



STEAM REPORT FOR 2014-2025 - FINAL

Final

EXMOOR NATIONAL PARK

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch

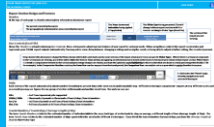
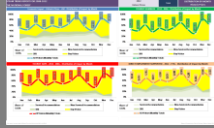
Swansea

SA9 2XH

Telephone: 0798 445 5388

Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk

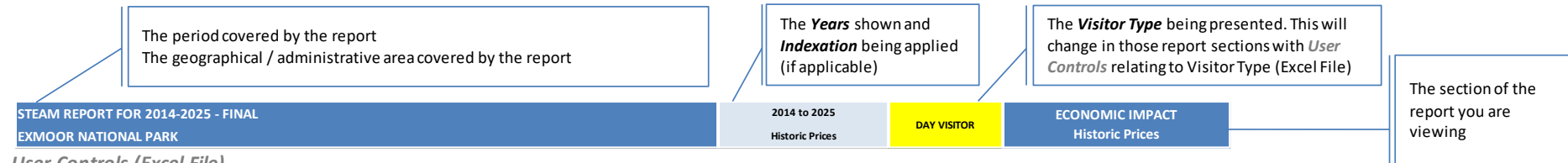
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KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE		DISTRIBUTION OF IMPACT: <i>by Visitor Type</i> 	13	DISTRIBUTION OF IMPACT: <i>by Month</i> 	14	DISTRIBUTION OF IMPACT: <i>by Sector</i> 	15
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Report Section Design and Features

Headers

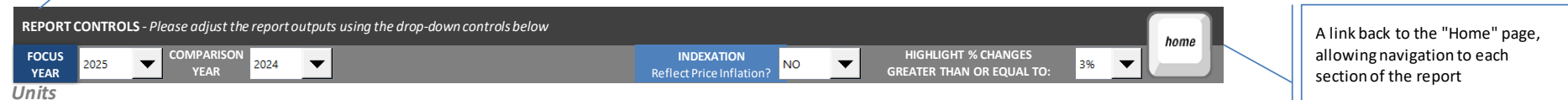
At the top of each page is a band containing key information about your report



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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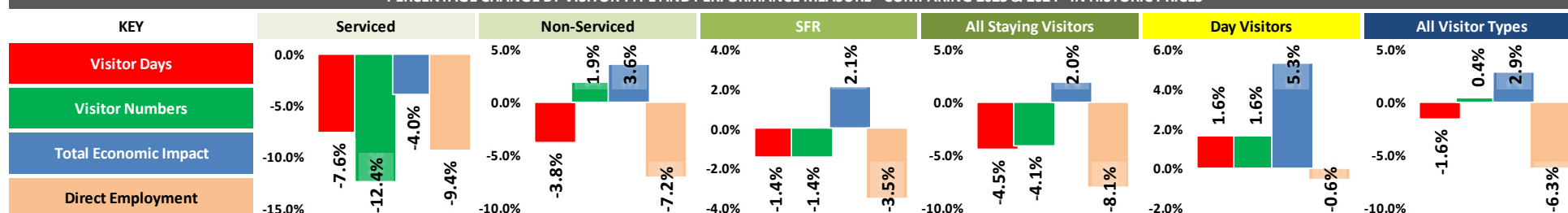
Comparing 2025 and 2024
 All £'s Historic Prices

COMPARATIVE HEADLINES

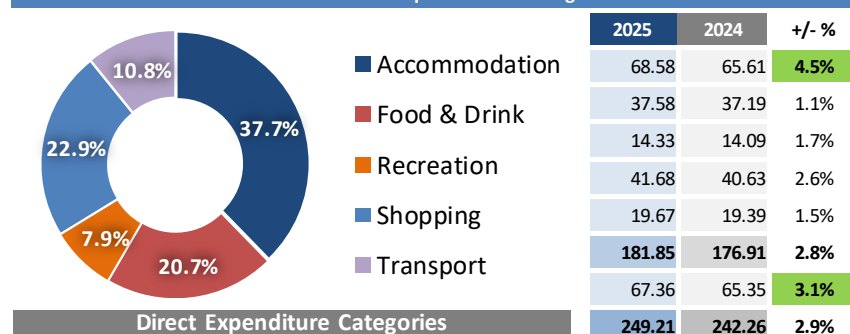
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.249	0.270	-7.6%	1.057	1.099	-3.8%	0.044	0.044	-1.4%	1.350	1.413	-4.5%	1.298	1.277	1.6%	2.647	2.690	-1.6%
Visitor Numbers	M	0.119	0.135	-12.4%	0.181	0.178	1.9%	0.018	0.019	-1.4%	0.318	0.332	-4.1%	1.298	1.277	1.6%	1.616	1.609	0.4%
Direct Expenditure	£M																181.85	176.91	2.8%
Economic Impact	£M	36.57	38.09	-4.0%	139.67	134.77	3.6%	3.104	3.039	2.1%	179.34	175.90	2.0%	69.87	66.36	5.3%	249.21	242.26	2.9%
Direct Employment	FTEs	584	644	-9.4%	689	742	-7.2%	20	21	-3.5%	1,293	1,407	-8.1%	450	452	-0.6%	1,742	1,859	-6.3%
Total Employment	FTEs															2,246	2,377	-5.5%	

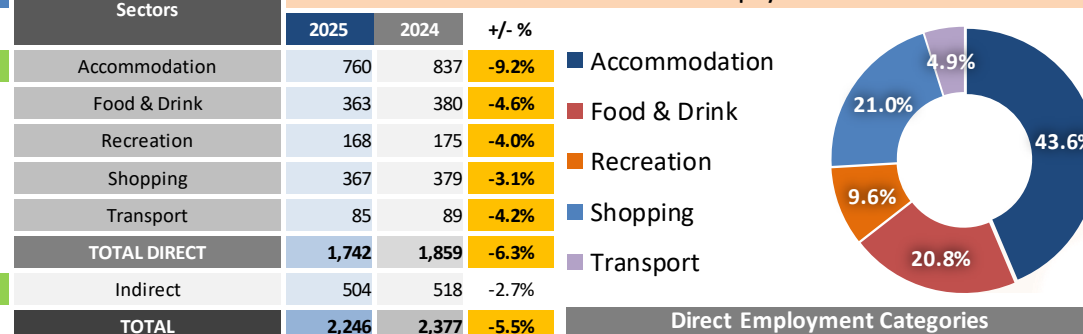
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES



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



Sectoral Distribution of Employment - FTEs

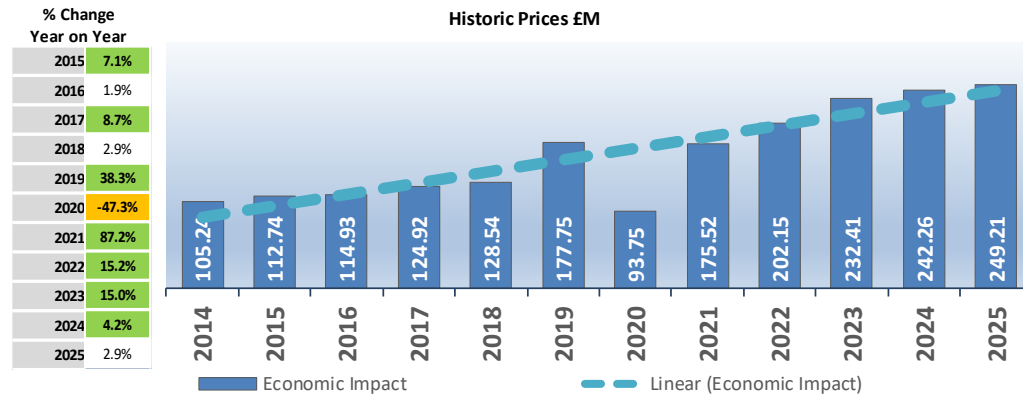


Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2025

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

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EXMOOR NATIONAL PARK

Economic Impact - Historic Prices - Total

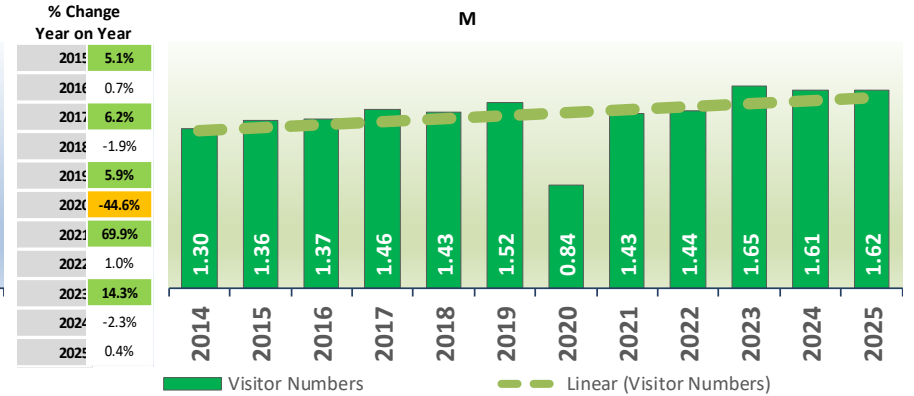


2014 to 2025
Historic Prices

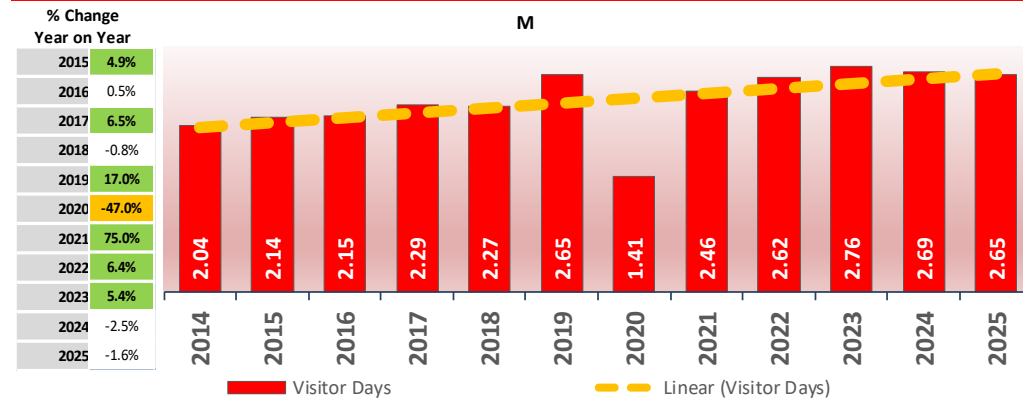
TOTAL

KEY MEASURES
Historic Prices

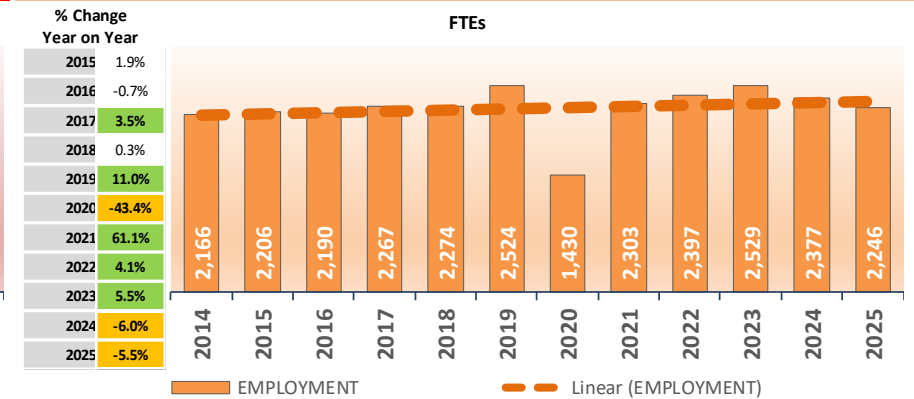
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



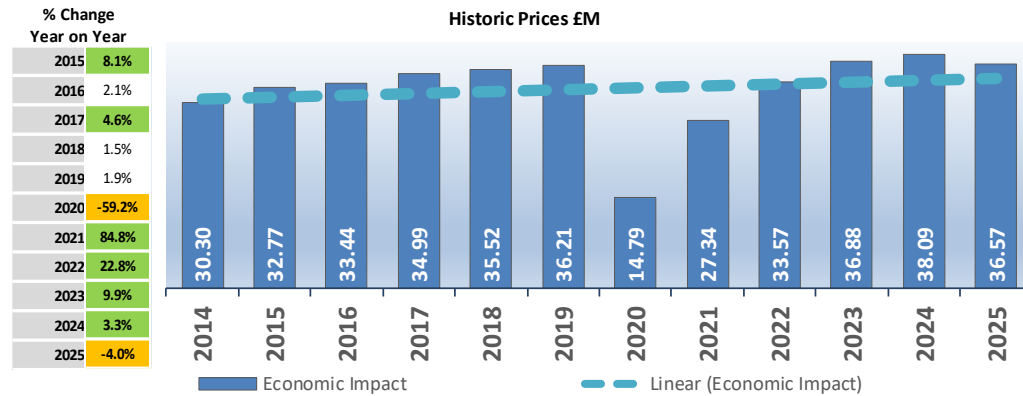
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.1%	9.2%	18.7%	22.2%	68.9%	-10.9%	66.8%	92.1%	120.8%	130.2%	136.8%
Visitor Numbers		5.1%	5.8%	12.4%	10.3%	16.8%	-35.3%	9.9%	11.0%	26.9%	23.9%	24.5%
Visitor Days		4.9%	5.4%	12.3%	11.4%	30.3%	-30.9%	20.9%	28.6%	35.6%	32.2%	30.0%
Total Employment		1.9%	1.1%	4.7%	5.0%	16.5%	-34.0%	6.3%	10.7%	16.7%	9.7%	3.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL

EXMOOR NATIONAL PARK

Economic Impact - Historic Prices - Serviced Accommodation

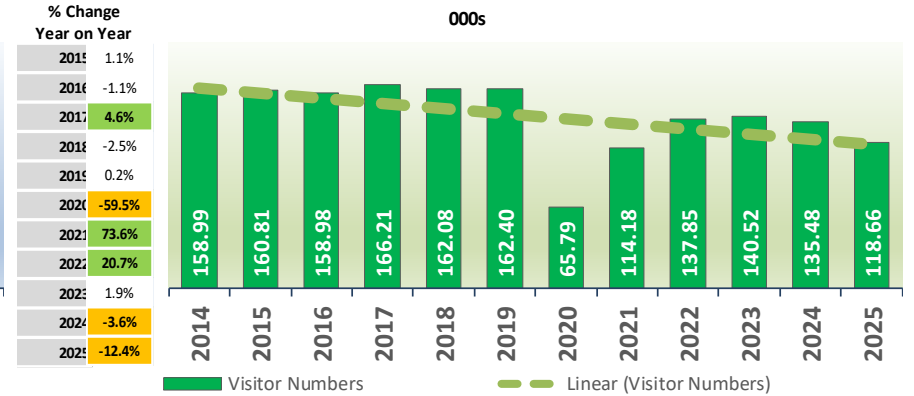


2014 to 2025
Historic Prices

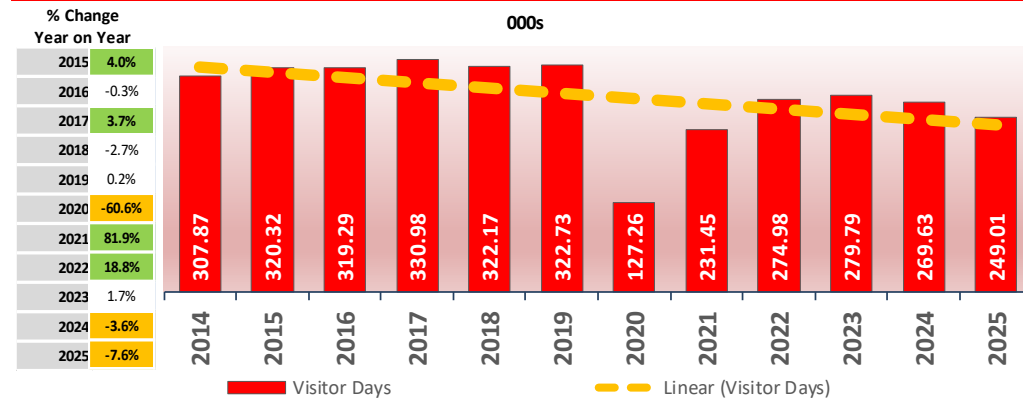
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

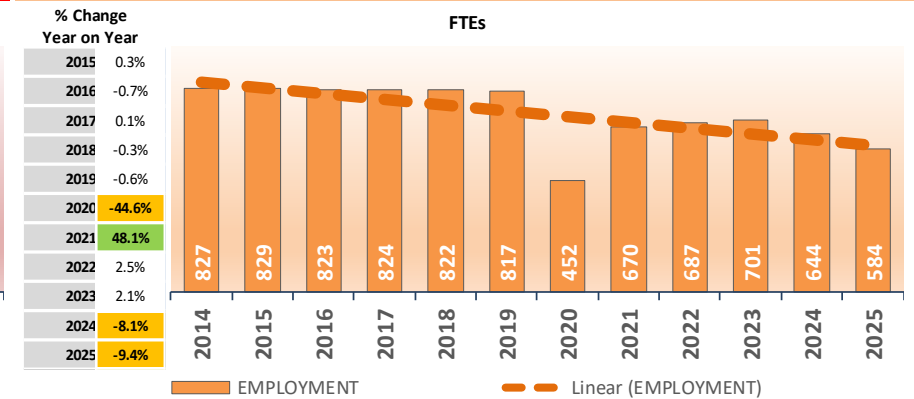
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



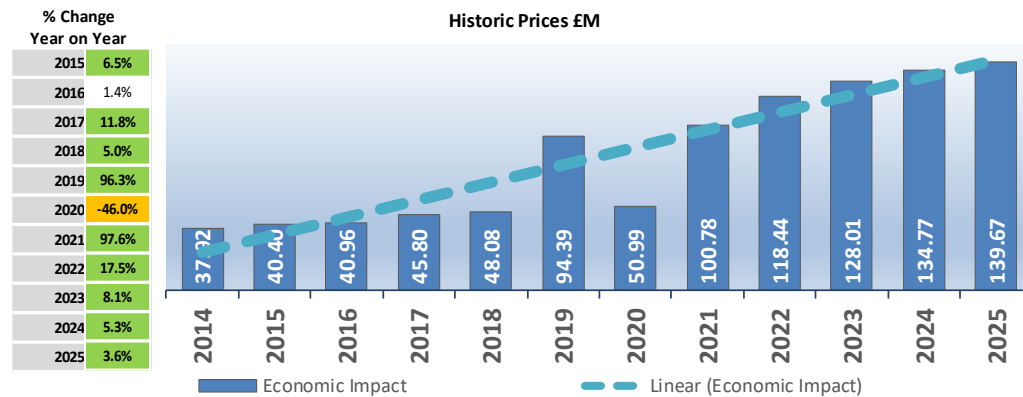
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		8.1%	10.4%	15.5%	17.2%	19.5%	-51.2%	-9.8%	10.8%	21.7%	25.7%	20.7%
Visitor Numbers		1.1%	0.0%	4.5%	1.9%	2.1%	-58.6%	-28.2%	-13.3%	-11.6%	-14.8%	-25.4%
Visitor Days		4.0%	3.7%	7.5%	4.6%	4.8%	-58.7%	-24.8%	-10.7%	-9.1%	-12.4%	-19.1%
Direct Employment		0.3%	-0.5%	-0.3%	-0.6%	-1.2%	-45.3%	-19.0%	-17.0%	-15.2%	-22.1%	-29.4%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Non-Serviced Accommodation

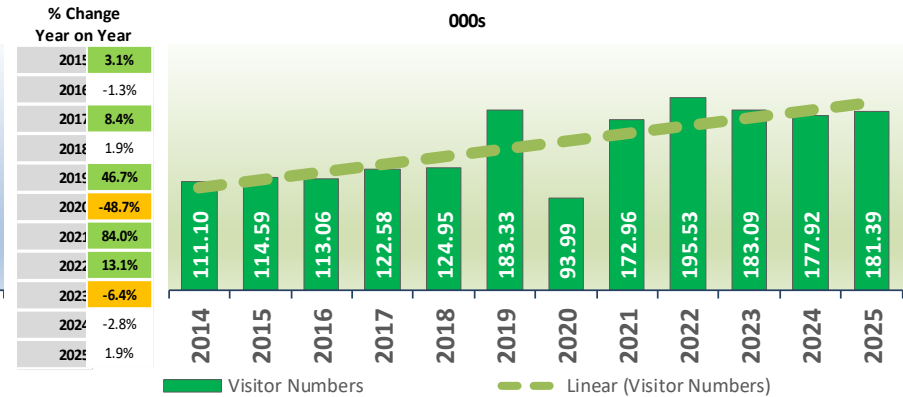


2014 to 2025
Historic Prices

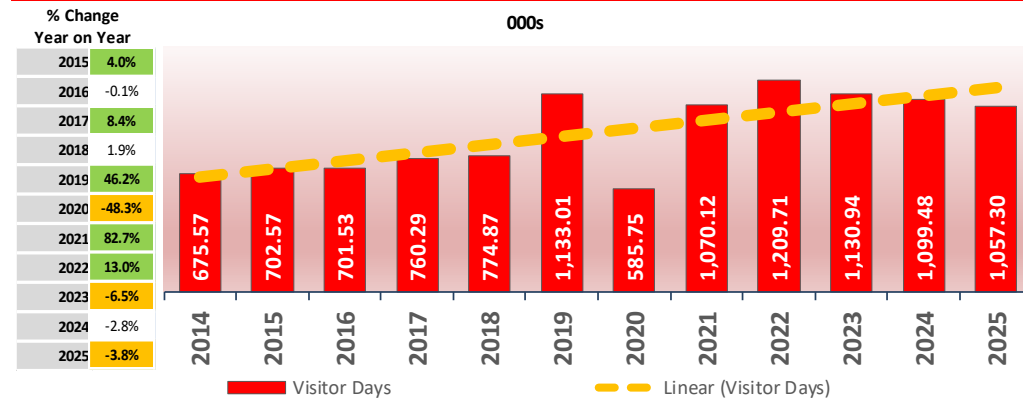
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

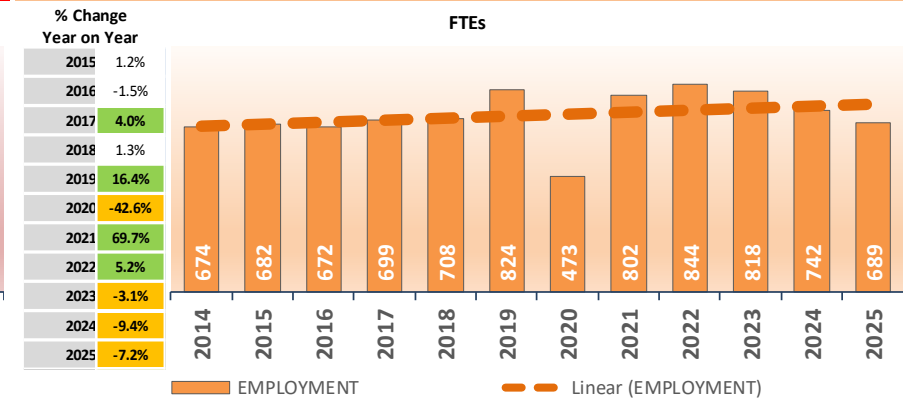
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



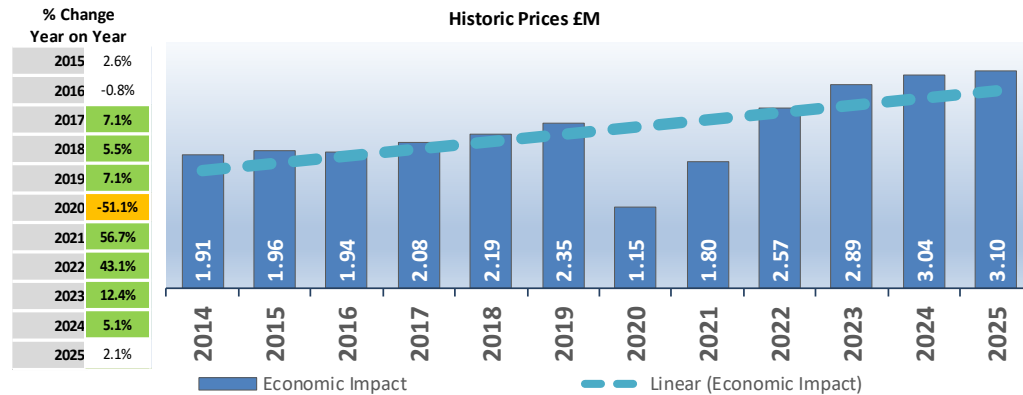
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.5%	8.0%	20.8%	26.8%	148.9%	34.5%	165.8%	212.3%	237.6%	255.4%	268.3%
Visitor Numbers		3.1%	1.8%	10.3%	12.5%	65.0%	-15.4%	55.7%	76.0%	64.8%	60.1%	63.3%
Visitor Days		4.0%	3.8%	12.5%	14.7%	67.7%	-13.3%	58.4%	79.1%	67.4%	62.7%	56.5%
Direct Employment		1.2%	-0.3%	3.7%	5.0%	22.2%	-29.9%	19.0%	25.2%	21.4%	10.0%	2.1%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR

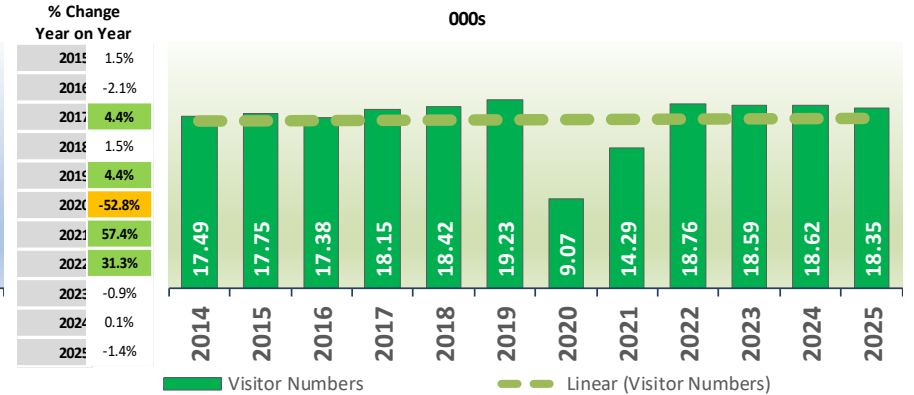


2014 to 2025
Historic Prices

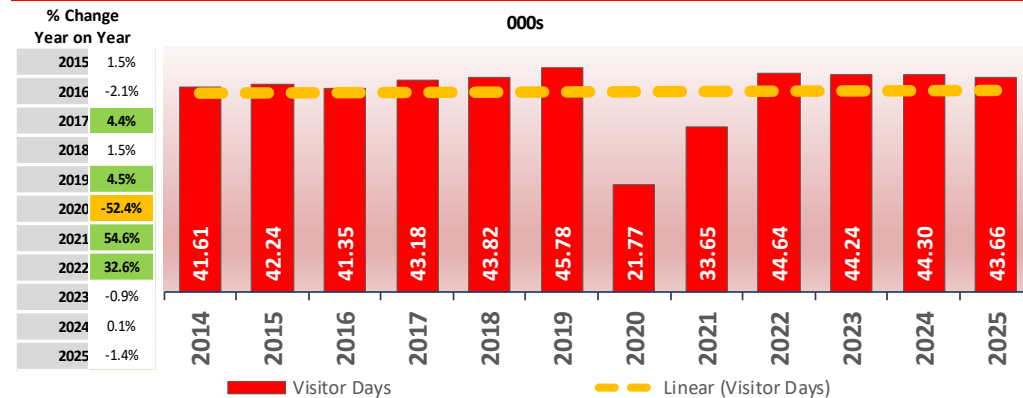
SFR

KEY MEASURES
Historic Prices

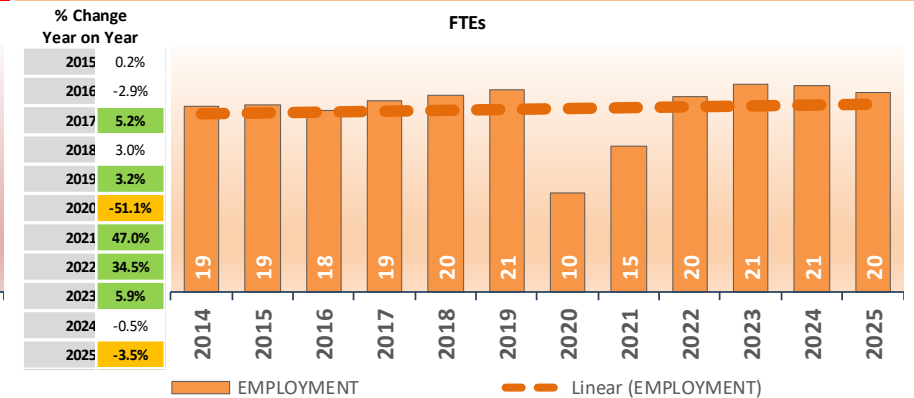
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



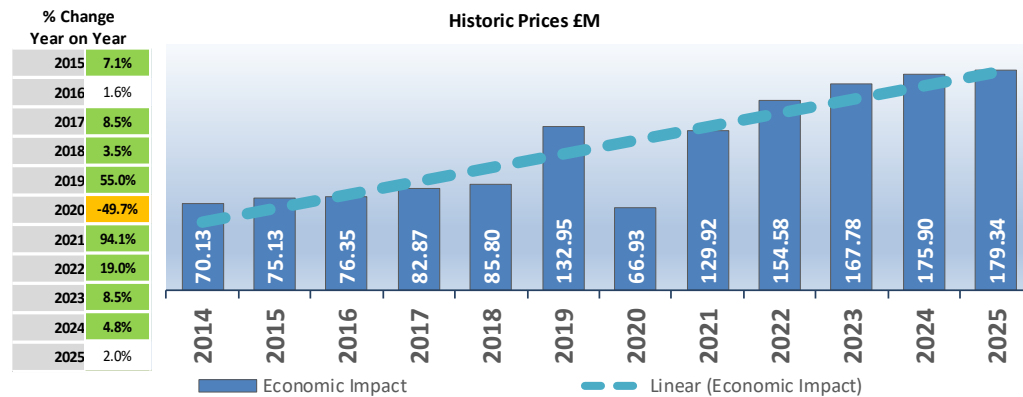
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.6%	1.8%	9.1%	15.1%	23.2%	-39.8%	-5.7%	34.9%	51.7%	59.3%	62.7%
Visitor Numbers		1.5%	-0.6%	3.8%	5.4%	10.0%	-48.1%	-18.3%	7.3%	6.3%	6.5%	4.9%
Visitor Days		1.5%	-0.6%	3.8%	5.3%	10.0%	-47.7%	-19.1%	7.3%	6.3%	6.5%	4.9%
Direct Employment		0.2%	-2.6%	2.4%	5.4%	8.8%	-46.8%	-21.8%	5.1%	11.4%	10.9%	6.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL

EXMOOR NATIONAL PARK

Economic Impact - Historic Prices - Staying Visitor

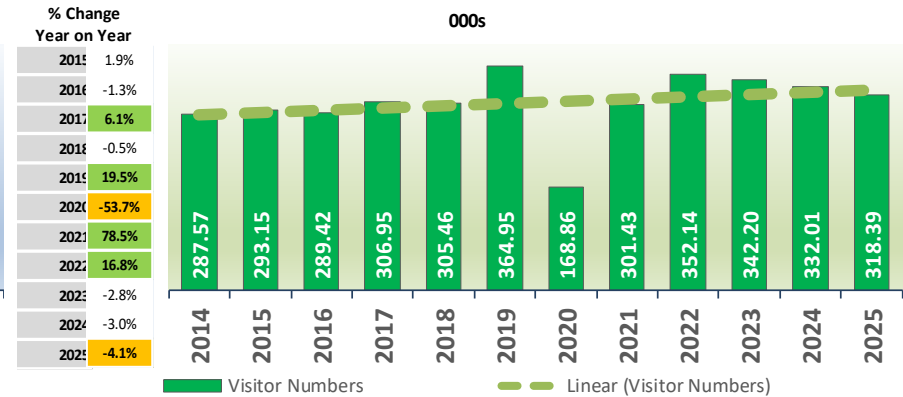


2014 to 2025
Historic Prices

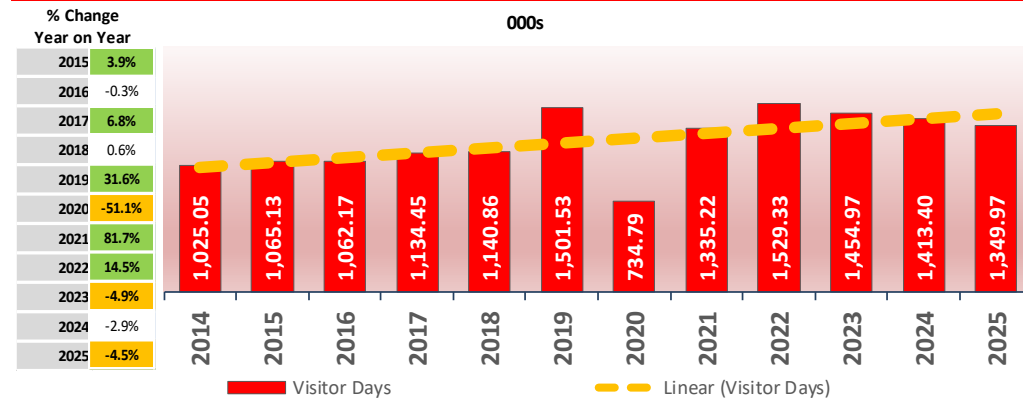
STAYING VISITOR

KEY MEASURES
Historic Prices

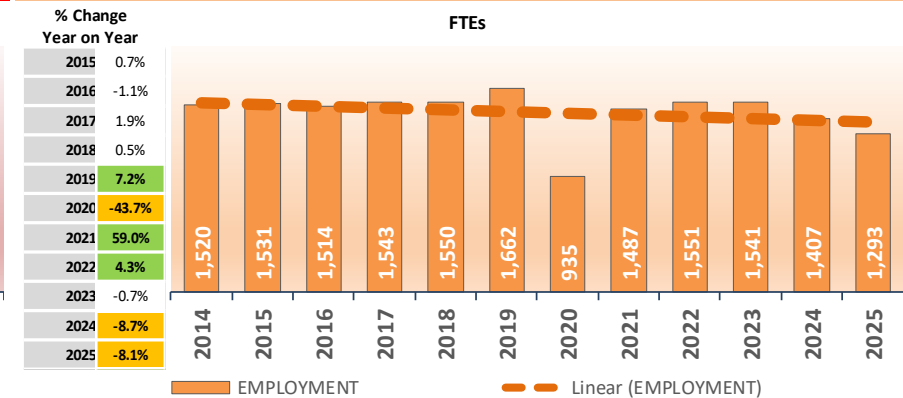
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

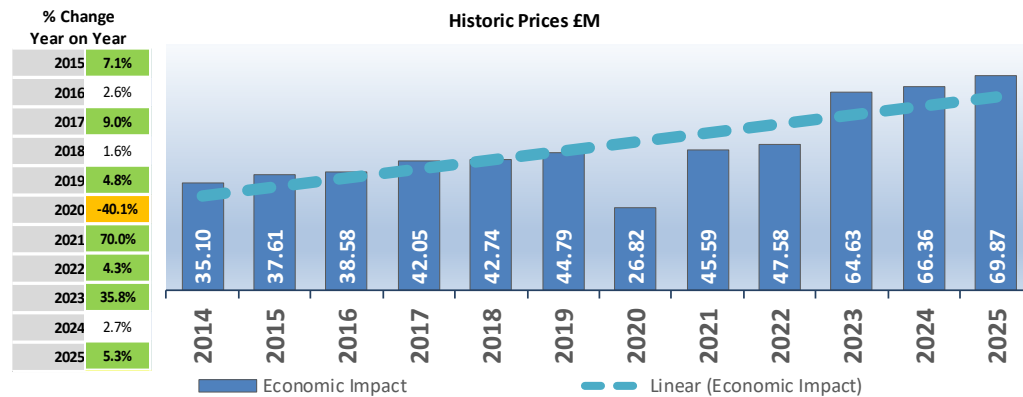


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.1%	8.9%	18.2%	22.3%	89.6%	-4.6%	85.2%	120.4%	139.2%	150.8%	155.7%
Visitor Numbers		1.9%	0.6%	6.7%	6.2%	26.9%	-41.3%	4.8%	22.5%	19.0%	15.5%	10.7%
Visitor Days		3.9%	3.6%	10.7%	11.3%	46.5%	-28.3%	30.3%	49.2%	41.9%	37.9%	31.7%
Direct Employment		0.7%	-0.4%	1.5%	2.0%	9.3%	-38.5%	-2.2%	2.0%	1.4%	-7.4%	-15.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
EXMOOR NATIONAL PARK

Economic Impact - Historic Prices - Day Visitor



2014 to 2025

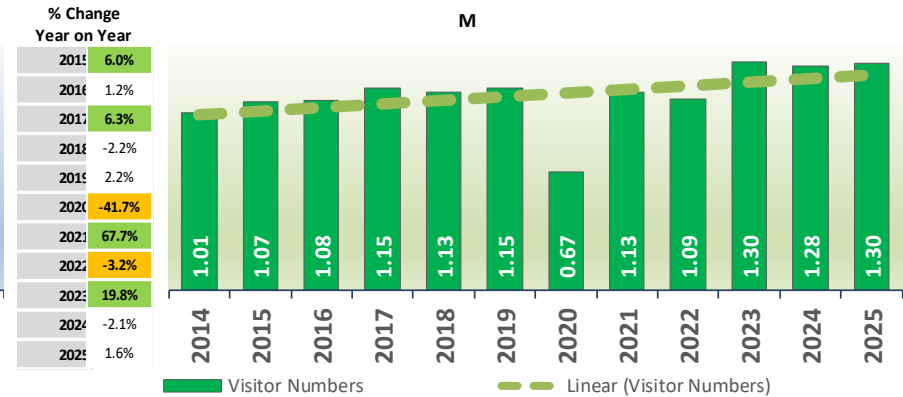
Historic Prices

DAY VISITOR

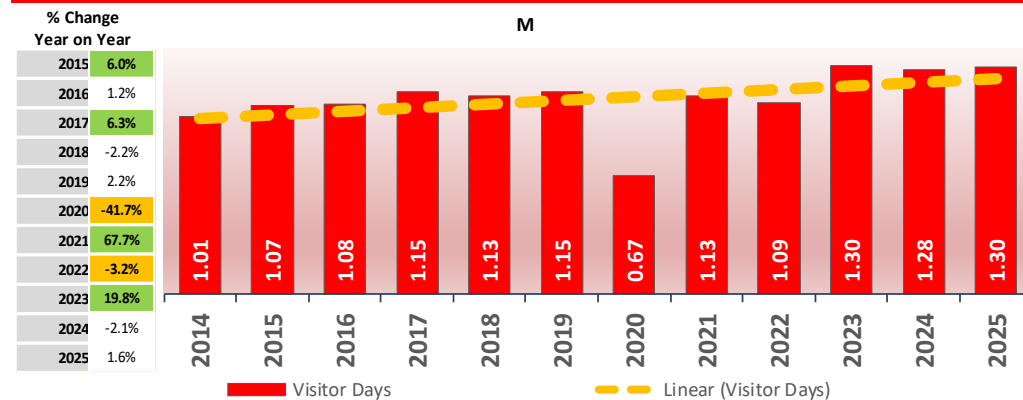
KEY MEASURES

Historic Prices

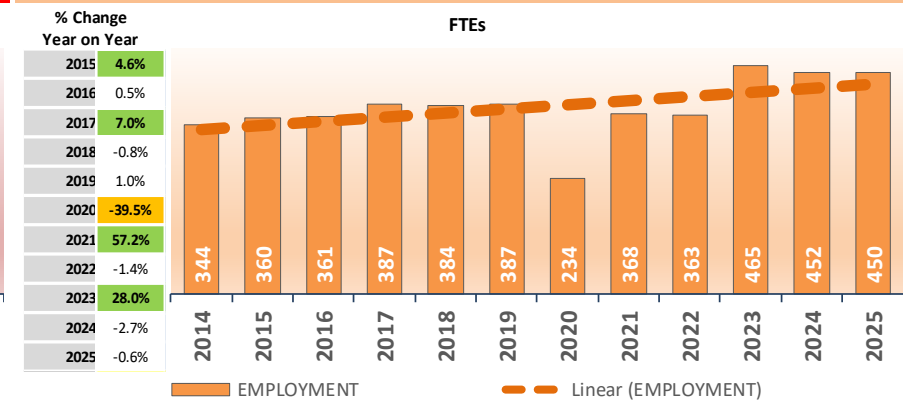
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

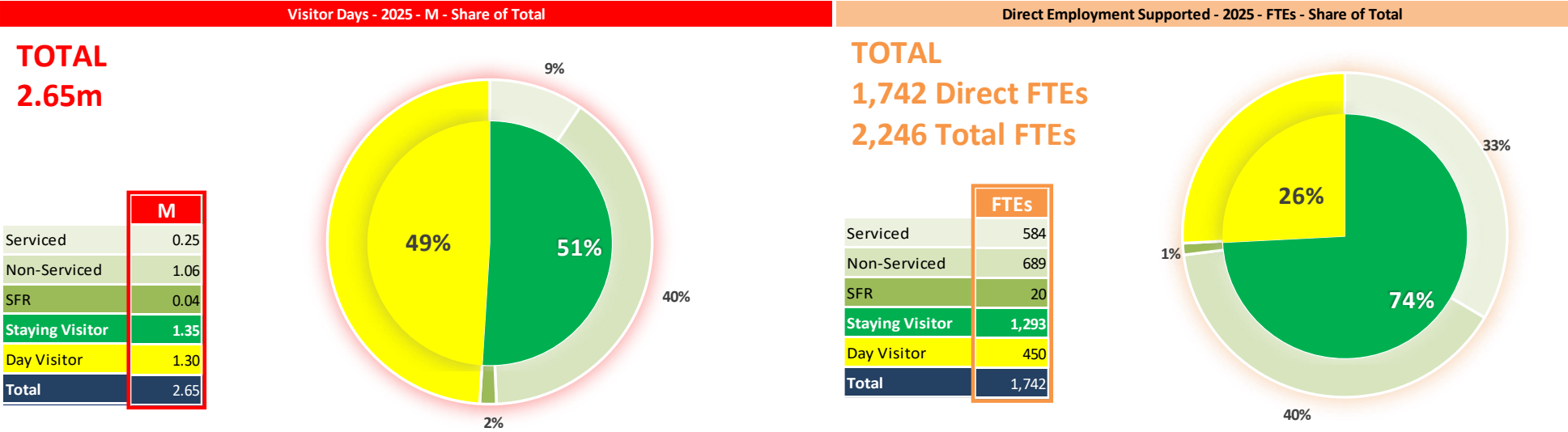
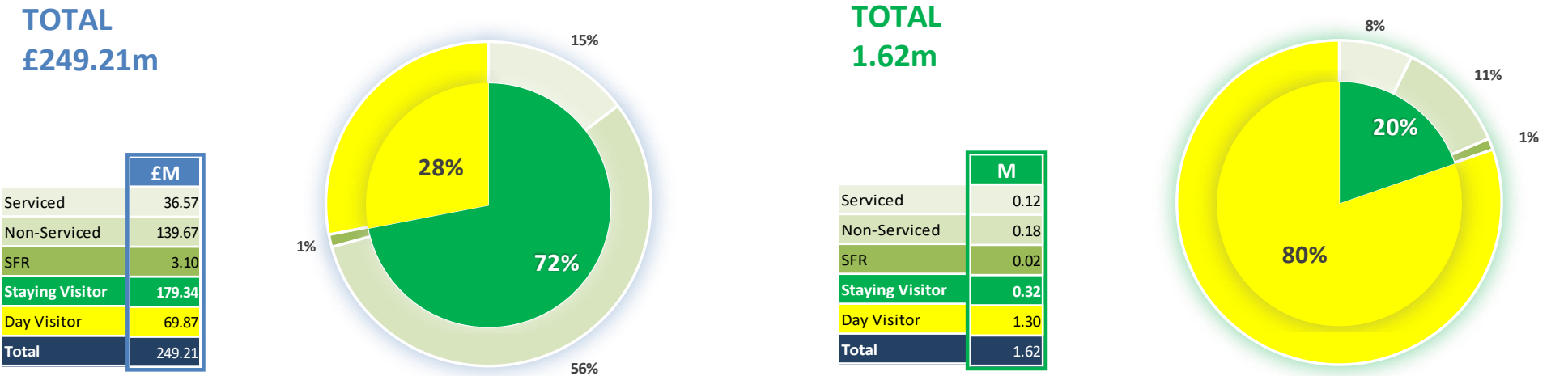


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.1%	9.9%	19.8%	21.8%	27.6%	-23.6%	29.9%	35.5%	84.1%	89.0%	99.1%
Visitor Numbers		6.0%	7.3%	14.0%	11.5%	13.9%	-33.6%	11.4%	7.8%	29.1%	26.3%	28.4%
Visitor Days		6.0%	7.3%	14.0%	11.5%	13.9%	-33.6%	11.4%	7.8%	29.1%	26.3%	28.4%
Direct Employment		4.6%	5.1%	12.5%	11.6%	12.7%	-31.9%	7.1%	5.6%	35.2%	31.5%	30.8%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2025

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



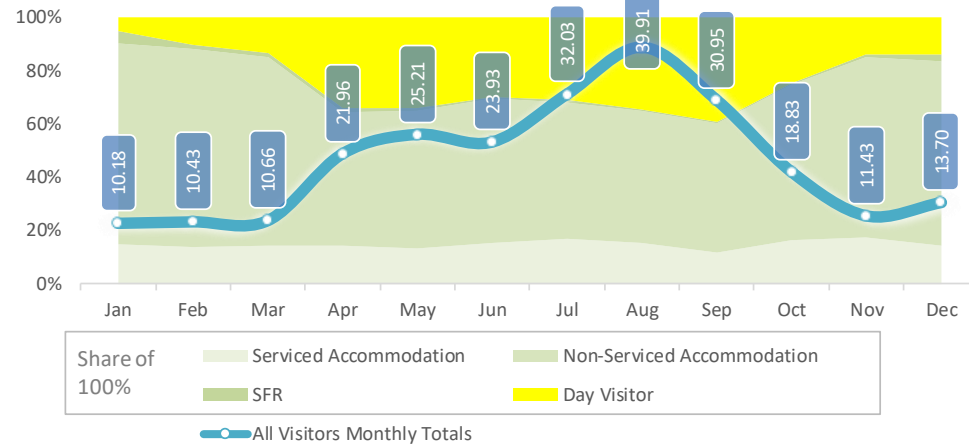
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2025
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

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



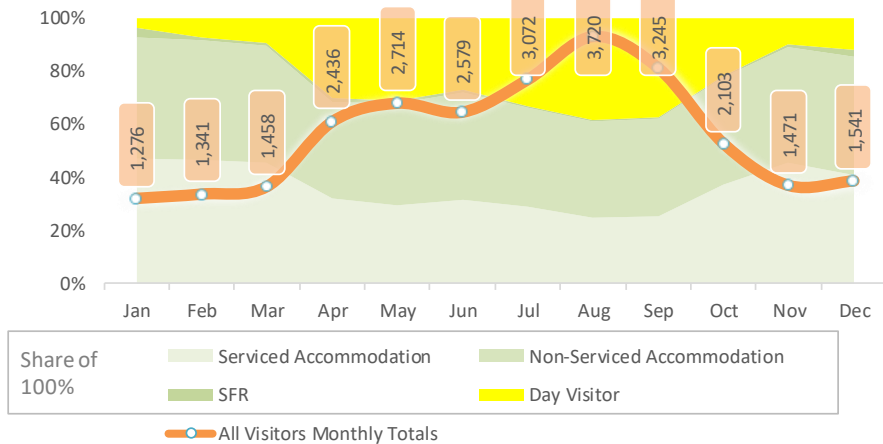
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



Visitor Days - 2025 - 000s - Distribution of Impact by Month

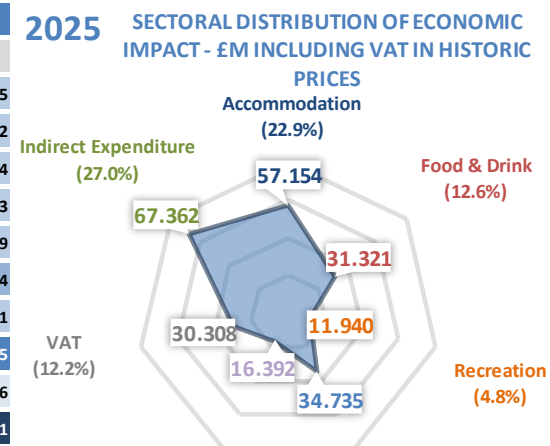


Direct Employment Supported - 2025 - FTEs - Distribution of Impact by Month



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

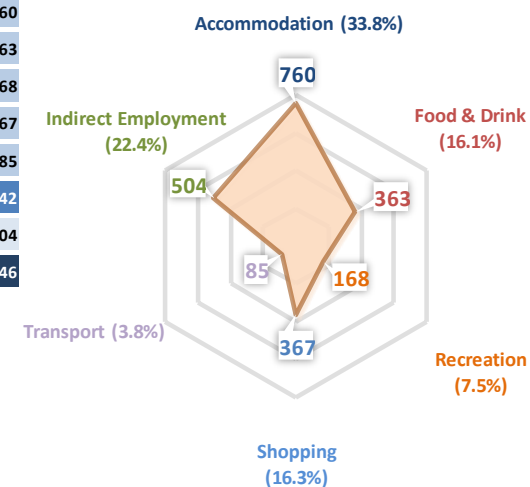
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	17.25	19.04	19.50	20.97	21.46	39.44	21.95	41.25	46.61	50.79	54.67	57.15
Food & Drink	£M	16.08	17.02	17.30	18.82	19.43	23.45	13.35	22.26	25.87	30.34	30.99	31.32
Recreation	£M	6.119	6.481	6.601	7.178	7.408	8.832	5.093	8.488	9.784	11.50	11.74	11.94
Shopping	£M	17.56	18.66	19.02	20.78	21.36	24.82	13.58	24.01	27.29	33.08	33.86	34.73
Transport	£M	8.557	9.059	9.222	10.00	10.32	12.22	6.481	11.61	13.49	15.82	16.15	16.39
Direct Revenue	£M	65.57	70.26	71.64	77.75	79.97	108.77	60.46	107.62	123.04	141.53	147.42	151.54
VAT	£M	13.11	14.05	14.33	15.55	15.99	21.75	8.106	20.55	24.61	28.31	29.48	30.31
Direct Expenditure	£M	78.68	84.32	85.97	93.30	95.96	130.52	68.57	128.16	147.65	169.84	176.91	181.85
Indirect Expenditure	£M	26.55	28.42	28.96	31.62	32.58	47.23	25.18	47.35	54.50	62.57	65.35	67.36
TOTAL	£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

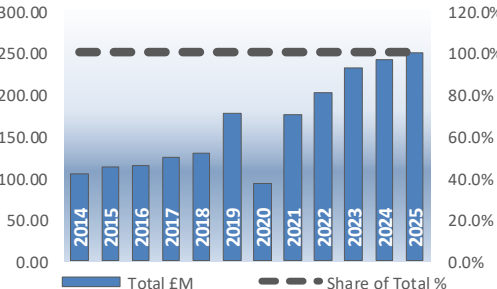
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,100	1,100	1,087	1,086	1,086	1,081	643	990	971	950	837	760
Food & Drink	FTEs	283	293	291	311	314	365	202	323	355	393	380	363
Recreation	FTEs	131	135	135	144	145	167	93	149	163	181	175	168
Shopping	FTEs	282	293	292	313	314	352	187	318	342	390	379	367
Transport	FTEs	67	70	69	74	74	85	44	75	83	91	89	85
Direct Employment	FTEs	1,864	1,890	1,875	1,929	1,934	2,049	1,169	1,855	1,914	2,005	1,859	1,742
Indirect Employment	FTEs	302	316	315	338	340	475	260	448	484	523	518	504
TOTAL	FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2025

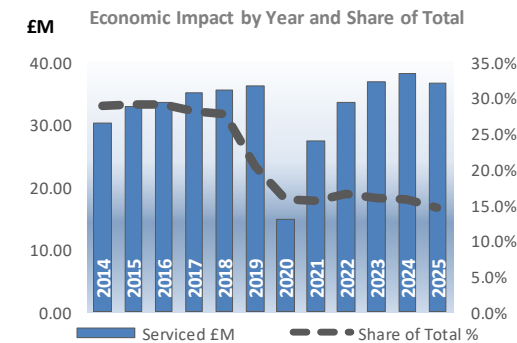
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

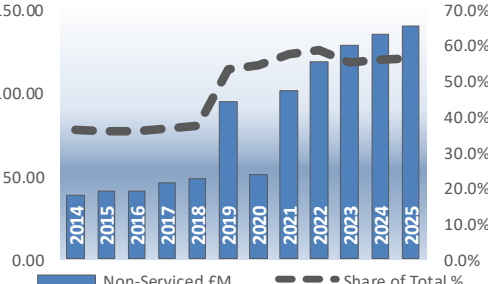
STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK										2014 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		282.5%	258.6%	192.2%	133.4%	123.8%	115.4%	104.1%	108.6%	107.5%	179.9%	194.1%	253.0%	136.8%	Annual Change	239.2%	123.7%	106.8%	203.3%
% Change 2024 to 2025		16.0%	10.9%	-3.0%	8.7%	2.6%	-1.2%	1.4%	0.2%	0.6%	5.7%	3.1%	5.2%	2.9%		7.2%	3.1%	0.7%	4.9%
Average Annual Change		25.7%	23.5%	17.5%	12.1%	11.3%	10.5%	9.5%	9.9%	9.8%	16.4%	17.6%	23.0%	12.4%		21.7%	11.2%	9.7%	18.5%
2014	£M	2.662	2.908	3.647	9.408	11.26	11.11	15.69	19.14	14.92	6.728	3.888	3.879	105.24		9.217	31.78	49.75	14.49
2015	£M	2.943	3.293	4.108	9.524	11.93	12.03	17.39	19.98	16.00	7.403	3.972	4.167	112.74		7.1%	10.34	33.48	53.37
2016	£M	2.916	3.420	4.259	9.323	11.98	12.96	17.51	20.60	16.06	7.633	4.052	4.216	114.93	1.9%	10.59	34.26	54.17	
2017	£M	3.015	3.908	4.087	11.13	13.08	13.49	17.66	21.92	17.78	8.637	4.995	5.215	124.92	8.7%	11.01	37.70	57.36	
2018	£M	3.113	4.011	4.164	11.05	13.59	13.84	18.22	22.94	18.04	8.901	5.208	5.462	128.54	2.9%	11.29	38.48	59.21	
2019	£M	6.369	6.835	7.459	15.54	18.10	18.27	23.76	28.66	22.15	12.67	8.539	9.405	177.75	38.3%	20.66	51.91	74.57	
2020	£M	5.617	4.800	2.707	0.615	0.754	2.062	14.42	23.23	22.80	10.96	0.951	4.832	93.75	-47.3%	13.12	3.431	60.46	
2021	£M	4.131	3.877	5.043	10.42	15.00	21.74	25.06	30.63	25.96	14.51	9.895	9.233	175.52	87.2%	13.05	47.17	81.65	
2022	£M	7.343	7.638	9.323	16.99	18.45	21.54	25.48	32.36	27.19	14.03	10.26	11.56	202.15	15.2%	24.30	56.97	85.02	
2023	£M	8.356	9.159	10.04	19.71	22.02	25.55	27.62	38.45	30.59	16.35	11.45	13.12	232.41	15.0%	27.56	67.28	96.66	
2024	£M	8.778	9.399	10.98	20.20	24.57	24.21	31.60	39.85	30.75	17.82	11.09	13.01	242.26	4.2%	29.16	68.97	102.20	
2025	£M	10.18	10.43	10.66	21.96	25.21	23.93	32.03	39.91	30.95	18.83	11.43	13.70	249.21	2.9%	31.26	71.10	102.89	
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
Total	£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21						
All Visitor Types	£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21						
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 2014	%																		
Avg Ann. Change in Share	%																		

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Report Prepared by: Cathy James, Date of Issue: 02/07/26

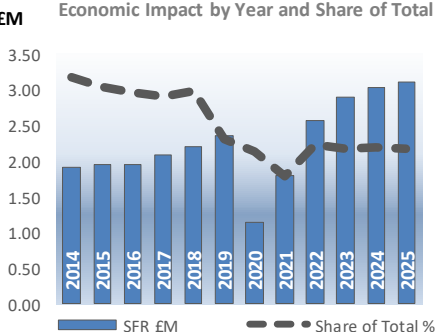
STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			SERVICED ACCOMMODATION		ECONOMIC IMPACT			
EXMOOR NATIONAL PARK											Historic Prices					Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		22.8%	57.9%	22.9%	20.5%	5.3%	22.9%	5.6%	0.4%	16.7%	50.0%	98.8%	100.0%	20.7%	Annual Change	32.2%	15.8%	5.8%	74.2%
% Change 2024 to 2025		-0.4%	-2.0%	-3.0%	-5.8%	-4.3%	-5.3%	-5.4%	-6.3%	-4.5%	0.9%	-0.3%	-1.0%	-4.0%		-1.8%	-5.1%	-5.6%	0.0%
Average Annual Change		2.1%	5.3%	2.1%	1.9%	0.5%	2.1%	0.5%	0.0%	1.5%	4.5%	9.0%	9.1%	1.9%		2.9%	1.4%	0.5%	6.7%
2014	£M	1.211	0.906	1.260	2.565	3.168	2.933	5.127	6.007	3.103	2.057	0.992	0.975	30.30		3.376	8.667	14.24	4.024
2015	£M	1.394	1.121	1.537	2.703	3.322	3.194	5.716	6.204	3.309	2.179	1.057	1.033	32.77	8.1%	4.051	9.219	15.23	4.269
2016	£M	1.344	1.178	1.487	2.719	3.267	3.212	5.961	6.506	3.428	2.212	1.064	1.066	33.44	2.1%	4.008	9.198	15.89	4.342
2017	£M	1.284	1.376	1.510	3.140	3.148	3.544	5.197	5.795	3.669	2.749	1.804	1.774	34.99	4.6%	4.170	9.832	14.66	6.327
2018	£M	1.295	1.378	1.484	3.092	3.236	3.592	5.330	6.111	3.594	2.809	1.826	1.778	35.52	1.5%	4.156	9.920	15.04	6.412
2019	£M	1.358	1.399	1.518	3.154	3.326	3.686	5.353	6.154	3.670	2.960	1.879	1.754	36.21	1.9%	4.276	10.17	15.18	6.594
2020	£M	1.166	1.174	0.505	0.143	0.153	0.232	2.030	4.387	2.517	1.776	0.175	0.536	14.79	-59.2%	2.844	0.528	8.934	2.487
2021	£M	0.600	0.637	0.807	1.611	1.822	2.858	4.509	5.537	3.215	2.664	1.638	1.446	27.34	84.8%	2.044	6.291	13.26	5.748
2022	£M	1.132	1.277	1.423	2.998	3.011	3.411	5.118	5.571	3.361	2.729	1.805	1.731	33.57	22.8%	3.831	9.421	14.05	6.264
2023	£M	1.345	1.458	1.553	3.355	3.332	3.781	5.423	6.077	3.767	2.945	1.919	1.920	36.88	9.9%	4.356	10.47	15.27	6.783
2024	£M	1.493	1.459	1.595	3.280	3.487	3.809	5.722	6.443	3.792	3.058	1.979	1.971	38.09	3.3%	4.547	10.58	15.96	7.008
2025	£M	1.487	1.430	1.548	3.089	3.336	3.606	5.414	6.034	3.620	3.086	1.972	1.951	36.57	-4.0%	4.464	10.03	15.07	7.009
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
Serviced	£M	30.30	32.77	33.44	34.99	35.52	36.21	14.79	27.34	33.57	36.88	38.09	36.57						
All Visitor Types	£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21						
Share of Total	%	28.8%	29.1%	29.1%	28.0%	27.6%	20.4%	15.8%	15.6%	16.6%	15.9%	15.7%	14.7%						
Annual Change in Share	%		0.9%	0.1%	-3.7%	-1.3%	-26.3%	-22.6%	-1.3%	6.6%	-4.4%	-0.9%	-6.7%						
Change in Share from 2014	%		0.9%	1.0%	-2.7%	-4.0%	-29.3%	-45.2%	-45.9%	-42.3%	-44.9%	-45.4%	-49.0%						
Avg Ann. Change in Share	%		0.9%	0.5%	-0.9%	-1.0%	-5.9%	-7.5%	-6.6%	-5.3%	-5.0%	-4.5%	-4.5%						
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK										2014 to 2025 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		758.3%	489.5%	359.1%	302.9%	208.8%	196.8%	188.7%	179.2%	225.4%	337.6%	415.0%	642.3%		268.3%	497.0%	226.8%	194.6%	433.3%
% Change 2024 to 2025		20.3%	17.9%	-7.1%	11.5%	-0.5%	-1.7%	2.1%	1.1%	1.2%	7.7%	4.2%	3.3%		3.6%	9.1%	2.3%	1.5%	5.2%
Average Annual Change		68.9%	44.5%	32.6%	27.5%	19.0%	17.9%	17.2%	16.3%	20.5%	30.7%	37.7%	58.4%		24.4%	45.2%	20.6%	17.7%	39.4%
2014	£M	0.901	1.322	1.634	2.742	4.222	4.399	5.691	7.107	4.617	2.504	1.506	1.277		37.92	3.857	11.36	17.42	5.287
2015	£M	0.968	1.415	1.753	2.935	4.524	4.687	5.963	7.482	4.965	2.701	1.630	1.382	40.40	6.5%	4.136	12.15	18.41	5.713
2016	£M	0.990	1.434	1.750	2.948	4.579	4.748	6.034	7.624	5.076	2.730	1.648	1.401	40.96	1.4%	4.174	12.28	18.73	5.779
2017	£M	1.112	1.735	1.807	3.468	4.868	5.107	6.819	8.198	6.046	3.154	1.816	1.669	45.80	11.8%	4.654	13.44	21.06	6.638
2018	£M	1.170	1.830	1.905	3.388	5.218	5.335	7.158	8.714	6.209	3.315	1.987	1.851	48.08	5.0%	4.904	13.94	22.08	7.153
2019	£M	4.277	4.588	5.100	7.507	9.410	9.482	12.28	14.13	9.884	6.842	5.159	5.725	94.39	96.3%	13.96	26.40	36.30	17.73
2020	£M	3.798	3.039	1.767	0.456	0.520	0.471	8.210	11.91	10.49	6.363	0.715	3.245	50.99	-46.0%	8.604	1.448	30.61	10.32
2021	£M	3.254	2.942	3.887	6.136	9.245	11.15	13.66	15.79	13.59	9.011	5.923	6.198	100.78	97.6%	10.08	26.53	43.04	21.13
2022	£M	5.479	5.548	6.799	8.872	11.00	11.99	15.10	17.12	13.27	8.733	6.437	8.084	118.44	17.5%	17.83	31.86	45.49	23.25
2023	£M	6.293	6.551	7.339	10.31	12.42	12.16	14.34	17.36	14.44	10.29	7.772	8.739	128.01	8.1%	20.18	34.89	46.14	26.80
2024	£M	6.428	6.611	8.077	9.910	13.10	13.28	16.09	19.63	14.85	10.17	7.444	9.179	134.77	5.3%	21.12	36.29	50.57	26.79
2025	£M	7.730	7.795	7.504	11.05	13.04	13.06	16.43	19.84	15.03	10.96	7.759	9.479	139.67	3.6%	23.03	37.14	51.30	28.19
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
Non-Serviced	£M	37.92	40.40	40.96	45.80	48.08	94.39	50.99	100.78	118.44	128.01	134.77	139.67						
All Visitor Types	£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21						
Share of Total	%	36.0%	35.8%	35.6%	36.7%	37.4%	53.1%	54.4%	57.4%	58.6%	55.1%	55.6%	56.0%						
Annual Change in Share	%		-0.5%	-0.6%	2.9%	2.0%	42.0%	2.4%	5.6%	2.0%	-6.0%	1.0%	0.7%						
Change in Share from 2014	%		-0.5%	-1.1%	1.7%	3.8%	47.4%	50.9%	59.3%	62.6%	52.8%	54.4%	55.5%						
Avg Ann. Change in Share	%		-0.5%	-0.5%	0.6%	0.9%	9.5%	8.5%	8.5%	7.8%	5.9%	5.4%	5.0%						

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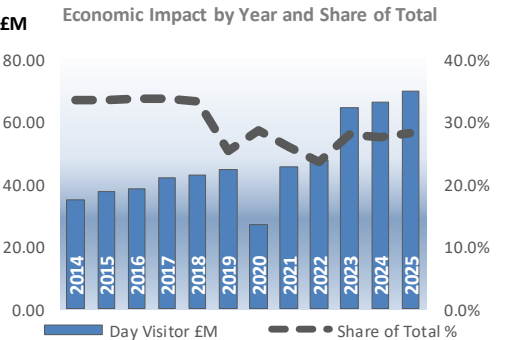
Report Prepared by: Cathy James. Date of Issue: 02/07/26

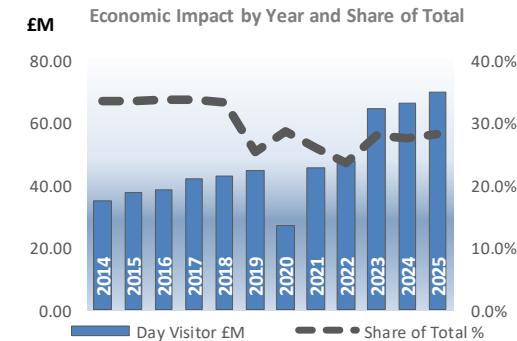
STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025		64.5%	69.1%	57.1%	61.9%	58.1%	57.9%	57.1%	54.7%	61.2%	63.7%	73.0%	75.3%	62.7%	Annual Change	63.8%	59.8%	57.0%	71.9%	
% Change 2024 to 2025		2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%		2.1%	2.1%	2.1%	2.1%	
Average Annual Change		5.9%	6.3%	5.2%	5.6%	5.3%	5.3%	5.2%	5.0%	5.6%	5.8%	6.6%	6.8%	5.7%		5.8%	5.4%	5.2%	6.5%	
2014	£M	0.280	0.090	0.104	0.234	0.158	0.117	0.191	0.205	0.107	0.104	0.082	0.233	1.907		2.6%	0.475	0.510	0.504	0.419
2015	£M	0.291	0.094	0.109	0.239	0.162	0.120	0.196	0.208	0.110	0.107	0.084	0.239	1.958		-0.8%	0.494	0.521	0.514	0.429
2016	£M	0.287	0.094	0.107	0.237	0.160	0.119	0.195	0.208	0.110	0.106	0.083	0.237	1.942	7.1%	0.488	0.516	0.512	0.426	
2017	£M	0.302	0.104	0.111	0.256	0.167	0.125	0.202	0.214	0.119	0.115	0.094	0.272	2.081	5.5%	0.518	0.548	0.535	0.480	
2018	£M	0.321	0.109	0.117	0.265	0.177	0.132	0.213	0.227	0.125	0.122	0.099	0.288	2.195	7.1%	0.546	0.575	0.564	0.509	
2019	£M	0.371	0.117	0.129	0.284	0.184	0.136	0.220	0.232	0.126	0.128	0.107	0.316	2.351	-51.1%	0.617	0.604	0.579	0.551	
2020	£M	0.332	0.081	0.045	0.007	0.004	0.005	0.126	0.189	0.126	0.097	0.006	0.131	1.148	56.7%	0.458	0.016	0.440	0.235	
2021	£M	0.120	0.035	0.044	0.143	0.138	0.173	0.231	0.247	0.144	0.133	0.133	0.258	1.799	43.1%	0.199	0.455	0.622	0.524	
2022	£M	0.382	0.127	0.136	0.314	0.208	0.153	0.249	0.263	0.144	0.141	0.118	0.339	2.574	12.4%	0.645	0.676	0.656	0.598	
2023	£M	0.430	0.142	0.153	0.353	0.233	0.172	0.280	0.296	0.161	0.159	0.132	0.381	2.893	5.1%	0.725	0.759	0.737	0.672	
2024	£M	0.452	0.149	0.161	0.371	0.245	0.181	0.294	0.311	0.169	0.167	0.139	0.400	3.039	2.1%	0.761	0.798	0.774	0.706	
2025	£M	0.461	0.153	0.164	0.379	0.251	0.185	0.300	0.317	0.173	0.171	0.142	0.408	3.104		0.778	0.815	0.791	0.721	
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
SFR		£M	1.907	1.958	1.942	2.081	2.195	2.351	1.148	1.799	2.574	2.893	3.039	3.104						
All Visitor Types		£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21						
Share of Total		%	1.8%	1.7%	1.7%	1.7%	1.7%	1.3%	1.2%	1.0%	1.3%	1.2%	1.3%	1.2%						
Annual Change in Share		%		-4.2%	-2.7%	-1.5%	2.5%	-22.6%	-7.4%	-16.3%	24.2%	-2.2%	0.8%	-0.7%						
Change in Share from 2014		%		-4.2%	-6.8%	-8.1%	-5.8%	-27.0%	-32.4%	-43.4%	-29.8%	-31.3%	-30.8%	-31.3%						
Avg Ann. Change in Share		%		-4.2%	-3.4%	-2.7%	-1.4%	-5.4%	-5.4%	-6.2%	-3.7%	-3.5%	-3.1%	-2.8%						

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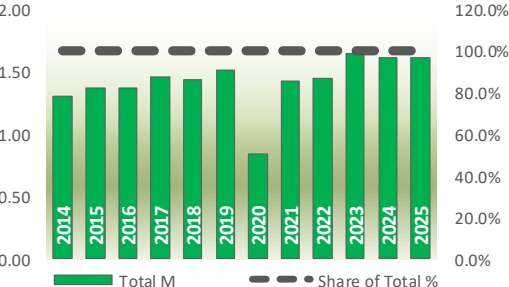
STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		304.6%	304.5%	207.3%	162.0%	120.2%	126.1%	101.2%	96.7%	140.4%	204.7%	282.6%	376.3%	155.7%	Annual Change	266.7%	133.6%	108.9%	269.2%	
% Change 2024 to 2025		15.6%	14.1%	-6.3%	7.0%	-1.3%	-2.4%	0.2%	-0.7%	0.0%	6.1%	3.2%	2.5%	2.0%		7.0%	0.7%	-0.2%	4.1%	
Average Annual Change		27.7%	27.7%	18.8%	14.7%	10.9%	11.5%	9.2%	8.8%	12.8%	18.6%	25.7%	34.2%	14.2%		24.2%	12.1%	9.9%	24.5%	
2014 £M		2.392	2.318	2.998	5.541	7.549	7.450	11.01	13.32	7.827	4.664	2.580	2.485	70.13		7.708	20.54	32.16	9.730	
2015 £M		2.653	2.630	3.398	5.876	8.009	8.001	11.87	13.89	8.384	4.987	2.771	2.654	75.13	7.1%	8.681	21.89	34.15	10.41	
2016 £M		2.621	2.705	3.344	5.904	8.006	8.079	12.19	14.34	8.613	5.047	2.796	2.704	76.35	1.6%	8.670	21.99	35.14	10.55	
2017 £M		2.698	3.215	3.428	6.865	8.183	8.776	12.22	14.21	9.833	6.019	3.713	3.714	82.87	8.5%	9.341	23.82	36.26	13.45	
2018 £M		2.785	3.317	3.506	6.745	8.631	9.060	12.70	15.05	9.928	6.245	3.912	3.917	85.80	3.5%	9.607	24.44	37.68	14.07	
2019 £M		6.006	6.104	6.747	10.95	12.92	13.30	17.86	20.52	13.68	9.931	7.146	7.795	132.95	55.0%	18.86	37.17	52.05	24.87	
2020 £M		5.296	4.294	2.316	0.606	0.678	0.708	10.37	16.49	13.14	8.237	0.896	3.913	66.93	-49.7%	11.91	1.992	39.99	13.05	
2021 £M		3.974	3.613	4.738	7.890	11.20	14.18	18.40	21.58	16.95	11.81	7.694	7.902	129.92	94.1%	12.32	33.27	56.92	27.40	
2022 £M		6.993	6.952	8.358	12.18	14.22	15.56	20.46	22.96	16.78	11.60	8.360	10.15	154.58	19.0%	22.30	41.96	60.20	30.12	
2023 £M		8.068	8.151	9.044	14.02	15.99	16.11	20.05	23.73	18.36	13.39	9.823	11.04	167.78	8.5%	25.26	46.12	62.14	34.26	
2024 £M		8.372	8.220	9.832	13.56	16.84	17.27	22.11	26.38	18.81	13.40	9.562	11.55	175.90	4.8%	26.42	47.67	67.30	34.51	
2025 £M		9.678	9.377	9.215	14.52	16.62	16.85	22.15	26.20	18.82	14.21	9.872	11.84	179.34	2.0%	28.27	47.99	67.16	35.92	
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	70.13	75.13	76.35	82.87	85.80	132.95	66.93	129.92	154.58	167.78	175.90	179.34						
All Visitor Types		£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21						
Share of Total		%	66.6%	66.6%	66.4%	66.3%	66.7%	74.8%	71.4%	74.0%	76.5%	72.2%	72.6%	72.0%						
Annual Change in Share		%		0.0%	-0.3%	-0.1%	0.6%	12.1%	-4.6%	3.7%	3.3%	-5.6%	0.6%	-0.9%						
Change in Share from 2014		%		0.0%	-0.3%	-0.5%	0.2%	12.2%	7.1%	11.1%	14.7%	8.3%	8.9%	8.0%						
Avg Ann. Change in Share		%		0.0%	-0.2%	-0.2%	0.0%	2.4%	1.2%	1.6%	1.8%	0.9%	0.9%	0.7%						

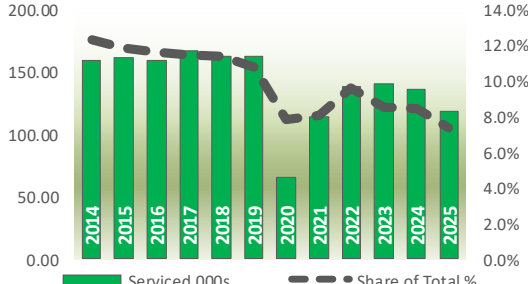
STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		86.7%	78.0%	122.2%	92.6%	131.2%	93.7%	110.9%	135.7%	71.1%	123.9%	19.3%	33.2%	99.1%	Annual Change	Q1	Q2	Q3	Q4
% Change 2024 to 2025		24.2%	-11.0%	25.2%	12.2%	11.0%	2.1%	4.1%	1.8%	1.6%	4.5%	2.4%	26.7%	5.3%		9.5%	8.5%	2.4%	8.4%
Average Annual Change		7.9%	7.1%	11.1%	8.4%	11.9%	8.5%	10.1%	12.3%	6.5%	11.3%	1.8%	3.0%	9.0%		9.0%	9.6%	9.4%	6.2%
2014	£M	0.270	0.590	0.648	3.868	3.713	3.656	4.685	5.819	7.089	2.063	1.307	1.394	35.10		1.508	11.24	17.59	4.765
2015	£M	0.290	0.664	0.710	3.648	3.923	4.025	5.513	6.085	7.619	2.416	1.201	1.513	37.61	7.1%	1.664	11.60	19.22	5.131
2016	£M	0.295	0.715	0.915	3.419	3.974	4.877	5.318	6.266	7.448	2.586	1.257	1.512	38.58	2.6%	1.925	12.27	19.03	5.355
2017	£M	0.317	0.693	0.659	4.268	4.894	4.714	5.439	7.716	7.949	2.618	1.283	1.501	42.05	9.0%	1.669	13.88	21.10	5.402
2018	£M	0.328	0.694	0.658	4.303	4.955	4.785	5.520	7.892	8.114	2.656	1.295	1.545	42.74	1.6%	1.680	14.04	21.53	5.496
2019	£M	0.362	0.730	0.712	4.594	5.181	4.963	5.903	8.138	8.470	2.737	1.393	1.610	44.79	4.8%	1.805	14.74	22.51	5.740
2020	£M	0.321	0.506	0.391	0.009	0.077	1.354	4.053	6.746	9.668	2.721	0.055	0.919	26.82	-40.1%	1.218	1.439	20.47	3.695
2021	£M	0.158	0.264	0.305	2.533	3.799	7.566	6.665	9.051	9.015	2.707	2.201	1.331	45.59	70.0%	0.727	13.90	24.73	6.238
2022	£M	0.350	0.686	0.965	4.803	4.230	5.978	5.012	9.402	10.41	2.426	1.904	1.410	47.58	4.3%	2.001	15.01	24.82	5.740
2023	£M	0.288	1.009	0.998	5.687	6.031	9.442	7.576	14.72	12.22	2.959	1.623	2.076	64.63	35.8%	2.294	21.16	34.52	6.658
2024	£M	0.406	1.180	1.150	6.636	7.733	6.937	9.492	13.47	11.94	4.423	1.524	1.465	66.36	2.7%	2.736	21.31	34.90	7.413
2025	£M	0.504	1.050	1.440	7.447	8.585	7.080	9.879	13.72	12.13	4.620	1.560	1.857	69.87	5.3%	2.994	23.11	35.73	8.038
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	35.10	37.61	38.58	42.05	42.74	44.79	26.82	45.59	47.58	64.63	66.36	69.87						
All Visitor Types	£M	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	249.21						
Share of Total	%	33.4%	33.4%	33.6%	33.7%	33.3%	25.2%	28.6%	26.0%	23.5%	27.8%	27.4%	28.0%						
Annual Change in Share	%		0.0%	0.6%	0.3%	-1.2%	-24.2%	13.5%	-9.2%	-9.4%	18.2%	-1.5%	2.4%						
Change in Share from 2014	%		0.0%	0.6%	0.9%	-0.3%	-24.4%	-14.2%	-22.1%	-29.4%	-16.6%	-17.9%	-15.9%						
Avg Ann. Change in Share	%		0.0%	0.3%	0.3%	-0.1%	-4.9%	-2.4%	-3.2%	-3.7%	-1.8%	-1.8%	-1.4%						
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Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2025

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

STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		21.0%	23.4%	29.7%	23.3%	37.0%	21.1%	25.9%	39.6%	10.0%	40.5%	-5.3%	5.1%	24.5%	Annual Change	25.2%	27.3%	24.5%	17.7%
% Change 2024 to 2025		6.3%	-8.2%	7.3%	7.4%	4.9%	-1.9%	-1.2%	-2.6%	-2.7%	1.0%	-2.7%	13.7%	0.4%		1.1%	3.4%	-2.3%	3.0%
Average Annual Change		1.9%	2.1%	2.7%	2.1%	3.4%	1.9%	2.4%	3.6%	0.9%	3.7%	-0.5%	0.5%	2.2%		2.3%	2.5%	2.2%	1.6%
2014	M	0.023	0.030	0.032	0.136	0.140	0.134	0.173	0.212	0.236	0.080	0.051	0.052	1.298			0.084	0.410	0.621
2015	M	0.024	0.033	0.034	0.128	0.145	0.144	0.196	0.218	0.250	0.090	0.048	0.055	1.364	5.1%	0.090	0.418	0.664	0.193
2016	M	0.024	0.034	0.038	0.120	0.144	0.167	0.188	0.221	0.242	0.093	0.048	0.055	1.374	0.7%	0.096	0.431	0.651	0.196
2017	M	0.024	0.035	0.031	0.144	0.166	0.161	0.186	0.254	0.254	0.095	0.053	0.057	1.459	6.2%	0.089	0.471	0.693	0.206
2018	M	0.024	0.034	0.030	0.139	0.163	0.158	0.182	0.251	0.249	0.094	0.052	0.057	1.432	-1.9%	0.088	0.460	0.681	0.203
2019	M	0.028	0.038	0.035	0.150	0.171	0.164	0.195	0.259	0.257	0.099	0.058	0.062	1.517	5.9%	0.102	0.485	0.710	0.219
2020	M	0.025	0.027	0.015	0.002	0.003	0.036	0.124	0.207	0.277	0.089	0.004	0.032	0.840	-44.6%	0.067	0.041	0.608	0.124
2021	M	0.013	0.015	0.016	0.080	0.121	0.221	0.204	0.270	0.265	0.096	0.075	0.051	1.427	69.9%	0.044	0.422	0.738	0.222
2022	M	0.025	0.034	0.039	0.140	0.133	0.173	0.156	0.262	0.278	0.083	0.065	0.054	1.441	1.0%	0.098	0.446	0.696	0.202
2023	M	0.024	0.039	0.036	0.145	0.157	0.224	0.191	0.341	0.286	0.087	0.054	0.062	1.647	14.3%	0.099	0.526	0.818	0.204
2024	M	0.026	0.040	0.038	0.156	0.183	0.166	0.220	0.303	0.267	0.112	0.050	0.048	1.609	-2.3%	0.104	0.504	0.791	0.209
2025	M	0.027	0.037	0.041	0.167	0.192	0.163	0.218	0.296	0.260	0.113	0.048	0.055	1.616	0.4%	0.105	0.522	0.773	0.216
VISITOR NUMBERS														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total					
Total	M	1.298	1.364	1.374	1.459	1.432	1.517	0.840	1.427	1.441	1.647	1.609	1.616						
All Visitor Types	M	1.298	1.364	1.374	1.459	1.432	1.517	0.840	1.427	1.441	1.647	1.609	1.616						
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 2014	%																		
Avg Ann. Change in Share	%																		
This report is prepared by: Cathy James. Date of Issue: 02/07/26																			

STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK										2014 to 2025			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-13.9%	6.8%	-27.5%	-22.4%	-33.4%	-24.5%	-44.8%	-45.1%	-32.0%	-8.6%	19.6%	18.2%	-25.4%	Annual Change	-11.3%	-27.3%	-41.7%	6.1%
% Change 2024 to 2025		-0.7%	-3.7%	-4.2%	-14.7%	-12.6%	-13.7%	-19.4%	-19.8%	-18.4%	-6.2%	-7.1%	-8.5%	-12.4%		-2.7%	-13.6%	-19.3%	-7.2%
Average Annual Change		-1.3%	0.6%	-2.5%	-2.0%	-3.0%	-2.2%	-4.1%	-4.1%	-2.9%	-0.8%	1.8%	1.7%	-2.3%		-1.0%	-2.5%	-3.8%	0.6%
2014 000s		9.9	7.5	6.8	13.2	17.0	14.9	23.0	25.2	16.2	11.8	7.2	6.3	159.0		24.2	45.1	64.4	25.3
2015 000s		10.3	8.4	7.1	12.9	17.1	15.1	23.3	24.9	16.6	11.6	7.2	6.2	160.8		1.1%	25.8	45.1	64.8
2016 000s		10.2	8.9	6.4	13.5	16.3	14.8	23.3	24.6	16.6	11.2	6.8	6.3	159.0	-1.1%	25.5	44.6	64.5	24.4
2017 000s		9.7	10.4	6.4	15.2	15.5	16.0	19.7	21.3	17.4	13.6	11.2	9.7	166.2	4.6%	26.5	46.7	58.4	34.6
2018 000s		9.4	10.1	6.1	14.5	15.4	15.7	19.1	21.2	16.5	13.5	11.0	9.5	162.1	-2.5%	25.6	45.7	56.7	34.0
2019 000s		9.7	10.0	6.1	14.5	15.5	15.8	19.0	21.2	16.5	13.9	11.1	9.2	162.4	0.2%	25.8	45.7	56.7	34.2
2020 000s		8.2	8.3	2.0	0.7	0.7	1.0	7.1	14.8	11.1	8.2	1.0	2.7	65.8	-59.5%	18.4	2.3	33.0	12.0
2021 000s		4.1	4.4	3.1	7.1	8.2	11.8	15.1	18.0	13.9	12.0	9.3	7.2	114.2	73.6%	11.6	27.0	46.9	28.6
2022 000s		7.5	8.4	5.3	12.7	12.9	13.5	16.5	17.4	13.9	11.8	9.8	8.3	137.8	20.7%	21.2	39.1	47.7	29.9
2023 000s		8.2	8.9	5.3	13.0	13.2	13.7	16.3	17.7	14.3	11.8	9.6	8.4	140.5	1.9%	22.4	40.0	48.4	29.8
2024 000s		8.6	8.4	5.1	12.0	13.0	13.0	15.8	17.2	13.5	11.5	9.3	8.1	135.5	-3.6%	22.1	38.0	46.6	28.9
2025 000s		8.5	8.0	4.9	10.2	11.3	11.2	12.7	13.8	11.0	10.7	8.7	7.4	118.7	-12.4%	21.5	32.8	37.6	26.8
VISITOR NUMBERS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s Visitor No.s by Year and Share of Total					
Serviced		000s	159.0	160.8	159.0	166.2	162.1	162.4	65.8	114.2	137.8	140.5	135.5	118.7					
All Visitor Types		M	1.3	1.4	1.4	1.5	1.4	1.5	0.8	1.4	1.4	1.6	1.6						
Share of Total		%	12.2%	11.8%	11.6%	11.4%	11.3%	10.7%	7.8%	8.0%	9.6%	8.5%	8.4%	7.3%					
Annual Change in Share		%		-3.7%	-1.8%	-1.6%	-0.6%	-5.4%	-26.9%	2.2%	19.5%	-10.8%	-1.3%	-12.8%					
Change in Share from 2014		%		-3.7%	-5.5%	-7.0%	-7.6%	-12.6%	-36.1%	-34.7%	-21.9%	-30.3%	-31.2%	-40.0%					
Avg Ann. Change in Share		%		-3.7%	-2.7%	-2.3%	-1.9%	-2.5%	-6.0%	-5.0%	-2.7%	-3.4%	-3.1%	-3.6%					
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		171.5%	89.6%	61.7%	83.4%	34.0%	44.3%	49.7%	46.8%	50.3%	88.2%	83.1%	187.5%	63.3%	Annual Change	95.0%	49.9%	48.8%	108.1%
% Change 2024 to 2025		2.5%	3.4%	-15.8%	19.1%	-0.3%	3.9%	-1.9%	0.5%	-1.4%	8.3%	-3.3%	11.0%	1.9%		-4.6%	6.4%	-0.9%	5.5%
Average Annual Change		15.6%	8.1%	5.6%	7.6%	3.1%	4.0%	4.5%	4.3%	4.6%	8.0%	7.6%	17.0%	5.8%		8.6%	4.5%	4.4%	9.8%
2014 000s		2.6	4.3	5.2	9.1	14.5	13.1	13.2	17.2	14.9	8.0	5.4	3.7	111.1		12.1	36.7	45.4	17.0
2015 000s		2.5	4.3	5.1	9.2	15.1	13.3	13.9	18.5	15.2	8.2	5.6	3.8	114.6	3.1%	11.9	37.6	47.5	17.5
2016 000s		2.6	4.1	5.0	8.8	14.3	13.7	14.0	18.5	15.1	7.9	5.1	3.8	113.1	-1.3%	11.7	36.9	47.6	16.8
2017 000s		2.9	4.8	5.0	10.0	14.7	14.3	15.5	19.3	17.4	8.8	5.4	4.4	122.6	8.4%	12.7	39.1	52.2	18.6
2018 000s		2.9	5.0	5.1	9.6	15.4	14.6	15.6	19.7	17.4	9.1	5.8	4.8	125.0	1.9%	13.0	39.5	52.8	19.6
2019 000s		6.6	8.5	9.1	15.3	21.1	19.4	22.1	26.4	22.0	13.6	10.3	9.1	183.3	46.7%	24.2	55.7	70.5	32.9
2020 000s		5.9	5.5	3.2	0.7	0.8	0.7	14.4	21.9	22.8	11.9	1.1	5.0	94.0	-48.7%	14.6	2.2	59.1	18.0
2021 000s		4.0	4.1	5.0	9.6	18.1	20.9	22.2	26.7	27.1	16.1	10.4	8.7	173.0	84.0%	13.1	48.6	76.0	35.2
2022 000s		7.2	8.3	10.4	15.2	21.7	21.0	23.4	27.7	24.7	14.2	10.6	11.1	195.5	13.1%	25.9	57.9	75.7	36.0
2023 000s		7.4	8.9	9.8	15.4	20.6	18.2	19.6	24.7	23.4	14.7	10.5	9.9	183.1	-6.4%	26.1	54.2	67.7	35.2
2024 000s		6.8	7.9	10.0	14.0	19.4	18.2	20.2	25.2	22.7	13.9	10.2	9.5	177.9	-2.8%	24.7	51.6	68.1	33.5
2025 000s		7.0	8.2	8.4	16.6	19.4	19.0	19.8	25.3	22.4	15.0	9.8	10.6	181.4	1.9%	23.5	55.0	67.5	35.4
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor No.s by Year and Share of Total				
Non-Serviced		000s	111.1	114.6	113.1	122.6	125.0	183.3	94.0	173.0	195.5	183.1	177.9	181.4					
All Visitor Types		M	1.3	1.4	1.4	1.5	1.4	1.5	0.8	1.4	1.4	1.6	1.6						
Share of Total		%	8.6%	8.4%	8.2%	8.4%	8.7%	12.1%	12.1%	13.6%	11.1%	11.1%	11.2%						
Annual Change in Share		%		-1.8%	-2.0%	2.1%	3.9%	38.5%	-7.5%	8.3%	11.9%	-18.1%	-0.5%	1.5%					
Change in Share from 2014		%		-1.8%	-3.8%	-1.8%	2.0%	41.3%	30.7%	41.6%	58.5%	29.9%	29.2%	31.2%					
Avg Ann. Change in Share		%		-1.8%	-1.9%	-0.6%	0.5%	8.3%	5.1%	5.9%	7.3%	3.3%	2.9%	2.8%					
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			SFR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2014 to 2025		6.1%	9.1%	1.3%	4.4%	2.0%	1.8%	1.3%	-0.2%	4.0%	5.6%	11.6%	13.0%	4.9%	Annual Change	5.6%	2.9%	1.4%	10.7%		
% Change 2024 to 2025		-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%		-1.4%	-1.4%	-1.4%	-1.4%		
Average Annual Change		0.6%	0.8%	0.1%	0.4%	0.2%	0.2%	0.1%	0.0%	0.4%	0.5%	1.1%	1.2%	0.4%		0.5%	0.3%	0.1%	1.0%		
2014 000s		2.4	0.9	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	2.0	17.5		1.5%	4.4	4.7	4.5	3.9	
2015 000s		2.5	1.0	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	2.0	17.8	-2.1%	4.6	4.7	4.5	3.9		
2016 000s		2.4	0.9	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	1.9	17.4	4.4%	4.5	4.6	4.4	3.9		
2017 000s		2.5	1.0	1.1	2.0	1.6	1.2	1.7	1.7	1.1	1.1	1.0	2.2	18.2	1.5%	4.6	4.8	4.5	4.2		
2018 000s		2.6	1.0	1.1	2.0	1.6	1.3	1.7	1.7	1.1	1.1	1.0	2.2	18.4	4.4%	4.7	4.8	4.6	4.3		
2019 000s		2.9	1.1	1.2	2.0	1.6	1.3	1.7	1.7	1.1	1.2	1.0	2.4	19.2	3.6%	5.1	4.9	4.6	4.6		
2020 000s		2.5	0.7	0.4	0.0	0.0	0.0	1.0	1.4	1.1	0.9	0.1	1.0	9.1	-52.8%	3.6	0.1	3.4	1.9		
2021 000s		0.9	0.3	0.4	1.0	1.2	1.5	1.7	1.8	1.2	1.2	1.2	1.9	14.3	57.4%	1.6	3.7	4.7	4.2		
2022 000s		2.7	1.0	1.1	2.0	1.6	1.3	1.7	1.8	1.1	1.1	1.0	2.3	18.8	31.3%	4.8	4.9	4.6	4.4		
2023 000s		2.6	1.0	1.1	2.0	1.6	1.3	1.7	1.7	1.1	1.1	1.0	2.2	18.6	-0.9%	4.8	4.9	4.6	4.4		
2024 000s		2.6	1.0	1.1	2.0	1.6	1.3	1.7	1.7	1.1	1.1	1.0	2.2	18.6	0.1%	4.8	4.9	4.6	4.4		
2025 000s		2.6	1.0	1.1	2.0	1.6	1.2	1.7	1.7	1.1	1.1	1.0	2.2	18.3	-1.4%	4.7	4.8	4.5	4.3		
VISITOR NUMBERS														SFR							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s Visitor No.s by Year and Share of Total							
SFR 000s		17.5	17.8	17.4	18.2	18.4	19.2	9.1	14.3	18.8	18.6	18.6	18.3								
All Visitor Types M		1.3	1.4	1.4	1.5	1.4	1.5	0.8	1.4	1.4	1.6	1.6	1.6								
Share of Total %		1.3%	1.3%	1.3%	1.2%	1.3%	1.3%	1.1%	1.0%	1.3%	1.1%	1.2%	1.1%								
Annual Change in Share %			-3.4%	-2.8%	-1.7%	3.4%	-1.5%	-14.8%	-7.3%	30.0%	-13.3%	2.5%	-1.9%								
Change in Share from 2014 %			-3.4%	-6.0%	-7.6%	-4.5%	-5.9%	-19.8%	-25.7%	-3.4%	-16.2%	-14.1%	-15.7%								
Avg Ann. Change in Share %			-3.4%	-3.0%	-2.5%	-1.1%	-1.2%	-3.3%	-3.7%	-0.4%	-1.8%	-1.4%	-1.4%								

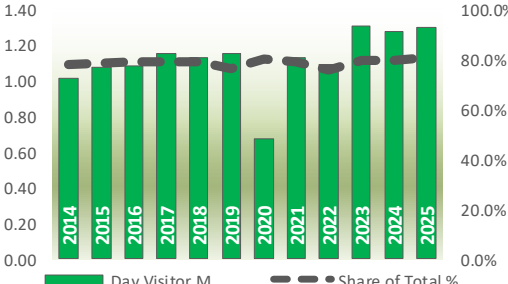
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Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		21.3%	34.9%	10.4%	19.4%	-2.2%	7.5%	-9.9%	-7.5%	7.3%	29.2%	44.4%	69.5%	10.7%	Annual Change	22.1%	7.1%	-4.1%	44.1%
% Change 2024 to 2025		0.4%	-0.3%	-11.2%	3.1%	-5.0%	-3.3%	-9.2%	-7.5%	-7.6%	1.6%	-4.9%	1.6%	-4.1%		-3.5%	-2.0%	-8.1%	-0.4%
Average Annual Change		1.9%	3.2%	0.9%	1.8%	-0.2%	0.7%	-0.9%	-0.7%	0.7%	2.7%	4.0%	6.3%	1.0%		2.0%	0.6%	-0.4%	4.0%
2014 000s		14.9	12.8	13.0	24.2	33.0	29.2	37.9	44.2	32.2	20.8	13.5	11.9	287.6		40.7	86.4	114.3	46.2
2015 000s		15.3	13.7	13.3	24.0	33.7	29.7	38.9	45.1	32.8	20.9	13.8	12.0	293.1	1.9%	42.3	87.4	116.8	46.6
2016 000s		15.3	13.9	12.5	24.2	32.2	29.7	39.0	44.8	32.8	20.2	12.8	12.1	289.4	-1.3%	41.7	86.1	116.5	45.0
2017 000s		15.0	16.2	12.5	27.2	31.8	31.5	36.9	42.4	35.9	23.6	17.6	16.3	306.9	6.1%	43.7	90.6	115.2	57.5
2018 000s		14.9	16.1	12.3	26.1	32.5	31.5	36.4	42.6	35.1	23.7	17.8	16.4	305.5	-0.5%	43.3	90.1	114.1	58.0
2019 000s		19.1	19.6	16.4	31.8	38.2	36.4	42.8	49.4	39.5	28.7	22.4	20.6	365.0	19.5%	55.1	106.4	131.8	71.7
2020 000s		16.6	14.5	5.6	1.4	1.5	1.8	22.4	38.1	35.0	21.0	2.2	8.7	168.9	-53.7%	36.7	4.7	95.6	31.9
2021 000s		9.0	8.8	8.5	17.7	27.4	34.2	39.0	46.5	42.2	29.3	20.9	17.8	301.4	78.5%	26.3	79.3	127.7	68.1
2022 000s		17.3	17.8	16.8	29.9	36.2	35.7	41.6	46.9	39.7	27.2	21.4	21.6	352.1	16.8%	51.9	101.8	128.1	70.3
2023 000s		18.2	18.8	16.2	30.5	35.4	33.2	37.6	44.2	38.9	27.6	21.2	20.6	342.2	-2.8%	53.2	99.0	120.7	69.4
2024 000s		18.0	17.3	16.2	28.0	34.0	32.5	37.7	44.2	37.4	26.4	20.5	19.9	332.0	-3.0%	51.5	94.5	119.2	66.8
2025 000s		18.1	17.2	14.4	28.8	32.3	31.4	34.2	40.9	34.6	26.9	19.5	20.2	318.4	-4.1%	49.7	92.6	109.6	66.6
VISITOR NUMBERS														STAYING VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor No.s by Year and Share of Total				
Staying Visitor		000s	287.6	293.1	289.4	306.9	305.5	365.0	301.4	352.1	342.2	332.0	318.4						
All Visitor Types		M	1.3	1.4	1.4	1.5	1.4	1.5	0.8	1.4	1.4	1.6	1.6						
Share of Total		%	22.1%	21.5%	21.1%	21.0%	21.3%	24.1%	20.1%	21.1%	24.4%	20.8%	20.6%	19.7%					
Annual Change in Share		%		-3.0%	-2.0%	-0.2%	1.4%	12.8%	-16.5%	5.1%	15.7%	-15.0%	-0.7%	-4.5%					
Change in Share from 2014		%		-3.0%	-4.9%	-5.0%	-3.7%	8.6%	-9.3%	-4.6%	10.3%	-6.2%	-6.8%	-11.0%					
Avg Ann. Change in Share		%		-3.0%	-2.4%	-1.7%	-0.9%	1.7%	-1.5%	-0.7%	1.3%	-0.7%	-0.7%	-1.0%					
																			
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK												2014 to 2025			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																						
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 2014 to 2025		20.4%	14.8%	43.3%	24.2%	49.1%	24.9%	36.0%	52.0%	10.4%	44.4%	-23.0%	-14.1%							28.4%	28.0%	32.7%	31.0%	8.8%
% Change 2024 to 2025		19.9%	-14.1%	20.8%	8.3%	7.1%	-1.5%	0.4%	-1.7%	-2.0%	0.8%	-1.2%	22.3%							1.6%	5.6%	4.7%	-1.2%	4.6%
Average Annual Change		1.9%	1.3%	3.9%	2.2%	4.5%	2.3%	3.3%	4.7%	0.9%	4.0%	-2.1%	-1.3%							2.6%	2.5%	3.0%	2.8%	0.8%
2014	M	0.008	0.017	0.019	0.111	0.107	0.105	0.135	0.168	0.204	0.059	0.038	0.040	1.011		0.043	0.324	0.507	0.137					
2015	M	0.008	0.019	0.020	0.104	0.112	0.115	0.157	0.173	0.217	0.069	0.034	0.043	1.071		6.0%	0.047	0.330	0.547	0.146				
2016	M	0.008	0.020	0.026	0.096	0.112	0.137	0.149	0.176	0.209	0.073	0.035	0.042	1.084		1.2%	0.054	0.345	0.535	0.150				
2017	M	0.009	0.019	0.018	0.117	0.134	0.129	0.149	0.211	0.218	0.072	0.035	0.041	1.152		6.3%	0.046	0.380	0.578	0.148				
2018	M	0.009	0.018	0.017	0.113	0.131	0.126	0.145	0.208	0.214	0.070	0.034	0.041	1.127		-2.2%	0.044	0.370	0.567	0.145				
2019	M	0.009	0.019	0.018	0.118	0.133	0.128	0.152	0.209	0.218	0.070	0.036	0.041	1.152		2.2%	0.046	0.379	0.579	0.148				
2020	M	0.008	0.013	0.010	0.000	0.002	0.034	0.101	0.169	0.242	0.068	0.001	0.023	0.671		-41.7%	0.030	0.036	0.512	0.092				
2021	M	0.004	0.007	0.008	0.063	0.094	0.187	0.165	0.223	0.223	0.067	0.054	0.033	1.126		67.7%	0.018	0.343	0.611	0.154				
2022	M	0.008	0.016	0.022	0.110	0.097	0.137	0.115	0.215	0.238	0.056	0.044	0.032	1.089		-3.2%	0.046	0.344	0.568	0.131				
2023	M	0.006	0.020	0.020	0.115	0.122	0.191	0.153	0.297	0.247	0.060	0.033	0.042	1.305		19.8%	0.046	0.427	0.697	0.134				
2024	M	0.008	0.023	0.022	0.128	0.149	0.133	0.183	0.259	0.230	0.085	0.029	0.028	1.277	-2.1%	0.053	0.410	0.672	0.143					
2025	M	0.009	0.019	0.027	0.138	0.159	0.131	0.183	0.255	0.225	0.086	0.029	0.034	1.298	1.6%	0.056	0.429	0.663	0.149					
VISITOR NUMBERS														DAY VISITOR										
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total										
Day Visitor	M	1.011	1.071	1.084	1.152	1.127	1.152	0.671	1.126	1.089	1.305	1.277	1.298											
All Visitor Types	M	1.298	1.364	1.374	1.459	1.432	1.517	0.840	1.427	1.441	1.647	1.609	1.616											
Share of Total	%	77.9%	78.5%	78.9%	79.0%	78.7%	75.9%	79.9%	78.9%	75.6%	79.2%	79.4%	80.3%											
Annual Change in Share	%		0.8%	0.5%	0.0%	-0.4%	-3.5%	5.2%	-1.3%	-4.2%	4.8%	0.2%	1.2%											
Change in Share from 2014	%		0.8%	1.4%	1.4%	1.1%	-2.5%	2.6%	1.3%	-2.9%	1.8%	1.9%	3.1%											
Avg Ann. Change in Share	%		0.8%	0.7%	0.5%	0.3%	-0.5%	0.4%	0.2%	-0.4%	0.2%	0.2%	0.3%											

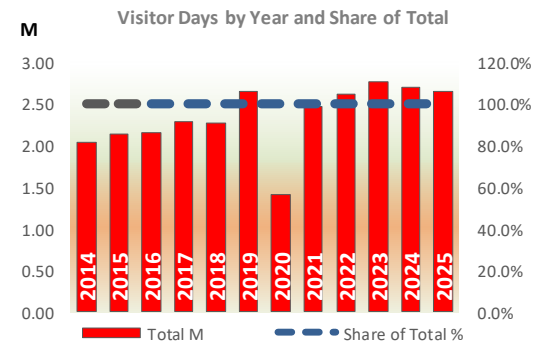
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Report Prepared by: Cathy James. Date of Issue: 02/07/25

Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2025

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

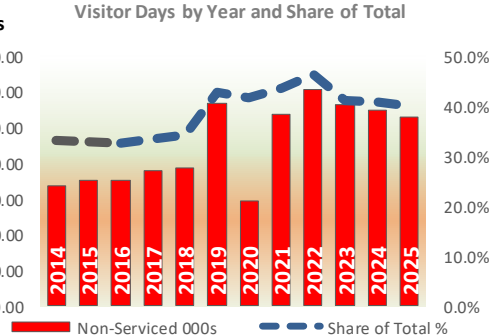
STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK										2014 to 2025			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2025		63.7%	54.8%	45.9%	29.5%	31.1%	20.6%	24.2%	31.0%	18.1%	49.3%	28.1%	43.8%	30.0%	Annual Change	53.6%	26.9%	24.5%	42.0%
% Change 2024 to 2025		1.0%	-2.7%	-3.9%	4.7%	0.8%	-4.0%	-2.6%	-3.3%	-3.4%	-0.5%	-4.4%	3.3%	-1.6%		-2.1%	0.3%	-3.1%	-0.4%
Average Annual Change		5.8%	5.0%	4.2%	2.7%	2.8%	1.9%	2.2%	2.8%	1.6%	4.5%	2.6%	4.0%	2.7%		4.9%	2.4%	2.2%	3.8%
2014	M	0.043	0.053	0.065	0.196	0.226	0.224	0.274	0.340	0.329	0.130	0.078	0.079	2.036		0.161	0.646	0.943	0.287
2015	M	0.046	0.057	0.070	0.191	0.235	0.239	0.301	0.348	0.347	0.142	0.076	0.084	2.136	4.9%	0.173	0.665	0.997	0.301
2016	M	0.045	0.059	0.074	0.182	0.233	0.261	0.294	0.353	0.341	0.145	0.077	0.083	2.147	0.5%	0.178	0.676	0.988	0.305
2017	M	0.046	0.064	0.066	0.214	0.257	0.259	0.295	0.386	0.365	0.155	0.086	0.093	2.287	6.5%	0.177	0.730	1.047	0.333
2018	M	0.047	0.064	0.066	0.206	0.257	0.257	0.291	0.385	0.360	0.155	0.087	0.094	2.267	-0.8%	0.176	0.720	1.036	0.335
2019	M	0.072	0.086	0.091	0.245	0.293	0.289	0.338	0.427	0.391	0.183	0.114	0.122	2.653	17.0%	0.250	0.828	1.156	0.419
2020	M	0.064	0.058	0.035	0.006	0.008	0.041	0.210	0.343	0.410	0.159	0.009	0.063	1.406	-47.0%	0.158	0.055	0.963	0.231
2021	M	0.038	0.038	0.047	0.137	0.220	0.350	0.342	0.436	0.423	0.191	0.131	0.107	2.461	75.0%	0.122	0.708	1.202	0.429
2022	M	0.072	0.080	0.101	0.233	0.255	0.304	0.303	0.433	0.424	0.168	0.122	0.125	2.619	6.4%	0.252	0.792	1.159	0.415
2023	M	0.071	0.088	0.095	0.240	0.274	0.340	0.317	0.497	0.425	0.175	0.110	0.127	2.760	5.4%	0.255	0.854	1.239	0.412
2024	M	0.070	0.084	0.098	0.242	0.294	0.282	0.349	0.460	0.402	0.195	0.104	0.110	2.690	-2.5%	0.252	0.818	1.212	0.409
2025	M	0.071	0.082	0.094	0.253	0.296	0.271	0.340	0.445	0.388	0.194	0.100	0.114	2.647	-1.6%	0.247	0.820	1.174	0.407
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor Days by Year and Share of Total					
Total	M	2.036	2.136	2.147	2.287	2.267	2.653	1.406	2.461	2.619	2.760	2.690	2.647	3.00					
All Visitor Types	M	2.036	2.136	2.147	2.287	2.267	2.653	1.406	2.461	2.619	2.760	2.690	2.647	2.50					
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%	2.00					
Annual Change in Share	%													1.50					
Change in Share from 2014	%													1.00					
Avg Ann. Change in Share	%													0.50					
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		-15.5%	9.8%	-15.5%	-17.4%	-27.6%	-15.7%	-34.6%	-37.9%	-19.9%	3.5%	36.6%	36.4%	-19.1%	Annual Change	-8.8%	-20.6%	-32.5%	19.7%	
% Change 2024 to 2025		-4.1%	-5.8%	-6.7%	-9.5%	-8.0%	-9.0%	-9.4%	-10.3%	-8.2%	-2.9%	-4.1%	-4.8%	-7.6%		-5.6%	-8.8%	-9.4%	-3.8%	
Average Annual Change		-1.4%	0.9%	-1.4%	-1.6%	-2.5%	-1.4%	-3.1%	-3.4%	-1.8%	0.3%	3.3%	3.3%	-1.7%		-0.8%	-1.9%	-3.0%	1.8%	
2014 000s		12.7	9.4	13.2	27.0	33.2	30.9	49.1	57.7	32.5	21.4	10.4	10.3	307.9		35.4	91.1	139.3	42.1	
2015 000s		14.3	11.4	15.8	27.8	33.9	32.8	51.2	55.7	33.9	22.1	10.8	10.7	320.3	4.0%	41.5	94.5	140.8	43.5	
2016 000s		13.5	11.8	15.0	27.5	32.7	32.4	51.8	56.7	34.4	22.0	10.7	10.8	319.3	-0.3%	40.3	92.6	142.9	43.5	
2017 000s		12.7	13.7	14.9	31.2	31.2	35.1	44.2	49.3	36.3	27.0	17.8	17.5	331.0	3.7%	41.3	97.5	129.9	62.3	
2018 000s		12.4	13.2	14.2	29.8	31.0	34.5	42.6	48.9	34.4	26.7	17.4	17.0	322.2	-2.7%	39.8	95.3	126.0	61.1	
2019 000s		12.7	13.1	14.2	29.7	31.1	34.6	42.6	49.0	34.3	27.4	17.5	16.4	322.7	0.2%	40.0	95.4	126.0	61.4	
2020 000s		10.7	10.9	4.7	1.3	1.4	2.1	15.9	34.3	23.2	16.2	1.6	4.9	127.3	-60.6%	26.2	4.9	73.4	22.8	
2021 000s		5.4	5.8	7.3	14.6	16.4	25.8	33.8	41.6	29.0	23.9	14.7	13.0	231.4	81.9%	18.5	56.9	104.5	51.6	
2022 000s		9.8	11.1	12.3	26.0	26.0	29.5	37.0	40.3	29.0	23.4	15.5	14.9	275.0	18.8%	33.2	81.6	106.3	53.9	
2023 000s		10.7	11.6	12.4	26.8	26.5	30.2	36.6	41.1	30.0	23.3	15.2	15.3	279.8	1.7%	34.8	83.5	107.7	53.9	
2024 000s		11.2	11.0	12.0	24.7	26.1	28.6	35.4	39.9	28.4	22.8	14.8	14.8	269.6	-3.6%	34.1	79.4	103.8	52.3	
2025 000s		10.7	10.3	11.2	22.3	24.0	26.0	32.1	35.8	26.1	22.1	14.2	14.1	249.0	-7.6%	32.2	72.4	94.0	50.4	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total					
Serviced		000s	307.9	320.3	319.3	331.0	322.2	322.7	127.3	231.4	275.0	279.8	269.6	249.0	2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 Serviced 000sShare of Total %					
All Visitor Types		M	2.0	2.1	2.1	2.3	2.3	2.7	1.4	2.5	2.6	2.8	2.7	2.6						
Share of Total		%	15.1%	15.0%	14.9%	14.5%	14.2%	12.2%	9.1%	9.4%	10.5%	10.1%	10.0%	9.4%						
Annual Change in Share		%		-0.8%	-0.8%	-2.7%	-1.8%	-14.4%	-25.6%	3.9%	11.7%	-3.5%	-1.1%	-6.2%						
Change in Share from 2014		%		-0.8%	-1.6%	-4.3%	-6.0%	-19.6%	-40.2%	-37.8%	-30.6%	-33.0%	-33.7%	-37.8%						
Avg Ann. Change in Share		%		-0.8%	-0.8%	-1.4%	-1.5%	-3.9%	-6.7%	-5.4%	-3.8%	-3.7%	-3.4%	-3.4%						

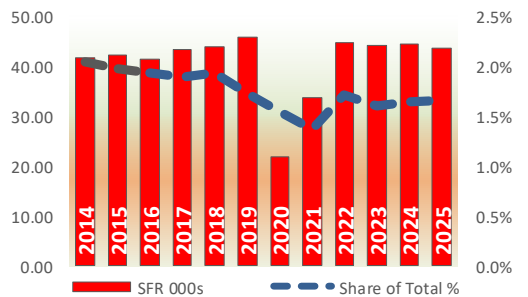
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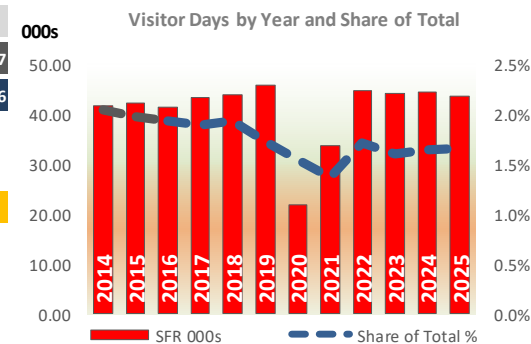
Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK										2014 to 2025			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		165.8%	103.9%	77.5%	67.6%	32.5%	28.9%	40.3%	36.4%	49.8%	78.7%	94.9%	151.8%		56.5%	107.0%	39.4%	41.8%	100.9%
% Change 2024 to 2025		-0.7%	3.4%	-12.3%	3.7%	-5.4%	-5.6%	-5.0%	-4.2%	-4.9%	-1.1%	-6.1%	-3.0%		-3.8%	-4.1%	-3.1%	-4.7%	-3.1%
Average Annual Change		15.1%	9.4%	7.0%	6.1%	3.0%	2.6%	3.7%	3.3%	4.5%	7.2%	8.6%	13.8%		5.1%	9.7%	3.6%	3.8%	9.2%
2014 000s		16.6	24.3	30.4	52.0	82.4	85.7	85.8	110.1	89.7	46.7	27.9	23.7	675.6	71.4	220.2	285.7	98.3	
2015 000s		17.2	25.1	31.6	54.0	85.9	88.8	89.0	114.8	93.8	48.7	29.1	24.7	702.6	4.0%	73.9	228.6	297.6	102.5
2016 000s		17.3	25.0	30.9	53.3	85.6	88.6	88.9	115.6	94.5	48.3	29.0	24.6	701.5	-0.1%	73.2	227.6	298.9	101.9
2017 000s		18.8	29.2	30.9	60.6	88.0	92.2	97.8	121.0	108.8	54.0	30.8	28.3	760.3	8.4%	78.8	240.8	327.5	113.1
2018 000s		19.3	30.1	31.8	57.8	91.9	93.8	98.7	123.4	108.9	55.4	33.0	30.7	774.9	1.9%	81.3	243.5	330.9	119.2
2019 000s		43.1	51.9	56.3	92.0	125.4	124.3	139.0	164.6	136.7	82.9	58.5	58.4	1,133.0	46.2%	151.3	341.6	440.3	199.8
2020 000s		38.8	33.3	19.9	4.0	4.7	4.7	90.6	136.3	142.2	72.7	6.3	32.3	585.8	-48.3%	92.1	13.4	369.1	111.2
2021 000s		26.3	24.8	31.0	57.5	107.5	134.2	139.7	166.6	168.8	98.2	59.4	56.2	1,070.1	82.7%	82.1	299.2	475.0	213.7
2022 000s		47.1	50.6	64.4	91.6	128.8	134.9	147.1	172.6	153.6	86.8	60.6	71.5	1,209.7	13.0%	162.2	355.3	473.3	218.9
2023 000s		48.4	54.0	60.4	92.8	122.2	116.7	123.2	153.8	145.8	89.8	60.1	63.7	1,130.9	-6.5%	162.8	331.7	422.8	213.6
2024 000s		44.5	48.0	61.6	84.1	115.4	117.0	126.8	156.8	141.5	84.4	58.0	61.4	1,099.5	-2.8%	154.1	316.5	425.1	203.8
2025 000s		44.2	49.6	54.0	87.2	109.2	110.5	120.4	150.2	134.5	83.5	54.4	59.6	1,057.3	-3.8%	147.8	306.9	405.1	197.5
VISITOR DAYS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total				
Non-Serviced 000s		000s	675.6	702.6	701.5	760.3	774.9	1,133.0	585.8	1,070.1	1,209.7	1,130.9	1,099.5	1,057.3					
All Visitor Types		M	2.0	2.1	2.1	2.3	2.3	2.7	1.4	2.5	2.6	2.8	2.7	2.6					
Share of Total		%	33.2%	32.9%	32.7%	33.2%	34.2%	42.7%	41.7%	43.5%	46.2%	41.0%	40.9%	39.9%					
Annual Change in Share		%		-0.9%	-0.6%	1.7%	2.8%	25.0%	-2.5%	4.4%	6.2%	-11.3%	-0.3%	-2.3%					
Change in Share from 2014		%		-0.9%	-1.5%	0.2%	3.0%	28.7%	25.5%	31.0%	39.2%	23.5%	23.2%	20.3%					
Avg Ann. Change in Share		%		-0.9%	-0.8%	0.1%	0.7%	5.7%	4.3%	4.4%	4.9%	2.6%	2.3%	1.8%					
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Report Prepared by: Cathy James. Date of Issue: 02/07/26																			

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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025	6.1%	9.1%	1.3%	4.4%	2.0%	1.8%	1.3%	-0.2%	4.0%	5.6%	11.6%	13.0%	4.9%	Annual Change	5.6%	3.1%	1.3%	10.9%	
% Change 2024 to 2025	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%		-1.4%	-1.4%	-1.4%	-1.4%	
Average Annual Change	0.6%	0.8%	0.1%	0.4%	0.2%	0.2%	0.1%	0.0%	0.4%	0.5%	1.1%	1.2%	0.4%		0.5%	0.3%	0.1%	1.0%	
2014 000s	6.1	2.0	2.3	5.1	3.5	2.6	4.2	4.5	2.3	2.3	1.8	5.1	41.6		1.5%	10.4	11.1	11.0	9.1
2015 000s	6.3	2.0	2.3	5.2	3.5	2.6	4.2	4.5	2.4	2.3	1.8	5.1	42.2	-2.1%	10.7	11.2	11.1	9.3	
2016 000s	6.1	2.0	2.3	5.0	3.4	2.5	4.1	4.4	2.3	2.3	1.8	5.1	41.4	4.4%	10.4	11.0	10.9	9.1	
2017 000s	6.3	2.2	2.3	5.3	3.5	2.6	4.2	4.4	2.5	2.4	1.9	5.6	43.2	1.5%	10.7	11.4	11.1	10.0	
2018 000s	6.4	2.2	2.3	5.3	3.5	2.6	4.2	4.5	2.5	2.4	2.0	5.8	43.8	4.5%	12.0	11.8	11.3	10.7	
2019 000s	7.2	2.3	2.5	5.5	3.6	2.6	4.3	4.5	2.4	2.5	2.1	6.1	45.8	-52.4%	8.7	0.3	8.3	4.4	
2020 000s	6.3	1.5	0.8	0.1	0.1	0.1	2.4	3.6	2.4	1.8	0.1	2.5	21.8	54.6%	3.7	8.5	11.6	9.8	
2021 000s	2.2	0.6	0.8	2.7	2.6	3.2	4.3	4.6	2.7	2.5	2.5	4.8	33.7	32.6%	11.2	11.7	11.4	10.4	
2022 000s	6.6	2.2	2.4	5.5	3.6	2.7	4.3	4.6	2.5	2.5	2.0	5.9	44.6	-0.9%	11.1	11.6	11.3	10.3	
2023 000s	6.6	2.2	2.3	5.4	3.6	2.6	4.3	4.5	2.5	2.4	2.0	5.8	44.2	0.1%	11.1	11.6	11.3	10.3	
2024 000s	6.6	2.2	2.3	5.4	3.6	2.6	4.3	4.5	2.5	2.4	2.0	5.8	44.3	-1.4%	10.9	11.5	11.1	10.1	
2025 000s	6.5	2.1	2.3	5.3	3.5	2.6	4.2	4.5	2.4	2.4	2.0	5.7	43.7						
VISITOR DAYS														SFR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s Visitor Days by Year and Share of Total					
SFR	000s	41.6	42.2	41.4	43.2	43.8	45.8	21.8	33.7	44.6	44.2	44.3	43.7						
All Visitor Types	M	2.0	2.1	2.1	2.3	2.3	2.7	1.4	2.5	2.6	2.8	2.7	2.6						
Share of Total	%	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%	1.5%	1.4%	1.7%	1.6%	1.6%	1.6%						
Annual Change in Share	%		-3.3%	-2.6%	-2.0%	2.3%	-10.7%	-10.2%	-11.7%	24.7%	-6.0%	2.7%	0.2%						
Change in Share from 2014	%		-3.3%	-5.7%	-7.6%	-5.4%	-15.6%	-24.2%	-33.1%	-16.6%	-21.6%	-19.4%	-19.3%						
Avg Ann. Change in Share	%		-3.3%	-2.9%	-2.5%	-1.4%	-3.1%	-4.0%	-4.7%	-2.1%	-2.4%	-1.9%	-1.8%						
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			STAYING VISITOR		VISITOR DAYS											
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER											
KEY		STAYING VISITOR																									
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change												
Less than 3% change		Q1			Q2			Q3			Q4																
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC														
% Change 2014 to 2025		73.2%	73.9%	46.9%	36.5%	14.8%	16.8%	12.7%	10.6%	30.8%	53.5%	76.1%	103.2%	31.7%	Annual Change	Q1	Q2	Q3	Q4								
% Change 2024 to 2025		-1.4%	1.6%	-11.1%	0.6%	-5.8%	-6.2%	-5.9%	-5.3%	-5.4%	-1.5%	-5.6%	-3.2%	-4.5%		-4.2%	-4.1%	-5.5%	-3.2%								
Average Annual Change		6.7%	6.7%	4.3%	3.3%	1.3%	1.5%	1.2%	1.0%	2.8%	4.9%	6.9%	9.4%	2.9%		5.7%	1.9%	1.5%	6.6%								
2014	000s	35.5	35.7	45.9	84.2	119.1	119.1	139.1	172.3	124.6	70.4	40.1	39.1	1,025.1		117.1	322.4	436.0	149.5								
2015	000s	37.8	38.5	49.7	86.9	123.3	124.2	144.4	175.0	130.0	73.0	41.7	40.5	1,065.1	3.9%	126.0	334.4	449.4	155.3								
2016	000s	37.0	38.7	48.2	85.8	121.8	123.5	144.9	176.7	131.2	72.6	41.4	40.4	1,062.2	-0.3%	123.9	331.1	452.7	154.4								
2017	000s	37.7	45.0	48.1	97.1	122.6	129.9	146.2	174.8	147.5	83.4	50.5	51.5	1,134.5	6.8%	130.9	349.7	468.5	185.4								
2018	000s	38.1	45.6	48.4	92.8	126.5	130.9	145.6	176.8	145.8	84.6	52.4	53.5	1,140.9	0.6%	132.0	350.2	468.2	190.4								
2019	000s	63.0	67.3	73.0	127.2	160.1	161.5	185.9	218.1	173.5	112.8	78.2	81.0	1,501.5	31.6%	203.3	448.8	577.5	271.9								
2020	000s	55.9	45.7	25.4	5.4	6.2	7.0	108.8	174.2	167.8	90.7	8.0	39.7	734.8	-51.1%	127.1	18.6	450.8	138.4								
2021	000s	33.9	31.2	39.1	74.8	126.5	163.3	177.8	212.8	200.5	124.5	76.6	74.1	1,335.2	81.7%	104.3	364.6	591.1	275.2								
2022	000s	63.5	63.9	79.1	123.1	158.4	167.1	188.4	217.4	185.2	112.7	78.2	92.3	1,529.3	14.5%	206.5	448.6	591.0	283.2								
2023	000s	65.7	67.8	75.2	125.1	152.3	149.4	164.1	199.3	178.3	115.5	77.4	84.8	1,455.0	-4.9%	208.6	426.8	541.8	277.8								
2024	000s	62.3	61.1	75.9	114.2	145.1	148.3	166.6	201.2	172.3	109.6	74.8	82.0	1,413.4	-2.9%	199.3	407.5	540.1	266.4								
2025	000s	61.4	62.1	67.5	114.9	136.7	139.1	156.8	190.5	163.0	108.0	70.6	79.4	1,350.0	-4.5%	191.0	390.7	510.3	258.0								
VISITOR DAYS														STAYING VISITOR													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total												
Staying Visitor		000s	1,025.1	1,065.1	1,062.2	1,134.5	1,140.9	1,501.5	734.8	1,335.2	1,529.3	1,455.0	1,413.4	1,350.0		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
All Visitor Types		M	2.0	2.1	2.1	2.3	2.3	2.7	1.4	2.5	2.6	2.8	2.7	2.6													
Share of Total		%	50.4%	49.9%	49.5%	49.6%	50.3%	56.6%	52.3%	54.3%	58.4%	52.7%	52.5%	51.0%													
Annual Change in Share		%		-1.0%	-0.8%	0.3%	1.4%	12.5%	-7.7%	3.8%	7.6%	-9.7%	-0.4%	-2.9%													
Change in Share from 2014		%		-1.0%	-1.7%	-1.5%	-0.1%	12.4%	3.8%	7.8%	16.0%	4.7%	4.3%	1.3%													
Avg Ann. Change in Share		%		-1.0%	-0.9%	-0.5%	0.0%	2.5%	0.6%	1.1%	2.0%	0.5%	0.4%	0.1%													

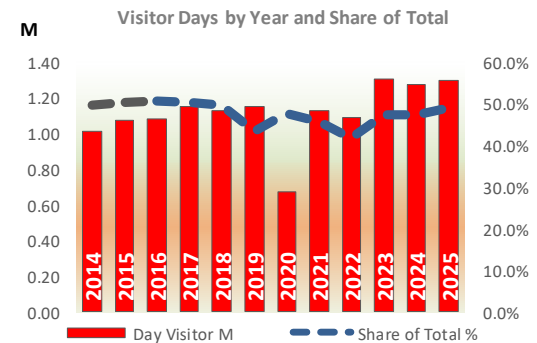
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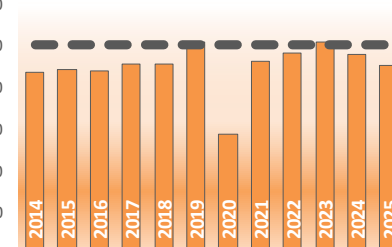
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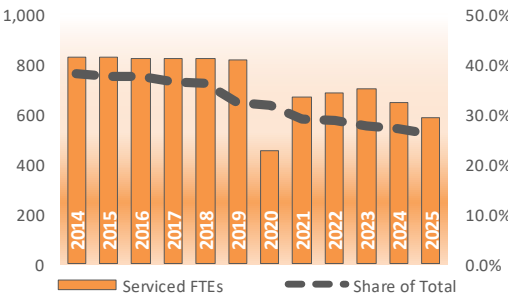
STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		20.4%	14.8%	43.3%	24.2%	49.1%	24.9%	36.0%	52.0%	10.4%	44.4%	-23.0%	-14.1%	28.4%	Annual Change	28.0%	32.7%	31.0%	8.8%
% Change 2024 to 2025		19.9%	-14.1%	20.8%	8.3%	7.1%	-1.5%	0.4%	-1.7%	-2.0%	0.8%	-1.2%	22.3%	1.6%		5.6%	4.7%	-1.2%	4.6%
Average Annual Change		1.9%	1.3%	3.9%	2.2%	4.5%	2.3%	3.3%	4.7%	0.9%	4.0%	-2.1%	-1.3%	2.6%		2.5%	3.0%	2.8%	0.8%
2014	M	0.008	0.017	0.019	0.111	0.107	0.105	0.135	0.168	0.204	0.059	0.038	0.040	1.011		0.043	0.324	0.507	0.137
2015	M	0.008	0.019	0.020	0.104	0.112	0.115	0.157	0.173	0.217	0.069	0.034	0.043	1.071	6.0%	0.047	0.330	0.547	0.146
2016	M	0.008	0.020	0.026	0.096	0.112	0.137	0.149	0.176	0.209	0.073	0.035	0.042	1.084	1.2%	0.054	0.345	0.535	0.150
2017	M	0.009	0.019	0.018	0.117	0.134	0.129	0.149	0.211	0.218	0.072	0.035	0.041	1.152	6.3%	0.046	0.380	0.578	0.148
2018	M	0.009	0.018	0.017	0.113	0.131	0.126	0.145	0.208	0.214	0.070	0.034	0.041	1.127	-2.2%	0.044	0.370	0.567	0.145
2019	M	0.009	0.019	0.018	0.118	0.133	0.128	0.152	0.209	0.218	0.070	0.036	0.041	1.152	2.2%	0.046	0.379	0.579	0.148
2020	M	0.008	0.013	0.010	0.000	0.002	0.034	0.101	0.169	0.242	0.068	0.001	0.023	0.671	-41.7%	0.030	0.036	0.512	0.092
2021	M	0.004	0.007	0.008	0.063	0.094	0.187	0.165	0.223	0.223	0.067	0.054	0.033	1.126	67.7%	0.018	0.343	0.611	0.154
2022	M	0.008	0.016	0.022	0.110	0.097	0.137	0.115	0.215	0.238	0.056	0.044	0.032	1.089	-3.2%	0.046	0.344	0.568	0.131
2023	M	0.006	0.020	0.020	0.115	0.122	0.191	0.153	0.297	0.247	0.060	0.033	0.042	1.305	19.8%	0.046	0.427	0.697	0.134
2024	M	0.008	0.023	0.022	0.128	0.149	0.133	0.183	0.259	0.230	0.085	0.029	0.028	1.277	-2.1%	0.053	0.410	0.672	0.143
2025	M	0.009	0.019	0.027	0.138	0.159	0.131	0.183	0.255	0.225	0.086	0.029	0.034	1.298	1.6%	0.056	0.429	0.663	0.149
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor Days by Year and Share of Total					
Day Visitor	M	1.011	1.071	1.084	1.152	1.127	1.152	0.671	1.126	1.089	1.305	1.277	1.298						
All Visitor Types	M	2.036	2.136	2.147	2.287	2.267	2.653	1.406	2.461	2.619	2.760	2.690	2.647						
Share of Total	%	49.6%	50.1%	50.5%	50.4%	49.7%	43.4%	47.7%	45.7%	41.6%	47.3%	47.5%	49.0%						
Annual Change in Share	%		1.0%	0.8%	-0.3%	-1.4%	-12.6%	10.0%	-4.2%	-9.1%	13.7%	0.4%	3.3%						
Change in Share from 2014	%		1.0%	1.7%	1.5%	0.1%	-12.6%	-3.8%	-7.9%	-16.2%	-4.8%	-4.4%	-1.3%						
Avg Ann. Change in Share	%		1.0%	0.9%	0.5%	0.0%	-2.5%	-0.6%	-1.1%	-2.0%	-0.5%	-0.4%	-0.1%						
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2025

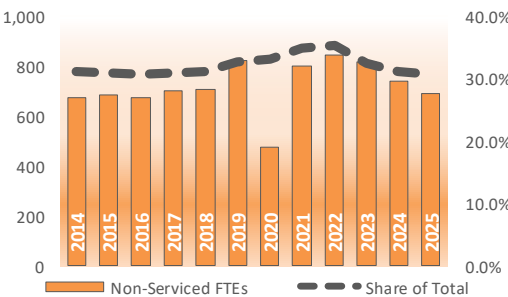
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			TOTAL		TOTAL EMPLOYMENT				
EXMOOR NATIONAL PARK																				
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 2014 to 2025		-2.3%	-2.5%	-5.3%	4.5%	6.4%	1.7%	5.0%	11.1%	4.7%	8.0%	-4.9%	3.8%	3.7%	Annual Change	-3.4%	4.2%	7.1%	2.7%	
% Change 2024 to 2025		-3.8%	-5.6%	-8.3%	-1.8%	-4.4%	-7.3%	-5.9%	-6.3%	-6.2%	-4.5%	-7.0%	-4.2%	-5.5%		-6.0%	-4.6%	-6.1%	-5.1%	
Average Annual Change		-0.2%	-0.2%	-0.5%	0.4%	0.6%	0.2%	0.5%	1.0%	0.4%	0.7%	-0.4%	0.3%	0.3%		-0.3%	0.4%	0.6%	0.2%	
2014	FTEs	1,306	1,375	1,539	2,331	2,552	2,537	2,926	3,348	3,100	1,947	1,548	1,485	2,166	1.9%	1,407	2,473	3,125	1,660	
2015	FTEs	1,323	1,406	1,573	2,297	2,591	2,608	3,067	3,372	3,183	2,006	1,540	1,507	2,206		1,434	2,499	3,207	1,685	
2016	FTEs	1,305	1,403	1,573	2,226	2,553	2,695	3,005	3,375	3,123	2,003	1,530	1,491	2,190		-0.7%	1,427	2,491	3,168	1,675
2017	FTEs	1,308	1,438	1,533	2,422	2,681	2,710	3,008	3,571	3,284	2,078	1,601	1,569	2,267		3.5%	1,426	2,604	3,288	1,750
2018	FTEs	1,308	1,439	1,534	2,387	2,705	2,717	3,009	3,630	3,274	2,085	1,612	1,583	2,274	0.3%	1,427	2,603	3,304	1,760	
2019	FTEs	1,521	1,618	1,742	2,679	2,982	2,972	3,358	3,958	3,506	2,316	1,821	1,818	2,524	11.0%	1,627	2,878	3,607	1,985	
2020	FTEs	1,299	1,239	900	195	210	443	2,337	3,374	3,723	2,047	310	1,078	1,430	-43.4%	1,146	283	3,145	1,145	
2021	FTEs	1,184	1,198	1,349	1,877	2,372	3,104	3,183	3,818	3,869	2,302	1,775	1,601	2,303	61.1%	1,244	2,451	3,623	1,893	
2022	FTEs	1,395	1,458	1,669	2,463	2,621	2,908	3,088	3,934	3,657	2,102	1,740	1,736	2,397	4.1%	1,507	2,664	3,559	1,859	
2023	FTEs	1,441	1,556	1,685	2,615	2,847	3,221	3,188	4,268	3,727	2,231	1,751	1,811	2,529	5.5%	1,561	2,895	3,728	1,931	
2024	FTEs	1,326	1,420	1,590	2,480	2,839	2,781	3,264	3,971	3,459	2,201	1,581	1,608	2,377	-6.0%	1,445	2,700	3,565	1,797	
2025	FTEs	1,276	1,341	1,458	2,436	2,714	2,579	3,072	3,720	3,245	2,103	1,471	1,541	2,246	-5.5%	1,358	2,576	3,346	1,705	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Total	FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246	3,000						
Total Employment	FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246							
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 2014	%																			
Avg Ann. Change in Share	%																			
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STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025	-30.0%	-28.6%	-30.1%	-29.0%	-30.8%	-28.3%	-32.5%	-33.8%	-29.1%	-26.3%	-25.3%	-25.7%	-29.4%	Annual Change	-29.6%	-29.4%	-31.9%	-25.8%	
% Change 2024 to 2025	-9.0%	-9.7%	-9.5%	-10.0%	-9.7%	-9.9%	-10.1%	-10.6%	-8.9%	-7.7%	-8.3%	-8.5%	-9.4%		-9.4%	-9.8%	-9.9%	-8.1%	
Average Annual Change	-2.7%	-2.6%	-2.7%	-2.6%	-2.8%	-2.6%	-3.0%	-3.1%	-2.6%	-2.4%	-2.3%	-2.3%	-2.7%		-2.7%	-2.7%	-2.9%	-2.3%	
2014 FTEs	687	697	771	858	896	882	991	1,045	892	826	719	657	827		0.3%	718	879	976	734
2015 FTEs	693	708	783	858	895	889	997	1,026	895	826	723	658	829		-0.7%	728	881	972	736
2016 FTEs	685	707	773	849	881	879	993	1,027	891	819	719	655	823	0.1%	721	870	970	731	
2017 FTEs	676	711	769	868	870	893	946	981	895	841	754	690	824	-0.3%	718	877	941	762	
2018 FTEs	673	708	766	863	872	892	941	986	887	841	752	686	822	-0.6%	715	876	938	760	
2019 FTEs	673	705	762	857	867	887	935	981	882	841	743	674	817	-44.6%	713	871	933	753	
2020 FTEs	567	575	437	99	100	142	670	838	764	685	152	401	452	48.1%	526	114	757	413	
2021 FTEs	540	567	620	663	675	728	773	821	742	713	633	567	670	2.5%	576	688	779	638	
2022 FTEs	558	591	642	725	726	746	790	809	740	707	633	574	687	2.1%	597	732	779	638	
2023 FTEs	571	601	650	743	743	765	805	835	760	719	640	585	701	-8.1%	607	750	800	648	
2024 FTEs	528	551	595	676	687	702	744	774	694	659	586	533	644	-9.4%	558	688	737	593	
2025 FTEs	481	498	539	609	621	632	669	692	633	609	537	488	584		506	621	665	545	
EMPLOYMENT													SERVICED ACCOMMODATION						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Serviced	FTEs	827	829	823	824	822	817	452	670	687	701	644	584						
Total Employment	FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246						
Share of Total	%	38.2%	37.6%	37.6%	36.4%	36.2%	32.4%	31.6%	29.1%	28.6%	27.7%	27.1%	26.0%						
Annual Change in Share	%		-1.6%	0.0%	-3.2%	-0.6%	-10.4%	-2.3%	-8.0%	-1.6%	-3.2%	-2.3%	-4.1%						
Change in Share from 2014	%		-1.6%	-1.5%	-4.7%	-5.3%	-15.2%	-17.1%	-23.8%	-25.0%	-27.4%	-29.0%	-31.9%						
Avg Ann. Change in Share	%		-1.6%	-0.8%	-1.6%	-1.3%	-3.0%	-2.9%	-3.4%	-3.1%	-3.0%	-2.9%	-2.9%						

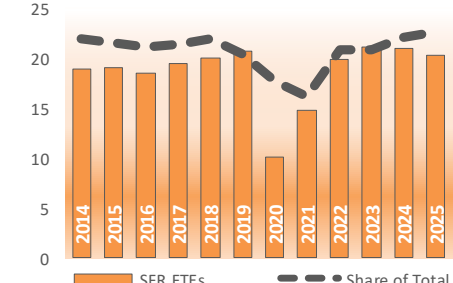
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Report Prepared by: Cathy James. Date of Issue: 02/07/25

STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			NON-SERVICED		DIRECT EMPLOYMENT				
EXMOOR NATIONAL PARK																				
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 2014 to 2025		-0.5%	-1.8%	-4.4%	3.9%	-1.2%	-2.1%	3.2%	5.4%	9.0%	5.0%	-1.8%	6.7%	2.1%	Annual Change	-2.3%	0.0%	5.8%	3.4%	
% Change 2024 to 2025		-6.5%	-4.8%	-11.2%	-3.5%	-7.9%	-7.9%	-7.6%	-6.8%	-7.5%	-6.0%	-8.7%	-7.3%	-7.2%		-7.7%	-6.6%	-7.3%	-7.2%	
Average Annual Change		0.0%	-0.2%	-0.4%	0.4%	-0.1%	-0.2%	0.3%	0.5%	0.8%	0.5%	-0.2%	0.6%	0.2%		-0.2%	0.0%	0.5%	0.3%	
2014	FTEs	464	494	551	665	816	830	824	940	846	631	527	500	674	1.2%	503	771	870	553	
2015	FTEs	467	497	556	672	829	841	835	957	861	638	532	504	682		507	781	884	558	
2016	FTEs	460	490	543	659	816	828	823	947	852	626	523	496	672		-1.5%	498	768	874	549
2017	FTEs	467	509	546	693	831	848	867	1,005	920	653	533	514	699		4.0%	507	791	930	567
2018	FTEs	468	514	551	682	852	859	874	1,044	925	660	543	525	708		1.3%	511	798	948	576
2019	FTEs	560	597	645	818	984	977	1,033	1,202	1,031	767	641	633	824		16.4%	601	926	1,089	680
2020	FTEs	484	451	332	74	77	102	764	1,026	1,168	683	117	393	473		-42.6%	423	84	986	398
2021	FTEs	469	464	516	635	860	975	990	1,185	1,462	868	611	591	802		69.7%	483	824	1,212	690
2022	FTEs	549	564	648	785	966	990	1,092	1,326	1,182	752	621	657	844		5.2%	587	914	1,200	676
2023	FTEs	572	597	653	820	975	948	970	1,119	1,084	794	640	648	818		-3.1%	607	914	1,058	694
2024	FTEs	493	510	594	716	875	883	920	1,063	997	705	567	576	742	-9.4%	532	825	993	616	
2025	FTEs	462	485	527	691	807	813	850	991	922	663	517	534	689	-7.2%	491	770	921	571	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Non-Serviced		FTEs	674	682	672	699	708	824	473	802	844	818	742	689						
Total Employment		FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246						
Share of Total		%	31.1%	30.9%	30.7%	30.8%	31.1%	32.6%	33.1%	34.8%	35.2%	32.4%	31.2%	30.6%						
Annual Change in Share		%		-0.6%	-0.8%	0.5%	1.0%	4.8%	1.3%	5.4%	1.1%	-8.1%	-3.6%	-1.8%						
Change in Share from 2014		%		-0.6%	-1.4%	-1.0%	0.1%	4.9%	6.2%	11.9%	13.2%	4.0%	0.3%	-1.5%						
Avg Ann. Change in Share		%		-0.6%	-0.7%	-0.3%	0.0%	1.0%	1.0%	1.7%	1.6%	0.4%	0.0%	-0.1%						

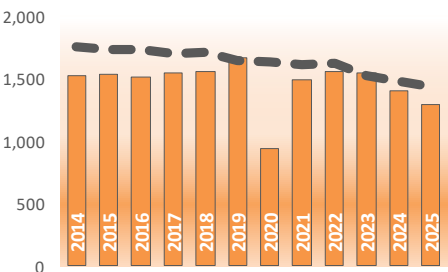
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			SFR	DIRECT EMPLOYMENT				
EXMOOR NATIONAL PARK																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		8.1%	11.1%	3.3%	6.4%	3.9%	3.7%	3.2%	1.7%	6.0%	7.6%	13.7%	15.2%	6.9%	Annual Change	7.6%	5.0%	3.2%	13.0%
% Change 2024 to 2025		-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%		-3.5%	-3.5%	-3.5%	-3.5%
Average Annual Change		0.7%	1.0%	0.3%	0.6%	0.4%	0.3%	0.3%	0.2%	0.5%	0.7%	1.2%	1.4%	0.6%		0.7%	0.5%	0.3%	1.2%
2014 FTEs		33	11	12	28	19	14	23	24	13	12	10	28	19		19	20	20	17
2015 FTEs		34	11	13	28	19	14	23	24	13	12	10	28	19	0.2%	19	20	20	17
2016 FTEs		33	11	12	27	18	14	22	24	13	12	9	27	18	-2.9%	19	20	19	16
2017 FTEs		34	12	12	29	19	14	23	24	13	13	10	30	19	5.2%	19	20	20	18
2018 FTEs		35	12	13	29	19	14	23	25	14	13	11	31	20	3.0%	20	21	21	19
2019 FTEs		39	12	14	30	19	14	23	24	13	13	11	33	21	3.2%	22	21	20	19
2020 FTEs		34	8	5	1	0	0	13	20	14	11	1	14	10	-51.1%	16	1	16	8
2021 FTEs		12	4	5	14	14	17	23	24	14	13	13	25	15	47.0%	7	15	20	17
2022 FTEs		36	12	13	29	19	14	23	24	13	13	11	31	20	34.5%	20	21	20	19
2023 FTEs		38	12	13	31	20	15	25	26	14	14	12	33	21	5.9%	21	22	22	20
2024 FTEs		37	12	13	31	20	15	24	26	14	14	12	33	21	-0.5%	21	22	21	20
2025 FTEs		36	12	13	30	20	14	24	25	14	13	11	32	20	-3.5%	20	21	21	19
EMPLOYMENT														SFR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)					
SFR FTEs		19	19	18	19	20	21	10	15	20	21	21	20						
Total Employment FTEs		2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246						
Share of Total %		0.9%	0.9%	0.8%	0.9%	0.9%	0.8%	0.7%	0.6%	0.8%	0.8%	0.9%	0.9%						
Annual Change in Share %			-1.6%	-2.1%	1.6%	2.7%	-7.0%	-13.7%	-8.7%	29.2%	0.4%	5.9%	2.1%						
Change in Share from 2014 %			-1.6%	-3.7%	-2.2%	0.4%	-6.6%	-19.4%	-26.5%	-5.0%	-4.6%	1.0%	3.1%						
Avg Ann. Change in Share %			-1.6%	-1.9%	-0.7%	0.1%	-1.3%	-3.2%	-3.8%	-0.6%	-0.5%	0.1%	0.3%						

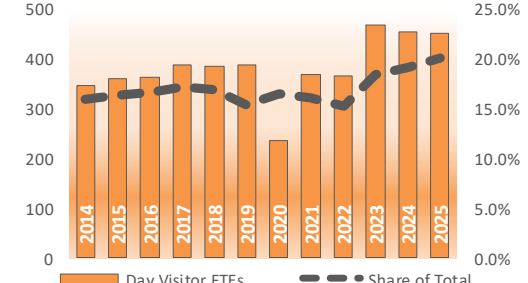
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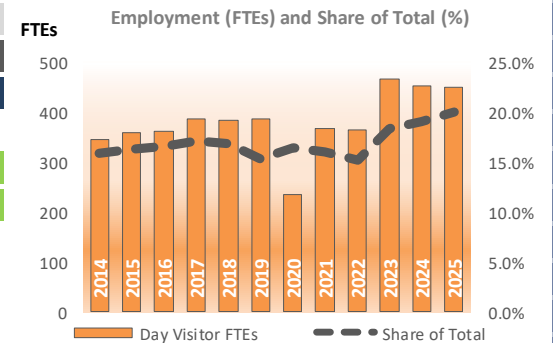
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			STAYING VISITOR		DIRECT EMPLOYMENT				
EXMOOR NATIONAL PARK																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025		-17.4%	-17.2%	-19.2%	-14.3%	-16.4%	-15.4%	-16.0%	-15.1%	-10.5%	-12.6%	-15.1%	-11.1%	-15.0%	Annual Change	-18.0%	-15.4%	-13.9%	-12.9%	
% Change 2024 to 2025		-7.6%	-7.3%	-10.2%	-6.6%	-8.6%	-8.7%	-8.6%	-8.4%	-8.0%	-6.8%	-8.5%	-7.8%	-8.1%		-8.5%	-8.0%	-8.3%	-7.6%	
Average Annual Change		-1.6%	-1.6%	-1.7%	-1.3%	-1.5%	-1.4%	-1.5%	-1.4%	-1.0%	-1.1%	-1.4%	-1.0%	-1.4%		-1.6%	-1.4%	-1.3%	-1.2%	
2014	FTEs	1,184	1,202	1,335	1,551	1,731	1,727	1,838	2,010	1,751	1,469	1,256	1,185	1,520			1,240	1,670	1,867	1,303
2015	FTEs	1,194	1,216	1,352	1,558	1,743	1,744	1,855	2,006	1,769	1,476	1,264	1,190	1,531	0.7%	1,254	1,682	1,876	1,310	
2016	FTEs	1,177	1,207	1,328	1,535	1,716	1,721	1,838	1,998	1,756	1,457	1,251	1,179	1,514	-1.1%	1,238	1,657	1,864	1,296	
2017	FTEs	1,176	1,231	1,327	1,590	1,719	1,755	1,836	2,009	1,829	1,507	1,297	1,234	1,543	1.9%	1,245	1,688	1,891	1,346	
2018	FTEs	1,175	1,234	1,329	1,574	1,743	1,766	1,838	2,054	1,826	1,514	1,306	1,243	1,550	0.5%	1,246	1,694	1,906	1,355	
2019	FTEs	1,272	1,315	1,420	1,705	1,870	1,879	1,991	2,208	1,927	1,622	1,396	1,340	1,662	7.2%	1,335	1,818	2,042	1,453	
2020	FTEs	1,085	1,035	774	174	178	244	1,447	1,884	1,945	1,379	270	808	935	-43.7%	965	199	1,759	819	
2021	FTEs	1,022	1,035	1,141	1,311	1,549	1,720	1,786	2,030	2,218	1,594	1,257	1,183	1,487	59.0%	1,066	1,527	2,011	1,344	
2022	FTEs	1,143	1,167	1,303	1,538	1,711	1,751	1,905	2,159	1,935	1,472	1,265	1,263	1,551	4.3%	1,204	1,667	2,000	1,333	
2023	FTEs	1,180	1,211	1,316	1,593	1,738	1,728	1,799	1,980	1,858	1,526	1,292	1,266	1,541	-0.7%	1,236	1,686	1,879	1,361	
2024	FTEs	1,059	1,073	1,202	1,423	1,583	1,600	1,689	1,863	1,705	1,378	1,164	1,142	1,407	-8.7%	1,112	1,535	1,752	1,228	
2025	FTEs	978	995	1,079	1,330	1,447	1,460	1,543	1,707	1,568	1,285	1,066	1,054	1,293	-8.1%	1,017	1,412	1,606	1,135	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Staying Visitor		FTEs	1,520	1,531	1,514	1,543	1,550	1,662	935	1,487	1,551	1,541	1,407	1,293						
Total Employment		FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246						
Share of Total		%	70.2%	69.4%	69.1%	68.0%	68.2%	65.8%	65.4%	64.6%	64.7%	60.9%	59.2%	57.5%						
Annual Change in Share		%		-1.1%	-0.4%	-1.5%	0.2%	-3.4%	-0.7%	-1.3%	0.2%	-5.8%	-2.9%	-2.8%						
Change in Share from 2014		%		-1.1%	-1.5%	-3.0%	-2.8%	-6.2%	-6.8%	-8.0%	-7.8%	-13.2%	-15.7%	-18.0%						
Avg Ann. Change in Share		%		-1.1%	-0.8%	-1.0%	-0.7%	-1.2%	-1.1%	-1.1%	-1.0%	-1.5%	-1.6%	-1.6%						

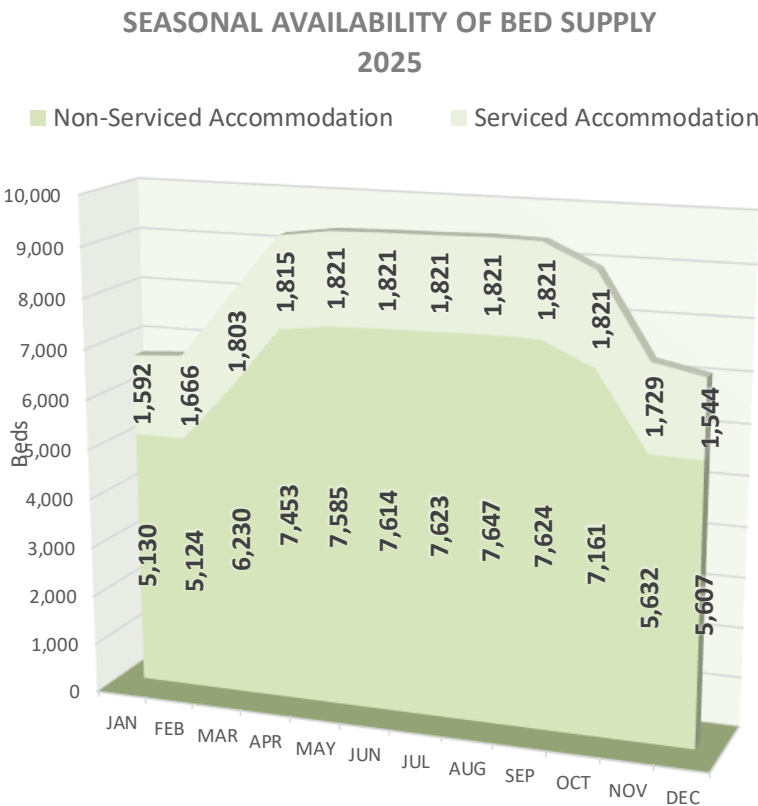
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		22.7%	17.0%	46.0%	26.5%	51.9%	27.3%	38.6%	54.9%	12.5%	47.2%	-21.6%	-12.5%		30.8%	30.5%	35.2%	33.5%	10.9%
% Change 2024 to 2025		17.3%	-16.0%	18.3%	6.0%	4.8%	-3.6%	-1.7%	-3.8%	-4.1%	-1.4%	-3.3%	19.7%		-0.6%	3.4%	2.4%	-3.3%	2.4%
Average Annual Change		2.1%	1.5%	4.2%	2.4%	4.7%	2.5%	3.5%	5.0%	1.1%	4.3%	-2.0%	-1.1%		2.8%	2.8%	3.2%	3.0%	1.0%
2014 FTEs		32	69	76	455	436	430	551	684	833	242	154	164		344	59	440	689	187
2015 FTEs		33	76	81	419	450	462	633	698	874	277	138	174	360	4.6%	64	444	735	196
2016 FTEs		33	80	103	384	447	548	598	704	837	291	141	170	361	0.5%	72	460	713	201
2017 FTEs		35	76	73	471	540	520	600	851	877	289	141	166	387	7.0%	61	510	776	199
2018 FTEs		35	75	71	463	534	515	594	850	874	286	139	166	384	-0.8%	60	504	773	197
2019 FTEs		38	76	74	477	538	515	613	845	879	284	145	167	387	1.0%	62	510	779	199
2020 FTEs		32	51	39	1	8	136	417	713	1,022	288	6	97	234	-39.5%	41	48	717	130
2021 FTEs		16	27	31	245	368	732	645	876	873	262	213	129	368	57.2%	25	448	798	201
2022 FTEs		32	63	88	440	387	547	459	861	953	222	174	129	363	-1.4%	61	458	758	175
2023 FTEs		25	87	86	491	521	815	654	1,270	1,055	255	140	179	465	28.0%	66	609	993	192
2024 FTEs		33	96	94	543	632	567	776	1,102	976	362	125	120	452	-2.7%	75	581	951	202
2025 FTEs		39	81	111	575	663	547	763	1,060	937	357	121	143	450	-0.6%	77	595	920	207
EMPLOYMENT														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)					
Day Visitor		FTEs	344	360	361	387	384	387	234	368	363	465	452	450					
Total Employment		FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246					
Share of Total		%	15.9%	16.3%	16.5%	17.1%	16.9%	15.3%	16.4%	16.0%	15.1%	18.4%	19.0%	20.0%					
Annual Change in Share		%		2.7%	1.2%	3.4%	-1.1%	-9.0%	6.7%	-2.4%	-5.2%	21.4%	3.5%	5.2%					
Change in Share from 2014		%		2.7%	3.9%	7.4%	6.3%	-3.3%	3.2%	0.7%	-4.6%	15.8%	19.9%	26.1%					
Avg Ann. Change in Share		%		2.7%	2.0%	2.5%	1.6%	-0.7%	0.5%	0.1%	-0.6%	1.8%	2.0%	2.4%					
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Report Prepared by: Cathy James. Date of Issue: 02/07/26																			



STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK						2025		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																																					
SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014																																																										
	Est.	Beds	Est.	Beds	Est.	Beds																																																									
	Served Accommodation Total		117	1,821	-20	-154	-84	-761																																																							
	+50 Room		1	115	0	0	0	-4																																																							
	11-50 Room		18	630	+1	+22	-3	-119																																																							
<10 Room		98	1,076	-21	-176	-81	-638																																																								
									SEASONAL AVAILABILITY OF BED SUPPLY 2025 ■ Non-Serviced Accommodation ■ Served Accommodation <table><thead><tr><th>Month</th><th>Non-Serviced Accommodation</th><th>Served Accommodation</th><th>Total</th></tr></thead><tbody><tr><td>JAN</td><td>5,130</td><td>1,592</td><td>6,722</td></tr><tr><td>FEB</td><td>5,124</td><td>1,666</td><td>6,790</td></tr><tr><td>MAR</td><td>6,230</td><td>1,803</td><td>8,033</td></tr><tr><td>APR</td><td>7,453</td><td>1,815</td><td>9,268</td></tr><tr><td>MAY</td><td>7,585</td><td>1,821</td><td>9,406</td></tr><tr><td>JUN</td><td>7,614</td><td>1,821</td><td>9,435</td></tr><tr><td>JUL</td><td>7,623</td><td>1,821</td><td>9,444</td></tr><tr><td>AUG</td><td>7,647</td><td>1,821</td><td>9,468</td></tr><tr><td>SEP</td><td>7,624</td><td>1,821</td><td>9,445</td></tr><tr><td>OCT</td><td>7,161</td><td>1,821</td><td>8,982</td></tr><tr><td>NOV</td><td>5,632</td><td>1,729</td><td>7,360</td></tr><tr><td>DEC</td><td>5,607</td><td>1,544</td><td>7,151</td></tr></tbody></table>			Month	Non-Serviced Accommodation	Served Accommodation	Total	JAN	5,130	1,592	6,722	FEB	5,124	1,666	6,790	MAR	6,230	1,803	8,033	APR	7,453	1,815	9,268	MAY	7,585	1,821	9,406	JUN	7,614	1,821	9,435	JUL	7,623	1,821	9,444	AUG	7,647	1,821	9,468	SEP	7,624	1,821	9,445	OCT	7,161	1,821	8,982	NOV	5,632	1,729	7,360	DEC	5,607	1,544	7,151
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NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014																																																										
Est.	Beds	Est.	Beds	Est.	Beds																																																										
Non-Serviced Accommodation Total		203	7,682	-20	+65	-84	+2,658																																																								
Self catering		179	1,558	-19	-70	-82	-238																																																								
Static caravans/chalets		0	328	0	+8	0	+36																																																								
Touring caravans/camping		20	2,967	0	+192	-1	+213																																																								
Youth Hostels		4	127	-1	-32	-1	-55																																																								
Short term lets		0	2,702	0	-33																																																										
									SEASONAL AVAILABILITY OF BED SUPPLY 2025 <table><thead><tr><th></th><th>JAN</th><th>FEB</th><th>MAR</th><th>APR</th><th>MAY</th><th>JUN</th><th>JUL</th><th>AUG</th><th>SEP</th><th>OCT</th><th>NOV</th><th>DEC</th></tr></thead><tbody><tr><td>All Paid Accommodation Total</td><td>6,722</td><td>6,790</td><td>8,033</td><td>9,268</td><td>9,406</td><td>9,435</td><td>9,444</td><td>9,468</td><td>9,445</td><td>8,982</td><td>7,360</td><td>7,151</td></tr><tr><td>Serviced Accommodation</td><td>1,592</td><td>1,666</td><td>1,803</td><td>1,815</td><td>1,821</td><td>1,821</td><td>1,821</td><td>1,821</td><td>1,821</td><td>1,821</td><td>1,729</td><td>1,544</td></tr><tr><td>Non-Serviced Accommodation</td><td>5,130</td><td>5,124</td><td>6,230</td><td>7,453</td><td>7,585</td><td>7,614</td><td>7,623</td><td>7,647</td><td>7,624</td><td>7,161</td><td>5,632</td><td>5,607</td></tr></tbody></table>				JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	All Paid Accommodation Total	6,722	6,790	8,033	9,268	9,406	9,435	9,444	9,468	9,445	8,982	7,360	7,151	Serviced Accommodation	1,592	1,666	1,803	1,815	1,821	1,821	1,821	1,821	1,821	1,821	1,729	1,544	Non-Serviced Accommodation	5,130	5,124	6,230	7,453	7,585	7,614	7,623	7,647	7,624	7,161	5,632	5,607
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DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014																																																										
Est.	Beds	Est.	Beds	Est.	Beds																																																										
All Paid Accommodation Total		320	9,503	-40	-89	-168	+1,897																																																								
Served Accommodation Share of Total		37%	19%																																																												
Non-Serviced Accommodation Share of Total		63%	81%																																																												



Report Sections With Historic Financial Data Indexed to 2025 Prices

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

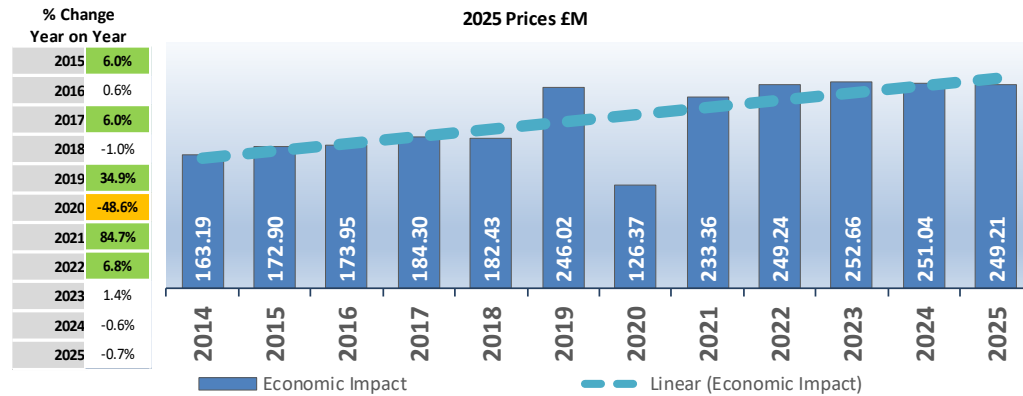
Indexation: Indexation to: 2025

2014	<i>1.55</i>
2015	<i>1.53</i>
2016	<i>1.51</i>
2017	<i>1.48</i>
2018	<i>1.42</i>
2019	<i>1.38</i>
2020	<i>1.35</i>
2021	<i>1.33</i>
2022	<i>1.23</i>
2023	<i>1.09</i>
2024	<i>1.04</i>
2025	<i>1.00</i>



STEAM REPORT FOR 2014-2025 - FINAL
EXMOOR NATIONAL PARK

Economic Impact - Indexed - Total

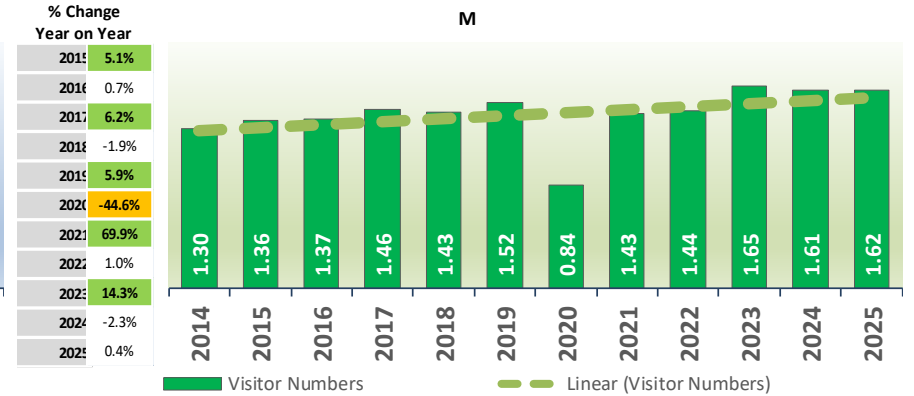


2014 to 2025
2025 Prices

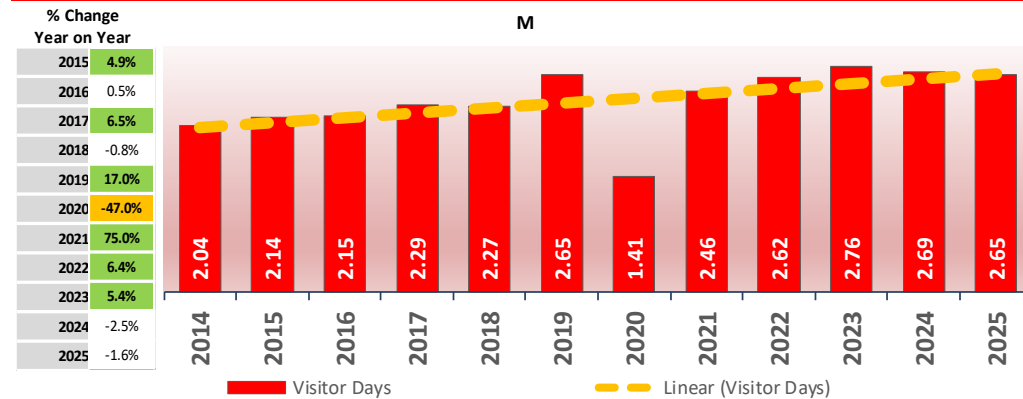
TOTAL

KEY MEASURES
Indexed

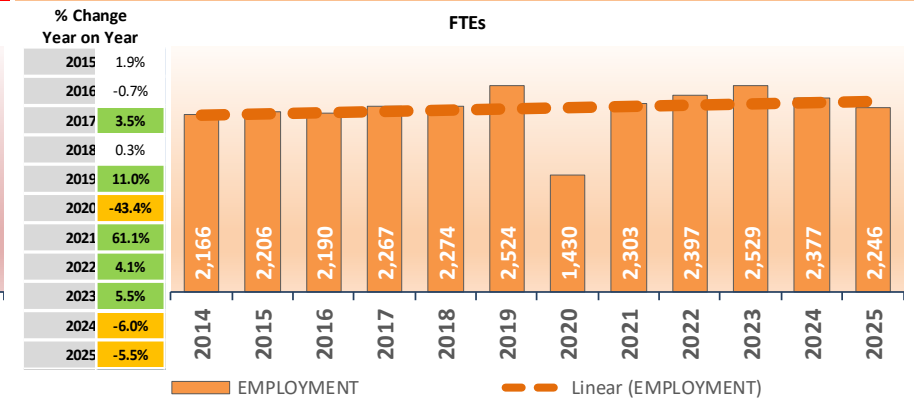
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.0%	6.6%	12.9%	11.8%	50.8%	-22.6%	43.0%	52.7%	54.8%	53.8%	52.7%
Visitor Numbers		5.1%	5.8%	12.4%	10.3%	16.8%	-35.3%	9.9%	11.0%	26.9%	23.9%	24.5%
Visitor Days		4.9%	5.4%	12.3%	11.4%	30.3%	-30.9%	20.9%	28.6%	35.6%	32.2%	30.0%
Total Employment		1.9%	1.1%	4.7%	5.0%	16.5%	-34.0%	6.3%	10.7%	16.7%	9.7%	3.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL

EXMOOR NATIONAL PARK

Economic Impact - Indexed - Serviced Accommodation

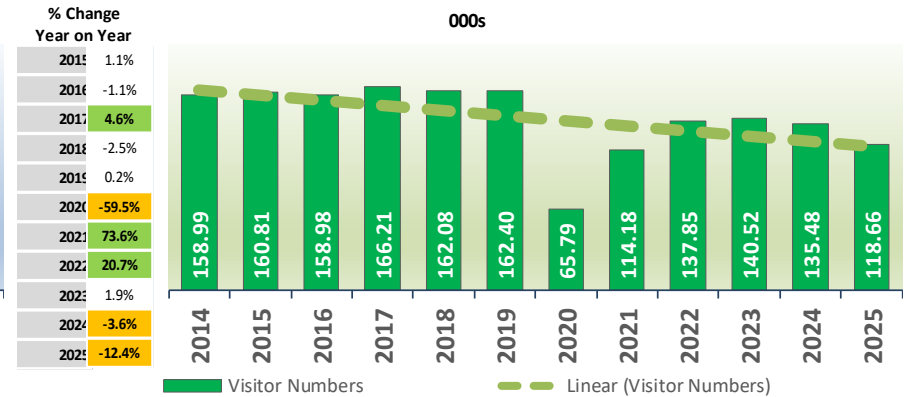


2014 to 2025
2025 Prices

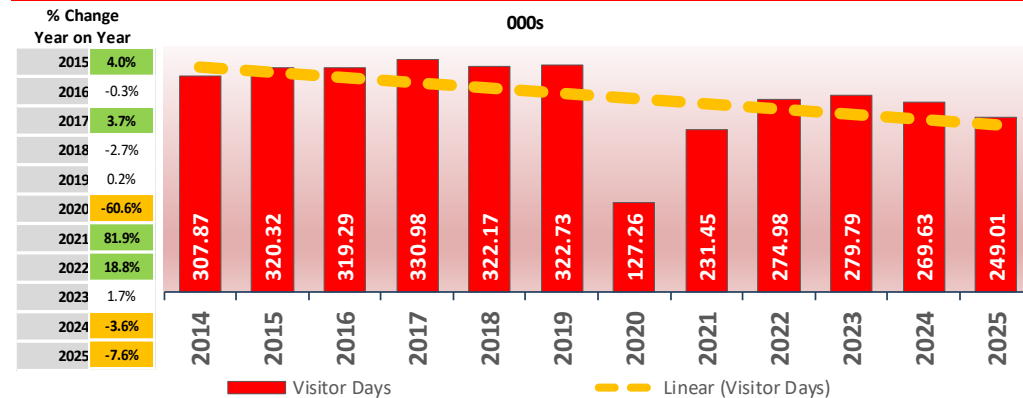
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

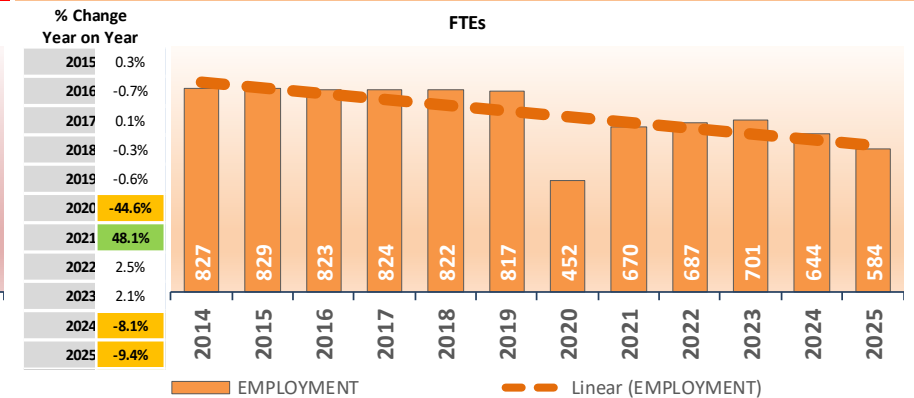
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.9%	7.7%	9.9%	7.3%	6.7%	-57.6%	-22.6%	-11.9%	-14.7%	-16.0%	-22.2%
Visitor Numbers		1.1%	0.0%	4.5%	1.9%	2.1%	-58.6%	-28.2%	-13.3%	-11.6%	-14.8%	-25.4%
Visitor Days		4.0%	3.7%	7.5%	4.6%	4.8%	-58.7%	-24.8%	-10.7%	-9.1%	-12.4%	-19.1%
Direct Employment		0.3%	-0.5%	-0.3%	-0.6%	-1.2%	-45.3%	-19.0%	-17.0%	-15.2%	-22.1%	-29.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL

EXMOOR NATIONAL PARK

Economic Impact - Indexed - Non-Serviced Accommodation

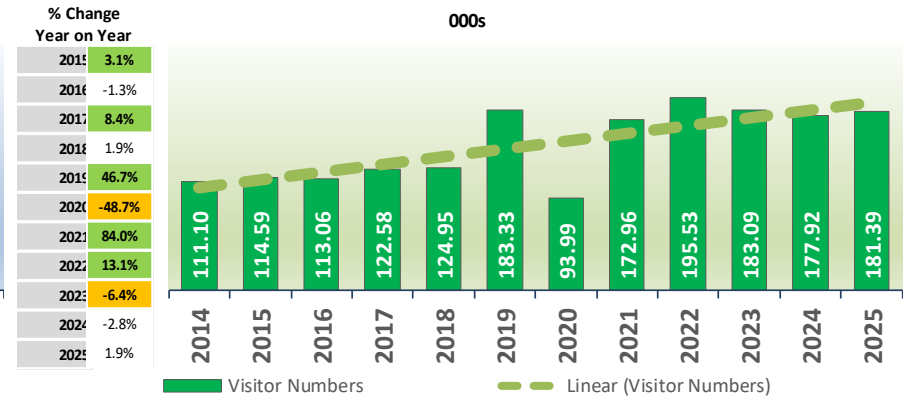


2014 to 2025
2025 Prices

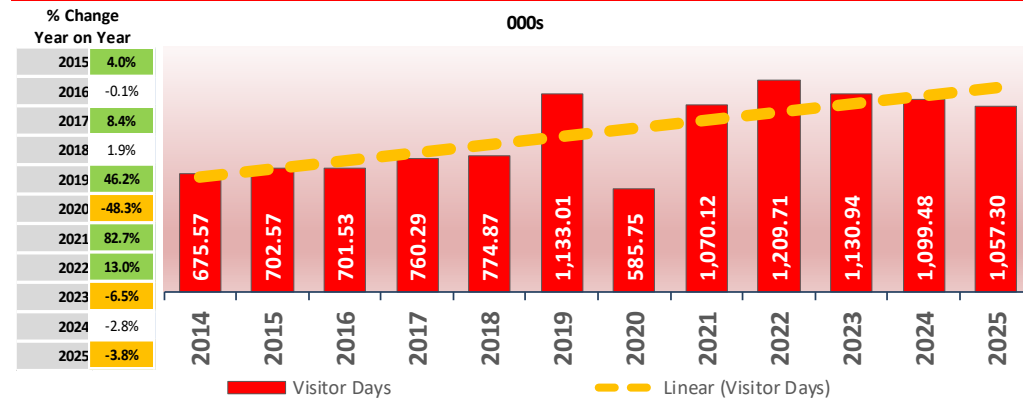
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

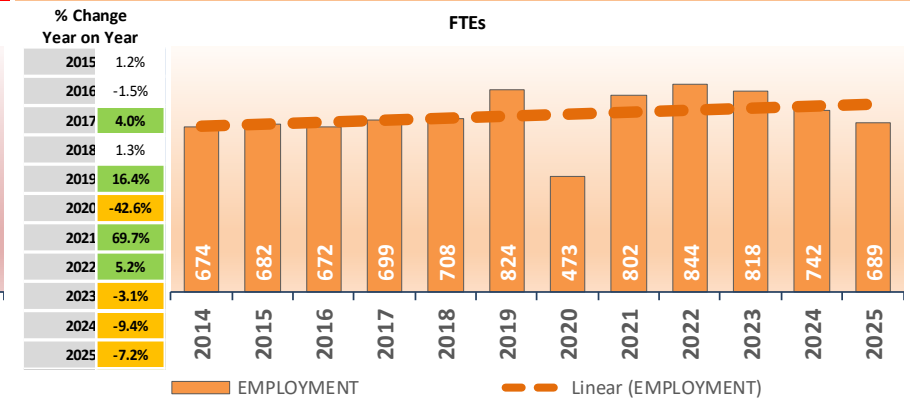
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

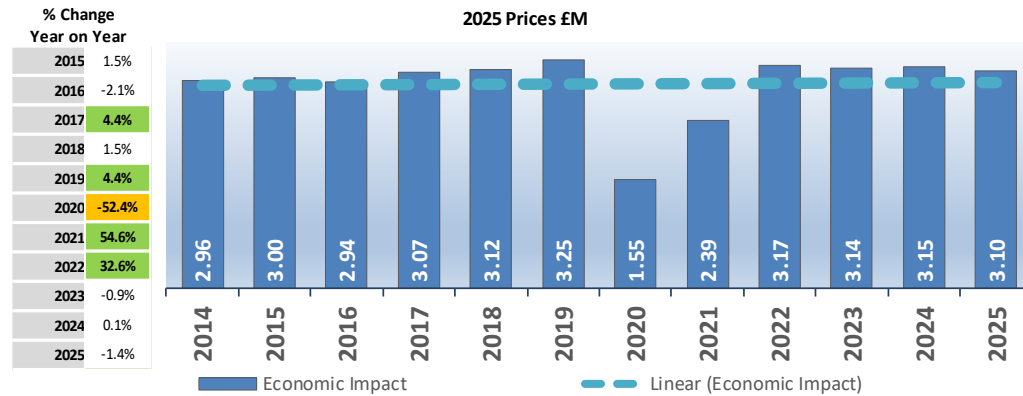


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		5.4%	5.4%	14.9%	16.0%	122.2%	16.9%	127.9%	148.3%	136.7%	137.5%	137.5%
Visitor Numbers		3.1%	1.8%	10.3%	12.5%	65.0%	-15.4%	55.7%	76.0%	64.8%	60.1%	63.3%
Visitor Days		4.0%	3.8%	12.5%	14.7%	67.7%	-13.3%	58.4%	79.1%	67.4%	62.7%	56.5%
Direct Employment		1.2%	-0.3%	3.7%	5.0%	22.2%	-29.9%	19.0%	25.2%	21.4%	10.0%	2.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
EXMOOR NATIONAL PARK

Economic Impact - Indexed - SFR

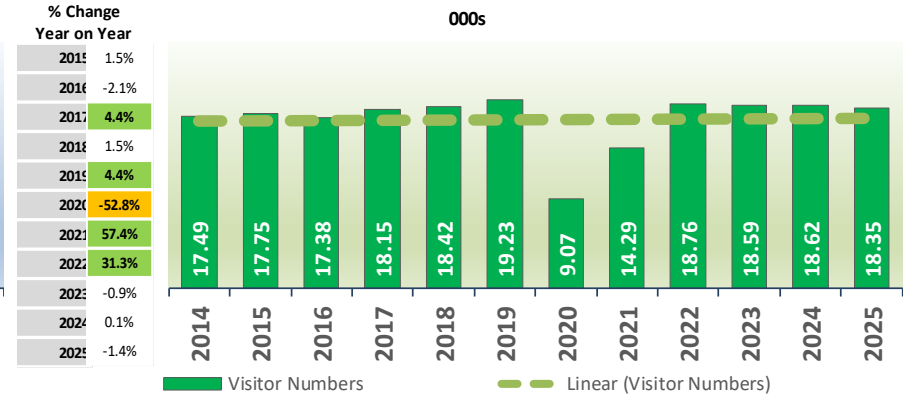


2014 to 2025
2025 Prices

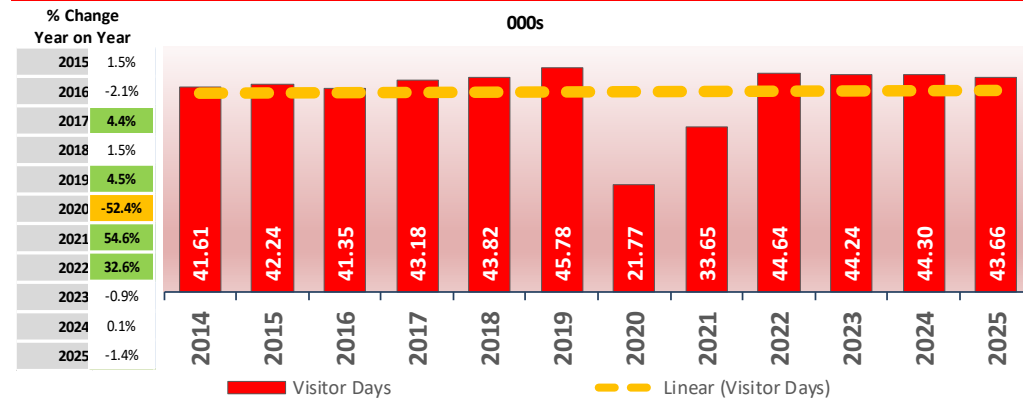
SFR

KEY MEASURES
Indexed

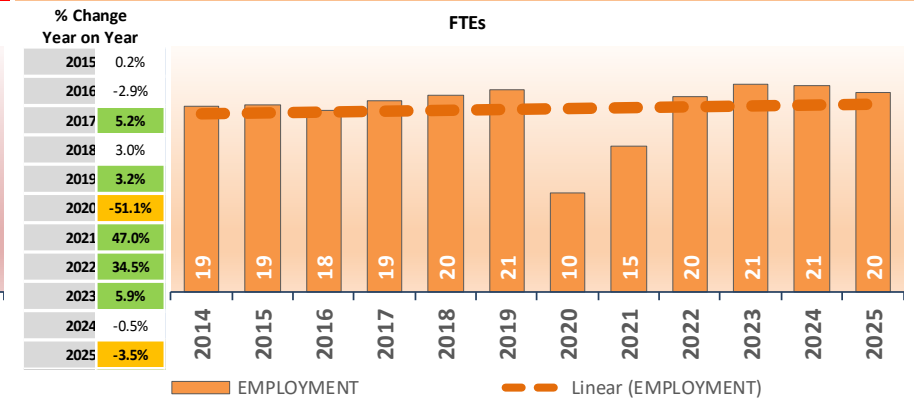
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.5%	-0.6%	3.8%	5.3%	10.0%	-47.7%	-19.1%	7.3%	6.3%	6.5%	4.9%
Visitor Numbers		1.5%	-0.6%	3.8%	5.4%	10.0%	-48.1%	-18.3%	7.3%	6.3%	6.5%	4.9%
Visitor Days		1.5%	-0.6%	3.8%	5.3%	10.0%	-47.7%	-19.1%	7.3%	6.3%	6.5%	4.9%
Direct Employment		0.2%	-2.6%	2.4%	5.4%	8.8%	-46.8%	-21.8%	5.1%	11.4%	10.9%	6.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
EXMOOR NATIONAL PARK

Economic Impact - Indexed - Staying Visitor

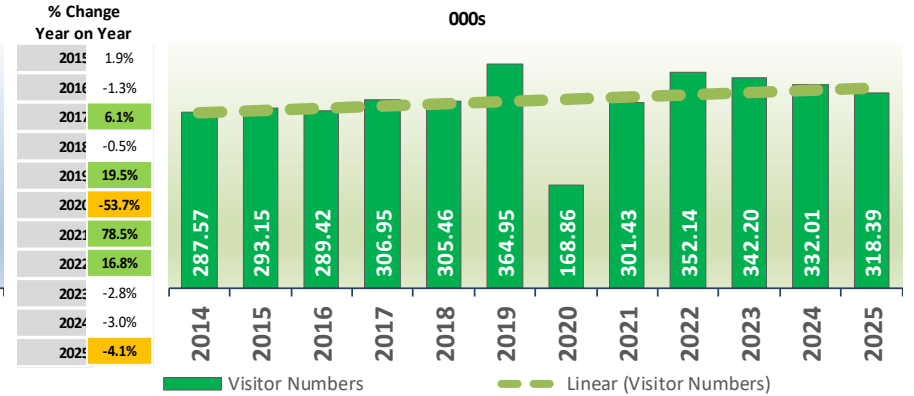


2014 to 2025
2025 Prices

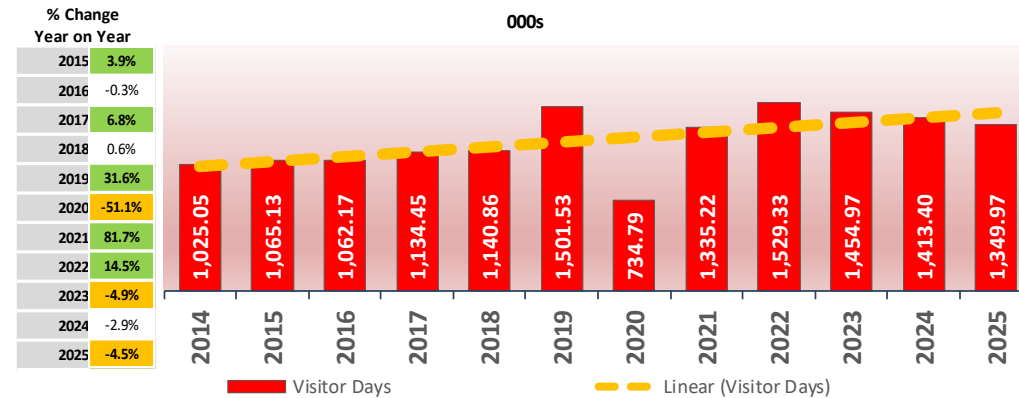
STAYING VISITOR

KEY MEASURES
Indexed

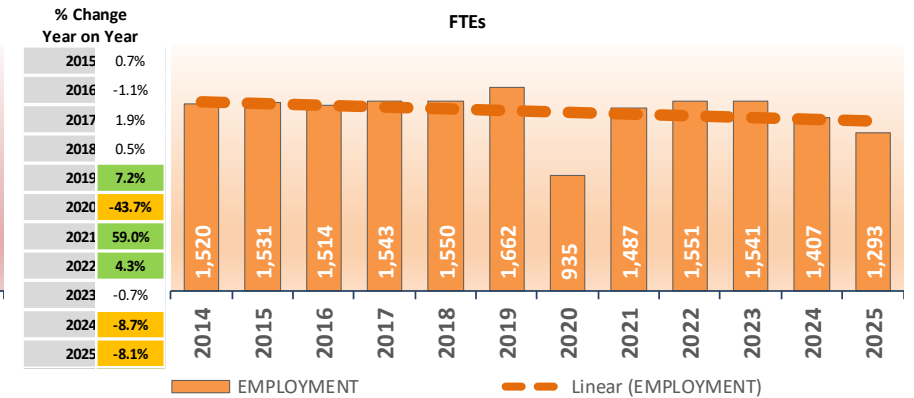
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.0%	6.3%	12.4%	12.0%	69.2%	-17.0%	58.8%	75.2%	67.7%	67.6%	64.9%
Visitor Numbers		1.9%	0.6%	6.7%	6.2%	26.9%	-41.3%	4.8%	22.5%	19.0%	15.5%	10.7%
Visitor Days		3.9%	3.6%	10.7%	11.3%	46.5%	-28.3%	30.3%	49.2%	41.9%	37.9%	31.7%
Direct Employment		0.7%	-0.4%	1.5%	2.0%	9.3%	-38.5%	-2.2%	2.0%	1.4%	-7.4%	-15.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
EXMOOR NATIONAL PARK

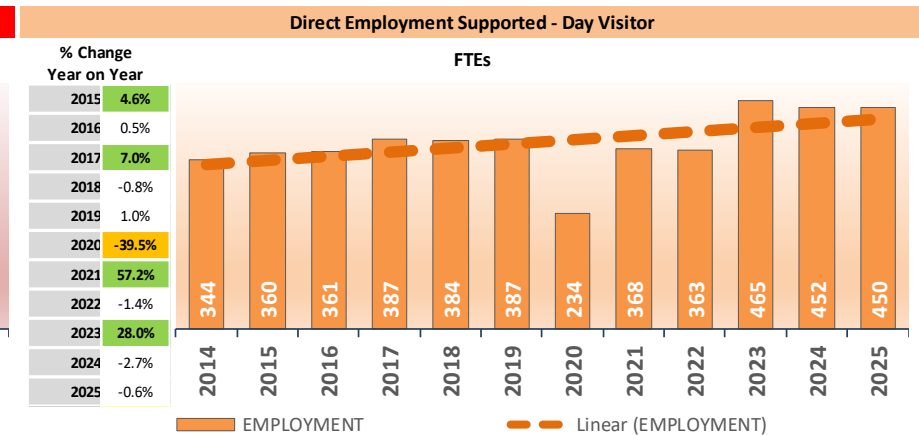
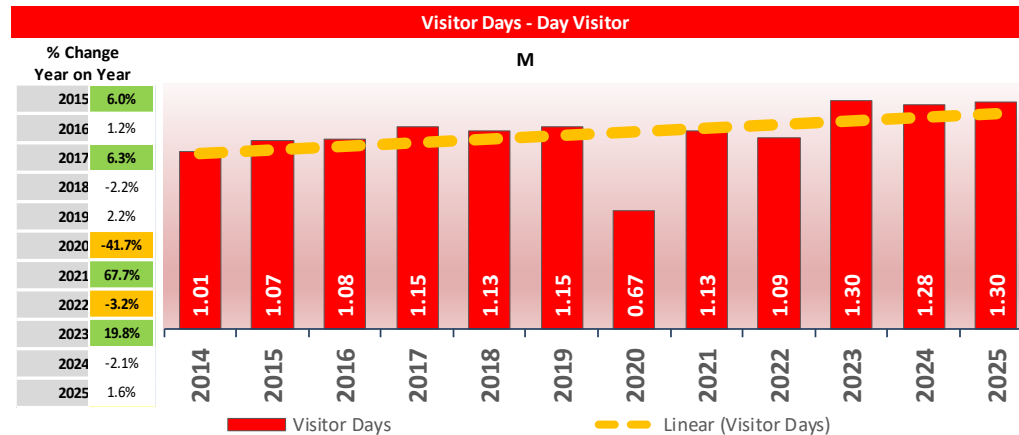
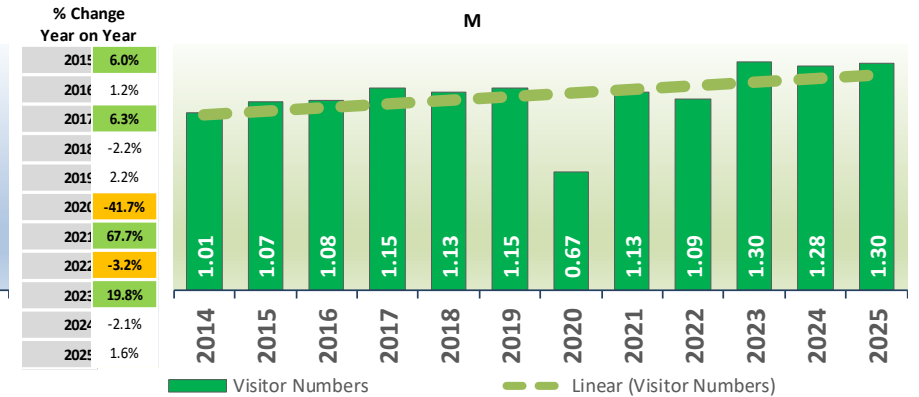
2014 to 2025
2025 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

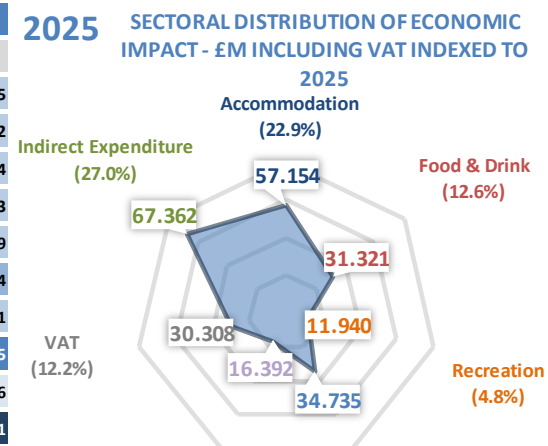


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.0%	7.3%	14.0%	11.5%	13.9%	-33.6%	11.4%	7.8%	29.1%	26.3%	28.4%
Visitor Numbers		6.0%	7.3%	14.0%	11.5%	13.9%	-33.6%	11.4%	7.8%	29.1%	26.3%	28.4%
Visitor Days		6.0%	7.3%	14.0%	11.5%	13.9%	-33.6%	11.4%	7.8%	29.1%	26.3%	28.4%
Direct Employment		4.6%	5.1%	12.5%	11.6%	12.7%	-31.9%	7.1%	5.6%	35.2%	31.5%	30.8%

"Linear" = Linear Trendline

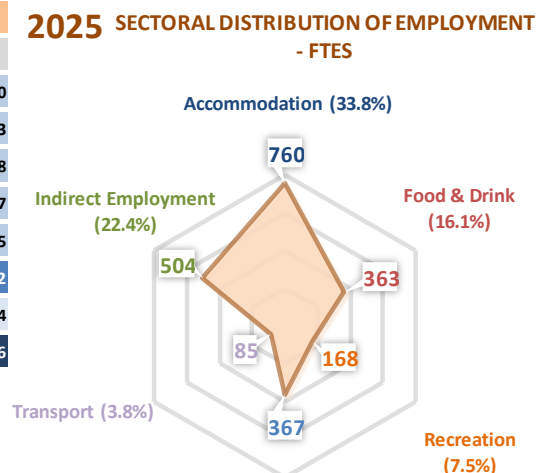
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025

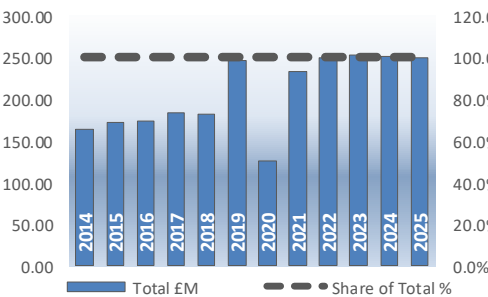
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	26.75	29.20	29.52	30.94	30.45	54.59	29.59	54.85	57.46	55.22	56.65	57.15
Food & Drink	£M	24.94	26.10	26.18	27.77	27.57	32.46	18.00	29.59	31.89	32.99	32.12	31.32
Recreation	£M	9.489	9.940	9.991	10.59	10.51	12.22	6.865	11.29	12.06	12.50	12.17	11.94
Shopping	£M	27.23	28.63	28.79	30.65	30.31	34.35	18.31	31.93	33.65	35.97	35.08	34.73
Transport	£M	13.27	13.89	13.96	14.76	14.65	16.92	8.736	15.43	16.63	17.20	16.74	16.39
Direct Revenue	£M	101.68	107.76	108.43	114.71	113.49	150.54	81.50	143.09	151.70	153.87	152.76	151.54
VAT	£M	20.34	21.55	21.69	22.94	22.70	30.11	10.93	27.32	30.34	30.77	30.55	30.31
Direct Expenditure	£M	122.01	129.31	130.12	137.65	136.19	180.65	92.42	170.41	182.04	184.64	183.32	181.85
Indirect Expenditure	£M	41.17	43.59	43.83	46.65	46.24	65.37	33.95	62.96	67.20	68.02	67.72	67.36
TOTAL	£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

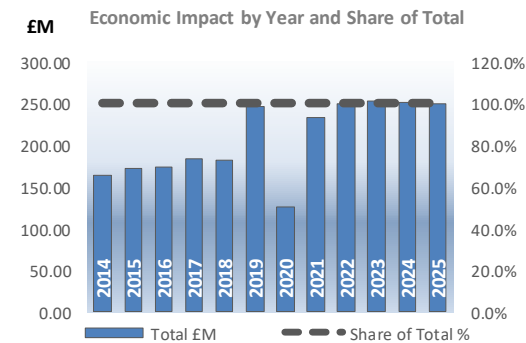
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,100	1,100	1,087	1,086	1,086	1,081	643	990	971	950	837	760
Food & Drink	FTEs	283	293	291	311	314	365	202	323	355	393	380	363
Recreation	FTEs	131	135	135	144	145	167	93	149	163	181	175	168
Shopping	FTEs	282	293	292	313	314	352	187	318	342	390	379	367
Transport	FTEs	67	70	69	74	74	85	44	75	83	91	89	85
Direct Employment	FTEs	1,864	1,890	1,875	1,929	1,934	2,049	1,169	1,855	1,914	2,005	1,859	1,742
Indirect Employment	FTEs	302	316	315	338	340	475	260	448	484	523	518	504
TOTAL	FTEs	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377	2,246

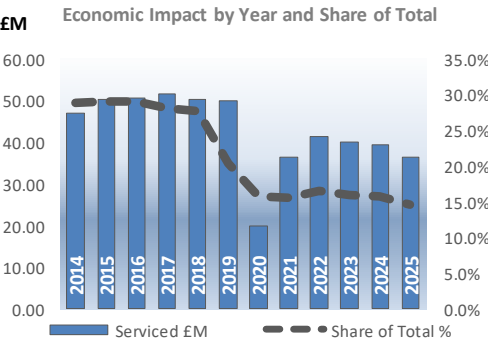


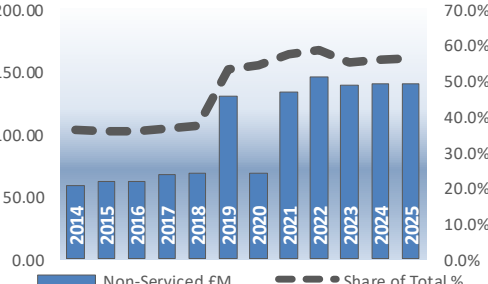
STEAM REPORT FOR 2014-2025 - FINAL										2014 to 2025		TOTAL		ECONOMIC IMPACT					
EXMOOR NATIONAL PARK										2025 Prices				Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		146.7%	131.2%	88.4%	50.5%	44.3%	38.9%	31.6%	34.5%	33.8%	80.5%	89.6%	127.7%	52.7%	Annual Change	118.8%	44.3%	33.4%	95.6%
% Change 2024 to 2025		11.9%	7.1%	-6.4%	4.9%	-1.0%	-4.6%	-2.2%	-3.3%	-2.9%	2.0%	-0.5%	1.6%	-0.7%		3.5%	-0.5%	-2.9%	1.2%
Average Annual Change		13.3%	11.9%	8.0%	4.6%	4.0%	3.5%	2.9%	3.1%	3.1%	7.3%	8.1%	11.6%	4.8%		10.8%	4.0%	3.0%	8.7%
2014	£M	4.128	4.509	5.655	14.59	17.46	17.22	24.34	29.68	23.13	10.43	6.028	6.016	163.19		14.29	49.27	77.14	22.48
2015	£M	4.514	5.051	6.301	14.61	18.30	18.44	26.67	30.64	24.54	11.35	6.092	6.391	172.90	6.0%	15.87	51.35	81.85	23.84
2016	£M	4.413	5.177	6.446	14.11	18.13	19.61	26.50	31.18	24.31	11.55	6.133	6.381	173.95	0.6%	16.04	51.85	81.99	24.07
2017	£M	4.448	5.766	6.030	16.42	19.29	19.90	26.05	32.35	26.24	12.74	7.370	7.694	184.30	6.0%	16.24	55.62	84.63	27.81
2018	£M	4.418	5.692	5.909	15.68	19.28	19.65	25.86	32.56	25.60	12.63	7.391	7.752	182.43	-1.0%	16.02	54.61	84.03	27.78
2019	£M	8.815	9.460	10.32	21.51	25.05	25.28	32.89	39.66	30.66	17.53	11.82	13.02	246.02	34.9%	28.60	71.85	103.21	42.37
2020	£M	7.572	6.469	3.648	0.829	1.017	2.779	19.44	31.31	30.74	14.77	1.282	6.512	126.37	-48.6%	17.69	4.624	81.49	22.56
2021	£M	5.493	5.155	6.705	13.86	19.95	28.91	33.32	40.72	34.52	19.30	13.16	12.28	233.36	84.7%	17.35	62.72	108.56	44.73
2022	£M	9.053	9.417	11.49	20.94	22.75	26.55	31.41	39.90	33.52	17.30	12.65	14.26	249.24	6.8%	29.96	70.24	104.83	44.21
2023	£M	9.084	9.957	10.92	21.43	23.94	27.78	30.03	41.80	33.25	17.78	12.44	14.26	252.66	1.4%	29.96	73.14	105.08	44.48
2024	£M	9.096	9.740	11.38	20.93	25.46	25.08	32.74	41.30	31.87	18.47	11.49	13.49	251.04	-0.6%	30.22	71.47	105.91	43.44
2025	£M	10.18	10.43	10.66	21.96	25.21	23.93	32.03	39.91	30.95	18.83	11.43	13.70	249.21	-0.7%	31.26	71.10	102.89	43.96
ECONOMIC IMPACT - INDEXED TO 2025														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
Total	£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21						
All Visitor Types	£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21						
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 2014	%																		
Avg Ann. Change in Share	%																		

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Report Prepared by: Cathy James. Date of Issue: 02/07/26



STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			SERVICED ACCOMMODATION		ECONOMIC IMPACT				
EXMOOR NATIONAL PARK											2025 Prices					Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		-20.8%	1.8%	-20.8%	-22.3%	-32.1%	-20.7%	-31.9%	-35.2%	-24.7%	-3.2%	28.2%	29.0%	-22.2%	Annual Change	-14.7%	-25.4%	-31.7%	12.3%	
% Change 2024 to 2025		-3.9%	-5.4%	-6.4%	-9.1%	-7.7%	-8.6%	-8.7%	-9.6%	-7.9%	-2.6%	-3.8%	-4.5%	-7.3%		-5.3%	-8.5%	-8.9%	-3.5%	
Average Annual Change		-1.9%	0.2%	-1.9%	-2.0%	-2.9%	-1.9%	-2.9%	-3.2%	-2.2%	-0.3%	2.6%	2.6%	-2.0%		-1.3%	-2.3%	-2.9%	1.1%	
2014	£M	1.878	1.404	1.953	3.977	4.913	4.549	7.951	9.315	4.811	3.189	1.538	1.512	46.99	6.9%	5.236	13.44	22.08	6.240	
2015	£M	2.137	1.719	2.357	4.145	5.096	4.898	8.766	9.514	5.075	3.342	1.621	1.585	50.26		6.213	14.14	23.36	6.548	
2016	£M	2.034	1.782	2.250	4.115	4.944	4.861	9.022	9.847	5.188	3.348	1.611	1.614	50.62		0.7%	6.066	13.92	24.06	6.572
2017	£M	1.894	2.031	2.227	4.633	4.645	5.228	7.667	8.550	5.413	4.056	2.661	2.618	51.62		2.0%	6.151	14.51	21.63	9.335
2018	£M	1.837	1.955	2.106	4.388	4.592	5.098	7.564	8.673	5.101	3.986	2.592	2.523	50.42		-2.3%	5.899	14.08	21.34	9.101
2019	£M	1.880	1.937	2.101	4.366	4.604	5.102	7.409	8.517	5.080	4.097	2.601	2.428	50.12		-0.6%	5.918	14.07	21.01	9.126
2020	£M	1.571	1.582	0.680	0.192	0.206	0.312	2.736	5.913	3.393	2.394	0.236	0.723	19.94		-60.2%	3.833	0.711	12.04	3.352
2021	£M	0.798	0.847	1.073	2.142	2.422	3.800	5.995	7.362	4.274	3.541	2.179	1.922	36.36		82.3%	2.717	8.364	17.63	7.642
2022	£M	1.395	1.574	1.754	3.697	3.713	4.206	6.310	6.868	4.144	3.364	2.225	2.134	41.39		13.8%	4.724	11.62	17.32	7.723
2023	£M	1.462	1.585	1.688	3.647	3.623	4.111	5.896	6.607	4.096	3.202	2.086	2.087	40.09		-3.1%	4.735	11.38	16.60	7.375
2024	£M	1.547	1.512	1.653	3.399	3.613	3.947	5.930	6.677	3.930	3.169	2.050	2.043	39.47	-1.5%	4.712	10.96	16.54	7.262	
2025	£M	1.487	1.430	1.548	3.089	3.336	3.606	5.414	6.034	3.620	3.086	1.972	1.951	36.57	-7.3%	4.464	10.03	15.07	7.009	
ECONOMIC IMPACT - INDEXED TO 2025														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Serviced	£M	46.99	50.26	50.62	51.62	50.42	50.12	19.94	36.36	41.39	40.09	39.47	36.57							
All Visitor Types	£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21							
Share of Total	%	28.8%	29.1%	29.1%	28.0%	27.6%	20.4%	15.8%	15.6%	16.6%	15.9%	15.7%	14.7%							
Annual Change in Share	%		0.9%	0.1%	-3.7%	-1.3%	-26.3%	-22.6%	-1.3%	6.6%	-4.4%	-0.9%	-6.7%							
Change in Share from 2014	%		0.9%	1.0%	-2.7%	-4.0%	-29.3%	-45.2%	-45.9%	-42.3%	-44.9%	-45.4%	-49.0%							
Avg Ann. Change in Share	%		0.9%	0.5%	-0.9%	-1.0%	-5.9%	-7.5%	-6.6%	-5.3%	-5.0%	-4.5%	-4.5%							
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		453.5%	280.1%	196.1%	159.8%	99.1%	91.4%	86.2%	80.1%	109.9%	182.2%	232.1%	378.7%	137.5%	Annual Change	285.0%	110.8%	90.0%	243.9%
% Change 2024 to 2025		16.0%	13.8%	-10.3%	7.6%	-4.0%	-5.1%	-1.4%	-2.4%	-2.4%	4.0%	0.6%	-0.3%	0.0%		5.2%	-1.2%	-2.1%	1.5%
Average Annual Change		41.2%	25.5%	17.8%	14.5%	9.0%	8.3%	7.8%	7.3%	10.0%	16.6%	21.1%	34.4%	12.5%		25.9%	10.1%	8.2%	22.2%
2014	£M	1.396	2.051	2.534	4.251	6.547	6.822	8.826	11.02	7.159	3.882	2.336	1.980	58.81		5.981	17.62	27.01	8.198
2015	£M	1.485	2.170	2.689	4.501	6.939	7.188	9.145	11.48	7.615	4.143	2.500	2.119	61.97	5.4%	6.343	18.63	28.23	8.762
2016	£M	1.498	2.171	2.649	4.462	6.931	7.187	9.133	11.54	7.682	4.132	2.494	2.120	62.00	0.0%	6.317	18.58	28.35	8.746
2017	£M	1.640	2.560	2.666	5.117	7.182	7.535	10.06	12.10	8.919	4.653	2.678	2.462	67.57	9.0%	6.866	19.83	31.07	9.794
2018	£M	1.660	2.597	2.704	4.808	7.406	7.571	10.16	12.37	8.812	4.704	2.820	2.627	68.24	1.0%	6.960	19.79	31.34	10.15
2019	£M	5.920	6.350	7.058	10.39	13.02	13.12	17.00	19.56	13.68	9.470	7.141	7.924	130.64	91.5%	19.33	36.54	50.24	24.53
2020	£M	5.120	4.097	2.381	0.615	0.701	0.635	11.07	16.05	14.14	8.577	0.964	4.374	68.73	-47.4%	11.60	1.952	41.27	13.92
2021	£M	4.326	3.911	5.168	8.158	12.29	14.82	18.16	21.00	18.07	11.98	7.875	8.241	134.00	95.0%	13.41	35.27	57.22	28.10
2022	£M	6.755	6.840	8.382	10.94	13.56	14.79	18.61	21.11	16.36	10.77	7.937	9.966	146.02	9.0%	21.98	39.29	56.09	28.67
2023	£M	6.841	7.122	7.978	11.21	13.50	13.22	15.59	18.87	15.69	11.19	8.449	9.501	139.17	-4.7%	21.94	37.93	50.16	29.14
2024	£M	6.661	6.851	8.369	10.27	13.58	13.76	16.67	20.34	15.39	10.54	7.714	9.511	139.66	0.4%	21.88	37.61	52.40	27.77
2025	£M	7.730	7.795	7.504	11.05	13.04	13.06	16.43	19.84	15.03	10.96	7.759	9.479	139.67	0.0%	23.03	37.14	51.30	28.19
ECONOMIC IMPACT - INDEXED TO 2025														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	58.81	61.97	62.00	67.57	68.24	130.64	68.73	134.00	146.02	139.17	139.66	139.67						
All Visitor Types	£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21						
Share of Total	%	36.0%	35.8%	35.6%	36.7%	37.4%	53.1%	54.4%	57.4%	58.6%	55.1%	55.6%	56.0%						
Annual Change in Share	%		-0.5%	-0.6%	2.9%	2.0%	42.0%	2.4%	5.6%	2.0%	-6.0%	1.0%	0.7%						
Change in Share from 2014	%		-0.5%	-1.1%	1.7%	3.8%	47.4%	50.9%	59.3%	62.6%	52.8%	54.4%	55.5%						
Avg Ann. Change in Share	%		-0.5%	-0.5%	0.6%	0.9%	9.5%	8.5%	8.5%	7.8%	5.9%	5.4%	5.0%						

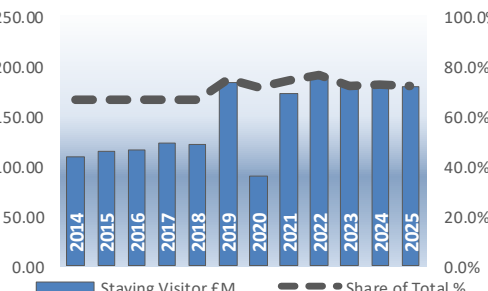
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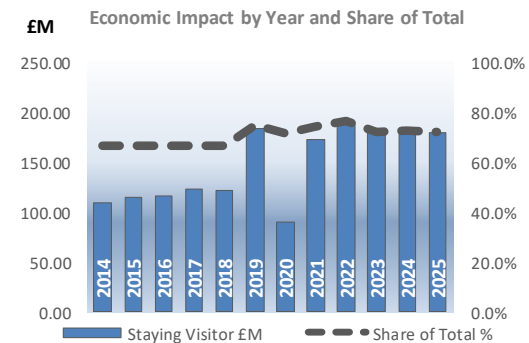
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025 2025 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025	6.1%	9.1%	1.3%	4.4%	1.9%	1.8%	1.3%	-0.2%	4.0%	5.6%	11.6%	13.0%	4.9%	Annual Change	5.6%	3.0%	1.3%	10.9%	
% Change 2024 to 2025	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%	-1.4%		-1.4%	-1.4%	-1.4%	-1.4%	-1.4%
Average Annual Change	0.6%	0.8%	0.1%	0.4%	0.2%	0.2%	0.1%	0.0%	0.4%	0.5%	1.1%	1.2%	0.4%		0.5%	0.3%	0.1%	1.0%	
2014	£M	0.435	0.140	0.162	0.363	0.246	0.182	0.297	0.318	0.166	0.162	0.127	0.361		2.958	0.736	0.790	0.781	0.650
2015	£M	0.447	0.144	0.166	0.367	0.249	0.184	0.300	0.319	0.169	0.164	0.129	0.366		3.003	0.757	0.799	0.788	0.658
2016	£M	0.435	0.142	0.162	0.358	0.243	0.180	0.294	0.314	0.166	0.160	0.126	0.359	2.940	-2.1%	0.739	0.781	0.775	0.645
2017	£M	0.446	0.153	0.164	0.378	0.246	0.185	0.298	0.316	0.175	0.170	0.138	0.401	3.069	4.4%	0.763	0.808	0.789	0.709
2018	£M	0.455	0.154	0.166	0.377	0.252	0.188	0.302	0.322	0.177	0.173	0.141	0.409	3.115	1.5%	0.775	0.816	0.801	0.723
2019	£M	0.513	0.162	0.179	0.393	0.255	0.188	0.305	0.322	0.174	0.177	0.149	0.437	3.254	4.4%	0.854	0.836	0.801	0.763
2020	£M	0.447	0.110	0.060	0.010	0.006	0.006	0.170	0.254	0.169	0.131	0.008	0.177	1.548	-52.4%	0.617	0.022	0.593	0.316
2021	£M	0.160	0.046	0.058	0.191	0.184	0.230	0.308	0.328	0.191	0.177	0.176	0.343	2.392	54.6%	0.264	0.604	0.827	0.697
2022	£M	0.472	0.156	0.168	0.388	0.256	0.189	0.307	0.325	0.177	0.174	0.145	0.418	3.174	32.6%	0.795	0.833	0.809	0.737
2023	£M	0.467	0.155	0.166	0.384	0.254	0.187	0.304	0.322	0.175	0.173	0.144	0.414	3.145	-0.9%	0.788	0.825	0.801	0.730
2024	£M	0.468	0.155	0.166	0.385	0.254	0.188	0.305	0.322	0.176	0.173	0.144	0.414	3.149	0.1%	0.789	0.826	0.802	0.731
2025	£M	0.461	0.153	0.164	0.379	0.251	0.185	0.300	0.317	0.173	0.171	0.142	0.408	3.104	-1.4%	0.778	0.815	0.791	0.721
ECONOMIC IMPACT - INDEXED TO 2025													SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
SFR		£M	2.958	3.003	2.940	3.069	3.115	3.254	1.548	2.392	3.174	3.145	3.149	3.104					
All Visitor Types		£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21					
Share of Total		%	1.8%	1.7%	1.7%	1.7%	1.7%	1.3%	1.2%	1.0%	1.3%	1.2%	1.3%	1.2%					
Annual Change in Share		%		-4.2%	-2.7%	-1.5%	2.5%	-22.6%	-7.4%	-16.3%	24.2%	-2.2%	0.8%	-0.7%					
Change in Share from 2014		%		-4.2%	-6.8%	-8.1%	-5.8%	-27.0%	-32.4%	-43.4%	-29.8%	-31.3%	-30.8%	-31.3%					
Avg Ann. Change in Share		%		-4.2%	-3.4%	-2.7%	-1.4%	-5.4%	-5.4%	-6.2%	-3.7%	-3.5%	-3.1%	-2.8%					

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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK										2014 to 2025 2025 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		160.9%	160.8%	98.2%	68.9%	42.0%	45.8%	29.7%	26.8%	55.1%	96.5%	146.7%	207.2%	64.9%	Annual Change	136.5%	50.7%	34.7%	138.1%
% Change 2024 to 2025		11.6%	10.1%	-9.6%	3.3%	-4.7%	-5.9%	-3.3%	-4.2%	-3.5%	2.4%	-0.4%	-1.1%	-1.6%		3.2%	-2.9%	-3.7%	0.5%
Average Annual Change		14.6%	14.6%	8.9%	6.3%	3.8%	4.2%	2.7%	2.4%	5.0%	8.8%	13.3%	18.8%	5.9%		12.4%	4.6%	3.2%	12.6%
2014	£M	3.709	3.595	4.649	8.592	11.71	11.55	17.07	20.65	12.14	7.233	4.001	3.854	108.75		11.95	31.85	49.86	15.09
2015	£M	4.069	4.033	5.212	9.012	12.28	12.27	18.21	21.31	12.86	7.648	4.250	4.070	115.23	6.0%	13.31	33.57	52.38	15.97
2016	£M	3.966	4.095	5.061	8.936	12.12	12.23	18.45	21.70	13.04	7.639	4.231	4.093	115.55	0.3%	13.12	33.28	53.19	15.96
2017	£M	3.980	4.744	5.057	10.13	12.07	12.95	18.03	20.96	14.51	8.880	5.477	5.480	122.26	5.8%	13.78	35.15	53.49	19.84
2018	£M	3.952	4.707	4.975	9.573	12.25	12.86	18.03	21.36	14.09	8.863	5.553	5.559	121.77	-0.4%	13.63	34.68	53.48	19.98
2019	£M	8.313	8.449	9.338	15.15	17.88	18.41	24.71	28.40	18.93	13.75	9.891	10.79	184.02	51.1%	26.10	51.45	72.05	34.42
2020	£M	7.138	5.788	3.122	0.817	0.913	0.954	13.97	22.22	17.71	11.10	1.208	5.274	90.22	-51.0%	16.05	2.684	53.90	17.58
2021	£M	5.283	4.804	6.300	10.49	14.90	18.85	24.46	28.69	22.53	15.70	10.23	10.51	172.74	91.5%	16.39	44.24	75.68	36.44
2022	£M	8.622	8.571	10.30	15.02	17.53	19.18	25.23	28.31	20.68	14.31	10.31	12.52	190.58	10.3%	27.50	51.74	74.22	37.13
2023	£M	8.771	8.861	9.833	15.24	17.38	17.52	21.79	25.80	19.97	14.56	10.68	12.00	182.40	-4.3%	27.46	50.14	67.56	37.24
2024	£M	8.675	8.518	10.19	14.05	17.45	17.89	22.91	27.34	19.50	13.88	9.908	11.97	182.27	-0.1%	27.38	49.39	69.74	35.76
2025	£M	9.678	9.377	9.215	14.52	16.62	16.85	22.15	26.20	18.82	14.21	9.872	11.84	179.34	-1.6%	28.27	47.99	67.16	35.92
ECONOMIC IMPACT - INDEXED TO 2025														STAYING VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
Staying Visitor	£M	108.75	115.23	115.55	122.26	121.77	184.02	90.22	172.74	190.58	182.40	182.27	179.34						
All Visitor Types	£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21						
Share of Total	%	66.6%	66.6%	66.4%	66.3%	66.7%	74.8%	71.4%	74.0%	76.5%	72.2%	72.6%	72.0%						
Annual Change in Share	%		0.0%	-0.3%	-0.1%	0.6%	12.1%	-4.6%	3.7%	3.3%	-5.6%	0.6%	-0.9%						
Change in Share from 2014	%		0.0%	-0.3%	-0.5%	0.2%	12.2%	7.1%	11.1%	14.7%	8.3%	8.9%	8.0%						
Avg Ann. Change in Share	%		0.0%	-0.2%	-0.2%	0.0%	2.4%	1.2%	1.6%	1.8%	0.9%	0.9%	0.7%						
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STEAM REPORT FOR 2014-2025 - FINAL EXMOOR NATIONAL PARK											2014 to 2025 2025 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		20.4%	14.8%	43.3%	24.2%	49.1%	24.9%	36.0%	52.0%	10.4%	44.4%	-23.0%	-14.1%	28.4%	Annual Change	28.0%	32.6%	31.0%	8.8%	
% Change 2024 to 2025		19.9%	-14.1%	20.8%	8.3%	7.1%	-1.5%	0.4%	-1.7%	-2.0%	0.8%	-1.2%	22.3%	1.6%		5.6%	4.7%	-1.2%	4.6%	
Average Annual Change		1.9%	1.3%	3.9%	2.2%	4.5%	2.3%	3.3%	4.7%	0.9%	4.0%	-2.1%	-1.3%	2.6%		2.5%	3.0%	2.8%	0.8%	
2014	£M	0.419	0.914	1.005	5.997	5.758	5.669	7.265	9.023	10.99	3.199	2.027	2.162	54.43	Annual Change	2.338	17.42	27.28	7.388	
2015	£M	0.445	1.018	1.089	5.594	6.017	6.173	8.455	9.332	11.68	3.705	1.842	2.321	57.68		6.0%	2.552	17.78	29.47	7.869
2016	£M	0.446	1.082	1.385	5.175	6.015	7.381	8.049	9.484	11.27	3.914	1.902	2.289	58.39		1.2%	2.914	18.57	28.81	8.104
2017	£M	0.468	1.022	0.973	6.296	7.220	6.955	8.025	11.38	11.73	3.863	1.892	2.214	62.04		6.2%	2.463	20.47	31.14	7.969
2018	£M	0.465	0.985	0.934	6.106	7.032	6.792	7.834	11.20	11.52	3.769	1.838	2.193	60.66		-2.2%	2.384	19.93	30.55	7.800
2019	£M	0.502	1.011	0.985	6.358	7.171	6.870	8.171	11.26	11.72	3.789	1.928	2.228	62.00		2.2%	2.498	20.40	31.16	7.945
2020	£M	0.433	0.681	0.527	0.012	0.103	1.825	5.463	9.093	13.03	3.667	0.075	1.239	36.15		-41.7%	1.641	1.940	27.59	4.980
2021	£M	0.210	0.352	0.405	3.367	5.052	10.06	8.862	12.03	11.99	3.599	2.926	1.769	60.62		67.7%	0.966	18.48	32.88	8.294
2022	£M	0.431	0.846	1.190	5.922	5.216	7.370	6.180	11.59	12.83	2.991	2.348	1.738	58.66		-3.2%	2.467	18.51	30.61	7.077
2023	£M	0.313	1.096	1.085	6.183	6.557	10.26	8.237	16.00	13.29	3.217	1.764	2.257	70.26		19.8%	2.494	23.00	37.53	7.238
2024	£M	0.421	1.222	1.192	6.876	8.013	7.188	9.837	13.96	12.37	4.584	1.580	1.518	68.76		-2.1%	2.835	22.08	36.17	7.682
2025	£M	0.504	1.050	1.440	7.447	8.585	7.080	9.879	13.72	12.13	4.620	1.560	1.857	69.87		1.6%	2.994	23.11	35.73	8.038
ECONOMIC IMPACT - INDEXED TO 2025														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Day Visitor	£M	54.43	57.68	58.39	62.04	60.66	62.00	36.15	60.62	58.66	70.26	68.76	69.87							
All Visitor Types	£M	163.19	172.90	173.95	184.30	182.43	246.02	126.37	233.36	249.24	252.66	251.04	249.21							
Share of Total	%	33.4%	33.4%	33.6%	33.7%	33.3%	25.2%	28.6%	26.0%	23.5%	27.8%	27.4%	28.0%							
Annual Change in Share	%		0.0%	0.6%	0.3%	-1.2%	-24.2%	13.5%	-9.2%	-9.4%	18.2%	-1.5%	2.4%							
Change in Share from 2014	%		0.0%	0.6%	0.9%	-0.3%	-24.4%	-14.2%	-22.1%	-29.4%	-16.6%	-17.9%	-15.9%							
Avg Ann. Change in Share	%		0.0%	0.3%	0.3%	-0.1%	-4.9%	-2.4%	-3.2%	-3.7%	-1.8%	-1.8%	-1.4%							

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