



STEAM REPORT FOR 2010-2021 - FINAL

Final

EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

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<b>REPORT SECTIONS</b> 	<b>Page</b>
---	-------------


<b>USER GUIDE</b> 	<b>3</b>
--	----------


<b>COMPARATIVE HEADLINES</b> 	<b>4</b>
---	----------

<b>KEY MEASURES</b> 	<b>5-11</b>
--	-------------


**KEY IMPACT MEASURES:  
MONTHLY DATA BY  
VISITOR TYPE**

<b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b> 	<b>13</b>
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<b>DISTRIBUTION OF IMPACT: <i>by Month</i></b> 	<b>14</b>
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<b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b> 	<b>15</b>
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<b>UNINDEXED ECONOMIC IMPACT</b> 	<b>16-22</b>
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<b>VISITOR NUMBERS</b> 	<b>23-29</b>
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<b>VISITOR DAYS</b> 	<b>30-36</b>
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<b>DIRECT AND TOTAL EMPLOYMENT</b> 	<b>37-43</b>
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<b>ACCOMMODATION SUPPLY</b> 	<b>44</b>
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**ANNEX**

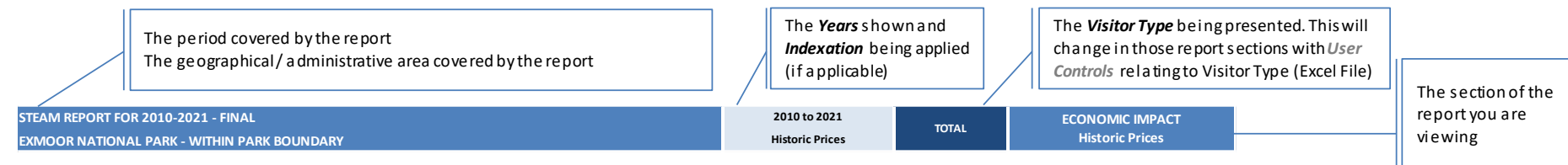
<b>INDEXED FINANCIAL DATA</b> 	<b>45-59</b>
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## Report Section Design and Features

### Headers

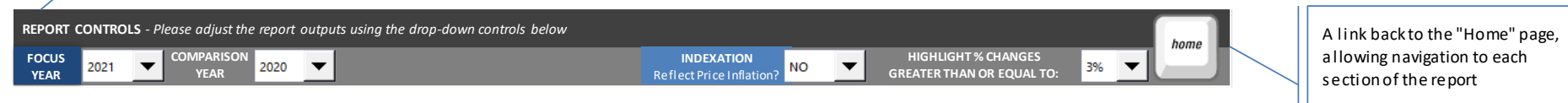
At the top of each page is a band containing key information about your report



### 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 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

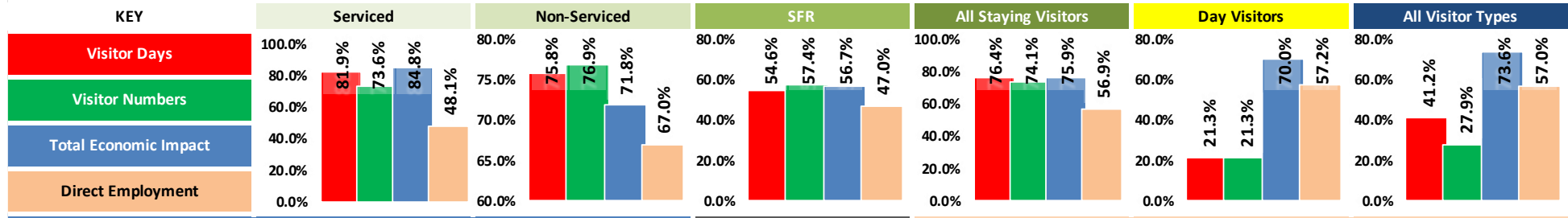
Comparing 2021 and 2020  
 All £'s Historic Prices

**COMPARATIVE HEADLINES**

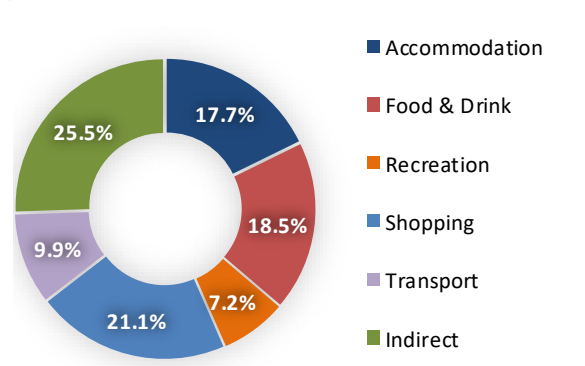
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES**

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %						
Visitor Days	M	0.231	0.127	81.9%	0.706	0.402	75.8%	0.034	0.022	54.6%	0.971	0.551	76.4%	1.180	0.973	21.3%	2.151	1.524	41.2%					
Visitor Numbers	M	0.114	0.066	73.6%	0.114	0.064	76.9%	0.014	0.009	57.4%	0.242	0.139	74.1%	1.180	0.973	21.3%	1.422	1.112	27.9%					
Direct Expenditure	£M																89.86	51.62	74.1%					
Economic Impact	£M	27.34	14.79	84.8%	45.92	26.72	71.8%	1.799	1.148	56.7%	75.06	42.67	75.9%	45.59	26.82	70.0%	120.66	69.48	73.6%					
Direct Employment	FTEs	670	452	48.1%	682	408	67.0%	15	10	47.0%	1,367	871	56.9%	368	234	57.2%	1,735	1,105	57.0%					
Total Employment	FTEs																2,024	1,288	57.1%					

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



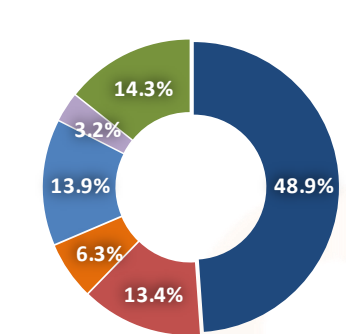
**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



Sectors	2021	2020	+/- %
Accommodation	21.40	13.06	63.9%
Food & Drink	22.33	13.08	70.7%
Recreation	8.690	5.076	71.2%
Shopping	25.45	13.92	82.8%
Transport	11.99	6.487	84.9%
TOTAL DIRECT	89.86	51.62	74.1%
Indirect	30.80	17.86	72.4%
TOTAL	120.66	69.48	73.6%

**Sectoral Distribution of Employment - FTEs**

Sectors	2021	2020	+/- %
Accommodation	990	643	53.8%
Food & Drink	271	173	56.3%
Recreation	128	82	56.7%
Shopping	281	168	67.3%
Transport	65	38	69.2%
TOTAL DIRECT	1,735	1,105	57.0%
Indirect	290	183	57.8%
TOTAL	2,024	1,288	57.1%



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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

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

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

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

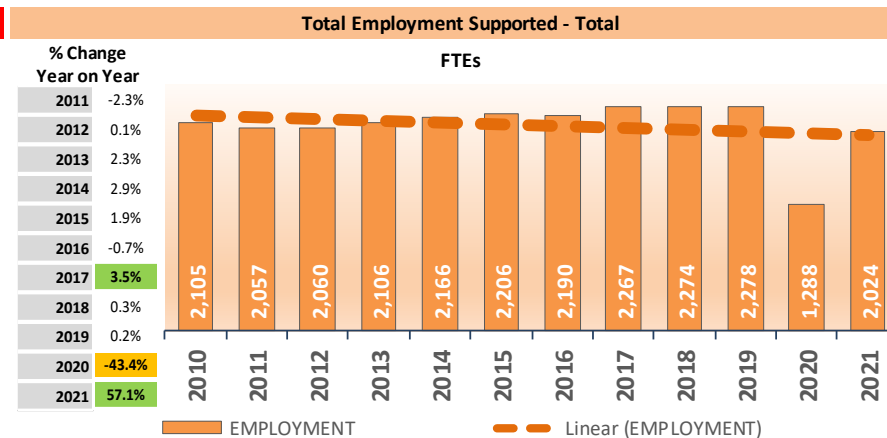
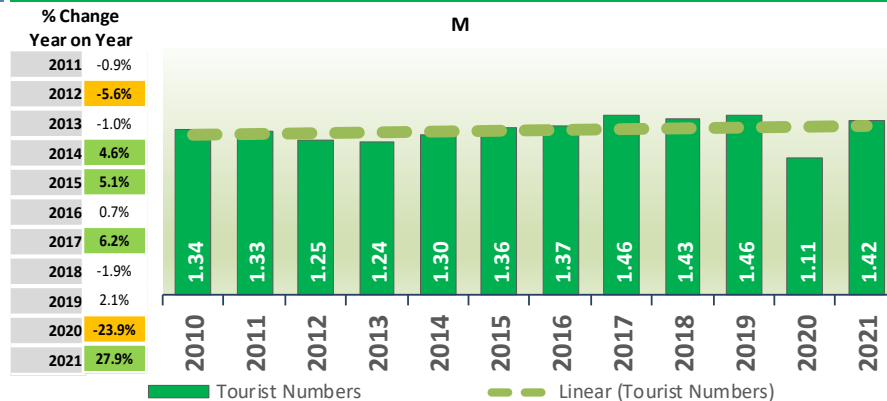
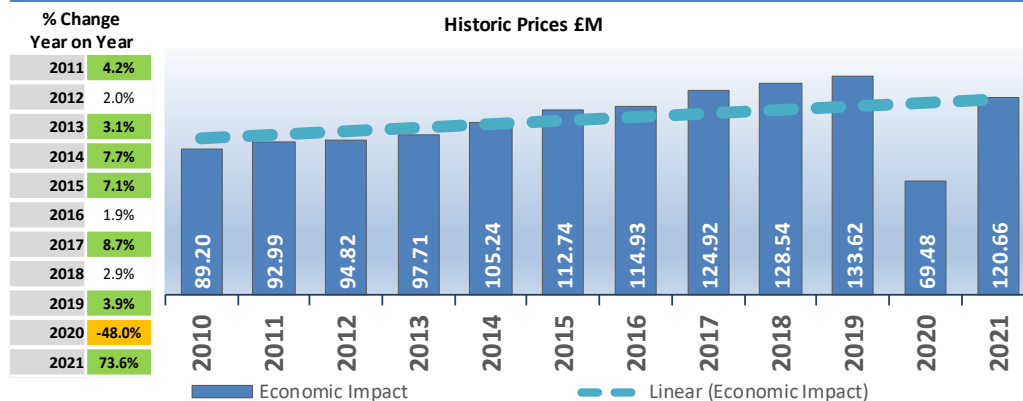
2010 to 2021  
Historic Prices

TOTAL

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.2%	6.3%	9.5%	18.0%	26.4%	28.8%	40.0%	44.1%	49.8%	-22.1%	35.3%
Visitor Numbers		-0.9%	-6.4%	-7.3%	-3.1%	1.8%	2.6%	8.9%	6.9%	9.1%	-17.0%	6.2%
Visitor Days		-0.6%	-3.2%	-3.6%	0.3%	5.2%	5.7%	12.6%	11.7%	14.2%	-25.0%	5.9%
Total Employment		-2.3%	-2.2%	0.0%	2.9%	4.8%	4.0%	7.7%	8.0%	8.2%	-38.8%	-3.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

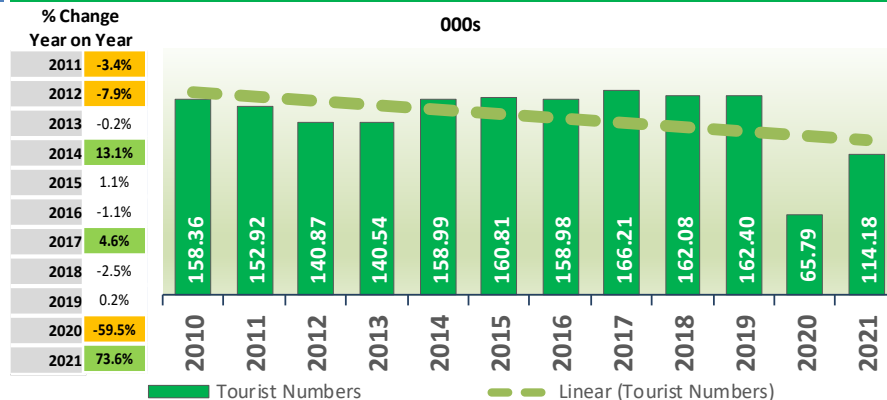
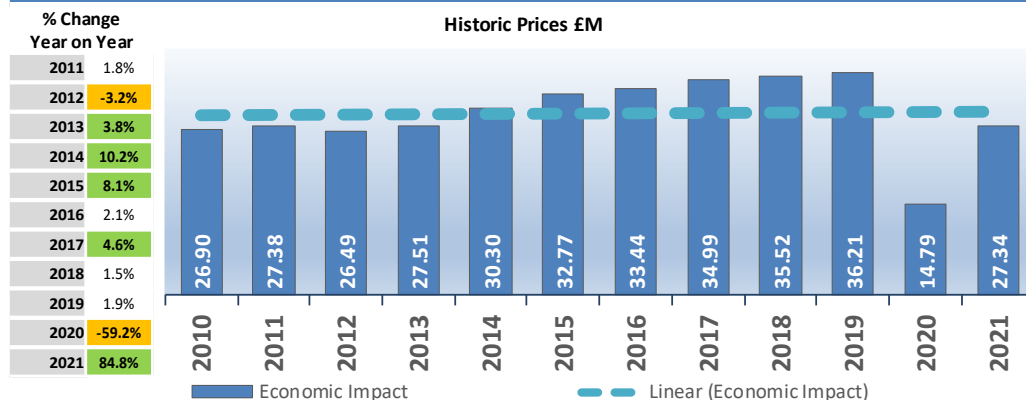
2010 to 2021  
Historic Prices

SERVICED  
ACCOMMODATION

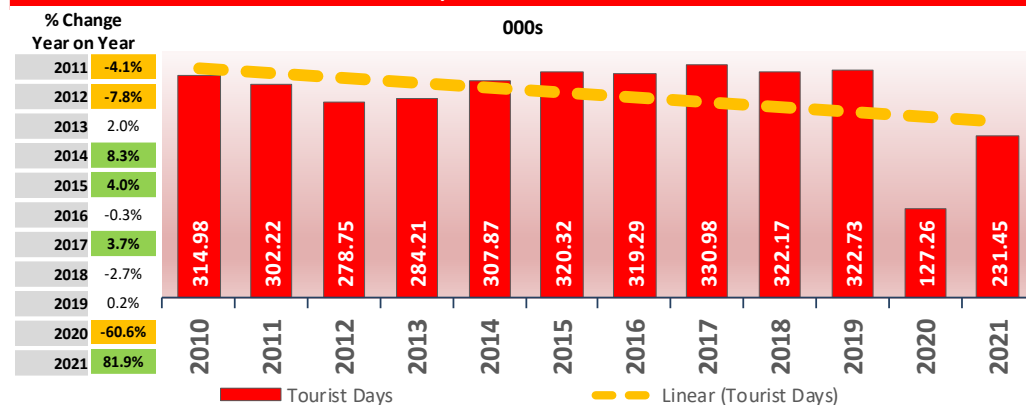
KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

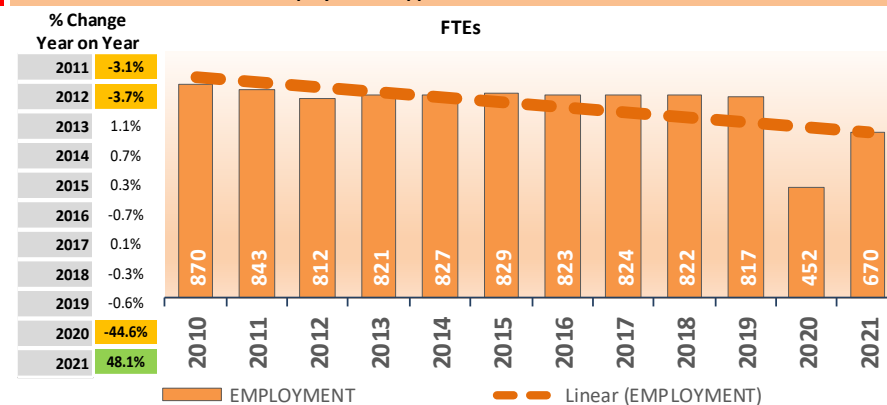
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



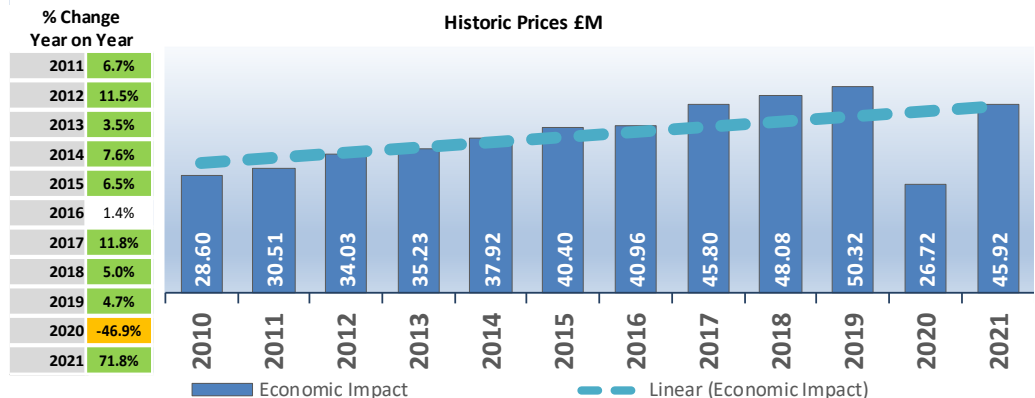
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		1.8%	-1.5%	2.2%	12.6%	21.8%	24.3%	30.1%	32.0%	34.6%	-45.0%	1.6%
Visitor Numbers		-3.4%	-11.0%	-11.3%	0.4%	1.5%	0.4%	5.0%	2.3%	2.5%	-58.5%	-27.9%
Visitor Days		-4.1%	-11.5%	-9.8%	-2.3%	1.7%	1.4%	5.1%	2.3%	2.5%	-59.6%	-26.5%
Direct Employment		-3.1%	-6.7%	-5.6%	-4.9%	-4.7%	-5.4%	-5.2%	-5.5%	-6.0%	-48.0%	-23.0%

"Linear" = Linear Trendline

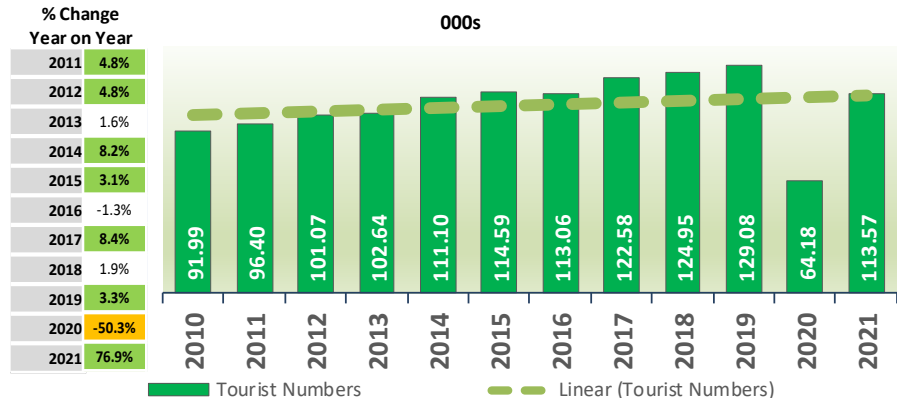
STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
Historic Prices  
NON-SERVICED ACCOMMODATION  
KEY MEASURES  
Historic Prices

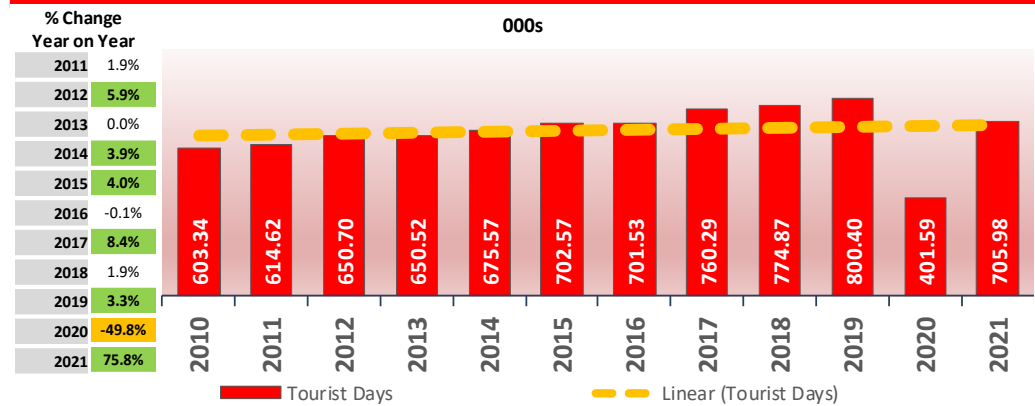
Economic Impact - Historic Prices - Non-Serviced Accommodation



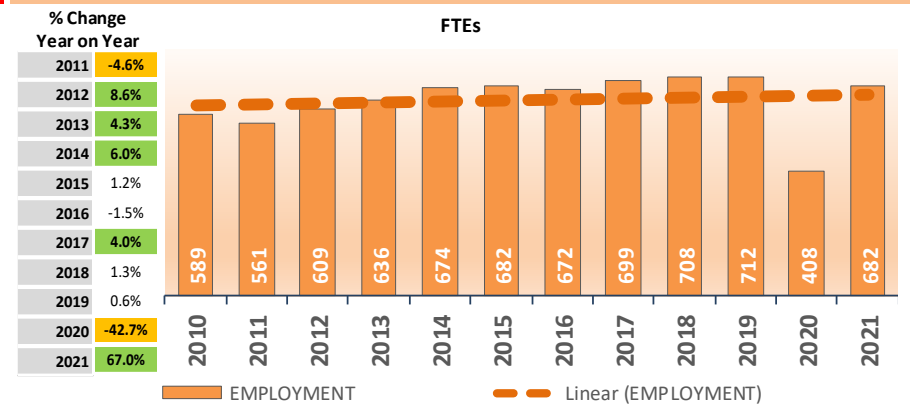
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		6.7%	19.0%	23.2%	32.6%	41.3%	43.2%	60.1%	68.1%	75.9%	-6.6%	60.5%
Visitor Numbers		4.8%	9.9%	11.6%	20.8%	24.6%	22.9%	33.3%	35.8%	40.3%	-30.2%	23.5%
Visitor Days		1.9%	7.8%	7.8%	12.0%	16.4%	16.3%	26.0%	28.4%	32.7%	-33.4%	17.0%
Direct Employment		-4.6%	3.6%	8.0%	14.5%	15.9%	14.2%	18.7%	20.3%	21.0%	-30.6%	15.8%

"Linear" = Linear Trendline

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Report Prepared by: Alison Tipler, Date of Issue: 21/ 11/ 22



STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

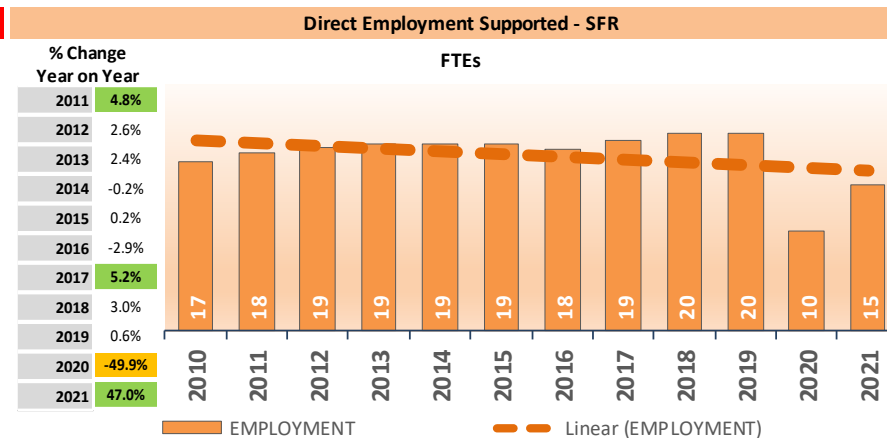
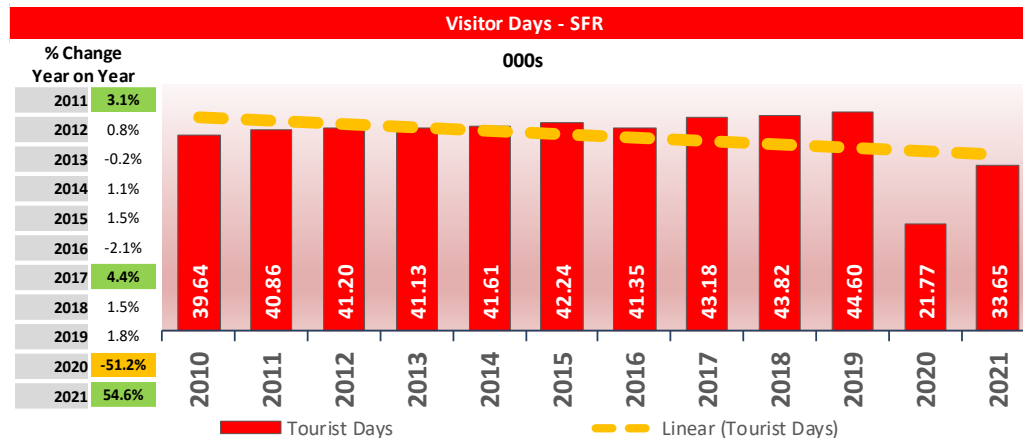
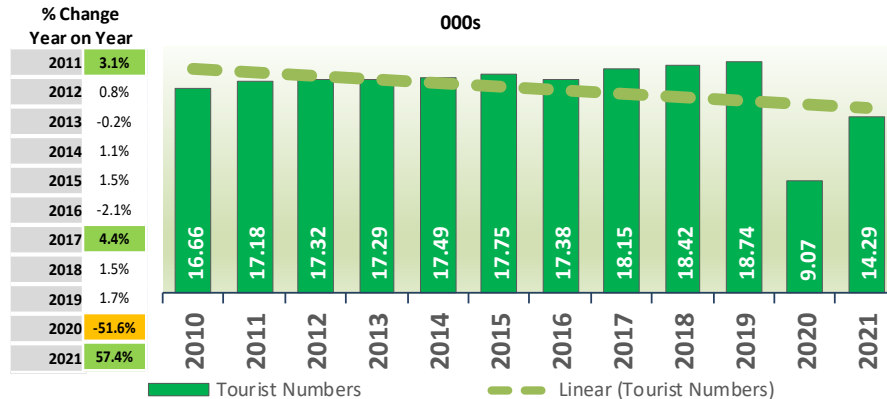
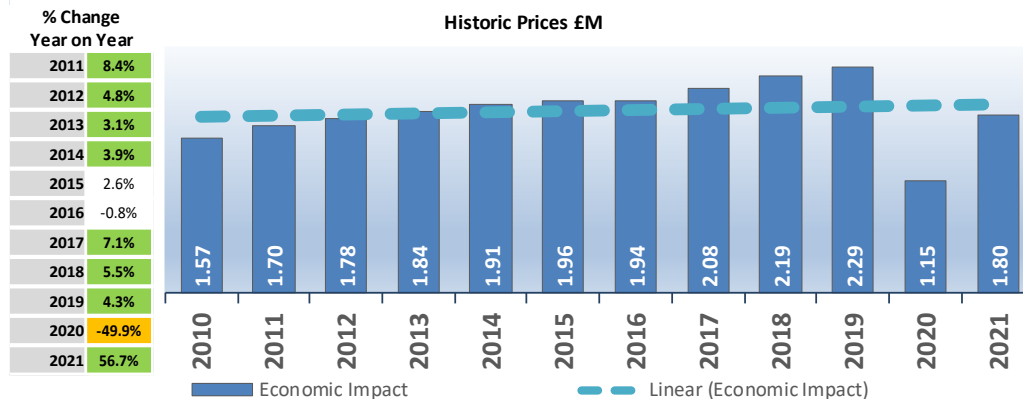
2010 to 2021  
Historic Prices

SFR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		8.4%	13.5%	17.1%	21.7%	24.9%	23.9%	32.7%	40.0%	46.1%	-26.7%	14.8%
Visitor Numbers		3.1%	4.0%	3.8%	5.0%	6.6%	4.4%	9.0%	10.6%	12.5%	-45.5%	-14.2%
Visitor Days		3.1%	3.9%	3.8%	5.0%	6.6%	4.3%	8.9%	10.6%	12.5%	-45.1%	-15.1%
Direct Employment		4.8%	7.6%	10.1%	9.9%	10.1%	7.0%	12.5%	15.9%	16.5%	-41.6%	-14.1%

"Linear" = Linear Trendline

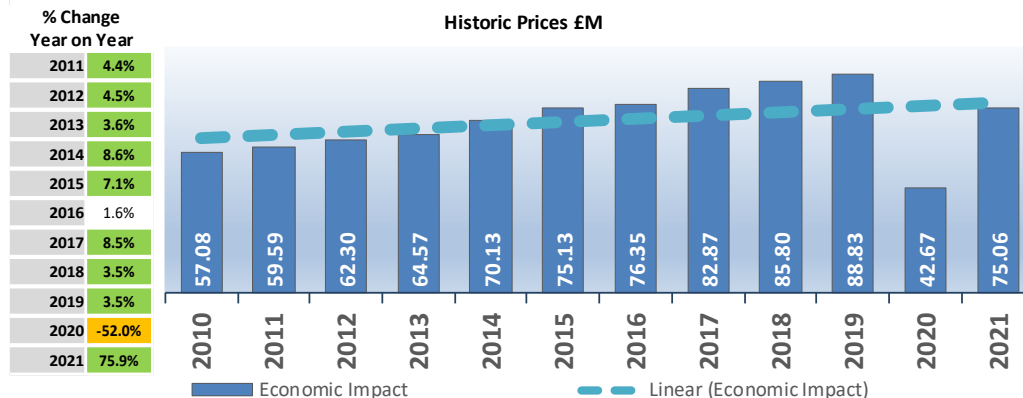
STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
Historic Prices

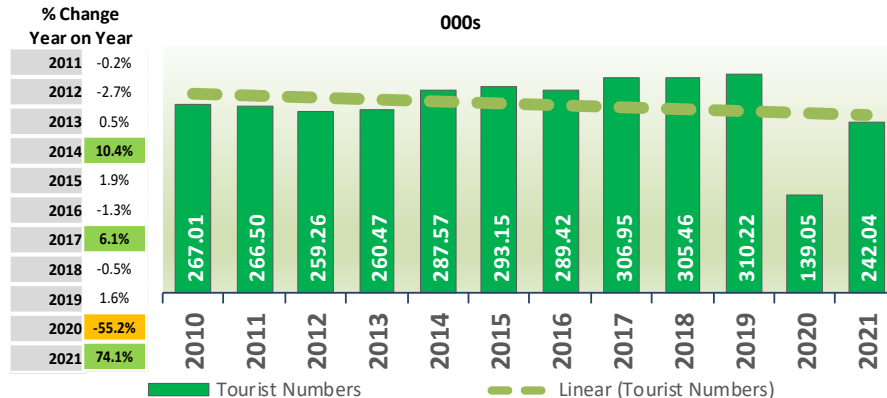
STAYING VISITOR

KEY MEASURES  
Historic Prices

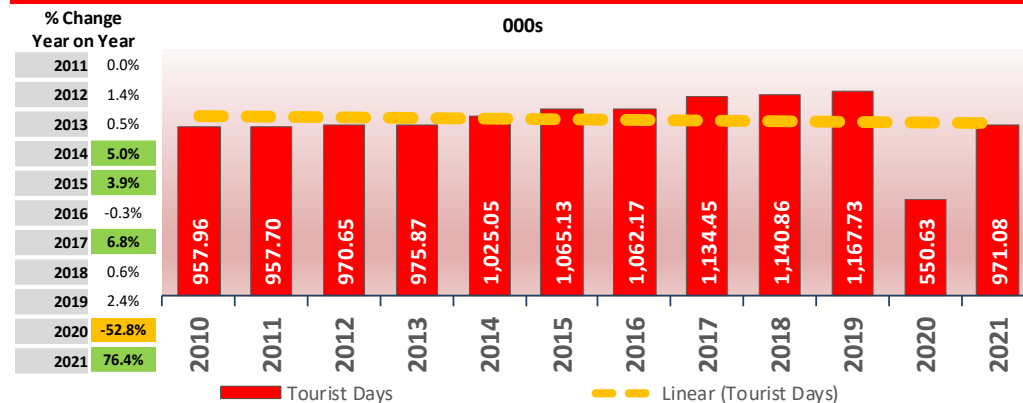
Economic Impact - Historic Prices - Staying Visitor



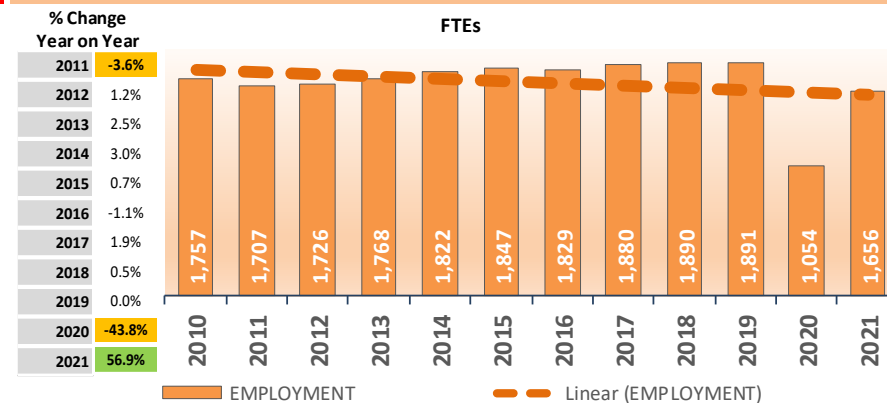
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.4%	9.2%	13.1%	22.9%	31.6%	33.8%	45.2%	50.3%	55.6%	-25.2%	31.5%
Visitor Numbers		-0.2%	-2.9%	-2.4%	7.7%	9.8%	8.4%	15.0%	14.4%	16.2%	-47.9%	-9.4%
Visitor Days		0.0%	1.3%	1.9%	7.0%	11.2%	10.9%	18.4%	19.1%	21.9%	-42.5%	1.4%
Direct Employment		-2.9%	-1.8%	0.6%	3.7%	5.1%	4.1%	7.0%	7.6%	7.6%	-40.0%	-5.7%

"Linear" = Linear Trendline

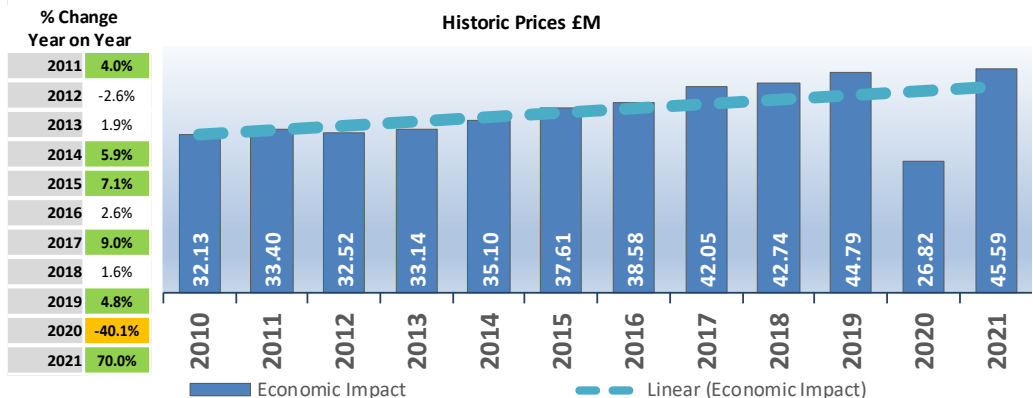
STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
Historic Prices

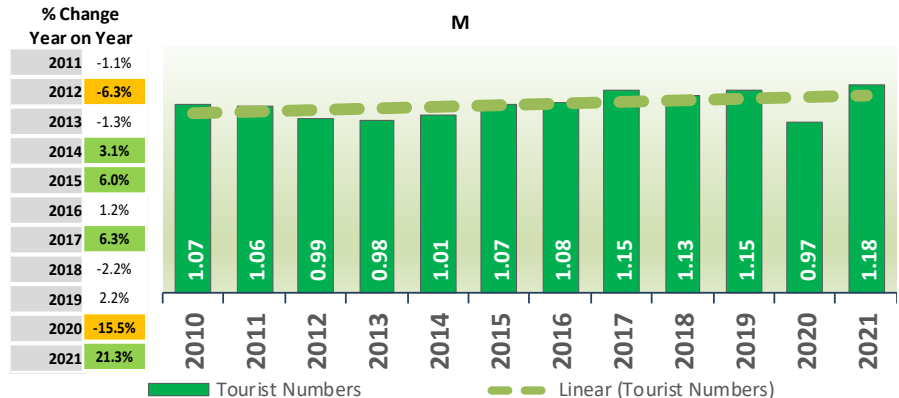
DAY VISITOR

KEY MEASURES  
Historic Prices

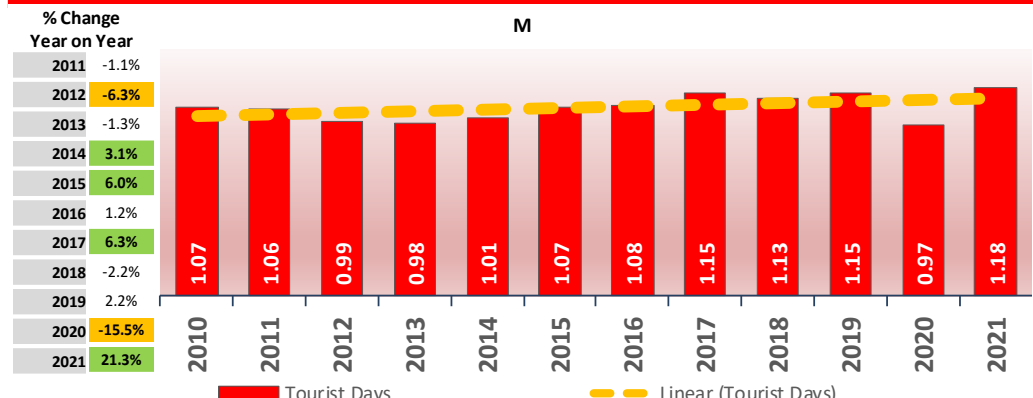
Economic Impact - Historic Prices - Day Visitor



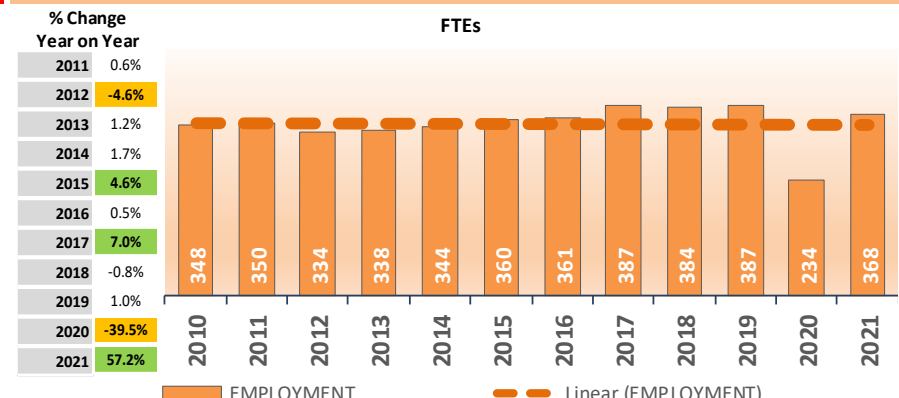
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.0%	1.2%	3.2%	9.3%	17.1%	20.1%	30.9%	33.1%	39.4%	-16.5%	41.9%
Visitor Numbers		-1.1%	-7.3%	-8.6%	-5.8%	-0.1%	1.1%	7.4%	5.1%	7.4%	-9.3%	10.0%
Visitor Days		-1.1%	-7.3%	-8.6%	-5.8%	-0.1%	1.1%	7.4%	5.1%	7.4%	-9.3%	10.0%
Direct Employment		0.6%	-4.1%	-3.0%	-1.3%	3.2%	3.7%	11.0%	10.1%	11.2%	-32.8%	5.6%

"Linear" = Linear Trendline

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

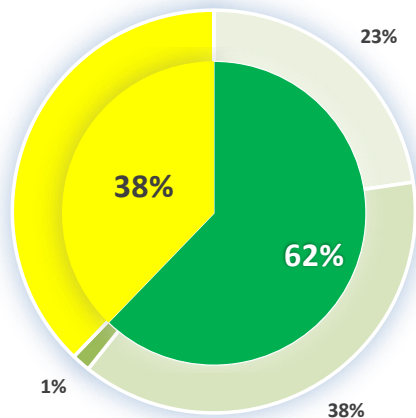
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2021 - M - Share of Total

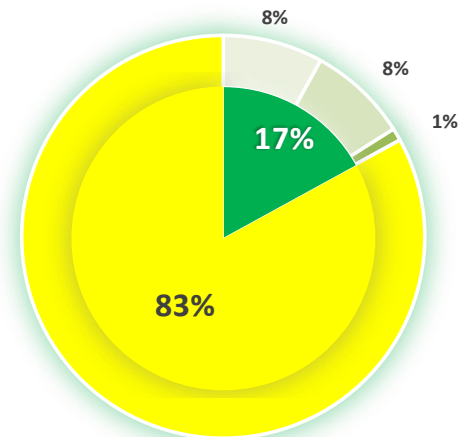
**TOTAL**  
**£120.66m**

	£M
Serviced	27.34
Non-Serviced	45.92
SFR	1.80
Staying Visitor	75.06
Day Visitor	45.59
<b>Total</b>	<b>120.66</b>



**TOTAL**  
**1.42m**

	M
Serviced	0.11
Non-Serviced	0.11
SFR	0.01
Staying Visitor	0.24
Day Visitor	1.18
<b>Total</b>	<b>1.42</b>

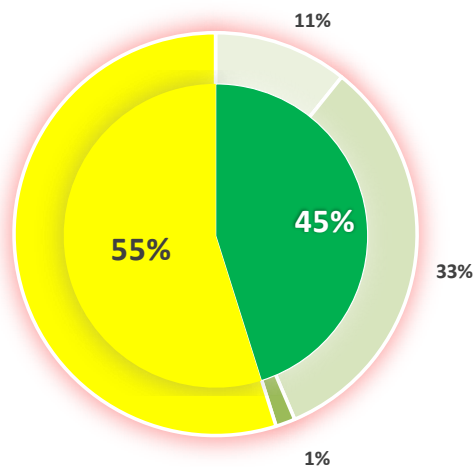


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

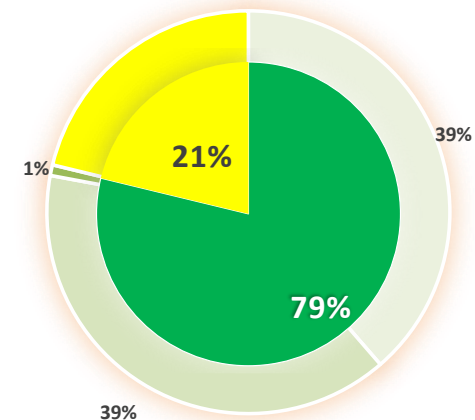
**TOTAL**  
**2.15m**

	M
Serviced	0.23
Non-Serviced	0.71
SFR	0.03
Staying Visitor	0.97
Day Visitor	1.18
<b>Total</b>	<b>2.15</b>



**TOTAL**  
**1,735 Direct FTEs**  
**2,024 Total FTEs**

	FTEs
Serviced	670
Non-Serviced	682
SFR	15
Staying Visitor	1,367
Day Visitor	368
<b>Total</b>	<b>1,735</b>

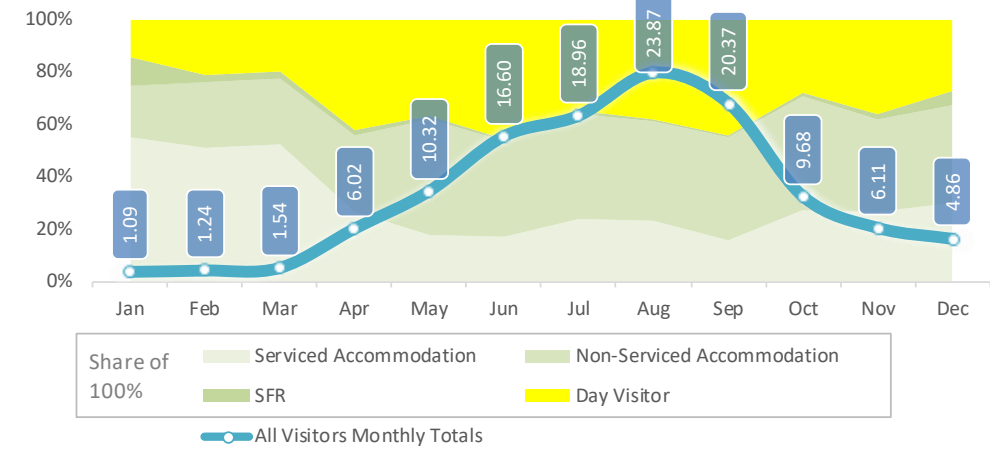


**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

**2021**  
**Historic Prices**      **TOTAL**      **DISTRIBUTION BY MONTH**  
**Historic Prices**

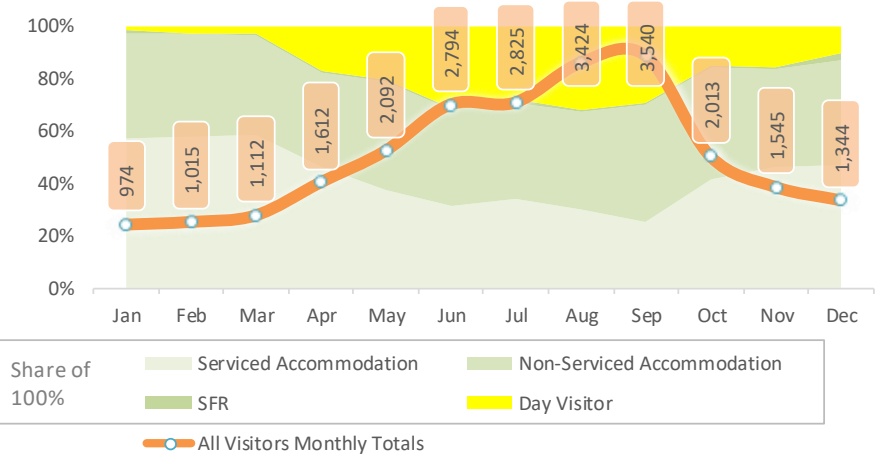
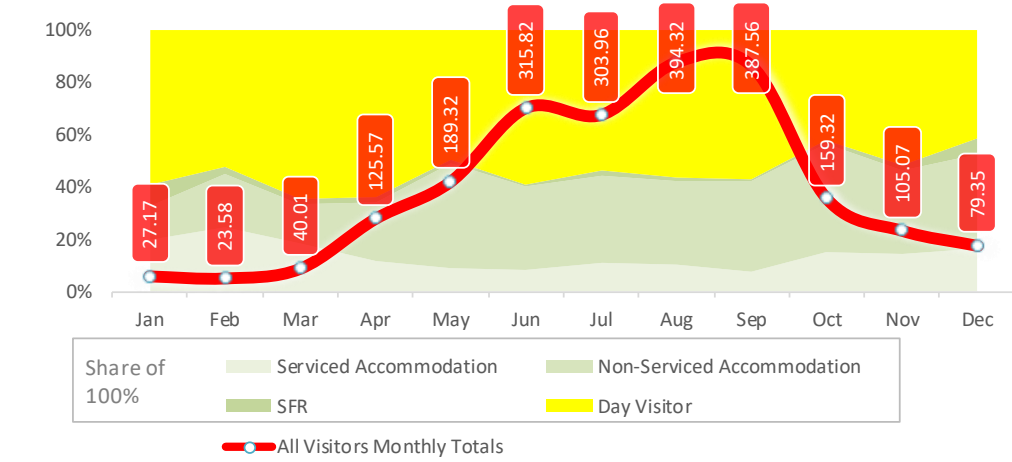
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**

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



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

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



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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

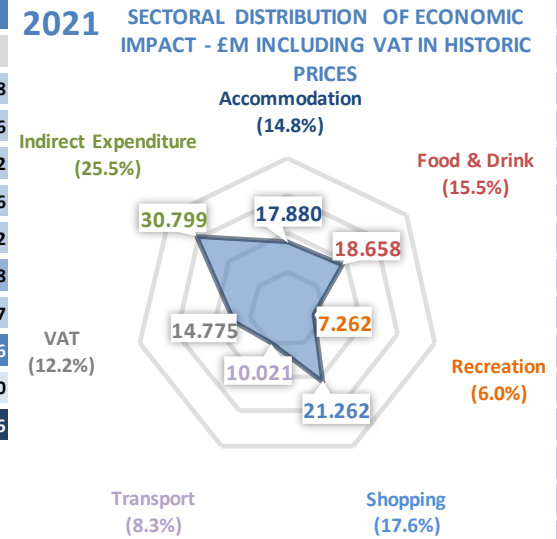
2010 to 2021  
Historic Prices

TOTAL

SECTORAL ANALYSIS  
Historic Prices

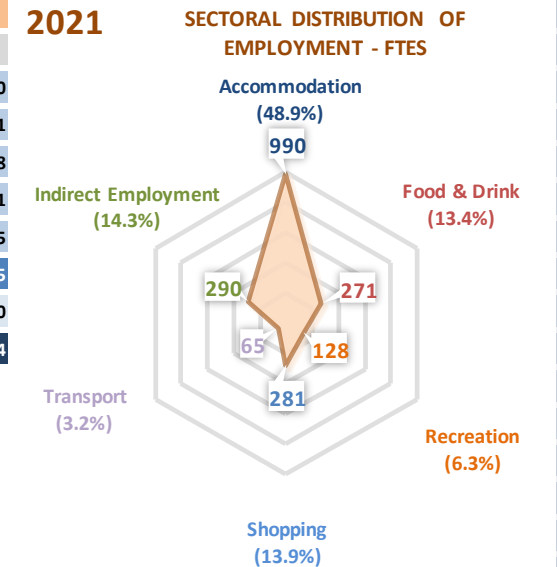
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation £M	14.42	14.63	15.24	15.75	17.25	19.04	19.50	20.97	21.46	21.76	11.45	17.88
Food & Drink £M	14.02	14.33	14.51	14.97	16.08	17.02	17.30	18.82	19.43	20.34	11.47	18.66
Recreation £M	5.367	5.497	5.561	5.720	6.119	6.481	6.601	7.178	7.408	7.772	4.452	7.262
Shopping £M	15.64	15.95	16.02	16.46	17.56	18.66	19.02	20.78	21.36	22.39	12.21	21.26
Transport £M	7.508	7.694	7.767	7.991	8.557	9.059	9.222	10.00	10.32	10.82	5.689	10.02
Direct Revenue £M	56.95	58.10	59.10	60.89	65.57	70.26	71.64	77.75	79.97	83.09	45.27	75.08
VAT £M	9.966	11.62	11.82	12.18	13.11	14.05	14.33	15.55	15.99	16.62	6.349	14.77
Direct Expenditure £M	66.92	69.72	70.92	73.06	78.68	84.32	85.97	93.30	95.96	99.70	51.62	89.86
Indirect Expenditure £M	22.28	23.27	23.90	24.65	26.55	28.42	28.96	31.62	32.58	33.92	17.86	30.80
TOTAL £M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation FTEs	1,095	1,037	1,047	1,071	1,100	1,100	1,087	1,086	1,086	1,081	643	990
Food & Drink FTEs	268	271	268	275	283	293	291	311	314	317	173	271
Recreation FTEs	124	126	125	127	131	135	135	144	145	147	82	128
Shopping FTEs	272	274	270	275	282	293	292	313	314	318	168	281
Transport FTEs	64	65	64	66	67	70	69	74	74	75	38	65
Direct Employment FTEs	1,824	1,773	1,774	1,814	1,864	1,890	1,875	1,929	1,934	1,937	1,105	1,735
Indirect Employment FTEs	281	284	285	292	302	316	315	338	340	341	183	290
TOTAL FTEs	2,105	2,057	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,278	1,288	2,024



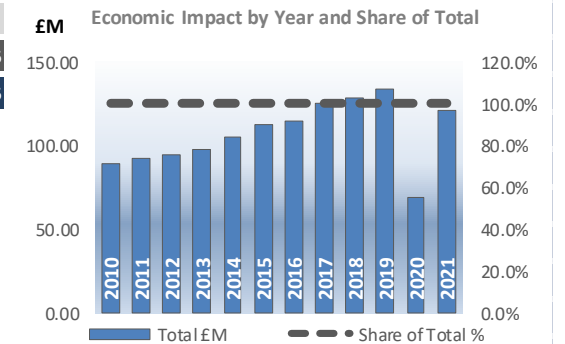
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

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



STEAM REPORT FOR 2010-2021 - FINAL EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY													2010 to 2021 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-40.6%	-32.6%	-43.5%	-30.9%	10.8%	51.4%	38.7%	50.3%	45.5%	71.1%	174.0%	105.5%	35.3%	Annual Change	-39.5%	13.6%	45.1%	101.4%
% Change 2020 to 2021		-65.7%	-58.9%	-9.4%	2642.0%	3142.2%	865.1%	70.9%	27.2%	6.9%	29.0%	1860.2%	87.2%	73.6%		-51.0%	1358.9%	29.2%	98.3%
Average Annual Change		-3.7%	-3.0%	-4.0%	-2.8%	1.0%	4.7%	3.5%	4.6%	4.1%	6.5%	15.8%	9.6%	3.2%		-3.6%	1.2%	4.1%	9.2%
2010	£M	1.844	1.844	2.718	8.714	9.319	10.96	13.67	15.88	14.00	5.658	2.228	2.364	89.20		6.405	28.99	43.55	10.25
2011	£M	2.519	2.563	3.265	9.176	9.853	11.04	13.01	15.75	13.88	6.068	3.001	2.865	92.99	4.2%	8.347	30.07	42.64	11.93
2012	£M	2.612	2.948	3.536	8.882	9.705	11.23	13.52	16.26	13.55	5.937	3.426	3.216	94.82	2.0%	9.095	29.82	43.33	12.58
2013	£M	2.590	3.014	3.573	8.247	10.84	10.71	14.02	17.86	13.72	6.248	3.382	3.521	97.71	3.1%	9.177	29.79	45.59	13.15
2014	£M	2.662	2.908	3.647	9.408	11.26	11.11	15.69	19.14	14.92	6.728	3.888	3.879	105.24	7.7%	9.217	31.78	49.75	14.49
2015	£M	2.943	3.293	4.108	9.524	11.93	12.03	17.39	19.98	16.00	7.403	3.972	4.167	112.74	7.1%	10.34	33.48	53.37	15.54
2016	£M	2.916	3.420	4.259	9.323	11.98	12.96	17.51	20.60	16.06	7.633	4.052	4.216	114.93	1.9%	10.59	34.26	54.17	15.90
2017	£M	3.015	3.908	4.087	11.13	13.08	13.49	17.66	21.92	17.78	8.637	4.995	5.215	124.92	8.7%	11.01	37.70	57.36	18.85
2018	£M	3.113	4.011	4.164	11.05	13.59	13.84	18.22	22.94	18.04	8.901	5.208	5.462	128.54	2.9%	11.29	38.48	59.21	19.57
2019	£M	3.379	4.143	4.330	11.88	14.24	14.31	19.03	23.34	18.50	9.227	5.558	5.683	133.62	3.9%	11.85	40.43	60.87	20.47
2020	£M	3.187	3.026	1.695	0.220	0.318	1.720	11.09	18.77	19.04	7.506	0.311	2.596	69.48	-48.0%	7.909	2.258	48.90	10.41
2021	£M	1.095	1.243	1.537	6.019	10.32	16.60	18.96	23.87	20.37	9.680	6.106	4.859	120.66	73.6%	3.874	32.94	63.19	20.65

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				
Total	£M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66				
All Visitor Types	£M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66				
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%																
Change in Share from 2010	%																
Avg Ann. Change in Share	%																



STEAM REPORT FOR 2010-2021 - FINAL EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY													2010 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						Annual Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-37.1%	-23.8%	-31.6%	-45.3%	-35.7%	-6.5%	14.6%	17.2%	9.9%	31.1%	115.5%	100.3%	1.6%		-31.2%	-28.8%	14.4%	63.6%	
% Change 2020 to 2021		-48.5%	-45.7%	59.9%	1028.6%	1089.3%	1133.2%	122.1%	26.2%	27.7%	50.0%	836.7%	169.7%	84.8%		-28.1%	1092.2%	48.4%	131.1%	
Average Annual Change		-3.4%	-2.2%	-2.9%	-4.1%	-3.2%	-0.6%	1.3%	1.6%	0.9%	2.8%	10.5%	9.1%	0.1%		-2.8%	-2.6%	1.3%	5.8%	
2010	£M	0.954	0.836	1.181	2.943	2.833	3.057	3.936	4.726	2.924	2.032	0.760	0.722	26.90		2.970	8.832	11.59	3.514	
2011	£M	1.134	1.027	1.223	2.975	2.651	2.848	3.958	5.021	2.914	2.042	0.811	0.780	27.38	1.8%	3.384	8.474	11.89	3.633	
2012	£M	1.107	1.014	1.312	2.657	2.424	2.900	3.781	4.854	2.920	1.902	0.829	0.795	26.49	-3.2%	3.433	7.981	11.55	3.525	
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	3.8%	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	

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total			
Serviced	£M	26.90	27.38	26.49	27.51	30.30	32.77	33.44	34.99	35.52	36.21	14.79	27.34				
All Visitor Types	£M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66				
Share of Total	%	30.2%	29.4%	27.9%	28.2%	28.8%	29.1%	29.1%	28.0%	27.6%	27.1%	21.3%	22.7%				
Annual Change in Share	%		-2.4%	-5.1%	0.8%	2.3%	0.9%	0.1%	-3.7%	-1.3%	-1.9%	-21.4%	6.4%				
Change in Share from 2010	%		-2.4%	-7.4%	-6.7%	-4.5%	-3.6%	-3.5%	-7.1%	-8.4%	-10.1%	-29.4%	-24.9%				
Avg Ann. Change in Share	%		-2.4%	-3.7%	-2.2%	-1.1%	-0.7%	-0.6%	-1.0%	-1.0%	-1.1%	-2.9%	-2.3%				

STEAM REPORT FOR 2010-2021 - FINAL EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY													2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-2.6%	-32.4%	-56.5%	-17.7%	32.9%	49.9%	53.3%	51.6%	107.2%	166.9%	241.1%	219.5%	60.5%	Annual Change	-41.7%	28.9%	66.7%	194.6%	
% Change 2020 to 2021		-84.2%	-75.8%	-49.6%	2749.9%	5304.0%	4518.4%	54.6%	21.4%	18.7%	43.4%	2725.4%	80.8%	71.8%	-73.3%	4368.8%	28.9%	103.5%		
Average Annual Change		-0.2%	-2.9%	-5.1%	-1.6%	3.0%	4.5%	4.8%	4.7%	9.7%	15.2%	21.9%	20.0%	5.5%	-3.8%	2.6%	6.1%	17.7%		
2010	£M	0.222	0.454	0.876	2.106	3.433	4.006	4.926	5.962	3.856	1.565	0.626	0.571	28.60		1.552	9.546	14.75	2.761	
2011	£M	0.675	0.869	1.260	2.382	3.841	3.932	4.591	5.375	3.744	1.999	1.071	0.774	30.51	6.7%	2.804	10.16	13.71	3.844	
2012	£M	0.761	1.160	1.377	2.609	3.985	4.310	5.075	6.157	4.154	2.146	1.240	1.056	34.03	11.5%	3.298	10.90	15.39	4.441	
2013	£M	0.820	1.213	1.512	2.557	4.098	4.265	5.343	6.523	4.194	2.233	1.339	1.133	35.23	3.5%	3.544	10.92	16.06	4.705	
2014	£M	0.901	1.322	1.634	2.742	4.222	4.399	5.691	7.107	4.617	2.504	1.506	1.277	37.92	7.6%	3.857	11.36	17.42	5.287	
2015	£M	0.968	1.415	1.753	2.935	4.524	4.687	5.963	7.482	4.965	2.701	1.630	1.382	40.40	6.5%	4.136	12.15	18.41	5.713	
2016	£M	0.990	1.434	1.750	2.948	4.579	4.748	6.034	7.624	5.076	2.730	1.648	1.401	40.96	1.4%	4.174	12.28	18.73	5.779	
2017	£M	1.112	1.735	1.807	3.468	4.868	5.107	6.819	8.198	6.046	3.154	1.816	1.669	45.80	11.8%	4.654	13.44	21.06	6.638	
2018	£M	1.170	1.830	1.905	3.388	5.218	5.335	7.158	8.714	6.209	3.315	1.987	1.851	48.08	5.0%	4.904	13.94	22.08	7.153	
2019	£M	1.318	1.900	1.979	3.853	5.546	5.524	7.547	8.819	6.237	3.403	2.181	2.018	50.32	4.7%	5.197	14.92	22.60	7.602	
2020	£M	1.368	1.266	0.755	0.061	0.084	0.130	4.884	7.446	6.733	2.912	0.076	1.009	26.72	-46.9%	3.389	0.275	19.06	3.997	
2021	£M	0.217	0.307	0.381	1.733	4.564	6.004	7.552	9.037	7.992	4.176	2.134	1.825	45.92	71.8%	0.904	12.30	24.58	8.135	

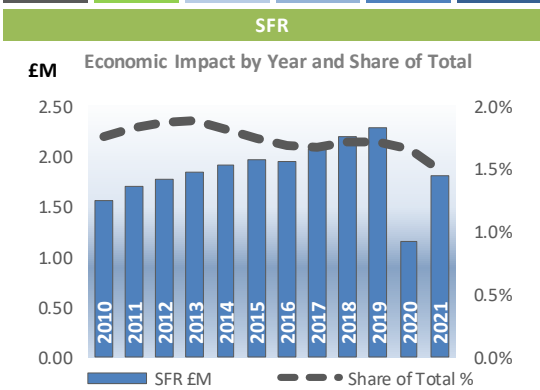
  

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	28.60	30.51	34.03	35.23	37.92	40.40	40.96	45.80	48.08	50.32	26.72	45.92						
All Visitor Types	£M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66						
Share of Total	%	32.1%	32.8%	35.9%	36.1%	36.0%	35.8%	35.6%	36.7%	37.4%	37.7%	38.5%	38.1%						
Annual Change in Share	%		2.3%	9.4%	0.5%	0.0%	-0.5%	-0.6%	2.9%	2.0%	0.7%	2.1%	-1.0%						
Change in Share from 2010	%		2.3%	11.9%	12.4%	12.4%	11.8%	11.1%	14.3%	16.6%	17.4%	19.9%	18.7%						
Avg Ann. Change in Share	%		2.3%	6.0%	4.1%	3.1%	2.4%	1.9%	2.0%	2.1%	1.9%	2.0%	1.7%						

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													SFR						
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4										
An increase of 3% or more			Less than 3% change			A Fall of 3% or more													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-41.3%	-48.8%	-47.1%	-30.7%	0.6%	64.1%	40.1%	39.5%	53.3%	54.7%	114.4%	44.6%	14.8%	Annual Change	-44.1%	1.1%	42.7%	60.4%	
% Change 2020 to 2021	-63.8%	-57.4%	-1.2%	1925.7%	3162.0%	3592.9%	83.7%	30.6%	14.7%	37.1%	2229.0%	96.4%	56.7%		-56.6%	2741.5%	41.3%	123.5%	
Average Annual Change	-3.8%	-4.4%	-4.3%	-2.8%	0.1%	5.8%	3.6%	3.6%	4.8%	5.0%	10.4%	4.1%	1.3%		-4.0%	0.1%	3.9%	5.5%	
2010	£M	0.205	0.068	0.083	0.207	0.137	0.106	0.165	0.177	0.094	0.086	0.062	0.179	1.567		0.356	0.449	0.436	0.327
2011	£M	0.251	0.080	0.093	0.219	0.145	0.108	0.168	0.180	0.096	0.093	0.071	0.195	1.698	8.4%	0.423	0.471	0.444	0.360
2012	£M	0.260	0.085	0.098	0.226	0.148	0.113	0.175	0.188	0.101	0.097	0.075	0.213	1.780	4.8%	0.443	0.487	0.465	0.385
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	3.1%	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	0.340	0.113	0.121	0.280	0.185	0.136	0.222	0.234	0.128	0.126	0.105	0.301	2.290	4.3%	0.574	0.601	0.584	0.532
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	-49.9%	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

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
SFR	£M	1.567	1.698	1.780	1.835	1.907	1.958	1.942	2.081	2.195	2.290	1.148	1.799		
All Visitor Types	£M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66		
Share of Total	%	1.8%	1.8%	1.9%	1.9%	1.8%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.5%		
Annual Change in Share	%		3.9%	2.8%	0.1%	-3.5%	-4.2%	-2.7%	-1.5%	2.5%	0.4%	-3.6%	-9.8%		
Change in Share from 2010	%		3.9%	6.8%	6.9%	3.1%	-1.2%	-3.8%	-5.2%	-2.8%	-2.5%	-5.9%	-15.1%		
Avg Ann. Change in Share	%		3.9%	3.4%	2.3%	0.8%	-0.2%	-0.6%	-0.7%	-0.4%	-0.3%	-0.6%	-1.4%		



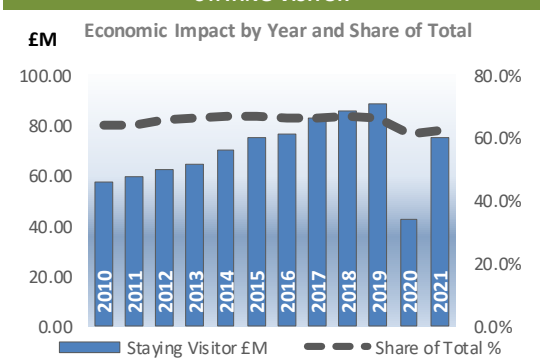
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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		STAYING VISITOR		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		TOTAL		Annual Change																					
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC									
% Change 2010 to 2021													-32.2%	-27.9%	-42.4%	-33.7%	1.9%	26.0%	36.2%	36.4%	65.1%	89.3%	169.7%	139.8%	31.5%	-35.5%	1.2%	43.7%	118.2%															
% Change 2020 to 2021													-67.3%	-61.2%	-5.6%	1555.7%	2597.4%	2365.4%	74.6%	23.3%	21.1%	45.7%	1424.5%	110.4%	75.9%	-53.0%	2225.7%	35.3%	114.4%															
Average Annual Change													-2.9%	-2.5%	-3.9%	-3.1%	0.2%	2.4%	3.3%	3.3%	5.9%	8.1%	15.4%	12.7%	2.9%	-3.2%	0.1%	4.0%	10.7%															
2010	£M	1.381	1.357	2.140	5.256	6.403	7.169	9.028	10.87	6.875	3.683	1.448	1.471	57.08	4.878	18.83	26.77	6.603																										
2011	£M	2.060	1.976	2.576	5.576	6.636	6.888	8.717	10.58	6.753	4.135	1.953	1.749	59.59	6.612	19.10	26.05	7.836																										
2012	£M	2.128	2.260	2.786	5.491	6.557	7.323	9.031	11.20	7.175	4.144	2.144	2.064	62.30	7.174	19.37	27.41	8.352																										
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	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	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	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	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	9.607	24.44	37.68	14.07																										
2019	£M	3.017	3.412	3.618	7.287	9.057	9.346	13.12	15.21	10.03	6.489	4.165	4.073	88.83	10.05	25.69	38.36	14.73																										
2020	£M	2.866	2.521	1.305	0.211	0.242	0.366	7.040	12.02	9.375	4.785	0.256	1.677	42.67	6.691	0.819	28.44	6.718																										
2021	£M	0.937	0.978	1.232	3.487	6.524	9.035	12.29	14.82	11.35	6.973	3.905	3.529	75.06	3.147	19.05	38.46	14.41																										

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR																																															
SHARE OF MARKET													2010				2011				2012				2013				2014				2015				2016				2017				2018				2019				2020				2021			
Staying Visitor													£M	57.08	59.59	62.30	64.57	70.13	75.13	76.35	82.87	85.80	88.83	42.67	75.06																																			
All Visitor Types													£M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66																																			
Share of Total													%	64.0%	64.1%	65.7%	66.1%	66.6%	66.6%	66.4%	66.3%	66.7%	66.5%	61.4%	62.2%																																			
Annual Change in Share													%		0.2%	2.5%	0.6%	0.9%	0.0%	-0.3%	-0.1%	0.6%	-0.4%	-7.6%	1.3%																																			
Change in Share from 2010													%		0.2%	2.7%	3.3%	4.2%	4.2%	3.8%	3.7%	4.3%	3.9%	-4.0%	-2.8%																																			
Avg Ann. Change in Share													%		0.2%	1.3%	1.1%	1.0%	0.8%	0.6%	0.5%	0.5%	0.4%	-0.4%	-0.3%																																			



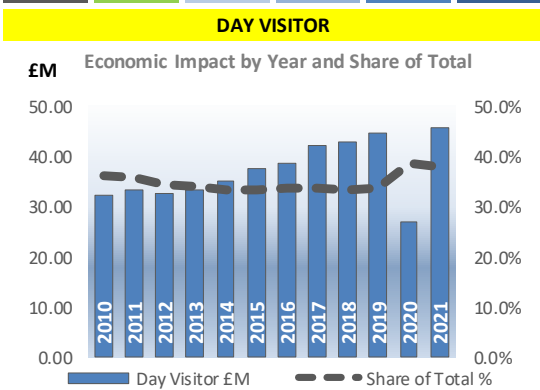
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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		DAY VISITOR		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		TOTAL		Annual Change		Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																		
% Change 2010 to 2021													-65.9%	-45.7%	-47.3%	-26.8%	30.3%	99.4%	43.5%	80.4%	26.6%	37.1%	182.0%	49.0%	41.9%			-52.4%	36.7%	47.4%	71.0%											
% Change 2020 to 2021													-50.9%	-47.7%	-22.0%	#####	4863.9%	458.9%	64.4%	34.2%	-6.8%	-0.5%	3876.3%	44.8%	70.0%			-40.3%	865.7%	20.8%	68.8%											
Average Annual Change													-6.0%	-4.2%	-4.3%	-2.4%	2.8%	9.0%	4.0%	7.3%	2.4%	3.4%	16.5%	4.5%	3.8%			-4.8%	3.3%	4.3%	6.5%											
2010	£M	0.463	0.487	0.578	3.458	2.915	3.793	4.643	5.018	7.121	1.975	0.781	0.893	32.13			1.528	10.17	16.78	3.648																						
2011	£M	0.459	0.587	0.689	3.600	3.217	4.151	4.291	5.175	7.131	1.934	1.048	1.116	33.40	4.0%		1.735	10.97	16.60	4.098																						
2012	£M	0.484	0.688	0.749	3.391	3.148	3.912	4.489	5.057	6.374	1.793	1.282	1.152	32.52	-2.6%		1.921	10.45	15.92	4.227																						
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	1.9%		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	5.9%		1.508	11.24	17.59	4.765																						
2015	£M	0.290	0.664	0.710	3.648	3.923	4.025	5.513	6.085	7.619	2.416	1.201	1.513	37.61	7.1%		1.664	11.60	19.22	5.131																						
2016	£M	0.295	0.715	0.915	3.419	3.974	4.877	5.318	6.266	7.448	2.586	1.257	1.512	38.58	2.6%		1.925	12.27	19.03	5.355																						
2017	£M	0.317	0.693	0.659	4.268	4.894	4.714	5.439	7.716	7.949	2.618	1.283	1.501	42.05	9.0%		1.669	13.88	21.10	5.402																						
2018	£M	0.328	0.694	0.658	4.303	4.955	4.785	5.520	7.892	8.114	2.656	1.295	1.545	42.74	1.6%		1.680	14.04	21.53	5.496																						
2019	£M	0.362	0.730	0.712	4.594	5.181	4.963	5.903	8.138	8.470	2.737	1.393	1.610	44.79	4.8%		1.805	14.74	22.51	5.740																						
2020	£M	0.321	0.506	0.391	0.009	0.077	1.354	4.053	6.746	9.668	2.721	0.055	0.919	26.82	-40.1%		1.218	1.439	20.47	3.695																						
2021	£M	0.158	0.264	0.305	2.533	3.799	7.566	6.665	9.051	9.015	2.707	2.201	1.331	45.59	70.0%		0.727	13.90	24.73	6.238																						

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR												
SHARE OF MARKET																									
													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Day Visitor													£M	32.13	33.40	32.52	33.14	35.10	37.61	38.58	42.05	42.74	44.79	26.82	45.59
All Visitor Types													£M	89.20	92.99	94.82	97.71	105.24	112.74	114.93	124.92	128.54	133.62	69.48	120.66
Share of Total													%	36.0%	35.9%	34.3%	33.9%	33.4%	33.4%	33.6%	33.7%	33.3%	33.5%	38.6%	37.8%
Annual Change in Share													%		-0.3%	-4.5%	-1.1%	-1.7%	0.0%	0.6%	0.3%	-1.2%	0.8%	15.1%	-2.1%
Change in Share from 2010													%		-0.3%	-4.8%	-5.8%	-7.4%	-7.4%	-6.8%	-6.5%	-7.7%	-6.9%	7.2%	4.9%
Avg Ann. Change in Share													%		-0.3%	-2.4%	-1.9%	-1.8%	-1.5%	-1.1%	-0.9%	-1.0%	-0.8%	0.7%	0.4%



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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

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

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

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		TOTAL	VISITOR NUMBERS			
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY																			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-17.8%	-30.6%	1.3%	-34.1%	-9.9%	35.5%	3.6%	25.7%	-3.5%	5.2%	103.0%	19.4%	6.2%	Annual Change	-14.8%	-1.0%	7.7%	29.9%
% Change 2020 to 2021		-1.4%	-28.2%	74.9%	1642.1%	195.1%	272.8%	28.5%	2.1%	-26.6%	-15.4%	144.0%	4.2%	27.9%	Annual Change	8.8%	314.3%	-5.9%	15.0%
Average Annual Change		-1.6%	-2.8%	0.1%	-3.1%	-0.9%	3.2%	0.3%	2.3%	-0.3%	0.5%	9.4%	1.8%	0.6%	Annual Change	-1.3%	-0.1%	0.7%	2.7%
2010	M	0.026	0.026	0.030	0.141	0.129	0.159	0.191	0.209	0.268	0.086	0.035	0.039	1.339		0.082	0.429	0.668	0.160
2011	M	0.028	0.030	0.034	0.141	0.133	0.162	0.169	0.203	0.256	0.082	0.044	0.045	1.327	-0.9%	0.092	0.437	0.628	0.171
2012	M	0.028	0.033	0.035	0.128	0.125	0.150	0.168	0.192	0.224	0.074	0.050	0.046	1.253	-5.6%	0.096	0.403	0.584	0.170
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	-1.0%	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	0.025	0.035	0.031	0.145	0.166	0.159	0.189	0.252	0.253	0.095	0.054	0.058	1.462	2.1%	0.090	0.471	0.694	0.206
2020	M	0.022	0.025	0.017	0.005	0.039	0.058	0.154	0.258	0.353	0.107	0.029	0.044	1.112	-23.9%	0.064	0.102	0.764	0.181
2021	M	0.022	0.018	0.030	0.093	0.116	0.216	0.197	0.263	0.259	0.091	0.071	0.046	1.422	27.9%	0.070	0.425	0.720	0.208

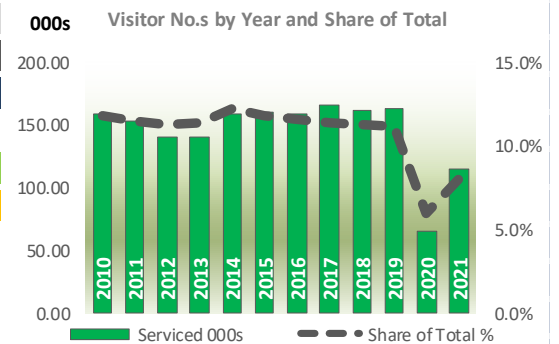
VISITOR NUMBERS													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	
Total	M	1.339	1.327	1.253	1.241	1.298	1.364	1.374	1.459	1.432	1.462	1.112	1.422	Visitor No.s by Year and Share of Total	
All Visitor Types	M	1.339	1.327	1.253	1.241	1.298	1.364	1.374	1.459	1.432	1.462	1.112	1.422	2.00	
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%	1.50	
Annual Change in Share	%													1.00	
Change in Share from 2010	%													0.50	
Avg Ann. Change in Share	%													0.00	

Legend: Total M (Green bars), Share of Total % (Dashed grey line)



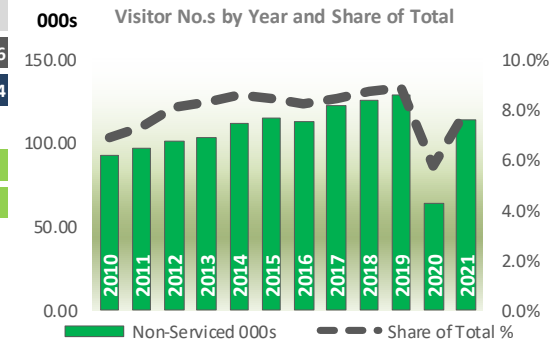
STEAM REPORT FOR 2010-2021 - FINAL														2010 to 2021		SERVICED		VISITOR NUMBERS			
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY																					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2010 to 2021		-47.7%	-38.1%	-51.8%	-57.6%	-52.1%	-34.1%	-29.9%	-23.2%	-15.0%	-8.2%	63.3%	40.1%	-27.9%	Annual Change		-45.8%	-47.7%	-23.4%	19.2%	
% Change 2020 to 2021		-49.5%	-47.0%	56.4%	991.1%	1055.1%	1096.9%	112.6%	21.1%	25.1%	46.7%	815.5%	162.4%	73.6%			-36.9%	1054.9%	42.1%	138.6%	
Average Annual Change		-4.3%	-3.5%	-4.7%	-5.2%	-4.7%	-3.1%	-2.7%	-2.1%	-1.4%	-0.7%	5.8%	3.6%	-2.5%			-4.2%	-4.3%	-2.1%	1.7%	
2010	000s	7.9	7.1	6.5	16.8	17.0	17.9	21.5	23.4	16.3	13.1	5.7	5.1	158.4		21.4	51.7	61.3	24.0		
2011	000s	8.9	8.0	6.4	16.0	15.3	16.1	19.8	22.8	16.3	12.2	5.6	5.4	152.9	-3.4%	23.3	47.4	58.9	23.3		
2012	000s	8.4	7.5	6.7	13.7	13.4	15.8	17.4	21.1	15.0	11.0	5.7	5.3	140.9	-7.9%	22.7	42.8	53.5	21.9		
2013	000s	8.0	6.9	6.2	12.8	14.9	14.2	17.4	22.0	14.8	11.1	6.7	5.7	140.5	-0.2%	21.0	41.9	54.1	23.5		
2014	000s	9.9	7.5	6.8	13.2	17.0	14.9	23.0	25.2	16.2	11.8	7.2	6.3	159.0	13.1%	24.2	45.1	64.4	25.3		
2015	000s	10.3	8.4	7.1	12.9	17.1	15.1	23.3	24.9	16.6	11.6	7.2	6.2	160.8	1.1%	25.8	45.1	64.8	25.1		
2016	000s	10.2	8.9	6.4	13.5	16.3	14.8	23.3	24.6	16.6	11.2	6.8	6.3	159.0	-1.1%	25.5	44.6	64.5	24.4		
2017	000s	9.7	10.4	6.4	15.2	15.5	16.0	19.7	21.3	17.4	13.6	11.2	9.7	166.2	4.6%	26.5	46.7	58.4	34.6		
2018	000s	9.4	10.1	6.1	14.5	15.4	15.7	19.1	21.2	16.5	13.5	11.0	9.5	162.1	-2.5%	25.6	45.7	56.7	34.0		
2019	000s	9.7	10.0	6.1	14.5	15.5	15.8	19.0	21.2	16.5	13.9	11.1	9.2	162.4	0.2%	25.8	45.7	56.7	34.2		
2020	000s	8.2	8.3	2.0	0.7	0.7	1.0	7.1	14.8	11.1	8.2	1.0	2.7	65.8	-59.5%	18.4	2.3	33.0	12.0		
2021	000s	4.1	4.4	3.1	7.1	8.2	11.8	15.1	18.0	13.9	12.0	9.3	7.2	114.2	73.6%	11.6	27.0	46.9	28.6		
VISITOR NUMBERS																SERVICED ACCOMMODATION					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s		Visitor No.s by Year and Share of Total					
Serviced	000s	158.4	152.9	140.9	140.5	159.0	160.8	159.0	166.2	162.1	162.4	65.8	114.2								
All Visitor Types	M	1.3	1.3	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.4								
Share of Total	%	11.8%	11.5%	11.2%	11.3%	12.2%	11.8%	11.6%	11.4%	11.3%	11.1%	5.9%	8.0%								
Annual Change in Share	%		-2.6%	-2.4%	0.7%	8.1%	-3.7%	-1.8%	-1.6%	-0.6%	-1.8%	-46.7%	35.7%								
Change in Share from 2010	%		-2.6%	-4.9%	-4.2%	3.6%	-0.3%	-2.1%	-3.7%	-4.3%	-6.0%	-50.0%	-32.1%								
Avg Ann. Change in Share	%		-2.6%	-2.5%	-1.4%	0.9%	-0.1%	-0.4%	-0.5%	-0.5%	-0.7%	-5.0%	-2.9%								



**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

VISITOR NUMBERS BY:														2010 to 2021		NON-SERVICED		VISITOR NUMBERS																							
MONTH AND QUARTER														CALENDAR YEAR		QUARTER																									
NON-SERVICED ACCOMMODATION														TOTAL						% Change																					
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES														Annual Change																											
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							
% Change 2010 to 2021																																									
% Change 2020 to 2021																																									
Average Annual Change																																									
2010	000s	1.0	1.6	3.2	7.0	12.8	13.4	12.4	16.7	13.2	6.3	2.3	2.1	92.0				5.8	33.2	42.2	10.8																				
2011	000s	2.0	2.7	4.4	8.7	13.9	13.3	11.5	13.9	12.2	6.9	4.0	2.7	96.4	4.8%			9.2	36.0	37.6	13.6																				
2012	000s	2.2	3.6	4.4	9.0	13.9	13.6	11.8	15.1	12.8	6.9	4.4	3.4	101.1	4.8%			10.3	36.5	39.7	14.6																				
2013	000s	2.2	3.6	4.4	8.7	14.4	13.1	12.1	15.5	13.3	7.2	4.8	3.3	102.6	1.6%			10.2	36.2	40.9	15.4																				
2014	000s	2.6	4.3	5.2	9.1	14.5	13.1	13.2	17.2	14.9	8.0	5.4	3.7	111.1	8.2%			12.1	36.7	45.4	17.0																				
2015	000s	2.5	4.3	5.1	9.2	15.1	13.3	13.9	18.5	15.2	8.2	5.6	3.8	114.6	3.1%			11.9	37.6	47.5	17.5																				
2016	000s	2.6	4.1	5.0	8.8	14.3	13.7	14.0	18.5	15.1	7.9	5.1	3.8	113.1	-1.3%			11.7	36.9	47.6	16.8																				
2017	000s	2.9	4.8	5.0	10.0	14.7	14.3	15.5	19.3	17.4	8.8	5.4	4.4	122.6	8.4%			12.7	39.1	52.2	18.6																				
2018	000s	2.9	5.0	5.1	9.6	15.4	14.6	15.6	19.7	17.4	9.1	5.8	4.8	125.0	1.9%			13.0	39.5	52.8	19.6																				
2019	000s	3.2	5.0	5.2	10.7	16.2	14.7	16.5	20.1	17.2	9.1	6.2	5.1	129.1	3.3%			13.4	41.5	53.8	20.3																				
2020	000s	3.3	3.2	1.9	0.2	0.2	0.3	10.3	16.4	18.0	7.6	0.2	2.5	64.2	-50.3%			8.4	0.7	44.8	10.2																				
2021	000s	0.5	0.8	1.0	4.6	12.8	15.5	16.0	19.9	21.3	10.8	5.9	4.4	113.6	76.9%			2.3	32.9	57.2	21.1																				

VISITOR NUMBERS														NON-SERVICED ACCOMMODATION																					
SHARE OF MARKET														000s		Visitor No.s by Year and Share of Total																			
2010														2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021	
Non-Serviced	000s	92.0	96.4	101.1	102.6	111.1	114.6	113.1	122.6	125.0	129.1	64.2	113.6																						
All Visitor Types	M	1.3	1.3	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.4																						
Share of Total	%	6.9%	7.3%	8.1%	8.3%	8.6%	8.4%	8.2%	8.4%	8.7%	8.8%	5.8%	8.0%																						
Annual Change in Share	%		5.8%	11.0%	2.5%	3.5%	-1.8%	-2.0%	2.1%	3.9%	1.2%	-34.6%	38.4%																						
Change in Share from 2010	%		5.8%	17.4%	20.4%	24.6%	22.3%	19.8%	22.3%	27.0%	28.6%	-16.0%	16.3%																						
Avg Ann. Change in Share	%		5.8%	8.7%	6.8%	6.2%	4.5%	3.3%	3.2%	3.4%	3.2%	-1.6%	1.5%																						



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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

VISITOR NUMBERS BY:													2010 to 2021		SFR	VISITOR NUMBERS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													SFR																	
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change													TOTAL		ANNUAL CHANGE															
A Fall of 3% or more																														
Q1													Q2			Q3			Q4					Q1	Q2	Q3	Q4			
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																														
% Change 2010 to 2021													-56.6%	-62.2%	-60.9%	-48.7%	-25.6%	21.4%	3.6%	3.1%	13.4%	14.4%	58.5%	6.9%	-14.2%	Annual Change	-58.8%	-22.5%	5.8%	20.4%
% Change 2020 to 2021													-64.3%	-58.0%	-2.5%	1898.2%	3117.7%	3542.7%	81.2%	28.8%	13.1%	35.2%	2197.3%	93.7%	57.4%		-56.4%	2786.2%	38.4%	126.5%
Average Annual Change													-5.1%	-5.7%	-5.5%	-4.4%	-2.3%	1.9%	0.3%	0.3%	1.2%	1.3%	5.3%	0.6%	-1.3%		-5.3%	-2.0%	0.5%	1.9%
2010	000s	2.1	0.8	1.0	1.9	1.6	1.3	1.7	1.7	1.1	1.0	0.8	1.7	16.7		3.9	4.8	4.5	3.5											
2011	000s	2.4	0.9	1.0	2.0	1.6	1.2	1.6	1.7	1.1	1.1	0.8	1.8	17.2	3.1%	4.4	4.8	4.3	3.7											
2012	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.6	1.7	1.1	1.0	0.9	1.9	17.3	0.8%	4.4	4.7	4.4	3.8											
2013	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.6	1.7	1.1	1.0	0.9	1.9	17.3	-0.2%	4.4	4.7	4.4	3.8											
2014	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	2.0	17.5	1.1%	4.4	4.7	4.5	3.9											
2015	000s	2.5	1.0	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	2.0	17.8	1.5%	4.6	4.7	4.5	3.9											
2016	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	1.9	17.4	-2.1%	4.5	4.6	4.4	3.9											
2017	000s	2.5	1.0	1.1	2.0	1.6	1.2	1.7	1.7	1.1	1.1	1.0	2.2	18.2	4.4%	4.6	4.8	4.5	4.2											
2018	000s	2.6	1.0	1.1	2.0	1.6	1.3	1.7	1.7	1.1	1.1	1.0	2.2	18.4	1.5%	4.7	4.8	4.6	4.3											
2019	000s	2.7	1.0	1.1	2.0	1.6	1.3	1.7	1.8	1.1	1.1	1.0	2.3	18.7	1.7%	4.8	4.9	4.6	4.4											
2020	000s	2.5	0.7	0.4	0.0	0.0	0.0	1.0	1.4	1.1	0.9	0.1	1.0	9.1	-51.6%	3.6	0.1	3.4	1.9											
2021	000s	0.9	0.3	0.4	1.0	1.2	1.5	1.7	1.8	1.2	1.2	1.2	1.9	14.3	57.4%	1.6	3.7	4.7	4.2											

VISITOR NUMBERS													SFR						
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total				
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021																			
SFR	000s	16.7	17.2	17.3	17.3	17.5	17.8	17.4	18.2	18.4	18.7	9.1	14.3						
All Visitor Types	M	1.3	1.3	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.4						
Share of Total	%	1.2%	1.3%	1.4%	1.4%	1.3%	1.3%	1.3%	1.2%	1.3%	1.3%	0.8%	1.0%						
Annual Change in Share	%		4.1%	6.8%	0.8%	-3.3%	-3.4%	-2.8%	-1.7%	3.4%	-0.3%	-36.3%	23.1%						
Change in Share from 2010	%		4.1%	11.1%	12.0%	8.3%	4.7%	1.7%	0.0%	3.5%	3.1%	-34.4%	-19.2%						
Avg Ann. Change in Share	%		4.1%	5.6%	4.0%	2.1%	0.9%	0.3%	0.0%	0.4%	0.3%	-3.4%	-1.7%						



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Report Prepared by: Alison Tipler, Date of Issue: 21/ 11/ 22

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		STAYING VISITOR		VISITOR NUMBERS				
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY																					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2010 to 2021		-49.3%	-42.4%	-58.1%	-50.5%	-29.5%	-11.4%	-7.7%	-5.2%	19.1%	17.5%	86.5%	49.5%	-9.4%	Annual Change		-50.2%	-29.0%	0.9%	40.9%	
% Change 2020 to 2021		-60.3%	-55.3%	3.7%	1374.3%	2156.6%	2013.6%	78.5%	21.6%	20.5%	44.5%	1182.9%	119.1%	74.1%			-49.2%	1885.2%	34.0%	124.1%	
Average Annual Change		-4.5%	-3.9%	-5.3%	-4.6%	-2.7%	-1.0%	-0.7%	-0.5%	1.7%	1.6%	7.9%	4.5%	-0.9%			-4.6%	-2.6%	0.1%	3.7%	
2010	000s	10.9	9.5	10.7	25.7	31.4	32.5	35.6	41.8	30.6	20.5	8.8	9.0	267.0			31.1	89.6	108.0	38.3	
2011	000s	13.4	11.6	11.8	26.7	30.8	30.6	32.9	38.4	29.5	20.2	10.4	9.9	266.5	-0.2%			36.9	88.2	100.9	40.6
2012	000s	13.0	12.1	12.2	24.6	28.8	30.7	30.9	37.8	28.8	18.9	10.9	10.6	259.3	-2.7%			37.3	84.0	97.5	40.4
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	0.5%			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	15.5	16.1	12.4	27.2	33.3	31.7	37.3	43.1	34.9	24.1	18.3	16.5	310.2	1.6%			44.0	92.2	115.2	58.9
2020	000s	13.9	12.2	4.3	0.9	1.0	1.4	18.4	32.6	30.2	16.6	1.3	6.2	139.0	-55.2%			30.5	3.2	81.3	24.1
2021	000s	5.5	5.5	4.5	12.7	22.1	28.8	32.8	39.7	36.4	24.0	16.4	13.5	242.0	74.1%			15.5	63.7	108.9	53.9

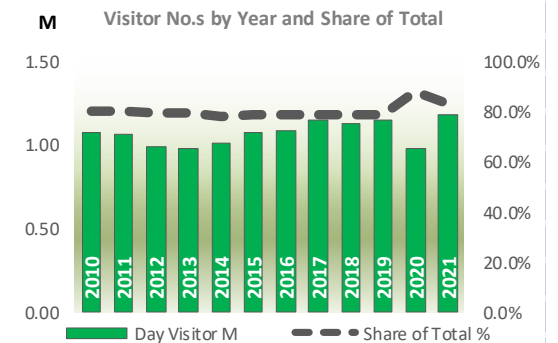
  

VISITOR NUMBERS													STAYING VISITOR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s Visitor No.s by Year and Share of Total			
Staying Visitor	000s	267.0	266.5	259.3	260.5	287.6	293.1	289.4	306.9	305.5	310.2	139.0	242.0	400.00			
All Visitor Types	M	1.3	1.3	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.4	300.00			
Share of Total	%	19.9%	20.1%	20.7%	21.0%	22.1%	21.5%	21.1%	21.0%	21.3%	21.2%	12.5%	17.0%	200.00			
Annual Change in Share	%		0.7%	3.0%	1.4%	5.5%	-3.0%	-2.0%	-0.2%	1.4%	-0.5%	-41.1%	36.1%	100.00			
Change in Share from 2010	%		0.7%	3.8%	5.3%	11.1%	7.8%	5.7%	5.5%	7.0%	6.5%	-37.3%	-14.6%	0.00			
Avg Ann. Change in Share	%		0.7%	1.9%	1.8%	2.8%	1.6%	0.9%	0.8%	0.9%	0.7%	-3.7%	-1.3%	0.00			

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

VISITOR NUMBERS BY:													2010 to 2021		DAY VISITOR		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													DAY VISITOR																	
An increase of 3% or more													VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES		TOTAL		% Change		QUARTER											
Less than 3% change													Q1										Q2		Q3		Q4			
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4
% Change 2010 to 2021													4.5%	-23.7%	34.2%	-30.5%	-3.6%	47.5%	6.2%	33.4%	-6.4%	1.4%	108.6%	10.2%	10.0%	6.7%	6.3%	9.0%	26.5%	
% Change 2020 to 2021													100.6%	-2.0%	98.5%	1693.8%	144.8%	230.8%	21.7%	-0.7%	-31.0%	-26.4%	96.1%	-14.3%	21.3%	61.3%	263.5%	-10.6%	-1.8%	
Average Annual Change													0.4%	-2.2%	3.1%	-2.8%	-0.3%	4.3%	0.6%	3.0%	-0.6%	0.1%	9.9%	0.9%	0.9%	0.6%	0.6%	0.8%	2.4%	
2010	M	0.015	0.016	0.019	0.115	0.097	0.127	0.155	0.168	0.238	0.066	0.026	0.030	1.072		0.051	0.339	0.560	0.122											
2011	M	0.015	0.019	0.022	0.114	0.102	0.132	0.136	0.164	0.227	0.061	0.033	0.035	1.061	-1.1%	0.055	0.348	0.527	0.130											
2012	M	0.015	0.021	0.023	0.104	0.096	0.120	0.137	0.155	0.195	0.055	0.039	0.035	0.994	-6.3%	0.059	0.319	0.487	0.129											
2013	M	0.012	0.024	0.021	0.088	0.113	0.105	0.132	0.168	0.191	0.058	0.031	0.038	0.981	-1.3%	0.057	0.307	0.491	0.126											
2014	M	0.008	0.017	0.019	0.111	0.107	0.105	0.135	0.168	0.204	0.059	0.038	0.040	1.011	3.1%	0.043	0.324	0.507	0.137											
2015	M	0.008	0.019	0.020	0.104	0.112	0.115	0.157	0.173	0.217	0.069	0.034	0.043	1.071	6.0%	0.047	0.330	0.547	0.146											
2016	M	0.008	0.020	0.026	0.096	0.112	0.137	0.149	0.176	0.209	0.073	0.035	0.042	1.084	1.2%	0.054	0.345	0.535	0.150											
2017	M	0.009	0.019	0.018	0.117	0.134	0.129	0.149	0.211	0.218	0.072	0.035	0.041	1.152	6.3%	0.046	0.380	0.578	0.148											
2018	M	0.009	0.018	0.017	0.113	0.131	0.126	0.145	0.208	0.214	0.070	0.034	0.041	1.127	-2.2%	0.044	0.370	0.567	0.145											
2019	M	0.009	0.019	0.018	0.118	0.133	0.128	0.152	0.209	0.218	0.070	0.036	0.041	1.152	2.2%	0.046	0.379	0.579	0.148											
2020	M	0.008	0.013	0.013	0.004	0.038	0.056	0.135	0.225	0.323	0.091	0.028	0.038	0.973	-15.5%	0.034	0.099	0.683	0.157											
2021	M	0.016	0.012	0.026	0.080	0.094	0.187	0.165	0.223	0.223	0.067	0.054	0.033	1.180	21.3%	0.054	0.361	0.611	0.154											

VISITOR NUMBERS													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	
Day Visitor	M	1.072	1.061	0.994	0.981	1.011	1.071	1.084	1.152	1.127	1.152	0.973	1.180	Visitor No.s by Year and Share of Total	
All Visitor Types	M	1.339	1.327	1.253	1.241	1.298	1.364	1.374	1.459	1.432	1.462	1.112	1.422	M	
Share of Total	%	80.1%	79.9%	79.3%	79.0%	77.9%	78.5%	78.9%	79.0%	78.7%	78.8%	87.5%	83.0%	Day Visitor M	
Annual Change in Share	%		-0.2%	-0.8%	-0.4%	-1.5%	0.8%	0.5%	0.0%	-0.4%	0.1%	11.1%	-5.2%	Share of Total %	
Change in Share from 2010	%		-0.2%	-0.9%	-1.3%	-2.8%	-1.9%	-1.4%	-1.4%	-1.7%	-1.6%	9.3%	3.6%		
Avg Ann. Change in Share	%		-0.2%	-0.5%	-0.4%	-0.7%	-0.4%	-0.2%	-0.2%	-0.2%	-0.2%	0.9%	0.3%		



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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

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

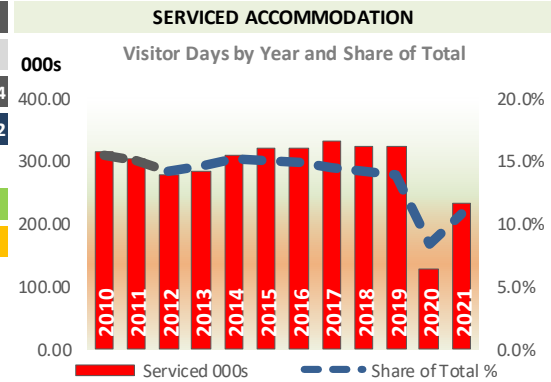
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM REPORT FOR 2010-2021 - FINAL EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY													2010 to 2021	TOTAL	VISITOR DAYS														
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER														
KEY		TOTAL											TOTAL	% Change	Q1	Q2	Q3	Q4											
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																											
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						Annual Change	Q1	Q2	Q3	Q4						
% Change 2010 to 2021		-26.8%	-37.9%	-27.3%	-38.3%	-11.7%	22.1%	4.3%	17.7%	6.5%	25.3%	107.8%	42.7%											5.9%	-30.2%	-6.8%	9.6%	47.3%	
% Change 2020 to 2021		-41.5%	-47.3%	31.2%	1714.4%	359.1%	418.7%	38.9%	7.8%	-15.9%	2.8%	243.2%	28.8%											41.2%	-25.4%	478.4%	3.9%	39.0%	
Average Annual Change		-2.4%	-3.4%	-2.5%	-3.5%	-1.1%	2.0%	0.4%	1.6%	0.6%	2.3%	9.8%	3.9%											0.5%	-2.7%	-0.6%	0.9%	4.3%	
2010	M	0.037	0.038	0.055	0.203	0.214	0.259	0.291	0.335	0.364	0.127	0.051	0.056											2.030	0.130	0.676	0.991	0.233	
2011	M	0.047	0.050	0.064	0.204	0.220	0.253	0.261	0.316	0.344	0.128	0.066	0.065											2.018	-0.6%	0.161	0.677	0.920	0.260
2012	M	0.048	0.057	0.067	0.191	0.209	0.243	0.261	0.309	0.315	0.120	0.074	0.070											1.965	-2.7%	0.172	0.643	0.885	0.265
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	-0.4%	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	0.050	0.065	0.067	0.218	0.264	0.260	0.303	0.388	0.362	0.156	0.091	0.096	2.319	2.3%	0.181	0.741	1.054	0.343										
2020	M	0.046	0.045	0.030	0.007	0.041	0.061	0.219	0.366	0.461	0.155	0.031	0.062	1.524	-34.3%	0.122	0.109	1.046	0.247										
2021	M	0.027	0.024	0.040	0.126	0.189	0.316	0.304	0.394	0.388	0.159	0.105	0.079	2.151	41.2%	0.091	0.631	1.086	0.344										
VISITOR DAYS													TOTAL																
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M															
Total	M	2.030	2.018	1.965	1.957	2.036	2.136	2.147	2.287	2.267	2.319	1.524	2.151	Visitor Days by Year and Share of Total															
All Visitor Types	M	2.030	2.018	1.965	1.957	2.036	2.136	2.147	2.287	2.267	2.319	1.524	2.151																
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%																
Annual Change in Share	%																												
Change in Share from 2010	%																												
Avg Ann. Change in Share	%																												

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

VISITOR DAYS BY:													2010 to 2021		SERVICED		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-53.1%	-42.4%	-48.2%	-58.4%	-51.2%	-29.2%	-23.6%	-22.0%	-16.6%	-0.5%	62.5%	50.4%	-26.5%	81.9%	-48.1%	-46.0%	-21.1%	23.7%
% Change 2020 to 2021													-49.6%	-46.9%	56.4%	1000.9%	1059.7%	1102.2%	113.2%	21.3%	25.2%	47.1%	817.7%	164.0%	81.9%	-29.7%	1062.4%	42.4%	126.8%	
Average Annual Change													-4.8%	-3.9%	-4.4%	-5.3%	-4.7%	-2.7%	-2.1%	-2.0%	-1.5%	0.0%	5.7%	4.6%	-2.4%	-4.4%	-4.2%	-1.9%	2.2%	
2010	000s	11.5	10.0	14.1	35.1	33.7	36.5	44.3	53.3	34.8	24.0	9.1	8.7	315.0		35.6	105.3	132.4	41.7											
2011	000s	12.8	11.5	13.9	33.9	30.0	32.4	41.1	52.3	33.1	23.0	9.1	8.9	302.2	-4.1%	38.3	96.4	126.6	41.0											
2012	000s	12.0	10.9	14.3	29.0	26.3	31.7	37.0	47.6	31.7	20.5	9.0	8.7	278.7	-7.8%	37.2	87.0	116.4	38.1											
2013	000s	11.5	9.6	13.5	26.6	29.3	29.7	39.2	53.1	31.4	20.7	9.9	9.5	284.2	2.0%	34.7	85.7	123.8	40.0											
2014	000s	12.7	9.4	13.2	27.0	33.2	30.9	49.1	57.7	32.5	21.4	10.4	10.3	307.9	8.3%	35.4	91.1	139.3	42.1											
2015	000s	14.3	11.4	15.8	27.8	33.9	32.8	51.2	55.7	33.9	22.1	10.8	10.7	320.3	4.0%	41.5	94.5	140.8	43.5											
2016	000s	13.5	11.8	15.0	27.5	32.7	32.4	51.8	56.7	34.4	22.0	10.7	10.8	319.3	-0.3%	40.3	92.6	142.9	43.5											
2017	000s	12.7	13.7	14.9	31.2	31.2	35.1	44.2	49.3	36.3	27.0	17.8	17.5	331.0	3.7%	41.3	97.5	129.9	62.3											
2018	000s	12.4	13.2	14.2	29.8	31.0	34.5	42.6	48.9	34.4	26.7	17.4	17.0	322.2	-2.7%	39.8	95.3	126.0	61.1											
2019	000s	12.7	13.1	14.2	29.7	31.1	34.6	42.6	49.0	34.3	27.4	17.5	16.4	322.7	0.2%	40.0	95.4	126.0	61.4											
2020	000s	10.7	10.9	4.7	1.3	1.4	2.1	15.9	34.3	23.2	16.2	1.6	4.9	127.3	-60.6%	26.2	4.9	73.4	22.8											
2021	000s	5.4	5.8	7.3	14.6	16.4	25.8	33.8	41.6	29.0	23.9	14.7	13.0	231.4	81.9%	18.5	56.9	104.5	51.6											

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET													000s		
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
Serviced	000s	315.0	302.2	278.7	284.2	307.9	320.3	319.3	331.0	322.2	322.7	127.3	231.4		
All Visitor Types	M	2.0	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.3	1.5	2.2			
Share of Total	%	15.5%	15.0%	14.2%	14.5%	15.1%	15.0%	14.9%	14.5%	14.2%	13.9%	8.4%	10.8%		
Annual Change in Share	%		-3.5%	-5.2%	2.4%	4.1%	-0.8%	-0.8%	-2.7%	-1.8%	-2.1%	-40.0%	28.8%		
Change in Share from 2010	%		-3.5%	-8.5%	-6.4%	-2.5%	-3.3%	-4.1%	-6.7%	-8.4%	-10.3%	-46.2%	-30.6%		
Avg Ann. Change in Share	%		-3.5%	-4.3%	-2.1%	-0.6%	-0.7%	-0.7%	-1.0%	-1.1%	-1.1%	-4.6%	-2.8%		



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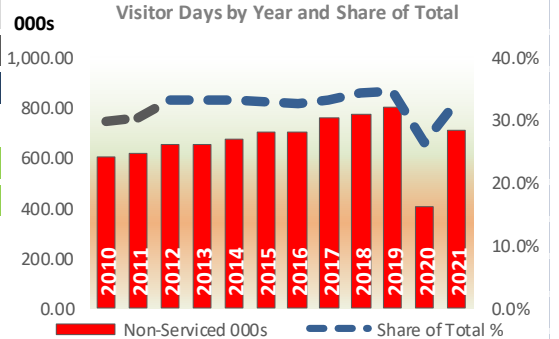
Report Prepared by: Alison Tipler, Date of Issue: 21/11/22



**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

VISITOR DAYS BY:													2010 to 2021		NON-SERVICED	VISITOR DAYS			
KEY	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2010 to 2021	-31.9%	-52.2%	-69.3%	-41.1%	-4.3%	7.7%	15.0%	13.5%	49.4%	88.7%	141.4%	127.0%	17.0%	Annual Change	-58.9%	-7.2%	25.1%	108.5%	
% Change 2020 to 2021	-84.2%	-75.8%	-49.7%	2743.0%	5276.4%	4495.2%	54.8%	21.4%	18.1%	43.2%	2722.1%	80.6%	75.8%		-73.3%	4360.8%	27.9%	102.9%	
Average Annual Change	-2.9%	-4.7%	-6.3%	-3.7%	-0.4%	0.7%	1.4%	1.2%	4.5%	8.1%	12.9%	11.5%	1.5%		-5.4%	-0.7%	2.3%	9.9%	
2010	000s	5.0	10.0	19.6	47.6	79.9	92.8	88.0	109.8	89.2	35.0	13.9	12.6	603.3		34.5	220.3	286.9	61.5
2011	000s	13.9	17.8	26.2	50.6	84.2	86.2	79.2	95.1	81.7	41.8	22.2	15.9	614.6	1.9%	57.9	221.0	255.9	79.8
2012	000s	15.0	22.9	27.4	53.0	83.1	89.7	82.5	102.6	86.1	42.9	24.6	20.9	650.7	5.9%	65.3	225.7	271.3	88.3
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	0.0%	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	3.9%	71.4	220.2	285.7	98.3
2015	000s	17.2	25.1	31.6	54.0	85.9	88.8	89.0	114.8	93.8	48.7	29.1	24.7	702.6	4.0%	73.9	228.6	297.6	102.5
2016	000s	17.3	25.0	30.9	53.3	85.6	88.6	88.9	115.6	94.5	48.3	29.0	24.6	701.5	-0.1%	73.2	227.6	298.9	101.9
2017	000s	18.8	29.2	30.9	60.6	88.0	92.2	97.8	121.0	108.8	54.0	30.8	28.3	760.3	8.4%	78.8	240.8	327.5	113.1
2018	000s	19.3	30.1	31.8	57.8	91.9	93.8	98.7	123.4	108.9	55.4	33.0	30.7	774.9	1.9%	81.3	243.5	330.9	119.2
2019	000s	21.1	30.4	32.2	64.3	96.4	94.7	104.4	125.6	107.8	55.5	35.3	32.6	800.4	3.3%	83.7	255.5	337.9	123.3
2020	000s	21.4	19.7	11.9	1.0	1.4	2.2	65.4	102.6	112.8	46.2	1.2	15.9	401.6	-49.8%	53.0	4.6	280.8	63.2
2021	000s	3.4	4.8	6.0	28.0	76.5	99.9	101.2	124.6	133.3	66.1	33.5	28.6	706.0	75.8%	14.2	204.5	359.1	128.3

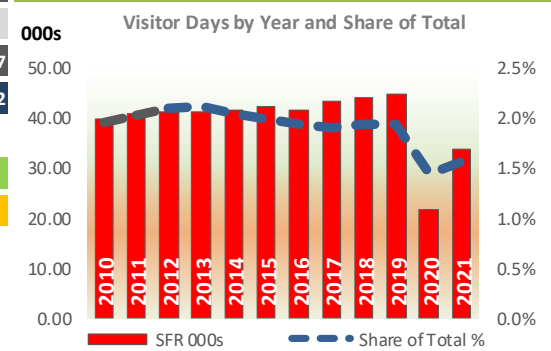
VISITOR DAYS													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s		Visitor Days by Year and Share of Total	
Non-Serviced	000s	603.3	614.6	650.7	650.5	675.6	702.6	701.5	760.3	774.9	800.4	401.6	706.0			
All Visitor Types	M	2.0	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.3	1.5	2.2				
Share of Total	%	29.7%	30.5%	33.1%	33.2%	33.2%	32.9%	32.7%	33.2%	34.2%	34.5%	26.4%	32.8%			
Annual Change in Share	%		2.5%	8.8%	0.4%	-0.2%	-0.9%	-0.6%	1.7%	2.8%	1.0%	-23.6%	24.5%			
Change in Share from 2010	%		2.5%	11.5%	11.9%	11.7%	10.7%	10.0%	11.9%	15.0%	16.1%	-11.3%	10.4%			
Avg Ann. Change in Share	%		2.5%	5.7%	4.0%	2.9%	2.1%	1.7%	1.7%	1.9%	1.8%	-1.1%	0.9%			



**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

VISITOR DAYS BY:													2010 to 2021		SFR	VISITOR DAYS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-56.6%	-62.2%	-60.9%	-48.7%	-25.6%	21.4%	3.6%	3.1%	13.4%	14.4%	58.5%	6.9%	-15.1%		-58.6%	-25.2%	5.5%	18.7%
% Change 2020 to 2021													-64.3%	-58.0%	-2.5%	1898.2%	3117.7%	3542.7%	81.2%	28.8%	13.1%	35.2%	2197.3%	93.7%	54.6%		-57.2%	2702.9%	39.3%	120.5%
Average Annual Change													-5.1%	-5.7%	-5.5%	-4.4%	-2.3%	1.9%	0.3%	0.3%	1.2%	1.3%	5.3%	0.6%	-1.4%		-5.3%	-2.3%	0.5%	1.7%
2010	000s	5.2	1.7	2.1	5.2	3.5	2.7	4.2	4.5	2.4	2.2	1.6	4.5	39.6		9.0	11.4	11.0	8.3											
2011	000s	6.0	1.9	2.2	5.3	3.5	2.6	4.1	4.3	2.3	2.2	1.7	4.7	40.9	3.1%	10.2	11.3	10.7	8.7											
2012	000s	6.0	2.0	2.3	5.2	3.4	2.6	4.1	4.4	2.3	2.2	1.7	4.9	41.2	0.8%	10.3	11.3	10.8	8.9											
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	-0.2%	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	6.6	2.2	2.4	5.4	3.6	2.7	4.3	4.6	2.5	2.5	2.0	5.9	44.6	1.8%	11.2	11.7	11.4	10.4											
2020	000s	6.3	1.5	0.8	0.1	0.1	0.1	2.4	3.6	2.4	1.8	0.1	2.5	21.8	-51.2%	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											

VISITOR DAYS													SFR														
SHARE OF MARKET													000s		Visitor Days by Year and Share of Total												
													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
SFR													000s	39.6	40.9	41.2	41.1	41.6	42.2	41.4	43.2	43.8	44.6	21.8	33.7		
All Visitor Types													M	2.0	2.0	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.3	1.5	2.2		
Share of Total													%	2.0%	2.0%	2.1%	2.1%	2.0%	1.9%	1.9%	1.9%	1.9%	1.4%	1.6%			
Annual Change in Share													%		3.7%	3.6%	0.2%	-2.8%	-3.3%	-2.6%	-2.0%	2.3%	-0.5%	-25.7%	9.5%		
Change in Share from 2010													%		3.7%	7.4%	7.7%	4.7%	1.3%	-1.3%	-3.3%	-1.0%	-1.5%	-26.8%	-19.9%		
Avg Ann. Change in Share													%		3.7%	3.7%	2.6%	1.2%	0.3%	-0.2%	-0.5%	-0.1%	-0.2%	-2.7%	-1.8%		



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**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

VISITOR DAYS BY:													2010 to 2021		STAYING VISITOR		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-49.1%	-48.5%	-60.5%	-48.5%	-18.4%	-2.2%	2.2%	2.0%	30.6%	51.1%	106.9%	80.3%	1.4%	Annual Change	-54.1%	-19.9%	10.4%	70.1%
% Change 2020 to 2021													-71.2%	-65.2%	-19.1%	1752.2%	3170.6%	2823.3%	66.7%	21.6%	19.2%	44.0%	1648.5%	99.7%	76.4%	Annual Change	-58.7%	2659.1%	31.1%	109.8%
Average Annual Change													-4.5%	-4.4%	-5.5%	-4.4%	-1.7%	-0.2%	0.2%	0.2%	2.8%	4.6%	9.7%	7.3%	0.1%	Annual Change	-4.9%	-1.8%	0.9%	6.4%
2010	000s	21.7	21.7	35.7	87.9	117.1	131.9	136.5	167.6	126.3	61.2	24.5	25.8	958.0		79.1	337.0	430.4	111.5											
2011	000s	32.8	31.3	42.4	89.7	117.7	121.2	124.3	151.7	117.1	67.0	33.0	29.5	957.7	0.0%	106.4	328.7	393.2	129.5											
2012	000s	33.1	35.7	44.0	87.2	112.8	123.9	123.6	154.6	120.2	65.6	35.3	34.5	970.6	1.4%	112.8	324.0	398.4	135.4											
2013	000s	33.2	34.7	45.0	82.0	115.9	118.7	126.6	161.8	118.4	66.1	37.3	36.2	975.9	0.5%	112.8	316.7	406.7	139.6											
2014	000s	35.5	35.7	45.9	84.2	119.1	119.1	139.1	172.3	124.6	70.4	40.1	39.1	1,025.1	5.0%	117.1	322.4	436.0	149.5											
2015	000s	37.8	38.5	49.7	86.9	123.3	124.2	144.4	175.0	130.0	73.0	41.7	40.5	1,065.1	3.9%	126.0	334.4	449.4	155.3											
2016	000s	37.0	38.7	48.2	85.8	121.8	123.5	144.9	176.7	131.2	72.6	41.4	40.4	1,062.2	-0.3%	123.9	331.1	452.7	154.4											
2017	000s	37.7	45.0	48.1	97.1	122.6	129.9	146.2	174.8	147.5	83.4	50.5	51.5	1,134.5	6.8%	130.9	349.7	468.5	185.4											
2018	000s	38.1	45.6	48.4	92.8	126.5	130.9	145.6	176.8	145.8	84.6	52.4	53.5	1,140.9	0.6%	132.0	350.2	468.2	190.4											
2019	000s	40.4	45.7	48.7	99.4	131.2	132.0	151.4	179.2	144.6	85.4	54.8	54.9	1,167.7	2.4%	134.9	362.6	475.2	195.0											
2020	000s	38.4	32.1	17.4	2.4	2.9	4.4	83.6	140.5	138.3	64.2	2.9	23.3	550.6	-52.8%	87.9	9.8	362.5	90.4											
2021	000s	11.0	11.2	14.1	45.3	95.5	129.0	139.4	170.8	165.0	92.5	50.7	46.5	971.1	76.4%	36.3	269.8	475.2	189.7											

VISITOR DAYS													STAYING VISITOR														
SHARE OF MARKET													000s		Visitor Days by Year and Share of Total												
													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Share of Total %	
Staying Visitor													000s	958.0	957.7	970.6	975.9	1,025.1	1,065.1	1,062.2	1,134.5	1,140.9	1,167.7	550.6	971.1	1,500.00	60.0%
All Visitor Types													M	2.0	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.3	2.3	1.5	2.2	1,000.00	50.0%
Share of Total													%	47.2%	47.4%	49.4%	49.9%	50.4%	49.9%	49.5%	49.6%	50.3%	50.3%	36.1%	45.1%	500.00	40.0%
Annual Change in Share													%		0.6%	4.1%	0.9%	1.0%	-1.0%	-0.8%	0.3%	1.4%	0.1%	-28.2%	24.9%	500.00	30.0%
Change in Share from 2010													%		0.6%	4.7%	5.7%	6.7%	5.7%	4.9%	5.1%	6.6%	6.7%	-23.4%	-4.3%	500.00	20.0%
Avg Ann. Change in Share													%		0.6%	2.4%	1.9%	1.7%	1.1%	0.8%	0.7%	0.8%	0.7%	-2.3%	-0.4%	500.00	10.0%

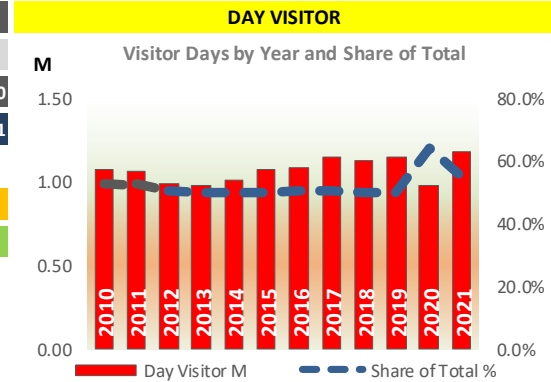
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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

2010 to 2021													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021		4.5%	-23.7%	34.2%	-30.5%	-3.6%	47.5%	6.2%	33.4%	-6.4%	1.4%	108.6%	10.2%		10.0%	6.7%	6.3%	9.0%	26.5%
% Change 2020 to 2021		100.6%	-2.0%	98.5%	1693.8%	144.8%	230.8%	21.7%	-0.7%	-31.0%	-26.4%	96.1%	-14.3%		21.3%	61.3%	263.5%	-10.6%	-1.8%
Average Annual Change		0.4%	-2.2%	3.1%	-2.8%	-0.3%	4.3%	0.6%	3.0%	-0.6%	0.1%	9.9%	0.9%		0.9%	0.6%	0.6%	0.8%	2.4%
2010	M	0.015	0.016	0.019	0.115	0.097	0.127	0.155	0.168	0.238	0.066	0.026	0.030	1.072		0.051	0.339	0.560	0.122
2011	M	0.015	0.019	0.022	0.114	0.102	0.132	0.136	0.164	0.227	0.061	0.033	0.035	1.061	-1.1%	0.055	0.348	0.527	0.130
2012	M	0.015	0.021	0.023	0.104	0.096	0.120	0.137	0.155	0.195	0.055	0.039	0.035	0.994	-6.3%	0.059	0.319	0.487	0.129
2013	M	0.012	0.024	0.021	0.088	0.113	0.105	0.132	0.168	0.191	0.058	0.031	0.038	0.981	-1.3%	0.057	0.307	0.491	0.126
2014	M	0.008	0.017	0.019	0.111	0.107	0.105	0.135	0.168	0.204	0.059	0.038	0.040	1.011	3.1%	0.043	0.324	0.507	0.137
2015	M	0.008	0.019	0.020	0.104	0.112	0.115	0.157	0.173	0.217	0.069	0.034	0.043	1.071	6.0%	0.047	0.330	0.547	0.146
2016	M	0.008	0.020	0.026	0.096	0.112	0.137	0.149	0.176	0.209	0.073	0.035	0.042	1.084	1.2%	0.054	0.345	0.535	0.150
2017	M	0.009	0.019	0.018	0.117	0.134	0.129	0.149	0.211	0.218	0.072	0.035	0.041	1.152	6.3%	0.046	0.380	0.578	0.148
2018	M	0.009	0.018	0.017	0.113	0.131	0.126	0.145	0.208	0.214	0.070	0.034	0.041	1.127	-2.2%	0.044	0.370	0.567	0.145
2019	M	0.009	0.019	0.018	0.118	0.133	0.128	0.152	0.209	0.218	0.070	0.036	0.041	1.152	2.2%	0.046	0.379	0.579	0.148
2020	M	0.008	0.013	0.013	0.004	0.038	0.056	0.135	0.225	0.323	0.091	0.028	0.038	0.973	-15.5%	0.034	0.099	0.683	0.157
2021	M	0.016	0.012	0.026	0.080	0.094	0.187	0.165	0.223	0.223	0.067	0.054	0.033	1.180	21.3%	0.054	0.361	0.611	0.154

VISITOR DAYS														DAY VISITOR	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Day Visitor	M	1.072	1.061	0.994	0.981	1.011	1.071	1.084	1.152	1.127	1.152	0.973	1.180		
All Visitor Types	M	2.030	2.018	1.965	1.957	2.036	2.136	2.147	2.287	2.267	2.319	1.524	2.151		
Share of Total	%	52.8%	52.6%	50.6%	50.1%	49.6%	50.1%	50.5%	50.4%	49.7%	49.7%	63.9%	54.9%		
Annual Change in Share	%		-0.5%	-3.7%	-0.9%	-0.9%	1.0%	0.8%	-0.3%	-1.4%	-0.1%	28.6%	-14.1%		
Change in Share from 2010	%		-0.5%	-4.2%	-5.1%	-6.0%	-5.1%	-4.4%	-4.6%	-5.9%	-6.0%	20.9%	3.9%		
Avg Ann. Change in Share	%		-0.5%	-2.1%	-1.7%	-1.5%	-1.0%	-0.7%	-0.7%	-0.7%	-0.7%	2.1%	0.4%		



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

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

STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		TOTAL	TOTAL EMPLOYMENT				
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-18.5%	-17.2%	-21.6%	-29.7%	-12.3%	6.1%	-6.8%	-0.8%	11.3%	8.7%	17.1%	5.2%	-3.8%	Annual Change	-19.2%	-11.1%	1.3%	10.2%	
% Change 2020 to 2021		-14.8%	-9.5%	33.6%	851.9%	1055.7%	563.6%	34.0%	12.1%	2.6%	12.0%	487.0%	46.1%	57.1%		0.1%	742.3%	13.7%	64.5%	
Average Annual Change		-1.7%	-1.6%	-2.0%	-2.7%	-1.1%	0.6%	-0.6%	-0.1%	1.0%	0.8%	1.6%	0.5%	-0.3%		-1.7%	-1.0%	0.1%	0.9%	
2010 FTEs		1,195	1,225	1,419	2,294	2,384	2,633	3,030	3,453	3,181	1,851	1,320	1,278	2,105		1,280	2,437	3,221	1,483	
2011 FTEs		1,251	1,288	1,462	2,300	2,412	2,591	2,701	3,050	3,053	1,857	1,399	1,319	2,057	-2.3%	1,334	2,434	2,935	1,525	
2012 FTEs		1,274	1,347	1,493	2,248	2,374	2,578	2,735	3,059	2,948	1,829	1,461	1,374	2,060	0.1%	1,371	2,400	2,914	1,554	
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	2.3%	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		1,320	1,433	1,530	2,434	2,725	2,709	3,046	3,607	3,256	2,079	1,618	1,577	2,278	0.2%	1,428	2,623	3,303	1,758	
2020 FTEs		1,143	1,122	832	169	181	421	2,109	3,054	3,449	1,797	263	920	1,288	-43.4%	1,032	257	2,871	994	
2021 FTEs		974	1,015	1,112	1,612	2,092	2,794	2,825	3,424	3,540	2,013	1,545	1,344	2,024	57.1%	1,034	2,166	3,263	1,634	
EMPLOYMENT													TOTAL							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs						
Total FTEs		2,105	2,057	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,278	1,288	2,024	Employment (FTEs) and Share of Total (%)						
Total Employment FTEs		2,105	2,057	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,278	1,288	2,024	2,500						
Share of Total %		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	2,000						
Annual Change in Share %														1,500						
Change in Share from 2010 %														1,000						
Avg Ann. Change in Share %														500						

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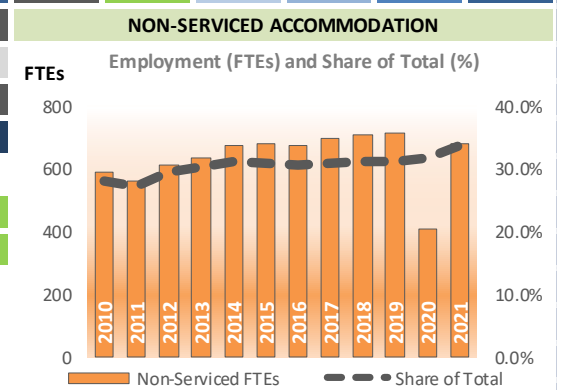
Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY													2010 to 2021		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-25.1%	-23.8%	-24.3%	-29.8%	-28.1%	-23.7%	-22.5%	-21.8%	-21.4%	-19.3%	-16.1%	-17.9%	-23.0%	Annual Change	-24.4%	-27.2%	-21.9%	-17.8%	
% Change 2020 to 2021		-4.8%	-1.4%	42.0%	566.1%	576.4%	413.4%	15.4%	-2.0%	-2.8%	4.1%	315.0%	41.6%	48.1%		9.4%	505.6%	2.9%	54.5%	
Average Annual Change		-2.3%	-2.2%	-2.2%	-2.7%	-2.6%	-2.2%	-2.0%	-2.0%	-1.9%	-1.8%	-1.5%	-1.6%	-2.1%		-2.2%	-2.5%	-2.0%	-1.6%	
2010	FTEs	721	745	820	944	938	954	998	1,049	944	883	754	691	870		762	945	997	776	
2011	FTEs	708	732	797	917	897	911	961	1,026	915	856	732	669	843	-3.1%	745	908	967	753	
2012	FTEs	688	711	776	867	854	885	917	979	886	819	710	654	812	-3.7%	725	869	927	728	
2013	FTEs	689	707	776	860	878	881	938	1,023	891	826	720	663	821	1.1%	724	873	951	736	
2014	FTEs	687	697	771	858	896	882	991	1,045	892	826	719	657	827	0.7%	718	879	976	734	
2015	FTEs	693	708	783	858	895	889	997	1,026	895	826	723	658	829	0.3%	728	881	972	736	
2016	FTEs	685	707	773	849	881	879	993	1,027	891	819	719	655	823	-0.7%	721	870	970	731	
2017	FTEs	676	711	769	868	870	893	946	981	895	841	754	690	824	0.1%	718	877	941	762	
2018	FTEs	673	708	766	863	872	892	941	986	887	841	752	686	822	-0.3%	715	876	938	760	
2019	FTEs	673	705	762	857	867	887	935	981	882	841	743	674	817	-0.6%	713	871	933	753	
2020	FTEs	567	575	437	99	100	142	670	838	764	685	152	401	452	-44.6%	526	114	757	413	
2021	FTEs	540	567	620	663	675	728	773	821	742	713	633	567	670	48.1%	576	688	779	638	
EMPLOYMENT													SERVICED ACCOMMODATION							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs Employment (FTEs) and Share of Total (%)						
Serviced	FTEs	870	843	812	821	827	829	823	824	822	817	452	670							
Total Employment	FTEs	2,105	2,057	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,278	1,288	2,024							
Share of Total	%	41.3%	41.0%	39.4%	39.0%	38.2%	37.6%	37.6%	36.4%	36.2%	35.9%	35.1%	33.1%							
Annual Change in Share	%		-0.8%	-3.8%	-1.1%	-2.1%	-1.6%	0.0%	-3.2%	-0.6%	-0.8%	-2.1%	-5.7%							
Change in Share from 2010	%		-0.8%	-4.6%	-5.7%	-7.6%	-9.1%	-9.1%	-12.0%	-12.5%	-13.2%	-15.0%	-19.9%							
Avg Ann. Change in Share	%		-0.8%	-2.3%	-1.9%	-1.9%	-1.8%	-1.5%	-1.7%	-1.6%	-1.5%	-1.5%	-1.8%							

STEAM REPORT FOR 2010-2021 - FINAL  
 EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021													NON-SERVICED	DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2010 to 2021	16.4%	12.0%	0.0%	-5.0%	5.6%	11.0%	-5.1%	-9.3%	73.2%	52.5%	37.1%	34.7%	15.8%	8.7%	4.8%	14.8%	42.6%	
% Change 2020 to 2021	-9.7%	-4.0%	37.1%	733.9%	1050.2%	819.0%	27.1%	15.7%	27.0%	30.2%	436.8%	49.4%	67.0%	5.0%	862.8%	23.2%	75.6%	
Average Annual Change	1.5%	1.1%	0.0%	-0.5%	0.5%	1.0%	-0.5%	-0.8%	6.7%	4.8%	3.4%	3.2%	1.4%	0.8%	0.4%	1.3%	3.9%	
2010 FTEs	321	340	412	546	699	757	884	1,125	763	487	372	358	589	357	668	924	405	
2011 FTEs	363	378	445	568	732	741	702	778	717	522	412	377	561	-4.6%	395	680	732	437
2012 FTEs	402	433	484	615	764	793	753	849	774	559	456	433	609	8.6%	439	724	792	483
2013 FTEs	428	458	514	628	793	807	786	888	796	585	486	461	636	4.3%	467	743	823	511
2014 FTEs	464	494	551	665	816	830	824	940	846	631	527	500	674	6.0%	503	771	870	553
2015 FTEs	467	497	556	672	829	841	835	957	861	638	532	504	682	1.2%	507	781	884	558
2016 FTEs	460	490	543	659	816	828	823	947	852	626	523	496	672	-1.5%	498	768	874	549
2017 FTEs	467	509	546	693	831	848	867	1,005	920	653	533	514	699	4.0%	507	791	930	567
2018 FTEs	468	514	551	682	852	859	874	1,044	925	660	543	525	708	1.3%	511	798	948	576
2019 FTEs	471	510	547	706	867	858	894	1,045	914	656	547	528	712	0.6%	510	810	951	577
2020 FTEs	414	396	300	62	64	91	660	882	1,042	570	95	323	408	-42.7%	370	73	861	329
2021 FTEs	373	381	412	519	739	841	839	1,020	1,322	742	509	482	682	67.0%	389	700	1,061	578

EMPLOYMENT													
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Non-Serviced FTEs	589	561	609	636	674	682	672	699	708	712	408	682	
Total Employment FTEs	2,105	2,057	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,278	1,288	2,024	
Share of Total %	28.0%	27.3%	29.6%	30.2%	31.1%	30.9%	30.7%	30.8%	31.1%	31.3%	31.7%	33.7%	
Annual Change in Share %		-2.4%	8.4%	2.0%	3.1%	-0.6%	-0.8%	0.5%	1.0%	0.4%	1.4%	6.3%	
Change in Share from 2010 %		-2.4%	5.8%	8.0%	11.3%	10.6%	9.7%	10.2%	11.4%	11.8%	13.3%	20.4%	
Avg Ann. Change in Share %		-2.4%	2.9%	2.7%	2.8%	2.1%	1.6%	1.5%	1.4%	1.3%	1.3%	1.9%	



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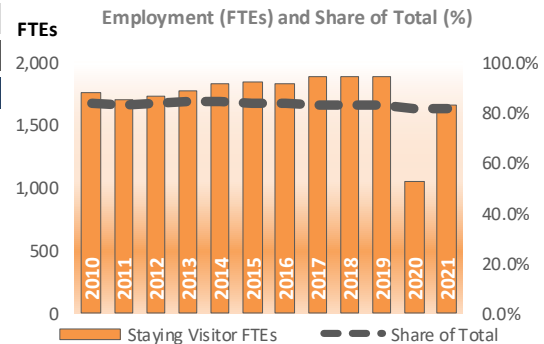


STEAM REPORT FOR 2010-2021 - FINAL													2010 to 2021		SFR	DIRECT EMPLOYMENT				
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-53.8%	-59.8%	-58.4%	-48.4%	-25.2%	22.1%	4.2%	3.7%	14.0%	15.0%	59.4%	7.5%	-14.1%	Annual Change	-56.0%	-24.8%	6.1%	19.3%	
% Change 2020 to 2021		-63.2%	-56.7%	0.3%	1846.2%	3034.0%	3448.0%	72.0%	18.7%	4.2%	24.6%	2016.6%	78.5%	47.0%		-55.9%	2630.0%	29.5%	103.1%	
Average Annual Change		-4.9%	-5.4%	-5.3%	-4.4%	-2.3%	2.0%	0.4%	0.3%	1.3%	1.4%	5.4%	0.7%	-1.3%		-5.1%	-2.3%	0.6%	1.8%	
2010	FTEs	27	9	11	27	18	14	22	23	12	11	8	24	17		16	20	19	14	
2011	FTEs	32	10	12	28	18	14	22	23	12	12	9	25	18	4.8%	18	20	19	15	
2012	FTEs	33	11	12	28	19	14	22	24	13	12	9	27	19	2.6%	18	20	19	16	
2013	FTEs	33	11	13	28	19	14	23	24	13	12	10	28	19	2.4%	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	36	12	13	29	19	14	23	25	13	13	11	32	20	0.6%	20	21	20	19	
2020	FTEs	34	8	5	1	0	0	13	20	14	11	1	14	10	-49.9%	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	
EMPLOYMENT													SFR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs						
SFR	FTEs	17	18	19	19	19	19	18	19	20	20	10	15	Employment (FTEs) and Share of Total (%)						
Total Employment	FTEs	2,105	2,057	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,278	1,288	2,024							
Share of Total	%	0.8%	0.9%	0.9%	0.9%	0.9%	0.9%	0.8%	0.9%	0.9%	0.9%	0.8%	0.7%							
Annual Change in Share	%		7.3%	2.5%	0.1%	-2.9%	-1.6%	-2.1%	1.6%	2.7%	0.4%	-11.3%	-6.4%							
Change in Share from 2010	%		7.3%	9.9%	10.0%	6.8%	5.1%	2.8%	4.5%	7.3%	7.7%	-4.5%	-10.6%							
Avg Ann. Change in Share	%		7.3%	5.0%	3.3%	1.7%	1.0%	0.5%	0.6%	0.9%	0.9%	-0.5%	-1.0%							

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

EMPLOYMENT BY:													2010 to 2021		STAYING VISITOR		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL		ANNUAL CHANGE					
STAYING VISITOR																				
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																				
Less than 3% change																				
An increase of 3% or more																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2010 to 2021																				
% Change 2020 to 2021																				
Average Annual Change																				
2010 FTEs																				
2011 FTEs																				
2012 FTEs																				
2013 FTEs																				
2014 FTEs																				
2015 FTEs																				
2016 FTEs																				
2017 FTEs																				
2018 FTEs																				
2019 FTEs																				
2020 FTEs																				
2021 FTEs																				

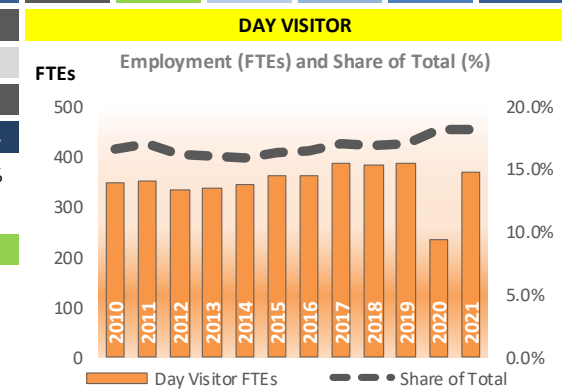
EMPLOYMENT													STAYING VISITOR	
SHARE OF MARKET													FTEs	
Staying Visitor													Employment (FTEs) and Share of Total (%)	
Total Employment														
Share of Total														
Annual Change in Share														
Change in Share from 2010														
Avg Ann. Change in Share														



STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

EMPLOYMENT BY:													2010 to 2021		DAY VISITOR		DIRECT EMPLOYMENT																																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																													
KEY													DAY VISITOR		QUARTER																																													
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES		QUARTER																																													
Less than 3% change													TOTAL		QUARTER																																													
A Fall of 3% or more													Annual Change		QUARTER																																													
DIRECTIONS													Annual Change		QUARTER																																													
Q1													Q2		Q3				Q4																																									
JAN													FEB		MAR				APR				MAY				JUN				JUL				AUG				SEP				OCT				NOV				DEC									
% Change 2010 to 2021													-73.4%		-57.6%		-58.9%				-45.5%				-3.1%				48.3%				6.8%				34.1%				-5.8%				1.9%				109.7%				10.8%				5.6%			
% Change 2020 to 2021													-50.5%		-47.3%		-21.4%				#####				4669.1%				437.0%				54.5%				22.9%				-14.6%				-8.9%				3541.9%				32.6%				57.2%			
Average Annual Change													-6.7%		-5.2%		-5.4%				-4.1%				-0.3%				4.4%				0.6%				3.1%				-0.5%				0.2%				10.0%				1.0%				0.5%			
2010 FTEs													60		63		75				450				379				494				604				653				927				257				102				116				348			
2011 FTEs													58		74		87				453				405				522				540				651				898				243				132				141				350			
2012 FTEs													60		85		92				418				388				482				553				623				786				221				158				142				334			
2013 FTEs													51		98		85				364				469				435				545				694				791				239				127				157				338			
2014 FTEs													32		69		76				455				436				430				551				684				833				242				154				164				344			
2015 FTEs													33		76		81				419				450				462				633				698				874				277				138				174				360			
2016 FTEs													33		80		103				384				447				548				598				704				837				291				141				170				361			
2017 FTEs													35		76		73				471				540				520				600				851				877				289				141				166				387			
2018 FTEs													35		75		71				463				534				515				594				850				874				286				139				166				384			
2019 FTEs													38		76		74				477				538				515				613				845				879				284				145				167				387			
2020 FTEs													32		51		39				1				8				136				417				713				1,022				288				6				97				234			
2021 FTEs													16		27		31				245				368				732				645				876				873				262				213				129				368			

EMPLOYMENT													DAY VISITOR																																											
SHARE OF MARKET													FTEs		Share of Total (%)																																									
Day Visitor													348		350		334				338				344				360				361				387				384				387				234				368			
Total Employment													2,105		2,057		2,060				2,106				2,166				2,206				2,190				2,267				2,274				2,278				1,288				2,024			
Share of Total													16.5%		17.0%		16.2%				16.0%				15.9%				16.3%				16.5%				17.1%				16.9%				17.0%				18.2%				18.2%			
Annual Change in Share													%		2.9%		-4.8%				-1.1%				-1.1%				2.7%				1.2%				3.4%				-1.1%				0.8%				6.9%				0.0%			
Change in Share from 2010													%		2.9%		-2.0%				-3.0%				-4.1%				-1.5%				-0.3%				3.0%				1.9%				2.8%				9.8%				9.9%			
Avg Ann. Change in Share													%		2.9%		-1.0%				-1.0%				-1.0%				-0.3%				-0.1%				0.4%				0.2%				0.3%				1.0%				0.9%			



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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

**2021**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY**  
**DISTRIBUTION BY TYPE**

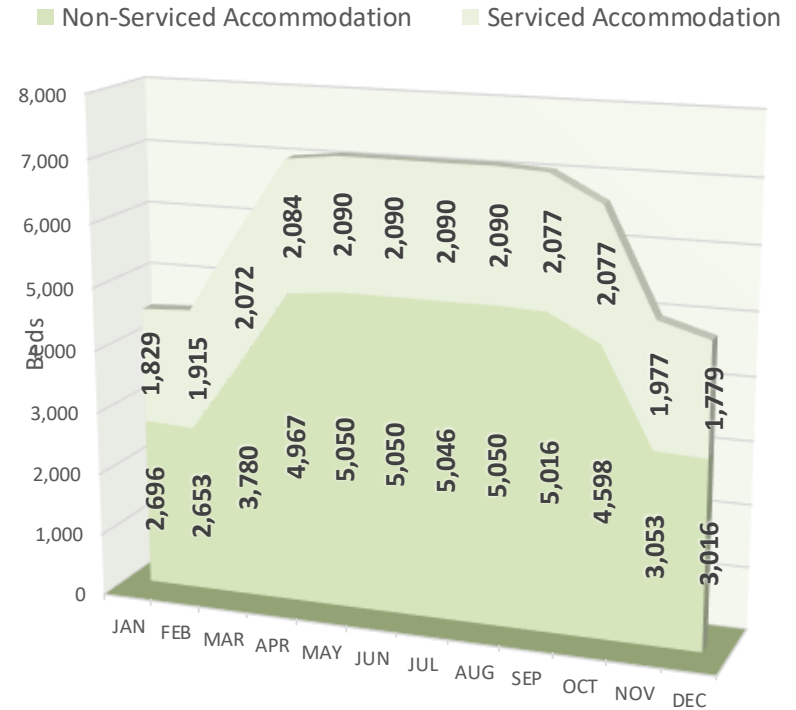
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	<b>154</b>	<b>2,090</b>	<b>-15</b>	<b>-67</b>	<b>-60</b>	<b>-653</b>
+50 Room	1	115	+0	+9	0	-4
11-50 Room	18	632	-0	-12	-5	-199
<10 Room	135	1,343	-15	-64	-55	-450

NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	<b>262</b>	<b>5,050</b>	<b>+5</b>	<b>+336</b>	<b>+36</b>	<b>+589</b>
Self catering	236	1,755	+3	+68	+36	+371
Static caravans/chalets	0	288	0	+23	0	+8
Touring caravans/camping	20	2,799	+2	+228	0	+225
Youth Hostels	6	208	+0	+17	0	-15

DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	<b>416</b>	<b>7,140</b>	<b>-10</b>	<b>+269</b>	<b>-24</b>	<b>-64</b>
Serviced Accommodation Share of Total	37%	29%				
Non-Serviced Accommodation Share of Total	63%	71%				

SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	<b>4,525</b>	<b>4,569</b>	<b>5,852</b>	<b>7,051</b>	<b>7,140</b>	<b>7,140</b>	<b>7,136</b>	<b>7,140</b>	<b>7,093</b>	<b>6,675</b>	<b>5,029</b>	<b>4,795</b>
Serviced Accommodation	1,829	1,915	2,072	2,084	2,090	2,090	2,090	2,090	2,077	2,077	1,977	1,779
Non-Serviced Accommodation	2,696	2,653	3,780	4,967	5,050	5,050	5,046	5,050	5,016	4,598	3,053	3,016

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2021**



## Report Sections With Historic Financial Data Indexed to 2021 Prices

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

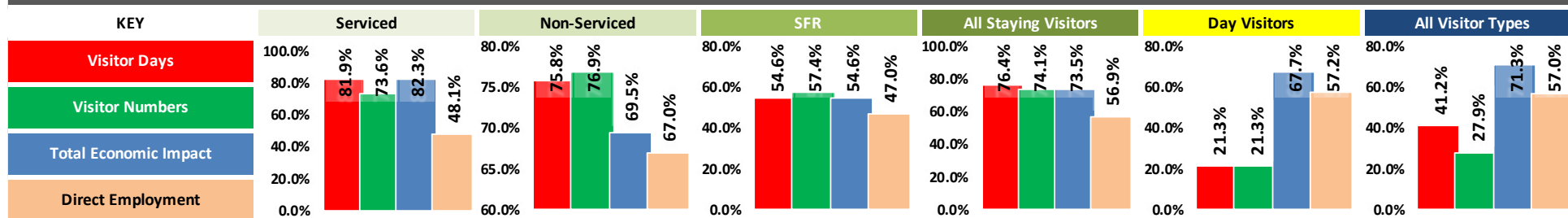
### **Indexation:** *Indexation to: 2021*

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

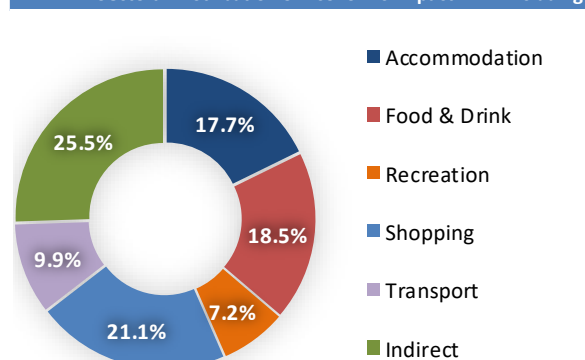
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %						
Visitor Days	M	0.231	0.127	81.9%	0.706	0.402	75.8%	0.034	0.022	54.6%	0.971	0.551	76.4%	1.180	0.973	21.3%	2.151	1.524	41.2%					
Visitor Numbers	M	0.114	0.066	73.6%	0.114	0.064	76.9%	0.014	0.009	57.4%	0.242	0.139	74.1%	1.180	0.973	21.3%	1.422	1.112	27.9%					
Direct Expenditure	£M																89.86	52.33	71.7%					
Economic Impact	£M	27.34	15.00	82.3%	45.92	27.09	69.5%	1.799	1.164	54.6%	75.06	43.25	73.5%	45.59	27.19	67.7%	120.66	70.44	71.3%					
Direct Employment	FTEs	670	452	48.1%	682	408	67.0%	15	10	47.0%	1,367	871	56.9%	368	234	57.2%	1,735	1,105	57.0%					
Total Employment	FTEs																2,024	1,288	57.1%					

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

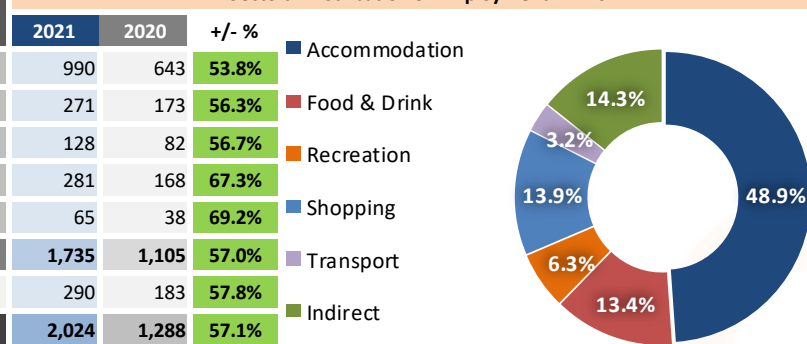


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	21.40	13.24	61.7%
Food & Drink	22.33	13.26	68.4%
Recreation	8.690	5.146	68.9%
Shopping	25.45	14.11	80.3%
Transport	11.99	6.577	82.4%
TOTAL DIRECT	89.86	52.33	71.7%
Indirect	30.80	18.11	70.1%
TOTAL	120.66	70.44	71.3%

Sectoral Distribution of Employment - FTEs



STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

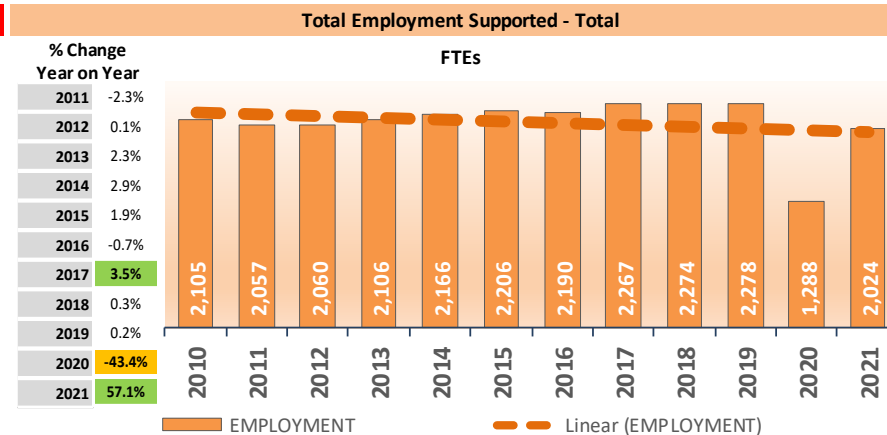
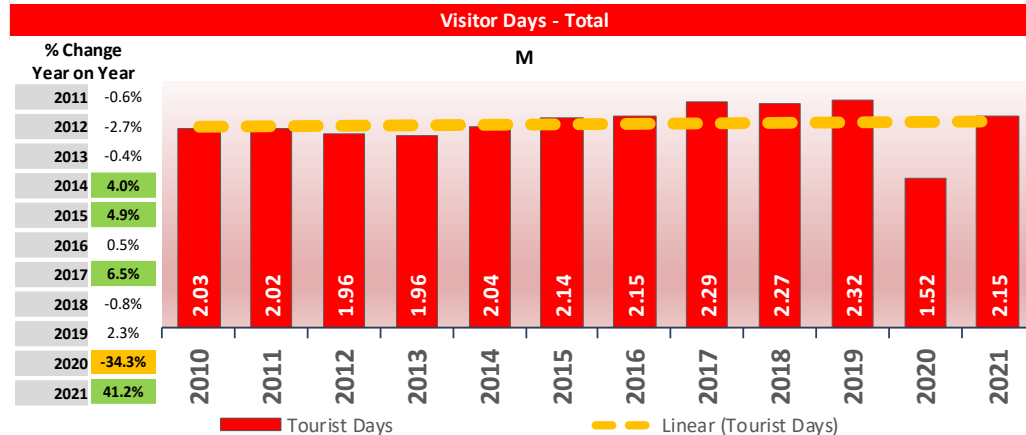
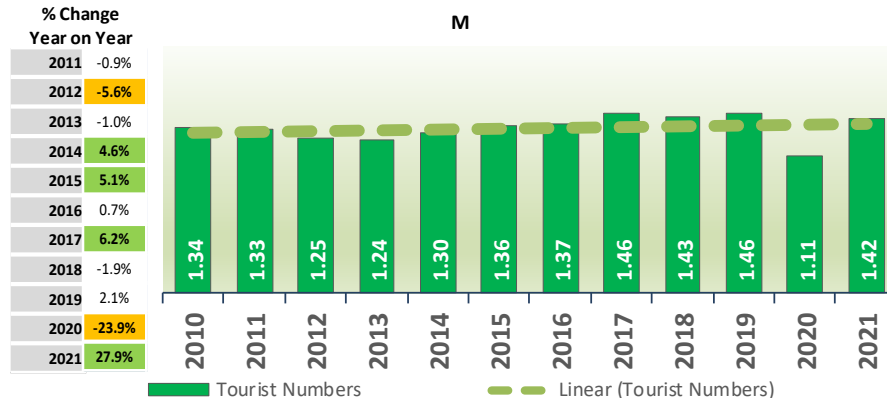
2010 to 2021  
2021 Prices

TOTAL

KEY MEASURES  
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.8%	-2.7%	-2.9%	1.8%	7.8%	8.5%	14.9%	13.8%	15.3%	-41.6%	0.0%
Visitor Numbers		-0.9%	-6.4%	-7.3%	-3.1%	1.8%	2.6%	8.9%	6.9%	9.1%	-17.0%	6.2%
Visitor Days		-0.6%	-3.2%	-3.6%	0.3%	5.2%	5.7%	12.6%	11.7%	14.2%	-25.0%	5.9%
Total Employment		-2.3%	-2.2%	0.0%	2.9%	4.8%	4.0%	7.7%	8.0%	8.2%	-38.8%	-3.8%

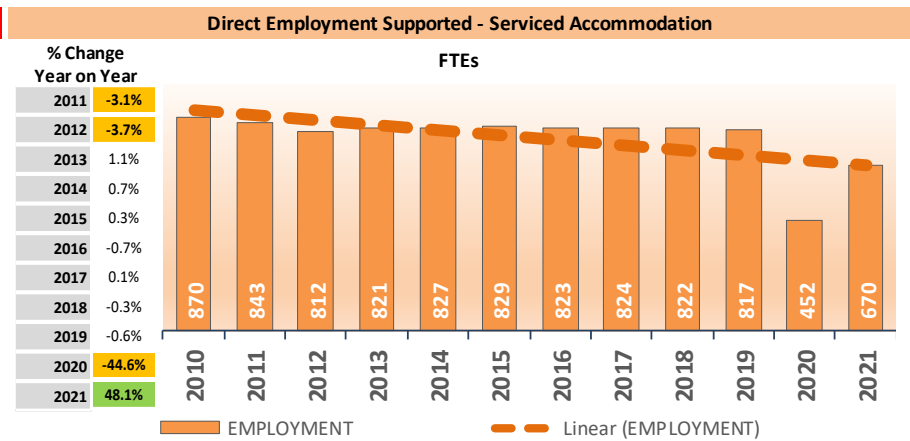
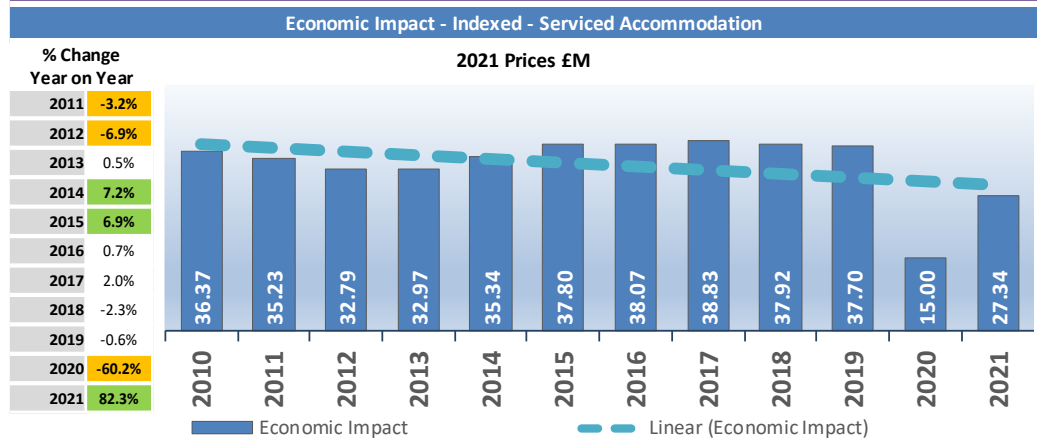
"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
2021 Prices

SERVICED ACCOMMODATION

KEY MEASURES Indexed



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-3.2%	-9.8%	-9.4%	-2.8%	3.9%	4.7%	6.7%	4.2%	3.6%	-58.8%	-24.8%
Visitor Numbers		-3.4%	-11.0%	-11.3%	0.4%	1.5%	0.4%	5.0%	2.3%	2.5%	-58.5%	-27.9%
Visitor Days		-4.1%	-11.5%	-9.8%	-2.3%	1.7%	1.4%	5.1%	2.3%	2.5%	-59.6%	-26.5%
Direct Employment		-3.1%	-6.7%	-5.6%	-4.9%	-4.7%	-5.4%	-5.2%	-5.5%	-6.0%	-48.0%	-23.0%

"Linear" = Linear Trendline

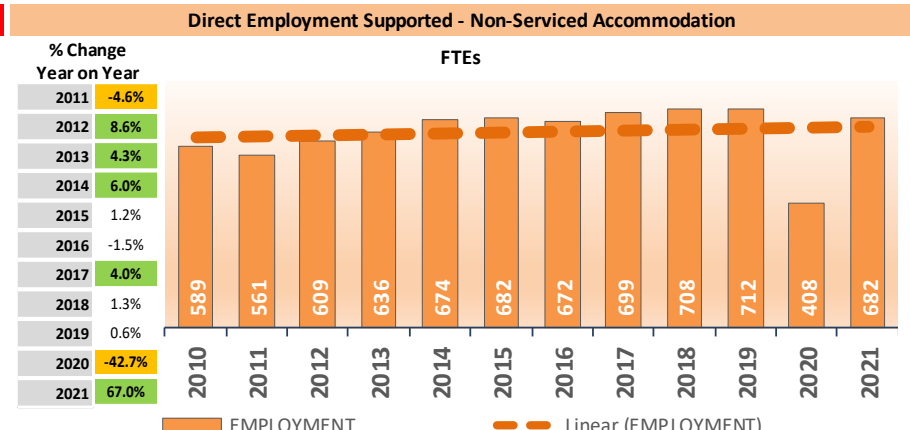
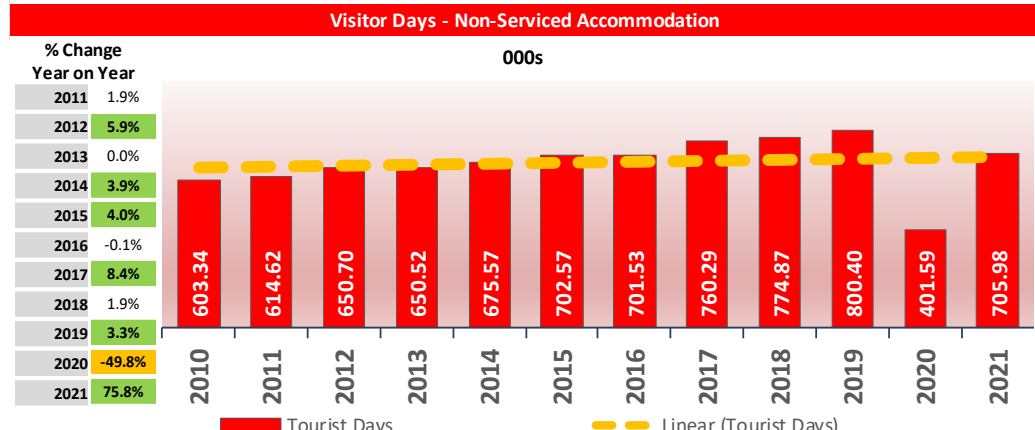
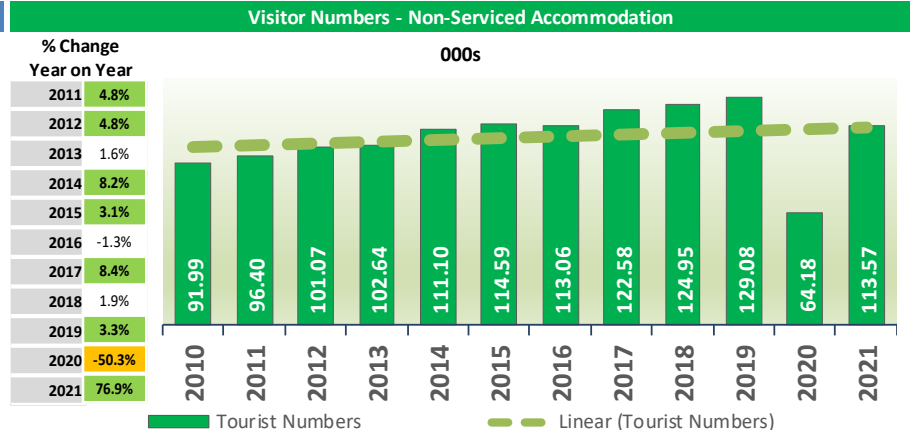
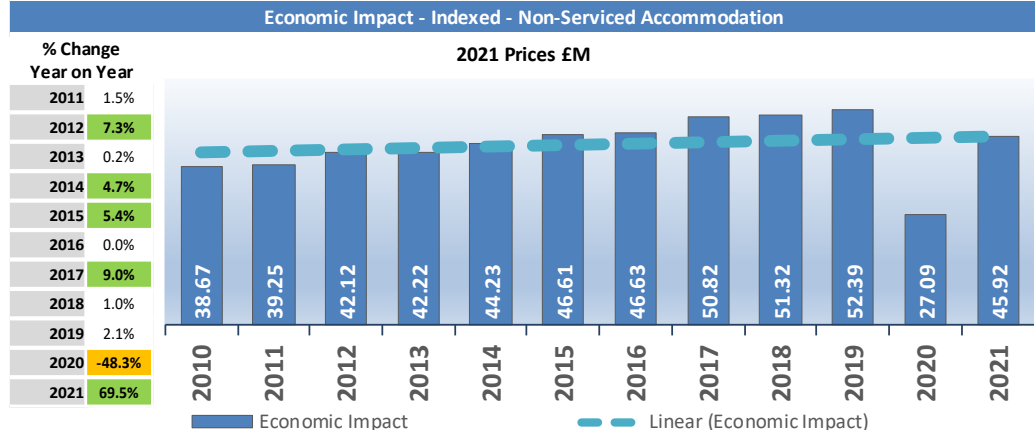


STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
2021 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES Indexed



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		1.5%	8.9%	9.2%	14.4%	20.5%	20.6%	31.4%	32.7%	35.5%	-29.9%	18.7%
Visitor Numbers		4.8%	9.9%	11.6%	20.8%	24.6%	22.9%	33.3%	35.8%	40.3%	-30.2%	23.5%
Visitor Days		1.9%	7.8%	7.8%	12.0%	16.4%	16.3%	26.0%	28.4%	32.7%	-33.4%	17.0%
Direct Employment		-4.6%	3.6%	8.0%	14.5%	15.9%	14.2%	18.7%	20.3%	21.0%	-30.6%	15.8%

"Linear" = Linear Trendline

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Report Prepared by: Alison Tipler, Date of Issue: 21/ 11/ 22

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
2021 Prices

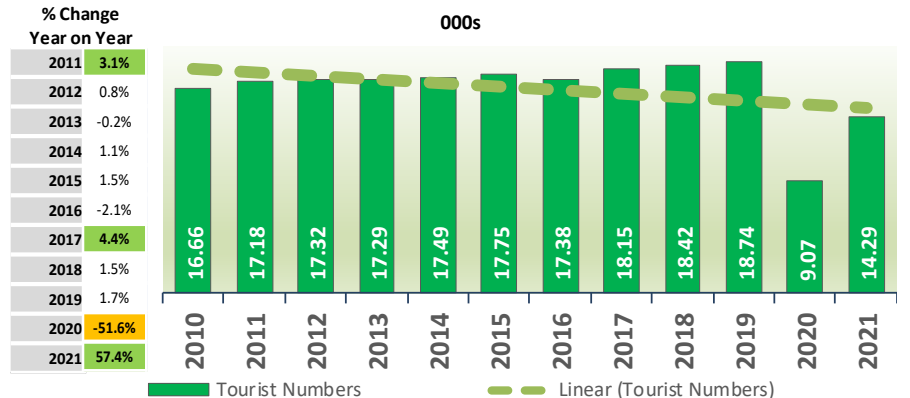
SFR

KEY MEASURES  
Indexed

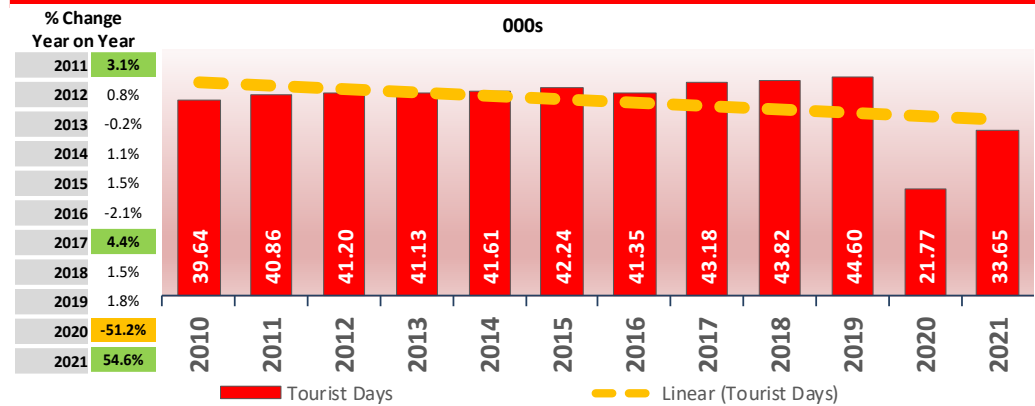
Economic Impact - Indexed - SFR



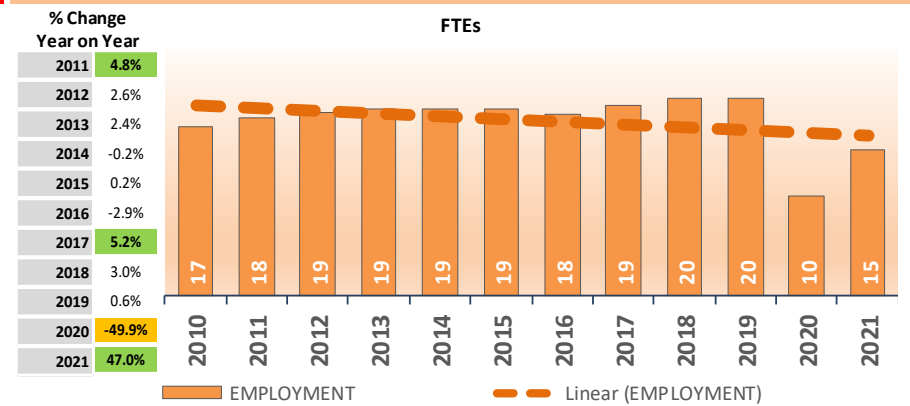
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		3.1%	3.9%	3.8%	5.0%	6.6%	4.3%	8.9%	10.6%	12.5%	-45.1%	-15.1%
Visitor Numbers		3.1%	4.0%	3.8%	5.0%	6.6%	4.4%	9.0%	10.6%	12.5%	-45.5%	-14.2%
Visitor Days		3.1%	3.9%	3.8%	5.0%	6.6%	4.3%	8.9%	10.6%	12.5%	-45.1%	-15.1%
Direct Employment		4.8%	7.6%	10.1%	9.9%	10.1%	7.0%	12.5%	15.9%	16.5%	-41.6%	-14.1%

"Linear" = Linear Trendline

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Report Prepared by: Alison Tipler, Date of Issue: 21/ 11/ 22

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

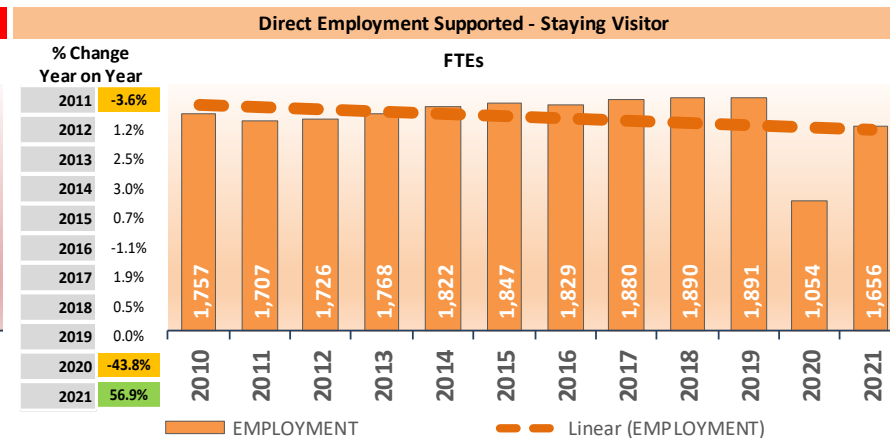
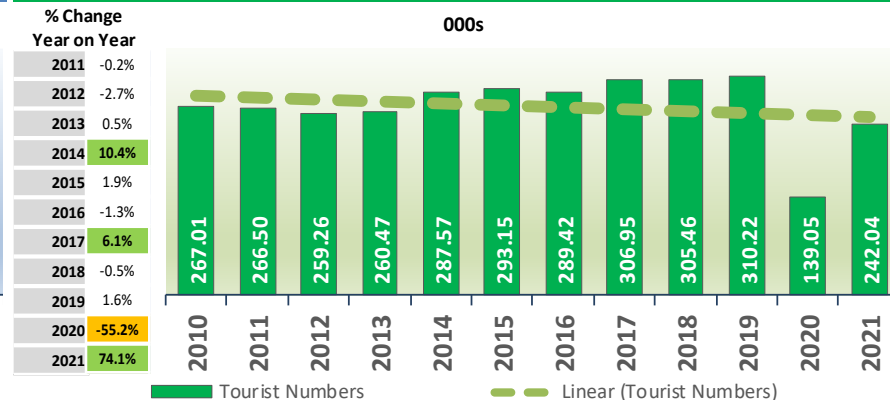
2010 to 2021  
2021 Prices

STAYING VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Staying Visitor

Visitor Numbers - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.6%	-0.1%	0.3%	6.0%	12.3%	12.6%	19.2%	18.7%	19.8%	-43.9%	-2.7%
Visitor Numbers		-0.2%	-2.9%	-2.4%	7.7%	9.8%	8.4%	15.0%	14.4%	16.2%	-47.9%	-9.4%
Visitor Days		0.0%	1.3%	1.9%	7.0%	11.2%	10.9%	18.4%	19.1%	21.9%	-42.5%	1.4%
Direct Employment		-2.9%	-1.8%	0.6%	3.7%	5.1%	4.1%	7.0%	7.6%	7.6%	-40.0%	-5.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
2021 Prices

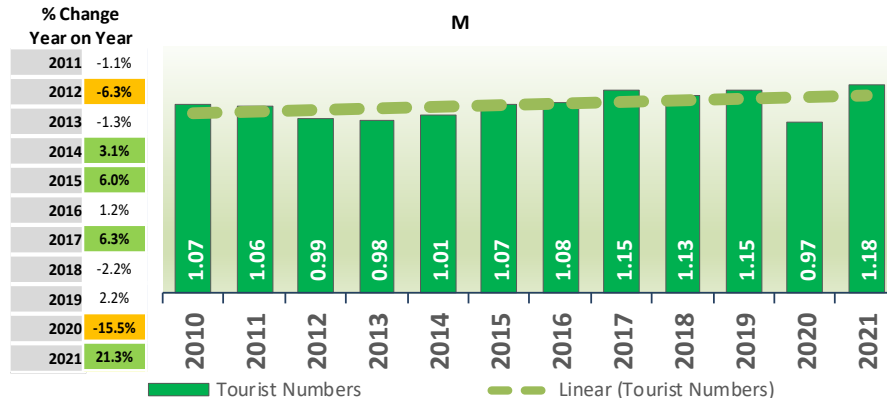
DAY VISITOR

KEY MEASURES  
Indexed

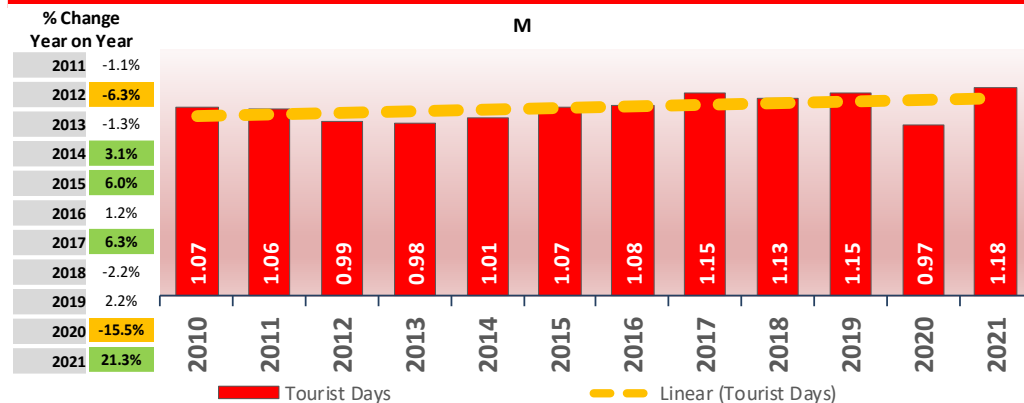
Economic Impact - Indexed - Day Visitor



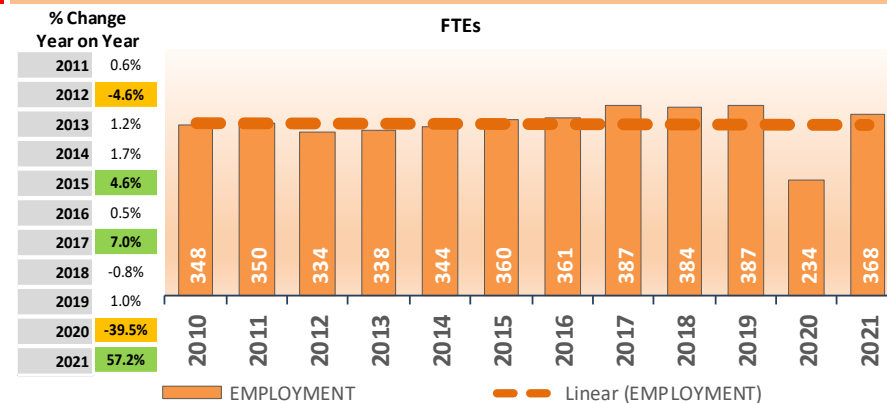
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-1.1%	-7.3%	-8.5%	-5.7%	-0.1%	1.1%	7.4%	5.0%	7.4%	-37.4%	5.0%
Visitor Numbers		-1.1%	-7.3%	-8.6%	-5.8%	-0.1%	1.1%	7.4%	5.1%	7.4%	-9.3%	10.0%
Visitor Days		-1.1%	-7.3%	-8.6%	-5.8%	-0.1%	1.1%	7.4%	5.1%	7.4%	-9.3%	10.0%
Direct Employment		0.6%	-4.1%	-3.0%	-1.3%	3.2%	3.7%	11.0%	10.1%	11.2%	-32.8%	5.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL  
EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY

2010 to 2021  
2021 Prices

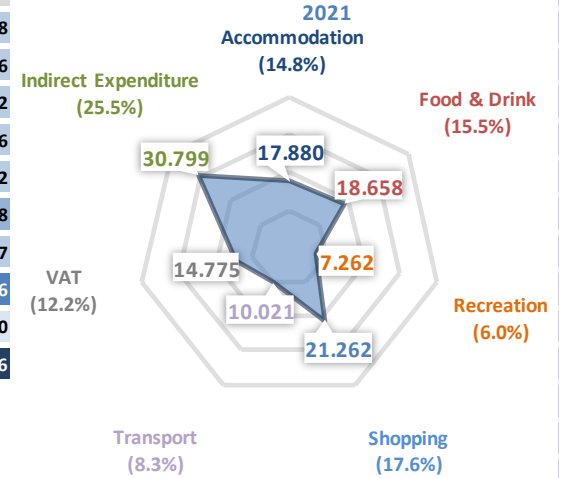
TOTAL

SECTORAL ANALYSIS  
Indexed

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

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation £M	19.50	18.82	18.87	18.87	20.12	21.96	22.20	23.27	22.90	22.65	11.61	17.88
Food & Drink £M	18.95	18.44	17.96	17.94	18.76	19.63	19.69	20.89	20.73	21.18	11.63	18.66
Recreation £M	7.256	7.072	6.884	6.856	7.136	7.476	7.514	7.965	7.907	8.091	4.513	7.262
Shopping £M	21.14	20.51	19.83	19.73	20.48	21.53	21.65	23.05	22.80	23.31	12.38	21.26
Transport £M	10.15	9.898	9.614	9.577	9.980	10.45	10.50	11.10	11.02	11.27	5.768	10.02
Direct Revenue £M	77.00	74.75	73.15	72.97	76.47	81.05	81.55	86.27	85.36	86.49	45.90	75.08
VAT £M	13.47	14.95	14.63	14.59	15.29	16.21	16.31	17.25	17.07	17.30	6.436	14.77
Direct Expenditure £M	90.47	89.69	87.78	87.57	91.77	97.26	97.86	103.53	102.43	103.79	52.33	89.86
Indirect Expenditure £M	30.13	29.93	29.58	29.55	30.97	32.78	32.97	35.08	34.78	35.31	18.11	30.80
TOTAL £M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66

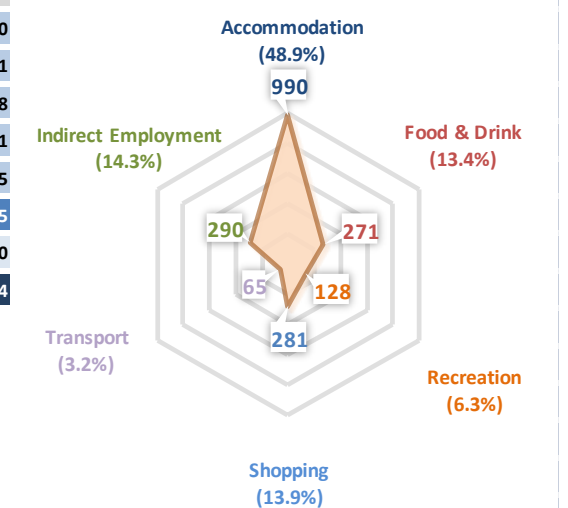
2021 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation FTEs	1,095	1,037	1,047	1,071	1,100	1,100	1,087	1,086	1,086	1,081	643	990
Food & Drink FTEs	268	271	268	275	283	293	291	311	314	317	173	271
Recreation FTEs	124	126	125	127	131	135	135	144	145	147	82	128
Shopping FTEs	272	274	270	275	282	293	292	313	314	318	168	281
Transport FTEs	64	65	64	66	67	70	69	74	74	75	38	65
Direct Employment FTEs	1,824	1,773	1,774	1,814	1,864	1,890	1,875	1,929	1,934	1,937	1,105	1,735
Indirect Employment FTEs	281	284	285	292	302	316	315	338	340	341	183	290
TOTAL FTEs	2,105	2,057	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,278	1,288	2,024

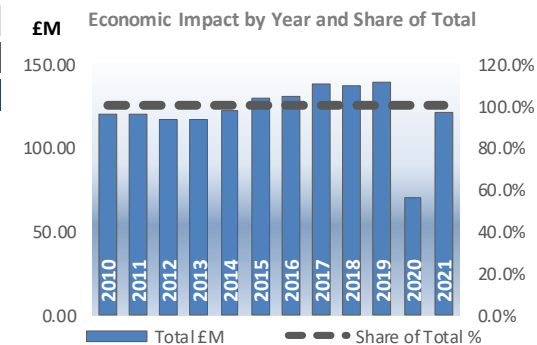
2021 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices	TOTAL	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
KEY	TOTAL																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2010 to 2021	-56.1%	-50.1%	-58.2%	-48.9%	-18.1%	12.0%	2.6%	11.2%	7.6%	26.5%	102.7%	52.0%		0.0%	-55.3%	-16.0%	7.3%	49.0%	
% Change 2020 to 2021	-66.1%	-59.5%	-10.6%	2604.8%	3098.2%	852.0%	68.6%	25.5%	5.5%	27.2%	1833.6%	84.7%		71.3%	-51.7%	1339.1%	27.5%	95.6%	
Average Annual Change	-5.1%	-4.6%	-5.3%	-4.4%	-1.6%	1.1%	0.2%	1.0%	0.7%	2.4%	9.3%	4.7%		0.0%	-5.0%	-1.5%	0.7%	4.5%	
2010	£M	2.493	2.493	3.674	11.78	12.60	14.82	18.48	21.47	18.92	7.650	3.013	3.197	120.60	8.660	39.20	58.88	13.86	
2011	£M	3.240	3.297	4.201	11.80	12.68	14.20	16.73	20.26	17.86	7.806	3.860	3.686	119.63	-0.8%	10.74	38.68	54.86	15.35
2012	£M	3.233	3.649	4.376	10.99	12.01	13.91	16.74	20.12	16.77	7.349	4.240	3.981	117.37	-1.9%	11.26	36.91	53.63	15.57
2013	£M	3.104	3.612	4.282	9.884	12.99	12.84	16.80	21.40	16.44	7.489	4.053	4.220	117.11	-0.2%	11.00	35.71	54.64	15.76
2014	£M	3.105	3.391	4.253	10.97	13.13	12.95	18.30	22.32	17.40	7.846	4.534	4.524	122.73	4.8%	10.75	37.06	58.02	16.90
2015	£M	3.395	3.799	4.739	10.99	13.76	13.87	20.06	23.05	18.46	8.539	4.582	4.807	130.04	6.0%	11.93	38.62	61.56	17.93
2016	£M	3.319	3.893	4.848	10.61	13.64	14.75	19.93	23.45	18.28	8.689	4.613	4.800	130.83	0.6%	12.06	39.00	61.67	18.10
2017	£M	3.345	4.337	4.535	12.35	14.51	14.97	19.59	24.33	19.73	9.584	5.543	5.787	138.61	6.0%	12.22	41.83	63.65	20.91
2018	£M	3.323	4.281	4.444	11.79	14.50	14.78	19.45	24.49	19.26	9.501	5.559	5.830	137.21	-1.0%	12.05	41.07	63.20	20.89
2019	£M	3.517	4.312	4.507	12.37	14.82	14.90	19.81	24.30	19.26	9.605	5.786	5.916	139.10	1.4%	12.34	42.09	63.37	21.31
2020	£M	3.231	3.068	1.719	0.223	0.323	1.744	11.25	19.03	19.30	7.609	0.316	2.631	70.44	-49.4%	8.017	2.289	49.58	10.56
2021	£M	1.095	1.243	1.537	6.019	10.32	16.60	18.96	23.87	20.37	9.680	6.106	4.859	120.66	71.3%	3.874	32.94	63.19	20.65

ECONOMIC IMPACT - INDEXED TO 2021													TOTAL				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Total	£M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66				
All Visitor Types	£M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66				
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%																
Change in Share from 2010	%																
Avg Ann. Change in Share	%																



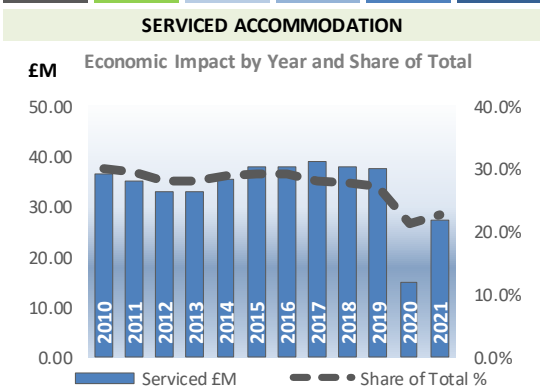
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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed																									
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																											
KEY													TOTAL						% Change																							
ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																																										
An increase of 3% or more																																										
Less than 3% change																																										
A Fall of 3% or more																																										
													Q1		Q2		Q3		Q4		TOTAL		Annual Change		Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																		
% Change 2010 to 2021													-53.5%	-43.6%	-49.4%	-59.5%	-52.4%	-30.8%	-15.3%	-13.3%	-18.7%	-3.1%	59.4%	48.2%	-24.8%		-49.1%	-47.3%	-15.3%	21.0%												
% Change 2020 to 2021													-49.2%	-46.5%	57.7%	1013.3%	1073.2%	1116.4%	119.1%	24.5%	26.0%	48.0%	824.0%	166.0%	82.3%		-29.1%	1076.0%	46.4%	128.0%												
Average Annual Change													-4.9%	-4.0%	-4.5%	-5.4%	-4.8%	-2.8%	-1.4%	-1.2%	-1.7%	-0.3%	5.4%	4.4%	-2.3%		-4.5%	-4.3%	-1.4%	1.9%												
2010	£M	1.290	1.130	1.596	3.979	3.830	4.133	5.322	6.390	3.954	2.748	1.028	0.976	36.37		4.016	11.94	15.66	4.751																							
2011	£M	1.459	1.322	1.574	3.827	3.411	3.664	5.091	6.459	3.748	2.627	1.043	1.003	35.23	-3.2%	4.354	10.90	15.30	4.673																							
2012	£M	1.370	1.255	1.624	3.288	3.001	3.590	4.680	6.009	3.614	2.354	1.026	0.984	32.79	-6.9%	4.249	9.879	14.30	4.364																							
2013	£M	1.298	1.098	1.516	2.977	3.295	3.331	4.840	6.550	3.538	2.352	1.112	1.063	32.97	0.5%	3.911	9.603	14.93	4.526																							
2014	£M	1.412	1.056	1.469	2.991	3.695	3.421	5.980	7.006	3.618	2.399	1.157	1.138	35.34	7.2%	3.938	10.11	16.60	4.693																							
2015	£M	1.607	1.293	1.772	3.117	3.832	3.684	6.593	7.156	3.817	2.513	1.219	1.192	37.80	6.9%	4.673	10.63	17.57	4.925																							
2016	£M	1.529	1.341	1.692	3.095	3.718	3.656	6.785	7.406	3.902	2.518	1.212	1.214	38.07	0.7%	4.562	10.47	18.09	4.943																							
2017	£M	1.424	1.527	1.675	3.484	3.494	3.932	5.767	6.430	4.071	3.051	2.001	1.969	38.83	2.0%	4.627	10.91	16.27	7.021																							
2018	£M	1.382	1.471	1.584	3.300	3.454	3.834	5.689	6.523	3.836	2.998	1.949	1.898	37.92	-2.3%	4.437	10.59	16.05	6.845																							
2019	£M	1.414	1.457	1.580	3.283	3.463	3.837	5.573	6.406	3.820	3.082	1.956	1.826	37.70	-0.6%	4.451	10.58	15.80	6.864																							
2020	£M	1.182	1.190	0.512	0.145	0.155	0.235	2.058	4.447	2.552	1.800	0.177	0.544	15.00	-60.2%	2.883	0.535	9.057	2.521																							
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	82.3%	2.044	6.291	13.26	5.748																							

ECONOMIC IMPACT - INDEXED TO 2021													SERVICED ACCOMMODATION												
SHARE OF MARKET																									
													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Serviced													£M	36.37	35.23	32.79	32.97	35.34	37.80	38.07	38.83	37.92	37.70	15.00	27.34
All Visitor Types													£M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66
Share of Total													%	30.2%	29.4%	27.9%	28.2%	28.8%	29.1%	29.1%	28.0%	27.6%	27.1%	21.3%	22.7%
Annual Change in Share													%		-2.4%	-5.1%	0.8%	2.3%	0.9%	0.1%	-3.7%	-1.3%	-1.9%	-21.4%	6.4%
Change in Share from 2010													%		-2.4%	-7.4%	-6.7%	-4.5%	-3.6%	-3.5%	-7.1%	-8.4%	-10.1%	-29.4%	-24.9%
Avg Ann. Change in Share													%		-2.4%	-3.7%	-2.2%	-1.1%	-0.7%	-0.6%	-1.0%	-1.0%	-1.1%	-2.9%	-2.3%



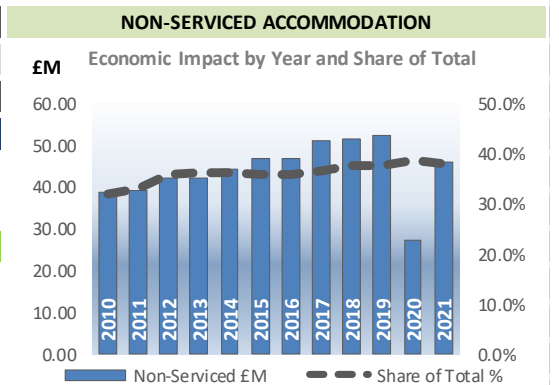
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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER						
NON-SERVICED ACCOMMODATION													TOTAL	% Change							
ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3	Q4		
KEY																					
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
Q1													Q2			Q3			Q4		
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																					
% Change 2010 to 2021	-27.9%	-50.0%	-67.8%	-39.1%	-1.7%	10.8%	13.4%	12.1%	53.3%	97.4%	152.3%	136.4%	18.7%	-56.9%	-4.7%	23.3%	117.9%				
% Change 2020 to 2021	-84.4%	-76.1%	-50.3%	2711.2%	5230.6%	4455.7%	52.5%	19.7%	17.1%	41.5%	2687.0%	78.4%	69.5%	-73.7%	4308.1%	27.2%	100.8%				
Average Annual Change	-2.5%	-4.5%	-6.2%	-3.6%	-0.2%	1.0%	1.2%	1.1%	4.8%	8.9%	13.8%	12.4%	1.7%	-5.2%	-0.4%	2.1%	10.7%				
2010	£M	0.301	0.614	1.184	2.847	4.642	5.416	6.660	8.061	5.214	2.116	0.846	0.772	38.67	2.098	12.91	19.94	3.734			
2011	£M	0.868	1.118	1.621	3.065	4.941	5.058	5.906	6.915	4.816	2.572	1.378	0.996	39.25	1.5%	3.608	13.06	17.64	4.945		
2012	£M	0.941	1.436	1.704	3.229	4.932	5.334	6.282	7.622	5.142	2.656	1.535	1.307	42.12	7.3%	4.082	13.50	19.05	5.498		
2013	£M	0.982	1.453	1.812	3.065	4.912	5.112	6.403	7.817	5.027	2.676	1.605	1.358	42.22	0.2%	4.248	13.09	19.25	5.639		
2014	£M	1.050	1.542	1.906	3.198	4.924	5.131	6.638	8.288	5.385	2.920	1.757	1.489	44.23	4.7%	4.499	13.25	20.31	6.166		
2015	£M	1.117	1.632	2.022	3.385	5.219	5.406	6.878	8.631	5.727	3.116	1.880	1.594	46.61	5.4%	4.771	14.01	21.24	6.590		
2016	£M	1.127	1.633	1.992	3.356	5.213	5.405	6.869	8.678	5.778	3.107	1.876	1.595	46.63	0.0%	4.751	13.97	21.33	6.578		
2017	£M	1.234	1.925	2.005	3.848	5.402	5.667	7.566	9.097	6.708	3.500	2.014	1.851	50.82	9.0%	5.164	14.92	23.37	7.366		
2018	£M	1.248	1.953	2.033	3.616	5.570	5.695	7.641	9.302	6.627	3.538	2.121	1.976	51.32	1.0%	5.235	14.88	23.57	7.635		
2019	£M	1.372	1.978	2.060	4.011	5.773	5.751	7.857	9.180	6.493	3.543	2.270	2.101	52.39	2.1%	5.410	15.53	23.53	7.914		
2020	£M	1.387	1.283	0.766	0.062	0.086	0.132	4.951	7.549	6.825	2.952	0.077	1.023	27.09	-48.3%	3.436	0.279	19.33	4.052		
2021	£M	0.217	0.307	0.381	1.733	4.564	6.004	7.552	9.037	7.992	4.176	2.134	1.825	45.92	69.5%	0.904	12.30	24.58	8.135		

ECONOMIC IMPACT - INDEXED TO 2021													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Non-Serviced	£M	38.67	39.25	42.12	42.22	44.23	46.61	46.63	50.82	51.32	52.39	27.09	45.92
All Visitor Types	£M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66
Share of Total	%	32.1%	32.8%	35.9%	36.1%	36.0%	35.8%	35.6%	36.7%	37.4%	37.7%	38.5%	38.1%
Annual Change in Share	%		2.3%	9.4%	0.5%	0.0%	-0.5%	-0.6%	2.9%	2.0%	0.7%	2.1%	-1.0%
Change in Share from 2010	%		2.3%	11.9%	12.4%	12.4%	11.8%	11.1%	14.3%	16.6%	17.4%	19.9%	18.7%
Avg Ann. Change in Share	%		2.3%	6.0%	4.1%	3.1%	2.4%	1.9%	2.0%	2.1%	1.9%	2.0%	1.7%



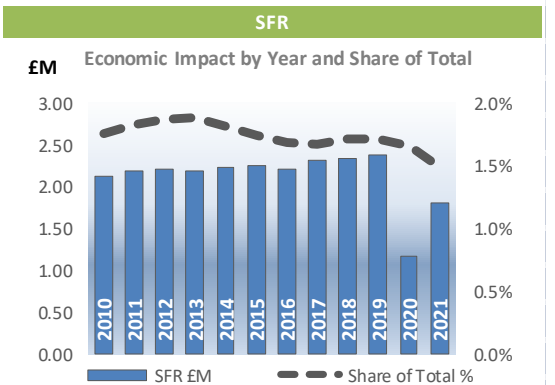
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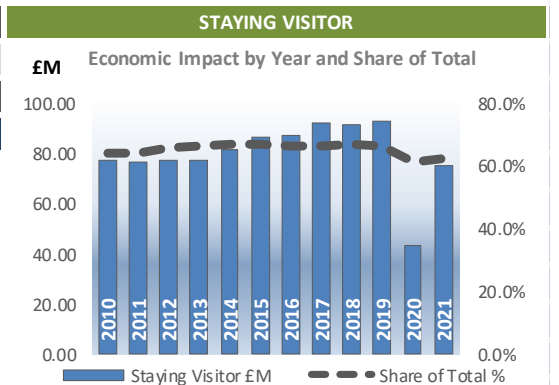
STEAM REPORT FOR 2010-2021 - FINAL EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY													2010 to 2021 2021 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-56.6%	-62.2%	-60.9%	-48.7%	-25.6%	21.4%	3.6%	3.1%	13.4%	14.4%	58.6%	6.9%	-15.1%	Annual Change	-58.6%	-25.2%	5.5%	18.7%
% Change 2020 to 2021		-64.3%	-58.0%	-2.5%	1898.2%	3117.7%	3542.7%	81.2%	28.8%	13.1%	35.2%	2197.3%	93.7%	54.6%		-57.2%	2702.9%	39.3%	120.5%
Average Annual Change		-5.1%	-5.7%	-5.5%	-4.4%	-2.3%	1.9%	0.3%	0.3%	1.2%	1.3%	5.3%	0.6%	-1.4%		-5.3%	-2.3%	0.5%	1.7%
2010	£M	0.277	0.091	0.112	0.279	0.185	0.143	0.223	0.239	0.127	0.117	0.084	0.241	2.119		0.481	0.608	0.589	0.442
2011	£M	0.323	0.102	0.119	0.282	0.186	0.139	0.217	0.231	0.124	0.120	0.091	0.251	2.185	3.1%	0.545	0.606	0.572	0.463
2012	£M	0.322	0.105	0.121	0.279	0.183	0.140	0.217	0.233	0.125	0.120	0.093	0.264	2.203	0.8%	0.549	0.603	0.575	0.476
2013	£M	0.321	0.105	0.122	0.273	0.184	0.137	0.218	0.236	0.124	0.120	0.094	0.267	2.199	-0.2%	0.547	0.594	0.577	0.480
2014	£M	0.327	0.105	0.122	0.273	0.185	0.137	0.223	0.239	0.125	0.121	0.096	0.272	2.225	1.1%	0.554	0.595	0.587	0.489
2015	£M	0.336	0.108	0.125	0.276	0.187	0.138	0.226	0.240	0.127	0.123	0.097	0.275	2.258	1.5%	0.570	0.601	0.593	0.495
2016	£M	0.327	0.106	0.122	0.269	0.183	0.135	0.221	0.236	0.125	0.120	0.095	0.270	2.211	-2.1%	0.556	0.587	0.583	0.485
2017	£M	0.336	0.115	0.124	0.284	0.185	0.139	0.224	0.237	0.132	0.128	0.104	0.301	2.309	4.4%	0.574	0.608	0.593	0.533
2018	£M	0.342	0.116	0.125	0.283	0.189	0.141	0.227	0.242	0.133	0.130	0.106	0.307	2.343	1.5%	0.583	0.614	0.602	0.544
2019	£M	0.354	0.117	0.126	0.291	0.192	0.142	0.231	0.244	0.133	0.131	0.109	0.314	2.384	1.8%	0.597	0.626	0.608	0.554
2020	£M	0.336	0.082	0.045	0.007	0.004	0.005	0.128	0.191	0.127	0.099	0.006	0.133	1.164	-51.2%	0.464	0.016	0.446	0.238
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	54.6%	0.199	0.455	0.622	0.524

ECONOMIC IMPACT - INDEXED TO 2021													SFR			
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
SFR		£M	2.119	2.185	2.203	2.199	2.225	2.258	2.211	2.309	2.343	2.384	1.164	1.799		
All Visitor Types		£M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66		
Share of Total		%	1.8%	1.8%	1.9%	1.9%	1.8%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.5%		
Annual Change in Share		%		3.9%	2.8%	0.1%	-3.5%	-4.2%	-2.7%	-1.5%	2.5%	0.4%	-3.6%	-9.8%		
Change in Share from 2010		%		3.9%	6.8%	6.9%	3.1%	-1.2%	-3.8%	-5.2%	-2.8%	-2.5%	-5.9%	-15.1%		
Avg Ann. Change in Share		%		3.9%	3.4%	2.3%	0.8%	-0.2%	-0.6%	-0.7%	-0.4%	-0.3%	-0.6%	-1.4%		



STEAM REPORT FOR 2010-2021 - FINAL EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY													2010 to 2021 2021 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-49.8%	-46.7%	-57.4%	-50.9%	-24.6%	-6.8%	0.7%	0.9%	22.1%	40.0%	99.5%	77.4%	-2.7%	Annual Change	-52.3%	-25.2%	6.3%	61.4%	
% Change 2020 to 2021		-67.8%	-61.7%	-6.9%	1533.2%	2560.8%	2332.0%	72.2%	21.6%	19.4%	43.7%	1403.8%	107.6%	73.5%		-53.6%	2194.2%	33.4%	111.5%	
Average Annual Change		-4.5%	-4.2%	-5.2%	-4.6%	-2.2%	-0.6%	0.1%	0.1%	2.0%	3.6%	9.0%	7.0%	-0.2%		-4.8%	-2.3%	0.6%	5.6%	
2010	£M	1.867	1.835	2.893	7.106	8.657	9.692	12.21	14.69	9.294	4.980	1.957	1.989	77.17		6.595	25.45	36.19	8.927	
2011	£M	2.650	2.542	3.314	7.174	8.538	8.861	11.21	13.61	8.688	5.319	2.512	2.250	76.67	-0.6%	8.506	24.57	33.51	10.08	
2012	£M	2.634	2.797	3.449	6.797	8.116	9.064	11.18	13.86	8.881	5.130	2.654	2.555	77.12	0.6%	8.880	23.98	33.92	10.34	
2013	£M	2.601	2.656	3.449	6.314	8.392	8.580	11.46	14.60	8.689	5.148	2.811	2.687	77.39	0.4%	8.706	23.29	34.75	10.65	
2014	£M	2.790	2.704	3.497	6.462	8.804	8.688	12.84	15.53	9.128	5.440	3.009	2.899	81.79	5.7%	8.990	23.95	37.50	11.35	
2015	£M	3.060	3.033	3.920	6.778	9.238	9.229	13.70	16.03	9.671	5.752	3.196	3.061	86.66	6.0%	10.01	25.25	39.39	12.01	
2016	£M	2.983	3.080	3.806	6.721	9.114	9.197	13.88	16.32	9.805	5.745	3.182	3.078	86.91	0.3%	9.869	25.03	40.00	12.01	
2017	£M	2.993	3.568	3.804	7.617	9.080	9.738	13.56	15.76	10.91	6.678	4.120	4.122	91.95	5.8%	10.36	26.44	40.23	14.92	
2018	£M	2.973	3.540	3.742	7.200	9.213	9.670	13.56	16.07	10.60	6.666	4.176	4.181	91.58	-0.4%	10.25	26.08	40.22	15.02	
2019	£M	3.140	3.552	3.766	7.585	9.428	9.729	13.66	15.83	10.45	6.755	4.336	4.240	92.47	1.0%	10.46	26.74	39.94	15.33	
2020	£M	2.905	2.555	1.323	0.213	0.245	0.372	7.137	12.19	9.504	4.851	0.260	1.700	43.25	-53.2%	6.783	0.830	28.83	6.811	
2021	£M	0.937	0.978	1.232	3.487	6.524	9.035	12.29	14.82	11.35	6.973	3.905	3.529	75.06	73.5%	3.147	19.05	38.46	14.41	

ECONOMIC IMPACT - INDEXED TO 2021													STAYING VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Staying Visitor	£M	77.17	76.67	77.12	77.39	81.79	86.66	86.91	91.95	91.58	92.47	43.25	75.06		
All Visitor Types	£M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66		
Share of Total	%	64.0%	64.1%	65.7%	66.1%	66.6%	66.6%	66.4%	66.3%	66.7%	66.5%	61.4%	62.2%		
Annual Change in Share	%		0.2%	2.5%	0.6%	0.9%	0.0%	-0.3%	-0.1%	0.6%	-0.4%	-7.6%	1.3%		
Change in Share from 2010	%		0.2%	2.7%	3.3%	4.2%	4.2%	3.8%	3.7%	4.3%	3.9%	-4.0%	-2.8%		
Avg Ann. Change in Share	%		0.2%	1.3%	1.1%	1.0%	0.8%	0.6%	0.5%	0.5%	0.4%	-0.4%	-0.3%		



**STEAM REPORT FOR 2010-2021 - FINAL**  
**EXMOOR NATIONAL PARK - WITHIN PARK BOUNDARY**

2010 to 2021  
2021 Prices

**DAY VISITOR**

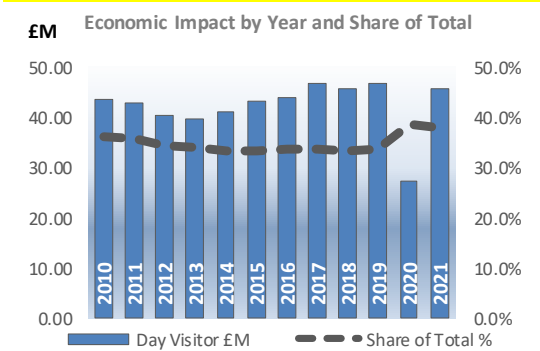
**ECONOMIC IMPACT**  
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-74.8%	-59.8%	-61.0%	-45.8%	-3.6%	47.5%	6.2%	33.4%	-6.4%	1.4%	108.6%	10.2%	5.0%	-64.8%	1.1%	9.0%	26.5%	
% Change 2020 to 2021		-51.6%	-48.4%	-23.1%	#####	4796.5%	451.3%	62.2%	32.3%	-8.0%	-1.9%	3822.3%	42.8%	67.7%	-41.1%	852.6%	19.2%	66.5%	
Average Annual Change		-6.8%	-5.4%	-5.5%	-4.2%	-0.3%	4.3%	0.6%	3.0%	-0.6%	0.1%	9.9%	0.9%	0.5%	-5.9%	0.1%	0.8%	2.4%	
2010	£M	0.626	0.658	0.781	4.676	3.942	5.129	6.277	6.785	9.627	2.670	1.055	1.207	43.43	2.065	13.75	22.69	4.932	
2011	£M	0.590	0.755	0.887	4.631	4.138	5.340	5.520	6.657	9.174	2.487	1.348	1.436	42.96	-1.1%	2.232	14.11	21.35	5.272
2012	£M	0.599	0.851	0.928	4.197	3.897	4.842	5.557	6.260	7.890	2.219	1.587	1.426	40.25	-6.3%	2.378	12.94	19.71	5.232
2013	£M	0.504	0.956	0.833	3.569	4.595	4.260	5.341	6.799	7.750	2.341	1.242	1.533	39.72	-1.3%	2.292	12.42	19.89	5.116
2014	£M	0.315	0.688	0.756	4.511	4.330	4.264	5.464	6.787	8.267	2.406	1.525	1.626	40.94	3.1%	1.759	13.10	20.52	5.557
2015	£M	0.335	0.765	0.819	4.208	4.525	4.642	6.359	7.019	8.788	2.787	1.386	1.746	43.38	6.0%	1.919	13.38	22.17	5.918
2016	£M	0.336	0.814	1.042	3.892	4.524	5.551	6.054	7.133	8.478	2.944	1.430	1.721	43.92	1.2%	2.191	13.97	21.66	6.095
2017	£M	0.352	0.769	0.732	4.736	5.430	5.231	6.036	8.562	8.820	2.905	1.423	1.665	46.66	6.2%	1.852	15.40	23.42	5.994
2018	£M	0.350	0.741	0.702	4.593	5.289	5.108	5.892	8.424	8.661	2.835	1.383	1.649	45.63	-2.2%	1.793	14.99	22.98	5.867
2019	£M	0.377	0.760	0.741	4.782	5.394	5.167	6.145	8.471	8.817	2.849	1.450	1.676	46.63	2.2%	1.879	15.34	23.43	5.975
2020	£M	0.326	0.513	0.396	0.009	0.078	1.372	4.109	6.839	9.801	2.758	0.056	0.931	27.19	-41.7%	1.235	1.459	20.75	3.746
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	67.7%	0.727	13.90	24.73	6.238

**ECONOMIC IMPACT - INDEXED TO 2021**

SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Day Visitor	£M	43.43	42.96	40.25	39.72	40.94	43.38	43.92	46.66	45.63	46.63	27.19	45.59
All Visitor Types	£M	120.60	119.63	117.37	117.11	122.73	130.04	130.83	138.61	137.21	139.10	70.44	120.66
Share of Total	%	36.0%	35.9%	34.3%	33.9%	33.4%	33.4%	33.6%	33.7%	33.3%	33.5%	38.6%	37.8%
Annual Change in Share	%		-0.3%	-4.5%	-1.1%	-1.7%	0.0%	0.6%	0.3%	-1.2%	0.8%	15.1%	-2.1%
Change in Share from 2010	%		-0.3%	-4.8%	-5.8%	-7.4%	-7.4%	-6.8%	-6.5%	-7.7%	-6.9%	7.2%	4.9%
Avg Ann. Change in Share	%		-0.3%	-2.4%	-1.9%	-1.8%	-1.5%	-1.1%	-0.9%	-1.0%	-0.8%	0.7%	0.4%

**DAY VISITOR**



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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22