



STEAM REPORT FOR 2014-2025 - FINAL

Final

CHESHIRE EAST

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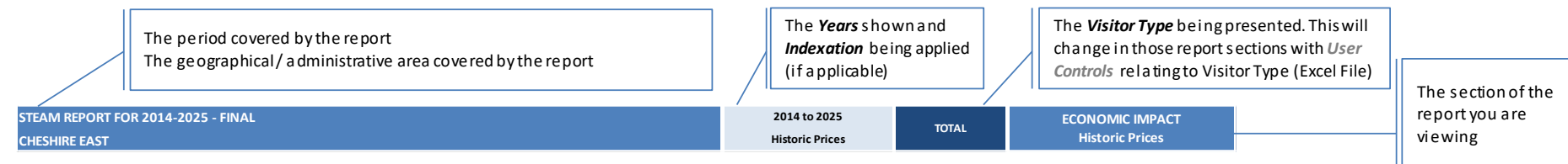
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Report Section Design and Features

Headers

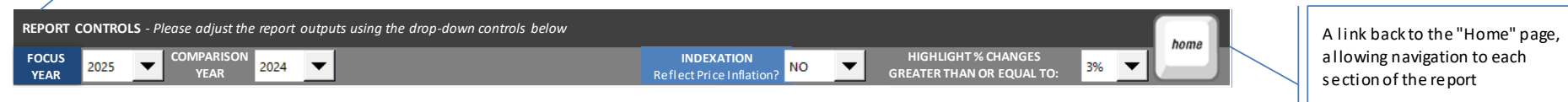
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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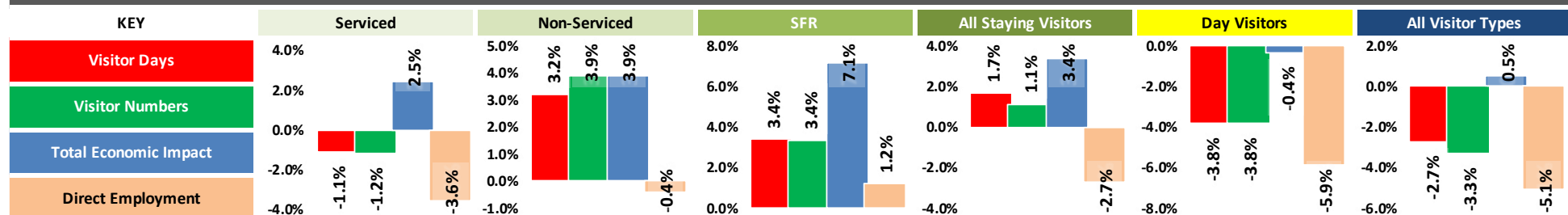
Comparing 2025 and 2024
All £'s Historic Prices

COMPARATIVE HEADLINES

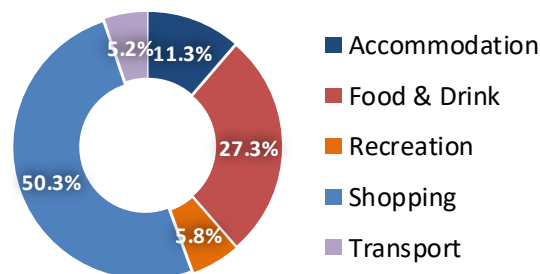
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

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	+/- %	2025	2024	+/- %
Visitor Days	M	1.191	1.205	-1.1%	0.334	0.323	3.2%	1.733	1.677	3.4%	3.259	3.205	1.7%	12.32	12.81	-3.8%	15.58	16.02	-2.7%
Visitor Numbers	M	0.714	0.722	-1.2%	0.049	0.047	3.9%	0.725	0.702	3.4%	1.488	1.471	1.1%	12.32	12.81	-3.8%	13.81	14.28	-3.3%
Direct Expenditure	£Bn																0.846	0.841	0.6%
Economic Impact	£Bn	0.199	0.194	2.5%	0.023	0.022	3.9%	0.049	0.045	7.1%	0.271	0.262	3.4%	0.857	0.861	-0.4%	1.128	1.122	0.5%
Direct Employment	FTEs	1,601	1,661	-3.6%	185	186	-0.4%	281	278	1.2%	2,067	2,125	-2.7%	5,767	6,129	-5.9%	7,834	8,253	-5.1%
Total Employment	FTEs																9,944	10,479	-5.1%

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	0.096	0.093	2.5%
Food & Drink	0.231	0.230	0.3%
Recreation	0.049	0.049	0.2%
Shopping	0.426	0.425	0.1%
Transport	0.044	0.043	2.3%
TOTAL DIRECT	0.846	0.841	0.6%
Indirect	0.282	0.281	0.4%
TOTAL	1.128	1.122	0.5%

Sectors

	2025	2024	+/- %
Accommodation	1,089	1,129	-3.5%
Food & Drink	2,229	2,354	-5.3%
Recreation	578	611	-5.3%
Shopping	3,748	3,962	-5.4%
Transport	190	197	-3.4%
TOTAL DIRECT	7,834	8,253	-5.1%
Indirect	2,110	2,225	-5.2%
TOTAL	9,944	10,479	-5.1%

Sectoral Distribution of Employment - FTEs



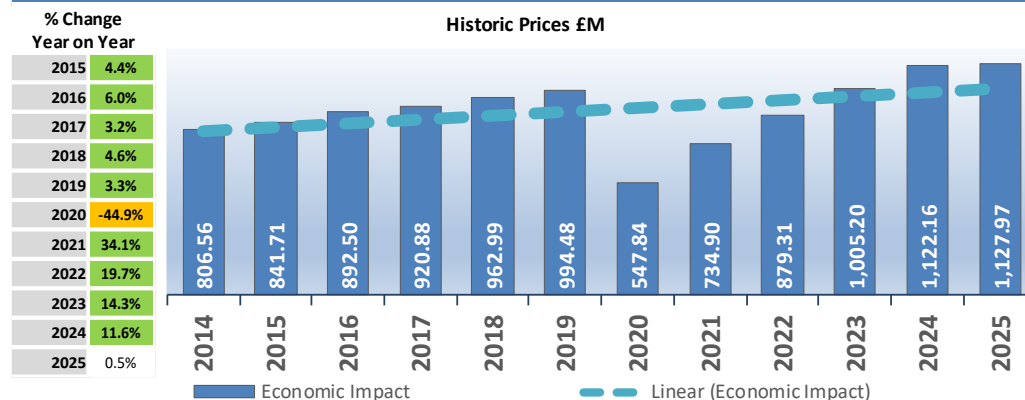
Direct Employment Categories

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

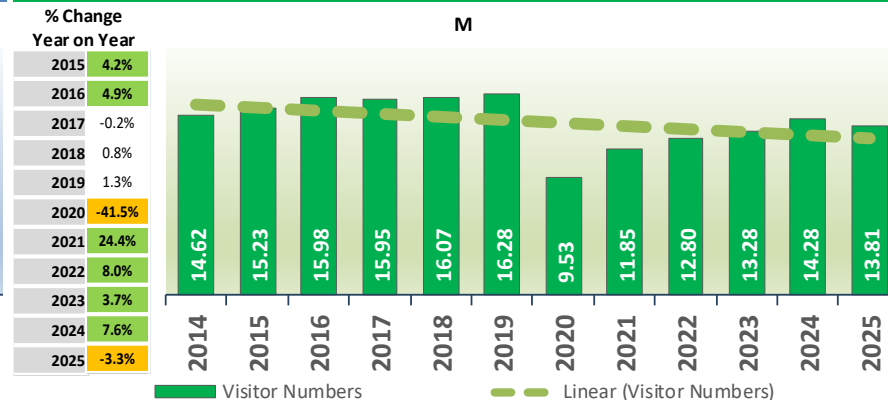


2014 to 2025
Historic Prices

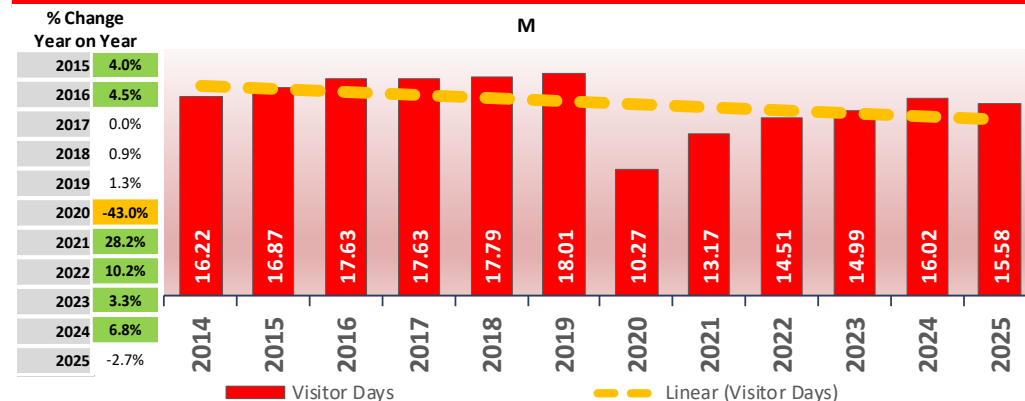
TOTAL

KEY MEASURES
Historic Prices

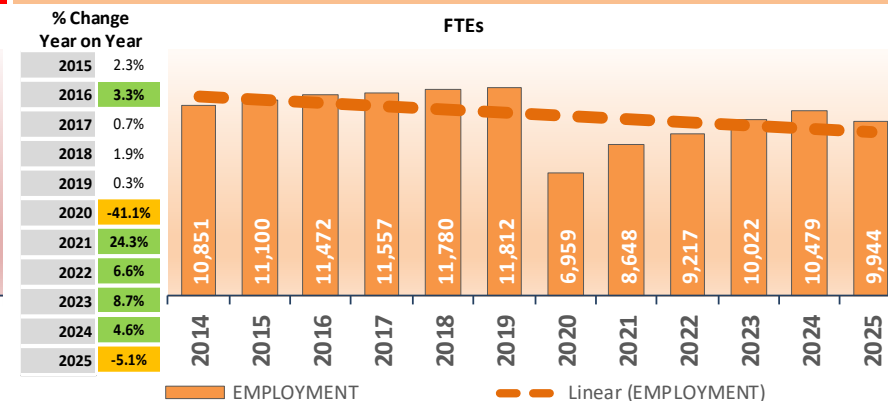
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

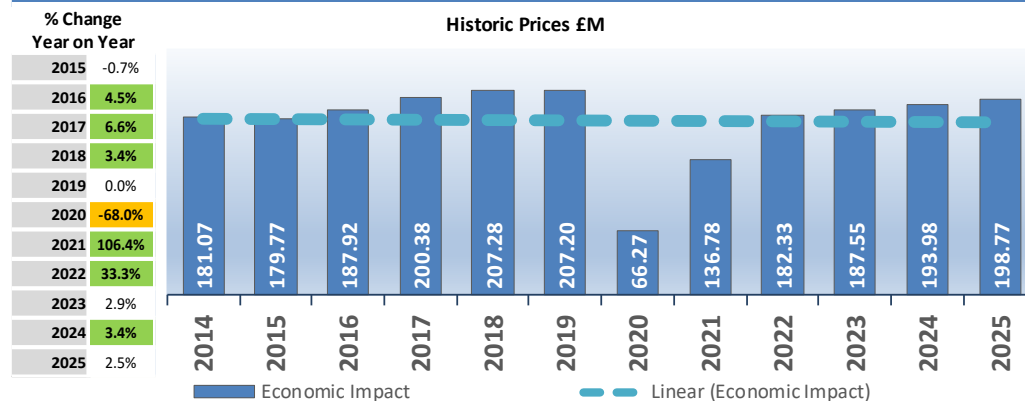


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		4.4%	10.7%	14.2%	19.4%	23.3%	-32.1%	-8.9%	9.0%	24.6%	39.1%	39.8%
Visitor Numbers		4.2%	9.3%	9.1%	9.9%	11.4%	-34.8%	-18.9%	-12.5%	-9.2%	-2.3%	-5.5%
Visitor Days		4.0%	8.7%	8.7%	9.6%	11.0%	-36.7%	-18.8%	-10.5%	-7.6%	-1.3%	-4.0%
Total Employment		2.3%	5.7%	6.5%	8.6%	8.9%	-35.9%	-20.3%	-15.1%	-7.6%	-3.4%	-8.4%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Serviced Accommodation

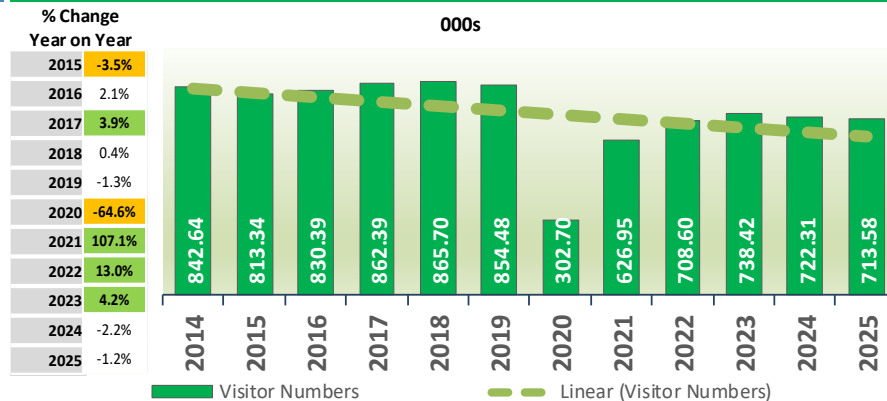


2014 to 2025
Historic Prices

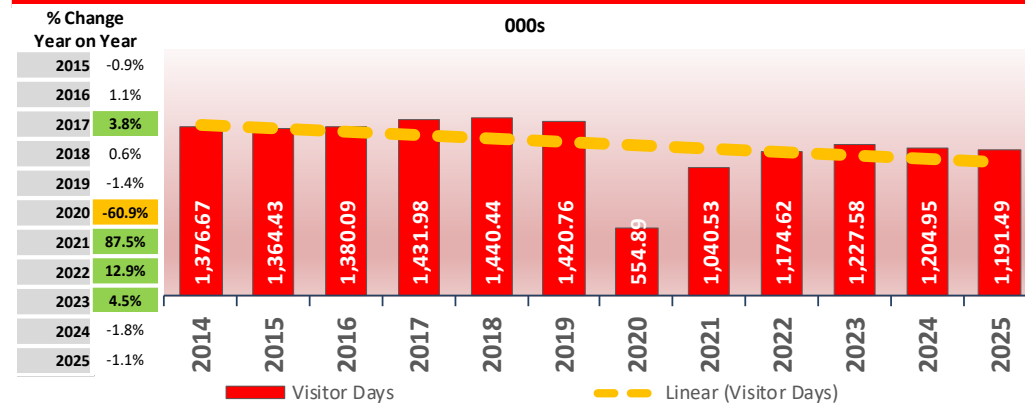
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

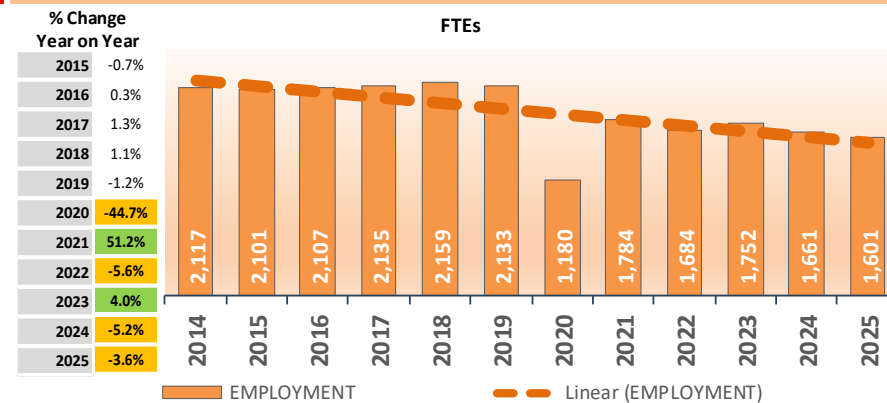
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

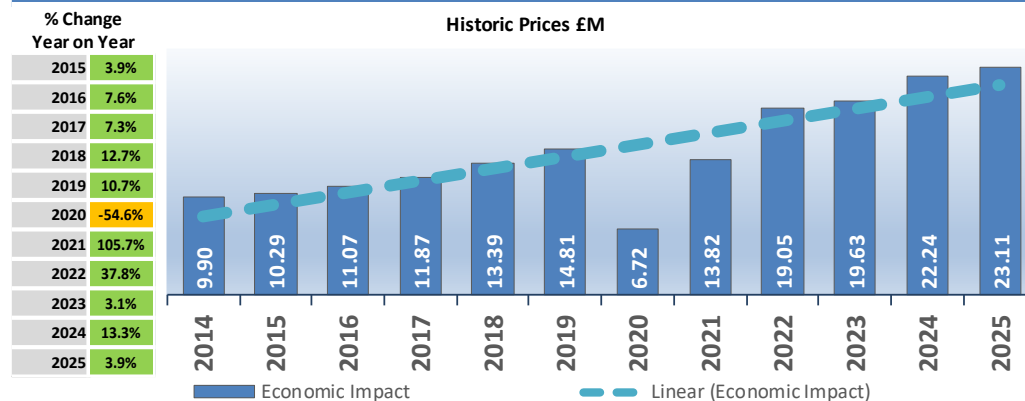


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-0.7%	3.8%	10.7%	14.5%	14.4%	-63.4%	-24.5%	0.7%	3.6%	7.1%	9.8%
Visitor Numbers		-3.5%	-1.5%	2.3%	2.7%	1.4%	-64.1%	-25.6%	-15.9%	-12.4%	-14.3%	-15.3%
Visitor Days		-0.9%	0.2%	4.0%	4.6%	3.2%	-59.7%	-24.4%	-14.7%	-10.8%	-12.5%	-13.5%
Direct Employment		-0.7%	-0.5%	0.9%	2.0%	0.8%	-44.3%	-15.7%	-20.4%	-17.2%	-21.5%	-24.4%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Non-Serviced Accommodation

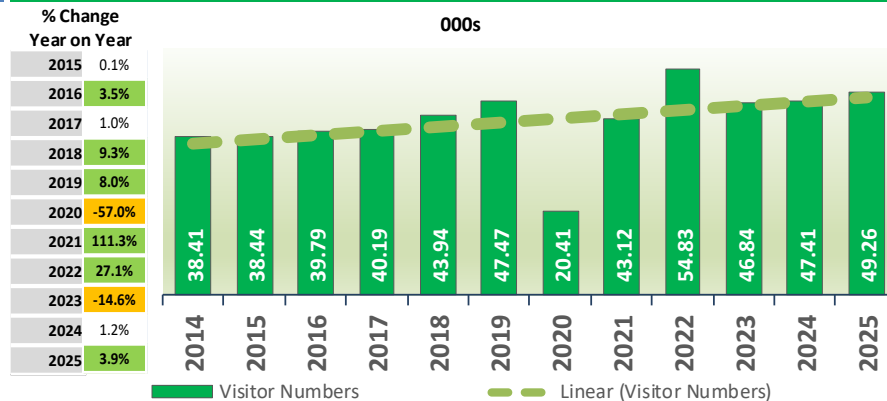


2014 to 2025
Historic Prices

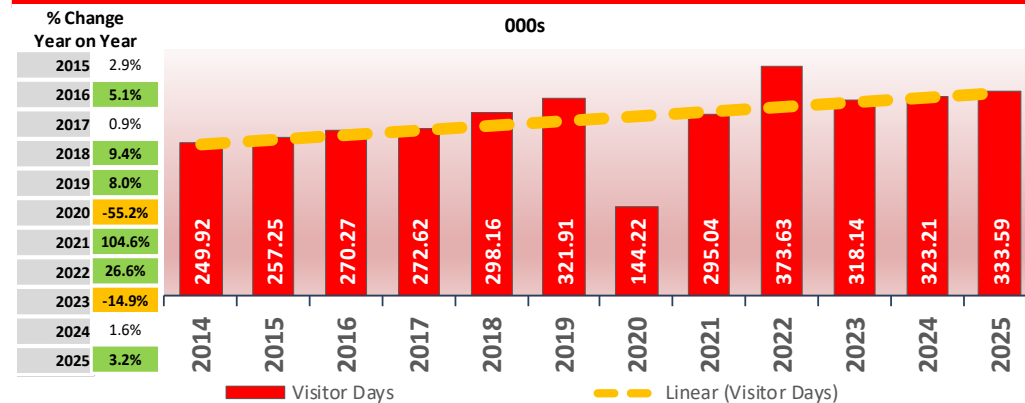
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

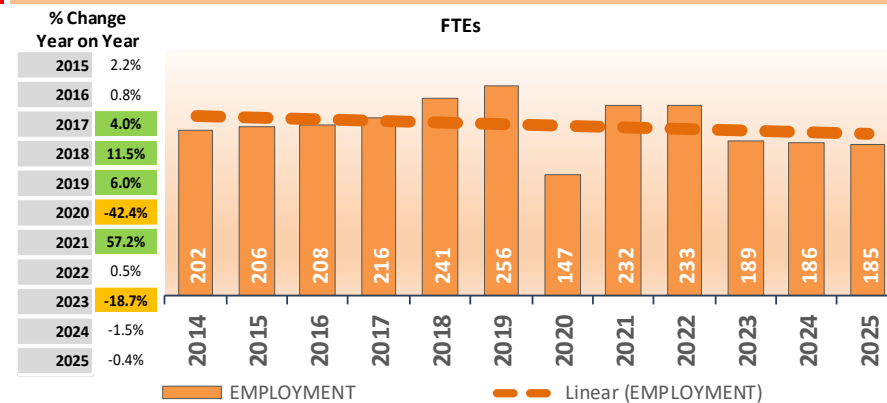
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

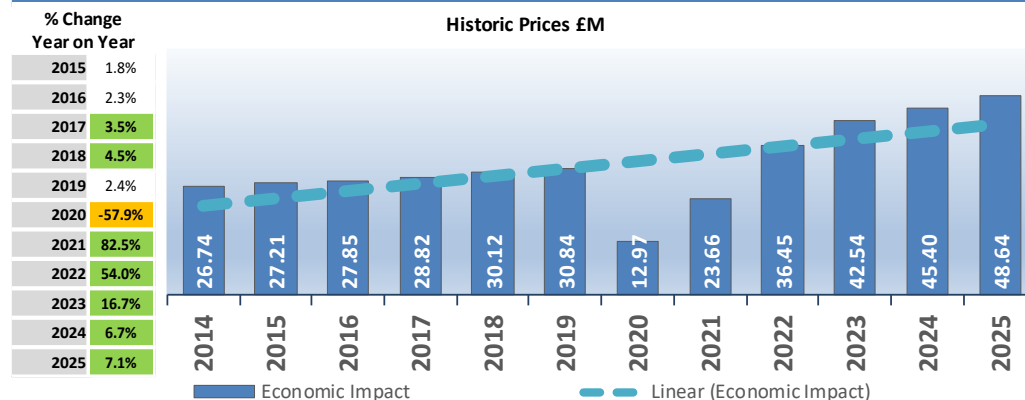


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		3.9%	11.8%	19.9%	35.2%	49.6%	-32.1%	39.6%	92.4%	98.3%	124.7%	133.5%
Visitor Numbers		0.1%	3.6%	4.6%	14.4%	23.6%	-46.9%	12.3%	42.7%	21.9%	23.4%	28.2%
Visitor Days		2.9%	8.1%	9.1%	19.3%	28.8%	-42.3%	18.1%	49.5%	27.3%	29.3%	33.5%
Direct Employment		2.2%	3.0%	7.2%	19.5%	26.6%	-27.0%	14.8%	15.3%	-6.3%	-7.7%	-8.1%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR

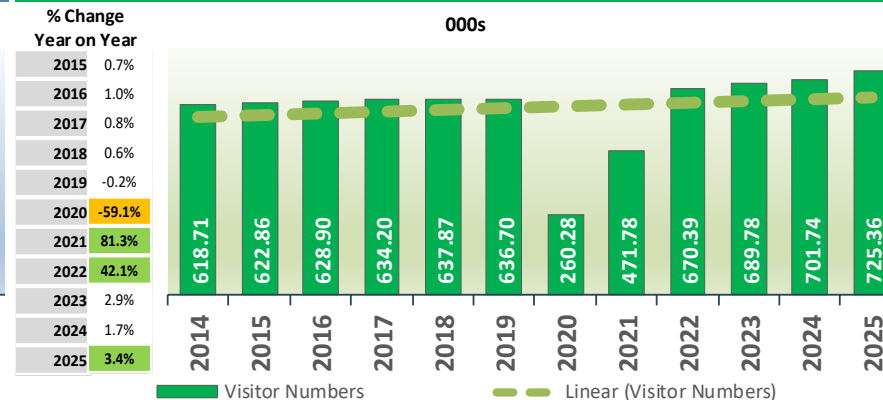


2014 to 2025
Historic Prices

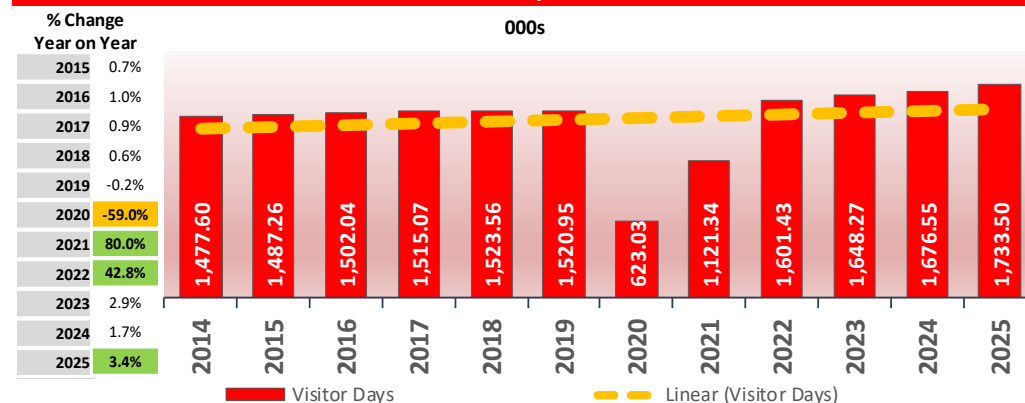
SFR

KEY MEASURES
Historic Prices

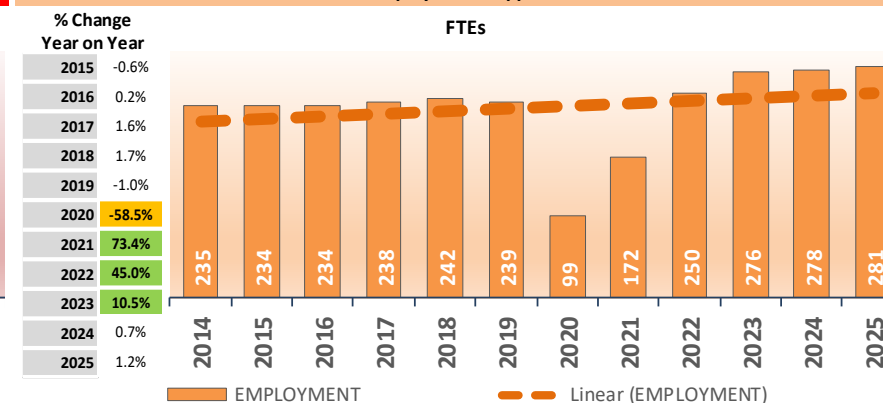
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

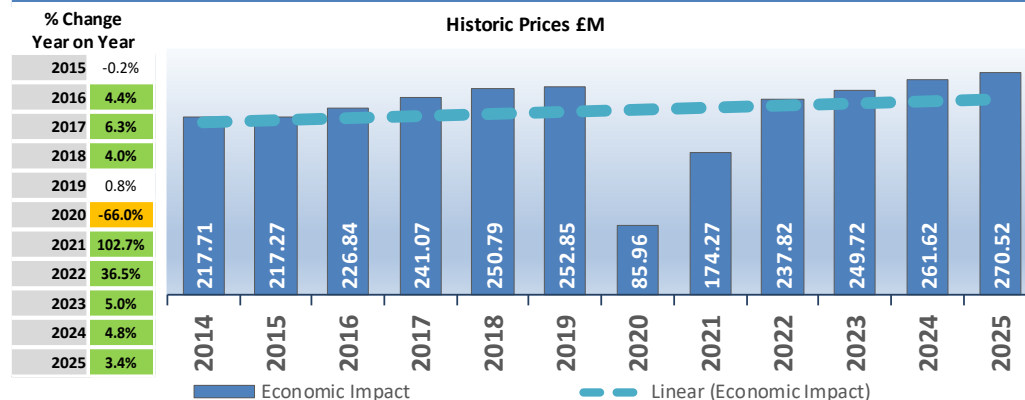


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		1.8%	4.1%	7.8%	12.6%	15.3%	-51.5%	-11.5%	36.3%	59.1%	69.8%	81.9%
Visitor Numbers		0.7%	1.6%	2.5%	3.1%	2.9%	-57.9%	-23.7%	8.4%	11.5%	13.4%	17.2%
Visitor Days		0.7%	1.7%	2.5%	3.1%	2.9%	-57.8%	-24.1%	8.4%	11.6%	13.5%	17.3%
Direct Employment		-0.6%	-0.4%	1.2%	2.9%	1.8%	-57.8%	-26.8%	6.2%	17.4%	18.1%	19.5%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Staying Visitor

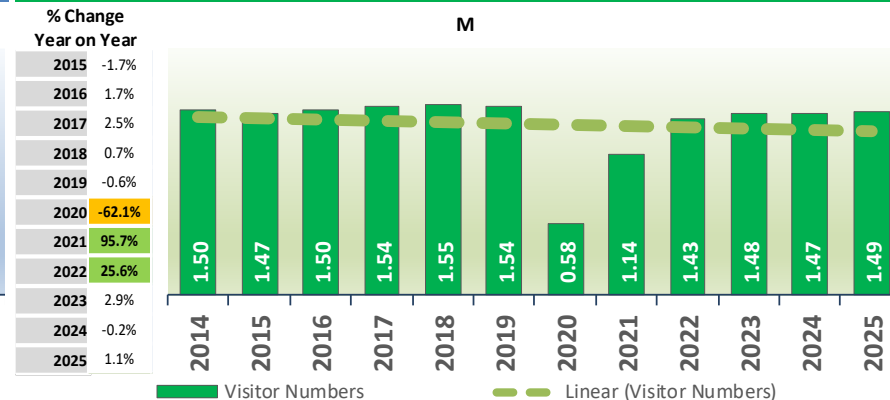


2014 to 2025
Historic Prices

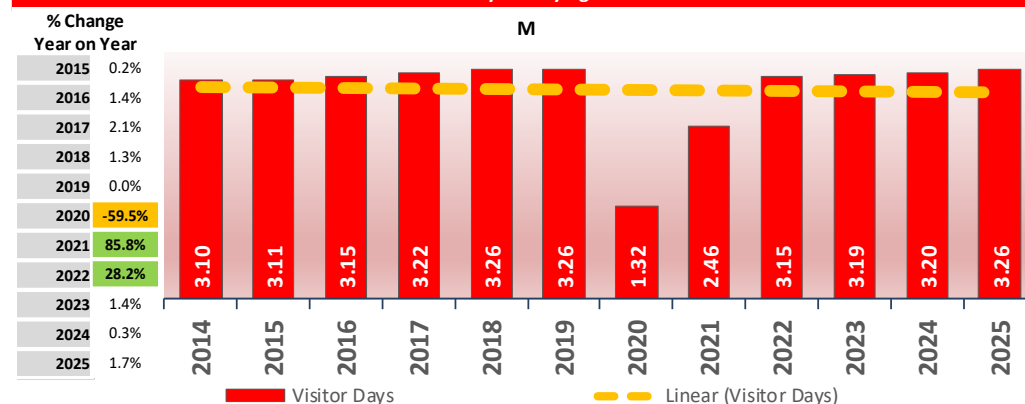
STAYING VISITOR

KEY MEASURES
Historic Prices

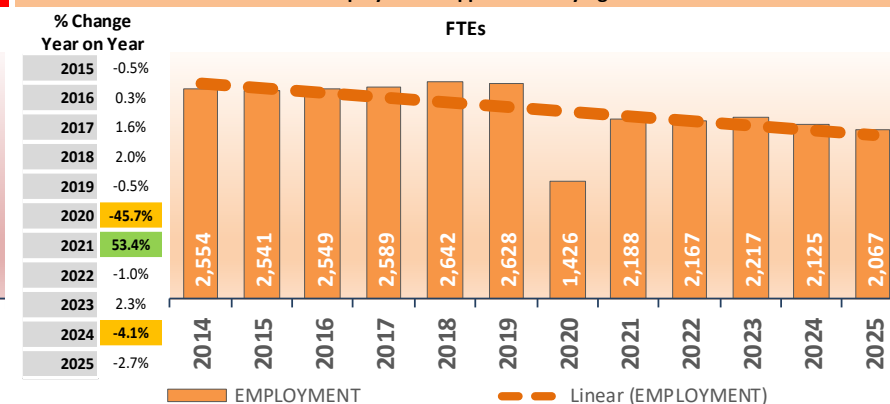
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

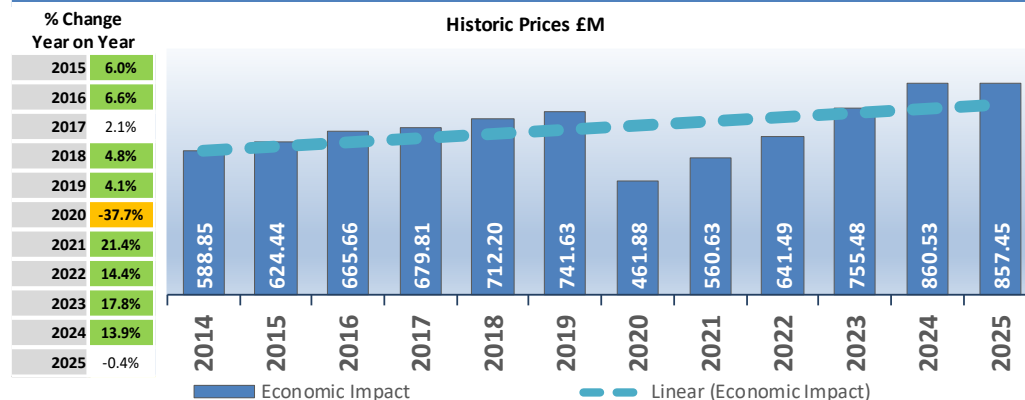


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-0.2%	4.2%	10.7%	15.2%	16.1%	-60.5%	-20.0%	9.2%	14.7%	20.2%	24.3%
Visitor Numbers		-1.7%	0.0%	2.5%	3.2%	2.6%	-61.1%	-23.9%	-4.4%	-1.6%	-1.9%	-0.8%
Visitor Days		0.2%	1.6%	3.7%	5.1%	5.1%	-57.4%	-20.9%	1.5%	2.9%	3.2%	5.0%
Direct Employment		-0.5%	-0.2%	1.4%	3.4%	2.9%	-44.1%	-14.3%	-15.1%	-13.2%	-16.8%	-19.0%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Day Visitor

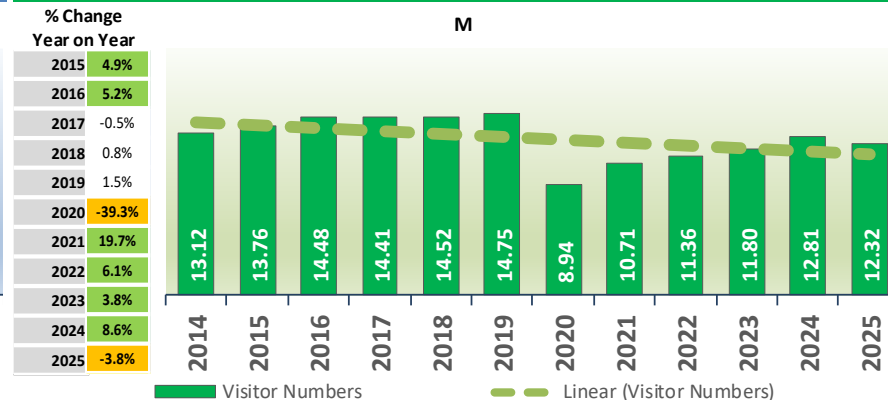


2014 to 2025
Historic Prices

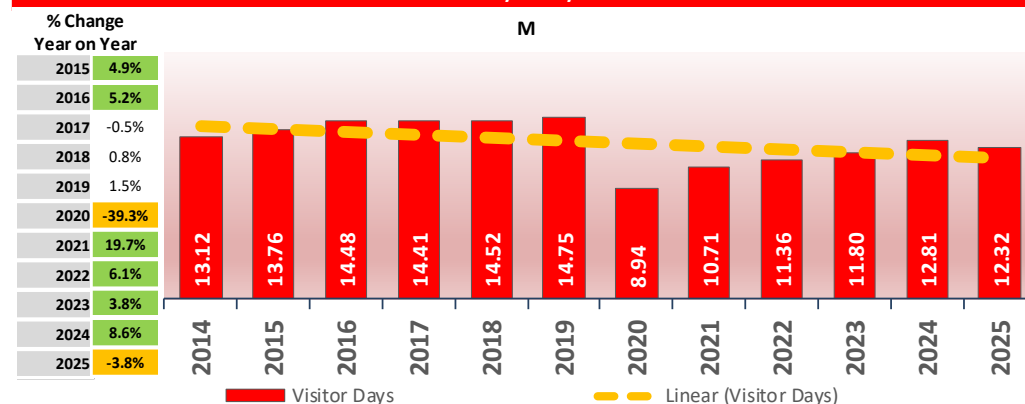
DAY VISITOR

KEY MEASURES
Historic Prices

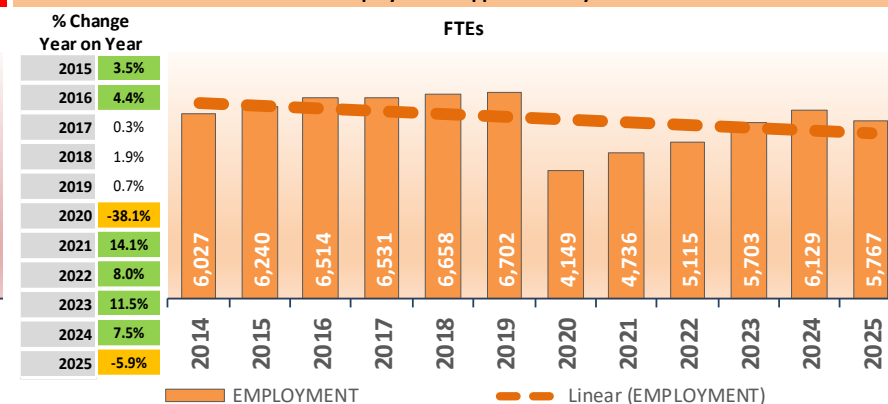
Visitor Numbers - Day Visitor



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%	13.0%	15.4%	20.9%	25.9%	-21.6%	-4.8%	8.9%	28.3%	46.1%	45.6%
Visitor Numbers		4.9%	10.4%	9.8%	10.7%	12.4%	-31.8%	-18.4%	-13.4%	-10.0%	-2.3%	-6.1%
Visitor Days		4.9%	10.4%	9.8%	10.7%	12.4%	-31.8%	-18.4%	-13.4%	-10.0%	-2.3%	-6.1%
Direct Employment		3.5%	8.1%	8.4%	10.5%	11.2%	-31.2%	-21.4%	-15.1%	-5.4%	1.7%	-4.3%

"Linear" = Linear Trendline

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

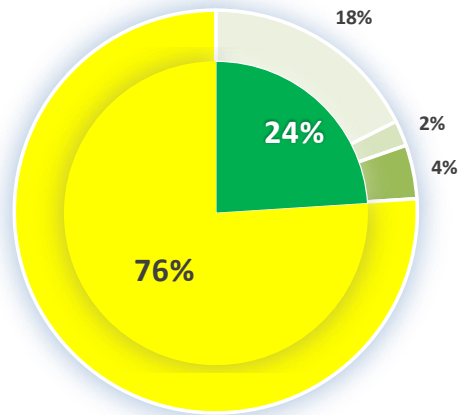
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

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

Visitor Numbers - 2025 - M - Share of Total

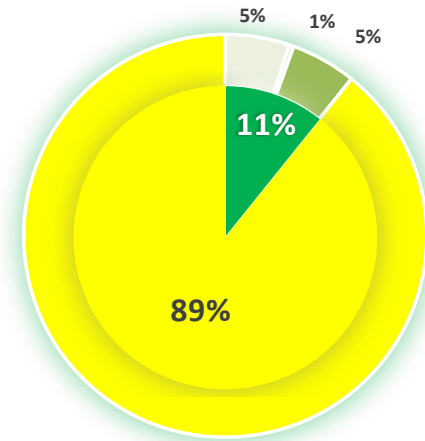
TOTAL
£1,127.97m

	£M
Serviced	198.77
Non-Serviced	23.11
SFR	48.64
Staying Visitor	270.52
Day Visitor	857.45
Total	1,127.97



TOTAL
13.81m

	M
Serviced	0.71
Non-Serviced	0.05
SFR	0.73
Staying Visitor	1.49
Day Visitor	12.32
Total	13.81

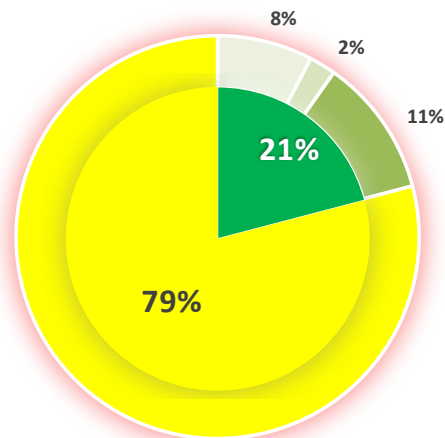


Visitor Days - 2025 - M - Share of Total

Direct Employment Supported - 2025 - FTEs - Share of Total

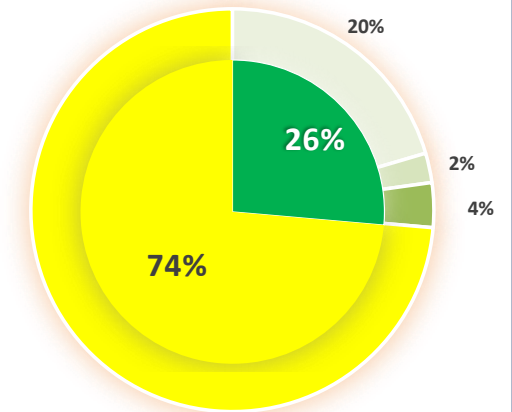
TOTAL
15.58m

	M
Serviced	1.19
Non-Serviced	0.33
SFR	1.73
Staying Visitor	3.26
Day Visitor	12.32
Total	15.58



TOTAL
7,834 Direct FTEs
9,944 Total FTEs

	FTEs
Serviced	1,601
Non-Serviced	185
SFR	281
Staying Visitor	2,067
Day Visitor	5,767
Total	7,834



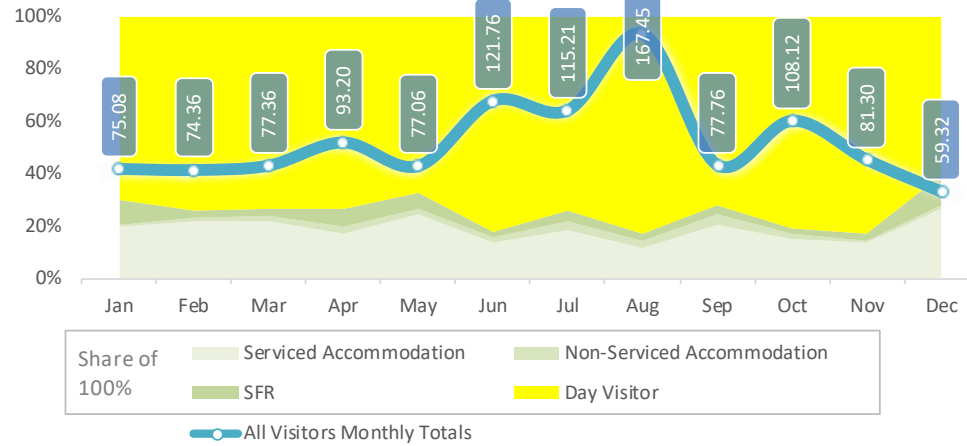
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2025
Historic Prices

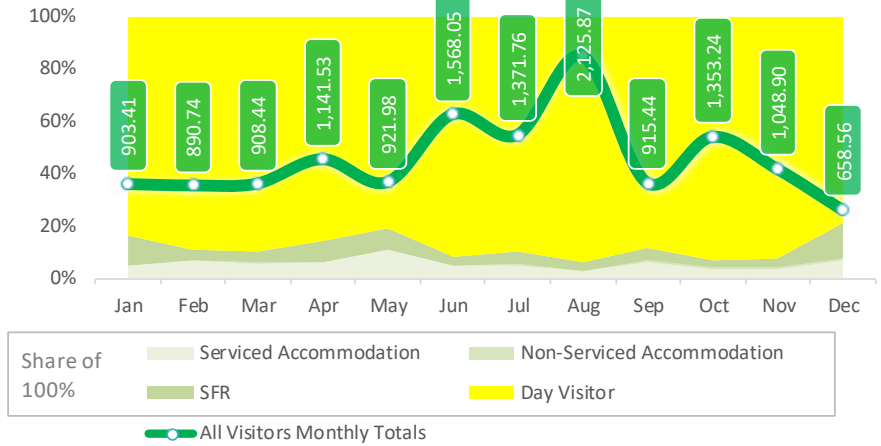
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

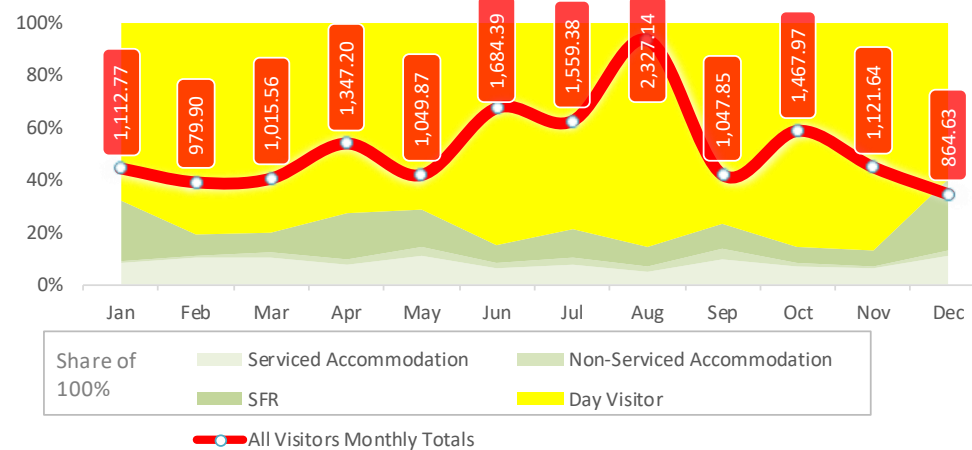
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



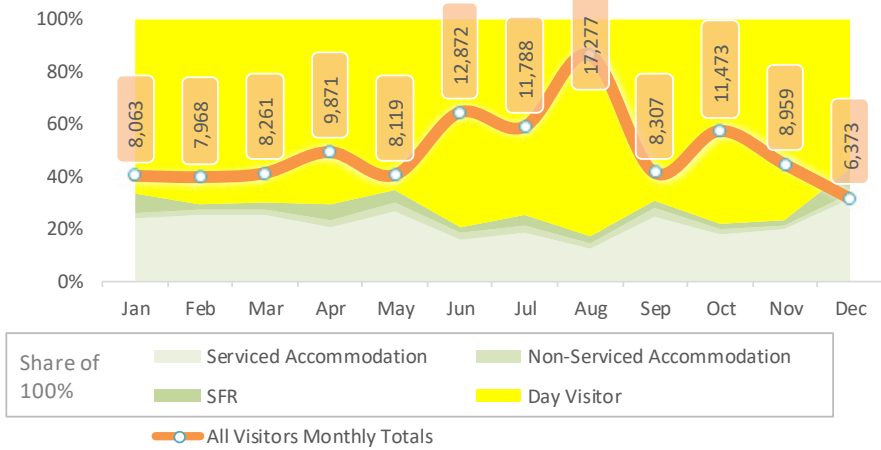
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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



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2014 to 2025
Historic Prices

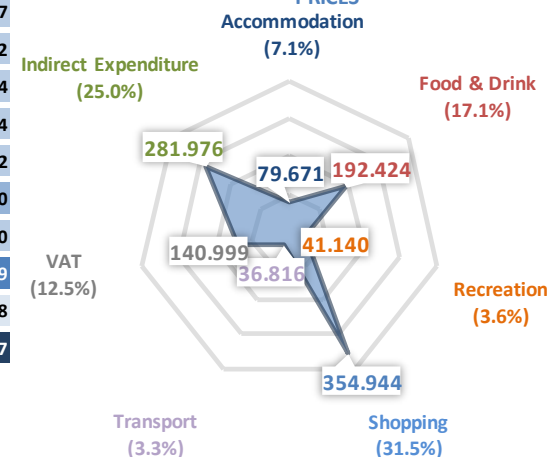
TOTAL

SECTORAL ANALYSIS
Historic Prices

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 £M	78.95	78.06	82.59	88.47	91.20	90.91	27.32	56.87	78.92	74.61	77.71	79.67
Food & Drink £M	131.99	138.88	147.22	151.07	158.32	164.33	102.81	125.50	145.35	170.88	191.92	192.42
Recreation £M	28.53	29.94	31.68	32.58	34.14	35.38	21.76	27.02	31.19	36.71	41.04	41.14
Shopping £M	242.75	256.02	271.86	278.51	291.91	303.35	182.19	230.07	267.41	314.28	354.43	354.94
Transport £M	23.74	24.73	25.99	26.76	28.12	29.15	15.78	22.45	28.14	32.66	35.98	36.82
Direct Revenue £M	505.96	527.62	559.33	577.38	603.70	623.12	349.87	461.92	551.00	629.15	701.08	705.00
VAT £M	101.19	105.52	111.87	115.48	120.74	124.62	59.66	89.83	110.20	125.83	140.22	141.00
Direct Expenditure £M	607.16	633.15	671.20	692.86	724.44	747.75	409.53	551.75	661.21	754.98	841.30	845.99
Indirect Expenditure £M	199.40	208.56	221.30	228.03	238.56	246.74	138.31	183.15	218.11	250.21	280.85	281.98
TOTAL £M	806.56	841.71	892.50	920.88	962.99	994.48	547.84	734.90	879.31	1,005.20	1,122.16	1,127.97

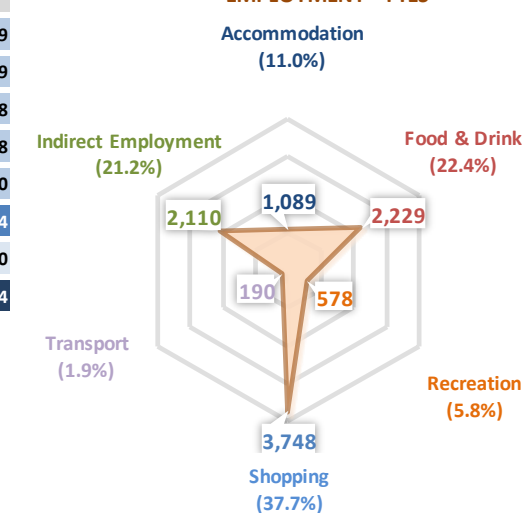
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation FTEs	1,557	1,560	1,562	1,569	1,598	1,599	1,008	1,436	1,247	1,205	1,129	1,089
Food & Drink FTEs	2,326	2,390	2,481	2,499	2,549	2,557	1,553	1,822	1,996	2,221	2,354	2,229
Recreation FTEs	610	625	648	654	667	668	399	476	520	579	611	578
Shopping FTEs	3,900	4,016	4,176	4,200	4,284	4,304	2,509	3,044	3,347	3,725	3,962	3,748
Transport FTEs	187	190	196	198	202	203	107	146	173	190	197	190
Direct Employment FTEs	8,580	8,782	9,063	9,120	9,299	9,331	5,576	6,924	7,282	7,920	8,253	7,834
Indirect Employment FTEs	2,271	2,319	2,409	2,437	2,481	2,481	1,383	1,725	1,935	2,101	2,225	2,110
TOTAL FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944

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 CHESHIRE EAST											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 £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		54.6%	58.4%	23.2%	33.3%	25.2%	28.5%	43.9%	86.9%	26.1%	39.5%	14.4%	41.0%	39.8%	Annual Change	43.3%	29.1%	55.8%	30.5%
% Change 2024 to 2025		25.2%	2.4%	-4.3%	10.3%	4.3%	-1.2%	-5.1%	-0.6%	-9.3%	2.4%	-5.0%	-1.6%	0.5%		6.3%	3.7%	-4.1%	-1.1%
Average Annual Change		5.0%	5.3%	2.1%	3.0%	2.3%	2.6%	4.0%	7.9%	2.4%	3.6%	1.3%	3.7%	3.6%		3.9%	2.6%	5.1%	2.8%
2014 £M		48.56	46.95	62.80	69.94	61.53	94.77	80.07	89.59	61.69	77.53	71.06	42.06	806.56		158.32	226.24	231.35	190.65
2015 £M		51.13	51.85	62.18	75.47	67.03	91.53	82.99	106.79	67.09	82.47	59.51	43.67	841.71	4.4%	165.17	234.02	256.87	185.64
2016 £M		52.05	57.86	68.21	72.05	64.91	97.61	89.11	111.64	78.92	87.23	65.91	46.99	892.50	6.0%	178.12	234.57	279.67	200.14
2017 £M		55.05	59.45	68.56	81.83	66.77	103.44	94.19	115.01	71.11	88.79	70.50	46.18	920.88	3.2%	183.06	252.04	280.32	205.46
2018 £M		60.17	61.99	71.36	86.39	68.20	110.14	98.60	121.20	73.93	91.85	71.33	47.84	962.99	4.6%	193.52	264.73	293.73	211.01
2019 £M		63.32	65.53	70.24	91.30	71.85	112.89	101.23	132.05	77.50	88.06	71.40	49.11	994.48	3.3%	199.09	276.04	310.78	208.57
2020 £M		63.91	60.11	38.75	4.311	4.957	35.46	66.34	98.73	60.61	61.67	21.81	31.18	547.84	-44.9%	162.78	44.72	225.68	114.66
2021 £M		18.52	15.35	18.63	40.54	45.95	100.02	73.39	137.91	76.18	87.80	71.30	49.31	734.90	34.1%	52.50	186.51	287.48	208.40
2022 £M		51.50	50.06	61.19	76.64	61.05	100.48	83.89	120.09	70.37	86.68	69.13	48.24	879.31	19.7%	162.75	238.17	274.35	204.05
2023 £M		61.12	61.40	70.08	87.52	70.18	109.79	98.02	140.42	80.79	95.43	76.97	53.48	1,005.20	14.3%	192.60	267.48	319.23	225.88
2024 £M		59.96	72.64	80.82	84.53	73.88	123.19	121.45	168.48	85.77	105.58	85.61	60.25	1,122.16	11.6%	213.42	281.60	375.69	251.44
2025 £M		75.08	74.36	77.36	93.20	77.06	121.76	115.21	167.45	77.76	108.12	81.30	59.32	1,127.97	0.5%	226.80	292.02	360.42	248.73
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total					
Total	£M	806.56	841.71	892.50	920.88	962.99	994.48	547.84	734.90	879.31	1,005.20	1,122.16	1,127.97	1,200.00 1,000.00 800.00 600.00 400.00 200.00 0.00 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 Total £M • Share of Total %					
All Visitor Types	£Bn	0.807	0.842	0.893	0.921	0.963	0.994	0.548	0.735	0.879	1.005	1.122	1.128						
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	%																		

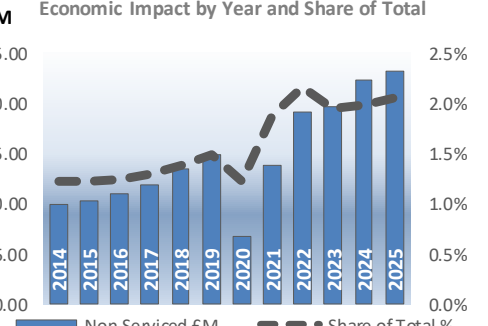
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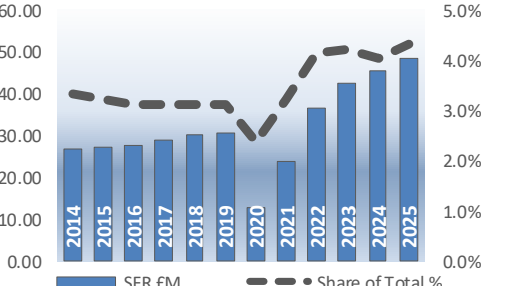
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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	Annual Change	Q1	Q2	Q3	Q4			
% Change 2014 to 2025		31.7%	23.1%	4.0%	5.1%	4.1%	2.3%	6.3%	9.1%	3.9%	11.9%	11.6%	16.4%		9.8%	17.8%	3.8%	6.6%	13.4%		
% Change 2024 to 2025		3.7%	5.0%	1.8%	-0.7%	1.2%	-2.7%	3.8%	6.3%	4.8%	2.2%	-0.2%	3.6%		2.5%	3.4%	-0.7%	4.9%	2.1%		
Average Annual Change		2.9%	2.1%	0.4%	0.5%	0.4%	0.2%	0.6%	0.8%	0.4%	1.1%	1.1%	1.5%		0.9%	1.6%	0.3%	0.6%	1.2%		
2014	£M	11.10	13.23	16.32	15.34	17.88	16.01	20.14	17.94	15.27	14.71	9.687	13.45		181.07	-0.7%	40.65	49.22	53.35	37.85	
2015	£M	11.99	13.95	15.30	14.65	18.11	15.52	19.71	18.07	14.78	15.04	9.701	12.93	179.77	-0.7%	41.24	48.28	52.57	37.68		
2016	£M	12.95	14.26	15.61	15.45	18.55	16.71	21.02	18.25	15.47	15.65	10.19	13.82	187.92	4.5%	42.83	50.70	54.74	39.66		
2017	£M	13.59	14.91	16.78	16.32	20.05	17.35	22.39	19.96	16.42	16.62	10.76	15.24	200.38	6.6%	45.27	53.72	58.77	42.62		
2018	£M	13.96	14.92	17.23	16.45	20.06	18.17	24.30	21.68	16.68	17.40	10.96	15.49	207.28	3.4%	46.10	54.67	62.67	43.85		
2019	£M	14.12	15.02	17.05	16.49	20.18	18.36	24.41	21.60	16.49	17.23	11.05	15.20	207.20	0.0%	46.19	55.04	62.50	43.47		
2020	£M	9.947	11.72	6.704	0.542	1.112	1.167	6.841	10.09	7.904	5.762	0.965	3.522	66.27	-68.0%	28.37	2.822	24.83	10.25		
2021	£M	5.794	6.526	8.082	7.605	11.19	12.93	18.65	17.86	13.57	14.29	8.786	11.50	136.78	106.4%	20.40	31.73	50.07	34.58		
2022	£M	10.90	13.05	15.16	15.19	17.66	16.37	21.10	18.11	14.81	15.76	10.05	14.16	182.33	33.3%	39.11	49.22	54.03	39.97		
2023	£M	13.18	13.85	15.59	15.61	18.07	16.76	20.89	18.20	15.26	15.55	10.07	14.51	187.55	2.9%	42.62	50.44	54.35	40.13		
2024	£M	14.10	15.50	16.68	16.22	18.40	16.83	20.64	18.41	15.13	16.11	10.84	15.12	193.98	3.4%	46.28	51.44	54.18	42.07		
2025	£M	14.62	16.28	16.98	16.11	18.61	16.38	21.41	19.58	15.86	16.46	10.81	15.66	198.77	2.5%	47.88	51.11	56.85	42.94		
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	181.07	179.77	187.92	200.38	207.28	207.20	66.27	136.78	182.33	187.55	193.98	198.77		250.00	25.0%	20.0%	15.0%	10.0%	5.0%	0.0%
All Visitor Types	£Bn	0.807	0.842	0.893	0.921	0.963	0.994	0.548	0.735	0.879	1.005	1.122	1.128								
Share of Total	%	22.5%	21.4%	21.1%	21.8%	21.5%	20.8%	12.1%	18.6%	20.7%	18.7%	17.3%	17.6%								
Annual Change in Share	%		-4.9%	-1.4%	3.3%	-1.1%	-3.2%	-41.9%	53.9%	11.4%	-10.0%	-7.3%	1.9%								
Change in Share from 2014	%		-4.9%	-6.2%	-3.1%	-4.1%	-7.2%	-46.1%	-17.1%	-7.6%	-16.9%	-23.0%	-21.5%								
Avg Ann. Change in Share	%		-4.9%	-3.1%	-1.0%	-1.0%	-1.4%	-7.7%	-2.4%	-1.0%	-1.9%	-2.3%	-2.0%								

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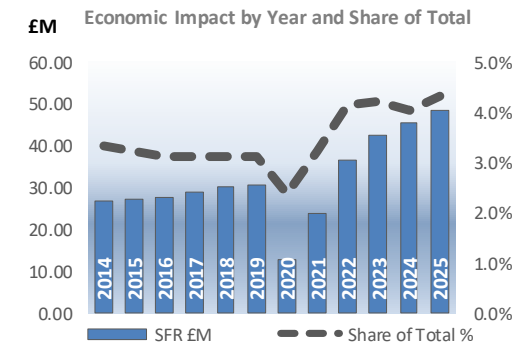
Report Prepared by: Saleem Landi. Date of Issue: 02/07/29

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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		77.0%	65.1%	148.4%	169.4%	130.5%	128.0%	133.2%	145.7%	131.7%	173.9%	93.9%	119.4%	133.5%	Annual Change	101.9%	141.3%	137.6%	134.5%
% Change 2024 to 2025		13.8%	19.8%	1.5%	21.3%	9.1%	2.3%	-4.8%	-0.8%	-1.0%	11.5%	3.4%	11.3%	3.9%		8.7%	10.3%	-2.1%	9.4%
Average Annual Change		7.0%	5.9%	13.5%	15.4%	11.9%	11.6%	12.1%	13.2%	12.0%	15.8%	8.5%	10.9%	12.1%		9.3%	12.8%	12.5%	12.2%
2014 £M		0.345	0.437	0.529	0.823	0.884	1.015	1.460	1.734	1.291	0.572	0.401	0.410	9.900		1.311	2.722	4.484	1.382
2015 £M		0.370	0.467	0.537	0.836	0.932	1.065	1.484	1.778	1.328	0.614	0.433	0.442	10.29	3.9%	1.375	2.833	4.590	1.489
2016 £M		0.409	0.506	0.590	0.909	0.975	1.117	1.592	1.921	1.451	0.657	0.465	0.478	11.07	7.6%	1.506	3.000	4.964	1.600
2017 £M		0.440	0.556	0.643	0.997	0.990	1.101	1.762	2.112	1.470	0.760	0.509	0.535	11.87	7.3%	1.640	3.087	5.344	1.803
2018 £M		0.508	0.619	0.729	1.090	1.131	1.305	1.921	2.345	1.671	0.872	0.577	0.618	13.39	12.7%	1.856	3.526	5.937	2.067
2019 £M		0.594	0.679	0.789	1.280	1.286	1.430	2.159	2.540	1.762	0.908	0.672	0.713	14.81	10.7%	2.062	3.997	6.461	2.293
2020 £M		0.618	0.518	0.333	0.015	0.031	0.046	1.128	1.622	1.420	0.607	0.027	0.355	6.721	-54.6%	1.469	0.092	4.170	0.989
2021 £M		0.101	0.115	0.155	0.597	1.173	1.694	2.281	2.812	2.439	1.152	0.657	0.651	13.82	105.7%	0.370	3.464	7.531	2.459
2022 £M		0.636	0.601	1.041	1.456	1.757	2.035	2.805	3.484	2.585	1.011	0.694	0.940	19.05	37.8%	2.278	5.248	8.874	2.645
2023 £M		0.539	0.571	1.154	1.826	1.888	1.989	2.632	3.353	2.871	1.339	0.673	0.799	19.63	3.1%	2.264	5.703	8.856	2.811
2024 £M		0.537	0.603	1.295	1.828	1.867	2.262	3.577	4.293	3.019	1.404	0.752	0.807	22.24	13.3%	2.434	5.956	10.89	2.963
2025 £M		0.611	0.722	1.315	2.217	2.036	2.314	3.405	4.261	2.990	1.565	0.777	0.899	23.11	3.9%	2.647	6.568	10.66	3.242
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		9.900	10.29	11.07	11.87	13.39	14.81	6.721	13.82	19.05	19.63	22.24	23.11						
All Visitor Types £Bn		0.807	0.842	0.893	0.921	0.963	0.994	0.548	0.735	0.879	1.005	1.122	1.128						
Share of Total %		1.2%	1.2%	1.2%	1.3%	1.4%	1.5%	1.2%	1.9%	2.2%	2.0%	2.0%	2.0%						
Annual Change in Share %			-0.4%	1.5%	3.9%	7.8%	7.1%	-17.6%	53.3%	15.1%	-9.8%	1.5%	3.4%						
Change in Share from 2014 %			-0.4%	1.1%	5.0%	13.3%	21.4%	0.0%	53.3%	76.5%	59.1%	61.5%	66.9%						
Avg Ann. Change in Share %			-0.4%	0.5%	1.7%	3.3%	4.3%	0.0%	7.6%	9.6%	6.6%	6.1%	6.1%						

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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			Q1	Q2	Q3	Q4
% Change 2014 to 2025		94.0%	89.3%	73.3%	79.2%	78.3%	76.7%	76.3%	81.5%	79.4%	82.1%	79.8%	83.7%	81.9%	Annual Change	89.0%	78.4%	79.0%	82.6%
% Change 2024 to 2025		7.8%	10.2%	6.3%	7.0%	6.7%	5.0%	6.7%	7.9%	6.7%	7.1%	5.8%	7.5%	7.1%		7.9%	6.5%	7.2%	7.1%
Average Annual Change		8.5%	8.1%	6.7%	7.2%	7.1%	7.0%	6.9%	7.4%	7.2%	7.5%	7.3%	7.6%	7.4%		8.1%	7.1%	7.2%	7.5%
2014 £M		3.746	1.142	1.226	3.696	2.405	1.709	2.722	2.615	1.472	1.293	1.096	3.619	26.74		6.114	7.810	6.809	6.007
2015 £M		3.921	1.187	1.220	3.706	2.462	1.724	2.755	2.667	1.487	1.326	1.115	3.643	27.21	1.8%	6.329	7.892	6.909	6.084
2016 £M		4.060	1.203	1.233	3.793	2.495	1.774	2.829	2.700	1.522	1.351	1.139	3.747	27.85	2.3%	6.496	8.062	7.051	6.237
2017 £M		4.161	1.235	1.277	3.936	2.593	1.816	2.928	2.812	1.569	1.406	1.173	3.909	28.82	3.5%	6.674	8.345	7.309	6.489
2018 £M		4.364	1.282	1.337	4.096	2.697	1.921	3.046	2.938	1.644	1.486	1.226	4.083	30.12	4.5%	6.983	8.715	7.629	6.795
2019 £M		4.481	1.311	1.358	4.215	2.768	1.970	3.132	3.010	1.673	1.509	1.259	4.154	30.84	2.4%	7.149	8.953	7.815	6.922
2020 £M		4.069	1.247	0.668	0.151	0.169	0.138	1.302	1.935	1.129	0.698	0.123	1.341	12.97	-57.9%	5.984	0.458	4.366	2.163
2021 £M		1.991	0.614	0.698	2.237	1.955	1.797	2.967	3.088	1.818	1.557	1.197	3.745	23.66	82.5%	3.304	5.989	7.873	6.499
2022 £M		5.036	1.518	1.610	4.981	3.271	2.360	3.736	3.621	2.029	1.772	1.490	5.022	36.45	54.0%	8.164	10.61	9.386	8.284
2023 £M		6.244	1.813	1.853	5.833	3.795	2.704	4.251	4.117	2.345	2.061	1.717	5.810	42.54	16.7%	9.910	12.33	10.71	9.588
2024 £M		6.744	1.961	2.000	6.191	4.016	2.877	4.495	4.397	2.476	2.198	1.863	6.181	45.40	6.7%	10.70	13.08	11.37	10.24
2025 £M		7.267	2.161	2.126	6.625	4.287	3.021	4.798	4.745	2.641	2.354	1.970	6.647	48.64	7.1%	11.55	13.93	12.18	10.97
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		26.74	27.21	27.85	28.82	30.12	30.84	12.97	23.66	36.45	42.54	45.40	48.64						
All Visitor Types £Bn		0.807	0.842	0.893	0.921	0.963	0.994	0.548	0.735	0.879	1.005	1.122	1.128						
Share of Total %		3.3%	3.2%	3.1%	3.1%	3.1%	3.1%	2.4%	3.2%	4.1%	4.2%	4.0%	4.3%						
Annual Change in Share %			-2.5%	-3.5%	0.3%	0.0%	-0.9%	-23.7%	36.0%	28.7%	2.1%	-4.4%	6.6%						
Change in Share from 2014 %			-2.5%	-5.9%	-5.6%	-5.7%	-6.5%	-28.6%	-2.9%	25.0%	27.7%	22.0%	30.1%						
Avg Ann. Change in Share %			-2.5%	-2.9%	-1.9%	-1.4%	-1.3%	-4.8%	-0.4%	3.1%	3.1%	2.2%	2.7%						

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



STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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	Q1	Q2	Q3	Q4
% Change 2014 to 2025		48.1%	29.4%	12.9%	25.7%	17.8%	15.9%	21.8%	28.2%	19.2%	23.0%	21.2%	32.8%	24.3%	Annual Change	29.1%	19.8%	23.3%	26.3%
% Change 2024 to 2025		5.2%	6.1%	2.2%	3.0%	2.7%	-1.1%	3.2%	5.5%	4.2%	3.4%	0.8%	5.0%	3.4%		4.5%	1.6%	4.3%	3.4%
Average Annual Change		4.4%	2.7%	1.2%	2.3%	1.6%	1.4%	2.0%	2.6%	1.7%	2.1%	1.9%	3.0%	2.2%		2.6%	1.8%	2.1%	2.4%
2014 £M		15.19	14.80	18.08	19.86	21.17	18.73	24.32	22.29	18.03	16.57	11.18	17.48	217.71		-0.2%	48.08	59.76	64.64
2015 £M		16.28	15.60	17.06	19.19	21.50	18.31	23.95	22.52	17.59	16.98	11.25	17.02	217.27	-0.2%	48.95	59.01	64.06	45.25
2016 £M		17.42	15.97	17.43	20.15	22.02	19.60	25.44	22.87	18.45	17.66	11.79	18.05	226.84	4.4%	50.83	61.76	66.75	47.50
2017 £M		18.19	16.70	18.70	21.26	23.63	20.26	27.08	24.88	19.46	18.79	12.44	19.68	241.07	6.3%	53.58	65.15	71.42	50.91
2018 £M		18.83	16.82	19.29	21.63	23.89	21.39	29.27	26.97	20.00	19.75	12.76	20.20	250.79	4.0%	54.94	66.91	76.23	52.71
2019 £M		19.20	17.01	19.20	21.99	24.24	21.77	29.70	27.15	19.92	19.64	12.98	20.07	252.85	0.8%	55.40	67.99	76.77	52.69
2020 £M		14.63	13.49	7.705	0.709	1.312	1.351	9.271	13.64	10.45	7.068	1.115	5.218	85.96	-66.0%	35.82	3.372	33.37	13.40
2021 £M		7.886	7.255	8.935	10.44	14.32	16.42	23.89	23.76	17.83	17.00	10.64	15.90	174.27	102.7%	24.08	41.18	65.48	43.54
2022 £M		16.57	15.17	17.81	21.63	22.68	20.77	27.65	25.22	19.42	18.54	12.24	20.12	237.82	36.5%	49.55	65.08	72.29	50.90
2023 £M		19.96	16.23	18.60	23.26	23.76	21.45	27.77	25.67	20.48	18.95	12.46	21.12	249.72	5.0%	54.80	68.48	73.92	52.53
2024 £M		21.38	18.06	19.98	24.24	24.28	21.97	28.71	27.10	20.63	19.72	13.45	22.11	261.62	4.8%	59.42	70.48	76.44	55.28
2025 £M		22.50	19.16	20.42	24.96	24.94	21.72	29.61	28.58	21.49	20.38	13.56	23.21	270.52	3.4%	62.08	71.61	79.69	57.15
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		217.71	217.27	226.84	241.07	250.79	252.85	85.96	174.27	237.82	249.72	261.62	270.52						
All Visitor Types £Bn		0.807	0.842	0.893	0.921	0.963	0.994	0.548	0.735	0.879	1.005	1.122	1.128						
Share of Total %		27.0%	25.8%	25.4%	26.2%	26.0%	25.4%	15.7%	23.7%	27.0%	24.8%	23.3%	24.0%						
Annual Change in Share %			-4.4%	-1.5%	3.0%	-0.5%	-2.4%	-38.3%	51.1%	14.1%	-8.1%	-6.2%	2.9%						
Change in Share from 2014 %			-4.4%	-5.8%	-3.0%	-3.5%	-5.8%	-41.9%	-12.2%	0.2%	-8.0%	-13.6%	-11.2%						
Avg Ann. Change in Share %			-4.4%	-2.9%	-1.0%	-0.9%	-1.2%	-7.0%	-1.7%	0.0%	-0.9%	-1.4%	-1.0%						

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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 £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		57.6%	71.7%	27.3%	36.3%	29.1%	31.6%	53.5%	106.3%	28.9%	43.9%	13.1%	46.9%	45.6%	Annual Change	49.4%	32.4%	68.4%	31.7%
% Change 2024 to 2025		36.3%	1.1%	-6.4%	13.2%	5.1%	-1.2%	-7.7%	-1.8%	-13.6%	2.2%	-6.1%	-5.3%	-0.4%		7.0%	4.4%	-6.2%	-2.3%
Average Annual Change		5.2%	6.5%	2.5%	3.3%	2.6%	2.9%	4.9%	9.7%	2.6%	4.0%	1.2%	4.3%	4.1%		4.5%	2.9%	6.2%	2.9%
2014	£M	33.37	32.15	44.72	50.08	40.36	76.04	55.75	67.30	43.66	60.95	59.88	24.58	588.85		110.24	166.49	166.70	145.41
2015	£M	34.85	36.25	45.12	56.28	45.53	73.21	59.04	84.27	49.50	65.48	48.26	26.65	624.44		6.0%	116.22	175.02	192.81
2016	£M	34.63	41.89	50.77	51.91	42.89	78.01	63.68	88.77	60.47	69.58	54.12	28.94	665.66	6.6%	127.29	172.81	212.92	152.64
2017	£M	36.86	42.75	49.87	60.57	43.14	83.17	67.11	90.13	51.66	70.00	58.06	26.50	679.81	2.1%	129.48	186.89	208.89	154.55
2018	£M	41.34	45.17	52.07	64.75	44.32	88.75	69.34	94.23	53.93	72.09	58.57	27.65	712.20	4.8%	138.58	197.82	217.50	158.30
2019	£M	44.13	48.52	51.04	69.31	47.61	91.13	71.52	104.91	57.58	68.41	58.42	29.04	741.63	4.1%	143.69	208.05	234.01	155.88
2020	£M	49.28	46.63	31.05	3.602	3.645	34.11	57.07	85.09	50.15	54.61	20.70	25.96	461.88	-37.7%	126.95	41.35	192.31	101.26
2021	£M	10.64	8.093	9.693	30.11	31.63	83.60	49.50	114.16	58.35	70.80	60.66	33.41	560.63	21.4%	28.42	145.34	222.00	164.87
2022	£M	34.92	34.89	43.39	55.01	38.36	79.71	56.24	94.87	50.95	68.14	56.89	28.12	641.49	14.4%	113.20	173.08	202.06	153.15
2023	£M	41.15	45.17	51.48	64.26	46.42	88.33	70.24	114.75	60.31	76.48	64.51	32.36	755.48	17.8%	137.80	199.01	245.31	173.35
2024	£M	38.58	54.58	60.84	60.29	49.60	101.23	92.74	141.38	65.14	85.86	72.16	38.14	860.53	13.9%	154.00	211.12	299.25	196.16
2025	£M	52.58	55.20	56.94	68.24	52.13	100.04	85.59	138.87	56.27	87.73	67.74	36.11	857.45	-0.4%	164.72	220.41	280.74	191.58
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY 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					
Day Visitor	£M	588.85	624.44	665.66	679.81	712.20	741.63	461.88	560.63	641.49	755.48	860.53	857.45	1,000.00 800.00 600.00 400.00 200.00 0.00 100.0% 80.0% 60.0% 40.0% 20.0% 0.0% Day Visitor £M Share of Total %					
All Visitor Types	£Bn	0.807	0.842	0.893	0.921	0.963	0.994	0.548	0.735	0.879	1.005	1.122	1.128						
Share of Total	%	73.0%	74.2%	74.6%	73.8%	74.0%	74.6%	84.3%	76.3%	73.0%	75.2%	76.7%	76.0%						
Annual Change in Share	%		1.6%	0.5%	-1.0%	0.2%	0.8%	13.1%	-9.5%	-4.4%	3.0%	2.0%	-0.9%						
Change in Share from 2014	%		1.6%	2.2%	1.1%	1.3%	2.1%	15.5%	4.5%	-0.1%	2.9%	5.0%	4.1%						
Avg Ann. Change in Share	%		1.6%	1.1%	0.4%	0.3%	0.4%	2.6%	0.6%	0.0%	0.3%	0.5%	0.4%						

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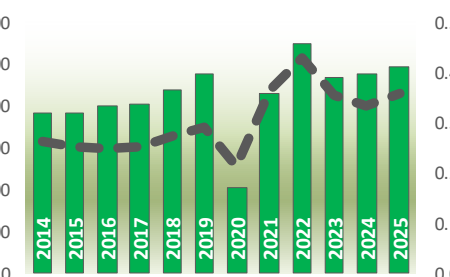
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

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

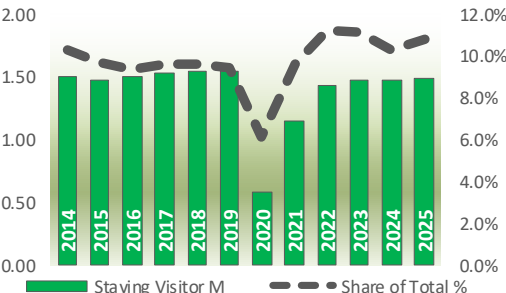
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		4.3%	10.4%	-17.1%	-10.2%	-14.8%	-14.6%	-1.3%	30.2%	-16.2%	-7.0%	-25.6%	-3.0%	-5.5%	Annual Change	-2.4%	-13.3%	7.2%	-13.6%	
% Change 2024 to 2025		26.4%	-1.2%	-8.4%	7.9%	1.3%	-4.5%	-10.2%	-5.0%	-15.3%	-1.1%	-8.7%	-6.3%	-3.3%		3.6%	0.6%	-8.9%	-5.0%	
Average Annual Change		0.4%	0.9%	-1.6%	-0.9%	-1.3%	-1.3%	-0.1%	2.7%	-1.5%	-0.6%	-2.3%	-0.3%	-0.5%		-0.2%	-1.2%	0.7%	-1.2%	
2014	M	0.866	0.807	1.096	1.272	1.082	1.837	1.389	1.633	1.092	1.456	1.409	0.679	14.62	Annual Change	2.769	4.191	4.115	3.544	
2015	M	0.896	0.888	1.081	1.389	1.189	1.753	1.451	1.994	1.205	1.538	1.137	0.713	15.23		4.2%	2.864	4.331	4.651	3.387
2016	M	0.884	1.001	1.190	1.289	1.116	1.838	1.542	2.066	1.433	1.605	1.253	0.758	15.98		4.9%	3.075	4.242	5.041	3.616
2017	M	0.912	0.998	1.146	1.447	1.106	1.906	1.584	2.052	1.215	1.578	1.308	0.695	15.95		-0.2%	3.057	4.458	4.851	3.581
2018	M	0.976	1.012	1.152	1.483	1.094	1.957	1.575	2.064	1.221	1.568	1.272	0.698	16.07		0.8%	3.140	4.533	4.859	3.538
2019	M	1.010	1.056	1.104	1.540	1.137	1.959	1.583	2.227	1.264	1.456	1.239	0.709	16.28		1.3%	3.170	4.636	5.074	3.405
2020	M	1.071	0.988	0.644	0.076	0.083	0.671	1.167	1.734	1.045	1.099	0.409	0.543	9.528		-41.5%	2.703	0.830	3.946	2.051
2021	M	0.261	0.197	0.230	0.659	0.726	1.718	1.087	2.317	1.231	1.445	1.229	0.752	11.85		24.4%	0.688	3.103	4.635	3.425
2022	M	0.740	0.698	0.850	1.130	0.851	1.547	1.147	1.814	1.014	1.296	1.080	0.630	12.80		8.0%	2.288	3.528	3.976	3.006
2023	M	0.778	0.791	0.888	1.165	0.901	1.517	1.248	1.926	1.056	1.285	1.081	0.640	13.28		3.7%	2.457	3.583	4.231	3.005
2024	M	0.715	0.901	0.991	1.058	0.910	1.641	1.527	2.238	1.080	1.369	1.149	0.703	14.28		7.6%	2.608	3.610	4.846	3.221
2025	M	0.903	0.891	0.908	1.142	0.922	1.568	1.372	2.126	0.915	1.353	1.049	0.659	13.81		-3.3%	2.703	3.632	4.413	3.061
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	14.62	15.23	15.98	15.95	16.07	16.28	9.528	11.85	12.80	13.28	14.28	13.81							
All Visitor Types	M	14.62	15.23	15.98	15.95	16.07	16.28	9.528	11.85	12.80	13.28	14.28	13.81							
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 CHESHIRE EAST											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 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		12.3%	0.9%	-20.9%	-9.6%	-17.3%	-21.0%	-18.4%	-19.1%	-27.1%	-19.7%	-10.6%	-11.6%	-15.3%	Annual Change	-5.3%	-16.5%	-21.5%	-14.5%	
% Change 2024 to 2025		8.5%	12.1%	8.4%	-4.0%	-1.3%	-5.2%	-9.3%	-7.1%	-8.0%	1.5%	-0.5%	3.1%	-1.2%		9.9%	-3.3%	-8.2%	1.5%	
Average Annual Change		1.1%	0.1%	-1.9%	-0.9%	-1.6%	-1.9%	-1.7%	-1.7%	-2.5%	-1.8%	-1.0%	-1.1%	-1.4%		-0.5%	-1.5%	-2.0%	-1.3%	
2014 000s		38.4	59.1	66.3	76.1	118.2	93.2	82.8	72.7	77.6	61.7	43.7	52.9	842.6		163.7	287.5	233.1	158.3	
2015 000s		40.7	56.5	54.0	70.3	119.7	90.4	85.3	76.5	72.2	58.3	42.1	47.3	813.3	-3.5%	151.1	280.4	234.1	147.7	
2016 000s		41.7	57.8	53.1	80.5	117.5	91.4	91.0	74.2	74.5	55.7	43.8	49.1	830.4	2.1%	152.6	289.4	239.7	148.6	
2017 000s		41.8	59.3	55.7	82.3	125.1	93.0	94.7	79.1	77.1	57.2	44.9	52.1	862.4	3.9%	156.8	300.4	250.9	154.2	
2018 000s		42.8	58.4	56.7	81.8	123.5	95.8	93.8	78.6	77.2	59.5	45.0	52.7	865.7	0.4%	157.8	301.1	249.5	157.2	
2019 000s		42.6	58.0	55.3	80.6	122.9	95.7	93.2	77.3	75.2	58.1	44.7	50.9	854.5	-1.3%	155.9	299.2	245.7	153.7	
2020 000s		36.4	55.1	26.5	3.2	8.2	7.4	33.2	46.1	43.8	23.7	4.7	14.4	302.7	-64.6%	117.9	18.8	123.1	42.8	
2021 000s		19.9	28.0	29.4	42.4	75.1	74.4	79.5	72.2	69.0	54.0	39.7	43.3	627.0	107.1%	77.3	191.8	220.7	137.1	
2022 000s		30.8	47.0	45.9	69.9	99.5	79.0	78.6	63.7	62.8	49.4	37.9	44.2	708.6	13.0%	123.6	248.4	205.2	131.4	
2023 000s		37.7	50.6	48.0	72.7	103.4	82.0	79.4	65.4	65.6	49.4	38.4	45.9	738.4	4.2%	136.2	258.1	210.5	133.7	
2024 000s		39.7	53.1	48.4	71.7	99.0	77.7	74.4	63.4	61.5	48.8	39.2	45.4	722.3	-2.2%	141.2	248.4	199.3	133.5	
2025 000s		43.1	59.6	52.4	68.8	97.8	73.6	67.5	58.8	56.6	49.6	39.1	46.8	713.6	-1.2%	155.1	240.2	182.9	135.4	
VISITOR NUMBERS														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					
Serviced		000s	842.6	813.3	830.4	862.4	865.7	854.5	302.7	627.0	708.6	738.4	722.3	713.6	1,000.00	<				

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											2014 to 2025			NON-SERVED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVED 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		-1.0%	-8.6%	31.5%	18.4%	28.5%	30.3%	35.4%	23.7%	45.8%	54.0%	0.4%	37.8%	28.2%	Annual Change	9.9%	26.0%	34.5%	32.5%
% Change 2024 to 2025		9.0%	16.9%	-4.1%	9.8%	10.7%	-2.2%	4.4%	-6.1%	1.3%	17.3%	7.2%	9.3%	3.9%		3.9%	5.6%	-0.4%	12.6%
Average Annual Change		-0.1%	-0.8%	2.9%	1.7%	2.6%	2.8%	3.2%	2.2%	4.2%	4.9%	0.0%	3.4%	2.6%		0.9%	2.4%	3.1%	3.0%
2014 000s		1.2	1.6	2.0	4.1	4.5	4.5	4.5	5.4	4.8	2.6	1.9	1.4	38.4	0.1%	4.8	13.1	14.7	5.9
2015 000s		1.3	1.6	2.0	3.9	4.5	4.5	4.6	5.1	4.8	2.7	1.9	1.5	38.4		4.9	12.9	14.5	6.1
2016 000s		1.4	1.7	2.1	3.7	4.2	4.5	5.0	5.9	5.3	2.5	1.8	1.6	39.8		5.2	12.5	16.2	6.0
2017 000s		1.4	1.8	2.2	3.9	4.1	4.3	5.0	5.8	5.1	2.9	1.9	1.8	40.2		5.5	12.2	15.8	6.6
2018 000s		1.6	2.0	2.4	4.1	4.5	4.9	5.3	6.3	5.6	3.2	2.1	2.0	43.9		6.0	13.5	17.2	7.2
2019 000s		1.8	2.1	2.6	4.7	5.0	5.2	5.9	6.7	5.8	3.2	2.4	2.2	47.5		6.5	14.9	18.3	7.8
2020 000s		1.9	1.6	1.1	0.1	0.1	0.2	3.1	4.4	4.7	2.1	0.1	1.1	20.4		4.6	0.3	12.2	3.3
2021 000s		0.3	0.3	0.5	2.1	4.4	6.0	6.1	7.4	7.8	3.9	2.2	1.9	43.1		1.1	12.6	21.3	8.1
2022 000s		1.7	1.6	3.0	4.7	6.2	6.7	6.9	8.4	7.6	3.2	2.2	2.6	54.8		6.3	17.7	23.0	7.9
2023 000s		1.2	1.2	2.7	4.7	5.5	5.4	5.5	6.9	6.9	3.3	1.7	1.8	46.8		5.0	15.7	19.3	6.8
2024 000s		1.1	1.2	2.7	4.4	5.3	5.9	5.8	7.2	6.9	3.4	1.8	1.7	47.4	1.2%	5.1	15.6	19.8	6.9
2025 000s		1.2	1.5	2.6	4.8	5.8	5.8	6.1	6.7	7.0	4.0	2.0	1.9	49.3	3.9%	5.3	16.4	19.8	7.8
VISITOR NUMBERS														NON-SERVED 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-Served 000s		38.4	38.4	39.8	40.2	43.9	47.5	20.4	43.1	54.8	46.8	47.4	49.3						
All Visitor Types M		14.6	15.2	16.0	15.9	16.1	16.3	9.5	11.9	12.8	13.3	14.3	13.8						
Share of Total %		0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.2%	0.4%	0.4%	0.4%	0.3%	0.4%						
Annual Change in Share %			-4.0%	-1.3%	1.2%	8.5%	6.6%	-26.5%	69.9%	17.7%	-17.6%	-5.9%	7.5%						
Change in Share from 2014 %			-4.0%	-5.2%	-4.1%	4.0%	10.9%	-18.5%	38.5%	63.0%	34.3%	26.3%	35.7%						
Avg Ann. Change in Share %			-4.0%	-2.6%	-1.4%	1.0%	2.2%	-3.1%	5.5%	7.9%	3.8%	2.6%	3.2%						

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST										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 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		25.1%	22.1%	11.8%	15.6%	15.0%	14.0%	13.7%	17.1%	15.7%	17.5%	16.0%	18.5%	17.2%	Annual Change	21.6%	15.0%	15.4%	17.7%																																						
% Change 2024 to 2025		4.0%	6.3%	2.6%	3.3%	3.0%	1.3%	3.0%	4.1%	2.9%	3.4%	2.1%	3.8%	3.4%		4.2%	2.7%	3.4%	3.3%																																						
Average Annual Change		2.3%	2.0%	1.1%	1.4%	1.4%	1.3%	1.2%	1.6%	1.4%	1.6%	1.5%	1.7%	1.6%		2.0%	1.4%	1.4%	1.6%																																						
2014 000s		82.8	30.0	31.5	75.6	60.4	45.0	60.2	55.6	37.5	33.4	29.8	76.9	618.7	0.7%	144.4	181.0	153.2	140.1																																						
2015 000s		85.7	30.9	31.0	75.0	61.2	44.9	60.2	56.1	37.5	33.9	30.0	76.6	622.9		147.6	181.0	153.7	140.5																																						
2016 000s		87.6	30.9	30.9	75.8	61.2	45.6	61.0	56.0	37.8	34.1	30.3	77.7	628.9		1.0%	149.4	182.5	154.9	142.1																																					
2017 000s		87.5	30.9	31.2	76.7	62.0	45.5	61.6	56.9	38.0	34.6	30.4	79.0	634.2		0.8%	149.7	184.1	156.5	144.0																																					
2018 000s		88.3	30.9	31.5	76.7	62.0	46.3	61.6	57.2	38.3	35.1	30.6	79.4	637.9		0.6%	150.6	185.0	157.1	145.1																																					
2019 000s		88.4	30.8	31.1	77.0	62.0	46.3	61.8	57.1	38.0	34.8	30.6	78.8	636.7		-0.2%	150.3	185.3	156.9	144.2																																					
2020 000s		78.2	28.5	14.9	2.7	3.7	3.1	25.0	35.7	25.0	15.7	2.9	24.8	260.3	-59.1%	121.6	9.5	85.8	43.4																																						
2021 000s		37.7	13.9	15.4	39.3	42.1	40.5	56.2	56.3	39.7	34.5	27.9	68.3	471.8	81.3%	67.0	121.9	152.2	130.7																																						
2022 000s		88.5	31.8	32.9	81.1	65.3	49.4	65.7	61.2	41.1	36.4	32.2	84.9	670.4	42.1%	153.2	195.8	167.9	153.5																																						
2023 000s		96.8	33.5	33.4	83.7	66.8	49.9	65.9	61.4	41.9	37.3	32.8	86.6	689.8	2.9%	163.6	200.4	169.1	156.7																																						
2024 000s		99.6	34.5	34.3	84.7	67.4	50.6	66.4	62.5	42.1	37.9	33.9	87.8	701.7	1.7%	168.5	202.7	171.0	159.6																																						
2025 000s		103.6	36.7	35.2	87.4	69.4	51.3	68.4	65.0	43.4	39.2	34.6	91.1	725.4	3.4%	175.5	208.2	176.8	164.9																																						
VISITOR NUMBERS														SFR																																											
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																																										
SFR 000s		618.7	622.9	628.9	634.2	637.9	636.7	260.3	471.8	670.4	689.8	701.7	725.4	800.00	<table><thead><tr><th>Year</th><th>SFR 000s</th><th>Share of Total %</th></tr></thead><tbody><tr><td>2014</td><td>618.7</td><td>4.2%</td></tr><tr><td>2015</td><td>622.9</td><td>4.1%</td></tr><tr><td>2016</td><td>628.9</td><td>3.9%</td></tr><tr><td>2017</td><td>634.2</td><td>4.0%</td></tr><tr><td>2018</td><td>637.9</td><td>4.0%</td></tr><tr><td>2019</td><td>636.7</td><td>3.9%</td></tr><tr><td>2020</td><td>260.3</td><td>2.7%</td></tr><tr><td>2021</td><td>471.8</td><td>4.0%</td></tr><tr><td>2022</td><td>670.4</td><td>5.2%</td></tr><tr><td>2023</td><td>689.8</td><td>5.2%</td></tr><tr><td>2024</td><td>701.7</td><td>4.9%</td></tr><tr><td>2025</td><td>725.4</td><td>5.3%</td></tr></tbody></table>				Year	SFR 000s	Share of Total %	2014	618.7	4.2%	2015	622.9	4.1%	2016	628.9	3.9%	2017	634.2	4.0%	2018	637.9	4.0%	2019	636.7	3.9%	2020	260.3	2.7%	2021	471.8	4.0%	2022	670.4	5.2%	2023	689.8	5.2%	2024	701.7	4.9%	2025	725.4	5.3%
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All Visitor Types M		14.6	15.2	16.0	15.9	16.1	16.3	9.5	11.9	12.8	13.3	14.3	13.8																																												
Share of Total %		4.2%	4.1%	3.9%	4.0%	4.0%	3.9%	2.7%	4.0%	5.2%	5.2%	4.9%	5.3%																																												
Annual Change in Share %			-3.4%	-3.7%	1.0%	-0.2%	-1.5%	-30.1%	45.7%	31.6%	-0.8%	-5.4%	6.9%																																												
Change in Share from 2014 %			-3.4%	-7.0%	-6.0%	-6.2%	-7.6%	-35.5%	-6.0%	23.8%	22.8%	16.1%	24.1%																																												
Avg Ann. Change in Share %			-3.4%	-3.5%	-2.0%	-1.6%	-1.5%	-5.9%	-0.9%	3.0%	2.5%	1.6%	2.2%																																												

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST													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	Annual Change		Q1	Q2	Q3	Q4		
% Change 2014 to 2025		20.9%	7.7%	-9.5%	3.4%	-5.5%	-8.4%	-3.7%	-2.4%	-10.8%	-5.1%	0.2%	6.5%			-0.8%	7.4%	-3.5%	-5.4%	1.2%	
% Change 2024 to 2025		5.3%	9.9%	5.7%	0.2%	0.8%	-2.6%	-3.2%	-1.8%	-3.2%	2.9%	0.9%	3.6%			1.1%	6.7%	-0.4%	-2.7%	2.7%	
Average Annual Change		1.9%	0.7%	-0.9%	0.3%	-0.5%	-0.8%	-0.3%	-0.2%	-1.0%	-0.5%	0.0%	0.6%			-0.1%	0.7%	-0.3%	-0.5%	0.1%	
2014	M	0.122	0.091	0.100	0.156	0.183	0.143	0.147	0.134	0.120	0.098	0.075	0.131	1.500	-1.7%	0.313	0.482	0.401	0.304		
2015	M	0.128	0.089	0.087	0.149	0.185	0.140	0.150	0.138	0.115	0.095	0.074	0.125	1.475		0.304	0.474	0.402	0.294		
2016	M	0.131	0.090	0.086	0.160	0.183	0.142	0.157	0.136	0.118	0.092	0.076	0.128	1.499		1.7%	0.307	0.484	0.411	0.297	
2017	M	0.131	0.092	0.089	0.163	0.191	0.143	0.161	0.142	0.120	0.095	0.077	0.133	1.537		2.5%	0.312	0.497	0.423	0.305	
2018	M	0.133	0.091	0.091	0.163	0.190	0.147	0.161	0.142	0.121	0.098	0.078	0.134	1.548		0.7%	0.314	0.500	0.424	0.310	
2019	M	0.133	0.091	0.089	0.162	0.190	0.147	0.161	0.141	0.119	0.096	0.078	0.132	1.539		-0.6%	0.313	0.499	0.421	0.306	
2020	M	0.116	0.085	0.042	0.006	0.012	0.011	0.061	0.086	0.073	0.041	0.008	0.040	0.583		-62.1%	0.244	0.029	0.221	0.089	
2021	M	0.058	0.042	0.045	0.084	0.122	0.121	0.142	0.136	0.116	0.092	0.070	0.114	1.142		95.7%	0.145	0.326	0.394	0.276	
2022	M	0.121	0.080	0.082	0.156	0.171	0.135	0.151	0.133	0.112	0.089	0.072	0.132	1.434		25.6%	0.283	0.462	0.396	0.293	
2023	M	0.136	0.085	0.084	0.161	0.176	0.137	0.151	0.134	0.114	0.090	0.073	0.134	1.475		2.9%	0.305	0.474	0.399	0.297	
2024	M	0.140	0.089	0.085	0.161	0.172	0.134	0.147	0.133	0.111	0.090	0.075	0.135	1.471		-0.2%	0.315	0.467	0.390	0.300	
2025	M	0.148	0.098	0.090	0.161	0.173	0.131	0.142	0.131	0.107	0.093	0.076	0.140	1.488	1.1%	0.336	0.465	0.379	0.308		
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	1.500	1.475	1.499	1.537	1.548	1.539	0.583	1.142	1.434	1.475	1.471	1.488								
All Visitor Types	M	14.62	15.23	15.98	15.95	16.07	16.28	9.528	11.85	12.80	13.28	14.28	13.81								
Share of Total	%	10.3%	9.7%	9.4%	9.6%	9.6%	9.4%	6.1%	9.6%	11.2%	11.1%	10.3%	10.8%								
Annual Change in Share	%		-5.6%	-3.1%	2.7%	-0.1%	-1.9%	-35.2%	57.4%	16.3%	-0.8%	-7.3%	4.6%								
Change in Share from 2014	%		-5.6%	-8.5%	-6.1%	-6.1%	-7.9%	-40.3%	-6.1%	9.2%	8.3%	0.4%	5.0%								
Avg Ann. Change in Share	%		-5.6%	-4.3%	-2.0%	-1.5%	-1.6%	-6.7%	-0.9%	1.2%	0.9%	0.0%	0.5%								

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

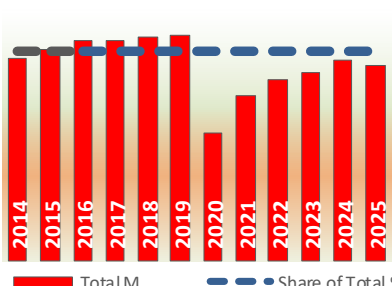
STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											2014 to 2025			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2025		1.6%	10.7%	-17.9%	-12.1%	-16.7%	-15.2%	-1.0%	33.1%	-16.9%	-7.2%	-27.0%	-5.3%		-6.1%	-3.6%	-14.6%	8.6%	-15.0%	
% Change 2024 to 2025		31.5%	-2.4%	-9.7%	9.2%	1.4%	-4.6%	-10.9%	-5.2%	-16.6%	-1.4%	-9.4%	-8.6%		-3.8%	3.2%	0.7%	-9.5%	-5.8%	
Average Annual Change		0.1%	1.0%	-1.6%	-1.1%	-1.5%	-1.4%	-0.1%	3.0%	-1.5%	-0.7%	-2.5%	-0.5%		-0.6%	-0.3%	-1.3%	0.8%	-1.4%	
2014	M	0.743	0.716	0.996	1.116	0.899	1.694	1.242	1.499	0.973	1.358	1.334	0.548		13.12	2.456	3.709	3.714	3.240	
2015	M	0.768	0.799	0.994	1.240	1.003	1.613	1.301	1.857	1.091	1.443	1.063	0.587		13.76	4.9%	2.561	3.856	4.248	3.093
2016	M	0.753	0.911	1.104	1.129	0.933	1.697	1.385	1.930	1.315	1.513	1.177	0.629		14.48	5.2%	2.768	3.758	4.630	3.319
2017	M	0.781	0.906	1.057	1.284	0.915	1.763	1.422	1.910	1.095	1.484	1.231	0.562	14.41	-0.5%	2.745	3.961	4.428	3.276	
2018	M	0.843	0.921	1.062	1.320	0.904	1.810	1.414	1.922	1.100	1.470	1.194	0.564	14.52	0.8%	2.826	4.034	4.435	3.228	
2019	M	0.877	0.965	1.015	1.378	0.947	1.812	1.422	2.086	1.145	1.360	1.162	0.577	14.75	1.5%	2.857	4.137	4.653	3.099	
2020	M	0.954	0.903	0.601	0.070	0.071	0.661	1.105	1.648	0.971	1.058	0.401	0.503	8.945	-39.3%	2.459	0.801	3.724	1.961	
2021	M	0.203	0.155	0.185	0.575	0.604	1.597	0.946	2.181	1.115	1.352	1.159	0.638	10.71	19.7%	0.543	2.776	4.241	3.150	
2022	M	0.619	0.618	0.769	0.974	0.680	1.412	0.996	1.681	0.903	1.207	1.008	0.498	11.36	6.1%	2.005	3.066	3.579	2.713	
2023	M	0.643	0.706	0.804	1.004	0.725	1.380	1.097	1.792	0.942	1.195	1.008	0.506	11.80	3.8%	2.153	3.109	3.832	2.708	
2024	M	0.574	0.813	0.906	0.898	0.738	1.507	1.381	2.105	0.970	1.278	1.074	0.568	12.81	8.6%	2.293	3.143	4.455	2.921	
2025	M	0.756	0.793	0.818	0.980	0.749	1.437	1.230	1.995	0.809	1.261	0.973	0.519	12.32	-3.8%	2.367	3.167	4.034	2.753	
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	13.12	13.76	14.48	14.41	14.52	14.75	8.945	10.71	11.36	11.80	12.81	12.32						
All Visitor Types		M	14.62	15.23	15.98	15.95	16.07	16.28	9.528	11.85	12.80	13.28	14.28							
Share of Total		%	89.7%	90.3%	90.6%	90.4%	90.4%	90.6%	93.9%	90.4%	88.8%	88.9%	89.7%	89.2%						
Annual Change in Share		%		0.6%	0.3%	-0.3%	0.0%	0.2%	3.7%	-3.7%	-1.7%	0.1%	0.9%	-0.5%						
Change in Share from 2014		%		0.6%	1.0%	0.7%	0.7%	0.9%	4.6%	0.7%	-1.1%	-0.9%	0.0%	-0.6%						
Avg Ann. Change in Share		%		0.6%	0.5%	0.2%	0.2%	0.2%	0.8%	0.1%	-0.1%	-0.1%	0.0%	-0.1%						

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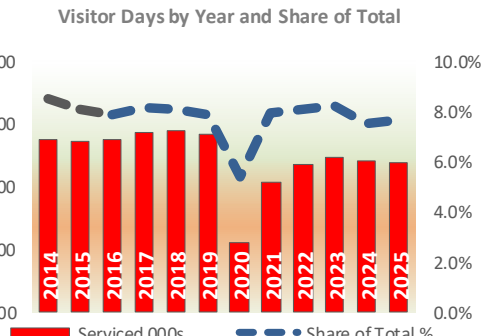
Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2025

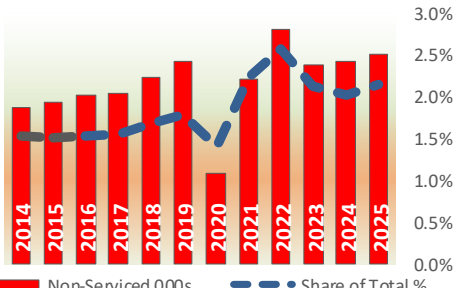
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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		6.6%	9.9%	-15.5%	-7.8%	-12.1%	-13.3%	-0.6%	28.5%	-13.3%	-5.7%	-24.3%	0.4%		-4.0%	-1.0%	-11.2%	7.5%	-11.4%
% Change 2024 to 2025		20.8%	-1.2%	-8.0%	7.2%	1.4%	-4.3%	-8.6%	-4.1%	-13.2%	-1.0%	-8.4%	-4.4%		-2.7%	3.1%	0.7%	-7.6%	-4.3%
Average Annual Change		0.6%	0.9%	-1.4%	-0.7%	-1.1%	-1.2%	-0.1%	2.6%	-1.2%	-0.5%	-2.2%	0.0%		-0.4%	-0.1%	-1.0%	0.7%	-1.0%
2014	M	1.044	0.892	1.202	1.461	1.194	1.942	1.569	1.811	1.208	1.557	1.481	0.861		16.22	3.138	4.597	4.588	3.899
2015	M	1.083	0.983	1.191	1.578	1.303	1.858	1.625	2.171	1.323	1.646	1.211	0.897		16.87	4.0%	3.257	4.738	5.119
2016	M	1.078	1.094	1.300	1.472	1.231	1.948	1.717	2.244	1.552	1.718	1.327	0.946	17.63	4.5%	3.472	4.652	5.513	3.991
2017	M	1.108	1.093	1.260	1.634	1.221	2.014	1.761	2.234	1.335	1.696	1.384	0.890	17.63	0.0%	3.461	4.870	5.329	3.970
2018	M	1.175	1.107	1.269	1.671	1.212	2.071	1.754	2.249	1.344	1.690	1.349	0.895	17.79	0.9%	3.551	4.954	5.347	3.934
2019	M	1.211	1.150	1.219	1.732	1.257	2.075	1.766	2.414	1.386	1.577	1.318	0.906	18.01	1.3%	3.580	5.063	5.566	3.800
2020	M	1.248	1.075	0.698	0.082	0.089	0.678	1.243	1.851	1.128	1.154	0.416	0.605	10.27	-43.0%	3.021	0.849	4.221	2.175
2021	M	0.345	0.238	0.285	0.754	0.813	1.825	1.256	2.502	1.365	1.564	1.299	0.921	13.17	28.2%	0.868	3.392	5.123	3.784
2022	M	0.924	0.782	0.959	1.323	0.978	1.669	1.334	2.009	1.145	1.408	1.153	0.830	14.51	10.2%	2.664	3.969	4.488	3.392
2023	M	0.981	0.877	0.997	1.363	1.027	1.633	1.427	2.113	1.185	1.399	1.153	0.840	14.99	3.3%	2.855	4.023	4.725	3.392
2024	M	0.921	0.992	1.103	1.256	1.036	1.759	1.706	2.426	1.207	1.483	1.224	0.904	16.02	6.8%	3.016	4.051	5.339	3.611
2025	M	1.113	0.980	1.016	1.347	1.050	1.684	1.559	2.327	1.048	1.468	1.122	0.865	15.58	-2.7%	3.108	4.081	4.934	3.454
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	16.22	16.87	17.63	17.63	17.79	18.01	10.27	13.17	14.51	14.99	16.02	15.58	20.00					
All Visitor Types	M	16.22	16.87	17.63	17.63	17.79	18.01	10.27	13.17	14.51	14.99	16.02	15.58	15.00					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 CHESHIRE EAST										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 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		5.1%	-2.0%	-16.8%	-17.1%	-17.3%	-20.0%	-18.1%	-15.4%	-18.3%	-11.1%	-12.5%	-7.6%	-13.5%	Annual Change	-6.0%	-18.1%	-17.3%	-10.2%	
% Change 2024 to 2025		0.2%	1.5%	-1.6%	-4.0%	-2.2%	-5.9%	-0.2%	2.2%	1.3%	-1.2%	-3.7%	0.1%	-1.1%		0.0%	-4.0%	1.0%	-1.4%	
Average Annual Change		0.5%	-0.2%	-1.5%	-1.6%	-1.6%	-1.8%	-1.6%	-1.4%	-1.7%	-1.0%	-1.1%	-0.7%	-1.2%		-0.5%	-1.6%	-1.6%	-0.9%	
2014 000s		85.4	101.9	124.7	119.4	137.5	125.4	143.6	126.7	119.1	113.2	76.3	103.5	1,376.7			312.0	382.3	389.4	293.0
2015 000s		91.9	107.6	117.1	113.9	139.2	121.1	140.4	126.9	115.1	115.5	76.1	99.6	1,364.4	-0.9%	316.7	374.2	382.5	291.2	
2016 000s		96.1	106.4	115.6	116.2	138.0	126.1	144.7	123.9	116.6	116.2	77.3	103.0	1,380.1	1.1%	318.1	380.2	385.2	296.5	
2017 000s		98.1	108.4	121.0	119.7	145.1	127.4	150.1	132.1	120.4	120.2	79.4	110.2	1,432.0	3.8%	327.5	392.1	402.6	309.8	
2018 000s		99.8	107.2	123.2	118.8	143.8	131.5	148.8	131.4	120.7	124.7	79.5	111.1	1,440.4	0.6%	330.2	394.1	400.8	315.3	
2019 000s		99.5	106.4	120.3	117.4	142.7	131.1	147.9	129.5	117.6	121.8	79.0	107.6	1,420.8	-1.4%	326.2	391.3	394.9	308.3	
2020 000s		85.3	100.9	57.6	4.7	9.6	10.1	52.7	77.2	68.5	49.6	8.4	30.3	554.9	-60.9%	243.8	24.4	198.4	88.3	
2021 000s		45.7	51.6	63.7	60.4	88.3	102.9	126.4	119.8	107.9	112.8	70.0	90.9	1,040.5	87.5%	161.0	251.7	354.1	273.7	
2022 000s		71.6	86.1	99.5	100.6	116.1	108.5	124.7	106.0	98.1	103.6	66.8	93.1	1,174.6	12.9%	257.2	325.2	328.8	263.5	
2023 000s		87.9	92.6	103.9	104.7	120.6	112.5	125.9	108.8	102.4	103.7	67.7	96.8	1,227.6	4.5%	284.3	337.9	337.1	268.3	
2024 000s		89.5	98.4	105.5	103.1	116.3	106.6	117.8	104.9	96.0	101.9	69.3	95.5	1,205.0	-1.8%	293.4	326.0	318.7	266.8	
2025 000s		89.7	99.9	103.8	99.0	113.8	100.3	117.6	107.2	97.2	100.7	66.7	95.6	1,191.5	-1.1%	293.4	313.1	322.0	263.1	
VISITOR DAYS														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					
Serviced		000s	1,376.7	1,364.4	1,380.1	1,432.0	1,440.4	1,420.8	554.9	1,040.5	1,174.6	1,227.6	1,205.0	1,191.5	2,000.00					
All Visitor Types		M	16.2	16.9	17.6	17.6	17.8	18.0	10.3	13.2	14.5	15.0	16.0	15.6						
Share of Total		%	8.5%	8.1%	7.8%	8.1%	8.1%	7.9%	5.4%	7.9%	8.1%	8.2%	7.5%	7.6%						
Annual Change in Share		%		-4.7%	-3.2%	3.8%	-0.3%	-2.6%	-31.5%	46.2%	2.4%	1.2%	-8.1%	1.7%						
Change in Share from 2014		%		-4.7%	-7.7%	-4.3%	-4.6%	-7.0%	-36.3%	-6.9%	-4.6%	-3.5%	-11.4%	-9.9%						
Avg Ann. Change in Share		%		-4.7%	-3.9%	-1.4%	-1.1%	-1.4%	-6.1%	-1.0%	-0.6%	-0.4%	-1.1%	-0.9%						

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											2014 to 2025			NON-SERVED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		0.4%	-7.5%	35.9%	49.5%	39.7%	38.2%	24.9%	36.1%	36.9%	58.4%	13.9%	29.5%	33.5%	Annual Change	12.1%	42.0%	33.0%	37.0%
% Change 2024 to 2025		9.9%	15.6%	-1.6%	17.7%	5.9%	-0.7%	-0.1%	2.7%	-3.8%	7.7%	0.1%	7.8%	3.2%		5.3%	6.5%	-0.3%	5.8%
Average Annual Change		0.0%	-0.7%	3.3%	4.5%	3.6%	3.5%	2.3%	3.3%	3.4%	5.3%	1.3%	2.7%	3.0%		1.1%	3.8%	3.0%	3.4%
2014 000s		8.5	10.8	13.1	21.1	24.6	28.2	32.9	40.8	35.1	14.4	10.0	10.3	249.9		32.5	74.0	108.7	34.7
2015 000s		9.1	11.4	13.2	21.3	25.6	29.3	33.1	41.5	35.7	15.3	10.7	11.0	257.2	2.9%	33.7	76.2	110.4	37.0
2016 000s		9.7	12.0	14.1	22.5	26.2	30.0	35.0	44.2	38.1	15.9	11.1	11.5	270.3	5.1%	35.8	78.7	117.2	38.6
2017 000s		10.2	12.9	14.9	23.9	25.3	28.1	34.8	43.2	36.7	18.1	11.9	12.6	272.6	0.9%	38.1	77.2	114.8	42.6
2018 000s		11.3	13.8	16.2	25.0	27.9	32.2	37.3	47.4	40.3	19.9	13.0	14.0	298.2	9.4%	41.3	85.1	125.0	46.8
2019 000s		12.9	14.6	17.1	28.5	30.9	34.4	41.1	50.5	41.4	20.1	14.7	15.7	321.9	8.0%	44.6	93.8	133.0	50.5
2020 000s		13.3	11.1	7.2	0.3	0.7	1.1	22.0	33.0	33.8	13.3	0.6	7.7	144.2	-55.2%	31.6	2.2	88.8	21.6
2021 000s		2.1	2.4	3.3	13.0	27.5	39.7	43.1	55.5	55.9	24.8	14.0	13.9	295.0	104.6%	7.8	80.1	154.6	52.6
2022 000s		12.0	11.3	19.8	28.9	38.4	44.5	48.6	63.6	55.0	19.8	13.4	18.3	373.6	26.6%	43.1	111.7	167.2	51.5
2023 000s		8.1	8.5	17.5	28.8	34.2	36.0	38.9	52.2	49.7	21.0	10.6	12.7	318.1	-14.9%	34.2	99.0	140.7	44.3
2024 000s		7.8	8.6	18.1	26.9	32.5	39.3	41.1	54.1	49.9	21.2	11.4	12.3	323.2	1.6%	34.6	98.7	145.0	45.0
2025 000s		8.6	10.0	17.8	31.6	34.4	39.0	41.0	55.6	48.0	22.9	11.4	13.3	333.6	3.2%	36.4	105.0	144.6	47.6
VISITOR DAYS														NON-SERVED 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-Served		000s	249.9	257.2	270.3	272.6	298.2	321.9	144.2	295.0	373.6	318.1	323.2		333.6				
All Visitor Types		M	16.2	16.9	17.6	17.6	17.8	18.0	10.3	13.2	14.5	15.0	15.6						
Share of Total		%	1.5%	1.5%	1.5%	1.5%	1.7%	1.8%	1.4%	2.2%	2.6%	2.1%	2.0%		2.1%				
Annual Change in Share		%		-1.0%	0.5%	0.9%	8.4%	6.6%	-21.4%	59.5%	14.9%	-17.6%	-4.9%		6.1%				
Change in Share from 2014		%		-1.0%	-0.5%	0.4%	8.8%	16.0%	-8.8%	45.4%	67.1%	37.7%	31.0%		39.0%				
Avg Ann. Change in Share		%		-1.0%	-0.2%	0.1%	2.2%	3.2%	-1.5%	6.5%	8.4%	4.2%	3.1%		3.5%				

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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 THOUSANDS / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2014 to 2025		25.1%	22.1%	11.8%	15.6%	15.0%	14.0%	13.7%	17.1%	15.7%	17.5%	16.0%	18.5%			17.3%	21.9%	15.1%	15.4%	17.8%	
% Change 2024 to 2025		4.0%	6.3%	2.6%	3.3%	3.0%	1.3%	3.0%	4.1%	2.9%	3.4%	2.1%	3.8%			3.4%	4.2%	2.8%	3.4%	3.4%	
Average Annual Change		2.3%	2.0%	1.1%	1.4%	1.4%	1.3%	1.2%	1.6%	1.4%	1.6%	1.5%	1.7%			1.6%	2.0%	1.4%	1.4%	1.6%	
2014 000s		207.0	63.1	67.8	204.2	132.9	94.5	150.4	144.5	81.3	71.4	60.5	200.0			1,477.6	337.8	431.6	376.2	331.9	
2015 000s		214.3	64.9	66.7	202.5	134.5	94.2	150.6	145.7	81.3	72.4	60.9	199.1	1,487.3	0.7%	345.9	431.3	377.6	332.5		
2016 000s		219.0	64.9	66.5	204.6	134.6	95.7	152.6	145.7	82.1	72.9	61.5	202.1	1,502.0	1.0%	350.4	434.9	380.3	336.5		
2017 000s		218.8	65.0	67.1	207.0	136.3	95.5	153.9	147.9	82.5	73.9	61.7	205.5	1,515.1	0.9%	350.9	438.8	384.3	341.2		
2018 000s		220.8	64.8	67.6	207.2	136.4	97.2	154.1	148.6	83.2	75.2	62.0	206.5	1,523.6	0.6%	353.2	440.8	385.9	343.7		
2019 000s		221.0	64.6	67.0	207.9	136.5	97.2	154.5	148.4	82.5	74.4	62.1	204.9	1,520.9	-0.2%	352.6	441.6	385.4	341.4		
2020 000s		195.5	59.9	32.1	7.2	8.1	6.6	62.5	92.9	54.2	33.5	5.9	64.4	623.0	-59.0%	287.4	22.0	209.7	103.9		
2021 000s		94.4	29.1	33.1	106.0	92.6	85.1	140.6	146.3	86.1	73.8	56.7	177.5	1,121.3	80.0%	156.6	283.8	373.0	308.0		
2022 000s		221.3	66.7	70.7	218.9	143.7	103.7	164.2	159.1	89.2	77.8	65.5	220.7	1,601.4	42.8%	358.7	466.3	412.4	364.0		
2023 000s		241.9	70.3	71.8	226.0	147.0	104.8	164.7	159.5	90.8	79.8	66.5	225.1	1,648.3	2.9%	384.0	477.8	415.0	371.5		
2024 000s		249.0	72.4	73.8	228.6	148.3	106.2	166.0	162.4	91.4	81.2	68.8	228.3	1,676.6	1.7%	395.3	483.2	419.8	378.2		
2025 000s		259.0	77.0	75.8	236.1	152.8	107.7	171.0	169.1	94.1	83.9	70.2	236.9	1,733.5	3.4%	411.7	496.5	434.2	391.0		
VISITOR DAYS														SFR							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	000s	Visitor Days by Year and Share of Total						
SFR 000s		1,477.6	1,487.3	1,502.0	1,515.1	1,523.6	1,520.9	623.0	1,121.3	1,601.4	1,648.3	1,676.6	1,733.5	2,000.00							
All Visitor Types M		16.2	16.9	17.6	17.6	17.8	18.0	10.3	13.2	14.5	15.0	16.0	15.6	1,500.00							
Share of Total %		9.1%	8.8%	8.5%	8.6%	8.6%	8.4%	6.1%	8.5%	11.0%	11.0%	10.5%	11.1%	1,000.00							
Annual Change in Share %			-3.2%	-3.4%	0.9%	-0.3%	-1.4%	-28.1%	40.3%	29.6%	-0.4%	-4.8%	6.3%	500.00							
Change in Share from 2014 %			-3.2%	-6.5%	-5.6%	-5.9%	-7.3%	-33.4%	-6.5%	21.1%	20.7%	14.9%	22.2%	0.00							
Avg Ann. Change in Share %			-3.2%	-3.2%	-1.9%	-1.5%	-1.5%	-5.6%	-0.9%	2.6%	2.3%	1.5%	2.0%								
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STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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		18.7%	6.3%	-4.0%	6.4%	2.0%	-0.4%	0.8%	6.3%	1.6%	4.2%	1.0%	10.2%		5.0%	8.7%	3.0%	3.0%	6.4%
% Change 2024 to 2025		3.1%	4.1%	0.0%	2.3%	1.3%	-2.0%	1.4%	3.3%	0.9%	1.5%	-0.8%	2.9%		1.7%	2.5%	0.7%	2.0%	1.7%
Average Annual Change		1.7%	0.6%	-0.4%	0.6%	0.2%	0.0%	0.1%	0.6%	0.1%	0.4%	0.1%	0.9%		0.5%	0.8%	0.3%	0.3%	0.6%
2014	M	0.301	0.176	0.206	0.345	0.295	0.248	0.327	0.312	0.235	0.199	0.147	0.314		3.104		0.682	0.888	0.874
2015	M	0.315	0.184	0.197	0.338	0.299	0.245	0.324	0.314	0.232	0.203	0.148	0.310	3.109	0.2%	0.696	0.882	0.870	0.661
2016	M	0.325	0.183	0.196	0.343	0.299	0.252	0.332	0.314	0.237	0.205	0.150	0.317	3.152	1.4%	0.704	0.894	0.883	0.672
2017	M	0.327	0.186	0.203	0.351	0.307	0.251	0.339	0.323	0.240	0.212	0.153	0.328	3.220	2.1%	0.716	0.908	0.902	0.694
2018	M	0.332	0.186	0.207	0.351	0.308	0.261	0.340	0.327	0.244	0.220	0.155	0.332	3.262	1.3%	0.725	0.920	0.912	0.706
2019	M	0.333	0.186	0.204	0.354	0.310	0.263	0.343	0.328	0.242	0.216	0.156	0.328	3.264	0.0%	0.723	0.927	0.913	0.700
2020	M	0.294	0.172	0.097	0.012	0.018	0.018	0.137	0.203	0.156	0.096	0.015	0.103	1.322	-59.5%	0.563	0.049	0.497	0.214
2021	M	0.142	0.083	0.100	0.179	0.208	0.228	0.310	0.322	0.250	0.211	0.141	0.282	2.457	85.8%	0.325	0.616	0.882	0.634
2022	M	0.305	0.164	0.190	0.348	0.298	0.257	0.338	0.329	0.242	0.201	0.146	0.332	3.150	28.2%	0.659	0.903	0.908	0.679
2023	M	0.338	0.171	0.193	0.360	0.302	0.253	0.329	0.320	0.243	0.205	0.145	0.335	3.194	1.4%	0.702	0.915	0.893	0.684
2024	M	0.346	0.179	0.198	0.359	0.297	0.252	0.325	0.321	0.237	0.204	0.150	0.336	3.205	0.3%	0.723	0.908	0.884	0.690
2025	M	0.357	0.187	0.197	0.367	0.301	0.247	0.330	0.332	0.239	0.207	0.148	0.346	3.259	1.7%	0.742	0.915	0.901	0.702
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	3.104	3.109	3.152	3.220	3.262	3.264	1.322	2.457	3.150	3.194	3.205	3.259						
All Visitor Types	M	16.22	16.87	17.63	17.63	17.79	18.01	10.27	13.17	14.51	14.99	16.02	15.58						
Share of Total	%	19.1%	18.4%	17.9%	18.3%	18.3%	18.1%	12.9%	18.7%	21.7%	21.3%	20.0%	20.9%						
Annual Change in Share	%		-3.7%	-3.0%	2.1%	0.4%	-1.2%	-28.9%	44.9%	16.3%	-1.8%	-6.1%	4.5%						
Change in Share from 2014	%		-3.7%	-6.5%	-4.6%	-4.1%	-5.3%	-32.7%	-2.5%	13.4%	11.3%	4.6%	9.3%						
Avg Ann. Change in Share	%		-3.7%	-3.3%	-1.5%	-1.0%	-1.1%	-5.5%	-0.4%	1.7%	1.3%	0.5%	0.8%						
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STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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		1.6%	10.7%	-17.9%	-12.1%	-16.7%	-15.2%	-1.0%	33.1%	-16.9%	-7.2%	-27.0%	-5.3%	-6.1%	Annual Change	-3.6%	-14.6%	8.6%	-15.0%
% Change 2024 to 2025		31.5%	-2.4%	-9.7%	9.2%	1.4%	-4.6%	-10.9%	-5.2%	-16.6%	-1.4%	-9.4%	-8.6%	-3.8%		3.2%	0.7%	-9.5%	-5.8%
Average Annual Change		0.1%	1.0%	-1.6%	-1.1%	-1.5%	-1.4%	-0.1%	3.0%	-1.5%	-0.7%	-2.5%	-0.5%	-0.6%		-0.3%	-1.3%	0.8%	-1.4%
2014	M	0.743	0.716	0.996	1.116	0.899	1.694	1.242	1.499	0.973	1.358	1.334	0.548	13.12		2.456	3.709	3.714	3.240
2015	M	0.768	0.799	0.994	1.240	1.003	1.613	1.301	1.857	1.091	1.443	1.063	0.587	13.76	4.9%	2.561	3.856	4.248	3.093
2016	M	0.753	0.911	1.104	1.129	0.933	1.697	1.385	1.930	1.315	1.513	1.177	0.629	14.48	5.2%	2.768	3.758	4.630	3.319
2017	M	0.781	0.906	1.057	1.284	0.915	1.763	1.422	1.910	1.095	1.484	1.231	0.562	14.41	-0.5%	2.745	3.961	4.428	3.276
2018	M	0.843	0.921	1.062	1.320	0.904	1.810	1.414	1.922	1.100	1.470	1.194	0.564	14.52	0.8%	2.826	4.034	4.435	3.228
2019	M	0.877	0.965	1.015	1.378	0.947	1.812	1.422	2.086	1.145	1.360	1.162	0.577	14.75	1.5%	2.857	4.137	4.653	3.099
2020	M	0.954	0.903	0.601	0.070	0.071	0.661	1.105	1.648	0.971	1.058	0.401	0.503	8.945	-39.3%	2.459	0.801	3.724	1.961
2021	M	0.203	0.155	0.185	0.575	0.604	1.597	0.946	2.181	1.115	1.352	1.159	0.638	10.71	19.7%	0.543	2.776	4.241	3.150
2022	M	0.619	0.618	0.769	0.974	0.680	1.412	0.996	1.681	0.903	1.207	1.008	0.498	11.36	6.1%	2.005	3.066	3.579	2.713
2023	M	0.643	0.706	0.804	1.004	0.725	1.380	1.097	1.792	0.942	1.195	1.008	0.506	11.80	3.8%	2.153	3.109	3.832	2.708
2024	M	0.574	0.813	0.906	0.898	0.738	1.507	1.381	2.105	0.970	1.278	1.074	0.568	12.81	8.6%	2.293	3.143	4.455	2.921
2025	M	0.756	0.793	0.818	0.980	0.749	1.437	1.230	1.995	0.809	1.261	0.973	0.519	12.32	-3.8%	2.367	3.167	4.034	2.753
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	13.12	13.76	14.48	14.41	14.52	14.75	8.945	10.71	11.36	11.80	12.81	12.32					
All Visitor Types		M	16.22	16.87	17.63	17.63	17.79	18.01	10.27	13.17	14.51	14.99	16.02	15.58					
Share of Total		%	80.9%	81.6%	82.1%	81.7%	81.7%	81.9%	87.1%	81.3%	78.3%	78.7%	80.0%	79.1%					
Annual Change in Share		%		0.9%	0.7%	-0.5%	-0.1%	0.3%	6.4%	-6.6%	-3.7%	0.5%	1.6%	-1.1%					
Change in Share from 2014		%		0.9%	1.5%	1.1%	1.0%	1.3%	7.7%	0.6%	-3.2%	-2.7%	-1.1%	-2.2%					
Avg Ann. Change in Share		%		0.9%	0.8%	0.4%	0.2%	0.3%	1.3%	0.1%	-0.4%	-0.3%	-0.1%	-0.2%					

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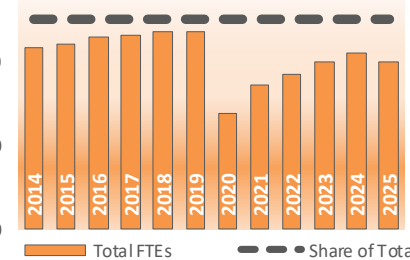
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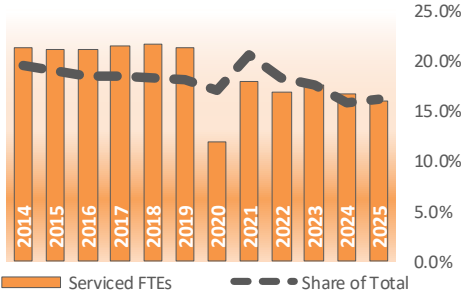
Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2025

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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2025		-2.0%	1.6%	-18.1%	-12.3%	-16.6%	-15.1%	-4.7%	23.1%	-16.8%	-8.6%	-25.1%	-8.9%		-8.4%	-7.1%	-14.7%	2.7%	-14.9%	
% Change 2024 to 2025		17.1%	-3.7%	-9.4%	4.0%	-1.5%	-6.3%	-10.6%	-6.3%	-14.3%	-3.3%	-9.9%	-7.2%		-5.1%	0.0%	-1.9%	-9.5%	-6.5%	
Average Annual Change		-0.2%	0.1%	-1.6%	-1.1%	-1.5%	-1.4%	-0.4%	2.1%	-1.5%	-0.8%	-2.3%	-0.8%		-0.8%	-0.6%	-1.3%	0.2%	-1.4%	
2014 FTEs		8,226	7,845	10,083	11,258	9,735	15,168	12,366	14,032	9,983	12,557	11,963	6,996		10,851	8,718	12,054	12,127	10,505	
2015 FTEs		8,397	8,404	9,883	11,948	10,382	14,390	12,604	16,388	10,667	13,039	9,936	7,165		11,100	8,895	12,240	13,220	10,047	
2016 FTEs		8,304	9,133	10,580	11,135	9,824	14,935	13,173	16,775	12,192	13,460	10,684	7,467	11,472	9,339	11,965	14,047	10,537		
2017 FTEs		8,575	9,181	10,377	12,342	9,836	15,508	13,589	16,841	10,766	13,396	11,154	7,124	11,557	9,378	12,562	13,732	10,558		
2018 FTEs		9,138	9,383	10,557	12,739	9,866	16,077	13,723	17,161	10,942	13,505	11,035	7,237	11,780	9,693	12,894	13,942	10,592		
2019 FTEs		9,317	9,616	10,122	13,052	10,099	15,973	13,677	18,168	11,148	12,597	10,724	7,246	11,812	9,685	13,041	14,331	10,189		
2020 FTEs		9,326	8,912	6,273	814	1,050	5,182	9,997	14,517	9,330	9,431	3,489	5,182	6,959	-41.1%	8,170	2,349	11,281	6,034	
2021 FTEs		3,544	3,095	3,447	6,211	6,679	13,605	9,598	18,021	10,428	11,945	10,140	7,065	8,648	24.3%	3,362	8,832	12,682	9,717	
2022 FTEs		6,801	6,550	7,776	9,636	7,580	12,526	10,030	14,644	8,893	10,898	9,086	6,188	9,217	6.6%	7,042	9,914	11,189	8,724	
2023 FTEs		7,498	7,558	8,485	10,449	8,333	13,035	11,293	16,349	9,695	11,443	9,582	6,537	10,022	8.7%	7,847	10,606	12,446	9,187	
2024 FTEs		6,887	8,273	9,120	9,489	8,241	13,744	13,179	18,444	9,688	11,871	9,940	6,865	10,479	4.6%	8,094	10,491	13,770	9,559	
2025 FTEs		8,063	7,968	8,261	9,871	8,119	12,872	11,788	17,277	8,307	11,473	8,959	6,373	9,944	-5.1%	8,097	10,287	12,458	8,935	
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	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944	15,000					
Total Employment		FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944						
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		%																		

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STEAM REPORT FOR 2014-2025 - FINAL											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												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		-20.4%	-21.3%	-25.2%	-25.5%	-24.9%	-26.5%	-25.3%	-24.6%	-26.0%	-23.7%	-25.7%	-22.8%	-24.4%	Annual Change	-22.4%	-25.6%	-25.3%	-24.0%	
% Change 2024 to 2025		-3.2%	-2.7%	-3.8%	-4.8%	-4.0%	-5.5%	-3.1%	-2.2%	-2.8%	-3.7%	-4.5%	-3.2%	-3.6%		-3.2%	-4.8%	-2.7%	-3.8%	
Average Annual Change		-1.9%	-1.9%	-2.3%	-2.3%	-2.3%	-2.4%	-2.3%	-2.2%	-2.4%	-2.2%	-2.3%	-2.1%	-2.2%		-2.0%	-2.3%	-2.3%	-2.2%	
2014	FTEs	1,935	2,038	2,176	2,148	2,258	2,184	2,301	2,188	2,145	2,107	1,882	2,039	2,117		2,050	2,197	2,211	2,009	
2015	FTEs	1,968	2,065	2,121	2,105	2,258	2,148	2,266	2,179	2,111	2,112	1,874	2,007	2,101	-0.7%	2,052	2,170	2,185	1,998	
2016	FTEs	1,992	2,056	2,109	2,116	2,245	2,176	2,292	2,157	2,118	2,113	1,881	2,026	2,107	0.3%	2,052	2,179	2,189	2,007	
2017	FTEs	2,005	2,069	2,144	2,139	2,294	2,185	2,329	2,209	2,142	2,139	1,894	2,071	2,135	1.3%	2,073	2,206	2,227	2,035	
2018	FTEs	2,033	2,080	2,176	2,153	2,307	2,231	2,342	2,225	2,164	2,186	1,911	2,095	2,159	1.1%	2,097	2,230	2,243	2,064	
2019	FTEs	2,020	2,063	2,146	2,132	2,286	2,214	2,317	2,195	2,127	2,151	1,893	2,057	2,133	-1.2%	2,076	2,211	2,213	2,033	
2020	FTEs	1,717	1,946	1,631	262	452	455	1,524	1,689	1,603	1,294	472	1,112	1,180	-44.7%	1,765	390	1,605	959	
2021	FTEs	1,551	1,589	1,664	1,625	1,789	1,877	2,014	1,973	1,907	1,934	1,682	1,803	1,784	51.2%	1,602	1,764	1,965	1,807	
2022	FTEs	1,524	1,613	1,692	1,702	1,795	1,749	1,855	1,730	1,686	1,717	1,497	1,653	1,684	-5.6%	1,610	1,749	1,757	1,622	
2023	FTEs	1,656	1,688	1,759	1,768	1,874	1,818	1,913	1,792	1,752	1,759	1,528	1,713	1,752	4.0%	1,701	1,820	1,819	1,667	
2024	FTEs	1,591	1,648	1,692	1,680	1,766	1,700	1,775	1,687	1,632	1,669	1,463	1,627	1,661	-5.2%	1,644	1,715	1,698	1,586	
2025	FTEs	1,540	1,604	1,627	1,600	1,695	1,606	1,720	1,650	1,587	1,608	1,397	1,575	1,601	-3.6%	1,590	1,634	1,652	1,527	
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	2,117	2,101	2,107	2,135	2,159	2,133	1,180	1,784	1,684	1,752	1,661	1,601						
Total Employment		FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944						
Share of Total		%	19.5%	18.9%	18.4%	18.5%	18.3%	18.1%	17.0%	20.6%	18.3%	17.5%	15.8%	16.1%						
Annual Change in Share		%		-3.0%	-3.0%	0.6%	-0.8%	-1.4%	-6.1%	21.7%	-11.4%	-4.4%	-9.3%	1.6%						
Change in Share from 2014		%		-3.0%	-5.9%	-5.3%	-6.1%	-7.4%	-13.1%	5.8%	-6.3%	-10.4%	-18.7%	-17.5%						
Avg Ann. Change in Share		%		-3.0%	-2.9%	-1.8%	-1.5%	-1.5%	-2.2%	0.8%	-0.8%	-1.2%	-1.9%	-1.6%						

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

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											2014 to 2025			NON-SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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		-34.9%	-36.7%	-7.5%	0.4%	1.0%	2.2%	-1.3%	5.7%	4.0%	-1.5%	-28.4%	-26.1%	-8.1%	Annual Change	-26.0%	1.2%	2.9%	-18.0%	
% Change 2024 to 2025		0.0%	1.4%	-1.9%	4.6%	0.8%	-1.9%	-1.6%	-0.3%	-3.5%	0.8%	-1.7%	0.2%	-0.4%		-0.5%	1.0%	-1.8%	-0.1%	
Average Annual Change		-3.2%	-3.3%	-0.7%	0.0%	0.1%	0.2%	-0.1%	0.5%	0.4%	-0.1%	-2.6%	-2.4%	-0.7%		-2.4%	0.1%	0.3%	-1.6%	
2014 FTEs		163	169	176	207	216	226	238	260	244	188	167	168	202	2.2%	170	216	247	174	
2015 FTEs		167	173	181	211	221	231	242	265	249	193	172	172	206		174	221	252	179	
2016 FTEs		169	174	181	212	222	232	244	269	253	194	172	173	208		175	222	255	180	
2017 FTEs		177	183	190	225	228	235	253	275	258	209	181	183	216		4.0%	184	229	262	191
2018 FTEs		198	204	214	247	255	266	279	306	287	232	203	205	241		11.5%	206	256	290	213
2019 FTEs		210	215	224	265	273	282	299	324	300	242	216	218	256		6.0%	216	273	308	225
2020 FTEs		181	192	178	32	55	56	220	251	248	167	54	134	147		-42.4%	184	48	239	118
2021 FTEs		162	163	171	212	248	278	287	319	319	239	192	191	232		57.2%	165	246	308	207
2022 FTEs		167	166	194	236	262	278	288	328	305	212	173	185	233		0.5%	176	259	307	190
2023 FTEs		110	108	170	209	225	230	238	276	268	187	122	127	189		-18.7%	129	221	261	145
2024 FTEs		106	105	166	198	217	235	239	275	263	184	122	124	186	-1.5%	126	217	259	143	
2025 FTEs		106	107	163	208	219	231	235	274	254	185	120	124	185	-0.4%	125	219	254	143	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
Non-Serviced FTEs		FTEs	202	206	208	216	241	256	147	232	233	189	186	185						
Total Employment FTEs		FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944						
Share of Total		%	1.9%	1.9%	1.8%	1.9%	2.0%	2.2%	2.1%	2.7%	2.5%	1.9%	1.8%	1.9%						
Annual Change in Share		%		-0.1%	-2.5%	3.2%	9.4%	5.7%	-2.2%	26.5%	-5.7%	-25.3%	-5.8%	4.9%						
Change in Share from 2014		%		-0.1%	-2.5%	0.6%	10.1%	16.3%	13.8%	44.0%	35.7%	1.4%	-4.5%	0.2%						
Avg Ann. Change in Share		%		-0.1%	-1.3%	0.2%	2.5%	3.3%	2.3%	6.3%	4.5%	0.2%	-0.4%	0.0%						

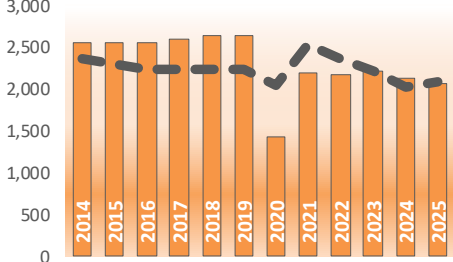
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Report Prepared by: Saleem Landi. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											2014 to 2025			SFR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		27.5%	24.4%	13.9%	17.8%	17.1%	16.1%	15.8%	19.3%	17.9%	19.7%	18.1%	20.7%	19.5%	Annual Change	24.2%	17.2%	17.6%	20.0%	
% Change 2024 to 2025		1.8%	4.0%	0.4%	1.1%	0.8%	-0.8%	0.8%	1.9%	0.7%	1.2%	-0.1%	1.6%	1.2%		1.9%	0.6%	1.2%	1.2%	
Average Annual Change		2.5%	2.2%	1.3%	1.6%	1.6%	1.5%	1.4%	1.8%	1.6%	1.8%	1.6%	1.9%	1.8%		2.2%	1.6%	1.6%	1.8%	
2014 FTEs		395	120	129	390	254	180	287	276	155	136	116	382	235			215	275	239	211
2015 FTEs		404	122	126	382	254	178	284	275	153	137	115	375	234	-0.6%	217	271	237	209	
2016 FTEs		409	121	124	382	252	179	285	272	153	136	115	378	234	0.2%	218	271	237	210	
2017 FTEs		412	122	126	390	257	180	290	278	155	139	116	387	238	1.6%	220	275	241	214	
2018 FTEs		420	123	129	395	260	185	293	283	158	143	118	393	242	1.7%	224	280	245	218	
2019 FTEs		417	122	126	393	258	184	292	280	156	140	117	387	239	-1.0%	222	278	243	215	
2020 FTEs		368	113	60	14	15	12	120	181	106	65	12	125	99	-58.5%	180	14	135	67	
2021 FTEs		179	55	63	194	170	156	258	268	158	135	104	325	172	73.4%	99	173	228	188	
2022 FTEs		414	125	132	409	269	194	307	298	167	146	122	413	250	45.0%	224	291	257	227	
2023 FTEs		486	141	144	454	295	210	331	320	182	160	134	452	276	10.5%	257	320	278	249	
2024 FTEs		495	144	147	454	295	211	330	323	182	161	137	454	278	0.7%	262	320	278	251	
2025 FTEs		504	150	147	459	297	209	333	329	183	163	137	461	281	1.2%	267	322	282	253	
EMPLOYMENT														SFR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs						
SFR		FTEs	235	234	234	238	242	239	99	172	250	276	278	281	Employment (FTEs) and Share of Total (%)					
Total Employment		FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944	300 250 200 150 100 50 0					
Share of Total		%	2.2%	2.1%	2.0%	2.1%	2.1%	2.0%	1.4%	2.0%	2.7%	2.8%	2.6%	2.8%	3.0% 2.5% 2.0% 1.5% 1.0% 0.5% 0.0%					
Annual Change in Share		%		-2.9%	-3.0%	0.8%	-0.2%	-1.3%	-29.6%	39.6%	36.0%	1.6%	-3.7%	6.6%						
Change in Share from 2014		%		-2.9%	-5.8%	-5.0%	-5.2%	-6.4%	-34.2%	-8.1%	25.0%	27.1%	22.3%	30.4%						
Avg Ann. Change in Share		%		-2.9%	-2.9%	-1.7%	-1.3%	-1.3%	-5.7%	-1.2%	3.1%	3.0%	2.2%	2.8%						

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

STEAM REPORT FOR 2014-2025 - FINAL										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		-13.8%	-20.0%	-21.9%	-17.4%	-19.0%	-21.0%	-19.1%	-17.2%	-20.4%	-19.5%	-23.6%	-16.6%	-19.0%	Annual Change	-18.5%	-19.1%	-18.9%	-19.7%	
% Change 2024 to 2025		-1.9%	-1.9%	-3.4%	-2.8%	-2.9%	-4.7%	-2.4%	-1.4%	-2.6%	-2.9%	-3.9%	-2.0%	-2.7%		-2.4%	-3.4%	-2.1%	-2.9%	
Average Annual Change		-1.3%	-1.8%	-2.0%	-1.6%	-1.7%	-1.9%	-1.7%	-1.6%	-1.9%	-1.8%	-2.1%	-1.5%	-1.7%		-1.7%	-1.7%	-1.7%	-1.8%	
2014 FTEs		2,494	2,327	2,482	2,744	2,728	2,590	2,826	2,723	2,544	2,431	2,164	2,588	2,554		2,434	2,688	2,698	2,394	
2015 FTEs		2,540	2,361	2,427	2,697	2,732	2,556	2,791	2,718	2,514	2,441	2,161	2,555	2,541	-0.5%	2,443	2,662	2,675	2,385	
2016 FTEs		2,570	2,351	2,414	2,710	2,719	2,586	2,822	2,698	2,524	2,443	2,168	2,577	2,549	0.3%	2,445	2,672	2,681	2,396	
2017 FTEs		2,594	2,375	2,461	2,753	2,779	2,600	2,871	2,762	2,556	2,487	2,191	2,640	2,589	1.6%	2,476	2,711	2,730	2,439	
2018 FTEs		2,652	2,408	2,519	2,794	2,821	2,681	2,914	2,813	2,609	2,561	2,232	2,694	2,642	2.0%	2,526	2,766	2,779	2,496	
2019 FTEs		2,648	2,400	2,496	2,790	2,817	2,680	2,908	2,799	2,584	2,533	2,226	2,661	2,628	-0.5%	2,514	2,762	2,764	2,473	
2020 FTEs		2,266	2,251	1,870	308	523	524	1,863	2,121	1,956	1,526	537	1,372	1,426	-45.7%	2,129	452	1,980	1,145	
2021 FTEs		1,892	1,807	1,897	2,031	2,207	2,312	2,559	2,560	2,384	2,308	1,979	2,320	2,188	53.4%	1,866	2,183	2,501	2,202	
2022 FTEs		2,106	1,903	2,018	2,347	2,326	2,221	2,450	2,355	2,157	2,075	1,793	2,250	2,167	-1.0%	2,009	2,298	2,321	2,039	
2023 FTEs		2,252	1,937	2,073	2,431	2,395	2,259	2,482	2,388	2,203	2,106	1,784	2,292	2,217	2.3%	2,087	2,361	2,358	2,061	
2024 FTEs		2,192	1,898	2,005	2,333	2,278	2,147	2,344	2,285	2,077	2,014	1,721	2,204	2,125	-4.1%	2,032	2,252	2,235	1,980	
2025 FTEs		2,150	1,861	1,938	2,267	2,211	2,047	2,287	2,254	2,024	1,956	1,654	2,159	2,067	-2.7%	1,983	2,175	2,188	1,923	
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	2,554	2,541	2,549	2,589	2,642	2,628	1,426	2,188	2,167	2,217	2,125	2,067						
Total Employment		FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944						
Share of Total		%	23.5%	22.9%	22.2%	22.4%	22.4%	22.3%	20.5%	25.3%	23.5%	22.1%	20.3%	20.8%						
Annual Change in Share		%		-2.7%	-3.0%	0.8%	0.1%	-0.8%	-7.9%	23.4%	-7.1%	-5.9%	-8.3%	2.5%						
Change in Share from 2014		%		-2.7%	-5.6%	-4.8%	-4.7%	-5.4%	-12.9%	7.5%	-0.1%	-6.0%	-13.8%	-11.7%						
Avg Ann. Change in Share		%		-2.7%	-2.8%	-1.6%	-1.2%	-1.1%	-2.1%	1.1%	0.0%	-0.7%	-1.4%	-1.1%						

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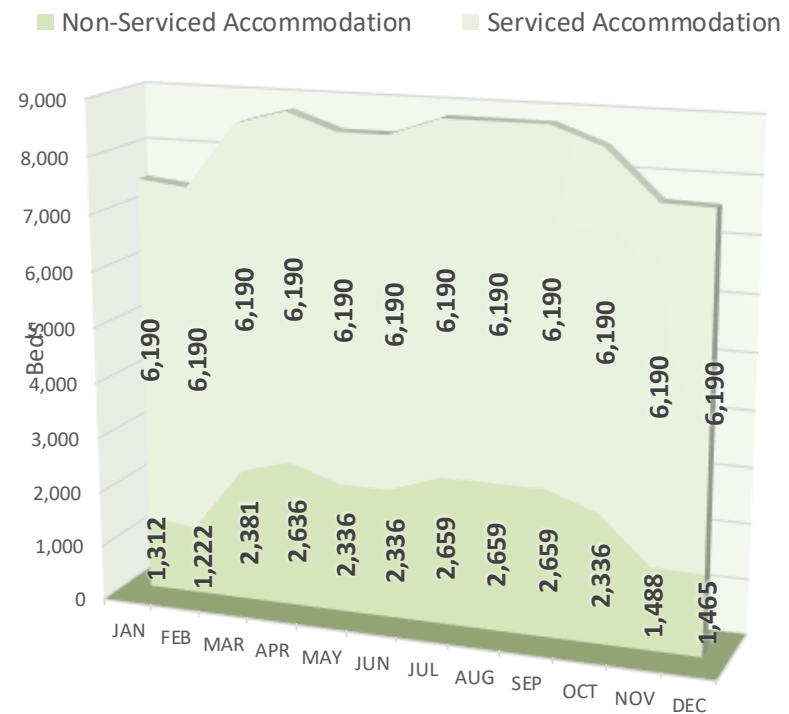
STEAM REPORT FOR 2014-2025 - FINAL											2014 to 2025			DAY VISITOR		DIRECT EMPLOYMENT				
CHESHIRE EAST																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2025		3.5%	12.8%	-16.3%	-10.5%	-15.1%	-13.5%	0.9%	35.6%	-15.3%	-5.4%	-25.7%	-3.5%			-4.3%	-1.8%	-13.0%	10.7%	-13.4%
% Change 2024 to 2025		28.7%	-4.5%	-11.6%	6.9%	-0.7%	-6.7%	-12.8%	-7.2%	-18.4%	-3.5%	-11.3%	-10.6%			-5.9%	1.0%	-1.4%	-11.4%	-7.8%
Average Annual Change		0.3%	1.2%	-1.5%	-1.0%	-1.4%	-1.2%	0.1%	3.2%	-1.4%	-0.5%	-2.3%	-0.3%			-0.4%	-0.2%	-1.2%	1.0%	-1.2%
2014	FTEs	4,099	3,949	5,493	6,151	4,957	9,339	6,847	8,266	5,362	7,487	7,354	3,019	6,027		4,513	6,816	6,825	5,953	
2015	FTEs	4,180	4,347	5,411	6,749	5,460	8,780	7,081	10,106	5,936	7,853	5,787	3,196	6,240	3.5%	4,646	6,996	7,708	5,612	
2016	FTEs	4,066	4,919	5,962	6,095	5,036	9,161	7,477	10,424	7,101	8,170	6,355	3,399	6,514	4.4%	4,983	6,764	8,334	5,975	
2017	FTEs	4,250	4,929	5,749	6,983	4,974	9,589	7,737	10,391	5,956	8,070	6,693	3,055	6,531	0.3%	4,976	7,182	8,028	5,939	
2018	FTEs	4,638	5,067	5,841	7,264	4,971	9,955	7,778	10,571	6,050	8,087	6,570	3,101	6,658	1.9%	5,182	7,397	8,133	5,919	
2019	FTEs	4,786	5,262	5,536	7,517	5,164	9,883	7,757	11,377	6,245	7,419	6,336	3,150	6,702	0.7%	5,194	7,521	8,460	5,635	
2020	FTEs	5,188	4,909	3,269	379	384	3,591	6,124	9,335	5,502	5,991	2,271	2,848	4,149	-38.1%	4,455	1,451	6,987	3,703	
2021	FTEs	1,121	853	1,022	3,045	3,200	8,456	5,007	11,547	5,902	7,161	6,136	3,380	4,736	14.1%	999	4,900	7,485	5,559	
2022	FTEs	3,342	3,338	4,152	5,264	3,671	7,628	5,382	9,078	4,876	6,520	5,444	2,691	5,115	8.0%	3,611	5,521	6,445	4,885	
2023	FTEs	3,728	4,092	4,664	5,821	4,205	8,002	6,364	10,396	5,464	6,928	5,844	2,932	5,703	11.5%	4,161	6,010	7,408	5,235	
2024	FTEs	3,297	4,664	5,199	5,153	4,239	8,651	7,926	12,082	5,567	7,338	6,167	3,260	6,129	7.5%	4,387	6,014	8,525	5,588	
2025	FTEs	4,244	4,455	4,596	5,508	4,207	8,074	6,908	11,208	4,542	7,081	5,467	2,914	5,767	-5.9%	4,432	5,930	7,553	5,154	
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	6,027	6,240	6,514	6,531	6,658	6,702	4,149	4,736	5,115	5,703	6,129	5,767	8,000					
Total Employment		FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944	6,000					
Share of Total		%	55.5%	56.2%	56.8%	56.5%	56.5%	56.7%	59.6%	54.8%	55.5%	56.9%	58.5%	58.0%	4,000					
Annual Change in Share		%		1.2%	1.0%	-0.5%	0.0%	0.4%	5.1%	-8.2%	1.4%	2.5%	2.8%	-0.8%	5,000					
Change in Share from 2014		%		1.2%	2.2%	1.7%	1.8%	2.2%	7.4%	-1.4%	-0.1%	2.5%	5.3%	4.4%	6,000					
Avg Ann. Change in Share		%		1.2%	1.1%	0.6%	0.4%	0.4%	1.2%	-0.2%	0.0%	0.3%	0.5%	0.4%	7,000					

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

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST							2025		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE	
SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014		SEASONAL AVAILABILITY OF BED SUPPLY 2025					
	Est.	Beds	Est.	Beds	Est.	Beds						
Serviced Accommodation Total	110	6,190	-12	-208	-106	-1,633						
+50 Room	19	3,708	0	0	-5	-627						
11-50 Room	38	2,019	-1	-101	-5	-459						
<10 Room	53	463	-11	-107	-96	-547						
NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014							
	Est.	Beds	Est.	Beds	Est.	Beds						
Non-Serviced Accommodation Total	74	2,336	-1	-6	-25	+306						
Self catering	42	490	-1	-6	-47	-493						
Static caravans/chalets	0	508	0	0	0	+508						
Touring caravans/camping	32	1,338	0	0	+22	+291						
Youth Hostels	1	323	0	0	0	+313						
DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014							
	Est.	Beds	Est.	Beds	Est.	Beds						
All Paid Accommodation Total	184	8,526	-13	-214	-131	-1,327						
Serviced Accommodation Share of Total	60%	73%										
Non-Serviced Accommodation Share of Total	40%	27%										
SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	7,502	7,412	8,571	8,826	8,526	8,526	8,849	8,849	8,849	8,526	7,678	7,655
Serviced Accommodation	6,190	6,190	6,190	6,190	6,190	6,190	6,190	6,190	6,190	6,190	6,190	6,190
Non-Serviced Accommodation	1,312	1,222	2,381	2,636	2,336	2,336	2,659	2,659	2,659	2,336	1,488	1,465

SEASONAL AVAILABILITY OF BED SUPPLY
2025



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
CHESHIRE EAST

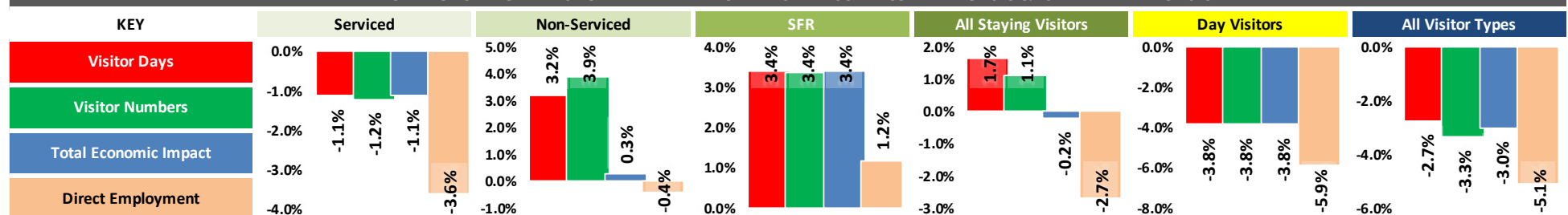
Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

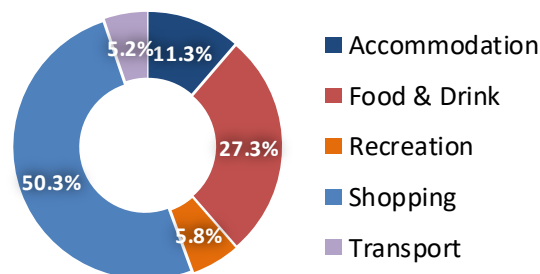
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

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	1.191	1.205	-1.1%	0.334	0.323	3.2%	1.733	1.677	3.4%	3.259	3.205	1.7%	12.32	12.81	-3.8%	15.58	16.02	-2.7%
Visitor Numbers	M	0.714	0.722	-1.2%	0.049	0.047	3.9%	0.725	0.702	3.4%	1.488	1.471	1.1%	12.32	12.81	-3.8%	13.81	14.28	-3.3%
Direct Expenditure	£Bn																0.846	0.872	-3.0%
Economic Impact	£Bn	0.199	0.201	-1.1%	0.023	0.023	0.3%	0.049	0.047	3.4%	0.271	0.271	-0.2%	0.857	0.892	-3.8%	1.128	1.163	-3.0%
Direct Employment	FTEs	1,601	1,661	-3.6%	185	186	-0.4%	281	278	1.2%	2,067	2,125	-2.7%	5,767	6,129	-5.9%	7,834	8,253	-5.1%
Total Employment	FTEs																9,944	10,479	-5.1%

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



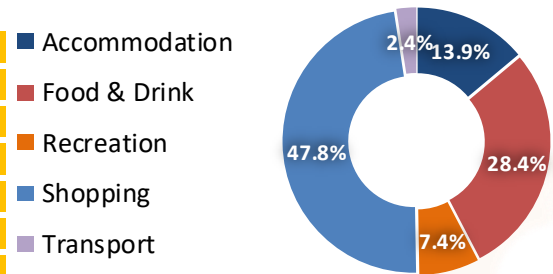
Direct Expenditure Categories

	2025	2024	+/- %
Accommodation	0.096	0.097	-1.1%
Food & Drink	0.231	0.239	-3.2%
Recreation	0.049	0.051	-3.3%
Shopping	0.426	0.441	-3.4%
Transport	0.044	0.045	-1.3%
TOTAL DIRECT	0.846	0.872	-3.0%
Indirect	0.282	0.291	-3.1%
TOTAL	1.128	1.163	-3.0%

Sectors

	2025	2024	+/- %
Accommodation	1,089	1,129	-3.5%
Food & Drink	2,229	2,354	-5.3%
Recreation	578	611	-5.3%
Shopping	3,748	3,962	-5.4%
Transport	190	197	-3.4%
TOTAL DIRECT	7,834	8,253	-5.1%
Indirect	2,110	2,225	-5.2%
TOTAL	9,944	10,479	-5.1%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE EAST

Economic Impact - Indexed - Total

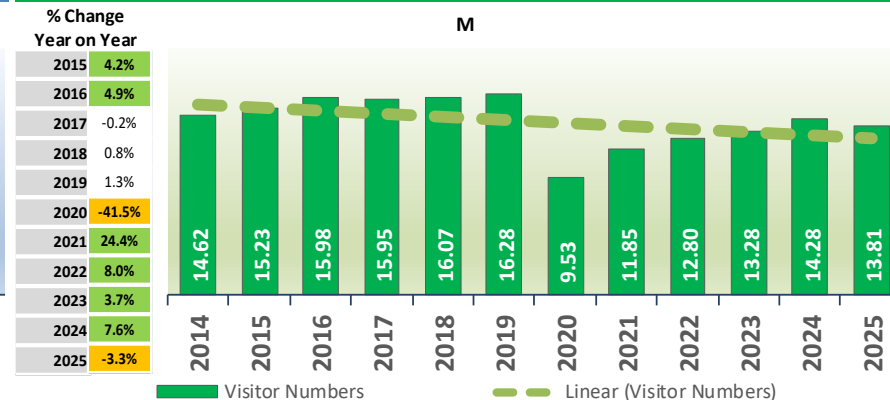


2014 to 2025
2025 Prices

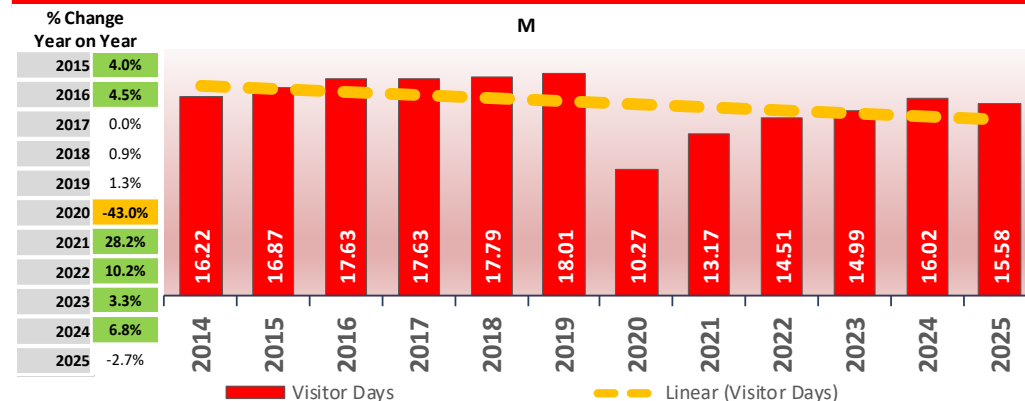
TOTAL

KEY MEASURES
Indexed

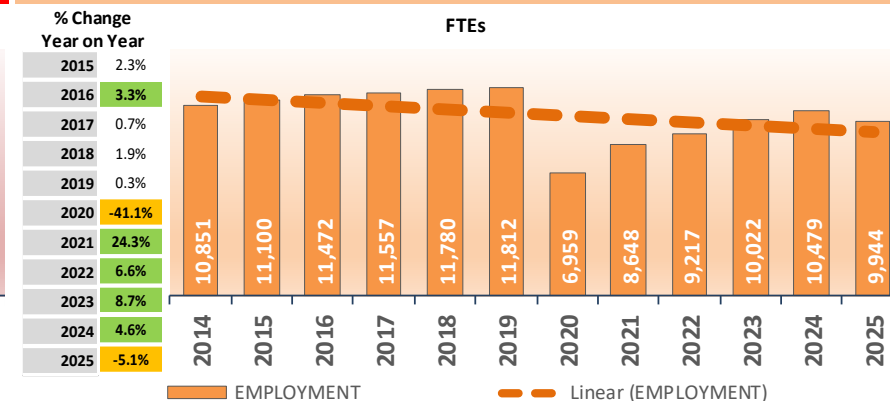
Visitor Numbers - Total



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		3.2%	8.0%	8.6%	9.3%	10.1%	-41.0%	-21.9%	-13.3%	-12.6%	-7.0%	-9.8%
Visitor Numbers		4.2%	9.3%	9.1%	9.9%	11.4%	-34.8%	-18.9%	-12.5%	-9.2%	-2.3%	-5.5%
Visitor Days		4.0%	8.7%	8.7%	9.6%	11.0%	-36.7%	-18.8%	-10.5%	-7.6%	-1.3%	-4.0%
Total Employment		2.3%	5.7%	6.5%	8.6%	8.9%	-35.9%	-20.3%	-15.1%	-7.6%	-3.4%	-8.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE EAST

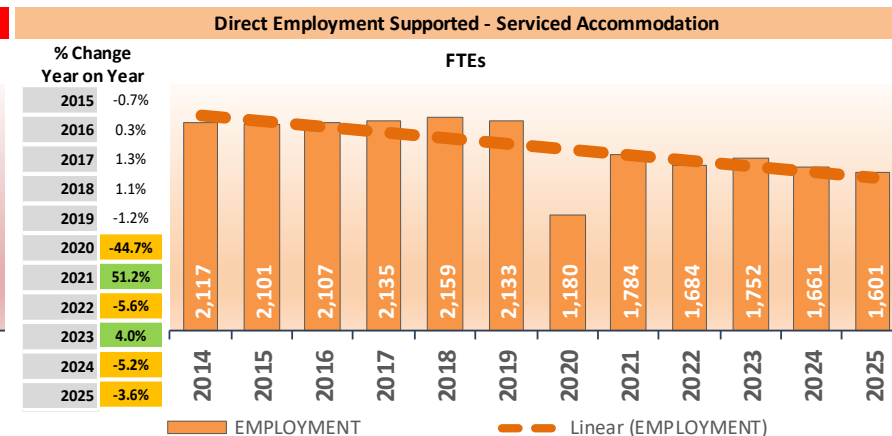
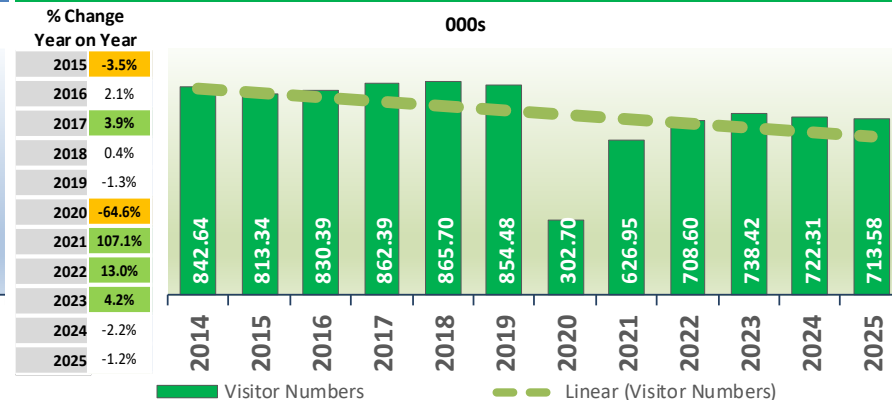
2014 to 2025
2025 Prices

SERVED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Served Accommodation

Visitor Numbers - Served Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-1.8%	1.3%	5.3%	4.8%	2.1%	-68.2%	-35.2%	-19.9%	-27.4%	-28.4%	-29.2%
Visitor Numbers		-3.5%	-1.5%	2.3%	2.7%	1.4%	-64.1%	-25.6%	-15.9%	-12.4%	-14.3%	-15.3%
Visitor Days		-0.9%	0.2%	4.0%	4.6%	3.2%	-59.7%	-24.4%	-14.7%	-10.8%	-12.5%	-13.5%
Direct Employment		-0.7%	-0.5%	0.9%	2.0%	0.8%	-44.3%	-15.7%	-20.4%	-17.2%	-21.5%	-24.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE EAST

Economic Impact - Indexed - Non-Serviced Accommodation

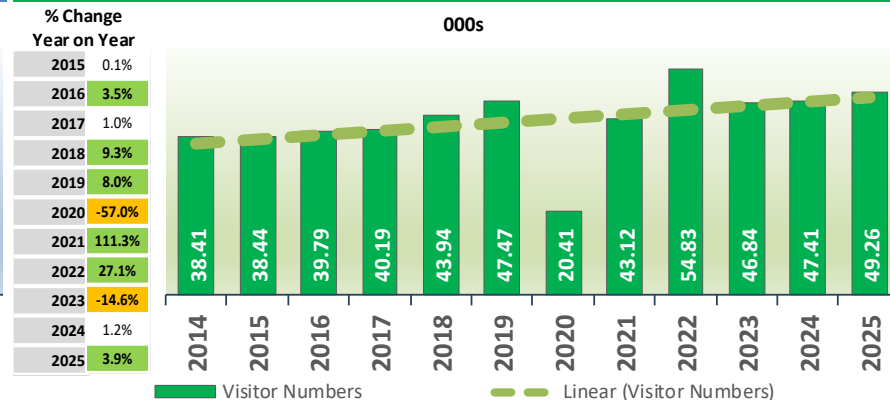


2014 to 2025
2025 Prices

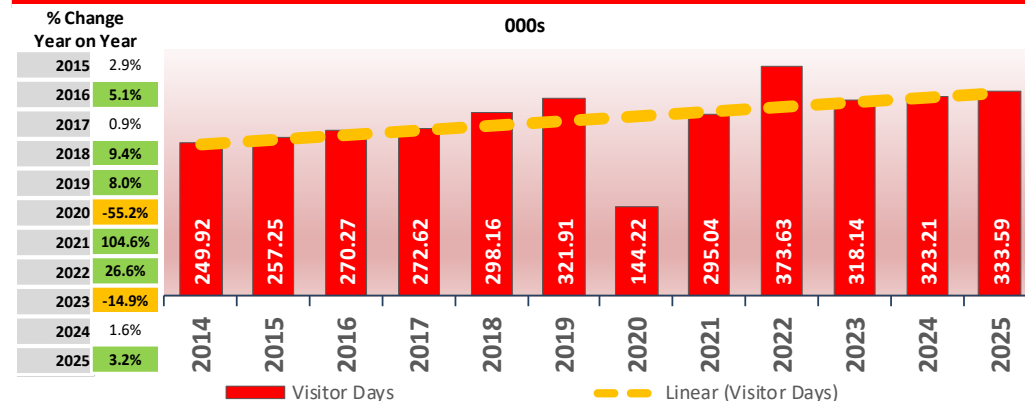
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

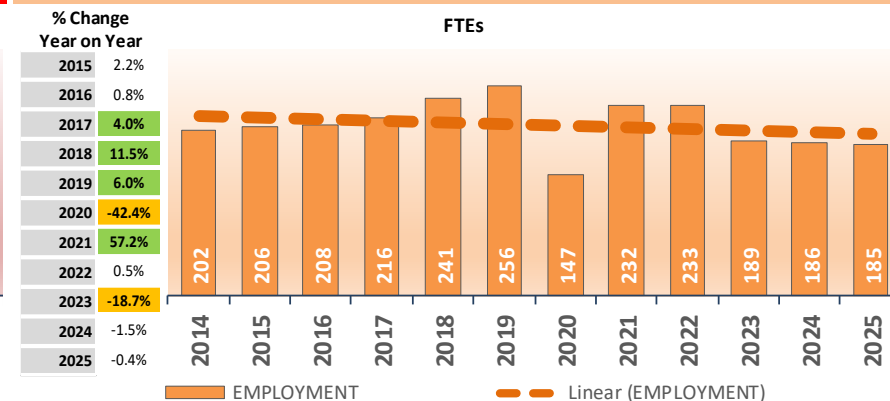
Visitor Numbers - Non-Serviced Accommodation



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		2.8%	9.1%	14.1%	23.8%	33.6%	-41.0%	19.7%	53.0%	39.0%	50.1%	50.6%
Visitor Numbers		0.1%	3.6%	4.6%	14.4%	23.6%	-46.9%	12.3%	42.7%	21.9%	23.4%	28.2%
Visitor Days		2.9%	8.1%	9.1%	19.3%	28.8%	-42.3%	18.1%	49.5%	27.3%	29.3%	33.5%
Direct Employment		2.2%	3.0%	7.2%	19.5%	26.6%	-27.0%	14.8%	15.3%	-6.3%	-7.7%	-8.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE EAST

Economic Impact - Indexed - SFR

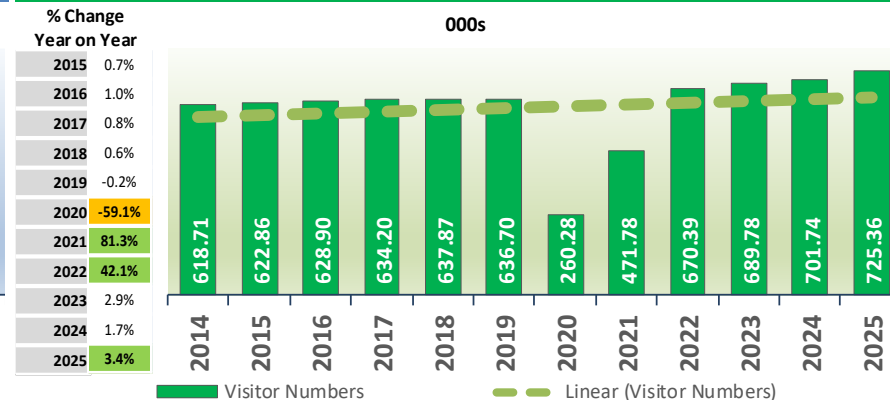


2014 to 2025
2025 Prices

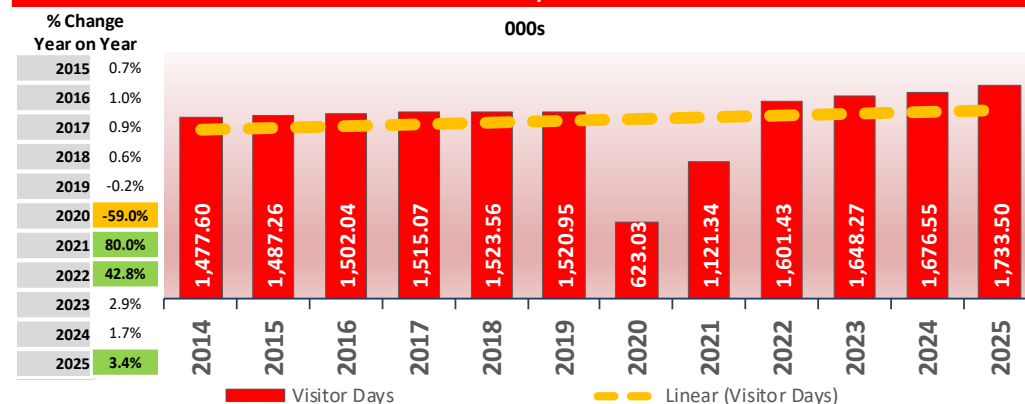
SFR

KEY MEASURES
Indexed

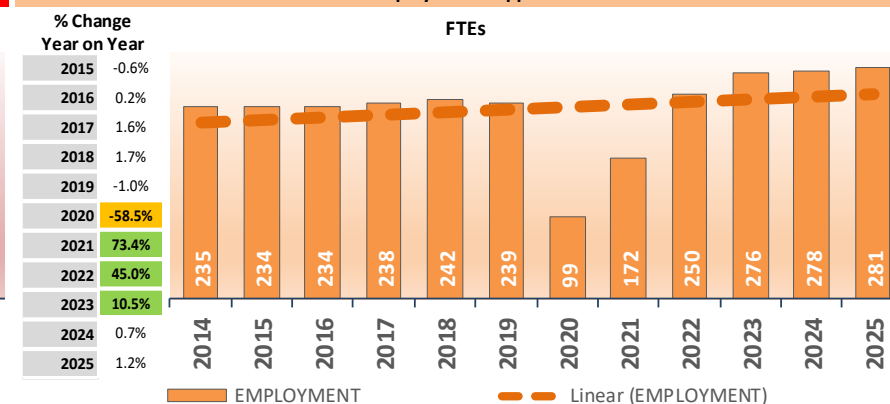
Visitor Numbers - SFR



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		0.7%	1.6%	2.5%	3.1%	2.9%	-57.8%	-24.1%	8.4%	11.5%	13.5%	17.3%
Visitor Numbers		0.7%	1.6%	2.5%	3.1%	2.9%	-57.9%	-23.7%	8.4%	11.5%	13.4%	17.2%
Visitor Days		0.7%	1.7%	2.5%	3.1%	2.9%	-57.8%	-24.1%	8.4%	11.6%	13.5%	17.3%
Direct Employment		-0.6%	-0.4%	1.2%	2.9%	1.8%	-57.8%	-26.8%	6.2%	17.4%	18.1%	19.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE EAST

Economic Impact - Indexed - Staying Visitor

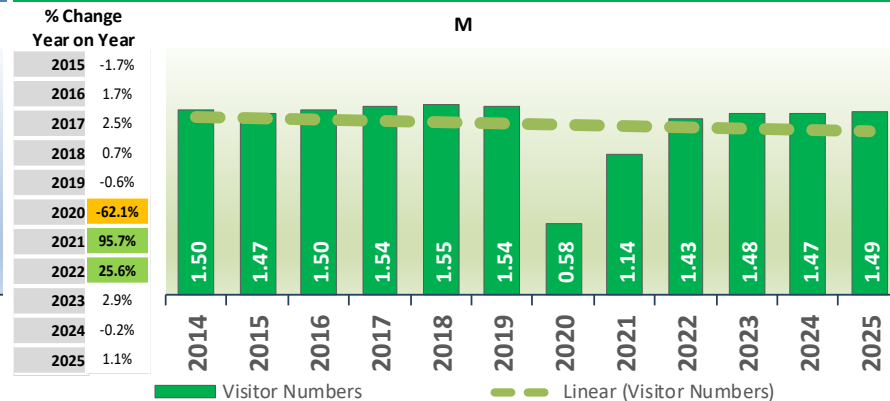


2014 to 2025
2025 Prices

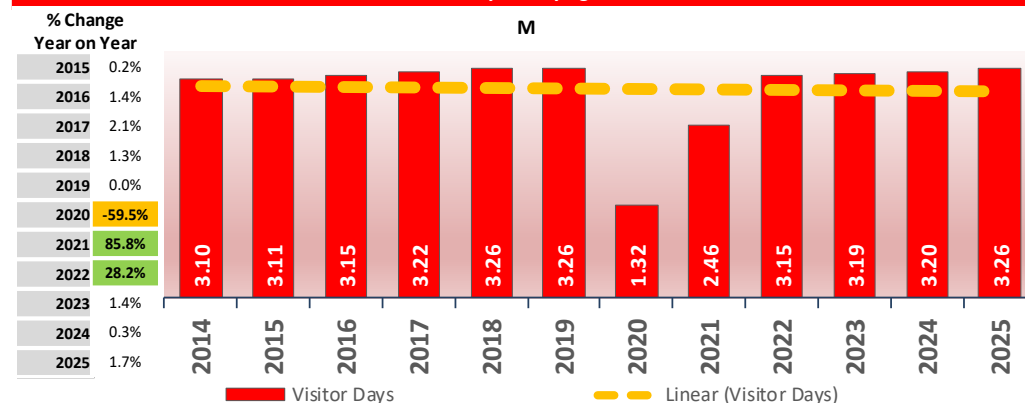
STAYING VISITOR

KEY MEASURES
Indexed

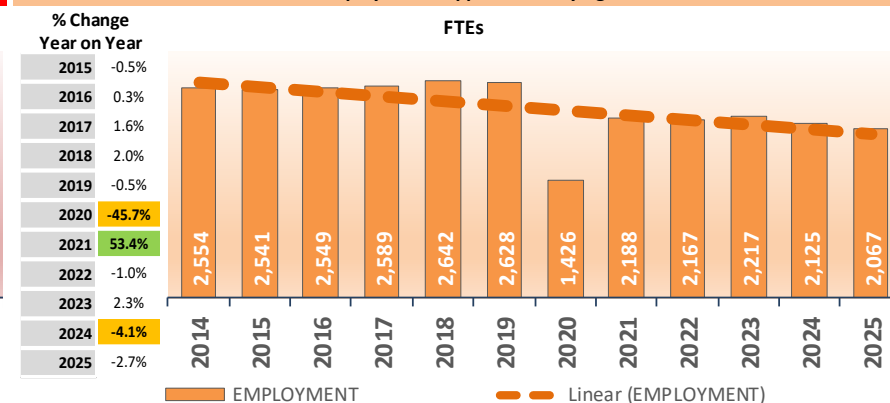
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

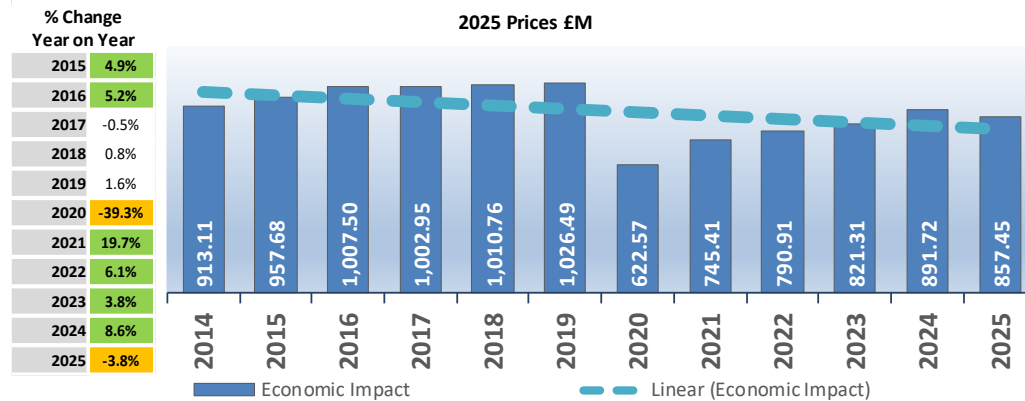


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-1.3%	1.7%	5.3%	5.4%	3.7%	-65.7%	-31.4%	-13.1%	-19.6%	-19.7%	-19.9%
Visitor Numbers		-1.7%	0.0%	2.5%	3.2%	2.6%	-61.1%	-23.9%	-4.4%	-1.6%	-1.9%	-0.8%
Visitor Days		0.2%	1.6%	3.7%	5.1%	5.1%	-57.4%	-20.9%	1.5%	2.9%	3.2%	5.0%
Direct Employment		-0.5%	-0.2%	1.4%	3.4%	2.9%	-44.1%	-14.3%	-15.1%	-13.2%	-16.8%	-19.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE EAST

Economic Impact - Indexed - Day Visitor

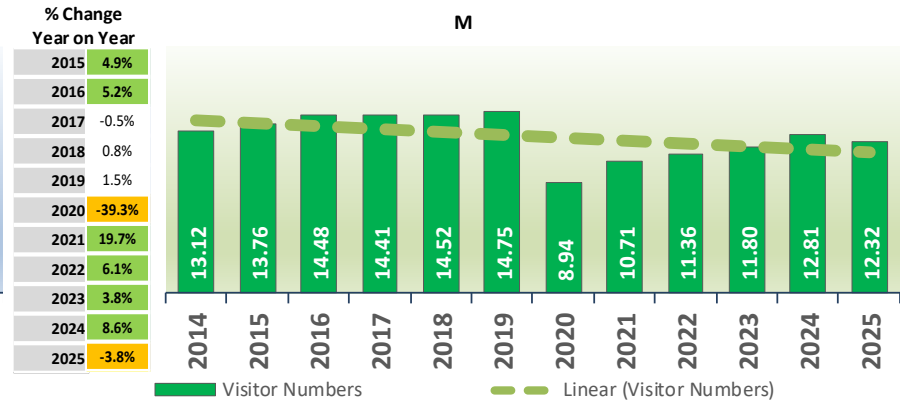


2014 to 2025
2025 Prices

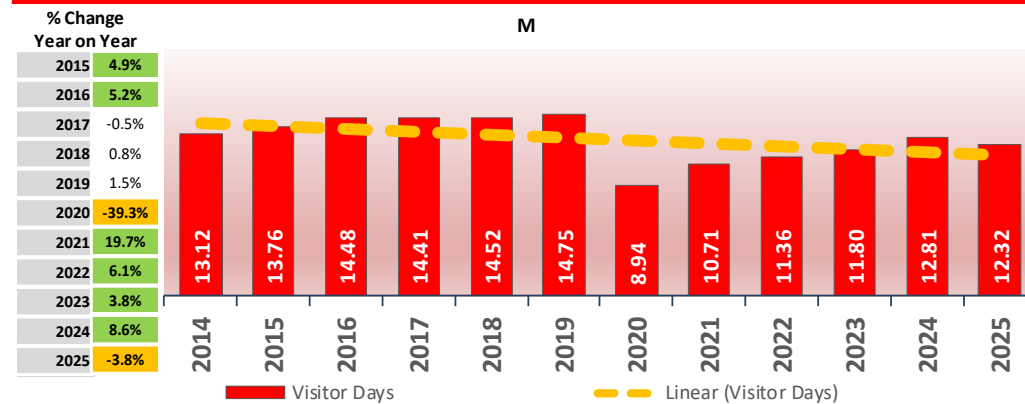
DAY VISITOR

KEY MEASURES
Indexed

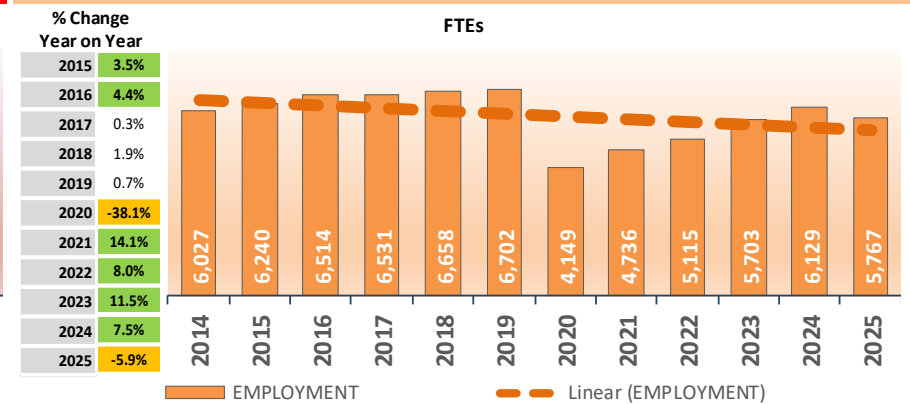
Visitor Numbers - Day Visitor



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		4.9%	10.3%	9.8%	10.7%	12.4%	-31.8%	-18.4%	-13.4%	-10.1%	-2.3%	-6.1%
Visitor Numbers		4.9%	10.4%	9.8%	10.7%	12.4%	-31.8%	-18.4%	-13.4%	-10.0%	-2.3%	-6.1%
Visitor Days		4.9%	10.4%	9.8%	10.7%	12.4%	-31.8%	-18.4%	-13.4%	-10.0%	-2.3%	-6.1%
Direct Employment		3.5%	8.1%	8.4%	10.5%	11.2%	-31.2%	-21.4%	-15.1%	-5.4%	1.7%	-4.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE EAST

2014 to 2025
2025 Prices

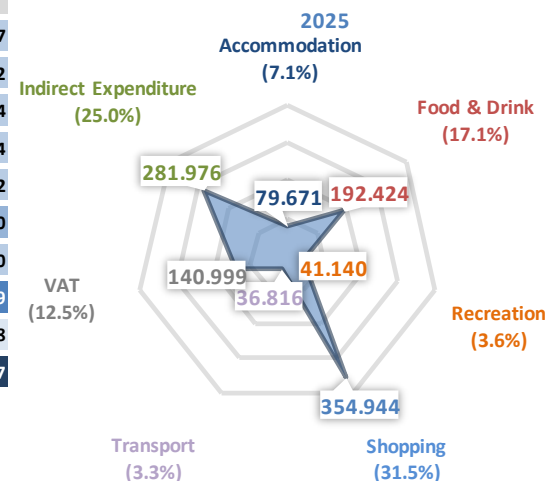
TOTAL

SECTORAL ANALYSIS
Indexed

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	£M	122.42	119.71	124.99	130.52	129.42	125.83	36.83	75.62	97.30	81.11	80.52	79.67
Food & Drink	£M	204.68	212.99	222.82	222.87	224.69	227.44	138.58	166.87	179.20	185.77	198.87	192.42
Recreation	£M	44.24	45.91	47.95	48.07	48.45	48.97	29.34	35.93	38.45	39.91	42.53	41.14
Shopping	£M	376.42	392.66	411.46	410.89	414.29	419.87	245.58	305.90	329.69	341.67	367.28	354.94
Transport	£M	36.82	37.93	39.33	39.47	39.91	40.35	21.27	29.85	34.70	35.51	37.29	36.82
Direct Revenue	£M	784.58	809.20	846.56	851.83	856.77	862.46	471.59	614.16	679.35	683.98	726.49	705.00
VAT	£M	156.92	161.84	169.31	170.37	171.35	172.49	80.41	119.44	135.87	136.80	145.30	141.00
Direct Expenditure	£M	941.50	971.04	1,015.88	1,022.19	1,028.12	1,034.95	552.01	733.60	815.22	820.78	871.79	845.99
Indirect Expenditure	£M	309.21	319.86	334.95	336.41	338.56	341.51	186.43	243.52	268.91	272.02	291.03	281.98
TOTAL	£M	1,250.71	1,290.90	1,350.82	1,358.61	1,366.68	1,376.46	738.44	977.12	1,084.13	1,092.80	1,162.83	1,127.97

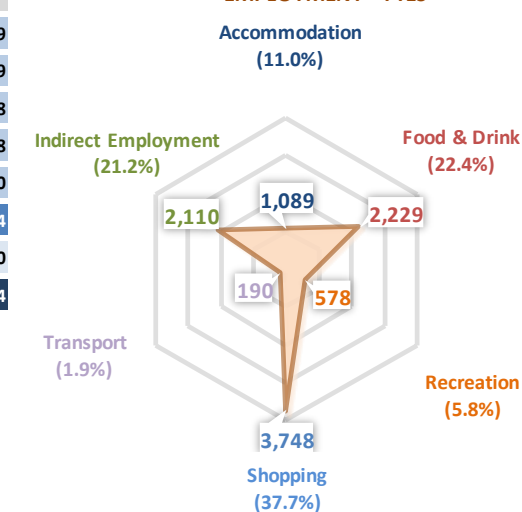
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2025



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,557	1,560	1,562	1,569	1,598	1,599	1,008	1,436	1,247	1,205	1,129	1,089
Food & Drink	FTEs	2,326	2,390	2,481	2,499	2,549	2,557	1,553	1,822	1,996	2,221	2,354	2,229
Recreation	FTEs	610	625	648	654	667	668	399	476	520	579	611	578
Shopping	FTEs	3,900	4,016	4,176	4,200	4,284	4,304	2,509	3,044	3,347	3,725	3,962	3,748
Transport	FTEs	187	190	196	198	202	203	107	146	173	190	197	190
Direct Employment	FTEs	8,580	8,782	9,063	9,120	9,299	9,331	5,576	6,924	7,282	7,920	8,253	7,834
Indirect Employment	FTEs	2,271	2,319	2,409	2,437	2,481	2,481	1,383	1,725	1,935	2,101	2,225	2,110
TOTAL	FTEs	10,851	11,100	11,472	11,557	11,780	11,812	6,959	8,648	9,217	10,022	10,479	9,944

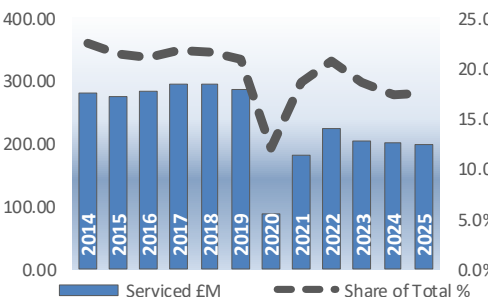
2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											2014 to 2025 2025 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											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		-0.3%	2.1%	-20.6%	-14.1%	-19.2%	-17.2%	-7.2%	20.5%	-18.7%	-10.1%	-26.2%	-9.1%	-9.8%	Annual Change	-7.6%	-16.8%	0.5%	-15.9%	
% Change 2024 to 2025		20.8%	-1.2%	-7.6%	6.4%	0.7%	-4.6%	-8.5%	-4.1%	-12.5%	-1.2%	-8.4%	-5.0%	-3.0%		2.6%	0.1%	-7.4%	-4.5%	
Average Annual Change		0.0%	0.2%	-1.9%	-1.3%	-1.7%	-1.6%	-0.7%	1.9%	-1.7%	-0.9%	-2.4%	-0.8%	-0.9%		-0.7%	-1.5%	0.0%	-1.4%	
2014 £M		75.31	72.81	97.38	108.45	95.41	146.96	124.17	138.92	95.66	120.22	110.19	65.22	1,250.71		245.50	350.83	358.75	295.64	
2015 £M		78.42	79.52	95.37	115.75	102.80	140.37	127.28	163.78	102.89	126.47	91.26	66.97	1,290.90	3.2%	253.32	358.92	393.96	284.71	
2016 £M		78.78	87.58	103.23	109.05	98.24	147.73	134.87	168.97	119.45	132.03	99.76	71.12	1,350.82	4.6%	269.59	355.03	423.29	302.91	
2017 £M		81.22	87.71	101.15	120.73	98.51	152.60	138.96	169.68	104.92	130.99	104.01	68.13	1,358.61	0.6%	270.08	371.84	413.56	303.13	
2018 £M		85.40	87.98	101.27	122.60	96.79	156.31	139.94	172.01	104.92	130.35	101.23	67.90	1,366.68	0.6%	274.65	375.70	416.86	299.47	
2019 £M		87.64	90.70	97.22	126.36	99.45	156.25	140.11	182.78	107.27	121.88	98.83	67.97	1,376.46	0.7%	275.56	382.07	430.16	288.68	
2020 £M		86.15	81.02	52.23	5.811	6.682	47.79	89.42	133.08	81.69	83.13	29.40	42.02	738.44	-46.4%	219.41	60.28	304.19	154.55	
2021 £M		24.63	20.41	24.77	53.91	61.10	132.99	97.58	183.37	101.28	116.73	94.80	65.56	977.12	32.3%	69.80	247.99	382.24	277.09	
2022 £M		63.49	61.72	75.45	94.49	75.27	123.88	103.43	148.06	86.77	106.87	85.23	59.48	1,084.13	11.0%	200.66	293.64	338.25	251.57	
2023 £M		66.45	66.75	76.19	95.15	76.29	119.36	106.56	152.66	87.83	103.75	83.68	58.14	1,092.80	0.8%	209.39	290.80	347.05	245.57	
2024 £M		62.13	75.28	83.75	87.59	76.56	127.66	125.85	174.59	88.87	109.40	88.71	62.44	1,162.83	6.4%	221.16	291.81	389.31	260.55	
2025 £M		75.08	74.36	77.36	93.20	77.06	121.76	115.21	167.45	77.76	108.12	81.30	59.32	1,127.97	-3.0%	226.80	292.02	360.42	248.73	
ECONOMIC IMPACT - INDEXED TO 2025														TOTAL						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£M Economic Impact by Year and Share of Total						
Total		£M	1,250.71	1,290.90	1,350.82	1,358.61	1,366.68	1,376.46	738.44	977.12	1,084.13	1,092.80	1,162.83	1,127.97	</					

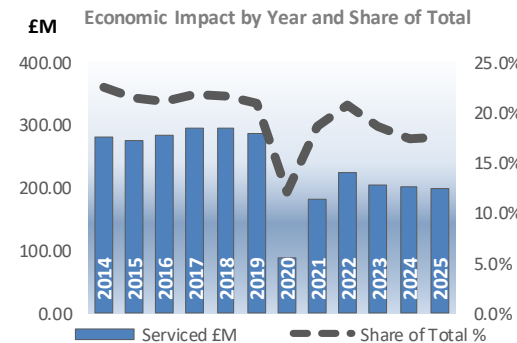
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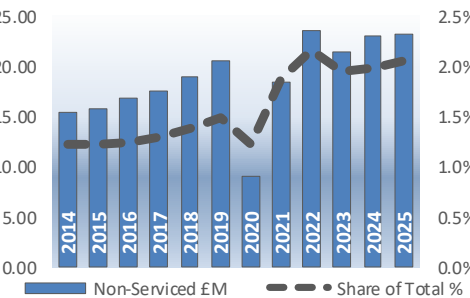
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST												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		-15.1%	-20.6%	-32.9%	-32.3%	-32.9%	-34.0%	-31.4%	-29.6%	-33.0%	-27.8%	-28.0%	-24.9%	-29.2%	Annual Change	-24.0%	-33.0%	-31.3%	-26.8%
% Change 2024 to 2025		0.1%	1.3%	-1.8%	-4.1%	-2.4%	-6.1%	0.1%	2.6%	1.1%	-1.4%	-3.7%	0.0%	-1.1%		-0.2%	-4.1%	1.3%	-1.5%
Average Annual Change		-1.4%	-1.9%	-3.0%	-2.9%	-3.0%	-3.1%	-2.9%	-2.7%	-3.0%	-2.5%	-2.5%	-2.3%	-2.7%		-2.2%	-3.0%	-2.8%	-2.4%
2014	£M	17.22	20.51	25.31	23.79	27.72	24.82	31.23	27.82	23.68	22.81	15.02	20.86	280.79		63.04	76.33	82.73	58.69
2015	£M	18.39	21.39	23.47	22.47	27.77	23.81	30.23	27.72	22.67	23.07	14.88	19.84	275.71		-1.8%	63.25	74.05	80.62
2016	£M	19.61	21.59	23.62	23.38	28.08	25.28	31.81	27.62	23.42	23.68	15.42	20.92	284.43	3.2%	64.82	76.74	82.85	60.02
2017	£M	20.05	21.99	24.75	24.08	29.58	25.59	33.04	29.45	24.22	24.52	15.88	22.48	295.63	3.9%	66.79	79.25	86.71	62.88
2018	£M	19.81	21.17	24.45	23.34	28.47	25.78	34.49	30.78	23.68	24.69	15.55	21.99	294.18	-0.5%	65.42	77.59	88.94	62.23
2019	£M	19.54	20.79	23.60	22.83	27.94	25.42	33.79	29.89	22.82	23.84	15.29	21.04	286.79	-2.5%	63.93	76.18	86.50	60.17
2020	£M	13.41	15.80	9.037	0.731	1.499	1.573	9.221	13.59	10.65	7.767	1.301	4.747	89.33	-68.9%	38.24	3.804	33.47	13.81
2021	£M	7.703	8.676	10.75	10.11	14.88	17.19	24.79	23.74	18.05	19.00	11.68	15.29	181.86	103.6%	27.13	42.18	66.58	45.98
2022	£M	13.44	16.09	18.68	18.73	21.77	20.19	26.02	22.33	18.26	19.43	12.40	17.46	224.80	23.6%	48.22	60.69	66.61	49.28
2023	£M	14.33	15.06	16.95	16.97	19.65	18.22	22.71	19.78	16.59	16.91	10.95	15.78	203.89	-9.3%	46.34	54.84	59.09	43.63
2024	£M	14.61	16.06	17.29	16.81	19.06	17.44	21.38	19.08	15.68	16.70	11.23	15.67	201.01	-1.4%	47.96	53.31	56.14	43.60
2025	£M	14.62	16.28	16.98	16.11	18.61	16.38	21.41	19.58	15.86	16.46	10.81	15.66	198.77	-1.1%	47.88	51.11	56.85	42.94
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	280.79	275.71	284.43	295.63	294.18	286.79	89.33	181.86	224.80	203.89	201.01	198.77						
All Visitor Types	£Bn	1.251	1.291	1.351	1.359	1.367	1.376	0.738	0.977	1.084	1.093	1.163	1.128						
Share of Total	%	22.5%	21.4%	21.1%	21.8%	21.5%	20.8%	12.1%	18.6%	20.7%	18.7%	17.3%	17.6%						
Annual Change in Share	%		-4.9%	-1.4%	3.3%	-1.1%	-3.2%	-41.9%	53.9%	11.4%	-10.0%	-7.3%	1.9%						
Change in Share from 2014	%		-4.9%	-6.2%	-3.1%	-4.1%	-7.2%	-46.1%	-17.1%	-7.6%	-16.9%	-23.0%	-21.5%						
Avg Ann. Change in Share	%		-4.9%	-3.1%	-1.0%	-1.0%	-1.4%	-7.7%	-2.4%	-1.0%	-1.9%	-2.3%	-2.0%						

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



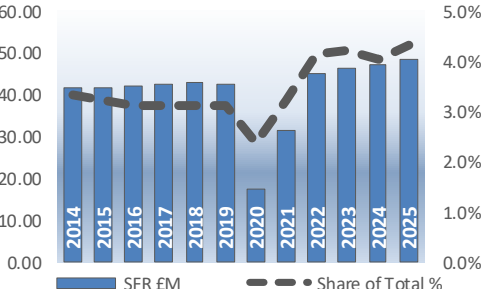
STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											2014 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2014 to 2025		14.1%	6.5%	60.2%	73.7%	48.6%	47.1%	50.4%	58.5%	49.4%	76.6%	25.0%	41.5%	50.6%	Annual Change	30.2%	55.6%	53.2%	51.2%
% Change 2024 to 2025		9.8%	15.6%	-2.1%	17.1%	5.3%	-1.3%	-8.1%	-4.2%	-4.4%	7.6%	-0.2%	7.4%	0.3%		4.9%	6.4%	-5.6%	5.6%
Average Annual Change		1.3%	0.6%	5.5%	6.7%	4.4%	4.3%	4.6%	5.3%	4.5%	7.0%	2.3%	3.8%	4.6%		2.7%	5.1%	4.8%	4.7%
2014	£M	0.535	0.678	0.821	1.276	1.370	1.574	2.264	2.688	2.001	0.886	0.622	0.635	15.35		2.034	4.220	6.954	2.143
2015	£M	0.568	0.716	0.824	1.282	1.429	1.633	2.276	2.727	2.036	0.942	0.664	0.678	15.78	2.8%	2.108	4.344	7.039	2.284
2016	£M	0.619	0.766	0.894	1.376	1.476	1.690	2.410	2.907	2.197	0.995	0.703	0.723	16.76	6.2%	2.279	4.541	7.514	2.422
2017	£M	0.649	0.821	0.949	1.470	1.460	1.624	2.600	3.116	2.168	1.121	0.750	0.789	17.52	4.5%	2.419	4.554	7.884	2.660
2018	£M	0.721	0.879	1.034	1.547	1.605	1.852	2.727	3.328	2.371	1.238	0.819	0.876	19.00	8.5%	2.634	5.005	8.426	2.934
2019	£M	0.823	0.940	1.092	1.772	1.780	1.980	2.988	3.516	2.438	1.257	0.930	0.986	20.50	7.9%	2.854	5.532	8.942	3.173
2020	£M	0.834	0.698	0.449	0.021	0.042	0.062	1.520	2.186	1.914	0.819	0.036	0.478	9.059	-55.8%	1.980	0.124	5.621	1.334
2021	£M	0.134	0.152	0.206	0.794	1.559	2.252	3.033	3.738	3.242	1.531	0.873	0.865	18.38	102.9%	0.492	4.606	10.01	3.270
2022	£M	0.785	0.741	1.283	1.795	2.167	2.509	3.459	4.295	3.187	1.246	0.855	1.159	23.48	27.7%	2.809	6.470	10.94	3.261
2023	£M	0.585	0.621	1.255	1.985	2.052	2.163	2.862	3.645	3.121	1.456	0.732	0.869	21.34	-9.1%	2.461	6.200	9.628	3.056
2024	£M	0.556	0.624	1.342	1.894	1.934	2.344	3.706	4.449	3.129	1.455	0.779	0.837	23.05	8.0%	2.523	6.172	11.28	3.070
2025	£M	0.611	0.722	1.315	2.217	2.036	2.314	3.405	4.261	2.990	1.565	0.777	0.899	23.11	0.3%	2.647	6.568	10.66	3.242
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	15.35	15.78	16.76	17.52	19.00	20.50	9.059	18.38	23.48	21.34	23.05	23.11						
All Visitor Types	£Bn	1.251	1.291	1.351	1.359	1.367	1.376	0.738	0.977	1.084	1.093	1.163	1.128						
Share of Total	%	1.2%	1.2%	1.2%	1.3%	1.4%	1.5%	1.2%	1.9%	2.2%	2.0%	2.0%	2.0%						
Annual Change in Share	%		-0.4%	1.5%	3.9%	7.8%	7.1%	-17.6%	53.3%	15.1%	-9.8%	1.5%	3.4%						
Change in Share from 2014	%		-0.4%	1.1%	5.0%	13.3%	21.4%	0.0%	53.3%	76.5%	59.1%	61.5%	66.9%						
Avg Ann. Change in Share	%		-0.4%	0.5%	1.7%	3.3%	4.3%	0.0%	7.6%	9.6%	6.6%	6.1%	6.1%						

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STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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				
% Change 2014 to 2025	25.1%	22.1%	11.8%	15.6%	15.0%	14.0%	13.7%	17.0%	15.7%	17.4%	15.9%	18.5%	17.3%	Annual Change	21.9%	15.0%	15.4%	17.8%
% Change 2024 to 2025	4.0%	6.3%	2.6%	3.3%	3.0%	1.3%	3.0%	4.1%	2.9%	3.4%	2.1%	3.8%	3.4%		4.2%	2.8%	3.4%	3.4%
Average Annual Change	2.3%	2.0%	1.1%	1.4%	1.4%	1.3%	1.2%	1.5%	1.4%	1.6%	1.4%	1.7%	1.6%		2.0%	1.4%	1.4%	1.6%
2014 £M	5.809	1.770	1.902	5.731	3.729	2.651	4.221	4.054	2.283	2.004	1.699	5.612	41.46		9.481	12.11	10.56	9.315
2015 £M	6.014	1.821	1.871	5.684	3.775	2.644	4.225	4.090	2.281	2.033	1.710	5.588	41.74		0.7%	9.706	12.10	10.60
2016 £M	6.144	1.821	1.866	5.741	3.776	2.685	4.281	4.087	2.303	2.045	1.724	5.671	42.15	1.0%	9.831	12.20	10.67	9.440
2017 £M	6.139	1.823	1.884	5.808	3.825	2.679	4.319	4.149	2.314	2.075	1.731	5.767	42.51	0.9%	9.846	12.31	10.78	9.573
2018 £M	6.194	1.819	1.898	5.813	3.828	2.727	4.323	4.170	2.334	2.109	1.740	5.795	42.75	0.6%	9.910	12.37	10.83	9.644
2019 £M	6.202	1.814	1.879	5.834	3.831	2.727	4.335	4.165	2.316	2.088	1.743	5.750	42.68	-0.2%	9.895	12.39	10.82	9.580
2020 £M	5.485	1.681	0.900	0.203	0.228	0.186	1.755	2.608	1.522	0.941	0.166	1.808	17.48	-59.0%	8.066	0.617	5.884	2.915
2021 £M	2.648	0.817	0.928	2.974	2.599	2.389	3.944	4.106	2.417	2.070	1.592	4.980	31.46	80.0%	4.393	7.963	10.47	8.641
2022 £M	6.209	1.872	1.985	6.142	4.033	2.910	4.607	4.464	2.502	2.184	1.837	6.192	44.94	42.8%	10.07	13.08	11.57	10.21
2023 £M	6.788	1.972	2.014	6.342	4.126	2.939	4.621	4.476	2.549	2.240	1.867	6.316	46.25	2.9%	10.77	13.41	11.65	10.42
2024 £M	6.988	2.032	2.072	6.416	4.161	2.981	4.658	4.557	2.565	2.277	1.930	6.405	47.04	1.7%	11.09	13.56	11.78	10.61
2025 £M	7.267	2.161	2.126	6.625	4.287	3.021	4.798	4.745	2.641	2.354	1.970	6.647	48.64	3.4%	11.55	13.93	12.18	10.97
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	41.46	41.74	42.15	42.51	42.75	42.68	17.48	31.46	44.94	46.25	47.04	48.64					
All Visitor Types	£Bn	1.251	1.291	1.351	1.359	1.367	1.376	0.738	0.977	1.084	1.093	1.163	1.128					
Share of Total	%	3.3%	3.2%	3.1%	3.1%	3.1%	3.1%	2.4%	3.2%	4.1%	4.2%	4.0%	4.3%					
Annual Change in Share	%		-2.5%	-3.5%	0.3%	0.0%	-0.9%	-23.7%	36.0%	28.7%	2.1%	-4.4%	6.6%					
Change in Share from 2014	%		-2.5%	-5.9%	-5.6%	-5.7%	-6.5%	-28.6%	-2.9%	25.0%	27.7%	22.0%	30.1%					
Avg Ann. Change in Share	%		-2.5%	-2.9%	-1.9%	-1.4%	-1.3%	-4.8%	-0.4%	3.1%	3.1%	2.2%	2.7%					
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2026																		

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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					
% Change 2014 to 2025		-4.5%	-16.5%	-27.2%	-19.0%	-24.0%	-25.2%	-21.5%	-17.3%	-23.1%	-20.7%	-21.8%	-14.4%	-19.9%	Annual Change	-16.7%	-22.7%	-20.5%	-18.5%	
% Change 2024 to 2025		1.6%	2.4%	-1.4%	-0.6%	-0.9%	-4.6%	-0.5%	1.8%	0.5%	-0.2%	-2.7%	1.3%	-0.2%		0.8%	-2.0%	0.6%	-0.2%	
Average Annual Change		-0.4%	-1.5%	-2.5%	-1.7%	-2.2%	-2.3%	-2.0%	-1.6%	-2.1%	-1.9%	-2.0%	-1.3%	-1.8%		-1.5%	-2.1%	-1.9%	-1.7%	
2014 £M		23.56	22.96	28.03	30.79	32.82	29.05	37.72	34.56	27.96	25.70	17.34	27.11	337.60	-1.3%	74.55	92.66	100.24	70.15	
2015 £M		24.97	23.93	26.17	29.44	32.98	28.08	36.73	34.54	26.98	26.05	17.25	26.10	333.22		75.07	90.49	98.25	69.40	
2016 £M		26.37	24.18	26.38	30.49	33.33	29.66	38.50	34.62	27.92	26.72	17.85	27.32	343.33		3.0%	76.93	93.48	101.03	71.89
2017 £M		26.83	24.64	27.58	31.36	34.86	29.89	39.96	36.71	28.70	27.72	18.36	29.04	355.66		3.6%	79.05	96.12	105.37	75.12
2018 £M		26.72	23.87	27.38	30.70	33.90	30.36	41.54	38.27	28.38	28.04	18.11	28.66	355.92		0.1%	77.97	94.96	108.19	74.81
2019 £M		26.57	23.55	26.57	30.43	33.55	30.13	41.11	37.57	27.57	27.19	17.97	27.77	349.97		-1.7%	76.68	94.11	106.26	72.93
2020 £M		19.73	18.18	10.39	0.955	1.769	1.821	12.50	18.39	14.09	9.527	1.503	7.033	115.87		-66.9%	48.29	4.545	44.97	18.06
2021 £M		10.48	9.646	11.88	13.88	19.04	21.83	31.77	31.59	23.71	22.60	14.15	21.14	231.71		100.0%	32.01	54.75	87.06	57.89
2022 £M		20.43	18.70	21.95	26.67	27.97	25.61	34.08	31.09	23.95	22.86	15.09	24.81	293.21		26.5%	61.09	80.24	89.12	62.75
2023 £M		21.70	17.65	20.22	25.29	25.83	23.32	30.19	27.90	22.26	20.60	13.55	22.96	271.48		-7.4%	59.57	74.44	80.36	57.11
2024 £M		22.15	18.72	20.70	25.12	25.16	22.76	29.75	28.08	21.38	20.43	13.94	22.91	271.10	-0.1%	61.57	73.04	79.21	57.28	
2025 £M		22.50	19.16	20.42	24.96	24.94	21.72	29.61	28.58	21.49	20.38	13.56	23.21	270.52	-0.2%	62.08	71.61	79.69	57.15	
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		337.60	333.22	343.33	355.66	355.92	349.97	115.87	231.71	293.21	271.48	271.10	270.52							
All Visitor Types £Bn		1.251	1.291	1.351	1.359	1.367	1.376	0.738	0.977	1.084	1.093	1.163	1.128							
Share of Total %		27.0%	25.8%	25.4%	26.2%	26.0%	25.4%	15.7%	23.7%	27.0%	24.8%	23.3%	24.0%							
Annual Change in Share %			-4.4%	-1.5%	3.0%	-0.5%	-2.4%	-38.3%	51.1%	14.1%	-8.1%	-6.2%	2.9%							
Change in Share from 2014 %			-4.4%	-5.8%	-3.0%	-3.5%	-5.8%	-41.9%	-12.2%	0.2%	-8.0%	-13.6%	-11.2%							
Avg Ann. Change in Share %			-4.4%	-2.9%	-1.0%	-0.9%	-1.2%	-7.0%	-1.7%	0.0%	-0.9%	-1.4%	-1.0%							

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE EAST											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 £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		1.6%	10.7%	-17.9%	-12.1%	-16.7%	-15.2%	-1.0%	33.1%	-16.9%	-7.2%	-27.0%	-5.3%	-6.1%	Annual Change	-3.6%	-14.6%	8.6%	-15.0%	
% Change 2024 to 2025		31.5%	-2.4%	-9.7%	9.2%	1.4%	-4.6%	-10.9%	-5.2%	-16.6%	-1.4%	-9.4%	-8.6%	-3.8%		3.2%	0.7%	-9.5%	-5.8%	
Average Annual Change		0.1%	1.0%	-1.6%	-1.1%	-1.5%	-1.4%	-0.1%	3.0%	-1.5%	-0.7%	-2.5%	-0.5%	-0.6%		-0.3%	-1.3%	0.8%	-1.4%	
2014	£M	51.75	49.85	69.35	77.66	62.59	117.92	86.45	104.36	67.70	94.52	92.85	38.12	913.11		170.95	258.16	258.50	225.49	
2015	£M	53.45	55.59	69.21	86.31	69.83	112.29	90.55	129.24	75.91	100.43	74.01	40.87	957.68	4.9%	178.25	268.42	295.71	215.31	
2016	£M	52.41	63.40	76.85	78.56	64.92	118.07	96.37	134.35	91.53	105.31	81.91	43.80	1,007.50	5.2%	192.66	261.55	322.26	231.03	
2017	£M	54.38	63.08	73.57	89.37	63.65	122.71	99.00	132.97	76.21	103.27	85.65	39.09	1,002.95	-0.5%	191.03	275.72	308.19	228.01	
2018	£M	58.68	64.11	73.89	91.90	62.89	125.95	98.40	133.73	76.53	102.31	83.12	39.23	1,010.76	0.8%	196.68	280.74	308.67	224.67	
2019	£M	61.08	67.15	70.65	95.93	65.90	126.13	99.00	145.21	79.70	94.69	80.87	40.20	1,026.49	1.6%	198.88	287.96	323.90	215.75	
2020	£M	66.42	62.85	41.85	4.856	4.913	45.97	76.92	114.69	67.60	73.60	27.90	34.99	622.57	-39.3%	171.12	55.74	259.22	136.49	
2021	£M	14.14	10.76	12.89	40.03	42.06	111.15	65.81	151.78	77.58	94.13	80.65	44.42	745.41	19.7%	37.79	193.24	295.18	219.21	
2022	£M	43.06	43.01	53.49	67.82	47.30	98.28	69.34	116.97	62.82	84.01	70.14	34.67	790.91	6.1%	139.57	213.40	249.13	188.82	
2023	£M	44.74	49.11	55.97	69.86	50.47	96.03	76.37	124.76	65.57	83.14	70.13	35.18	821.31	3.8%	149.81	216.35	266.69	188.46	
2024	£M	39.98	56.56	63.04	62.48	51.40	104.90	96.10	146.50	67.50	88.97	74.77	39.52	891.72	8.6%	159.58	218.77	310.10	203.27	
2025	£M	52.58	55.20	56.94	68.24	52.13	100.04	85.59	138.87	56.27	87.73	67.74	36.11	857.45	-3.8%	164.72	220.41	280.74	191.58	
ECONOMIC IMPACT - INDEXED TO 2025														DAY 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						
Day Visitor		£M	913.11	957.68	1,007.50	1,002.95	1,010.76	1,026.49	622.57	745.41	790.91	821.31	891.72	857.45						