



STEAM REPORT FOR 2014-2025 - FINAL

Final

MARKETING CHESHIRE

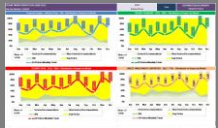
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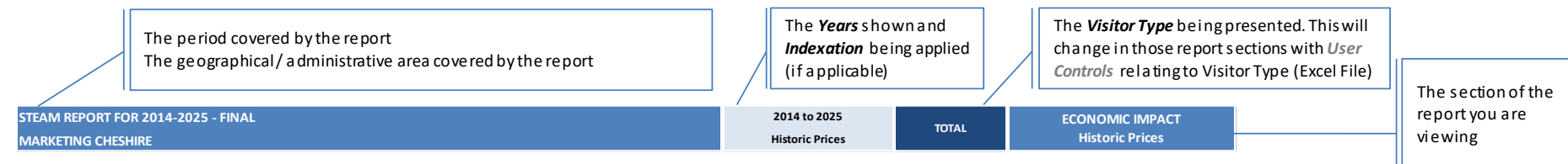
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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	ACCOMMODATION SUPPLY  44	ANNEX	INDEXED FINANCIAL DATA  45-59



Report Section Design and Features

Headers

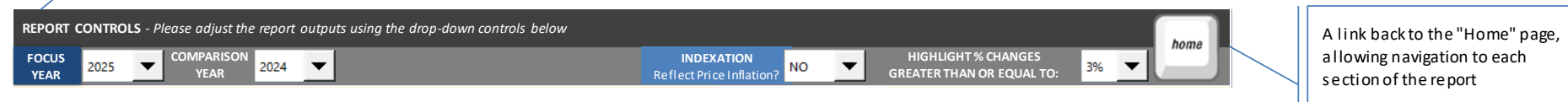
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

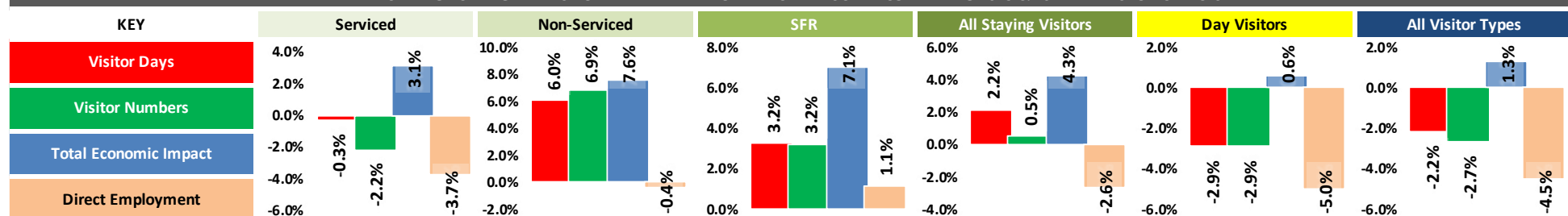
Visitor Numbers / Visitor Days / Average Length of Stay

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

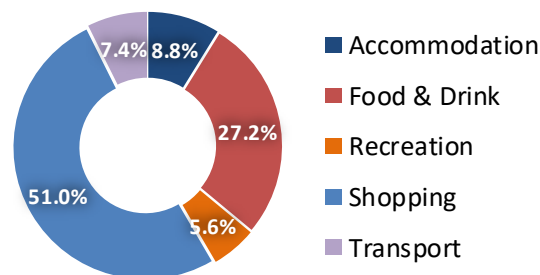
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY											Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors					
Less than 3% change		Serviced			Non-Serviced											
A Fall of 3% or more		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	3,525	3,536	-0.3%	1,274	1,201	6.0%	3,914	3,791	3.2%	8,713	8,529	2.2%	49.30	50.78	-2.9%
Visitor Numbers	M	1,995	2,039	-2.2%	0.188	0.176	6.9%	1,639	1,588	3.2%	3,822	3,803	0.5%	49.30	50.78	-2.9%
Direct Expenditure	£Bn															
Economic Impact	£Bn	0.593	0.575	3.1%	0.109	0.101	7.6%	0.132	0.123	7.1%	0.834	0.799	4.3%	3.544	3.522	0.6%
Direct Employment	FTEs	4,399	4,569	-3.7%	887	891	-0.4%	799	791	1.1%	6,086	6,251	-2.6%	23,368	24,593	-5.0%
Total Employment	FTEs															

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



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



Direct Expenditure Categories

	2025	2024	+/- %
Accommodation	0.288	0.279	3.3%
Food & Drink	0.892	0.881	1.2%
Recreation	0.182	0.180	0.9%
Shopping	1.672	1.656	1.0%
Transport	0.241	0.237	1.7%
TOTAL DIRECT	3.275	3.233	1.3%
Indirect	1.103	1.089	1.3%
TOTAL	4.378	4.322	1.3%

Sectors

Sectors	2025	2024	+/- %
Accommodation	2,971	3,103	-4.2%
Food & Drink	8,605	9,000	-4.4%
Recreation	2,130	2,235	-4.7%
Shopping	14,708	15,424	-4.6%
Transport	1,040	1,082	-3.9%
TOTAL DIRECT	29,454	30,844	-4.5%
Indirect	8,253	8,629	-4.4%
TOTAL	37,707	39,473	-4.5%

Sectoral Distribution of Employment - FTEs



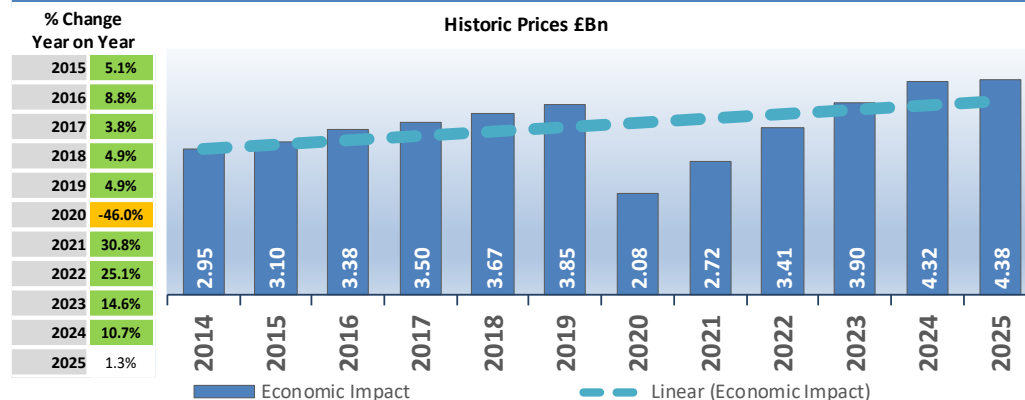
Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2025

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

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Economic Impact - Historic Prices - Total

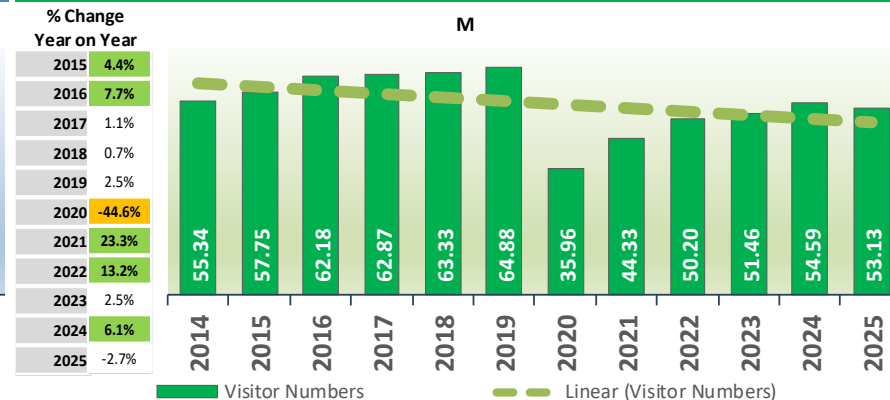


2014 to 2025
Historic Prices

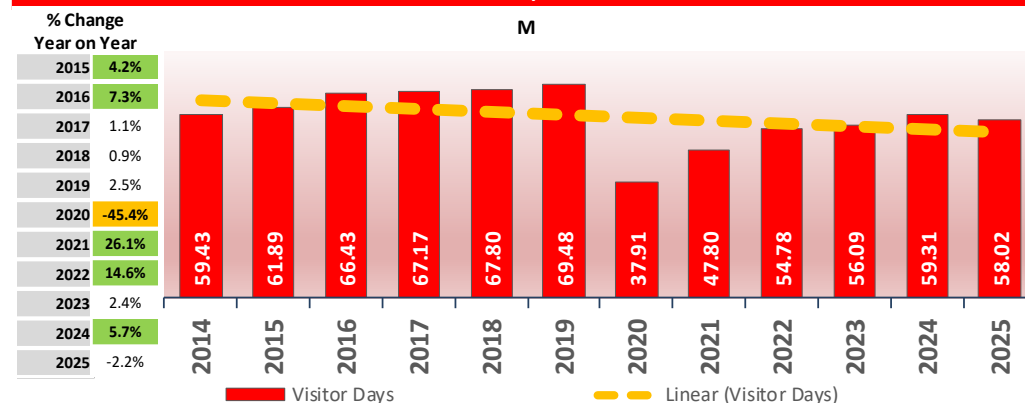
TOTAL

KEY MEASURES
Historic Prices

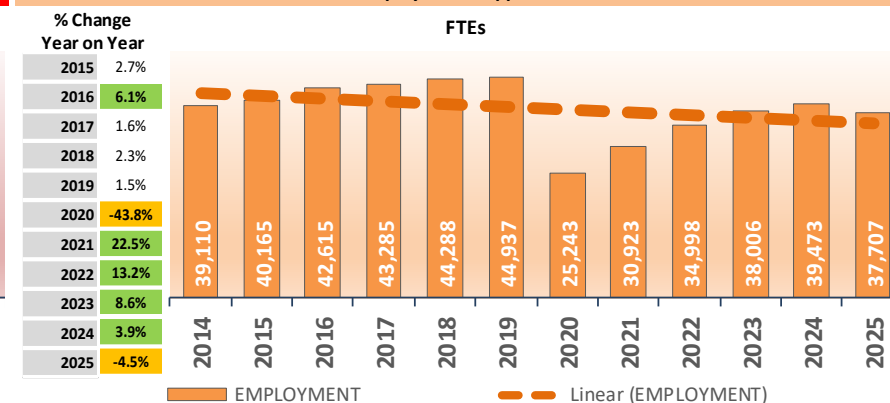
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

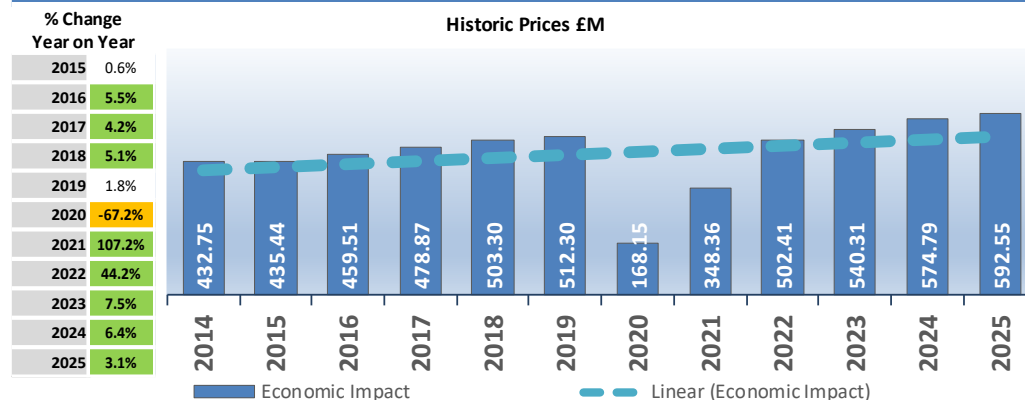


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.1%	14.3%	18.6%	24.4%	30.5%	-29.5%	-7.8%	15.3%	32.2%	46.4%	48.3%
Visitor Numbers		4.4%	12.4%	13.6%	14.4%	17.2%	-35.0%	-19.9%	-9.3%	-7.0%	-1.4%	-4.0%
Visitor Days		4.2%	11.8%	13.0%	14.1%	16.9%	-36.2%	-19.6%	-7.8%	-5.6%	-0.2%	-2.4%
Total Employment		2.7%	9.0%	10.7%	13.2%	14.9%	-35.5%	-20.9%	-10.5%	-2.8%	0.9%	-3.6%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Serviced Accommodation

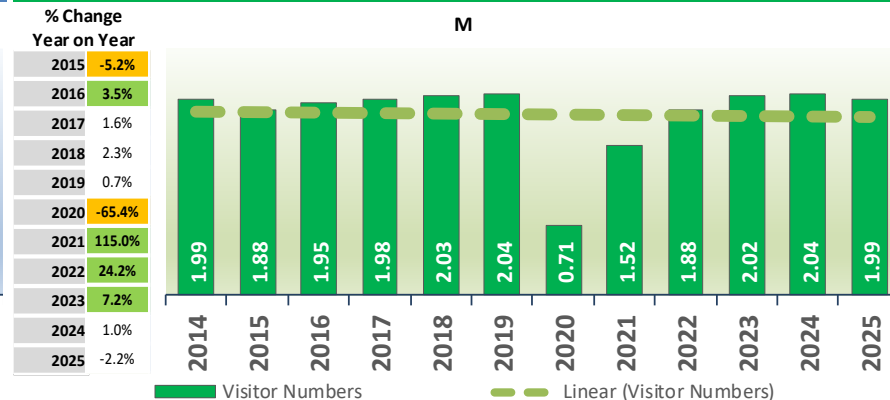


2014 to 2025
Historic Prices

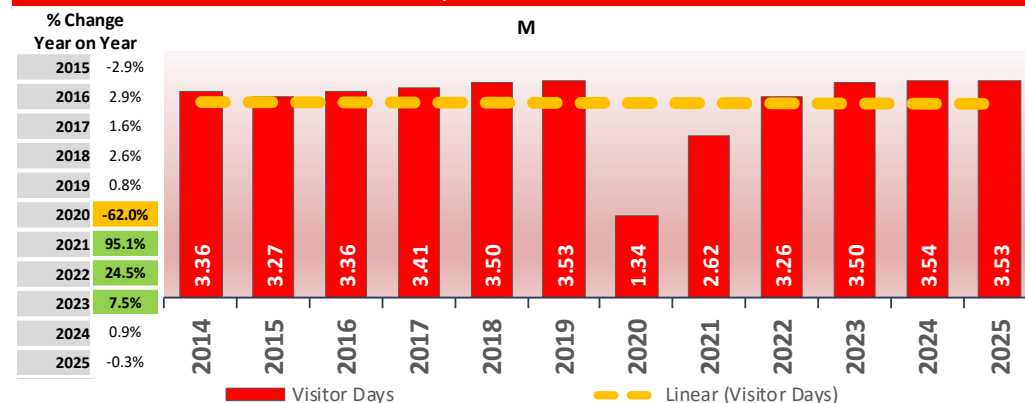
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

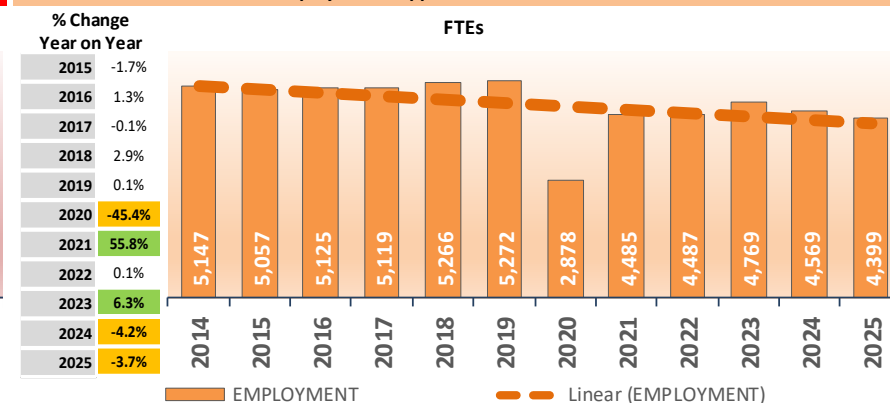
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

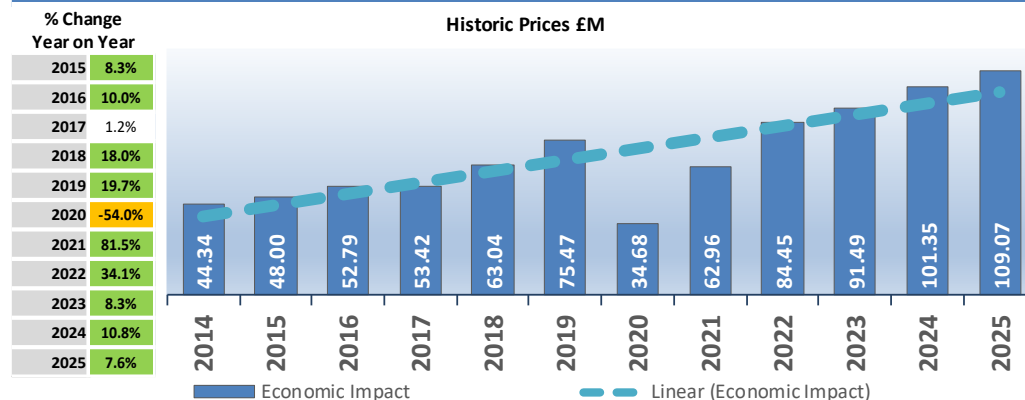


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		0.6%	6.2%	10.7%	16.3%	18.4%	-61.1%	-19.5%	16.1%	24.9%	32.8%	36.9%
Visitor Numbers		-5.2%	-1.9%	-0.3%	2.0%	2.7%	-64.5%	-23.7%	-5.2%	1.6%	2.6%	0.4%
Visitor Days		-2.9%	-0.1%	1.5%	4.1%	4.9%	-60.1%	-22.1%	-3.0%	4.2%	5.2%	4.8%
Direct Employment		-1.7%	-0.4%	-0.5%	2.3%	2.4%	-44.1%	-12.9%	-12.8%	-7.4%	-11.2%	-14.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

Economic Impact - Historic Prices - Non-Serviced Accommodation

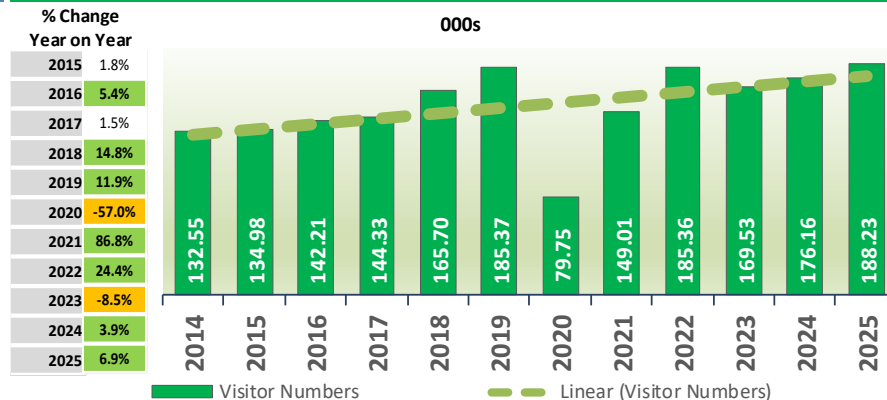


2014 to 2025
Historic Prices

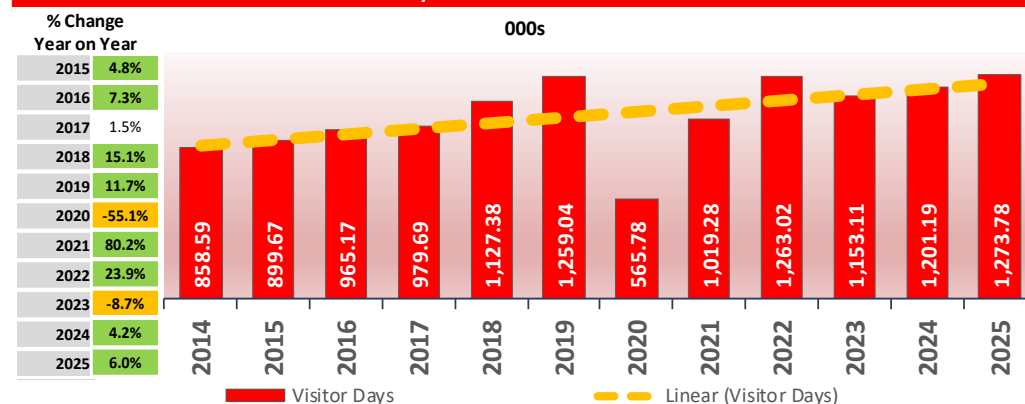
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

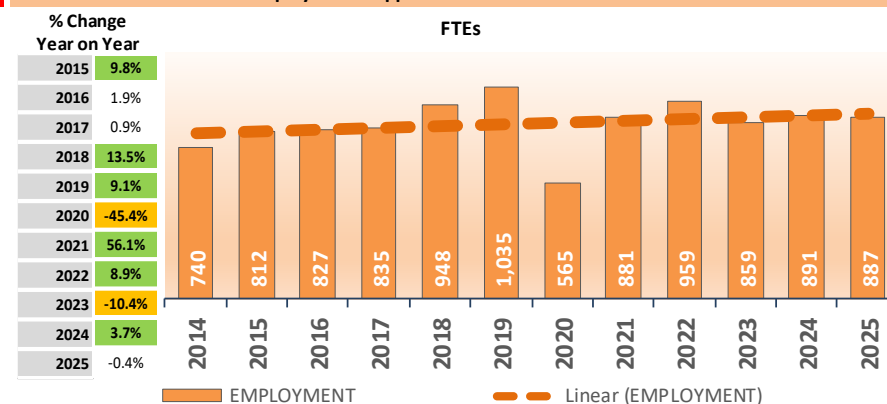
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

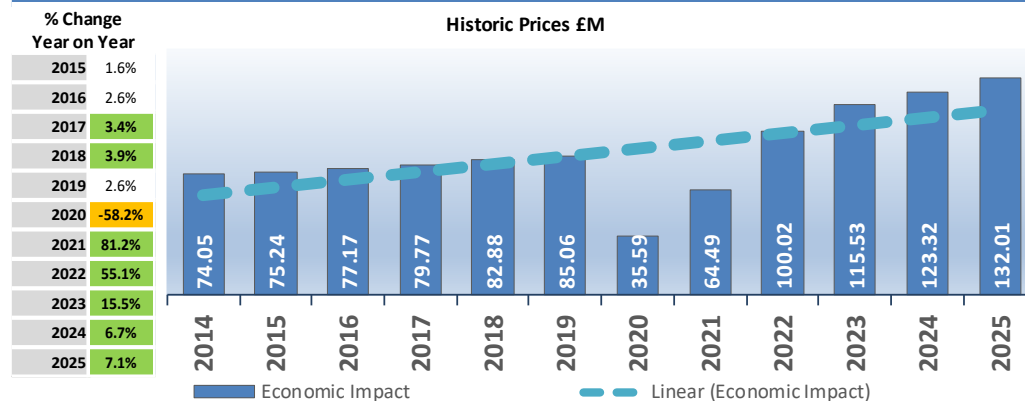


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		8.3%	19.1%	20.5%	42.2%	70.2%	-21.8%	42.0%	90.5%	106.4%	128.6%	146.0%
Visitor Numbers		1.8%	7.3%	8.9%	25.0%	39.9%	-39.8%	12.4%	39.8%	27.9%	32.9%	42.0%
Visitor Days		4.8%	12.4%	14.1%	31.3%	46.6%	-34.1%	18.7%	47.1%	34.3%	39.9%	48.4%
Direct Employment		9.8%	11.8%	12.9%	28.1%	39.8%	-23.7%	19.1%	29.6%	16.1%	20.4%	19.9%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR

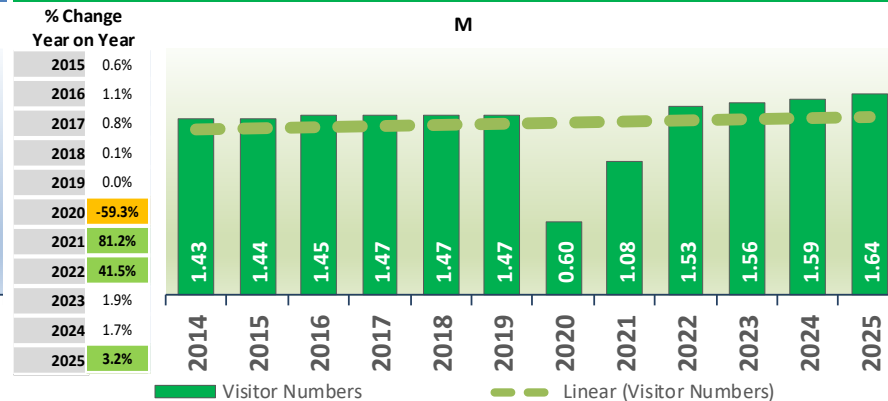


2014 to 2025
Historic Prices

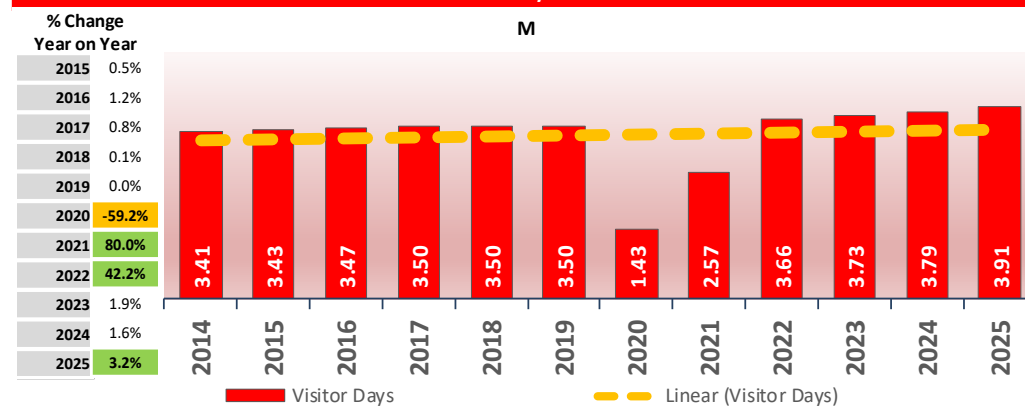
SFR

KEY MEASURES
Historic Prices

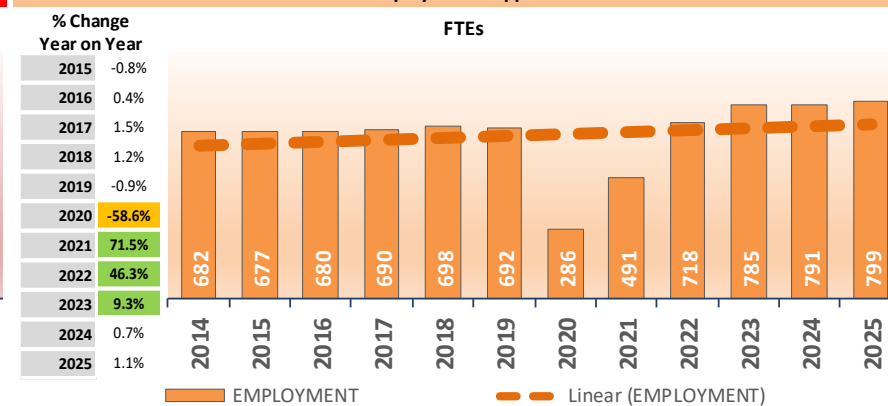
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

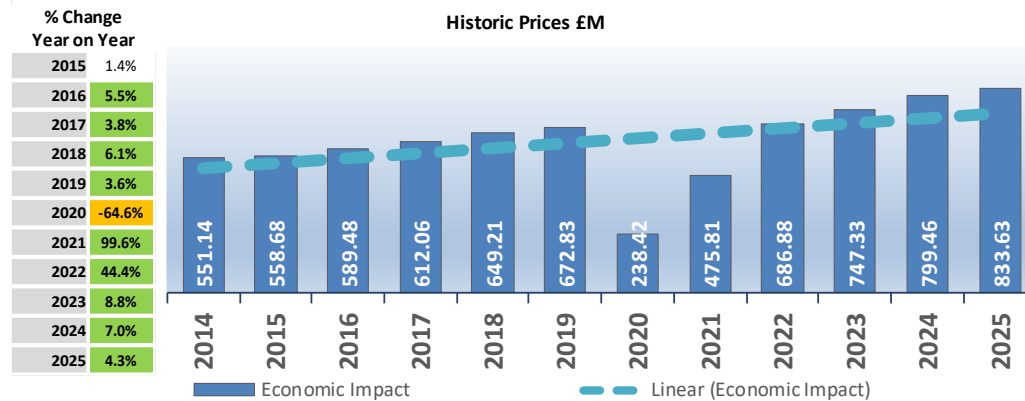


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		1.6%	4.2%	7.7%	11.9%	14.9%	-51.9%	-12.9%	35.1%	56.0%	66.5%	78.3%
Visitor Numbers		0.6%	1.7%	2.5%	2.6%	2.6%	-58.2%	-24.3%	7.2%	9.3%	11.1%	14.6%
Visitor Days		0.5%	1.7%	2.5%	2.6%	2.7%	-58.1%	-24.6%	7.2%	9.3%	11.1%	14.7%
Direct Employment		-0.8%	-0.4%	1.1%	2.4%	1.4%	-58.0%	-28.0%	5.3%	15.1%	15.9%	17.2%

"Linear" = Linear Trendline

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MARKETING CHESHIRE

Economic Impact - Historic Prices - Staying Visitor

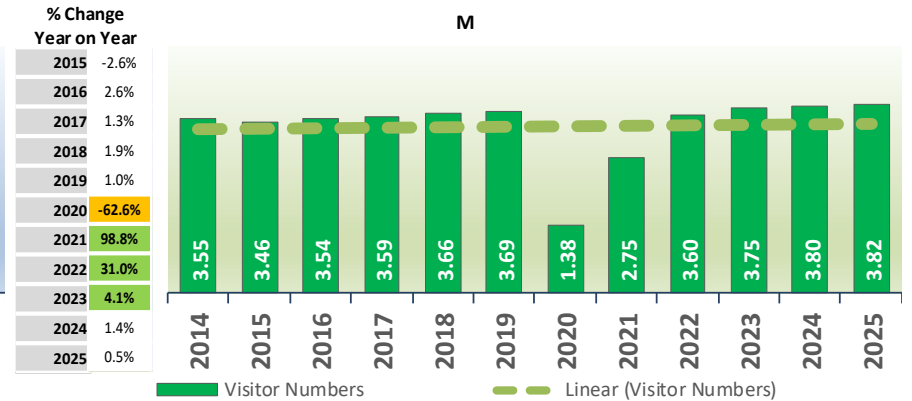


2014 to 2025
Historic Prices

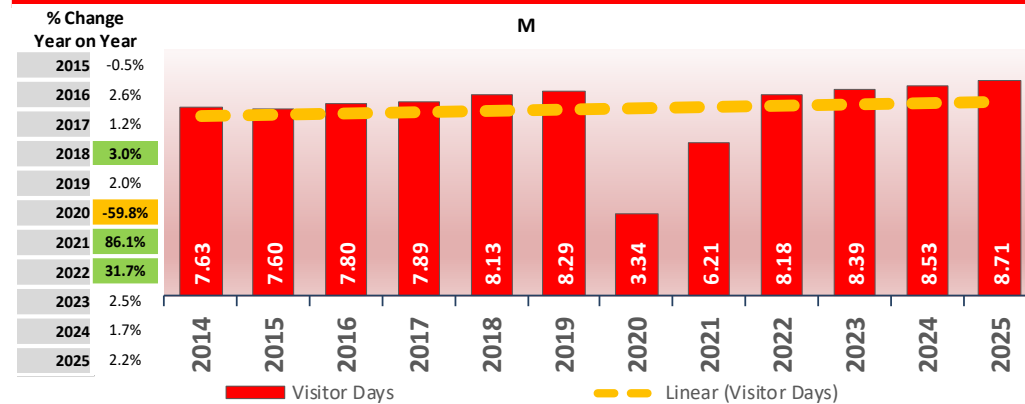
STAYING VISITOR

KEY MEASURES
Historic Prices

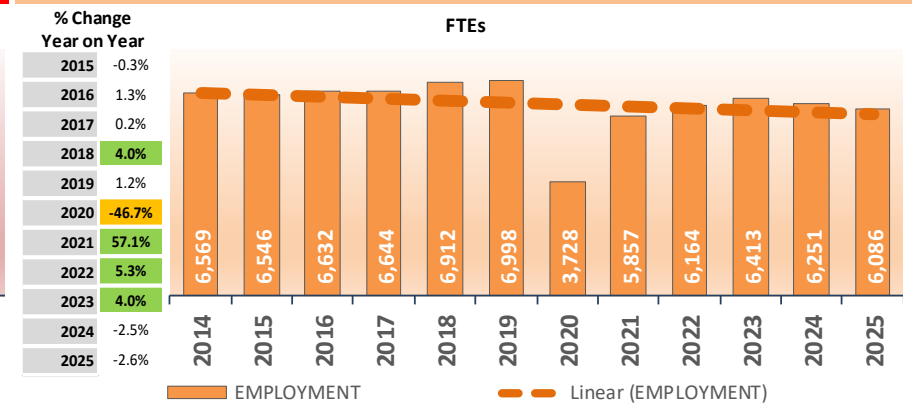
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

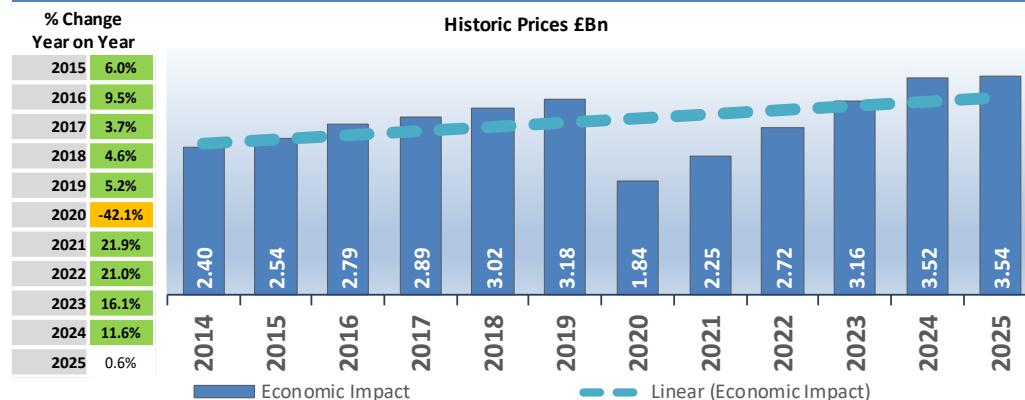


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		1.4%	7.0%	11.1%	17.8%	22.1%	-56.7%	-13.7%	24.6%	35.6%	45.1%	51.3%
Visitor Numbers		-2.6%	-0.1%	1.2%	3.1%	4.1%	-61.0%	-22.6%	1.5%	5.7%	7.2%	7.7%
Visitor Days		-0.5%	2.1%	3.4%	6.5%	8.6%	-56.3%	-18.6%	7.2%	9.9%	11.7%	14.1%
Direct Employment		-0.3%	1.0%	1.1%	5.2%	6.5%	-43.2%	-10.8%	-6.2%	-2.4%	-4.8%	-7.4%

"Linear" = Linear Trendline

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MARKETING CHESHIRE

Economic Impact - Historic Prices - Day Visitor

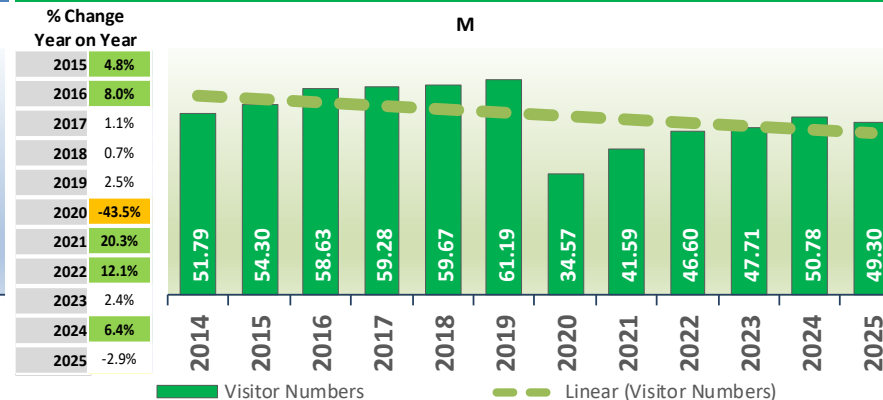


2014 to 2025
Historic Prices

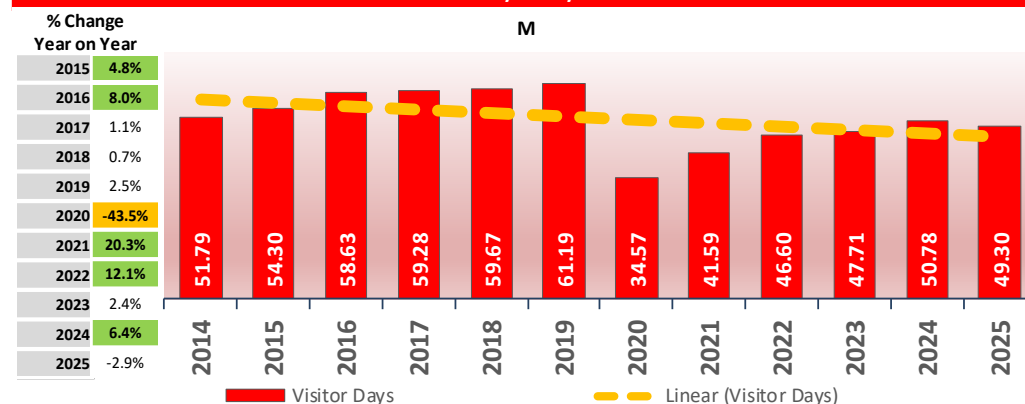
DAY VISITOR

KEY MEASURES
Historic Prices

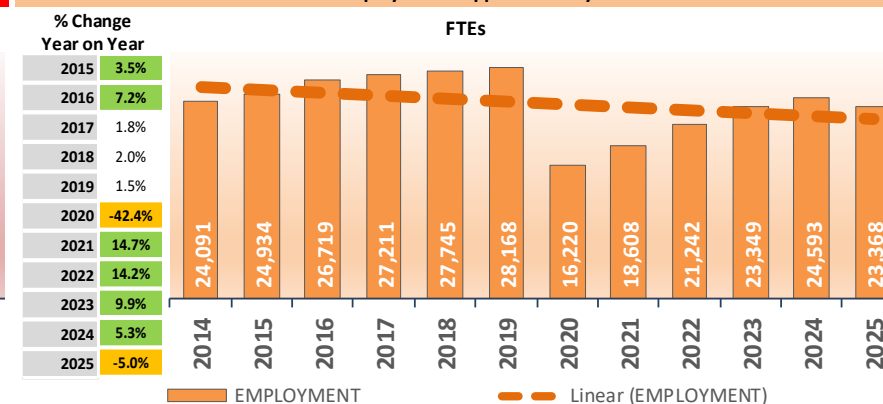
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.0%	16.0%	20.4%	25.9%	32.5%	-23.2%	-6.5%	13.2%	31.4%	46.7%	47.6%
Visitor Numbers		4.8%	13.2%	14.5%	15.2%	18.1%	-33.2%	-19.7%	-10.0%	-7.9%	-1.9%	-4.8%
Visitor Days		4.8%	13.2%	14.5%	15.2%	18.1%	-33.2%	-19.7%	-10.0%	-7.9%	-1.9%	-4.8%
Direct Employment		3.5%	10.9%	12.9%	15.2%	16.9%	-32.7%	-22.8%	-11.8%	-3.1%	2.1%	-3.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2025

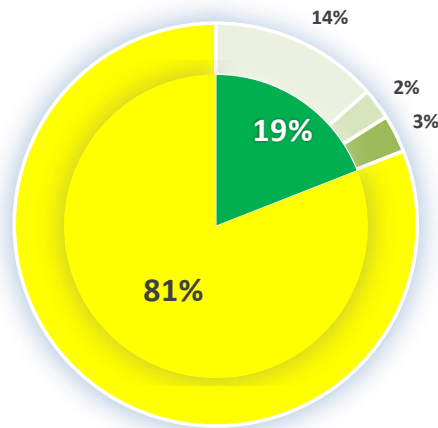
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

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

Visitor Numbers - 2025 - M - Share of Total

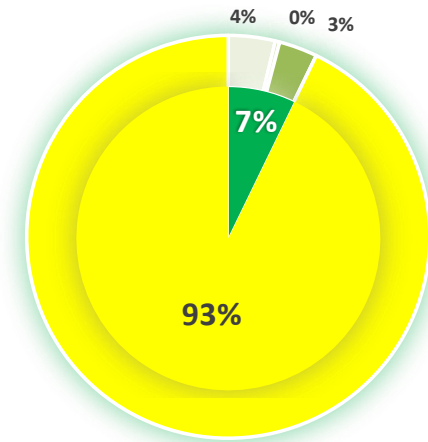
TOTAL
£4,377.61m

	£M
Served	592.55
Non-Served	109.07
SFR	132.01
Staying Visitor	833.63
Day Visitor	3,543.98
Total	4,377.61



TOTAL
53.13m

	M
Served	1.99
Non-Served	0.19
SFR	1.64
Staying Visitor	3.82
Day Visitor	49.30
Total	53.13

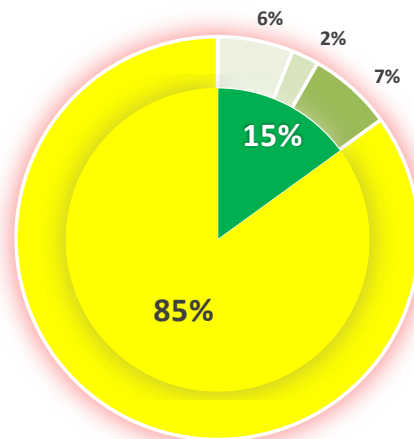


Visitor Days - 2025 - M - Share of Total

Direct Employment Supported - 2025 - FTEs - Share of Total

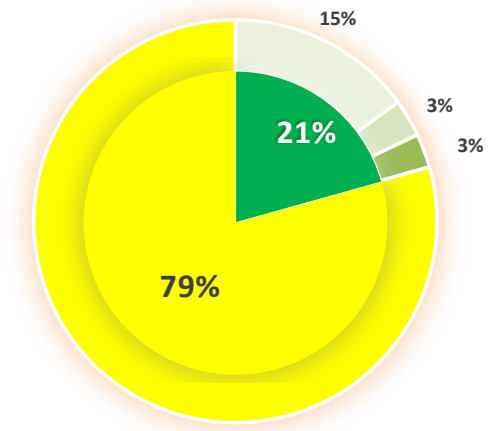
TOTAL
58.02m

	M
Served	3.53
Non-Served	1.27
SFR	3.91
Staying Visitor	8.71
Day Visitor	49.30
Total	58.02



TOTAL
29,454 Direct FTEs
37,707 Total FTEs

	FTEs
Served	4,399
Non-Served	887
SFR	799
Staying Visitor	6,086
Day Visitor	23,368
Total	29,454



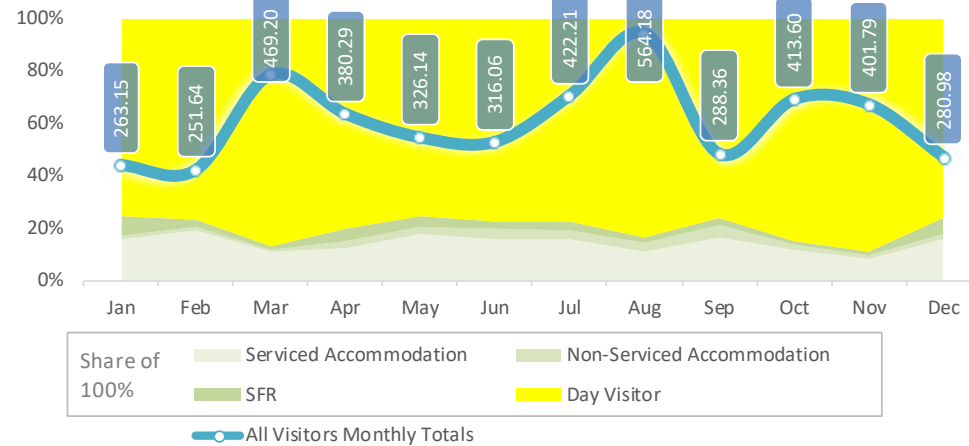
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2025
Historic Prices

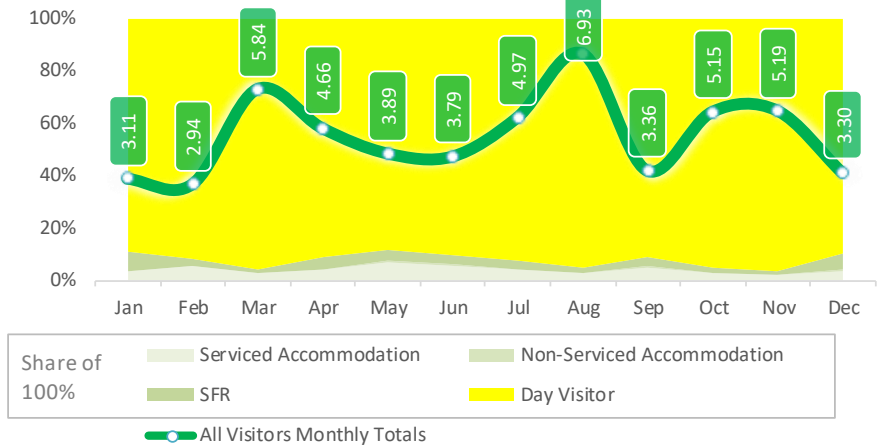
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

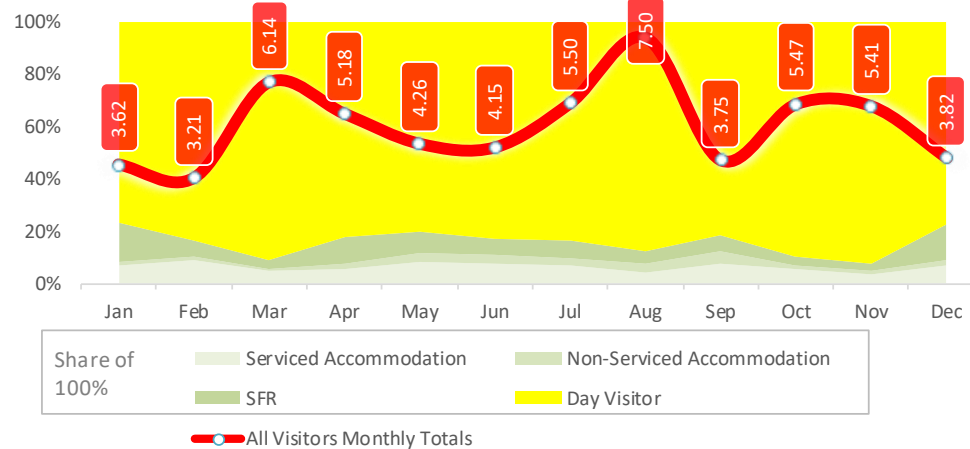
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



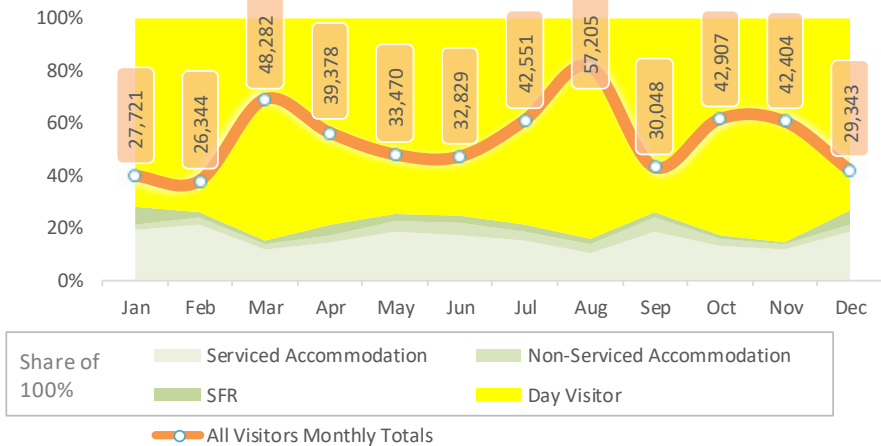
Visitor Numbers - 2025 - M - Distribution of Impact by Month



Visitor Days - 2025 - M - Distribution of Impact by Month



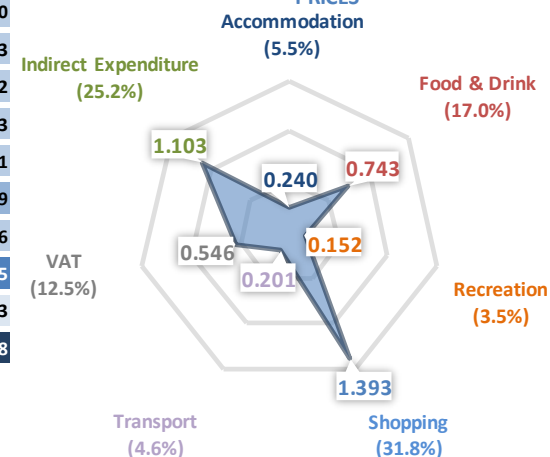
Direct Employment Supported - 2025 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£Bn	0.188	0.192	0.205	0.214	0.224	0.228	0.074	0.148	0.218	0.217	0.233	0.240
Food & Drink	£Bn	0.491	0.517	0.562	0.582	0.611	0.643	0.381	0.464	0.568	0.661	0.734	0.743
Recreation	£Bn	0.101	0.107	0.116	0.120	0.126	0.133	0.079	0.096	0.116	0.135	0.150	0.152
Shopping	£Bn	0.930	0.982	1.071	1.111	1.165	1.225	0.695	0.873	1.067	1.241	1.380	1.393
Transport	£Bn	0.131	0.138	0.151	0.157	0.164	0.173	0.094	0.122	0.155	0.179	0.198	0.201
Direct Revenue	£Bn	1.842	1.935	2.104	2.184	2.290	2.402	1.323	1.702	2.124	2.434	2.694	2.729
VAT	£Bn	0.368	0.387	0.421	0.437	0.458	0.480	0.228	0.333	0.425	0.487	0.539	0.546
Direct Expenditure	£Bn	2.210	2.323	2.525	2.620	2.748	2.882	1.551	2.035	2.549	2.921	3.233	3.275
Indirect Expenditure	£Bn	0.742	0.781	0.851	0.882	0.925	0.972	0.530	0.687	0.856	0.982	1.089	1.103
TOTAL	£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378

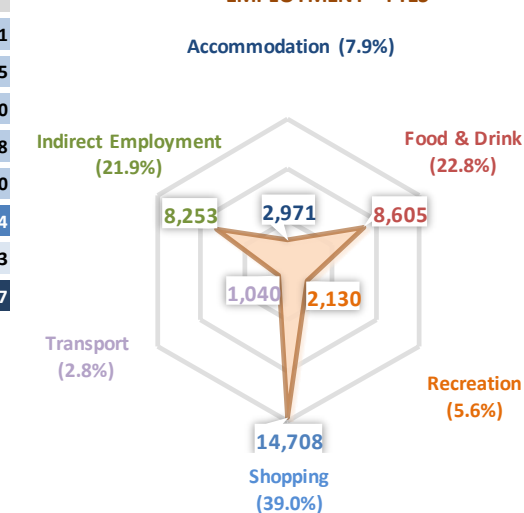
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

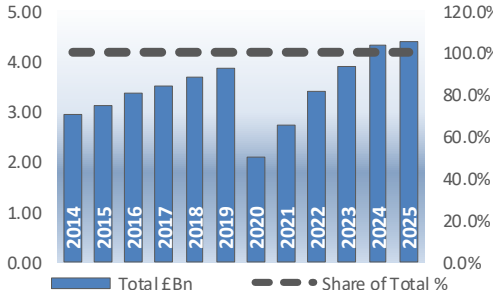
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	3,863	3,893	3,927	3,898	4,029	4,069	2,542	3,702	3,367	3,282	3,103	2,971
Food & Drink	FTEs	8,648	8,888	9,463	9,630	9,891	10,013	5,756	6,740	7,796	8,597	9,000	8,605
Recreation	FTEs	2,169	2,230	2,373	2,416	2,466	2,505	1,440	1,685	1,935	2,137	2,235	2,130
Shopping	FTEs	14,949	15,411	16,454	16,753	17,089	17,378	9,575	11,549	13,357	14,703	15,424	14,708
Transport	FTEs	1,031	1,059	1,134	1,158	1,182	1,202	635	789	951	1,042	1,082	1,040
Direct Employment	FTEs	30,661	31,480	33,351	33,855	34,657	35,167	19,948	24,464	27,406	29,762	30,844	29,454
Indirect Employment	FTEs	8,450	8,684	9,264	9,430	9,631	9,771	5,294	6,459	7,592	8,244	8,629	8,253
TOTAL	FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



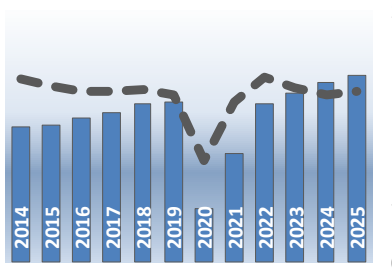
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2025

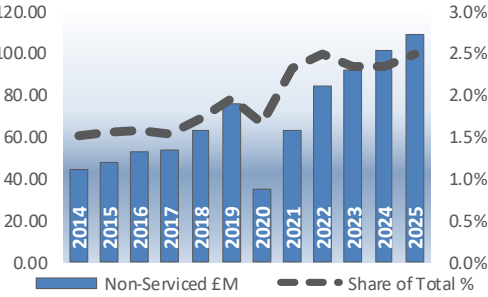
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 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 2014 to 2025		58.9%	60.2%	62.4%	36.7%	44.0%	22.5%	45.3%	62.6%	22.4%	52.3%	50.8%	68.5%	48.3%	Annual Change	60.9%	34.1%	46.0%	55.5%
% Change 2024 to 2025		5.9%	2.2%	-0.9%	7.5%	3.3%	-2.3%	-1.6%	1.0%	-2.8%	1.3%	-0.3%	6.3%	1.3%		1.6%	2.9%	-0.8%	1.9%
Average Annual Change		5.4%	5.5%	5.7%	3.3%	4.0%	2.0%	4.1%	5.7%	2.0%	4.8%	4.6%	6.2%	4.4%		5.5%	3.1%	4.2%	5.0%
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		0.612	0.763	0.873	0.705
2015	£Bn	0.171	0.174	0.292	0.294	0.240	0.251	0.307	0.405	0.243	0.303	0.245	0.180	3.104	5.1%	0.636	0.784	0.955	0.728
2016	£Bn	0.185	0.201	0.347	0.297	0.255	0.274	0.331	0.419	0.270	0.323	0.277	0.197	3.376	8.8%	0.733	0.826	1.019	0.798
2017	£Bn	0.199	0.200	0.345	0.352	0.263	0.276	0.346	0.432	0.258	0.328	0.312	0.192	3.503	3.8%	0.743	0.891	1.036	0.832
2018	£Bn	0.212	0.213	0.356	0.368	0.278	0.293	0.362	0.448	0.271	0.346	0.326	0.200	3.673	4.9%	0.781	0.938	1.081	0.872
2019	£Bn	0.230	0.236	0.380	0.388	0.288	0.300	0.374	0.474	0.284	0.349	0.339	0.212	3.854	4.9%	0.846	0.976	1.132	0.900
2020	£Bn	0.234	0.222	0.214	0.013	0.015	0.088	0.250	0.349	0.228	0.244	0.075	0.149	2.081	-46.0%	0.670	0.115	0.827	0.469
2021	£Bn	0.058	0.044	0.072	0.162	0.183	0.263	0.271	0.484	0.277	0.348	0.339	0.222	2.722	30.8%	0.174	0.608	1.032	0.908
2022	£Bn	0.193	0.182	0.339	0.318	0.245	0.270	0.318	0.421	0.249	0.338	0.326	0.206	3.405	25.1%	0.715	0.833	0.988	0.870
2023	£Bn	0.229	0.238	0.391	0.352	0.284	0.297	0.364	0.478	0.293	0.372	0.365	0.239	3.903	14.6%	0.858	0.934	1.135	0.976
2024	£Bn	0.248	0.246	0.473	0.354	0.316	0.324	0.429	0.559	0.297	0.408	0.403	0.264	4.322	10.7%	0.968	0.993	1.285	1.076
2025	£Bn	0.263	0.252	0.469	0.380	0.326	0.316	0.422	0.564	0.288	0.414	0.402	0.281	4.378	1.3%	0.984	1.022	1.275	1.096
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total					
Total	£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378						
All Visitor Types	£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378						
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 2014	%																		
Avg Ann. Change in Share	%																		

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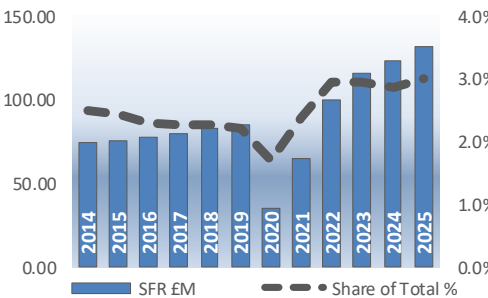
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		57.9%	50.1%	29.1%	27.9%	33.1%	30.2%	33.7%	39.9%	29.9%	41.4%	40.2%	41.1%			36.9%	Annual Change	43.8%	30.5%	34.8%
% Change 2024 to 2025		7.3%	8.7%	2.6%	-0.4%	0.8%	-2.9%	3.2%	5.1%	3.9%	3.8%	1.2%	5.0%	3.1%	6.0%	-0.8%		4.0%	3.5%	
Average Annual Change		5.3%	4.6%	2.6%	2.5%	3.0%	2.7%	3.1%	3.6%	2.7%	3.8%	3.7%	3.7%	3.4%	4.0%	2.8%		3.2%	3.7%	
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	0.6%	96.41		117.90	128.92	89.53
2015	£M	27.80	33.39	37.17	36.13	43.32	38.13	49.17	44.79	35.58	35.93	23.43	30.61	435.44	0.6%	98.35		117.58	129.54	89.97
2016	£M	30.34	34.44	38.17	38.63	45.27	41.07	52.70	45.48	37.64	37.81	24.91	33.06	459.51	5.5%	102.95		124.96	135.82	95.78
2017	£M	31.81	35.57	39.94	40.51	47.14	41.89	55.01	48.12	38.89	39.10	25.72	35.16	478.87	4.2%	107.33	129.55	142.02	99.97	
2018	£M	33.17	36.64	41.22	41.02	47.99	44.66	60.62	53.63	39.85	41.42	26.82	36.26	503.30	5.1%	111.03	133.67	154.10	104.50	
2019	£M	34.16	37.50	41.65	41.67	49.10	45.90	61.65	54.48	40.12	42.00	27.73	36.34	512.30	1.8%	113.31	136.68	156.25	106.07	
2020	£M	24.94	30.46	16.80	1.493	2.899	3.084	17.97	26.36	19.18	13.99	2.467	8.503	168.15	-67.2%	72.19	7.476	63.52	24.96	
2021	£M	14.35	16.68	20.01	19.50	28.09	32.74	48.60	47.18	34.06	36.11	22.60	28.46	348.36	107.2%	51.03	80.32	129.84	87.17	
2022	£M	28.75	36.13	41.39	42.32	48.26	45.25	59.80	51.98	40.07	42.92	27.83	37.70	502.41	44.2%	106.27	135.84	151.85	108.45	
2023	£M	36.76	40.20	44.65	45.48	51.63	48.28	62.48	54.50	42.83	44.18	29.04	40.28	540.31	7.5%	121.61	145.39	159.81	113.50	
2024	£M	38.47	43.78	48.52	47.69	56.19	51.25	64.13	58.05	44.79	47.42	32.10	42.41	574.79	6.4%	130.77	155.12	166.98	121.93	
2025	£M	41.29	47.58	49.80	47.51	56.66	49.74	66.20	61.00	46.54	49.23	32.48	44.53	592.55	3.1%	138.66	153.91	173.73	126.24	
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total					
Serviced	£M	432.75	435.44	459.51	478.87	503.30	512.30	168.15	348.36	502.41	540.31	574.79	592.55	800.00						
All Visitor Types	£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378	600.00						
Share of Total	%	14.7%	14.0%	13.6%	13.7%	13.7%	13.3%	8.1%	12.8%	14.8%	13.8%	13.3%	13.5%	400.00						
Annual Change in Share	%		-4.3%	-3.0%	0.4%	0.2%	-3.0%	-39.2%	58.4%	15.3%	-6.2%	-3.9%	1.8%	200.00						
Change in Share from 2014	%		-4.3%	-7.1%	-6.7%	-6.5%	-9.3%	-44.9%	-12.7%	0.7%	-5.6%	-9.3%	-7.7%	0.00						
Avg Ann. Change in Share	%		-4.3%	-3.6%	-2.2%	-1.6%	-1.9%	-7.5%	-1.8%	0.1%	-0.6%	-0.9%	-0.7%		Serviced £M — • Share of Total %					
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025																				

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 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					
% Change 2014 to 2025		113.3%	104.1%	124.3%	157.1%	148.0%	151.3%	136.3%	167.2%	158.8%	136.9%	131.1%			155.2%	146.0%				
% Change 2024 to 2025		15.0%	21.5%	3.2%	22.8%	10.1%	3.2%	4.1%	6.7%	-0.3%	13.0%	4.8%			12.5%	7.6%				
Average Annual Change		10.3%	9.5%	11.3%	14.3%	13.5%	13.8%	12.4%	15.2%	14.4%	12.4%	11.9%	14.1%	13.3%						
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	Annual Change	6.054	12.77	18.42	7.097	
2015	£M	1.907	2.447	2.286	3.626	4.694	5.425	6.326	7.546	5.870	3.339	2.287	2.243	48.00		8.3%	6.640	13.74	19.74	7.869
2016	£M	2.156	2.745	2.576	4.002	5.097	5.885	6.888	8.248	6.423	3.744	2.538	2.494	52.79		10.0%	7.476	14.98	21.56	8.775
2017	£M	2.119	2.685	2.506	4.108	5.047	5.821	7.250	8.840	6.477	3.678	2.450	2.438	53.42		1.2%	7.311	14.98	22.57	8.566
2018	£M	2.339	2.934	2.783	4.452	6.312	7.544	8.272	10.84	7.911	4.091	2.798	2.758	63.04		18.0%	8.056	18.31	27.03	9.647
2019	£M	3.148	3.676	3.436	5.745	7.362	8.503	10.20	12.59	8.745	4.749	3.689	3.622	75.47		19.7%	10.26	21.61	31.54	12.06
2020	£M	3.022	2.592	1.677	0.081	0.172	0.261	5.897	8.683	7.576	2.914	0.134	1.672	34.68		-54.0%	7.292	0.514	22.16	4.720
2021	£M	0.498	0.575	0.592	2.396	5.844	8.733	9.420	12.19	10.79	5.452	3.363	3.110	62.96		81.5%	1.664	16.97	32.40	11.93
2022	£M	3.265	3.172	4.095	5.792	8.344	9.980	11.38	14.52	10.86	4.911	3.603	4.526	84.45		34.1%	10.53	24.12	36.77	13.04
2023	£M	3.110	3.444	4.075	7.024	9.830	10.73	11.05	15.02	12.90	6.007	3.932	4.379	91.49		8.3%	10.63	27.58	38.96	14.32
2024	£M	3.183	3.727	4.607	7.091	9.782	12.27	13.50	17.63	14.10	6.384	4.517	4.546	101.35		10.8%	11.52	29.15	45.24	15.45
2025	£M	3.661	4.526	4.757	8.710	10.77	12.67	14.05	18.81	14.06	7.211	4.736	5.114	109.07		7.6%	12.94	32.15	46.92	17.06
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Non-Serviced		£M	44.34	48.00	52.79	53.42	63.04	75.47	34.68	62.96	84.45	91.49	101.35	109.07						
All Visitor Types		£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378						
Share of Total		%	1.5%	1.5%	1.6%	1.5%	1.7%	2.0%	1.7%	2.3%	2.5%	2.3%	2.3%	2.5%						
Annual Change in Share		%		3.0%	1.1%	-2.5%	12.5%	14.1%	-14.9%	38.8%	7.2%	-5.5%	0.0%	6.2%						
Change in Share from 2014		%		3.0%	4.1%	1.5%	14.3%	30.4%	10.9%	54.0%	65.1%	56.1%	56.1%	65.9%						
Avg Ann. Change in Share		%		3.0%	2.1%	0.5%	3.6%	6.1%	1.8%	7.7%	8.1%	6.2%	5.6%	6.0%						

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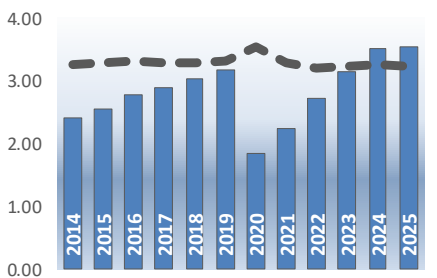
Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 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					
% Change 2014 to 2025	84.8%	81.2%	69.2%	75.2%	77.7%	77.0%	74.9%	82.3%	79.2%	78.8%	75.5%	78.0%	78.3%	Annual Change	80.9%	76.4%	78.6%	77.7%	
% Change 2024 to 2025	8.5%	10.5%	6.2%	7.0%	6.6%	4.8%	6.3%	7.2%	6.0%	7.0%	5.6%	7.5%	7.1%		8.4%	6.4%	6.6%	7.0%	
Average Annual Change	7.7%	7.4%	6.3%	6.8%	7.1%	7.0%	6.8%	7.5%	7.2%	7.2%	6.9%	7.1%	7.1%		7.4%	6.9%	7.1%	7.1%	
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	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	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	17.80	22.24	19.96	17.17
2017	£M	11.21	3.591	3.602	10.87	7.177	4.910	8.504	7.765	4.384	3.846	3.239	10.68	79.77	3.4%	18.40	22.95	20.65	17.76
2018	£M	11.63	3.703	3.722	11.17	7.460	5.187	8.817	8.159	4.579	4.020	3.361	11.07	82.88	3.9%	19.05	23.82	21.56	18.45
2019	£M	11.96	3.789	3.787	11.52	7.673	5.329	9.072	8.380	4.674	4.106	3.465	11.31	85.06	2.6%	19.53	24.52	22.13	18.88
2020	£M	10.81	3.545	1.863	0.419	0.452	0.354	3.830	5.324	3.197	1.856	0.320	3.626	35.59	-58.2%	16.22	1.226	12.35	5.802
2021	£M	5.208	1.728	1.899	5.946	5.375	4.754	8.418	8.422	5.003	4.234	3.270	10.23	64.49	81.2%	8.836	16.07	21.84	17.74
2022	£M	13.36	4.364	4.483	13.56	9.048	6.327	10.77	9.988	5.615	4.837	4.070	13.60	100.02	55.1%	22.21	28.93	26.38	22.51
2023	£M	16.24	5.116	5.118	15.69	10.43	7.198	12.19	11.34	6.468	5.549	4.652	15.53	115.53	15.5%	26.47	33.32	30.00	25.73
2024	£M	17.25	5.446	5.484	16.65	11.15	7.757	13.01	12.23	6.909	5.940	5.026	16.47	123.32	6.7%	28.18	35.56	32.14	27.43
2025	£M	18.72	6.016	5.822	17.81	11.89	8.127	13.83	13.11	7.323	6.357	5.307	17.70	132.01	7.1%	30.56	37.83	34.26	29.36
ECONOMIC IMPACT - IN HISTORIC PRICES													SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total				
SFR	£M	74.05	75.24	77.17	79.77	82.88	85.06	35.59	64.49	100.02	115.53	123.32	132.01						
All Visitor Types	£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378						
Share of Total	%	2.5%	2.4%	2.3%	2.3%	2.3%	2.2%	1.7%	2.4%	2.9%	3.0%	2.9%	3.0%						
Annual Change in Share	%		-3.3%	-5.7%	-0.4%	-0.9%	-2.2%	-22.5%	38.6%	24.0%	0.8%	-3.6%	5.7%						
Change in Share from 2014	%		-3.3%	-8.9%	-9.2%	-10.0%	-12.0%	-31.8%	-5.5%	17.1%	18.0%	13.8%	20.2%						
Avg Ann. Change in Share	%		-3.3%	-4.4%	-3.1%	-2.5%	-2.4%	-5.3%	-0.8%	2.1%	2.0%	1.4%	1.8%						
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STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 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 2014 to 2025		67.6%	56.1%	36.8%	46.0%	48.0%	47.4%	48.5%	60.7%	49.8%	51.6%	50.6%	54.8%			51.3%	Annual Change	52.6%	47.2%	53.1%	52.6%
% Change 2024 to 2025		8.1%	9.8%	3.0%	3.6%	2.9%	-1.0%	3.8%	5.7%	3.2%	5.1%	2.1%	6.2%			4.3%		6.9%	1.8%	4.3%	4.8%
Average Annual Change		6.1%	5.1%	3.3%	4.2%	4.4%	4.3%	4.4%	5.5%	4.5%	4.7%	4.6%	5.0%	4.7%	4.8%	4.3%		4.8%	4.8%		
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	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		
2024	£M	58.90	52.95	58.61	71.43	77.12	71.28	90.64	87.91	65.80	59.75	41.64	63.42	799.46	7.0%	170.46	219.83	244.36	164.80		
2025	£M	63.67	58.12	60.37	74.03	79.32	70.53	94.08	92.91	67.92	62.80	42.53	67.34	833.63	4.3%	182.16	223.89	254.91	172.67		
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total							
Staying Visitor		£M	551.14	558.68	589.48	612.06	649.21	672.83	238.42	475.81	686.88	747.33	799.46	833.63	1,000.00 800.00 600.00 400.00 200.00 0.00 25.0% 20.0% 15.0% 10.0% 5.0% 0.0% Staying Visitor £M Share of Total %						
All Visitor Types		£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378							
Share of Total		%	18.7%	18.0%	17.5%	17.5%	17.7%	17.5%	11.5%	17.5%	20.2%	19.1%	18.5%	19.0%							
Annual Change in Share		%		-3.6%	-3.0%	0.1%	1.1%	-1.2%	-34.4%	52.6%	15.4%	-5.1%	-3.4%	2.9%							
Change in Share from 2014		%		-3.6%	-6.5%	-6.4%	-5.3%	-6.5%	-38.6%	-6.4%	8.1%	2.6%	-0.9%	2.0%							
Avg Ann. Change in Share		%		-3.6%	-3.2%	-2.1%	-1.3%	-1.3%	-6.4%	-0.9%	1.0%	0.3%	-0.1%	0.2%							

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STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025		56.3%	61.4%	67.0%	34.6%	42.8%	16.9%	44.4%	63.0%	15.9%	52.4%	50.8%	73.3%	47.6%	Annual Change	62.9%	30.8%	44.4%	56.1%	
% Change 2024 to 2025		5.3%	0.1%	-1.5%	8.4%	3.4%	-2.7%	-3.1%	0.1%	-4.5%	0.6%	-0.6%	6.3%	0.6%		0.5%	3.2%	-2.0%	1.4%	
Average Annual Change		5.1%	5.6%	6.1%	3.1%	3.9%	1.5%	4.0%	5.7%	1.4%	4.8%	4.6%	6.7%	4.3%		5.7%	2.8%	4.0%	5.1%	
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		0.492	0.611	0.706	0.592	
2015 £Bn		0.131	0.134	0.249	0.244	0.185	0.202	0.244	0.345	0.198	0.260	0.217	0.137	2.545	6.0%	0.514	0.631	0.787	0.613	
2016 £Bn		0.141	0.160	0.303	0.244	0.198	0.222	0.263	0.357	0.221	0.278	0.247	0.151	2.786	9.5%	0.605	0.664	0.842	0.676	
2017 £Bn		0.154	0.158	0.299	0.297	0.204	0.223	0.275	0.367	0.209	0.282	0.281	0.143	2.891	3.7%	0.610	0.723	0.851	0.706	
2018 £Bn		0.165	0.170	0.308	0.311	0.216	0.236	0.284	0.376	0.219	0.297	0.293	0.150	3.024	4.6%	0.643	0.762	0.879	0.740	
2019 £Bn		0.181	0.191	0.331	0.329	0.223	0.241	0.293	0.398	0.230	0.298	0.304	0.161	3.181	5.2%	0.703	0.793	0.922	0.763	
2020 £Bn		0.195	0.185	0.194	0.011	0.011	0.084	0.223	0.309	0.198	0.226	0.072	0.135	1.843	-42.1%	0.574	0.106	0.729	0.433	
2021 £Bn		0.038	0.025	0.049	0.134	0.143	0.217	0.205	0.416	0.227	0.302	0.309	0.180	2.246	21.9%	0.112	0.494	0.848	0.792	
2022 £Bn		0.148	0.139	0.289	0.256	0.180	0.209	0.236	0.344	0.192	0.285	0.290	0.150	2.718	21.0%	0.576	0.644	0.773	0.726	
2023 £Bn		0.173	0.189	0.338	0.284	0.213	0.231	0.278	0.397	0.231	0.316	0.327	0.179	3.155	16.1%	0.700	0.727	0.906	0.822	
2024 £Bn		0.189	0.193	0.415	0.282	0.239	0.252	0.339	0.471	0.231	0.349	0.361	0.201	3.522	11.6%	0.798	0.774	1.040	0.911	
2025 £Bn		0.199	0.194	0.409	0.306	0.247	0.246	0.328	0.471	0.220	0.351	0.359	0.214	3.544	0.6%	0.802	0.799	1.020	0.924	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total						
Day Visitor		£Bn	2.401	2.545	2.786	2.891	3.024	3.181	1.843	2.246	2.718	3.155	3.522	3.544						
All Visitor Types		£Bn	2.952	3.104	3.376	3.503	3.673	3.854	2.081	2.722	3.405	3.903	4.322	4.378						
Share of Total		%	81.3%	82.0%	82.5%	82.5%	82.3%	82.5%	88.5%	82.5%	79.8%	80.9%	81.5%	81.0%						
Annual Change in Share		%		0.8%	0.7%	0.0%	-0.2%	0.3%	7.3%	-6.8%	-3.3%	1.3%	0.8%	-0.7%						
Change in Share from 2014		%		0.8%	1.5%	1.5%	1.2%	1.5%	8.9%	1.5%	-1.8%	-0.6%	0.2%	-0.5%						
Avg Ann. Change in Share		%		0.8%	0.7%	0.5%	0.3%	0.3%	1.5%	0.2%	-0.2%	-0.1%	0.0%	0.0%						

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Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2025

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

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE												2014 to 2025			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2025		2.7%	4.9%	6.9%	-11.8%	-6.6%	-22.6%	-5.5%	5.8%	-23.3%	-1.4%	-2.7%	11.5%		-4.0%	5.3%	-14.0%	-5.7%	0.9%	
% Change 2024 to 2025		2.3%	-2.4%	-4.6%	4.1%	-0.4%	-6.0%	-6.2%	-3.4%	-7.5%	-2.5%	-3.9%	2.6%		-2.7%	-2.3%	-0.6%	-5.2%	-1.9%	
Average Annual Change		0.2%	0.4%	0.6%	-1.1%	-0.6%	-2.1%	-0.5%	0.5%	-2.1%	-0.1%	-0.2%	1.0%		-0.4%	0.5%	-1.3%	-0.5%	0.1%	
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	11.30	14.33	16.19	13.52	
2015	M	3.074	3.077	5.463	5.564	4.372	4.674	5.559	7.688	4.483	5.786	4.805	3.206		57.75	4.4%	11.61	14.61	17.73	13.80
2016	M	3.269	3.583	6.517	5.519	4.591	5.032	5.913	7.854	4.945	6.099	5.380	3.475		62.18	7.7%	13.37	15.14	18.71	14.95
2017	M	3.445	3.454	6.278	6.471	4.605	4.942	6.027	7.870	4.565	6.029	5.945	3.235	62.87	1.1%	13.18	16.02	18.46	15.21	
2018	M	3.554	3.574	6.236	6.519	4.692	5.038	5.995	7.768	4.615	6.109	5.965	3.263	63.33	0.7%	13.36	16.25	18.38	15.34	
2019	M	3.784	3.900	6.511	6.717	4.741	5.025	6.042	8.026	4.726	5.985	6.038	3.387	64.88	2.5%	14.20	16.48	18.79	15.41	
2020	M	3.921	3.681	3.693	0.221	0.236	1.619	4.331	6.007	3.892	4.347	1.383	2.625	35.96	-44.6%	11.30	2.077	14.23	8.354	
2021	M	0.835	0.566	1.012	2.671	2.938	4.341	4.132	8.047	4.482	5.829	5.891	3.591	44.33	23.3%	2.414	9.951	16.66	15.31	
2022	M	2.814	2.586	5.103	4.770	3.510	3.952	4.439	6.262	3.586	5.139	5.158	2.879	50.20	13.2%	10.50	12.23	14.29	13.18	
2023	M	2.924	3.082	5.261	4.696	3.664	3.876	4.606	6.374	3.796	5.030	5.132	3.016	51.46	2.5%	11.27	12.24	14.78	13.18	
2024	M	3.042	3.016	6.125	4.470	3.901	4.029	5.301	7.170	3.634	5.282	5.400	3.215	54.59	6.1%	12.18	12.40	16.10	13.90	
2025	M	3.114	2.943	5.843	4.655	3.885	3.788	4.972	6.928	3.360	5.147	5.191	3.299	53.13	-2.7%	11.90	12.33	15.26	13.64	
VISITOR NUMBERS														TOTAL						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M	Visitor No.s by Year and Share of Total					
Total	M	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	53.13							
All Visitor Types	M	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	53.13							
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 2014	%																			
Avg Ann. Change in Share	%																			

M Visitor No.s by Year and Share of Total

Legend: Total M (Green bars), Share of Total % (Dashed line)

Year	Total M	Share of Total %
2014	55.34	100.0%
2015	57.75	100.0%
2016	62.18	100.0%
2017	62.87	100.0%
2018	63.33	100.0%
2019	64.88	100.0%
2020	35.96	64.6%
2021	44.33	123.2%
2022	50.20	117.0%
2023	51.46	116.4%
2024	54.59	118.5%
2025	53.13	115.8%

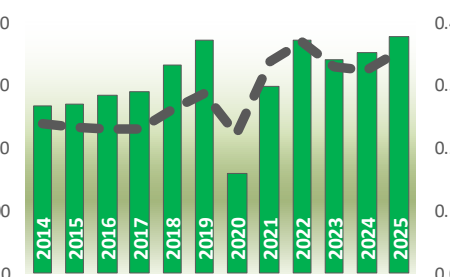
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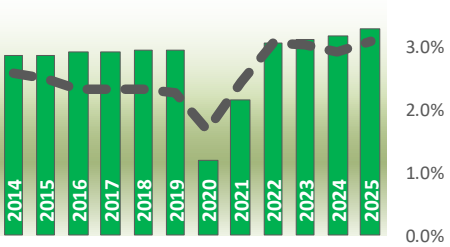
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			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							
% Change 2014 to 2025		24.0%	13.9%	-8.5%	1.7%	-0.9%	-5.7%	0.2%	2.5%	-9.9%	-2.1%	6.9%	1.5%	0.4%	Annual Change	7.0%	-1.8%	-2.3%	1.6%	
% Change 2024 to 2025		8.9%	11.1%	4.9%	-6.0%	-5.2%	-8.8%	-7.8%	-5.9%	-6.8%	3.5%	1.1%	4.8%	-2.2%		8.3%	-6.6%	-6.9%	3.2%	
Average Annual Change		2.2%	1.3%	-0.8%	0.2%	-0.1%	-0.5%	0.0%	0.2%	-0.9%	-0.2%	0.6%	0.1%	0.0%		0.6%	-0.2%	-0.2%	0.1%	
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	Annual Change	0.384	0.683	0.553	0.366	
2015	M	0.089	0.129	0.127	0.166	0.275	0.214	0.201	0.181	0.166	0.135	0.096	0.105	1.883		-5.2%	0.345	0.655	0.548	0.335
2016	M	0.094	0.133	0.127	0.192	0.275	0.217	0.215	0.178	0.174	0.132	0.101	0.110	1.949		3.5%	0.353	0.685	0.567	0.343
2017	M	0.095	0.134	0.130	0.197	0.282	0.217	0.219	0.184	0.176	0.133	0.101	0.113	1.981		1.6%	0.359	0.696	0.579	0.347
2018	M	0.099	0.137	0.133	0.197	0.284	0.228	0.221	0.189	0.178	0.140	0.104	0.116	2.026		2.3%	0.368	0.709	0.588	0.360
2019	M	0.100	0.139	0.133	0.197	0.288	0.232	0.223	0.190	0.177	0.140	0.106	0.115	2.041		0.7%	0.371	0.718	0.591	0.361
2020	M	0.085	0.131	0.063	0.008	0.020	0.018	0.076	0.108	0.099	0.055	0.011	0.031	0.706		-65.4%	0.279	0.046	0.284	0.097
2021	M	0.046	0.068	0.071	0.102	0.181	0.182	0.193	0.182	0.165	0.132	0.095	0.099	1.517		115.0%	0.185	0.465	0.540	0.326
2022	M	0.077	0.125	0.124	0.185	0.266	0.214	0.211	0.178	0.164	0.132	0.099	0.109	1.883		24.2%	0.326	0.665	0.553	0.339
2023	M	0.098	0.139	0.133	0.198	0.284	0.228	0.221	0.187	0.176	0.135	0.102	0.116	2.018		7.2%	0.370	0.710	0.584	0.354
2024	M	0.100	0.143	0.137	0.196	0.293	0.230	0.216	0.191	0.174	0.138	0.107	0.116	2.039	1.0%	0.380	0.719	0.580	0.361	
2025	M	0.109	0.159	0.144	0.184	0.278	0.209	0.199	0.179	0.162	0.143	0.108	0.121	1.995	-2.2%	0.411	0.671	0.540	0.372	
VISITOR NUMBERS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total						
Serviced	M	1.987	1.883	1.949	1.981	2.026	2.041	0.706	1.517	1.883	2.018	2.039	1.995							
All Visitor Types	M	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	53.13							
Share of Total	%	3.6%	3.3%	3.1%	3.2%	3.2%	3.1%	2.0%	3.4%	3.8%	3.9%	3.7%	3.8%							
Annual Change in Share	%		-9.2%	-3.9%	0.5%	1.5%	-1.7%	-37.6%	74.4%	9.7%	4.5%	-4.8%	0.5%							
Change in Share from 2014	%		-9.2%	-12.7%	-12.3%	-10.9%	-12.4%	-45.3%	-4.7%	4.5%	9.3%	4.0%	4.6%							
Avg Ann. Change in Share	%		-9.2%	-6.4%	-4.1%	-2.7%	-2.5%	-7.6%	-0.7%	0.6%	1.0%	0.4%	0.4%							

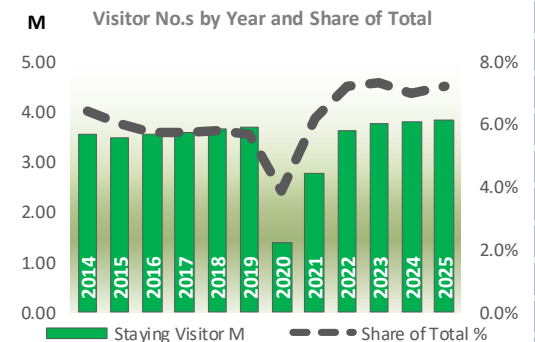
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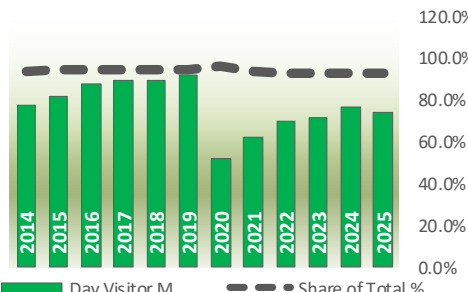
Report Prepared by: Saleem Landi. Date of Issue: 02/07/2025

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			NON-SERVICED		VISITOR NUMBERS													
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER													
KEY		NON-SERVICED ACCOMMODATION																											
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change														
Less than 3% change		Q1			Q2			Q3			Q4																		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4										
% Change 2014 to 2025		21.2%	16.2%	28.1%	22.4%	40.1%	45.6%	52.8%	46.8%	70.0%	38.9%	19.6%	61.4%	42.0%	Annual Change	22.0%	37.1%	56.1%	37.5%										
% Change 2024 to 2025		13.4%	22.5%	0.4%	13.8%	13.3%	0.0%	6.9%	-4.5%	2.8%	23.0%	11.8%	13.2%	6.9%		10.6%	7.9%	1.3%	17.0%										
Average Annual Change		1.9%	1.5%	2.6%	2.0%	3.6%	4.1%	4.8%	4.3%	6.4%	3.5%	1.8%	5.6%	3.8%		2.0%	3.4%	5.1%	3.4%										
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		1.8%	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		17.5	46.2	47.7	23.7										
2016 000s		5.3	6.8	7.0	12.1	16.2	17.4	16.6	19.4	17.4	10.6	7.2	6.2	142.2	5.4%	19.0	45.7	53.4	24.0										
2017 000s		5.3	6.8	7.0	12.8	16.1	17.3	17.0	20.1	17.6	10.8	7.1	6.2	144.3	1.5%	19.2	46.2	54.7	24.2										
2018 000s		5.7	7.2	7.6	13.4	19.3	21.5	19.4	24.7	20.8	11.6	7.8	6.8	165.7	14.8%	20.4	54.2	64.9	26.2										
2019 000s		7.1	8.4	8.7	16.2	21.4	23.0	21.9	26.4	21.7	12.6	9.6	8.3	185.4	11.9%	24.2	60.5	70.1	30.6										
2020 000s		6.9	5.9	4.2	0.2	0.5	0.7	12.6	18.1	18.7	7.8	0.4	3.9	79.8	-57.0%	17.0	1.4	49.4	12.0										
2021 000s		1.1	1.2	1.4	6.4	16.3	22.6	20.1	25.3	25.9	13.6	8.3	6.8	149.0	86.8%	3.7	45.3	71.3	28.7										
2022 000s		6.4	6.2	9.0	14.5	21.8	24.3	22.2	27.9	24.4	11.3	8.2	9.1	185.4	24.4%	21.7	60.6	74.5	28.6										
2023 000s		4.9	5.4	7.4	14.5	21.5	21.8	19.0	25.2	24.1	11.3	7.2	7.2	169.5	-8.5%	17.7	57.8	68.3	25.7										
2024 000s		4.8	5.6	7.9	13.9	20.6	24.0	20.6	26.7	25.2	11.6	8.0	7.1	176.2	3.9%	18.4	58.5	72.5	26.8										
2025 000s		5.5	6.9	8.0	15.8	23.3	24.0	22.0	25.5	25.9	14.3	9.0	8.1	188.2	6.9%	20.3	63.1	73.4	31.3										
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION															
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor No.s by Year and Share of Total														
Non-Serviced 000s		000s	132.5	135.0	142.2	144.3	165.7	185.4	79.8	149.0	185.4	169.5	176.2	188.2		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Non-Serviced 000s	Share of Total %
All Visitor Types M		M	55.3	57.8	62.2	62.9	63.3	64.9	36.0	44.3	50.2	51.5	54.6	53.1															
Share of Total %		%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.4%	0.3%	0.3%	0.4%															
Annual Change in Share %		%		-2.4%	-2.1%	0.4%	14.0%	9.2%	-22.4%	51.5%	9.9%	-10.8%	-2.0%	9.8%															
Change in Share from 2014 %		%		-2.4%	-4.5%	-4.1%	9.2%	19.3%	-7.4%	40.3%	54.2%	37.6%	34.7%	47.9%															
Avg Ann. Change in Share %		%		-2.4%	-2.3%	-1.4%	2.3%	3.9%	-1.2%	5.8%	6.8%	4.2%	3.5%	4.4%															

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			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	Annual Change		Q1	Q2	Q3	Q4		
% Change 2014 to 2025		19.1%	17.1%	8.6%	12.7%	14.1%	13.8%	12.4%	17.2%	15.2%	14.8%	13.0%	14.6%			14.6%	16.3%	13.4%	14.8%	14.3%	
% Change 2024 to 2025		4.7%	6.5%	2.3%	3.1%	3.0%	1.1%	2.6%	3.4%	2.3%	2.9%	1.7%	3.6%			3.2%	4.6%	2.6%	2.8%	3.1%	
Average Annual Change		1.7%	1.6%	0.8%	1.2%	1.3%	1.3%	1.1%	1.6%	1.4%	1.3%	1.2%	1.3%			1.3%	1.5%	1.2%	1.3%	1.3%	
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	0.6%	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		0.338	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		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		0.345	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		0.344	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		0.343	0.426	0.368	0.329		
2020	M	0.174	0.067	0.035	0.006	0.008	0.007	0.061	0.082	0.059	0.035	0.007	0.056	0.597		-59.3%	0.277	0.022	0.202	0.097	
2021	M	0.084	0.033	0.036	0.089	0.097	0.092	0.133	0.129	0.091	0.078	0.065	0.157	1.083		81.2%	0.152	0.278	0.352	0.300	
2022	M	0.196	0.075	0.076	0.184	0.151	0.112	0.155	0.140	0.094	0.082	0.074	0.192	1.532		41.5%	0.347	0.447	0.390	0.348	
2023	M	0.210	0.078	0.077	0.188	0.153	0.113	0.155	0.141	0.096	0.083	0.075	0.194	1.562		1.9%	0.365	0.454	0.391	0.351	
2024	M	0.213	0.079	0.078	0.191	0.156	0.116	0.158	0.144	0.097	0.084	0.077	0.195	1.588	1.7%	0.370	0.462	0.399	0.357		
2025	M	0.223	0.084	0.080	0.197	0.160	0.117	0.162	0.149	0.100	0.087	0.078	0.203	1.639	3.2%	0.387	0.474	0.410	0.368		
VISITOR NUMBERS														SFR							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total							
SFR	M	1.429	1.438	1.454	1.465	1.467	1.467	0.597	1.083	1.532	1.562	1.588	1.639								
All Visitor Types	M	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	53.13								
Share of Total	%	2.6%	2.5%	2.3%	2.3%	2.3%	2.3%	1.7%	2.4%	3.1%	3.0%	2.9%	3.1%								
Annual Change in Share	%		-3.6%	-6.1%	-0.3%	-0.6%	-2.4%	-26.5%	47.0%	25.0%	-0.6%	-4.2%	6.0%								
Change in Share from 2014	%		-3.6%	-9.5%	-9.8%	-10.3%	-12.4%	-35.7%	-5.5%	18.2%	17.5%	12.6%	19.4%								
Avg Ann. Change in Share	%		-3.6%	-4.7%	-3.3%	-2.6%	-2.5%	-5.9%	-0.8%	2.3%	1.9%	1.3%	1.8%								
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26																					

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		20.7%	15.0%	-2.3%	7.6%	5.5%	2.7%	7.3%	10.7%	2.2%	5.3%	9.8%	10.2%	7.7%	Annual Change	11.6%	5.3%	6.9%	8.5%
% Change 2024 to 2025		6.1%	9.8%	3.8%	-1.0%	-1.7%	-5.1%	-2.9%	-2.1%	-3.0%	4.3%	1.8%	4.3%	0.5%		6.5%	-2.5%	-2.6%	3.6%
Average Annual Change		1.9%	1.4%	-0.2%	0.7%	0.5%	0.2%	0.7%	1.0%	0.2%	0.5%	0.9%	0.9%	0.7%		1.1%	0.5%	0.6%	0.8%
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		-2.6%	0.734	1.147	0.957
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	1.3%	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	1.9%	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	1.0%	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	-62.6%	0.572	0.069	0.535	0.206
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	98.8%	0.341	0.788	0.964	0.655
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	31.0%	0.694	1.173	1.018	0.716
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	4.1%	0.753	1.223	1.044	0.731
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	1.4%	0.768	1.239	1.051	0.744
2024	M	0.318	0.228	0.223	0.401	0.469	0.369	0.394	0.361	0.296	0.234	0.192	0.318	3.803	0.5%	0.818	1.208	1.024	0.771
2025	M	0.337	0.250	0.231	0.397	0.461	0.350	0.383	0.354	0.287	0.244	0.196	0.332	3.822					
VISITOR NUMBERS														STAYING VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total					
Staying Visitor	M	3.549	3.456	3.545	3.590	3.659	3.694	1.383	2.748	3.601	3.750	3.803	3.822						
All Visitor Types	M	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	53.13						
Share of Total	%	6.4%	6.0%	5.7%	5.7%	5.8%	5.7%	3.8%	6.2%	7.2%	7.3%	7.0%	7.2%						
Annual Change in Share	%		-6.7%	-4.7%	0.2%	1.2%	-1.5%	-32.5%	61.2%	15.7%	1.6%	-4.4%	3.3%						
Change in Share from 2014	%		-6.7%	-11.1%	-10.9%	-9.9%	-11.2%	-40.0%	-3.3%	11.9%	13.6%	8.6%	12.2%						
Avg Ann. Change in Share	%		-6.7%	-5.5%	-3.6%	-2.5%	-2.2%	-6.7%	-0.5%	1.5%	1.5%	0.9%	1.1%						
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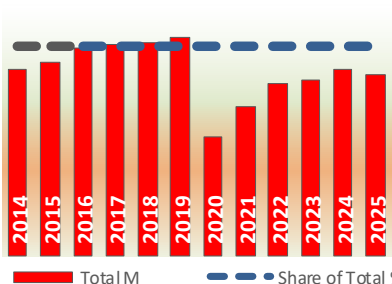
STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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 2014 to 2025		0.9%	4.1%	7.3%	-13.3%	-8.0%	-24.5%	-6.4%	5.6%	-25.0%	-1.7%	-3.2%	11.7%	-4.8%	Annual Change	4.8%	-15.7%	-6.5%	0.5%
% Change 2024 to 2025		1.9%	-3.4%	-4.9%	4.6%	-0.2%	-6.1%	-6.5%	-3.4%	-7.9%	-2.9%	-4.1%	2.4%	-2.9%		-2.9%	-0.4%	-5.4%	-2.2%
Average Annual Change		0.1%	0.4%	0.7%	-1.2%	-0.7%	-2.2%	-0.6%	0.5%	-2.3%	-0.2%	-0.3%	1.1%	-0.4%		0.4%	-1.4%	-0.6%	0.0%
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			10.57	13.19	15.23
2015	M	2.789	2.868	5.257	5.212	3.939	4.341	5.200	7.361	4.215	5.564	4.632	2.920	54.30	4.8%	10.91	13.49	16.77	13.12
2016	M	2.974	3.369	6.311	5.139	4.157	4.693	5.535	7.528	4.666	5.878	5.202	3.181	58.63	8.0%	12.65	13.99	17.73	14.26
2017	M	3.148	3.239	6.068	6.085	4.164	4.604	5.644	7.535	4.284	5.808	5.766	2.935	59.28	1.1%	12.45	14.85	17.46	14.51
2018	M	3.253	3.356	6.022	6.133	4.245	4.682	5.607	7.422	4.328	5.879	5.783	2.960	59.67	0.7%	12.63	15.06	17.36	14.62
2019	M	3.479	3.680	6.297	6.327	4.287	4.663	5.649	7.676	4.439	5.754	5.852	3.084	61.19	2.5%	13.46	15.28	17.76	14.69
2020	M	3.654	3.476	3.592	0.207	0.208	1.594	4.182	5.798	3.716	4.250	1.365	2.533	34.57	-43.5%	10.72	2.008	13.70	8.148
2021	M	0.704	0.464	0.904	2.474	2.644	4.045	3.786	7.711	4.199	5.605	5.723	3.328	41.59	20.3%	2.072	9.162	15.70	14.66
2022	M	2.535	2.379	4.895	4.386	3.071	3.601	4.051	5.916	3.303	4.914	4.977	2.569	46.60	12.1%	9.809	11.06	13.27	12.46
2023	M	2.611	2.860	5.044	4.295	3.205	3.513	4.210	6.021	3.501	4.801	4.948	2.699	47.71	2.4%	10.51	11.01	13.73	12.45
2024	M	2.725	2.788	5.903	4.069	3.432	3.660	4.907	6.808	3.338	5.048	5.208	2.897	50.78	6.4%	11.42	11.16	15.05	13.15
2025	M	2.777	2.693	5.612	4.258	3.424	3.438	4.589	6.574	3.073	4.904	4.996	2.967	49.30	-2.9%	11.08	11.12	14.24	12.87
VISITOR NUMBERS														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor No.s by Year and Share of Total					
Day Visitor	M	51.79	54.30	58.63	59.28	59.67	61.19	34.57	41.59	46.60	47.71	50.78	49.30						
All Visitor Types	M	55.34	57.75	62.18	62.87	63.33	64.88	35.96	44.33	50.20	51.46	54.59	53.13						
Share of Total	%	93.6%	94.0%	94.3%	94.3%	94.2%	94.3%	96.2%	93.8%	92.8%	92.7%	93.0%	92.8%						
Annual Change in Share	%		0.5%	0.3%	0.0%	-0.1%	0.1%	2.0%	-2.4%	-1.0%	-0.1%	0.3%	-0.2%						
Change in Share from 2014	%		0.5%	0.8%	0.8%	0.7%	0.8%	2.7%	0.2%	-0.8%	-0.9%	-0.6%	-0.8%						
Avg Ann. Change in Share	%		0.5%	0.4%	0.3%	0.2%	0.2%	0.5%	0.0%	-0.1%	-0.1%	-0.1%	-0.1%						

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Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2025

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

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		4.8%	5.9%	7.1%	-9.8%	-4.4%	-20.0%	-4.0%	7.1%	-19.9%	-0.2%	-2.1%	12.3%		-2.4%	6.2%	-11.7%	-3.8%	2.0%
% Change 2024 to 2025		2.6%	-1.9%	-4.5%	4.3%	0.1%	-5.4%	-5.3%	-2.7%	-6.5%	-2.3%	-3.8%	2.7%		-2.2%	-1.9%	-0.1%	-4.4%	-1.6%
Average Annual Change		0.4%	0.5%	0.6%	-0.9%	-0.4%	-1.8%	-0.4%	0.6%	-1.8%	0.0%	-0.2%	1.1%		-0.2%	0.6%	-1.1%	-0.3%	0.2%
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	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
2016	M	3.724	3.828	6.795	5.977	4.906	5.337	6.379	8.317	5.264	6.390	5.577	3.935	66.43	7.3%	14.35	16.22	19.96	15.90
2017	M	3.908	3.701	6.560	6.937	4.920	5.245	6.500	8.344	4.886	6.325	6.143	3.703	67.17	1.1%	14.17	17.10	19.73	16.17
2018	M	4.023	3.825	6.525	6.986	5.025	5.371	6.484	8.279	4.959	6.417	6.169	3.739	67.80	0.9%	14.37	17.38	19.72	16.33
2019	M	4.265	4.160	6.806	7.201	5.085	5.368	6.549	8.549	5.075	6.299	6.255	3.870	69.48	2.5%	15.23	17.65	20.17	16.42
2020	M	4.345	3.912	3.834	0.237	0.253	1.639	4.550	6.336	4.138	4.488	1.401	2.777	37.91	-45.4%	12.09	2.129	15.02	8.667
2021	M	1.033	0.673	1.147	2.905	3.178	4.645	4.584	8.549	4.852	6.139	6.084	4.008	47.80	26.1%	2.852	10.73	17.99	16.23
2022	M	3.260	2.821	5.392	5.255	3.858	4.299	4.952	6.798	3.951	5.445	5.364	3.383	54.78	14.6%	11.47	13.41	15.70	14.19
2023	M	3.414	3.328	5.553	5.195	4.016	4.216	5.105	6.899	4.168	5.342	5.338	3.521	56.09	2.4%	12.29	13.43	16.17	14.20
2024	M	3.533	3.269	6.428	4.970	4.254	4.383	5.810	7.713	4.012	5.599	5.617	3.722	59.31	5.7%	13.23	13.61	17.53	14.94
2025	M	3.624	3.208	6.141	5.183	4.259	4.147	5.503	7.504	3.750	5.472	5.406	3.822	58.02	-2.2%	12.97	13.59	16.76	14.70
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M	Visitor Days by Year and Share of Total				
Total	M	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	58.02	80.00					
All Visitor Types	M	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	58.02						
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 2014	%																		
Avg Ann. Change in Share	%																		

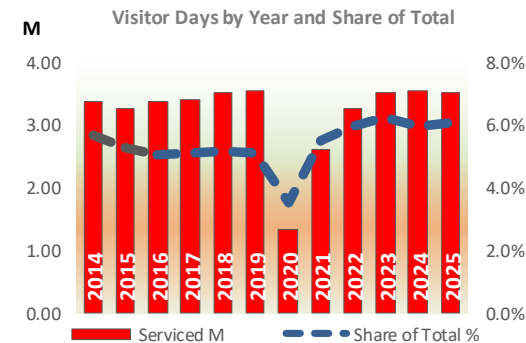
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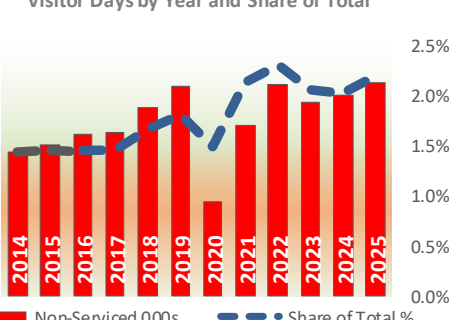
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			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 2014 to 2025		22.7%	16.3%	0.6%	-1.8%	2.8%	-1.1%	-0.3%	5.0%	-0.7%	9.3%	7.0%	8.9%	4.8%	Annual Change	11.8%	0.1%	1.3%	8.5%
% Change 2024 to 2025		3.9%	5.2%	-0.6%	-3.6%	-2.3%	-6.0%	-0.5%	1.2%	0.6%	0.5%	-2.1%	1.7%	-0.3%		2.6%	-3.9%	0.4%	0.2%
Average Annual Change		2.1%	1.5%	0.1%	-0.2%	0.3%	-0.1%	0.0%	0.5%	-0.1%	0.8%	0.6%	0.8%	0.4%		1.1%	0.0%	0.1%	0.8%
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			0.755	0.936	0.963
2015	M	0.210	0.254	0.281	0.278	0.329	0.294	0.346	0.311	0.274	0.273	0.182	0.233	3.266	-2.9%	0.746	0.901	0.932	0.687
2016	M	0.224	0.256	0.281	0.289	0.336	0.309	0.362	0.308	0.283	0.280	0.188	0.245	3.361	2.9%	0.761	0.934	0.952	0.713
2017	M	0.229	0.258	0.287	0.297	0.341	0.307	0.368	0.318	0.285	0.282	0.189	0.254	3.414	1.6%	0.774	0.944	0.970	0.725
2018	M	0.237	0.264	0.295	0.297	0.345	0.324	0.372	0.326	0.289	0.297	0.195	0.260	3.501	2.6%	0.796	0.966	0.987	0.752
2019	M	0.242	0.267	0.295	0.298	0.349	0.330	0.376	0.329	0.288	0.298	0.199	0.258	3.529	0.8%	0.804	0.977	0.992	0.756
2020	M	0.206	0.252	0.139	0.012	0.024	0.026	0.129	0.187	0.160	0.116	0.021	0.071	1.342	-62.0%	0.598	0.062	0.475	0.207
2021	M	0.112	0.131	0.156	0.153	0.219	0.258	0.325	0.313	0.268	0.282	0.178	0.223	2.619	95.1%	0.399	0.630	0.906	0.683
2022	M	0.191	0.240	0.274	0.282	0.320	0.302	0.356	0.307	0.267	0.284	0.186	0.250	3.260	24.5%	0.705	0.905	0.930	0.721
2023	M	0.243	0.267	0.295	0.303	0.342	0.322	0.373	0.323	0.285	0.292	0.194	0.266	3.504	7.5%	0.805	0.966	0.981	0.752
2024	M	0.242	0.276	0.304	0.301	0.352	0.322	0.363	0.327	0.282	0.298	0.203	0.266	3.536	0.9%	0.823	0.975	0.972	0.767
2025	M	0.252	0.290	0.303	0.290	0.344	0.303	0.361	0.331	0.283	0.299	0.199	0.270	3.525	-0.3%	0.844	0.937	0.975	0.769
VISITOR DAYS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M	Visitor Days by Year and Share of Total				
Serviced	M	3.362	3.266	3.361	3.414	3.501	3.529	1.342	2.619	3.260	3.504	3.536	3.525						
All Visitor Types	M	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	58.02						
Share of Total	%	5.7%	5.3%	5.1%	5.1%	5.2%	5.1%	3.5%	5.5%	6.0%	6.2%	6.0%	6.1%						
Annual Change in Share	%		-6.7%	-4.1%	0.5%	1.6%	-1.6%	-30.3%	54.7%	8.6%	4.9%	-4.5%	1.9%						
Change in Share from 2014	%		-6.7%	-10.6%	-10.2%	-8.7%	-10.2%	-37.4%	-3.2%	5.2%	10.4%	5.4%	7.4%						
Avg Ann. Change in Share	%		-6.7%	-5.3%	-3.4%	-2.2%	-2.0%	-6.2%	-0.5%	0.6%	1.2%	0.5%	0.7%						

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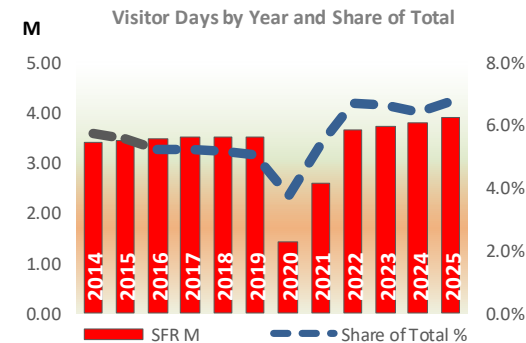


STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE										2014 to 2025			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		22.9%	16.8%	31.2%	54.1%	52.4%	54.5%	40.6%	61.4%	58.9%	43.1%	35.9%	51.7%	48.4%	Annual Change	23.7%	53.7%	54.3%	43.5%
% Change 2024 to 2025		14.5%	21.7%	3.3%	22.0%	8.3%	1.5%	2.3%	4.5%	-2.3%	13.0%	4.4%	11.6%	6.0%		12.0%	8.5%	1.5%	10.1%
Average Annual Change		2.1%	1.5%	2.8%	4.9%	4.8%	5.0%	3.7%	5.6%	5.4%	3.9%	3.3%	4.7%	4.4%		2.2%	4.9%	4.9%	4.0%
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		114.0	262.0	348.7	133.9
2015 000s		34.0	43.7	42.7	69.4	94.6	108.8	109.7	136.5	117.3	61.0	41.3	40.8	899.7	4.8%	120.4	272.7	363.5	143.1
2016 000s		37.5	47.7	46.6	74.3	100.0	115.0	116.9	146.1	125.4	66.6	44.7	44.3	965.2	7.3%	131.8	289.4	388.4	155.6
2017 000s		37.6	47.9	47.0	78.1	99.8	114.5	119.9	151.5	126.7	68.0	44.3	44.4	979.7	1.5%	132.4	292.4	398.0	156.8
2018 000s		40.0	50.4	50.3	81.7	119.6	142.4	136.8	186.0	150.0	72.7	48.7	48.8	1,127.4	15.1%	140.7	343.7	472.8	170.2
2019 000s		50.2	58.9	57.7	98.9	132.2	151.9	154.5	199.4	156.7	79.1	59.9	59.6	1,259.0	11.7%	166.8	382.9	510.6	198.7
2020 000s		48.4	41.7	27.9	1.4	3.0	4.6	88.6	136.8	134.9	48.7	2.2	27.6	565.8	-55.1%	117.9	9.0	360.3	78.5
2021 000s		7.5	8.7	9.4	39.2	100.5	149.6	141.5	191.0	186.3	85.4	51.6	48.6	1,019.3	80.2%	25.6	289.2	518.8	185.6
2022 000s		45.0	43.6	60.0	88.5	135.0	160.8	156.5	210.4	176.3	71.1	50.8	65.0	1,263.0	23.9%	148.7	384.3	543.1	186.9
2023 000s		34.4	37.8	48.9	88.3	133.0	144.5	134.2	190.1	174.0	71.3	45.2	51.4	1,153.1	-8.7%	121.1	365.8	498.3	168.0
2024 000s		33.9	39.4	52.6	85.0	127.2	158.9	145.8	202.1	181.9	73.2	50.0	51.3	1,201.2	4.2%	125.8	371.1	529.8	174.4
2025 000s		38.8	47.9	54.3	103.7	137.8	161.3	149.1	211.1	177.8	82.6	52.2	57.3	1,273.8	6.0%	141.0	402.7	538.0	192.1
VISITOR DAYS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total				
Non-Serviced		000s	858.6	899.7	965.2	979.7	1,127.4	1,259.0	565.8	1,019.3	1,263.0	1,153.1	1,201.2	1,273.8					
All Visitor Types		M	59.4	61.9	66.4	67.2	67.8	69.5	37.9	47.8	54.8	56.1	59.3	58.0					
Share of Total		%	1.4%	1.5%	1.5%	1.5%	1.7%	1.8%	1.5%	2.1%	2.3%	2.1%	2.0%	2.2%					
Annual Change in Share		%		0.6%	0.0%	0.4%	14.0%	9.0%	-17.6%	42.9%	8.1%	-10.8%	-1.5%	8.4%					
Change in Share from 2014		%		0.6%	0.6%	0.9%	15.1%	25.4%	3.3%	47.6%	59.6%	42.3%	40.2%	52.0%					
Avg Ann. Change in Share		%		0.6%	0.3%	0.3%	3.8%	5.1%	0.5%	6.8%	7.4%	4.7%	4.0%	4.7%					

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			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 2014 to 2025		19.1%	17.1%	8.6%	12.7%	14.1%	13.8%	12.4%	17.2%	15.2%	14.8%	13.0%	14.6%			14.7%	16.5%	13.4%	14.8%	14.4%	
% Change 2024 to 2025		4.7%	6.5%	2.3%	3.1%	3.0%	1.1%	2.6%	3.4%	2.3%	2.9%	1.7%	3.6%			3.2%	4.6%	2.6%	2.9%	3.1%	
Average Annual Change		1.7%	1.6%	0.8%	1.2%	1.3%	1.3%	1.1%	1.6%	1.4%	1.3%	1.2%	1.3%			1.3%	1.5%	1.2%	1.3%	1.3%	
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	0.5%	0.777	0.996	0.878	0.762		
2015	M	0.479	0.155	0.157	0.467	0.312	0.216	0.360	0.335	0.188	0.164	0.141	0.457	3.431		0.791	0.995	0.883	0.763		
2016	M	0.489	0.155	0.157	0.474	0.314	0.220	0.365	0.336	0.191	0.166	0.143	0.464	3.471		1.2%	0.800	1.007	0.891	0.773	
2017	M	0.493	0.156	0.158	0.478	0.316	0.219	0.368	0.340	0.191	0.167	0.143	0.470	3.499		0.8%	0.806	1.013	0.900	0.780	
2018	M	0.493	0.155	0.157	0.474	0.316	0.223	0.368	0.344	0.193	0.169	0.143	0.470	3.503		0.1%	0.805	1.012	0.905	0.781	
2019	M	0.494	0.154	0.156	0.476	0.316	0.223	0.369	0.344	0.192	0.168	0.144	0.468	3.504		0.0%	0.804	1.016	0.905	0.779	
2020	M	0.436	0.142	0.075	0.017	0.018	0.015	0.151	0.214	0.128	0.074	0.013	0.146	1.429	-59.2%	0.652	0.050	0.494	0.233		
2021	M	0.210	0.069	0.077	0.239	0.214	0.193	0.331	0.335	0.198	0.167	0.132	0.408	2.573	80.0%	0.355	0.646	0.864	0.707		
2022	M	0.489	0.158	0.164	0.498	0.331	0.236	0.389	0.365	0.205	0.175	0.150	0.499	3.659	42.2%	0.811	1.065	0.958	0.824		
2023	M	0.525	0.163	0.165	0.509	0.337	0.237	0.388	0.365	0.208	0.177	0.152	0.503	3.730	1.9%	0.854	1.082	0.961	0.833		
2024	M	0.532	0.166	0.168	0.515	0.342	0.243	0.394	0.375	0.211	0.181	0.156	0.508	3.791	1.6%	0.866	1.100	0.980	0.845		
2025	M	0.557	0.177	0.172	0.531	0.353	0.245	0.404	0.388	0.216	0.186	0.159	0.527	3.914	3.2%	0.906	1.129	1.008	0.872		
VISITOR DAYS														SFR							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor Days by Year and Share of Total							
SFR	M	3.413	3.431	3.471	3.499	3.503	3.504	1.429	2.573	3.659	3.730	3.791	3.914	5.00							
All Visitor Types	M	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	58.02	4.00							
Share of Total	%	5.7%	5.5%	5.2%	5.2%	5.2%	5.0%	3.8%	5.4%	6.7%	6.6%	6.4%	6.7%	3.00							
Annual Change in Share	%		-3.5%	-5.7%	-0.3%	-0.8%	-2.4%	-25.2%	42.8%	24.1%	-0.4%	-3.9%	5.5%	2.00							
Change in Share from 2014	%		-3.5%	-9.0%	-9.3%	-10.0%	-12.2%	-34.4%	-6.3%	16.3%	15.8%	11.3%	17.5%	1.00							
Avg Ann. Change in Share	%		-3.5%	-4.5%	-3.1%	-2.5%	-2.4%	-5.7%	-0.9%	2.0%	1.8%	1.1%	1.6%	0.00							
														SFR M							
														Share of Total %							

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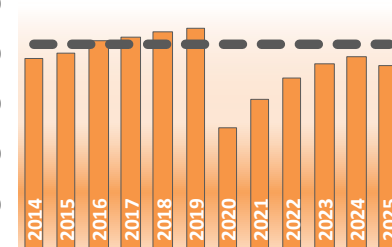


STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		20.3%	16.6%	5.7%	10.9%	13.7%	13.3%	10.4%	19.7%	15.8%	15.1%	12.3%	14.6%		14.1%	14.9%	12.5%	15.2%	14.2%
% Change 2024 to 2025		4.8%	7.0%	0.7%	2.7%	1.5%	-2.0%	1.3%	2.8%	0.4%	3.0%	0.1%	3.5%		2.2%	4.2%	0.9%	1.6%	2.6%
Average Annual Change		1.8%	1.5%	0.5%	1.0%	1.2%	1.2%	0.9%	1.8%	1.4%	1.4%	1.1%	1.3%		1.3%	1.4%	1.1%	1.4%	1.3%
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	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
2016	M	0.750	0.459	0.485	0.837	0.749	0.644	0.844	0.789	0.599	0.512	0.376	0.754	7.797	2.6%	1.693	2.230	2.232	1.642
2017	M	0.760	0.462	0.492	0.852	0.756	0.641	0.856	0.810	0.603	0.517	0.377	0.768	7.893	1.2%	1.713	2.249	2.268	1.662
2018	M	0.770	0.469	0.503	0.852	0.780	0.689	0.877	0.856	0.631	0.539	0.387	0.779	8.131	3.0%	1.741	2.322	2.364	1.704
2019	M	0.786	0.480	0.509	0.873	0.798	0.705	0.899	0.873	0.636	0.545	0.403	0.786	8.291	2.0%	1.775	2.376	2.408	1.734
2020	M	0.690	0.436	0.242	0.031	0.045	0.045	0.369	0.538	0.423	0.239	0.036	0.244	3.337	-59.8%	1.368	0.121	1.329	0.519
2021	M	0.330	0.208	0.242	0.432	0.534	0.600	0.798	0.838	0.652	0.535	0.361	0.680	6.210	86.1%	0.780	1.566	2.289	1.576
2022	M	0.725	0.442	0.498	0.869	0.787	0.699	0.901	0.882	0.648	0.531	0.388	0.814	8.182	31.7%	1.664	2.354	2.431	1.732
2023	M	0.803	0.468	0.509	0.900	0.812	0.703	0.895	0.878	0.667	0.541	0.390	0.821	8.387	2.5%	1.780	2.414	2.440	1.753
2024	M	0.809	0.481	0.525	0.901	0.822	0.723	0.902	0.904	0.675	0.551	0.410	0.825	8.529	1.7%	1.815	2.446	2.481	1.786
2025	M	0.848	0.515	0.529	0.925	0.835	0.709	0.914	0.930	0.677	0.568	0.410	0.854	8.713	2.2%	1.891	2.469	2.521	1.832
VISITOR DAYS														STAYING VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor Days by Year and Share of Total					
Staying Visitor	M	7.634	7.597	7.797	7.893	8.131	8.291	3.337	6.210	8.182	8.387	8.529	8.713						
All Visitor Types	M	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	58.02						
Share of Total	%	12.8%	12.3%	11.7%	11.8%	12.0%	11.9%	8.8%	13.0%	14.9%	15.0%	14.4%	15.0%						
Annual Change in Share	%		-4.5%	-4.4%	0.1%	2.1%	-0.5%	-26.2%	47.6%	15.0%	0.1%	-3.8%	4.4%						
Change in Share from 2014	%		-4.5%	-8.6%	-8.5%	-6.6%	-7.1%	-31.5%	1.1%	16.3%	16.4%	11.9%	16.9%						
Avg Ann. Change in Share	%		-4.5%	-4.3%	-2.8%	-1.7%	-1.4%	-5.2%	0.2%	2.0%	1.8%	1.2%	1.5%						
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STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			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 2014 to 2025		0.9%	4.1%	7.3%	-13.3%	-8.0%	-24.5%	-6.4%	5.6%	-25.0%	-1.7%	-3.2%	11.7%	-4.8%	Annual Change	4.8%	-15.7%	-6.5%	0.5%
% Change 2024 to 2025		1.9%	-3.4%	-4.9%	4.6%	-0.2%	-6.1%	-6.5%	-3.4%	-7.9%	-2.9%	-4.1%	2.4%	-2.9%		-2.9%	-0.4%	-5.4%	-2.2%
Average Annual Change		0.1%	0.4%	0.7%	-1.2%	-0.7%	-2.2%	-0.6%	0.5%	-2.3%	-0.2%	-0.3%	1.1%	-0.4%		0.4%	-1.4%	-0.6%	0.0%
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		10.57	13.19	15.23	12.80
2015	M	2.789	2.868	5.257	5.212	3.939	4.341	5.200	7.361	4.215	5.564	4.632	2.920	54.30	4.8%	10.91	13.49	16.77	13.12
2016	M	2.974	3.369	6.311	5.139	4.157	4.693	5.535	7.528	4.666	5.878	5.202	3.181	58.63	8.0%	12.65	13.99	17.73	14.26
2017	M	3.148	3.239	6.068	6.085	4.164	4.604	5.644	7.535	4.284	5.808	5.766	2.935	59.28	1.1%	12.45	14.85	17.46	14.51
2018	M	3.253	3.356	6.022	6.133	4.245	4.682	5.607	7.422	4.328	5.879	5.783	2.960	59.67	0.7%	12.63	15.06	17.36	14.62
2019	M	3.479	3.680	6.297	6.327	4.287	4.663	5.649	7.676	4.439	5.754	5.852	3.084	61.19	2.5%	13.46	15.28	17.76	14.69
2020	M	3.654	3.476	3.592	0.207	0.208	1.594	4.182	5.798	3.716	4.250	1.365	2.533	34.57	-43.5%	10.72	2.008	13.70	8.148
2021	M	0.704	0.464	0.904	2.474	2.644	4.045	3.786	7.711	4.199	5.605	5.723	3.328	41.59	20.3%	2.072	9.162	15.70	14.66
2022	M	2.535	2.379	4.895	4.386	3.071	3.601	4.051	5.916	3.303	4.914	4.977	2.569	46.60	12.1%	9.809	11.06	13.27	12.46
2023	M	2.611	2.860	5.044	4.295	3.205	3.513	4.210	6.021	3.501	4.801	4.948	2.699	47.71	2.4%	10.51	11.01	13.73	12.45
2024	M	2.725	2.788	5.903	4.069	3.432	3.660	4.907	6.808	3.338	5.048	5.208	2.897	50.78	6.4%	11.42	11.16	15.05	13.15
2025	M	2.777	2.693	5.612	4.258	3.424	3.438	4.589	6.574	3.073	4.904	4.996	2.967	49.30	-2.9%	11.08	11.12	14.24	12.87
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	M Visitor Days by Year and Share of Total					
Day Visitor	M	51.79	54.30	58.63	59.28	59.67	61.19	34.57	41.59	46.60	47.71	50.78	49.30	80.00					
All Visitor Types	M	59.43	61.89	66.43	67.17	67.80	69.48	37.91	47.80	54.78	56.09	59.31	58.02	60.00					
Share of Total	%	87.2%	87.7%	88.3%	88.2%	88.0%	88.1%	91.2%	87.0%	85.1%	85.0%	85.6%	85.0%	40.00					
Annual Change in Share	%		0.7%	0.6%	0.0%	-0.3%	0.1%	3.6%	-4.6%	-2.2%	0.0%	0.7%	-0.7%	20.00					
Change in Share from 2014	%		0.7%	1.3%	1.3%	1.0%	1.0%	4.6%	-0.2%	-2.4%	-2.4%	-1.8%	-2.5%	0.00					
Avg Ann. Change in Share	%		0.7%	0.6%	0.4%	0.2%	0.2%	0.8%	0.0%	-0.3%	-0.3%	-0.2%	-0.2%						
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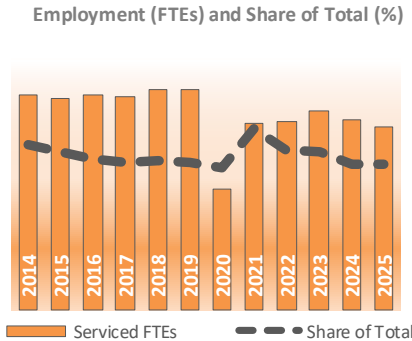
Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2025

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

STEAM REPORT FOR 2014-2025 - FINAL										2014 to 2025			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			Q1	Q2	Q3	Q4
% Change 2014 to 2025	1.2%	2.5%	6.1%	-10.7%	-5.9%	-19.8%	-4.9%	6.1%	-19.9%	-1.1%	-2.5%	8.2%	-3.6%	Annual Change	3.8%	-12.4%	-4.7%	0.6%
% Change 2024 to 2025	-0.4%	-4.1%	-6.4%	1.4%	-2.5%	-7.5%	-7.3%	-4.9%	-8.3%	-4.5%	-5.8%	-0.1%	-4.5%		-4.3%	-2.7%	-6.5%	-3.9%
Average Annual Change	0.1%	0.2%	0.6%	-1.0%	-0.5%	-1.8%	-0.4%	0.6%	-1.8%	-0.1%	-0.2%	0.7%	-0.3%		0.3%	-1.1%	-0.4%	0.1%
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		32,854	40,196	45,400	37,993
2015 FTEs	27,487	27,556	45,020	45,610	36,758	38,937	46,297	61,442	37,917	47,046	39,300	28,607	40,165	2.7%	33,354	40,435	48,552	38,318
2016 FTEs	28,859	31,006	52,311	44,991	38,226	41,398	48,616	62,222	41,007	49,075	43,191	30,475	42,615	6.1%	37,392	41,538	50,615	40,913
2017 FTEs	30,297	30,234	50,922	52,103	38,526	40,929	49,748	62,790	38,532	48,881	47,483	28,970	43,285	1.6%	37,151	43,853	50,356	41,778
2018 FTEs	31,572	31,573	51,399	53,185	39,828	42,410	50,421	63,228	39,581	50,242	48,365	29,653	44,288	2.3%	38,182	45,141	51,077	42,753
2019 FTEs	33,081	33,756	52,998	54,250	39,932	42,066	50,474	64,622	40,099	49,004	48,592	30,374	44,937	1.5%	39,945	45,416	51,732	42,657
2020 FTEs	32,916	31,495	31,016	2,305	2,895	12,730	36,054	49,806	33,636	35,861	11,515	22,683	25,243	-43.8%	31,809	5,977	39,832	23,353
2021 FTEs	10,496	8,531	12,017	23,184	25,280	35,434	34,937	62,285	36,915	46,071	45,667	30,261	30,923	22.5%	10,348	27,966	44,712	40,667
2022 FTEs	24,857	23,187	41,632	39,129	29,988	33,274	37,761	50,637	30,908	41,742	41,074	25,791	34,998	13.2%	29,892	34,130	39,769	36,202
2023 FTEs	27,395	28,353	45,552	41,108	33,006	34,738	41,270	54,728	34,469	43,596	43,515	28,338	38,006	8.6%	33,767	36,284	43,489	38,483
2024 FTEs	27,845	27,479	51,606	38,834	34,324	35,474	45,905	60,136	32,767	44,915	45,018	29,376	39,473	3.9%	35,643	36,211	46,269	39,770
2025 FTEs	27,721	26,344	48,282	39,378	33,470	32,829	42,551	57,205	30,048	42,907	42,404	29,343	37,707	-4.5%	34,116	35,226	43,268	38,218
EMPLOYMENT													TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs	Employment (FTEs) and Share of Total (%)			
Total	FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707	50,000				
Total Employment	FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707					
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 2014	%																	
Avg Ann. Change in Share	%																	

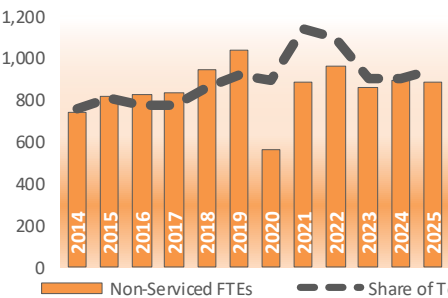
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STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE										2014 to 2025			SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or 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					
% Change 2014 to 2025		-11.9%	-11.7%	-15.5%	-16.8%	-13.6%	-16.1%	-14.4%	-13.1%	-16.6%	-13.3%	-16.9%	-14.4%	-14.5%	Annual Change	-13.1%	-15.5%	-14.7%	-14.8%	
% Change 2024 to 2025		-2.5%	-1.5%	-3.8%	-5.2%	-4.5%	-6.3%	-3.6%	-2.8%	-3.5%	-3.3%	-4.6%	-3.2%	-3.7%		-2.6%	-5.3%	-3.3%	-3.7%	
Average Annual Change		-1.1%	-1.1%	-1.4%	-1.5%	-1.2%	-1.5%	-1.3%	-1.2%	-1.5%	-1.2%	-1.5%	-1.3%	-1.3%		-1.2%	-1.4%	-1.3%	-1.3%	
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		4,965	5,347	5,408	4,868	
2015 FTEs		4,677	4,948	5,105	5,093	5,412	5,194	5,529	5,300	5,070	5,055	4,507	4,799	5,057	-1.7%	4,910	5,233	5,300	4,787	
2016 FTEs		4,780	4,978	5,126	5,183	5,468	5,303	5,649	5,295	5,141	5,117	4,570	4,895	5,125	1.3%	4,961	5,318	5,362	4,861	
2017 FTEs		4,775	4,957	5,129	5,194	5,469	5,258	5,659	5,324	5,118	5,097	4,539	4,908	5,119	-0.1%	4,953	5,307	5,367	4,848	
2018 FTEs		4,923	5,090	5,278	5,298	5,602	5,467	5,796	5,484	5,245	5,293	4,667	5,049	5,266	2.9%	5,097	5,456	5,508	5,003	
2019 FTEs		4,948	5,106	5,272	5,300	5,620	5,494	5,802	5,490	5,228	5,288	4,690	5,028	5,272	0.1%	5,108	5,471	5,507	5,002	
2020 FTEs		4,183	4,792	3,975	645	1,108	1,119	3,728	4,122	3,876	3,133	1,157	2,695	2,878	-45.4%	4,317	957	3,908	2,328	
2021 FTEs		3,880	3,998	4,155	4,089	4,478	4,710	5,115	5,045	4,770	4,849	4,239	4,489	4,485	55.8%	4,011	4,425	4,977	4,525	
2022 FTEs		3,989	4,293	4,491	4,550	4,786	4,669	5,036	4,709	4,457	4,555	3,969	4,338	4,487	0.1%	4,258	4,668	4,734	4,288	
2023 FTEs		4,440	4,598	4,776	4,835	5,107	4,962	5,338	4,980	4,717	4,759	4,127	4,582	4,769	6.3%	4,605	4,968	5,012	4,490	
2024 FTEs		4,224	4,440	4,624	4,602	4,964	4,749	5,044	4,799	4,475	4,574	3,978	4,361	4,569	-4.2%	4,429	4,772	4,773	4,304	
2025 FTEs		4,120	4,371	4,448	4,364	4,741	4,451	4,864	4,665	4,318	4,425	3,794	4,223	4,399	-3.7%	4,313	4,519	4,616	4,147	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Serviced		FTEs	5,147	5,057	5,125	5,119	5,266	5,272	2,878	4,485	4,487	4,769	4,569	4,399						
Total Employment		FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707						
Share of Total		%	13.2%	12.6%	12.0%	11.8%	11.9%	11.7%	11.4%	14.5%	12.8%	12.5%	11.6%	11.7%						
Annual Change in Share		%		-4.3%	-4.5%	-1.7%	0.5%	-1.3%	-2.8%	27.2%	-11.6%	-2.1%	-7.7%	0.8%						
Change in Share from 2014		%		-4.3%	-8.6%	-10.1%	-9.7%	-10.9%	-13.4%	10.2%	-2.6%	-4.7%	-12.0%	-11.4%						
Avg Ann. Change in Share		%		-4.3%	-4.3%	-3.4%	-2.4%	-2.2%	-2.2%	1.5%	-0.3%	-0.5%	-1.2%	-1.0%						

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

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE										2014 to 2025			NON-SERVED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-1.8%	-1.3%	9.7%	19.8%	27.0%	30.7%	22.7%	38.7%	33.5%	12.3%	6.6%	10.5%	19.9%	Annual Change	2.2%	26.2%	31.9%	9.9%
% Change 2024 to 2025		0.9%	3.1%	-2.6%	6.0%	1.3%	-2.4%	-2.1%	-0.2%	-4.5%	1.2%	-2.0%	0.9%	-0.4%		0.3%	1.1%	-2.2%	0.1%
Average Annual Change		-0.2%	-0.1%	0.9%	1.8%	2.5%	2.8%	2.1%	3.5%	3.0%	1.1%	0.6%	1.0%	1.8%		0.2%	2.4%	2.9%	0.9%
2014	FTEs	554	592	587	734	834	895	897	1,000	927	702	582	577	740		578	821	941	620
2015	FTEs	616	657	650	803	911	973	975	1,087	1,011	774	648	643	812	9.8%	641	896	1,024	688
2016	FTEs	628	668	660	816	923	988	995	1,116	1,036	789	657	653	827	1.9%	652	909	1,049	700
2017	FTEs	632	671	663	835	930	992	1,007	1,137	1,043	798	658	655	835	0.9%	655	919	1,062	704
2018	FTEs	690	733	733	908	1,085	1,184	1,148	1,359	1,210	872	731	722	948	13.5%	719	1,059	1,239	775
2019	FTEs	775	812	808	1,016	1,173	1,262	1,264	1,459	1,279	934	822	811	1,035	9.1%	798	1,150	1,334	856
2020	FTEs	663	687	616	104	179	186	883	1,108	1,087	615	173	473	565	-45.4%	655	157	1,026	420
2021	FTEs	520	529	543	707	970	1,181	1,138	1,343	1,322	907	717	694	881	56.1%	531	953	1,268	773
2022	FTEs	677	675	742	903	1,109	1,221	1,190	1,412	1,272	842	708	759	959	8.9%	698	1,078	1,292	770
2023	FTEs	523	541	626	834	1,065	1,124	1,062	1,327	1,248	760	591	613	859	-10.4%	563	1,008	1,213	655
2024	FTEs	539	566	661	829	1,045	1,199	1,124	1,390	1,295	778	633	632	891	3.7%	589	1,024	1,270	681
2025	FTEs	544	584	644	878	1,059	1,170	1,101	1,387	1,238	788	620	637	887	-0.4%	591	1,036	1,242	682
EMPLOYMENT														NON-SERVED ACCOMMODATION					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs	Employment (FTEs) and Share of Total (%)				
Non-Served		FTEs	740	812	827	835	948	1,035	565	881	959	859	891	887					
Total Employment		FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707					
Share of Total		%	1.9%	2.0%	1.9%	1.9%	2.1%	2.3%	2.2%	2.8%	2.7%	2.3%	2.3%	2.4%					
Annual Change in Share		%		6.9%	-4.0%	-0.6%	10.9%	7.6%	-2.9%	27.4%	-3.8%	-17.5%	-0.2%	4.3%					
Change in Share from 2014		%		6.9%	2.6%	2.0%	13.1%	21.7%	18.2%	50.6%	44.9%	19.5%	19.3%	24.4%					
Avg Ann. Change in Share		%		6.9%	1.3%	0.7%	3.3%	4.3%	3.0%	7.2%	5.6%	2.2%	1.9%	2.2%					

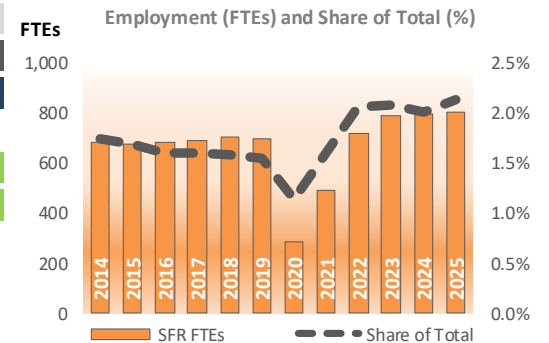
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			SFR		DIRECT EMPLOYMENT				
MARKETING CHESHIRE																				
EMPLOYMENT BY:		MONTH AND QUARTER																		
KEY		SFR												CALENDAR YEAR		QUARTER				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		21.5%	19.0%	11.4%	15.2%	16.9%	16.4%	15.0%	19.9%	17.8%	17.6%	15.4%	17.0%	17.2%	Annual Change	18.9%	16.0%	17.4%	16.8%	
% Change 2024 to 2025		2.5%	4.3%	0.3%	1.0%	0.7%	-1.1%	0.4%	1.2%	0.1%	1.1%	-0.3%	1.5%	1.1%		2.4%	0.5%	0.7%	1.1%	
Average Annual Change		2.0%	1.7%	1.0%	1.4%	1.5%	1.5%	1.4%	1.8%	1.6%	1.6%	1.4%	1.5%	1.6%		1.7%	1.5%	1.6%	1.5%	
2014	FTEs	1,119	368	380	1,123	739	505	877	795	452	394	333	1,098	682	Annual Change	623	789	708	609	
2015	FTEs	1,128	371	372	1,100	735	500	866	794	449	394	331	1,079	677		-0.8%	624	779	703	601
2016	FTEs	1,143	369	369	1,107	735	504	872	790	451	395	332	1,088	680		0.4%	627	782	704	605
2017	FTEs	1,162	374	374	1,127	744	507	885	806	455	400	335	1,107	690		1.5%	637	793	715	614
2018	FTEs	1,175	375	376	1,128	754	522	894	825	463	407	339	1,118	698		1.2%	642	801	728	621
2019	FTEs	1,166	371	369	1,123	748	518	888	818	457	401	337	1,102	692		-0.9%	635	797	721	614
2020	FTEs	1,023	336	176	40	43	33	371	525	316	183	31	357	286		-58.6%	512	39	404	191
2021	FTEs	491	164	179	539	488	430	767	766	455	386	296	929	491		71.5%	278	486	663	537
2022	FTEs	1,151	377	386	1,167	779	543	931	861	484	418	350	1,171	718		46.3%	638	829	759	646
2023	FTEs	1,323	418	417	1,278	850	585	998	925	528	453	378	1,265	785		9.3%	720	904	817	699
2024	FTEs	1,326	420	422	1,280	858	594	1,004	942	532	458	386	1,266	791		0.7%	723	911	826	703
2025	FTEs	1,360	438	423	1,293	864	588	1,008	953	533	463	385	1,285	799		1.1%	740	915	831	711
EMPLOYMENT														SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
SFR		FTEs	682	677	680	690	698	692	286	491	718	785	791	799	1,000 2.5%					
Total Employment		FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707	800 2.0%					
Share of Total		%	1.7%	1.7%	1.6%	1.6%	1.6%	1.5%	1.1%	1.6%	2.1%	2.1%	2.0%	2.1%	600 1.5%					
Annual Change in Share		%		-3.4%	-5.3%	-0.1%	-1.1%	-2.4%	-26.3%	40.0%	29.3%	0.7%	-3.0%	5.9%	400 1.0%					
Change in Share from 2014		%		-3.4%	-8.5%	-8.6%	-9.6%	-11.7%	-35.0%	-9.0%	17.7%	18.5%	14.9%	21.6%	200 0.5%					
Avg Ann. Change in Share		%		-3.4%	-4.3%	-2.9%	-2.4%	-2.3%	-5.8%	-1.3%	2.2%	2.1%	1.5%	2.0%	0 0.0%					
														SFR FTEs Share of Total						

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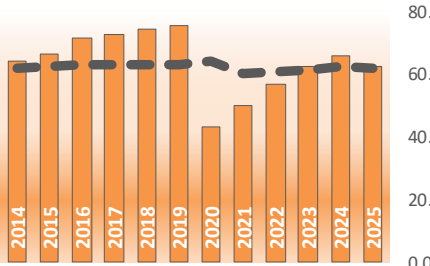
Report Prepared by: Saleem Landi, Date of Issue: 02/07/2026



STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE										2014 to 2025			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		-5.2%	-8.8%	-11.5%	-7.9%	-5.7%	-7.4%	-6.4%	-2.2%	-7.1%	-8.4%	-12.5%	-7.0%	-7.4%	Annual Change	-8.5%	-7.0%	-5.2%	-9.1%	
% Change 2024 to 2025		-1.1%	-0.6%	-3.3%	-2.6%	-3.0%	-5.1%	-2.8%	-1.8%	-3.4%	-2.3%	-4.0%	-1.8%	-2.6%		-1.7%	-3.5%	-2.6%	-2.6%	
Average Annual Change		-0.5%	-0.8%	-1.0%	-0.7%	-0.5%	-0.7%	-0.6%	-0.2%	-0.6%	-0.8%	-1.1%	-0.6%	-0.7%		-0.8%	-0.6%	-0.5%	-0.8%	
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		6,166	6,957	7,058	6,097	
2015 FTEs		6,421	5,977	6,127	6,996	7,058	6,668	7,369	7,181	6,529	6,223	5,486	6,520	6,546	-0.3%	6,175	6,907	7,027	6,076	
2016 FTEs		6,551	6,015	6,155	7,106	7,126	6,795	7,516	7,201	6,628	6,301	5,560	6,635	6,632	1.3%	6,241	7,009	7,115	6,165	
2017 FTEs		6,569	6,002	6,166	7,156	7,143	6,758	7,551	7,267	6,617	6,296	5,533	6,671	6,644	0.2%	6,245	7,019	7,145	6,166	
2018 FTEs		6,788	6,198	6,387	7,334	7,441	7,172	7,838	7,669	6,919	6,571	5,737	6,889	6,912	4.0%	6,458	7,316	7,475	6,399	
2019 FTEs		6,888	6,289	6,450	7,439	7,542	7,273	7,953	7,768	6,964	6,624	5,850	6,941	6,998	1.2%	6,542	7,418	7,561	6,471	
2020 FTEs		5,868	5,815	4,768	789	1,330	1,338	4,982	5,754	5,279	3,931	1,361	3,526	3,728	-46.7%	5,484	1,152	5,338	2,939	
2021 FTEs		4,890	4,691	4,878	5,335	5,936	6,321	7,020	7,153	6,548	6,141	5,252	6,112	5,857	57.1%	4,820	5,864	6,907	5,835	
2022 FTEs		5,818	5,345	5,620	6,619	6,674	6,433	7,157	6,981	6,213	5,815	5,027	6,269	6,164	5.3%	5,594	6,575	6,784	5,704	
2023 FTEs		6,286	5,557	5,819	6,948	7,023	6,671	7,398	7,232	6,494	5,972	5,096	6,461	6,413	4.0%	5,887	6,881	7,041	5,843	
2024 FTEs		6,089	5,426	5,707	6,711	6,868	6,542	7,173	7,130	6,303	5,810	4,997	6,258	6,251	-2.5%	5,740	6,707	6,869	5,688	
2025 FTEs		6,024	5,393	5,515	6,536	6,664	6,209	6,973	7,005	6,089	5,676	4,799	6,146	6,086	-2.6%	5,644	6,470	6,689	5,540	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Staying Visitor		FTEs	6,569	6,546	6,632	6,644	6,912	6,998	3,728	5,857	6,164	6,413	6,251	6,086						
Total Employment		FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707						
Share of Total		%	16.8%	16.3%	15.6%	15.3%	15.6%	15.6%	14.8%	18.9%	17.6%	16.9%	15.8%	16.1%						
Annual Change in Share		%		-3.0%	-4.5%	-1.4%	1.7%	-0.2%	-5.2%	28.2%	-7.0%	-4.2%	-6.1%	1.9%						
Change in Share from 2014		%		-3.0%	-7.3%	-8.6%	-7.1%	-7.3%	-12.1%	12.8%	4.9%	0.5%	-5.7%	-3.9%						
Avg Ann. Change in Share		%		-3.0%	-3.7%	-2.9%	-1.8%	-1.5%	-2.0%	1.8%	0.6%	0.1%	-0.6%	-0.4%						

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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025			DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		2.8%	6.1%	9.5%	-11.6%	-6.2%	-23.1%	-4.8%	7.4%	-23.7%	0.1%	-1.2%	13.8%	-3.0%	Annual Change	6.9%	-14.1%	-4.9%	2.5%	
% Change 2024 to 2025		-0.4%	-5.5%	-6.9%	2.4%	-2.4%	-8.1%	-8.5%	-5.5%	-9.9%	-4.9%	-6.1%	0.3%	-5.0%		-5.0%	-2.5%	-7.4%	-4.2%	
Average Annual Change		0.3%	0.6%	0.9%	-1.1%	-0.6%	-2.1%	-0.4%	0.7%	-2.2%	0.0%	-0.1%	1.3%	-0.3%		0.6%	-1.3%	-0.4%	0.2%	
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		19,703	24,524	28,343	23,796	
2015	FTEs	15,368	15,803	29,074	28,714	21,718	23,871	28,650	40,577	23,226	30,612	25,499	16,095	24,934	3.5%	20,082	24,768	30,817	24,069	
2016	FTEs	16,271	18,421	34,656	28,096	22,758	25,612	30,257	41,154	25,498	32,082	28,419	17,400	26,719	7.2%	23,116	25,489	32,303	25,967	
2017	FTEs	17,349	17,832	33,561	33,525	22,962	25,292	31,074	41,495	23,585	31,931	31,750	16,178	27,211	1.8%	22,914	27,260	32,051	26,620	
2018	FTEs	18,153	18,711	33,754	34,233	23,718	26,044	31,273	41,399	24,135	32,737	32,260	16,528	27,745	2.0%	23,540	27,998	32,269	27,175	
2019	FTEs	19,225	20,318	34,937	34,958	23,709	25,688	31,194	42,378	24,507	31,736	32,322	17,048	28,168	1.5%	24,827	28,118	32,693	27,036	
2020	FTEs	20,119	19,130	19,857	1,134	1,142	8,744	23,434	33,185	21,273	24,304	7,802	14,515	16,220	-42.4%	19,702	3,673	25,964	15,541	
2021	FTEs	3,924	2,585	5,060	13,261	14,188	21,627	20,296	41,310	22,502	30,004	30,681	17,855	18,608	14.7%	3,856	16,359	28,036	26,180	
2022	FTEs	13,877	13,010	26,896	23,998	16,820	19,642	22,152	32,336	18,052	26,838	27,222	14,062	21,242	14.2%	17,928	20,153	24,180	22,708	
2023	FTEs	15,343	16,796	29,757	25,223	18,841	20,576	24,712	35,322	20,546	28,148	29,055	15,865	23,349	9.9%	20,632	21,546	26,860	24,356	
2024	FTEs	15,851	16,202	34,479	23,654	19,968	21,222	28,461	39,522	19,375	29,285	30,266	16,835	24,593	5.3%	22,177	21,614	29,119	25,462	
2025	FTEs	15,789	15,316	32,084	24,224	19,495	19,505	26,048	37,352	17,464	27,838	28,418	16,887	23,368	-5.0%	21,063	21,075	26,954	24,381	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs	Employment (FTEs) and Share of Total (%)					
Day Visitor		FTEs	24,091	24,934	26,719	27,211	27,745	28,168	16,220	18,608	21,242	23,349	24,593	23,368						
Total Employment		FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707						
Share of Total		%	61.6%	62.1%	62.7%	62.9%	62.6%	62.7%	64.3%	60.2%	60.7%	61.4%	62.3%	62.0%						
Annual Change in Share		%		0.8%	1.0%	0.3%	-0.3%	0.1%	2.5%	-6.4%	0.9%	1.2%	1.4%	-0.5%						
Change in Share from 2014		%		0.8%	1.8%	2.1%	1.7%	1.8%	4.3%	-2.3%	-1.5%	-0.3%	1.1%	0.6%						
Avg Ann. Change in Share		%		0.8%	0.9%	0.7%	0.4%	0.4%	0.7%	-0.3%	-0.2%	0.0%	0.1%	0.1%						

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE							2025		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																																				
SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014		SEASONAL AVAILABILITY OF BED SUPPLY 2025 ■ Non-Serviced Accommodation ■ Serviced Accommodation <table><caption>Seasonal Availability of Bed Supply 2025 Data</caption><thead><tr><th>Month</th><th>Non-Serviced Accommodation</th><th>Serviced Accommodation</th><th>Total</th></tr></thead><tbody><tr><td>JAN</td><td>6,863</td><td>16,801</td><td>23,664</td></tr><tr><td>FEB</td><td>6,925</td><td>16,801</td><td>23,726</td></tr><tr><td>MAR</td><td>8,839</td><td>16,801</td><td>25,640</td></tr><tr><td>APR</td><td>9,898</td><td>16,801</td><td>26,699</td></tr><tr><td>MAY</td><td>9,631</td><td>16,801</td><td>26,432</td></tr><tr><td>JUN</td><td>9,631</td><td>16,801</td><td>26,432</td></tr><tr><td>JUL</td><td>9,954</td><td>16,801</td><td>26,755</td></tr><tr><td>AUG</td><td>9,880</td><td>16,801</td><td>26,681</td></tr><tr><td>SEP</td><td>9,880</td><td>16,801</td><td>26,681</td></tr><tr><td>OCT</td><td>9,466</td><td>16,801</td><td>26,267</td></tr><tr><td>NOV</td><td>7,510</td><td>16,801</td><td>24,311</td></tr><tr><td>DEC</td><td>7,336</td><td>16,767</td><td>24,103</td></tr></tbody></table>					Month	Non-Serviced Accommodation	Serviced Accommodation	Total	JAN	6,863	16,801	23,664	FEB	6,925	16,801	23,726	MAR	8,839	16,801	25,640	APR	9,898	16,801	26,699	MAY	9,631	16,801	26,432	JUN	9,631	16,801	26,432	JUL	9,954	16,801	26,755	AUG	9,880	16,801	26,681	SEP	9,880	16,801	26,681	OCT	9,466	16,801	26,267	NOV	7,510	16,801	24,311	DEC	7,336	16,767	24,103
	Month	Non-Serviced Accommodation	Serviced Accommodation	Total																																																											
JAN	6,863	16,801	23,664																																																												
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Est.	Beds	Est.	Beds	Est.	Beds																																																										
Serviced Accommodation Total		269	16,801	-26	-731	-247	-2,087																																																								
+50 Room		52	10,574	-2	-401	-6	-59																																																								
11-50 Room		97	5,136	-2	-141	-11	-471																																																								
<10 Room		120	1,091	-22	-189	-230	-1,557																																																								
NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014																																																										
	Est.	Beds	Est.	Beds	Est.	Beds																																																									
Non-Serviced Accommodation Total		269	9,954	-4	+179	-28	+3,759																																																								
Self catering		178	1,718	-5	-24	-84	-901																																																								
Static caravans/chalets		0	1,230	0	0	0	+951																																																								
Touring caravans/camping		87	6,393	0	0	+52	+3,096																																																								
Youth Hostels		4	613	+1	+203	+1	+191																																																								
DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014																																																										
	Est.	Beds	Est.	Beds	Est.	Beds																																																									
All Paid Accommodation Total		538	26,755	-30	-552	-275	+1,672																																																								
Serviced Accommodation Share of Total		50%	63%																																																												
Non-Serviced Accommodation Share of Total		50%	37%																																																												
SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025																																																														
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																																																			
All Paid Accommodation Total		23,664	23,726	25,640	26,699	26,432	26,432	26,755	26,681	26,681	26,267	24,311	24,103																																																		
Serviced Accommodation		16,801	16,801	16,801	16,801	16,801	16,801	16,801	16,801	16,801	16,801	16,801	16,767																																																		
Non-Serviced Accommodation		6,863	6,925	8,839	9,898	9,631	9,631	9,954	9,880	9,880	9,466	7,510	7,336																																																		

Report Sections With Historic Financial Data Indexed to 2025 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: 2025*

2014	<i>1.55</i>
2015	<i>1.53</i>
2016	<i>1.51</i>
2017	<i>1.48</i>
2018	<i>1.42</i>
2019	<i>1.38</i>
2020	<i>1.35</i>
2021	<i>1.33</i>
2022	<i>1.23</i>
2023	<i>1.09</i>
2024	<i>1.04</i>
2025	<i>1.00</i>

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

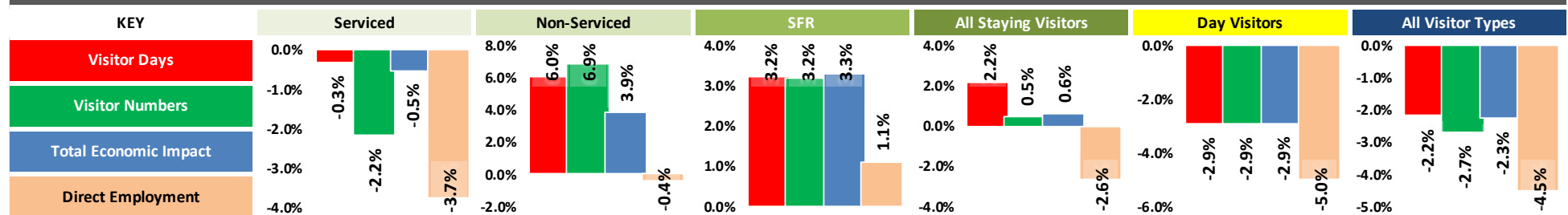
Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

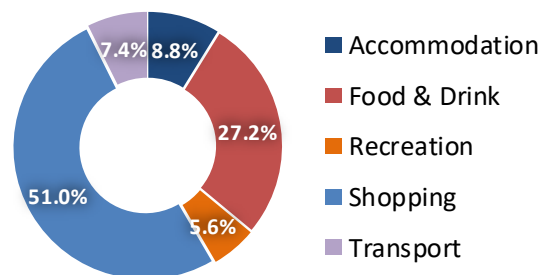
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	3,525	3,536	-0.3%	1,274	1,201	6.0%	3,914	3,791	3.2%	8,713	8,529	2.2%	49.30	50.78	-2.9%	58.02	59.31	-2.2%
Visitor Numbers	M	1,995	2,039	-2.2%	0.188	0.176	6.9%	1,639	1,588	3.2%	3,822	3,803	0.5%	49.30	50.78	-2.9%	53.13	54.59	-2.7%
Direct Expenditure	£Bn																3.275	3,350	-2.2%
Economic Impact	£Bn	0.593	0.596	-0.5%	0.109	0.105	3.9%	0.132	0.128	3.3%	0.834	0.828	0.6%	3.544	3,650	-2.9%	4.378	4,478	-2.3%
Direct Employment	FTEs	4,399	4,569	-3.7%	887	891	-0.4%	799	791	1.1%	6,086	6,251	-2.6%	23,368	24,593	-5.0%	29,454	30,844	-4.5%
Total Employment	FTEs																37,707	39,473	-4.5%

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



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



Direct Expenditure Categories

	2025	2024	+/- %
Accommodation	0.288	0.289	-0.3%
Food & Drink	0.892	0.913	-2.3%
Recreation	0.182	0.187	-2.6%
Shopping	1.672	1.716	-2.6%
Transport	0.241	0.246	-1.8%
TOTAL DIRECT	3.275	3.350	-2.2%
Indirect	1.103	1.129	-2.3%
TOTAL	4.378	4.478	-2.3%

Sectors

	2025	2024	+/- %
Accommodation	2,971	3,103	-4.2%
Food & Drink	8,605	9,000	-4.4%
Recreation	2,130	2,235	-4.7%
Shopping	14,708	15,424	-4.6%
Transport	1,040	1,082	-3.9%
TOTAL DIRECT	29,454	30,844	-4.5%
Indirect	8,253	8,629	-4.4%
TOTAL	37,707	39,473	-4.5%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Total

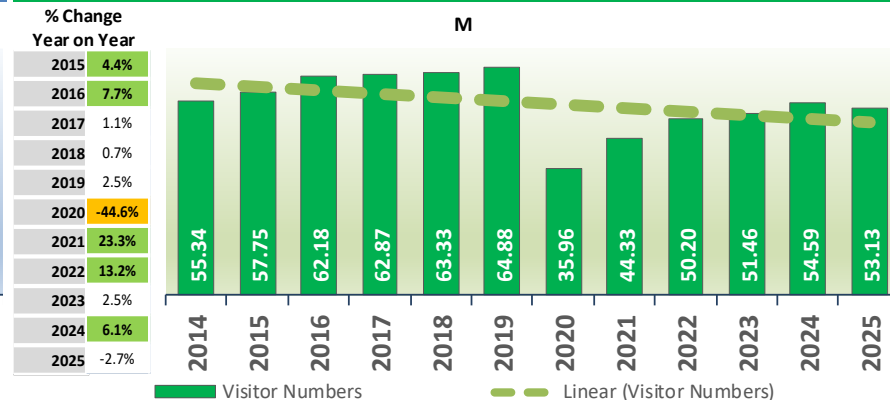


2014 to 2025
2025 Prices

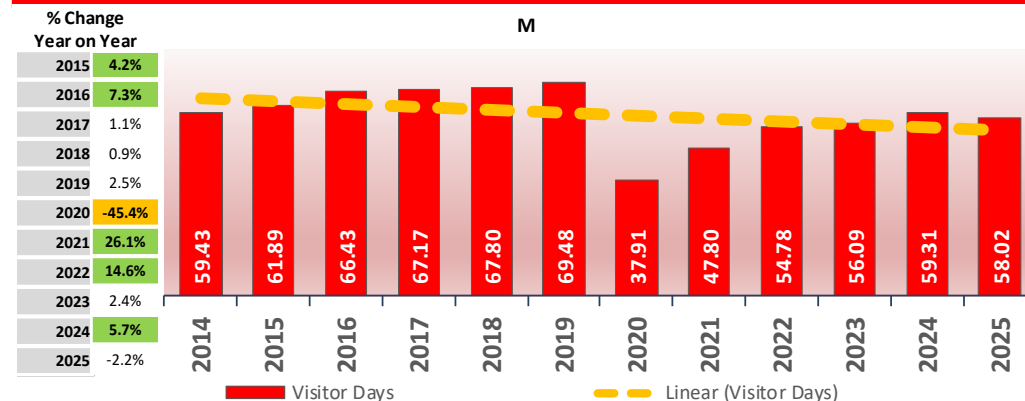
TOTAL

KEY MEASURES
Indexed

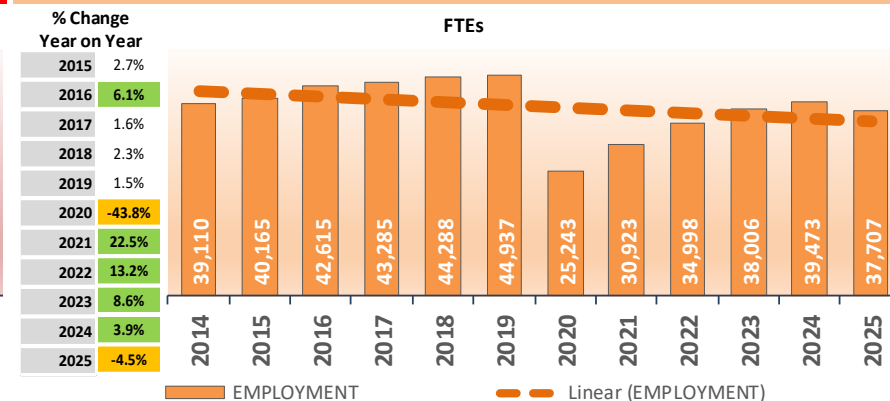
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.0%	11.6%	12.9%	13.9%	16.5%	-38.7%	-21.0%	-8.3%	-7.3%	-2.2%	-4.4%
Visitor Numbers		4.4%	12.4%	13.6%	14.4%	17.2%	-35.0%	-19.9%	-9.3%	-7.0%	-1.4%	-4.0%
Visitor Days		4.2%	11.8%	13.0%	14.1%	16.9%	-36.2%	-19.6%	-7.8%	-5.6%	-0.2%	-2.4%
Total Employment		2.7%	9.0%	10.7%	13.2%	14.9%	-35.5%	-20.9%	-10.5%	-2.8%	0.9%	-3.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Serviced Accommodation

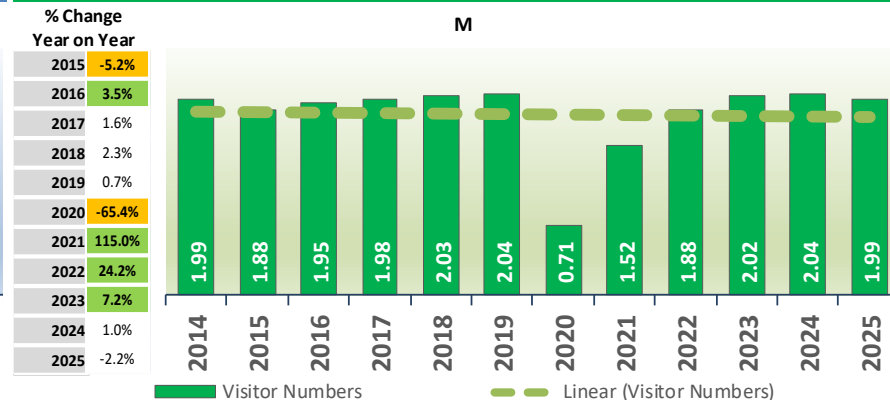


2014 to 2025
2025 Prices

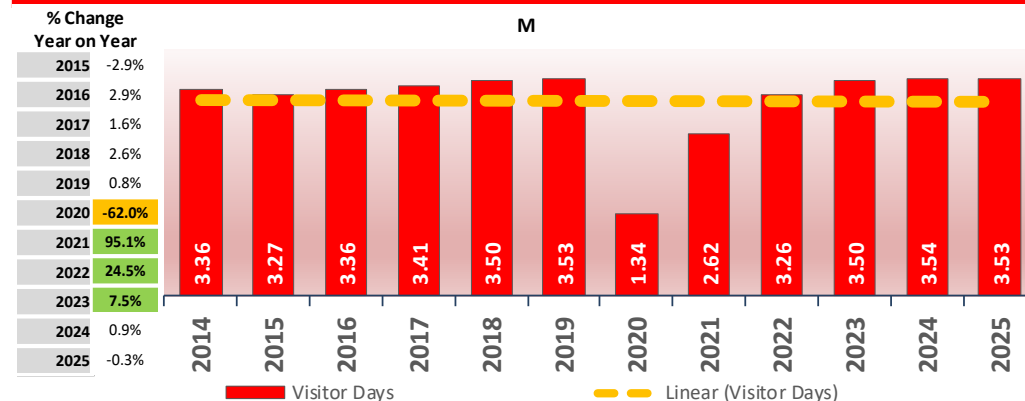
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

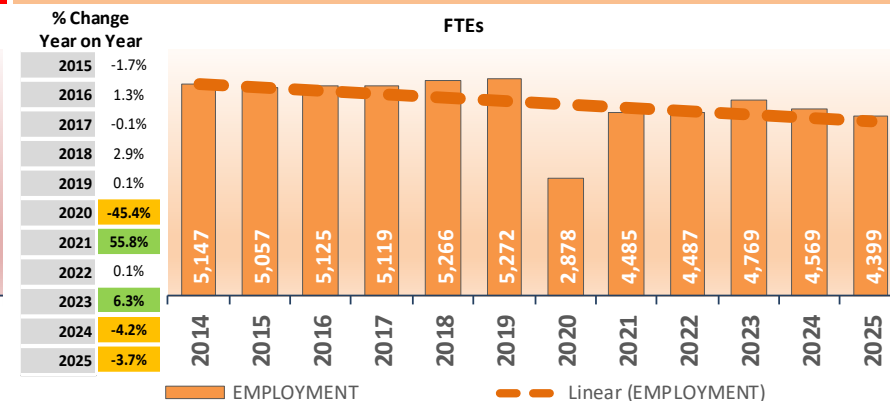
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-0.5%	3.6%	5.3%	6.4%	5.7%	-66.2%	-31.0%	-7.7%	-12.5%	-11.2%	-11.7%
Visitor Numbers		-5.2%	-1.9%	-0.3%	2.0%	2.7%	-64.5%	-23.7%	-5.2%	1.6%	2.6%	0.4%
Visitor Days		-2.9%	-0.1%	1.5%	4.1%	4.9%	-60.1%	-22.1%	-3.0%	4.2%	5.2%	4.8%
Direct Employment		-1.7%	-0.4%	-0.5%	2.3%	2.4%	-44.1%	-12.9%	-12.8%	-7.4%	-11.2%	-14.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Non-Serviced Accommodation

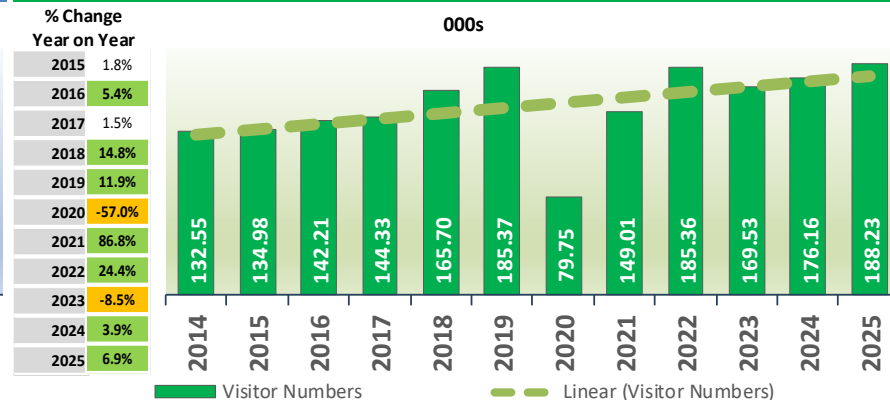


2014 to 2025
2025 Prices

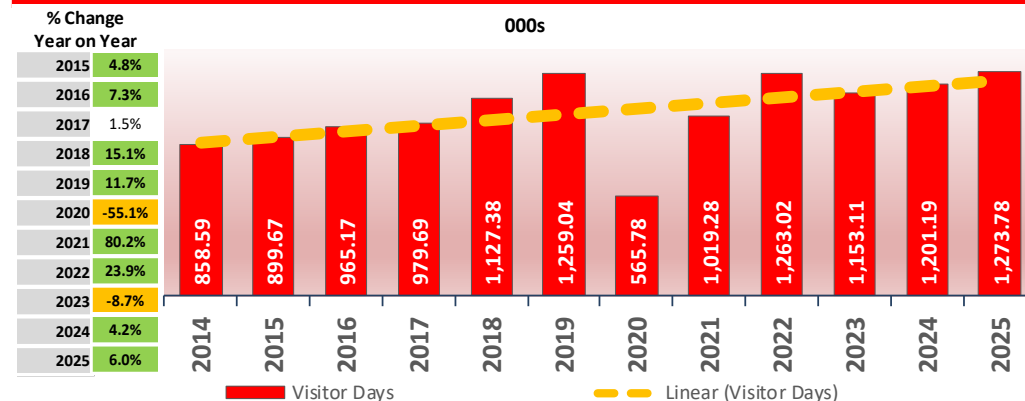
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

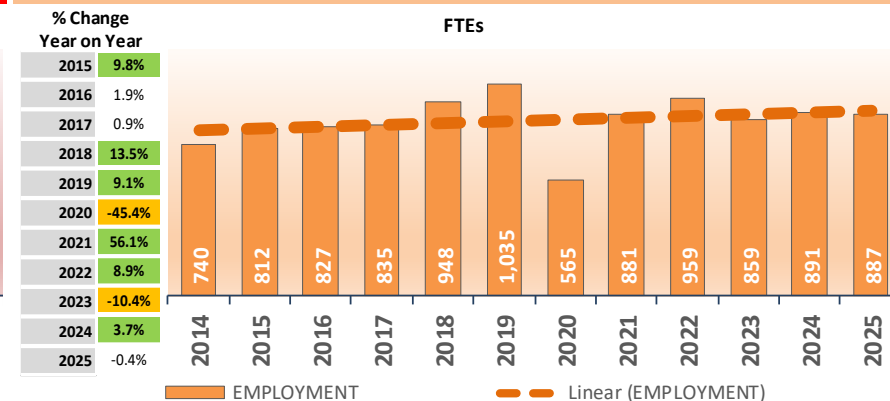
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		7.1%	16.2%	14.6%	30.1%	51.9%	-32.0%	21.8%	51.4%	44.7%	52.8%	58.6%
Visitor Numbers		1.8%	7.3%	8.9%	25.0%	39.9%	-39.8%	12.4%	39.8%	27.9%	32.9%	42.0%
Visitor Days		4.8%	12.4%	14.1%	31.3%	46.6%	-34.1%	18.7%	47.1%	34.3%	39.9%	48.4%
Direct Employment		9.8%	11.8%	12.9%	28.1%	39.8%	-23.7%	19.1%	29.6%	16.1%	20.4%	19.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - SFR



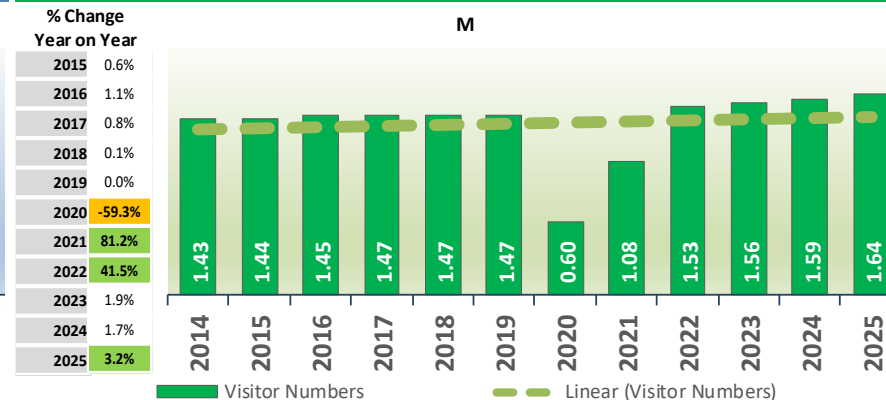
2014 to 2025

2025 Prices

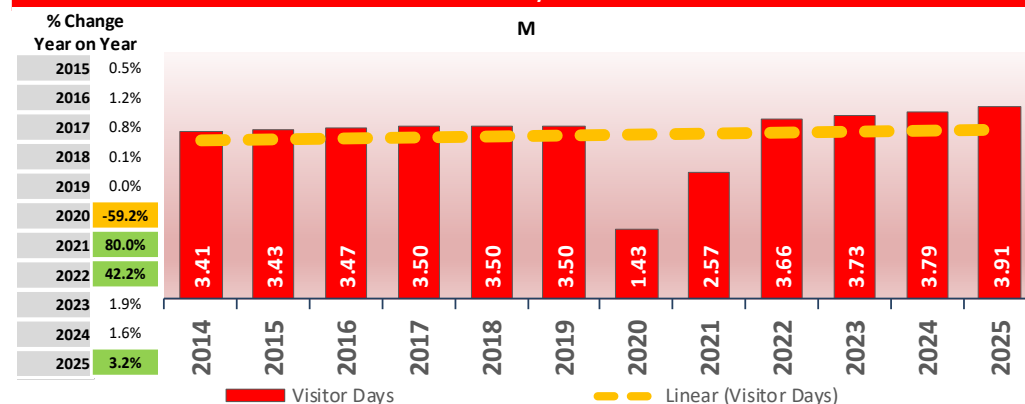
SFR

KEY MEASURES
Indexed

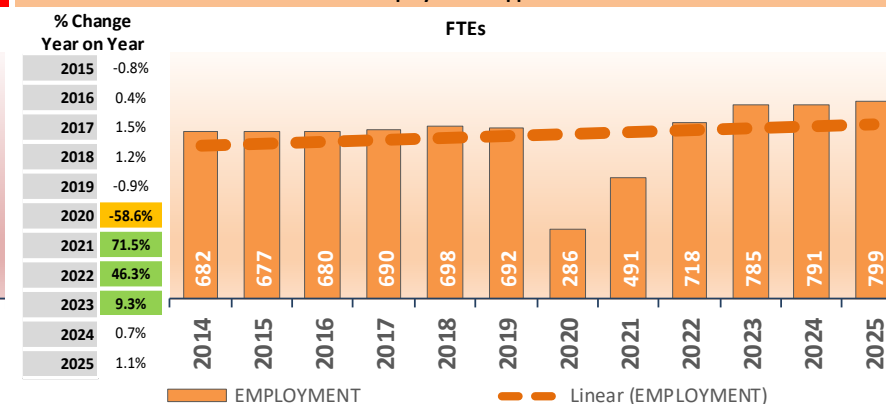
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		0.5%	1.7%	2.5%	2.4%	2.5%	-58.2%	-25.3%	7.4%	9.4%	11.3%	15.0%
Visitor Numbers		0.6%	1.7%	2.5%	2.6%	2.6%	-58.2%	-24.3%	7.2%	9.3%	11.1%	14.6%
Visitor Days		0.5%	1.7%	2.5%	2.6%	2.7%	-58.1%	-24.6%	7.2%	9.3%	11.1%	14.7%
Direct Employment		-0.8%	-0.4%	1.1%	2.4%	1.4%	-58.0%	-28.0%	5.3%	15.1%	15.9%	17.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

Economic Impact - Indexed - Staying Visitor

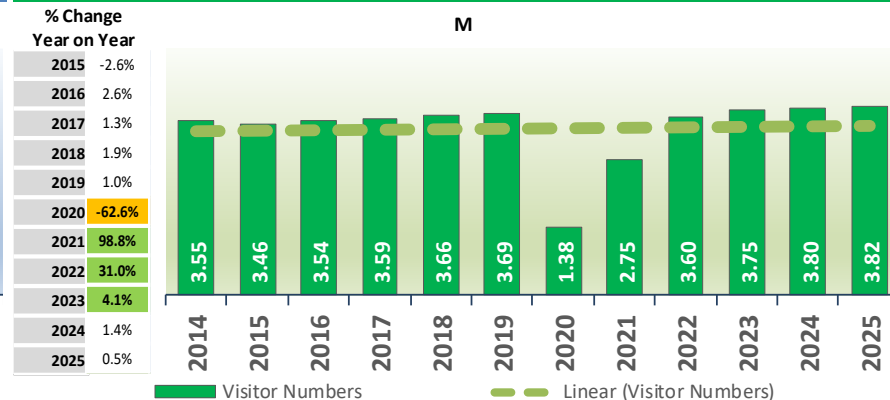


2014 to 2025
2025 Prices

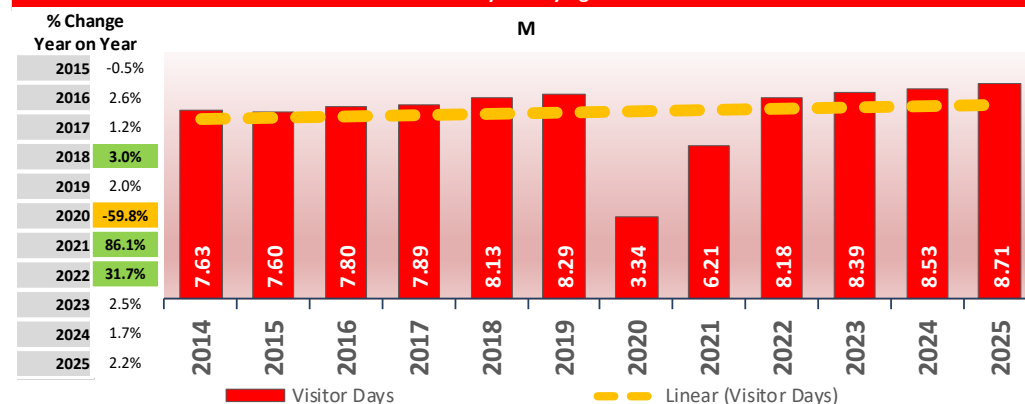
STAYING VISITOR

KEY MEASURES
Indexed

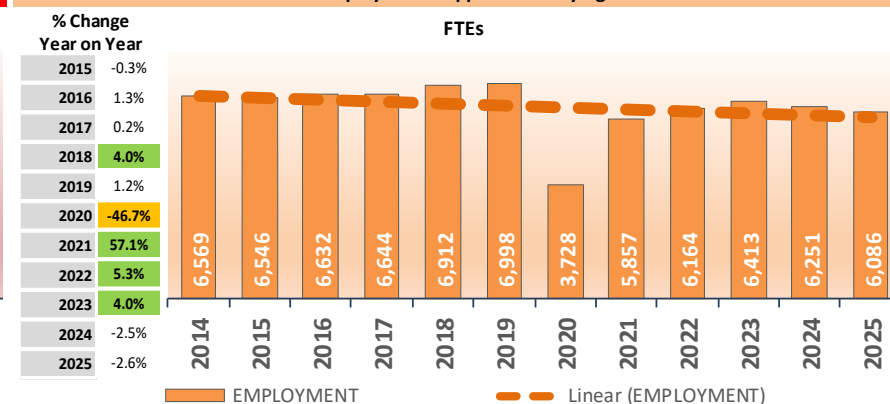
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		0.3%	4.4%	5.7%	7.8%	9.0%	-62.4%	-26.0%	-0.9%	-4.9%	-3.1%	-2.5%
Visitor Numbers		-2.6%	-0.1%	1.2%	3.1%	4.1%	-61.0%	-22.6%	1.5%	5.7%	7.2%	7.7%
Visitor Days		-0.5%	2.1%	3.4%	6.5%	8.6%	-56.3%	-18.6%	7.2%	9.9%	11.7%	14.1%
Direct Employment		-0.3%	1.0%	1.1%	5.2%	6.5%	-43.2%	-10.8%	-6.2%	-2.4%	-4.8%	-7.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
MARKETING CHESHIRE

2014 to 2025
2025 Prices

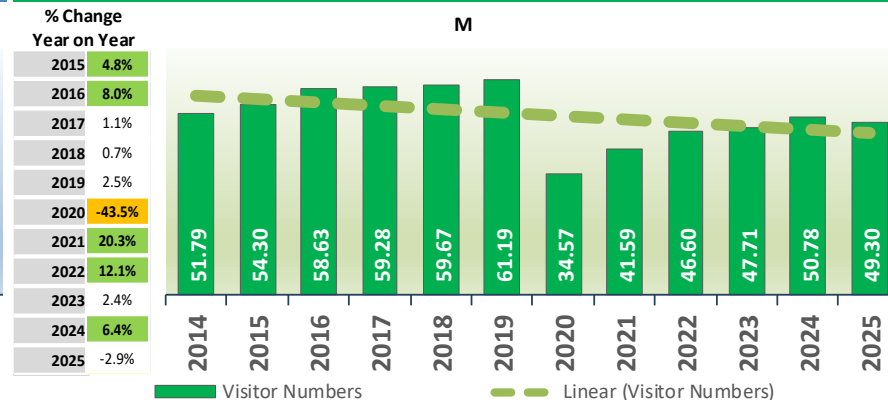
DAY VISITOR

KEY MEASURES
Indexed

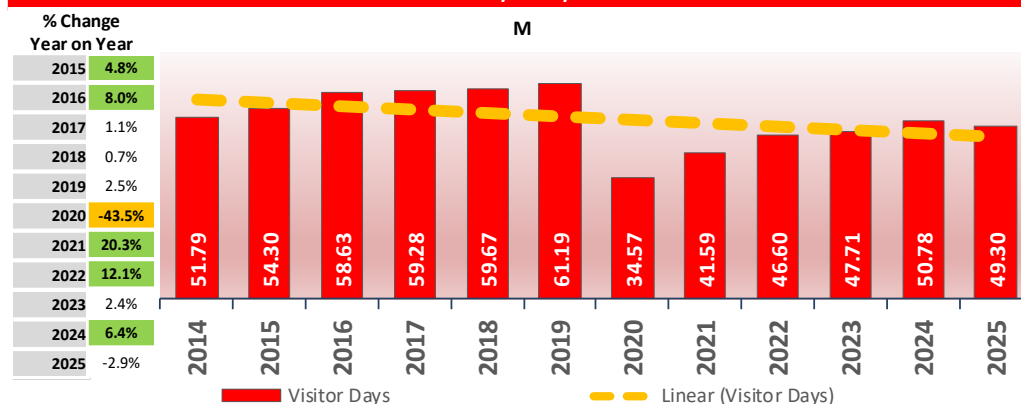
Economic Impact - Indexed - Day Visitor



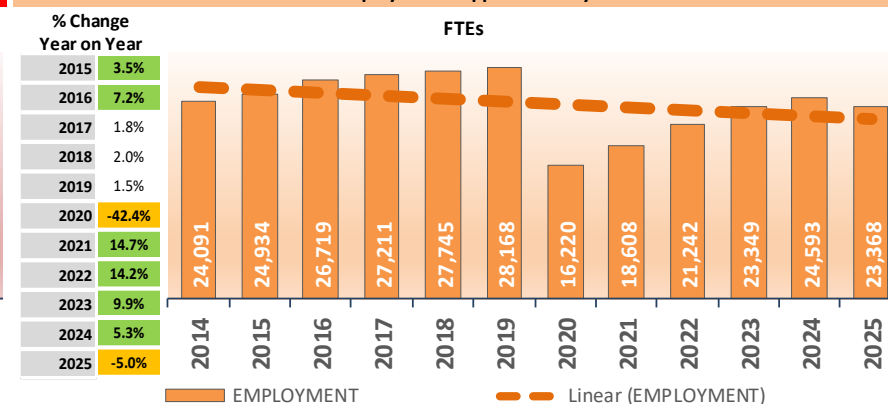
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



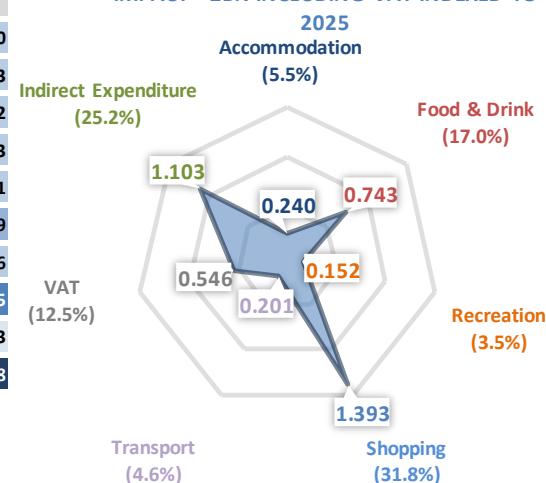
% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.8%	13.3%	14.5%	15.3%	18.3%	-33.3%	-19.8%	-10.0%	-7.9%	-2.0%	-4.8%
Visitor Numbers		4.8%	13.2%	14.5%	15.2%	18.1%	-33.2%	-19.7%	-10.0%	-7.9%	-1.9%	-4.8%
Visitor Days		4.8%	13.2%	14.5%	15.2%	18.1%	-33.2%	-19.7%	-10.0%	-7.9%	-1.9%	-4.8%
Direct Employment		3.5%	10.9%	12.9%	15.2%	16.9%	-32.7%	-22.8%	-11.8%	-3.1%	2.1%	-3.0%

"Linear" = Linear Trendline

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£Bn	0.292	0.295	0.310	0.315	0.317	0.315	0.099	0.196	0.269	0.236	0.241	0.240
Food & Drink	£Bn	0.761	0.792	0.850	0.859	0.868	0.891	0.514	0.617	0.700	0.719	0.761	0.743
Recreation	£Bn	0.157	0.164	0.176	0.178	0.179	0.184	0.106	0.127	0.143	0.147	0.156	0.152
Shopping	£Bn	1.443	1.507	1.621	1.639	1.653	1.695	0.937	1.160	1.316	1.349	1.430	1.393
Transport	£Bn	0.203	0.211	0.228	0.231	0.233	0.239	0.127	0.162	0.191	0.195	0.205	0.201
Direct Revenue	£Bn	2.856	2.968	3.184	3.222	3.250	3.324	1.783	2.263	2.619	2.646	2.792	2.729
VAT	£Bn	0.571	0.594	0.637	0.644	0.650	0.665	0.308	0.443	0.524	0.529	0.558	0.546
Direct Expenditure	£Bn	3.427	3.562	3.821	3.866	3.900	3.989	2.091	2.706	3.143	3.176	3.350	3.275
Indirect Expenditure	£Bn	1.151	1.198	1.288	1.302	1.313	1.345	0.715	0.913	1.055	1.067	1.129	1.103
TOTAL	£Bn	4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378

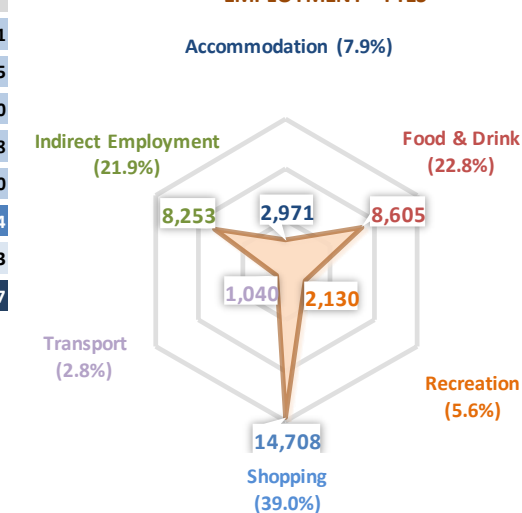
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2025



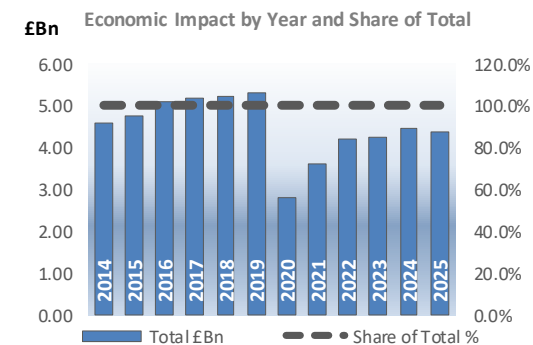
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

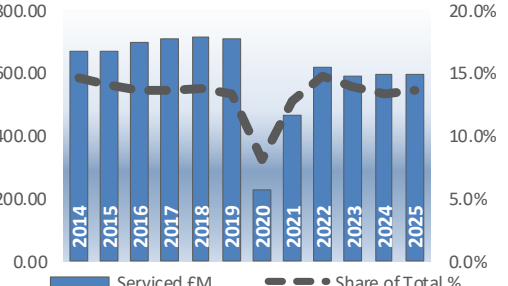
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	3,863	3,893	3,927	3,898	4,029	4,069	2,542	3,702	3,367	3,282	3,103	2,971
Food & Drink	FTEs	8,648	8,888	9,463	9,630	9,891	10,013	5,756	6,740	7,796	8,597	9,000	8,605
Recreation	FTEs	2,169	2,230	2,373	2,416	2,466	2,505	1,440	1,685	1,935	2,137	2,235	2,130
Shopping	FTEs	14,949	15,411	16,454	16,753	17,089	17,378	9,575	11,549	13,357	14,703	15,424	14,708
Transport	FTEs	1,031	1,059	1,134	1,158	1,182	1,202	635	789	951	1,042	1,082	1,040
Direct Employment	FTEs	30,661	31,480	33,351	33,855	34,657	35,167	19,948	24,464	27,406	29,762	30,844	29,454
Indirect Employment	FTEs	8,450	8,684	9,264	9,430	9,631	9,771	5,294	6,459	7,592	8,244	8,629	8,253
TOTAL	FTEs	39,110	40,165	42,615	43,285	44,288	44,937	25,243	30,923	34,998	38,006	39,473	37,707

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



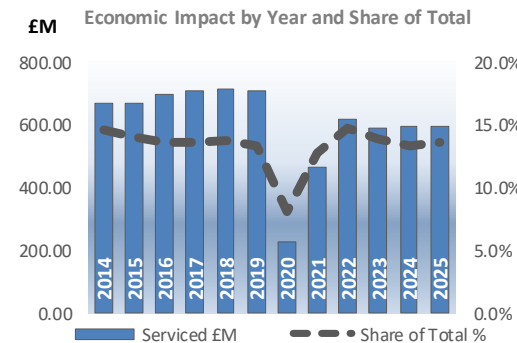
STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 2025 Prices			TOTAL		ECONOMIC IMPACT Indexed																	
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																		
KEY		TOTAL											TOTAL						% Change														
An increase of 3% or more		ECONOMIC IMPACT £Bn - INDEXED TO 2025 / PERCENTAGE CHANGES																															
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2014 to 2025		2.5%	3.3%	4.7%	-11.9%	-7.1%	-21.0%	-6.3%	4.9%	-21.1%	-1.8%	-2.8%	8.7%	-4.4%	Annual Change	3.7%	-13.5%	-5.8%	0.3%														
% Change 2024 to 2025		2.2%	-1.4%	-4.4%	3.7%	-0.4%	-5.8%	-5.1%	-2.6%	-6.2%	-2.3%	-3.8%	2.6%	-2.3%		-1.9%	-0.7%	-4.2%	-1.6%														
Average Annual Change		0.2%	0.3%	0.4%	-1.1%	-0.6%	-1.9%	-0.6%	0.4%	-1.9%	-0.2%	-0.3%	0.8%	-0.4%		0.3%	-1.2%	-0.5%	0.0%														
2014 £Bn		0.257	0.244	0.448	0.431	0.351	0.400	0.451	0.538	0.365	0.421	0.413	0.259	4.578	Annual Change	0.948	1.183	1.354	1.093														
2015 £Bn		0.262	0.266	0.447	0.451	0.368	0.384	0.471	0.621	0.373	0.464	0.376	0.276	4.760		4.0%	0.976	1.203	1.465	1.116													
2016 £Bn		0.280	0.304	0.526	0.450	0.387	0.414	0.500	0.634	0.408	0.489	0.420	0.298	5.109		7.3%	1.109	1.250	1.542	1.207													
2017 £Bn		0.293	0.294	0.509	0.520	0.388	0.407	0.510	0.637	0.381	0.485	0.461	0.283	5.168		1.1%	1.097	1.314	1.528	1.228													
2018 £Bn		0.301	0.302	0.505	0.522	0.394	0.416	0.513	0.636	0.385	0.491	0.463	0.284	5.213		0.9%	1.109	1.332	1.535	1.238													
2019 £Bn		0.319	0.327	0.526	0.537	0.398	0.416	0.518	0.656	0.393	0.483	0.469	0.293	5.334		2.3%	1.171	1.351	1.567	1.245													
2020 £Bn		0.315	0.299	0.289	0.017	0.020	0.119	0.338	0.470	0.307	0.330	0.101	0.201	2.806		-47.4%	0.903	0.156	1.115	0.632													
2021 £Bn		0.077	0.058	0.095	0.215	0.243	0.350	0.360	0.643	0.368	0.462	0.450	0.295	3.619		29.0%	0.231	0.808	1.372	1.208													
2022 £Bn		0.239	0.225	0.418	0.392	0.302	0.333	0.392	0.519	0.307	0.417	0.402	0.254	4.198		16.0%	0.881	1.027	1.218	1.072													
2023 £Bn		0.249	0.259	0.425	0.383	0.309	0.323	0.396	0.520	0.319	0.404	0.397	0.260	4.243		1.1%	0.933	1.015	1.234	1.061													
2024 £Bn		0.257	0.255	0.491	0.367	0.327	0.335	0.445	0.579	0.307	0.423	0.418	0.274	4.478		5.6%	1.003	1.029	1.331	1.115													
2025 £Bn		0.263	0.252	0.469	0.380	0.326	0.316	0.422	0.564	0.288	0.414	0.402	0.281	4.378		-2.3%	0.984	1.022	1.275	1.096													
ECONOMIC IMPACT - INDEXED TO 2025														TOTAL																			
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total																			
Total		£Bn	4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378	6.00 5.00 4.00 3.00 2.00 1.00 0.00 120.0% 100.0% 80.0% 60.0% 40.0% 20.0% 0.0% Total £Bn Share of Total %																		
All Visitor Types		£Bn	4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378																			
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 2014		%																															
Avg Ann. Change in Share		%																															



STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 2025 Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / 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 2014 to 2025		1.8%	-3.2%	-16.7%	-17.5%	-14.1%	-16.0%	-13.8%	-9.8%	-16.2%	-8.8%	-9.6%	-9.0%	-11.7%	Annual Change	-7.2%	-15.8%	-13.1%	-9.1%	
% Change 2024 to 2025		3.6%	4.9%	-1.0%	-3.9%	-2.7%	-6.3%	-0.4%	1.4%	0.3%	0.2%	-2.3%	1.3%	-0.5%		2.3%	-4.3%	0.4%	-0.1%	
Average Annual Change		0.2%	-0.3%	-1.5%	-1.6%	-1.3%	-1.5%	-1.3%	-0.9%	-1.5%	-0.8%	-0.9%	-0.8%	-1.1%		-0.7%	-1.4%	-1.2%	-0.8%	
2014 £M		40.55	49.15	59.80	57.59	66.00	59.24	76.76	67.60	55.55	53.98	35.92	48.93	671.06		149.50	182.83	199.91	138.83	
2015 £M		42.63	51.21	57.00	55.42	66.43	58.47	75.41	68.69	54.57	55.10	35.94	46.94	667.82	-0.5%	150.84	180.32	198.68	137.98	
2016 £M		45.92	52.13	57.77	58.46	68.51	62.16	79.77	68.83	56.97	57.23	37.70	50.04	695.48	4.1%	155.82	189.13	205.57	144.97	
2017 £M		46.94	52.48	58.93	59.77	69.55	61.81	81.16	70.99	57.38	57.68	37.94	51.87	706.49	1.6%	158.35	191.13	209.52	147.49	
2018 £M		47.08	51.99	58.51	58.21	68.11	63.38	86.04	76.11	56.55	58.79	38.06	51.46	714.28	1.1%	157.58	189.70	218.70	148.30	
2019 £M		47.28	51.90	57.65	57.68	67.96	63.54	85.33	75.40	55.53	58.13	38.39	50.30	709.07	-0.7%	156.83	189.17	216.26	146.81	
2020 £M		33.61	41.05	22.65	2.012	3.907	4.157	24.22	35.53	25.86	18.86	3.325	11.46	226.64	-68.0%	97.31	10.08	85.61	33.65	
2021 £M		19.08	22.17	26.60	25.92	37.34	43.53	64.61	62.73	45.29	48.01	30.04	37.84	463.17	104.4%	67.85	106.80	172.63	115.90	
2022 £M		35.45	44.55	51.02	52.18	59.51	55.79	73.73	64.08	49.40	52.92	34.32	46.48	619.43	33.7%	131.02	167.48	187.22	133.72	
2023 £M		39.97	43.70	48.54	49.44	56.13	52.48	67.93	59.25	46.56	48.03	31.57	43.79	587.39	-5.2%	132.21	158.06	173.74	123.39	
2024 £M		39.87	45.36	50.28	49.42	58.23	53.10	66.46	60.16	46.41	49.14	33.26	43.94	595.62	1.4%	135.51	160.74	173.03	126.34	
2025 £M		41.29	47.58	49.80	47.51	56.66	49.74	66.20	61.00	46.54	49.23	32.48	44.53	592.55	-0.5%	138.66	153.91	173.73	126.24	
ECONOMIC IMPACT - INDEXED TO 2025														SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total					
Serviced		£M	671.06	667.82	695.48	706.49	714.28	709.07	226.64	463.17	619.43	587.39	595.62	592.55						
All Visitor Types		£Bn	4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378						
Share of Total		%	14.7%	14.0%	13.6%	13.7%	13.7%	13.3%	8.1%	12.8%	14.8%	13.8%	13.3%	13.5%						
Annual Change in Share		%		-4.3%	-3.0%	0.4%	0.2%	-3.0%	-39.2%	58.4%	15.3%	-6.2%	-3.9%	1.8%						
Change in Share from 2014		%		-4.3%	-7.1%	-6.7%	-6.5%	-9.3%	-44.9%	-12.7%	0.7%	-5.6%	-9.3%	-7.7%						
Avg Ann. Change in Share		%		-4.3%	-3.6%	-2.2%	-1.6%	-1.9%	-7.5%	-1.8%	0.1%	-0.6%	-0.9%	-0.7%						

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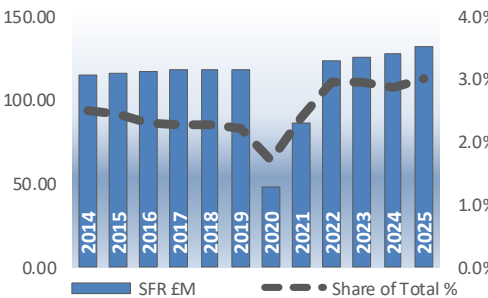
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26



STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		37.5%	31.6%	44.7%	65.8%	60.0%	62.1%	52.4%	72.3%	66.9%	52.8%	49.0%	64.5%	58.6%	Annual Change	37.9%	62.3%	64.3%	55.0%	
% Change 2024 to 2025		11.0%	17.2%	-0.4%	18.5%	6.2%	-0.4%	0.4%	3.0%	-3.8%	9.0%	1.2%	8.6%	3.9%		8.5%	6.4%	0.1%	6.6%	
Average Annual Change		3.4%	2.9%	4.1%	6.0%	5.5%	5.6%	4.8%	6.6%	6.1%	4.8%	4.5%	5.9%	5.3%		3.4%	5.7%	5.8%	5.0%	
2014 £M		2.662	3.438	3.288	5.253	6.732	7.817	9.219	10.92	8.420	4.720	3.178	3.108	68.75	Annual Change	9.388	19.80	28.56	11.01	
2015 £M		2.925	3.753	3.506	5.562	7.198	8.319	9.702	11.57	9.002	5.122	3.508	3.440	73.61		7.1%	10.18	21.08	30.28	12.07
2016 £M		3.263	4.154	3.898	6.057	7.715	8.907	10.42	12.48	9.722	5.666	3.841	3.774	79.91		8.6%	11.32	22.68	32.63	13.28
2017 £M		3.126	3.962	3.698	6.061	7.446	8.588	10.70	13.04	9.556	5.427	3.614	3.597	78.81		-1.4%	10.79	22.10	33.29	12.64
2018 £M		3.319	4.164	3.950	6.318	8.958	10.71	11.74	15.39	11.23	5.806	3.972	3.914	89.46		13.5%	11.43	25.98	38.35	13.69
2019 £M		4.357	5.087	4.755	7.951	10.19	11.77	14.12	17.43	12.10	6.574	5.105	5.014	104.46		16.8%	14.20	29.91	43.65	16.69
2020 £M		4.074	3.494	2.261	0.110	0.232	0.352	7.948	11.70	10.21	3.928	0.180	2.254	46.75		-55.2%	9.829	0.693	29.86	6.362
2021 £M		0.662	0.764	0.787	3.186	7.770	11.61	12.52	16.20	14.35	7.249	4.471	4.135	83.71		79.1%	2.212	22.57	43.08	15.86
2022 £M		4.025	3.911	5.049	7.141	10.29	12.30	14.03	17.91	13.39	6.055	4.442	5.581	104.12		24.4%	12.98	29.73	45.33	16.08
2023 £M		3.382	3.744	4.431	7.637	10.69	11.66	12.01	16.33	14.02	6.530	4.275	4.760	99.47		-4.5%	11.56	29.99	42.36	15.57
2024 £M		3.298	3.862	4.774	7.348	10.14	12.72	13.99	18.27	14.62	6.615	4.681	4.711	105.02		5.6%	11.93	30.20	46.88	16.01
2025 £M		3.661	4.526	4.757	8.710	10.77	12.67	14.05	18.81	14.06	7.211	4.736	5.114	109.07		3.9%	12.94	32.15	46.92	17.06
ECONOMIC IMPACT - INDEXED TO 2025														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Non-Serviced £M		68.75	73.61	79.91	78.81	89.46	104.46	46.75	83.71	104.12	99.47	105.02	109.07							
All Visitor Types £Bn		4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378							
Share of Total %		1.5%	1.5%	1.6%	1.5%	1.7%	2.0%	1.7%	2.3%	2.5%	2.3%	2.3%	2.5%							
Annual Change in Share %			3.0%	1.1%	-2.5%	12.5%	14.1%	-14.9%	38.8%	7.2%	-5.5%	0.0%	6.2%							
Change in Share from 2014 %			3.0%	4.1%	1.5%	14.3%	30.4%	10.9%	54.0%	65.1%	56.1%	56.1%	65.9%							
Avg Ann. Change in Share %			3.0%	2.1%	0.5%	3.6%	6.1%	1.8%	7.7%	8.1%	6.2%	5.6%	6.0%							

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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 2025 Prices			SFR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / 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 2014 to 2025		19.2%	16.8%	9.1%	13.0%	14.6%	14.2%	12.8%	17.5%	15.5%	15.3%	13.2%	14.8%		15.0%	16.7%	13.7%	15.2%	14.6%	
% Change 2024 to 2025		4.7%	6.6%	2.5%	3.2%	2.9%	1.1%	2.6%	3.4%	2.3%	3.3%	1.9%	3.7%		3.3%	4.7%	2.7%	2.9%	3.3%	
Average Annual Change		1.7%	1.5%	0.8%	1.2%	1.3%	1.3%	1.2%	1.6%	1.4%	1.4%	1.2%	1.3%		1.4%	1.5%	1.2%	1.4%	1.3%	
2014	£M	15.71	5.149	5.334	15.77	10.37	7.119	12.26	11.15	6.337	5.514	4.688	15.42		114.82	26.19	33.26	29.75	25.62	
2015	£M	16.05	5.261	5.284	15.65	10.46	7.136	12.27	11.28	6.369	5.585	4.718	15.34		115.40	0.5%	26.59	33.25	29.92	25.64
2016	£M	16.39	5.278	5.284	15.87	10.53	7.253	12.45	11.31	6.447	5.642	4.766	15.58		116.80	1.2%	26.95	33.66	30.21	25.99
2017	£M	16.54	5.298	5.314	16.03	10.59	7.244	12.55	11.46	6.468	5.674	4.779	15.75	117.69	0.8%	27.15	33.87	30.47	26.20	
2018	£M	16.50	5.255	5.282	15.85	10.59	7.362	12.51	11.58	6.498	5.705	4.769	15.71	117.62	-0.1%	27.04	33.80	30.59	26.18	
2019	£M	16.55	5.244	5.241	15.95	10.62	7.376	12.56	11.60	6.469	5.683	4.797	15.65	117.73	0.1%	27.03	33.94	30.63	26.13	
2020	£M	14.57	4.779	2.510	0.565	0.610	0.477	5.163	7.176	4.309	2.502	0.432	4.887	47.98	-59.2%	21.86	1.652	16.65	7.821	
2021	£M	6.925	2.298	2.525	7.906	7.147	6.321	11.19	11.20	6.653	5.630	4.348	13.60	85.75	78.7%	11.75	21.37	29.04	23.58	
2022	£M	16.47	5.381	5.528	16.71	11.15	7.800	13.28	12.31	6.922	5.964	5.017	16.77	123.32	43.8%	27.38	35.67	32.52	27.75	
2023	£M	17.65	5.561	5.564	17.06	11.34	7.826	13.26	12.33	7.032	6.033	5.057	16.88	125.60	1.8%	28.78	36.23	32.62	27.97	
2024	£M	17.87	5.643	5.683	17.26	11.56	8.038	13.48	12.67	7.159	6.155	5.208	17.06	127.79	1.7%	29.20	36.85	33.31	28.43	
2025	£M	18.72	6.016	5.822	17.81	11.89	8.127	13.83	13.11	7.323	6.357	5.307	17.70	132.01	3.3%	30.56	37.83	34.26	29.36	
ECONOMIC IMPACT - INDEXED TO 2025														SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M	Economic Impact by Year and Share of Total					
SFR		£M	114.82	115.40	116.80	117.69	117.62	117.73	47.98	85.75	123.32	125.60	127.79	132.01						
All Visitor Types		£Bn	4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378						
Share of Total		%	2.5%	2.4%	2.3%	2.3%	2.3%	2.2%	1.7%	2.4%	2.9%	3.0%	2.9%	3.0%						
Annual Change in Share		%		-3.3%	-5.7%	-0.4%	-0.9%	-2.2%	-22.5%	38.6%	24.0%	0.8%	-3.6%	5.7%						
Change in Share from 2014		%		-3.3%	-8.9%	-9.2%	-10.0%	-12.0%	-31.8%	-5.5%	17.1%	18.0%	13.8%	20.2%						
Avg Ann. Change in Share		%		-3.3%	-4.4%	-3.1%	-2.5%	-2.4%	-5.3%	-0.8%	2.1%	2.0%	1.4%	1.8%						

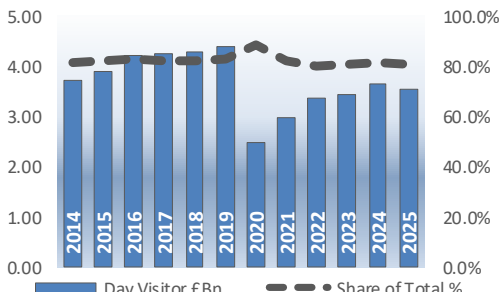
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 2025 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 2025 / 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 2014 to 2025		8.1%	0.7%	-11.8%	-5.8%	-4.5%	-4.9%	-4.2%	3.6%	-3.4%	-2.2%	-2.9%	-0.2%	-2.5%	Annual Change	-1.6%	-5.1%	-1.3%	-1.6%
% Change 2024 to 2025		4.3%	5.9%	-0.6%	0.0%	-0.7%	-4.5%	0.2%	2.0%	-0.4%	1.4%	-1.4%	2.5%	0.6%		3.1%	-1.7%	0.7%	1.1%
Average Annual Change		0.7%	0.1%	-1.1%	-0.5%	-0.4%	-0.4%	-0.4%	0.3%	-0.3%	-0.2%	-0.3%	0.0%	-0.2%		-0.1%	-0.5%	-0.1%	-0.1%
2014 £M		58.92	57.74	68.42	78.61	83.11	74.18	98.24	89.67	70.30	64.22	43.78	67.45	854.63		185.08	235.89	258.21	175.45
2015 £M		61.60	60.22	65.79	76.63	84.09	73.93	97.38	91.55	69.94	65.80	44.16	65.72	856.83	0.3%	187.62	234.65	258.87	175.69
2016 £M		65.57	61.56	66.95	80.39	86.76	78.32	102.64	92.62	73.14	68.53	46.30	69.40	892.19	4.1%	194.08	245.47	268.41	184.24
2017 £M		66.60	61.74	67.94	81.87	87.58	77.64	104.40	95.49	73.40	68.78	46.33	71.22	903.00	1.2%	196.28	247.09	273.29	186.34
2018 £M		66.90	61.41	67.74	80.38	87.66	81.44	110.29	103.07	74.28	70.30	46.80	71.08	921.36	2.0%	196.05	249.48	287.65	188.18
2019 £M		68.18	62.23	67.64	81.58	88.77	82.68	112.01	104.42	74.11	70.38	48.29	70.96	931.26	1.1%	198.06	253.03	290.54	189.63
2020 £M		52.25	49.32	27.42	2.687	4.749	4.986	37.33	54.41	40.38	25.29	3.937	18.60	321.37	-65.5%	128.99	12.42	132.13	47.83
2021 £M		26.66	25.24	29.91	37.01	52.26	61.46	88.33	90.13	66.29	60.89	38.86	55.58	632.63	96.9%	81.81	150.74	244.75	155.33
2022 £M		55.95	53.84	61.60	76.03	80.95	75.90	101.05	94.30	69.71	64.93	43.78	68.84	846.88	33.9%	171.39	232.88	265.07	177.55
2023 £M		61.00	53.00	58.54	74.14	78.16	71.97	93.19	87.90	67.62	60.59	40.90	65.43	812.46	-4.1%	172.54	224.27	248.72	166.93
2024 £M		61.04	54.87	60.74	74.02	79.92	73.86	93.93	91.10	68.19	61.91	43.15	65.72	828.43	2.0%	176.64	227.80	253.21	170.78
2025 £M		63.67	58.12	60.37	74.03	79.32	70.53	94.08	92.91	67.92	62.80	42.53	67.34	833.63	0.6%	182.16	223.89	254.91	172.67
ECONOMIC IMPACT - INDEXED TO 2025														STAYING VISITOR					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
Staying Visitor £M		854.63	856.83	892.19	903.00	921.36	931.26	321.37	632.63	846.88	812.46	828.43	833.63						
All Visitor Types £Bn		4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378						
Share of Total %		18.7%	18.0%	17.5%	17.5%	17.7%	17.5%	11.5%	17.5%	20.2%	19.1%	18.5%	19.0%						
Annual Change in Share %			-3.6%	-3.0%	0.1%	1.1%	-1.2%	-34.4%	52.6%	15.4%	-5.1%	-3.4%	2.9%						
Change in Share from 2014 %			-3.6%	-6.5%	-6.4%	-5.3%	-6.5%	-38.6%	-6.4%	8.1%	2.6%	-0.9%	2.0%						
Avg Ann. Change in Share %			-3.6%	-3.2%	-2.1%	-1.3%	-1.3%	-6.4%	-0.9%	1.0%	0.3%	-0.1%	0.2%						

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STEAM REPORT FOR 2014-2025 - FINAL MARKETING CHESHIRE											2014 to 2025 2025 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 2025 / 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 2014 to 2025		0.8%	4.1%	7.7%	-13.2%	-7.9%	-24.6%	-6.9%	5.1%	-25.3%	-1.7%	-2.8%	11.8%		-4.8%	5.0%	-15.6%	-6.9%	0.7%	
% Change 2024 to 2025		1.6%	-3.4%	-4.9%	4.7%	-0.2%	-6.1%	-6.5%	-3.4%	-7.8%	-2.9%	-4.0%	2.6%		-2.9%	-3.0%	-0.4%	-5.4%	-2.1%	
Average Annual Change		0.1%	0.4%	0.7%	-1.2%	-0.7%	-2.2%	-0.6%	0.5%	-2.3%	-0.2%	-0.3%	1.1%		-0.4%	0.5%	-1.4%	-0.6%	0.1%	
2014	£Bn	0.198	0.186	0.380	0.353	0.268	0.326	0.352	0.448	0.295	0.357	0.369	0.191		3.723	0.763	0.947	1.096	0.918	
2015	£Bn	0.200	0.206	0.381	0.374	0.284	0.310	0.374	0.530	0.303	0.398	0.332	0.210		3.903	4.8%	0.788	0.968	1.206	0.941
2016	£Bn	0.214	0.242	0.459	0.369	0.300	0.336	0.398	0.541	0.335	0.421	0.373	0.229		4.217	8.0%	0.915	1.005	1.274	1.023
2017	£Bn	0.227	0.233	0.441	0.438	0.300	0.329	0.406	0.542	0.308	0.416	0.414	0.211	4.265	1.1%	0.901	1.067	1.255	1.042	
2018	£Bn	0.234	0.241	0.438	0.441	0.306	0.334	0.403	0.533	0.311	0.421	0.416	0.213	4.292	0.6%	0.913	1.082	1.247	1.050	
2019	£Bn	0.250	0.264	0.458	0.455	0.309	0.333	0.406	0.551	0.319	0.412	0.421	0.222	4.403	2.6%	0.973	1.098	1.276	1.056	
2020	£Bn	0.263	0.250	0.261	0.015	0.015	0.114	0.300	0.416	0.267	0.304	0.098	0.182	2.484	-43.6%	0.774	0.143	0.983	0.584	
2021	£Bn	0.051	0.033	0.066	0.178	0.191	0.289	0.272	0.553	0.301	0.401	0.411	0.240	2.986	20.2%	0.149	0.657	1.127	1.053	
2022	£Bn	0.183	0.171	0.356	0.316	0.222	0.257	0.291	0.425	0.237	0.352	0.358	0.185	3.351	12.2%	0.710	0.794	0.953	0.895	
2023	£Bn	0.188	0.206	0.367	0.309	0.231	0.251	0.302	0.432	0.251	0.344	0.356	0.194	3.430	2.4%	0.761	0.791	0.985	0.894	
2024	£Bn	0.196	0.200	0.430	0.293	0.247	0.262	0.351	0.488	0.239	0.361	0.374	0.208	3.650	6.4%	0.827	0.802	1.078	0.944	
2025	£Bn	0.199	0.194	0.409	0.306	0.247	0.246	0.328	0.471	0.220	0.351	0.359	0.214	3.544	-2.9%	0.802	0.799	1.020	0.924	
ECONOMIC IMPACT - INDEXED TO 2025														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total						
Day Visitor		£Bn	3.723	3.903	4.217	4.265	4.292	4.403	2.484	2.986	3.351	3.430	3.650	3.544						
All Visitor Types		£Bn	4.578	4.760	5.109	5.168	5.213	5.334	2.806	3.619	4.198	4.243	4.478	4.378						
Share of Total		%	81.3%	82.0%	82.5%	82.5%	82.3%	82.5%	88.5%	82.5%	79.8%	80.9%	81.5%	81.0%						
Annual Change in Share		%		0.8%	0.7%	0.0%	-0.2%	0.3%	7.3%	-6.8%	-3.3%	1.3%	0.8%	-0.7%						
Change in Share from 2014		%		0.8%	1.5%	1.5%	1.2%	1.5%	8.9%	1.5%	-1.8%	-0.6%	0.2%	-0.5%						
Avg Ann. Change in Share		%		0.8%	0.7%	0.5%	0.3%	0.3%	1.5%	0.2%	-0.2%	-0.1%	0.0%	0.0%						

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