



STEAM REPORT FOR 2010-2021 - FINAL

Final

GREATER EXMOOR

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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

The period covered by the report
The geographical / administrative area covered by the report

The **Years** shown and **Indexation** being applied (if applicable)

The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File)

The section of the report you are viewing

STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
Historic Prices

TOTAL

ECONOMIC IMPACT
Historic Prices

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.

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below

FOCUS YEAR 2021 COMPARISON YEAR 2020

INDEXATION Reflect Price Inflation? NO

HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3%

home

A link back to the "Home" page, allowing navigation to each section of the report

Units

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

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

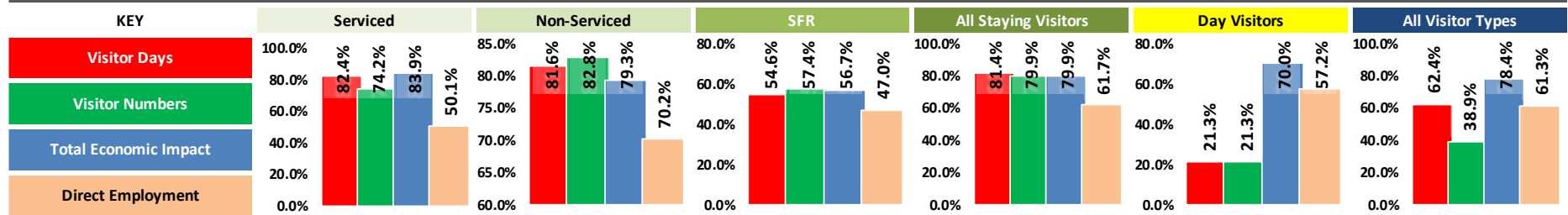
Visitor Numbers / Visitor Days / Average Length of Stay

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

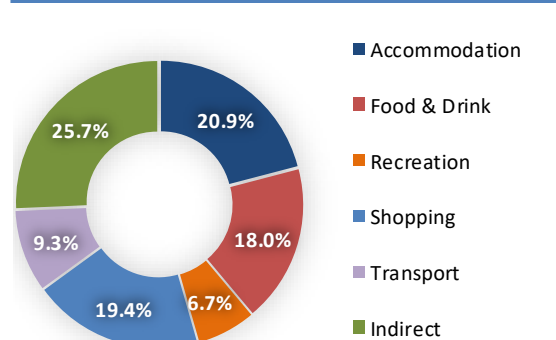
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

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	0.407	0.223	82.4%	3.380	1.861	81.6%	0.034	0.022	54.6%	3.820	2.106	81.4%	1.180	0.973	21.3%	5.000	3.079	62.4%		
Visitor Numbers	M	0.201	0.115	74.2%	0.540	0.295	82.8%	0.014	0.009	57.4%	0.755	0.420	79.9%	1.180	0.973	21.3%	1.935	1.393	38.9%		
Direct Expenditure	£M																228.41	127.88	78.6%		
Economic Impact	£M	46.28	25.17	83.9%	213.66	119.18	79.3%	1.799	1.148	56.7%	261.74	145.49	79.9%	45.59	26.82	70.0%	307.34	172.31	78.4%		
Direct Employment	FTEs	1,254	835	50.1%	1,987	1,167	70.2%	15	10	47.0%	3,255	2,013	61.7%	368	234	57.2%	3,623	2,247	61.3%		
Total Employment	FTEs																4,365	2,706	61.3%		

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

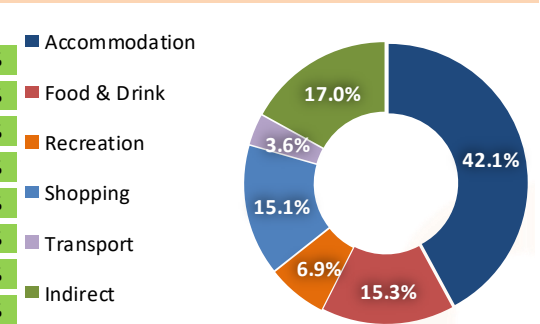


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2021	2020	+/- %
Accommodation	64.31	39.10	64.5%
Food & Drink	55.25	31.11	77.6%
Recreation	20.49	11.48	78.4%
Shopping	59.65	31.29	90.6%
Transport	28.71	14.90	92.7%
TOTAL DIRECT	228.41	127.88	78.6%
Indirect	78.93	44.44	77.6%
TOTAL	307.34	172.31	78.4%

Sectoral Distribution of Employment - FTEs



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

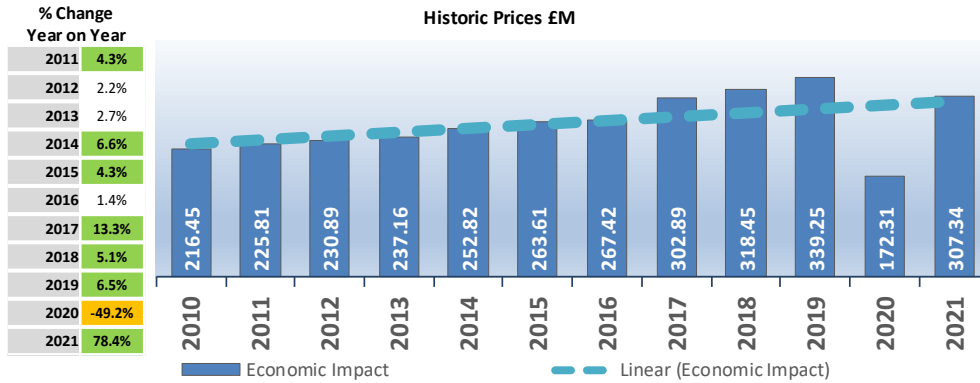
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GREATER EXMOOR

2010 to 2021
Historic Prices

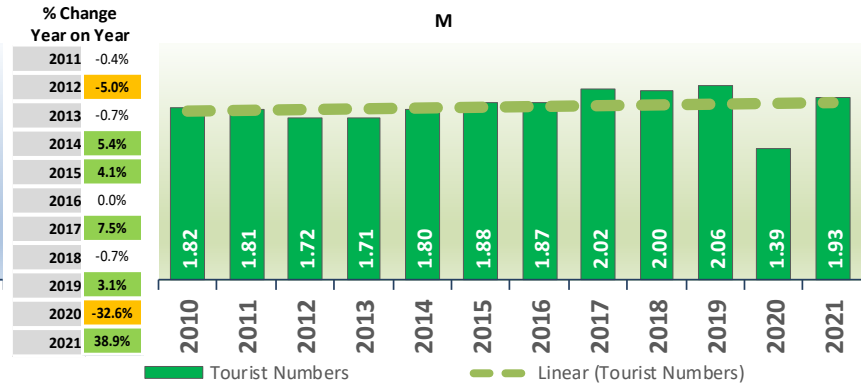
TOTAL

KEY MEASURES
Historic Prices

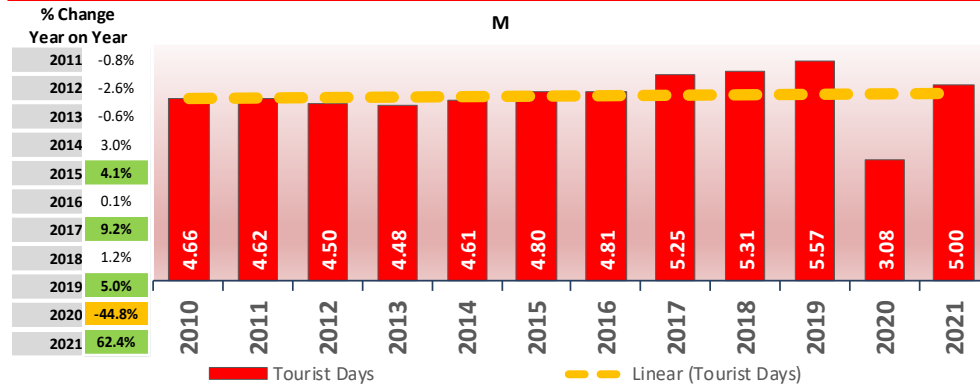
Economic Impact - Historic Prices - Total



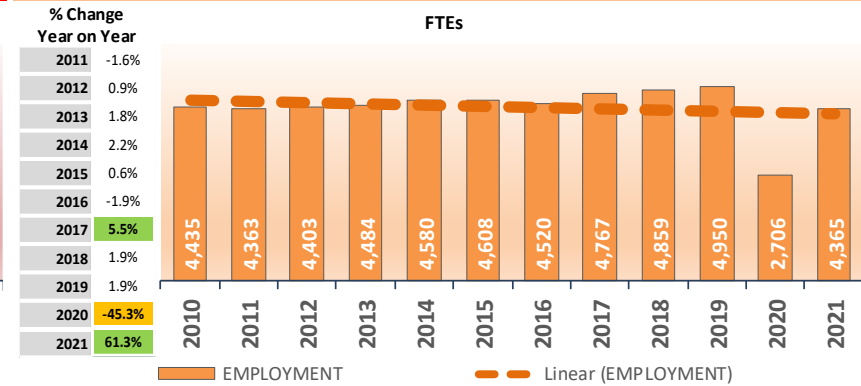
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.3%	6.7%	9.6%	16.8%	21.8%	23.6%	39.9%	47.1%	56.7%	-20.4%	42.0%
Visitor Numbers		-0.4%	-5.4%	-6.1%	-1.0%	3.0%	3.0%	10.7%	10.0%	13.4%	-23.5%	6.3%
Visitor Days		-0.8%	-3.3%	-3.9%	-1.0%	3.1%	3.2%	12.7%	14.0%	19.7%	-33.9%	7.4%
Total Employment		-1.6%	-0.7%	1.1%	3.3%	3.9%	1.9%	7.5%	9.6%	11.6%	-39.0%	-1.6%

"Linear" = Linear Trendline

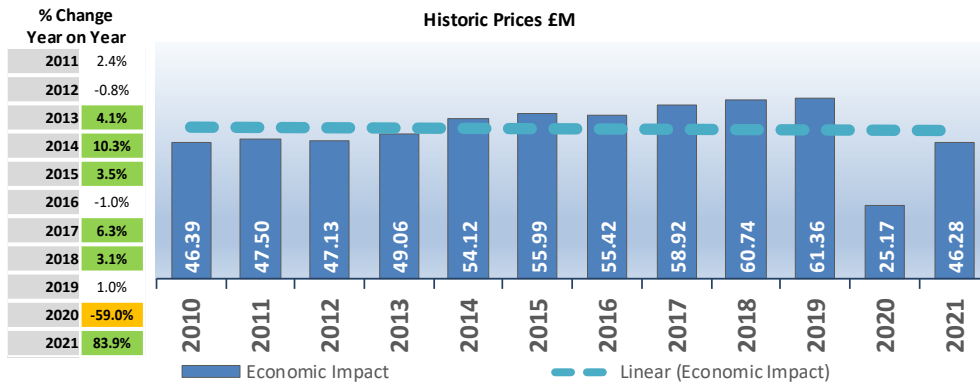
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GREATER EXMOOR

2010 to 2021
Historic Prices

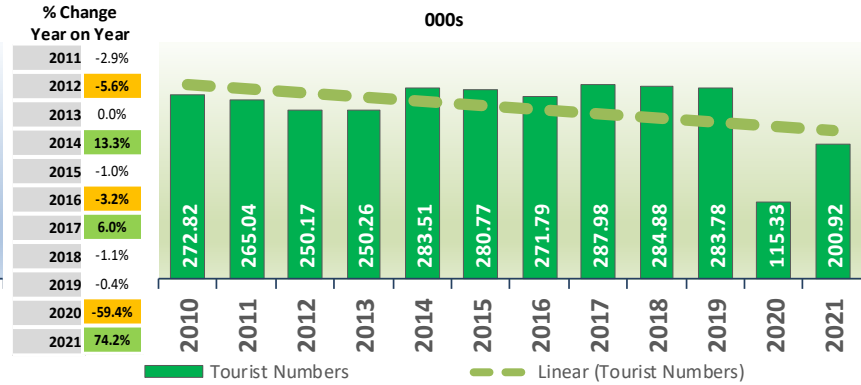
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

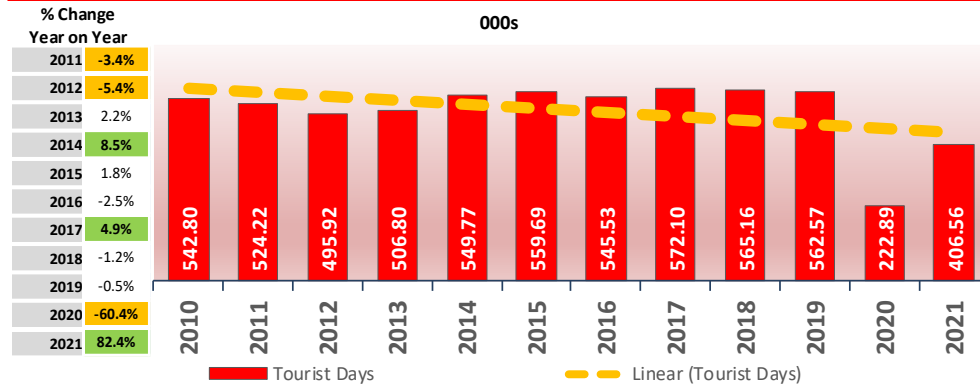
Economic Impact - Historic Prices - Serviced Accommodation



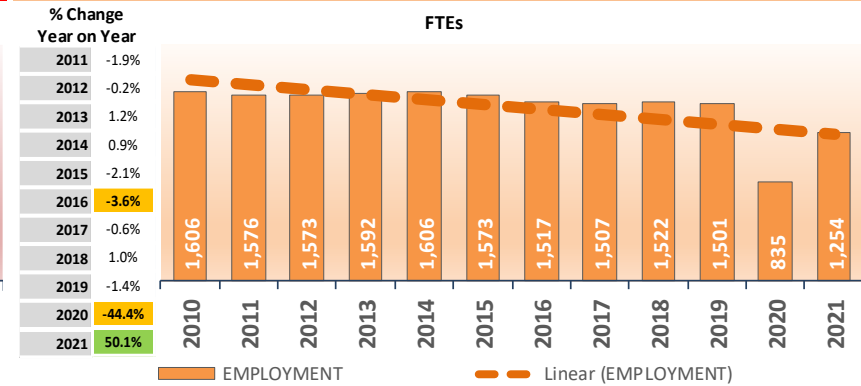
Visitor Numbers - Serviced Accommodation



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		2.4%	1.6%	5.8%	16.7%	20.7%	19.5%	27.0%	30.9%	32.3%	-45.7%	-0.2%
Visitor Numbers		-2.9%	-8.3%	-8.3%	3.9%	2.9%	-0.4%	5.6%	4.4%	4.0%	-57.7%	-26.4%
Visitor Days		-3.4%	-8.6%	-6.6%	1.3%	3.1%	0.5%	5.4%	4.1%	3.6%	-58.9%	-25.1%
Direct Employment		-1.9%	-2.1%	-0.9%	0.0%	-2.1%	-5.6%	-6.1%	-5.2%	-6.6%	-48.0%	-21.9%

"Linear" = Linear Trendline

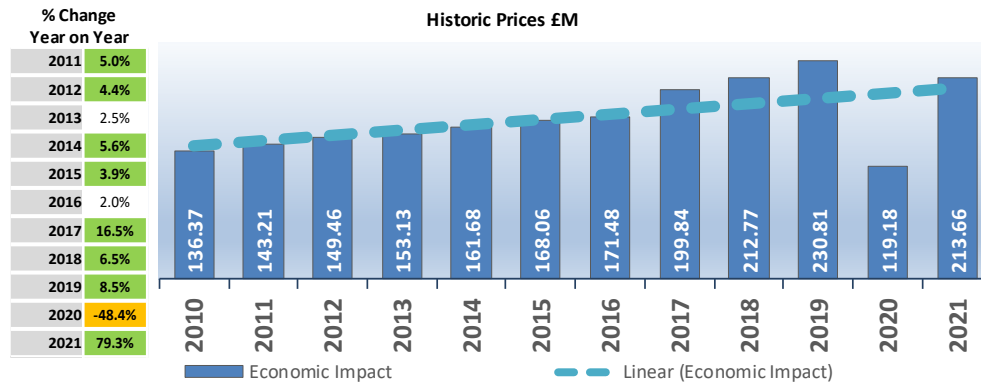
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2010 to 2021
Historic Prices

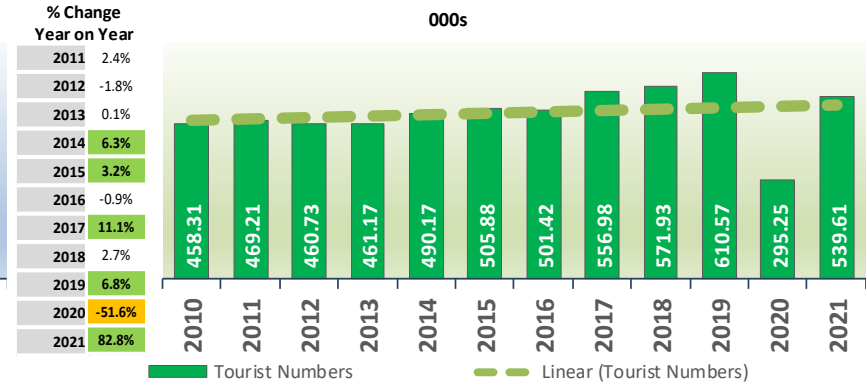
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

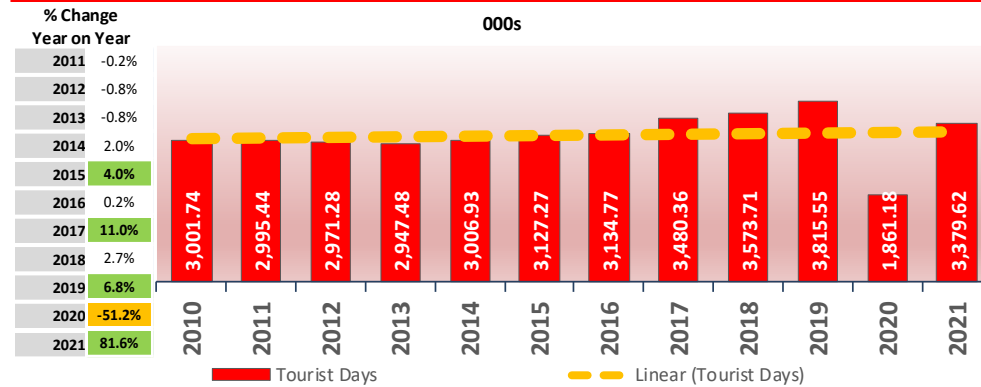
Economic Impact - Historic Prices - Non-Serviced Accommodation



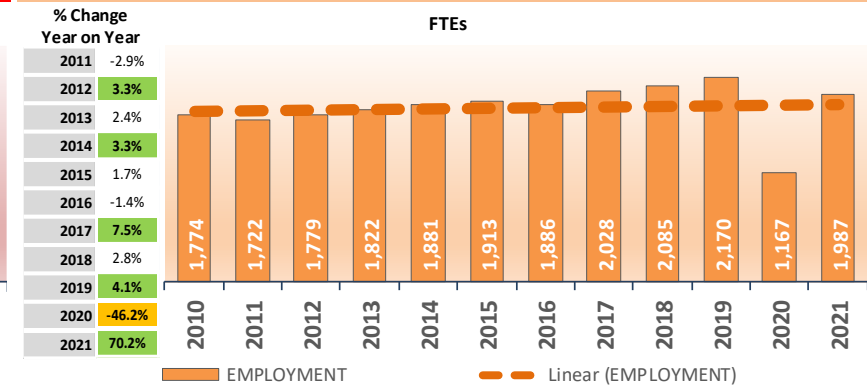
Visitor Numbers - Non-Serviced Accommodation



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		5.0%	9.6%	12.3%	18.6%	23.2%	25.7%	46.5%	56.0%	69.3%	-12.6%	56.7%
Visitor Numbers		2.4%	0.5%	0.6%	7.0%	10.4%	9.4%	21.5%	24.8%	33.2%	-35.6%	17.7%
Visitor Days		-0.2%	-1.0%	-1.8%	0.2%	4.2%	4.4%	15.9%	19.1%	27.1%	-38.0%	12.6%
Direct Employment		-2.9%	0.3%	2.7%	6.0%	7.9%	6.3%	14.3%	17.5%	22.3%	-34.2%	12.0%

"Linear" = Linear Trendline

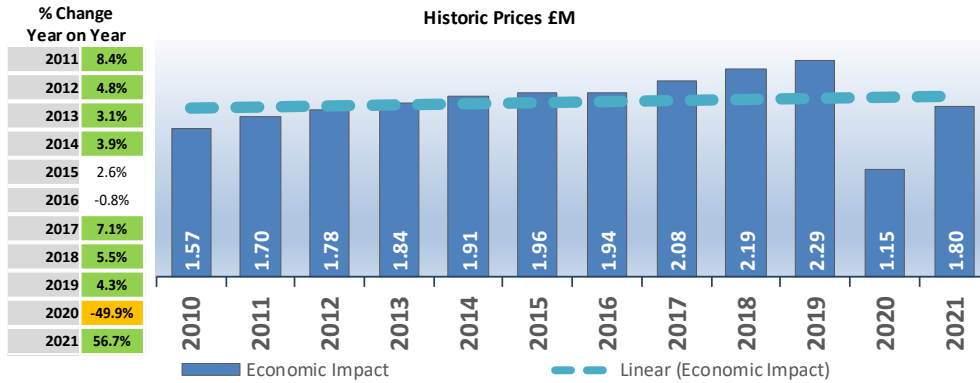
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2010 to 2021
Historic Prices

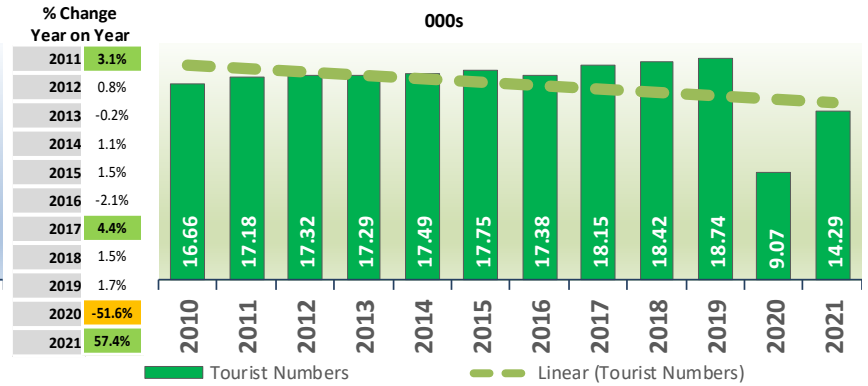
SFR

KEY MEASURES
Historic Prices

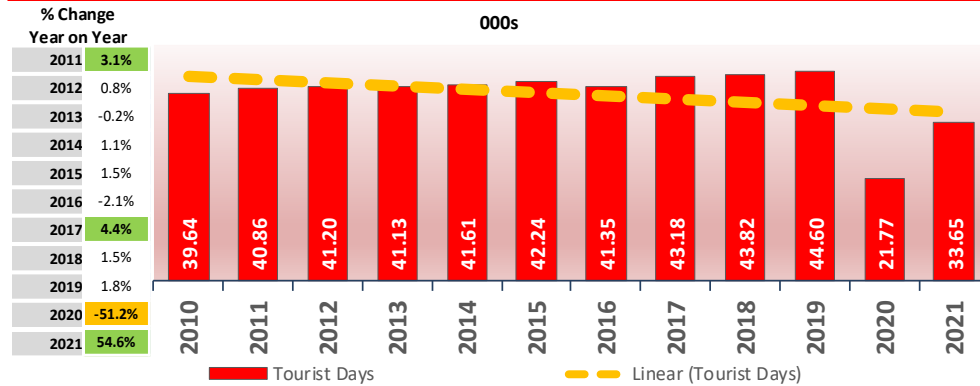
Economic Impact - Historic Prices - SFR



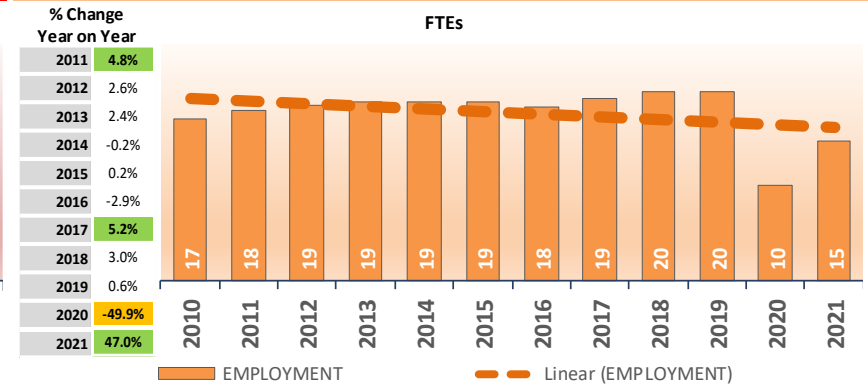
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - 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

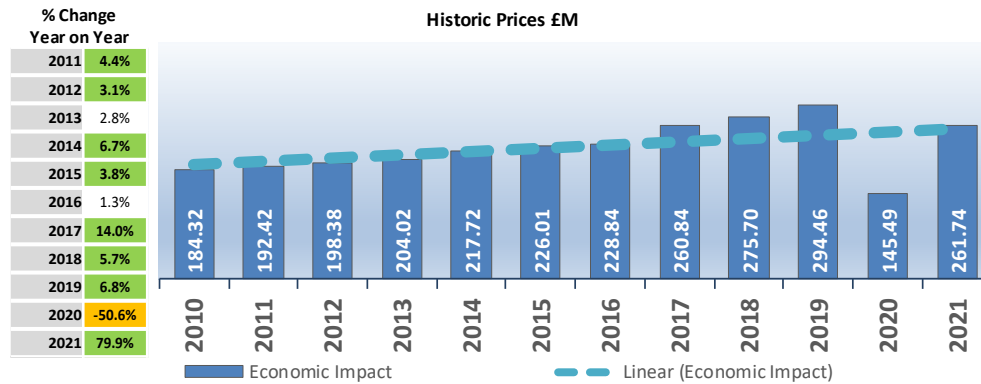
STEAM REPORT FOR 2010-2021 - FINAL
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2010 to 2021
Historic Prices

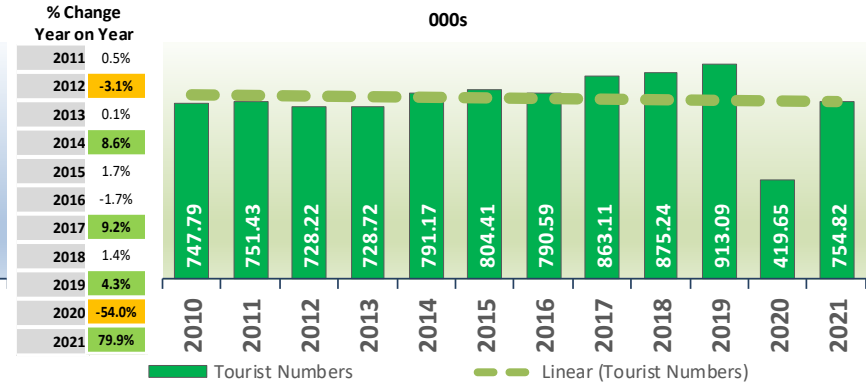
STAYING VISITOR

KEY MEASURES
Historic Prices

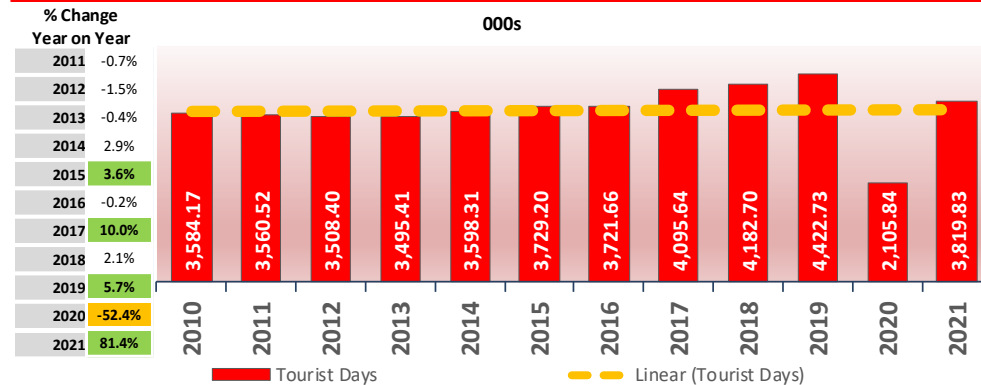
Economic Impact - Historic Prices - Staying Visitor



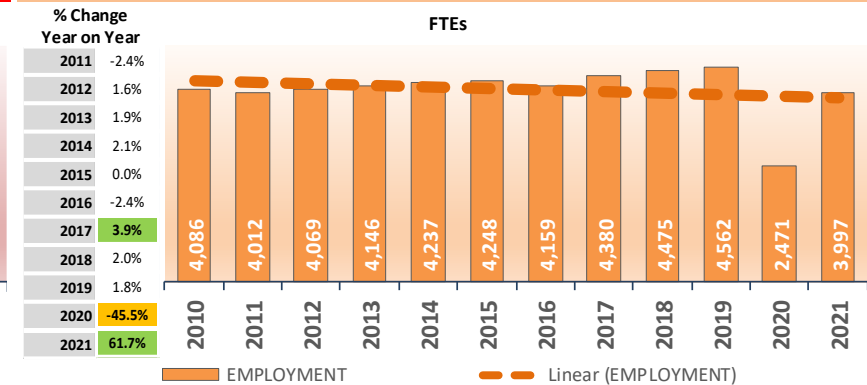
Visitor Numbers - Staying Visitor



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%	7.6%	10.7%	18.1%	22.6%	24.2%	41.5%	49.6%	59.8%	-21.1%	42.0%
Visitor Numbers		0.5%	-2.6%	-2.6%	5.8%	7.6%	5.7%	15.4%	17.0%	22.1%	-43.9%	0.9%
Visitor Days		-0.7%	-2.1%	-2.5%	0.4%	4.0%	3.8%	14.3%	16.7%	23.4%	-41.2%	6.6%
Direct Employment		-1.8%	-0.4%	1.5%	3.7%	4.0%	1.8%	7.2%	9.5%	11.6%	-39.5%	-2.2%

"Linear" = Linear Trendline

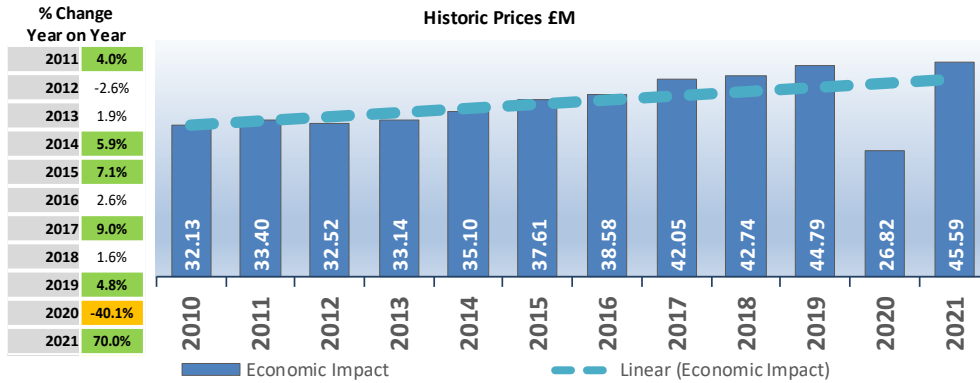
STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
Historic Prices

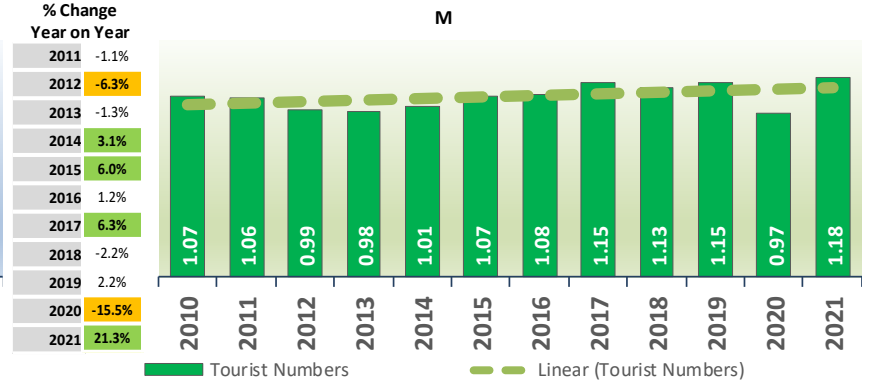
DAY VISITOR

KEY MEASURES
Historic Prices

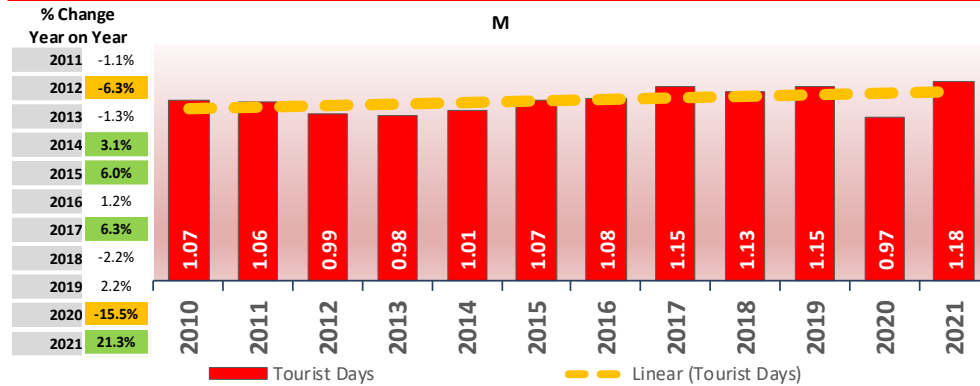
Economic Impact - Historic Prices - Day Visitor



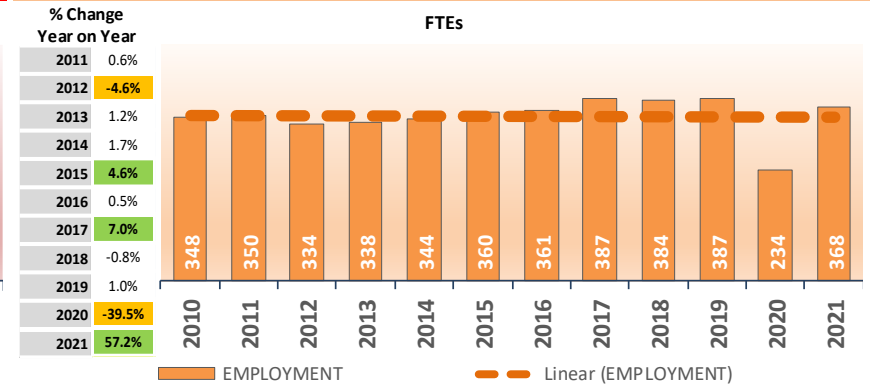
Visitor Numbers - Day Visitor



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

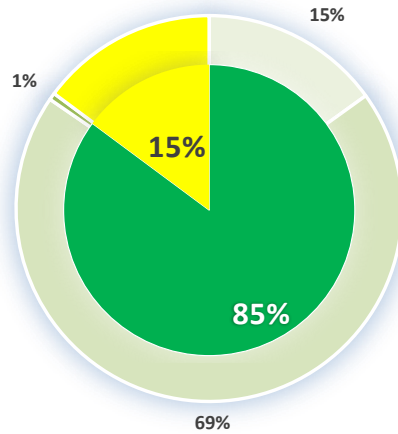
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2021 - M - Share of Total

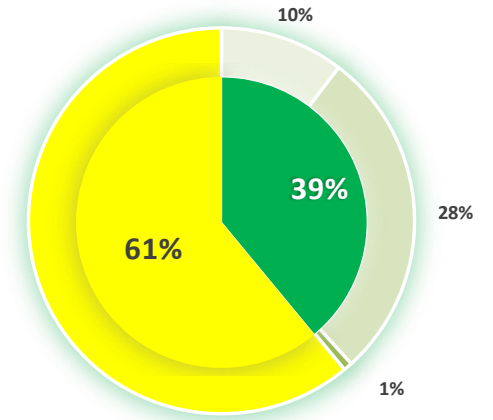
TOTAL
£307.34m

	£M
Serviced	46.28
Non-Serviced	213.66
SFR	1.80
Staying Visitor	261.74
Day Visitor	45.59
Total	307.34



TOTAL
1.93m

	M
Serviced	0.20
Non-Serviced	0.54
SFR	0.01
Staying Visitor	0.75
Day Visitor	1.18
Total	1.93

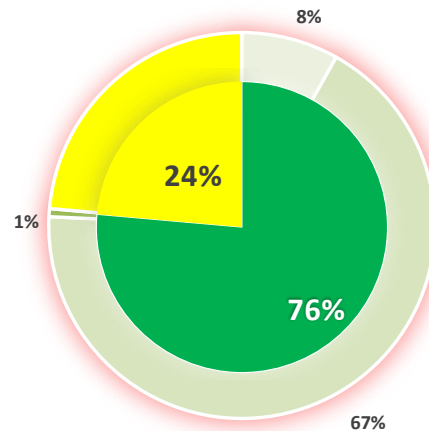


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

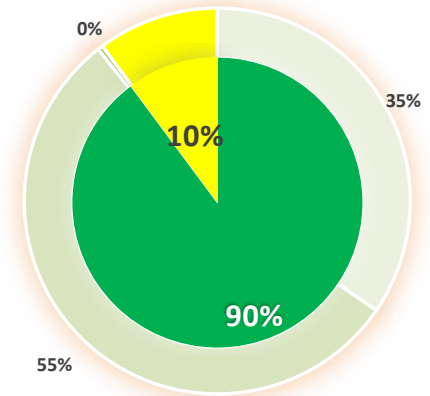
TOTAL
5.00m

	M
Serviced	0.41
Non-Serviced	3.38
SFR	0.03
Staying Visitor	3.82
Day Visitor	1.18
Total	5.00



TOTAL
3,623 Direct FTEs
4,365 Total FTEs

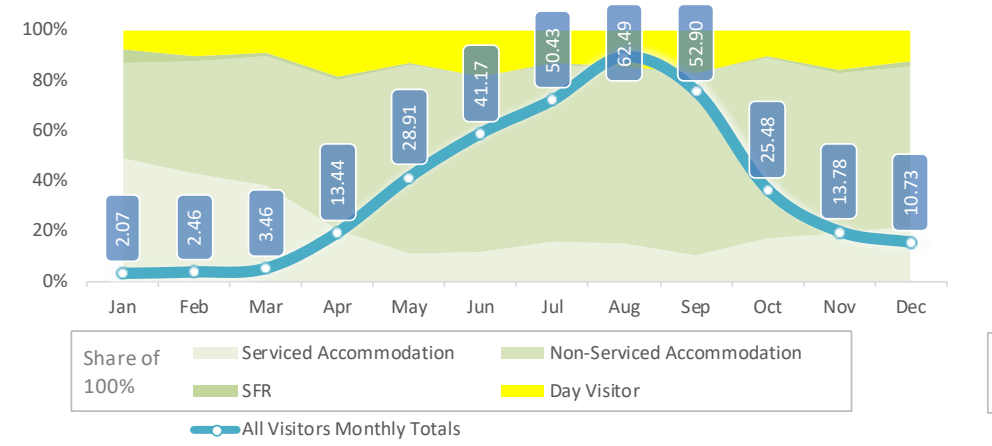
	FTEs
Serviced	1,254
Non-Serviced	1,987
SFR	15
Staying Visitor	3,255
Day Visitor	368
Total	4,365



STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

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

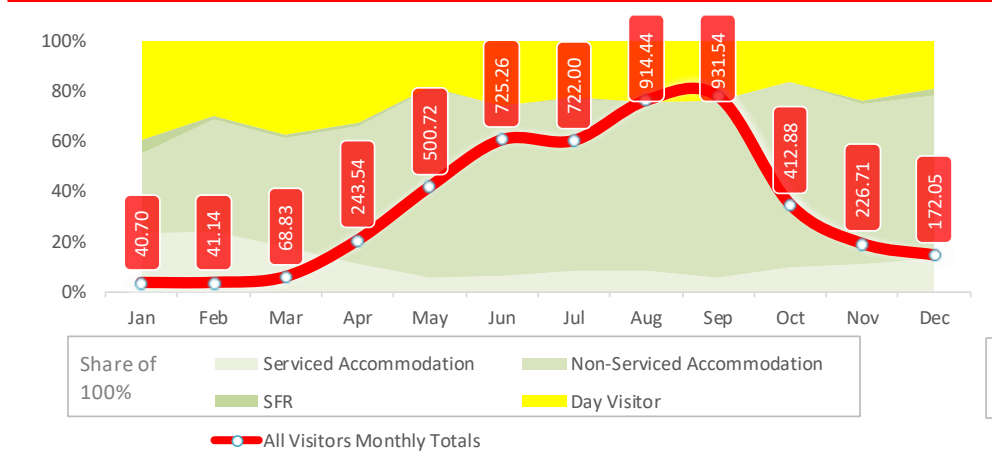
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



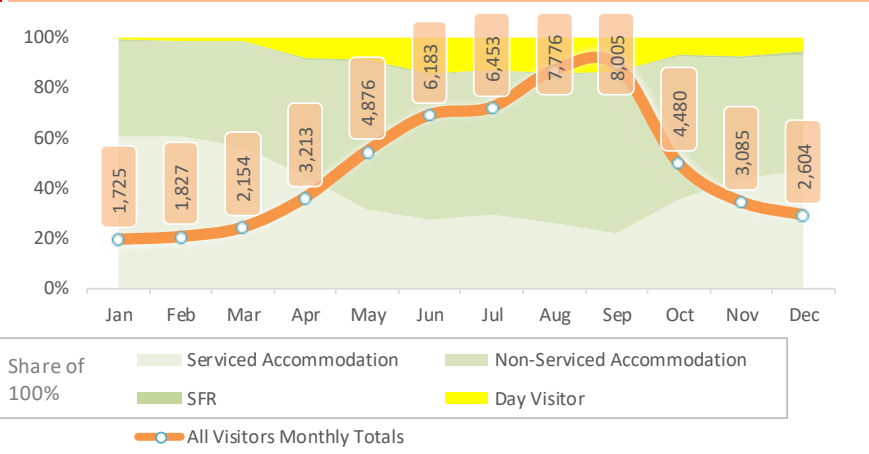
Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



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



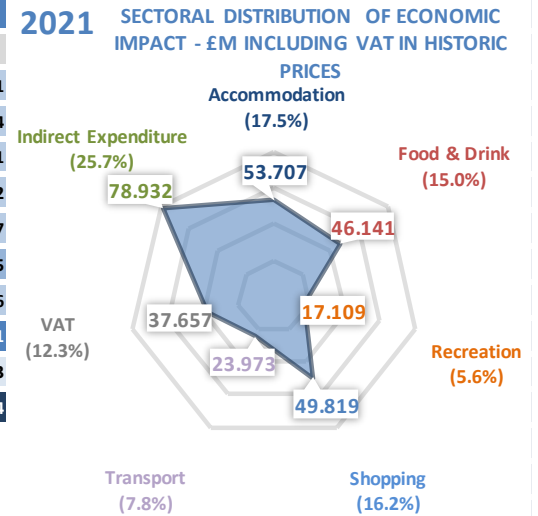
Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month



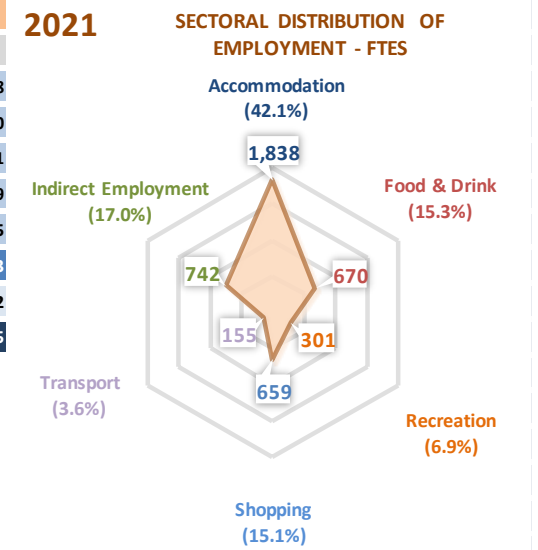
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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

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	39.28	40.13	42.02	43.16	46.73	47.65	48.39	56.35	59.20	61.12	34.46	53.71
Food & Drink	£M	33.33	34.04	34.48	35.47	37.68	39.58	40.06	44.79	47.12	50.71	27.42	46.14
Recreation	£M	12.17	12.46	12.61	12.93	13.70	14.43	14.63	16.33	17.15	18.69	10.12	17.11
Shopping	£M	35.70	36.38	36.69	37.66	39.76	41.91	42.57	47.50	49.91	53.59	27.58	49.82
Transport	£M	17.22	17.64	17.84	18.30	19.39	20.41	20.70	23.04	24.21	26.35	13.13	23.97
Direct Revenue	£M	137.70	140.66	143.64	147.52	157.26	163.98	166.34	188.00	197.59	210.46	112.71	190.75
VAT	£M	24.10	28.13	28.73	29.50	31.45	32.80	33.27	37.60	39.52	42.09	15.17	37.66
Direct Expenditure	£M	161.80	168.79	172.37	177.03	188.71	196.78	199.61	225.60	237.11	252.55	127.88	228.41
Indirect Expenditure	£M	54.65	57.02	58.52	60.13	64.11	66.83	67.81	77.29	81.34	86.71	44.44	78.93
TOTAL	£M	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	FTEs	2,058	1,964	2,018	2,052	2,102	2,068	1,998	1,986	2,004	1,992	1,179	1,838
Food & Drink	FTEs	637	643	638	651	664	681	675	741	761	789	414	670
Recreation	FTEs	282	285	283	288	293	301	299	328	336	353	185	301
Shopping	FTEs	622	626	618	630	639	657	654	716	735	760	380	659
Transport	FTEs	147	149	147	150	153	157	156	170	175	183	89	155
Direct Employment	FTEs	3,746	3,667	3,704	3,771	3,850	3,865	3,782	3,941	4,010	4,078	2,247	3,623
Indirect Employment	FTEs	689	695	699	713	730	743	738	826	849	872	459	742
TOTAL	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365

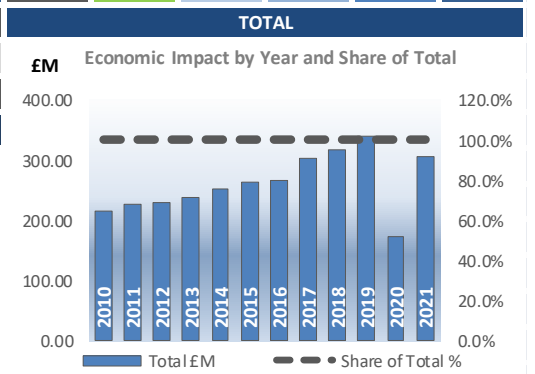


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													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											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2010 to 2021		-41.5%	-43.4%	-52.5%	-27.4%	18.2%	44.6%	46.7%	50.6%	70.5%	95.2%	175.8%	122.0%	42.0%	Annual Change	-47.3%	16.9%	55.1%	118.5%	
% Change 2020 to 2021		-71.8%	-64.4%	-26.0%	2419.0%	3799.8%	1644.6%	66.8%	25.8%	16.0%	41.5%	2053.9%	93.4%	78.4%	Annual Change	-57.8%	2197.8%	32.1%	106.7%	
Average Annual Change		-3.8%	-3.9%	-4.8%	-2.5%	1.7%	4.1%	4.2%	4.6%	6.4%	8.7%	16.0%	11.1%	3.8%	Annual Change	-4.3%	1.5%	5.0%	10.8%	
2010	£M	3.542	4.351	7.294	18.52	24.46	28.48	34.39	41.51	31.02	13.05	4.998	4.835	216.45		15.19	71.45	106.92	22.89	
2011	£M	5.026	5.607	8.874	20.27	26.56	28.48	33.30	40.10	30.76	14.61	6.723	5.495	225.81	4.3%	19.51	75.32	104.15	26.83	
2012	£M	5.145	6.325	9.356	20.03	26.00	29.23	34.17	41.84	30.91	14.35	7.128	6.408	230.89	2.2%	20.83	75.26	106.92	27.88	
2013	£M	5.228	6.392	9.737	18.92	27.61	28.31	35.58	44.99	31.07	14.89	7.388	7.029	237.16	2.7%	21.36	74.85	111.65	29.31	
2014	£M	5.484	6.445	10.12	20.52	28.43	28.93	38.68	48.07	33.53	16.02	8.861	7.729	252.82	6.6%	22.05	77.88	120.28	32.61	
2015	£M	5.857	6.956	10.87	20.79	29.50	30.24	41.01	49.54	35.07	16.79	8.965	8.017	263.61	4.3%	23.68	80.53	125.62	33.78	
2016	£M	5.774	7.089	10.94	20.58	29.60	31.31	41.41	50.77	35.58	17.13	9.106	8.131	267.42	1.4%	23.80	81.50	127.76	34.37	
2017	£M	6.448	8.821	11.24	25.09	32.74	34.18	45.03	55.30	41.97	20.41	11.25	10.41	302.89	13.3%	26.51	92.00	142.30	42.08	
2018	£M	6.866	9.337	11.80	25.10	35.16	35.99	47.14	58.68	43.45	21.45	12.16	11.31	318.45	5.1%	28.01	96.24	149.28	44.92	
2019	£M	7.382	9.504	12.40	27.85	38.15	38.90	51.10	61.90	45.18	22.22	12.92	11.75	339.25	6.5%	29.29	104.90	158.18	46.89	
2020	£M	7.359	6.927	4.679	0.533	0.741	2.360	30.24	49.69	45.60	18.00	0.640	5.548	172.31	-49.2%	18.96	3.635	125.52	24.19	
2021	£M	2.072	2.464	3.461	13.44	28.91	41.17	50.43	62.49	52.90	25.48	13.78	10.73	307.34	78.4%	7.997	83.52	165.82	50.00	

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL	
Total	£M	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34		
All Visitor Types	£M	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34		
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	%														

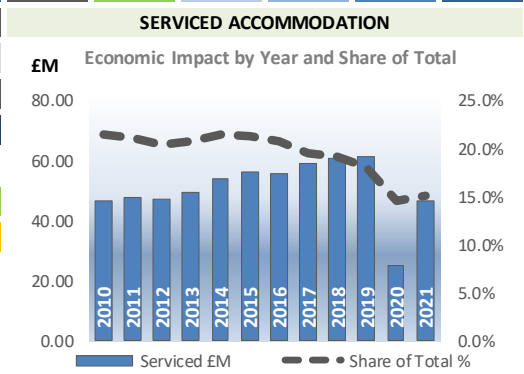


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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-35.4%	-21.1%	-36.0%	-45.7%	-34.9%	-10.3%	13.2%	16.7%	8.7%	27.4%	100.3%	84.5%	-0.2%		-31.8%	-29.8%	13.5%	55.2%	
% Change 2020 to 2021		-48.2%	-45.3%	60.9%	1027.7%	1085.8%	1128.2%	118.9%	24.5%	28.4%	51.0%	840.3%	170.2%	83.9%		-28.0%	1088.6%	47.1%	130.3%	
Average Annual Change		-3.2%	-1.9%	-3.3%	-4.2%	-3.2%	-0.9%	1.2%	1.5%	0.8%	2.5%	9.1%	7.7%	0.0%		-2.9%	-2.7%	1.2%	5.0%	
2010	£M	1.571	1.340	2.071	5.083	4.807	5.405	6.837	8.161	5.076	3.455	1.297	1.284	46.39		4.982	15.30	20.07	6.036	
2011	£M	1.875	1.658	2.162	5.181	4.536	5.069	6.939	8.749	5.105	3.443	1.391	1.396	47.50	2.4%	5.695	14.79	20.79	6.231	
2012	£M	1.869	1.669	2.376	4.730	4.246	5.303	6.813	8.687	5.247	3.276	1.457	1.462	47.13	-0.8%	5.914	14.28	20.75	6.195	
2013	£M	1.830	1.508	2.293	4.419	4.830	5.098	7.292	9.803	5.320	3.382	1.641	1.639	49.06	4.1%	5.632	14.35	22.41	6.662	
2014	£M	2.063	1.503	2.278	4.568	5.567	5.386	9.261	10.78	5.593	3.552	1.756	1.816	54.12	10.3%	5.844	15.52	25.63	7.124	
2015	£M	2.293	1.802	2.687	4.647	5.632	5.646	9.748	10.51	5.752	3.628	1.798	1.851	55.99	3.5%	6.783	15.92	26.01	7.277	
2016	£M	2.143	1.831	2.522	4.543	5.372	5.507	9.855	10.69	5.778	3.569	1.755	1.853	55.42	-1.0%	6.496	15.42	26.32	7.178	
2017	£M	2.160	2.266	2.460	5.338	5.390	5.981	8.895	9.938	6.259	4.511	2.840	2.885	58.92	6.3%	6.886	16.71	25.09	10.24	
2018	£M	2.228	2.314	2.463	5.362	5.651	6.183	9.171	10.54	6.256	4.693	2.927	2.952	60.74	3.1%	7.006	17.20	25.96	10.57	
2019	£M	2.295	2.319	2.492	5.410	5.736	6.269	9.198	10.60	6.307	4.876	2.982	2.882	61.36	1.0%	7.106	17.42	26.10	10.74	
2020	£M	1.960	1.934	0.825	0.245	0.264	0.395	3.533	7.647	4.299	2.914	0.276	0.877	25.17	-59.0%	4.718	0.904	15.48	4.067	
2021	£M	1.015	1.058	1.326	2.761	3.131	4.849	7.736	9.521	5.519	4.401	2.597	2.369	46.28	83.9%	3.399	10.74	22.78	9.366	

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Serviced	£M	46.39	47.50	47.13	49.06	54.12	55.99	55.42	58.92	60.74	61.36	25.17	46.28		
All Visitor Types	£M	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34		
Share of Total	%	21.4%	21.0%	20.4%	20.7%	21.4%	21.2%	20.7%	19.5%	19.1%	18.1%	14.6%	15.1%		
Annual Change in Share	%		-1.8%	-3.0%	1.3%	3.5%	-0.8%	-2.4%	-6.1%	-2.0%	-5.2%	-19.2%	3.1%		
Change in Share from 2010	%		-1.8%	-4.7%	-3.5%	-0.1%	-0.9%	-3.3%	-9.2%	-11.0%	-15.6%	-31.8%	-29.7%		
Avg Ann. Change in Share	%		-1.8%	-2.4%	-1.2%	0.0%	-0.2%	-0.6%	-1.3%	-1.4%	-1.7%	-3.2%	-2.7%		

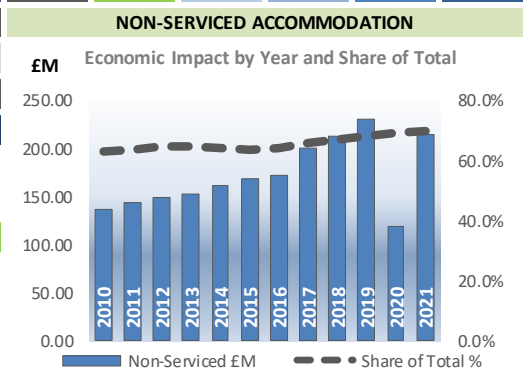


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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

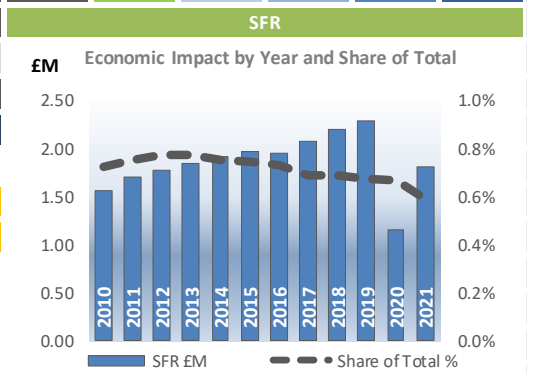
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Annual Change
An increase 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		-40.3%	-54.9%	-60.8%	-18.1%	31.5%	49.1%	57.4%	55.2%	104.0%	142.0%	209.7%	173.3%	56.7%	-55.9%	28.3%	69.0%	163.0%	
% Change 2020 to 2021		-83.6%	-74.9%	-47.7%	2835.0%	5408.8%	4611.3%	58.9%	24.4%	21.3%	48.7%	2824.0%	87.1%	79.3%	-70.8%	4479.6%	32.0%	109.2%	
Average Annual Change		-3.7%	-5.0%	-5.5%	-1.6%	2.9%	4.5%	5.2%	5.0%	9.5%	12.9%	19.1%	15.8%	5.2%	-5.1%	2.6%	6.3%	14.8%	
2010	£M	1.304	2.457	4.562	9.768	16.60	19.17	22.74	28.15	18.73	7.538	2.859	2.479	136.37	8.323	45.54	69.63	12.88	
2011	£M	2.440	3.283	5.930	11.27	18.67	19.16	21.90	25.99	18.43	9.142	4.214	2.787	143.21	11.65	49.10	66.32	16.14	
2012	£M	2.532	3.883	6.133	11.68	18.46	19.91	22.70	27.91	19.19	9.180	4.315	3.581	149.46	12.55	50.05	69.79	17.08	
2013	£M	2.710	3.999	6.648	11.30	18.79	19.55	23.65	29.32	19.18	9.456	4.632	3.889	153.13	13.36	49.64	72.16	17.98	
2014	£M	2.871	4.262	7.092	11.85	18.99	19.77	24.54	31.26	20.74	10.30	5.715	4.286	161.68	14.22	50.61	76.54	20.30	
2015	£M	2.982	4.396	7.365	12.26	19.78	20.45	25.56	32.74	21.59	10.64	5.882	4.415	168.06	14.74	52.49	79.89	20.94	
2016	£M	3.048	4.449	7.392	12.38	20.10	20.81	26.04	33.60	22.24	10.87	6.011	4.528	171.48	14.89	53.29	81.89	21.41	
2017	£M	3.668	5.759	8.009	15.22	22.29	23.35	30.50	37.43	27.64	13.17	7.037	5.756	199.84	17.44	60.87	95.57	25.96	
2018	£M	3.989	6.220	8.566	15.17	24.37	24.89	32.24	40.02	28.96	13.98	7.836	6.524	212.77	18.77	64.43	101.23	28.34	
2019	£M	4.384	6.342	9.074	17.56	27.05	27.53	35.78	42.94	30.27	14.48	8.437	6.956	230.81	19.80	72.14	108.99	29.88	
2020	£M	4.745	4.407	3.419	0.273	0.396	0.607	22.52	35.10	31.51	12.27	0.303	3.621	119.18	12.57	1.276	89.14	16.19	
2021	£M	0.779	1.107	1.786	8.001	21.84	28.58	35.80	43.68	38.22	18.24	8.854	6.774	213.66	3.672	58.42	117.70	33.87	

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	136.37	143.21	149.46	153.13	161.68	168.06	171.48	199.84	212.77	230.81	119.18	213.66		
All Visitor Types	£M	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34		
Share of Total	%	63.0%	63.4%	64.7%	64.6%	64.0%	63.8%	64.1%	66.0%	66.8%	68.0%	69.2%	69.5%		
Annual Change in Share	%		0.7%	2.1%	-0.3%	-1.0%	-0.3%	0.6%	2.9%	1.3%	1.8%	1.7%	0.5%		
Change in Share from 2010	%		0.7%	2.7%	2.5%	1.5%	1.2%	1.8%	4.7%	6.0%	8.0%	9.8%	10.3%		
Avg Ann. Change in Share	%		0.7%	1.4%	0.8%	0.4%	0.2%	0.3%	0.7%	0.8%	0.9%	1.0%	0.9%		



STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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%	Annual Change	-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%	Annual Change	-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	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34		
Share of Total	%	0.7%	0.8%	0.8%	0.8%	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.6%		
Annual Change in Share	%		3.9%	2.5%	0.4%	-2.5%	-1.6%	-2.2%	-5.4%	0.3%	-2.1%	-1.3%	-12.2%		
Change in Share from 2010	%		3.9%	6.4%	6.8%	4.2%	2.6%	0.3%	-5.2%	-4.8%	-6.8%	-8.0%	-19.2%		
Avg Ann. Change in Share	%		3.9%	3.2%	2.3%	1.0%	0.5%	0.0%	-0.7%	-0.6%	-0.8%	-0.8%	-1.7%		



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STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-37.8%	-43.1%	-53.0%	-27.6%	16.5%	36.2%	47.1%	46.5%	83.6%	105.6%	174.6%	138.5%	42.0%	Annual Change	-46.8%	13.6%	56.5%	127.5%
% Change 2020 to 2021		-72.8%	-65.8%	-26.4%	1979.1%	3677.3%	3239.8%	67.2%	24.5%	22.1%	49.0%	1881.3%	103.1%	79.9%	Annual Change	-59.0%	3071.1%	34.3%	113.5%
Average Annual Change		-3.4%	-3.9%	-4.8%	-2.5%	1.5%	3.3%	4.3%	4.2%	7.6%	9.6%	15.9%	12.6%	3.8%	Annual Change	-4.3%	1.2%	5.1%	11.6%
2010	£M	3.080	3.864	6.716	15.06	21.55	24.68	29.75	36.49	23.90	11.08	4.218	3.942	184.32		13.66	61.29	90.14	19.24
2011	£M	4.567	5.021	8.185	16.67	23.35	24.33	29.01	34.92	23.63	12.68	5.676	4.379	192.42	4.4%	17.77	64.35	87.56	22.73
2012	£M	4.662	5.637	8.607	16.64	22.85	25.32	29.69	36.78	24.53	12.55	5.846	5.256	198.38	3.1%	18.91	64.81	91.00	23.65
2013	£M	4.808	5.594	9.043	15.95	23.77	24.76	31.13	39.32	24.61	12.94	6.352	5.750	204.02	2.8%	19.44	64.48	95.06	25.04
2014	£M	5.214	5.856	9.474	16.65	24.72	25.28	34.00	42.25	26.44	13.95	7.553	6.335	217.72	6.7%	20.54	66.64	102.68	27.84
2015	£M	5.566	6.292	10.16	17.14	25.58	26.21	35.50	43.46	27.45	14.38	7.764	6.504	226.01	3.8%	22.02	68.93	106.41	28.65
2016	£M	5.479	6.374	10.02	17.16	25.63	26.44	36.09	44.50	28.13	14.54	7.850	6.619	228.84	1.3%	21.87	69.23	108.72	29.01
2017	£M	6.131	8.129	10.58	20.82	27.85	29.46	39.59	47.58	34.02	17.79	9.970	8.912	260.84	14.0%	24.84	78.13	121.20	36.67
2018	£M	6.538	8.643	11.15	20.79	30.20	31.20	41.62	50.79	35.34	18.79	10.86	9.764	275.70	5.7%	26.33	82.20	127.75	39.42
2019	£M	7.020	8.774	11.69	23.25	32.97	33.93	45.20	53.77	36.71	19.49	11.52	10.14	294.46	6.8%	27.48	90.16	135.67	41.15
2020	£M	7.038	6.422	4.288	0.524	0.665	1.006	26.18	42.94	35.93	15.28	0.585	4.629	145.49	-50.6%	17.75	2.195	105.06	20.49
2021	£M	1.914	2.199	3.157	10.90	25.11	33.61	43.77	53.44	43.88	22.77	11.58	9.402	261.74	79.9%	7.270	69.62	141.09	43.76

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	184.32	192.42	198.38	204.02	217.72	226.01	228.84	260.84	275.70	294.46	145.49	261.74		
All Visitor Types	£M	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34		
Share of Total	%	85.2%	85.2%	85.9%	86.0%	86.1%	85.7%	85.6%	86.1%	86.6%	86.8%	84.4%	85.2%		
Annual Change in Share	%		0.1%	0.8%	0.1%	0.1%	-0.4%	-0.2%	0.6%	0.5%	0.3%	-2.7%	0.9%		
Change in Share from 2010	%		0.1%	0.9%	1.0%	1.1%	0.7%	0.5%	1.1%	1.7%	1.9%	-0.8%	0.0%		
Avg Ann. Change in Share	%		0.1%	0.4%	0.3%	0.3%	0.1%	0.1%	0.2%	0.2%	0.2%	-0.1%	0.0%		

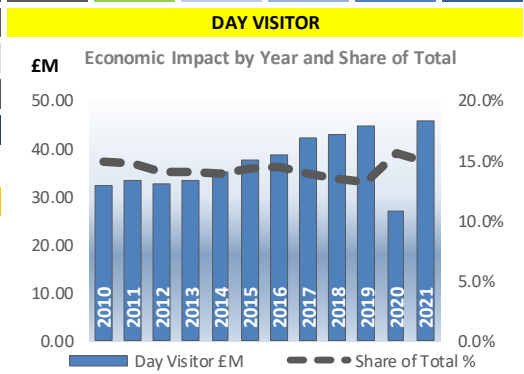


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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 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%	Annual Change	-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	216.45	225.81	230.89	237.16	252.82	263.61	267.42	302.89	318.45	339.25	172.31	307.34		
Share of Total	%	14.8%	14.8%	14.1%	14.0%	13.9%	14.3%	14.4%	13.9%	13.4%	13.2%	15.6%	14.8%		
Annual Change in Share	%		-0.4%	-4.8%	-0.8%	-0.6%	2.7%	1.1%	-3.8%	-3.3%	-1.6%	17.9%	-4.7%		
Change in Share from 2010	%		-0.4%	-5.1%	-5.8%	-6.5%	-3.9%	-2.8%	-6.5%	-9.6%	-11.0%	4.9%	0.0%		
Avg Ann. Change in Share	%		-0.4%	-2.6%	-1.9%	-1.6%	-0.8%	-0.5%	-0.9%	-1.2%	-1.2%	0.5%	0.0%		



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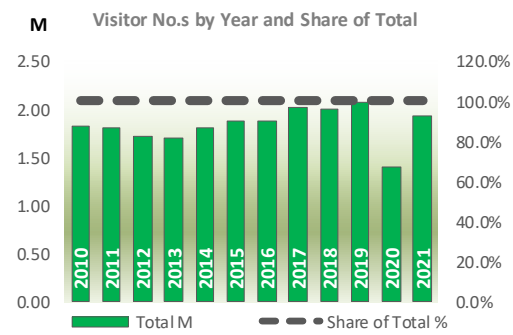
Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

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 GREATER EXMOOR													2010 to 2021	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		Annual Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		Annual Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		Q1	Q2	Q3	Q4
% Change 2010 to 2021		-27.5%	-38.5%	-26.4%	-35.6%	-10.2%	26.1%	6.5%	21.1%	5.8%	13.5%	103.4%	27.4%	6.3%	-30.4%	-4.2%	11.1%	36.1%	
% Change 2020 to 2021		-28.5%	-41.2%	39.5%	1700.9%	322.1%	375.2%	36.7%	6.8%	-18.1%	-1.0%	217.2%	20.6%	38.9%	-16.1%	434.7%	1.8%	33.9%	
Average Annual Change		-2.5%	-3.5%	-2.4%	-3.2%	-0.9%	2.4%	0.6%	1.9%	0.5%	1.2%	9.4%	2.5%	0.6%	-2.8%	-0.4%	1.0%	3.3%	
2010	M	0.036	0.038	0.049	0.180	0.192	0.226	0.254	0.293	0.333	0.121	0.047	0.050	1.820		0.123	0.597	0.881	0.219
2011	M	0.040	0.043	0.056	0.187	0.200	0.228	0.230	0.276	0.318	0.116	0.060	0.057	1.812	-0.4%	0.139	0.615	0.824	0.234
2012	M	0.039	0.047	0.057	0.172	0.187	0.215	0.226	0.265	0.284	0.106	0.066	0.059	1.722	-5.0%	0.143	0.574	0.775	0.231
2013	M	0.036	0.048	0.053	0.152	0.209	0.194	0.221	0.281	0.282	0.110	0.061	0.062	1.709	-0.7%	0.137	0.555	0.784	0.233
2014	M	0.036	0.045	0.055	0.177	0.205	0.194	0.238	0.294	0.303	0.115	0.073	0.067	1.802	5.4%	0.136	0.577	0.835	0.254
2015	M	0.036	0.048	0.057	0.169	0.212	0.205	0.263	0.304	0.317	0.124	0.070	0.070	1.875	4.1%	0.142	0.586	0.884	0.264
2016	M	0.036	0.049	0.061	0.161	0.207	0.228	0.256	0.305	0.309	0.126	0.068	0.069	1.875	0.0%	0.146	0.596	0.870	0.263
2017	M	0.038	0.054	0.053	0.192	0.233	0.226	0.258	0.342	0.332	0.135	0.076	0.076	2.015	7.5%	0.145	0.650	0.933	0.287
2018	M	0.038	0.054	0.053	0.185	0.233	0.224	0.256	0.343	0.328	0.134	0.077	0.077	2.002	-0.7%	0.145	0.643	0.926	0.287
2019	M	0.040	0.055	0.055	0.196	0.243	0.230	0.269	0.350	0.334	0.136	0.080	0.078	2.065	3.1%	0.149	0.669	0.953	0.293
2020	M	0.037	0.039	0.026	0.006	0.041	0.060	0.198	0.332	0.430	0.139	0.030	0.053	1.393	-32.6%	0.102	0.107	0.961	0.223
2021	M	0.026	0.023	0.036	0.116	0.172	0.284	0.271	0.355	0.353	0.138	0.096	0.064	1.935	38.9%	0.086	0.572	0.979	0.298

VISITOR NUMBERS													TOTAL	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Total	M	1.820	1.812	1.722	1.709	1.802	1.875	1.875	2.015	2.002	2.065	1.393	1.935	
All Visitor Types	M	1.820	1.812	1.722	1.709	1.802	1.875	1.875	2.015	2.002	2.065	1.393	1.935	
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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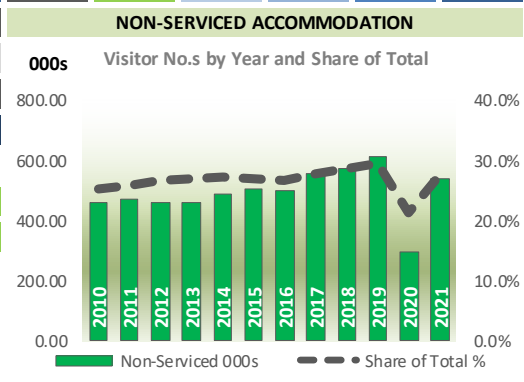
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
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		-42.3%	-33.2%	-53.3%	-56.3%	-50.0%	-35.2%	-26.8%	-21.6%	-12.8%	-8.1%	67.9%	38.0%	-26.4%	Annual Change	-43.0%	-46.8%	-21.1%	19.1%	
% Change 2020 to 2021		-48.9%	-46.4%	57.7%	991.9%	1056.6%	1095.1%	113.1%	21.6%	25.8%	47.9%	821.8%	163.6%	74.2%	Annual Change	-36.5%	1054.6%	42.9%	137.5%	
Average Annual Change		-3.8%	-3.0%	-4.8%	-5.1%	-4.5%	-3.2%	-2.4%	-2.0%	-1.2%	-0.7%	6.2%	3.5%	-2.4%	Annual Change	-3.9%	-4.3%	-1.9%	1.7%	
2010	000s	12.4	11.2	11.3	28.8	29.1	31.7	37.6	41.9	28.4	22.5	9.1	8.9	272.8		34.9	89.6	107.9	40.6	
2011	000s	14.7	12.9	11.3	27.9	26.2	28.6	34.7	39.9	28.5	20.8	9.7	9.7	265.0	-2.9%	38.9	82.8	103.2	40.2	
2012	000s	14.1	12.4	12.1	24.3	23.4	28.9	31.3	37.8	26.9	19.0	10.1	9.8	250.2	-5.6%	38.7	76.6	96.1	38.8	
2013	000s	13.5	11.3	11.2	22.8	26.2	26.0	31.4	39.4	26.8	19.2	12.0	10.5	250.3	0.0%	35.9	75.0	97.6	41.8	
2014	000s	16.8	12.4	12.2	23.5	30.0	27.3	41.6	45.2	29.3	20.4	12.9	11.8	283.5	13.3%	41.4	80.8	116.2	45.2	
2015	000s	17.1	13.7	12.7	22.5	29.4	27.1	41.2	43.7	29.4	19.8	12.6	11.4	280.8	-1.0%	43.5	79.1	114.3	43.9	
2016	000s	16.6	14.1	11.2	23.1	27.6	26.0	40.4	42.3	28.9	18.7	11.6	11.3	271.8	-3.2%	41.8	76.6	111.6	41.7	
2017	000s	16.5	17.4	10.6	26.5	27.2	27.6	35.5	38.4	30.5	23.1	18.2	16.3	288.0	6.0%	44.5	81.3	104.5	57.6	
2018	000s	16.4	17.1	10.2	25.7	27.5	27.5	34.8	38.7	29.4	23.2	18.1	16.2	284.9	-1.1%	43.8	80.7	103.0	57.4	
2019	000s	16.6	16.9	10.2	25.5	27.4	27.4	34.6	38.6	29.2	23.7	18.1	15.6	283.8	-0.4%	43.7	80.3	102.4	57.4	
2020	000s	14.0	13.9	3.3	1.2	1.3	1.7	12.9	27.0	19.7	14.0	1.7	4.7	115.3	-59.4%	31.3	4.1	59.6	20.3	
2021	000s	7.2	7.5	5.3	12.6	14.5	20.6	27.5	32.8	24.7	20.7	15.3	12.3	200.9	74.2%	19.9	47.7	85.1	48.3	

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	
Serviced	000s	272.8	265.0	250.2	250.3	283.5	280.8	271.8	288.0	284.9	283.8	115.3	200.9	Visitor No.s by Year and Share of Total	
All Visitor Types	M	1.8	1.8	1.7	1.7	1.8	1.9	1.9	2.0	2.0	2.1	1.4	1.9		
Share of Total	%	15.0%	14.6%	14.5%	14.6%	15.7%	15.0%	14.5%	14.3%	14.2%	13.7%	8.3%	10.4%		
Annual Change in Share	%		-2.4%	-0.7%	0.8%	7.5%	-4.8%	-3.2%	-1.4%	-0.4%	-3.4%	-39.7%	25.4%		
Change in Share from 2010	%		-2.4%	-3.1%	-2.3%	5.0%	-0.1%	-3.3%	-4.7%	-5.1%	-8.3%	-44.7%	-30.7%		
Avg Ann. Change in Share	%		-2.4%	-1.5%	-0.8%	1.2%	0.0%	-0.5%	-0.7%	-0.6%	-0.9%	-4.5%	-2.8%		



STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		NON-SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
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		-68.2%	-68.3%	-73.1%	-34.9%	-1.8%	14.6%	28.2%	18.2%	57.7%	53.6%	123.1%	73.1%	17.7%	Annual Change	-70.8%	-2.1%	33.6%	72.0%
% Change 2020 to 2021		-83.8%	-75.2%	-48.4%	2797.1%	5338.1%	4550.8%	57.2%	23.0%	19.7%	46.7%	2786.8%	84.9%	82.8%	Annual Change	-70.8%	4427.6%	29.5%	109.8%
Average Annual Change		-6.2%	-6.2%	-6.6%	-3.2%	-0.2%	1.3%	2.6%	1.7%	5.2%	4.9%	11.2%	6.6%	1.6%	Annual Change	-6.4%	-0.2%	3.1%	6.5%
2010	000s	6.1	9.4	17.8	34.0	63.6	65.9	60.2	82.0	66.0	32.0	11.3	10.0	458.3		33.3	163.6	208.1	53.2
2011	000s	7.9	11.0	21.8	43.1	69.6	66.7	57.4	69.7	61.9	33.3	16.5	10.3	469.2	2.4%	40.7	179.5	189.0	60.1
2012	000s	7.8	12.9	20.6	41.8	66.1	64.9	55.7	71.3	60.8	31.0	16.0	12.0	460.7	-1.8%	41.2	172.8	187.7	59.0
2013	000s	7.5	12.6	20.3	39.7	67.7	61.5	56.2	72.2	62.5	31.7	17.5	11.9	461.2	0.1%	40.4	168.9	190.9	61.1
2014	000s	8.6	14.5	23.5	40.6	66.7	60.5	59.9	79.1	68.7	34.1	21.1	12.9	490.2	6.3%	46.5	167.8	207.8	68.1
2015	000s	8.4	14.6	23.2	41.1	69.6	61.6	63.0	84.9	69.9	34.8	21.8	13.0	505.9	3.2%	46.2	172.3	217.8	69.6
2016	000s	8.8	13.9	23.0	39.7	66.4	63.5	64.0	85.0	69.9	34.0	19.9	13.3	501.4	-0.9%	45.7	169.7	218.9	67.2
2017	000s	10.0	17.0	23.5	46.3	70.1	67.8	71.9	90.9	82.6	38.9	22.0	16.0	557.0	11.1%	50.6	184.1	245.4	76.9
2018	000s	10.5	17.8	24.2	44.4	73.7	69.6	73.5	94.1	83.3	39.7	23.6	17.5	571.9	2.7%	52.5	187.7	250.9	80.8
2019	000s	11.4	17.8	25.3	50.8	80.9	73.4	80.8	100.0	86.1	40.7	25.0	18.4	610.6	6.8%	54.5	205.1	266.9	84.1
2020	000s	12.0	12.1	9.3	0.8	1.1	1.6	49.1	78.8	86.9	33.4	0.9	9.3	295.2	-51.6%	33.3	3.5	214.7	43.6
2021	000s	1.9	3.0	4.8	22.2	62.5	75.6	77.1	96.9	104.0	49.1	25.3	17.2	539.6	82.8%	9.7	160.2	278.1	91.6

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	
Non-Serviced	000s	458.3	469.2	460.7	461.2	490.2	505.9	501.4	557.0	571.9	610.6	295.2	539.6	Visitor No.s by Year and Share of Total	
All Visitor Types	M	1.8	1.8	1.7	1.7	1.8	1.9	1.9	2.0	2.0	2.1	1.4	1.9		
Share of Total	%	25.2%	25.9%	26.8%	27.0%	27.2%	27.0%	26.7%	27.6%	28.6%	29.6%	21.2%	27.9%		
Annual Change in Share	%		2.8%	3.3%	0.8%	0.8%	-0.8%	-0.9%	3.3%	3.4%	3.5%	-28.3%	31.5%		
Change in Share from 2010	%		2.8%	6.3%	7.1%	8.0%	7.1%	6.2%	9.8%	13.5%	17.4%	-15.8%	10.8%		
Avg Ann. Change in Share	%		2.8%	3.1%	2.4%	2.0%	1.4%	1.0%	1.4%	1.7%	1.9%	-1.6%	1.0%		



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STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR												TOTAL					
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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%	-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	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	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	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	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	4.6		4.7	4.5	3.9
2016	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	1.9	17.4	4.5		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	4.6		4.8	4.5	4.2
2018	000s	2.6	1.0	1.1	2.0	1.6	1.3	1.7	1.7	1.1	1.1	1.0	2.2	18.4	4.7		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	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	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	1.9	14.3	1.6		3.7	4.7	4.2	

VISITOR NUMBERS													SFR		
SHARE OF MARKET		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	1.8	1.8	1.7	1.7	1.8	1.9	1.9	2.0	2.0	2.1	1.4	1.9		
Share of Total	%	0.9%	0.9%	1.0%	1.0%	1.0%	0.9%	0.9%	0.9%	0.9%	0.9%	0.7%	0.7%		
Annual Change in Share	%		3.6%	6.1%	0.6%	-4.1%	-2.4%	-2.1%	-2.8%	2.2%	-1.4%	-28.2%	13.3%		
Change in Share from 2010	%		3.6%	9.9%	10.6%	6.0%	3.4%	1.3%	-1.6%	0.6%	-0.8%	-28.8%	-19.3%		
Avg Ann. Change in Share	%		3.6%	5.0%	3.5%	1.5%	0.7%	0.2%	-0.2%	0.1%	-0.1%	-2.9%	-1.8%		



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

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-51.4%	-49.8%	-65.3%	-44.9%	-17.0%	-1.3%	7.0%	4.7%	36.2%	27.8%	97.1%	52.4%	0.9%	Annual Change	-56.7%	-18.0%	14.8%	48.1%	
% Change 2020 to 2021		-64.9%	-59.7%	-19.8%	1717.1%	3103.3%	2783.3%	69.0%	22.7%	20.8%	46.9%	1515.4%	110.0%	79.9%	Annual Change	-54.3%	2614.6%	32.5%	118.8%	
Average Annual Change		-4.7%	-4.5%	-5.9%	-4.1%	-1.5%	-0.1%	0.6%	0.4%	3.3%	2.5%	8.8%	4.8%	0.1%	Annual Change	-5.2%	-1.6%	1.3%	4.4%	
2010	000s	20.6	21.4	30.0	64.8	94.3	98.9	99.5	125.6	95.4	55.5	21.2	20.6	747.8		72.0	258.0	320.5	97.3	
2011	000s	25.0	24.8	34.2	73.0	97.4	96.6	93.8	111.3	91.4	55.1	27.1	21.9	751.4	0.5%	83.9	267.0	296.5	104.0	
2012	000s	24.3	26.2	33.8	68.1	91.1	95.0	88.6	110.8	88.8	51.0	26.9	23.7	728.2	-3.1%	84.3	254.1	288.2	101.6	
2013	000s	23.3	24.8	32.5	64.4	95.5	88.7	89.3	113.2	90.3	52.0	30.3	24.3	728.7	0.1%	80.6	248.6	292.9	106.7	
2014	000s	27.8	27.9	36.8	65.9	98.3	89.0	103.2	126.1	99.1	55.6	34.9	26.6	791.2	8.6%	92.4	253.2	328.4	117.1	
2015	000s	28.0	29.3	37.0	65.5	100.6	90.0	105.9	130.3	100.4	55.7	35.3	26.4	804.4	1.7%	94.3	256.2	336.6	117.4	
2016	000s	27.8	29.0	35.2	64.7	95.5	90.7	106.0	129.1	99.8	53.8	32.4	26.6	790.6	-1.7%	92.0	250.9	334.9	112.7	
2017	000s	29.1	35.5	35.2	74.7	98.9	96.7	109.1	131.0	114.3	63.1	41.1	34.5	863.1	9.2%	99.7	270.3	354.4	138.7	
2018	000s	29.5	35.9	35.5	72.0	102.8	98.3	110.1	134.5	113.9	64.1	42.6	35.9	875.2	1.4%	100.9	273.2	358.5	142.6	
2019	000s	30.6	35.7	36.6	78.3	110.0	102.1	117.2	140.3	116.4	65.5	44.2	36.2	913.1	4.3%	103.0	290.3	373.9	145.9	
2020	000s	28.5	26.7	13.0	2.0	2.4	3.4	62.9	107.2	107.6	48.3	2.6	14.9	419.6	-54.0%	68.3	7.8	277.8	65.8	
2021	000s	10.0	10.8	10.4	35.7	78.2	97.6	106.4	131.5	130.0	71.0	41.7	31.4	754.8	79.9%	31.2	211.6	367.9	144.1	

VISITOR NUMBERS													STAYING VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Share of Total
Staying Visitor	000s	747.8	751.4	728.2	728.7	791.2	804.4	790.6	863.1	875.2	913.1	419.6	754.8	1,000.00	50.0%
All Visitor Types	M	1.8	1.8	1.7	1.7	1.8	1.9	1.9	2.0	2.0	2.1	1.4	1.9	600.00	30.0%
Share of Total	%	41.1%	41.5%	42.3%	42.6%	43.9%	42.9%	42.2%	42.8%	43.7%	44.2%	30.1%	39.0%	400.00	20.0%
Annual Change in Share	%		0.9%	2.0%	0.8%	3.0%	-2.3%	-1.7%	1.6%	2.1%	1.1%	-31.9%	29.5%	200.00	10.0%
Change in Share from 2010	%		0.9%	2.9%	3.8%	6.9%	4.4%	2.6%	4.2%	6.4%	7.6%	-26.6%	-5.0%	100.00	5.0%
Avg Ann. Change in Share	%		0.9%	1.5%	1.3%	1.7%	0.9%	0.4%	0.6%	0.8%	0.8%	-2.7%	-0.5%	0.00	0.0%



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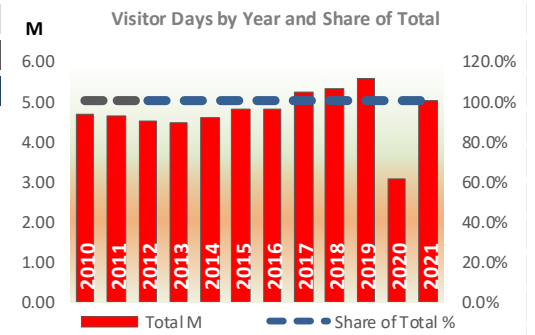
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021	DAY VISITOR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
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		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%	Annual Change	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 Visitor No.s by Year and Share of Total					
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	1.820	1.812	1.722	1.709	1.802	1.875	1.875	2.015	2.002	2.065	1.393	1.935						
Share of Total	%	58.9%	58.5%	57.7%	57.4%	56.1%	57.1%	57.8%	57.2%	56.3%	55.8%	69.9%	61.0%						
Annual Change in Share	%		-0.6%	-1.4%	-0.6%	-2.2%	1.8%	1.3%	-1.1%	-1.6%	-0.9%	25.3%	-12.7%						
Change in Share from 2010	%		-0.6%	-2.0%	-2.6%	-4.8%	-3.1%	-1.8%	-3.0%	-4.5%	-5.3%	18.6%	3.5%						
Avg Ann. Change in Share	%		-0.6%	-1.0%	-0.9%	-1.2%	-0.6%	-0.3%	-0.4%	-0.6%	-0.6%	1.9%	0.3%						

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

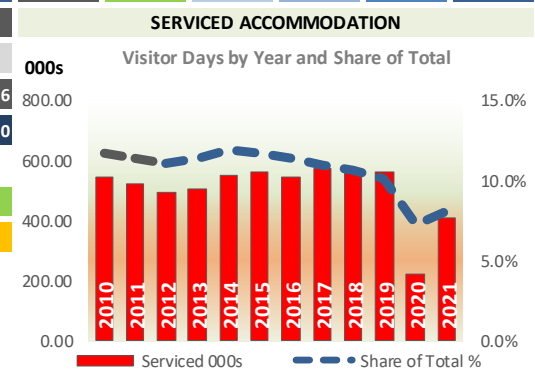
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		TOTAL	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
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		-42.7%	-55.6%	-55.3%	-40.8%	-9.9%	11.3%	8.8%	13.8%	24.6%	44.3%	104.7%	59.1%	7.4%	Annual Change	-52.6%	-9.2%	15.9%	60.7%
% Change 2020 to 2021		-63.8%	-61.2%	-13.4%	2000.7%	947.5%	923.6%	50.7%	16.2%	2.1%	26.5%	539.2%	56.6%	62.4%		-49.4%	1028.2%	17.9%	72.0%
Average Annual Change		-3.9%	-5.1%	-5.0%	-3.7%	-0.9%	1.0%	0.8%	1.3%	2.2%	4.0%	9.5%	5.4%	0.7%		-4.8%	-0.8%	1.4%	5.5%
2010	M	0.071	0.093	0.154	0.412	0.556	0.652	0.664	0.804	0.748	0.286	0.111	0.108	4.657			0.318	1.619	2.215
2011	M	0.095	0.111	0.179	0.428	0.578	0.624	0.607	0.736	0.701	0.303	0.143	0.117	4.621	-0.8%	0.385	1.630	2.044	0.563
2012	M	0.094	0.122	0.180	0.408	0.541	0.606	0.596	0.729	0.664	0.284	0.147	0.131	4.502	-2.6%	0.395	1.555	1.990	0.562
2013	M	0.093	0.122	0.183	0.373	0.561	0.571	0.595	0.757	0.650	0.288	0.144	0.139	4.476	-0.6%	0.398	1.505	2.003	0.571
2014	M	0.092	0.117	0.184	0.399	0.551	0.562	0.620	0.784	0.682	0.300	0.169	0.148	4.609	3.0%	0.393	1.513	2.086	0.618
2015	M	0.097	0.125	0.196	0.402	0.573	0.589	0.658	0.806	0.714	0.318	0.169	0.154	4.800	4.1%	0.418	1.563	2.178	0.641
2016	M	0.095	0.126	0.197	0.390	0.569	0.609	0.651	0.814	0.711	0.321	0.170	0.154	4.806	0.1%	0.418	1.567	2.176	0.645
2017	M	0.103	0.148	0.192	0.458	0.612	0.632	0.690	0.877	0.803	0.359	0.192	0.180	5.248	9.2%	0.443	1.702	2.371	0.732
2018	M	0.106	0.151	0.195	0.441	0.631	0.640	0.696	0.894	0.801	0.363	0.201	0.189	5.309	1.2%	0.452	1.713	2.391	0.753
2019	M	0.113	0.152	0.203	0.484	0.677	0.666	0.748	0.932	0.822	0.370	0.211	0.195	5.574	5.0%	0.467	1.828	2.503	0.775
2020	M	0.112	0.106	0.079	0.012	0.048	0.071	0.479	0.787	0.913	0.326	0.035	0.110	3.079	-44.8%	0.298	0.130	2.179	0.472
2021	M	0.041	0.041	0.069	0.244	0.501	0.725	0.722	0.914	0.932	0.413	0.227	0.172	5.000	62.4%	0.151	1.470	2.568	0.812

VISITOR DAYS													TOTAL	
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Total	M	4.657	4.621	4.502	4.476	4.609	4.800	4.806	5.248	5.309	5.574	3.079	5.000	
All Visitor Types	M	4.657	4.621	4.502	4.476	4.609	4.800	4.806	5.248	5.309	5.574	3.079	5.000	
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 GREATER EXMOOR													2010 to 2021		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
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		-50.3%	-38.5%	-50.0%	-57.5%	-49.1%	-30.0%	-20.2%	-17.8%	-15.0%	-0.4%	55.5%	42.7%	-25.1%	-47.0%	-45.1%	-17.9%	20.9%		
% Change 2020 to 2021		-49.1%	-46.3%	57.9%	1004.6%	1061.1%	1102.3%	114.2%	21.9%	26.2%	48.5%	824.1%	165.5%	82.4%	-29.3%	1063.8%	43.4%	126.5%		
Average Annual Change		-4.6%	-3.5%	-4.5%	-5.2%	-4.5%	-2.7%	-1.8%	-1.6%	-1.4%	0.0%	5.0%	3.9%	-2.3%	-4.3%	-4.1%	-1.6%	1.9%		
2010	000s	19.0	16.0	24.6	60.6	57.2	64.5	77.0	92.1	60.3	40.8	15.4	15.4	542.8	59.6	182.2	229.4	71.6		
2011	000s	21.2	18.6	24.6	59.1	51.4	57.7	72.0	91.1	58.0	38.8	15.7	15.9	524.2	-3.4%	64.4	168.2	221.2	70.4	
2012	000s	20.3	17.9	25.9	51.7	46.1	57.9	66.6	85.2	57.1	35.3	15.8	16.0	495.9	-5.4%	64.2	155.7	208.9	67.2	
2013	000s	19.5	15.9	24.6	47.3	51.6	54.6	70.8	95.2	56.7	35.7	17.5	17.6	506.8	2.2%	59.9	153.4	222.7	70.8	
2014	000s	21.7	15.6	23.9	48.1	58.4	56.7	88.7	103.4	58.7	37.0	18.4	19.2	549.8	8.5%	61.2	163.2	250.8	74.6	
2015	000s	23.8	18.6	28.0	48.5	58.4	58.9	90.5	97.7	59.8	37.4	18.7	19.4	559.7	1.8%	70.4	165.8	248.0	75.5	
2016	000s	22.0	18.7	26.0	46.9	55.1	56.8	89.6	97.3	59.4	36.4	18.0	19.2	545.5	-2.5%	66.7	158.8	246.4	73.6	
2017	000s	21.8	22.9	24.8	54.1	54.5	60.5	79.1	88.5	63.2	45.2	28.5	29.0	572.1	4.9%	69.5	169.0	230.9	102.7	
2018	000s	21.6	22.5	23.9	52.3	55.0	60.2	77.5	89.1	60.8	45.3	28.3	28.6	565.2	-1.2%	68.1	167.5	227.4	102.2	
2019	000s	21.9	22.2	23.8	51.9	54.8	60.0	77.0	88.7	60.3	46.3	28.4	27.5	562.6	-0.5%	67.8	166.7	225.9	102.1	
2020	000s	18.5	18.3	7.8	2.3	2.5	3.8	28.7	62.1	40.7	27.4	2.6	8.3	222.9	-60.4%	44.6	8.6	131.5	38.2	
2021	000s	9.4	9.8	12.3	25.7	29.1	45.1	61.5	75.7	51.3	40.6	24.0	21.9	406.6	82.4%	31.6	100.0	188.5	86.6	

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	
Serviced	000s	542.8	524.2	495.9	506.8	549.8	559.7	545.5	572.1	565.2	562.6	222.9	406.6		
All Visitor Types	M	4.7	4.6	4.5	4.5	4.6	4.8	4.8	5.2	5.3	5.6	3.1	5.0		
Share of Total	%	11.7%	11.3%	11.0%	11.3%	11.9%	11.7%	11.4%	10.9%	10.6%	10.1%	7.2%	8.1%		
Annual Change in Share	%		-2.7%	-2.9%	2.8%	5.4%	-2.2%	-2.6%	-4.0%	-2.4%	-5.2%	-28.3%	12.3%		
Change in Share from 2010	%		-2.7%	-5.5%	-2.9%	2.3%	0.0%	-2.6%	-6.5%	-8.7%	-13.4%	-37.9%	-30.2%		
Avg Ann. Change in Share	%		-2.7%	-2.8%	-1.0%	0.6%	0.0%	-0.4%	-0.9%	-1.1%	-1.5%	-3.8%	-2.7%		

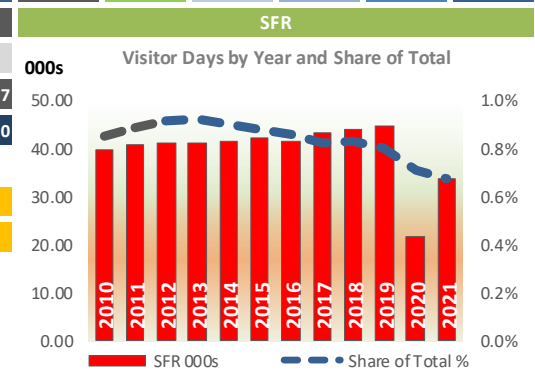


STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021	NON-SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2010 to 2021		-59.0%	-68.9%	-72.4%	-41.4%	-5.7%	7.1%	15.0%	13.1%	46.5%	70.9%	115.4%	92.3%	12.6%	Annual Change	-69.2%	-7.9%	24.2%	84.9%
% Change 2020 to 2021		-83.8%	-75.2%	-48.4%	2797.4%	5338.5%	4551.2%	57.2%	23.0%	19.8%	46.8%	2787.2%	84.9%	81.6%		-71.1%	4427.6%	29.6%	106.1%
Average Annual Change		-5.4%	-6.3%	-6.6%	-3.8%	-0.5%	0.6%	1.4%	1.2%	4.2%	6.4%	10.5%	8.4%	1.1%		-6.3%	-0.7%	2.2%	7.7%
2010	000s	31.4	58.7	107.9	230.3	397.9	457.8	427.4	539.8	447.1	177.3	67.7	58.5	3,001.7		198.0	1,086.0	1,414.3	303.5
2011	000s	53.3	71.6	130.0	249.7	420.6	431.6	394.8	476.3	414.2	200.4	92.5	60.6	2,995.4	-0.2%	255.0	1,101.8	1,285.2	353.4
2012	000s	52.8	80.7	128.5	247.1	395.7	426.3	388.2	485.1	410.2	192.0	90.0	74.6	2,971.3	-0.8%	262.0	1,069.1	1,283.5	356.7
2013	000s	54.9	80.6	135.3	232.3	392.8	408.4	388.6	489.7	399.9	192.1	94.0	78.9	2,947.5	-0.8%	270.8	1,033.5	1,278.3	364.9
2014	000s	56.0	82.9	139.4	234.9	382.3	397.7	392.0	508.6	416.6	201.8	111.0	83.8	3,006.9	2.0%	278.3	1,014.8	1,317.2	396.6
2015	000s	58.2	85.5	145.6	244.1	399.4	412.6	406.6	530.2	435.0	209.4	114.4	86.3	3,127.3	4.0%	289.3	1,056.1	1,371.9	410.0
2016	000s	58.4	84.9	143.3	242.0	398.5	412.3	408.0	535.7	440.1	209.9	114.8	86.9	3,134.8	0.2%	286.6	1,052.8	1,383.8	411.6
2017	000s	66.5	103.9	146.5	281.5	420.3	439.9	458.0	572.5	519.8	239.9	126.9	104.5	3,480.4	11.0%	316.9	1,141.7	1,550.4	471.3
2018	000s	69.7	108.3	151.0	270.0	442.4	451.3	468.6	592.5	524.2	245.1	136.3	114.3	3,573.7	2.7%	329.0	1,163.6	1,585.4	495.7
2019	000s	75.3	108.6	158.1	309.1	485.5	476.2	515.5	630.0	541.9	251.1	144.5	119.9	3,815.6	6.8%	342.0	1,270.8	1,687.4	515.4
2020	000s	79.5	73.6	57.8	4.7	6.9	10.5	312.8	496.3	546.9	206.4	5.1	60.8	1,861.2	-51.2%	210.8	22.1	1,356.0	272.3
2021	000s	12.9	18.3	29.8	134.9	375.2	490.1	491.7	610.6	654.9	302.9	145.9	112.4	3,379.6	81.6%	61.0	1,000.2	1,757.2	561.2

VISITOR DAYS													NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s				
Non-Serviced		000s	3,001.7	2,995.4	2,971.3	2,947.5	3,006.9	3,127.3	3,134.8	3,480.4	3,573.7	3,815.6	1,861.2	3,379.6				
All Visitor Types		M	4.7	4.6	4.5	4.5	4.6	4.8	4.8	5.2	5.3	5.6	3.1	5.0				
Share of Total		%	64.5%	64.8%	66.0%	65.8%	65.2%	65.1%	65.2%	66.3%	67.3%	68.4%	60.5%	67.6%				
Annual Change in Share		%		0.6%	1.8%	-0.2%	-0.9%	-0.1%	0.1%	1.7%	1.5%	1.7%	-11.7%	11.8%				
Change in Share from 2010		%		0.6%	2.4%	2.2%	1.2%	1.1%	1.2%	2.9%	4.4%	6.2%	-6.2%	4.9%				
Avg Ann. Change in Share		%		0.6%	1.2%	0.7%	0.3%	0.2%	0.2%	0.4%	0.6%	0.7%	-0.6%	0.4%				

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		SFR	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
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%	58.5%	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%	Annual Change	-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%	Annual Change	-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		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s		
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	4.7	4.6	4.5	4.5	4.6	4.8	4.8	5.2	5.3	5.6	3.1	5.0		
Share of Total		%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.8%	0.8%	0.8%	0.7%	0.7%			
Annual Change in Share		%		3.9%	3.5%	0.4%	-1.8%	-2.5%	-2.2%	-4.4%	0.3%	-3.1%	-11.6%	-4.8%		
Change in Share from 2010		%		3.9%	7.5%	8.0%	6.0%	3.4%	1.1%	-3.3%	-3.0%	-6.0%	-16.9%	-20.9%		
Avg Ann. Change in Share		%		3.9%	3.8%	2.7%	1.5%	0.7%	0.2%	-0.5%	-0.4%	-0.7%	-1.7%	-1.9%		



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

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		STAYING VISITOR	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
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		-55.8%	-62.4%	-68.1%	-44.8%	-11.3%	2.6%	9.6%	8.6%	39.1%	57.1%	103.4%	77.6%	6.6%	Annual Change	-63.9%	-13.4%	18.3%	71.6%
% Change 2020 to 2021		-76.4%	-69.2%	-35.4%	2193.5%	4189.6%	3644.9%	62.1%	22.9%	20.2%	46.9%	2122.2%	94.5%	81.4%		-63.6%	3478.2%	30.9%	108.8%
Average Annual Change		-5.1%	-5.7%	-6.2%	-4.1%	-1.0%	0.2%	0.9%	0.8%	3.6%	5.2%	9.4%	7.1%	0.6%		-5.8%	-1.2%	1.7%	6.5%
2010	000s	55.5	76.4	134.6	296.1	458.6	524.9	508.6	636.4	509.8	220.3	84.7	78.4	3,584.2		266.5	1,279.5	1,654.8	383.3
2011	000s	80.6	92.1	156.8	314.0	475.5	491.9	470.8	571.7	474.5	241.4	109.9	81.2	3,560.5	-0.7%	329.6	1,281.4	1,517.1	432.5
2012	000s	79.2	100.6	156.7	304.0	445.3	486.9	458.9	574.6	469.6	229.6	107.6	95.5	3,508.4	-1.5%	336.5	1,236.1	1,503.1	432.7
2013	000s	80.4	98.4	162.1	284.7	447.8	465.5	463.5	589.3	458.9	230.0	113.2	101.4	3,495.4	-0.4%	341.0	1,198.0	1,511.7	444.7
2014	000s	83.8	100.5	165.6	288.1	444.1	456.9	484.9	616.5	477.6	241.1	131.2	108.1	3,598.3	2.9%	349.9	1,189.1	1,579.0	480.4
2015	000s	88.4	106.1	175.9	297.8	461.3	474.0	501.4	632.4	497.2	249.0	134.9	110.8	3,729.2	3.6%	370.4	1,233.1	1,631.0	494.8
2016	000s	86.6	105.6	171.6	293.9	457.0	471.6	501.8	637.4	501.9	248.5	134.6	111.2	3,721.7	-0.2%	363.7	1,222.6	1,641.1	494.3
2017	000s	94.5	128.9	173.7	340.9	478.2	503.0	541.4	665.5	585.5	287.5	157.3	139.2	4,095.6	10.0%	397.1	1,322.1	1,792.4	584.1
2018	000s	97.8	133.0	177.2	327.6	500.9	514.1	550.4	686.1	587.6	292.9	166.5	148.7	4,182.7	2.1%	407.9	1,342.6	1,824.0	608.1
2019	000s	103.8	132.9	184.2	366.4	543.9	538.8	596.7	723.3	604.7	299.8	174.9	153.2	4,422.7	5.7%	421.0	1,449.2	1,924.7	627.9
2020	000s	104.3	93.4	66.4	7.1	9.5	14.4	343.8	562.0	589.9	235.6	7.8	71.6	2,105.8	-52.4%	264.1	31.0	1,495.8	314.9
2021	000s	24.6	28.7	42.9	163.3	406.9	538.5	557.4	691.0	709.0	346.0	172.4	139.2	3,819.8	81.4%	96.2	1,108.6	1,957.3	657.6

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	
Staying Visitor	000s	3,584.2	3,560.5	3,508.4	3,495.4	3,598.3	3,729.2	3,721.7	4,095.6	4,182.7	4,422.7	2,105.8	3,819.8		
All Visitor Types	M	4.7	4.6	4.5	4.5	4.6	4.8	4.8	5.2	5.3	5.6	3.1	5.0		
Share of Total	%	77.0%	77.0%	77.9%	78.1%	78.1%	77.7%	77.4%	78.0%	78.8%	79.3%	68.4%	76.4%		
Annual Change in Share	%		0.1%	1.1%	0.2%	0.0%	-0.5%	-0.3%	0.8%	0.9%	0.7%	-13.8%	11.7%		
Change in Share from 2010	%		0.1%	1.2%	1.5%	1.4%	0.9%	0.6%	1.4%	2.4%	3.1%	-11.1%	-0.7%		
Avg Ann. Change in Share	%		0.1%	0.6%	0.5%	0.4%	0.2%	0.1%	0.2%	0.3%	0.3%	-1.1%	-0.1%		



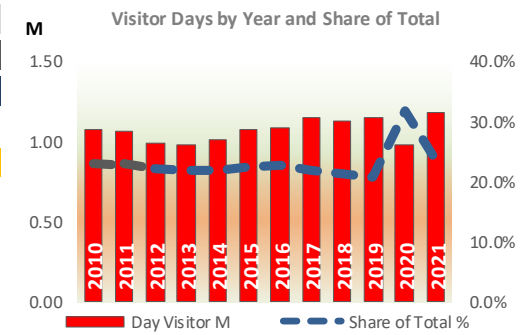
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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021													DAY VISITOR	VISITOR DAYS									
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		DAY VISITOR											TOTAL	% Change									
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change	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	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	4.657	4.621	4.502	4.476	4.609	4.800	4.806	5.248	5.309	5.574	3.079	5.000	
Share of Total	%	23.0%	23.0%	22.1%	21.9%	21.9%	22.3%	22.6%	22.0%	21.2%	20.7%	31.6%	23.6%	
Annual Change in Share	%		-0.3%	-3.8%	-0.7%	0.1%	1.7%	1.1%	-2.7%	-3.4%	-2.6%	53.0%	-25.3%	
Change in Share from 2010	%		-0.3%	-4.1%	-4.9%	-4.8%	-3.1%	-2.0%	-4.7%	-7.9%	-10.3%	37.2%	2.5%	
Avg Ann. Change in Share	%		-0.3%	-2.1%	-1.6%	-1.2%	-0.6%	-0.3%	-0.7%	-1.0%	-1.1%	3.7%	0.2%	



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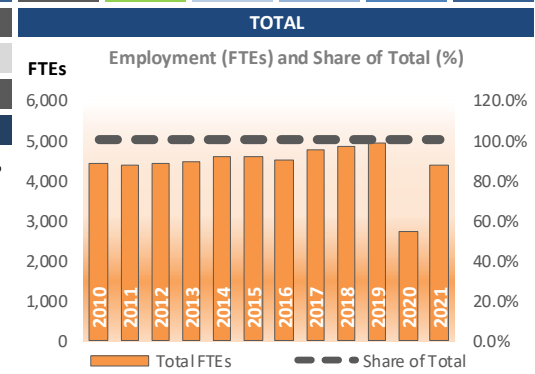
Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

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 GREATER EXMOOR													2010 to 2021		TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2010 to 2021		-20.3%	-21.8%	-27.9%	-29.7%	-10.9%	2.5%	-2.4%	-0.1%	22.3%	17.5%	23.4%	8.7%	-1.6%	-23.8%	-11.2%	6.2%	16.8%	
% Change 2020 to 2021		-20.7%	-14.4%	26.6%	875.7%	1278.6%	823.5%	36.5%	11.5%	7.8%	19.2%	527.4%	50.6%	61.3%	-5.1%	955.2%	16.3%	70.1%	
Average Annual Change		-1.8%	-2.0%	-2.5%	-2.7%	-1.0%	0.2%	-0.2%	0.0%	2.0%	1.6%	2.1%	0.8%	-0.1%	-2.2%	-1.0%	0.6%	1.5%	
2010	FTEs	2,165	2,337	2,989	4,571	5,469	6,033	6,614	7,788	6,542	3,814	2,501	2,395	4,435		2,497	5,358	6,981	2,903
2011	FTEs	2,314	2,452	3,139	4,702	5,639	5,900	6,012	6,850	6,281	3,930	2,693	2,439	4,363	-1.6%	2,635	5,414	6,381	3,021
2012	FTEs	2,370	2,581	3,219	4,671	5,533	5,934	6,067	6,965	6,220	3,904	2,775	2,598	4,403	0.9%	2,723	5,379	6,417	3,092
2013	FTEs	2,410	2,631	3,297	4,547	5,765	5,833	6,213	7,317	6,261	3,999	2,827	2,705	4,484	1.8%	2,779	5,381	6,597	3,177
2014	FTEs	2,438	2,633	3,337	4,710	5,723	5,784	6,402	7,491	6,446	4,101	3,112	2,786	4,580	2.2%	2,803	5,406	6,780	3,333
2015	FTEs	2,431	2,644	3,367	4,658	5,768	5,856	6,543	7,511	6,540	4,136	3,071	2,771	4,608	0.6%	2,814	5,427	6,865	3,326
2016	FTEs	2,349	2,579	3,283	4,499	5,636	5,854	6,401	7,452	6,424	4,064	3,001	2,700	4,520	-1.9%	2,737	5,329	6,759	3,255
2017	FTEs	2,399	2,726	3,250	4,926	5,906	6,046	6,668	7,892	7,025	4,323	3,154	2,890	4,767	5.5%	2,792	5,626	7,195	3,456
2018	FTEs	2,443	2,776	3,298	4,874	6,101	6,170	6,783	8,155	7,096	4,392	3,238	2,978	4,859	1.9%	2,839	5,715	7,345	3,536
2019	FTEs	2,457	2,751	3,320	5,096	6,327	6,304	7,050	8,315	7,154	4,401	3,254	2,966	4,950	1.9%	2,843	5,909	7,506	3,540
2020	FTEs	2,177	2,135	1,701	329	354	669	4,726	6,972	7,426	3,757	492	1,729	2,706	-45.3%	2,004	451	6,375	1,993
2021	FTEs	1,725	1,827	2,154	3,213	4,876	6,183	6,453	7,776	8,005	4,480	3,085	2,604	4,365	61.3%	1,902	4,757	7,411	3,390

EMPLOYMENT													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL	
Total	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365	FTEs	
Total Employment	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365	Employment (FTEs) and Share of Total (%)	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	Share of Total	
Annual Change in Share	%														
Change in Share from 2010	%														
Avg Ann. Change in Share	%														



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STEAM REPORT FOR 2010-2021 - FINAL

GREATER EXMOOR

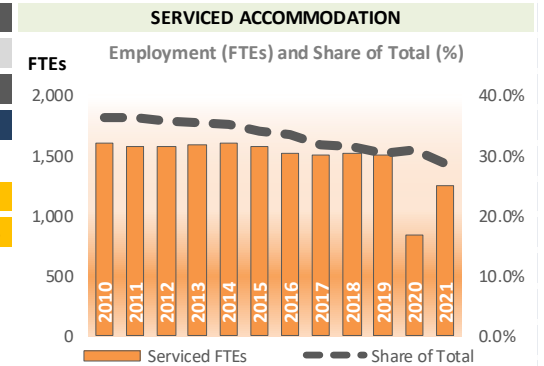
2010 to 2021

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												TOTAL	% Change	QUARTER				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-24.6%	-22.4%	-23.5%	-28.3%	-26.4%	-22.7%	-20.9%	-19.9%	-20.1%	-18.5%	-16.7%	-18.4%	-21.9%		-23.5%	-25.8%	-20.3%	-17.9%	
% Change 2020 to 2021	-2.8%	1.0%	44.8%	576.7%	584.0%	416.4%	16.6%	-0.9%	-1.6%	5.2%	318.2%	43.0%	50.1%		11.8%	512.1%	4.0%	55.6%	
Average Annual Change	-2.2%	-2.0%	-2.1%	-2.6%	-2.4%	-2.1%	-1.9%	-1.8%	-1.8%	-1.7%	-1.5%	-1.7%	-2.0%		-2.1%	-2.3%	-1.8%	-1.6%	
2010	FTEs	1,338	1,364	1,513	1,735	1,723	1,759	1,835	1,922	1,741	1,628	1,398	1,320	1,606		1,405	1,739	1,833	1,448
2011	FTEs	1,329	1,356	1,489	1,706	1,669	1,701	1,788	1,899	1,708	1,594	1,377	1,300	1,576	-1.9%	1,391	1,692	1,798	1,423
2012	FTEs	1,336	1,362	1,501	1,670	1,649	1,713	1,770	1,878	1,713	1,583	1,383	1,314	1,573	-0.2%	1,400	1,677	1,787	1,427
2013	FTEs	1,340	1,363	1,504	1,660	1,696	1,710	1,812	1,961	1,727	1,598	1,405	1,332	1,592	1.2%	1,403	1,689	1,833	1,445
2014	FTEs	1,344	1,352	1,496	1,659	1,730	1,715	1,910	2,002	1,732	1,601	1,406	1,330	1,606	0.9%	1,397	1,701	1,881	1,446
2015	FTEs	1,321	1,338	1,485	1,621	1,689	1,687	1,878	1,923	1,698	1,564	1,375	1,297	1,573	-2.1%	1,381	1,666	1,833	1,412
2016	FTEs	1,263	1,292	1,423	1,561	1,619	1,624	1,820	1,872	1,644	1,508	1,324	1,249	1,517	-3.6%	1,326	1,601	1,779	1,360
2017	FTEs	1,235	1,288	1,394	1,584	1,597	1,632	1,741	1,804	1,643	1,535	1,357	1,279	1,507	-0.6%	1,306	1,604	1,730	1,390
2018	FTEs	1,248	1,300	1,404	1,592	1,619	1,650	1,753	1,835	1,649	1,554	1,371	1,290	1,522	1.0%	1,318	1,620	1,745	1,405
2019	FTEs	1,230	1,283	1,387	1,571	1,599	1,629	1,729	1,813	1,627	1,541	1,344	1,257	1,501	-1.4%	1,300	1,599	1,723	1,381
2020	FTEs	1,039	1,047	800	184	185	263	1,245	1,553	1,413	1,261	278	753	835	-44.4%	962	211	1,404	764
2021	FTEs	1,010	1,058	1,158	1,244	1,268	1,359	1,452	1,539	1,390	1,326	1,164	1,077	1,254	50.1%	1,075	1,290	1,461	1,189

EMPLOYMENT													SERVICED ACCOMMODATION				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs				
Serviced	FTEs	1,606	1,576	1,573	1,592	1,606	1,573	1,517	1,507	1,522	1,501	835	1,254	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365	2,000			
Share of Total	%	36.2%	36.1%	35.7%	35.5%	34.1%	33.6%	31.6%	31.3%	30.3%	30.9%	28.7%		1,500			
Annual Change in Share	%		-0.2%	-1.1%	-0.6%	-1.2%	-2.7%	-1.7%	-5.8%	-0.9%	-3.2%	1.8%	-6.9%	1,000			
Change in Share from 2010	%		-0.2%	-1.4%	-1.9%	-3.2%	-5.7%	-7.4%	-12.7%	-13.5%	-16.3%	-14.8%	-20.7%	500			
Avg Ann. Change in Share	%		-0.2%	-0.7%	-0.6%	-0.8%	-1.1%	-1.2%	-1.8%	-1.7%	-1.8%	-1.5%	-1.9%	0			

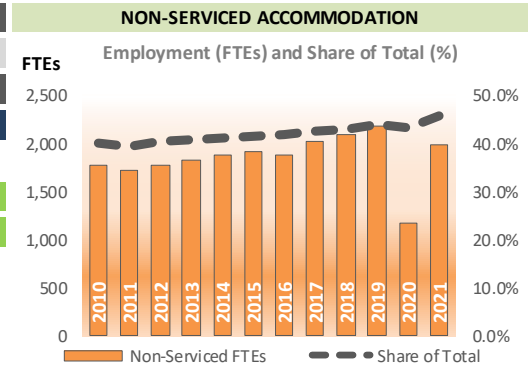


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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		NON-SERVICED	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	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		2.3%	-9.9%	-23.0%	-20.1%	-1.1%	7.9%	1.7%	-1.6%	57.1%	49.9%	60.5%	41.1%	12.0%	-12.8%	-2.2%	16.7%	50.5%	
% Change 2020 to 2021		-26.3%	-18.9%	19.9%	928.3%	1621.1%	1345.5%	37.0%	15.0%	19.6%	32.6%	589.4%	55.5%	70.2%	-9.9%	1312.6%	22.2%	81.0%	
Average Annual Change		0.2%	-0.9%	-2.1%	-1.8%	-0.1%	0.7%	0.2%	-0.1%	5.2%	4.5%	5.5%	3.7%	1.1%	-1.2%	-0.2%	1.5%	4.6%	
2010	FTEs	612	738	1,112	1,657	2,421	2,679	2,825	3,597	2,673	1,418	803	752	1,774		821	2,252	3,032	991
2011	FTEs	713	804	1,218	1,768	2,569	2,617	2,429	2,802	2,528	1,532	922	769	1,722	-2.9%	911	2,318	2,586	1,074
2012	FTEs	759	890	1,270	1,828	2,538	2,670	2,477	2,925	2,589	1,558	960	879	1,779	3.3%	973	2,346	2,664	1,133
2013	FTEs	799	924	1,338	1,812	2,591	2,659	2,547	3,025	2,612	1,603	1,015	933	1,822	2.4%	1,020	2,354	2,728	1,184
2014	FTEs	843	972	1,395	1,856	2,562	2,629	2,584	3,126	2,709	1,680	1,226	993	1,881	3.3%	1,070	2,349	2,806	1,300
2015	FTEs	849	979	1,415	1,886	2,621	2,676	2,629	3,197	2,770	1,703	1,236	999	1,913	1.7%	1,081	2,394	2,865	1,312
2016	FTEs	832	957	1,377	1,844	2,579	2,637	2,598	3,180	2,755	1,674	1,214	982	1,886	-1.4%	1,055	2,353	2,844	1,290
2017	FTEs	886	1,056	1,397	2,022	2,687	2,771	2,830	3,407	3,121	1,808	1,271	1,075	2,028	7.5%	1,113	2,493	3,119	1,385
2018	FTEs	907	1,085	1,426	1,989	2,814	2,850	2,905	3,575	3,173	1,843	1,321	1,128	2,085	2.8%	1,139	2,551	3,218	1,430
2019	FTEs	927	1,081	1,458	2,158	3,004	2,959	3,109	3,732	3,247	1,868	1,348	1,146	2,170	4.1%	1,155	2,707	3,362	1,454
2020	FTEs	850	820	714	129	139	200	2,097	3,076	3,512	1,604	187	682	1,167	-46.2%	795	156	2,895	824
2021	FTEs	627	665	856	1,324	2,394	2,890	2,873	3,539	4,198	2,126	1,289	1,060	1,987	70.2%	716	2,203	3,537	1,492

EMPLOYMENT													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs			
Non-Serviced	FTEs	1,774	1,722	1,779	1,822	1,881	1,913	1,886	2,028	2,085	2,170	1,167	1,987	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365				
Share of Total	%	40.0%	39.5%	40.4%	40.6%	41.1%	41.5%	41.7%	42.5%	42.9%	43.8%	43.1%	45.5%				
Annual Change in Share	%		-1.3%	2.3%	0.6%	1.1%	1.1%	0.5%	2.0%	0.9%	2.2%	-1.6%	5.5%				
Change in Share from 2010	%		-1.3%	1.0%	1.6%	2.7%	3.8%	4.3%	6.3%	7.3%	9.6%	7.9%	13.8%				
Avg Ann. Change in Share	%		-1.3%	0.5%	0.5%	0.7%	0.8%	0.7%	0.9%	0.9%	1.1%	0.8%	1.3%				

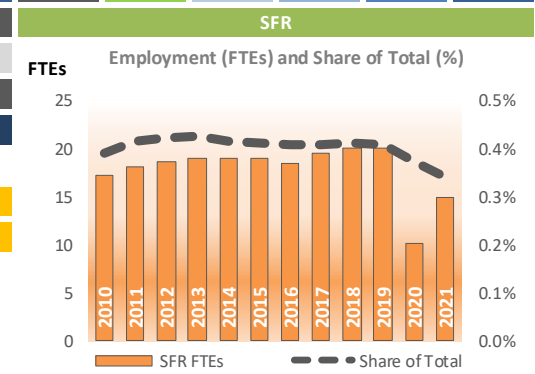


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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						Annual Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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		-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%		-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		
SFR	FTEs	17	18	19	19	19	19	18	19	20	20	10	15		
Total Employment	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365		
Share of Total	%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%		
Annual Change in Share	%		6.5%	1.7%	0.5%	-2.3%	-0.4%	-1.0%	-0.3%	1.0%	-1.3%	-8.3%	-8.9%		
Change in Share from 2010	%		6.5%	8.3%	8.9%	6.4%	6.0%	5.0%	4.7%	5.8%	4.4%	-4.2%	-12.7%		
Avg Ann. Change in Share	%		6.5%	4.2%	3.0%	1.6%	1.2%	0.8%	0.7%	0.7%	0.5%	-0.4%	-1.2%		



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

STEAM REPORT FOR 2010-2021 - FINAL

GREATER EXMOOR

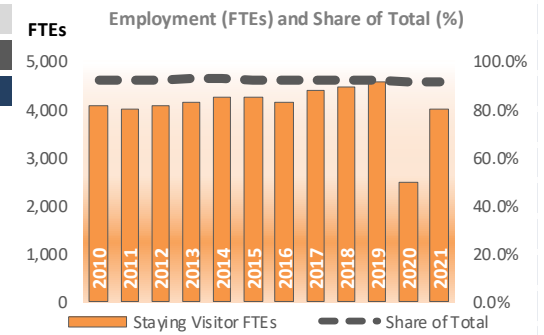
2010 to 2021

STAYING VISITOR

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER					
KEY	STAYING VISITOR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-16.6%	-18.2%	-23.4%	-24.5%	-11.7%	-4.2%	-7.1%	-7.9%	26.6%	13.4%	11.6%	3.2%	-4.2%		-19.8%	-12.6%	2.7%	10.0%	
% Change 2020 to 2021	-14.3%	-7.9%	32.9%	724.1%	1031.2%	820.2%	29.6%	9.7%	13.5%	20.5%	429.2%	49.2%	61.7%	Annual Change	1.4%	855.1%	16.3%	69.0%	
Average Annual Change	-1.5%	-1.7%	-2.1%	-2.2%	-1.1%	-0.4%	-0.6%	-0.7%	2.4%	1.2%	1.1%	0.3%	-0.4%		-1.8%	-1.1%	0.2%	0.9%	
2010	FTEs	1,977	2,110	2,636	3,419	4,162	4,452	4,682	5,542	4,426	3,057	2,209	2,095	3,397		2,241	4,011	4,883	2,454
2011	FTEs	2,074	2,170	2,719	3,502	4,257	4,331	4,239	4,724	4,248	3,138	2,308	2,093	3,317	-2.4%	2,321	4,030	4,403	2,513
2012	FTEs	2,128	2,263	2,783	3,527	4,205	4,398	4,269	4,827	4,315	3,153	2,353	2,220	3,370	1.6%	2,391	4,043	4,470	2,575
2013	FTEs	2,173	2,298	2,855	3,500	4,306	4,383	4,382	5,010	4,352	3,214	2,429	2,293	3,433	1.9%	2,442	4,063	4,581	2,645
2014	FTEs	2,220	2,335	2,904	3,543	4,311	4,358	4,517	5,152	4,453	3,293	2,642	2,351	3,507	2.1%	2,486	4,071	4,707	2,762
2015	FTEs	2,204	2,328	2,913	3,535	4,329	4,378	4,530	5,144	4,481	3,279	2,620	2,323	3,505	0.0%	2,482	4,081	4,718	2,741
2016	FTEs	2,128	2,260	2,812	3,432	4,216	4,274	4,440	5,075	4,411	3,194	2,548	2,258	3,421	-2.4%	2,400	3,974	4,642	2,667
2017	FTEs	2,155	2,356	2,803	3,634	4,302	4,417	4,594	5,235	4,777	3,356	2,638	2,384	3,554	3.9%	2,438	4,118	4,869	2,793
2018	FTEs	2,190	2,397	2,843	3,609	4,452	4,514	4,681	5,434	4,836	3,410	2,703	2,449	3,627	2.0%	2,477	4,192	4,984	2,854
2019	FTEs	2,193	2,376	2,858	3,758	4,623	4,602	4,861	5,569	4,887	3,422	2,703	2,435	3,690	1.8%	2,475	4,328	5,105	2,853
2020	FTEs	1,923	1,875	1,518	313	325	464	3,355	4,650	4,938	2,875	466	1,449	2,013	-45.5%	1,772	367	4,314	1,597
2021	FTEs	1,649	1,726	2,019	2,582	3,675	4,266	4,348	5,102	5,603	3,465	2,465	2,163	3,255	61.7%	1,798	3,508	5,018	2,698

EMPLOYMENT													STAYING VISITOR	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Share of Total (%)
Staying Visitor	FTEs	4,086	4,012	4,069	4,146	4,237	4,248	4,159	4,380	4,475	4,562	2,471	3,997	
Total Employment	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365	
Share of Total	%	92.1%	92.0%	92.4%	92.5%	92.5%	92.2%	92.0%	91.9%	92.1%	92.2%	91.3%	91.6%	
Annual Change in Share	%		-0.2%	0.5%	0.1%	0.0%	-0.3%	-0.2%	-0.1%	0.2%	0.1%	-0.9%	0.2%	
Change in Share from 2010	%		-0.2%	0.3%	0.3%	0.4%	0.1%	-0.1%	-0.3%	0.0%	0.0%	-0.9%	-0.6%	
Avg Ann. Change in Share	%		-0.2%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	-0.1%	-0.1%	

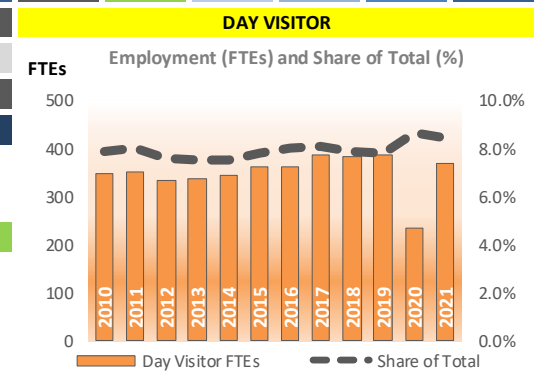


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Report Prepared by: Alison Tipler. Date of Issue: 21/11/22

STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 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%	-62.9%	1.7%	9.6%	27.2%		
% 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%	-39.8%	827.8%	11.2%	54.6%		
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%	-5.7%	0.2%	0.9%	2.5%		
2010	FTEs	60	63	75	450	379	494	604	653	927	257	102	116	348		66	441	728	158	
2011	FTEs	58	74	87	453	405	522	540	651	898	243	132	141	350	0.6%	73	460	696	172	
2012	FTEs	60	85	92	418	388	482	553	623	786	221	158	142	334	-4.6%	79	429	654	174	
2013	FTEs	51	98	85	364	469	435	545	694	791	239	127	157	338	1.2%	78	423	677	174	
2014	FTEs	32	69	76	455	436	430	551	684	833	242	154	164	344	1.7%	59	440	689	187	
2015	FTEs	33	76	81	419	450	462	633	698	874	277	138	174	360	4.6%	64	444	735	196	
2016	FTEs	33	80	103	384	447	548	598	704	837	291	141	170	361	0.5%	72	460	713	201	
2017	FTEs	35	76	73	471	540	520	600	851	877	289	141	166	387	7.0%	61	510	776	199	
2018	FTEs	35	75	71	463	534	515	594	850	874	286	139	166	384	-0.8%	60	504	773	197	
2019	FTEs	38	76	74	477	538	515	613	845	879	284	145	167	387	1.0%	62	510	779	199	
2020	FTEs	32	51	39	1	8	136	417	713	1,022	288	6	97	234	-39.5%	41	48	717	130	
2021	FTEs	16	27	31	245	368	732	645	876	873	262	213	129	368	57.2%	25	448	798	201	

EMPLOYMENT													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	
Day Visitor	FTEs	348	350	334	338	344	360	361	387	384	387	234	368	Employment (FTEs) and Share of Total (%)	
Total Employment	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365	FTEs	
Share of Total	%	7.9%	8.0%	7.6%	7.5%	7.5%	7.8%	8.0%	8.1%	7.9%	7.8%	8.7%	8.4%	Share of Total (%)	
Annual Change in Share	%		2.2%	-5.5%	-0.7%	-0.4%	4.0%	2.4%	1.5%	-2.6%	-0.9%	10.6%	-2.6%	FTEs	
Change in Share from 2010	%		2.2%	-3.4%	-4.1%	-4.5%	-0.7%	1.7%	3.2%	0.5%	-0.4%	10.2%	7.3%	Share of Total (%)	
Avg Ann. Change in Share	%		2.2%	-1.7%	-1.4%	-1.1%	-0.1%	0.3%	0.5%	0.1%	0.0%	1.0%	0.7%	FTEs	



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

STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2021

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

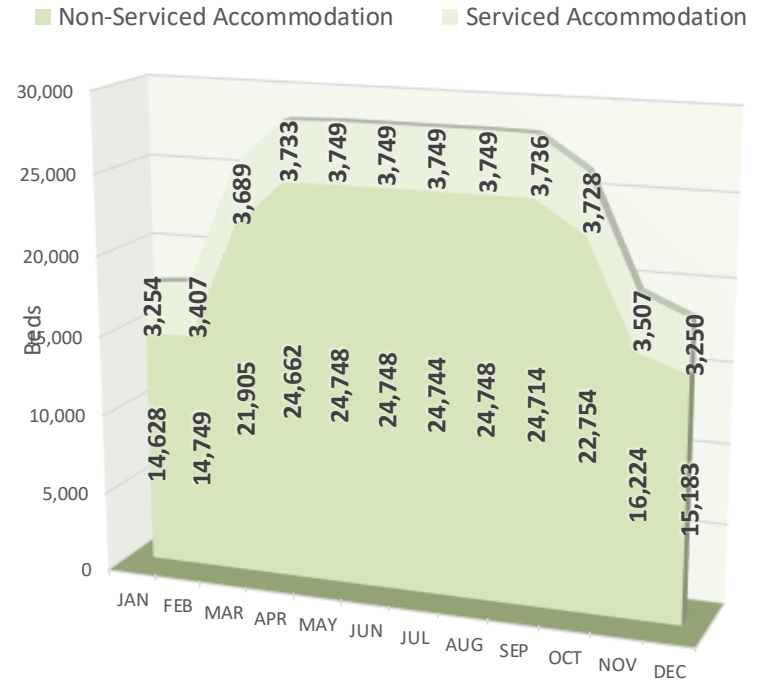
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	307	3,749	-25	-102	-101	-1,157
+50 Room	1	115	+0	+9	0	-4
11-50 Room	31	1,090	+1	+25	-12	-370
<10 Room	275	2,544	-25	-137	-89	-783

NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	486	24,748	+11	+1,926	+39	+2,471
Self catering	419	4,969	+6	+317	+34	+933
Static caravans/chalets	0	8,555	0	+696	0	+293
Touring caravans/camping	58	10,938	+5	+890	+4	+1,242
Youth Hostels	9	286	+1	+23	+1	+3

DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	793	28,497	-14	+1,824	-62	+1,314
Serviced Accommodation Share of Total	39%	13%				
Non-Serviced Accommodation Share of Total	61%	87%				

SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	17,882	18,157	25,594	28,395	28,497	28,497	28,493	28,497	28,450	26,483	19,731	18,434
Serviced Accommodation	3,254	3,407	3,689	3,733	3,749	3,749	3,749	3,749	3,736	3,728	3,507	3,250
Non-Serviced Accommodation	14,628	14,749	21,905	24,662	24,748	24,748	24,744	24,748	24,714	22,754	16,224	15,183

SEASONAL AVAILABILITY OF BED SUPPLY
2021



Report Sections With Historic Financial Data Indexed to 2021 Prices

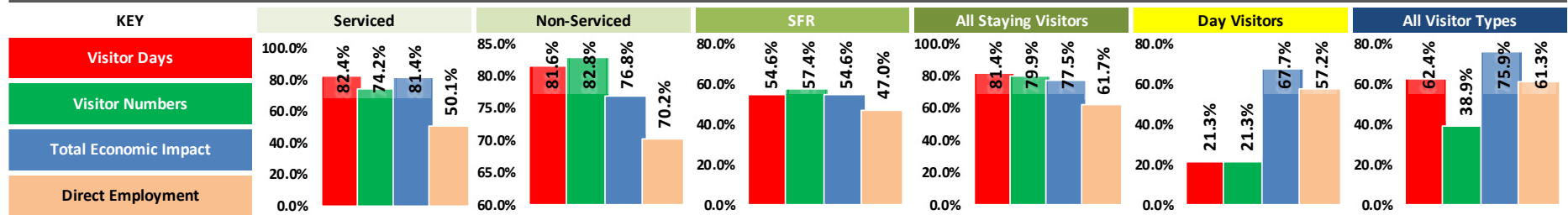
Sections:	<i>Comparative Headlines</i>	Visitor Types:	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

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

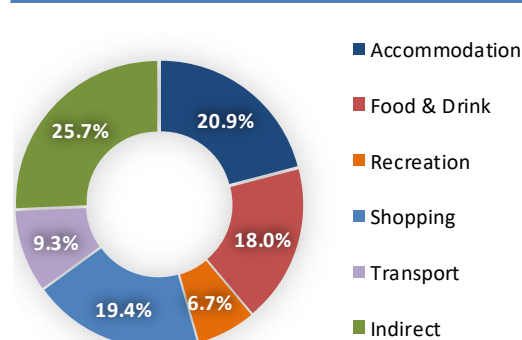
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

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	0.407	0.223	82.4%	3.380	1.861	81.6%	0.034	0.022	54.6%	3.820	2.106	81.4%	1.180	0.973	21.3%	5.000	3.079	62.4%		
Visitor Numbers	M	0.201	0.115	74.2%	0.540	0.295	82.8%	0.014	0.009	57.4%	0.755	0.420	79.9%	1.180	0.973	21.3%	1.935	1.393	38.9%		
Direct Expenditure	£M																228.41	129.64	76.2%		
Economic Impact	£M	46.28	25.51	81.4%	213.66	120.82	76.8%	1.799	1.164	54.6%	261.74	147.50	77.5%	45.59	27.19	67.7%	307.34	174.68	75.9%		
Direct Employment	FTEs	1,254	835	50.1%	1,987	1,167	70.2%	15	10	47.0%	3,255	2,013	61.7%	368	234	57.2%	3,623	2,247	61.3%		
Total Employment	FTEs																4,365	2,706	61.3%		

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

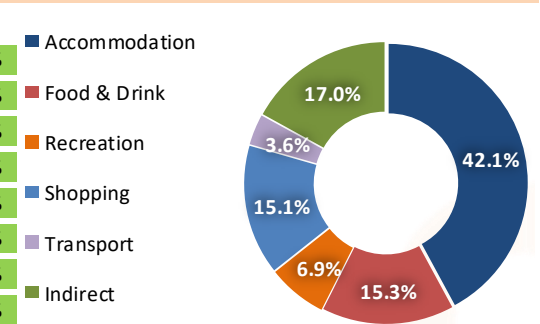


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	64.31	39.64	62.3%
Food & Drink	55.25	31.54	75.2%
Recreation	20.49	11.64	76.0%
Shopping	59.65	31.72	88.1%
Transport	28.71	15.10	90.1%
TOTAL DIRECT	228.41	129.64	76.2%
Indirect	78.93	45.05	75.2%
TOTAL	307.34	174.68	75.9%

Sectoral Distribution of Employment - FTEs



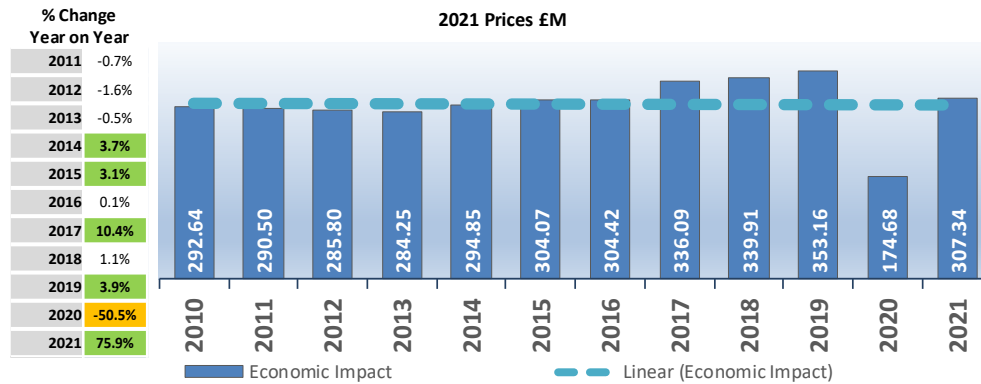
STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
2021 Prices

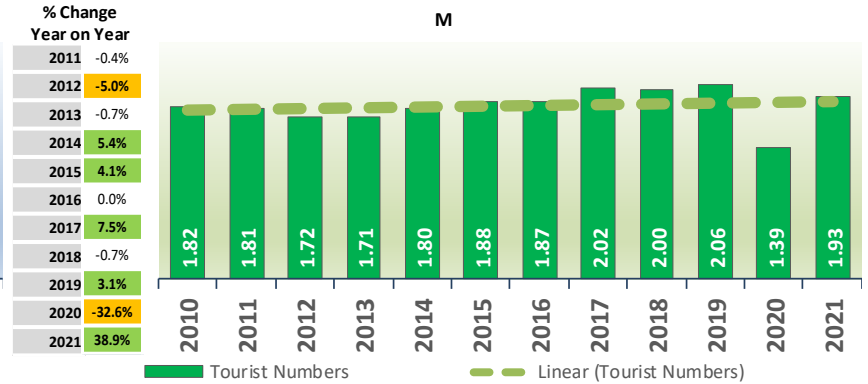
TOTAL

KEY MEASURES
Indexed

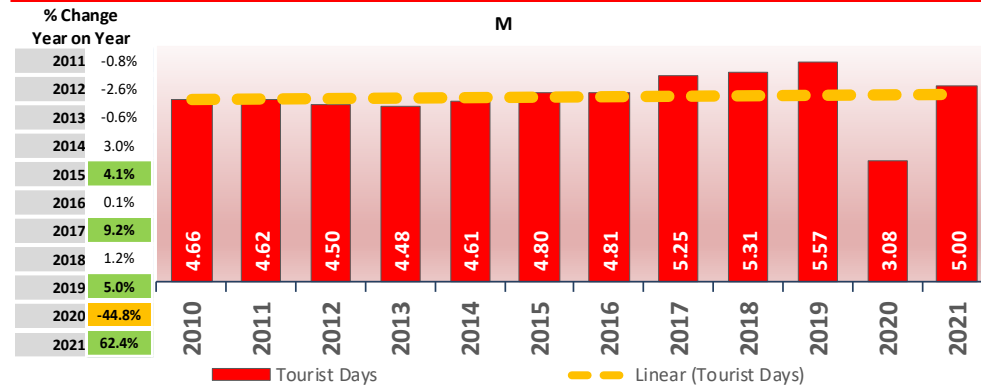
Economic Impact - Indexed - Total



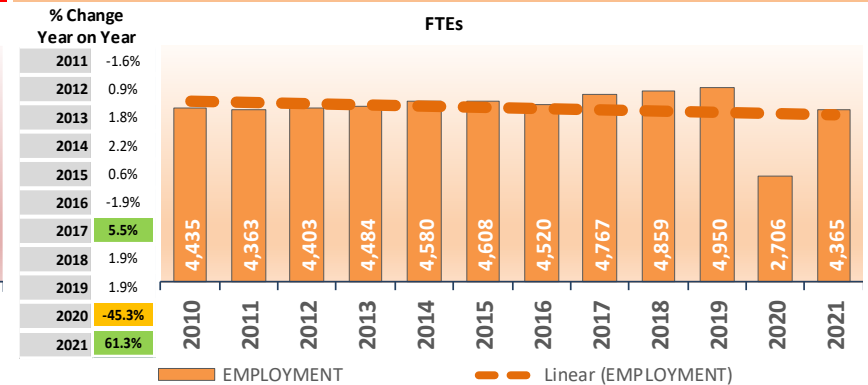
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.7%	-2.3%	-2.9%	0.8%	3.9%	4.0%	14.8%	16.2%	20.7%	-40.3%	5.0%
Visitor Numbers		-0.4%	-5.4%	-6.1%	-1.0%	3.0%	3.0%	10.7%	10.0%	13.4%	-23.5%	6.3%
Visitor Days		-0.8%	-3.3%	-3.9%	-1.0%	3.1%	3.2%	12.7%	14.0%	19.7%	-33.9%	7.4%
Total Employment		-1.6%	-0.7%	1.1%	3.3%	3.9%	1.9%	7.5%	9.6%	11.6%	-39.0%	-1.6%

"Linear" = Linear Trendline

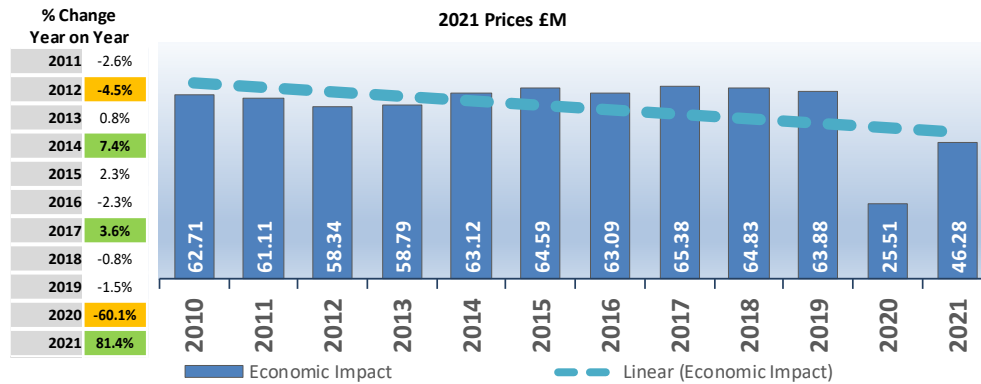
STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
2021 Prices

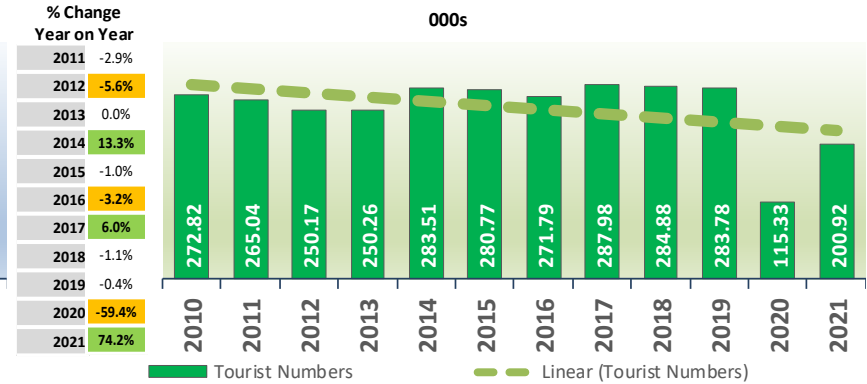
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

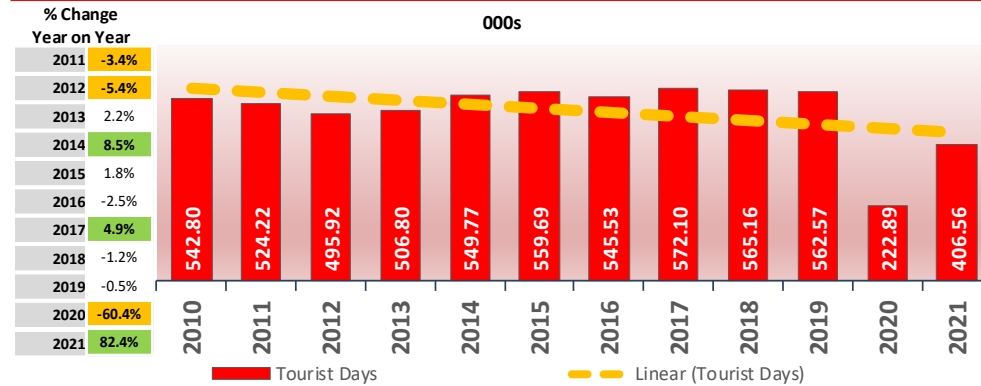
Economic Impact - Indexed - Serviced Accommodation



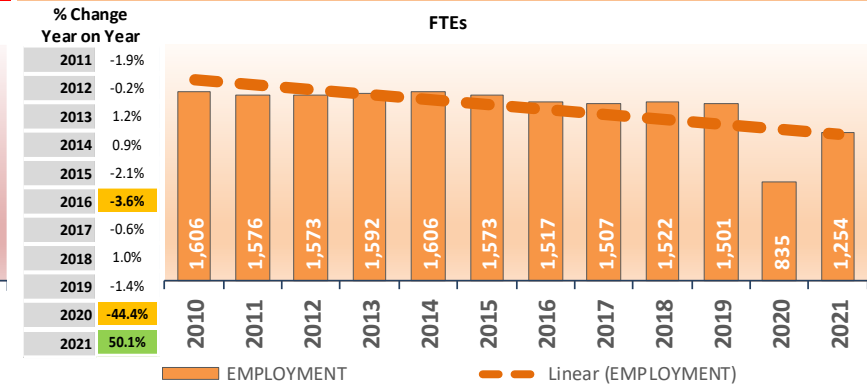
Visitor Numbers - Serviced Accommodation



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 - Indexed		-2.6%	-7.0%	-6.3%	0.7%	3.0%	0.6%	4.3%	3.4%	1.9%	-59.3%	-26.2%
Visitor Numbers		-2.9%	-8.3%	-8.3%	3.9%	2.9%	-0.4%	5.6%	4.4%	4.0%	-57.7%	-26.4%
Visitor Days		-3.4%	-8.6%	-6.6%	1.3%	3.1%	0.5%	5.4%	4.1%	3.6%	-58.9%	-25.1%
Direct Employment		-1.9%	-2.1%	-0.9%	0.0%	-2.1%	-5.6%	-6.1%	-5.2%	-6.6%	-48.0%	-21.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
2021 Prices

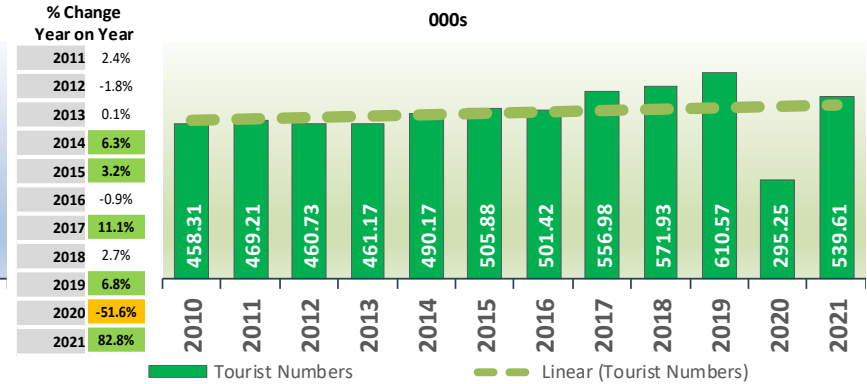
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

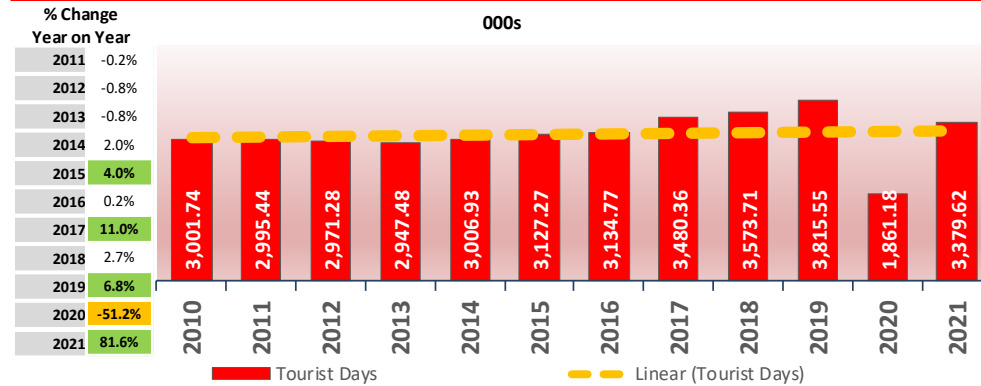
Economic Impact - Indexed - Non-Serviced Accommodation



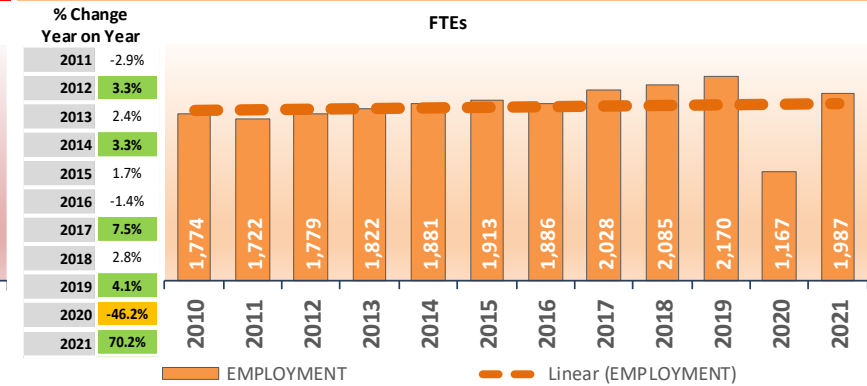
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.1%	0.3%	-0.5%	2.3%	5.1%	5.9%	20.3%	23.2%	30.3%	-34.5%	15.9%
Visitor Numbers		2.4%	0.5%	0.6%	7.0%	10.4%	9.4%	21.5%	24.8%	33.2%	-35.6%	17.7%
Visitor Days		-0.2%	-1.0%	-1.8%	0.2%	4.2%	4.4%	15.9%	19.1%	27.1%	-38.0%	12.6%
Direct Employment		-2.9%	0.3%	2.7%	6.0%	7.9%	6.3%	14.3%	17.5%	22.3%	-34.2%	12.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
2021 Prices

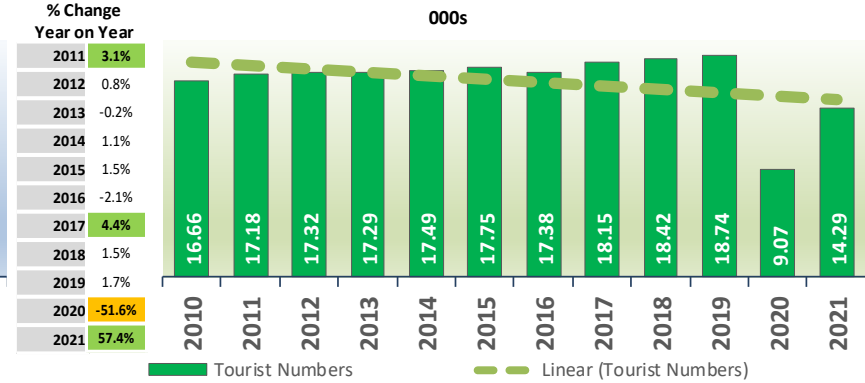
SFR

KEY MEASURES
Indexed

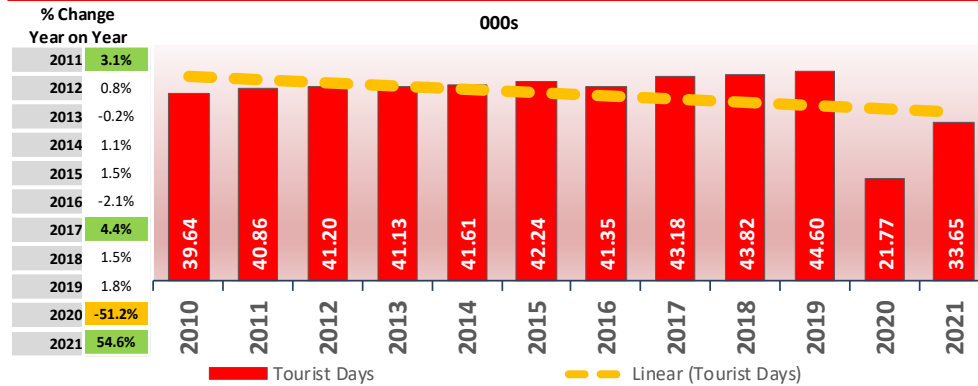
Economic Impact - Indexed - SFR



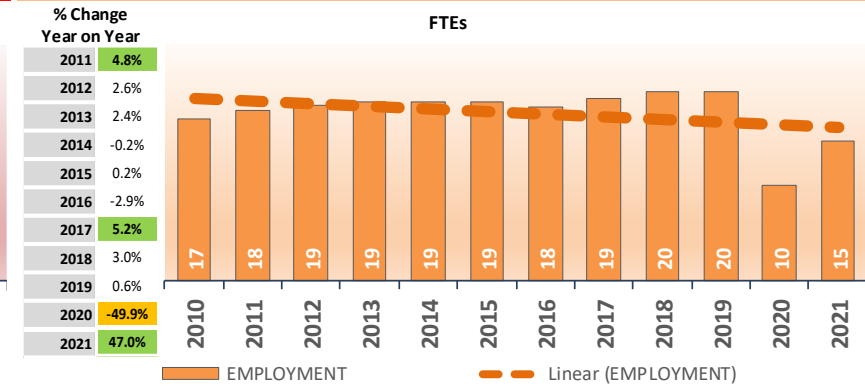
Visitor Numbers - SFR



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

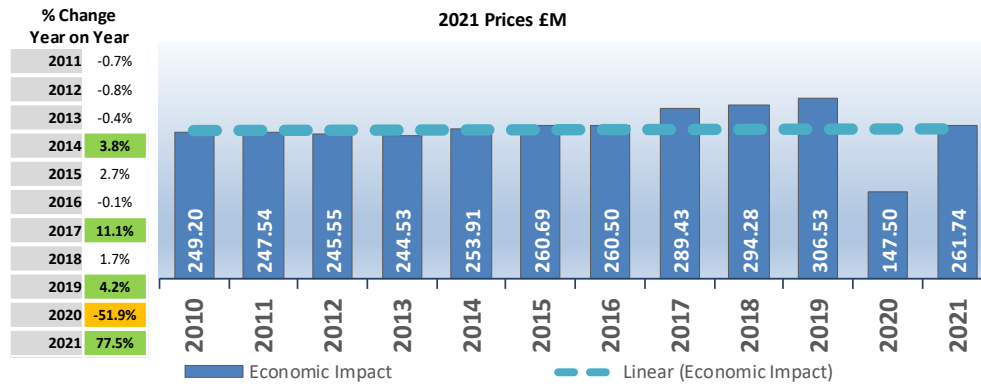
STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
2021 Prices

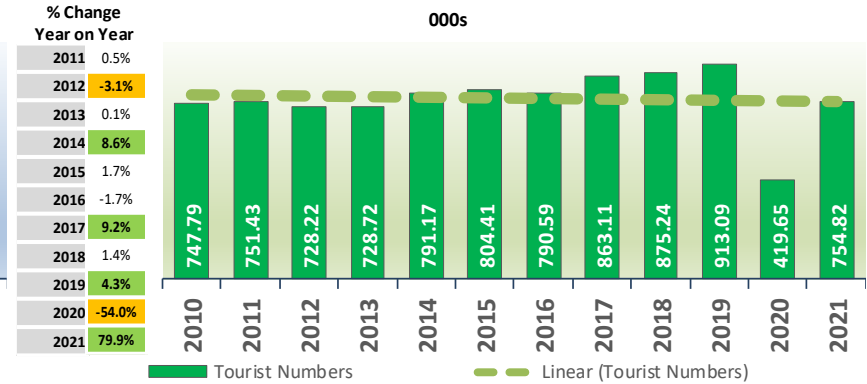
STAYING VISITOR

KEY MEASURES
Indexed

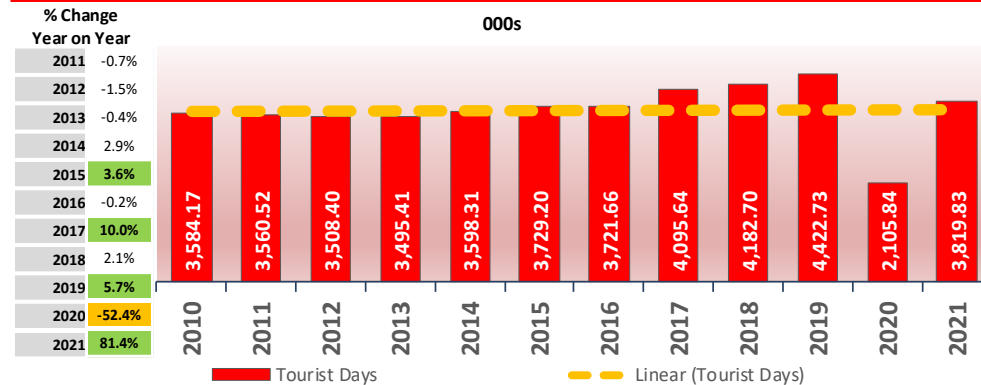
Economic Impact - Indexed - Staying Visitor



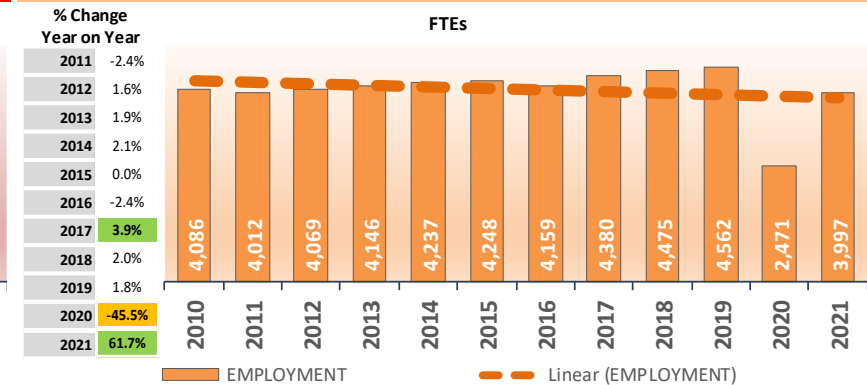
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-0.7%	-1.5%	-1.9%	1.9%	4.6%	4.5%	16.1%	18.1%	23.0%	-40.8%	5.0%
Visitor Numbers		0.5%	-2.6%	-2.6%	5.8%	7.6%	5.7%	15.4%	17.0%	22.1%	-43.9%	0.9%
Visitor Days		-0.7%	-2.1%	-2.5%	0.4%	4.0%	3.8%	14.3%	16.7%	23.4%	-41.2%	6.6%
Direct Employment		-1.8%	-0.4%	1.5%	3.7%	4.0%	1.8%	7.2%	9.5%	11.6%	-39.5%	-2.2%

"Linear" = Linear Trendline

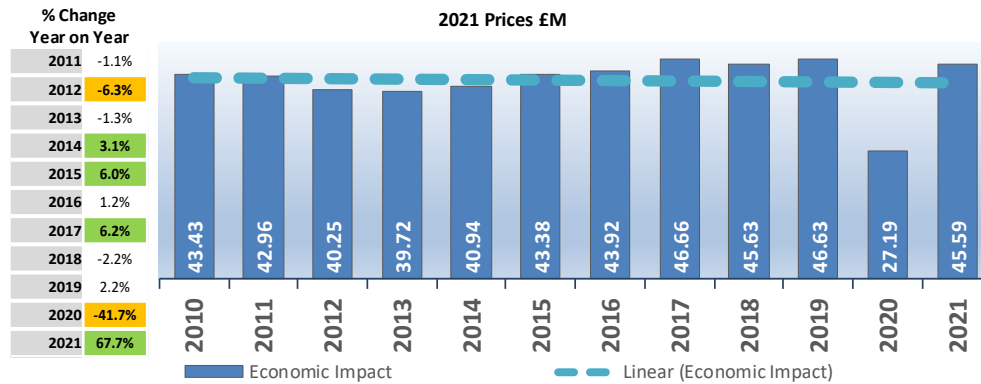
STEAM REPORT FOR 2010-2021 - FINAL
GREATER EXMOOR

2010 to 2021
2021 Prices

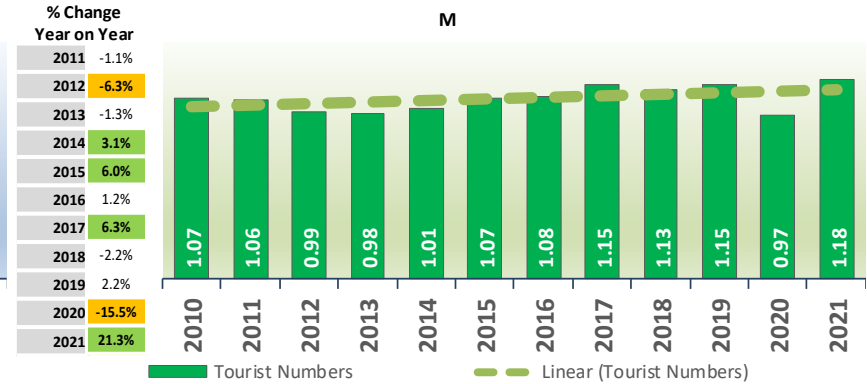
DAY VISITOR

KEY MEASURES
Indexed

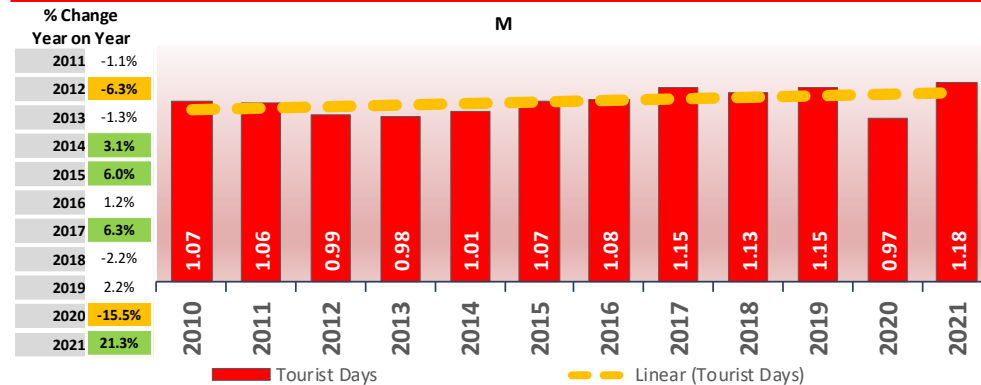
Economic Impact - Indexed - Day Visitor



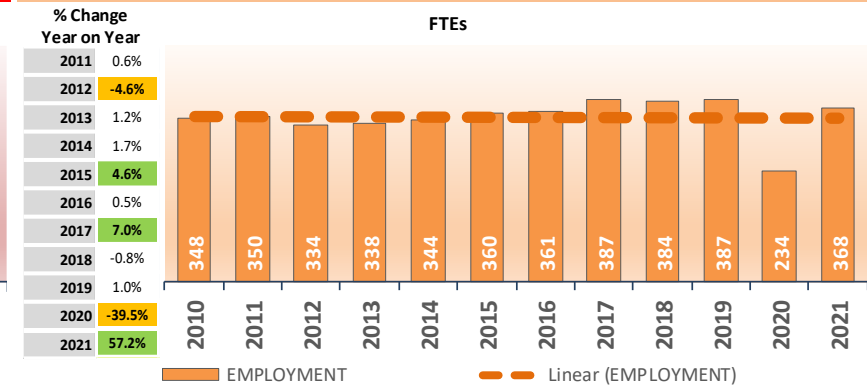
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

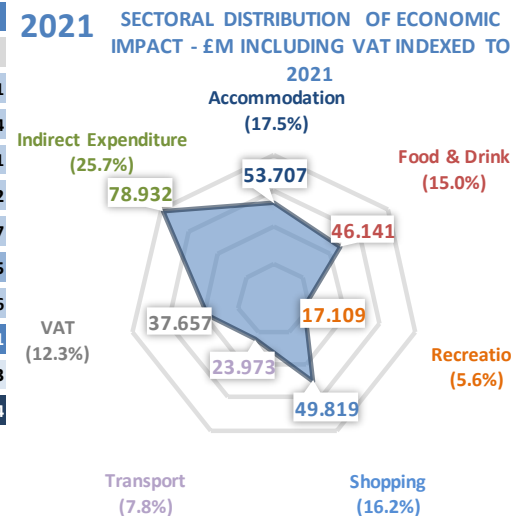


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		-1.1%	-7.3%	-8.5%	-5.7%	-0.1%	1.1%	7.4%	5.0%	7.4%	-37.4%	5.0%
Visitor Numbers		-1.1%	-7.3%	-8.6%	-5.8%	-0.1%	1.1%	7.4%	5.1%	7.4%	-9.3%	10.0%
Visitor Days		-1.1%	-7.3%	-8.6%	-5.8%	-0.1%	1.1%	7.4%	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

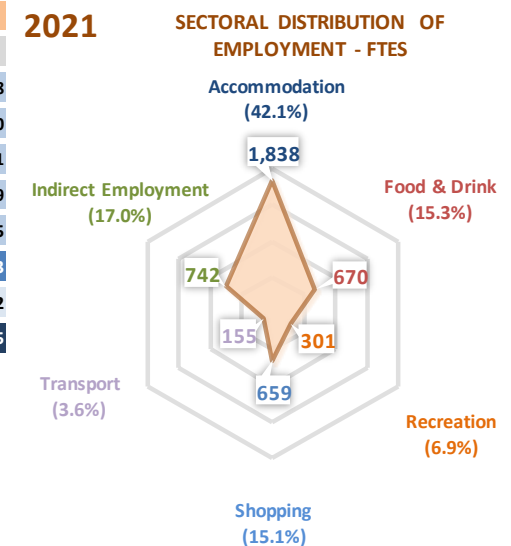
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	£M	53.10	51.63	52.01	51.72	54.50	54.97	55.08	62.52	63.18	63.62	34.93	53.71
Food & Drink	£M	45.06	43.79	42.68	42.51	43.95	45.65	45.60	49.70	50.29	52.78	27.80	46.14
Recreation	£M	16.45	16.03	15.61	15.50	15.97	16.64	16.66	18.12	18.31	19.45	10.26	17.11
Shopping	£M	48.27	46.81	45.41	45.14	46.37	48.34	48.45	52.70	53.28	55.79	27.96	49.82
Transport	£M	23.29	22.70	22.08	21.93	22.61	23.55	23.56	25.56	25.84	27.43	13.31	23.97
Direct Revenue	£M	186.17	180.95	177.80	176.81	183.41	189.15	189.35	208.60	210.91	219.08	114.26	190.75
VAT	£M	32.58	36.19	35.56	35.36	36.68	37.83	37.87	41.72	42.18	43.82	15.38	37.66
Direct Expenditure	£M	218.75	217.14	213.36	212.17	220.09	226.98	227.22	250.33	253.09	262.90	129.64	228.41
Indirect Expenditure	£M	73.88	73.36	72.44	72.07	74.77	77.09	77.19	85.76	86.82	90.26	45.05	78.93
TOTAL	£M	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34



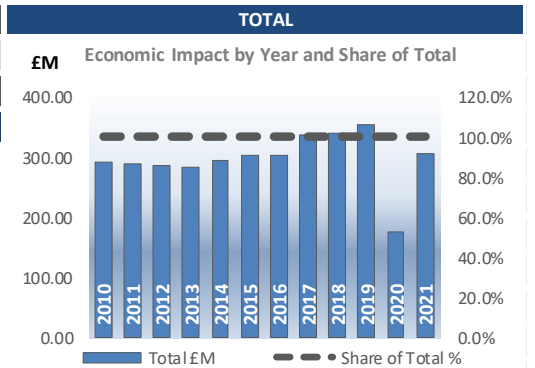
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	FTEs	2,058	1,964	2,018	2,052	2,102	2,068	1,998	1,986	2,004	1,992	1,179	1,838
Food & Drink	FTEs	637	643	638	651	664	681	675	741	761	789	414	670
Recreation	FTEs	282	285	283	288	293	301	299	328	336	353	185	301
Shopping	FTEs	622	626	618	630	639	657	654	716	735	760	380	659
Transport	FTEs	147	149	147	150	153	157	156	170	175	183	89	155
Direct Employment	FTEs	3,746	3,667	3,704	3,771	3,850	3,865	3,782	3,941	4,010	4,078	2,247	3,623
Indirect Employment	FTEs	689	695	699	713	730	743	738	826	849	872	459	742
TOTAL	FTEs	4,435	4,363	4,403	4,484	4,580	4,608	4,520	4,767	4,859	4,950	2,706	4,365



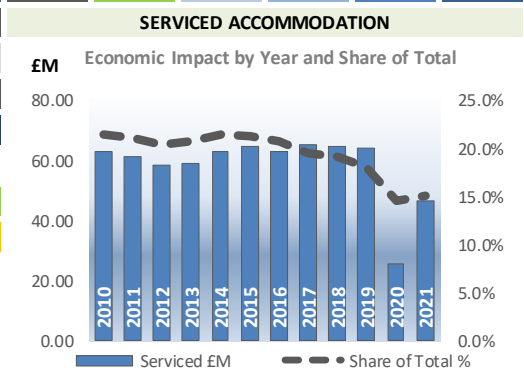
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 2021 Prices		TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2010 to 2021		-56.7%	-58.1%	-64.9%	-46.3%	-12.6%	6.9%	8.5%	11.4%	26.1%	44.4%	104.0%	64.2%	5.0%	Annual Change	-61.1%	-13.5%	14.7%	61.6%	
% Change 2020 to 2021		-72.2%	-64.9%	-27.0%	2384.8%	3746.8%	1620.9%	64.5%	24.1%	14.4%	39.6%	2024.6%	90.8%	75.9%	Annual Change	-58.4%	2166.7%	30.3%	103.9%	
Average Annual Change		-5.2%	-5.3%	-5.9%	-4.2%	-1.1%	0.6%	0.8%	1.0%	2.4%	4.0%	9.5%	5.8%	0.5%	Annual Change	-5.6%	-1.2%	1.3%	5.6%	
2010	£M	4.789	5.882	9.862	25.03	33.07	38.50	46.49	56.11	41.94	17.65	6.758	6.537	292.64		20.53	96.61	144.55	30.94	
2011	£M	6.465	7.214	11.42	26.08	34.17	36.64	42.83	51.58	39.57	18.80	8.649	7.070	290.50	-0.7%	25.09	96.90	133.99	34.52	
2012	£M	6.369	7.829	11.58	24.79	32.18	36.19	42.30	51.79	38.26	17.76	8.823	7.932	285.80	-1.6%	25.78	93.16	132.35	34.51	
2013	£M	6.266	7.661	11.67	22.68	33.09	33.94	42.65	53.93	37.24	17.85	8.855	8.424	284.25	-0.5%	25.60	89.71	133.82	35.13	
2014	£M	6.396	7.517	11.81	23.93	33.16	33.74	45.11	56.06	39.11	18.68	10.33	9.015	294.85	3.7%	25.72	90.83	140.27	38.03	
2015	£M	6.756	8.024	12.54	23.98	34.03	34.88	47.31	57.14	40.46	19.37	10.34	9.248	304.07	3.1%	27.32	92.89	144.91	38.96	
2016	£M	6.573	8.070	12.45	23.43	33.70	35.64	47.14	57.79	40.50	19.50	10.37	9.255	304.42	0.1%	27.09	92.77	145.43	39.12	
2017	£M	7.155	9.788	12.47	27.84	36.33	37.92	49.97	61.36	46.57	22.65	12.49	11.55	336.09	10.4%	29.42	102.09	157.90	46.69	
2018	£M	7.328	9.966	12.60	26.79	37.53	38.41	50.32	62.64	46.38	22.90	12.98	12.07	339.91	1.1%	29.89	102.73	159.34	47.94	
2019	£M	7.685	9.894	12.91	28.99	39.72	40.49	53.20	64.44	47.03	23.13	13.45	12.23	353.16	3.9%	30.49	109.20	164.67	48.81	
2020	£M	7.460	7.023	4.743	0.541	0.752	2.392	30.65	50.37	46.23	18.25	0.649	5.624	174.68	-50.5%	19.23	3.685	127.25	24.52	
2021	£M	2.072	2.464	3.461	13.44	28.91	41.17	50.43	62.49	52.90	25.48	13.78	10.73	307.34	75.9%	7.997	83.52	165.82	50.00	

ECONOMIC IMPACT - INDEXED TO 2021													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	TOTAL	
Total	£M	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34		
All Visitor Types	£M	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34		
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 GREATER EXMOOR													2010 to 2021 2021 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											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		-52.2%	-41.6%	-52.6%	-59.8%	-51.8%	-33.6%	-16.3%	-13.7%	-19.6%	-5.8%	48.1%	36.4%	-26.2%	Annual Change	-49.5%	-48.1%	-16.1%	14.8%	
% Change 2020 to 2021		-48.9%	-46.0%	58.7%	1012.4%	1069.7%	1111.5%	116.0%	22.8%	26.6%	49.0%	827.6%	166.6%	81.4%	Annual Change	-28.9%	1072.4%	45.1%	127.2%	
Average Annual Change		-4.7%	-3.8%	-4.8%	-5.4%	-4.7%	-3.1%	-1.5%	-1.2%	-1.8%	-0.5%	4.4%	3.3%	-2.4%	Annual Change	-4.5%	-4.4%	-1.5%	1.3%	
2010	£M	2.124	1.811	2.801	6.872	6.500	7.307	9.243	11.03	6.862	4.672	1.753	1.736	62.71		6.736	20.68	27.14	8.161	
2011	£M	2.412	2.133	2.782	6.666	5.835	6.521	8.926	11.25	6.567	4.430	1.790	1.796	61.11	-2.6%	7.327	19.02	26.75	8.016	
2012	£M	2.314	2.065	2.941	5.855	5.256	6.564	8.433	10.75	6.495	4.055	1.803	1.810	58.34	-4.5%	7.321	17.68	25.68	7.668	
2013	£M	2.194	1.807	2.749	5.296	5.789	6.110	8.739	11.75	6.376	4.054	1.967	1.964	58.79	0.8%	6.750	17.20	26.86	7.984	
2014	£M	2.406	1.753	2.657	5.328	6.493	6.281	10.80	12.57	6.523	4.142	2.048	2.118	63.12	7.4%	6.816	18.10	29.90	8.308	
2015	£M	2.645	2.079	3.100	5.360	6.497	6.512	11.24	12.12	6.634	4.185	2.074	2.135	64.59	2.3%	7.824	18.37	30.00	8.394	
2016	£M	2.440	2.084	2.871	5.172	6.115	6.269	11.22	12.17	6.577	4.063	1.998	2.110	63.09	-2.3%	7.395	17.55	29.97	8.170	
2017	£M	2.397	2.514	2.730	5.923	5.980	6.637	9.870	11.03	6.945	5.005	3.151	3.201	65.38	3.6%	7.641	18.54	27.84	11.36	
2018	£M	2.379	2.470	2.629	5.724	6.031	6.600	9.789	11.25	6.678	5.010	3.124	3.151	64.83	-0.8%	7.478	18.35	27.71	11.28	
2019	£M	2.389	2.414	2.594	5.632	5.971	6.526	9.575	11.03	6.566	5.076	3.104	3.000	63.88	-1.5%	7.397	18.13	27.17	11.18	
2020	£M	1.987	1.960	0.836	0.248	0.268	0.400	3.582	7.752	4.358	2.954	0.280	0.889	25.51	-60.1%	4.783	0.916	15.69	4.123	
2021	£M	1.015	1.058	1.326	2.761	3.131	4.849	7.736	9.521	5.519	4.401	2.597	2.369	46.28	81.4%	3.399	10.74	22.78	9.366	

ECONOMIC IMPACT - INDEXED TO 2021													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Serviced	£M	62.71	61.11	58.34	58.79	63.12	64.59	63.09	65.38	64.83	63.88	25.51	46.28
All Visitor Types	£M	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34
Share of Total	%	21.4%	21.0%	20.4%	20.7%	21.4%	21.2%	20.7%	19.5%	19.1%	18.1%	14.6%	15.1%
Annual Change in Share	%		-1.8%	-3.0%	1.3%	3.5%	-0.8%	-2.4%	-6.1%	-2.0%	-5.2%	-19.2%	3.1%
Change in Share from 2010	%		-1.8%	-4.7%	-3.5%	-0.1%	-0.9%	-3.3%	-9.2%	-11.0%	-15.6%	-31.8%	-29.7%
Avg Ann. Change in Share	%		-1.8%	-2.4%	-1.2%	0.0%	-0.2%	-0.6%	-1.3%	-1.4%	-1.7%	-3.2%	-2.7%

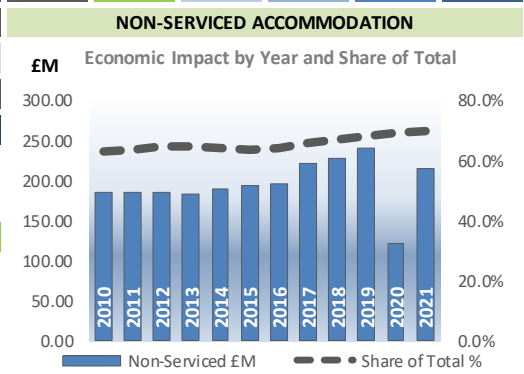


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Report Prepared by: Alison Tipler, Date of Issue: 21/11/22

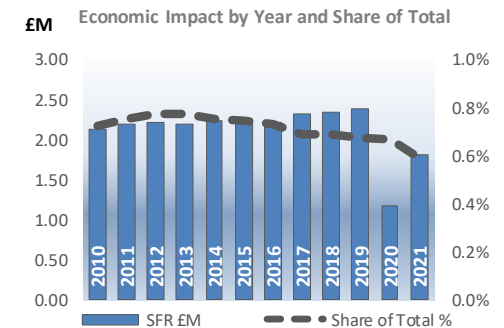
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 2021 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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		-55.8%	-66.7%	-71.0%	-39.4%	-2.7%	10.3%	16.4%	14.8%	50.9%	79.0%	129.0%	102.1%	15.9%	Annual Change	-67.4%	-5.1%	25.0%	94.6%
% Change 2020 to 2021		-83.8%	-75.2%	-48.5%	2795.2%	5334.0%	4547.3%	56.8%	22.7%	19.7%	46.6%	2784.3%	84.6%	76.8%		-71.2%	4417.4%	30.2%	106.3%
Average Annual Change		-5.1%	-6.1%	-6.5%	-3.6%	-0.2%	0.9%	1.5%	1.3%	4.6%	7.2%	11.7%	9.3%	1.4%		-6.1%	-0.5%	2.3%	8.6%
2010	£M	1.763	3.321	6.168	13.21	22.45	25.92	30.75	38.06	25.33	10.19	3.866	3.352	184.37		11.25	61.57	94.13	17.41
2011	£M	3.140	4.224	7.628	14.50	24.01	24.64	28.17	33.44	23.71	11.76	5.421	3.586	184.24	-0.1%	14.99	63.16	85.32	20.77
2012	£M	3.134	4.807	7.591	14.46	22.85	24.64	28.10	34.55	23.75	11.36	5.341	4.432	185.01	0.4%	15.53	61.95	86.39	21.14
2013	£M	3.248	4.793	7.968	13.54	22.52	23.43	28.35	35.14	22.99	11.33	5.552	4.661	183.53	-0.8%	16.01	59.49	86.49	21.55
2014	£M	3.348	4.971	8.271	13.82	22.15	23.06	28.62	36.46	24.19	12.01	6.666	4.999	188.57	2.7%	16.59	59.03	89.27	23.68
2015	£M	3.439	5.071	8.496	14.14	22.82	23.59	29.48	37.76	24.91	12.28	6.784	5.092	193.85	2.8%	17.01	60.54	92.15	24.15
2016	£M	3.470	5.065	8.415	14.10	22.88	23.69	29.64	38.25	25.32	12.37	6.843	5.154	195.20	0.7%	16.95	60.67	93.22	24.37
2017	£M	4.071	6.390	8.887	16.89	24.73	25.91	33.84	41.54	30.67	14.61	7.808	6.387	221.74	13.6%	19.35	67.54	106.05	28.80
2018	£M	4.258	6.639	9.143	16.19	26.02	26.56	34.41	42.72	30.91	14.92	8.364	6.964	227.11	2.4%	20.04	68.77	108.05	30.25
2019	£M	4.564	6.602	9.446	18.28	28.16	28.66	37.24	44.70	31.51	15.08	8.783	7.241	240.27	5.8%	20.61	75.10	113.45	31.10
2020	£M	4.811	4.468	3.466	0.276	0.402	0.615	22.83	35.59	31.94	12.44	0.307	3.671	120.82	-49.7%	12.74	1.293	90.36	16.42
2021	£M	0.779	1.107	1.786	8.001	21.84	28.58	35.80	43.68	38.22	18.24	8.854	6.774	213.66	76.8%	3.672	58.42	117.70	33.87

ECONOMIC IMPACT - INDEXED TO 2021													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Non-Serviced	£M	184.37	184.24	185.01	183.53	188.57	193.85	195.20	221.74	227.11	240.27	120.82	213.66		
All Visitor Types	£M	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34		
Share of Total	%	63.0%	63.4%	64.7%	64.6%	64.0%	63.8%	64.1%	66.0%	66.8%	68.0%	69.2%	69.5%		
Annual Change in Share	%		0.7%	2.1%	-0.3%	-1.0%	-0.3%	0.6%	2.9%	1.3%	1.8%	1.7%	0.5%		
Change in Share from 2010	%		0.7%	2.7%	2.5%	1.5%	1.2%	1.8%	4.7%	6.0%	8.0%	9.8%	10.3%		
Avg Ann. Change in Share	%		0.7%	1.4%	0.8%	0.4%	0.2%	0.3%	0.7%	0.8%	0.9%	1.0%	0.9%		



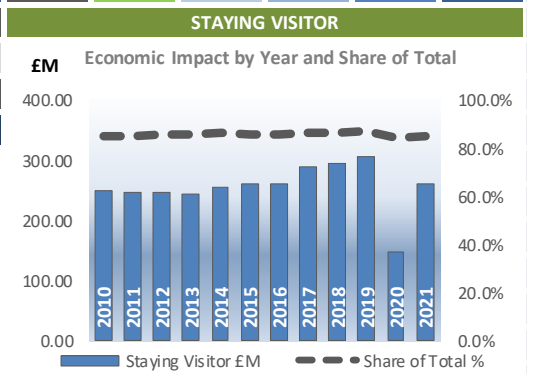
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 2021 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE 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%	-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	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34		
Share of Total	%	0.7%	0.8%	0.8%	0.8%	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.6%		
Annual Change in Share	%		3.9%	2.5%	0.4%	-2.5%	-1.6%	-2.2%	-5.4%	0.3%	-2.1%	-1.3%	-12.2%		
Change in Share from 2010	%		3.9%	6.4%	6.8%	4.2%	2.6%	0.3%	-5.2%	-4.8%	-6.8%	-8.0%	-19.2%		
Avg Ann. Change in Share	%		3.9%	3.2%	2.3%	1.0%	0.5%	0.0%	-0.7%	-0.6%	-0.8%	-0.8%	-1.7%		



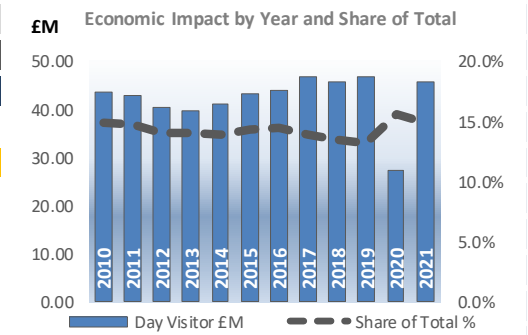
STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 2021 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £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		-54.0%	-57.9%	-65.2%	-46.4%	-13.8%	0.7%	8.8%	8.3%	35.8%	52.0%	103.1%	76.4%	5.0%	Annual Change	-60.6%	-16.0%	15.8%	68.2%	
% Change 2020 to 2021		-73.2%	-66.2%	-27.4%	1950.9%	3626.0%	3194.5%	64.9%	22.8%	20.5%	47.0%	1854.4%	100.3%	77.5%		-59.6%	3028.0%	32.5%	110.6%	
Average Annual Change		-4.9%	-5.3%	-5.9%	-4.2%	-1.3%	0.1%	0.8%	0.8%	3.3%	4.7%	9.4%	6.9%	0.5%		-5.5%	-1.5%	1.4%	6.2%	
2010	£M	4.164	5.224	9.081	20.36	29.13	33.37	40.22	49.33	32.32	14.98	5.702	5.329	249.20		18.47	82.86	121.86	26.01	
2011	£M	5.875	6.459	10.53	21.45	30.04	31.30	37.31	44.93	30.40	16.31	7.301	5.634	247.54	-0.7%	22.86	82.79	112.64	29.25	
2012	£M	5.770	6.978	10.65	20.59	28.29	31.35	36.75	45.53	30.37	15.54	7.236	6.506	245.55	-0.8%	23.40	80.22	112.65	29.28	
2013	£M	5.762	6.705	10.84	19.11	28.49	29.68	37.31	47.13	29.49	15.51	7.613	6.891	244.53	-0.4%	23.31	77.28	113.93	30.01	
2014	£M	6.081	6.829	11.05	19.42	28.83	29.48	39.65	49.27	30.84	16.28	8.809	7.389	253.91	3.8%	23.96	77.73	119.76	32.47	
2015	£M	6.421	7.258	11.72	19.77	29.50	30.24	40.95	50.12	31.67	16.58	8.955	7.502	260.69	2.7%	25.40	79.51	122.74	33.04	
2016	£M	6.237	7.256	11.41	19.54	29.18	30.09	41.08	50.66	32.02	16.56	8.936	7.534	260.50	-0.1%	24.90	78.81	123.76	33.03	
2017	£M	6.803	9.020	11.74	23.10	30.90	32.69	43.93	52.80	37.75	19.74	11.06	9.889	289.43	11.1%	27.56	86.69	134.48	40.69	
2018	£M	6.978	9.225	11.90	22.20	32.24	33.31	44.43	54.21	37.72	20.06	11.59	10.42	294.28	1.7%	28.10	87.74	136.36	42.08	
2019	£M	7.307	9.133	12.17	24.21	34.32	35.32	47.05	55.97	38.21	20.28	12.00	10.56	306.53	4.2%	28.61	93.86	141.23	42.84	
2020	£M	7.134	6.510	4.347	0.532	0.674	1.020	26.54	43.53	36.43	15.49	0.593	4.693	147.50	-51.9%	17.99	2.226	106.50	20.78	
2021	£M	1.914	2.199	3.157	10.90	25.11	33.61	43.77	53.44	43.88	22.77	11.58	9.402	261.74	77.5%	7.270	69.62	141.09	43.76	

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	249.20	247.54	245.55	244.53	253.91	260.69	260.50	289.43	294.28	306.53	147.50	261.74		
All Visitor Types	£M	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34		
Share of Total	%	85.2%	85.2%	85.9%	86.0%	86.1%	85.7%	85.6%	86.1%	86.6%	86.8%	84.4%	85.2%		
Annual Change in Share	%		0.1%	0.8%	0.1%	0.1%	-0.4%	-0.2%	0.6%	0.5%	0.3%	-2.7%	0.9%		
Change in Share from 2010	%		0.1%	0.9%	1.0%	1.1%	0.7%	0.5%	1.1%	1.7%	1.9%	-0.8%	0.0%		
Avg Ann. Change in Share	%		0.1%	0.4%	0.3%	0.3%	0.1%	0.1%	0.2%	0.2%	0.2%	-0.1%	0.0%		



STEAM REPORT FOR 2010-2021 - FINAL GREATER EXMOOR													2010 to 2021 2021 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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		-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													DAY VISITOR		
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	292.64	290.50	285.80	284.25	294.85	304.07	304.42	336.09	339.91	353.16	174.68	307.34		
Share of Total	%	14.8%	14.8%	14.1%	14.0%	13.9%	14.3%	14.4%	13.9%	13.4%	13.2%	15.6%	14.8%		
Annual Change in Share	%		-0.4%	-4.8%	-0.8%	-0.6%	2.7%	1.1%	-3.8%	-3.3%	-1.6%	17.9%	-4.7%		
Change in Share from 2010	%		-0.4%	-5.1%	-5.8%	-6.5%	-3.9%	-2.8%	-6.5%	-9.6%	-11.0%	4.9%	0.0%		
Avg Ann. Change in Share	%		-0.4%	-2.6%	-1.9%	-1.6%	-0.8%	-0.5%	-0.9%	-1.2%	-1.2%	0.5%	0.0%		



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