
















Global Tourism Solutions (UK) Ltd

71 Heol Gwys
Upper Cwmtwrch
Swansea
SA9 2XH

Telephone: 0798 445 5388

Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

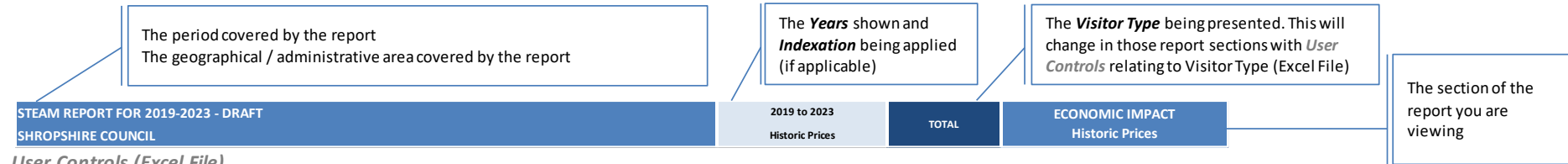
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
<p>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</p>	<p>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></p>  <p>13</p>	<p>DISTRIBUTION OF IMPACT: <i>by Month</i>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



Report Section Design and Features

Headers

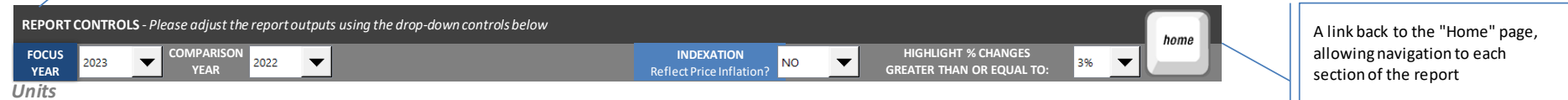
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

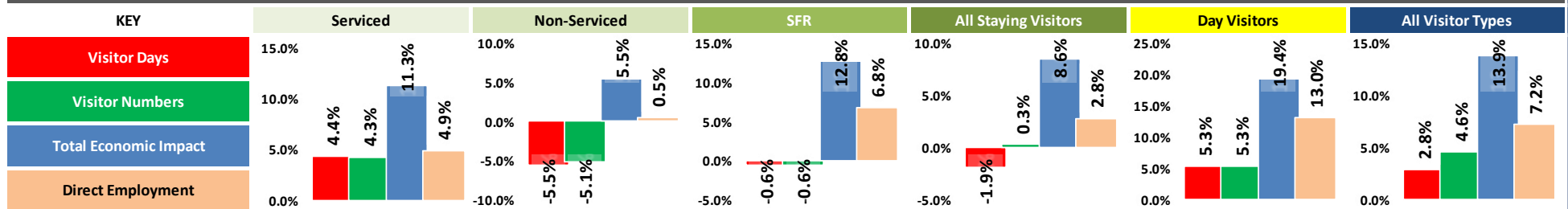
Visitor Numbers / Visitor Days / Average Length of Stay

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

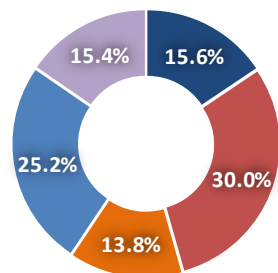
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			SFR			All Staying Visitors			Day Visitors			All Visitor Types					
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	1,070	1,025	4.4%	2,130	2,255	-5.5%	1,163	1,169	-0.6%	4,363	4,449	-1.9%	9,083	8,626	5.3%	13,45	13,08	2.8%		
Visitor Numbers	M	0,597	0,573	4.3%	0,327	0,345	-5.1%	0,489	0,492	-0.6%	1,413	1,410	0.3%	9,083	8,626	5.3%	10,50	10,04	4.6%		
Direct Expenditure	£M																652.18	572.98	13.8%		
Economic Impact	£M	160.35	144.13	11.3%	208.05	197.19	5.5%	57.05	50.59	12.8%	425.45	391.90	8.6%	448.14	375.32	19.4%	873.58	767.23	13.9%		
Direct Employment	FTEs	1,495	1,425	4.9%	2,036	2,025	0.5%	427	400	6.8%	3,959	3,851	2.8%	3,278	2,900	13.0%	7,237	6,751	7.2%		
Total Employment	FTEs																9,096	8,474	7.3%		

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



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



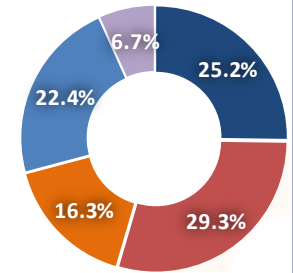
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

2023	2022	+/- %
101.63	98.45	3.2%
195.81	169.06	15.8%
89.90	77.38	16.2%
164.23	141.12	16.4%
100.61	86.96	15.7%
652.18	572.98	13.8%
221.40	194.25	14.0%
873.58	767.23	13.9%

Sectors

2023	2022	+/- %
1,825	1,825	
2,121	1,935	9.7%
1,182	1,075	10.0%
1,622	1,472	10.2%
487	445	9.5%
7,237	6,751	7.2%
1,859	1,723	7.9%
9,096	8,474	7.3%

Sectoral Distribution of Employment - FTEs



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

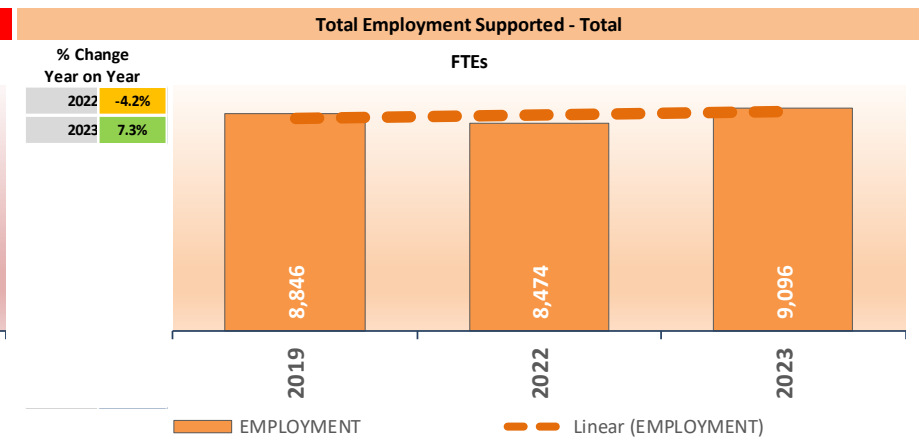
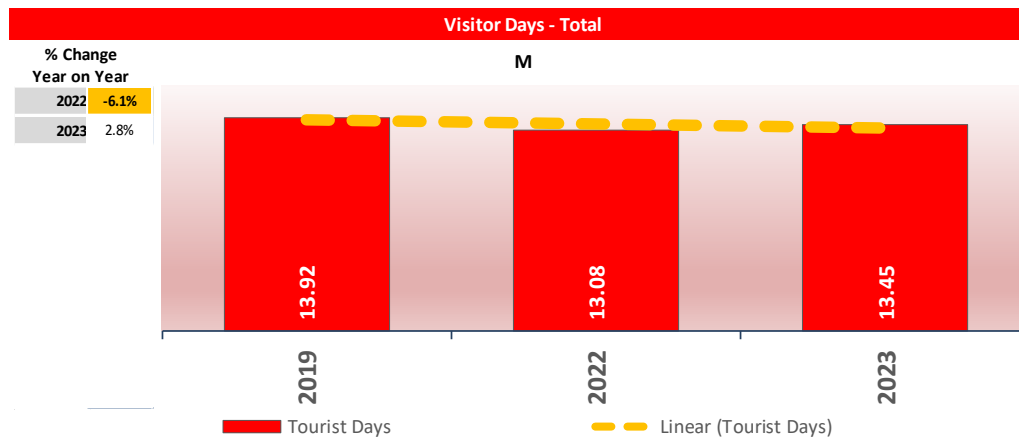
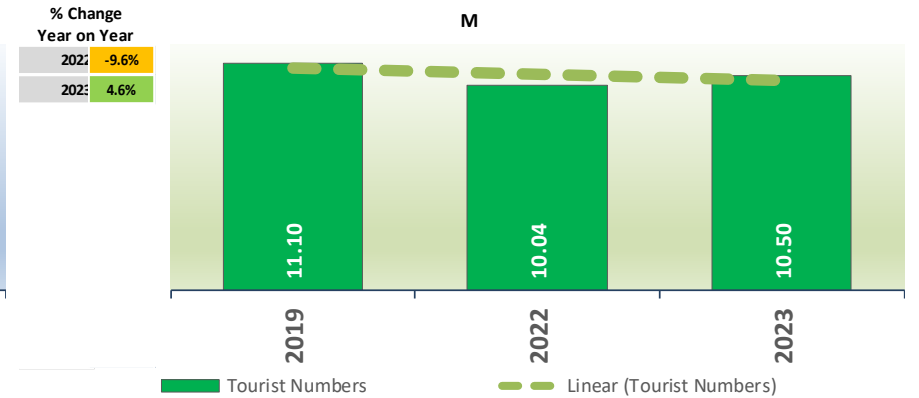
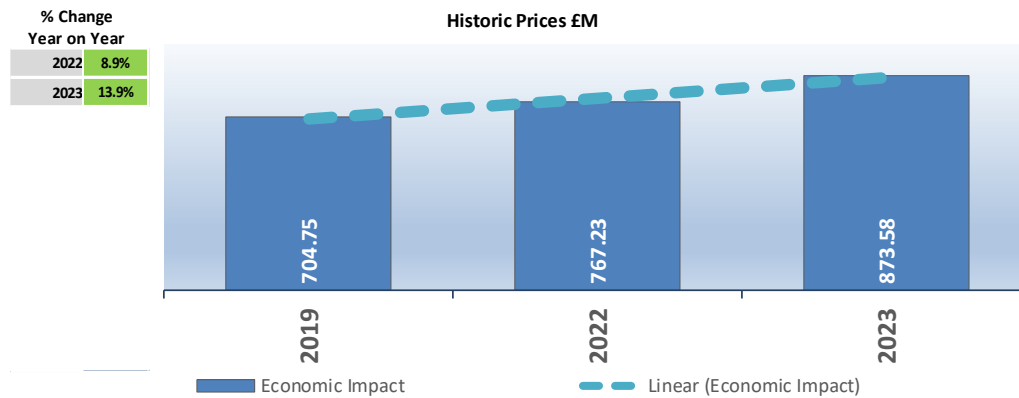
Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2023

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

Economic Impact - Historic Prices - Total

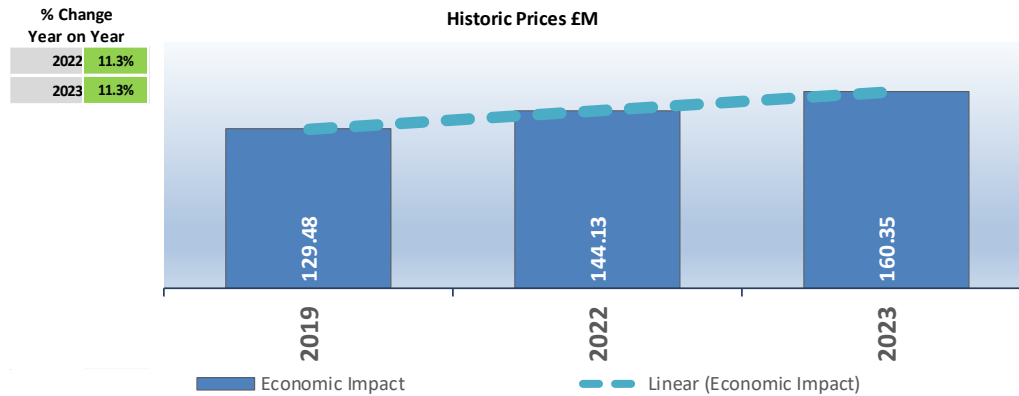
Visitor Numbers - Total



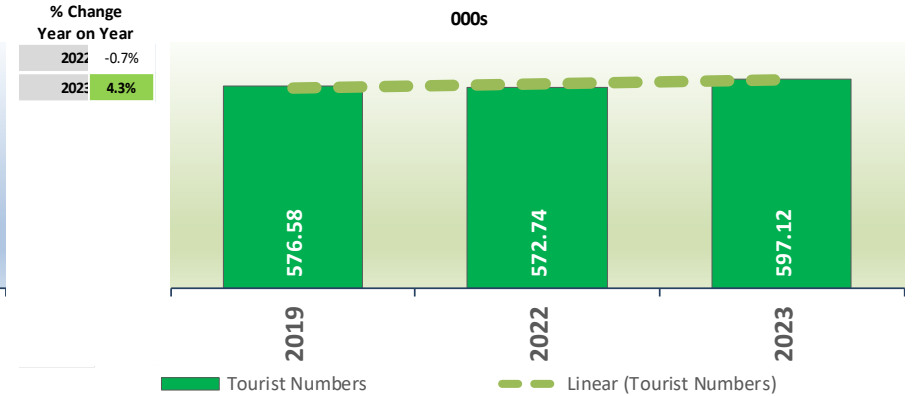
% Change from 2019	2019	2022	2023
Economic Impact - Historic Prices		8.9%	24.0%
Visitor Numbers		-9.6%	-5.4%
Visitor Days		-6.1%	-3.4%
Total Employment		-4.2%	2.8%

"Linear" = Linear Trendline

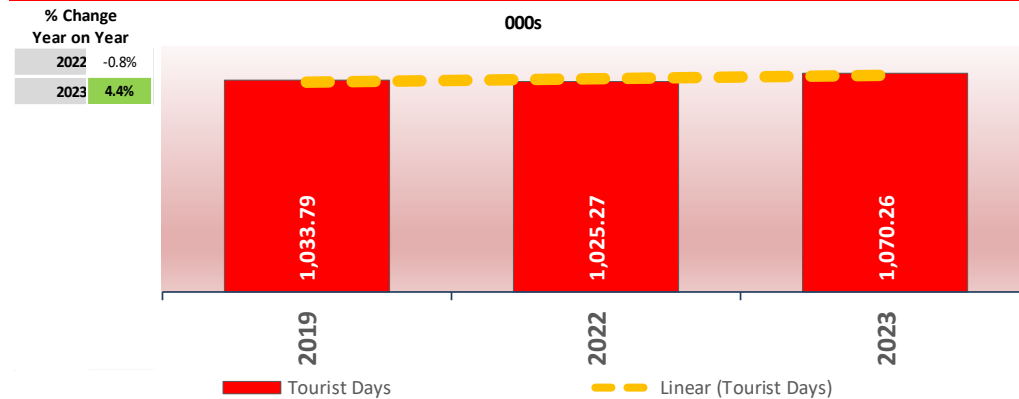
Economic Impact - Historic Prices - Serviced Accommodation



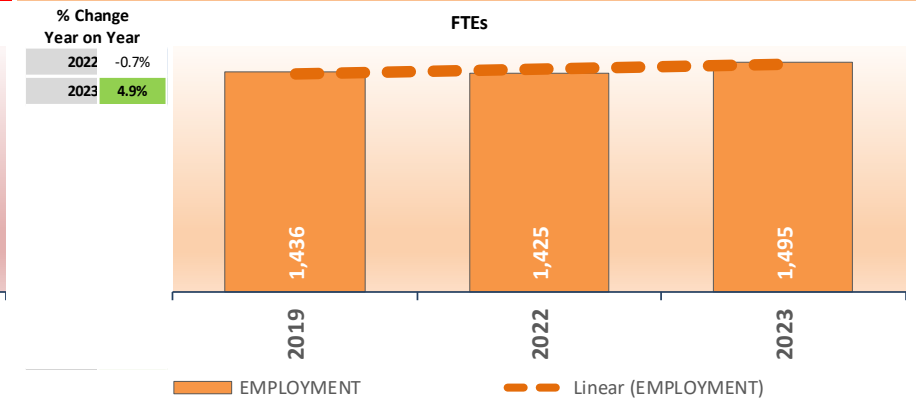
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



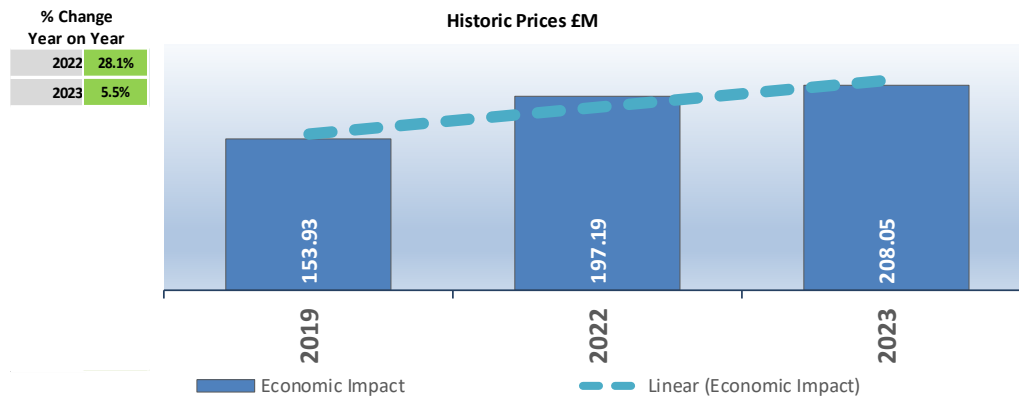
Direct Employment Supported - Serviced Accommodation



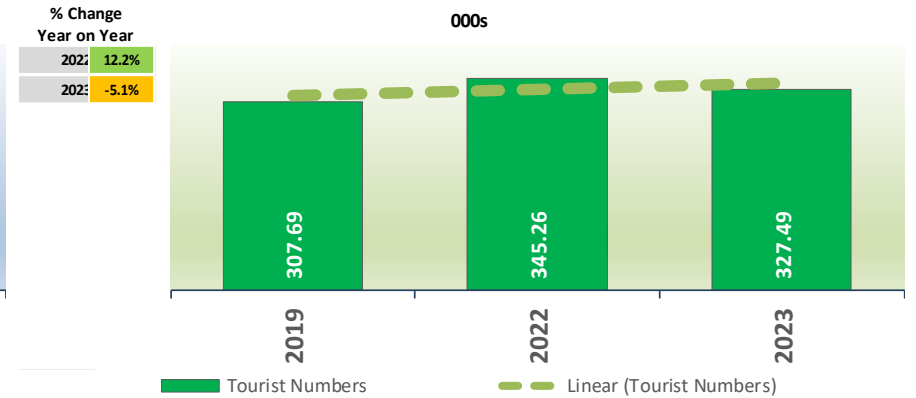
% Change from 2019	2019	2022	2023
Economic Impact - Historic Prices		11.3%	23.8%
Visitor Numbers		-0.7%	3.6%
Visitor Days		-0.8%	3.5%
Direct Employment		-0.7%	4.2%

"Linear" = Linear Trendline

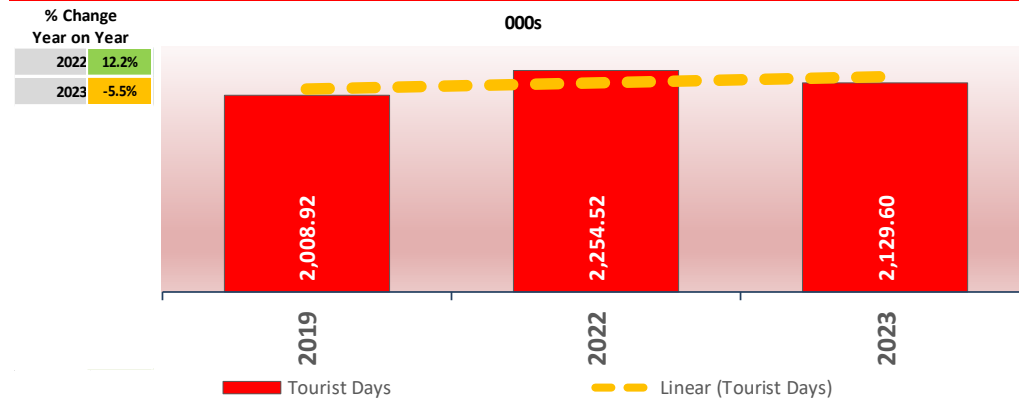
Economic Impact - Historic Prices - Non-Serviced Accommodation



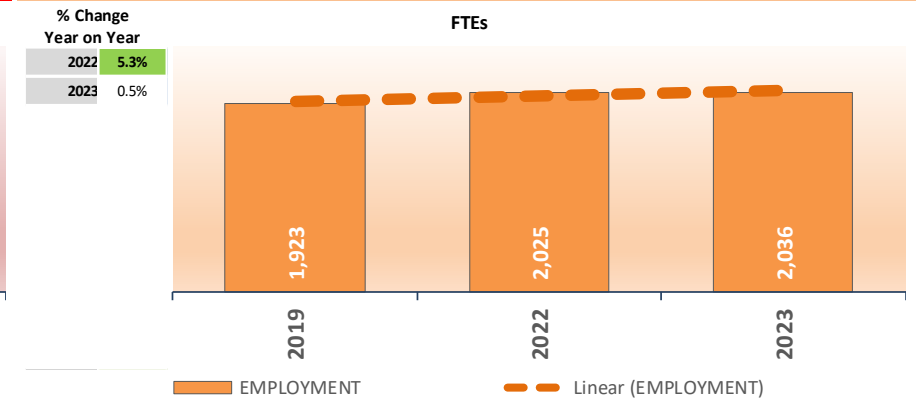
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

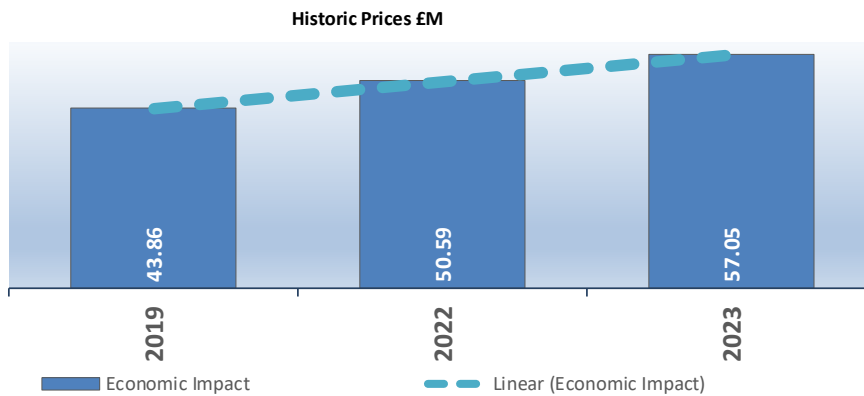


% Change from 2019	2019	2022	2023
Economic Impact - Historic Prices		28.1%	35.2%
Visitor Numbers		12.2%	6.4%
Visitor Days		12.2%	6.0%
Direct Employment		5.3%	5.9%

"Linear" = Linear Trendline

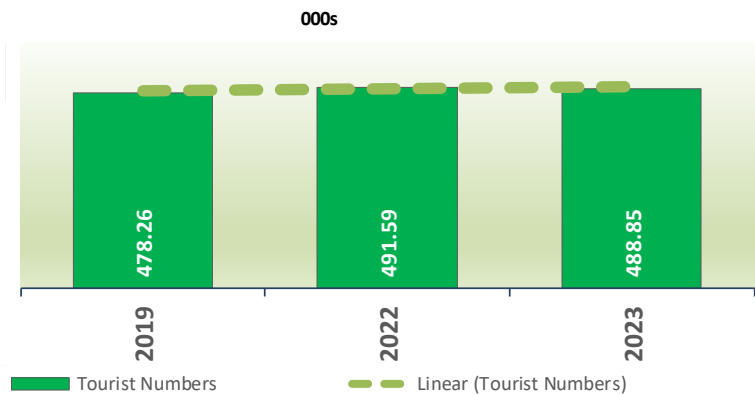
Economic Impact - Historic Prices - SFR

% Change Year on Year	
2022	15.4%
2023	12.8%



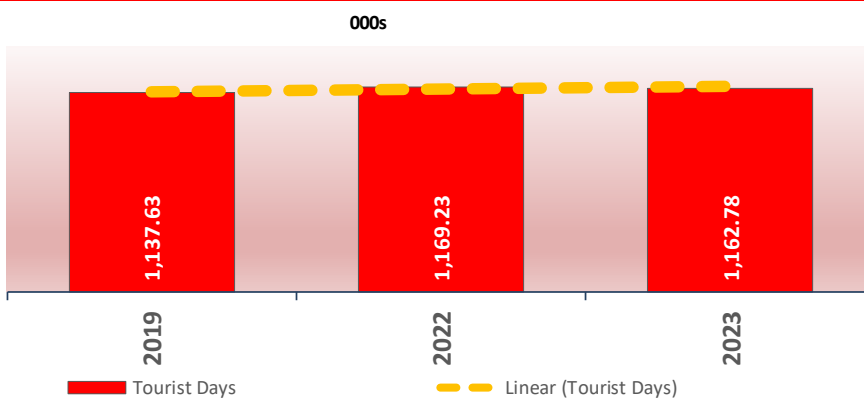
Visitor Numbers - SFR

% Change Year on Year	
2022	2.8%
2023	-0.6%



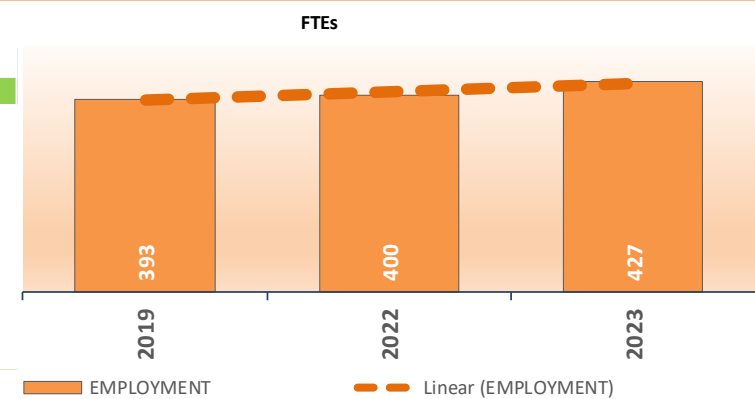
Visitor Days - SFR

% Change Year on Year	
2022	2.8%
2023	-0.6%



Direct Employment Supported - SFR

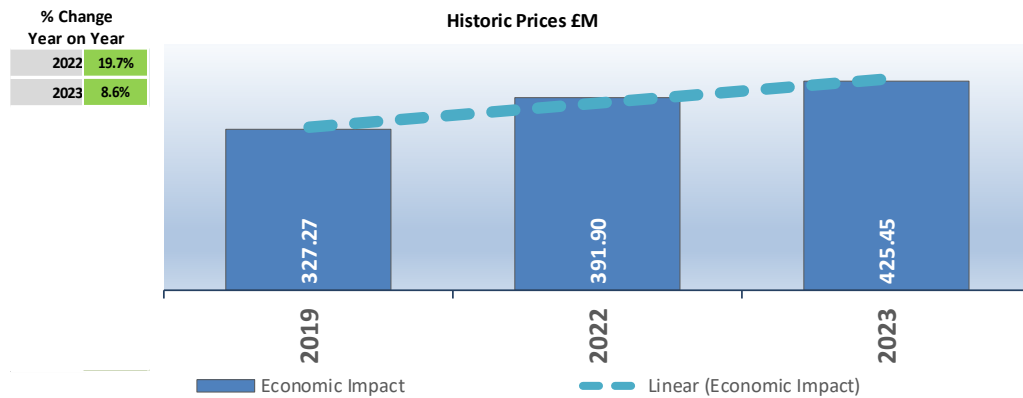
% Change Year on Year	
2022	1.8%
2023	6.8%



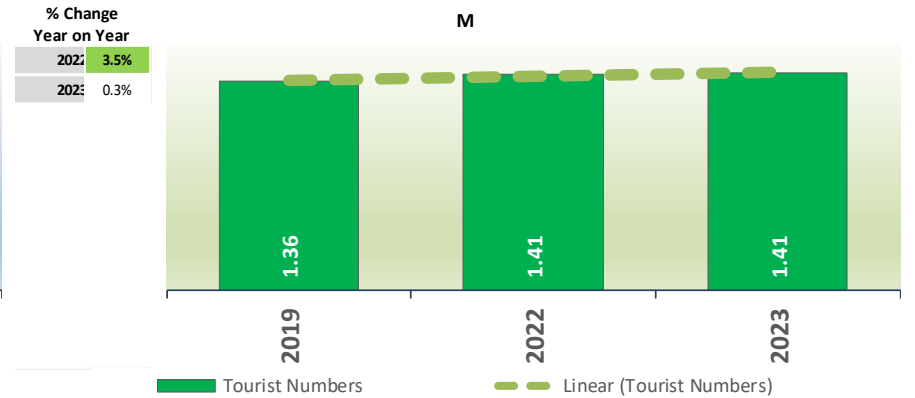
% Change from 2019	2019	2022	2023
Economic Impact - Historic Prices		15.4%	30.1%
Visitor Numbers		2.8%	2.2%
Visitor Days		2.8%	2.2%
Direct Employment		1.8%	8.7%

"Linear" = Linear Trendline

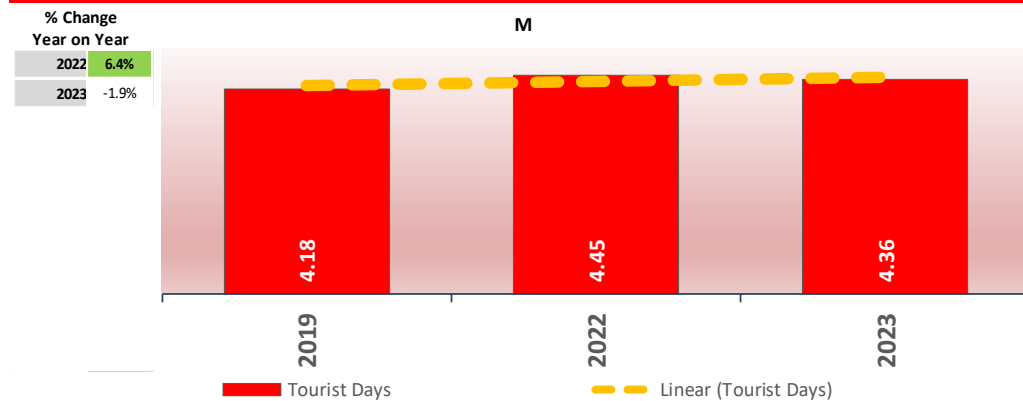
Economic Impact - Historic Prices - Staying Visitor



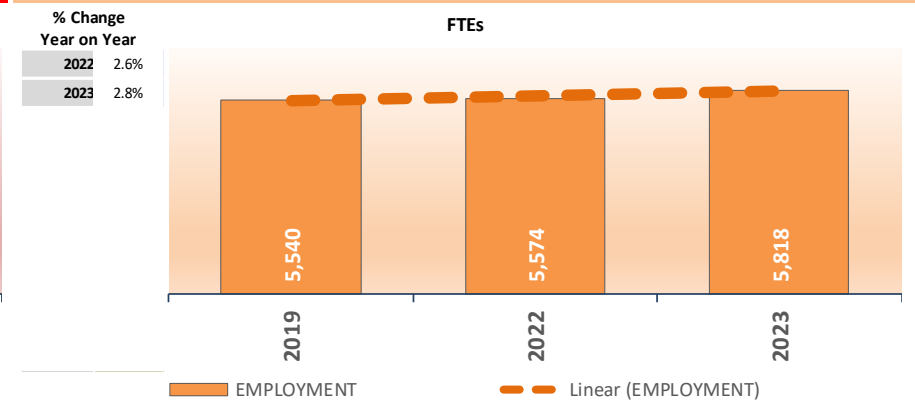
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

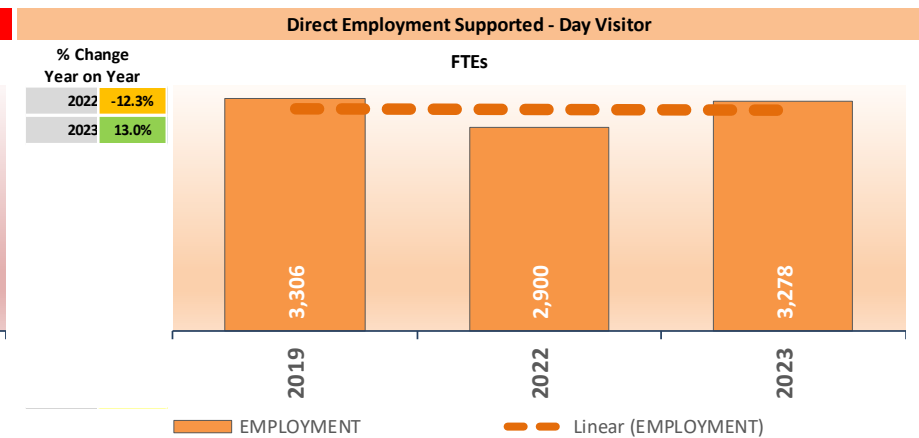
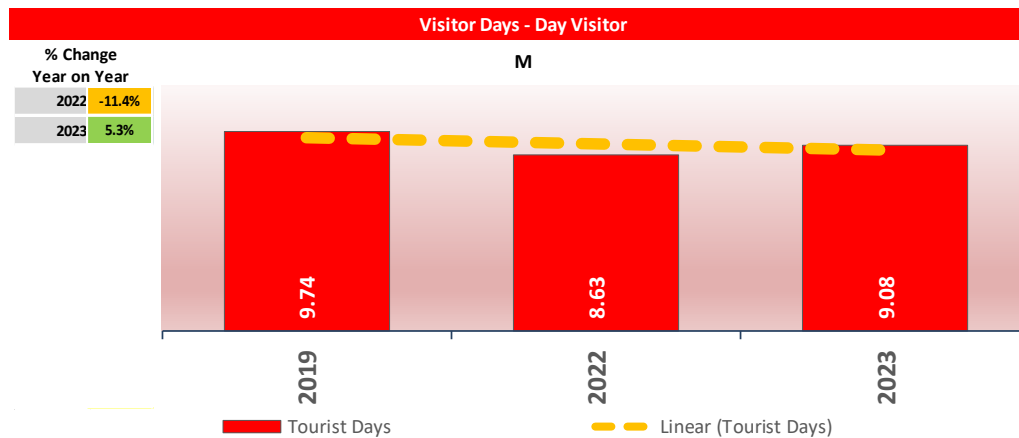
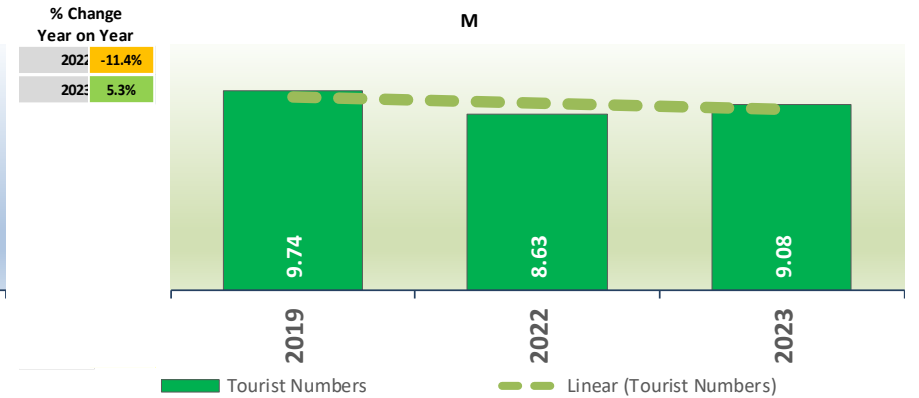
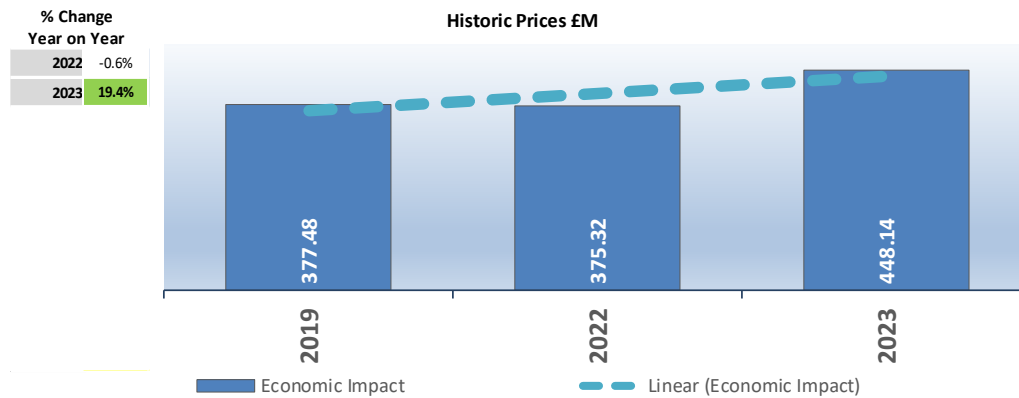


% Change from 2019	2019	2022	2023
Economic Impact - Historic Prices		19.7%	30.0%
Visitor Numbers		3.5%	3.7%
Visitor Days		6.4%	4.4%
Direct Employment		0.6%	5.0%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2019	2019	2022	2023
Economic Impact - Historic Prices		-0.6%	18.7%
Visitor Numbers		-11.4%	-6.7%
Visitor Days		-11.4%	-6.7%
Direct Employment		-12.3%	-0.8%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2023

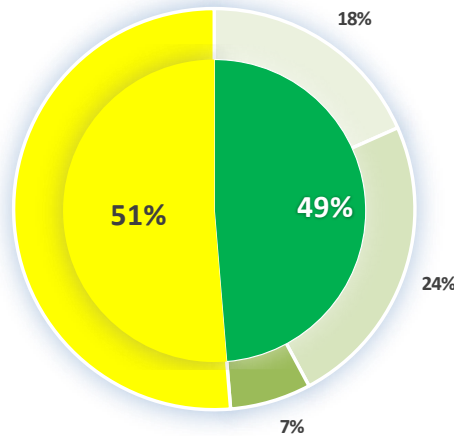
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

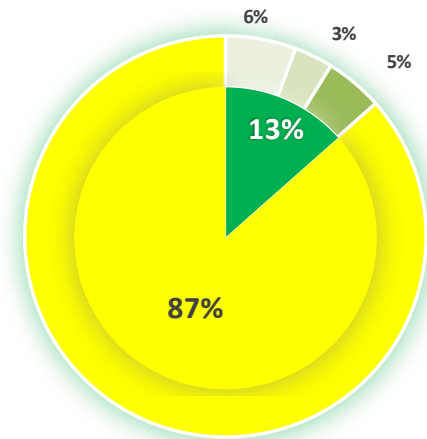
TOTAL
£873.58m

	£M
Serviced	160.35
Non-Serviced	208.05
SFR	57.05
Staying Visitor	425.45
Day Visitor	448.14
Total	873.58



TOTAL
10.50m

	M
Serviced	0.60
Non-Serviced	0.33
SFR	0.49
Staying Visitor	1.41
Day Visitor	9.08
Total	10.50

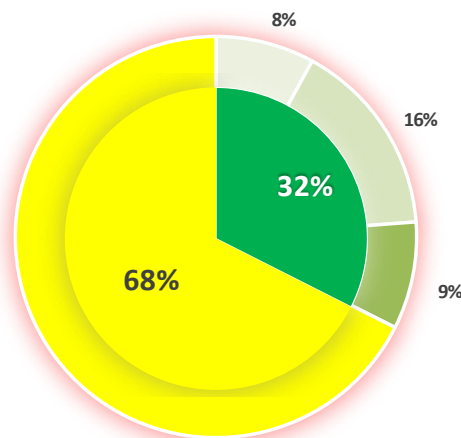


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

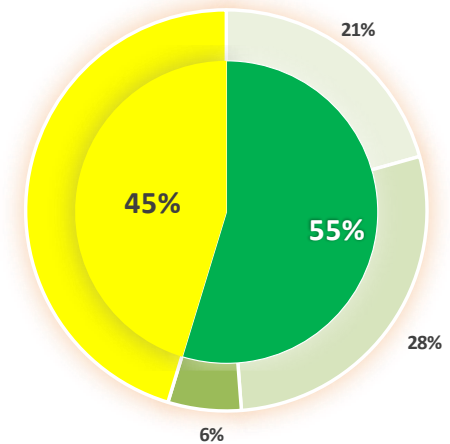
TOTAL
13.45m

	M
Serviced	1.07
Non-Serviced	2.13
SFR	1.16
Staying Visitor	4.36
Day Visitor	9.08
Total	13.45



TOTAL
7,237 Direct FTEs
9,096 Total FTEs

	FTEs
Serviced	1,495
Non-Serviced	2,036
SFR	427
Staying Visitor	3,959
Day Visitor	3,278
Total	7,237



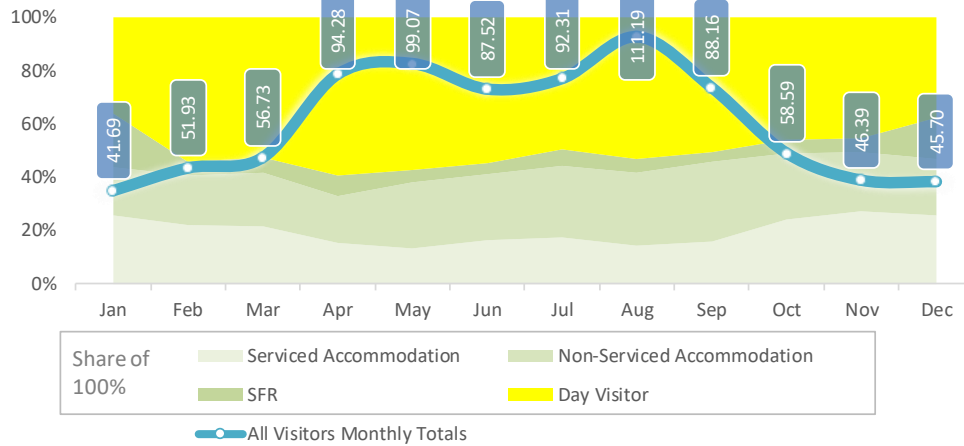
STEAM REPORT FOR 2019-2023 - DRAFT
SHROPSHIRE COUNCIL

2023
Historic Prices

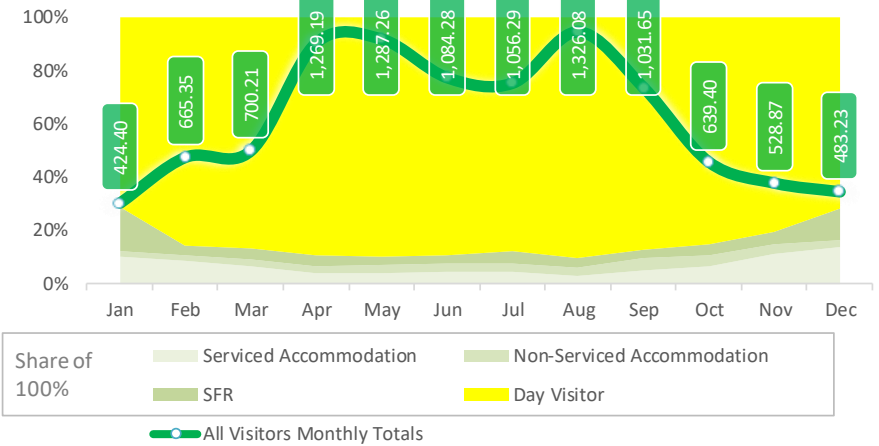
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

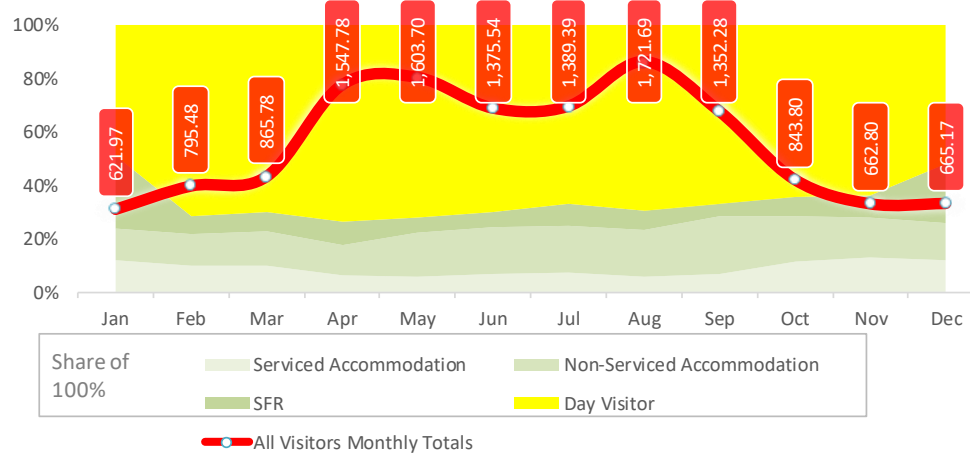
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



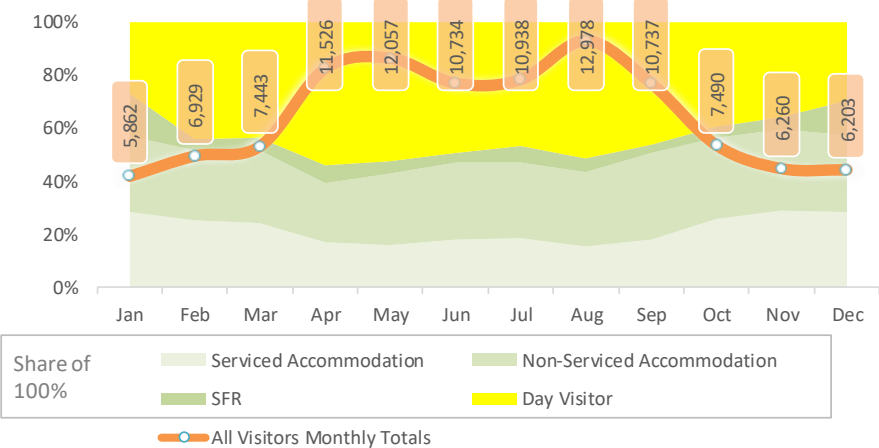
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



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



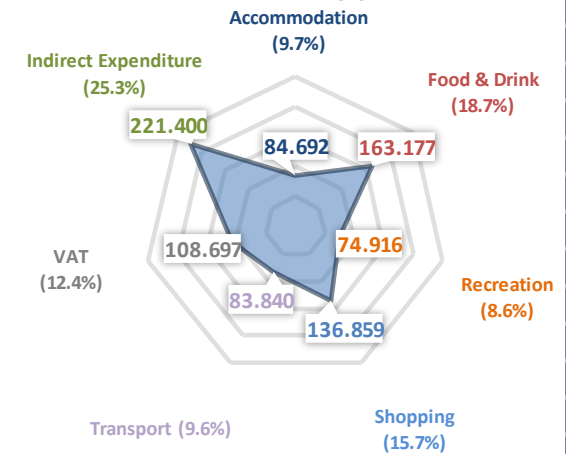
Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR		2019	2022	2023
Accommodation	£M	68.64	82.04	84.69
Food & Drink	£M	131.22	140.89	163.18
Recreation	£M	60.70	64.49	74.92
Shopping	£M	110.97	117.60	136.86
Transport	£M	67.53	72.47	83.84
Direct Revenue	£M	439.07	477.48	543.48
VAT	£M	87.81	95.50	108.70
Direct Expenditure	£M	526.88	572.98	652.18
Indirect Expenditure	£M	177.87	194.25	221.40
TOTAL	£M	704.75	767.23	873.58

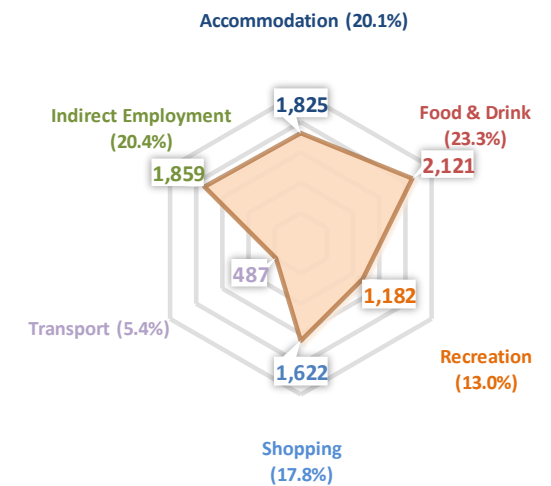
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2019	2022	2023
Accommodation	FTEs	1,825	1,825	1,825
Food & Drink	FTEs	2,042	1,935	2,121
Recreation	FTEs	1,146	1,075	1,182
Shopping	FTEs	1,574	1,472	1,622
Transport	FTEs	470	445	487
Direct Employment	FTEs	7,057	6,751	7,237
Indirect Employment	FTEs	1,788	1,723	1,859
TOTAL	FTEs	8,846	8,474	9,096

2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



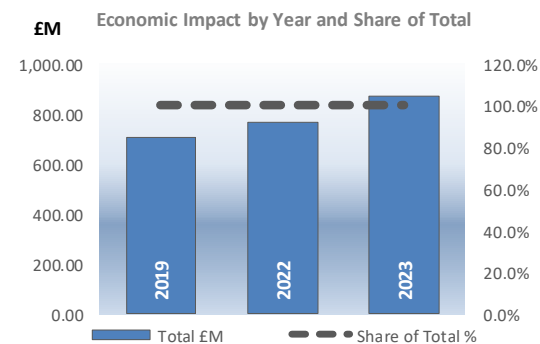
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2019 to 2023

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 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																	
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 2019 to 2023	32.3%	37.6%	24.0%	24.9%	18.0%	24.3%	21.0%	14.0%	29.3%	30.4%	23.1%	29.8%	24.0%	Annual Change	30.7%	22.2%	20.5%	27.9%
% Change 2022 to 2023	18.3%	15.8%	13.0%	16.5%	14.5%	15.9%	10.0%	6.5%	16.4%	17.9%	16.4%	13.2%	13.9%		15.4%	15.6%	10.5%	16.0%
Average Annual Change	8.1%	9.4%	6.0%	6.2%	4.5%	6.1%	5.3%	3.5%	7.3%	7.6%	5.8%	7.5%	6.0%		7.7%	5.5%	5.1%	7.0%
2019	£M	31.52	37.75	45.75	75.50	83.95	70.44	76.27	97.57	68.17	44.94	37.68	35.20	704.75	115.02	229.89	242.01	117.82
2022	£M	35.23	44.85	50.20	80.92	86.50	75.54	83.89	104.39	75.76	49.69	39.86	40.39	767.23	130.29	242.97	264.03	129.94
2023	£M	41.69	51.93	56.73	94.28	99.07	87.52	92.31	111.19	88.16	58.59	46.39	45.70	873.58	150.36	280.87	291.67	150.68

ECONOMIC IMPACT - IN HISTORIC PRICES				TOTAL			
SHARE OF MARKET		2019	2022	2023			
Total	£M	704.75	767.23	873.58			
All Visitor Types	£M	704.75	767.23	873.58			
Share of Total	%	100.0%	100.0%	100.0%			
Annual Change in Share	%						
Change in Share from 2019	%						
Avg Ann. Change in Share	%						



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 Historic Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023		18.7%	26.8%	24.5%	29.6%	15.4%	28.1%	24.0%	22.2%	24.7%	25.4%	20.1%	27.1%	23.8%	Annual Change	23.4%	24.3%	23.6%	24.1%
% Change 2022 to 2023		21.0%	14.2%	10.8%	13.8%	5.5%	9.6%	9.8%	11.1%	11.8%	13.5%	10.5%	6.3%	11.3%		14.9%	9.7%	10.9%	10.3%
Average Annual Change		4.7%	6.7%	6.1%	7.4%	3.8%	7.0%	6.0%	5.5%	6.2%	6.3%	5.0%	6.8%	6.0%		5.8%	6.1%	5.9%	6.0%
2019	£M	9.011	9.104	9.894	11.10	11.38	11.04	12.91	12.92	11.06	11.35	10.53	9.173	129.48		28.01	33.52	36.90	31.05
2022	£M	8.838	10.11	11.11	12.65	12.45	12.89	14.59	14.21	12.34	12.53	11.44	10.97	144.13	11.3%	30.06	37.99	41.13	34.94
2023	£M	10.69	11.55	12.31	14.39	13.14	14.13	16.01	15.79	13.80	14.23	12.65	11.66	160.35	11.3%	34.55	41.67	45.60	38.53

ECONOMIC IMPACT - IN HISTORIC PRICES				SERVICED ACCOMMODATION		
SHARE OF MARKET		2019	2022	2023	Economic Impact by Year and Share of Total	
Serviced	£M	129.48	144.13	160.35		
All Visitor Types	£M	704.75	767.23	873.58		
Share of Total	%	18.4%	18.8%	18.4%		
Annual Change in Share	%		2.2%	-2.3%		
Change in Share from 2019	%		2.2%	-0.1%		
Avg Ann. Change in Share	%		0.7%	0.0%		

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

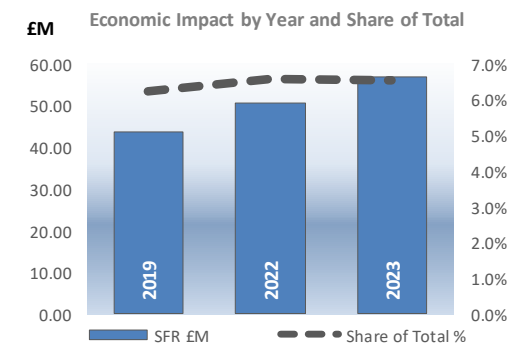
STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL												2019 to 2023 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2019 to 2023		39.6%	53.7%	43.8%	43.2%	30.6%	26.4%	22.7%	20.1%	42.1%	61.1%	43.1%	58.6%	35.2%			45.8%	32.2%	27.3%	54.6%	
% Change 2022 to 2023		11.6%	11.9%	4.9%	13.2%	7.3%	-2.6%	-4.0%	0.4%	7.8%	21.7%	14.1%	7.1%	5.5%			8.9%	5.0%	1.2%	15.0%	
Average Annual Change		9.9%	13.4%	10.9%	10.8%	7.7%	6.6%	5.7%	5.0%	10.5%	15.3%	10.8%	14.7%	8.8%			11.5%	8.0%	6.8%	13.7%	
2019	£M	5.426	6.252	7.930	11.76	18.63	17.46	20.24	25.29	18.66	9.015	7.160	6.111	153.93			19.61	47.85	64.19	22.29	
2022	£M	6.791	8.587	10.87	14.88	22.69	22.67	25.89	30.26	24.61	11.93	8.978	9.048	197.19	28.1%			26.25	60.23	80.75	29.96
2023	£M	7.577	9.610	11.40	16.84	24.34	22.07	24.85	30.38	26.52	14.53	10.24	9.694	208.05	5.5%			28.59	63.25	81.75	34.46

ECONOMIC IMPACT - IN HISTORIC PRICES					NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2019	2022	2023	Economic Impact by Year and Share of Total				
Non-Serviced	£M	153.93	197.19	208.05					
All Visitor Types	£M	704.75	767.23	873.58					
Share of Total	%	21.8%	25.7%	23.8%					
Annual Change in Share	%		17.7%	-7.3%					
Change in Share from 2019	%		17.7%	9.0%					
Avg Ann. Change in Share	%		5.9%	2.3%					

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023		29.7%	32.6%	31.4%	31.8%	28.4%	28.0%	27.4%	26.7%	31.5%	33.1%	29.6%	32.9%	30.1%	Annual Change	30.6%	29.8%	28.0%	32.3%
% Change 2022 to 2023		15.5%	14.5%	12.2%	14.3%	11.8%	9.6%	10.2%	11.0%	12.5%	15.7%	14.1%	12.1%	12.8%		14.6%	12.4%	11.0%	13.3%
Average Annual Change		7.4%	8.2%	7.8%	7.9%	7.1%	7.0%	6.8%	6.7%	7.9%	8.3%	7.4%	8.2%	7.5%		7.7%	7.5%	7.0%	8.1%
2019	£M	6.529	2.031	2.350	5.292	3.636	2.817	4.383	4.646	2.511	2.258	1.957	5.447	43.86		10.91	11.74	11.54	9.662
2022	£M	7.331	2.353	2.750	6.102	4.174	3.289	5.068	5.304	2.935	2.598	2.223	6.461	50.59	15.4%	12.43	13.57	13.31	11.28
2023	£M	8.470	2.694	3.087	6.974	4.667	3.606	5.583	5.887	3.301	3.005	2.537	7.241	57.05	12.8%	14.25	15.25	14.77	12.78

ECONOMIC IMPACT - IN HISTORIC PRICES					SFR	
SHARE OF MARKET		2019	2022	2023		
SFR	£M	43.86	50.59	57.05		
All Visitor Types	£M	704.75	767.23	873.58		
Share of Total	%	6.2%	6.6%	6.5%		
Annual Change in Share	%		6.0%	-1.0%		
Change in Share from 2019	%		6.0%	4.9%		
Avg Ann. Change in Share	%		2.0%	1.2%		



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2019 to 2023		27.5%	37.2%	32.9%	35.7%	25.2%	27.1%	23.7%	21.5%	35.3%	40.4%	29.4%	37.9%	30.0%			32.2%	29.0%	26.2%	36.2%	
% Change 2022 to 2023		16.5%	13.3%	8.4%	13.6%	7.2%	2.5%	2.0%	4.6%	9.4%	17.4%	12.3%	8.0%	8.6%			12.6%	7.5%	5.1%	12.6%	
Average Annual Change		6.9%	9.3%	8.2%	8.9%	6.3%	6.8%	5.9%	5.4%	8.8%	10.1%	7.3%	9.5%	7.5%			8.1%	7.3%	6.5%	9.0%	
2019	£M	20.97	17.39	20.17	28.16	33.65	31.31	37.54	42.86	32.23	22.62	19.65	20.73	327.27			58.53	93.12	112.63	63.00	
2022	£M	22.96	21.05	24.73	33.63	39.31	38.85	45.54	49.77	39.88	27.06	22.65	26.48	391.90	19.7%			68.74	111.79	135.19	76.18
2023	£M	26.74	23.85	26.80	38.21	42.14	39.81	46.44	52.06	43.61	31.76	25.43	28.59	425.45	8.6%			77.39	120.16	142.11	85.78

ECONOMIC IMPACT - IN HISTORIC PRICES				STAYING VISITOR				
SHARE OF MARKET		2019	2022	2023	Economic Impact by Year and Share of Total			
Staying Visitor	£M	327.27	391.90	425.45				
All Visitor Types	£M	704.75	767.23	873.58				
Share of Total	%	46.4%	51.1%	48.7%				
Annual Change in Share	%		10.0%	-4.7%				
Change in Share from 2019	%		10.0%	4.9%				
Avg Ann. Change in Share	%		3.3%	1.2%				

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 Historic Prices		DAY VISITOR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023		41.6%	37.9%	17.0%	18.4%	13.2%	21.9%	18.4%	8.1%	23.9%	20.2%	16.2%	18.3%	18.7%	Annual Change	29.1%	17.5%	15.6%	18.4%
% Change 2022 to 2023		21.8%	18.0%	17.5%	18.5%	20.6%	30.0%	19.6%	8.3%	24.1%	18.6%	21.8%	23.0%	19.4%		18.6%	22.5%	16.1%	20.7%
Average Annual Change		10.4%	9.5%	4.3%	4.6%	3.3%	5.5%	4.6%	2.0%	6.0%	5.1%	4.1%	4.6%	4.7%		7.3%	4.4%	3.9%	4.6%
2019	£M	10.56	20.37	25.58	47.35	50.30	39.13	38.73	54.71	35.94	22.32	18.03	14.47	377.48		56.50	136.77	129.38	54.82
2022	£M	12.27	23.80	25.48	47.29	47.19	36.69	38.35	54.61	35.88	22.63	17.22	13.91	375.32	-0.6%	61.55	131.18	128.84	53.75
2023	£M	14.95	28.09	29.93	56.07	56.93	47.72	45.87	59.14	44.55	26.83	20.96	17.11	448.14	19.4%	72.97	160.71	149.55	64.90

ECONOMIC IMPACT - IN HISTORIC PRICES				DAY VISITOR			
SHARE OF MARKET		2019	2022	2023	Economic Impact by Year and Share of Total		
Day Visitor	£M	377.48	375.32	448.14		Day Visitor £M	Share of Total %
All Visitor Types	£M	704.75	767.23	873.58			
Share of Total	%	53.6%	48.9%	51.3%			
Annual Change in Share	%		-8.7%	4.9%			
Change in Share from 2019	%		-8.7%	-4.2%			
Avg Ann. Change in Share	%		-2.9%	-1.1%			

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

Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2023

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2023		8.3%	8.2%	-6.5%	-5.7%	-10.0%	-3.5%	-6.1%	-13.9%	-1.6%	-3.6%	-6.7%	-3.6%	-5.4%	2.0%	-6.6%	-8.0%	-4.6%	
% Change 2022 to 2023		6.9%	4.1%	3.2%	4.4%	5.4%	12.3%	4.3%	-4.4%	8.2%	4.7%	6.4%	5.6%	4.6%	4.4%	7.0%	1.8%	5.5%	
Average Annual Change		2.1%	2.0%	-1.6%	-1.4%	-2.5%	-0.9%	-1.5%	-3.5%	-0.4%	-0.9%	-1.7%	-0.9%	-1.4%	0.5%	-1.7%	-2.0%	-1.2%	
2019	M	0.392	0.615	0.749	1.345	1.431	1.124	1.125	1.540	1.048	0.663	0.567	0.501	11.10	1.755	3.900	3.713	1.731	
2022	M	0.397	0.639	0.679	1.216	1.221	0.966	1.013	1.387	0.953	0.610	0.497	0.458	10.04	-9.6%	1.715	3.403	3.353	1.565
2023	M	0.424	0.665	0.700	1.269	1.287	1.084	1.056	1.326	1.032	0.639	0.529	0.483	10.50	4.6%	1.790	3.641	3.414	1.652

VISITOR NUMBERS					TOTAL		
SHARE OF MARKET		2019	2022	2023	TOTAL		
Total	M	11.10	10.04	10.50	M Visitor No.s by Year and Share of Total		
All Visitor Types	M	11.10	10.04	10.50			
Share of Total	%	100.0%	100.0%	100.0%			
Annual Change in Share	%						
Change in Share from 2019	%						
Avg Ann. Change in Share	%						

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023		-0.9%	5.9%	3.9%	8.3%	-3.6%	7.0%	4.1%	2.6%	4.1%	4.7%	0.3%	6.1%	3.6%		3.2%	3.7%	3.7%	3.6%	
% Change 2022 to 2023		13.4%	7.0%	3.9%	6.7%	-1.1%	2.7%	3.4%	4.7%	4.8%	6.4%	3.6%	-0.4%	4.3%		7.7%	2.8%	4.3%	2.7%	
Average Annual Change		-0.2%	1.5%	1.0%	2.1%	-0.9%	1.7%	1.0%	0.6%	1.0%	1.2%	0.1%	1.5%	0.9%		0.8%	0.9%	0.9%	0.9%	
2019	000s	42.6	53.4	45.2	47.8	49.1	43.2	44.8	35.7	49.6	41.2	60.2	63.6	576.6		141.2	140.2	130.2	165.0	
2022	000s	37.2	52.8	45.3	48.6	47.9	45.0	45.1	35.0	49.3	40.5	58.3	67.7	572.7	-0.7%	135.3	141.5	129.4	166.6	
2023	000s	42.2	56.5	47.0	51.8	47.4	46.3	46.7	36.6	51.7	43.1	60.4	67.5	597.1	4.3%	145.7	145.4	135.0	171.0	

VISITOR NUMBERS			
SHARE OF MARKET	2019	2022	2023
Serviced 000s	576.6	572.7	597.1
All Visitor Types M	11.1	10.0	10.5
Share of Total %	5.2%	5.7%	5.7%
Annual Change in Share %		9.9%	-0.3%
Change in Share from 2019 %		9.9%	9.5%
Avg Ann. Change in Share %		3.3%	2.4%

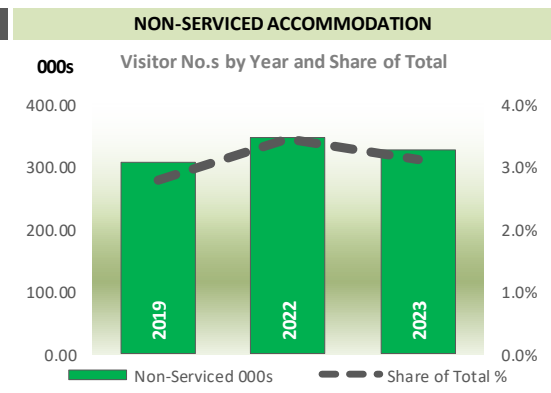


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2023 - DRAFT
SHROPSHIRE COUNCIL

2019 to 2023													NON-SERVICED	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023		11.0%	20.1%	13.2%	11.9%	2.9%	-0.6%	-2.6%	-4.1%	11.5%	25.0%	10.1%	22.3%	6.4%	Annual Change	14.8%	3.9%	1.5%	19.0%	
% Change 2022 to 2023		0.9%	1.6%	-6.0%	1.7%	-4.0%	-12.9%	-13.1%	-9.9%	-3.9%	9.1%	1.6%	-4.8%	-5.1%		-1.9%	-5.8%	-8.7%	3.2%	
Average Annual Change		2.7%	5.0%	3.3%	3.0%	0.7%	-0.2%	-0.7%	-1.0%	2.9%	6.2%	2.5%	5.6%	1.6%		3.7%	1.0%	0.4%	4.7%	
2019	000s	9.1	11.2	15.3	25.4	41.6	36.2	35.4	46.7	41.4	19.0	16.5	10.0	307.7		35.6	103.2	123.4	45.5	
2022	000s	10.0	13.2	18.4	27.9	44.6	41.2	39.6	49.7	48.0	21.8	17.8	12.8	345.3	12.2%		41.7	113.8	137.3	52.5
2023	000s	10.1	13.5	17.3	28.4	42.8	35.9	34.4	44.7	46.1	23.8	18.1	12.2	327.5	-5.1%		40.9	107.2	125.3	54.2

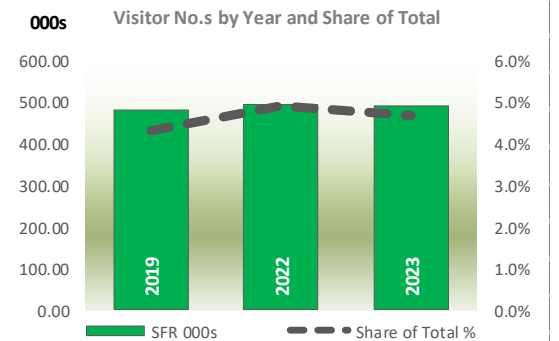
VISITOR NUMBERS				
SHARE OF MARKET	2019	2022	2023	
Non-Serviced	000s	307.7	345.3	327.5
All Visitor Types	M	11.1	10.0	10.5
Share of Total	%	2.8%	3.4%	3.1%
Annual Change in Share	%		24.1%	-9.3%
Change in Share from 2019	%		24.1%	12.6%
Avg Ann. Change in Share	%		8.0%	3.1%



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023		SFR	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											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 2019 to 2023		1.9%	4.2%	3.2%	3.5%	0.9%	0.6%	0.1%	-0.4%	3.3%	4.6%	1.8%	4.5%	2.2%	2.7%	1.8%	0.7%	3.9%	
% Change 2022 to 2023		1.9%	0.9%	-1.0%	0.8%	-1.4%	-3.3%	-2.9%	-2.1%	-0.8%	2.0%	0.6%	-1.2%	-0.6%	1.0%	-1.1%	-2.1%	0.1%	
Average Annual Change		0.5%	1.1%	0.8%	0.9%	0.2%	0.1%	0.0%	-0.1%	0.8%	1.1%	0.5%	1.1%	0.6%	0.7%	0.5%	0.2%	1.0%	
2019	000s	67.7	25.1	28.3	50.8	42.9	34.8	45.5	46.4	30.0	27.4	25.0	54.3	478.3	121.2	128.5	121.8	106.7	
2022	000s	67.8	25.9	29.6	52.2	43.9	36.2	46.9	47.2	31.3	28.1	25.3	57.4	491.6	123.2	132.3	125.3	110.8	
2023	000s	69.1	26.1	29.3	52.6	43.2	35.0	45.5	46.2	31.0	28.6	25.5	56.8	488.9	124.5	130.9	122.7	110.9	

VISITOR NUMBERS				SFR				
SHARE OF MARKET		2019	2022	2023	Visitor No.s by Year and Share of Total			
SFR	000s	478.3	491.6	488.9	000s			
All Visitor Types	M	11.1	10.0	10.5	Visitor No.s by Year and Share of Total			
Share of Total	%	4.3%	4.9%	4.7%	Visitor No.s by Year and Share of Total			
Annual Change in Share	%		13.7%	-4.9%	Visitor No.s by Year and Share of Total			
Change in Share from 2019	%		13.7%	8.1%	Visitor No.s by Year and Share of Total			
Avg Ann. Change in Share	%		4.6%	2.0%	Visitor No.s by Year and Share of Total			



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023		1.6%	7.2%	5.3%	7.1%	-0.2%	2.6%	0.8%	-0.9%	6.5%	9.1%	2.2%	6.7%	3.7%		4.4%	3.1%	2.0%	5.9%	
% Change 2022 to 2023		5.5%	4.5%	0.4%	3.2%	-2.2%	-4.3%	-3.8%	-3.3%	0.2%	5.7%	2.5%	-1.1%	0.3%		3.6%	-1.1%	-2.3%	1.9%	
Average Annual Change		0.4%	1.8%	1.3%	1.8%	0.0%	0.7%	0.2%	-0.2%	1.6%	2.3%	0.6%	1.7%	0.9%		1.1%	0.8%	0.5%	1.5%	
2019	M	0.119	0.090	0.089	0.124	0.134	0.114	0.126	0.129	0.121	0.088	0.102	0.128	1.363		0.298	0.372	0.375	0.317	
2022	M	0.115	0.092	0.093	0.129	0.136	0.122	0.132	0.132	0.129	0.090	0.101	0.138	1.410	3.5%	0.300	0.388	0.392	0.330	
2023	M	0.121	0.096	0.094	0.133	0.133	0.117	0.127	0.128	0.129	0.096	0.104	0.136	1.413	0.3%	0.311	0.383	0.383	0.336	

VISITOR NUMBERS				STAYING VISITOR				
SHARE OF MARKET		2019	2022	2023	Visitor No.s by Year and Share of Total			
Staying Visitor	M	1.363	1.410	1.413				
All Visitor Types	M	11.10	10.04	10.50				
Share of Total	%	12.3%	14.0%	13.5%				
Annual Change in Share	%		14.4%	-4.1%				
Change in Share from 2019	%		14.4%	9.7%				
Avg Ann. Change in Share	%		4.8%	2.4%				

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023		DAY VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER							
KEY		DAY VISITOR											TOTAL						% Change			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change							
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change						
% Change 2019 to 2023		11.3%	8.4%	-8.1%	-7.0%	-11.1%	-4.2%	-6.9%	-15.1%	-2.6%	-5.5%	-8.7%	-7.1%	-6.7%	9.737		Annual Change		1.5%	-7.7%	-9.2%	-7.0%
% Change 2022 to 2023		7.4%	4.1%	3.6%	4.5%	6.4%	14.7%	5.5%	-4.5%	9.5%	4.6%	7.4%	8.5%	5.3%	8.626		Annual Change		4.5%	8.0%	2.4%	6.5%
Average Annual Change		2.8%	2.1%	-2.0%	-1.7%	-2.8%	-1.0%	-1.7%	-3.8%	-0.7%	-1.4%	-2.2%	-1.8%	-1.7%	9.083		Annual Change		0.4%	-1.9%	-2.3%	-1.7%
2019	M	0.272	0.525	0.660	1.221	1.297	1.009	0.999	1.411	0.927	0.576	0.465	0.373	9.737	9.737		Annual Change		1.457	3.528	3.337	1.414
2022	M	0.282	0.547	0.586	1.087	1.085	0.843	0.881	1.255	0.825	0.520	0.396	0.320	8.626	8.626		Annual Change		1.415	3.015	2.961	1.235
2023	M	0.303	0.569	0.607	1.136	1.154	0.967	0.930	1.199	0.903	0.544	0.425	0.347	9.083	9.083		Annual Change		1.479	3.257	3.031	1.315

VISITOR NUMBERS				DAY VISITOR				
SHARE OF MARKET		2019	2022	2023	M			
Day Visitor		M	9.737	8.626	9.083			
All Visitor Types		M	11.10	10.04	10.50			
Share of Total		%	87.7%	86.0%	86.5%			
Annual Change in Share		%		-2.0%	0.7%			
Change in Share from 2019		%		-2.0%	-1.4%			
Avg Ann. Change in Share		%		-0.7%	-0.3%			

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

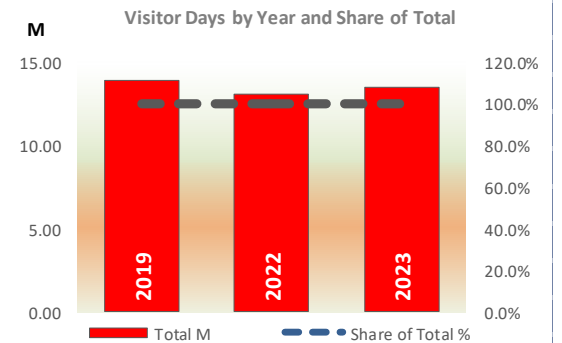


Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2023

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023		7.0%	9.0%	-3.9%	-3.4%	-8.0%	-2.7%	-5.0%	-11.5%	0.8%	0.4%	-4.4%	0.1%	-3.4%	Annual Change	3.2%	-4.9%	-6.0%	-1.2%
% Change 2022 to 2023		5.7%	3.8%	1.9%	4.0%	3.6%	6.9%	0.8%	-4.9%	5.4%	5.3%	5.4%	3.1%	2.8%	3.6%	4.7%	-0.2%	4.7%	
Average Annual Change		1.7%	2.3%	-1.0%	-0.9%	-2.0%	-0.7%	-1.2%	-2.9%	0.2%	0.1%	-1.1%	0.0%	-0.8%	0.8%	-1.2%	-1.5%	-0.3%	
2019	M	0.581	0.730	0.901	1.603	1.743	1.413	1.462	1.946	1.341	0.840	0.693	0.664	13.92	2.211	4.758	4.750	2.198	
2022	M	0.589	0.766	0.850	1.488	1.548	1.287	1.379	1.811	1.283	0.801	0.629	0.645	13.08	-6.1%	2.204	4.324	4.472	2.075
2023	M	0.622	0.795	0.866	1.548	1.604	1.376	1.389	1.722	1.352	0.844	0.663	0.665	13.45	2.8%	2.283	4.527	4.463	2.172

VISITOR DAYS				TOTAL			
SHARE OF MARKET		2019	2022	2023			
Total	M	13.92	13.08	13.45			
All Visitor Types	M	13.92	13.08	13.45			
Share of Total	%	100.0%	100.0%	100.0%			
Annual Change in Share	%						
Change in Share from 2019	%						
Avg Ann. Change in Share	%						

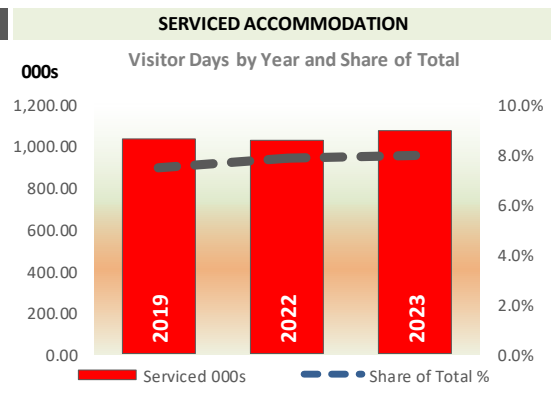


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2023 - DRAFT
SHROPSHIRE COUNCIL

2019 to 2023													SERVICED	VISITOR DAYS				
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION												TOTAL	% Change				
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019 to 2023	-0.9%	5.9%	3.9%	8.3%	-3.6%	7.0%	4.1%	2.6%	4.1%	4.7%	0.3%	6.1%	3.5%		3.0%	3.8%	3.6%	3.6%
% Change 2022 to 2023	13.4%	7.0%	3.9%	6.7%	-1.1%	2.7%	3.4%	4.7%	4.8%	6.4%	3.6%	-0.4%	4.4%		7.7%	2.8%	4.3%	3.3%
Average Annual Change	-0.2%	1.5%	1.0%	2.1%	-0.9%	1.7%	1.0%	0.6%	1.0%	1.2%	0.1%	1.5%	0.9%		0.8%	0.9%	0.9%	0.9%
2019 000s	73.2	73.9	80.3	90.2	92.4	89.6	96.1	96.2	89.8	92.1	85.5	74.5	1,033.8		227.4	272.2	282.1	252.1
2022 000s	63.9	73.2	80.4	91.5	90.0	93.3	96.7	94.2	89.2	90.7	82.8	79.3	1,025.3	-0.8%	217.5	274.8	280.2	252.8
2023 000s	72.5	78.3	83.5	97.6	89.1	95.8	100.0	98.6	93.5	96.5	85.7	79.1	1,070.3	4.4%	234.3	282.5	292.2	261.3

VISITOR DAYS			
SHARE OF MARKET	2019	2022	2023
Serviced 000s	1,033.8	1,025.3	1,070.3
All Visitor Types M	13.9	13.1	13.4
Share of Total %	7.4%	7.8%	8.0%
Annual Change in Share %		5.6%	1.5%
Change in Share from 2019 %		5.6%	7.2%
Avg Ann. Change in Share %		1.9%	1.8%



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

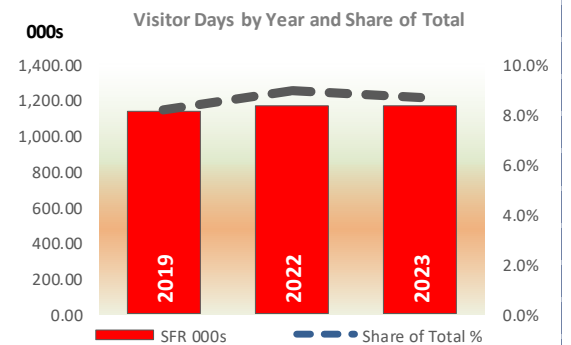
STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023		NON-SERVICED	VISITOR DAYS			
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	NON-SERVICED ACCOMMODATION												TOTAL						% Change
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2023	10.9%	20.0%	13.2%	11.7%	2.8%	-0.8%	-3.0%	-4.4%	11.3%	24.7%	9.8%	22.0%	6.0%	Annual Change	14.7%	3.5%	1.0%	19.1%	
% Change 2022 to 2023	0.8%	1.6%	-6.1%	1.7%	-4.1%	-13.0%	-13.3%	-10.1%	-4.0%	9.0%	1.5%	-4.9%	-5.5%		-1.8%	-6.1%	-9.1%	2.6%	
Average Annual Change	2.7%	5.0%	3.3%	2.9%	0.7%	-0.2%	-0.7%	-1.1%	2.8%	6.2%	2.4%	5.5%	1.5%		3.7%	0.9%	0.2%	4.8%	
2019 000s	66.5	77.5	99.6	153.7	258.5	241.1	253.4	318.3	259.3	114.1	91.5	75.2	2,008.9		243.7	653.4	831.0	280.8	
2022 000s	73.2	91.6	120.0	168.8	277.1	274.7	283.5	338.8	300.8	130.5	99.0	96.5	2,254.5	12.2%	284.8	720.6	923.0	326.0	
2023 000s	73.8	93.1	112.8	171.7	265.6	239.1	245.9	304.5	288.6	142.3	100.5	91.8	2,129.6	-5.5%	279.6	676.5	839.0	334.5	

VISITOR DAYS				NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2019	2022	2023	Visitor Days by Year and Share of Total			
Non-Serviced	000s	2,008.9	2,254.5	2,129.6				
All Visitor Types	M	13.9	13.1	13.4				
Share of Total	%	14.4%	17.2%	15.8%				
Annual Change in Share	%		19.5%	-8.1%				
Change in Share from 2019	%		19.5%	9.7%				
Avg Ann. Change in Share	%		6.5%	2.4%				

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023		SFR	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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 2019 to 2023		1.9%	4.2%	3.2%	3.5%	0.9%	0.6%	0.1%	-0.4%	3.3%	4.6%	1.8%	4.5%	2.2%	2.8%	2.6%	2.0%	0.6%	4.0%
% Change 2022 to 2023		1.9%	0.9%	-1.0%	0.8%	-1.4%	-3.3%	-2.9%	-2.1%	-0.8%	2.0%	0.6%	-1.2%	-0.6%	2.8%	1.1%	-0.9%	-2.1%	-0.1%
Average Annual Change		0.5%	1.1%	0.8%	0.9%	0.2%	0.1%	0.0%	-0.1%	0.8%	1.1%	0.5%	1.1%	0.6%	-0.6%	0.7%	0.5%	0.1%	1.0%
2019	000s	169.4	52.7	60.9	137.3	94.3	73.1	113.7	120.5	65.1	58.6	50.8	141.3	1,137.6		283.0	304.7	299.3	250.6
2022	000s	169.4	54.4	63.6	141.0	96.5	76.0	117.1	122.6	67.8	60.0	51.4	149.3	1,169.2	2.8%	287.4	313.5	307.6	260.7
2023	000s	172.6	54.9	62.9	142.1	95.1	73.5	113.8	120.0	67.3	61.2	51.7	147.6	1,162.8	-0.6%	290.4	310.8	301.1	260.5

VISITOR DAYS				SFR				
SHARE OF MARKET		2019	2022	2023	000s			
SFR		1,137.6	1,169.2	1,162.8				
All Visitor Types		M	13.9	13.1	13.4			
Share of Total		%	8.2%	8.9%	8.6%			
Annual Change in Share		%	9.4%	-3.3%				
Change in Share from 2019		%	9.4%	5.8%				
Avg Ann. Change in Share		%	3.1%	1.4%				



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

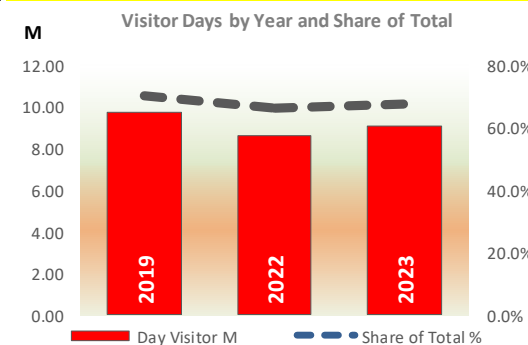
STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2023		3.2%	10.8%	7.6%	8.0%	1.0%	1.1%	-0.7%	-2.2%	8.5%	13.3%	4.4%	9.4%	4.4%	6.7%	3.2%	1.4%	9.3%	
% Change 2022 to 2023		4.0%	3.2%	-1.8%	2.5%	-3.0%	-8.0%	-7.6%	-5.8%	-1.8%	6.7%	2.0%	-2.1%	-1.9%	1.9%	-3.0%	-5.2%	2.0%	
Average Annual Change		0.8%	2.7%	1.9%	2.0%	0.3%	0.3%	-0.2%	-0.6%	2.1%	3.3%	1.1%	2.4%	1.1%	1.7%	0.8%	0.4%	2.3%	
2019	M	0.309	0.204	0.241	0.381	0.445	0.404	0.463	0.535	0.414	0.265	0.228	0.291	4.180	0.754	1.230	1.412	0.784	
2022	M	0.307	0.219	0.264	0.401	0.464	0.444	0.497	0.556	0.458	0.281	0.233	0.325	4.449	6.4%	0.790	1.309	1.511	0.840
2023	M	0.319	0.226	0.259	0.411	0.450	0.408	0.460	0.523	0.449	0.300	0.238	0.318	4.363	-1.9%	0.804	1.270	1.432	0.856

VISITOR DAYS				STAYING VISITOR			
SHARE OF MARKET		2019	2022	2023	Visitor Days by Year and Share of Total		
Staying Visitor	M	4.180	4.449	4.363			
All Visitor Types	M	13.92	13.08	13.45			
Share of Total	%	30.0%	34.0%	32.4%			
Annual Change in Share	%		13.3%	-4.6%			
Change in Share from 2019	%		13.3%	8.0%			
Avg Ann. Change in Share	%		4.4%	2.0%			

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023		DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		11.3%	8.4%	-8.1%	-7.0%	-11.1%	-4.2%	-6.9%	-15.1%	-2.6%	-5.5%	-8.7%	-7.1%	-6.7%	Annual Change	1.5%	-7.7%	-9.2%	-7.0%	
% Change 2022 to 2023		7.4%	4.1%	3.6%	4.5%	6.4%	14.7%	5.5%	-4.5%	9.5%	4.6%	7.4%	8.5%	5.3%	Annual Change	4.5%	8.0%	2.4%	6.5%	
Average Annual Change		2.8%	2.1%	-2.0%	-1.7%	-2.8%	-1.0%	-1.7%	-3.8%	-0.7%	-1.4%	-2.2%	-1.8%	-1.7%	Annual Change	0.4%	-1.9%	-2.3%	-1.7%	
2019	M	0.272	0.525	0.660	1.221	1.297	1.009	0.999	1.411	0.927	0.576	0.465	0.373	9.737		1.457	3.528	3.337	1.414	
2022	M	0.282	0.547	0.586	1.087	1.085	0.843	0.881	1.255	0.825	0.520	0.396	0.320	8.626	-11.4%	1.415	3.015	2.961	1.235	
2023	M	0.303	0.569	0.607	1.136	1.154	0.967	0.930	1.199	0.903	0.544	0.425	0.347	9.083	5.3%	1.479	3.257	3.031	1.315	

VISITOR DAYS				DAY VISITOR			
SHARE OF MARKET		2019	2022	2023	DAY VISITOR		
Day Visitor	M	9.737	8.626	9.083	Visitor Days by Year and Share of Total		
All Visitor Types	M	13.92	13.08	13.45	M		
Share of Total	%	70.0%	66.0%	67.6%	12.00		
Annual Change in Share	%		-5.7%	2.4%	10.00		
Change in Share from 2019	%		-5.7%	-3.4%	8.00		
Avg Ann. Change in Share	%		-1.9%	-0.9%	6.00		



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

Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2023

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

STEAM REPORT FOR 2019-2023 - DRAFT													2019 to 2023		TOTAL		TOTAL EMPLOYMENT				
SHROPSHIRE COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2019 to 2023		8.5%	11.4%	2.6%	3.2%	-1.2%	3.2%	1.2%	-4.3%	6.6%	6.3%	2.0%	5.6%	2.8%	Annual Change		7.2%	1.6%	0.6%	4.7%	
% Change 2022 to 2023		8.8%	8.0%	6.3%	9.3%	8.3%	9.8%	5.2%	1.4%	9.6%	9.5%	8.4%	6.5%	7.3%			7.6%	9.1%	5.0%	8.2%	
Average Annual Change		2.1%	2.8%	0.6%	0.8%	-0.3%	0.8%	0.3%	-1.1%	1.7%	1.6%	0.5%	1.4%	0.7%			1.8%	0.4%	0.1%	1.2%	
2019	FTEs	5,403	6,222	7,256	11,167	12,199	10,398	10,812	13,566	10,068	7,046	6,137	5,873	8,846			6,294	11,255	11,482	6,352	
2022	FTEs	5,386	6,417	7,000	10,540	11,129	9,777	10,396	12,797	9,801	6,842	5,777	5,826	8,474	-4.2%		6,268	10,482	10,998	6,149	
2023	FTEs	5,862	6,929	7,443	11,526	12,057	10,734	10,938	12,978	10,737	7,490	6,260	6,203	9,096	7.3%		6,745	11,439	11,551	6,651	

EMPLOYMENT					TOTAL				
SHARE OF MARKET		2019	2022	2023	Employment (FTEs) and Share of Total (%)				
Total	FTEs	8,846	8,474	9,096	FTEs				
Total Employment	FTEs	8,846	8,474	9,096	Share of Total (%)				
Share of Total	%	100.0%	100.0%	100.0%	Total FTEs				
Annual Change in Share	%				Share of Total				
Change in Share from 2019	%								
Avg Ann. Change in Share	%								

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

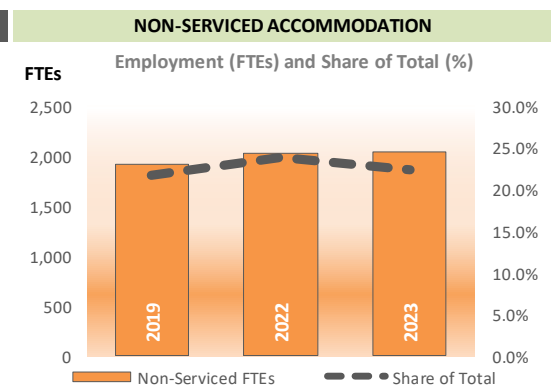
STEAM REPORT FOR 2019-2023 - DRAFT													2019 to 2023		SERVICED		DIRECT EMPLOYMENT			
SHROPSHIRE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		2.0%	4.7%	4.2%	6.4%	1.1%	5.8%	4.7%	4.0%	4.5%	4.9%	2.7%	4.9%	4.2%	3.6%	4.4%	4.4%	4.1%		
% Change 2022 to 2023		7.4%	5.5%	4.5%	6.2%	2.6%	4.4%	4.8%	5.4%	5.3%	6.0%	4.5%	2.7%	4.9%	5.8%	4.4%	5.1%	4.4%		
Average Annual Change		0.5%	1.2%	1.0%	1.6%	0.3%	1.4%	1.2%	1.0%	1.1%	1.2%	0.7%	1.2%	1.0%	0.9%	1.1%	1.1%	1.0%		
2019	FTEs	1,346	1,352	1,396	1,463	1,479	1,459	1,504	1,505	1,461	1,477	1,431	1,355	1,436	1,365	1,467	1,490	1,421		
2022	FTEs	1,279	1,342	1,391	1,466	1,457	1,478	1,502	1,485	1,451	1,461	1,407	1,384	1,425	1,337	1,467	1,479	1,417		
2023	FTEs	1,373	1,416	1,454	1,557	1,495	1,544	1,575	1,565	1,527	1,549	1,470	1,421	1,495	1,414	1,532	1,555	1,480		

EMPLOYMENT				SERVICED ACCOMMODATION				
SHARE OF MARKET		2019	2022	2023	Employment (FTEs) and Share of Total (%)			
Serviced	FTEs	1,436	1,425	1,495				
Total Employment	FTEs	8,846	8,474	9,096				
Share of Total	%	16.2%	16.8%	16.4%				
Annual Change in Share	%		3.6%	-2.3%				
Change in Share from 2019	%		3.6%	1.3%				
Avg Ann. Change in Share	%		1.2%	0.3%				

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

STEAM REPORT FOR 2019-2023 - DRAFT													2019 to 2023		NON-SERVICED		DIRECT EMPLOYMENT			
SHROPSHIRE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2019 to 2023		4.9%	8.3%	7.1%	8.4%	5.2%	2.8%	1.5%	0.8%	10.7%	12.3%	5.5%	8.8%	5.9%	Annual Change	6.8%	5.2%	4.2%	9.0%	
% Change 2022 to 2023		2.4%	3.1%	0.2%	4.4%	1.6%	-4.2%	-4.4%	-2.6%	1.7%	7.0%	3.1%	0.7%	0.5%		1.8%	0.3%	-1.8%	3.7%	
Average Annual Change		1.2%	2.1%	1.8%	2.1%	1.3%	0.7%	0.4%	0.2%	2.7%	3.1%	1.4%	2.2%	1.5%		1.7%	1.3%	1.0%	2.3%	
2019	FTEs	1,306	1,367	1,527	1,849	2,475	2,374	2,439	2,814	2,482	1,619	1,468	1,355	1,923		1,400	2,233	2,578	1,481	
2022	FTEs	1,338	1,436	1,632	1,919	2,564	2,546	2,589	2,912	2,701	1,700	1,502	1,465	2,025	5.3%	1,469	2,343	2,734	1,556	
2023	FTEs	1,370	1,481	1,636	2,004	2,605	2,440	2,474	2,837	2,746	1,819	1,549	1,474	2,036	0.5%	1,496	2,350	2,686	1,614	

EMPLOYMENT			
SHARE OF MARKET	2019	2022	2023
Non-Serviced FTEs	1,923	2,025	2,036
Total Employment FTEs	8,846	8,474	9,096
Share of Total %	21.7%	23.9%	22.4%
Annual Change in Share %		10.0%	-6.3%
Change in Share from 2019 %		10.0%	3.0%
Avg Ann. Change in Share %		3.3%	0.7%



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

STEAM REPORT FOR 2019-2023 - DRAFT													2019 to 2023		SFR	DIRECT EMPLOYMENT			
SHROPSHIRE COUNCIL	EMPLOYMENT BY:												CALENDAR YEAR		QUARTER				
KEY	MONTH AND QUARTER												TOTAL	% Change					
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2019 to 2023	8.4%	10.8%	9.7%	10.1%	7.2%	6.9%	6.4%	5.8%	9.8%	11.2%	8.3%	11.1%	8.7%	Annual Change	9.1%	8.4%	6.9%	10.5%	
% Change 2022 to 2023	9.4%	8.4%	6.3%	8.2%	5.9%	3.8%	4.3%	5.1%	6.5%	9.5%	8.0%	6.1%	6.8%	Annual Change	8.5%	6.4%	5.1%	7.3%	
Average Annual Change	2.1%	2.7%	2.4%	2.5%	1.8%	1.7%	1.6%	1.5%	2.5%	2.8%	2.1%	2.8%	2.2%	Annual Change	2.3%	2.1%	1.7%	2.6%	
2019 FTEs	702	218	253	569	391	303	471	500	270	243	211	586	393	Annual Change	391	421	414	346	
2022 FTEs	696	223	261	579	396	312	481	503	279	247	211	613	400	1.8%	393	429	421	357	
2023 FTEs	761	242	277	627	419	324	502	529	297	270	228	651	427	6.8%	427	457	442	383	

EMPLOYMENT				SFR			
SHARE OF MARKET		2019	2022	2023	Employment (FTEs) and Share of Total (%)		
SFR FTEs		393	400	427	FTEs		
Total Employment		8,846	8,474	9,096	Share of Total (%)		
Share of Total		4.4%	4.7%	4.7%	SFR FTEs		
Annual Change in Share			6.2%	-0.5%	Share of Total		
Change in Share from 2019			6.2%	5.7%	SFR FTEs		
Avg Ann. Change in Share			2.1%	1.4%	Share of Total		

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

STEAM REPORT FOR 2019-2023 - DRAFT													2019 to 2023		STAYING VISITOR		DIRECT EMPLOYMENT			
SHROPSHIRE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		4.4%	6.9%	6.0%	7.9%	4.0%	4.2%	3.1%	2.3%	8.5%	8.9%	4.4%	7.6%	5.5%	5.7%	5.3%	4.5%	7.0%		
% Change 2022 to 2023		5.8%	4.6%	2.5%	5.6%	2.3%	-0.7%	-0.5%	0.6%	3.2%	6.7%	4.1%	2.4%	2.8%	4.3%	2.3%	1.1%	4.4%		
Average Annual Change		1.1%	1.7%	1.5%	2.0%	1.0%	1.0%	0.8%	0.6%	2.1%	2.2%	1.1%	1.9%	1.4%	1.4%	1.3%	1.1%	1.8%		
2019	FTEs	3,355	2,937	3,176	3,881	4,346	4,136	4,414	4,819	4,213	3,339	3,110	3,296	3,752	3,156	4,121	4,482	3,248		
2022	FTEs	3,313	3,001	3,284	3,965	4,417	4,337	4,572	4,901	4,430	3,407	3,120	3,462	3,851	3,199	4,240	4,634	3,330		
2023	FTEs	3,504	3,138	3,367	4,187	4,519	4,308	4,550	4,930	4,570	3,637	3,247	3,546	3,959	3,337	4,338	4,684	3,477		

EMPLOYMENT				STAYING VISITOR				
SHARE OF MARKET		2019	2022	2023	Employment (FTEs) and Share of Total (%)			
Staying Visitor	FTEs	5,540	5,574	5,818				
Total Employment	FTEs	8,846	8,474	9,096				
Share of Total	%	62.6%	65.8%	64.0%				
Annual Change in Share	%		5.0%	-2.8%				
Change in Share from 2019	%		5.0%	2.1%				
Avg Ann. Change in Share	%		1.7%	0.5%				

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

STEAM REPORT FOR 2019-2023 - DRAFT													2019 to 2023		DAY VISITOR		DIRECT EMPLOYMENT			
SHROPSHIRE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2019 to 2023		18.3%	15.2%	-2.2%	-1.1%	-5.4%	1.9%	-1.1%	-9.7%	3.5%	0.4%	-2.9%	-1.2%	-0.8%	7.9%	-1.8%	-3.4%	-1.1%		
% Change 2022 to 2023		15.3%	11.7%	11.2%	12.2%	14.2%	23.1%	13.2%	2.5%	17.5%	12.3%	15.3%	16.5%	13.0%	12.2%	16.0%	9.9%	14.3%		
Average Annual Change		4.6%	3.8%	-0.6%	-0.3%	-1.4%	0.5%	-0.3%	-2.4%	0.9%	0.1%	-0.7%	-0.3%	-0.2%	2.0%	-0.5%	-0.9%	-0.3%		
2019	FTEs	1,109	2,140	2,688	4,976	5,285	4,112	4,070	5,749	3,777	2,345	1,895	1,520	3,306	1,979	4,791	4,532	1,920		
2022	FTEs	1,138	2,207	2,362	4,385	4,376	3,402	3,556	5,064	3,327	2,098	1,596	1,290	2,900	-12.3%	1,902	4,054	3,982	1,661	
2023	FTEs	1,312	2,465	2,627	4,922	4,997	4,189	4,026	5,191	3,910	2,355	1,840	1,502	3,278	13.0%	2,135	4,702	4,376	1,899	

EMPLOYMENT				DAY VISITOR				
SHARE OF MARKET		2019	2022	2023	Employment (FTEs) and Share of Total (%)			
Day Visitor	FTEs	3,306	2,900	3,278				
Total Employment	FTEs	8,846	8,474	9,096				
Share of Total	%	37.4%	34.2%	36.0%				
Annual Change in Share	%		-8.4%	5.3%				
Change in Share from 2019	%		-8.4%	-3.6%				
Avg Ann. Change in Share	%		-2.8%	-0.9%				

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

**STEAM REPORT FOR 2019-2023 - DRAFT
SHROPSHIRE COUNCIL**

2023

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	176	5,727	0	0	0	0
+50 Room	13	2,653	0	0	0	0
11-50 Room	11	989	0	0	0	0
<10 Room	152	2,085	0	0	0	0

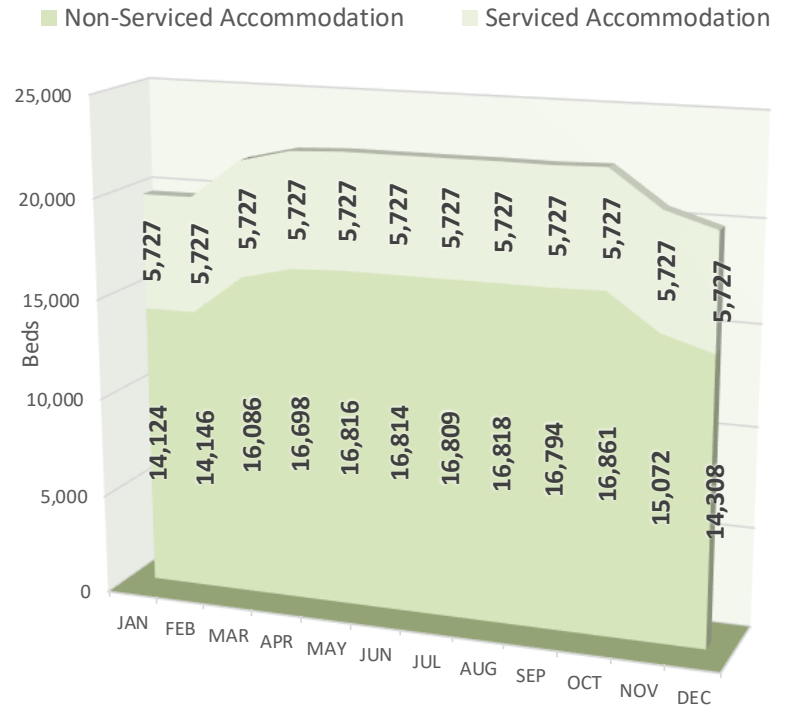
NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	638	16,900	0	+566	0	+1,210
Self catering	544	4,415	0	0	0	0
Caravan & camping	83	9,048	0	0	0	0
Youth Hostels	11	812	0	0	0	0
Short-term lets	N/A	2,625		+566		+1,210

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	814	22,627	0	+566	0	+1,210
Serviced Accommodation Share of Total	22%	25%				
Non-Serviced Accommodation Share of Total	78%	75%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	19,851	19,873	21,813	22,425	22,543	22,541	22,536	22,545	22,521	22,588	20,799	20,035
Serviced Accommodation	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727
Non-Serviced Accommodation	14,124	14,146	16,086	16,698	16,816	16,814	16,809	16,818	16,794	16,861	15,072	14,308

SEASONAL AVAILABILITY OF BED SUPPLY

2023



Report Sections With Historic Financial Data Indexed to 2023 Prices

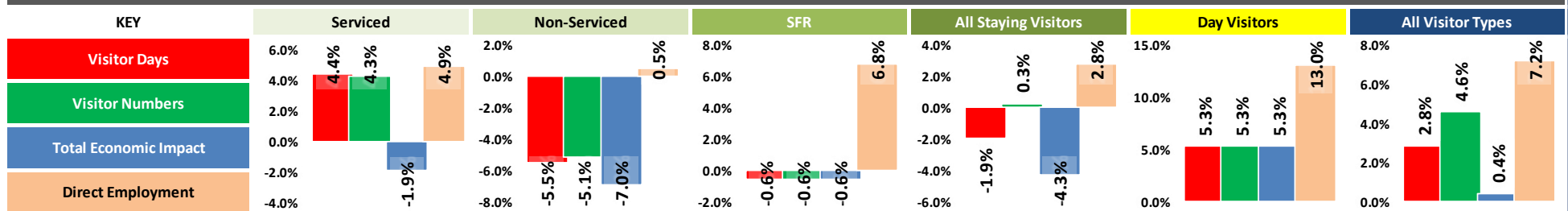
Sections:	<i>Comparative Headlines</i>	Visitor Types:	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

Indexation:	<i>Indexation to: 2023</i>
2019	<i>1.27</i>
2022	<i>1.13</i>
2023	<i>1.00</i>

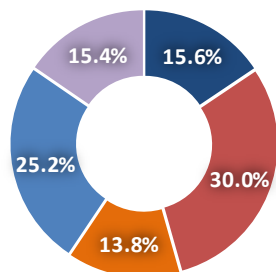
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			SFR			All Staying Visitors			Day Visitors			All Visitor Types					
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	1,070	1,025	4.4%	2,130	2,255	-5.5%	1,163	1,169	-0.6%	4,363	4,449	-1.9%	9,083	8,626	5.3%	13,45	13,08	2.8%		
Visitor Numbers	M	0,597	0,573	4.3%	0,327	0,345	-5.1%	0,489	0,492	-0.6%	1,413	1,410	0.3%	9,083	8,626	5.3%	10,50	10,04	4.6%		
Direct Expenditure	£M																652.18	649.81	0.4%		
Economic Impact	£M	160.35	163.45	-1.9%	208.05	223.63	-7.0%	57.05	57.37	-0.6%	425.45	444.45	-4.3%	448.14	425.65	5.3%	873.58	870.10	0.4%		
Direct Employment	FTEs	1,495	1,425	4.9%	2,036	2,025	0.5%	427	400	6.8%	3,959	3,851	2.8%	3,278	2,900	13.0%	7,237	6,751	7.2%		
Total Employment	FTEs																9,096	8,474	7.3%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



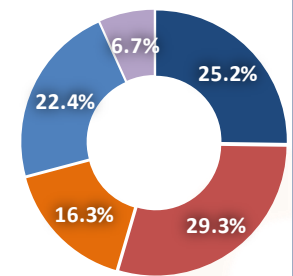
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2023



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2023	2022	+/- %
Accommodation	101.63	111.65	-9.0%
Food & Drink	195.81	191.73	2.1%
Recreation	89.90	87.76	2.4%
Shopping	164.23	160.04	2.6%
Transport	100.61	98.62	2.0%
TOTAL DIRECT	652.18	649.81	0.4%
Indirect	221.40	220.30	0.5%
TOTAL	873.58	870.10	0.4%

Sectoral Distribution of Employment - FTEs



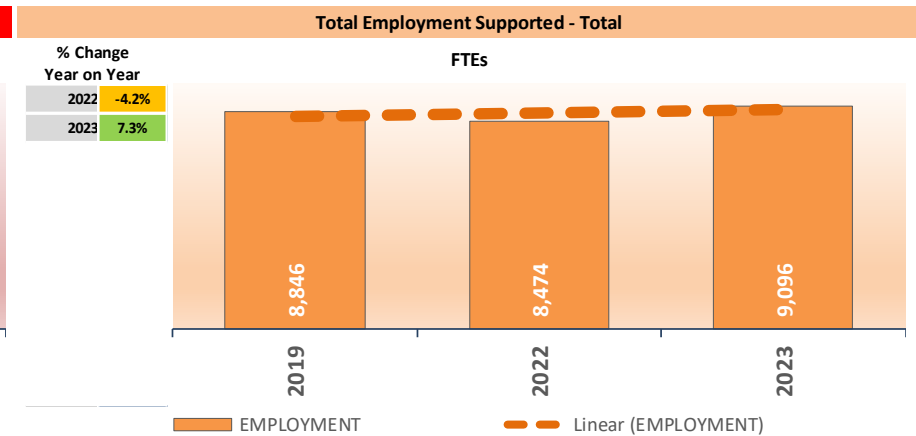
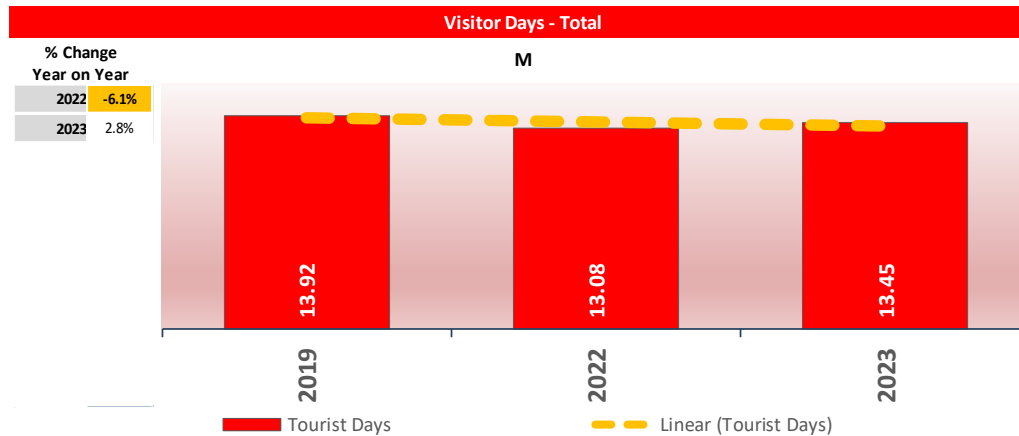
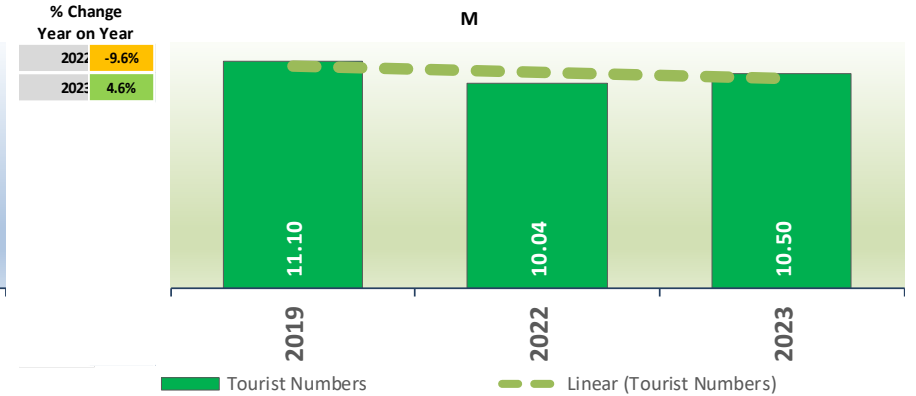
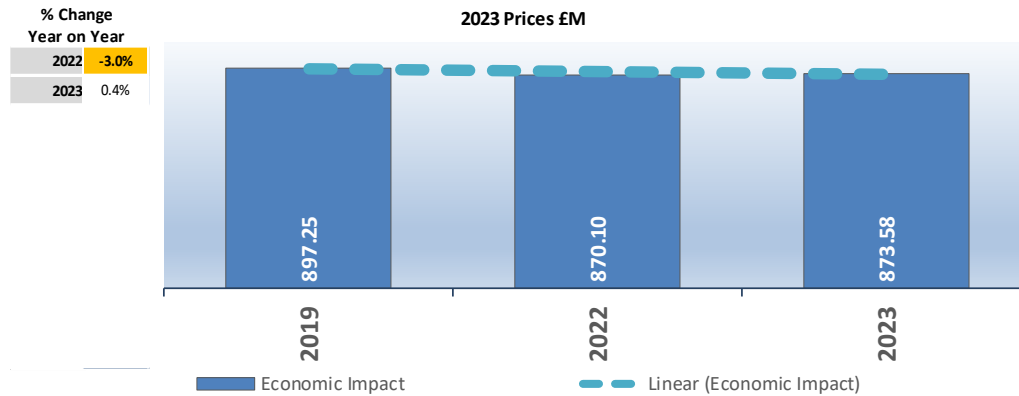
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

Sectors	2023	2022	+/- %
Accommodation	1,825	1,825	
Food & Drink	2,121	1,935	9.7%
Recreation	1,182	1,075	10.0%
Shopping	1,622	1,472	10.2%
Transport	487	445	9.5%
TOTAL DIRECT	7,237	6,751	7.2%
Indirect	1,859	1,723	7.9%
TOTAL	9,096	8,474	7.3%

Direct Employment Categories

Economic Impact - Indexed - Total

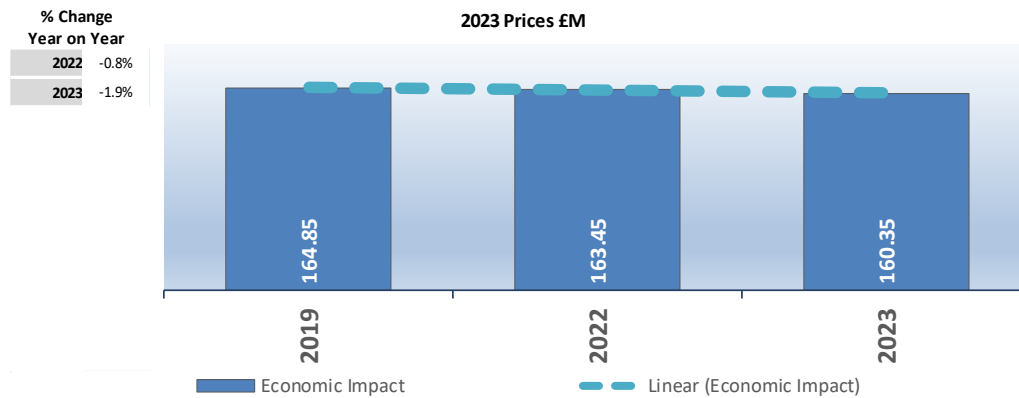
Visitor Numbers - Total



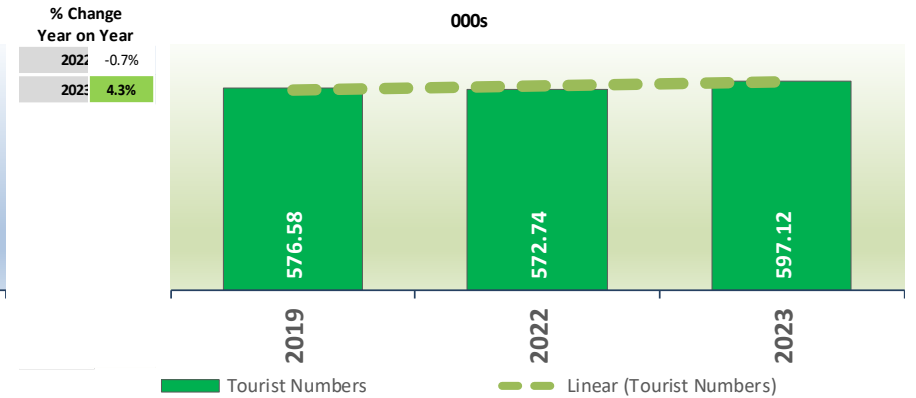
% Change from 2019	2019	2022	2023
Economic Impact - Indexed		-3.0%	-2.6%
Visitor Numbers		-9.6%	-5.4%
Visitor Days		-6.1%	-3.4%
Total Employment		-4.2%	2.8%

"Linear" = Linear Trendline

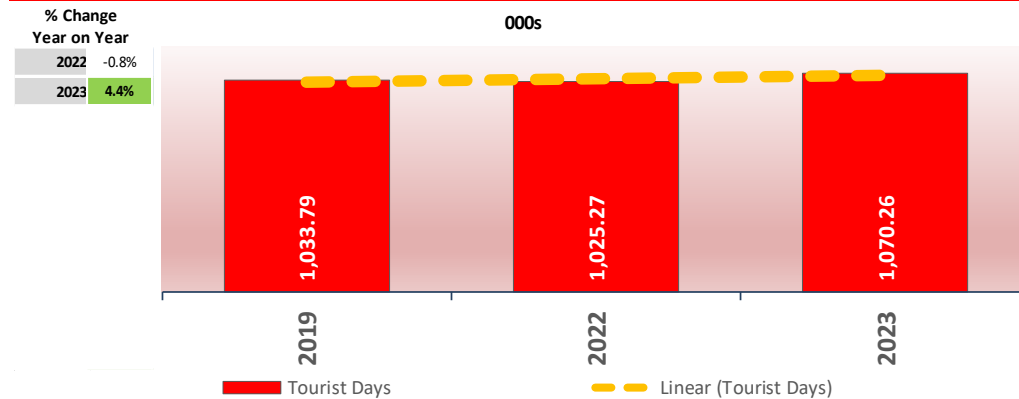
Economic Impact - Indexed - Serviced Accommodation



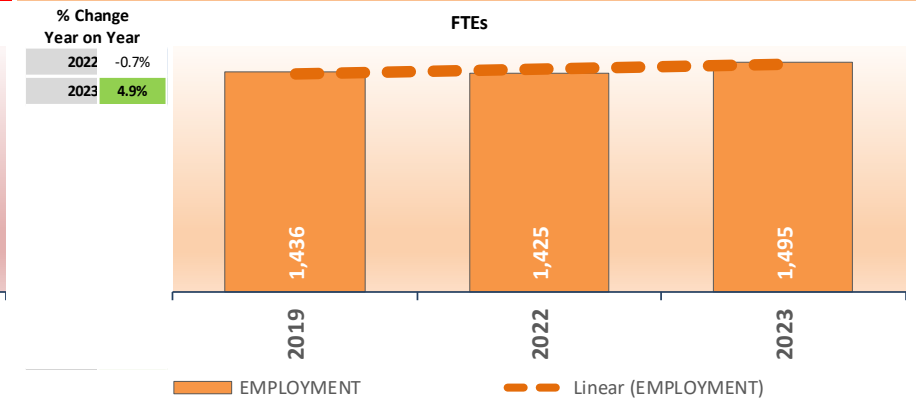
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



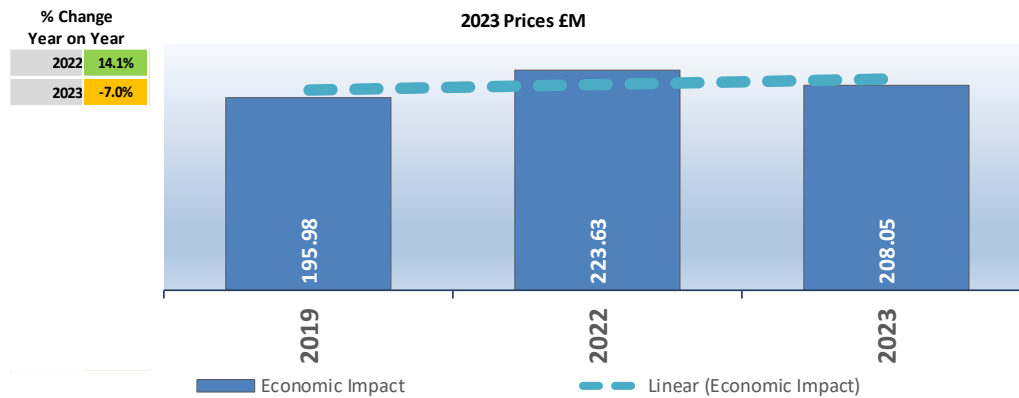
Direct Employment Supported - Serviced Accommodation



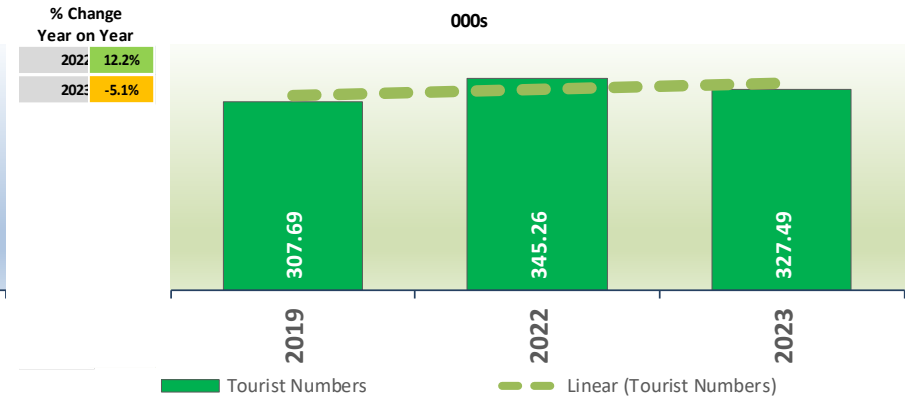
% Change from 2019	2019	2022	2023
Economic Impact - Indexed		-0.8%	-2.7%
Visitor Numbers		-0.7%	3.6%
Visitor Days		-0.8%	3.5%
Direct Employment		-0.7%	4.2%

"Linear" = Linear Trendline

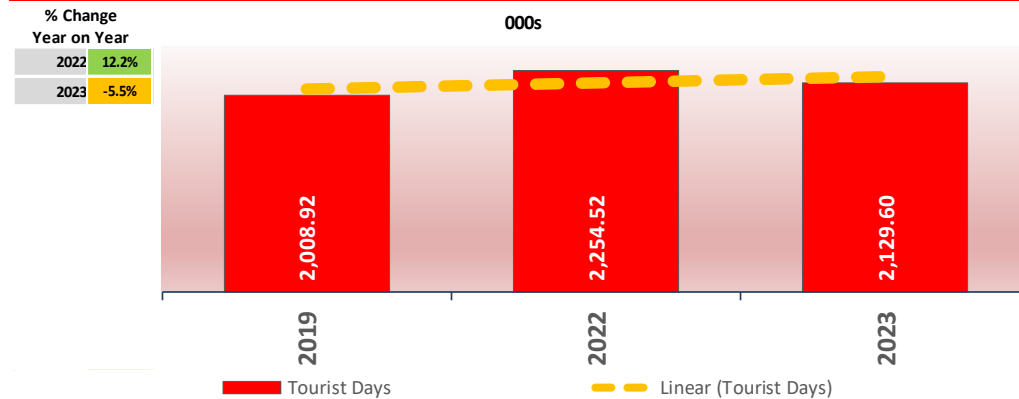
Economic Impact - Indexed - Non-Serviced Accommodation



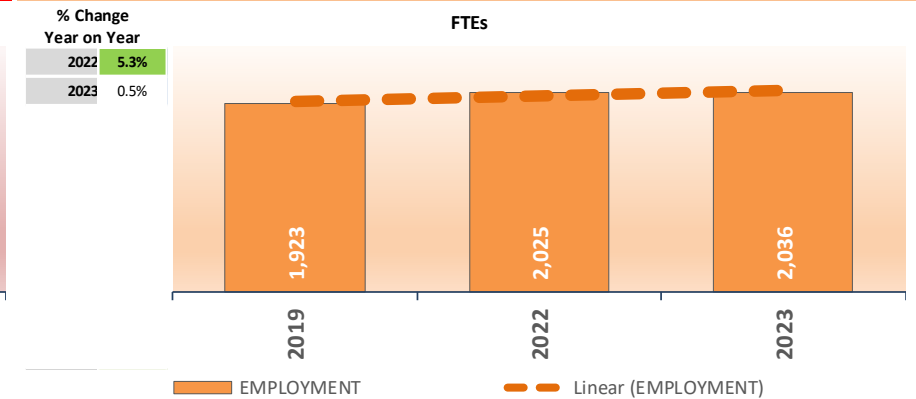
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



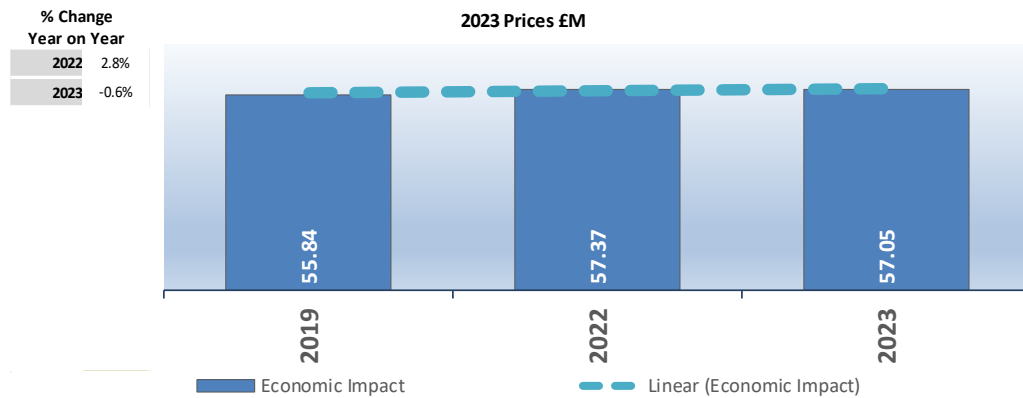
Direct Employment Supported - Non-Serviced Accommodation



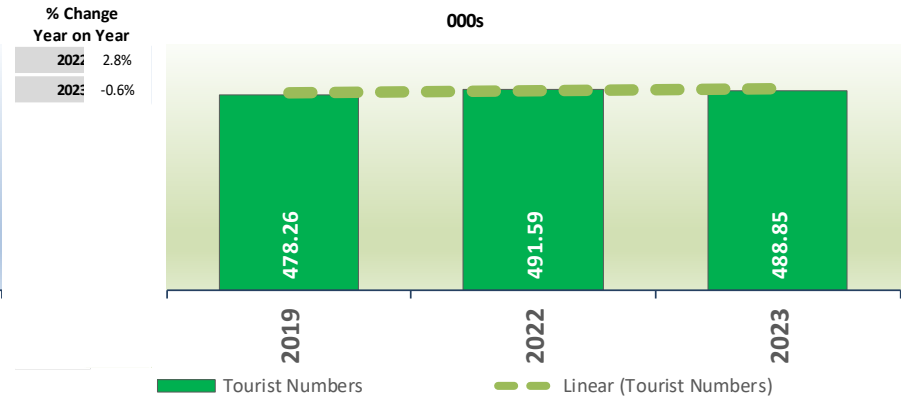
% Change from 2019	2019	2022	2023
Economic Impact - Indexed		14.1%	6.2%
Visitor Numbers		12.2%	6.4%
Visitor Days		12.2%	6.0%
Direct Employment		5.3%	5.9%

"Linear" = Linear Trendline

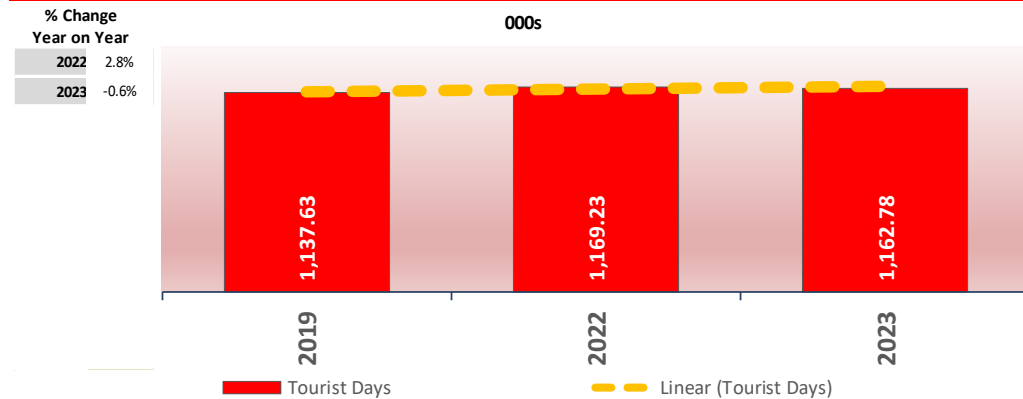
Economic Impact - Indexed - SFR



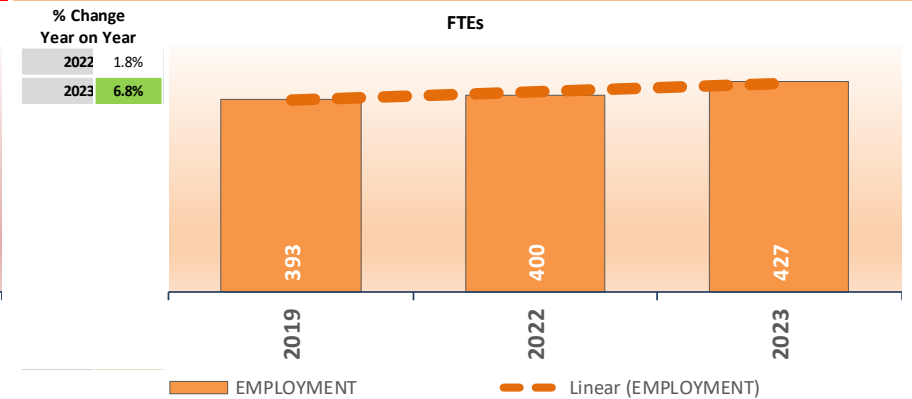
Visitor Numbers - SFR



Visitor Days - SFR



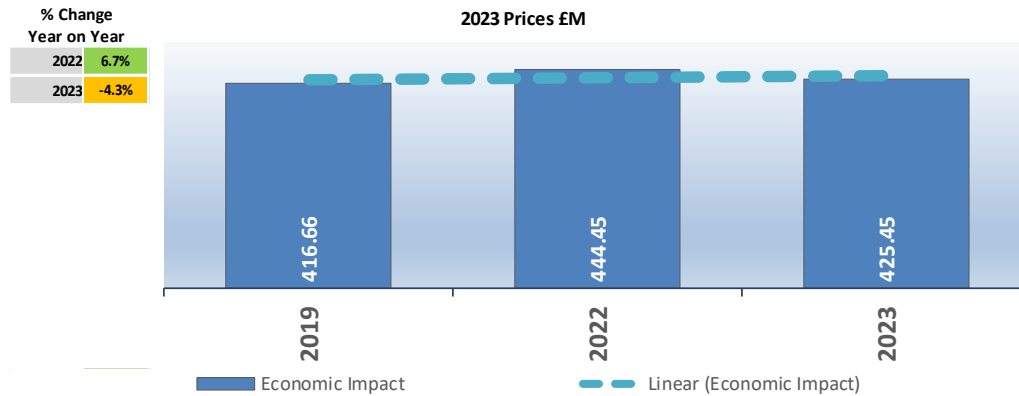
Direct Employment Supported - SFR



% Change from 2019	2019	2022	2023
Economic Impact - Indexed		2.8%	2.2%
Visitor Numbers		2.8%	2.2%
Visitor Days		2.8%	2.2%
Direct Employment		1.8%	8.7%

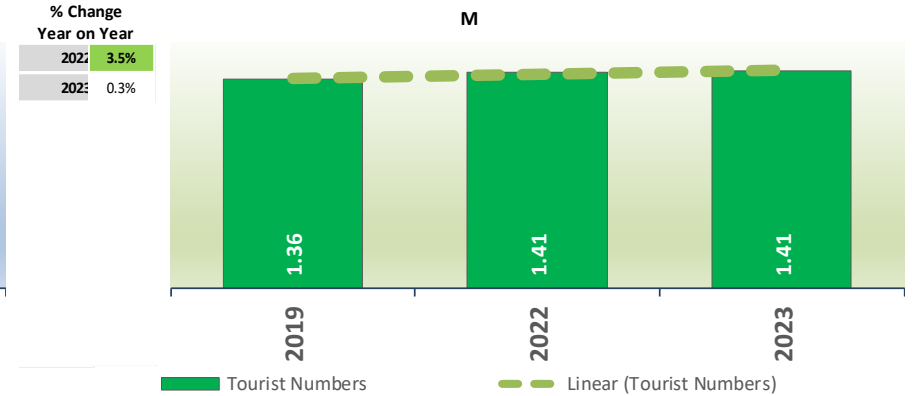
"Linear" = Linear Trendline

Economic Impact - Indexed - Staying Visitor



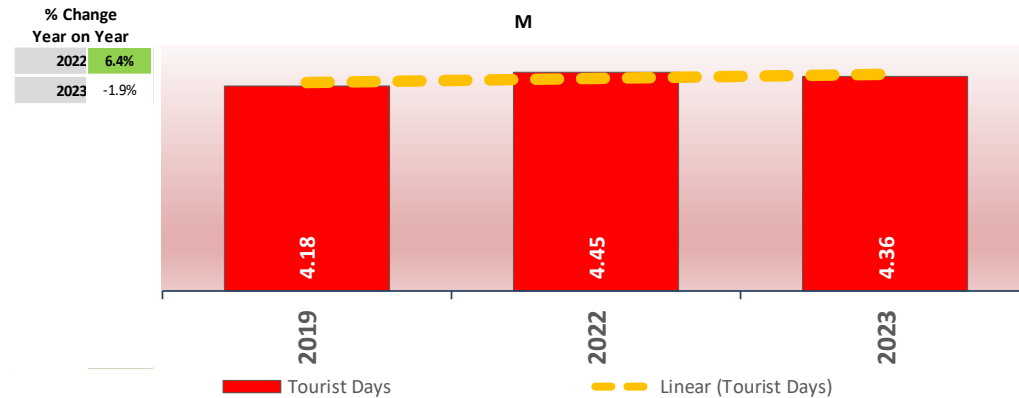
% Change Year on Year	
2022	6.7%
2023	-4.3%

Visitor Numbers - Staying Visitor



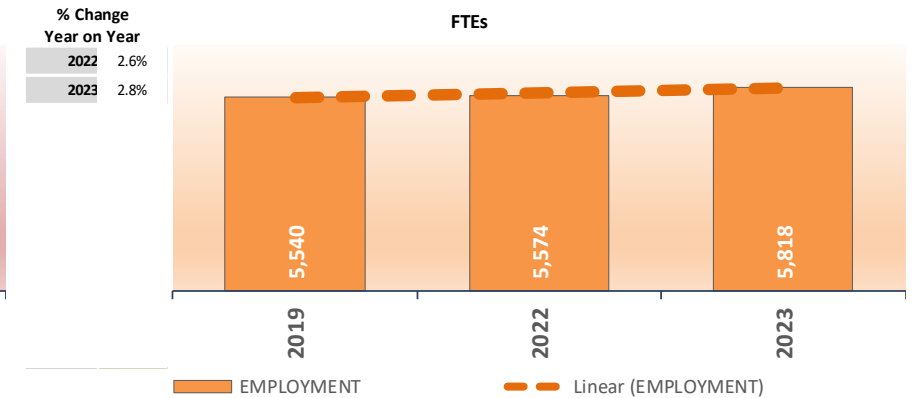
% Change Year on Year	
2022	3.5%
2023	0.3%

Visitor Days - Staying Visitor



% Change Year on Year	
2022	6.4%
2023	-1.9%

Direct Employment Supported - Staying Visitor



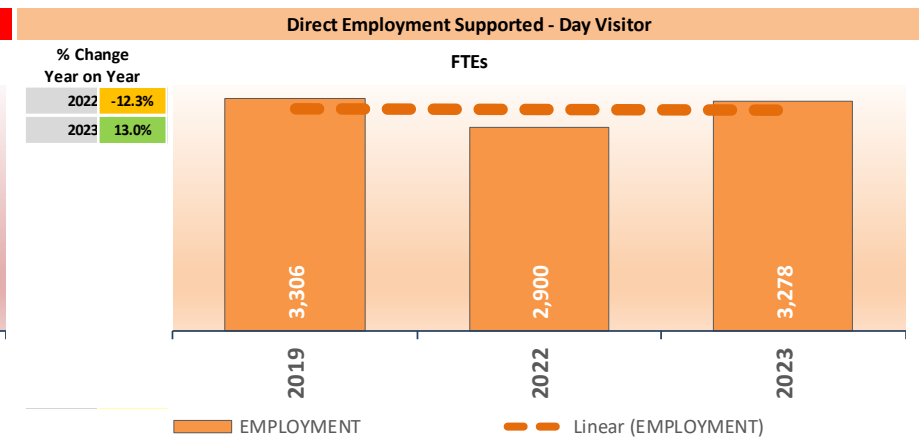
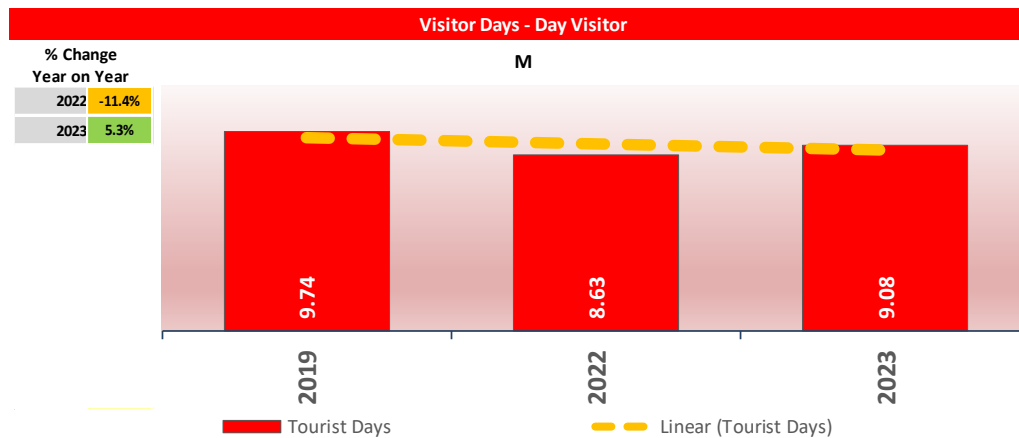
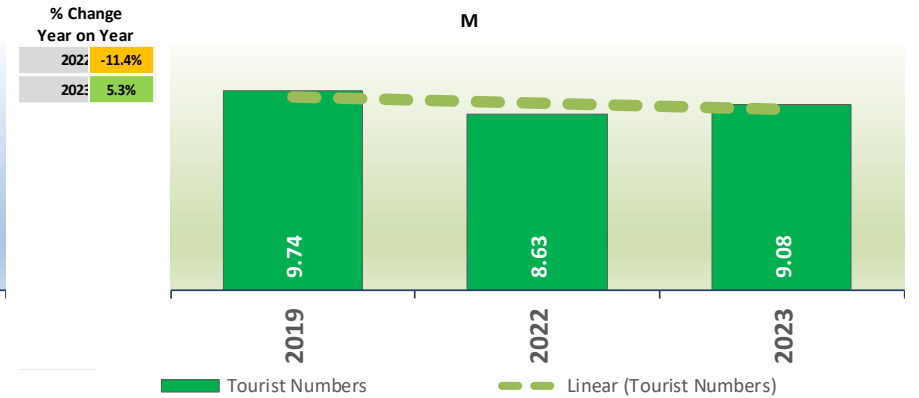
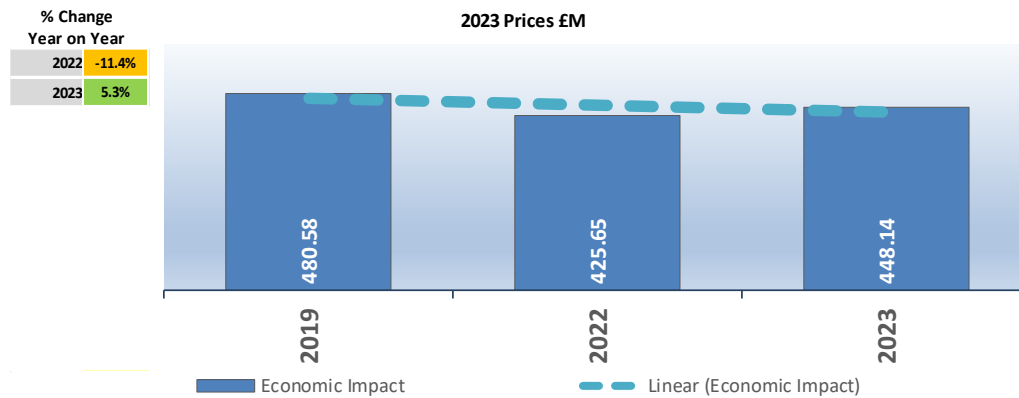
% Change Year on Year	
2022	2.6%
2023	2.8%

% Change from 2019	2019	2022	2023
Economic Impact - Indexed		6.7%	2.1%
Visitor Numbers		3.5%	3.7%
Visitor Days		6.4%	4.4%
Direct Employment		0.6%	5.0%

"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



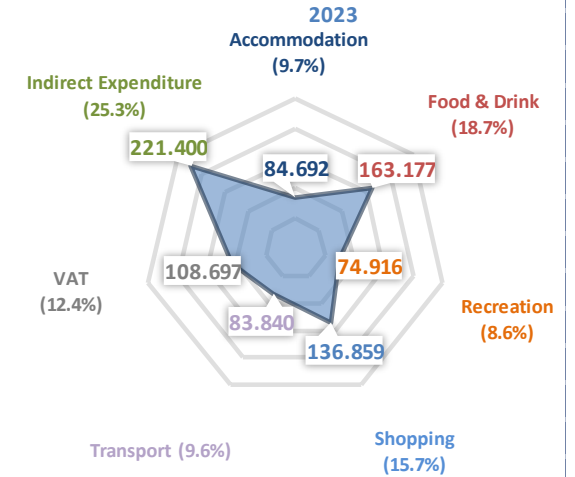
% Change from 2019	2019	2022	2023
Economic Impact - Indexed		-11.4%	-6.8%
Visitor Numbers		-11.4%	-6.7%
Visitor Days		-11.4%	-6.7%
Direct Employment		-12.3%	-0.8%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023

SECTOR / YEAR		2019	2022	2023
Accommodation	£M	87.39	93.04	84.69
Food & Drink	£M	167.07	159.78	163.18
Recreation	£M	77.28	73.13	74.92
Shopping	£M	141.28	133.37	136.86
Transport	£M	85.98	82.19	83.84
Direct Revenue	£M	559.00	541.51	543.48
VAT	£M	111.80	108.30	108.70
Direct Expenditure	£M	670.79	649.81	652.18
Indirect Expenditure	£M	226.45	220.30	221.40
TOTAL	£M	897.25	870.10	873.58

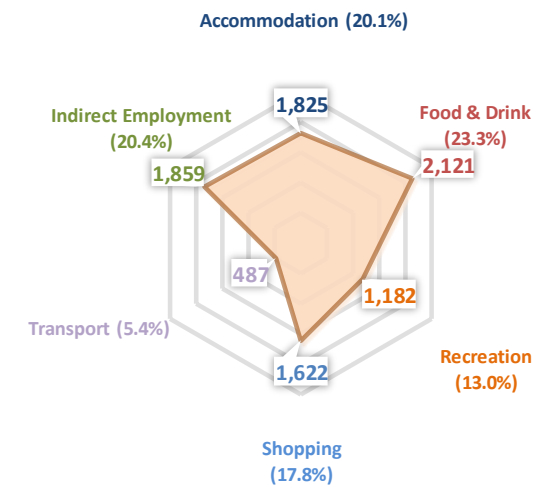
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2019	2022	2023
Accommodation	FTEs	1,825	1,825	1,825
Food & Drink	FTEs	2,042	1,935	2,121
Recreation	FTEs	1,146	1,075	1,182
Shopping	FTEs	1,574	1,472	1,622
Transport	FTEs	470	445	487
Direct Employment	FTEs	7,057	6,751	7,237
Indirect Employment	FTEs	1,788	1,723	1,859
TOTAL	FTEs	8,846	8,474	9,096

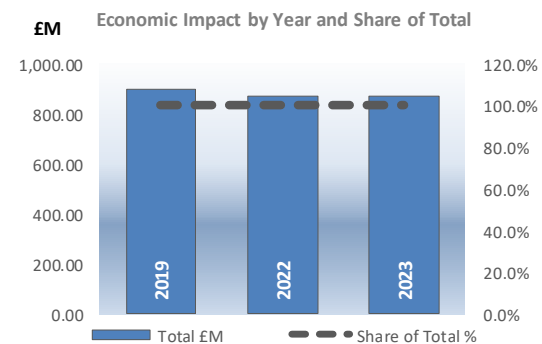
2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 2023 Prices		TOTAL	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2023	3.9%	8.0%	-2.6%	-1.9%	-7.3%	-2.4%	-4.9%	-10.5%	1.6%	2.4%	-3.3%	2.0%	-2.6%	2.7%	-4.0%	-5.3%	0.5%	
% Change 2022 to 2023	4.3%	2.1%	-0.4%	2.7%	1.0%	2.2%	-3.0%	-6.1%	2.6%	4.0%	2.6%	-0.2%	0.4%	1.8%	1.9%	-2.6%	2.3%	
Average Annual Change	1.0%	2.0%	-0.6%	-0.5%	-1.8%	-0.6%	-1.2%	-2.6%	0.4%	0.6%	-0.8%	0.5%	-0.7%	0.7%	-1.0%	-1.3%	0.1%	
2019	£M	40.13	48.07	58.25	96.13	106.88	89.68	97.10	124.22	86.80	57.21	47.98	44.81	897.25	146.44	292.68	308.12	150.00
2022	£M	39.96	50.86	56.94	91.77	98.10	85.67	95.14	118.38	85.92	56.35	45.21	45.80	870.10	147.76	275.55	299.44	147.36
2023	£M	41.69	51.93	56.73	94.28	99.07	87.52	92.31	111.19	88.16	58.59	46.39	45.70	873.58	150.36	280.87	291.67	150.68

ECONOMIC IMPACT - INDEXED TO 2023					TOTAL	
SHARE OF MARKET	2019	2022	2023			
Total	£M	897.25	870.10	873.58		
All Visitor Types	£M	897.25	870.10	873.58		
Share of Total	%	100.0%	100.0%	100.0%		
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 2023 Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																	
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 2019 to 2023		-6.8%	-0.4%	-2.2%	1.8%	-9.4%	0.6%	-2.6%	-4.0%	-2.0%	-1.5%	-5.7%	-0.2%	-2.7%		-3.1%	-2.4%	-2.9%	-2.5%
% Change 2022 to 2023		6.7%	0.7%	-2.3%	0.3%	-6.9%	-3.3%	-3.2%	-2.0%	-1.4%	0.1%	-2.6%	-6.3%	-1.9%	Annual Change	1.3%	-3.3%	-2.3%	-2.8%
Average Annual Change		-1.7%	-0.1%	-0.6%	0.5%	-2.3%	0.1%	-0.7%	-1.0%	-0.5%	-0.4%	-1.4%	0.0%	-0.7%		-0.8%	-0.6%	-0.7%	-0.6%
2019	£M	11.47	11.59	12.60	14.14	14.49	14.05	16.44	16.45	14.08	14.44	13.41	11.68	164.85		35.66	42.68	46.98	39.53
2022	£M	10.02	11.47	12.60	14.34	14.12	14.62	16.54	16.12	13.99	14.21	12.98	12.44	163.45	-0.8%	34.09	43.08	46.65	39.63
2023	£M	10.69	11.55	12.31	14.39	13.14	14.13	16.01	15.79	13.80	14.23	12.65	11.66	160.35	-1.9%	34.55	41.67	45.60	38.53

ECONOMIC IMPACT - INDEXED TO 2023				SERVICED ACCOMMODATION				
SHARE OF MARKET		2019	2022	2023	Economic Impact by Year and Share of Total			
Serviced	£M	164.85	163.45	160.35				
All Visitor Types	£M	897.25	870.10	873.58				
Share of Total	%	18.4%	18.8%	18.4%				
Annual Change in Share	%		2.2%	-2.3%				
Change in Share from 2019	%		2.2%	-0.1%				
Avg Ann. Change in Share	%		0.7%	0.0%				

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

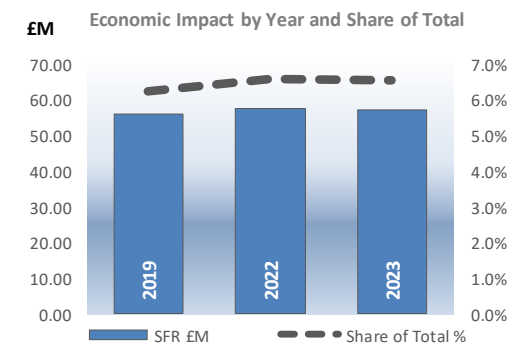
STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 2023 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2019 to 2023		9.7%	20.7%	12.9%	12.5%	2.6%	-0.7%	-3.6%	-5.7%	11.6%	26.6%	12.4%	24.6%	6.2%	14.5%	3.8%	0.0%	21.5%	
% Change 2022 to 2023		-1.6%	-1.3%	-7.5%	-0.2%	-5.4%	-14.2%	-15.4%	-11.5%	-5.0%	7.3%	0.6%	-5.5%	-7.0%	-3.9%	-7.4%	-10.7%	1.4%	
Average Annual Change		2.4%	5.2%	3.2%	3.1%	0.6%	-0.2%	-0.9%	-1.4%	2.9%	6.6%	3.1%	6.2%	1.5%	3.6%	1.0%	0.0%	5.4%	
2019	£M	6.908	7.960	10.10	14.97	23.72	22.22	25.77	32.20	23.75	11.48	9.116	7.780	195.98	24.96	60.92	81.73	28.37	
2022	£M	7.702	9.739	12.32	16.87	25.73	25.71	29.36	34.32	27.90	13.53	10.18	10.26	223.63	29.76	68.31	91.58	33.98	
2023	£M	7.577	9.610	11.40	16.84	24.34	22.07	24.85	30.38	26.52	14.53	10.24	9.694	208.05	28.59	63.25	81.75	34.46	

ECONOMIC IMPACT - INDEXED TO 2023				NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2019	2022	2023	Economic Impact by Year and Share of Total			
Non-Serviced	£M	195.98	223.63	208.05				
All Visitor Types	£M	897.25	870.10	873.58				
Share of Total	%	21.8%	25.7%	23.8%				
Annual Change in Share	%		17.7%	-7.3%				
Change in Share from 2019	%		17.7%	9.0%				
Avg Ann. Change in Share	%		5.9%	2.3%				

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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL													2019 to 2023 2023 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2019 to 2023		1.9%	4.2%	3.2%	3.5%	0.8%	0.5%	0.1%	-0.5%	3.3%	4.5%	1.8%	4.4%	2.2%	Annual Change	2.6%	2.0%	0.5%	3.9%
% Change 2022 to 2023		1.9%	0.9%	-1.0%	0.8%	-1.4%	-3.3%	-2.9%	-2.1%	-0.8%	2.0%	0.6%	-1.2%	-0.6%		1.1%	-0.9%	-2.1%	-0.1%
Average Annual Change		0.5%	1.0%	0.8%	0.9%	0.2%	0.1%	0.0%	-0.1%	0.8%	1.1%	0.4%	1.1%	0.5%		0.7%	0.5%	0.1%	1.0%
2019	£M	8.312	2.586	2.991	6.738	4.630	3.586	5.580	5.915	3.197	2.875	2.492	6.934	55.84		13.89	14.95	14.69	12.30
2022	£M	8.314	2.669	3.119	6.920	4.734	3.730	5.748	6.016	3.329	2.946	2.521	7.327	57.37	2.8%	14.10	15.38	15.09	12.79
2023	£M	8.470	2.694	3.087	6.974	4.667	3.606	5.583	5.887	3.301	3.005	2.537	7.241	57.05	-0.6%	14.25	15.25	14.77	12.78

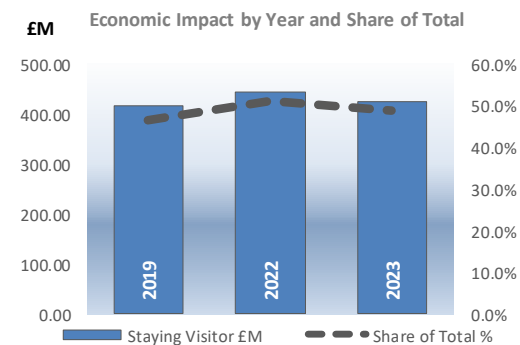
ECONOMIC IMPACT - INDEXED TO 2023					SFR				
SHARE OF MARKET		2019	2022	2023					
SFR	£M	55.84	57.37	57.05					
All Visitor Types	£M	897.25	870.10	873.58					
Share of Total	%	6.2%	6.6%	6.5%					
Annual Change in Share	%		6.0%	-1.0%					
Change in Share from 2019	%		6.0%	4.9%					
Avg Ann. Change in Share	%		2.0%	1.2%					



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 2023 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 2023 / 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 2019 to 2023	0.2%	7.7%	4.4%	6.6%	-1.6%	-0.1%	-2.8%	-4.6%	6.3%	10.3%	1.6%	8.3%	2.1%	Annual Change	3.9%	1.4%	-0.9%	6.9%	
% Change 2022 to 2023	2.7%	-0.1%	-4.4%	0.2%	-5.5%	-9.6%	-10.1%	-7.8%	-3.6%	3.5%	-1.0%	-4.8%	-4.3%		-0.7%	-5.2%	-7.3%	-0.7%	
Average Annual Change	0.0%	1.9%	1.1%	1.7%	-0.4%	0.0%	-0.7%	-1.2%	1.6%	2.6%	0.4%	2.1%	0.5%		1.0%	0.3%	-0.2%	1.7%	
2019	£M	26.69	22.14	25.68	35.85	42.84	39.86	47.79	54.57	41.03	28.80	25.02	26.39	416.66	74.51	118.55	143.39	80.21	
2022	£M	26.04	23.88	28.04	38.13	44.58	44.06	51.65	56.45	45.22	30.69	25.68	30.03	444.45	6.7%	77.96	126.77	153.32	86.40
2023	£M	26.74	23.85	26.80	38.21	42.14	39.81	46.44	52.06	43.61	31.76	25.43	28.59	425.45	-4.3%	77.39	120.16	142.11	85.78

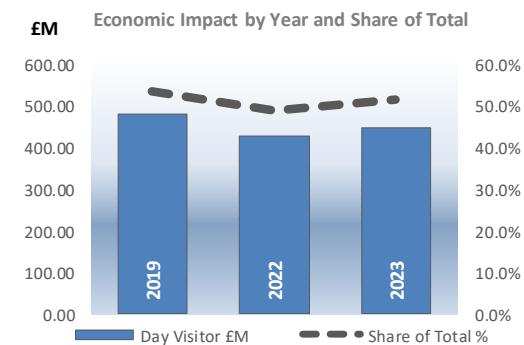
ECONOMIC IMPACT - INDEXED TO 2023				STAYING VISITOR			
SHARE OF MARKET	2019	2022	2023				
Staying Visitor	£M	416.66	444.45	425.45			
All Visitor Types	£M	897.25	870.10	873.58			
Share of Total	%	46.4%	51.1%	48.7%			
Annual Change in Share	%		10.0%	-4.7%			
Change in Share from 2019	%		10.0%	4.9%			
Avg Ann. Change in Share	%		3.3%	1.2%			



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

STEAM REPORT FOR 2019-2023 - DRAFT SHROPSHIRE COUNCIL											2019 to 2023 2023 Prices		DAY VISITOR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2019 to 2023		11.3%	8.3%	-8.1%	-7.0%	-11.1%	-4.2%	-7.0%	-15.1%	-2.7%	-5.6%	-8.7%	-7.1%	-6.8%	Annual Change	1.4%	-7.7%	-9.2%	-7.0%
% Change 2022 to 2023		7.4%	4.1%	3.6%	4.5%	6.4%	14.7%	5.5%	-4.5%	9.5%	4.6%	7.4%	8.5%	5.3%		4.5%	8.0%	2.4%	6.5%
Average Annual Change		2.8%	2.1%	-2.0%	-1.7%	-2.8%	-1.1%	-1.7%	-3.8%	-0.7%	-1.4%	-2.2%	-1.8%	-1.7%		0.4%	-1.9%	-2.3%	-1.8%
2019	£M	13.44	25.93	32.56	60.28	64.03	49.82	49.31	69.66	45.76	28.42	22.96	18.42	480.58		71.93	174.13	164.72	69.79
2022	£M	13.92	26.99	28.89	53.64	53.52	41.61	43.49	61.93	40.69	25.66	19.53	15.77	425.65	-11.4%	69.80	148.77	146.12	60.96
2023	£M	14.95	28.09	29.93	56.07	56.93	47.72	45.87	59.14	44.55	26.83	20.96	17.11	448.14	5.3%	72.97	160.71	149.55	64.90

ECONOMIC IMPACT - INDEXED TO 2023				DAY VISITOR	
SHARE OF MARKET	2019	2022	2023		
Day Visitor	£M	480.58	425.65	448.14	
All Visitor Types	£M	897.25	870.10	873.58	
Share of Total	%	53.6%	48.9%	51.3%	
Annual Change in Share	%		-8.7%	4.9%	
Change in Share from 2019	%		-8.7%	-4.2%	
Avg Ann. Change in Share	%		-2.9%	-1.1%	



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