



STEAM REPORT FOR 2012-2023 - FINAL

Final

FIFE COUNCIL

Global Tourism Solutions (UK) Ltd

2 Union Place

Anstruther

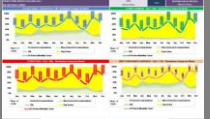
Fife

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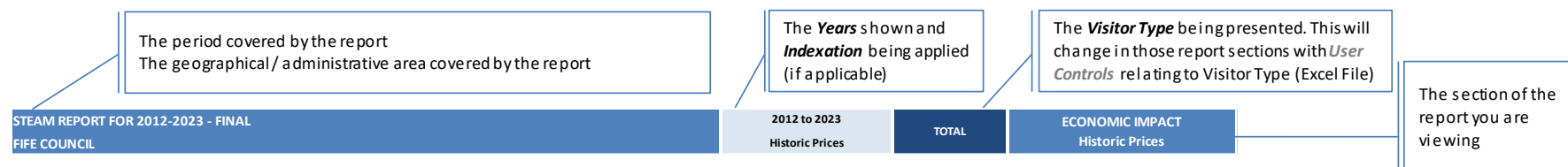
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
UNINDEXED ECONOMIC IMPACT  16-22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

Headers

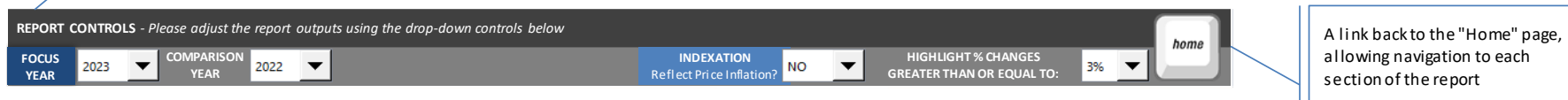
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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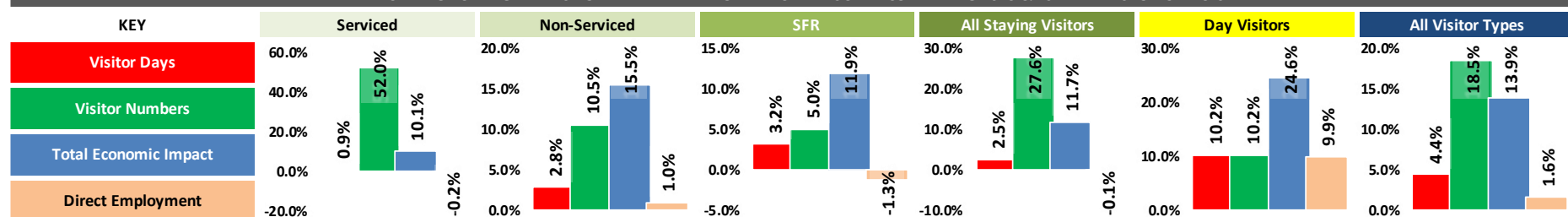
Comparing 2023 and 2022
All £'s Historic Prices

COMPARATIVE HEADLINES

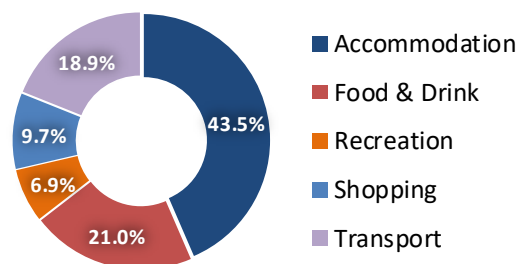
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
Visitor Days	M	1.115	1.105	0.9%	1.212	1.179	2.8%	2.279	2.210	3.2%	4.607	4.494	2.5%	1.562	1.417	10.2%	6.169	5.911	4.4%
Visitor Numbers	M	0.906	0.596	52.0%	0.222	0.201	10.5%	0.516	0.491	5.0%	1.644	1.288	27.6%	1.562	1.417	10.2%	3.207	2.706	18.5%
Direct Expenditure	£M																375.00	329.98	13.6%
Economic Impact	£M	234.15	212.68	10.1%	106.07	91.85	15.5%	79.22	70.82	11.9%	419.44	375.35	11.7%	93.07	74.68	24.6%	512.51	450.03	13.9%
Direct Employment	FTEs	1,708	1,712	-0.2%	913	905	1.0%	651	660	-1.3%	3,273	3,276	-0.1%	759	690	9.9%	4,031	3,967	1.6%
Total Employment	FTEs																5,621	5,541	1.5%

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



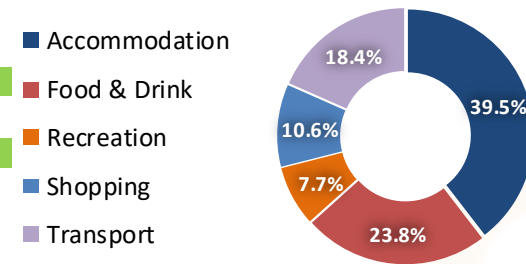
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Direct Expenditure Categories

	2023	2022	+/- %	Sectors	2023	2022	+/- %
	163.14	147.71	10.4%	Accommodation	1,594	1,590	0.3%
	78.81	67.44	16.8%	Food & Drink	958	930	3.0%
	25.72	22.64	13.6%	Recreation	311	311	0.2%
	36.33	30.54	18.9%	Shopping	426	406	4.9%
	71.00	61.64	15.2%	Transport	741	730	1.6%
	375.00	329.98	13.6%	TOTAL DIRECT	4,031	3,967	1.6%
	137.51	120.05	14.5%	Indirect	1,590	1,574	1.0%
	512.51	450.03	13.9%	TOTAL	5,621	5,541	1.5%

Sectoral Distribution of Employment - FTEs

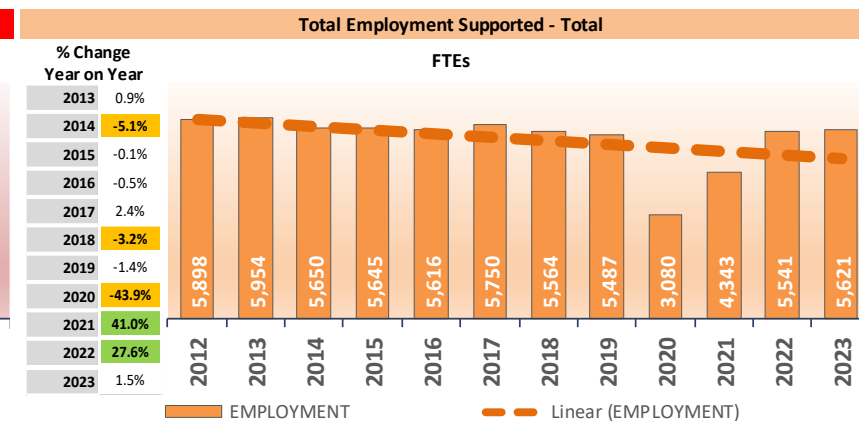
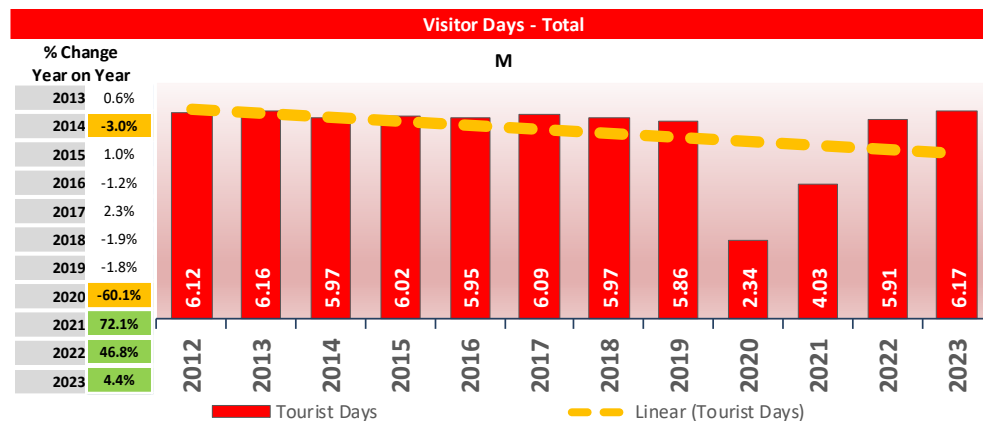
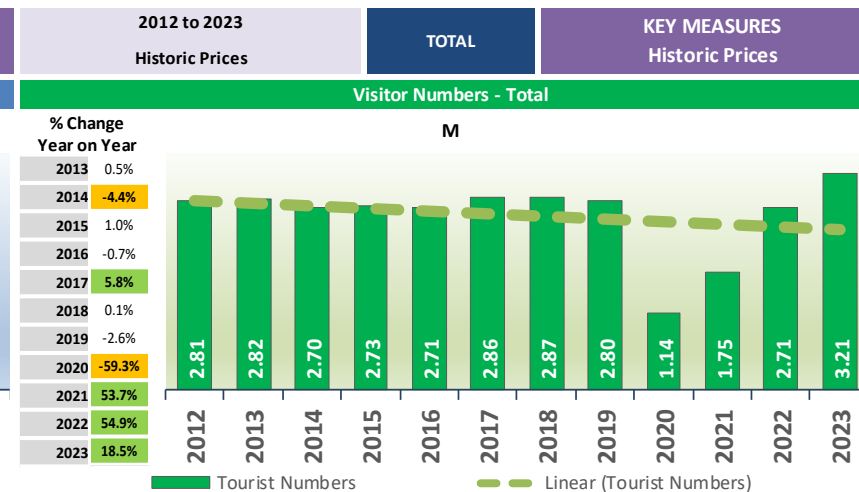
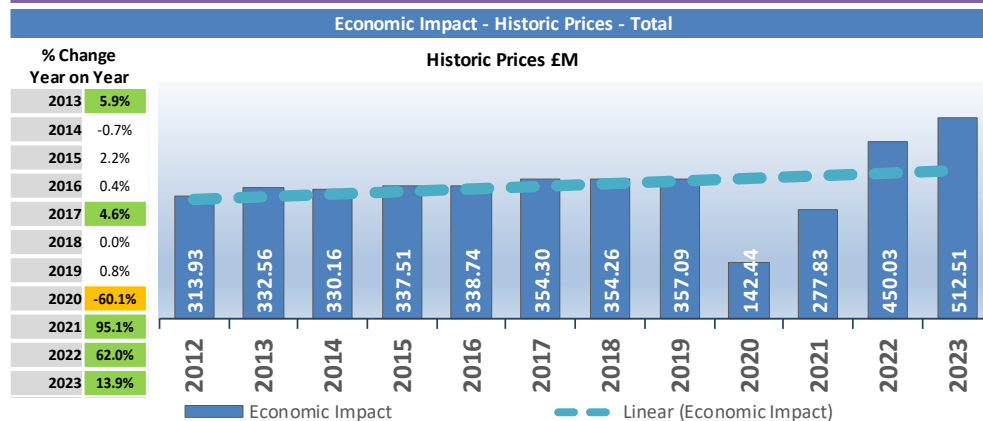


Direct Employment Categories

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

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

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% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.9%	5.2%	7.5%	7.9%	12.9%	12.8%	13.7%	-54.6%	-11.5%	43.4%	63.3%
Visitor Numbers		0.5%	-4.0%	-3.0%	-3.7%	1.9%	2.1%	-0.6%	-59.6%	-37.8%	-3.7%	14.1%
Visitor Days		0.6%	-2.5%	-1.6%	-2.7%	-0.5%	-2.4%	-4.2%	-61.8%	-34.2%	-3.4%	0.8%
Total Employment		0.9%	-4.2%	-4.3%	-4.8%	-2.5%	-5.7%	-7.0%	-47.8%	-26.4%	-6.1%	-4.7%

"Linear" = Linear Trendline

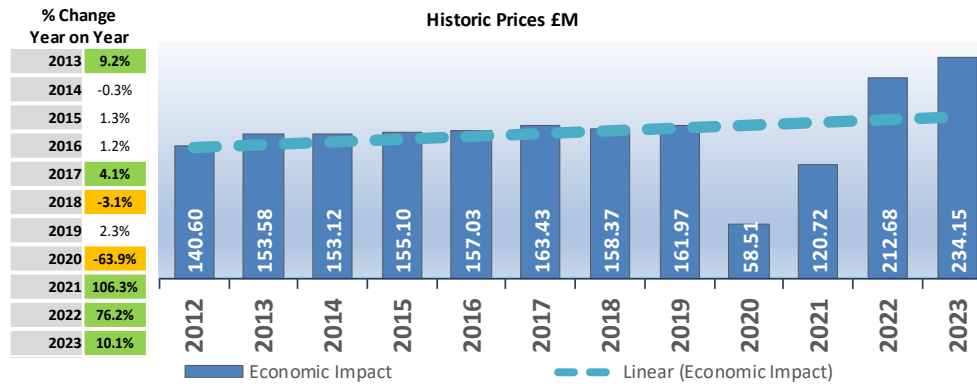
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2012 to 2023
Historic Prices

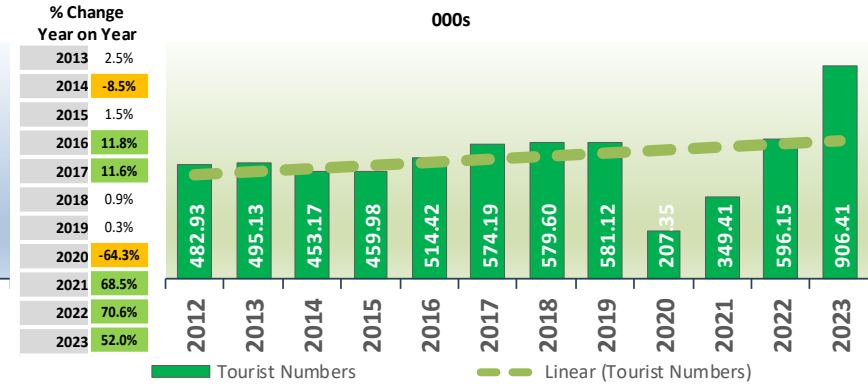
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

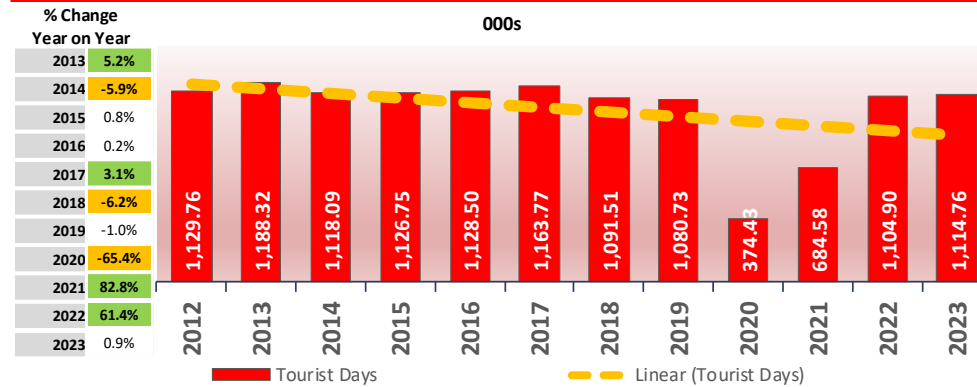
Economic Impact - Historic Prices - Serviced Accommodation



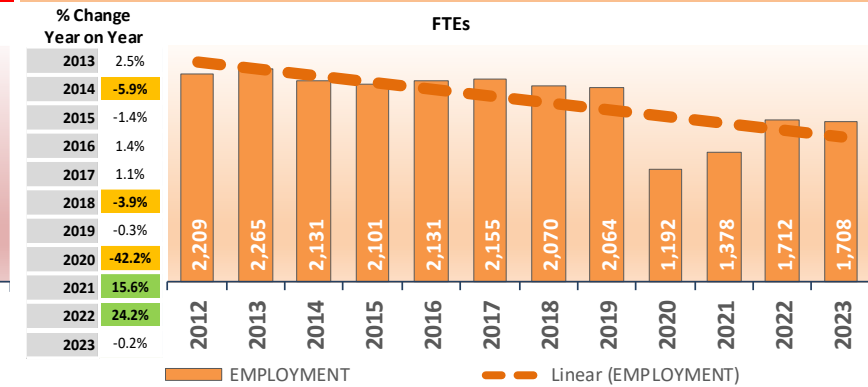
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		9.2%	8.9%	10.3%	11.7%	16.2%	12.6%	15.2%	-58.4%	-14.1%	51.3%	66.5%
Visitor Numbers		2.5%	-6.2%	-4.8%	6.5%	18.9%	20.0%	20.3%	-57.1%	-27.6%	23.4%	87.7%
Visitor Days		5.2%	-1.0%	-0.3%	-0.1%	3.0%	-3.4%	-4.3%	-66.9%	-39.4%	-2.2%	-1.3%
Direct Employment		2.5%	-3.5%	-4.9%	-3.5%	-2.4%	-6.3%	-6.6%	-46.0%	-37.6%	-22.5%	-22.7%

"Linear" = Linear Trendline

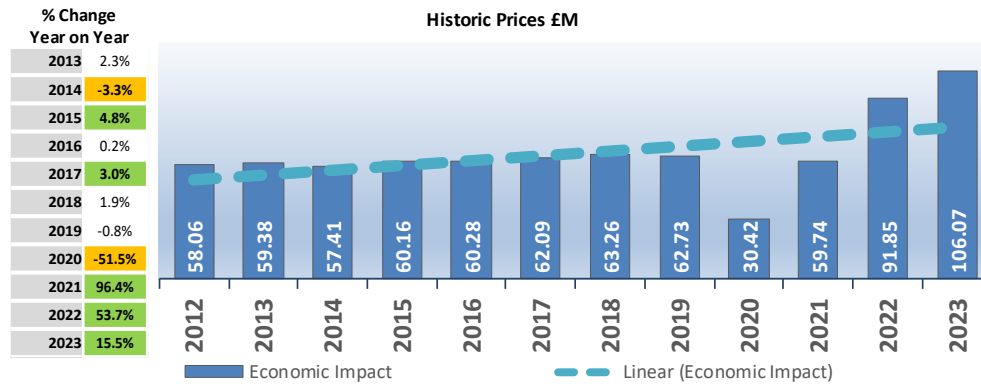
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2012 to 2023
Historic Prices

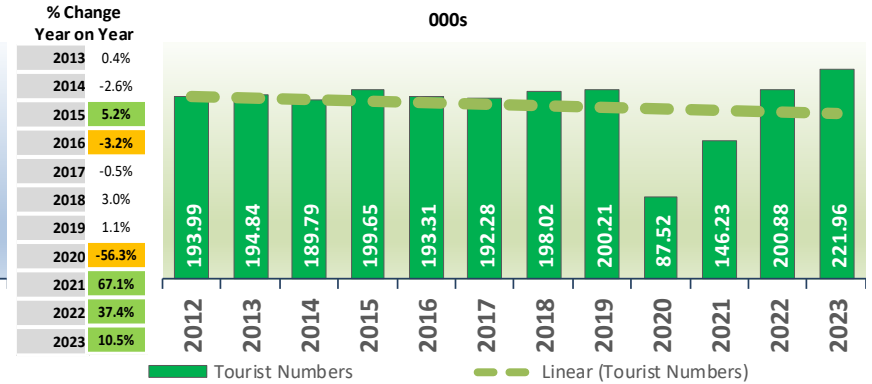
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

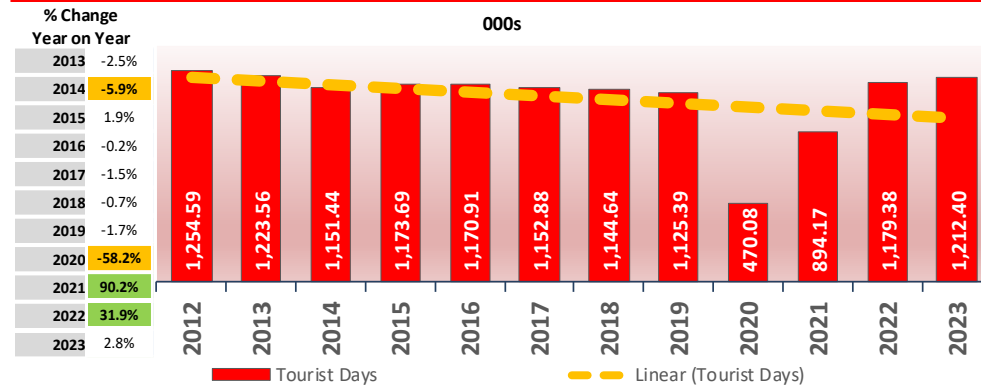
Economic Impact - Historic Prices - Non-Serviced Accommodation



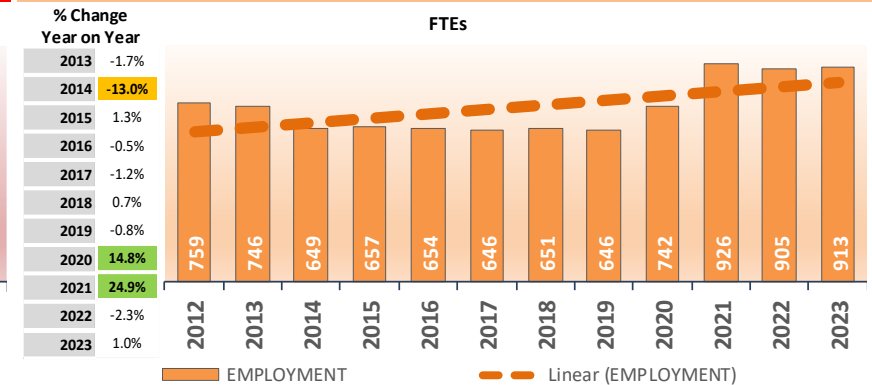
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



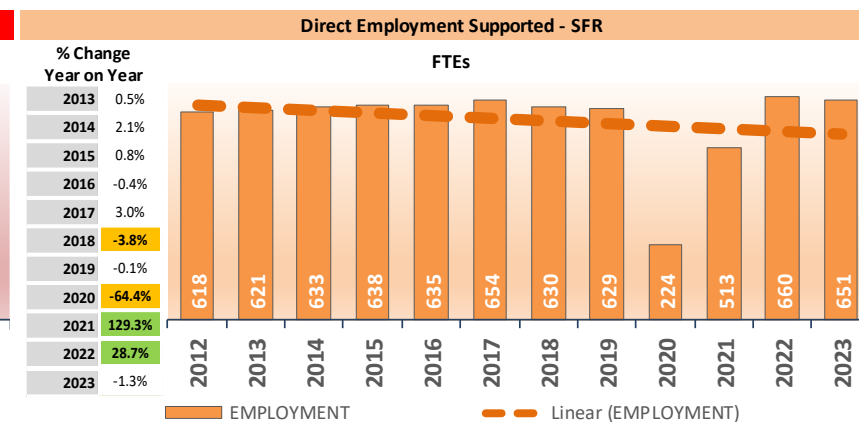
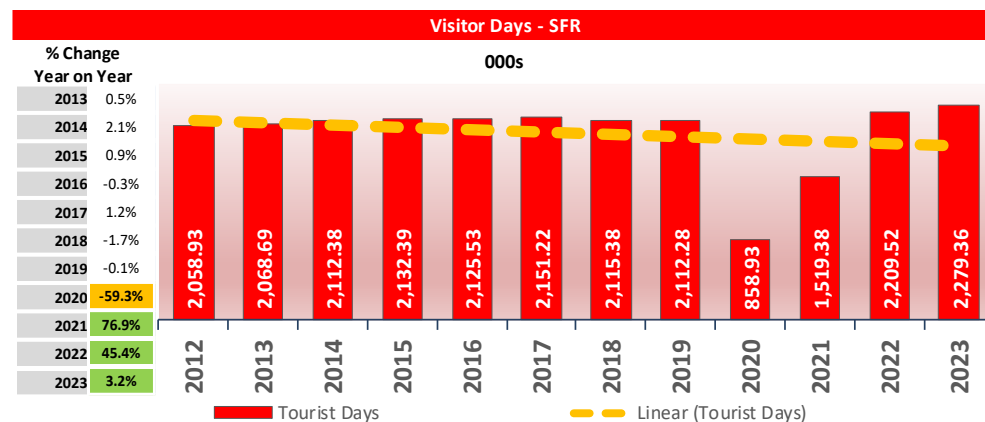
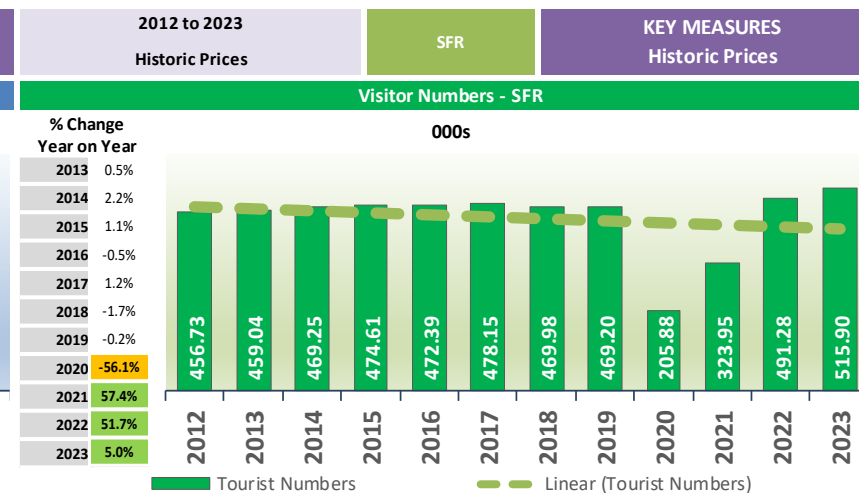
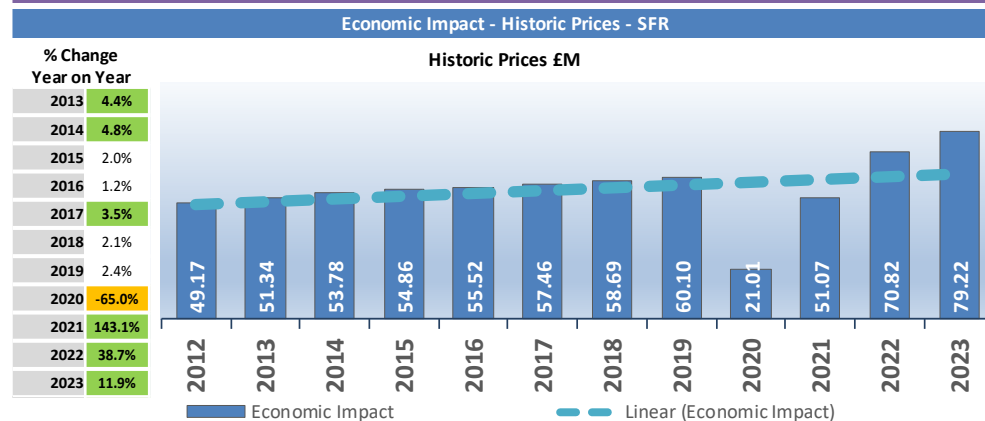
Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		2.3%	-1.1%	3.6%	3.8%	6.9%	9.0%	8.0%	-47.6%	2.9%	58.2%	82.7%
Visitor Numbers		0.4%	-2.2%	2.9%	-0.3%	-0.9%	2.1%	3.2%	-54.9%	-24.6%	3.6%	14.4%
Visitor Days		-2.5%	-8.2%	-6.4%	-6.7%	-8.1%	-8.8%	-10.3%	-62.5%	-28.7%	-6.0%	-3.4%
Direct Employment		-1.7%	-14.5%	-13.4%	-13.8%	-14.9%	-14.3%	-14.9%	-2.3%	22.0%	19.2%	20.3%

"Linear" = Linear Trendline

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% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.4%	9.4%	11.6%	12.9%	16.9%	19.3%	22.2%	-57.3%	3.9%	44.0%	61.1%
Visitor Numbers		0.5%	2.7%	3.9%	3.4%	4.7%	2.9%	2.7%	-54.9%	-29.1%	7.6%	13.0%
Visitor Days		0.5%	2.6%	3.6%	3.2%	4.5%	2.7%	2.6%	-58.3%	-26.2%	7.3%	10.7%
Direct Employment		0.5%	2.6%	3.3%	2.9%	5.9%	2.0%	1.9%	-63.8%	-16.9%	6.9%	5.5%

"Linear" = Linear Trendline

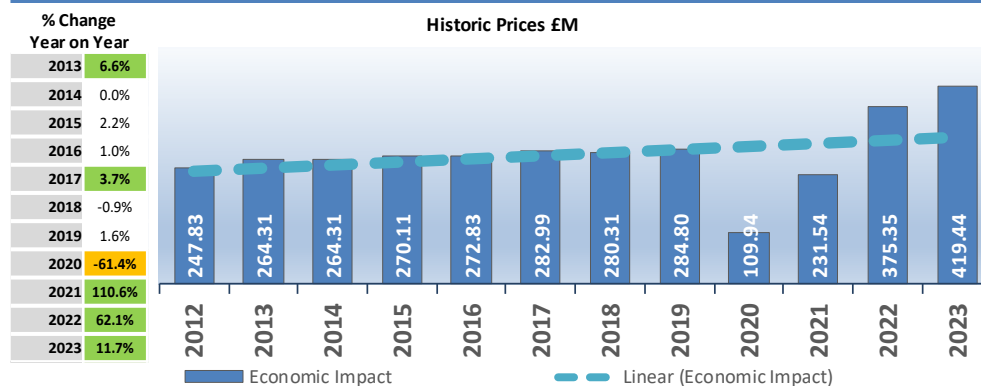
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2012 to 2023
Historic Prices

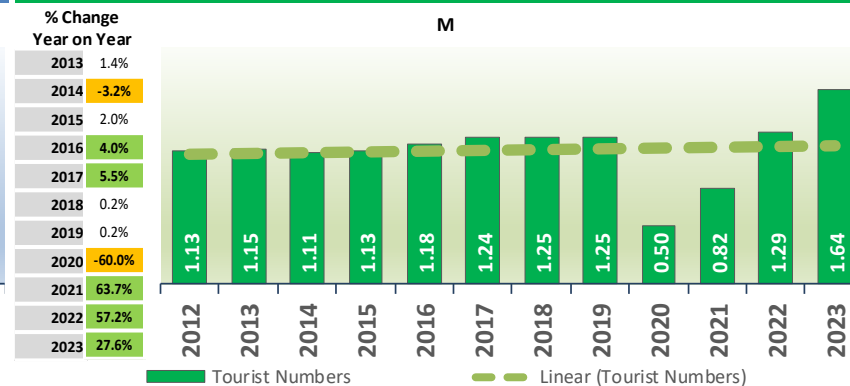
STAYING VISITOR

KEY MEASURES
Historic Prices

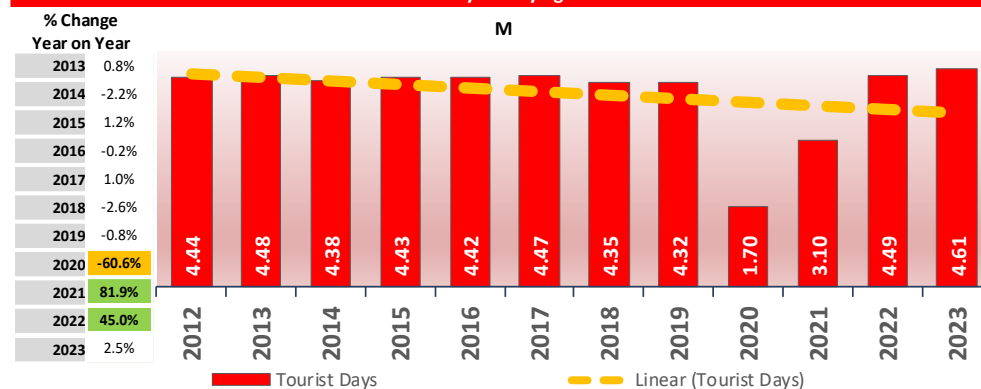
Economic Impact - Historic Prices - Staying Visitor



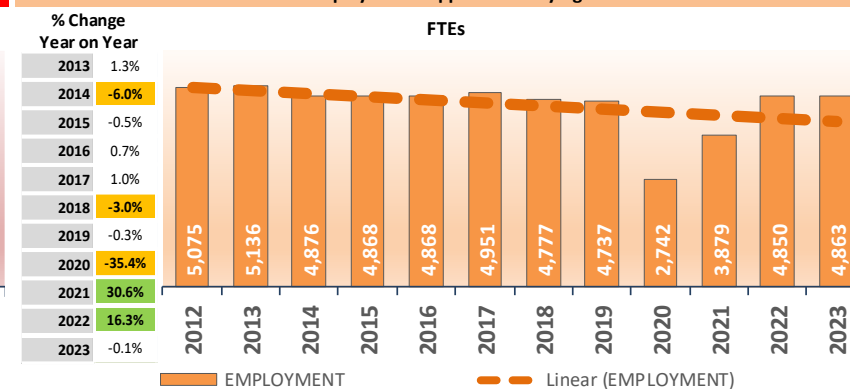
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		6.6%	6.7%	9.0%	10.1%	14.2%	13.1%	14.9%	-55.6%	-6.6%	51.5%	69.2%
Visitor Numbers		1.4%	-1.9%	0.1%	4.1%	9.8%	10.1%	10.3%	-55.8%	-27.7%	13.6%	45.0%
Visitor Days		0.8%	-1.4%	-0.2%	-0.4%	0.6%	-2.1%	-2.8%	-61.7%	-30.3%	1.1%	3.7%
Direct Employment		1.2%	-3.9%	-4.1%	-4.1%	-2.4%	-5.9%	-6.6%	-46.0%	-23.6%	-4.4%	-4.2%

"Linear" = Linear Trendline

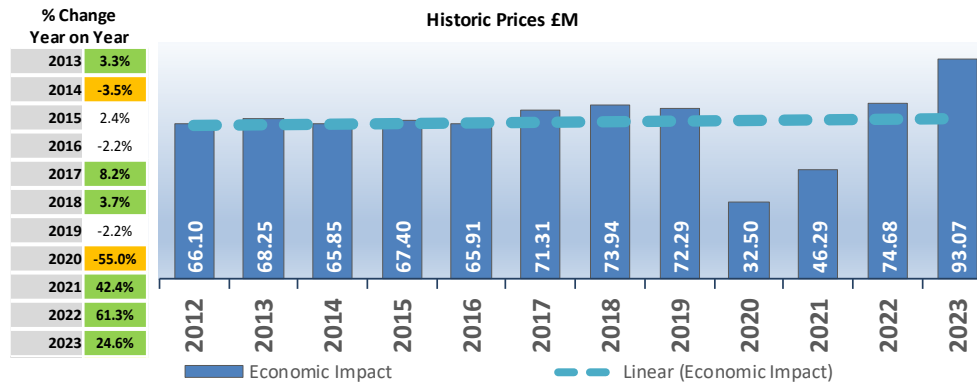
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2012 to 2023
Historic Prices

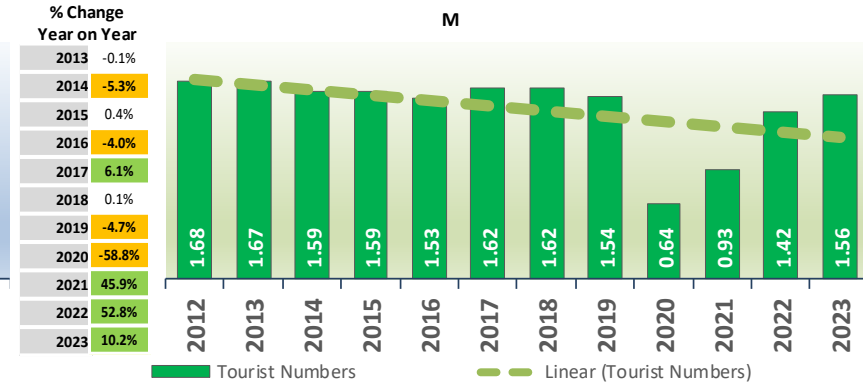
DAY VISITOR

KEY MEASURES
Historic Prices

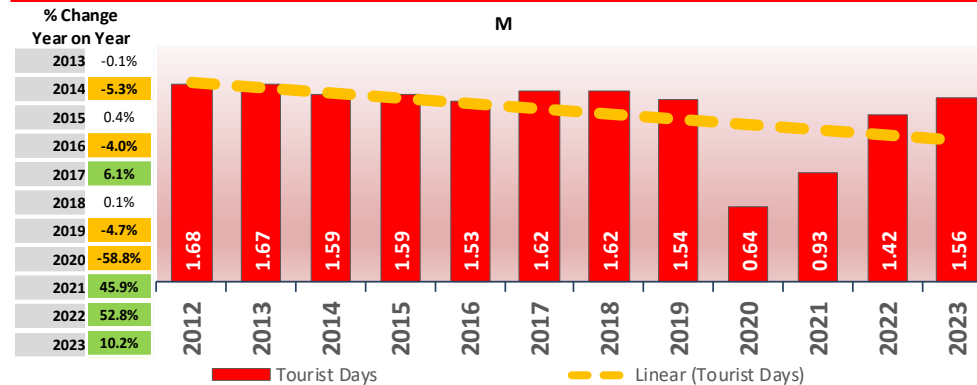
Economic Impact - Historic Prices - Day Visitor



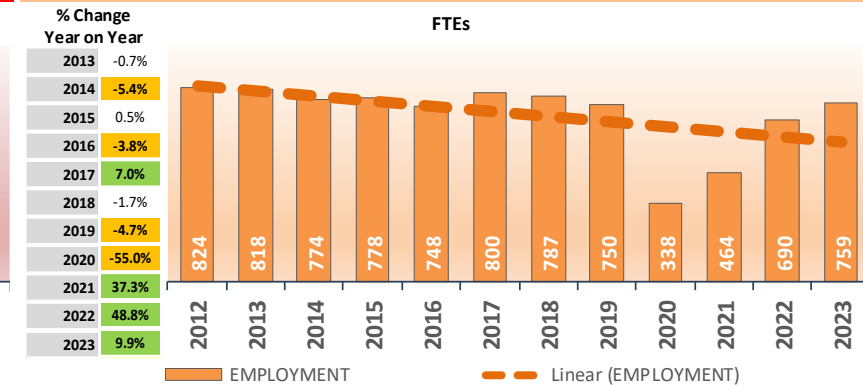
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.3%	-0.4%	2.0%	-0.3%	7.9%	11.9%	9.4%	-50.8%	-30.0%	13.0%	40.8%
Visitor Numbers		-0.1%	-5.4%	-5.1%	-8.9%	-3.4%	-3.3%	-7.9%	-62.1%	-44.7%	-15.5%	-6.8%
Visitor Days		-0.1%	-5.4%	-5.1%	-8.9%	-3.4%	-3.3%	-7.9%	-62.1%	-44.7%	-15.5%	-6.8%
Direct Employment		-0.7%	-6.1%	-5.6%	-9.2%	-2.9%	-4.5%	-8.9%	-59.0%	-43.7%	-16.2%	-7.9%

"Linear" = Linear Trendline

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

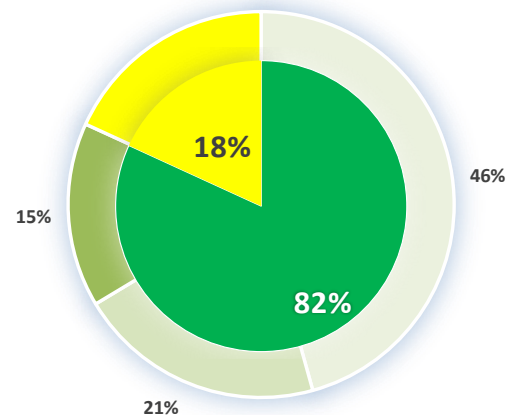
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

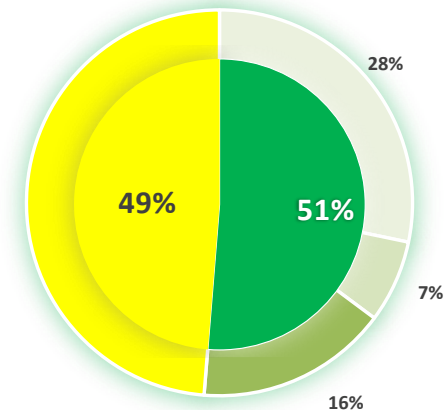
TOTAL
£512.51m

	£M
Serviced	234.15
Non-Serviced	106.07
SFR	79.22
Staying Visitor	419.44
Day Visitor	93.07
Total	512.51



TOTAL
3.21m

	M
Serviced	0.91
Non-Serviced	0.22
SFR	0.52
Staying Visitor	1.64
Day Visitor	1.56
Total	3.21

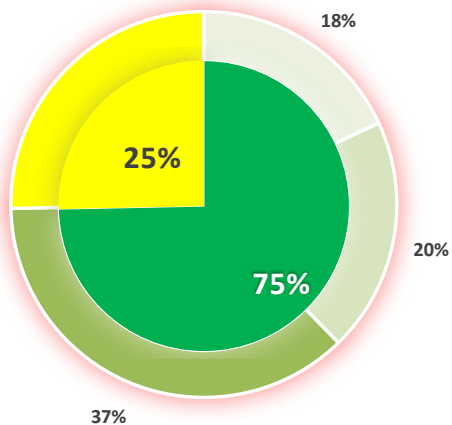


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

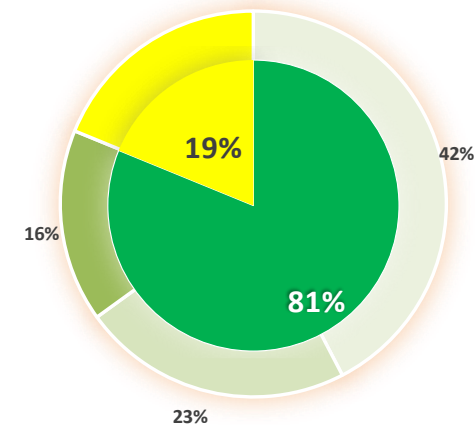
TOTAL
6.17m

	M
Serviced	1.11
Non-Serviced	1.21
SFR	2.28
Staying Visitor	4.61
Day Visitor	1.56
Total	6.17



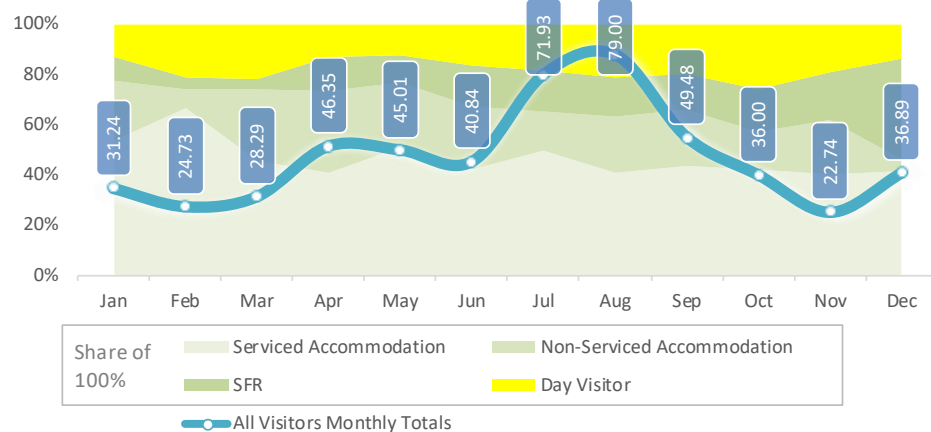
TOTAL
4,031 Direct FTEs
5,621 Total FTEs

	FTEs
Serviced	1,708
Non-Serviced	913
SFR	651
Staying Visitor	3,273
Day Visitor	759
Total	4,031



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



2023

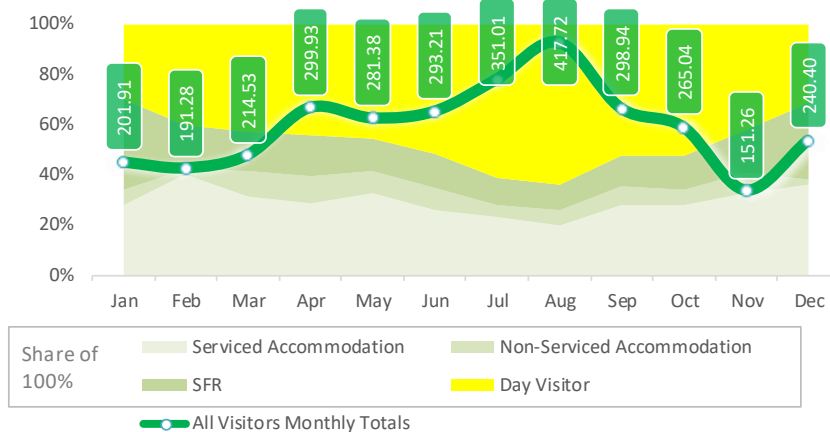
Historic Prices

TOTAL

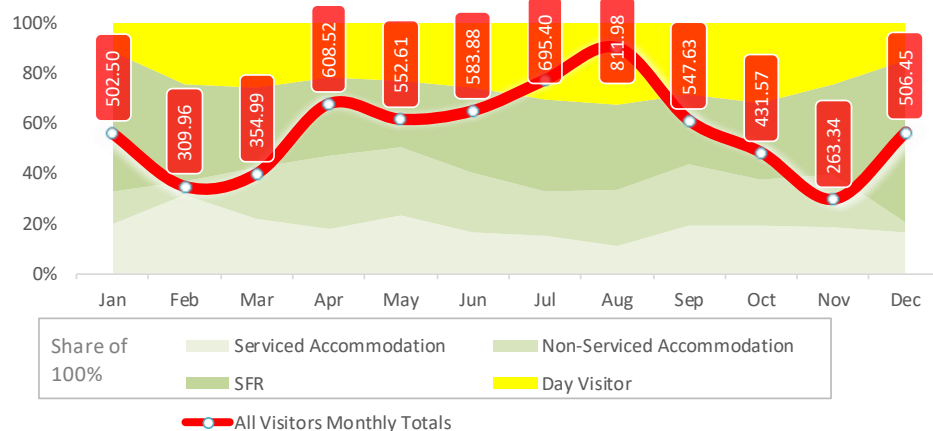
DISTRIBUTION BY MONTH

Historic Prices

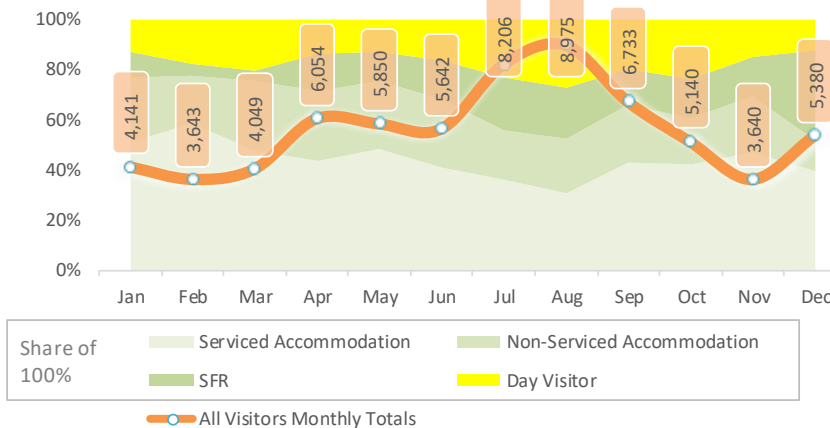
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month

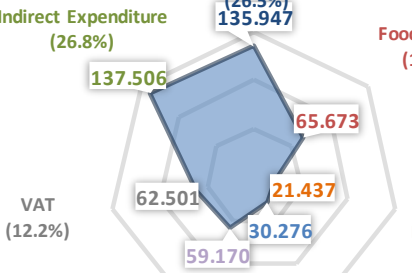


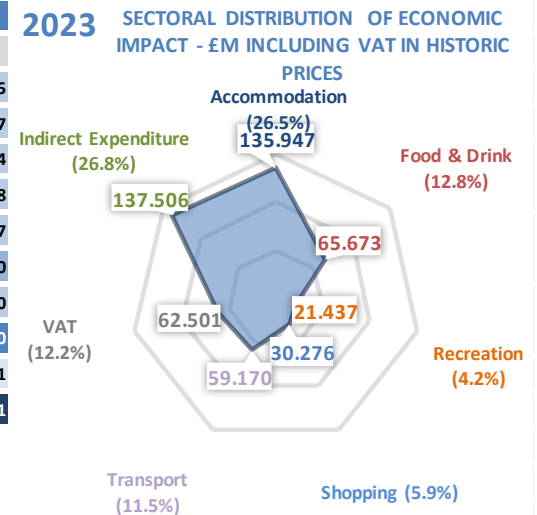
Visitor Days - 2023 - 000s - Distribution of Impact by Month



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



STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 Historic Prices			TOTAL	SECTORAL ANALYSIS Historic Prices	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES														2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES 		
SECTOR / YEAR	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
Accommodation	£M	74.81	80.33	80.79	82.76	81.85	85.69	83.83	85.08	36.30	71.34	123.09	135.95			
Food & Drink	£M	43.34	45.71	44.92	45.87	46.48	48.64	49.26	49.41	20.78	35.81	56.20	65.67			
Recreation	£M	14.53	15.34	15.19	15.70	15.40	16.35	16.67	16.70	6.934	13.00	18.87	21.44			
Shopping	£M	20.27	21.17	20.75	20.97	21.43	22.41	22.69	22.83	9.319	15.87	25.45	30.28			
Transport	£M	38.65	40.86	40.42	41.07	42.12	43.70	43.97	44.37	17.81	33.51	51.36	59.17			
Direct Revenue	£M	191.61	203.41	202.07	206.36	207.29	216.79	216.41	218.39	91.14	169.54	274.98	312.50			
VAT	£M	38.32	40.68	40.41	41.27	41.46	43.36	43.28	43.68	12.55	33.36	55.00	62.50			
Direct Expenditure	£M	229.93	244.09	242.49	247.64	248.75	260.14	259.69	262.07	103.69	202.90	329.98	375.00			
Indirect Expenditure	£M	84.00	88.47	87.67	89.87	89.99	94.15	94.57	95.01	38.74	74.93	120.05	137.51			
TOTAL	£M	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51			

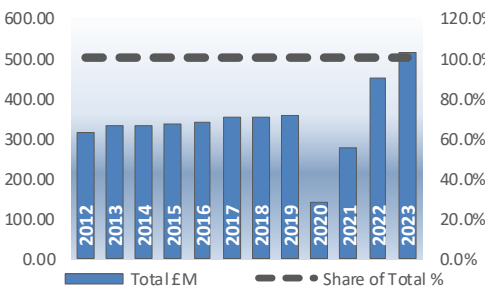


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	1,939	1,950	1,775	1,758	1,757	1,762	1,747	1,745	1,555	1,624	1,590	1,594
Food & Drink	FTEs	969	981	944	947	944	977	938	918	376	639	930	958
Recreation	FTEs	323	327	317	323	311	327	316	309	125	231	311	311
Shopping	FTEs	437	438	421	418	420	434	417	409	163	273	406	426
Transport	FTEs	742	753	729	728	735	754	719	708	277	514	730	741
Direct Employment	FTEs	4,409	4,449	4,187	4,175	4,168	4,255	4,137	4,089	2,495	3,281	3,967	4,031
Indirect Employment	FTEs	1,489	1,504	1,463	1,471	1,449	1,496	1,427	1,399	585	1,062	1,574	1,590
TOTAL	FTEs	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621



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

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

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		174.0%	117.0%	75.8%	114.0%	119.7%	55.6%	34.6%	37.0%	51.4%	32.0%	55.0%	76.7%		63.3%	116.7%	93.3%	39.3%	52.2%
% Change 2022 to 2023		128.3%	33.1%	9.9%	28.5%	31.3%	7.5%	-7.9%	1.7%	14.4%	2.6%	18.3%	21.8%		13.9%	45.3%	22.0%	0.7%	13.0%
Average Annual Change		15.8%	10.6%	6.9%	10.4%	10.9%	5.1%	3.1%	3.4%	4.7%	2.9%	5.0%	7.0%		5.8%	10.6%	8.5%	3.6%	4.7%
2012 £M		11.40	11.40	16.09	21.66	20.49	26.24	53.45	57.68	32.69	27.28	14.67	20.88		313.93	38.89	68.39	143.82	62.83
2013 £M		10.51	11.46	17.41	21.97	23.29	27.53	58.92	62.68	33.28	28.41	16.05	21.06	332.56	5.9%	39.38	72.78	154.89	65.51
2014 £M		10.96	11.13	17.28	22.55	23.57	27.37	58.57	60.16	32.32	26.16	16.64	23.47	330.16	-0.7%	39.36	73.49	151.05	66.26
2015 £M		11.69	12.02	17.60	22.58	24.89	27.86	59.09	59.08	31.97	28.83	17.43	24.47	337.51	2.2%	41.31	75.33	150.14	70.73
2016 £M		12.11	13.20	19.27	22.77	24.64	30.23	55.08	57.52	32.52	28.00	18.42	24.97	338.74	0.4%	44.59	77.64	145.12	71.40
2017 £M		13.21	13.37	17.76	24.36	27.00	32.30	58.39	61.68	34.50	30.20	17.83	23.71	354.30	4.6%	44.34	83.65	154.57	71.73
2018 £M		12.37	14.04	19.09	25.32	30.21	33.44	56.22	61.92	32.89	29.11	16.70	22.94	354.26	0.0%	45.50	88.97	151.03	68.75
2019 £M		12.49	14.38	19.44	25.65	30.01	33.66	55.82	62.87	33.12	29.04	16.74	23.87	357.09	0.8%	46.31	89.33	151.81	69.64
2020 £M		13.61	15.31	14.95	0.885	0.872	1.885	7.749	32.44	22.12	14.26	8.121	10.25	142.44	-60.1%	43.86	3.643	62.31	32.62
2021 £M		5.386	1.960	2.800	5.647	19.46	26.69	47.06	57.13	33.49	31.83	21.23	25.13	277.83	95.1%	10.15	51.80	137.68	78.19
2022 £M		13.68	18.58	25.73	36.06	34.28	38.00	78.11	77.71	43.26	35.08	19.23	30.29	450.03	62.0%	58.00	108.35	199.08	84.60
2023 £M		31.24	24.73	28.29	46.35	45.01	40.84	71.93	79.00	49.48	36.00	22.74	36.89	512.51	13.9%	84.27	132.20	200.41	95.64
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Total		£M	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51					
All Visitor Types		£M	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51					
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 2012		%																	
Avg Ann. Change in Share		%																	

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Report Prepared by: Alison Tipler, Date of Issue: 22/05/2024

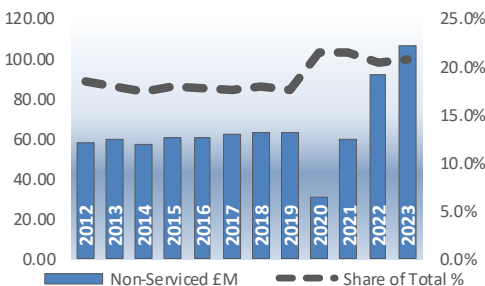
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		242.6%	201.4%	71.5%	89.3%	127.4%	41.2%	40.4%	28.3%	45.9%	40.4%	21.3%	122.6%		66.5%	158.3%	83.0%	37.0%	57.0%
% Change 2022 to 2023		124.5%	53.0%	5.9%	40.3%	22.1%	5.4%	-4.4%	-13.7%	9.0%	-16.7%	-2.8%	29.9%		10.1%	51.9%	21.6%	-5.3%	0.5%
Average Annual Change		22.1%	18.3%	6.5%	8.1%	11.6%	3.7%	3.7%	2.6%	4.2%	3.7%	1.9%	11.1%		6.0%	14.4%	7.5%	3.4%	5.2%
2012	£M	4.920	5.448	7.484	10.05	10.05	12.16	25.28	25.23	14.80	10.78	7.555	6.860		140.60	17.85	32.25	65.31	25.19
2013	£M	4.938	5.684	8.447	10.41	11.22	12.41	29.16	28.33	15.82	11.99	8.117	7.053		153.58	9.2%	19.07	34.04	73.31
2014	£M	5.573	5.677	7.819	10.55	10.88	12.29	28.50	27.99	15.66	11.65	8.388	8.138		153.12	-0.3%	19.07	33.72	72.15
2015	£M	6.406	6.492	8.102	10.17	11.91	12.33	26.51	26.72	14.46	12.98	9.419	9.595		155.10	1.3%	21.00	34.41	67.69
2016	£M	6.733	7.412	9.074	9.741	11.46	13.29	24.75	25.08	15.58	13.03	10.03	10.84		157.03	1.2%	23.22	34.49	65.41
2017	£M	7.260	7.501	9.364	11.58	12.53	14.20	27.13	27.19	15.41	13.17	9.472	8.625		163.43	4.1%	24.12	38.31	69.73
2018	£M	6.663	7.827	9.552	11.08	14.10	14.63	24.65	26.91	14.93	12.00	7.858	8.180	158.37	-3.1%	24.04	39.81	66.49	
2019	£M	6.744	7.749	9.671	11.39	14.43	15.00	25.26	27.50	15.37	12.27	8.119	8.465	161.97	2.3%	24.16	40.82	68.12	
2020	£M	6.919	7.265	6.371	0.020	0.048	0.033	2.437	14.21	10.05	4.001	3.998	3.161	58.51	-63.9%	20.56	0.101	26.70	
2021	£M	3.008	0.437	0.399	2.297	8.490	12.99	21.57	24.90	14.44	12.80	10.000	9.393	120.72	106.3%	3.844	23.78	60.91	
2022	£M	7.508	10.73	12.12	13.55	18.70	16.29	37.11	37.51	19.81	18.17	9.433	11.75	212.68	76.2%	30.36	48.54	94.43	
2023	£M	16.86	16.42	12.84	19.02	22.84	17.17	35.48	32.37	21.60	15.13	9.166	15.27	234.15	10.1%	46.11	59.02	89.45	
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Serviced	£M	140.60	153.58	153.12	155.10	157.03	163.43	158.37	161.97	58.51	120.72	212.68	234.15						
All Visitor Types	£M	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51						
Share of Total	%	44.8%	46.2%	46.4%	46.0%	46.4%	46.1%	44.7%	45.4%	41.1%	43.5%	47.3%	45.7%						
Annual Change in Share	%		3.1%	0.4%	-0.9%	0.9%	-0.5%	-3.1%	1.5%	-9.4%	5.8%	8.8%	-3.3%						
Change in Share from 2012	%		3.1%	3.5%	2.6%	3.5%	3.0%	-0.2%	1.3%	-8.3%	-3.0%	5.5%	2.0%						
Avg Ann. Change in Share	%		3.1%	1.8%	0.9%	0.9%	0.6%	0.0%	0.2%	-1.0%	-0.3%	0.6%	0.2%						

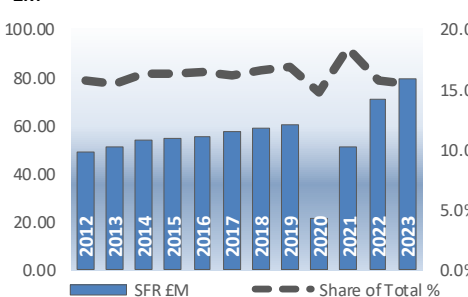
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		293.2%	11.1%	394.0%	242.5%	191.2%	80.5%	-1.5%	42.8%	54.2%	-11.9%	476.0%	91.3%		82.7%	233.9%	162.3%	28.9%	51.9%
% Change 2022 to 2023		307.7%	-47.4%	2.9%	18.8%	59.2%	-1.5%	-12.6%	12.4%	3.2%	29.0%	45.7%	13.9%		15.5%	31.0%	21.5%	1.6%	32.8%
Average Annual Change		26.7%	1.0%	35.8%	22.0%	17.4%	7.3%	-0.1%	3.9%	4.9%	-1.1%	43.3%	8.3%		7.5%	21.3%	14.8%	2.6%	4.7%
2012 £M		1.854	1.662	1.627	4.402	4.003	5.727	11.48	12.19	7.200	6.196	0.852	0.871		58.06	2.3%	5.142	14.13	30.87
2013 £M		1.224	1.524	2.561	4.467	4.875	5.898	11.62	12.82	6.544	5.626	1.251	0.968	59.38	-3.3%	5.309	15.24	30.99	7.846
2014 £M		1.020	1.260	2.997	4.573	5.604	5.882	10.55	11.93	6.115	4.698	1.650	1.127	57.41	4.8%	5.277	16.06	28.60	7.476
2015 £M		1.145	1.431	3.607	4.966	5.644	6.711	10.35	11.15	6.720	5.353	1.823	1.260	60.16	0.2%	6.182	17.32	28.22	8.436
2016 £M		1.308	1.466	3.500	5.944	6.007	7.616	11.34	10.86	5.911	4.428	1.822	0.080	60.28	3.0%	6.274	19.57	28.11	6.330
2017 £M		1.259	1.395	2.210	4.710	6.523	8.000	10.99	11.36	7.313	5.174	1.982	1.172	62.09	1.9%	5.850	21.41	27.23	8.764
2018 £M		0.924	1.488	3.437	6.156	7.097	8.157	9.882	11.33	6.024	5.218	2.507	1.038	63.26	-0.8%	5.693	20.70	28.04	8.298
2019 £M		0.916	1.443	3.334	6.062	6.799	7.840	10.39	11.86	5.790	4.965	2.346	0.987	62.73	-51.5%	10.20	0.881	13.09	6.247
2020 £M		1.565	3.283	5.349	0.698	0.184		0.186	7.001	5.906	4.821	1.258	0.168	30.42	96.4%	0.439	14.35	30.65	14.30
2021 £M		0.127	0.074	0.237	1.272	6.784	6.292	8.704	13.16	8.793	7.576	4.964	1.761	59.74	53.7%	13.11	30.52	39.16	9.063
2022 £M		1.788	3.506	7.812	12.70	7.323	10.50	12.93	15.48	10.75	4.231	3.369	1.463	91.85					
2023 £M		7.287	1.846	8.035	15.08	11.66	10.34	11.30	17.40	11.10	5.458	4.908	1.666	106.07	15.5%	17.17	37.07	39.80	12.03
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Non-Serviced £M		58.06	59.38	57.41	60.16	60.28	62.09	63.26	62.73	30.42	59.74	91.85	106.07						
All Visitor Types £M		313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51						
Share of Total %		18.5%	17.9%	17.4%	17.8%	17.8%	17.5%	17.9%	17.6%	21.4%	21.5%	20.4%	20.7%						
Annual Change in Share %			-3.5%	-2.6%	2.5%	-0.2%	-1.5%	1.9%	-1.6%	21.6%	0.7%	-5.1%	1.4%						
Change in Share from 2012 %			-3.5%	-6.0%	-3.6%	-3.8%	-5.2%	-3.5%	-5.0%	15.5%	16.3%	10.4%	11.9%						
Avg Ann. Change in Share %			-3.5%	-3.0%	-1.2%	-0.9%	-1.0%	-0.6%	-0.7%	1.9%	1.8%	1.0%	1.1%						

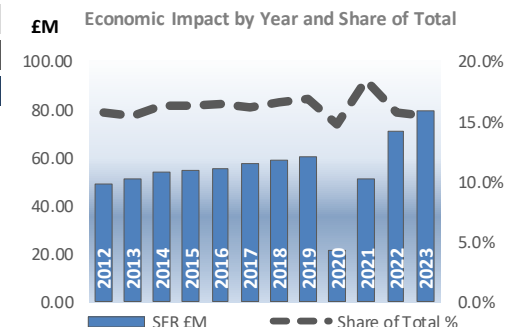
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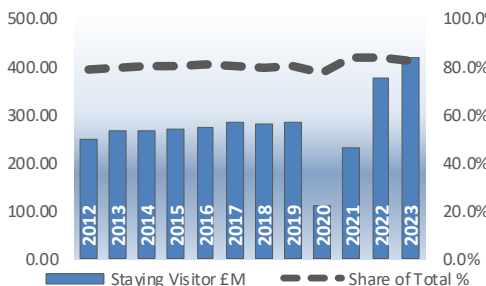
Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2012 to 2023			144.4%	92.9%	89.1%	78.3%	86.9%	55.8%	50.5%	45.7%	54.4%	38.3%	57.6%	73.6%		61.1%	116.7%	71.3%	49.3%	61.0%
% Change 2022 to 2023			78.7%	30.4%	17.3%	17.3%	19.3%	9.3%	4.3%	4.5%	10.4%	6.8%	12.8%	13.9%		11.9%	48.4%	14.7%	5.7%	11.9%
Average Annual Change			13.1%	8.4%	8.1%	7.1%	7.9%	5.1%	4.6%	4.2%	4.9%	3.5%	5.2%	6.7%		5.6%	10.6%	6.5%	4.5%	5.5%
2012 £M			1.216	0.668	0.646	3.543	2.572	4.203	7.751	8.500	4.473	4.326	2.737	8.537		49.17	2.530	10.32	20.72	15.60
2013 £M			1.227	0.706	0.703	3.670	2.768	4.346	8.131	8.915	4.587	4.522	2.918	8.849	51.34	4.4%	2.637	10.78	21.63	16.29
2014 £M			1.322	0.726	0.731	3.732	3.004	4.510	8.401	9.136	4.719	4.441	3.176	9.888	53.78	4.8%	2.778	11.25	22.26	17.50
2015 £M			1.384	0.745	0.753	3.782	3.023	4.589	8.499	9.127	4.728	4.584	3.272	10.37	54.86	2.0%	2.881	11.39	22.35	18.23
2016 £M			1.398	0.747	0.777	3.873	3.048	4.809	8.770	9.313	4.812	4.549	3.332	10.09	55.52	1.2%	2.922	11.73	22.90	17.97
2017 £M			1.503	0.785	0.785	4.153	3.201	5.036	9.145	9.704	4.990	4.709	3.406	10.05	57.46	3.5%	3.073	12.39	23.84	18.16
2018 £M			1.468	0.813	0.831	4.332	3.487	5.244	9.277	10.11	5.026	4.715	3.404	9.981	58.69	2.1%	3.112	13.06	24.41	18.10
2019 £M			1.503	0.824	0.848	4.451	3.565	5.374	9.499	10.33	5.154	4.822	3.468	10.26	60.10	2.4%	3.175	13.39	24.99	18.55
2020 £M			1.607	0.886	0.730	0.154	0.035	0.007	0.716	5.951	3.718	2.240	1.472	3.492	21.01	-65.0%	3.223	0.197	10.38	7.204
2021 £M			0.679	0.047	0.044	0.853	2.434	4.293	7.381	9.445	5.285	5.419	4.432	10.76	51.07	143.1%	0.771	7.580	22.11	20.61
2022 £M			1.664	0.988	1.042	5.383	4.030	5.990	11.18	11.84	6.255	5.603	3.824	13.01	70.82	38.7%	3.694	15.40	29.28	22.44
2023 £M			2.972	1.289	1.222	6.315	4.806	6.549	11.66	12.38	6.905	5.983	4.315	14.82	79.22	11.9%	5.483	17.67	30.95	25.12
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET			2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
SFR £M			49.17	51.34	53.78	54.86	55.52	57.46	58.69	60.10	21.01	51.07	70.82	79.22						
All Visitor Types £M			313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51						
Share of Total %			15.7%	15.4%	16.3%	16.3%	16.4%	16.2%	16.6%	16.8%	14.7%	18.4%	15.7%	15.5%						
Annual Change in Share %				-1.4%	5.5%	-0.2%	0.8%	-1.0%	2.1%	1.6%	-12.4%	24.6%	-14.4%	-1.8%						
Change in Share from 2012 %				-1.4%	4.0%	3.8%	4.6%	3.5%	5.8%	7.5%	-5.8%	17.4%	0.5%	-1.3%						
Avg Ann. Change in Share %				-1.4%	2.0%	1.3%	1.2%	0.7%	1.0%	1.1%	-0.7%	1.9%	0.0%	-0.1%						

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STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2012 to 2023			239.4%	151.4%	126.4%	124.6%	136.5%	54.2%	31.3%	35.4%	49.6%	24.7%	65.0%	95.2%		69.2%	169.4%	100.6%	37.0%	57.5%	
% Change 2022 to 2023			147.4%	28.4%	5.3%	27.8%	30.8%	3.9%	-4.5%	-4.1%	7.6%	-5.1%	10.6%	21.1%		11.7%	45.8%	20.4%	-1.6%	8.3%	
Average Annual Change			21.8%	13.8%	11.5%	11.3%	12.4%	4.9%	2.8%	3.2%	4.5%	2.2%	5.9%	8.7%		6.3%	15.4%	9.1%	3.4%	5.2%	
2012 £M			7.990	7.778	9.757	17.99	16.62	22.09	44.51	45.91	26.48	21.30	11.14	16.27		247.83	25.53	56.70	116.90	48.71	
2013 £M			7.389	7.914	11.71	18.54	18.87	22.66	48.92	50.06	26.95	22.14	12.29	16.87	264.31	6.6%	27.02	60.07	125.93	51.29	
2014 £M			7.915	7.662	11.55	18.85	19.49	22.68	47.45	49.06	26.49	20.79	13.21	19.15	264.31	0.0%	27.12	61.03	123.01	53.16	
2015 £M			8.934	8.668	12.46	18.92	20.58	23.63	45.36	46.99	25.91	22.92	14.51	21.22	270.11	2.2%	30.06	63.13	118.26	58.66	
2016 £M			9.439	9.625	13.35	19.56	20.52	25.72	44.86	45.25	26.30	22.01	15.19	21.01	272.83	1.0%	32.42	65.79	116.41	58.21	
2017 £M			10.02	9.680	12.36	20.44	22.26	27.24	47.27	48.26	27.71	23.05	14.86	19.84	282.99	3.7%	32.06	69.94	123.23	57.75	
2018 £M			9.055	10.13	13.82	21.57	24.68	28.03	43.81	48.35	25.98	21.93	13.77	19.20	280.31	-0.9%	33.00	74.28	118.13	54.90	
2019 £M			9.163	10.02	13.85	21.91	24.80	28.21	45.14	49.69	26.31	22.06	13.93	19.71	284.80	1.6%	33.03	74.92	121.14	55.71	
2020 £M			10.09	11.43	12.45	0.872	0.267	0.040	3.338	27.16	19.67	11.06	6.728	6.821	109.94	-61.4%	33.98	1.179	50.17	24.61	
2021 £M			3.815	0.559	0.681	4.423	17.71	23.58	37.66	47.50	28.52	25.79	19.40	21.91	231.54	110.6%	5.054	45.71	113.67	67.10	
2022 £M			10.96	15.23	20.97	31.63	30.05	32.77	61.23	64.83	36.82	28.00	16.63	26.23	375.35	62.1%	47.16	94.46	162.88	70.85	
2023 £M			27.12	19.55	22.09	40.41	39.30	34.05	58.44	62.15	39.60	26.57	18.39	31.76	419.44	11.7%	68.76	113.76	160.20	76.72	
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR							
SHARE OF MARKET			2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Economic Impact by Year and Share of Total					
Staying Visitor			£M	247.83	264.31	264.31	270.11	272.83	282.99	280.31	284.80	109.94	231.54	375.35	419.44						
All Visitor Types			£M	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51						
Share of Total			%	78.9%	79.5%	80.1%	80.0%	80.5%	79.9%	79.1%	79.8%	77.2%	83.3%	83.4%	81.8%						
Annual Change in Share			%		0.7%	0.7%	0.0%	0.6%	-0.8%	-0.9%	0.8%	-3.2%	8.0%	0.1%	-1.9%						
Change in Share from 2012			%		0.7%	1.4%	1.4%	2.0%	1.2%	0.2%	1.0%	-2.2%	5.6%	5.6%	3.7%						
Avg Ann. Change in Share			%		0.7%	0.7%	0.5%	0.5%	0.2%	0.0%	0.1%	-0.3%	0.6%	0.6%	0.3%						

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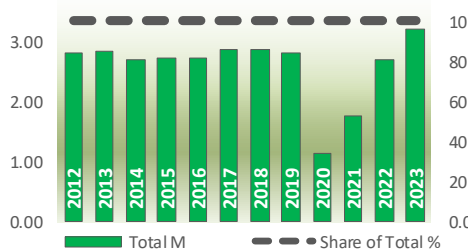
STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 Historic Prices		DAY VISITOR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		20.9%	43.0%	-2.1%	61.9%	47.7%	63.4%	50.8%	43.2%	58.9%	57.7%	23.3%	11.5%		40.8%	16.0%	57.7%	49.3%	34.0%
% Change 2022 to 2023		51.4%	54.4%	30.2%	33.9%	35.0%	29.8%	-20.1%	30.8%	53.4%	33.1%	67.3%	26.4%		24.6%	43.0%	32.7%	11.1%	37.6%
Average Annual Change		1.9%	3.9%	-0.2%	5.6%	4.3%	5.8%	4.6%	3.9%	5.4%	5.2%	2.1%	1.0%		3.7%	1.5%	5.2%	4.5%	3.1%
2012 £M		3.412	3.622	6.332	3.667	3.869	4.154	8.944	11.77	6.213	5.979	3.531	4.608		66.10	13.37	11.69	26.92	14.12
2013 £M		3.116	3.543	5.701	3.421	4.419	4.873	10.01	12.62	6.335	6.268	3.765	4.186	68.25	3.3%	12.36	12.71	28.96	14.22
2014 £M		3.042	3.468	5.729	3.703	4.074	4.684	11.11	11.10	5.831	5.367	3.422	4.314	65.85	-3.5%	12.24	12.46	28.04	13.10
2015 £M		2.753	3.347	5.143	3.667	4.306	4.234	13.73	12.09	6.060	5.910	2.917	3.243	67.40	2.4%	11.24	12.21	31.88	12.07
2016 £M		2.675	3.576	5.924	3.209	4.120	4.519	10.22	12.26	6.220	5.992	3.235	3.959	65.91	-2.2%	12.17	11.85	28.70	13.19
2017 £M		3.189	3.687	5.404	3.913	4.742	5.061	11.12	13.42	6.786	7.146	2.969	3.867	71.31	8.2%	12.28	13.72	31.33	13.98
2018 £M		3.318	3.909	5.268	3.756	5.528	5.408	12.41	13.57	6.915	7.174	2.935	3.744	73.94	3.7%	12.50	14.69	32.90	13.85
2019 £M		3.329	4.362	5.586	3.740	5.215	5.454	10.68	13.18	6.809	6.974	2.807	4.152	72.29	-2.2%	13.28	14.41	30.67	13.93
2020 £M		3.515	3.872	2.497	0.013	0.606	1.845	4.411	5.276	2.447	3.196	1.393	3.424	32.50	-55.0%	9.885	2.464	12.13	8.013
2021 £M		1.571	1.401	2.120	1.225	1.753	3.116	9.400	9.636	4.973	6.043	1.839	3.211	46.29	42.4%	5.092	6.094	24.01	11.09
2022 £M		2.724	3.355	4.762	4.434	4.233	5.229	16.88	12.88	6.434	7.083	2.603	4.065	74.68	61.3%	10.84	13.90	36.20	13.75
2023 £M		4.125	5.181	6.198	5.938	5.714	6.786	13.49	16.84	9.873	9.429	4.354	5.138	93.07	24.6%	15.50	18.44	40.21	18.92
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Day Visitor		£M	66.10	68.25	65.85	67.40	65.91	71.31	73.94	72.29	32.50	46.29	74.68	93.07					
All Visitor Types		£M	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83	450.03	512.51					
Share of Total		%	21.1%	20.5%	19.9%	20.0%	19.5%	20.1%	20.9%	20.2%	16.7%	16.6%	18.2%						
Annual Change in Share		%		-2.5%	-2.8%	0.1%	-2.6%	3.4%	3.7%	-3.0%	12.7%	-27.0%	-0.4%	9.4%					
Change in Share from 2012		%		-2.5%	-5.3%	-5.2%	-7.6%	-4.4%	-0.9%	-3.9%	8.4%	-20.9%	-21.2%	-13.7%					
Avg Ann. Change in Share		%		-2.5%	-2.6%	-1.7%	-1.9%	-0.9%	-0.1%	-0.6%	1.0%	-2.3%	-2.1%	-1.2%					

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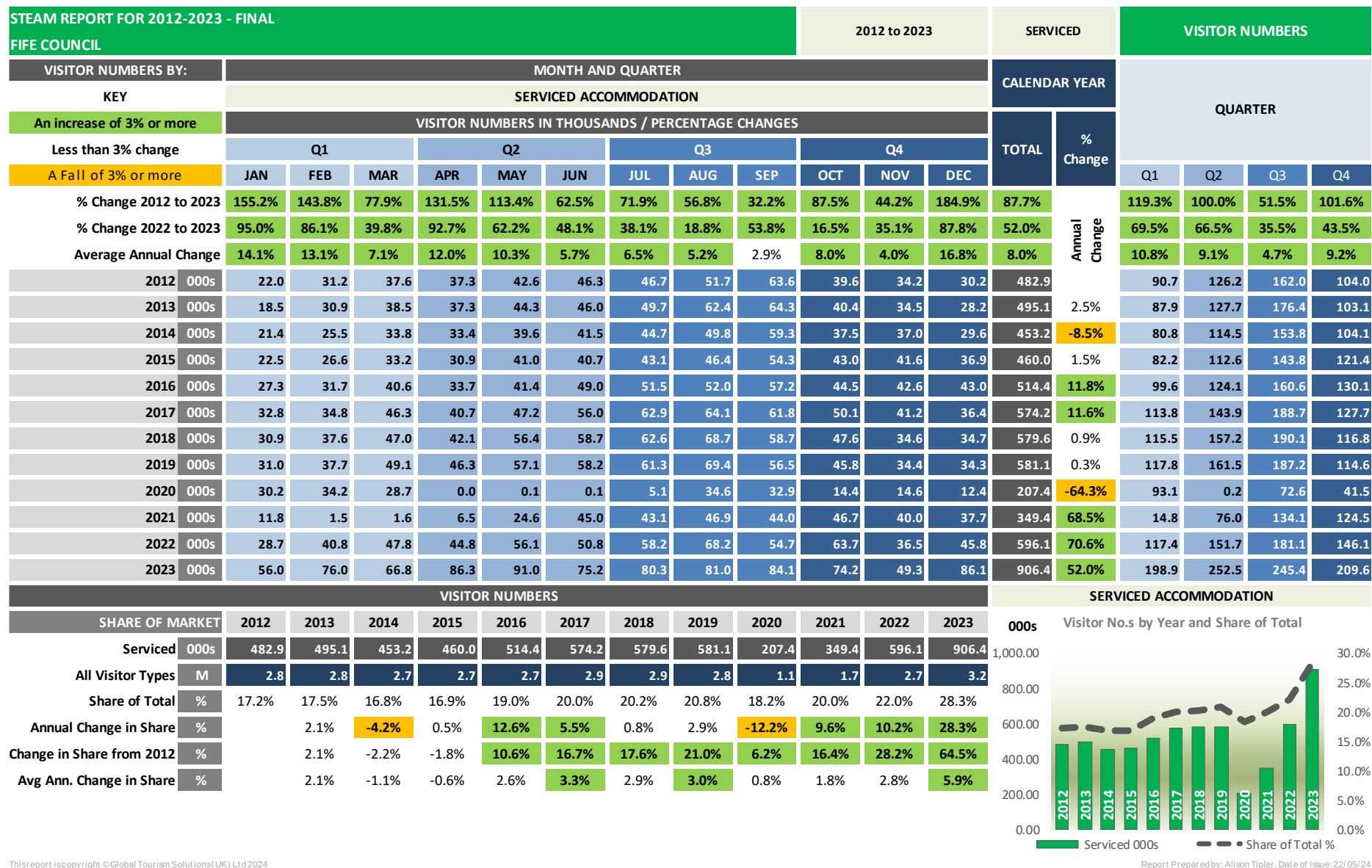
Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

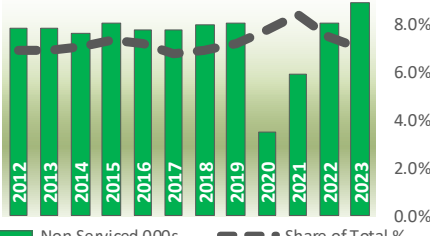
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL										2012 to 2023			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			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		36.5%	32.2%	0.3%	31.7%	26.1%	18.7%	5.6%	1.8%	7.7%	10.9%	5.7%	18.0%	14.1%	Annual Change	20.0%	25.3%	4.6%	12.1%	
% Change 2022 to 2023		63.3%	41.7%	18.0%	27.7%	30.3%	16.2%	-17.2%	12.4%	29.9%	15.2%	31.1%	25.7%	18.5%		38.0%	24.4%	4.1%	22.4%	
Average Annual Change		3.3%	2.9%	0.0%	2.9%	2.4%	1.7%	0.5%	0.2%	0.7%	1.0%	0.5%	1.6%	1.3%		1.8%	2.3%	0.4%	1.1%	
2012 M		0.148	0.145	0.214	0.228	0.223	0.247	0.332	0.410	0.278	0.239	0.143	0.204	2.811		0.5%	0.506	0.698	1.021	0.586
2013 M		0.133	0.140	0.200	0.214	0.243	0.266	0.350	0.431	0.272	0.238	0.149	0.189	2.824	0.473		0.723	1.052	0.576	
2014 M		0.135	0.131	0.196	0.214	0.230	0.252	0.360	0.376	0.251	0.208	0.146	0.198	2.698	-4.4%		0.462	0.697	0.987	0.552
2015 M		0.130	0.130	0.184	0.208	0.236	0.238	0.411	0.389	0.250	0.226	0.140	0.185	2.726	1.0%		0.443	0.682	1.050	0.551
2016 M		0.132	0.138	0.206	0.197	0.228	0.257	0.340	0.395	0.250	0.223	0.146	0.194	2.708	-0.7%		0.477	0.682	0.986	0.564
2017 M		0.149	0.142	0.193	0.220	0.251	0.278	0.365	0.425	0.267	0.251	0.137	0.188	2.865	5.8%		0.484	0.748	1.057	0.576
2018 M		0.144	0.147	0.192	0.217	0.280	0.287	0.379	0.422	0.256	0.242	0.127	0.177	2.869	0.1%		0.482	0.783	1.057	0.546
2019 M		0.143	0.153	0.197	0.219	0.268	0.284	0.337	0.408	0.249	0.233	0.123	0.182	2.795	-2.6%		0.493	0.771	0.993	0.539
2020 M		0.147	0.143	0.118	0.004	0.018	0.052	0.096	0.180	0.123	0.105	0.055	0.097	1.136	-59.3%		0.408	0.073	0.399	0.257
2021 M		0.061	0.028	0.042	0.053	0.115	0.181	0.270	0.299	0.195	0.217	0.120	0.167	1.747	53.7%		0.131	0.348	0.764	0.503
2022 M		0.124	0.135	0.182	0.235	0.216	0.252	0.424	0.372	0.230	0.230	0.115	0.191	2.706	54.9%		0.441	0.703	1.025	0.537
2023 M		0.202	0.191	0.215	0.300	0.281	0.293	0.351	0.418	0.299	0.265	0.151	0.240	3.207	18.5%		0.608	0.875	1.068	0.657
VISITOR NUMBERS														TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total						
Total		M	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747	2.706	3.207						
All Visitor Types		M	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747	2.706	3.207						
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 2012		%																		
Avg Ann. Change in Share		%																		

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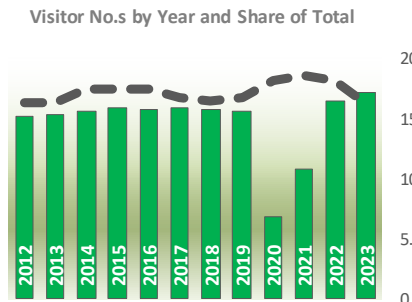
STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023			NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE 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			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		249.7%	-2.9%	273.1%	37.4%	43.7%	35.1%	-38.8%	-6.5%	-19.6%	-35.6%	186.8%	7.6%	14.4%	Annual Change	181.9%	38.5%	-22.1%	-2.8%	
% Change 2022 to 2023		306.3%	-47.9%	3.4%	5.0%	47.7%	-4.6%	-14.5%	4.8%	-3.2%	60.2%	26.8%	16.1%	10.5%		18.2%	11.4%	-3.9%	39.0%	
Average Annual Change		22.7%	-0.3%	24.8%	3.4%	4.0%	3.2%	-3.5%	-0.6%	-1.8%	-3.2%	17.0%	0.7%	1.3%		16.5%	3.5%	-2.0%	-0.3%	
2012	000s	3.4	4.2	6.0	23.0	17.8	19.3	30.2	27.9	27.8	25.4	4.1	4.8	194.0	0.4%	13.6	60.1	86.0	34.3	
2013	000s	2.4	4.2	9.3	21.8	21.7	20.4	27.4	28.3	24.4	22.6	6.7	5.5	194.8		15.9	64.0	80.2	34.8	
2014	000s	1.9	3.8	11.4	20.1	25.9	20.4	21.5	26.8	23.5	18.9	8.9	6.6	189.8		-2.6%	17.1	66.4	71.8	34.5
2015	000s	2.0	4.7	13.6	19.2	25.6	23.6	21.0	26.4	24.7	21.7	9.7	7.5	199.6	5.2%	20.2	68.4	72.2	38.9	
2016	000s	2.2	4.8	14.2	21.1	25.5	26.6	23.3	27.0	20.7	18.1	9.4	0.5	193.3	-3.2%	21.2	73.2	71.0	27.9	
2017	000s	2.3	4.9	9.0	16.3	25.8	27.0	21.8	26.0	23.9	19.8	8.6	6.9	192.3	-0.5%	16.2	69.1	71.7	35.2	
2018	000s	1.8	5.2	13.5	21.2	26.8	28.3	20.4	26.2	19.7	20.0	9.6	5.4	198.0	3.0%	20.5	76.2	66.4	35.0	
2019	000s	2.0	4.7	13.6	22.3	27.2	28.3	20.6	26.1	20.5	20.3	9.5	5.2	200.2	1.1%	20.3	77.8	67.2	35.0	
2020	000s	3.7	7.9	18.5	1.8	0.4		0.8	16.0	18.0	16.0	3.8	0.6	87.5	-56.3%	30.2	2.2	34.7	20.4	
2021	000s	0.2	0.2	0.6	4.8	19.2	18.5	14.6	24.9	21.4	22.0	13.9	6.0	146.2	67.1%	1.0	42.5	60.9	41.9	
2022	000s	2.9	7.9	21.7	30.1	17.3	27.3	21.6	24.9	23.1	10.2	9.3	4.5	200.9	37.4%	32.5	74.7	69.7	24.0	
2023	000s	11.9	4.1	22.4	31.6	25.5	26.1	18.5	26.1	22.4	16.4	11.8	5.2	222.0	10.5%	38.4	83.2	67.0	33.4	
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Visitor No.s by Year and Share of Total					
Non-Serviced		000s	194.0	194.8	189.8	199.6	193.3	192.3	198.0	200.2	87.5	146.2	200.9	222.0						
All Visitor Types		M	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1	1.7	2.7	3.2						
Share of Total		%	6.9%	6.9%	7.0%	7.3%	7.1%	6.7%	6.9%	7.2%	7.7%	8.4%	7.4%	6.9%						
Annual Change in Share		%		0.0%	1.9%	4.1%	-2.5%	-6.0%	2.8%	3.8%	7.5%	8.7%	-11.3%	-6.8%						
Change in Share from 2012		%		0.0%	1.9%	6.1%	3.4%	-2.8%	0.0%	3.8%	11.6%	21.3%	7.6%	0.3%						
Avg Ann. Change in Share		%		0.0%	1.0%	2.0%	0.9%	-0.6%	0.0%	0.5%	1.4%	2.4%	0.8%	0.0%						

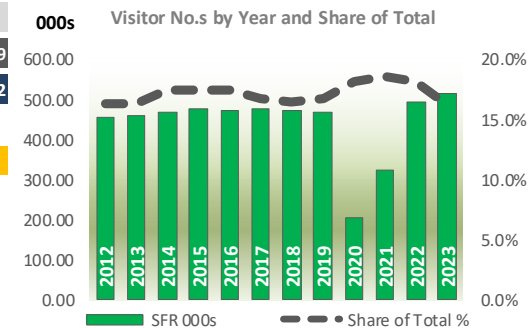
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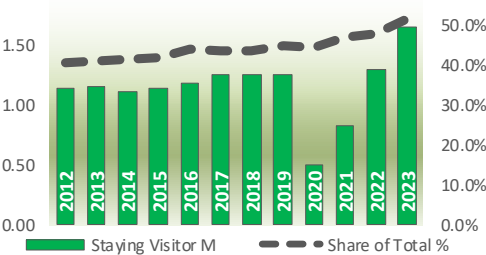
Report Prepared by: Alison Tipler, Date of Issue: 22/05/2024

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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023			SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		60.0%	26.3%	23.7%	16.7%	22.3%	1.9%	-1.5%	-4.8%	1.1%	-9.6%	3.2%	13.7%	13.0%	Annual Change	40.9%	13.1%	-2.0%	4.6%
% Change 2022 to 2023		57.6%	15.0%	3.4%	3.5%	5.2%	-3.6%	-8.0%	-7.8%	-2.7%	-5.8%	-0.5%	0.5%	5.0%		29.6%	1.6%	-6.4%	-1.5%
Average Annual Change		5.5%	2.4%	2.2%	1.5%	2.0%	0.2%	-0.1%	-0.4%	0.1%	-0.9%	0.3%	1.2%	1.2%		3.7%	1.2%	-0.2%	0.4%
2012 000s		45.8	27.5	27.3	41.7	30.1	38.7	38.0	44.2	35.0	39.1	25.0	64.5	456.7		100.6	110.4	117.1	128.6
2013 000s		44.5	28.0	28.6	41.6	31.1	38.5	38.3	44.6	34.5	39.3	25.7	64.4	459.0		0.5%	101.1	111.2	117.5
2014 000s		46.7	28.0	29.0	41.2	32.9	38.9	38.6	44.5	34.6	37.6	27.3	70.0	469.2	2.2%	103.6	113.0	117.7	134.9
2015 000s		48.3	28.4	29.5	41.2	32.7	39.1	38.6	43.9	34.3	38.3	27.7	72.6	474.6	1.1%	106.1	113.1	116.8	138.7
2016 000s		48.0	28.0	29.9	41.5	32.4	40.3	39.1	44.1	34.3	37.4	27.8	69.5	472.4	-0.5%	105.9	114.3	117.5	134.7
2017 000s		50.3	28.7	29.5	43.4	33.2	41.1	39.8	44.8	34.7	37.8	27.7	67.4	478.2	1.2%	108.4	117.7	119.2	132.8
2018 000s		47.2	28.6	30.0	43.6	34.8	41.2	38.8	44.8	33.6	36.4	26.6	64.4	470.0	-1.7%	105.8	119.5	117.2	127.4
2019 000s		47.1	28.2	29.9	43.7	34.7	41.2	38.8	44.7	33.6	36.3	26.4	64.6	469.2	-0.2%	105.3	119.5	117.1	127.3
2020 000s		49.1	29.6	25.0	1.5	0.3	0.1	2.8	25.1	23.6	16.4	10.9	21.4	205.9	-56.1%	103.7	1.9	51.5	48.8
2021 000s		20.5	1.6	1.5	8.0	22.8	31.6	28.9	39.3	33.1	39.2	32.5	65.1	323.9	57.4%	23.5	62.4	101.3	136.7
2022 000s		46.5	30.2	32.7	47.0	34.9	40.9	40.7	45.7	36.3	37.5	26.0	72.9	491.3	51.7%	109.3	122.8	122.6	136.5
2023 000s		73.3	34.7	33.8	48.7	36.7	39.4	37.4	42.1	35.3	35.4	25.8	73.3	515.9	5.0%	141.8	124.8	114.8	134.5
VISITOR NUMBERS														SFR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Visitor No.s by Year and Share of Total				
SFR	000s	456.7	459.0	469.2	474.6	472.4	478.2	470.0	469.2	205.9	323.9	491.3	515.9						
All Visitor Types	M	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1	1.7	2.7	3.2						
Share of Total	%	16.2%	16.3%	17.4%	17.4%	17.4%	16.7%	16.4%	16.8%	18.1%	18.5%	18.2%	16.1%						
Annual Change in Share	%		0.0%	7.0%	0.1%	0.2%	-4.3%	-1.8%	2.5%	7.9%	2.4%	-2.1%	-11.4%						
Change in Share from 2012	%		0.0%	7.0%	7.1%	7.4%	2.7%	0.8%	3.3%	11.5%	14.1%	11.7%	-1.0%						
Avg Ann. Change in Share	%		0.0%	3.5%	2.4%	1.8%	0.5%	0.1%	0.5%	1.4%	1.6%	1.2%	-0.1%						
																			



STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL										2012 to 2023			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 MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2012 to 2023		98.4%	82.6%	73.6%	63.3%	69.4%	35.0%	18.5%	20.6%	12.2%	21.0%	37.3%	65.4%		45.0%	85.0%	55.2%	17.0%	41.4%	
% Change 2022 to 2023		80.6%	45.6%	20.4%	36.6%	41.5%	18.3%	13.1%	7.5%	24.3%	13.0%	21.2%	33.5%		27.6%	46.2%	31.9%	14.4%	23.1%	
Average Annual Change		8.9%	7.5%	6.7%	5.8%	6.3%	3.2%	1.7%	1.9%	1.1%	1.9%	3.4%	5.9%		4.1%	7.7%	5.0%	1.5%	3.8%	
2012	M	0.071	0.063	0.071	0.102	0.090	0.104	0.115	0.124	0.126	0.104	0.063	0.099	1.134	1.4%	0.205	0.297	0.365	0.267	
2013	M	0.065	0.063	0.076	0.101	0.097	0.105	0.115	0.135	0.123	0.102	0.067	0.098	1.149		0.205	0.303	0.374	0.267	
2014	M	0.070	0.057	0.074	0.095	0.098	0.101	0.105	0.121	0.117	0.094	0.073	0.106	1.112		-3.2%	0.202	0.294	0.343	0.274
2015	M	0.073	0.060	0.076	0.091	0.099	0.103	0.103	0.117	0.113	0.103	0.079	0.117	1.134		2.0%	0.209	0.294	0.333	0.299
2016	M	0.077	0.065	0.085	0.096	0.099	0.116	0.114	0.123	0.112	0.100	0.080	0.113	1.180		4.0%	0.227	0.312	0.349	0.293
2017	M	0.085	0.068	0.085	0.100	0.106	0.124	0.124	0.135	0.120	0.108	0.077	0.111	1.245		5.5%	0.238	0.331	0.380	0.296
2018	M	0.080	0.071	0.090	0.107	0.118	0.128	0.122	0.140	0.112	0.104	0.071	0.104	1.248		0.2%	0.242	0.353	0.374	0.279
2019	M	0.080	0.071	0.093	0.112	0.119	0.128	0.121	0.140	0.111	0.102	0.070	0.104	1.251		0.2%	0.243	0.359	0.371	0.277
2020	M	0.083	0.072	0.072	0.003	0.001	0.000	0.009	0.076	0.075	0.047	0.029	0.034	0.501		-60.0%	0.227	0.004	0.159	0.111
2021	M	0.032	0.003	0.004	0.019	0.066	0.095	0.087	0.111	0.099	0.108	0.086	0.109	0.820		63.7%	0.039	0.181	0.296	0.303
2022	M	0.078	0.079	0.102	0.122	0.108	0.119	0.120	0.139	0.114	0.111	0.072	0.123	1.288	57.2%	0.259	0.349	0.373	0.307	
2023	M	0.141	0.115	0.123	0.167	0.153	0.141	0.136	0.149	0.142	0.126	0.087	0.165	1.644	27.6%	0.379	0.461	0.427	0.377	
VISITOR NUMBERS														STAYING VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total						
Staying Visitor		M	1.134	1.149	1.112	1.134	1.180	1.245	1.248	1.251	0.501	0.820	1.288	1.644						
All Visitor Types		M	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747	2.706	3.207						
Share of Total		%	40.3%	40.7%	41.2%	41.6%	43.6%	43.4%	43.5%	44.7%	44.1%	46.9%	47.6%	51.3%						
Annual Change in Share		%		0.9%	1.3%	0.9%	4.8%	-0.3%	0.1%	2.9%	-1.5%	6.5%	1.5%	7.7%						
Change in Share from 2012		%		0.9%	2.2%	3.2%	8.1%	7.7%	7.8%	10.9%	9.3%	16.3%	18.1%	27.1%						
Avg Ann. Change in Share		%		0.9%	1.1%	1.1%	2.0%	1.5%	1.3%	1.6%	1.2%	1.8%	1.8%	2.5%						

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STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL										2012 to 2023			DAY VISITOR		VISITOR NUMBERS						
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			DAY VISITOR																		
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2012 to 2023			-20.9%	-6.5%	-36.0%	6.0%	-3.4%	6.9%	-1.3%	-6.4%	3.9%	3.1%	-19.4%	-27.2%		-6.8%	-24.2%	3.2%	-2.3%	-12.4%	
% Change 2022 to 2023			33.5%	36.2%	14.8%	18.1%	19.0%	14.4%	-29.2%	15.4%	35.3%	17.4%	47.5%	11.5%		10.2%	26.1%	17.0%	-1.8%	21.3%	
Average Annual Change			-1.9%	-0.6%	-3.3%	0.5%	-0.3%	0.6%	-0.1%	-0.6%	0.4%	0.3%	-1.8%	-2.5%		-0.6%	-2.2%	0.3%	-0.2%	-1.1%	
2012			M	0.077	0.082	0.143	0.126	0.133	0.143	0.218	0.287	0.151	0.135	0.080		0.104	1.677	0.302	0.401	0.655	0.319
2013			M	0.067	0.077	0.124	0.113	0.146	0.161	0.234	0.296	0.148	0.136	0.082	0.091	1.675	-0.1%	0.268	0.420	0.678	0.309
2014			M	0.065	0.074	0.122	0.120	0.132	0.152	0.255	0.255	0.134	0.114	0.073	0.092	1.586	-5.3%	0.260	0.403	0.644	0.279
2015			M	0.057	0.070	0.107	0.117	0.137	0.135	0.308	0.273	0.137	0.123	0.061	0.068	1.592	0.4%	0.235	0.388	0.717	0.252
2016			M	0.055	0.073	0.122	0.100	0.129	0.141	0.226	0.272	0.138	0.123	0.066	0.081	1.527	-4.0%	0.250	0.370	0.636	0.271
2017			M	0.064	0.074	0.108	0.119	0.144	0.154	0.240	0.290	0.147	0.143	0.059	0.077	1.620	6.1%	0.246	0.418	0.677	0.280
2018			M	0.064	0.075	0.101	0.110	0.162	0.159	0.257	0.282	0.144	0.138	0.057	0.072	1.621	0.1%	0.240	0.430	0.683	0.267
2019			M	0.062	0.082	0.105	0.107	0.149	0.156	0.216	0.267	0.138	0.131	0.053	0.078	1.544	-4.7%	0.249	0.412	0.622	0.262
2020			M	0.064	0.071	0.046	0.000	0.017	0.051	0.087	0.104	0.048	0.058	0.025	0.063	0.636	-58.8%	0.181	0.069	0.240	0.147
2021			M	0.028	0.025	0.038	0.034	0.048	0.086	0.183	0.188	0.097	0.109	0.033	0.058	0.927	45.9%	0.092	0.167	0.468	0.200
2022			M	0.045	0.056	0.080	0.113	0.108	0.133	0.303	0.233	0.116	0.119	0.044	0.068	1.417	52.8%	0.181	0.354	0.652	0.230
2023			M	0.061	0.076	0.091	0.133	0.128	0.152	0.215	0.268	0.157	0.139	0.064	0.076	1.562	10.2%	0.229	0.414	0.640	0.279
VISITOR NUMBERS															DAY VISITOR						
SHARE OF MARKET			2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total						
Day Visitor			M	1.677	1.675	1.586	1.592	1.527	1.620	1.621	1.544	0.636	0.927	1.417	1.562	80.0%					
All Visitor Types			M	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747	2.706	3.207	60.0%					
Share of Total			%	59.7%	59.3%	58.8%	58.4%	56.4%	56.6%	56.5%	55.3%	55.9%	53.1%	52.4%	48.7%	40.0%					
Annual Change in Share			%		-0.6%	-0.9%	-0.7%	-3.4%	0.3%	-0.1%	-2.2%	1.2%	-5.1%	-1.3%	-7.0%	20.0%					
Change in Share from 2012			%		-0.6%	-1.5%	-2.1%	-5.5%	-5.2%	-5.3%	-7.4%	-6.3%	-11.0%	-12.2%	-18.3%	0.0%					
Avg Ann. Change in Share			%		-0.6%	-0.7%	-0.7%	-1.4%	-1.0%	-0.9%	-1.1%	-0.8%	-1.2%	-1.2%	-1.7%						

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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

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

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

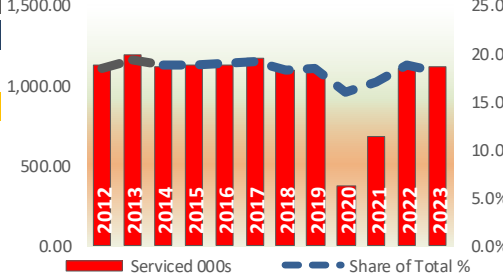
STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
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			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		51.2%	18.3%	4.9%	22.2%	22.6%	-2.5%	-16.2%	-13.2%	-7.9%	-20.5%	0.6%	6.5%	0.8%	Annual Change	25.1%	12.7%	-12.9%	-6.2%	
% Change 2022 to 2023		74.2%	16.6%	1.5%	9.9%	16.0%	-1.9%	-19.2%	-3.0%	3.8%	0.4%	9.2%	4.1%	4.4%		29.1%	7.4%	-7.6%	3.8%	
Average Annual Change		4.7%	1.7%	0.4%	2.0%	2.1%	-0.2%	-1.5%	-1.2%	-0.7%	-1.9%	0.1%	0.6%	0.1%		2.3%	1.2%	-1.2%	-0.6%	
2012		M	0.332	0.262	0.338	0.498	0.451	0.599	0.830	0.935	0.595	0.543	0.262	0.475		6.120	0.933	1.548	2.359	1.280
2013		M	0.305	0.257	0.348	0.483	0.497	0.620	0.847	0.947	0.575	0.534	0.279	0.463	6.155	0.6%	0.910	1.601	2.368	1.276
2014		M	0.310	0.245	0.342	0.480	0.495	0.602	0.829	0.873	0.543	0.468	0.282	0.498	5.968	-3.0%	0.897	1.578	2.245	1.248
2015		M	0.315	0.249	0.335	0.472	0.496	0.588	0.877	0.874	0.534	0.499	0.285	0.500	6.025	1.0%	0.899	1.556	2.285	1.284
2016		M	0.314	0.256	0.356	0.469	0.486	0.623	0.818	0.875	0.526	0.468	0.285	0.477	5.952	-1.2%	0.926	1.577	2.219	1.230
2017		M	0.334	0.257	0.320	0.481	0.521	0.647	0.829	0.905	0.553	0.497	0.275	0.469	6.088	2.3%	0.911	1.649	2.287	1.241
2018		M	0.309	0.259	0.330	0.490	0.559	0.645	0.809	0.888	0.511	0.474	0.261	0.439	5.973	-1.9%	0.897	1.694	2.207	1.174
2019		M	0.306	0.261	0.330	0.488	0.542	0.640	0.763	0.866	0.503	0.463	0.254	0.445	5.863	-1.8%	0.898	1.670	2.133	1.162
2020		M	0.319	0.265	0.240	0.016	0.021	0.052	0.123	0.451	0.319	0.239	0.112	0.182	2.339	-60.1%	0.823	0.089	0.894	0.532
2021		M	0.129	0.035	0.049	0.107	0.309	0.442	0.585	0.715	0.466	0.466	0.289	0.433	4.026	72.1%	0.212	0.858	1.767	1.189
2022		M	0.288	0.266	0.350	0.553	0.476	0.595	0.860	0.837	0.528	0.430	0.241	0.486	5.911	46.8%	0.904	1.625	2.225	1.157
2023		M	0.503	0.310	0.355	0.609	0.553	0.584	0.695	0.812	0.548	0.432	0.263	0.506	6.169	4.4%	1.167	1.745	2.055	1.201
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total						
Total		M	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.339	4.026	5.911	6.169						
All Visitor Types		M	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.339	4.026	5.911	6.169						
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 2012		%																		
Avg Ann. Change in Share		%																		

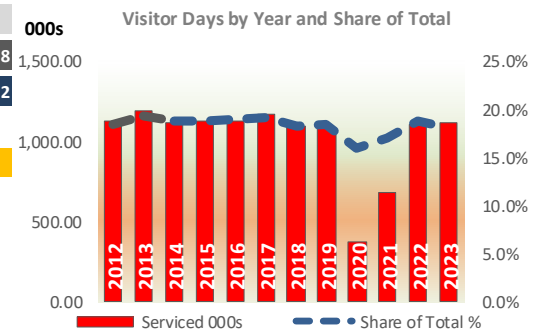
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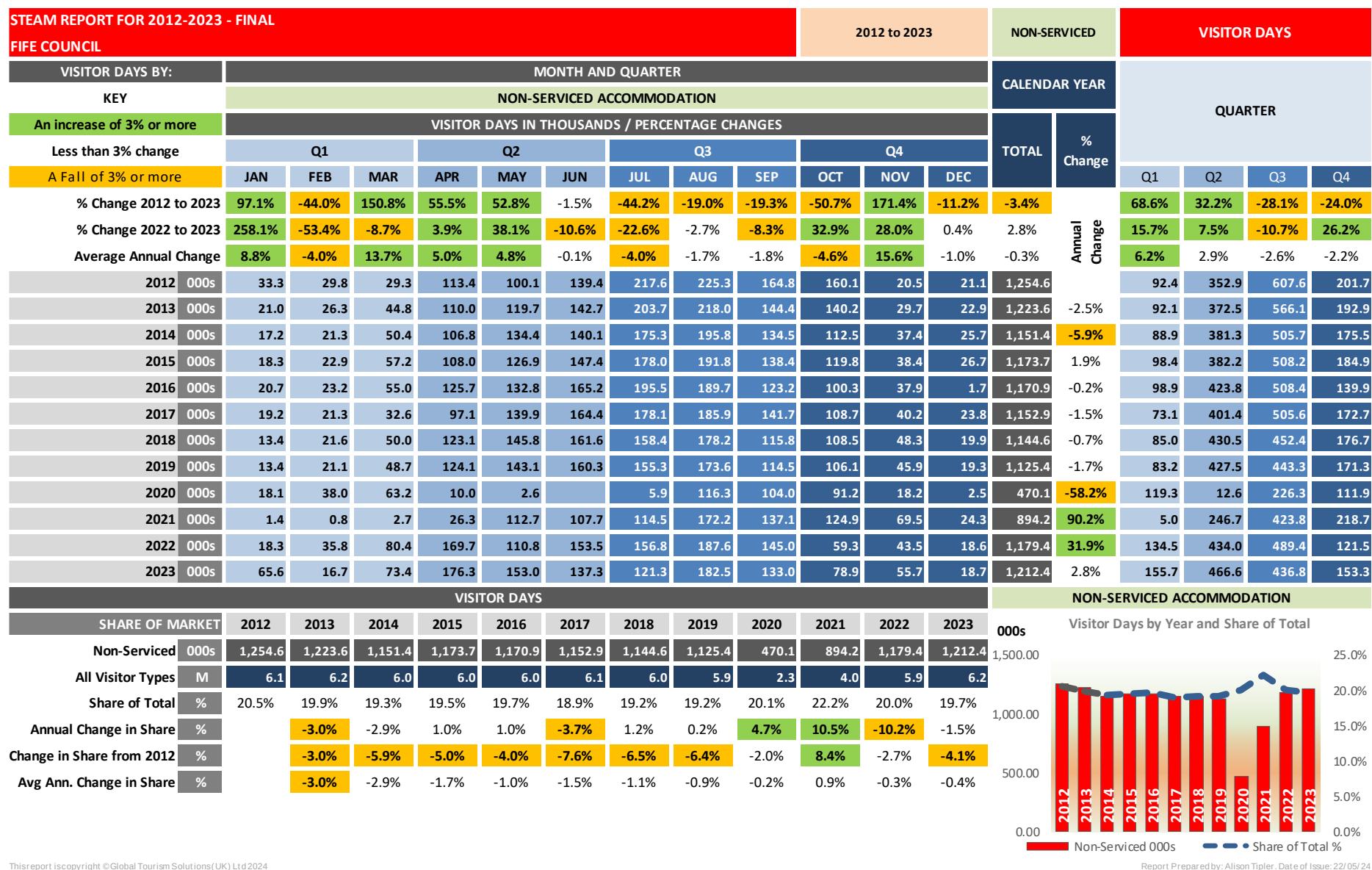
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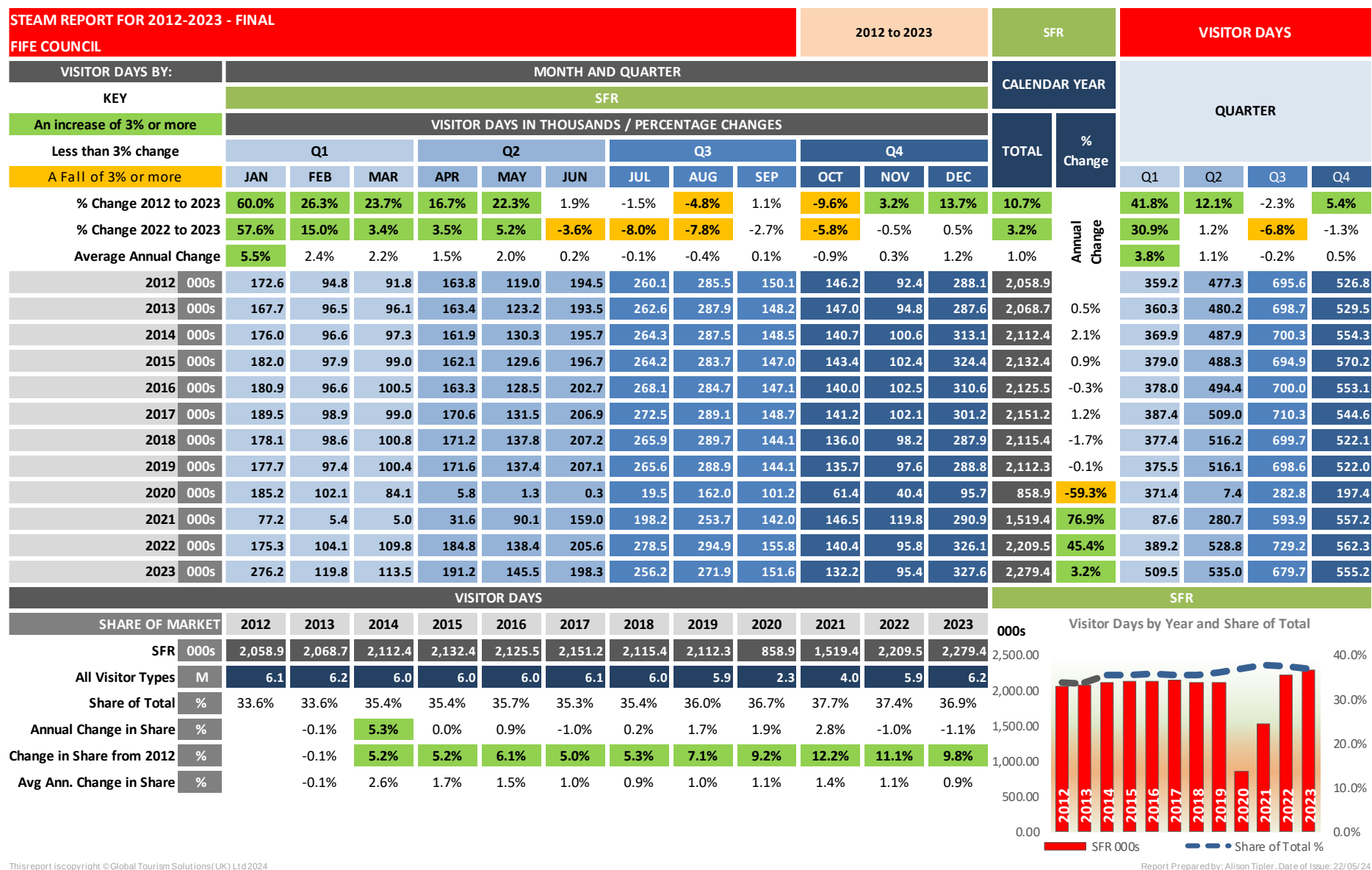
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STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL										2012 to 2023			SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR 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 2012 to 2023		101.0%	74.2%	2.9%	13.2%	27.3%	-21.6%	-23.3%	-35.2%	-17.7%	-20.0%	-30.5%	36.1%	-1.3%	Annual Change	52.1%	4.1%	-25.6%	-8.2%	
% Change 2022 to 2023		102.6%	39.1%	-4.3%	25.1%	5.5%	-6.8%	-15.2%	-26.8%	-4.5%	-27.1%	-17.5%	14.5%	0.9%		37.4%	6.9%	-15.8%	-12.2%	
Average Annual Change		9.2%	6.7%	0.3%	1.2%	2.5%	-2.0%	-2.1%	-3.2%	-1.6%	-1.8%	-2.8%	3.3%	-0.1%		4.7%	0.4%	-2.3%	-0.7%	
2012 000s		49.7	55.7	74.4	95.1	99.0	122.3	134.5	137.5	128.6	101.7	69.2	62.0	1,129.8		179.9	316.4	400.7	232.8	
2013 000s		49.3	57.4	83.0	96.3	108.7	123.2	146.1	144.9	134.2	110.7	72.8	61.6	1,188.3	5.2%	189.7	328.3	425.2	245.2	
2014 000s		52.1	53.7	71.9	91.5	99.0	114.8	135.0	134.9	125.7	101.2	71.4	67.0	1,118.1	-5.9%	177.7	305.3	395.6	239.6	
2015 000s		57.0	58.2	71.8	85.7	102.9	109.0	127.0	125.5	112.4	112.5	83.2	81.4	1,126.8	0.8%	187.0	297.6	365.0	277.2	
2016 000s		57.4	63.2	78.4	79.4	96.1	113.5	127.8	128.4	118.2	104.2	78.3	83.5	1,128.5	0.2%	199.1	289.0	374.5	266.0	
2017 000s		61.2	63.2	80.2	94.6	105.2	121.4	138.3	139.6	116.3	104.1	73.5	66.2	1,163.8	3.1%	204.5	321.3	394.2	243.8	
2018 000s		53.4	63.1	77.6	86.0	113.2	118.1	126.9	137.8	107.3	91.1	58.3	58.8	1,091.5	-6.2%	194.2	317.2	371.9	208.2	
2019 000s		52.6	60.6	76.3	85.6	112.2	117.0	125.8	136.4	106.7	90.1	58.2	59.1	1,080.7	-1.0%	189.6	314.8	369.0	207.4	
2020 000s		51.0	53.6	47.4	0.1	0.4	0.3	10.5	68.8	65.7	27.8	27.8	21.0	374.4	-65.4%	152.1	0.8	145.0	76.5	
2021 000s		21.8	3.1	3.0	15.5	57.8	89.7	89.0	101.5	90.5	85.6	66.9	60.1	684.6	82.8%	28.0	163.0	281.1	212.5	
2022 000s		49.4	69.8	80.0	86.0	119.4	102.8	121.6	121.7	110.8	111.5	58.3	73.6	1,104.9	61.4%	199.1	308.2	354.1	243.4	
2023 000s		100.0	97.0	76.6	107.6	126.0	95.8	103.1	89.1	105.8	81.3	48.1	84.3	1,114.8	0.9%	273.6	329.4	298.0	213.7	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Visitor Days by Year and Share of Total					
Serviced		000s	1,129.8	1,188.3	1,118.1	1,126.8	1,128.5	1,163.8	1,091.5	1,080.7	374.4	684.6	1,104.9	1,114.8	1,500.00					
All Visitor Types		M	6.1	6.2	6.0	6.0	6.0	6.1	6.0	5.9	2.3	4.0	5.9	6.2						
Share of Total		%	18.5%	19.3%	18.7%	18.7%	19.0%	19.1%	18.3%	18.4%	16.0%	17.0%	18.7%	18.1%						
Annual Change in Share		%		4.6%	-3.0%	-0.2%	1.4%	0.8%	-4.4%	0.9%	-13.2%	6.2%	9.9%	-3.3%						
Change in Share from 2012		%		4.6%	1.5%	1.3%	2.7%	3.6%	-1.0%	-0.1%	-13.3%	-7.9%	1.3%	-2.1%						
Avg Ann. Change in Share		%		4.6%	0.7%	0.4%	0.7%	0.7%	-0.2%	0.0%	-1.7%	-0.9%	0.1%	-0.2%						
																				
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STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL										2012 to 2023			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 MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		72.8%	29.5%	34.8%	27.6%	33.4%	-5.4%	-21.5%	-16.2%	-11.9%	-28.3%	9.3%	16.0%	3.7%	Annual Change	48.7%	16.1%	-17.0%	-4.1%	
% Change 2022 to 2023		81.8%	11.3%	-2.5%	7.9%	15.2%	-6.6%	-13.7%	-10.0%	-5.1%	-6.0%	0.8%	2.9%	2.5%		29.9%	4.7%	-10.1%	-0.5%	
Average Annual Change		6.6%	2.7%	3.2%	2.5%	3.0%	-0.5%	-2.0%	-1.5%	-1.1%	-2.6%	0.8%	1.5%	0.3%		4.4%	1.5%	-1.5%	-0.4%	
2012	M	0.256	0.180	0.195	0.372	0.318	0.456	0.612	0.648	0.443	0.408	0.182	0.371	4.443	0.8%	0.631	1.147	1.704	0.961	
2013	M	0.238	0.180	0.224	0.370	0.352	0.459	0.613	0.651	0.427	0.398	0.197	0.372	4.481		0.642	1.181	1.690	0.968	
2014	M	0.245	0.172	0.220	0.360	0.364	0.451	0.575	0.618	0.409	0.354	0.209	0.406	4.382	-2.2%	0.636	1.174	1.602	0.969	
2015	M	0.257	0.179	0.228	0.356	0.359	0.453	0.569	0.601	0.398	0.376	0.224	0.433	4.433	1.2%	0.664	1.168	1.568	1.032	
2016	M	0.259	0.183	0.234	0.368	0.357	0.481	0.591	0.603	0.389	0.344	0.219	0.396	4.425	-0.2%	0.676	1.207	1.583	0.959	
2017	M	0.270	0.183	0.212	0.362	0.377	0.493	0.589	0.615	0.407	0.354	0.216	0.391	4.468	1.0%	0.665	1.232	1.610	0.961	
2018	M	0.245	0.183	0.228	0.380	0.397	0.487	0.551	0.606	0.367	0.336	0.205	0.367	4.352	-2.6%	0.657	1.264	1.524	0.907	
2019	M	0.244	0.179	0.225	0.381	0.393	0.484	0.547	0.599	0.365	0.332	0.202	0.367	4.318	-0.8%	0.648	1.258	1.511	0.901	
2020	M	0.254	0.194	0.195	0.016	0.004	0.001	0.036	0.347	0.271	0.180	0.086	0.119	1.703	-60.6%	0.643	0.021	0.654	0.386	
2021	M	0.100	0.009	0.011	0.073	0.261	0.356	0.402	0.527	0.370	0.357	0.256	0.375	3.098	81.9%	0.121	0.690	1.299	0.988	
2022	M	0.243	0.210	0.270	0.441	0.368	0.462	0.557	0.604	0.412	0.311	0.198	0.418	4.494	45.0%	0.723	1.271	1.573	0.927	
2023	M	0.442	0.234	0.264	0.475	0.424	0.431	0.481	0.544	0.390	0.292	0.199	0.431	4.607	2.5%	0.939	1.331	1.415	0.922	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total						
Staying Visitor		M	4.443	4.481	4.382	4.433	4.425	4.468	4.318	1.703	3.098	4.494	4.607							
All Visitor Types		M	6.120	6.155	5.968	6.025	5.952	6.088	5.973	2.339	4.026	5.911	6.169							
Share of Total		%	72.6%	72.8%	73.4%	73.6%	74.3%	73.4%	72.9%	73.7%	72.8%	77.0%	76.0%							74.7%
Annual Change in Share		%		0.3%	0.9%	0.2%	1.0%	-1.3%	-0.7%	1.1%	-1.1%	5.7%	-1.2%							-1.8%
Change in Share from 2012		%		0.3%	1.1%	1.3%	2.4%	1.1%	0.4%	1.5%	0.3%	6.0%	4.7%							2.9%
Avg Ann. Change in Share		%		0.3%	0.6%	0.4%	0.6%	0.2%	0.1%	0.2%	0.0%	0.7%	0.5%	0.3%						

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STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2012 to 2023			-20.9%	-6.5%	-36.0%	6.0%	-3.4%	6.9%	-1.3%	-6.4%	3.9%	3.1%	-19.4%	-27.2%		-6.8%	-24.2%	3.2%	-2.3%	-12.4%
% Change 2022 to 2023			33.5%	36.2%	14.8%	18.1%	19.0%	14.4%	-29.2%	15.4%	35.3%	17.4%	47.5%	11.5%		10.2%	26.1%	17.0%	-1.8%	21.3%
Average Annual Change			-1.9%	-0.6%	-3.3%	0.5%	-0.3%	0.6%	-0.1%	-0.6%	0.4%	0.3%	-1.8%	-2.5%		-0.6%	-2.2%	0.3%	-0.2%	-1.1%
2012 M			0.077	0.082	0.143	0.126	0.133	0.143	0.218	0.287	0.151	0.135	0.080	0.104		1.677	0.302	0.401	0.655	0.319
2013 M			0.067	0.077	0.124	0.113	0.146	0.161	0.234	0.296	0.148	0.136	0.082	0.091	1.675	-0.1%	0.268	0.420	0.678	0.309
2014 M			0.065	0.074	0.122	0.120	0.132	0.152	0.255	0.255	0.134	0.114	0.073	0.092	1.586	-5.3%	0.260	0.403	0.644	0.279
2015 M			0.057	0.070	0.107	0.117	0.137	0.135	0.308	0.273	0.137	0.123	0.061	0.068	1.592	0.4%	0.235	0.388	0.717	0.252
2016 M			0.055	0.073	0.122	0.100	0.129	0.141	0.226	0.272	0.138	0.123	0.066	0.081	1.527	-4.0%	0.250	0.370	0.636	0.271
2017 M			0.064	0.074	0.108	0.119	0.144	0.154	0.240	0.290	0.147	0.143	0.059	0.077	1.620	6.1%	0.246	0.418	0.677	0.280
2018 M			0.064	0.075	0.101	0.110	0.162	0.159	0.257	0.282	0.144	0.138	0.057	0.072	1.621	0.1%	0.240	0.430	0.683	0.267
2019 M			0.062	0.082	0.105	0.107	0.149	0.156	0.216	0.267	0.138	0.131	0.053	0.078	1.544	-4.7%	0.249	0.412	0.622	0.262
2020 M			0.064	0.071	0.046	0.000	0.017	0.051	0.087	0.104	0.048	0.058	0.025	0.063	0.636	-58.8%	0.181	0.069	0.240	0.147
2021 M			0.028	0.025	0.038	0.034	0.048	0.086	0.183	0.188	0.097	0.109	0.033	0.058	0.927	45.9%	0.092	0.167	0.468	0.200
2022 M			0.045	0.056	0.080	0.113	0.108	0.133	0.303	0.233	0.116	0.119	0.044	0.068	1.417	52.8%	0.181	0.354	0.652	0.230
2023 M			0.061	0.076	0.091	0.133	0.128	0.152	0.215	0.268	0.157	0.139	0.064	0.076	1.562	10.2%	0.229	0.414	0.640	0.279
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET			2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total					
Day Visitor			M	1.677	1.675	1.586	1.592	1.527	1.620	1.621	1.544	0.636	0.927	1.417	1.562					
All Visitor Types			M	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.339	4.026	5.911	6.169					
Share of Total			%	27.4%	27.2%	26.6%	26.4%	25.7%	26.6%	27.1%	26.3%	27.2%	23.0%	24.0%	25.3%					
Annual Change in Share			%		-0.7%	-2.3%	-0.6%	-2.9%	3.7%	2.0%	-2.9%	3.2%	-15.2%	4.1%	5.6%					
Change in Share from 2012			%		-0.7%	-3.0%	-3.6%	-6.4%	-2.9%	-0.9%	-3.9%	-0.8%	-15.9%	-12.5%	-7.6%					
Avg Ann. Change in Share			%		-0.7%	-1.5%	-1.2%	-1.6%	-0.6%	-0.2%	-0.6%	-0.1%	-1.8%	-1.2%	-0.7%					
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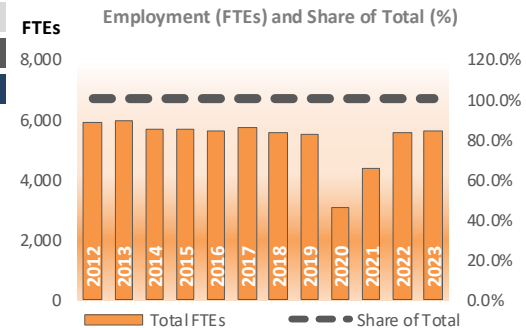
Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

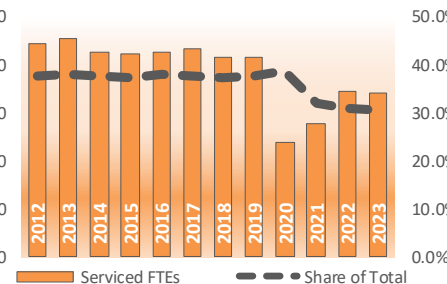
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2012-2023 - FINAL										2012 to 2023			TOTAL		TOTAL EMPLOYMENT						
FIFE COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER																			
KEY		TOTAL												CALENDAR YEAR		QUARTER					
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 2012 to 2023		16.3%	2.1%	-8.0%	16.4%	17.4%	-5.0%	-13.8%	-14.3%	-7.3%	-17.2%	-12.6%	-2.2%	-4.7%	Annual Change	2.7%	8.9%	-12.3%	-10.8%		
% Change 2022 to 2023		46.8%	12.1%	-1.4%	10.5%	11.4%	-2.5%	-16.1%	-5.5%	3.0%	-3.7%	5.0%	3.9%	1.5%		16.3%	6.3%	-7.4%	1.3%		
Average Annual Change		1.5%	0.2%	-0.7%	1.5%	1.6%	-0.5%	-1.3%	-1.3%	-0.7%	-1.6%	-1.1%	-0.2%	-0.4%		0.2%	0.8%	-1.1%	-1.0%		
2012 FTEs		3,560	3,567	4,401	5,199	4,981	5,939	9,520	10,477	7,260	6,209	4,164	5,503	5,898	0.9%	3,842	5,373	9,086	5,292		
2013 FTEs		3,343	3,502	4,441	5,115	5,287	6,051	9,890	10,735	7,177	6,225	4,290	5,390	5,954		3,762	5,484	9,267	5,302		
2014 FTEs		3,191	3,253	4,233	4,959	5,079	5,741	9,509	9,879	6,730	5,589	4,127	5,509	5,650		-5.1%	3,559	5,260	8,706	5,075	
2015 FTEs		3,209	3,297	4,178	4,905	5,153	5,686	9,726	9,645	6,469	5,909	4,097	5,472	5,645		-0.1%	3,561	5,248	8,613	5,159	
2016 FTEs		3,221	3,398	4,368	4,863	5,065	5,980	9,035	9,533	6,495	5,707	4,224	5,505	5,616		-0.5%	3,662	5,303	8,354	5,145	
2017 FTEs		3,360	3,402	4,081	5,046	5,350	6,193	9,386	10,024	6,693	6,004	4,121	5,344	5,750		2.4%	3,614	5,530	8,701	5,156	
2018 FTEs		3,182	3,389	4,116	4,992	5,565	6,103	8,937	9,684	6,245	5,652	3,868	5,035	5,564		-3.2%	3,562	5,553	8,289	4,852	
2019 FTEs		3,155	3,416	4,116	4,960	5,436	6,042	8,574	9,529	6,169	5,545	3,810	5,094	5,487		-1.4%	3,562	5,480	8,091	4,816	
2020 FTEs		3,232	3,462	3,439	1,147	1,168	1,376	2,409	6,105	4,939	3,667	2,752	3,267	3,080		-43.9%	3,378	1,230	4,484	3,229	
2021 FTEs		1,831	1,443	1,639	2,334	3,971	4,943	7,194	8,314	5,912	5,517	4,033	4,987	4,343		41.0%	1,637	3,749	7,140	4,846	
2022 FTEs		2,820	3,250	4,106	5,478	5,251	5,785	9,780	9,498	6,535	5,337	3,467	5,180	5,541	27.6%	3,392	5,504	8,604	4,661		
2023 FTEs		4,141	3,643	4,049	6,054	5,850	5,642	8,206	8,975	6,733	5,140	3,640	5,380	5,621	1.5%	3,944	5,849	7,971	4,720		
EMPLOYMENT														TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)						
Total		FTEs	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621							
Total Employment		FTEs	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621							
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 2012		%																			
Avg Ann. Change in Share		%																			

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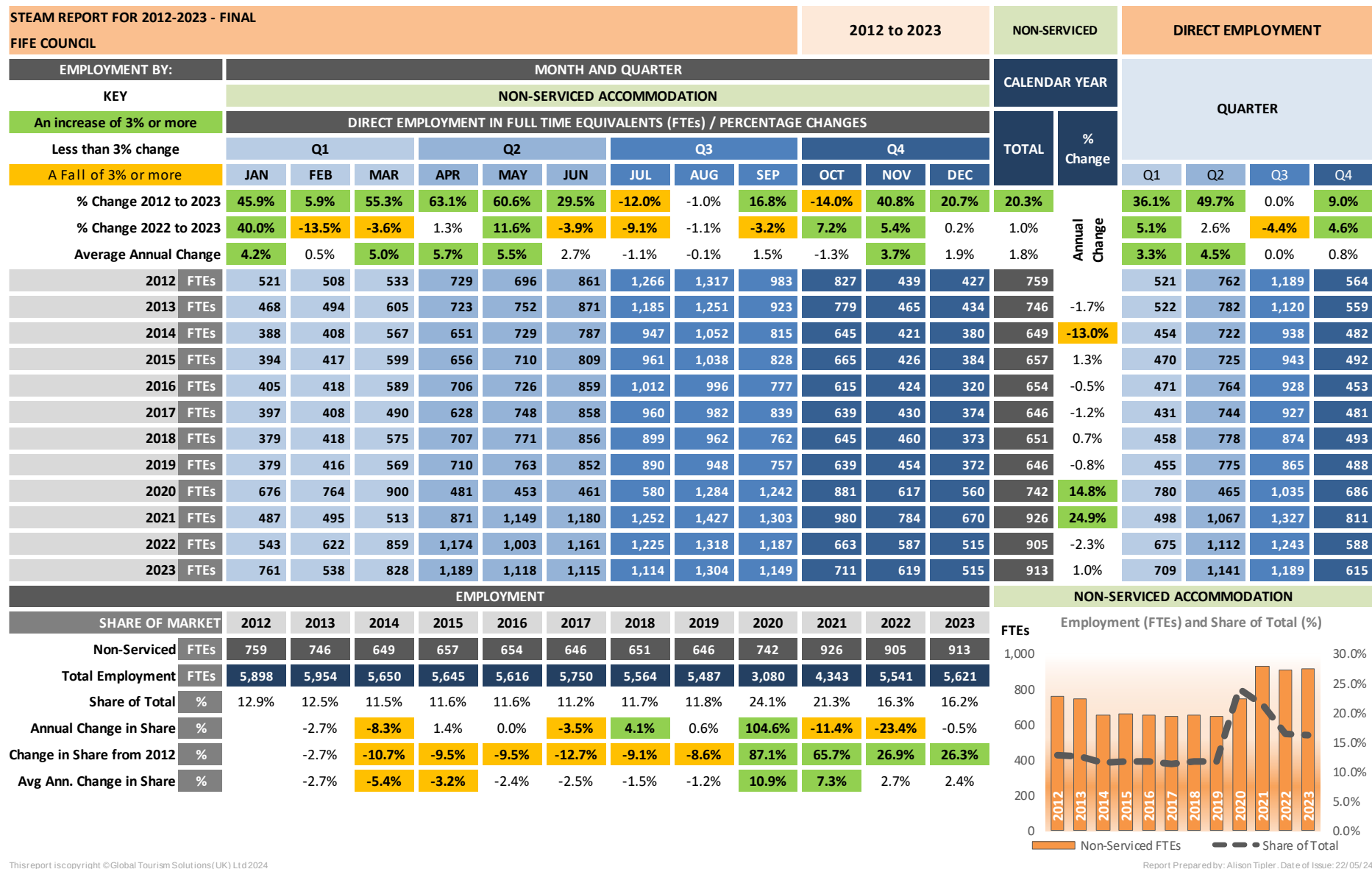
Report Prepared by: Alison Tipler, Date of Issue: 22/05/2024



STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL										2012 to 2023			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		Q1	Q2	Q3	Q4
% Change 2012 to 2023		-9.3%	-7.7%	-26.9%	-14.5%	-6.1%	-28.2%	-25.8%	-35.4%	-25.8%	-29.1%	-34.6%	-17.9%	-22.7%	-15.1%	-16.5%	-29.0%	-27.4%
% Change 2022 to 2023		24.0%	18.0%	-5.1%	16.7%	5.7%	-3.7%	-7.9%	-17.3%	-0.8%	-13.8%	-4.6%	3.9%	-0.2%	11.5%	5.9%	-8.8%	-5.4%
Average Annual Change		-0.8%	-0.7%	-2.4%	-1.3%	-0.6%	-2.6%	-2.3%	-3.2%	-2.3%	-2.6%	-3.1%	-1.6%	-2.1%	-1.4%	-1.5%	-2.6%	-2.5%
2012	FTEs	1,690	1,774	1,924	2,156	2,160	2,318	2,713	2,800	2,797	2,244	1,997	1,932	2,209	1,796	2,211	2,770	2,058
2013	FTEs	1,686	1,783	1,975	2,170	2,228	2,332	2,912	2,936	2,867	2,325	2,026	1,939	2,265	1,815	2,243	2,905	2,097
2014	FTEs	1,622	1,676	1,823	2,048	2,075	2,176	2,706	2,750	2,710	2,165	1,922	1,895	2,131	1,707	2,100	2,722	1,994
2015	FTEs	1,656	1,706	1,826	2,012	2,113	2,159	2,574	2,553	2,454	2,276	1,942	1,948	2,101	1,729	2,095	2,527	2,055
2016	FTEs	1,664	1,741	1,868	1,976	2,071	2,249	2,569	2,604	2,550	2,229	2,002	2,046	2,131	1,757	2,098	2,575	2,092
2017	FTEs	1,688	1,744	1,881	2,086	2,137	2,284	2,713	2,758	2,489	2,224	1,960	1,893	2,155	1,771	2,169	2,654	2,026
2018	FTEs	1,622	1,720	1,843	1,995	2,165	2,229	2,538	2,679	2,368	2,067	1,800	1,814	2,070	1,729	2,130	2,528	1,894
2019	FTEs	1,614	1,704	1,834	1,994	2,158	2,222	2,533	2,662	2,369	2,062	1,801	1,816	2,064	1,717	2,125	2,521	1,893
2020	FTEs	1,327	1,409	1,414	592	591	594	819	1,749	1,786	1,327	1,372	1,327	1,192	1,383	592	1,451	1,342
2021	FTEs	816	669	710	956	1,398	1,664	1,801	1,970	1,826	1,685	1,525	1,519	1,378	732	1,339	1,866	1,576
2022	FTEs	1,236	1,387	1,481	1,580	1,920	1,728	2,187	2,188	2,093	1,846	1,369	1,526	1,712	1,368	1,743	2,156	1,581
2023	FTEs	1,533	1,637	1,406	1,844	2,028	1,664	2,014	1,810	2,076	1,592	1,306	1,586	1,708	1,525	1,846	1,967	1,495
EMPLOYMENT														SERVICED ACCOMMODATION				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)			
Serviced	FTEs	2,209	2,265	2,131	2,101	2,131	2,155	2,070	2,064	1,192	1,378	1,712	1,708	2,500				
Total Employment	FTEs	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621					
Share of Total	%	37.4%	38.0%	37.7%	37.2%	37.9%	37.5%	37.2%	37.6%	38.7%	31.7%	30.9%	30.4%					
Annual Change in Share	%		1.6%	-0.9%	-1.3%	1.9%	-1.2%	-0.7%	1.1%	2.9%	-18.0%	-2.6%	-1.6%					
Change in Share from 2012	%		1.6%	0.7%	-0.6%	1.3%	0.1%	-0.6%	0.4%	3.4%	-15.3%	-17.5%	-18.9%					
Avg Ann. Change in Share	%		1.6%	0.4%	-0.2%	0.3%	0.0%	-0.1%	0.1%	0.4%	-1.7%	-1.8%	-1.7%					

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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24



STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023	SFR	DIRECT EMPLOYMENT			
FIFE COUNCIL																		
EMPLOYMENT BY:	MONTH AND QUARTER													CALENDAR YEAR				
KEY	SFR														QUARTER			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023	60.0%	26.3%	23.7%	16.7%	22.3%	1.9%	-1.5%	-4.8%	1.1%	-9.6%	3.2%	13.7%	5.5%		41.8%	12.1%	-2.3%	5.4%
% Change 2022 to 2023	57.6%	15.0%	3.4%	3.5%	5.2%	-3.6%	-8.0%	-7.8%	-2.7%	-5.8%	-0.5%	0.5%	-1.3%	Annual Change	30.9%	1.2%	-6.8%	-1.3%
Average Annual Change	5.5%	2.4%	2.2%	1.5%	2.0%	0.2%	-0.1%	-0.4%	0.1%	-0.9%	0.3%	1.2%	0.5%		3.8%	1.1%	-0.2%	0.5%
2012 FTEs	185	101	98	540	392	641	1,165	1,278	672	649	410	1,279	618		128	524	1,038	780
2013 FTEs	179	103	103	538	406	637	1,176	1,289	664	653	421	1,277	621	0.5%	128	527	1,043	784
2014 FTEs	188	103	104	533	429	644	1,184	1,288	665	625	447	1,390	633	2.1%	132	536	1,045	821
2015 FTEs	195	105	106	534	427	648	1,183	1,271	658	637	455	1,441	638	0.8%	135	536	1,037	844
2016 FTEs	194	103	108	538	423	668	1,201	1,275	659	622	455	1,379	635	-0.4%	135	543	1,045	819
2017 FTEs	207	108	108	574	442	695	1,246	1,321	680	640	463	1,366	654	3.0%	141	570	1,083	823
2018 FTEs	190	105	108	564	454	682	1,191	1,297	645	604	436	1,278	630	-3.8%	135	567	1,044	773
2019 FTEs	190	104	107	565	452	682	1,189	1,294	645	602	433	1,282	629	-0.1%	134	567	1,043	773
2020 FTEs	198	109	90	19	4	1	90	769	480	287	189	448	224	-64.4%	132	8	446	308
2021 FTEs	87	6	6	104	297	524	888	1,136	636	650	532	1,292	513	129.3%	33	308	887	825
2022 FTEs	188	111	117	609	456	677	1,247	1,321	698	624	426	1,448	660	28.7%	139	580	1,089	832
2023 FTEs	295	128	121	630	479	653	1,147	1,218	679	587	423	1,455	651	-1.3%	182	587	1,015	822
EMPLOYMENT													SFR					
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023						
SFR FTEs	618	621	633	638	635	654	630	629	224	513	660	651						
Total Employment FTEs	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621						
Share of Total %	10.5%	10.4%	11.2%	11.3%	11.3%	11.4%	11.3%	11.5%	7.3%	11.8%	11.9%	11.6%						
Annual Change in Share %		-0.4%	7.5%	0.8%	0.1%	0.6%	-0.5%	1.3%	-36.6%	62.6%	0.8%	-2.7%						
Change in Share from 2012 %		-0.4%	7.1%	8.0%	8.0%	8.7%	8.1%	9.5%	-30.6%	12.8%	13.8%	10.7%						
Avg Ann. Change in Share %		-0.4%	3.5%	2.7%	2.0%	1.7%	1.3%	1.4%	-3.8%	1.4%	1.4%	1.0%						

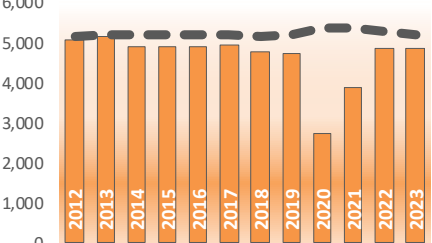
FTEs

Employment (FTEs) and Share of Total (%)

Legend: SFR FTEs (Orange bars), Share of Total (Black line)

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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023			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																		
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023	8.0%	-3.4%	-7.8%	7.0%	11.6%	-10.1%	-16.9%	-19.7%	-12.3%	-22.3%	-17.5%	-2.3%	-8.7%	Annual Change	-1.2%	2.2%	-16.6%	-13.8%	
% Change 2022 to 2023	31.6%	8.6%	-4.1%	8.9%	7.3%	-3.7%	-8.2%	-10.3%	-1.8%	-7.8%	-1.4%	1.9%	-0.1%		10.7%	4.0%	-7.1%	-2.3%	
Average Annual Change	0.7%	-0.3%	-0.7%	0.6%	1.1%	-0.9%	-1.5%	-1.8%	-1.1%	-2.0%	-1.6%	-0.2%	-0.8%		-0.1%	0.2%	-1.5%	-1.3%	
2012 FTEs	2,396	2,383	2,556	3,425	3,249	3,819	5,144	5,395	4,452	3,721	2,847	3,638	3,585	1.3%	2,445	3,497	4,997	3,402	
2013 FTEs	2,333	2,380	2,683	3,432	3,386	3,840	5,273	5,477	4,454	3,757	2,912	3,650	3,631		2,466	3,553	5,068	3,440	
2014 FTEs	2,198	2,187	2,494	3,232	3,234	3,608	4,837	5,090	4,190	3,434	2,789	3,665	3,413		-6.0%	2,293	3,358	4,706	3,296
2015 FTEs	2,245	2,227	2,531	3,202	3,250	3,616	4,719	4,862	3,940	3,578	2,822	3,773	3,397		-0.5%	2,334	3,356	4,507	3,391
2016 FTEs	2,262	2,262	2,565	3,219	3,221	3,775	4,782	4,875	3,986	3,465	2,881	3,744	3,420		0.7%	2,363	3,405	4,548	3,364
2017 FTEs	2,292	2,260	2,479	3,287	3,327	3,838	4,920	5,061	4,009	3,503	2,853	3,633	3,455		1.0%	2,344	3,484	4,663	3,330
2018 FTEs	2,192	2,244	2,527	3,266	3,389	3,767	4,628	4,939	3,775	3,316	2,696	3,466	3,350		-3.0%	2,321	3,474	4,447	3,159
2019 FTEs	2,183	2,223	2,511	3,269	3,374	3,757	4,612	4,903	3,771	3,303	2,688	3,470	3,339		-0.3%	2,306	3,466	4,429	3,153
2020 FTEs	2,200	2,283	2,404	1,092	1,049	1,056	1,489	3,802	3,509	2,495	2,178	2,335	2,158		-35.4%	2,296	1,065	2,933	2,336
2021 FTEs	1,390	1,170	1,228	1,930	2,844	3,368	3,941	4,533	3,765	3,315	2,841	3,481	2,817		30.6%	1,263	2,714	4,079	3,213
2022 FTEs	1,967	2,121	2,457	3,363	3,378	3,565	4,659	4,826	3,977	3,133	2,381	3,489	3,276	16.3%	2,182	3,435	4,487	3,001	
2023 FTEs	2,589	2,303	2,356	3,663	3,626	3,432	4,275	4,331	3,904	2,890	2,348	3,556	3,273	-0.1%	2,416	3,574	4,170	2,931	
EMPLOYMENT													STAYING VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)				
Staying Visitor FTEs		5,075	5,136	4,876	4,868	4,868	4,951	4,777	4,737	2,742	3,879	4,850	4,863						
Total Employment FTEs		5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621						
Share of Total %		86.0%	86.3%	86.3%	86.2%	86.7%	86.1%	85.9%	86.3%	89.0%	89.3%	87.5%	86.5%						
Annual Change in Share %			0.3%	0.1%	-0.1%	0.5%	-0.7%	-0.3%	0.5%	3.1%	0.3%	-2.0%	-1.2%						
Change in Share from 2012 %			0.3%	0.3%	0.2%	0.8%	0.1%	-0.2%	0.3%	3.5%	3.8%	1.7%	0.5%						
Avg Ann. Change in Share %			0.3%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.4%	0.4%	0.2%	0.0%						

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Report Prepared by: Alison Tipler, Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023			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																			
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4		
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2012 to 2023	-20.9%	-6.5%	-36.0%	5.9%	-3.4%	6.8%	-1.3%	-6.4%	3.9%	3.1%	-19.4%	-27.2%	-7.9%	Annual Change	-24.2%	3.2%	-2.3%	-12.4%		
% Change 2022 to 2023	33.5%	36.2%	14.8%	18.1%	19.1%	14.5%	-29.6%	15.4%	35.3%	17.4%	47.5%	11.5%	9.9%		26.1%	17.0%	-2.0%	21.4%		
Average Annual Change	-1.9%	-0.6%	-3.3%	0.5%	-0.3%	0.6%	-0.1%	-0.6%	0.4%	0.3%	-1.8%	-2.5%	-0.7%		-2.2%	0.3%	-0.2%	-1.1%		
2012	FTEs	508	540	945	548	579	621	1,340	1,764	931	892	527	688	824	-0.7%	665	583	1,345	702	
2013	FTEs	447	508	817	492	636	701	1,443	1,820	914	899	540	600	818		591	610	1,392	680	
2014	FTEs	428	488	806	522	575	661	1,570	1,567	826	754	481	606	774		-5.4%	574	586	1,321	614
2015	FTEs	380	462	710	508	596	586	1,906	1,677	841	816	403	447	778		0.5%	517	563	1,475	555
2016	FTEs	363	485	804	437	561	615	1,395	1,674	849	813	439	537	748		-3.8%	551	538	1,306	597
2017	FTEs	428	494	724	527	639	681	1,503	1,813	914	958	398	518	800		7.0%	549	616	1,410	625
2018	FTEs	422	497	670	480	706	690	1,589	1,737	885	913	373	476	787		-1.7%	530	625	1,404	588
2019	FTEs	413	541	693	466	649	679	1,333	1,645	850	866	348	515	750		-4.7%	549	598	1,276	576
2020	FTEs	425	468	302	2	73	224	551	680	315	404	176	433	338		-55.0%	398	100	516	338
2021	FTEs	196	175	265	147	210	373	1,127	1,155	596	721	219	383	464		37.3%	212	243	960	441
2022	FTEs	301	371	526	492	470	580	1,878	1,432	715	783	288	449	690		48.8%	399	514	1,342	507
2023	FTEs	402	505	604	581	559	664	1,323	1,652	968	919	424	501	759		9.9%	504	601	1,314	615
EMPLOYMENT													DAY VISITOR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs Employment (FTEs) and Share of Total (%)						
Day Visitor	FTEs	824	818	774	778	748	800	787	750	338	464	690	759							
Total Employment	FTEs	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621							
Share of Total	%	14.0%	13.7%	13.7%	13.8%	13.3%	13.9%	14.1%	13.7%	11.0%	10.7%	12.5%	13.5%							
Annual Change in Share	%		-1.6%	-0.3%	0.6%	-3.3%	4.5%	1.6%	-3.3%	-19.8%	-2.6%	16.7%	8.3%							
Change in Share from 2012	%		-1.6%	-2.0%	-1.4%	-4.7%	-0.4%	1.2%	-2.1%	-21.5%	-23.5%	-10.8%	-3.4%							
Avg Ann. Change in Share	%		-1.6%	-1.0%	-0.5%	-1.2%	-0.1%	0.2%	-0.3%	-2.7%	-2.6%	-1.1%	-0.3%							

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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	145	5,023	-3	-90	-166	-1,683
+50 Room	7	1,663	0	0	-1	-85
26-50 Room	15	1,252	0	0	-2	-156
<26 Room	51	1,317	-3	-90	-38	-468
Guest Houses/B&Bs	72	791	0	0	-125	-974

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	371	9,575	0	0	+133	+824
Self catering	342	6,878	0	0	+126	+302
Touring/Camping	29	2,697	0	0	+7	+522

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	516	14,598	-3	-90	-33	-859
Serviced Accommodation Share of Total	28%	34%				
Non-Serviced Accommodation Share of Total	72%	66%				

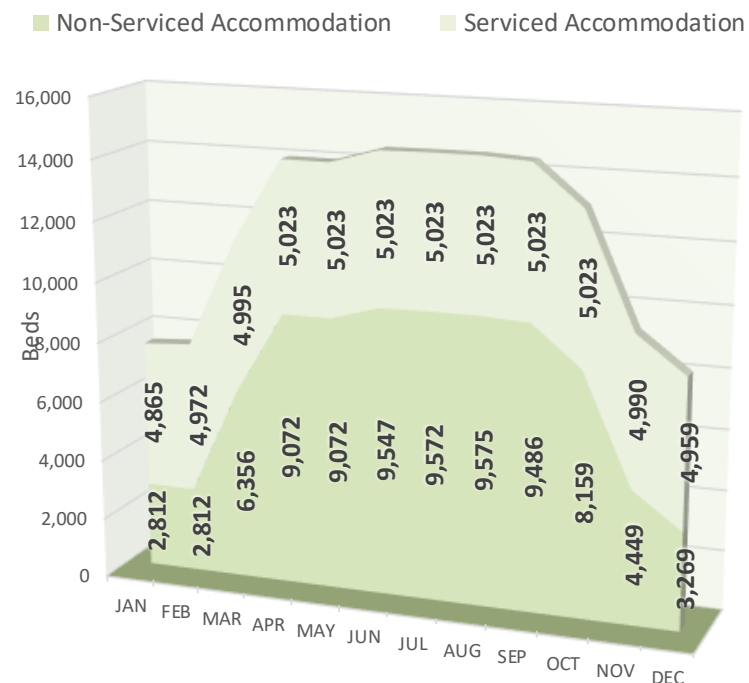
SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	7,677	7,784	11,351	14,095	14,095	14,570	14,595	14,598	14,509	13,182	9,439	8,228
Serviced Accommodation	4,865	4,972	4,995	5,023	5,023	5,023	5,023	5,023	5,023	5,023	4,990	4,959
Non-Serviced Accommodation	2,812	2,812	6,356	9,072	9,072	9,547	9,572	9,575	9,486	8,159	4,449	3,269

2023

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY
2023



Report Sections With Historic Financial Data Indexed to 2023 Prices

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

Indexation: *Indexation to: 2023*

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



STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

2012 to 2023
2023 Prices

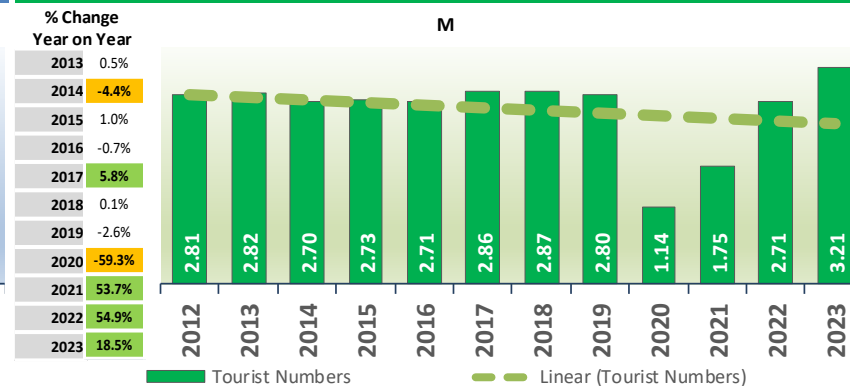
TOTAL

KEY MEASURES
Indexed

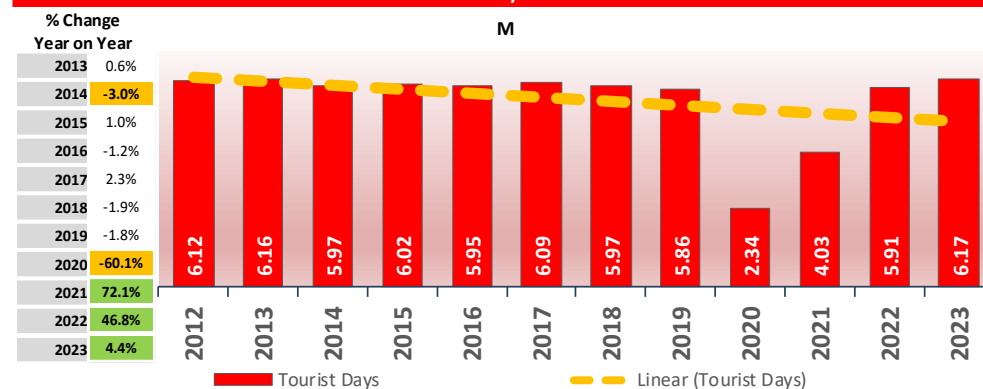
Economic Impact - Indexed - Total



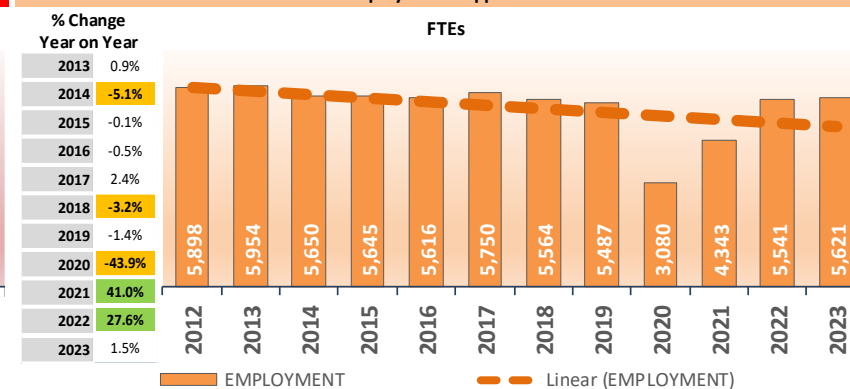
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		2.6%	-0.9%	0.2%	-0.8%	1.2%	-2.7%	-4.3%	-62.8%	-28.5%	7.4%	7.8%
Visitor Numbers		0.5%	-4.0%	-3.0%	-3.7%	1.9%	2.1%	-0.6%	-59.6%	-37.8%	-3.7%	14.1%
Visitor Days		0.6%	-2.5%	-1.6%	-2.7%	-0.5%	-2.4%	-4.2%	-61.8%	-34.2%	-3.4%	0.8%
Total Employment		0.9%	-4.2%	-4.3%	-4.8%	-2.5%	-5.7%	-7.0%	-47.8%	-26.4%	-6.1%	-4.7%

"Linear" = Linear Trendline

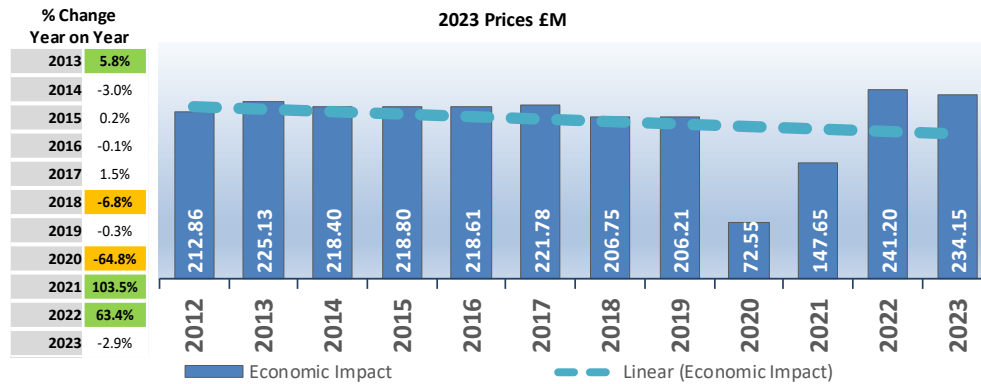
STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

2012 to 2023
2023 Prices

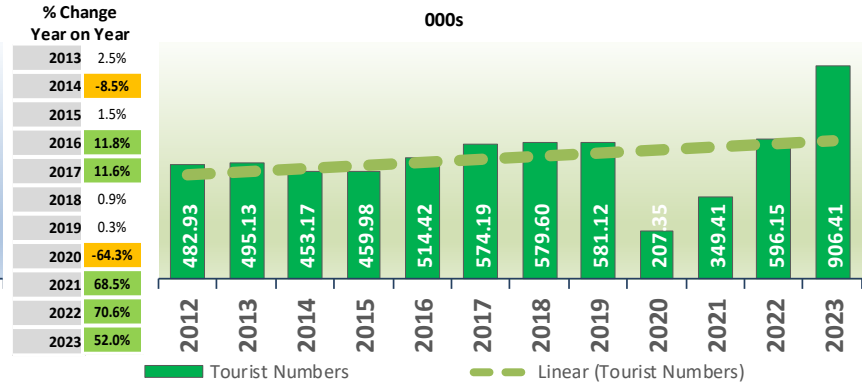
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

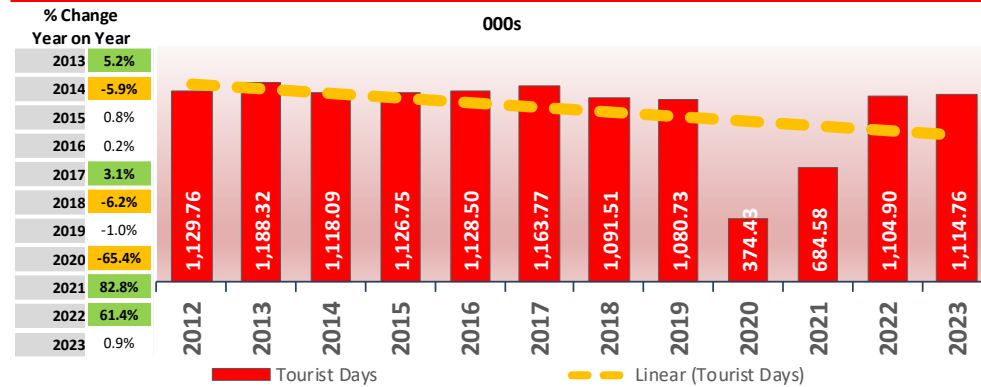
Economic Impact - Indexed - Serviced Accommodation



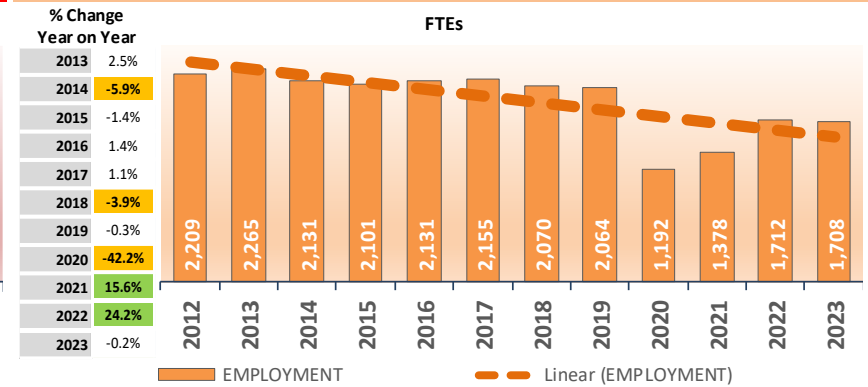
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		5.8%	2.6%	2.8%	2.7%	4.2%	-2.9%	-3.1%	-65.9%	-30.6%	13.3%	10.0%
Visitor Numbers		2.5%	-6.2%	-4.8%	6.5%	18.9%	20.0%	20.3%	-57.1%	-27.6%	23.4%	87.7%
Visitor Days		5.2%	-1.0%	-0.3%	-0.1%	3.0%	-3.4%	-4.3%	-66.9%	-39.4%	-2.2%	-1.3%
Direct Employment		2.5%	-3.5%	-4.9%	-3.5%	-2.4%	-6.3%	-6.6%	-46.0%	-37.6%	-22.5%	-22.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

2012 to 2023
2023 Prices

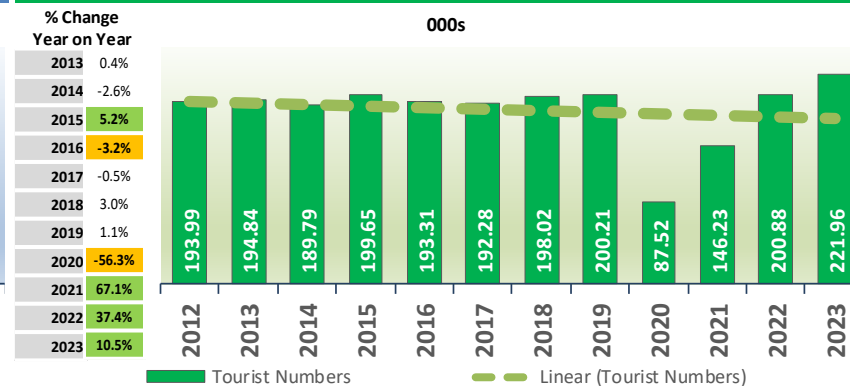
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

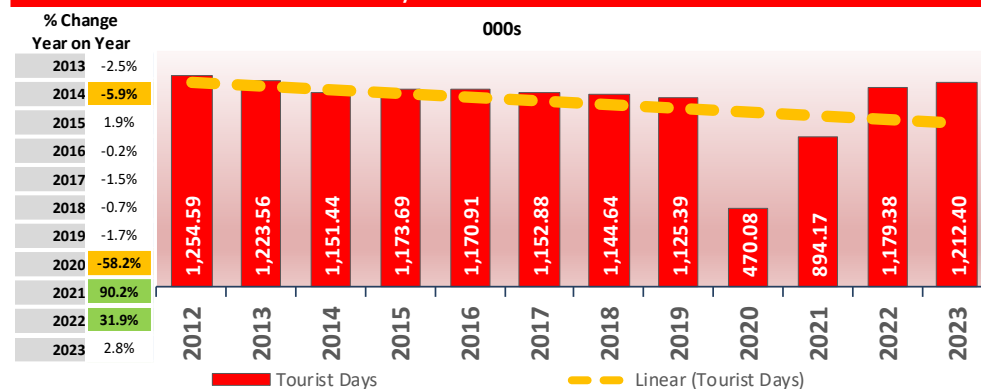
Economic Impact - Indexed - Non-Serviced Accommodation



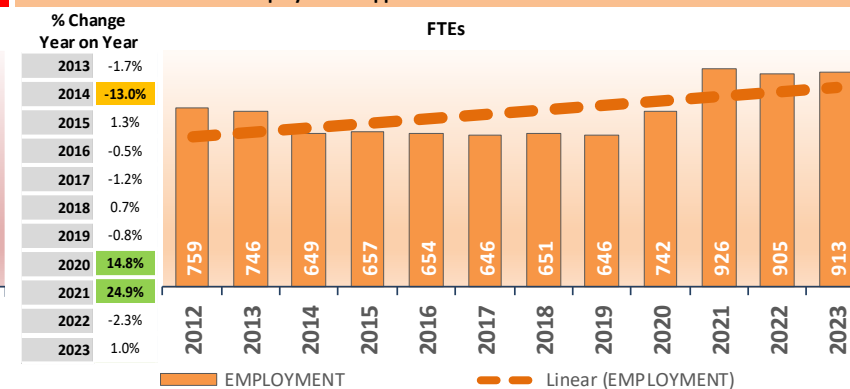
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-1.0%	-6.8%	-3.5%	-4.5%	-4.1%	-6.1%	-9.1%	-57.1%	-16.9%	18.5%	20.7%
Visitor Numbers		0.4%	-2.2%	2.9%	-0.3%	-0.9%	2.1%	3.2%	-54.9%	-24.6%	3.6%	14.4%
Visitor Days		-2.5%	-8.2%	-6.4%	-6.7%	-8.1%	-8.8%	-10.3%	-62.5%	-28.7%	-6.0%	-3.4%
Direct Employment		-1.7%	-14.5%	-13.4%	-13.8%	-14.9%	-14.3%	-14.9%	-2.3%	22.0%	19.2%	20.3%

"Linear" = Linear Trendline

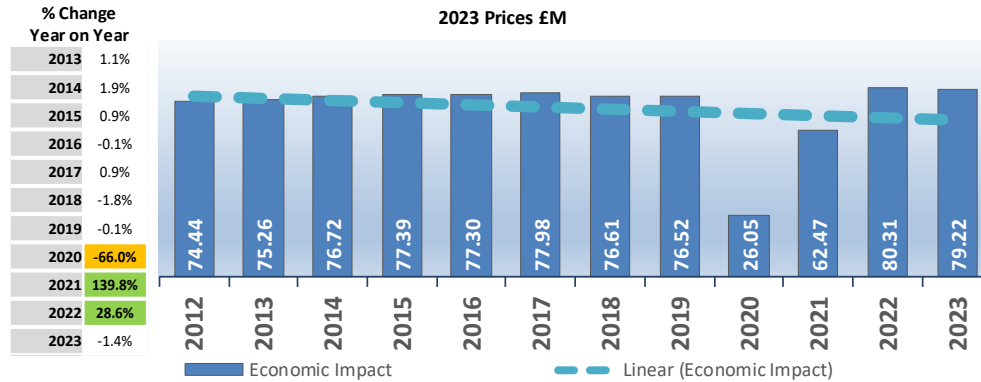
STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

2012 to 2023
2023 Prices

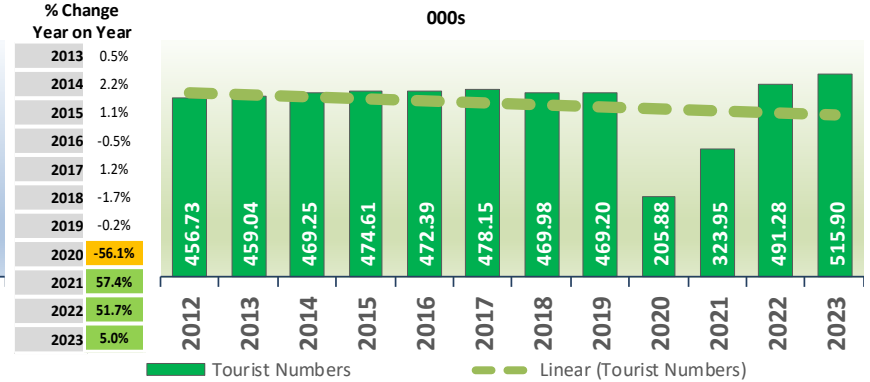
SFR

KEY MEASURES
Indexed

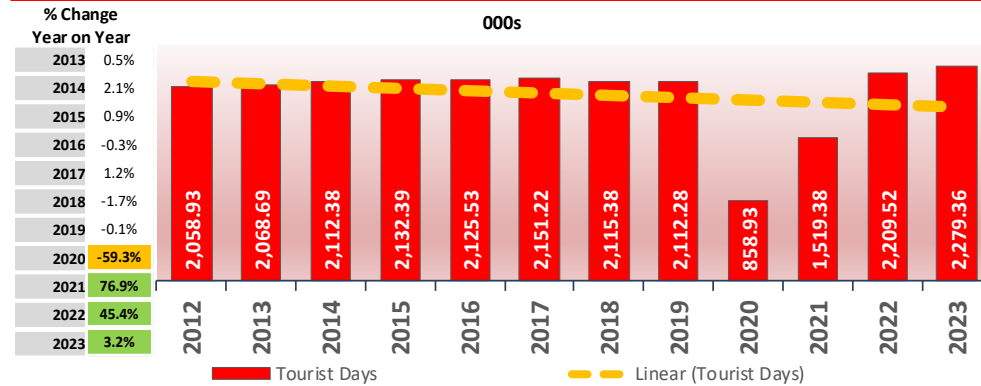
Economic Impact - Indexed - SFR



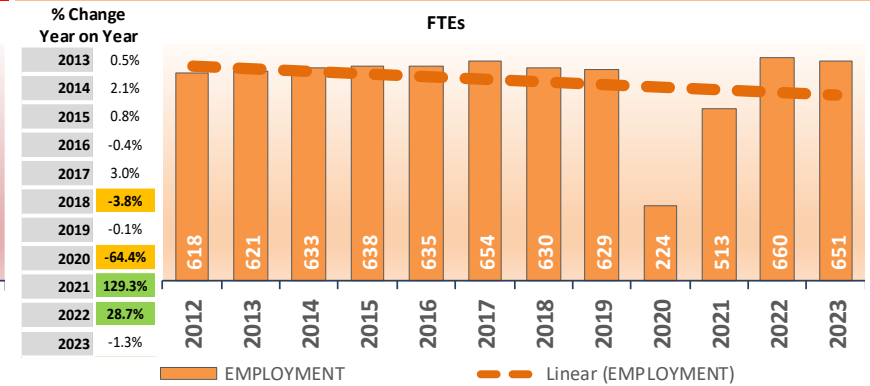
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.1%	3.1%	4.0%	3.8%	4.8%	2.9%	2.8%	-65.0%	-16.1%	7.9%	6.4%
Visitor Numbers		0.5%	2.7%	3.9%	3.4%	4.7%	2.9%	2.7%	-54.9%	-29.1%	7.6%	13.0%
Visitor Days		0.5%	2.6%	3.6%	3.2%	4.5%	2.7%	2.6%	-58.3%	-26.2%	7.3%	10.7%
Direct Employment		0.5%	2.6%	3.3%	2.9%	5.9%	2.0%	1.9%	-63.8%	-16.9%	6.9%	5.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

2012 to 2023
2023 Prices

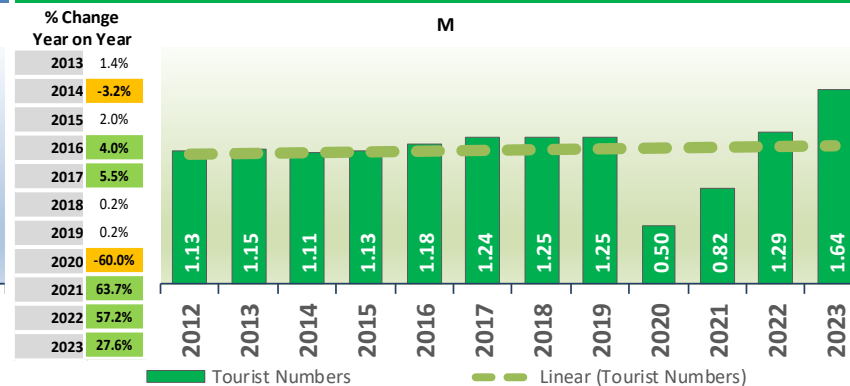
STAYING VISITOR

KEY MEASURES
Indexed

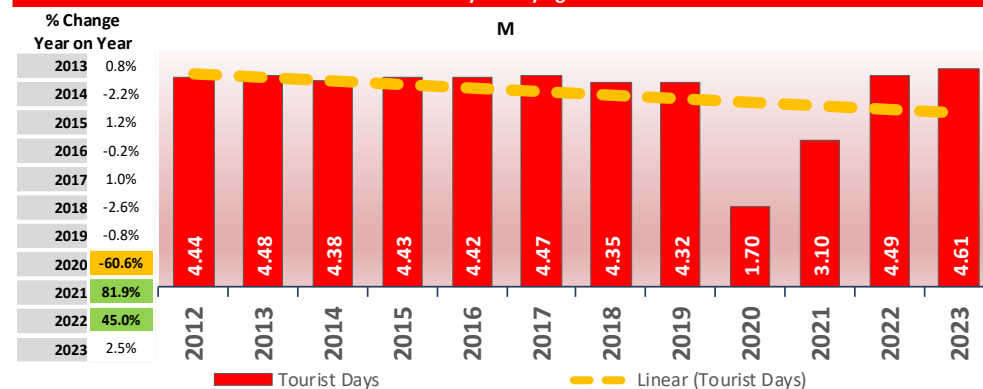
Economic Impact - Indexed - Staying Visitor



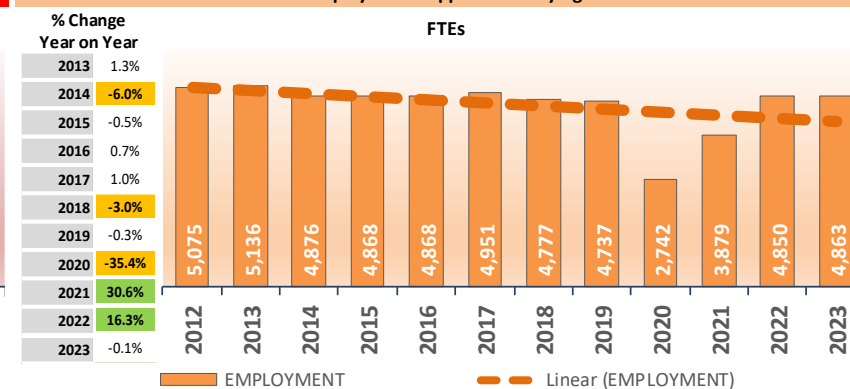
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		3.3%	0.5%	1.6%	1.2%	2.4%	-2.5%	-3.4%	-63.7%	-24.5%	13.5%	11.8%
Visitor Numbers		1.4%	-1.9%	0.1%	4.1%	9.8%	10.1%	10.3%	-55.8%	-27.7%	13.6%	45.0%
Visitor Days		0.8%	-1.4%	-0.2%	-0.4%	0.6%	-2.1%	-2.8%	-61.7%	-30.3%	1.1%	3.7%
Direct Employment		1.2%	-3.9%	-4.1%	-4.1%	-2.4%	-5.9%	-6.6%	-46.0%	-23.6%	-4.4%	-4.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL
FIFE COUNCIL

2012 to 2023
2023 Prices

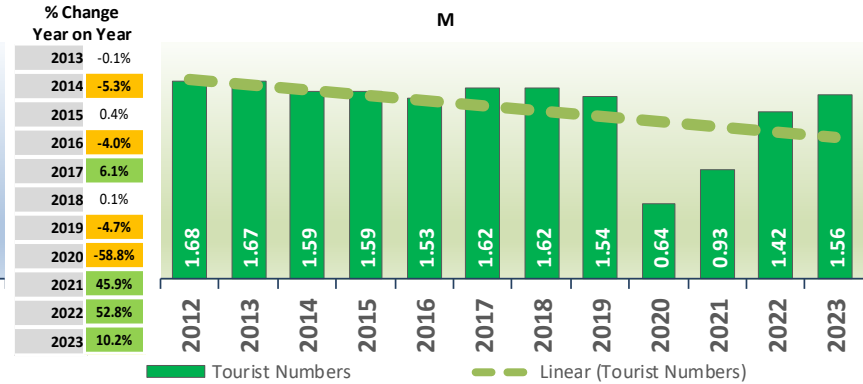
DAY VISITOR

KEY MEASURES
Indexed

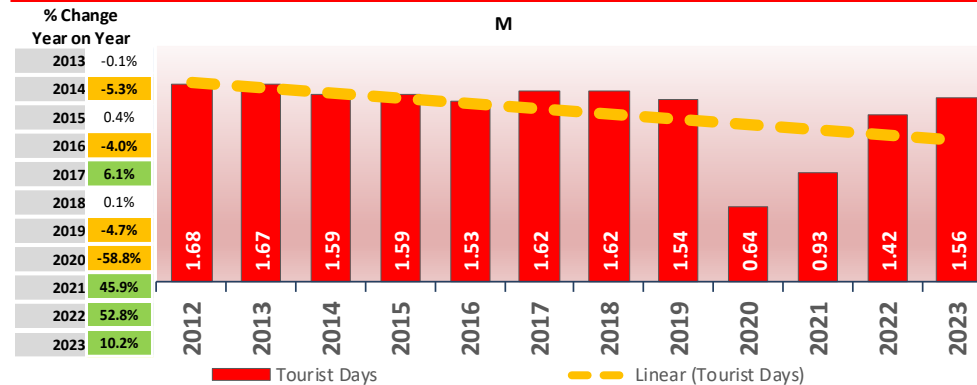
Economic Impact - Indexed - Day Visitor



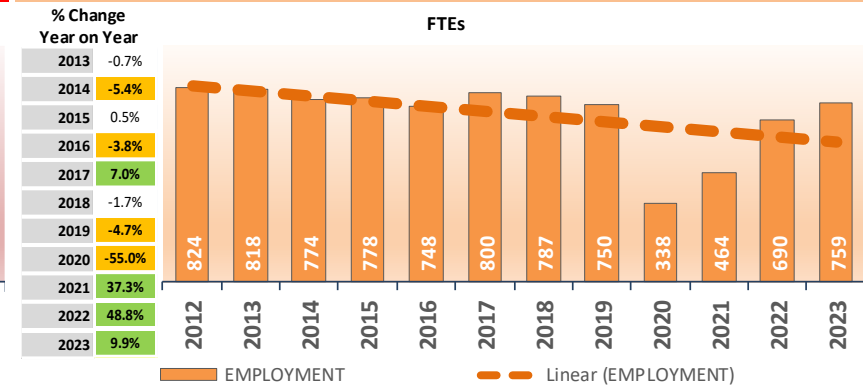
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



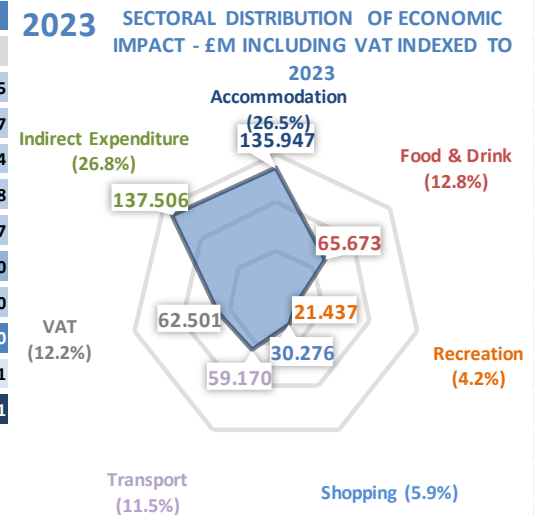
Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.0%	-6.1%	-5.0%	-8.3%	-3.3%	-3.5%	-8.0%	-59.7%	-43.4%	-15.4%	-7.0%
Visitor Numbers		-0.1%	-5.4%	-5.1%	-8.9%	-3.4%	-3.3%	-7.9%	-62.1%	-44.7%	-15.5%	-6.8%
Visitor Days		-0.1%	-5.4%	-5.1%	-8.9%	-3.4%	-3.3%	-7.9%	-62.1%	-44.7%	-15.5%	-6.8%
Direct Employment		-0.7%	-6.1%	-5.6%	-9.2%	-2.9%	-4.5%	-8.9%	-59.0%	-43.7%	-16.2%	-7.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 2023 Prices			TOTAL	SECTORAL ANALYSIS Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023														2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023 2023 Accommodation (26.5%) 135.947 Food & Drink (12.8%) 65.673 Recreation (4.2%) 30.276 VAT (12.2%) 62.501 Indirect Expenditure (26.8%) 137.506	
SECTOR / YEAR	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023			
Accommodation	£M	113.26	117.76	115.23	116.75	113.96	116.29	109.43	108.32	45.01	87.25	139.60	135.95		
Food & Drink	£M	65.62	67.01	64.08	64.70	64.70	66.01	64.30	62.91	25.76	43.80	63.74	65.67		
Recreation	£M	22.01	22.48	21.66	22.15	21.44	22.18	21.76	21.27	8.597	15.91	21.40	21.44		
Shopping	£M	30.69	31.03	29.60	29.59	29.84	30.41	29.62	29.06	11.55	19.41	28.87	30.28		
Transport	£M	58.52	59.89	57.66	57.94	58.65	59.30	57.40	56.49	22.08	40.98	58.25	59.17		
Direct Revenue	£M	290.09	298.17	288.23	291.12	288.59	294.19	282.51	278.05	113.00	207.35	311.85	312.50		
VAT	£M	58.02	59.63	57.65	58.22	57.72	58.84	56.50	55.61	15.56	40.80	62.37	62.50		
Direct Expenditure	£M	348.10	357.80	345.88	349.35	346.31	353.03	339.01	333.66	128.56	248.15	374.23	375.00		
Indirect Expenditure	£M	127.17	129.69	125.05	126.78	125.29	127.77	123.45	120.97	48.03	91.64	136.15	137.51		
TOTAL	£M	475.28	487.50	470.93	476.13	471.60	480.80	462.46	454.62	176.60	339.78	510.38	512.51		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	1,939	1,950	1,775	1,758	1,757	1,762	1,747	1,745	1,555	1,624	1,590	1,594
Food & Drink	FTEs	969	981	944	947	944	977	938	918	376	639	930	958
Recreation	FTEs	323	327	317	323	311	327	316	309	125	231	311	311
Shopping	FTEs	437	438	421	418	420	434	417	409	163	273	406	426
Transport	FTEs	742	753	729	728	735	754	719	708	277	514	730	741
Direct Employment	FTEs	4,409	4,449	4,187	4,175	4,168	4,255	4,137	4,089	2,495	3,281	3,967	4,031
Indirect Employment	FTEs	1,489	1,504	1,463	1,471	1,449	1,496	1,427	1,399	585	1,062	1,574	1,590
TOTAL	FTEs	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	5,541	5,621



STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023			TOTAL		ECONOMIC IMPACT					
FIFE COUNCIL											2023 Prices					Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES												TOTAL							
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2012 to 2023		81.0%	43.3%	16.1%	41.3%	45.1%	2.8%	-11.1%	-9.5%	0.0%	-12.8%	2.4%	16.7%	7.8%	Annual Change		43.1%	27.7%	-8.0%	0.5%	
% Change 2022 to 2023		101.3%	17.4%	-3.1%	13.3%	15.8%	-5.2%	-18.8%	-10.4%	0.9%	-9.5%	4.3%	7.4%	0.4%			28.1%	7.6%	-11.2%	-0.3%	
Average Annual Change		7.4%	3.9%	1.5%	3.8%	4.1%	0.3%	-1.0%	-0.9%	0.0%	-1.2%	0.2%	1.5%	0.7%			3.9%	2.5%	-0.7%	0.0%	
2012		£M	17.26	17.26	24.36	32.79	31.02	39.73	80.92	87.33	49.49	41.30	22.22	31.60	475.28	2.6%	58.88	103.54	217.74	95.12	
2013		£M	15.40	16.80	25.52	32.20	34.13	40.36	86.37	91.89	48.79	41.64	23.53	30.86	487.50		57.72	106.69	227.05	96.03	
2014		£M	15.63	15.88	24.64	32.17	33.61	39.04	83.54	85.81	46.11	37.31	23.73	33.47	470.93		-3.4%	56.15	104.82	215.45	94.51
2015		£M	16.49	16.95	24.83	31.86	35.11	39.31	83.36	83.35	45.10	40.67	24.59	34.52	476.13	1.1%	58.27	106.28	211.81	99.77	
2016		£M	16.86	18.38	26.83	31.70	34.30	42.09	76.68	80.07	45.27	38.98	25.65	34.77	471.60	-1.0%	62.08	108.09	202.03	99.40	
2017		£M	17.93	18.14	24.11	33.05	36.64	43.83	79.24	83.71	46.81	40.98	24.20	32.17	480.80	2.0%	60.18	113.52	209.76	97.35	
2018		£M	16.15	18.32	24.92	33.06	39.44	43.65	73.39	80.83	42.94	38.00	21.81	29.95	462.46	-3.8%	59.40	116.15	197.17	89.75	
2019		£M	15.90	18.31	24.75	32.65	38.21	42.86	71.07	80.04	42.16	36.97	21.31	30.39	454.62	-1.7%	58.96	113.72	193.28	88.66	
2020		£M	16.87	18.98	18.53	1.098	1.081	2.337	9.608	40.22	27.42	17.68	10.07	12.70	176.60	-61.2%	54.38	4.517	77.25	40.45	
2021		£M	6.587	2.397	3.425	6.907	23.80	32.65	57.55	69.88	40.96	38.93	25.97	30.73	339.78	92.4%	12.41	63.35	168.39	95.63	
2022		£M	15.52	21.07	29.18	40.90	38.88	43.10	88.59	88.13	49.06	39.79	21.81	34.35	510.38	50.2%	65.78	122.88	225.77	95.95	
2023		£M	31.24	24.73	28.29	46.35	45.01	40.84	71.93	79.00	49.48	36.00	22.74	36.89	512.51	0.4%	84.27	132.20	200.41	95.64	
ECONOMIC IMPACT - INDEXED TO 2023														TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total							
Total		£M	475.28	487.50	470.93	476.13	471.60	480.80	462.46	454.62	176.60	339.78	510.38	512.51	600.00 500.00 400.00 300.00 200.00 100.00 0.00 120.0% 100.0% 80.0% 60.0% 40.0% 20.0% 0.0% 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 Total £M Share of Total %						
All Visitor Types		£M	475.28	487.50	470.93	476.13	471.60	480.80	462.46	454.62	176.60	339.78	510.38	512.51							
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																			
Change in Share from 2012		%																			
Avg Ann. Change in Share		%																			

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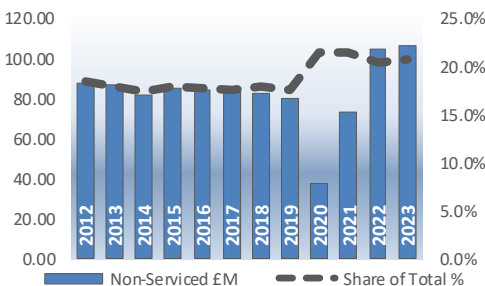
STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 2023 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			SERVICED ACCOMMODATION																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023			126.3%	99.1%	13.3%	25.0%	50.2%	-6.7%	-7.3%	-15.2%	-3.6%	-7.3%	-19.9%	47.0%		10.0%	70.6%	20.9%	-9.5%	3.7%
% Change 2022 to 2023			98.0%	34.9%	-6.6%	23.7%	7.7%	-7.1%	-15.7%	-23.9%	-3.9%	-26.6%	-14.3%	14.6%		-2.9%	33.9%	7.2%	-16.5%	-11.3%
Average Annual Change			11.5%	9.0%	1.2%	2.3%	4.6%	-0.6%	-0.7%	-1.4%	-0.3%	-0.7%	-1.8%	4.3%		0.9%	6.4%	1.9%	-0.9%	0.3%
2012 £M			7.449	8.248	11.33	15.21	15.21	18.41	38.27	38.19	22.41	16.32	11.44	10.39		212.86		27.03	48.82	98.87
2013 £M			7.239	8.333	12.38	15.26	16.45	18.20	42.75	41.53	23.19	17.57	11.90	10.34	225.13	5.8%	27.95	49.90	107.47	39.81
2014 £M			7.950	8.098	11.15	15.04	15.53	17.53	40.65	39.93	22.34	16.62	11.96	11.61	218.40	-3.0%	27.20	48.10	102.92	40.19
2015 £M			9.037	9.159	11.43	14.35	16.81	17.40	37.39	37.69	20.40	18.31	13.29	13.54	218.80	0.2%	29.63	48.55	95.49	45.14
2016 £M			9.373	10.32	12.63	13.56	15.96	18.50	34.46	34.92	21.68	18.14	13.97	15.09	218.61	-0.1%	32.33	48.02	91.06	47.20
2017 £M			9.852	10.18	12.71	15.72	17.01	19.27	36.82	36.90	20.91	17.87	12.85	11.70	221.78	1.5%	32.74	51.99	94.63	42.43
2018 £M			8.698	10.22	12.47	14.46	18.40	19.09	32.18	35.13	19.49	15.66	10.26	10.68	206.75	-6.8%	31.38	51.96	86.80	36.60
2019 £M			8.587	9.866	12.31	14.51	18.38	19.09	32.16	35.01	19.56	15.63	10.34	10.78	206.21	-0.3%	30.76	51.97	86.73	36.74
2020 £M			8.579	9.008	7.899	0.025	0.059	0.041	3.021	17.62	12.46	4.961	4.957	3.919	72.55	-64.8%	25.49	0.125	33.10	13.84
2021 £M			3.679	0.534	0.488	2.810	10.38	15.89	26.38	30.45	17.66	15.65	12.23	11.49	147.65	103.5%	4.702	29.08	74.49	39.37
2022 £M			8.515	12.17	13.74	15.37	21.20	18.47	42.09	42.54	22.47	20.60	10.70	13.33	241.20	63.4%	34.43	55.04	107.09	44.63
2023 £M			16.86	16.42	12.84	19.02	22.84	17.17	35.48	32.37	21.60	15.13	9.166	15.27	234.15	-2.9%	46.11	59.02	89.45	39.57
ECONOMIC IMPACT - INDEXED TO 2023														SERVICED ACCOMMODATION						
SHARE OF MARKET			2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Serviced			£M	212.86	225.13	218.40	218.80	218.61	221.78	206.75	206.21	72.55	147.65	241.20	234.15					
All Visitor Types			£M	475.28	487.50	470.93	476.13	471.60	480.80	462.46	454.62	176.60	339.78	510.38	512.51					
Share of Total			%	44.8%	46.2%	46.4%	46.0%	46.4%	46.1%	44.7%	45.4%	41.1%	43.5%	47.3%	45.7%					
Annual Change in Share			%		3.1%	0.4%	-0.9%	0.9%	-0.5%	-3.1%	1.5%	-9.4%	5.8%	8.8%	-3.3%					
Change in Share from 2012			%		3.1%	3.5%	2.6%	3.5%	3.0%	-0.2%	1.3%	-8.3%	-3.0%	5.5%	2.0%					
Avg Ann. Change in Share			%		3.1%	1.8%	0.9%	0.9%	0.6%	0.0%	0.2%	-1.0%	-0.3%	0.6%	0.2%					

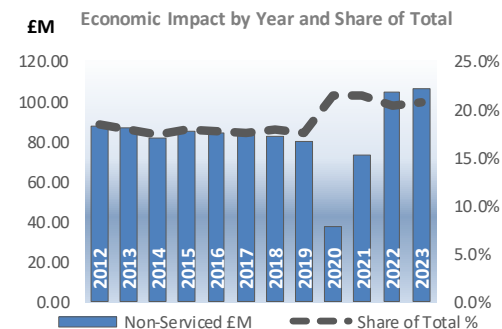
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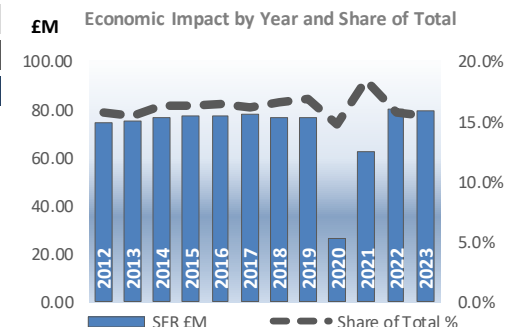
STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 2023 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES												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 2012 to 2023		159.7%	-26.6%	226.3%	126.2%	92.3%	19.2%	-35.0%	-5.7%	1.8%	-41.8%	280.5%	26.4%		20.7%	120.5%	73.3%	-14.8%	0.4%
% Change 2022 to 2023		259.5%	-53.6%	-9.3%	4.7%	40.3%	-13.2%	-23.0%	-0.9%	-9.0%	13.7%	28.5%	0.4%		1.8%	15.5%	7.1%	-10.4%	17.1%
Average Annual Change		14.5%	-2.4%	20.6%	11.5%	8.4%	1.7%	-3.2%	-0.5%	0.2%	-3.8%	25.5%	2.4%		1.9%	11.0%	6.7%	-1.3%	0.0%
2012 £M		2.806	2.516	2.463	6.665	6.060	8.670	17.38	18.45	10.90	9.381	1.290	1.318		87.90	7.785	21.40	46.73	11.99
2013 £M		1.795	2.233	3.754	6.548	7.146	8.646	17.04	18.79	9.593	8.248	1.834	1.419	87.05	-1.0%	7.782	22.34	45.42	11.50
2014 £M		1.455	1.797	4.275	6.522	7.993	8.389	15.05	17.02	8.723	6.702	2.354	1.608	81.89	-5.9%	7.526	22.90	40.79	10.66
2015 £M		1.615	2.018	5.088	7.005	7.962	9.467	14.60	15.73	9.480	7.551	2.572	1.778	84.87	3.6%	8.721	24.43	39.81	11.90
2016 £M		1.821	2.041	4.873	8.276	8.363	10.60	15.78	15.12	8.229	6.165	2.537	0.111	83.92	-1.1%	8.735	27.24	39.13	8.813
2017 £M		1.709	1.893	3.000	6.392	8.853	10.86	14.91	15.42	9.924	7.022	2.690	1.590	84.27	0.4%	6.601	26.10	40.26	11.30
2018 £M		1.207	1.943	4.487	8.036	9.265	10.65	12.90	14.79	7.864	6.812	3.273	1.355	82.58	-2.0%	7.637	27.95	35.55	11.44
2019 £M		1.167	1.837	4.244	7.718	8.656	9.982	13.22	15.10	7.371	6.322	2.987	1.256	79.86	-3.3%	7.248	26.36	35.69	10.56
2020 £M		1.941	4.070	6.633	0.865	0.228		0.230	8.680	7.322	5.977	1.559	0.209	37.71	-52.8%	12.64	1.093	16.23	7.745
2021 £M		0.155	0.091	0.290	1.556	8.297	7.695	10.64	16.09	10.75	9.265	6.072	2.153	73.06	93.7%	0.536	17.55	37.49	17.49
2022 £M		2.027	3.977	8.860	14.40	8.305	11.91	14.67	17.55	12.20	4.798	3.821	1.659	104.17	42.6%	14.86	34.61	44.42	10.28
2023 £M		7.287	1.846	8.035	15.08	11.66	10.34	11.30	17.40	11.10	5.458	4.908	1.666	106.07	1.8%	17.17	37.07	39.80	12.03
ECONOMIC IMPACT - INDEXED TO 2023														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Non-Serviced		£M	87.90	87.05	81.89	84.87	83.92	84.27	82.58	79.86	37.71	73.06	104.17	106.07					
All Visitor Types		£M	475.28	487.50	470.93	476.13	471.60	480.80	462.46	454.62	176.60	339.78	510.38	512.51					
Share of Total		%	18.5%	17.9%	17.4%	17.8%	17.8%	17.5%	17.9%	17.6%	21.4%	21.5%	20.4%	20.7%					
Annual Change in Share		%		-3.5%	-2.6%	2.5%	-0.2%	-1.5%	1.9%	-1.6%	21.6%	0.7%	-5.1%	1.4%					
Change in Share from 2012		%		-3.5%	-6.0%	-3.6%	-3.8%	-5.2%	-3.5%	-5.0%	15.5%	16.3%	10.4%	11.9%					
Avg Ann. Change in Share		%		-3.5%	-3.0%	-1.2%	-0.9%	-1.0%	-0.6%	-0.7%	1.9%	1.8%	1.0%	1.1%					
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STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 2023 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		61.5%	27.4%	24.9%	17.7%	23.4%	2.9%	-0.6%	-3.8%	2.0%	-8.6%	4.1%	14.7%	6.4%	Annual Change	43.1%	13.1%	-1.4%	6.4%
% Change 2022 to 2023		57.5%	15.0%	3.4%	3.4%	5.2%	-3.6%	-8.0%	-7.8%	-2.7%	-5.9%	-0.5%	0.4%	-1.4%		30.9%	1.2%	-6.8%	-1.3%
Average Annual Change		5.6%	2.5%	2.3%	1.6%	2.1%	0.3%	-0.1%	-0.3%	0.2%	-0.8%	0.4%	1.3%	0.6%		3.9%	1.2%	-0.1%	0.6%
2012 £M		1.841	1.011	0.978	5.364	3.893	6.364	11.73	12.87	6.772	6.549	4.144	12.92	74.44			3.831	15.62	31.37
2013 £M		1.798	1.035	1.031	5.380	4.057	6.370	11.92	13.07	6.725	6.629	4.277	12.97	75.26	1.1%	3.865	15.81	31.71	23.88
2014 £M		1.885	1.035	1.042	5.323	4.285	6.433	11.98	13.03	6.730	6.334	4.530	14.10	76.72	1.9%	3.963	16.04	31.74	24.97
2015 £M		1.952	1.051	1.062	5.335	4.265	6.474	11.99	12.88	6.670	6.467	4.615	14.63	77.39	0.9%	4.065	16.07	31.54	25.71
2016 £M		1.947	1.040	1.082	5.392	4.243	6.695	12.21	12.96	6.700	6.333	4.639	14.05	77.30	-0.1%	4.068	16.33	31.87	25.02
2017 £M		2.040	1.065	1.065	5.636	4.344	6.835	12.41	13.17	6.771	6.391	4.622	13.63	77.98	0.9%	4.170	16.81	32.35	24.64
2018 £M		1.917	1.061	1.085	5.655	4.552	6.845	12.11	13.19	6.561	6.156	4.444	13.03	76.61	-1.8%	4.063	17.05	31.87	23.63
2019 £M		1.913	1.049	1.080	5.667	4.538	6.842	12.09	13.16	6.562	6.139	4.415	13.07	76.52	-0.1%	4.042	17.05	31.81	23.62
2020 £M		1.993	1.099	0.905	0.191	0.044	0.009	0.888	7.378	4.609	2.777	1.825	4.329	26.05	-66.0%	3.996	0.244	12.87	8.931
2021 £M		0.831	0.058	0.054	1.043	2.977	5.250	9.027	11.55	6.464	6.627	5.421	13.16	62.47	139.8%	0.943	9.271	27.04	25.21
2022 £M		1.887	1.121	1.181	6.105	4.570	6.793	12.68	13.43	7.094	6.355	4.336	14.75	80.31	28.6%	4.189	17.47	33.21	25.45
2023 £M		2.972	1.289	1.222	6.315	4.806	6.549	11.66	12.38	6.905	5.983	4.315	14.82	79.22	-1.4%	5.483	17.67	30.95	25.12
ECONOMIC IMPACT - INDEXED TO 2023														SFR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
SFR £M		74.44	75.26	76.72	77.39	77.30	77.98	76.61	76.52	26.05	62.47	80.31	79.22						
All Visitor Types £M		475.28	487.50	470.93	476.13	471.60	480.80	462.46	454.62	176.60	339.78	510.38	512.51						
Share of Total %		15.7%	15.4%	16.3%	16.3%	16.4%	16.2%	16.6%	16.8%	14.7%	18.4%	15.7%	15.5%						
Annual Change in Share %			-1.4%	5.5%	-0.2%	0.8%	-1.0%	2.1%	1.6%	-12.4%	24.6%	-14.4%	-1.8%						
Change in Share from 2012 %			-1.4%	4.0%	3.8%	4.6%	3.5%	5.8%	7.5%	-5.8%	17.4%	0.5%	-1.3%						
Avg Ann. Change in Share %			-1.4%	2.0%	1.3%	1.2%	0.7%	1.0%	1.1%	-0.7%	1.9%	0.0%	-0.1%						

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STEAM REPORT FOR 2012-2023 - FINAL FIFE COUNCIL											2012 to 2023 2023 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 2023 / 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 2012 to 2023			124.2%	66.0%	49.6%	48.4%	56.2%	1.8%	-13.3%	-10.6%	-1.2%	-17.6%	9.0%	28.9%		11.8%	77.9%	32.5%	-9.5%	4.0%
% Change 2022 to 2023			118.2%	13.2%	-7.1%	12.7%	15.3%	-8.4%	-15.8%	-15.5%	-5.2%	-16.3%	-2.5%	6.8%		-1.5%	28.6%	6.2%	-13.3%	-4.5%
Average Annual Change			11.3%	6.0%	4.5%	4.4%	5.1%	0.2%	-1.2%	-1.0%	-0.1%	-1.6%	0.8%	2.6%		1.1%	7.1%	3.0%	-0.9%	0.4%
2012 £M			12.10	11.78	14.77	27.24	25.16	33.44	67.38	69.51	40.08	32.25	16.87	24.63		375.21	38.64	85.84	176.98	73.75
2013 £M			10.83	11.60	17.17	27.18	27.66	33.21	71.71	73.39	39.50	32.45	18.01	24.73	387.44	3.3%	39.60	88.05	184.60	75.19
2014 £M			11.29	10.93	16.47	26.89	27.80	32.36	67.69	69.98	37.79	29.65	18.85	27.32	377.01	-2.7%	38.69	87.05	175.45	75.82
2015 £M			12.60	12.23	17.58	26.69	29.03	33.34	63.99	66.30	36.55	32.33	20.48	29.94	381.05	1.1%	42.41	89.06	166.84	82.75
2016 £M			13.14	13.40	18.59	27.23	28.57	35.80	62.46	63.00	36.61	30.64	21.14	29.25	379.83	-0.3%	45.13	91.60	162.07	81.04
2017 £M			13.60	13.14	16.77	27.74	30.20	36.96	64.14	65.49	37.61	31.28	20.17	26.93	384.03	1.1%	43.51	94.91	167.24	78.37
2018 £M			11.82	13.22	18.04	28.16	32.22	36.59	57.19	63.11	33.92	28.63	17.98	25.06	365.93	-4.7%	43.08	96.97	154.21	71.67
2019 £M			11.67	12.75	17.64	27.89	31.57	35.92	57.47	63.26	33.49	28.09	17.74	25.10	362.59	-0.9%	42.05	95.38	154.23	70.93
2020 £M			12.51	14.18	15.44	1.081	0.330	0.050	4.139	33.68	24.39	13.71	8.342	8.457	136.31	-62.4%	42.13	1.462	62.21	30.51
2021 £M			4.666	0.683	0.832	5.409	21.66	28.83	46.05	58.09	34.88	31.54	23.72	26.80	283.17	107.7%	6.181	55.90	139.03	82.07
2022 £M			12.43	17.27	23.78	35.87	34.08	37.17	69.44	73.52	41.76	31.76	18.85	29.74	425.68	50.3%	53.48	107.12	184.72	80.35
2023 £M			27.12	19.55	22.09	40.41	39.30	34.05	58.44	62.15	39.60	26.57	18.39	31.76	419.44	-1.5%	68.76	113.76	160.20	76.72
ECONOMIC IMPACT - INDEXED TO 2023														STAYING VISITOR						
SHARE OF MARKET			2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Staying Visitor			£M	375.21	387.44	377.01	381.05	379.83	384.03	365.93	362.59	136.31	283.17	425.68	419.44	<				

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