



STEAM REPORT FOR 2013-2024 - FINAL

Final

EXMOOR NATIONAL PARK

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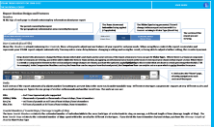
Website: www.globaltourismsolutions.co.uk

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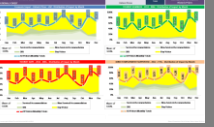
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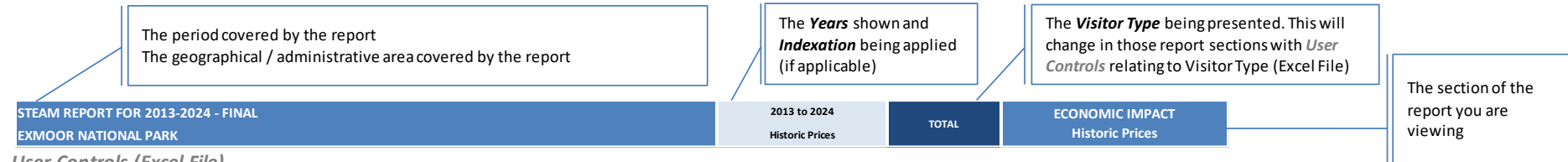
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Report Section Design and Features

Headers

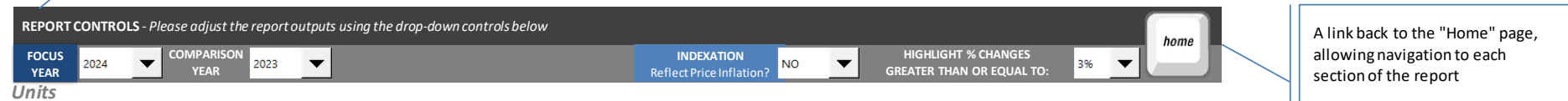
At the top of each page is a band containing key information about your report



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

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

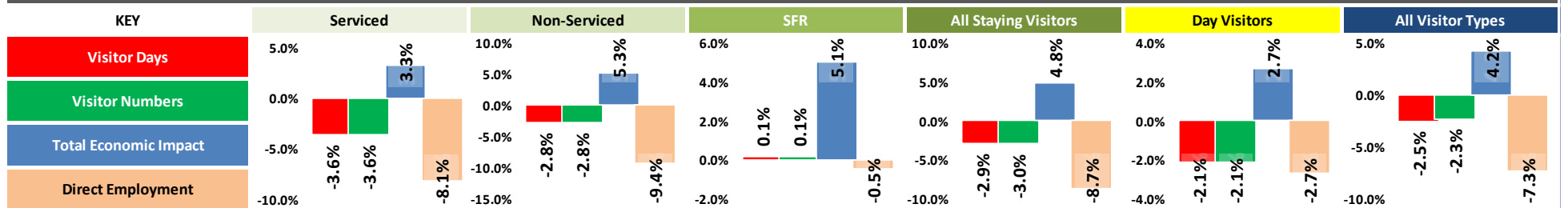
Comparing 2024 and 2023
All £'s Historic Prices

COMPARATIVE HEADLINES

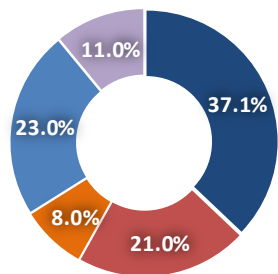
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation										Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																		
	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %				
Visitor Days	M	0.270	0.280	-3.6%	1.099	1.131	-2.8%	0.044	0.044	0.1%	1.413	1.455	-2.9%	1.277	1.305	-2.1%	2.690	2.760	-2.5%			
Visitor Numbers	M	0.135	0.141	-3.6%	0.178	0.183	-2.8%	0.019	0.019	0.1%	0.332	0.342	-3.0%	1.277	1.305	-2.1%	1.609	1.647	-2.3%			
Direct Expenditure	£M																176.91	169.84	4.2%			
Economic Impact	£M	38.09	36.88	3.3%	134.77	128.01	5.3%	3.039	2.893	5.1%	175.90	167.78	4.8%	66.36	64.63	2.7%	242.26	232.41	4.2%			
Direct Employment	FTEs	644	701	-8.1%	742	818	-9.4%	21	21	-0.5%	1,407	1,541	-8.7%	452	465	-2.7%	1,859	2,005	-7.3%			
Total Employment	FTEs																2,377	2,529	-6.0%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES



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



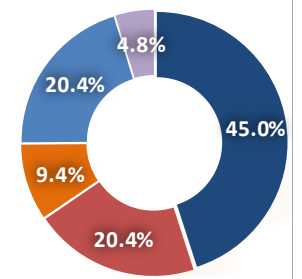
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2024	2023	+/- %
Accommodation	65.61	60.95	7.6%
Food & Drink	37.19	36.41	2.1%
Recreation	14.09	13.80	2.2%
Shopping	40.63	39.70	2.3%
Transport	19.39	18.98	2.1%
TOTAL DIRECT	176.91	169.84	4.2%
Indirect	65.35	62.57	4.4%
TOTAL	242.26	232.41	4.2%

Sectors

Sectors	2024	2023	+/- %
Accommodation	837	950	-11.9%
Food & Drink	380	393	-3.2%
Recreation	175	181	-3.2%
Shopping	379	390	-3.0%
Transport	89	91	-3.2%
TOTAL DIRECT	1,859	2,005	-7.3%
Indirect	518	523	-1.0%
TOTAL	2,377	2,529	-6.0%

Sectoral Distribution of Employment - FTEs



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

Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

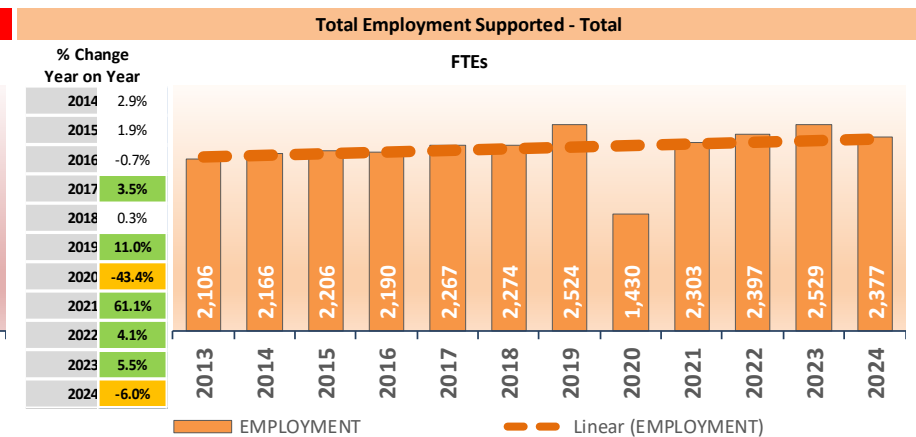
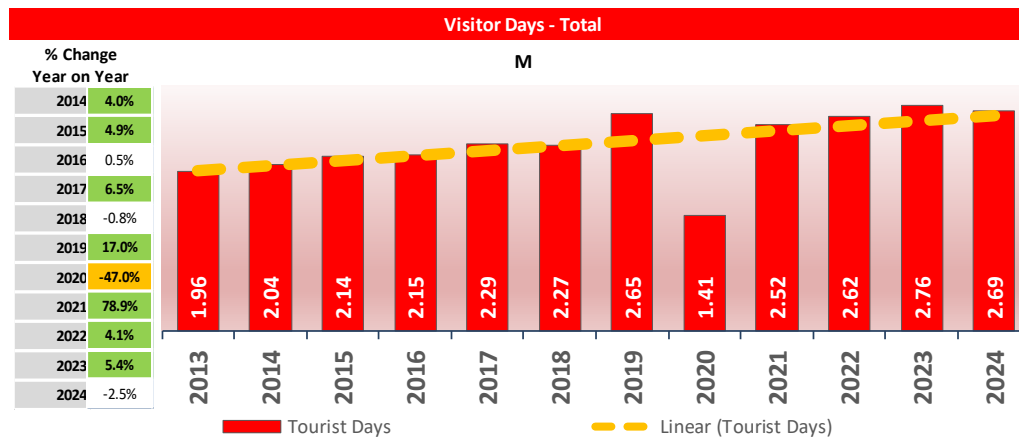
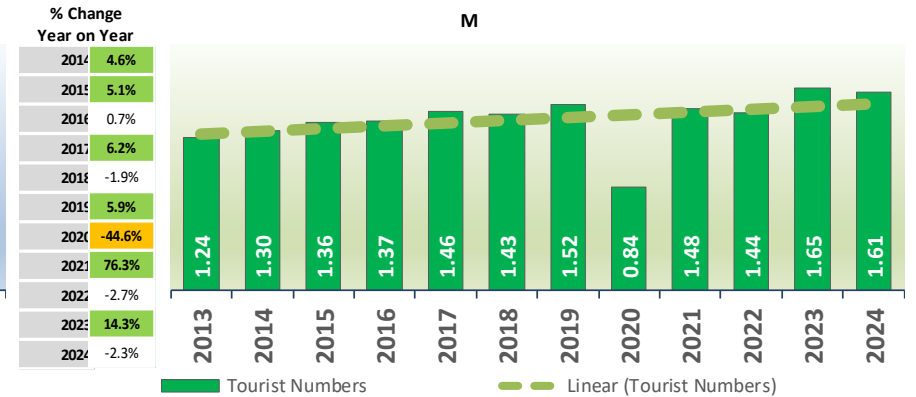
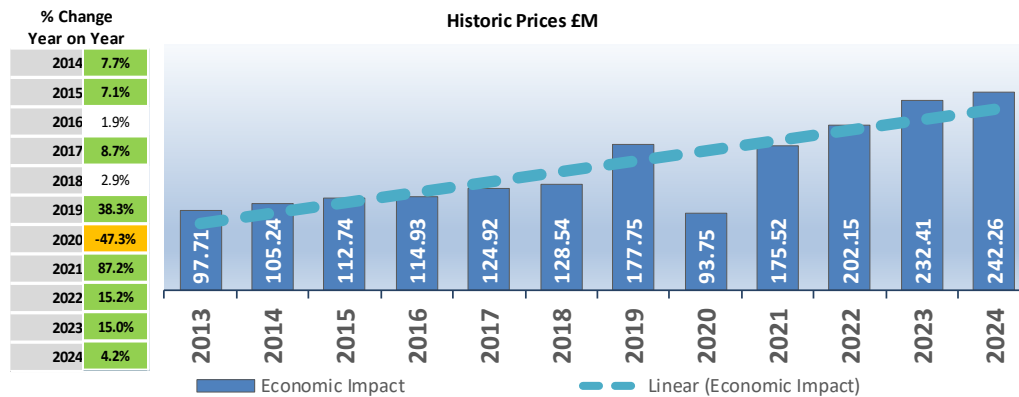
2013 to 2024
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		7.7%	15.4%	17.6%	27.8%	31.6%	81.9%	-4.1%	79.6%	106.9%	137.8%	147.9%
Visitor Numbers		4.6%	9.9%	10.7%	17.6%	15.4%	22.2%	-32.3%	19.4%	16.1%	32.7%	29.6%
Visitor Days		4.0%	9.2%	9.7%	16.9%	15.9%	35.6%	-28.1%	28.6%	33.8%	41.1%	37.5%
Total Employment		2.9%	4.8%	4.0%	7.6%	8.0%	19.9%	-32.1%	9.3%	13.8%	20.1%	12.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

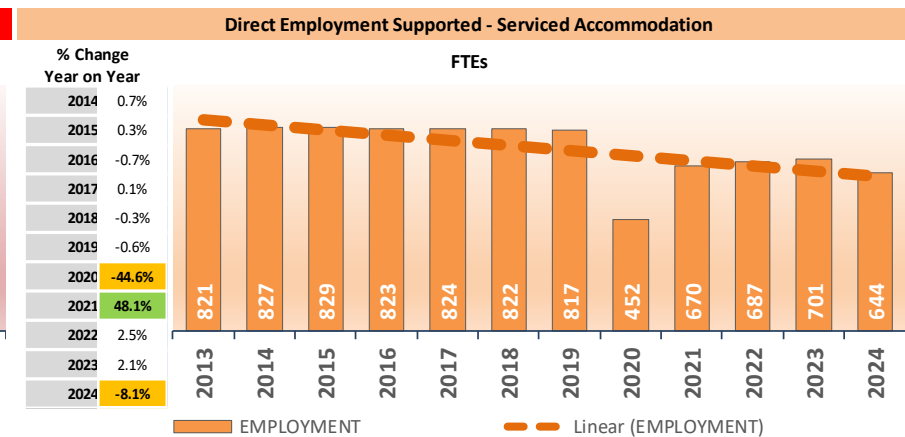
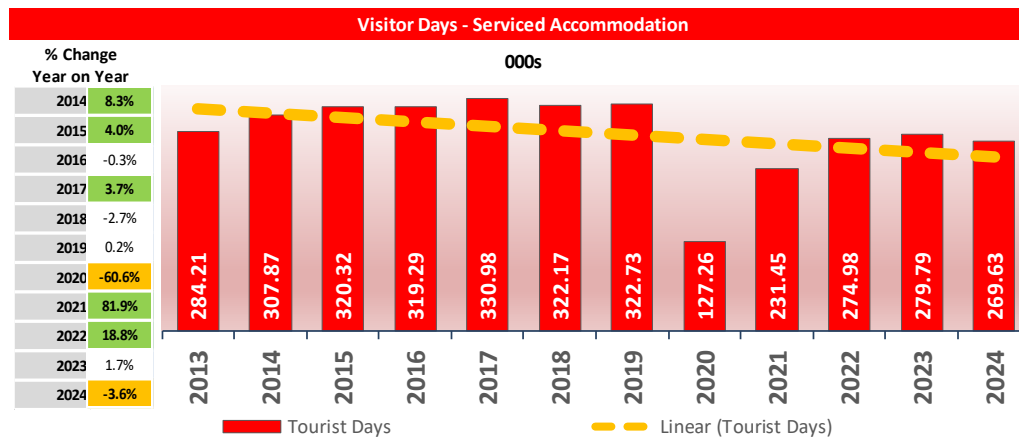
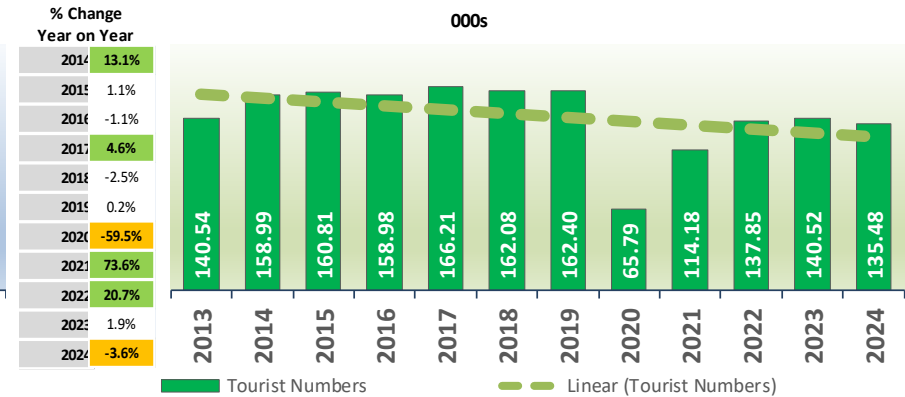
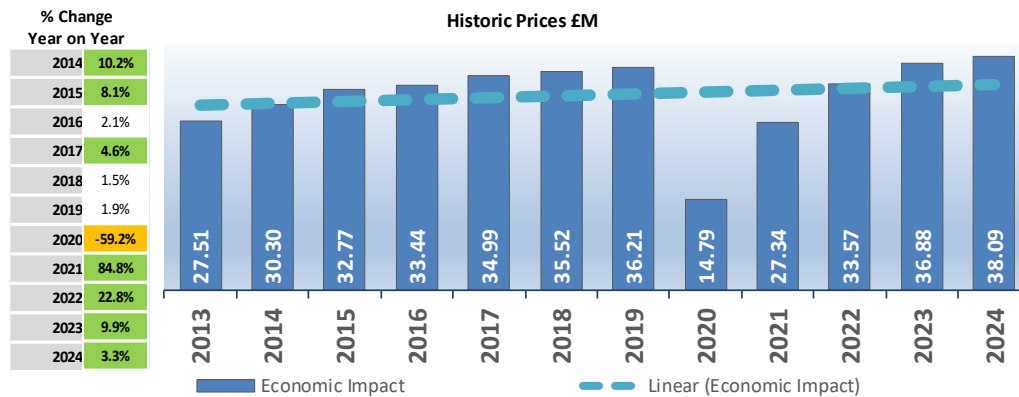
2013 to 2024
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		10.2%	19.1%	21.6%	27.2%	29.1%	31.6%	-46.2%	-0.6%	22.0%	34.1%	38.5%
Visitor Numbers		13.1%	14.4%	13.1%	18.3%	15.3%	15.6%	-53.2%	-18.8%	-1.9%	0.0%	-3.6%
Visitor Days		8.3%	12.7%	12.3%	16.5%	13.4%	13.6%	-55.2%	-18.6%	-3.2%	-1.6%	-5.1%
Direct Employment		0.7%	1.0%	0.3%	0.4%	0.1%	-0.4%	-44.9%	-18.4%	-16.4%	-14.6%	-21.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

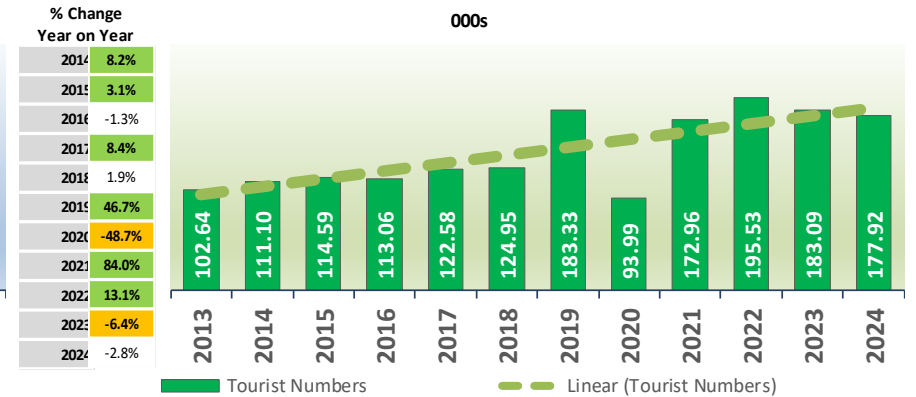
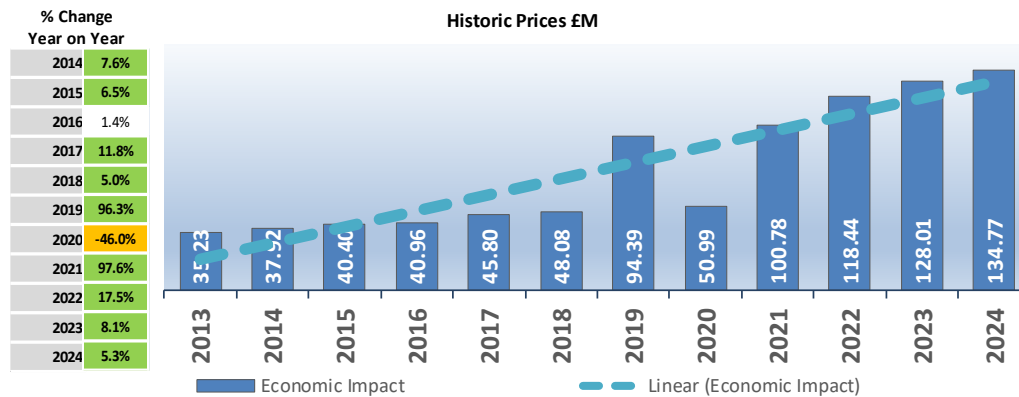
2013 to 2024
Historic Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

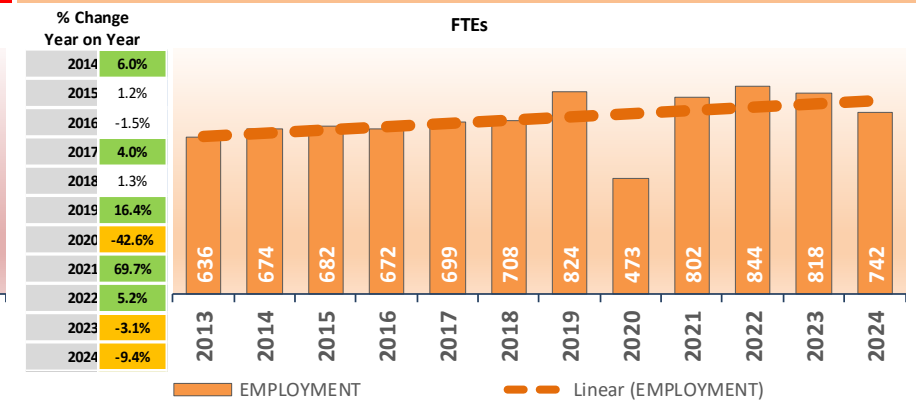
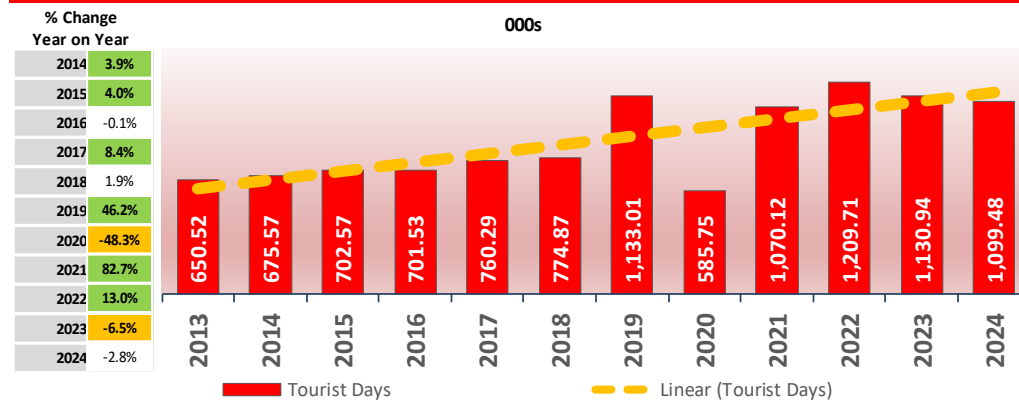
Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation

Direct Employment Supported - Non-Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		7.6%	14.7%	16.3%	30.0%	36.5%	167.9%	44.7%	186.1%	236.2%	263.4%	282.6%
Visitor Numbers		8.2%	11.6%	10.2%	19.4%	21.7%	78.6%	-8.4%	68.5%	90.5%	78.4%	73.3%
Visitor Days		3.9%	8.0%	7.8%	16.9%	19.1%	74.2%	-10.0%	64.5%	86.0%	73.9%	69.0%
Direct Employment		6.0%	7.3%	5.7%	9.9%	11.4%	29.6%	-25.7%	26.1%	32.8%	28.7%	16.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

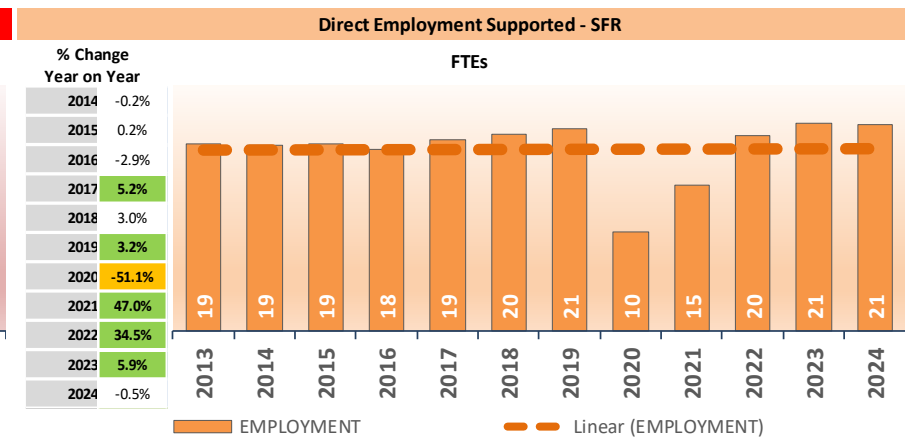
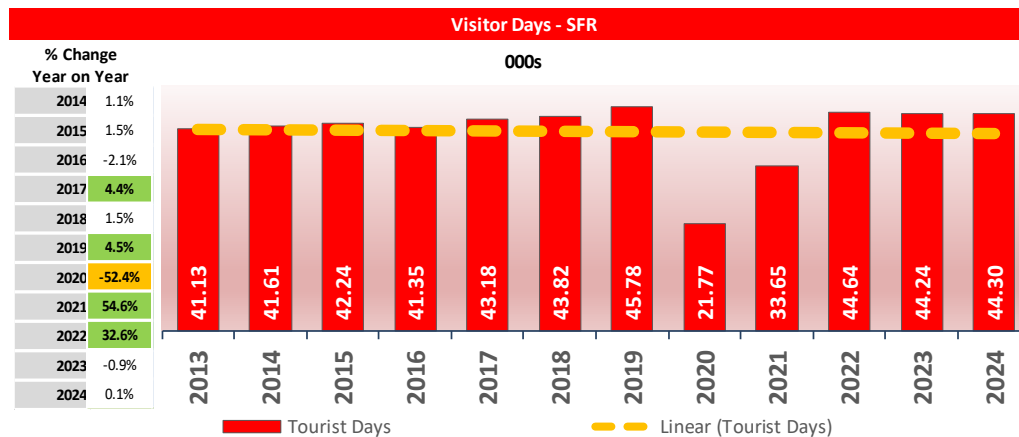
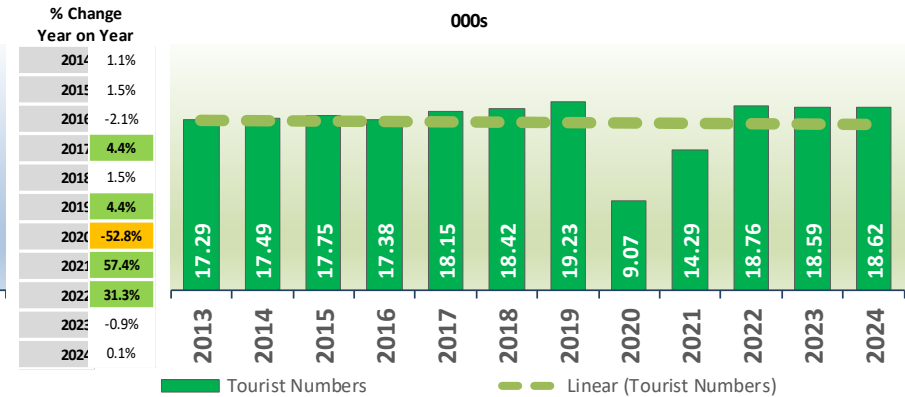
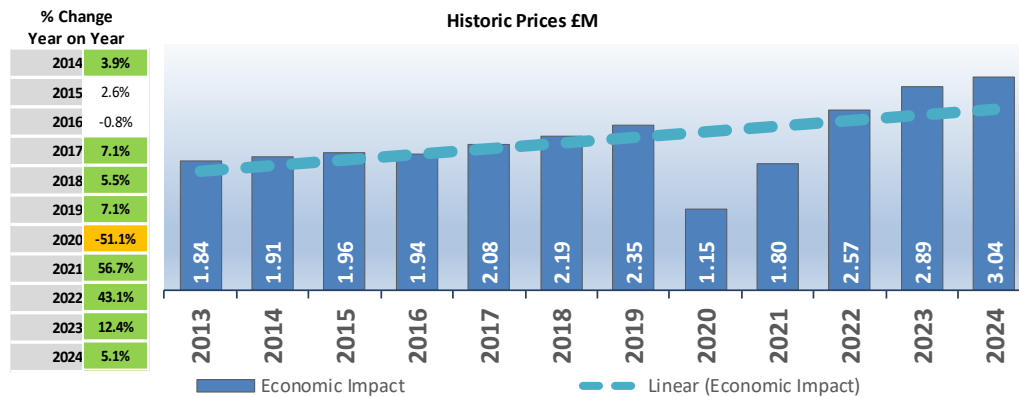
2013 to 2024
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.9%	6.7%	5.8%	13.4%	19.6%	28.1%	-37.4%	-2.0%	40.3%	57.6%	65.6%
Visitor Numbers		1.1%	2.7%	0.5%	5.0%	6.5%	11.2%	-47.5%	-17.4%	8.5%	7.5%	7.6%
Visitor Days		1.1%	2.7%	0.5%	5.0%	6.5%	11.3%	-47.1%	-18.2%	8.5%	7.5%	7.7%
Direct Employment		-0.2%	0.0%	-2.8%	2.2%	5.3%	8.6%	-46.9%	-22.0%	5.0%	11.2%	10.7%

"Linear" = Linear Trendline

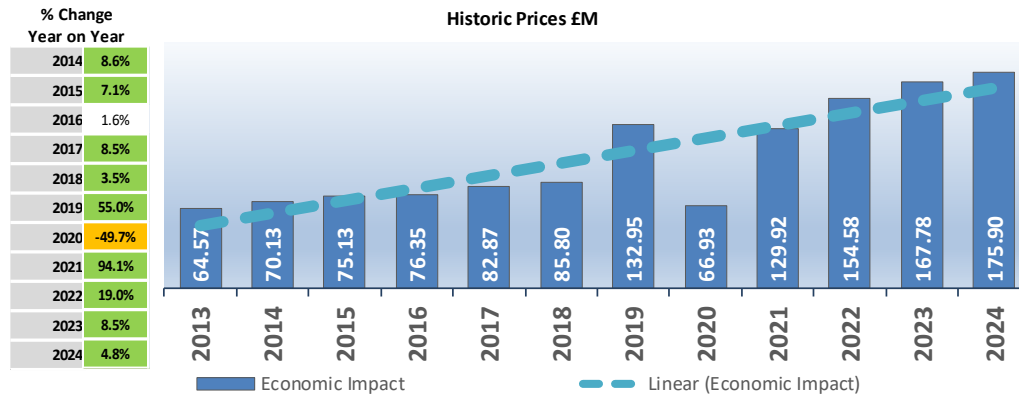
STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024
Historic Prices

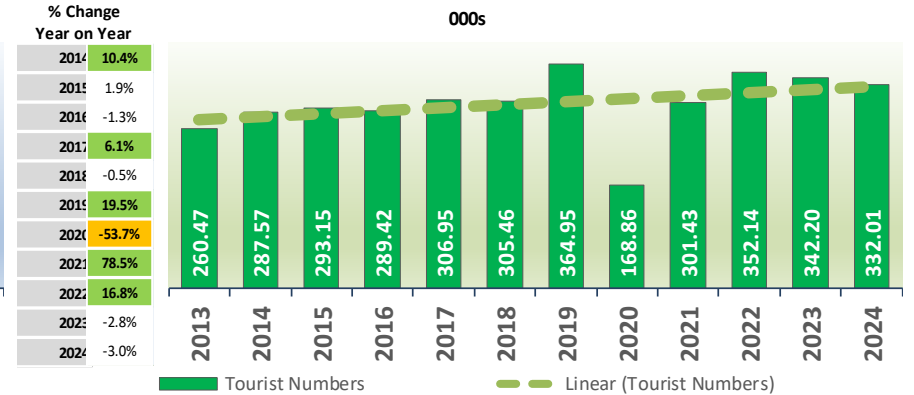
STAYING VISITOR

KEY MEASURES
Historic Prices

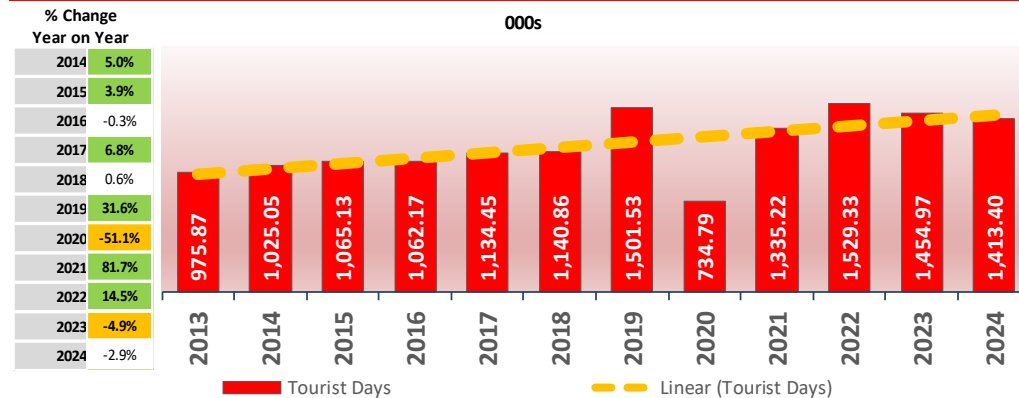
Economic Impact - Historic Prices - Staying Visitor



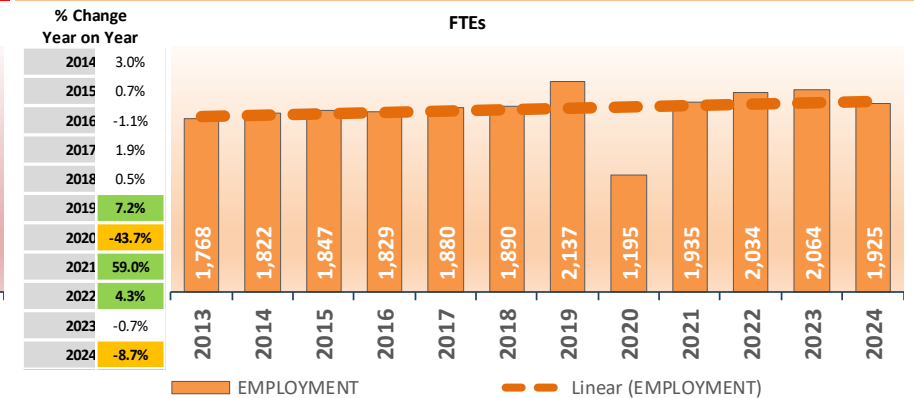
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

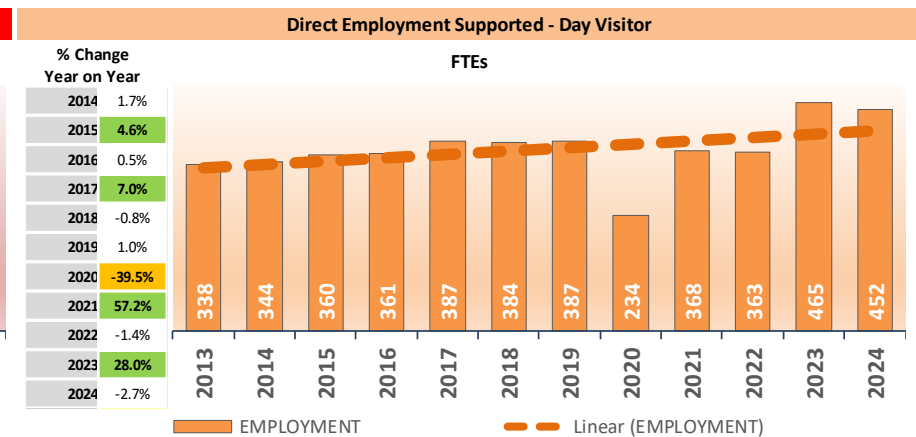
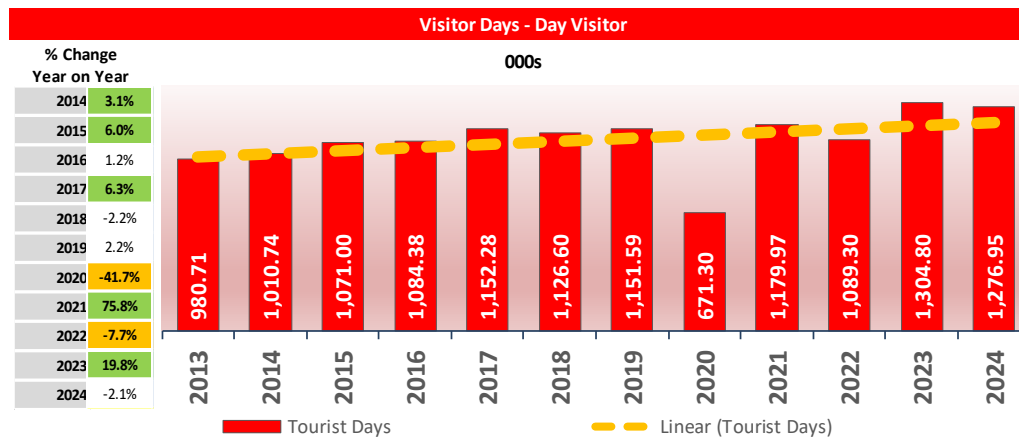
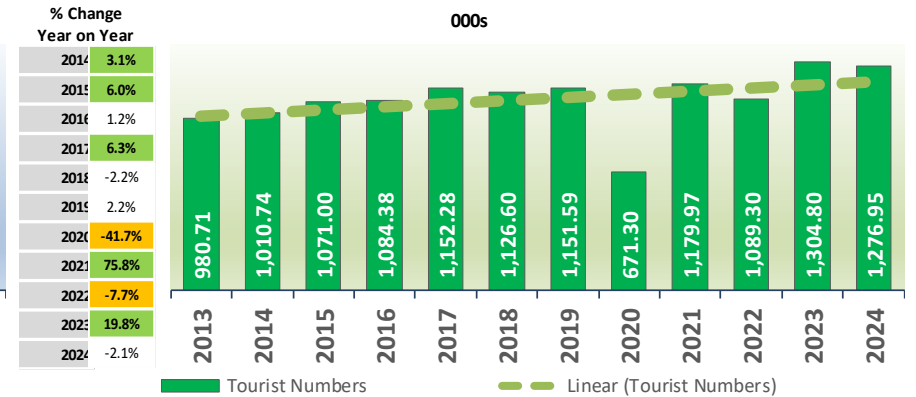
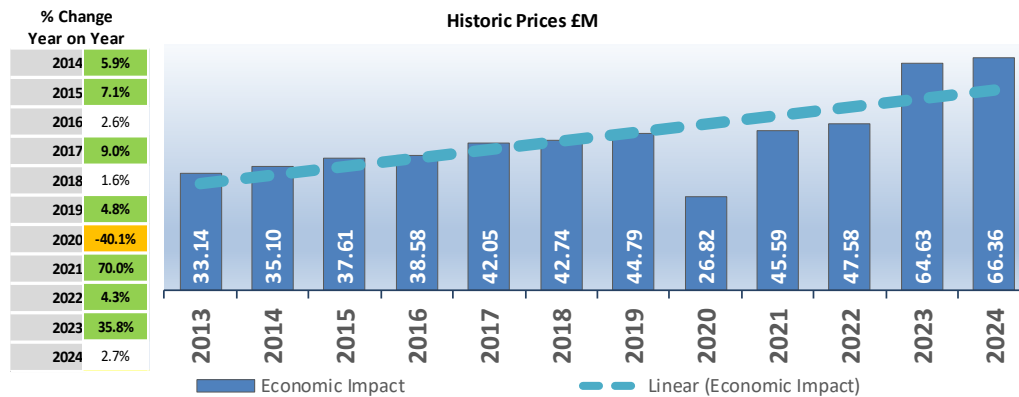


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		8.6%	16.4%	18.2%	28.3%	32.9%	105.9%	3.7%	101.2%	139.4%	159.8%	172.4%
Visitor Numbers		10.4%	12.5%	11.1%	17.8%	17.3%	40.1%	-35.2%	15.7%	35.2%	31.4%	27.5%
Visitor Days		5.0%	9.1%	8.8%	16.3%	16.9%	53.9%	-24.7%	36.8%	56.7%	49.1%	44.8%
Direct Employment		3.1%	4.4%	3.4%	6.4%	6.9%	20.9%	-32.4%	9.4%	15.1%	16.7%	8.9%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		5.9%	13.5%	16.4%	26.9%	29.0%	35.2%	-19.1%	37.6%	43.6%	95.0%	100.2%
Visitor Numbers		3.1%	9.2%	10.6%	17.5%	14.9%	17.4%	-31.5%	20.3%	11.1%	33.0%	30.2%
Visitor Days		3.1%	9.2%	10.6%	17.5%	14.9%	17.4%	-31.5%	20.3%	11.1%	33.0%	30.2%
Direct Employment		1.7%	6.4%	6.9%	14.4%	13.5%	14.6%	-30.7%	8.9%	7.4%	37.5%	33.8%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2013 to 2024

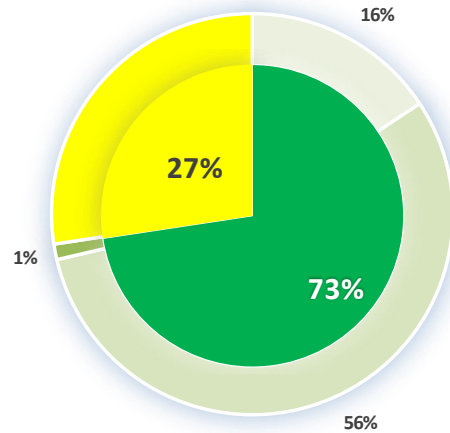
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2024 - M - Share of Total

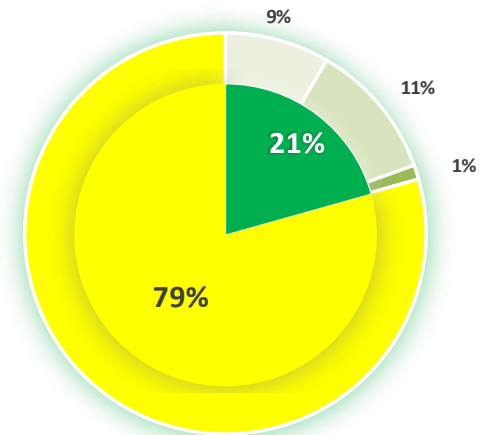
TOTAL
£242.26m

	£M
Serviced	38.09
Non-Serviced	134.77
SFR	3.04
Staying Visitor	175.90
Day Visitor	66.36
Total	242.26



TOTAL
1.61m

	M
Serviced	0.14
Non-Serviced	0.18
SFR	0.02
Staying Visitor	0.33
Day Visitor	1.28
Total	1.61

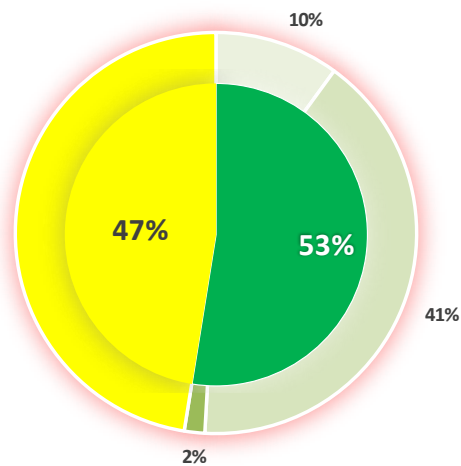


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

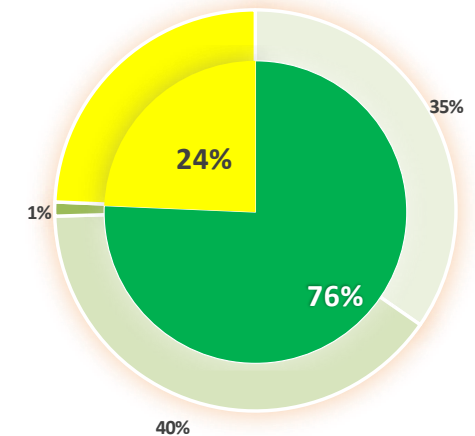
TOTAL
2.69m

	M
Serviced	0.27
Non-Serviced	1.10
SFR	0.04
Staying Visitor	1.41
Day Visitor	1.28
Total	2.69



TOTAL
1,859 Direct FTEs
2,377 Total FTEs

	FTEs
Serviced	644
Non-Serviced	742
SFR	21
Staying Visitor	1,407
Day Visitor	452
Total	1,859



STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2024
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

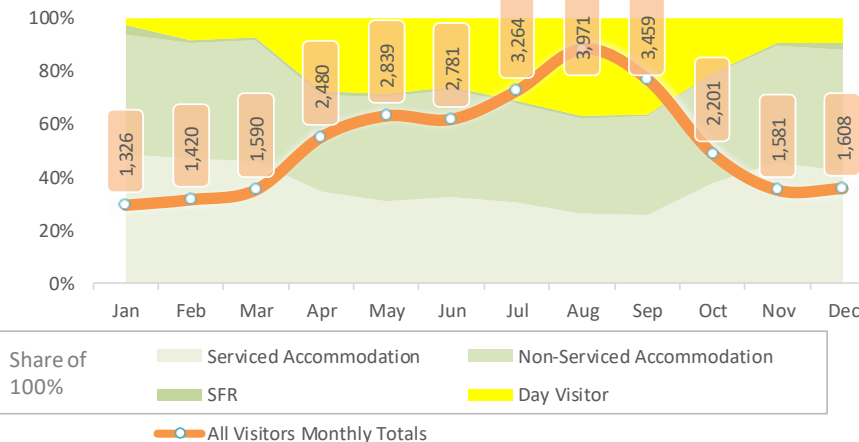
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

Visitor Numbers - 2024 - 000s - Distribution of Impact by Month



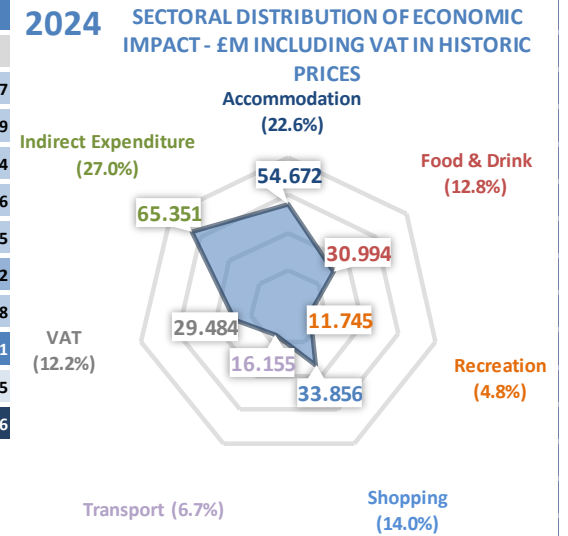
Visitor Days - 2024 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month



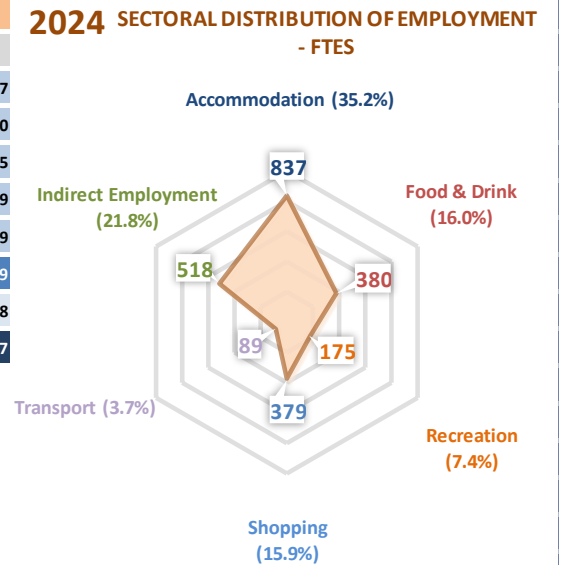
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	15.75	17.25	19.04	19.50	20.97	21.46	39.44	21.95	41.25	46.61	50.79	54.67
Food & Drink	£M	14.97	16.08	17.02	17.30	18.82	19.43	23.45	13.35	22.26	25.87	30.34	30.99
Recreation	£M	5.720	6.119	6.481	6.601	7.178	7.408	8.832	5.093	8.488	9.784	11.50	11.74
Shopping	£M	16.46	17.56	18.66	19.02	20.78	21.36	24.82	13.58	24.01	27.29	33.08	33.86
Transport	£M	7.991	8.557	9.059	9.222	10.00	10.32	12.22	6.481	11.61	13.49	15.82	16.15
Direct Revenue	£M	60.89	65.57	70.26	71.64	77.75	79.97	108.77	60.46	107.62	123.04	141.53	147.42
VAT	£M	12.18	13.11	14.05	14.33	15.55	15.99	21.75	8.106	20.55	24.61	28.31	29.48
Direct Expenditure	£M	73.06	78.68	84.32	85.97	93.30	95.96	130.52	68.57	128.16	147.65	169.84	176.91
Indirect Expenditure	£M	24.65	26.55	28.42	28.96	31.62	32.58	47.23	25.18	47.35	54.50	62.57	65.35
TOTAL	£M	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	1,071	1,100	1,100	1,087	1,086	1,086	1,081	643	990	971	950	837
Food & Drink	FTEs	275	283	293	291	311	314	365	202	323	355	393	380
Recreation	FTEs	127	131	135	135	144	145	167	93	149	163	181	175
Shopping	FTEs	275	282	293	292	313	314	352	187	318	342	390	379
Transport	FTEs	66	67	70	69	74	74	85	44	75	83	91	89
Direct Employment	FTEs	1,814	1,864	1,890	1,875	1,929	1,934	2,049	1,169	1,855	1,914	2,005	1,859
Indirect Employment	FTEs	292	302	316	315	338	340	475	260	448	484	523	518
TOTAL	FTEs	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377



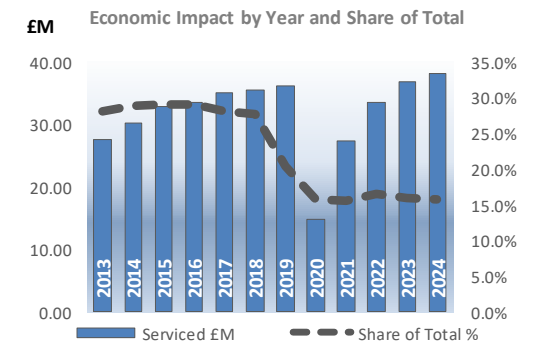
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

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

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ECONOMIC IMPACT BY:													2013 to 2024 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2013 to 2024													37.9%	59.3%	26.1%	32.1%	26.8%	37.1%	41.7%	17.9%	28.4%	55.9%	113.3%	122.2%	38.5%	Annual Change	39.3%	32.0%	28.1%	85.6%
% Change 2023 to 2024													11.0%	0.1%	2.7%	-2.2%	4.6%	0.7%	5.5%	6.0%	0.7%	3.8%	3.1%	2.7%	3.3%	Annual Change	4.4%	1.0%	4.5%	3.3%
Average Annual Change													3.4%	5.4%	2.4%	2.9%	2.4%	3.4%	3.8%	1.6%	2.6%	5.1%	10.3%	11.1%	3.5%	Annual Change	3.6%	2.9%	2.6%	7.8%
2013	£M	1.083	0.916	1.265	2.484	2.750	2.779	4.038	5.465	2.952	1.962	0.928	0.887	27.51		3.264	8.012	12.46	3.777											
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	10.2%	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											

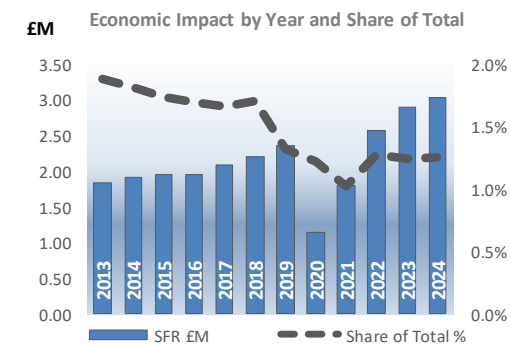
ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION															
SHARE OF MARKET													£M		Economic Impact by Year and Share of Total													
													2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Serviced													£M	27.51	30.30	32.77	33.44	34.99	35.52	36.21	14.79	27.34	33.57	36.88	38.09			
All Visitor Types													£M	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26			
Share of Total													%	28.2%	28.8%	29.1%	29.1%	28.0%	27.6%	20.4%	15.8%	15.6%	16.6%	15.9%	15.7%			
Annual Change in Share													%		2.3%	0.9%	0.1%	-3.7%	-1.3%	-26.3%	-22.6%	-1.3%	6.6%	-4.4%	-0.9%			
Change in Share from 2013													%		2.3%	3.2%	3.4%	-0.5%	-1.8%	-27.6%	-44.0%	-44.7%	-41.0%	-43.6%	-44.2%			
Avg Ann. Change in Share													%		2.3%	1.6%	1.1%	-0.1%	-0.4%	-4.6%	-6.3%	-5.6%	-4.6%	-4.4%	-4.0%			



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2013 to 2024 Historic Prices													SFR	ECONOMIC IMPACT Historic Prices																								
ECONOMIC IMPACT BY:													CALENDAR YEAR		QUARTER																							
MONTH AND QUARTER													TOTAL	% Change																								
KEY													SFR		QUARTER																							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													SFR																									
An increase of 3% or more													SFR		QUARTER																							
Less than 3% change													SFR																									
A Fall of 3% or more													SFR		QUARTER																							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													SFR																									
Q1													Q2		Q3		Q4		TOTAL		% Change																	
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		% Change	
% Change 2013 to 2024													68.8%	70.6%	58.1%	63.2%	59.4%	58.0%	61.9%	57.9%	64.0%	67.0%	76.8%	79.8%	65.6%	Annual Change	66.7%	60.8%	60.7%	76.0%								
% Change 2023 to 2024													5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%		5.1%	5.1%	5.1%	5.1%								
Average Annual Change													6.3%	6.4%	5.3%	5.7%	5.4%	5.3%	5.6%	5.3%	5.8%	6.1%	7.0%	7.3%	6.0%		6.1%	5.5%	5.5%	6.9%								
2013	£M	0.268	0.088	0.102	0.227	0.154	0.115	0.182	0.197	0.103	0.100	0.078	0.222	1.835	Annual Change	0.457	0.496	0.482	0.401																			
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		3.9%	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		2.6%	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		-0.8%	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		7.1%	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		5.5%	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		7.1%	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		-51.1%	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		56.7%	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		43.1%	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	12.4%	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	5.1%	0.761	0.798	0.774	0.706																			

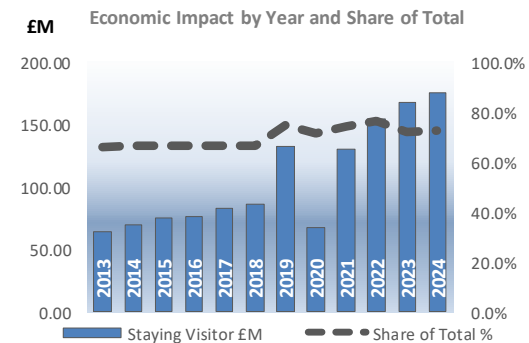
ECONOMIC IMPACT - IN HISTORIC PRICES													SFR																																														
SHARE OF MARKET													SFR				SFR																																										
2013													2014				2015				2016				2017				2018				2019				2020				2021				2022				2023				2024						
SFR													£M	1.835	1.907	1.958	1.942	2.081	2.195	2.351	1.148	1.799	2.574	2.893	3.039	SFR				£M	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	Share of Total				%	1.9%	1.8%	1.7%	1.7%	1.7%	1.7%	1.3%	1.2%	1.0%	1.3%	1.2%	1.3%
All Visitor Types													£M	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26	Share of Total				%	1.9%	1.8%	1.7%	1.7%	1.7%	1.7%	1.3%	1.2%	1.0%	1.3%	1.2%	1.3%																	
Annual Change in Share													%		-3.5%	-4.2%	-2.7%	-1.5%	2.5%	-22.6%	-7.4%	-16.3%	24.2%	-2.2%	0.8%	Share of Total				%		-3.5%	-7.5%	-10.0%	-11.3%	-9.1%	-29.6%	-34.8%	-45.4%	-32.2%	-33.7%	-33.2%																	
Change in Share from 2013													%		-3.5%	-7.5%	-10.0%	-11.3%	-9.1%	-29.6%	-34.8%	-45.4%	-32.2%	-33.7%	-33.2%	Share of Total				%		-3.5%	-7.5%	-10.0%	-11.3%	-9.1%	-29.6%	-34.8%	-45.4%	-32.2%	-33.7%	-33.2%																	
Avg Ann. Change in Share													%		-3.5%	-3.8%	-3.3%	-2.8%	-1.8%	-4.9%	-5.0%	-5.7%	-3.6%	-3.4%	-3.0%	Share of Total				%		-3.5%	-3.8%	-3.3%	-2.8%	-1.8%	-4.9%	-5.0%	-5.7%	-3.6%	-3.4%	-3.0%																	



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ECONOMIC IMPACT BY:													2013 to 2024 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2013 to 2024													285.8%	270.9%	241.6%	157.4%	140.5%	141.2%	131.2%	116.5%	159.5%	211.9%	307.7%	415.1%	172.4%		263.8%	145.3%	132.1%	288.5%
% Change 2023 to 2024													3.8%	0.8%	8.7%	-3.3%	5.3%	7.2%	10.3%	11.2%	2.4%	0.0%	-2.7%	4.6%	4.8%		4.6%	3.4%	8.3%	0.7%
Average Annual Change													26.0%	24.6%	22.0%	14.3%	12.8%	12.8%	11.9%	10.6%	14.5%	19.3%	28.0%	37.7%	15.7%		24.0%	13.2%	12.0%	26.2%
2013	£M	2.170	2.216	2.878	5.268	7.002	7.159	9.563	12.18	7.250	4.295	2.345	2.242	64.57		7.264	19.43	29.00	8.882											
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	8.6%	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											

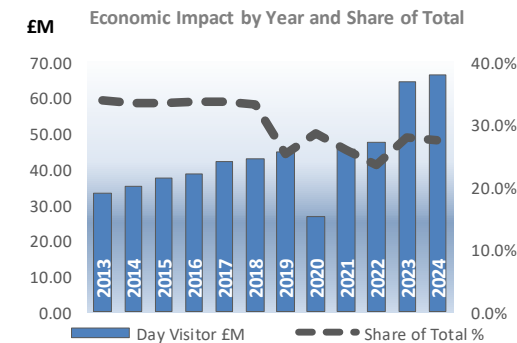
ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Staying Visitor	£M	64.57	70.13	75.13	76.35	82.87	85.80	132.95	66.93	129.92	154.58	167.78	175.90		
All Visitor Types	£M	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26		
Share of Total	%	66.1%	66.6%	66.6%	66.4%	66.3%	66.7%	74.8%	71.4%	74.0%	76.5%	72.2%	72.6%		
Annual Change in Share	%		0.9%	0.0%	-0.3%	-0.1%	0.6%	12.1%	-4.6%	3.7%	3.3%	-5.6%	0.6%		
Change in Share from 2013	%		0.9%	0.8%	0.5%	0.4%	1.0%	13.2%	8.0%	12.0%	15.7%	9.2%	9.9%		
Avg Ann. Change in Share	%		0.9%	0.4%	0.2%	0.1%	0.2%	2.2%	1.1%	1.5%	1.7%	0.9%	0.9%		



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2013 to 2024 Historic Prices													DAY VISITOR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		-3.4%	47.9%	65.6%	122.8%	101.7%	95.2%	113.0%	137.5%	84.6%	126.4%	47.1%	14.6%	100.2%		43.0%	105.5%	110.3%	73.7%
% Change 2023 to 2024		41.1%	17.0%	15.3%	16.7%	28.2%	-26.5%	25.3%	-8.5%	-2.3%	49.5%	-6.1%	-29.4%	2.7%	19.3%	0.7%	1.1%	11.3%	
Average Annual Change		-0.3%	4.4%	6.0%	11.2%	9.2%	8.7%	10.3%	12.5%	7.7%	11.5%	4.3%	1.3%	9.1%	3.9%	9.6%	10.0%	6.7%	
2013	£M	0.420	0.798	0.695	2.978	3.834	3.554	4.456	5.672	6.466	1.953	1.036	1.279	33.14	1.913	10.37	16.59	4.269	
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	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	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	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	1.680	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	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	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	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	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	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	2.736	21.31	34.90	7.413	

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR				
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Day Visitor	£M	33.14	35.10	37.61	38.58	42.05	42.74	44.79	26.82	45.59	47.58	64.63	66.36				
All Visitor Types	£M	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	242.26				
Share of Total	%	33.9%	33.4%	33.4%	33.6%	33.7%	33.3%	25.2%	28.6%	26.0%	23.5%	27.8%	27.4%				
Annual Change in Share	%		-1.7%	0.0%	0.6%	0.3%	-1.2%	-24.2%	13.5%	-9.2%	-9.4%	18.2%	-1.5%				
Change in Share from 2013	%		-1.7%	-1.7%	-1.0%	-0.8%	-2.0%	-25.7%	-15.7%	-23.4%	-30.6%	-18.0%	-19.2%				
Avg Ann. Change in Share	%		-1.7%	-0.8%	-0.3%	-0.2%	-0.4%	-4.3%	-2.2%	-2.9%	-3.4%	-1.8%	-1.7%				



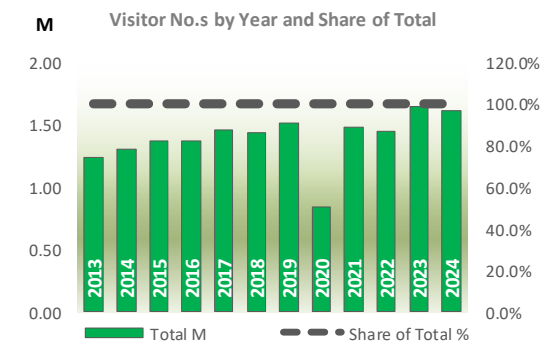
Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

VISITOR NUMBERS BY:													2013 to 2024		TOTAL	VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL						
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change				
KEY													TOTAL		% Change				
An increase of 3% or more													TOTAL		% Change				
Less than 3% change													TOTAL		% Change				
A Fall of 3% or more													TOTAL		% Change				
Q1													Q2		Q3		Q4		
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		% Change				
% Change 2013 to 2024													TOTAL		% Change				
% Change 2023 to 2024													TOTAL		% Change				
Average Annual Change													TOTAL		% Change				
2013	M	0.025	0.035	0.032	0.112	0.144	0.134	0.163	0.207	0.221	0.077	0.043	0.049	1.241	0.092	0.389	0.590	0.169	
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	4.6%	0.084	0.410	0.621	0.183
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	0.025	0.021	0.034	0.098	0.121	0.221	0.204	0.270	0.265	0.096	0.075	0.051	1.481	76.3%	0.081	0.440	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	-2.7%	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

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET													TOTAL		
2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024													TOTAL		
Total	M	1.241	1.298	1.364	1.374	1.459	1.432	1.517	0.840	1.481	1.441	1.647	1.609		
All Visitor Types	M	1.241	1.298	1.364	1.374	1.459	1.432	1.517	0.840	1.481	1.441	1.647	1.609		
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 2013	%														
Avg Ann. Change in Share	%														



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Report Prepared by: Alison Tipler. Date of Issue: 12/08/25

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024													STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:													CALENDAR YEAR		QUARTER				
MONTH AND QUARTER													TOTAL						ANNUAL CHANGE
KEY													STAYING VISITOR		ANNUAL CHANGE				
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		ANNUAL CHANGE				
Less than 3% change													TOTAL		ANNUAL CHANGE				
A Fall of 3% or more													TOTAL		ANNUAL CHANGE				
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL		ANNUAL CHANGE				
Q1													TOTAL		ANNUAL CHANGE				
Q2													TOTAL		ANNUAL CHANGE				
Q3													TOTAL		ANNUAL CHANGE				
Q4													TOTAL		ANNUAL CHANGE				
JAN													TOTAL		ANNUAL CHANGE				
FEB													TOTAL		ANNUAL CHANGE				
MAR													TOTAL		ANNUAL CHANGE				
APR													TOTAL		ANNUAL CHANGE				
MAY													TOTAL		ANNUAL CHANGE				
JUN													TOTAL		ANNUAL CHANGE				
JUL													TOTAL		ANNUAL CHANGE				
AUG													TOTAL		ANNUAL CHANGE				
SEP													TOTAL		ANNUAL CHANGE				
OCT													TOTAL		ANNUAL CHANGE				
NOV													TOTAL		ANNUAL CHANGE				
DEC													TOTAL		ANNUAL CHANGE				
% Change 2013 to 2024													TOTAL		ANNUAL CHANGE				
% Change 2023 to 2024													TOTAL		ANNUAL CHANGE				
Average Annual Change													TOTAL		ANNUAL CHANGE				
2013	000s	12.5	11.4	11.7	23.4	30.9	28.5	31.1	39.1	29.2	19.3	12.4	10.9	260.5		35.7	82.7	99.4	42.6
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	10.4%	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

VISITOR NUMBERS													STAYING VISITOR						
SHARE OF MARKET													000s						
2013													Visitor No.s by Year and Share of Total						
2014													400.00						
2015													300.00						
2016													200.00						
2017													100.00						
2018													0.00						
2019													30.0%						
2020													25.0%						
2021													20.0%						
2022													15.0%						
2023													10.0%						
2024													5.0%						
Staying Visitor	000s	260.5	287.6	293.1	289.4	306.9	305.5	365.0	168.9	301.4	352.1	342.2	332.0						
All Visitor Types	M	1.2	1.3	1.4	1.4	1.5	1.4	1.5	0.8	1.5	1.4	1.6	1.6						
Share of Total	%	21.0%	22.1%	21.5%	21.1%	21.0%	21.3%	24.1%	20.1%	20.3%	24.4%	20.8%	20.6%						
Annual Change in Share	%		5.5%	-3.0%	-2.0%	-0.2%	1.4%	12.8%	-16.5%	1.2%	20.1%	-15.0%	-0.7%						
Change in Share from 2013	%		5.5%	2.4%	0.4%	0.2%	1.6%	14.7%	-4.2%	-3.0%	16.4%	-1.0%	-1.7%						
Avg Ann. Change in Share	%		5.5%	1.2%	0.1%	0.1%	0.3%	2.4%	-0.6%	-0.4%	1.8%	-0.1%	-0.2%						

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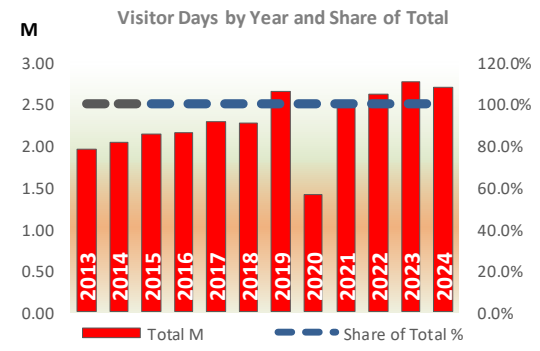
Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024													TOTAL	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		53.5%	43.8%	49.7%	42.2%	28.1%	25.8%	35.1%	39.7%	29.8%	57.2%	53.1%	48.8%	37.5%	Annual Change	48.7%	31.1%	35.0%	53.8%
% Change 2023 to 2024		-2.0%	-4.9%	2.9%	0.8%	7.2%	-17.2%	10.1%	-7.3%	-5.4%	11.1%	-5.5%	-13.0%	-2.5%		-1.2%	-4.3%	-2.2%	-0.8%
Average Annual Change		4.9%	4.0%	4.5%	3.8%	2.6%	2.3%	3.2%	3.6%	2.7%	5.2%	4.8%	4.4%	3.4%		4.4%	2.8%	3.2%	4.9%
2013	M	0.046	0.058	0.066	0.170	0.229	0.224	0.258	0.330	0.310	0.124	0.068	0.074	1.957		0.169	0.623	0.898	0.266
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	4.0%	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	0.050	0.044	0.065	0.155	0.220	0.350	0.342	0.436	0.423	0.191	0.131	0.107	2.515	78.9%	0.159	0.725	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	4.1%	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

VISITOR DAYS													TOTAL				
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Total	M	1.957	2.036	2.136	2.147	2.287	2.267	2.653	1.406	2.515	2.619	2.760	2.690				
All Visitor Types	M	1.957	2.036	2.136	2.147	2.287	2.267	2.653	1.406	2.515	2.619	2.760	2.690				
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 2013	%																
Avg Ann. Change in Share	%																



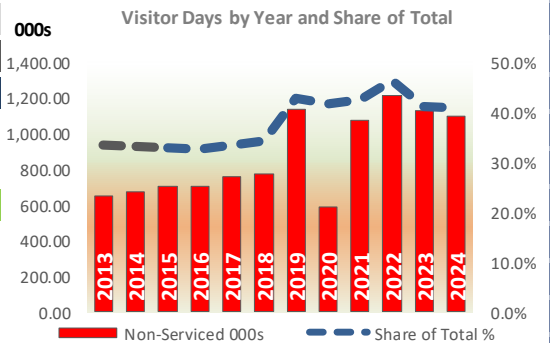
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Report Prepared by: Alison Tipler. Date of Issue: 12/08/25

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024													NON-SERVICED	VISITOR DAYS				
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER			
MONTH AND QUARTER													TOTAL	% Change	Q1	Q2	Q3	Q4
NON-SERVICED ACCOMMODATION																		
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change	Q1	Q2	Q3	Q4
KEY																		
An increase of 3% or more													TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change																		
A Fall of 3% or more													TOTAL	% Change	Q1	Q2	Q3	Q4
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																		
% Change 2013 to 2024	183.9%	107.9%	111.5%	67.2%	38.7%	35.4%	52.3%	50.4%	67.1%	95.6%	125.5%	182.7%	69.0%	69.0%	127.0%	44.0%	56.2%	125.0%
% Change 2023 to 2024	-8.1%	-11.2%	2.0%	-9.4%	-5.6%	0.3%	2.9%	2.0%	-3.0%	-6.0%	-3.6%	-3.6%	-2.8%	-2.8%	-5.4%	-4.6%	0.5%	-4.6%
Average Annual Change	16.7%	9.8%	10.1%	6.1%	3.5%	3.2%	4.8%	4.6%	6.1%	8.7%	11.4%	16.6%	6.3%	6.3%	11.5%	4.0%	5.1%	11.4%
2013 000s	15.7	23.1	29.1	50.3	83.2	86.4	83.3	104.2	84.6	43.2	25.7	21.7	650.5	650.5	67.9	219.9	272.2	90.6
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	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	702.6	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	701.5	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	760.3	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	774.9	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	1,133.0	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	585.8	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	1,070.1	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	1,209.7	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	1,130.9	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	1,099.5	154.1	316.5	425.1	203.8

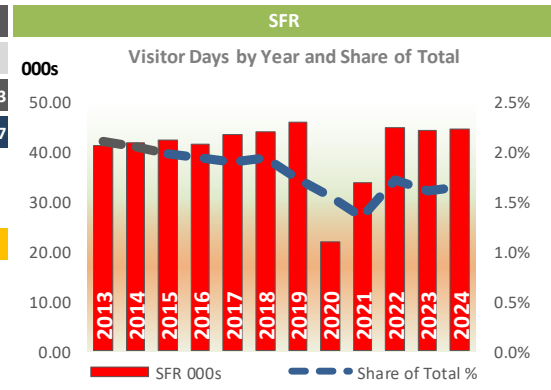
VISITOR DAYS													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET													000s			
2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024													Visitor Days by Year and Share of Total			
Non-Serviced	000s	650.5	675.6	702.6	701.5	760.3	774.9	1,133.0	585.8	1,070.1	1,209.7	1,130.9	1,099.5	1,400.00		
All Visitor Types	M	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.4	2.5	2.6	2.8	2.7	1,200.00		
Share of Total	%	33.2%	33.2%	32.9%	32.7%	33.2%	34.2%	42.7%	41.7%	42.5%	46.2%	41.0%	40.9%	1,000.00		
Annual Change in Share	%		-0.2%	-0.9%	-0.6%	1.7%	2.8%	25.0%	-2.5%	2.1%	8.6%	-11.3%	-0.3%	800.00		
Change in Share from 2013	%		-0.2%	-1.1%	-1.7%	0.0%	2.8%	28.4%	25.3%	28.0%	38.9%	23.3%	22.9%	600.00		
Avg Ann. Change in Share	%		-0.2%	-0.5%	-0.6%	0.0%	0.6%	4.7%	3.6%	3.5%	4.3%	2.3%	2.1%	400.00		



STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024													SFR	VISITOR DAYS					
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR												TOTAL						% Change
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL		% Change				
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024	9.7%	10.9%	2.8%	6.2%	3.7%	2.7%	5.3%	2.7%	6.6%	8.6%	15.0%	16.9%	7.7%	7.7%	8.4%	4.6%	4.5%	14.5%	
% Change 2023 to 2024	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	
Average Annual Change	0.9%	1.0%	0.3%	0.6%	0.3%	0.2%	0.5%	0.2%	0.6%	0.8%	1.4%	1.5%	0.7%	0.7%	0.8%	0.4%	0.4%	1.3%	
2013	000s	6.0	2.0	2.3	5.1	3.4	2.6	4.1	4.4	2.3	2.2	1.8	5.0	41.1	10.2	11.1	10.8	9.0	
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	1.1%	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	1.5%	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	-2.1%	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	4.4%	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	1.5%	10.9	11.5	11.3	10.2
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	4.5%	12.0	11.8	11.3	10.7
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	-52.4%	8.7	0.3	8.3	4.4
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	54.6%	3.7	8.5	11.6	9.8
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	32.6%	11.2	11.7	11.4	10.4
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	-0.9%	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	0.1%	11.1	11.6	11.3	10.3

VISITOR DAYS													SFR		
SHARE OF MARKET	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s		
SFR	000s	41.1	41.6	42.2	41.4	43.2	43.8	45.8	21.8	33.7	44.6	44.2	44.3		
All Visitor Types	M	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.4	2.5	2.6	2.8	2.7		
Share of Total	%	2.1%	2.0%	2.0%	1.9%	1.9%	1.7%	1.5%	1.3%	1.7%	1.6%	1.6%			
Annual Change in Share	%	-2.8%	-3.3%	-2.6%	-2.0%	2.3%	-10.7%	-10.2%	-13.6%	27.4%	-6.0%	2.7%			
Change in Share from 2013	%	-2.8%	-6.0%	-8.4%	-10.2%	-8.1%	-17.9%	-26.3%	-36.4%	-18.9%	-23.8%	-21.7%			
Avg Ann. Change in Share	%	-2.8%	-3.0%	-2.8%	-2.5%	-1.6%	-3.0%	-3.8%	-4.5%	-2.1%	-2.4%	-2.0%			



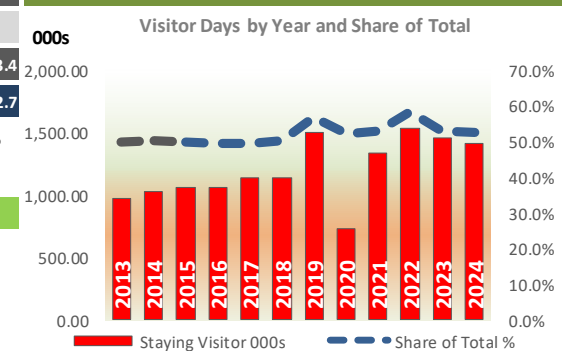
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STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024													STAYING VISITOR	VISITOR DAYS				
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER			
MONTH AND QUARTER																		
KEY																		
STAYING VISITOR																		
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
An increase of 3% or more																		
Less than 3% change																		
A Fall of 3% or more																		
Q1																		
Q2																		
Q3																		
Q4																		
TOTAL																		
% Change																		
JAN																		
FEB																		
MAR																		
APR																		
MAY																		
JUN																		
JUL																		
AUG																		
SEP																		
OCT																		
NOV																		
DEC																		
% Change 2013 to 2024																		
% Change 2023 to 2024																		
Average Annual Change																		
2013 000s																		
2014 000s																		
2015 000s																		
2016 000s																		
2017 000s																		
2018 000s																		
2019 000s																		
2020 000s																		
2021 000s																		
2022 000s																		
2023 000s																		
2024 000s																		

VISITOR DAYS													STAYING VISITOR				
SHARE OF MARKET													000s				
2013																	
2014																	
2015																	
2016																	
2017																	
2018																	
2019																	
2020																	
2021																	
2022																	
2023																	
2024																	
Staying Visitor	000s	975.9	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				
All Visitor Types	M	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.4	2.5	2.6	2.8	2.7				
Share of Total	%	49.9%	50.4%	49.9%	49.5%	49.6%	50.3%	56.6%	52.3%	53.1%	58.4%	52.7%	52.5%				
Annual Change in Share	%		1.0%	-1.0%	-0.8%	0.3%	1.4%	12.5%	-7.7%	1.6%	10.0%	-9.7%	-0.4%				
Change in Share from 2013	%		1.0%	0.0%	-0.8%	-0.5%	0.9%	13.5%	4.8%	6.4%	17.1%	5.7%	5.3%				
Avg Ann. Change in Share	%		1.0%	0.0%	-0.3%	-0.1%	0.2%	2.2%	0.7%	0.8%	1.9%	0.6%	0.5%				



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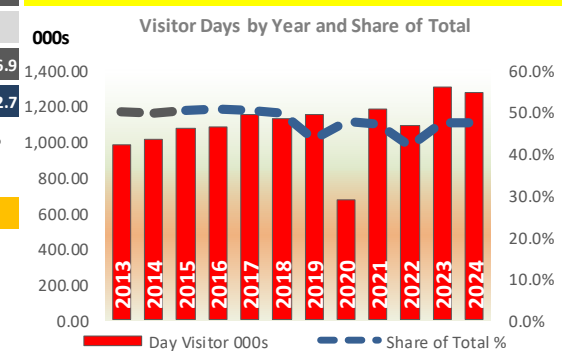
Report Prepared by: Alison Tipler. Date of Issue: 12/08/25

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024													DAY VISITOR	VISITOR DAYS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change				
KEY															DAY VISITOR			
An increase of 3% or more													DAY VISITOR					
Less than 3% change													DAY VISITOR					
A Fall of 3% or more													DAY VISITOR					
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													DAY VISITOR					
Q1													DAY VISITOR					
Q2													DAY VISITOR					
Q3													DAY VISITOR					
Q4													DAY VISITOR					
JAN													DAY VISITOR					
FEB													DAY VISITOR					
MAR													DAY VISITOR					
APR													DAY VISITOR					
MAY													DAY VISITOR					
JUN													DAY VISITOR					
JUL													DAY VISITOR					
AUG													DAY VISITOR					
SEP													DAY VISITOR					
OCT													DAY VISITOR					
NOV													DAY VISITOR					
DEC													DAY VISITOR					
TOTAL													DAY VISITOR					
% Change													DAY VISITOR					
Q1													DAY VISITOR					
Q2													DAY VISITOR					
Q3													DAY VISITOR					
Q4													DAY VISITOR					
% Change 2013 to 2024													DAY VISITOR					
% Change 2023 to 2024													DAY VISITOR					
Average Annual Change													DAY VISITOR					
2013 000s													DAY VISITOR					
2014 000s													DAY VISITOR					
2015 000s													DAY VISITOR					
2016 000s													DAY VISITOR					
2017 000s													DAY VISITOR					
2018 000s													DAY VISITOR					
2019 000s													DAY VISITOR					
2020 000s													DAY VISITOR					
2021 000s													DAY VISITOR					
2022 000s													DAY VISITOR					
2023 000s													DAY VISITOR					
2024 000s													DAY VISITOR					

VISITOR DAYS													DAY VISITOR	
SHARE OF MARKET													DAY VISITOR	
2013													DAY VISITOR	
2014													DAY VISITOR	
2015													DAY VISITOR	
2016													DAY VISITOR	
2017													DAY VISITOR	
2018													DAY VISITOR	
2019													DAY VISITOR	
2020													DAY VISITOR	
2021													DAY VISITOR	
2022													DAY VISITOR	
2023													DAY VISITOR	
2024													DAY VISITOR	

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Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

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

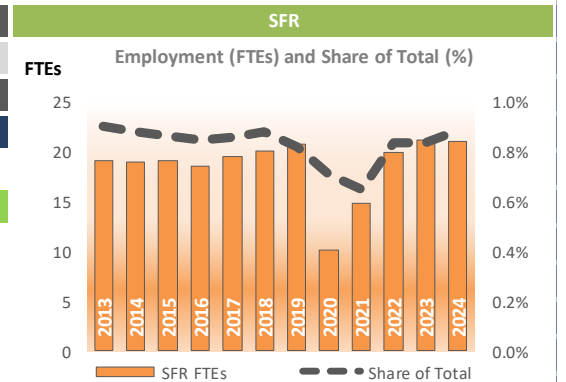
STEAM REPORT FOR 2013-2024 - FINAL													2013 to 2024		TOTAL		TOTAL EMPLOYMENT				
EXMOOR NATIONAL PARK																					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (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 2013 to 2024		2.6%	2.6%	4.7%	14.0%	11.5%	10.4%	16.8%	21.7%	15.9%	16.5%	7.8%	12.0%	12.9%	Annual Change		3.3%	11.9%	18.3%	12.5%	
% Change 2023 to 2024		-7.9%	-8.7%	-5.6%	-5.2%	-0.3%	-13.7%	2.4%	-7.0%	-7.2%	-1.3%	-9.7%	-11.2%	-6.0%			-7.4%	-6.7%	-4.4%	-7.0%	
Average Annual Change		0.2%	0.2%	0.4%	1.3%	1.0%	0.9%	1.5%	2.0%	1.4%	1.5%	0.7%	1.1%	1.2%			0.3%	1.1%	1.7%	1.1%	
2013	FTEs	1,293	1,385	1,518	2,175	2,546	2,520	2,795	3,264	2,984	1,889	1,467	1,436	2,106			1,399	2,414	3,014	1,597	
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	2.9%			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	1.9%			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

EMPLOYMENT														TOTAL			
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs		Employment (FTEs) and Share of Total (%)	
Total	FTEs	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377				
Total Employment	FTEs	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377				
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 2013	%																
Avg Ann. Change in Share	%																

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

EMPLOYMENT BY:													2013 to 2024		SFR	DIRECT EMPLOYMENT																	
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																		
KEY													SFR																				
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													TOTAL	% Change																			
An increase of 3% or more																																	
Less than 3% change																																	
A Fall of 3% or more																																	
													Q1	Q2	Q3	Q4	TOTAL	% Change	Q1	Q2	Q3	Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC									
% Change 2013 to 2024													12.8%	14.0%	5.6%	9.1%	6.6%	5.6%	8.2%	5.6%	9.6%	11.6%	18.2%	20.2%	10.7%			11.4%	7.5%	7.4%	17.6%		
% Change 2023 to 2024													-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	Annual Change	-0.5%	-0.5%	-0.5%	-0.5%		
Average Annual Change													1.2%	1.3%	0.5%	0.8%	0.6%	0.5%	0.7%	0.5%	0.9%	1.1%	1.7%	1.8%	1.0%		1.0%	0.7%	0.7%	1.6%			
2013	FTEs	33	11	13	28	19	14	23	24	13	12	10	28	19		19	21	20	17														
2014	FTEs	33	11	12	28	19	14	23	24	13	12	10	28	19	-0.2%	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														

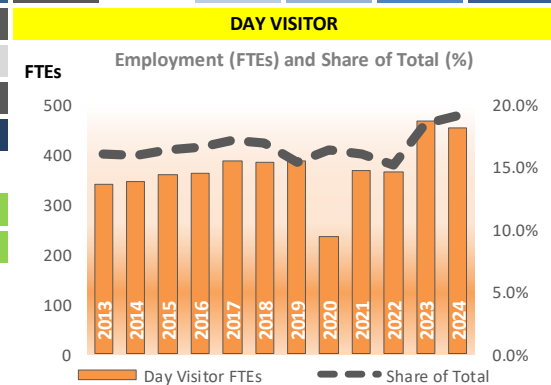
EMPLOYMENT													SFR											
SHARE OF MARKET													2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
SFR	FTEs	19	19	19	18	19	20	21	10	15	20	21	21											
Total Employment	FTEs	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377											
Share of Total	%	0.9%	0.9%	0.9%	0.8%	0.9%	0.9%	0.8%	0.7%	0.6%	0.8%	0.8%	0.9%											
Annual Change in Share	%		-2.9%	-1.6%	-2.1%	1.6%	2.7%	-7.0%	-13.7%	-8.7%	29.2%	0.4%	5.9%											
Change in Share from 2013	%		-2.9%	-4.5%	-6.5%	-5.0%	-2.5%	-9.4%	-21.8%	-28.6%	-7.8%	-7.4%	-1.9%											
Avg Ann. Change in Share	%		-2.9%	-2.2%	-2.2%	-1.3%	-0.5%	-1.6%	-3.1%	-3.6%	-0.9%	-0.7%	-0.2%											



STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

EMPLOYMENT BY:													2013 to 2024		DAY VISITOR		DIRECT EMPLOYMENT														
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		QUARTER												
Less than 3% change													Q1										Q2		Q3		Q4				
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024													-35.5%	-1.2%	10.6%	48.9%	34.8%	30.4%	42.4%	58.7%	23.4%	51.3%	-1.7%	-23.4%	33.8%			-4.4%	37.4%	40.6%	16.0%
% Change 2023 to 2024													33.7%	10.8%	9.2%	10.6%	21.5%	-30.4%	18.7%	-13.3%	-7.4%	41.6%	-11.0%	-33.1%	-2.7%			13.0%	-4.6%	-4.2%	5.5%
Average Annual Change													-3.2%	-0.1%	1.0%	4.4%	3.2%	2.8%	3.9%	5.3%	2.1%	4.7%	-0.2%	-2.1%	3.1%			-0.4%	3.4%	3.7%	1.5%
2013	FTEs	51	98	85	364	469	435	545	694	791	239	127	157	338		78	423	677	174												
2014	FTEs	32	69	76	455	436	430	551	684	833	242	154	164	344	1.7%	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												

EMPLOYMENT													DAY VISITOR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Day Visitor	FTEs	338	344	360	361	387	384	387	234	368	363	465	452		
Total Employment	FTEs	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377		
Share of Total	%	16.0%	15.9%	16.3%	16.5%	17.1%	16.9%	15.3%	16.4%	16.0%	15.1%	18.4%	19.0%		
Annual Change in Share	%		-1.1%	2.7%	1.2%	3.4%	-1.1%	-9.0%	6.7%	-2.4%	-5.2%	21.4%	3.5%		
Change in Share from 2013	%		-1.1%	1.6%	2.8%	6.3%	5.1%	-4.4%	2.1%	-0.4%	-5.6%	14.6%	18.6%		
Avg Ann. Change in Share	%		-1.1%	0.8%	0.9%	1.6%	1.0%	-0.7%	0.3%	-0.1%	-0.6%	1.5%	1.7%		



STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2024

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

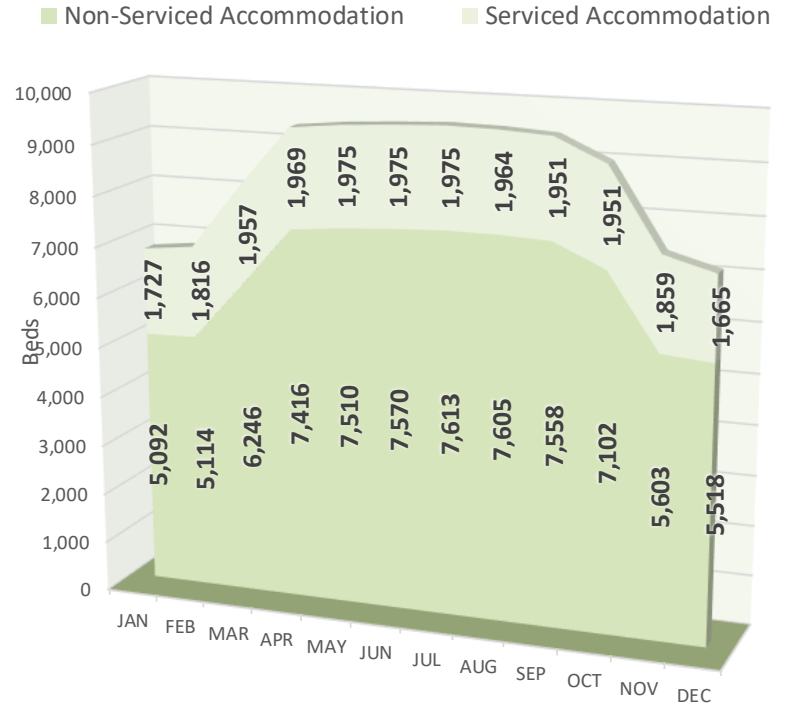
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	137	1,975	-16	-99	-65	-609
+50 Room	1	115	0	0	0	-4
11-50 Room	17	608	-1	-24	-4	-141
<10 Room	119	1,252	-15	-75	-61	-464

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	223	7,617	-42	+27	-42	+2,705
Self catering	198	1,628	-42	-187	-41	-56
Static caravans/chalets	0	320	0	0	0	+28
Touring caravans/camping	20	2,775	0	-30	-1	+21
Youth Hostels	5	159	0	0	0	-23
Short term lets	0	2,735	0	+244		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	360	9,592	-58	-72	-107	+2,096
Serviced Accommodation Share of Total	38%	21%				
Non-Serviced Accommodation Share of Total	62%	79%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	6,819	6,929	8,203	9,385	9,485	9,545	9,588	9,569	9,509	9,053	7,461	7,183
Serviced Accommodation	1,727	1,816	1,957	1,969	1,975	1,975	1,975	1,964	1,951	1,951	1,859	1,665
Non-Serviced Accommodation	5,092	5,114	6,246	7,416	7,510	7,570	7,613	7,605	7,558	7,102	5,603	5,518

SEASONAL AVAILABILITY OF BED SUPPLY
2024



Report Sections With Historic Financial Data Indexed to 2024 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: 2024*

2013	<i>1.54</i>
2014	<i>1.50</i>
2015	<i>1.48</i>
2016	<i>1.46</i>
2017	<i>1.42</i>
2018	<i>1.37</i>
2019	<i>1.34</i>
2020	<i>1.30</i>
2021	<i>1.28</i>
2022	<i>1.19</i>
2023	<i>1.05</i>
2024	<i>1.00</i>

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

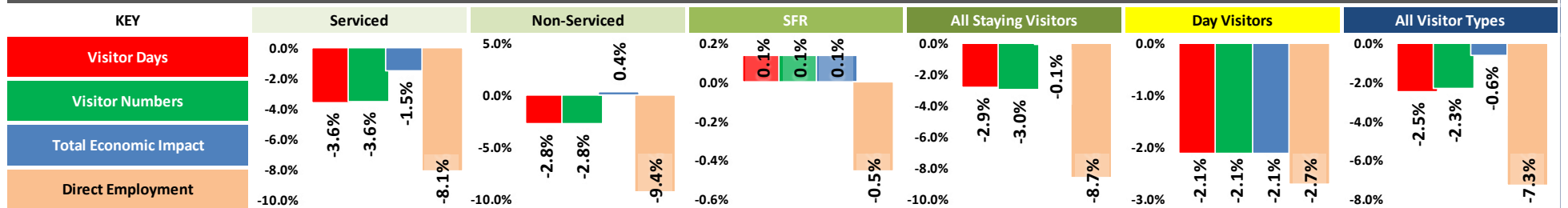
Comparing 2024 and 2023
2023 in 2024 prices (1.049)

COMPARATIVE HEADLINES

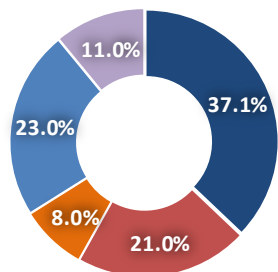
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - INDEXED TO 2024

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %			
Visitor Days	M	0.270	0.280	-3.6%	1.099	1.131	-2.8%	0.044	0.044	0.1%	1.413	1.455	-2.9%	1.277	1.305	-2.1%	2.690	2.760	-2.5%		
Visitor Numbers	M	0.135	0.141	-3.6%	0.178	0.183	-2.8%	0.019	0.019	0.1%	0.332	0.342	-3.0%	1.277	1.305	-2.1%	1.609	1.647	-2.3%		
Direct Expenditure	£M																176.91	178.19	-0.7%		
Economic Impact	£M	38.09	38.69	-1.5%	134.77	134.30	0.4%	3.039	3.035	0.1%	175.90	176.02	-0.1%	66.36	67.80	-2.1%	242.26	243.83	-0.6%		
Direct Employment	FTEs	644	701	-8.1%	742	818	-9.4%	21	21	-0.5%	1,407	1,541	-8.7%	452	465	-2.7%	1,859	2,005	-7.3%		
Total Employment	FTEs																2,377	2,529	-6.0%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - INDEXED TO 2024



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2024



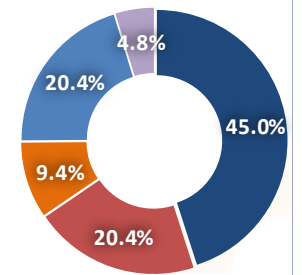
- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2024	2023	+/- %
Accommodation	65.61	63.95	2.6%
Food & Drink	37.19	38.20	-2.6%
Recreation	14.09	14.47	-2.6%
Shopping	40.63	41.65	-2.5%
Transport	19.39	19.91	-2.7%
TOTAL DIRECT	176.91	178.19	-0.7%
Indirect	65.35	65.64	-0.4%
TOTAL	242.26	243.83	-0.6%

Sectors

	2024	2023	+/- %
Accommodation	837	950	-11.9%
Food & Drink	380	393	-3.2%
Recreation	175	181	-3.2%
Shopping	379	390	-3.0%
Transport	89	91	-3.2%
TOTAL DIRECT	1,859	2,005	-7.3%
Indirect	518	523	-1.0%
TOTAL	2,377	2,529	-6.0%

Sectoral Distribution of Employment - FTEs



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

Direct Employment Categories

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

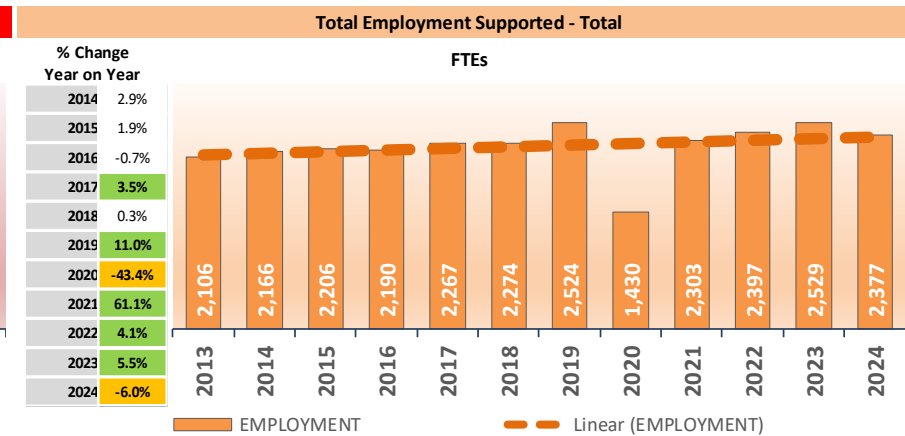
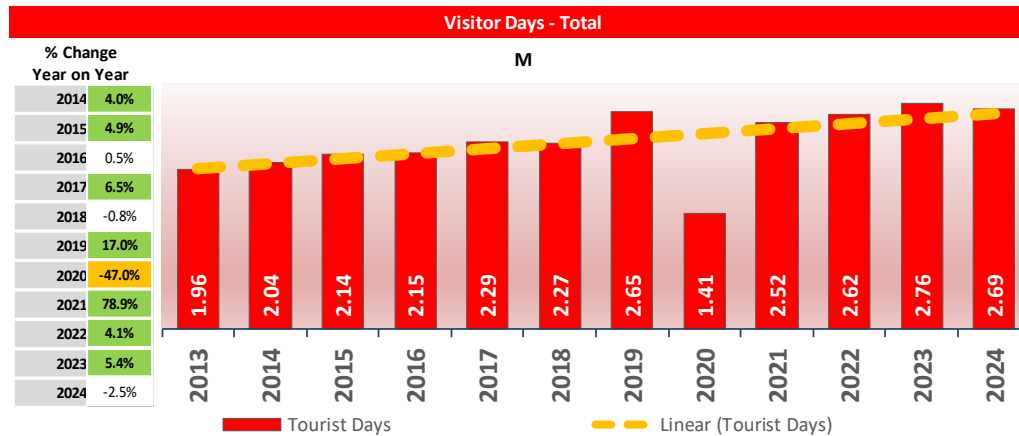
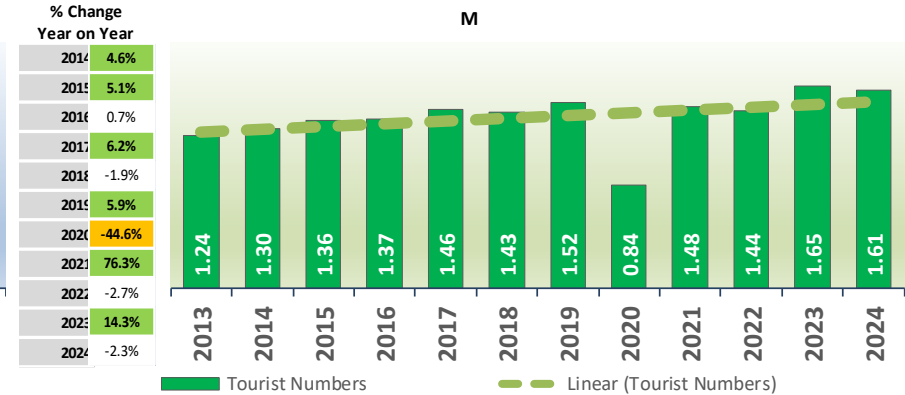
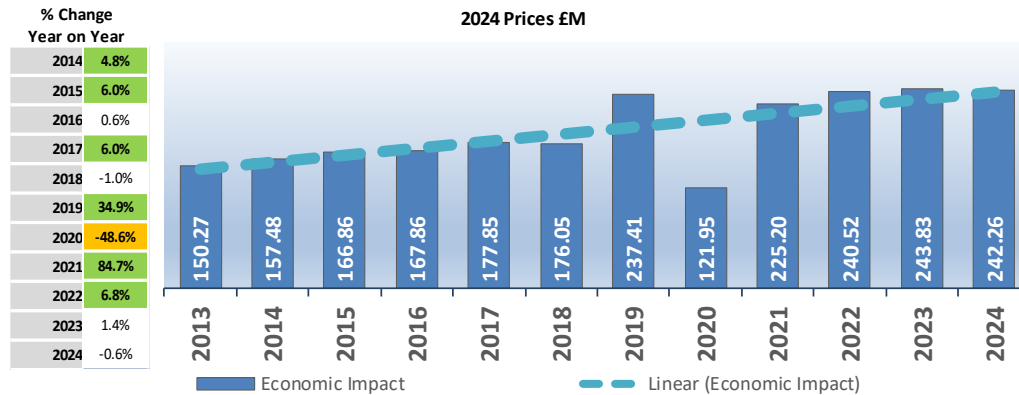
2013 to 2024
2024 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		4.8%	11.0%	11.7%	18.4%	17.2%	58.0%	-18.9%	49.9%	60.1%	62.3%	61.2%
Visitor Numbers		4.6%	9.9%	10.7%	17.6%	15.4%	22.2%	-32.3%	19.4%	16.1%	32.7%	29.6%
Visitor Days		4.0%	9.2%	9.7%	16.9%	15.9%	35.6%	-28.1%	28.6%	33.8%	41.1%	37.5%
Total Employment		2.9%	4.8%	4.0%	7.6%	8.0%	19.9%	-32.1%	9.3%	13.8%	20.1%	12.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

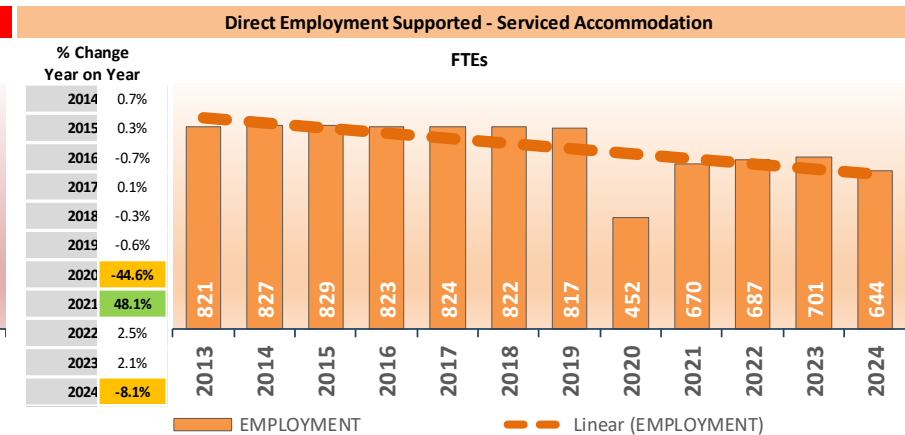
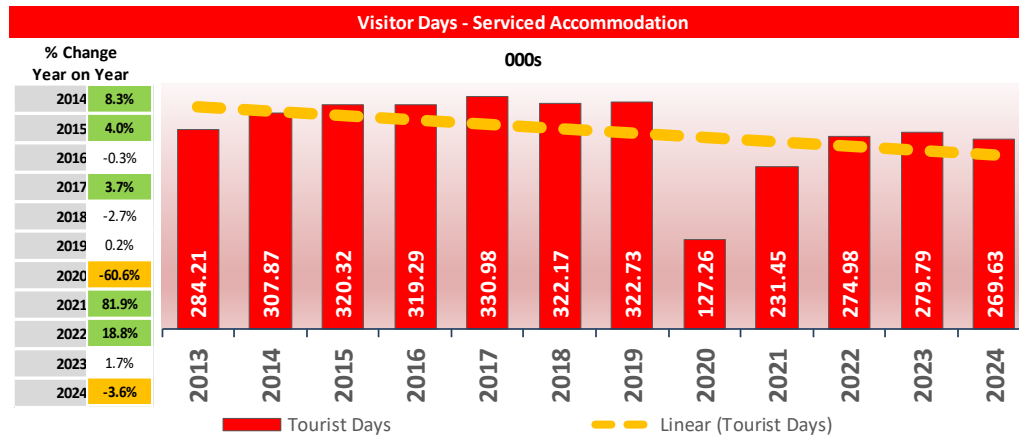
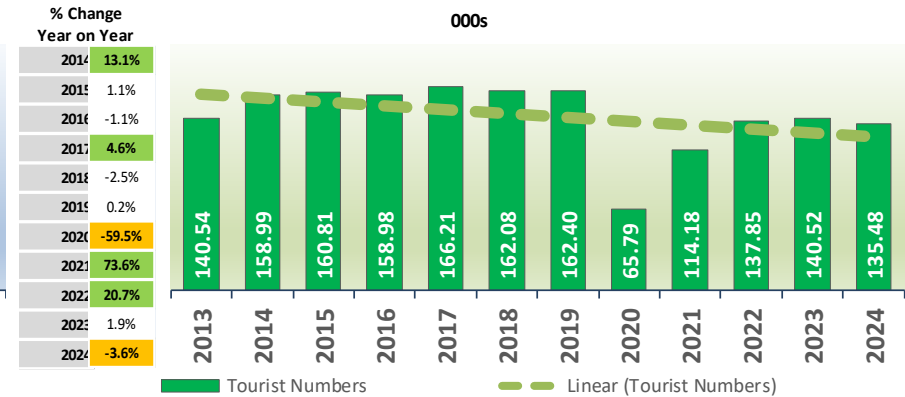
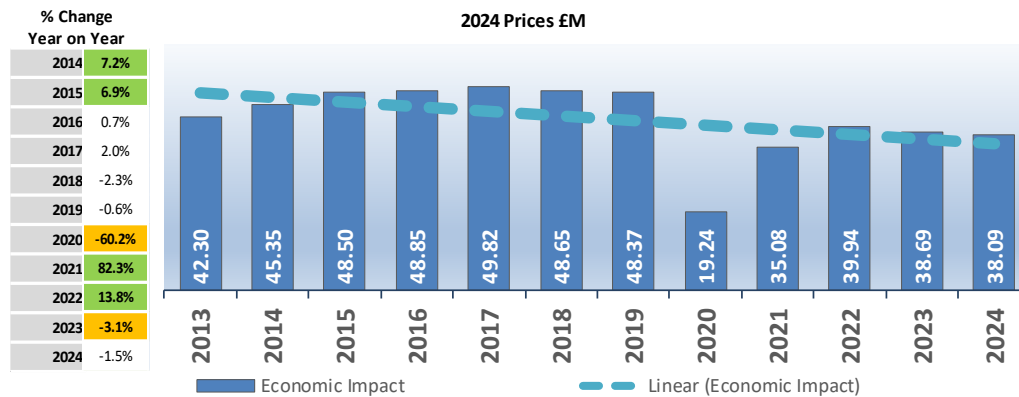
2013 to 2024
2024 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		7.2%	14.6%	15.5%	17.8%	15.0%	14.3%	-54.5%	-17.1%	-5.6%	-8.6%	-10.0%
Visitor Numbers		13.1%	14.4%	13.1%	18.3%	15.3%	15.6%	-53.2%	-18.8%	-1.9%	0.0%	-3.6%
Visitor Days		8.3%	12.7%	12.3%	16.5%	13.4%	13.6%	-55.2%	-18.6%	-3.2%	-1.6%	-5.1%
Direct Employment		0.7%	1.0%	0.3%	0.4%	0.1%	-0.4%	-44.9%	-18.4%	-16.4%	-14.6%	-21.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

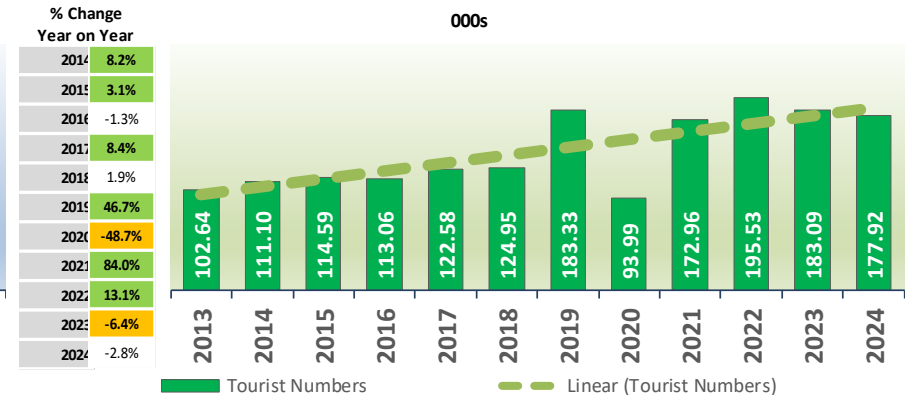
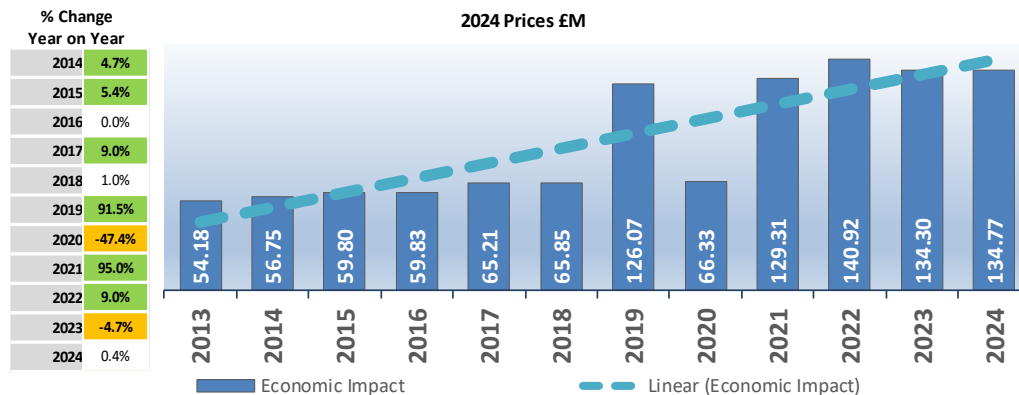
2013 to 2024
2024 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

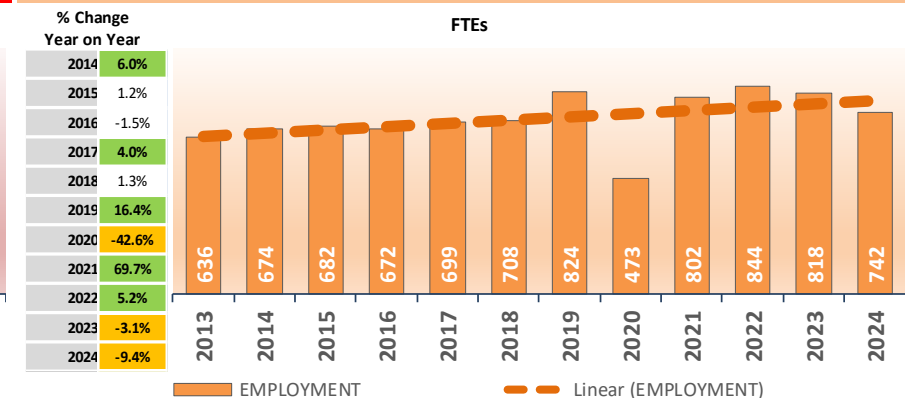
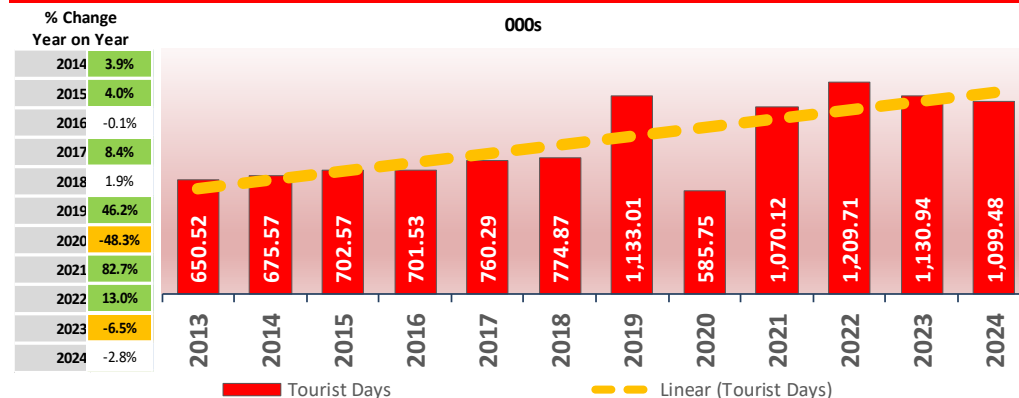
Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation

Direct Employment Supported - Non-Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		4.7%	10.4%	10.4%	20.4%	21.5%	132.7%	22.4%	138.7%	160.1%	147.9%	148.8%
Visitor Numbers		8.2%	11.6%	10.2%	19.4%	21.7%	78.6%	-8.4%	68.5%	90.5%	78.4%	73.3%
Visitor Days		3.9%	8.0%	7.8%	16.9%	19.1%	74.2%	-10.0%	64.5%	86.0%	73.9%	69.0%
Direct Employment		6.0%	7.3%	5.7%	9.9%	11.4%	29.6%	-25.7%	26.1%	32.8%	28.7%	16.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

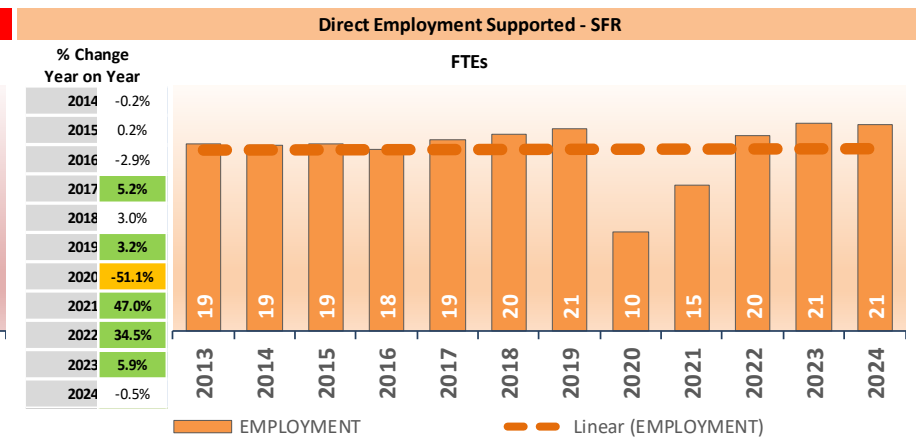
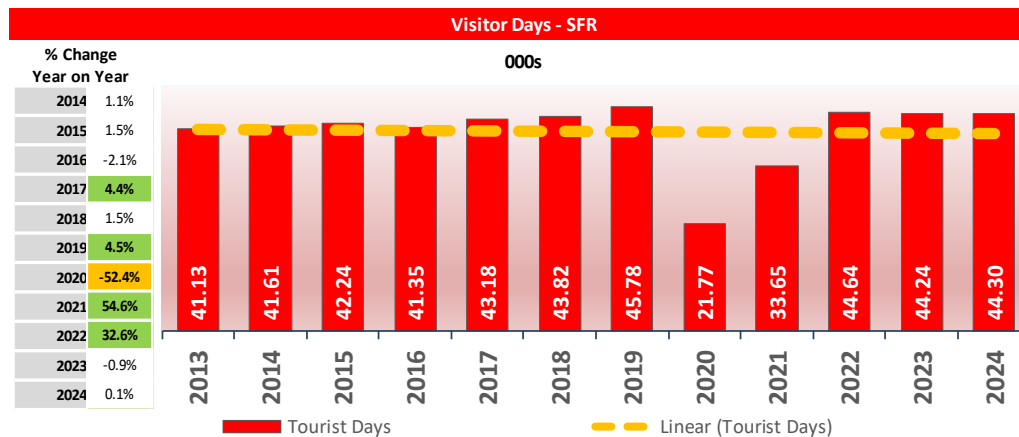
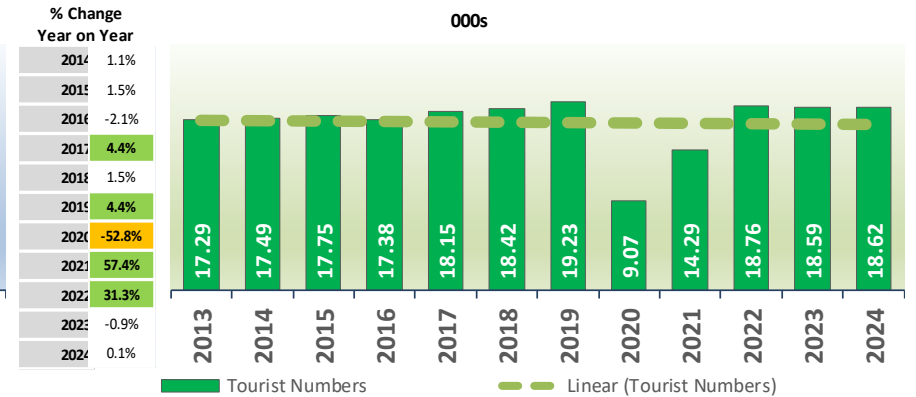
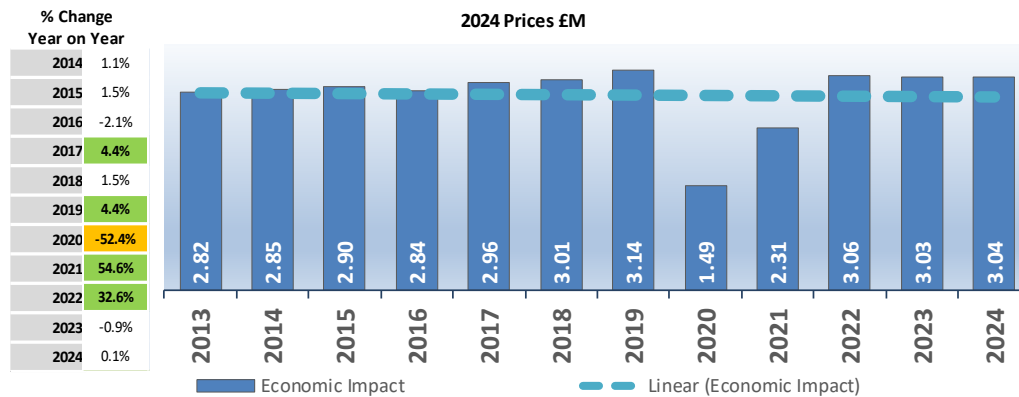
2013 to 2024
2024 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.1%	2.7%	0.5%	5.0%	6.5%	11.3%	-47.1%	-18.2%	8.5%	7.5%	7.7%
Visitor Numbers		1.1%	2.7%	0.5%	5.0%	6.5%	11.2%	-47.5%	-17.4%	8.5%	7.5%	7.6%
Visitor Days		1.1%	2.7%	0.5%	5.0%	6.5%	11.3%	-47.1%	-18.2%	8.5%	7.5%	7.7%
Direct Employment		-0.2%	0.0%	-2.8%	2.2%	5.3%	8.6%	-46.9%	-22.0%	5.0%	11.2%	10.7%

"Linear" = Linear Trendline

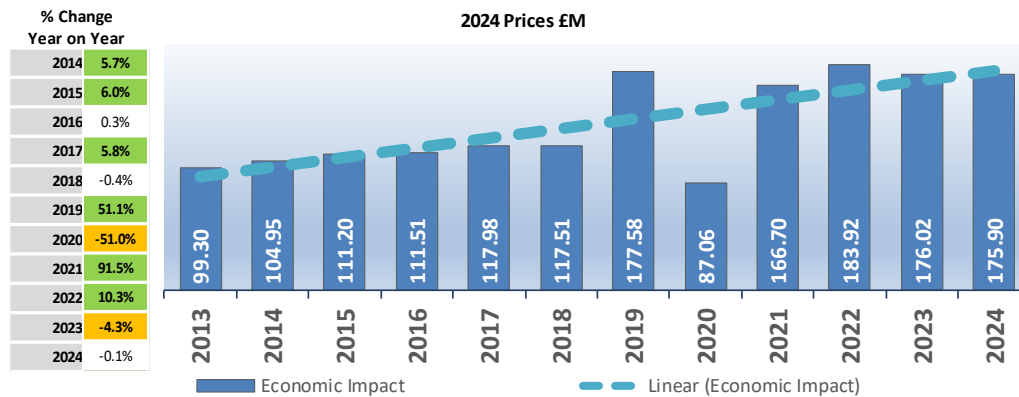
STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024
2024 Prices

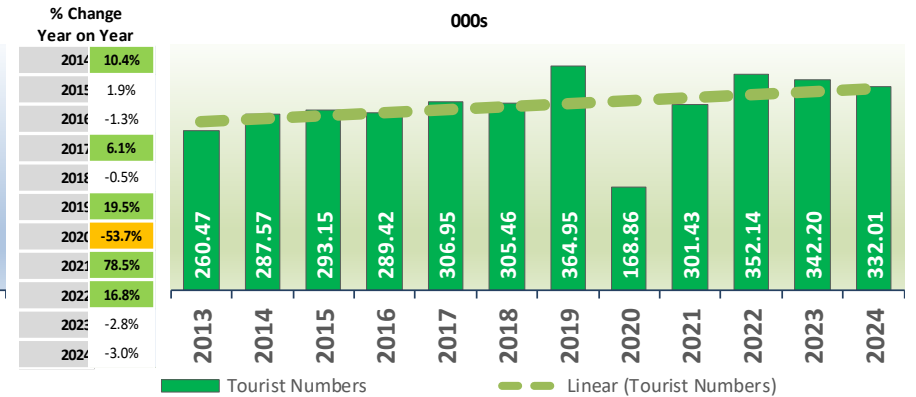
STAYING VISITOR

KEY MEASURES
Indexed

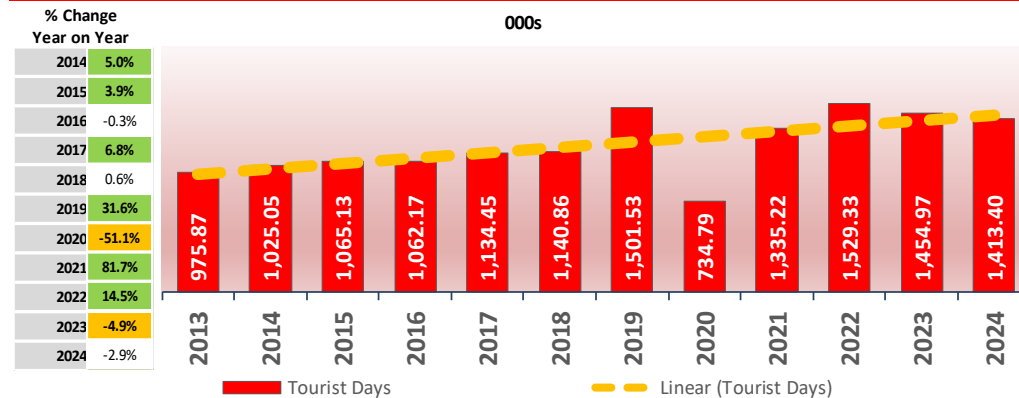
Economic Impact - Indexed - Staying Visitor



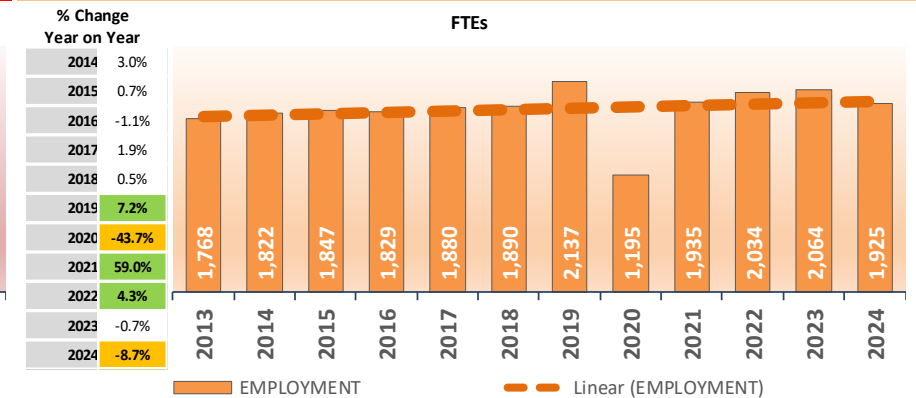
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		5.7%	12.0%	12.3%	18.8%	18.3%	78.8%	-12.3%	67.9%	85.2%	77.3%	77.1%
Visitor Numbers		10.4%	12.5%	11.1%	17.8%	17.3%	40.1%	-35.2%	15.7%	35.2%	31.4%	27.5%
Visitor Days		5.0%	9.1%	8.8%	16.3%	16.9%	53.9%	-24.7%	36.8%	56.7%	49.1%	44.8%
Direct Employment		3.1%	4.4%	3.4%	6.4%	6.9%	20.9%	-32.4%	9.4%	15.1%	16.7%	8.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

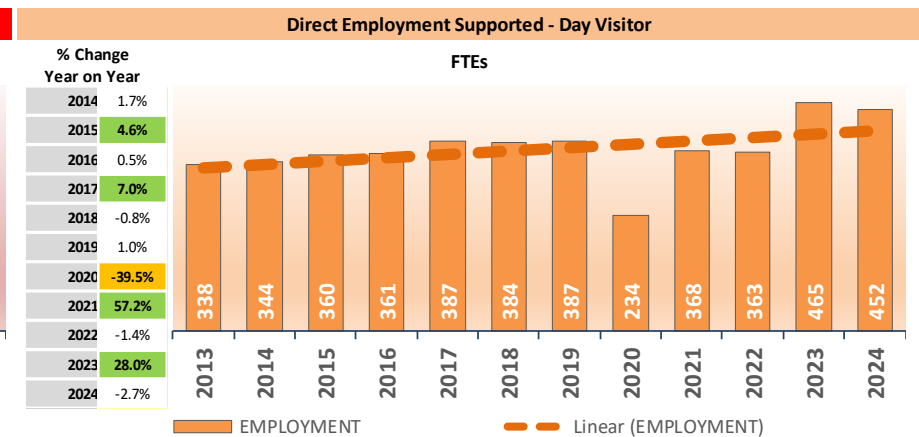
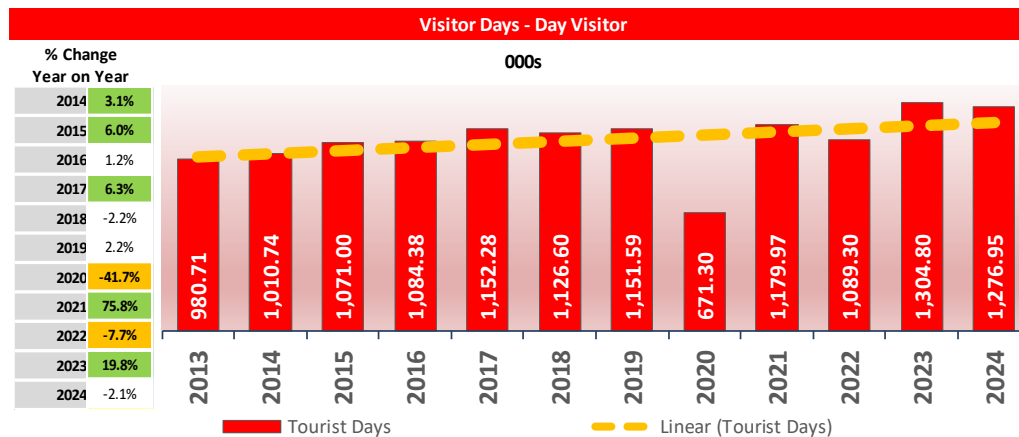
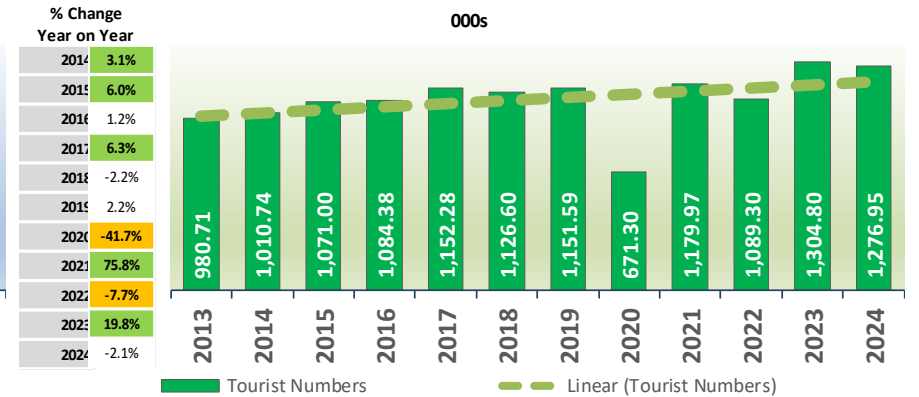
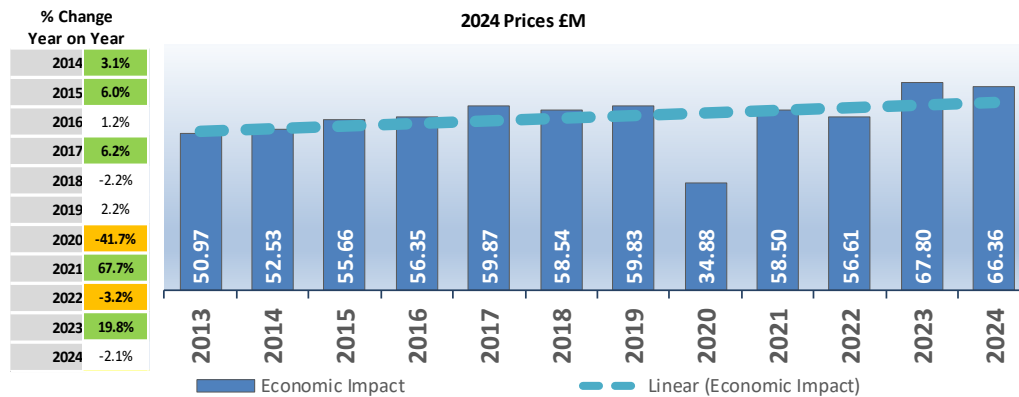
2013 to 2024
2024 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

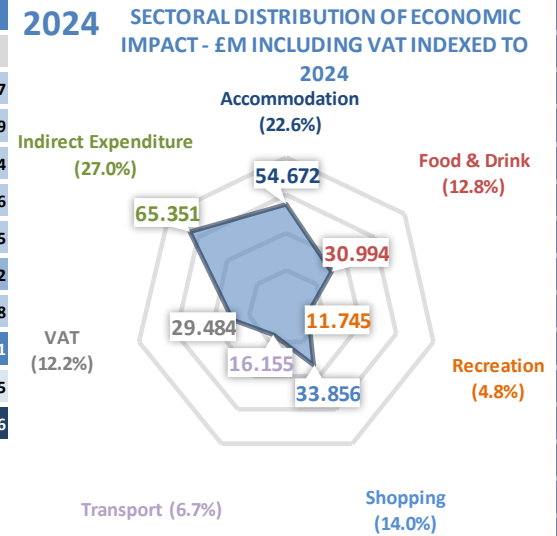


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.1%	9.2%	10.6%	17.5%	14.9%	17.4%	-31.6%	14.8%	11.1%	33.0%	30.2%
Visitor Numbers		3.1%	9.2%	10.6%	17.5%	14.9%	17.4%	-31.5%	20.3%	11.1%	33.0%	30.2%
Visitor Days		3.1%	9.2%	10.6%	17.5%	14.9%	17.4%	-31.5%	20.3%	11.1%	33.0%	30.2%
Direct Employment		1.7%	6.4%	6.9%	14.4%	13.5%	14.6%	-30.7%	8.9%	7.4%	37.5%	33.8%

"Linear" = Linear Trendline

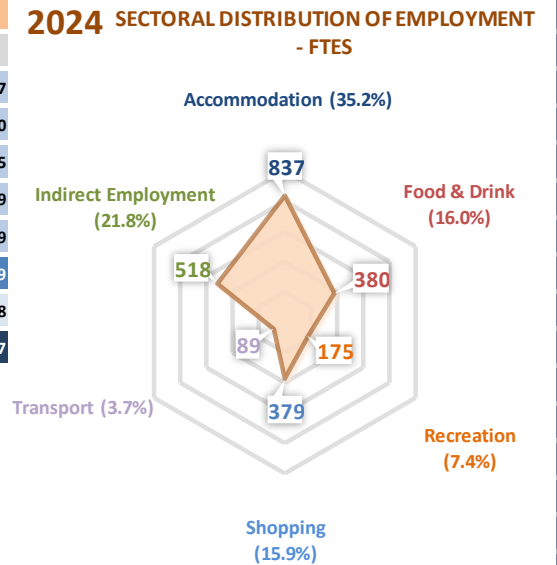
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024

SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	24.22	25.81	28.18	28.48	29.86	29.39	52.68	28.55	52.93	55.45	53.29	54.67
Food & Drink	£M	23.02	24.07	25.19	25.26	26.80	26.60	31.32	17.37	28.56	30.78	31.83	30.99
Recreation	£M	8.797	9.157	9.593	9.641	10.22	10.15	11.80	6.625	10.89	11.64	12.06	11.74
Shopping	£M	25.31	26.28	27.62	27.78	29.58	29.25	33.15	17.67	30.81	32.47	34.71	33.86
Transport	£M	12.29	12.80	13.41	13.47	14.24	14.14	16.33	8.431	14.89	16.05	16.60	16.15
Direct Revenue	£M	93.64	98.12	103.99	104.64	110.70	109.53	145.28	78.64	138.08	146.40	148.49	147.42
VAT	£M	18.73	19.62	20.80	20.93	22.14	21.91	29.06	10.54	26.36	29.28	29.70	29.48
Direct Expenditure	£M	112.36	117.75	124.79	125.56	132.84	131.43	174.33	89.19	164.45	175.68	178.19	176.91
Indirect Expenditure	£M	37.91	39.73	42.07	42.30	45.02	44.62	63.08	32.76	60.76	64.85	65.64	65.35
TOTAL	£M	150.27	157.48	166.86	167.86	177.85	176.05	237.41	121.95	225.20	240.52	243.83	242.26



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

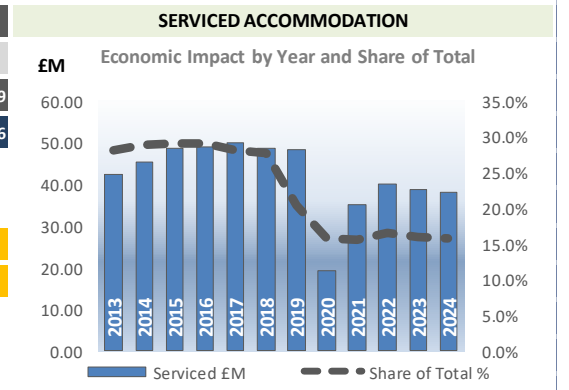
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	1,071	1,100	1,100	1,087	1,086	1,086	1,081	643	990	971	950	837
Food & Drink	FTEs	275	283	293	291	311	314	365	202	323	355	393	380
Recreation	FTEs	127	131	135	135	144	145	167	93	149	163	181	175
Shopping	FTEs	275	282	293	292	313	314	352	187	318	342	390	379
Transport	FTEs	66	67	70	69	74	74	85	44	75	83	91	89
Direct Employment	FTEs	1,814	1,864	1,890	1,875	1,929	1,934	2,049	1,169	1,855	1,914	2,005	1,859
Indirect Employment	FTEs	292	302	316	315	338	340	475	260	448	484	523	518
TOTAL	FTEs	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529	2,377



STEAM REPORT FOR 2013-2024 - FINAL
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ECONOMIC IMPACT BY:													2013 to 2024 2024 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024													-10.4%	3.6%	-18.0%	-14.1%	-17.5%	-10.9%	-7.9%	-23.3%	-16.5%	1.4%	38.7%	44.5%	-10.0%		-9.4%	-14.2%	-16.7%	20.7%
% Change 2023 to 2024													5.8%	-4.6%	-2.1%	-6.8%	-0.3%	-4.0%	0.6%	1.1%	-4.1%	-1.0%	-1.7%	-2.1%	-1.5%		-0.5%	-3.7%	-0.4%	-1.5%
Average Annual Change													-0.9%	0.3%	-1.6%	-1.3%	-1.6%	-1.0%	-0.7%	-2.1%	-1.5%	0.1%	3.5%	4.0%	-0.9%		-0.9%	-1.3%	-1.5%	1.9%
2013	£M	1.665	1.409	1.945	3.820	4.228	4.274	6.210	8.404	4.540	3.017	1.427	1.364	42.30		5.019	12.32	19.15	5.808											
2014	£M	1.812	1.355	1.885	3.838	4.741	4.390	7.673	8.989	4.643	3.078	1.484	1.460	45.35	7.2%	5.053	12.97	21.30	6.021											
2015	£M	2.063	1.659	2.274	4.000	4.917	4.727	8.459	9.182	4.898	3.225	1.564	1.529	48.50	6.9%	5.996	13.64	22.54	6.319											
2016	£M	1.962	1.720	2.171	3.971	4.771	4.691	8.706	9.503	5.006	3.230	1.555	1.557	48.85	0.7%	5.854	13.43	23.22	6.342											
2017	£M	1.827	1.960	2.149	4.471	4.483	5.045	7.399	8.251	5.224	3.914	2.568	2.526	49.82	2.0%	5.936	14.00	20.87	9.008											
2018	£M	1.773	1.887	2.033	4.235	4.432	4.920	7.300	8.370	4.922	3.846	2.501	2.435	48.65	-2.3%	5.693	13.59	20.59	8.782											
2019	£M	1.814	1.869	2.028	4.213	4.443	4.923	7.150	8.219	4.902	3.954	2.510	2.343	48.37	-0.6%	5.711	13.58	20.27	8.807											
2020	£M	1.516	1.526	0.657	0.186	0.199	0.301	2.641	5.706	3.274	2.310	0.228	0.697	19.24	-60.2%	3.699	0.686	1.162	3.235											
2021	£M	0.770	0.817	1.036	2.067	2.337	3.667	5.786	7.104	4.125	3.418	2.102	1.855	35.08	82.3%	2.622	8.072	17.01	7.375											
2022	£M	1.347	1.519	1.693	3.567	3.583	4.059	6.090	6.628	3.999	3.247	2.147	2.059	39.94	13.8%	4.559	11.21	16.72	7.453											
2023	£M	1.411	1.529	1.629	3.520	3.496	3.967	5.690	6.376	3.952	3.090	2.013	2.014	38.69	-3.1%	4.570	10.98	16.02	7.117											
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	-1.5%	4.547	10.58	15.96	7.008											

ECONOMIC IMPACT - INDEXED TO 2024													
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced	£M	42.30	45.35	48.50	48.85	49.82	48.65	48.37	19.24	35.08	39.94	38.69	38.09
All Visitor Types	£M	150.27	157.48	166.86	167.86	177.85	176.05	237.41	121.95	225.20	240.52	243.83	242.26
Share of Total	%	28.2%	28.8%	29.1%	29.1%	28.0%	27.6%	20.4%	15.8%	15.6%	16.6%	15.9%	15.7%
Annual Change in Share	%		2.3%	0.9%	0.1%	-3.7%	-1.3%	-26.3%	-22.6%	-1.3%	6.6%	-4.4%	-0.9%
Change in Share from 2013	%		2.3%	3.2%	3.4%	-0.5%	-1.8%	-27.6%	-44.0%	-44.7%	-41.0%	-43.6%	-44.2%
Avg Ann. Change in Share	%		2.3%	1.6%	1.1%	-0.1%	-0.4%	-4.6%	-6.3%	-5.6%	-4.6%	-4.4%	-4.0%



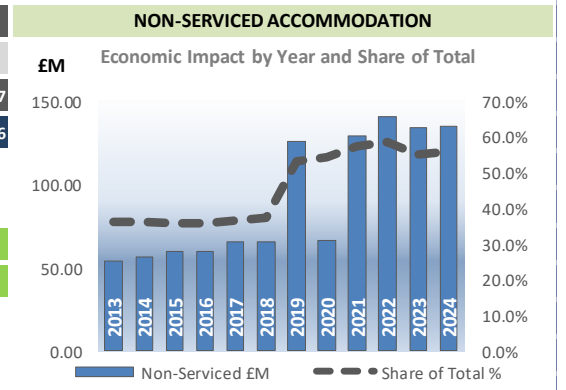
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Report Prepared by: Alison Tipler. Date of Issue: 12/08/25

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

ECONOMIC IMPACT BY:													2013 to 2024 2024 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed																			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																					
NON-SERVICED ACCOMMODATION													TOTAL						% Change																	
ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES																																				
KEY																																				
An increase of 3% or more																																				
Less than 3% change																																				
A Fall of 3% or more																																				
													Q1		Q2		Q3		Q4		TOTAL		% Change													
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC									Q1	Q2	Q3	Q4
% Change 2013 to 2024													409.9%	254.5%	247.4%	152.0%	107.9%	102.4%	95.8%	95.7%	130.3%	196.2%	261.5%	426.8%	148.8%		287.4%	116.1%	104.8%	270.3%						
% Change 2023 to 2024													-2.6%	-3.8%	4.9%	-8.4%	0.6%	4.1%	6.9%	7.8%	-1.9%	-5.8%	-8.7%	0.1%	0.4%		-0.3%	-0.9%	4.5%	-4.7%						
Average Annual Change													37.3%	23.1%	22.5%	13.8%	9.8%	9.3%	8.7%	8.7%	11.8%	17.8%	23.8%	38.8%	13.5%		26.1%	10.6%	9.5%	24.6%						
2013	£M	1.261	1.865	2.325	3.933	6.303	6.559	8.217	10.03	6.450	3.434	2.059	1.742	54.18		5.450	16.79	24.70	7.236																	
2014	£M	1.348	1.979	2.446	4.103	6.318	6.583	8.517	10.63	6.909	3.747	2.254	1.911	56.75	4.7%	5.772	17.00	26.06	7.912																	
2015	£M	1.433	2.094	2.595	4.343	6.696	6.937	8.825	11.07	7.348	3.998	2.412	2.045	59.80	5.4%	6.121	17.98	27.25	8.455																	
2016	£M	1.445	2.095	2.556	4.306	6.689	6.935	8.813	11.14	7.414	3.987	2.407	2.046	59.83	0.0%	6.096	17.93	27.36	8.440																	
2017	£M	1.583	2.470	2.573	4.938	6.931	7.272	9.709	11.67	8.607	4.491	2.585	2.376	65.21	9.0%	6.626	19.14	29.99	9.451																	
2018	£M	1.602	2.506	2.609	4.640	7.147	7.307	9.804	11.93	8.504	4.540	2.722	2.535	65.85	1.0%	6.717	19.09	30.24	9.797																	
2019	£M	5.713	6.128	6.811	10.03	12.57	12.67	16.41	18.88	13.20	9.139	6.891	7.647	126.07	91.5%	18.65	35.26	48.48	23.68																	
2020	£M	4.941	3.953	2.298	0.593	0.677	0.613	10.68	15.49	13.65	8.277	0.930	4.221	66.33	-47.4%	11.19	1.883	39.82	13.43																	
2021	£M	4.175	3.774	4.987	7.873	11.86	14.30	17.52	20.26	17.44	11.56	7.599	7.953	129.31	95.0%	12.94	34.04	55.22	27.11																	
2022	£M	6.519	6.601	8.089	10.56	13.09	14.27	17.96	20.38	15.79	10.39	7.659	9.618	140.92	9.0%	21.21	37.91	54.13	27.67																	
2023	£M	6.602	6.873	7.699	10.82	13.03	12.75	15.05	18.21	15.15	10.79	8.154	9.169	134.30	-4.7%	21.17	36.61	48.40	28.12																	
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	0.4%	21.12	36.29	50.57	26.79																	

ECONOMIC IMPACT - INDEXED TO 2024													
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced	£M	54.18	56.75	59.80	59.83	65.21	65.85	126.07	66.33	129.31	140.92	134.30	134.77
All Visitor Types	£M	150.27	157.48	166.86	167.86	177.85	176.05	237.41	121.95	225.20	240.52	243.83	242.26
Share of Total	%	36.1%	36.0%	35.8%	35.6%	36.7%	37.4%	53.1%	54.4%	57.4%	58.6%	55.1%	55.6%
Annual Change in Share	%		0.0%	-0.5%	-0.6%	2.9%	2.0%	42.0%	2.4%	5.6%	2.0%	-6.0%	1.0%
Change in Share from 2013	%		0.0%	-0.6%	-1.1%	1.7%	3.7%	47.3%	50.9%	59.3%	62.5%	52.8%	54.3%
Avg Ann. Change in Share	%		0.0%	-0.3%	-0.4%	0.4%	0.7%	7.9%	7.3%	7.4%	6.9%	5.3%	4.9%



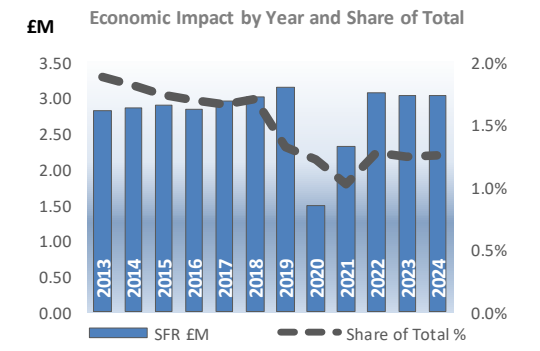
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Report Prepared by: Alison Tipler. Date of Issue: 12/08/25

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024 2024 Prices													SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		9.7%	10.9%	2.8%	6.1%	3.7%	2.7%	5.3%	2.7%	6.6%	8.6%	15.0%	16.9%	7.7%	Annual Change	8.4%	4.6%	4.5%	14.5%
% Change 2023 to 2024		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%		0.1%	0.1%	0.1%	0.1%
Average Annual Change		0.9%	1.0%	0.3%	0.6%	0.3%	0.2%	0.5%	0.2%	0.6%	0.8%	1.4%	1.5%	0.7%		0.8%	0.4%	0.4%	1.3%
2013	£M	0.411	0.135	0.156	0.350	0.237	0.176	0.279	0.303	0.159	0.154	0.121	0.342	2.822		0.702	0.763	0.741	0.616
2014	£M	0.420	0.135	0.156	0.350	0.237	0.175	0.286	0.307	0.161	0.156	0.123	0.349	2.854	1.1%	0.711	0.763	0.754	0.627
2015	£M	0.431	0.139	0.161	0.354	0.240	0.177	0.289	0.308	0.163	0.158	0.124	0.353	2.898	1.5%	0.731	0.771	0.761	0.635
2016	£M	0.420	0.137	0.157	0.346	0.234	0.174	0.284	0.303	0.160	0.154	0.122	0.347	2.837	-2.1%	0.713	0.754	0.748	0.623
2017	£M	0.430	0.148	0.159	0.365	0.237	0.178	0.287	0.305	0.169	0.164	0.133	0.387	2.962	4.4%	0.737	0.780	0.761	0.684
2018	£M	0.439	0.149	0.160	0.363	0.243	0.181	0.291	0.311	0.171	0.167	0.136	0.395	3.006	1.5%	0.748	0.788	0.773	0.698
2019	£M	0.495	0.156	0.173	0.379	0.246	0.181	0.294	0.310	0.168	0.171	0.143	0.422	3.140	4.4%	0.824	0.806	0.773	0.736
2020	£M	0.432	0.106	0.058	0.009	0.006	0.006	0.164	0.246	0.163	0.127	0.007	0.171	1.494	-52.4%	0.595	0.021	0.573	0.305
2021	£M	0.154	0.044	0.056	0.184	0.177	0.222	0.297	0.316	0.185	0.171	0.170	0.331	2.309	54.6%	0.255	0.583	0.798	0.673
2022	£M	0.455	0.151	0.162	0.374	0.247	0.182	0.296	0.313	0.171	0.168	0.140	0.403	3.063	32.6%	0.767	0.804	0.780	0.711
2023	£M	0.451	0.149	0.160	0.371	0.245	0.181	0.294	0.310	0.169	0.167	0.139	0.399	3.035	-0.9%	0.760	0.796	0.773	0.705
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	0.1%	0.761	0.798	0.774	0.706

ECONOMIC IMPACT - INDEXED TO 2024													SFR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
SFR		£M	2.822	2.854	2.898	2.837	2.962	3.006	3.140	1.494	2.309	3.063	3.035	3.039	
All Visitor Types		£M	150.27	157.48	166.86	167.86	177.85	176.05	237.41	121.95	225.20	240.52	243.83	242.26	
Share of Total		%	1.9%	1.8%	1.7%	1.7%	1.7%	1.3%	1.2%	1.0%	1.3%	1.2%	1.3%		
Annual Change in Share		%		-3.5%	-4.2%	-2.7%	-1.5%	2.5%	-22.6%	-7.4%	-16.3%	24.2%	-2.2%	0.8%	
Change in Share from 2013		%		-3.5%	-7.5%	-10.0%	-11.3%	-9.1%	-29.6%	-34.8%	-45.4%	-32.2%	-33.7%	-33.2%	
Avg Ann. Change in Share		%		-3.5%	-3.8%	-3.3%	-2.8%	-1.8%	-4.9%	-5.0%	-5.7%	-3.6%	-3.4%	-3.0%	



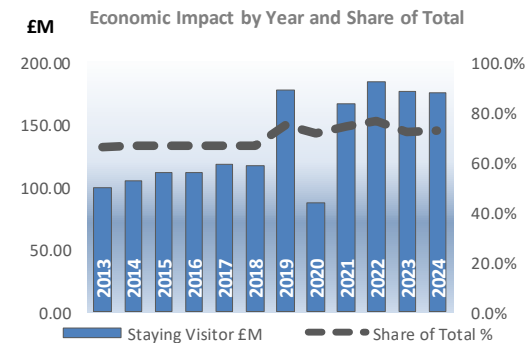
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Report Prepared by: Alison Tipler. Date of Issue: 12/08/25

STEAM REPORT FOR 2013-2024 - FINAL
EXMOOR NATIONAL PARK

2013 to 2024 2024 Prices													STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		150.9%	141.2%	122.1%	67.4%	56.4%	56.8%	50.3%	40.8%	68.7%	102.8%	165.1%	234.9%	77.1%	Annual Change	136.5%	59.5%	50.9%	152.6%
% Change 2023 to 2024		-1.1%	-3.9%	3.6%	-7.8%	0.4%	2.2%	5.1%	6.0%	-2.4%	-4.7%	-7.2%	-0.3%	-0.1%		-0.3%	-1.5%	3.2%	-4.0%
Average Annual Change		13.7%	12.8%	11.1%	6.1%	5.1%	5.2%	4.6%	3.7%	6.2%	9.3%	15.0%	21.4%	7.0%		12.4%	5.4%	4.6%	13.9%
2013	£M	3.337	3.408	4.426	8.102	10.77	11.01	14.71	18.74	11.15	6.605	3.607	3.448	99.30		11.17	29.88	44.59	13.66
2014	£M	3.579	3.469	4.487	8.291	11.30	11.15	16.48	19.93	11.71	6.980	3.861	3.719	104.95	5.7%	11.54	30.74	48.12	14.56
2015	£M	3.927	3.892	5.030	8.697	11.85	11.84	17.57	20.56	12.41	7.381	4.101	3.928	111.20	6.0%	12.85	32.39	50.55	15.41
2016	£M	3.828	3.951	4.884	8.623	11.69	11.80	17.80	20.94	12.58	7.372	4.083	3.950	111.51	0.3%	12.66	32.12	51.33	15.40
2017	£M	3.841	4.578	4.881	9.773	11.65	12.50	17.40	20.23	14.00	8.569	5.286	5.288	117.98	5.8%	13.30	33.92	51.62	19.14
2018	£M	3.814	4.542	4.801	9.238	11.82	12.41	17.40	20.62	13.60	8.553	5.358	5.365	117.51	-0.4%	13.16	33.47	51.61	19.28
2019	£M	8.022	8.153	9.012	14.62	17.26	17.77	23.85	27.41	18.27	13.26	9.545	10.41	177.58	51.1%	25.19	49.65	69.53	33.22
2020	£M	6.889	5.585	3.012	0.788	0.881	0.921	13.48	21.44	17.09	10.71	1.165	5.089	87.06	-51.0%	15.49	2.590	5.2.02	16.97
2021	£M	5.099	4.636	6.079	10.12	14.38	18.19	23.60	27.69	21.75	15.15	9.872	10.14	166.70	91.5%	15.81	42.69	73.03	35.16
2022	£M	8.321	8.271	9.944	14.50	16.92	18.51	24.35	27.32	19.96	13.80	9.946	12.08	183.92	10.3%	26.54	49.93	71.62	35.83
2023	£M	8.464	8.551	9.489	14.71	16.77	16.90	21.03	24.89	19.27	14.05	10.31	11.58	176.02	-4.3%	26.50	48.39	65.19	35.94
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	-0.1%	26.42	47.67	67.30	34.51

ECONOMIC IMPACT - INDEXED TO 2024													STAYING VISITOR				
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Staying Visitor	£M	99.30	104.95	111.20	111.51	117.98	117.51	177.58	87.06	166.70	183.92	176.02	175.90				
All Visitor Types	£M	150.27	157.48	166.86	167.86	177.85	176.05	237.41	121.95	225.20	240.52	243.83	242.26				
Share of Total	%	66.1%	66.6%	66.6%	66.4%	66.3%	66.7%	74.8%	71.4%	74.0%	76.5%	72.2%	72.6%				
Annual Change in Share	%		0.9%	0.0%	-0.3%	-0.1%	0.6%	12.1%	-4.6%	3.7%	3.3%	-5.6%	0.6%				
Change in Share from 2013	%		0.9%	0.8%	0.5%	0.4%	1.0%	13.2%	8.0%	12.0%	15.7%	9.2%	9.9%				
Avg Ann. Change in Share	%		0.9%	0.4%	0.2%	0.1%	0.2%	2.2%	1.1%	1.5%	1.7%	0.9%	0.9%				



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