



STEAM REPORT FOR 2013-2024 - FINAL

Final

MARKETING CHESHIRE

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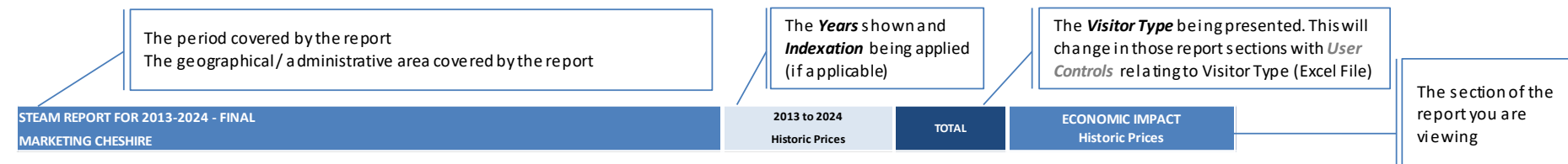
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report Section Design and Features

Headers

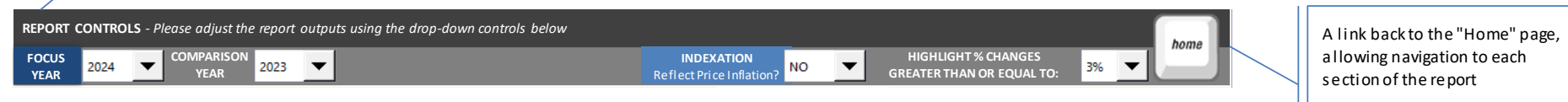
At the top of each page is a band containing key information about your report



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

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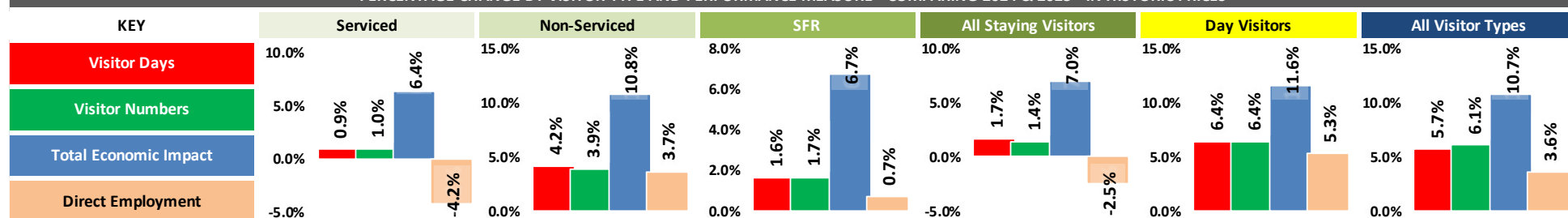
Comparing 2024 and 2023
All £'s Historic Prices

COMPARATIVE HEADLINES

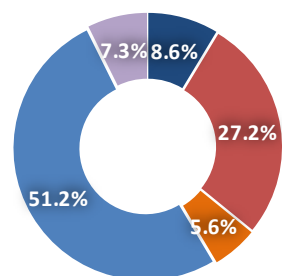
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

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	3.536	3.504	0.9%	1.201	1.153	4.2%	3.791	3.730	1.6%	8.529	8.387	1.7%	50.78	47.71	6.4%	59.31	56.09	5.7%
Visitor Numbers	M	2.039	2.018	1.0%	0.176	0.170	3.9%	1.588	1.562	1.7%	3.803	3.750	1.4%	50.78	47.71	6.4%	54.59	51.46	6.1%
Direct Expenditure	£Bn																3.233	2.921	10.7%
Economic Impact	£Bn	0.575	0.540	6.4%	0.101	0.091	10.8%	0.123	0.116	6.7%	0.799	0.747	7.0%	3.522	3.155	11.6%	4.322	3.903	10.7%
Direct Employment	FTEs	4,569	4,769	-4.2%	891	859	3.7%	791	785	0.7%	6,251	6,413	-2.5%	24,593	23,349	5.3%	30,844	29,762	3.6%
Total Employment	FTEs																39,473	38,006	3.9%

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



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



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

Direct Expenditure Categories

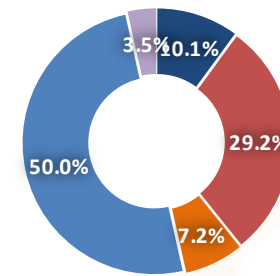
	2024	2023	+/- %
Accommodation	0.279	0.261	7.0%
Food & Drink	0.881	0.794	11.0%
Recreation	0.180	0.163	10.9%
Shopping	1.656	1.489	11.2%
Transport	0.237	0.215	10.1%
TOTAL DIRECT	3.233	2.921	10.7%
Indirect	1.089	0.982	11.0%
TOTAL	4.322	3.903	10.7%

Sectors

	2024	2023	+/- %
Accommodation	3,103	3,282	-5.5%
Food & Drink	9,000	8,597	4.7%
Recreation	2,235	2,137	4.6%
Shopping	15,424	14,703	4.9%
Transport	1,082	1,042	3.8%
TOTAL DIRECT	30,844	29,762	3.6%
Indirect	8,629	8,244	4.7%
TOTAL	39,473	38,006	3.9%

Sectoral Distribution of Employment - FTEs

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



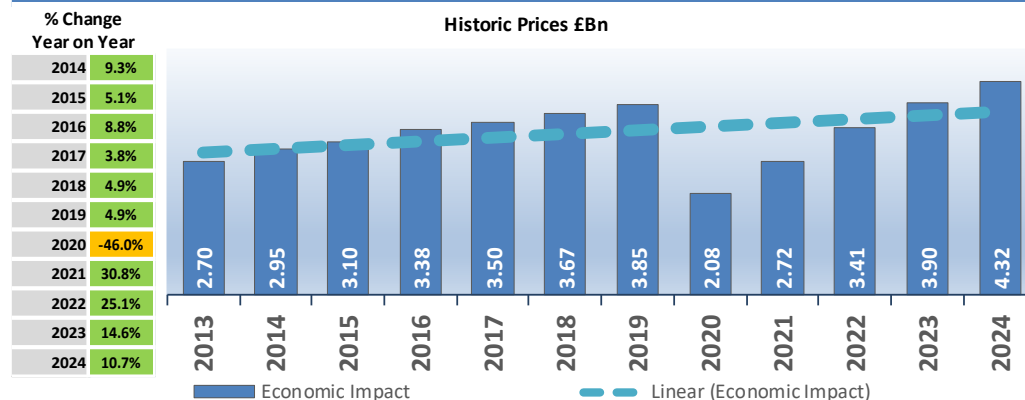
Direct Employment Categories

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

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

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Economic Impact - Historic Prices - Total

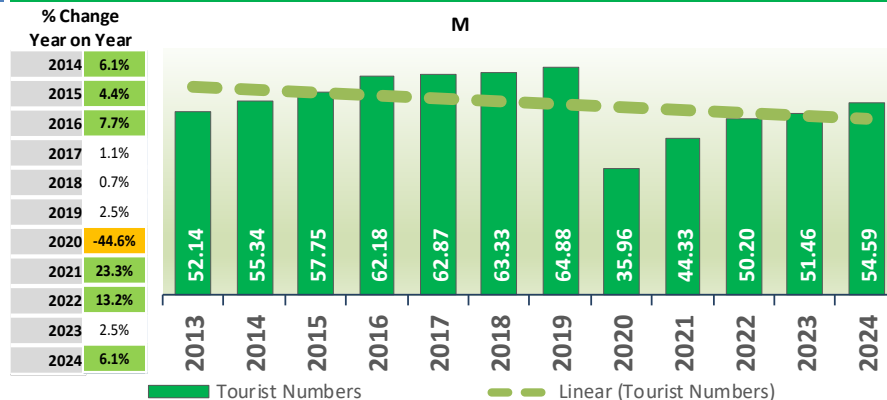


2013 to 2024
Historic Prices

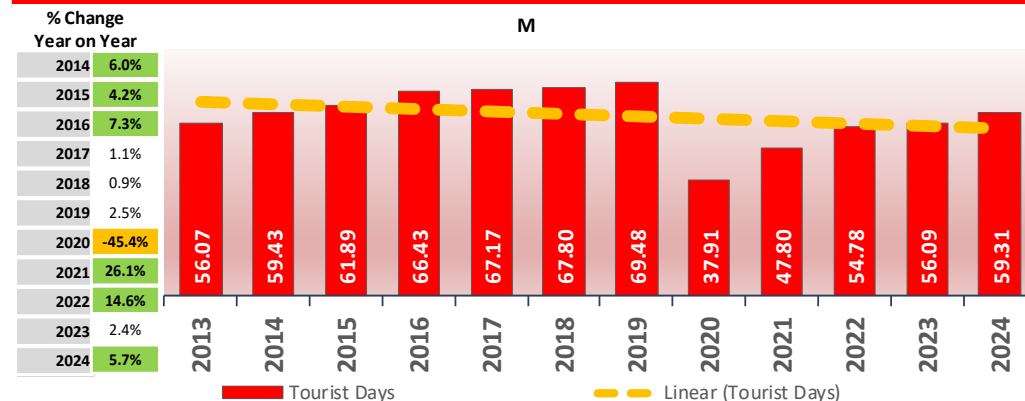
TOTAL

KEY MEASURES
Historic Prices

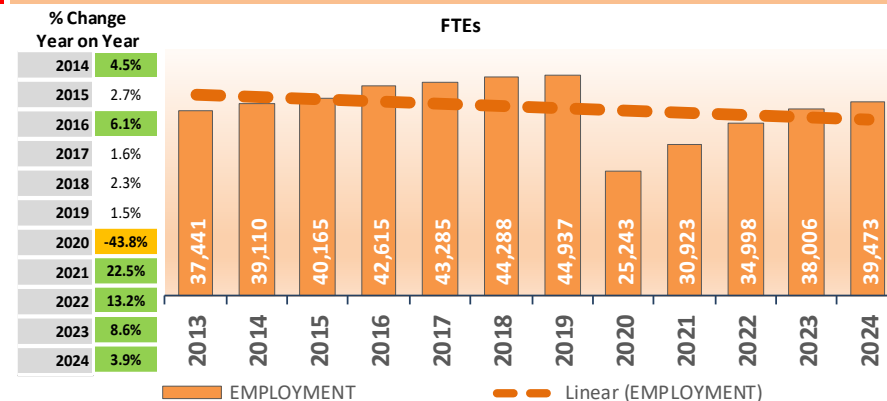
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

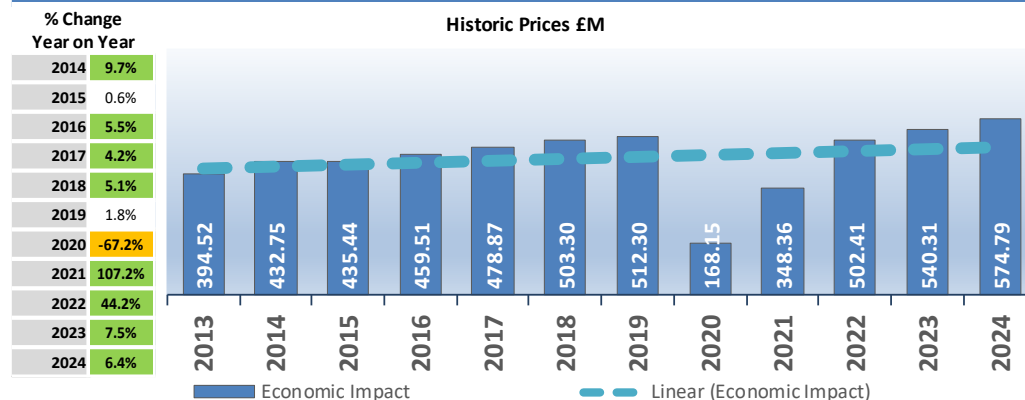


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		9.3%	14.9%	25.0%	29.7%	36.0%	42.7%	-22.9%	0.8%	26.1%	44.5%	60.1%
Visitor Numbers		6.1%	10.8%	19.2%	20.6%	21.4%	24.4%	-31.0%	-15.0%	-3.7%	-1.3%	4.7%
Visitor Days		6.0%	10.4%	18.5%	19.8%	20.9%	23.9%	-32.4%	-14.8%	-2.3%	0.0%	5.8%
Total Employment		4.5%	7.3%	13.8%	15.6%	18.3%	20.0%	-32.6%	-17.4%	-6.5%	1.5%	5.4%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Serviced Accommodation

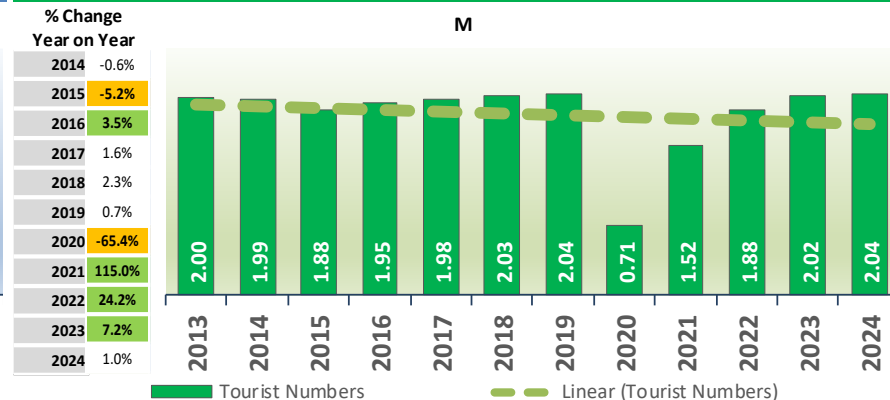


2013 to 2024
Historic Prices

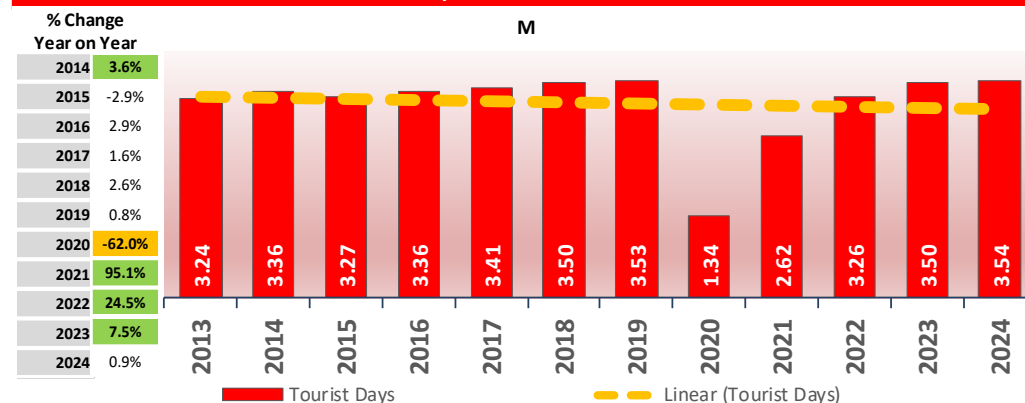
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

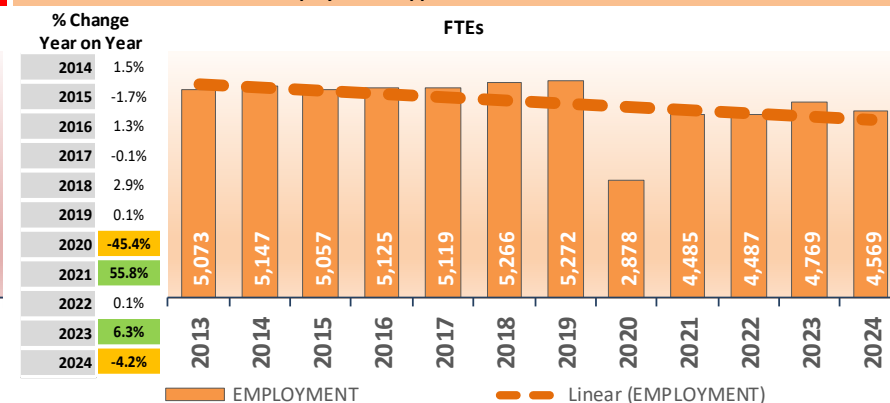
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

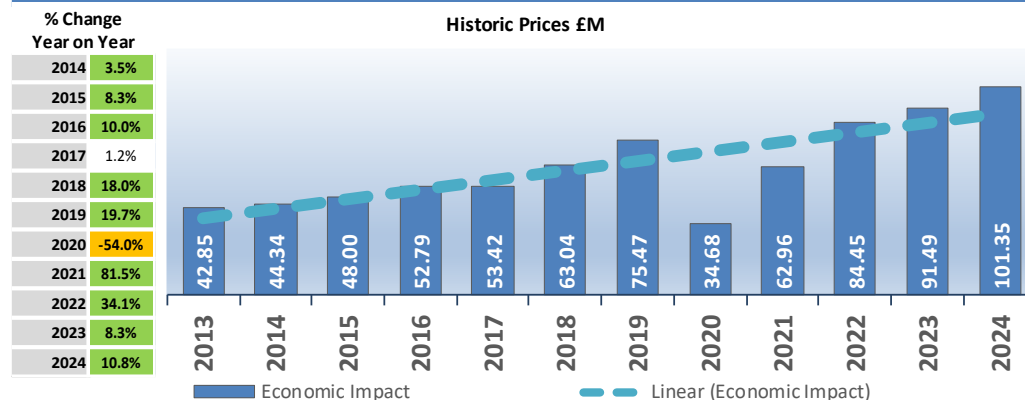


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		9.7%	10.4%	16.5%	21.4%	27.6%	29.9%	-57.4%	-11.7%	27.3%	37.0%	45.7%
Visitor Numbers		-0.6%	-5.8%	-2.5%	-0.9%	1.3%	2.1%	-64.7%	-24.1%	-5.8%	0.9%	2.0%
Visitor Days		3.6%	0.7%	3.6%	5.2%	7.9%	8.8%	-58.6%	-19.3%	0.5%	8.0%	9.0%
Direct Employment		1.5%	-0.3%	1.0%	0.9%	3.8%	3.9%	-43.3%	-11.6%	-11.6%	-6.0%	-9.9%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Non-Serviced Accommodation

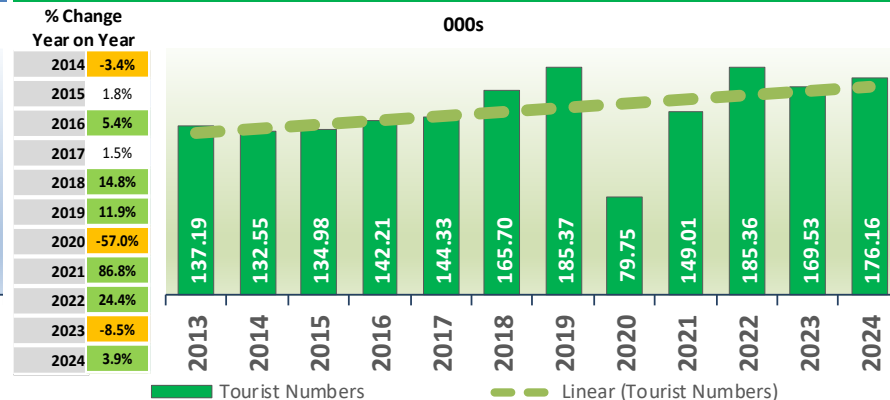


2013 to 2024
Historic Prices

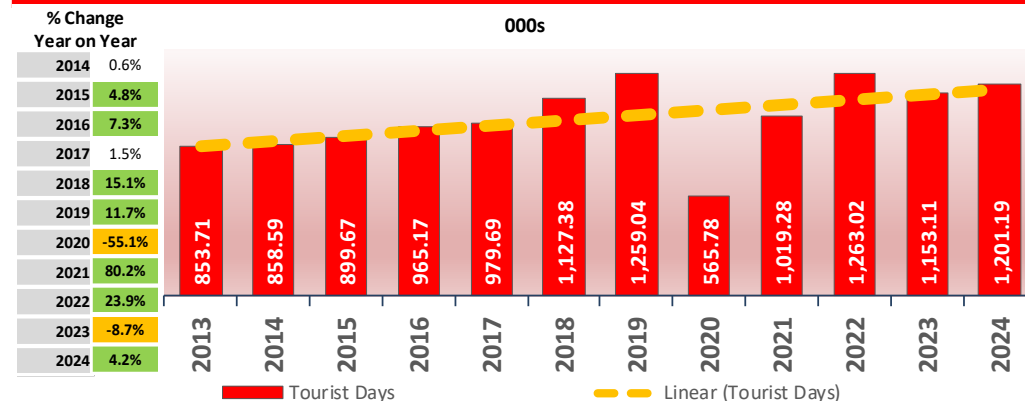
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

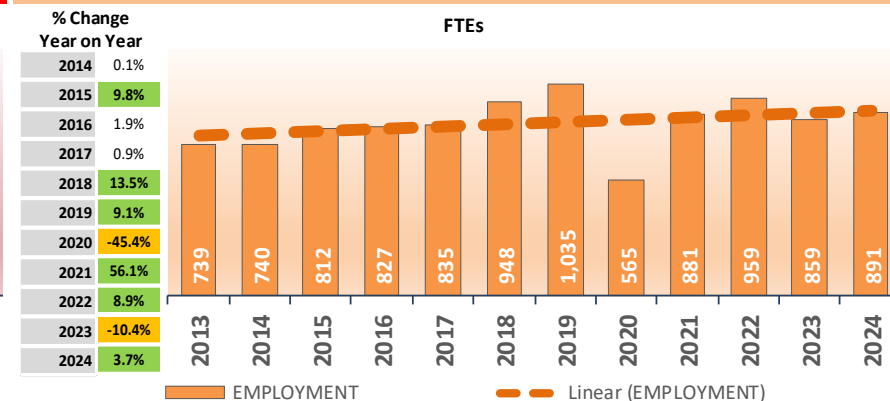
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

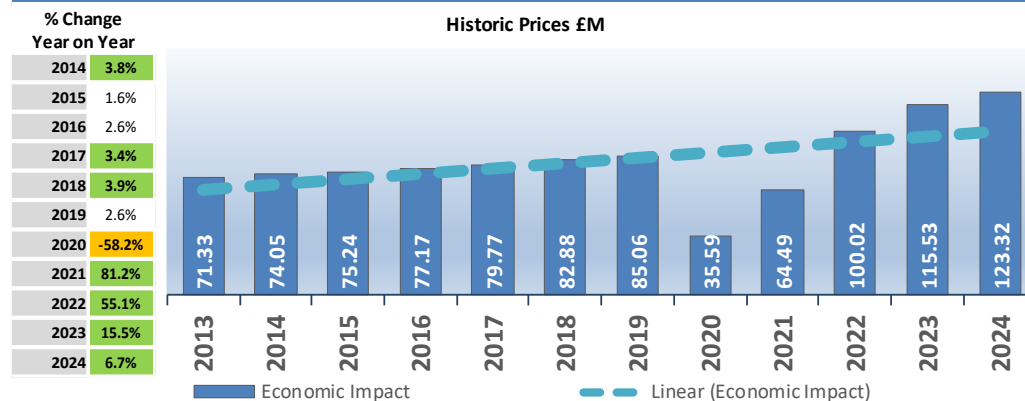


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.5%	12.0%	23.2%	24.7%	47.1%	76.1%	-19.1%	47.0%	97.1%	113.5%	136.5%
Visitor Numbers		-3.4%	-1.6%	3.7%	5.2%	20.8%	35.1%	-41.9%	8.6%	35.1%	23.6%	28.4%
Visitor Days		0.6%	5.4%	13.1%	14.8%	32.1%	47.5%	-33.7%	19.4%	47.9%	35.1%	40.7%
Direct Employment		0.1%	9.9%	11.9%	13.0%	28.2%	40.0%	-23.6%	19.2%	29.8%	16.3%	20.5%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR

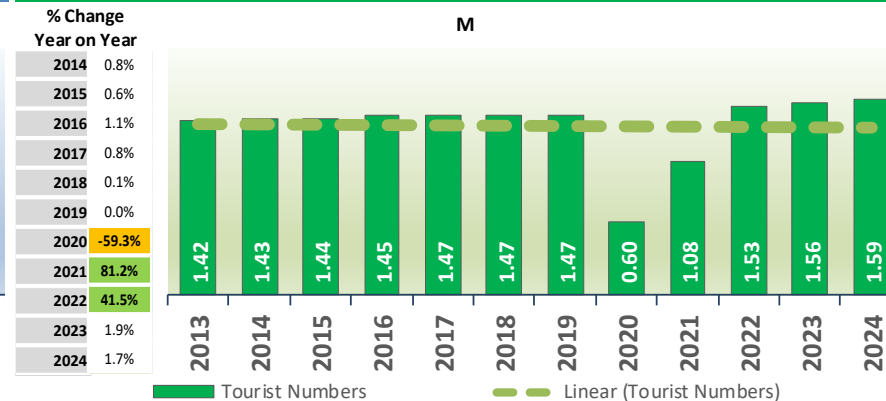


2013 to 2024
Historic Prices

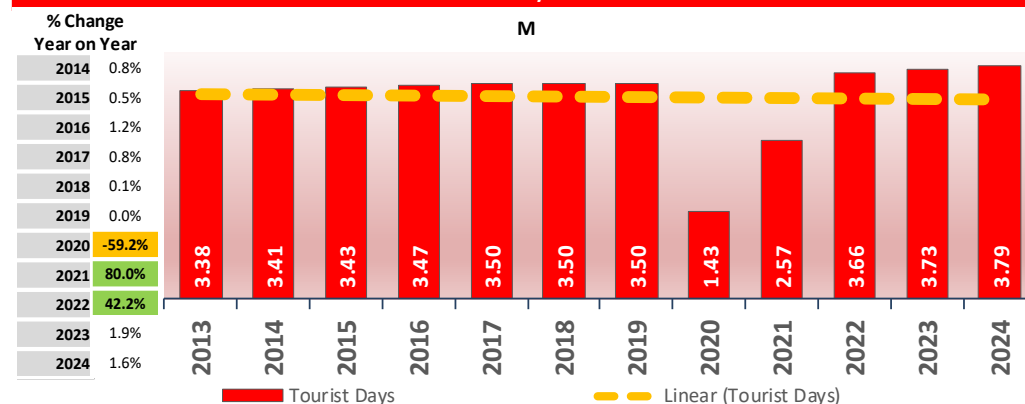
SFR

KEY MEASURES
Historic Prices

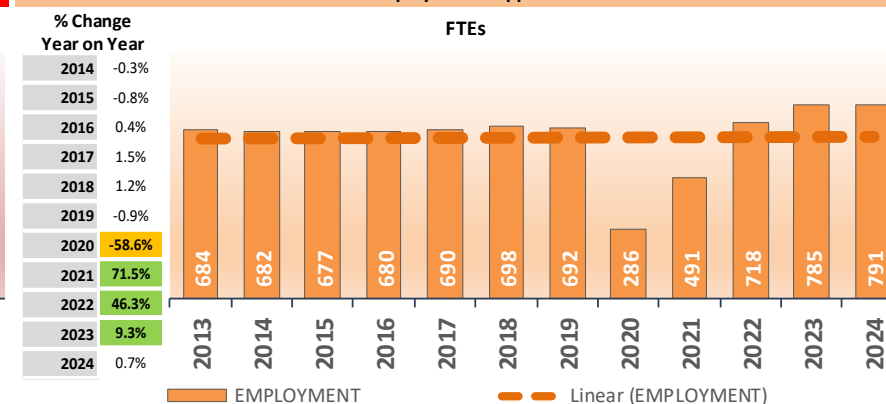
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

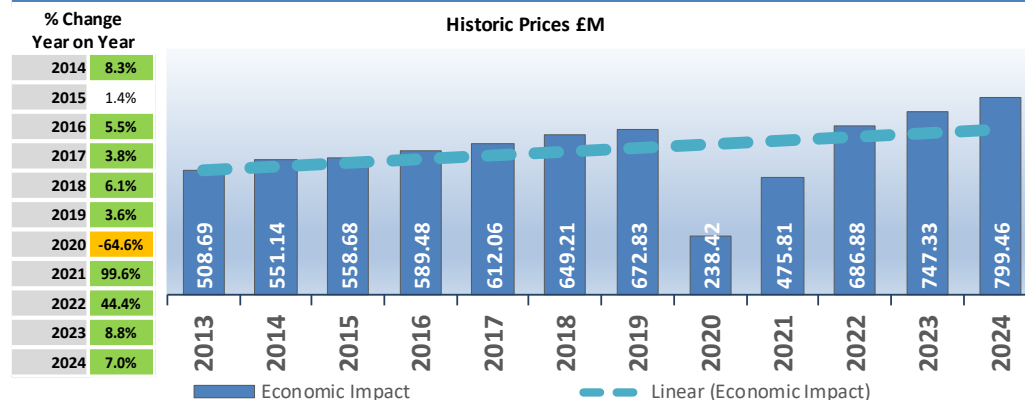


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.8%	5.5%	8.2%	11.8%	16.2%	19.3%	-50.1%	-9.6%	40.2%	62.0%	72.9%
Visitor Numbers		0.8%	1.4%	2.5%	3.3%	3.5%	3.5%	-57.9%	-23.7%	8.1%	10.1%	12.0%
Visitor Days		0.8%	1.4%	2.6%	3.4%	3.5%	3.5%	-57.8%	-24.0%	8.1%	10.2%	12.0%
Direct Employment		-0.3%	-1.0%	-0.6%	0.9%	2.1%	1.1%	-58.1%	-28.2%	5.0%	14.8%	15.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

Economic Impact - Historic Prices - Staying Visitor

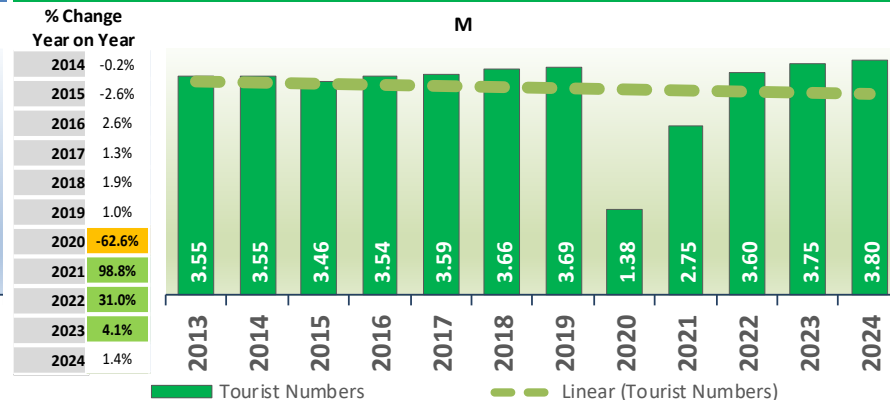


2013 to 2024
Historic Prices

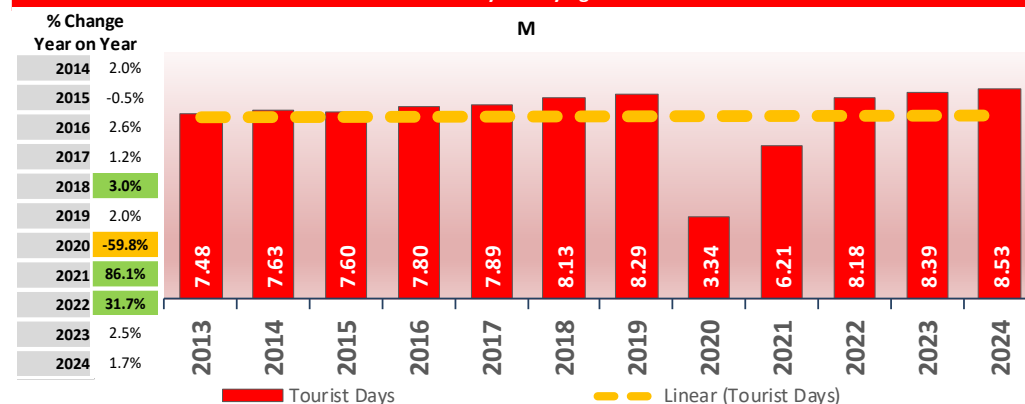
STAYING VISITOR

KEY MEASURES
Historic Prices

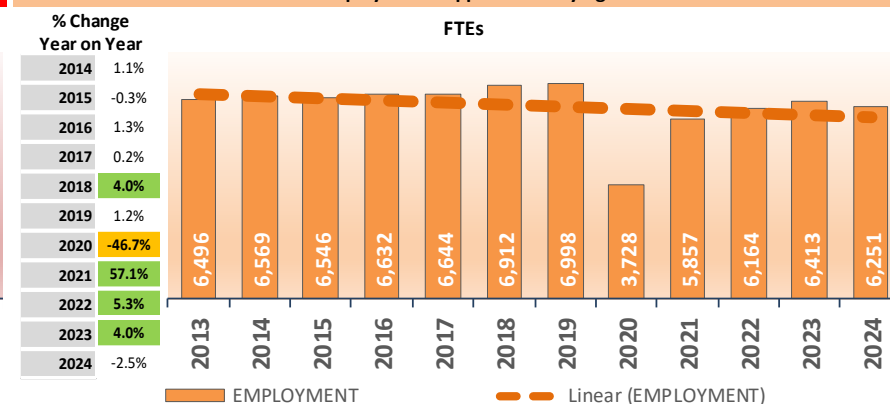
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

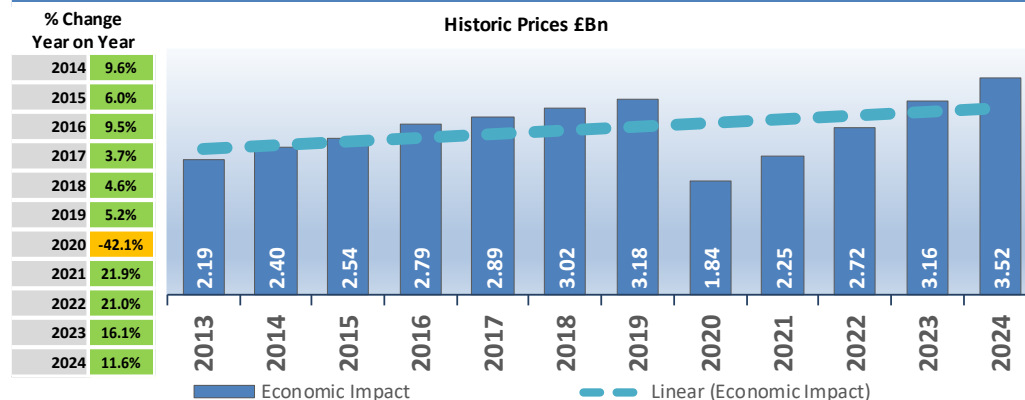


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		8.3%	9.8%	15.9%	20.3%	27.6%	32.3%	-53.1%	-6.5%	35.0%	46.9%	57.2%
Visitor Numbers		-0.2%	-2.8%	-0.3%	1.0%	2.9%	3.9%	-61.1%	-22.7%	1.3%	5.5%	7.0%
Visitor Days		2.0%	1.5%	4.2%	5.5%	8.7%	10.8%	-55.4%	-17.0%	9.4%	12.1%	14.0%
Direct Employment		1.1%	0.8%	2.1%	2.3%	6.4%	7.7%	-42.6%	-9.8%	-5.1%	-1.3%	-3.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
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Economic Impact - Historic Prices - Day Visitor

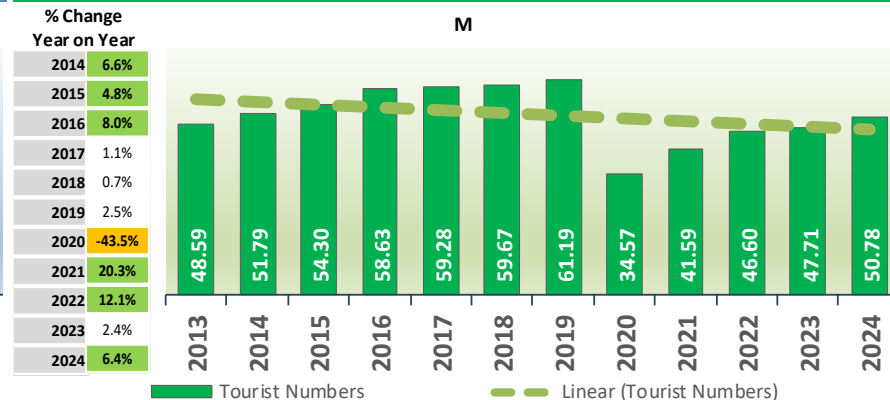


2013 to 2024
Historic Prices

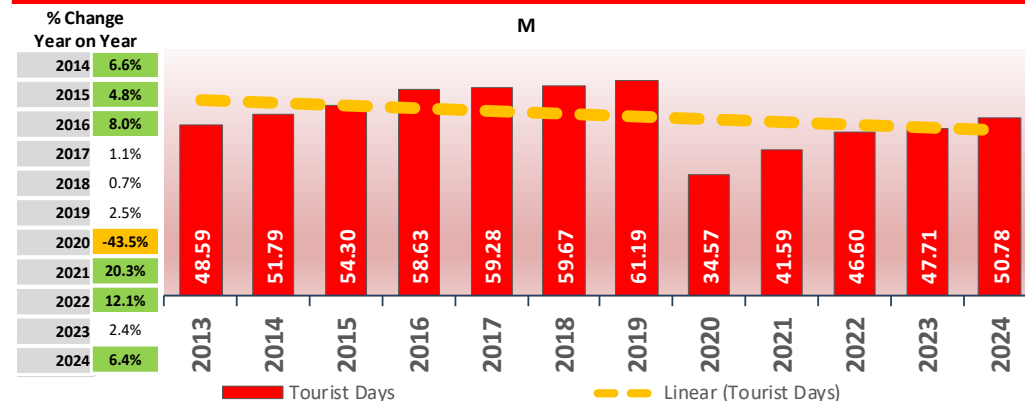
DAY VISITOR

KEY MEASURES
Historic Prices

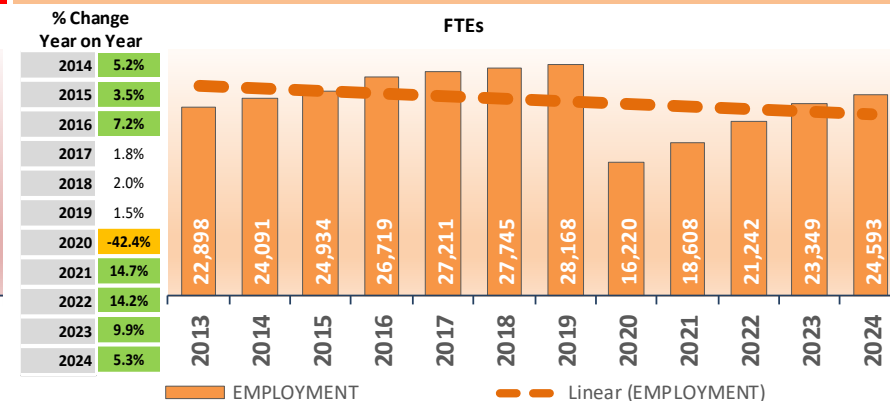
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		9.6%	16.1%	27.1%	31.9%	38.0%	45.1%	-15.9%	2.5%	24.0%	44.0%	60.7%
Visitor Numbers		6.6%	11.7%	20.7%	22.0%	22.8%	25.9%	-28.8%	-14.4%	-4.1%	-1.8%	4.5%
Visitor Days		6.6%	11.7%	20.7%	22.0%	22.8%	25.9%	-28.8%	-14.4%	-4.1%	-1.8%	4.5%
Direct Employment		5.2%	8.9%	16.7%	18.8%	21.2%	23.0%	-29.2%	-18.7%	-7.2%	2.0%	7.4%

"Linear" = Linear Trendline

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

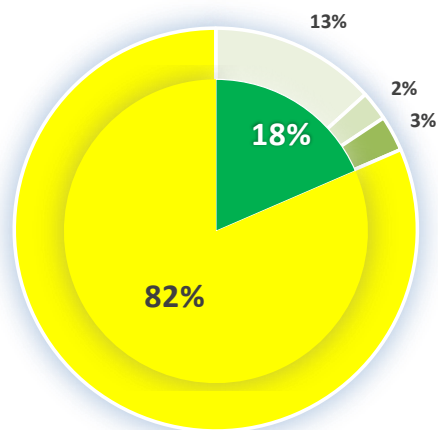
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

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

Visitor Numbers - 2024 - M - Share of Total

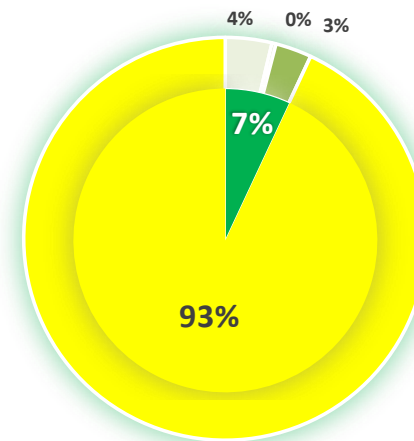
TOTAL
£4,321.78m

	£M
Served	574.79
Non-Served	101.35
SFR	123.32
Staying Visitor	799.46
Day Visitor	3,522.32
Total	4,321.78



TOTAL
54.59m

	M
Served	2.04
Non-Served	0.18
SFR	1.59
Staying Visitor	3.80
Day Visitor	50.78
Total	54.59

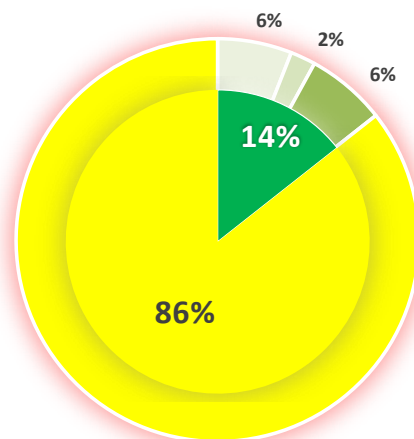


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

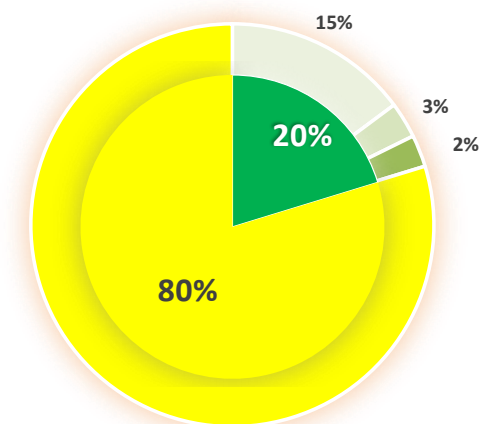
TOTAL
59.31m

	M
Served	3.54
Non-Served	1.20
SFR	3.79
Staying Visitor	8.53
Day Visitor	50.78
Total	59.31



TOTAL
30,844 Direct FTEs
39,473 Total FTEs

	FTEs
Served	4,569
Non-Served	891
SFR	791
Staying Visitor	6,251
Day Visitor	24,593
Total	30,844



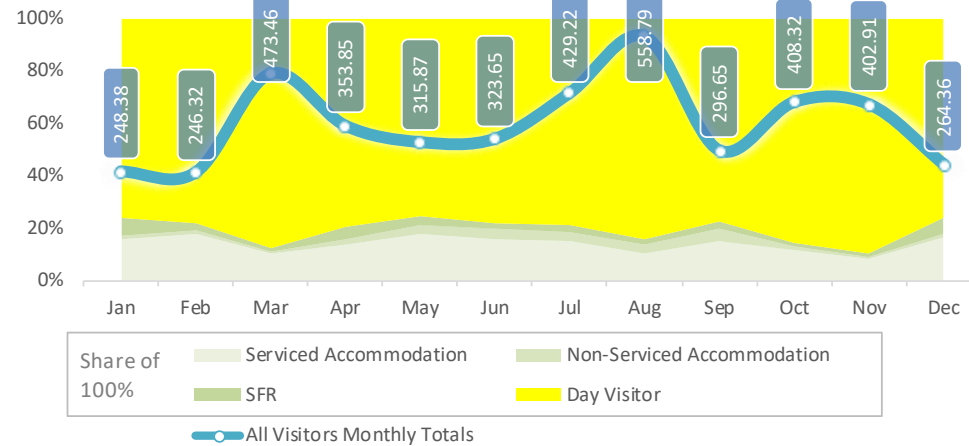
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2024
Historic Prices

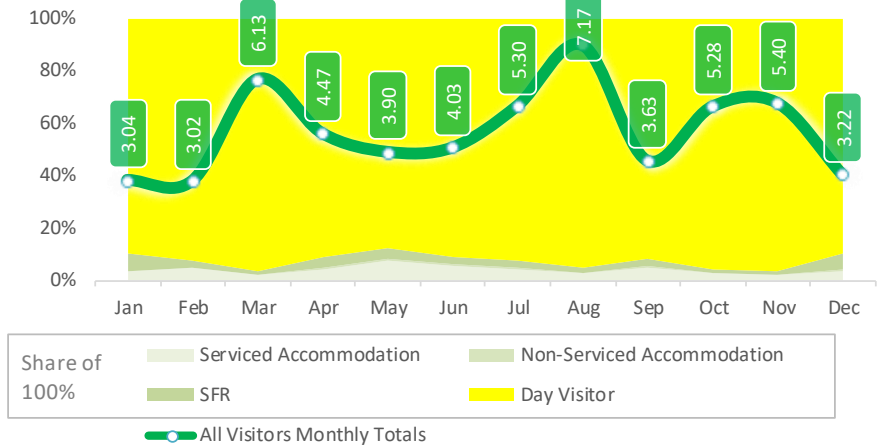
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

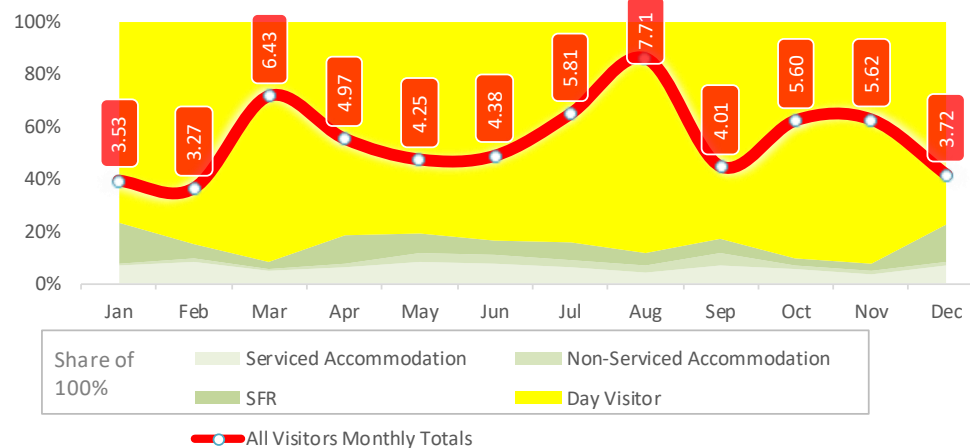
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



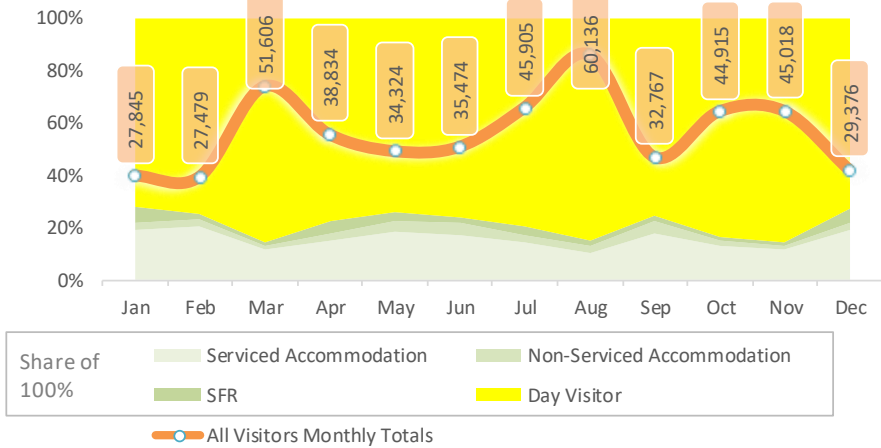
Visitor Numbers - 2024 - M - Distribution of Impact by Month



Visitor Days - 2024 - M - Distribution of Impact by Month

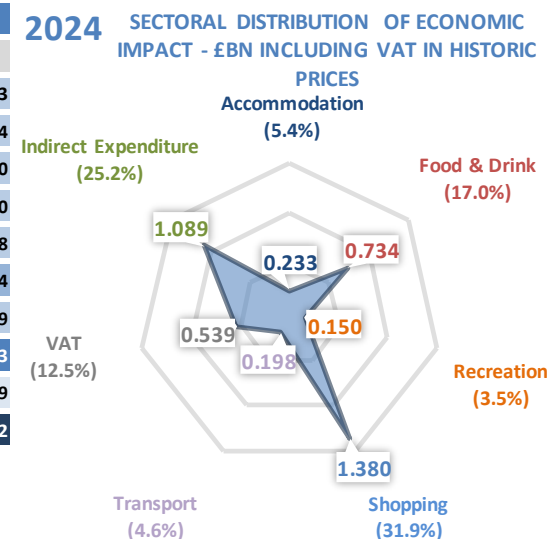


Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month

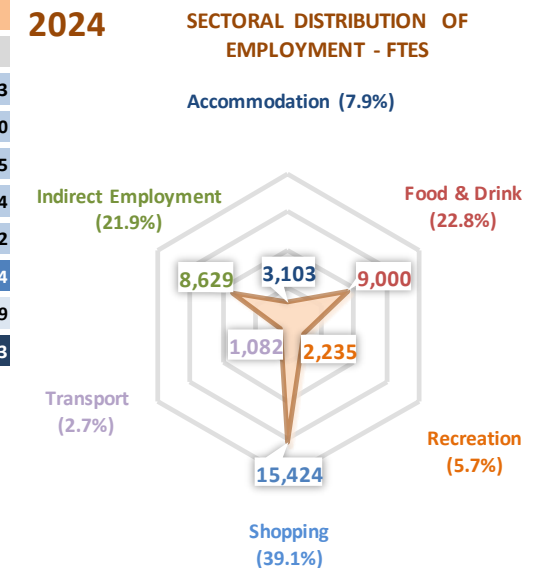


STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024		TOTAL	SECTORAL ANALYSIS
MARKETING CHESHIRE										Historic Prices			Historic Prices

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£Bn	0.169	0.188	0.192	0.205	0.214	0.224	0.228	0.074	0.148	0.218	0.217	0.233
Food & Drink	£Bn	0.450	0.491	0.517	0.562	0.582	0.611	0.643	0.381	0.464	0.568	0.661	0.734
Recreation	£Bn	0.093	0.101	0.107	0.116	0.120	0.126	0.133	0.079	0.096	0.116	0.135	0.150
Shopping	£Bn	0.852	0.930	0.982	1.071	1.111	1.165	1.225	0.695	0.873	1.067	1.241	1.380
Transport	£Bn	0.120	0.131	0.138	0.151	0.157	0.164	0.173	0.094	0.122	0.155	0.179	0.198
Direct Revenue	£Bn	1.684	1.842	1.935	2.104	2.184	2.290	2.402	1.323	1.702	2.124	2.434	2.694
VAT	£Bn	0.337	0.368	0.387	0.421	0.437	0.458	0.480	0.228	0.333	0.425	0.487	0.539
Direct Expenditure	£Bn	2.021	2.210	2.323	2.525	2.620	2.748	2.882	1.551	2.035	2.549	2.921	3.233
Indirect Expenditure	£Bn	0.679	0.742	0.781	0.851	0.882	0.925	0.972	0.530	0.687	0.856	0.982	1.089
TOTAL	£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322

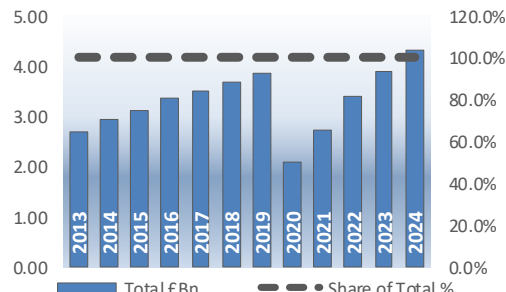


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	3,824	3,863	3,893	3,927	3,898	4,029	4,069	2,542	3,702	3,367	3,282	3,103
Food & Drink	FTEs	8,259	8,648	8,888	9,463	9,630	9,891	10,013	5,756	6,740	7,796	8,597	9,000
Recreation	FTEs	2,072	2,169	2,230	2,373	2,416	2,466	2,505	1,440	1,685	1,935	2,137	2,235
Shopping	FTEs	14,252	14,949	15,411	16,454	16,753	17,089	17,378	9,575	11,549	13,357	14,703	15,424
Transport	FTEs	986	1,031	1,059	1,134	1,158	1,182	1,202	635	789	951	1,042	1,082
Direct Employment	FTEs	29,394	30,661	31,480	33,351	33,855	34,657	35,167	19,948	24,464	27,406	29,762	30,844
Indirect Employment	FTEs	8,048	8,450	8,684	9,264	9,430	9,631	9,771	5,294	6,459	7,592	8,244	8,629
TOTAL	FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473



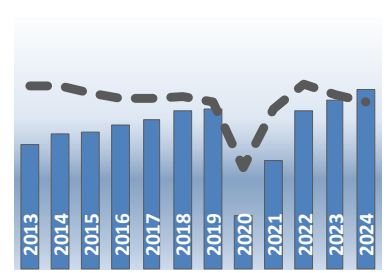
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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 £Bn - 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 2013 to 2024		63.1%	60.3%	89.8%	49.5%	44.6%	24.2%	55.4%	60.7%	49.0%	80.8%	74.2%	77.6%	60.1%	Annual Change	74.3%	38.8%	56.1%	77.5%	
% Change 2023 to 2024		8.4%	3.5%	21.0%	0.5%	11.0%	9.0%	18.0%	16.9%	1.1%	9.8%	10.4%	10.6%	10.7%		12.8%	6.4%	13.2%	10.2%	
Average Annual Change		5.7%	5.5%	8.2%	4.5%	4.1%	2.2%	5.0%	5.5%	4.5%	7.3%	6.7%	7.1%	5.5%		6.8%	3.5%	5.1%	7.0%	
2013	£Bn	0.152	0.154	0.249	0.237	0.218	0.261	0.276	0.348	0.199	0.226	0.231	0.149	2.700			0.555	0.716	0.823	0.606
2014	£Bn	0.166	0.157	0.289	0.278	0.226	0.258	0.291	0.347	0.236	0.272	0.267	0.167	2.952	9.3%	0.612	0.763	0.873	0.705	
2015	£Bn	0.171	0.174	0.292	0.294	0.240	0.251	0.307	0.405	0.243	0.303	0.245	0.180	3.104	5.1%	0.636	0.784	0.955	0.728	
2016	£Bn	0.185	0.201	0.347	0.297	0.255	0.274	0.331	0.419	0.270	0.323	0.277	0.197	3.376	8.8%	0.733	0.826	1.019	0.798	
2017	£Bn	0.199	0.200	0.345	0.352	0.263	0.276	0.346	0.432	0.258	0.328	0.312	0.192	3.503	3.8%	0.743	0.891	1.036	0.832	
2018	£Bn	0.212	0.213	0.356	0.368	0.278	0.293	0.362	0.448	0.271	0.346	0.326	0.200	3.673	4.9%	0.781	0.938	1.081	0.872	
2019	£Bn	0.230	0.236	0.380	0.388	0.288	0.300	0.374	0.474	0.284	0.349	0.339	0.212	3.854	4.9%	0.846	0.976	1.132	0.900	
2020	£Bn	0.234	0.222	0.214	0.013	0.015	0.088	0.250	0.349	0.228	0.244	0.075	0.149	2.081	-46.0%	0.670	0.115	0.827	0.469	
2021	£Bn	0.058	0.044	0.072	0.162	0.183	0.263	0.271	0.484	0.277	0.348	0.339	0.222	2.722	30.8%	0.174	0.608	1.032	0.908	
2022	£Bn	0.193	0.182	0.339	0.318	0.245	0.270	0.318	0.421	0.249	0.338	0.326	0.206	3.405	25.1%	0.715	0.833	0.988	0.870	
2023	£Bn	0.229	0.238	0.391	0.352	0.284	0.297	0.364	0.478	0.293	0.372	0.365	0.239	3.903	14.6%	0.858	0.934	1.135	0.976	
2024	£Bn	0.248	0.246	0.473	0.354	0.316	0.324	0.429	0.559	0.297	0.408	0.403	0.264	4.322	10.7%	0.968	0.993	1.285	1.076	
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£Bn Economic Impact by Year and Share of Total						
Total		£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322						
All Visitor Types		£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

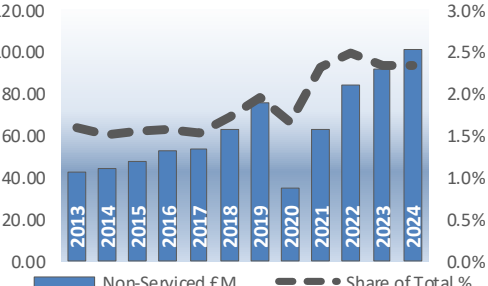
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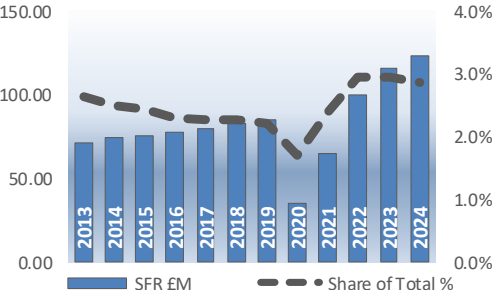
Report Prepared by: Saleem Landi, Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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						
% Change 2013 to 2024		59.9%	50.6%	42.2%	44.2%	48.4%	41.8%	50.5%	47.7%	34.7%	42.5%	44.8%	43.2%	45.7%	Annual Change	49.9%	44.9%	45.0%	43.3%
% Change 2023 to 2024		4.7%	8.9%	8.7%	4.9%	8.8%	6.2%	2.6%	6.5%	4.6%	7.3%	10.5%	5.3%	6.4%		7.5%	6.7%	4.5%	7.4%
Average Annual Change		5.4%	4.6%	3.8%	4.0%	4.4%	3.8%	4.6%	4.3%	3.2%	3.9%	4.1%	3.9%	4.2%		4.5%	4.1%	4.1%	3.9%
2013	£M	24.06	29.07	34.11	33.06	37.85	36.13	42.61	39.31	33.25	33.27	22.17	29.61	394.52		87.25	107.05	115.17	85.06
2014	£M	26.15	31.70	38.56	37.14	42.56	38.20	49.50	43.59	35.82	34.81	23.16	31.55	432.75	9.7%	96.41	117.90	128.92	89.53
2015	£M	27.80	33.39	37.17	36.13	43.32	38.13	49.17	44.79	35.58	35.93	23.43	30.61	435.44	0.6%	98.35	117.58	129.54	89.97
2016	£M	30.34	34.44	38.17	38.63	45.27	41.07	52.70	45.48	37.64	37.81	24.91	33.06	459.51	5.5%	102.95	124.96	135.82	95.78
2017	£M	31.81	35.57	39.94	40.51	47.14	41.89	55.01	48.12	38.89	39.10	25.72	35.16	478.87	4.2%	107.33	129.55	142.02	99.97
2018	£M	33.17	36.64	41.22	41.02	47.99	44.66	60.62	53.63	39.85	41.42	26.82	36.26	503.30	5.1%	111.03	133.67	154.10	104.50
2019	£M	34.16	37.50	41.65	41.67	49.10	45.90	61.65	54.48	40.12	42.00	27.73	36.34	512.30	1.8%	113.31	136.68	156.25	106.07
2020	£M	24.94	30.46	16.80	1.493	2.899	3.084	17.97	26.36	19.18	13.99	2.467	8.503	168.15	-67.2%	72.19	7.476	63.52	24.96
2021	£M	14.35	16.68	20.01	19.50	28.09	32.74	48.60	47.18	34.06	36.11	22.60	28.46	348.36	107.2%	51.03	80.32	129.84	87.17
2022	£M	28.75	36.13	41.39	42.32	48.26	45.25	59.80	51.98	40.07	42.92	27.83	37.70	502.41	44.2%	106.27	135.84	151.85	108.45
2023	£M	36.76	40.20	44.65	45.48	51.63	48.28	62.48	54.50	42.83	44.18	29.04	40.28	540.31	7.5%	121.61	145.39	159.81	113.50
2024	£M	38.47	43.78	48.52	47.69	56.19	51.25	64.13	58.05	44.79	47.42	32.10	42.41	574.79	6.4%	130.77	155.12	166.98	121.93
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Serviced	£M	394.52	432.75	435.44	459.51	478.87	503.30	512.30	168.15	348.36	502.41	540.31	574.79						
All Visitor Types	£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322						
Share of Total	%	14.6%	14.7%	14.0%	13.6%	13.7%	13.7%	13.3%	8.1%	12.8%	14.8%	13.8%	13.3%						
Annual Change in Share	%		0.3%	-4.3%	-3.0%	0.4%	0.2%	-3.0%	-39.2%	58.4%	15.3%	-6.2%	-3.9%						
Change in Share from 2013	%		0.3%	-4.0%	-6.8%	-6.4%	-6.2%	-9.0%	-44.7%	-12.4%	1.0%	-5.2%	-9.0%						
Avg Ann. Change in Share	%		0.3%	-2.0%	-2.3%	-1.6%	-1.2%	-1.5%	-6.4%	-1.5%	0.1%	-0.5%	-0.8%						

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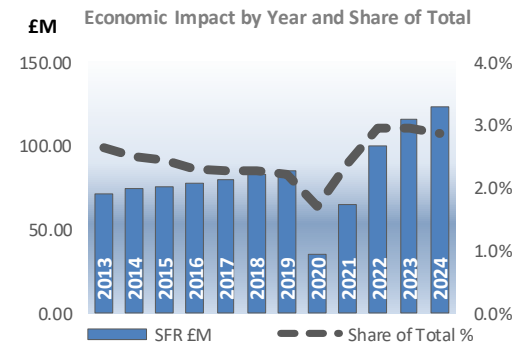
Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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 2013 to 2024		89.7%	70.3%	120.2%	114.1%	125.7%	144.0%	135.1%	165.8%	176.2%	123.2%	131.7%	137.1%	136.5%	Annual Change	93.3%	129.9%	158.7%	129.6%
% Change 2023 to 2024		2.3%	8.2%	13.1%	0.9%	-0.5%	14.4%	22.2%	17.4%	9.3%	6.3%	14.9%	3.8%	10.8%		8.3%	5.7%	16.1%	7.9%
Average Annual Change		8.2%	6.4%	10.9%	10.4%	11.4%	13.1%	12.3%	15.1%	16.0%	11.2%	12.0%	12.5%	12.4%		8.5%	11.8%	14.4%	11.8%
2013	£M	1.678	2.189	2.092	3.313	4.334	5.031	5.743	6.633	5.106	2.860	1.949	1.918	42.85		5.958	12.68	17.48	6.727
2014	£M	1.716	2.217	2.121	3.388	4.342	5.041	5.945	7.041	5.430	3.044	2.049	2.004	44.34	3.5%	6.054	12.77	18.42	7.097
2015	£M	1.907	2.447	2.286	3.626	4.694	5.425	6.326	7.546	5.870	3.339	2.287	2.243	48.00	8.3%	6.640	13.74	19.74	7.869
2016	£M	2.156	2.745	2.576	4.002	5.097	5.885	6.888	8.248	6.423	3.744	2.538	2.494	52.79	10.0%	7.476	14.98	21.56	8.775
2017	£M	2.119	2.685	2.506	4.108	5.047	5.821	7.250	8.840	6.477	3.678	2.450	2.438	53.42	1.2%	7.311	14.98	22.57	8.566
2018	£M	2.339	2.934	2.783	4.452	6.312	7.544	8.272	10.84	7.911	4.091	2.798	2.758	63.04	18.0%	8.056	18.31	27.03	9.647
2019	£M	3.148	3.676	3.436	5.745	7.362	8.503	10.20	12.59	8.745	4.749	3.689	3.622	75.47	19.7%	10.26	21.61	31.54	12.06
2020	£M	3.022	2.592	1.677	0.081	0.172	0.261	5.897	8.683	7.576	2.914	0.134	1.672	34.68	-54.0%	7.292	0.514	22.16	4.720
2021	£M	0.498	0.575	0.592	2.396	5.844	8.733	9.420	12.19	10.79	5.452	3.363	3.110	62.96	81.5%	1.664	16.97	32.40	11.93
2022	£M	3.265	3.172	4.095	5.792	8.344	9.980	11.38	14.52	10.86	4.911	3.603	4.526	84.45	34.1%	10.53	24.12	36.77	13.04
2023	£M	3.110	3.444	4.075	7.024	9.830	10.73	11.05	15.02	12.90	6.007	3.932	4.379	91.49	8.3%	10.63	27.58	38.96	14.32
2024	£M	3.183	3.727	4.607	7.091	9.782	12.27	13.50	17.63	14.10	6.384	4.517	4.546	101.35	10.8%	11.52	29.15	45.24	15.45
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	42.85	44.34	48.00	52.79	53.42	63.04	75.47	34.68	62.96	84.45	91.49	101.35						
All Visitor Types	£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322						
Share of Total	%	1.6%	1.5%	1.5%	1.6%	1.5%	1.7%	2.0%	1.7%	2.3%	2.5%	2.3%	2.3%						
Annual Change in Share	%		-5.3%	3.0%	1.1%	-2.5%	12.5%	14.1%	-14.9%	38.8%	7.2%	-5.5%	0.0%						
Change in Share from 2013	%		-5.3%	-2.5%	-1.4%	-3.9%	8.2%	23.4%	5.0%	45.8%	56.3%	47.7%	47.8%						
Avg Ann. Change in Share	%		-5.3%	-1.3%	-0.5%	-1.0%	1.6%	3.9%	0.7%	5.7%	6.3%	4.8%	4.3%						
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STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		76.6%	69.7%	66.7%	71.4%	73.8%	73.0%	73.2%	76.7%	74.8%	71.1%	70.6%	70.7%		72.9%	73.2%	72.5%	74.9%	70.8%	
% Change 2023 to 2024		6.2%	6.5%	7.1%	6.1%	6.9%	7.8%	6.7%	7.8%	6.8%	7.0%	8.1%	6.0%		6.7%	6.5%	6.7%	7.1%	6.6%	
Average Annual Change		7.0%	6.3%	6.1%	6.5%	6.7%	6.6%	6.7%	7.0%	6.8%	6.5%	6.4%	6.4%		6.6%	6.7%	6.6%	6.8%	6.4%	
2013	£M	9.766	3.210	3.289	9.716	6.416	4.485	7.508	6.920	3.952	3.471	2.946	9.649		71.33	16.27	20.62	18.38	16.07	
2014	£M	10.13	3.321	3.440	10.17	6.690	4.591	7.907	7.191	4.087	3.556	3.023	9.944	74.05	3.8%	16.89	21.45	19.18	16.52	
2015	£M	10.46	3.431	3.445	10.21	6.819	4.653	7.998	7.358	4.152	3.641	3.076	10.00	75.24	1.6%	17.34	21.68	19.51	16.72	
2016	£M	10.83	3.487	3.491	10.49	6.959	4.792	8.226	7.472	4.260	3.727	3.149	10.30	77.17	2.6%	17.80	22.24	19.96	17.17	
2017	£M	11.21	3.591	3.602	10.87	7.177	4.910	8.504	7.765	4.384	3.846	3.239	10.68	79.77	3.4%	18.40	22.95	20.65	17.76	
2018	£M	11.63	3.703	3.722	11.17	7.460	5.187	8.817	8.159	4.579	4.020	3.361	11.07	82.88	3.9%	19.05	23.82	21.56	18.45	
2019	£M	11.96	3.789	3.787	11.52	7.673	5.329	9.072	8.380	4.674	4.106	3.465	11.31	85.06	2.6%	19.53	24.52	22.13	18.88	
2020	£M	10.81	3.545	1.863	0.419	0.452	0.354	3.830	5.324	3.197	1.856	0.320	3.626	35.59	-58.2%	16.22	1.226	12.35	5.802	
2021	£M	5.208	1.728	1.899	5.946	5.375	4.754	8.418	8.422	5.003	4.234	3.270	10.23	64.49	81.2%	8.836	16.07	21.84	17.74	
2022	£M	13.36	4.364	4.483	13.56	9.048	6.327	10.77	9.988	5.615	4.837	4.070	13.60	100.02	55.1%	22.21	28.93	26.38	22.51	
2023	£M	16.24	5.116	5.118	15.69	10.43	7.198	12.19	11.34	6.468	5.549	4.652	15.53	115.53	15.5%	26.47	33.32	30.00	25.73	
2024	£M	17.25	5.446	5.484	16.65	11.15	7.757	13.01	12.23	6.909	5.940	5.026	16.47	123.32	6.7%	28.18	35.56	32.14	27.43	
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total					
SFR		£M	71.33	74.05	75.24	77.17	79.77	82.88	85.06	35.59	64.49	100.02	115.53	123.32						
All Visitor Types		£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322						
Share of Total		%	2.6%	2.5%	2.4%	2.3%	2.3%	2.3%	2.2%	1.7%	2.4%	2.9%	3.0%	2.9%						
Annual Change in Share		%		-5.0%	-3.3%	-5.7%	-0.4%	-0.9%	-2.2%	-22.5%	38.6%	24.0%	0.8%	-3.6%						
Change in Share from 2013		%		-5.0%	-8.2%	-13.5%	-13.8%	-14.6%	-16.4%	-35.3%	-10.3%	11.2%	12.1%	8.0%						
Avg Ann. Change in Share		%		-5.0%	-4.1%	-4.5%	-3.4%	-2.9%	-2.7%	-5.0%	-1.3%	1.2%	1.2%	0.7%						

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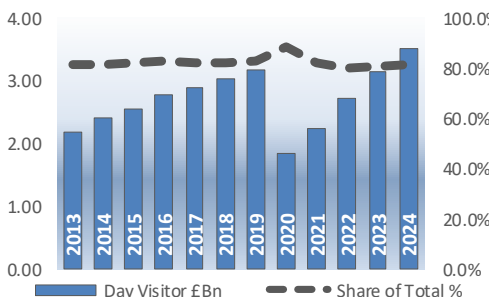
Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025



STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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				
% Change 2013 to 2024		65.9%	53.6%	48.4%	55.0%	58.7%	56.1%	62.3%	66.3%	55.5%	50.9%	53.9%	54.0%	57.2%	Annual Change	55.7%	56.6%	61.8%	52.8%
% Change 2023 to 2024		5.0%	8.6%	8.9%	4.7%	7.3%	7.7%	5.7%	8.7%	5.8%	7.2%	10.7%	5.4%	7.0%		7.4%	6.6%	6.8%	7.3%
Average Annual Change		6.0%	4.9%	4.4%	5.0%	5.3%	5.1%	5.7%	6.0%	5.0%	4.6%	4.9%	4.9%	5.2%		5.1%	5.1%	5.6%	4.8%
2013	£M	35.51	34.47	39.50	46.09	48.60	45.65	55.86	52.86	42.31	39.60	27.06	41.18	508.69		109.47	140.34	151.03	107.85
2014	£M	37.99	37.24	44.12	50.69	53.59	47.84	63.35	57.82	45.34	41.41	28.23	43.50	551.14		8.3%	119.35	152.12	166.52
2015	£M	40.17	39.27	42.90	49.97	54.83	48.20	63.50	59.70	45.60	42.91	28.80	42.85	558.68	1.4%	122.33	153.00	168.79	114.55
2016	£M	43.32	40.68	44.23	53.11	57.32	51.75	67.82	61.20	48.32	45.28	30.59	45.85	589.48	5.5%	128.23	162.18	177.34	121.73
2017	£M	45.14	41.85	46.05	55.49	59.37	52.63	70.76	64.72	49.75	46.62	31.41	48.27	612.06	3.8%	133.04	167.48	185.24	126.30
2018	£M	47.14	43.27	47.73	56.64	61.76	57.39	77.71	72.63	52.34	49.53	32.98	50.08	649.21	6.1%	138.14	175.79	202.68	132.59
2019	£M	49.26	44.96	48.87	58.94	64.14	59.74	80.93	75.45	53.54	50.85	34.89	51.27	672.83	3.6%	143.10	182.81	209.91	137.01
2020	£M	38.77	36.59	20.34	1.993	3.523	3.699	27.70	40.37	29.96	18.76	2.921	13.80	238.42	-64.6%	95.70	9.216	98.02	35.48
2021	£M	20.05	18.98	22.50	27.84	39.30	46.23	66.43	67.79	49.86	45.79	29.23	41.80	475.81	99.6%	61.53	113.37	184.08	116.83
2022	£M	45.38	43.67	49.96	61.67	65.66	61.56	81.96	76.49	56.54	52.67	35.51	55.83	686.88	44.4%	139.01	188.88	214.99	144.00
2023	£M	56.11	48.76	53.84	68.20	71.89	66.20	85.72	80.86	62.20	55.74	37.62	60.19	747.33	8.8%	158.71	206.29	228.78	153.55
2024	£M	58.90	52.95	58.61	71.43	77.12	71.28	90.64	87.91	65.80	59.75	41.64	63.42	799.46	7.0%	170.46	219.83	244.36	164.80
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Staying Visitor	£M	508.69	551.14	558.68	589.48	612.06	649.21	672.83	238.42	475.81	686.88	747.33	799.46	Staying Visitor £M Share of Total %					
All Visitor Types	£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322						
Share of Total	%	18.8%	18.7%	18.0%	17.5%	17.5%	17.7%	17.5%	11.5%	17.5%	20.2%	19.1%	18.5%						
Annual Change in Share	%		-0.9%	-3.6%	-3.0%	0.1%	1.1%	-1.2%	-34.4%	52.6%	15.4%	-5.1%	-3.4%						
Change in Share from 2013	%		-0.9%	-4.5%	-7.3%	-7.2%	-6.2%	-7.3%	-39.2%	-7.2%	7.1%	1.6%	-1.8%						
Avg Ann. Change in Share	%		-0.9%	-2.2%	-2.4%	-1.8%	-1.2%	-1.2%	-5.6%	-0.9%	0.8%	0.2%	-0.2%						

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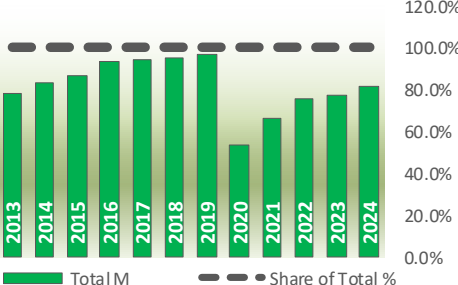
STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £Bn - 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					
% Change 2013 to 2024		62.2%	62.2%	97.6%	48.2%	40.5%	17.4%	53.7%	59.7%	47.3%	87.2%	76.8%	86.7%	60.7%	Annual Change	78.8%	34.4%	54.8%	82.9%	
% Change 2023 to 2024		9.6%	2.2%	22.9%	-0.6%	12.3%	9.4%	21.8%	18.6%	-0.1%	10.3%	10.4%	12.3%	11.6%		14.0%	6.4%	14.8%	10.8%	
Average Annual Change		5.7%	5.7%	8.9%	4.4%	3.7%	1.6%	4.9%	5.4%	4.3%	7.9%	7.0%	7.9%	5.5%		7.2%	3.1%	5.0%	7.5%	
2013	£Bn	0.117	0.119	0.210	0.191	0.170	0.215	0.220	0.295	0.157	0.186	0.204	0.108	2.191		0.446	0.575	0.672	0.498	
2014	£Bn	0.128	0.120	0.245	0.228	0.173	0.210	0.227	0.289	0.190	0.230	0.238	0.123	2.401		9.6%	0.492	0.611	0.706	0.592
2015	£Bn	0.131	0.134	0.249	0.244	0.185	0.202	0.244	0.345	0.198	0.260	0.217	0.137	2.545	6.0%	0.514	0.631	0.787	0.613	
2016	£Bn	0.141	0.160	0.303	0.244	0.198	0.222	0.263	0.357	0.221	0.278	0.247	0.151	2.786	9.5%	0.605	0.664	0.842	0.676	
2017	£Bn	0.154	0.158	0.299	0.297	0.204	0.223	0.275	0.367	0.209	0.282	0.281	0.143	2.891	3.7%	0.610	0.723	0.851	0.706	
2018	£Bn	0.165	0.170	0.308	0.311	0.216	0.236	0.284	0.376	0.219	0.297	0.293	0.150	3.024	4.6%	0.643	0.762	0.879	0.740	
2019	£Bn	0.181	0.191	0.331	0.329	0.223	0.241	0.293	0.398	0.230	0.298	0.304	0.161	3.181	5.2%	0.703	0.793	0.922	0.763	
2020	£Bn	0.195	0.185	0.194	0.011	0.011	0.084	0.223	0.309	0.198	0.226	0.072	0.135	1.843	-42.1%	0.574	0.106	0.729	0.433	
2021	£Bn	0.038	0.025	0.049	0.134	0.143	0.217	0.205	0.416	0.227	0.302	0.309	0.180	2.246	21.9%	0.112	0.494	0.848	0.792	
2022	£Bn	0.148	0.139	0.289	0.256	0.180	0.209	0.236	0.344	0.192	0.285	0.290	0.150	2.718	21.0%	0.576	0.644	0.773	0.726	
2023	£Bn	0.173	0.189	0.338	0.284	0.213	0.231	0.278	0.397	0.231	0.316	0.327	0.179	3.155	16.1%	0.700	0.727	0.906	0.822	
2024	£Bn	0.189	0.193	0.415	0.282	0.239	0.252	0.339	0.471	0.231	0.349	0.361	0.201	3.522	11.6%	0.798	0.774	1.040	0.911	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£Bn Economic Impact by Year and Share of Total						
Day Visitor		£Bn	2.191	2.401	2.545	2.786	2.891	3.024	3.181	1.843	2.246	2.718	3.155	3.522						
All Visitor Types		£Bn	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322						
Share of Total		%	81.2%	81.3%	82.0%	82.5%	82.5%	82.3%	82.5%	88.5%	82.5%	79.8%	80.9%	81.5%						
Annual Change in Share		%		0.2%	0.8%	0.7%	0.0%	-0.2%	0.3%	7.3%	-6.8%	-3.3%	1.3%	0.8%						
Change in Share from 2013		%		0.2%	1.0%	1.7%	1.7%	1.4%	1.7%	9.1%	1.7%	-1.6%	-0.4%	0.4%						
Avg Ann. Change in Share		%		0.2%	0.5%	0.6%	0.4%	0.3%	0.3%	1.3%	0.2%	-0.2%	0.0%	0.0%						

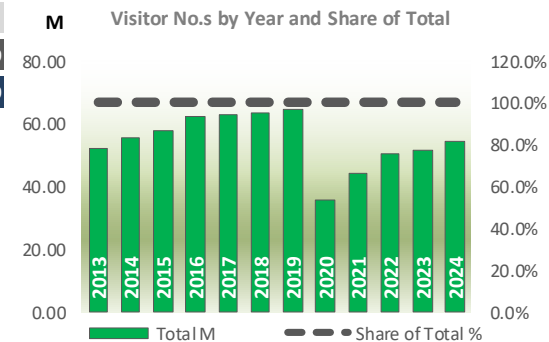
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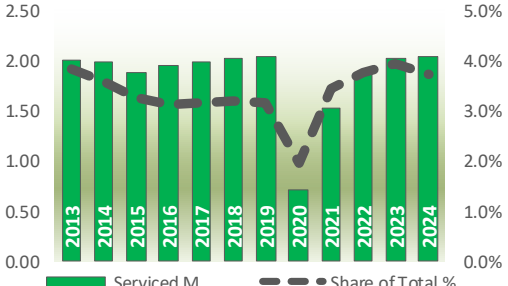
Report Prepared by: Saleem Landi, Date of Issue: 02/07/25

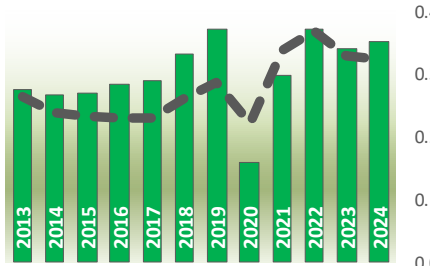
Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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	Annual Change		Q1	Q2	Q3	Q4		
% Change 2013 to 2024		6.2%	5.4%	26.2%	-2.4%	-6.3%	-21.3%	1.1%	4.5%	-3.8%	20.3%	14.0%	19.4%			4.7%	15.2%	-10.5%	1.4%	17.6%	
% Change 2023 to 2024		4.1%	-2.2%	16.4%	-4.8%	6.5%	3.9%	15.1%	12.5%	-4.3%	5.0%	5.2%	6.6%			6.1%	8.1%	1.3%	9.0%	5.4%	
Average Annual Change		0.6%	0.5%	2.4%	-0.2%	-0.6%	-1.9%	0.1%	0.4%	-0.3%	1.8%	1.3%	1.8%			0.4%	1.4%	-1.0%	0.1%	1.6%	
2013	M	2.865	2.862	4.853	4.578	4.162	5.119	5.246	6.862	3.776	4.391	4.737	2.694	52.14		10.58	13.86	15.88	11.82		
2014	M	3.032	2.805	5.468	5.279	4.159	4.897	5.260	6.546	4.380	5.221	5.337	2.958	55.34		6.1%	11.30	14.33	16.19	13.52	
2015	M	3.074	3.077	5.463	5.564	4.372	4.674	5.559	7.688	4.483	5.786	4.805	3.206	57.75		4.4%	11.61	14.61	17.73	13.80	
2016	M	3.269	3.583	6.517	5.519	4.591	5.032	5.913	7.854	4.945	6.099	5.380	3.475	62.18		7.7%	13.37	15.14	18.71	14.95	
2017	M	3.445	3.454	6.278	6.471	4.605	4.942	6.027	7.870	4.565	6.029	5.945	3.235	62.87		1.1%	13.18	16.02	18.46	15.21	
2018	M	3.554	3.574	6.236	6.519	4.692	5.038	5.995	7.768	4.615	6.109	5.965	3.263	63.33		0.7%	13.36	16.25	18.38	15.34	
2019	M	3.784	3.900	6.511	6.717	4.741	5.025	6.042	8.026	4.726	5.985	6.038	3.387	64.88		2.5%	14.20	16.48	18.79	15.41	
2020	M	3.921	3.681	3.693	0.221	0.236	1.619	4.331	6.007	3.892	4.347	1.383	2.625	35.96		-44.6%	11.30	2.077	14.23	8.354	
2021	M	0.835	0.566	1.012	2.671	2.938	4.341	4.132	8.047	4.482	5.829	5.891	3.591	44.33		23.3%	2.414	9.951	16.66	15.31	
2022	M	2.814	2.586	5.103	4.770	3.510	3.952	4.439	6.262	3.586	5.139	5.158	2.879	50.20		13.2%	10.50	12.23	14.29	13.18	
2023	M	2.924	3.082	5.261	4.696	3.664	3.876	4.606	6.374	3.796	5.030	5.132	3.016	51.46		2.5%	11.27	12.24	14.78	13.18	
2024	M	3.042	3.016	6.125	4.470	3.901	4.029	5.301	7.170	3.634	5.282	5.400	3.215	54.59		6.1%	12.18	12.40	16.10	13.90	
VISITOR NUMBERS														TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total							
Total	M	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59								
All Visitor Types	M	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59								
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share	%																				
Change in Share from 2013	%																				
Avg Ann. Change in Share	%																				
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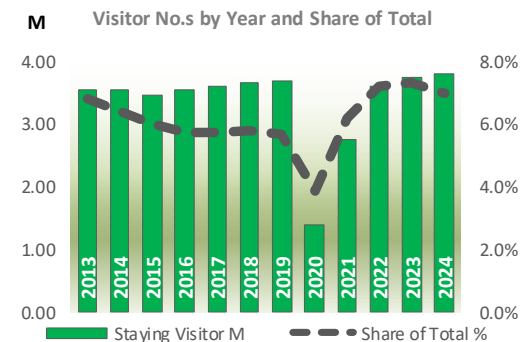
STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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 2013 to 2024		12.9%	1.1%	-11.4%	17.8%	15.1%	7.1%	3.9%	-0.2%	-12.8%	-9.9%	0.4%	-5.5%	2.0%	Annual Change	-1.2%	13.1%	-3.0%	-5.6%	
% Change 2023 to 2024		2.2%	2.9%	2.7%	-0.7%	3.0%	0.5%	-2.6%	1.9%	-1.1%	1.8%	4.8%	-0.5%	1.0%		2.6%	1.1%	-0.7%	1.9%	
Average Annual Change		1.2%	0.1%	-1.0%	1.6%	1.4%	0.6%	0.4%	0.0%	-1.2%	-0.9%	0.0%	-0.5%	0.2%		-0.1%	1.2%	-0.3%	-0.5%	
2013	M	0.088	0.142	0.154	0.167	0.254	0.214	0.208	0.191	0.199	0.153	0.107	0.122	1.999	-0.6%	0.384	0.635	0.598	0.382	
2014	M	0.088	0.140	0.157	0.181	0.280	0.222	0.198	0.175	0.180	0.146	0.101	0.119	1.987		0.384	0.683	0.553	0.366	
2015	M	0.089	0.129	0.127	0.166	0.275	0.214	0.201	0.181	0.166	0.135	0.096	0.105	1.883		-5.2%	0.345	0.655	0.548	0.335
2016	M	0.094	0.133	0.127	0.192	0.275	0.217	0.215	0.178	0.174	0.132	0.101	0.110	1.949		3.5%	0.353	0.685	0.567	0.343
2017	M	0.095	0.134	0.130	0.197	0.282	0.217	0.219	0.184	0.176	0.133	0.101	0.113	1.981		1.6%	0.359	0.696	0.579	0.347
2018	M	0.099	0.137	0.133	0.197	0.284	0.228	0.221	0.189	0.178	0.140	0.104	0.116	2.026		2.3%	0.368	0.709	0.588	0.360
2019	M	0.100	0.139	0.133	0.197	0.288	0.232	0.223	0.190	0.177	0.140	0.106	0.115	2.041		0.7%	0.371	0.718	0.591	0.361
2020	M	0.085	0.131	0.063	0.008	0.020	0.018	0.076	0.108	0.099	0.055	0.011	0.031	0.706		-65.4%	0.279	0.046	0.284	0.097
2021	M	0.046	0.068	0.071	0.102	0.181	0.182	0.193	0.182	0.165	0.132	0.095	0.099	1.517		115.0%	0.185	0.465	0.540	0.326
2022	M	0.077	0.125	0.124	0.185	0.266	0.214	0.211	0.178	0.164	0.132	0.099	0.109	1.883		24.2%	0.326	0.665	0.553	0.339
2023	M	0.098	0.139	0.133	0.198	0.284	0.228	0.221	0.187	0.176	0.135	0.102	0.116	2.018	7.2%	0.370	0.710	0.584	0.354	
2024	M	0.100	0.143	0.137	0.196	0.293	0.230	0.216	0.191	0.174	0.138	0.107	0.116	2.039	1.0%	0.380	0.719	0.580	0.361	
VISITOR NUMBERS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor No.s by Year and Share of Total					
Serviced	M	1.999	1.987	1.883	1.949	1.981	2.026	2.041	0.706	1.517	1.883	2.018	2.039	2.50						
All Visitor Types	M	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	2.00						
Share of Total	%	3.8%	3.6%	3.3%	3.1%	3.2%	3.2%	3.1%	2.0%	3.4%	3.8%	3.9%	3.7%	1.50						
Annual Change in Share	%		-6.4%	-9.2%	-3.9%	0.5%	1.5%	-1.7%	-37.6%	74.4%	9.7%	4.5%	-4.8%	1.00						
Change in Share from 2013	%		-6.4%	-15.0%	-18.3%	-17.8%	-16.6%	-18.0%	-48.8%	-10.8%	-2.1%	2.3%	-2.6%	0.50						
Avg Ann. Change in Share	%		-6.4%	-7.5%	-6.1%	-4.5%	-3.3%	-3.0%	-7.0%	-1.3%	-0.2%	0.2%	-0.2%	0.00						
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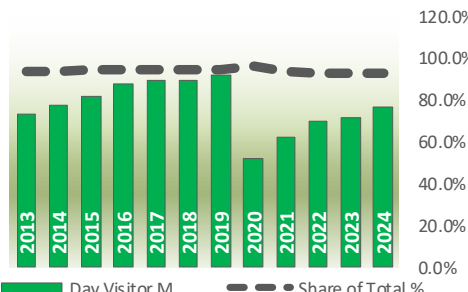
STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE 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 2013 to 2024		5.6%	-7.1%	25.0%	10.0%	23.5%	45.5%	27.6%	40.9%	51.9%	13.7%	7.0%	42.4%	28.4%	Annual Change	8.3%	27.7%	40.3%	17.8%	
% Change 2023 to 2024		-1.5%	4.1%	7.1%	-3.9%	-4.4%	9.9%	8.5%	6.3%	4.3%	2.6%	10.6%	-0.2%	3.9%		3.8%	1.2%	6.2%	4.0%	
Average Annual Change		0.5%	-0.6%	2.3%	0.9%	2.1%	4.1%	2.5%	3.7%	4.7%	1.2%	0.6%	3.9%	2.6%		0.8%	2.5%	3.7%	1.6%	
2013 000s		4.6	6.1	6.3	12.6	16.7	16.5	16.2	19.0	16.6	10.2	7.5	5.0	137.2		17.0	45.8	51.7	22.7	
2014 000s		4.5	6.0	6.2	12.9	16.6	16.5	14.4	17.4	15.2	10.3	7.5	5.0	132.5	-3.4%	16.7	46.1	47.0	22.8	
2015 000s		4.8	6.2	6.5	12.6	16.8	16.8	15.1	16.8	15.7	10.7	7.4	5.6	135.0	1.8%	17.5	46.2	47.7	23.7	
2016 000s		5.3	6.8	7.0	12.1	16.2	17.4	16.6	19.4	17.4	10.6	7.2	6.2	142.2	5.4%	19.0	45.7	53.4	24.0	
2017 000s		5.3	6.8	7.0	12.8	16.1	17.3	17.0	20.1	17.6	10.8	7.1	6.2	144.3	1.5%	19.2	46.2	54.7	24.2	
2018 000s		5.7	7.2	7.6	13.4	19.3	21.5	19.4	24.7	20.8	11.6	7.8	6.8	165.7	14.8%	20.4	54.2	64.9	26.2	
2019 000s		7.1	8.4	8.7	16.2	21.4	23.0	21.9	26.4	21.7	12.6	9.6	8.3	185.4	11.9%	24.2	60.5	70.1	30.6	
2020 000s		6.9	5.9	4.2	0.2	0.5	0.7	12.6	18.1	18.7	7.8	0.4	3.9	79.8	-57.0%	17.0	1.4	49.4	12.0	
2021 000s		1.1	1.2	1.4	6.4	16.3	22.6	20.1	25.3	25.9	13.6	8.3	6.8	149.0	86.8%	3.7	45.3	71.3	28.7	
2022 000s		6.4	6.2	9.0	14.5	21.8	24.3	22.2	27.9	24.4	11.3	8.2	9.1	185.4	24.4%	21.7	60.6	74.5	28.6	
2023 000s		4.9	5.4	7.4	14.5	21.5	21.8	19.0	25.2	24.1	11.3	7.2	7.2	169.5	-8.5%	17.7	57.8	68.3	25.7	
2024 000s		4.8	5.6	7.9	13.9	20.6	24.0	20.6	26.7	25.2	11.6	8.0	7.1	176.2	3.9%	18.4	58.5	72.5	26.8	
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor No.s by Year and Share of Total					
Non-Serviced		000s	137.2	132.5	135.0	142.2	144.3	165.7	185.4	79.8	149.0	185.4	169.5	176.2						
All Visitor Types		M	52.1	55.3	57.8	62.2	62.9	63.3	64.9	36.0	44.3	50.2	51.5	54.6						
Share of Total		%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.4%	0.3%	0.3%						
Annual Change in Share		%		-9.0%	-2.4%	-2.1%	0.4%	14.0%	9.2%	-22.4%	51.5%	9.9%	-10.8%	-2.0%						
Change in Share from 2013		%		-9.0%	-11.2%	-13.1%	-12.7%	-0.5%	8.6%	-15.7%	27.7%	40.3%	25.2%	22.7%						
Avg Ann. Change in Share		%		-9.0%	-5.6%	-4.4%	-3.2%	-0.1%	1.4%	-2.2%	3.5%	4.5%	2.5%	2.1%						

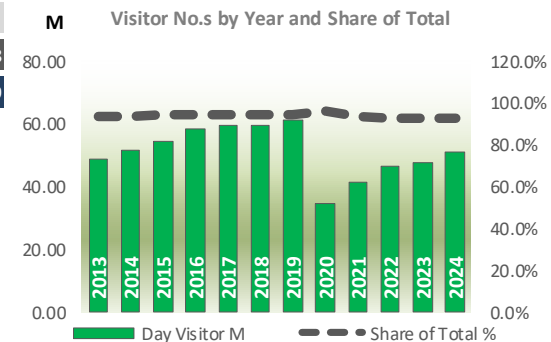


STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			SFR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% 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 2013 to 2024		14.6%	10.2%	7.7%	11.2%	12.3%	11.9%	12.0%	14.3%	13.3%	11.1%	10.8%	10.7%	12.0%	Annual Change	12.1%	11.8%	13.2%	10.8%	
% Change 2023 to 2024		1.3%	1.6%	1.8%	1.2%	1.7%	2.5%	1.5%	2.6%	1.6%	1.8%	3.0%	1.0%	1.7%		1.5%	1.7%	1.9%	1.6%	
Average Annual Change		1.3%	0.9%	0.7%	1.0%	1.1%	1.1%	1.1%	1.3%	1.2%	1.0%	1.0%	1.0%	1.1%		1.1%	1.1%	1.2%	1.0%	
2013		M	0.186	0.072	0.073	0.171	0.139	0.103	0.141	0.126	0.086	0.076	0.069	0.177		1.418	0.330	0.413	0.353	0.322
2014		M	0.187	0.072	0.074	0.175	0.140	0.103	0.144	0.127	0.086	0.076	0.069	0.177	1.429	0.8%	0.333	0.418	0.357	0.322
2015		M	0.192	0.074	0.073	0.173	0.142	0.103	0.144	0.129	0.087	0.077	0.070	0.176	1.438	0.6%	0.338	0.418	0.360	0.322
2016		M	0.195	0.074	0.073	0.175	0.143	0.105	0.146	0.129	0.088	0.078	0.070	0.178	1.454	1.1%	0.342	0.422	0.363	0.326
2017		M	0.197	0.074	0.073	0.177	0.143	0.104	0.147	0.131	0.088	0.078	0.071	0.181	1.465	0.8%	0.345	0.425	0.366	0.329
2018		M	0.197	0.074	0.073	0.175	0.143	0.106	0.147	0.132	0.089	0.079	0.071	0.181	1.467	0.1%	0.344	0.425	0.368	0.330
2019		M	0.197	0.073	0.073	0.176	0.144	0.106	0.148	0.132	0.088	0.078	0.071	0.180	1.467	0.0%	0.343	0.426	0.368	0.329
2020		M	0.174	0.067	0.035	0.006	0.008	0.007	0.061	0.082	0.059	0.035	0.007	0.056	0.597	-59.3%	0.277	0.022	0.202	0.097
2021		M	0.084	0.033	0.036	0.089	0.097	0.092	0.133	0.129	0.091	0.078	0.065	0.157	1.083	81.2%	0.152	0.278	0.352	0.300
2022		M	0.196	0.075	0.076	0.184	0.151	0.112	0.155	0.140	0.094	0.082	0.074	0.192	1.532	41.5%	0.347	0.447	0.390	0.348
2023		M	0.210	0.078	0.077	0.188	0.153	0.113	0.155	0.141	0.096	0.083	0.075	0.194	1.562	1.9%	0.365	0.454	0.391	0.351
2024		M	0.213	0.079	0.078	0.191	0.156	0.116	0.158	0.144	0.097	0.084	0.077	0.195	1.588	1.7%	0.370	0.462	0.399	0.357
VISITOR NUMBERS														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
SFR		M	1.418	1.429	1.438	1.454	1.465	1.467	1.467	0.597	1.083	1.532	1.562	1.588	2.00					
All Visitor Types		M	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59						
Share of Total		%	2.7%	2.6%	2.5%	2.3%	2.3%	2.3%	2.3%	1.7%	2.4%	3.1%	3.0%	2.9%						
Annual Change in Share		%		-5.0%	-3.6%	-6.1%	-0.3%	-0.6%	-2.4%	-26.5%	47.0%	25.0%	-0.6%	-4.2%						
Change in Share from 2013		%		-5.0%	-8.5%	-14.0%	-14.3%	-14.8%	-16.8%	-38.9%	-10.2%	12.3%	11.6%	7.0%						
Avg Ann. Change in Share		%		-5.0%	-4.2%	-4.7%	-3.6%	-3.0%	-2.8%	-5.6%	-1.3%	1.4%	1.2%	0.6%						

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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 2013 to 2024		13.9%	3.9%	-4.5%	14.3%	14.5%	10.5%	8.1%	7.6%	-1.8%	-2.2%	4.6%	4.7%	7.0%	Annual Change	5.0%	13.2%	4.9%	2.4%	
% Change 2023 to 2024		1.5%	2.4%	2.5%	0.1%	2.2%	1.7%	-0.4%	2.5%	0.2%	1.8%	4.3%	0.4%	1.4%		2.1%	1.3%	0.7%	1.8%	
Average Annual Change		1.3%	0.4%	-0.4%	1.3%	1.3%	1.0%	0.7%	0.7%	-0.2%	-0.2%	0.4%	0.4%	0.6%		0.5%	1.2%	0.4%	0.2%	
2013		M	0.279	0.219	0.233	0.351	0.410	0.334	0.364	0.336	0.302	0.239	0.184	0.304		3.555	0.731	1.094	1.002	0.727
2014		M	0.279	0.217	0.237	0.369	0.437	0.341	0.357	0.320	0.281	0.232	0.178	0.301	3.549	-0.2%	0.734	1.147	0.957	0.711
2015		M	0.285	0.209	0.207	0.352	0.434	0.333	0.360	0.327	0.269	0.222	0.173	0.286	3.456	-2.6%	0.701	1.119	0.955	0.681
2016		M	0.295	0.213	0.206	0.380	0.434	0.339	0.377	0.327	0.279	0.220	0.178	0.294	3.545	2.6%	0.715	1.154	0.983	0.693
2017		M	0.298	0.215	0.210	0.387	0.441	0.339	0.383	0.335	0.281	0.222	0.179	0.300	3.590	1.3%	0.723	1.167	1.000	0.700
2018		M	0.301	0.218	0.214	0.386	0.447	0.356	0.388	0.346	0.287	0.231	0.182	0.303	3.659	1.9%	0.732	1.189	1.021	0.716
2019		M	0.304	0.220	0.214	0.390	0.454	0.362	0.393	0.349	0.287	0.231	0.187	0.303	3.694	1.0%	0.739	1.205	1.029	0.721
2020		M	0.266	0.205	0.102	0.015	0.029	0.026	0.150	0.209	0.176	0.097	0.018	0.092	1.383	-62.6%	0.572	0.069	0.535	0.206
2021		M	0.132	0.102	0.108	0.197	0.295	0.296	0.346	0.336	0.282	0.224	0.168	0.263	2.748	98.8%	0.341	0.788	0.964	0.655
2022		M	0.279	0.207	0.209	0.384	0.438	0.351	0.389	0.346	0.283	0.225	0.181	0.310	3.601	31.0%	0.694	1.173	1.018	0.716
2023		M	0.313	0.222	0.217	0.401	0.459	0.363	0.396	0.353	0.295	0.229	0.184	0.317	3.750	4.1%	0.753	1.223	1.044	0.731
2024		M	0.318	0.228	0.223	0.401	0.469	0.369	0.394	0.361	0.296	0.234	0.192	0.318	3.803	1.4%	0.768	1.239	1.051	0.744
VISITOR NUMBERS														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
Staying Visitor		M	3.555	3.549	3.456	3.545	3.590	3.659	3.694	1.383	2.748	3.601	3.750	3.803						
All Visitor Types		M	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59						
Share of Total		%	6.8%	6.4%	6.0%	5.7%	5.7%	5.8%	5.7%	3.8%	6.2%	7.2%	7.3%	7.0%						
Annual Change in Share		%		-5.9%	-6.7%	-4.7%	0.2%	1.2%	-1.5%	-32.5%	61.2%	15.7%	1.6%	-4.4%						
Change in Share from 2013		%		-5.9%	-12.2%	-16.4%	-16.2%	-15.2%	-16.5%	-43.6%	-9.1%	5.2%	6.9%	2.2%						
Avg Ann. Change in Share		%		-5.9%	-6.1%	-5.5%	-4.1%	-3.0%	-2.7%	-6.2%	-1.1%	0.6%	0.7%	0.2%						

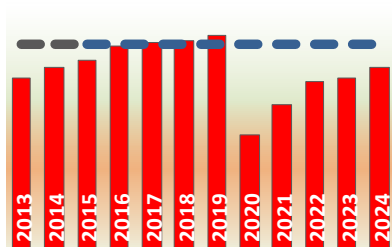


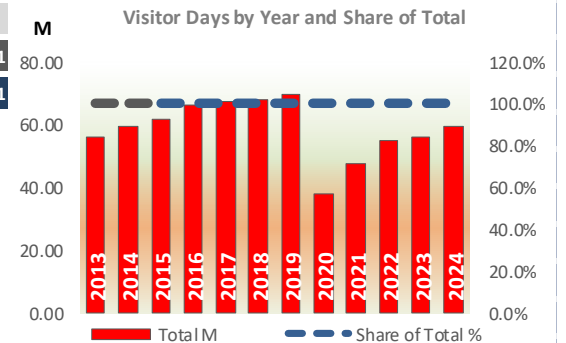
STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		5.4%	5.5%	27.8%	-3.7%	-8.5%	-23.5%	0.5%	4.3%	-3.9%	21.6%	14.4%	21.2%		4.5%	15.9%	-12.6%	1.2%	18.5%
% Change 2023 to 2024		4.4%	-2.5%	17.0%	-5.3%	7.1%	4.2%	16.6%	13.1%	-4.7%	5.1%	5.3%	7.3%		6.4%	8.6%	1.3%	9.6%	5.7%
Average Annual Change		0.5%	0.5%	2.5%	-0.3%	-0.8%	-2.1%	0.0%	0.4%	-0.4%	2.0%	1.3%	1.9%		0.4%	1.4%	-1.1%	0.1%	1.7%
2013	M	2.586	2.643	4.620	4.227	3.753	4.784	4.881	6.526	3.474	4.152	4.553	2.390		48.59	9.849	12.76	14.88	11.09
2014	M	2.752	2.587	5.231	4.910	3.721	4.556	4.903	6.227	4.099	4.990	5.159	2.657	51.79	6.6%	10.57	13.19	15.23	12.80
2015	M	2.789	2.868	5.257	5.212	3.939	4.341	5.200	7.361	4.215	5.564	4.632	2.920	54.30	4.8%	10.91	13.49	16.77	13.12
2016	M	2.974	3.369	6.311	5.139	4.157	4.693	5.535	7.528	4.666	5.878	5.202	3.181	58.63	8.0%	12.65	13.99	17.73	14.26
2017	M	3.148	3.239	6.068	6.085	4.164	4.604	5.644	7.535	4.284	5.808	5.766	2.935	59.28	1.1%	12.45	14.85	17.46	14.51
2018	M	3.253	3.356	6.022	6.133	4.245	4.682	5.607	7.422	4.328	5.879	5.783	2.960	59.67	0.7%	12.63	15.06	17.36	14.62
2019	M	3.479	3.680	6.297	6.327	4.287	4.663	5.649	7.676	4.439	5.754	5.852	3.084	61.19	2.5%	13.46	15.28	17.76	14.69
2020	M	3.654	3.476	3.592	0.207	0.208	1.594	4.182	5.798	3.716	4.250	1.365	2.533	34.57	-43.5%	10.72	2.008	13.70	8.148
2021	M	0.704	0.464	0.904	2.474	2.644	4.045	3.786	7.711	4.199	5.605	5.723	3.328	41.59	20.3%	2.072	9.162	15.70	14.66
2022	M	2.535	2.379	4.895	4.386	3.071	3.601	4.051	5.916	3.303	4.914	4.977	2.569	46.60	12.1%	9.809	11.06	13.27	12.46
2023	M	2.611	2.860	5.044	4.295	3.205	3.513	4.210	6.021	3.501	4.801	4.948	2.699	47.71	2.4%	10.51	11.01	13.73	12.45
2024	M	2.725	2.788	5.903	4.069	3.432	3.660	4.907	6.808	3.338	5.048	5.208	2.897	50.78	6.4%	11.42	11.16	15.05	13.15
VISITOR NUMBERS														DAY VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor No.s by Year and Share of Total				
Day Visitor	M	48.59	51.79	54.30	58.63	59.28	59.67	61.19	34.57	41.59	46.60	47.71	50.78	80.00					
All Visitor Types	M	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	60.00					
Share of Total	%	93.2%	93.6%	94.0%	94.3%	94.3%	94.2%	94.3%	96.2%	93.8%	92.8%	92.7%	93.0%	40.00					
Annual Change in Share	%		0.4%	0.5%	0.3%	0.0%	-0.1%	0.1%	2.0%	-2.4%	-1.0%	-0.1%	0.3%	20.00					
Change in Share from 2013	%		0.4%	0.9%	1.2%	1.2%	1.1%	1.2%	3.2%	0.7%	-0.4%	-0.5%	-0.2%	0.00					
Avg Ann. Change in Share	%		0.4%	0.4%	0.4%	0.3%	0.2%	0.2%	0.5%	0.1%	0.0%	-0.1%	0.0%	0.00					
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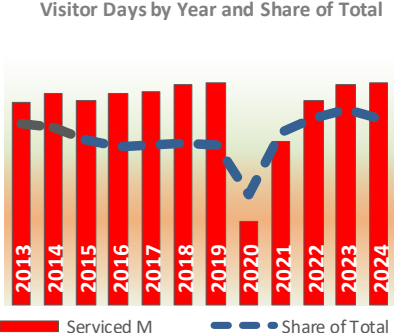


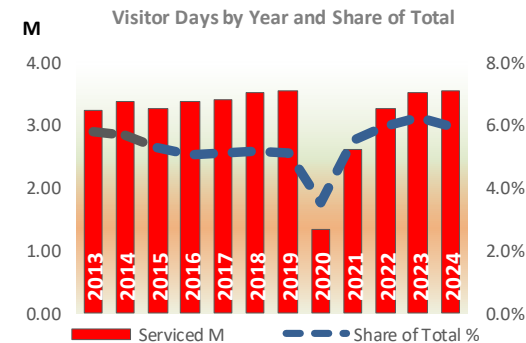
Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													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 2013 to 2024		7.7%	6.3%	26.0%	-1.3%	-4.7%	-19.0%	2.5%	5.9%	-0.9%	20.5%	14.2%	18.8%	5.8%	Annual Change	15.5%	-8.8%	3.1%	17.6%	
% Change 2023 to 2024		3.5%	-1.8%	15.8%	-4.3%	5.9%	4.0%	13.8%	11.8%	-3.7%	4.8%	5.2%	5.7%	5.7%		7.6%	1.3%	8.4%	5.2%	
Average Annual Change		0.7%	0.6%	2.4%	-0.1%	-0.4%	-1.7%	0.2%	0.5%	-0.1%	1.9%	1.3%	1.7%	0.5%		1.4%	-0.8%	0.3%	1.6%	
2013		M	3.281	3.076	5.100	5.035	4.465	5.414	5.669	7.283	4.049	4.648	4.919	3.132		56.07	11.46	14.91	17.00	12.70
2014		M	3.457	3.029	5.731	5.744	4.456	5.182	5.731	7.004	4.684	5.483	5.524	3.402	59.43	6.0%	12.22	15.38	17.42	14.41
2015		M	3.512	3.321	5.737	6.027	4.674	4.960	6.015	8.143	4.794	6.062	4.996	3.651	61.89	4.2%	12.57	15.66	18.95	14.71
2016		M	3.724	3.828	6.795	5.977	4.906	5.337	6.379	8.317	5.264	6.390	5.577	3.935	66.43	7.3%	14.35	16.22	19.96	15.90
2017		M	3.908	3.701	6.560	6.937	4.920	5.245	6.500	8.344	4.886	6.325	6.143	3.703	67.17	1.1%	14.17	17.10	19.73	16.17
2018		M	4.023	3.825	6.525	6.986	5.025	5.371	6.484	8.279	4.959	6.417	6.169	3.739	67.80	0.9%	14.37	17.38	19.72	16.33
2019		M	4.265	4.160	6.806	7.201	5.085	5.368	6.549	8.549	5.075	6.299	6.255	3.870	69.48	2.5%	15.23	17.65	20.17	16.42
2020		M	4.345	3.912	3.834	0.237	0.253	1.639	4.550	6.336	4.138	4.488	1.401	2.777	37.91	-45.4%	12.09	2.129	15.02	8.667
2021		M	1.033	0.673	1.147	2.905	3.178	4.645	4.584	8.549	4.852	6.139	6.084	4.008	47.80	26.1%	2.852	10.73	17.99	16.23
2022		M	3.260	2.821	5.392	5.255	3.858	4.299	4.952	6.798	3.951	5.445	5.364	3.383	54.78	14.6%	11.47	13.41	15.70	14.19
2023		M	3.414	3.328	5.553	5.195	4.016	4.216	5.105	6.899	4.168	5.342	5.338	3.521	56.09	2.4%	12.29	13.43	16.17	14.20
2024		M	3.533	3.269	6.428	4.970	4.254	4.383	5.810	7.713	4.012	5.599	5.617	3.722	59.31	5.7%	13.23	13.61	17.53	14.94
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor Days by Year and Share of Total					
Total		M	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	80.00					
All Visitor Types		M	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	60.00					
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	60.00					
Annual Change in Share		%													40.00					
Change in Share from 2013		%													20.00					
Avg Ann. Change in Share		%													0.00					
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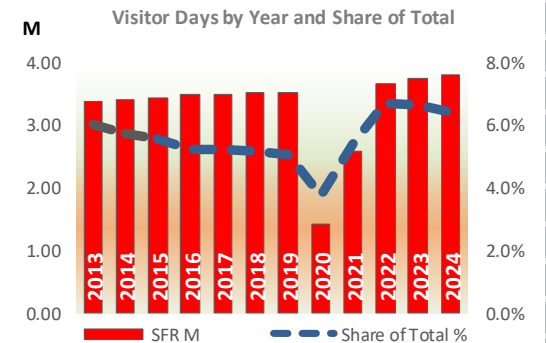


STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2013 to 2024		21.9%	14.3%	7.8%	8.4%	12.0%	5.5%	9.7%	8.3%	0.5%	7.4%	8.2%	8.0%	9.0%	Annual Change	13.9%	8.7%	6.4%	7.8%		
% Change 2023 to 2024		-0.2%	3.4%	3.2%	-0.7%	3.0%	0.1%	-2.8%	1.5%	-1.1%	1.8%	5.1%	-0.2%	0.9%		2.3%	0.9%	-0.9%	1.9%		
Average Annual Change		2.0%	1.3%	0.7%	0.8%	1.1%	0.5%	0.9%	0.8%	0.0%	0.7%	0.7%	0.7%	0.8%		1.3%	0.8%	0.6%	0.7%		
2013		M	0.199	0.241	0.282	0.277	0.315	0.305	0.331	0.302	0.280	0.277	0.188	0.246		3.245	0.723	0.897	0.913	0.711	
2014		M	0.205	0.249	0.301	0.296	0.335	0.306	0.362	0.316	0.285	0.274	0.186	0.248	3.362	3.6%	0.755	0.936	0.963	0.708	
2015		M	0.210	0.254	0.281	0.278	0.329	0.294	0.346	0.311	0.274	0.273	0.182	0.233	3.266	-2.9%	0.746	0.901	0.932	0.687	
2016		M	0.224	0.256	0.281	0.289	0.336	0.309	0.362	0.308	0.283	0.280	0.188	0.245	3.361	2.9%	0.761	0.934	0.952	0.713	
2017		M	0.229	0.258	0.287	0.297	0.341	0.307	0.368	0.318	0.285	0.282	0.189	0.254	3.414	1.6%	0.774	0.944	0.970	0.725	
2018		M	0.237	0.264	0.295	0.297	0.345	0.324	0.372	0.326	0.289	0.297	0.195	0.260	3.501	2.6%	0.796	0.966	0.987	0.752	
2019		M	0.242	0.267	0.295	0.298	0.349	0.330	0.376	0.329	0.288	0.298	0.199	0.258	3.529	0.8%	0.804	0.977	0.992	0.756	
2020		M	0.206	0.252	0.139	0.012	0.024	0.026	0.129	0.187	0.160	0.116	0.021	0.071	1.342	-62.0%	0.598	0.062	0.475	0.207	
2021		M	0.112	0.131	0.156	0.153	0.219	0.258	0.325	0.313	0.268	0.282	0.178	0.223	2.619	95.1%	0.399	0.630	0.906	0.683	
2022		M	0.191	0.240	0.274	0.282	0.320	0.302	0.356	0.307	0.267	0.284	0.186	0.250	3.260	24.5%	0.705	0.905	0.930	0.721	
2023		M	0.243	0.267	0.295	0.303	0.342	0.322	0.373	0.323	0.285	0.292	0.194	0.266	3.504	7.5%	0.805	0.966	0.981	0.752	
2024		M	0.242	0.276	0.304	0.301	0.352	0.322	0.363	0.327	0.282	0.298	0.203	0.266	3.536	0.9%	0.823	0.975	0.972	0.767	
VISITOR DAYS														SERVICED ACCOMMODATION							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total							
Serviced		M	3.245	3.362	3.266	3.361	3.414	3.501	3.529	1.342	2.619	3.260	3.504	3.536							
All Visitor Types		M	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31							
Share of Total		%	5.8%	5.7%	5.3%	5.1%	5.1%	5.2%	5.1%	3.5%	5.5%	6.0%	6.2%	6.0%							
Annual Change in Share		%		-2.2%	-6.7%	-4.1%	0.5%	1.6%	-1.6%	-30.3%	54.7%	8.6%	4.9%	-4.5%							
Change in Share from 2013		%		-2.2%	-8.8%	-12.6%	-12.2%	-10.8%	-12.2%	-38.8%	-5.3%	2.9%	7.9%	3.0%							
Avg Ann. Change in Share		%		-2.2%	-4.4%	-4.2%	-3.0%	-2.2%	-2.0%	-5.5%	-0.7%	0.3%	0.8%	0.3%							
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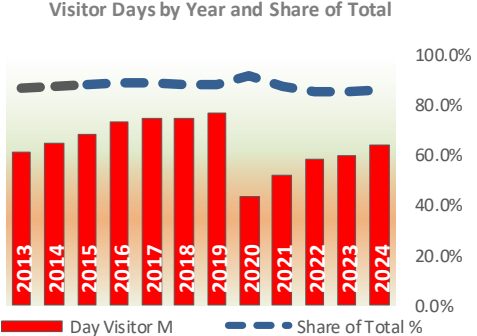


STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			NON-SERVED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2013 to 2024		7.1%	-5.1%	25.7%	25.7%	36.7%	47.9%	38.1%	59.4%	68.1%	31.0%	33.7%	39.5%	40.7%	Annual Change	9.5%	38.4%	55.5%	34.1%	
% Change 2023 to 2024		-1.5%	4.2%	7.5%	-3.7%	-4.4%	9.9%	8.7%	6.3%	4.5%	2.6%	10.6%	-0.2%	4.2%		3.9%	1.4%	6.3%	3.9%	
Average Annual Change		0.6%	-0.5%	2.3%	2.3%	3.3%	4.4%	3.5%	5.4%	6.2%	2.8%	3.1%	3.6%	3.7%		0.9%	3.5%	5.0%	3.1%	
2013 000s		31.7	41.5	41.8	67.6	93.0	107.4	105.6	126.8	108.2	55.9	37.4	36.8	853.7		115.0	268.0	340.7	130.0	
2014 000s		31.6	41.0	41.4	67.3	90.4	104.4	106.0	130.8	111.9	57.7	38.4	37.8	858.6	0.6%	114.0	262.0	348.7	133.9	
2015 000s		34.0	43.7	42.7	69.4	94.6	108.8	109.7	136.5	117.3	61.0	41.3	40.8	899.7	4.8%	120.4	272.7	363.5	143.1	
2016 000s		37.5	47.7	46.6	74.3	100.0	115.0	116.9	146.1	125.4	66.6	44.7	44.3	965.2	7.3%	131.8	289.4	388.4	155.6	
2017 000s		37.6	47.9	47.0	78.1	99.8	114.5	119.9	151.5	126.7	68.0	44.3	44.4	979.7	1.5%	132.4	292.4	398.0	156.8	
2018 000s		40.0	50.4	50.3	81.7	119.6	142.4	136.8	186.0	150.0	72.7	48.7	48.8	1,127.4	15.1%	140.7	343.7	472.8	170.2	
2019 000s		50.2	58.9	57.7	98.9	132.2	151.9	154.5	199.4	156.7	79.1	59.9	59.6	1,259.0	11.7%	166.8	382.9	510.6	198.7	
2020 000s		48.4	41.7	27.9	1.4	3.0	4.6	88.6	136.8	134.9	48.7	2.2	27.6	565.8	-55.1%	117.9	9.0	360.3	78.5	
2021 000s		7.5	8.7	9.4	39.2	100.5	149.6	141.5	191.0	186.3	85.4	51.6	48.6	1,019.3	80.2%	25.6	289.2	518.8	185.6	
2022 000s		45.0	43.6	60.0	88.5	135.0	160.8	156.5	210.4	176.3	71.1	50.8	65.0	1,263.0	23.9%	148.7	384.3	543.1	186.9	
2023 000s		34.4	37.8	48.9	88.3	133.0	144.5	134.2	190.1	174.0	71.3	45.2	51.4	1,153.1	-8.7%	121.1	365.8	498.3	168.0	
2024 000s		33.9	39.4	52.6	85.0	127.2	158.9	145.8	202.1	181.9	73.2	50.0	51.3	1,201.2	4.2%	125.8	371.1	529.8	174.4	
VISITOR DAYS														NON-SERVED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total					
Non-Served		000s	853.7	858.6	899.7	965.2	979.7	1,127.4	1,259.0	565.8	1,019.3	1,263.0	1,153.1		1,201.2					
All Visitor Types		M	56.1	59.4	61.9	66.4	67.2	67.8	69.5	37.9	47.8	54.8	56.1		59.3					
Share of Total		%	1.5%	1.4%	1.5%	1.5%	1.5%	1.7%	1.8%	1.5%	2.1%	2.3%	2.1%		2.0%					
Annual Change in Share		%		-5.1%	0.6%	0.0%	0.4%	14.0%	9.0%	-17.6%	42.9%	8.1%	-10.8%		-1.5%					
Change in Share from 2013		%		-5.1%	-4.5%	-4.6%	-4.2%	9.2%	19.0%	-2.0%	40.1%	51.4%	35.0%		33.0%					
Avg Ann. Change in Share		%		-5.1%	-2.3%	-1.5%	-1.1%	1.8%	3.2%	-0.3%	5.0%	5.7%	3.5%		3.0%					

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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 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 2013 to 2024		14.6%	10.2%	7.7%	11.2%	12.3%	11.9%	12.0%	14.3%	13.3%	11.1%	10.8%	10.7%	12.0%	Annual Change	12.3%	11.7%	13.2%	10.8%		
% Change 2023 to 2024		1.3%	1.6%	1.8%	1.2%	1.7%	2.5%	1.5%	2.6%	1.6%	1.8%	3.0%	1.0%	1.6%		1.4%	1.6%	1.9%	1.5%		
Average Annual Change		1.3%	0.9%	0.7%	1.0%	1.1%	1.1%	1.1%	1.3%	1.2%	1.0%	1.0%	1.0%	1.1%		1.1%	1.1%	1.2%	1.0%		
2013		M	0.464	0.151	0.156	0.463	0.305	0.217	0.352	0.328	0.186	0.163	0.141	0.459	3.384	0.8%	0.771	0.985	0.866	0.763	
2014		M	0.468	0.151	0.158	0.471	0.309	0.216	0.360	0.331	0.187	0.162	0.141	0.460	3.413		0.777	0.996	0.878	0.762	
2015		M	0.479	0.155	0.157	0.467	0.312	0.216	0.360	0.335	0.188	0.164	0.141	0.457	3.431		0.791	0.995	0.883	0.763	
2016		M	0.489	0.155	0.157	0.474	0.314	0.220	0.365	0.336	0.191	0.166	0.143	0.464	3.471		1.2%	0.800	1.007	0.891	0.773
2017		M	0.493	0.156	0.158	0.478	0.316	0.219	0.368	0.340	0.191	0.167	0.143	0.470	3.499		0.8%	0.806	1.013	0.900	0.780
2018		M	0.493	0.155	0.157	0.474	0.316	0.223	0.368	0.344	0.193	0.169	0.143	0.470	3.503		0.1%	0.805	1.012	0.905	0.781
2019		M	0.494	0.154	0.156	0.476	0.316	0.223	0.369	0.344	0.192	0.168	0.144	0.468	3.504		0.0%	0.804	1.016	0.905	0.779
2020		M	0.436	0.142	0.075	0.017	0.018	0.015	0.151	0.214	0.128	0.074	0.013	0.146	1.429		-59.2%	0.652	0.050	0.494	0.233
2021		M	0.210	0.069	0.077	0.239	0.214	0.193	0.331	0.335	0.198	0.167	0.132	0.408	2.573		80.0%	0.355	0.646	0.864	0.707
2022		M	0.489	0.158	0.164	0.498	0.331	0.236	0.389	0.365	0.205	0.175	0.150	0.499	3.659		42.2%	0.811	1.065	0.958	0.824
2023		M	0.525	0.163	0.165	0.509	0.337	0.237	0.388	0.365	0.208	0.177	0.152	0.503	3.730		1.9%	0.854	1.082	0.961	0.833
2024		M	0.532	0.166	0.168	0.515	0.342	0.243	0.394	0.375	0.211	0.181	0.156	0.508	3.791	1.6%	0.866	1.100	0.980	0.845	
VISITOR DAYS															SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total							
SFR		M	3.384	3.413	3.431	3.471	3.499	3.503	3.504	1.429	2.573	3.659	3.730	3.791							
All Visitor Types		M	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31							
Share of Total		%	6.0%	5.7%	5.5%	5.2%	5.2%	5.2%	5.0%	3.8%	5.4%	6.7%	6.6%	6.4%							
Annual Change in Share		%		-4.8%	-3.5%	-5.7%	-0.3%	-0.8%	-2.4%	-25.2%	42.8%	24.1%	-0.4%	-3.9%							
Change in Share from 2013		%		-4.8%	-8.1%	-13.4%	-13.7%	-14.4%	-16.5%	-37.5%	-10.8%	10.7%	10.2%	5.9%							
Avg Ann. Change in Share		%		-4.8%	-4.1%	-4.5%	-3.4%	-2.9%	-2.7%	-5.4%	-1.4%	1.2%	1.0%	0.5%							
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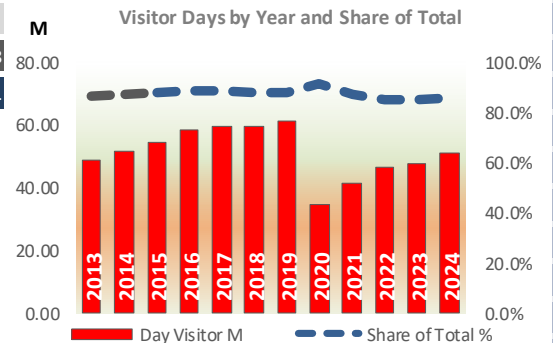


STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			STAYING VISITOR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2013 to 2024		16.3%	11.0%	9.3%	11.5%	15.3%	14.9%	14.5%	19.5%	17.4%	11.3%	11.8%	11.2%			14.0%	12.8%	13.8%	17.1%	11.4%	
% Change 2023 to 2024		0.7%	2.9%	3.2%	0.1%	1.3%	3.0%	0.8%	3.0%	1.2%	1.9%	4.9%	0.5%			1.7%	2.0%	1.3%	1.7%	1.9%	
Average Annual Change		1.5%	1.0%	0.8%	1.0%	1.4%	1.4%	1.3%	1.8%	1.6%	1.0%	1.1%	1.0%			1.3%	1.2%	1.3%	1.6%	1.0%	
2013	M	0.695	0.433	0.480	0.808	0.713	0.629	0.788	0.757	0.575	0.496	0.366	0.742	7.483	Annual Change	1.609	2.150	2.120	1.604		
2014	M	0.705	0.441	0.500	0.834	0.734	0.626	0.828	0.777	0.585	0.493	0.365	0.746	7.634		2.0%	1.646	2.194	2.189	1.604	
2015	M	0.723	0.453	0.481	0.814	0.736	0.619	0.816	0.782	0.580	0.498	0.364	0.731	7.597		-0.5%	1.657	2.169	2.178	1.593	
2016	M	0.750	0.459	0.485	0.837	0.749	0.644	0.844	0.789	0.599	0.512	0.376	0.754	7.797		2.6%	1.693	2.230	2.232	1.642	
2017	M	0.760	0.462	0.492	0.852	0.756	0.641	0.856	0.810	0.603	0.517	0.377	0.768	7.893		1.2%	1.713	2.249	2.268	1.662	
2018	M	0.770	0.469	0.503	0.852	0.780	0.689	0.877	0.856	0.631	0.539	0.387	0.779	8.131		3.0%	1.741	2.322	2.364	1.704	
2019	M	0.786	0.480	0.509	0.873	0.798	0.705	0.899	0.873	0.636	0.545	0.403	0.786	8.291		2.0%	1.775	2.376	2.408	1.734	
2020	M	0.690	0.436	0.242	0.031	0.045	0.045	0.369	0.538	0.423	0.239	0.036	0.244	3.337		-59.8%	1.368	0.121	1.329	0.519	
2021	M	0.330	0.208	0.242	0.432	0.534	0.600	0.798	0.838	0.652	0.535	0.361	0.680	6.210		86.1%	0.780	1.566	2.289	1.576	
2022	M	0.725	0.442	0.498	0.869	0.787	0.699	0.901	0.882	0.648	0.531	0.388	0.814	8.182		31.7%	1.664	2.354	2.431	1.732	
2023	M	0.803	0.468	0.509	0.900	0.812	0.703	0.895	0.878	0.667	0.541	0.390	0.821	8.387		2.5%	1.780	2.414	2.440	1.753	
2024	M	0.809	0.481	0.525	0.901	0.822	0.723	0.902	0.904	0.675	0.551	0.410	0.825	8.529		1.7%	1.815	2.446	2.481	1.786	
VISITOR DAYS														STAYING VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total							
Staying Visitor	M	7.483	7.634	7.597	7.797	7.893	8.131	8.291	3.337	6.210	8.182	8.387	8.529								
All Visitor Types	M	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31								
Share of Total	%	13.3%	12.8%	12.3%	11.7%	11.8%	12.0%	11.9%	8.8%	13.0%	14.9%	15.0%	14.4%								
Annual Change in Share	%		-3.7%	-4.5%	-4.4%	0.1%	2.1%	-0.5%	-26.2%	47.6%	15.0%	0.1%	-3.8%								
Change in Share from 2013	%		-3.7%	-8.0%	-12.0%	-11.9%	-10.1%	-10.6%	-34.0%	-2.6%	11.9%	12.0%	7.8%								
Avg Ann. Change in Share	%		-3.7%	-4.0%	-4.0%	-3.0%	-2.0%	-1.8%	-4.9%	-0.3%	1.3%	1.2%	0.7%								
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STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		5.4%	5.5%	27.8%	-3.7%	-8.5%	-23.5%	0.5%	4.3%	-3.9%	21.6%	14.4%	21.2%		4.5%	15.9%	-12.6%	1.2%	18.5%
% Change 2023 to 2024		4.4%	-2.5%	17.0%	-5.3%	7.1%	4.2%	16.6%	13.1%	-4.7%	5.1%	5.3%	7.3%		6.4%	8.6%	1.3%	9.6%	5.7%
Average Annual Change		0.5%	0.5%	2.5%	-0.3%	-0.8%	-2.1%	0.0%	0.4%	-0.4%	2.0%	1.3%	1.9%		0.4%	1.4%	-1.1%	0.1%	1.7%
2013	M	2.586	2.643	4.620	4.227	3.753	4.784	4.881	6.526	3.474	4.152	4.553	2.390		48.59	9.849	12.76	14.88	11.09
2014	M	2.752	2.587	5.231	4.910	3.721	4.556	4.903	6.227	4.099	4.990	5.159	2.657	51.79	6.6%	10.57	13.19	15.23	12.80
2015	M	2.789	2.868	5.257	5.212	3.939	4.341	5.200	7.361	4.215	5.564	4.632	2.920	54.30	4.8%	10.91	13.49	16.77	13.12
2016	M	2.974	3.369	6.311	5.139	4.157	4.693	5.535	7.528	4.666	5.878	5.202	3.181	58.63	8.0%	12.65	13.99	17.73	14.26
2017	M	3.148	3.239	6.068	6.085	4.164	4.604	5.644	7.535	4.284	5.808	5.766	2.935	59.28	1.1%	12.45	14.85	17.46	14.51
2018	M	3.253	3.356	6.022	6.133	4.245	4.682	5.607	7.422	4.328	5.879	5.783	2.960	59.67	0.7%	12.63	15.06	17.36	14.62
2019	M	3.479	3.680	6.297	6.327	4.287	4.663	5.649	7.676	4.439	5.754	5.852	3.084	61.19	2.5%	13.46	15.28	17.76	14.69
2020	M	3.654	3.476	3.592	0.207	0.208	1.594	4.182	5.798	3.716	4.250	1.365	2.533	34.57	-43.5%	10.72	2.008	13.70	8.148
2021	M	0.704	0.464	0.904	2.474	2.644	4.045	3.786	7.711	4.199	5.605	5.723	3.328	41.59	20.3%	2.072	9.162	15.70	14.66
2022	M	2.535	2.379	4.895	4.386	3.071	3.601	4.051	5.916	3.303	4.914	4.977	2.569	46.60	12.1%	9.809	11.06	13.27	12.46
2023	M	2.611	2.860	5.044	4.295	3.205	3.513	4.210	6.021	3.501	4.801	4.948	2.699	47.71	2.4%	10.51	11.01	13.73	12.45
2024	M	2.725	2.788	5.903	4.069	3.432	3.660	4.907	6.808	3.338	5.048	5.208	2.897	50.78	6.4%	11.42	11.16	15.05	13.15
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor Days by Year and Share of Total				
Day Visitor	M	48.59	51.79	54.30	58.63	59.28	59.67	61.19	34.57	41.59	46.60	47.71	50.78	80.00					
All Visitor Types	M	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	60.00					
Share of Total	%	86.7%	87.2%	87.7%	88.3%	88.2%	88.0%	88.1%	91.2%	87.0%	85.1%	85.0%	85.6%	75.00					
Annual Change in Share	%		0.6%	0.7%	0.6%	0.0%	-0.3%	0.1%	3.6%	-4.6%	-2.2%	0.0%	0.7%	70.00					
Change in Share from 2013	%		0.6%	1.2%	1.9%	1.8%	1.6%	1.6%	5.2%	0.4%	-1.8%	-1.9%	-1.2%	60.00					
Avg Ann. Change in Share	%		0.6%	0.6%	0.6%	0.5%	0.3%	0.3%	0.7%	0.1%	-0.2%	-0.2%	-0.1%	50.00					

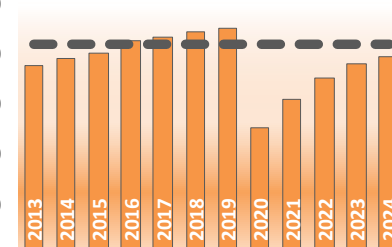
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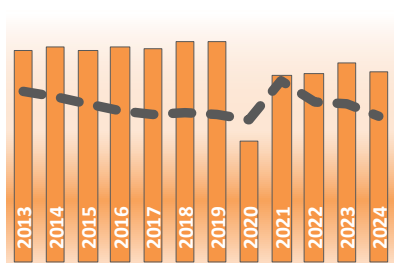
Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			TOTAL		TOTAL EMPLOYMENT					
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 2013 to 2024		5.7%	4.7%	25.1%	-1.3%	-4.5%	-17.6%	2.7%	6.4%	-1.5%	19.1%	13.9%	15.9%			5.4%	13.9%	-8.2%	3.2%	16.3%
% Change 2023 to 2024		1.6%	-3.1%	13.3%	-5.5%	4.0%	2.1%	11.2%	9.9%	-4.9%	3.0%	3.5%	3.7%			3.9%	5.6%	-0.2%	6.4%	3.3%
Average Annual Change		0.5%	0.4%	2.3%	-0.1%	-0.4%	-1.6%	0.2%	0.6%	-0.1%	1.7%	1.3%	1.4%			0.5%	1.3%	-0.7%	0.3%	1.5%
2013 FTEs		26,355	26,255	41,257	39,346	35,952	43,073	44,694	56,506	33,256	37,716	39,532	25,354			37,441	31,289	39,457	44,819	34,201
2014 FTEs		27,379	25,694	45,487	44,074	35,565	40,948	44,758	53,908	37,534	43,365	43,502	27,111	39,110	4.5%	32,854	40,196	45,400	37,993	
2015 FTEs		27,487	27,556	45,020	45,610	36,758	38,937	46,297	61,442	37,917	47,046	39,300	28,607	40,165	2.7%	33,354	40,435	48,552	38,318	
2016 FTEs		28,859	31,006	52,311	44,991	38,226	41,398	48,616	62,222	41,007	49,075	43,191	30,475	42,615	6.1%	37,392	41,538	50,615	40,913	
2017 FTEs		30,297	30,234	50,922	52,103	38,526	40,929	49,748	62,790	38,532	48,881	47,483	28,970	43,285	1.6%	37,151	43,853	50,356	41,778	
2018 FTEs		31,572	31,573	51,399	53,185	39,828	42,410	50,421	63,228	39,581	50,242	48,365	29,653	44,288	2.3%	38,182	45,141	51,077	42,753	
2019 FTEs		33,081	33,756	52,998	54,250	39,932	42,066	50,474	64,622	40,099	49,004	48,592	30,374	44,937	1.5%	39,945	45,416	51,732	42,657	
2020 FTEs		32,916	31,495	31,016	2,305	2,895	12,730	36,054	49,806	33,636	35,861	11,515	22,683	25,243	-43.8%	31,809	5,977	39,832	23,353	
2021 FTEs		10,496	8,531	12,017	23,184	25,280	35,434	34,937	62,285	36,915	46,071	45,667	30,261	30,923	22.5%	10,348	27,966	44,712	40,667	
2022 FTEs		24,857	23,187	41,632	39,129	29,988	33,274	37,761	50,637	30,908	41,742	41,074	25,791	34,998	13.2%	29,892	34,130	39,769	36,202	
2023 FTEs		27,395	28,353	45,552	41,108	33,006	34,738	41,270	54,728	34,469	43,596	43,515	28,338	38,006	8.6%	33,767	36,284	43,489	38,483	
2024 FTEs		27,845	27,479	51,606	38,834	34,324	35,474	45,905	60,136	32,767	44,915	45,018	29,376	39,473	3.9%	35,643	36,211	46,269	39,770	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Total		FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	50,000					
Total Employment		FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

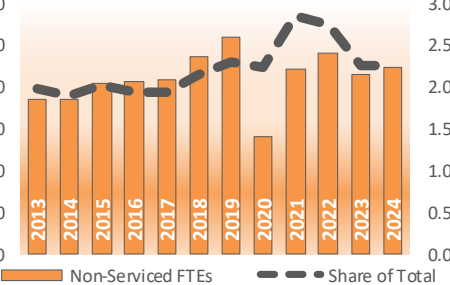
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE										2013 to 2024			SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
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 2013 to 2024		-8.6%	-9.2%	-10.1%	-10.1%	-7.2%	-10.3%	-7.5%	-9.0%	-12.9%	-10.6%	-12.8%	-11.2%	-9.9%	Annual Change	-9.4%	-9.2%	-9.8%	-11.5%	
% Change 2023 to 2024		-4.9%	-3.4%	-3.2%	-4.8%	-2.8%	-4.3%	-5.5%	-3.6%	-5.1%	-3.9%	-3.6%	-4.8%	-4.2%		-3.8%	-4.0%	-4.8%	-4.1%	
Average Annual Change		-0.8%	-0.8%	-0.9%	-0.9%	-0.7%	-0.9%	-0.7%	-0.8%	-1.2%	-1.0%	-1.2%	-1.0%	-0.9%		-0.9%	-0.8%	-0.9%	-1.0%	
2013	FTEs	4,624	4,890	5,145	5,122	5,347	5,295	5,456	5,272	5,140	5,115	4,563	4,911	5,073			4,886	5,255	5,289	4,863
2014	FTEs	4,679	4,953	5,265	5,243	5,490	5,308	5,680	5,367	5,178	5,101	4,568	4,935	5,147		1.5%	4,965	5,347	5,408	4,868
2015	FTEs	4,677	4,948	5,105	5,093	5,412	5,194	5,529	5,300	5,070	5,055	4,507	4,799	5,057	-1.7%	4,910	5,233	5,300	4,787	
2016	FTEs	4,780	4,978	5,126	5,183	5,468	5,303	5,649	5,295	5,141	5,117	4,570	4,895	5,125	1.3%	4,961	5,318	5,362	4,861	
2017	FTEs	4,775	4,957	5,129	5,194	5,469	5,258	5,659	5,324	5,118	5,097	4,539	4,908	5,119	-0.1%	4,953	5,307	5,367	4,848	
2018	FTEs	4,923	5,090	5,278	5,298	5,602	5,467	5,796	5,484	5,245	5,293	4,667	5,049	5,266	2.9%	5,097	5,456	5,508	5,003	
2019	FTEs	4,948	5,106	5,272	5,300	5,620	5,494	5,802	5,490	5,228	5,288	4,690	5,028	5,272	0.1%	5,108	5,471	5,507	5,002	
2020	FTEs	4,183	4,792	3,975	645	1,108	1,119	3,728	4,122	3,876	3,133	1,157	2,695	2,878	-45.4%	4,317	957	3,908	2,328	
2021	FTEs	3,880	3,998	4,155	4,089	4,478	4,710	5,115	5,045	4,770	4,849	4,239	4,489	4,485	55.8%	4,011	4,425	4,977	4,525	
2022	FTEs	3,989	4,293	4,491	4,550	4,786	4,669	5,036	4,709	4,457	4,555	3,969	4,338	4,487	0.1%	4,258	4,668	4,734	4,288	
2023	FTEs	4,440	4,598	4,776	4,835	5,107	4,962	5,338	4,980	4,717	4,759	4,127	4,582	4,769	6.3%	4,605	4,968	5,012	4,490	
2024	FTEs	4,224	4,440	4,624	4,602	4,964	4,749	5,044	4,799	4,475	4,574	3,978	4,361	4,569	-4.2%	4,429	4,772	4,773	4,304	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Serviced	FTEs	5,073	5,147	5,057	5,125	5,119	5,266	5,272	2,878	4,485	4,487	4,769	4,569	6,000						
Total Employment	FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	5,000						
Share of Total	%	13.6%	13.2%	12.6%	12.0%	11.8%	11.9%	11.7%	11.4%	14.5%	12.8%	12.5%	11.6%	4,000						
Annual Change in Share	%		-2.9%	-4.3%	-4.5%	-1.7%	0.5%	-1.3%	-2.8%	27.2%	-11.6%	-2.1%	-7.7%	3,000						
Change in Share from 2013	%		-2.9%	-7.1%	-11.2%	-12.7%	-12.3%	-13.4%	-15.9%	7.0%	-5.4%	-7.4%	-14.6%	2,000						
Avg Ann. Change in Share	%		-2.9%	-3.5%	-3.7%	-3.2%	-2.5%	-2.2%	-2.3%	0.9%	-0.6%	-0.7%	-1.3%	1,000						

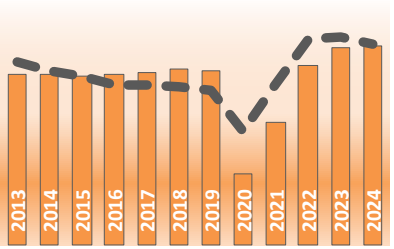
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2024

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			NON-SERVED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVED 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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-2.6%	-4.6%	12.5%	12.8%	23.5%	31.7%	25.2%	40.8%	41.6%	12.3%	9.6%	10.1%	20.5%	Annual Change	1.8%	23.3%	36.1%	10.8%	
% Change 2023 to 2024		3.2%	4.7%	5.6%	-0.6%	-1.9%	6.6%	5.9%	4.7%	3.7%	2.5%	7.1%	3.0%	3.7%		4.6%	1.6%	4.7%	4.0%	
Average Annual Change		-0.2%	-0.4%	1.1%	1.2%	2.1%	2.9%	2.3%	3.7%	3.8%	1.1%	0.9%	0.9%	1.9%		0.2%	2.1%	3.3%	1.0%	
2013 FTEs		554	594	587	735	847	910	898	987	914	693	577	574	739		578	831	933	615	
2014 FTEs		554	592	587	734	834	895	897	1,000	927	702	582	577	740	0.1%	578	821	941	620	
2015 FTEs		616	657	650	803	911	973	975	1,087	1,011	774	648	643	812	9.8%	641	896	1,024	688	
2016 FTEs		628	668	660	816	923	988	995	1,116	1,036	789	657	653	827	1.9%	652	909	1,049	700	
2017 FTEs		632	671	663	835	930	992	1,007	1,137	1,043	798	658	655	835	0.9%	655	919	1,062	704	
2018 FTEs		690	733	733	908	1,085	1,184	1,148	1,359	1,210	872	731	722	948	13.5%	719	1,059	1,239	775	
2019 FTEs		775	812	808	1,016	1,173	1,262	1,264	1,459	1,279	934	822	811	1,035	9.1%	798	1,150	1,334	856	
2020 FTEs		663	687	616	104	179	186	883	1,108	1,087	615	173	473	565	-45.4%	655	157	1,026	420	
2021 FTEs		520	529	543	707	970	1,181	1,138	1,343	1,322	907	717	694	881	56.1%	531	953	1,268	773	
2022 FTEs		677	675	742	903	1,109	1,221	1,190	1,412	1,272	842	708	759	959	8.9%	698	1,078	1,292	770	
2023 FTEs		523	541	626	834	1,065	1,124	1,062	1,327	1,248	760	591	613	859	-10.4%	563	1,008	1,213	655	
2024 FTEs		539	566	661	829	1,045	1,199	1,124	1,390	1,295	778	633	632	891	3.7%	589	1,024	1,270	681	
EMPLOYMENT														NON-SERVED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Non-Served		FTEs	739	740	812	827	835	948	1,035	565	881	959	859	891						
Total Employment		FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473						
Share of Total		%	2.0%	1.9%	2.0%	1.9%	1.9%	2.1%	2.3%	2.2%	2.8%	2.7%	2.3%	2.3%						
Annual Change in Share		%		-4.2%	6.9%	-4.0%	-0.6%	10.9%	7.6%	-2.9%	27.4%	-3.8%	-17.5%	-0.2%						
Change in Share from 2013		%		-4.2%	2.4%	-1.7%	-2.3%	8.4%	16.6%	13.3%	44.3%	38.8%	14.5%	14.3%						
Avg Ann. Change in Share		%		-4.2%	1.2%	-0.6%	-0.6%	1.7%	2.8%	1.9%	5.5%	4.3%	1.5%	1.3%						

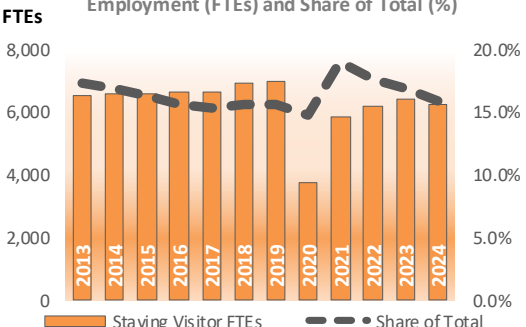
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Report Prepared by: Saleem Landi. Date of Issue: 02/07/2025

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024			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																						
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1	Q2	Q3	Q4					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC											
% Change 2013 to 2024		18.1%	13.4%	11.6%	14.6%	16.3%	15.7%	15.9%	18.2%	16.9%	14.4%	14.1%	14.1%							15.6%	15.9%	15.4%	17.0%	14.2%
% Change 2023 to 2024		0.2%	0.4%	1.2%	0.1%	0.9%	1.7%	0.6%	1.7%	0.8%	1.0%	1.9%	0.0%							0.7%	0.4%	0.7%	1.1%	0.6%
Average Annual Change		1.6%	1.2%	1.1%	1.3%	1.5%	1.4%	1.4%	1.7%	1.5%	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%	1.5%	1.3%						
2013 FTEs		1,123	370	378	1,117	738	514	866	796	455	400	338	1,109	684		624	789	706	616					
2014 FTEs		1,119	368	380	1,123	739	505	877	795	452	394	333	1,098	682	-0.3%	623	789	708	609					
2015 FTEs		1,128	371	372	1,100	735	500	866	794	449	394	331	1,079	677	-0.8%	624	779	703	601					
2016 FTEs		1,143	369	369	1,107	735	504	872	790	451	395	332	1,088	680	0.4%	627	782	704	605					
2017 FTEs		1,162	374	374	1,127	744	507	885	806	455	400	335	1,107	690	1.5%	637	793	715	614					
2018 FTEs		1,175	375	376	1,128	754	522	894	825	463	407	339	1,118	698	1.2%	642	801	728	621					
2019 FTEs		1,166	371	369	1,123	748	518	888	818	457	401	337	1,102	692	-0.9%	635	797	721	614					
2020 FTEs		1,023	336	176	40	43	33	371	525	316	183	31	357	286	-58.6%	512	39	404	191					
2021 FTEs		491	164	179	539	488	430	767	766	455	386	296	929	491	71.5%	278	486	663	537					
2022 FTEs		1,151	377	386	1,167	779	543	931	861	484	418	350	1,171	718	46.3%	638	829	759	646					
2023 FTEs		1,323	418	417	1,278	850	585	998	925	528	453	378	1,265	785	9.3%	720	904	817	699					
2024 FTEs		1,326	420	422	1,280	858	594	1,004	942	532	458	386	1,266	791	0.7%	723	911	826	703					
EMPLOYMENT														SFR										
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)										
SFR FTEs		684	682	677	680	690	698	692	286	491	718	785	791											
Total Employment FTEs		37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473											
Share of Total %		1.8%	1.7%	1.7%	1.6%	1.6%	1.6%	1.5%	1.1%	1.6%	2.1%	2.1%	2.0%											
Annual Change in Share %			-4.5%	-3.4%	-5.3%	-0.1%	-1.1%	-2.4%	-26.3%	40.0%	29.3%	0.7%	-3.0%											
Change in Share from 2013 %			-4.5%	-7.8%	-12.7%	-12.8%	-13.7%	-15.7%	-37.9%	-13.1%	12.4%	13.1%	9.7%											
Avg Ann. Change in Share %			-4.5%	-3.9%	-4.2%	-3.2%	-2.7%	-2.6%	-5.4%	-1.6%	1.4%	1.3%	0.9%											

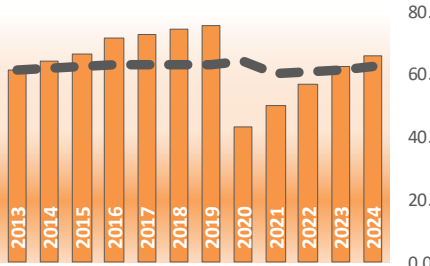
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STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE										2013 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-3.3%	-7.3%	-6.6%	-3.8%	-0.9%	-2.6%	-0.7%	1.1%	-3.2%	-6.4%	-8.8%	-5.1%	-3.8%	Annual Change	-5.7%	-2.4%	-0.9%	-6.6%	
% Change 2023 to 2024		-3.1%	-2.4%	-1.9%	-3.4%	-2.2%	-1.9%	-3.0%	-1.4%	-2.9%	-2.7%	-2.0%	-3.1%	-2.5%		-2.5%	-2.5%	-2.6%		
Average Annual Change		-0.3%	-0.7%	-0.6%	-0.3%	-0.1%	-0.2%	-0.1%	0.1%	-0.3%	-0.6%	-0.8%	-0.5%	-0.3%		-0.5%	-0.2%	-0.1%	-0.6%	
2013 FTEs		6,300	5,854	6,110	6,973	6,932	6,719	7,220	7,055	6,510	6,209	5,479	6,594	6,496			6,088	6,875	6,928	6,094
2014 FTEs		6,352	5,913	6,232	7,099	7,063	6,708	7,454	7,163	6,557	6,197	5,483	6,610	6,569	1.1%	6,166	6,957	7,058	6,097	
2015 FTEs		6,421	5,977	6,127	6,996	7,058	6,668	7,369	7,181	6,529	6,223	5,486	6,520	6,546	-0.3%	6,175	6,907	7,027	6,076	
2016 FTEs		6,551	6,015	6,155	7,106	7,126	6,795	7,516	7,201	6,628	6,301	5,560	6,635	6,632	1.3%	6,241	7,009	7,115	6,165	
2017 FTEs		6,569	6,002	6,166	7,156	7,143	6,758	7,551	7,267	6,617	6,296	5,533	6,671	6,644	0.2%	6,245	7,019	7,145	6,166	
2018 FTEs		6,788	6,198	6,387	7,334	7,441	7,172	7,838	7,669	6,919	6,571	5,737	6,889	6,912	4.0%	6,458	7,316	7,475	6,399	
2019 FTEs		6,888	6,289	6,450	7,439	7,542	7,273	7,953	7,768	6,964	6,624	5,850	6,941	6,998	1.2%	6,542	7,418	7,561	6,471	
2020 FTEs		5,868	5,815	4,768	789	1,330	1,338	4,982	5,754	5,279	3,931	1,361	3,526	3,728	-46.7%	5,484	1,152	5,338	2,939	
2021 FTEs		4,890	4,691	4,878	5,335	5,936	6,321	7,020	7,153	6,548	6,141	5,252	6,112	5,857	57.1%	4,820	5,864	6,907	5,835	
2022 FTEs		5,818	5,345	5,620	6,619	6,674	6,433	7,157	6,981	6,213	5,815	5,027	6,269	6,164	5.3%	5,594	6,575	6,784	5,704	
2023 FTEs		6,286	5,557	5,819	6,948	7,023	6,671	7,398	7,232	6,494	5,972	5,096	6,461	6,413	4.0%	5,887	6,881	7,041	5,843	
2024 FTEs		6,089	5,426	5,707	6,711	6,868	6,542	7,173	7,130	6,303	5,810	4,997	6,258	6,251	-2.5%	5,740	6,707	6,869	5,688	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	6,496	6,569	6,546	6,632	6,644	6,912	6,998	3,728	5,857	6,164	6,413	6,251	8,000	20.0%				
Total Employment		FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	6,000	15.0%				
Share of Total		%	17.4%	16.8%	16.3%	15.6%	15.3%	15.6%	15.6%	14.8%	18.9%	17.6%	16.9%	15.8%	4,000	10.0%				
Annual Change in Share		%		-3.2%	-3.0%	-4.5%	-1.4%	1.7%	-0.2%	-5.2%	28.2%	-7.0%	-4.2%	-6.1%	2,000	5.0%				
Change in Share from 2013		%		-3.2%	-6.1%	-10.3%	-11.5%	-10.0%	-10.2%	-14.9%	9.2%	1.5%	-2.7%	-8.7%	0	0.0%				
Avg Ann. Change in Share		%		-3.2%	-3.0%	-3.4%	-2.9%	-2.0%	-1.7%	-2.1%	1.1%	0.2%	-0.3%	-0.8%						
																				

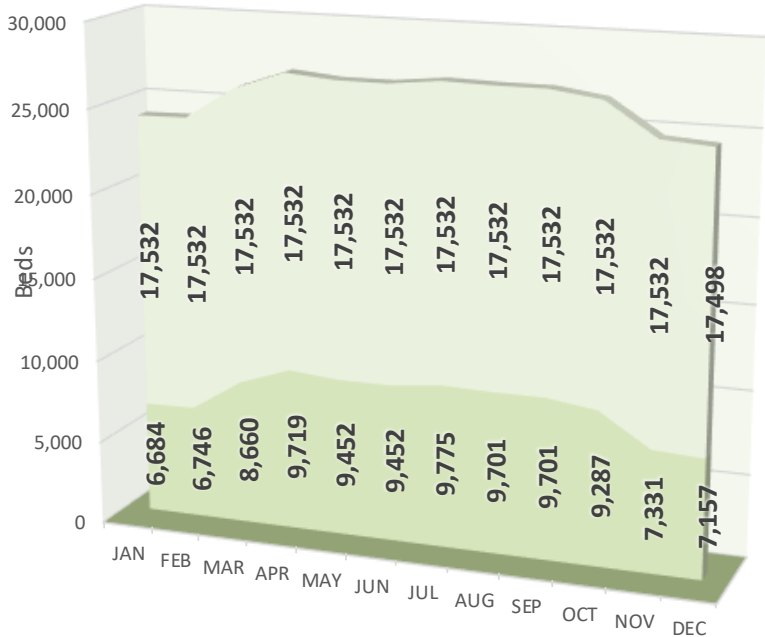
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STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			DAY VISITOR		DIRECT EMPLOYMENT				
MARKETING CHESHIRE														CALENDAR YEAR		QUARTER				
EMPLOYMENT BY:		MONTH AND QUARTER																		
KEY		DAY VISITOR											TOTAL		% Change		QUARTER			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		8.3%	8.4%	31.6%	-1.0%	-6.0%	-21.4%	3.1%	7.0%	-1.4%	25.0%	17.8%	24.6%	7.4%	Annual Change	19.3%	-10.2%	3.8%	22.0%	
% Change 2023 to 2024		3.3%	-3.5%	15.9%	-6.2%	6.0%	3.1%	15.2%	11.9%	-5.7%	4.0%	4.2%	6.1%	5.3%		7.5%	0.3%	8.4%	4.5%	
Average Annual Change		0.8%	0.8%	2.9%	-0.1%	-0.5%	-1.9%	0.3%	0.6%	-0.1%	2.3%	1.6%	2.2%	0.7%		1.8%	-0.9%	0.3%	2.0%	
2013 FTEs		14,634	14,946	26,204	23,904	21,252	27,016	27,608	36,929	19,650	23,427	25,695	13,507	22,898		18,595	24,057	28,062	20,876	
2014 FTEs		15,366	14,439	29,304	27,403	20,790	25,380	27,365	34,775	22,889	27,799	28,754	14,834	24,091	5.2%	19,703	24,524	28,343	23,796	
2015 FTEs		15,368	15,803	29,074	28,714	21,718	23,871	28,650	40,577	23,226	30,612	25,499	16,095	24,934	3.5%	20,082	24,768	30,817	24,069	
2016 FTEs		16,271	18,421	34,656	28,096	22,758	25,612	30,257	41,154	25,498	32,082	28,419	17,400	26,719	7.2%	23,116	25,489	32,303	25,967	
2017 FTEs		17,349	17,832	33,561	33,525	22,962	25,292	31,074	41,495	23,585	31,931	31,750	16,178	27,211	1.8%	22,914	27,260	32,051	26,620	
2018 FTEs		18,153	18,711	33,754	34,233	23,718	26,044	31,273	41,399	24,135	32,737	32,260	16,528	27,745	2.0%	23,540	27,998	32,269	27,175	
2019 FTEs		19,225	20,318	34,937	34,958	23,709	25,688	31,194	42,378	24,507	31,736	32,322	17,048	28,168	1.5%	24,827	28,118	32,693	27,036	
2020 FTEs		20,119	19,130	19,857	1,134	1,142	8,744	23,434	33,185	21,273	24,304	7,802	14,515	16,220	-42.4%	19,702	3,673	25,964	15,541	
2021 FTEs		3,924	2,585	5,060	13,261	14,188	21,627	20,296	41,310	22,502	30,004	30,681	17,855	18,608	14.7%	3,856	16,359	28,036	26,180	
2022 FTEs		13,877	13,010	26,896	23,998	16,820	19,642	22,152	32,336	18,052	26,838	27,222	14,062	21,242	14.2%	17,928	20,153	24,180	22,708	
2023 FTEs		15,343	16,796	29,757	25,223	18,841	20,576	24,712	35,322	20,546	28,148	29,055	15,865	23,349	9.9%	20,632	21,546	26,860	24,356	
2024 FTEs		15,851	16,202	34,479	23,654	19,968	21,222	28,461	39,522	19,375	29,285	30,266	16,835	24,593	5.3%	22,177	21,614	29,119	25,462	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	22,898	24,091	24,934	26,719	27,211	27,745	28,168	16,220	18,608	21,242	23,349	24,593	30,000					
Total Employment		FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	25,000					
Share of Total		%	61.2%	61.6%	62.1%	62.7%	62.9%	62.6%	62.7%	64.3%	60.2%	60.7%	61.4%	62.3%	20,000					
Annual Change in Share		%		0.7%	0.8%	1.0%	0.3%	-0.3%	0.1%	2.5%	-6.4%	0.9%	1.2%	1.4%	15,000					
Change in Share from 2013		%		0.7%	1.5%	2.5%	2.8%	2.4%	2.5%	5.1%	-1.6%	-0.8%	0.5%	1.9%	10,000					
Avg Ann. Change in Share		%		0.7%	0.8%	0.8%	0.7%	0.5%	0.4%	0.7%	-0.2%	-0.1%	0.0%	0.2%	5,000					

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Report Prepared by: Saleem Landi. Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE							2024		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																							
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013		SEASONAL AVAILABILITY OF BED SUPPLY 2024 Non-Serviced Accommodation Serviced Accommodation  <table><thead><tr><th>Month</th><th>Non-Serviced Accommodation</th><th>Serviced Accommodation</th></tr></thead><tbody><tr><td>JAN</td><td>6,684</td><td>17,532</td></tr><tr><td>FEB</td><td>6,746</td><td>17,532</td></tr><tr><td>MAR</td><td>8,660</td><td>17,532</td></tr><tr><td>APR</td><td>9,719</td><td>17,532</td></tr><tr><td>MAY</td><td>9,452</td><td>17,532</td></tr><tr><td>JUN</td><td>9,452</td><td>17,532</td></tr><tr><td>JUL</td><td>9,775</td><td>17,532</td></tr><tr><td>AUG</td><td>9,701</td><td>17,532</td></tr><tr><td>SEP</td><td>9,701</td><td>17,532</td></tr><tr><td>OCT</td><td>9,287</td><td>17,532</td></tr><tr><td>NOV</td><td>7,331</td><td>17,532</td></tr><tr><td>DEC</td><td>7,157</td><td>17,498</td></tr></tbody></table>					Month	Non-Serviced Accommodation	Serviced Accommodation	JAN	6,684	17,532	FEB	6,746	17,532	MAR	8,660	17,532	APR	9,719	17,532	MAY	9,452	17,532	JUN	9,452	17,532	JUL	9,775	17,532	AUG	9,701	17,532	SEP	9,701	17,532	OCT	9,287	17,532	NOV	7,331	17,532	DEC	7,157	17,498
	Month	Non-Serviced Accommodation	Serviced Accommodation																																															
	JAN	6,684	17,532																																															
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DEC	7,157	17,498																																																
Est.	Beds	Est.	Beds	Est.	Beds																																													
Serviced Accommodation Total		295	17,532	-74	-341	-218	-1,227																																											
+50 Room		54	10,975	0	+100	-3	+465																																											
11-50 Room		99	5,277	0	+27	-9	-330																																											
<10 Room		142	1,280	-74	-468	-206	-1,362																																											

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	273	9,775	+12	+62	-22	+3,584
Self catering	183	1,742	+10	-336	-77	-873
Static caravans/chalets	0	1,230	0	0	0	+951
Touring caravans/camping	87	6,393	0	+15	+52	+3,096
Youth Hostels	3	410	+2	+383	0	-12

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	568	27,307	-62	-279	-240	+2,357
Serviced Accommodation Share of Total	52%	64%				
Non-Serviced Accommodation Share of Total	48%	36%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	24,216	24,278	26,192	27,251	26,984	26,984	27,307	27,233	27,233	26,819	24,863	24,655
Serviced Accommodation	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,498
Non-Serviced Accommodation	6,684	6,746	8,660	9,719	9,452	9,452	9,775	9,701	9,701	9,287	7,331	7,157

Est.	Beds	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total		568	27,307	-62	-279	-240	+2,357
Serviced Accommodation Share of Total		52%	64%				
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SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	24,216	24,278	26,192	27,251	26,984	26,984	27,307	27,233	27,233	26,819	24,863	24,655
Serviced Accommodation	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,532	17,498
Non-Serviced Accommodation	6,684	6,746	8,660	9,719	9,452	9,452	9,775	9,701	9,701	9,287	7,331	7,157

Report Sections With Historic Financial Data Indexed to 2024 Prices

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

Indexation: *Indexation to: 2024*

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

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

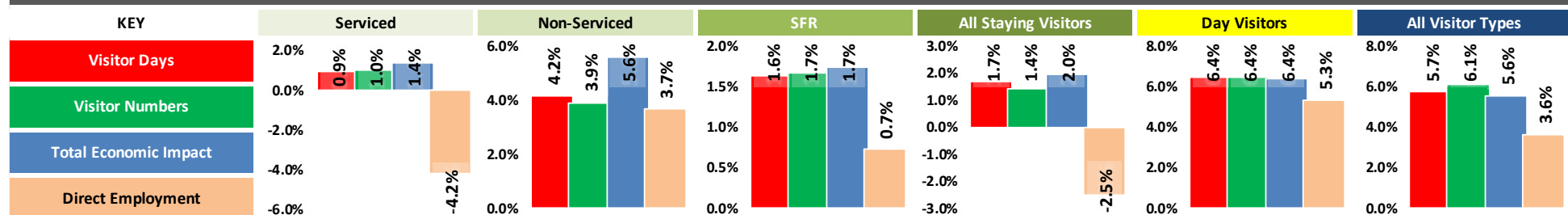
Comparing 2024 and 2023
2023 in 2024 prices (1.049)

COMPARATIVE HEADLINES

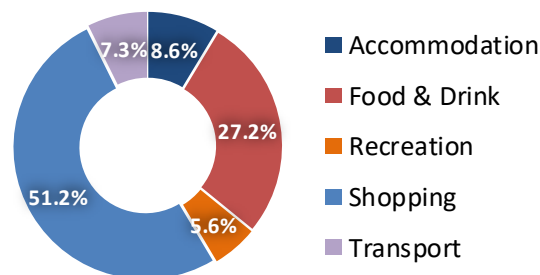
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - INDEXED TO 2024

KEY											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	3,536	3,504	0.9%	1,201	1,153	4.2%	3,791	3,730	1.6%	8,529	8,387	1.7%	50.78	47.71	6.4%
Visitor Numbers	M	2,039	2,018	1.0%	0.176	0.170	3.9%	1,588	1,562	1.7%	3,803	3,750	1.4%	50.78	47.71	6.4%
Direct Expenditure	£Bn													3.233	3.065	5.5%
Economic Impact	£Bn	0.575	0.567	1.4%	0.101	0.096	5.6%	0.123	0.121	1.7%	0.799	0.784	2.0%	3.522	3.310	6.4%
Direct Employment	FTEs	4,569	4,769	-4.2%	891	859	3.7%	791	785	0.7%	6,251	6,413	-2.5%	24,593	23,349	5.3%
Total Employment	FTEs													39,473	38,006	3.9%

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



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



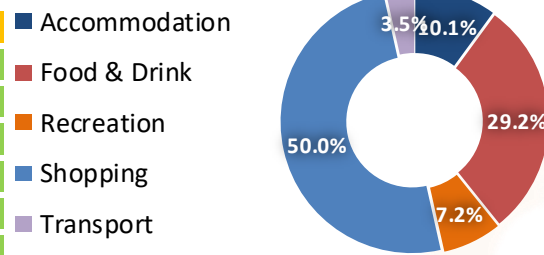
Direct Expenditure Categories

	2024	2023	+/- %
Accommodation	0.279	0.274	2.0%
Food & Drink	0.881	0.833	5.8%
Recreation	0.180	0.171	5.7%
Shopping	1.656	1.562	6.0%
Transport	0.237	0.226	4.9%
TOTAL DIRECT	3.233	3.065	5.5%
Indirect	1.089	1.030	5.8%
TOTAL	4.322	4.094	5.6%

Sectors

	2024	2023	+/- %
Accommodation	3,103	3,282	-5.5%
Food & Drink	9,000	8,597	4.7%
Recreation	2,235	2,137	4.6%
Shopping	15,424	14,703	4.9%
Transport	1,082	1,042	3.8%
TOTAL DIRECT	30,844	29,762	3.6%
Indirect	8,629	8,244	4.7%
TOTAL	39,473	38,006	3.9%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Total

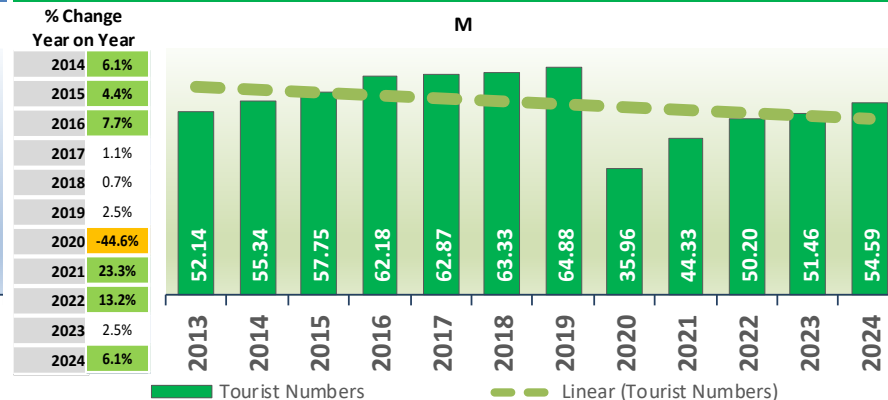


2013 to 2024
2024 Prices

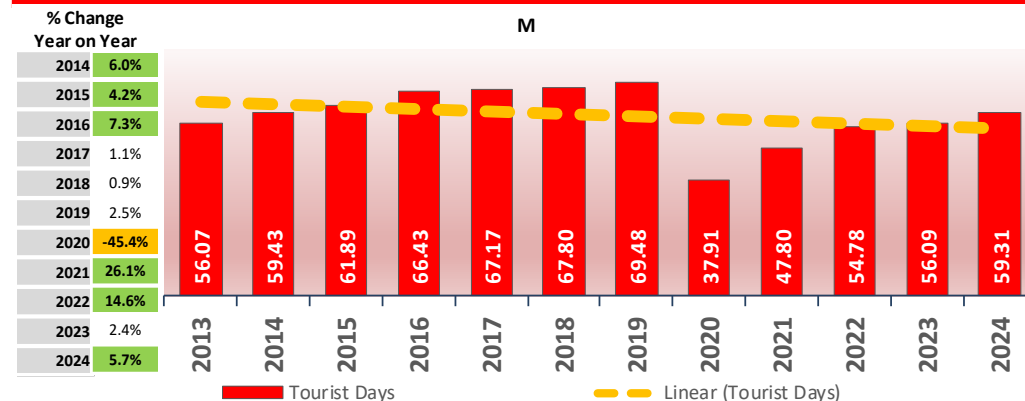
TOTAL

KEY MEASURES
Indexed

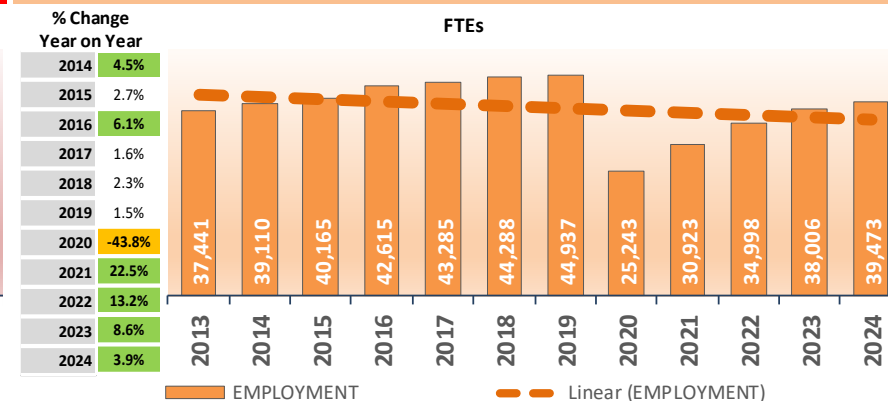
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

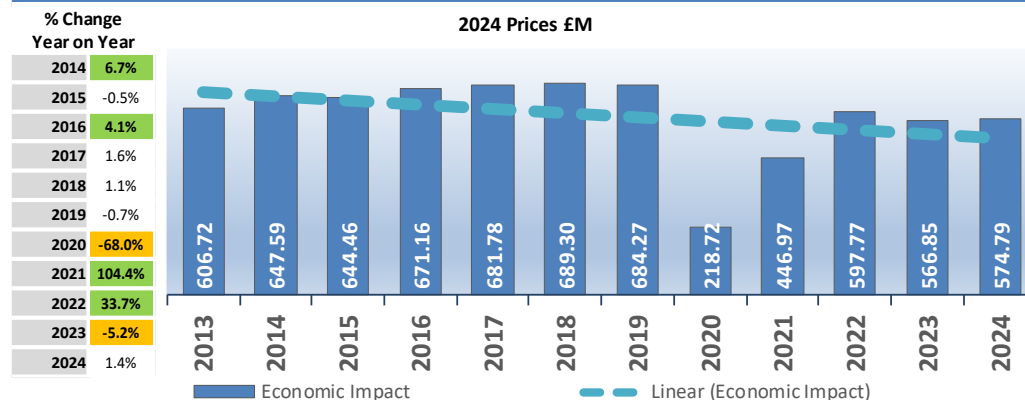


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		6.4%	10.6%	18.7%	20.1%	21.1%	24.0%	-34.8%	-15.9%	-2.4%	-1.4%	4.1%
Visitor Numbers		6.1%	10.8%	19.2%	20.6%	21.4%	24.4%	-31.0%	-15.0%	-3.7%	-1.3%	4.7%
Visitor Days		6.0%	10.4%	18.5%	19.8%	20.9%	23.9%	-32.4%	-14.8%	-2.3%	0.0%	5.8%
Total Employment		4.5%	7.3%	13.8%	15.6%	18.3%	20.0%	-32.6%	-17.4%	-6.5%	1.5%	5.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Serviced Accommodation

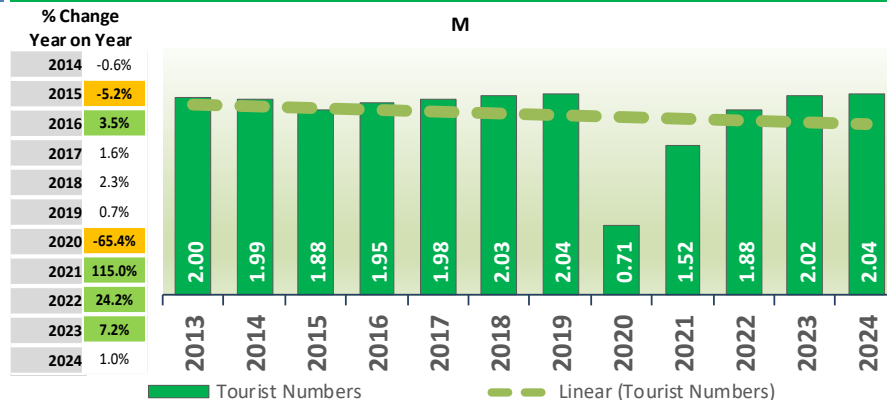


2013 to 2024
2024 Prices

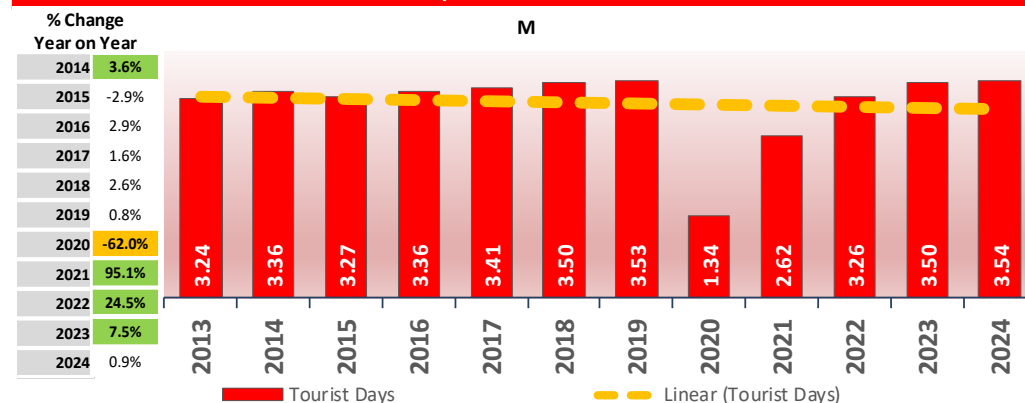
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

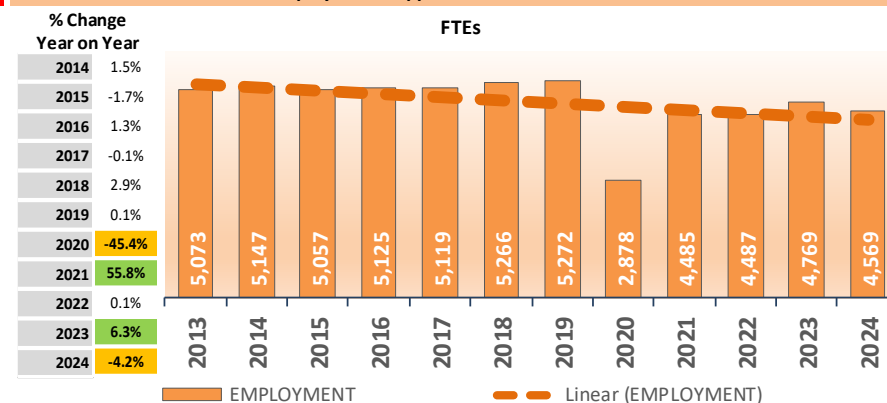
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		6.7%	6.2%	10.6%	12.4%	13.6%	12.8%	-64.0%	-26.3%	-1.5%	-6.6%	-5.3%
Visitor Numbers		-0.6%	-5.8%	-2.5%	-0.9%	1.3%	2.1%	-64.7%	-24.1%	-5.8%	0.9%	2.0%
Visitor Days		3.6%	0.7%	3.6%	5.2%	7.9%	8.8%	-58.6%	-19.3%	0.5%	8.0%	9.0%
Direct Employment		1.5%	-0.3%	1.0%	0.9%	3.8%	3.9%	-43.3%	-11.6%	-11.6%	-6.0%	-9.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Non-Serviced Accommodation

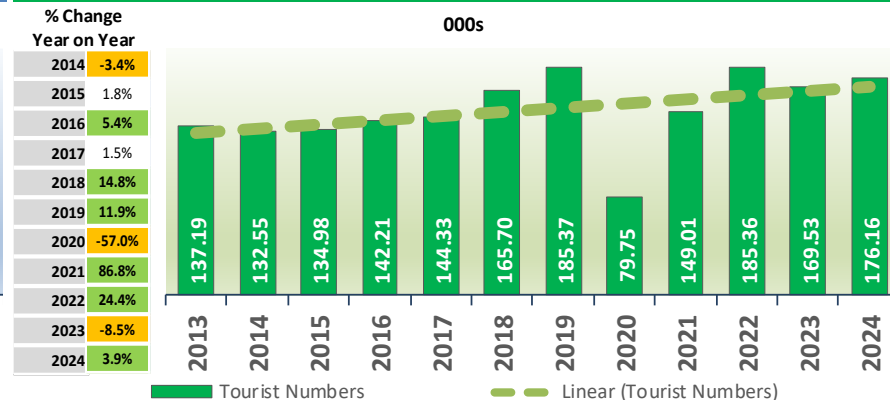


2013 to 2024
2024 Prices

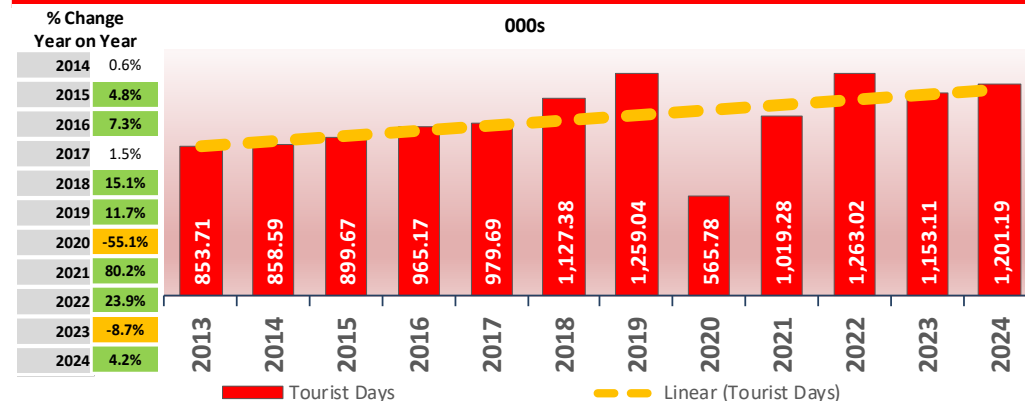
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

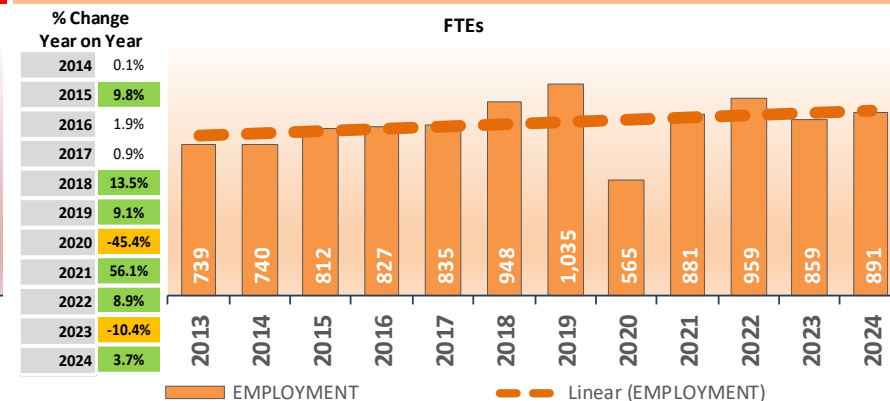
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.7%	7.8%	17.0%	15.4%	31.0%	53.0%	-31.5%	22.6%	52.5%	45.7%	53.8%
Visitor Numbers		-3.4%	-1.6%	3.7%	5.2%	20.8%	35.1%	-41.9%	8.6%	35.1%	23.6%	28.4%
Visitor Days		0.6%	5.4%	13.1%	14.8%	32.1%	47.5%	-33.7%	19.4%	47.9%	35.1%	40.7%
Direct Employment		0.1%	9.9%	11.9%	13.0%	28.2%	40.0%	-23.6%	19.2%	29.8%	16.3%	20.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - SFR



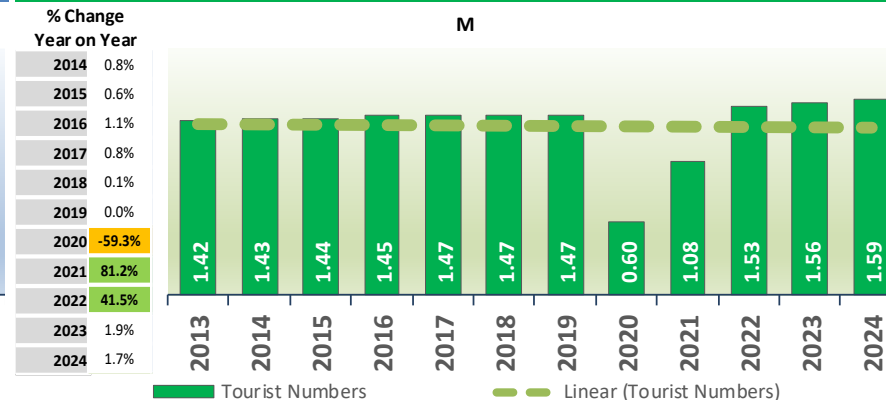
2013 to 2024

2024 Prices

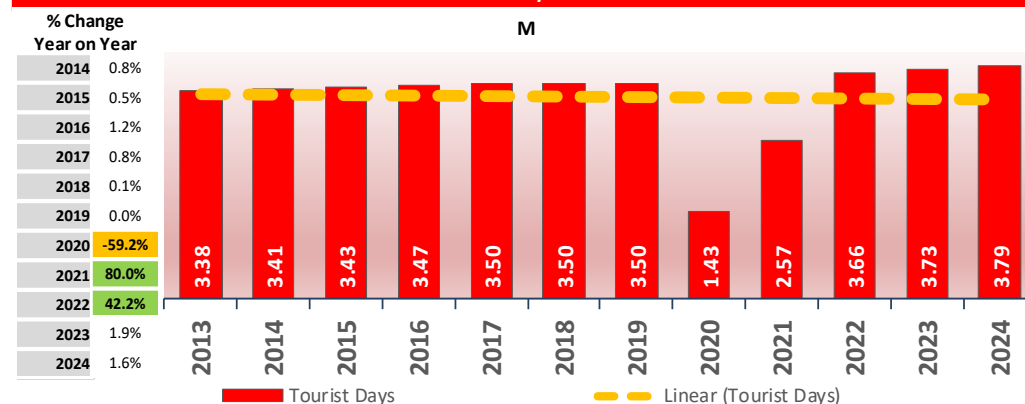
SFR

KEY MEASURES
Indexed

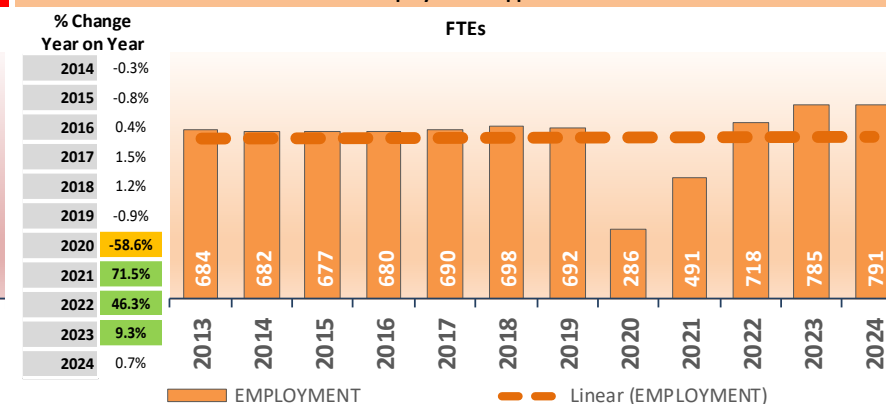
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.0%	1.5%	2.8%	3.5%	3.5%	3.6%	-57.8%	-24.6%	8.5%	10.5%	12.4%
Visitor Numbers		0.8%	1.4%	2.5%	3.3%	3.5%	3.5%	-57.9%	-23.7%	8.1%	10.1%	12.0%
Visitor Days		0.8%	1.4%	2.6%	3.4%	3.5%	3.5%	-57.8%	-24.0%	8.1%	10.2%	12.0%
Direct Employment		-0.3%	-1.0%	-0.6%	0.9%	2.1%	1.1%	-58.1%	-28.2%	5.0%	14.8%	15.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Staying Visitor

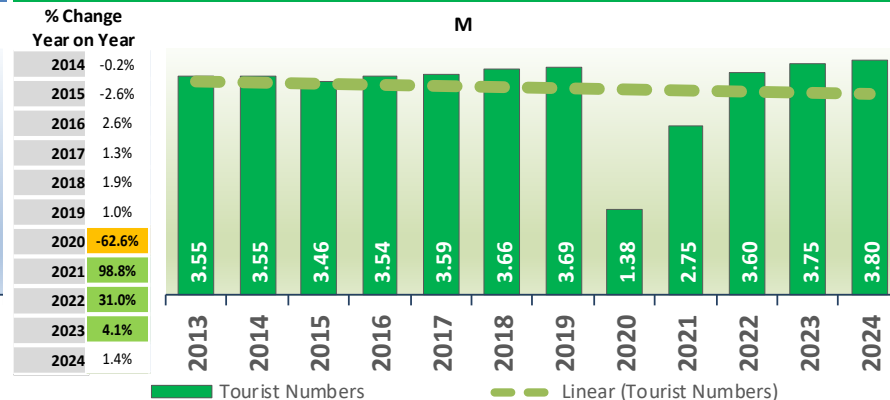


2013 to 2024
2024 Prices

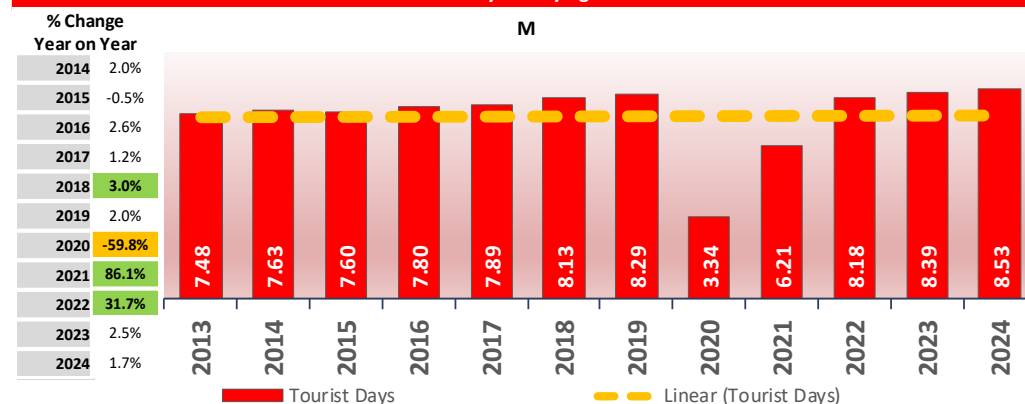
STAYING VISITOR

KEY MEASURES
Indexed

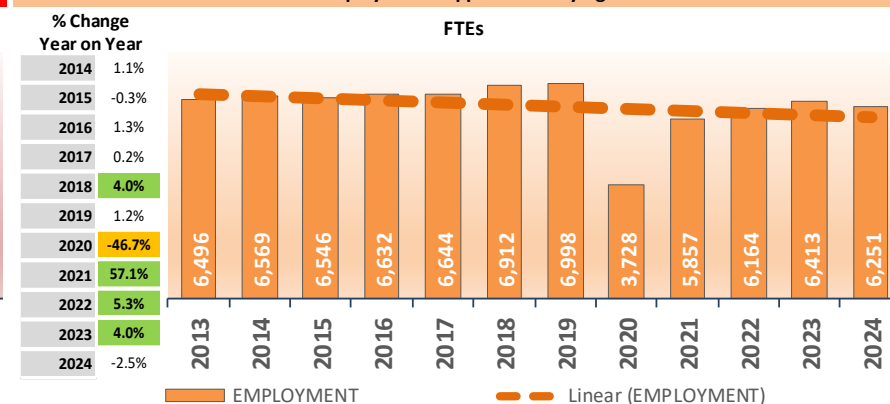
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

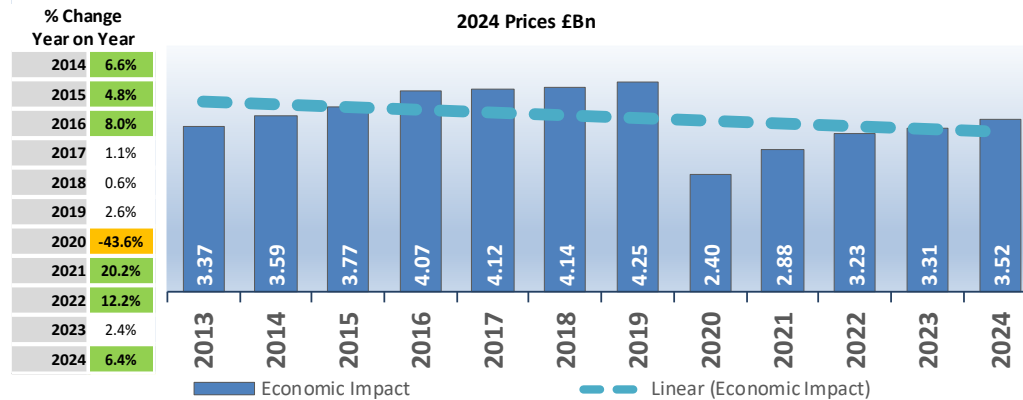


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		5.4%	5.7%	10.1%	11.4%	13.7%	14.9%	-60.4%	-22.0%	4.5%	0.2%	2.2%
Visitor Numbers		-0.2%	-2.8%	-0.3%	1.0%	2.9%	3.9%	-61.1%	-22.7%	1.3%	5.5%	7.0%
Visitor Days		2.0%	1.5%	4.2%	5.5%	8.7%	10.8%	-55.4%	-17.0%	9.4%	12.1%	14.0%
Direct Employment		1.1%	0.8%	2.1%	2.3%	6.4%	7.7%	-42.6%	-9.8%	-5.1%	-1.3%	-3.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Day Visitor

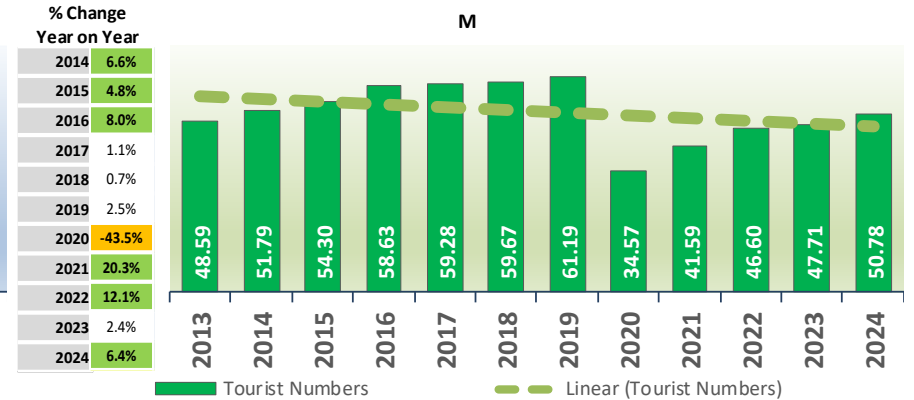


2013 to 2024
2024 Prices

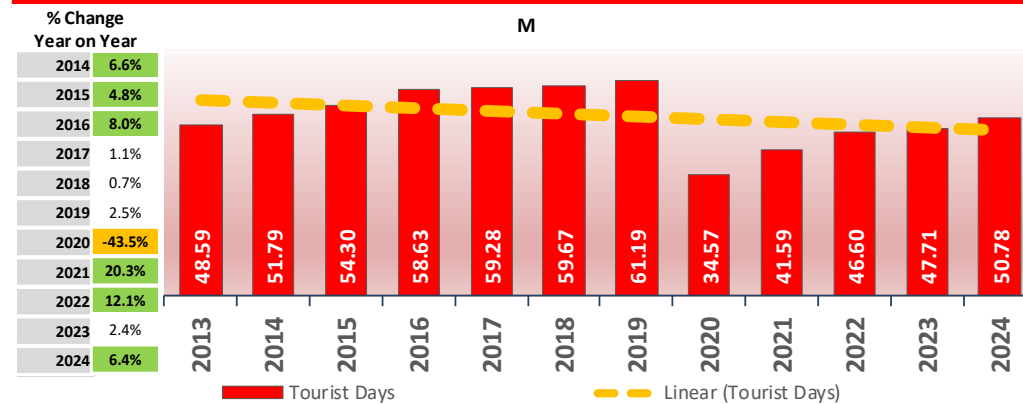
DAY VISITOR

KEY MEASURES
Indexed

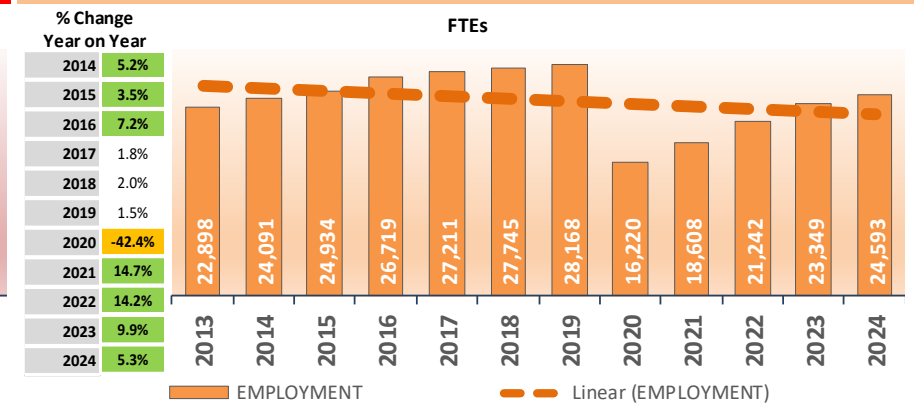
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

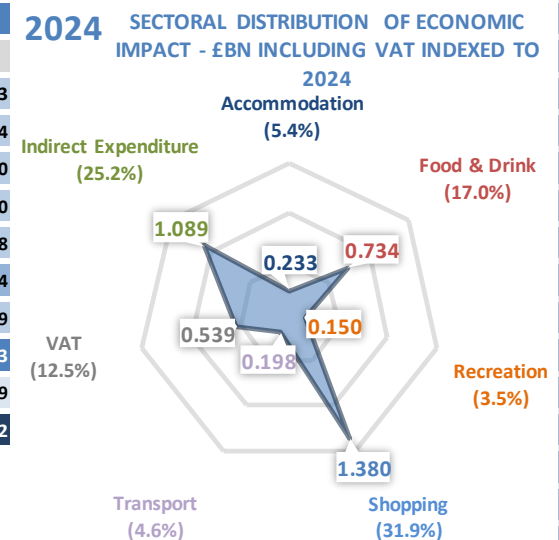


% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		6.6%	11.8%	20.7%	22.1%	22.9%	26.1%	-28.9%	-14.5%	-4.0%	-1.8%	4.5%
Visitor Numbers		6.6%	11.7%	20.7%	22.0%	22.8%	25.9%	-28.8%	-14.4%	-4.1%	-1.8%	4.5%
Visitor Days		6.6%	11.7%	20.7%	22.0%	22.8%	25.9%	-28.8%	-14.4%	-4.1%	-1.8%	4.5%
Direct Employment		5.2%	8.9%	16.7%	18.8%	21.2%	23.0%	-29.2%	-18.7%	-7.2%	2.0%	7.4%

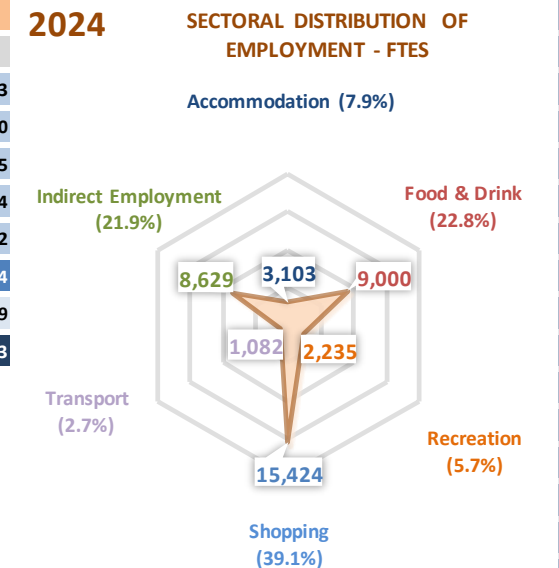
"Linear" = Linear Trendline

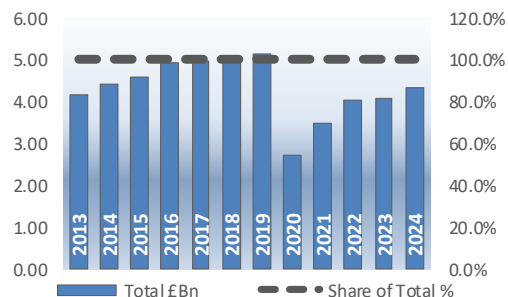
STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024		TOTAL	SECTORAL ANALYSIS
MARKETING CHESHIRE										2024 Prices			Indexed

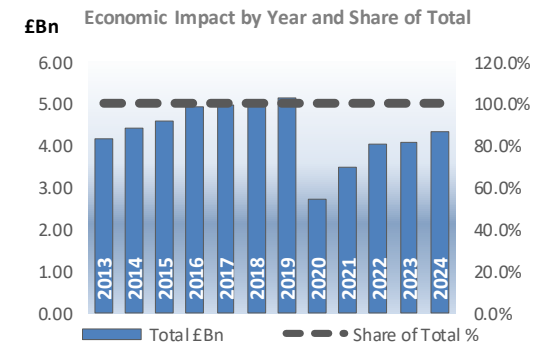
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2024													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£Bn	0.260	0.282	0.284	0.299	0.304	0.306	0.304	0.096	0.189	0.260	0.228	0.233
Food & Drink	£Bn	0.692	0.734	0.764	0.820	0.829	0.837	0.859	0.496	0.596	0.676	0.694	0.734
Recreation	£Bn	0.143	0.152	0.158	0.170	0.171	0.173	0.177	0.102	0.123	0.138	0.142	0.150
Shopping	£Bn	1.310	1.392	1.454	1.565	1.582	1.595	1.636	0.904	1.120	1.270	1.302	1.380
Transport	£Bn	0.185	0.196	0.204	0.220	0.223	0.225	0.231	0.122	0.156	0.184	0.188	0.198
Direct Revenue	£Bn	2.590	2.756	2.864	3.073	3.109	3.136	3.208	1.720	2.184	2.528	2.554	2.694
VAT	£Bn	0.518	0.551	0.573	0.615	0.622	0.627	0.642	0.297	0.427	0.506	0.511	0.539
Direct Expenditure	£Bn	3.109	3.307	3.437	3.688	3.731	3.764	3.849	2.018	2.611	3.033	3.065	3.233
Indirect Expenditure	£Bn	1.044	1.110	1.156	1.243	1.256	1.267	1.298	0.690	0.881	1.018	1.030	1.089
TOTAL	£Bn	4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322

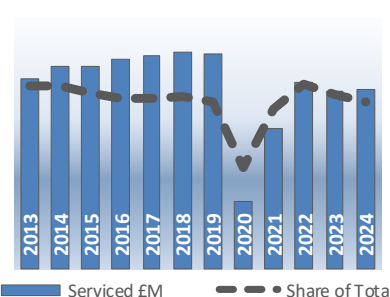


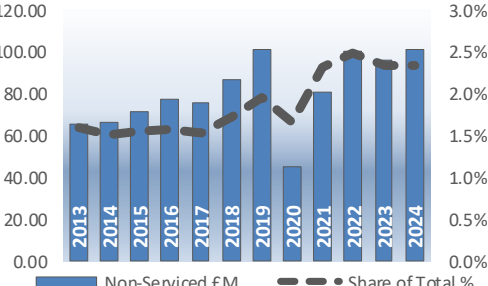
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	3,824	3,863	3,893	3,927	3,898	4,029	4,069	2,542	3,702	3,367	3,282	3,103
Food & Drink	FTEs	8,259	8,648	8,888	9,463	9,630	9,891	10,013	5,756	6,740	7,796	8,597	9,000
Recreation	FTEs	2,072	2,169	2,230	2,373	2,416	2,466	2,505	1,440	1,685	1,935	2,137	2,235
Shopping	FTEs	14,252	14,949	15,411	16,454	16,753	17,089	17,378	9,575	11,549	13,357	14,703	15,424
Transport	FTEs	986	1,031	1,059	1,134	1,158	1,182	1,202	635	789	951	1,042	1,082
Direct Employment	FTEs	29,394	30,661	31,480	33,351	33,855	34,657	35,167	19,948	24,464	27,406	29,762	30,844
Indirect Employment	FTEs	8,048	8,450	8,684	9,264	9,430	9,631	9,771	5,294	6,459	7,592	8,244	8,629
TOTAL	FTEs	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473



STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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 £Bn - 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					
% Change 2013 to 2024		6.0%	4.2%	23.4%	-2.8%	-6.0%	-19.2%	1.1%	4.5%	-3.1%	17.6%	13.2%	15.5%	4.1%	Annual Change	13.3%	-9.8%	1.5%	15.4%	
% Change 2023 to 2024		3.4%	-1.3%	15.3%	-4.2%	5.8%	3.9%	12.5%	11.4%	-3.6%	4.7%	5.3%	5.4%	5.6%		7.5%	1.4%	7.9%	5.1%	
Average Annual Change		0.5%	0.4%	2.1%	-0.3%	-0.5%	-1.7%	0.1%	0.4%	-0.3%	1.6%	1.2%	1.4%	0.4%		1.2%	-0.9%	0.1%	1.4%	
2013	£Bn	0.234	0.236	0.384	0.364	0.336	0.401	0.425	0.535	0.306	0.347	0.356	0.229	4.153		0.854	1.101	1.266	0.932	
2014	£Bn	0.248	0.235	0.432	0.416	0.339	0.386	0.435	0.519	0.352	0.406	0.399	0.250	4.418	6.4%	0.915	1.141	1.306	1.055	
2015	£Bn	0.253	0.257	0.432	0.435	0.355	0.371	0.455	0.599	0.360	0.448	0.363	0.266	4.593	4.0%	0.941	1.161	1.414	1.077	
2016	£Bn	0.270	0.293	0.507	0.434	0.373	0.400	0.483	0.612	0.394	0.472	0.405	0.288	4.930	7.3%	1.070	1.207	1.488	1.165	
2017	£Bn	0.283	0.284	0.491	0.502	0.374	0.392	0.492	0.615	0.368	0.468	0.445	0.273	4.987	1.1%	1.058	1.268	1.475	1.185	
2018	£Bn	0.290	0.292	0.488	0.504	0.380	0.401	0.495	0.614	0.372	0.474	0.446	0.274	5.031	0.9%	1.070	1.285	1.481	1.195	
2019	£Bn	0.308	0.315	0.507	0.518	0.384	0.401	0.500	0.633	0.379	0.466	0.453	0.283	5.147	2.3%	1.130	1.304	1.512	1.202	
2020	£Bn	0.304	0.289	0.278	0.017	0.019	0.114	0.326	0.454	0.296	0.318	0.098	0.194	2.707	-47.4%	0.871	0.150	1.076	0.610	
2021	£Bn	0.074	0.056	0.092	0.207	0.234	0.338	0.348	0.621	0.355	0.446	0.435	0.285	3.492	29.0%	0.223	0.780	1.324	1.166	
2022	£Bn	0.230	0.217	0.403	0.378	0.292	0.321	0.378	0.501	0.296	0.402	0.388	0.245	4.051	16.0%	0.850	0.991	1.175	1.035	
2023	£Bn	0.240	0.250	0.411	0.370	0.298	0.312	0.382	0.501	0.308	0.390	0.383	0.251	4.094	1.1%	0.900	0.979	1.191	1.024	
2024	£Bn	0.248	0.246	0.473	0.354	0.316	0.324	0.429	0.559	0.297	0.408	0.403	0.264	4.322	5.6%	0.968	0.993	1.285	1.076	
ECONOMIC IMPACT - INDEXED TO 2024														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£Bn Economic Impact by Year and Share of Total						
Total		£Bn	4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322						
All Visitor Types		£Bn	4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025																				

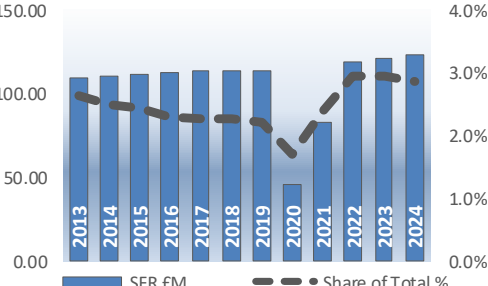


STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 to 2024 2024 Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £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						
% Change 2013 to 2024		4.0%	-2.1%	-7.5%	-6.2%	-3.5%	-7.8%	-2.1%	-4.0%	-12.4%	-7.3%	-5.9%	-6.9%	-5.3%	Annual Change	-2.5%	-5.8%	-5.7%	-6.8%
% Change 2023 to 2024		-0.3%	3.8%	3.6%	0.0%	3.7%	1.2%	-2.2%	1.5%	-0.3%	2.3%	5.4%	0.3%	1.4%		2.5%	1.7%	-0.4%	2.4%
Average Annual Change		0.4%	-0.2%	-0.7%	-0.6%	-0.3%	-0.7%	-0.2%	-0.4%	-1.1%	-0.7%	-0.5%	-0.6%	-0.5%		-0.2%	-0.5%	-0.5%	-0.6%
2013	£M	37.00	44.71	52.46	50.85	58.21	55.57	65.53	60.45	51.13	51.17	34.09	45.54	606.72		134.18	164.63	177.11	130.81
2014	£M	39.13	47.43	57.70	55.57	63.69	57.17	74.08	65.23	53.60	52.10	34.66	47.22	647.59	6.7%	144.27	176.43	192.91	133.97
2015	£M	41.14	49.42	55.01	53.48	64.11	56.43	72.78	66.29	52.66	53.17	34.68	45.30	644.46	-0.5%	145.56	174.02	191.73	133.15
2016	£M	44.31	50.31	55.75	56.42	66.12	59.98	76.98	66.42	54.98	55.23	36.38	48.29	671.16	4.1%	150.37	182.52	198.38	139.90
2017	£M	45.30	50.65	56.87	57.68	67.12	59.65	78.32	68.50	55.37	55.66	36.61	50.06	681.78	1.6%	152.81	184.44	202.20	142.33
2018	£M	45.43	50.18	56.46	56.17	65.73	61.16	83.03	73.45	54.58	56.73	36.73	49.66	689.30	1.1%	152.07	183.06	211.05	143.12
2019	£M	45.63	50.09	55.63	55.66	65.58	61.31	82.34	72.76	53.59	56.10	37.04	48.54	684.27	-0.7%	151.34	182.56	208.70	141.68
2020	£M	32.43	39.62	21.85	1.942	3.771	4.012	23.38	34.29	24.95	18.20	3.209	11.06	218.72	-68.0%	93.90	9.724	82.62	32.47
2021	£M	18.41	21.40	25.67	25.01	36.04	42.01	62.35	60.54	43.70	46.33	28.99	36.52	446.97	104.4%	65.48	103.06	166.59	111.84
2022	£M	34.21	42.99	49.24	50.35	57.42	53.84	71.15	61.84	47.67	51.07	33.12	44.86	597.77	33.7%	126.44	161.62	180.67	129.04
2023	£M	38.57	42.17	46.84	47.71	54.17	50.65	65.55	57.17	44.94	46.35	30.47	42.26	566.85	-5.2%	127.58	152.53	167.66	119.07
2024	£M	38.47	43.78	48.52	47.69	56.19	51.25	64.13	58.05	44.79	47.42	32.10	42.41	574.79	1.4%	130.77	155.12	166.98	121.93
ECONOMIC IMPACT - INDEXED TO 2024														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Serviced	£M	606.72	647.59	644.46	671.16	681.78	689.30	684.27	218.72	446.97	597.77	566.85	574.79						
All Visitor Types	£Bn	4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322						
Share of Total	%	14.6%	14.7%	14.0%	13.6%	13.7%	13.7%	13.3%	8.1%	12.8%	14.8%	13.8%	13.3%						
Annual Change in Share	%		0.3%	-4.3%	-3.0%	0.4%	0.2%	-3.0%	-39.2%	58.4%	15.3%	-6.2%	-3.9%						
Change in Share from 2013	%		0.3%	-4.0%	-6.8%	-6.4%	-6.2%	-9.0%	-44.7%	-12.4%	1.0%	-5.2%	-9.0%						
Avg Ann. Change in Share	%		0.3%	-2.0%	-2.3%	-1.6%	-1.2%	-1.5%	-6.4%	-1.5%	0.1%	-0.5%	-0.8%						
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025																			

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE												2013 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							
% Change 2013 to 2024		23.4%	10.7%	43.2%	39.2%	46.8%	58.6%	52.9%	72.8%	79.6%	45.1%	50.7%	54.1%	53.8%	Annual Change	25.7%	49.5%	68.2%	49.3%	
% Change 2023 to 2024		-2.5%	3.1%	7.8%	-3.8%	-5.1%	9.0%	16.5%	11.9%	4.2%	1.3%	9.5%	-1.0%	5.6%		3.3%	0.7%	10.7%	2.8%	
Average Annual Change		2.1%	1.0%	3.9%	3.6%	4.3%	5.3%	4.8%	6.6%	7.2%	4.1%	4.6%	4.9%	4.9%		2.3%	4.5%	6.2%	4.5%	
2013	£M	2.580	3.366	3.217	5.095	6.665	7.737	8.833	10.20	7.853	4.398	2.998	2.949	65.89		9.163	19.50	26.89	10.34	
2014	£M	2.568	3.318	3.173	5.069	6.497	7.543	8.896	10.54	8.126	4.555	3.066	2.999	66.35		0.7%	9.060	19.11	27.56	10.62
2015	£M	2.823	3.622	3.383	5.367	6.947	8.028	9.362	11.17	8.687	4.943	3.385	3.319	71.04		7.1%	9.828	20.34	29.22	11.65
2016	£M	3.149	4.009	3.762	5.845	7.445	8.596	10.06	12.05	9.382	5.468	3.707	3.642	77.11	8.6%	10.92	21.89	31.49	12.82	
2017	£M	3.017	3.823	3.568	5.849	7.186	8.288	10.32	12.59	9.221	5.237	3.488	3.471	76.06	-1.4%	10.41	21.32	32.13	12.20	
2018	£M	3.203	4.018	3.811	6.097	8.645	10.33	11.33	14.85	10.83	5.603	3.833	3.777	86.33	13.5%	11.03	25.07	37.01	13.21	
2019	£M	4.205	4.910	4.589	7.673	9.833	11.36	13.63	16.82	11.68	6.344	4.927	4.838	100.80	16.8%	13.70	28.86	42.13	16.11	
2020	£M	3.931	3.372	2.182	0.106	0.223	0.340	7.670	11.29	9.855	3.791	0.174	2.175	45.11	-55.2%	9.485	0.669	28.82	6.140	
2021	£M	0.638	0.737	0.759	3.074	7.498	11.21	12.09	15.63	13.85	6.996	4.315	3.991	80.79	79.1%	2.135	21.78	41.57	15.30	
2022	£M	3.884	3.775	4.872	6.891	9.927	11.87	13.54	17.28	12.92	5.843	4.286	5.385	100.48	24.4%	12.53	28.69	43.74	15.52	
2023	£M	3.263	3.613	4.276	7.369	10.31	11.26	11.59	15.76	13.53	6.302	4.125	4.594	95.99	-4.5%	11.15	28.94	40.88	15.02	
2024	£M	3.183	3.727	4.607	7.091	9.782	12.27	13.50	17.63	14.10	6.384	4.517	4.546	101.35	5.6%	11.52	29.15	45.24	15.45	
ECONOMIC IMPACT - INDEXED TO 2024														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Non-Serviced	£M	65.89	66.35	71.04	77.11	76.06	86.33	100.80	45.11	80.79	100.48	95.99	101.35							
All Visitor Types	£Bn	4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322							
Share of Total	%	1.6%	1.5%	1.5%	1.6%	1.5%	1.7%	2.0%	1.7%	2.3%	2.5%	2.3%	2.3%							
Annual Change in Share	%		-5.3%	3.0%	1.1%	-2.5%	12.5%	14.1%	-14.9%	38.8%	7.2%	-5.5%	0.0%							
Change in Share from 2013	%		-5.3%	-2.5%	-1.4%	-3.9%	8.2%	23.4%	5.0%	45.8%	56.3%	47.7%	47.8%							
Avg Ann. Change in Share	%		-5.3%	-1.3%	-0.5%	-1.0%	1.6%	3.9%	0.7%	5.7%	6.3%	4.8%	4.3%							

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STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE												2013 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						
% Change 2013 to 2024		14.8%	10.3%	8.4%	11.5%	13.0%	12.5%	12.6%	14.9%	13.7%	11.3%	10.9%	11.0%	12.4%	Annual Change	12.7%	12.2%	13.7%	11.0%
% Change 2023 to 2024		1.3%	1.5%	2.1%	1.1%	1.9%	2.7%	1.7%	2.8%	1.8%	2.0%	3.0%	1.1%	1.7%		1.5%	1.7%	2.1%	1.6%
Average Annual Change		1.3%	0.9%	0.8%	1.0%	1.2%	1.1%	1.1%	1.4%	1.2%	1.0%	1.0%	1.0%	1.1%		1.2%	1.1%	1.2%	1.0%
2013	£M	15.02	4.937	5.058	14.94	9.868	6.897	11.55	10.64	6.078	5.338	4.531	14.84	109.70		25.01	31.71	28.27	24.71
2014	£M	15.16	4.969	5.148	15.22	10.01	6.870	11.83	10.76	6.116	5.321	4.524	14.88	110.81		1.0%	25.27	32.10	28.71
2015	£M	15.49	5.077	5.099	15.11	10.09	6.886	11.84	10.89	6.146	5.389	4.553	14.80	111.36	0.5%	25.66	32.08	28.87	24.74
2016	£M	15.81	5.093	5.099	15.31	10.16	6.999	12.01	10.91	6.222	5.444	4.599	15.04	112.71	1.2%	26.00	32.48	29.15	25.08
2017	£M	15.96	5.112	5.128	15.47	10.22	6.990	12.11	11.05	6.242	5.475	4.612	15.20	113.58	0.8%	26.20	32.68	29.40	25.29
2018	£M	15.93	5.071	5.097	15.30	10.22	7.104	12.08	11.17	6.271	5.505	4.603	15.16	113.51	-0.1%	26.10	32.62	29.52	25.27
2019	£M	15.97	5.061	5.058	15.39	10.25	7.118	12.12	11.19	6.243	5.484	4.629	15.10	113.61	0.1%	26.09	32.76	29.55	25.21
2020	£M	14.06	4.611	2.423	0.545	0.589	0.461	4.982	6.925	4.159	2.414	0.417	4.716	46.30	-59.2%	21.09	1.594	16.07	7.548
2021	£M	6.683	2.217	2.437	7.629	6.897	6.100	10.80	10.81	6.420	5.433	4.196	13.13	82.75	78.7%	11.34	20.63	28.03	22.76
2022	£M	15.90	5.193	5.334	16.13	10.76	7.528	12.82	11.88	6.680	5.755	4.842	16.19	119.01	43.8%	26.43	34.42	31.38	26.78
2023	£M	17.03	5.367	5.369	16.47	10.94	7.552	12.79	11.90	6.786	5.822	4.880	16.29	121.20	1.8%	27.77	34.96	31.48	26.99
2024	£M	17.25	5.446	5.484	16.65	11.15	7.757	13.01	12.23	6.909	5.940	5.026	16.47	123.32	1.7%	28.18	35.56	32.14	27.43
ECONOMIC IMPACT - INDEXED TO 2024														SFR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
SFR	£M	109.70	110.81	111.36	112.71	113.58	113.51	113.61	46.30	82.75	119.01	121.20	123.32	150.00					
All Visitor Types	£Bn	4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322	100.00					
Share of Total	%	2.6%	2.5%	2.4%	2.3%	2.3%	2.3%	2.2%	1.7%	2.4%	2.9%	3.0%	2.9%	50.00					
Annual Change in Share	%		-5.0%	-3.3%	-5.7%	-0.4%	-0.9%	-2.2%	-22.5%	38.6%	24.0%	0.8%	-3.6%	75.00					
Change in Share from 2013	%		-5.0%	-8.2%	-13.5%	-13.8%	-14.6%	-16.4%	-35.3%	-10.3%	11.2%	12.1%	8.0%	25.00					
Avg Ann. Change in Share	%		-5.0%	-4.1%	-4.5%	-3.4%	-2.9%	-2.7%	-5.0%	-1.3%	1.2%	1.2%	0.7%	0.00					

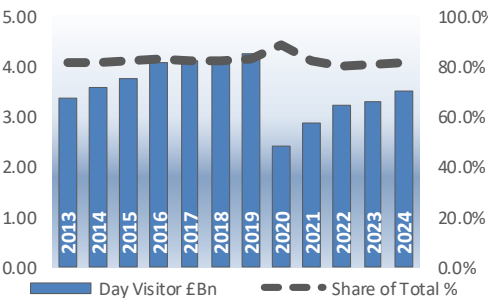
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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 2013 to 2024		7.9%	-0.1%	-3.5%	0.8%	3.2%	1.5%	5.5%	8.1%	1.1%	-1.9%	0.0%	0.1%	2.2%	Annual Change	1.3%	1.9%	5.2%	-0.6%	
% Change 2023 to 2024		0.1%	3.5%	3.8%	-0.2%	2.3%	2.6%	0.8%	3.6%	0.8%	2.2%	5.5%	0.4%	2.0%		2.4%	1.6%	1.8%	2.3%	
Average Annual Change		0.7%	0.0%	-0.3%	0.1%	0.3%	0.1%	0.5%	0.7%	0.1%	-0.2%	0.0%	0.0%	0.2%		0.1%	0.2%	0.5%	-0.1%	
2013 £M		54.60	53.01	60.74	70.89	74.74	70.20	85.91	81.29	65.06	60.91	41.62	63.33	782.31	Annual Change	168.35	215.83	232.27	165.86	
2014 £M		56.86	55.72	66.03	75.86	80.20	71.58	94.81	86.53	67.84	61.97	42.25	65.09	824.74		5.4%	178.60	227.64	249.18	169.32
2015 £M		59.45	58.12	63.49	73.95	81.15	71.34	93.98	88.35	67.49	63.50	42.62	63.42	826.86		0.3%	181.05	226.44	249.82	169.54
2016 £M		63.27	59.41	64.61	77.58	83.73	75.58	99.05	89.38	70.58	66.14	44.68	66.97	860.98		4.1%	187.29	236.88	259.02	177.79
2017 £M		64.27	59.58	65.56	79.00	84.52	74.92	100.75	92.15	70.84	66.38	44.71	68.73	871.41		1.2%	189.42	238.45	263.73	179.82
2018 £M		64.56	59.26	65.37	77.57	84.59	78.60	106.44	99.47	71.68	67.84	45.16	68.59	889.13		2.0%	189.19	240.76	277.59	181.60
2019 £M		65.80	60.06	65.28	78.72	85.66	79.79	108.09	100.77	71.51	67.92	46.60	68.48	898.69		1.1%	191.13	244.18	280.38	183.00
2020 £M		50.42	47.60	26.46	2.593	4.583	4.812	36.03	52.51	38.97	24.40	3.799	17.95	310.13		-65.5%	124.48	11.99	127.51	46.16
2021 £M		25.73	24.35	28.87	35.72	50.43	59.31	85.24	86.98	63.97	58.76	37.50	53.64	610.51		96.9%	78.95	145.46	236.19	149.90
2022 £M		53.99	51.96	59.45	73.37	78.12	73.24	97.51	91.01	67.27	62.66	42.24	66.43	817.26		33.9%	165.39	224.73	255.80	171.34
2023 £M		58.87	51.15	56.49	71.55	75.42	69.46	89.93	84.83	65.25	58.47	39.47	63.15	784.04		-4.1%	166.51	216.43	240.02	161.09
2024 £M		58.90	52.95	58.61	71.43	77.12	71.28	90.64	87.91	65.80	59.75	41.64	63.42	799.46		2.0%	170.46	219.83	244.36	164.80
ECONOMIC IMPACT - INDEXED TO 2024														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Staying Visitor £M		782.31	824.74	826.86	860.98	871.41	889.13	898.69	310.13	610.51	817.26	784.04	799.46							
All Visitor Types £Bn		4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322							
Share of Total %		18.8%	18.7%	18.0%	17.5%	17.5%	17.7%	17.5%	11.5%	17.5%	20.2%	19.1%	18.5%							
Annual Change in Share %			-0.9%	-3.6%	-3.0%	0.1%	1.1%	-1.2%	-34.4%	52.6%	15.4%	-5.1%	-3.4%							
Change in Share from 2013 %			-0.9%	-4.5%	-7.3%	-7.2%	-6.2%	-7.3%	-39.2%	-7.2%	7.1%	1.6%	-1.8%							
Avg Ann. Change in Share %			-0.9%	-2.2%	-2.4%	-1.8%	-1.2%	-1.2%	-5.6%	-0.9%	0.8%	0.2%	-0.2%							

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STEAM REPORT FOR 2013-2024 - FINAL MARKETING CHESHIRE											2013 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 £Bn - 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 2013 to 2024		5.5%	5.5%	28.5%	-3.7%	-8.6%	-23.7%	0.0%	3.8%	-4.2%	21.7%	15.0%	21.4%	4.5%	16.3%	-12.6%	0.7%	18.9%	
% Change 2023 to 2024		4.4%	-2.6%	17.2%	-5.2%	7.1%	4.3%	16.1%	13.0%	-4.8%	5.1%	5.2%	7.1%	6.4%	8.7%	1.4%	9.4%	5.6%	
Average Annual Change		0.5%	0.5%	2.6%	-0.3%	-0.8%	-2.2%	0.0%	0.3%	-0.4%	2.0%	1.4%	1.9%	0.4%	1.5%	-1.1%	0.1%	1.7%	
2013	£Bn	0.180	0.183	0.323	0.293	0.261	0.331	0.339	0.453	0.241	0.286	0.314	0.166	3.370	0.686	0.885	1.033	0.766	
2014	£Bn	0.191	0.179	0.366	0.340	0.259	0.314	0.340	0.433	0.285	0.344	0.357	0.184	3.593	6.6%	0.737	0.914	1.057	0.885
2015	£Bn	0.193	0.199	0.368	0.361	0.274	0.300	0.361	0.511	0.292	0.384	0.321	0.203	3.767	4.8%	0.760	0.934	1.164	0.908
2016	£Bn	0.207	0.234	0.443	0.356	0.289	0.324	0.384	0.522	0.323	0.406	0.360	0.221	4.069	8.0%	0.883	0.970	1.229	0.987
2017	£Bn	0.219	0.225	0.426	0.423	0.290	0.317	0.391	0.523	0.297	0.401	0.400	0.204	4.115	1.1%	0.869	1.030	1.211	1.005
2018	£Bn	0.226	0.233	0.422	0.426	0.296	0.323	0.389	0.515	0.300	0.406	0.401	0.206	4.142	0.6%	0.881	1.044	1.203	1.013
2019	£Bn	0.242	0.255	0.442	0.439	0.298	0.321	0.392	0.532	0.308	0.398	0.406	0.214	4.249	2.6%	0.939	1.059	1.232	1.019
2020	£Bn	0.254	0.241	0.252	0.014	0.014	0.110	0.290	0.401	0.257	0.294	0.094	0.176	2.397	-43.6%	0.747	0.138	0.949	0.564
2021	£Bn	0.049	0.032	0.063	0.172	0.184	0.279	0.263	0.534	0.291	0.387	0.397	0.231	2.882	20.2%	0.144	0.634	1.088	1.016
2022	£Bn	0.176	0.165	0.344	0.305	0.214	0.248	0.281	0.410	0.229	0.340	0.345	0.179	3.234	12.2%	0.685	0.766	0.919	0.863
2023	£Bn	0.181	0.198	0.354	0.298	0.223	0.242	0.292	0.417	0.242	0.332	0.343	0.188	3.310	2.4%	0.734	0.763	0.951	0.863
2024	£Bn	0.189	0.193	0.415	0.282	0.239	0.252	0.339	0.471	0.231	0.349	0.361	0.201	3.522	6.4%	0.798	0.774	1.040	0.911
ECONOMIC IMPACT - INDEXED TO 2024														DAY VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£Bn Economic Impact by Year and Share of Total					
Day Visitor		£Bn	3.370	3.593	3.767	4.069	4.115	4.142	4.249	2.397	2.882	3.234	3.310	3.522					
All Visitor Types		£Bn	4.153	4.418	4.593	4.930	4.987	5.031	5.147	2.707	3.492	4.051	4.094	4.322					
Share of Total		%	81.2%	81.3%	82.0%	82.5%	82.5%	82.3%	82.5%	88.5%	82.5%	79.8%	80.9%	81.5%					
Annual Change in Share		%		0.2%	0.8%	0.7%	0.0%	-0.2%	0.3%	7.3%	-6.8%	-3.3%	1.3%	0.8%					
Change in Share from 2013		%		0.2%	1.0%	1.7%	1.7%	1.4%	1.7%	9.1%	1.7%	-1.6%	-0.4%	0.4%					
Avg Ann. Change in Share		%		0.2%	0.5%	0.6%	0.4%	0.3%	0.3%	1.3%	0.2%	-0.2%	0.0%	0.0%					

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