



STEAM FINAL TREND REPORT FOR 2009-2020

Final

FIFE COUNCIL

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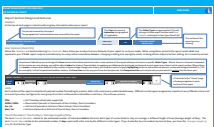
Website: www.globaltourismsolutions.co.uk

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**KEY IMPACT MEASURES:
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INDEXED FINANCIAL DATA



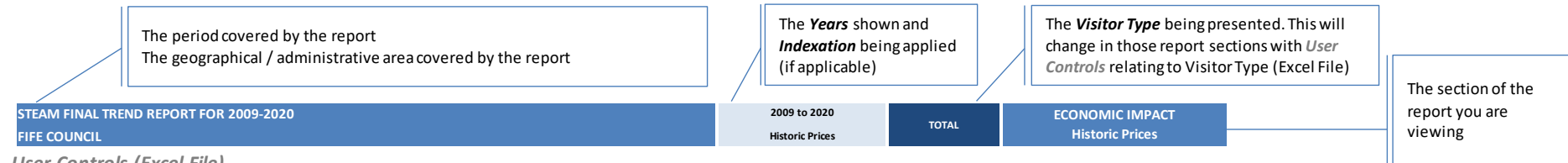
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Report Section Design and Features

Headers

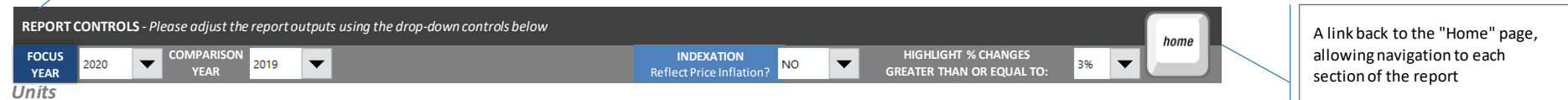
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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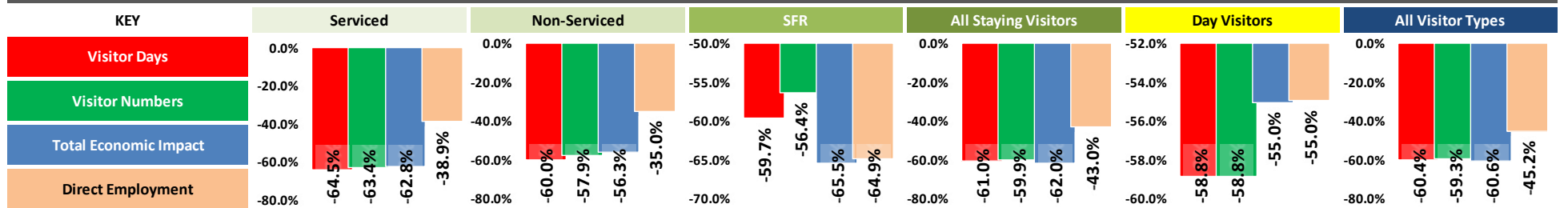
Comparing 2020 and 2019
All £'s Historic Prices

COMPARATIVE HEADLINES

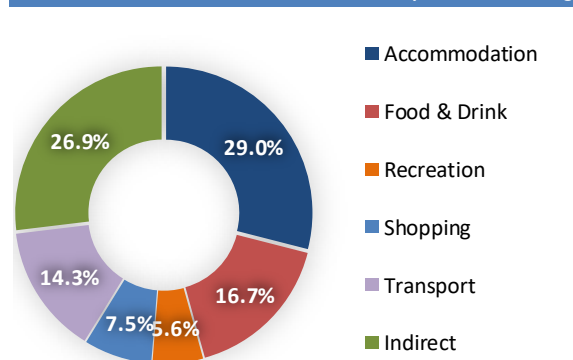
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
	An increase of 3% or more			Less than 3% change			A Fall of 3% or more																	
Visitor Days	M	0.384	1.081	-64.5%	0.450	1.125	-60.0%	0.852	2.112	-59.7%	1.686	4.318	-61.0%	0.636	1.544	-58.8%	2.321	5.863	-60.4%					
Visitor Numbers	M	0.212	0.581	-63.4%	0.084	0.200	-57.9%	0.205	0.469	-56.4%	0.501	1.251	-59.9%	0.636	1.544	-58.8%	1.137	2.795	-59.3%					
Direct Expenditure	£M																102.93	262.07	-60.7%					
Economic Impact	£M	60.18	161.97	-62.8%	27.41	62.73	-56.3%	20.75	60.10	-65.5%	108.34	284.80	-62.0%	32.50	72.29	-55.0%	140.84	357.09	-60.6%					
Direct Employment	FTEs	1,262	2,064	-38.9%	420	646	-35.0%	221	629	-64.9%	1,903	3,339	-43.0%	338	750	-55.0%	2,240	4,089	-45.2%					
Total Employment	FTEs																2,812	5,487	-48.7%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES



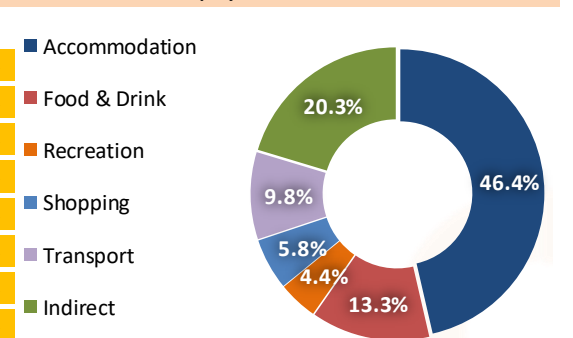
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2020	2019	+/- %
Accommodation	40.83	102.10	-60.0%
Food & Drink	23.54	59.29	-60.3%
Recreation	7.850	20.04	-60.8%
Shopping	10.57	27.39	-61.4%
Transport	20.15	53.25	-62.2%
TOTAL DIRECT	102.93	262.07	-60.7%
Indirect	37.90	95.01	-60.1%
TOTAL	140.84	357.09	-60.6%

Sectoral Distribution of Employment - FTEs

Sectors	2020	2019	+/- %
Accommodation	1,305	1,745	-25.2%
Food & Drink	374	918	-59.2%
Recreation	124	309	-59.8%
Shopping	162	409	-60.4%
Transport	275	708	-61.1%
TOTAL DIRECT	2,240	4,089	-45.2%
Indirect	572	1,399	-59.1%
TOTAL	2,812	5,487	-48.7%



Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

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

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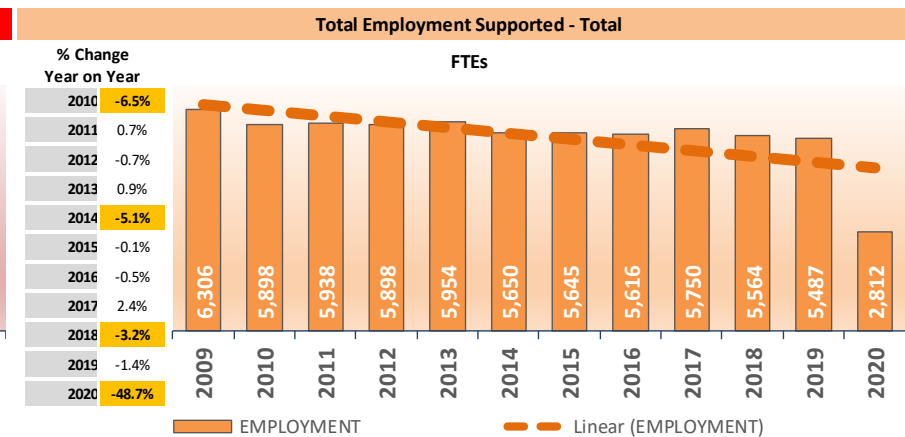
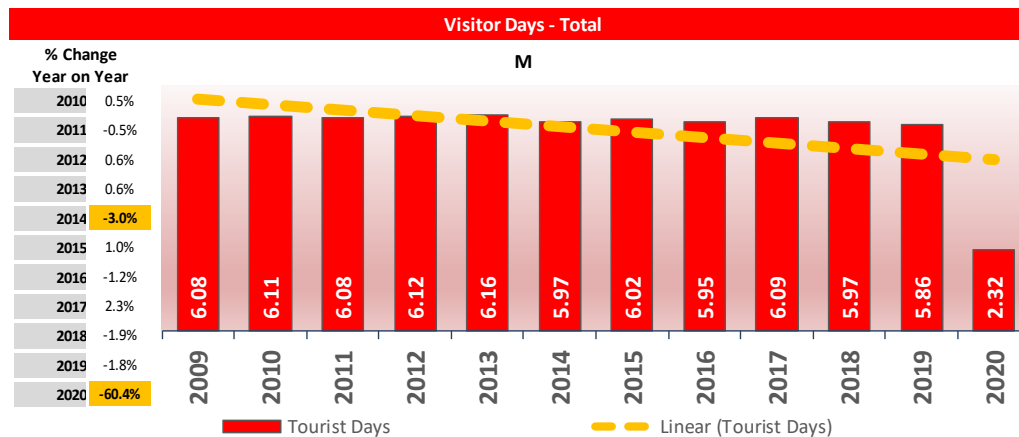
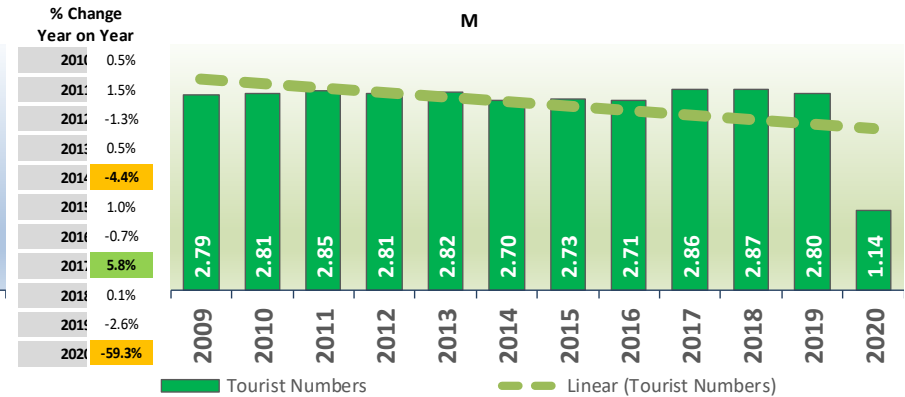
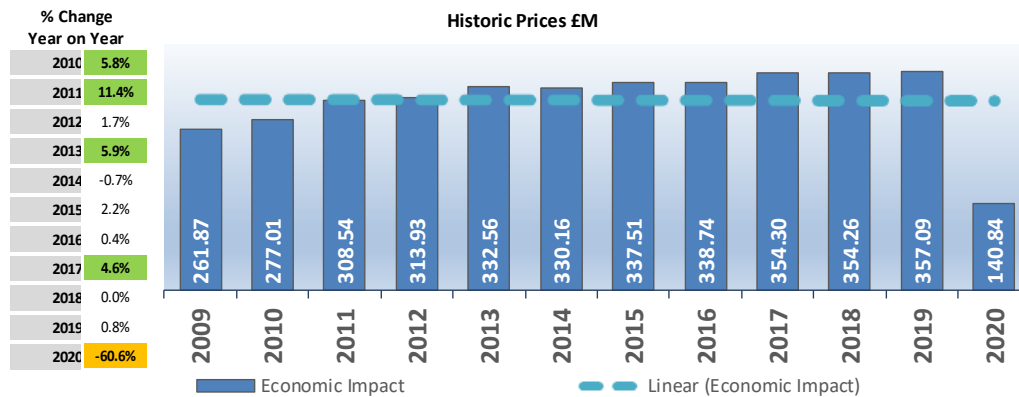
2009 to 2020
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.8%	17.8%	19.9%	27.0%	26.1%	28.9%	29.4%	35.3%	35.3%	36.4%	-46.2%
Visitor Numbers		0.5%	1.9%	0.6%	1.1%	-3.4%	-2.4%	-3.1%	2.6%	2.7%	0.1%	-59.3%
Visitor Days		0.5%	0.0%	0.7%	1.2%	-1.8%	-0.9%	-2.1%	0.1%	-1.8%	-3.6%	-61.8%
Total Employment		-6.5%	-5.8%	-6.5%	-5.6%	-10.4%	-10.5%	-10.9%	-8.8%	-11.8%	-13.0%	-55.4%

"Linear" = Linear Trendline

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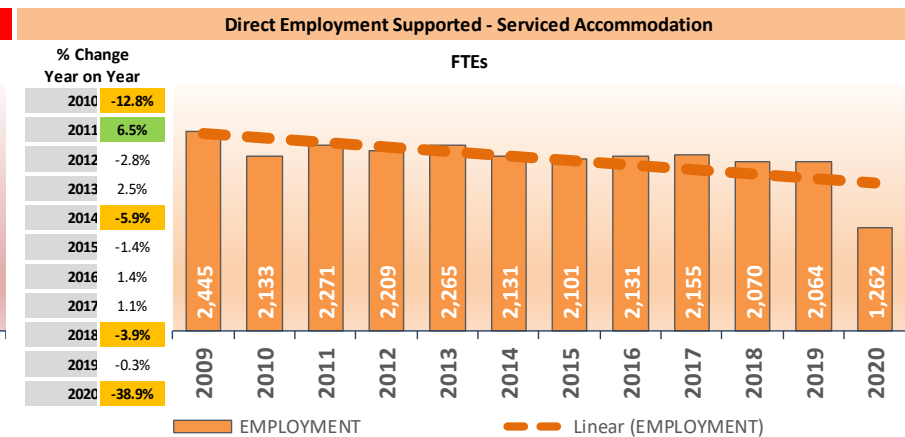
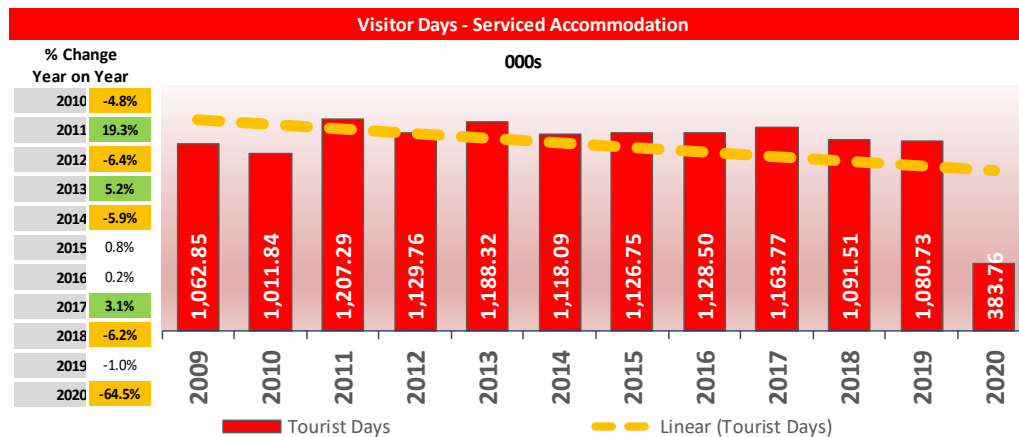
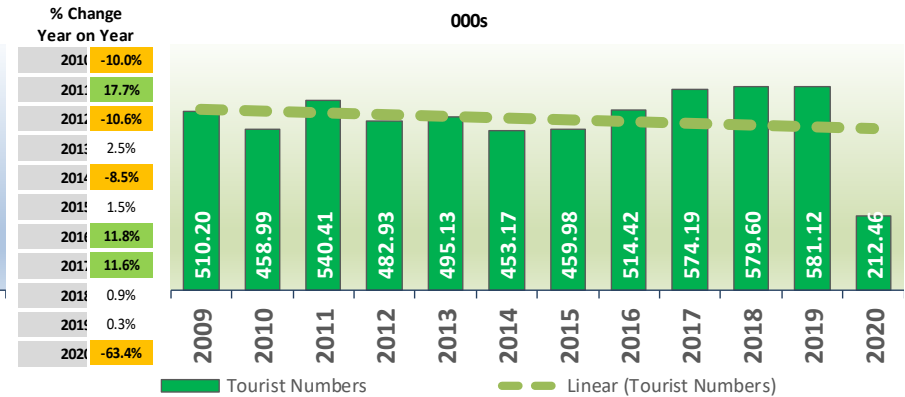
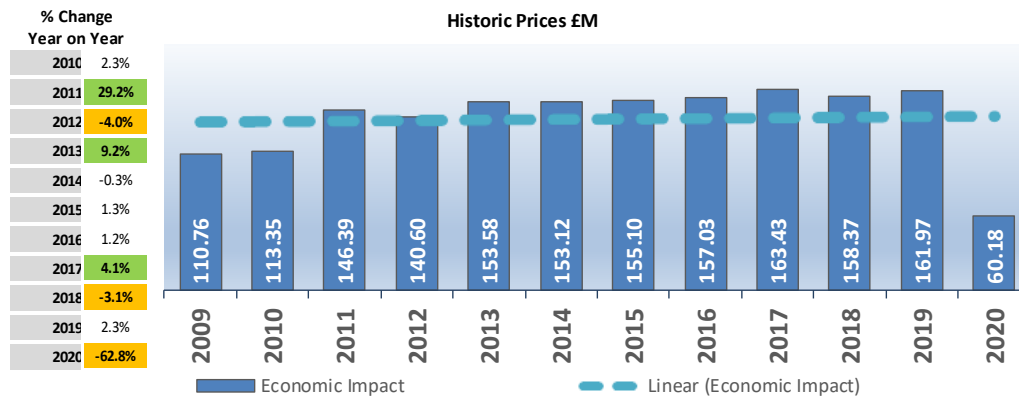
2009 to 2020
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		2.3%	32.2%	26.9%	38.7%	38.2%	40.0%	41.8%	47.6%	43.0%	46.2%	-45.7%
Visitor Numbers		-10.0%	5.9%	-5.3%	-3.0%	-11.2%	-9.8%	0.8%	12.5%	13.6%	13.9%	-58.4%
Visitor Days		-4.8%	13.6%	6.3%	11.8%	5.2%	6.0%	6.2%	9.5%	2.7%	1.7%	-63.9%
Direct Employment		-12.8%	-7.1%	-9.7%	-7.4%	-12.8%	-14.0%	-12.9%	-11.9%	-15.3%	-15.6%	-48.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
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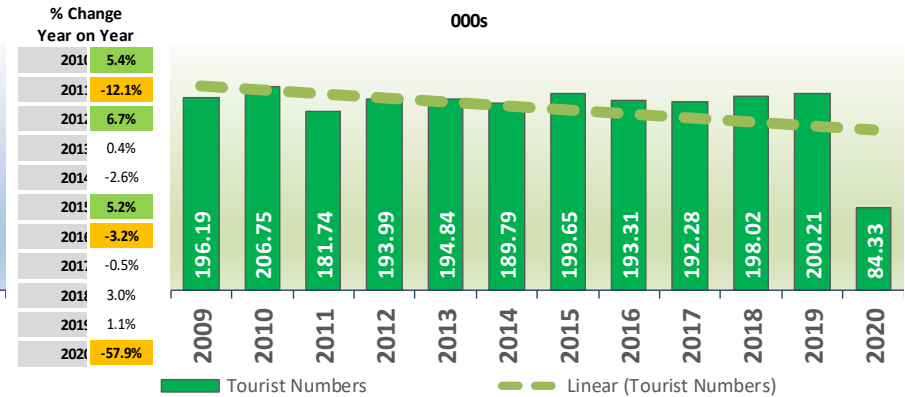
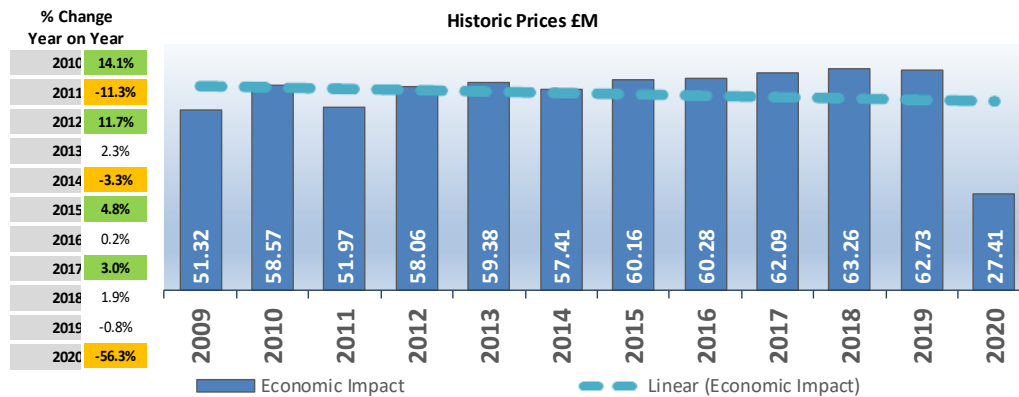
2009 to 2020
Historic Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

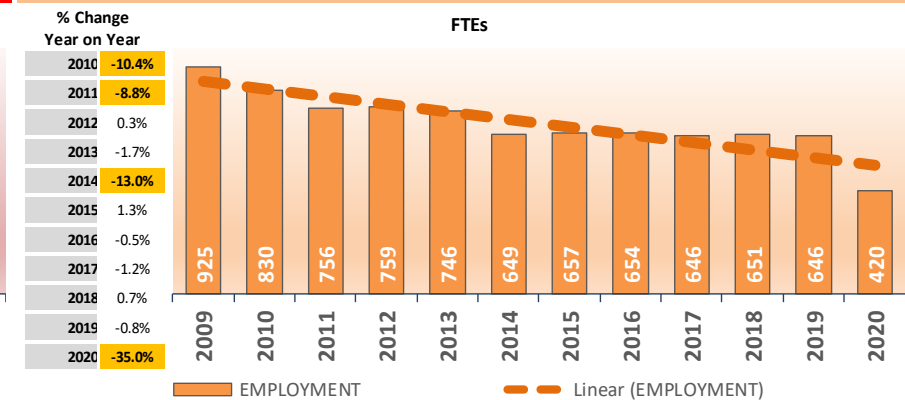
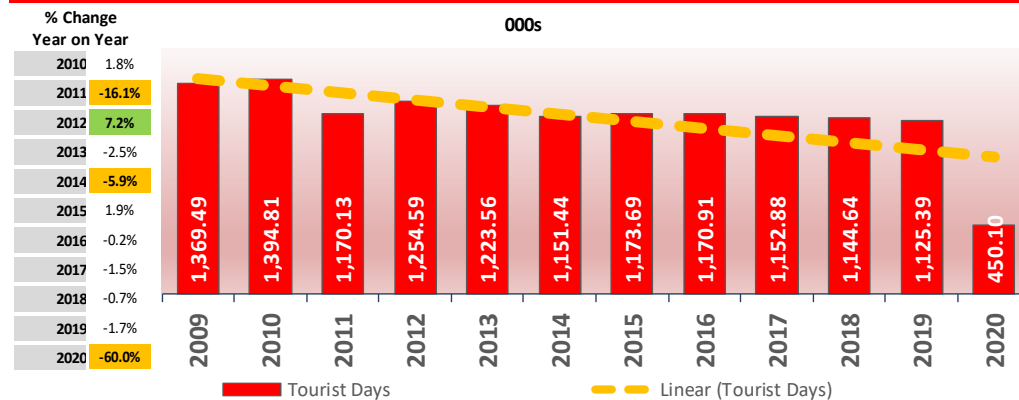
Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation

Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		14.1%	1.3%	13.1%	15.7%	11.9%	17.2%	17.4%	21.0%	23.2%	22.2%	-46.6%
Visitor Numbers		5.4%	-7.4%	-1.1%	-0.7%	-3.3%	1.8%	-1.5%	-2.0%	0.9%	2.1%	-57.0%
Visitor Days		1.8%	-14.6%	-8.4%	-10.7%	-15.9%	-14.3%	-14.5%	-15.8%	-16.4%	-17.8%	-67.1%
Direct Employment		-10.4%	-18.3%	-18.0%	-19.4%	-29.9%	-29.0%	-29.3%	-30.2%	-29.7%	-30.2%	-54.6%

"Linear" = Linear Trendline

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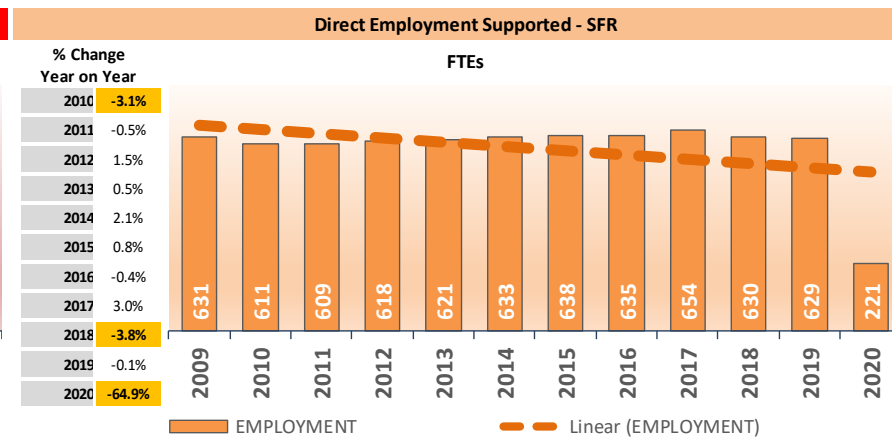
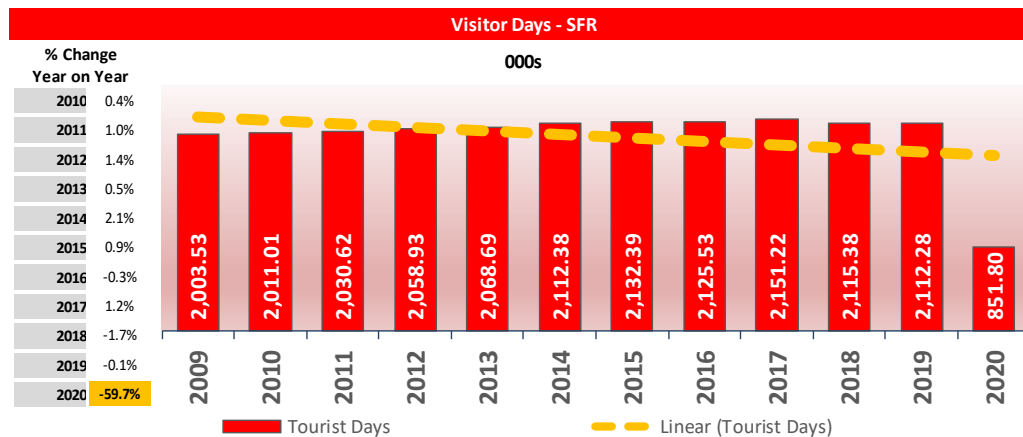
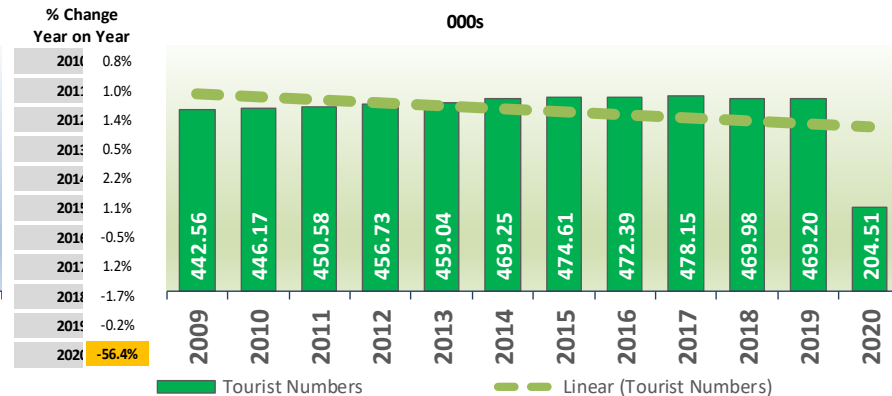
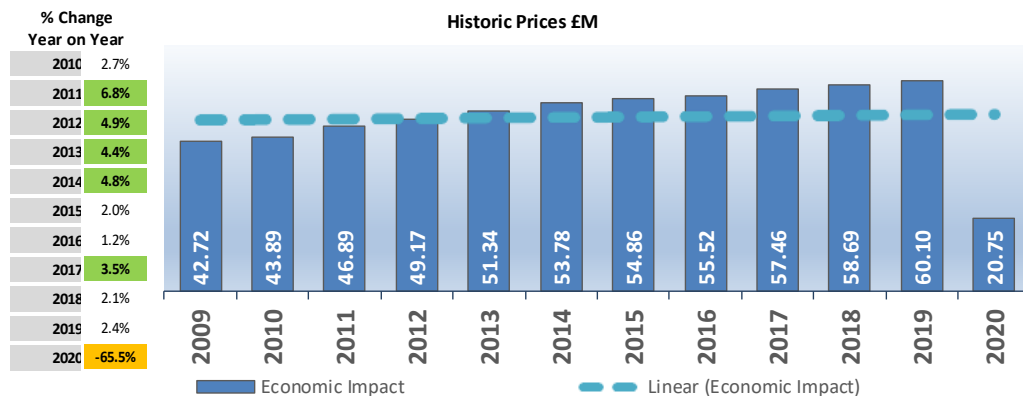
2009 to 2020
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		2.7%	9.8%	15.1%	20.2%	25.9%	28.4%	30.0%	34.5%	37.4%	40.7%	-51.4%
Visitor Numbers		0.8%	1.8%	3.2%	3.7%	6.0%	7.2%	6.7%	8.0%	6.2%	6.0%	-53.8%
Visitor Days		0.4%	1.4%	2.8%	3.3%	5.4%	6.4%	6.1%	7.4%	5.6%	5.4%	-57.5%
Direct Employment		-3.1%	-3.5%	-2.1%	-1.6%	0.4%	1.2%	0.7%	3.7%	-0.2%	-0.3%	-65.0%

"Linear" = Linear Trendline

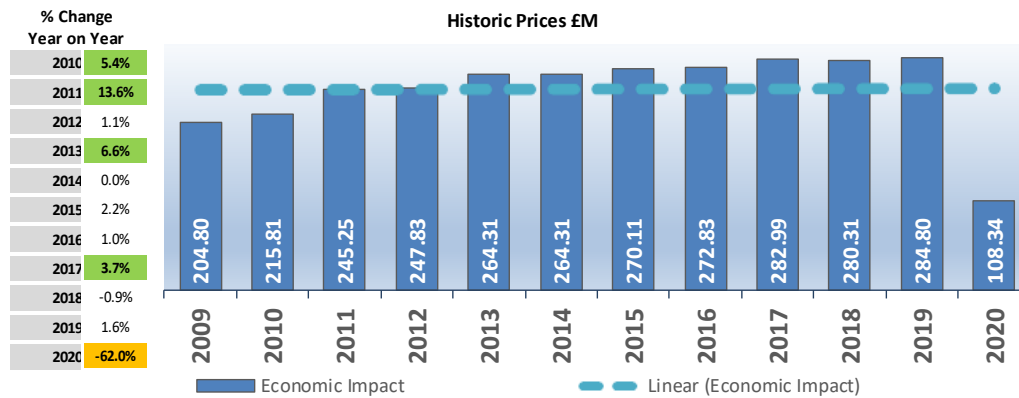
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2009 to 2020
Historic Prices

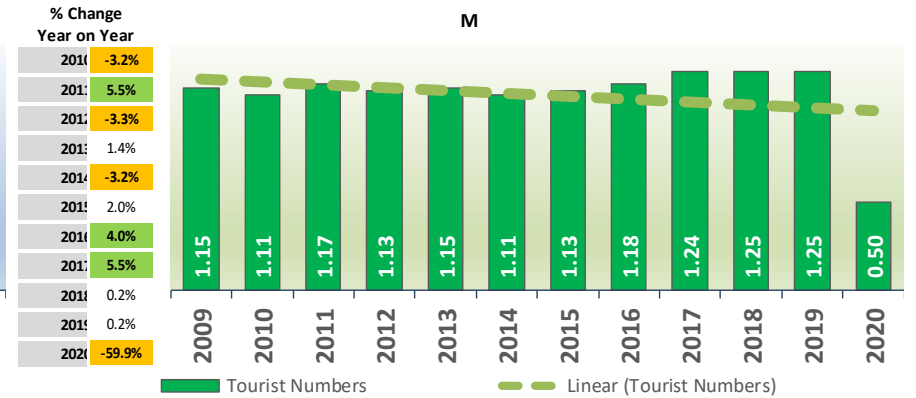
STAYING VISITOR

KEY MEASURES
Historic Prices

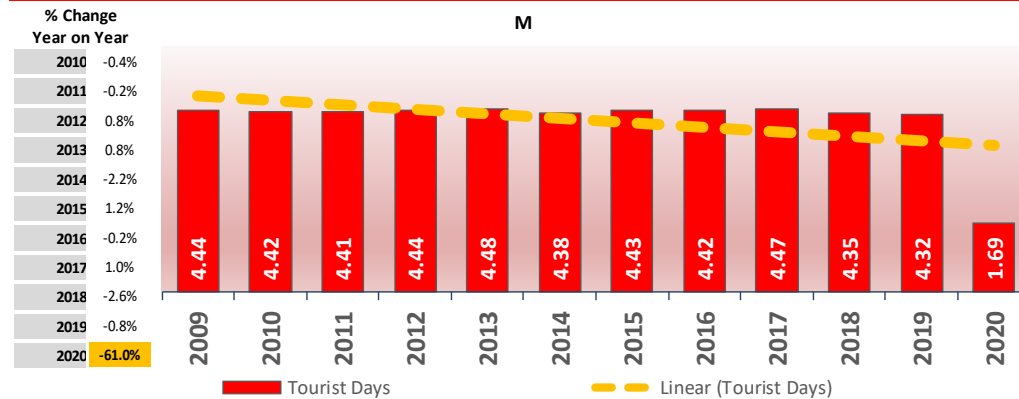
Economic Impact - Historic Prices - Staying Visitor



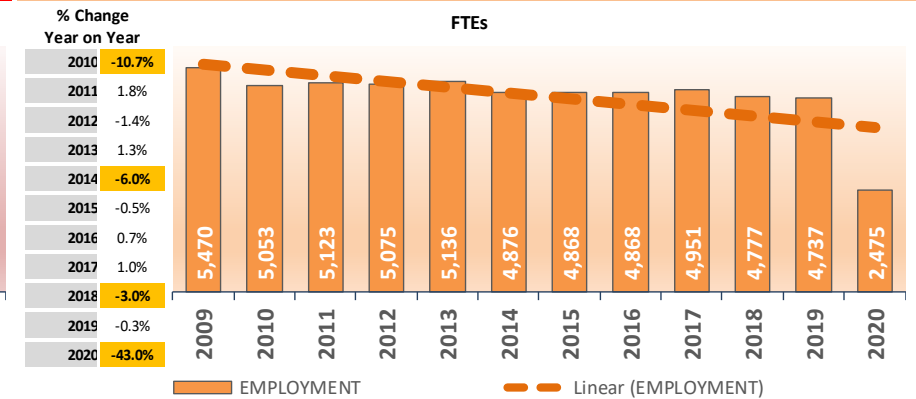
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.4%	19.8%	21.0%	29.1%	29.1%	31.9%	33.2%	38.2%	36.9%	39.1%	-47.1%
Visitor Numbers		-3.2%	2.1%	-1.3%	0.0%	-3.2%	-1.3%	2.7%	8.3%	8.6%	8.8%	-56.4%
Visitor Days		-0.4%	-0.6%	0.2%	1.0%	-1.2%	-0.1%	-0.2%	0.7%	-1.9%	-2.6%	-62.0%
Direct Employment		-7.6%	-6.3%	-7.2%	-6.1%	-10.9%	-11.0%	-11.0%	-9.5%	-12.7%	-13.4%	-54.8%

"Linear" = Linear Trendline

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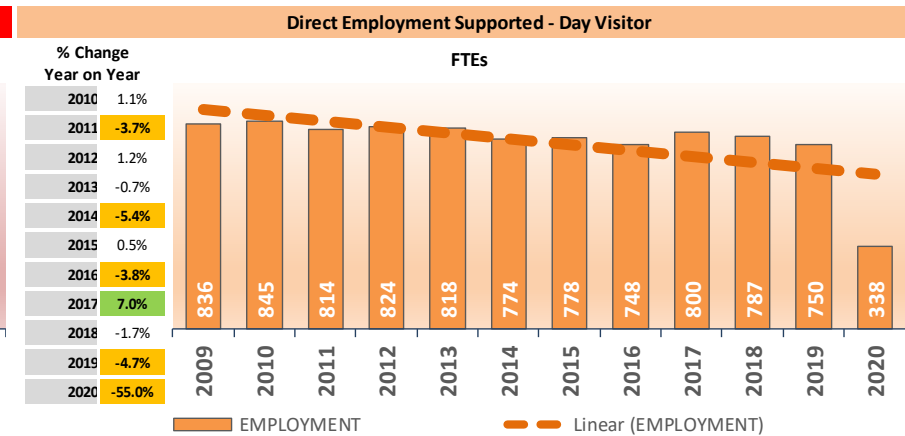
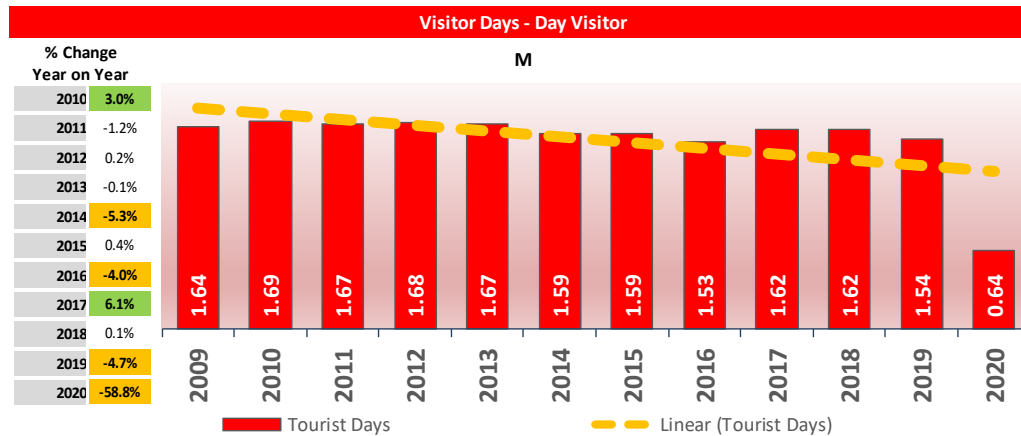
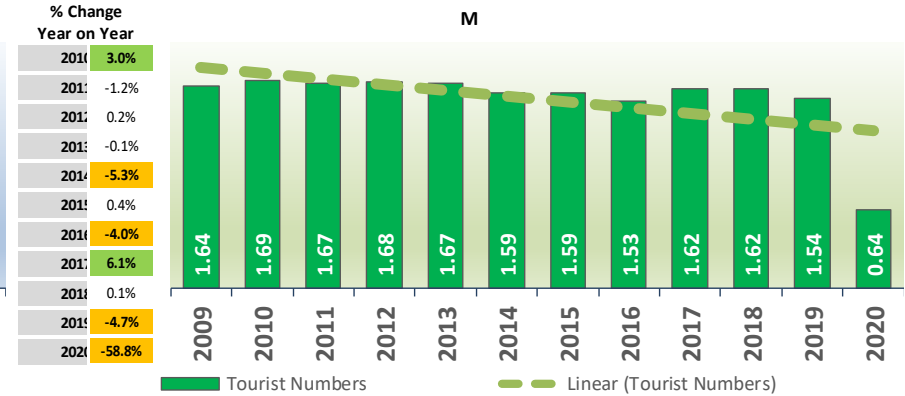
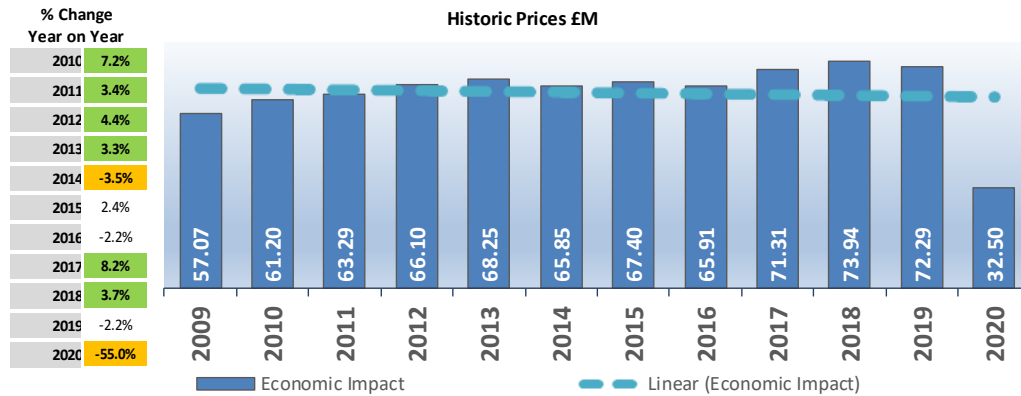
2009 to 2020
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		7.2%	10.9%	15.8%	19.6%	15.4%	18.1%	15.5%	24.9%	29.6%	26.7%	-43.1%
Visitor Numbers		3.0%	1.8%	2.0%	1.9%	-3.5%	-3.2%	-7.1%	-1.4%	-1.4%	-6.0%	-61.3%
Visitor Days		3.0%	1.8%	2.0%	1.9%	-3.5%	-3.2%	-7.1%	-1.4%	-1.4%	-6.0%	-61.3%
Direct Employment		1.1%	-2.6%	-1.4%	-2.1%	-7.4%	-6.9%	-10.5%	-4.3%	-5.9%	-10.2%	-59.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2020

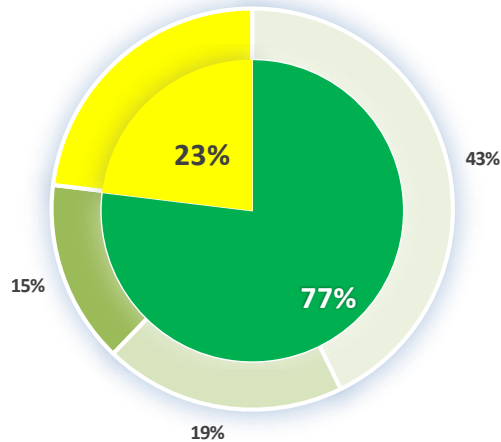
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2020 - M - Share of Total

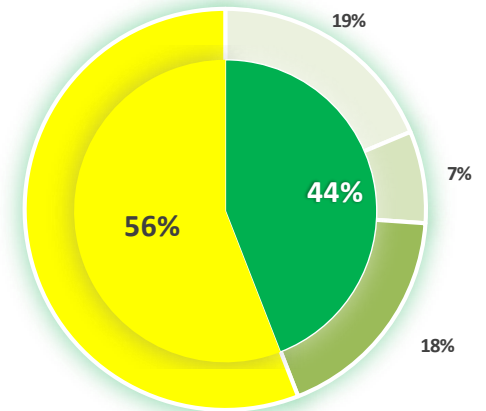
TOTAL
£140.84m

	£M
Serviced	60.18
Non-Serviced	27.41
SFR	20.75
Staying Visitor	108.34
Day Visitor	32.50
Total	140.84



TOTAL
1.14m

	M
Serviced	0.21
Non-Serviced	0.08
SFR	0.20
Staying Visitor	0.50
Day Visitor	0.64
Total	1.14

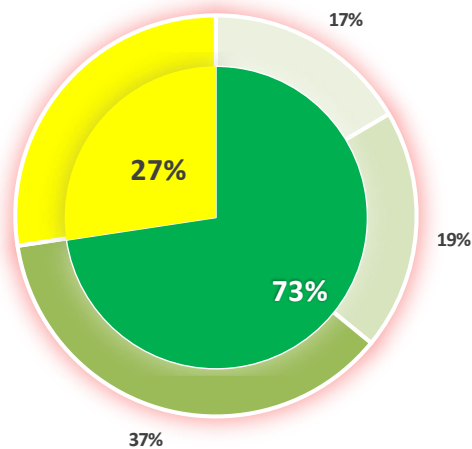


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

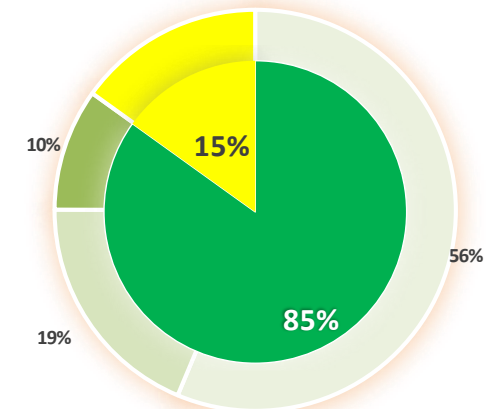
TOTAL
2.32m

	M
Serviced	0.38
Non-Serviced	0.45
SFR	0.85
Staying Visitor	1.69
Day Visitor	0.64
Total	2.32



TOTAL
2,240 Direct FTEs
2,812 Total FTEs

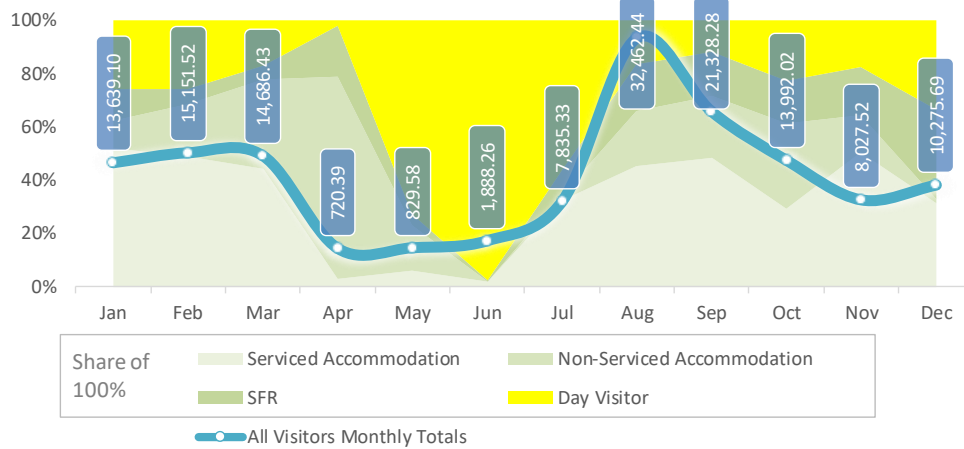
	FTEs
Serviced	1,262
Non-Serviced	420
SFR	221
Staying Visitor	1,903
Day Visitor	338
Total	2,240



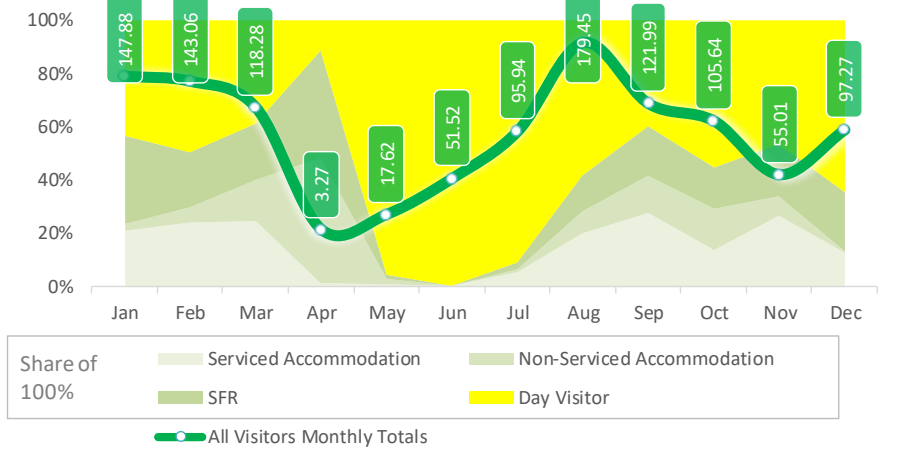
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FIFE COUNCIL

2020
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

Economic Impact - Historic Prices - £000s - Distribution of Impact by Month



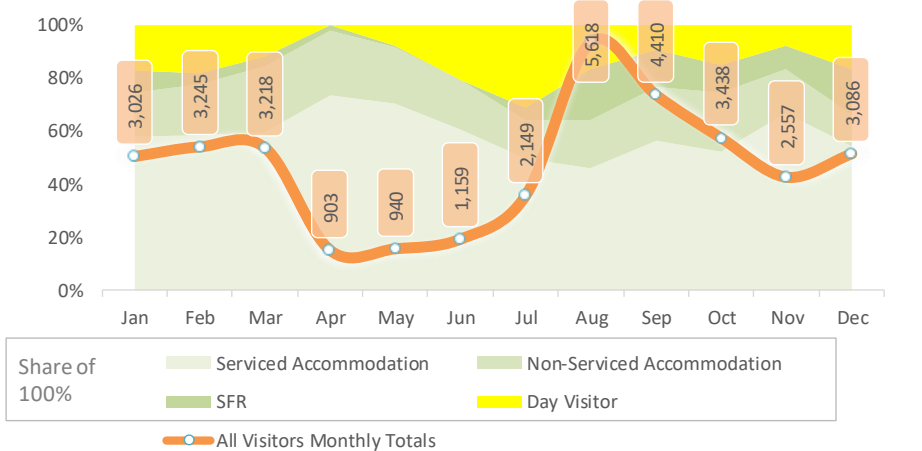
Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



Visitor Days - 2020 - 000s - Distribution of Impact by Month

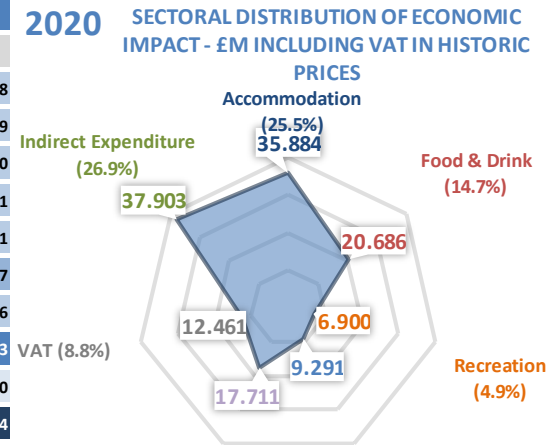


Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



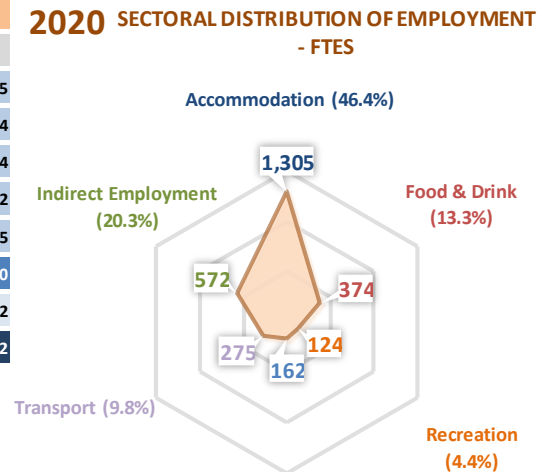
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	61.63	64.86	75.64	74.81	80.33	80.79	82.76	81.85	85.69	83.83	85.08	35.88
Food & Drink	£M	38.87	39.76	42.22	43.34	45.71	44.92	45.87	46.48	48.64	49.26	49.41	20.69
Recreation	£M	13.63	13.72	14.21	14.53	15.34	15.19	15.70	15.40	16.35	16.67	16.70	6.900
Shopping	£M	17.89	18.40	19.55	20.27	21.17	20.75	20.97	21.43	22.41	22.69	22.83	9.291
Transport	£M	34.18	34.76	37.60	38.65	40.86	40.42	41.07	42.12	43.70	43.97	44.37	17.71
Direct Revenue	£M	166.20	171.50	189.22	191.61	203.41	202.07	206.36	207.29	216.79	216.41	218.39	90.47
VAT	£M	24.93	30.01	37.84	38.32	40.68	40.41	41.27	41.46	43.36	43.28	43.68	12.46
Direct Expenditure	£M	191.13	201.51	227.07	229.93	244.09	242.49	247.64	248.75	260.14	259.69	262.07	102.93
Indirect Expenditure	£M	70.74	75.49	81.47	84.00	88.47	87.67	89.87	89.99	94.15	94.57	95.01	37.90
TOTAL	£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	2,349	1,973	1,974	1,939	1,950	1,775	1,758	1,757	1,762	1,747	1,745	1,305
Food & Drink	FTEs	977	963	973	969	981	944	947	944	977	938	918	374
Recreation	FTEs	340	330	326	323	327	317	323	311	327	316	309	124
Shopping	FTEs	433	430	434	437	438	421	418	420	434	417	409	162
Transport	FTEs	737	723	744	742	753	729	728	735	754	719	708	275
Direct Employment	FTEs	4,837	4,419	4,451	4,409	4,449	4,187	4,175	4,168	4,255	4,137	4,089	2,240
Indirect Employment	FTEs	1,469	1,479	1,487	1,489	1,504	1,463	1,471	1,449	1,496	1,427	1,399	572
TOTAL	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812

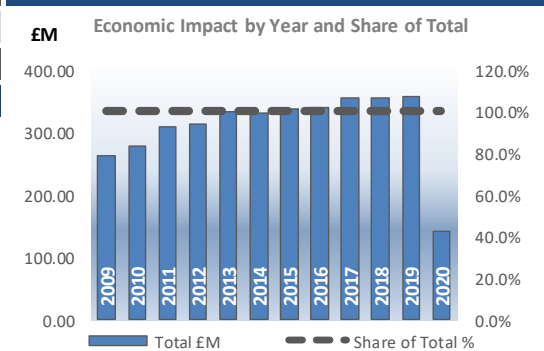


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020 FIFE COUNCIL													2009 to 2020 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 2009 to 2020		51.4%	57.5%	4.5%	-96.1%	-96.1%	-91.8%	-81.3%	-33.6%	-17.1%	-36.9%	-34.9%	-32.4%	-46.2%	Annual Change		33.1%	-94.5%	-47.1%	-35.0%	
% Change 2019 to 2020		9.2%	5.4%	-24.4%	-97.2%	-97.2%	-94.4%	-86.0%	-48.4%	-35.6%	-51.8%	-52.0%	-56.9%	-60.6%	Annual Change		-6.1%	-96.2%	-59.4%	-53.6%	
Average Annual Change		4.7%	5.2%	0.4%	-8.7%	-8.7%	-8.3%	-7.4%	-3.1%	-1.6%	-3.4%	-3.2%	-2.9%	-4.2%	Annual Change		3.0%	-8.6%	-4.3%	-3.2%	
2009	£M	9.007	9.619	14.05	18.70	21.34	22.92	41.87	48.92	25.73	22.17	12.33	15.21	261.87	Annual Change		32.67	62.97	116.53	49.70	
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	5.8%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		46.31	89.33	151.81	69.64
2020	£M	13.64	15.15	14.69	0.720	0.830	1.888	7.835	32.46	21.33	13.99	8.028	10.28	140.84	-60.6%	Annual Change		43.48	3.438	61.63	32.30

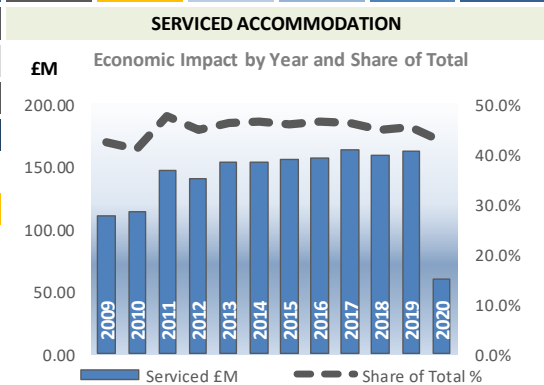
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	TOTAL	
Total	£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84	TOTAL	
All Visitor Types	£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84	TOTAL	
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%	TOTAL	
Annual Change in Share	%													TOTAL	
Change in Share from 2009	%													TOTAL	
Avg Ann. Change in Share	%													TOTAL	



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ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020													78.7%	65.0%	2.7%	-99.8%	-99.5%	-99.6%	-85.6%	-27.7%	-6.8%	-53.9%	-29.9%	-22.4%	-45.7%		42.1%	-99.6%	-43.6%	-39.6%
% Change 2019 to 2020													5.4%	-4.0%	-32.8%	-99.8%	-99.7%	-99.8%	-90.0%	-46.2%	-32.8%	-66.5%	-50.0%	-62.1%	-62.8%		-12.9%	-99.7%	-59.4%	-60.6%
Average Annual Change													7.2%	5.9%	0.2%	-9.1%	-9.0%	-9.1%	-7.8%	-2.5%	-0.6%	-4.9%	-2.7%	-2.0%	-4.2%		3.8%	-9.1%	-4.0%	-3.6%
2009	£M	3.977	4.510	6.330	8.363	9.871	9.830	17.51	20.45	11.08	8.922	5.787	4.134	110.76		14.82	28.06	49.03	18.84											
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	2.3%	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	7.106	7.440	6.503	0.020	0.048	0.036	2.522	14.79	10.33	4.115	4.059	3.209	60.18	-62.8%	21.05	0.105	27.64	11.38											

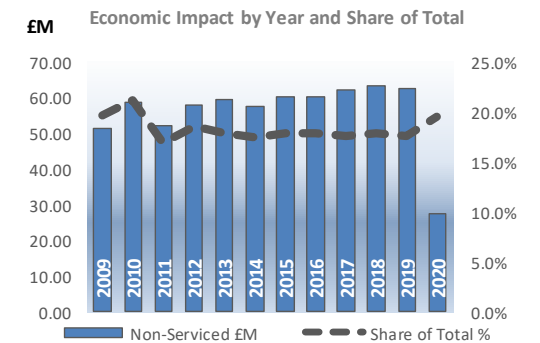
ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced	£M	110.76	113.35	146.39	140.60	153.58	153.12	155.10	157.03	163.43	158.37	161.97	60.18
All Visitor Types	£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84
Share of Total	%	42.3%	40.9%	47.4%	44.8%	46.2%	46.4%	46.0%	46.4%	46.1%	44.7%	45.4%	42.7%
Annual Change in Share	%		-3.3%	16.0%	-5.6%	3.1%	0.4%	-0.9%	0.9%	-0.5%	-3.1%	1.5%	-5.8%
Change in Share from 2009	%		-3.3%	12.2%	5.9%	9.2%	9.7%	8.7%	9.6%	9.1%	5.7%	7.2%	1.0%
Avg Ann. Change in Share	%		-3.3%	6.1%	2.0%	2.3%	1.9%	1.4%	1.4%	1.1%	0.6%	0.7%	0.1%



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ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																						
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																								
NON-SERVICED ACCOMMODATION													TOTAL						% Change																				
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																							
KEY																																							
An increase of 3% or more																																							
Less than 3% change																																							
A Fall of 3% or more																																							
													Q1		Q2		Q3		Q4		TOTAL		% Change		Q1 Q2 Q3 Q4														
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC															
% Change 2009 to 2020													12.0%	95.5%	95.3%	-86.8%	-97.1%	-100.0%	-97.9%	-29.3%	-15.8%	3.6%	-21.8%	-88.7%	-46.6%	Annual Change								75.6% -95.3% -51.7% -18.6%					
% Change 2019 to 2020													53.8%	104.6%	48.7%	-90.9%	-97.9%	-100.0%	-98.2%	-44.4%	-14.8%	-10.6%	-53.0%	-85.2%	-56.3%									63.7% -96.7% -58.2% -31.4%					
Average Annual Change													1.1%	8.7%	8.7%	-7.9%	-8.8%	-9.1%	-8.9%	-2.7%	-1.4%	0.3%	-2.0%	-8.1%	-4.2%									6.9% -8.7% -4.7% -1.7%					
2009													£M	1.258	1.511	2.538	4.168	4.985	5.658	9.034	9.327	5.854	4.288	1.411	1.295	51.32									5.307 14.81 24.21 6.993				
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	14.1%									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	1.409	2.953	4.957	0.549	0.144		0.186	6.591	4.931	4.441	1.102	0.146	27.41	-56.3%									9.320 0.692 11.71 5.690			

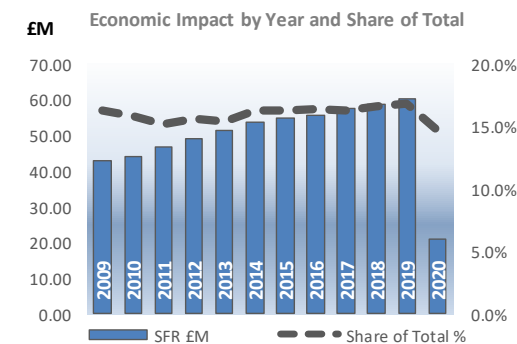
ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION																														
SHARE OF MARKET													2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020								
Non-Serviced													£M	51.32	58.57	51.97	58.06	59.38	57.41	60.16	60.28	62.09	63.26	62.73	27.41																		
All Visitor Types													£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84																		
Share of Total													%	19.6%	21.1%	16.8%	18.5%	17.9%	17.4%	17.8%	17.8%	17.5%	17.9%	17.6%	19.5%																		
Annual Change in Share													%		7.9%	-20.3%	9.8%	-3.5%	-2.6%	2.5%	-0.2%	-1.5%	1.9%	-1.6%	10.8%																		
Change in Share from 2009													%		7.9%	-14.1%	-5.6%	-8.9%	-11.3%	-9.1%	-9.2%	-10.6%	-8.9%	-10.4%	-0.7%																		
Avg Ann. Change in Share													%		7.9%	-7.0%	-1.9%	-2.2%	-2.3%	-1.5%	-1.3%	-1.3%	-1.0%	-1.0%	-0.1%																		



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020													71.6%	61.3%	24.1%	-95.4%	-98.7%	-99.8%	-89.6%	-24.4%	-3.7%	-37.4%	-40.4%	-50.6%	-51.4%	55.4%	-98.1%	-44.6%	-45.0%	
% Change 2019 to 2020													7.0%	7.5%	-14.1%	-96.9%	-99.1%	-99.9%	-92.5%	-43.8%	-29.7%	-53.6%	-57.5%	-65.9%	-65.5%	1.5%	-98.7%	-59.4%	-61.1%	
Average Annual Change													6.5%	5.6%	2.2%	-8.7%	-9.0%	-9.1%	-8.1%	-2.2%	-0.3%	-3.4%	-3.7%	-4.6%	-4.7%	5.0%	-8.9%	-4.1%	-4.1%	
2009	£M	0.937	0.549	0.588	3.024	2.503	3.696	6.866	7.672	3.761	3.575	2.473	7.072	42.72	2.074	9.224	18.30	13.12												
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	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	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	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	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	2.881	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	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	3.073	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	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	3.175	13.39	24.99	18.55												
2020	£M	1.608	0.886	0.729	0.138	0.032	0.007	0.717	5.802	3.623	2.239	1.474	3.496	20.75	3.223	0.178	10.14	7.209												

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
SFR													£M	42.72	43.89	46.89	49.17	51.34	53.78	54.86	55.52	57.46	58.69	60.10	20.75
All Visitor Types													£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84
Share of Total													%	16.3%	15.8%	15.2%	15.7%	15.4%	16.3%	16.3%	16.4%	16.2%	16.6%	16.8%	14.7%
Annual Change in Share													%	-2.9%	-4.1%	3.1%	-1.4%	5.5%	-0.2%	0.8%	-1.0%	2.1%	1.6%	-12.5%	
Change in Share from 2009													%	-2.9%	-6.8%	-4.0%	-5.4%	-0.1%	-0.4%	0.5%	-0.6%	1.6%	3.2%	-9.7%	
Avg Ann. Change in Share													%	-2.9%	-3.4%	-1.3%	-1.3%	0.0%	-0.1%	0.1%	-0.1%	0.2%	0.3%	-0.9%	



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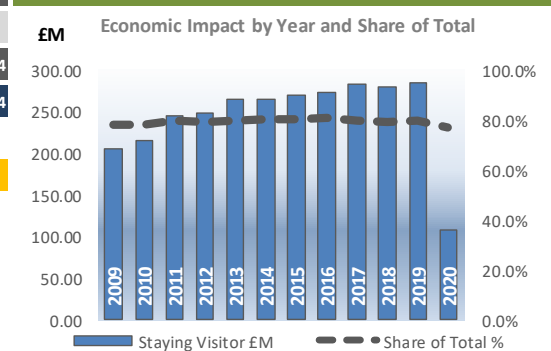
Report Prepared by: Alison Tipler. Date of Issue: 26/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices																	
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																			
STAYING VISITOR													TOTAL						% Change															
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																		
KEY																																		
An increase of 3% or more																																		
Less than 3% change																																		
A Fall of 3% or more																																		
													Q1		Q2		Q3		Q4		TOTAL		% Change											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							Q1	Q2	Q3	Q4
% Change 2009 to 2020													64.0%	71.7%	28.9%	-95.5%	-98.7%	-99.8%	-89.8%	-27.4%	-8.8%	-35.7%	-31.4%	-45.2%	-47.1%	Annual Change		51.3%	-98.1%	-45.9%	-37.7%			
% Change 2019 to 2020													10.5%	12.6%	-12.0%	-96.8%	-99.1%	-99.8%	-92.4%	-45.3%	-28.2%	-51.1%	-52.4%	-65.2%	-62.0%			1.7%	-98.7%	-59.1%	-56.4%			
Average Annual Change													5.8%	6.5%	2.6%	-8.7%	-9.0%	-9.1%	-8.2%	-2.5%	-0.8%	-3.2%	-2.9%	-4.1%	-4.3%			4.7%	-8.9%	-4.2%	-3.4%			
2009	£M	6.173	6.569	9.456	15.55	17.36	19.18	33.41	37.45	20.69	16.78	9.670	12.50	204.80			22.20	52.10	91.55	38.95														
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	5.4%	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	10.12	11.28	12.19	0.707	0.224	0.043	3.424	27.19	18.88	10.80	6.635	6.852	108.34	-62.0%	33.59	0.974	49.49	24.28															

ECONOMIC IMPACT - IN HISTORIC PRICES

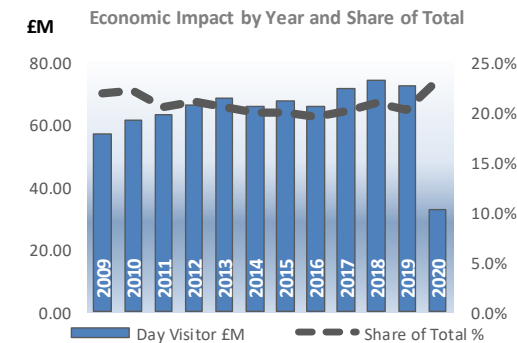
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Staying Visitor	£M	204.80	215.81	245.25	247.83	264.31	264.31	270.11	272.83	282.99	280.31	284.80	108.34
All Visitor Types	£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84
Share of Total	%	78.2%	77.9%	79.5%	78.9%	79.5%	80.1%	80.0%	80.5%	79.9%	79.1%	79.8%	76.9%
Annual Change in Share	%		-0.4%	2.0%	-0.7%	0.7%	0.7%	0.0%	0.6%	-0.8%	-0.9%	0.8%	-3.5%
Change in Share from 2009	%		-0.4%	1.6%	0.9%	1.6%	2.4%	2.3%	3.0%	2.1%	1.2%	2.0%	-1.6%
Avg Ann. Change in Share	%		-0.4%	0.8%	0.3%	0.4%	0.5%	0.4%	0.4%	0.3%	0.1%	0.2%	-0.1%



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																	
KEY													DAY VISITOR																			
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL						% Change													
An increase of 3% or more													Less than 3% change		A Fall of 3% or more		Q1		Q2		Q3		Q4		TOTAL		% Change					
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2009 to 2020													24.0%	27.0%	-45.6%	-99.6%	-84.8%	-50.6%	-47.9%	-54.0%	-51.5%	-40.6%	-47.6%	26.6%	-43.1%	Annual Change		-5.6%	-77.3%	-51.4%	-25.4%	
% Change 2019 to 2020													5.6%	-11.2%	-55.3%	-99.6%	-88.4%	-66.2%	-58.7%	-60.0%	-64.1%	-54.2%	-50.4%	-17.5%	-55.0%			-25.5%	-82.9%	-60.4%	-42.5%	
Average Annual Change													2.2%	2.5%	-4.1%	-9.1%	-7.7%	-4.6%	-4.4%	-4.9%	-4.7%	-3.7%	-4.3%	2.4%	-3.9%			-0.5%	-7.0%	-4.7%	-2.3%	
2009	£M	2.834	3.049	4.593	3.149	3.985	3.737	8.463	11.48	5.042	5.385	2.655	2.705	57.07			10.48	10.87	24.98	10.75												
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	7.2%			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											

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Day Visitor													£M	57.07	61.20	63.29	66.10	68.25	65.85	67.40	65.91	71.31	73.94	72.29	32.50
All Visitor Types													£M	261.87	277.01	308.54	313.93	332.56	330.16	337.51	338.74	354.30	354.26	357.09	140.84
Share of Total													%	21.8%	22.1%	20.5%	21.1%	20.5%	19.9%	20.0%	19.5%	20.1%	20.9%	20.2%	23.1%
Annual Change in Share													%		1.4%	-7.2%	2.6%	-2.5%	-2.8%	0.1%	-2.6%	3.4%	3.7%	-3.0%	14.0%
Change in Share from 2009													%		1.4%	-5.9%	-3.4%	-5.8%	-8.5%	-8.4%	-10.7%	-7.6%	-4.2%	-7.1%	5.9%
Avg Ann. Change in Share													%		1.4%	-2.9%	-1.1%	-1.5%	-1.7%	-1.4%	-1.5%	-1.0%	-0.5%	-0.7%	0.5%



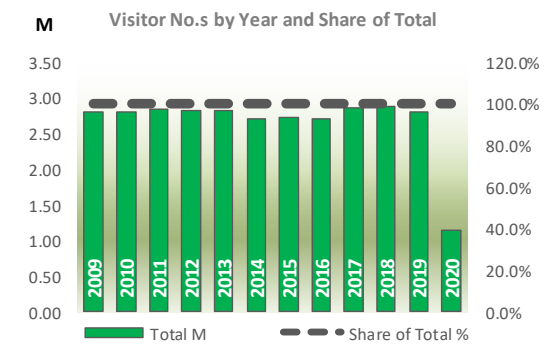
Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		TOTAL	VISITOR NUMBERS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
TOTAL													TOTAL																	
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		Annual Change															
KEY													TOTAL		Annual Change															
An increase of 3% or more													TOTAL		Annual Change															
Less than 3% change													TOTAL		Annual Change															
A Fall of 3% or more													TOTAL		Annual Change															
Q1													Q2		Q3		Q4													
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		Annual Change															
% Change 2009 to 2020													10.2%	7.6%	-37.9%	-98.5%	-93.4%	-79.6%	-73.2%	-60.4%	-51.0%	-55.8%	-58.2%	-39.4%	-59.3%	-59.3%	-10.6%	-90.3%	-62.5%	-51.4%
% Change 2019 to 2020													3.7%	-6.3%	-40.1%	-98.5%	-93.4%	-81.8%	-71.5%	-56.0%	-50.9%	-54.7%	-55.3%	-46.6%	-59.3%	-59.3%	-16.9%	-90.6%	-60.0%	-52.1%
Average Annual Change													0.9%	0.7%	-3.4%	-9.0%	-8.5%	-7.2%	-6.7%	-5.5%	-4.6%	-5.1%	-5.3%	-3.6%	-5.4%	-5.4%	-1.0%	-8.2%	-5.7%	-4.7%
2009	M	0.134	0.133	0.191	0.224	0.266	0.253	0.358	0.454	0.249	0.239	0.132	0.161	2.793		0.458	0.743	1.060	0.531											
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	0.5%	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	0.148	0.143	0.118	0.003	0.018	0.052	0.096	0.179	0.122	0.106	0.055	0.097	1.137	-59.3%	0.409	0.072	0.397	0.258											

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET													TOTAL		
2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020													TOTAL		
Total	M	2.793	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.137		
All Visitor Types	M	2.793	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.137		
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 2009	%														
Avg Ann. Change in Share	%														



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Report Prepared by: Alison Tipler. Date of Issue: 26/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

2009 to 2020													SERVICED	VISITOR NUMBERS					
VISITOR NUMBERS BY:													CALENDAR YEAR		QUARTER				
MONTH AND QUARTER													TOTAL	% Change					
KEY													SERVICED ACCOMMODATION		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES				
An increase of 3% or more													Annual Change		Q1	Q2	Q3	Q4	
Less than 3% change													Annual Change		Q1	Q2	Q3	Q4	
A Fall of 3% or more													Annual Change		Q1	Q2	Q3	Q4	
Q1													Annual Change		Q1	Q2	Q3	Q4	
Q2													Annual Change		Q1	Q2	Q3	Q4	
Q3													Annual Change		Q1	Q2	Q3	Q4	
Q4													Annual Change		Q1	Q2	Q3	Q4	
JAN													Annual Change		Q1	Q2	Q3	Q4	
FEB													Annual Change		Q1	Q2	Q3	Q4	
MAR													Annual Change		Q1	Q2	Q3	Q4	
APR													Annual Change		Q1	Q2	Q3	Q4	
MAY													Annual Change		Q1	Q2	Q3	Q4	
JUN													Annual Change		Q1	Q2	Q3	Q4	
JUL													Annual Change		Q1	Q2	Q3	Q4	
AUG													Annual Change		Q1	Q2	Q3	Q4	
SEP													Annual Change		Q1	Q2	Q3	Q4	
OCT													Annual Change		Q1	Q2	Q3	Q4	
NOV													Annual Change		Q1	Q2	Q3	Q4	
DEC													Annual Change		Q1	Q2	Q3	Q4	
% Change 2009 to 2020													Annual Change		Q1	Q2	Q3	Q4	
% Change 2019 to 2020													Annual Change		Q1	Q2	Q3	Q4	
Average Annual Change													Annual Change		Q1	Q2	Q3	Q4	
2009	000s	19.4	26.7	38.3	41.0	53.8	52.4	59.6	68.1	53.5	43.8	29.5	24.1	510.2		84.3	147.2	181.2	97.5
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	-10.0%	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	30.8	34.8	29.1	0.0	0.1	0.1	5.3	36.0	34.1	14.8	14.8	12.5	212.5	-63.4%	94.7	0.2	75.3	42.1

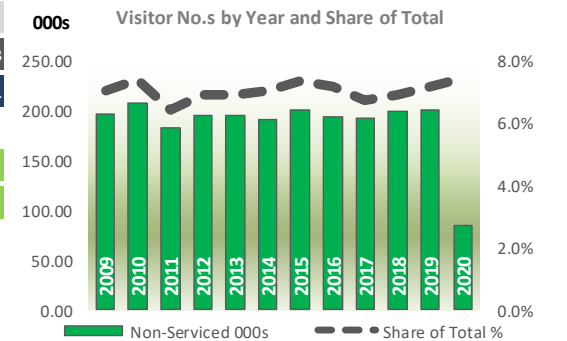
VISITOR NUMBERS													SERVICED ACCOMMODATION						
SHARE OF MARKET													000s						
2009													Visitor No.s by Year and Share of Total						
2010													700.00						
2011													600.00						
2012													500.00						
2013													400.00						
2014													300.00						
2015													200.00						
2016													100.00						
2017													0.00						
2018													0.00						
2019													0.00						
2020													0.00						
Serviced	000s	510.2	459.0	540.4	482.9	495.1	453.2	460.0	514.4	574.2	579.6	581.1	212.5						
All Visitor Types	M	2.8	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1						
Share of Total	%	18.3%	16.4%	19.0%	17.2%	17.5%	16.8%	16.9%	19.0%	20.0%	20.2%	20.8%	18.7%						
Annual Change in Share	%		-10.4%	16.1%	-9.5%	2.1%	-4.2%	0.5%	12.6%	5.5%	0.8%	2.9%	-10.1%						
Change in Share from 2009	%		-10.4%	3.9%	-6.0%	-4.0%	-8.1%	-7.6%	4.0%	9.7%	10.6%	13.8%	2.3%						
Avg Ann. Change in Share	%		-10.4%	2.0%	-2.0%	-1.0%	-1.6%	-1.3%	0.6%	1.2%	1.2%	1.4%	0.2%						

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Report Prepared by: Alison Tipler. Date of Issue: 26/05/21

STEAM FINAL TREND REPORT FOR 2009-2020 FIFE COUNCIL													2009 to 2020		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											Annual Change							
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		14.7%	134.3%	140.3%	-93.0%	-98.6%	-100.0%	-97.2%	-42.7%	-32.2%	-27.4%	-58.0%	-92.4%	-57.0%	110.4%	-97.1%	-59.1%	-47.3%		
% Change 2019 to 2020		84.2%	67.0%	36.2%	-93.1%	-98.7%	-100.0%	-96.1%	-43.4%	-19.5%	-21.3%	-60.2%	-88.9%	-57.9%	48.1%	-97.6%	-52.3%	-41.8%		
Average Annual Change		1.3%	12.2%	12.8%	-8.5%	-9.0%	-9.1%	-8.8%	-3.9%	-2.9%	-2.5%	-5.3%	-8.4%	-5.2%	10.0%	-8.8%	-5.4%	-4.3%		
2009	000s	3.2	3.4	7.7	21.7	25.3	17.8	28.4	25.8	24.3	22.0	9.0	7.5	196.2	14.3	64.9	78.5	38.6		
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	5.4%	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	1.5	0.4		0.8	14.8	16.5	16.0	3.8	0.6	84.3	-57.9%	30.1	1.9	32.0	20.3	

VISITOR NUMBERS														NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	
Non-Serviced	000s	196.2	206.8	181.7	194.0	194.8	189.8	199.6	193.3	192.3	198.0	200.2	84.3	Visitor No.s by Year and Share of Total	
All Visitor Types	M	2.8	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1	8.0%	
Share of Total	%	7.0%	7.4%	6.4%	6.9%	6.9%	7.0%	7.3%	7.1%	6.7%	6.9%	7.2%	7.4%	6.0%	
Annual Change in Share	%		4.9%	-13.4%	8.1%	0.0%	1.9%	4.1%	-2.5%	-6.0%	2.8%	3.8%	3.5%	4.0%	
Change in Share from 2009	%		4.9%	-9.1%	-1.8%	-1.8%	0.1%	4.3%	1.6%	-4.5%	-1.7%	2.0%	5.6%	2.0%	
Avg Ann. Change in Share	%		4.9%	-4.6%	-0.6%	-0.4%	0.0%	0.7%	0.2%	-0.6%	-0.2%	0.2%	0.5%	0.0%	



**STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL**

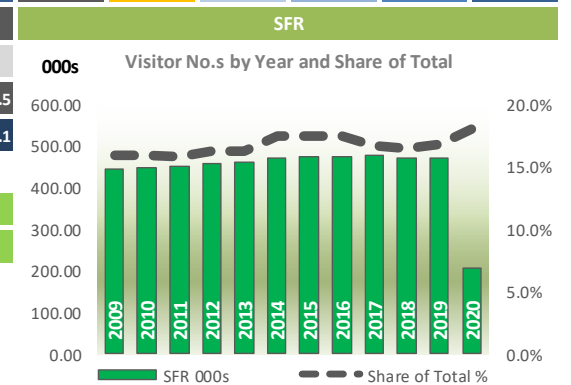
2009 to 2020

SFR

VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	SFR																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4					Annual Change	Q1	Q2	Q3
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020	23.6%	16.2%	-10.6%	-96.7%	-99.1%	-99.9%	-92.5%	-45.5%	-30.6%	-54.9%	-57.1%	-64.4%	-53.8%		11.3%	-98.5%	-56.6%	-60.0%
% Change 2019 to 2020	4.3%	4.7%	-16.3%	-97.0%	-99.1%	-99.9%	-92.6%	-45.3%	-31.5%	-54.8%	-58.6%	-66.8%	-56.4%		-1.4%	-98.6%	-57.0%	-61.7%
Average Annual Change	2.1%	1.5%	-1.0%	-8.8%	-9.0%	-9.1%	-8.4%	-4.1%	-2.8%	-5.0%	-5.2%	-5.9%	-4.9%		1.0%	-9.0%	-5.1%	-5.5%
2009 000s	39.8	25.5	28.0	40.1	32.9	38.3	37.9	44.9	33.1	36.4	25.5	60.2	442.6		93.2	111.4	115.9	122.1
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	0.8%	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	49.2	29.6	25.0	1.3	0.3	0.1	2.9	24.5	23.0	16.4	10.9	21.4	204.5	-56.4%	103.7	1.7	50.3	48.8

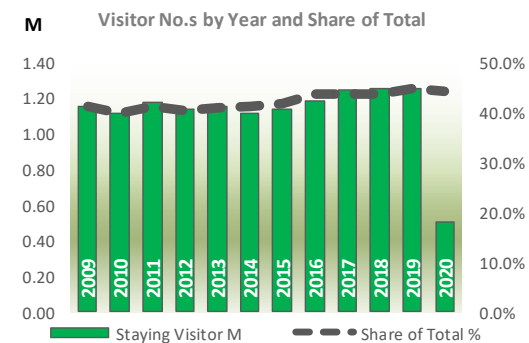
VISITOR NUMBERS												
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
SFR 000s	442.6	446.2	450.6	456.7	459.0	469.2	474.6	472.4	478.2	470.0	469.2	204.5
All Visitor Types M	2.8	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.9	2.9	2.8	1.1
Share of Total %	15.8%	15.9%	15.8%	16.2%	16.3%	17.4%	17.4%	17.4%	16.7%	16.4%	16.8%	18.0%
Annual Change in Share %		0.4%	-0.5%	2.7%	0.0%	7.0%	0.1%	0.2%	-4.3%	-1.8%	2.5%	7.2%
Change in Share from 2009 %		0.4%	-0.1%	2.5%	2.6%	9.7%	9.9%	10.1%	5.3%	3.4%	5.9%	13.5%
Avg Ann. Change in Share %		0.4%	-0.1%	0.8%	0.6%	1.9%	1.6%	1.4%	0.7%	0.4%	0.6%	1.2%



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		STAYING VISITOR		VISITOR NUMBERS																																																																																																																																										
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																																																																																																																												
STAYING VISITOR													TOTAL	% Change																																																																																																																																													
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES															Annual Change																																																																																																																																												
KEY													Q1	Q2			Q3	Q4																																																																																																																																									
An increase of 3% or more																																																																																																																																																											
Less than 3% change																																																																																																																																																											
A Fall of 3% or more																																																																																																																																																											
Q1													Q2													Q3													Q4																																																																																																																				
JAN													FEB													MAR													APR													MAY													JUN													JUL													AUG													SEP													OCT													NOV													DEC												
% Change 2009 to 2020													34.2%	30.1%	-1.8%	-97.2%	-99.3%	-99.9%	-92.9%	-45.8%	-33.7%	-53.8%	-53.9%	-62.4%	-56.4%	19.1%	-98.8%	-58.0%	-56.9%																																																																																																																														
% Change 2019 to 2020													4.4%	2.2%	-21.5%	-97.4%	-99.4%	-99.9%	-92.6%	-46.4%	-33.4%	-53.9%	-58.1%	-66.8%	-59.9%	-6.1%	-98.9%	-57.5%	-59.8%																																																																																																																														
Average Annual Change													3.1%	2.7%	-0.2%	-8.8%	-9.0%	-9.1%	-8.4%	-4.2%	-3.1%	-4.9%	-4.9%	-5.7%	-5.1%	1.7%	-9.0%	-5.3%	-5.2%																																																																																																																														
2009	M	0.062	0.056	0.074	0.103	0.112	0.109	0.126	0.139	0.111	0.102	0.064	0.092	1.149	0.192	0.323	0.376	0.258																																																																																																																																									
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	-3.2%	0.204	0.318	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	0.261																																																																																																																																									
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	0.267																																																																																																																																									
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	0.267																																																																																																																																									
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	0.274																																																																																																																																									
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	0.299																																																																																																																																									
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	0.293																																																																																																																																									
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	0.296																																																																																																																																									
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	0.279																																																																																																																																									
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	0.277																																																																																																																																									
2020	M	0.084	0.072	0.073	0.003	0.001	0.000	0.009	0.075	0.074	0.047	0.030	0.035	0.501	-59.9%	0.229	0.004	0.111																																																																																																																																									

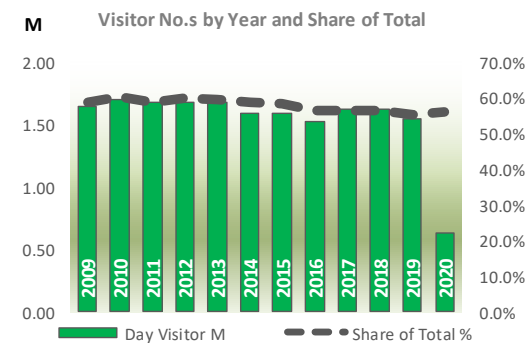
VISITOR NUMBERS													STAYING VISITOR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Staying Visitor													M	1.149	1.112	1.173	1.134	1.149	1.112	1.134	1.180	1.245	1.248	1.251	0.501
All Visitor Types													M	2.793	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.137
Share of Total													%	41.1%	39.6%	41.2%	40.3%	40.7%	41.2%	41.6%	43.6%	43.4%	43.5%	44.7%	44.1%
Annual Change in Share													%		-3.7%	4.0%	-2.1%	0.9%	1.3%	0.9%	4.8%	-0.3%	0.1%	2.9%	-1.5%
Change in Share from 2009													%		-3.7%	0.1%	-2.0%	-1.1%	0.2%	1.1%	5.9%	5.6%	5.7%	8.8%	7.2%
Avg Ann. Change in Share													%		-3.7%	0.1%	-0.7%	-0.3%	0.0%	0.2%	0.8%	0.7%	0.6%	0.9%	0.7%



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VISITOR NUMBERS BY:													2009 to 2020		DAY VISITOR		VISITOR NUMBERS																																																																																																																																										
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																																																																																																																												
DAY VISITOR													TOTAL	% Change																																																																																																																																													
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES															Annual Change																																																																																																																																												
KEY													Q1	Q2			Q3	Q4																																																																																																																																									
An increase of 3% or more																																																																																																																																																											
Less than 3% change																																																																																																																																																											
A Fall of 3% or more																																																																																																																																																											
Q1													Q2													Q3													Q4																																																																																																																				
JAN													FEB													MAR													APR													MAY													JUN													JUL													AUG													SEP													OCT													NOV													DEC												
% Change 2009 to 2020													-10.7%	-8.5%	-60.8%	-99.7%	-89.1%	-64.4%	-62.5%	-66.9%	-65.0%	-57.2%	-62.2%	-8.8%	-61.3%	-32.1%	-83.7%	-65.0%	-46.3%																																																																																																																														
% Change 2019 to 2020													2.9%	-13.5%	-56.5%	-99.7%	-88.7%	-67.1%	-59.8%	-61.0%	-64.9%	-55.4%	-51.7%	-19.7%	-58.8%	-27.5%	-83.3%	-61.4%	-44.0%																																																																																																																														
Average Annual Change													-1.0%	-0.8%	-5.5%	-9.1%	-8.1%	-5.9%	-5.7%	-6.1%	-5.9%	-5.2%	-5.7%	-0.8%	-5.6%	-2.9%	-7.6%	-5.9%	-4.2%																																																																																																																														
2009	M	0.072	0.077	0.117	0.122	0.154	0.144	0.232	0.315	0.138	0.137	0.067	0.069	1.644	0.266	0.420	0.685	0.273																																																																																																																																									
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	3.0%	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																																																																																																																																								

VISITOR NUMBERS													DAY VISITOR												
SHARE OF MARKET													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Day Visitor													M	1.644	1.694	1.674	1.677	1.675	1.586	1.592	1.527	1.620	1.621	1.544	0.636
All Visitor Types													M	2.793	2.806	2.846	2.811	2.824	2.698	2.726	2.708	2.865	2.869	2.795	1.137
Share of Total													%	58.9%	60.4%	58.8%	59.7%	59.3%	58.8%	58.4%	56.4%	56.6%	56.5%	55.3%	55.9%
Annual Change in Share													%		2.6%	-2.6%	1.5%	-0.6%	-0.9%	-0.7%	-3.4%	0.3%	-0.1%	-2.2%	1.2%
Change in Share from 2009													%		2.6%	-0.1%	1.4%	0.8%	-0.1%	-0.8%	-4.2%	-3.9%	-4.0%	-6.1%	-5.0%
Avg Ann. Change in Share													%		2.6%	-0.1%	0.5%	0.2%	0.0%	-0.1%	-0.6%	-0.5%	-0.4%	-0.6%	-0.5%



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Report Prepared by: Alison Tipler. Date of Issue: 26/05/21

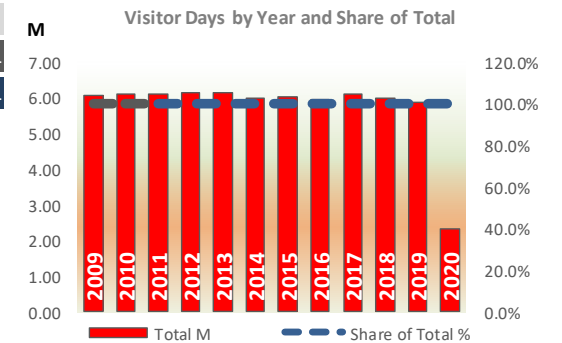
Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

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

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2009 to 2020													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	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		10.1%	7.7%	-28.1%	-97.1%	-96.2%	-91.6%	-85.3%	-54.6%	-43.9%	-52.3%	-57.2%	-56.4%	-61.8%	Annual Change	-5.3%	-94.8%	-63.0%	-54.8%
% Change 2019 to 2020		4.4%	1.6%	-27.1%	-97.1%	-96.2%	-91.9%	-83.8%	-49.0%	-38.4%	-48.3%	-55.9%	-59.1%	-60.4%		-8.0%	-94.8%	-59.0%	-54.1%
Average Annual Change		0.9%	0.7%	-2.6%	-8.8%	-8.7%	-8.3%	-7.8%	-5.0%	-4.0%	-4.8%	-5.2%	-5.1%	-5.6%		-0.5%	-8.6%	-5.7%	-5.0%
2009	M	0.290	0.246	0.335	0.496	0.546	0.619	0.839	0.974	0.553	0.502	0.262	0.417	6.080		0.872	1.661	2.366	1.182
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	0.5%	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	0.320	0.265	0.241	0.014	0.021	0.052	0.123	0.442	0.310	0.239	0.112	0.182	2.321	-60.4%	0.826	0.087	0.875	0.534

VISITOR DAYS													TOTAL		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Total	M	6.080	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.321		
All Visitor Types	M	6.080	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.321		
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 2009	%														
Avg Ann. Change in Share	%														



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VISITOR DAYS BY:													2009 to 2020		SERVICED		VISITOR DAYS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
SERVICED ACCOMMODATION																				
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change						
Q1			Q2			Q3			Q4											
KEY		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
% Change 2009 to 2020		23.0%	10.2%	-32.4%	-99.8%	-99.7%	-99.7%	-91.8%	-51.4%	-38.5%	-70.7%	-53.1%	-50.1%	-63.9%	Annual Change	-5.0%	-99.7%	-61.4%	-61.0%	
% Change 2019 to 2020		-1.1%	-10.0%	-36.9%	-99.8%	-99.7%	-99.7%	-91.4%	-47.5%	-36.4%	-68.4%	-51.7%	-64.1%	-64.5%		-18.3%	-99.7%	-59.2%	-62.5%	
Average Annual Change		2.1%	0.9%	-2.9%	-9.1%	-9.1%	-9.1%	-8.3%	-4.7%	-3.5%	-6.4%	-4.8%	-4.6%	-5.8%		-0.5%	-9.1%	-5.6%	-5.5%	
2009	000s	42.3	49.5	71.2	89.3	109.4	111.6	131.8	147.6	110.4	97.3	59.9	42.5	1,062.9		163.0	310.3	389.8	199.7	
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	-4.8%	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	52.1	54.6	48.2	0.2	0.4	0.3	10.8	71.7	67.9	28.5	28.1	21.2	383.8	-64.5%	154.8	0.8	150.4	77.8	

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	
Serviced	000s	1,062.9	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	383.8		
All Visitor Types	M	6.1	6.1	6.1	6.1	6.2	6.0	6.0	6.0	6.1	6.0	5.9	2.3		
Share of Total	%	17.5%	16.6%	19.9%	18.5%	19.3%	18.7%	18.7%	19.0%	19.1%	18.3%	18.4%	16.5%		
Annual Change in Share	%		-5.3%	19.9%	-7.0%	4.6%	-3.0%	-0.2%	1.4%	0.8%	-4.4%	0.9%	-10.3%		
Change in Share from 2009	%		-5.3%	13.6%	5.6%	10.4%	7.2%	7.0%	8.4%	9.3%	4.5%	5.4%	-5.4%		
Avg Ann. Change in Share	%		-5.3%	6.8%	1.9%	2.6%	1.4%	1.2%	1.2%	1.2%	0.5%	0.5%	-0.5%		



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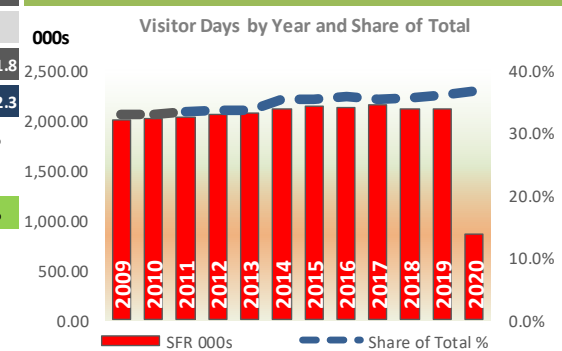
2009 to 2020													NON-SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			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 2009 to 2020		-31.4%	20.3%	18.3%	-93.3%	-98.5%	-100.0%	-97.3%	-51.3%	-41.2%	-31.1%	-55.3%	-93.4%	-67.1%	7.1%	-97.6%	-65.1%	-46.8%	
% Change 2019 to 2020		34.5%	79.1%	29.4%	-93.1%	-98.4%	-100.0%	-96.2%	-37.9%	-16.9%	-14.2%	-60.5%	-87.3%	-60.0%	42.8%	-97.5%	-52.9%	-34.8%	
Average Annual Change		-2.9%	1.8%	1.7%	-8.5%	-9.0%	-9.1%	-8.8%	-4.7%	-3.7%	-2.8%	-5.0%	-8.5%	-6.1%	0.6%	-8.9%	-5.9%	-4.3%	
2009	000s	26.3	31.4	53.3	127.9	152.0	169.8	215.9	221.2	161.9	132.2	40.6	37.0	1,369.5		110.9	449.7	599.1	209.8
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	1.8%	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	18.0	37.8	63.0	8.6	2.2		5.9	107.8	95.2	91.1	18.1	2.4	450.1	-60.0%	118.8	10.8	208.8	111.6

VISITOR DAYS													NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s				
Non-Serviced		000s	1,369.5	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	450.1	Visitor Days by Year and Share of Total			
All Visitor Types		M	6.1	6.1	6.1	6.1	6.2	6.0	6.0	6.0	6.1	6.0	5.9	2.3				
Share of Total		%	22.5%	22.8%	19.2%	20.5%	19.9%	19.3%	19.7%	18.9%	19.2%	19.2%	19.4%					
Annual Change in Share		%		1.3%	-15.7%	6.5%	-3.0%	-2.9%	1.0%	1.0%	-3.7%	1.2%	0.2%	1.0%				
Change in Share from 2009		%		1.3%	-14.6%	-9.0%	-11.8%	-14.3%	-13.5%	-12.7%	-15.9%	-14.9%	-14.8%	-13.9%				
Avg Ann. Change in Share		%		1.3%	-7.3%	-3.0%	-2.9%	-2.9%	-2.3%	-1.8%	-2.0%	-1.7%	-1.5%	-1.3%				

STEAM FINAL TREND REPORT FOR 2009-2020
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VISITOR DAYS BY:													2009 to 2020		SFR		VISITOR DAYS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													SFR																		
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		QUARTER																
Less than 3% change													TOTAL						% Change												
A Fall of 3% or more													Q1		Q2		Q3		Q4		TOTAL		% Change								
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020													23.6%	16.2%	-10.6%	-96.7%	-99.1%	-99.9%	-92.5%	-45.5%	-30.6%	-54.9%	-57.1%	-64.4%	-57.5%			12.0%	-98.6%	-60.1%	-60.4%
% Change 2019 to 2020													4.3%	4.7%	-16.3%	-97.0%	-99.1%	-99.9%	-92.6%	-45.3%	-31.5%	-54.8%	-58.6%	-66.8%	-59.7%			-1.1%	-98.7%	-60.5%	-62.2%
Average Annual Change													2.1%	1.5%	-1.0%	-8.8%	-9.0%	-9.1%	-8.4%	-4.1%	-2.8%	-5.0%	-5.2%	-5.9%	-5.2%			1.1%	-9.0%	-5.5%	-5.5%
2009	000s	149.9	87.8	94.0	157.6	130.5	192.7	259.6	290.1	142.2	136.0	94.1	269.1	2,003.5			331.7	480.8	691.8	499.2											
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	0.4%		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	185.3	102.1	84.0	5.2	1.2	0.3	19.5	158.0	98.7	61.4	40.4	95.8	851.8	-59.7%		371.4	6.7	276.2	197.6											

VISITOR DAYS													SFR														
SHARE OF MARKET													000s														
													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020			
SFR													2,003.5	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	851.8			
All Visitor Types													M	6.1	6.1	6.1	6.1	6.2	6.0	6.0	6.0	6.1	6.0	5.9	2.3		
Share of Total													%	33.0%	32.9%	33.4%	33.6%	33.6%	35.4%	35.4%	35.7%	35.3%	35.4%	36.0%	36.7%		
Annual Change in Share													%		-0.1%	1.5%	0.8%	-0.1%	5.3%	0.0%	0.9%	-1.0%	0.2%	1.7%	1.9%		
Change in Share from 2009													%		-0.1%	1.3%	2.1%	2.0%	7.4%	7.4%	8.4%	7.2%	7.5%	9.3%	11.4%		
Avg Ann. Change in Share													%		-0.1%	0.7%	0.7%	0.5%	1.5%	1.2%	1.2%	0.9%	0.8%	0.9%	1.0%		



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

VISITOR DAYS BY:													2009 to 2020		STAYING VISITOR		VISITOR DAYS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020													16.9%	15.2%	-10.6%	-96.3%	-99.0%	-99.9%	-94.0%	-48.8%	-36.9%	-50.5%	-55.5%	-65.7%	-62.0%			6.5%	-98.5%	-62.2%	-57.4%
% Change 2019 to 2020													4.8%	8.5%	-13.4%	-96.4%	-99.0%	-99.9%	-93.4%	-43.7%	-28.4%	-45.5%	-57.0%	-67.5%	-61.0%			-0.5%	-98.5%	-57.9%	-57.0%
Average Annual Change													1.5%	1.4%	-1.0%	-8.8%	-9.0%	-9.1%	-8.5%	-4.4%	-3.4%	-4.6%	-5.0%	-6.0%	-5.6%			0.6%	-9.0%	-5.7%	-5.2%
2009	M	0.219	0.169	0.218	0.375	0.392	0.474	0.607	0.659	0.414	0.366	0.195	0.349	4.436		0.606	1.241	1.681	0.909												
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	-0.4%	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	0.255	0.194	0.195	0.014	0.004	0.001	0.036	0.337	0.262	0.181	0.087	0.119	1.686	-61.0%	0.645	0.018	0.635	0.387												

VISITOR DAYS													STAYING VISITOR	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Staying Visitor	M	4.436	4.418	4.408	4.443	4.481	4.382	4.433	4.425	4.468	4.352	4.318	1.686	
All Visitor Types	M	6.080	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.321	
Share of Total	%	73.0%	72.3%	72.5%	72.6%	72.8%	73.4%	73.6%	74.3%	73.4%	72.9%	73.7%	72.6%	
Annual Change in Share	%		-0.9%	0.3%	0.2%	0.3%	0.9%	0.2%	1.0%	-1.3%	-0.7%	1.1%	-1.4%	
Change in Share from 2009	%		-0.9%	-0.7%	-0.5%	-0.2%	0.6%	0.8%	1.9%	0.6%	-0.1%	1.0%	-0.5%	
Avg Ann. Change in Share	%		-0.9%	-0.3%	-0.2%	-0.1%	0.1%	0.1%	0.3%	0.1%	0.0%	0.1%	0.0%	



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

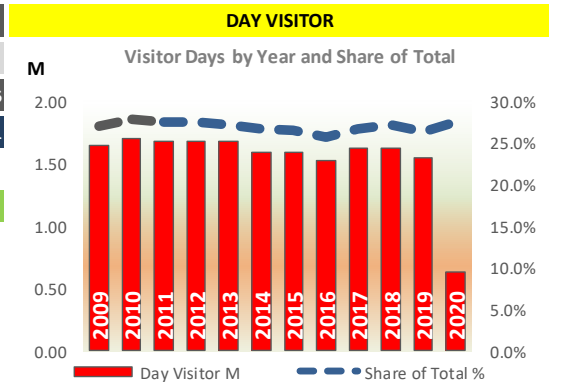
2009 to 2020

DAY VISITOR

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
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 2009 to 2020		-10.7%	-8.5%	-60.8%	-99.7%	-89.1%	-64.4%	-62.5%	-66.9%	-65.0%	-57.2%	-62.2%	-8.8%	-61.3%	Annual Change	-32.1%	-83.7%	-65.0%	-46.3%
% Change 2019 to 2020		2.9%	-13.5%	-56.5%	-99.7%	-88.7%	-67.1%	-59.8%	-61.0%	-64.9%	-55.4%	-51.7%	-19.7%	-58.8%		-27.5%	-83.3%	-61.4%	-44.0%
Average Annual Change		-1.0%	-0.8%	-5.5%	-9.1%	-8.1%	-5.9%	-5.7%	-6.1%	-5.9%	-5.2%	-5.7%	-0.8%	-5.6%		-2.9%	-7.6%	-5.9%	-4.2%
2009	M	0.072	0.077	0.117	0.122	0.154	0.144	0.232	0.315	0.138	0.137	0.067	0.069	1.644		0.266	0.420	0.685	0.273
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	3.0%	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

		VISITOR DAYS											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Day Visitor	M	1.644	1.694	1.674	1.677	1.675	1.586	1.592	1.527	1.620	1.621	1.544	0.636
All Visitor Types	M	6.080	6.111	6.082	6.120	6.155	5.968	6.025	5.952	6.088	5.973	5.863	2.321
Share of Total	%	27.0%	27.7%	27.5%	27.4%	27.2%	26.6%	26.4%	25.7%	26.6%	27.1%	26.3%	27.4%
Annual Change in Share	%		2.5%	-0.7%	-0.4%	-0.7%	-2.3%	-0.6%	-2.9%	3.7%	2.0%	-2.9%	3.9%
Change in Share from 2009	%		2.5%	1.8%	1.3%	0.6%	-1.7%	-2.3%	-5.1%	-1.6%	0.4%	-2.6%	1.3%
Avg Ann. Change in Share	%		2.5%	0.9%	0.4%	0.2%	-0.3%	-0.4%	-0.7%	-0.2%	0.0%	-0.3%	0.1%



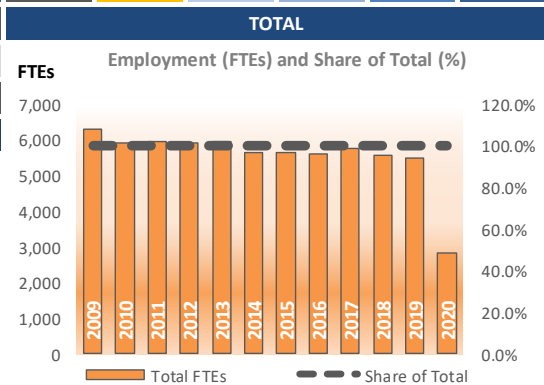
Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020
 FIFE COUNCIL

EMPLOYMENT BY:													2009 to 2020		TOTAL		TOTAL EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													% Change							
KEY													Annual Change							
An increase of 3% or more													Annual Change							
Less than 3% change													Annual Change							
A Fall of 3% or more													Annual Change							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change							
Q1													Annual Change							
Q2													Annual Change							
Q3													Annual Change							
Q4													Annual Change							
JAN													Annual Change							
FEB													Annual Change							
MAR													Annual Change							
APR													Annual Change							
MAY													Annual Change							
JUN													Annual Change							
JUL													Annual Change							
AUG													Annual Change							
SEP													Annual Change							
OCT													Annual Change							
NOV													Annual Change							
DEC													Annual Change							
TOTAL													Annual Change							
% Change 2009 to 2020													Annual Change							
% Change 2019 to 2020													Annual Change							
Average Annual Change													Annual Change							
2009 FTEs													Annual Change							
2010 FTEs													Annual Change							
2011 FTEs													Annual Change							
2012 FTEs													Annual Change							
2013 FTEs													Annual Change							
2014 FTEs													Annual Change							
2015 FTEs													Annual Change							
2016 FTEs													Annual Change							
2017 FTEs													Annual Change							
2018 FTEs													Annual Change							
2019 FTEs													Annual Change							
2020 FTEs													Annual Change							

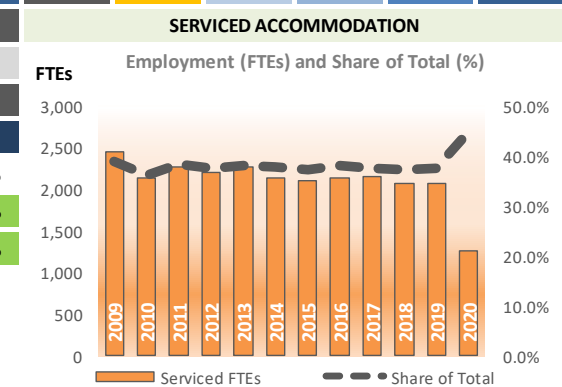
EMPLOYMENT													
SHARE OF MARKET													
2009													
2010													
2011													
2012													
2013													
2014													
2015													
2016													
2017													
2018													
2019													
2020													
Total	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812
Total Employment	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812
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 2009	%												
Avg Ann. Change in Share	%												



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

2009 to 2020													SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2009 to 2020	-28.5%	-27.1%	-32.1%	-73.7%	-75.2%	-75.0%	-70.4%	-41.1%	-32.4%	-44.1%	-34.3%	-31.8%	-48.4%	Annual Change	-29.3%	-74.6%	-48.1%	-37.2%	
% Change 2019 to 2020	-13.0%	-12.8%	-18.8%	-68.5%	-70.9%	-71.2%	-65.4%	-30.6%	-20.4%	-32.1%	-19.5%	-22.6%	-38.9%		-15.0%	-70.2%	-39.1%	-25.1%	
Average Annual Change	-2.6%	-2.5%	-2.9%	-6.7%	-6.8%	-6.8%	-6.4%	-3.7%	-2.9%	-4.0%	-3.1%	-2.9%	-4.4%		-2.7%	-6.8%	-4.4%	-3.4%	
2009	FTEs	1,964	2,039	2,195	2,389	2,530	2,556	2,964	3,135	2,791	2,507	2,207	2,061	2,445	2,066	2,492	2,963	2,258	
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	-12.8%	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	1,403	1,486	1,490	629	628	640	876	1,848	1,886	1,400	1,449	1,405	1,262	-38.9%	1,460	632	1,537	1,418

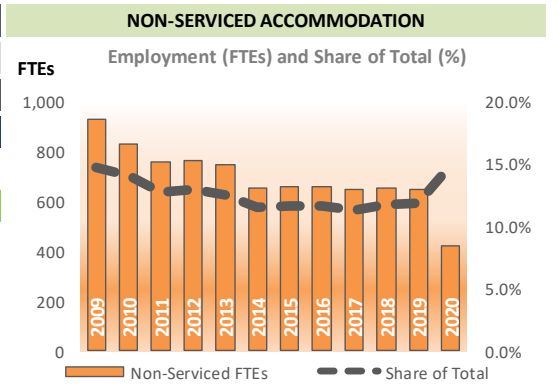
EMPLOYMENT														SERVICED ACCOMMODATION													
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020															
Serviced	FTEs	2,445	2,133	2,271	2,209	2,265	2,131	2,101	2,131	2,155	2,070	2,064	1,262														
Total Employment	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812														
Share of Total	%	38.8%	36.2%	38.3%	37.4%	38.0%	37.7%	37.2%	37.9%	37.5%	37.2%	37.6%	44.9%														
Annual Change in Share	%		-6.7%	5.8%	-2.1%	1.6%	-0.9%	-1.3%	1.9%	-1.2%	-0.7%	1.1%	19.3%														
Change in Share from 2009	%		-6.7%	-1.3%	-3.4%	-1.9%	-2.7%	-4.0%	-2.1%	-3.3%	-4.0%	-3.0%	15.7%														
Avg Ann. Change in Share	%		-6.7%	-0.7%	-1.1%	-0.5%	-0.5%	-0.7%	-0.3%	-0.4%	-0.4%	-0.3%	1.4%														



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

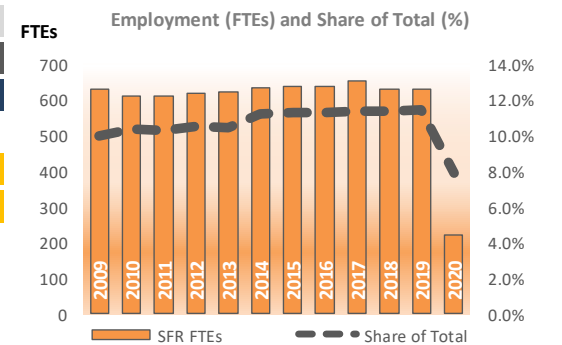
2009 to 2020													NON-SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	NON-SERVICED ACCOMMODATION												TOTAL	% Change					
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	-34.1%	-22.5%	-19.9%	-77.2%	-81.1%	-82.7%	-81.0%	-47.3%	-41.4%	-34.6%	-40.5%	-48.0%	-54.6%	Annual Change	-24.9%	-80.5%	-57.3%	-40.0%	
% Change 2019 to 2020	4.4%	16.5%	9.5%	-70.1%	-75.0%	-76.8%	-70.9%	-23.1%	-8.9%	-5.8%	-21.9%	-19.5%	-35.0%		10.2%	-74.2%	-35.3%	-14.3%	
Average Annual Change	-3.1%	-2.0%	-1.8%	-7.0%	-7.4%	-7.5%	-7.4%	-4.3%	-3.8%	-3.1%	-3.7%	-4.4%	-5.0%		-2.3%	-7.3%	-5.2%	-3.6%	
2009	FTEs	600	625	778	931	1,008	1,147	1,364	1,385	1,177	921	596	575	925		668	1,029	1,308	697
2010	FTEs	548	562	783	832	928	1,048	1,162	1,205	1,062	838	502	483	830	-10.4%	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	396	484	624	212	191	198	259	729	690	602	354	299	420	-35.0%	501	200	559	419

EMPLOYMENT													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020					
Non-Serviced	FTEs	925	830	756	759	746	649	657	654	646	651	646	420				
Total Employment	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812				
Share of Total	%	14.7%	14.1%	12.7%	12.9%	12.5%	11.5%	11.6%	11.6%	11.2%	11.7%	11.8%	14.9%				
Annual Change in Share	%		-4.2%	-9.4%	1.0%	-2.7%	-8.3%	1.4%	0.0%	-3.5%	4.1%	0.6%	26.9%				
Change in Share from 2009	%		-4.2%	-13.2%	-12.3%	-14.6%	-21.7%	-20.7%	-20.7%	-23.5%	-20.3%	-19.8%	1.7%				
Avg Ann. Change in Share	%		-4.2%	-6.6%	-4.1%	-3.7%	-4.3%	-3.4%	-3.0%	-2.9%	-2.3%	-2.0%	0.2%				



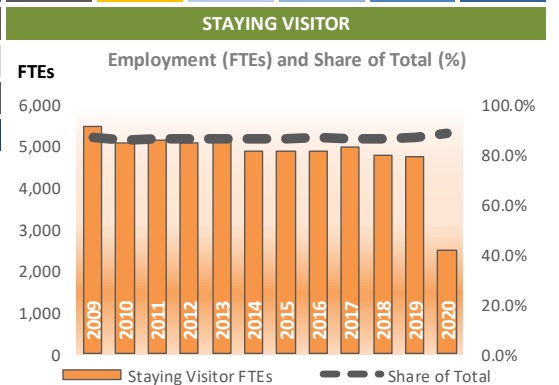
STEAM FINAL TREND REPORT FOR 2009-2020													2009 to 2020		SFR		DIRECT EMPLOYMENT			
FIFE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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							
% Change 2009 to 2020		18.5%	11.3%	-14.3%	-96.9%	-99.1%	-99.9%	-92.6%	-44.7%	-29.5%	-54.4%	-56.6%	-64.0%	-65.0%	Annual Change	7.3%	-98.7%	-59.5%	-60.0%	
% Change 2019 to 2020		4.3%	4.7%	-16.3%	-97.0%	-99.1%	-99.9%	-92.4%	-42.0%	-27.4%	-52.3%	-56.3%	-65.0%	-64.9%		-1.1%	-98.7%	-58.2%	-60.1%	
Average Annual Change		1.7%	1.0%	-1.3%	-8.8%	-9.0%	-9.1%	-8.4%	-4.1%	-2.7%	-4.9%	-5.1%	-5.8%	-5.9%		0.7%	-9.0%	-5.4%	-5.5%	
2009	FTEs	167	98	105	542	448	662	1,213	1,355	664	630	436	1,247	631		123	551	1,078	771	
2010	FTEs	188	98	106	539	443	672	1,159	1,299	660	635	392	1,146	611	-3.1%	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	17	4	1	90	750	468	287	189	449	221	-64.9%	132	7	436	308	

EMPLOYMENT													SFR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
SFR	FTEs	631	611	609	618	621	633	638	635	654	630	629	221		
Total Employment	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812		
Share of Total	%	10.0%	10.4%	10.2%	10.5%	10.4%	11.2%	11.3%	11.3%	11.4%	11.3%	11.5%	7.9%		
Annual Change in Share	%		3.6%	-1.1%	2.2%	-0.4%	7.5%	0.8%	0.1%	0.6%	-0.5%	1.3%	-31.4%		
Change in Share from 2009	%		3.6%	2.5%	4.7%	4.2%	12.1%	13.0%	13.1%	13.8%	13.1%	14.6%	-21.4%		
Avg Ann. Change in Share	%		3.6%	1.2%	1.6%	1.1%	2.4%	2.2%	1.9%	1.7%	1.5%	1.5%	-1.9%		



STEAM FINAL TREND REPORT FOR 2009-2020													2009 to 2020		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							
% Change 2009 to 2020		-26.9%	-24.7%	-28.4%	-77.8%	-79.4%	-80.8%	-77.9%	-43.4%	-34.3%	-43.6%	-38.5%	-44.6%	-52.4%	Annual Change	-26.7%	-79.4%	-52.7%	-42.4%	
% Change 2019 to 2020		-8.5%	-6.5%	-12.3%	-73.8%	-75.6%	-77.7%	-73.4%	-32.2%	-19.3%	-30.7%	-25.9%	-37.9%	-43.0%		-9.2%	-75.8%	-42.8%	-32.0%	
Average Annual Change		-2.4%	-2.2%	-2.6%	-7.1%	-7.2%	-7.3%	-7.1%	-3.9%	-3.1%	-4.0%	-3.5%	-4.1%	-4.8%		-2.4%	-7.2%	-4.8%	-3.9%	
2009	FTEs	2,732	2,761	3,078	3,862	3,987	4,365	5,541	5,875	4,632	4,058	3,238	3,884	4,001		2,857	4,071	5,349	3,726	
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	-10.7%	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	1,998	2,080	2,203	858	823	839	1,225	3,327	3,044	2,289	1,992	2,153	1,903	-43.0%	2,093	840	2,532	2,145	

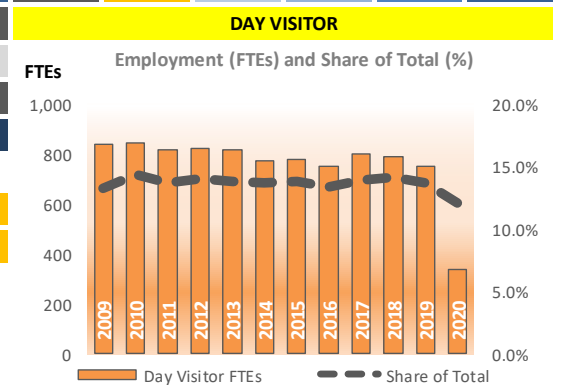
EMPLOYMENT													STAYING VISITOR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Staying Visitor	FTEs	5,470	5,053	5,123	5,075	5,136	4,876	4,868	4,868	4,951	4,777	4,737	2,475		
Total Employment	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812		
Share of Total	%	86.7%	85.7%	86.3%	86.0%	86.3%	86.3%	86.2%	86.7%	86.1%	85.9%	86.3%	88.0%		
Annual Change in Share	%		-1.2%	0.7%	-0.3%	0.3%	0.1%	-0.1%	0.5%	-0.7%	-0.3%	0.5%	1.9%		
Change in Share from 2009	%		-1.2%	-0.5%	-0.8%	-0.6%	-0.5%	-0.6%	-0.1%	-0.8%	-1.0%	-0.5%	1.4%		
Avg Ann. Change in Share	%		-1.2%	-0.3%	-0.3%	-0.1%	-0.1%	-0.1%	0.0%	-0.1%	-0.1%	0.0%	0.1%		



STEAM FINAL TREND REPORT FOR 2009-2020
 FIFE COUNCIL

2009 to 2020													DAY VISITOR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020	-14.4%	-12.4%	-62.5%	-99.7%	-89.5%	-65.9%	-63.0%	-66.4%	-64.5%	-57.1%	-62.1%	-8.6%	-59.6%	-34.9%	-84.4%	-64.9%	-46.1%	
% Change 2019 to 2020	2.9%	-13.5%	-56.5%	-99.7%	-88.7%	-67.1%	-58.7%	-58.7%	-62.9%	-53.3%	-49.4%	-15.9%	-55.0%	-27.5%	-83.3%	-59.6%	-41.4%	
Average Annual Change	-1.3%	-1.1%	-5.7%	-9.1%	-8.1%	-6.0%	-5.7%	-6.0%	-5.9%	-5.2%	-5.6%	-0.8%	-5.4%	-3.2%	-7.7%	-5.9%	-4.2%	
2009 FTEs	496	534	804	553	700	657	1,491	2,021	888	943	465	474	836	612	637	1,467	627	
2010 FTEs	496	544	837	570	649	648	1,773	1,895	880	918	465	466	845	1.1%	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

EMPLOYMENT												
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Day Visitor FTEs	836	845	814	824	818	774	778	748	800	787	750	338
Total Employment FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812
Share of Total %	13.3%	14.3%	13.7%	14.0%	13.7%	13.7%	13.8%	13.3%	13.9%	14.1%	13.7%	12.0%
Annual Change in Share %		8.1%	-4.3%	1.8%	-1.6%	-0.3%	0.6%	-3.3%	4.5%	1.6%	-3.3%	-12.1%
Change in Share from 2009 %		8.1%	3.5%	5.4%	3.7%	3.3%	4.0%	0.5%	5.0%	6.7%	3.1%	-9.3%
Avg Ann. Change in Share %		8.1%	1.7%	1.8%	0.9%	0.7%	0.7%	0.1%	0.6%	0.7%	0.3%	-0.8%



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

2020 **STAYING VISITORS** **ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE**

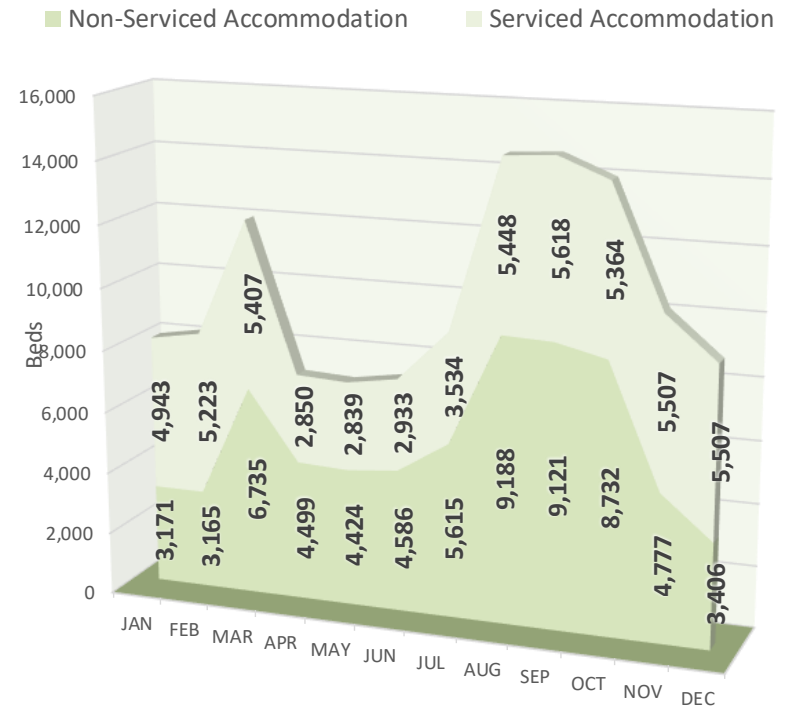
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	266	5,783	-14	-450	-141	-866
+50 Room	7	1,559	-0	-58	+2	+344
26-50 Room	16	1,336	-1	-36	+2	+168
<26 Room	70	1,491	-14	-162	-55	-666
Guest Houses/B&Bs	173	1,397	+1	-194	-90	-712

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	200	9,286	-6	+762	-135	-135
Self catering	174	6,788	-9	+601	-139	-122
Touring/Camping	26	2,498	+3	+161	+4	-13

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	467	15,069	-19	+312	-275	-1,001
Serviced Accommodation Share of Total	57%	38%				
Non-Serviced Accommodation Share of Total	43%	62%				

SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	8,113	8,388	12,142	7,349	7,263	7,519	9,149	14,636	14,740	14,096	10,284	8,913
Serviced Accommodation	4,943	5,223	5,407	2,850	2,839	2,933	3,534	5,448	5,618	5,364	5,507	5,507
Non-Serviced Accommodation	3,171	3,165	6,735	4,499	4,424	4,586	5,615	9,188	9,121	8,732	4,777	3,406

SEASONAL AVAILABILITY OF BED SUPPLY 2020



Report Sections With Historic Financial Data Indexed to 2020 Prices

Sections:

*Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis*

Visitor Types:

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

Indexation:

Indexation to: 2020

2009	<i>1.38</i>
2010	<i>1.33</i>
2011	<i>1.27</i>
2012	<i>1.22</i>
2013	<i>1.18</i>
2014	<i>1.15</i>
2015	<i>1.14</i>
2016	<i>1.12</i>
2017	<i>1.09</i>
2018	<i>1.05</i>
2019	<i>1.03</i>
2020	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

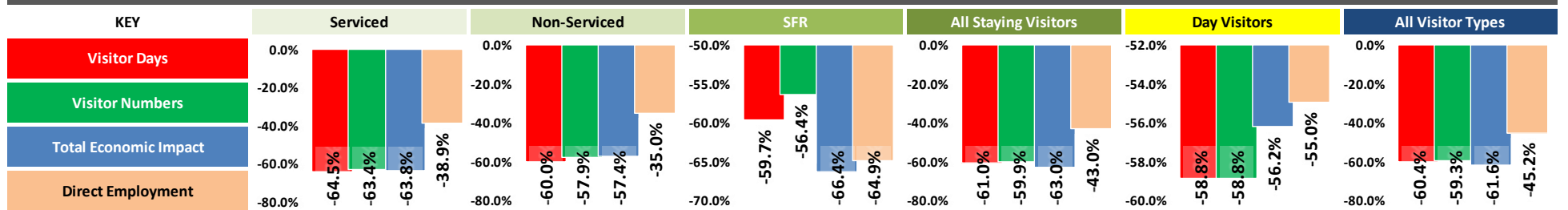
Comparing 2020 and 2019
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

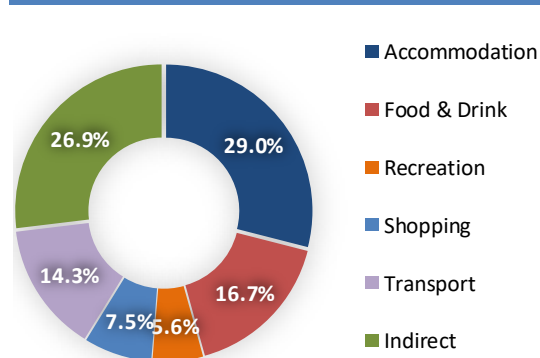
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
Visitor Days	M	0.384	1.081	-64.5%	0.450	1.125	-60.0%	0.852	2.112	-59.7%	1.686	4.318	-61.0%	0.636	1.544	-58.8%	2.321	5.863	-60.4%					
Visitor Numbers	M	0.212	0.581	-63.4%	0.084	0.200	-57.9%	0.205	0.469	-56.4%	0.501	1.251	-59.9%	0.636	1.544	-58.8%	1.137	2.795	-59.3%					
Direct Expenditure	£M																102.93	269.11	-61.8%					
Economic Impact	£M	60.18	166.32	-63.8%	27.41	64.41	-57.4%	20.75	61.72	-66.4%	108.34	292.45	-63.0%	32.50	74.23	-56.2%	140.84	366.68	-61.6%					
Direct Employment	FTEs	1,262	2,064	-38.9%	420	646	-35.0%	221	629	-64.9%	1,903	3,339	-43.0%	338	750	-55.0%	2,240	4,089	-45.2%					
Total Employment	FTEs																2,812	5,487	-48.7%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020



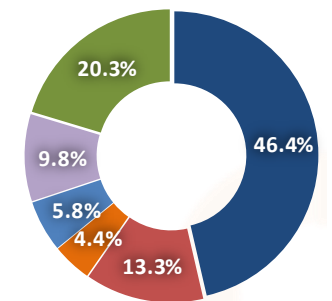
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



Sectors	2020	2019	+/- %
Accommodation	40.83	104.84	-61.1%
Food & Drink	23.54	60.88	-61.3%
Recreation	7.850	20.58	-61.9%
Shopping	10.57	28.13	-62.4%
Transport	20.15	54.68	-63.1%
TOTAL DIRECT	102.93	269.11	-61.8%
Indirect	37.90	97.57	-61.2%
TOTAL	140.84	366.68	-61.6%

Sectoral Distribution of Employment - FTEs

Sectors	2020	2019	+/- %
Accommodation	1,305	1,745	-25.2%
Food & Drink	374	918	-59.2%
Recreation	124	309	-59.8%
Shopping	162	409	-60.4%
Transport	275	708	-61.1%
TOTAL DIRECT	2,240	4,089	-45.2%
Indirect	572	1,399	-59.1%
TOTAL	2,812	5,487	-48.7%



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

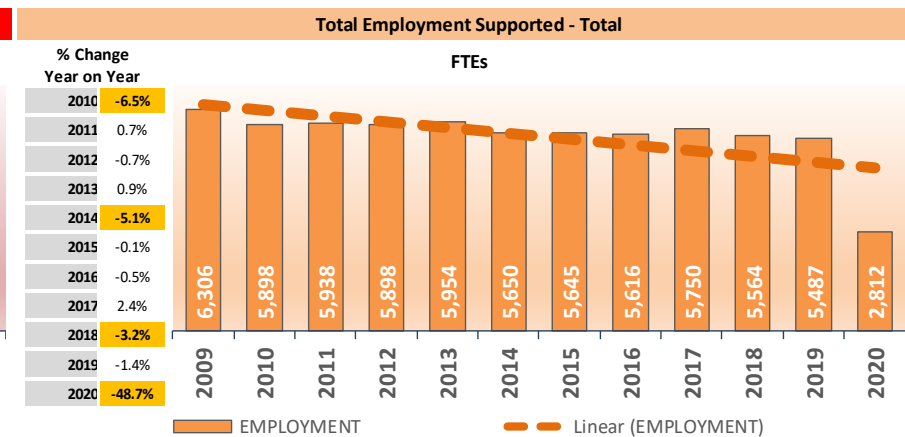
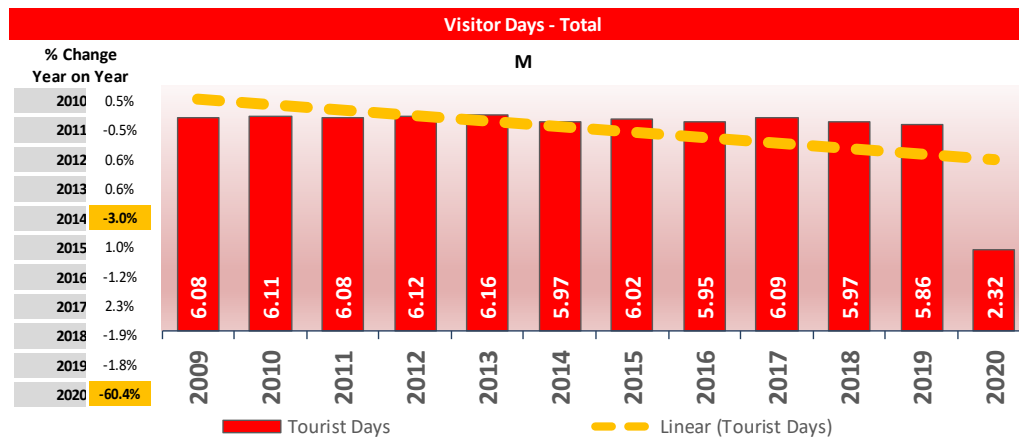
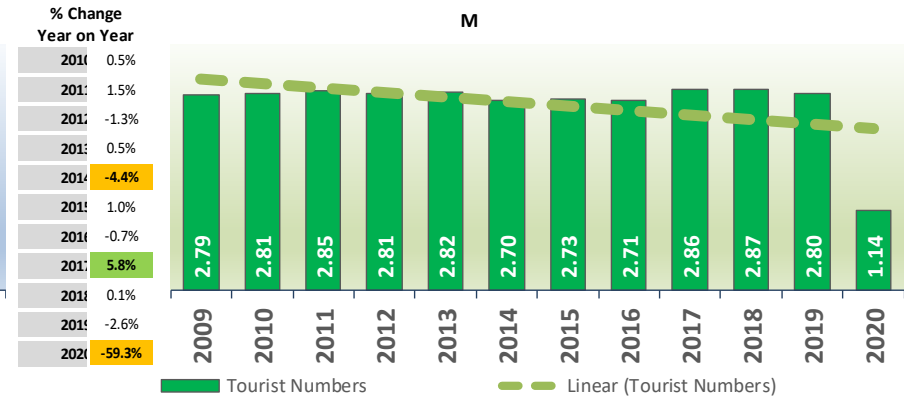
2009 to 2020
2020 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.0%	8.1%	5.8%	8.5%	4.9%	6.0%	5.0%	7.1%	3.0%	1.2%	-61.1%
Visitor Numbers		0.5%	1.9%	0.6%	1.1%	-3.4%	-2.4%	-3.1%	2.6%	2.7%	0.1%	-59.3%
Visitor Days		0.5%	0.0%	0.7%	1.2%	-1.8%	-0.9%	-2.1%	0.1%	-1.8%	-3.6%	-61.8%
Total Employment		-6.5%	-5.8%	-6.5%	-5.6%	-10.4%	-10.5%	-10.9%	-8.8%	-11.8%	-13.0%	-55.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

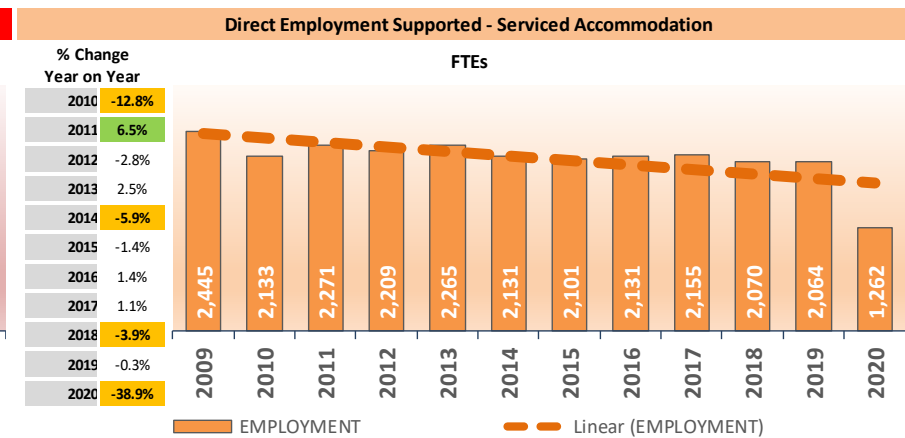
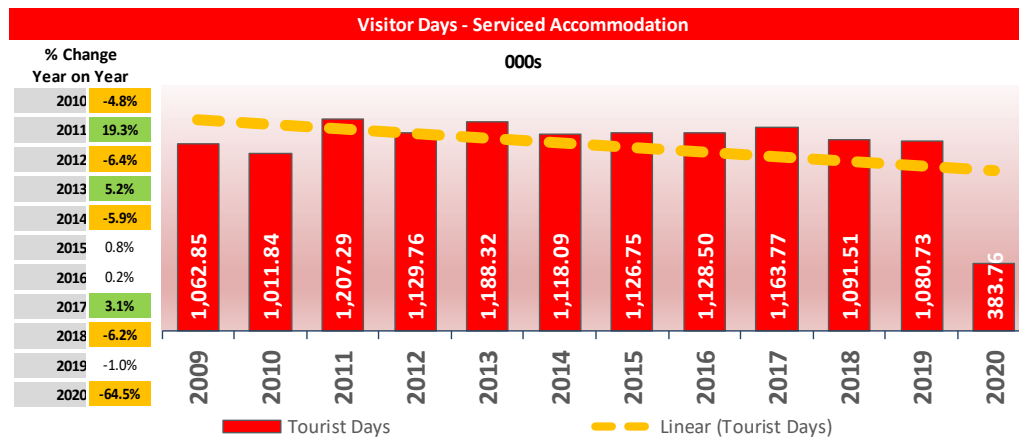
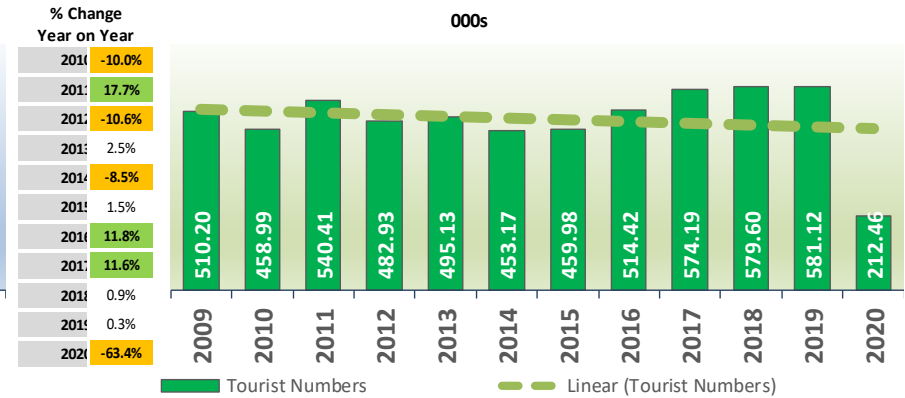
2009 to 2020
2020 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-	-1.3%	21.3%	12.1%	18.5%	15.0%	15.2%	15.1%	16.8%	8.8%	8.6%	-60.7%
Visitor Numbers	-	-10.0%	5.9%	-5.3%	-3.0%	-11.2%	-9.8%	0.8%	12.5%	13.6%	13.9%	-58.4%
Visitor Days	-	-4.8%	13.6%	6.3%	11.8%	5.2%	6.0%	6.2%	9.5%	2.7%	1.7%	-63.9%
Direct Employment	-	-12.8%	-7.1%	-9.7%	-7.4%	-12.8%	-14.0%	-12.9%	-11.9%	-15.3%	-15.6%	-48.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

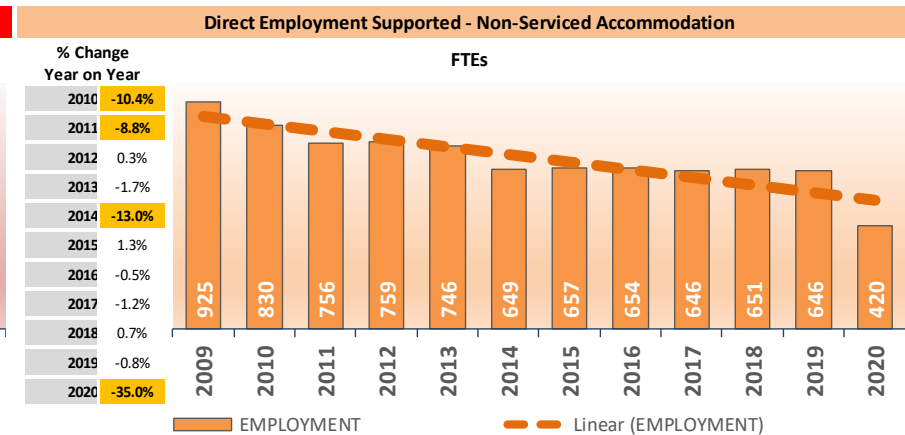
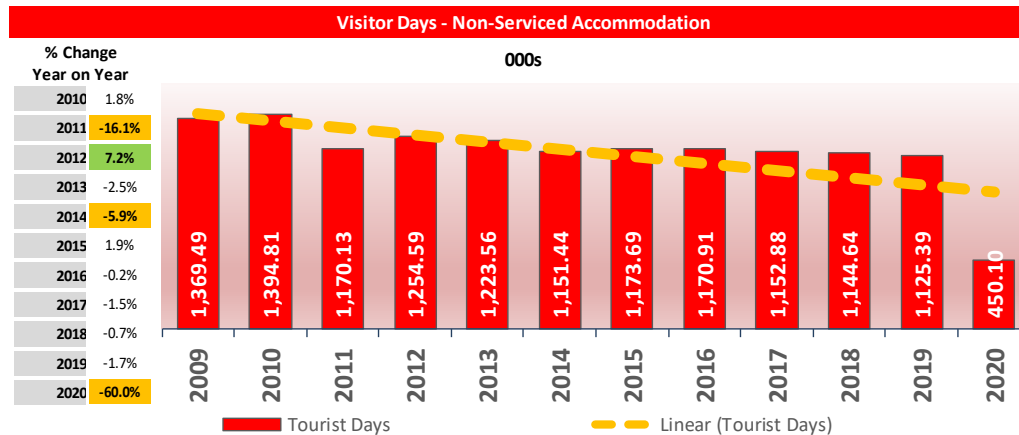
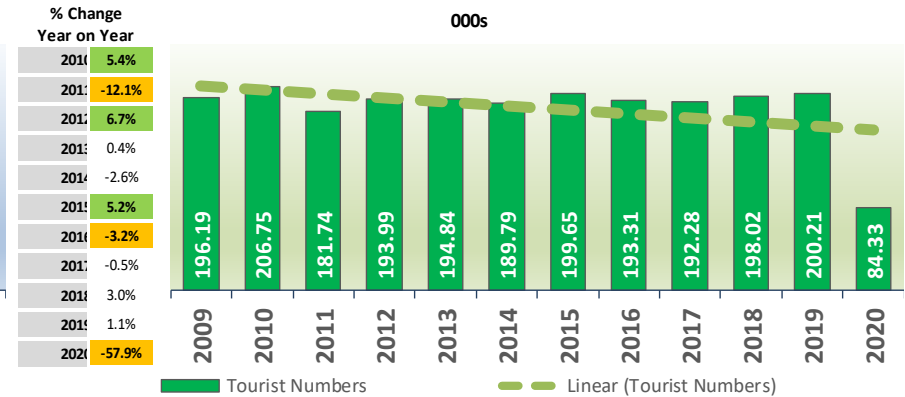
2009 to 2020
2020 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		10.0%	-7.1%	-0.1%	-1.1%	-7.0%	-3.6%	-4.7%	-4.3%	-6.2%	-9.3%	-61.4%
Visitor Numbers		5.4%	-7.4%	-1.1%	-0.7%	-3.3%	1.8%	-1.5%	-2.0%	0.9%	2.1%	-57.0%
Visitor Days		1.8%	-14.6%	-8.4%	-10.7%	-15.9%	-14.3%	-14.5%	-15.8%	-16.4%	-17.8%	-67.1%
Direct Employment		-10.4%	-18.3%	-18.0%	-19.4%	-29.9%	-29.0%	-29.3%	-30.2%	-29.7%	-30.2%	-54.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

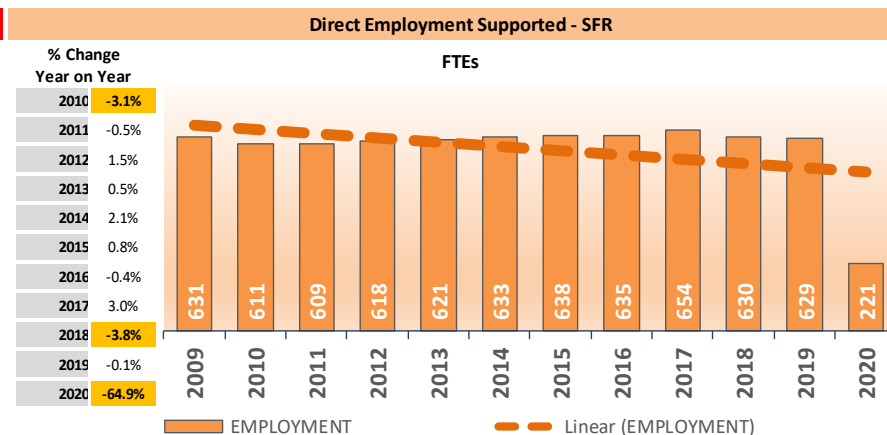
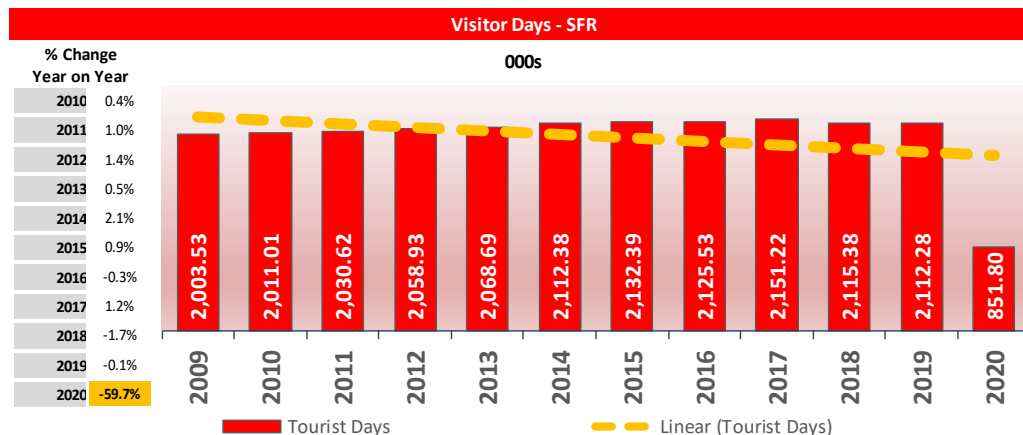
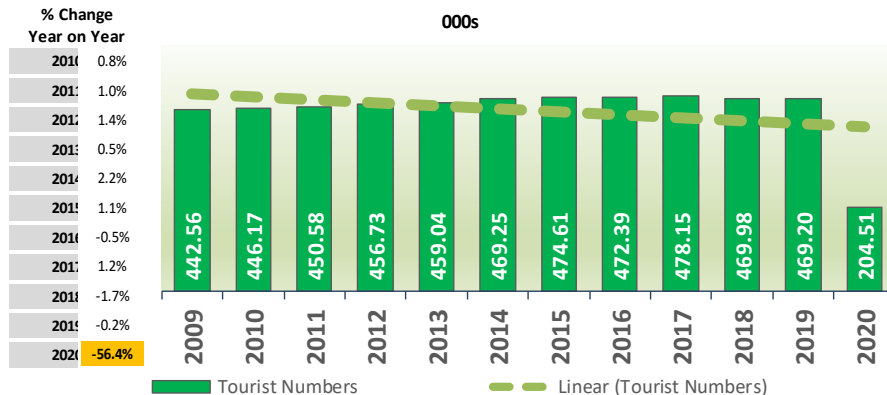
2009 to 2020
2020 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-0.9%	0.7%	1.6%	2.7%	4.7%	5.6%	5.5%	6.5%	4.6%	4.5%	-64.9%
Visitor Numbers		0.8%	1.8%	3.2%	3.7%	6.0%	7.2%	6.7%	8.0%	6.2%	6.0%	-53.8%
Visitor Days		0.4%	1.4%	2.8%	3.3%	5.4%	6.4%	6.1%	7.4%	5.6%	5.4%	-57.5%
Direct Employment		-3.1%	-3.5%	-2.1%	-1.6%	0.4%	1.2%	0.7%	3.7%	-0.2%	-0.3%	-65.0%

"Linear" = Linear Trendline

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Report Prepared by: Alison Tipler. Date of Issue: 26/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

2009 to 2020
2020 Prices

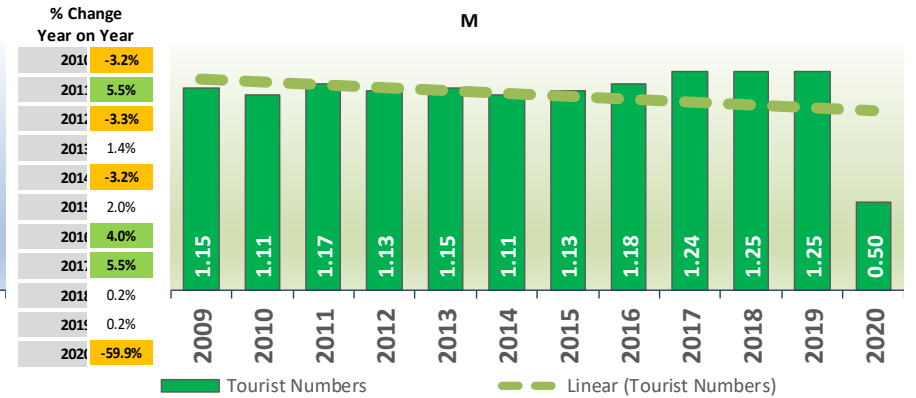
STAYING VISITOR

KEY MEASURES
Indexed

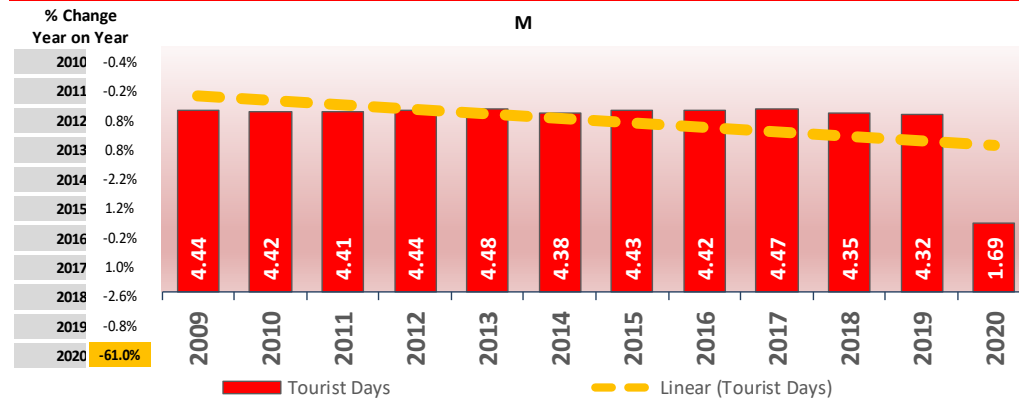
Economic Impact - Indexed - Staying Visitor



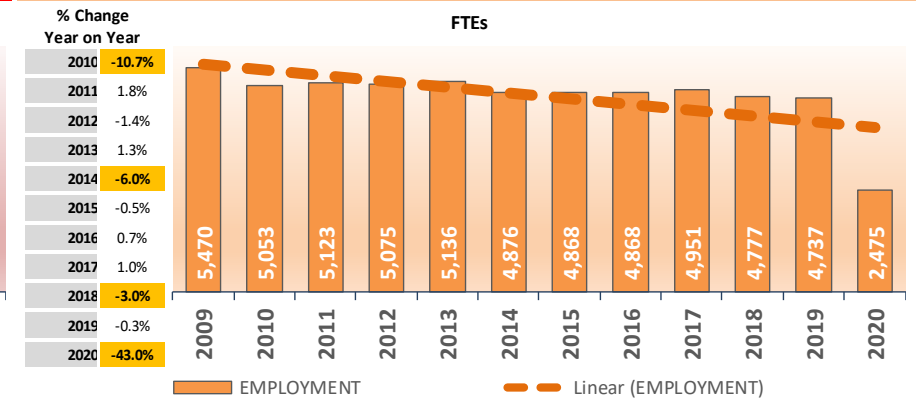
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		1.6%	9.9%	6.8%	10.3%	7.3%	8.5%	8.2%	9.3%	4.2%	3.2%	-61.8%
Visitor Numbers		-3.2%	2.1%	-1.3%	0.0%	-3.2%	-1.3%	2.7%	8.3%	8.6%	8.8%	-56.4%
Visitor Days		-0.4%	-0.6%	0.2%	1.0%	-1.2%	-0.1%	-0.2%	0.7%	-1.9%	-2.6%	-62.0%
Direct Employment		-7.6%	-6.3%	-7.2%	-6.1%	-10.9%	-11.0%	-11.0%	-9.5%	-12.7%	-13.4%	-54.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

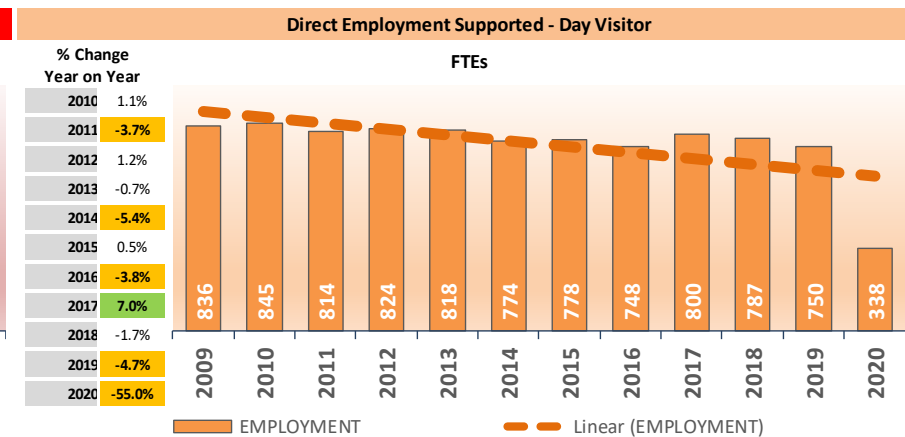
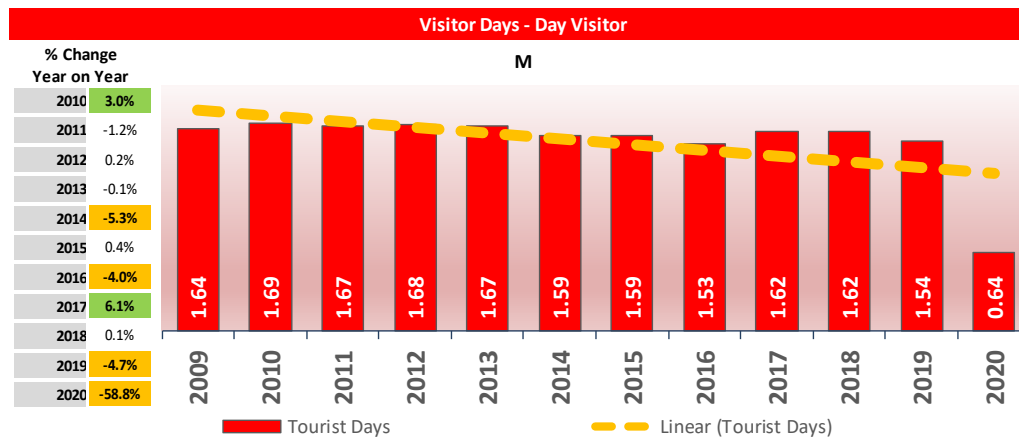
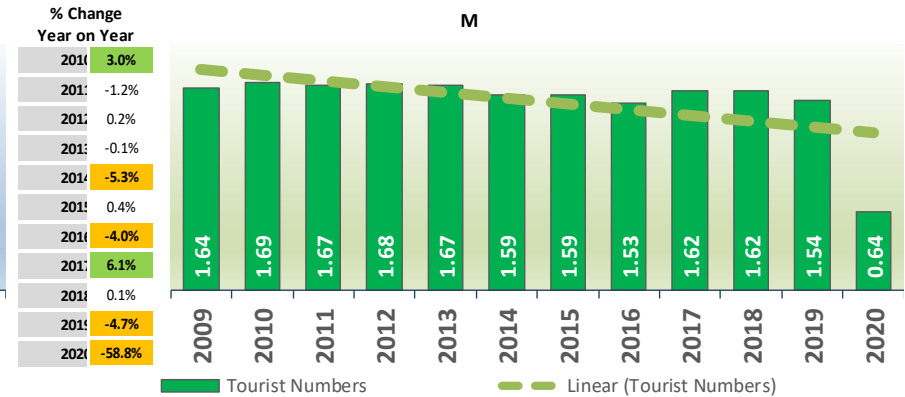
2009 to 2020
2020 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

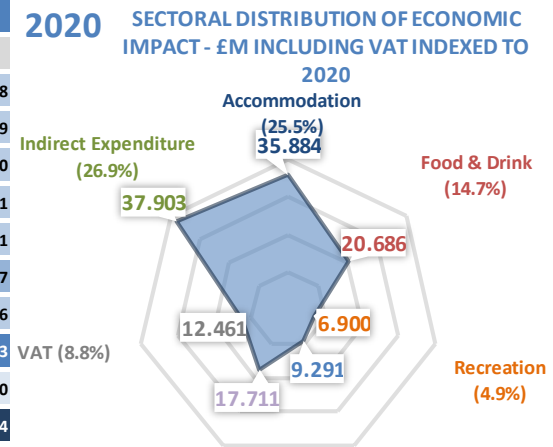


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		3.4%	1.7%	2.2%	2.2%	-4.0%	-2.9%	-6.2%	-1.1%	-1.4%	-6.0%	-58.8%
Visitor Numbers		3.0%	1.8%	2.0%	1.9%	-3.5%	-3.2%	-7.1%	-1.4%	-1.4%	-6.0%	-61.3%
Visitor Days		3.0%	1.8%	2.0%	1.9%	-3.5%	-3.2%	-7.1%	-1.4%	-1.4%	-6.0%	-61.3%
Direct Employment		1.1%	-2.6%	-1.4%	-2.1%	-7.4%	-6.9%	-10.5%	-4.3%	-5.9%	-10.2%	-59.6%

"Linear" = Linear Trendline

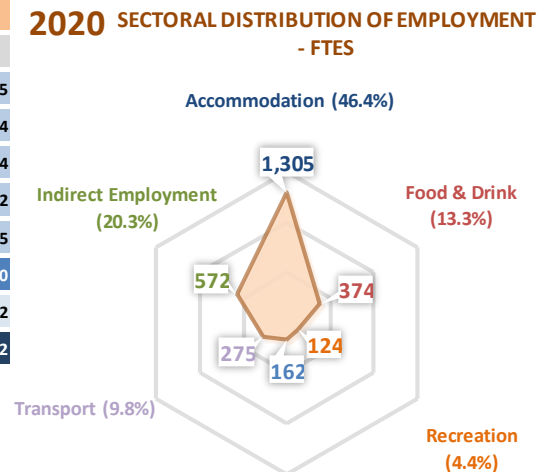
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	85.25	86.49	95.99	91.34	94.97	92.94	94.16	91.91	93.79	88.26	87.36	35.88
Food & Drink	£M	53.76	53.03	53.57	52.92	54.04	51.68	52.19	52.19	53.24	51.86	50.74	20.69
Recreation	£M	18.85	18.30	18.04	17.75	18.13	17.47	17.86	17.29	17.89	17.55	17.15	6.900
Shopping	£M	24.74	24.54	24.81	24.75	25.03	23.87	23.86	24.07	24.52	23.89	23.44	9.291
Transport	£M	47.27	46.36	47.71	47.19	48.31	46.51	46.73	47.30	47.83	46.29	45.57	17.71
Direct Revenue	£M	229.88	228.72	240.12	233.96	240.48	232.47	234.81	232.76	237.28	227.86	224.26	90.47
VAT	£M	34.48	40.03	48.02	46.79	48.10	46.49	46.96	46.55	47.46	45.57	44.85	12.46
Direct Expenditure	£M	264.36	268.75	288.15	280.75	288.58	278.97	281.77	279.32	284.74	273.43	269.11	102.93
Indirect Expenditure	£M	97.85	100.68	103.39	102.56	104.60	100.86	102.26	101.05	103.05	99.57	97.57	37.90
TOTAL	£M	362.21	369.43	391.54	383.31	393.18	379.83	384.03	380.37	387.79	373.00	366.68	140.84



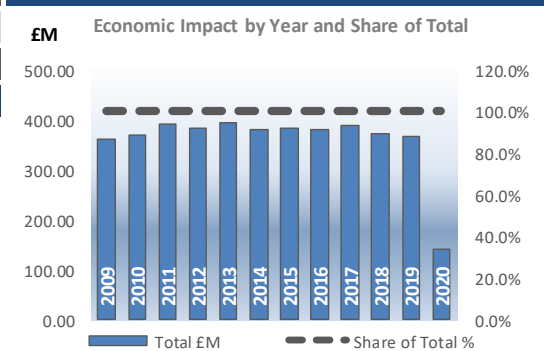
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	2,349	1,973	1,974	1,939	1,950	1,775	1,758	1,757	1,762	1,747	1,745	1,305
Food & Drink	FTEs	977	963	973	969	981	944	947	944	977	938	918	374
Recreation	FTEs	340	330	326	323	327	317	323	311	327	316	309	124
Shopping	FTEs	433	430	434	437	438	421	418	420	434	417	409	162
Transport	FTEs	737	723	744	742	753	729	728	735	754	719	708	275
Direct Employment	FTEs	4,837	4,419	4,451	4,409	4,449	4,187	4,175	4,168	4,255	4,137	4,089	2,240
Indirect Employment	FTEs	1,469	1,479	1,487	1,489	1,504	1,463	1,471	1,449	1,496	1,427	1,399	572
TOTAL	FTEs	6,306	5,898	5,938	5,898	5,954	5,650	5,645	5,616	5,750	5,564	5,487	2,812



STEAM FINAL TREND REPORT FOR 2009-2020 FIFE COUNCIL													2009 to 2020 2020 Prices	TOTAL	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / 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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020		9.5%	13.9%	-24.4%	-97.2%	-97.2%	-94.0%	-86.5%	-52.0%	-40.1%	-54.4%	-52.9%	-51.1%	-61.1%	Annual Change	-3.8%	-96.1%	-61.8%	-53.0%
% Change 2019 to 2020		6.3%	2.6%	-26.4%	-97.3%	-97.3%	-94.5%	-86.3%	-49.7%	-37.3%	-53.1%	-53.3%	-58.1%	-61.6%		-8.6%	-96.3%	-60.5%	-54.8%
Average Annual Change		0.9%	1.3%	-2.2%	-8.8%	-8.8%	-8.5%	-7.9%	-4.7%	-3.6%	-4.9%	-4.8%	-4.6%	-5.6%		-0.3%	-8.7%	-5.6%	-4.8%
2009	£M	12.46	13.30	19.43	25.87	29.52	31.70	57.92	67.67	35.59	30.66	17.05	21.03	362.21		45.19	87.09	161.18	68.74
2010	£M	14.41	14.55	21.13	26.68	29.32	34.00	58.78	64.72	36.67	33.25	15.69	20.23	369.43	2.0%	50.09	90.00	160.17	69.16
2011	£M	12.75	14.75	21.07	28.91	28.91	34.25	65.13	70.74	39.45	32.64	19.87	23.06	391.54	6.0%	48.57	92.08	175.32	75.57
2012	£M	13.92	13.92	19.65	26.44	25.02	32.04	65.26	70.43	39.91	33.31	17.92	25.49	383.31	-2.1%	47.49	83.50	175.61	76.72
2013	£M	12.42	13.55	20.59	25.97	27.53	32.55	69.66	74.11	39.35	33.58	18.98	24.89	393.18	2.6%	46.55	86.05	183.12	77.45
2014	£M	12.60	12.80	19.88	25.95	27.11	31.48	67.38	69.21	37.19	30.09	19.14	27.00	379.83	-3.4%	45.28	84.54	173.77	76.23
2015	£M	13.30	13.67	20.03	25.70	28.31	31.71	67.23	67.22	36.38	32.80	19.83	27.84	384.03	1.1%	47.00	85.72	170.83	80.47
2016	£M	13.60	14.82	21.64	25.56	27.67	33.95	61.85	64.58	36.51	31.44	20.69	28.04	380.37	-1.0%	50.07	87.18	162.95	80.17
2017	£M	14.46	14.63	19.44	26.66	29.55	35.35	63.91	67.51	37.76	33.05	19.51	25.95	387.79	2.0%	48.53	91.56	169.18	78.51
2018	£M	13.03	14.78	20.10	26.66	31.81	35.21	59.19	65.20	34.63	30.65	17.59	24.16	373.00	-3.8%	47.91	93.68	159.02	72.39
2019	£M	12.83	14.76	19.96	26.34	30.82	34.57	57.32	64.56	34.01	29.82	17.19	24.51	366.68	-1.7%	47.55	91.72	155.89	71.51
2020	£M	13.64	15.15	14.69	0.720	0.830	1.888	7.835	32.46	21.33	13.99	8.028	10.28	140.84	-61.6%	43.48	3.438	61.63	32.30

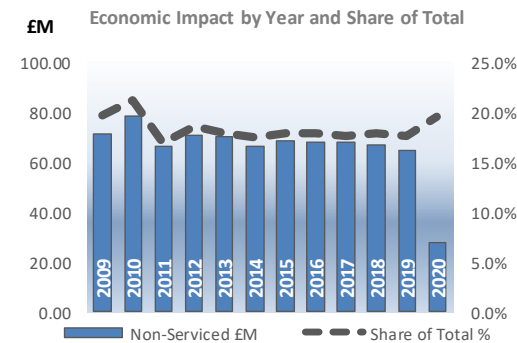
ECONOMIC IMPACT - INDEXED TO 2020														TOTAL	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Total	£M	362.21	369.43	391.54	383.31	393.18	379.83	384.03	380.37	387.79	373.00	366.68	140.84		
All Visitor Types	£M	362.21	369.43	391.54	383.31	393.18	379.83	384.03	380.37	387.79	373.00	366.68	140.84		
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 2009	%														
Avg Ann. Change in Share	%														



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed																		
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																				
NON-SERVICED ACCOMMODATION													TOTAL						% Change																
ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																																			
KEY																																			
An increase of 3% or more																																			
Less than 3% change																																			
A Fall of 3% or more																																			
													Q1		Q2		Q3		Q4		TOTAL		% Change												
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							Q1	Q2	Q3	Q4	
% Change 2009 to 2020													-19.0%	41.3%	41.2%	-90.5%	-97.9%	-100.0%	-98.5%	-48.9%	-39.1%	-25.1%	-43.5%	-91.8%	-61.4%	Annual Change						27.0%	-96.6%	-65.0%	-41.2%
% Change 2019 to 2020													49.8%	99.3%	44.8%	-91.2%	-97.9%	-100.0%	-98.3%	-45.9%	-17.1%	-12.9%	-54.2%	-85.6%	-57.4%							59.4%	-96.7%	-59.3%	-33.2%
Average Annual Change													-1.7%	3.8%	3.7%	-8.2%	-8.9%	-9.1%	-9.0%	-4.4%	-3.6%	-2.3%	-4.0%	-8.3%	-5.6%							2.5%	-8.8%	-5.9%	-3.7%
2009	£M	1.740	2.089	3.511	5.765	6.895	7.826	12.50	12.90	8.097	5.930	1.951	1.791	70.99					7.341	20.48	33.49	9.672													
2010	£M	2.192	2.410	4.987	6.338	7.810	8.907	12.88	13.70	8.832	6.647	1.831	1.585	78.11	10.0%			9.589	23.05	35.41	10.06														
2011	£M	1.537	1.560	3.015	6.375	5.987	7.446	11.75	12.22	7.370	5.354	2.356	0.984	65.95	-15.6%			6.112	19.81	31.34	8.693														
2012	£M	2.263	2.029	1.986	5.375	4.887	6.993	14.02	14.88	8.792	7.566	1.040	1.063	70.89	7.5%			6.279	17.26	37.69	9.670														
2013	£M	1.448	1.801	3.028	5.281	5.764	6.974	13.74	15.16	7.737	6.652	1.479	1.145	70.20	-1.0%			6.276	18.02	36.63	9.276														
2014	£M	1.173	1.449	3.448	5.261	6.447	6.766	12.14	13.73	7.035	5.405	1.898	1.297	66.05	-5.9%			6.070	18.47	32.90	8.601														
2015	£M	1.303	1.628	4.104	5.650	6.422	7.635	11.78	12.68	7.646	6.090	2.074	1.434	68.45	3.6%			7.034	19.71	32.11	9.598														
2016	£M	1.469	1.646	3.930	6.675	6.745	8.551	12.73	12.20	6.637	4.972	2.046	0.090	67.69	-1.1%			7.045	21.97	31.56	7.108														
2017	£M	1.378	1.527	2.419	5.156	7.140	8.756	12.03	12.44	8.004	5.663	2.170	1.283	67.96	0.4%			5.324	21.05	32.47	9.116														
2018	£M	0.973	1.567	3.619	6.482	7.473	8.589	10.40	11.93	6.342	5.494	2.640	1.093	66.60	-2.0%			6.160	22.54	28.67	9.227														
2019	£M	0.941	1.482	3.423	6.225	6.981	8.051	10.67	12.18	5.945	5.099	2.409	1.013	64.41	-3.3%			5.846	21.26	28.79	8.521														
2020	£M	1.409	2.953	4.957	0.549	0.144		0.186	6.591	4.931	4.441	1.102	0.146	27.41	-57.4%			9.320	0.692	11.71	5.690														

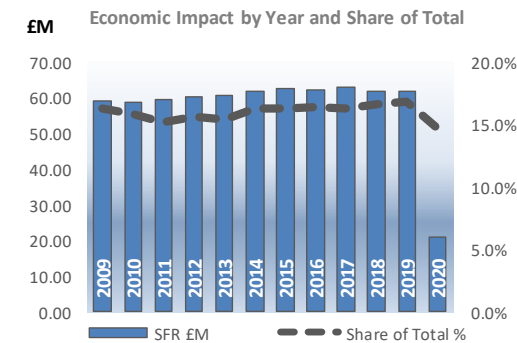
ECONOMIC IMPACT - INDEXED TO 2020													NON-SERVICED ACCOMMODATION																
SHARE OF MARKET																													
													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020					
Non-Serviced													£M	70.99	78.11	65.95	70.89	70.20	66.05	68.45	67.69	67.96	66.60	64.41	27.41				
All Visitor Types													£M	362.21	369.43	391.54	383.31	393.18	379.83	384.03	380.37	387.79	373.00	366.68	140.84				
Share of Total													%	19.6%	21.1%	16.8%	18.5%	17.9%	17.4%	17.8%	17.8%	17.5%	17.9%	17.6%	19.5%				
Annual Change in Share													%		7.9%	-20.3%	9.8%	-3.5%	-2.6%	2.5%	-0.2%	-1.5%	1.9%	-1.6%	10.8%				
Change in Share from 2009													%		7.9%	-14.1%	-5.6%	-8.9%	-11.3%	-9.1%	-9.2%	-10.6%	-8.9%	-10.4%	-0.7%				
Avg Ann. Change in Share													%		7.9%	-7.0%	-1.9%	-2.2%	-2.3%	-1.5%	-1.3%	-1.3%	-1.0%	-1.0%	-0.1%				



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

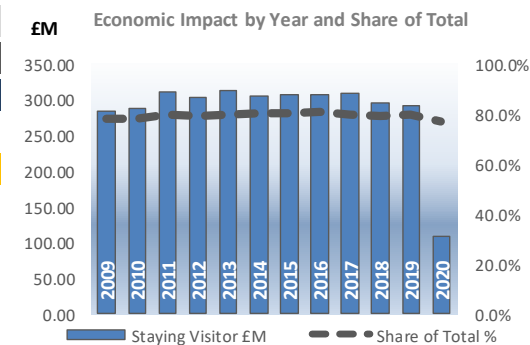
2009 to 2020 2020 Prices													SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:														ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES					
MONTH AND QUARTER														CALENDAR YEAR		QUARTER			
KEY														TOTAL		QUARTER			
SFR														Annual Change		QUARTER			
An increase of 3% or more														Annual Change		QUARTER			
Less than 3% change														Annual Change		QUARTER			
A Fall of 3% or more														Annual Change		QUARTER			
		Q1			Q2			Q3			Q4								
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		24.1%	16.6%	-10.3%	-96.7%	-99.1%	-99.9%	-92.5%	-45.3%	-30.3%	-54.7%	-56.9%	-64.3%	-64.9%	12.4%	-98.6%	-59.9%	-60.3%	
% Change 2019 to 2020		4.2%	4.7%	-16.3%	-97.0%	-99.1%	-99.9%	-92.7%	-45.3%	-31.5%	-54.8%	-58.6%	-66.8%	-66.4%	-1.1%	-98.7%	-60.5%	-62.2%	
Average Annual Change		2.2%	1.5%	-0.9%	-8.8%	-9.0%	-9.1%	-8.4%	-4.1%	-2.8%	-5.0%	-5.2%	-5.8%	-5.9%	1.1%	-9.0%	-5.4%	-5.5%	
2009	£M	1.296	0.759	0.813	4.183	3.462	5.113	9.497	10.61	5.201	4.945	3.420	9.781	59.08	2.868	12.76	25.31	18.15	
2010	£M	1.486	0.773	0.842	4.255	3.498	5.304	9.271	10.40	5.281	5.095	3.142	9.187	58.53	-0.9%	3.101	13.06	24.95	17.42
2011	£M	1.359	0.811	0.842	4.494	3.387	5.249	9.496	10.28	5.506	5.055	3.445	9.578	59.51	1.7%	3.012	13.13	25.29	18.08
2012	£M	1.485	0.816	0.789	4.326	3.140	5.132	9.464	10.38	5.461	5.282	3.342	10.42	60.04	0.9%	3.089	12.60	25.30	19.05
2013	£M	1.450	0.835	0.832	4.339	3.272	5.138	9.613	10.54	5.423	5.346	3.449	10.46	60.70	1.1%	3.117	12.75	25.58	19.26
2014	£M	1.521	0.835	0.841	4.294	3.456	5.189	9.665	10.51	5.428	5.109	3.653	11.37	61.87	1.9%	3.196	12.94	25.60	20.14
2015	£M	1.575	0.847	0.857	4.303	3.440	5.222	9.671	10.39	5.380	5.216	3.723	11.80	62.42	0.9%	3.279	12.96	25.44	20.74
2016	£M	1.570	0.839	0.872	4.349	3.422	5.400	9.848	10.46	5.404	5.108	3.741	11.33	62.34	-0.1%	3.281	13.17	25.71	20.18
2017	£M	1.645	0.859	0.859	4.546	3.504	5.512	10.01	10.62	5.461	5.155	3.728	11.00	62.89	0.9%	3.364	13.56	26.09	19.88
2018	£M	1.546	0.856	0.875	4.561	3.672	5.521	9.768	10.64	5.292	4.965	3.584	10.51	61.79	-1.8%	3.277	13.75	25.70	19.06
2019	£M	1.543	0.846	0.871	4.571	3.660	5.519	9.755	10.61	5.292	4.951	3.561	10.54	61.72	-0.1%	3.260	13.75	25.66	19.05
2020	£M	1.608	0.886	0.729	0.138	0.032	0.007	0.717	5.802	3.623	2.239	1.474	3.496	20.75	-66.4%	3.223	0.178	10.14	7.209

ECONOMIC IMPACT - INDEXED TO 2020														SFR				
SHARE OF MARKET														SFR				
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020					
SFR		£M	59.08	58.53	59.51	60.04	60.70	61.87	62.42	62.89	61.79	61.72	20.75					
All Visitor Types		£M	362.21	369.43	391.54	383.31	393.18	379.83	384.03	380.37	387.79	373.00	366.68	140.84				
Share of Total		%	16.3%	15.8%	15.2%	15.7%	15.4%	16.3%	16.4%	16.2%	16.6%	16.8%	14.7%					
Annual Change in Share		%		-2.9%	-4.1%	3.1%	-1.4%	5.5%	-0.2%	0.8%	-1.0%	2.1%	1.6%	-12.5%				
Change in Share from 2009		%		-2.9%	-6.8%	-4.0%	-5.4%	-0.1%	-0.4%	0.5%	-0.6%	1.6%	3.2%	-9.7%				
Avg Ann. Change in Share		%		-2.9%	-3.4%	-1.3%	-1.3%	0.0%	-0.1%	0.1%	-0.1%	0.2%	0.3%	-0.9%				



STEAM FINAL TREND REPORT FOR 2009-2020 FIFE COUNCIL													2009 to 2020 2020 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 2020 / 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 2009 to 2020		18.6%	24.1%	-6.8%	-96.7%	-99.1%	-99.8%	-92.6%	-47.5%	-34.0%	-53.5%	-50.4%	-60.4%	-61.8%	Annual Change	9.4%	-98.6%	-60.9%	-54.9%	
% Change 2019 to 2020		7.6%	9.7%	-14.3%	-96.9%	-99.1%	-99.9%	-92.6%	-46.7%	-30.1%	-52.3%	-53.6%	-66.2%	-63.0%		-1.0%	-98.7%	-60.2%	-57.6%	
Average Annual Change		1.7%	2.2%	-0.6%	-8.8%	-9.0%	-9.1%	-8.4%	-4.3%	-3.1%	-4.9%	-4.6%	-5.5%	-5.6%		0.9%	-9.0%	-5.5%	-5.0%	
2009	£M	8.538	9.086	13.08	21.51	24.01	26.54	46.21	51.79	28.62	23.22	13.37	17.29	283.27		30.70	72.06	126.62	53.88	
2010	£M	10.41	10.16	14.37	22.10	24.10	28.79	44.55	49.51	29.60	25.84	11.93	16.46	287.81	1.6%	34.94	74.98	123.66	54.23	
2011	£M	8.322	10.57	14.44	24.04	23.58	28.75	53.14	55.90	32.39	25.62	15.70	18.77	311.23	8.1%	33.34	76.37	141.43	60.09	
2012	£M	9.756	9.497	11.91	21.97	20.29	26.97	54.34	56.06	32.33	26.01	13.61	19.86	302.61	-2.8%	31.17	69.23	142.73	59.48	
2013	£M	8.736	9.357	13.85	21.92	22.30	26.79	57.83	59.19	31.86	26.17	14.52	19.94	312.48	3.3%	31.94	71.02	148.88	60.64	
2014	£M	9.106	8.815	13.28	21.69	22.42	26.10	54.59	56.44	30.48	23.92	15.20	22.03	304.08	-2.7%	31.20	70.21	141.51	61.15	
2015	£M	10.17	9.862	14.18	21.52	23.42	26.89	51.61	53.47	29.48	26.08	16.51	24.15	307.34	1.1%	34.21	71.83	134.56	66.74	
2016	£M	10.60	10.81	14.99	21.96	23.04	28.88	50.37	50.81	29.53	24.71	17.05	23.59	306.35	-0.3%	36.40	73.88	130.72	65.36	
2017	£M	10.97	10.60	13.53	22.38	24.36	29.81	51.73	52.82	30.33	25.23	16.26	21.72	309.74	1.1%	35.09	76.55	134.88	63.21	
2018	£M	9.534	10.66	14.55	22.71	25.99	29.51	46.12	50.90	27.35	23.09	14.50	20.21	295.14	-4.7%	34.75	78.21	124.38	57.80	
2019	£M	9.409	10.28	14.23	22.50	25.46	28.97	46.35	51.03	27.02	22.65	14.31	20.24	292.45	-0.9%	33.92	76.93	124.40	57.21	
2020	£M	10.12	11.28	12.19	0.707	0.224	0.043	3.424	27.19	18.88	10.80	6.635	6.852	108.34	-63.0%	33.59	0.974	49.49	24.28	

ECONOMIC IMPACT - INDEXED TO 2020													STAYING VISITOR				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
Staying Visitor	£M	283.27	287.81	311.23	302.61	312.48	304.08	307.34	306.35	309.74	295.14	292.45	108.34				
All Visitor Types	£M	362.21	369.43	391.54	383.31	393.18	379.83	384.03	380.37	387.79	373.00	366.68	140.84				
Share of Total	%	78.2%	77.9%	79.5%	78.9%	79.5%	80.1%	80.0%	80.5%	79.9%	79.1%	79.8%	76.9%				
Annual Change in Share	%		-0.4%	2.0%	-0.7%	0.7%	0.7%	0.0%	0.6%	-0.8%	-0.9%	0.8%	-3.5%				
Change in Share from 2009	%		-0.4%	1.6%	0.9%	1.6%	2.4%	2.3%	3.0%	2.1%	1.2%	2.0%	-1.6%				
Avg Ann. Change in Share	%		-0.4%	0.8%	0.3%	0.4%	0.5%	0.4%	0.4%	0.3%	0.1%	0.2%	-0.1%				



STEAM FINAL TREND REPORT FOR 2009-2020
FIFE COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER						
DAY VISITOR													TOTAL						% Change		
KEY													ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES		Annual Change						
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
		Q1			Q2			Q3			Q4										
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020		-10.3%	-8.2%	-60.7%	-99.7%	-89.0%	-64.3%	-62.3%	-66.8%	-64.9%	-57.1%	-62.1%	-8.5%	-58.8%		-31.8%	-83.6%	-64.9%	-46.1%		
% Change 2019 to 2020		2.8%	-13.6%	-56.5%	-99.7%	-88.7%	-67.1%	-59.8%	-61.0%	-65.0%	-55.4%	-51.7%	-19.7%	-56.2%		-27.5%	-83.3%	-61.5%	-44.0%		
Average Annual Change		-0.9%	-0.7%	-5.5%	-9.1%	-8.1%	-5.8%	-5.7%	-6.1%	-5.9%	-5.2%	-5.6%	-0.8%	-5.3%		-2.9%	-7.6%	-5.9%	-4.2%		
2009	£M	3.920	4.218	6.353	4.355	5.512	5.169	11.71	15.87	6.973	7.448	3.673	3.741	78.94		14.49	15.04	34.55	14.86		
2010	£M	4.006	4.390	6.759	4.584	5.223	5.217	14.23	15.21	7.065	7.411	3.755	3.765	81.61	3.4%	15.15	15.02	36.50	14.93		
2011	£M	4.423	4.178	6.628	4.877	5.332	5.505	11.99	14.84	7.063	7.017	4.163	4.299	80.31	-1.6%	15.23	15.71	33.89	15.48		
2012	£M	4.166	4.423	7.732	4.477	4.724	5.072	10.92	14.37	7.586	7.300	4.311	5.627	80.71	0.5%	16.32	14.27	32.87	17.24		
2013	£M	3.684	4.189	6.740	4.045	5.224	5.761	11.83	14.92	7.490	7.411	4.451	4.949	80.70	0.0%	14.61	15.03	34.24	16.81		
2014	£M	3.499	3.989	6.591	4.260	4.687	5.388	12.79	12.77	6.708	6.175	3.937	4.962	75.75	-6.1%	14.08	14.34	32.26	15.07		
2015	£M	3.132	3.809	5.851	4.173	4.899	4.817	15.62	13.75	6.895	6.725	3.320	3.690	76.69	1.2%	12.79	13.89	36.27	13.73		
2016	£M	3.003	4.015	6.652	3.603	4.626	5.074	11.48	13.77	6.985	6.728	3.633	4.446	74.01	-3.5%	13.67	13.30	32.23	14.81		
2017	£M	3.491	4.035	5.914	4.283	5.190	5.540	12.17	14.69	7.427	7.822	3.250	4.232	78.05	5.5%	13.44	15.01	34.30	15.30		
2018	£M	3.493	4.116	5.547	3.955	5.820	5.695	13.07	14.29	7.280	7.554	3.090	3.942	77.85	-0.3%	13.16	15.47	34.64	14.59		
2019	£M	3.418	4.479	5.736	3.841	5.355	5.601	10.97	13.53	6.992	7.162	2.882	4.264	74.23	-4.7%	13.63	14.80	31.49	14.31		
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	-56.2%	9.885	2.464	12.13	8.013		

ECONOMIC IMPACT - INDEXED TO 2020													DAY VISITOR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Day Visitor		£M	78.94	81.61	80.31	80.71	80.70	75.75	76.69	74.01	78.05	77.85	74.23	32.50	
All Visitor Types		£M	362.21	369.43	391.54	383.31	393.18	379.83	384.03	380.37	387.79	373.00	366.68	140.84	
Share of Total		%	21.8%	22.1%	20.5%	21.1%	20.5%	19.9%	20.0%	19.5%	20.1%	20.9%	20.2%	23.1%	
Annual Change in Share		%		1.4%	-7.2%	2.6%	-2.5%	-2.8%	0.1%	-2.6%	3.4%	3.7%	-3.0%	14.0%	
Change in Share from 2009		%		1.4%	-5.9%	-3.4%	-5.8%	-8.5%	-8.4%	-10.7%	-7.6%	-4.2%	-7.1%	5.9%	
Avg Ann. Change in Share		%		1.4%	-2.9%	-1.1%	-1.5%	-1.7%	-1.4%	-1.5%	-1.0%	-0.5%	-0.7%	0.5%	

