



## STEAM REPORT FOR 2019-2024 - DRAFT

Draft

SHROPSHIRE COUNCIL

**Global Tourism Solutions (UK) Ltd**

71 Heol Gwys

Upper Cwmtwrch






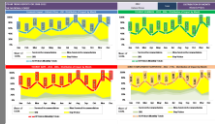
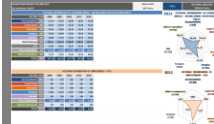






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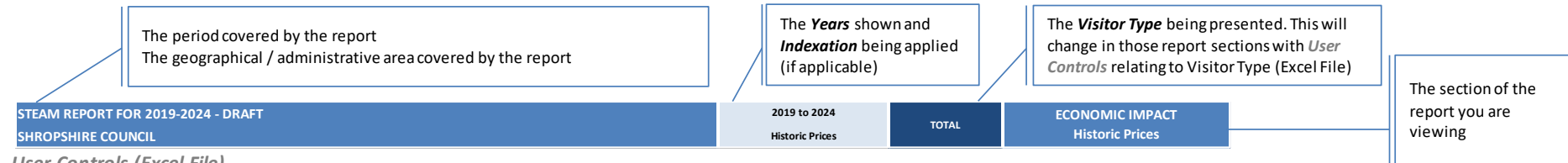
<b>REPORT SECTIONS</b>  <b>Page</b>	<b>USER GUIDE</b>  <b>3</b>	<b>COMPARATIVE HEADLINES</b>  <b>4</b>	<b>KEY MEASURES</b>  <b>5-11</b>
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<b>UNINDEXED ECONOMIC IMPACT</b>  <b>16-22</b>	<b>VISITOR NUMBERS</b>  <b>23-29</b>	<b>VISITOR DAYS</b>  <b>30-36</b>	<b>DIRECT AND TOTAL EMPLOYMENT</b>  <b>37-43</b>
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## Report Section Design and Features

### Headers

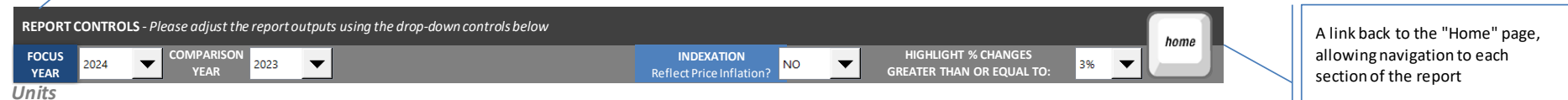
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

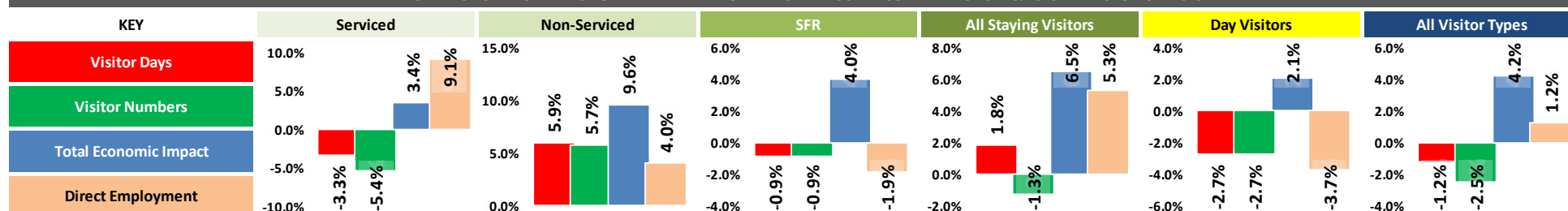
### Visitor Numbers / Visitor Days / Average Length of Stay

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

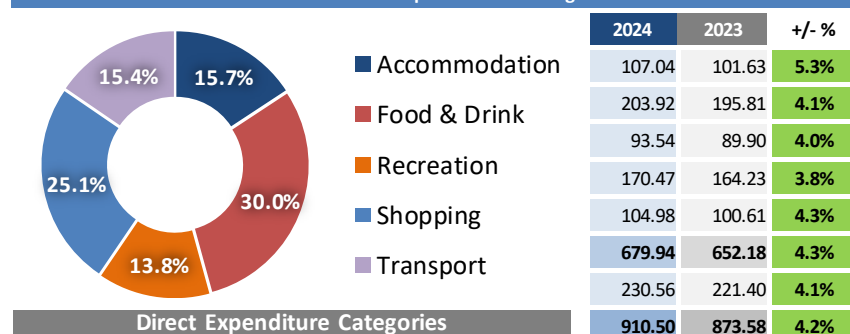
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	1.035	1.070	-3.3%	2.256	2.130	5.9%	1.152	1.163	-0.9%	4.443	4.363	1.8%	8.834	9.083	-2.7%	13.28	13.45	-1.2%
Visitor Numbers	M	0.565	0.597	-5.4%	0.346	0.327	5.7%	0.485	0.489	-0.9%	1.395	1.413	-1.3%	8.834	9.083	-2.7%	10.23	10.50	-2.5%
Direct Expenditure	£M																679.94	652.18	4.3%
Economic Impact	£M	165.81	160.35	3.4%	227.94	208.05	9.6%	59.34	57.05	4.0%	453.09	425.45	6.5%	457.41	448.14	2.1%	910.50	873.58	4.2%
Direct Employment	FTEs	1,632	1,495	9.1%	2,119	2,036	4.0%	419	427	-1.9%	4,170	3,959	5.3%	3,156	3,278	-3.7%	7,326	7,237	1.2%
Total Employment	FTEs																9,153	9,096	0.6%

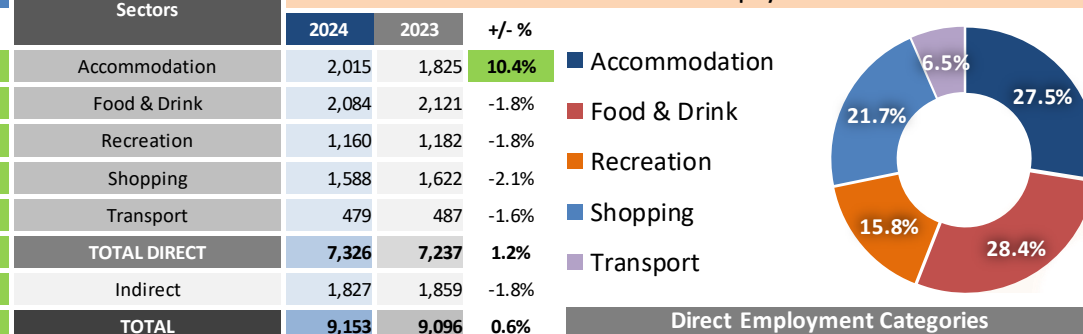
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES



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



Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2024

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

STEAM REPORT FOR 2019-2024 - DRAFT  
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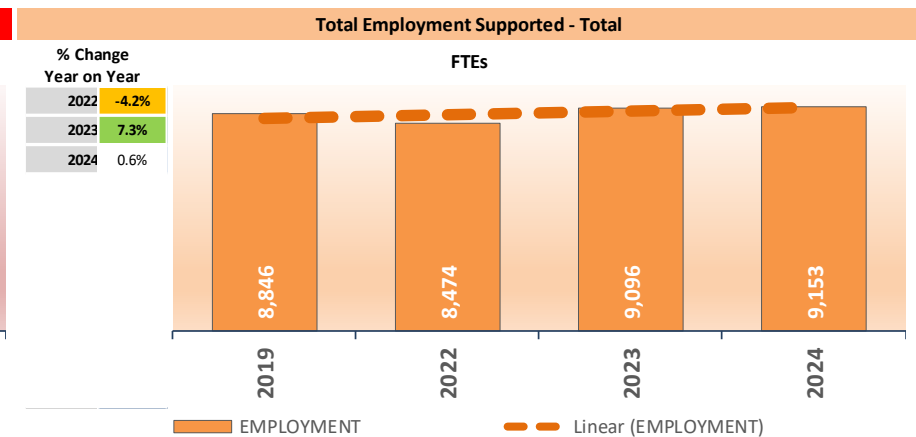
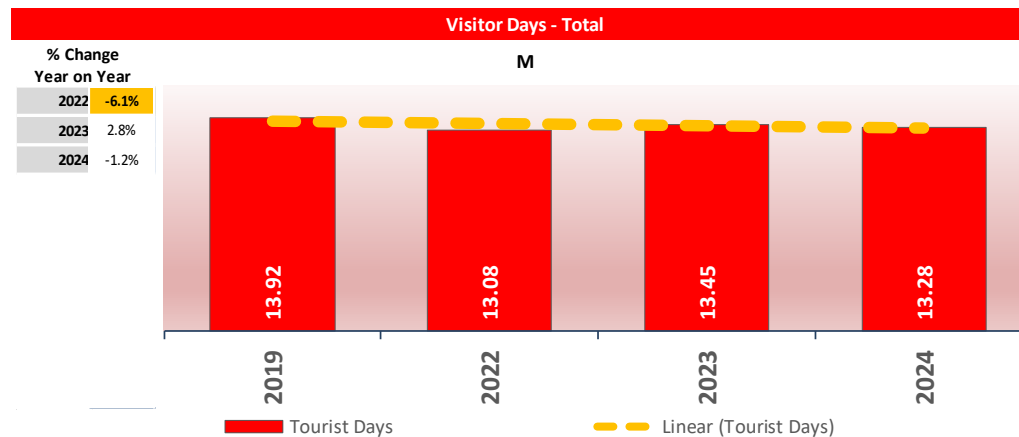
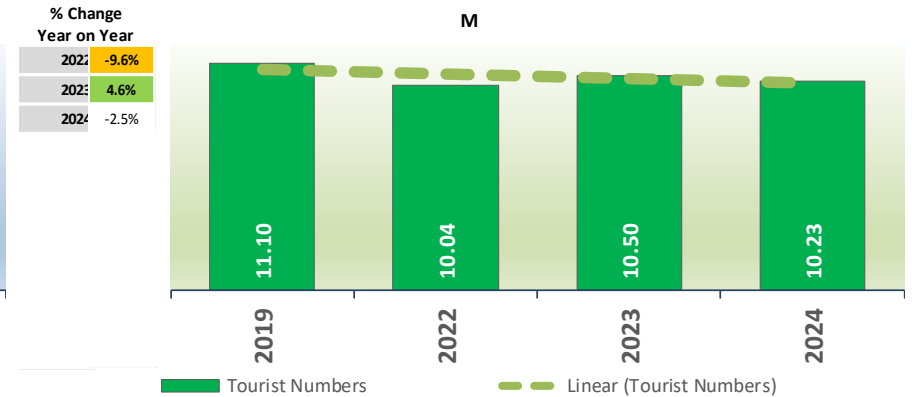
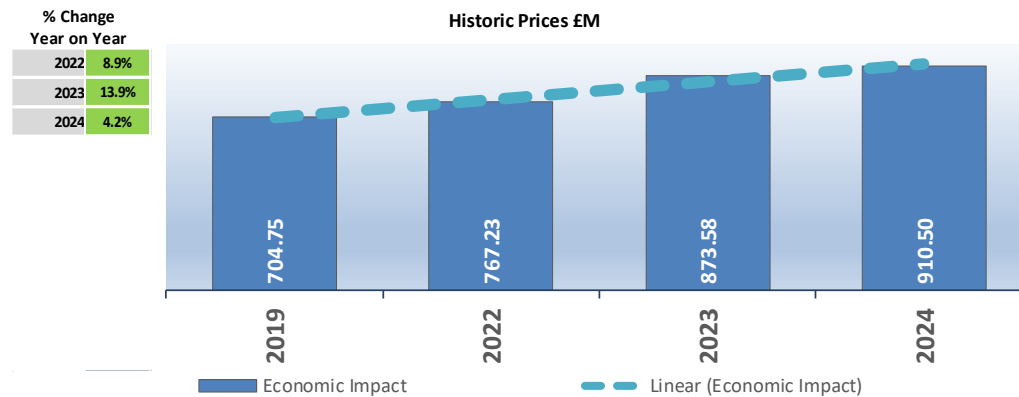
2019 to 2024  
Historic Prices

TOTAL

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2019	2019	2022	2023	2024
Economic Impact - Historic Prices		8.9%	24.0%	29.2%
Visitor Numbers		-9.6%	-5.4%	-7.8%
Visitor Days		-6.1%	-3.4%	-4.6%
Total Employment		-4.2%	2.8%	3.5%

"Linear" = Linear Trendline

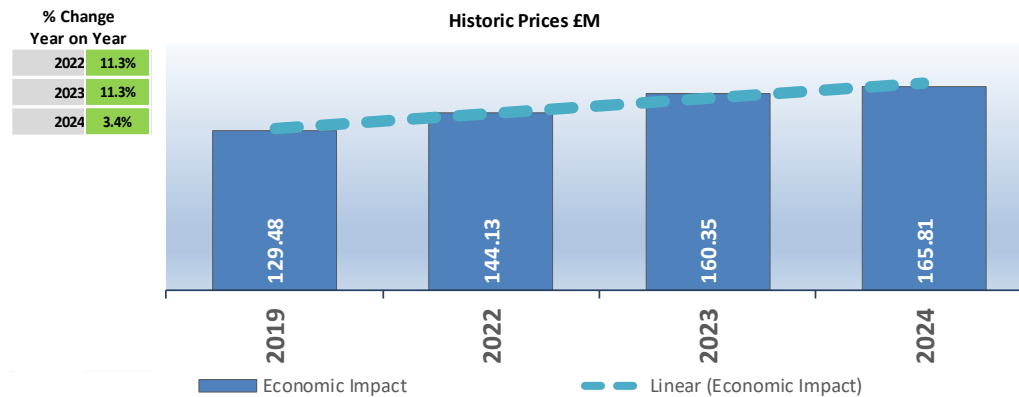
STEAM REPORT FOR 2019-2024 - DRAFT  
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2019 to 2024  
Historic Prices

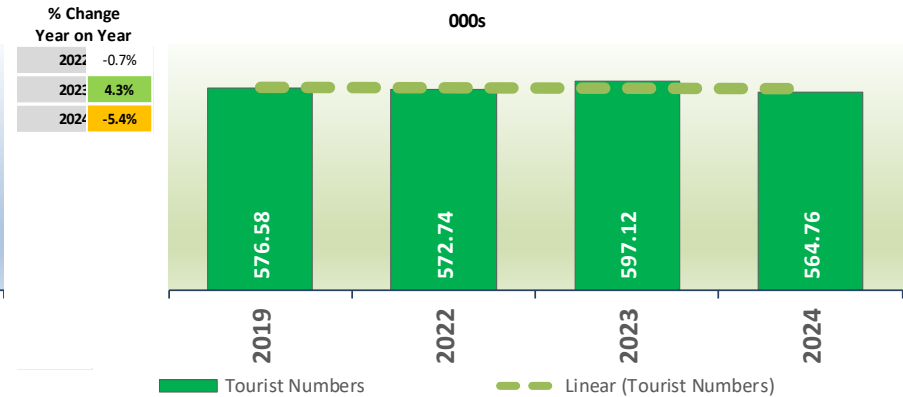
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

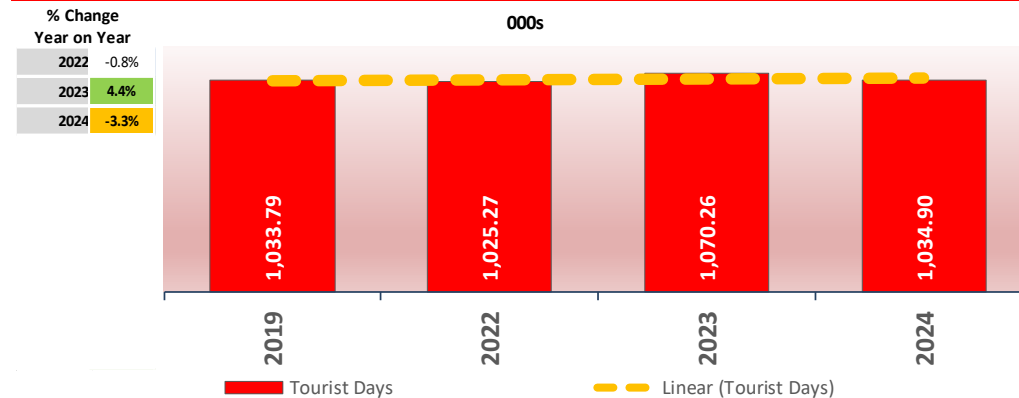
Economic Impact - Historic Prices - Serviced Accommodation



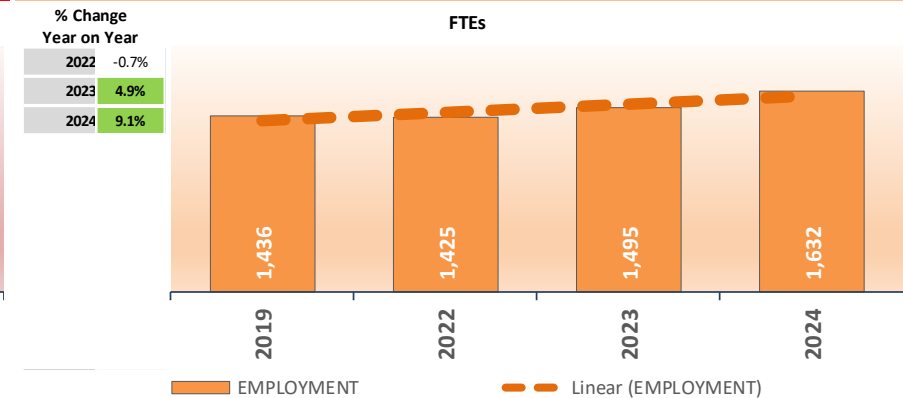
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2019	2019	2022	2023	2024
Economic Impact - Historic Prices		11.3%	23.8%	28.1%
Visitor Numbers		-0.7%	3.6%	-2.1%
Visitor Days		-0.8%	3.5%	0.1%
Direct Employment		-0.7%	4.2%	13.7%

"Linear" = Linear Trendline

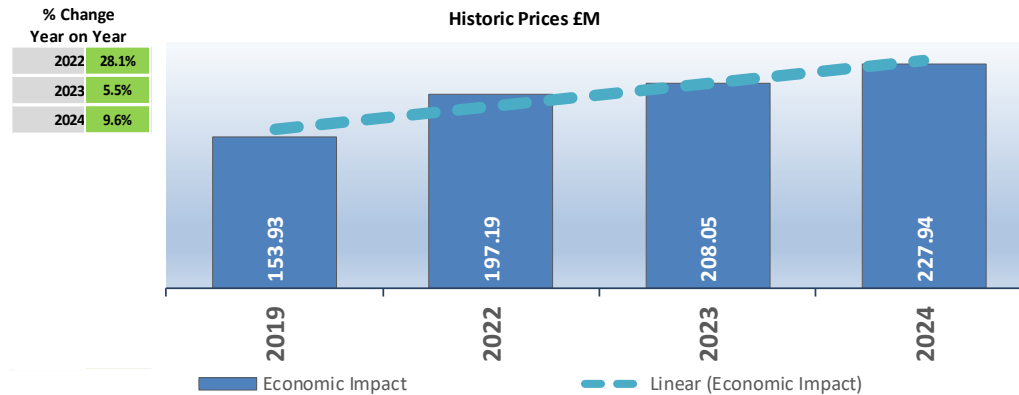
STEAM REPORT FOR 2019-2024 - DRAFT  
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2019 to 2024  
Historic Prices

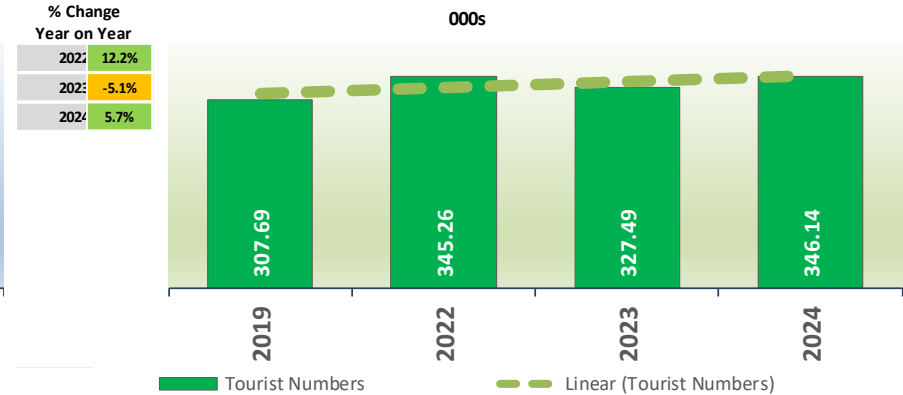
NON-SERVED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

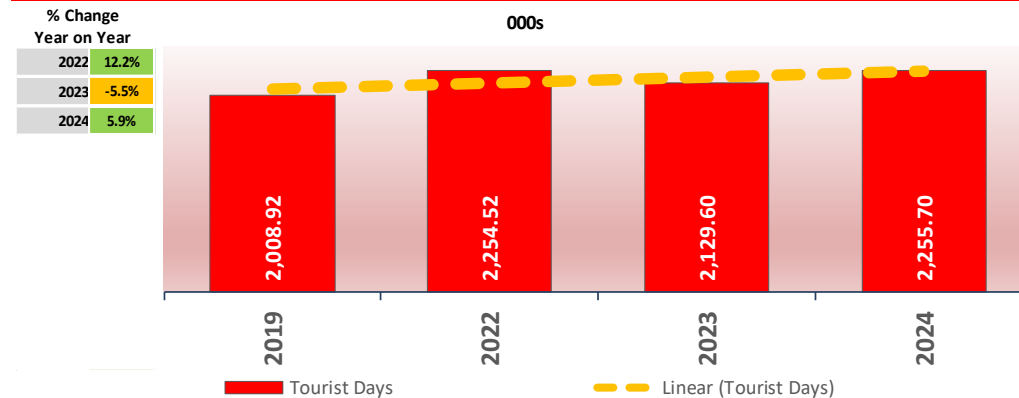
Economic Impact - Historic Prices - Non-Served Accommodation



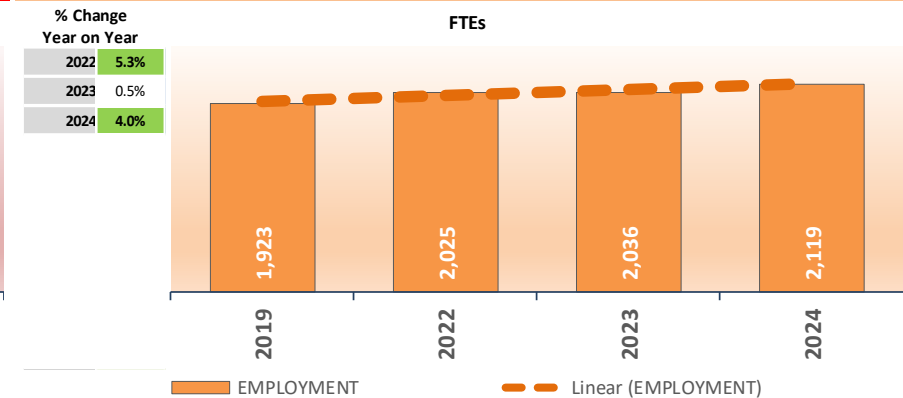
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2019	2019	2022	2023	2024
Economic Impact - Historic Prices		28.1%	35.2%	48.1%
Visitor Numbers		12.2%	6.4%	12.5%
Visitor Days		12.2%	6.0%	12.3%
Direct Employment		5.3%	5.9%	10.2%

"Linear" = Linear Trendline



STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

2019 to 2024  
Historic Prices

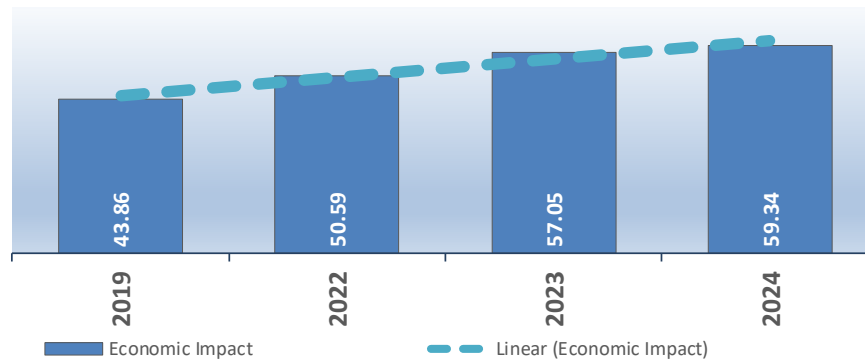
SFR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - SFR

% Change Year on Year	
2022	15.4%
2023	12.8%
2024	4.0%

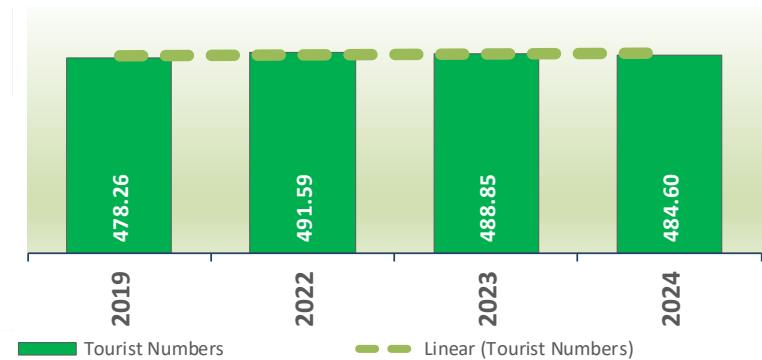
Historic Prices £M



Visitor Numbers - SFR

% Change Year on Year	
2022	2.8%
2023	-0.6%
2024	-0.9%

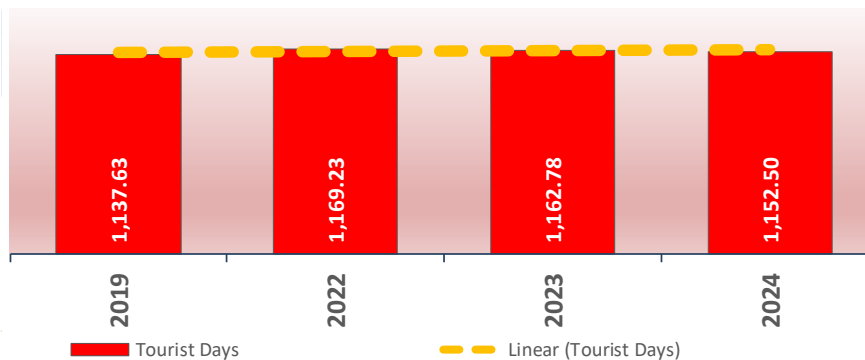
000s



Visitor Days - SFR

% Change Year on Year	
2022	2.8%
2023	-0.6%
2024	-0.9%

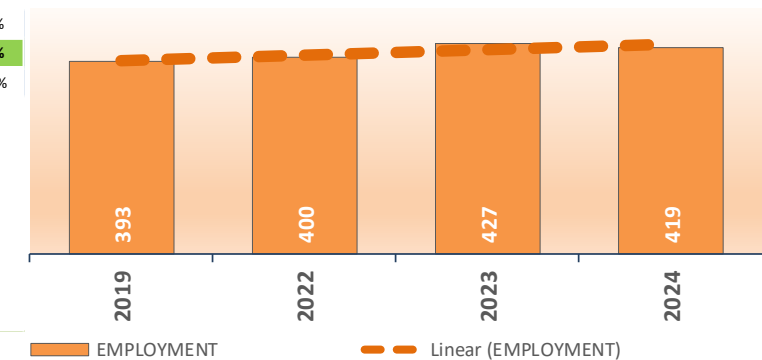
000s



Direct Employment Supported - SFR

% Change Year on Year	
2022	1.8%
2023	6.8%
2024	-1.9%

FTEs



% Change from 2019	2019	2022	2023	2024
Economic Impact - Historic Prices		15.4%	30.1%	35.3%
Visitor Numbers		2.8%	2.2%	1.3%
Visitor Days		2.8%	2.2%	1.3%
Direct Employment		1.8%	8.7%	6.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

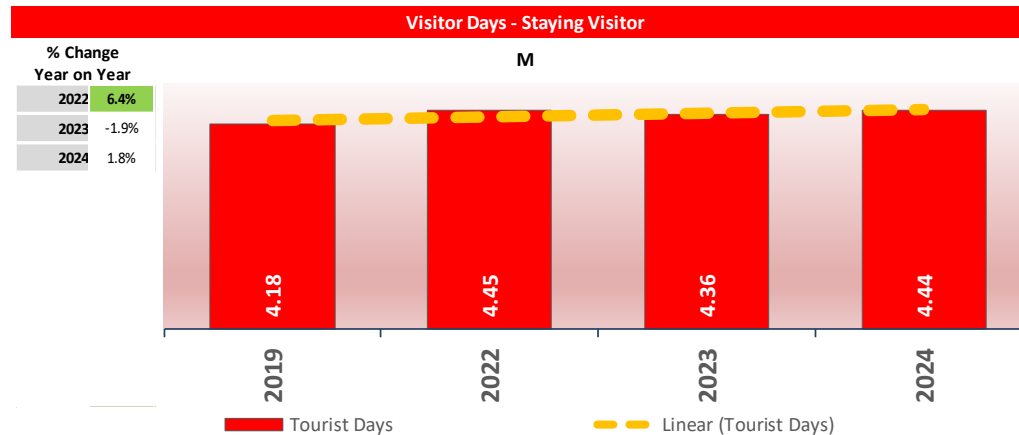
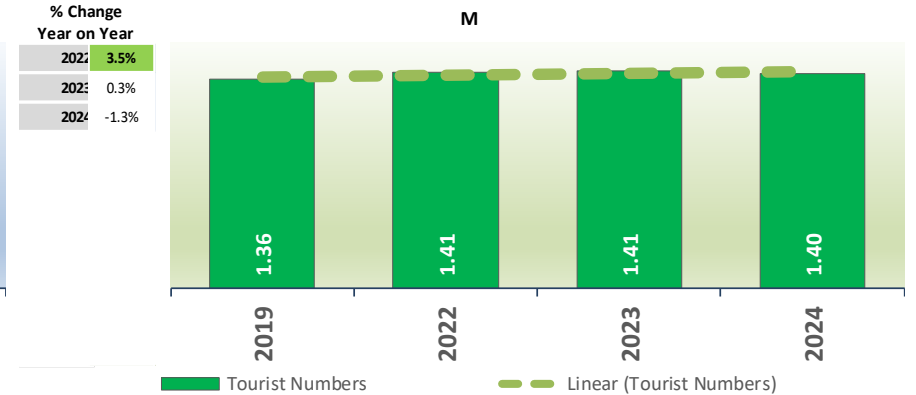
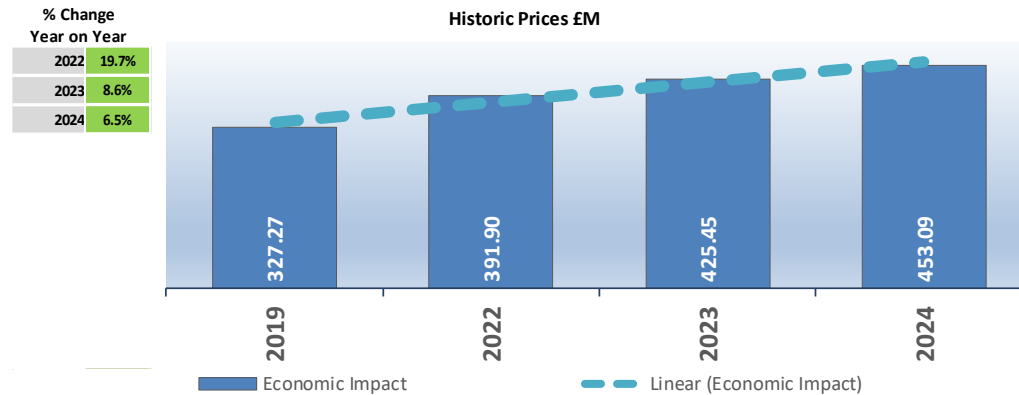
2019 to 2024  
Historic Prices

STAYING VISITOR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Staying Visitor

Visitor Numbers - Staying Visitor



% Change from 2019	2019	2022	2023	2024
Economic Impact - Historic Prices		19.7%	30.0%	38.4%
Visitor Numbers		3.5%	3.7%	2.4%
Visitor Days		6.4%	4.4%	6.3%
Direct Employment		0.6%	5.0%	8.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

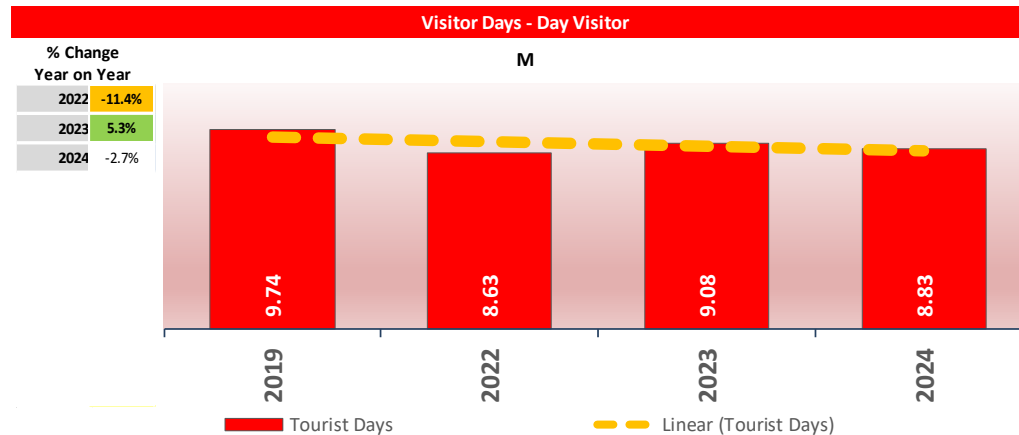
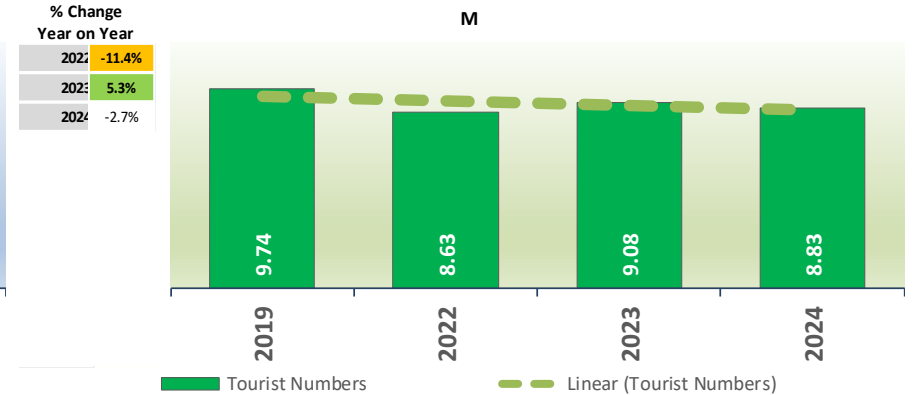
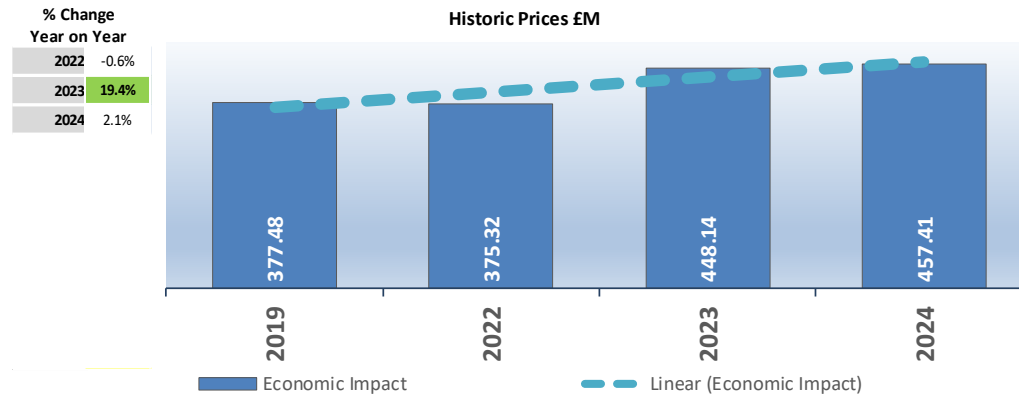
2019 to 2024  
Historic Prices

DAY VISITOR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor

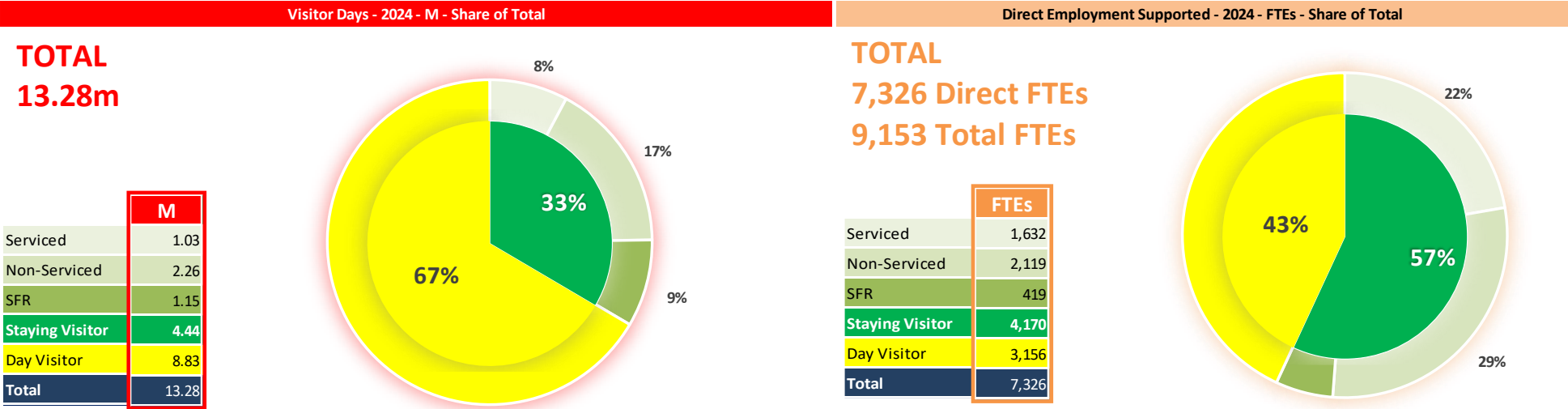
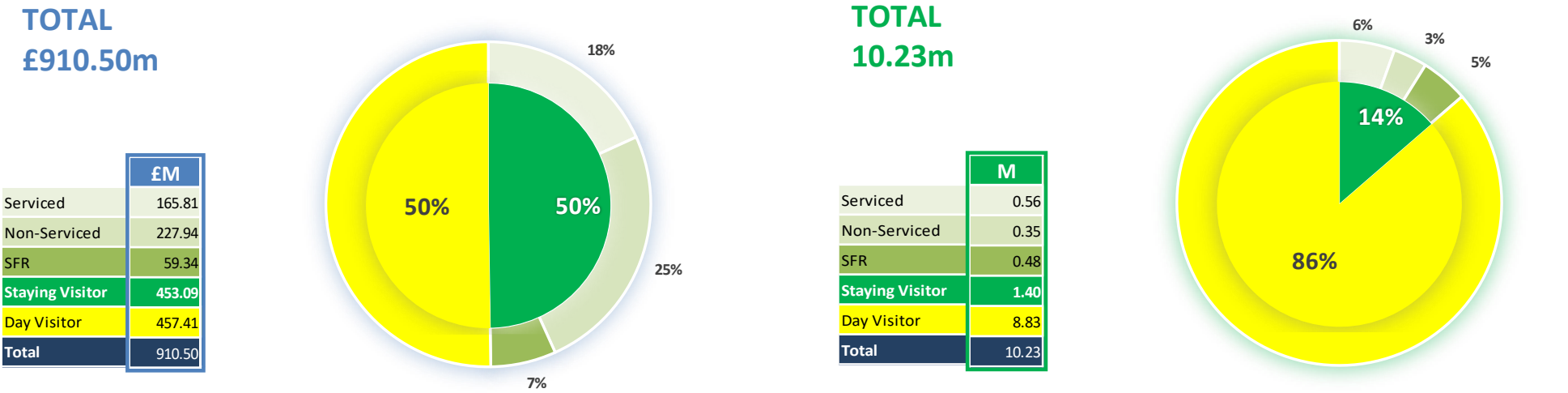


% Change from 2019	2019	2022	2023	2024
Economic Impact - Historic Prices		-0.6%	18.7%	21.2%
Visitor Numbers		-11.4%	-6.7%	-9.3%
Visitor Days		-11.4%	-6.7%	-9.3%
Direct Employment		-12.3%	-0.8%	-4.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2024

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



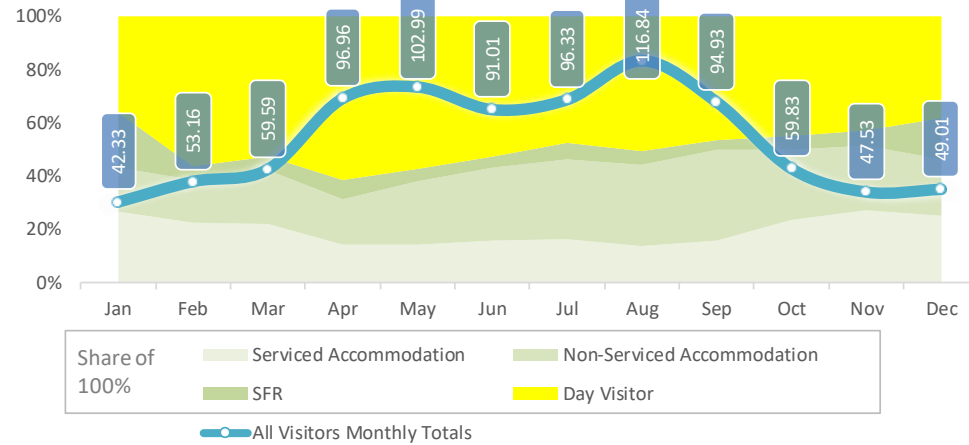
**STEAM REPORT FOR 2019-2024 - DRAFT**  
**SHROPSHIRE COUNCIL**

**2024**  
**Historic Prices**

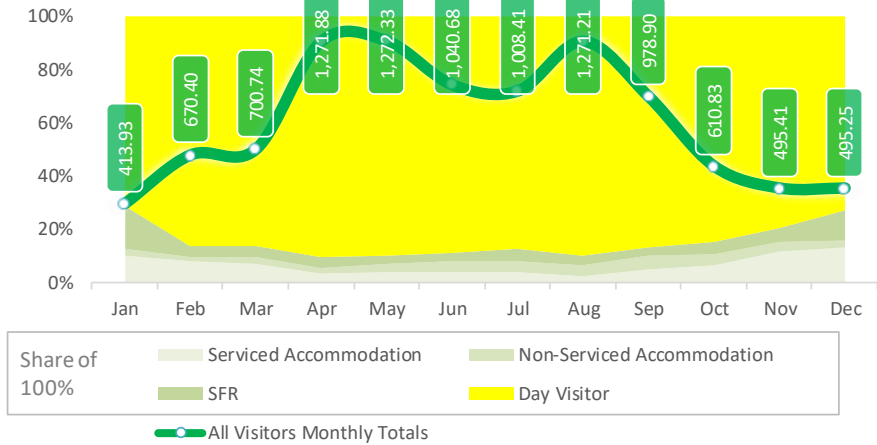
**TOTAL**

**DISTRIBUTION BY MONTH**  
**Historic Prices**

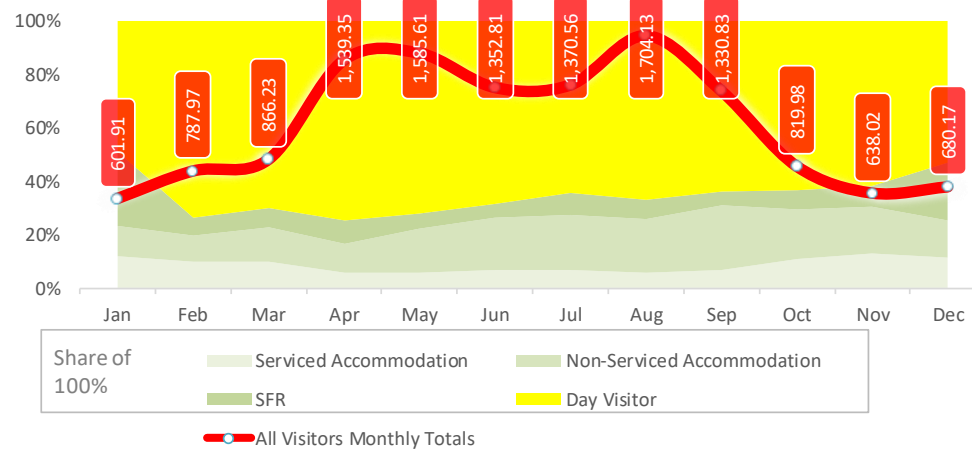
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



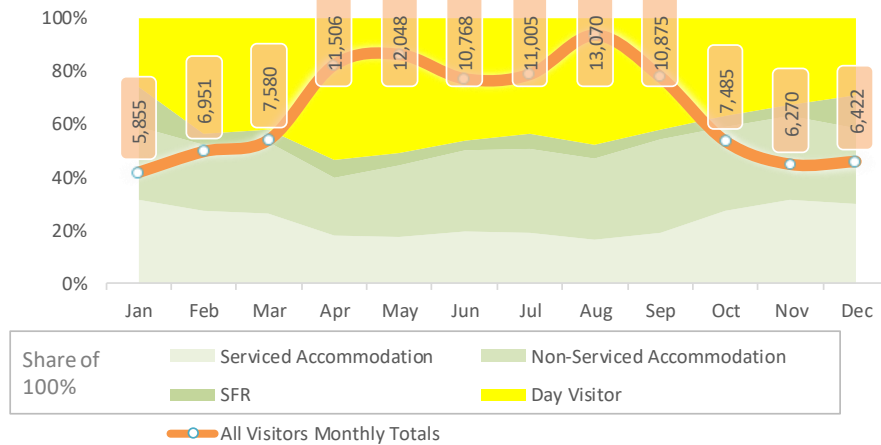
**Visitor Numbers - 2024 - 000s - Distribution of Impact by Month**



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



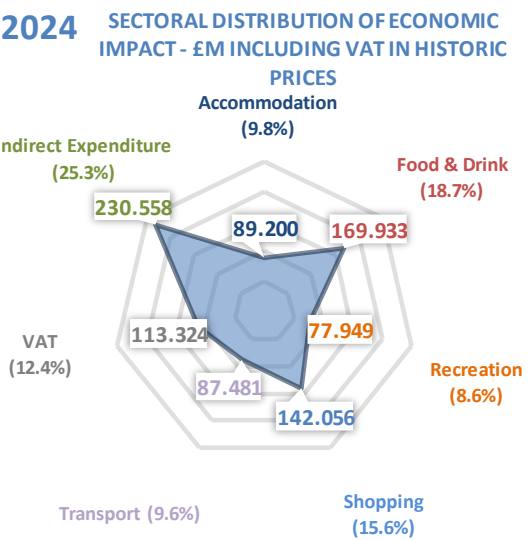
**Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month**



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES					
SECTOR / YEAR		2019	2022	2023	2024
Accommodation	£M	68.64	82.04	84.69	89.20
Food & Drink	£M	131.22	140.89	163.18	169.93
Recreation	£M	60.70	64.49	74.92	77.95
Shopping	£M	110.97	117.60	136.86	142.06
Transport	£M	67.53	72.47	83.84	87.48
Direct Revenue	£M	439.07	477.48	543.48	566.62
VAT	£M	87.81	95.50	108.70	113.32
Direct Expenditure	£M	526.88	572.98	652.18	679.94
Indirect Expenditure	£M	177.87	194.25	221.40	230.56
TOTAL	£M	704.75	767.23	873.58	910.50

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES					
SECTOR / YEAR		2019	2022	2023	2024
Accommodation	FTEs	1,825	1,825	1,825	2,015
Food & Drink	FTEs	2,042	1,935	2,121	2,084
Recreation	FTEs	1,146	1,075	1,182	1,160
Shopping	FTEs	1,574	1,472	1,622	1,588
Transport	FTEs	470	445	487	479
Direct Employment	FTEs	7,057	6,751	7,237	7,326
Indirect Employment	FTEs	1,788	1,723	1,859	1,827
TOTAL	FTEs	8,846	8,474	9,096	9,153

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



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2019 to 2024

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



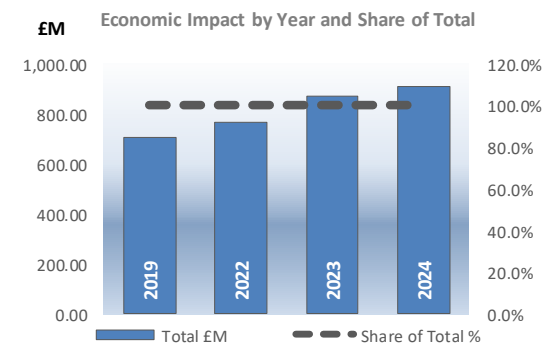
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		34.3%	40.8%	30.2%	28.4%	22.7%	29.2%	26.3%	19.7%	39.2%	33.1%	26.1%	39.2%	29.2%	Annual Change	34.8%	26.6%	27.3%	32.7%
% Change 2023 to 2024		1.5%	2.4%	5.0%	2.8%	4.0%	4.0%	4.4%	5.1%	7.7%	2.1%	2.4%	7.2%	4.2%		3.1%	3.6%	5.6%	3.8%
Average Annual Change		6.9%	8.2%	6.0%	5.7%	4.5%	5.8%	5.3%	3.9%	7.8%	6.6%	5.2%	7.8%	5.8%		7.0%	5.3%	5.5%	6.5%
2019	£M	31.52	37.75	45.75	75.50	83.95	70.44	76.27	97.57	68.17	44.94	37.68	35.20	704.75		115.02	229.89	242.01	117.82
2022	£M	35.23	44.85	50.20	80.92	86.50	75.54	83.89	104.39	75.76	49.69	39.86	40.39	767.23	8.9%	130.29	242.97	264.03	129.94
2023	£M	41.69	51.93	56.73	94.28	99.07	87.52	92.31	111.19	88.16	58.59	46.39	45.70	873.58	13.9%	150.36	280.87	291.67	150.68
2024	£M	42.33	53.16	59.59	96.96	102.99	91.01	96.33	116.84	94.93	59.83	47.53	49.01	910.50	4.2%	155.08	290.95	308.10	156.36

ECONOMIC IMPACT - IN HISTORIC PRICES					TOTAL	
SHARE OF MARKET	2019	2022	2023	2024		
Total £M	704.75	767.23	873.58	910.50		
All Visitor Types £M	704.75	767.23	873.58	910.50		
Share of Total %	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share %						
Change in Share from 2019 %						
Avg Ann. Change in Share %						

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

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Report Prepared by: Cathy James. Date of Issue: 24/03/25



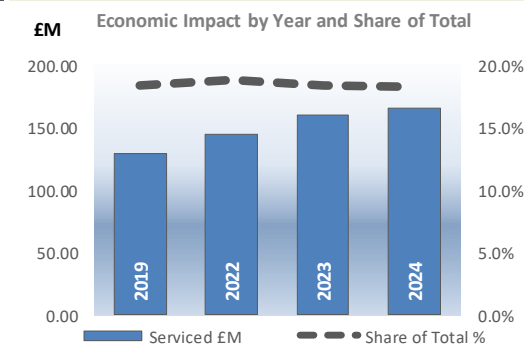
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		24.2%	30.8%	34.2%	24.5%	27.2%	31.2%	21.7%	26.5%	36.3%	25.6%	23.9%	33.1%	28.1%	Annual Change	29.9%	27.6%	27.8%	27.2%
% Change 2023 to 2024		4.7%	3.1%	7.8%	-4.0%	10.2%	2.5%	-1.8%	3.6%	9.3%	0.2%	3.2%	4.7%	3.4%		5.3%	2.7%	3.4%	2.5%
Average Annual Change		4.8%	6.2%	6.8%	4.9%	5.4%	6.2%	4.3%	5.3%	7.3%	5.1%	4.8%	6.6%	5.6%		6.0%	5.5%	5.6%	5.4%
2019	£M	9.011	9.104	9.894	11.10	11.38	11.04	12.91	12.92	11.06	11.35	10.53	9.173	129.48		28.01	33.52	36.90	31.05
2022	£M	8.838	10.11	11.11	12.65	12.45	12.89	14.59	14.21	12.34	12.53	11.44	10.97	144.13	11.3%	30.06	37.99	41.13	34.94
2023	£M	10.69	11.55	12.31	14.39	13.14	14.13	16.01	15.79	13.80	14.23	12.65	11.66	160.35	11.3%	34.55	41.67	45.60	38.53
2024	£M	11.19	11.91	13.27	13.82	14.48	14.48	15.72	16.35	15.08	14.26	13.05	12.21	165.81	3.4%	36.37	42.78	47.15	39.51

ECONOMIC IMPACT - IN HISTORIC PRICES					SERVICED ACCOMMODATION	
SHARE OF MARKET	2019	2022	2023	2024		
Serviced £M	129.48	144.13	160.35	165.81		
All Visitor Types £M	704.75	767.23	873.58	910.50		
Share of Total %	18.4%	18.8%	18.4%	18.2%		
Annual Change in Share		2.2%	-2.3%	-0.8%		
Change in Share from 2019		2.2%	-0.1%	-0.9%		
Avg Ann. Change in Share		0.7%	0.0%	-0.2%		

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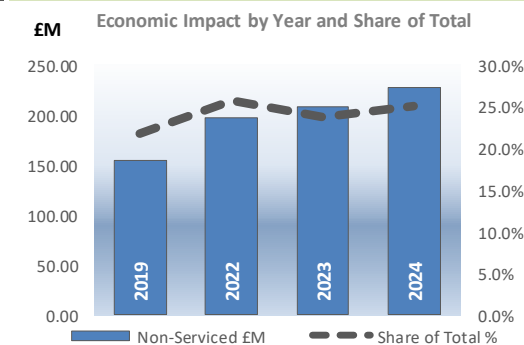
Report Prepared by: Cathy James. Date of Issue: 24/03/25



STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		32.9%	36.7%	48.1%	40.9%	32.2%	42.7%	43.4%	38.9%	73.9%	73.6%	60.1%	73.6%	48.1%	Annual Change	40.3%	38.2%	50.5%	69.3%
% Change 2023 to 2024		-4.8%	-11.0%	3.0%	-1.6%	1.2%	12.9%	16.9%	15.7%	22.3%	7.7%	11.9%	9.5%	9.6%		-3.8%	4.5%	18.2%	9.5%
Average Annual Change		6.6%	7.3%	9.6%	8.2%	6.4%	8.5%	8.7%	7.8%	14.8%	14.7%	12.0%	14.7%	9.6%		8.1%	7.6%	10.1%	13.9%
2019	£M	5.426	6.252	7.930	11.76	18.63	17.46	20.24	25.29	18.66	9.015	7.160	6.111	153.93		19.61	47.85	64.19	22.29
2022	£M	6.791	8.587	10.87	14.88	22.69	22.67	25.89	30.26	24.61	11.93	8.978	9.048	197.19	28.1%	26.25	60.23	80.75	29.96
2023	£M	7.577	9.610	11.40	16.84	24.34	22.07	24.85	30.38	26.52	14.53	10.24	9.694	208.05	5.5%	28.59	63.25	81.75	34.46
2024	£M	7.212	8.549	11.74	16.57	24.63	24.91	29.04	35.13	32.44	15.65	11.46	10.61	227.94	9.6%	27.50	66.10	96.61	37.72

ECONOMIC IMPACT - IN HISTORIC PRICES					NON-SERVICED ACCOMMODATION				
SHARE OF MARKET	2019	2022	2023	2024					
Non-Serviced £M	153.93	197.19	208.05	227.94					
All Visitor Types £M	704.75	767.23	873.58	910.50					
Share of Total %	21.8%	25.7%	23.8%	25.0%					
Annual Change in Share		17.7%	-7.3%	5.1%					
Change in Share from 2019		17.7%	9.0%	14.6%					
Avg Ann. Change in Share		5.9%	2.3%	2.9%					

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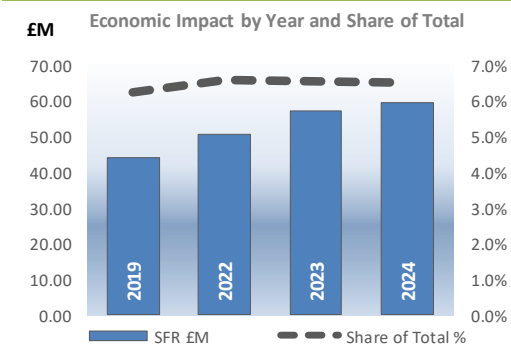
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		33.0%	34.8%	36.9%	34.4%	32.4%	34.3%	34.4%	34.0%	39.0%	38.6%	36.0%	39.3%	35.3%	Annual Change	34.2%	33.8%	35.2%	38.5%
% Change 2023 to 2024		2.5%	1.6%	4.2%	2.0%	3.2%	4.9%	5.5%	5.7%	5.8%	4.2%	4.9%	4.8%	4.0%		2.7%	3.1%	5.7%	4.7%
Average Annual Change		6.6%	7.0%	7.4%	6.9%	6.5%	6.9%	6.9%	6.8%	7.8%	7.7%	7.2%	7.9%	7.1%		6.8%	6.8%	7.0%	7.7%
2019	£M	6.529	2.031	2.350	5.292	3.636	2.817	4.383	4.646	2.511	2.258	1.957	5.447	43.86		10.91	11.74	11.54	9.662
2022	£M	7.331	2.353	2.750	6.102	4.174	3.289	5.068	5.304	2.935	2.598	2.223	6.461	50.59	15.4%	12.43	13.57	13.31	11.28
2023	£M	8.470	2.694	3.087	6.974	4.667	3.606	5.583	5.887	3.301	3.005	2.537	7.241	57.05	12.8%	14.25	15.25	14.77	12.78
2024	£M	8.685	2.737	3.217	7.114	4.815	3.783	5.890	6.226	3.491	3.130	2.662	7.589	59.34	4.0%	14.64	15.71	15.61	13.38

ECONOMIC IMPACT - IN HISTORIC PRICES					SFR	
SHARE OF MARKET	2019	2022	2023	2024		
SFR £M	43.86	50.59	57.05	59.34		
All Visitor Types £M	704.75	767.23	873.58	910.50		
Share of Total %	6.2%	6.6%	6.5%	6.5%		
Annual Change in Share %		6.0%	-1.0%	-0.2%		
Change in Share from 2019 %		6.0%	4.9%	4.7%		
Avg Ann. Change in Share %		2.0%	1.2%	0.9%		

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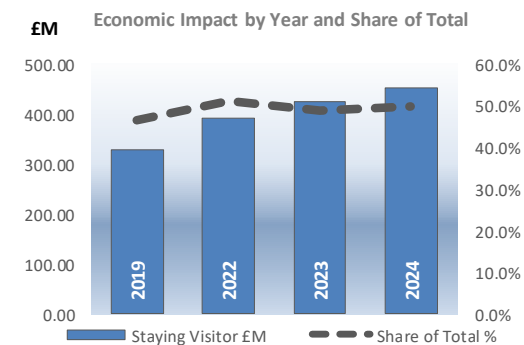
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		29.2%	33.4%	40.0%	33.2%	30.5%	37.9%	34.9%	34.6%	58.3%	46.0%	38.3%	46.7%	38.4%	Annual Change	34.2%	33.8%	41.5%	43.8%
% Change 2023 to 2024		1.3%	-2.8%	5.3%	-1.9%	4.2%	8.4%	9.0%	10.9%	17.0%	4.0%	6.9%	6.3%	6.5%		1.5%	3.7%	12.1%	5.6%
Average Annual Change		5.8%	6.7%	8.0%	6.6%	6.1%	7.6%	7.0%	6.9%	11.7%	9.2%	7.7%	9.3%	7.7%		6.8%	6.8%	8.3%	8.8%
2019	£M	20.97	17.39	20.17	28.16	33.65	31.31	37.54	42.86	32.23	22.62	19.65	20.73	327.27		58.53	93.12	112.63	63.00
2022	£M	22.96	21.05	24.73	33.63	39.31	38.85	45.54	49.77	39.88	27.06	22.65	26.48	391.90	19.7%	68.74	111.79	135.19	76.18
2023	£M	26.74	23.85	26.80	38.21	42.14	39.81	46.44	52.06	43.61	31.76	25.43	28.59	425.45	8.6%	77.39	120.16	142.11	85.78
2024	£M	27.09	23.19	28.24	37.51	43.92	43.17	50.64	57.71	51.01	33.03	27.17	30.41	453.09	6.5%	78.52	124.60	159.36	90.61

ECONOMIC IMPACT - IN HISTORIC PRICES					STAYING VISITOR	
SHARE OF MARKET	2019	2022	2023	2024		
Staying Visitor £M	327.27	391.90	425.45	453.09		
All Visitor Types £M	704.75	767.23	873.58	910.50		
Share of Total %	46.4%	51.1%	48.7%	49.8%		
Annual Change in Share		10.0%	-4.7%	2.2%		
Change in Share from 2019		10.0%	4.9%	7.2%		
Avg Ann. Change in Share		3.3%	1.2%	1.4%		

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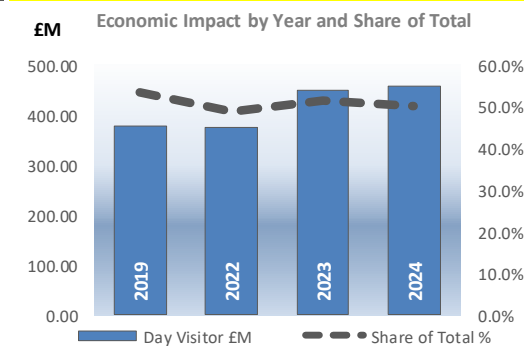
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		44.4%	47.2%	22.6%	25.6%	17.4%	22.3%	18.0%	8.1%	22.2%	20.1%	12.9%	28.6%	21.2%	Annual Change	35.5%	21.6%	15.0%	19.9%	
% Change 2023 to 2024		1.9%	6.7%	4.7%	6.0%	3.7%	0.3%	-0.4%	0.0%	-1.4%	-0.1%	-2.9%	8.7%	2.1%		4.9%	3.5%	-0.5%	1.3%	
Average Annual Change		8.9%	9.4%	4.5%	5.1%	3.5%	4.5%	3.6%	1.6%	4.4%	4.0%	2.6%	5.7%	4.2%		7.1%	4.3%	3.0%	4.0%	
2019	£M	10.56	20.37	25.58	47.35	50.30	39.13	38.73	54.71	35.94	22.32	18.03	14.47	377.48	-0.6%	56.50	136.77	129.38	54.82	
2022	£M	12.27	23.80	25.48	47.29	47.19	36.69	38.35	54.61	35.88	22.63	17.22	13.91	375.32		61.55	131.18	128.84	53.75	
2023	£M	14.95	28.09	29.93	56.07	56.93	47.72	45.87	59.14	44.55	26.83	20.96	17.11	448.14		19.4%	72.97	160.71	149.55	64.90
2024	£M	15.24	29.97	31.35	59.45	59.06	47.84	45.69	59.13	43.92	26.80	20.35	18.60	457.41		2.1%	76.56	166.36	148.74	65.75

ECONOMIC IMPACT - IN HISTORIC PRICES					DAY VISITOR	
SHARE OF MARKET	2019	2022	2023	2024		
Day Visitor £M	377.48	375.32	448.14	457.41		
All Visitor Types £M	704.75	767.23	873.58	910.50		
Share of Total %	53.6%	48.9%	51.3%	50.2%		
Annual Change in Share %		-8.7%	4.9%	-2.1%		
Change in Share from 2019 %		-8.7%	-4.2%	-6.2%		
Avg Ann. Change in Share %		-2.9%	-1.1%	-1.2%		

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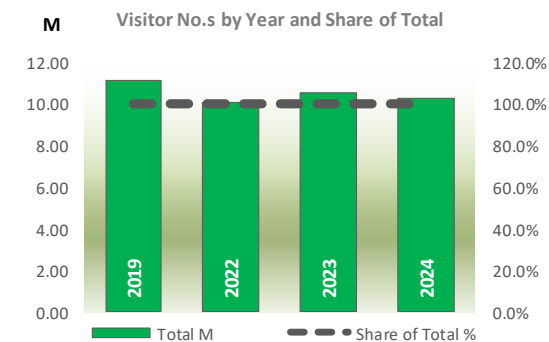
Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2024

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

STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		5.7%	9.0%	-6.4%	-5.5%	-11.1%	-7.4%	-10.3%	-17.5%	-6.6%	-7.9%	-12.6%	-1.2%	-7.8%	Annual Change	1.7%	-8.1%	-12.2%	-7.5%
% Change 2023 to 2024		-2.5%	0.8%	0.1%	0.2%	-1.2%	-4.0%	-4.5%	-4.1%	-5.1%	-4.5%	-6.3%	2.5%	-2.5%		-0.3%	-1.5%	-4.6%	-3.0%
Average Annual Change		1.1%	1.8%	-1.3%	-1.1%	-2.2%	-1.5%	-2.1%	-3.5%	-1.3%	-1.6%	-2.5%	-0.2%	-1.6%		0.3%	-1.6%	-2.4%	-1.5%
2019	M	0.392	0.615	0.749	1.345	1.431	1.124	1.125	1.540	1.048	0.663	0.567	0.501	11.10		1.755	3.900	3.713	1.731
2022	M	0.397	0.639	0.679	1.216	1.221	0.966	1.013	1.387	0.953	0.610	0.497	0.458	10.04	-9.6%	1.715	3.403	3.353	1.565
2023	M	0.424	0.665	0.700	1.269	1.287	1.084	1.056	1.326	1.032	0.639	0.529	0.483	10.50	4.6%	1.790	3.641	3.414	1.652
2024	M	0.414	0.670	0.701	1.272	1.272	1.041	1.008	1.271	0.979	0.611	0.495	0.495	10.23	-2.5%	1.785	3.585	3.259	1.601

VISITOR NUMBERS					TOTAL	
SHARE OF MARKET		2019	2022	2023	2024	
Total	M	11.10	10.04	10.50	10.23	
All Visitor Types	M	11.10	10.04	10.50	10.23	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					

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





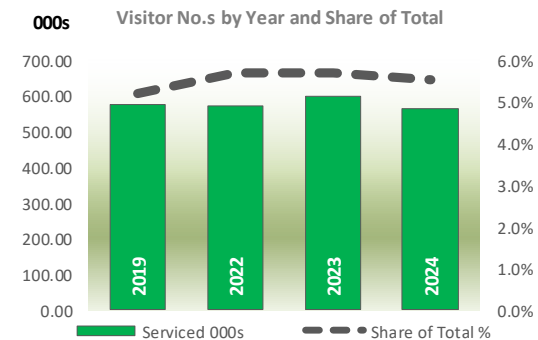
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		0.8%	2.4%	7.8%	-5.5%	-3.6%	-2.2%	-8.7%	-10.3%	-4.6%	-3.7%	-5.3%	4.7%	-2.1%	Annual Change	3.6%	-3.8%	-7.6%	-1.0%
% Change 2023 to 2024		1.7%	-3.3%	3.7%	-12.7%	0.1%	-8.5%	-12.3%	-12.6%	-8.4%	-8.1%	-5.5%	-1.3%	-5.4%		0.4%	-7.2%	-10.9%	-4.5%
Average Annual Change		0.2%	0.5%	1.6%	-1.1%	-0.7%	-0.4%	-1.7%	-2.1%	-0.9%	-0.7%	-1.1%	0.9%	-0.4%		0.7%	-0.8%	-1.5%	-0.2%
2019 000s		42.6	53.4	45.2	47.8	49.1	43.2	44.8	35.7	49.6	41.2	60.2	63.6	576.6		-0.7%	141.2	140.2	130.2
2022 000s		37.2	52.8	45.3	48.6	47.9	45.0	45.1	35.0	49.3	40.5	58.3	67.7	572.7	-0.7%	135.3	141.5	129.4	166.6
2023 000s		42.2	56.5	47.0	51.8	47.4	46.3	46.7	36.6	51.7	43.1	60.4	67.5	597.1	4.3%	145.7	145.4	135.0	171.0
2024 000s		42.9	54.7	48.7	45.2	47.4	42.3	40.9	32.0	47.3	39.7	57.1	66.6	564.8	-5.4%	146.3	134.9	120.3	163.3

VISITOR NUMBERS					SERVICED ACCOMMODATION				
SHARE OF MARKET	2019	2022	2023	2024					
Serviced 000s	576.6	572.7	597.1	564.8					
All Visitor Types M	11.1	10.0	10.5	10.2					
Share of Total %	5.2%	5.7%	5.7%	5.5%					
Annual Change in Share %		9.9%	-0.3%	-3.0%					
Change in Share from 2019 %		9.9%	9.5%	6.3%					
Avg Ann. Change in Share %		3.3%	2.4%	1.3%					

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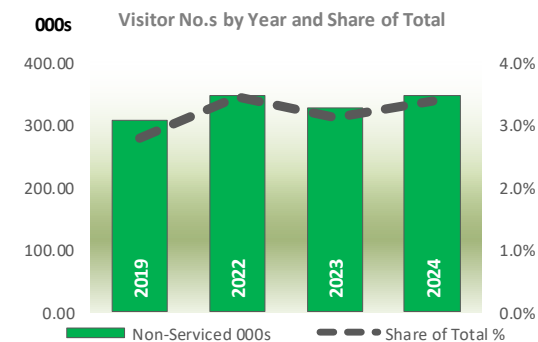
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		1.3%	3.0%	13.8%	7.1%	0.2%	9.0%	11.2%	8.4%	25.8%	32.1%	20.2%	27.2%	12.5%	Annual Change	7.2%	5.0%	15.1%	26.7%	
% Change 2023 to 2024		-8.7%	-14.2%	0.5%	-4.3%	-2.7%	9.7%	14.2%	13.1%	12.8%	5.7%	9.2%	4.0%	5.7%		-6.6%	1.1%	13.3%	6.5%	
Average Annual Change		0.3%	0.6%	2.8%	1.4%	0.0%	1.8%	2.2%	1.7%	5.2%	6.4%	4.0%	5.4%	2.5%		1.4%	1.0%	3.0%	5.3%	
2019	000s	9.1	11.2	15.3	25.4	41.6	36.2	35.4	46.7	41.4	19.0	16.5	10.0	307.7	Annual Change	35.6	103.2	123.4	45.5	
2022	000s	10.0	13.2	18.4	27.9	44.6	41.2	39.6	49.7	48.0	21.8	17.8	12.8	345.3		12.2%	41.7	113.8	137.3	52.5
2023	000s	10.1	13.5	17.3	28.4	42.8	35.9	34.4	44.7	46.1	23.8	18.1	12.2	327.5		-5.1%	40.9	107.2	125.3	54.2
2024	000s	9.2	11.5	17.4	27.2	41.7	39.4	39.3	50.6	52.1	25.2	19.8	12.7	346.1		5.7%	38.2	108.3	142.0	57.7

VISITOR NUMBERS					NON-SERVICED ACCOMMODATION				
SHARE OF MARKET	2019	2022	2023	2024					
Non-Serviced 000s	307.7	345.3	327.5	346.1					
All Visitor Types M	11.1	10.0	10.5	10.2					
Share of Total %	2.8%	3.4%	3.1%	3.4%					
Annual Change in Share %		24.1%	-9.3%	8.4%					
Change in Share from 2019 %		24.1%	12.6%	22.1%					
Avg Ann. Change in Share %		8.0%	3.1%	4.4%					

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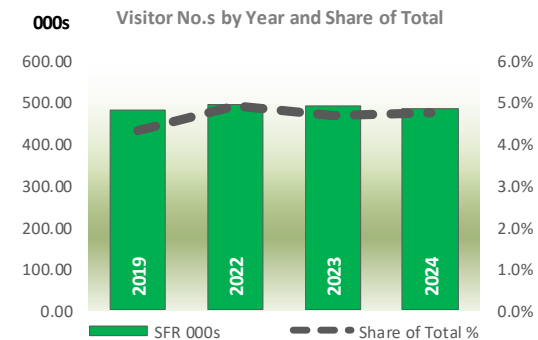
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STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2019 to 2024	-0.4%	0.9%	2.5%	0.7%	-0.9%	0.6%	0.6%	0.3%	4.1%	3.8%	1.8%	4.3%	1.3%	Annual Change	0.6%	0.1%	1.4%	3.6%	
% Change 2023 to 2024	-2.3%	-3.2%	-0.7%	-2.8%	-1.7%	0.0%	0.5%	0.8%	0.8%	-0.7%	0.0%	-0.1%	-0.9%		-2.1%	-1.7%	0.7%	-0.3%	
Average Annual Change	-0.1%	0.2%	0.5%	0.1%	-0.2%	0.1%	0.1%	0.1%	0.8%	0.8%	0.4%	0.9%	0.3%		0.1%	0.0%	0.3%	0.7%	
2019	000s	67.7	25.1	28.3	50.8	42.9	34.8	45.5	46.4	30.0	27.4	25.0	54.3		478.3	121.2	128.5	121.8	106.7
2022	000s	67.8	25.9	29.6	52.2	43.9	36.2	46.9	47.2	31.3	28.1	25.3	57.4	491.6	2.8%	123.2	132.3	125.3	110.8
2023	000s	69.1	26.1	29.3	52.6	43.2	35.0	45.5	46.2	31.0	28.6	25.5	56.8	488.9	-0.6%	124.5	130.9	122.7	110.9
2024	000s	67.5	25.3	29.1	51.2	42.5	35.0	45.8	46.5	31.2	28.4	25.5	56.7	484.6	-0.9%	121.8	128.7	123.5	110.6

VISITOR NUMBERS					SFR	
SHARE OF MARKET		2019	2022	2023	2024	
SFR	000s	478.3	491.6	488.9	484.6	
All Visitor Types	M	11.1	10.0	10.5	10.2	
Share of Total	%	4.3%	4.9%	4.7%	4.7%	
Annual Change in Share	%		13.7%	-4.9%	1.7%	
Change in Share from 2019	%		13.7%	8.1%	9.9%	
Avg Ann. Change in Share	%		4.6%	2.0%	2.0%	



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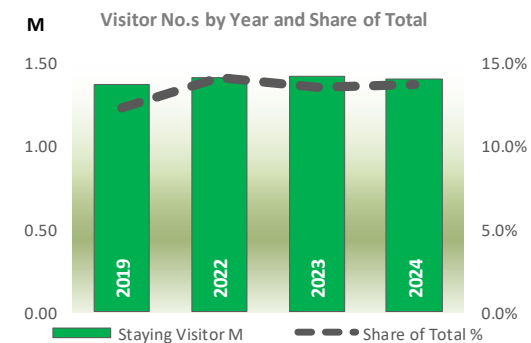
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		0.1%	2.1%	7.1%	-0.4%	-1.5%	2.2%	0.3%	0.3%	7.9%	6.4%	0.6%	6.3%	2.4%	Annual Change	2.8%	0.0%	2.8%	4.5%
% Change 2023 to 2024		-1.4%	-4.8%	1.7%	-7.0%	-1.4%	-0.4%	-0.5%	1.3%	1.4%	-2.4%	-1.6%	-0.3%	-1.3%		-1.5%	-3.0%	0.7%	-1.3%
Average Annual Change		0.0%	0.4%	1.4%	-0.1%	-0.3%	0.4%	0.1%	0.1%	1.6%	1.3%	0.1%	1.3%	0.5%		0.6%	0.0%	0.6%	0.9%
2019	M	0.119	0.090	0.089	0.124	0.134	0.114	0.126	0.129	0.121	0.088	0.102	0.128	1.363		0.298	0.372	0.375	0.317
2022	M	0.115	0.092	0.093	0.129	0.136	0.122	0.132	0.132	0.129	0.090	0.101	0.138	1.410	3.5%	0.300	0.388	0.392	0.330
2023	M	0.121	0.096	0.094	0.133	0.133	0.117	0.127	0.128	0.129	0.096	0.104	0.136	1.413	0.3%	0.311	0.383	0.383	0.336
2024	M	0.120	0.092	0.095	0.124	0.132	0.117	0.126	0.129	0.131	0.093	0.102	0.136	1.395	-1.3%	0.306	0.372	0.386	0.332

VISITOR NUMBERS					STAYING VISITOR				
SHARE OF MARKET		2019	2022	2023	2024				
Staying Visitor	M	1.363	1.410	1.413	1.395				
All Visitor Types	M	11.10	10.04	10.50	10.23				
Share of Total	%	12.3%	14.0%	13.5%	13.6%				
Annual Change in Share	%		14.4%	-4.1%	1.3%				
Change in Share from 2019	%		14.4%	9.7%	11.1%				
Avg Ann. Change in Share	%		4.8%	2.4%	2.2%				

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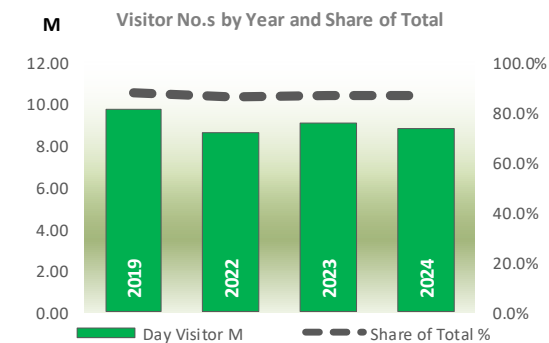
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL										2019 to 2024			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		8.1%	10.2%	-8.2%	-6.0%	-12.1%	-8.5%	-11.7%	-19.1%	-8.5%	-10.1%	-15.5%	-3.7%	-9.3%	Annual Change	1.5%	-8.9%	-13.9%	-10.2%
% Change 2023 to 2024		-2.9%	1.7%	-0.2%	1.1%	-1.1%	-4.5%	-5.1%	-4.7%	-6.0%	-4.8%	-7.5%	3.6%	-2.7%		0.0%	-1.4%	-5.2%	-3.5%
Average Annual Change		1.6%	2.0%	-1.6%	-1.2%	-2.4%	-1.7%	-2.3%	-3.8%	-1.7%	-2.0%	-3.1%	-0.7%	-1.9%		0.3%	-1.8%	-2.8%	-2.0%
2019	M	0.272	0.525	0.660	1.221	1.297	1.009	0.999	1.411	0.927	0.576	0.465	0.373	9.737		1.457	3.528	3.337	1.414
2022	M	0.282	0.547	0.586	1.087	1.085	0.843	0.881	1.255	0.825	0.520	0.396	0.320	8.626	-11.4%	1.415	3.015	2.961	1.235
2023	M	0.303	0.569	0.607	1.136	1.154	0.967	0.930	1.199	0.903	0.544	0.425	0.347	9.083	5.3%	1.479	3.257	3.031	1.315
2024	M	0.294	0.579	0.606	1.148	1.141	0.924	0.882	1.142	0.848	0.518	0.393	0.359	8.834	-2.7%	1.479	3.213	2.873	1.270

VISITOR NUMBERS					DAY VISITOR	
SHARE OF MARKET		2019	2022	2023	2024	
Day Visitor	M	9.737	8.626	9.083	8.834	
All Visitor Types	M	11.10	10.04	10.50	10.23	
Share of Total	%	87.7%	86.0%	86.5%	86.4%	
Annual Change in Share	%		-2.0%	0.7%	-0.2%	
Change in Share from 2019	%		-2.0%	-1.4%	-1.6%	
Avg Ann. Change in Share	%		-0.7%	-0.3%	-0.3%	

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Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2024

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

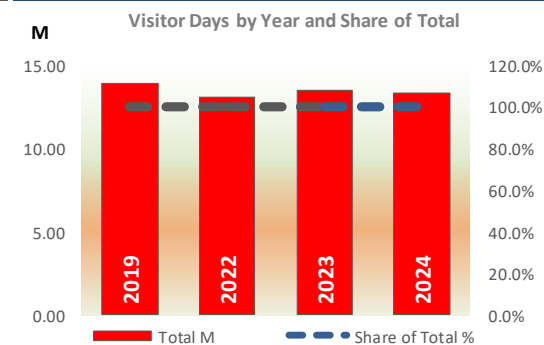
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019 to 2024		3.5%	8.0%	-3.8%	-3.9%	-9.0%	-4.3%	-6.3%	-12.4%	-0.8%	-2.4%	-7.9%	2.4%	-4.6%	Annual Change	2.0%	-5.9%	-7.3%	-2.7%
% Change 2023 to 2024		-3.2%	-0.9%	0.1%	-0.5%	-1.1%	-1.7%	-1.4%	-1.0%	-1.6%	-2.8%	-3.7%	2.3%	-1.2%		-1.2%	-1.1%	-1.3%	-1.5%
Average Annual Change		0.7%	1.6%	-0.8%	-0.8%	-1.8%	-0.9%	-1.3%	-2.5%	-0.2%	-0.5%	-1.6%	0.5%	-0.9%		0.4%	-1.2%	-1.5%	-0.5%
2019	M	0.581	0.730	0.901	1.603	1.743	1.413	1.462	1.946	1.341	0.840	0.693	0.664	13.92		2.211	4.758	4.750	2.198
2022	M	0.589	0.766	0.850	1.488	1.548	1.287	1.379	1.811	1.283	0.801	0.629	0.645	13.08	-6.1%	2.204	4.324	4.472	2.075
2023	M	0.622	0.795	0.866	1.548	1.604	1.376	1.389	1.722	1.352	0.844	0.663	0.665	13.45	2.8%	2.283	4.527	4.463	2.172
2024	M	0.602	0.788	0.866	1.539	1.586	1.353	1.371	1.704	1.331	0.820	0.638	0.680	13.28	-1.2%	2.256	4.478	4.406	2.138

VISITOR DAYS					TOTAL	
SHARE OF MARKET	2019	2022	2023	2024		
Total	M	13.92	13.08	13.45	13.28	
All Visitor Types	M	13.92	13.08	13.45	13.28	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					

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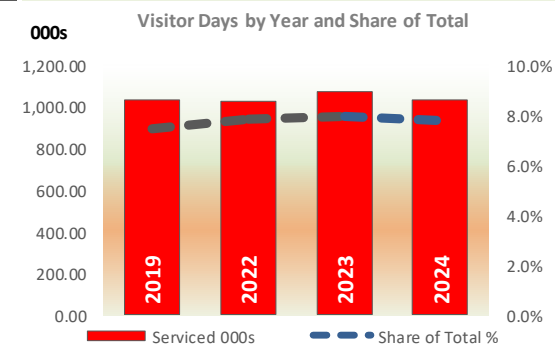
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		-2.3%	2.9%	5.6%	-2.1%	0.1%	3.2%	-4.0%	-0.2%	-1.4%	-1.1%	-2.5%	4.7%	0.1%	Annual Change	2.2%	0.4%	-1.9%	0.1%
% Change 2023 to 2024		-1.4%	-2.8%	1.6%	-9.5%	3.8%	-3.5%	-7.7%	-2.7%	-5.3%	-5.6%	-2.8%	-1.3%	-3.3%		-0.8%	-3.3%	-5.3%	-3.4%
Average Annual Change		-0.5%	0.6%	1.1%	-0.4%	0.0%	0.6%	-0.8%	0.0%	-0.3%	-0.2%	-0.5%	0.9%	0.0%		0.4%	0.1%	-0.4%	0.0%
2019 000s		73.2	73.9	80.3	90.2	92.4	89.6	96.1	96.2	89.8	92.1	85.5	74.5	1,033.8			227.4	272.2	282.1
2022 000s		63.9	73.2	80.4	91.5	90.0	93.3	96.7	94.2	89.2	90.7	82.8	79.3	1,025.3	-0.8%	217.5	274.8	280.2	252.8
2023 000s		72.5	78.3	83.5	97.6	89.1	95.8	100.0	98.6	93.5	96.5	85.7	79.1	1,070.3	4.4%	234.3	282.5	292.2	261.3
2024 000s		71.5	76.1	84.8	88.3	92.5	92.5	92.3	96.0	88.5	91.1	83.3	78.0	1,034.9	-3.3%	232.4	273.3	276.8	252.4

VISITOR DAYS					SERVICED ACCOMMODATION				
SHARE OF MARKET	2019	2022	2023	2024					
Serviced 000s	1,033.8	1,025.3	1,070.3	1,034.9					
All Visitor Types M	13.9	13.1	13.4	13.3					
Share of Total %	7.4%	7.8%	8.0%	7.8%					
Annual Change in Share %		5.6%	1.5%	-2.1%					
Change in Share from 2019 %		5.6%	7.2%	4.9%					
Avg Ann. Change in Share %		1.9%	1.8%	1.0%					

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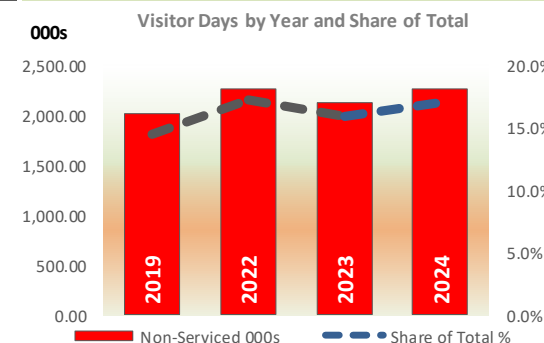
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL										2019 to 2024			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												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			Q1	Q2	Q3	Q4
% Change 2019 to 2024		1.3%	3.0%	13.8%	7.1%	0.1%	9.0%	11.1%	8.4%	25.8%	32.0%	20.0%	27.0%	12.3%	Annual Change	7.0%	5.0%	14.7%	26.8%
% Change 2023 to 2024		-8.7%	-14.2%	0.6%	-4.1%	-2.6%	9.9%	14.5%	13.4%	13.0%	5.8%	9.4%	4.1%	5.9%		-6.8%	1.5%	13.6%	6.4%
Average Annual Change		0.3%	0.6%	2.8%	1.4%	0.0%	1.8%	2.2%	1.7%	5.2%	6.4%	4.0%	5.4%	2.5%		1.4%	1.0%	2.9%	5.4%
2019	000s	66.5	77.5	99.6	153.7	258.5	241.1	253.4	318.3	259.3	114.1	91.5	75.2	2,008.9	12.2%	243.7	653.4	831.0	280.8
2022	000s	73.2	91.6	120.0	168.8	277.1	274.7	283.5	338.8	300.8	130.5	99.0	96.5	2,254.5		284.8	720.6	923.0	326.0
2023	000s	73.8	93.1	112.8	171.7	265.6	239.1	245.9	304.5	288.6	142.3	100.5	91.8	2,129.6		279.6	676.5	839.0	334.5
2024	000s	67.4	79.8	113.4	164.6	258.8	262.9	281.5	345.1	326.2	150.5	109.9	95.5	2,255.7		260.7	686.3	952.8	355.9

VISITOR DAYS					NON-SERVICED ACCOMMODATION				
SHARE OF MARKET	2019	2022	2023	2024					
Non-Serviced 000s	2,008.9	2,254.5	2,129.6	2,255.7					
All Visitor Types M	13.9	13.1	13.4	13.3					
Share of Total %	14.4%	17.2%	15.8%	17.0%					
Annual Change in Share %		19.5%	-8.1%	7.3%					
Change in Share from 2019 %		19.5%	9.7%	17.7%					
Avg Ann. Change in Share %		6.5%	2.4%	3.5%					

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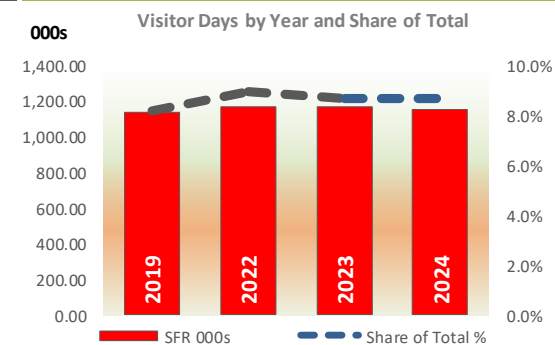
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL										2019 to 2024			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2019 to 2024	-0.4%	0.9%	2.5%	0.7%	-0.9%	0.6%	0.6%	0.3%	4.1%	3.8%	1.8%	4.3%	1.3%	Annual Change	0.5%	0.2%	1.3%	3.7%
% Change 2023 to 2024	-2.3%	-3.2%	-0.7%	-2.8%	-1.7%	0.0%	0.5%	0.8%	0.8%	-0.7%	0.0%	-0.1%	-0.9%		-2.1%	-1.8%	0.7%	-0.2%
Average Annual Change	-0.1%	0.2%	0.5%	0.1%	-0.2%	0.1%	0.1%	0.1%	0.8%	0.8%	0.4%	0.9%	0.3%		0.1%	0.0%	0.3%	0.7%
2019 000s	169.4	52.7	60.9	137.3	94.3	73.1	113.7	120.5	65.1	58.6	50.8	141.3	1,137.6		2.8%	283.0	304.7	299.3
2022 000s	169.4	54.4	63.6	141.0	96.5	76.0	117.1	122.6	67.8	60.0	51.4	149.3	1,169.2	-0.6%	287.4	313.5	307.6	260.7
2023 000s	172.6	54.9	62.9	142.1	95.1	73.5	113.8	120.0	67.3	61.2	51.7	147.6	1,162.8	-0.9%	290.4	310.8	301.1	260.5
2024 000s	168.7	53.2	62.5	138.2	93.5	73.5	114.4	120.9	67.8	60.8	51.7	147.4	1,152.5		284.3	305.2	303.1	259.9

VISITOR DAYS					SFR	
SHARE OF MARKET	2019	2022	2023	2024		
SFR 000s	1,137.6	1,169.2	1,162.8	1,152.5		
All Visitor Types	M	13.9	13.1	13.4		
Share of Total	%	8.2%	8.9%	8.6%		
Annual Change in Share	%	9.4%	-3.3%	0.4%		
Change in Share from 2019	%	9.4%	5.8%	6.2%		
Avg Ann. Change in Share	%	3.1%	1.4%	1.2%		

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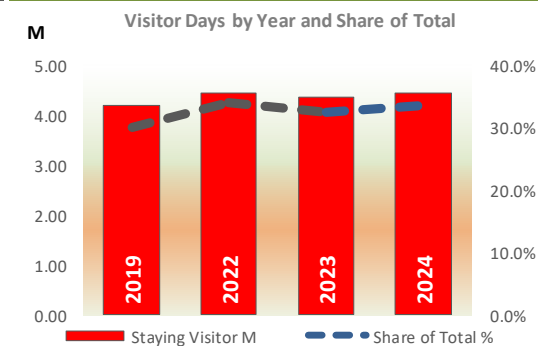
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STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2019 to 2024		-0.5%	2.4%	8.2%	2.6%	-0.1%	6.2%	5.4%	5.1%	16.5%	14.2%	7.5%	10.3%		6.3%	3.1%	2.8%	8.5%	10.8%	
% Change 2023 to 2024		-3.6%	-7.6%	0.6%	-5.0%	-1.1%	5.0%	6.2%	7.4%	7.4%	0.8%	2.9%	0.8%		1.8%	-3.4%	-0.4%	7.0%	1.4%	
Average Annual Change		-0.1%	0.5%	1.6%	0.5%	0.0%	1.2%	1.1%	1.0%	3.3%	2.8%	1.5%	2.1%		1.3%	0.6%	0.6%	1.7%	2.2%	
2019	M	0.309	0.204	0.241	0.381	0.445	0.404	0.463	0.535	0.414	0.265	0.228	0.291	4.180	6.4%	0.754	1.230	1.412	0.784	
2022	M	0.307	0.219	0.264	0.401	0.464	0.444	0.497	0.556	0.458	0.281	0.233	0.325	4.449		0.790	1.309	1.511	0.840	
2023	M	0.319	0.226	0.259	0.411	0.450	0.408	0.460	0.523	0.449	0.300	0.238	0.318	4.363		-1.9%	0.804	1.270	1.432	0.856
2024	M	0.308	0.209	0.261	0.391	0.445	0.429	0.488	0.562	0.483	0.302	0.245	0.321	4.443		1.8%	0.777	1.265	1.533	0.868

VISITOR DAYS					STAYING VISITOR			
SHARE OF MARKET	2019	2022	2023	2024				
Staying Visitor M	4.180	4.449	4.363	4.443				
All Visitor Types M	13.92	13.08	13.45	13.28				
Share of Total %	30.0%	34.0%	32.4%	33.5%				
Annual Change in Share		13.3%	-4.6%	3.1%				
Change in Share from 2019		13.3%	8.0%	11.4%				
Avg Ann. Change in Share		4.4%	2.0%	2.3%				

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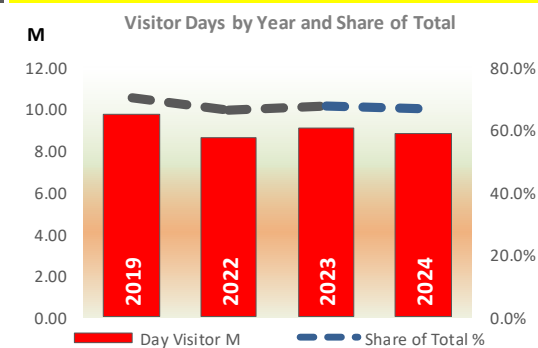
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		8.1%	10.2%	-8.2%	-6.0%	-12.1%	-8.5%	-11.7%	-19.1%	-8.5%	-10.1%	-15.5%	-3.7%	-9.3%	Annual Change	1.5%	-8.9%	-13.9%	-10.2%
% Change 2023 to 2024		-2.9%	1.7%	-0.2%	1.1%	-1.1%	-4.5%	-5.1%	-4.7%	-6.0%	-4.8%	-7.5%	3.6%	-2.7%		0.0%	-1.4%	-5.2%	-3.5%
Average Annual Change		1.6%	2.0%	-1.6%	-1.2%	-2.4%	-1.7%	-2.3%	-3.8%	-1.7%	-2.0%	-3.1%	-0.7%	-1.9%		0.3%	-1.8%	-2.8%	-2.0%
2019	M	0.272	0.525	0.660	1.221	1.297	1.009	0.999	1.411	0.927	0.576	0.465	0.373	9.737		1.457	3.528	3.337	1.414
2022	M	0.282	0.547	0.586	1.087	1.085	0.843	0.881	1.255	0.825	0.520	0.396	0.320	8.626	-11.4%	1.415	3.015	2.961	1.235
2023	M	0.303	0.569	0.607	1.136	1.154	0.967	0.930	1.199	0.903	0.544	0.425	0.347	9.083	5.3%	1.479	3.257	3.031	1.315
2024	M	0.294	0.579	0.606	1.148	1.141	0.924	0.882	1.142	0.848	0.518	0.393	0.359	8.834	-2.7%	1.479	3.213	2.873	1.270

VISITOR DAYS					DAY VISITOR				
SHARE OF MARKET	2019	2022	2023	2024					
Day Visitor	M	9.737	8.626	9.083	8.834				
All Visitor Types	M	13.92	13.08	13.45	13.28				
Share of Total	%	70.0%	66.0%	67.6%	66.5%				
Annual Change in Share	%		-5.7%	2.4%	-1.5%				
Change in Share from 2019	%		-5.7%	-3.4%	-4.9%				
Avg Ann. Change in Share	%		-1.9%	-0.9%	-1.0%				

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Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2024

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

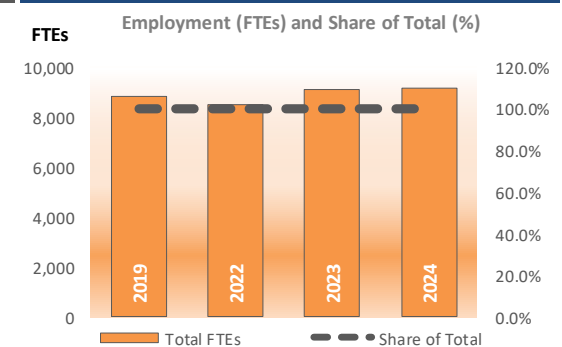
STEAM REPORT FOR 2019-2024 - DRAFT											2019 to 2024			TOTAL	TOTAL EMPLOYMENT				
SHROPSHIRE COUNCIL																			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2019 to 2024	8.4%	11.7%	4.5%	3.0%	-1.2%	3.6%	1.8%	-3.7%	8.0%	6.2%	2.2%	9.3%		3.5%	8.0%	1.7%	1.5%	5.9%	
% Change 2023 to 2024	-0.1%	0.3%	1.8%	-0.2%	-0.1%	0.3%	0.6%	0.7%	1.3%	-0.1%	0.2%	3.5%		0.6%	0.7%	0.0%	0.9%	1.1%	
Average Annual Change	1.7%	2.3%	0.9%	0.6%	-0.2%	0.7%	0.4%	-0.7%	1.6%	1.2%	0.4%	1.9%		0.7%	1.6%	0.3%	0.3%	1.2%	
2019	FTEs	5,403	6,222	7,256	11,167	12,199	10,398	10,812	13,566	10,068	7,046	6,137	5,873	8,846	6,294	11,255	11,482	6,352	
2022	FTEs	5,386	6,417	7,000	10,540	11,129	9,777	10,396	12,797	9,801	6,842	5,777	5,826	8,474	-4.2%	6,268	10,482	10,998	6,149
2023	FTEs	5,862	6,929	7,443	11,526	12,057	10,734	10,938	12,978	10,737	7,490	6,260	6,203	9,096	7.3%	6,745	11,439	11,551	6,651
2024	FTEs	5,855	6,951	7,580	11,506	12,048	10,768	11,005	13,070	10,875	7,485	6,270	6,422	9,153	0.6%	6,796	11,441	11,650	6,726

EMPLOYMENT					TOTAL	
SHARE OF MARKET	2019	2022	2023	2024		
Total FTEs	8,846	8,474	9,096	9,153		
Total Employment FTEs	8,846	8,474	9,096	9,153		
Share of Total	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					

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

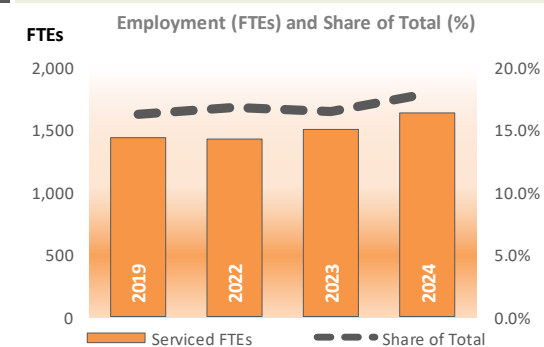
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STEAM REPORT FOR 2019-2024 - DRAFT										2019 to 2024			SERVICED		DIRECT EMPLOYMENT					
SHROPSHIRE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											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 2019 to 2024		13.3%	15.3%	16.2%	12.6%	13.4%	14.9%	11.4%	13.2%	12.9%	12.9%	12.6%	16.0%	13.7%	Annual Change	14.9%	13.6%	12.5%	13.8%	
% Change 2023 to 2024		11.1%	10.1%	11.6%	5.8%	12.2%	8.7%	6.4%	8.8%	8.0%	7.7%	9.6%	10.6%	9.1%		10.9%	8.8%	7.7%	9.2%	
Average Annual Change		2.7%	3.1%	3.2%	2.5%	2.7%	3.0%	2.3%	2.6%	2.6%	2.6%	2.5%	3.2%	2.7%		3.0%	2.7%	2.5%	2.8%	
2019	FTEs	1,346	1,352	1,396	1,463	1,479	1,459	1,504	1,505	1,461	1,477	1,431	1,355	1,436	-0.7%	1,365	1,467	1,490	1,421	
2022	FTEs	1,279	1,342	1,391	1,466	1,457	1,478	1,502	1,485	1,451	1,461	1,407	1,384	1,425		1,337	1,467	1,479	1,417	
2023	FTEs	1,373	1,416	1,454	1,557	1,495	1,544	1,575	1,565	1,527	1,549	1,470	1,421	1,495		4.9%	1,414	1,532	1,555	1,480
2024	FTEs	1,525	1,558	1,622	1,647	1,677	1,678	1,676	1,703	1,649	1,667	1,611	1,572	1,632		9.1%	1,569	1,667	1,676	1,617

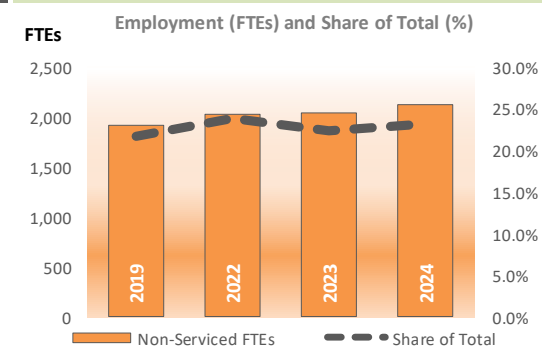
EMPLOYMENT					SERVICED ACCOMMODATION	
SHARE OF MARKET	2019	2022	2023	2024		
Serviced FTEs	1,436	1,425	1,495	1,632		
Total Employment FTEs	8,846	8,474	9,096	9,153		
Share of Total %	16.2%	16.8%	16.4%	17.8%		
Annual Change in Share %		3.6%	-2.3%	8.5%		
Change in Share from 2019 %		3.6%	1.3%	9.9%		
Avg Ann. Change in Share %		1.2%	0.3%	2.0%		



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STEAM REPORT FOR 2019-2024 - DRAFT										2019 to 2024			NON-SERVICED		DIRECT EMPLOYMENT				
SHROPSHIRE COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2024		2.1%	2.7%	8.6%	7.6%	4.6%	10.2%	11.5%	10.6%	20.9%	16.7%	10.0%	10.4%	10.2%	Annual Change	4.7%	7.4%	14.2%	12.5%
% Change 2023 to 2024		-2.6%	-5.2%	1.4%	-0.7%	-0.6%	7.2%	9.9%	9.7%	9.3%	3.9%	4.2%	1.4%	4.0%		-2.0%	2.1%	9.6%	3.2%
Average Annual Change		0.4%	0.5%	1.7%	1.5%	0.9%	2.0%	2.3%	2.1%	4.2%	3.3%	2.0%	2.1%	2.0%		0.9%	1.5%	2.8%	2.5%
2019	FTEs	1,306	1,367	1,527	1,849	2,475	2,374	2,439	2,814	2,482	1,619	1,468	1,355	1,923		1,400	2,233	2,578	1,481
2022	FTEs	1,338	1,436	1,632	1,919	2,564	2,546	2,589	2,912	2,701	1,700	1,502	1,465	2,025	5.3%	1,469	2,343	2,734	1,556
2023	FTEs	1,370	1,481	1,636	2,004	2,605	2,440	2,474	2,837	2,746	1,819	1,549	1,474	2,036	0.5%	1,496	2,350	2,686	1,614
2024	FTEs	1,334	1,404	1,658	1,989	2,588	2,617	2,720	3,113	3,001	1,889	1,614	1,496	2,119	4.0%	1,466	2,398	2,944	1,666

EMPLOYMENT					NON-SERVICED ACCOMMODATION				
SHARE OF MARKET	2019	2022	2023	2024					
Non-Serviced FTEs	1,923	2,025	2,036	2,119					
Total Employment FTEs	8,846	8,474	9,096	9,153					
Share of Total %	21.7%	23.9%	22.4%	23.1%					
Annual Change in Share %		10.0%	-6.3%	3.4%					
Change in Share from 2019 %		10.0%	3.0%	6.5%					
Avg Ann. Change in Share %		3.3%	0.7%	1.3%					

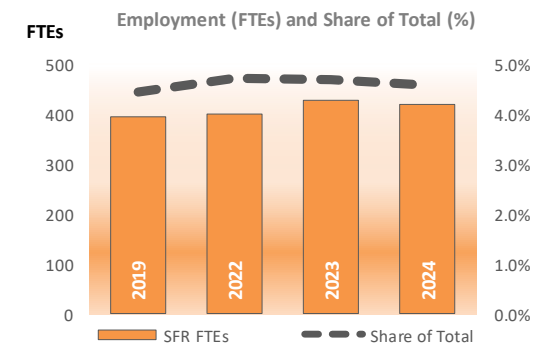


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STEAM REPORT FOR 2019-2024 - DRAFT											2019 to 2024			SFR	DIRECT EMPLOYMENT					
SHROPSHIRE COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2019 to 2024		4.8%	6.2%	7.9%	5.9%	4.3%	5.8%	5.9%	5.6%	9.6%	9.2%	7.2%	9.8%	6.6%	5.7%	5.4%	6.6%	9.1%		
% Change 2023 to 2024		-3.3%	-4.1%	-1.7%	-3.8%	-2.7%	-1.0%	-0.5%	-0.2%	-0.2%	-1.7%	-1.0%	-1.1%	-1.9%	-3.1%	-2.8%	-0.3%	-1.3%		
Average Annual Change		1.0%	1.2%	1.6%	1.2%	0.9%	1.2%	1.2%	1.1%	1.9%	1.8%	1.4%	2.0%	1.3%	1.1%	1.1%	1.3%	1.8%		
2019	FTEs	702	218	253	569	391	303	471	500	270	243	211	586	393	1.8%	391	421	414	346	
2022	FTEs	696	223	261	579	396	312	481	503	279	247	211	613	400		393	429	421	357	
2023	FTEs	761	242	277	627	419	324	502	529	297	270	228	651	427		6.8%	427	457	442	383
2024	FTEs	736	232	273	603	408	321	499	528	296	265	226	643	419		-1.9%	414	444	441	378

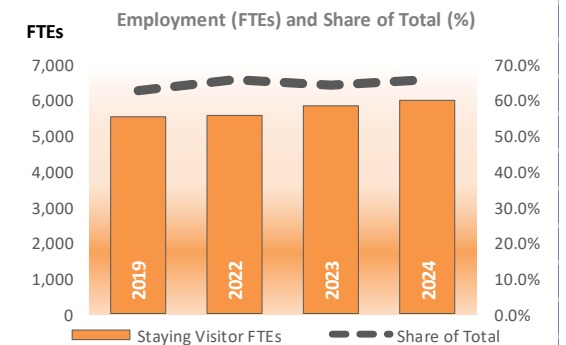
EMPLOYMENT					SFR				
SHARE OF MARKET	2019	2022	2023	2024					
SFR FTEs	393	400	427	419					
Total Employment FTEs	8,846	8,474	9,096	9,153					
Share of Total	4.4%	4.7%	4.7%	4.6%					
Annual Change in Share		6.2%	-0.5%	-2.5%					
Change in Share from 2019		6.2%	5.7%	3.0%					
Avg Ann. Change in Share		2.1%	1.4%	0.6%					



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

STEAM REPORT FOR 2019-2024 - DRAFT										2019 to 2024				STAYING VISITOR		DIRECT EMPLOYMENT					
SHROPSHIRE COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2019 to 2024		7.2%	8.8%	11.9%	9.2%	7.5%	11.6%	10.9%	10.9%	17.4%	14.5%	11.0%	12.6%			11.1%	9.2%	9.4%	12.9%	12.7%	
% Change 2023 to 2024		2.6%	1.8%	5.5%	1.2%	3.4%	7.1%	7.6%	8.4%	8.2%	5.1%	6.3%	4.7%			5.3%	3.3%	3.9%	8.1%	5.3%	
Average Annual Change		1.4%	1.8%	2.4%	1.8%	1.5%	2.3%	2.2%	2.2%	3.5%	2.9%	2.2%	2.5%			2.2%	1.8%	1.9%	2.6%	2.5%	
2019	FTEs	3,355	2,937	3,176	3,881	4,346	4,136	4,414	4,819	4,213	3,339	3,110	3,296	3,752	2.6%	3,156	4,121	4,482	3,248		
2022	FTEs	3,313	3,001	3,284	3,965	4,417	4,337	4,572	4,901	4,430	3,407	3,120	3,462	3,851		3,199	4,240	4,634	3,330		
2023	FTEs	3,504	3,138	3,367	4,187	4,519	4,308	4,550	4,930	4,570	3,637	3,247	3,546	3,959		3,337	4,338	4,684	3,477		
2024	FTEs	3,596	3,195	3,553	4,239	4,673	4,615	4,895	5,344	4,946	3,822	3,451	3,711	4,170	5.3%	3,448	4,509	5,061	3,661		

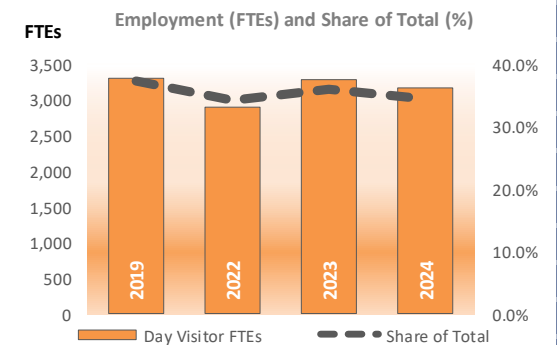
EMPLOYMENT					STAYING VISITOR	
SHARE OF MARKET	2019	2022	2023	2024		
Staying Visitor FTEs	5,540	5,574	5,818	5,997		
Total Employment FTEs	8,846	8,474	9,096	9,153		
Share of Total %	62.6%	65.8%	64.0%	65.5%		
Annual Change in Share %		5.0%	-2.8%	2.4%		
Change in Share from 2019 %		5.0%	2.1%	4.6%		
Avg Ann. Change in Share %		1.7%	0.5%	0.9%		



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

STEAM REPORT FOR 2019-2024 - DRAFT										2019 to 2024			DAY VISITOR		DIRECT EMPLOYMENT				
SHROPSHIRE COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		13.8%	16.0%	-3.4%	-1.1%	-7.5%	-3.7%	-7.0%	-14.8%	-3.7%	-5.4%	-11.1%	1.3%	-4.5%	Annual Change	6.8%	-4.2%	-9.4%	-5.5%
% Change 2023 to 2024		-3.9%	0.7%	-1.2%	0.0%	-2.1%	-5.4%	-6.0%	-5.7%	-7.0%	-5.8%	-8.4%	2.6%	-3.7%		-1.0%	-2.4%	-6.2%	-4.4%
Average Annual Change		2.8%	3.2%	-0.7%	-0.2%	-1.5%	-0.7%	-1.4%	-3.0%	-0.7%	-1.1%	-2.2%	0.3%	-0.9%		1.4%	-0.8%	-1.9%	-1.1%
2019	FTEs	1,109	2,140	2,688	4,976	5,285	4,112	4,070	5,749	3,777	2,345	1,895	1,520	3,306		1,979	4,791	4,532	1,920
2022	FTEs	1,138	2,207	2,362	4,385	4,376	3,402	3,556	5,064	3,327	2,098	1,596	1,290	2,900	-12.3%	1,902	4,054	3,982	1,661
2023	FTEs	1,312	2,465	2,627	4,922	4,997	4,189	4,026	5,191	3,910	2,355	1,840	1,502	3,278	13.0%	2,135	4,702	4,376	1,899
2024	FTEs	1,262	2,482	2,596	4,923	4,891	3,961	3,783	4,897	3,637	2,219	1,685	1,540	3,156	-3.7%	2,113	4,592	4,106	1,815

EMPLOYMENT					DAY VISITOR			
SHARE OF MARKET	2019	2022	2023	2024				
Day Visitor FTEs	3,306	2,900	3,278	3,156				
Total Employment FTEs	8,846	8,474	9,096	9,153				
Share of Total %	37.4%	34.2%	36.0%	34.5%				
Annual Change in Share %		-8.4%	5.3%	-4.3%				
Change in Share from 2019 %		-8.4%	-3.6%	-7.7%				
Avg Ann. Change in Share %		-2.8%	-0.9%	-1.5%				



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

STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL							2024		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE	
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2019		SEASONAL AVAILABILITY OF BED SUPPLY 2024					
	Est.	Beds	Est.	Beds	Est.	Beds						
Serviced Accommodation Total	179	5,564	+3	-163	+3	-163	<div>■ Non-Serviced Accommodation   ■ Serviced Accommodation</div>					
+50 Room	12	2,545	-1	-108	-1	-108						
11-50 Room	39	1,813	+28	+824	+28	+824						
<10 Room	128	1,206	-24	-879	-24	-879						
NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2019							
	Est.	Beds	Est.	Beds	Est.	Beds						
Non-Serviced Accommodation Total	652	19,080	+14	+2,180	+14	+3,390						
Self catering	516	4,380	-28	-35	-28	-35						
Caravan & camping	125	10,948	+42	+1,900	+42	+1,900						
Youth Hostels	11	812	0	0	0	0						
Short-term lets	N/A	2,939		+315		+1,525						
DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2019							
	Est.	Beds	Est.	Beds	Est.	Beds						
All Paid Accommodation Total	831	24,644	+17	+2,017	+17	+3,227						
Serviced Accommodation Share of Total	22%	23%										
Non-Serviced Accommodation Share of Total	78%	77%										
SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	20,533	20,527	22,973	23,919	24,122	24,413	24,434	24,552	24,334	24,070	22,004	20,848
Serviced Accommodation	5,564	5,564	5,564	5,564	5,564	5,564	5,564	5,564	5,564	5,564	5,564	5,564
Non-Serviced Accommodation	14,969	14,963	17,409	18,355	18,558	18,849	18,870	18,988	18,770	18,506	16,440	15,284

Report Sections With Historic Financial Data Indexed to 2024 Prices

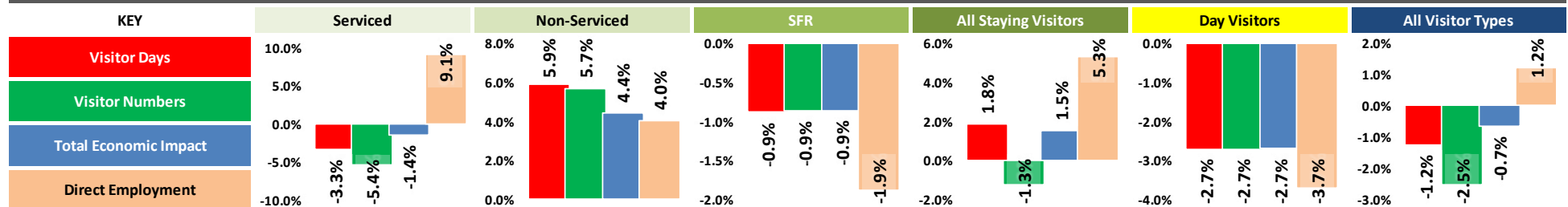
<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

<b>Indexation:</b>	<i>Indexation to: 2024</i>
<b>2019</b>	<i>1.34</i>
<b>2022</b>	<i>1.19</i>
<b>2023</b>	<i>1.05</i>
<b>2024</b>	<i>1.00</i>

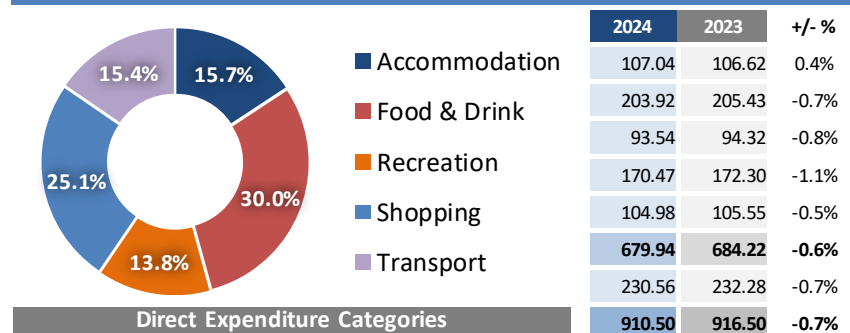
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - INDEXED TO 2024

KEY											Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors					
Less than 3% change		Serviced			Non-Serviced											
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	1.035	1.070	-3.3%	2.256	2.130	5.9%	1.152	1.163	-0.9%	4.443	4.363	1.8%	8.834	9.083	-2.7%
Visitor Numbers	M	0.565	0.597	-5.4%	0.346	0.327	5.7%	0.485	0.489	-0.9%	1.395	1.413	-1.3%	8.834	9.083	-2.7%
Direct Expenditure	£M															
Economic Impact	£M	165.81	168.22	-1.4%	227.94	218.27	4.4%	59.34	59.85	-0.9%	453.09	446.35	1.5%	457.41	470.15	-2.7%
Direct Employment	FTEs	1,632	1,495	9.1%	2,119	2,036	4.0%	419	427	-1.9%	4,170	3,959	5.3%	3,156	3,278	-3.7%
Total Employment	FTEs															

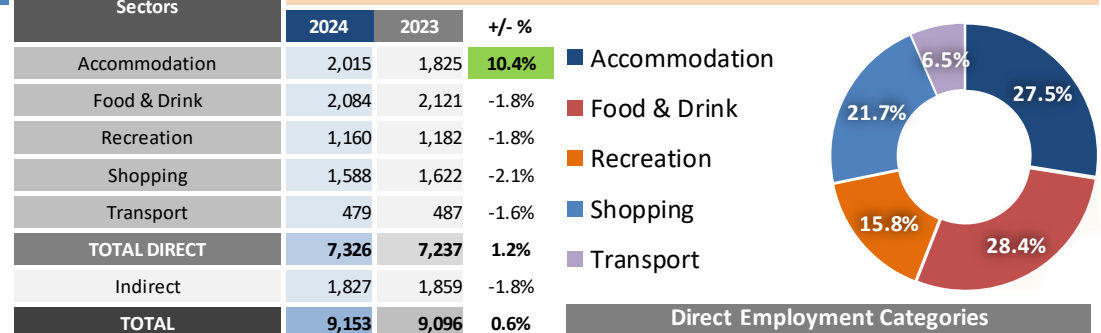
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - INDEXED TO 2024



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



Sectoral Distribution of Employment - FTEs



STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

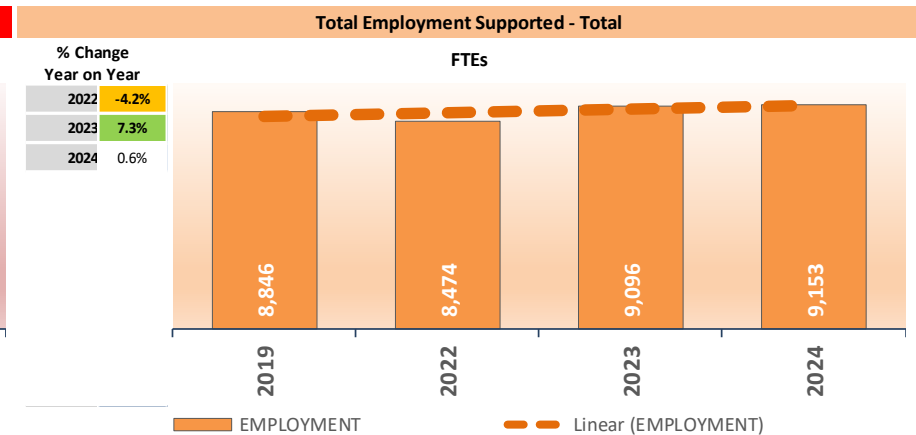
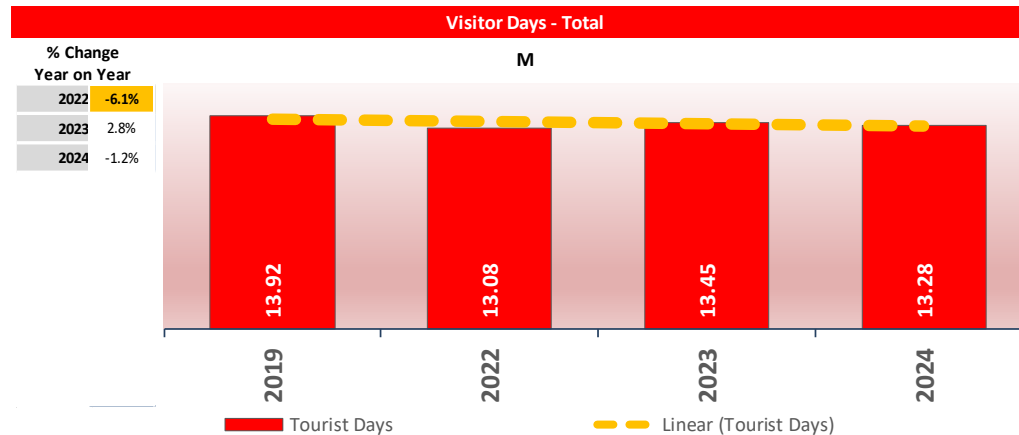
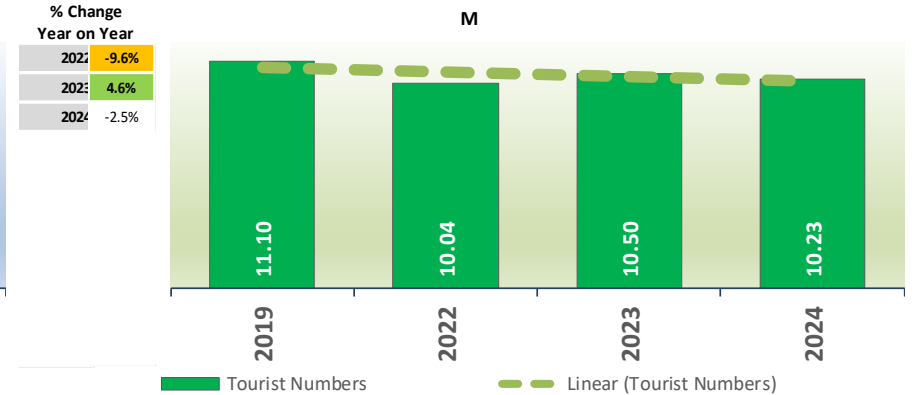
2019 to 2024  
2024 Prices

TOTAL

KEY MEASURES  
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2019	2019	2022	2023	2024
Economic Impact - Indexed		-3.0%	-2.6%	-3.3%
Visitor Numbers		-9.6%	-5.4%	-7.8%
Visitor Days		-6.1%	-3.4%	-4.6%
Total Employment		-4.2%	2.8%	3.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

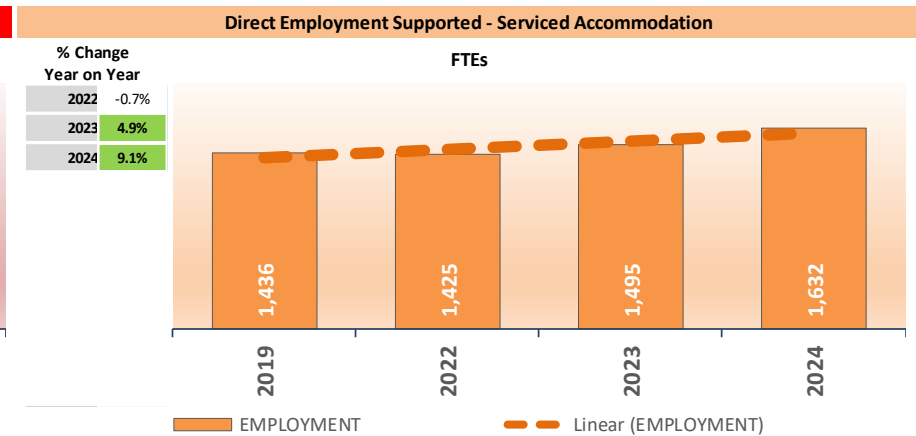
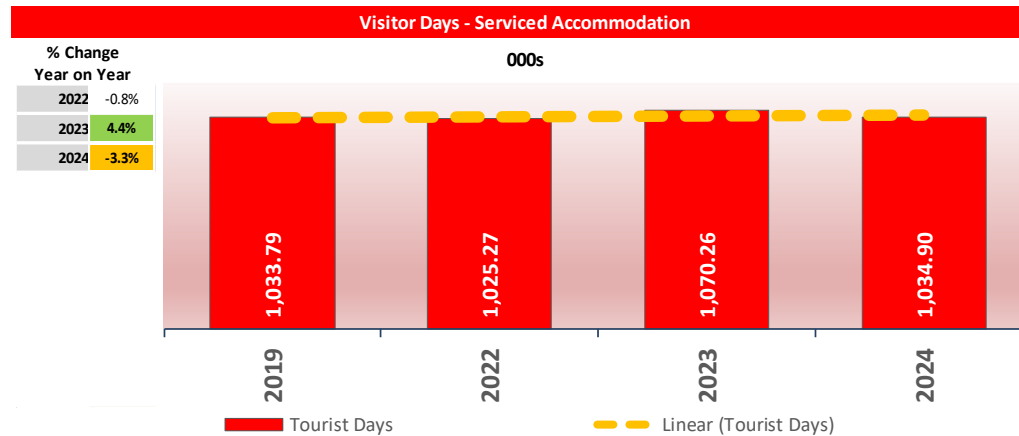
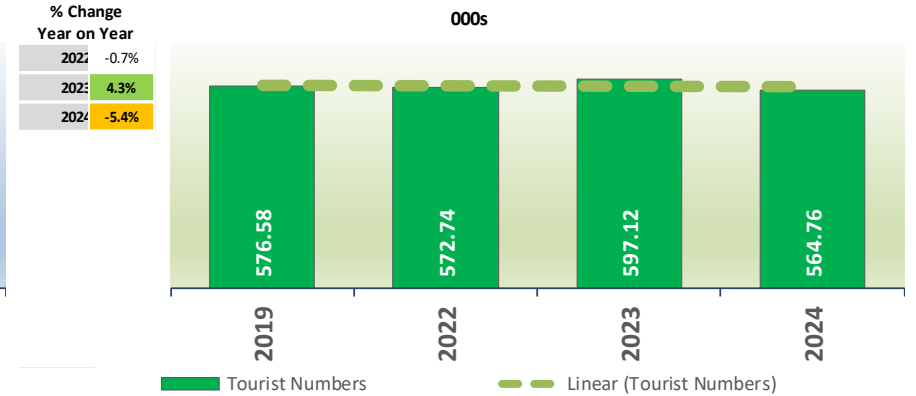
2019 to 2024  
2024 Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2019	2019	2022	2023	2024
Economic Impact - Indexed		-0.8%	-2.7%	-4.1%
Visitor Numbers		-0.7%	3.6%	-2.1%
Visitor Days		-0.8%	3.5%	0.1%
Direct Employment		-0.7%	4.2%	13.7%

"Linear" = Linear Trendline



STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

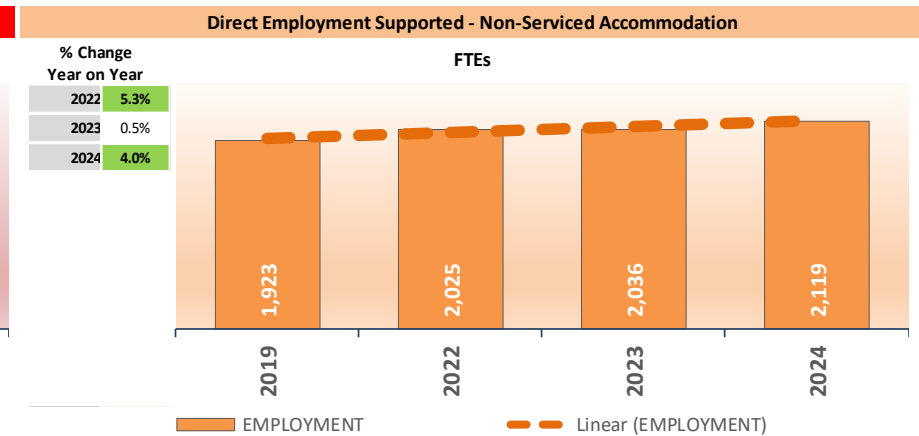
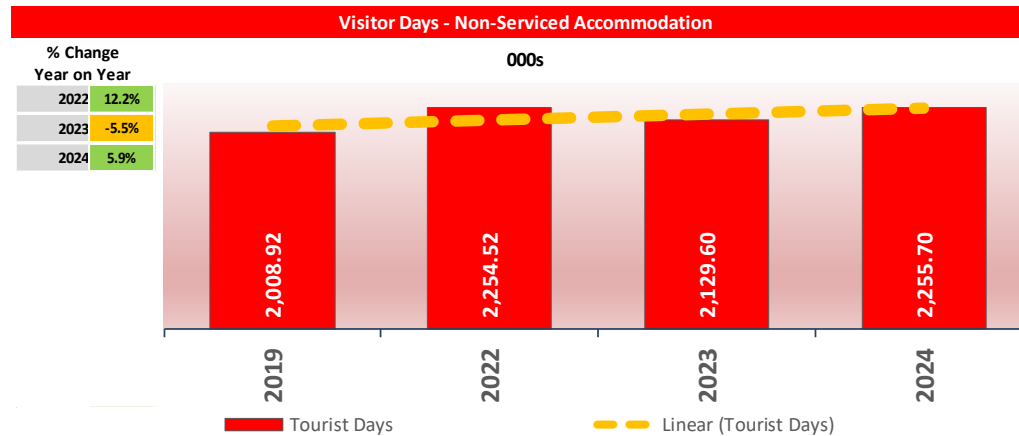
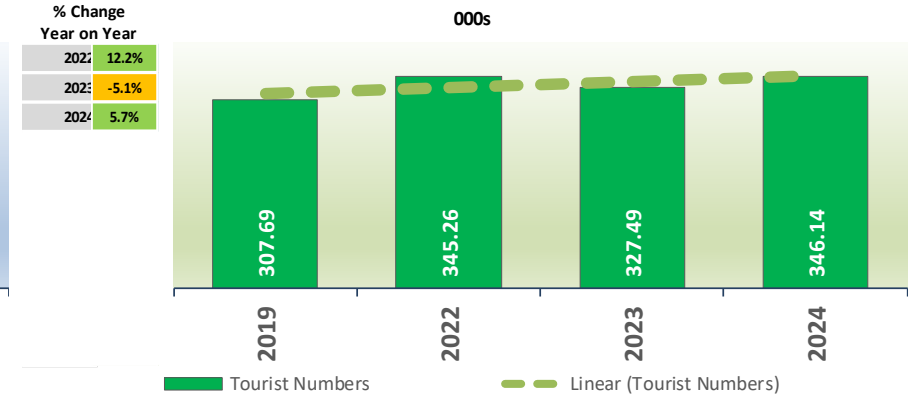
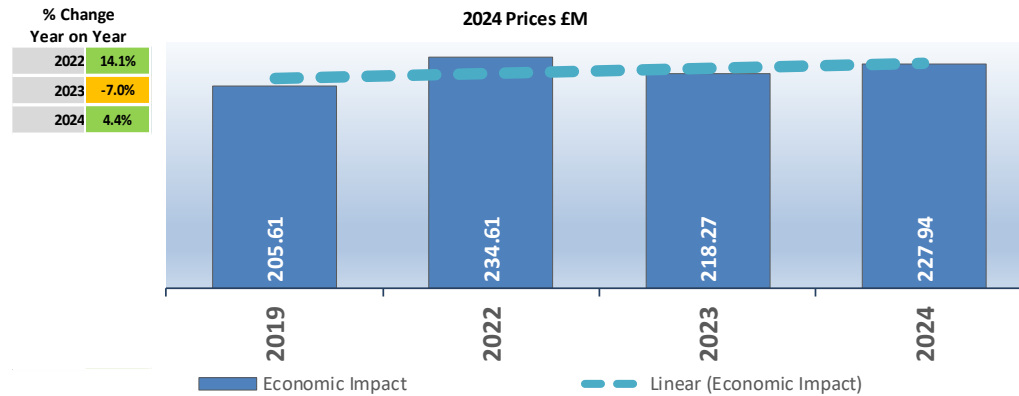
2019 to 2024  
2024 Prices

NON-SERVED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



% Change from 2019	2019	2022	2023	2024
Economic Impact - Indexed		14.1%	6.2%	10.9%
Visitor Numbers		12.2%	6.4%	12.5%
Visitor Days		12.2%	6.0%	12.3%
Direct Employment		5.3%	5.9%	10.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

2019 to 2024  
2024 Prices

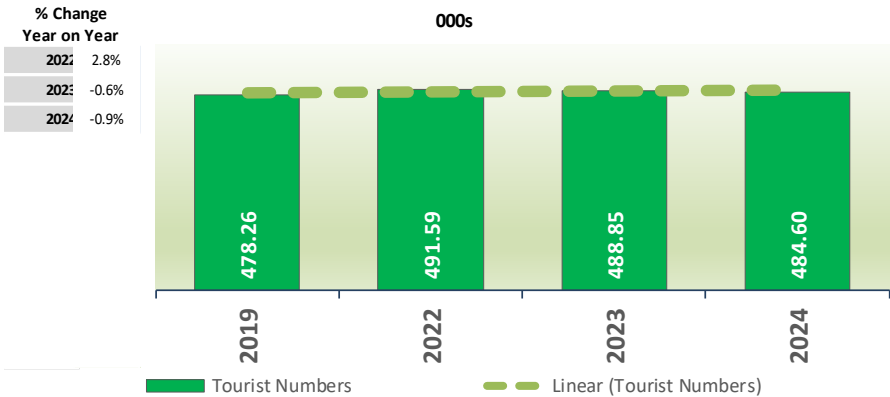
SFR

KEY MEASURES  
Indexed

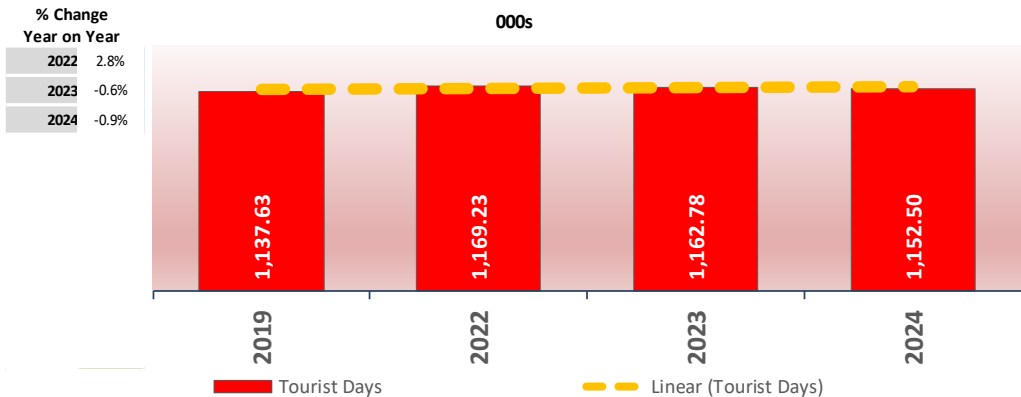
Economic Impact - Indexed - SFR



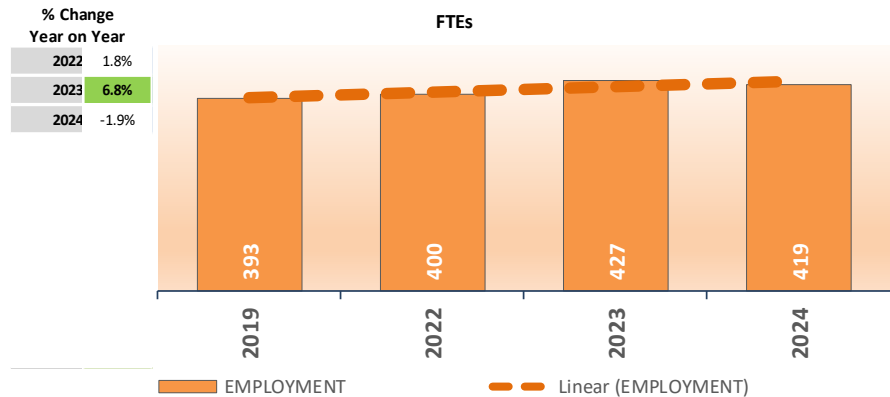
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2019	2019	2022	2023	2024
Economic Impact - Indexed		2.8%	2.2%	1.3%
Visitor Numbers		2.8%	2.2%	1.3%
Visitor Days		2.8%	2.2%	1.3%
Direct Employment		1.8%	8.7%	6.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

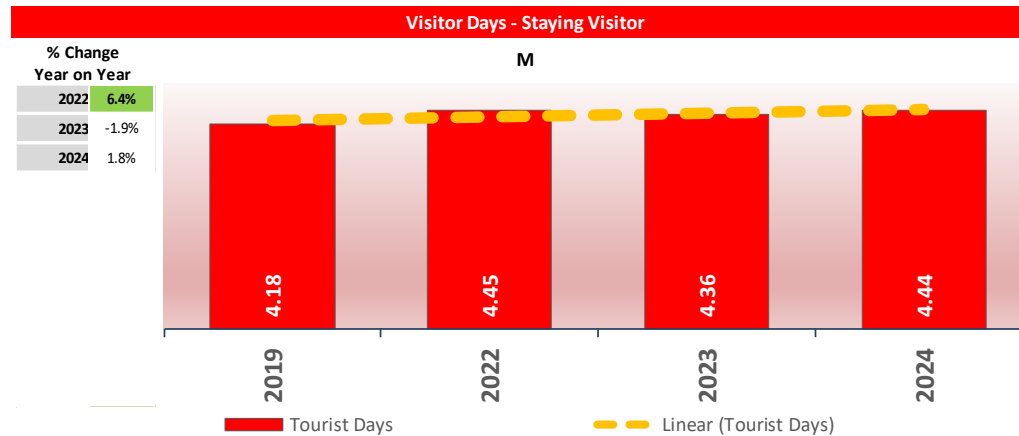
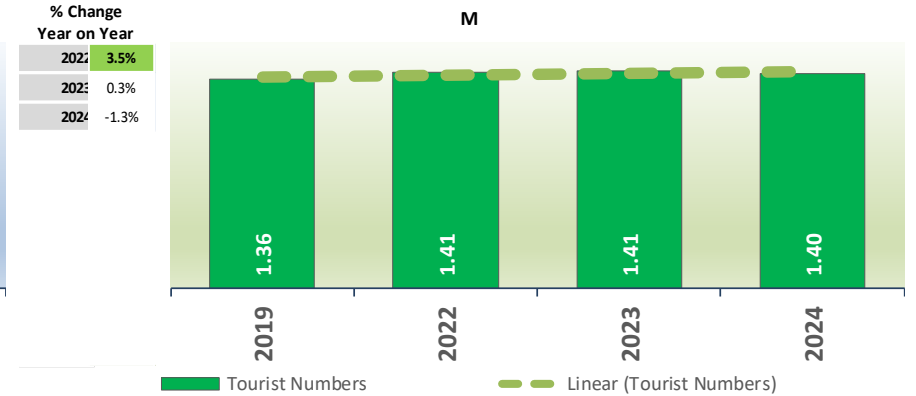
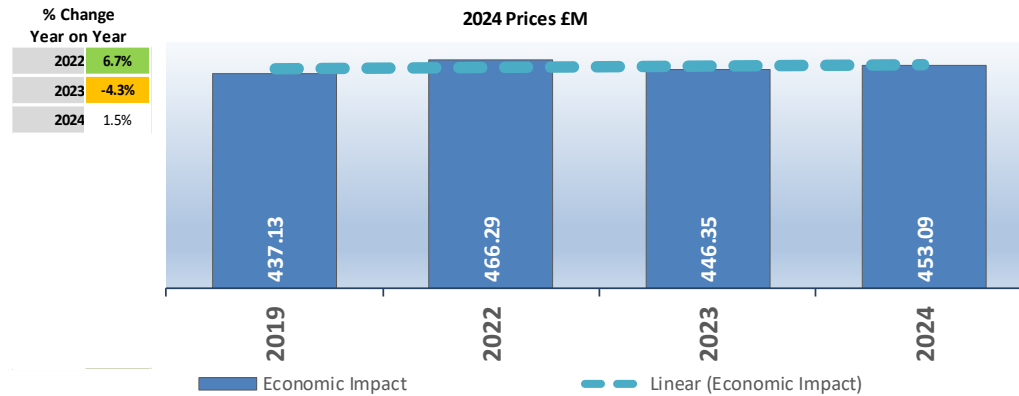
2019 to 2024  
2024 Prices

STAYING VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Staying Visitor

Visitor Numbers - Staying Visitor



% Change from 2019	2019	2022	2023	2024
Economic Impact - Indexed		6.7%	2.1%	3.7%
Visitor Numbers		3.5%	3.7%	2.4%
Visitor Days		6.4%	4.4%	6.3%
Direct Employment		0.6%	5.0%	8.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2019-2024 - DRAFT  
SHROPSHIRE COUNCIL

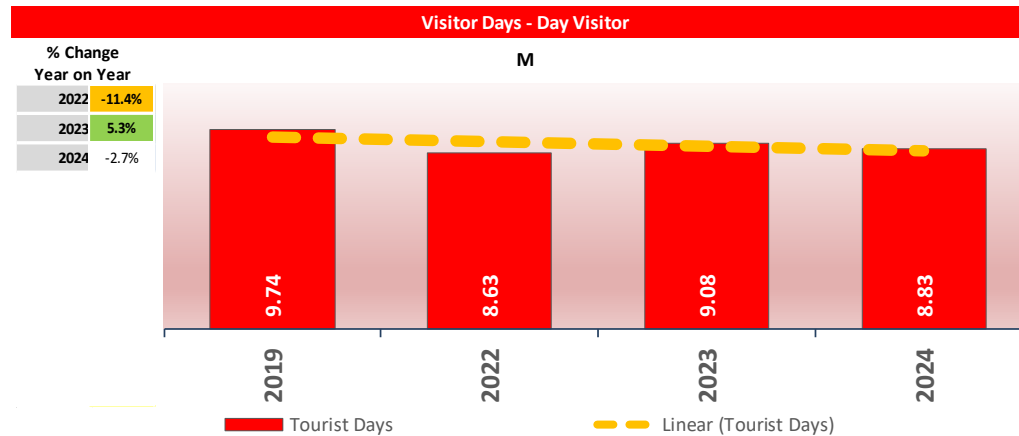
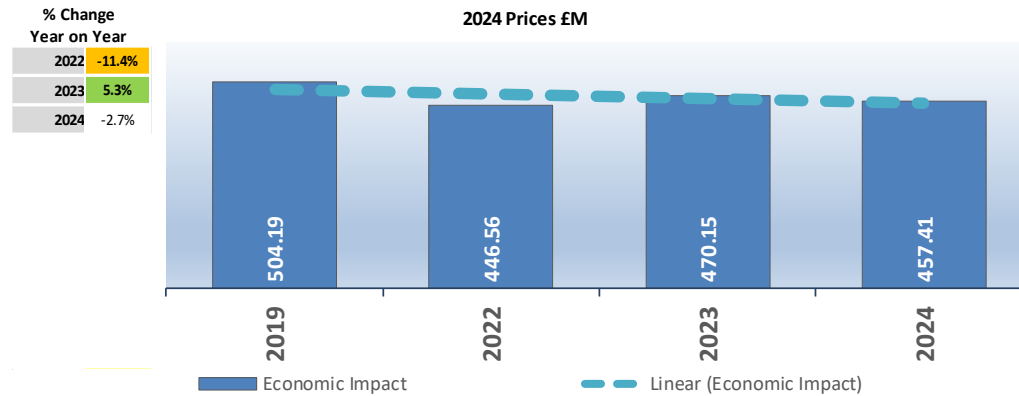
2019 to 2024  
2024 Prices

DAY VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



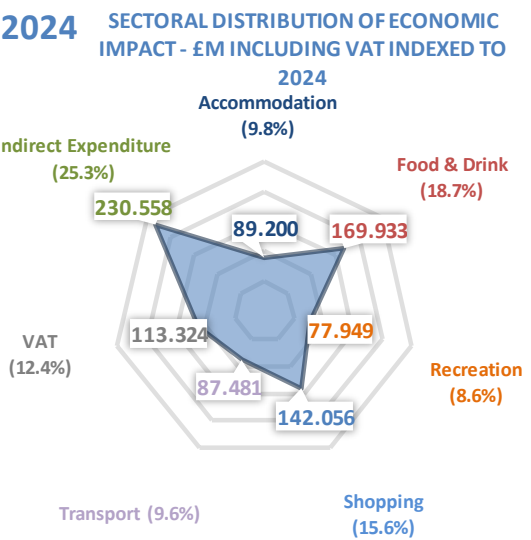
% Change from 2019	2019	2022	2023	2024
Economic Impact - Indexed		-11.4%	-6.8%	-9.3%
Visitor Numbers		-11.4%	-6.7%	-9.3%
Visitor Days		-11.4%	-6.7%	-9.3%
Direct Employment		-12.3%	-0.8%	-4.5%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024					
SECTOR / YEAR		2019	2022	2023	2024
Accommodation	£M	91.68	97.61	88.85	89.20
Food & Drink	£M	175.28	167.63	171.19	169.93
Recreation	£M	81.08	76.73	78.60	77.95
Shopping	£M	148.22	139.92	143.58	142.06
Transport	£M	90.20	86.22	87.96	87.48
Direct Revenue	£M	586.46	568.11	570.18	566.62
VAT	£M	117.29	113.62	114.04	113.32
Direct Expenditure	£M	703.75	681.73	684.22	679.94
Indirect Expenditure	£M	237.58	231.12	232.28	230.56
TOTAL	£M	941.32	912.85	916.50	910.50

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES					
SECTOR / YEAR		2019	2022	2023	2024
Accommodation	FTEs	1,825	1,825	1,825	2,015
Food & Drink	FTEs	2,042	1,935	2,121	2,084
Recreation	FTEs	1,146	1,075	1,182	1,160
Shopping	FTEs	1,574	1,472	1,622	1,588
Transport	FTEs	470	445	487	479
Direct Employment	FTEs	7,057	6,751	7,237	7,326
Indirect Employment	FTEs	1,788	1,723	1,859	1,827
TOTAL	FTEs	8,846	8,474	9,096	9,153

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



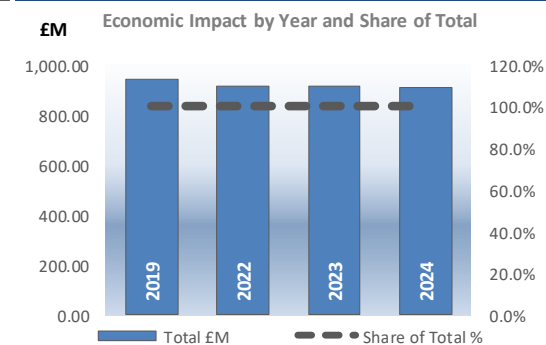
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 2024 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		0.5%	5.4%	-2.5%	-3.9%	-8.2%	-3.3%	-5.4%	-10.3%	4.3%	-0.3%	-5.6%	4.2%	-3.3%	Annual Change	0.9%	-5.2%	-4.7%	-0.6%	
% Change 2023 to 2024		-3.2%	-2.4%	0.1%	-2.0%	-0.9%	-0.9%	-0.5%	0.2%	2.6%	-2.7%	-2.3%	2.2%	-0.7%		-1.7%	-1.3%	0.7%	-1.1%	
Average Annual Change		0.1%	1.1%	-0.5%	-0.8%	-1.6%	-0.7%	-1.1%	-2.1%	0.9%	-0.1%	-1.1%	0.8%	-0.7%		0.2%	-1.0%	-0.9%	-0.1%	
2019	£M	42.10	50.43	61.11	100.85	112.13	94.08	101.87	130.33	91.06	60.02	50.33	47.01	941.32	-3.0%	153.64	307.06	323.26	157.37	
2022	£M	41.92	53.36	59.73	96.28	102.92	89.88	99.81	124.20	90.14	59.12	47.43	48.05	912.85		155.02	289.08	314.15	154.60	
2023	£M	43.74	54.49	59.52	98.91	103.94	91.82	96.85	116.66	92.49	61.47	48.67	47.95	916.50		0.4%	157.75	294.67	305.99	158.08
2024	£M	42.33	53.16	59.59	96.96	102.99	91.01	96.33	116.84	94.93	59.83	47.53	49.01	910.50		-0.7%	155.08	290.95	308.10	156.36

ECONOMIC IMPACT - INDEXED TO 2024					TOTAL	
SHARE OF MARKET	2019	2022	2023	2024		
Total £M	941.32	912.85	916.50	910.50		
All Visitor Types £M	941.32	912.85	916.50	910.50		
Share of Total %	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share %						
Change in Share from 2019 %						
Avg Ann. Change in Share %						

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STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 2024 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2024		-7.0%	-2.1%	0.5%	-6.8%	-4.8%	-1.8%	-8.9%	-5.3%	2.1%	-5.9%	-7.3%	-0.4%		-4.1%	-2.8%	-4.5%	-4.3%	-4.7%
% Change 2023 to 2024		-0.2%	-1.7%	2.8%	-8.5%	5.0%	-2.3%	-6.4%	-1.3%	4.2%	-4.5%	-1.7%	-0.2%		-1.4%	0.3%	-2.1%	-1.4%	-2.3%
Average Annual Change		-1.4%	-0.4%	0.1%	-1.4%	-1.0%	-0.4%	-1.8%	-1.1%	0.4%	-1.2%	-1.5%	-0.1%		-0.8%	-0.6%	-0.9%	-0.9%	-0.9%
2019	£M	12.04	12.16	13.22	14.83	15.21	14.74	17.25	17.26	14.78	15.15	14.07	12.25		172.95	37.41	44.78	49.28	41.47
2022	£M	10.51	12.03	13.22	15.05	14.81	15.34	17.35	16.91	14.68	14.91	13.62	13.05	171.48	-0.8%	35.77	45.20	48.94	41.58
2023	£M	11.22	12.11	12.92	15.10	13.78	14.83	16.80	16.57	14.47	14.93	13.27	12.23	168.22	-1.9%	36.25	43.71	47.84	40.42
2024	£M	11.19	11.91	13.27	13.82	14.48	14.48	15.72	16.35	15.08	14.26	13.05	12.21	165.81	-1.4%	36.37	42.78	47.15	39.51

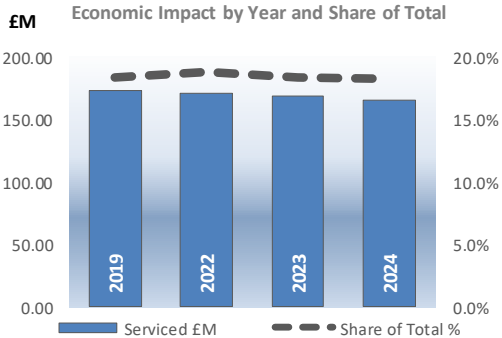
ECONOMIC IMPACT - INDEXED TO 2024						SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2022	2023	2024		
Serviced	£M	172.95	171.48	168.22	165.81		
All Visitor Types	£M	941.32	912.85	916.50	910.50		
Share of Total	%	18.4%	18.8%	18.4%	18.2%		
Annual Change in Share	%		2.2%	-2.3%	-0.8%		
Change in Share from 2019	%		2.2%	-0.1%	-0.9%		
Avg Ann. Change in Share	%		0.7%	0.0%	-0.2%		

£M

Economic Impact by Year and Share of Total

Year	£M	Share of Total (%)
2019	172.95	18.4%
2022	171.48	18.8%
2023	168.22	18.4%
2024	165.81	18.2%

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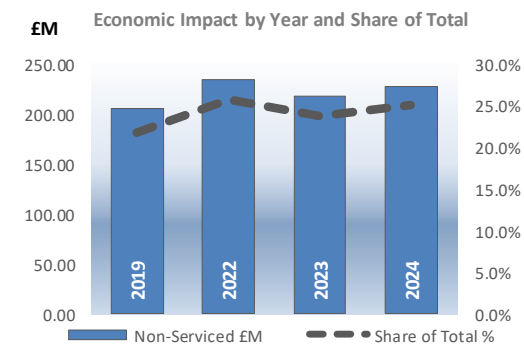
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 2024 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4	
% Change 2019 to 2024		-0.5%	2.4%	10.9%	5.5%	-1.0%	6.8%	7.4%	4.0%	30.2%	29.9%	19.9%	30.0%	10.9%	5.0%	3.4%	12.7%	26.7%	
% Change 2023 to 2024		-9.3%	-15.2%	-1.8%	-6.2%	-3.5%	7.6%	11.4%	10.2%	16.6%	2.7%	6.7%	4.3%	4.4%	-8.3%	-0.4%	12.6%	4.3%	
Average Annual Change		-0.1%	0.5%	2.2%	1.1%	-0.2%	1.4%	1.5%	0.8%	6.0%	6.0%	4.0%	6.0%	2.2%	1.0%	0.7%	2.5%	5.3%	
2019	£M	7.247	8.351	10.59	15.71	24.89	23.32	27.04	33.78	24.92	12.04	9.564	8.162	205.61	26.19	63.91	85.74	29.77	
2022	£M	8.080	10.22	12.93	17.70	26.99	26.97	30.80	36.00	29.28	14.20	10.68	10.77	234.61	14.1%	31.23	71.66	96.08	35.64
2023	£M	7.949	10.08	11.96	17.67	25.53	23.15	26.07	31.87	27.82	15.24	10.75	10.17	218.27	-7.0%	29.99	66.36	85.76	36.16
2024	£M	7.212	8.549	11.74	16.57	24.63	24.91	29.04	35.13	32.44	15.65	11.46	10.61	227.94	4.4%	27.50	66.10	96.61	37.72

ECONOMIC IMPACT - INDEXED TO 2024					NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2019	2022	2023	2024		
Non-Serviced £M	205.61	234.61	218.27	227.94		
All Visitor Types £M	941.32	912.85	916.50	910.50		
Share of Total %	21.8%	25.7%	23.8%	25.0%		
Annual Change in Share		17.7%	-7.3%	5.1%		
Change in Share from 2019		17.7%	9.0%	14.6%		
Avg Ann. Change in Share		5.9%	2.3%	2.9%		

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STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 2024 Prices			SFR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2024		-0.4%	0.9%	2.5%	0.6%	-0.9%	0.6%	0.6%	0.3%	4.1%	3.8%	1.8%	4.3%	1.3%	Annual Change	0.5%	0.2%	1.3%	3.7%	
% Change 2023 to 2024		-2.3%	-3.1%	-0.7%	-2.8%	-1.7%	0.0%	0.6%	0.8%	0.8%	-0.7%	0.0%	-0.1%	-0.9%		-2.1%	-1.8%	0.7%	-0.2%	
Average Annual Change		-0.1%	0.2%	0.5%	0.1%	-0.2%	0.1%	0.1%	0.1%	0.8%	0.8%	0.4%	0.9%	0.3%		0.1%	0.0%	0.3%	0.7%	
2019	£M	8.721	2.713	3.138	7.069	4.857	3.762	5.854	6.206	3.354	3.016	2.614	7.275	58.58	2.8%	14.57	15.69	15.41	12.91	
2022	£M	8.723	2.800	3.272	7.260	4.967	3.913	6.030	6.311	3.492	3.091	2.645	7.687	60.19		14.79	16.14	15.83	13.42	
2023	£M	8.886	2.826	3.238	7.316	4.897	3.783	5.857	6.176	3.463	3.153	2.661	7.596	59.85		-0.6%	14.95	16.00	15.50	13.41
2024	£M	8.685	2.737	3.217	7.114	4.815	3.783	5.890	6.226	3.491	3.130	2.662	7.589	59.34		-0.9%	14.64	15.71	15.61	13.38

ECONOMIC IMPACT - INDEXED TO 2024							SFR	
SHARE OF MARKET		2019	2022	2023	2024			
SFR	£M	58.58	60.19	59.85	59.34			
All Visitor Types	£M	941.32	912.85	916.50	910.50			
Share of Total	%	6.2%	6.6%	6.5%	6.5%			
Annual Change in Share	%		6.0%	-1.0%	-0.2%			
Change in Share from 2019	%		6.0%	4.9%	4.7%			
Avg Ann. Change in Share	%		2.0%	1.2%	0.9%			

£M

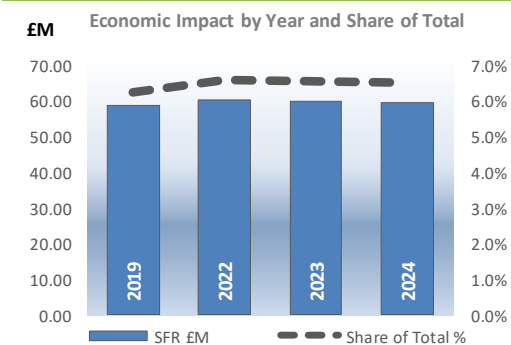
Economic Impact by Year and Share of Total

Year	£M	%
2019	58.58	6.2%
2022	60.19	6.6%
2023	59.85	6.5%
2024	59.34	6.5%

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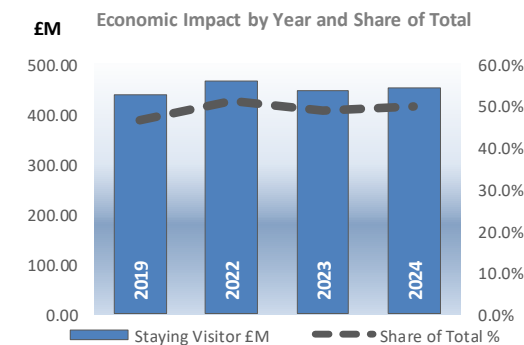
STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 2024 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		-3.3%	-0.1%	4.8%	-0.3%	-2.3%	3.2%	1.0%	0.8%	18.5%	9.3%	3.5%	9.8%	3.7%	Annual Change	0.4%	0.2%	5.9%	7.7%
% Change 2023 to 2024		-3.4%	-7.3%	0.4%	-6.4%	-0.7%	3.4%	3.9%	5.7%	11.5%	-0.9%	1.9%	1.4%	1.5%		-3.3%	-1.2%	6.9%	0.7%
Average Annual Change		-0.7%	0.0%	1.0%	-0.1%	-0.5%	0.6%	0.2%	0.2%	3.7%	1.9%	0.7%	2.0%	0.7%		0.1%	0.0%	1.2%	1.5%
2019	£M	28.00	23.22	26.95	37.61	44.95	41.82	50.14	57.25	43.05	30.21	26.25	27.69	437.13		78.17	124.37	150.44	84.15
2022	£M	27.32	25.05	29.42	40.01	46.77	46.22	54.18	59.22	47.44	32.20	26.94	31.50	466.29	6.7%	81.79	133.00	160.85	90.64
2023	£M	28.05	25.02	28.12	40.09	44.21	41.76	48.73	54.61	45.76	33.32	26.67	30.00	446.35	-4.3%	81.19	126.06	149.10	89.99
2024	£M	27.09	23.19	28.24	37.51	43.92	43.17	50.64	57.71	51.01	33.03	27.17	30.41	453.09	1.5%	78.52	124.60	159.36	90.61

ECONOMIC IMPACT - INDEXED TO 2024					STAYING VISITOR	
SHARE OF MARKET	2019	2022	2023	2024		
Staying Visitor £M	437.13	466.29	446.35	453.09		
All Visitor Types £M	941.32	912.85	916.50	910.50		
Share of Total %	46.4%	51.1%	48.7%	49.8%		
Annual Change in Share %		10.0%	-4.7%	2.2%		
Change in Share from 2019 %		10.0%	4.9%	7.2%		
Avg Ann. Change in Share %		3.3%	1.2%	1.4%		

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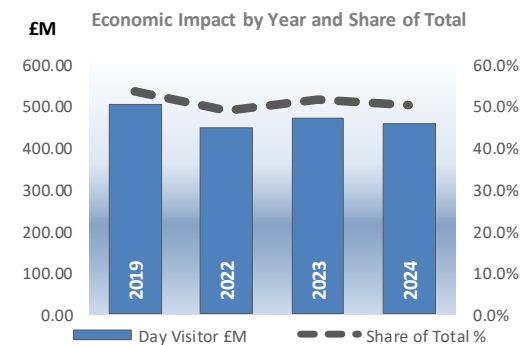
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STEAM REPORT FOR 2019-2024 - DRAFT SHROPSHIRE COUNCIL											2019 to 2024 2024 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2024		8.1%	10.2%	-8.2%	-6.0%	-12.1%	-8.5%	-11.7%	-19.1%	-8.5%	-10.1%	-15.5%	-3.7%	-9.3%	Annual Change	1.5%	-8.9%	-13.9%	-10.2%
% Change 2023 to 2024		-2.9%	1.7%	-0.2%	1.1%	-1.1%	-4.4%	-5.1%	-4.7%	-6.0%	-4.8%	-7.5%	3.6%	-2.7%		0.0%	-1.3%	-5.2%	-3.4%
Average Annual Change		1.6%	2.0%	-1.6%	-1.2%	-2.4%	-1.7%	-2.3%	-3.8%	-1.7%	-2.0%	-3.1%	-0.7%	-1.9%		0.3%	-1.8%	-2.8%	-2.0%
2019	£M	14.10	27.20	34.16	63.24	67.18	52.26	51.73	73.08	48.01	29.81	24.09	19.32	504.19		75.46	182.69	172.82	73.22
2022	£M	14.60	28.31	30.31	56.27	56.15	43.66	45.63	64.98	42.69	26.92	20.48	16.55	446.56	-11.4%	73.23	156.08	153.30	63.96
2023	£M	15.69	29.47	31.40	58.82	59.73	50.06	48.12	62.04	46.73	28.15	21.99	17.95	470.15	5.3%	76.55	168.61	156.90	68.09
2024	£M	15.24	29.97	31.35	59.45	59.06	47.84	45.69	59.13	43.92	26.80	20.35	18.60	457.41	-2.7%	76.56	166.36	148.74	65.75

ECONOMIC IMPACT - INDEXED TO 2024					DAY VISITOR	
SHARE OF MARKET	2019	2022	2023	2024		
Day Visitor £M	504.19	446.56	470.15	457.41		
All Visitor Types £M	941.32	912.85	916.50	910.50		
Share of Total %	53.6%	48.9%	51.3%	50.2%		
Annual Change in Share		-8.7%	4.9%	-2.1%		
Change in Share from 2019		-8.7%	-4.2%	-6.2%		
Avg Ann. Change in Share		-2.9%	-1.1%	-1.2%		



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