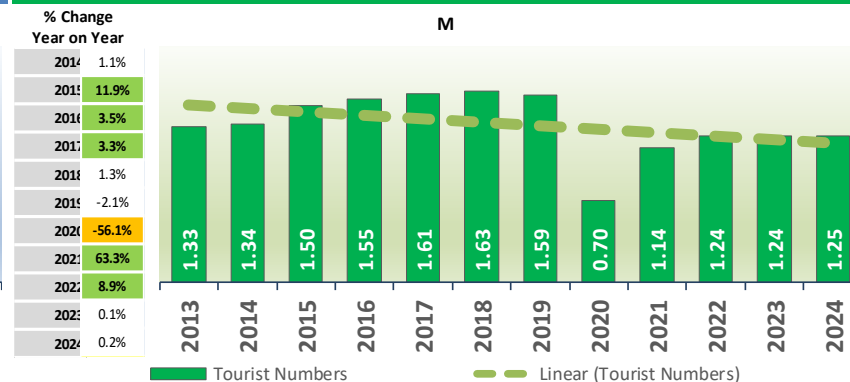
DAY VISITOR

KEY MEASURES  
Historic Prices

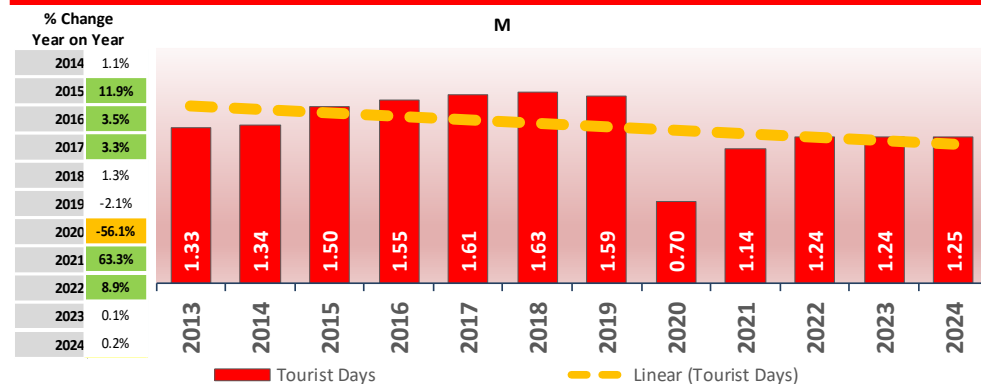
Economic Impact - Historic Prices - Day Visitor



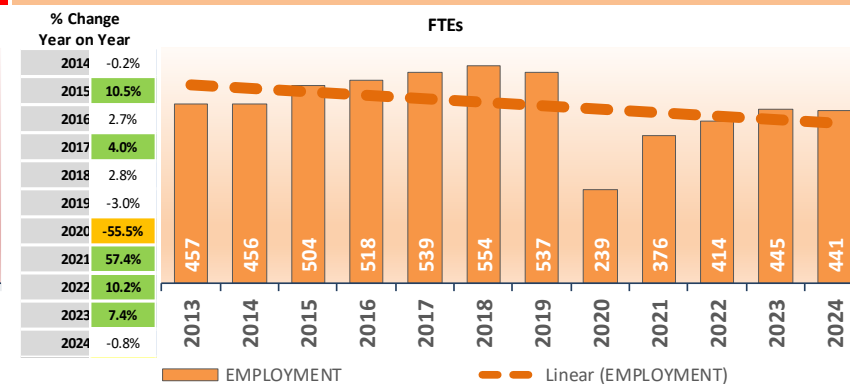
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.9%	17.6%	23.3%	30.7%	37.6%	38.1%	-37.8%	3.0%	21.0%	37.4%	44.4%
Visitor Numbers		1.1%	13.2%	17.2%	21.0%	22.6%	20.0%	-47.4%	-14.0%	-6.3%	-6.3%	-6.1%
Visitor Days		1.1%	13.2%	17.2%	21.0%	22.6%	20.0%	-47.4%	-14.0%	-6.3%	-6.3%	-6.1%
Direct Employment		-0.2%	10.3%	13.3%	17.8%	21.1%	17.5%	-47.8%	-17.8%	-9.4%	-2.7%	-3.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL  
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2024  
Historic Prices

TOTAL

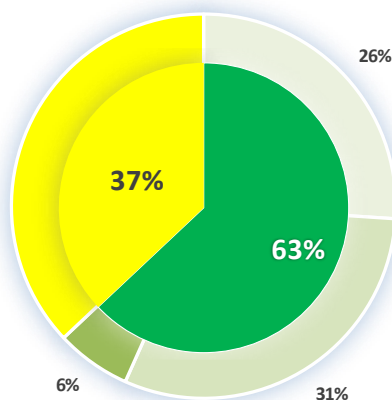
DISTRIBUTION BY VISITOR TYPE  
Historic Prices

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

Visitor Numbers - 2024 - M - Share of Total

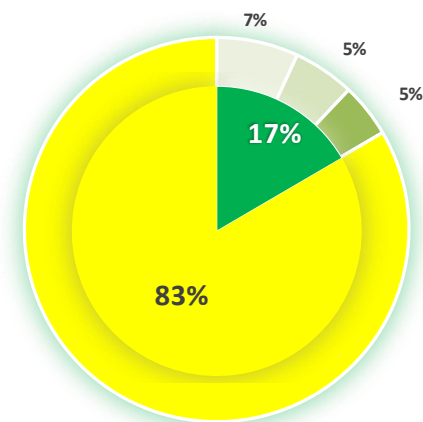
**TOTAL**  
**£174.88m**

	£M
Serviced	45.55
Non-Serviced	53.58
SFR	11.02
Staying Visitor	110.15
Day Visitor	64.74
<b>Total</b>	<b>174.88</b>



**TOTAL**  
**1.49m**

	M
Serviced	0.10
Non-Serviced	0.08
SFR	0.07
Staying Visitor	0.25
Day Visitor	1.25
<b>Total</b>	<b>1.49</b>

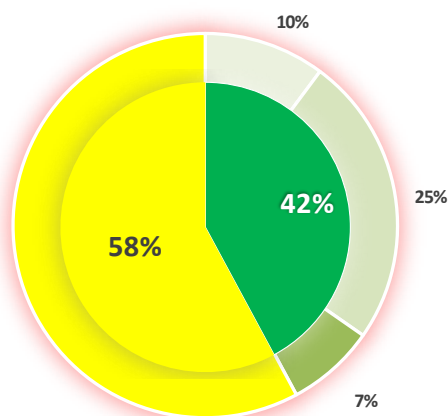


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

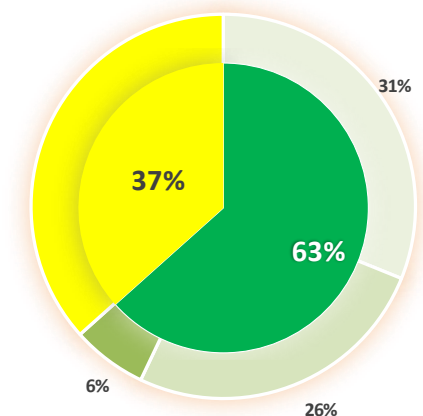
**TOTAL**  
**2.15m**

	M
Serviced	0.22
Non-Serviced	0.53
SFR	0.16
Staying Visitor	0.91
Day Visitor	1.25
<b>Total</b>	<b>2.15</b>



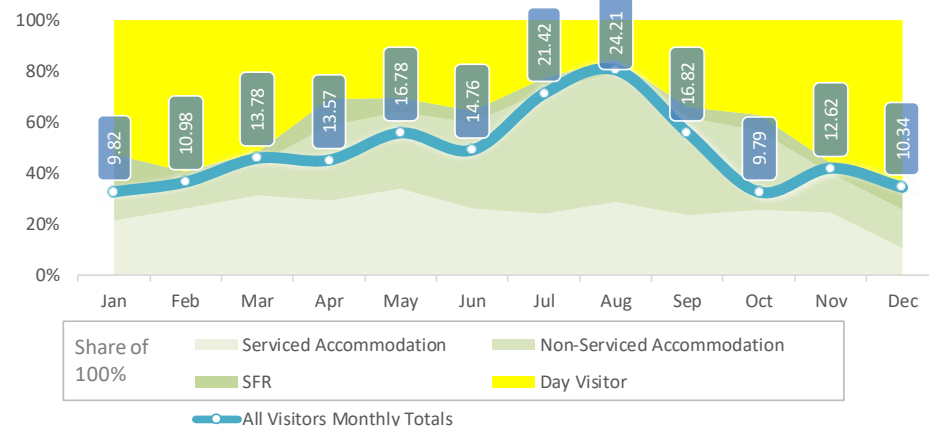
**TOTAL**  
**1,205 Direct FTEs**  
**1,553 Total FTEs**

	FTEs
Serviced	375
Non-Serviced	313
SFR	76
Staying Visitor	764
Day Visitor	441
<b>Total</b>	<b>1,205</b>



**STEAM REPORT FOR 2013-2024 - FINAL**  
**THE COUNTY OF RUTLAND**

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

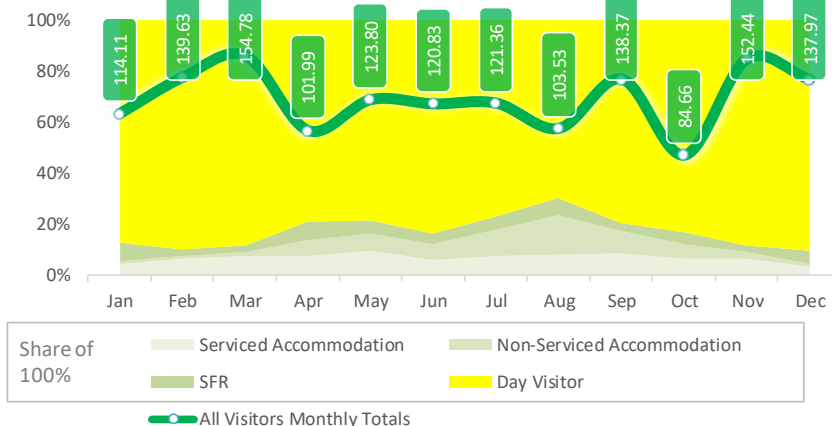


**2024**  
Historic Prices

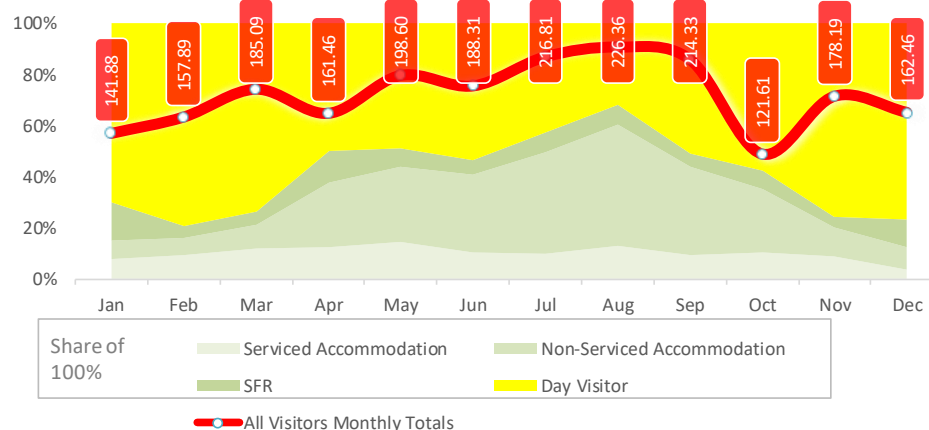
**TOTAL**

**DISTRIBUTION BY MONTH**  
Historic Prices

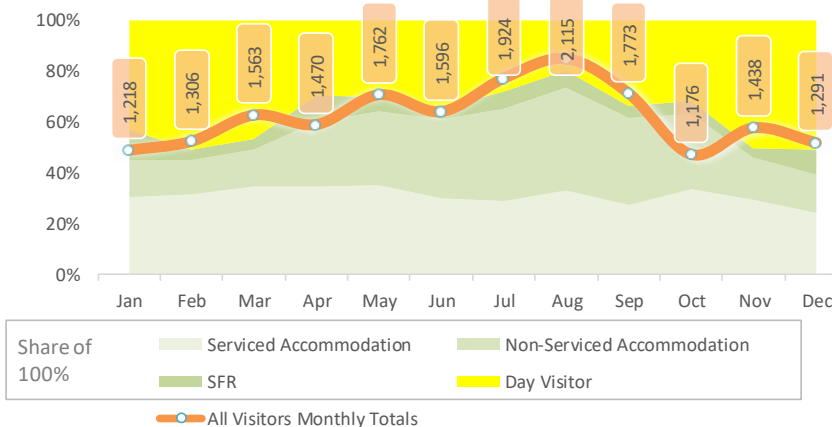
**Visitor Numbers - 2024 - 000s - Distribution of Impact by Month**



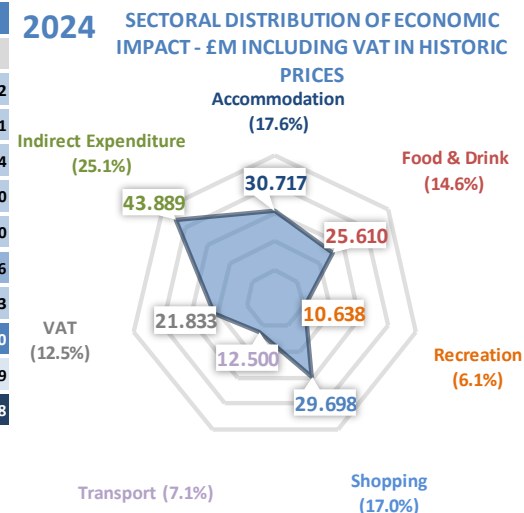
**Visitor Days - 2024 - 000s - Distribution of Impact by Month**



**Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month**



STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			TOTAL	SECTORAL ANALYSIS																		
THE COUNTY OF RUTLAND										Historic Prices				Historic Prices																		
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES														<div>2024</div> <div>SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES</div> <table><caption>2024 Sectoral Distribution Data</caption><thead><tr><th>Sector</th><th>Value (£M)</th><th>Percentage</th></tr></thead><tbody><tr><td>Accommodation</td><td>30.717</td><td>17.6%</td></tr><tr><td>Food &amp; Drink</td><td>25.610</td><td>14.6%</td></tr><tr><td>Recreation</td><td>29.698</td><td>6.1%</td></tr><tr><td>VAT</td><td>21.833</td><td>12.5%</td></tr><tr><td>Indirect Expenditure</td><td>43.889</td><td>25.1%</td></tr></tbody></table>	Sector	Value (£M)	Percentage	Accommodation	30.717	17.6%	Food & Drink	25.610	14.6%	Recreation	29.698	6.1%	VAT	21.833	12.5%	Indirect Expenditure	43.889	25.1%
Sector	Value (£M)	Percentage																														
Accommodation	30.717	17.6%																														
Food & Drink	25.610	14.6%																														
Recreation	29.698	6.1%																														
VAT	21.833	12.5%																														
Indirect Expenditure	43.889	25.1%																														
SECTOR / YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																				
Accommodation	£M	12.75	14.60	14.73	15.44	16.12	18.33	20.05	9.123	15.22	25.85	30.54	30.72																			
Food & Drink	£M	15.70	17.04	18.26	19.12	19.90	21.66	22.46	10.65	16.53	22.46	25.20	25.61																			
Recreation	£M	6.562	7.147	7.646	8.013	8.331	9.060	9.387	4.424	6.916	9.342	10.48	10.64																			
Shopping	£M	18.60	19.93	21.80	22.83	23.94	25.77	26.47	12.04	19.57	25.55	28.70	29.70																			
Transport	£M	7.411	8.003	8.690	9.098	9.545	10.36	10.74	5.009	8.080	10.63	11.85	12.50																			
Direct Revenue	£M	61.02	66.71	71.11	74.50	77.84	85.18	89.10	41.25	66.32	93.83	106.77	109.16																			
VAT	£M	12.20	13.34	14.22	14.90	15.57	17.04	17.82	6.503	12.85	18.77	21.35	21.83																			
Direct Expenditure	£M	73.22	80.06	85.34	89.40	93.41	102.22	106.92	47.75	79.17	112.59	128.13	131.00																			
Indirect Expenditure	£M	23.75	25.85	27.71	29.01	30.43	33.38	35.06	16.02	26.23	36.92	42.02	43.89																			
TOTAL	£M	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40	149.51	170.14	174.88																			



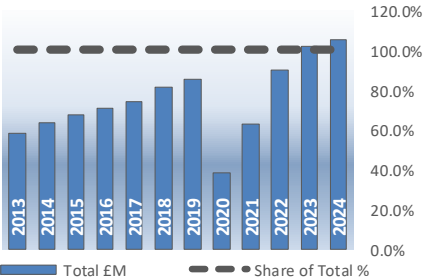
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	427	441	410	416	402	424	435	253	282	397	414	332
Food & Drink	FTEs	288	300	314	322	329	350	349	161	240	308	328	314
Recreation	FTEs	146	153	160	164	167	178	177	81	122	156	165	158
Shopping	FTEs	311	320	342	351	361	379	376	166	259	320	340	332
Transport	FTEs	61	63	67	68	71	75	77	34	52	65	69	68
Direct Employment	FTEs	1,234	1,277	1,293	1,321	1,330	1,406	1,414	695	955	1,246	1,316	1,205
Indirect Employment	FTEs	282	294	308	316	325	348	358	162	247	328	353	348
TOTAL	FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553



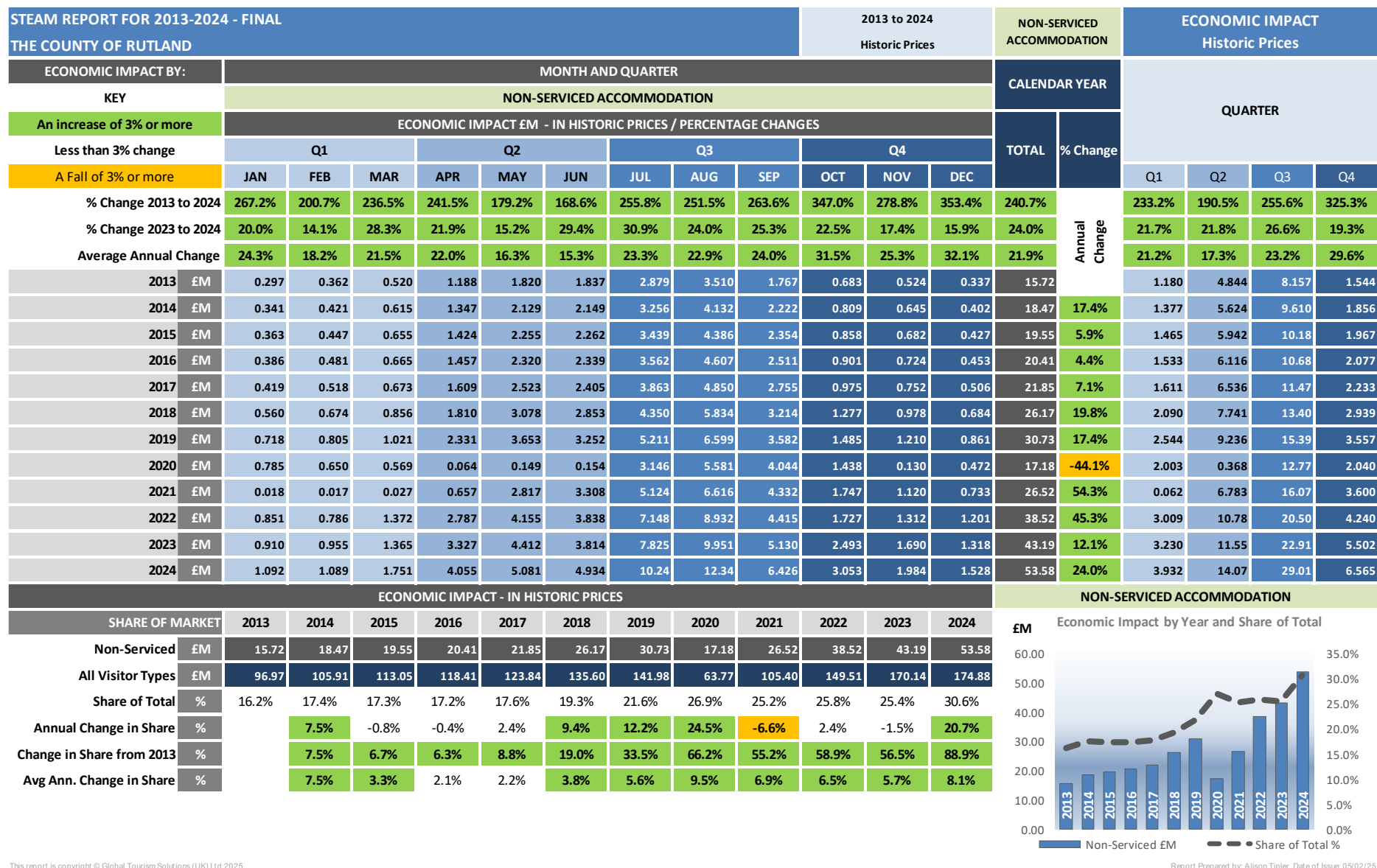
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

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



STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		38.9%	52.7%	62.2%	86.5%	95.9%	79.9%	111.0%	83.1%	115.0%	72.7%	56.5%	96.9%		80.3%	52.0%	87.6%	100.2%	72.5%	
% Change 2023 to 2024		-0.1%	-0.6%	-1.4%	-0.6%	0.7%	5.6%	10.0%	5.9%	2.8%	2.3%	-0.6%	3.2%		2.8%	-0.8%	1.8%	6.4%	1.4%	
Average Annual Change		3.5%	4.8%	5.7%	7.9%	8.7%	7.3%	10.1%	7.6%	10.5%	6.6%	5.1%	8.8%		7.3%	4.7%	8.0%	9.1%	6.6%	
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	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
2024		£M	9.823	10.98	13.78	13.57	16.78	14.76	21.42	24.21	16.82	9.788	12.62	10.34	174.88	2.8%	34.58	45.11	62.45	32.74
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total					
Total		£M	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40	149.51	170.14	174.88						
All Visitor Types		£M	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40	149.51	170.14	174.88						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		
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Report Prepared by: Alison Tindler. Date of Issue: 05/02/25																				

STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2013 to 2024		24.9%	15.5%	26.3%	81.9%	108.9%	45.9%	69.8%	43.4%	62.4%	44.2%	37.7%	38.3%	50.7%	Annual Change	22.4%	79.0%	55.7%	40.2%	
% Change 2023 to 2024		-19.9%	-19.8%	-18.8%	-19.7%	-14.2%	-17.6%	-12.9%	-14.6%	-17.8%	-16.5%	-18.0%	-19.5%	-16.8%		-19.4%	-16.8%	-14.9%	-17.7%	
Average Annual Change		2.3%	1.4%	2.4%	7.4%	9.9%	4.2%	6.3%	3.9%	5.7%	4.0%	3.4%	3.5%	4.6%		2.0%	7.2%	5.1%	3.7%	
2013		£M	1.686	2.487	3.399	2.170	2.722	2.643	3.063	4.827	2.432	1.730	2.251	0.813		30.22	7.573	7.535	10.32	4.794
2014		£M	1.713	2.430	3.549	2.482	3.463	2.821	4.151	5.411	3.179	1.998	2.411	0.844	34.45	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
2024		£M	2.106	2.872	4.293	3.947	5.686	3.857	5.201	6.923	3.948	2.494	3.100	1.125	45.55	-16.8%	9.270	13.49	16.07	6.720
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Serviced		£M	30.22	34.45	34.17	35.94	36.28	40.08	41.37	14.69	27.26	47.21	54.77	45.55						
All Visitor Types		£M	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40	149.51	170.14	174.88						
Share of Total		%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%	23.0%	25.9%	31.6%	32.2%	26.0%						
Annual Change in Share		%		4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%	-20.9%	12.3%	22.1%	1.9%	-19.1%						
Change in Share from 2013		%		4.4%	-3.0%	-2.6%	-6.0%	-5.2%	-6.5%	-26.1%	-17.0%	1.3%	3.3%	-16.4%						
Avg Ann. Change in Share		%		4.4%	-1.5%	-0.9%	-1.5%	-1.0%	-1.1%	-3.7%	-2.1%	0.1%	0.3%	-1.5%						
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STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024		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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		69.4%	60.1%	62.0%	81.9%	81.2%	72.3%	81.2%	78.0%	94.9%	84.0%	80.2%	86.0%	77.9%	Annual Change	65.7%	79.4%	83.0%	84.2%	
% Change 2023 to 2024		3.2%	2.0%	2.5%	2.1%	2.3%	5.6%	6.3%	4.6%	6.0%	2.7%	4.1%	5.3%	3.9%		2.8%	3.0%	5.6%	4.3%	
Average Annual Change		6.3%	5.5%	5.6%	7.4%	7.4%	6.6%	7.4%	7.1%	8.6%	7.6%	7.3%	7.8%	7.1%		6.0%	7.2%	7.5%	7.7%	
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	Annual Change	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
2024	£M	1.454	0.502	0.633	1.378	0.955	0.713	1.139	1.191	0.743	0.594	0.516	1.202	11.02		3.9%	2.588	3.046	3.074	2.312
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024							
SFR	£M	6.195	6.418	6.605	6.776	7.131	7.656	7.963	4.000	5.433	9.511	10.60	11.02							
All Visitor Types	£M	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40	149.51	170.14	174.88							
Share of Total	%	6.4%	6.1%	5.8%	5.7%	5.8%	5.6%	5.6%	6.3%	5.2%	6.4%	6.2%	6.3%							
Annual Change in Share	%		-5.1%	-3.6%	-2.1%	0.6%	-2.0%	-0.7%	11.8%	-17.8%	23.4%	-2.0%	1.1%							
Change in Share from 2013	%		-5.1%	-8.5%	-10.4%	-9.9%	-11.6%	-12.2%	-1.8%	-19.3%	-0.4%	-2.4%	-1.4%							
Avg Ann. Change in Share	%		-5.1%	-4.3%	-3.5%	-2.5%	-2.3%	-2.0%	-0.3%	-2.4%	0.0%	-0.2%	-0.1%							

£M Economic Impact by Year and Share of Total

Legend: SFR £M (Blue bars), Share of Total % (Grey line)

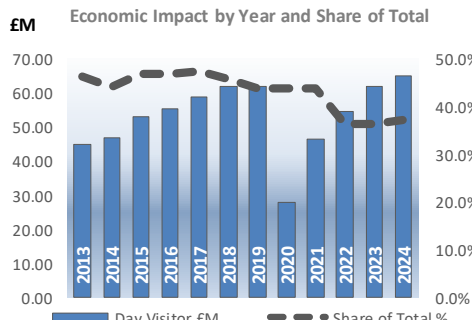
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Report Prepared by: Alison Tipler, Date of Issue: 05/02/25

STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024		STAYING VISITOR		ECONOMIC IMPACT						
THE COUNTY OF RUTLAND										Historic Prices				Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		63.7%	41.1%	54.9%	128.0%	131.3%	94.2%	152.4%	127.1%	142.7%	124.5%	83.0%	114.6%		111.2%	53.1%	117.4%	138.9%	105.4%	
% Change 2023 to 2024		-6.0%	-11.2%	-8.2%	-2.2%	-2.1%	3.7%	11.5%	6.5%	4.5%	1.4%	-6.2%	-0.1%		1.5%	-8.4%	-0.4%	7.7%	-1.8%	
Average Annual Change		5.8%	3.7%	5.0%	11.6%	11.9%	8.6%	13.9%	11.6%	13.0%	11.3%	7.5%	10.4%		10.1%	4.8%	10.7%	12.6%	9.6%	
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	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
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
2024		£M	4.652	4.463	6.676	9.380	11.72	9.504	16.58	20.45	11.12	6.142	5.600	3.854	110.15	1.5%	15.79	30.61	48.16	15.60
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	52.14	59.34	60.33	63.12	65.26	73.90	80.06	35.87	59.21	95.25	108.56	110.15						
All Visitor Types		£M	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40	149.51	170.14	174.88						
Share of Total		%	53.8%	56.0%	53.4%	53.3%	52.7%	54.5%	56.4%	56.2%	63.7%	63.8%	63.0%							
Annual Change in Share		%		4.2%	-4.7%	-0.1%	-1.1%	3.4%	3.5%	-0.2%	-0.1%	13.4%	0.2%	-1.3%						
Change in Share from 2013		%		4.2%	-0.7%	-0.9%	-2.0%	1.4%	4.9%	4.6%	4.5%	18.5%	18.7%	17.1%						
Avg Ann. Change in Share		%		4.2%	-0.4%	-0.3%	-0.5%	0.3%	0.8%	0.7%	0.6%	2.1%	1.9%	1.6%						

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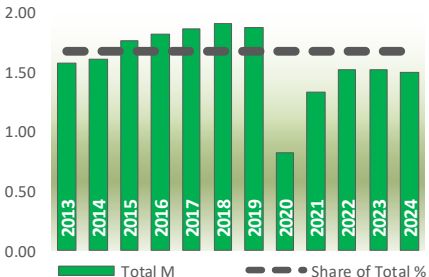
STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices										
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER								
KEY		DAY VISITOR												TOTAL	% Change									
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																						
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1	Q2	Q3	Q4					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC											
% Change 2013 to 2024		22.3%	61.8%	69.8%	32.5%	44.7%	58.9%	35.2%	-10.8%	75.8%	24.4%	40.3%	87.7%							44.4%	51.1%	45.5%	29.5%	50.6%
% Change 2023 to 2024		5.8%	8.2%	6.0%	3.3%	7.6%	9.2%	5.2%	2.4%	-0.5%	3.8%	4.3%	5.2%							5.1%	6.7%	6.9%	2.1%	4.5%
Average Annual Change		2.0%	5.6%	6.3%	3.0%	4.1%	5.4%	3.2%	-1.0%	6.9%	2.2%	3.7%	8.0%							4.0%	4.6%	4.1%	2.7%	4.6%
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	3.9%	13.63	10.10	11.28	11.56				
2015		£M	4.645	4.450	6.264	4.019	3.885	3.648	3.939	4.756	3.995	3.663	5.141	4.309	52.72	13.2%	15.36	11.55	12.69	13.11				
2016		£M	5.444	4.883	6.033	3.740	3.807	3.979	4.330	4.930	4.340	3.790	5.613	4.405	55.30	4.9%	16.36	11.53	13.60	13.81				
2017		£M	5.604	5.150	6.345	3.981	4.061	4.219	4.619	5.216	4.649	4.010	5.972	4.754	58.58	5.9%	17.10	12.26	14.48	14.74				
2018		£M	5.794	5.524	6.708	3.939	4.334	4.219	4.742	4.412	5.130	4.037	7.052	5.803	61.70	5.3%	18.03	12.49	14.29	16.89				
2019		£M	5.754	5.738	7.062	4.221	4.307	4.279	4.851	4.217	5.552	3.522	6.611	5.808	61.92	0.4%	18.56	12.81	14.62	15.94				
2020		£M	5.996	5.166	3.060	0.297	0.590	0.967	1.489	1.566	2.594	1.816	2.203	2.158	27.90	-54.9%	14.22	1.854	5.649	6.177				
2021		£M	2.178	2.507	3.702	2.638	3.280	3.926	4.336	3.995	5.320	3.386	5.973	4.952	46.19	65.6%	8.387	9.845	13.65	14.31				
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	17.5%	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	13.5%	17.61	13.56	14.00	16.41				
2024		£M	5.171	6.520	7.103	4.190	5.056	5.255	4.839	3.758	5.699	3.647	7.016	6.484	64.74	5.1%	18.79	14.50	14.30	17.15				
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR										
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total										
Day Visitor		£M	44.83	46.57	52.72	55.30	58.58	61.70	61.92	27.90	46.19	54.26	61.58	64.74										
All Visitor Types		£M	96.97	105.91	113.05	118.41	123.84	135.60	141.98	63.77	105.40	149.51	170.14	174.88										
Share of Total		%	46.2%	44.0%	46.6%	46.7%	47.3%	45.5%	43.6%	43.8%	43.8%	36.3%	36.2%	37.0%										
Annual Change in Share		%		-4.9%	6.0%	0.1%	1.3%	-3.8%	-4.1%	0.3%	0.2%	-17.2%	-0.3%	2.3%										
Change in Share from 2013		%		-4.9%	0.9%	1.0%	2.3%	-1.6%	-5.7%	-5.4%	-5.2%	-21.5%	-21.7%	-19.9%										
Avg Ann. Change in Share		%		-4.9%	0.4%	0.3%	0.6%	-0.3%	-0.9%	-0.8%	-0.6%	-2.4%	-2.2%	-1.8%										

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Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2024

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

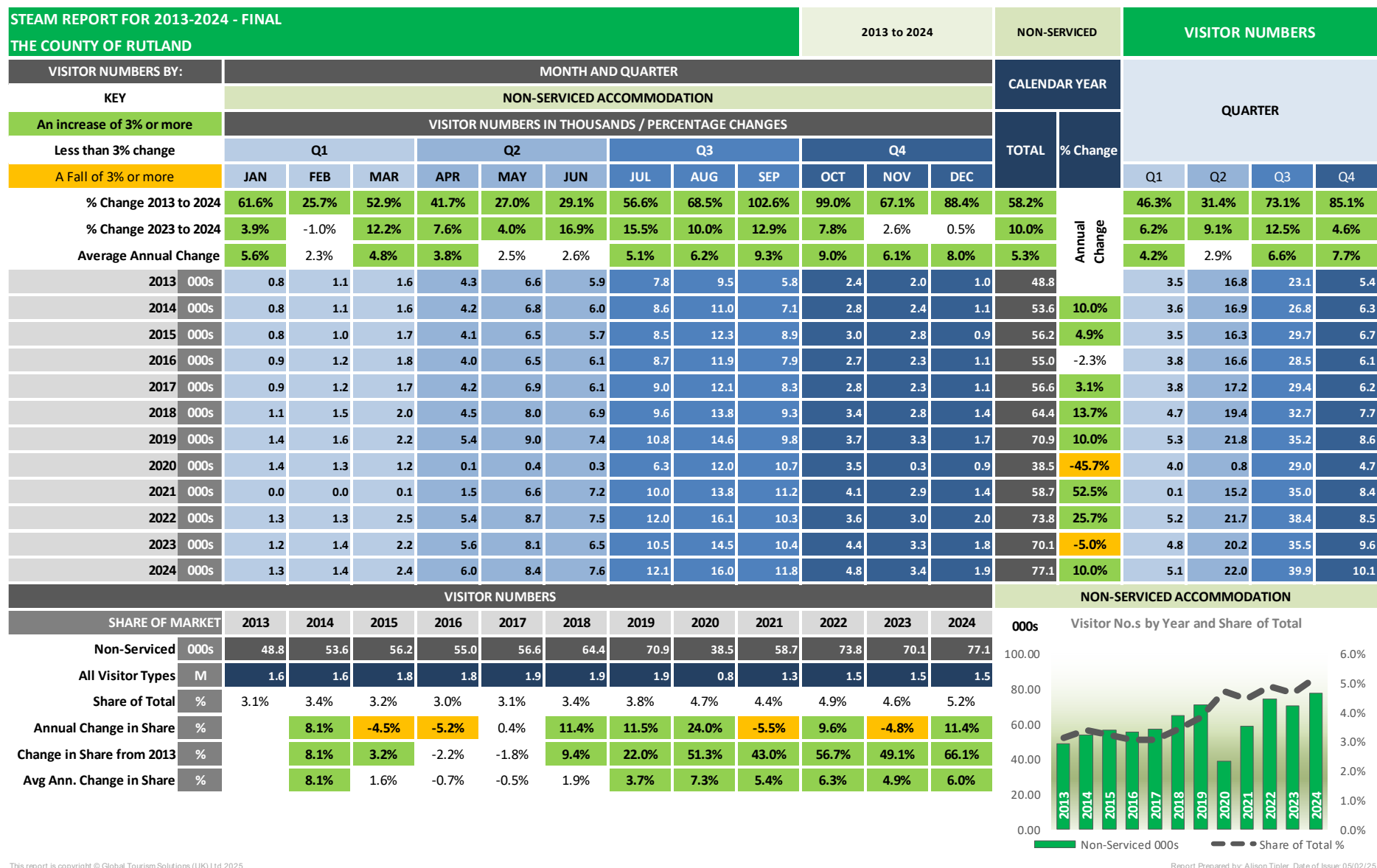
STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			TOTAL		VISITOR NUMBERS					
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			TOTAL																		
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			-19.1%	0.8%	4.7%	-9.2%	-2.9%	1.1%	-6.0%	-32.4%	16.7%	-15.4%	-8.1%	20.6%		-4.7%	-4.4%	-3.5%	-9.4%	-1.4%	
% Change 2023 to 2024			-0.6%	0.6%	-1.1%	-3.2%	0.2%	2.7%	-0.2%	-2.4%	-5.3%	-2.2%	-2.3%	-0.6%		-1.2%	-0.4%	0.0%	-2.8%	-1.7%	
Average Annual Change			-1.7%	0.1%	0.4%	-0.8%	-0.3%	0.1%	-0.5%	-2.9%	1.5%	-1.4%	-0.7%	1.9%		-0.4%	-0.4%	-0.3%	-0.9%	-0.1%	
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	0.427	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
2024			M	0.114	0.140	0.155	0.102	0.124	0.121	0.121	0.104	0.138	0.085	0.152	0.138	1.493	-1.2%	0.409	0.347	0.363	0.375
VISITOR NUMBERS															TOTAL						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
Total			M	1.568	1.595	1.752	1.807	1.855	1.893	1.868	0.818	1.320	1.514	1.512	1.493						
All Visitor Types			M	1.568	1.595	1.752	1.807	1.855	1.893	1.868	0.818	1.320	1.514	1.512	1.493						
Share of Total			%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share			%																		
Change in Share from 2013			%																		
Avg Ann. Change in Share			%																		

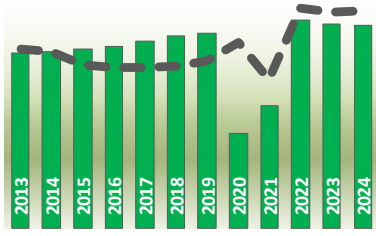
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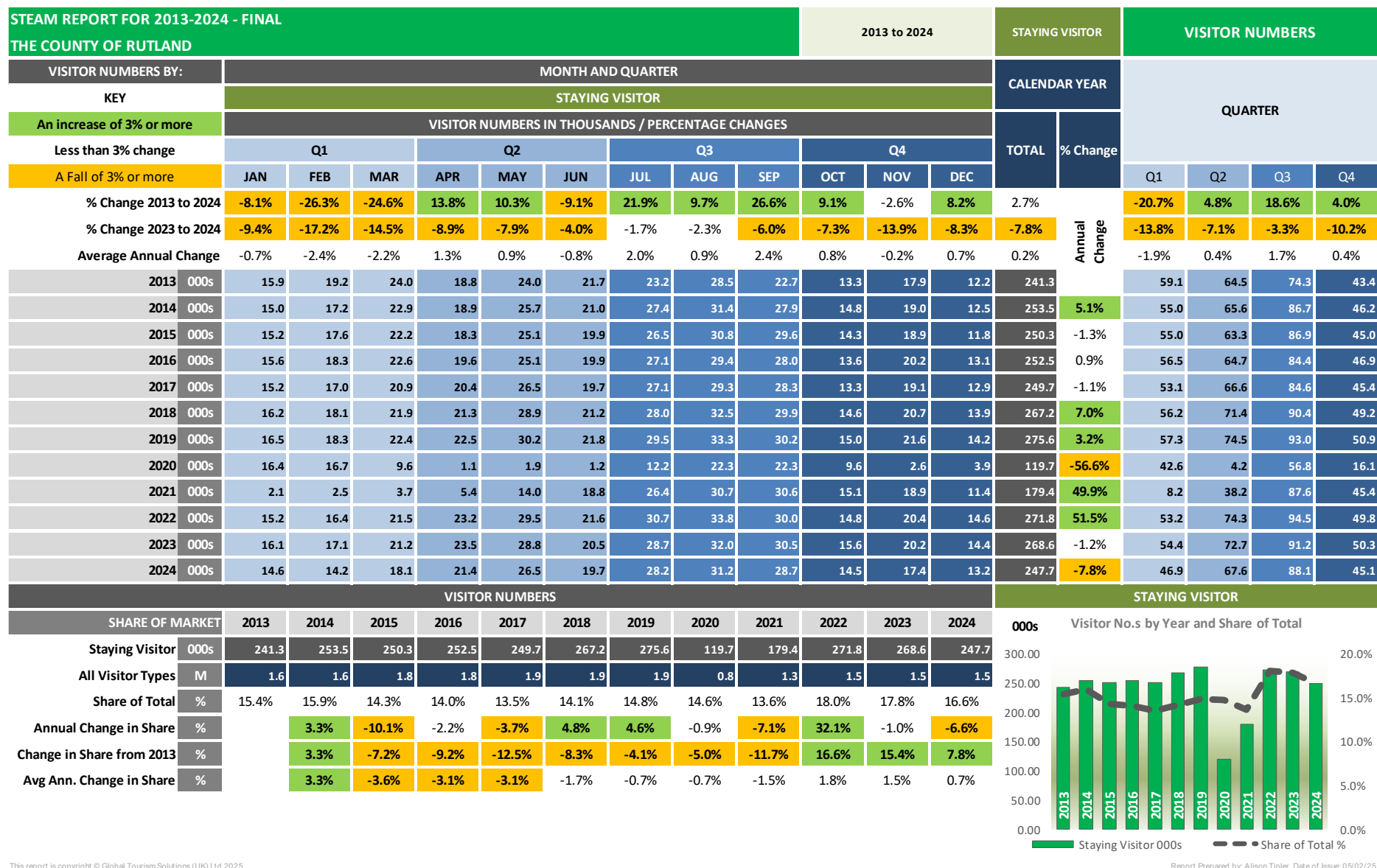




STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			SFR	VISITOR NUMBERS					
THE COUNTY OF RUTLAND																			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL						
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		10.1%	4.1%	5.3%	18.3%	17.9%	12.0%	17.8%	15.7%	26.7%	19.6%	17.2%	21.0%	15.5%	Annual Change	7.5%	16.4%	19.3%	19.6%
% Change 2023 to 2024		-1.7%	-2.7%	-2.3%	-2.7%	-2.5%	0.7%	1.3%	-0.3%	1.0%	-2.1%	-0.8%	0.3%	-1.0%		-2.1%	-1.7%	0.6%	-0.7%
Average Annual Change		0.9%	0.4%	0.5%	1.7%	1.6%	1.1%	1.6%	1.4%	2.4%	1.8%	1.6%	1.9%	1.4%		0.7%	1.5%	1.8%	1.8%
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	0.8%	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		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		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		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		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
2024	000s	8.5	3.5	4.3	7.4	6.3	4.9	6.6	6.7	5.0	4.0	3.7	6.7	67.8	-1.0%	16.2	18.7	18.3	14.5
VISITOR NUMBERS													SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s Visitor No.s by Year and Share of Total					
SFR	000s	58.6	59.1	60.1	60.9	62.5	64.5	65.4	31.9	41.3	69.6	68.4	67.8						
All Visitor Types	M	1.6	1.6	1.8	1.8	1.9	1.9	1.9	0.8	1.3	1.5	1.5	1.5						
Share of Total	%	3.7%	3.7%	3.4%	3.4%	3.4%	3.4%	3.5%	3.9%	3.1%	4.6%	4.5%	4.5%						
Annual Change in Share	%		-0.9%	-7.3%	-1.8%	-0.1%	1.2%	2.8%	11.3%	-19.8%	47.0%	-1.5%	0.3%						
Change in Share from 2013	%		-0.9%	-8.2%	-9.9%	-10.0%	-8.9%	-6.3%	4.2%	-16.4%	22.9%	21.0%	21.3%						
Avg Ann. Change in Share	%		-0.9%	-4.1%	-3.3%	-2.5%	-1.8%	-1.1%	0.6%	-2.1%	2.5%	2.1%	1.9%						

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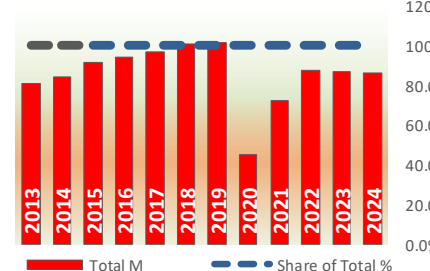
Report Prepared by: Alison Tipler, Date of Issue: 05/02/25



STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND											2013 to 2024			DAY VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			DAY VISITOR																		
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			-20.5%	5.2%	10.4%	-13.8%	-5.9%	3.3%	-12.1%	-42.0%	14.3%	-19.1%	-8.8%	22.0%		-6.1%	-1.8%	-5.4%	-15.8%	-2.1%	
% Change 2023 to 2024			0.8%	3.1%	1.1%	-1.5%	2.6%	4.1%	0.2%	-2.4%	-5.2%	-1.1%	-0.6%	0.3%		0.2%	1.7%	1.9%	-2.7%	-0.4%	
Average Annual Change			-1.9%	0.5%	0.9%	-1.3%	-0.5%	0.3%	-1.1%	-3.8%	1.3%	-1.7%	-0.8%	2.0%		-0.6%	-0.2%	-0.5%	-1.4%	-0.2%	
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	1.1%	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	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	
2024	M		0.100	0.125	0.137	0.081	0.097	0.101	0.093	0.072	0.110	0.070	0.135	0.125	1.246	0.2%	0.362	0.279	0.275	0.330	
VISITOR NUMBERS															DAY VISITOR						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
Day Visitor			M	1.327	1.341	1.501	1.554	1.605	1.626	1.592	0.698	1.141	1.242	1.243	1.246						
All Visitor Types			M	1.568	1.595	1.752	1.807	1.855	1.893	1.868	0.818	1.320	1.514	1.512	1.493						
Share of Total			%	84.6%	84.1%	85.7%	86.0%	86.5%	85.9%	85.2%	85.4%	86.4%	82.0%	82.2%	83.4%						
Annual Change in Share			%		-0.6%	1.9%	0.4%	0.6%	-0.8%	-0.8%	0.2%	1.2%	-5.0%	0.2%	1.4%						
Change in Share from 2013			%		-0.6%	1.3%	1.7%	2.3%	1.5%	0.7%	0.9%	2.1%	-3.0%	-2.8%	-1.4%						
Avg Ann. Change in Share			%		-0.6%	0.7%	0.6%	0.6%	0.3%	0.1%	0.1%	0.3%	-0.3%	-0.3%	-0.1%						
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Report Prepared by: Alison Tipler, Date of Issue: 05/02/25																					

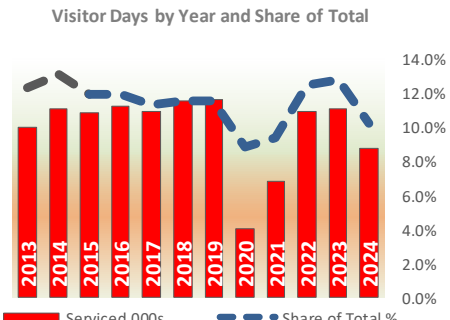
Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

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

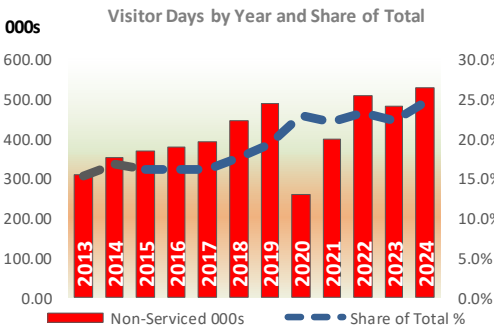
STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND											2013 to 2024				TOTAL		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			TOTAL																		
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			-14.3%	1.6%	6.9%	5.8%	12.2%	11.6%	12.5%	-4.4%	31.9%	-1.0%	-3.6%	24.4%		6.4%	-1.9%	10.0%	11.1%	5.5%	
% Change 2023 to 2024			-1.8%	-0.6%	-1.6%	-2.8%	-0.6%	4.1%	3.3%	0.3%	-1.1%	-1.4%	-2.5%	-0.6%		-0.3%	-1.3%	0.3%	0.8%	-1.6%	
Average Annual Change			-1.3%	0.1%	0.6%	0.5%	1.1%	1.1%	1.1%	-0.4%	2.9%	-0.1%	-0.3%	2.2%		0.6%	-0.2%	0.9%	1.0%	0.5%	
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	4.3%	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		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		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		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		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		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		0.621	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		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		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		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	0.491	0.547	0.652	0.470	
2024			M	0.142	0.158	0.185	0.161	0.199	0.188	0.217	0.226	0.214	0.122	0.178	0.162	2.153	0.485	0.548	0.657	0.462	
VISITOR DAYS															TOTAL						
SHARE OF MARKET				2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total					
Total				M	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134	1.810	2.186	2.160	2.153					
All Visitor Types				M	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134	1.810	2.186	2.160	2.153					
Share of Total				%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share				%																	
Change in Share from 2013				%																	
Avg Ann. Change in Share				%																	

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Report Prepared by: Alison Tindler Date of Issue: 05/02/25

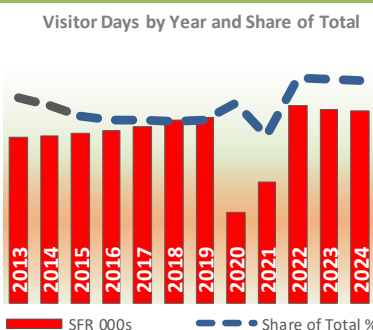
STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024			SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		-29.4%	-33.5%	-27.9%	8.3%	20.7%	-15.4%	5.6%	-10.8%	-5.8%	-16.7%	-21.0%	-22.9%		-11.8%	-30.1%	4.4%	-4.8%	-19.8%	
% Change 2023 to 2024		-24.2%	-23.2%	-22.1%	-22.5%	-16.7%	-20.5%	-18.6%	-20.0%	-20.6%	-19.3%	-21.3%	-21.2%		-20.5%	-22.9%	-19.6%	-19.7%	-20.6%	
Average Annual Change		-2.7%	-3.0%	-2.5%	0.8%	1.9%	-1.4%	0.5%	-1.0%	-0.5%	-1.5%	-1.9%	-2.1%		-1.1%	-2.7%	0.4%	-0.4%	-1.8%	
2013 000s		15.2	21.8	30.1	18.4	23.5	23.0	20.6	32.7	21.1	15.0	19.8	7.2		248.4	67.1	64.9	74.4	42.1	
2014 000s		15.1	20.9	30.5	20.7	29.3	24.0	27.3	35.7	27.0	17.0	20.8	7.3	275.6	10.9%	66.5	74.0	90.0	45.1	
2015 000s		16.4	21.1	29.2	20.4	29.3	24.8	26.6	34.7	25.7	16.7	19.0	6.7	270.5	-1.8%	66.6	74.5	87.0	42.4	
2016 000s		16.2	21.5	32.0	22.3	30.3	24.0	27.6	35.8	25.5	16.0	21.6	7.7	280.8	3.8%	69.8	76.7	89.0	45.3	
2017 000s		14.8	19.4	28.9	23.1	32.3	23.5	26.8	35.6	25.2	15.3	20.1	7.2	272.1	-3.1%	63.0	78.9	87.6	42.5	
2018 000s		15.9	20.5	30.0	24.3	34.7	24.9	27.1	39.3	26.1	16.3	21.5	7.7	288.3	6.0%	66.4	84.0	92.5	45.5	
2019 000s		15.9	20.5	30.4	24.5	35.2	25.2	27.7	39.1	25.8	16.5	22.1	7.6	290.3	0.7%	66.8	84.8	92.5	46.1	
2020 000s		15.1	19.1	12.3	1.6	2.7	1.7	6.2	18.5	12.1	7.3	2.8	0.8	100.2	-65.5%	46.5	6.1	36.8	10.8	
2021 000s		2.6	3.2	5.8	5.4	9.1	19.4	24.0	36.1	23.6	15.4	19.4	5.9	169.9	69.5%	11.6	33.8	83.7	40.7	
2022 000s		12.0	18.0	27.5	25.3	33.8	24.1	27.2	36.3	24.3	15.8	20.8	7.0	272.2	60.3%	57.6	83.2	87.9	43.6	
2023 000s		14.2	18.9	27.8	25.7	34.1	24.4	26.8	36.4	25.0	15.5	19.9	7.0	275.8	1.3%	60.9	84.2	88.2	42.5	
2024 000s		10.8	14.5	21.7	19.9	28.4	19.4	21.8	29.1	19.8	12.5	15.7	5.5	219.2	-20.5%	47.0	67.7	70.8	33.7	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total					
Serviced		000s	248.4	275.6	270.5	280.8	272.1	288.3	290.3	100.2	169.9	272.2	275.8	219.2		350.00	14.0%			
All Visitor Types		M	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	1.8	2.2	2.2	300.00						
Share of Total		%	12.3%	13.1%	11.9%	11.9%	11.3%	11.5%	8.8%	9.4%	12.5%	12.8%	10.2%	250.00						
Annual Change in Share		%		6.4%	-9.2%	0.4%	-5.4%	1.9%	0.1%	-23.2%	6.2%	32.7%	2.5%	-20.3%				200.00		
Change in Share from 2013		%		6.4%	-3.4%	-3.0%	-8.3%	-6.5%	-6.4%	-28.1%	-23.6%	1.4%	3.9%	-17.1%				150.00		
Avg Ann. Change in Share		%		6.4%	-1.7%	-1.0%	-2.1%	-1.3%	-1.1%	-4.0%	-2.9%	0.2%	0.4%	-1.6%	100.00					
														50.00						
														0.00						



STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024			NON-SERVICED		VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2013 to 2024		75.8%	45.0%	65.5%	72.4%	54.2%	48.4%	64.1%	67.1%	100.2%	119.6%	88.3%	117.7%		70.8%	61.8%	56.3%	74.1%	108.5%		
% Change 2023 to 2024		3.8%	-1.1%	12.2%	7.7%	4.1%	16.9%	15.6%	10.1%	13.1%	7.9%	2.6%	0.4%		10.1%	6.0%	9.4%	12.7%	4.5%		
Average Annual Change		6.9%	4.1%	6.0%	6.6%	4.9%	4.4%	5.8%	6.1%	9.1%	10.9%	8.0%	10.7%		6.4%	5.6%	5.1%	6.7%	9.9%		
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	Annual Change	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
2024		000s	10.4	10.6	17.5	40.9	59.0	57.4	85.3	107.5	74.0	30.2	20.0	14.6	527.4	10.1%	38.5	157.2	266.8	64.9	
VISITOR DAYS														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total						
Non-Serviced		000s	308.8	352.4	366.5	378.0	389.3	442.2	486.7	259.5	398.1	506.3	479.0	527.4							
All Visitor Types		M	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	1.8	2.2	2.2	2.2							
Share of Total		%	15.3%	16.7%	16.1%	16.0%	16.1%	17.6%	19.3%	22.9%	22.0%	23.2%	22.2%	24.5%							
Annual Change in Share		%		9.4%	-3.8%	-0.2%	0.5%	9.3%	9.4%	18.7%	-3.9%	5.3%	-4.3%	10.5%							
Change in Share from 2013		%		9.4%	5.2%	5.0%	5.6%	15.4%	26.3%	49.9%	44.0%	51.7%	45.2%	60.4%							
Avg Ann. Change in Share		%		9.4%	2.6%	1.7%	1.4%	3.1%	4.4%	7.1%	5.5%	5.7%	4.5%	5.5%							

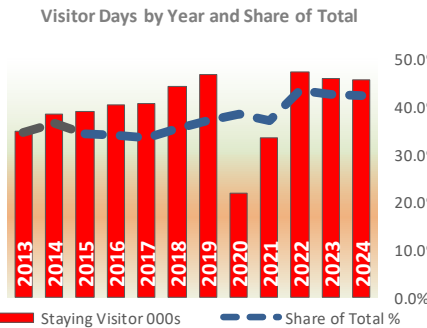
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Report Prepared by: Alison Tindler, Date of Issue: 05/02/25

STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND											2013 to 2024			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		10.1%	4.1%	5.3%	18.3%	17.9%	12.0%	17.8%	15.7%	26.7%	19.6%	17.2%	21.0%	15.7%	Annual Change	7.7%	16.6%	19.0%	19.8%
% Change 2023 to 2024		-1.7%	-2.7%	-2.3%	-2.7%	-2.5%	0.7%	1.3%	-0.3%	1.0%	-2.1%	-0.8%	0.3%	-0.9%		-2.0%	-1.9%	0.6%	-0.6%
Average Annual Change		0.9%	0.4%	0.5%	1.7%	1.6%	1.1%	1.6%	1.4%	2.4%	1.8%	1.6%	1.9%	1.4%		0.7%	1.5%	1.7%	1.8%
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	0.8%	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		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		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
2024 000s		21.2	7.3	9.2	20.1	13.9	10.4	16.6	17.4	10.8	8.7	7.5	17.5	160.6	-0.9%	37.7	44.4	44.8	33.7
VISITOR DAYS														SFR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	<div>Visitor Days by Year and Share of Total</div> 				
SFR 000s		138.9	140.0	142.5	144.3	148.0	152.8	155.1	75.8	101.6	164.9	162.2	160.6						
All Visitor Types M		2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	1.8	2.2	2.2	2.2						
Share of Total %		6.9%	6.6%	6.2%	6.1%	6.1%	6.1%	6.1%	6.7%	5.6%	7.5%	7.5%	7.5%						
Annual Change in Share %			-3.3%	-5.9%	-2.0%	0.2%	-0.6%	0.9%	8.9%	-16.1%	34.4%	-0.5%	-0.6%						
Change in Share from 2013 %			-3.3%	-9.0%	-10.8%	-10.7%	-11.3%	-10.5%	-2.6%	-18.2%	9.9%	9.3%	8.7%						
Avg Ann. Change in Share %			-3.3%	-4.5%	-3.6%	-2.7%	-2.3%	-1.8%	-0.4%	-2.3%	1.1%	0.9%	0.8%						

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Report Prepared by: Alison Tindler Date of Issue: 05/02/25

STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024				STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		4.9%	-10.3%	-2.0%	36.9%	37.6%	23.0%	42.6%	37.5%	57.2%	42.7%	17.1%	32.8%		30.3%	-2.2%	32.3%	44.1%	30.6%
% Change 2023 to 2024		-7.5%	-12.7%	-8.5%	-4.0%	-3.6%	4.0%	5.8%	1.7%	3.5%	-1.8%	-8.1%	-3.5%		-1.1%	-9.3%	-1.4%	3.5%	-4.4%
Average Annual Change		0.4%	-0.9%	-0.2%	3.4%	3.4%	2.1%	3.9%	3.4%	5.2%	3.9%	1.6%	3.0%		2.8%	-0.2%	2.9%	4.0%	2.8%
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
2024 000s		42.4	32.4	48.4	80.8	101.3	87.2	123.7	154.0	104.7	51.4	43.2	37.7	907.2	-1.1%	123.2	269.3	382.4	132.3
VISITOR DAYS														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total				
Staying Visitor		000s	696.1	767.9	779.5	803.0	809.4	883.3	932.1	435.5	669.6	943.5	916.9	907.2					
All Visitor Types		M	2.0	2.1	2.3	2.4	2.4	2.5	2.5	1.1	1.8	2.2	2.2	2.2					
Share of Total		%	34.4%	36.4%	34.2%	34.1%	33.5%	35.2%	36.9%	38.4%	37.0%	43.2%	42.4%	42.1%					
Annual Change in Share		%		5.8%	-6.1%	-0.3%	-1.6%	5.0%	4.9%	4.0%	-3.7%	16.7%	-1.7%	-0.7%					
Change in Share from 2013		%		5.8%	-0.7%	-1.0%	-2.6%	2.3%	7.3%	11.6%	7.5%	25.4%	23.3%	22.4%					
Avg Ann. Change in Share		%		5.8%	-0.3%	-0.3%	-0.7%	0.5%	1.2%	1.7%	0.9%	2.8%	2.3%	2.0%					

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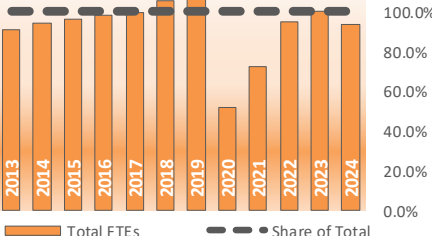
Report Prepared by: Alison Tindler. Date of Issue: 05/02/25

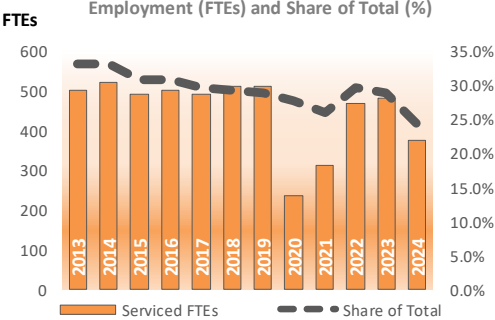
STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND											2013 to 2024			DAY VISITOR		VISITOR DAYS								
VISITOR DAYS BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY			DAY VISITOR																					
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change								
Less than 3% change			Q1			Q2			Q3			Q4												
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4					
% Change 2013 to 2024			-20.5%	5.2%	10.4%	-13.8%	-5.9%	3.3%	-12.1%	-42.0%	14.3%	-19.1%	-8.8%	22.0%		-6.1%	-1.8%	-5.4%	-15.8%	-2.1%				
% Change 2023 to 2024			0.8%	3.1%	1.1%	-1.5%	2.6%	4.1%	0.2%	-2.4%	-5.2%	-1.1%	-0.6%	0.3%		0.2%	1.7%	1.9%	-2.7%	-0.4%				
Average Annual Change			-1.9%	0.5%	0.9%	-1.3%	-0.5%	0.3%	-1.1%	-3.8%	1.3%	-1.7%	-0.8%	2.0%		-0.6%	-0.2%	-0.5%	-1.4%	-0.2%				
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	0.368	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			
2024			M	0.100	0.125	0.137	0.081	0.097	0.101	0.093	0.072	0.110	0.070	0.135	0.125	1.246	0.2%	0.362	0.279	0.275	0.330			
VISITOR DAYS															DAY VISITOR									
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total									
Day Visitor			M	1.327	1.341	1.501	1.554	1.605	1.626	1.592	0.698	1.141	1.242	1.243	1.246	<div><div></div><div></div></div>								
All Visitor Types			M	2.023	2.109	2.281	2.357	2.415	2.509	2.524	1.134	1.810	2.186	2.160	2.153									
Share of Total			%	65.6%	63.6%	65.8%	65.9%	66.5%	64.8%	63.1%	61.6%	63.0%	56.8%	57.6%	57.9%									
Annual Change in Share			%		-3.0%	3.5%	0.2%	0.8%	-2.5%	-2.7%	-2.3%	2.3%	-9.8%	1.3%	0.5%									
Change in Share from 2013			%		-3.0%	0.4%	0.5%	1.4%	-1.2%	-3.8%	-6.1%	-3.9%	-13.3%	-12.2%	-11.8%									
Avg Ann. Change in Share			%		-3.0%	0.2%	0.2%	0.3%	-0.2%	-0.6%	-0.9%	-0.5%	-1.5%	-1.2%	-1.1%									

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Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

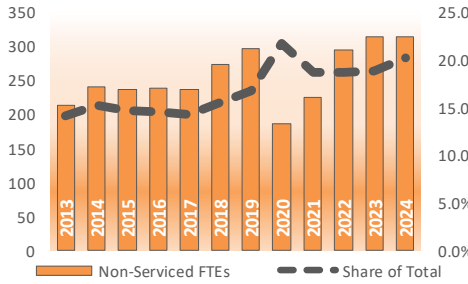
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			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												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2013 to 2024		-15.1%	-6.7%	-6.8%	4.6%	11.9%	4.8%	13.5%	2.4%	19.9%	-1.3%	-7.2%	8.7%			2.5%	-9.4%	7.2%	10.9%	-0.6%	
% Change 2023 to 2024		-9.6%	-9.0%	-10.0%	-9.3%	-6.9%	-4.0%	-2.2%	-4.5%	-6.4%	-7.4%	-9.3%	-7.8%			-7.0%	-9.5%	-6.7%	-4.4%	-8.2%	
Average Annual Change		-1.4%	-0.6%	-0.6%	0.4%	1.1%	0.4%	1.2%	0.2%	1.8%	-0.1%	-0.7%	0.8%			0.2%	-0.9%	0.7%	1.0%	-0.1%	
2013 FTEs		1,434	1,400	1,677	1,405	1,575	1,524	1,696	2,065	1,478	1,191	1,550	1,188	1,515	3.7%	1,504	1,501	1,746	1,309		
2014 FTEs		1,410	1,382	1,799	1,481	1,654	1,554	1,803	2,164	1,622	1,256	1,516	1,217	1,571		1,530	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		
2024 FTEs		1,218	1,306	1,563	1,470	1,762	1,596	1,924	2,115	1,773	1,176	1,438	1,291	1,553	-7.0%	1,362	1,609	1,938	1,302		
EMPLOYMENT														TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)						
Total		FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553	2,000						
Total Employment		FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553							
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 2013		%																			
Avg Ann. Change in Share		%																			
																					
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STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			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												TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-32.1%	-33.1%	-37.4%	-15.6%	-4.6%	-26.3%	-17.6%	-17.8%	-23.2%	-28.9%	-30.0%	-32.9%	-25.0%	Annual Change	-34.6%	-15.5%	-19.4%	-30.5%	
% Change 2023 to 2024		-23.4%	-23.2%	-24.7%	-23.0%	-18.6%	-22.0%	-20.6%	-20.0%	-22.0%	-22.0%	-22.8%	-22.9%	-22.0%		-23.8%	-21.0%	-20.8%	-22.6%	
Average Annual Change		-2.9%	-3.0%	-3.4%	-1.4%	-0.4%	-2.4%	-1.6%	-1.6%	-2.1%	-2.6%	-2.7%	-3.0%	-2.3%		-3.1%	-1.4%	-1.8%	-2.8%	
2013	FTEs	444	495	687	469	508	505	488	614	492	441	480	375	500		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	
2024	FTEs	301	332	430	395	485	372	402	504	377	313	336	252	375	-22.0%	354	417	428	300	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs      Employment (FTEs) and Share of Total (%)						
Serviced		FTEs	500	518	490	501	489	511	511	236	310	465	481	375						
Total Employment		FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553						
Share of Total		%	33.0%	33.0%	30.6%	30.6%	29.5%	29.1%	28.8%	27.5%	25.8%	29.6%	28.8%	24.2%						
Annual Change in Share		%		0.0%	-7.2%	0.1%	-3.6%	-1.3%	-1.1%	-4.5%	-6.4%	14.6%	-2.6%	-16.1%						
Change in Share from 2013		%		0.0%	-7.2%	-7.2%	-10.5%	-11.7%	-12.6%	-16.5%	-21.8%	-10.4%	-12.7%	-26.8%						
Avg Ann. Change in Share		%		0.0%	-3.6%	-2.4%	-2.6%	-2.3%	-2.1%	-2.4%	-2.7%	-1.2%	-1.3%	-2.4%						

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STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			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												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		17.7%	12.9%	26.8%	47.2%	42.8%	39.1%	52.4%	57.3%	73.1%	81.9%	31.8%	29.4%		47.1%	19.4%	42.6%	60.0%	49.6%	
% Change 2023 to 2024		-13.5%	-14.7%	-7.0%	-1.6%	-1.8%	6.1%	7.4%	4.7%	5.1%	2.7%	-10.5%	-13.3%		-0.1%	-11.5%	1.0%	5.6%	-5.8%	
Average Annual Change		1.6%	1.2%	2.4%	4.3%	3.9%	3.6%	4.8%	5.2%	6.6%	7.4%	2.9%	2.7%		4.3%	1.8%	3.9%	5.5%	4.5%	
2013 FTEs		119	124	139	200	278	279	332	392	271	153	140	122	213	Annual Change	128	252	332	138	
2014 FTEs		132	139	157	220	310	312	367	448	318	172	160	137	239		12.5%	142	280	378	156
2015 FTEs		125	131	151	215	308	309	364	449	317	165	153	129	235		-1.9%	136	277	377	149
2016 FTEs		126	133	150	215	310	312	369	460	327	168	155	131	238		1.4%	136	279	386	151
2017 FTEs		120	128	143	216	316	305	374	459	336	164	149	127	236		-0.7%	130	279	390	147
2018 FTEs		142	150	167	239	368	349	411	530	379	195	176	151	271		14.8%	153	319	440	174
2019 FTEs		157	163	181	277	408	376	456	564	401	210	195	167	296		9.2%	167	354	473	190
2020 FTEs		146	149	136	36	62	62	295	494	442	206	84	109	185		-37.5%	144	54	410	133
2021 FTEs		16	15	16	107	309	345	406	510	440	228	167	139	225		21.3%	16	253	452	178
2022 FTEs		146	143	180	266	388	367	475	612	404	197	176	165	293		30.6%	157	340	497	180
2023 FTEs		162	164	190	299	403	366	472	590	447	271	207	182	313		6.6%	172	356	503	220
2024 FTEs		140	140	177	294	396	389	506	617	470	278	185	158	313	-0.1%	152	360	531	207	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs      Employment (FTEs) and Share of Total (%)						
Non-Serviced		FTEs	213	239	235	238	236	271	296	185	225	293	313	313						
Total Employment		FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553						
Share of Total		%	14.0%	15.2%	14.7%	14.5%	14.3%	15.5%	16.7%	21.6%	18.7%	18.6%	18.7%	20.1%						
Annual Change in Share		%		8.5%	-3.7%	-0.8%	-1.8%	8.3%	8.0%	29.3%	-13.5%	-0.2%	0.5%	7.4%						
Change in Share from 2013		%		8.5%	4.5%	3.6%	1.8%	10.3%	19.1%	54.0%	33.2%	32.9%	33.6%	43.5%						
Avg Ann. Change in Share		%		8.5%	2.2%	1.2%	0.5%	2.1%	3.2%	7.7%	4.1%	3.7%	3.4%	4.0%						

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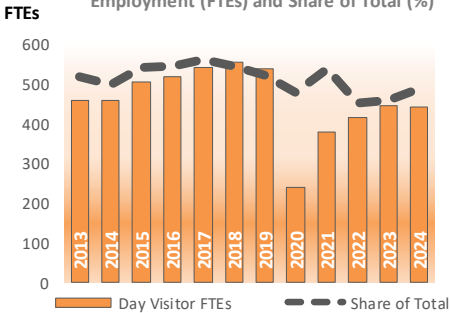


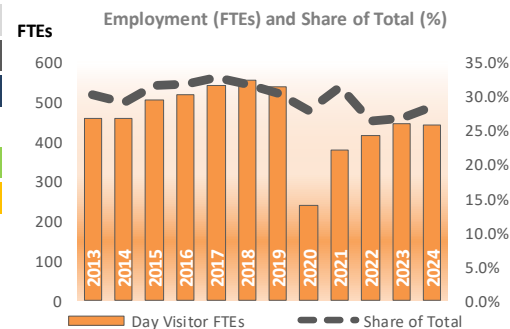


STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT				
THE COUNTY OF RUTLAND														CALENDAR YEAR		QUARTER				
EMPLOYMENT BY:		MONTH AND QUARTER																		
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL 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					
% Change 2013 to 2024		-16.0%	-22.0%	-24.6%	5.4%	12.8%	-1.9%	11.6%	12.1%	12.1%	1.1%	-14.0%	-11.8%	-1.6%	Annual Change	-21.2%	5.5%	12.0%	-8.2%	
% Change 2023 to 2024		-17.3%	-19.7%	-19.1%	-13.7%	-11.2%	-9.1%	-6.4%	-7.6%	-8.5%	-11.4%	-17.8%	-16.4%	-12.3%		-18.7%	-11.3%	-7.5%	-15.1%	
Average Annual Change		-1.5%	-2.0%	-2.2%	0.5%	1.2%	-0.2%	1.1%	1.1%	1.1%	0.1%	-1.3%	-1.1%	-0.1%		-1.9%	0.5%	1.1%	-0.7%	
2013	FTEs	669	659	875	763	851	836	898	1,089	810	634	656	577	776	<div>Employment (FTEs) and Share of Total (%)</div> <div>Staying Visitor FTEs</div> <div>Share of Total</div>	734	817	933	622	
2014	FTEs	682	668	832	808	943	879	995	1,174	913	673	686	598	821		5.7%	727	877	1,027	652
2015	FTEs	661	635	817	771	919	857	959	1,138	870	638	639	560	789		-3.9%	704	849	989	612
2016	FTEs	659	639	891	795	930	851	975	1,161	877	633	661	571	804		1.9%	730	859	1,004	622
2017	FTEs	640	615	792	807	963	839	972	1,163	884	621	640	561	791		-1.5%	682	870	1,006	607
2018	FTEs	684	656	839	856	1,054	904	1,022	1,305	945	670	689	600	852		7.6%	726	938	1,090	653
2019	FTEs	700	668	863	895	1,097	931	1,071	1,330	960	685	711	616	877		3.0%	744	974	1,120	671
2020	FTEs	679	621	490	128	174	155	557	926	803	508	206	228	456		-48.0%	597	153	762	314
2021	FTEs	144	136	160	273	553	812	936	1,187	949	660	617	522	579		27.0%	147	546	1,024	600
2022	FTEs	629	597	782	871	1,040	886	1,063	1,316	924	639	652	587	832		43.7%	669	932	1,101	626
2023	FTEs	679	639	815	931	1,082	902	1,072	1,321	992	723	686	609	871		4.7%	711	972	1,128	673
2024	FTEs	562	513	659	804	961	820	1,003	1,221	909	641	564	509	764		-12.3%	578	861	1,044	571
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024							
Staying Visitor		FTEs	1,058	1,115	1,097	1,120	1,117	1,200	1,235	618	826	1,160	1,224	1,111						
Total Employment		FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553						
Share of Total		%	69.8%	71.0%	68.5%	68.4%	67.5%	68.4%	69.7%	72.1%	68.7%	73.7%	73.3%	71.6%						
Annual Change in Share		%		1.6%	-3.5%	-0.2%	-1.3%	1.4%	1.8%	3.5%	-4.7%	7.2%	-0.5%	-2.4%						
Change in Share from 2013		%		1.6%	-1.9%	-2.1%	-3.4%	-2.0%	-0.2%	3.3%	-1.6%	5.5%	5.0%	2.5%						
Avg Ann. Change in Share		%		1.6%	-0.9%	-0.7%	-0.8%	-0.4%	0.0%	0.5%	-0.2%	0.6%	0.5%	0.2%						

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STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			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												TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-18.3%	8.1%	13.5%	-11.4%	-3.3%	6.2%	-9.7%	-40.4%	17.5%	-16.9%	-6.3%	25.4%	-3.5%	Annual Change	0.9%	-2.8%	-13.4%	0.6%	
% Change 2023 to 2024		-0.2%	2.1%	0.0%	-2.5%	1.5%	3.1%	-0.8%	-3.4%	-6.2%	-2.1%	-1.6%	-0.8%	-0.8%		0.7%	0.9%	-3.7%	-1.4%	
Average Annual Change		-1.7%	0.7%	1.2%	-1.0%	-0.3%	0.6%	-0.9%	-3.7%	1.6%	-1.5%	-0.6%	2.3%	-0.3%		0.1%	-0.3%	-1.2%	0.1%	
2013 FTEs		518	493	512	387	428	405	438	516	397	359	612	423	457	-0.2%	508	406	450	465	
2014 FTEs		490	476	637	403	398	386	417	505	404	371	559	428	456		534	396	442	453	
2015 FTEs		533	511	719	461	446	419	452	546	459	420	590	494	504		588	442	485	502	
2016 FTEs		612	549	678	420	428	447	487	554	488	426	631	495	518		613	432	509	517	
2017 FTEs		618	568	700	439	448	465	510	575	513	442	659	524	539		629	451	533	542	
2018 FTEs		624	595	722	424	467	454	511	475	552	435	759	625	554		647	448	513	606	
2019 FTEs		599	597	735	439	448	445	505	439	578	367	688	605	537		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	
2024 FTEs		423	533	581	343	413	430	396	307	466	298	574	530	441	-0.8%	512	395	390	467	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs      Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	457	456	504	518	539	554	537	239	376	414	445	441						
Total Employment		FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553						
Share of Total		%	30.2%	29.0%	31.5%	31.6%	32.5%	31.6%	30.3%	27.9%	31.3%	26.3%	26.7%	28.4%						
Annual Change in Share		%		-3.8%	8.5%	0.4%	2.9%	-3.0%	-4.0%	-8.1%	12.2%	-15.9%	1.3%	6.6%						
Change in Share from 2013		%		-3.8%	4.4%	4.8%	7.8%	4.6%	0.4%	-7.7%	3.6%	-12.8%	-11.6%	-5.8%						
Avg Ann. Change in Share		%		-3.8%	2.2%	1.6%	2.0%	0.9%	0.1%	-1.1%	0.5%	-1.4%	-1.2%	-0.5%						
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STEAM REPORT FOR 2013-2024 - FINAL  
THE COUNTY OF RUTLAND

SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	39	992	-18	-263	-43	-295
+50 Room	1	131	0	0	0	0
11-50 Room	13	621	-2	-158	+1	-7
<10 Room	25	240	-16	-105	-44	-288

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	69	4,387	-12	+242	+5	+1,263
Self catering	48	1,800	-14	-12	-6	+518
Static caravans/chalets	0	164	0	+0	0	+128
Touring caravans/camping	20	2,375	+2	+254	+11	+617
Youth Hostels	1	48	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	108	5,379	-30	-21	-38	+968
Serviced Accommodation Share of Total	36%	18%				
Non-Serviced Accommodation Share of Total	64%	82%				

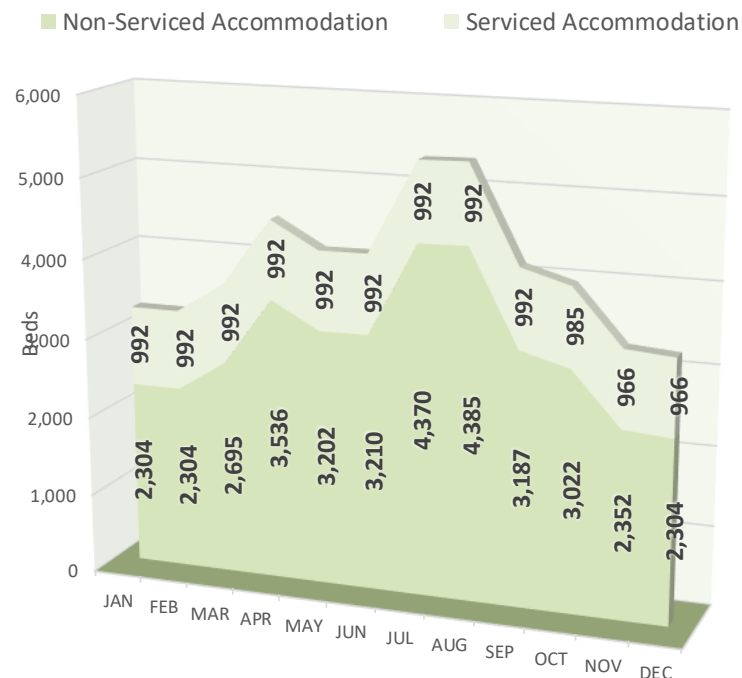
SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,296	3,296	3,687	4,528	4,194	4,202	5,362	5,377	4,179	4,007	3,318	3,270
Serviced Accommodation	992	992	992	992	992	992	992	992	992	985	966	966
Non-Serviced Accommodation	2,304	2,304	2,695	3,536	3,202	3,210	4,370	4,385	3,187	3,022	2,352	2,304

2024

STAYING VISITORS

ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY  
2024



Report Sections With Historic Financial Data Indexed to 2024 Prices

<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<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: 2024*

<b>2013</b>	<i>1.54</i>
<b>2014</b>	<i>1.50</i>
<b>2015</b>	<i>1.48</i>
<b>2016</b>	<i>1.46</i>
<b>2017</b>	<i>1.42</i>
<b>2018</b>	<i>1.37</i>
<b>2019</b>	<i>1.34</i>
<b>2020</b>	<i>1.30</i>
<b>2021</b>	<i>1.28</i>
<b>2022</b>	<i>1.19</i>
<b>2023</b>	<i>1.05</i>
<b>2024</b>	<i>1.00</i>



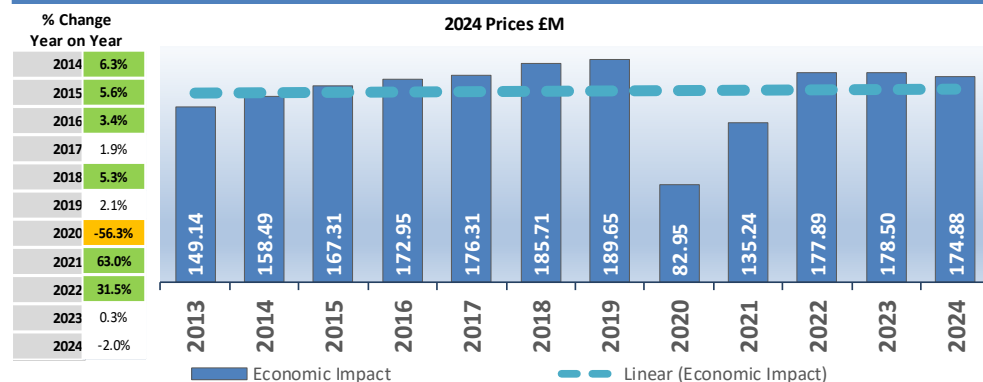
STEAM REPORT FOR 2013-2024 - FINAL  
THE COUNTY OF RUTLAND

2013 to 2024  
2024 Prices

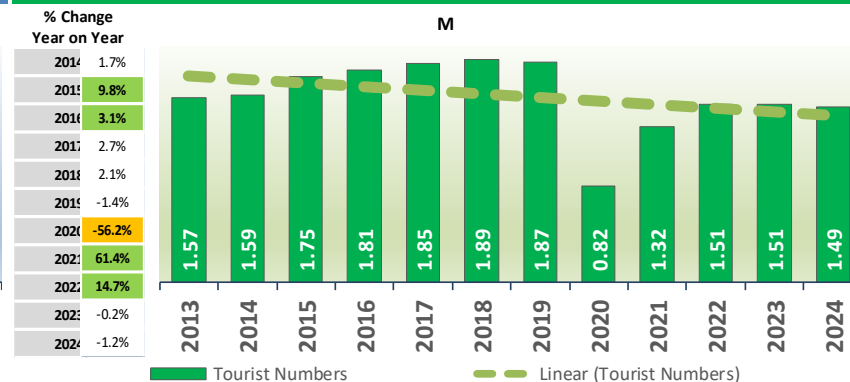
TOTAL

KEY MEASURES  
Indexed

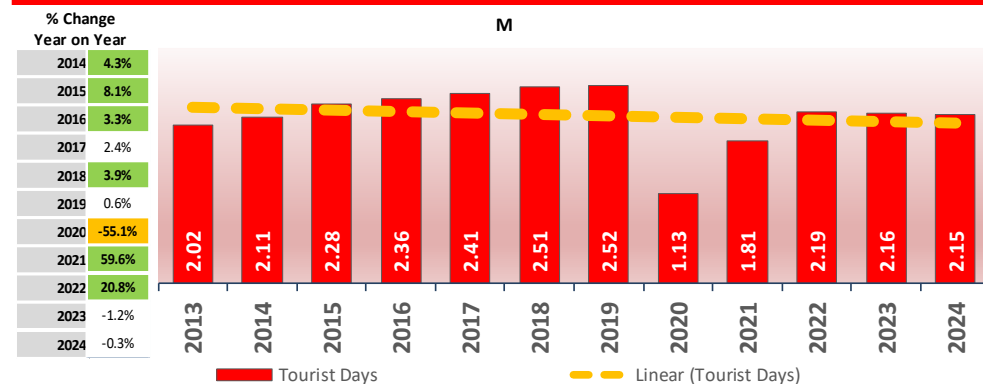
Economic Impact - Indexed - Total



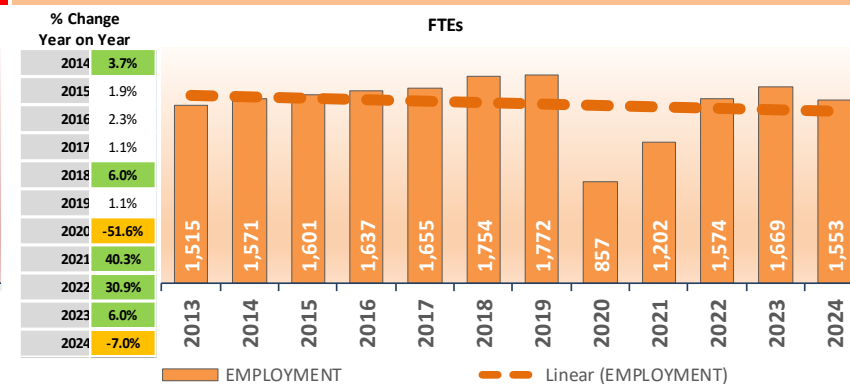
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		6.3%	12.2%	16.0%	18.2%	24.5%	27.2%	-44.4%	-9.3%	19.3%	19.7%	17.3%
Visitor Numbers		1.7%	11.7%	15.2%	18.3%	20.8%	19.1%	-47.8%	-15.8%	-3.4%	-3.6%	-4.7%
Visitor Days		4.3%	12.8%	16.5%	19.4%	24.1%	24.8%	-43.9%	-10.5%	8.1%	6.8%	6.4%
Total Employment		3.7%	5.7%	8.1%	9.2%	15.8%	17.0%	-43.4%	-20.7%	3.9%	10.1%	2.5%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2013-2024 - FINAL**  
**THE COUNTY OF RUTLAND**

2013 to 2024  
2024 Prices

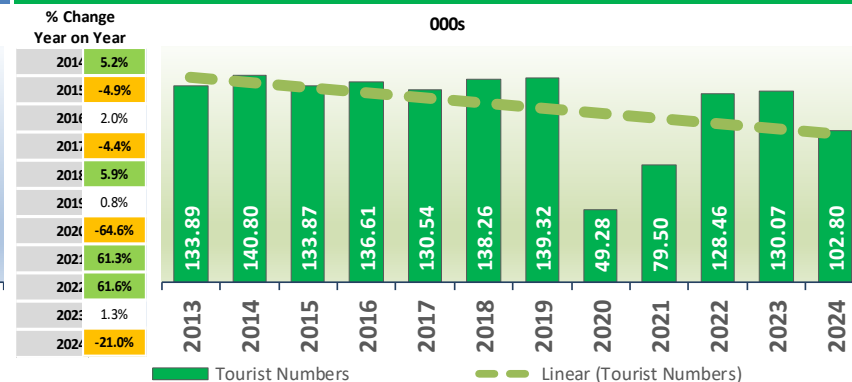
SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

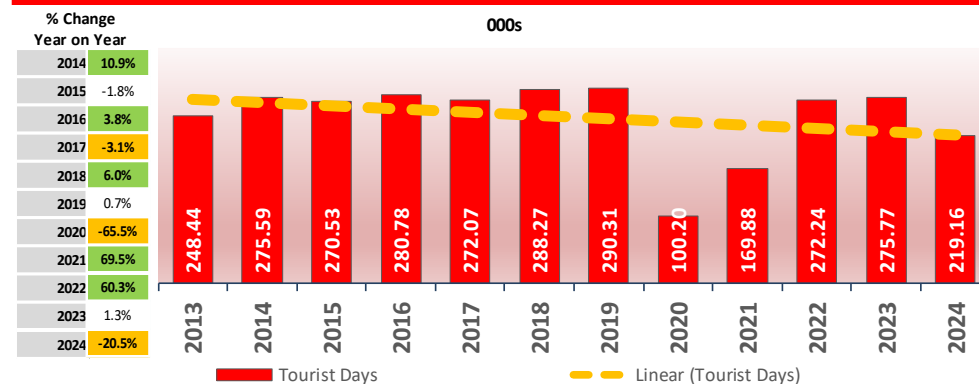
**Economic Impact - Indexed - Serviced Accommodation**



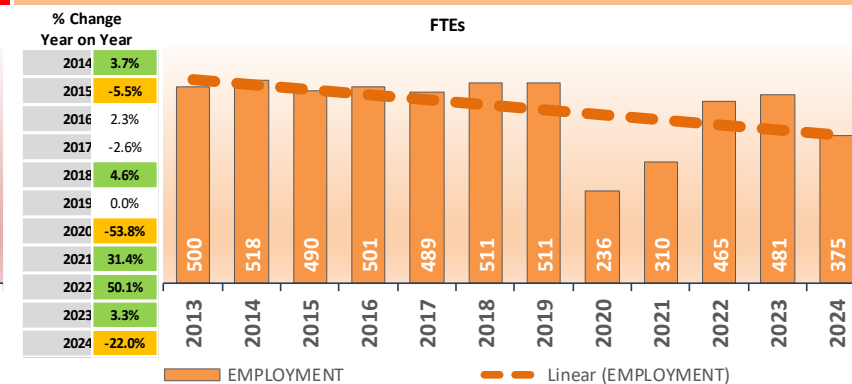
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		10.9%	8.8%	12.9%	11.1%	18.1%	18.9%	-58.9%	-24.8%	20.9%	23.6%	-2.0%
Visitor Numbers		5.2%	0.0%	2.0%	-2.5%	3.3%	4.1%	-63.2%	-40.6%	-4.1%	-2.9%	-23.2%
Visitor Days		10.9%	8.9%	13.0%	9.5%	16.0%	16.9%	-59.7%	-31.6%	9.6%	11.0%	-11.8%
Direct Employment		3.7%	-2.0%	0.3%	-2.3%	2.2%	2.2%	-52.8%	-38.0%	-6.9%	-3.8%	-25.0%

"Linear" = Linear Trendline



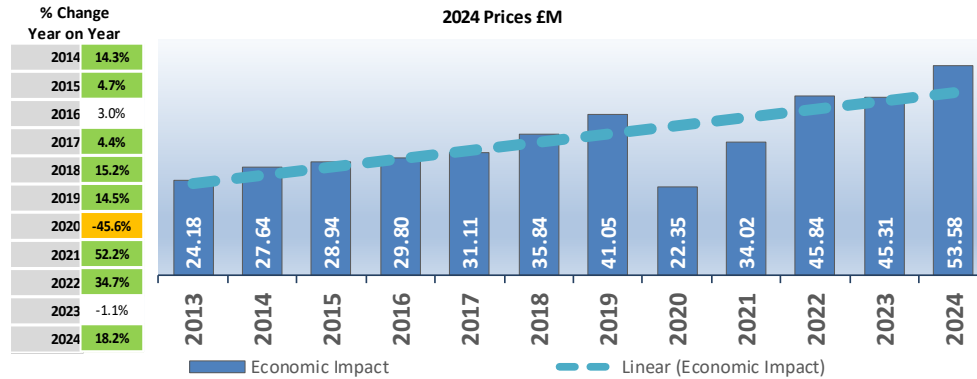
**STEAM REPORT FOR 2013-2024 - FINAL**  
**THE COUNTY OF RUTLAND**

2013 to 2024  
2024 Prices

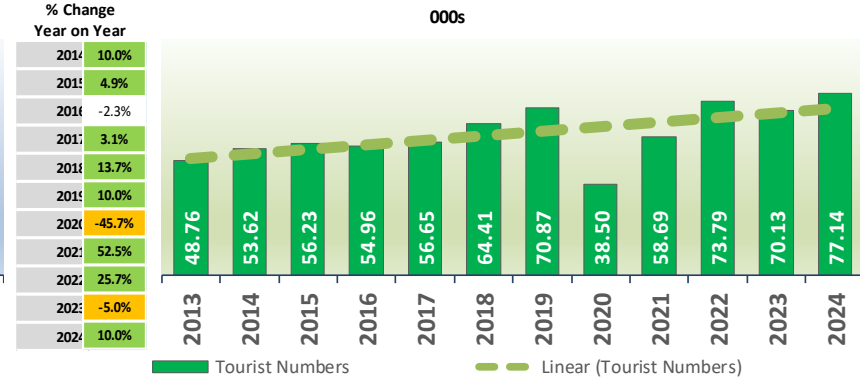
NON-SERVED  
ACCOMMODATION

KEY MEASURES  
Indexed

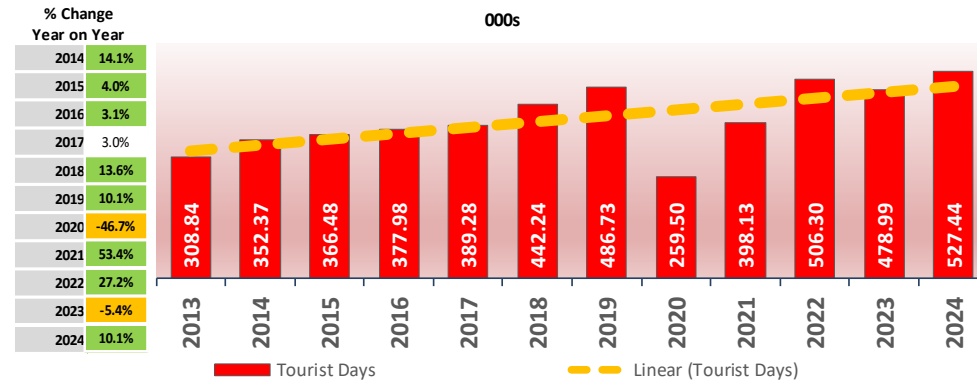
**Economic Impact - Indexed - Non-Served Accommodation**



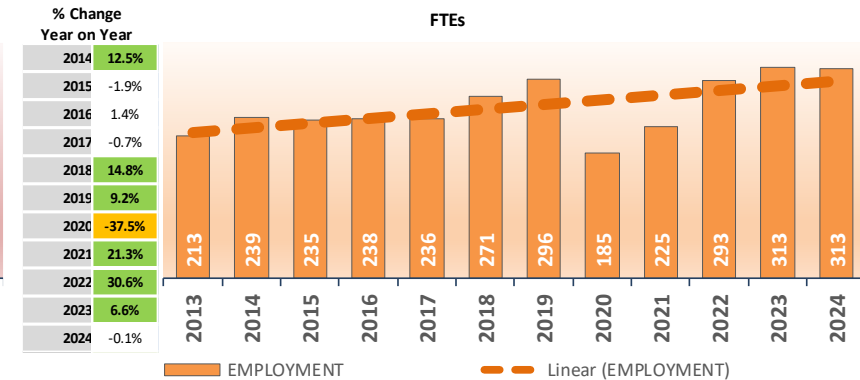
**Visitor Numbers - Non-Served Accommodation**



**Visitor Days - Non-Served Accommodation**



**Direct Employment Supported - Non-Served Accommodation**



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		14.3%	19.7%	23.2%	28.6%	48.2%	69.7%	-7.6%	40.7%	89.5%	87.4%	121.6%
Visitor Numbers		10.0%	15.3%	12.7%	16.2%	32.1%	45.3%	-21.1%	20.4%	51.3%	43.8%	58.2%
Visitor Days		14.1%	18.7%	22.4%	26.0%	43.2%	57.6%	-16.0%	28.9%	63.9%	55.1%	70.8%
Direct Employment		12.5%	10.4%	12.0%	11.2%	27.6%	39.4%	-12.9%	5.7%	38.1%	47.1%	47.1%

"Linear" = Linear Trendline

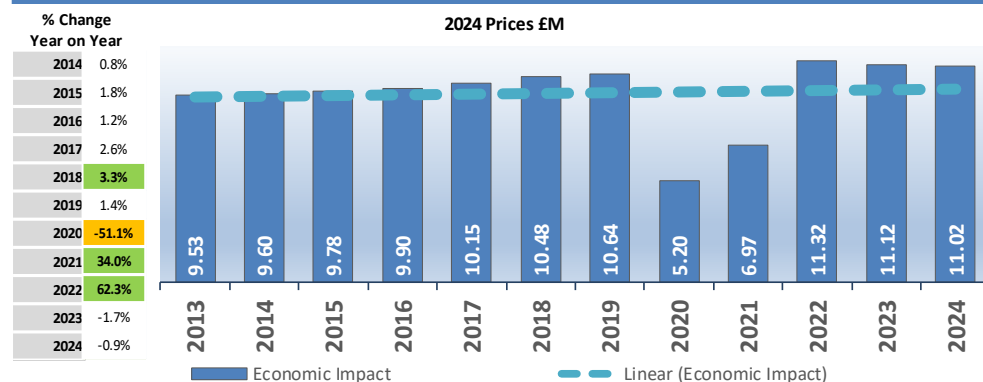
STEAM REPORT FOR 2013-2024 - FINAL  
THE COUNTY OF RUTLAND

2013 to 2024  
2024 Prices

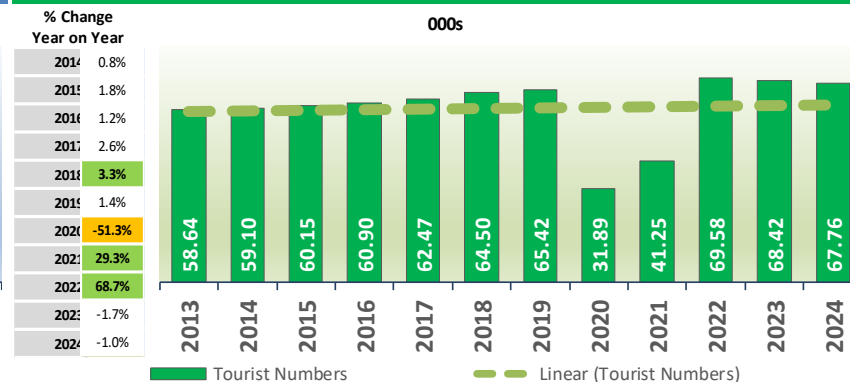
SFR

KEY MEASURES  
Indexed

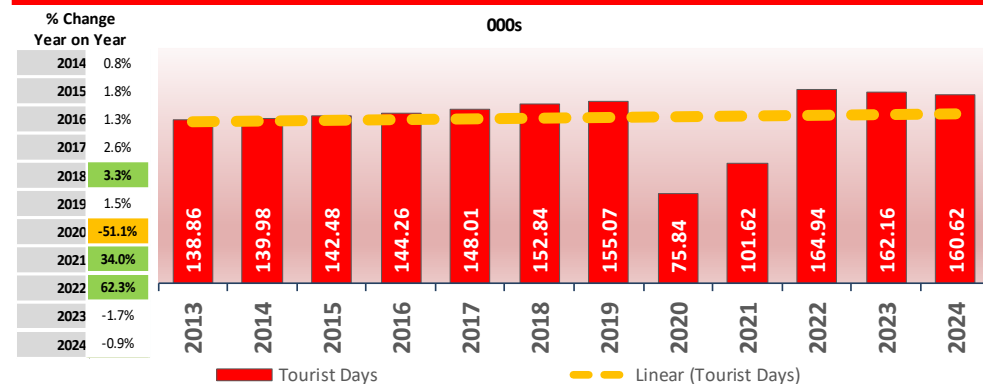
Economic Impact - Indexed - SFR



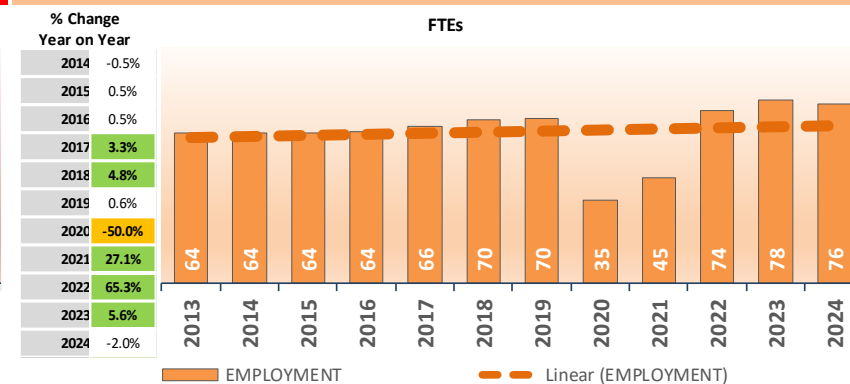
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.8%	2.6%	3.9%	6.6%	10.0%	11.6%	-45.4%	-26.8%	18.8%	16.8%	15.7%
Visitor Numbers		0.8%	2.6%	3.8%	6.5%	10.0%	11.6%	-45.6%	-29.7%	18.6%	16.7%	15.5%
Visitor Days		0.8%	2.6%	3.9%	6.6%	10.1%	11.7%	-45.4%	-26.8%	18.8%	16.8%	15.7%
Direct Employment		-0.5%	0.0%	0.4%	3.8%	8.7%	9.4%	-45.3%	-30.5%	14.9%	21.3%	18.9%

"Linear" = Linear Trendline

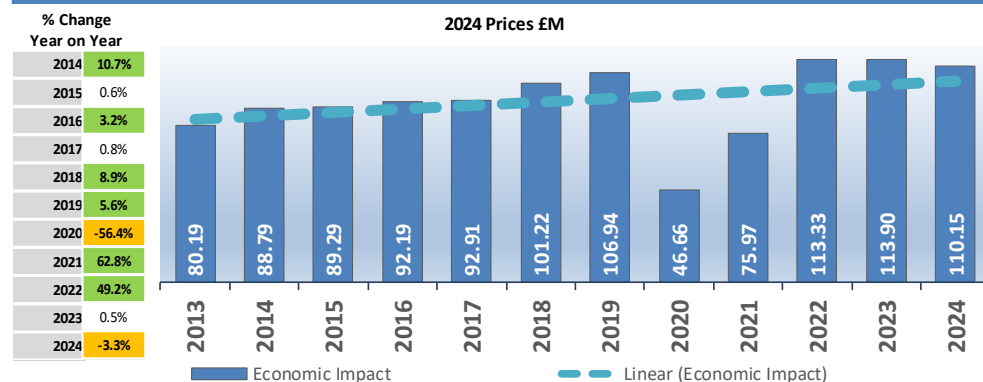
STEAM REPORT FOR 2013-2024 - FINAL  
THE COUNTY OF RUTLAND

2013 to 2024  
2024 Prices

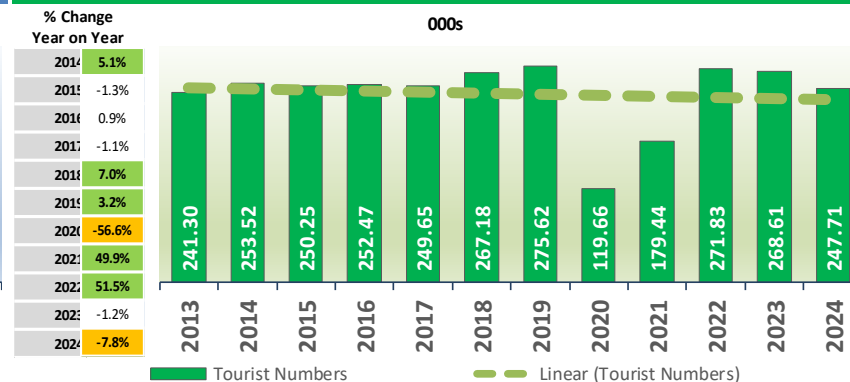
STAYING VISITOR

KEY MEASURES  
Indexed

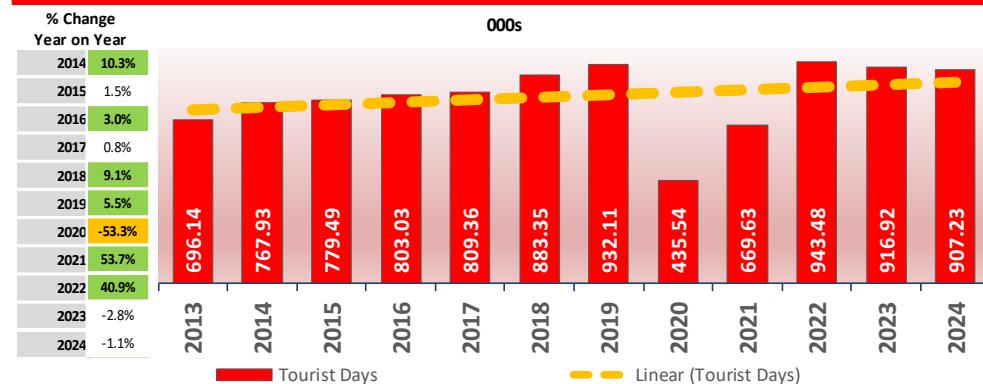
Economic Impact - Indexed - Staying Visitor



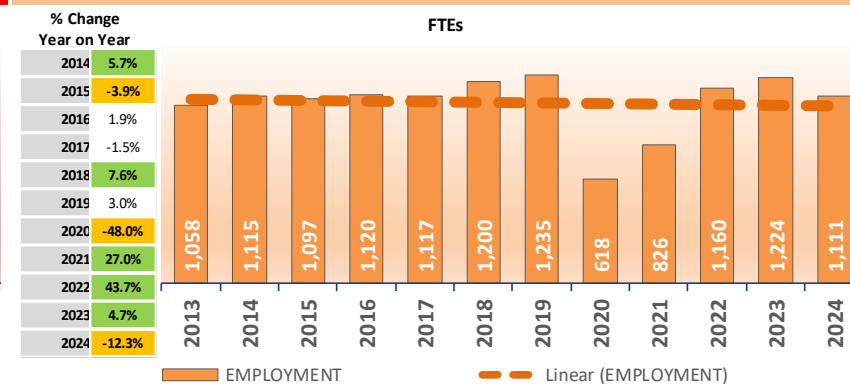
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		10.7%	11.3%	15.0%	15.9%	26.2%	33.4%	-41.8%	-5.3%	41.3%	42.0%	37.4%
Visitor Numbers		5.1%	3.7%	4.6%	3.5%	10.7%	14.2%	-50.4%	-25.6%	12.7%	11.3%	2.7%
Visitor Days		10.3%	12.0%	15.4%	16.3%	26.9%	33.9%	-37.4%	-3.8%	35.5%	31.7%	30.3%
Direct Employment		5.4%	3.7%	5.8%	5.5%	13.4%	16.8%	-41.6%	-21.9%	9.6%	15.7%	5.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL  
THE COUNTY OF RUTLAND

2013 to 2024  
2024 Prices

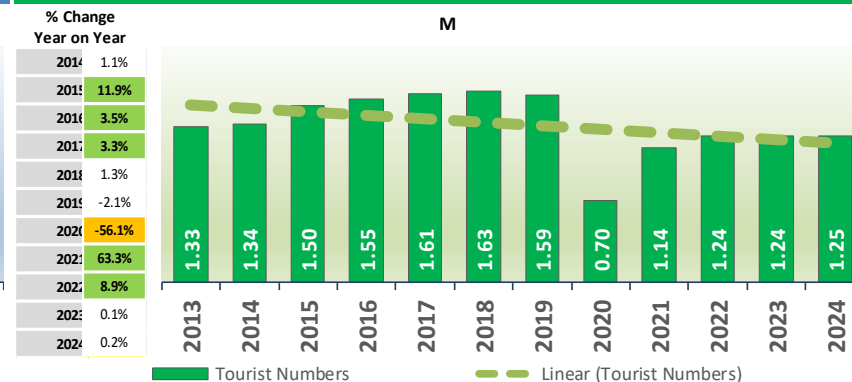
DAY VISITOR

KEY MEASURES  
Indexed

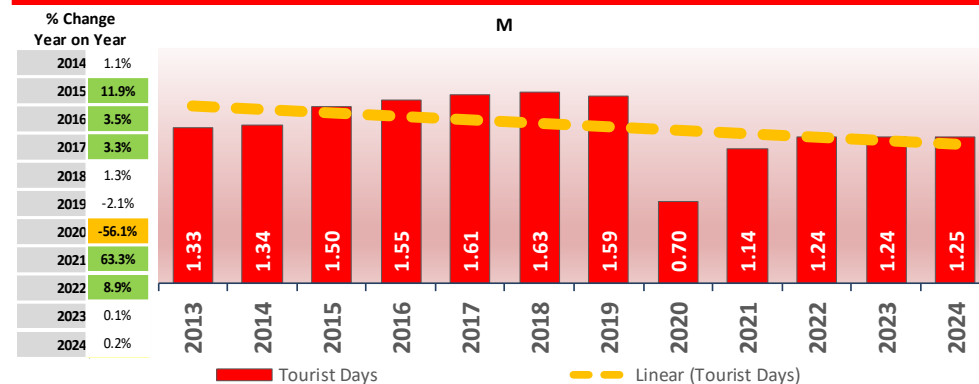
Economic Impact - Indexed - Day Visitor



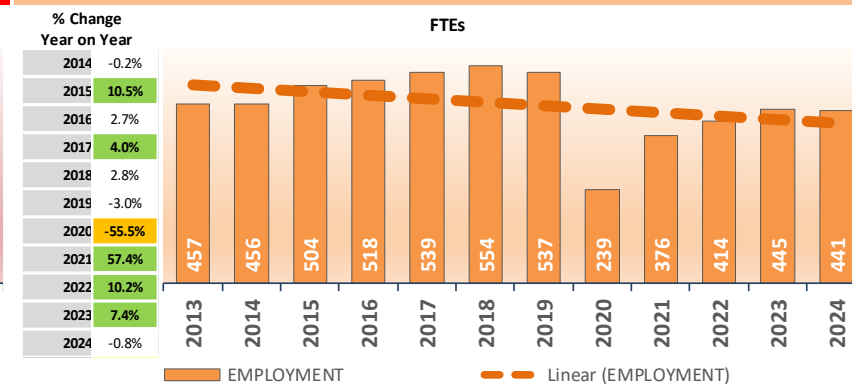
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



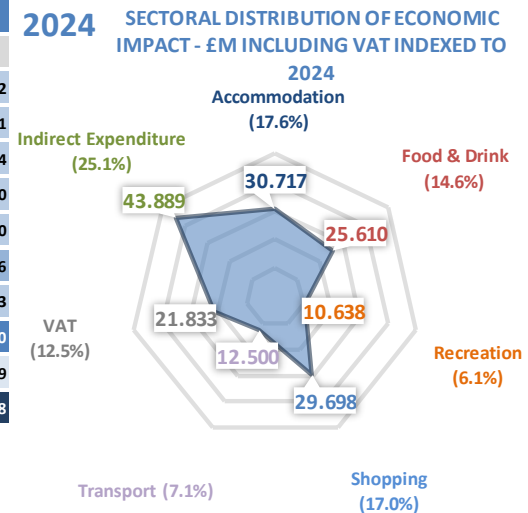
Direct Employment Supported - Day Visitor



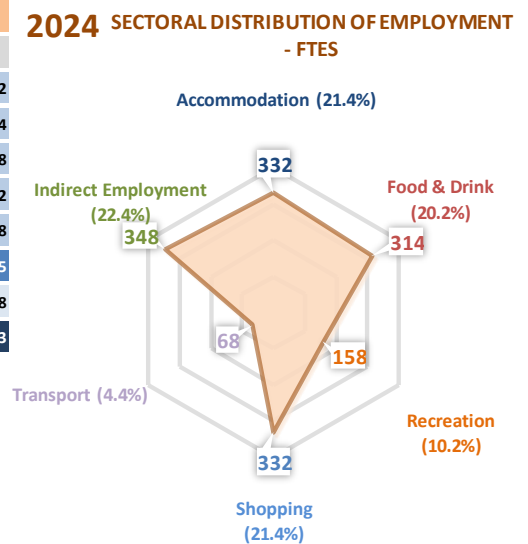
% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.1%	13.2%	17.1%	21.0%	22.6%	20.0%	-47.4%	-14.0%	-6.4%	-6.3%	-6.1%
Visitor Numbers		1.1%	13.2%	17.2%	21.0%	22.6%	20.0%	-47.4%	-14.0%	-6.3%	-6.3%	-6.1%
Visitor Days		1.1%	13.2%	17.2%	21.0%	22.6%	20.0%	-47.4%	-14.0%	-6.3%	-6.3%	-6.1%
Direct Employment		-0.2%	10.3%	13.3%	17.8%	21.1%	17.5%	-47.8%	-17.8%	-9.4%	-2.7%	-3.5%

"Linear" = Linear Trendline

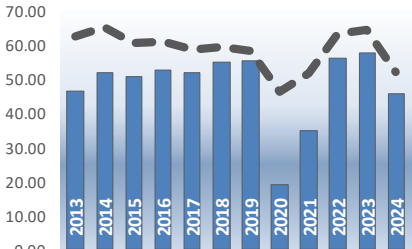
STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024 2024 Prices				TOTAL	SECTORAL ANALYSIS Indexed																	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024														2024 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024  <table><thead><tr><th>Sector</th><th>Indexed Value</th><th>Percentage</th></tr></thead><tbody><tr><td>Accommodation</td><td>30.717</td><td>17.6%</td></tr><tr><td>Food &amp; Drink</td><td>25.610</td><td>14.6%</td></tr><tr><td>Recreation</td><td>29.698</td><td>6.1%</td></tr><tr><td>VAT</td><td>12.500</td><td>12.5%</td></tr><tr><td>Indirect Expenditure</td><td>43.889</td><td>25.1%</td></tr></tbody></table>	Sector	Indexed Value	Percentage	Accommodation	30.717	17.6%	Food & Drink	25.610	14.6%	Recreation	29.698	6.1%	VAT	12.500	12.5%	Indirect Expenditure	43.889	25.1%
Sector	Indexed Value	Percentage																														
Accommodation	30.717	17.6%																														
Food & Drink	25.610	14.6%																														
Recreation	29.698	6.1%																														
VAT	12.500	12.5%																														
Indirect Expenditure	43.889	25.1%																														
SECTOR / YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																				
Accommodation	£M	19.60	21.84	21.80	22.55	22.96	25.10	26.78	11.87	19.53	30.76	32.04	30.72																			
Food & Drink	£M	24.14	25.49	27.02	27.92	28.34	29.67	30.00	13.85	21.21	26.72	26.44	25.61																			
Recreation	£M	10.09	10.70	11.32	11.70	11.86	12.41	12.54	5.755	8.874	11.11	10.99	10.64																			
Shopping	£M	28.61	29.83	32.26	33.35	34.08	35.30	35.36	15.66	25.11	30.40	30.11	29.70																			
Transport	£M	11.40	11.98	12.86	13.29	13.59	14.18	14.35	6.516	10.37	12.64	12.43	12.50																			
Direct Revenue	£M	93.84	99.83	105.25	108.82	110.82	116.66	119.01	53.65	85.09	111.64	112.02	109.16																			
VAT	£M	18.77	19.97	21.05	21.76	22.16	23.33	23.80	8.459	16.49	22.33	22.40	21.83																			
Direct Expenditure	£M	112.61	119.80	126.30	130.58	132.98	139.99	142.81	62.11	101.58	133.96	134.42	131.00																			
Indirect Expenditure	£M	36.53	38.69	41.01	42.37	43.33	45.72	46.83	20.84	33.66	43.93	44.08	43.89																			
TOTAL	£M	149.14	158.49	167.31	172.95	176.31	185.71	189.65	82.95	135.24	177.89	178.50	174.88																			



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	427	441	410	416	402	424	435	253	282	397	414	332
Food & Drink	FTEs	288	300	314	322	329	350	349	161	240	308	328	314
Recreation	FTEs	146	153	160	164	167	178	177	81	122	156	165	158
Shopping	FTEs	311	320	342	351	361	379	376	166	259	320	340	332
Transport	FTEs	61	63	67	68	71	75	77	34	52	65	69	68
Direct Employment	FTEs	1,234	1,277	1,293	1,321	1,330	1,406	1,414	695	955	1,246	1,316	1,205
Indirect Employment	FTEs	282	294	308	316	325	348	358	162	247	328	353	348
TOTAL	FTEs	1,515	1,571	1,601	1,637	1,655	1,754	1,772	857	1,202	1,574	1,669	1,553

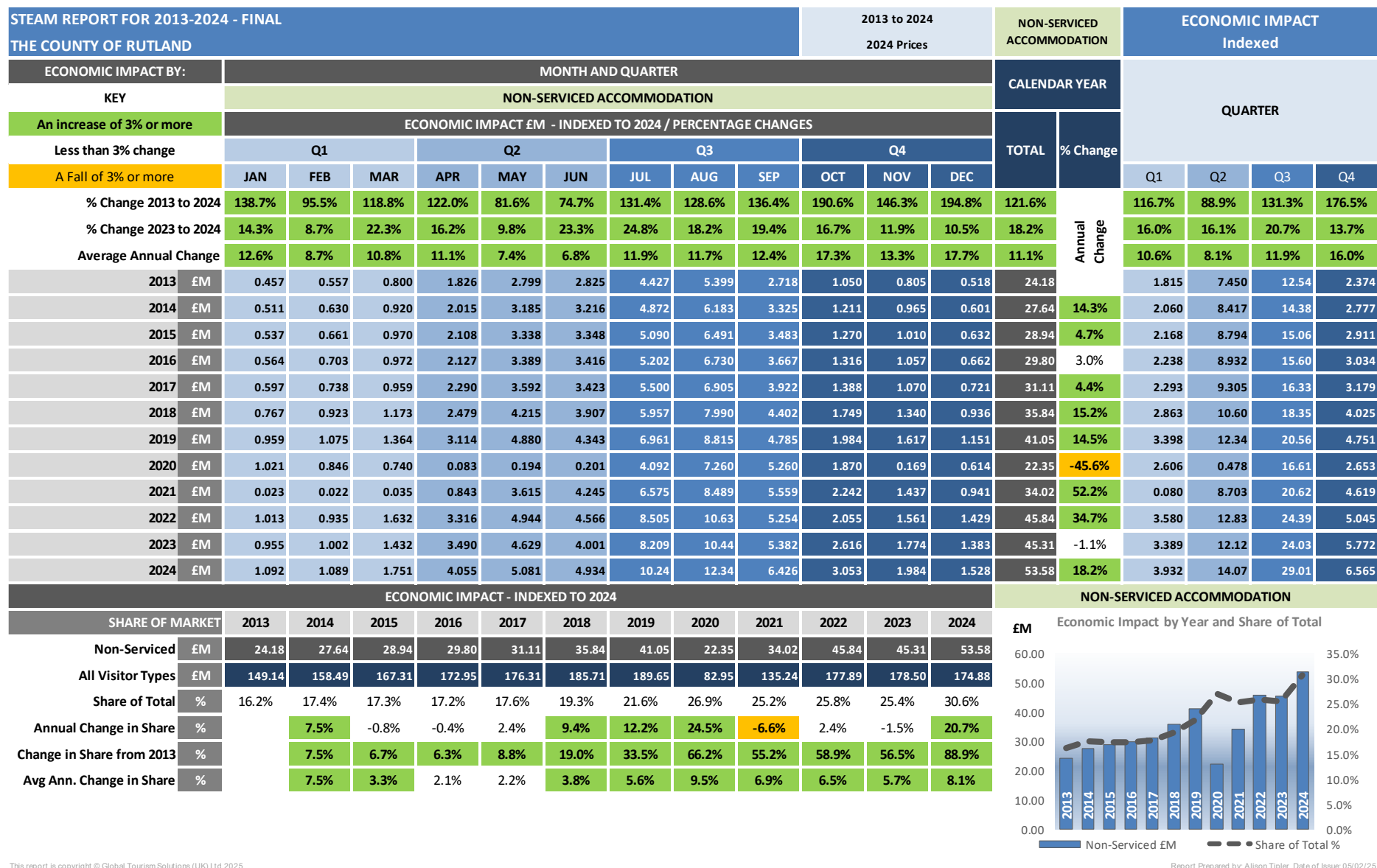




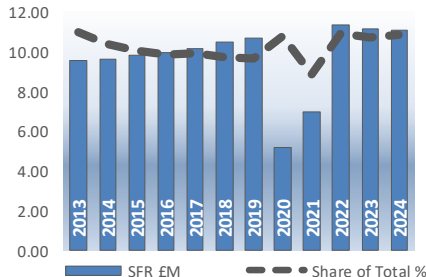
STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024 2024 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2013 to 2024		-18.8%	-24.9%	-17.9%	18.3%	35.8%	-5.1%	10.4%	-6.7%	5.6%	-6.2%	-10.4%	-10.1%	-2.0%	Annual Change	-20.4%	16.4%	1.3%	-8.9%		
% Change 2023 to 2024		-23.7%	-23.6%	-22.6%	-23.5%	-18.2%	-21.4%	-17.0%	-18.6%	-21.7%	-20.4%	-21.8%	-23.2%	-20.7%		-23.2%	-20.7%	-18.9%	-21.5%		
Average Annual Change		-1.7%	-2.3%	-1.6%	1.7%	3.3%	-0.5%	0.9%	-0.6%	0.5%	-0.6%	-0.9%	-0.9%	-0.2%		-1.9%	1.5%	0.1%	-0.8%		
2013		£M	2.593	3.825	5.227	3.337	4.186	4.065	4.710	7.424	3.740	2.660	3.462	1.251	46.48	10.9%	11.65	11.59	15.87	7.373	
2014		£M	2.563	3.637	5.310	3.714	5.183	4.221	6.211	8.097	4.757	2.990	3.608	1.264	51.56		11.51	13.12	19.07	7.862	
2015		£M	2.778	3.658	5.062	3.638	5.178	4.365	6.074	7.910	4.519	2.934	3.309	1.154	50.58		-1.9%	11.50	13.18	18.50	7.396
2016		£M	2.754	3.736	5.552	3.989	5.356	4.221	6.314	8.173	4.491	2.811	3.757	1.332	52.49		3.8%	12.04	13.57	18.98	7.901
2017		£M	2.558	3.415	5.108	4.207	5.826	4.222	6.109	8.106	4.527	2.735	3.570	1.271	51.65		-1.6%	11.08	14.25	18.74	7.577
2018		£M	2.785	3.650	5.366	4.476	6.316	4.522	6.083	8.789	4.733	2.945	3.859	1.371	54.89		6.3%	11.80	15.31	19.61	8.174
2019		£M	2.784	3.657	5.438	4.499	6.403	4.561	6.202	8.742	4.673	2.982	3.960	1.351	55.25		0.7%	11.88	15.46	19.62	8.292
2020		£M	2.668	3.429	2.204	0.301	0.502	0.308	1.383	4.141	2.207	1.319	0.501	0.143	19.11		-65.4%	8.301	1.110	7.731	1.963
2021		£M	0.491	0.620	1.118	1.039	1.804	3.763	5.421	8.146	4.614	3.001	3.751	1.202	34.97		83.0%	2.229	6.606	18.18	7.955
2022		£M	2.305	3.533	5.426	5.040	6.833	4.796	6.306	8.389	4.853	3.157	4.091	1.443	56.17		60.6%	11.26	16.67	19.55	8.690
2023		£M	2.758	3.758	5.548	5.158	6.951	4.910	6.267	8.506	5.040	3.132	3.967	1.465	57.46	2.3%	12.06	17.02	19.81	8.564	
2024		£M	2.106	2.872	4.293	3.947	5.686	3.857	5.201	6.923	3.948	2.494	3.100	1.125	45.55	-20.7%	9.270	13.49	16.07	6.720	
ECONOMIC IMPACT - INDEXED TO 2024														SERVICED ACCOMMODATION							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total							
Serviced		£M	46.48	51.56	50.58	52.49	51.65	54.89	55.25	19.11	34.97	56.17	57.46	45.55							
All Visitor Types		£M	149.14	158.49	167.31	172.95	176.31	185.71	189.65	82.95	135.24	177.89	178.50	174.88							
Share of Total		%	31.2%	32.5%	30.2%	30.3%	29.3%	29.6%	29.1%	23.0%	25.9%	31.6%	32.2%	26.0%							
Annual Change in Share		%		4.4%	-7.1%	0.4%	-3.5%	0.9%	-1.4%	-20.9%	12.3%	22.1%	1.9%	-19.1%							
Change in Share from 2013		%		4.4%	-3.0%	-2.6%	-6.0%	-5.2%	-6.5%	-26.1%	-17.0%	1.3%	3.3%	-16.4%							
Avg Ann. Change in Share		%		4.4%	-1.5%	-0.9%	-1.5%	-1.0%	-1.1%	-3.7%	-2.1%	0.1%	0.3%	-1.5%							

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Report Prepared by: Alison Tipler Date of Issue: 05/02/2025

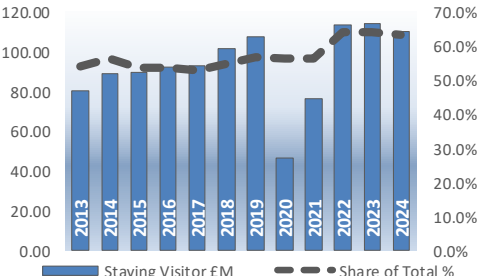




STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND											2013 to 2024 2024 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		10.1%	4.1%	5.3%	18.3%	17.8%	12.0%	17.8%	15.7%	26.7%	19.6%	17.2%	20.9%		15.7%	7.7%	16.6%	19.0%	19.7%	
% Change 2023 to 2024		-1.7%	-2.7%	-2.3%	-2.7%	-2.5%	0.7%	1.3%	-0.3%	1.0%	-2.1%	-0.8%	0.3%		-0.9%	-2.0%	-1.9%	0.6%	-0.6%	
Average Annual Change		0.9%	0.4%	0.5%	1.7%	1.6%	1.1%	1.6%	1.4%	2.4%	1.8%	1.6%	1.9%		1.4%	0.7%	1.5%	1.7%	1.8%	
2013		£M	1.320	0.482	0.601	1.165	0.810	0.636	0.967	1.030	0.586	0.497	0.440		0.993	9.527	0.8%	2.402	2.611	2.583
2014		£M	1.289	0.464	0.586	1.178	0.834	0.639	1.001	1.055	0.618	0.504	0.439	0.995	9.603	2.339		2.651	2.675	1.939
2015		£M	1.335	0.472	0.588	1.197	0.852	0.655	1.019	1.074	0.629	0.512	0.438	1.003	9.775	2.396		2.705	2.722	1.953
2016		£M	1.339	0.472	0.606	1.216	0.860	0.656	1.030	1.090	0.638	0.511	0.455	1.023	9.897	2.417		2.733	2.758	1.989
2017		£M	1.351	0.480	0.601	1.266	0.905	0.671	1.062	1.118	0.668	0.523	0.460	1.047	10.15	2.6%	2.432	2.842	2.848	2.030
2018		£M	1.401	0.494	0.615	1.299	0.940	0.692	1.080	1.168	0.683	0.546	0.477	1.090	10.48	3.3%	2.510	2.930	2.931	2.113
2019		£M	1.430	0.500	0.623	1.331	0.952	0.694	1.101	1.170	0.678	0.553	0.491	1.114	10.64	1.4%	2.554	2.976	2.948	2.158
2020		£M	1.435	0.441	0.283	0.057	0.051	0.037	0.540	0.849	0.621	0.408	0.057	0.423	5.203	-51.1%	2.159	0.145	2.010	0.888
2021		£M	0.115	0.040	0.066	0.357	0.708	0.688	1.051	1.151	0.810	0.622	0.445	0.920	6.972	34.0%	0.221	1.752	3.012	1.987
2022		£M	1.465	0.512	0.670	1.420	1.012	0.745	1.182	1.244	0.740	0.588	0.518	1.219	11.32	62.3%	2.647	3.177	3.166	2.325
2023		£M	1.478	0.516	0.648	1.416	0.979	0.708	1.124	1.195	0.735	0.607	0.520	1.198	11.12	-1.7%	2.642	3.103	3.055	2.325
2024		£M	1.454	0.502	0.633	1.378	0.955	0.713	1.139	1.191	0.743	0.594	0.516	1.202	11.02	-0.9%	2.588	3.046	3.074	2.312
ECONOMIC IMPACT - INDEXED TO 2024														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
SFR		£M	9.527	9.603	9.775	9.897	10.15	10.48	10.64	5.203	6.972	11.32	11.12	11.02						
All Visitor Types		£M	149.14	158.49	167.31	172.95	176.31	185.71	189.65	82.95	135.24	177.89	178.50	174.88						
Share of Total		%	6.4%	6.1%	5.8%	5.7%	5.8%	5.6%	5.6%	6.3%	5.2%	6.4%	6.2%	6.3%						
Annual Change in Share		%		-5.1%	-3.6%	-2.1%	0.6%	-2.0%	-0.7%	11.8%	-17.8%	23.4%	-2.0%	1.1%						
Change in Share from 2013		%		-5.1%	-8.5%	-10.4%	-9.9%	-11.6%	-12.2%	-1.8%	-19.3%	-0.4%	-2.4%	-1.4%						
Avg Ann. Change in Share		%		-5.1%	-4.3%	-3.5%	-2.5%	-2.3%	-2.0%	-0.3%	-2.4%	0.0%	-0.2%	-0.1%						

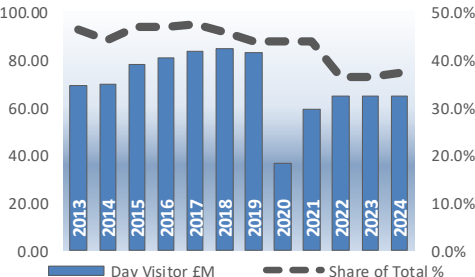
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STEAM REPORT FOR 2013-2024 - FINAL THE COUNTY OF RUTLAND										2013 to 2024 2024 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES													TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		6.4%	-8.3%	0.7%	48.2%	50.4%	26.3%	64.1%	47.7%	57.8%	46.0%	19.0%	39.5%		37.4%	-0.5%	41.4%	55.3%	33.6%	
% Change 2023 to 2024		-10.4%	-15.4%	-12.5%	-6.8%	-6.7%	-1.2%	6.3%	1.6%	-0.4%	-3.4%	-10.5%	-4.7%		-3.3%	-12.7%	-5.1%	2.7%	-6.4%	
Average Annual Change		0.6%	-0.8%	0.1%	4.4%	4.6%	2.4%	5.8%	4.3%	5.3%	4.2%	1.7%	3.6%		3.4%	0.0%	3.8%	5.0%	3.1%	
2013 £M		4.371	4.864	6.628	6.328	7.795	7.526	10.10	13.85	7.044	4.207	4.708	2.763		80.19	15.86	21.65	31.00	11.68	
2014 £M		4.363	4.731	6.816	6.908	9.202	8.076	12.08	15.34	8.701	4.705	5.013	2.860	88.79	10.7%	15.91	24.19	36.12	12.58	
2015 £M		4.650	4.792	6.620	6.943	9.368	8.369	12.18	15.47	8.631	4.715	4.757	2.788	89.29	0.6%	16.06	24.68	36.29	12.26	
2016 £M		4.657	4.911	7.130	7.333	9.605	8.294	12.55	15.99	8.797	4.638	5.269	3.017	92.19	3.2%	16.70	25.23	37.34	12.92	
2017 £M		4.506	4.633	6.668	7.763	10.32	8.317	12.67	16.13	9.118	4.647	5.100	3.039	92.91	0.8%	15.81	26.40	37.92	12.79	
2018 £M		4.952	5.067	7.154	8.253	11.47	9.121	13.12	17.95	9.818	5.239	5.676	3.397	101.22	8.9%	17.17	28.85	40.89	14.31	
2019 £M		5.174	5.233	7.425	8.944	12.23	9.598	14.26	18.73	10.14	5.519	6.067	3.616	106.94	5.6%	17.83	30.78	43.13	15.20	
2020 £M		5.124	4.716	3.226	0.441	0.747	0.546	6.015	12.25	8.088	3.597	0.727	1.180	46.66	-56.4%	13.07	1.733	26.35	5.504	
2021 £M		0.629	0.682	1.218	2.239	6.127	8.696	13.05	17.79	10.98	5.865	5.633	3.063	75.97	62.8%	2.530	17.06	41.82	14.56	
2022 £M		4.783	4.981	7.728	9.777	12.79	10.11	15.99	20.26	10.85	5.799	6.170	4.091	113.33	49.2%	17.49	32.67	47.10	16.06	
2023 £M		5.191	5.275	7.627	10.06	12.56	9.619	15.60	20.14	11.16	6.355	6.261	4.046	113.90	0.5%	18.09	32.24	46.90	16.66	
2024 £M		4.652	4.463	6.676	9.380	11.72	9.504	16.58	20.45	11.12	6.142	5.600	3.854	110.15	-3.3%	15.79	30.61	48.16	15.60	
ECONOMIC IMPACT - INDEXED TO 2024														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	80.19	88.79	89.29	92.19	92.91	101.22	106.94	46.66	75.97	113.33	113.90	110.15						
All Visitor Types		£M	149.14	158.49	167.31	172.95	176.31	185.71	189.65	82.95	135.24	177.89	178.50	174.88						
Share of Total		%	53.8%	56.0%	53.4%	53.3%	52.7%	54.5%	56.4%	56.2%	56.2%	63.7%	63.8%	63.0%						
Annual Change in Share		%		4.2%	-4.7%	-0.1%	-1.1%	3.4%	3.5%	-0.2%	-0.1%	13.4%	0.2%	-1.3%						
Change in Share from 2013		%		4.2%	-0.7%	-0.9%	-2.0%	1.4%	4.9%	4.6%	4.5%	18.5%	18.7%	17.1%						
Avg Ann. Change in Share		%		4.2%	-0.4%	-0.3%	-0.5%	0.3%	0.8%	0.7%	0.6%	2.1%	1.9%	1.6%						

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STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			DAY VISITOR		ECONOMIC IMPACT				
THE COUNTY OF RUTLAND											2024 Prices					Indexed				
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024			-20.5%	5.2%	10.4%	-13.8%	-5.9%	3.3%	-12.1%	-42.0%	14.3%	-19.1%	-8.8%	22.0%	-6.1%	Annual Change	-1.8%	-5.4%	-15.8%	-2.1%
% Change 2023 to 2024			0.8%	3.1%	1.1%	-1.5%	2.6%	4.1%	0.2%	-2.4%	-5.2%	-1.1%	-0.6%	0.3%	0.2%		1.7%	1.9%	-2.7%	-0.4%
Average Annual Change			-1.9%	0.5%	0.9%	-1.3%	-0.5%	0.3%	-1.1%	-3.8%	1.3%	-1.7%	-0.8%	2.0%	-0.6%		-0.2%	-0.5%	-1.4%	-0.2%
2013	£M	6.504	6.197	6.433	4.863	5.375	5.088	5.506	6.482	4.985	4.508	7.692	5.313	68.94	1.1%	19.13	15.33	16.97	17.51	
2014	£M	6.234	6.057	8.109	5.129	5.062	4.920	5.310	6.433	5.140	4.730	7.114	5.455	69.69		20.40	15.11	16.88	17.30	
2015	£M	6.875	6.586	9.271	5.949	5.750	5.399	5.831	7.039	5.913	5.422	7.609	6.377	78.02		22.73	17.10	18.78	19.41	
2016	£M	7.952	7.132	8.812	5.463	5.560	5.812	6.324	7.201	6.340	5.536	8.198	6.434	80.76		23.90	16.84	19.86	20.17	
2017	£M	7.978	7.333	9.033	5.668	5.782	6.007	6.576	7.427	6.619	5.710	8.502	6.769	83.40		24.34	17.46	20.62	20.98	
2018	£M	7.935	7.565	9.187	5.395	5.936	5.778	6.495	6.043	7.027	5.529	9.658	7.948	84.50		24.69	17.11	19.56	23.13	
2019	£M	7.686	7.665	9.433	5.638	5.753	5.715	6.480	5.633	7.416	4.704	8.831	7.758	82.71		24.78	17.11	19.53	21.29	
2020	£M	7.799	6.719	3.981	0.387	0.767	1.258	1.937	2.037	3.374	2.363	2.865	2.807	36.29		18.50	2.412	7.348	8.035	
2021	£M	2.795	3.216	4.750	3.385	4.208	5.038	5.563	5.126	6.826	4.345	7.664	6.354	59.27		10.76	12.63	17.51	18.36	
2022	£M	5.458	5.463	7.325	4.436	4.524	4.659	5.260	4.217	5.682	3.837	7.172	6.529	64.56		18.25	13.62	15.16	17.54	
2023	£M	5.129	6.321	7.029	4.253	4.928	5.047	4.827	3.851	6.011	3.687	7.057	6.467	64.61		0.1%	18.48	14.23	14.69	17.21
2024	£M	5.171	6.520	7.103	4.190	5.056	5.255	4.839	3.758	5.699	3.647	7.016	6.484	64.74		0.2%	18.79	14.50	14.30	17.15
ECONOMIC IMPACT - INDEXED TO 2024														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Day Visitor	£M	68.94	69.69	78.02	80.76	83.40	84.50	82.71	36.29	59.27	64.56	64.61	64.74							
All Visitor Types	£M	149.14	158.49	167.31	172.95	176.31	185.71	189.65	82.95	135.24	177.89	178.50	174.88							
Share of Total	%	46.2%	44.0%	46.6%	46.7%	47.3%	45.5%	43.6%	43.8%	43.8%	36.3%	36.2%	37.0%							
Annual Change in Share	%		-4.9%	6.0%	0.1%	1.3%	-3.8%	-4.1%	0.3%	0.2%	-17.2%	-0.3%	2.3%							
Change in Share from 2013	%		-4.9%	0.9%	1.0%	2.3%	-1.6%	-5.7%	-5.4%	-5.2%	-21.5%	-21.7%	-19.9%							
Avg Ann. Change in Share	%		-4.9%	0.4%	0.3%	0.6%	-0.3%	-0.9%	-0.8%	-0.6%	-2.4%	-2.2%	-1.8%							

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