



STEAM REPORT FOR 2012-2023 - FINAL

Final

MARKETING CHESHIRE


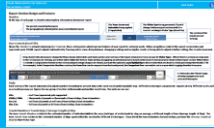



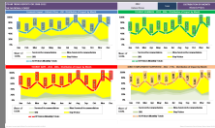







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Email: cathryn.j@gtsuk.co.uk

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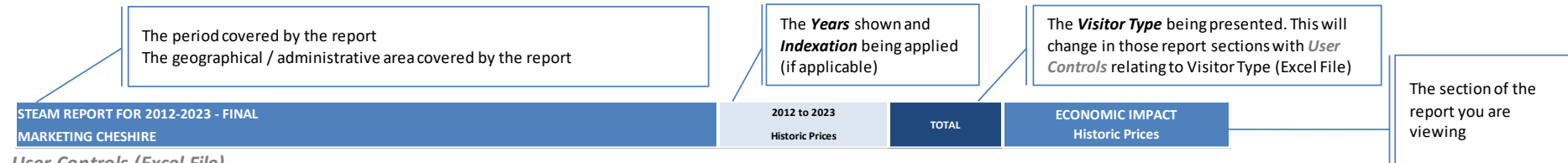
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

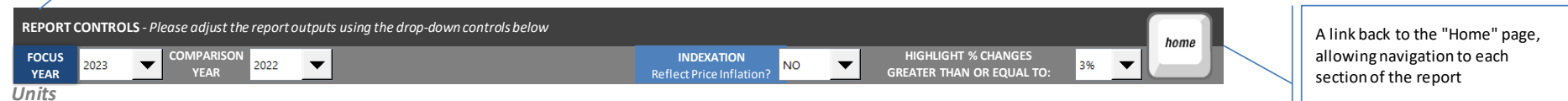
At the top of each page is a band containing key information about your report



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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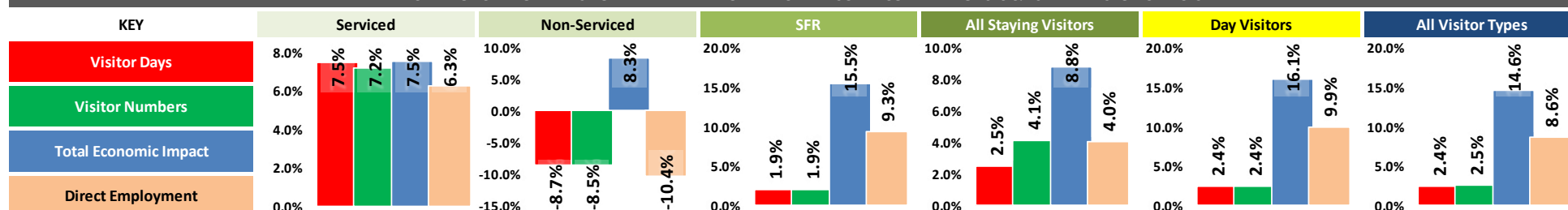
Comparing 2023 and 2022
All £'s Historic Prices

COMPARATIVE HEADLINES

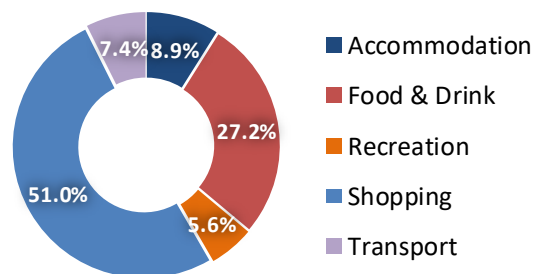
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

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		
		Serviced			Non-Serviced														
Less than 3% change		2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
A Fall of 3% or more		2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
Visitor Days	M	3.504	3.260	7.5%	1.153	1.263	-8.7%	3.730	3.659	1.9%	8.387	8.182	2.5%	47.71	46.60	2.4%	56.09	54.78	2.4%
Visitor Numbers	M	2.018	1.883	7.2%	0.170	0.185	-8.5%	1.562	1.532	1.9%	3.750	3.601	4.1%	47.71	46.60	2.4%	51.46	50.20	2.5%
Direct Expenditure	£Bn																2.921	2.549	14.6%
Economic Impact	£Bn	0.540	0.502	7.5%	0.091	0.084	8.3%	0.116	0.100	15.5%	0.747	0.687	8.8%	3.155	2.718	16.1%	3.903	3.405	14.6%
Direct Employment	FTEs	4,769	4,487	6.3%	859	959	-10.4%	785	718	9.3%	6,413	6,164	4.0%	23,349	21,242	9.9%	29,762	27,406	8.6%
Total Employment	FTEs																38,006	34,998	8.6%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES



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



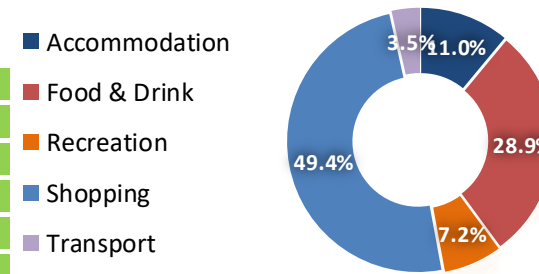
Direct Expenditure Categories

	2023	2022	+/- %
Accommodation	0.261	0.262	-0.5%
Food & Drink	0.794	0.681	16.5%
Recreation	0.163	0.139	16.7%
Shopping	1.489	1.280	16.3%
Transport	0.215	0.186	15.8%
TOTAL DIRECT	2,921	2,549	14.6%
Indirect	0.982	0.856	14.7%
TOTAL	3,903	3,405	14.6%

Sectors

	2023	2022	+/- %
Accommodation	3,282	3,367	-2.5%
Food & Drink	8,597	7,796	10.3%
Recreation	2,137	1,935	10.4%
Shopping	14,703	13,357	10.1%
Transport	1,042	951	9.6%
TOTAL DIRECT	29,762	27,406	8.6%
Indirect	8,244	7,592	8.6%
TOTAL	38,006	34,998	8.6%

Sectoral Distribution of Employment - FTEs



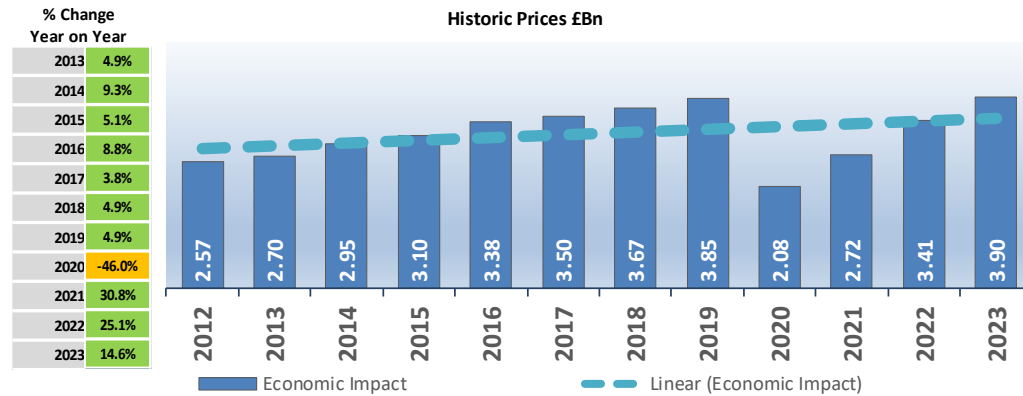
Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2012 to 2023

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

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Economic Impact - Historic Prices - Total

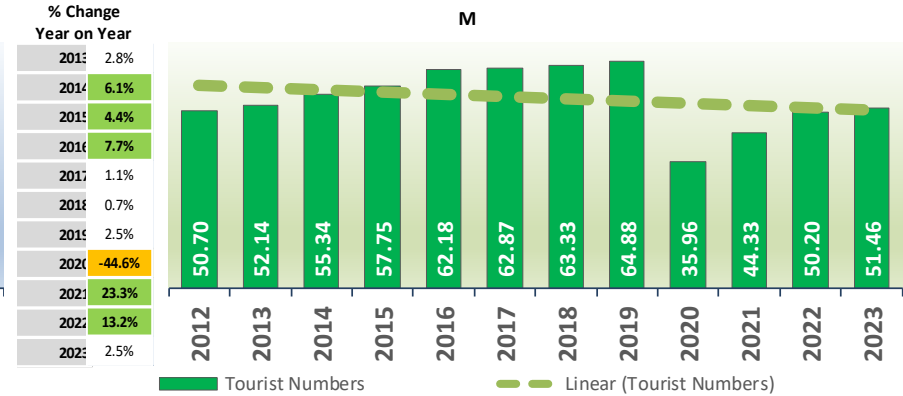


2012 to 2023
Historic Prices

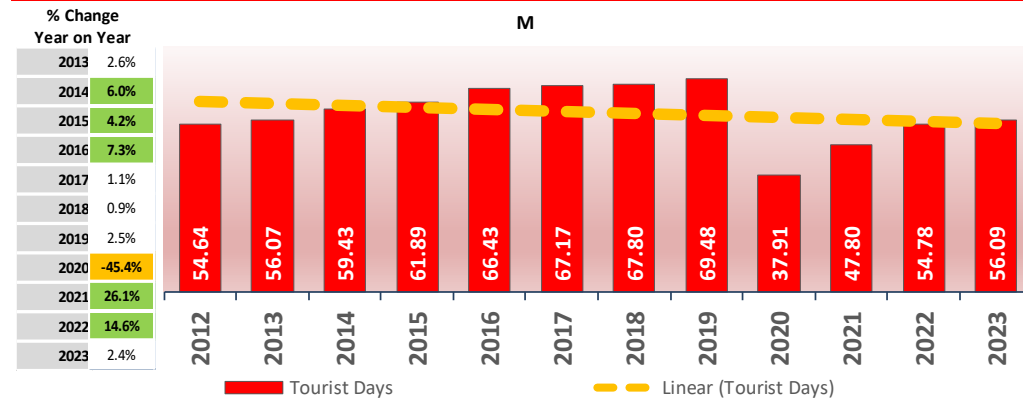
TOTAL

KEY MEASURES
Historic Prices

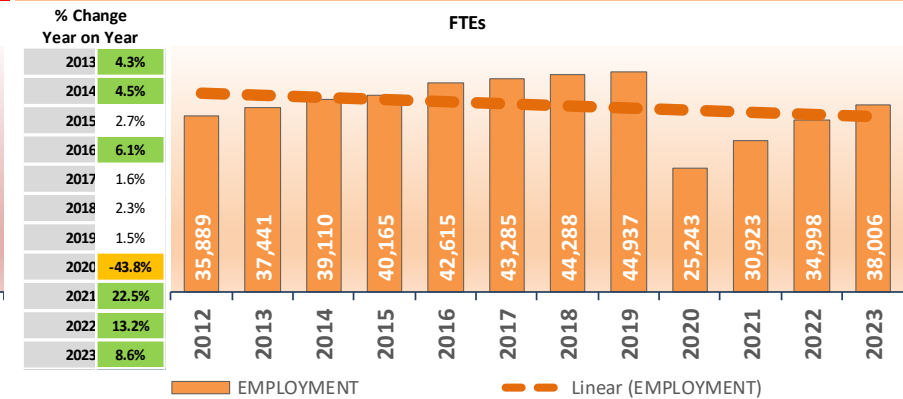
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



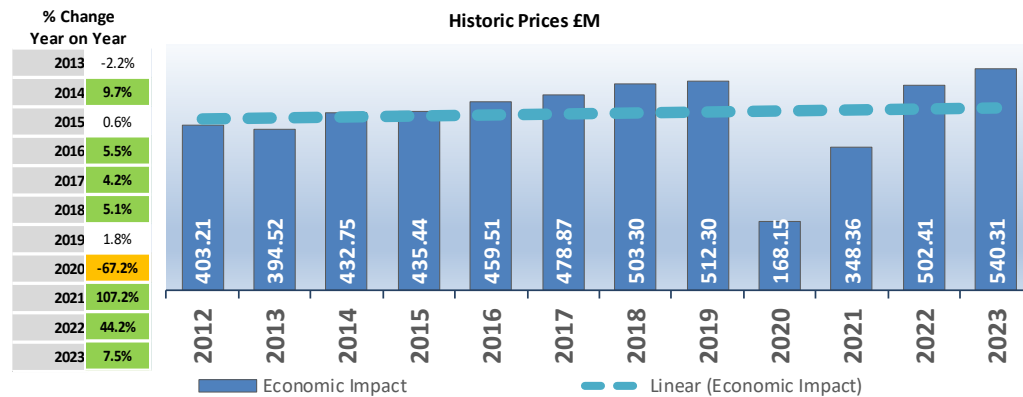
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.9%	14.7%	20.6%	31.2%	36.1%	42.7%	49.7%	-19.1%	5.8%	32.3%	51.7%
Visitor Numbers		2.8%	9.2%	13.9%	22.6%	24.0%	24.9%	28.0%	-29.1%	-12.6%	-1.0%	1.5%
Visitor Days		2.6%	8.7%	13.3%	21.6%	22.9%	24.1%	27.1%	-30.6%	-12.5%	0.2%	2.7%
Total Employment		4.3%	9.0%	11.9%	18.7%	20.6%	23.4%	25.2%	-29.7%	-13.8%	-2.5%	5.9%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Serviced Accommodation

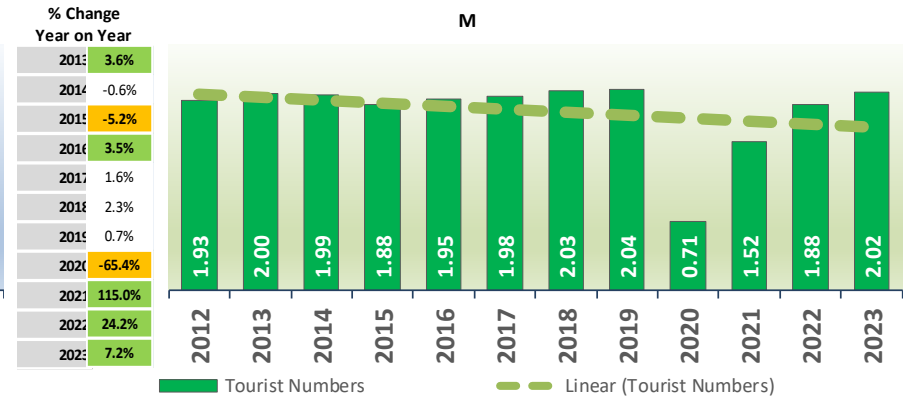


2012 to 2023
Historic Prices

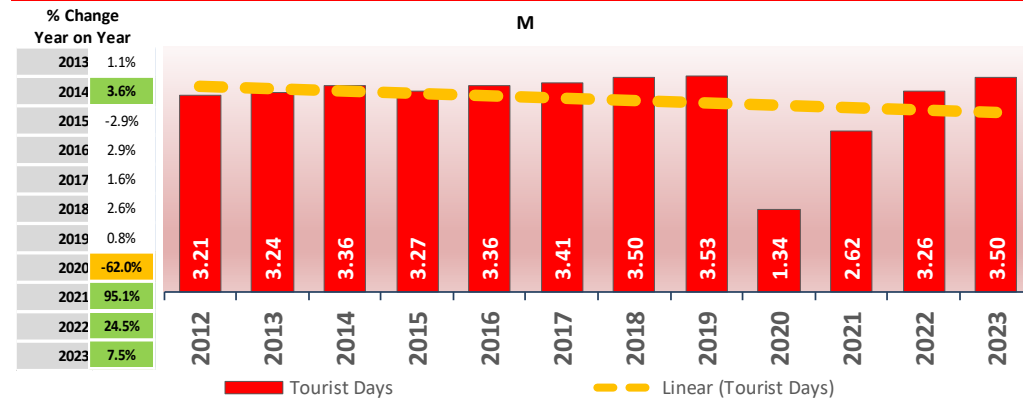
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

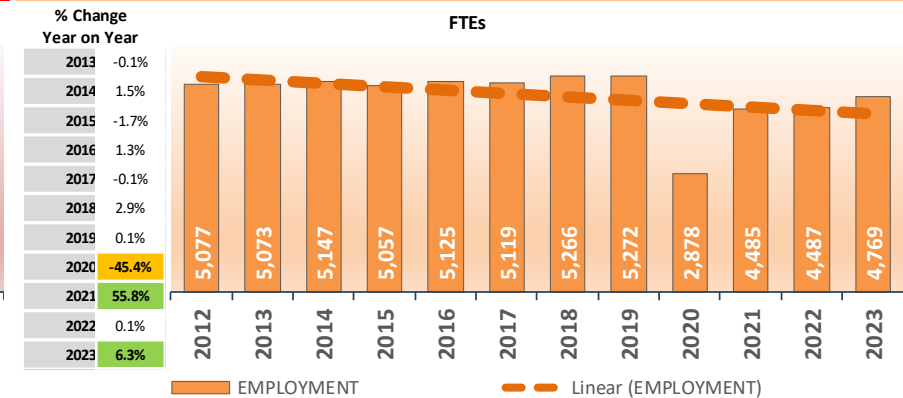
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

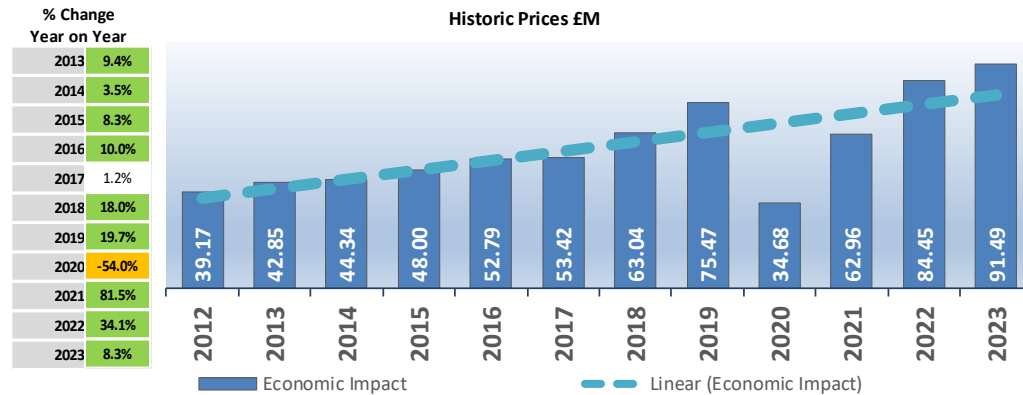


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-2.2%	7.3%	8.0%	14.0%	18.8%	24.8%	27.1%	-58.3%	-13.6%	24.6%	34.0%
Visitor Numbers		3.6%	2.9%	-2.5%	0.9%	2.6%	4.9%	5.7%	-63.5%	-21.4%	-2.5%	4.5%
Visitor Days		1.1%	4.8%	1.8%	4.7%	6.4%	9.1%	10.0%	-58.2%	-18.4%	1.6%	9.2%
Direct Employment		-0.1%	1.4%	-0.4%	1.0%	0.8%	3.7%	3.8%	-43.3%	-11.7%	-11.6%	-6.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE

Economic Impact - Historic Prices - Non-Serviced Accommodation

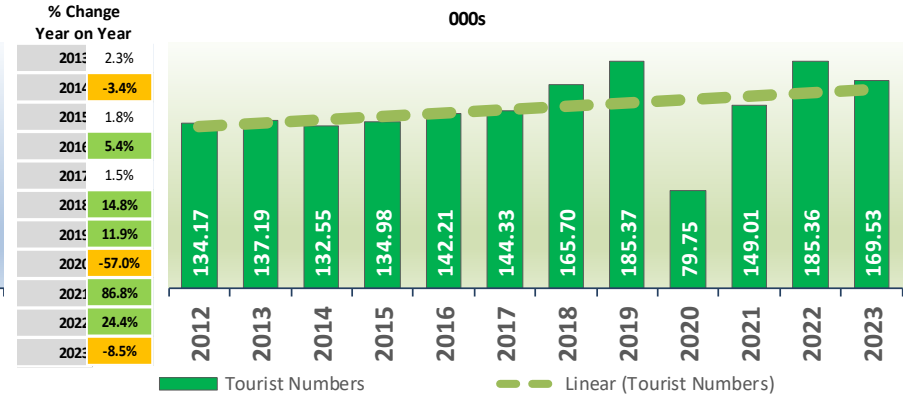


2012 to 2023
Historic Prices

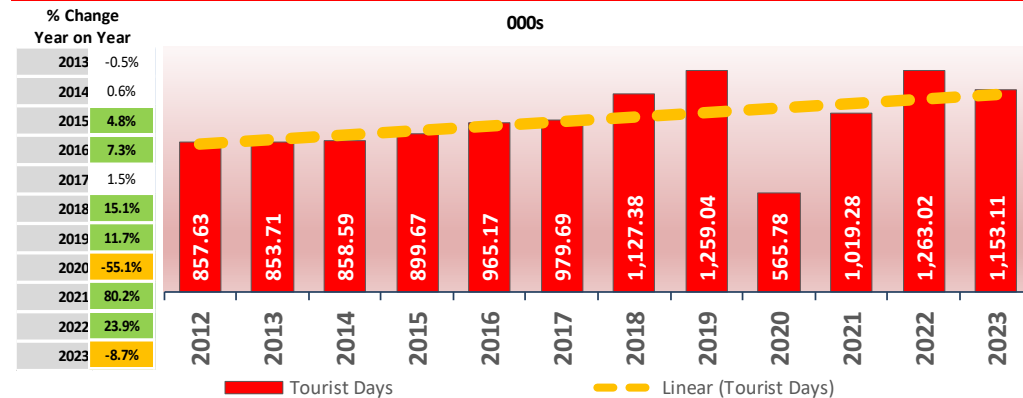
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

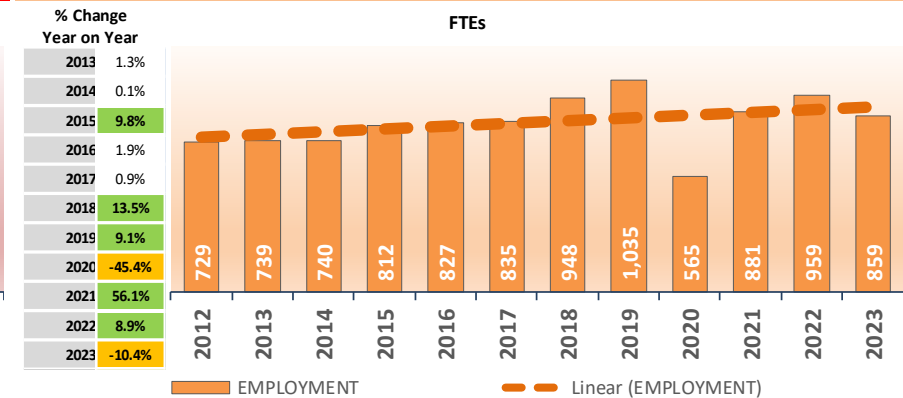
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



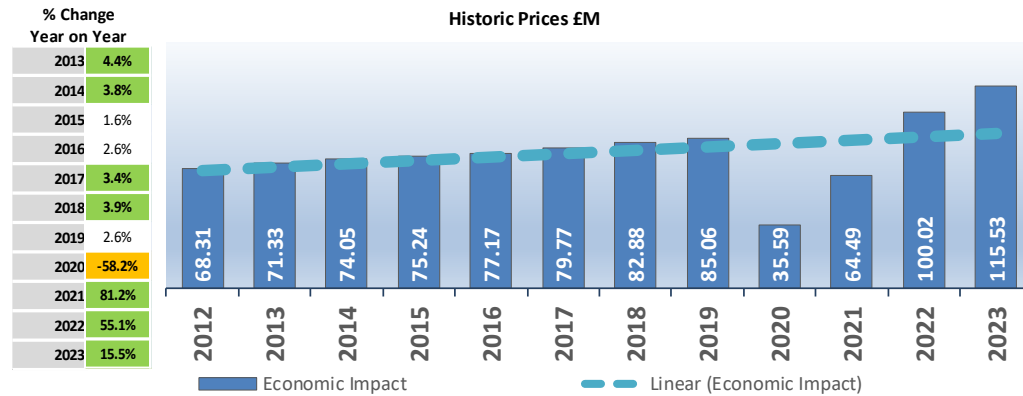
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		9.4%	13.2%	22.5%	34.8%	36.4%	60.9%	92.7%	-11.4%	60.8%	115.6%	133.6%
Visitor Numbers		2.3%	-1.2%	0.6%	6.0%	7.6%	23.5%	38.2%	-40.6%	11.1%	38.2%	26.4%
Visitor Days		-0.5%	0.1%	4.9%	12.5%	14.2%	31.5%	46.8%	-34.0%	18.8%	47.3%	34.5%
Direct Employment		1.3%	1.5%	11.4%	13.4%	14.5%	29.9%	41.8%	-22.6%	20.8%	31.5%	17.8%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR



2012 to 2023

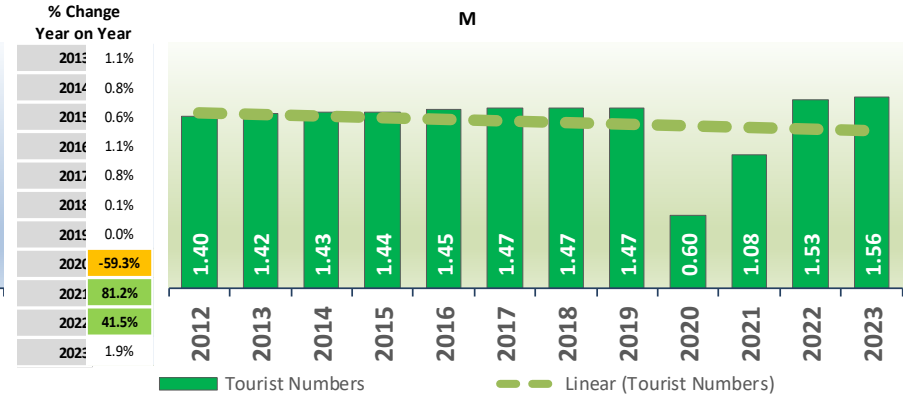
Historic Prices

SFR

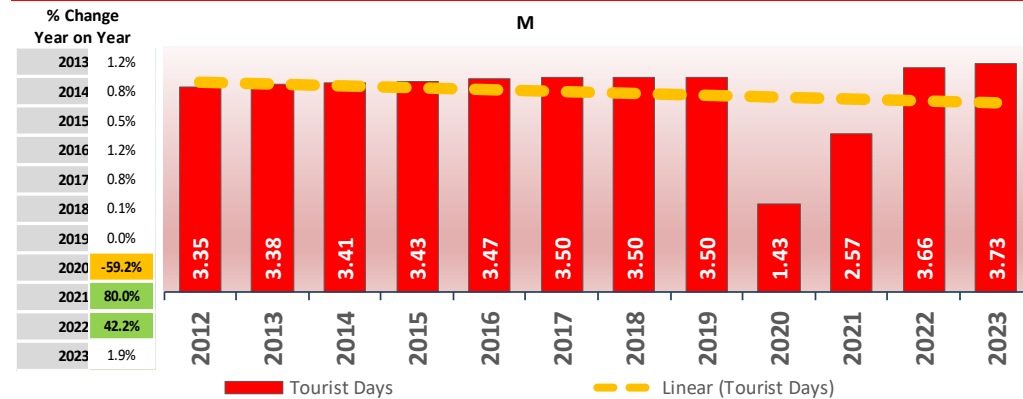
KEY MEASURES

Historic Prices

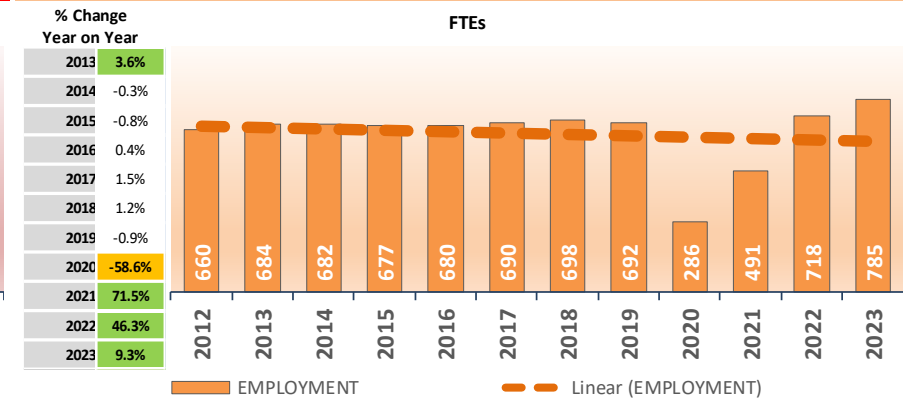
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.4%	8.4%	10.1%	13.0%	16.8%	21.3%	24.5%	-47.9%	-5.6%	46.4%	69.1%
Visitor Numbers		1.1%	1.9%	2.5%	3.7%	4.5%	4.6%	4.6%	-57.4%	-22.8%	9.3%	11.4%
Visitor Days		1.2%	2.0%	2.6%	3.8%	4.6%	4.7%	4.7%	-57.3%	-23.1%	9.4%	11.5%
Direct Employment		3.6%	3.4%	2.5%	3.0%	4.5%	5.8%	4.8%	-56.6%	-25.6%	8.8%	19.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL

MARKETING CHESHIRE

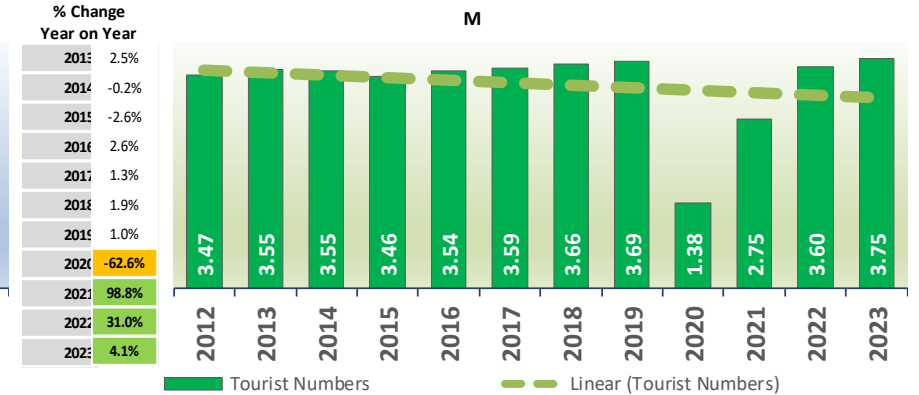
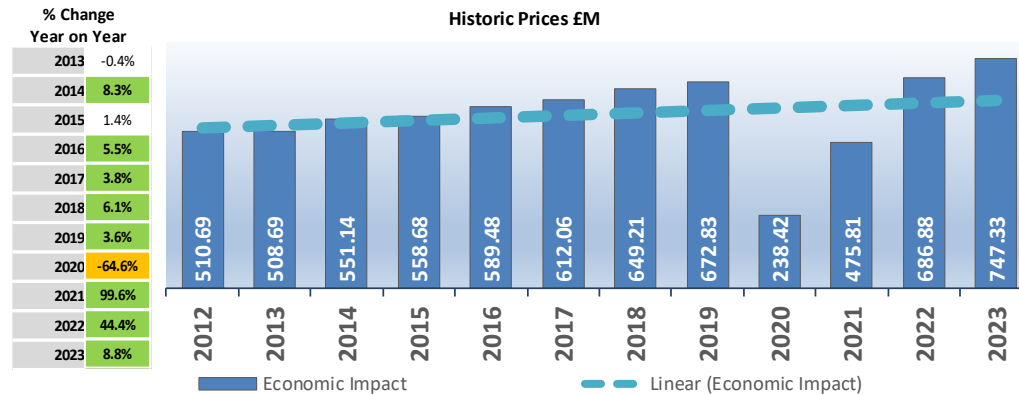
2012 to 2023
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

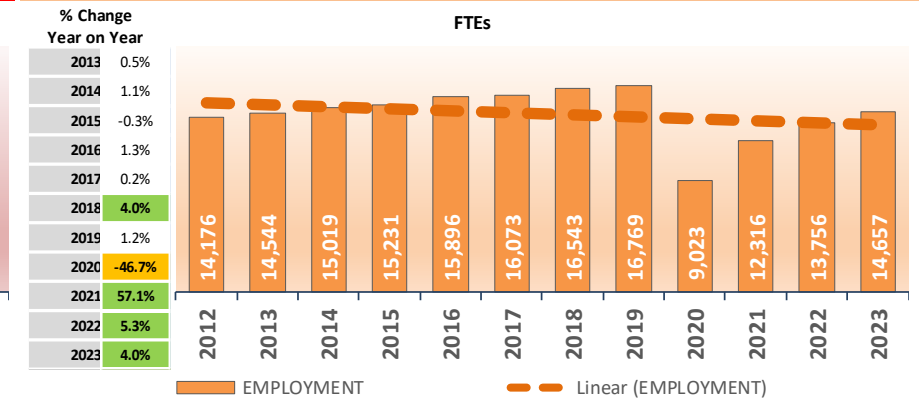
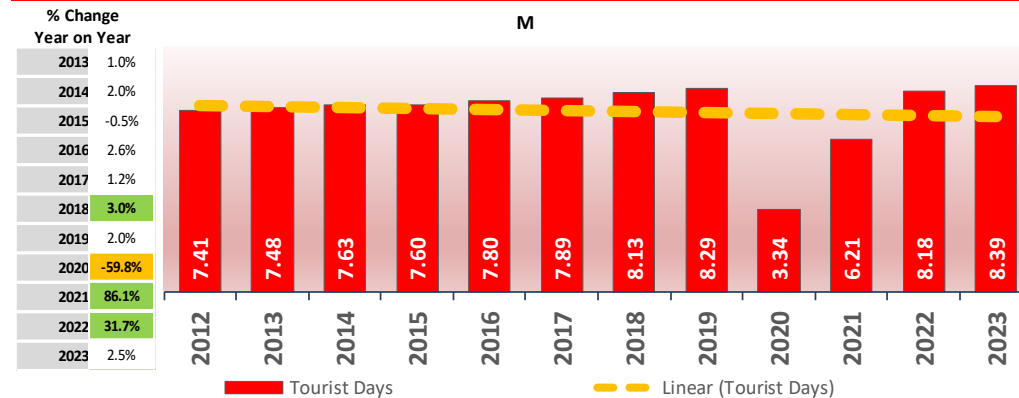
Economic Impact - Historic Prices - Staying Visitor

Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor

Direct Employment Supported - Staying Visitor

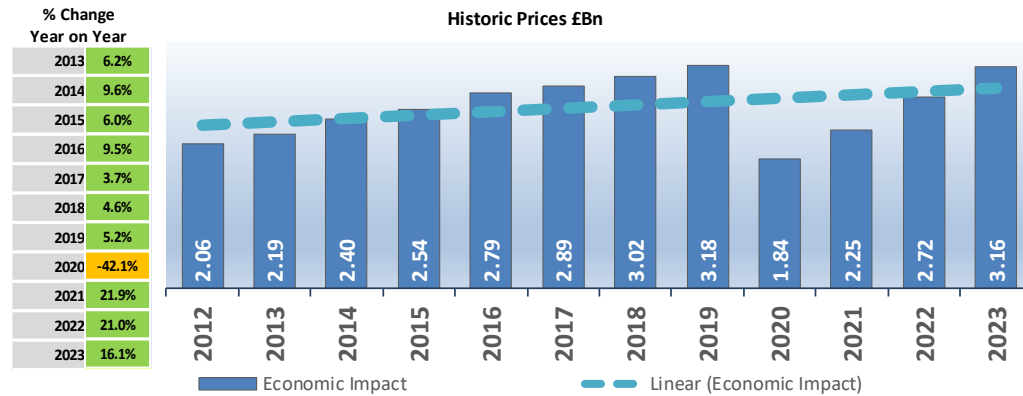


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-0.4%	7.9%	9.4%	15.4%	19.9%	27.1%	31.8%	-53.3%	-6.8%	34.5%	46.3%
Visitor Numbers		2.5%	2.4%	-0.3%	2.2%	3.5%	5.5%	6.5%	-60.1%	-20.7%	3.9%	8.1%
Visitor Days		1.0%	3.0%	2.5%	5.2%	6.5%	9.7%	11.9%	-55.0%	-16.2%	10.4%	13.2%
Direct Employment		2.6%	5.9%	7.4%	12.1%	13.4%	16.7%	18.3%	-36.4%	-13.1%	-3.0%	3.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE

Economic Impact - Historic Prices - Day Visitor



2012 to 2023

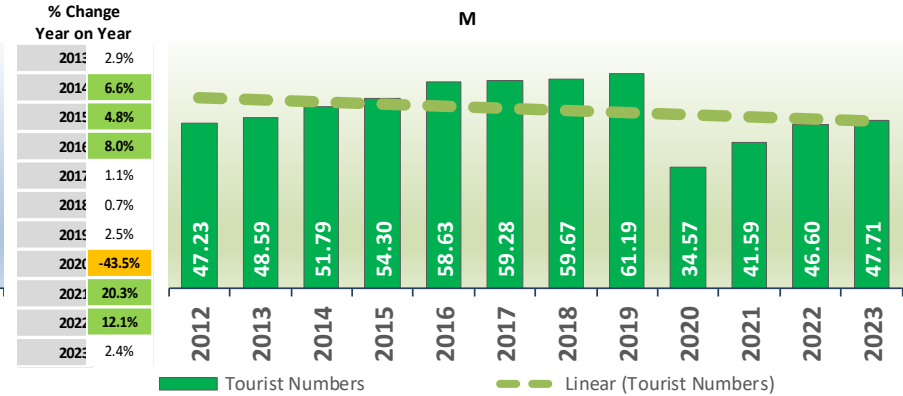
Historic Prices

DAY VISITOR

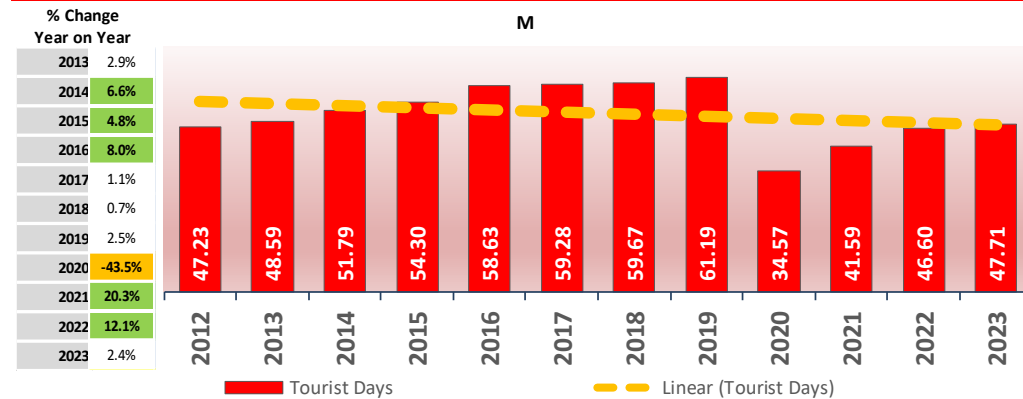
KEY MEASURES

Historic Prices

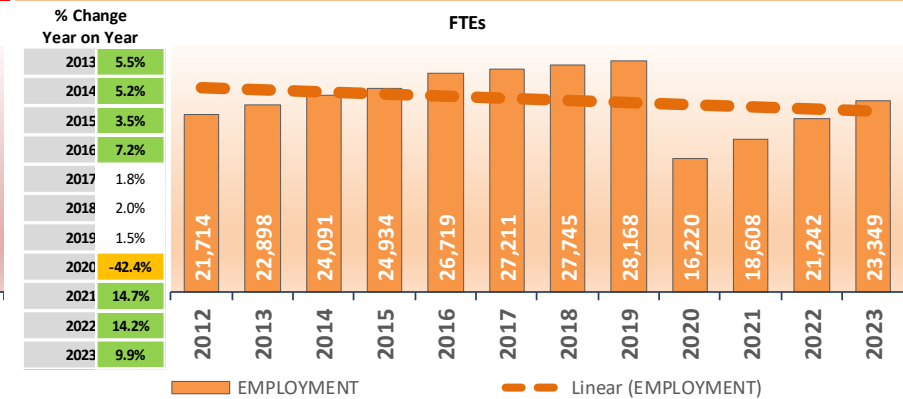
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		6.2%	16.4%	23.4%	35.1%	40.1%	46.6%	54.2%	-10.7%	8.9%	31.8%	53.0%
Visitor Numbers		2.9%	9.7%	15.0%	24.1%	25.5%	26.3%	29.5%	-26.8%	-12.0%	-1.3%	1.0%
Visitor Days		2.9%	9.7%	15.0%	24.1%	25.5%	26.3%	29.5%	-26.8%	-12.0%	-1.3%	1.0%
Direct Employment		5.5%	11.0%	14.8%	23.1%	25.3%	27.8%	29.7%	-25.3%	-14.3%	-2.2%	7.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL
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2023
Historic Prices

TOTAL

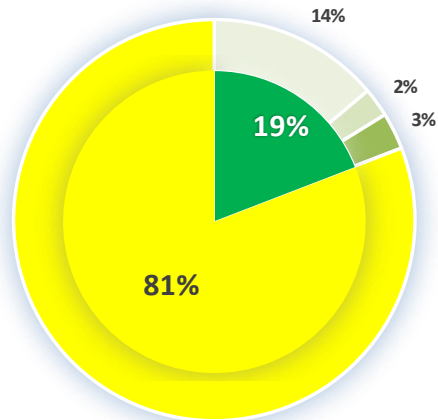
DISTRIBUTION BY VISITOR TYPE
Historic Prices

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

Visitor Numbers - 2023 - M - Share of Total

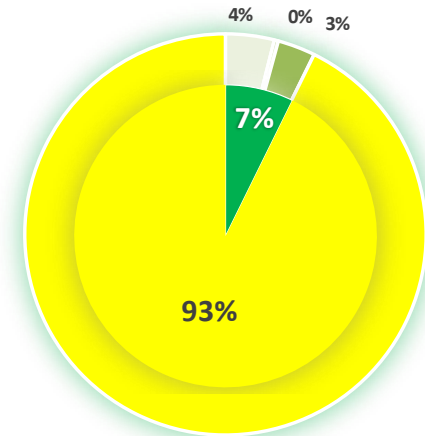
TOTAL
£3,902.75m

	£M
Serviced	540.31
Non-Serviced	91.49
SFR	115.53
Staying Visitor	747.33
Day Visitor	3,155.42
Total	3,902.75



TOTAL
51.46m

	M
Serviced	2.02
Non-Serviced	0.17
SFR	1.56
Staying Visitor	3.75
Day Visitor	47.71
Total	51.46

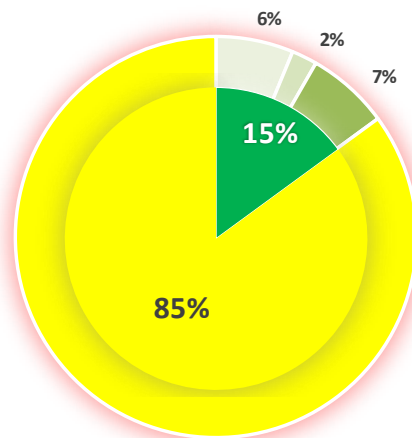


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

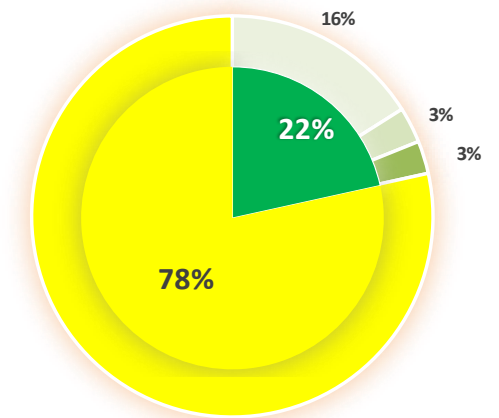
TOTAL
56.09m

	M
Serviced	3.50
Non-Serviced	1.15
SFR	3.73
Staying Visitor	8.39
Day Visitor	47.71
Total	56.09



TOTAL
29,762 Direct FTEs
38,006 Total FTEs

	FTEs
Serviced	4,769
Non-Serviced	859
SFR	785
Staying Visitor	6,413
Day Visitor	23,349
Total	29,762



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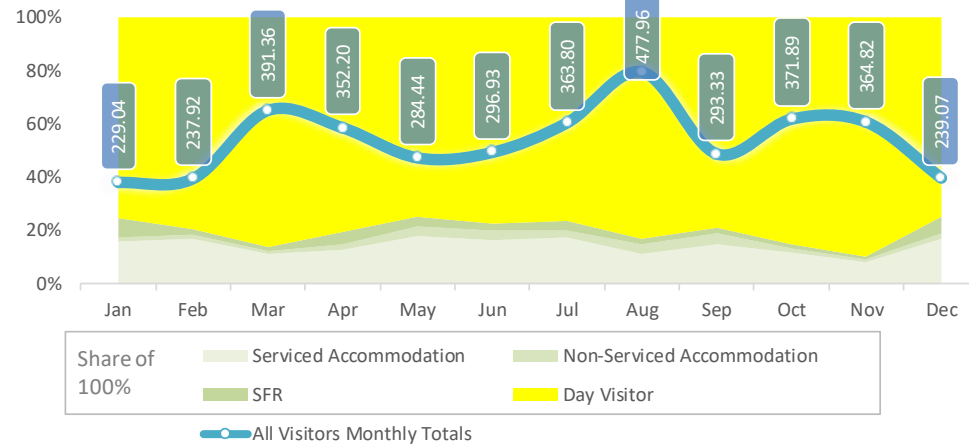
2023

Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

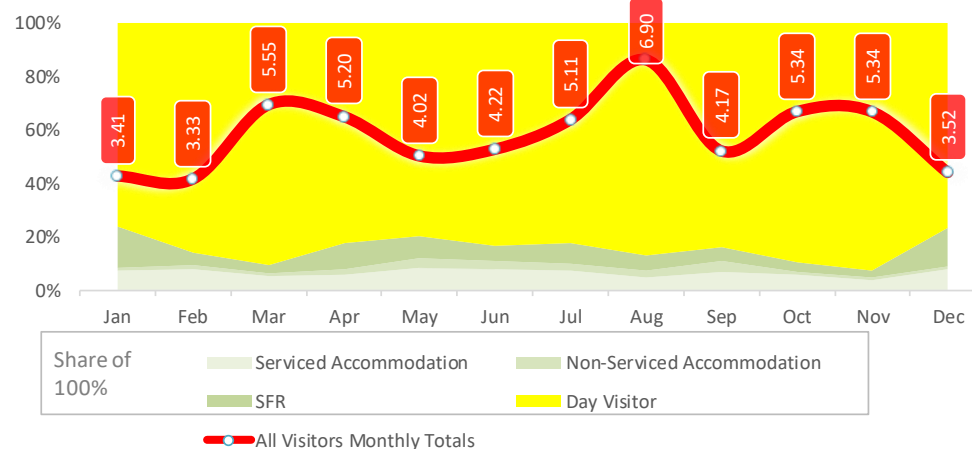
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



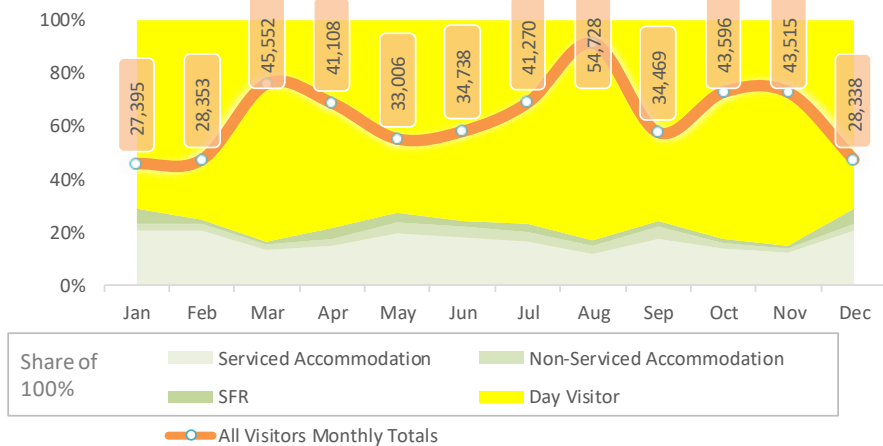
Visitor Numbers - 2023 - M - Distribution of Impact by Month



Visitor Days - 2023 - M - Distribution of Impact by Month



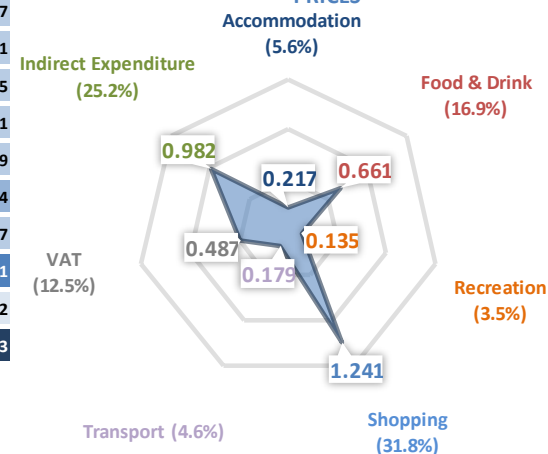
Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£Bn	0.178	0.169	0.188	0.192	0.205	0.214	0.224	0.228	0.074	0.148	0.218	0.217
Food & Drink	£Bn	0.425	0.450	0.491	0.517	0.562	0.582	0.611	0.643	0.381	0.464	0.568	0.661
Recreation	£Bn	0.088	0.093	0.101	0.107	0.116	0.120	0.126	0.133	0.079	0.096	0.116	0.135
Shopping	£Bn	0.803	0.852	0.930	0.982	1.071	1.111	1.165	1.225	0.695	0.873	1.067	1.241
Transport	£Bn	0.114	0.120	0.131	0.138	0.151	0.157	0.164	0.173	0.094	0.122	0.155	0.179
Direct Revenue	£Bn	1.607	1.684	1.842	1.935	2.104	2.184	2.290	2.402	1.323	1.702	2.124	2.434
VAT	£Bn	0.321	0.337	0.368	0.387	0.421	0.437	0.458	0.480	0.228	0.333	0.425	0.487
Direct Expenditure	£Bn	1.928	2.021	2.210	2.323	2.525	2.620	2.748	2.882	1.551	2.035	2.549	2.921
Indirect Expenditure	£Bn	0.645	0.679	0.742	0.781	0.851	0.882	0.925	0.972	0.530	0.687	0.856	0.982
TOTAL	£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903

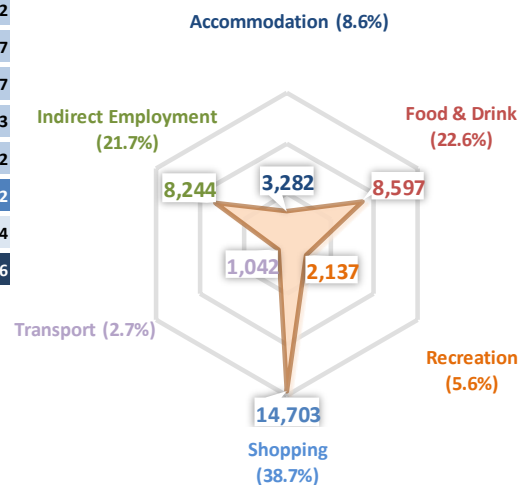
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

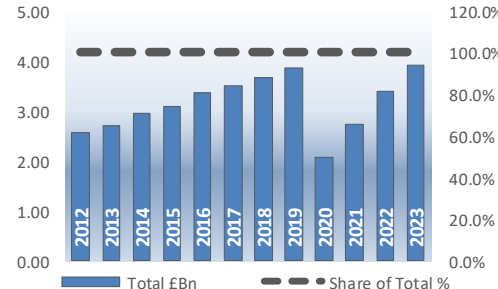
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	3,893	3,824	3,863	3,893	3,927	3,898	4,029	4,069	2,542	3,702	3,367	3,282
Food & Drink	FTEs	7,849	8,259	8,648	8,888	9,463	9,630	9,891	10,013	5,756	6,740	7,796	8,597
Recreation	FTEs	1,966	2,072	2,169	2,230	2,373	2,416	2,466	2,505	1,440	1,685	1,935	2,137
Shopping	FTEs	13,532	14,252	14,949	15,411	16,454	16,753	17,089	17,378	9,575	11,549	13,357	14,703
Transport	FTEs	940	986	1,031	1,059	1,134	1,158	1,182	1,202	635	789	951	1,042
Direct Employment	FTEs	28,180	29,394	30,661	31,480	33,351	33,855	34,657	35,167	19,948	24,464	27,406	29,762
Indirect Employment	FTEs	7,709	8,048	8,450	8,684	9,264	9,430	9,631	9,771	5,294	6,459	7,592	8,244
TOTAL	FTEs	35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006

2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



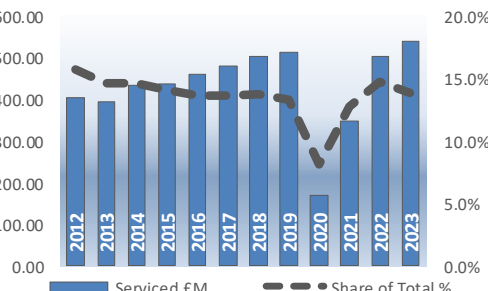
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023 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 2012 to 2023		50.5%	69.4%	49.0%	62.0%	47.2%	19.0%	44.6%	51.5%	41.9%	67.9%	63.9%	70.6%	51.7%	Annual Change	54.6%	41.4%	46.7%	67.0%
% Change 2022 to 2023		18.4%	30.5%	15.5%	10.9%	15.9%	9.9%	14.4%	13.6%	17.9%	10.0%	12.0%	16.1%	14.6%		20.1%	12.1%	14.9%	12.2%
Average Annual Change		4.6%	6.3%	4.5%	5.6%	4.3%	1.7%	4.1%	4.7%	3.8%	6.2%	5.8%	6.4%	4.7%		5.0%	3.8%	4.2%	6.1%
2012	£Bn	0.152	0.140	0.263	0.217	0.193	0.249	0.252	0.315	0.207	0.222	0.223	0.140	2.573		0.555	0.660	0.774	0.584
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	4.9%	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
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£Bn Economic Impact by Year and Share of Total					
Total	£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903						
All Visitor Types	£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903						
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 2012	%																		
Avg Ann. Change in Share	%																		

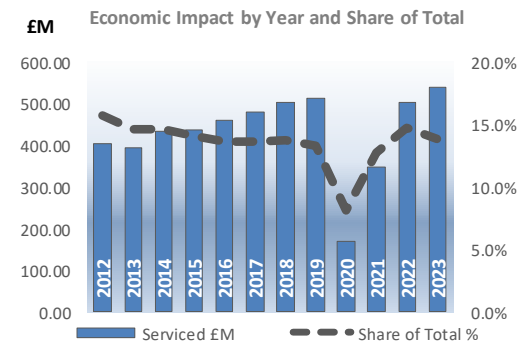
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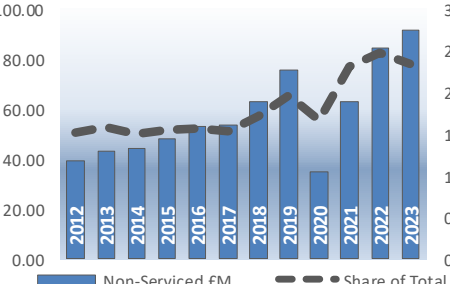
Report Prepared by: GARETHREYNOLDS. Date of Issue: 18/09/24

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		48.0%	39.7%	32.8%	32.3%	42.1%	25.6%	66.1%	42.2%	21.5%	26.8%	-2.2%	29.5%	34.0%	Annual Change	39.4%	33.2%	43.7%	18.7%
% Change 2022 to 2023		27.9%	11.2%	7.9%	7.5%	7.0%	6.7%	4.5%	4.8%	6.9%	2.9%	4.3%	6.8%	7.5%		14.4%	7.0%	5.2%	4.7%
Average Annual Change		4.4%	3.6%	3.0%	2.9%	3.8%	2.3%	6.0%	3.8%	2.0%	2.4%	-0.2%	2.7%	3.1%		3.6%	3.0%	4.0%	1.7%
2012	£M	24.84	28.78	33.62	34.38	36.34	38.43	37.61	38.33	35.24	34.84	29.69	31.11	403.21		87.23	109.15	111.18	95.64
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	-2.2%	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
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Economic Impact by Year and Share of Total				
Serviced	£M	403.21	394.52	432.75	435.44	459.51	478.87	503.30	512.30	168.15	348.36	502.41	540.31						
All Visitor Types	£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903						
Share of Total	%	15.7%	14.6%	14.7%	14.0%	13.6%	13.7%	13.7%	13.3%	8.1%	12.8%	14.8%	13.8%						
Annual Change in Share	%		-6.7%	0.3%	-4.3%	-3.0%	0.4%	0.2%	-3.0%	-39.2%	58.4%	15.3%	-6.2%						
Change in Share from 2012	%		-6.7%	-6.4%	-10.5%	-13.1%	-12.7%	-12.5%	-15.2%	-48.4%	-18.3%	-5.8%	-11.6%						
Avg Ann. Change in Share	%		-6.7%	-3.2%	-3.5%	-3.3%	-2.5%	-2.1%	-2.2%	-6.1%	-2.0%	-0.6%	-1.1%						

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/23



STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		138.9%	100.1%	147.6%	134.9%	123.8%	116.2%	102.1%	139.6%	157.2%	146.3%	155.6%	207.1%		133.6%	127.6%	123.4%	132.6%	165.0%
% Change 2022 to 2023		-4.7%	8.6%	-0.5%	21.3%	17.8%	7.5%	-3.0%	3.4%	18.8%	22.3%	9.1%	-3.3%		8.3%	0.9%	14.4%	6.0%	9.8%
Average Annual Change		12.6%	9.1%	13.4%	12.3%	11.3%	10.6%	9.3%	12.7%	14.3%	13.3%	14.1%	18.8%		12.1%	11.6%	11.2%	12.1%	15.0%
2012	£M	1.302	1.721	1.646	2.991	4.393	4.962	5.464	6.268	5.015	2.439	1.538	1.426		39.17	4.669	12.35	16.75	5.403
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	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	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	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	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	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	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	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	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	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	10.63	27.58	38.96	14.32	
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	39.17	42.85	44.34	48.00	52.79	53.42	63.04	75.47	34.68	62.96	84.45	91.49						
All Visitor Types	£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903						
Share of Total	%	1.5%	1.6%	1.5%	1.5%	1.6%	1.5%	1.7%	2.0%	1.7%	2.3%	2.5%	2.3%						
Annual Change in Share	%		4.3%	-5.3%	3.0%	1.1%	-2.5%	12.5%	14.1%	-14.9%	38.8%	7.2%	-5.5%						
Change in Share from 2012	%		4.3%	-1.3%	1.6%	2.8%	0.2%	12.8%	28.7%	9.5%	52.0%	63.0%	54.0%						
Avg Ann. Change in Share	%		4.3%	-0.7%	0.5%	0.7%	0.0%	2.1%	4.1%	1.2%	5.8%	6.3%	4.9%						
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/24																			

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023 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 2012 to 2023		73.5%	68.3%	65.4%	68.3%	72.1%	65.3%	72.5%	70.8%	68.9%	66.9%	55.7%	68.3%		69.1%	70.9%	68.8%	71.1%	65.6%
% Change 2022 to 2023		21.5%	17.2%	14.2%	15.8%	15.3%	13.8%	13.2%	13.6%	15.2%	14.7%	14.3%	14.2%		15.5%	19.2%	15.2%	13.8%	14.3%
Average Annual Change		6.7%	6.2%	5.9%	6.2%	6.6%	5.9%	6.6%	6.4%	6.3%	6.1%	5.1%	6.2%		6.3%	6.4%	6.3%	6.5%	6.0%
2012	£M	9.357	3.040	3.094	9.325	6.061	4.355	7.068	6.642	3.830	3.325	2.988	9.226		68.31	15.49	19.74	17.54	15.54
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	4.4%	16.27	20.62	18.38
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
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
SFR	£M	68.31	71.33	74.05	75.24	77.17	79.77	82.88	85.06	35.59	64.49	100.02	115.53	<div><div><div>2012</div><div>2013</div><div>2014</div><div>2015</div><div>2016</div><div>2017</div><div>2018</div><div>2019</div><div>2020</div><div>2021</div><div>2022</div><div>2023</div></div><div><div>SFR £M</div><div>Share of Total %</div></div></div>					
All Visitor Types	£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903						
Share of Total	%	2.7%	2.6%	2.5%	2.4%	2.3%	2.3%	2.3%	2.2%	1.7%	2.4%	2.9%	3.0%						
Annual Change in Share	%		-0.5%	-5.0%	-3.3%	-5.7%	-0.4%	-0.9%	-2.2%	-22.5%	38.6%	24.0%	0.8%						
Change in Share from 2012	%		-0.5%	-5.5%	-8.7%	-13.9%	-14.2%	-15.0%	-16.8%	-35.6%	-10.7%	10.7%	11.5%						
Avg Ann. Change in Share	%		-0.5%	-2.8%	-2.9%	-3.5%	-2.8%	-2.5%	-2.4%	-4.4%	-1.2%	1.1%	1.0%						

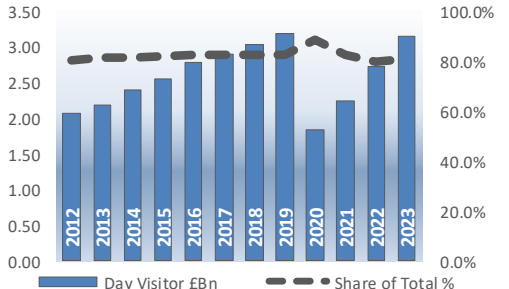
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/23

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 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 2012 to 2023		58.1%	45.4%	40.4%	46.0%	53.6%	38.6%	71.0%	57.8%	41.1%	37.3%	9.9%	44.1%	46.3%	Annual Change	47.8%	46.1%	57.3%	31.7%
% Change 2022 to 2023		23.7%	11.6%	7.8%	10.6%	9.5%	7.5%	4.6%	5.7%	10.0%	5.8%	6.0%	7.8%	8.8%		14.2%	9.2%	6.4%	6.6%
Average Annual Change		5.3%	4.1%	3.7%	4.2%	4.9%	3.5%	6.5%	5.3%	3.7%	3.4%	0.9%	4.0%	4.2%		4.3%	4.2%	5.2%	2.9%
2012	£M	35.50	33.54	38.36	46.70	46.79	47.75	50.14	51.24	44.09	40.60	34.22	41.76	510.69		107.39	141.24	145.47	116.58
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	-0.4%	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	113.15
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
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Economic Impact by Year and Share of Total				
Staying Visitor		£M	510.69	508.69	551.14	558.68	589.48	612.06	649.21	672.83	238.42	475.81	686.88	747.33		Staying Visitor £M	Share of Total %		
All Visitor Types		£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903					
Share of Total		%	19.8%	18.8%	18.7%	18.0%	17.5%	17.5%	17.7%	17.5%	11.5%	17.5%	20.2%	19.1%					
Annual Change in Share		%		-5.1%	-0.9%	-3.6%	-3.0%	0.1%	1.1%	-1.2%	-34.4%	52.6%	15.4%	-5.1%					
Change in Share from 2012		%		-5.1%	-5.9%	-9.3%	-12.0%	-11.9%	-10.9%	-12.0%	-42.3%	-11.9%	1.7%	-3.5%					
Avg Ann. Change in Share		%		-5.1%	-3.0%	-3.1%	-3.0%	-2.4%	-1.8%	-1.7%	-5.3%	-1.3%	0.2%	-0.3%					

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/24

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 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			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		48.2%	76.9%	50.5%	66.4%	45.1%	14.4%	38.0%	50.3%	42.1%	74.7%	73.8%	81.8%	53.0%	Annual Change	56.2%	40.1%	44.2%	75.8%	
% Change 2022 to 2023		16.8%	36.4%	16.8%	11.0%	18.3%	10.6%	17.8%	15.3%	20.2%	10.8%	12.7%	19.2%	16.1%		21.5%	12.9%	17.3%	13.3%	
Average Annual Change		4.4%	7.0%	4.6%	6.0%	4.1%	1.3%	3.5%	4.6%	3.8%	6.8%	6.7%	7.4%	4.8%		5.1%	3.6%	4.0%	6.9%	
2012	£Bn	0.117	0.107	0.224	0.171	0.147	0.202	0.201	0.264	0.163	0.181	0.188	0.098	2.063		0.448	0.519	0.628	0.468	
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	6.2%	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	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£Bn Economic Impact by Year and Share of Total						
Day Visitor		£Bn	2.063	2.191	2.401	2.545	2.786	2.891	3.024	3.181	1.843	2.246	2.718	3.155						
All Visitor Types		£Bn	2.573	2.700	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903						
Share of Total		%	80.2%	81.2%	81.3%	82.0%	82.5%	82.5%	82.3%	82.5%	88.5%	82.5%	79.8%	80.9%						
Annual Change in Share		%		1.3%	0.2%	0.8%	0.7%	0.0%	-0.2%	0.3%	7.3%	-6.8%	-3.3%	1.3%						
Change in Share from 2012		%		1.3%	1.5%	2.3%	3.0%	3.0%	2.7%	3.0%	10.5%	2.9%	-0.4%	0.9%						
Avg Ann. Change in Share		%		1.3%	0.7%	0.8%	0.7%	0.6%	0.5%	0.4%	1.3%	0.3%	0.0%	0.1%						

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/23

Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE													2012 to 2023			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								
% Change 2012 to 2023		-0.7%	16.1%	-1.2%	10.8%	-0.6%	-22.1%	-7.0%	-0.4%	-5.1%	13.9%	12.9%	17.7%	1.5%	Annual Change	3.1%	-5.1%	-3.8%	14.4%		
% Change 2022 to 2023		3.9%	19.2%	3.1%	-1.6%	4.4%	-1.9%	3.7%	1.8%	5.9%	-2.1%	-0.5%	4.8%	2.5%		7.3%	0.0%	3.4%	0.0%		
Average Annual Change		-0.1%	1.5%	-0.1%	1.0%	-0.1%	-2.0%	-0.6%	0.0%	-0.5%	1.3%	1.2%	1.6%	0.1%		0.3%	-0.5%	-0.3%	1.3%		
2012	M	2.944	2.655	5.326	4.239	3.685	4.974	4.951	6.401	4.002	4.416	4.545	2.563	50.70		10.92	12.90	15.35	11.52		
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		2.8%	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		
VISITOR NUMBERS														TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M	Visitor No.s by Year and Share of Total						
Total	M	50.70	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46								
All Visitor Types	M	50.70	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46								
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 2012	%																				
Avg Ann. Change in Share	%																				

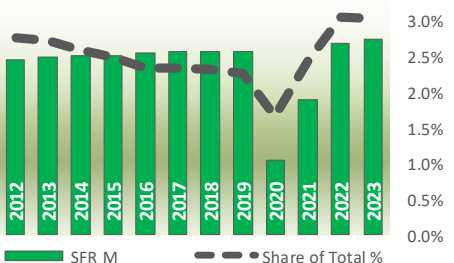
Report Prepared by: GARETHREYNOLDS. Date of Issue: 18/09/23

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023			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 2012 to 2023		11.1%	8.2%	-15.9%	30.6%	48.4%	5.7%	20.3%	-13.8%	-1.1%	-16.8%	-22.6%	-5.8%	4.5%	Annual Change	-1.3%	27.1%	1.0%	-15.4%
% Change 2022 to 2023		26.9%	11.1%	7.8%	7.0%	6.9%	6.6%	4.8%	5.3%	6.7%	2.7%	3.9%	6.6%	7.2%		13.6%	6.8%	5.5%	4.3%
Average Annual Change		1.0%	0.7%	-1.4%	2.8%	4.4%	0.5%	1.8%	-1.3%	-0.1%	-1.5%	-2.1%	-0.5%	0.4%		-0.1%	2.5%	0.1%	-1.4%
2012	M	0.088	0.129	0.159	0.151	0.192	0.216	0.184	0.217	0.178	0.163	0.132	0.123	1.931			0.375	0.559	0.578
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	3.6%	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	-0.6%	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
VISITOR NUMBERS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total					
Serviced	M	1.931	1.999	1.987	1.883	1.949	1.981	2.026	2.041	0.706	1.517	1.883	2.018						
All Visitor Types	M	50.70	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46						
Share of Total	%	3.8%	3.8%	3.6%	3.3%	3.1%	3.2%	3.2%	3.1%	2.0%	3.4%	3.8%	3.9%						
Annual Change in Share	%		0.7%	-6.4%	-9.2%	-3.9%	0.5%	1.5%	-1.7%	-37.6%	74.4%	9.7%	4.5%						
Change in Share from 2012	%		0.7%	-5.7%	-14.4%	-17.7%	-17.3%	-16.0%	-17.4%	-48.5%	-10.2%	-1.5%	3.0%						
Avg Ann. Change in Share	%		0.7%	-2.9%	-4.8%	-4.4%	-3.5%	-2.7%	-2.5%	-6.1%	-1.1%	-0.1%	0.3%						
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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023			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 2012 to 2023		23.9%	-1.5%	26.6%	22.1%	25.8%	24.1%	16.6%	31.2%	41.2%	25.9%	19.5%	51.6%	26.4%	Annual Change	15.8%	24.2%	29.9%	30.1%	
% Change 2022 to 2023		-23.5%	-13.0%	-18.2%	-0.1%	-1.5%	-10.1%	-14.4%	-9.8%	-1.4%	0.1%	-11.3%	-21.1%	-8.5%		-18.3%	-4.6%	-8.4%	-9.9%	
Average Annual Change		2.2%	-0.1%	2.4%	2.0%	2.3%	2.2%	1.5%	2.8%	3.7%	2.4%	1.8%	4.7%	2.4%		1.4%	2.2%	2.7%	2.7%	
2012 000s		3.9	5.5	5.8	11.8	17.1	17.6	16.3	19.2	17.1	9.0	6.1	4.7	134.2		15.3	46.5	52.5	19.8	
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	2.3%	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	
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s Visitor No.s by Year and Share of Total						
Non-Serviced		000s	134.2	137.2	132.5	135.0	142.2	144.3	165.7	185.4	79.8	149.0	185.4	169.5						
All Visitor Types		M	50.7	52.1	55.3	57.8	62.2	62.9	63.3	64.9	36.0	44.3	50.2	51.5						
Share of Total		%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.4%	0.3%						
Annual Change in Share		%		-0.6%	-9.0%	-2.4%	-2.1%	0.4%	14.0%	9.2%	-22.4%	51.5%	9.9%	-10.8%						
Change in Share from 2012		%		-0.6%	-9.5%	-11.7%	-13.6%	-13.2%	-1.1%	8.0%	-16.2%	27.0%	39.5%	24.5%						
Avg Ann. Change in Share		%		-0.6%	-4.7%	-3.9%	-3.4%	-2.6%	-0.2%	1.1%	-2.0%	3.0%	4.0%	2.2%						

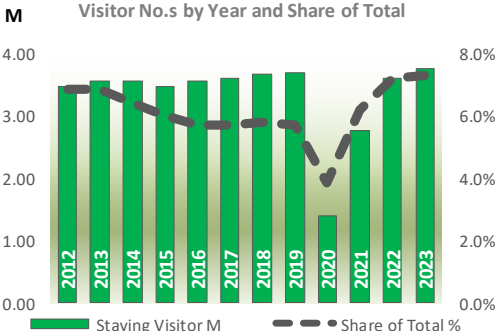
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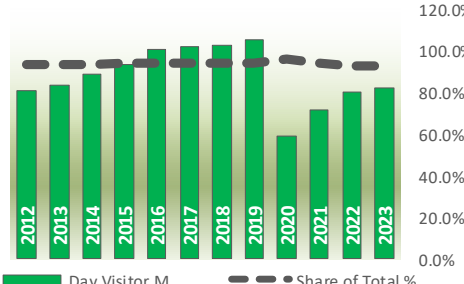
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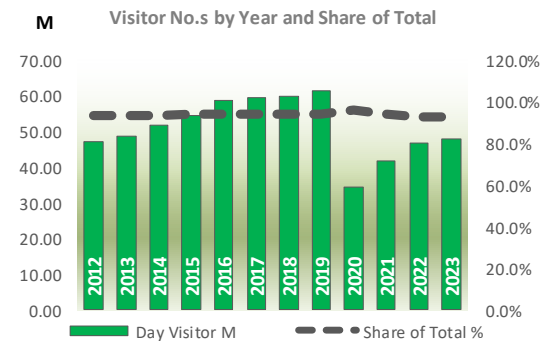
STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023			SFR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
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 2012 to 2023		14.4%	11.0%	9.1%	11.0%	13.4%	8.9%	13.4%	12.5%	11.5%	10.3%	2.7%	11.1%	11.4%	Annual Change	12.5%	11.3%	12.6%	9.0%
% Change 2022 to 2023		7.4%	3.5%	0.8%	2.2%	1.6%	0.4%	-0.2%	0.1%	1.5%	1.4%	0.9%	0.9%	1.9%		5.1%	1.5%	0.3%	1.0%
Average Annual Change		1.3%	1.0%	0.8%	1.0%	1.2%	0.8%	1.2%	1.1%	1.0%	0.9%	0.2%	1.0%	1.0%		1.1%	1.0%	1.1%	0.8%
2012	M	0.184	0.070	0.070	0.170	0.135	0.103	0.137	0.125	0.086	0.075	0.073	0.174	1.402			0.324	0.408	0.348
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	1.1%	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
VISITOR NUMBERS														SFR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total					
SFR	M	1.402	1.418	1.429	1.438	1.454	1.465	1.467	1.467	0.597	1.083	1.532	1.562						
All Visitor Types	M	50.70	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46						
Share of Total	%	2.8%	2.7%	2.6%	2.5%	2.3%	2.3%	2.3%	2.3%	1.7%	2.4%	3.1%	3.0%						
Annual Change in Share	%		-1.7%	-5.0%	-3.6%	-6.1%	-0.3%	-0.6%	-2.4%	-26.5%	47.0%	25.0%	-0.6%						
Change in Share from 2012	%		-1.7%	-6.6%	-10.0%	-15.4%	-15.7%	-16.2%	-18.2%	-39.9%	-11.7%	10.4%	9.7%						
Avg Ann. Change in Share	%		-1.7%	-3.3%	-3.3%	-3.9%	-3.1%	-2.7%	-2.6%	-5.0%	-1.3%	1.0%	0.9%						

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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023			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	Annual Change		Q1	Q2	Q3	Q4		
% Change 2012 to 2023		13.5%	8.9%	-7.4%	20.3%	33.5%	7.6%	17.3%	-2.3%	5.3%	-7.0%	-12.7%	4.9%			8.1%	5.3%	20.6%	6.7%	-3.9%	
% Change 2022 to 2023		12.1%	7.6%	4.1%	4.4%	4.7%	3.4%	1.7%	2.0%	4.3%	2.1%	2.0%	2.2%			4.1%	8.4%	4.2%	2.5%	2.1%	
Average Annual Change		1.2%	0.8%	-0.7%	1.8%	3.0%	0.7%	1.6%	-0.2%	0.5%	-0.6%	-1.2%	0.4%			0.7%	0.5%	1.9%	0.6%	-0.4%	
2012	M	0.276	0.204	0.235	0.333	0.344	0.337	0.337	0.361	0.280	0.247	0.211	0.302	3.467	2.5%	0.715	1.014	0.979	0.760		
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		
VISITOR NUMBERS														STAYING VISITOR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total							
Staying Visitor	M	3.467	3.555	3.549	3.456	3.545	3.590	3.659	3.694	1.383	2.748	3.601	3.750								
All Visitor Types	M	50.70	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46								
Share of Total	%	6.8%	6.8%	6.4%	6.0%	5.7%	5.7%	5.8%	5.7%	3.8%	6.2%	7.2%	7.3%								
Annual Change in Share	%		-0.3%	-5.9%	-6.7%	-4.7%	0.2%	1.2%	-1.5%	-32.5%	61.2%	15.7%	1.6%								
Change in Share from 2012	%		-0.3%	-6.2%	-12.5%	-16.6%	-16.5%	-15.5%	-16.8%	-43.8%	-9.4%	4.9%	6.6%								
Avg Ann. Change in Share	%		-0.3%	-3.1%	-4.2%	-4.2%	-3.3%	-2.6%	-2.4%	-5.5%	-1.0%	0.5%	0.6%								
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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023			DAY VISITOR		VISITOR NUMBERS								
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER									
KEY		DAY VISITOR																						
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change										
Less than 3% change		Q1			Q2			Q3			Q4													
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4					
% Change 2012 to 2023		-2.1%	16.7%	-0.9%	10.0%	-4.1%	-24.2%	-8.7%	-0.3%	-5.9%	15.1%	14.2%	19.4%	1.0%	Annual Change	3.0%	-7.3%	-4.5%	15.6%					
% Change 2022 to 2023		3.0%	20.2%	3.0%	-2.1%	4.3%	-2.4%	3.9%	1.8%	6.0%	-2.3%	-0.6%	5.1%	2.4%		7.2%	-0.4%	3.5%	-0.1%					
Average Annual Change		-0.2%	1.5%	-0.1%	0.9%	-0.4%	-2.2%	-0.8%	0.0%	-0.5%	1.4%	1.3%	1.8%	0.1%		0.3%	-0.7%	-0.4%	1.4%					
2012	M	2.668	2.451	5.091	3.906	3.342	4.637	4.614	6.040	3.722	4.170	4.334	2.261	47.23			10.21	11.88	14.37	10.76				
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		2.9%	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					
VISITOR NUMBERS														DAY VISITOR										
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M	Visitor No.s by Year and Share of Total									
Day Visitor	M	47.23	48.59	51.79	54.30	58.63	59.28	59.67	61.19	34.57	41.59	46.60	47.71	70.00										
All Visitor Types	M	50.70	52.14	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	60.00										
Share of Total	%	93.2%	93.2%	93.6%	94.0%	94.3%	94.3%	94.2%	94.3%	96.2%	93.8%	92.8%	92.7%	50.00										
Annual Change in Share	%		0.0%	0.4%	0.5%	0.3%	0.0%	-0.1%	0.1%	2.0%	-2.4%	-1.0%	-0.1%	40.00										
Change in Share from 2012	%		0.0%	0.5%	0.9%	1.2%	1.2%	1.1%	1.2%	3.2%	0.7%	-0.4%	-0.5%	30.00										
Avg Ann. Change in Share	%		0.0%	0.2%	0.3%	0.3%	0.2%	0.2%	0.2%	0.4%	0.1%	0.0%	0.0%	20.00										
															10.00									
															0.00									
															Day Visitor M					Share of Total %				
															Report Prepared by: GARETHREYNOLD.S. Date of Issue: 18/09/24									



Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

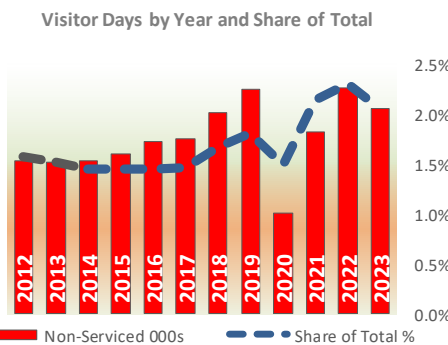
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023			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 2012 to 2023		1.8%	16.2%	0.1%	10.3%	-0.3%	-20.1%	-4.9%	1.6%	-3.2%	14.6%	12.4%	17.8%	2.7%	Annual Change	4.5%	-4.2%	-1.8%	14.5%	
% Change 2022 to 2023		4.7%	18.0%	3.0%	-1.1%	4.1%	-1.9%	3.1%	1.5%	5.5%	-1.9%	-0.5%	4.1%	2.4%		7.2%	0.1%	3.0%	0.1%	
Average Annual Change		0.2%	1.5%	0.0%	0.9%	0.0%	-1.8%	-0.4%	0.1%	-0.3%	1.3%	1.1%	1.6%	0.2%		0.4%	-0.4%	-0.2%	1.3%	
2012	M	3.352	2.864	5.547	4.708	4.030	5.279	5.365	6.793	4.306	4.660	4.750	2.990	54.64			11.76	14.02	16.47	12.40
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		2.6%	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	
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M	Visitor Days by Year and Share of Total					
Total	M	54.64	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09							
All Visitor Types	M	54.64	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09							
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 2012	%																			
Avg Ann. Change in Share	%																			

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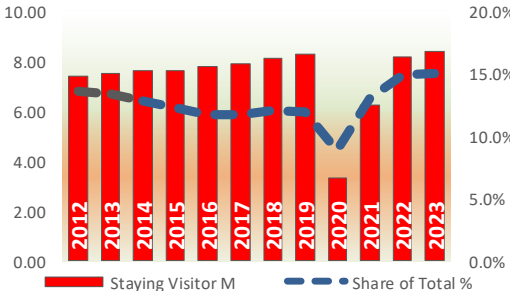
STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023			SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2012 to 2023		22.9%	15.8%	10.3%	9.5%	18.2%	3.5%	25.0%	8.3%	0.5%	5.7%	-17.7%	8.7%	9.2%	Annual Change	15.7%	10.2%	11.5%	-0.6%
% Change 2022 to 2023		27.5%	11.0%	7.6%	7.2%	6.8%	6.4%	4.8%	5.2%	6.6%	2.8%	3.9%	6.5%	7.5%		14.1%	6.8%	5.4%	4.4%
Average Annual Change		2.1%	1.4%	0.9%	0.9%	1.7%	0.3%	2.3%	0.8%	0.0%	0.5%	-1.6%	0.8%	0.8%		1.4%	0.9%	1.0%	-0.1%
2012	M	0.198	0.230	0.267	0.276	0.289	0.311	0.298	0.298	0.284	0.277	0.235	0.245	3.209		1.1%	0.695	0.876	0.880
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	1.1%	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
VISITOR DAYS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor Days by Year and Share of Total					
Serviced	M	3.209	3.245	3.362	3.266	3.361	3.414	3.501	3.529	1.342	2.619	3.260	3.504						
All Visitor Types	M	54.64	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09						
Share of Total	%	5.9%	5.8%	5.7%	5.3%	5.1%	5.1%	5.2%	5.1%	3.5%	5.5%	6.0%	6.2%						
Annual Change in Share	%		-1.5%	-2.2%	-6.7%	-4.1%	0.5%	1.6%	-1.6%	-30.3%	54.7%	8.6%	4.9%						
Change in Share from 2012	%		-1.5%	-3.6%	-10.1%	-13.8%	-13.4%	-12.1%	-13.5%	-39.7%	-6.7%	1.4%	6.4%						
Avg Ann. Change in Share	%		-1.5%	-1.8%	-3.4%	-3.5%	-2.7%	-2.0%	-1.9%	-5.0%	-0.7%	0.1%	0.6%						
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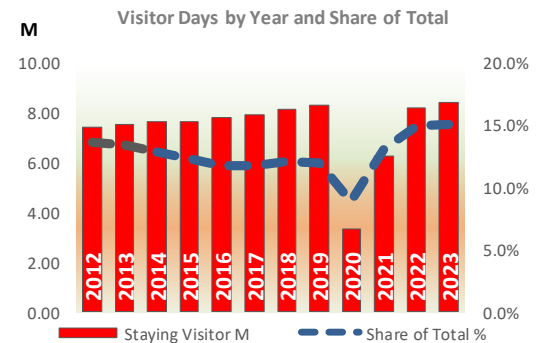
STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE										2012 to 2023			NON-SERVICED		VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2012 to 2023		25.6%	3.5%	33.1%	31.3%	30.6%	26.4%	20.5%	44.8%	51.7%	34.8%	37.1%	69.4%		34.5%	20.4%	29.1%	39.4%	44.5%		
% Change 2022 to 2023		-23.6%	-13.4%	-18.5%	-0.2%	-1.5%	-10.1%	-14.3%	-9.6%	-1.3%	0.3%	-11.1%	-20.9%		-8.7%	-18.6%	-4.8%	-8.3%	-10.1%		
Average Annual Change		2.3%	0.3%	3.0%	2.8%	2.8%	2.4%	1.9%	4.1%	4.7%	3.2%	3.4%	6.3%		3.1%	1.9%	2.6%	3.6%	4.0%		
2012 000s		27.4	36.5	36.7	67.2	101.8	114.4	111.4	131.3	114.7	52.9	33.0	30.4		857.6	100.6	283.4	357.3	116.2		
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	-0.5%	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		
VISITOR DAYS														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Visitor Days by Year and Share of Total						
Non-Serviced		000s	857.6	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		2.5%	2.0%	1.5%	1.0%	0.5%	0.0%
All Visitor Types		M	54.6	56.1	59.4	61.9	66.4	67.2	67.8	69.5	37.9	47.8	54.8	56.1							
Share of Total		%	1.6%	1.5%	1.4%	1.5%	1.5%	1.5%	1.7%	1.8%	1.5%	2.1%	2.3%	2.1%							
Annual Change in Share		%		-3.0%	-5.1%	0.6%	0.0%	0.4%	14.0%	9.0%	-17.6%	42.9%	8.1%	-10.8%							
Change in Share from 2012		%		-3.0%	-7.9%	-7.4%	-7.4%	-7.1%	5.9%	15.5%	-4.9%	35.9%	46.9%	31.0%							
Avg Ann. Change in Share		%		-3.0%	-4.0%	-2.5%	-1.9%	-1.4%	1.0%	2.2%	-0.6%	4.0%	4.7%	2.8%							

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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023			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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023			14.4%	11.0%	9.1%	11.0%	13.4%	8.9%	13.4%	12.5%	11.5%	10.3%	2.7%	11.1%			11.5%	12.7%	11.3%	12.7%	9.3%
% Change 2022 to 2023			7.4%	3.5%	0.8%	2.2%	1.6%	0.4%	-0.2%	0.1%	1.5%	1.4%	0.9%	0.9%			1.9%	5.3%	1.6%	0.3%	1.0%
Average Annual Change			1.3%	1.0%	0.8%	1.0%	1.2%	0.8%	1.2%	1.1%	1.0%	0.9%	0.2%	1.0%			1.0%	1.2%	1.0%	1.2%	0.8%
2012		M	0.459	0.147	0.151	0.459	0.297	0.217	0.342	0.325	0.186	0.161	0.148	0.453	3.345	1.2%	0.758	0.973	0.853	0.762	
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		0.771	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	
VISITOR DAYS															SFR						
SHARE OF MARKET			2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	<div>M</div> <div>Visitor Days by Year and Share of Total</div> <div>SFR M</div> <div>Share of Total %</div>						
SFR		M	3.345	3.384	3.413	3.431	3.471	3.499	3.503	3.504	1.429	2.573	3.659	3.730							
All Visitor Types		M	54.64	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09							
Share of Total		%	6.1%	6.0%	5.7%	5.5%	5.2%	5.2%	5.2%	5.0%	3.8%	5.4%	6.7%	6.6%							
Annual Change in Share		%		-1.4%	-4.8%	-3.5%	-5.7%	-0.3%	-0.8%	-2.4%	-25.2%	42.8%	24.1%	-0.4%							
Change in Share from 2012		%		-1.4%	-6.2%	-9.4%	-14.6%	-14.9%	-15.6%	-17.6%	-38.4%	-12.1%	9.1%	8.6%							
Avg Ann. Change in Share		%		-1.4%	-3.1%	-3.1%	-3.7%	-3.0%	-2.6%	-2.5%	-4.8%	-1.3%	0.9%	0.8%							
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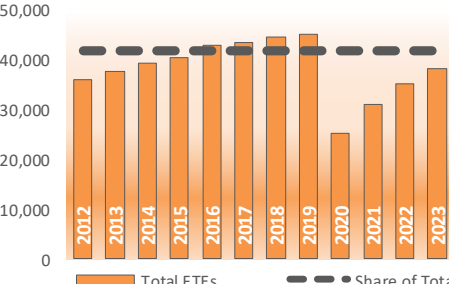
STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			STAYING VISITOR																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											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				
% Change 2012 to 2023			17.3%	13.0%	11.7%	12.2%	18.0%	9.4%	19.1%	16.5%	14.1%	10.3%	-6.1%	12.7%	13.2%	Annual Change	14.5%	13.2%	16.7%	7.2%
% Change 2022 to 2023			10.8%	5.9%	2.2%	3.6%	3.2%	0.6%	-0.7%	-0.5%	2.9%	2.0%	0.8%	0.9%	2.5%		6.9%	2.6%	0.3%	1.2%
Average Annual Change			1.6%	1.2%	1.1%	1.1%	1.6%	0.9%	1.7%	1.5%	1.3%	0.9%	-0.6%	1.2%	1.2%		1.3%	1.2%	1.5%	0.7%
2012	M	0.684	0.414	0.455	0.802	0.688	0.642	0.752	0.754	0.585	0.490	0.416	0.729	7.411	1.554		2.133	2.090	1.635	
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	1.0%		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	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M	Visitor Days by Year and Share of Total					
Staying Visitor		M	7.411	7.483	7.634	7.597	7.797	7.893	8.131	8.291	3.337	6.210	8.182	8.387						
All Visitor Types		M	54.64	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09						
Share of Total		%	13.6%	13.3%	12.8%	12.3%	11.7%	11.8%	12.0%	11.9%	8.8%	13.0%	14.9%	15.0%						
Annual Change in Share		%		-1.6%	-3.7%	-4.5%	-4.4%	0.1%	2.1%	-0.5%	-26.2%	47.6%	15.0%	0.1%						
Change in Share from 2012		%		-1.6%	-5.3%	-9.5%	-13.5%	-13.4%	-11.6%	-12.0%	-35.1%	-4.2%	10.1%	10.2%						
Avg Ann. Change in Share		%		-1.6%	-2.6%	-3.2%	-3.4%	-2.7%	-1.9%	-1.7%	-4.4%	-0.5%	1.0%	0.9%						
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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023				DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-2.1%	16.7%	-0.9%	10.0%	-4.1%	-24.2%	-8.7%	-0.3%	-5.9%	15.1%	14.2%	19.4%	1.0%	Annual Change	3.0%	-7.3%	-4.5%	15.6%	
% Change 2022 to 2023		3.0%	20.2%	3.0%	-2.1%	4.3%	-2.4%	3.9%	1.8%	6.0%	-2.3%	-0.6%	5.1%	2.4%		7.2%	-0.4%	3.5%	-0.1%	
Average Annual Change		-0.2%	1.5%	-0.1%	0.9%	-0.4%	-2.2%	-0.8%	0.0%	-0.5%	1.4%	1.3%	1.8%	0.1%		0.3%	-0.7%	-0.4%	1.4%	
2012	M	2.668	2.451	5.091	3.906	3.342	4.637	4.614	6.040	3.722	4.170	4.334	2.261	47.23			10.21	11.88	14.37	10.76
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		2.9%	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	
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M	Visitor Days by Year and Share of Total					
Day Visitor		M	47.23	48.59	51.79	54.30	58.63	59.28	59.67	61.19	34.57	41.59	46.60	47.71	70.00					
All Visitor Types		M	54.64	56.07	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	60.00					
Share of Total		%	86.4%	86.7%	87.2%	87.7%	88.3%	88.2%	88.0%	88.1%	91.2%	87.0%	85.1%	85.0%	50.00					
Annual Change in Share		%		0.3%	0.6%	0.7%	0.6%	0.0%	-0.3%	0.1%	3.6%	-4.6%	-2.2%	0.0%	40.00					
Change in Share from 2012		%		0.3%	0.8%	1.5%	2.1%	2.1%	1.8%	1.9%	5.5%	0.7%	-1.6%	-1.6%	30.00					
Avg Ann. Change in Share		%		0.3%	0.4%	0.5%	0.5%	0.4%	0.3%	0.3%	0.7%	0.1%	-0.2%	-0.1%	20.00					
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

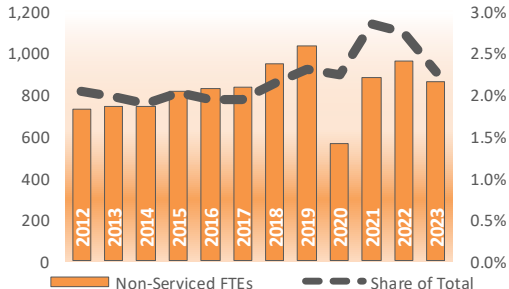
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

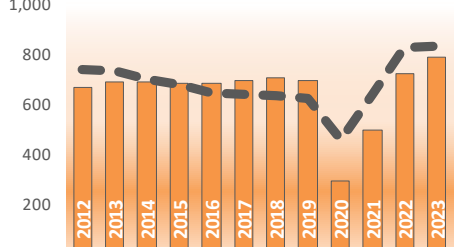
STEAM REPORT FOR 2012-2023 - FINAL										2012 to 2023			TOTAL		TOTAL EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% 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				
% Change 2012 to 2023		3.6%	16.7%	4.3%	13.2%	2.7%	-15.9%	-0.6%	5.7%	-0.1%	17.5%	15.5%	18.3%	5.9%	Annual Change	7.3%	-0.8%	2.1%	16.9%
% Change 2022 to 2023		10.2%	22.3%	9.4%	5.1%	10.1%	4.4%	9.3%	8.1%	11.5%	4.4%	5.9%	9.9%	8.6%		13.0%	6.3%	9.4%	6.3%
Average Annual Change		0.3%	1.5%	0.4%	1.2%	0.2%	-1.4%	-0.1%	0.5%	0.0%	1.6%	1.4%	1.7%	0.5%		0.7%	-0.1%	0.2%	1.5%
2012	FTEs	26,437	24,287	43,674	36,301	32,150	41,293	41,517	51,785	34,502	37,108	37,670	23,946	35,889		31,466	36,581	42,602	32,908
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	4.3%	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
EMPLOYMENT													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)				
Total	FTEs	35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	50,000					
Total Employment	FTEs	35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006						
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 2012	%																		
Avg Ann. Change in Share	%																		

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/24

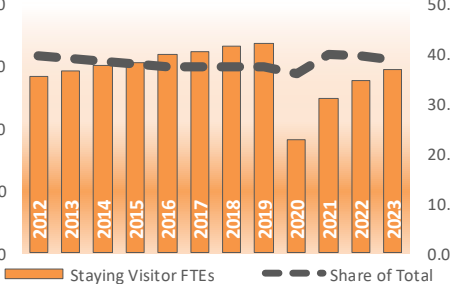
STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023			SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		-4.6%	-5.3%	-6.0%	-5.9%	-2.0%	-7.1%	1.3%	-5.3%	-8.9%	-7.3%	-15.4%	-7.0%	-6.1%	Annual Change	-5.3%	-5.0%	-4.3%	-9.9%
% Change 2022 to 2023		11.3%	7.1%	6.3%	6.3%	6.7%	6.3%	6.0%	5.8%	5.8%	4.5%	4.0%	5.6%	6.3%		8.1%	6.4%	5.9%	4.7%
Average Annual Change		-0.4%	-0.5%	-0.5%	-0.5%	-0.2%	-0.6%	0.1%	-0.5%	-0.8%	-0.7%	-1.4%	-0.6%	-0.6%		-0.5%	-0.5%	-0.4%	-0.9%
2012	FTEs	4,653	4,854	5,078	5,138	5,209	5,344	5,272	5,260	5,178	5,132	4,880	4,929	5,077			4,862	5,230	5,237
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	-0.1%	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
EMPLOYMENT														SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)				
Serviced		FTEs	5,077	5,073	5,147	5,057	5,125	5,119	5,266	5,272	2,878	4,485	4,487	4,769	<div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><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STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023			NON-SERVED	DIRECT EMPLOYMENT					
MARKETING CHESHIRE																				
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							
% Change 2012 to 2023		-0.4%	-3.2%	12.3%	14.9%	21.9%	21.2%	16.8%	33.8%	34.2%	12.9%	8.1%	14.7%	17.8%	Annual Change	3.0%	19.6%	28.5%	11.9%	
% Change 2022 to 2023		-22.9%	-19.9%	-15.7%	-7.6%	-4.0%	-7.9%	-10.8%	-6.0%	-1.9%	-9.8%	-16.5%	-19.3%	-10.4%		-19.4%	-6.5%	-6.1%	-15.0%	
Average Annual Change		0.0%	-0.3%	1.1%	1.4%	2.0%	1.9%	1.5%	3.1%	3.1%	1.2%	0.7%	1.3%	1.6%		0.3%	1.8%	2.6%	1.1%	
2012 FTEs		525	559	557	726	874	928	909	992	930	673	547	535	729		1.3%	547	842	944	585
2013 FTEs		554	594	587	735	847	910	898	987	914	693	577	574	739	0.1%	578	831	933	615	
2014 FTEs		554	592	587	734	834	895	897	1,000	927	702	582	577	740	9.8%	578	821	941	620	
2015 FTEs		616	657	650	803	911	973	975	1,087	1,011	774	648	643	812	1.9%	641	896	1,024	688	
2016 FTEs		628	668	660	816	923	988	995	1,116	1,036	789	657	653	827	0.9%	652	909	1,049	700	
2017 FTEs		632	671	663	835	930	992	1,007	1,137	1,043	798	658	655	835	13.5%	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	9.1%	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	8.9%	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	
EMPLOYMENT														NON-SERVED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)					
Non-Served		FTEs	729	739	740	812	827	835	948	1,035	565	881	959		859					
Total Employment		FTEs	35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998		38,006					
Share of Total		%	2.0%	2.0%	1.9%	2.0%	1.9%	1.9%	2.1%	2.3%	2.2%	2.8%	2.7%		2.3%					
Annual Change in Share		%		-2.9%	-4.2%	6.9%	-4.0%	-0.6%	10.9%	7.6%	-2.9%	27.4%	-3.8%		-17.5%					
Change in Share from 2012		%		-2.9%	-6.9%	-0.5%	-4.5%	-5.1%	5.3%	13.3%	10.0%	40.2%	34.9%		11.3%					
Avg Ann. Change in Share		%		-2.9%	-3.5%	-0.2%	-1.1%	-1.0%	0.9%	1.9%	1.3%	4.5%	3.5%		1.0%					
																				
Report Prepared by: GARETHREYNOLDS. Date of Issue: 18/09/24																				

STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023			SFR		DIRECT EMPLOYMENT					
MARKETING CHESHIRE																					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2012 to 2023		22.1%	18.4%	16.3%	18.4%	21.1%	16.3%	21.4%	20.1%	18.8%	17.3%	9.5%	18.4%			19.0%	20.2%	18.7%	20.4%	16.4%	
% Change 2022 to 2023		15.0%	10.9%	8.0%	9.6%	9.1%	7.7%	7.2%	7.5%	9.1%	8.6%	8.2%	8.0%			9.3%	12.8%	9.0%	7.7%	8.2%	
Average Annual Change		2.0%	1.7%	1.5%	1.7%	1.9%	1.5%	1.9%	1.8%	1.7%	1.6%	0.9%	1.7%			1.7%	1.8%	1.7%	1.9%	1.5%	
2012 FTEs		1,084	353	359	1,080	702	503	822	770	445	387	346	1,069	660		599	762	679	600		
2013 FTEs		1,123	370	378	1,117	738	514	866	796	455	400	338	1,109	684	3.6%	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		
EMPLOYMENT														SFR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs Employment (FTEs) and Share of Total (%)							
SFR FTEs		660	684	682	677	680	690	698	692	286	491	718	785								
Total Employment FTEs		35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006								
Share of Total %		1.8%	1.8%	1.7%	1.7%	1.6%	1.6%	1.6%	1.5%	1.1%	1.6%	2.1%	2.1%								
Annual Change in Share %			-0.7%	-4.5%	-3.4%	-5.3%	-0.1%	-1.1%	-2.4%	-26.3%	40.0%	29.3%	0.7%								
Change in Share from 2012 %			-0.7%	-5.2%	-8.4%	-13.3%	-13.3%	-14.3%	-16.3%	-38.3%	-13.7%	11.6%	12.3%								
Avg Ann. Change in Share %			-0.7%	-2.6%	-2.8%	-3.3%	-2.7%	-2.4%	-2.3%	-4.8%	-1.5%	1.2%	1.1%								

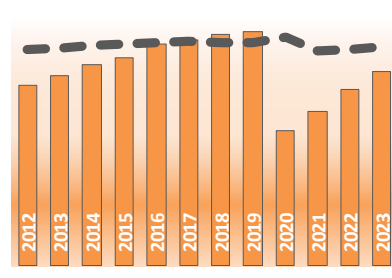
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Report Prepared by: GARETHREYNOLDS. Date of Issue: 18/09/24

STEAM REPORT FOR 2012-2023 - FINAL										2012 to 2023			STAYING VISITOR		DIRECT EMPLOYMENT					
MARKETING CHESHIRE																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2012 to 2023		0.4%	-3.6%	-2.9%	0.1%	3.5%	-1.5%	5.6%	3.0%	-0.9%	-3.5%	-11.7%	-1.1%	-0.8%	Annual Change	-2.0%	0.7%	2.7%	-5.2%	
% Change 2022 to 2023		8.1%	4.0%	3.5%	5.0%	5.2%	3.7%	3.4%	3.6%	4.5%	2.7%	1.4%	3.1%	4.0%		5.2%	4.6%	3.8%	2.4%	
Average Annual Change		0.0%	-0.3%	-0.3%	0.0%	0.3%	-0.1%	0.5%	0.3%	-0.1%	-0.3%	-1.1%	-0.1%	-0.1%		-0.2%	0.1%	0.2%	-0.5%	
2012	FTEs	6,262	5,766	5,994	6,943	6,785	6,774	7,003	7,022	6,553	6,192	5,772	6,532	6,467	0.5%	6,007	6,834	6,859	6,165	
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	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	14,176	14,544	15,019	15,231	15,896	16,073	16,543	16,769	9,023	12,316	13,756	14,657	20,000					
Total Employment		FTEs	35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006						
Share of Total		%	39.5%	38.8%	38.4%	37.9%	37.3%	37.1%	37.4%	37.3%	35.7%	39.8%	39.3%	38.6%						
Annual Change in Share		%		-1.7%	-1.1%	-1.3%	-1.6%	-0.4%	0.6%	-0.1%	-4.2%	11.4%	-1.3%	-1.9%						
Change in Share from 2012		%		-1.7%	-2.8%	-4.0%	-5.6%	-6.0%	-5.4%	-5.5%	-9.5%	0.8%	-0.5%	-2.4%						
Avg Ann. Change in Share		%		-1.7%	-1.4%	-1.3%	-1.4%	-1.2%	-0.9%	-0.8%	-1.2%	0.1%	0.0%	-0.2%						

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STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023			DAY VISITOR		DIRECT EMPLOYMENT			
MARKETING CHESHIRE														CALENDAR YEAR		QUARTER			
EMPLOYMENT BY:		MONTH AND QUARTER																	
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		4.2%	24.3%	5.6%	17.0%	2.1%	-19.4%	-2.9%	5.9%	0.1%	22.7%	21.8%	27.4%	7.5%	Annual Change	9.7%	-1.4%	1.6%	23.3%
% Change 2022 to 2023		10.6%	29.1%	10.6%	5.1%	12.0%	4.8%	11.6%	9.2%	13.8%	4.9%	6.7%	12.8%	9.9%		15.1%	6.9%	11.1%	7.3%
Average Annual Change		0.4%	2.2%	0.5%	1.5%	0.2%	-1.8%	-0.3%	0.5%	0.0%	2.1%	2.0%	2.5%	0.7%		0.9%	-0.1%	0.1%	2.1%
2012	FTEs	14,726	13,514	28,182	21,552	18,462	25,542	25,450	33,339	20,534	22,946	23,860	12,454	21,714		18,807	21,852	26,441	19,753
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	5.5%	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
EMPLOYMENT														DAY VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs Employment (FTEs) and Share of Total (%)					
Day Visitor		FTEs	21,714	22,898	24,091	24,934	26,719	27,211	27,745	28,168	16,220	18,608	21,242	23,349		30,000	70.0%		
Total Employment		FTEs	35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006					
Share of Total		%	60.5%	61.2%	61.6%	62.1%	62.7%	62.9%	62.6%	62.7%	64.3%	60.2%	60.7%	61.4%					
Annual Change in Share		%		1.1%	0.7%	0.8%	1.0%	0.3%	-0.3%	0.1%	2.5%	-6.4%	0.9%	1.2%					
Change in Share from 2012		%		1.1%	1.8%	2.6%	3.6%	3.9%	3.5%	3.6%	6.2%	-0.5%	0.3%	1.5%					
Avg Ann. Change in Share		%		1.1%	0.9%	0.9%	0.9%	0.8%	0.5%	0.8%	-0.1%	0.0%	0.1%						

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/24

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE						2023		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																								
SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012		<div>SEASONAL AVAILABILITY OF BED SUPPLY 2023</div> <div><div></div>Non-Serviced Accommodation<div></div>Serviced Accommodation</div> <table><caption>Seasonal Availability of Bed Supply 2023 Data</caption><thead><tr><th>Month</th><th>Serviced Accommodation (Beds)</th><th>Non-Serviced Accommodation (Beds)</th></tr></thead><tbody><tr><td>JAN</td><td>17,871</td><td>6,456</td></tr><tr><td>FEB</td><td>17,873</td><td>6,571</td></tr><tr><td>MAR</td><td>17,873</td><td>8,345</td></tr><tr><td>APR</td><td>17,873</td><td>9,657</td></tr><tr><td>MAY</td><td>17,873</td><td>9,390</td></tr><tr><td>JUN</td><td>17,873</td><td>9,390</td></tr><tr><td>JUL</td><td>17,873</td><td>9,713</td></tr><tr><td>AUG</td><td>17,873</td><td>9,639</td></tr><tr><td>SEP</td><td>17,873</td><td>9,639</td></tr><tr><td>OCT</td><td>17,873</td><td>9,225</td></tr><tr><td>NOV</td><td>17,873</td><td>7,103</td></tr><tr><td>DEC</td><td>17,836</td><td>6,929</td></tr></tbody></table>					Month	Serviced Accommodation (Beds)	Non-Serviced Accommodation (Beds)	JAN	17,871	6,456	FEB	17,873	6,571	MAR	17,873	8,345	APR	17,873	9,657	MAY	17,873	9,390	JUN	17,873	9,390	JUL	17,873	9,713	AUG	17,873	9,639	SEP	17,873	9,639	OCT	17,873	9,225	NOV	17,873	7,103	DEC	17,836	6,929
	Month	Serviced Accommodation (Beds)	Non-Serviced Accommodation (Beds)																																															
	JAN	17,871	6,456																																															
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OCT	17,873	9,225																																																
NOV	17,873	7,103																																																
DEC	17,836	6,929																																																
Est.	Beds	Est.	Beds	Est.	Beds																																													
Serviced Accommodation Total	369	17,873	-3	+552	-148	-1,440																																												
+50 Room	54	10,875	+1	+422	-6	-228																																												
11-50 Room	99	5,250	+2	+172	-7	-310																																												
<10 Room	216	1,748	-6	-42	-135	-902																																												
NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012																																													
	Est.	Beds	Est.	Beds	Est.	Beds																																												
	Non-Serviced Accommodation Total	261	9,713	-79	+807	-38						+3,586																																						
	Self catering	173	2,078	-79	-410	-89						-281																																						
	Static caravans/chalets	0	1,230	0	+336	0						+951																																						
Touring caravans/camping	87	6,378	+3	+1,080	+50	+2,889																																												
Youth Hostels	1	27	-3	-199	-2	-395																																												
DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012																																													
	Est.	Beds	Est.	Beds	Est.	Beds																																												
	All Paid Accommodation Total	630	27,586	-82	+1,359	-186						+2,146																																						
Serviced Accommodation Share of Total	59%	65%																																																
Non-Serviced Accommodation Share of Total	41%	35%																																																
SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023																																																	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																																						
All Paid Accommodation Total	24,327	24,444	26,218	27,530	27,263	27,263	27,586	27,512	27,512	27,098	24,976	24,764																																						
Serviced Accommodation	17,871	17,873	17,873	17,873	17,873	17,873	17,873	17,873	17,873	17,873	17,873	17,836																																						
Non-Serviced Accommodation	6,456	6,571	8,345	9,657	9,390	9,390	9,713	9,639	9,639	9,225	7,103	6,929																																						

Report Sections With Historic Financial Data Indexed to 2023 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: 2023*

2012	<i>1.51</i>
2013	<i>1.47</i>
2014	<i>1.43</i>
2015	<i>1.41</i>
2016	<i>1.39</i>
2017	<i>1.36</i>
2018	<i>1.31</i>
2019	<i>1.27</i>
2020	<i>1.24</i>
2021	<i>1.22</i>
2022	<i>1.13</i>
2023	<i>1.00</i>

STEAM REPORT FOR 2012-2023 - FINAL
MARKETING CHESHIRE

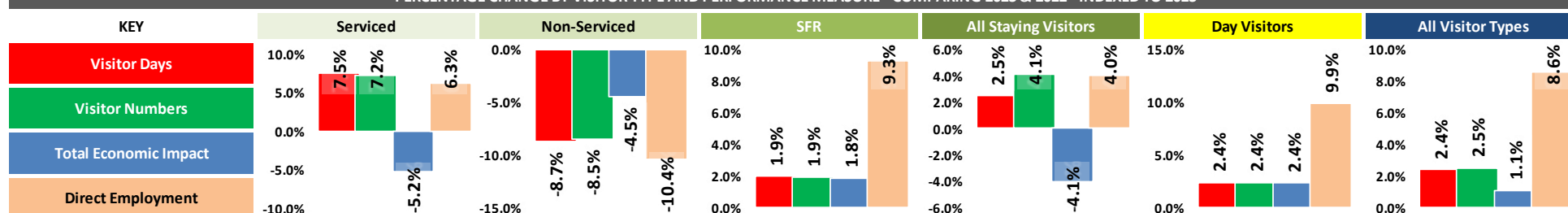
Comparing 2023 and 2022
2022 in 2023 prices (1.134)

COMPARATIVE HEADLINES

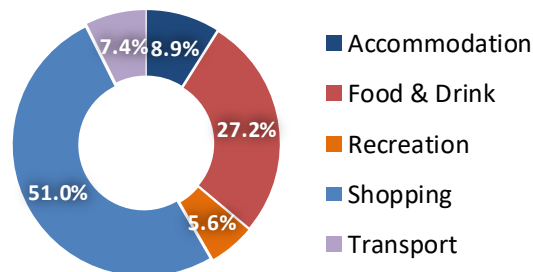
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

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		Served			Non-Served														
A Fall of 3% or more		2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
Visitor Days	M	3.504	3.260	7.5%	1.153	1.263	-8.7%	3.730	3.659	1.9%	8.387	8.182	2.5%	47.71	46.60	2.4%	56.09	54.78	2.4%
Visitor Numbers	M	2.018	1.883	7.2%	0.170	0.185	-8.5%	1.562	1.532	1.9%	3.750	3.601	4.1%	47.71	46.60	2.4%	51.46	50.20	2.5%
Direct Expenditure	£Bn																2.921	2.891	1.0%
Economic Impact	£Bn	0.540	0.570	-5.2%	0.091	0.096	-4.5%	0.116	0.113	1.8%	0.747	0.779	-4.1%	3.155	3.083	2.4%	3.903	3.862	1.1%
Direct Employment	FTEs	4,769	4,487	6.3%	859	959	-10.4%	785	718	9.3%	6,413	6,164	4.0%	23,349	21,242	9.9%	29,762	27,406	8.6%
Total Employment	FTEs																38,006	34,998	8.6%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2023



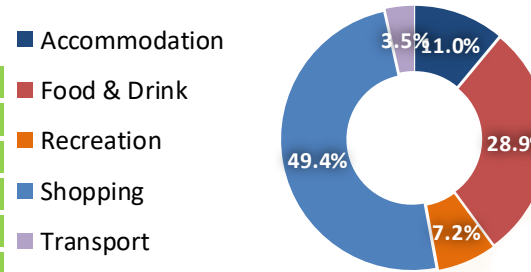
Direct Expenditure Categories

	2023	2022	+/- %
Accommodation	0.261	0.297	-12.3%
Food & Drink	0.794	0.773	2.7%
Recreation	0.163	0.158	2.9%
Shopping	1.489	1.452	2.5%
Transport	0.215	0.211	2.1%
TOTAL DIRECT	2,921	2,891	1.0%
Indirect	0.982	0.971	1.1%
TOTAL	3,903	3,862	1.1%

Sectors

	2023	2022	+/- %
Accommodation	3,282	3,367	-2.5%
Food & Drink	8,597	7,796	10.3%
Recreation	2,137	1,935	10.4%
Shopping	14,703	13,357	10.1%
Transport	1,042	951	9.6%
TOTAL DIRECT	29,762	27,406	8.6%
Indirect	8,244	7,592	8.6%
TOTAL	38,006	34,998	8.6%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2012-2023 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Total

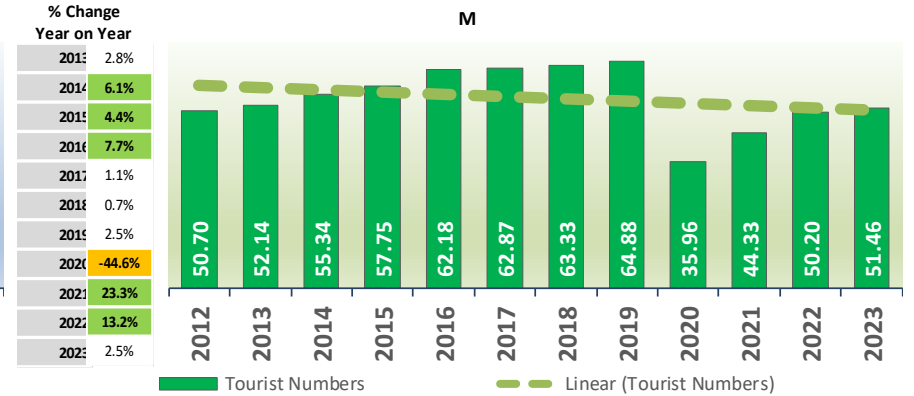


2012 to 2023
2023 Prices

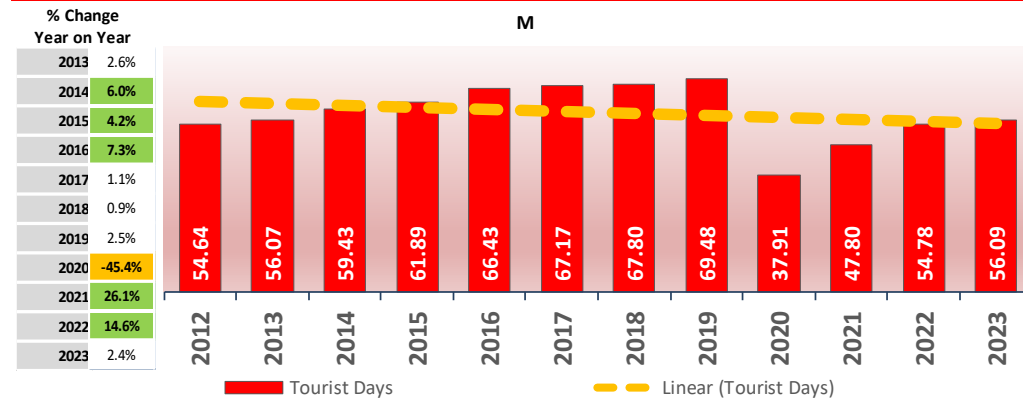
TOTAL

KEY MEASURES
Indexed

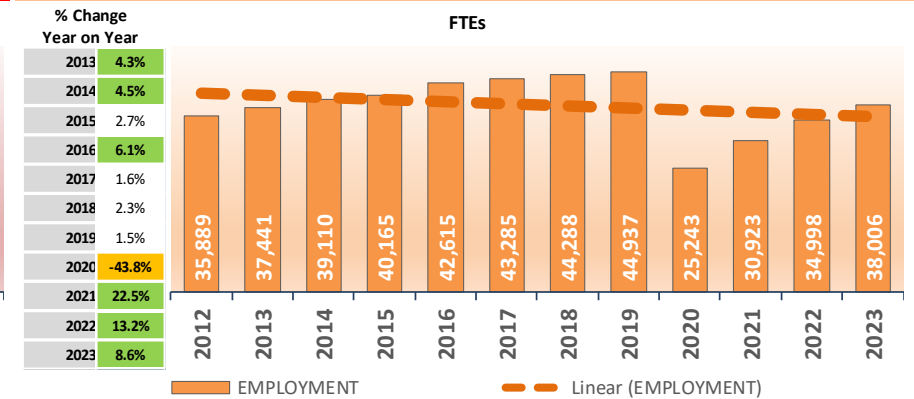
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.6%	8.1%	12.4%	20.6%	22.0%	23.1%	25.9%	-33.8%	-14.6%	-0.9%	0.2%
Visitor Numbers		2.8%	9.2%	13.9%	22.6%	24.0%	24.9%	28.0%	-29.1%	-12.6%	-1.0%	1.5%
Visitor Days		2.6%	8.7%	13.3%	21.6%	22.9%	24.1%	27.1%	-30.6%	-12.5%	0.2%	2.7%
Total Employment		4.3%	9.0%	11.9%	18.7%	20.6%	23.4%	25.2%	-29.7%	-13.8%	-2.5%	5.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL

MARKETING CHESHIRE

Economic Impact - Indexed - Serviced Accommodation

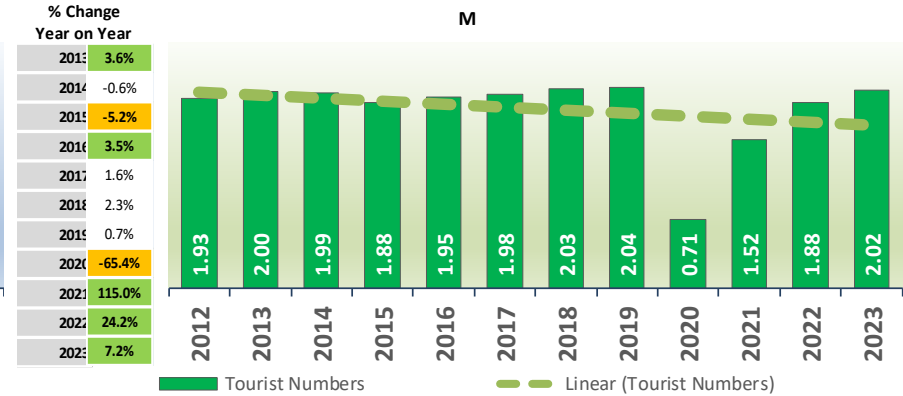


2012 to 2023
2023 Prices

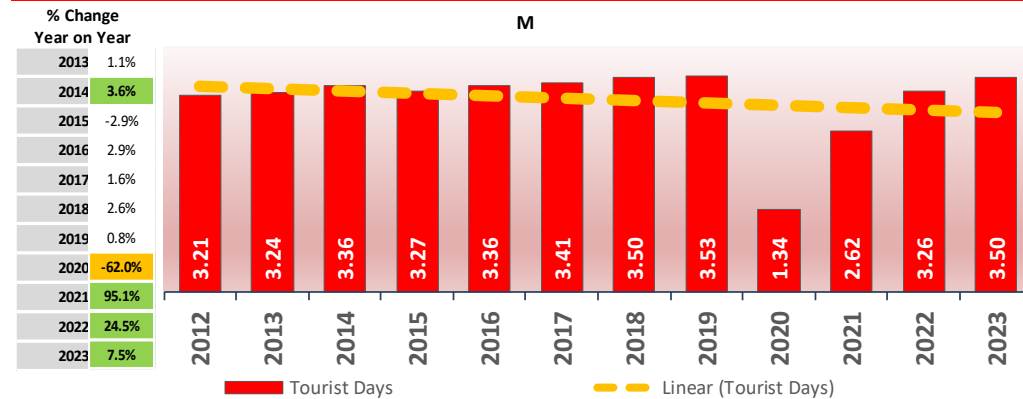
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

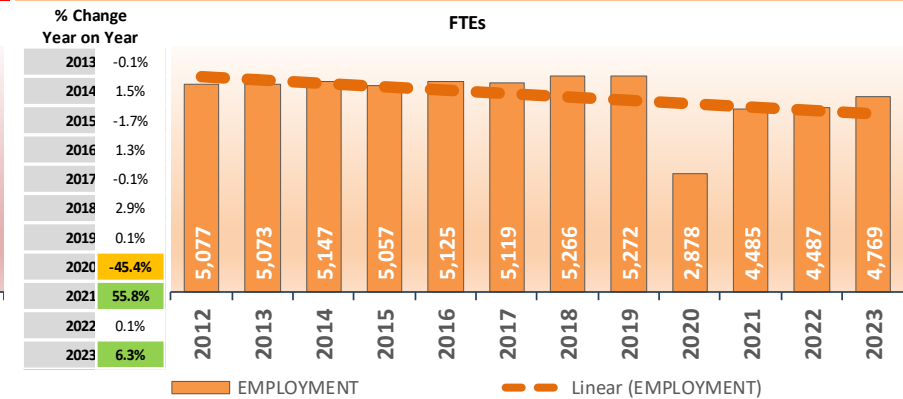
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-5.3%	1.1%	0.6%	4.8%	6.5%	7.6%	6.8%	-65.8%	-30.2%	-6.7%	-11.5%
Visitor Numbers		3.6%	2.9%	-2.5%	0.9%	2.6%	4.9%	5.7%	-63.5%	-21.4%	-2.5%	4.5%
Visitor Days		1.1%	4.8%	1.8%	4.7%	6.4%	9.1%	10.0%	-58.2%	-18.4%	1.6%	9.2%
Direct Employment		-0.1%	1.4%	-0.4%	1.0%	0.8%	3.7%	3.8%	-43.3%	-11.7%	-11.6%	-6.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE

Economic Impact - Indexed - Non-Serviced Accommodation

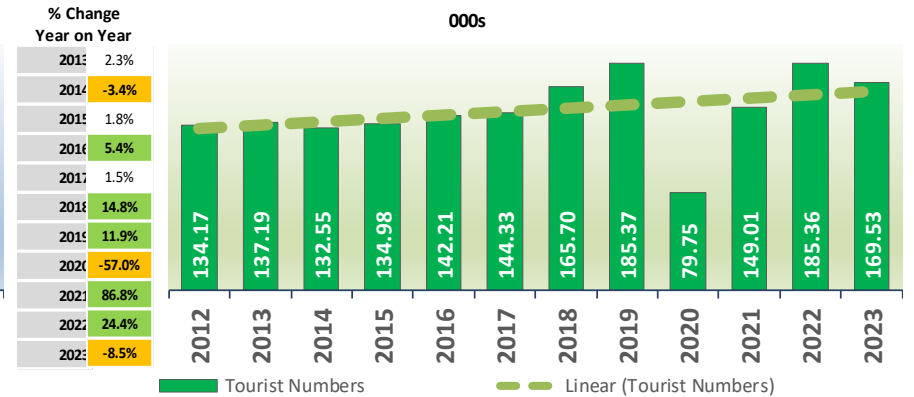


2012 to 2023
2023 Prices

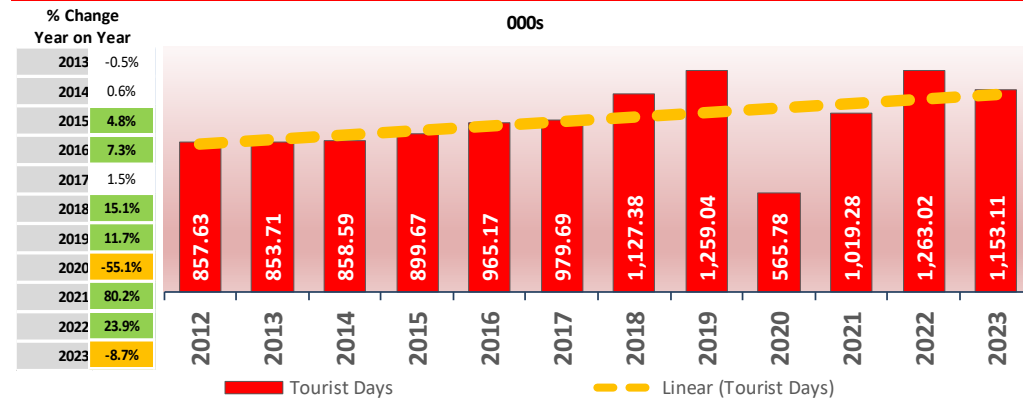
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

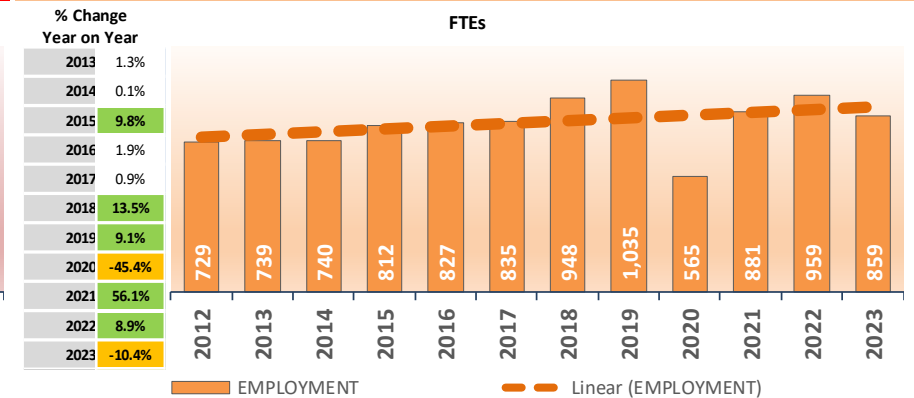
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		5.9%	6.7%	14.2%	24.0%	22.3%	38.8%	62.0%	-27.5%	29.9%	61.5%	54.3%
Visitor Numbers		2.3%	-1.2%	0.6%	6.0%	7.6%	23.5%	38.2%	-40.6%	11.1%	38.2%	26.4%
Visitor Days		-0.5%	0.1%	4.9%	12.5%	14.2%	31.5%	46.8%	-34.0%	18.8%	47.3%	34.5%
Direct Employment		1.3%	1.5%	11.4%	13.4%	14.5%	29.9%	41.8%	-22.6%	20.8%	31.5%	17.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE

Economic Impact - Indexed - SFR



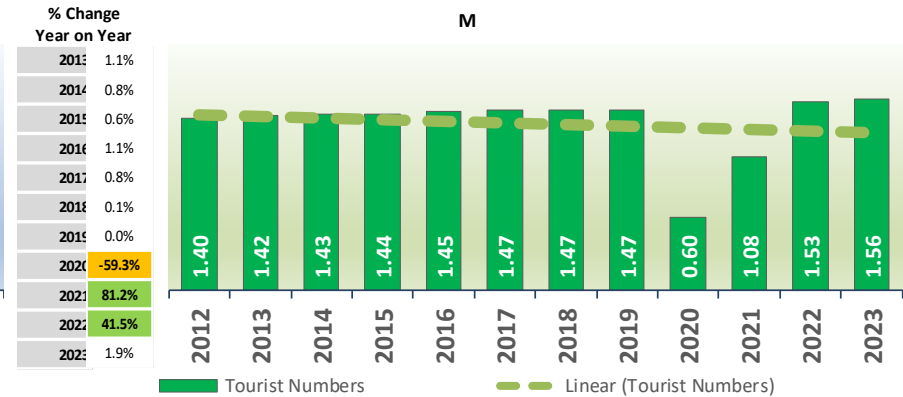
2012 to 2023

2023 Prices

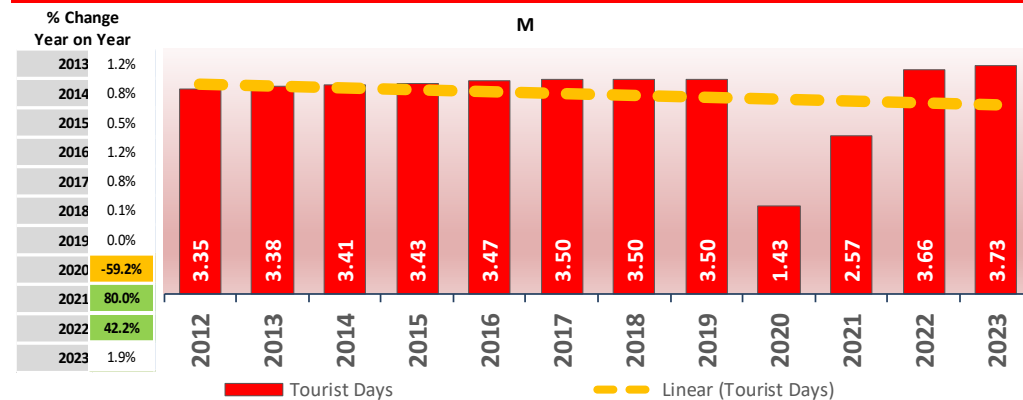
SFR

KEY MEASURES
Indexed

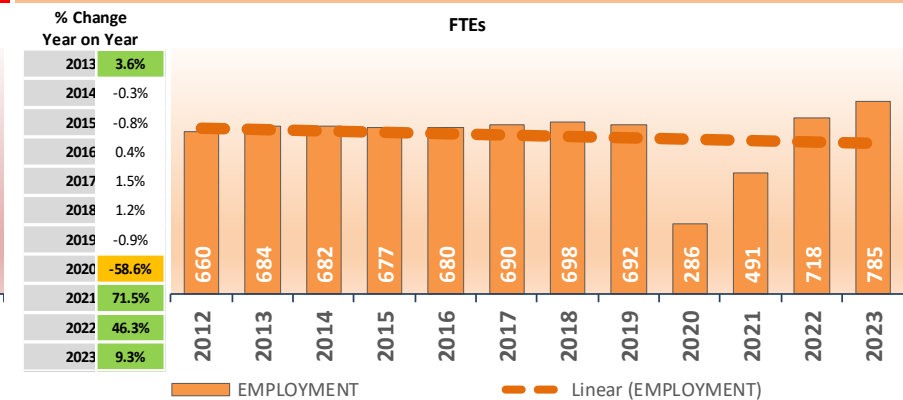
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

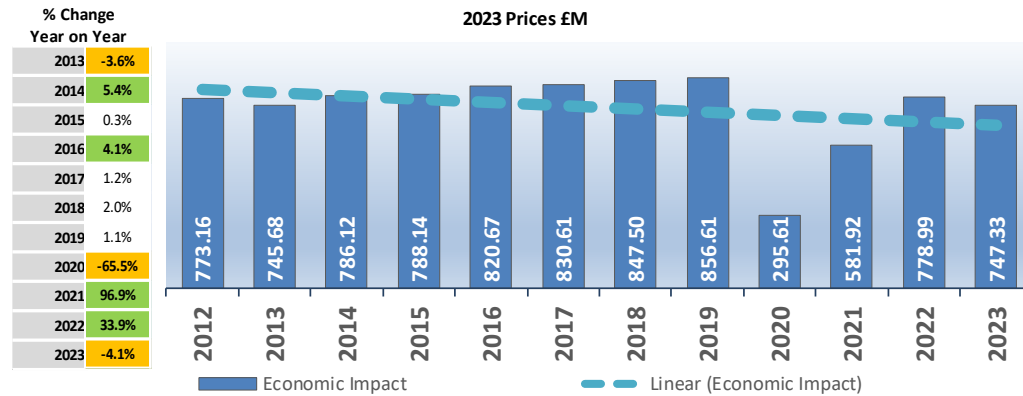


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.1%	2.1%	2.6%	3.9%	4.7%	4.6%	4.7%	-57.3%	-23.7%	9.7%	11.7%
Visitor Numbers		1.1%	1.9%	2.5%	3.7%	4.5%	4.6%	4.6%	-57.4%	-22.8%	9.3%	11.4%
Visitor Days		1.2%	2.0%	2.6%	3.8%	4.6%	4.7%	4.7%	-57.3%	-23.1%	9.4%	11.5%
Direct Employment		3.6%	3.4%	2.5%	3.0%	4.5%	5.8%	4.8%	-56.6%	-25.6%	8.8%	19.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Staying Visitor



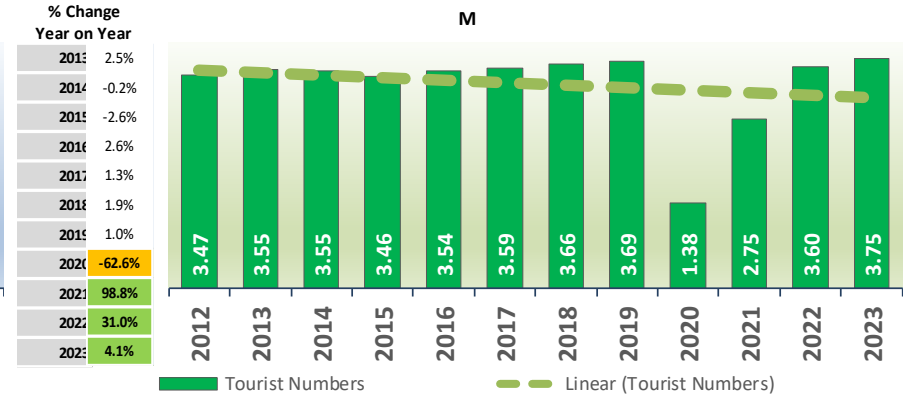
2012 to 2023

2023 Prices

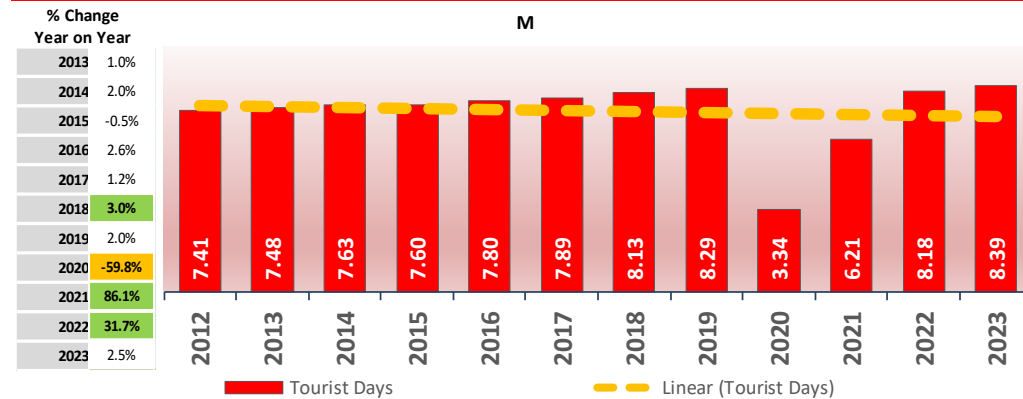
STAYING VISITOR

KEY MEASURES
Indexed

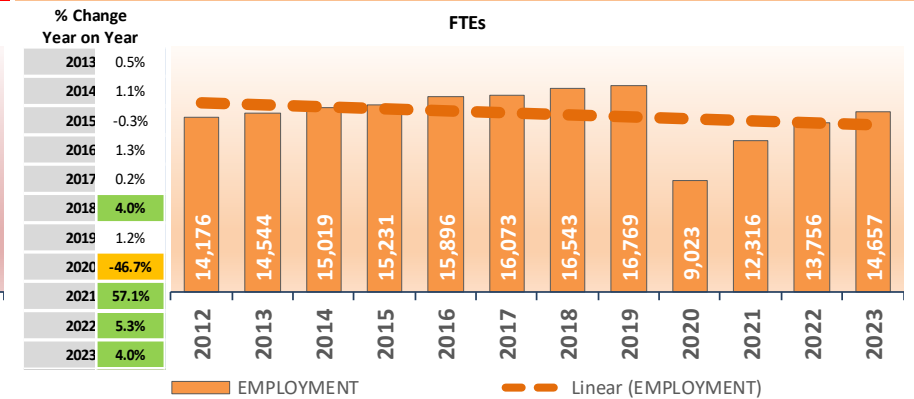
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-3.6%	1.7%	1.9%	6.1%	7.4%	9.6%	10.8%	-61.8%	-24.7%	0.8%	-3.3%
Visitor Numbers		2.5%	2.4%	-0.3%	2.2%	3.5%	5.5%	6.5%	-60.1%	-20.7%	3.9%	8.1%
Visitor Days		1.0%	3.0%	2.5%	5.2%	6.5%	9.7%	11.9%	-55.0%	-16.2%	10.4%	13.2%
Direct Employment		2.6%	5.9%	7.4%	12.1%	13.4%	16.7%	18.3%	-36.4%	-13.1%	-3.0%	3.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL
MARKETING CHESHIRE

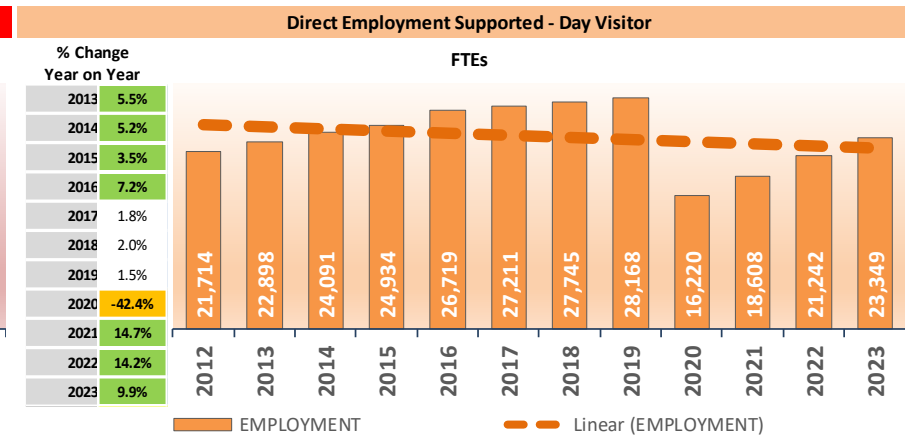
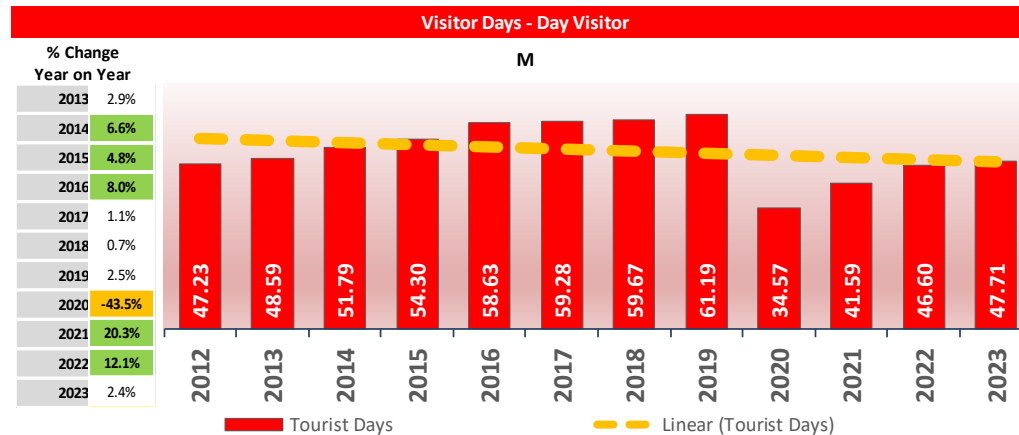
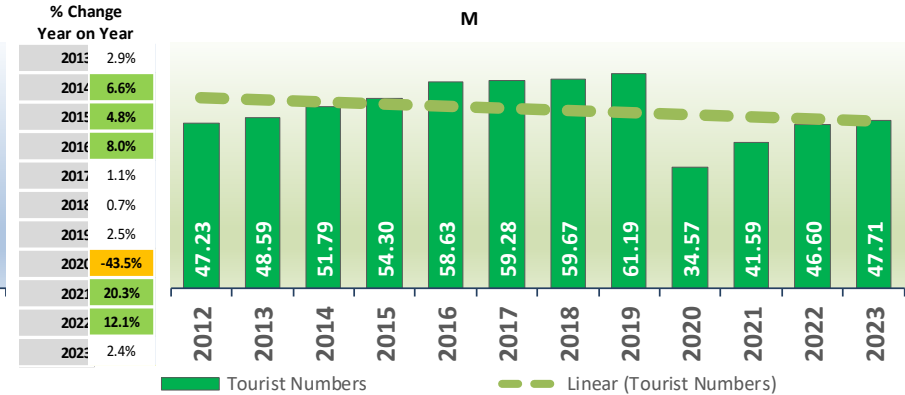
2012 to 2023
2023 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



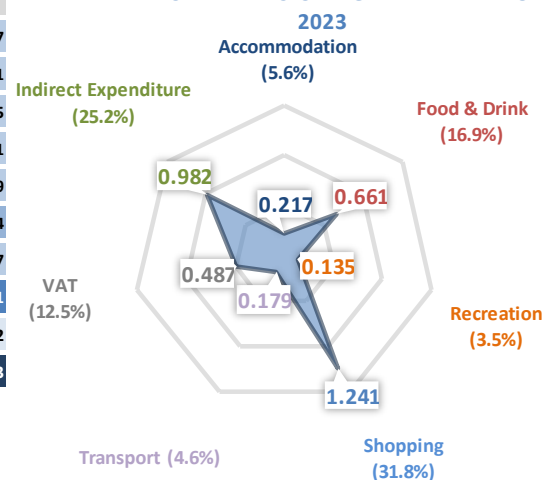
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		2.9%	9.7%	15.0%	24.2%	25.6%	26.4%	29.7%	-26.8%	-12.1%	-1.3%	1.0%
Visitor Numbers		2.9%	9.7%	15.0%	24.1%	25.5%	26.3%	29.5%	-26.8%	-12.0%	-1.3%	1.0%
Visitor Days		2.9%	9.7%	15.0%	24.1%	25.5%	26.3%	29.5%	-26.8%	-12.0%	-1.3%	1.0%
Direct Employment		5.5%	11.0%	14.8%	23.1%	25.3%	27.8%	29.7%	-25.3%	-14.3%	-2.2%	7.5%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2023

SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£Bn	0.269	0.248	0.268	0.271	0.285	0.290	0.292	0.290	0.091	0.181	0.248	0.217
Food & Drink	£Bn	0.643	0.660	0.700	0.729	0.782	0.790	0.798	0.819	0.472	0.568	0.644	0.661
Recreation	£Bn	0.133	0.136	0.145	0.151	0.162	0.163	0.165	0.169	0.097	0.117	0.132	0.135
Shopping	£Bn	1.216	1.249	1.327	1.386	1.491	1.507	1.520	1.559	0.862	1.067	1.210	1.241
Transport	£Bn	0.172	0.176	0.187	0.194	0.210	0.213	0.215	0.220	0.117	0.149	0.176	0.179
Direct Revenue	£Bn	2.433	2.469	2.627	2.730	2.929	2.963	2.990	3.058	1.640	2.082	2.409	2.434
VAT	£Bn	0.487	0.494	0.525	0.546	0.586	0.593	0.598	0.612	0.283	0.407	0.482	0.487
Direct Expenditure	£Bn	2.919	2.963	3.152	3.276	3.515	3.556	3.587	3.669	1.923	2.489	2.891	2.921
Indirect Expenditure	£Bn	0.977	0.995	1.058	1.102	1.185	1.197	1.208	1.237	0.657	0.840	0.971	0.982
TOTAL	£Bn	3.896	3.958	4.211	4.378	4.700	4.753	4.795	4.906	2.581	3.329	3.862	3.903

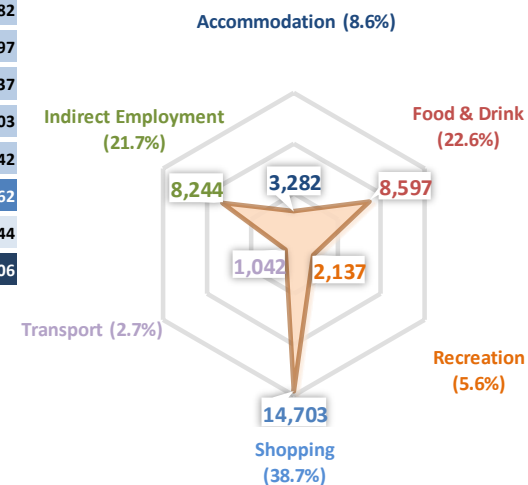
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2023

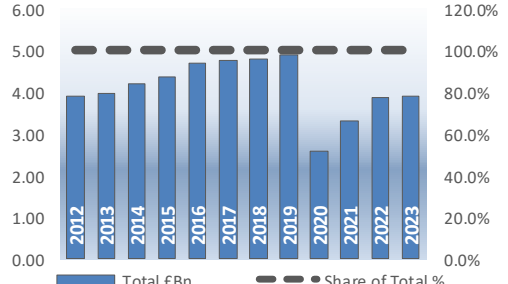


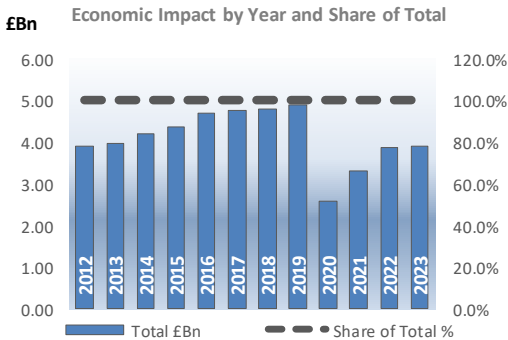
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

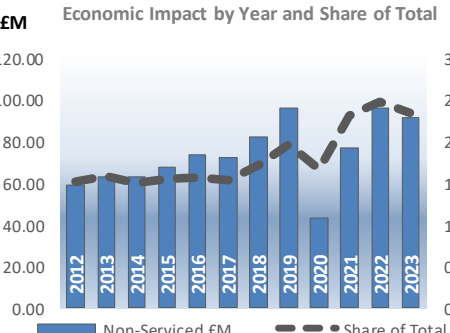
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	3,893	3,824	3,863	3,893	3,927	3,898	4,029	4,069	2,542	3,702	3,367	3,282
Food & Drink	FTEs	7,849	8,259	8,648	8,888	9,463	9,630	9,891	10,013	5,756	6,740	7,796	8,597
Recreation	FTEs	1,966	2,072	2,169	2,230	2,373	2,416	2,466	2,505	1,440	1,685	1,935	2,137
Shopping	FTEs	13,532	14,252	14,949	15,411	16,454	16,753	17,089	17,378	9,575	11,549	13,357	14,703
Transport	FTEs	940	986	1,031	1,059	1,134	1,158	1,182	1,202	635	789	951	1,042
Direct Employment	FTEs	28,180	29,394	30,661	31,480	33,351	33,855	34,657	35,167	19,948	24,464	27,406	29,762
Indirect Employment	FTEs	7,709	8,048	8,450	8,684	9,264	9,430	9,631	9,771	5,294	6,459	7,592	8,244
TOTAL	FTEs	35,889	37,441	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006

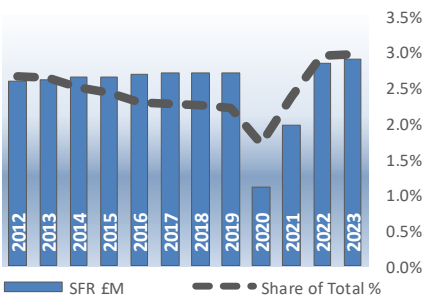
2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 2023 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 2023 / 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 2012 to 2023		-0.6%	11.9%	-1.6%	7.0%	-2.8%	-21.4%	-4.5%	0.1%	-6.3%	10.9%	8.3%	12.7%	0.2%	Annual Change	2.1%	-6.6%	-3.1%	10.3%	
% Change 2022 to 2023		4.4%	15.1%	1.9%	-2.2%	2.2%	-3.1%	0.8%	0.1%	4.0%	-3.0%	-1.2%	2.4%	1.1%		5.9%	-1.2%	1.3%	-1.1%	
Average Annual Change		-0.1%	1.1%	-0.1%	0.6%	-0.3%	-1.9%	-0.4%	0.0%	-0.6%	1.0%	0.8%	1.2%	0.0%		0.2%	-0.6%	-0.3%	0.9%	
2012 £Bn		0.230	0.213	0.398	0.329	0.293	0.378	0.381	0.478	0.313	0.335	0.337	0.212	3.896			0.841	0.999	1.171	0.884
2013 £Bn		0.223	0.225	0.366	0.347	0.320	0.382	0.405	0.510	0.292	0.331	0.339	0.218	3.958	1.6%	0.814	1.049	1.206	0.888	
2014 £Bn		0.236	0.224	0.412	0.397	0.323	0.368	0.414	0.495	0.336	0.387	0.380	0.238	4.211	6.4%	0.872	1.088	1.245	1.005	
2015 £Bn		0.241	0.245	0.411	0.415	0.338	0.354	0.433	0.571	0.343	0.427	0.346	0.254	4.378	4.0%	0.897	1.107	1.348	1.027	
2016 £Bn		0.257	0.279	0.484	0.414	0.356	0.381	0.460	0.583	0.375	0.450	0.386	0.274	4.700	7.3%	1.020	1.150	1.419	1.110	
2017 £Bn		0.270	0.271	0.468	0.478	0.357	0.374	0.469	0.586	0.351	0.446	0.424	0.260	4.753	1.1%	1.009	1.209	1.406	1.130	
2018 £Bn		0.277	0.278	0.465	0.480	0.362	0.382	0.472	0.585	0.354	0.452	0.425	0.262	4.795	0.9%	1.020	1.225	1.412	1.139	
2019 £Bn		0.293	0.300	0.484	0.494	0.366	0.382	0.476	0.603	0.361	0.444	0.432	0.270	4.906	2.3%	1.077	1.243	1.441	1.145	
2020 £Bn		0.290	0.275	0.265	0.016	0.018	0.109	0.310	0.433	0.283	0.303	0.093	0.185	2.581	-47.4%	0.830	0.143	1.026	0.581	
2021 £Bn		0.071	0.054	0.088	0.198	0.223	0.322	0.332	0.592	0.338	0.425	0.414	0.272	3.329	29.0%	0.213	0.743	1.262	1.111	
2022 £Bn		0.219	0.207	0.384	0.360	0.278	0.306	0.361	0.477	0.282	0.383	0.369	0.234	3.862	16.0%	0.810	0.945	1.120	0.986	
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	1.1%	0.858	0.934	1.135	0.976	
ECONOMIC IMPACT - INDEXED TO 2023														TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£Bn Economic Impact by Year and Share of Total						
Total		£Bn	3.896	3.958	4.211	4.378	4.700	4.753	4.795	4.906	2.581	3.329	3.862	3.903						
All Visitor Types		£Bn	3.896	3.958	4.211	4.378	4.700	4.753	4.795	4.906	2.581	3.329	3.862	3.903						
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 2012		%																		
Avg Ann. Change in Share		%																		
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 18/09/24																				

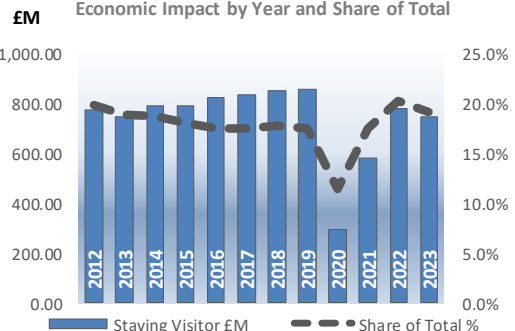


STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 2023 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		57.8%	32.2%	63.5%	55.1%	47.8%	42.8%	33.5%	58.3%	69.9%	62.7%	68.9%	102.8%		54.3%	50.4%	47.6%	53.7%	75.0%
% Change 2022 to 2023		-16.0%	-4.3%	-12.2%	6.9%	3.9%	-5.2%	-14.4%	-8.8%	4.7%	7.8%	-3.8%	-14.7%		-4.5%	-11.0%	0.9%	-6.6%	-3.2%
Average Annual Change		5.3%	2.9%	5.8%	5.0%	4.3%	3.9%	3.0%	5.3%	6.4%	5.7%	6.3%	9.3%		4.9%	4.6%	4.3%	4.9%	6.8%
2012	£M	1.971	2.606	2.492	4.528	6.651	7.512	8.273	9.490	7.593	3.692	2.329	2.159		59.29	7.069	18.69	25.36	8.179
2013	£M	2.459	3.208	3.067	4.856	6.353	7.375	8.419	9.724	7.485	4.192	2.857	2.811		62.81	5.9%	8.734	18.58	25.63
2014	£M	2.448	3.163	3.025	4.832	6.193	7.190	8.480	10.04	7.745	4.341	2.923	2.859	63.24	0.7%	8.635	18.21	26.27	10.12
2015	£M	2.691	3.452	3.225	5.116	6.621	7.653	8.924	10.65	8.281	4.711	3.226	3.164	67.71	7.1%	9.368	19.39	27.85	11.10
2016	£M	3.002	3.821	3.586	5.572	7.096	8.193	9.589	11.48	8.943	5.212	3.533	3.472	73.50	8.6%	10.41	20.86	30.01	12.22
2017	£M	2.876	3.644	3.401	5.575	6.849	7.900	9.838	12.00	8.790	4.992	3.324	3.309	72.49	-1.4%	9.921	20.32	30.62	11.62
2018	£M	3.053	3.830	3.633	5.811	8.240	9.848	10.80	14.15	10.33	5.340	3.653	3.600	82.29	13.5%	10.52	23.90	35.28	12.59
2019	£M	4.008	4.680	4.374	7.314	9.373	10.83	12.99	16.03	11.13	6.047	4.696	4.612	96.08	16.8%	13.06	27.51	40.15	15.35
2020	£M	3.747	3.214	2.079	0.101	0.213	0.324	7.311	10.77	9.393	3.613	0.166	2.073	43.00	-55.2%	9.041	0.637	27.47	5.852
2021	£M	0.608	0.703	0.724	2.930	7.147	10.68	11.52	14.90	13.20	6.668	4.113	3.804	77.00	79.1%	2.035	20.76	39.62	14.58
2022	£M	3.702	3.598	4.644	6.568	9.462	11.32	12.91	16.47	12.31	5.570	4.086	5.133	95.78	24.4%	11.94	27.35	41.69	14.79
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	-4.5%	10.63	27.58	38.96	14.32
ECONOMIC IMPACT - INDEXED TO 2023														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	59.29	62.81	63.24	67.71	73.50	72.49	82.29	96.08	43.00	77.00	95.78	91.49						
All Visitor Types	£Bn	3.896	3.958	4.211	4.378	4.700	4.753	4.795	4.906	2.581	3.329	3.862	3.903						
Share of Total	%	1.5%	1.6%	1.5%	1.5%	1.6%	1.5%	1.7%	2.0%	1.7%	2.3%	2.5%	2.3%						
Annual Change in Share	%		4.3%	-5.3%	3.0%	1.1%	-2.5%	12.5%	14.1%	-14.9%	38.8%	7.2%	-5.5%						
Change in Share from 2012	%		4.3%	-1.3%	1.6%	2.8%	0.2%	12.8%	28.7%	9.5%	52.0%	63.0%	54.0%						
Avg Ann. Change in Share	%		4.3%	-0.7%	0.5%	0.7%	0.0%	2.1%	4.1%	1.2%	5.8%	6.3%	4.9%						
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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 2023 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR												TOTAL % Change						
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2012 to 2023		14.6%	11.2%	9.2%	11.2%	13.7%	9.2%	14.0%	12.8%	11.6%	10.2%	2.8%	11.2%		11.7%	12.9%	11.5%	13.0%	9.4%	
% Change 2022 to 2023		7.1%	3.4%	0.7%	2.1%	1.6%	0.3%	-0.2%	0.1%	1.6%	1.2%	0.8%	0.7%		1.8%	5.1%	1.6%	0.3%	0.8%	
Average Annual Change		1.3%	1.0%	0.8%	1.0%	1.2%	0.8%	1.3%	1.2%	1.1%	0.9%	0.3%	1.0%		1.1%	1.2%	1.0%	1.2%	0.9%	
2012	£M	14.17	4.602	4.685	14.12	9.176	6.594	10.70	10.06	5.798	5.034	4.524	13.97		103.42		23.45	29.89	26.56	23.53
2013	£M	14.32	4.706	4.821	14.24	9.406	6.574	11.01	10.14	5.794	5.088	4.319	14.14	104.56	1.1%	23.84	30.22	26.94	23.55	
2014	£M	14.45	4.737	4.907	14.51	9.542	6.548	11.28	10.26	5.829	5.072	4.312	14.18	105.62	1.0%	24.09	30.60	27.36	23.57	
2015	£M	14.76	4.840	4.860	14.40	9.620	6.564	11.28	10.38	5.858	5.137	4.339	14.11	106.15	0.5%	24.46	30.58	27.52	23.58	
2016	£M	15.07	4.855	4.861	14.60	9.689	6.671	11.45	10.40	5.930	5.189	4.384	14.33	107.44	1.2%	24.79	30.96	27.78	23.91	
2017	£M	15.21	4.873	4.888	14.75	9.739	6.663	11.54	10.54	5.950	5.219	4.396	14.49	108.26	0.8%	24.98	31.15	28.03	24.10	
2018	£M	15.18	4.834	4.858	14.58	9.738	6.772	11.51	10.65	5.977	5.247	4.387	14.45	108.19	-0.1%	24.87	31.09	28.14	24.09	
2019	£M	15.22	4.824	4.821	14.67	9.769	6.784	11.55	10.67	5.950	5.227	4.412	14.39	108.29	0.1%	24.87	31.22	28.17	24.03	
2020	£M	13.40	4.395	2.309	0.520	0.561	0.439	4.749	6.601	3.964	2.301	0.397	4.496	44.13	-59.2%	20.10	1.520	15.31	7.194	
2021	£M	6.370	2.114	2.323	7.272	6.574	5.814	10.30	10.30	6.119	5.179	4.000	12.51	78.87	78.7%	10.81	19.66	26.71	21.69	
2022	£M	15.15	4.949	5.085	15.37	10.26	7.175	12.22	11.33	6.367	5.486	4.615	15.43	113.44	43.8%	25.19	32.81	29.91	25.53	
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	1.8%	26.47	33.32	30.00	25.73	
ECONOMIC IMPACT - INDEXED TO 2023														SFR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Economic Impact by Year and Share of Total					
SFR	£M	103.42	104.56	105.62	106.15	107.44	108.26	108.19	108.29	44.13	78.87	113.44	115.53	140.00						
All Visitor Types	£Bn	3.896	3.958	4.211	4.378	4.700	4.753	4.795	4.906	2.581	3.329	3.862	3.903	120.00						
Share of Total	%	2.7%	2.6%	2.5%	2.4%	2.3%	2.3%	2.3%	2.2%	1.7%	2.4%	2.9%	3.0%	100.00						
Annual Change in Share	%		-0.5%	-5.0%	-3.3%	-5.7%	-0.4%	-0.9%	-2.2%	-22.5%	38.6%	24.0%	0.8%	80.00						
Change in Share from 2012	%		-0.5%	-5.5%	-8.7%	-13.9%	-14.2%	-15.0%	-16.8%	-35.6%	-10.7%	10.7%	11.5%	60.00						
Avg Ann. Change in Share	%		-0.5%	-2.8%	-2.9%	-3.5%	-2.8%	-2.5%	-2.4%	-4.4%	-1.2%	1.1%	1.0%	40.00						
															20.00					
															0.00					
																Legend: SFR £M (Blue Bars), Share of Total % (Black Line)				

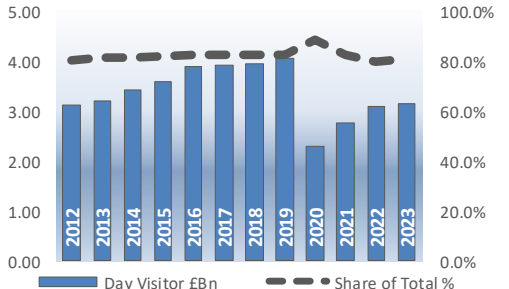
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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 2023 Prices			STAYING VISITOR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		4.4%	-4.0%	-7.3%	-3.5%	1.5%	-8.4%	12.9%	4.2%	-6.8%	-9.3%	-27.4%	-4.8%	-3.3%	Annual Change	-2.4%	-3.5%	3.9%	-13.0%
% Change 2022 to 2023		9.0%	-1.6%	-5.0%	-2.5%	-3.4%	-5.2%	-7.8%	-6.8%	-3.0%	-6.7%	-6.6%	-4.9%	-4.1%		0.7%	-3.7%	-6.2%	-6.0%
Average Annual Change		0.4%	-0.4%	-0.7%	-0.3%	0.1%	-0.8%	1.2%	0.4%	-0.6%	-0.8%	-2.5%	-0.4%	-0.3%		-0.2%	-0.3%	0.4%	-1.2%
2012	£M	53.74	50.78	58.07	70.70	70.84	72.29	75.91	77.57	66.75	61.47	51.81	63.23	773.16			162.59	213.83	220.23
2013	£M	52.05	50.53	57.90	67.57	71.24	66.92	81.89	77.49	62.02	58.06	39.67	60.36	745.68	-3.6%	160.47	205.73	221.39	158.09
2014	£M	54.19	53.11	62.93	72.31	76.44	68.23	90.37	82.48	64.67	59.07	40.27	62.05	786.12	5.4%	170.24	216.98	237.51	161.39
2015	£M	56.67	55.40	60.51	70.49	77.35	68.00	89.57	84.21	64.33	60.53	40.62	60.45	788.14	0.3%	172.58	215.84	238.12	161.61
2016	£M	60.31	56.63	61.58	73.94	79.81	72.04	94.42	85.20	67.28	63.04	42.59	63.84	820.67	4.1%	178.52	225.79	246.89	169.47
2017	£M	61.26	56.79	62.49	75.30	80.56	71.42	96.03	87.83	67.52	63.27	42.62	65.51	830.61	1.2%	180.55	227.28	251.38	171.40
2018	£M	61.54	56.49	62.31	73.94	80.63	74.92	101.45	94.81	68.33	64.66	43.05	65.38	847.50	2.0%	180.33	229.48	264.59	173.09
2019	£M	62.72	57.24	62.22	75.04	81.65	76.05	103.03	96.05	68.16	64.74	44.42	65.27	856.61	1.1%	182.18	232.74	267.25	174.43
2020	£M	48.06	45.37	25.22	2.471	4.368	4.587	34.34	50.05	37.14	23.26	3.622	17.11	295.61	-65.5%	118.65	11.43	121.54	43.99
2021	£M	24.53	23.21	27.51	34.05	48.07	56.54	81.25	82.90	60.98	56.01	35.75	51.13	581.92	96.9%	75.25	138.65	225.13	142.88
2022	£M	51.46	49.52	56.66	69.94	74.46	69.81	92.95	86.75	64.12	59.73	40.27	63.32	778.99	33.9%	157.65	214.21	243.82	163.31
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	-4.1%	158.71	206.29	228.78	153.55
ECONOMIC IMPACT - INDEXED TO 2023														STAYING VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Staying Visitor	£M	773.16	745.68	786.12	788.14	820.67	830.61	847.50	856.61	295.61	581.92	778.99	747.33						
All Visitor Types	£Bn	3.896	3.958	4.211	4.378	4.700	4.753	4.795	4.906	2.581	3.329	3.862	3.903						
Share of Total	%	19.8%	18.8%	18.7%	18.0%	17.5%	17.5%	17.7%	17.5%	11.5%	17.5%	20.2%	19.1%						
Annual Change in Share	%		-5.1%	-0.9%	-3.6%	-3.0%	0.1%	1.1%	-1.2%	-34.4%	52.6%	15.4%	-5.1%						
Change in Share from 2012	%		-5.1%	-5.9%	-9.3%	-12.0%	-11.9%	-10.9%	-12.0%	-42.3%	-11.9%	1.7%	-3.5%						
Avg Ann. Change in Share	%		-5.1%	-3.0%	-3.1%	-3.0%	-2.4%	-1.8%	-1.7%	-5.3%	-1.3%	0.2%	-0.3%						

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STEAM REPORT FOR 2012-2023 - FINAL MARKETING CHESHIRE											2012 to 2023 2023 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 2023 / 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 2012 to 2023		-2.1%	16.8%	-0.6%	9.9%	-4.2%	-24.5%	-8.8%	-0.7%	-6.1%	15.4%	14.8%	20.1%	1.0%	Annual Change	3.2%	-7.4%	-4.7%	16.1%	
% Change 2022 to 2023		3.0%	20.3%	3.0%	-2.2%	4.3%	-2.4%	3.8%	1.7%	6.0%	-2.3%	-0.6%	5.1%	2.4%		7.2%	-0.4%	3.4%	-0.1%	
Average Annual Change		-0.2%	1.5%	-0.1%	0.9%	-0.4%	-2.2%	-0.8%	-0.1%	-0.6%	1.4%	1.3%	1.8%	0.1%		0.3%	-0.7%	-0.4%	1.5%	
2012	£Bn	0.177	0.162	0.340	0.258	0.222	0.305	0.305	0.400	0.246	0.274	0.285	0.149	3.123			0.678	0.786	0.951	0.708
2013	£Bn	0.171	0.175	0.308	0.279	0.249	0.315	0.323	0.432	0.230	0.273	0.299	0.158	3.212	2.9%	0.654	0.844	0.985	0.730	
2014	£Bn	0.182	0.171	0.349	0.325	0.247	0.300	0.324	0.412	0.271	0.328	0.340	0.176	3.425	6.6%	0.702	0.871	1.008	0.844	
2015	£Bn	0.184	0.190	0.351	0.344	0.261	0.285	0.344	0.487	0.279	0.366	0.306	0.193	3.590	4.8%	0.725	0.891	1.110	0.865	
2016	£Bn	0.197	0.223	0.422	0.340	0.276	0.309	0.366	0.498	0.308	0.387	0.343	0.211	3.879	8.0%	0.842	0.924	1.172	0.941	
2017	£Bn	0.209	0.214	0.406	0.403	0.276	0.303	0.373	0.498	0.283	0.382	0.381	0.195	3.923	1.1%	0.828	0.982	1.154	0.958	
2018	£Bn	0.215	0.222	0.403	0.406	0.282	0.308	0.371	0.491	0.286	0.387	0.382	0.196	3.948	0.6%	0.839	0.995	1.147	0.966	
2019	£Bn	0.230	0.243	0.421	0.419	0.285	0.306	0.373	0.507	0.293	0.379	0.387	0.204	4.050	2.6%	0.895	1.010	1.174	0.971	
2020	£Bn	0.242	0.230	0.240	0.014	0.014	0.105	0.276	0.383	0.245	0.280	0.090	0.168	2.285	-43.6%	0.712	0.132	0.904	0.537	
2021	£Bn	0.046	0.031	0.060	0.164	0.175	0.266	0.250	0.509	0.277	0.369	0.378	0.220	2.747	20.2%	0.137	0.605	1.037	0.968	
2022	£Bn	0.168	0.157	0.328	0.290	0.204	0.236	0.268	0.391	0.218	0.324	0.329	0.170	3.083	12.2%	0.653	0.731	0.876	0.823	
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	2.4%	0.700	0.727	0.906	0.822	
ECONOMIC IMPACT - INDEXED TO 2023														DAY VISITOR						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£Bn Economic Impact by Year and Share of Total						
Day Visitor		£Bn	3.123	3.212	3.425	3.590	3.879	3.923	3.948	4.050	2.285	2.747	3.083	3.155						
All Visitor Types		£Bn	3.896	3.958	4.211	4.378	4.700	4.753	4.795	4.906	2.581	3.329	3.862	3.903						
Share of Total		%	80.2%	81.2%	81.3%	82.0%	82.5%	82.5%	82.3%	82.5%	88.5%	82.5%	79.8%	80.9%						
Annual Change in Share		%		1.3%	0.2%	0.8%	0.7%	0.0%	-0.2%	0.3%	7.3%	-6.8%	-3.3%	1.3%						
Change in Share from 2012		%		1.3%	1.5%	2.3%	3.0%	3.0%	2.7%	3.0%	10.5%	2.9%	-0.4%	0.9%						
Avg Ann. Change in Share		%		1.3%	0.7%	0.8%	0.7%	0.6%	0.5%	0.4%	1.3%	0.3%	0.0%	0.1%						

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