



STEAM REPORT FOR 2019-2025 - FINAL

Final

SHROPSHIRE COUNCIL

Global Tourism Solutions (UK) Ltd

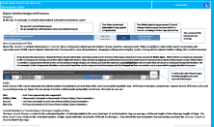
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Email: cathryn.j@gtsuk.co.uk

Website: www.globaltourismsolutions.co.uk


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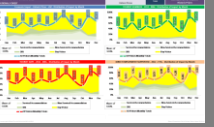
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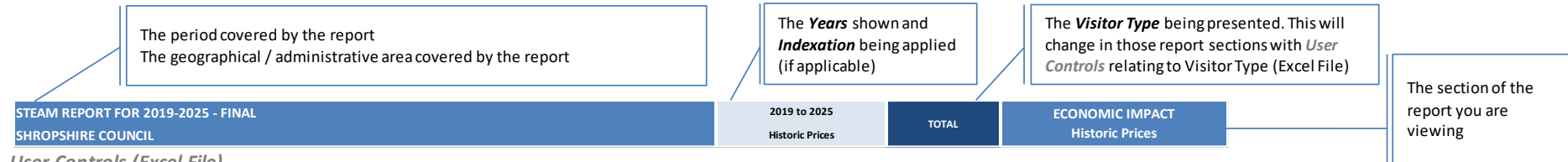
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Report Section Design and Features

Headers

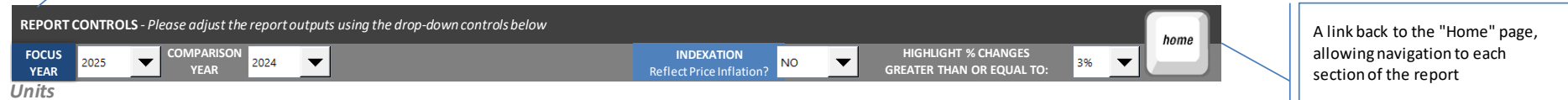
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

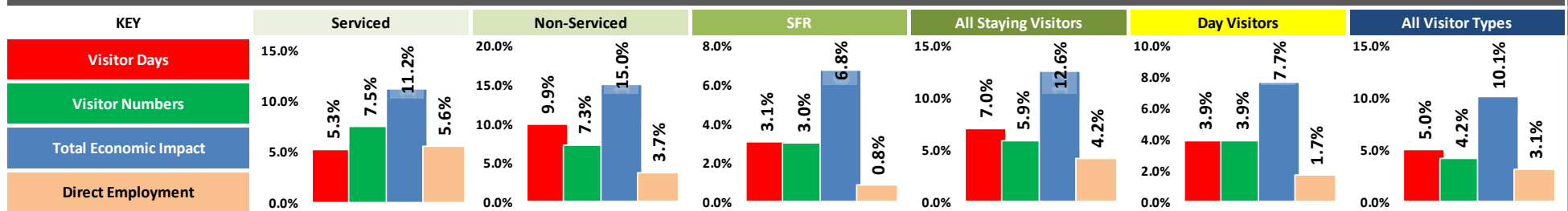
Visitor Numbers / Visitor Days / Average Length of Stay

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

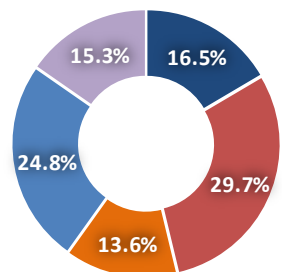
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			SFR			All Staying Visitors			Day Visitors			All Visitor Types					
	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %			
Visitor Days	M	1,089	1,035	5.3%	2,479	2,256	9.9%	1,188	1,152	3.1%	4,756	4,443	7.0%	9,180	8,834	3.9%	13,94	13,28	5.0%		
Visitor Numbers	M	0.607	0.565	7.5%	0.371	0.346	7.3%	0.499	0.485	3.0%	1,478	1,395	5.9%	9,180	8,834	3.9%	10.66	10.23	4.2%		
Direct Expenditure	£Bn																0.748	0.680	10.1%		
Economic Impact	£Bn	0.184	0.166	11.2%	0.262	0.228	15.0%	0.063	0.059	6.8%	0.510	0.453	12.6%	0.492	0.457	7.7%	1.002	0.911	10.1%		
Direct Employment	FTEs	1,723	1,632	5.6%	2,198	2,119	3.7%	423	419	0.8%	4,343	4,170	4.2%	3,209	3,156	1.7%	7,553	7,326	3.1%		
Total Employment	FTEs																9,454	9,153	3.3%		

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



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



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

Direct Expenditure Categories

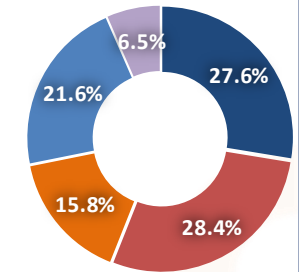
	2025	2024	+/- %
Accommodation	0.124	0.107	15.4%
Food & Drink	0.222	0.204	9.1%
Recreation	0.102	0.094	9.1%
Shopping	0.186	0.170	8.8%
Transport	0.115	0.105	9.3%
TOTAL DIRECT	0.748	0.680	10.1%
Indirect	0.254	0.231	10.2%
TOTAL	1.002	0.911	10.1%

Sectors

Sectors	2025	2024	+/- %
Accommodation	2,083	2,015	3.4%
Food & Drink	2,147	2,084	3.0%
Recreation	1,195	1,160	3.0%
Shopping	1,632	1,588	2.8%
Transport	495	479	3.2%
TOTAL DIRECT	7,553	7,326	3.1%
Indirect	1,902	1,827	4.1%
TOTAL	9,454	9,153	3.3%

Sectoral Distribution of Employment - FTEs

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



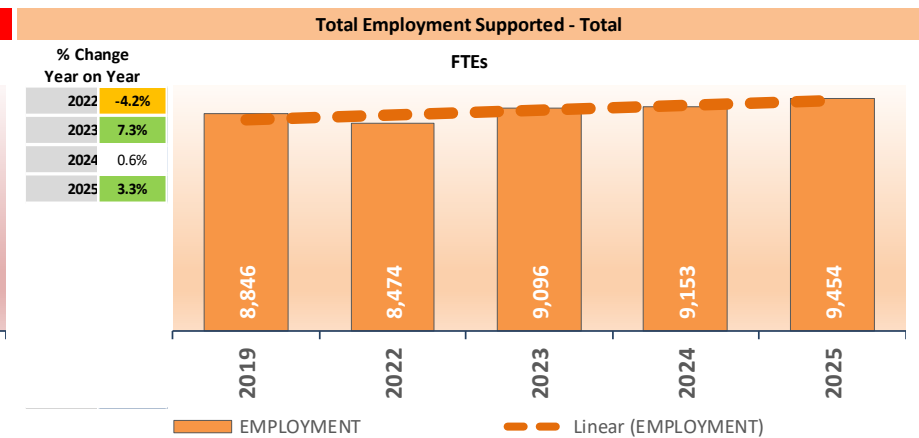
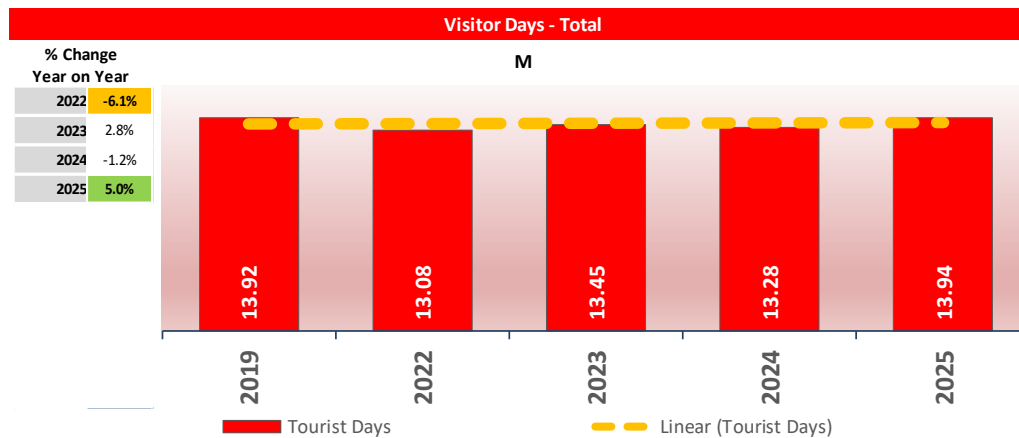
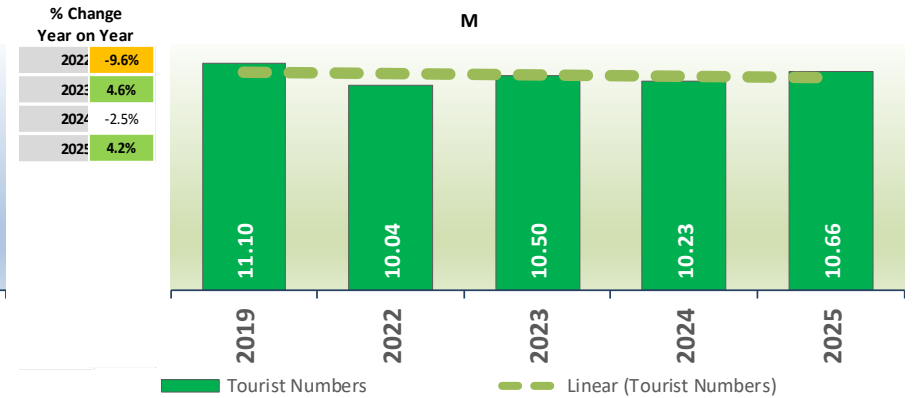
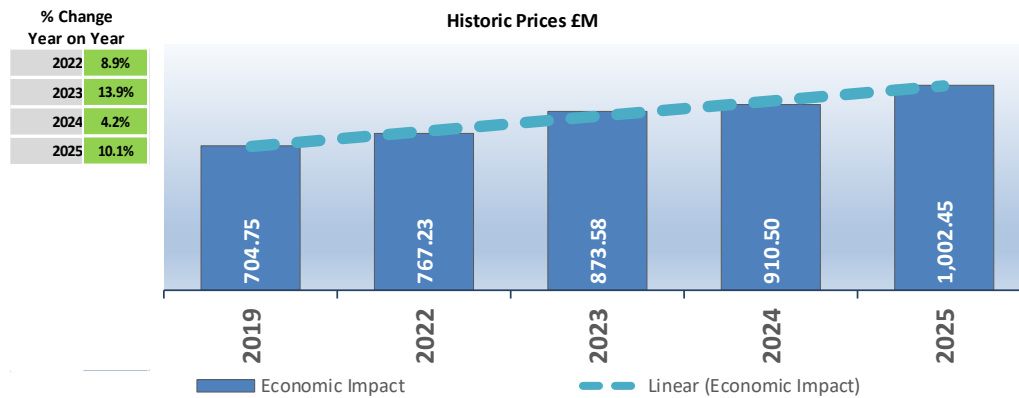
Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2025

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

Economic Impact - Historic Prices - Total

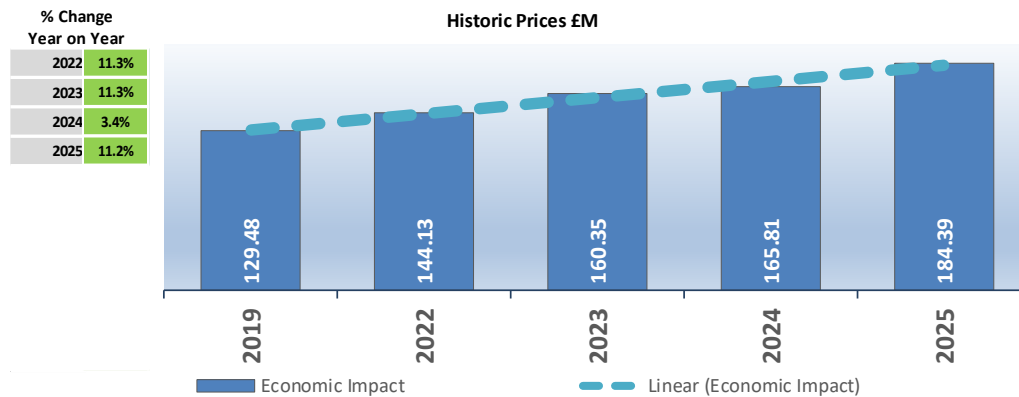
Visitor Numbers - Total



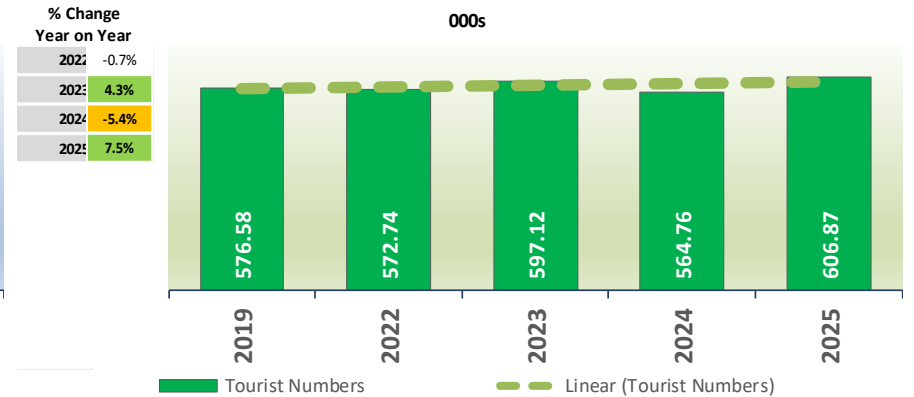
% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Historic Prices		8.9%	24.0%	29.2%	42.2%
Visitor Numbers		-9.6%	-5.4%	-7.8%	-4.0%
Visitor Days		-6.1%	-3.4%	-4.6%	0.1%
Total Employment		-4.2%	2.8%	3.5%	6.9%

"Linear" = Linear Trendline

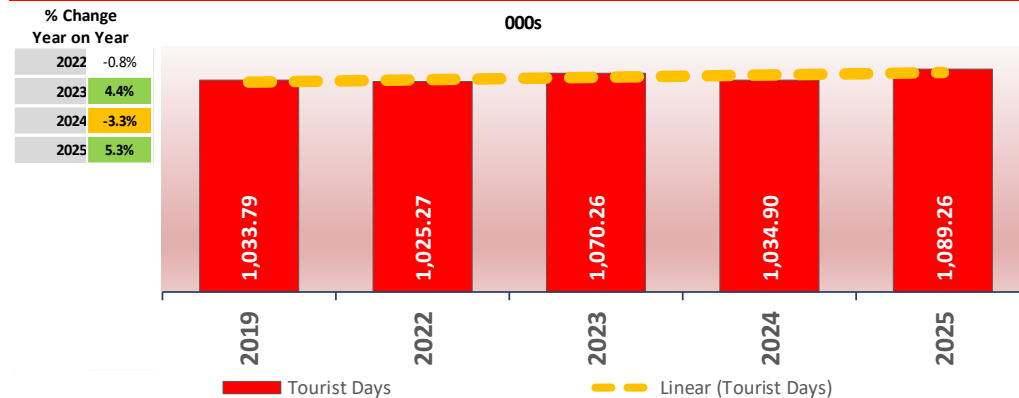
Economic Impact - Historic Prices - Serviced Accommodation



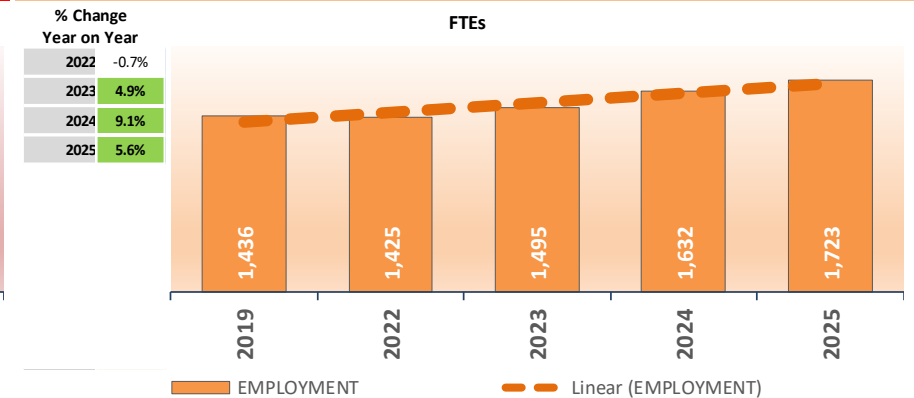
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



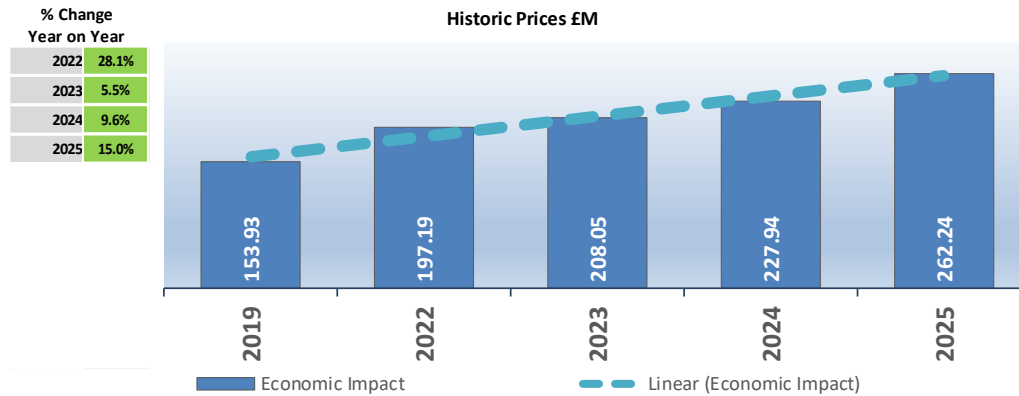
Direct Employment Supported - Serviced Accommodation



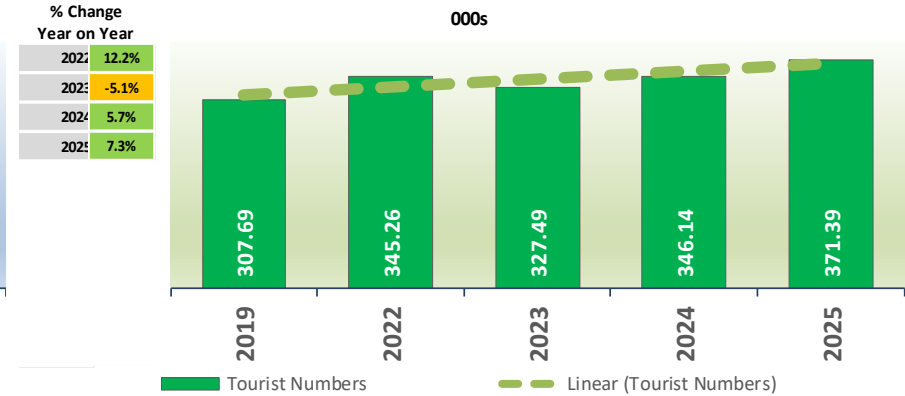
% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Historic Prices		11.3%	23.8%	28.1%	42.4%
Visitor Numbers		-0.7%	3.6%	-2.1%	5.3%
Visitor Days		-0.8%	3.5%	0.1%	5.4%
Direct Employment		-0.7%	4.2%	13.7%	20.0%

"Linear" = Linear Trendline

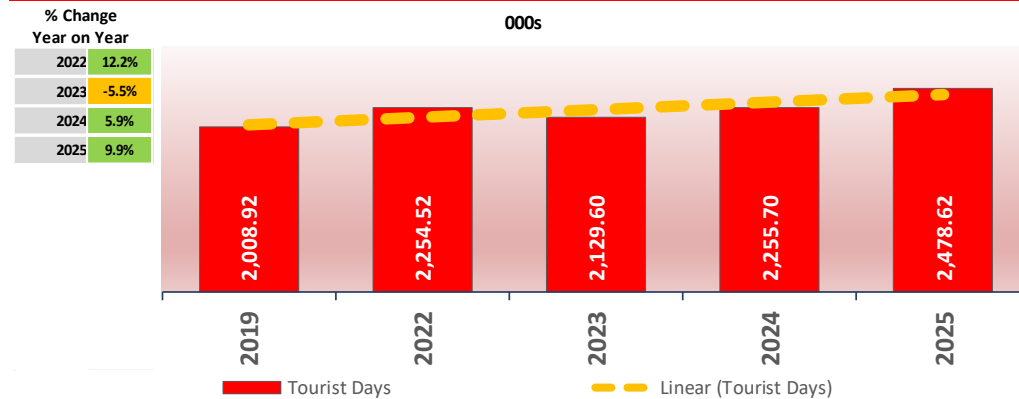
Economic Impact - Historic Prices - Non-Serviced Accommodation



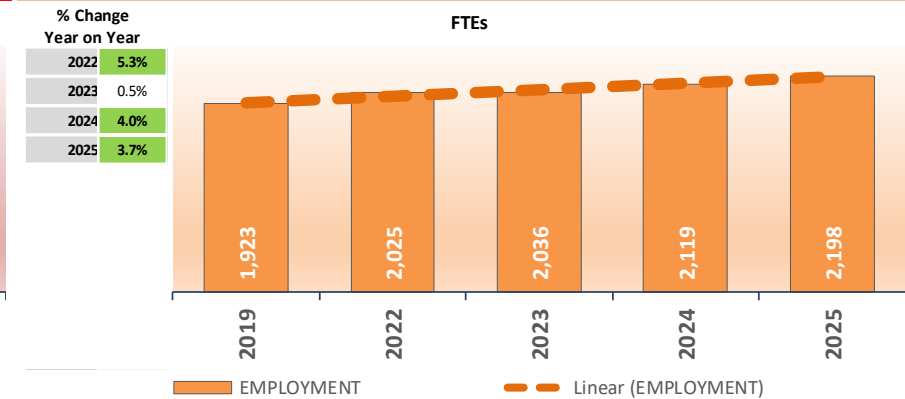
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



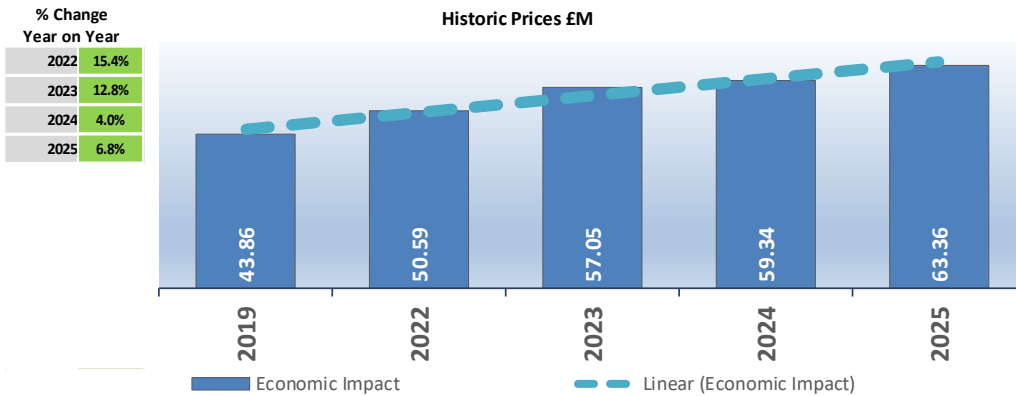
Direct Employment Supported - Non-Serviced Accommodation



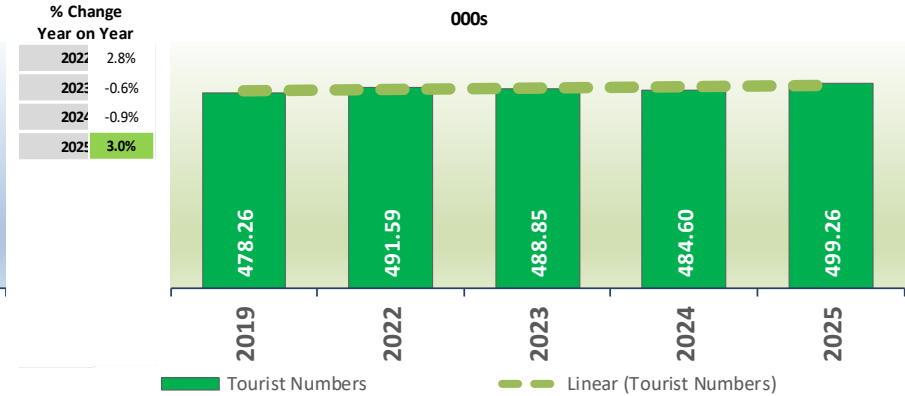
% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Historic Prices		28.1%	35.2%	48.1%	70.4%
Visitor Numbers		12.2%	6.4%	12.5%	20.7%
Visitor Days		12.2%	6.0%	12.3%	23.4%
Direct Employment		5.3%	5.9%	10.2%	14.3%

"Linear" = Linear Trendline

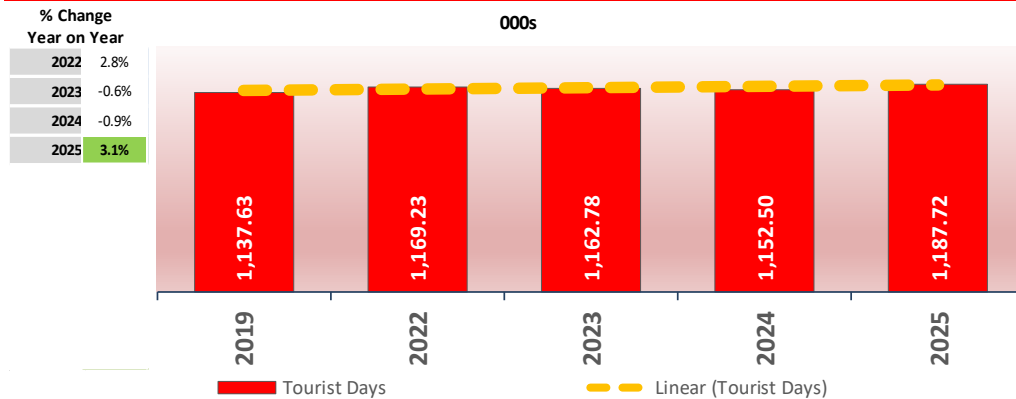
Economic Impact - Historic Prices - SFR



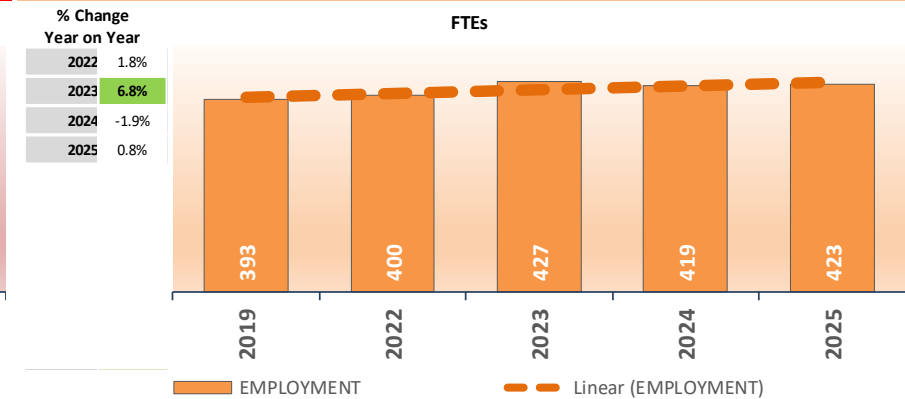
Visitor Numbers - SFR



Visitor Days - SFR

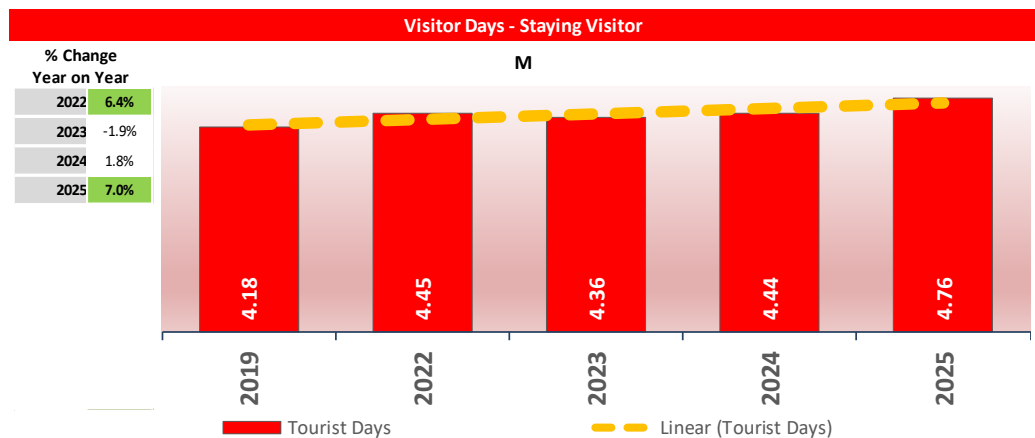
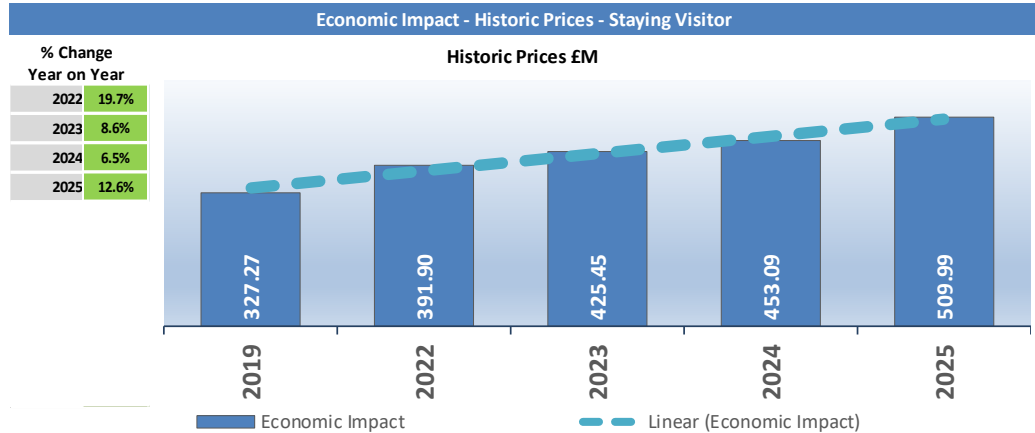


Direct Employment Supported - SFR



% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Historic Prices		15.4%	30.1%	35.3%	44.5%
Visitor Numbers		2.8%	2.2%	1.3%	4.4%
Visitor Days		2.8%	2.2%	1.3%	4.4%
Direct Employment		1.8%	8.7%	6.6%	7.5%

"Linear" = Linear Trendline

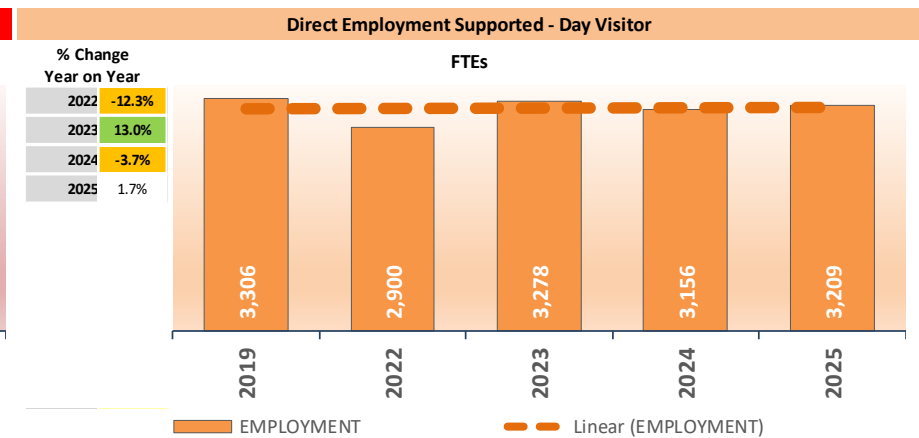
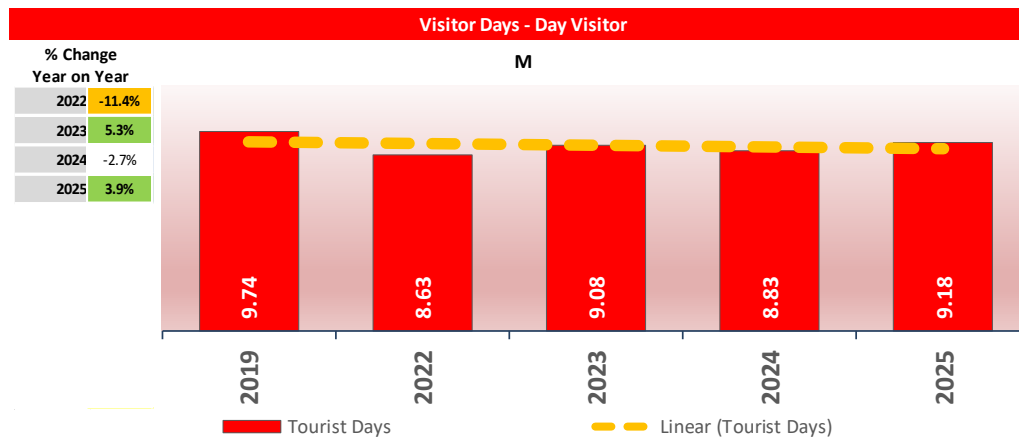
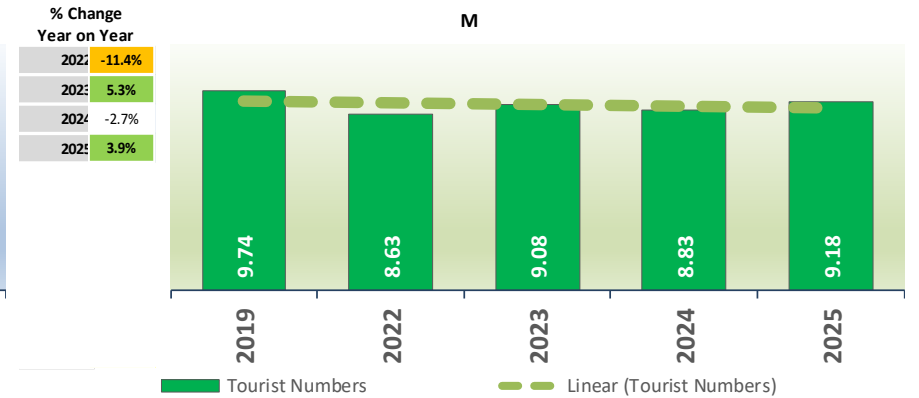
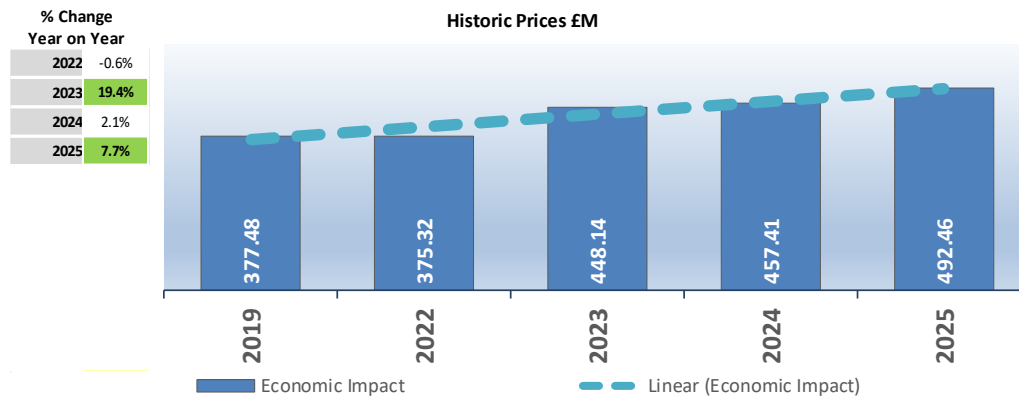


% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Historic Prices		19.7%	30.0%	38.4%	55.8%
Visitor Numbers		3.5%	3.7%	2.4%	8.4%
Visitor Days		6.4%	4.4%	6.3%	13.8%
Direct Employment		2.6%	5.5%	11.1%	15.8%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Historic Prices		-0.6%	18.7%	21.2%	30.5%
Visitor Numbers		-11.4%	-6.7%	-9.3%	-5.7%
Visitor Days		-11.4%	-6.7%	-9.3%	-5.7%
Direct Employment		-12.3%	-0.8%	-4.5%	-2.9%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2025

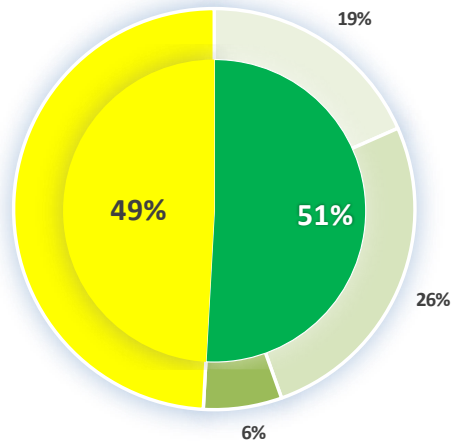
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2025 - M - Share of Total

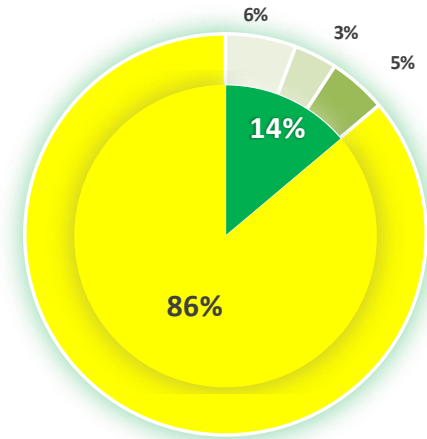
TOTAL
£1,002.45m

	£M
Serviced	184.39
Non-Serviced	262.24
SFR	63.36
Staying Visitor	509.99
Day Visitor	492.46
Total	1,002.45



TOTAL
10.66m

	M
Serviced	0.61
Non-Serviced	0.37
SFR	0.50
Staying Visitor	1.48
Day Visitor	9.18
Total	10.66

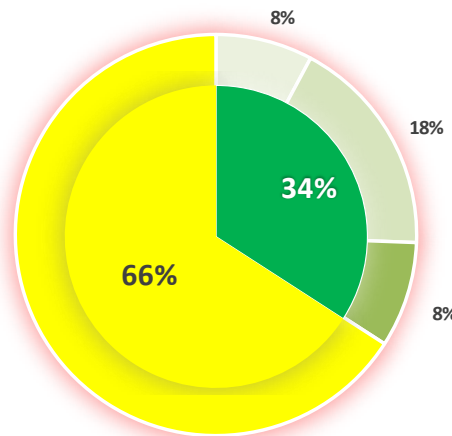


Visitor Days - 2025 - M - Share of Total

Direct Employment Supported - 2025 - FTEs - Share of Total

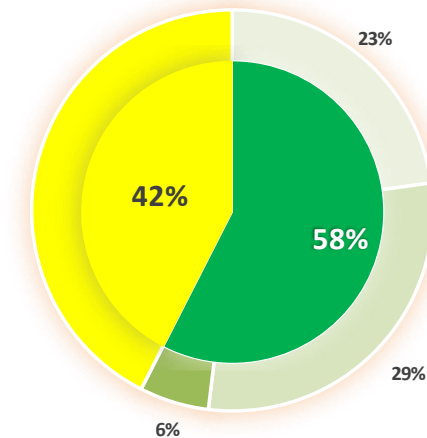
TOTAL
13.94m

	M
Serviced	1.09
Non-Serviced	2.48
SFR	1.19
Staying Visitor	4.76
Day Visitor	9.18
Total	13.94



TOTAL
7,553 Direct FTEs
9,454 Total FTEs

	FTEs
Serviced	1,723
Non-Serviced	2,198
SFR	423
Staying Visitor	4,343
Day Visitor	3,209
Total	7,553



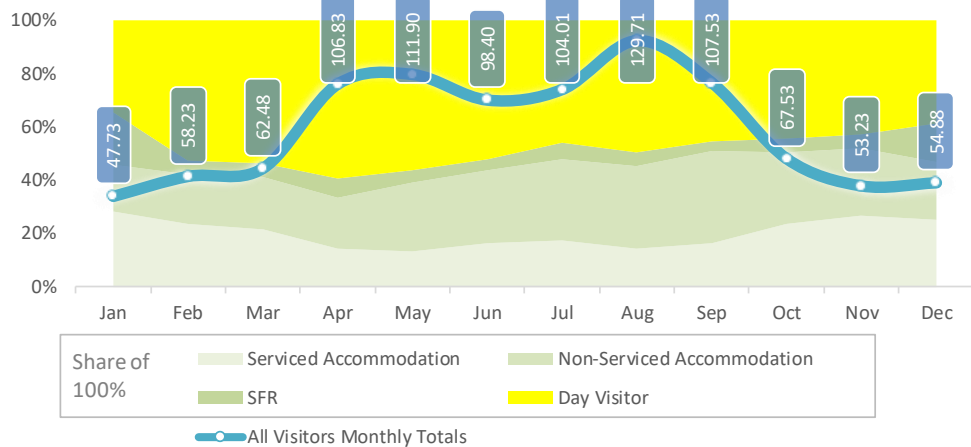
STEAM REPORT FOR 2019-2025 - FINAL
SHROPSHIRE COUNCIL

2025
Historic Prices

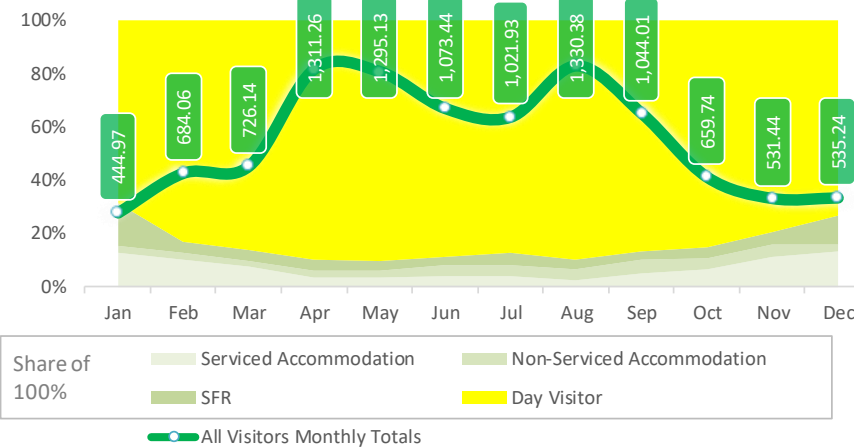
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

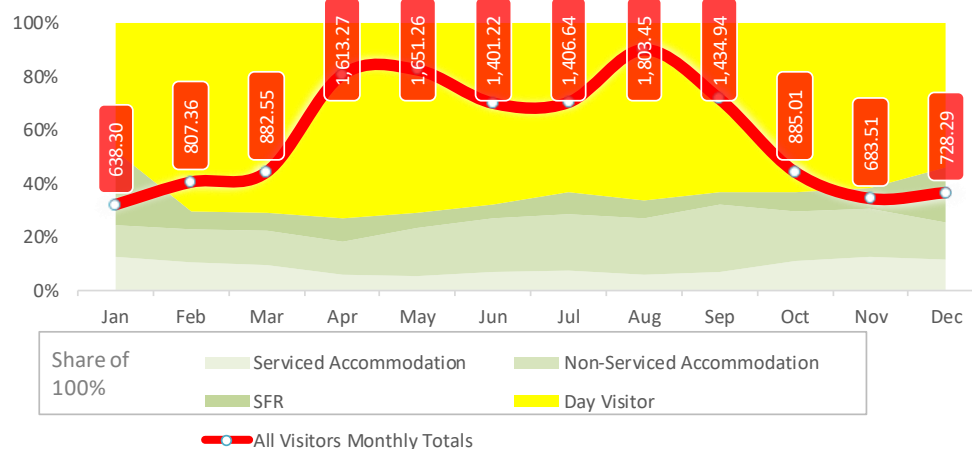
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



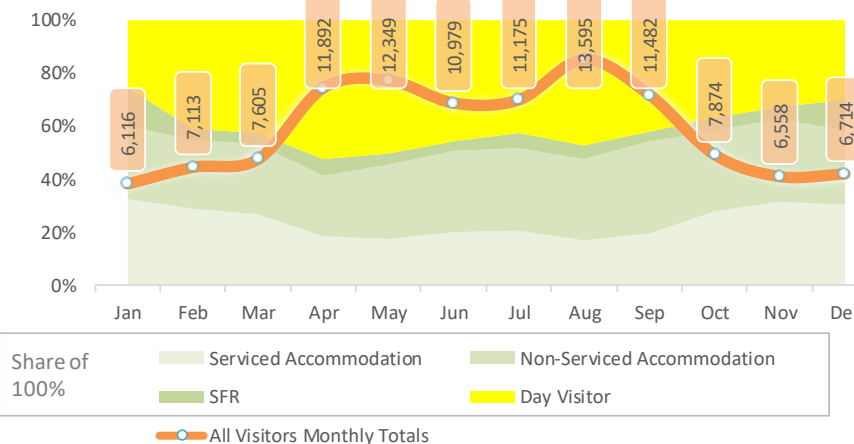
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



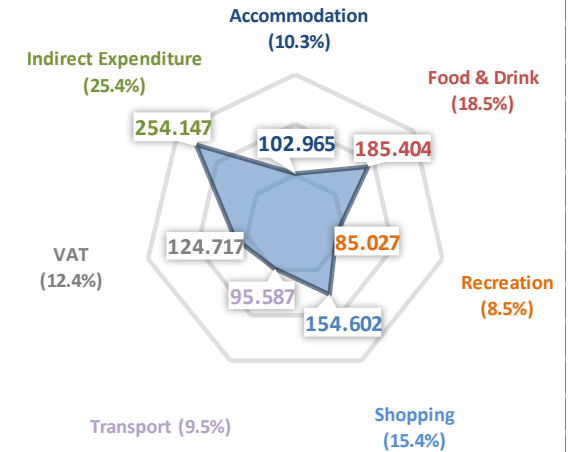
Direct Employment Supported - 2025 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR		2019	2022	2023	2024	2025
Accommodation	£M	68.64	82.04	84.69	89.20	102.96
Food & Drink	£M	131.22	140.89	163.18	169.93	185.40
Recreation	£M	60.70	64.49	74.92	77.95	85.03
Shopping	£M	110.97	117.60	136.86	142.06	154.60
Transport	£M	67.53	72.47	83.84	87.48	95.59
Direct Revenue	£M	439.07	477.48	543.48	566.62	623.58
VAT	£M	87.81	95.50	108.70	113.32	124.72
Direct Expenditure	£M	526.88	572.98	652.18	679.94	748.30
Indirect Expenditure	£M	177.87	194.25	221.40	230.56	254.15
TOTAL	£M	704.75	767.23	873.58	910.50	1,002.45

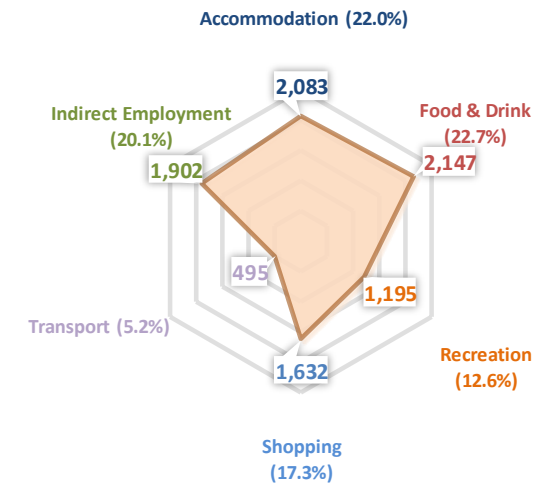
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR		2019	2022	2023	2024	2025
Accommodation	FTEs	1,825	1,825	1,825	2,015	2,083
Food & Drink	FTEs	2,042	1,935	2,121	2,084	2,147
Recreation	FTEs	1,146	1,075	1,182	1,160	1,195
Shopping	FTEs	1,574	1,472	1,622	1,588	1,632
Transport	FTEs	470	445	487	479	495
Direct Employment	FTEs	7,057	6,751	7,237	7,326	7,553
Indirect Employment	FTEs	1,788	1,723	1,859	1,827	1,902
TOTAL	FTEs	8,846	8,474	9,096	9,153	9,454

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs



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 2025

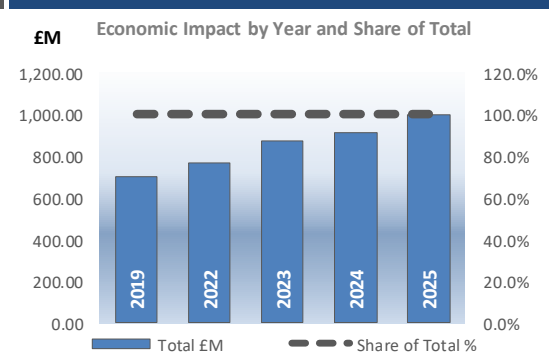
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2025		51.4%	54.2%	36.6%	41.5%	33.3%	39.7%	36.4%	32.9%	57.7%	50.3%	41.3%	55.9%	42.2%	Annual Change	46.4%	37.9%	41.0%	49.1%	
% Change 2024 to 2025		12.8%	9.5%	4.8%	10.2%	8.7%	8.1%	8.0%	11.0%	13.3%	12.9%	12.0%	12.0%	10.1%		8.6%	9.0%	10.8%	12.3%	
Average Annual Change		8.6%	9.0%	6.1%	6.9%	5.5%	6.6%	6.1%	5.5%	9.6%	8.4%	6.9%	9.3%	7.0%		7.7%	6.3%	6.8%	8.2%	
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	
2025	£M	47.73	58.23	62.48	106.83	111.90	98.40	104.01	129.71	107.53	67.53	53.23	54.88	1,002.45	10.1%	168.44	317.13	341.25	175.64	

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2019	2022	2023	2024	2025
Total	£M	704.75	767.23	873.58	910.50	1,002.45
All Visitor Types	£Bn	0.705	0.767	0.874	0.911	1.002
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					0.0%
Change in Share from 2019	%					0.0%
Avg Ann. Change in Share	%					0.0%

TOTAL



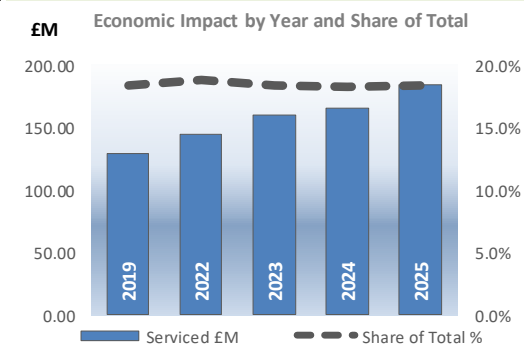
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 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 2019 to 2025		48.5%	49.5%	35.0%	37.0%	30.2%	43.9%	40.5%	43.9%	58.9%	38.9%	35.2%	50.5%	42.4%	Annual Change	44.1%	37.0%	47.2%	41.1%
% Change 2024 to 2025		19.6%	14.3%	0.6%	10.1%	2.4%	9.7%	15.4%	13.7%	16.6%	10.5%	9.1%	13.1%	11.2%		10.9%	7.3%	15.2%	10.9%
Average Annual Change		8.1%	8.3%	5.8%	6.2%	5.0%	7.3%	6.7%	7.3%	9.8%	6.5%	5.9%	8.4%	7.1%		7.3%	6.2%	7.9%	6.8%
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
2025	£M	13.38	13.61	13.35	15.21	14.82	15.88	18.14	18.60	17.58	15.76	14.24	13.81	184.39	11.2%	40.35	45.92	54.32	43.81

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2019	2022	2023	2024	2025
Serviced	£M	129.48	144.13	160.35	165.81	184.39
All Visitor Types	£Bn	0.705	0.767	0.874	0.911	1.002
Share of Total	%	18.4%	18.8%	18.4%	18.2%	18.4%
Annual Change in Share	%		2.2%	-2.3%	-0.8%	1.0%
Change in Share from 2019	%		2.2%	-0.1%	-0.9%	0.1%
Avg Ann. Change in Share	%		0.7%	0.0%	-0.2%	0.0%

SERVICED ACCOMMODATION



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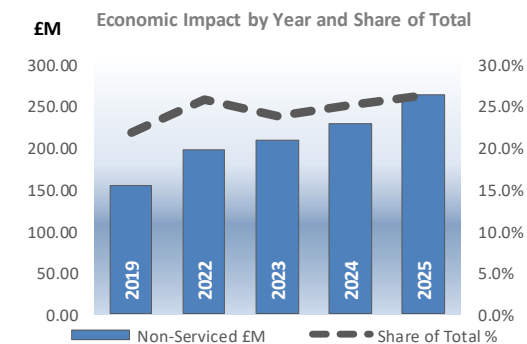
STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2025		57.6%	77.1%	54.1%	75.3%	55.6%	56.9%	57.0%	59.3%	101.0%	103.7%	88.8%	95.7%	70.4%	Annual Change	62.4%	60.9%	70.7%	96.7%
% Change 2024 to 2025		18.6%	29.5%	4.0%	24.4%	17.7%	10.0%	9.5%	14.6%	15.6%	17.3%	17.9%	12.7%	15.0%		15.8%	16.5%	13.4%	16.2%
Average Annual Change		9.6%	12.8%	9.0%	12.6%	9.3%	9.5%	9.5%	9.9%	16.8%	17.3%	14.8%	16.0%	11.7%		10.4%	10.2%	11.8%	16.1%
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
2025	£M	8.550	11.07	12.22	20.62	29.00	27.39	31.78	40.28	37.50	18.36	13.52	11.96	262.24	15.0%	31.84	77.00	109.56	43.84

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2019	2022	2023	2024	2025	
Non-Serviced	£M	153.93	197.19	208.05	227.94	262.24
All Visitor Types	£Bn	0.705	0.767	0.874	0.911	1.002
Share of Total	%	21.8%	25.7%	23.8%	25.0%	26.2%
Annual Change in Share	%		17.7%	-7.3%	5.1%	4.5%
Change in Share from 2019	%		17.7%	9.0%	14.6%	19.8%
Avg Ann. Change in Share	%		5.9%	2.3%	2.9%	3.3%

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.

NON-SERVICED ACCOMMODATION



STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL											2019 to 2025 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 2019 to 2025		43.9%	46.7%	41.5%	45.0%	41.2%	41.9%	42.5%	43.1%	49.3%	47.5%	45.0%	47.7%	44.5%			43.9%	43.1%	44.2%	47.1%	
% Change 2024 to 2025		8.2%	8.9%	3.3%	7.9%	6.6%	5.6%	6.0%	6.8%	7.4%	6.4%	6.6%	6.0%	6.8%			7.3%	6.9%	6.6%	6.2%	
Average Annual Change		7.3%	7.8%	6.9%	7.5%	6.9%	7.0%	7.1%	7.2%	8.2%	7.9%	7.5%	7.9%	7.4%			7.3%	7.2%	7.4%	7.8%	
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
2025	£M	9.398	2.980	3.324	7.674	5.133	3.996	6.244	6.650	3.749	3.329	2.838	8.043	63.36	6.8%			15.70	16.80	16.64	14.21

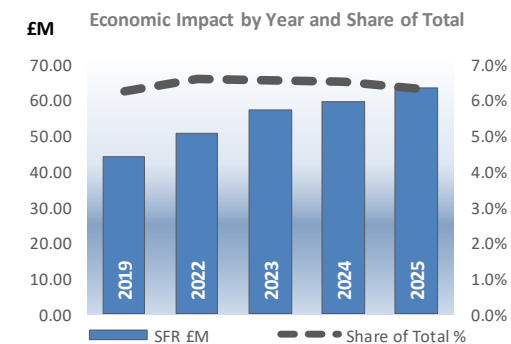
ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2019	2022	2023	2024	2025
SFR	£M	43.86	50.59	57.05	59.34	63.36
All Visitor Types	£Bn	0.705	0.767	0.874	0.911	1.002
Share of Total	%	6.2%	6.6%	6.5%	6.5%	6.3%
Annual Change in Share	%		6.0%	-1.0%	-0.2%	-3.0%
Change in Share from 2019	%		6.0%	4.9%	4.7%	1.6%
Avg Ann. Change in Share	%		2.0%	1.2%	0.9%	0.3%

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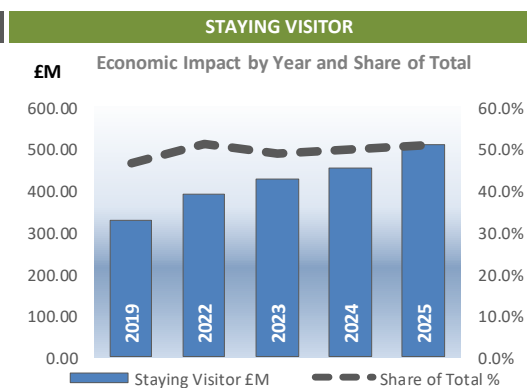
SFR



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

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 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 2019 to 2025		49.4%	59.1%	43.2%	54.5%	45.5%	51.0%	49.6%	52.9%	82.5%	65.6%	55.7%	63.1%	55.8%	Annual Change	50.2%	50.1%	60.3%	61.7%	
% Change 2024 to 2025		15.7%	19.3%	2.3%	16.0%	11.5%	9.5%	10.9%	13.5%	15.3%	13.4%	12.6%	11.2%	12.6%		11.9%	12.1%	13.3%	12.4%	
Average Annual Change		8.2%	9.9%	7.2%	9.1%	7.6%	8.5%	8.3%	8.8%	13.8%	10.9%	9.3%	10.5%	9.3%		8.4%	8.3%	10.0%	10.3%	
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	
2025	£M	31.33	27.66	28.90	43.51	48.95	47.26	56.17	65.53	58.83	37.45	30.59	33.81	509.99	12.6%	87.89	139.72	180.52	101.85	

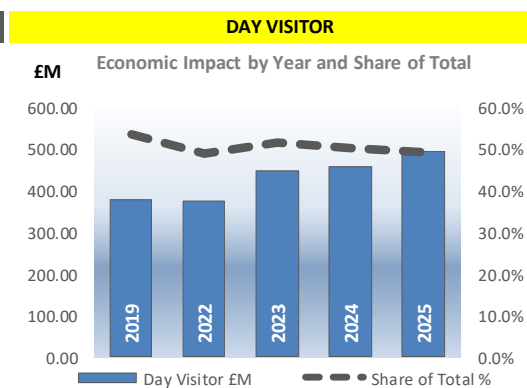
ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Staying Visitor	£M	327.27	391.90	425.45	453.09	509.99
All Visitor Types	£Bn	0.705	0.767	0.874	0.911	1.002
Share of Total	%	46.4%	51.1%	48.7%	49.8%	50.9%
Annual Change in Share	%		10.0%	-4.7%	2.2%	2.2%
Change in Share from 2019	%		10.0%	4.9%	7.2%	9.6%
Avg Ann. Change in Share	%		3.3%	1.2%	1.4%	1.6%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 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 2019 to 2025		55.3%	50.1%	31.3%	33.7%	25.1%	30.7%	23.5%	17.3%	35.5%	34.8%	25.5%	45.6%	30.5%			42.6%	29.7%	24.2%	34.6%	
% Change 2024 to 2025		7.6%	2.0%	7.1%	6.5%	6.6%	6.9%	4.7%	8.6%	10.9%	12.3%	11.2%	13.2%	7.7%			5.2%	6.6%	8.1%	12.2%	
Average Annual Change		9.2%	8.3%	5.2%	5.6%	4.2%	5.1%	3.9%	2.9%	5.9%	5.8%	4.3%	7.6%	5.1%			7.1%	5.0%	4.0%	5.8%	
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			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	-0.6%			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
2025	£M	16.40	30.57	33.58	63.32	62.94	51.14	47.85	64.19	48.70	30.08	22.64	21.06	492.46	7.7%			80.54	177.40	160.73	73.78

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Day Visitor	£M	377.48	375.32	448.14	457.41	492.46
All Visitor Types	£Bn	0.705	0.767	0.874	0.911	1.002
Share of Total	%	53.6%	48.9%	51.3%	50.2%	49.1%
Annual Change in Share	%		-8.7%	4.9%	-2.1%	-2.2%
Change in Share from 2019	%		-8.7%	-4.2%	-6.2%	-8.3%
Avg Ann. Change in Share	%		-2.9%	-1.1%	-1.2%	-1.4%



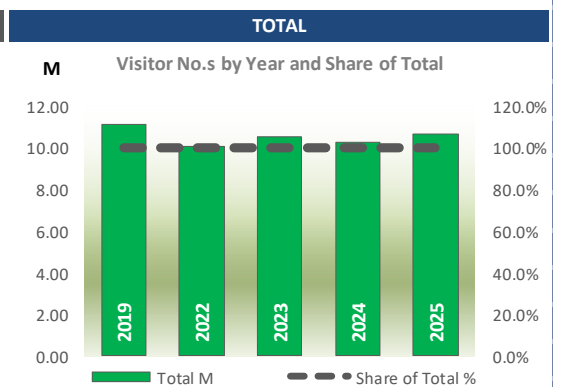
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Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2025

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

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2025		13.6%	11.2%	-3.0%	-2.5%	-9.5%	-4.5%	-9.1%	-13.6%	-0.4%	-0.5%	-6.3%	6.8%	-4.0%		5.7%	-5.6%	-8.5%	-0.3%
% Change 2024 to 2025		7.5%	2.0%	3.6%	3.1%	1.8%	3.1%	1.3%	4.7%	6.7%	8.0%	7.3%	8.1%	4.2%		3.9%	2.6%	4.2%	7.8%
Average Annual Change		2.3%	1.9%	-0.5%	-0.4%	-1.6%	-0.7%	-1.5%	-2.3%	-0.1%	-0.1%	-1.0%	1.1%	-0.7%		0.9%	-0.9%	-1.4%	0.0%
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
2025	M	0.445	0.684	0.726	1.311	1.295	1.073	1.022	1.330	1.044	0.660	0.531	0.535	10.66	4.2%	1.855	3.680	3.396	1.726

VISITOR NUMBERS						
SHARE OF MARKET		2019	2022	2023	2024	2025
Total	M	11.10	10.04	10.50	10.23	10.66
All Visitor Types	M	11.10	10.04	10.50	10.23	10.66
Share of Total	%	100.0%	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 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025		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 2019 to 2025		33.5%	30.1%	20.4%	-8.0%	-12.6%	-5.0%	-5.3%	-8.2%	0.0%	1.7%	-1.3%	13.0%	5.3%	28.0%	-8.7%	-4.1%	5.0%		
% Change 2024 to 2025		32.5%	27.0%	11.8%	-2.6%	-9.4%	-2.9%	3.7%	2.3%	4.9%	5.7%	4.2%	7.9%	7.5%	23.6%	-5.1%	3.8%	6.1%		
Average Annual Change		5.6%	5.0%	3.4%	-1.3%	-2.1%	-0.8%	-0.9%	-1.4%	0.0%	0.3%	-0.2%	2.2%	0.9%	4.7%	-1.4%	-0.7%	0.8%		
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		141.2	140.2	130.2	165.0	
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	
2025	000s	56.9	69.4	54.5	44.0	42.9	41.1	42.5	32.8	49.6	41.9	59.5	71.9	606.9	7.5%	180.7	128.0	124.9	173.2	

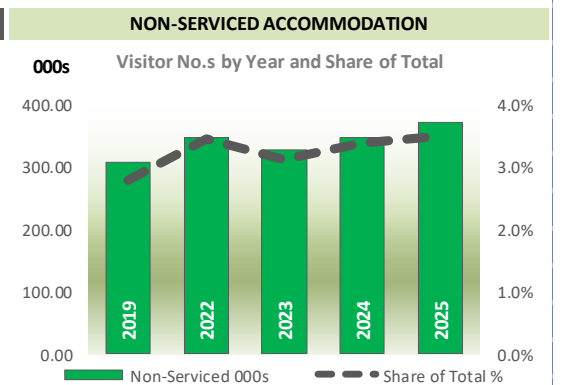
VISITOR NUMBERS						
SHARE OF MARKET		2019	2022	2023	2024	2025
Serviced	000s	576.6	572.7	597.1	564.8	606.9
All Visitor Types	M	11.1	10.0	10.5	10.2	10.7
Share of Total	%	5.2%	5.7%	5.7%	5.5%	5.7%
Annual Change in Share	%		9.9%	-0.3%	-3.0%	3.1%
Change in Share from 2019	%		9.9%	9.5%	6.3%	9.6%
Avg Ann. Change in Share	%		3.3%	2.4%	1.3%	1.6%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	NON-SERVICED	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2025		31.4%	62.4%	9.4%	31.9%	-15.6%	20.0%	15.2%	13.8%	31.1%	46.3%	44.5%	27.4%	20.7%	31.7%	8.6%	20.0%	41.5%	
% Change 2024 to 2025		29.7%	57.6%	-3.9%	23.2%	-15.7%	10.1%	3.6%	4.9%	4.2%	10.7%	20.2%	0.2%	7.3%	22.8%	3.5%	4.3%	11.6%	
Average Annual Change		5.2%	10.4%	1.6%	5.3%	-2.6%	3.3%	2.5%	2.3%	5.2%	7.7%	7.4%	4.6%	3.5%	5.3%	1.4%	3.3%	6.9%	
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	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
2025	000s	12.0	18.2	16.7	33.5	35.1	43.4	40.7	53.1	54.2	27.9	23.8	12.8	371.4	7.3%	46.9	112.0	148.0	64.4

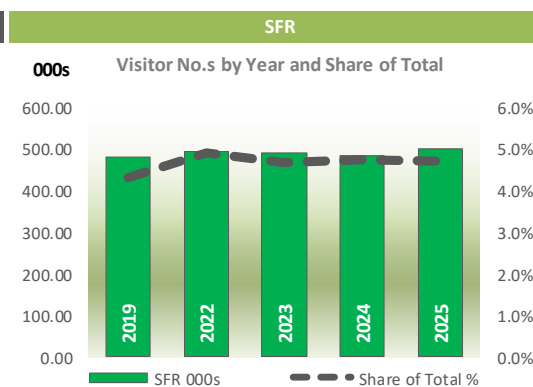
VISITOR NUMBERS						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Non-Serviced	000s	307.7	345.3	327.5	346.1	371.4
All Visitor Types	M	11.1	10.0	10.5	10.2	10.7
Share of Total	%	2.8%	3.4%	3.1%	3.4%	3.5%
Annual Change in Share	%		24.1%	-9.3%	8.4%	3.0%
Change in Share from 2019	%		24.1%	12.6%	22.1%	25.7%
Avg Ann. Change in Share	%		8.0%	3.1%	4.4%	4.3%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											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			
% Change 2019 to 2025		4.0%	6.1%	2.2%	4.8%	2.0%	2.5%	3.0%	3.4%	7.9%	6.6%	4.8%	6.7%	4.4%	Annual Change	4.0%	3.3%	4.4%	6.2%
% Change 2024 to 2025		4.4%	5.1%	-0.3%	4.1%	2.9%	2.0%	2.3%	3.1%	3.6%	2.7%	2.9%	2.3%	3.0%	Annual Change	3.5%	3.1%	2.9%	2.5%
Average Annual Change		0.7%	1.0%	0.4%	0.8%	0.3%	0.4%	0.5%	0.6%	1.3%	1.1%	0.8%	1.1%	0.7%	Annual Change	0.7%	0.5%	0.7%	1.0%
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
2025	000s	70.5	26.6	29.0	53.3	43.7	35.7	46.8	47.9	32.4	29.2	26.2	58.0	499.3	3.0%	126.1	132.7	127.2	113.4

VISITOR NUMBERS						
SHARE OF MARKET		2019	2022	2023	2024	2025
SFR	000s	478.3	491.6	488.9	484.6	499.3
All Visitor Types	M	11.1	10.0	10.5	10.2	10.7
Share of Total	%	4.3%	4.9%	4.7%	4.7%	4.7%
Annual Change in Share	%		13.7%	-4.9%	1.7%	-1.1%
Change in Share from 2019	%		13.7%	8.1%	9.9%	8.7%
Avg Ann. Change in Share	%		4.6%	2.0%	2.0%	1.5%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025		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 MILLIONS / 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 2019 to 2025		16.6%	27.4%	12.7%	5.4%	-8.9%	5.2%	3.4%	4.0%	12.6%	12.9%	7.6%	11.5%	8.4%	18.7%	0.2%	6.6%	10.6%		
% Change 2024 to 2025		16.5%	24.8%	5.2%	5.8%	-7.4%	3.0%	3.2%	3.6%	4.3%	6.1%	7.0%	4.8%	5.9%	15.5%	0.2%	3.7%	5.9%		
Average Annual Change		2.8%	4.6%	2.1%	0.9%	-1.5%	0.9%	0.6%	0.7%	2.1%	2.2%	1.3%	1.9%	1.4%	3.1%	0.0%	1.1%	1.8%		
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	
2025	M	0.139	0.114	0.100	0.131	0.122	0.120	0.130	0.134	0.136	0.099	0.109	0.143	1.478	5.9%	0.354	0.373	0.400	0.351	

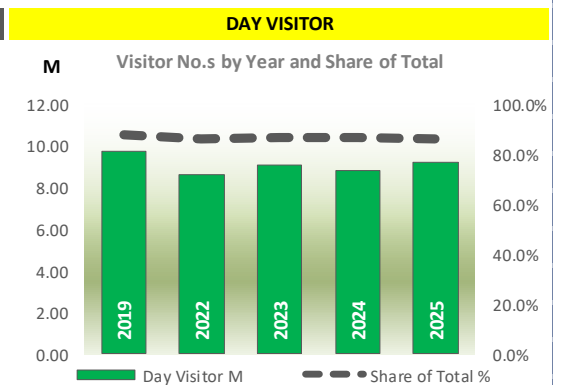
VISITOR NUMBERS						
SHARE OF MARKET		2019	2022	2023	2024	2025
Staying Visitor	M	1.363	1.410	1.413	1.395	1.478
All Visitor Types	M	11.10	10.04	10.50	10.23	10.66
Share of Total	%	12.3%	14.0%	13.5%	13.6%	13.9%
Annual Change in Share	%		14.4%	-4.1%	1.3%	1.6%
Change in Share from 2019	%		14.4%	9.7%	11.1%	12.9%
Avg Ann. Change in Share	%		4.8%	2.4%	2.2%	2.2%

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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	DAY VISITOR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
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 2025		12.3%	8.5%	-5.1%	-3.4%	-9.6%	-5.6%	-10.7%	-15.2%	-2.1%	-2.6%	-9.3%	5.2%	-5.7%	Annual Change		3.0%	-6.3%	-10.2%	-2.7%	
% Change 2024 to 2025		3.9%	-1.6%	3.4%	2.8%	2.9%	3.2%	1.1%	4.8%	7.0%	8.3%	7.3%	9.3%	3.9%			1.5%	2.9%	4.3%	8.3%	
Average Annual Change		2.0%	1.4%	-0.9%	-0.6%	-1.6%	-0.9%	-1.8%	-2.5%	-0.3%	-0.4%	-1.5%	0.9%	-1.0%			0.5%	-1.0%	-1.7%	-0.5%	
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
2025	M	0.306	0.570	0.626	1.180	1.173	0.953	0.892	1.197	0.908	0.561	0.422	0.393	9.180	3.9%			1.501	3.307	2.996	1.375

VISITOR NUMBERS						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Day Visitor	M	9.737	8.626	9.083	8.834	9.180
All Visitor Types	M	11.10	10.04	10.50	10.23	10.66
Share of Total	%	87.7%	86.0%	86.5%	86.4%	86.1%
Annual Change in Share	%		-2.0%	0.7%	-0.2%	-0.3%
Change in Share from 2019	%		-2.0%	-1.4%	-1.6%	-1.8%
Avg Ann. Change in Share	%		-0.7%	-0.3%	-0.3%	-0.3%



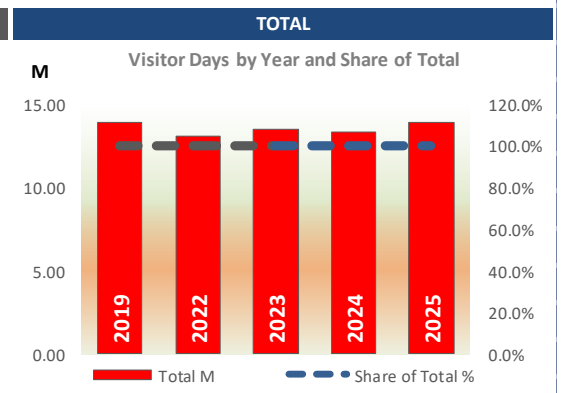
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Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2025

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

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		9.8%	10.7%	-2.0%	0.7%	-5.2%	-0.8%	-3.8%	-7.3%	7.0%	5.3%	-1.4%	9.7%		0.1%	5.3%	-1.9%	-2.2%	4.5%
% Change 2024 to 2025		6.0%	2.5%	1.9%	4.8%	4.1%	3.6%	2.6%	5.8%	7.8%	7.9%	7.1%	7.1%		5.0%	3.2%	4.2%	5.4%	7.4%
Average Annual Change		1.6%	1.8%	-0.3%	0.1%	-0.9%	-0.1%	-0.6%	-1.2%	1.2%	0.9%	-0.2%	1.6%		0.0%	0.9%	-0.3%	-0.4%	0.8%
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
2025	M	0.638	0.807	0.883	1.613	1.651	1.401	1.407	1.803	1.435	0.885	0.684	0.728	13.94	5.0%	2.328	4.666	4.645	2.297

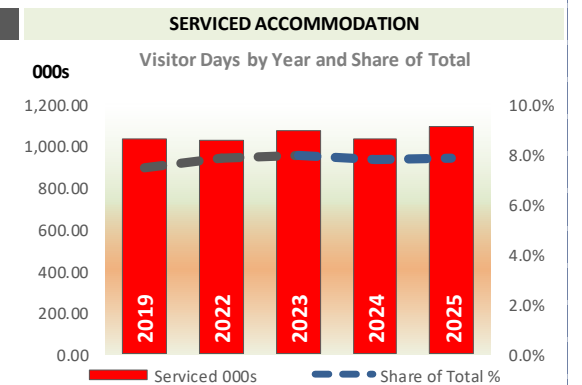
VISITOR DAYS						
SHARE OF MARKET		2019	2022	2023	2024	2025
Total	M	13.92	13.08	13.45	13.28	13.94
All Visitor Types	M	13.92	13.08	13.45	13.28	13.94
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	SERVICED	VISITOR DAYS			
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION												TOTAL	% Change				
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2025	10.5%	11.2%	0.4%	1.9%	-3.2%	7.0%	5.5%	8.1%	9.4%	3.3%	0.5%	12.0%	5.4%	7.2%	1.9%	7.7%	4.9%	
% Change 2024 to 2025	13.0%	8.1%	-4.9%	4.1%	-3.2%	3.7%	9.9%	8.3%	11.0%	4.5%	3.2%	6.9%	5.3%	4.9%	1.5%	9.7%	4.8%	
Average Annual Change	1.7%	1.9%	0.1%	0.3%	-0.5%	1.2%	0.9%	1.4%	1.6%	0.6%	0.1%	2.0%	0.9%	1.2%	0.3%	1.3%	0.8%	
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	252.1	
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	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	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	232.4	273.3	276.8	252.4	
2025 000s	80.8	82.2	80.7	91.9	89.5	95.9	101.4	104.0	98.3	95.2	86.0	83.4	1,089.3	243.7	277.3	303.7	264.6	

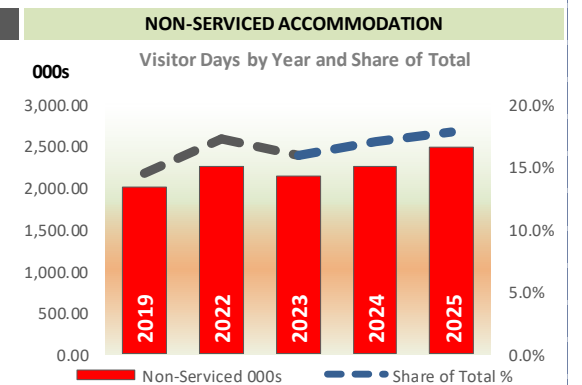
VISITOR DAYS					
SHARE OF MARKET	2019	2022	2023	2024	2025
Serviced 000s	1,033.8	1,025.3	1,070.3	1,034.9	1,089.3
All Visitor Types M	13.9	13.1	13.4	13.3	13.9
Share of Total %	7.4%	7.8%	8.0%	7.8%	7.8%
Annual Change in Share %		5.6%	1.5%	-2.1%	0.3%
Change in Share from 2019 %		5.6%	7.2%	4.9%	5.2%
Avg Ann. Change in Share %		1.9%	1.8%	1.0%	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 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	NON-SERVICED	VISITOR DAYS			
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION												TOTAL	% Change				
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES														Annual Change			
Less than 3% change	Q1			Q2			Q3			Q4			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 2025	13.7%	28.2%	14.1%	28.2%	13.0%	14.9%	16.9%	18.8%	38.3%	46.1%	33.7%	34.9%	23.4%	18.5%	17.3%	24.3%	39.0%	
% Change 2024 to 2025	12.2%	24.5%	0.2%	19.7%	12.9%	5.4%	5.2%	9.6%	9.9%	10.7%	11.3%	6.2%	9.9%	10.8%	11.7%	8.4%	9.7%	
Average Annual Change	2.3%	4.7%	2.3%	4.7%	2.2%	2.5%	2.8%	3.1%	6.4%	7.7%	5.6%	5.8%	3.9%	3.1%	2.9%	4.1%	6.5%	
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	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	
2025 000s	75.6	99.4	113.6	197.1	292.2	277.1	296.2	378.3	358.6	166.6	122.4	101.5	2,478.6	288.7	766.4	1,033.1	390.5	

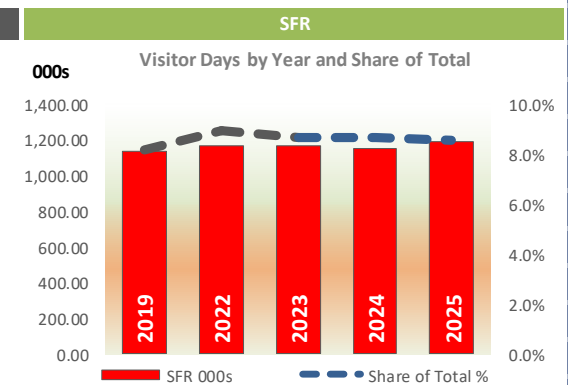
VISITOR DAYS					
SHARE OF MARKET	2019	2022	2023	2024	2025
Non-Serviced 000s	2,008.9	2,254.5	2,129.6	2,255.7	2,478.6
All Visitor Types M	13.9	13.1	13.4	13.3	13.9
Share of Total %	14.4%	17.2%	15.8%	17.0%	17.8%
Annual Change in Share %		19.5%	-8.1%	7.3%	4.7%
Change in Share from 2019 %		19.5%	9.7%	17.7%	23.2%
Avg Ann. Change in Share %		6.5%	2.4%	3.5%	3.9%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2025		4.0%	6.1%	2.2%	4.8%	2.0%	2.5%	3.0%	3.4%	7.9%	6.6%	4.8%	6.7%	4.4%	Annual Change	4.0%	3.4%	4.2%	6.3%
% Change 2024 to 2025		4.4%	5.1%	-0.3%	4.1%	2.9%	2.0%	2.3%	3.1%	3.6%	2.7%	2.9%	2.3%	3.1%	Annual Change	3.5%	3.2%	2.9%	2.5%
Average Annual Change		0.7%	1.0%	0.4%	0.8%	0.3%	0.4%	0.5%	0.6%	1.3%	1.1%	0.8%	1.1%	0.7%	Annual Change	0.7%	0.6%	0.7%	1.0%
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		283.0	304.7	299.3	250.6
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	2.8%	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	-0.6%	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	-0.9%	284.3	305.2	303.1	259.9
2025	000s	176.2	55.9	62.3	143.9	96.2	74.9	117.0	124.7	70.3	62.4	53.2	150.8	1,187.7	3.1%	294.4	315.0	312.0	266.4

VISITOR DAYS						
SHARE OF MARKET		2019	2022	2023	2024	2025
SFR	000s	1,137.6	1,169.2	1,162.8	1,152.5	1,187.7
All Visitor Types	M	13.9	13.1	13.4	13.3	13.9
Share of Total	%	8.2%	8.9%	8.6%	8.7%	8.5%
Annual Change in Share	%		9.4%	-3.3%	0.4%	-1.8%
Change in Share from 2019	%		9.4%	5.8%	6.2%	4.3%
Avg Ann. Change in Share	%		3.1%	1.4%	1.2%	0.7%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025		STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / 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 2019 to 2025		7.6%	16.3%	6.5%	13.6%	7.3%	10.9%	11.1%	13.4%	27.3%	22.5%	14.8%	15.4%	13.8%	9.6%	10.4%	16.7%	17.6%		
% Change 2024 to 2025		8.1%	13.6%	-1.6%	10.7%	7.4%	4.5%	5.4%	8.0%	9.2%	7.2%	6.8%	4.6%	7.0%	6.4%	7.4%	7.6%	6.1%		
Average Annual Change		1.3%	2.7%	1.1%	2.3%	1.2%	1.8%	1.9%	2.2%	4.5%	3.7%	2.5%	2.6%	2.3%	1.6%	1.7%	2.8%	2.9%		
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	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	6.4%	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	
2025	M	0.333	0.238	0.257	0.433	0.478	0.448	0.515	0.607	0.527	0.324	0.262	0.336	4.756	7.0%	0.827	1.359	1.649	0.921	

VISITOR DAYS						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Staying Visitor	M	4.180	4.449	4.363	4.443	4.756
All Visitor Types	M	13.92	13.08	13.45	13.28	13.94
Share of Total	%	30.0%	34.0%	32.4%	33.5%	34.1%
Annual Change in Share	%		13.3%	-4.6%	3.1%	2.0%
Change in Share from 2019	%		13.3%	8.0%	11.4%	13.6%
Avg Ann. Change in Share	%		4.4%	2.0%	2.3%	2.3%

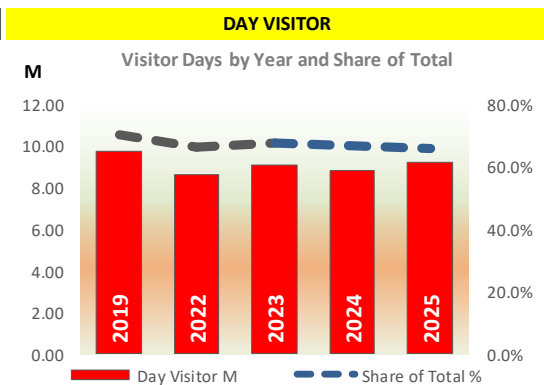


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STEAM REPORT FOR 2019-2025 - FINAL
SHROPSHIRE COUNCIL

2019 to 2025													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																			
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 2025		12.3%	8.5%	-5.1%	-3.4%	-9.6%	-5.6%	-10.7%	-15.2%	-2.1%	-2.6%	-9.3%	5.2%	-5.7%	Annual Change		3.0%	-6.3%	-10.2%	-2.7%	
% Change 2024 to 2025		3.9%	-1.6%	3.4%	2.8%	2.9%	3.2%	1.1%	4.8%	7.0%	8.3%	7.3%	9.3%	3.9%			1.5%	2.9%	4.3%	8.3%	
Average Annual Change		2.0%	1.4%	-0.9%	-0.6%	-1.6%	-0.9%	-1.8%	-2.5%	-0.3%	-0.4%	-1.5%	0.9%	-1.0%			0.5%	-1.0%	-1.7%	-0.5%	
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
2025	M	0.306	0.570	0.626	1.180	1.173	0.953	0.892	1.197	0.908	0.561	0.422	0.393	9.180	3.9%			1.501	3.307	2.996	1.375

VISITOR DAYS						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Day Visitor	M	9.737	8.626	9.083	8.834	9.180
All Visitor Types	M	13.92	13.08	13.45	13.28	13.94
Share of Total	%	70.0%	66.0%	67.6%	66.5%	65.9%
Annual Change in Share	%		-5.7%	2.4%	-1.5%	-1.0%
Change in Share from 2019	%		-5.7%	-3.4%	-4.9%	-5.8%
Avg Ann. Change in Share	%		-1.9%	-0.9%	-1.0%	-1.0%



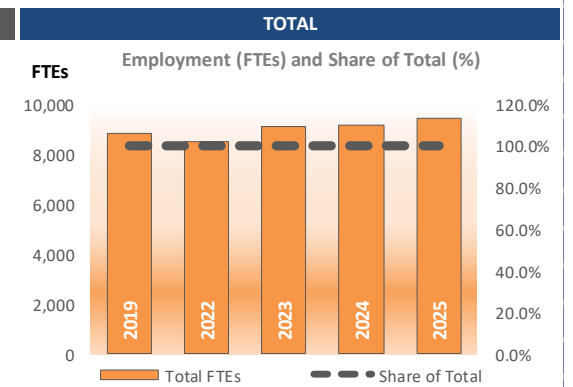
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2025

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

STEAM REPORT FOR 2019-2025 - FINAL													2019 to 2025		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																			
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 2019 to 2025		13.2%	14.3%	4.8%	6.5%	1.2%	5.6%	3.3%	0.2%	14.0%	11.8%	6.9%	14.3%	6.9%			10.3%	4.3%	5.2%	11.0%	
% Change 2024 to 2025		4.5%	2.3%	0.3%	3.4%	2.5%	2.0%	1.5%	4.0%	5.6%	5.2%	4.6%	4.5%	3.3%			2.2%	2.6%	3.7%	4.8%	
Average Annual Change		2.2%	2.4%	0.8%	1.1%	0.2%	0.9%	0.6%	0.0%	2.3%	2.0%	1.1%	2.4%	1.1%			1.7%	0.7%	0.9%	1.8%	
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	
2025	FTEs	6,116	7,113	7,605	11,892	12,349	10,979	11,175	13,595	11,482	7,874	6,558	6,714	9,454	3.3%		6,945	11,740	12,084	7,048	

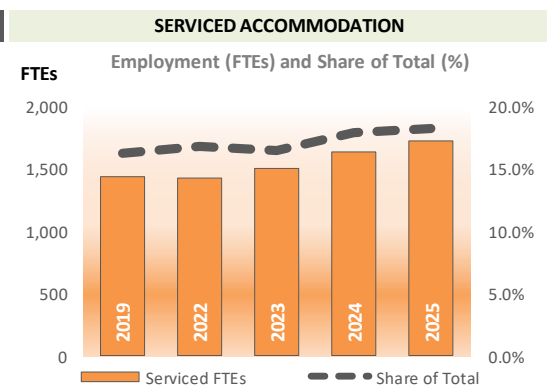
EMPLOYMENT						
SHARE OF MARKET		2019	2022	2023	2024	2025
Total	FTEs	8,846	8,474	9,096	9,153	9,454
Total Employment	FTEs	8,846	8,474	9,096	9,153	9,454
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2019	%					
Avg Ann. Change in Share	%					



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 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											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				
% Change 2019 to 2025		22.7%	23.0%	18.3%	18.3%	15.9%	20.5%	19.6%	20.7%	21.6%	18.8%	18.0%	23.2%	20.0%	1,436		20.0%			
% Change 2024 to 2025		8.3%	6.7%	1.8%	5.1%	2.2%	4.9%	7.3%	6.7%	7.7%	5.2%	4.8%	6.2%	5.6%	1,425		-0.7%			
Average Annual Change		3.8%	3.8%	3.0%	3.0%	2.6%	3.4%	3.3%	3.5%	3.6%	3.1%	3.0%	3.9%	3.3%	1,495		4.9%			
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	1,365		21.3%			
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		18.2%			
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	1,414		20.6%			
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	1,569		19.9%			
2025	FTEs	1,652	1,662	1,651	1,731	1,714	1,759	1,798	1,816	1,776	1,754	1,689	1,671	1,723	1,655		5.6%			

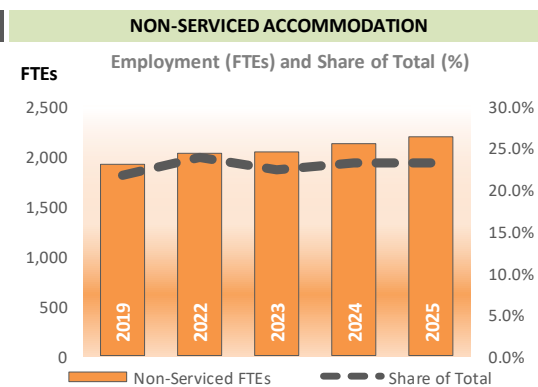
EMPLOYMENT					
SHARE OF MARKET	2019	2022	2023	2024	2025
Serviced FTEs	1,436	1,425	1,495	1,632	1,723
Total Employment FTEs	8,846	8,474	9,096	9,153	9,454
Share of Total %	16.2%	16.8%	16.4%	17.8%	18.2%
Annual Change in Share %		3.6%	-2.3%	8.5%	2.2%
Change in Share from 2019 %		3.6%	1.3%	9.9%	12.3%
Avg Ann. Change in Share %		1.2%	0.3%	2.0%	2.0%



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 2019-2025 - FINAL													2019 to 2025		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	Q1	Q2	Q3	Q4	
% Change 2019 to 2025		4.8%	9.7%	7.5%	16.3%	10.9%	12.1%	13.4%	15.7%	26.7%	20.9%	13.6%	11.7%	14.3%	7.4%	12.8%	18.5%	15.7%		
% Change 2024 to 2025		2.6%	6.8%	-1.0%	8.1%	6.1%	1.7%	1.7%	4.6%	4.8%	3.6%	3.3%	1.2%	3.7%	2.6%	5.1%	3.8%	2.8%		
Average Annual Change		0.8%	1.6%	1.3%	2.7%	1.8%	2.0%	2.2%	2.6%	4.5%	3.5%	2.3%	2.0%	2.4%	1.2%	2.1%	3.1%	2.6%		
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	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	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	1,466	2,398	2,944	1,666		
2025	FTEs	1,368	1,500	1,642	2,150	2,746	2,662	2,765	3,258	3,144	1,957	1,667	1,514	2,198	1,504	2,519	3,056	1,713		

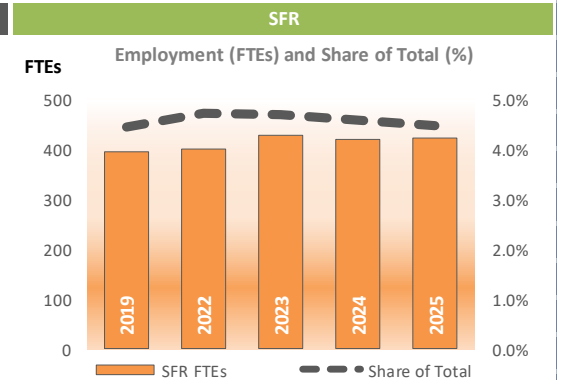
EMPLOYMENT					
SHARE OF MARKET	2019	2022	2023	2024	2025
Non-Serviced FTEs	1,923	2,025	2,036	2,119	2,198
Total Employment FTEs	8,846	8,474	9,096	9,153	9,454
Share of Total %	21.7%	23.9%	22.4%	23.1%	23.2%
Annual Change in Share %		10.0%	-6.3%	3.4%	0.4%
Change in Share from 2019 %		10.0%	3.0%	6.5%	6.9%
Avg Ann. Change in Share %		3.3%	0.7%	1.3%	1.2%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025		SFR	DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
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 2019 to 2025		7.1%	9.2%	5.3%	7.9%	5.1%	5.6%	6.0%	6.5%	11.1%	9.7%	7.9%	9.9%	7.5%			7.1%	6.5%	7.3%	9.5%	
% Change 2024 to 2025		2.2%	2.8%	-2.4%	1.9%	0.7%	-0.2%	0.1%	0.9%	1.4%	0.5%	0.7%	0.1%	0.8%			1.3%	1.0%	0.7%	0.3%	
Average Annual Change		1.2%	1.5%	0.9%	1.3%	0.8%	0.9%	1.0%	1.1%	1.9%	1.6%	1.3%	1.7%	1.3%			1.2%	1.1%	1.2%	1.6%	
2019	FTEs	702	218	253	569	391	303	471	500	270	243	211	586	393			391	421	414	346	
2022	FTEs	696	223	261	579	396	312	481	503	279	247	211	613	400	1.8%			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
2025	FTEs	752	239	266	614	411	320	500	532	300	267	227	644	423	0.8%			419	448	444	379

EMPLOYMENT						
SHARE OF MARKET		2019	2022	2023	2024	2025
SFR	FTEs	393	400	427	419	423
Total Employment	FTEs	8,846	8,474	9,096	9,153	9,454
Share of Total	%	4.4%	4.7%	4.7%	4.6%	4.5%
Annual Change in Share	%		6.2%	-0.5%	-2.5%	-2.4%
Change in Share from 2019	%		6.2%	5.7%	3.0%	0.6%
Avg Ann. Change in Share	%		2.1%	1.4%	0.6%	0.1%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING 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				
% Change 2019 to 2025		12.5%	15.8%	12.1%	15.8%	12.1%	14.6%	14.7%	16.3%	23.9%	19.1%	15.2%	16.1%	15.8%	13.4%	14.1%	18.2%	16.9%		
% Change 2024 to 2025		4.9%	6.5%	0.2%	6.0%	4.2%	2.7%	3.4%	4.9%	5.6%	4.1%	3.8%	3.1%	4.2%	3.8%	4.3%	4.7%	3.7%		
Average Annual Change		2.1%	2.6%	2.0%	2.6%	2.0%	2.4%	2.4%	2.7%	4.0%	3.2%	2.5%	2.7%	2.6%	2.2%	2.4%	3.0%	2.8%		
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	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	3,448	4,509	5,061	3,661		
2025	FTEs	3,773	3,401	3,559	4,495	4,871	4,741	5,063	5,606	5,221	3,977	3,583	3,828	4,343	3,578	4,702	5,297	3,796		

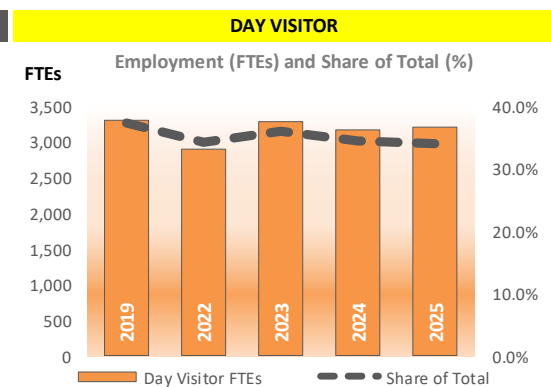
EMPLOYMENT					
SHARE OF MARKET	2019	2022	2023	2024	2025
Staying Visitor FTEs	3,752	3,851	3,959	4,170	4,343
Total Employment FTEs	8,846	8,474	9,096	9,153	9,454
Share of Total %	42.4%	45.4%	43.5%	45.6%	45.9%
Annual Change in Share %		7.1%	-4.2%	4.7%	0.8%
Change in Share from 2019 %		7.1%	2.6%	7.4%	8.3%
Avg Ann. Change in Share %		2.4%	0.7%	1.5%	1.4%



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STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025		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 2019 to 2025		15.6%	11.7%	-2.3%	-0.5%	-6.9%	-2.7%	-8.1%	-12.7%	0.8%	0.3%	-6.6%	8.3%	-2.9%	Annual Change	6.1%	-3.5%	-7.5%	0.2%	
% Change 2024 to 2025		1.6%	-3.7%	1.1%	0.6%	0.6%	1.0%	-1.1%	2.5%	4.7%	6.0%	5.0%	6.9%	1.7%		-0.6%	0.7%	2.1%	6.0%	
Average Annual Change		2.6%	2.0%	-0.4%	-0.1%	-1.1%	-0.5%	-1.3%	-2.1%	0.1%	0.1%	-1.1%	1.4%	-0.5%		1.0%	-0.6%	-1.3%	0.0%	
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	
2025	FTEs	1,282	2,391	2,626	4,952	4,922	3,999	3,742	5,020	3,808	2,353	1,770	1,647	3,209	1.7%	2,100	4,625	4,190	1,923	

EMPLOYMENT						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Day Visitor	FTEs	3,306	2,900	3,278	3,156	3,209
Total Employment	FTEs	8,846	8,474	9,096	9,153	9,454
Share of Total	%	37.4%	34.2%	36.0%	34.5%	33.9%
Annual Change in Share	%		-8.4%	5.3%	-4.3%	-1.6%
Change in Share from 2019	%		-8.4%	-3.6%	-7.7%	-9.2%
Avg Ann. Change in Share	%		-2.8%	-0.9%	-1.5%	-1.5%



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STEAM REPORT FOR 2019-2025 - FINAL
SHROPSHIRE COUNCIL

2025

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

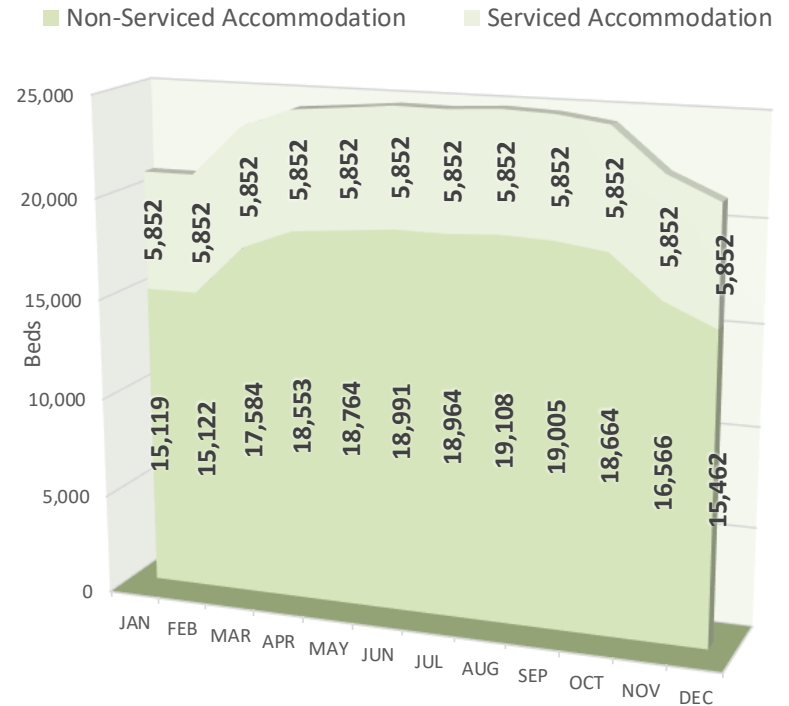
SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	190	5,852	+11	+288	+14	+125
+50 Room	13	2,647	+1	+102	0	-6
11-50 Room	42	1,906	+3	+93	+31	+917
<10 Room	135	1,299	+7	+93	-17	-786

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	650	19,216	-2	+136	+12	+3,526
Self catering	513	4,377	-3	-3	-31	-38
Caravan & camping	124	10,918	-1	-30	+41	+1,870
Youth Hostels	13	874	+2	+62	+2	+62
Short-term lets	N/A	3,047		+107		+1,632

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2019	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	840	25,068	+9	+424	+26	+3,651
Serviced Accommodation Share of Total	23%	23%				
Non-Serviced Accommodation Share of Total	77%	77%				

SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	20,971	20,974	23,436	24,405	24,616	24,843	24,816	24,960	24,857	24,516	22,418	21,314
Serviced Accommodation	5,852	5,852	5,852	5,852	5,852	5,852	5,852	5,852	5,852	5,852	5,852	5,852
Non-Serviced Accommodation	15,119	15,122	17,584	18,553	18,764	18,991	18,964	19,108	19,005	18,664	16,566	15,462

SEASONAL AVAILABILITY OF BED SUPPLY
2025



Report Sections With Historic Financial Data Indexed to 2025 Prices

Sections:

*Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis*

Visitor Types:

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

Indexation:

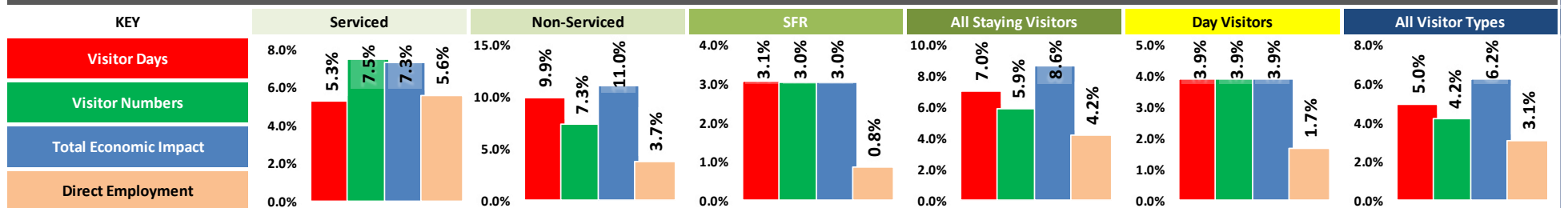
Indexation to: 2025

2019	<i>1.38</i>
2022	<i>1.23</i>
2023	<i>1.09</i>
2024	<i>1.04</i>
2025	<i>1.00</i>

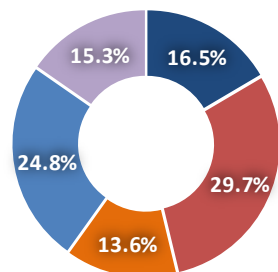
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

KEY		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced			2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
		2025	2024	+/- %	2025	2024	+/- %															
Visitor Days	M	1.089	1.035	5.3%	2.479	2.256	9.9%	1.188	1.152	3.1%	4.756	4.443	7.0%	9.180	8.834	3.9%	13.94	13.28	5.0%			
Visitor Numbers	M	0.607	0.565	7.5%	0.371	0.346	7.3%	0.499	0.485	3.0%	1.478	1.395	5.9%	9.180	8.834	3.9%	10.66	10.23	4.2%			
Direct Expenditure	£Bn																0.748	0.705	6.2%			
Economic Impact	£Bn	0.184	0.172	7.3%	0.262	0.236	11.0%	0.063	0.061	3.0%	0.510	0.470	8.6%	0.492	0.474	3.9%	1.002	0.944	6.2%			
Direct Employment	FTEs	1,723	1,632	5.6%	2,198	2,119	3.7%	423	419	0.8%	4,343	4,170	4.2%	3,209	3,156	1.7%	7,553	7,326	3.1%			
Total Employment	FTEs																9,454	9,153	3.3%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - INDEXED TO 2025



Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2025



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

Direct Expenditure Categories

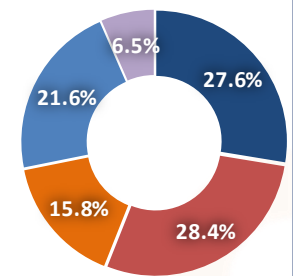
	2025	2024	+/- %
Accommodation	0.124	0.111	11.4%
Food & Drink	0.222	0.211	5.3%
Recreation	0.102	0.097	5.3%
Shopping	0.186	0.177	5.0%
Transport	0.115	0.109	5.4%
TOTAL DIRECT	0.748	0.705	6.2%
Indirect	0.254	0.239	6.4%
TOTAL	1.002	0.944	6.2%

Sectors

Sectors	2025	2024	+/- %
Accommodation	2,083	2,015	3.4%
Food & Drink	2,147	2,084	3.0%
Recreation	1,195	1,160	3.0%
Shopping	1,632	1,588	2.8%
Transport	495	479	3.2%
TOTAL DIRECT	7,553	7,326	3.1%
Indirect	1,902	1,827	4.1%
TOTAL	9,454	9,153	3.3%

Sectoral Distribution of Employment - FTEs

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



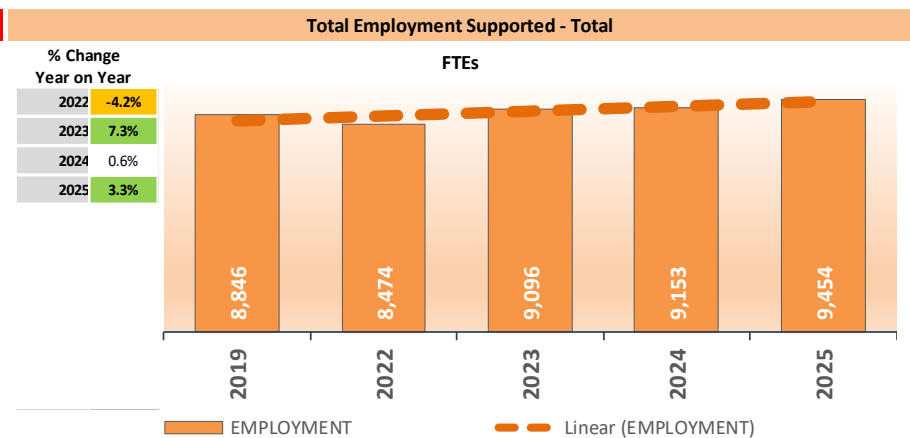
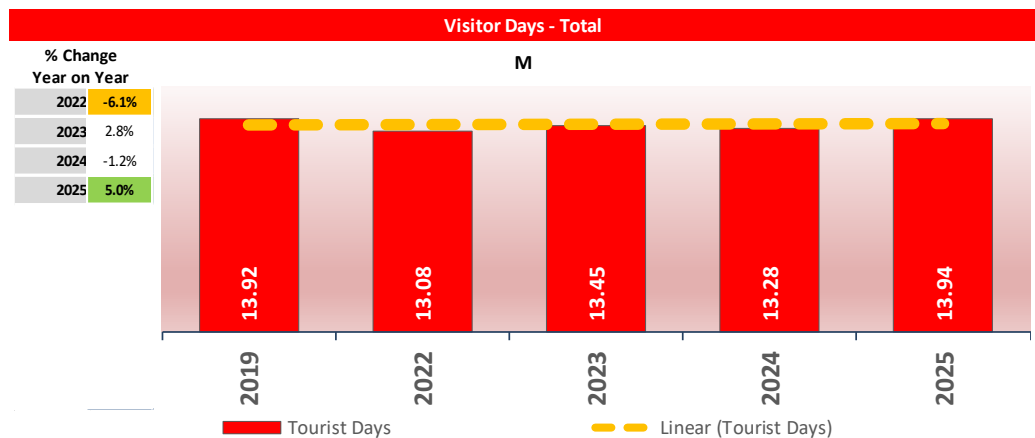
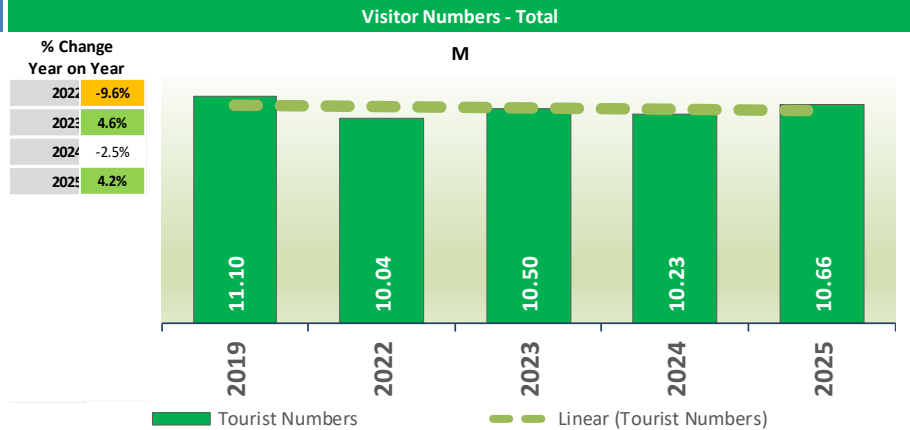
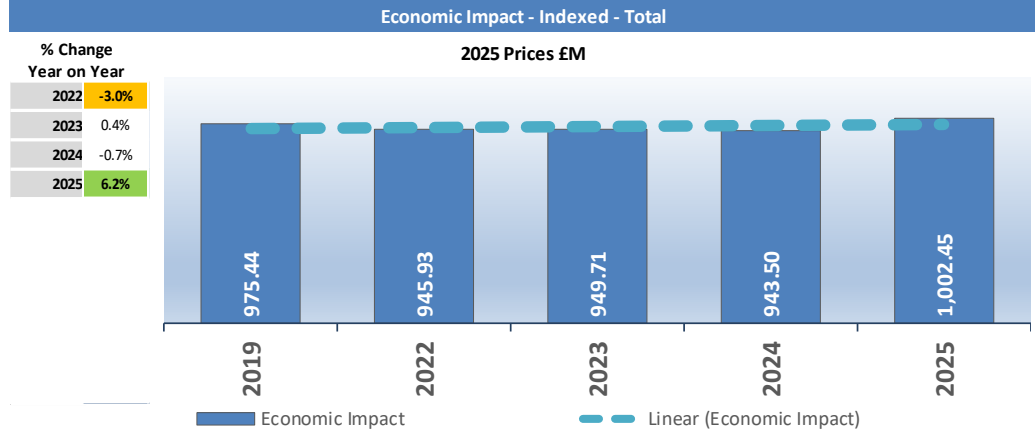
Direct Employment Categories

STEAM REPORT FOR 2019-2025 - FINAL
SHROPSHIRE COUNCIL

2019 to 2025
2025 Prices

TOTAL

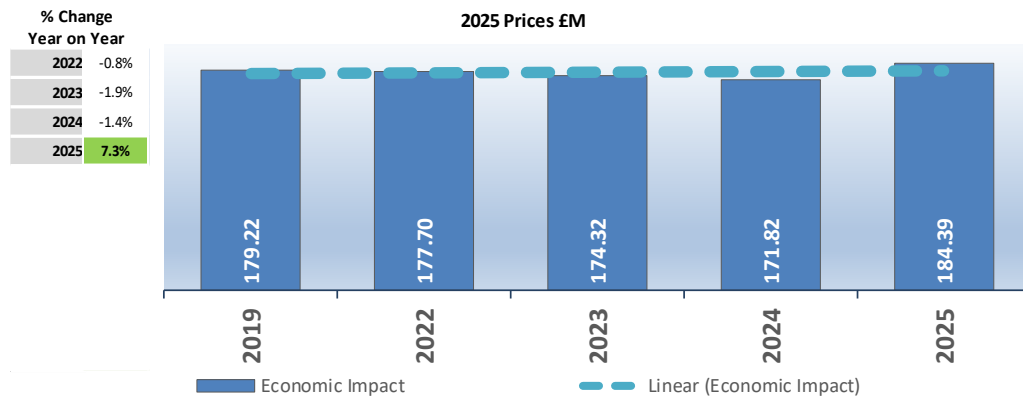
KEY MEASURES
Indexed



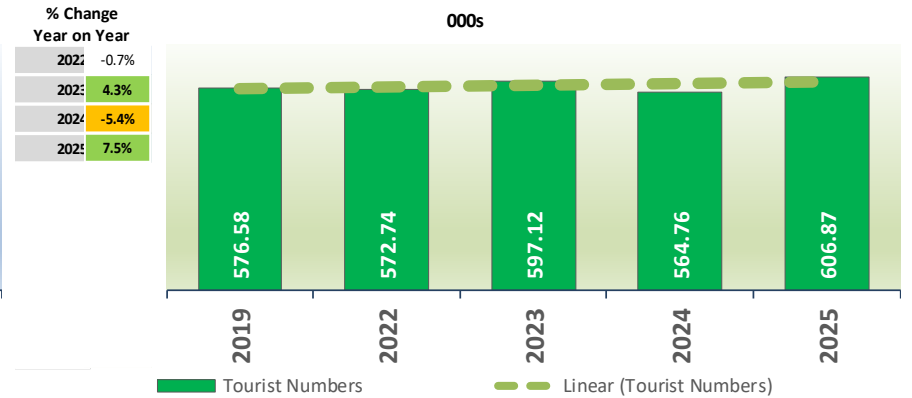
% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Indexed		-3.0%	-2.6%	-3.3%	2.8%
Visitor Numbers		-9.6%	-5.4%	-7.8%	-4.0%
Visitor Days		-6.1%	-3.4%	-4.6%	0.1%
Total Employment		-4.2%	2.8%	3.5%	6.9%

"Linear" = Linear Trendline

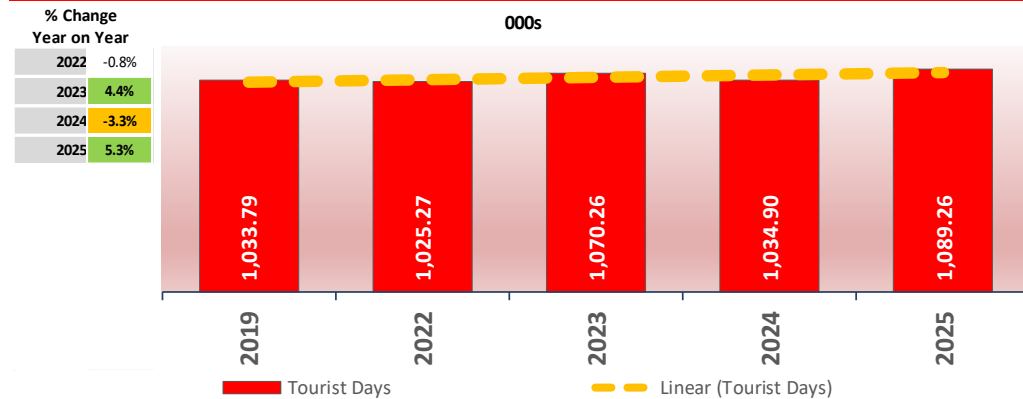
Economic Impact - Indexed - Serviced Accommodation



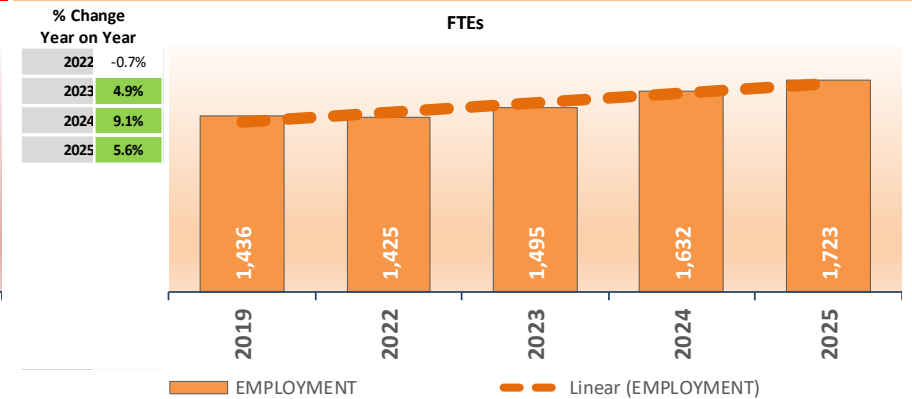
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



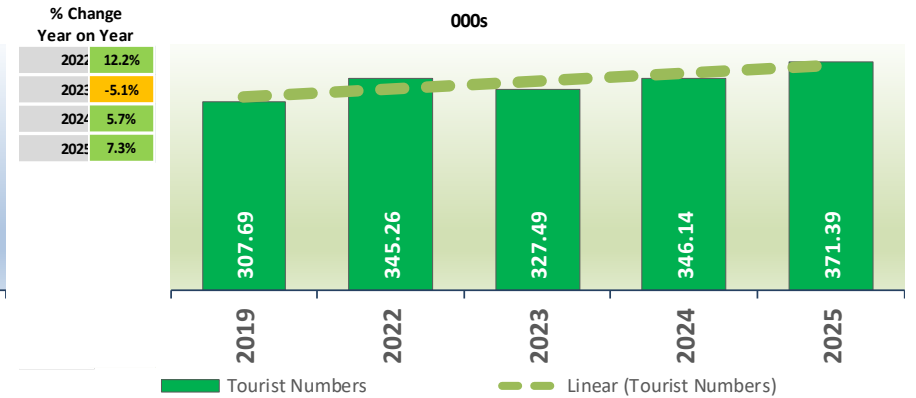
% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Indexed		-0.8%	-2.7%	-4.1%	2.9%
Visitor Numbers		-0.7%	3.6%	-2.1%	5.3%
Visitor Days		-0.8%	3.5%	0.1%	5.4%
Direct Employment		-0.7%	4.2%	13.7%	20.0%

"Linear" = Linear Trendline

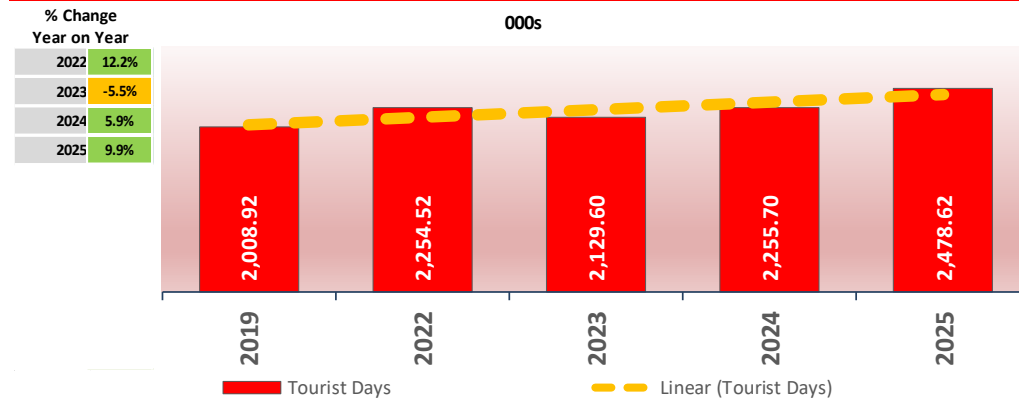
Economic Impact - Indexed - Non-Serviced Accommodation



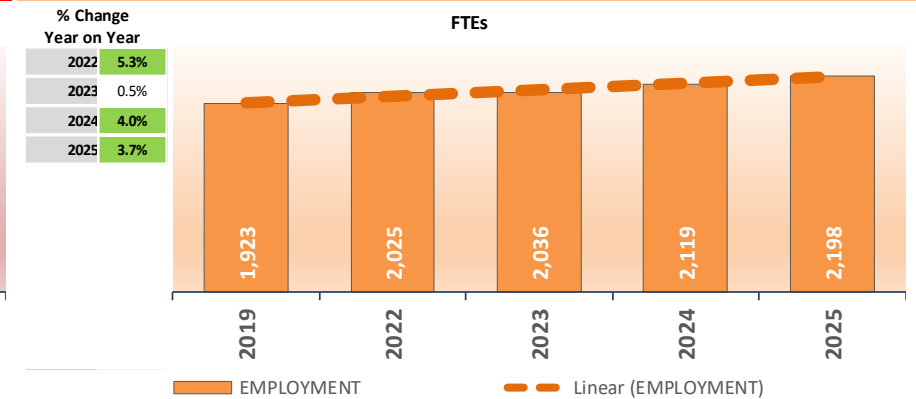
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



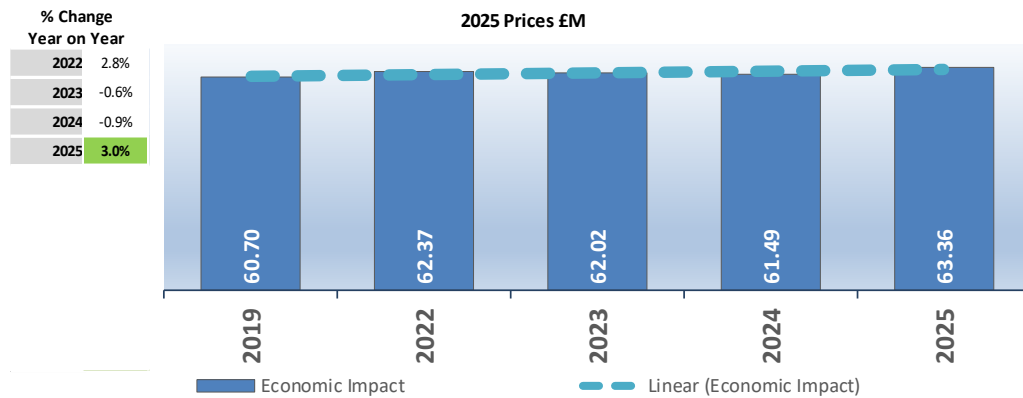
Direct Employment Supported - Non-Serviced Accommodation



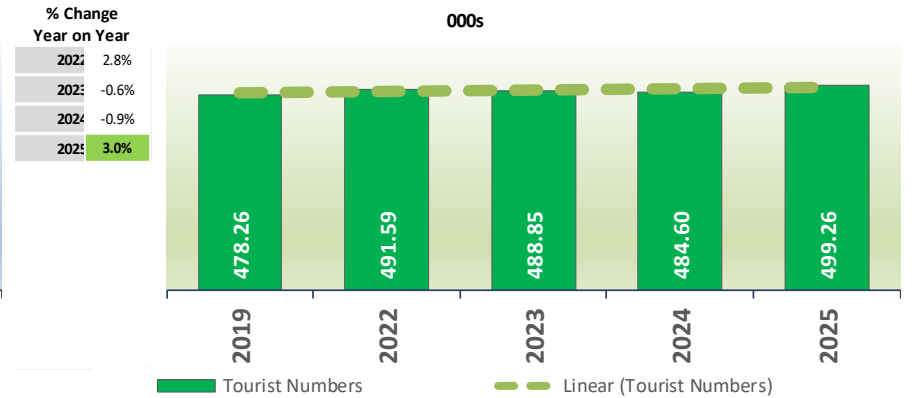
% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Indexed		14.1%	6.2%	10.9%	23.1%
Visitor Numbers		12.2%	6.4%	12.5%	20.7%
Visitor Days		12.2%	6.0%	12.3%	23.4%
Direct Employment		5.3%	5.9%	10.2%	14.3%

"Linear" = Linear Trendline

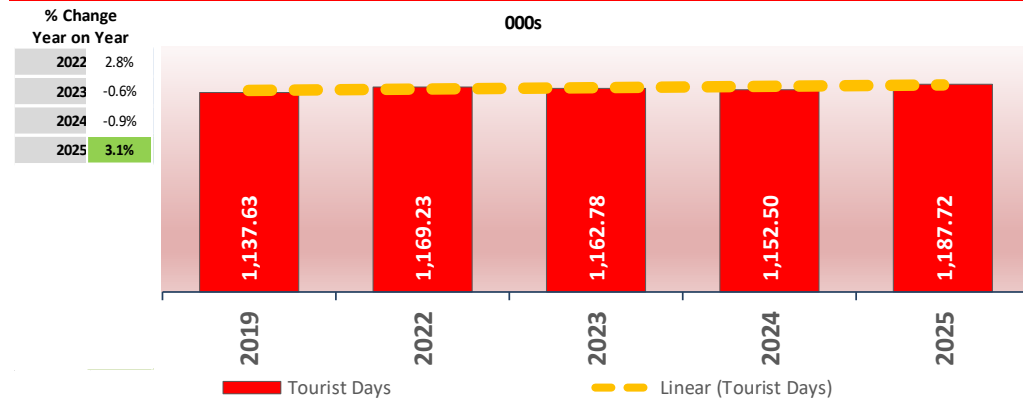
Economic Impact - Indexed - SFR



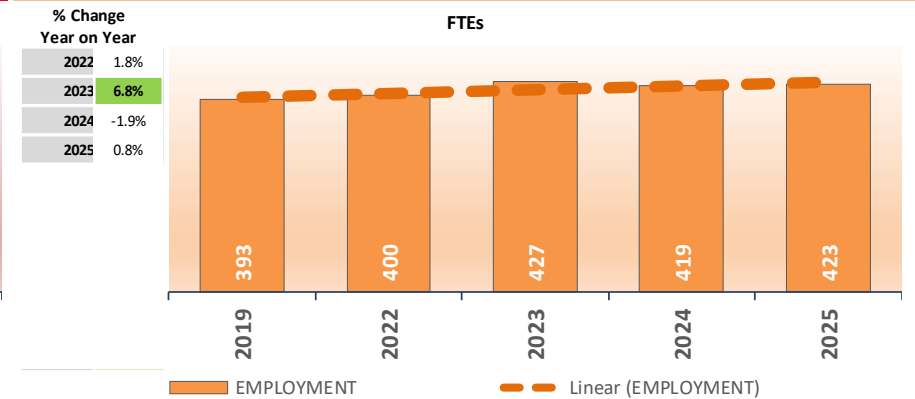
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Indexed		2.8%	2.2%	1.3%	4.4%
Visitor Numbers		2.8%	2.2%	1.3%	4.4%
Visitor Days		2.8%	2.2%	1.3%	4.4%
Direct Employment		1.8%	8.7%	6.6%	7.5%

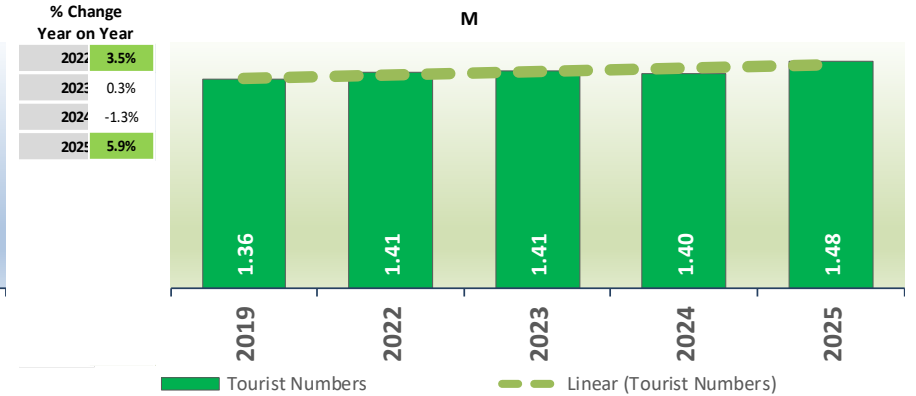
"Linear" = Linear Trendline

Economic Impact - Indexed - Staying Visitor



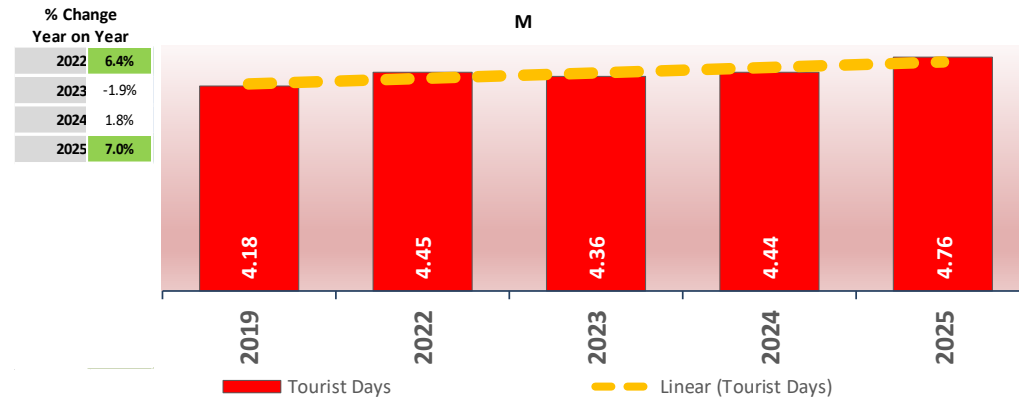
Year	% Change Year on Year
2022	6.7%
2023	-4.3%
2024	1.5%
2025	8.6%

Visitor Numbers - Staying Visitor



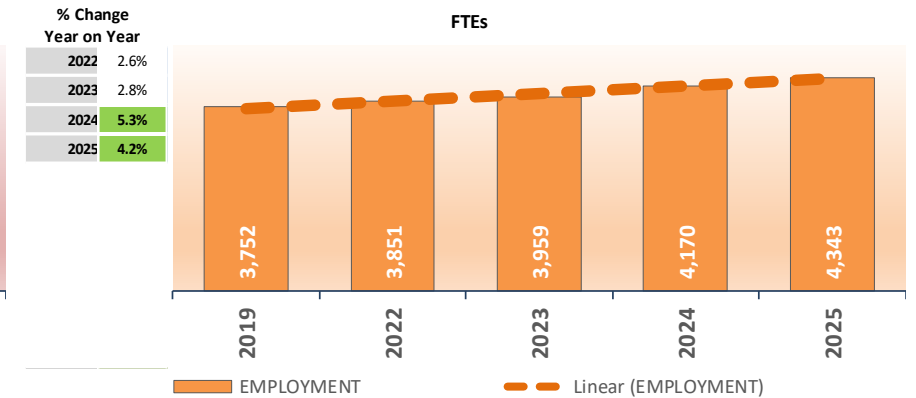
Year	% Change Year on Year
2022	3.5%
2023	0.3%
2024	-1.3%
2025	5.9%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2022	6.4%
2023	-1.9%
2024	1.8%
2025	7.0%

Direct Employment Supported - Staying Visitor



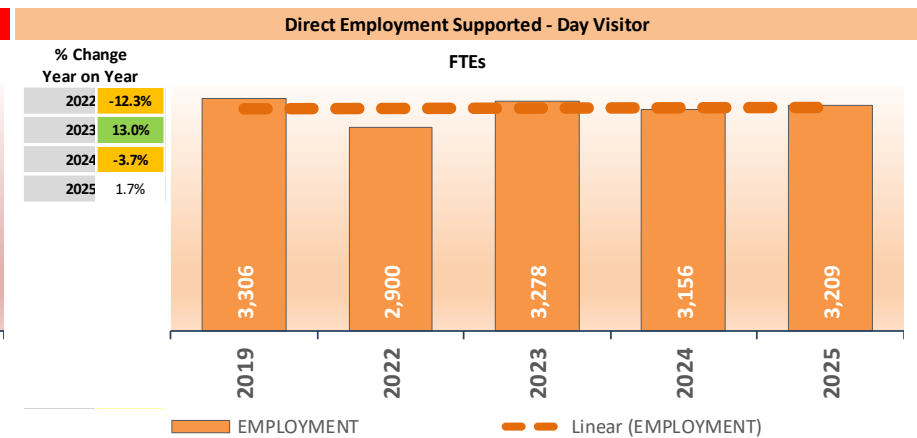
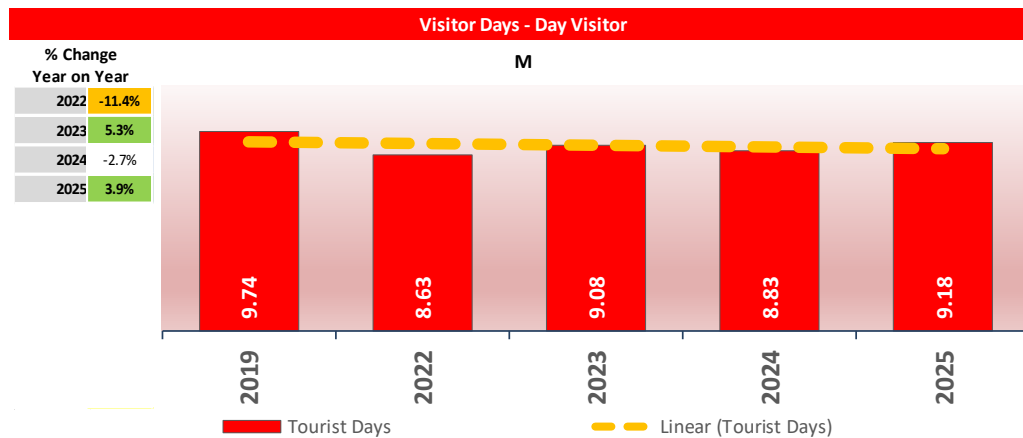
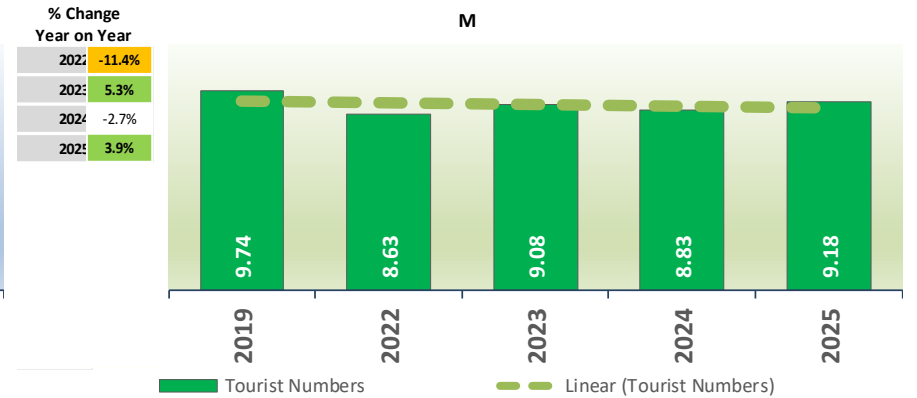
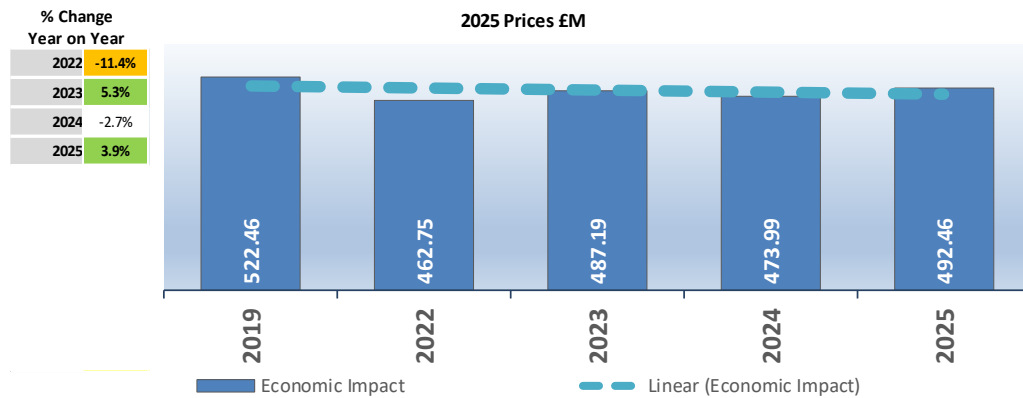
Year	% Change Year on Year
2022	2.6%
2023	2.8%
2024	5.3%
2025	4.2%

% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Indexed		6.7%	2.1%	3.7%	12.6%
Visitor Numbers		3.5%	3.7%	2.4%	8.4%
Visitor Days		6.4%	4.4%	6.3%	13.8%
Direct Employment		2.6%	5.5%	11.1%	15.8%

"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



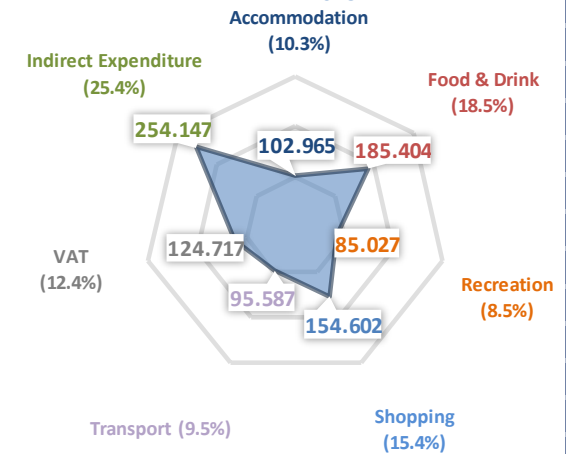
% Change from 2019	2019	2022	2023	2024	2025
Economic Impact - Indexed		-11.4%	-6.8%	-9.3%	-5.7%
Visitor Numbers		-11.4%	-6.7%	-9.3%	-5.7%
Visitor Days		-11.4%	-6.7%	-9.3%	-5.7%
Direct Employment		-12.3%	-0.8%	-4.5%	-2.9%

"Linear" = Linear Trendline

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

SECTOR / YEAR		2019	2022	2023	2024	2025
Accommodation	£M	95.00	101.15	92.07	92.43	102.96
Food & Drink	£M	181.63	173.70	177.40	176.09	185.40
Recreation	£M	84.02	79.51	81.45	80.77	85.03
Shopping	£M	153.59	144.99	148.79	147.20	154.60
Transport	£M	93.47	89.35	91.15	90.65	95.59
Direct Revenue	£M	607.71	588.70	590.85	587.16	623.58
VAT	£M	121.54	117.74	118.17	117.43	124.72
Direct Expenditure	£M	729.25	706.44	709.02	704.59	748.30
Indirect Expenditure	£M	246.19	239.49	240.70	238.91	254.15
TOTAL	£M	975.44	945.93	949.71	943.50	1,002.45

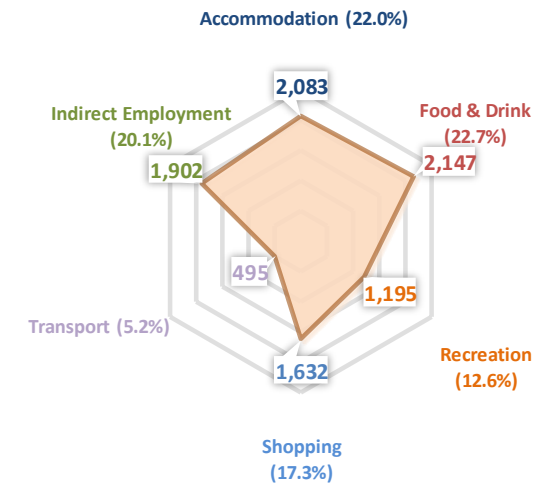
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2025



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR		2019	2022	2023	2024	2025
Accommodation	FTEs	1,825	1,825	1,825	2,015	2,083
Food & Drink	FTEs	2,042	1,935	2,121	2,084	2,147
Recreation	FTEs	1,146	1,075	1,182	1,160	1,195
Shopping	FTEs	1,574	1,472	1,622	1,588	1,632
Transport	FTEs	470	445	487	479	495
Direct Employment	FTEs	7,057	6,751	7,237	7,326	7,553
Indirect Employment	FTEs	1,788	1,723	1,859	1,827	1,902
TOTAL	FTEs	8,846	8,474	9,096	9,153	9,454

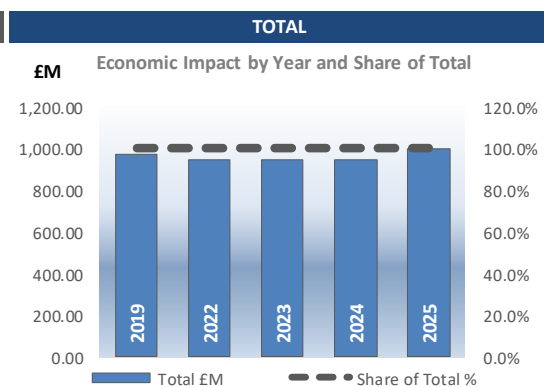
2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs



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 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 2025 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 2025 / 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 2019 to 2025		9.4%	11.4%	-1.3%	2.2%	-3.7%	0.9%	-1.5%	-4.0%	14.0%	8.6%	2.1%	12.6%	2.8%	Annual Change		5.8%	-0.3%	1.9%	7.7%	
% Change 2024 to 2025		8.8%	5.7%	1.2%	6.3%	4.9%	4.3%	7.1%	9.3%	8.9%	8.1%	8.1%	6.2%			4.8%	5.2%	6.9%	8.4%		
Average Annual Change		1.6%	1.9%	-0.2%	0.4%	-0.6%	0.2%	-0.2%	-0.7%	2.3%	1.4%	0.3%	2.1%	0.5%			1.0%	-0.1%	0.3%	1.3%	
2019	£M	43.63	52.25	63.32	104.51	116.19	97.49	105.56	135.05	94.36	62.20	52.16	48.72	975.44			159.20	318.19	334.97	163.07	
2022	£M	43.44	55.30	61.90	99.77	106.65	93.14	103.43	128.70	93.40	61.26	49.15	49.79	945.93	-3.0%			160.64	299.56	325.53	160.20
2023	£M	45.33	56.46	61.68	102.50	107.70	95.15	100.36	120.88	95.84	63.70	50.43	49.68	949.71	0.4%			163.46	305.35	317.08	163.81
2024	£M	43.86	55.09	61.75	100.47	106.72	94.31	99.82	121.08	98.37	62.00	49.25	50.78	943.50	-0.7%			160.70	301.50	319.27	162.03
2025	£M	47.73	58.23	62.48	106.83	111.90	98.40	104.01	129.71	107.53	67.53	53.23	54.88	1,002.45	6.2%			168.44	317.13	341.25	175.64

ECONOMIC IMPACT - INDEXED TO 2025						
SHARE OF MARKET		2019	2022	2023	2024	2025
Total	£M	975.44	945.93	949.71	943.50	1,002.45
All Visitor Types	£Bn	0.975	0.946	0.950	0.944	1.002
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					0.0%
Change in Share from 2019	%					0.0%
Avg Ann. Change in Share	%					0.0%



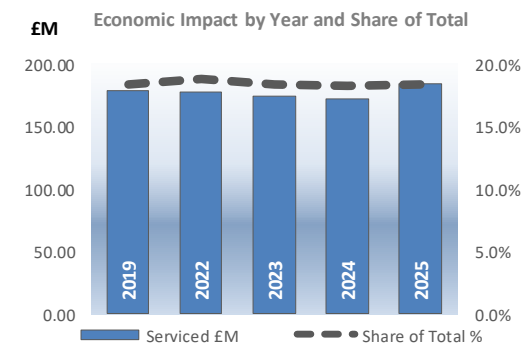
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 2025 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 2025 / 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 2019 to 2025		7.3%	8.0%	-2.5%	-1.0%	-5.9%	4.0%	1.5%	4.0%	14.8%	0.4%	-2.3%	8.8%	2.9%	Annual Change	4.1%	-1.0%	6.4%	1.9%	
% Change 2024 to 2025		15.4%	10.3%	-2.9%	6.2%	-1.2%	5.8%	11.4%	9.8%	12.5%	6.7%	5.3%	9.1%	7.3%		7.1%	3.6%	11.2%	7.0%	
Average Annual Change		1.2%	1.3%	-0.4%	-0.2%	-1.0%	0.7%	0.2%	0.7%	2.5%	0.1%	-0.4%	1.5%	0.5%		0.7%	-0.2%	1.1%	0.3%	
2019	£M	12.47	12.60	13.69	15.37	15.76	15.27	17.87	17.89	15.31	15.70	14.58	12.70	179.22		38.77	46.40	51.07	42.98	
2022	£M	10.90	12.47	13.70	15.59	15.35	15.90	17.98	17.52	15.21	15.45	14.11	13.52	177.70	-0.8%	37.06	46.84	50.71	43.08	
2023	£M	11.62	12.55	13.39	15.65	14.28	15.37	17.41	17.17	15.00	15.47	13.75	12.67	174.32	-1.9%	37.56	45.30	49.57	41.89	
2024	£M	11.60	12.34	13.76	14.32	15.00	15.01	16.29	16.94	15.63	14.77	13.52	12.65	171.82	-1.4%	37.69	44.33	48.86	40.94	
2025	£M	13.38	13.61	13.35	15.21	14.82	15.88	18.14	18.60	17.58	15.76	14.24	13.81	184.39	7.3%	40.35	45.92	54.32	43.81	

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET	2019	2022	2023	2024	2025
Serviced £M	179.22	177.70	174.32	171.82	184.39
All Visitor Types £Bn	0.975	0.946	0.950	0.944	1.002
Share of Total %	18.4%	18.8%	18.4%	18.2%	18.4%
Annual Change in Share %		2.2%	-2.3%	-0.8%	1.0%
Change in Share from 2019 %		2.2%	-0.1%	-0.9%	0.1%
Avg Ann. Change in Share %		0.7%	0.0%	-0.2%	0.0%

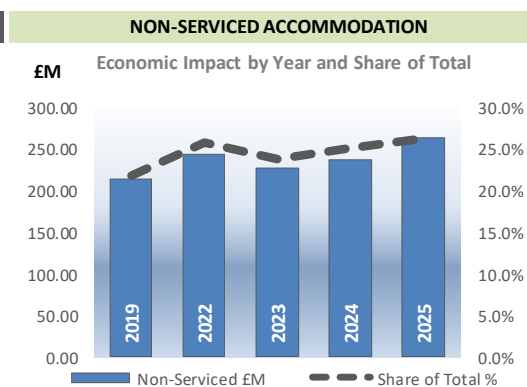
SERVICED ACCOMMODATION



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 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 2025 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
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 2019 to 2025		13.9%	27.9%	11.3%	26.7%	12.5%	13.3%	13.4%	15.1%	45.2%	47.1%	36.4%	41.4%	23.1%		17.3%	16.3%	23.3%	42.1%
% Change 2024 to 2025		14.4%	25.0%	0.4%	20.1%	13.6%	6.1%	5.6%	10.6%	11.6%	13.2%	13.8%	8.8%	11.0%		11.7%	12.4%	9.4%	12.2%
Average Annual Change		2.3%	4.7%	1.9%	4.4%	2.1%	2.2%	2.2%	2.5%	7.5%	7.9%	6.1%	6.9%	3.8%		2.9%	2.7%	3.9%	7.0%
2019	£M	7.510	8.654	10.98	16.28	25.79	24.16	28.02	35.01	25.82	12.48	9.910	8.458	213.06		27.14	66.23	88.85	30.85
2022	£M	8.373	10.59	13.40	18.34	27.97	27.95	31.92	37.31	30.34	14.71	11.07	11.16	243.12	14.1%	32.36	74.26	99.56	36.94
2023	£M	8.237	10.45	12.40	18.31	26.46	23.99	27.01	33.03	28.83	15.79	11.14	10.54	226.18	-7.0%	31.08	68.76	88.87	37.47
2024	£M	7.473	8.858	12.17	17.17	25.52	25.81	30.09	36.41	33.61	16.21	11.88	11.00	236.20	4.4%	28.50	68.50	100.11	39.09
2025	£M	8.550	11.07	12.22	20.62	29.00	27.39	31.78	40.28	37.50	18.36	13.52	11.96	262.24	11.0%	31.84	77.00	109.56	43.84

ECONOMIC IMPACT - INDEXED TO 2025						
SHARE OF MARKET		2019	2022	2023	2024	2025
Non-Serviced	£M	213.06	243.12	226.18	236.20	262.24
All Visitor Types	£Bn	0.975	0.946	0.950	0.944	1.002
Share of Total	%	21.8%	25.7%	23.8%	25.0%	26.2%
Annual Change in Share	%		17.7%	-7.3%	5.1%	4.5%
Change in Share from 2019	%		17.7%	9.0%	14.6%	19.8%
Avg Ann. Change in Share	%		5.9%	2.3%	2.9%	3.3%



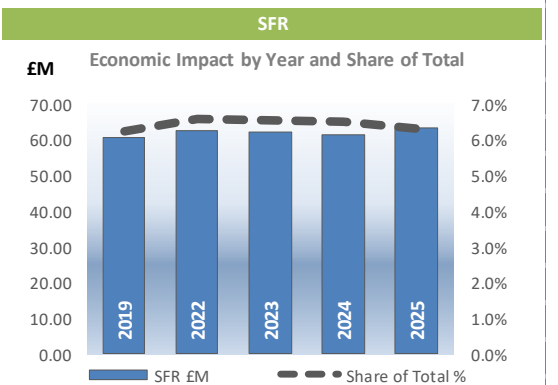
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 2025 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 2025 / 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 2019 to 2025		4.0%	6.0%	2.2%	4.8%	2.0%	2.5%	2.9%	3.4%	7.9%	6.5%	4.7%	6.7%	4.4%	Annual Change	4.0%	3.4%	4.2%	6.3%
% Change 2024 to 2025		4.4%	5.1%	-0.3%	4.1%	2.9%	1.9%	2.3%	3.1%	3.6%	2.6%	2.9%	2.3%	3.0%		3.5%	3.2%	2.9%	2.5%
Average Annual Change		0.7%	1.0%	0.4%	0.8%	0.3%	0.4%	0.5%	0.6%	1.3%	1.1%	0.8%	1.1%	0.7%		0.7%	0.6%	0.7%	1.0%
2019	£M	9.037	2.811	3.252	7.325	5.033	3.898	6.066	6.431	3.475	3.125	2.709	7.539	60.70		15.10	16.26	15.97	13.37
2022	£M	9.039	2.901	3.391	7.523	5.147	4.055	6.249	6.540	3.619	3.203	2.741	7.966	62.37	2.8%	15.33	16.73	16.41	13.91
2023	£M	9.208	2.928	3.356	7.582	5.074	3.920	6.069	6.400	3.588	3.267	2.758	7.872	62.02	-0.6%	15.49	16.58	16.06	13.90
2024	£M	9.000	2.836	3.333	7.372	4.989	3.920	6.104	6.451	3.618	3.244	2.759	7.864	61.49	-0.9%	15.17	16.28	16.17	13.87
2025	£M	9.398	2.980	3.324	7.674	5.133	3.996	6.244	6.650	3.749	3.329	2.838	8.043	63.36	3.0%	15.70	16.80	16.64	14.21

ECONOMIC IMPACT - INDEXED TO 2025						
SHARE OF MARKET		2019	2022	2023	2024	2025
SFR	£M	60.70	62.37	62.02	61.49	63.36
All Visitor Types	£Bn	0.975	0.946	0.950	0.944	1.002
Share of Total	%	6.2%	6.6%	6.5%	6.5%	6.3%
Annual Change in Share	%		6.0%	-1.0%	-0.2%	-3.0%
Change in Share from 2019	%		6.0%	4.9%	4.7%	1.6%
Avg Ann. Change in Share	%		2.0%	1.2%	0.9%	0.3%

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.

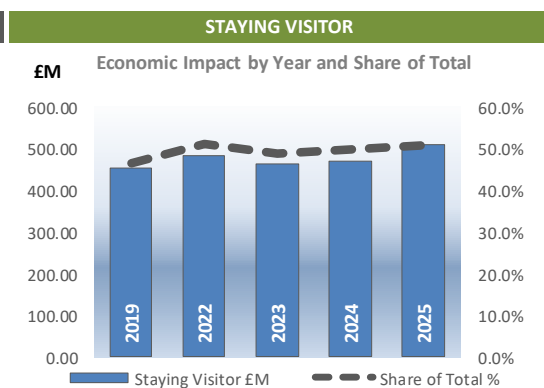
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 2025 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 2025 / 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 2019 to 2025		8.0%	15.0%	3.5%	11.6%	5.1%	9.1%	8.1%	10.5%	31.9%	19.6%	12.5%	17.8%	12.6%	Annual Change	8.5%	8.4%	15.8%	16.8%	
% Change 2024 to 2025		11.6%	15.1%	-1.2%	11.9%	7.6%	5.7%	7.0%	9.6%	11.3%	9.4%	8.6%	7.3%	8.6%	Annual Change	8.0%	8.2%	9.3%	8.5%	
Average Annual Change		1.3%	2.5%	0.6%	1.9%	0.9%	1.5%	1.3%	1.7%	5.3%	3.3%	2.1%	3.0%	2.1%	Annual Change	1.4%	1.4%	2.6%	2.8%	
2019	£M	29.02	24.07	27.92	38.97	46.58	43.33	51.96	59.32	44.61	31.31	27.20	28.69	452.98		81.01	128.88	155.89	87.20	
2022	£M	28.31	25.96	30.49	41.46	48.47	47.90	56.15	61.37	49.16	33.36	27.92	32.64	483.19	6.7%	84.75	137.82	166.68	93.93	
2023	£M	29.07	25.93	29.14	41.54	45.81	43.28	50.49	56.59	47.42	34.53	27.64	31.09	462.52	-4.3%	84.14	130.63	154.50	93.25	
2024	£M	28.07	24.03	29.26	38.86	45.51	44.73	52.48	59.80	52.86	34.23	28.16	31.51	469.51	1.5%	81.36	129.11	165.14	93.90	
2025	£M	31.33	27.66	28.90	43.51	48.95	47.26	56.17	65.53	58.83	37.45	30.59	33.81	509.99	8.6%	87.89	139.72	180.52	101.85	

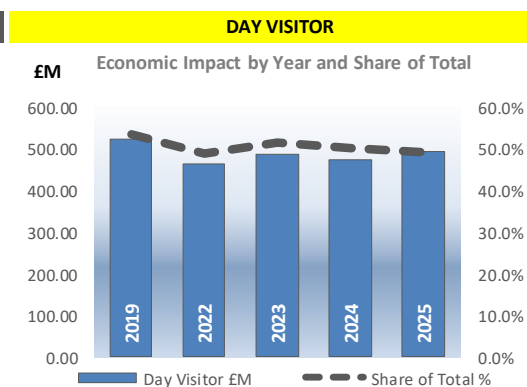
ECONOMIC IMPACT - INDEXED TO 2025						
SHARE OF MARKET	2019	2022	2023	2024	2025	
Staying Visitor	£M	452.98	483.19	462.52	469.51	509.99
All Visitor Types	£Bn	0.975	0.946	0.950	0.944	1.002
Share of Total	%	46.4%	51.1%	48.7%	49.8%	50.9%
Annual Change in Share	%		10.0%	-4.7%	2.2%	2.2%
Change in Share from 2019	%		10.0%	4.9%	7.2%	9.6%
Avg Ann. Change in Share	%		3.3%	1.2%	1.4%	1.6%



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 2019-2025 - FINAL SHROPSHIRE COUNCIL													2019 to 2025 2025 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 2025 / 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 2019 to 2025		12.2%	8.4%	-5.1%	-3.4%	-9.6%	-5.6%	-10.7%	-15.2%	-2.1%	-2.6%	-9.3%	5.2%	-5.7%			3.0%	-6.3%	-10.2%	-2.8%	
% Change 2024 to 2025		3.8%	-1.6%	3.4%	2.8%	2.8%	3.2%	1.1%	4.8%	7.0%	8.3%	7.3%	9.3%	3.9%			1.5%	2.9%	4.3%	8.3%	
Average Annual Change		2.0%	1.4%	-0.9%	-0.6%	-1.6%	-0.9%	-1.8%	-2.5%	-0.4%	-0.4%	-1.6%	0.9%	-1.0%			0.5%	-1.0%	-1.7%	-0.5%	
2019	£M	14.61	28.19	35.40	65.54	69.62	54.16	53.60	75.73	49.75	30.89	24.96	20.02	522.46			78.20	189.31	179.08	75.88	
2022	£M	15.13	29.34	31.41	58.31	58.19	45.24	47.28	67.33	44.24	27.90	21.23	17.15	462.75	-11.4%			75.88	161.74	158.85	66.27
2023	£M	16.25	30.53	32.54	60.95	61.89	51.87	49.87	64.29	48.43	29.17	22.79	18.60	487.19	5.3%			79.33	174.72	162.58	70.56
2024	£M	15.79	31.06	32.49	61.61	61.21	49.57	47.34	61.27	45.51	27.77	21.09	19.27	473.99	-2.7%			79.34	172.39	154.13	68.13
2025	£M	16.40	30.57	33.58	63.32	62.94	51.14	47.85	64.19	48.70	30.08	22.64	21.06	492.46	3.9%			80.54	177.40	160.73	73.78

ECONOMIC IMPACT - INDEXED TO 2025						
SHARE OF MARKET		2019	2022	2023	2024	2025
Day Visitor	£M	522.46	462.75	487.19	473.99	492.46
All Visitor Types	£Bn	0.975	0.946	0.950	0.944	1.002
Share of Total	%	53.6%	48.9%	51.3%	50.2%	49.1%
Annual Change in Share	%		-8.7%	4.9%	-2.1%	-2.2%
Change in Share from 2019	%		-8.7%	-4.2%	-6.2%	-8.3%
Avg Ann. Change in Share	%		-2.9%	-1.1%	-1.2%	-1.4%



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.