



STEAM REPORT FOR 2010-2021 - FINAL

Final

FIFE COUNCIL

Global Tourism Solutions (UK) Ltd

2 Union Place

Anstruther


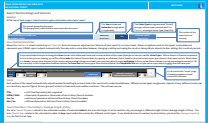











Fife

KY10 3HQ

Telephone: 0778 858 3238

Email: richard.m@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
<p>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</p>	<p>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></p>  <p>13</p>	<p>DISTRIBUTION OF IMPACT: <i>by Month</i></p>  <p>14</p>	<p>DISTRIBUTION OF IMPACT: <i>by Sector</i></p>  <p>15</p>
<p>UNINDEXED ECONOMIC IMPACT</p>  <p>16-22</p>	<p>VISITOR NUMBERS</p>  <p>23-29</p>	<p>VISITOR DAYS</p>  <p>30-36</p>	<p>DIRECT AND TOTAL EMPLOYMENT</p>  <p>37-43</p>
<p>ACCOMMODATION SUPPLY</p>  <p>44</p>	<p>ANNEX</p>	<p>INDEXED FINANCIAL DATA</p>  <p>45-59</p>	



Report Section Design and Features

Headers

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

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

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

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

The section of the report you are viewing

STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
Historic Prices

TOTAL

ECONOMIC IMPACT
Historic Prices

User Controls (Excel File)

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

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

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

FOCUS YEAR 2021

COMPARISON YEAR 2020

INDEXATION Reflect Price Inflation? NO

HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3%

home

A link back to the "Home" page, allowing navigation to each section of the report

Units

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

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

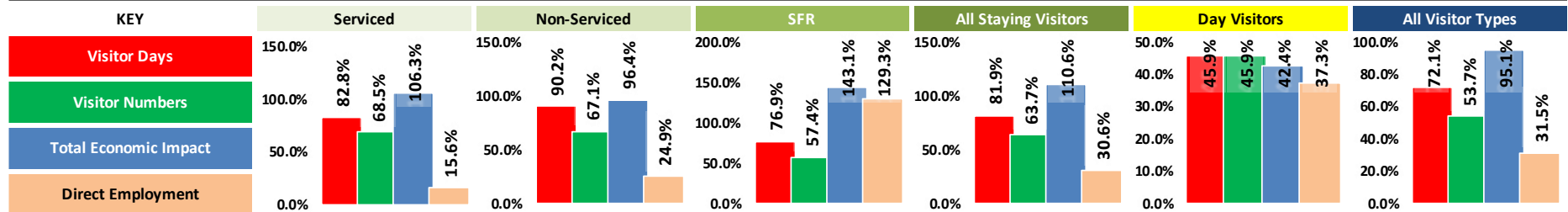
Visitor Numbers / Visitor Days / Average Length of Stay

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

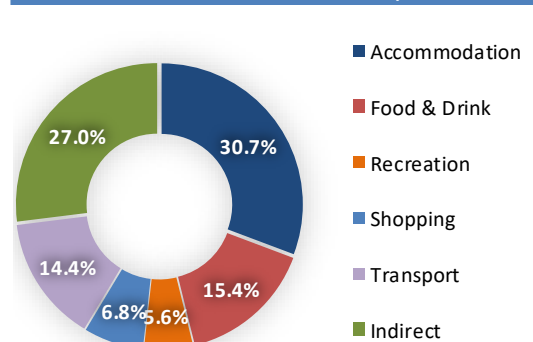
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
Visitor Days	M	0.685	0.374	82.8%	0.894	0.470	90.2%	1.519	0.859	76.9%	3.098	1.703	81.9%	0.927	0.636	45.9%	4.026	2.339	72.1%		
Visitor Numbers	M	0.349	0.207	68.5%	0.146	0.088	67.1%	0.324	0.206	57.4%	0.820	0.501	63.7%	0.927	0.636	45.9%	1.747	1.136	53.7%		
Direct Expenditure	£M																202.90	103.69	95.7%		
Economic Impact	£M	120.72	58.51	106.3%	59.74	30.42	96.4%	51.07	21.01	143.1%	231.54	109.94	110.6%	46.29	32.50	42.4%	277.83	142.44	95.1%		
Direct Employment	FTEs	1,378	1,192	15.6%	926	742	24.9%	513	224	129.3%	2,817	2,158	30.6%	464	338	37.3%	3,281	2,495	31.5%		
Total Employment	FTEs																4,343	3,080	41.0%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES

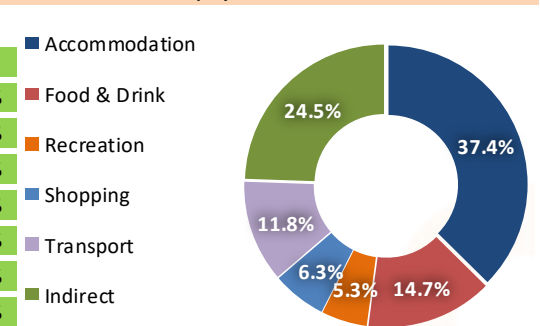


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2021	2020	+/- %
Accommodation	85.37	41.30	106.7%
Food & Drink	42.86	23.64	81.3%
Recreation	15.56	7.889	97.3%
Shopping	19.00	10.60	79.2%
Transport	40.10	20.26	97.9%
TOTAL DIRECT	202.90	103.69	95.7%
Indirect	74.93	38.74	93.4%
TOTAL	277.83	142.44	95.1%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

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

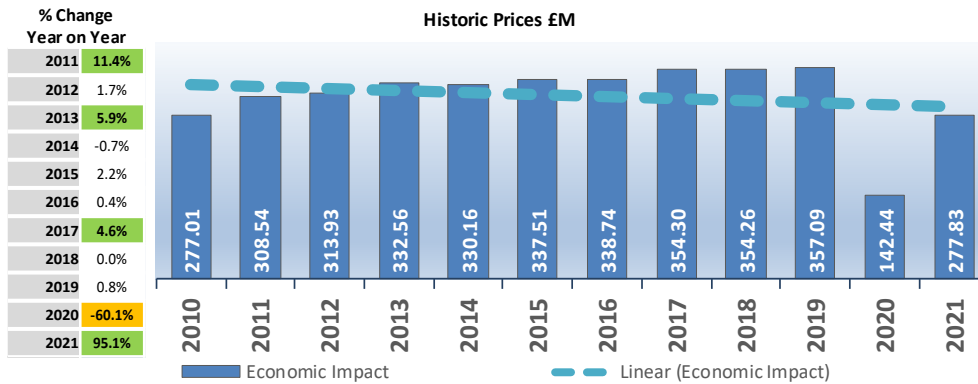
STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
Historic Prices

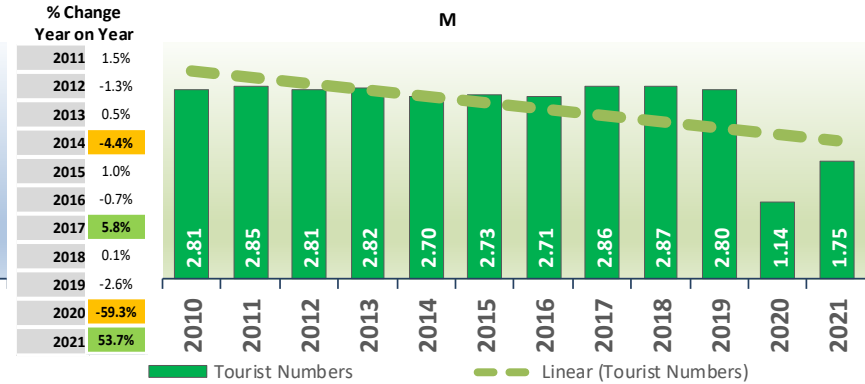
TOTAL

KEY MEASURES
Historic Prices

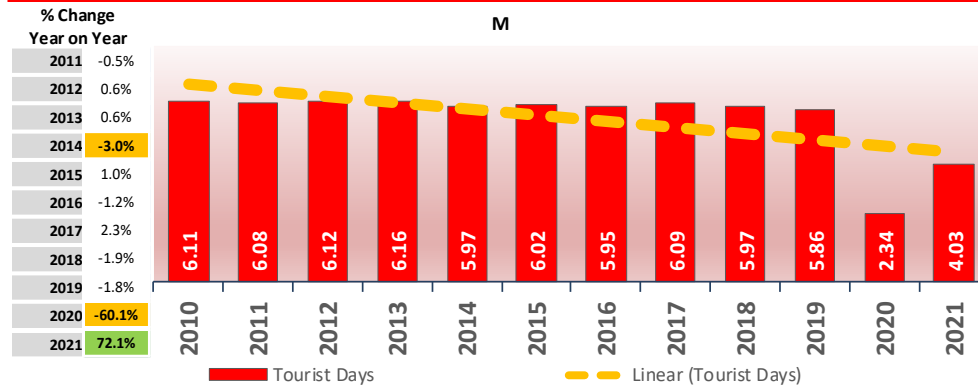
Economic Impact - Historic Prices - Total



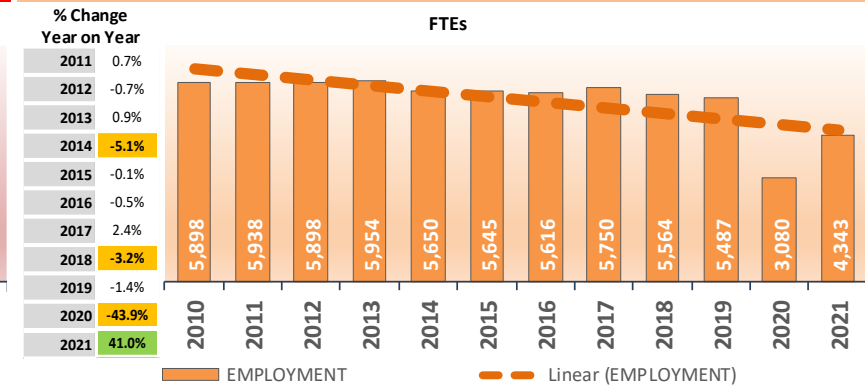
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		11.4%	13.3%	20.1%	19.2%	21.8%	22.3%	27.9%	27.9%	28.9%	-48.6%	0.3%
Visitor Numbers		1.5%	0.2%	0.6%	-3.8%	-2.8%	-3.5%	2.1%	2.2%	-0.4%	-59.5%	-37.7%
Visitor Days		-0.5%	0.1%	0.7%	-2.3%	-1.4%	-2.6%	-0.4%	-2.3%	-4.1%	-61.7%	-34.1%
Total Employment		0.7%	0.0%	1.0%	-4.2%	-4.3%	-4.8%	-2.5%	-5.7%	-7.0%	-47.8%	-26.4%

"Linear" = Linear Trendline

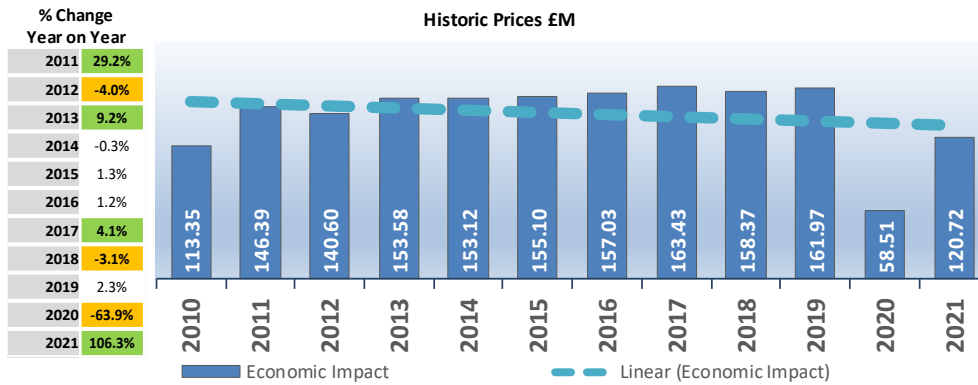
STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
Historic Prices

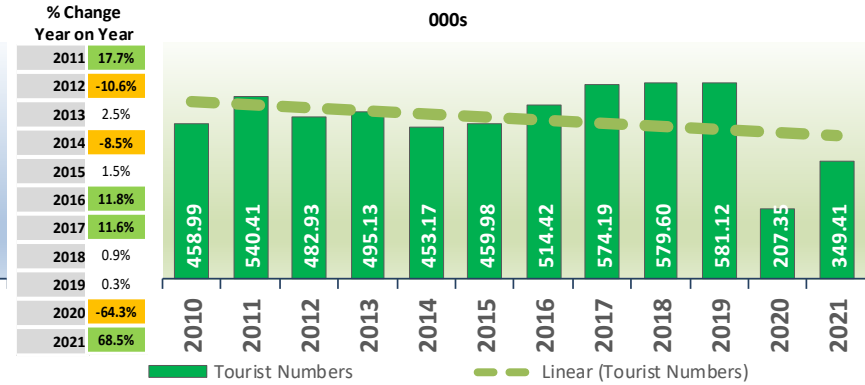
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

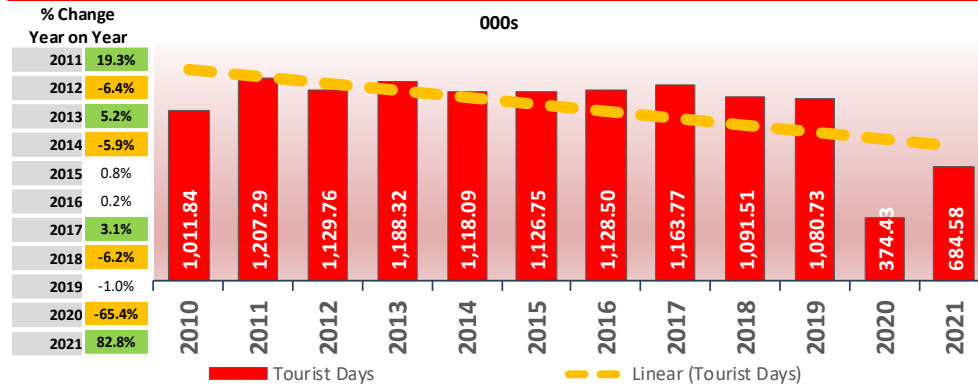
Economic Impact - Historic Prices - Serviced Accommodation



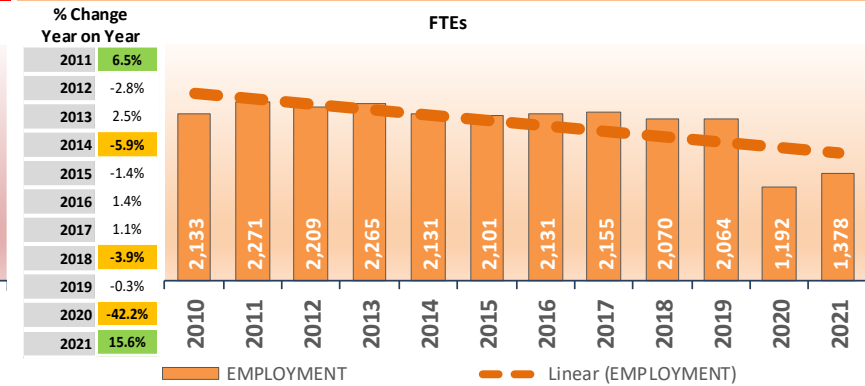
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		29.2%	24.0%	35.5%	35.1%	36.8%	38.5%	44.2%	39.7%	42.9%	-48.4%	6.5%
Visitor Numbers		17.7%	5.2%	7.9%	-1.3%	0.2%	12.1%	25.1%	26.3%	26.6%	-54.8%	-23.9%
Visitor Days		19.3%	11.7%	17.4%	10.5%	11.4%	11.5%	15.0%	7.9%	6.8%	-63.0%	-32.3%
Direct Employment		6.5%	3.6%	6.2%	-0.1%	-1.5%	-0.1%	1.0%	-2.9%	-3.2%	-44.1%	-35.4%

"Linear" = Linear Trendline

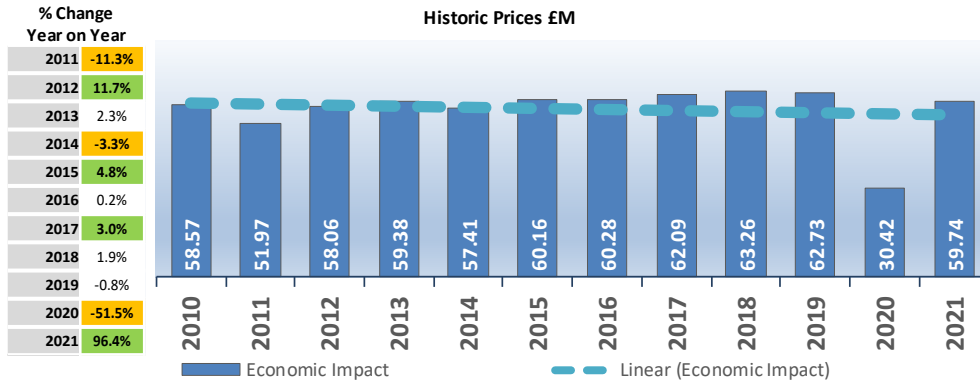
STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
 Historic Prices

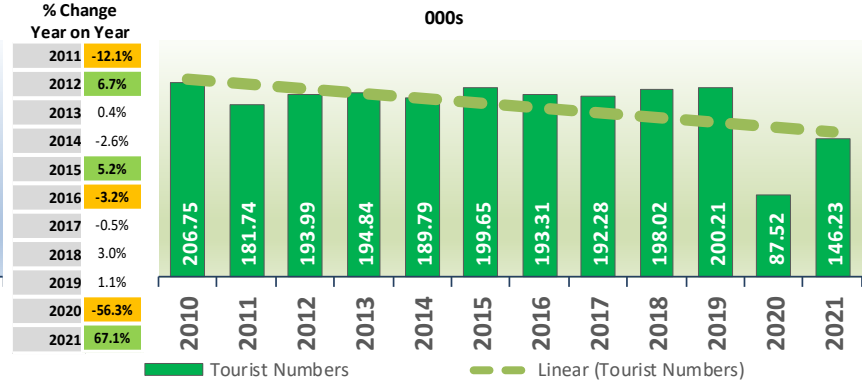
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

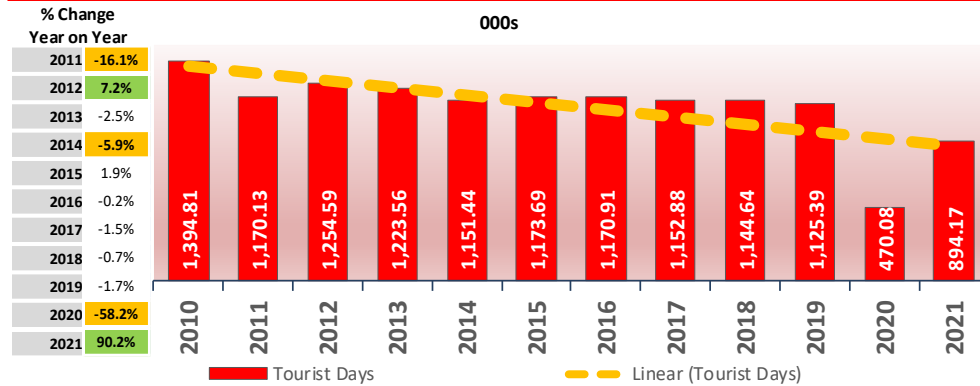
Economic Impact - Historic Prices - Non-Serviced Accommodation



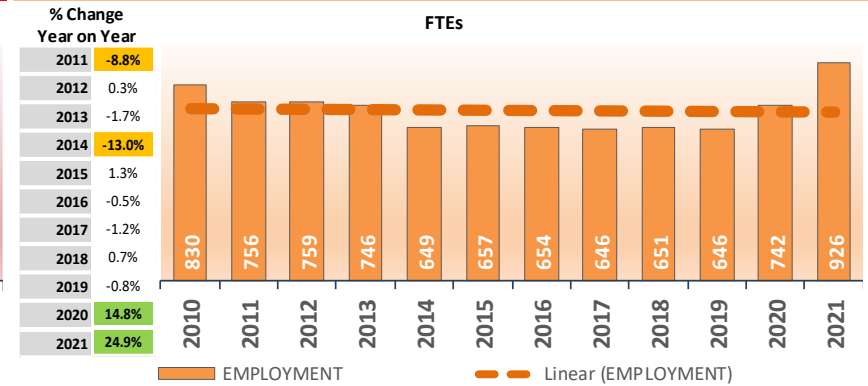
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		-11.3%	-0.9%	1.4%	-2.0%	2.7%	2.9%	6.0%	8.0%	7.1%	-48.1%	2.0%
Visitor Numbers		-12.1%	-6.2%	-5.8%	-8.2%	-3.4%	-6.5%	-7.0%	-4.2%	-3.2%	-57.7%	-29.3%
Visitor Days		-16.1%	-10.1%	-12.3%	-17.4%	-15.9%	-16.1%	-17.3%	-17.9%	-19.3%	-66.3%	-35.9%
Direct Employment		-8.8%	-8.5%	-10.1%	-21.8%	-20.7%	-21.2%	-22.1%	-21.6%	-22.2%	-10.6%	11.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL

FIFE COUNCIL

2010 to 2021

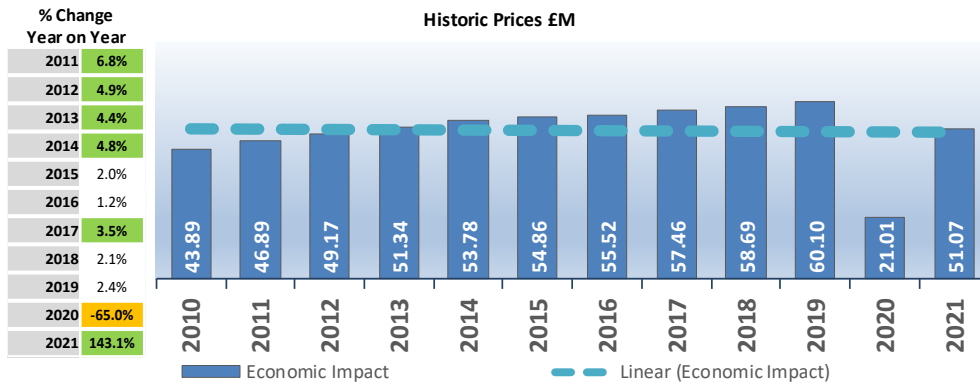
Historic Prices

SFR

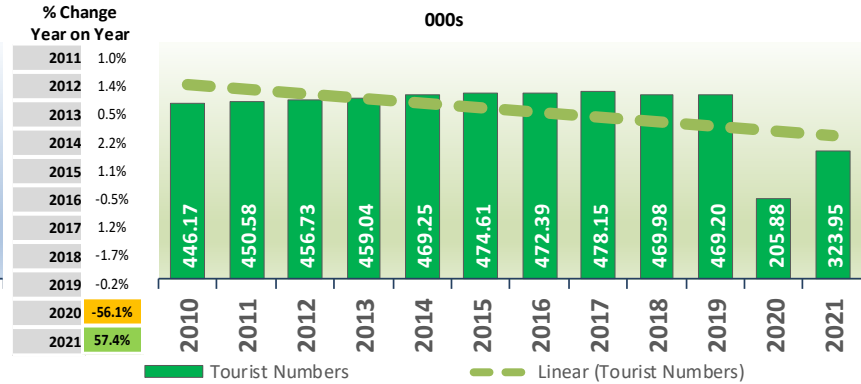
KEY MEASURES

Historic Prices

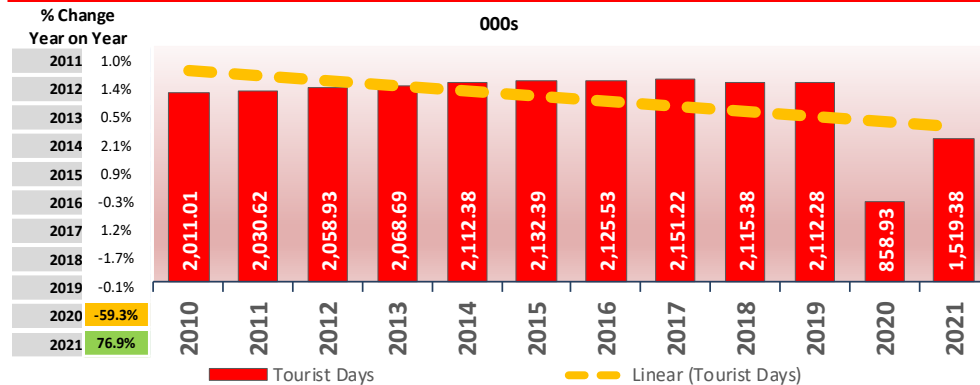
Economic Impact - Historic Prices - SFR



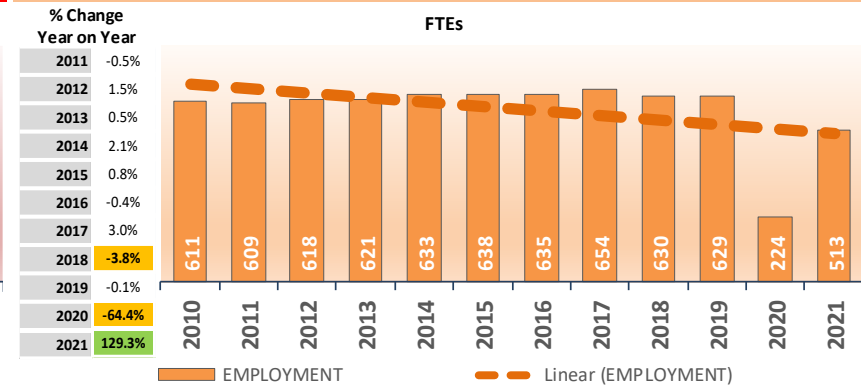
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		6.8%	12.0%	17.0%	22.5%	25.0%	26.5%	30.9%	33.7%	36.9%	-52.1%	16.4%
Visitor Numbers		1.0%	2.4%	2.9%	5.2%	6.4%	5.9%	7.2%	5.3%	5.2%	-53.9%	-27.4%
Visitor Days		1.0%	2.4%	2.9%	5.0%	6.0%	5.7%	7.0%	5.2%	5.0%	-57.3%	-24.4%
Direct Employment		-0.5%	1.0%	1.5%	3.6%	4.4%	3.9%	7.0%	3.0%	2.9%	-63.4%	-16.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL

FIFE COUNCIL

2010 to 2021

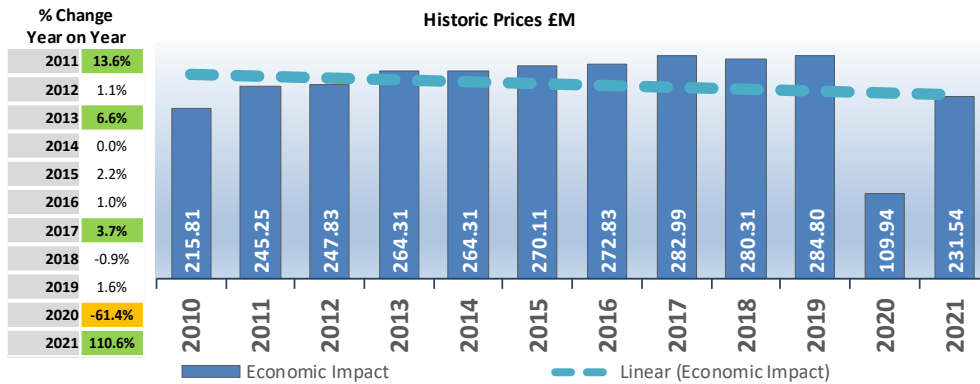
Historic Prices

STAYING VISITOR

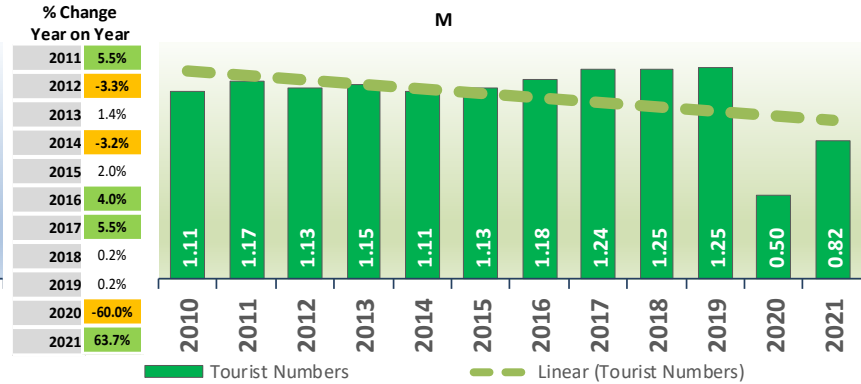
KEY MEASURES

Historic Prices

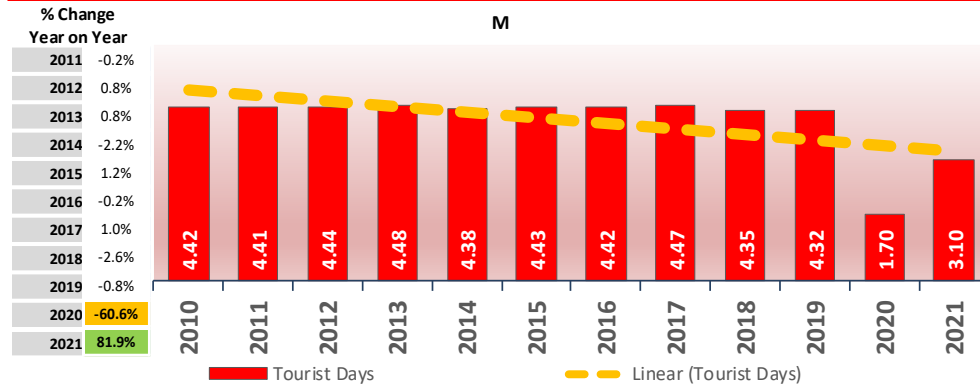
Economic Impact - Historic Prices - Staying Visitor



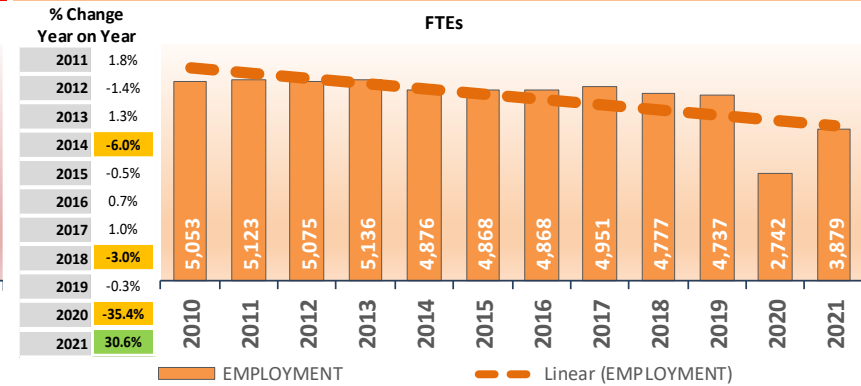
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



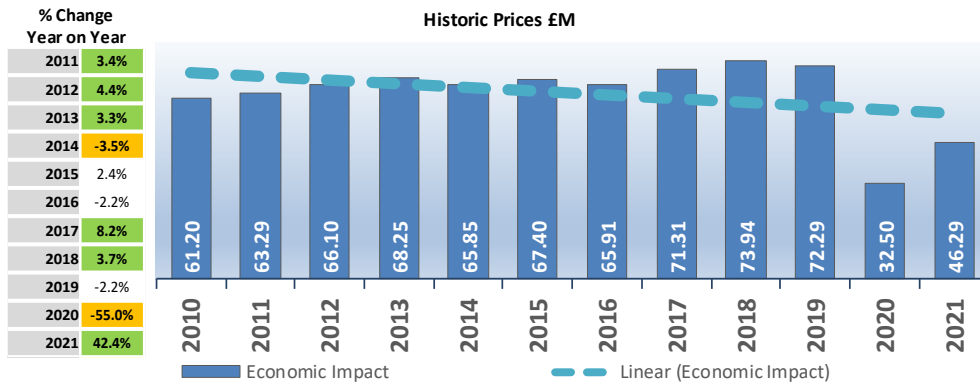
Direct Employment Supported - Staying Visitor



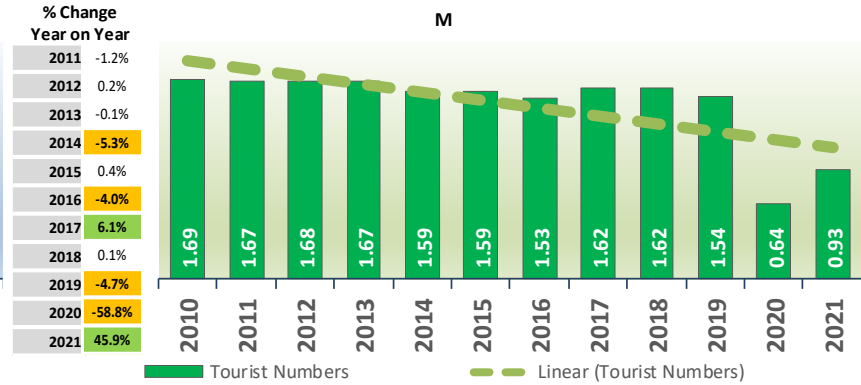
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		13.6%	14.8%	22.5%	22.5%	25.2%	26.4%	31.1%	29.9%	32.0%	-49.1%	7.3%
Visitor Numbers		5.5%	2.0%	3.3%	0.0%	2.0%	6.1%	11.9%	12.2%	12.5%	-55.0%	-26.3%
Visitor Days		-0.2%	0.6%	1.4%	-0.8%	0.3%	0.2%	1.1%	-1.5%	-2.2%	-61.4%	-29.9%
Direct Employment		1.4%	0.4%	1.6%	-3.5%	-3.7%	-3.6%	-2.0%	-5.4%	-6.2%	-45.7%	-23.2%

"Linear" = Linear Trendline

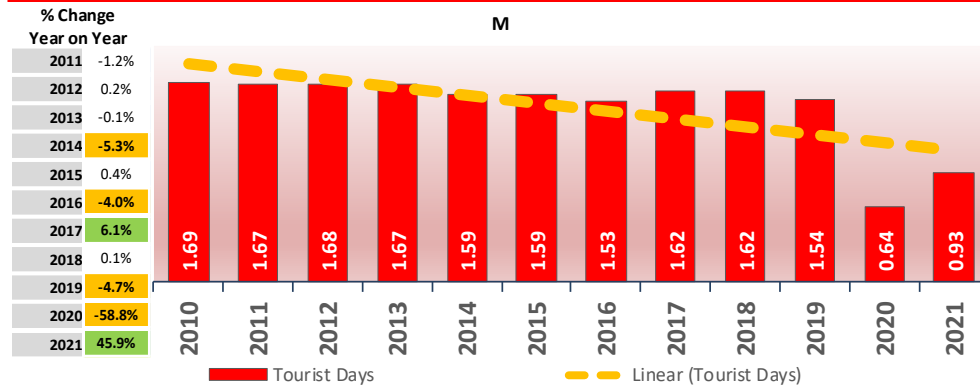
Economic Impact - Historic Prices - Day Visitor



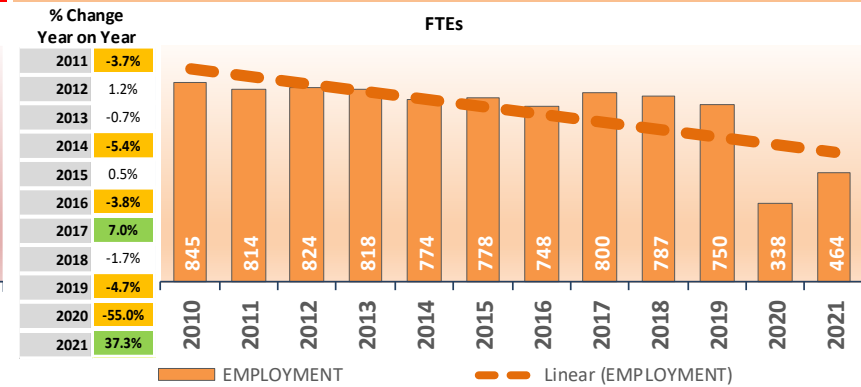
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		3.4%	8.0%	11.5%	7.6%	10.1%	7.7%	16.5%	20.8%	18.1%	-46.9%	-24.4%
Visitor Numbers		-1.2%	-1.0%	-1.1%	-6.4%	-6.0%	-9.8%	-4.3%	-4.3%	-8.8%	-62.5%	-45.2%
Visitor Days		-1.2%	-1.0%	-1.1%	-6.4%	-6.0%	-9.8%	-4.3%	-4.3%	-8.8%	-62.5%	-45.2%
Direct Employment		-3.7%	-2.5%	-3.2%	-8.5%	-8.0%	-11.5%	-5.4%	-6.9%	-11.3%	-60.0%	-45.1%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

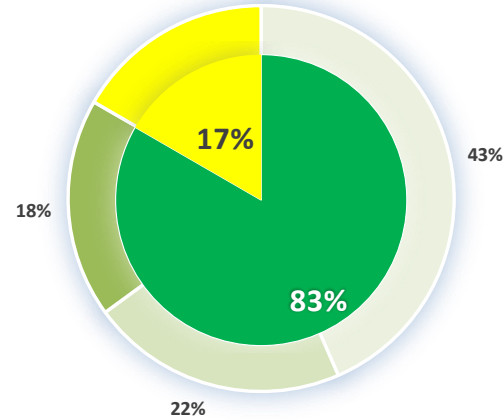
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2021 - M - Share of Total

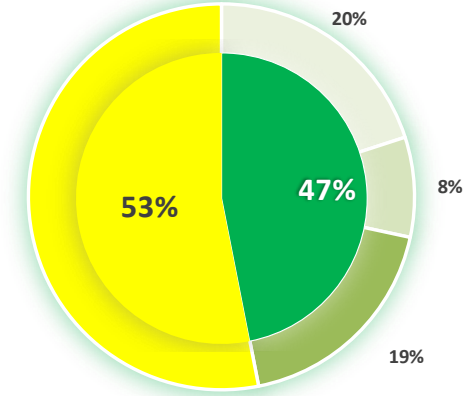
TOTAL
£277.83m

	£M
Serviced	120.72
Non-Serviced	59.74
SFR	51.07
Staying Visitor	231.54
Day Visitor	46.29
Total	277.83



TOTAL
1.75m

	M
Serviced	0.35
Non-Serviced	0.15
SFR	0.32
Staying Visitor	0.82
Day Visitor	0.93
Total	1.75

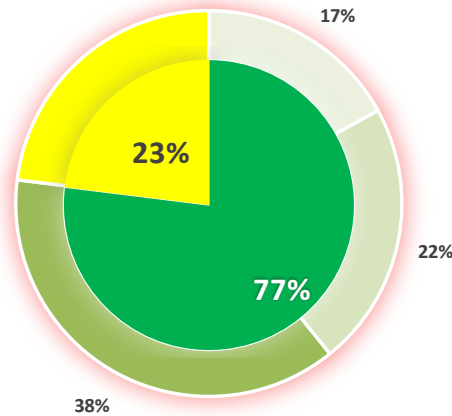


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

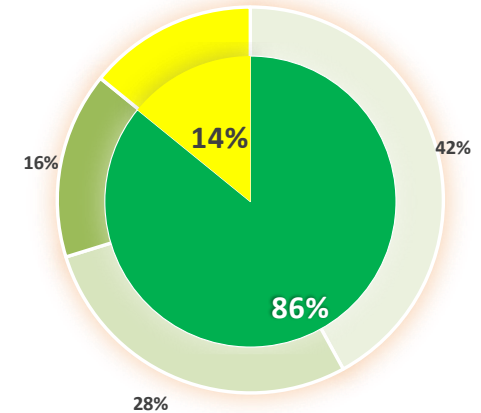
TOTAL
4.03m

	M
Serviced	0.68
Non-Serviced	0.89
SFR	1.52
Staying Visitor	3.10
Day Visitor	0.93
Total	4.03

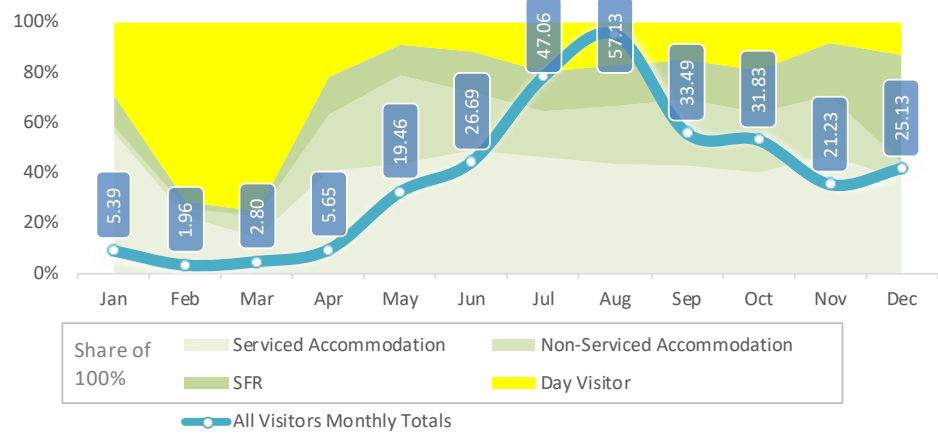


TOTAL
3,281 Direct FTEs
4,343 Total FTEs

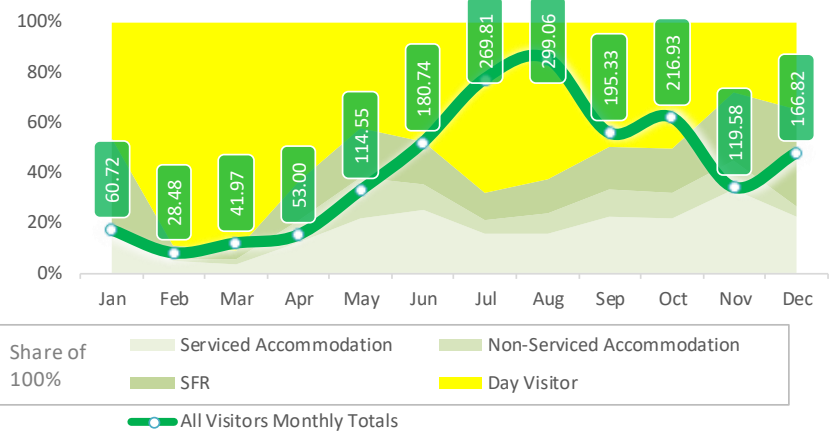
	FTEs
Serviced	1,378
Non-Serviced	926
SFR	513
Staying Visitor	2,817
Day Visitor	464
Total	3,281



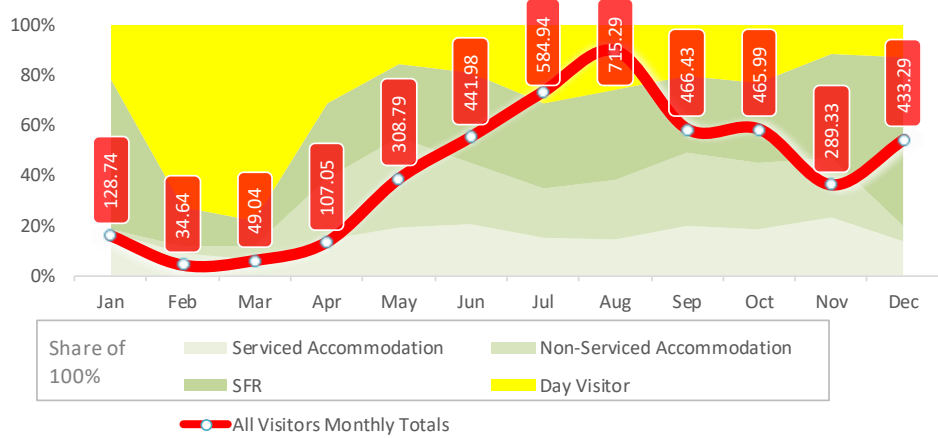
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



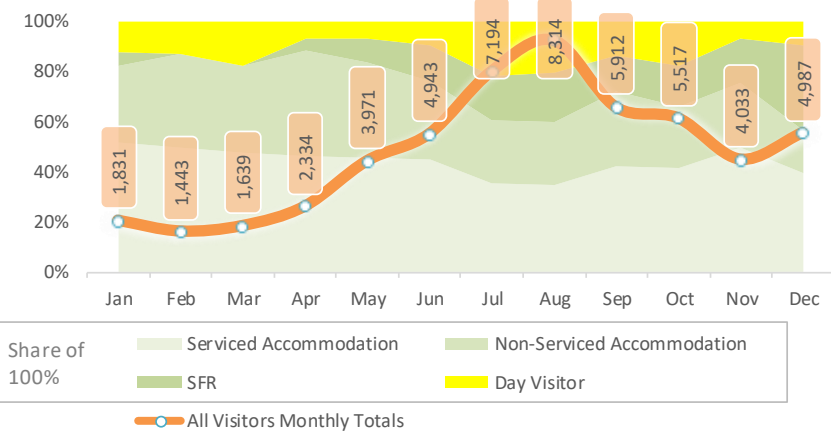
Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



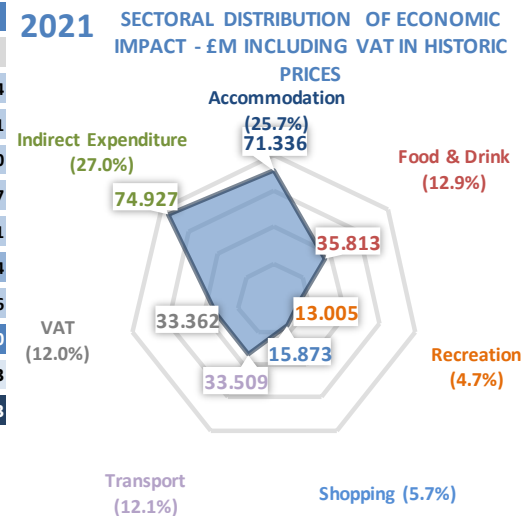
Visitor Days - 2021 - 000s - Distribution of Impact by Month



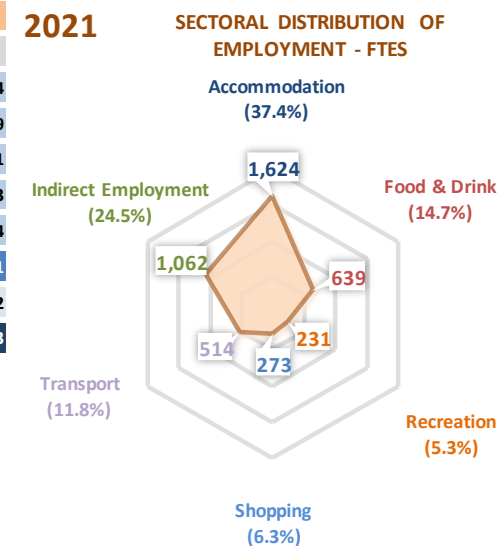
Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	£M	64.86	75.64	74.81	80.33	80.79	82.76	81.85	85.69	83.83	85.08	36.30	71.34
Food & Drink	£M	39.76	42.22	43.34	45.71	44.92	45.87	46.48	48.64	49.26	49.41	20.78	35.81
Recreation	£M	13.72	14.21	14.53	15.34	15.19	15.70	15.40	16.35	16.67	16.70	6.934	13.00
Shopping	£M	18.40	19.55	20.27	21.17	20.75	20.97	21.43	22.41	22.69	22.83	9.319	15.87
Transport	£M	34.76	37.60	38.65	40.86	40.42	41.07	42.12	43.70	43.97	44.37	17.81	33.51
Direct Revenue	£M	171.50	189.22	191.61	203.41	202.07	206.36	207.29	216.79	216.41	218.39	91.14	169.54
VAT	£M	30.01	37.84	38.32	40.68	40.41	41.27	41.46	43.36	43.28	43.68	12.55	33.36
Direct Expenditure	£M	201.51	227.07	229.93	244.09	242.49	247.64	248.75	260.14	259.69	262.07	103.69	202.90
Indirect Expenditure	£M	75.49	81.47	84.00	88.47	87.67	89.87	89.99	94.15	94.57	95.01	38.74	74.93
TOTAL	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	FTEs	1,973	1,974	1,939	1,950	1,775	1,758	1,757	1,762	1,747	1,745	1,555	1,624
Food & Drink	FTEs	963	973	969	981	944	947	944	977	938	918	376	639
Recreation	FTEs	330	326	323	327	317	323	311	327	316	309	125	231
Shopping	FTEs	430	434	437	438	421	418	420	434	417	409	163	273
Transport	FTEs	723	744	742	753	729	728	735	754	719	708	277	514
Direct Employment	FTEs	4,419	4,451	4,409	4,449	4,187	4,175	4,168	4,255	4,137	4,089	2,495	3,281
Indirect Employment	FTEs	1,479	1,487	1,489	1,504	1,463	1,471	1,449	1,496	1,427	1,399	585	1,062
TOTAL	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343

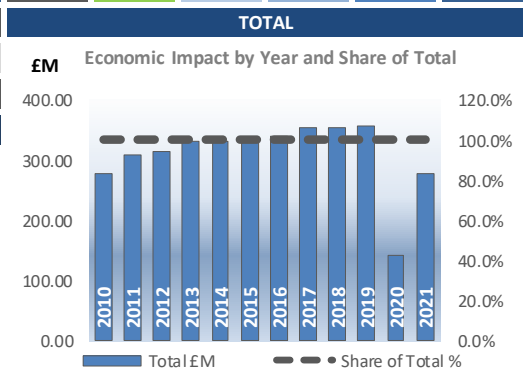


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

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

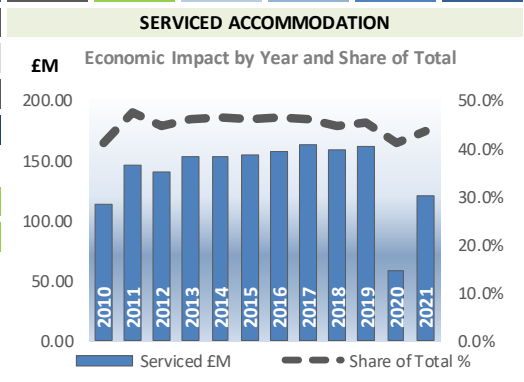
STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2010 to 2021		-50.2%	-82.0%	-82.3%	-71.8%	-11.5%	4.7%	6.8%	17.7%	21.8%	27.7%	80.5%	65.6%	0.3%	Annual Change	-73.0%	-23.2%	14.6%	50.8%	
% Change 2020 to 2021		-60.4%	-87.2%	-81.3%	537.8%	2131.2%	1315.9%	507.2%	76.1%	51.4%	123.3%	161.5%	145.2%	95.1%	Annual Change	-76.9%	1322.0%	121.0%	139.7%	
Average Annual Change		-4.6%	-7.5%	-7.5%	-6.5%	-1.0%	0.4%	0.6%	1.6%	2.0%	2.5%	7.3%	6.0%	0.0%	Annual Change	-6.6%	-2.1%	1.3%	4.6%	
2010	£M	10.81	10.91	15.85	20.00	21.99	25.50	44.08	48.53	27.49	24.93	11.76	15.17	277.01		37.56	67.49	120.10	51.86	
2011	£M	10.04	11.62	16.60	22.79	22.78	26.99	51.32	55.75	31.09	25.72	15.65	18.18	308.54	11.4%	38.27	72.56	138.15	59.55	
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	1.7%	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	

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL	
Total	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83		
All Visitor Types	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83		
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 2010	%														
Avg Ann. Change in Share	%														



STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-40.4%	-91.6%	-93.8%	-73.4%	-11.5%	18.9%	28.4%	30.7%	24.3%	21.1%	91.6%	120.1%	6.5%	Annual Change	-77.0%	-18.4%	28.3%	60.5%	
% Change 2020 to 2021		-56.5%	-94.0%	-93.7%	#####	#####	#####	785.3%	75.2%	43.7%	219.8%	150.1%	197.2%	106.3%	Annual Change	-81.3%	#####	128.1%	188.4%	
Average Annual Change		-3.7%	-8.3%	-8.5%	-6.7%	-1.0%	1.7%	2.6%	2.8%	2.2%	1.9%	8.3%	10.9%	0.6%	Annual Change	-7.0%	-1.7%	2.6%	5.5%	
2010	£M	5.047	5.231	6.406	8.625	9.591	10.93	16.80	19.05	11.61	10.57	5.218	4.268	113.35		16.68	29.14	47.47	20.05	
2011	£M	4.276	6.464	8.342	10.38	11.20	12.65	25.13	26.32	15.37	11.99	7.803	6.465	146.39	29.2%	19.08	34.22	66.83	26.26	
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	-4.0%	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	27.16	
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	28.18	
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	31.99	
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	33.91	
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	31.26	
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	28.04	
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	28.86	
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	11.16	
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	32.19	

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Serviced	£M	113.35	146.39	140.60	153.58	153.12	155.10	157.03	163.43	158.37	161.97	58.51	120.72		
All Visitor Types	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83		
Share of Total	%	40.9%	47.4%	44.8%	46.2%	46.4%	46.0%	46.4%	46.1%	44.7%	45.4%	41.1%	43.5%		
Annual Change in Share	%		16.0%	-5.6%	3.1%	0.4%	-0.9%	0.9%	-0.5%	-3.1%	1.5%	-9.4%	5.8%		
Change in Share from 2010	%		16.0%	9.5%	12.9%	13.3%	12.3%	13.3%	12.7%	9.3%	10.8%	0.4%	6.2%		
Avg Ann. Change in Share	%		16.0%	4.7%	4.3%	3.3%	2.5%	2.2%	1.8%	1.2%	1.2%	0.0%	0.6%		

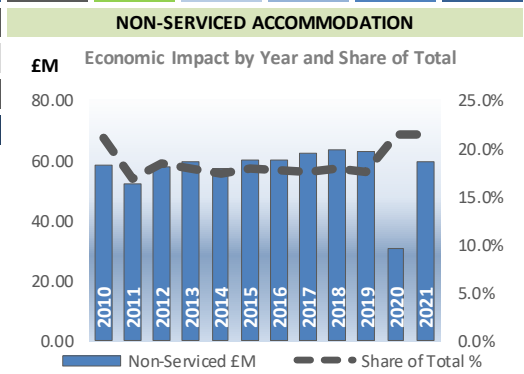


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-92.3%	-95.9%	-93.7%	-73.2%	15.9%	-5.8%	-9.8%	28.1%	32.8%	52.0%	261.7%	48.1%	2.0%	Annual Change	-93.9%	-17.0%	15.5%	89.5%	
% Change 2020 to 2021		-91.9%	-97.7%	-95.6%	82.3%	3596.4%		4590.5%	87.9%	48.9%	57.2%	294.7%	945.6%	96.4%	Annual Change	-95.7%	1527.8%	134.1%	128.9%	
Average Annual Change		-8.4%	-8.7%	-8.5%	-6.7%	1.4%	-0.5%	-0.9%	2.6%	3.0%	4.7%	23.8%	4.4%	0.2%	Annual Change	-8.5%	-1.5%	1.4%	8.1%	
2010	£M	1.644	1.807	3.740	4.752	5.856	6.679	9.655	10.27	6.622	4.984	1.373	1.189	58.57		7.190	17.29	26.55	7.545	
2011	£M	1.211	1.229	2.376	5.024	4.718	5.868	9.258	9.627	5.808	4.219	1.857	0.775	51.97	-11.3%	4.816	15.61	24.69	6.851	
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	11.7%	5.142	14.13	30.87	7.919	
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	2.3%	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	-3.3%	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	4.8%	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	0.2%	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	3.0%	4.864	19.23	29.67	8.328	
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	1.9%	5.850	21.41	27.23	8.764	
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	-0.8%	5.693	20.70	28.04	8.298	
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	-51.5%	10.20	0.881	13.09	6.247	
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	96.4%	0.439	14.35	30.65	14.30	

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Non-Serviced	£M	58.57	51.97	58.06	59.38	57.41	60.16	60.28	62.09	63.26	62.73	30.42	59.74		
All Visitor Types	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83		
Share of Total	%	21.1%	16.8%	18.5%	17.9%	17.4%	17.8%	17.8%	17.5%	17.9%	17.6%	21.4%	21.5%		
Annual Change in Share	%		-20.3%	9.8%	-3.5%	-2.6%	2.5%	-0.2%	-1.5%	1.9%	-1.6%	21.6%	0.7%		
Change in Share from 2010	%		-20.3%	-12.5%	-15.6%	-17.8%	-15.7%	-15.8%	-17.1%	-15.6%	-16.9%	1.0%	1.7%		
Avg Ann. Change in Share	%		-20.3%	-6.3%	-5.2%	-4.4%	-3.1%	-2.6%	-2.4%	-1.9%	-1.9%	0.1%	0.2%		

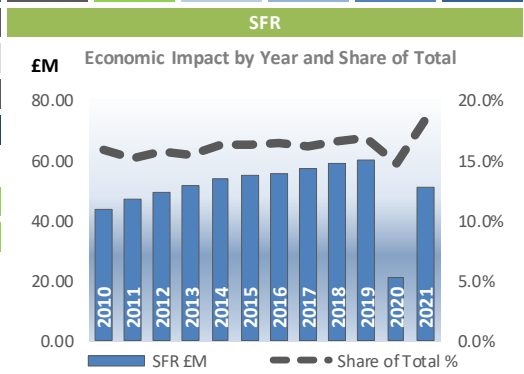


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-39.0%	-91.8%	-93.0%	-73.3%	-7.2%	7.9%	6.2%	21.2%	33.5%	41.8%	88.1%	56.2%	16.4%	Annual Change	-66.8%	-22.6%	18.2%	57.8%
% Change 2020 to 2021		-57.7%	-94.7%	-94.0%	454.0%	6776.5%	#####	931.0%	58.7%	42.2%	141.9%	201.0%	208.2%	143.1%	Annual Change	-76.1%	3755.9%	112.9%	186.1%
Average Annual Change		-3.5%	-8.3%	-8.5%	-6.7%	-0.7%	0.7%	0.6%	1.9%	3.0%	3.8%	8.0%	5.1%	1.5%	Annual Change	-6.1%	-2.1%	1.7%	5.3%
2010	£M	1.114	0.579	0.632	3.191	2.623	3.977	6.952	7.796	3.960	3.820	2.356	6.889	43.89		2.325	9.791	18.71	13.07
2011	£M	1.071	0.639	0.663	3.541	2.669	4.137	7.483	8.105	4.339	3.984	2.715	7.548	46.89	6.8%	2.374	10.35	19.93	14.25
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	4.9%	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

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
SFR	£M	43.89	46.89	49.17	51.34	53.78	54.86	55.52	57.46	58.69	60.10	21.01	51.07		
All Visitor Types	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83		
Share of Total	%	15.8%	15.2%	15.7%	15.4%	16.3%	16.3%	16.4%	16.2%	16.6%	16.8%	14.7%	18.4%		
Annual Change in Share	%		-4.1%	3.1%	-1.4%	5.5%	-0.2%	0.8%	-1.0%	2.1%	1.6%	-12.4%	24.6%		
Change in Share from 2010	%		-4.1%	-1.1%	-2.6%	2.8%	2.6%	3.4%	2.4%	4.6%	6.2%	-6.9%	16.0%		
Avg Ann. Change in Share	%		-4.1%	-0.6%	-0.9%	0.7%	0.5%	0.6%	0.3%	0.6%	0.7%	-0.7%	1.5%		



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-51.1%	-92.7%	-93.7%	-73.3%	-2.0%	9.2%	12.7%	28.0%	28.5%	33.1%	116.8%	77.5%	7.3%	Annual Change	-80.7%	-18.7%	22.6%	65.0%	
% Change 2020 to 2021		-62.2%	-95.1%	-94.5%	407.2%	6544.3%	#####	1028.1%	74.9%	45.0%	133.2%	188.3%	221.3%	110.6%	Annual Change	-85.1%	3777.2%	126.6%	172.7%	
Average Annual Change		-4.6%	-8.4%	-8.5%	-6.7%	-0.2%	0.8%	1.2%	2.5%	2.6%	3.0%	10.6%	7.0%	0.7%	Annual Change	-7.3%	-1.7%	2.1%	5.9%	
2010	£M	7.805	7.617	10.78	16.57	18.07	21.58	33.41	37.12	22.20	19.37	8.946	12.35	215.81		26.20	56.22	92.73	40.66	
2011	£M	6.558	8.332	11.38	18.94	18.58	22.66	41.87	44.05	25.52	20.19	12.37	14.79	245.25	13.6%	26.27	60.18	111.45	47.35	
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	1.1%	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	

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Staying Visitor	£M	215.81	245.25	247.83	264.31	264.31	270.11	272.83	282.99	280.31	284.80	109.94	231.54		
All Visitor Types	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83		
Share of Total	%	77.9%	79.5%	78.9%	79.5%	80.1%	80.0%	80.5%	79.9%	79.1%	79.8%	77.2%	83.3%		
Annual Change in Share	%		2.0%	-0.7%	0.7%	0.7%	0.0%	0.6%	-0.8%	-0.9%	0.8%	-3.2%	8.0%		
Change in Share from 2010	%		2.0%	1.3%	2.0%	2.8%	2.7%	3.4%	2.5%	1.6%	2.4%	-0.9%	7.0%		
Avg Ann. Change in Share	%		2.0%	0.7%	0.7%	0.7%	0.5%	0.6%	0.4%	0.2%	0.3%	-0.1%	0.6%		

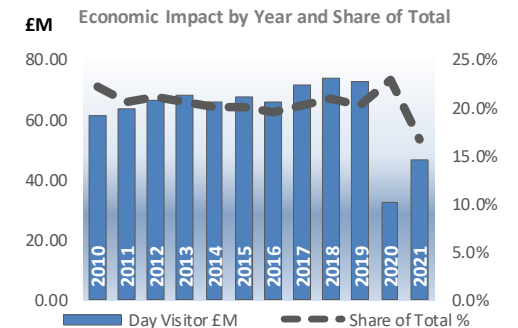


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-47.7%	-57.4%	-58.2%	-64.4%	-55.2%	-20.3%	-11.9%	-15.5%	-6.1%	8.7%	-34.7%	13.7%	-24.4%	Annual Change	-55.2%	-45.9%	-12.3%	-0.9%	
% Change 2020 to 2021		-55.3%	-63.8%	-15.1%	9019.1%	189.5%	68.9%	113.1%	82.6%	103.2%	89.0%	32.0%	-6.2%	42.4%	Annual Change	-48.5%	147.3%	97.9%	38.4%	
Average Annual Change		-4.3%	-5.2%	-5.3%	-5.9%	-5.0%	-1.8%	-1.1%	-1.4%	-0.6%	0.8%	-3.2%	1.2%	-2.2%	Annual Change	-5.0%	-4.2%	-1.1%	-0.1%	
2010	£M	3.004	3.291	5.068	3.437	3.916	3.912	10.67	11.40	5.298	5.557	2.815	2.823	61.20		11.36	11.26	27.37	11.20	
2011	£M	3.485	3.292	5.223	3.843	4.202	4.338	9.447	11.69	5.566	5.530	3.281	3.388	63.29	3.4%	12.00	12.38	26.71	12.20	
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	4.4%	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	

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Day Visitor	£M	61.20	63.29	66.10	68.25	65.85	67.40	65.91	71.31	73.94	72.29	32.50	46.29		
All Visitor Types	£M	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	142.44	277.83		
Share of Total	%	22.1%	20.5%	21.1%	20.5%	19.9%	20.0%	19.5%	20.1%	20.9%	20.2%	22.8%	16.7%		
Annual Change in Share	%		-7.2%	2.6%	-2.5%	-2.8%	0.1%	-2.6%	3.4%	3.7%	-3.0%	12.7%	-27.0%		
Change in Share from 2010	%		-7.2%	-4.7%	-7.1%	-9.7%	-9.6%	-11.9%	-8.9%	-5.5%	-8.4%	3.3%	-24.6%		
Avg Ann. Change in Share	%		-7.2%	-2.3%	-2.4%	-2.4%	-1.9%	-2.0%	-1.3%	-0.7%	-0.9%	0.3%	-2.2%		



Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2010 to 2021		-58.5%	-79.0%	-79.0%	-77.0%	-54.3%	-29.6%	-31.2%	-29.7%	-22.9%	-8.8%	-4.4%	9.6%	-37.7%	-72.8%	-52.8%	-28.6%	-2.3%	
% Change 2020 to 2021		-58.8%	-80.0%	-64.4%	1340.4%	546.8%	250.9%	181.6%	66.3%	58.9%	106.0%	118.0%	71.8%	53.7%	-67.8%	377.8%	91.7%	95.7%	
Average Annual Change		-5.3%	-7.2%	-7.2%	-7.0%	-4.9%	-2.7%	-2.8%	-2.7%	-2.1%	-0.8%	-0.4%	0.9%	-3.4%	-6.6%	-4.8%	-2.6%	-0.2%	
2010	M	0.146	0.136	0.200	0.230	0.251	0.257	0.392	0.426	0.253	0.238	0.125	0.152	2.806	0.482	0.738	1.071	0.515	
2011	M	0.147	0.140	0.204	0.251	0.255	0.265	0.354	0.419	0.266	0.229	0.146	0.170	2.846	1.5%	0.492	0.770	1.039	0.545
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	-1.3%	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	0.5%	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

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL	
Total	M	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747		
All Visitor Types	M	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747		
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 2010	%														
Avg Ann. Change in Share	%														

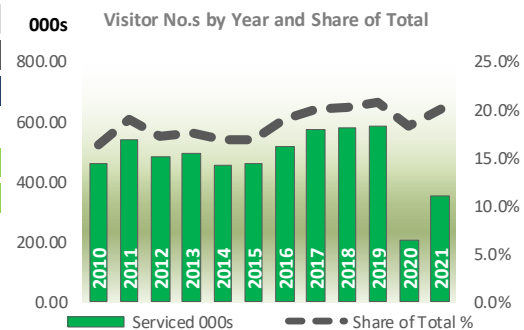


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

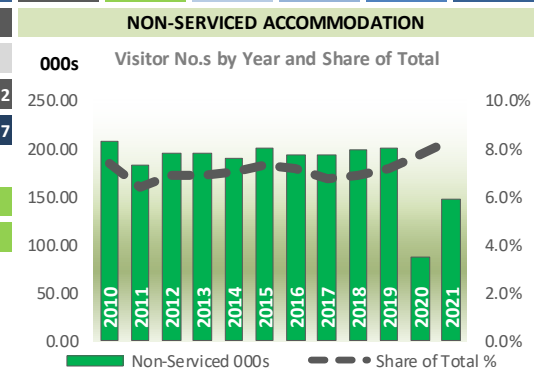
STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
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 2010 to 2021		-49.7%	-94.2%	-95.5%	-83.1%	-46.0%	-10.0%	-9.1%	-13.3%	-17.5%	13.3%	57.3%	85.6%	-23.9%	-82.2%	-43.1%	-13.4%	43.0%			
% Change 2020 to 2021		-61.1%	-95.7%	-94.5%	#####	#####	#####	740.5%	35.9%	33.8%	223.8%	173.6%	204.2%	68.5%	-84.1%	#####	84.7%	200.2%			
Average Annual Change		-4.5%	-8.6%	-8.7%	-7.6%	-4.2%	-0.9%	-0.8%	-1.2%	-1.6%	1.2%	5.2%	7.8%	-2.2%	-7.5%	-3.9%	-1.2%	3.9%			
2010	000s	23.4	25.0	34.9	38.3	45.4	50.0	47.4	54.1	53.4	41.3	25.4	20.3	459.0	83.3	133.7	154.9	87.0			
2011	000s	21.4	33.3	45.3	47.2	52.5	52.8	53.7	57.4	68.6	44.9	34.9	28.4	540.4	17.7%	99.9	152.5	179.7	108.2		
2012	000s	22.0	31.2	37.6	37.3	42.6	46.3	46.7	51.7	63.6	39.6	34.2	30.2	482.9	-10.6%	90.7	126.2	162.0	104.0		
2013	000s	18.5	30.9	38.5	37.3	44.3	46.0	49.7	62.4	64.3	40.4	34.5	28.2	495.1	2.5%	87.9	127.7	176.4	103.1		
2014	000s	21.4	25.5	33.8	33.4	39.6	41.5	44.7	49.8	59.3	37.5	37.0	29.6	453.2	-8.5%	80.8	114.5	153.8	104.1		
2015	000s	22.5	26.6	33.2	30.9	41.0	40.7	43.1	46.4	54.3	43.0	41.6	36.9	460.0	1.5%	82.2	112.6	143.8	121.4		
2016	000s	27.3	31.7	40.6	33.7	41.4	49.0	51.5	52.0	57.2	44.5	42.6	43.0	514.4	11.8%	99.6	124.1	160.6	130.1		
2017	000s	32.8	34.8	46.3	40.7	47.2	56.0	62.9	64.1	61.8	50.1	41.2	36.4	574.2	11.6%	113.8	143.9	188.7	127.7		
2018	000s	30.9	37.6	47.0	42.1	56.4	58.7	62.6	68.7	58.7	47.6	34.6	34.7	579.6	0.9%	115.5	157.2	190.1	116.8		
2019	000s	31.0	37.7	49.1	46.3	57.1	58.2	61.3	69.4	56.5	45.8	34.4	34.3	581.1	0.3%	117.8	161.5	187.2	114.6		
2020	000s	30.2	34.2	28.7	0.0	0.1	0.1	5.1	34.6	32.9	14.4	14.6	12.4	207.4	-64.3%	93.1	0.2	72.6	41.5		
2021	000s	11.8	1.5	1.6	6.5	24.6	45.0	43.1	46.9	44.0	46.7	40.0	37.7	349.4	68.5%	14.8	76.0	134.1	124.5		

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor No.s by Year and Share of Total
Serviced	000s	459.0	540.4	482.9	495.1	453.2	460.0	514.4	574.2	579.6	581.1	207.4	349.4	800.00	
All Visitor Types	M	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1	1.7	600.00	
Share of Total	%	16.4%	19.0%	17.2%	17.5%	16.8%	16.9%	19.0%	20.0%	20.2%	20.8%	18.2%	20.0%	400.00	
Annual Change in Share	%		16.1%	-9.5%	2.1%	-4.2%	0.5%	12.6%	5.5%	0.8%	2.9%	-12.2%	9.6%	200.00	
Change in Share from 2010	%		16.1%	5.0%	7.2%	2.7%	3.1%	16.1%	22.5%	23.5%	27.1%	11.5%	22.3%	100.00	
Avg Ann. Change in Share	%		16.1%	2.5%	2.4%	0.7%	0.6%	2.7%	3.2%	2.9%	3.0%	1.2%	2.0%	0.00	



STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021		NON-SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-95.7%	-96.2%	-94.7%	-79.0%	-27.6%	-13.5%	-45.8%	-4.0%	-18.5%	-5.5%	91.3%	-2.6%	-29.3%	Annual Change	-95.2%	-40.0%	-23.0%	14.2%
% Change 2020 to 2021		-95.3%	-97.9%	-96.7%	168.4%	4420.9%		1719.9%	56.2%	19.0%	37.2%	266.8%	935.9%	67.1%	Annual Change	-96.8%	1820.2%	75.4%	105.5%
Average Annual Change		-8.7%	-8.7%	-8.6%	-7.2%	-2.5%	-1.2%	-4.2%	-0.4%	-1.7%	-0.5%	8.3%	-0.2%	-2.7%	Annual Change	-8.7%	-3.6%	-2.1%	1.3%
2010	000s	4.1	4.4	11.7	22.9	26.5	21.4	27.0	26.0	26.3	23.2	7.3	6.1	206.8		20.2	70.7	79.2	36.7
2011	000s	3.2	3.4	8.0	24.3	21.3	18.9	25.0	24.1	22.5	18.2	8.8	4.2	181.7	-12.1%	14.5	64.4	71.6	31.2
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	6.7%	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	0.4%	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

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s Visitor No.s by Year and Share of Total			
Non-Serviced	000s	206.8	181.7	194.0	194.8	189.8	199.6	193.3	192.3	198.0	200.2	87.5	146.2				
All Visitor Types	M	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1	1.7				
Share of Total	%	7.4%	6.4%	6.9%	6.9%	7.0%	7.3%	7.1%	6.7%	6.9%	7.2%	7.7%	8.4%				
Annual Change in Share	%		-13.4%	8.1%	0.0%	1.9%	4.1%	-2.5%	-6.0%	2.8%	3.8%	7.5%	8.7%				
Change in Share from 2010	%		-13.4%	-6.3%	-6.4%	-4.5%	-0.6%	-3.1%	-8.9%	-6.3%	-2.8%	4.5%	13.6%				
Avg Ann. Change in Share	%		-13.4%	-3.2%	-2.1%	-1.1%	-0.1%	-0.5%	-1.3%	-0.8%	-0.3%	0.5%	1.2%				

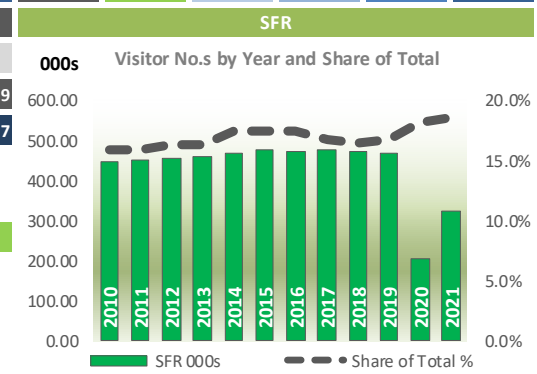


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021	SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR												TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-55.0%	-94.0%	-94.8%	-80.3%	-31.6%	-20.4%	-21.7%	-10.7%	-1.6%	4.5%	38.7%	15.2%	-27.4%	Annual Change		-76.6%	-45.2%	-11.6%	16.5%
% Change 2020 to 2021		-58.3%	-94.7%	-94.0%	446.5%	6682.7%	#####	917.0%	56.6%	40.2%	138.6%	196.9%	204.0%	57.4%			-77.3%	3254.5%	96.6%	180.4%
Average Annual Change		-5.0%	-8.5%	-8.6%	-7.3%	-2.9%	-1.9%	-2.0%	-1.0%	-0.1%	0.4%	3.5%	1.4%	-2.5%			-7.0%	-4.1%	-1.1%	1.5%
2010	000s	45.6	25.9	29.0	40.8	33.3	39.7	37.0	44.0	33.6	37.5	23.4	56.5	446.2			100.4	113.8	114.6	117.4
2011	000s	41.7	27.2	29.0	43.1	32.2	39.3	37.9	43.5	35.1	37.2	25.7	58.9	450.6	1.0%	97.8	114.6	116.4	121.7	
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	1.4%	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	129.4	
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	

VISITOR NUMBERS													SFR			
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s		
SFR		000s	446.2	450.6	456.7	459.0	469.2	474.6	472.4	478.2	470.0	469.2	205.9	323.9		
All Visitor Types		M	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1	1.7		
Share of Total		%	15.9%	15.8%	16.2%	16.3%	17.4%	17.4%	16.7%	16.4%	16.8%	18.1%	18.5%			
Annual Change in Share		%		-0.5%	2.7%	0.0%	7.0%	0.1%	0.2%	-4.3%	-1.8%	2.5%	7.9%	2.4%		
Change in Share from 2010		%		-0.5%	2.2%	2.2%	9.4%	9.5%	9.7%	5.0%	3.0%	5.6%	13.9%	16.6%		
Avg Ann. Change in Share		%		-0.5%	1.1%	0.7%	2.3%	1.9%	1.6%	0.7%	0.4%	0.6%	1.4%	1.5%		

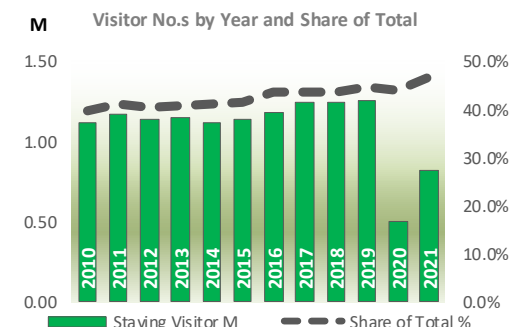


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-55.6%	-94.2%	-95.1%	-81.1%	-36.8%	-14.4%	-22.2%	-10.4%	-13.0%	5.8%	53.9%	31.1%	-26.3%	Annual Change	-80.7%	-43.2%	-15.0%	25.7%	
% Change 2020 to 2021		-61.0%	-95.6%	-94.9%	484.5%	7626.2%	#####	887.3%	47.0%	32.3%	130.2%	194.3%	216.4%	63.7%	Annual Change	-82.7%	4104.1%	86.5%	174.0%	
Average Annual Change		-5.1%	-8.6%	-8.6%	-7.4%	-3.3%	-1.3%	-2.0%	-0.9%	-1.2%	0.5%	4.9%	2.8%	-2.4%	Annual Change	-7.3%	-3.9%	-1.4%	2.3%	
2010	M	0.073	0.055	0.076	0.102	0.105	0.111	0.111	0.124	0.113	0.102	0.056	0.083	1.112		0.204	0.318	0.349	0.241	
2011	M	0.066	0.064	0.082	0.115	0.106	0.111	0.117	0.125	0.126	0.100	0.069	0.092	1.173	5.5%	0.212	0.332	0.368	0.261	
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	-3.3%	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	1.4%	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	

VISITOR NUMBERS													STAYING VISITOR	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Staying Visitor	M	1.112	1.173	1.134	1.149	1.112	1.134	1.180	1.245	1.248	1.251	0.501	0.820	
All Visitor Types	M	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747	
Share of Total	%	39.6%	41.2%	40.3%	40.7%	41.2%	41.6%	43.6%	43.4%	43.5%	44.7%	44.1%	46.9%	
Annual Change in Share	%		4.0%	-2.1%	0.9%	1.3%	0.9%	4.8%	-0.3%	0.1%	2.9%	-1.5%	6.5%	
Change in Share from 2010	%		4.0%	1.8%	2.7%	4.0%	5.0%	10.0%	9.6%	9.7%	12.9%	11.2%	18.4%	
Avg Ann. Change in Share	%		4.0%	0.9%	0.9%	1.0%	1.0%	1.7%	1.4%	1.2%	1.4%	1.1%	1.7%	

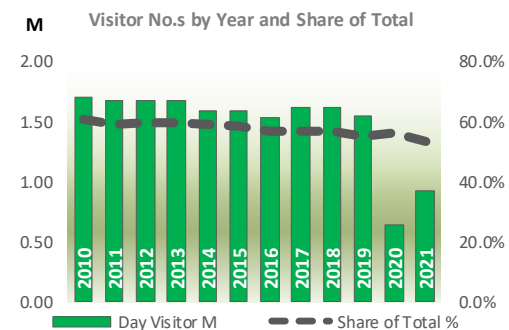


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021	DAY VISITOR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2010 to 2021		-61.4%	-68.6%	-69.1%	-73.7%	-67.0%	-41.2%	-34.7%	-37.7%	-30.8%	-19.8%	-51.9%	-16.1%	-45.2%	-66.9%	-60.1%	-35.2%	-26.9%	
% Change 2020 to 2021		-55.9%	-64.3%	-16.2%	8910.1%	185.3%	66.7%	110.4%	80.3%	99.8%	86.6%	30.2%	-7.5%	45.9%	-49.2%	144.0%	95.2%	36.6%	
Average Annual Change		-5.6%	-6.2%	-6.3%	-6.7%	-6.1%	-3.7%	-3.2%	-3.4%	-2.8%	-1.8%	-4.7%	-1.5%	-4.1%	-6.1%	-5.5%	-3.2%	-2.4%	
2010	M	0.073	0.081	0.124	0.128	0.146	0.146	0.281	0.301	0.140	0.136	0.069	0.069	1.694	0.278	0.420	0.722	0.274	
2011	M	0.081	0.077	0.122	0.136	0.149	0.154	0.237	0.294	0.140	0.129	0.076	0.079	1.674	-1.2%	0.279	0.439	0.671	0.284
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	0.2%	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

VISITOR NUMBERS													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	DAY VISITOR	
Day Visitor	M	1.694	1.674	1.677	1.675	1.586	1.592	1.527	1.620	1.621	1.544	0.636	0.927		
All Visitor Types	M	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.136	1.747		
Share of Total	%	60.4%	58.8%	59.7%	59.3%	58.8%	58.4%	56.4%	56.6%	56.5%	55.3%	55.9%	53.1%		
Annual Change in Share	%		-2.6%	1.5%	-0.6%	-0.9%	-0.7%	-3.4%	0.3%	-0.1%	-2.2%	1.2%	-5.1%		
Change in Share from 2010	%		-2.6%	-1.2%	-1.8%	-2.6%	-3.3%	-6.6%	-6.3%	-6.4%	-8.5%	-7.3%	-12.1%		
Avg Ann. Change in Share	%		-2.6%	-0.6%	-0.6%	-0.7%	-0.7%	-1.1%	-0.9%	-0.8%	-0.9%	-0.7%	-1.1%		

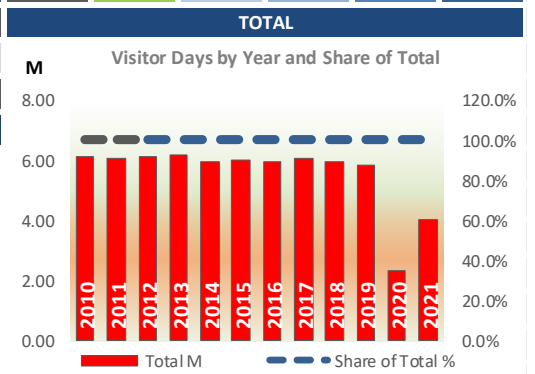


Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021	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																	
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 2010 to 2021		-61.5%	-86.5%	-86.4%	-78.6%	-42.3%	-31.2%	-31.1%	-23.0%	-16.5%	-9.5%	20.6%	10.8%	-34.1%	Annual Change	-77.7%	-48.9%	-24.4%	3.8%
% Change 2020 to 2021		-59.6%	-86.9%	-79.6%	556.3%	1359.8%	751.4%	375.7%	58.4%	46.1%	95.1%	158.8%	138.3%	72.1%		-74.2%	859.8%	97.7%	123.2%
Average Annual Change		-5.6%	-7.9%	-7.9%	-7.1%	-3.8%	-2.8%	-2.8%	-2.1%	-1.5%	-0.9%	1.9%	1.0%	-3.1%		-7.1%	-4.4%	-2.2%	0.3%
2010	M	0.334	0.256	0.361	0.499	0.536	0.643	0.849	0.929	0.559	0.515	0.240	0.391	6.111		0.951	1.678	2.337	1.145
2011	M	0.304	0.259	0.350	0.535	0.514	0.630	0.818	0.909	0.564	0.492	0.287	0.420	6.082	-0.5%	0.913	1.679	2.291	1.198
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	0.6%	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

VISITOR DAYS													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Total	M	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.339	4.026		
All Visitor Types	M	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.339	4.026		
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 2010	%														
Avg Ann. Change in Share	%														



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021		SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
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 2010 to 2021		-61.9%	-93.9%	-95.5%	-81.6%	-40.5%	-21.5%	-23.6%	-22.5%	-15.1%	-13.9%	37.0%	57.2%	-32.3%	Annual Change		-84.1%	-44.9%	-20.6%	14.0%	
% Change 2020 to 2021		-57.3%	-94.2%	-93.6%	#####	#####	#####	744.5%	47.5%	37.9%	207.6%	140.8%	186.7%	82.8%			-81.6%	#####	93.8%	177.7%	
Average Annual Change		-5.6%	-8.5%	-8.7%	-7.4%	-3.7%	-2.0%	-2.1%	-2.0%	-1.4%	-1.3%	3.4%	5.2%	-2.9%			-7.6%	-4.1%	-1.9%	1.3%	
2010	000s	57.2	51.0	67.4	84.2	97.2	114.3	116.6	131.0	106.6	99.4	48.8	38.2	1,011.8			175.6	295.7	354.2	186.4	
2011	000s	43.6	66.5	87.6	99.1	113.7	128.4	139.7	148.0	137.1	113.1	72.2	58.3	1,207.3	19.3%			197.7	341.1	424.9	243.5
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	-6.4%			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

VISITOR DAYS													SERVICED ACCOMMODATION			
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor Days by Year and Share of Total	
Serviced	000s	1,011.8	1,207.3	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	1,500.00	25.0%	
All Visitor Types	M	6.1	6.1	6.1	6.2	6.0	6.0	6.0	6.1	6.0	5.9	2.3	4.0	1,000.00	20.0%	
Share of Total	%	16.6%	19.9%	18.5%	19.3%	18.7%	18.7%	19.0%	19.1%	18.3%	18.4%	16.0%	17.0%	500.00	15.0%	
Annual Change in Share	%		19.9%	-7.0%	4.6%	-3.0%	-0.2%	1.4%	0.8%	-4.4%	0.9%	-13.2%	6.2%	0.00	10.0%	
Change in Share from 2010	%		19.9%	11.5%	16.6%	13.2%	13.0%	14.5%	15.5%	10.4%	11.3%	-3.3%	2.7%		5.0%	
Avg Ann. Change in Share	%		19.9%	5.7%	5.5%	3.3%	2.6%	2.4%	2.2%	1.3%	1.3%	-0.3%	0.2%		0.0%	

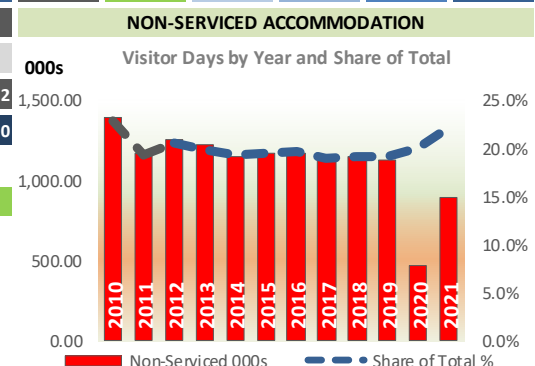
This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021													NON-SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
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 2010 to 2021		-95.6%	-97.6%	-96.2%	-79.3%	-29.9%	-41.1%	-42.4%	-19.1%	-18.2%	-10.3%	94.2%	-21.5%	-35.9%	Annual Change	-96.4%	-47.6%	-26.8%	6.2%
% Change 2020 to 2021		-92.2%	-97.8%	-95.7%	162.9%	4200.2%		1842.8%	48.0%	31.8%	36.9%	282.0%	891.1%	90.2%		-95.8%	1853.7%	87.3%	95.5%
Average Annual Change		-8.7%	-8.9%	-8.7%	-7.2%	-2.7%	-3.7%	-3.9%	-1.7%	-1.7%	-0.9%	8.6%	-2.0%	-3.3%		-8.8%	-4.3%	-2.4%	0.6%
2010	000s	32.1	35.0	72.0	126.9	160.8	182.8	198.7	212.7	167.7	139.2	35.8	31.0	1,394.8		139.2	470.5	579.2	205.9
2011	000s	22.5	22.5	43.2	130.8	123.8	149.6	181.6	186.2	136.4	110.8	43.4	19.1	1,170.1	-16.1%	88.3	404.3	504.2	173.3
2012	000s	33.3	29.8	29.3	113.4	100.1	139.4	217.6	225.3	164.8	160.1	20.5	21.1	1,254.6	7.2%	92.4	352.9	607.6	201.7
2013	000s	21.0	26.3	44.8	110.0	119.7	142.7	203.7	218.0	144.4	140.2	29.7	22.9	1,223.6	-2.5%	92.1	372.5	566.1	192.9
2014	000s	17.2	21.3	50.4	106.8	134.4	140.1	175.3	195.8	134.5	112.5	37.4	25.7	1,151.4	-5.9%	88.9	381.3	505.7	175.5
2015	000s	18.3	22.9	57.2	108.0	126.9	147.4	178.0	191.8	138.4	119.8	38.4	26.7	1,173.7	1.9%	98.4	382.2	508.2	184.9
2016	000s	20.7	23.2	55.0	125.7	132.8	165.2	195.5	189.7	123.2	100.3	37.9	1.7	1,170.9	-0.2%	98.9	423.8	508.4	139.9
2017	000s	19.2	21.3	32.6	97.1	139.9	164.4	178.1	185.9	141.7	108.7	40.2	23.8	1,152.9	-1.5%	73.1	401.4	505.6	172.7
2018	000s	13.4	21.6	50.0	123.1	145.8	161.6	158.4	178.2	115.8	108.5	48.3	19.9	1,144.6	-0.7%	85.0	430.5	452.4	176.7
2019	000s	13.4	21.1	48.7	124.1	143.1	160.3	155.3	173.6	114.5	106.1	45.9	19.3	1,125.4	-1.7%	83.2	427.5	443.3	171.3
2020	000s	18.1	38.0	63.2	10.0	2.6		5.9	116.3	104.0	91.2	18.2	2.5	470.1	-58.2%	119.3	12.6	226.3	111.9
2021	000s	1.4	0.8	2.7	26.3	112.7	107.7	114.5	172.2	137.1	124.9	69.5	24.3	894.2	90.2%	5.0	246.7	423.8	218.7

VISITOR DAYS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	
Non-Serviced	000s	1,394.8	1,170.1	1,254.6	1,223.6	1,151.4	1,173.7	1,170.9	1,152.9	1,144.6	1,125.4	470.1	894.2		
All Visitor Types	M	6.1	6.1	6.1	6.2	6.0	6.0	6.0	6.1	6.0	5.9	2.3	4.0		
Share of Total	%	22.8%	19.2%	20.5%	19.9%	19.3%	19.5%	19.7%	18.9%	19.2%	19.2%	20.1%	22.2%		
Annual Change in Share	%		-15.7%	6.5%	-3.0%	-2.9%	1.0%	1.0%	-3.7%	1.2%	0.2%	4.7%	10.5%		
Change in Share from 2010	%		-15.7%	-10.2%	-12.9%	-15.5%	-14.6%	-13.8%	-17.0%	-16.0%	-15.9%	-11.9%	-2.7%		
Avg Ann. Change in Share	%		-15.7%	-5.1%	-4.3%	-3.9%	-2.9%	-2.3%	-2.4%	-2.0%	-1.8%	-1.2%	-0.2%		

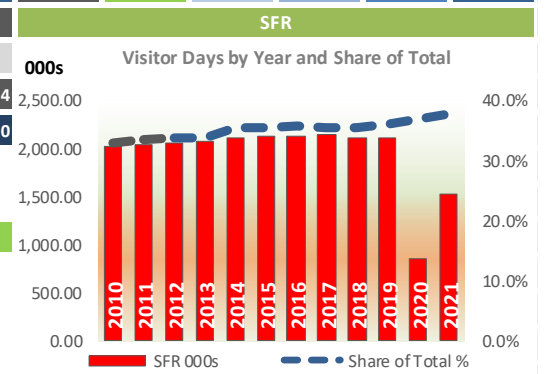


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-55.0%	-94.0%	-94.8%	-80.3%	-31.6%	-20.4%	-21.7%	-10.7%	-1.6%	4.5%	38.7%	15.2%	-24.4%	Annual Change	-75.6%	-42.9%	-12.9%	16.3%
% Change 2020 to 2021		-58.3%	-94.7%	-94.0%	446.5%	6682.7%	#####	917.0%	56.6%	40.2%	138.6%	196.9%	204.0%	76.9%		-76.4%	3703.3%	110.0%	182.2%
Average Annual Change		-5.0%	-8.5%	-8.6%	-7.3%	-2.9%	-1.9%	-2.0%	-1.0%	-0.1%	0.4%	3.5%	1.4%	-2.2%		-6.9%	-3.9%	-1.2%	1.5%
2010	000s	171.7	89.3	97.4	160.3	131.8	199.8	253.3	284.1	144.3	140.1	86.4	252.6	2,011.0		358.4	491.8	681.7	479.1
2011	000s	157.1	93.7	97.3	169.2	127.6	197.7	259.4	281.0	150.4	139.0	94.7	263.3	2,030.6	1.0%	348.2	494.5	690.9	497.1
2012	000s	172.6	94.8	91.8	163.8	119.0	194.5	260.1	285.5	150.1	146.2	92.4	288.1	2,058.9	1.4%	359.2	477.3	695.6	526.8
2013	000s	167.7	96.5	96.1	163.4	123.2	193.5	262.6	287.9	148.2	147.0	94.8	287.6	2,068.7	0.5%	360.3	480.2	698.7	529.5
2014	000s	176.0	96.6	97.3	161.9	130.3	195.7	264.3	287.5	148.5	140.7	100.6	313.1	2,112.4	2.1%	369.9	487.9	700.3	554.3
2015	000s	182.0	97.9	99.0	162.1	129.6	196.7	264.2	283.7	147.0	143.4	102.4	324.4	2,132.4	0.9%	379.0	488.3	694.9	570.2
2016	000s	180.9	96.6	100.5	163.3	128.5	202.7	268.1	284.7	147.1	140.0	102.5	310.6	2,125.5	-0.3%	378.0	494.4	700.0	553.1
2017	000s	189.5	98.9	99.0	170.6	131.5	206.9	272.5	289.1	148.7	141.2	102.1	301.2	2,151.2	1.2%	387.4	509.0	710.3	544.6
2018	000s	178.1	98.6	100.8	171.2	137.8	207.2	265.9	289.7	144.1	136.0	98.2	287.9	2,115.4	-1.7%	377.4	516.2	699.7	522.1
2019	000s	177.7	97.4	100.4	171.6	137.4	207.1	265.6	288.9	144.1	135.7	97.6	288.8	2,112.3	-0.1%	375.5	516.1	698.6	522.0
2020	000s	185.2	102.1	84.1	5.8	1.3	0.3	19.5	162.0	101.2	61.4	40.4	95.7	858.9	-59.3%	371.4	7.4	282.8	197.4
2021	000s	77.2	5.4	5.0	31.6	90.1	159.0	198.2	253.7	142.0	146.5	119.8	290.9	1,519.4	76.9%	87.6	280.7	593.9	557.2

VISITOR DAYS													SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	
SFR	000s	2,011.0	2,030.6	2,058.9	2,068.7	2,112.4	2,132.4	2,125.5	2,151.2	2,115.4	2,112.3	858.9	1,519.4		
All Visitor Types	M	6.1	6.1	6.1	6.2	6.0	6.0	6.0	6.1	6.0	5.9	2.3	4.0		
Share of Total	%	32.9%	33.4%	33.6%	33.6%	35.4%	35.4%	35.7%	35.3%	35.4%	36.0%	36.7%	37.7%		
Annual Change in Share	%		1.5%	0.8%	-0.1%	5.3%	0.0%	0.9%	-1.0%	0.2%	1.7%	1.9%	2.8%		
Change in Share from 2010	%		1.5%	2.2%	2.1%	7.6%	7.6%	8.5%	7.4%	7.6%	9.5%	11.6%	14.7%		
Avg Ann. Change in Share	%		1.5%	1.1%	0.7%	1.9%	1.5%	1.4%	1.1%	1.0%	1.1%	1.2%	1.3%		



STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021	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																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2010 to 2021		-61.5%	-94.7%	-95.5%	-80.2%	-33.1%	-28.3%	-29.3%	-16.0%	-11.7%	-5.7%	49.8%	16.6%	-29.9%	Annual Change	-82.1%	-45.1%	-19.6%	13.4%
% Change 2020 to 2021		-60.5%	-95.2%	-94.5%	360.4%	5956.0%	#####	1018.2%	51.9%	36.4%	97.8%	196.8%	215.1%	81.9%		-81.2%	3222.4%	98.6%	156.2%
Average Annual Change		-5.6%	-8.6%	-8.7%	-7.3%	-3.0%	-2.6%	-2.7%	-1.5%	-1.1%	-0.5%	4.5%	1.5%	-2.7%		-7.5%	-4.1%	-1.8%	1.2%
2010	M	0.261	0.175	0.237	0.371	0.390	0.497	0.569	0.628	0.419	0.379	0.171	0.322	4.418		0.673	1.258	1.615	0.871
2011	M	0.223	0.183	0.228	0.399	0.365	0.476	0.581	0.615	0.424	0.363	0.210	0.341	4.408	-0.2%	0.634	1.240	1.620	0.914
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	0.8%	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

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Staying Visitor	M	4.418	4.408	4.443	4.481	4.382	4.433	4.425	4.468	4.352	4.318	1.703	3.098		
All Visitor Types	M	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.339	4.026		
Share of Total	%	72.3%	72.5%	72.6%	72.8%	73.4%	73.6%	74.3%	73.4%	72.9%	73.7%	72.8%	77.0%		
Annual Change in Share	%		0.3%	0.2%	0.3%	0.9%	0.2%	1.0%	-1.3%	-0.7%	1.1%	-1.1%	5.7%		
Change in Share from 2010	%		0.3%	0.4%	0.7%	1.6%	1.8%	2.8%	1.5%	0.8%	1.9%	0.7%	6.5%		
Avg Ann. Change in Share	%		0.3%	0.2%	0.2%	0.4%	0.4%	0.5%	0.2%	0.1%	0.2%	0.1%	0.6%		



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021	DAY VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2010 to 2021		-61.4%	-68.6%	-69.1%	-73.7%	-67.0%	-41.2%	-34.7%	-37.7%	-30.8%	-19.8%	-51.9%	-16.1%	-45.2%	-66.9%	-60.1%	-35.2%	-26.9%	
% Change 2020 to 2021		-55.9%	-64.3%	-16.2%	8910.1%	185.3%	66.7%	110.4%	80.3%	99.8%	86.6%	30.2%	-7.5%	45.9%	-49.2%	144.0%	95.2%	36.6%	
Average Annual Change		-5.6%	-6.2%	-6.3%	-6.7%	-6.1%	-3.7%	-3.2%	-3.4%	-2.8%	-1.8%	-4.7%	-1.5%	-4.1%	-6.1%	-5.5%	-3.2%	-2.4%	
2010	M	0.073	0.081	0.124	0.128	0.146	0.146	0.281	0.301	0.140	0.136	0.069	0.069	1.694	0.278	0.420	0.722	0.274	
2011	M	0.081	0.077	0.122	0.136	0.149	0.154	0.237	0.294	0.140	0.129	0.076	0.079	1.674	-1.2%	0.279	0.439	0.671	0.284
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	0.2%	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

VISITOR DAYS													DAY VISITOR	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Day Visitor	M	1.694	1.674	1.677	1.675	1.586	1.592	1.527	1.620	1.621	1.544	0.636	0.927	
All Visitor Types	M	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.339	4.026	
Share of Total	%	27.7%	27.5%	27.4%	27.2%	26.6%	26.4%	25.7%	26.6%	27.1%	26.3%	27.2%	23.0%	
Annual Change in Share	%		-0.7%	-0.4%	-0.7%	-2.3%	-0.6%	-2.9%	3.7%	2.0%	-2.9%	3.2%	-15.2%	
Change in Share from 2010	%		-0.7%	-1.1%	-1.8%	-4.1%	-4.7%	-7.4%	-4.0%	-2.1%	-4.9%	-1.9%	-16.9%	
Avg Ann. Change in Share	%		-0.7%	-0.6%	-0.6%	-1.0%	-0.9%	-1.2%	-0.6%	-0.3%	-0.5%	-0.2%	-1.5%	



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

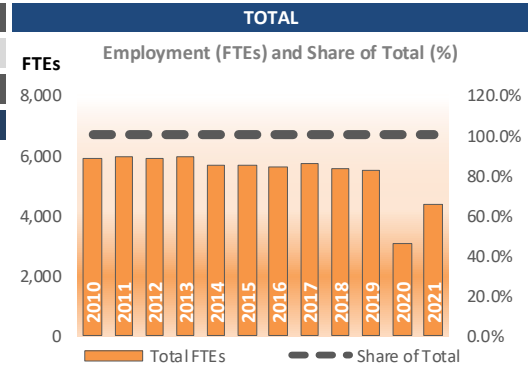
Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		TOTAL	TOTAL EMPLOYMENT			
FIFE COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-50.5%	-60.7%	-64.9%	-56.0%	-29.1%	-21.7%	-24.0%	-18.5%	-13.4%	-11.5%	2.2%	3.2%	-26.4%	Annual Change	-59.2%	-34.7%	-19.2%	-3.2%
% Change 2020 to 2021		-43.4%	-58.3%	-52.4%	103.5%	239.9%	259.3%	198.6%	36.2%	19.7%	50.4%	46.5%	52.6%	41.0%		-51.5%	204.7%	59.2%	50.1%
Average Annual Change		-4.6%	-5.5%	-5.9%	-5.1%	-2.6%	-2.0%	-2.2%	-1.7%	-1.2%	-1.0%	0.2%	0.3%	-2.4%		-5.4%	-3.2%	-1.7%	-0.3%
2010	FTEs	3,695	3,675	4,667	5,309	5,604	6,309	9,466	10,208	6,829	6,236	3,944	4,831	5,898		4,012	5,741	8,834	5,004
2011	FTEs	3,474	3,618	4,519	5,516	5,464	6,202	9,466	10,296	7,112	6,061	4,401	5,123	5,938	0.7%	3,870	5,727	8,958	5,195
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	-0.7%	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	0.9%	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

EMPLOYMENT													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)
Total	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	8,000	
Total Employment	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	6,000	
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%	4,000	
Annual Change in Share	%													2,000	
Change in Share from 2010	%													0	
Avg Ann. Change in Share	%													0	

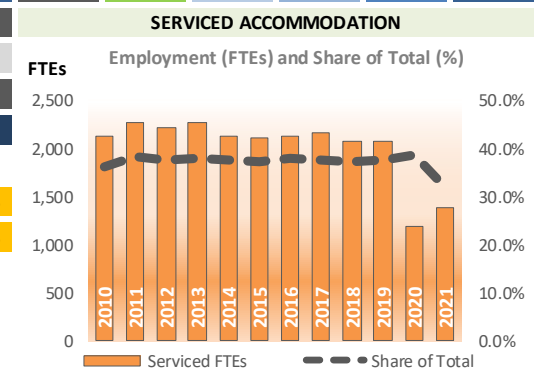


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		SERVICED		DIRECT EMPLOYMENT			
FIFE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-54.3%	-62.6%	-62.7%	-54.3%	-35.6%	-27.8%	-28.5%	-26.7%	-25.8%	-25.4%	-17.8%	-14.0%	-35.4%	-59.9%	-38.8%	-27.0%	-19.6%		
% Change 2020 to 2021		-38.5%	-52.6%	-49.8%	61.4%	136.4%	180.3%	119.9%	12.6%	2.2%	27.0%	11.2%	14.5%	15.6%	-47.1%	126.1%	28.5%	17.5%		
Average Annual Change		-4.9%	-5.7%	-5.7%	-4.9%	-3.2%	-2.5%	-2.6%	-2.4%	-2.3%	-2.3%	-1.6%	-1.3%	-3.2%	-5.4%	-3.5%	-2.5%	-1.8%		
2010	FTEs	1,787	1,789	1,904	2,089	2,170	2,306	2,520	2,687	2,462	2,259	1,855	1,767	2,133	1,827	2,188	2,556	1,960		
2011	FTEs	1,671	1,850	2,021	2,210	2,271	2,380	2,787	2,888	2,849	2,360	2,043	1,926	2,271	6.5%	1,847	2,287	2,841	2,110	
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	-2.8%	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	2.5%	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	-5.9%	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	-1.4%	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	1.4%	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	1.1%	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	-3.9%	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	-0.3%	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	-42.2%	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	15.6%	732	1,339	1,866	1,576	

EMPLOYMENT													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	
Serviced	FTEs	2,133	2,271	2,209	2,265	2,131	2,101	2,131	2,155	2,070	2,064	1,192	1,378	Employment (FTEs) and Share of Total (%)	
Total Employment	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343		
Share of Total	%	36.2%	38.3%	37.4%	38.0%	37.7%	37.2%	37.9%	37.5%	37.2%	37.6%	38.7%	31.7%		
Annual Change in Share	%		5.8%	-2.1%	1.6%	-0.9%	-1.3%	1.9%	-1.2%	-0.7%	1.1%	2.9%	-18.0%		
Change in Share from 2010	%		5.8%	3.6%	5.2%	4.3%	2.9%	4.9%	3.6%	2.9%	4.0%	7.0%	-12.3%		
Avg Ann. Change in Share	%		5.8%	1.8%	1.7%	1.1%	0.6%	0.8%	0.5%	0.4%	0.4%	0.7%	-1.1%		



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL

FIFE COUNCIL

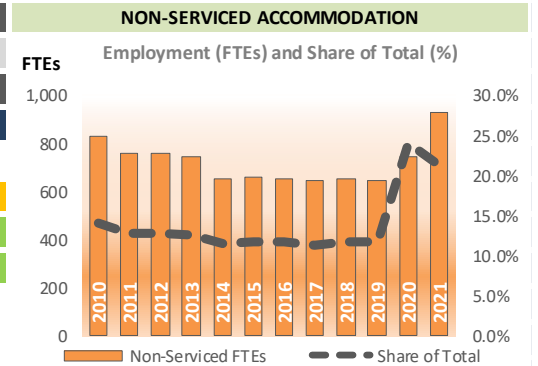
2010 to 2021

NON-SERVICED

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
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 2010 to 2021	-11.1%	-11.9%	-34.5%	4.7%	23.9%	12.6%	7.8%	18.3%	22.7%	16.9%	56.1%	38.8%	11.6%		-21.0%	14.0%	16.1%	33.5%
% Change 2020 to 2021	-27.9%	-35.2%	-43.1%	81.0%	153.8%	155.9%	115.9%	11.1%	4.9%	11.3%	27.0%	19.8%	24.9%		-36.1%	129.4%	28.2%	18.3%
Average Annual Change	-1.0%	-1.1%	-3.1%	0.4%	2.2%	1.1%	0.7%	1.7%	2.1%	1.5%	5.1%	3.5%	1.1%		-1.9%	1.3%	1.5%	3.0%
2010 FTEs	548	562	783	832	928	1,048	1,162	1,205	1,062	838	502	483	830		631	936	1,143	608
2011 FTEs	511	510	634	816	804	923	1,094	1,109	933	742	543	459	756	-8.8%	552	847	1,045	581
2012 FTEs	521	508	533	729	696	861	1,266	1,317	983	827	439	427	759	0.3%	521	762	1,189	564
2013 FTEs	468	494	605	723	752	871	1,185	1,251	923	779	465	434	746	-1.7%	522	782	1,120	559
2014 FTEs	388	408	567	651	729	787	947	1,052	815	645	421	380	649	-13.0%	454	722	938	482
2015 FTEs	394	417	599	656	710	809	961	1,038	828	665	426	384	657	1.3%	470	725	943	492
2016 FTEs	405	418	589	706	726	859	1,012	996	777	615	424	320	654	-0.5%	471	764	928	453
2017 FTEs	397	408	490	628	748	858	960	982	839	639	430	374	646	-1.2%	431	744	927	481
2018 FTEs	379	418	575	707	771	856	899	962	762	645	460	373	651	0.7%	458	778	874	493
2019 FTEs	379	416	569	710	763	852	890	948	757	639	454	372	646	-0.8%	455	775	865	488
2020 FTEs	676	764	900	481	453	461	580	1,284	1,242	881	617	560	742	14.8%	780	465	1,035	686
2021 FTEs	487	495	513	871	1,149	1,180	1,252	1,427	1,303	980	784	670	926	24.9%	498	1,067	1,327	811

EMPLOYMENT													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)
Non-Serviced	FTEs	830	756	759	746	649	657	654	646	651	646	742	926	
Total Employment	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	
Share of Total	%	14.1%	12.7%	12.9%	12.5%	11.5%	11.6%	11.6%	11.2%	11.7%	11.8%	24.1%	21.3%	
Annual Change in Share	%		-9.4%	1.0%	-2.7%	-8.3%	1.4%	0.0%	-3.5%	4.1%	0.6%	104.6%	-11.4%	
Change in Share from 2010	%		-9.4%	-8.5%	-10.9%	-18.3%	-17.2%	-17.2%	-20.1%	-16.9%	-16.3%	71.2%	51.6%	
Avg Ann. Change in Share	%		-9.4%	-4.3%	-3.6%	-4.6%	-3.4%	-2.9%	-2.9%	-2.1%	-1.8%	7.1%	4.7%	



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		SFR	DIRECT EMPLOYMENT			
FIFE COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
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 2010 to 2021		-53.8%	-93.8%	-94.7%	-80.7%	-33.0%	-22.1%	-23.4%	-12.6%	-3.7%	2.4%	35.8%	12.8%	-16.1%		-74.9%	-44.1%	-14.7%	13.9%
% Change 2020 to 2021		-56.2%	-94.5%	-93.7%	446.6%	6683.6%	#####	889.7%	47.7%	32.3%	126.3%	181.6%	188.2%	129.3%		-75.2%	3704.1%	98.6%	167.6%
Average Annual Change		-4.9%	-8.5%	-8.6%	-7.3%	-3.0%	-2.0%	-2.1%	-1.1%	-0.3%	0.2%	3.3%	1.2%	-1.5%		-6.8%	-4.0%	-1.3%	1.3%
2010	FTEs	188	98	106	539	443	672	1,159	1,299	660	635	392	1,146	611		131	551	1,039	724
2011	FTEs	168	100	104	557	420	651	1,162	1,258	674	617	421	1,169	609	-0.5%	124	543	1,031	736
2012	FTEs	185	101	98	540	392	641	1,165	1,278	672	649	410	1,279	618	1.5%	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

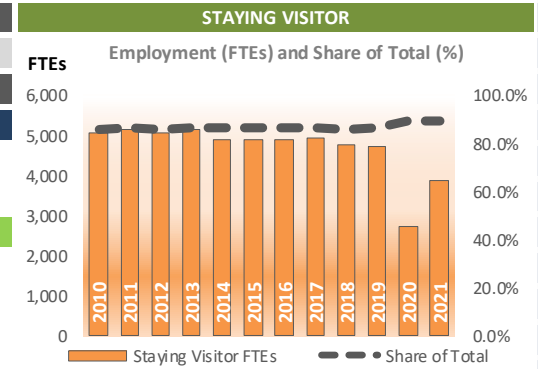
EMPLOYMENT													SFR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs			
SFR	FTEs	611	609	618	621	633	638	635	654	630	629	224	513	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343	800			
Share of Total	%	10.4%	10.2%	10.5%	10.4%	11.2%	11.3%	11.3%	11.4%	11.3%	11.5%	7.3%	11.8%	600			
Annual Change in Share	%		-1.1%	2.2%	-0.4%	7.5%	0.8%	0.1%	0.6%	-0.5%	1.3%	-36.6%	62.6%	400			
Change in Share from 2010	%		-1.1%	1.0%	0.6%	8.1%	9.0%	9.1%	9.8%	9.2%	10.6%	-29.9%	14.0%	200			
Avg Ann. Change in Share	%		-1.1%	0.5%	0.2%	2.0%	1.8%	1.5%	1.4%	1.1%	1.2%	-3.0%	1.3%	0			

This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		STAYING VISITOR	DIRECT EMPLOYMENT			
FIFE COUNCIL																			
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 2010 to 2021		-44.9%	-52.2%	-56.0%	-44.2%	-19.7%	-16.3%	-18.6%	-12.7%	-10.0%	-11.2%	3.3%	2.5%	-21.2%	Annual Change	-51.2%	-26.2%	-13.9%	-2.4%
% Change 2020 to 2021		-36.8%	-48.8%	-48.9%	76.8%	171.2%	219.0%	164.7%	19.2%	7.3%	32.9%	30.4%	49.1%	30.6%		-45.0%	154.7%	39.1%	37.5%
Average Annual Change		-4.1%	-4.7%	-5.1%	-4.0%	-1.8%	-1.5%	-1.7%	-1.2%	-0.9%	-1.0%	0.3%	0.2%	-1.9%		-4.7%	-2.4%	-1.3%	-0.2%
2010	FTEs	2,523	2,448	2,793	3,460	3,541	4,026	4,841	5,191	4,184	3,732	2,749	3,395	3,574		2,588	3,676	4,739	3,292
2011	FTEs	2,350	2,461	2,759	3,583	3,495	3,954	5,043	5,255	4,455	3,720	3,007	3,554	3,636	1.8%	2,523	3,677	4,918	3,427
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	-1.4%	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	1.3%	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

EMPLOYMENT													STAYING VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	
Staying Visitor	FTEs	5,053	5,123	5,075	5,136	4,876	4,868	4,868	4,951	4,777	4,737	2,742	3,879	Employment (FTEs) and Share of Total (%)	
Total Employment	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343		
Share of Total	%	85.7%	86.3%	86.0%	86.3%	86.3%	86.2%	86.7%	86.1%	85.9%	86.3%	89.0%	89.3%		
Annual Change in Share	%		0.7%	-0.3%	0.3%	0.1%	-0.1%	0.5%	-0.7%	-0.3%	0.5%	3.1%	0.3%		
Change in Share from 2010	%		0.7%	0.4%	0.7%	0.7%	0.6%	1.2%	0.5%	0.2%	0.8%	3.9%	4.3%		
Avg Ann. Change in Share	%		0.7%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.0%	0.1%	0.4%	0.4%		

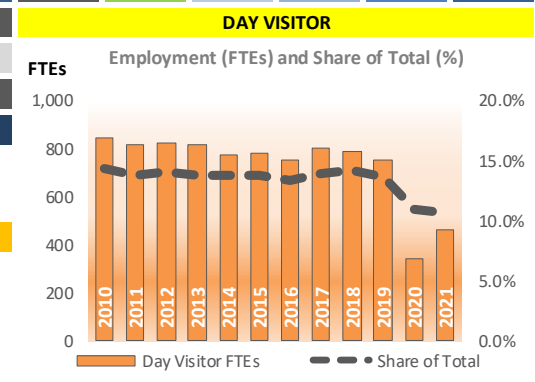


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		DAY VISITOR		DIRECT EMPLOYMENT			
FIFE COUNCIL																				
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					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2010 to 2021		-60.5%	-67.8%	-68.4%	-74.3%	-67.7%	-42.5%	-36.4%	-39.0%	-32.2%	-21.5%	-52.9%	-17.9%	-45.1%	Annual Change	-66.1%	-61.0%	-36.7%	-28.5%	
% Change 2020 to 2021		-53.9%	-62.6%	-12.4%	8894.0%	185.5%	66.6%	104.5%	69.9%	89.1%	78.2%	24.4%	-11.6%	37.3%		-46.8%	143.9%	86.2%	30.5%	
Average Annual Change		-5.5%	-6.2%	-6.2%	-6.8%	-6.2%	-3.9%	-3.3%	-3.5%	-2.9%	-2.0%	-4.8%	-1.6%	-4.1%		-6.0%	-5.5%	-3.3%	-2.6%	
2010	FTEs	496	544	837	570	649	648	1,773	1,895	880	918	465	466	845		626	622	1,516	616	
2011	FTEs	536	507	804	594	649	670	1,462	1,810	862	851	505	521	814	-3.7%	616	637	1,378	626	
2012	FTEs	508	540	945	548	579	621	1,340	1,764	931	892	527	688	824	1.2%	665	583	1,345	702	
2013	FTEs	447	508	817	492	636	701	1,443	1,820	914	899	540	600	818	-0.7%	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	

EMPLOYMENT													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Day Visitor	FTEs	845	814	824	818	774	778	748	800	787	750	338	464		
Total Employment	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343		
Share of Total	%	14.3%	13.7%	14.0%	13.7%	13.7%	13.8%	13.3%	13.9%	14.1%	13.7%	11.0%	10.7%		
Annual Change in Share	%		-4.3%	1.8%	-1.6%	-0.3%	0.6%	-3.3%	4.5%	1.6%	-3.3%	-19.8%	-2.6%		
Change in Share from 2010	%		-4.3%	-2.5%	-4.1%	-4.4%	-3.9%	-7.1%	-2.9%	-1.3%	-4.6%	-23.5%	-25.5%		
Avg Ann. Change in Share	%		-4.3%	-1.3%	-1.4%	-1.1%	-0.8%	-1.2%	-0.4%	-0.2%	-0.5%	-2.3%	-2.3%		



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

**STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL**

2021

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

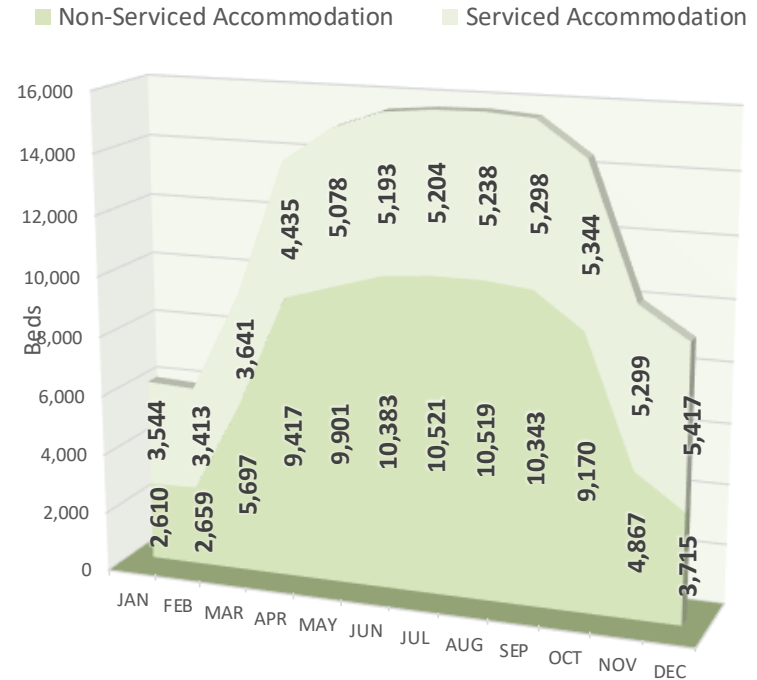
	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
SERVICED ACCOMMODATION 2021						
Serviced Accommodation Total	171	5,468	-59	-47	-148	-986
+50 Room	7	1,707	+1	+233	+0	+209
26-50 Room	16	1,380	+0	+33	+1	+37
<26 Room	57	1,470	-12	-26	-39	-410
Guest Houses/B&Bs	90	910	-48	-286	-111	-823

	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
NON-SERVICED ACCOMMODATION 2021						
Non-Serviced Accommodation Total	450	10,525	-13	+247	+182	+1,529
Self catering	419	7,698	-18	-82	+173	+1,213
Touring/Camping	31	2,827	+5	+329	+9	+316

	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
DISTRIBUTION BY TYPE OF ACCOMMODATION 2021						
All Paid Accommodation Total	621	15,993	-72	+201	+34	+543
Serviced Accommodation Share of Total	28%	34%				
Non-Serviced Accommodation Share of Total	72%	66%				

	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SEASONAL AVAILABILITY OF BED SUPPLY 2021												
All Paid Accommodation Total	6,154	6,072	9,338	13,851	14,978	15,576	15,725	15,756	15,642	14,514	10,166	9,132
Serviced Accommodation	3,544	3,413	3,641	4,435	5,078	5,193	5,204	5,238	5,298	5,344	5,299	5,417
Non-Serviced Accommodation	2,610	2,659	5,697	9,417	9,901	10,383	10,521	10,519	10,343	9,170	4,867	3,715

**SEASONAL AVAILABILITY OF BED SUPPLY
2021**



Report Sections With Historic Financial Data Indexed to 2021 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>

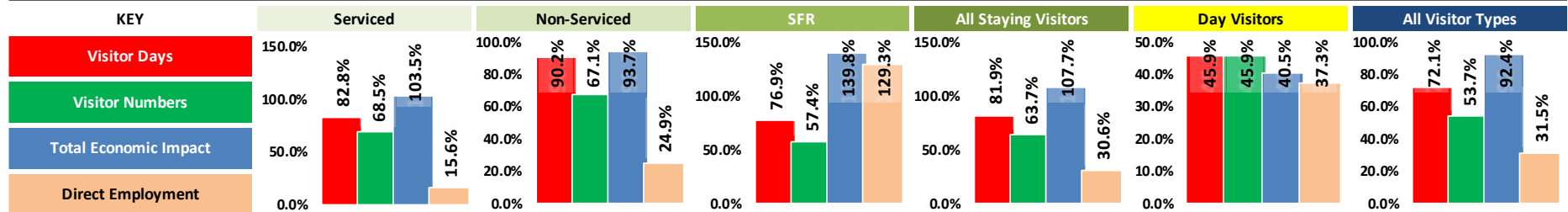
Indexation: *Indexation to: 2021*

2010	<i>1.35</i>
2011	<i>1.29</i>
2012	<i>1.24</i>
2013	<i>1.20</i>
2014	<i>1.17</i>
2015	<i>1.15</i>
2016	<i>1.14</i>
2017	<i>1.11</i>
2018	<i>1.07</i>
2019	<i>1.04</i>
2020	<i>1.01</i>
2021	<i>1.00</i>

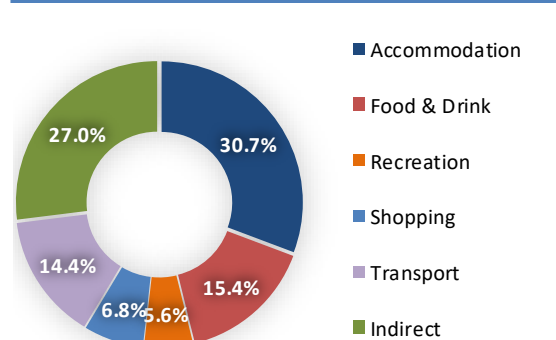
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
Visitor Days	M	0.685	0.374	82.8%	0.894	0.470	90.2%	1.519	0.859	76.9%	3.098	1.703	81.9%	0.927	0.636	45.9%	4.026	2.339	72.1%		
Visitor Numbers	M	0.349	0.207	68.5%	0.146	0.088	67.1%	0.324	0.206	57.4%	0.820	0.501	63.7%	0.927	0.636	45.9%	1.747	1.136	53.7%		
Direct Expenditure	£M																202.90	105.12	93.0%		
Economic Impact	£M	120.72	59.32	103.5%	59.74	30.84	93.7%	51.07	21.30	139.8%	231.54	111.45	107.7%	46.29	32.94	40.5%	277.83	144.40	92.4%		
Direct Employment	FTEs	1,378	1,192	15.6%	926	742	24.9%	513	224	129.3%	2,817	2,158	30.6%	464	338	37.3%	3,281	2,495	31.5%		
Total Employment	FTEs																4,343	3,080	41.0%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021

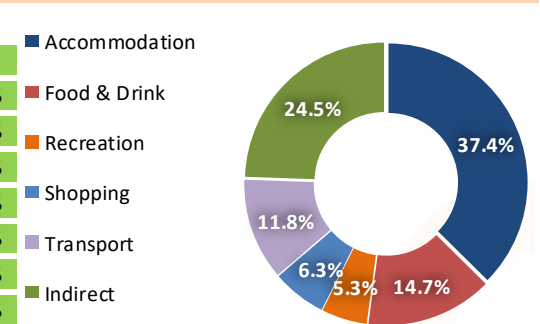


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	85.37	41.87	103.9%
Food & Drink	42.86	23.96	78.9%
Recreation	15.56	7.998	94.6%
Shopping	19.00	10.75	76.7%
Transport	40.10	20.54	95.2%
TOTAL DIRECT	202.90	105.12	93.0%
Indirect	74.93	39.28	90.8%
TOTAL	277.83	144.40	92.4%

Sectoral Distribution of Employment - FTEs



STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

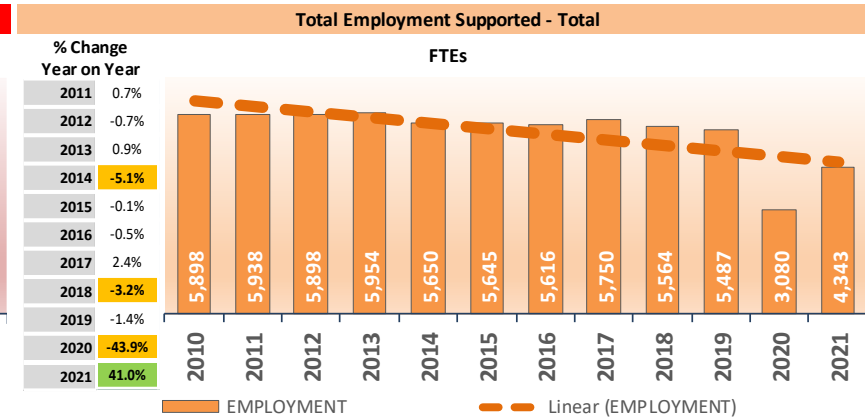
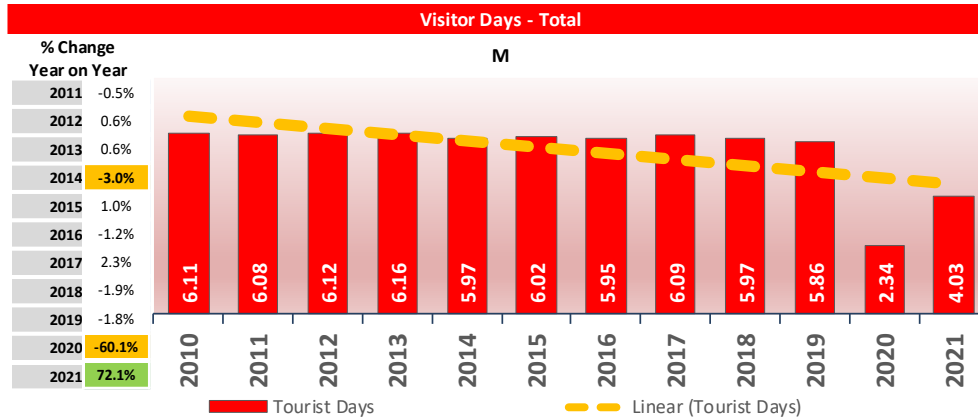
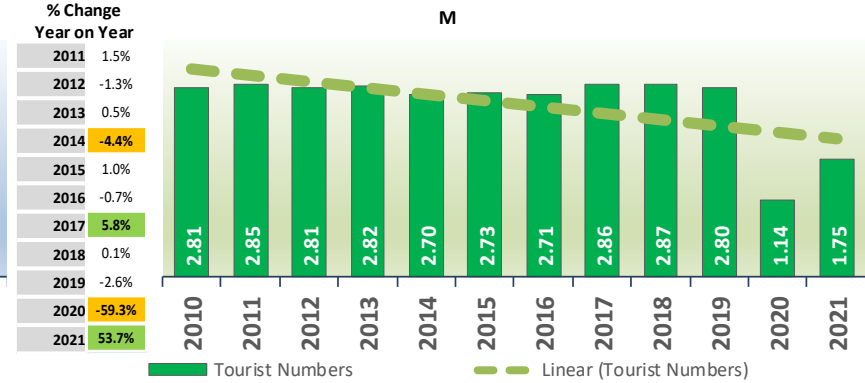
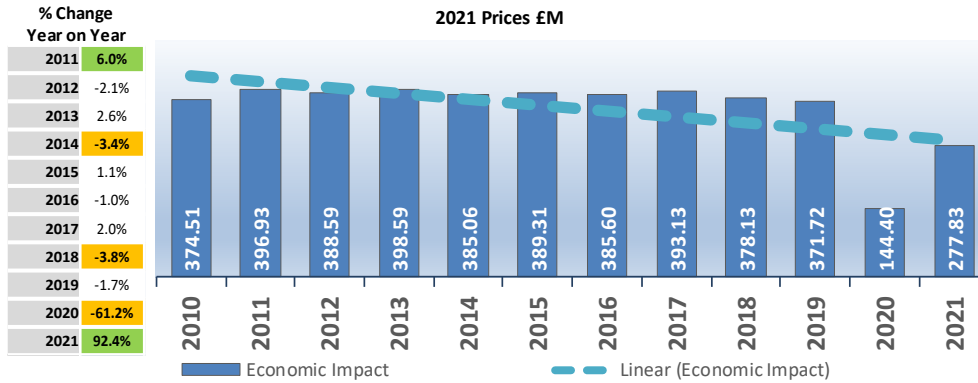
2010 to 2021
2021 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		6.0%	3.8%	6.4%	2.8%	4.0%	3.0%	5.0%	1.0%	-0.7%	-61.4%	-25.8%
Visitor Numbers		1.5%	0.2%	0.6%	-3.8%	-2.8%	-3.5%	2.1%	2.2%	-0.4%	-59.5%	-37.7%
Visitor Days		-0.5%	0.1%	0.7%	-2.3%	-1.4%	-2.6%	-0.4%	-2.3%	-4.1%	-61.7%	-34.1%
Total Employment		0.7%	0.0%	1.0%	-4.2%	-4.3%	-4.8%	-2.5%	-5.7%	-7.0%	-47.8%	-26.4%

"Linear" = Linear Trendline

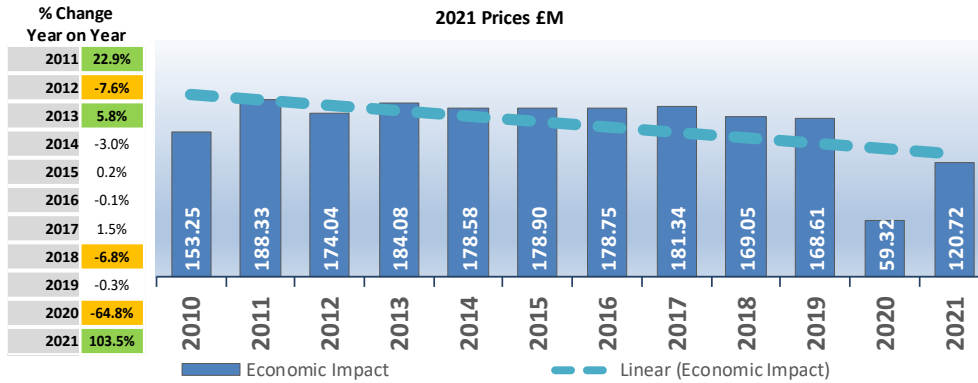
STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
2021 Prices

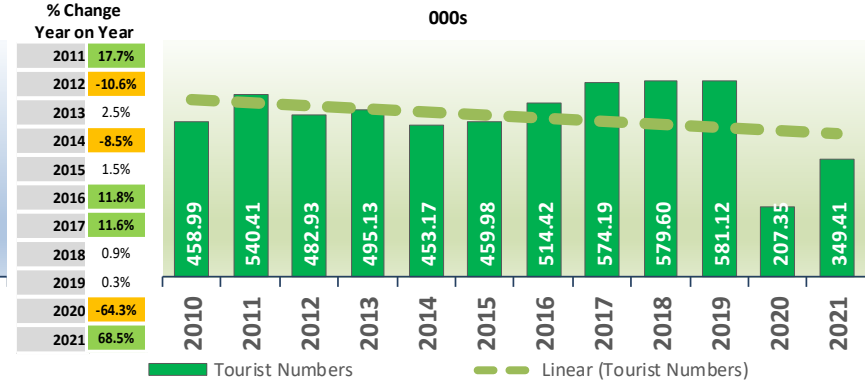
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

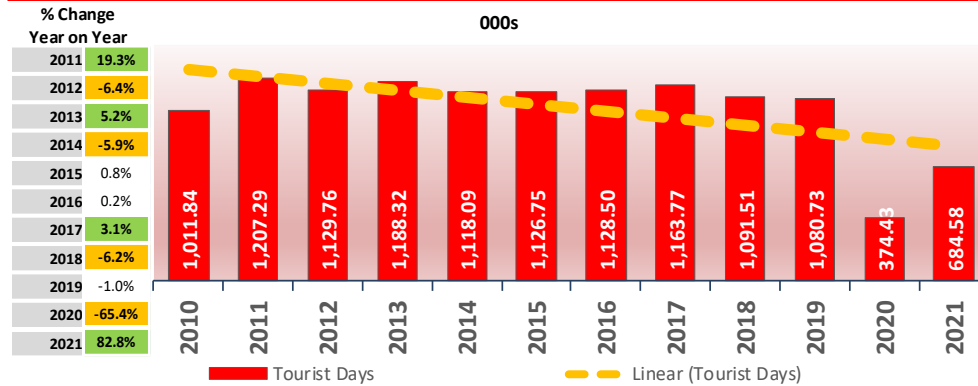
Economic Impact - Indexed - Serviced Accommodation



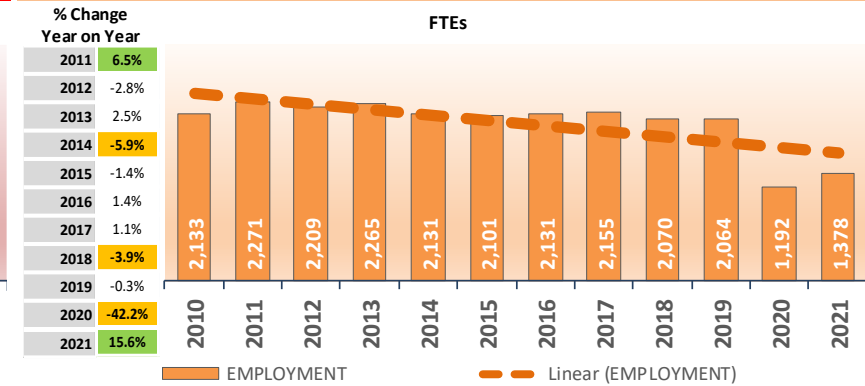
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		22.9%	13.6%	20.1%	16.5%	16.7%	16.6%	18.3%	10.3%	10.0%	-61.3%	-21.2%
Visitor Numbers		17.7%	5.2%	7.9%	-1.3%	0.2%	12.1%	25.1%	26.3%	26.6%	-54.8%	-23.9%
Visitor Days		19.3%	11.7%	17.4%	10.5%	11.4%	11.5%	15.0%	7.9%	6.8%	-63.0%	-32.3%
Direct Employment		6.5%	3.6%	6.2%	-0.1%	-1.5%	-0.1%	1.0%	-2.9%	-3.2%	-44.1%	-35.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
2021 Prices

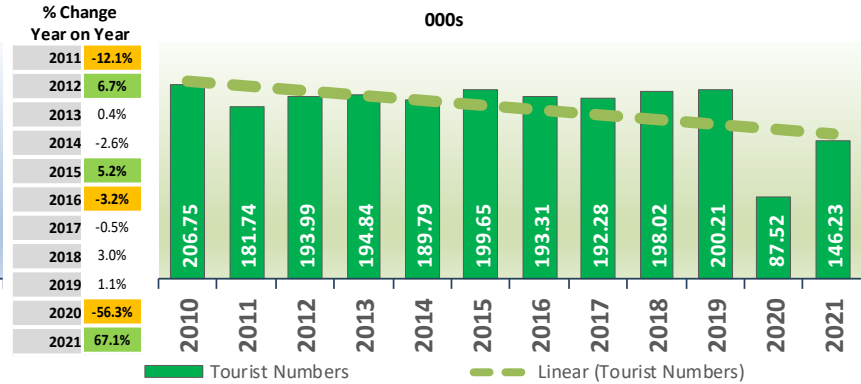
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

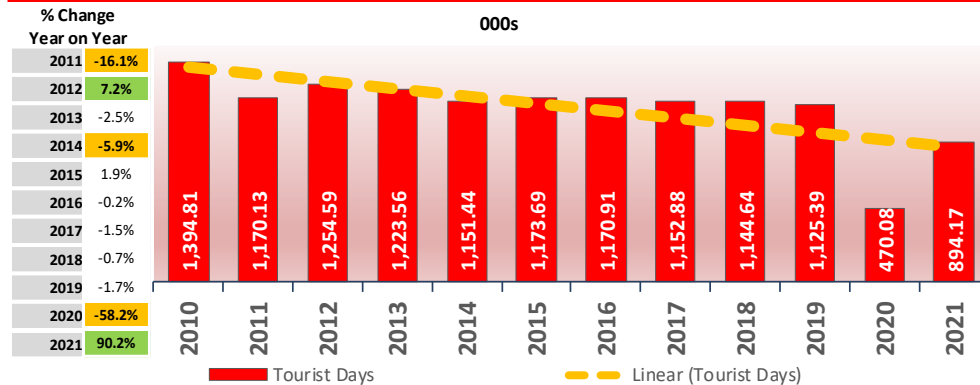
Economic Impact - Indexed - Non-Serviced Accommodation



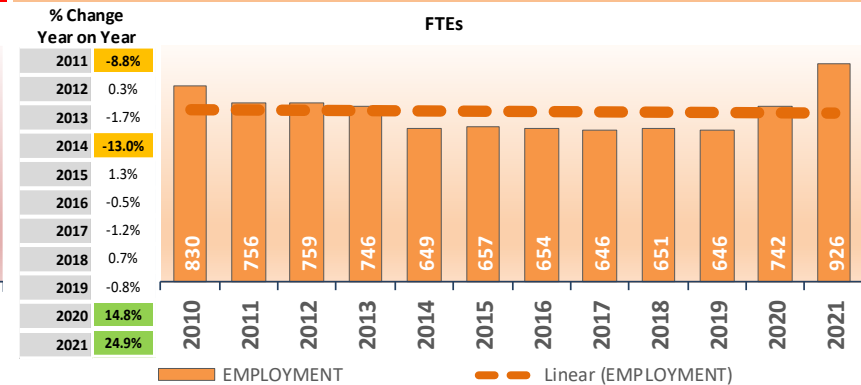
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-15.6%	-9.2%	-10.1%	-15.4%	-12.4%	-13.3%	-13.0%	-14.7%	-17.5%	-61.1%	-24.6%
Visitor Numbers		-12.1%	-6.2%	-5.8%	-8.2%	-3.4%	-6.5%	-7.0%	-4.2%	-3.2%	-57.7%	-29.3%
Visitor Days		-16.1%	-10.1%	-12.3%	-17.4%	-15.9%	-16.1%	-17.3%	-17.9%	-19.3%	-66.3%	-35.9%
Direct Employment		-8.8%	-8.5%	-10.1%	-21.8%	-20.7%	-21.2%	-22.1%	-21.6%	-22.2%	-10.6%	11.6%

"Linear" = Linear Trendline

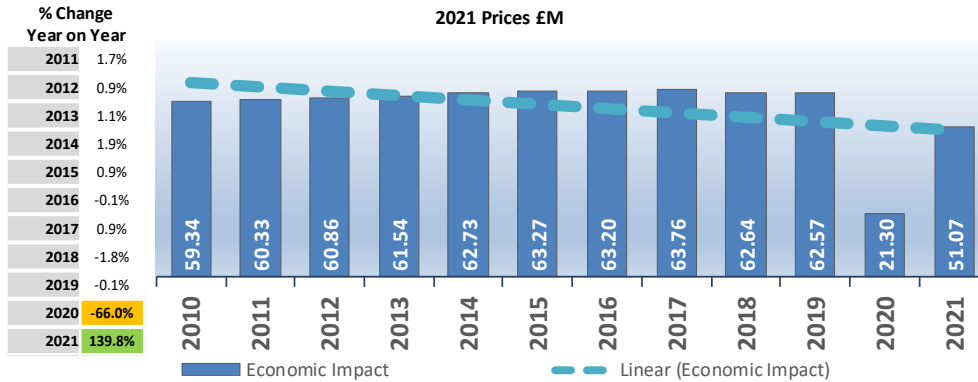
STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
2021 Prices

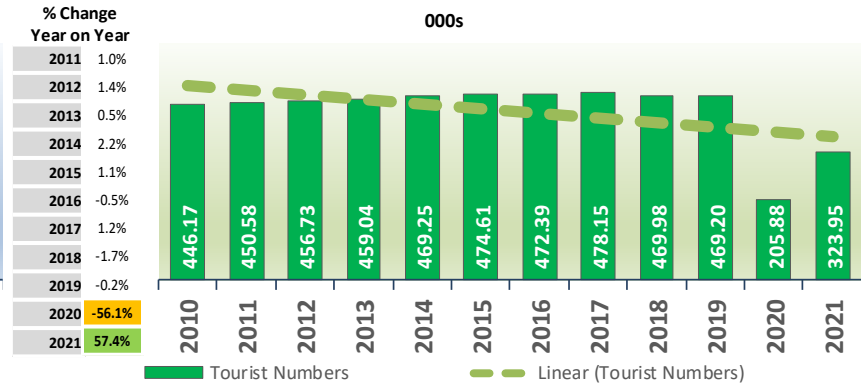
SFR

KEY MEASURES
Indexed

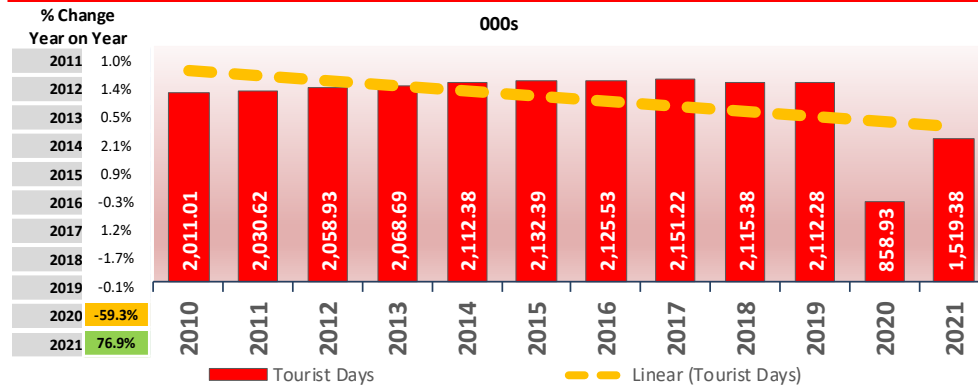
Economic Impact - Indexed - SFR



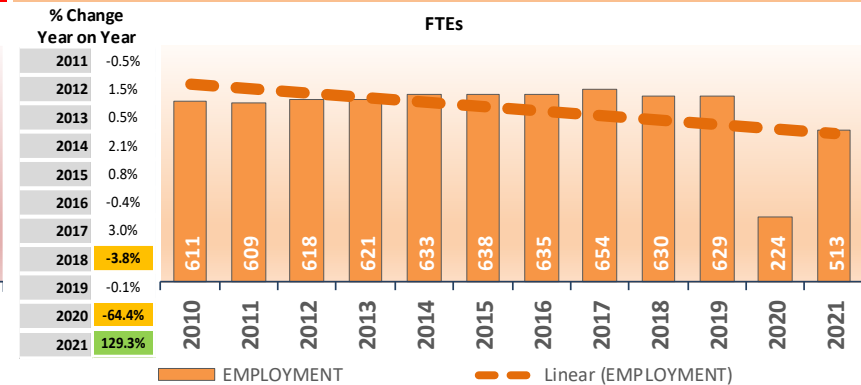
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		1.7%	2.6%	3.7%	5.7%	6.6%	6.5%	7.5%	5.6%	5.4%	-64.1%	-13.9%
Visitor Numbers		1.0%	2.4%	2.9%	5.2%	6.4%	5.9%	7.2%	5.3%	5.2%	-53.9%	-27.4%
Visitor Days		1.0%	2.4%	2.9%	5.0%	6.0%	5.7%	7.0%	5.2%	5.0%	-57.3%	-24.4%
Direct Employment		-0.5%	1.0%	1.5%	3.6%	4.4%	3.9%	7.0%	3.0%	2.9%	-63.4%	-16.1%

"Linear" = Linear Trendline

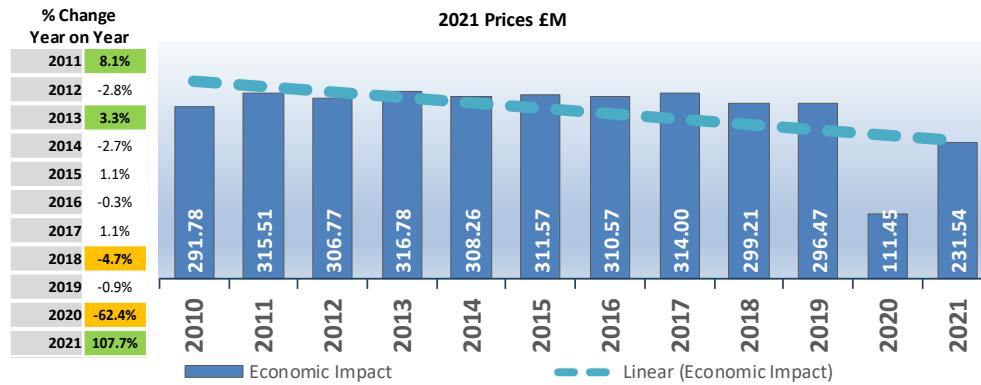
STEAM REPORT FOR 2010-2021 - FINAL
FIFE COUNCIL

2010 to 2021
2021 Prices

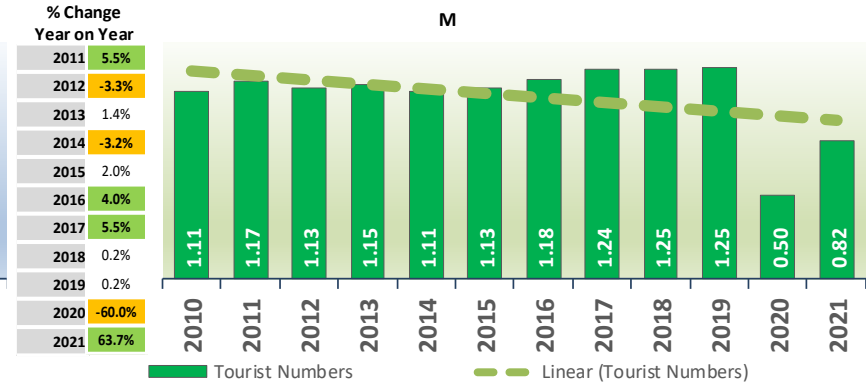
STAYING VISITOR

KEY MEASURES
Indexed

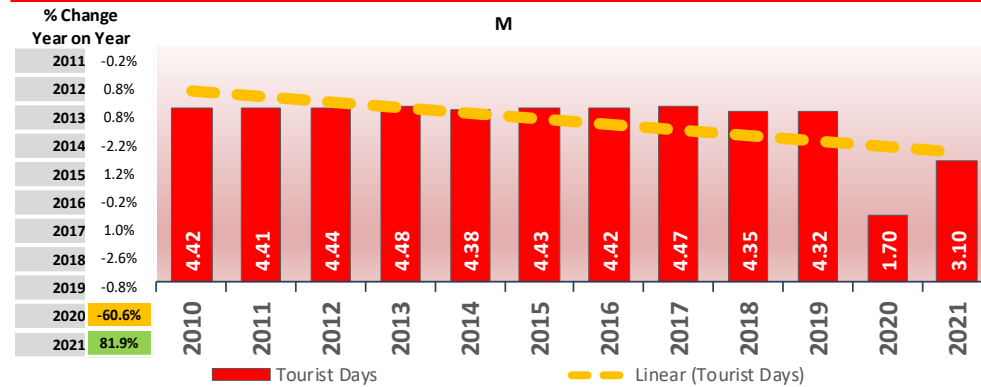
Economic Impact - Indexed - Staying Visitor



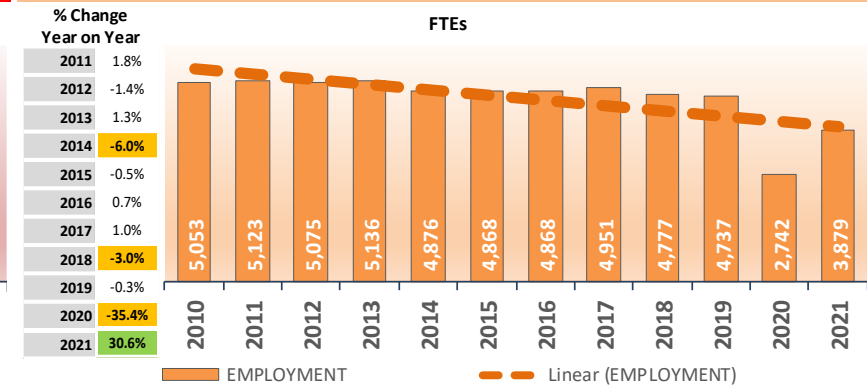
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		8.1%	5.1%	8.6%	5.7%	6.8%	6.4%	7.6%	2.5%	1.6%	-61.8%	-20.6%
Visitor Numbers		5.5%	2.0%	3.3%	0.0%	2.0%	6.1%	11.9%	12.2%	12.5%	-55.0%	-26.3%
Visitor Days		-0.2%	0.6%	1.4%	-0.8%	0.3%	0.2%	1.1%	-1.5%	-2.2%	-61.4%	-29.9%
Direct Employment		1.4%	0.4%	1.6%	-3.5%	-3.7%	-3.6%	-2.0%	-5.4%	-6.2%	-45.7%	-23.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL

FIFE COUNCIL

2010 to 2021
2021 Prices

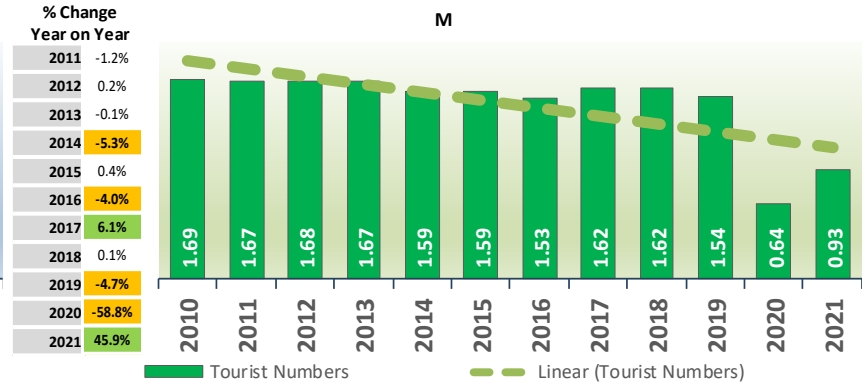
DAY VISITOR

KEY MEASURES
Indexed

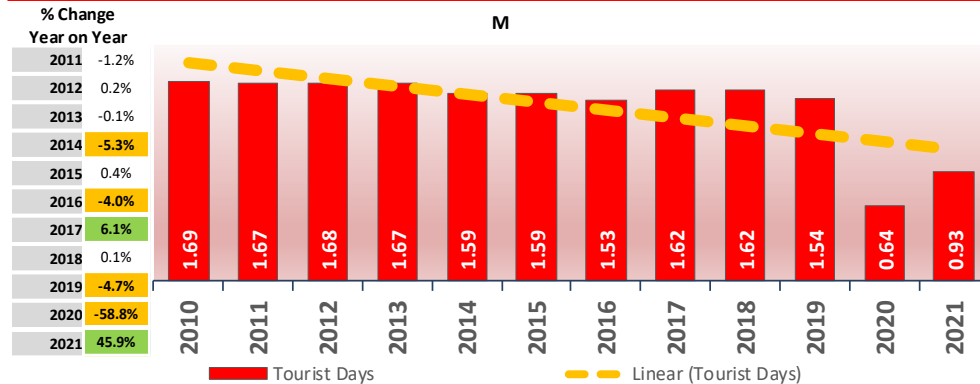
Economic Impact - Indexed - Day Visitor



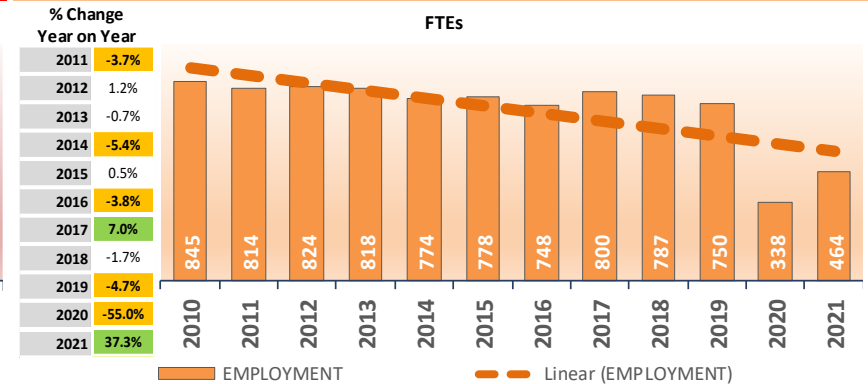
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

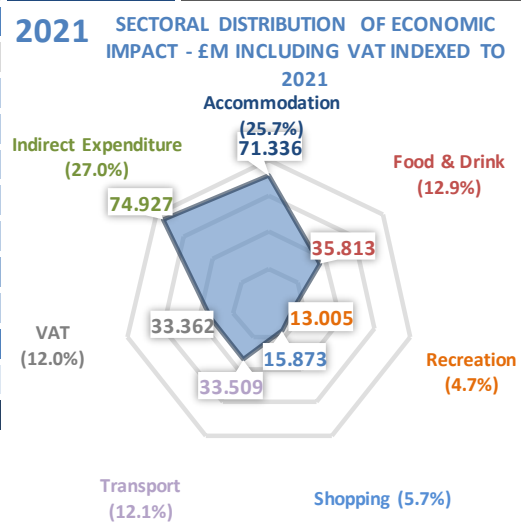


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-1.6%	-1.1%	-1.1%	-7.2%	-6.0%	-9.3%	-4.4%	-4.6%	-9.0%	-60.2%	-44.1%
Visitor Numbers		-1.2%	-1.0%	-1.1%	-6.4%	-6.0%	-9.8%	-4.3%	-4.3%	-8.8%	-62.5%	-45.2%
Visitor Days		-1.2%	-1.0%	-1.1%	-6.4%	-6.0%	-9.8%	-4.3%	-4.3%	-8.8%	-62.5%	-45.2%
Direct Employment		-3.7%	-2.5%	-3.2%	-8.5%	-8.0%	-11.5%	-5.4%	-6.9%	-11.3%	-60.0%	-45.1%

"Linear" = Linear Trendline

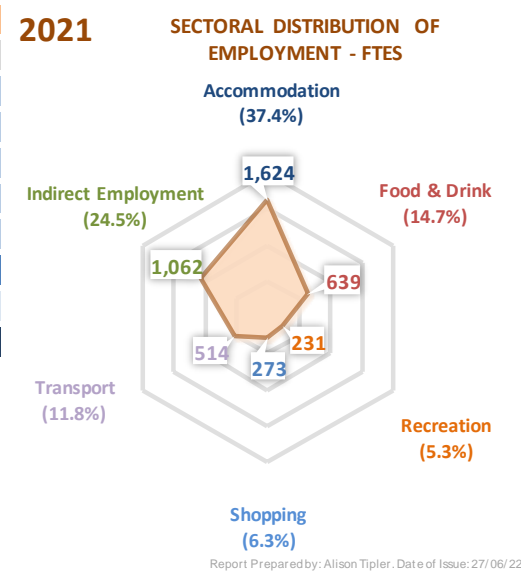
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	£M	87.69	97.31	92.60	96.28	94.22	95.46	93.18	95.08	89.48	88.57	36.80	71.34
Food & Drink	£M	53.76	54.31	53.65	54.79	52.39	52.91	52.91	53.97	52.57	51.44	21.06	35.81
Recreation	£M	18.55	18.29	17.99	18.38	17.71	18.11	17.53	18.14	17.79	17.39	7.030	13.00
Shopping	£M	24.88	25.16	25.09	25.37	24.20	24.19	24.40	24.86	24.22	23.76	9.447	15.87
Transport	£M	47.00	48.37	47.84	48.97	47.15	47.37	47.95	48.49	46.93	46.19	18.05	33.51
Direct Revenue	£M	231.87	243.43	237.18	243.79	235.67	238.04	235.97	240.55	230.99	227.35	92.40	169.54
VAT	£M	40.58	48.69	47.44	48.76	47.13	47.61	47.19	48.11	46.20	45.47	12.73	33.36
Direct Expenditure	£M	272.45	292.11	284.61	292.55	282.81	285.65	283.16	288.66	277.19	272.81	105.12	202.90
Indirect Expenditure	£M	102.07	104.81	103.98	106.04	102.25	103.66	102.44	104.47	100.94	98.91	39.28	74.93
TOTAL	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83



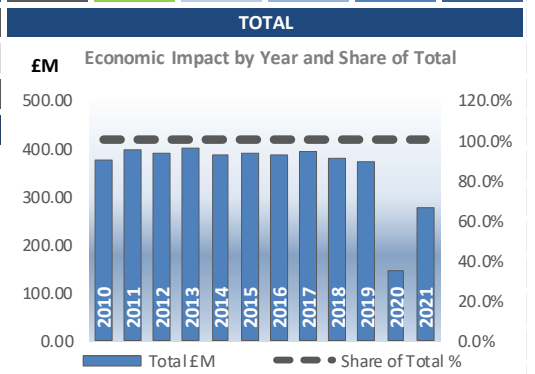
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	FTEs	1,973	1,974	1,939	1,950	1,775	1,758	1,757	1,762	1,747	1,745	1,555	1,624
Food & Drink	FTEs	963	973	969	981	944	947	944	977	938	918	376	639
Recreation	FTEs	330	326	323	327	317	323	311	327	316	309	125	231
Shopping	FTEs	430	434	437	438	421	418	420	434	417	409	163	273
Transport	FTEs	723	744	742	753	729	728	735	754	719	708	277	514
Direct Employment	FTEs	4,419	4,451	4,409	4,449	4,187	4,175	4,168	4,255	4,137	4,089	2,495	3,281
Indirect Employment	FTEs	1,479	1,487	1,489	1,504	1,463	1,471	1,449	1,496	1,427	1,399	585	1,062
TOTAL	FTEs	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	3,080	4,343



STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 2021 Prices	TOTAL	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER					
KEY	TOTAL																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
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	TOTAL	Annual Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-63.1%	-86.7%	-86.9%	-79.1%	-34.5%	-22.6%	-21.0%	-12.9%	-9.9%	-5.6%	33.5%	22.5%	-25.8%		-80.0%	-43.2%	-15.2%	11.5%	
% Change 2020 to 2021	-61.0%	-87.4%	-81.5%	529.2%	2101.0%	1296.7%	499.0%	73.7%	49.4%	120.2%	157.9%	141.9%	92.4%		-77.2%	1302.7%	118.0%	136.4%	
Average Annual Change	-5.7%	-7.9%	-7.9%	-7.2%	-3.1%	-2.1%	-1.9%	-1.2%	-0.9%	-0.5%	3.0%	2.0%	-2.3%		-7.3%	-3.9%	-1.4%	1.0%	
2010	£M	14.61	14.75	21.42	27.05	29.73	34.47	59.59	65.61	37.17	33.70	15.90	20.51	374.51		50.78	91.24	162.37	70.11
2011	£M	12.92	14.95	21.36	29.31	29.31	34.73	66.02	71.71	39.99	33.09	20.14	23.38	396.93	6.0%	49.24	93.35	177.73	76.61
2012	£M	14.11	14.11	19.92	26.81	25.36	32.48	66.16	71.40	40.46	33.77	18.16	25.84	388.59	-2.1%	48.14	84.65	178.02	77.77
2013	£M	12.59	13.73	20.87	26.33	27.91	33.00	70.62	75.13	39.89	34.05	19.24	25.24	398.59	2.6%	47.19	87.23	185.65	78.52
2014	£M	12.78	12.98	20.15	26.30	27.49	31.92	68.31	70.16	37.70	30.50	19.40	27.37	385.06	-3.4%	45.91	85.71	176.17	77.28
2015	£M	13.48	13.86	20.31	26.05	28.70	32.14	68.16	68.15	36.88	33.25	20.11	28.22	389.31	1.1%	47.65	86.90	173.19	81.58
2016	£M	13.79	15.03	21.94	25.92	28.05	34.42	62.70	65.47	37.02	31.88	20.97	28.43	385.60	-1.0%	50.76	88.38	165.19	81.27
2017	£M	14.66	14.83	19.71	27.03	29.96	35.84	64.79	68.44	38.28	33.50	19.78	26.31	393.13	2.0%	49.20	92.82	171.51	79.60
2018	£M	13.21	14.98	20.37	27.03	32.25	35.69	60.01	66.09	35.11	31.07	17.83	24.49	378.13	-3.8%	48.56	94.97	161.21	73.39
2019	£M	13.00	14.97	20.24	26.70	31.24	35.04	58.11	65.45	34.48	30.23	17.43	24.84	371.72	-1.7%	48.21	92.99	158.03	72.50
2020	£M	13.79	15.52	15.15	0.898	0.884	1.911	7.856	32.89	22.42	14.45	8.233	10.39	144.40	-61.2%	44.46	3.693	63.17	33.07
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	92.4%	10.15	51.80	137.68	78.19

ECONOMIC IMPACT - INDEXED TO 2021													TOTAL	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	%
Total	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83	
All Visitor Types	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83	
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 2010	%													
Avg Ann. Change in Share	%													

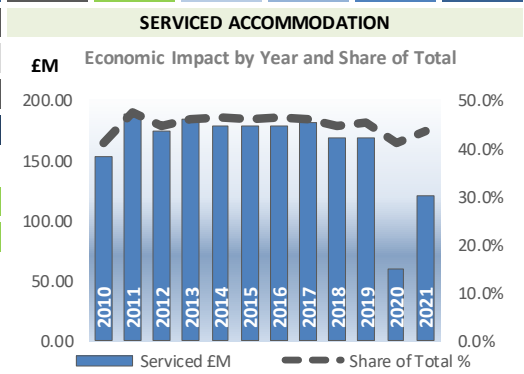


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 2021 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-55.9%	-93.8%	-95.4%	-80.3%	-34.5%	-12.1%	-5.0%	-3.3%	-8.0%	-10.4%	41.7%	62.8%	-21.2%	Annual Change	-83.0%	-39.7%	-5.1%	18.7%	
% Change 2020 to 2021		-57.1%	-94.1%	-93.8%	#####	#####	#####	773.3%	72.8%	41.8%	215.5%	146.7%	193.1%	103.5%	Annual Change	-81.6%	#####	125.0%	184.5%	
Average Annual Change		-5.1%	-8.5%	-8.7%	-7.3%	-3.1%	-1.1%	-0.5%	-0.3%	-0.7%	-0.9%	3.8%	5.7%	-1.9%	Annual Change	-7.5%	-3.6%	-0.5%	1.7%	
2010	£M	6.823	7.072	8.661	11.66	12.97	14.77	22.71	25.76	15.70	14.29	7.055	5.770	153.25		22.56	39.40	64.18	27.11	
2011	£M	5.501	8.316	10.73	13.35	14.40	16.28	32.33	33.86	19.78	15.42	10.04	8.317	188.33	22.9%	24.55	44.03	85.97	33.78	
2012	£M	6.090	6.744	9.264	12.44	12.43	15.05	31.29	31.23	18.32	13.34	9.352	8.492	174.04	-7.6%	22.10	39.92	80.84	31.18	
2013	£M	5.919	6.813	10.12	12.47	13.45	14.88	34.95	33.96	18.96	14.37	9.728	8.453	184.08	5.8%	22.86	40.80	87.87	32.55	
2014	£M	6.500	6.621	9.119	12.30	12.69	14.34	33.24	32.65	18.26	13.59	9.783	9.491	178.58	-3.0%	22.24	39.33	84.15	32.86	
2015	£M	7.389	7.489	9.346	11.73	13.74	14.22	30.57	30.82	16.68	14.97	10.86	11.07	178.90	0.2%	24.22	39.70	78.08	36.90	
2016	£M	7.664	8.437	10.33	11.09	13.05	15.13	28.18	28.55	17.73	14.84	11.42	12.34	178.75	-0.1%	26.43	39.27	74.46	38.60	
2017	£M	8.056	8.323	10.39	12.85	13.91	15.76	30.10	30.17	17.10	14.61	10.51	9.570	181.34	1.5%	26.77	42.51	77.37	34.69	
2018	£M	7.112	8.354	10.20	11.83	15.05	15.61	26.31	28.73	15.94	12.81	8.388	8.731	169.05	-6.8%	25.66	42.49	70.97	29.93	
2019	£M	7.021	8.067	10.07	11.86	15.03	15.61	26.29	28.63	15.99	12.78	8.452	8.812	168.61	-0.3%	25.15	42.50	70.91	30.04	
2020	£M	7.014	7.365	6.459	0.020	0.048	0.034	2.470	14.41	10.19	4.056	4.053	3.204	59.32	-64.8%	20.84	0.102	27.07	11.31	
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	103.5%	3.844	23.78	60.91	32.19	

ECONOMIC IMPACT - INDEXED TO 2021													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total	
Serviced	£M	153.25	188.33	174.04	184.08	178.58	178.90	178.75	181.34	169.05	168.61	59.32	120.72	200.00	
All Visitor Types	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83	150.00	
Share of Total	%	40.9%	47.4%	44.8%	46.2%	46.4%	46.0%	46.4%	46.1%	44.7%	45.4%	41.1%	43.5%	100.00	
Annual Change in Share	%		16.0%	-5.6%	3.1%	0.4%	-0.9%	0.9%	-0.5%	-3.1%	1.5%	-9.4%	5.8%	50.00	
Change in Share from 2010	%		16.0%	9.5%	12.9%	13.3%	12.3%	13.3%	12.7%	9.3%	10.8%	0.4%	6.2%	20.00	
Avg Ann. Change in Share	%		16.0%	4.7%	4.3%	3.3%	2.5%	2.2%	1.8%	1.2%	1.2%	0.0%	0.6%	10.00	

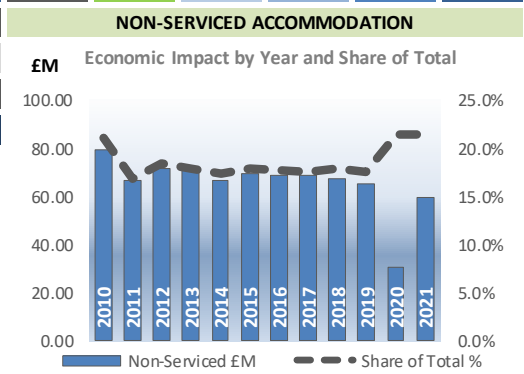


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 2021 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-94.3%	-97.0%	-95.3%	-80.2%	-14.3%	-30.3%	-33.3%	-5.3%	-1.8%	12.4%	167.5%	9.6%	-24.6%	Annual Change	-95.5%	-38.6%	-14.6%	40.2%	
% Change 2020 to 2021		-92.0%	-97.8%	-95.6%	79.8%	3546.2%		4526.8%	85.4%	46.9%	55.0%	289.4%	931.4%	93.7%	Annual Change	-95.8%	1505.7%	131.0%	125.8%	
Average Annual Change		-8.6%	-8.8%	-8.7%	-7.3%	-1.3%	-2.8%	-3.0%	-0.5%	-0.2%	1.1%	15.2%	0.9%	-2.2%	Annual Change	-8.7%	-3.5%	-1.3%	3.7%	
2010	£M	2.222	2.443	5.056	6.425	7.917	9.030	13.05	13.89	8.954	6.738	1.856	1.607	79.19		9.721	23.37	35.90	10.20	
2011	£M	1.558	1.581	3.057	6.463	6.069	7.549	11.91	12.38	7.472	5.428	2.388	0.997	66.86	-15.6%	6.196	20.08	31.77	8.813	
2012	£M	2.294	2.057	2.013	5.449	4.955	7.089	14.21	15.08	8.913	7.670	1.055	1.078	71.87	7.5%	6.365	17.49	38.21	9.803	
2013	£M	1.468	1.826	3.069	5.354	5.843	7.070	13.93	15.36	7.844	6.744	1.499	1.160	71.17	-1.0%	6.363	18.27	37.14	9.403	
2014	£M	1.189	1.469	3.496	5.333	6.535	6.860	12.31	13.92	7.132	5.480	1.924	1.315	66.96	-5.9%	6.154	18.73	33.36	8.719	
2015	£M	1.320	1.650	4.160	5.728	6.510	7.740	11.94	12.86	7.752	6.174	2.103	1.454	69.39	3.6%	7.131	19.98	32.55	9.731	
2016	£M	1.489	1.669	3.984	6.767	6.838	8.669	12.91	12.36	6.729	5.041	2.074	0.091	68.62	-1.1%	7.142	22.27	32.00	7.206	
2017	£M	1.397	1.548	2.453	5.227	7.238	8.877	12.20	12.61	8.114	5.741	2.200	1.300	68.90	0.4%	5.398	21.34	32.92	9.241	
2018	£M	0.987	1.589	3.669	6.571	7.575	8.707	10.55	12.09	6.430	5.570	2.676	1.108	67.52	-2.0%	6.244	22.85	29.07	9.354	
2019	£M	0.954	1.502	3.470	6.311	7.078	8.162	10.81	12.35	6.027	5.169	2.442	1.027	65.30	-3.3%	5.927	21.55	29.19	8.638	
2020	£M	1.587	3.328	5.423	0.708	0.186		0.188	7.097	5.987	4.887	1.275	0.171	30.84	-52.8%	10.34	0.894	13.27	6.333	
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	93.7%	0.439	14.35	30.65	14.30	

ECONOMIC IMPACT - INDEXED TO 2021													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Non-Serviced	£M	79.19	66.86	71.87	71.17	66.96	69.39	68.62	68.90	67.52	65.30	30.84	59.74		
All Visitor Types	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83		
Share of Total	%	21.1%	16.8%	18.5%	17.9%	17.4%	17.8%	17.8%	17.5%	17.9%	17.6%	21.4%	21.5%		
Annual Change in Share	%		-20.3%	9.8%	-3.5%	-2.6%	2.5%	-0.2%	-1.5%	1.9%	-1.6%	21.6%	0.7%		
Change in Share from 2010	%		-20.3%	-12.5%	-15.6%	-17.8%	-15.7%	-15.8%	-17.1%	-15.6%	-16.9%	1.0%	1.7%		
Avg Ann. Change in Share	%		-20.3%	-6.3%	-5.2%	-4.4%	-3.1%	-2.6%	-2.4%	-1.9%	-1.9%	0.1%	0.2%		

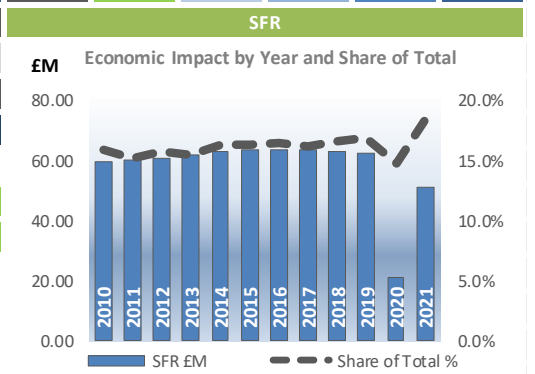


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 2021 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-54.9%	-94.0%	-94.8%	-80.2%	-31.4%	-20.2%	-21.5%	-10.4%	-1.3%	4.9%	39.1%	15.5%	-13.9%	Annual Change	-75.5%	-42.7%	-12.6%	16.7%
% Change 2020 to 2021		-58.3%	-94.7%	-94.0%	446.5%	6683.2%	#####	917.0%	56.6%	40.2%	138.7%	196.9%	204.0%	139.8%		-76.4%	3703.6%	110.0%	182.2%
Average Annual Change		-5.0%	-8.5%	-8.6%	-7.3%	-2.9%	-1.8%	-2.0%	-0.9%	-0.1%	0.4%	3.6%	1.4%	-1.3%		-6.9%	-3.9%	-1.1%	1.5%
2010	£M	1.506	0.783	0.854	4.314	3.546	5.377	9.399	10.54	5.354	5.165	3.185	9.314	59.34		3.143	13.24	25.29	17.66
2011	£M	1.378	0.822	0.853	4.555	3.434	5.322	9.626	10.43	5.582	5.125	3.492	9.710	60.33	1.7%	3.053	13.31	25.64	18.33
2012	£M	1.505	0.827	0.800	4.386	3.183	5.203	9.594	10.52	5.537	5.354	3.388	10.57	60.86	0.9%	3.132	12.77	25.65	19.31
2013	£M	1.470	0.847	0.843	4.399	3.317	5.209	9.745	10.68	5.498	5.420	3.497	10.61	61.54	1.1%	3.160	12.92	25.93	19.52
2014	£M	1.542	0.846	0.852	4.353	3.504	5.260	9.798	10.66	5.503	5.179	3.704	11.53	62.73	1.9%	3.240	13.12	25.96	20.41
2015	£M	1.596	0.859	0.868	4.363	3.487	5.293	9.804	10.53	5.454	5.288	3.774	11.96	63.27	0.9%	3.324	13.14	25.79	21.02
2016	£M	1.592	0.850	0.884	4.409	3.469	5.475	9.983	10.60	5.478	5.178	3.793	11.49	63.20	-0.1%	3.327	13.35	26.06	20.46
2017	£M	1.668	0.871	0.871	4.608	3.552	5.588	10.15	10.77	5.537	5.225	3.779	11.15	63.76	0.9%	3.410	13.75	26.45	20.15
2018	£M	1.567	0.867	0.887	4.624	3.722	5.597	9.902	10.79	5.364	5.033	3.634	10.65	62.64	-1.8%	3.322	13.94	26.05	19.32
2019	£M	1.564	0.857	0.883	4.634	3.711	5.595	9.889	10.76	5.365	5.020	3.610	10.68	62.57	-0.1%	3.305	13.94	26.01	19.31
2020	£M	1.629	0.899	0.740	0.156	0.036	0.007	0.726	6.033	3.769	2.270	1.493	3.540	21.30	-66.0%	3.268	0.199	10.53	7.303
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	139.8%	0.771	7.580	22.11	20.61

ECONOMIC IMPACT - INDEXED TO 2021													SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
SFR	£M	59.34	60.33	60.86	61.54	62.73	63.27	63.20	63.76	62.64	62.57	21.30	51.07		
All Visitor Types	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83		
Share of Total	%	15.8%	15.2%	15.7%	15.4%	16.3%	16.3%	16.4%	16.2%	16.6%	16.8%	14.7%	18.4%		
Annual Change in Share	%		-4.1%	3.1%	-1.4%	5.5%	-0.2%	0.8%	-1.0%	2.1%	1.6%	-12.4%	24.6%		
Change in Share from 2010	%		-4.1%	-1.1%	-2.6%	2.8%	2.6%	3.4%	2.4%	4.6%	6.2%	-6.9%	16.0%		
Avg Ann. Change in Share	%		-4.1%	-0.6%	-0.9%	0.7%	0.5%	0.6%	0.3%	0.6%	0.7%	-0.7%	1.5%		

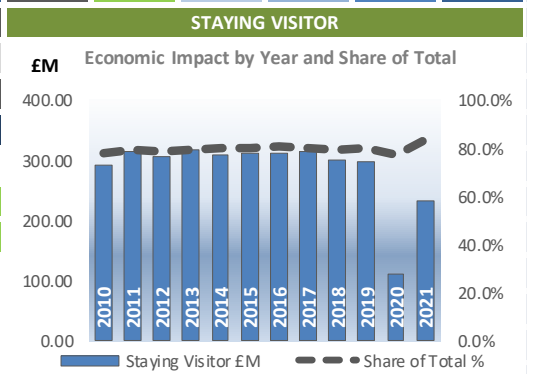


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 2021 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-63.8%	-94.6%	-95.3%	-80.3%	-27.5%	-19.2%	-16.6%	-5.4%	-5.0%	-1.5%	60.4%	31.3%	-20.6%	Annual Change	-85.7%	-39.9%	-9.3%	22.1%	
% Change 2020 to 2021		-62.7%	-95.2%	-94.6%	400.3%	6454.0%	#####	1012.8%	72.5%	43.0%	130.0%	184.4%	216.9%	107.7%	Annual Change	-85.3%	3724.6%	123.5%	169.0%	
Average Annual Change		-5.8%	-8.6%	-8.7%	-7.3%	-2.5%	-1.7%	-1.5%	-0.5%	-0.5%	-0.1%	5.5%	2.8%	-1.9%	Annual Change	-7.8%	-3.6%	-0.8%	2.0%	
2010	£M	10.55	10.30	14.57	22.40	24.43	29.18	45.17	50.19	30.01	26.19	12.10	16.69	291.78		35.42	76.01	125.37	54.98	
2011	£M	8.437	10.72	14.64	24.37	23.91	29.15	53.87	56.67	32.83	25.98	15.92	19.02	315.51	8.1%	33.80	77.42	143.37	60.92	
2012	£M	9.890	9.628	12.08	22.27	20.57	27.34	55.09	56.83	32.77	26.37	13.79	20.14	306.77	-2.8%	31.60	70.18	144.70	60.30	
2013	£M	8.857	9.486	14.04	22.23	22.61	27.16	58.63	60.00	32.30	26.53	14.72	20.22	316.78	3.3%	32.38	71.99	150.93	61.48	
2014	£M	9.231	8.936	13.47	21.98	22.73	26.46	55.34	57.22	30.90	24.24	15.41	22.34	308.26	-2.7%	31.63	71.17	143.46	61.99	
2015	£M	10.31	9.998	14.37	21.82	23.74	27.26	52.32	54.21	29.89	26.43	16.74	24.48	311.57	1.1%	34.68	72.82	136.42	67.66	
2016	£M	10.75	10.96	15.20	22.26	23.36	29.27	51.07	51.51	29.94	25.05	17.29	23.92	310.57	-0.3%	36.90	74.89	132.52	66.26	
2017	£M	11.12	10.74	13.71	22.68	24.70	30.22	52.45	53.55	30.75	25.58	16.49	22.02	314.00	1.1%	35.58	77.60	136.74	64.08	
2018	£M	9.666	10.81	14.75	23.02	26.35	29.92	46.76	51.60	27.73	23.41	14.70	20.49	299.21	-4.7%	35.23	79.28	126.09	58.60	
2019	£M	9.539	10.43	14.42	22.81	25.81	29.37	46.99	51.73	27.39	22.97	14.50	20.52	296.47	-0.9%	34.39	77.99	126.11	57.99	
2020	£M	10.23	11.59	12.62	0.884	0.270	0.041	3.384	27.54	19.94	11.21	6.821	6.915	111.45	-62.4%	34.44	1.195	50.87	24.95	
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	107.7%	5.054	45.71	113.67	67.10	

ECONOMIC IMPACT - INDEXED TO 2021													STAYING VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Staying Visitor	£M	291.78	315.51	306.77	316.78	308.26	311.57	310.57	314.00	299.21	296.47	111.45	231.54		
All Visitor Types	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83		
Share of Total	%	77.9%	79.5%	78.9%	79.5%	80.1%	80.0%	80.5%	79.9%	79.1%	79.8%	77.2%	83.3%		
Annual Change in Share	%		2.0%	-0.7%	0.7%	0.7%	0.0%	0.6%	-0.8%	-0.9%	0.8%	-3.2%	8.0%		
Change in Share from 2010	%		2.0%	1.3%	2.0%	2.8%	2.7%	3.4%	2.5%	1.6%	2.4%	-0.9%	7.0%		
Avg Ann. Change in Share	%		2.0%	0.7%	0.7%	0.7%	0.5%	0.6%	0.4%	0.2%	0.3%	-0.1%	0.6%		

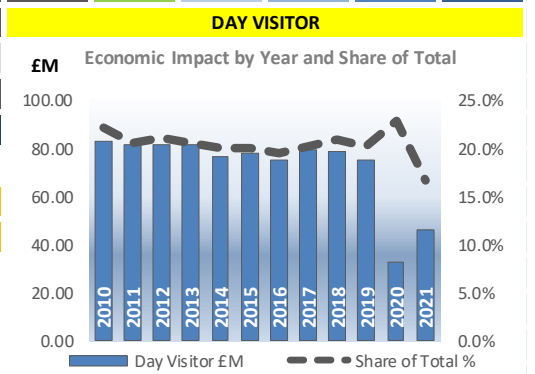


This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22

STEAM REPORT FOR 2010-2021 - FINAL FIFE COUNCIL													2010 to 2021 2021 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-61.3%	-68.5%	-69.1%	-73.6%	-66.9%	-41.1%	-34.8%	-37.5%	-30.6%	-19.6%	-51.7%	-15.9%	-44.1%	Annual Change	-66.9%	-60.0%	-35.1%	-26.7%	
% Change 2020 to 2021		-55.9%	-64.3%	-16.3%	8895.3%	185.6%	66.6%	110.2%	80.2%	100.4%	86.5%	30.2%	-7.5%	40.5%	Annual Change	-49.2%	144.0%	95.2%	36.5%	
Average Annual Change		-5.6%	-6.2%	-6.3%	-6.7%	-6.1%	-3.7%	-3.2%	-3.4%	-2.8%	-1.8%	-4.7%	-1.4%	-4.0%	Annual Change	-6.1%	-5.5%	-3.2%	-2.4%	
2010	£M	4.062	4.450	6.852	4.647	5.294	5.289	14.43	15.42	7.163	7.513	3.806	3.817	82.74		15.36	15.23	37.01	15.14	
2011	£M	4.484	4.235	6.719	4.944	5.406	5.581	12.15	15.04	7.161	7.114	4.220	4.358	81.42	-1.6%	15.44	15.93	34.36	15.69	
2012	£M	4.223	4.484	7.838	4.538	4.789	5.142	11.07	14.56	7.691	7.401	4.370	5.704	81.82	0.5%	16.55	14.47	33.33	17.47	
2013	£M	3.735	4.246	6.833	4.100	5.296	5.840	11.99	15.13	7.593	7.513	4.513	5.017	81.81	0.0%	14.81	15.24	34.71	17.04	
2014	£M	3.547	4.044	6.682	4.319	4.752	5.462	12.96	12.94	6.800	6.260	3.991	5.031	76.79	-6.1%	14.27	14.53	32.71	15.28	
2015	£M	3.176	3.861	5.932	4.230	4.966	4.883	15.84	13.94	6.990	6.817	3.365	3.740	77.74	1.2%	12.97	14.08	36.77	13.92	
2016	£M	3.045	4.071	6.743	3.652	4.690	5.144	11.63	13.96	7.081	6.821	3.683	4.507	75.03	-3.5%	13.86	13.49	32.68	15.01	
2017	£M	3.539	4.091	5.996	4.342	5.261	5.616	12.34	14.90	7.529	7.929	3.294	4.290	79.13	5.5%	13.63	15.22	34.77	15.51	
2018	£M	3.541	4.173	5.623	4.010	5.900	5.773	13.25	14.49	7.381	7.658	3.133	3.996	78.93	-0.3%	13.34	15.68	35.12	14.79	
2019	£M	3.465	4.541	5.815	3.893	5.429	5.678	11.12	13.72	7.088	7.260	2.922	4.322	75.25	-4.7%	13.82	15.00	31.93	14.50	
2020	£M	3.564	3.926	2.532	0.014	0.614	1.870	4.472	5.348	2.481	3.240	1.412	3.471	32.94	-56.2%	10.02	2.498	12.30	8.123	
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	40.5%	5.092	6.094	24.01	11.09	

ECONOMIC IMPACT - INDEXED TO 2021													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Day Visitor	£M	82.74	81.42	81.82	81.81	76.79	77.74	75.03	79.13	78.93	75.25	32.94	46.29		
All Visitor Types	£M	374.51	396.93	388.59	398.59	385.06	389.31	385.60	393.13	378.13	371.72	144.40	277.83		
Share of Total	%	22.1%	20.5%	21.1%	20.5%	19.9%	20.0%	19.5%	20.1%	20.9%	20.2%	22.8%	16.7%		
Annual Change in Share	%		-7.2%	2.6%	-2.5%	-2.8%	0.1%	-2.6%	3.4%	3.7%	-3.0%	12.7%	-27.0%		
Change in Share from 2010	%		-7.2%	-4.7%	-7.1%	-9.7%	-9.6%	-11.9%	-8.9%	-5.5%	-8.4%	3.3%	-24.6%		
Avg Ann. Change in Share	%		-7.2%	-2.3%	-2.4%	-2.4%	-1.9%	-2.0%	-1.3%	-0.7%	-0.9%	0.3%	-2.2%		



This report is copyright © Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Alison Tipler. Date of Issue: 27/06/22