



STEAM REPORT FOR 2014-2024 - FINAL

Final

THE WOLDS DEVELOPMENT PLAN AREA

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch


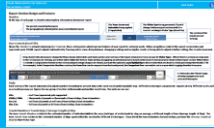



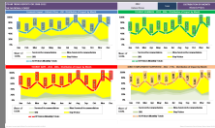







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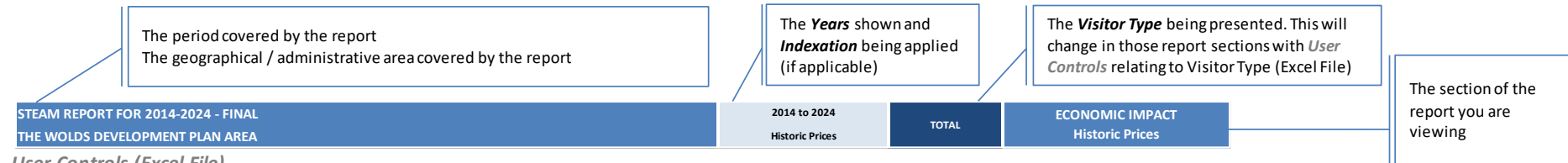
REPORT SECTIONS  <p>Page</p>	USER GUIDE  <p>3</p>	COMPARATIVE HEADLINES  <p>4</p>	KEY MEASURES  <p>5-11</p>
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  <p>13</p>	DISTRIBUTION OF IMPACT: <i>by Month</i>  <p>14</p>	DISTRIBUTION OF IMPACT: <i>by Sector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

Headers

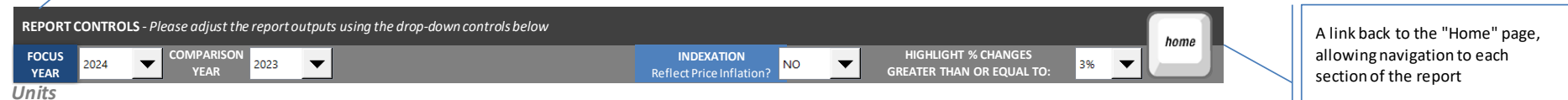
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES																			
KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	0.128	0.139	-8.0%	0.657	0.706	-6.9%	0.307	0.312	-1.6%	1.092	1.157	-5.6%	3.236	3.243	-0.2%	4.328	4.400	-1.7%
Visitor Numbers	M	0.064	0.069	-6.0%	0.093	0.100	-7.0%	0.129	0.131	-1.6%	0.287	0.300	-4.4%	3.236	3.243	-0.2%	3.522	3.543	-0.6%
Direct Expenditure	£M																194.53	189.52	2.6%
Economic Impact	£M	20.04	20.88	-4.1%	52.40	53.04	-1.2%	21.05	20.39	3.2%	93.49	94.31	-0.9%	168.14	160.65	4.7%	261.63	254.96	2.6%
Direct Employment	FTEs	338	396	-14.5%	513	593	-13.5%	146	149	-2.6%	997	1,138	-12.4%	1,146	1,161	-1.3%	2,143	2,299	-6.8%
Total Employment	FTEs																2,674	2,848	-6.1%
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES																			
KEY		Serviced			Non-Serviced			SFR			All Staying Visitors			Day Visitors			All Visitor Types		
Visitor Days		-8.0%			-6.9%			-1.6%			-5.6%			-0.2%			-1.7%		
Visitor Numbers		-6.0%			-7.0%			-1.6%			-4.4%			-0.2%			-0.6%		
Total Economic Impact		-4.1%			-1.2%			3.2%			-0.9%			4.7%			2.6%		
Direct Employment		-14.5%			-13.5%			-2.6%			-12.4%			-1.3%			-6.8%		
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices							Sectors		Sectoral Distribution of Employment - FTEs										
							2024	2023	+/- %	2024	2023	+/- %							
<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div>Accommodation</div><div>Food & Drink</div><div>Recreation</div><div>Shopping</div><div>Transport</div></div>							17.31	17.25	0.4%	510	616	-17.1%	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div>Accommodation</div><div>Food & Drink</div><div>Recreation</div><div>Shopping</div><div>Transport</div></div>						
							54.25	53.01	2.3%	554	574	-3.5%							
							21.92	21.38	2.5%	272	281	-3.3%							
							72.62	70.29	3.3%	677	694	-2.5%							
							28.43	27.59	3.1%	130	134	-2.8%							
							194.53	189.52	2.6%	2,143	2,299	-6.8%							
							67.09	65.44	2.5%	532	550	-3.3%							
261.63	254.96	2.6%	2,674	2,848	-6.1%	Direct Employment Categories													

Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2024

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

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

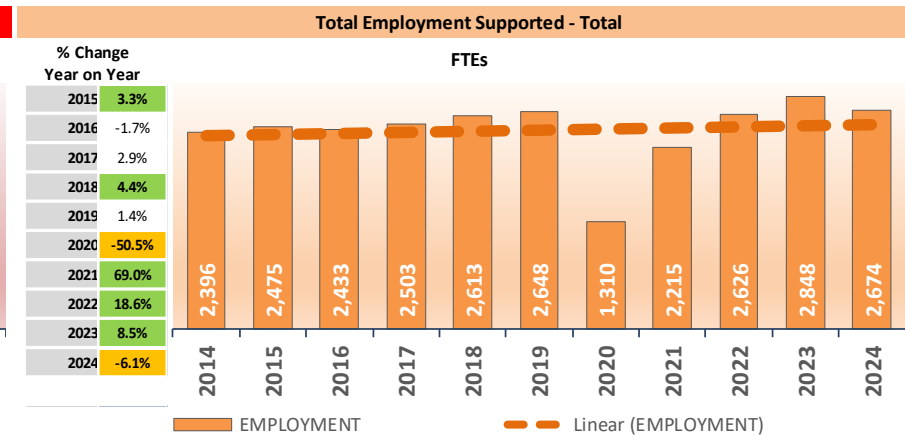
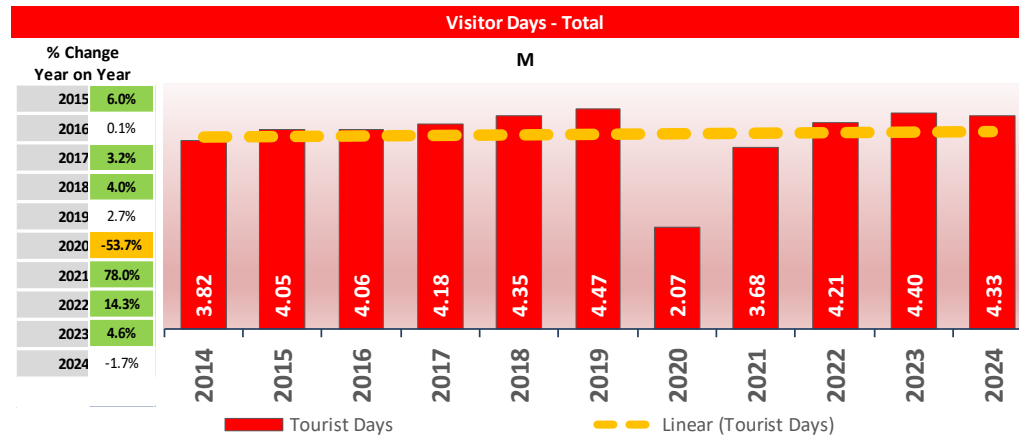
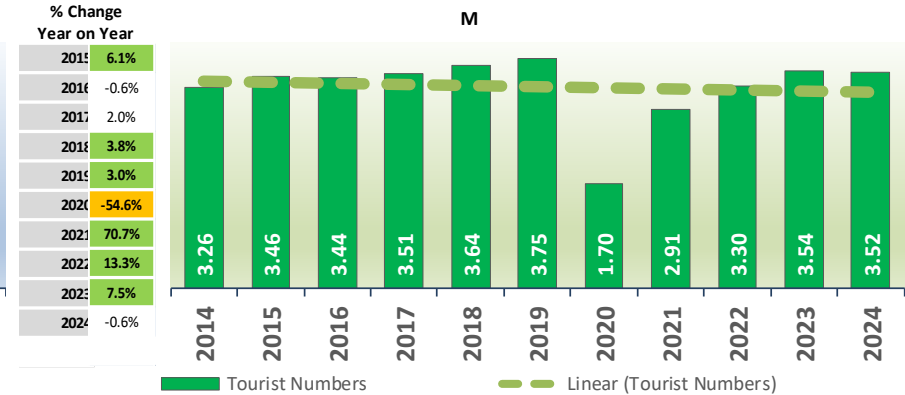
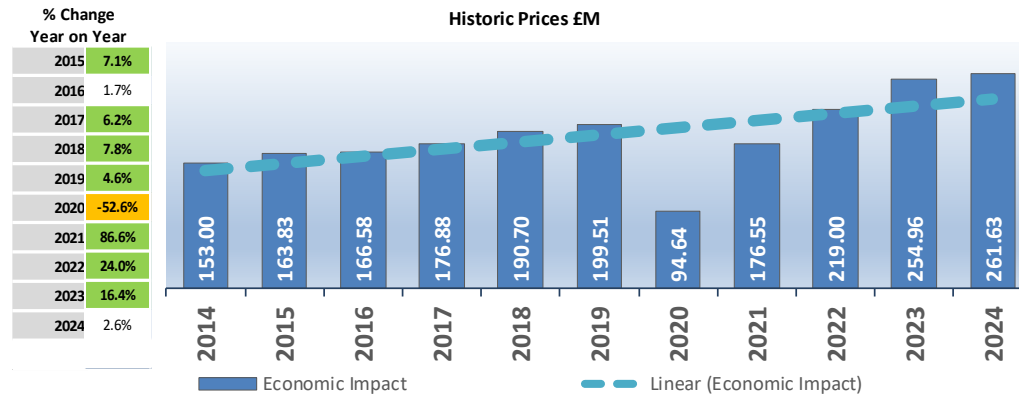
2014 to 2024
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		7.1%	8.9%	15.6%	24.6%	30.4%	-38.1%	15.4%	43.1%	66.6%	71.0%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%	8.7%	8.0%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%	15.1%	13.1%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%	18.9%	11.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

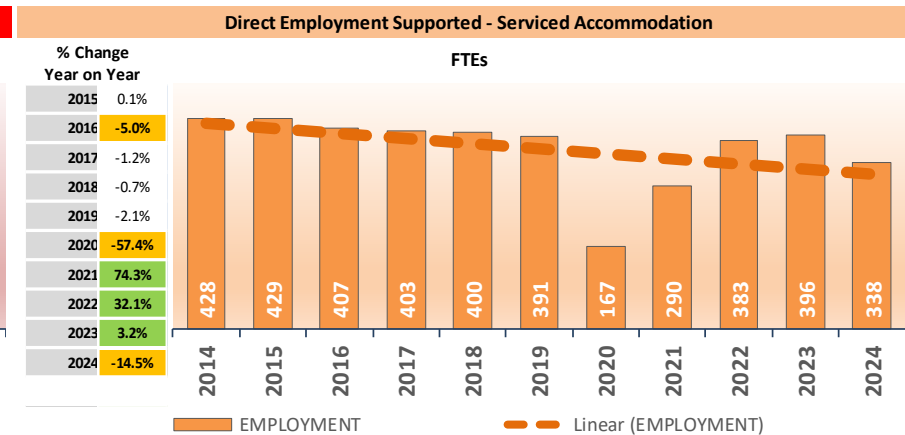
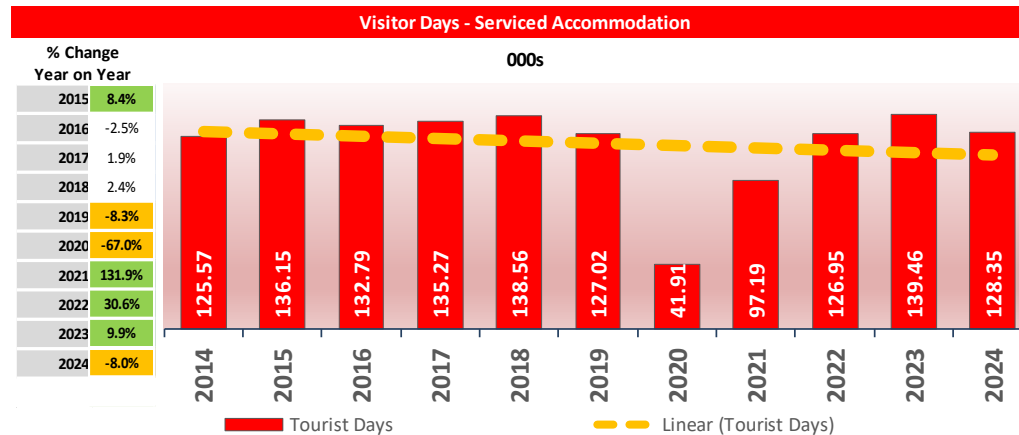
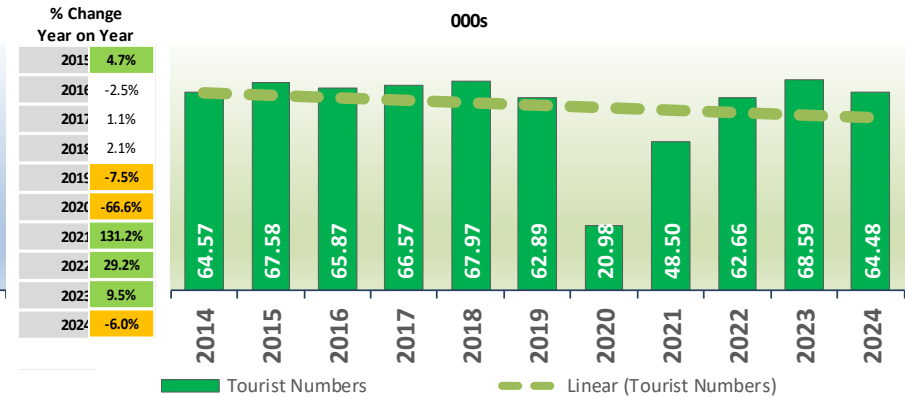
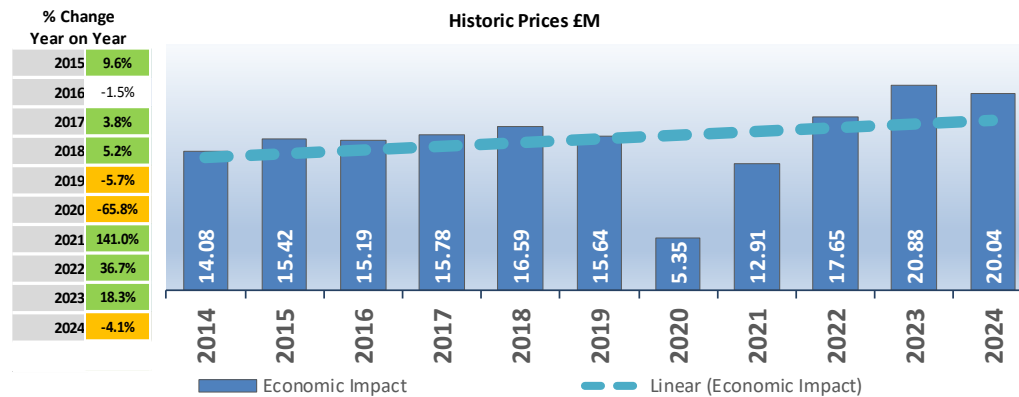
2014 to 2024
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		9.6%	7.9%	12.1%	17.9%	11.1%	-62.0%	-8.3%	25.4%	48.4%	42.3%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%	6.2%	-0.1%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%	11.1%	2.2%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%	-7.7%	-21.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

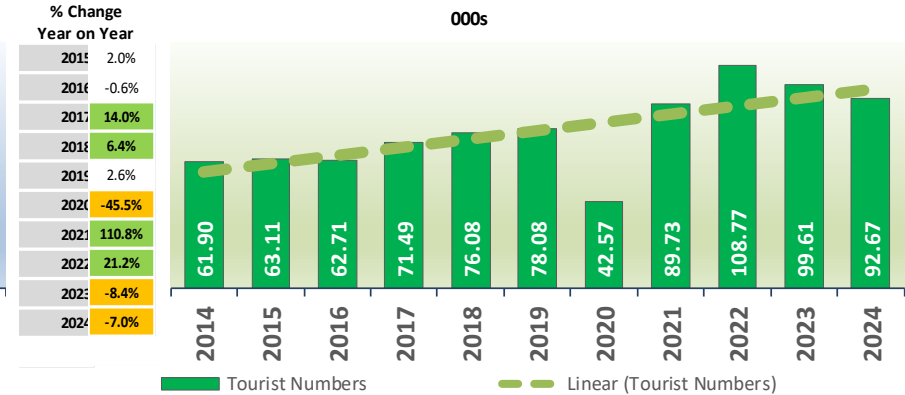
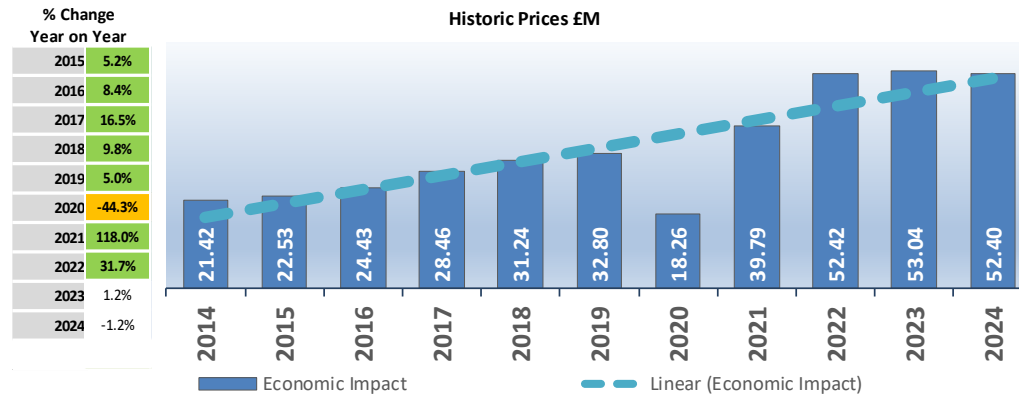
2014 to 2024
Historic Prices

NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

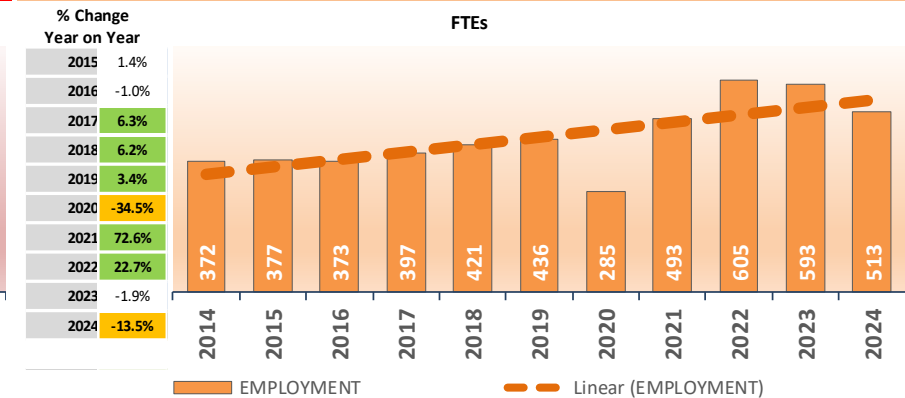
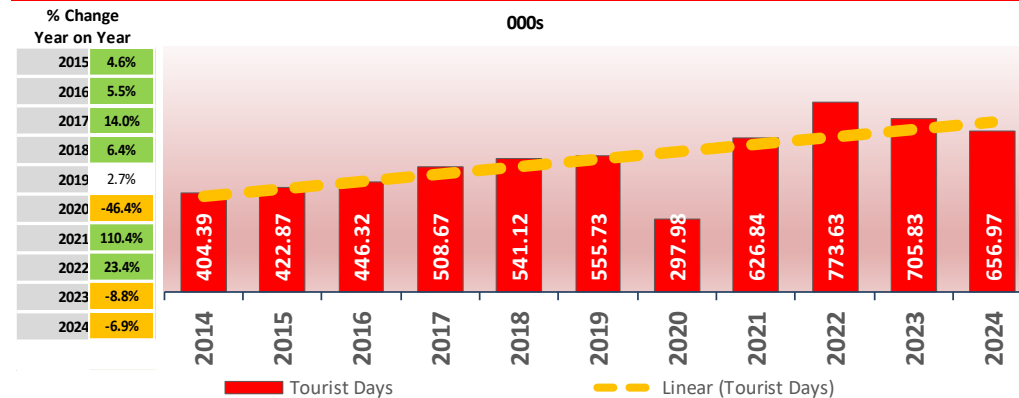
Economic Impact - Historic Prices - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation

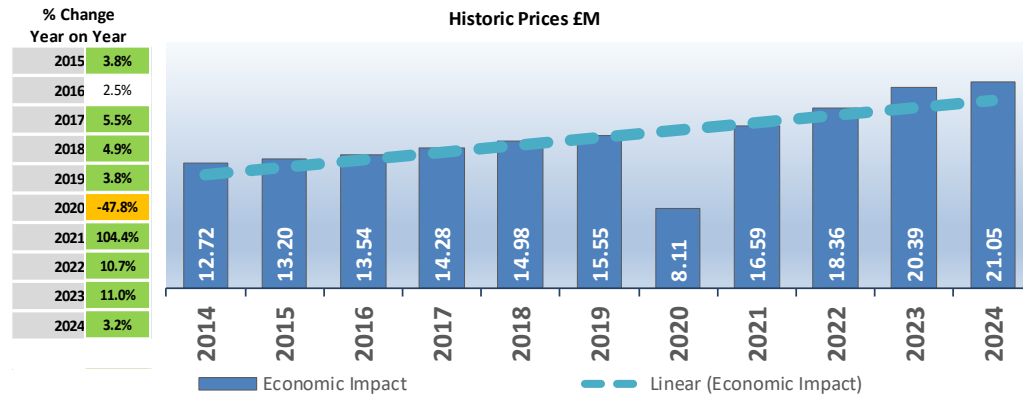


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		5.2%	14.1%	32.9%	45.9%	53.1%	-14.8%	85.8%	144.7%	147.6%	144.7%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%	60.9%	49.7%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%	74.5%	62.5%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%	59.6%	38.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

Economic Impact - Historic Prices - SFR

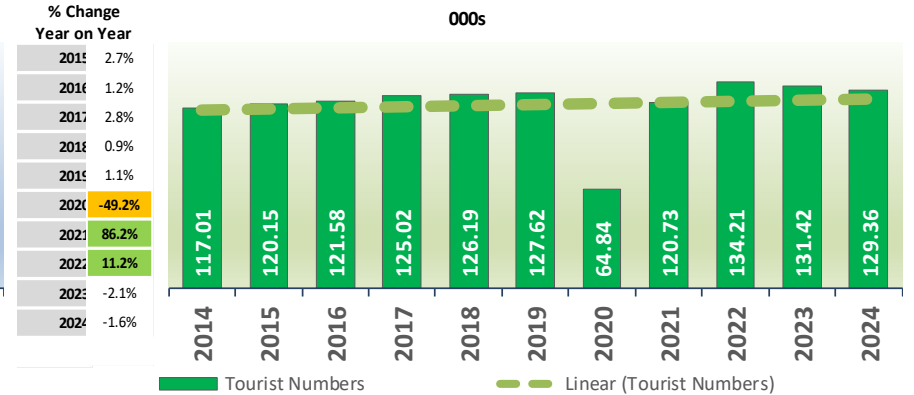


2014 to 2024
Historic Prices

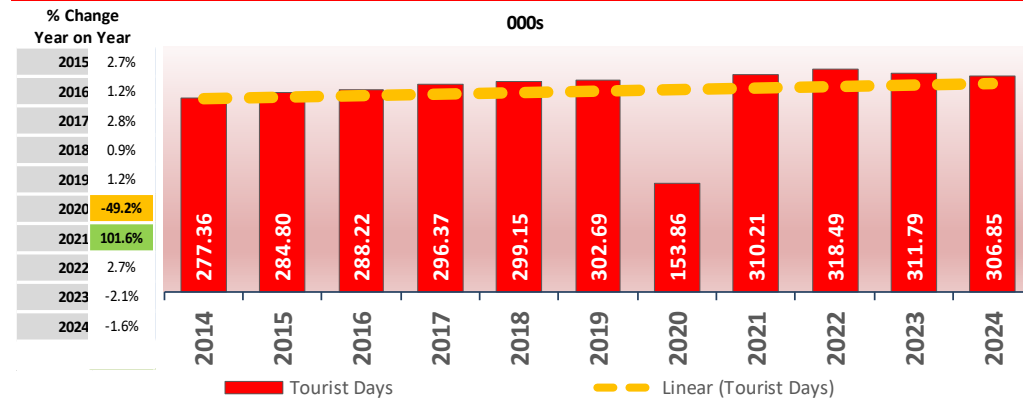
SFR

KEY MEASURES
Historic Prices

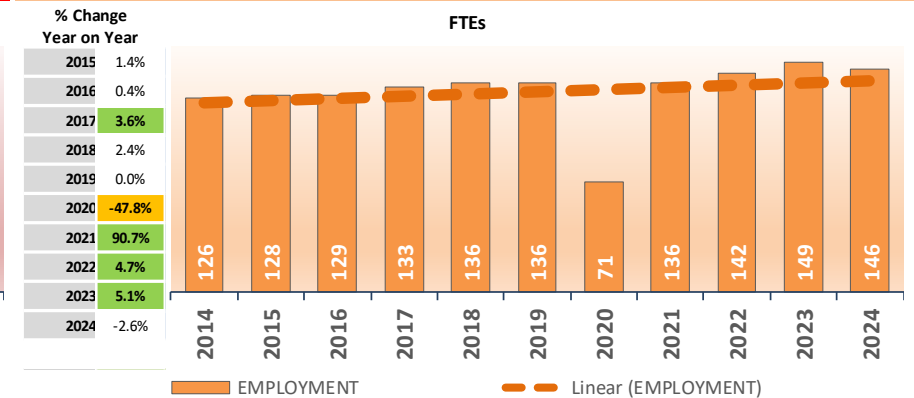
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.8%	6.5%	12.3%	17.8%	22.3%	-36.2%	30.4%	44.4%	60.3%	65.5%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%	12.3%	10.6%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%	12.4%	10.6%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%	18.3%	15.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

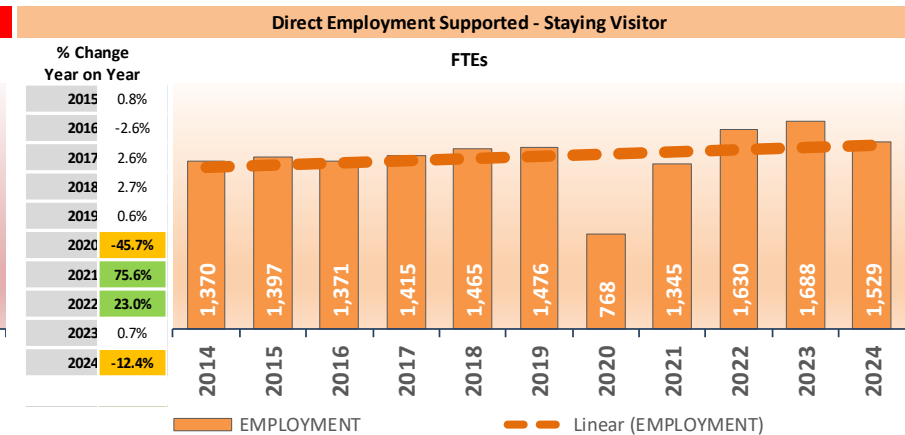
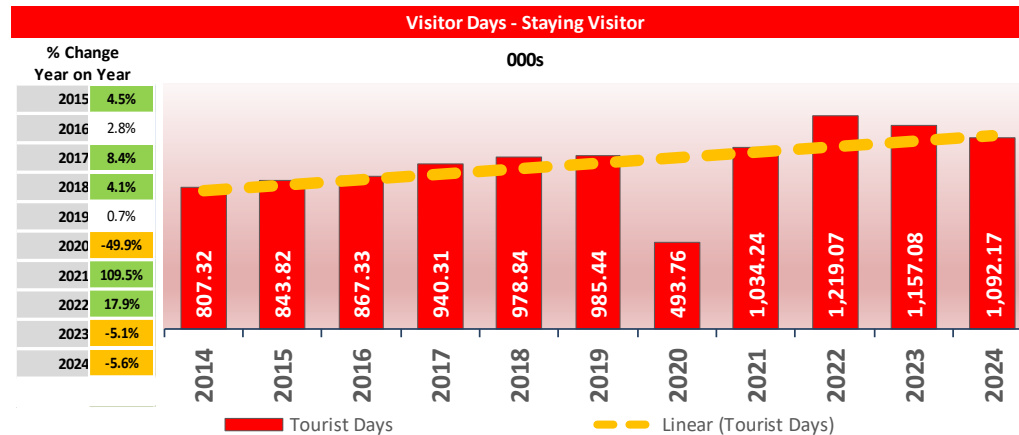
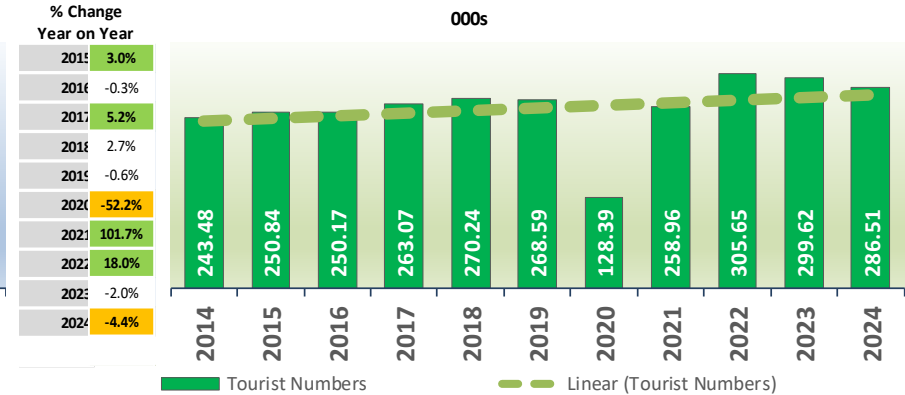
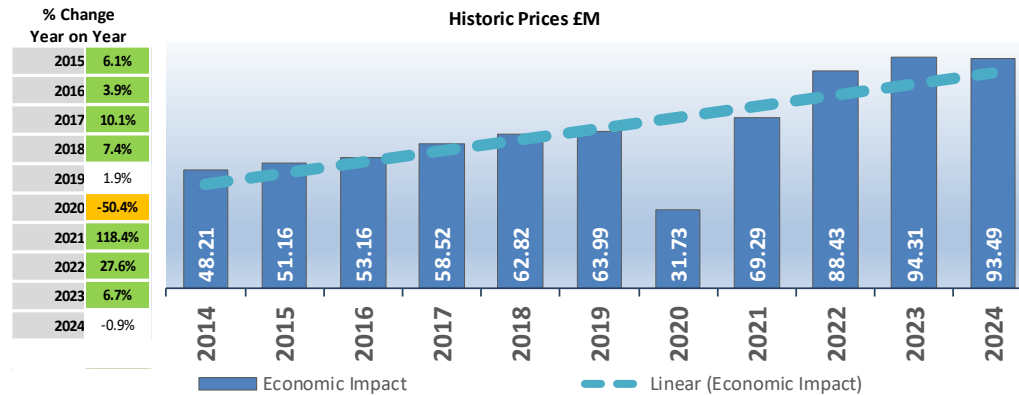
2014 to 2024
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Staying Visitor

Visitor Numbers - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		6.1%	10.3%	21.4%	30.3%	32.7%	-34.2%	43.7%	83.4%	95.6%	93.9%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%	23.1%	17.7%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%	43.3%	35.3%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%	-1.8%	19.0%	23.2%	11.6%

"Linear" = Linear Trendline

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THE WOLDS DEVELOPMENT PLAN AREA

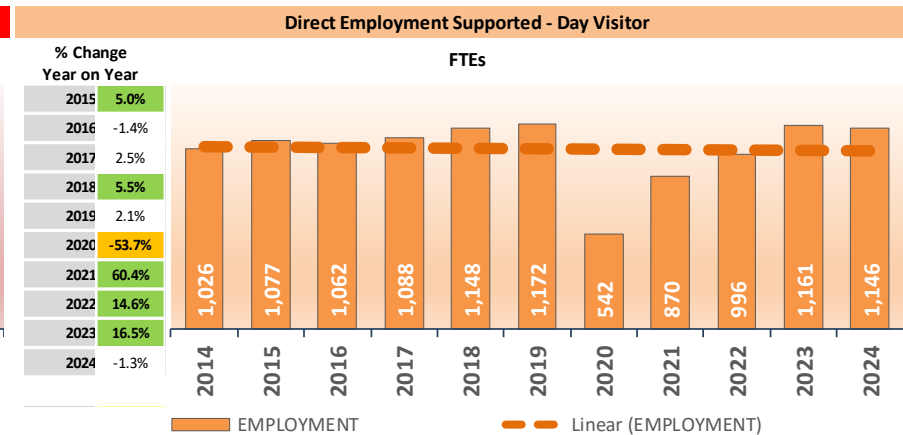
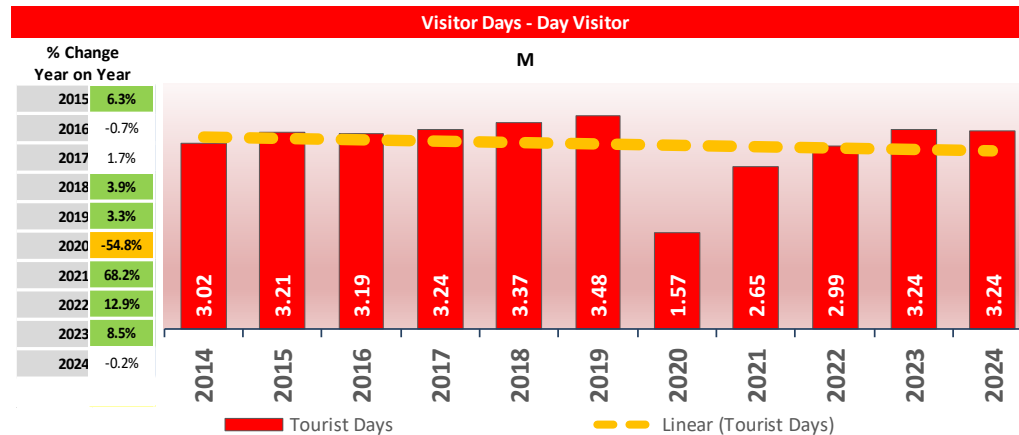
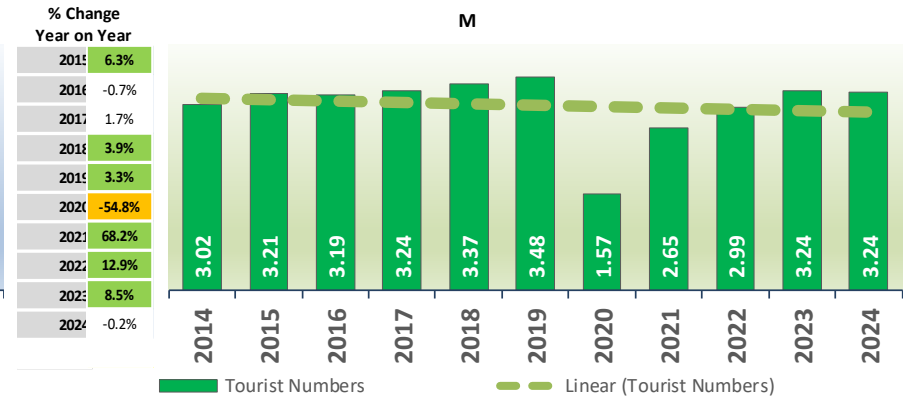
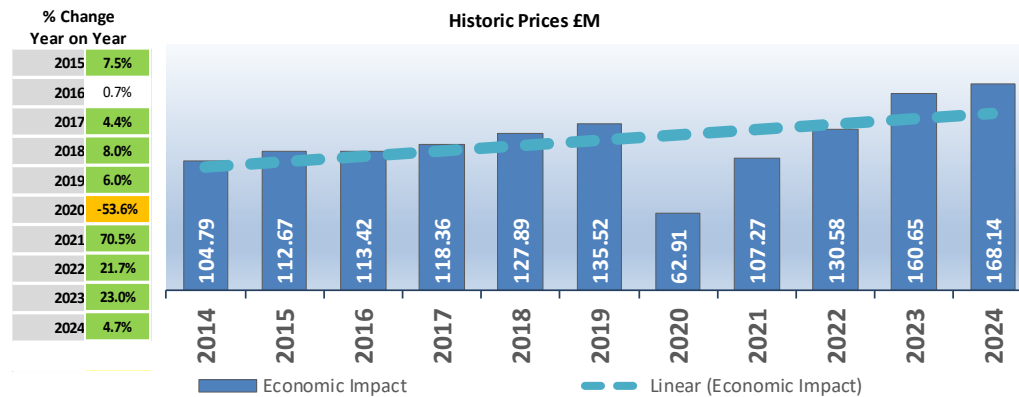
2014 to 2024
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor

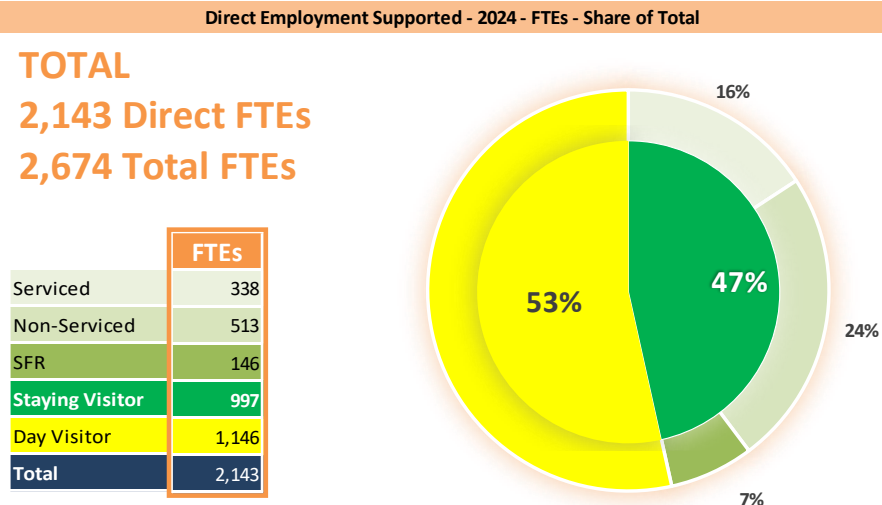
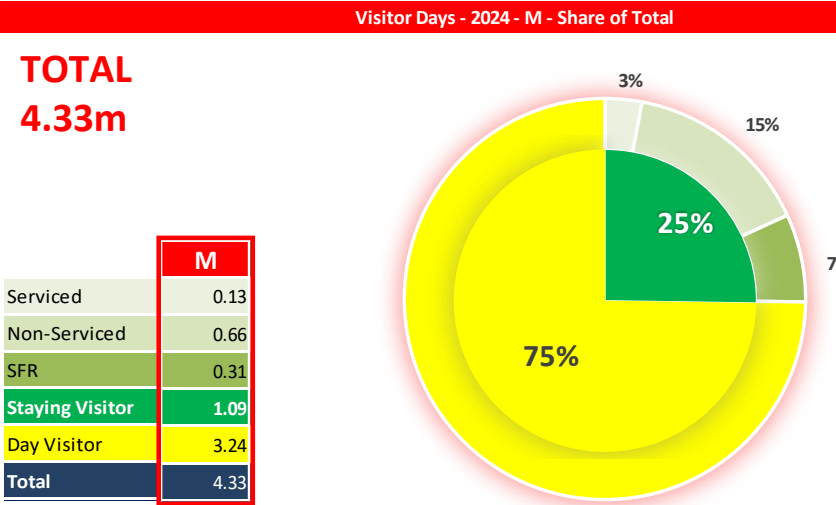
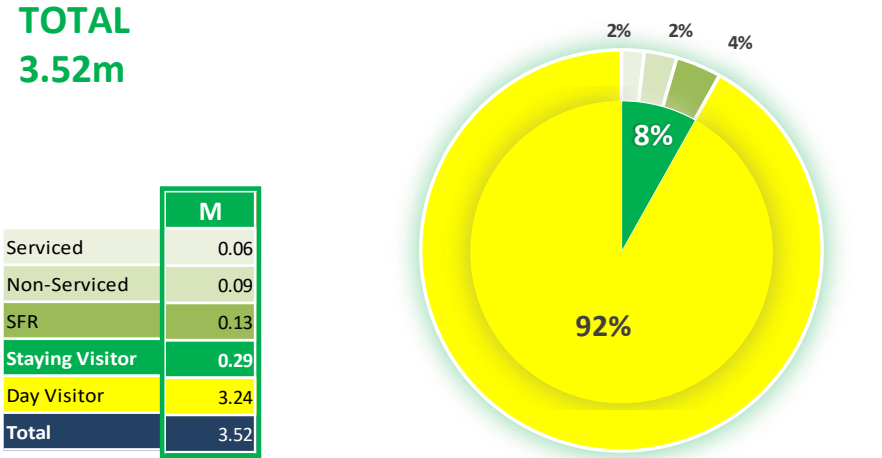
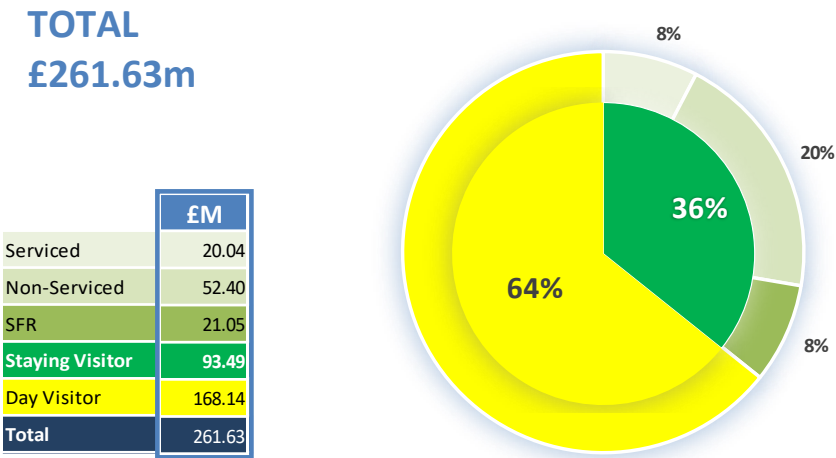


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		7.5%	8.2%	12.9%	22.0%	29.3%	-40.0%	2.4%	24.6%	53.3%	60.5%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%	13.1%	11.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2024

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



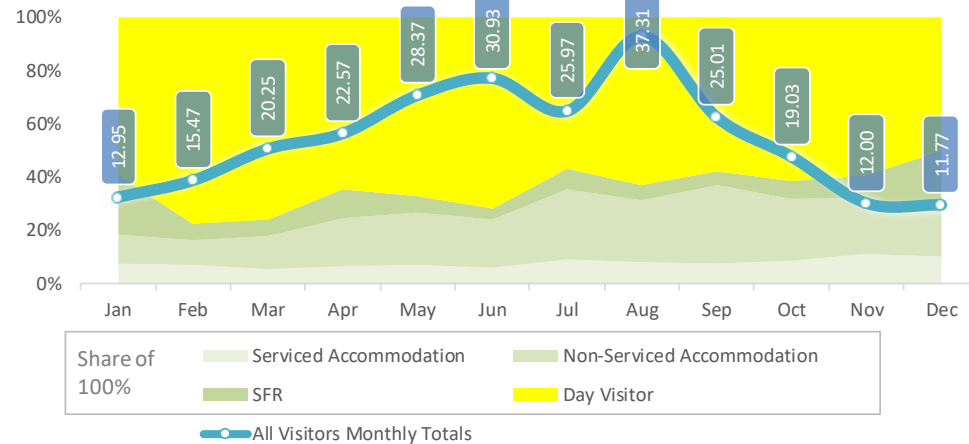
STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

2024
Historic Prices

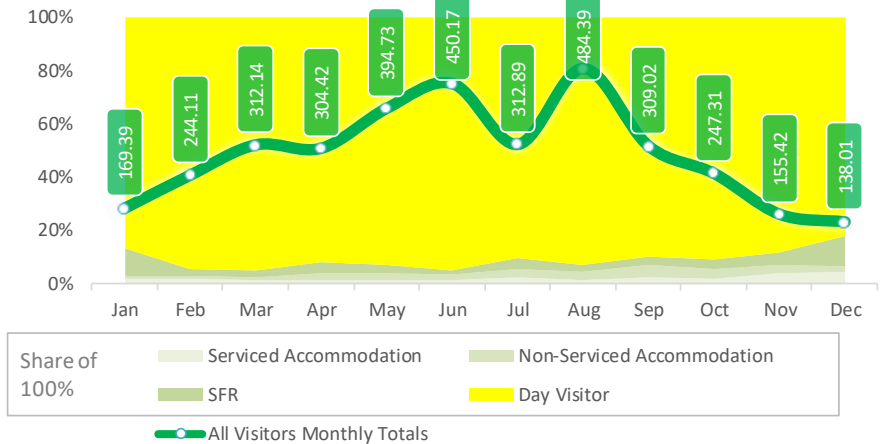
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

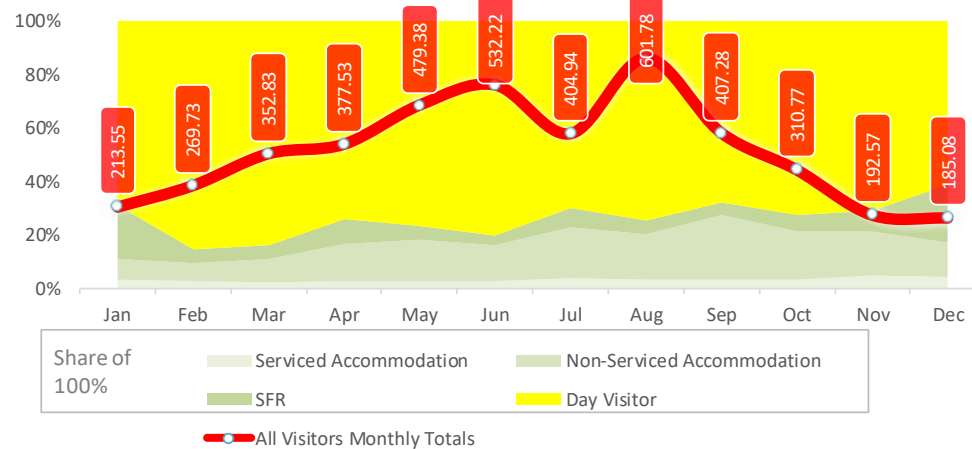
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



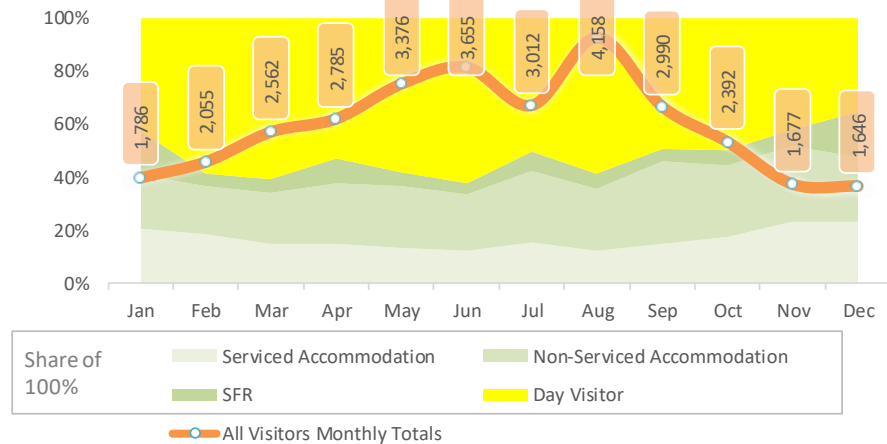
Visitor Numbers - 2024 - 000s - Distribution of Impact by Month



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



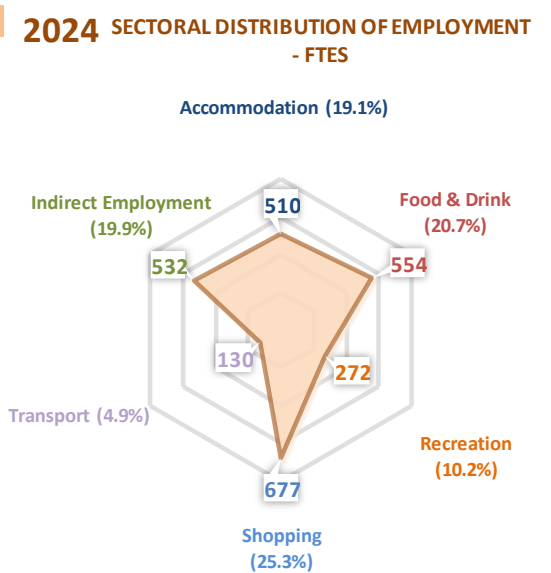
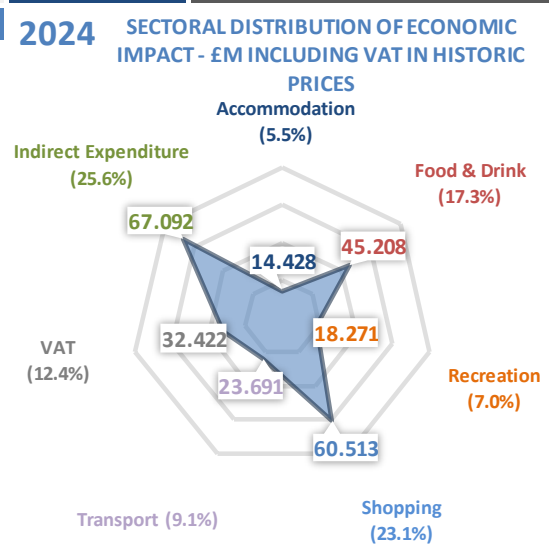
Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES												
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	7.772	8.323	8.706	9.412	9.919	9.802	5.014	10.85	14.13	14.38	14.43
Food & Drink	£M	26.55	28.42	28.83	30.60	33.05	34.63	17.39	30.53	37.55	44.18	45.21
Recreation	£M	10.75	11.52	11.67	12.40	13.41	14.06	7.023	12.30	15.12	17.82	18.27
Shopping	£M	36.14	38.74	39.25	41.42	44.72	47.05	22.25	40.03	49.17	58.57	60.51
Transport	£M	13.82	14.78	15.00	15.97	17.27	18.20	8.719	15.97	19.60	22.99	23.69
Direct Revenue	£M	95.03	101.78	103.46	109.81	118.36	123.74	60.40	109.68	135.56	157.93	162.11
VAT	£M	19.01	20.36	20.69	21.96	23.67	24.75	9.910	21.53	27.11	31.59	32.42
Direct Expenditure	£M	114.04	122.14	124.15	131.77	142.03	148.49	70.31	131.21	162.67	189.52	194.53
Indirect Expenditure	£M	38.96	41.69	42.44	45.10	48.67	51.01	24.34	45.34	56.33	65.44	67.09
TOTAL	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES												
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	565	560	531	523	526	537	309	495	623	616	510
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516	574	554
Recreation	FTEs	230	241	239	249	263	266	129	217	252	281	272
Shopping	FTEs	581	608	603	625	658	668	306	530	616	694	677
Transport	FTEs	109	114	113	118	125	127	59	104	120	134	130
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126	2,299	2,143
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500	550	532
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674

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

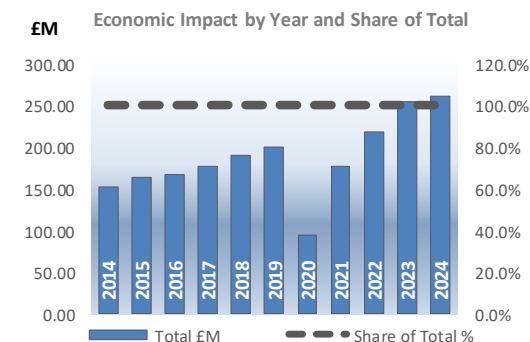


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2024

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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2024		75.9%	85.6%	93.1%	56.2%	70.2%	89.7%	46.9%	66.8%	79.6%	77.2%	55.6%	68.5%	71.0%	Annual Change	85.9%	72.6%	63.6%	68.3%
% Change 2023 to 2024		2.1%	3.5%	4.3%	-0.1%	2.9%	6.7%	4.4%	2.4%	-0.6%	1.6%	1.7%	0.1%	2.6%		3.4%	3.4%	2.1%	1.2%
Average Annual Change		7.6%	8.6%	9.3%	5.6%	7.0%	9.0%	4.7%	6.7%	8.0%	7.7%	5.6%	6.9%	7.1%		8.6%	7.3%	6.4%	6.8%
2014	£M	7.362	8.336	10.49	14.45	16.66	16.31	17.68	22.36	13.92	10.74	7.711	6.985	153.00		26.18	47.42	53.96	25.44
2015	£M	8.732	9.683	11.02	14.90	16.97	17.02	17.99	24.70	14.84	12.22	8.033	7.717	163.83		7.1%	29.43	48.90	57.53
2016	£M	8.893	9.724	11.92	14.83	17.76	18.60	17.64	25.06	14.51	11.82	7.895	7.928	166.58	1.7%	30.54	51.19	57.21	27.64
2017	£M	9.192	10.25	12.49	16.17	18.91	19.65	18.12	26.90	16.21	12.17	8.460	8.354	176.88	6.2%	31.94	54.72	61.23	28.98
2018	£M	9.766	11.21	13.45	16.92	21.03	21.26	19.12	29.17	17.84	13.17	9.013	8.744	190.70	7.8%	34.43	59.22	66.13	30.93
2019	£M	10.34	12.03	14.53	17.87	21.76	22.46	19.97	30.04	18.64	13.71	9.132	9.013	199.51	4.6%	36.91	62.09	68.65	31.86
2020	£M	9.993	10.68	7.013	1.263	2.352	3.904	8.186	19.27	14.61	9.673	2.948	4.748	94.64	-52.6%	27.69	7.519	42.06	17.37
2021	£M	2.447	3.981	5.678	9.453	17.98	23.55	21.21	32.26	22.54	16.95	10.03	10.47	176.55	86.6%	12.11	50.98	76.01	37.46
2022	£M	10.71	11.15	15.86	18.62	23.44	25.28	22.85	32.15	21.49	15.84	10.48	11.13	219.00	24.0%	37.72	67.34	76.48	37.45
2023	£M	12.69	14.95	19.41	22.59	27.58	29.00	24.88	36.42	25.16	18.73	11.80	11.75	254.96	16.4%	47.05	79.17	86.46	42.28
2024	£M	12.95	15.47	20.25	22.57	28.37	30.93	25.97	37.31	25.01	19.03	12.00	11.77	261.63	2.6%	48.67	81.87	88.29	42.80

ECONOMIC IMPACT - IN HISTORIC PRICES												TOTAL	
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Total	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	
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 2014	%												
Avg Ann. Change in Share	%												



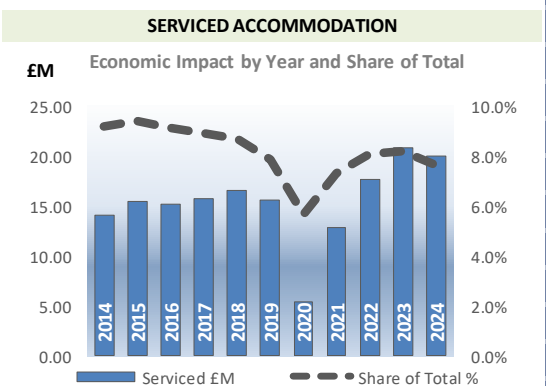
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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		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			Q1	Q2	Q3	Q4
% Change 2014 to 2024		63.5%	39.7%	32.3%	59.5%	92.9%	64.4%	35.9%	30.0%	12.3%	48.0%	19.4%	60.4%	42.3%	Annual Change	43.1%	72.3%	26.6%	40.2%
% Change 2023 to 2024		-4.7%	-7.4%	-5.8%	-9.2%	0.9%	-6.4%	-1.7%	0.4%	-7.6%	-1.6%	-4.6%	-7.9%	-4.1%		-6.0%	-4.7%	-2.5%	-4.5%
Average Annual Change		6.4%	4.0%	3.2%	5.9%	9.3%	6.4%	3.6%	3.0%	1.2%	4.8%	1.9%	6.0%	4.2%		4.3%	7.2%	2.7%	4.0%
2014	£M	0.588	0.763	0.871	0.951	1.043	1.164	1.757	2.290	1.680	1.076	1.134	0.759	14.08		2.222	3.159	5.727	2.968
2015	£M	0.759	0.885	0.982	1.061	1.221	1.431	1.906	2.412	1.648	1.260	1.027	0.831	15.42	9.6%	2.626	3.713	5.966	3.119
2016	£M	0.711	0.859	0.962	1.032	1.200	1.380	1.937	2.440	1.603	1.169	1.009	0.892	15.19	-1.5%	2.532	3.612	5.980	3.070
2017	£M	0.742	0.867	0.943	1.236	1.501	1.529	1.853	2.244	1.604	1.220	1.071	0.966	15.78	3.8%	2.552	4.266	5.701	3.257
2018	£M	0.777	0.907	0.969	1.283	1.609	1.621	1.910	2.415	1.645	1.295	1.135	1.026	16.59	5.2%	2.653	4.513	5.969	3.456
2019	£M	0.728	0.847	0.910	1.196	1.521	1.535	1.842	2.305	1.519	1.228	1.077	0.929	15.64	-5.7%	2.485	4.251	5.666	3.234
2020	£M	0.733	0.806	0.379	0.100	0.151	0.133	0.427	1.106	0.730	0.547	0.137	0.106	5.354	-65.8%	1.917	0.385	2.263	0.790
2021	£M	0.166	0.179	0.225	0.304	0.485	1.499	1.960	2.669	1.748	1.457	1.216	0.997	12.91	141.0%	0.570	2.289	6.377	3.670
2022	£M	0.786	0.764	0.830	1.127	1.437	1.855	2.271	2.709	1.829	1.510	1.335	1.193	17.65	36.7%	2.380	4.420	6.809	4.038
2023	£M	1.010	1.151	1.223	1.671	1.994	2.044	2.428	2.964	2.042	1.618	1.419	1.322	20.88	18.3%	3.384	5.709	7.433	4.359
2024	£M	0.962	1.066	1.152	1.517	2.012	1.913	2.387	2.977	1.887	1.592	1.354	1.217	20.04	-4.1%	3.180	5.443	7.250	4.163

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced	£M	14.08	15.42	15.19	15.78	16.59	15.64	5.354	12.91	17.65	20.88	20.04
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%	8.2%	7.7%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%	1.7%	-6.5%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%	-11.0%	-16.8%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%	-1.2%	-1.7%

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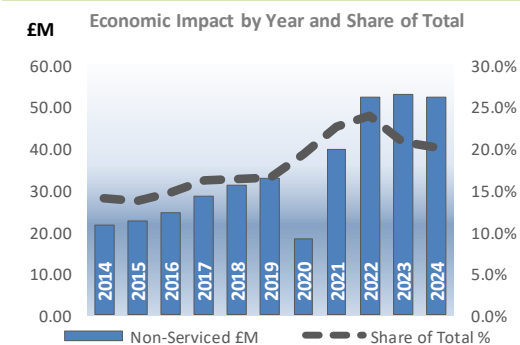
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2024		144.5%	120.2%	129.7%	155.9%	126.5%	122.0%	131.8%	137.2%	176.7%	182.1%	153.8%	187.4%	144.7%	Annual Change	130.6%	131.9%	146.8%	174.5%
% Change 2023 to 2024		-10.7%	-16.4%	-1.7%	-7.1%	-8.3%	4.3%	5.9%	3.5%	1.7%	-2.0%	-2.6%	-9.4%	-1.2%		-8.5%	-3.7%	3.6%	-3.8%
Average Annual Change		14.5%	12.0%	13.0%	15.6%	12.6%	12.2%	13.2%	13.7%	17.7%	18.2%	15.4%	18.7%	14.5%		13.1%	13.2%	14.7%	17.4%
2014	£M	0.573	0.656	1.083	1.590	2.474	2.497	2.950	3.705	2.667	1.572	0.992	0.659	21.42		2.312	6.561	9.323	3.224
2015	£M	0.606	0.693	1.180	1.682	2.605	2.610	3.073	3.867	2.802	1.667	1.051	0.696	22.53	5.2%	2.479	6.897	9.741	3.413
2016	£M	0.683	0.762	1.223	1.803	2.768	2.783	3.319	4.225	3.081	1.841	1.166	0.779	24.43	8.4%	2.668	7.355	10.62	3.786
2017	£M	0.801	0.922	1.290	2.086	3.295	3.173	3.962	4.866	3.815	2.052	1.302	0.901	28.46	16.5%	3.013	8.553	12.64	4.254
2018	£M	0.873	1.001	1.364	2.260	3.708	3.533	4.261	5.471	4.100	2.268	1.419	0.987	31.24	9.8%	3.238	9.500	13.83	4.674
2019	£M	0.959	1.034	1.398	2.563	3.968	3.645	4.584	5.624	4.131	2.293	1.535	1.068	32.80	5.0%	3.391	10.18	14.34	4.895
2020	£M	0.965	0.833	0.780	0.086	0.204	0.211	2.734	4.714	4.756	2.218	0.166	0.589	18.26	-44.3%	2.578	0.502	12.20	2.974
2021	£M	0.036	0.037	0.057	1.050	4.333	5.264	6.238	7.751	7.093	4.195	2.225	1.516	39.79	118.0%	0.131	10.65	21.08	7.936
2022	£M	1.567	1.517	2.680	3.901	6.058	5.782	7.074	8.624	6.869	3.733	2.389	2.224	52.42	31.7%	5.764	15.74	22.57	8.346
2023	£M	1.569	1.727	2.530	4.379	6.110	5.315	6.460	8.490	7.254	4.524	2.587	2.092	53.04	1.2%	5.826	15.81	22.20	9.202
2024	£M	1.402	1.444	2.487	4.069	5.603	5.542	6.839	8.789	7.380	4.435	2.519	1.895	52.40	-1.2%	5.333	15.21	23.01	8.848

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced	£M	21.42	22.53	24.43	28.46	31.24	32.80	18.26	39.79	52.42	53.04	52.40
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%	20.8%	20.0%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%	-13.1%	-3.7%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%	48.6%	43.1%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%	5.4%	4.3%

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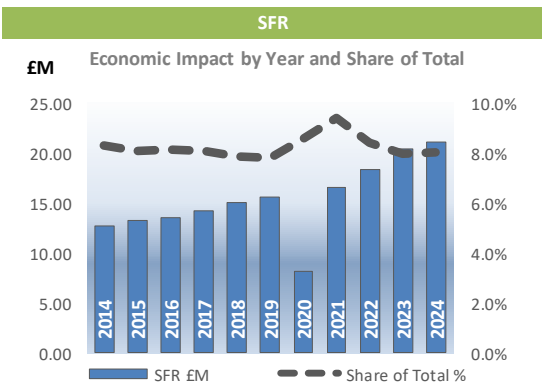
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2024		71.6%	59.5%	64.4%	65.0%	61.9%	59.8%	59.4%	59.9%	69.4%	72.8%	62.3%	73.2%	65.5%	Annual Change	67.4%	62.8%	61.9%	70.8%
% Change 2023 to 2024		2.1%	0.0%	4.1%	1.8%	1.8%	5.6%	6.0%	5.5%	4.8%	3.3%	3.5%	2.0%	3.2%		2.1%	2.7%	5.5%	2.6%
Average Annual Change		7.2%	6.0%	6.4%	6.5%	6.2%	6.0%	5.9%	6.0%	6.9%	7.3%	6.2%	7.3%	6.6%		6.7%	6.3%	6.2%	7.1%
2014	£M	1.709	0.612	0.743	1.486	1.024	0.810	1.259	1.344	0.775	0.747	0.617	1.591	12.72		3.063	3.320	3.377	2.955
2015	£M	1.807	0.642	0.785	1.537	1.061	0.842	1.295	1.379	0.795	0.782	0.625	1.651	13.20	3.8%	3.235	3.440	3.469	3.059
2016	£M	1.842	0.655	0.802	1.565	1.084	0.861	1.329	1.421	0.822	0.799	0.644	1.714	13.54	2.5%	3.299	3.510	3.572	3.157
2017	£M	1.916	0.699	0.812	1.662	1.171	0.911	1.406	1.486	0.892	0.834	0.668	1.822	14.28	5.5%	3.427	3.744	3.784	3.324
2018	£M	2.007	0.732	0.844	1.734	1.239	0.960	1.466	1.575	0.927	0.877	0.704	1.918	14.98	4.9%	3.583	3.934	3.968	3.499
2019	£M	2.103	0.756	0.870	1.823	1.290	0.987	1.530	1.621	0.943	0.894	0.739	1.991	15.55	3.8%	3.728	4.100	4.094	3.624
2020	£M	2.038	0.645	0.456	0.079	0.076	0.062	0.828	1.274	1.001	0.768	0.084	0.805	8.115	-47.8%	3.139	0.217	3.103	1.657
2021	£M	0.128	0.047	0.051	0.800	1.530	1.487	2.165	2.275	1.736	1.771	1.172	3.424	16.59	104.4%	0.227	3.817	6.175	6.367
2022	£M	2.548	0.840	1.088	2.097	1.485	1.146	1.769	1.861	1.123	1.060	0.856	2.490	18.36	10.7%	4.476	4.728	4.753	4.406
2023	£M	2.873	0.976	1.173	2.409	1.629	1.226	1.893	2.037	1.252	1.250	0.967	2.703	20.39	11.0%	5.022	5.264	5.182	4.920
2024	£M	2.932	0.976	1.221	2.452	1.658	1.295	2.006	2.149	1.313	1.292	1.001	2.756	21.05	3.2%	5.129	5.405	5.468	5.049

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
SFR £M	12.72	13.20	13.54	14.28	14.98	15.55	8.115	16.59	18.36	20.39	21.05
All Visitor Types £M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63
Share of Total %	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%	8.0%	8.0%
Annual Change in Share %		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%	-4.6%	0.6%
Change in Share from 2014 %		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%	-3.8%	-3.2%
Avg Ann. Change in Share %		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%	-0.4%	-0.3%

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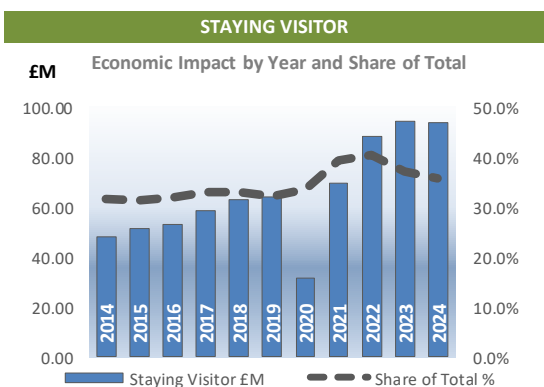
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2024		84.5%	71.6%	80.2%	99.6%	104.2%	95.7%	88.3%	89.6%	106.5%	115.6%	77.6%	95.0%	93.9%	Annual Change	79.6%	99.9%	93.9%	97.4%
% Change 2023 to 2024		-2.9%	-9.6%	-1.3%	-5.0%	-4.7%	1.9%	4.2%	3.1%	0.3%	-1.0%	-2.0%	-4.1%	-0.9%		-4.1%	-2.7%	2.6%	-2.3%
Average Annual Change		8.5%	7.2%	8.0%	10.0%	10.4%	9.6%	8.8%	9.0%	10.7%	11.6%	7.8%	9.5%	9.4%		8.0%	10.0%	9.4%	9.7%
2014	£M	2.870	2.031	2.697	4.027	4.541	4.471	5.966	7.339	5.122	3.395	2.743	3.009	48.21		7.598	13.04	18.43	9.148
2015	£M	3.172	2.219	2.948	4.280	4.887	4.884	6.273	7.658	5.244	3.709	2.704	3.178	51.16	6.1%	8.339	14.05	19.18	9.591
2016	£M	3.236	2.276	2.987	4.400	5.052	5.024	6.586	8.086	5.505	3.809	2.818	3.385	53.16	3.9%	8.499	14.48	20.18	10.01
2017	£M	3.458	2.487	3.046	4.984	5.966	5.613	7.220	8.596	6.311	4.105	3.041	3.689	58.52	10.1%	8.992	16.56	22.13	10.84
2018	£M	3.657	2.639	3.177	5.277	6.556	6.114	7.637	9.460	6.671	4.439	3.259	3.931	62.82	7.4%	9.474	17.95	23.77	11.63
2019	£M	3.790	2.637	3.178	5.582	6.779	6.167	7.956	9.550	6.594	4.414	3.350	3.988	63.99	1.9%	9.605	18.53	24.10	11.75
2020	£M	3.735	2.284	1.614	0.266	0.431	0.406	3.989	7.094	6.486	3.532	0.388	1.500	31.73	-50.4%	7.634	1.103	17.57	5.420
2021	£M	0.331	0.264	0.333	2.154	6.348	8.250	10.36	12.69	10.58	7.423	4.614	5.937	69.29	118.4%	0.928	16.75	33.63	17.97
2022	£M	4.902	3.121	4.598	7.126	8.980	8.783	11.11	13.19	9.821	6.303	4.580	5.908	88.43	27.6%	12.62	24.89	34.13	16.79
2023	£M	5.452	3.854	4.926	8.459	9.733	8.586	10.78	13.49	10.55	7.391	4.973	6.116	94.31	6.7%	14.23	26.78	34.82	18.48
2024	£M	5.296	3.486	4.861	8.038	9.272	8.750	11.23	13.91	10.58	7.318	4.874	5.868	93.49	-0.9%	13.64	26.06	35.73	18.06

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Staying Visitor	£M	48.21	51.16	53.16	58.52	62.82	63.99	31.73	69.29	88.43	94.31	93.49
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%	37.0%	35.7%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%	-8.4%	-3.4%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%	17.4%	13.4%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%	1.9%	1.3%

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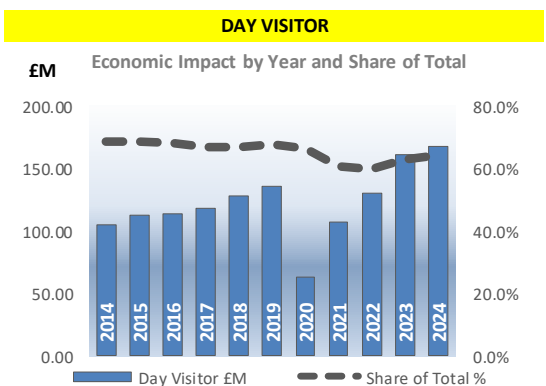
Report Prepared by: GARETHREYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2024		70.4%	90.1%	97.5%	39.4%	57.5%	87.4%	25.8%	55.7%	64.0%	59.4%	43.5%	48.5%	60.5%	Annual Change	88.5%	62.3%	47.9%	51.9%
% Change 2023 to 2024		5.8%	8.0%	6.2%	2.8%	7.0%	8.6%	4.5%	2.0%	-1.3%	3.3%	4.4%	4.7%	4.7%		6.7%	6.5%	1.8%	4.0%
Average Annual Change		7.0%	9.0%	9.8%	3.9%	5.8%	8.7%	2.6%	5.6%	6.4%	5.9%	4.3%	4.8%	6.0%		8.8%	6.2%	4.8%	5.2%
2014	£M	4.491	6.306	7.790	10.42	12.12	11.84	11.71	15.02	8.801	7.347	4.968	3.976	104.79		18.59	34.38	35.53	16.29
2015	£M	5.560	7.463	8.073	10.62	12.08	12.14	11.72	17.04	9.594	8.506	5.329	4.539	112.67	7.5%	21.10	34.85	38.36	18.37
2016	£M	5.657	7.448	8.936	10.43	12.70	13.58	11.05	16.97	9.009	8.008	5.077	4.544	113.42	0.7%	22.04	36.71	37.04	17.63
2017	£M	5.734	7.764	9.449	11.18	12.94	14.03	10.90	18.31	9.901	8.063	5.419	4.665	118.36	4.4%	22.95	38.16	39.11	18.15
2018	£M	6.109	8.572	10.28	11.65	14.48	15.15	11.49	19.71	11.17	8.729	5.754	4.814	127.89	8.0%	24.96	41.27	42.36	19.30
2019	£M	6.552	9.392	11.36	12.28	14.98	16.29	12.01	20.49	12.05	9.297	5.782	5.024	135.52	6.0%	27.30	43.56	44.55	20.10
2020	£M	6.258	8.400	5.399	0.997	1.920	3.498	4.197	12.17	8.124	6.141	2.560	3.249	62.91	-53.6%	20.06	6.415	24.49	11.95
2021	£M	2.116	3.717	5.346	7.299	11.63	15.30	10.85	19.57	11.96	9.532	5.416	4.537	107.27	70.5%	11.18	34.23	42.37	19.49
2022	£M	5.808	8.029	11.27	11.49	14.46	16.50	11.73	18.96	11.67	9.541	5.899	5.221	130.58	21.7%	25.10	42.45	42.36	20.66
2023	£M	7.238	11.10	14.48	14.13	17.84	20.42	14.10	22.93	14.62	11.34	6.826	5.638	160.65	23.0%	32.82	52.39	51.64	23.80
2024	£M	7.655	11.99	15.39	14.53	19.09	22.18	14.73	23.39	14.43	11.71	7.128	5.903	168.14	4.7%	35.03	55.81	52.56	24.74

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Day Visitor	£M	104.79	112.67	113.42	118.36	127.89	135.52	62.91	107.27	130.58	160.65	168.14
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%	63.0%	64.3%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%	5.7%	2.0%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%	-8.0%	-6.2%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%	-0.9%	-0.6%

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Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2024

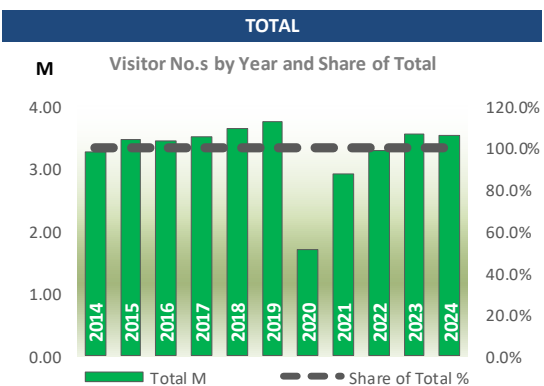
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 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					
% Change 2014 to 2024	14.6%	26.1%	30.7%	-5.0%	6.3%	24.7%	-13.8%	4.8%	10.9%	7.8%	-2.6%	2.5%	8.0%	Annual Change	25.0%	9.2%	0.2%	3.3%	
% Change 2023 to 2024	0.2%	2.2%	0.9%	-2.4%	1.3%	3.3%	-0.4%	-2.6%	-5.8%	-1.9%	-1.0%	-1.2%	-0.6%		1.1%	1.0%	-2.9%	-1.4%	
Average Annual Change	1.5%	2.6%	3.1%	-0.5%	0.6%	2.5%	-1.4%	0.5%	1.1%	0.8%	-0.3%	0.2%	0.8%		2.5%	0.9%	0.0%	0.3%	
2014	M	0.148	0.194	0.239	0.320	0.371	0.361	0.363	0.462	0.279	0.229	0.160	0.135	3.261		0.580	1.053	1.104	0.524
2015	M	0.178	0.226	0.245	0.323	0.367	0.366	0.359	0.516	0.300	0.261	0.168	0.150	3.460	6.1%	0.649	1.056	1.176	0.579
2016	M	0.179	0.222	0.266	0.314	0.380	0.402	0.337	0.507	0.279	0.243	0.159	0.149	3.438	-0.6%	0.668	1.096	1.123	0.551
2017	M	0.177	0.226	0.274	0.329	0.380	0.406	0.326	0.532	0.300	0.239	0.165	0.150	3.506	2.0%	0.678	1.115	1.158	0.555
2018	M	0.182	0.240	0.286	0.330	0.408	0.422	0.331	0.552	0.323	0.249	0.169	0.150	3.641	3.8%	0.708	1.160	1.205	0.568
2019	M	0.189	0.255	0.307	0.339	0.412	0.441	0.337	0.559	0.337	0.258	0.166	0.152	3.752	3.0%	0.751	1.192	1.233	0.575
2020	M	0.176	0.222	0.142	0.026	0.050	0.089	0.119	0.328	0.228	0.168	0.066	0.089	1.703	-54.6%	0.541	0.165	0.675	0.323
2021	M	0.054	0.093	0.134	0.189	0.310	0.406	0.302	0.523	0.335	0.264	0.155	0.141	2.907	70.7%	0.282	0.904	1.160	0.561
2022	M	0.156	0.197	0.275	0.288	0.361	0.404	0.301	0.471	0.301	0.240	0.154	0.146	3.295	13.3%	0.628	1.053	1.073	0.541
2023	M	0.169	0.239	0.310	0.312	0.390	0.436	0.314	0.497	0.328	0.252	0.157	0.140	3.543	7.5%	0.717	1.138	1.139	0.549
2024	M	0.169	0.244	0.312	0.304	0.395	0.450	0.313	0.484	0.309	0.247	0.155	0.138	3.522	-0.6%	0.726	1.149	1.106	0.541

VISITOR NUMBERS												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543	3.522
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543	3.522
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 2014	%											
Avg Ann. Change in Share	%											

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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2024		35.1%	6.8%	-13.5%	25.4%	30.3%	3.4%	-2.8%	-18.2%	-16.4%	-6.0%	-5.9%	19.7%	-0.1%	Annual Change	4.8%	18.8%	-13.1%	2.0%	
% Change 2023 to 2024		1.3%	-8.6%	-14.8%	-8.0%	-1.4%	-7.5%	-1.7%	2.7%	-13.4%	-7.1%	-5.9%	-6.5%	-6.0%		-8.3%	-5.4%	-4.8%	-6.4%	
Average Annual Change		3.5%	0.7%	-1.3%	2.5%	3.0%	0.3%	-0.3%	-1.8%	-1.6%	-0.6%	-0.6%	2.0%	0.0%		0.5%	1.9%	-1.3%	0.2%	
2014	000s	2.3	4.1	4.2	3.4	4.4	4.8	7.4	8.8	9.1	4.9	6.3	5.0	64.6	Annual Change	10.6	12.6	25.2	16.2	
2015	000s	2.8	4.8	4.8	3.7	4.9	5.2	7.4	8.0	9.4	5.3	5.9	5.4	67.6		4.7%	12.4	13.7	24.9	16.6
2016	000s	2.8	4.6	4.4	3.7	4.7	4.8	7.7	7.7	9.1	4.7	5.9	5.7	65.9		-2.5%	11.9	13.2	24.4	16.4
2017	000s	2.9	4.6	4.3	4.4	5.7	5.1	7.2	6.9	8.8	4.7	6.1	6.0	66.6		1.1%	11.7	15.2	22.9	16.8
2018	000s	2.9	4.7	4.3	4.4	5.9	5.3	7.2	7.1	8.8	4.9	6.2	6.2	68.0		2.1%	11.9	15.6	23.1	17.4
2019	000s	2.6	4.2	3.9	4.1	5.5	5.0	6.9	6.9	8.0	4.6	5.8	5.5	62.9		-7.5%	10.7	14.5	21.7	15.9
2020	000s	2.6	3.9	1.5	0.3	0.5	0.4	1.5	3.2	3.7	2.0	0.7	0.6	21.0		-66.6%	8.0	1.3	8.4	3.3
2021	000s	0.6	0.8	0.9	1.0	1.6	4.5	6.7	7.2	8.6	5.0	6.1	5.5	48.5		131.2%	2.3	7.1	22.5	16.7
2022	000s	2.6	3.4	3.1	3.5	4.7	5.2	7.3	6.9	8.5	5.0	6.4	6.3	62.7		29.2%	9.0	13.4	22.7	17.6
2023	000s	3.0	4.8	4.3	4.6	5.9	5.3	7.3	7.0	8.8	4.9	6.3	6.4	68.6		9.5%	12.1	15.8	23.0	17.6
2024	000s	3.1	4.3	3.7	4.2	5.8	4.9	7.2	7.2	7.6	4.6	5.9	6.0	64.5		-6.0%	11.1	15.0	21.9	16.5

VISITOR NUMBERS											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced 000s	64.6	67.6	65.9	66.6	68.0	62.9	21.0	48.5	62.7	68.6	64.5
All Visitor Types M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5
Share of Total %	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%	1.2%	1.7%	1.9%	1.9%	1.8%
Annual Change in Share %		-1.3%	-1.9%	-0.9%	-1.7%	-10.2%	-26.5%	35.4%	14.0%	1.8%	-5.4%
Change in Share from 2014 %		-1.3%	-3.2%	-4.1%	-5.7%	-15.4%	-37.8%	-15.8%	-4.0%	-2.2%	-7.6%
Avg Ann. Change in Share %		-1.3%	-1.6%	-1.4%	-1.4%	-3.1%	-6.3%	-2.3%	-0.5%	-0.2%	-0.8%

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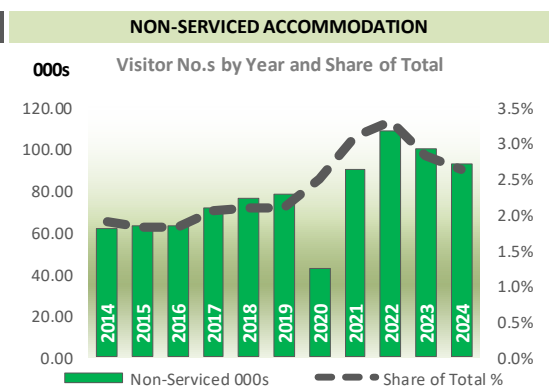
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2024			NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2024		46.3%	39.2%	46.2%	48.5%	35.7%	35.9%	37.9%	55.5%	75.9%	61.8%	40.2%	63.2%	49.7%	Annual Change	44.2%	39.0%	57.0%	54.7%
% Change 2023 to 2024		-16.7%	-21.9%	-7.7%	-12.5%	-13.2%	-1.3%	-0.5%	-2.4%	-3.8%	-8.0%	-8.6%	-15.5%	-7.0%		-14.1%	-9.3%	-2.5%	-9.6%
Average Annual Change		4.6%	3.9%	4.6%	4.9%	3.6%	3.6%	3.8%	5.6%	7.6%	6.2%	4.0%	6.3%	5.0%		4.4%	3.9%	5.7%	5.5%
2014	000s	1.3	1.7	2.8	5.0	7.8	6.9	7.6	9.7	8.5	5.3	3.7	1.8	61.9		5.8	19.6	25.7	10.8
2015	000s	1.1	1.6	2.8	4.7	7.6	6.2	7.1	11.1	9.8	5.5	4.0	1.5	63.1	2.0%	5.5	18.5	28.0	11.1
2016	000s	1.4	1.8	3.0	4.8	7.6	6.8	7.5	10.6	9.0	5.2	3.5	1.8	62.7	-0.6%	6.1	19.1	27.1	10.4
2017	000s	1.6	2.1	3.1	5.4	8.8	7.6	8.7	11.9	10.9	5.6	3.8	2.0	71.5	14.0%	6.7	21.8	31.5	11.4
2018	000s	1.7	2.2	3.1	5.7	9.6	8.2	9.1	13.0	11.4	6.0	4.0	2.1	76.1	6.4%	7.0	23.4	33.4	12.2
2019	000s	1.8	2.2	3.1	6.3	10.0	8.3	9.6	13.1	11.2	6.0	4.2	2.2	78.1	2.6%	7.1	24.5	33.9	12.5
2020	000s	1.7	1.8	1.7	0.2	0.5	0.5	5.6	10.8	12.6	5.6	0.4	1.2	42.6	-45.5%	5.2	1.2	29.0	7.3
2021	000s	0.1	0.1	0.1	2.4	10.3	11.2	12.1	16.8	18.0	10.1	5.7	2.9	89.7	110.8%	0.3	23.8	46.9	18.8
2022	000s	2.5	2.9	5.2	8.3	13.4	11.5	13.0	17.6	16.3	8.4	5.7	4.1	108.8	21.2%	10.6	33.1	46.8	18.2
2023	000s	2.3	3.0	4.5	8.4	12.1	9.5	10.6	15.4	15.5	9.3	5.6	3.5	99.6	-8.4%	9.7	30.0	41.4	18.4
2024	000s	1.9	2.3	4.1	7.4	10.5	9.3	10.5	15.0	14.9	8.5	5.2	2.9	92.7	-7.0%	8.3	27.2	40.4	16.7

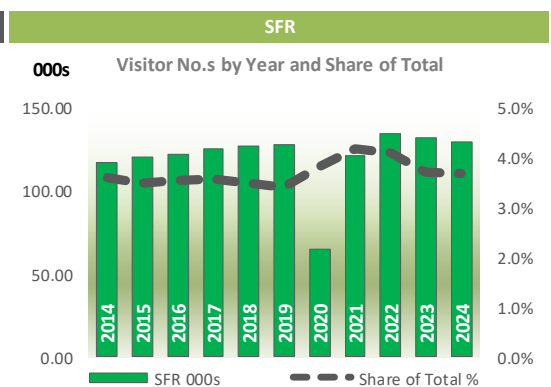
VISITOR NUMBERS												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced	000s	61.9	63.1	62.7	71.5	76.1	78.1	42.6	89.7	108.8	99.6	92.7
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5
Share of Total	%	1.9%	1.8%	1.8%	2.0%	2.1%	2.1%	2.5%	3.1%	3.3%	2.8%	2.6%
Annual Change in Share	%		-3.9%	0.0%	11.8%	2.5%	-0.4%	20.1%	23.5%	7.0%	-14.8%	-6.4%
Change in Share from 2014	%		-3.9%	-3.9%	7.4%	10.1%	9.6%	31.7%	62.6%	73.9%	48.1%	38.6%
Avg Ann. Change in Share	%		-3.9%	-1.9%	2.5%	2.5%	1.9%	5.3%	8.9%	9.2%	5.3%	3.9%



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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2024			SFR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2024		14.7%	6.6%	9.8%	10.3%	8.2%	6.8%	6.5%	6.9%	13.2%	15.5%	8.5%	15.8%	10.6%	Annual Change	11.6%	8.6%	8.4%	13.9%	
% Change 2023 to 2024		-2.7%	-4.7%	-0.8%	-3.0%	-3.0%	0.7%	1.0%	0.6%	-0.1%	-1.5%	-1.3%	-2.8%	-1.6%		-2.7%	-2.0%	0.5%	-2.1%	
Average Annual Change		1.5%	0.7%	1.0%	1.0%	0.8%	0.7%	0.7%	0.7%	1.3%	1.5%	0.8%	1.6%	1.1%		1.2%	0.9%	0.8%	1.4%	
2014	000s	14.9	6.4	7.5	12.0	10.2	8.4	11.0	11.3	7.8	7.6	6.6	13.3	117.0	2.7%	28.8	30.6	30.0	27.6	
2015	000s	15.6	6.6	7.9	12.3	10.4	8.7	11.2	11.4	7.9	7.9	6.6	13.7	120.2		30.1	31.3	30.5	28.2	
2016	000s	15.7	6.6	7.9	12.3	10.5	8.7	11.3	11.6	8.1	8.0	6.7	14.0	121.6		1.2%	30.3	31.6	31.0	28.7
2017	000s	15.9	6.9	7.8	12.8	11.0	9.0	11.7	11.9	8.5	8.1	6.8	14.5	125.0		2.8%	30.7	32.8	32.1	29.5
2018	000s	16.0	7.0	7.8	12.8	11.2	9.1	11.7	12.1	8.5	8.2	6.9	14.7	126.2	0.9%	30.8	33.2	32.3	29.8	
2019	000s	16.4	7.0	7.9	13.1	11.4	9.2	11.9	12.1	8.5	8.1	7.1	14.9	127.6	1.1%	31.3	33.7	32.5	30.1	
2020	000s	15.5	5.8	4.0	0.6	0.7	0.6	6.3	9.3	8.7	6.8	0.8	5.9	64.8	-49.2%	25.3	1.8	24.3	13.5	
2021	000s	1.6	0.7	0.7	5.0	10.9	12.3	15.3	15.9	13.6	14.0	9.8	20.9	120.7	86.2%	3.0	28.3	44.8	44.7	
2022	000s	17.7	6.9	8.8	13.5	11.7	9.5	12.3	12.4	9.0	8.6	7.3	16.6	134.2	11.2%	33.4	34.6	33.7	32.5	
2023	000s	17.6	7.1	8.3	13.6	11.3	8.9	11.6	12.0	8.8	8.9	7.3	15.9	131.4	-2.1%	33.0	33.9	32.4	32.1	
2024	000s	17.1	6.8	8.3	13.2	11.0	9.0	11.7	12.0	8.8	8.8	7.2	15.5	129.4	-1.6%	32.2	33.2	32.6	31.4	

VISITOR NUMBERS											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
SFR 000s	117.0	120.2	121.6	125.0	126.2	127.6	64.8	120.7	134.2	131.4	129.4
All Visitor Types M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5
Share of Total %	3.6%	3.5%	3.5%	3.6%	3.5%	3.4%	3.8%	4.2%	4.1%	3.7%	3.7%
Annual Change in Share %		-3.2%	1.8%	0.8%	-2.8%	-1.9%	11.9%	9.1%	-1.9%	-8.9%	-1.0%
Change in Share from 2014 %		-3.2%	-1.4%	-0.6%	-3.4%	-5.2%	6.1%	15.7%	13.5%	3.4%	2.4%
Avg Ann. Change in Share %		-3.2%	-0.7%	-0.2%	-0.9%	-1.0%	1.0%	2.2%	1.7%	0.4%	0.2%



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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2024			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4	
% Change 2014 to 2024		19.4%	11.2%	10.1%	22.1%	22.2%	16.0%	13.1%	15.3%	23.5%	23.4%	10.1%	21.0%	17.7%	Annual Change	14.2%	20.2%	17.2%	18.4%
% Change 2023 to 2024		-3.6%	-9.4%	-6.1%	-6.9%	-6.9%	-2.0%	-0.2%	-0.4%	-5.4%	-5.3%	-5.0%	-5.4%	-4.4%		-5.9%	-5.4%	-2.0%	-5.3%
Average Annual Change		1.9%	1.1%	1.0%	2.2%	2.2%	1.6%	1.3%	1.5%	2.4%	2.3%	1.0%	2.1%	1.8%		1.4%	2.0%	1.7%	1.8%
2014	000s	18.5	12.1	14.6	20.4	22.4	20.1	26.0	29.7	25.3	17.8	16.6	20.2	243.5			45.2	62.8	81.0
2015	000s	19.4	13.0	15.5	20.6	22.9	20.0	25.8	30.5	27.1	18.7	16.6	20.6	250.8	3.0%	48.0	63.5	83.4	55.9
2016	000s	19.8	13.1	15.3	20.8	22.7	20.4	26.5	29.9	26.1	17.8	16.1	21.5	250.2	-0.3%	48.2	63.9	82.6	55.5
2017	000s	20.3	13.6	15.2	22.5	25.5	21.7	27.6	30.6	28.3	18.5	16.7	22.5	263.1	5.2%	49.1	69.8	86.4	57.7
2018	000s	20.6	13.8	15.2	22.9	26.8	22.6	28.0	32.2	28.7	19.1	17.2	23.1	270.2	2.7%	49.7	72.2	88.9	59.4
2019	000s	20.8	13.5	14.9	23.5	27.0	22.4	28.4	32.1	27.6	18.7	17.2	22.6	268.6	-0.6%	49.2	72.8	88.2	58.5
2020	000s	19.7	11.5	7.3	1.1	1.7	1.4	13.4	23.2	25.0	14.4	2.0	7.7	128.4	-52.2%	38.5	4.2	61.7	24.0
2021	000s	2.2	1.6	1.8	8.4	22.8	28.0	34.1	39.8	40.2	29.1	21.7	29.3	259.0	101.7%	5.6	59.1	114.1	80.1
2022	000s	22.7	13.2	17.0	25.2	29.8	26.2	32.6	36.9	33.7	22.0	19.4	26.9	305.6	18.0%	53.0	81.2	103.2	68.3
2023	000s	22.9	14.8	17.1	26.7	29.3	23.7	29.4	34.4	33.1	23.1	19.2	25.8	299.6	-2.0%	54.9	79.8	96.8	68.2
2024	000s	22.1	13.4	16.1	24.9	27.3	23.3	29.4	34.2	31.3	21.9	18.3	24.4	286.5	-4.4%	51.6	75.4	94.9	64.6

VISITOR NUMBERS											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Staying Visitor 000s	243.5	250.8	250.2	263.1	270.2	268.6	128.4	259.0	305.6	299.6	286.5
All Visitor Types M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5
Share of Total %	7.5%	7.3%	7.3%	7.5%	7.4%	7.2%	7.5%	8.9%	9.3%	8.5%	8.1%
Annual Change in Share %		-2.9%	0.4%	3.1%	-1.1%	-3.6%	5.3%	18.2%	4.1%	-8.8%	-3.8%
Change in Share from 2014 %		-2.9%	-2.5%	0.5%	-0.6%	-4.1%	1.0%	19.3%	24.2%	13.3%	8.9%
Avg Ann. Change in Share %		-2.9%	-1.3%	0.2%	-0.1%	-0.8%	0.2%	2.8%	3.0%	1.5%	0.9%



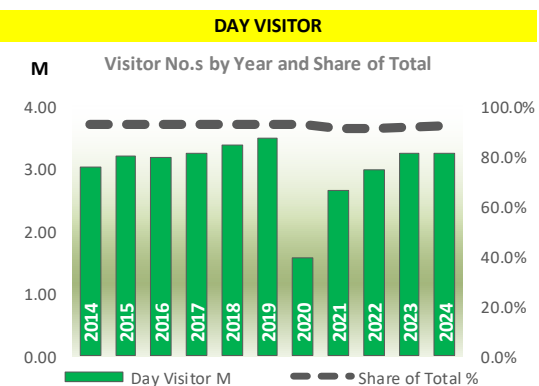
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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 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				
% Change 2014 to 2024		13.9%	27.0%	32.0%	-6.8%	5.3%	25.2%	-15.9%	4.1%	9.6%	6.5%	-4.1%	-0.8%	7.2%	Annual Change	25.9%	8.5%	-1.1%	1.5%
% Change 2023 to 2024		0.8%	3.0%	1.3%	-2.0%	2.0%	3.6%	-0.4%	-2.8%	-5.9%	-1.5%	-0.5%	-0.2%	-0.2%		1.7%	1.5%	-3.0%	-0.9%
Average Annual Change		1.4%	2.7%	3.2%	-0.7%	0.5%	2.5%	-1.6%	0.4%	1.0%	0.7%	-0.4%	-0.1%	0.7%		2.6%	0.8%	-0.1%	0.2%
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517
2020	M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299
2021	M	0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481
2022	M	0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473
2023	M	0.146	0.224	0.292	0.285	0.360	0.412	0.285	0.463	0.295	0.229	0.138	0.114	3.243	8.5%	0.663	1.058	1.043	0.481
2024	M	0.147	0.231	0.296	0.280	0.367	0.427	0.284	0.450	0.278	0.225	0.137	0.114	3.236	-0.2%	0.674	1.074	1.011	0.476

VISITOR NUMBERS												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990	3.243	3.236
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543	3.522
Share of Total	%	92.5%	92.7%	92.7%	92.5%	92.6%	92.8%	92.5%	91.1%	90.7%	91.5%	91.9%
Annual Change in Share	%		0.2%	0.0%	-0.2%	0.1%	0.3%	-0.4%	-1.5%	-0.4%	0.9%	0.4%
Change in Share from 2014	%		0.2%	0.2%	0.0%	0.0%	0.3%	-0.1%	-1.6%	-2.0%	-1.1%	-0.7%
Avg Ann. Change in Share	%		0.2%	0.1%	0.0%	0.0%	0.1%	0.0%	-0.2%	-0.2%	-0.1%	-0.1%

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

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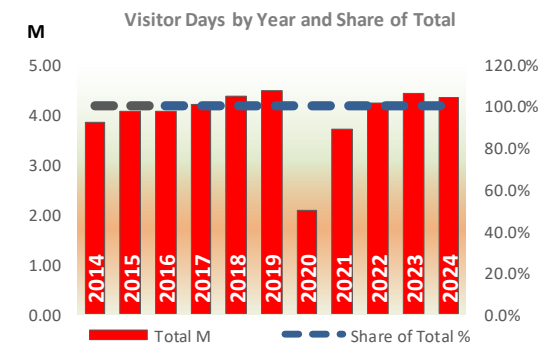
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2024

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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 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				
% Change 2014 to 2024		16.8%	26.0%	31.1%	1.6%	11.4%	27.0%	-5.9%	10.1%	20.2%	16.1%	3.6%	10.0%	13.1%	Annual Change	25.6%	13.7%	7.5%	10.7%
% Change 2023 to 2024		-1.9%	0.0%	0.0%	-4.0%	-1.1%	2.4%	-0.5%	-2.6%	-5.2%	-2.9%	-2.3%	-3.5%	-1.7%		-0.4%	-0.6%	-2.8%	-2.9%
Average Annual Change		1.7%	2.6%	3.1%	0.2%	1.1%	2.7%	-0.6%	1.0%	2.0%	1.6%	0.4%	1.0%	1.3%		2.6%	1.4%	0.7%	1.1%
2014	M	0.183	0.214	0.269	0.372	0.430	0.419	0.430	0.547	0.339	0.268	0.186	0.168	3.825		0.666	1.221	1.316	0.622
2015	M	0.216	0.247	0.278	0.378	0.430	0.429	0.430	0.603	0.361	0.302	0.194	0.185	4.053	6.0%	0.741	1.236	1.394	0.682
2016	M	0.217	0.245	0.299	0.369	0.444	0.466	0.410	0.600	0.345	0.287	0.187	0.186	4.055	0.1%	0.761	1.280	1.354	0.660
2017	M	0.218	0.251	0.307	0.390	0.455	0.477	0.407	0.632	0.376	0.286	0.195	0.190	4.184	3.2%	0.776	1.322	1.415	0.671
2018	M	0.223	0.265	0.320	0.393	0.488	0.497	0.415	0.659	0.402	0.298	0.200	0.191	4.349	4.0%	0.808	1.378	1.475	0.689
2019	M	0.231	0.280	0.340	0.406	0.494	0.516	0.424	0.665	0.414	0.306	0.198	0.193	4.469	2.7%	0.852	1.416	1.504	0.697
2020	M	0.217	0.242	0.160	0.029	0.054	0.093	0.166	0.411	0.311	0.210	0.070	0.107	2.069	-53.7%	0.619	0.177	0.887	0.386
2021	M	0.056	0.095	0.136	0.214	0.392	0.505	0.412	0.659	0.460	0.346	0.200	0.207	3.683	78.0%	0.287	1.112	1.531	0.753
2022	M	0.206	0.226	0.323	0.366	0.462	0.502	0.411	0.605	0.407	0.303	0.195	0.204	4.209	14.3%	0.754	1.330	1.422	0.702
2023	M	0.218	0.270	0.353	0.393	0.485	0.520	0.407	0.618	0.430	0.320	0.197	0.192	4.400	4.6%	0.840	1.397	1.454	0.709
2024	M	0.214	0.270	0.353	0.378	0.479	0.532	0.405	0.602	0.407	0.311	0.193	0.185	4.328	-1.7%	0.836	1.389	1.414	0.688

VISITOR DAYS													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Total	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400	4.328	
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400	4.328	
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 2014	%												
Avg Ann. Change in Share	%												



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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2024		15.6%	1.1%	-4.7%	17.1%	38.1%	18.1%	-4.1%	-8.7%	-18.1%	6.0%	-14.1%	15.8%	2.2%	Annual Change	2.7%	24.5%	-10.2%	0.8%
% Change 2023 to 2024		-8.5%	-10.8%	-9.3%	-12.4%	-3.2%	-9.7%	-6.4%	-4.6%	-10.7%	-5.5%	-8.1%	-11.0%	-8.0%		-9.6%	-8.2%	-6.9%	-8.0%
Average Annual Change		1.6%	0.1%	-0.5%	1.7%	3.8%	1.8%	-0.4%	-0.9%	-1.8%	0.6%	-1.4%	1.6%	0.2%		0.3%	2.4%	-1.0%	0.1%
2014	000s	5.5	7.0	7.9	8.5	9.6	10.7	14.8	19.4	15.2	9.8	10.3	6.9	125.6		20.4	28.8	49.4	27.1
2015	000s	6.9	8.0	8.9	9.5	11.1	13.0	15.8	20.1	14.8	11.4	9.3	7.5	136.1	8.4%	23.8	33.6	50.7	28.1
2016	000s	6.4	7.7	8.6	9.2	10.8	12.4	15.8	20.0	14.3	10.5	9.0	8.0	132.8	-2.5%	22.8	32.4	50.1	27.5
2017	000s	6.5	7.6	8.2	10.8	13.2	13.4	15.0	18.2	14.0	10.6	9.3	8.4	135.3	1.9%	22.4	37.3	47.2	28.3
2018	000s	6.6	7.8	8.2	10.9	13.7	13.9	15.1	19.1	14.0	11.0	9.6	8.7	138.6	2.4%	22.6	38.5	48.1	29.3
2019	000s	6.1	7.1	7.6	9.9	12.7	12.8	14.1	17.7	12.6	10.1	8.9	7.7	127.0	-8.3%	20.7	35.3	44.3	26.7
2020	000s	5.9	6.5	3.0	0.8	1.2	1.1	3.1	8.2	5.8	4.4	1.1	0.8	41.9	-67.0%	15.4	3.1	17.1	6.3
2021	000s	1.3	1.4	1.7	2.4	3.8	11.7	13.9	19.1	13.5	11.3	9.4	7.7	97.2	131.9%	4.4	17.8	46.5	28.4
2022	000s	5.8	5.7	6.1	8.3	10.6	13.7	15.3	18.3	13.4	11.1	9.8	8.7	127.0	30.6%	17.6	32.6	47.1	29.6
2023	000s	6.9	7.9	8.4	11.4	13.6	14.0	15.2	18.6	13.9	11.0	9.7	9.0	139.5	9.9%	23.2	39.0	47.6	29.7
2024	000s	6.3	7.0	7.6	10.0	13.2	12.6	14.2	17.7	12.4	10.4	8.9	8.0	128.4	-8.0%	20.9	35.8	44.3	27.3

VISITOR DAYS											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced 000s	125.6	136.1	132.8	135.3	138.6	127.0	41.9	97.2	127.0	139.5	128.4
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4	4.3
Share of Total %	3.3%	3.4%	3.3%	3.2%	3.2%	2.8%	2.0%	2.6%	3.0%	3.2%	3.0%
Annual Change in Share %		2.3%	-2.5%	-1.3%	-1.5%	-10.8%	-28.7%	30.2%	14.3%	5.1%	-6.4%
Change in Share from 2014 %		2.3%	-0.3%	-1.5%	-3.0%	-13.4%	-38.3%	-19.6%	-8.1%	-3.5%	-9.7%
Avg Ann. Change in Share %		2.3%	-0.1%	-0.5%	-0.7%	-2.7%	-6.4%	-2.8%	-1.0%	-0.4%	-1.0%

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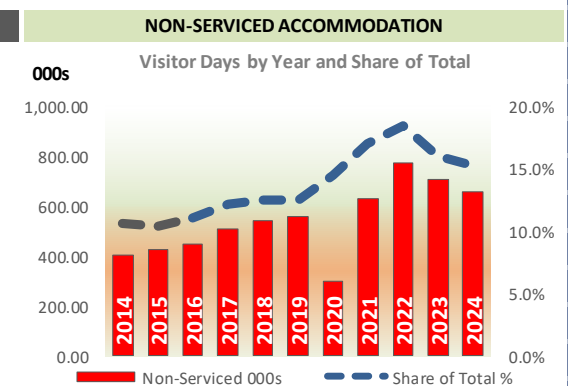
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Report Prepared by: GARETHREYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2024		60.5%	46.5%	52.0%	69.8%	50.8%	47.9%	52.9%	56.9%	84.2%	87.1%	68.3%	91.1%	62.5%	Annual Change	52.6%	54.2%	64.3%	82.1%
% Change 2023 to 2024		-16.6%	-21.8%	-7.6%	-12.4%	-13.1%	-1.2%	-0.3%	-2.3%	-3.6%	-7.9%	-8.5%	-15.4%	-6.9%		-14.2%	-8.9%	-2.2%	-9.7%
Average Annual Change		6.1%	4.7%	5.2%	7.0%	5.1%	4.8%	5.3%	5.7%	8.4%	8.7%	6.8%	9.1%	6.2%		5.3%	5.4%	6.4%	8.2%
2014 000s		10.7	12.1	20.7	30.8	49.4	49.9	51.0	65.4	53.2	30.0	19.0	12.2	404.4		43.5	130.1	169.6	61.2
2015 000s		11.3	12.8	22.5	32.4	51.7	51.8	52.8	67.8	55.5	31.6	20.0	12.8	422.9	4.6%	46.5	135.9	176.0	64.4
2016 000s		12.3	13.6	22.5	33.7	53.5	53.9	55.6	72.3	59.5	34.0	21.5	13.9	446.3	5.5%	48.4	141.2	187.4	69.4
2017 000s		14.2	16.2	23.3	38.2	62.4	60.2	64.5	81.0	72.2	37.1	23.6	15.8	508.7	14.0%	53.7	160.8	217.7	76.5
2018 000s		15.0	17.0	23.9	40.1	67.9	64.7	67.5	88.5	75.0	39.7	24.9	16.8	541.1	6.4%	55.9	172.8	231.0	81.5
2019 000s		16.1	17.2	23.8	44.4	71.0	65.3	71.4	89.5	73.8	39.2	26.3	17.7	555.7	2.7%	57.0	180.7	234.8	83.2
2020 000s		15.5	13.5	12.9	1.5	3.6	3.7	41.8	73.5	82.8	36.9	2.8	9.5	298.0	-46.4%	41.9	8.7	198.1	49.2
2021 000s		0.6	0.6	0.9	16.8	72.5	88.2	89.8	114.3	118.4	66.2	35.2	23.3	626.8	110.4%	2.0	177.6	322.5	124.7
2022 000s		22.5	21.9	39.6	58.6	94.7	90.4	96.1	119.9	107.0	55.2	35.5	32.1	773.6	23.4%	84.1	243.7	323.1	122.8
2023 000s		20.6	22.8	34.0	59.7	85.8	74.7	78.2	105.0	101.7	60.9	34.9	27.6	705.8	-8.8%	77.4	220.2	284.9	123.4
2024 000s		17.2	17.8	31.4	52.3	74.6	73.8	78.0	102.6	98.0	56.1	31.9	23.3	657.0	-6.9%	66.4	200.7	278.5	111.4

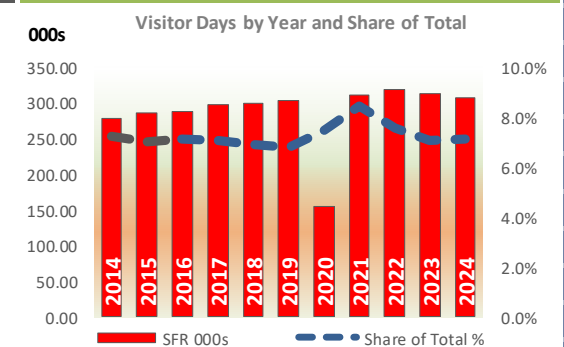
VISITOR DAYS											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced 000s	404.4	422.9	446.3	508.7	541.1	555.7	298.0	626.8	773.6	705.8	657.0
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4	4.3
Share of Total %	10.6%	10.4%	11.0%	12.2%	12.4%	12.4%	14.4%	17.0%	18.4%	16.0%	15.2%
Annual Change in Share %		-1.3%	5.5%	10.5%	2.3%	0.0%	15.8%	18.2%	8.0%	-12.7%	-5.4%
Change in Share from 2014 %		-1.3%	4.1%	15.0%	17.7%	17.6%	36.2%	61.0%	73.9%	51.7%	43.6%
Avg Ann. Change in Share %		-1.3%	2.1%	5.0%	4.4%	3.5%	6.0%	8.7%	9.2%	5.7%	4.4%



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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 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 2014 to 2024	14.7%	6.6%	9.8%	10.3%	8.2%	6.8%	6.5%	6.9%	13.2%	15.5%	8.5%	15.8%	10.6%	Annual Change	11.9%	8.8%	8.2%	14.2%	
% Change 2023 to 2024	-2.7%	-4.7%	-0.8%	-3.0%	-3.0%	0.7%	1.0%	0.6%	-0.1%	-1.5%	-1.3%	-2.8%	-1.6%		-2.6%	-2.1%	0.6%	-2.2%	
Average Annual Change	1.5%	0.7%	1.0%	1.0%	0.8%	0.7%	0.7%	0.7%	1.3%	1.5%	0.8%	1.6%	1.1%		1.2%	0.9%	0.8%	1.4%	
2014	000s	37.3	13.3	16.2	32.4	22.3	17.7	27.5	29.3	16.9	16.3	13.5	34.7	277.4	2.7%	66.8	72.4	73.7	64.5
2015	000s	39.0	13.9	16.9	33.2	22.9	18.2	27.9	29.8	17.1	16.9	13.5	35.6	284.8		69.8	74.2	74.8	66.0
2016	000s	39.2	13.9	17.1	33.3	23.1	18.3	28.3	30.3	17.5	17.0	13.7	36.5	288.2		70.2	74.7	76.0	67.2
2017	000s	39.8	14.5	16.9	34.5	24.3	18.9	29.2	30.8	18.5	17.3	13.9	37.8	296.4	2.8%	71.1	77.7	78.5	69.0
2018	000s	40.1	14.6	16.9	34.6	24.7	19.2	29.3	31.4	18.5	17.5	14.1	38.3	299.2	0.9%	71.5	78.5	79.2	69.9
2019	000s	40.9	14.7	16.9	35.5	25.1	19.2	29.8	31.6	18.4	17.4	14.4	38.8	302.7	1.2%	72.6	79.8	79.7	70.5
2020	000s	38.6	12.2	8.6	1.5	1.4	1.2	15.7	24.2	19.0	14.6	1.6	15.3	153.9	-49.2%	59.5	4.1	58.8	31.4
2021	000s	2.4	0.9	1.0	15.0	28.6	27.8	40.5	42.5	32.5	33.1	21.9	64.0	310.2	101.6%	4.2	71.4	115.5	119.1
2022	000s	44.2	14.6	18.9	36.4	25.8	19.9	30.7	32.3	19.5	18.4	14.8	43.2	318.5	2.7%	77.6	82.0	82.4	76.4
2023	000s	43.9	14.9	17.9	36.8	24.9	18.8	29.0	31.1	19.2	19.1	14.8	41.3	311.8	-2.1%	76.8	80.5	79.3	75.2
2024	000s	42.7	14.2	17.8	35.7	24.2	18.9	29.2	31.3	19.1	18.8	14.6	40.2	306.8	-1.6%	74.8	78.8	79.7	73.6

VISITOR DAYS												SFR	
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
SFR 000s	277.4	284.8	288.2	296.4	299.2	302.7	153.9	310.2	318.5	311.8	306.8		
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4		
Share of Total	%	7.3%	7.0%	7.1%	7.1%	6.9%	7.4%	8.4%	7.6%	7.1%	7.1%		
Annual Change in Share	%		-3.1%	1.1%	-0.3%	-2.9%	-1.5%	9.8%	13.2%	-10.2%	-6.4%		
Change in Share from 2014	%		-3.1%	-2.0%	-2.3%	-5.2%	-6.6%	2.6%	16.2%	4.4%	-2.3%		
Avg Ann. Change in Share	%		-3.1%	-1.0%	-0.8%	-1.3%	-1.3%	0.4%	2.3%	0.5%	-0.3%		



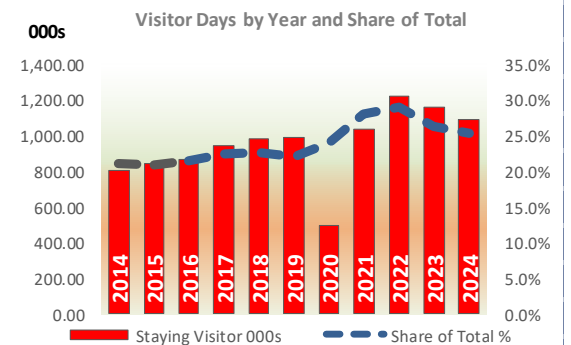
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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2024			STAYING VISITOR		VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase 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								
% Change 2014 to 2024		24.0%	20.4%	26.7%	36.6%	37.6%	34.5%	30.2%	32.9%	51.9%	52.1%	29.6%	32.8%	35.3%	24.0%	36.3%	37.6%	39.0%			
% Change 2023 to 2024		-7.3%	-14.3%	-5.8%	-9.2%	-10.0%	-2.0%	-0.8%	-2.0%	-3.9%	-6.3%	-6.6%	-8.2%	-5.6%	-8.6%	-7.2%	-2.2%	-7.0%			
Average Annual Change		2.4%	2.0%	2.7%	3.7%	3.8%	3.5%	3.0%	3.3%	5.2%	5.2%	3.0%	3.3%	3.5%	2.4%	3.6%	3.8%	3.9%			
2014 000s		53.4	32.4	44.8	71.7	81.3	78.3	93.2	114.1	85.3	56.1	42.8	53.8	807.3	130.7	231.3	292.6	152.7			
2015 000s		57.2	34.6	48.3	75.0	85.7	83.0	96.5	117.6	87.4	59.9	42.7	55.9	843.8	4.5%	140.1	243.7	301.5	158.5		
2016 000s		57.9	35.3	48.2	76.2	87.4	84.7	99.7	122.5	91.3	61.5	44.3	58.4	867.3	2.8%	141.4	248.3	313.5	164.1		
2017 000s		60.5	38.3	48.4	83.5	99.9	92.5	108.7	130.1	104.6	65.0	46.8	62.0	940.3	8.4%	147.1	275.9	343.4	173.9		
2018 000s		61.7	39.4	49.0	85.6	106.4	97.8	111.9	139.1	107.4	68.2	48.6	63.8	978.8	4.1%	150.1	289.8	358.4	180.6		
2019 000s		63.1	38.9	48.3	89.8	108.8	97.3	115.3	138.7	104.7	66.7	49.6	64.1	985.4	0.7%	150.3	295.9	358.8	180.4		
2020 000s		60.0	32.2	24.6	3.8	6.2	5.9	60.6	105.9	107.6	55.8	5.5	25.6	493.8	-49.9%	116.8	15.9	274.1	86.9		
2021 000s		4.3	2.9	3.6	34.2	104.9	127.7	144.2	175.9	164.4	110.6	66.6	95.0	1,034.2	109.5%	10.7	266.8	484.6	272.2		
2022 000s		72.5	42.1	64.6	103.3	131.1	124.0	142.2	170.5	140.0	84.7	60.1	84.1	1,219.1	17.9%	179.3	358.3	452.6	228.9		
2023 000s		71.5	45.6	60.3	107.9	124.4	107.4	122.3	154.7	134.7	91.1	59.3	77.9	1,157.1	-5.1%	177.3	339.7	411.8	228.3		
2024 000s		66.2	39.1	56.8	98.0	112.0	105.3	121.4	151.6	129.5	85.4	55.4	71.5	1,092.2	-5.6%	162.1	315.3	402.6	212.3		

VISITOR DAYS												STAYING VISITOR			
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Staying Visitor 000s	807.3	843.8	867.3	940.3	978.8	985.4	493.8	1,034.2	1,219.1	1,157.1	1,092.2				
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4	4.3				
Share of Total %	21.1%	20.8%	21.4%	22.5%	22.5%	22.1%	23.9%	28.1%	29.0%	26.3%	25.2%				
Annual Change in Share %		-1.4%	2.7%	5.1%	0.1%	-2.0%	8.2%	17.7%	3.1%	-9.2%	-4.0%				
Change in Share from 2014 %		-1.4%	1.3%	6.5%	6.6%	4.5%	13.1%	33.0%	37.2%	24.6%	19.6%				
Avg Ann. Change in Share %		-1.4%	0.7%	2.2%	1.7%	0.9%	2.2%	4.7%	4.7%	2.7%	2.0%				

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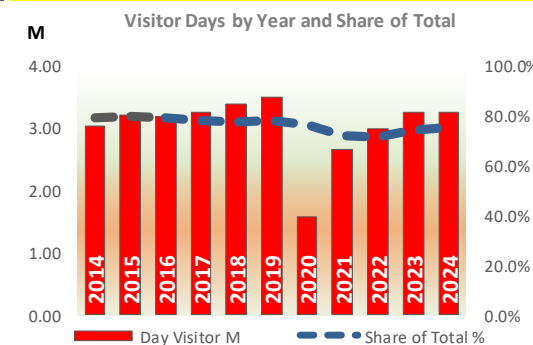
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Report Prepared by: GARETHREYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																		
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 2014 to 2024		13.9%	27.0%	32.0%	-6.8%	5.3%	25.2%	-15.9%	4.1%	9.6%	6.5%	-4.1%	-0.8%	7.2%	Annual Change	25.9%	8.5%	-1.1%	1.5%	
% Change 2023 to 2024		0.8%	3.0%	1.3%	-2.0%	2.0%	3.6%	-0.4%	-2.8%	-5.9%	-1.5%	-0.5%	-0.2%	-0.2%		1.7%	1.5%	-3.0%	-0.9%	
Average Annual Change		1.4%	2.7%	3.2%	-0.7%	0.5%	2.5%	-1.6%	0.4%	1.0%	0.7%	-0.4%	-0.1%	0.7%		2.6%	0.8%	-0.1%	0.2%	
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469	
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523	
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495	
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497	
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509	
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517	
2020	M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299	
2021	M	0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481	
2022	M	0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473	
2023	M	0.146	0.224	0.292	0.285	0.360	0.412	0.285	0.463	0.295	0.229	0.138	0.114	3.243	8.5%	0.663	1.058	1.043	0.481	
2024	M	0.147	0.231	0.296	0.280	0.367	0.427	0.284	0.450	0.278	0.225	0.137	0.114	3.236	-0.2%	0.674	1.074	1.011	0.476	

VISITOR DAYS												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990	3.243	3.236
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400	4.328
Share of Total	%	78.9%	79.2%	78.6%	77.5%	77.5%	77.9%	76.1%	71.9%	71.0%	73.7%	74.8%
Annual Change in Share	%		0.4%	-0.7%	-1.4%	0.0%	0.6%	-2.3%	-5.5%	-1.2%	3.8%	1.4%
Change in Share from 2014	%		0.4%	-0.4%	-1.7%	-1.8%	-1.2%	-3.5%	-8.8%	-10.0%	-6.6%	-5.2%
Avg Ann. Change in Share	%		0.4%	-0.2%	-0.6%	-0.4%	-0.2%	-0.6%	-1.3%	-1.2%	-0.7%	-0.5%



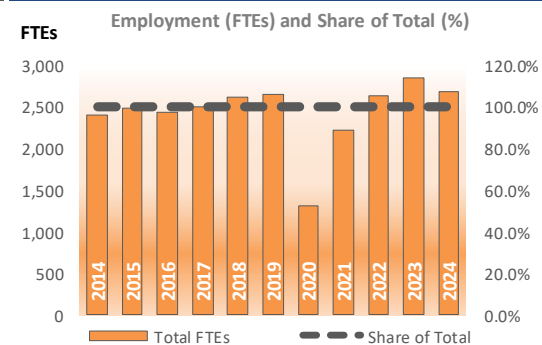
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2024

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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			TOTAL	TOTAL EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2024	9.9%	16.7%	22.5%	3.9%	12.4%	24.2%	-1.7%	11.5%	17.5%	13.5%	1.5%	6.1%	11.6%	Annual Change	16.9%	13.8%	8.8%	7.6%	
% Change 2023 to 2024	-7.8%	-6.1%	-5.1%	-7.8%	-5.1%	-2.1%	-4.7%	-5.5%	-8.3%	-7.2%	-8.3%	-9.3%	-6.1%		-6.2%	-4.8%	-6.1%	-8.2%	
Average Annual Change	1.0%	1.7%	2.3%	0.4%	1.2%	2.4%	-0.2%	1.1%	1.8%	1.3%	0.2%	0.6%	1.2%		1.7%	1.4%	0.9%	0.8%	
2014	FTEs	1,625	1,761	2,091	2,680	3,004	2,943	3,065	3,731	2,544	2,108	1,651	1,551	2,396		1,826	2,876	3,113	1,770
2015	FTEs	1,790	1,921	2,122	2,687	2,976	2,973	3,036	3,988	2,630	2,276	1,672	1,627	2,475	3.3%	1,944	2,879	3,218	1,858
2016	FTEs	1,758	1,868	2,187	2,599	3,005	3,120	2,889	3,921	2,502	2,149	1,596	1,604	2,433	-1.7%	1,937	2,908	3,104	1,783
2017	FTEs	1,767	1,905	2,231	2,728	3,093	3,200	2,890	4,107	2,686	2,153	1,644	1,629	2,503	2.9%	1,968	3,007	3,228	1,809
2018	FTEs	1,816	2,004	2,324	2,782	3,322	3,358	2,971	4,322	2,862	2,252	1,690	1,653	2,613	4.4%	2,048	3,154	3,385	1,865
2019	FTEs	1,855	2,069	2,416	2,837	3,332	3,434	3,005	4,320	2,906	2,278	1,673	1,657	2,648	1.4%	2,113	3,201	3,410	1,869
2020	FTEs	1,673	1,779	1,275	286	474	669	1,321	2,848	2,283	1,650	624	841	1,310	-50.5%	1,576	476	2,151	1,038
2021	FTEs	470	663	888	1,472	2,618	3,426	3,014	4,345	3,359	2,731	1,766	1,825	2,215	69.0%	674	2,505	3,573	2,107
2022	FTEs	1,780	1,841	2,399	2,705	3,243	3,452	3,041	4,174	2,975	2,359	1,742	1,802	2,626	18.6%	2,007	3,133	3,397	1,968
2023	FTEs	1,936	2,188	2,699	3,020	3,559	3,734	3,160	4,398	3,262	2,579	1,829	1,814	2,848	8.5%	2,275	3,438	3,607	2,074
2024	FTEs	1,786	2,055	2,562	2,785	3,376	3,655	3,012	4,158	2,990	2,392	1,677	1,646	2,674	-6.1%	2,134	3,272	3,387	1,905

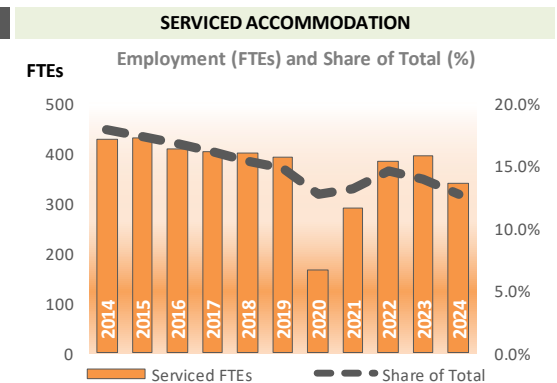
EMPLOYMENT											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %											
Change in Share from 2014 %											
Avg Ann. Change in Share %											



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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2014 to 2024		-22.2%	-23.0%	-23.4%	-19.5%	-14.9%	-17.7%	-21.0%	-20.9%	-24.5%	-20.9%	-24.5%	-20.1%	-21.0%	Annual Change	-22.9%	-17.4%	-22.1%	-21.9%	
% Change 2023 to 2024		-14.9%	-15.2%	-15.0%	-15.6%	-13.1%	-14.8%	-13.8%	-12.8%	-15.1%	-14.1%	-14.7%	-15.3%	-14.5%		-15.0%	-14.5%	-13.9%	-14.7%	
Average Annual Change		-2.2%	-2.3%	-2.3%	-1.9%	-1.5%	-1.8%	-2.1%	-2.1%	-2.4%	-2.1%	-2.4%	-2.0%	-2.1%		-2.3%	-1.7%	-2.2%	-2.2%	
2014	FTEs	389	400	408	412	422	431	465	502	466	424	428	395	428	0.1%	399	421	478	415	
2015	FTEs	394	403	409	414	427	443	466	500	457	430	412	394	429		402	428	474	412	
2016	FTEs	371	381	388	392	405	418	446	479	433	403	391	383	407		-5.0%	380	405	453	392
2017	FTEs	365	373	378	399	418	420	433	459	424	397	387	380	403		-1.2%	372	412	439	388
2018	FTEs	360	369	373	394	418	419	429	462	419	395	384	376	400		-0.7%	367	410	437	385
2019	FTEs	355	363	367	386	408	409	420	449	407	388	378	368	391		-2.1%	362	401	425	378
2020	FTEs	293	286	217	67	81	71	164	236	221	207	86	70	167		-57.4%	265	73	207	121
2021	FTEs	122	117	120	131	168	398	416	456	413	395	380	367	290		74.3%	119	233	428	381
2022	FTEs	345	344	348	365	384	408	421	445	406	387	377	368	383		32.1%	346	386	424	377
2023	FTEs	355	364	368	393	413	416	426	456	415	390	379	373	396		3.2%	362	407	432	381
2024	FTEs	302	308	312	332	359	354	367	397	352	335	323	316	338		-14.5%	308	348	372	325

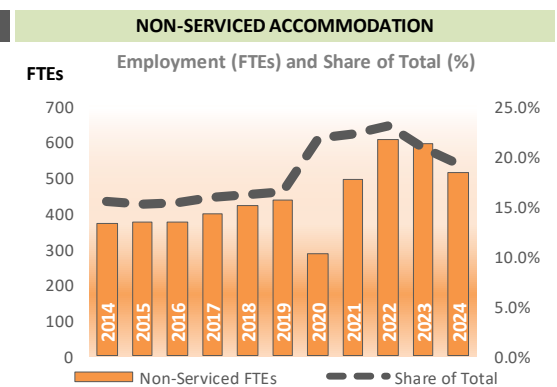
EMPLOYMENT											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced FTEs	428	429	407	403	400	391	167	290	383	396	338
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674
Share of Total %	17.9%	17.3%	16.7%	16.1%	15.3%	14.8%	12.7%	13.1%	14.6%	13.9%	12.6%
Annual Change in Share %		-3.1%	-3.4%	-3.9%	-4.9%	-3.4%	-14.0%	3.1%	11.4%	-4.9%	-8.9%
Change in Share from 2014 %		-3.1%	-6.3%	-10.0%	-14.4%	-17.3%	-28.9%	-26.7%	-18.4%	-22.3%	-29.3%
Avg Ann. Change in Share %		-3.1%	-3.2%	-3.3%	-3.6%	-3.5%	-4.8%	-3.8%	-2.3%	-2.5%	-2.9%



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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			NON-SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	NON-SERVICED ACCOMMODATION																			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC						
% Change 2014 to 2024	19.8%	20.2%	26.0%	41.0%	38.7%	37.3%	39.6%	44.7%	57.3%	46.8%	31.8%	29.4%	38.1%	Annual Change	22.3%	38.8%	47.2%	37.0%		
% Change 2023 to 2024	-19.8%	-21.0%	-15.8%	-15.7%	-15.5%	-9.5%	-8.9%	-8.8%	-9.7%	-13.7%	-15.7%	-19.1%	-13.5%		-18.7%	-13.5%	-9.2%	-15.8%		
Average Annual Change	2.0%	2.0%	2.6%	4.1%	3.9%	3.7%	4.0%	4.5%	5.7%	4.7%	3.2%	2.9%	3.8%		2.2%	3.9%	4.7%	3.7%		
2014	FTEs	251	256	313	362	453	456	458	526	470	357	300	258	372	1.4%	273	424	485	305	
2015	FTEs	253	258	320	368	461	462	464	533	477	362	303	260	377		277	430	491	309	
2016	FTEs	247	251	306	361	456	458	463	540	482	360	299	254	373		268	425	495	304	
2017	FTEs	257	260	309	380	498	487	504	581	540	373	309	260	397		6.3%	275	455	542	314
2018	FTEs	269	272	320	402	539	524	534	633	570	398	323	272	421		6.2%	287	488	579	331
2019	FTEs	281	279	329	432	563	537	561	647	575	407	337	283	436		3.4%	296	511	594	342
2020	FTEs	244	260	256	72	121	122	384	577	632	401	166	191	285		-34.5%	253	105	531	253
2021	FTEs	47	44	50	281	652	720	722	841	967	746	457	385	493		72.6%	47	551	843	529
2022	FTEs	375	377	480	581	755	737	756	941	809	563	459	421	605		22.7%	411	691	835	481
2023	FTEs	375	389	468	605	744	691	703	835	819	607	469	413	593	-1.9%	411	680	785	496	
2024	FTEs	301	307	394	510	629	625	640	761	739	524	395	334	513	-13.5%	334	588	713	418	

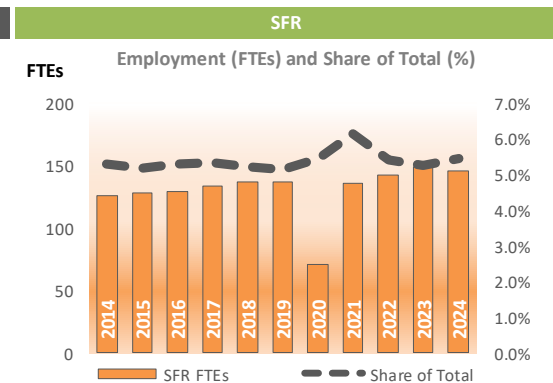
EMPLOYMENT											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced FTEs	372	377	373	397	421	436	285	493	605	593	513
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674
Share of Total	15.5%	15.2%	15.3%	15.8%	16.1%	16.5%	21.8%	22.2%	23.0%	20.8%	19.2%
Annual Change in Share		-1.8%	0.7%	3.4%	1.8%	2.1%	32.4%	2.1%	3.5%	-9.6%	-7.8%
Change in Share from 2014		-1.8%	-1.1%	2.2%	4.0%	6.1%	40.5%	43.5%	48.5%	34.3%	23.8%
Avg Ann. Change in Share		-1.8%	-0.6%	0.7%	1.0%	1.2%	6.7%	6.2%	6.1%	3.8%	2.4%



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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA										2014 to 2024			SFR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2024		19.4%	11.0%	14.4%	14.8%	12.7%	11.2%	10.9%	11.3%	17.9%	20.2%	12.9%	20.5%			15.2%	16.5%	13.3%	12.7%	18.9%
% Change 2023 to 2024		-3.7%	-5.7%	-1.8%	-4.0%	-4.0%	-0.4%	0.0%	-0.5%	-1.1%	-2.5%	-2.3%	-3.8%			-2.6%	-3.7%	-3.1%	-0.5%	-3.2%
Average Annual Change		1.9%	1.1%	1.4%	1.5%	1.3%	1.1%	1.1%	1.1%	1.8%	2.0%	1.3%	2.1%			1.5%	1.7%	1.3%	1.3%	1.9%
2014	FTEs	204	73	89	177	122	97	150	160	92	89	74	190	126	1.4%	122	132	134	117	
2015	FTEs	210	75	91	179	123	98	151	161	93	91	73	192	128		126	133	135	119	
2016	FTEs	210	75	91	178	124	98	151	162	94	91	73	195	129		125	133	136	120	
2017	FTEs	214	78	91	186	131	102	157	166	100	93	75	204	133		128	140	141	124	
2018	FTEs	219	80	92	189	135	105	160	172	101	96	77	209	136		130	143	144	127	
2019	FTEs	221	80	92	192	136	104	161	171	99	94	78	210	136		131	144	144	127	
2020	FTEs	208	66	47	8	8	6	87	138	108	83	9	87	71		107	7	111	60	
2021	FTEs	13	5	5	79	150	146	213	223	170	174	115	336	136		8	125	202	208	
2022	FTEs	237	78	101	195	138	106	164	173	104	98	79	231	142		139	146	147	136	
2023	FTEs	253	86	103	212	143	108	166	179	110	110	85	238	149		147	154	152	144	
2024	FTEs	243	81	101	203	138	107	166	178	109	107	83	229	146	-2.6%	142	149	151	140	

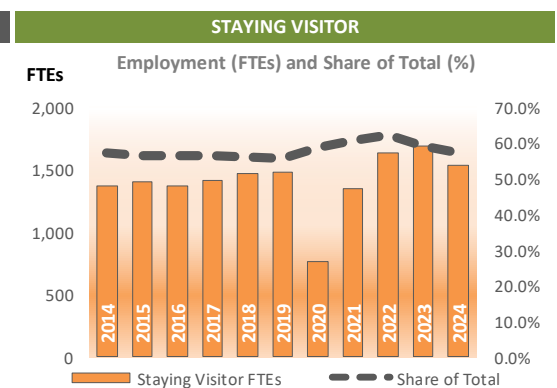
EMPLOYMENT											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
SFR FTEs	126	128	129	133	136	136	71	136	142	149	146
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674
Share of Total %	5.3%	5.2%	5.3%	5.3%	5.2%	5.1%	5.4%	6.1%	5.4%	5.2%	5.4%
Annual Change in Share %		-1.8%	2.1%	0.7%	-1.9%	-1.4%	5.5%	12.8%	-11.7%	-3.1%	3.7%
Change in Share from 2014 %		-1.8%	0.2%	0.9%	-1.0%	-2.3%	3.1%	16.3%	2.7%	-0.5%	3.2%
Avg Ann. Change in Share %		-1.8%	0.1%	0.3%	-0.2%	-0.5%	0.5%	2.3%	0.3%	-0.1%	0.3%



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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2024		0.4%	-4.4%	-0.1%	9.9%	12.8%	10.6%	9.3%	12.5%	16.7%	11.1%	0.0%	4.2%	7.6%	Annual Change	-1.3%	11.1%	12.8%	5.3%
% Change 2023 to 2024		-13.9%	-16.9%	-14.0%	-13.6%	-13.5%	-10.5%	-9.4%	-9.0%	-10.7%	-12.7%	-14.1%	-14.2%	-12.4%		-14.8%	-12.6%	-9.7%	-13.6%
Average Annual Change		0.0%	-0.4%	0.0%	1.0%	1.3%	1.1%	0.9%	1.2%	1.7%	1.1%	0.0%	0.4%	0.8%		-0.1%	1.1%	1.3%	0.5%
2014	FTEs	843	729	809	951	997	983	1,073	1,188	1,028	869	801	843	926		794	977	1,097	838
2015	FTEs	857	735	820	960	1,012	1,002	1,080	1,193	1,026	883	789	846	934	0.8%	804	991	1,100	839
2016	FTEs	828	706	785	931	985	974	1,061	1,181	1,008	854	763	832	909	-2.6%	773	964	1,083	817
2017	FTEs	836	712	778	965	1,047	1,009	1,095	1,207	1,064	863	771	844	932	2.6%	775	1,007	1,122	826
2018	FTEs	848	721	786	986	1,092	1,048	1,123	1,267	1,090	889	784	858	958	2.7%	785	1,042	1,160	843
2019	FTEs	857	721	787	1,010	1,107	1,050	1,142	1,267	1,081	888	792	860	964	0.6%	789	1,056	1,163	847
2020	FTEs	745	612	520	148	210	200	634	951	960	691	260	347	523	-45.7%	625	186	849	433
2021	FTEs	182	166	174	491	970	1,265	1,350	1,521	1,550	1,315	952	1,088	919	75.6%	174	909	1,474	1,118
2022	FTEs	957	799	929	1,141	1,278	1,251	1,341	1,559	1,319	1,049	916	1,021	1,130	23.0%	895	1,223	1,407	995
2023	FTEs	983	838	939	1,210	1,300	1,215	1,295	1,469	1,344	1,107	932	1,023	1,138	0.7%	920	1,242	1,369	1,021
2024	FTEs	846	697	808	1,045	1,125	1,087	1,174	1,337	1,200	966	801	878	997	-12.4%	784	1,086	1,237	882

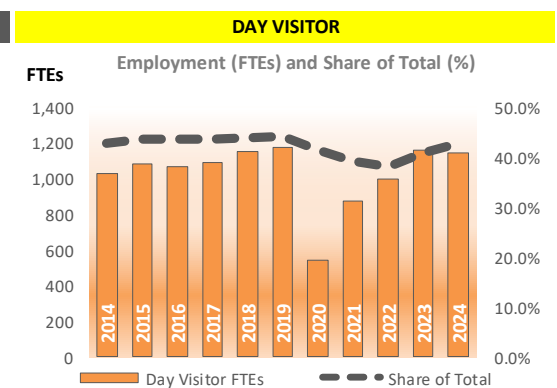
EMPLOYMENT											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Staying Visitor FTEs	1,370	1,397	1,371	1,415	1,465	1,476	768	1,345	1,630	1,688	1,529
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674
Share of Total %	57.2%	56.5%	56.4%	56.5%	56.1%	55.7%	58.6%	60.7%	62.1%	59.3%	57.2%
Annual Change in Share %		-1.2%	-0.2%	0.3%	-0.8%	-0.6%	5.1%	3.6%	2.2%	-4.5%	-3.5%
Change in Share from 2014 %		-1.2%	-1.4%	-1.1%	-1.9%	-2.5%	2.5%	6.2%	8.6%	3.6%	0.0%
Avg Ann. Change in Share %		-1.2%	-0.7%	-0.4%	-0.5%	-0.5%	0.4%	0.9%	1.1%	0.4%	0.0%



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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2024		18.6%	32.3%	37.4%	-3.0%	9.6%	30.4%	-12.4%	8.3%	14.1%	10.9%	-0.2%	3.3%	11.6%	Annual Change	31.1%	12.9%	2.9%	5.7%
% Change 2023 to 2024		-0.2%	1.9%	0.2%	-3.0%	0.9%	2.5%	-1.4%	-3.8%	-6.8%	-2.5%	-1.5%	-1.2%	-1.3%		0.7%	0.5%	-4.0%	-1.9%
Average Annual Change		1.9%	3.2%	3.7%	-0.3%	1.0%	3.0%	-1.2%	0.8%	1.4%	1.1%	0.0%	0.3%	1.2%		3.1%	1.3%	0.3%	0.6%
2014	FTEs	528	741	916	1,225	1,425	1,391	1,376	1,766	1,034	864	584	467	1,026		728	1,347	1,392	638
2015	FTEs	638	856	926	1,219	1,387	1,393	1,345	1,956	1,101	976	612	521	1,077	5.0%	807	1,333	1,467	703
2016	FTEs	636	837	1,004	1,172	1,428	1,526	1,242	1,907	1,012	900	570	511	1,062	-1.4%	826	1,375	1,387	660
2017	FTEs	633	856	1,042	1,234	1,428	1,548	1,202	2,020	1,092	890	598	515	1,088	2.5%	844	1,403	1,438	667
2018	FTEs	658	923	1,107	1,254	1,559	1,631	1,237	2,122	1,202	940	620	518	1,148	5.5%	896	1,481	1,521	693
2019	FTEs	680	975	1,178	1,275	1,555	1,691	1,247	2,127	1,250	965	600	521	1,172	2.1%	944	1,507	1,541	695
2020	FTEs	630	846	544	100	193	352	432	1,286	858	649	271	343	542	-53.7%	674	215	859	421
2021	FTEs	215	377	543	706	1,125	1,481	1,050	1,894	1,158	923	524	439	870	60.4%	378	1,104	1,367	629
2022	FTEs	532	735	1,032	1,053	1,324	1,511	1,074	1,736	1,068	874	540	478	996	14.6%	766	1,296	1,293	631
2023	FTEs	627	962	1,255	1,225	1,547	1,770	1,222	1,988	1,267	983	592	489	1,161	16.5%	948	1,514	1,492	688
2024	FTEs	626	980	1,258	1,188	1,561	1,814	1,205	1,913	1,180	958	583	483	1,146	-1.3%	955	1,521	1,433	675

EMPLOYMENT											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Day Visitor FTEs	1,026	1,077	1,062	1,088	1,148	1,172	542	870	996	1,161	1,146
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674
Share of Total %	42.8%	43.5%	43.6%	43.5%	43.9%	44.3%	41.4%	39.3%	37.9%	40.7%	42.8%
Annual Change in Share %		1.7%	0.3%	-0.4%	1.0%	0.8%	-6.5%	-5.1%	-3.4%	7.4%	5.1%
Change in Share from 2014 %		1.7%	1.9%	1.5%	2.5%	3.3%	-3.4%	-8.3%	-11.4%	-4.9%	0.0%
Avg Ann. Change in Share %		1.7%	1.0%	0.5%	0.6%	0.7%	-0.6%	-1.2%	-1.4%	-0.5%	0.0%



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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA							2024		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																							
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2014		<div>SEASONAL AVAILABILITY OF BED SUPPLY 2024</div> <div><div>Non-Serviced Accommodation</div><div>Serviced Accommodation</div></div> <table><caption>Seasonal Availability of Bed Supply 2024 Data</caption><thead><tr><th>Month</th><th>Non-Serviced Accommodation</th><th>Serviced Accommodation</th></tr></thead><tbody><tr><td>JAN</td><td>2,720</td><td>941</td></tr><tr><td>FEB</td><td>2,801</td><td>941</td></tr><tr><td>MAR</td><td>3,818</td><td>941</td></tr><tr><td>APR</td><td>4,465</td><td>941</td></tr><tr><td>MAY</td><td>4,473</td><td>941</td></tr><tr><td>JUN</td><td>4,473</td><td>941</td></tr><tr><td>JUL</td><td>4,473</td><td>941</td></tr><tr><td>AUG</td><td>4,473</td><td>941</td></tr><tr><td>SEP</td><td>4,473</td><td>941</td></tr><tr><td>OCT</td><td>4,473</td><td>941</td></tr><tr><td>NOV</td><td>4,473</td><td>941</td></tr><tr><td>DEC</td><td>3,682</td><td>2,850</td></tr></tbody></table>					Month	Non-Serviced Accommodation	Serviced Accommodation	JAN	2,720	941	FEB	2,801	941	MAR	3,818	941	APR	4,465	941	MAY	4,473	941	JUN	4,473	941	JUL	4,473	941	AUG	4,473	941	SEP	4,473	941	OCT	4,473	941	NOV	4,473	941	DEC	3,682	2,850
	Month	Non-Serviced Accommodation	Serviced Accommodation																																															
	JAN	2,720	941																																															
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OCT	4,473	941																																																
NOV	4,473	941																																																
DEC	3,682	2,850																																																
Est.	Beds	Est.	Beds	Est.	Beds																																													
Serviced Accommodation Total	64	941	-22	-128	-42	-184																																												
	2	204	+2	+204	+2	+204																																												
	5	213	-5	-256	-4	-267																																												
	57	524	-19	-76	-40	-121																																												

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	168	4,473	-39	-140	+24	+1,397
Self catering	119	1,236	-36	-176	+8	+424
Static caravans/chalets	0	936	0	0	0	+151
Touring caravans/camping	45	2,241	-3	+60	+15	+846
Youth Hostels	4	60	0	-24	+1	-24

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	232	5,414	-61	-268	-18	+1,213
Serviced Accommodation Share of Total	28%	17%				
Non-Serviced Accommodation Share of Total	72%	83%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,661	3,742	4,759	5,406	5,414	5,414	5,414	5,414	5,414	5,414	4,623	3,791
Serviced Accommodation	941	941	941	941	941	941	941	941	941	941	941	941
Non-Serviced Accommodation	2,720	2,801	3,818	4,465	4,473	4,473	4,473	4,473	4,473	4,473	3,682	2,850

Report Sections With Historic Financial Data Indexed to 2024 Prices

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

Indexation: *Indexation to: 2024*

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



STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

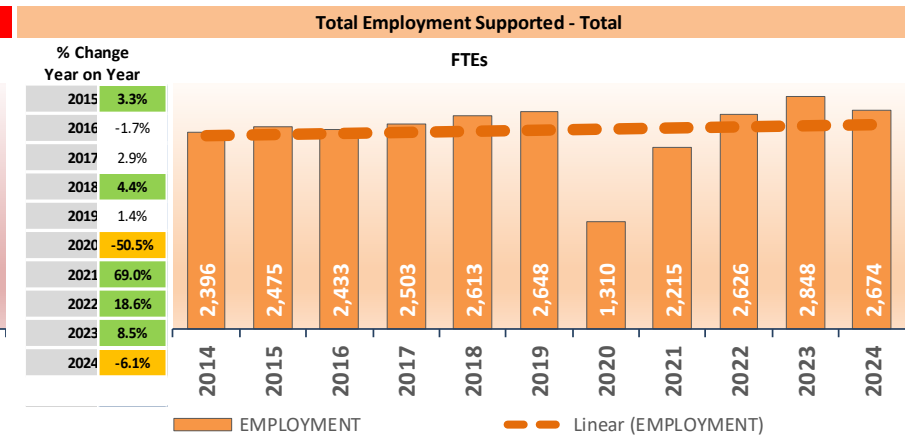
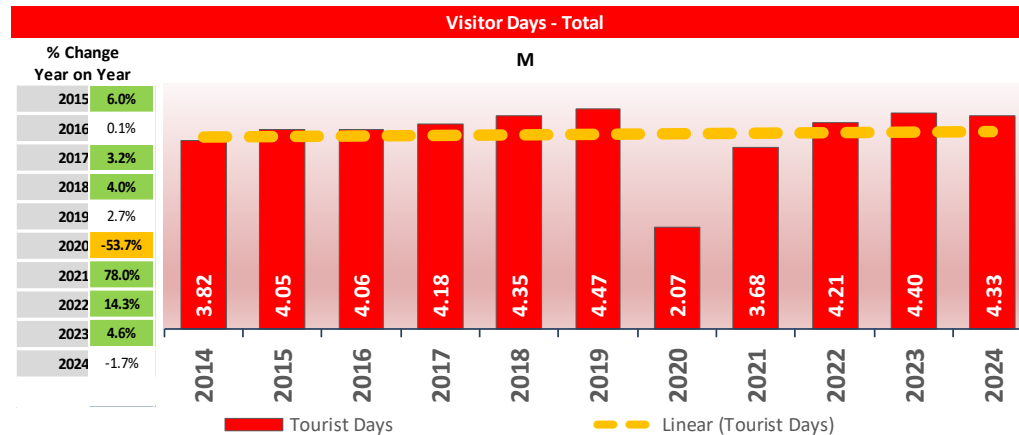
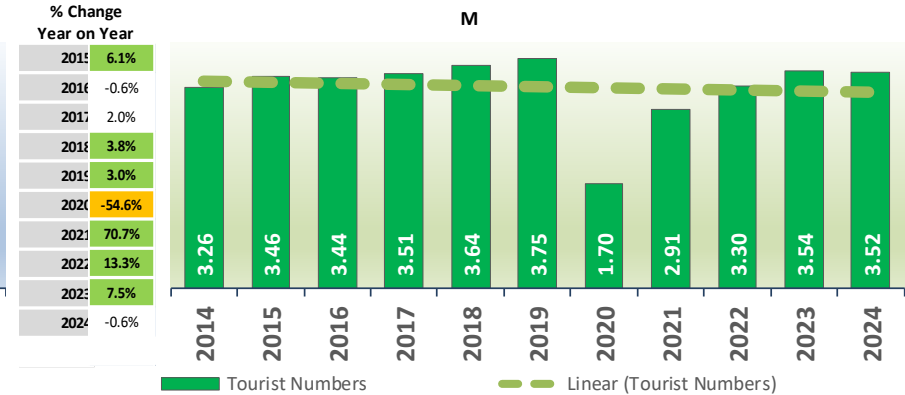
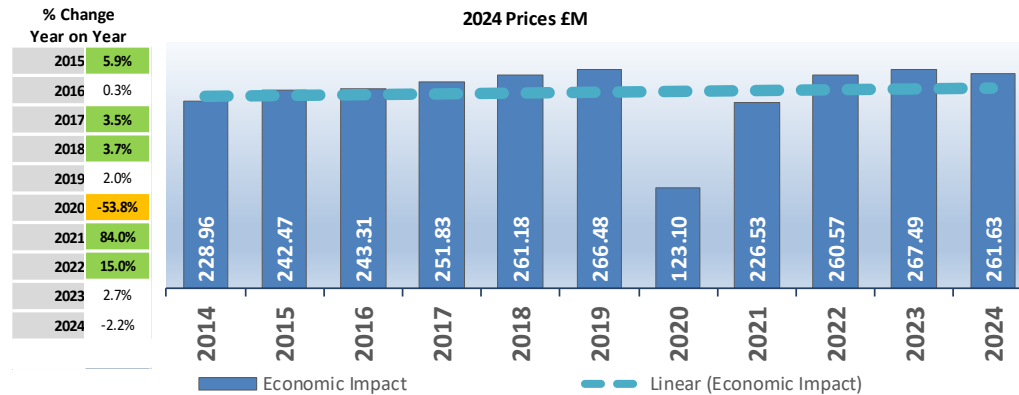
2014 to 2024
2024 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		5.9%	6.3%	10.0%	14.1%	16.4%	-46.2%	-1.1%	13.8%	16.8%	14.3%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%	8.7%	8.0%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%	15.1%	13.1%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%	18.9%	11.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

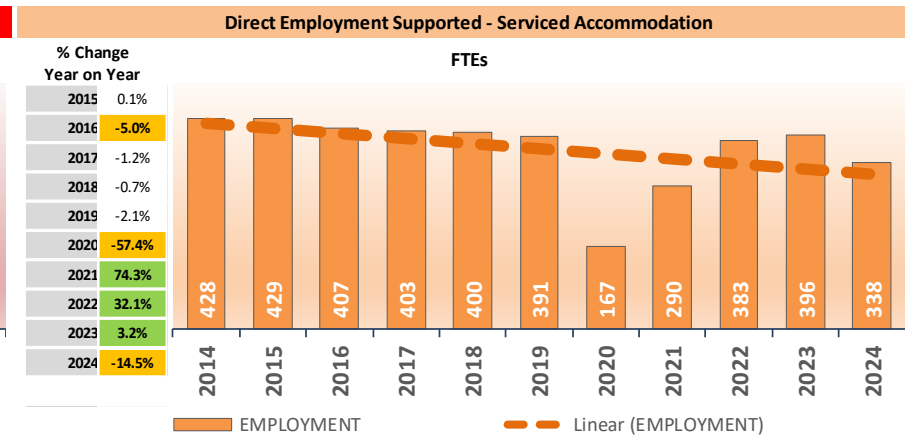
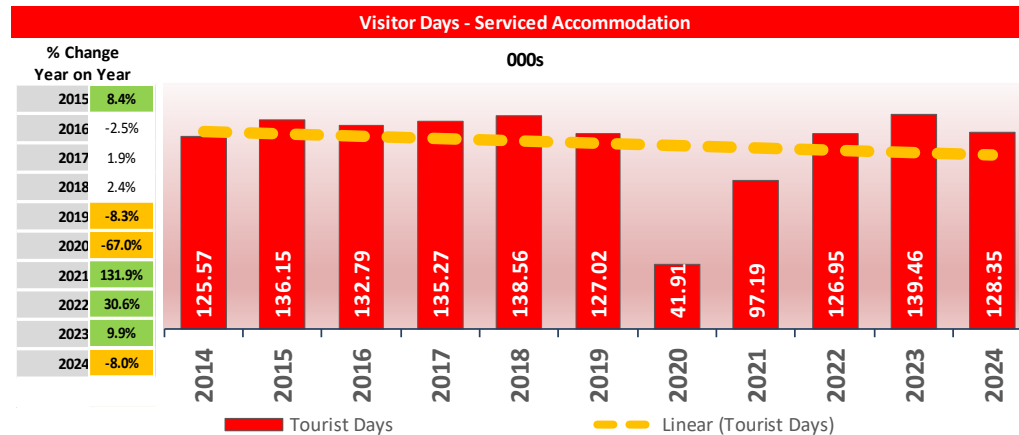
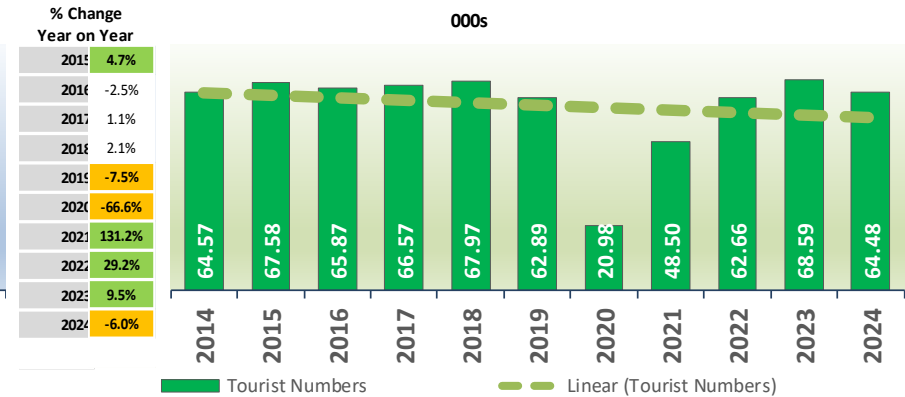
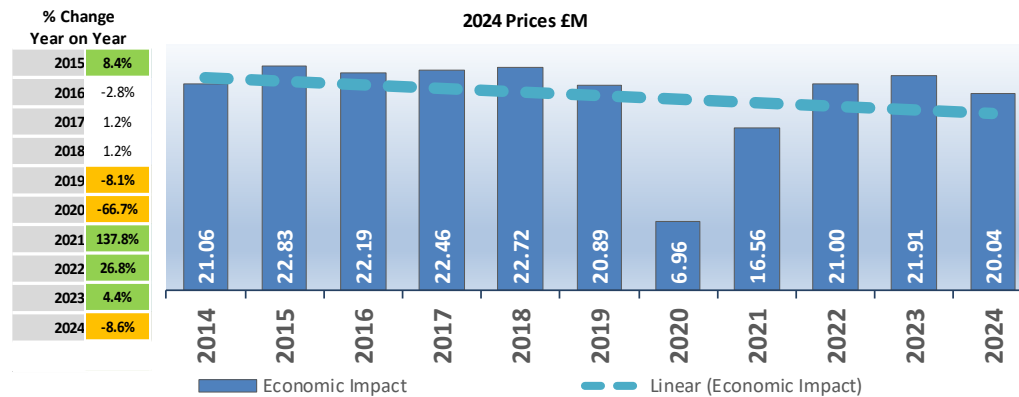
2014 to 2024
2024 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		8.4%	5.4%	6.6%	7.9%	-0.8%	-66.9%	-21.4%	-0.3%	4.0%	-4.9%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%	6.2%	-0.1%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%	11.1%	2.2%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%	-7.7%	-21.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

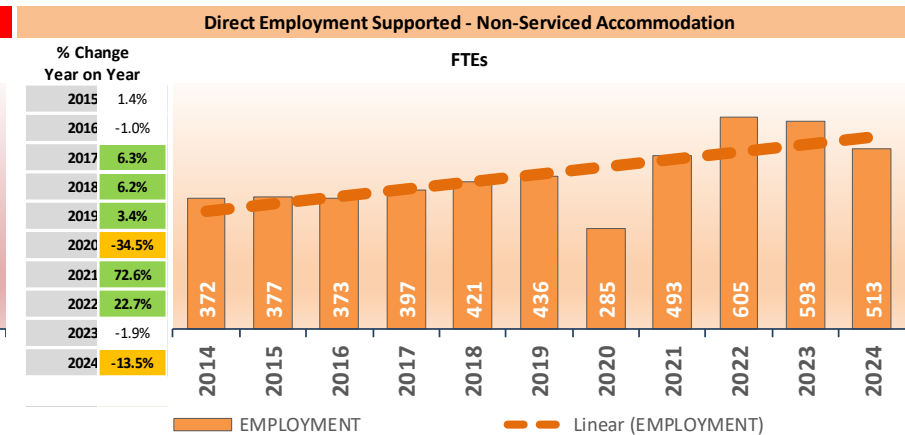
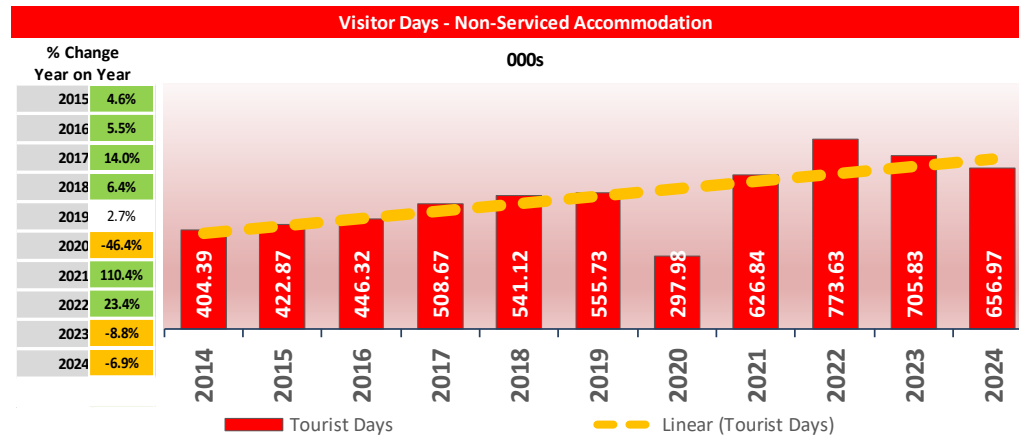
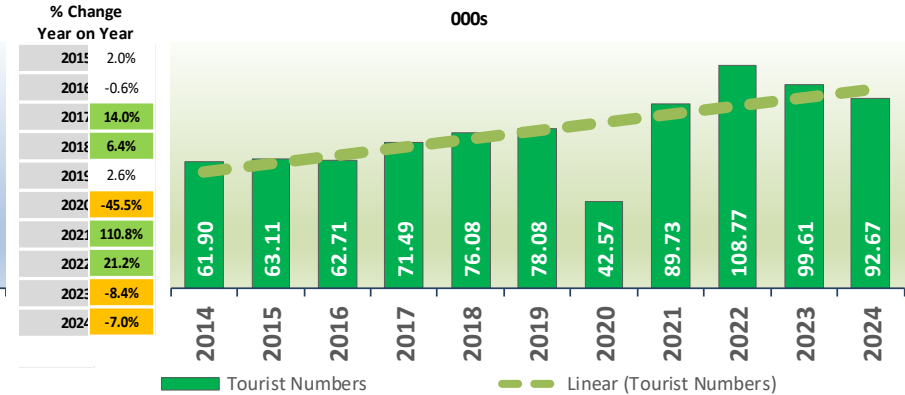
2014 to 2024
2024 Prices

NON-SERVED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		4.0%	11.3%	26.4%	33.5%	36.7%	-25.9%	59.3%	94.6%	73.6%	63.5%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%	60.9%	49.7%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%	74.5%	62.5%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%	59.6%	38.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

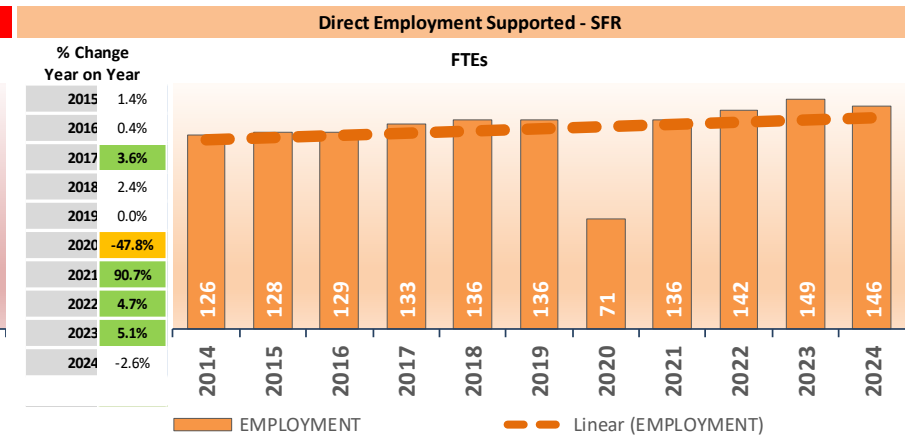
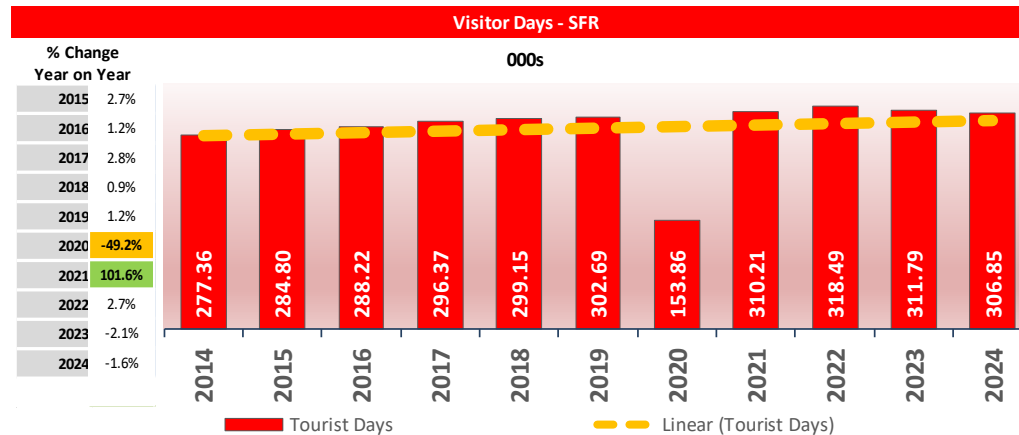
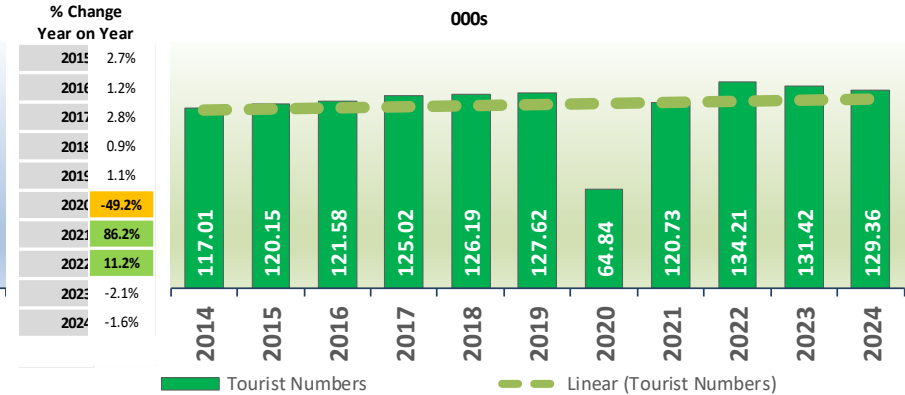
2014 to 2024
2024 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR

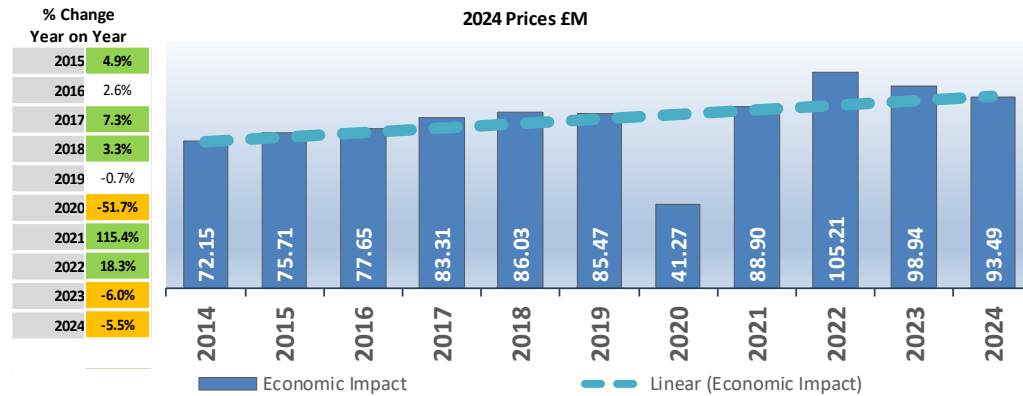


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		2.7%	3.9%	6.8%	7.8%	9.1%	-44.5%	11.8%	14.8%	12.4%	10.6%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%	12.3%	10.6%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%	12.4%	10.6%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%	18.3%	15.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

Economic Impact - Indexed - Staying Visitor

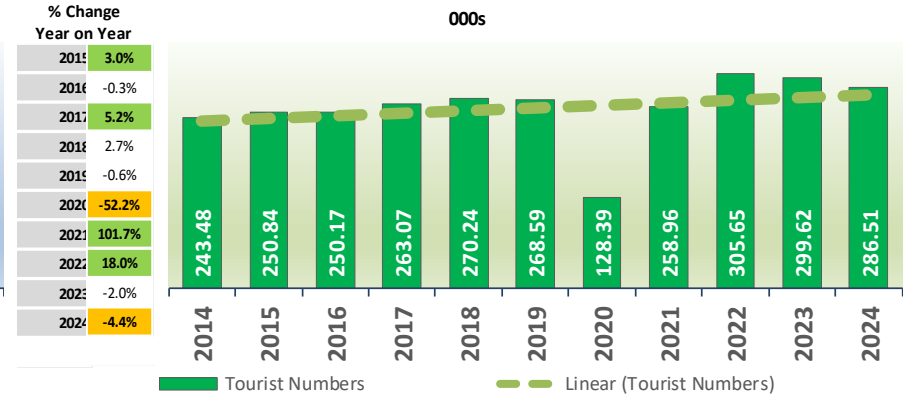


2014 to 2024
2024 Prices

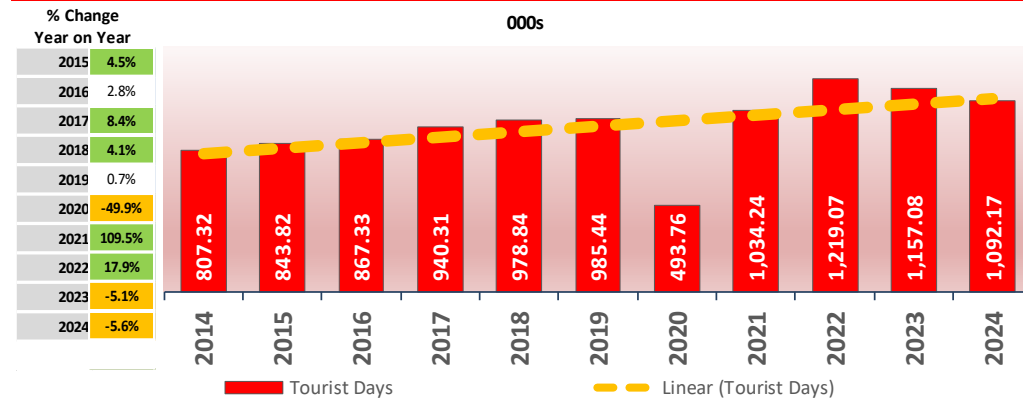
STAYING VISITOR

KEY MEASURES
Indexed

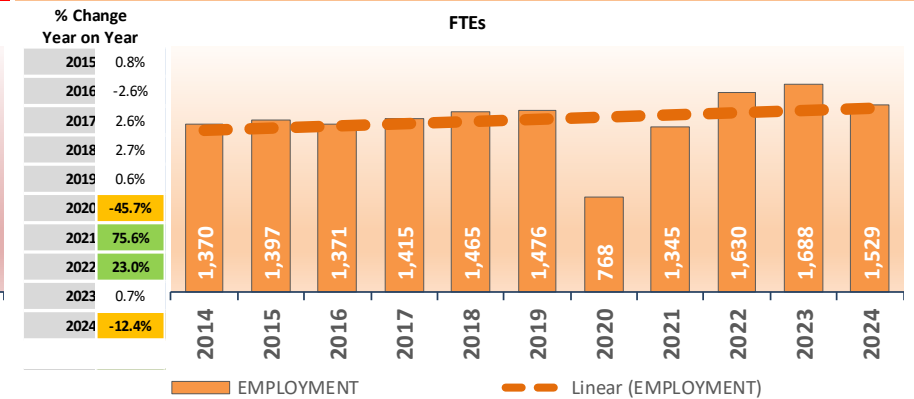
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		4.9%	7.6%	15.5%	19.3%	18.5%	-42.8%	23.2%	45.8%	37.1%	29.6%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%	23.1%	17.7%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%	43.3%	35.3%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%	-43.9%	-1.8%	19.0%	23.2%	11.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL
THE WOLDS DEVELOPMENT PLAN AREA

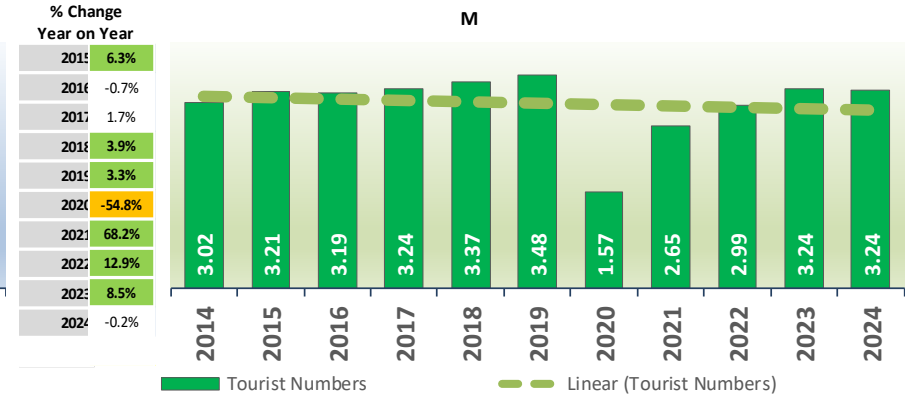
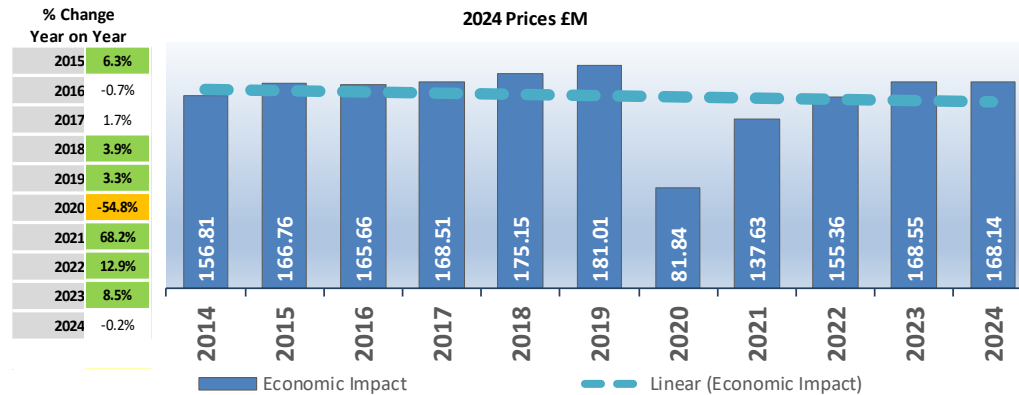
2014 to 2024
2024 Prices

DAY VISITOR

KEY MEASURES
Indexed

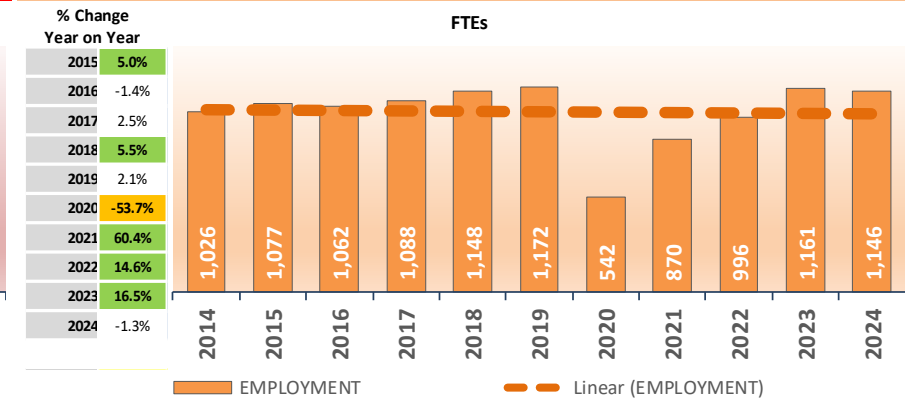
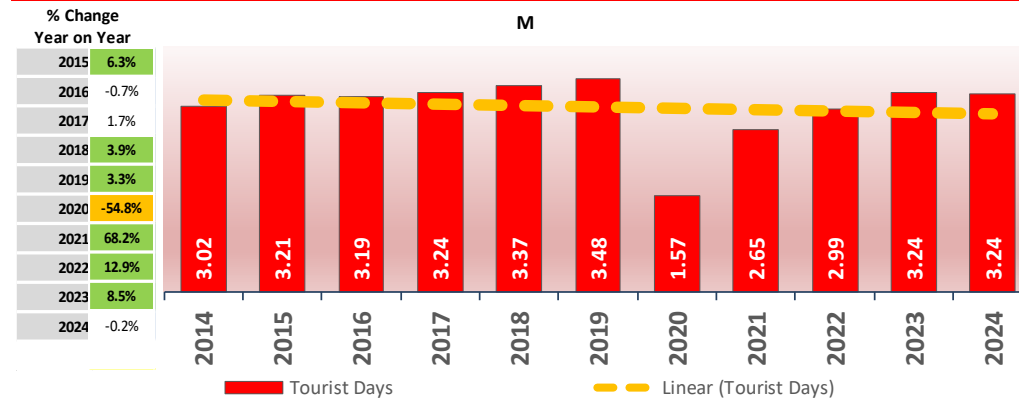
Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



Visitor Days - Day Visitor

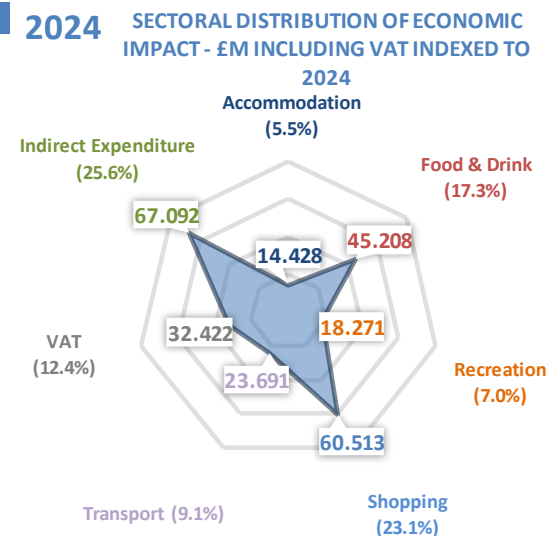
Direct Employment Supported - Day Visitor



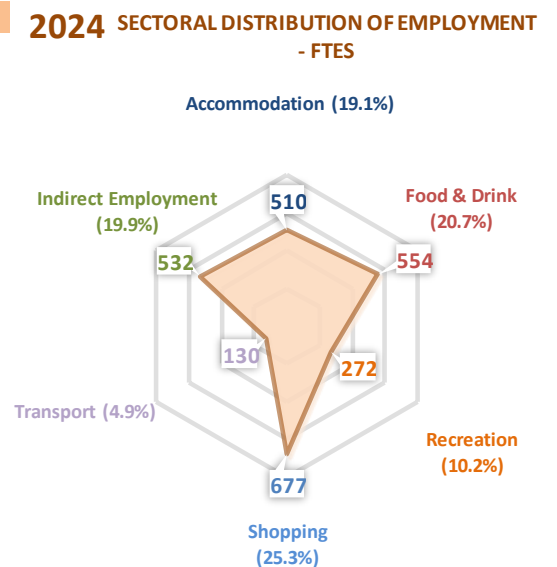
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%	13.1%	11.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2024 - FINAL											2014 to 2024	TOTAL	SECTORAL ANALYSIS
THE WOLDS DEVELOPMENT PLAN AREA											2024 Prices		Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024													
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Accommodation	£M	11.63	12.32	12.72	13.40	13.58	13.09	6.522	13.92	16.81	15.08	14.43	
Food & Drink	£M	39.72	42.06	42.11	43.57	45.26	46.25	22.62	39.18	44.67	46.35	45.21	
Recreation	£M	16.09	17.05	17.04	17.66	18.36	18.78	9.135	15.79	17.99	18.70	18.27	
Shopping	£M	54.08	57.34	57.33	58.97	61.24	62.85	28.94	51.36	58.50	61.45	60.51	
Transport	£M	20.68	21.87	21.90	22.73	23.65	24.31	11.34	20.48	23.31	24.12	23.69	
Direct Revenue	£M	142.21	150.64	151.11	156.34	162.10	165.28	78.56	140.73	161.29	165.69	162.11	
VAT	£M	28.44	30.13	30.22	31.27	32.42	33.06	12.89	27.63	32.26	33.14	32.42	
Direct Expenditure	£M	170.65	180.76	181.33	187.61	194.52	198.34	91.45	168.36	193.55	198.83	194.53	
Indirect Expenditure	£M	58.30	61.71	61.98	64.22	66.66	68.14	31.65	58.18	67.02	68.66	67.09	
TOTAL	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	267.49	261.63	



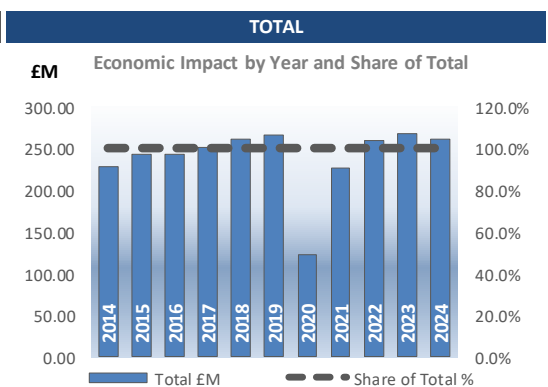
Sectoral Distribution of Employment - FTEs												
Sector / Year		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	565	560	531	523	526	537	309	495	623	616	510
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516	574	554
Recreation	FTEs	230	241	239	249	263	266	129	217	252	281	272
Shopping	FTEs	581	608	603	625	658	668	306	530	616	694	677
Transport	FTEs	109	114	113	118	125	127	59	104	120	134	130
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126	2,299	2,143
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500	550	532
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674



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

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 2024 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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 2014 to 2024		17.6%	24.0%	29.0%	4.4%	13.8%	26.7%	-1.8%	11.5%	20.1%	18.4%	4.0%	12.6%	14.3%	Annual Change	24.2%	15.4%	9.3%	12.4%
% Change 2023 to 2024		-2.7%	-1.4%	-0.6%	-4.8%	-2.0%	1.7%	-0.5%	-2.4%	-5.3%	-3.1%	-3.0%	-4.5%	-2.2%		-1.4%	-1.4%	-2.7%	-3.5%
Average Annual Change		1.8%	2.4%	2.9%	0.4%	1.4%	2.7%	-0.2%	1.1%	2.0%	1.8%	0.4%	1.3%	1.4%		2.4%	1.5%	0.9%	1.2%
2014	£M	11.02	12.47	15.69	21.62	24.93	24.41	26.45	33.46	20.83	16.07	11.54	10.45	228.96			39.18	70.96	80.75
2015	£M	12.92	14.33	16.31	22.06	25.12	25.19	26.63	36.56	21.96	18.08	11.89	11.42	242.47	5.9%	43.56	72.37	85.15	41.39
2016	£M	12.99	14.20	17.42	21.66	25.93	27.17	25.76	36.60	21.20	17.26	11.53	11.58	243.31	0.3%	44.61	74.77	83.56	40.37
2017	£M	13.09	14.59	17.79	23.02	26.92	27.97	25.80	38.30	23.08	17.33	12.04	11.89	251.83	3.5%	45.47	77.91	87.18	41.26
2018	£M	13.38	15.35	18.43	23.18	28.81	29.12	26.19	39.95	24.43	18.03	12.34	11.98	261.18	3.7%	47.16	81.10	90.57	42.35
2019	£M	13.81	16.07	19.41	23.86	29.07	30.00	26.68	40.13	24.90	18.31	12.20	12.04	266.48	2.0%	49.29	82.93	91.70	42.55
2020	£M	13.00	13.90	9.122	1.642	3.059	5.078	10.65	25.06	19.00	12.58	3.834	6.177	123.10	-53.8%	36.02	9.780	54.71	22.59
2021	£M	3.140	5.108	7.286	12.13	23.06	30.22	27.22	41.39	28.92	21.75	12.87	13.44	226.53	84.0%	15.53	65.41	97.53	48.06
2022	£M	12.74	13.27	18.88	22.15	27.89	30.08	27.18	38.25	25.56	18.85	12.47	13.24	260.57	15.0%	44.88	80.12	91.00	44.56
2023	£M	13.31	15.69	20.36	23.70	28.93	30.43	26.10	38.21	26.40	19.65	12.38	12.33	267.49	2.7%	49.36	83.06	90.71	44.36
2024	£M	12.95	15.47	20.25	22.57	28.37	30.93	25.97	37.31	25.01	19.03	12.00	11.77	261.63	-2.2%	48.67	81.87	88.29	42.80

ECONOMIC IMPACT - INDEXED TO 2024												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	267.49	261.63
All Visitor Types	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	267.49	261.63
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 2014	%											
Avg Ann. Change in Share	%											



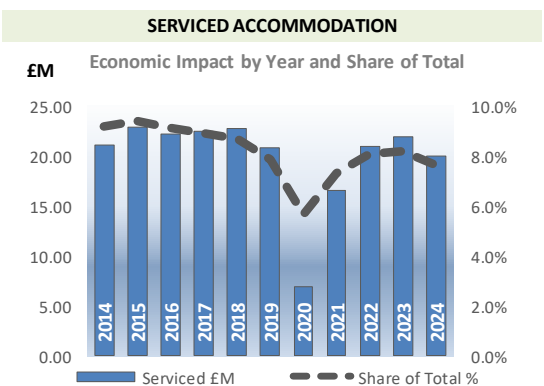
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STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 2024 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
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 2014 to 2024		9.3%	-6.7%	-11.6%	6.6%	28.9%	9.8%	-9.2%	-13.1%	-24.9%	-1.1%	-20.2%	7.2%	-4.9%	Annual Change	-4.4%	15.1%	-15.4%	-6.3%
% Change 2023 to 2024		-9.2%	-11.7%	-10.2%	-13.4%	-3.8%	-10.8%	-6.3%	-4.3%	-11.9%	-6.2%	-9.1%	-12.2%	-8.6%		-10.4%	-9.1%	-7.0%	-9.0%
Average Annual Change		0.9%	-0.7%	-1.2%	0.7%	2.9%	1.0%	-0.9%	-1.3%	-2.5%	-0.1%	-2.0%	0.7%	-0.5%		-0.4%	1.5%	-1.5%	-0.6%
2014	£M	0.880	1.142	1.303	1.424	1.561	1.742	2.629	3.427	2.514	1.610	1.697	1.135	21.06		3.325	4.727	8.570	4.442
2015	£M	1.123	1.309	1.454	1.570	1.807	2.118	2.821	3.570	2.439	1.866	1.521	1.230	22.83	8.4%	3.886	5.496	8.830	4.616
2016	£M	1.038	1.255	1.406	1.507	1.753	2.015	2.830	3.563	2.342	1.707	1.473	1.303	22.19	-2.8%	3.698	5.275	8.735	4.484
2017	£M	1.056	1.234	1.343	1.759	2.137	2.177	2.637	3.195	2.284	1.736	1.524	1.376	22.46	1.2%	3.633	6.073	8.116	4.637
2018	£M	1.064	1.242	1.327	1.757	2.203	2.220	2.616	3.307	2.253	1.774	1.555	1.405	22.72	1.2%	3.633	6.180	8.175	4.733
2019	£M	0.973	1.131	1.216	1.597	2.031	2.050	2.460	3.079	2.029	1.640	1.438	1.241	20.89	-8.1%	3.320	5.678	7.568	4.319
2020	£M	0.953	1.048	0.493	0.131	0.197	0.173	0.555	1.439	0.949	0.711	0.179	0.138	6.965	-66.7%	2.494	0.500	2.943	1.027
2021	£M	0.214	0.230	0.288	0.390	0.622	1.924	2.515	3.424	2.243	1.869	1.560	1.279	16.56	137.8%	0.731	2.936	8.183	4.709
2022	£M	0.936	0.909	0.987	1.341	1.710	2.207	2.702	3.223	2.176	1.797	1.589	1.420	21.00	26.8%	2.832	5.259	8.101	4.805
2023	£M	1.060	1.207	1.284	1.753	2.092	2.145	2.547	3.109	2.142	1.697	1.488	1.387	21.91	4.4%	3.551	5.989	7.798	4.573
2024	£M	0.962	1.066	1.152	1.517	2.012	1.913	2.387	2.977	1.887	1.592	1.354	1.217	20.04	-8.6%	3.180	5.443	7.250	4.163

ECONOMIC IMPACT - INDEXED TO 2024												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced	£M	21.06	22.83	22.19	22.46	22.72	20.89	6.965	16.56	21.00	21.91	20.04
All Visitor Types	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	267.49	261.63
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%	8.2%	7.7%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%	1.7%	-6.5%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%	-11.0%	-16.8%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%	-1.2%	-1.7%

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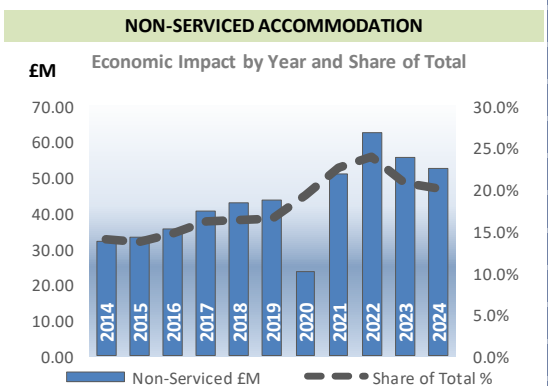
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 2024 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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 2014 to 2024		63.4%	47.1%	53.5%	71.0%	51.3%	48.3%	54.9%	58.5%	84.9%	88.5%	69.6%	92.1%	63.5%	Annual Change	54.1%	55.0%	64.9%	83.4%
% Change 2023 to 2024		-14.9%	-20.3%	-6.3%	-11.4%	-12.6%	-0.6%	0.9%	-1.3%	-3.0%	-6.6%	-7.2%	-13.6%	-5.8%		-12.7%	-8.3%	-1.2%	-8.3%
Average Annual Change		6.3%	4.7%	5.3%	7.1%	5.1%	4.8%	5.5%	5.9%	8.5%	8.9%	7.0%	9.2%	6.3%		5.4%	5.5%	6.5%	8.3%
2014	£M	0.858	0.982	1.621	2.379	3.702	3.736	4.415	5.545	3.992	2.352	1.485	0.987	32.05		3.460	9.818	13.95	4.824
2015	£M	0.896	1.025	1.747	2.489	3.856	3.863	4.548	5.723	4.147	2.467	1.555	1.030	33.35	4.0%	3.668	10.21	14.42	5.052
2016	£M	0.997	1.113	1.787	2.634	4.043	4.065	4.848	6.171	4.499	2.690	1.703	1.137	35.69	7.0%	3.896	10.74	15.52	5.529
2017	£M	1.140	1.312	1.837	2.970	4.691	4.517	5.640	6.927	5.432	2.921	1.853	1.283	40.52	13.6%	4.290	12.18	18.00	6.057
2018	£M	1.196	1.371	1.868	3.095	5.078	4.838	5.836	7.493	5.615	3.106	1.944	1.352	42.79	5.6%	4.435	13.01	18.94	6.402
2019	£M	1.281	1.381	1.867	3.423	5.300	4.869	6.123	7.513	5.518	3.062	2.050	1.426	43.81	2.4%	4.530	13.59	19.15	6.538
2020	£M	1.255	1.084	1.014	0.112	0.266	0.275	3.556	6.132	6.186	2.885	0.217	0.766	23.75	-45.8%	3.353	0.653	15.87	3.868
2021	£M	0.047	0.048	0.073	1.347	5.560	6.754	8.004	9.945	9.101	5.382	2.855	1.945	51.06	115.0%	0.167	13.66	27.05	10.18
2022	£M	1.865	1.805	3.188	4.641	7.207	6.879	8.417	10.26	8.172	4.441	2.842	2.646	62.36	22.1%	6.858	18.73	26.85	9.930
2023	£M	1.646	1.812	2.654	4.595	6.411	5.576	6.777	8.907	7.610	4.746	2.714	2.194	55.64	-10.8%	6.112	16.58	23.29	9.654
2024	£M	1.402	1.444	2.487	4.069	5.603	5.542	6.839	8.789	7.380	4.435	2.519	1.895	52.40	-5.8%	5.333	15.21	23.01	8.848

ECONOMIC IMPACT - INDEXED TO 2024												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced	£M	32.05	33.35	35.69	40.52	42.79	43.81	23.75	51.06	62.36	55.64	52.40
All Visitor Types	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	267.49	261.63
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%	20.8%	20.0%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%	-13.1%	-3.7%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%	48.6%	43.1%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%	5.4%	4.3%

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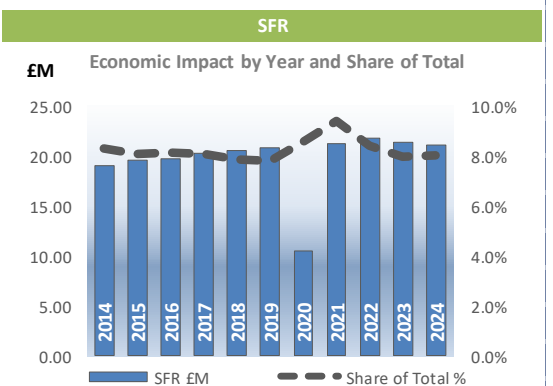
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 2024 Prices			SFR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2014 to 2024		14.7%	6.6%	9.8%	10.3%	8.2%	6.8%	6.5%	6.9%	13.2%	15.5%	8.5%	15.7%	10.6%	Annual Change	11.9%	8.8%	8.2%	14.2%		
% Change 2023 to 2024		-2.7%	-4.7%	-0.8%	-3.0%	-3.0%	0.7%	1.0%	0.6%	-0.1%	-1.5%	-1.3%	-2.8%	-1.6%		-2.6%	-2.1%	0.6%	-2.2%		
Average Annual Change		1.5%	0.7%	1.0%	1.0%	0.8%	0.7%	0.6%	0.7%	1.3%	1.5%	0.8%	1.6%	1.1%		1.2%	0.9%	0.8%	1.4%		
2014	£M	2.557	0.916	1.112	2.224	1.532	1.213	1.884	2.011	1.160	1.118	0.923	2.381	19.03	2.7%	4.584	4.968	5.054	4.423		
2015	£M	2.675	0.950	1.162	2.274	1.570	1.246	1.916	2.041	1.177	1.158	0.926	2.444	19.54		4.787	5.091	5.134	4.527		
2016	£M	2.691	0.957	1.171	2.285	1.583	1.257	1.941	2.076	1.200	1.167	0.940	2.503	19.77		1.2%	4.819	5.126	5.217	4.611	
2017	£M	2.727	0.995	1.156	2.367	1.667	1.297	2.002	2.116	1.269	1.188	0.952	2.594	20.33	2.8%	4.879	5.331	5.387	4.733		
2018	£M	2.749	1.002	1.156	2.375	1.697	1.315	2.008	2.157	1.269	1.201	0.964	2.627	20.52	0.9%	4.908	5.388	5.434	4.792		
2019	£M	2.808	1.010	1.162	2.435	1.723	1.319	2.044	2.165	1.260	1.194	0.987	2.660	20.77	1.2%	4.980	5.477	5.469	4.840		
2020	£M	2.651	0.839	0.593	0.103	0.099	0.081	1.077	1.657	1.302	0.998	0.109	1.047	10.56	-49.2%	4.083	0.282	4.036	2.155		
2021	£M	0.165	0.061	0.066	1.027	1.963	1.908	2.778	2.918	2.227	2.273	1.504	4.393	21.28	101.6%	0.291	4.898	7.923	8.170		
2022	£M	3.032	0.999	1.295	2.496	1.767	1.364	2.105	2.214	1.336	1.262	1.018	2.963	21.85	2.7%	5.326	5.626	5.655	5.243		
2023	£M	3.014	1.024	1.231	2.527	1.709	1.287	1.986	2.137	1.314	1.311	1.015	2.836	21.39	-2.1%	5.269	5.522	5.437	5.162		
2024	£M	2.932	0.976	1.221	2.452	1.658	1.295	2.006	2.149	1.313	1.292	1.001	2.756	21.05	-1.6%	5.129	5.405	5.468	5.049		

ECONOMIC IMPACT - INDEXED TO 2024												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
SFR	£M	19.03	19.54	19.77	20.33	20.52	20.77	10.56	21.28	21.85	21.39	21.05
All Visitor Types	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	267.49	261.63
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%	8.0%	8.0%
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%	-4.6%	0.6%
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%	-3.8%	-3.2%
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%	-0.4%	-0.3%

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2024		23.3%	14.7%	20.4%	33.4%	36.5%	30.8%	25.8%	26.7%	38.0%	44.0%	18.7%	30.3%	29.6%	Annual Change	20.0%	33.6%	29.6%	31.9%
% Change 2023 to 2024		-7.4%	-13.8%	-6.0%	-9.4%	-9.2%	-2.9%	-0.7%	-1.7%	-4.4%	-5.6%	-6.6%	-8.6%	-5.5%		-8.6%	-7.2%	-2.2%	-6.9%
Average Annual Change		2.3%	1.5%	2.0%	3.3%	3.6%	3.1%	2.6%	2.7%	3.8%	4.4%	1.9%	3.0%	3.0%		2.0%	3.4%	3.0%	3.2%
2014	£M	4.295	3.039	4.036	6.026	6.795	6.691	8.927	10.98	7.665	5.080	4.105	4.503	72.15		11.37	19.51	27.57	13.69
2015	£M	4.695	3.285	4.363	6.334	7.233	7.228	9.285	11.33	7.762	5.490	4.002	4.703	75.71	4.9%	12.34	20.79	28.38	14.19
2016	£M	4.726	3.324	4.363	6.427	7.379	7.337	9.619	11.81	8.041	5.564	4.116	4.944	77.65	2.6%	12.41	21.14	29.47	14.62
2017	£M	4.924	3.541	4.337	7.096	8.494	7.991	10.28	12.24	8.985	5.845	4.329	5.252	83.31	7.3%	12.80	23.58	31.50	15.43
2018	£M	5.009	3.615	4.352	7.227	8.979	8.373	10.46	12.96	9.137	6.080	4.463	5.383	86.03	3.3%	12.98	24.58	32.55	15.93
2019	£M	5.062	3.522	4.245	7.456	9.054	8.237	10.63	12.76	8.807	5.896	4.475	5.327	85.47	-0.7%	12.83	24.75	32.19	15.70
2020	£M	4.859	2.972	2.100	0.346	0.561	0.528	5.189	9.228	8.436	4.595	0.505	1.951	41.27	-51.7%	9.930	1.435	22.85	7.050
2021	£M	0.425	0.338	0.427	2.764	8.145	10.59	13.30	16.29	13.57	9.524	5.920	7.617	88.90	115.4%	1.190	21.49	43.16	23.06
2022	£M	5.832	3.713	5.471	8.478	10.68	10.45	13.22	15.70	11.68	7.499	5.449	7.029	105.21	18.3%	15.02	29.61	40.61	19.98
2023	£M	5.720	4.043	5.168	8.874	10.21	9.008	11.31	14.15	11.07	7.755	5.217	6.417	98.94	-6.0%	14.93	28.09	36.53	19.39
2024	£M	5.296	3.486	4.861	8.038	9.272	8.750	11.23	13.91	10.58	7.318	4.874	5.868	93.49	-5.5%	13.64	26.06	35.73	18.06

ECONOMIC IMPACT - INDEXED TO 2024											
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Staying Visitor	£M	72.15	75.71	77.65	83.31	86.03	85.47	41.27	88.90	105.21	98.94
All Visitor Types	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	261.63
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%	37.0%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%	-8.4%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%	17.4%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%	1.9%

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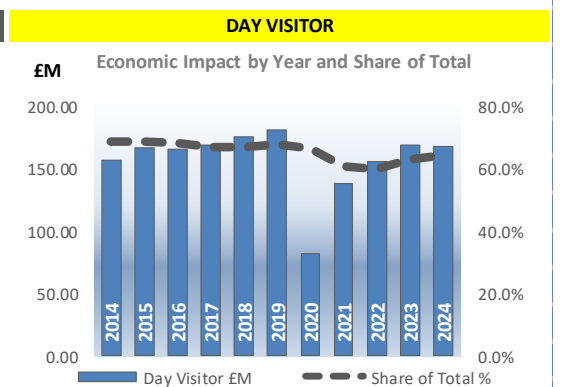
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2014-2024 - FINAL THE WOLDS DEVELOPMENT PLAN AREA											2014 to 2024 2024 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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 2014 to 2024		13.9%	27.0%	32.0%	-6.8%	5.3%	25.2%	-15.9%	4.1%	9.6%	6.5%	-4.1%	-0.8%	7.2%	Annual Change	25.9%	8.5%	-1.2%	1.5%	
% Change 2023 to 2024		0.8%	3.0%	1.3%	-2.0%	2.0%	3.6%	-0.4%	-2.8%	-5.9%	-1.5%	-0.5%	-0.2%	-0.2%		1.7%	1.5%	-3.0%	-0.9%	
Average Annual Change		1.4%	2.7%	3.2%	-0.7%	0.5%	2.5%	-1.6%	0.4%	1.0%	0.7%	-0.4%	-0.1%	0.7%		2.6%	0.8%	-0.1%	0.1%	
2014	£M	6.721	9.436	11.66	15.59	18.14	17.72	17.52	22.48	13.17	10.99	7.434	5.950	156.81	6.3%	27.81	51.45	53.17	24.38	
2015	£M	8.229	11.05	11.95	15.72	17.89	17.96	17.34	25.23	14.20	12.59	7.887	6.718	166.76		31.22	51.57	56.77	27.19	
2016	£M	8.263	10.88	13.05	15.24	18.56	19.83	16.14	24.79	13.16	11.70	7.415	6.636	165.66		-0.7%	32.19	53.62	54.09	25.75
2017	£M	8.163	11.05	13.45	15.92	18.43	19.98	15.52	26.06	14.10	11.48	7.715	6.642	168.51		1.7%	32.67	54.33	55.68	25.84
2018	£M	8.367	11.74	14.08	15.95	19.83	20.75	15.73	26.99	15.29	11.95	7.880	6.593	175.15		3.9%	34.18	56.52	58.01	26.43
2019	£M	8.752	12.55	15.17	16.41	20.01	21.76	16.05	27.37	16.09	12.42	7.723	6.711	181.01		3.3%	36.46	58.18	59.51	26.85
2020	£M	8.140	10.93	7.023	1.297	2.498	4.550	5.459	15.83	10.57	7.987	3.330	4.226	81.84		-54.8%	26.09	8.345	31.86	15.54
2021	£M	2.715	4.770	6.859	9.365	14.92	19.63	13.92	25.10	15.35	12.23	6.949	5.821	137.63		68.2%	14.34	43.92	54.37	25.00
2022	£M	6.911	9.553	13.41	13.68	17.21	19.63	13.96	22.56	13.88	11.35	7.018	6.212	155.36		12.9%	29.87	50.51	50.40	24.58
2023	£M	7.593	11.64	15.19	14.82	18.72	21.42	14.79	24.06	15.33	11.89	7.162	5.915	168.55		8.5%	34.43	54.97	54.18	24.97
2024	£M	7.655	11.99	15.39	14.53	19.09	22.18	14.73	23.39	14.43	11.71	7.128	5.903	168.14	-0.2%	35.03	55.81	52.56	24.74	

ECONOMIC IMPACT - INDEXED TO 2024												
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Day Visitor	£M	156.81	166.76	165.66	168.51	175.15	181.01	81.84	137.63	155.36	168.55	168.14
All Visitor Types	£M	228.96	242.47	243.31	251.83	261.18	266.48	123.10	226.53	260.57	267.49	261.63
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%	63.0%	64.3%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%	5.7%	2.0%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%	-8.0%	-6.2%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%	-0.9%	-0.6%

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