



STEAM REPORT FOR 2014-2025 - FINAL

Final

CHESHIRE WEST AND CHESHIRE

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch

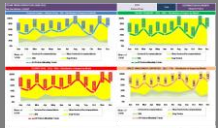
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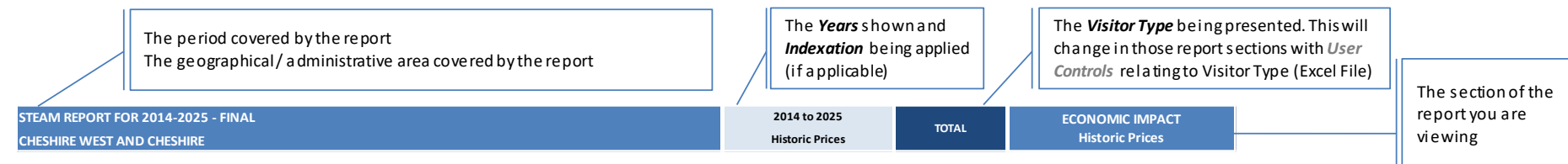
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KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE			
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Report Section Design and Features

Headers

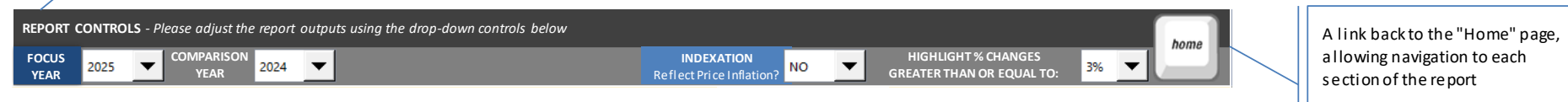
At the top of each page is a band containing key information about your report



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

STEAM REPORT FOR 2014-2025 - FINAL
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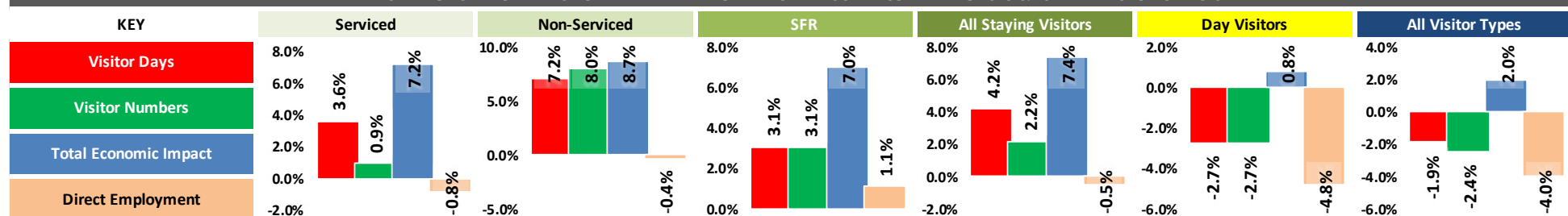
Comparing 2025 and 2024
All £'s Historic Prices

COMPARATIVE HEADLINES

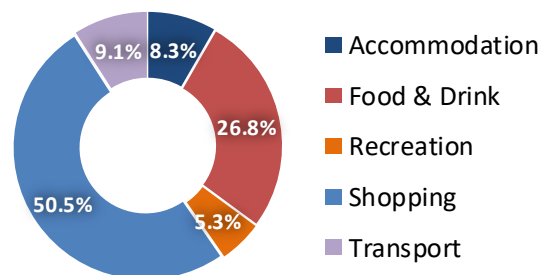
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

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	1.866	1.801	3.6%	0.923	0.861	7.2%	1.373	1.332	3.1%	4.162	3.994	4.2%	28.12	28.90	-2.7%	32.28	32.90	-1.9%
Visitor Numbers	M	1.011	1.001	0.9%	0.136	0.126	8.0%	0.575	0.558	3.1%	1.722	1.686	2.2%	28.12	28.90	-2.7%	29.84	30.59	-2.4%
Direct Expenditure	£Bn																1.891	1.854	2.0%
Economic Impact	£Bn	0.315	0.294	7.2%	0.085	0.078	8.7%	0.061	0.057	7.0%	0.461	0.429	7.4%	2.070	2.053	0.8%	2.531	2.482	2.0%
Direct Employment	FTEs	2,244	2,263	-0.8%	695	697	-0.4%	388	383	1.1%	3,326	3,344	-0.5%	13,452	14,127	-4.8%	16,778	17,471	-4.0%
Total Employment	FTEs																21,562	22,441	-3.9%

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	0.157	0.146	7.5%
Food & Drink	0.506	0.497	1.8%
Recreation	0.100	0.099	1.5%
Shopping	0.956	0.943	1.3%
Transport	0.172	0.169	1.6%
TOTAL DIRECT	1.891	1.854	2.0%
Indirect	0.639	0.627	1.9%
TOTAL	2.531	2.482	2.0%

Sectors

	2025	2024	+/- %
Accommodation	1,569	1,607	-2.4%
Food & Drink	4,888	5,083	-3.8%
Recreation	1,173	1,224	-4.1%
Shopping	8,408	8,786	-4.3%
Transport	740	772	-4.1%
TOTAL DIRECT	16,778	17,471	-4.0%
Indirect	4,784	4,970	-3.7%
TOTAL	21,562	22,441	-3.9%

Sectoral Distribution of Employment - FTEs



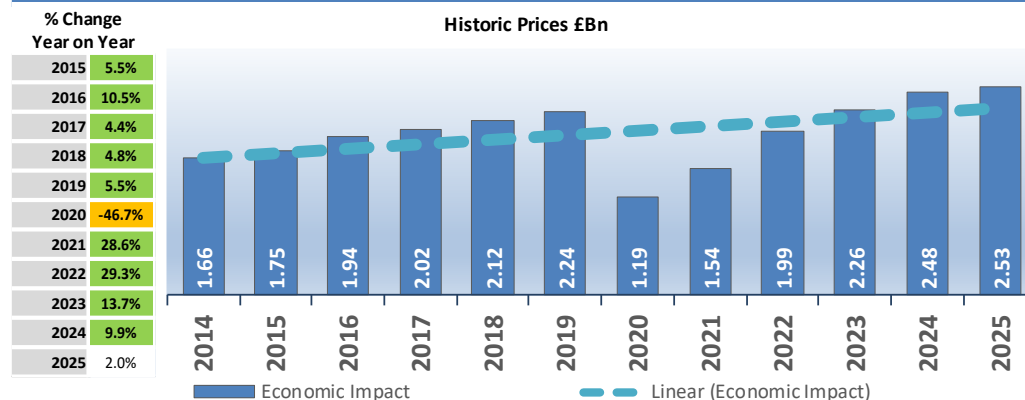
Direct Employment Categories

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

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Historic Prices - Total

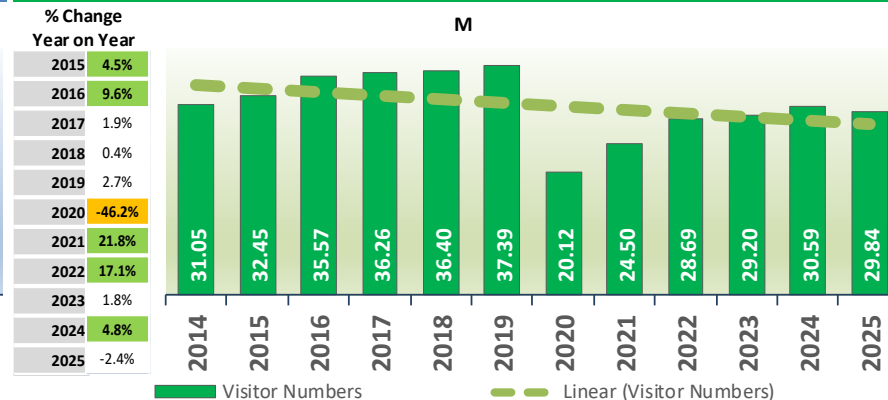


2014 to 2025
Historic Prices

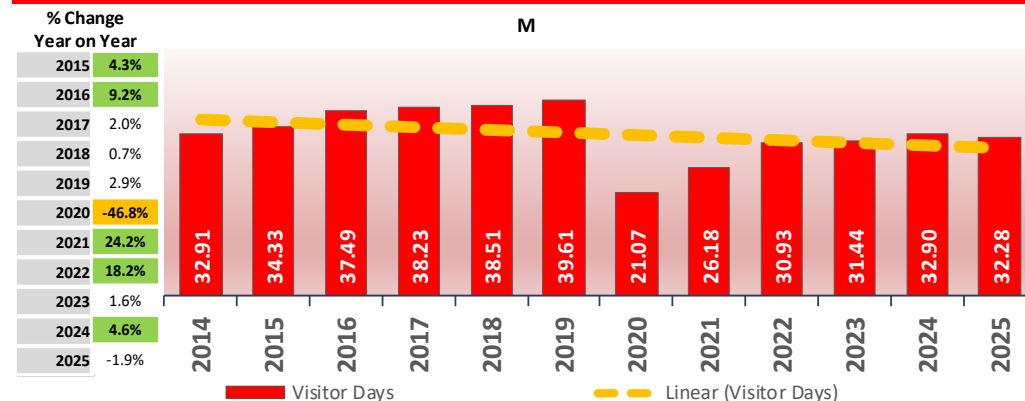
TOTAL

KEY MEASURES
Historic Prices

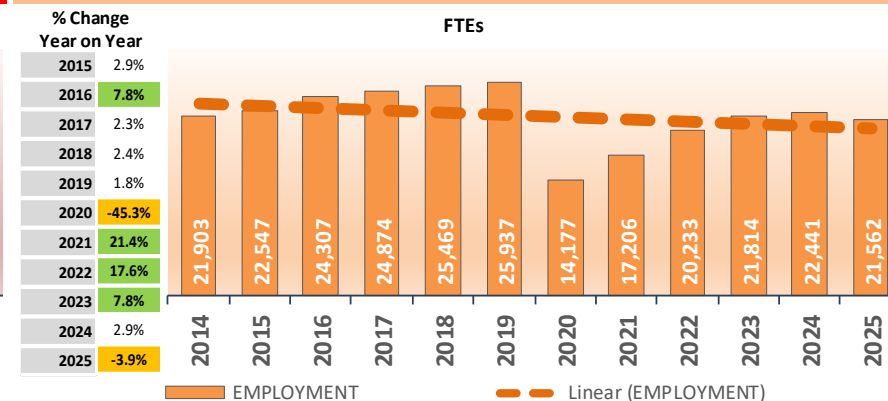
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

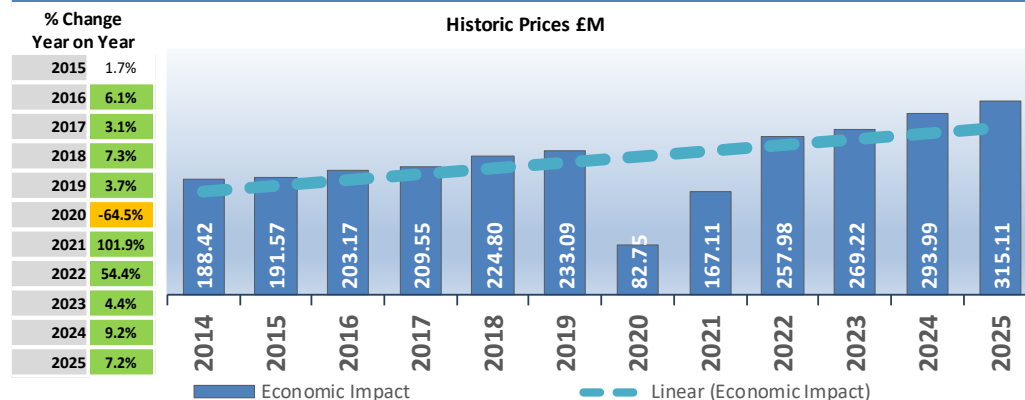


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.5%	16.6%	21.8%	27.6%	34.7%	-28.2%	-7.6%	19.5%	35.9%	49.4%	52.3%
Visitor Numbers		4.5%	14.5%	16.8%	17.2%	20.4%	-35.2%	-21.1%	-7.6%	-6.0%	-1.5%	-3.9%
Visitor Days		4.3%	13.9%	16.2%	17.0%	20.4%	-36.0%	-20.5%	-6.0%	-4.5%	0.0%	-1.9%
Total Employment		2.9%	11.0%	13.6%	16.3%	18.4%	-35.3%	-21.4%	-7.6%	-0.4%	2.5%	-1.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Historic Prices - Serviced Accommodation

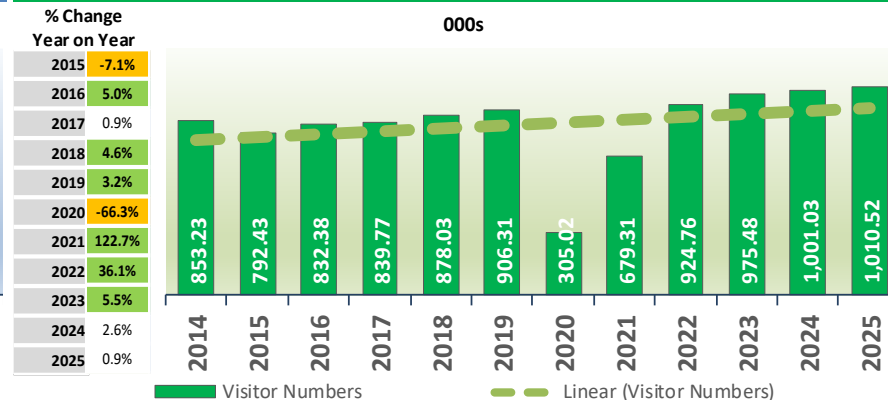


2014 to 2025
Historic Prices

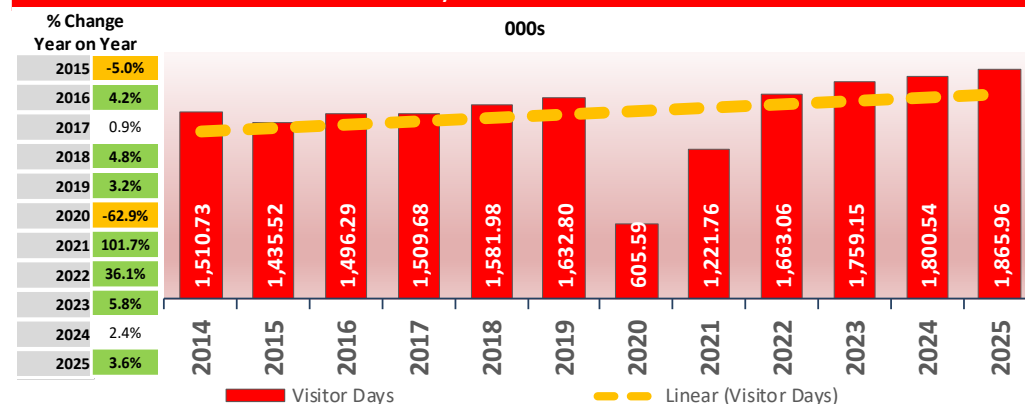
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

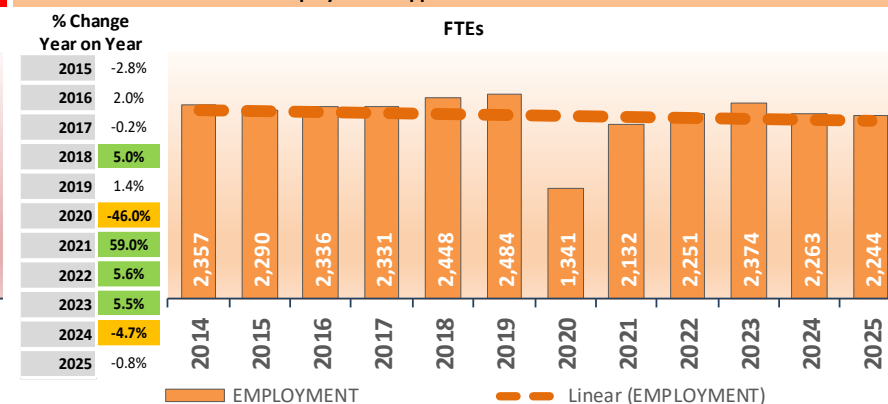
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

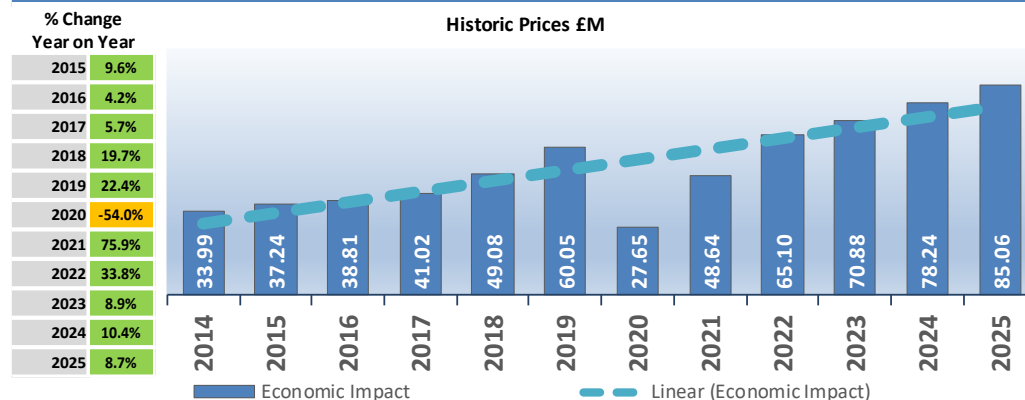


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		1.7%	7.8%	11.2%	19.3%	23.7%	-56.1%	-11.3%	36.9%	42.9%	56.0%	67.2%
Visitor Numbers		-7.1%	-2.4%	-1.6%	2.9%	6.2%	-64.3%	-20.4%	8.4%	14.3%	17.3%	18.4%
Visitor Days		-5.0%	-1.0%	-0.1%	4.7%	8.1%	-59.9%	-19.1%	10.1%	16.4%	19.2%	23.5%
Direct Employment		-2.8%	-0.9%	-1.1%	3.9%	5.4%	-43.1%	-9.5%	-4.5%	0.7%	-4.0%	-4.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Historic Prices - Non-Serviced Accommodation

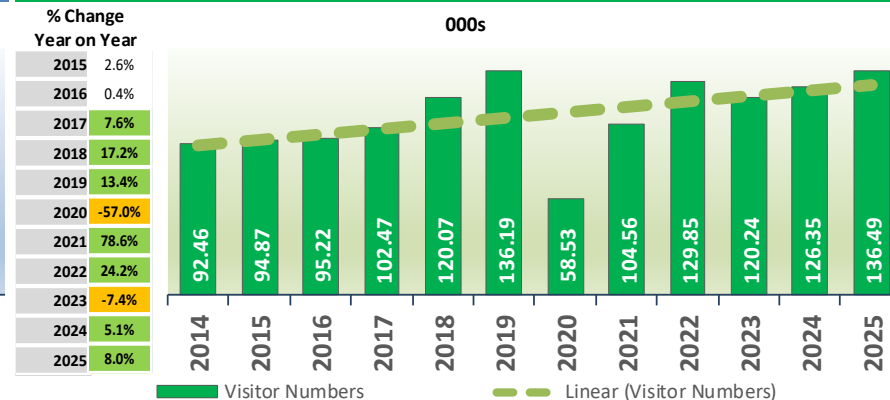


2014 to 2025
Historic Prices

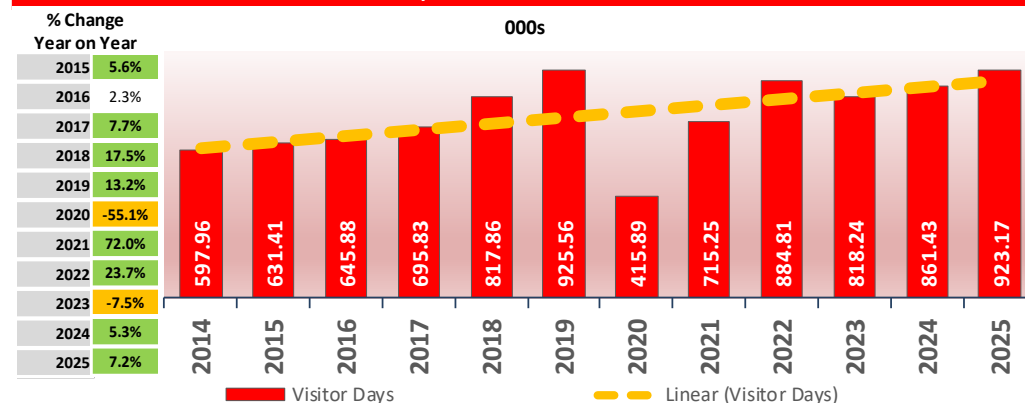
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

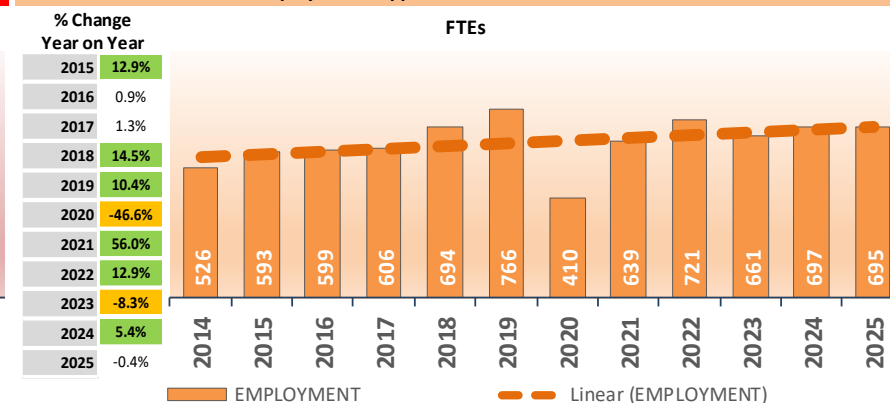
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

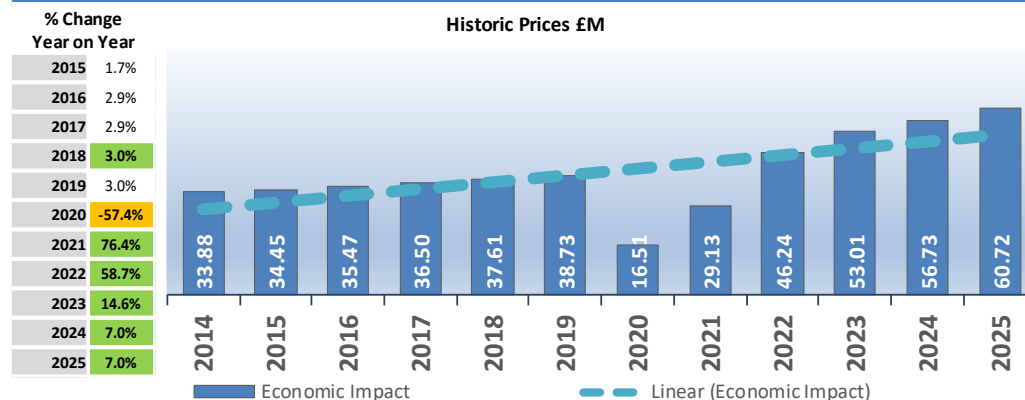


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		9.6%	14.2%	20.7%	44.4%	76.7%	-18.6%	43.1%	91.5%	108.5%	130.2%	150.3%
Visitor Numbers		2.6%	3.0%	10.8%	29.9%	47.3%	-36.7%	13.1%	40.4%	30.0%	36.6%	47.6%
Visitor Days		5.6%	8.0%	16.4%	36.8%	54.8%	-30.4%	19.6%	48.0%	36.8%	44.1%	54.4%
Direct Employment		12.9%	13.9%	15.3%	32.0%	45.8%	-22.1%	21.5%	37.1%	25.8%	32.6%	32.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Historic Prices - SFR

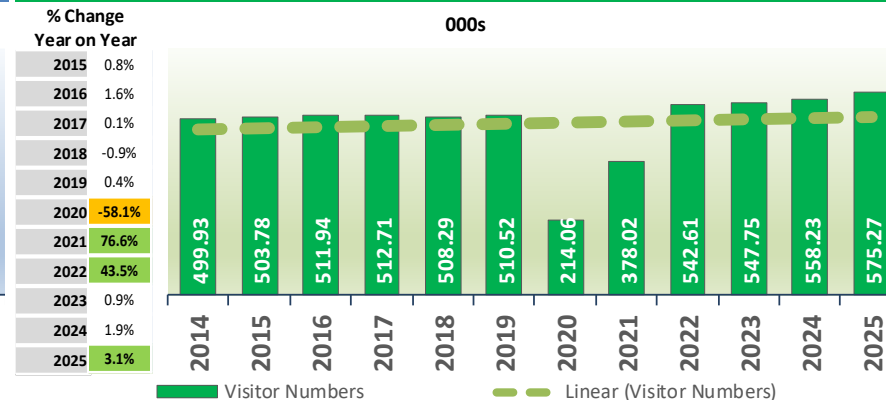


2014 to 2025
Historic Prices

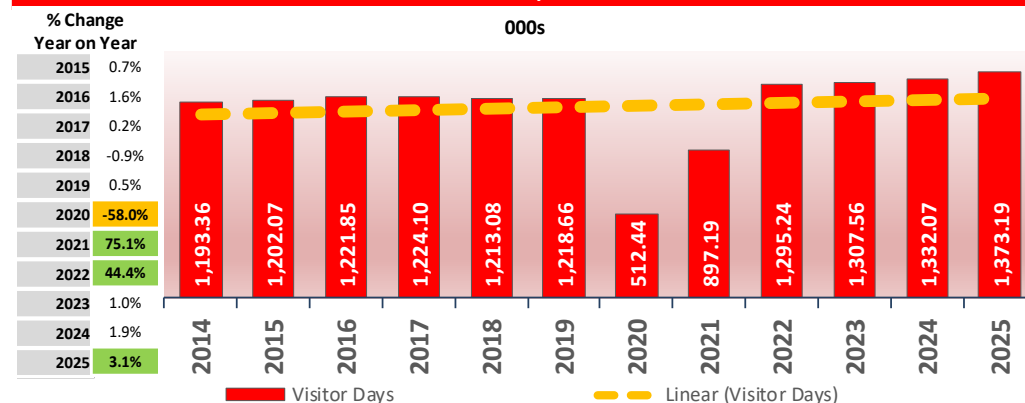
SFR

KEY MEASURES
Historic Prices

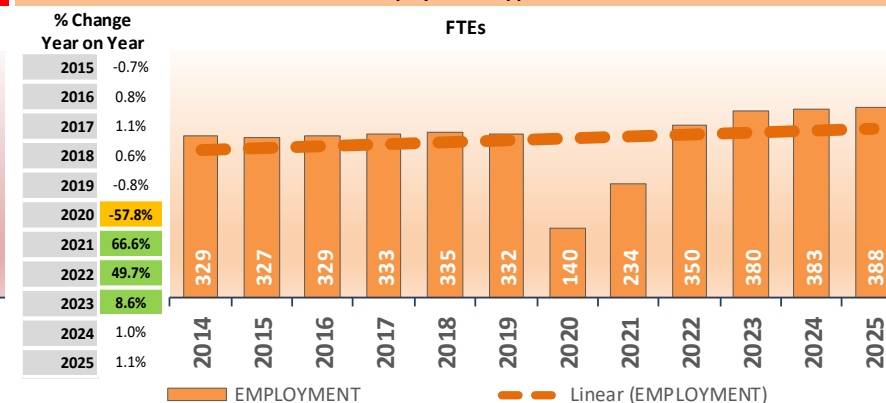
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

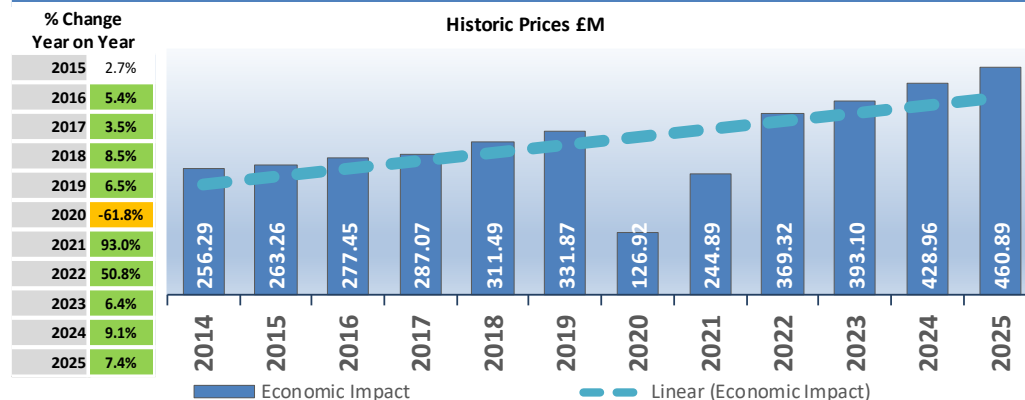


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		1.7%	4.7%	7.7%	11.0%	14.3%	-51.3%	-14.0%	36.5%	56.5%	67.5%	79.2%
Visitor Numbers		0.8%	2.4%	2.6%	1.7%	2.1%	-57.2%	-24.4%	8.5%	9.6%	11.7%	15.1%
Visitor Days		0.7%	2.4%	2.6%	1.7%	2.1%	-57.1%	-24.8%	8.5%	9.6%	11.6%	15.1%
Direct Employment		-0.7%	0.1%	1.1%	1.8%	0.9%	-57.4%	-29.0%	6.3%	15.4%	16.6%	17.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Historic Prices - Staying Visitor

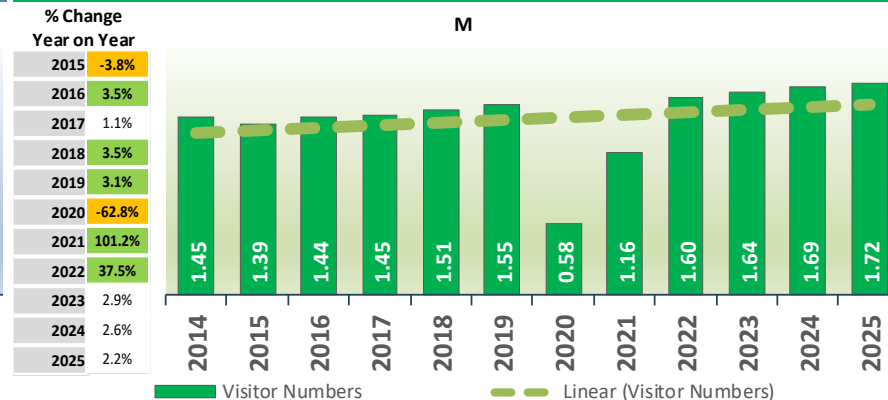


2014 to 2025
Historic Prices

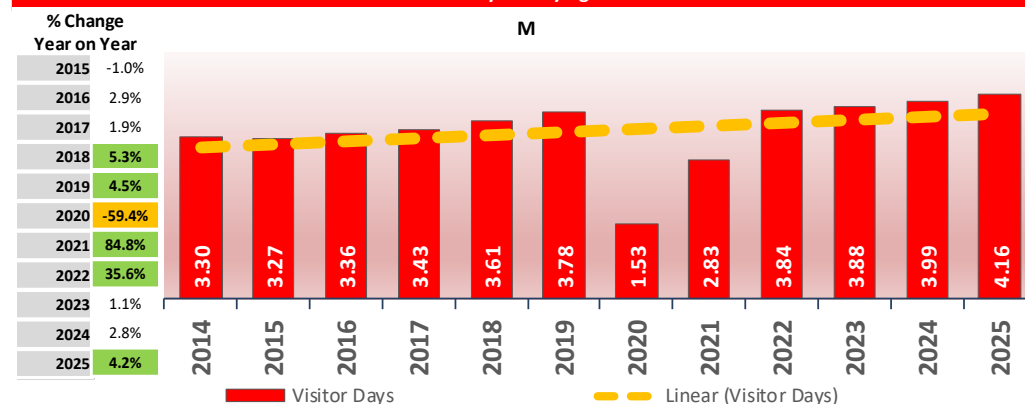
STAYING VISITOR

KEY MEASURES
Historic Prices

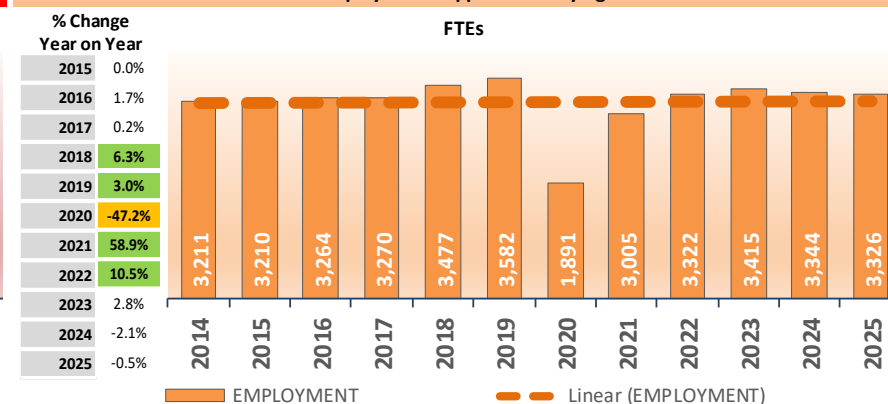
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

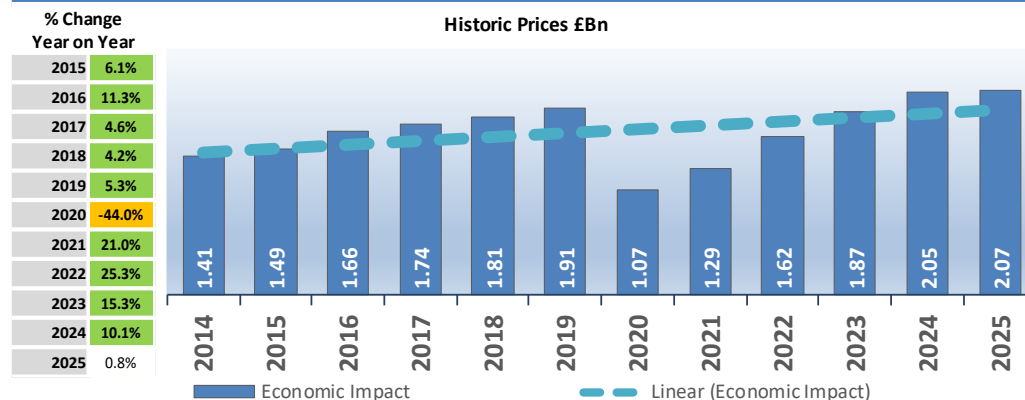


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.7%	8.3%	12.0%	21.5%	29.5%	-50.5%	-4.4%	44.1%	53.4%	67.4%	79.8%
Visitor Numbers		-3.8%	-0.4%	0.6%	4.2%	7.4%	-60.0%	-19.6%	10.5%	13.7%	16.6%	19.1%
Visitor Days		-1.0%	1.9%	3.9%	9.4%	14.4%	-53.5%	-14.2%	16.4%	17.7%	21.0%	26.1%
Direct Employment		0.0%	1.6%	1.8%	8.3%	11.5%	-41.1%	-6.4%	3.4%	6.3%	4.1%	3.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Historic Prices - Day Visitor

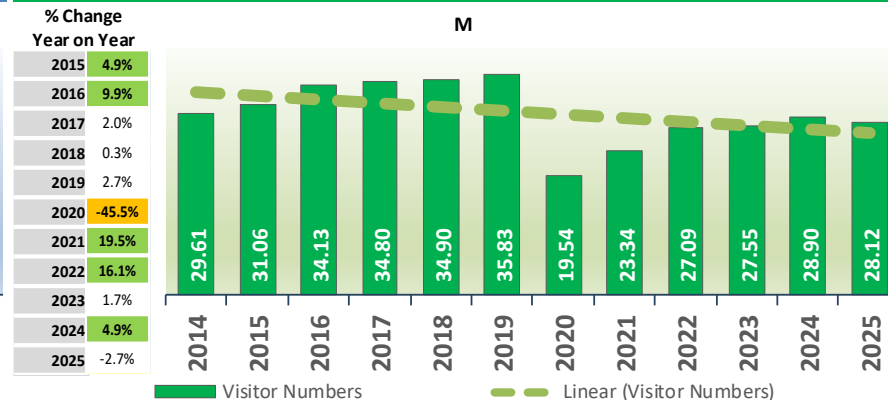


2014 to 2025
Historic Prices

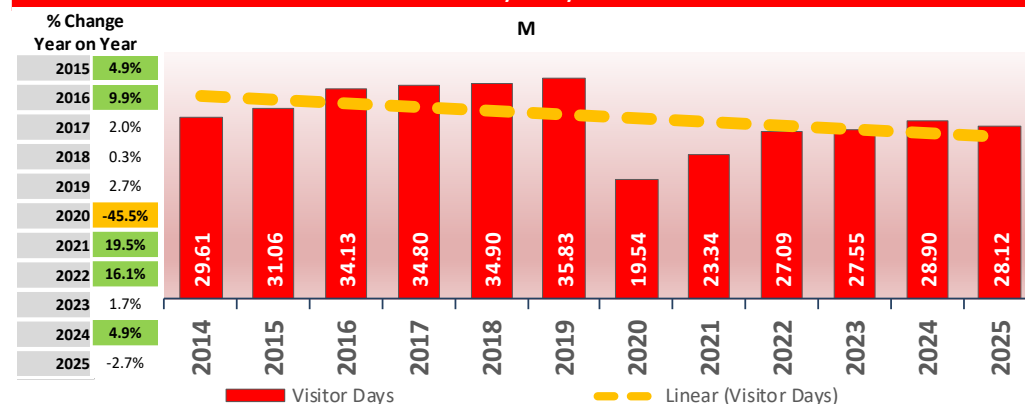
DAY VISITOR

KEY MEASURES
Historic Prices

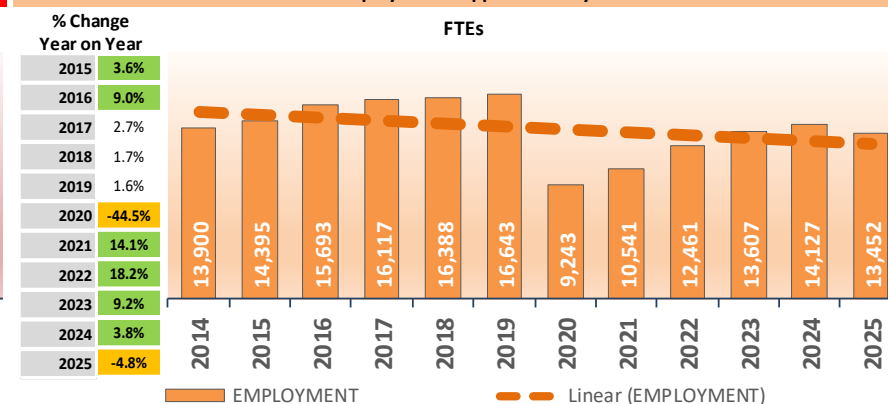
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.1%	18.1%	23.5%	28.7%	35.6%	-24.1%	-8.1%	15.1%	32.7%	46.1%	47.3%
Visitor Numbers		4.9%	15.3%	17.5%	17.9%	21.0%	-34.0%	-21.2%	-8.5%	-6.9%	-2.4%	-5.0%
Visitor Days		4.9%	15.3%	17.5%	17.9%	21.0%	-34.0%	-21.2%	-8.5%	-6.9%	-2.4%	-5.0%
Direct Employment		3.6%	12.9%	16.0%	17.9%	19.7%	-33.5%	-24.2%	-10.3%	-2.1%	1.6%	-3.2%

"Linear" = Linear Trendline

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

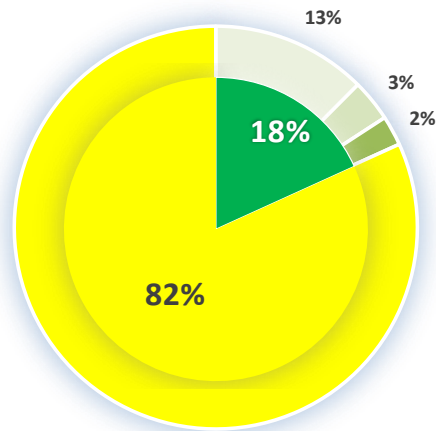
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

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

Visitor Numbers - 2025 - M - Share of Total

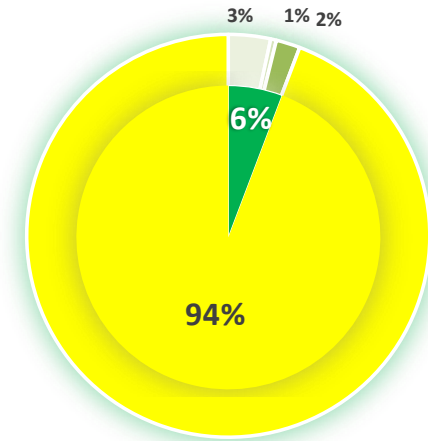
TOTAL
£2,530.56m

	£M
Serviced	315.11
Non-Serviced	85.06
SFR	60.72
Staying Visitor	460.89
Day Visitor	2,069.67
Total	2,530.56



TOTAL
29.84m

	M
Serviced	1.01
Non-Serviced	0.14
SFR	0.58
Staying Visitor	1.72
Day Visitor	28.12
Total	29.84

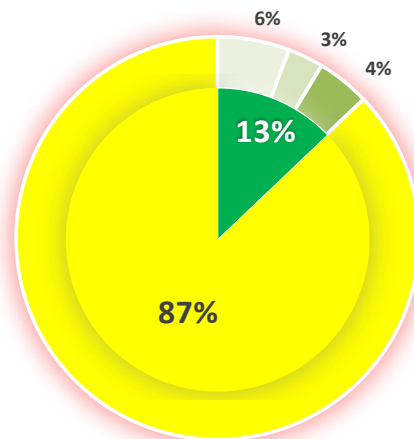


Visitor Days - 2025 - M - Share of Total

Direct Employment Supported - 2025 - FTEs - Share of Total

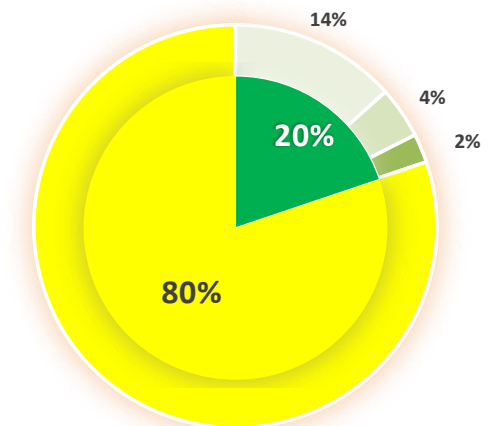
TOTAL
32.28m

	M
Serviced	1.87
Non-Serviced	0.92
SFR	1.37
Staying Visitor	4.16
Day Visitor	28.12
Total	32.28



TOTAL
16,778 Direct FTEs
21,562 Total FTEs

	FTEs
Serviced	2,244
Non-Serviced	695
SFR	388
Staying Visitor	3,326
Day Visitor	13,452
Total	16,778



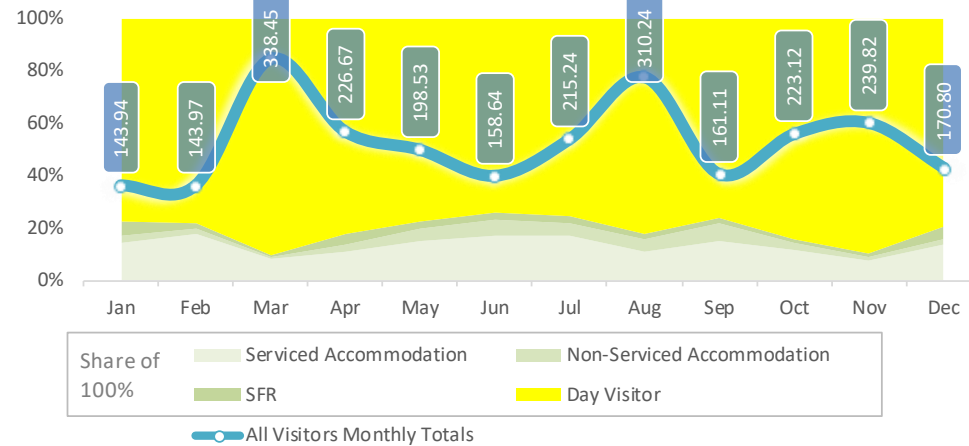
STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

2025
Historic Prices

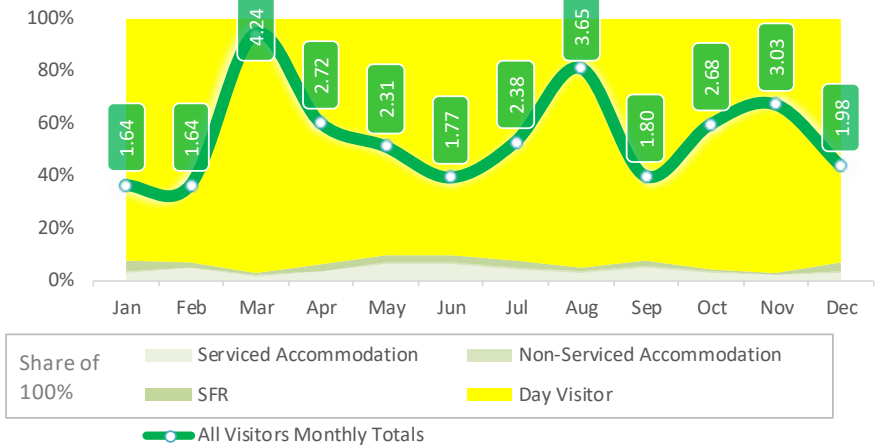
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

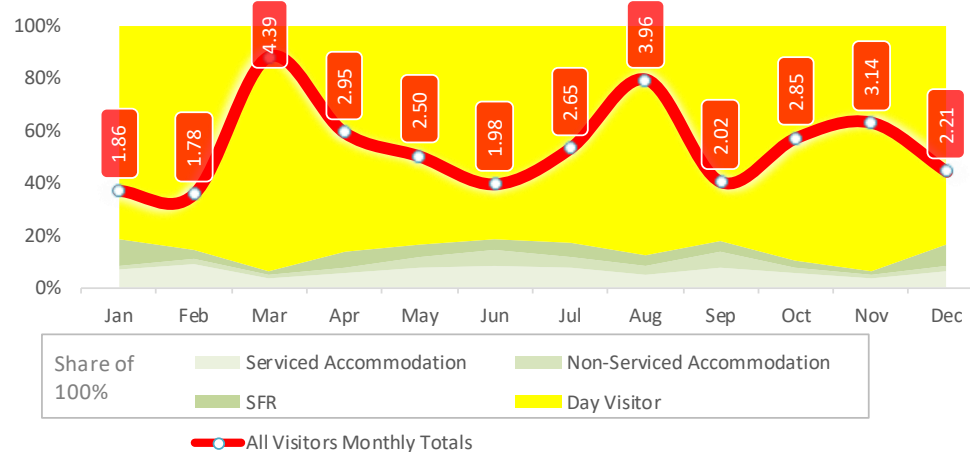
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



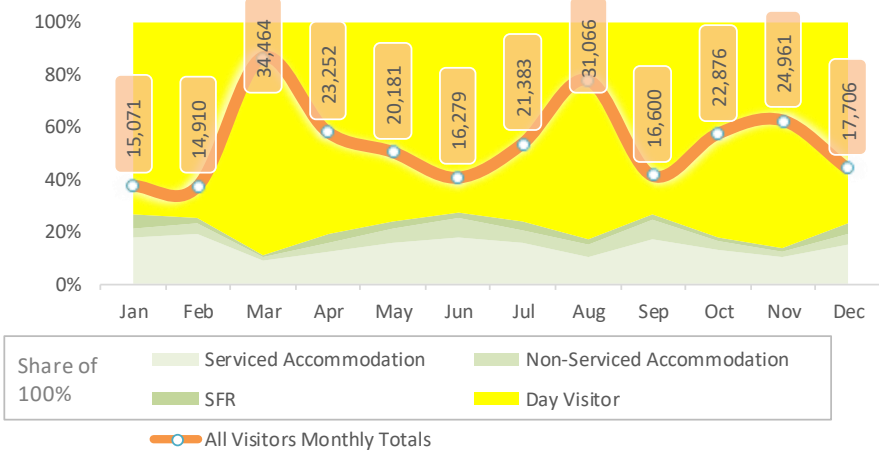
Visitor Numbers - 2025 - M - Distribution of Impact by Month



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



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



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CHESHIRE WEST AND CHESHIRE

2014 to 2025
Historic Prices

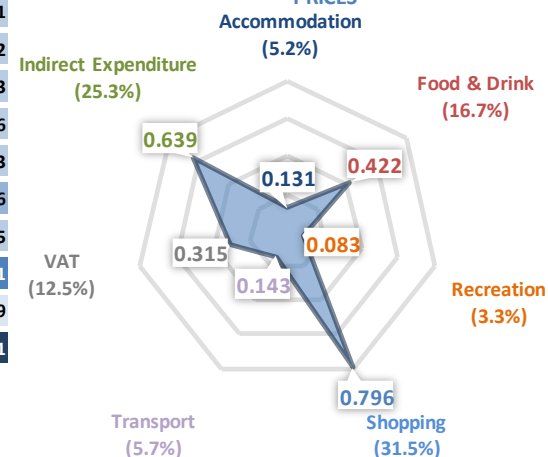
TOTAL

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	£Bn	0.082	0.086	0.092	0.095	0.102	0.106	0.040	0.074	0.115	0.110	0.122	0.131
Food & Drink	£Bn	0.274	0.289	0.319	0.333	0.350	0.370	0.212	0.257	0.327	0.378	0.414	0.422
Recreation	£Bn	0.055	0.058	0.064	0.067	0.070	0.074	0.043	0.052	0.065	0.075	0.082	0.083
Shopping	£Bn	0.529	0.559	0.620	0.648	0.677	0.715	0.393	0.490	0.620	0.715	0.786	0.796
Transport	£Bn	0.094	0.099	0.110	0.114	0.120	0.127	0.069	0.087	0.111	0.128	0.141	0.143
Direct Revenue	£Bn	1.034	1.091	1.205	1.258	1.319	1.391	0.757	0.959	1.237	1.406	1.545	1.576
VAT	£Bn	0.207	0.218	0.241	0.252	0.264	0.278	0.132	0.188	0.247	0.281	0.309	0.315
Direct Expenditure	£Bn	1.241	1.309	1.446	1.510	1.583	1.669	0.889	1.147	1.485	1.688	1.854	1.891
Indirect Expenditure	£Bn	0.421	0.445	0.491	0.513	0.538	0.568	0.305	0.389	0.502	0.571	0.627	0.639
TOTAL	£Bn	1.661	1.754	1.937	2.023	2.121	2.237	1.194	1.536	1.986	2.258	2.482	2.531

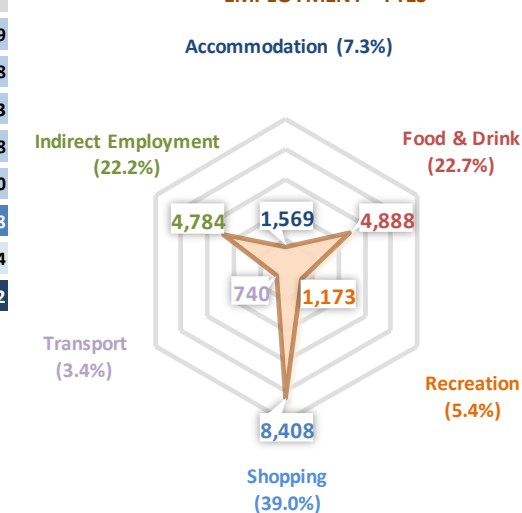
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,866	1,892	1,915	1,905	2,007	2,046	1,266	1,866	1,777	1,707	1,607	1,569
Food & Drink	FTEs	4,833	4,970	5,379	5,514	5,678	5,753	3,196	3,734	4,487	4,911	5,083	4,888
Recreation	FTEs	1,179	1,215	1,317	1,351	1,376	1,404	787	907	1,081	1,182	1,224	1,173
Shopping	FTEs	8,495	8,767	9,522	9,772	9,942	10,142	5,419	6,478	7,756	8,477	8,786	8,408
Transport	FTEs	738	760	824	846	863	880	466	561	682	745	772	740
Direct Employment	FTEs	17,111	17,605	18,957	19,387	19,865	20,225	11,134	13,546	15,783	17,022	17,471	16,778
Indirect Employment	FTEs	4,792	4,942	5,349	5,487	5,604	5,712	3,043	3,660	4,450	4,792	4,970	4,784
TOTAL	FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562

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 WEST AND CHESHIRE											2014 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices																	
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																		
KEY		TOTAL											TOTAL						% Change														
An increase of 3% or more		ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES																															
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2014 to 2025		59.7%	67.1%	80.9%	43.9%	52.2%	24.7%	32.4%	51.3%	16.1%	56.9%	73.2%	78.3%	52.3%	Annual Change	72.4%	40.6%	35.6%	68.3%														
% Change 2024 to 2025		-0.8%	2.3%	-0.2%	8.5%	3.8%	-3.3%	-0.5%	2.1%	-0.1%	1.2%	1.2%	11.2%	2.0%		0.2%	3.5%	0.8%	3.7%														
Average Annual Change		5.4%	6.1%	7.4%	4.0%	4.7%	2.2%	2.9%	4.7%	1.5%	5.2%	6.7%	7.1%	4.8%		6.6%	3.7%	3.2%	6.2%														
2014		£Bn	0.090	0.086	0.187	0.158	0.130	0.127	0.163	0.205	0.139	0.142	0.138	0.096		1.661	0.363	0.415	0.506	0.377													
2015		£Bn	0.092	0.095	0.190	0.166	0.137	0.124	0.173	0.238	0.141	0.162	0.132	0.105	1.754	5.5%	0.377	0.426	0.552	0.398													
2016		£Bn	0.104	0.113	0.238	0.170	0.153	0.139	0.186	0.240	0.152	0.173	0.152	0.117	1.937	10.5%	0.455	0.462	0.579	0.442													
2017		£Bn	0.113	0.110	0.235	0.211	0.158	0.134	0.195	0.248	0.148	0.177	0.180	0.114	2.023	4.4%	0.458	0.503	0.591	0.472													
2018		£Bn	0.118	0.117	0.241	0.220	0.169	0.142	0.204	0.256	0.155	0.187	0.190	0.120	2.121	4.8%	0.476	0.531	0.615	0.498													
2019		£Bn	0.130	0.132	0.263	0.232	0.173	0.145	0.212	0.267	0.162	0.193	0.200	0.128	2.237	5.5%	0.525	0.550	0.641	0.522													
2020		£Bn	0.132	0.126	0.149	0.006	0.007	0.040	0.142	0.195	0.132	0.134	0.036	0.093	1.194	-46.7%	0.408	0.053	0.469	0.263													
2021		£Bn	0.030	0.021	0.044	0.094	0.110	0.127	0.155	0.269	0.158	0.192	0.200	0.136	1.536	28.6%	0.095	0.331	0.582	0.528													
2022		£Bn	0.112	0.103	0.237	0.189	0.149	0.133	0.184	0.236	0.140	0.186	0.192	0.124	1.986	29.3%	0.452	0.471	0.560	0.503													
2023		£Bn	0.131	0.138	0.273	0.205	0.172	0.145	0.205	0.260	0.166	0.203	0.215	0.146	2.258	13.7%	0.541	0.522	0.632	0.563													
2024		£Bn	0.145	0.141	0.339	0.209	0.191	0.164	0.216	0.304	0.161	0.220	0.237	0.154	2.482	9.9%	0.625	0.564	0.681	0.611													
2025		£Bn	0.144	0.144	0.338	0.227	0.199	0.159	0.215	0.310	0.161	0.223	0.240	0.171	2.531	2.0%	0.626	0.584	0.687	0.634													
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL																			
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total																			
Total		£Bn	1.661	1.754	1.937	2.023	2.121	2.237	1.194	1.536	1.986	2.258	2.482	2.531	</																		

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 Historic Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		92.5%	82.4%	62.9%	53.5%	62.9%	57.7%	60.9%	71.6%	58.6%	76.3%	75.0%	69.9%	67.2%	Annual Change	77.3%	58.2%	63.9%	73.7%	
% Change 2024 to 2025		11.8%	13.9%	6.8%	3.1%	3.5%	0.4%	6.5%	8.9%	8.0%	10.2%	7.1%	9.4%	7.2%		10.6%	2.3%	7.7%	9.1%	
Average Annual Change		8.4%	7.5%	5.7%	4.9%	5.7%	5.2%	5.5%	6.5%	5.3%	6.9%	6.8%	6.4%	6.1%		7.0%	5.3%	5.8%	6.7%	
2014	£M	10.89	13.72	16.38	16.33	18.54	16.85	22.49	19.50	15.40	15.00	9.961	13.35	188.42		40.99	51.73	57.39	38.31	
2015	£M	11.30	14.36	16.18	16.28	19.01	17.27	22.67	20.24	15.60	15.59	10.11	12.97	191.57		1.7%	41.83	52.56	58.50	38.67
2016	£M	12.45	14.76	16.71	17.53	20.08	18.50	24.39	20.61	16.60	16.56	10.82	14.16	203.17		6.1%	43.92	56.11	61.59	41.54
2017	£M	13.14	15.29	17.27	18.63	20.46	18.80	25.14	21.35	16.91	16.87	11.07	14.63	209.55	3.1%	45.69	57.88	63.40	42.57	
2018	£M	14.02	16.30	17.97	18.91	21.31	20.47	28.14	24.55	17.56	18.17	11.99	15.41	224.80	7.3%	48.29	60.69	70.24	45.58	
2019	£M	14.78	17.00	18.52	19.45	22.17	21.42	28.99	25.45	18.00	18.84	12.65	15.82	233.09	3.7%	50.30	63.04	72.44	47.31	
2020	£M	11.84	15.10	8.115	0.777	1.454	1.579	9.288	13.55	9.169	6.686	1.214	3.985	82.75	-64.5%	35.05	3.810	32.01	11.88	
2021	£M	6.536	7.927	9.294	9.463	13.35	15.86	24.09	23.47	16.08	17.13	10.79	13.12	167.11	101.9%	23.76	38.68	63.64	41.03	
2022	£M	14.13	18.53	20.93	22.01	24.71	23.50	31.77	27.63	20.24	21.77	14.13	18.64	257.98	54.4%	53.59	70.22	79.64	54.53	
2023	£M	17.52	20.04	21.86	23.12	25.70	24.39	32.50	27.96	20.94	21.72	14.28	19.20	269.22	4.4%	59.42	73.21	81.39	55.19	
2024	£M	18.76	21.98	24.98	24.31	29.19	26.48	33.98	30.71	22.61	24.00	16.27	20.72	293.99	9.2%	65.71	79.98	87.30	60.99	
2025	£M	20.96	25.02	26.68	25.07	30.21	26.57	36.18	33.45	24.42	26.44	17.43	22.68	315.11	7.2%	72.66	81.85	94.06	66.55	
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	188.42	191.57	203.17	209.55	224.80	233.09	82.75	167.11	257.98	269.22	293.99	315.11	Report Prepared by: Saleem Landi, Date of Issue: 02/07/2026						
All Visitor Types	£Bn	1.661	1.754	1.937	2.023	2.121	2.237	1.194	1.536	1.986	2.258	2.482	2.531							
Share of Total	%	11.3%	10.9%	10.5%	10.4%	10.6%	10.4%	6.9%	10.9%	13.0%	11.9%	11.8%	12.5%							
Annual Change in Share	%		-3.7%	-4.0%	-1.2%	2.3%	-1.7%	-33.5%	57.0%	19.4%	-8.2%	-0.6%	5.1%							
Change in Share from 2014	%		-3.7%	-7.5%	-8.7%	-6.5%	-8.1%	-38.9%	-4.0%	14.5%	5.1%	4.5%	9.8%							
Avg Ann. Change in Share	%		-3.7%	-3.8%	-2.9%	-1.6%	-1.6%	-6.5%	-0.6%	1.8%	0.6%	0.4%	0.9%							
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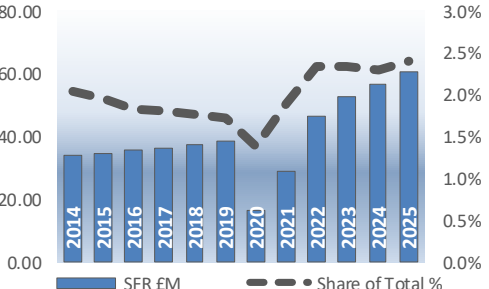
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2014 to 2025		124.8%	116.1%	118.0%	154.4%	152.1%	156.8%	137.9%	174.1%	166.8%	130.4%	142.2%	166.3%	150.3%	Annual Change	119.3%	154.6%	160.3%	143.8%	
% Change 2024 to 2025		15.3%	21.8%	4.0%	23.4%	10.3%	3.4%	7.4%	9.2%	-0.2%	13.4%	5.2%	12.8%	8.7%		13.4%	10.3%	5.6%	10.8%	
Average Annual Change		11.3%	10.6%	10.7%	14.0%	13.8%	14.3%	12.5%	15.8%	15.2%	11.9%	12.9%	15.1%	13.7%		10.8%	14.1%	14.6%	13.1%	
2014	£M	1.348	1.750	1.567	2.530	3.420	3.982	4.428	5.246	4.094	2.435	1.622	1.568	33.99		4.665	9.932	13.77	5.625	
2015	£M	1.513	1.949	1.724	2.755	3.722	4.314	4.783	5.704	4.495	2.687	1.826	1.772	37.24		9.6%	5.185	10.79	14.98	6.285
2016	£M	1.617	2.045	1.789	2.852	3.830	4.449	4.946	5.974	4.749	2.800	1.900	1.858	38.81	4.2%	5.452	11.13	15.67	6.558	
2017	£M	1.650	2.094	1.835	3.072	4.014	4.671	5.418	6.651	4.954	2.876	1.910	1.871	41.02	5.7%	5.579	11.76	17.02	6.657	
2018	£M	1.799	2.277	2.024	3.319	5.135	6.184	6.277	8.416	6.183	3.171	2.188	2.105	49.08	19.7%	6.100	14.64	20.88	7.465	
2019	£M	2.518	2.957	2.615	4.416	6.027	7.016	7.966	9.966	6.927	3.792	2.980	2.871	60.05	22.4%	8.089	17.46	24.86	9.644	
2020	£M	2.367	2.044	1.326	0.065	0.140	0.213	4.718	6.998	6.102	2.275	0.105	1.298	27.65	-54.0%	5.737	0.418	17.82	3.678	
2021	£M	0.391	0.453	0.431	1.778	4.632	6.981	7.063	9.290	8.285	4.242	2.671	2.426	48.64	75.9%	1.276	13.39	24.64	9.339	
2022	£M	2.609	2.553	3.034	4.313	6.564	7.919	8.538	11.00	8.245	3.875	2.890	3.561	65.10	33.8%	8.196	18.80	27.78	10.33	
2023	£M	2.545	2.846	2.888	5.138	7.822	8.611	8.291	11.48	9.875	4.623	3.223	3.533	70.88	8.9%	8.279	21.57	29.65	11.38	
2024	£M	2.628	3.105	3.285	5.215	7.813	9.887	9.812	13.17	10.94	4.947	3.735	3.702	78.24	10.4%	9.017	22.92	33.92	12.38	
2025	£M	3.030	3.782	3.416	6.437	8.622	10.23	10.53	14.38	10.92	5.610	3.928	4.176	85.06	8.7%	10.23	25.28	35.84	13.71	
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	33.99	37.24	38.81	41.02	49.08	60.05	27.65	48.64	65.10	70.88	78.24	85.06						
All Visitor Types		£Bn	1.661	1.754	1.937	2.023	2.121	2.237	1.194	1.536	1.986	2.258	2.482	2.531						
Share of Total		%	2.0%	2.1%	2.0%	2.0%	2.3%	2.7%	2.3%	3.2%	3.3%	3.1%	3.2%	3.4%						
Annual Change in Share		%		3.8%	-5.7%	1.2%	14.1%	16.0%	-13.7%	36.7%	3.5%	-4.2%	0.4%	6.6%						
Change in Share from 2014		%		3.8%	-2.1%	-0.9%	13.1%	31.2%	13.2%	54.8%	60.2%	53.4%	54.1%	64.3%						
Avg Ann. Change in Share		%		3.8%	-1.0%	-0.3%	3.3%	6.2%	2.2%	7.8%	7.5%	5.9%	5.4%	5.8%						
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2026																				

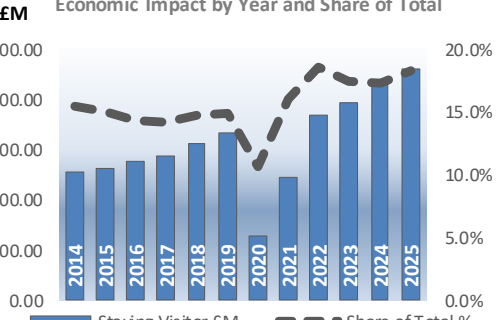
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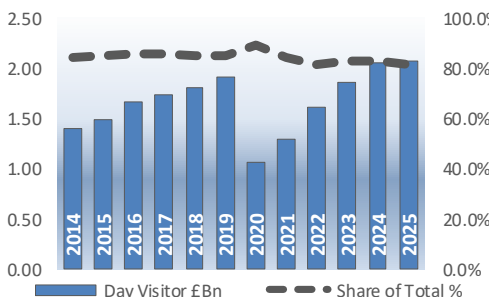
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2025		81.7%	79.4%	71.2%	76.8%	79.7%	80.0%	76.6%	86.6%	83.0%	80.5%	76.8%	76.7%		79.2%	79.1%	78.4%	81.6%	77.5%	
% Change 2024 to 2025		8.2%	10.3%	6.2%	7.5%	6.5%	4.8%	6.1%	7.1%	5.6%	7.8%	6.0%	7.4%		7.0%	8.2%	6.6%	6.4%	7.2%	
Average Annual Change		7.4%	7.2%	6.5%	7.0%	7.2%	7.3%	7.0%	7.9%	7.5%	7.3%	7.0%	7.0%		7.2%	7.2%	7.1%	7.4%	7.0%	
2014	£M	4.499	1.565	1.558	4.610	3.055	2.052	3.771	3.321	1.913	1.645	1.365	4.525		33.88	7.622	9.717	9.005	7.536	
2015	£M	4.590	1.609	1.574	4.658	3.115	2.096	3.825	3.406	1.956	1.686	1.389	4.549		34.45	1.7%	7.773	9.868	9.188	7.624
2016	£M	4.771	1.639	1.604	4.796	3.195	2.156	3.947	3.480	2.015	1.733	1.425	4.707		35.47	2.9%	8.014	10.15	9.442	7.865
2017	£M	4.932	1.686	1.642	4.979	3.267	2.209	4.061	3.599	2.065	1.774	1.461	4.824		36.50	2.9%	8.260	10.46	9.725	8.059
2018	£M	5.039	1.722	1.666	5.031	3.389	2.329	4.187	3.810	2.150	1.829	1.505	4.949		37.61	3.0%	8.428	10.75	10.15	8.282
2019	£M	5.196	1.764	1.696	5.215	3.497	2.399	4.320	3.930	2.200	1.876	1.557	5.078		38.73	3.0%	8.656	11.11	10.45	8.511
2020	£M	4.719	1.601	0.841	0.176	0.182	0.140	1.962	2.569	1.616	0.876	0.130	1.701	16.51	-57.4%	7.160	0.498	6.147	2.707	
2021	£M	2.121	0.751	0.802	2.592	2.477	2.167	3.971	3.875	2.386	1.950	1.458	4.583	29.13	76.4%	3.673	7.236	10.23	7.991	
2022	£M	5.963	2.057	2.047	6.199	4.190	2.885	5.200	4.737	2.679	2.240	1.842	6.200	46.24	58.7%	10.07	13.27	12.62	10.28	
2023	£M	7.100	2.396	2.321	7.168	4.812	3.254	5.856	5.338	3.081	2.565	2.104	7.011	53.01	14.6%	11.82	15.23	14.27	11.68	
2024	£M	7.561	2.546	2.511	7.580	5.158	3.526	6.273	5.786	3.315	2.753	2.277	7.445	56.73	7.0%	12.62	16.26	15.37	12.48	
2025	£M	8.177	2.808	2.667	8.149	5.491	3.695	6.658	6.196	3.501	2.969	2.413	7.993	60.72	7.0%	13.65	17.33	16.35	13.38	
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	33.88	34.45	35.47	36.50	37.61	38.73	16.51	29.13	46.24	53.01	56.73	60.72							
All Visitor Types	£Bn	1.661	1.754	1.937	2.023	2.121	2.237	1.194	1.536	1.986	2.258	2.482	2.531							
Share of Total	%	2.0%	2.0%	1.8%	1.8%	1.8%	1.7%	1.4%	1.9%	2.3%	2.3%	2.3%	2.4%							
Annual Change in Share	%		-3.6%	-6.8%	-1.5%	-1.7%	-2.4%	-20.1%	37.1%	22.7%	0.8%	-2.6%	5.0%							
Change in Share from 2014	%		-3.6%	-10.2%	-11.5%	-13.0%	-15.1%	-32.2%	-7.0%	14.2%	15.1%	12.1%	17.7%							
Avg Ann. Change in Share	%		-3.6%	-5.1%	-3.8%	-3.3%	-3.0%	-5.4%	-1.0%	1.8%	1.7%	1.2%	1.6%							

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

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 Historic Prices			STAYING VISITOR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		92.2%	85.6%	67.9%	68.9%	77.1%	76.9%	73.9%	92.5%	81.5%	83.5%	83.6%	79.2%	79.8%	Annual Change	81.2%	74.4%	82.4%	81.9%
% Change 2024 to 2025		11.1%	14.4%	6.4%	6.9%	5.1%	1.5%	6.6%	8.8%	5.4%	10.5%	6.7%	9.4%	7.4%		10.5%	4.5%	7.1%	9.1%
Average Annual Change		8.4%	7.8%	6.2%	6.3%	7.0%	7.0%	6.7%	8.4%	7.4%	7.6%	7.6%	7.2%	7.3%		7.4%	6.8%	7.5%	7.4%
2014 £M		16.74	17.04	19.51	23.47	25.02	22.89	30.69	28.06	21.40	19.08	12.95	19.44	256.29		53.28	71.38	80.16	51.47
2015 £M		17.40	17.91	19.47	23.69	25.84	23.68	31.27	29.35	22.05	19.97	13.32	19.30	263.26	2.7%	54.79	73.22	82.67	52.58
2016 £M		18.83	18.45	20.10	25.18	27.11	25.10	33.28	30.06	23.36	21.10	14.14	20.73	277.45	5.4%	57.39	77.39	86.70	55.96
2017 £M		19.72	19.07	20.74	26.68	27.74	25.68	34.62	31.60	23.93	21.52	14.44	21.33	287.07	3.5%	59.53	80.09	90.15	57.29
2018 £M		20.86	20.30	21.66	27.26	29.83	28.99	38.60	36.77	25.89	23.17	15.68	22.47	311.49	8.5%	62.82	86.08	101.26	61.32
2019 £M		22.49	21.72	22.83	29.08	31.69	30.83	41.28	39.34	27.13	24.51	17.19	23.77	331.87	6.5%	67.05	91.61	107.75	65.47
2020 £M		18.92	18.74	10.28	1.019	1.775	1.932	15.97	23.11	16.89	9.837	1.449	6.984	126.92	-61.8%	47.95	4.726	55.97	18.27
2021 £M		9.047	9.132	10.53	13.83	20.46	25.01	35.12	36.64	26.75	23.32	14.92	20.13	244.89	93.0%	28.71	59.30	98.52	58.36
2022 £M		22.71	23.14	26.01	32.53	35.46	34.30	45.50	43.37	31.17	27.88	18.86	28.40	369.32	50.8%	71.85	102.29	120.04	75.14
2023 £M		27.17	25.29	27.07	35.43	38.33	36.25	46.65	44.78	33.90	28.91	19.60	29.74	393.10	6.4%	79.52	110.01	125.32	78.25
2024 £M		28.95	27.63	30.78	37.10	42.16	39.89	50.07	49.67	36.87	31.70	22.28	31.87	428.96	9.1%	87.35	119.16	136.60	85.85
2025 £M		32.17	31.61	32.76	39.66	44.32	40.49	53.37	54.02	38.85	35.02	23.77	34.85	460.89	7.4%	96.54	124.47	146.25	93.64
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		256.29	263.26	277.45	287.07	311.49	331.87	126.92	244.89	369.32	393.10	428.96	460.89						
All Visitor Types £Bn		1.661	1.754	1.937	2.023	2.121	2.237	1.194	1.536	1.986	2.258	2.482	2.531						
Share of Total %		15.4%	15.0%	14.3%	14.2%	14.7%	14.8%	10.6%	15.9%	18.6%	17.4%	17.3%	18.2%						
Annual Change in Share %			-2.7%	-4.6%	-0.9%	3.5%	1.0%	-28.3%	50.0%	16.6%	-6.4%	-0.7%	5.4%						
Change in Share from 2014 %			-2.7%	-7.1%	-8.0%	-4.8%	-3.8%	-31.1%	3.4%	20.5%	12.9%	12.1%	18.1%						
Avg Ann. Change in Share %			-2.7%	-3.6%	-2.7%	-1.2%	-0.8%	-5.2%	0.5%	2.6%	1.4%	1.2%	1.6%						

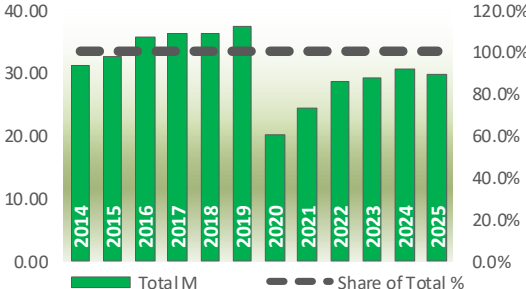
STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025		52.3%	62.5%	82.4%	39.5%	46.3%	13.2%	22.7%	44.8%	4.2%	52.7%	72.1%	78.0%	47.3%	Annual Change	70.9%	33.6%	26.8%	66.2%	
% Change 2024 to 2025		-3.8%	-0.7%	-0.9%	8.9%	3.4%	-4.8%	-2.6%	0.8%	-1.7%	-0.3%	0.7%	11.7%	0.8%		-1.5%	3.2%	-0.8%	2.9%	
Average Annual Change		4.8%	5.7%	7.5%	3.6%	4.2%	1.2%	2.1%	4.1%	0.4%	4.8%	6.6%	7.1%	4.3%		6.4%	3.1%	2.4%	6.0%	
2014	£Bn	0.073	0.069	0.168	0.134	0.105	0.104	0.132	0.177	0.117	0.123	0.126	0.076	1.405		0.310	0.344	0.426	0.325	
2015	£Bn	0.075	0.077	0.171	0.142	0.111	0.101	0.142	0.208	0.118	0.142	0.119	0.085	1.490		6.1%	0.323	0.353	0.469	0.346
2016	£Bn	0.085	0.095	0.218	0.145	0.126	0.114	0.153	0.210	0.129	0.152	0.138	0.096	1.659	11.3%	0.398	0.384	0.492	0.386	
2017	£Bn	0.093	0.091	0.214	0.184	0.130	0.108	0.160	0.217	0.124	0.155	0.166	0.093	1.736	4.6%	0.398	0.423	0.501	0.414	
2018	£Bn	0.097	0.097	0.220	0.193	0.139	0.113	0.165	0.219	0.130	0.164	0.175	0.097	1.809	4.2%	0.413	0.445	0.514	0.436	
2019	£Bn	0.107	0.110	0.240	0.202	0.142	0.115	0.171	0.228	0.135	0.169	0.183	0.104	1.906	5.3%	0.458	0.459	0.533	0.456	
2020	£Bn	0.114	0.107	0.139	0.005	0.005	0.038	0.126	0.172	0.115	0.124	0.035	0.086	1.067	-44.0%	0.360	0.048	0.413	0.245	
2021	£Bn	0.021	0.012	0.033	0.080	0.090	0.102	0.119	0.233	0.131	0.169	0.185	0.116	1.291	21.0%	0.066	0.271	0.483	0.470	
2022	£Bn	0.089	0.080	0.211	0.156	0.114	0.099	0.139	0.192	0.109	0.158	0.173	0.096	1.617	25.3%	0.381	0.368	0.440	0.428	
2023	£Bn	0.104	0.112	0.246	0.169	0.133	0.109	0.159	0.216	0.132	0.174	0.195	0.116	1.865	15.3%	0.462	0.412	0.507	0.485	
2024	£Bn	0.116	0.113	0.308	0.172	0.149	0.124	0.166	0.254	0.124	0.189	0.215	0.122	2.053	10.1%	0.538	0.445	0.545	0.525	
2025	£Bn	0.112	0.112	0.306	0.187	0.154	0.118	0.162	0.256	0.122	0.188	0.216	0.136	2.070	0.8%	0.530	0.459	0.540	0.540	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total						
Day Visitor		£Bn	1.405	1.490	1.659	1.736	1.809	1.906	1.067	1.291	1.617	1.865	2.053	2.070						
All Visitor Types		£Bn	1.661	1.754	1.937	2.023	2.121	2.237	1.194	1.536	1.986	2.258	2.482	2.531						
Share of Total		%	84.6%	85.0%	85.7%	85.8%	85.3%	85.2%	89.4%	84.1%	81.4%	82.6%	82.7%	81.8%						
Annual Change in Share		%		0.5%	0.8%	0.2%	-0.6%	-0.2%	4.9%	-5.9%	-3.1%	1.5%	0.1%	-1.1%						
Change in Share from 2014		%		0.5%	1.3%	1.5%	0.9%	0.7%	5.7%	-0.6%	-3.7%	-2.3%	-2.2%	-3.3%						
Avg Ann. Change in Share		%		0.5%	0.7%	0.5%	0.2%	0.1%	0.9%	-0.1%	-0.5%	-0.3%	-0.2%	-0.3%						

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

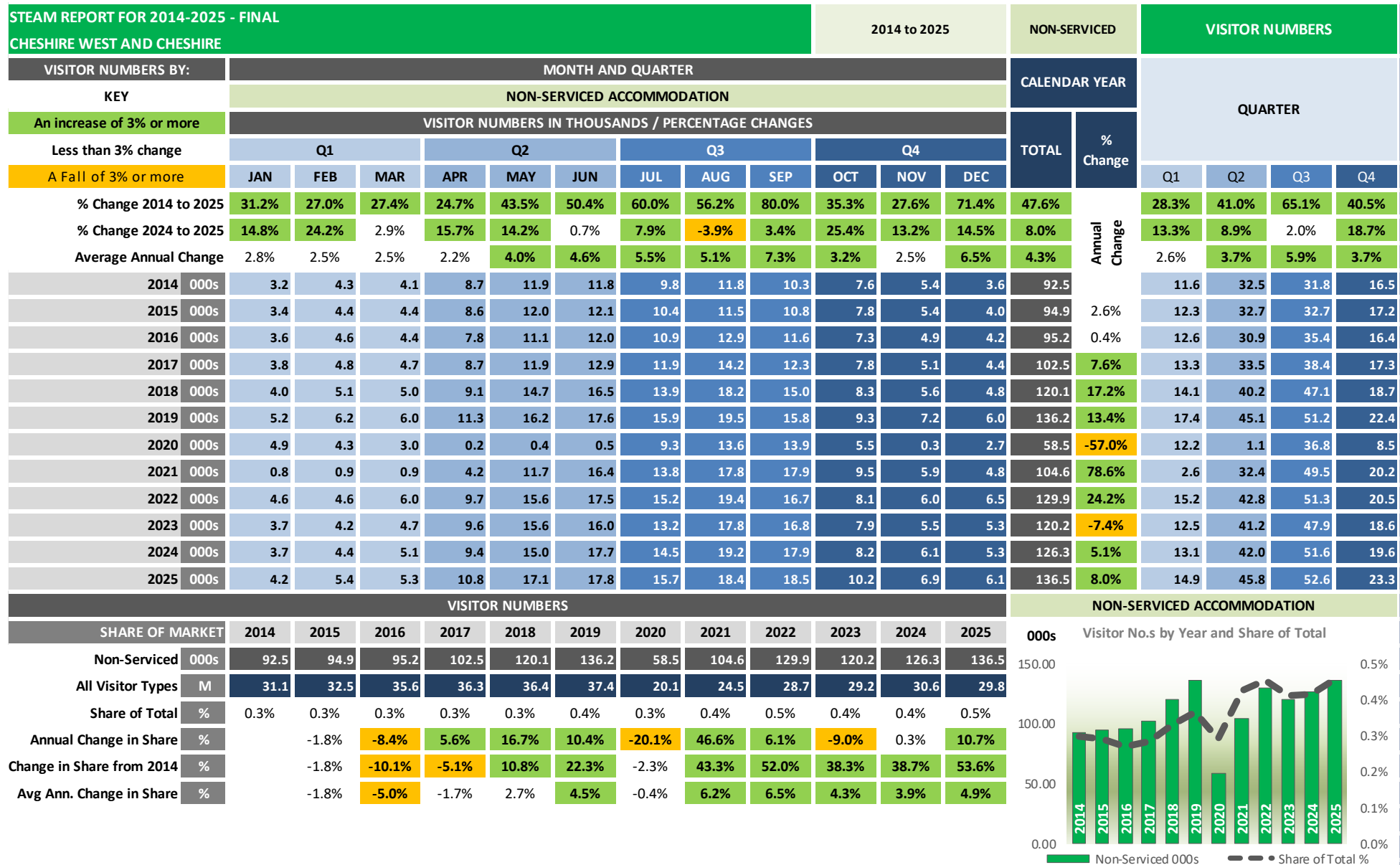
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2014 to 2025		-0.1%	6.2%	17.4%	-8.7%	-3.8%	-24.4%	-18.8%	-5.5%	-30.6%	-0.8%	11.4%	15.0%	-3.9%	Annual Change	10.6%	-11.9%	-16.6%	7.6%
% Change 2024 to 2025		-6.2%	-3.2%	-4.1%	4.7%	-0.3%	-7.8%	-5.6%	-2.6%	-4.8%	-3.3%	-2.6%	7.7%	-2.4%		-4.4%	-0.5%	-4.1%	-0.4%
Average Annual Change		0.0%	0.6%	1.6%	-0.8%	-0.3%	-2.2%	-1.7%	-0.5%	-2.8%	-0.1%	1.0%	1.4%	-0.4%		1.0%	-1.1%	-1.5%	0.7%
2014	M	1.645	1.546	3.607	2.974	2.401	2.346	2.930	3.864	2.593	2.702	2.718	1.726	31.05		6.798	7.721	9.388	7.146
2015	M	1.653	1.694	3.620	3.100	2.484	2.240	3.114	4.478	2.584	3.053	2.542	1.889	32.45	4.5%	6.967	7.823	10.18	7.485
2016	M	1.846	2.035	4.546	3.133	2.764	2.484	3.307	4.463	2.771	3.220	2.914	2.086	35.57	9.6%	8.428	8.380	10.54	8.221
2017	M	1.974	1.913	4.350	3.861	2.780	2.318	3.378	4.486	2.599	3.221	3.402	1.975	36.26	1.9%	8.237	8.959	10.46	8.597
2018	M	1.977	1.953	4.300	3.887	2.859	2.341	3.355	4.384	2.624	3.278	3.447	1.997	36.40	0.4%	8.230	9.087	10.36	8.721
2019	M	2.124	2.164	4.581	3.974	2.853	2.318	3.379	4.441	2.664	3.282	3.527	2.077	37.39	2.7%	8.869	9.145	10.48	8.886
2020	M	2.174	2.051	2.576	0.100	0.111	0.706	2.381	3.248	2.190	2.329	0.643	1.610	20.12	-46.2%	6.800	0.916	7.819	4.582
2021	M	0.423	0.265	0.638	1.526	1.743	1.978	2.310	4.356	2.490	3.164	3.413	2.197	24.50	21.8%	1.326	5.247	9.156	8.774
2022	M	1.597	1.438	3.610	2.784	2.105	1.818	2.507	3.382	1.962	2.765	2.986	1.735	28.69	17.1%	6.645	6.707	7.850	7.486
2023	M	1.645	1.760	3.704	2.677	2.175	1.779	2.527	3.348	2.092	2.686	2.963	1.840	29.20	1.8%	7.109	6.631	7.967	7.488
2024	M	1.752	1.695	4.419	2.594	2.316	1.925	2.522	3.753	1.890	2.772	3.108	1.842	30.59	4.8%	7.866	6.834	8.165	7.723
2025	M	1.643	1.641	4.236	2.716	2.309	1.774	2.380	3.653	1.800	2.680	3.027	1.984	29.84	-2.4%	7.521	6.799	7.833	7.691
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	31.05	32.45	35.57	36.26	36.40	37.39	20.12	24.50	28.69	29.20	30.59	29.84						
All Visitor Types	M	31.05	32.45	35.57	36.26	36.40	37.39	20.12	24.50	28.69	29.20	30.59	29.84						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share	%																		
Change in Share from 2014	%																		
Avg Ann. Change in Share	%																		
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STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE										2014 to 2025			SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN 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		41.5%	33.3%	10.1%	17.4%	16.5%	9.3%	19.2%	24.1%	8.0%	16.6%	30.3%	18.2%	18.4%	Annual Change	25.5%	14.4%	17.2%	20.9%	
% Change 2024 to 2025		10.9%	14.2%	6.9%	-4.4%	-4.0%	-6.9%	-3.8%	-1.5%	-1.9%	10.0%	7.2%	9.4%	0.9%		10.7%	-5.0%	-2.5%	9.0%	
Average Annual Change		3.8%	3.0%	0.9%	1.6%	1.5%	0.8%	1.7%	2.2%	0.7%	1.5%	2.8%	1.7%	1.7%		2.3%	1.3%	1.6%	1.9%	
2014 000s		35.3	59.1	66.7	78.0	121.5	97.7	87.9	77.3	76.1	63.0	42.2	48.2	853.2		161.2	297.3	241.4	153.4	
2015 000s		34.0	52.2	53.6	71.3	115.6	93.5	87.1	78.4	69.7	57.2	38.8	41.1	792.4	-7.1%	139.7	280.5	235.2	137.1	
2016 000s		36.4	54.5	54.1	84.6	118.2	95.0	95.1	78.2	73.8	56.7	41.6	44.2	832.4	5.0%	144.9	297.8	247.1	142.6	
2017 000s		37.4	55.3	54.9	88.6	117.8	94.4	95.8	79.7	73.5	56.3	41.6	44.4	839.8	0.9%	147.6	300.9	248.9	142.4	
2018 000s		39.8	58.4	56.9	88.9	121.8	101.5	98.8	84.6	75.6	60.7	44.5	46.6	878.0	4.6%	155.1	312.2	259.0	151.8	
2019 000s		41.3	60.8	58.4	90.5	126.7	105.9	101.7	87.5	77.1	62.4	46.6	47.4	906.3	3.2%	160.5	323.1	266.4	156.4	
2020 000s		35.1	57.2	27.1	3.9	8.8	8.3	33.8	48.3	41.6	23.5	4.7	12.7	305.0	-66.3%	119.4	20.9	123.8	40.9	
2021 000s		19.1	30.1	31.1	46.4	81.2	83.2	88.8	84.8	72.7	59.1	41.8	41.1	679.3	122.7%	80.3	210.7	246.2	142.0	
2022 000s		34.8	61.5	60.7	91.2	131.7	107.6	106.6	90.8	79.3	64.0	47.0	49.6	924.8	36.1%	156.9	330.6	276.7	160.5	
2023 000s		43.6	67.3	64.2	97.5	138.1	112.6	110.9	93.8	83.0	64.7	48.0	51.8	975.5	5.5%	175.1	348.2	287.7	164.5	
2024 000s		45.1	69.0	68.7	95.8	147.5	114.8	108.9	97.5	83.8	66.8	51.3	52.1	1,001.0	2.6%	182.7	358.0	290.1	170.2	
2025 000s		50.0	78.8	73.4	91.6	141.6	106.8	104.8	96.0	82.2	73.5	55.0	57.0	1,010.5	0.9%	202.2	340.0	282.9	185.4	
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	853.2	792.4	832.4	839.8	878.0	906.3	305.0	679.3	924.8	975.5	1,001.0	1,010.5	1,200.00	4.0%				
All Visitor Types		M	31.1	32.5	35.6	36.3	36.4	37.4	20.1	24.5	28.7	29.2	30.6	29.8	1,000.00	3.0%				
Share of Total		%	2.7%	2.4%	2.3%	2.3%	2.4%	2.4%	1.5%	2.8%	3.2%	3.3%	3.3%	3.4%	800.00	2.0%				
Annual Change in Share		%		-11.1%	-4.2%	-1.0%	4.1%	0.5%	-37.5%	82.8%	16.3%	3.7%	-2.1%	3.5%	600.00	1.0%				
Change in Share from 2014		%		-11.1%	-14.8%	-15.7%	-12.2%	-11.8%	-44.8%	0.9%	17.3%	21.6%	19.1%	23.2%	400.00	0.0%				
Avg Ann. Change in Share		%		-11.1%	-7.4%	-5.2%	-3.1%	-2.4%	-7.5%	0.1%	2.2%	2.4%	1.9%	2.1%	200.00					
															0.00					

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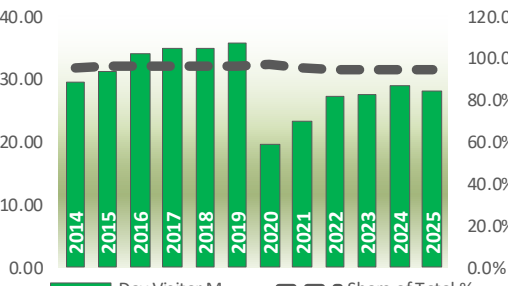
STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE										2014 to 2025			SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% 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		15.6%	15.7%	9.4%	13.8%	15.2%	15.9%	13.4%	20.8%	18.6%	15.7%	13.8%	12.9%	15.1%	Annual Change	14.3%	14.8%	17.2%	13.8%
% Change 2024 to 2025		3.9%	6.0%	2.1%	3.8%	2.8%	1.1%	2.3%	3.3%	1.7%	3.6%	2.0%	3.3%	3.1%		4.0%	2.8%	2.5%	3.1%
Average Annual Change		1.4%	1.4%	0.9%	1.3%	1.4%	1.4%	1.2%	1.9%	1.7%	1.4%	1.3%	1.2%	1.4%		1.3%	1.3%	1.6%	1.3%
2014 000s		62.7	25.7	25.3	60.7	49.1	35.9	52.5	45.0	31.0	26.4	24.1	61.6	499.9	0.8% 1.6% 0.1% -0.9% 0.4% -58.1% 76.6% 43.5% 0.9% 1.9% 3.1%	113.7	145.8	128.4	112.1
2015 000s		63.2	26.2	25.4	60.8	49.6	36.3	52.7	45.8	31.4	26.9	24.3	61.2	503.8		114.8	146.7	129.9	112.3
2016 000s		64.8	26.4	25.6	61.7	50.2	36.8	53.8	46.3	32.0	27.2	24.6	62.5	511.9		116.7	148.8	132.1	114.4
2017 000s		65.2	26.4	25.4	62.3	50.0	36.8	53.9	46.7	32.0	27.2	24.6	62.4	512.7		117.0	149.1	132.5	114.1
2018 000s		63.7	25.9	24.8	60.5	49.9	37.3	53.4	47.8	32.1	27.0	24.3	61.5	508.3		114.4	147.7	133.3	112.8
2019 000s		64.1	25.9	24.6	61.1	50.2	37.5	53.8	48.1	32.0	26.9	24.5	61.7	510.5		114.6	148.9	133.9	113.2
2020 000s		57.2	23.0	12.0	2.0	2.4	2.0	24.7	31.6	23.8	12.6	2.0	20.7	214.1		92.3	6.4	80.1	35.3
2021 000s		25.4	10.8	11.4	29.8	35.0	33.4	48.2	45.9	34.0	27.4	22.5	54.2	378.0		47.6	98.2	128.2	104.1
2022 000s		65.6	26.9	26.3	64.8	53.6	40.3	57.5	51.6	34.9	28.5	25.8	66.8	542.6		118.8	158.7	144.0	121.1
2023 000s		68.6	27.6	26.4	66.1	54.2	39.9	57.0	51.0	35.3	28.9	26.1	66.7	547.7		122.5	160.2	143.3	121.7
2024 000s		69.8	28.0	27.1	66.6	55.1	41.1	58.1	52.6	36.1	29.5	26.9	67.3	558.2	124.9	162.8	146.9	123.7	
2025 000s		72.5	29.7	27.7	69.1	56.6	41.6	59.5	54.3	36.7	30.5	27.5	69.6	575.3	129.9	167.3	150.5	127.6	
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		499.9	503.8	511.9	512.7	508.3	510.5	214.1	378.0	542.6	547.7	558.2	575.3	800.00					
All Visitor Types M		31.1	32.5	35.6	36.3	36.4	37.4	20.1	24.5	28.7	29.2	30.6	29.8	600.00					
Share of Total %		1.6%	1.6%	1.4%	1.4%	1.4%	1.4%	1.1%	1.5%	1.9%	1.9%	1.8%	1.9%	400.00					
Annual Change in Share %			-3.6%	-7.3%	-1.7%	-1.3%	-2.2%	-22.1%	45.0%	22.6%	-0.8%	-2.7%	5.6%	200.00					
Change in Share from 2014 %			-3.6%	-10.6%	-12.2%	-13.3%	-15.2%	-33.9%	-4.2%	17.5%	16.5%	13.4%	19.7%	0.00					
Avg Ann. Change in Share %			-3.6%	-5.3%	-4.1%	-3.3%	-3.0%	-5.7%	-0.6%	2.2%	1.8%	1.3%	1.8%	0.00					

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2014 to 2025		25.1%	27.9%	10.6%	16.3%	17.9%	14.3%	19.8%	25.8%	17.1%	17.8%	24.6%	17.0%	19.1%	Annual Change	21.1%	16.3%	21.0%	19.2%	
% Change 2024 to 2025		6.9%	12.4%	5.4%	-0.1%	-1.0%	-4.2%	-0.9%	-0.3%	-0.3%	9.4%	5.9%	6.3%	2.2%		8.2%	-1.7%	-0.5%	7.3%	
Average Annual Change		2.3%	2.5%	1.0%	1.5%	1.6%	1.3%	1.8%	2.3%	1.6%	1.6%	2.2%	1.5%	1.7%		1.9%	1.5%	1.9%	1.7%	
2014		M	0.101	0.089	0.096	0.147	0.183	0.145	0.150	0.134	0.117	0.097	0.072	0.113	1.446		0.286	0.476	0.402	0.282
2015		M	0.101	0.083	0.083	0.141	0.177	0.142	0.150	0.136	0.112	0.092	0.068	0.106	1.391	-3.8%	0.267	0.460	0.398	0.267
2016		M	0.105	0.085	0.084	0.154	0.180	0.144	0.160	0.137	0.117	0.091	0.071	0.111	1.440	3.5%	0.274	0.478	0.415	0.273
2017		M	0.106	0.087	0.085	0.160	0.180	0.144	0.162	0.141	0.118	0.091	0.071	0.111	1.455	1.1%	0.278	0.483	0.420	0.274
2018		M	0.107	0.089	0.087	0.158	0.186	0.155	0.166	0.151	0.123	0.096	0.074	0.113	1.506	3.5%	0.284	0.500	0.439	0.283
2019		M	0.111	0.093	0.089	0.163	0.193	0.161	0.171	0.155	0.125	0.099	0.078	0.115	1.553	3.1%	0.292	0.517	0.451	0.292
2020		M	0.097	0.084	0.042	0.006	0.012	0.011	0.068	0.093	0.079	0.042	0.007	0.036	0.578	-62.8%	0.224	0.028	0.241	0.085
2021		M	0.045	0.042	0.043	0.080	0.128	0.133	0.151	0.149	0.125	0.096	0.070	0.100	1.162	101.2%	0.130	0.341	0.424	0.266
2022		M	0.105	0.093	0.093	0.166	0.201	0.165	0.179	0.162	0.131	0.101	0.079	0.123	1.597	37.5%	0.291	0.532	0.472	0.302
2023		M	0.116	0.099	0.095	0.173	0.208	0.169	0.181	0.163	0.135	0.102	0.080	0.124	1.643	2.9%	0.310	0.550	0.479	0.305
2024		M	0.118	0.101	0.101	0.172	0.218	0.174	0.182	0.169	0.138	0.104	0.084	0.125	1.686	2.6%	0.321	0.563	0.489	0.313
2025		M	0.127	0.114	0.106	0.172	0.215	0.166	0.180	0.169	0.137	0.114	0.089	0.133	1.722	2.2%	0.347	0.553	0.486	0.336
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	1.446	1.391	1.440	1.455	1.506	1.553	0.578	1.162	1.597	1.643	1.686	1.722						
All Visitor Types		M	31.05	32.45	35.57	36.26	36.40	37.39	20.12	24.50	28.69	29.20	30.59	29.84						
Share of Total		%	4.7%	4.3%	4.0%	4.0%	4.1%	4.2%	2.9%	4.7%	5.6%	5.6%	5.5%	5.8%						
Annual Change in Share		%		-7.9%	-5.6%	-0.8%	3.1%	0.4%	-30.9%	65.1%	17.4%	1.1%	-2.1%	4.7%						
Change in Share from 2014		%		-7.9%	-13.1%	-13.8%	-11.1%	-10.8%	-38.3%	1.9%	19.6%	20.9%	18.4%	24.0%						
Avg Ann. Change in Share		%		-7.9%	-6.5%	-4.6%	-2.8%	-2.2%	-6.4%	0.3%	2.4%	2.3%	1.8%	2.2%						

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STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		-1.8%	4.8%	17.6%	-10.0%	-5.6%	-26.9%	-20.9%	-6.6%	-32.9%	-1.5%	11.0%	14.8%		-5.0%	10.2%	-13.8%	-18.2%	7.2%
% Change 2024 to 2025		-7.2%	-4.2%	-4.3%	5.1%	-0.2%	-8.2%	-6.0%	-2.8%	-5.1%	-3.8%	-2.8%	7.8%		-2.7%	-4.9%	-0.4%	-4.3%	-0.7%
Average Annual Change		-0.2%	0.4%	1.6%	-0.9%	-0.5%	-2.4%	-1.9%	-0.6%	-3.0%	-0.1%	1.0%	1.3%		-0.5%	0.9%	-1.3%	-1.7%	0.7%
2014	M	1.544	1.457	3.511	2.827	2.218	2.201	2.780	3.730	2.476	2.605	2.647	1.612		29.61	6.512	7.246	8.987	6.864
2015	M	1.553	1.611	3.536	2.959	2.306	2.098	2.964	4.342	2.472	2.961	2.474	1.783		31.06	4.9%	6.700	7.364	9.778
2016	M	1.742	1.950	4.462	2.979	2.584	2.340	3.147	4.325	2.654	3.129	2.843	1.976	34.13	9.9%	8.154	7.903	10.13	7.948
2017	M	1.868	1.826	4.265	3.701	2.600	2.174	3.217	4.345	2.481	3.130	3.331	1.863	34.80	2.0%	7.959	8.476	10.04	8.324
2018	M	1.869	1.864	4.213	3.729	2.673	2.185	3.189	4.233	2.502	3.182	3.372	1.884	34.90	0.3%	7.946	8.587	9.924	8.438
2019	M	2.014	2.071	4.492	3.811	2.660	2.157	3.208	4.286	2.539	3.184	3.449	1.962	35.83	2.7%	8.577	8.628	10.03	8.594
2020	M	2.077	1.966	2.534	0.094	0.099	0.695	2.313	3.155	2.111	2.287	0.636	1.574	19.54	-45.5%	6.577	0.888	7.578	4.497
2021	M	0.377	0.223	0.595	1.445	1.616	1.845	2.159	4.208	2.366	3.068	3.343	2.097	23.34	19.5%	1.195	4.906	8.733	8.508
2022	M	1.492	1.346	3.517	2.619	1.904	1.652	2.327	3.220	1.831	2.664	2.907	1.612	27.09	16.1%	6.354	6.175	7.378	7.184
2023	M	1.529	1.661	3.609	2.504	1.967	1.610	2.346	3.185	1.957	2.584	2.883	1.716	27.55	1.7%	6.799	6.081	7.488	7.184
2024	M	1.634	1.594	4.318	2.422	2.098	1.751	2.341	3.583	1.752	2.668	3.024	1.718	28.90	4.9%	7.545	6.271	7.676	7.409
2025	M	1.517	1.527	4.130	2.545	2.093	1.608	2.200	3.485	1.662	2.566	2.938	1.851	28.12	-2.7%	7.174	6.246	7.347	7.355
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	29.61	31.06	34.13	34.80	34.90	35.83	19.54	23.34	27.09	27.55	28.90	28.12						
All Visitor Types	M	31.05	32.45	35.57	36.26	36.40	37.39	20.12	24.50	28.69	29.20	30.59	29.84						
Share of Total	%	95.3%	95.7%	96.0%	96.0%	95.9%	95.8%	97.1%	95.3%	94.4%	94.4%	94.5%	94.2%						
Annual Change in Share	%		0.4%	0.3%	0.0%	-0.1%	0.0%	1.3%	-1.9%	-0.9%	-0.1%	0.1%	-0.3%						
Change in Share from 2014	%		0.4%	0.6%	0.7%	0.5%	0.5%	1.9%	-0.1%	-1.0%	-1.0%	-0.9%	-1.2%						
Avg Ann. Change in Share	%		0.4%	0.3%	0.2%	0.1%	0.1%	0.3%	0.0%	-0.1%	-0.1%	-0.1%	-0.1%						

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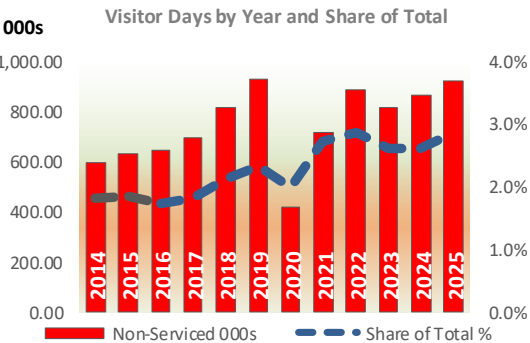
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

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 WEST AND CHESHIRE											2014 to 2025			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		2.4%	7.8%	17.8%	-6.8%	-1.6%	-20.7%	-15.9%	-3.0%	-26.5%	0.9%	11.9%	16.0%		-1.9%	11.6%	-9.4%	-13.6%	8.8%
% Change 2024 to 2025		-5.0%	-2.3%	-3.9%	5.1%	0.3%	-6.8%	-4.6%	-1.9%	-4.0%	-2.8%	-2.5%	7.4%		-1.9%	-3.8%	0.1%	-3.3%	-0.1%
Average Annual Change		0.2%	0.7%	1.6%	-0.6%	-0.1%	-1.9%	-1.4%	-0.3%	-2.4%	0.1%	1.1%	1.5%		-0.2%	1.1%	-0.9%	-1.2%	0.8%
2014	M	1.811	1.651	3.724	3.170	2.542	2.491	3.154	4.082	2.746	2.826	2.806	1.908		32.91	7.187	8.202	9.982	7.540
2015	M	1.820	1.807	3.742	3.295	2.628	2.386	3.331	4.695	2.741	3.182	2.631	2.070		34.33	4.3%	7.369	8.309	10.77
2016	M	2.021	2.148	4.670	3.325	2.913	2.637	3.527	4.684	2.932	3.356	3.006	2.274	37.49	9.2%	8.839	8.875	11.14	8.637
2017	M	2.153	2.028	4.476	4.060	2.933	2.476	3.605	4.716	2.764	3.360	3.494	2.164	38.23	2.0%	8.657	9.470	11.09	9.018
2018	M	2.158	2.073	4.430	4.086	3.028	2.523	3.597	4.646	2.809	3.424	3.545	2.190	38.51	0.7%	8.661	9.637	11.05	9.158
2019	M	2.317	2.292	4.718	4.187	3.031	2.509	3.635	4.716	2.854	3.435	3.635	2.280	39.61	2.9%	9.327	9.727	11.21	9.351
2020	M	2.345	2.160	2.642	0.106	0.118	0.715	2.501	3.426	2.333	2.400	0.651	1.678	21.07	-46.8%	7.146	0.939	8.260	4.729
2021	M	0.496	0.312	0.696	1.624	1.866	2.146	2.534	4.613	2.692	3.316	3.509	2.372	26.18	24.2%	1.504	5.636	9.839	9.197
2022	M	1.781	1.556	3.751	2.998	2.281	2.009	2.767	3.663	2.162	2.919	3.091	1.955	30.93	18.2%	7.089	7.289	8.591	7.965
2023	M	1.843	1.881	3.842	2.896	2.355	1.964	2.778	3.620	2.296	2.841	3.066	2.056	31.44	1.6%	7.567	7.214	8.693	7.962
2024	M	1.952	1.821	4.566	2.812	2.495	2.120	2.780	4.038	2.101	2.932	3.219	2.061	32.90	4.6%	8.339	7.426	8.919	8.212
2025	M	1.855	1.779	4.387	2.955	2.502	1.976	2.651	3.959	2.017	2.851	3.140	2.212	32.28	-1.9%	8.021	7.433	8.628	8.203
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	32.91	34.33	37.49	38.23	38.51	39.61	21.07	26.18	30.93	31.44	32.90	32.28	50.00	Total M Share of Total %				
All Visitor Types	M	32.91	34.33	37.49	38.23	38.51	39.61	21.07	26.18	30.93	31.44	32.90	32.28	40.00					
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%	30.00					
Annual Change in Share	%													20.00					
Change in Share from 2014	%													10.00					
Avg Ann. Change in Share	%													0.00					
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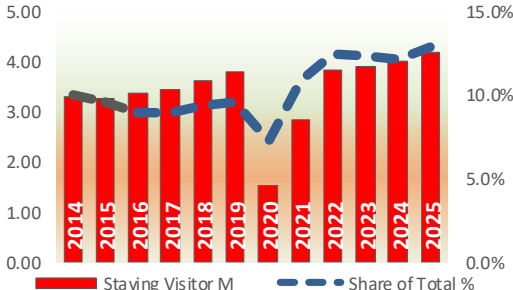
STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE										2014 to 2025			SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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		44.6%	37.0%	22.7%	13.9%	21.3%	15.4%	15.3%	23.8%	16.9%	31.6%	28.8%	26.1%	23.5%	Annual Change	33.3%	17.1%	18.5%	28.9%	
% Change 2024 to 2025		8.1%	10.2%	3.4%	-0.2%	0.2%	-2.8%	2.6%	4.9%	4.6%	6.6%	3.6%	5.9%	3.6%		7.0%	-0.9%	3.9%	5.6%	
Average Annual Change		4.1%	3.4%	2.1%	1.3%	1.9%	1.4%	1.4%	2.2%	1.5%	2.9%	2.6%	2.4%	2.1%		3.0%	1.6%	1.7%	2.6%	
2014 000s		88.1	110.9	131.5	133.8	150.6	139.5	170.3	146.3	126.7	121.6	82.6	108.8	1,510.7		330.5	423.9	443.3	313.0	
2015 000s		85.2	109.0	122.0	124.8	144.4	133.5	160.0	140.8	120.4	118.2	78.3	99.0	1,435.5	-5.0%	316.2	402.7	421.1	295.5	
2016 000s		92.3	110.2	123.8	132.0	149.9	140.5	169.0	140.8	125.8	123.3	82.3	106.2	1,496.3	4.2%	326.3	422.5	435.6	311.9	
2017 000s		95.4	112.0	125.3	137.5	149.4	139.6	170.4	142.7	125.3	122.9	82.4	106.9	1,509.7	0.9%	332.6	426.5	438.4	312.2	
2018 000s		101.4	118.5	130.0	138.2	154.8	150.5	175.7	151.7	128.8	132.0	88.1	112.2	1,582.0	4.8%	350.0	443.5	456.2	332.2	
2019 000s		106.3	123.0	133.4	141.4	160.3	156.4	180.6	156.9	131.4	136.1	92.4	114.6	1,632.8	3.2%	362.7	458.1	468.9	343.1	
2020 000s		90.2	115.6	61.9	6.0	11.2	12.3	60.2	86.3	70.9	51.2	9.4	30.6	605.6	-62.9%	267.7	29.4	217.4	91.1	
2021 000s		49.6	60.4	70.6	72.4	101.6	121.9	157.1	151.6	123.4	130.3	82.8	100.0	1,221.8	101.7%	180.6	295.9	432.1	313.2	
2022 000s		93.0	122.3	137.7	145.8	163.0	156.1	188.1	162.5	134.3	143.4	94.0	122.9	1,663.1	36.1%	353.1	464.8	484.9	360.3	
2023 000s		116.7	134.0	145.6	155.0	171.5	163.8	195.8	167.2	140.5	144.9	96.0	128.1	1,759.1	5.8%	396.2	490.3	503.6	369.0	
2024 000s		117.8	137.9	156.1	152.7	182.3	165.7	191.4	172.7	141.7	150.1	102.7	129.5	1,800.5	2.4%	411.8	500.7	505.8	382.3	
2025 000s		127.4	151.9	161.4	152.4	182.7	161.0	196.3	181.0	148.2	160.0	106.4	137.2	1,866.0	3.6%	440.7	496.1	525.5	403.6	
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	1,510.7	1,435.5	1,496.3	1,509.7	1,582.0	1,632.8	605.6	1,221.8	1,663.1	1,759.1	1,800.5	1,866.0	2,000.00					
All Visitor Types		M	32.9	34.3	37.5	38.2	38.5	39.6	21.1	26.2	30.9	31.4	32.9	32.3	1,500.00					
Share of Total		%	4.6%	4.2%	4.0%	3.9%	4.1%	4.1%	2.9%	4.7%	5.4%	5.6%	5.5%	5.8%	1,000.00					
Annual Change in Share		%		-8.9%	-4.6%	-1.0%	4.0%	0.3%	-30.3%	62.4%	15.2%	4.1%	-2.2%	5.6%	500.00					
Change in Share from 2014		%		-8.9%	-13.1%	-14.0%	-10.5%	-10.2%	-37.4%	1.7%	17.1%	21.9%	19.2%	25.9%	0.00					
Avg Ann. Change in Share		%		-8.9%	-6.5%	-4.7%	-2.6%	-2.0%	-6.2%	0.2%	2.1%	2.4%	1.9%	2.4%	0.0%					
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STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2025		33.0%	27.4%	30.0%	56.9%	56.2%	59.6%	47.2%	71.8%	67.9%	39.5%	45.0%	61.2%		54.4%	29.9%	57.8%	63.0%	47.0%	
% Change 2024 to 2025		15.9%	23.5%	6.0%	24.1%	9.2%	2.3%	3.2%	5.1%	-1.7%	15.2%	5.8%	12.9%		7.2%	14.7%	9.4%	2.3%	11.7%	
Average Annual Change		3.0%	2.5%	2.7%	5.2%	5.1%	5.4%	4.3%	6.5%	6.2%	3.6%	4.1%	5.6%		4.9%	2.7%	5.3%	5.7%	4.3%	
2014 000s		22.4	29.5	27.7	45.3	64.8	75.0	72.0	88.6	75.6	42.4	27.7	26.8		598.0	79.6	185.1	236.3	97.0	
2015 000s		24.3	31.5	28.9	47.2	67.9	78.3	75.4	93.6	80.4	44.7	29.9	29.1		631.4	5.6%	84.7	193.5	249.4	103.8
2016 000s		25.4	32.3	29.2	47.8	68.6	79.3	77.0	97.0	83.4	45.6	30.5	29.9	645.9	2.3%	86.9	195.6	257.4	105.9	
2017 000s		26.7	34.2	31.4	53.4	73.5	85.3	83.9	106.8	88.7	48.9	31.7	31.2	695.8	7.7%	92.4	212.2	279.4	111.8	
2018 000s		28.1	35.8	33.4	55.8	90.7	109.0	98.3	137.2	108.5	51.8	35.1	34.1	817.9	17.5%	97.3	255.5	344.0	121.0	
2019 000s		36.7	43.5	40.0	69.4	100.2	116.3	112.1	147.5	114.1	58.1	44.5	43.2	925.6	13.2%	120.1	285.9	373.7	145.7	
2020 000s		34.4	30.0	20.3	1.0	2.3	3.5	65.8	102.7	100.1	34.8	1.6	19.5	415.9	-55.1%	84.7	6.8	268.6	55.9	
2021 000s		5.3	6.2	6.1	25.8	72.2	108.7	97.2	134.2	128.9	59.5	37.0	34.1	715.2	72.0%	17.5	206.8	360.3	130.6	
2022 000s		32.7	32.0	39.9	59.2	96.3	115.9	107.4	146.2	120.8	50.9	37.1	46.3	884.8	23.7%	104.6	271.4	374.5	134.3	
2023 000s		25.9	28.9	30.8	58.5	96.6	106.2	93.3	134.8	121.6	49.6	34.0	38.0	818.2	-7.5%	85.6	261.3	349.7	121.7	
2024 000s		25.8	30.4	34.0	57.2	92.7	117.1	102.7	144.8	129.2	51.3	38.0	38.3	861.4	5.3%	90.1	267.0	376.6	127.7	
2025 000s		29.9	37.5	36.0	71.0	101.2	119.7	106.0	152.3	127.0	59.1	40.2	43.2	923.2	7.2%	103.4	292.0	385.2	142.6	
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	598.0	631.4	645.9	695.8	817.9	925.6	415.9	715.2	884.8	818.2	861.4	923.2						
All Visitor Types		M	32.9	34.3	37.5	38.2	38.5	39.6	21.1	26.2	30.9	31.4	32.9	32.3						
Share of Total		%	1.8%	1.8%	1.7%	1.8%	2.1%	2.3%	2.0%	2.7%	2.9%	2.6%	2.6%	2.9%						
Annual Change in Share		%		1.2%	-6.3%	5.7%	16.7%	10.0%	-15.5%	38.5%	4.7%	-9.0%	0.6%	9.2%						
Change in Share from 2014		%		1.2%	-5.2%	0.2%	16.9%	28.6%	8.6%	50.4%	57.4%	43.3%	44.1%	57.4%						
Avg Ann. Change in Share		%		1.2%	-2.6%	0.1%	4.2%	5.7%	1.4%	7.2%	7.2%	4.8%	4.4%	5.2%						

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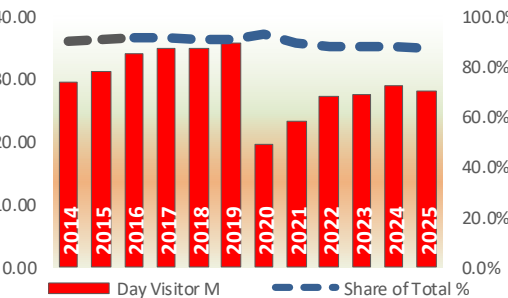
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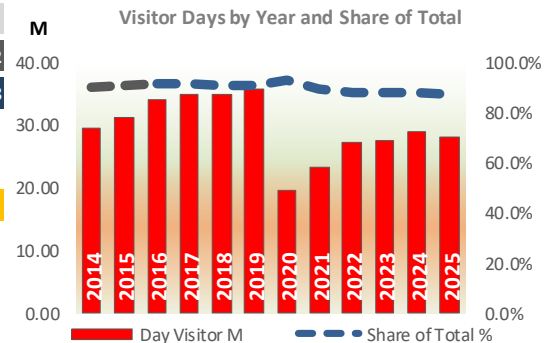
STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
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		15.6%	15.7%	9.4%	13.8%	15.2%	15.9%	13.4%	20.8%	18.6%	15.7%	13.8%	12.9%	15.1%	Annual Change	14.4%	14.7%	17.2%	13.7%
% Change 2024 to 2025		3.9%	6.0%	2.1%	3.8%	2.8%	1.1%	2.3%	3.3%	1.7%	3.6%	2.0%	3.3%	3.1%		4.0%	2.9%	2.5%	3.1%
Average Annual Change		1.4%	1.4%	0.9%	1.3%	1.4%	1.4%	1.2%	1.9%	1.7%	1.4%	1.3%	1.2%	1.4%		1.3%	1.3%	1.6%	1.2%
2014 000s		156.7	53.9	54.4	164.0	108.1	75.4	131.1	116.9	67.2	56.4	49.0	160.2	1,193.4		0.7%	265.0	347.5	315.3
2015 000s		157.9	55.1	54.7	164.2	109.2	76.2	131.9	119.0	68.2	57.5	49.3	159.1	1,202.1	1.6%	267.7	349.5	319.0	265.8
2016 000s		161.9	55.4	55.0	166.6	110.5	77.4	134.4	120.4	69.4	58.3	49.9	162.6	1,221.9	0.2%	272.3	354.6	324.2	270.8
2017 000s		163.1	55.4	54.6	168.1	109.9	77.3	134.7	121.4	69.3	58.1	49.8	162.2	1,224.1	-0.9%	273.1	355.4	325.4	270.2
2018 000s		159.3	54.5	53.2	163.3	109.8	78.4	133.6	124.2	69.7	57.7	49.3	160.0	1,213.1	0.5%	267.0	351.5	327.5	267.0
2019 000s		160.2	54.5	52.9	165.1	110.5	78.7	134.4	125.0	69.5	57.6	49.8	160.4	1,218.7	-58.0%	267.6	354.4	328.9	267.8
2020 000s		143.0	48.3	25.9	5.3	5.3	4.3	61.8	82.0	51.7	27.0	4.1	53.7	512.4	75.1%	217.2	14.9	195.5	84.8
2021 000s		63.6	22.6	24.5	80.4	76.9	70.2	120.6	119.3	73.8	58.7	45.7	140.9	897.2	44.4%	110.7	227.5	313.7	245.2
2022 000s		164.0	56.4	56.6	174.9	118.0	84.6	143.8	134.1	75.7	61.0	52.5	173.7	1,295.2	1.0%	277.0	377.4	353.6	287.1
2023 000s		171.4	58.0	56.7	178.6	119.2	83.8	142.4	132.7	76.6	61.9	53.0	173.4	1,307.6	1.9%	286.1	381.6	351.7	288.2
2024 000s		174.4	58.9	58.2	179.8	121.1	86.3	145.3	136.8	78.4	63.0	54.7	175.1	1,332.1		291.5	387.2	360.5	292.8
2025 000s		181.2	62.4	59.5	186.6	124.6	87.3	148.7	141.3	79.7	65.3	55.7	180.9	1,373.2	3.1%	303.1	398.5	369.7	302.0
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		1,193.4	1,202.1	1,221.9	1,224.1	1,213.1	1,218.7	512.4	897.2	1,295.2	1,307.6	1,332.1	1,373.2		1,500.00				
All Visitor Types M		32.9	34.3	37.5	38.2	38.5	39.6	21.1	26.2	30.9	31.4	32.9	32.3		1,000.00				
Share of Total %		3.6%	3.5%	3.3%	3.2%	3.2%	3.1%	2.4%	3.4%	4.2%	4.2%	4.0%	4.3%		500.00				
Annual Change in Share %			-3.4%	-6.9%	-1.7%	-1.6%	-2.3%	-21.0%	41.0%	22.2%	-0.7%	-2.6%	5.0%		0.00				
Change in Share from 2014 %			-3.4%	-10.1%	-11.7%	-13.1%	-15.2%	-32.9%	-5.5%	15.5%	14.7%	11.7%	17.3%		0.00				
Avg Ann. Change in Share %			-3.4%	-5.1%	-3.9%	-3.3%	-3.0%	-5.5%	-0.8%	1.9%	1.6%	1.2%	1.6%		0.00				

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		26.6%	29.6%	20.3%	19.5%	26.3%	27.0%	20.7%	34.9%	31.6%	29.0%	27.0%	22.1%		26.1%	25.5%	24.1%	28.7%	25.5%
% Change 2024 to 2025		6.4%	10.9%	3.5%	5.2%	3.1%	-0.3%	2.6%	4.5%	1.6%	7.6%	3.5%	5.4%		4.2%	6.8%	2.7%	3.0%	5.7%
Average Annual Change		2.4%	2.7%	1.8%	1.8%	2.4%	2.5%	1.9%	3.2%	2.9%	2.6%	2.5%	2.0%		2.4%	2.3%	2.2%	2.6%	2.3%
2014	M	0.267	0.194	0.214	0.343	0.324	0.290	0.373	0.352	0.270	0.220	0.159	0.296		3.302	-1.0%	0.675	0.956	0.995
2015	M	0.267	0.196	0.206	0.336	0.321	0.288	0.367	0.353	0.269	0.220	0.158	0.287	3.269	-1.0%	0.669	0.946	0.990	0.665
2016	M	0.280	0.198	0.208	0.346	0.329	0.297	0.380	0.358	0.279	0.227	0.163	0.299	3.364	2.9%	0.686	0.973	1.017	0.689
2017	M	0.285	0.202	0.211	0.359	0.333	0.302	0.389	0.371	0.283	0.230	0.164	0.300	3.430	1.9%	0.698	0.994	1.043	0.694
2018	M	0.289	0.209	0.217	0.357	0.355	0.338	0.408	0.413	0.307	0.242	0.172	0.306	3.613	5.3%	0.714	1.051	1.128	0.720
2019	M	0.303	0.221	0.226	0.376	0.371	0.351	0.427	0.429	0.315	0.252	0.187	0.318	3.777	4.5%	0.750	1.098	1.172	0.757
2020	M	0.268	0.194	0.108	0.012	0.019	0.020	0.188	0.271	0.223	0.113	0.015	0.104	1.534	-59.4%	0.570	0.051	0.681	0.232
2021	M	0.118	0.089	0.101	0.179	0.251	0.301	0.375	0.405	0.326	0.249	0.166	0.275	2.834	84.8%	0.309	0.730	1.106	0.689
2022	M	0.290	0.211	0.234	0.380	0.377	0.357	0.439	0.443	0.331	0.255	0.184	0.343	3.843	35.6%	0.735	1.114	1.213	0.782
2023	M	0.314	0.221	0.233	0.392	0.387	0.354	0.431	0.435	0.339	0.256	0.183	0.339	3.885	1.1%	0.768	1.133	1.205	0.779
2024	M	0.318	0.227	0.248	0.390	0.396	0.369	0.439	0.454	0.349	0.264	0.195	0.343	3.994	2.8%	0.793	1.155	1.243	0.803
2025	M	0.338	0.252	0.257	0.410	0.409	0.368	0.451	0.475	0.355	0.284	0.202	0.361	4.162	4.2%	0.847	1.187	1.280	0.848
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	3.302	3.269	3.364	3.430	3.613	3.777	1.534	2.834	3.843	3.885	3.994	4.162						
All Visitor Types	M	32.91	34.33	37.49	38.23	38.51	39.61	21.07	26.18	30.93	31.44	32.90	32.28						
Share of Total	%	10.0%	9.5%	9.0%	9.0%	9.4%	9.5%	7.3%	10.8%	12.4%	12.4%	12.1%	12.9%						
Annual Change in Share	%		-5.1%	-5.8%	0.0%	4.6%	1.6%	-23.7%	48.8%	14.7%	-0.5%	-1.8%	6.2%						
Change in Share from 2014	%		-5.1%	-10.6%	-10.6%	-6.5%	-5.0%	-27.5%	7.9%	23.8%	23.2%	21.0%	28.5%						
Avg Ann. Change in Share	%		-5.1%	-5.3%	-3.5%	-1.6%	-1.0%	-4.6%	1.1%	3.0%	2.6%	2.1%	2.6%						

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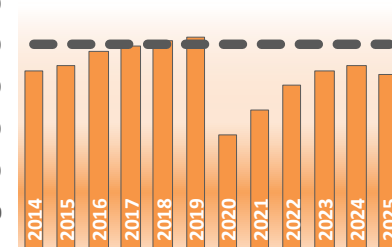
Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-1.8%	4.8%	17.6%	-10.0%	-5.6%	-26.9%	-20.9%	-6.6%	-32.9%	-1.5%	11.0%	14.8%	-5.0%	Annual Change	10.2%	-13.8%	-18.2%	7.2%
% Change 2024 to 2025		-7.2%	-4.2%	-4.3%	5.1%	-0.2%	-8.2%	-6.0%	-2.8%	-5.1%	-3.8%	-2.8%	7.8%	-2.7%		-4.9%	-0.4%	-4.3%	-0.7%
Average Annual Change		-0.2%	0.4%	1.6%	-0.9%	-0.5%	-2.4%	-1.9%	-0.6%	-3.0%	-0.1%	1.0%	1.3%	-0.5%		0.9%	-1.3%	-1.7%	0.7%
2014	M	1.544	1.457	3.511	2.827	2.218	2.201	2.780	3.730	2.476	2.605	2.647	1.612	29.61			6.512	7.246	8.987
2015	M	1.553	1.611	3.536	2.959	2.306	2.098	2.964	4.342	2.472	2.961	2.474	1.783	31.06	4.9%	6.700	7.364	9.778	7.218
2016	M	1.742	1.950	4.462	2.979	2.584	2.340	3.147	4.325	2.654	3.129	2.843	1.976	34.13	9.9%	8.154	7.903	10.13	7.948
2017	M	1.868	1.826	4.265	3.701	2.600	2.174	3.217	4.345	2.481	3.130	3.331	1.863	34.80	2.0%	7.959	8.476	10.04	8.324
2018	M	1.869	1.864	4.213	3.729	2.673	2.185	3.189	4.233	2.502	3.182	3.372	1.884	34.90	0.3%	7.946	8.587	9.924	8.438
2019	M	2.014	2.071	4.492	3.811	2.660	2.157	3.208	4.286	2.539	3.184	3.449	1.962	35.83	2.7%	8.577	8.628	10.03	8.594
2020	M	2.077	1.966	2.534	0.094	0.099	0.695	2.313	3.155	2.111	2.287	0.636	1.574	19.54	-45.5%	6.577	0.888	7.578	4.497
2021	M	0.377	0.223	0.595	1.445	1.616	1.845	2.159	4.208	2.366	3.068	3.343	2.097	23.34	19.5%	1.195	4.906	8.733	8.508
2022	M	1.492	1.346	3.517	2.619	1.904	1.652	2.327	3.220	1.831	2.664	2.907	1.612	27.09	16.1%	6.354	6.175	7.378	7.184
2023	M	1.529	1.661	3.609	2.504	1.967	1.610	2.346	3.185	1.957	2.584	2.883	1.716	27.55	1.7%	6.799	6.081	7.488	7.184
2024	M	1.634	1.594	4.318	2.422	2.098	1.751	2.341	3.583	1.752	2.668	3.024	1.718	28.90	4.9%	7.545	6.271	7.676	7.409
2025	M	1.517	1.527	4.130	2.545	2.093	1.608	2.200	3.485	1.662	2.566	2.938	1.851	28.12	-2.7%	7.174	6.246	7.347	7.355
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	29.61	31.06	34.13	34.80	34.90	35.83	19.54	23.34	27.09	27.55	28.90	28.12						
All Visitor Types	M	32.91	34.33	37.49	38.23	38.51	39.61	21.07	26.18	30.93	31.44	32.90	32.28						
Share of Total	%	90.0%	90.5%	91.0%	91.0%	90.6%	90.5%	92.7%	89.2%	87.6%	87.6%	87.9%	87.1%						
Annual Change in Share	%		0.6%	0.6%	0.0%	-0.5%	-0.2%	2.5%	-3.8%	-1.8%	0.1%	0.2%	-0.9%						
Change in Share from 2014	%		0.6%	1.2%	1.2%	0.7%	0.6%	3.1%	-0.9%	-2.7%	-2.6%	-2.3%	-3.2%						
Avg Ann. Change in Share	%		0.6%	0.6%	0.4%	0.2%	0.1%	0.5%	-0.1%	-0.3%	-0.3%	-0.2%	-0.3%						
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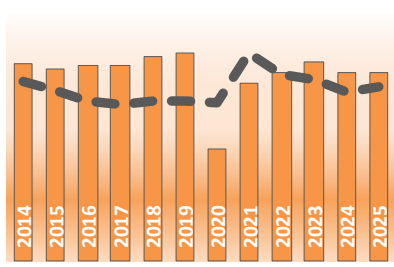
Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2025

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

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE										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		1.6%	6.3%	17.7%	-6.4%	-1.4%	-19.1%	-14.5%	-2.1%	-24.5%	1.2%	11.5%	13.9%		-1.6%	10.8%	-8.7%	-12.3%	8.3%
% Change 2024 to 2025		-6.7%	-4.1%	-5.8%	2.3%	-2.1%	-8.4%	-6.4%	-3.9%	-5.8%	-4.7%	-4.5%	4.4%		-3.9%	-5.6%	-2.3%	-5.2%	-2.3%
Average Annual Change		0.1%	0.6%	1.6%	-0.6%	-0.1%	-1.7%	-1.3%	-0.2%	-2.2%	0.1%	1.0%	1.3%		-0.1%	1.0%	-0.8%	-1.1%	0.8%
2014	FTEs	14,837	14,020	29,294	24,830	20,464	20,116	25,003	31,740	22,001	22,608	22,389	15,539		21,903	19,384	21,803	26,248	20,179
2015	FTEs	14,777	15,038	29,107	25,483	20,903	19,187	26,035	35,847	21,757	24,961	20,905	16,565		22,547	19,640	21,857	27,880	20,810
2016	FTEs	16,146	17,400	35,587	25,550	22,833	20,882	27,299	35,509	23,004	26,062	23,469	17,938		24,307	7.8%	23,044	23,089	28,604
2017	FTEs	17,176	16,619	34,396	30,992	23,087	19,809	28,006	35,941	21,898	26,221	27,116	17,231	24,874	2.3%	22,731	24,629	28,615	23,523
2018	FTEs	17,541	17,254	34,620	31,687	24,169	20,504	28,446	36,022	22,579	27,129	27,939	17,735	25,469	2.4%	23,138	25,453	29,016	24,268
2019	FTEs	18,577	18,735	36,404	32,134	24,003	20,261	28,511	36,243	22,745	26,995	28,374	18,266	25,937	1.8%	24,572	25,466	29,167	24,545
2020	FTEs	18,360	17,540	20,948	1,095	1,420	5,723	20,031	27,348	19,085	19,362	5,471	13,738	14,177	-45.3%	18,949	2,746	22,155	12,857
2021	FTEs	5,391	4,206	7,036	13,175	14,943	16,936	19,731	34,299	20,766	25,221	26,512	18,259	17,206	21.4%	5,545	15,018	24,932	23,331
2022	FTEs	14,260	13,022	28,848	23,041	18,121	16,209	21,717	28,041	17,287	22,808	23,943	15,494	20,233	17.6%	18,710	19,124	22,348	20,748
2023	FTEs	15,577	16,251	31,442	23,704	19,796	16,846	23,137	29,534	19,381	23,626	25,289	17,181	21,814	7.8%	21,090	20,115	24,017	22,032
2024	FTEs	16,155	15,548	36,596	22,725	20,604	17,779	22,837	32,342	17,620	24,001	26,125	16,960	22,441	2.9%	22,766	20,369	24,266	22,362
2025	FTEs	15,071	14,910	34,464	23,252	20,181	16,279	21,383	31,066	16,600	22,876	24,961	17,706	21,562	-3.9%	21,482	19,904	23,016	21,848
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	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562	30,000					
Total Employment	FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562	25,000					
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%	20,000					
Annual Change in Share	%													15,000					
Change in Share from 2014	%													10,000					
Avg Ann. Change in Share	%													5,000					

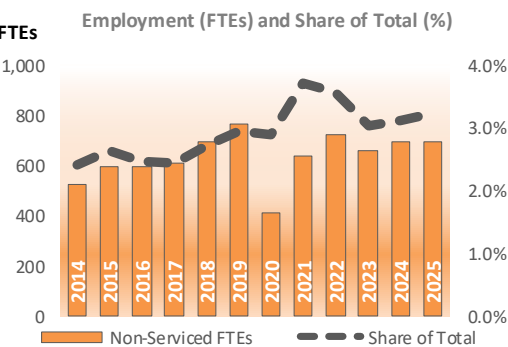
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2026

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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		-3.0%	-1.9%	-4.4%	-7.9%	-3.2%	-6.6%	-4.3%	-2.2%	-7.4%	-2.5%	-7.8%	-6.2%	-4.8%	Annual Change	-3.1%	-5.9%	-4.6%	-5.4%	
% Change 2024 to 2025		0.4%	1.9%	-0.7%	-2.6%	-2.3%	-3.9%	-1.0%	0.1%	-0.7%	0.7%	-1.4%	-0.3%	-0.8%		0.5%	-2.9%	-0.5%	-0.3%	
Average Annual Change		-0.3%	-0.2%	-0.4%	-0.7%	-0.3%	-0.6%	-0.4%	-0.2%	-0.7%	-0.2%	-0.7%	-0.6%	-0.4%		-0.3%	-0.5%	-0.4%	-0.5%	
2014	FTEs	2,118	2,260	2,385	2,403	2,515	2,439	2,652	2,488	2,360	2,325	2,088	2,245	2,357	-2.8%	2,254	2,452	2,500	2,219	
2015	FTEs	2,076	2,222	2,300	2,320	2,446	2,374	2,554	2,429	2,293	2,277	2,037	2,152	2,290		2,199	2,380	2,425	2,155	
2016	FTEs	2,135	2,244	2,325	2,378	2,497	2,430	2,628	2,441	2,341	2,323	2,078	2,212	2,336		2.0%	2,235	2,435	2,470	2,204
2017	FTEs	2,140	2,243	2,323	2,401	2,482	2,414	2,627	2,443	2,326	2,309	2,064	2,203	2,331		-0.2%	2,236	2,432	2,465	2,192
2018	FTEs	2,253	2,362	2,431	2,486	2,599	2,563	2,746	2,584	2,427	2,443	2,174	2,313	2,448	5.0%	2,349	2,549	2,585	2,310	
2019	FTEs	2,295	2,399	2,460	2,513	2,640	2,609	2,782	2,625	2,451	2,478	2,214	2,338	2,484	1.4%	2,385	2,587	2,619	2,343	
2020	FTEs	1,926	2,236	1,850	305	520	527	1,754	1,932	1,798	1,455	543	1,250	1,341	-46.0%	2,004	451	1,828	1,082	
2021	FTEs	1,832	1,901	1,963	1,952	2,123	2,246	2,464	2,438	2,254	2,293	2,015	2,106	2,132	59.0%	1,899	2,107	2,385	2,138	
2022	FTEs	1,969	2,148	2,238	2,291	2,405	2,354	2,582	2,409	2,220	2,273	1,978	2,142	2,251	5.6%	2,118	2,350	2,404	2,131	
2023	FTEs	2,172	2,285	2,358	2,424	2,547	2,487	2,729	2,523	2,329	2,354	2,041	2,238	2,374	5.5%	2,272	2,486	2,527	2,211	
2024	FTEs	2,047	2,176	2,296	2,272	2,491	2,369	2,563	2,429	2,200	2,252	1,952	2,112	2,263	-4.7%	2,173	2,377	2,397	2,105	
2025	FTEs	2,054	2,218	2,279	2,213	2,434	2,277	2,538	2,433	2,184	2,268	1,925	2,106	2,244	-0.8%	2,184	2,308	2,385	2,100	
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	2,357	2,290	2,336	2,331	2,448	2,484	1,341	2,132	2,251	2,374	2,263	2,244						
Total Employment		FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562						
Share of Total		%	10.8%	10.2%	9.6%	9.4%	9.6%	9.6%	9.5%	12.4%	11.1%	10.9%	10.1%	10.4%						
Annual Change in Share		%		-5.6%	-5.4%	-2.5%	2.6%	-0.4%	-1.2%	31.0%	-10.2%	-2.2%	-7.3%	3.2%						
Change in Share from 2014		%		-5.6%	-10.7%	-12.9%	-10.7%	-11.0%	-12.1%	15.2%	3.4%	1.2%	-6.3%	-3.3%						
Avg Ann. Change in Share		%		-5.6%	-5.3%	-4.3%	-2.7%	-2.2%	-2.0%	2.2%	0.4%	0.1%	-0.6%	-0.3%						

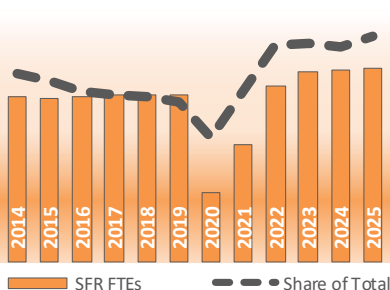
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025			NON-SERVED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2025		13.9%	14.7%	18.9%	29.4%	37.6%	41.7%	32.8%	51.4%	45.3%	19.4%	22.6%	27.5%		32.1%	15.8%	36.7%	43.5%	22.8%	
% Change 2024 to 2025		1.1%	3.5%	-2.8%	6.4%	1.4%	-2.6%	-2.2%	-0.2%	-4.7%	1.3%	-2.1%	1.1%		-0.4%	0.5%	1.1%	-2.3%	0.2%	
Average Annual Change		1.3%	1.3%	1.7%	2.7%	3.4%	3.8%	3.0%	4.7%	4.1%	1.8%	2.1%	2.5%		2.9%	1.4%	3.3%	4.0%	2.1%	
2014	FTEs	380	412	400	514	604	655	645	726	669	500	404	398		526	398	591	680	434	
2015	FTEs	438	473	459	579	676	729	719	808	747	568	466	460		593	12.9%	457	661	758	498
2016	FTEs	444	477	461	582	677	732	726	822	761	572	468	463	599	0.9%	461	663	770	501	
2017	FTEs	445	477	462	597	688	743	741	848	771	576	467	462	606	1.3%	461	676	786	502	
2018	FTEs	481	518	508	648	817	904	855	1,039	909	626	518	506	694	14.5%	503	789	935	550	
2019	FTEs	554	587	574	737	886	966	950	1,121	965	679	596	582	766	10.4%	571	863	1,012	619	
2020	FTEs	472	485	429	70	121	126	652	845	828	439	116	333	410	-46.6%	462	106	775	296	
2021	FTEs	350	359	365	485	711	891	839	1,012	990	656	516	494	639	56.0%	358	695	947	555	
2022	FTEs	505	504	543	661	841	938	897	1,078	962	624	530	569	721	12.9%	517	814	979	574	
2023	FTEs	407	427	449	617	829	882	813	1,038	967	566	462	479	661	-8.3%	428	776	939	502	
2024	FTEs	428	456	489	625	819	953	876	1,102	1,020	589	506	502	697	5.4%	458	799	1,000	533	
2025	FTEs	433	472	476	664	831	928	857	1,100	972	597	496	508	695	-0.4%	460	808	976	534	
EMPLOYMENT														NON-SERVED ACCOMMODATION						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs	Employment (FTEs) and Share of Total (%)					
Non-Served		FTEs	526	593	599	606	694	766	410	639	721	661	695							
Total Employment		FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441							21,562
Share of Total		%	2.4%	2.6%	2.5%	2.4%	2.7%	3.0%	2.9%	3.7%	3.6%	3.0%	3.1%							3.2%
Annual Change in Share		%		9.7%	-6.4%	-1.0%	11.8%	8.4%	-2.2%	28.5%	-4.0%	-14.9%	2.5%							3.7%
Change in Share from 2014		%		9.7%	2.6%	1.6%	13.5%	23.1%	20.4%	54.7%	48.5%	26.3%	29.4%							34.2%
Avg Ann. Change in Share		%		9.7%	1.3%	0.5%	3.4%	4.6%	3.4%	7.8%	6.1%	2.9%	2.9%	3.1%						

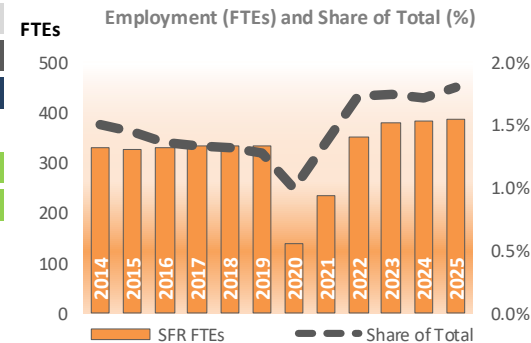
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											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	19.7%	17.9%	12.7%	16.2%	18.2%	18.3%	16.1%	22.5%	20.2%	18.7%	16.2%	16.3%	17.9%	Annual Change	17.9%	17.3%	19.3%	16.8%	
% Change 2024 to 2025	2.2%	4.2%	0.3%	1.5%	0.5%	-1.0%	0.2%	1.1%	-0.2%	1.9%	0.1%	1.4%	1.1%		2.2%	0.6%	0.5%	1.3%	
Average Annual Change	1.8%	1.6%	1.2%	1.5%	1.7%	1.7%	1.5%	2.0%	1.8%	1.7%	1.5%	1.5%	1.6%		1.6%	1.6%	1.8%	1.5%	
2014 FTEs	525	183	182	536	356	237	440	387	223	193	159	527	329	-0.7%	297	376	350	293	
2015 FTEs	523	184	179	529	354	237	436	387	223	193	158	517	327		295	373	349	289	
2016 FTEs	533	183	179	533	356	238	440	387	224	194	158	524	329		298	376	351	292	
2017 FTEs	541	185	180	544	357	240	445	393	226	195	159	527	333		302	380	355	294	
2018 FTEs	540	185	178	537	362	247	448	406	229	196	160	528	335		301	382	361	295	
2019 FTEs	536	182	175	536	359	245	445	404	226	194	160	522	332		-0.8%	298	380	358	292
2020 FTEs	472	160	84	18	18	14	199	267	168	92	14	177	140		-57.8%	239	17	211	94
2021 FTEs	214	76	81	248	237	205	381	371	228	187	139	439	234		66.6%	123	230	326	255
2022 FTEs	543	187	186	562	380	260	473	429	243	204	167	563	350		49.7%	305	401	382	311
2023 FTEs	612	207	200	615	413	278	505	458	265	221	180	602	380		8.6%	340	435	409	335
2024 FTEs	615	207	204	614	418	284	510	469	269	224	184	604	383		1.0%	342	439	416	337
2025 FTEs	629	216	205	623	421	281	511	474	268	229	184	612	388		1.1%	350	442	418	342
EMPLOYMENT													SFR						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	FTEs Employment (FTEs) and Share of Total (%)						
SFR FTEs	329	327	329	333	335	332	140	234	350	380	383	388							
Total Employment FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562							
Share of Total %	1.5%	1.4%	1.4%	1.3%	1.3%	1.3%	1.0%	1.4%	1.7%	1.7%	1.7%	1.8%							
Annual Change in Share %		-3.6%	-6.5%	-1.3%	-1.7%	-2.6%	-22.7%	37.3%	27.3%	0.7%	-1.8%	5.2%							
Change in Share from 2014 %		-3.6%	-9.8%	-11.0%	-12.5%	-14.8%	-34.1%	-9.6%	15.1%	15.9%	13.8%	19.7%							
Avg Ann. Change in Share %		-3.6%	-4.9%	-3.7%	-3.1%	-3.0%	-5.7%	-1.4%	1.9%	1.8%	1.4%	1.8%							

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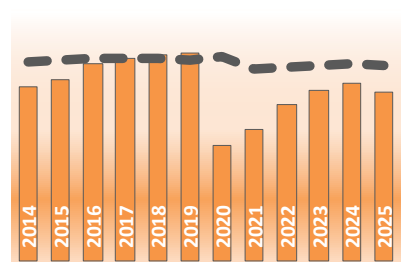
Report Prepared by: Saleem Landi. Date of Issue: 02/07/2026



STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE										2014 to 2025			STAYING VISITOR		DIRECT EMPLOYMENT																																												
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																																												
KEY		STAYING VISITOR																																																									
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change																																													
Less than 3% change		Q1			Q2			Q3			Q4																																																
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4																																								
% Change 2014 to 2025		3.0%	1.8%	-0.2%	1.4%	6.1%	4.6%	4.5%	11.2%	5.3%	2.5%	-1.7%	1.8%	3.6%	Annual Change	1.5%	4.0%	7.0%	1.0%																																								
% Change 2024 to 2025		0.8%	2.3%	-1.0%	-0.3%	-1.1%	-3.3%	-1.1%	0.2%	-1.8%	0.9%	-1.4%	0.2%	-0.5%		0.7%	-1.6%	-0.9%	0.0%																																								
Average Annual Change		0.3%	0.2%	0.0%	0.1%	0.6%	0.4%	0.4%	1.0%	0.5%	0.2%	-0.2%	0.2%	0.3%		0.1%	0.4%	0.6%	0.1%																																								
2014 FTEs		3,024	2,855	2,967	3,453	3,474	3,332	3,738	3,602	3,252	3,018	2,651	3,170	3,211			2,949	3,420	3,530	2,946																																							
2015 FTEs		3,037	2,879	2,938	3,428	3,476	3,339	3,709	3,624	3,263	3,037	2,660	3,129	3,210		0.0%	2,951	3,415	3,532	2,942																																							
2016 FTEs		3,112	2,904	2,965	3,493	3,530	3,400	3,795	3,651	3,326	3,088	2,704	3,199	3,264	1.7%	2,994	3,475	3,590	2,997																																								
2017 FTEs		3,126	2,905	2,965	3,542	3,527	3,397	3,813	3,684	3,322	3,080	2,691	3,192	3,270	0.2%	2,999	3,489	3,606	2,988																																								
2018 FTEs		3,275	3,064	3,117	3,670	3,777	3,714	4,049	4,030	3,565	3,265	2,852	3,347	3,477	6.3%	3,152	3,720	3,881	3,155																																								
2019 FTEs		3,385	3,168	3,209	3,786	3,886	3,820	4,177	4,149	3,643	3,350	2,969	3,442	3,582	3.0%	3,254	3,831	3,990	3,254																																								
2020 FTEs		2,870	2,881	2,363	392	659	668	2,605	3,044	2,793	1,985	673	1,760	1,891	-47.2%	2,705	573	2,814	1,473																																								
2021 FTEs		2,395	2,335	2,409	2,685	3,070	3,342	3,684	3,820	3,473	3,136	2,670	3,039	3,005	58.9%	2,380	3,032	3,659	2,948																																								
2022 FTEs		3,017	2,839	2,967	3,514	3,626	3,552	3,951	3,917	3,425	3,102	2,674	3,274	3,322	10.5%	2,941	3,564	3,764	3,017																																								
2023 FTEs		3,191	2,919	3,007	3,657	3,789	3,647	4,047	4,019	3,560	3,142	2,683	3,319	3,415	2.8%	3,039	3,698	3,876	3,048																																								
2024 FTEs		3,090	2,839	2,990	3,510	3,728	3,606	3,949	4,000	3,488	3,065	2,642	3,218	3,344	-2.1%	2,973	3,615	3,812	2,975																																								
2025 FTEs		3,116	2,906	2,960	3,500	3,685	3,487	3,906	4,006	3,424	3,094	2,604	3,226	3,326	-0.5%	2,994	3,557	3,779	2,975																																								
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	3,211	3,210	3,264	3,270	3,477	3,582	1,891	3,005	3,322	3,415	3,344	3,326	<table><thead><tr><th>Year</th><th>Staying Visitor FTEs</th><th>Share of Total (%)</th></tr></thead><tbody><tr><td>2014</td><td>3,211</td><td>15.0%</td></tr><tr><td>2015</td><td>3,210</td><td>14.7%</td></tr><tr><td>2016</td><td>3,264</td><td>14.2%</td></tr><tr><td>2017</td><td>3,270</td><td>13.4%</td></tr><tr><td>2018</td><td>3,477</td><td>13.1%</td></tr><tr><td>2019</td><td>3,582</td><td>13.7%</td></tr><tr><td>2020</td><td>1,891</td><td>13.8%</td></tr><tr><td>2021</td><td>3,005</td><td>13.3%</td></tr><tr><td>2022</td><td>3,322</td><td>17.5%</td></tr><tr><td>2023</td><td>3,415</td><td>16.4%</td></tr><tr><td>2024</td><td>3,344</td><td>15.7%</td></tr><tr><td>2025</td><td>3,326</td><td>14.9%</td></tr></tbody></table>	Year	Staying Visitor FTEs	Share of Total (%)	2014	3,211	15.0%	2015	3,210	14.7%	2016	3,264	14.2%	2017	3,270	13.4%	2018	3,477	13.1%	2019	3,582	13.7%	2020	1,891	13.8%	2021	3,005	13.3%	2022	3,322	17.5%	2023	3,415	16.4%	2024	3,344	15.7%	2025	3,326	14.9%					
Year	Staying Visitor FTEs	Share of Total (%)																																																									
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Total Employment		FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562																																													
Share of Total		%	14.7%	14.2%	13.4%	13.1%	13.7%	13.8%	13.3%	17.5%	16.4%	15.7%	14.9%	15.4%																																													
Annual Change in Share		%		-2.9%	-5.7%	-2.1%	3.8%	1.2%	-3.4%	30.9%	-6.0%	-4.6%	-4.8%	3.5%																																													
Change in Share from 2014		%		-2.9%	-8.4%	-10.3%	-6.9%	-5.8%	-9.0%	19.1%	12.0%	6.8%	1.6%	5.2%																																													
Avg Ann. Change in Share		%		-2.9%	-4.2%	-3.4%	-1.7%	-1.2%	-1.5%	2.7%	1.5%	0.8%	0.2%	0.5%																																													

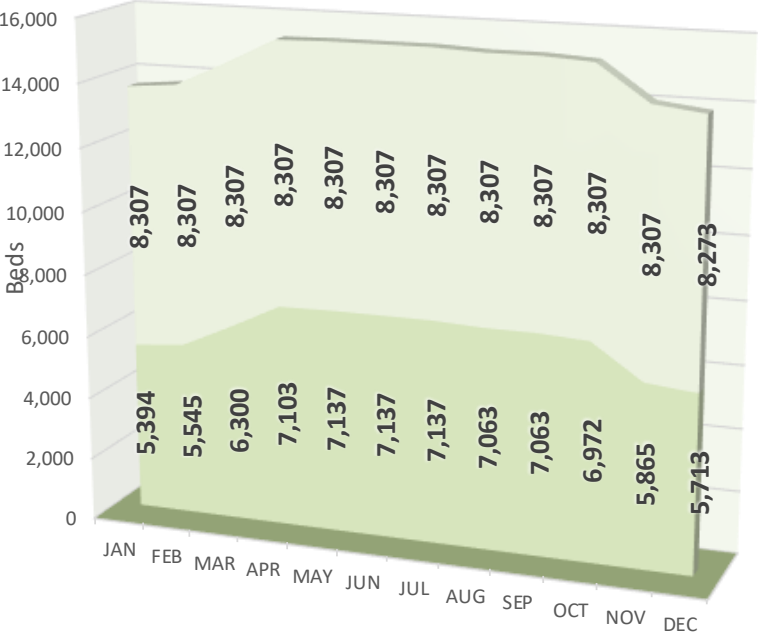
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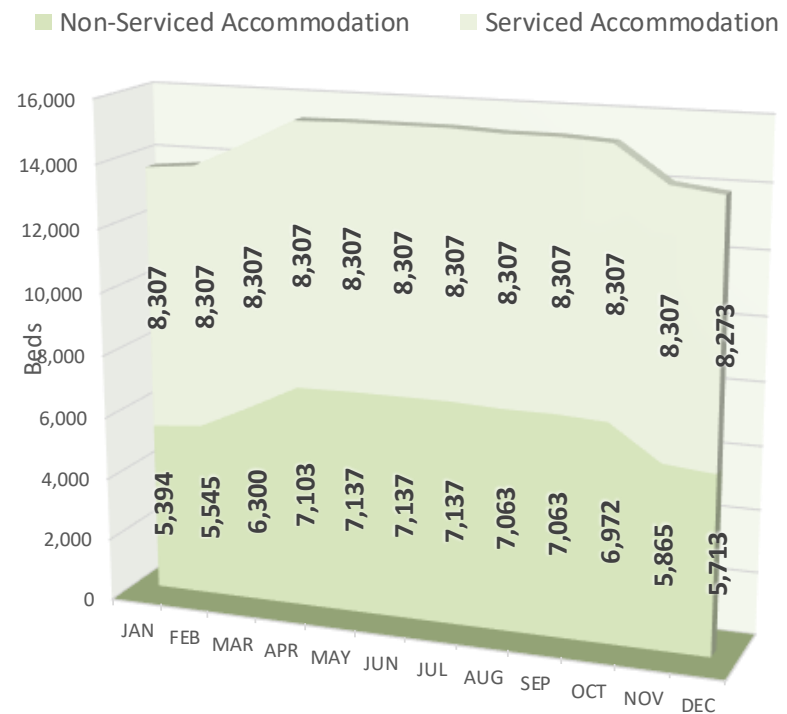
STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE										2014 to 2025			DAY VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025		0.1%	6.8%	19.9%	-8.3%	-3.8%	-25.6%	-19.4%	-4.8%	-31.6%	0.4%	13.1%	17.0%	-3.2%	Annual Change	12.3%	-12.2%	-16.7%	9.2%	
% Change 2024 to 2025		-9.2%	-6.2%	-6.4%	2.8%	-2.4%	-10.1%	-8.0%	-4.8%	-7.1%	-5.9%	-4.9%	5.5%	-4.8%		-7.0%	-2.5%	-6.3%	-2.8%	
Average Annual Change		0.0%	0.6%	1.8%	-0.8%	-0.3%	-2.3%	-1.8%	-0.4%	-2.9%	0.0%	1.2%	1.5%	-0.3%		1.1%	-1.1%	-1.5%	0.8%	
2014 FTEs		8,704	8,205	19,821	15,920	12,502	12,393	15,660	21,013	13,941	14,654	14,906	9,075	13,900		12,244	13,605	16,871	12,879	
2015 FTEs		8,641	8,961	19,711	16,449	12,833	11,666	16,481	24,146	13,741	16,444	13,753	9,910	14,395	3.6%	12,438	13,649	18,123	13,369	
2016 FTEs		9,615	10,758	24,675	16,430	14,264	12,906	17,360	23,864	14,634	17,239	15,683	10,892	15,693	9.0%	15,016	14,533	18,619	14,605	
2017 FTEs		10,387	10,149	23,752	20,563	14,458	12,078	17,873	24,146	13,781	17,366	18,504	10,348	16,117	2.7%	14,763	15,700	18,600	15,406	
2018 FTEs		10,542	10,502	23,803	21,006	15,070	12,311	17,970	23,853	14,091	17,902	18,998	10,606	16,388	1.7%	14,949	16,129	18,638	15,836	
2019 FTEs		11,231	11,543	25,090	21,232	14,835	12,019	17,876	23,888	14,146	17,717	19,216	10,925	16,643	1.6%	15,955	16,029	18,637	15,953	
2020 FTEs		11,544	10,920	14,104	521	551	3,858	13,078	18,213	12,180	13,186	3,670	9,084	9,243	-44.5%	12,189	1,644	14,490	8,647	
2021 FTEs		2,123	1,256	3,352	7,816	8,745	9,980	11,678	22,764	12,793	16,571	18,082	11,338	10,541	14.1%	2,243	8,847	15,745	15,330	
2022 FTEs		8,238	7,426	19,456	14,448	10,514	9,117	12,844	17,773	10,100	14,683	16,044	8,892	12,461	18.2%	11,707	11,360	13,572	13,206	
2023 FTEs		9,069	9,840	21,435	14,831	11,665	9,539	13,902	18,874	11,593	15,291	17,080	10,164	13,607	9.2%	13,448	12,012	14,789	14,179	
2024 FTEs		9,589	9,346	25,382	14,197	12,313	10,264	13,728	21,011	10,273	15,622	17,731	10,067	14,127	3.8%	14,773	12,258	15,004	14,473	
2025 FTEs		8,710	8,765	23,760	14,599	12,021	9,224	12,628	19,995	9,540	14,707	16,859	10,617	13,452	-4.8%	13,745	11,948	14,054	14,061	
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	13,900	14,395	15,693	16,117	16,388	16,643	9,243	10,541	12,461	13,607	14,127	13,452						
Total Employment		FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562						
Share of Total		%	63.5%	63.8%	64.6%	64.8%	64.3%	64.2%	65.2%	61.3%	61.6%	62.4%	63.0%	62.4%						
Annual Change in Share		%		0.6%	1.1%	0.4%	-0.7%	-0.3%	1.6%	-6.0%	0.5%	1.3%	0.9%	-0.9%						
Change in Share from 2014		%		0.6%	1.7%	2.1%	1.4%	1.1%	2.7%	-3.5%	-2.9%	-1.7%	-0.8%	-1.7%						
Avg Ann. Change in Share		%		0.6%	0.9%	0.7%	0.3%	0.2%	0.5%	-0.5%	-0.4%	-0.2%	-0.1%	-0.2%						

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

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE							2025		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE	
SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014		SEASONAL AVAILABILITY OF BED SUPPLY 2025					
	Est.	Beds	Est.	Beds	Est.	Beds						
Serviced Accommodation Total	135	8,307	-11	-117	-120	-132						
+50 Room	26	5,374	0	0	+1	+699						
11-50 Room	46	2,331	-1	-40	-3	+73						
<10 Room	63	602	-10	-77	-118	-904						
NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014							
	Est.	Beds	Est.	Beds	Est.	Beds						
Non-Serviced Accommodation Total	189	6,847	-4	-18	-2	+2,745						
Self catering	135	1,220	-4	-18	-32	-368						
Static caravans/chalets	0	722	0	0	0	+443						
Touring caravans/camping	54	4,905	0	0	+30	+2,670						
Youth Hostels	3	290	+1	+203	+1	-122						
DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014							
	Est.	Beds	Est.	Beds	Est.	Beds						
All Paid Accommodation Total	324	15,154	-15	-135	-122	+2,612						
Serviced Accommodation Share of Total	42%	55%										
Non-Serviced Accommodation Share of Total	58%	45%										
SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	13,701	13,852	14,607	15,410	15,444	15,444	15,444	15,370	15,370	15,279	14,172	13,986
Serviced Accommodation	8,307	8,307	8,307	8,307	8,307	8,307	8,307	8,307	8,307	8,307	8,307	8,273
Non-Serviced Accommodation	5,394	5,545	6,300	7,103	7,137	7,137	7,137	7,063	7,063	6,972	5,865	5,713

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 WEST AND CHESHIRE

Economic Impact - Indexed - Total

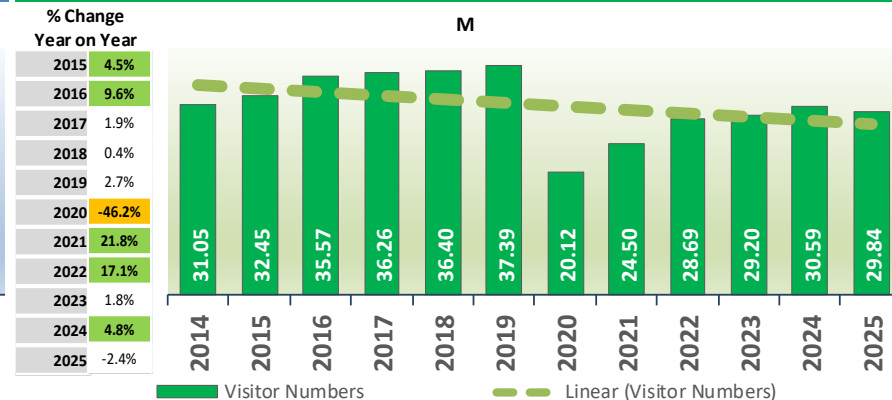


2014 to 2025
2025 Prices

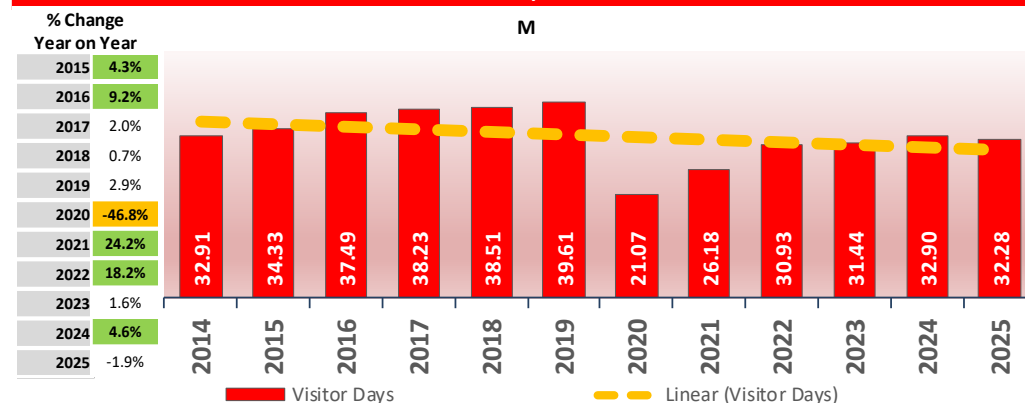
TOTAL

KEY MEASURES
Indexed

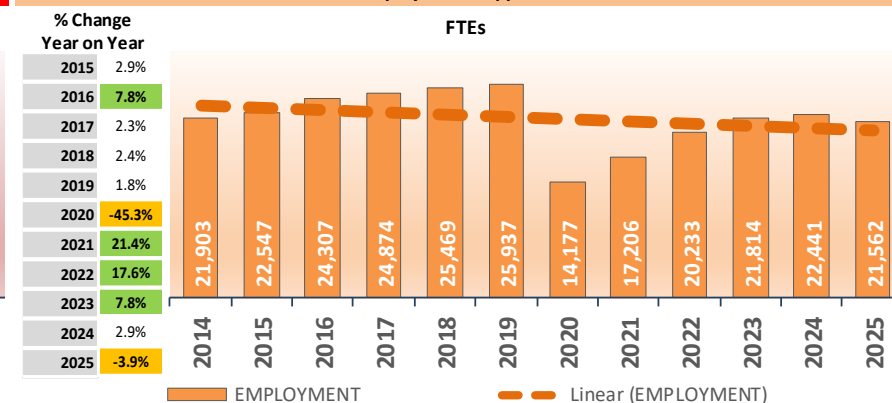
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.4%	13.8%	15.8%	16.8%	20.2%	-37.6%	-20.8%	-4.9%	-4.7%	-0.2%	-1.8%
Visitor Numbers		4.5%	14.5%	16.8%	17.2%	20.4%	-35.2%	-21.1%	-7.6%	-6.0%	-1.5%	-3.9%
Visitor Days		4.3%	13.9%	16.2%	17.0%	20.4%	-36.0%	-20.5%	-6.0%	-4.5%	0.0%	-1.9%
Total Employment		2.9%	11.0%	13.6%	16.3%	18.4%	-35.3%	-21.4%	-7.6%	-0.4%	2.5%	-1.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Indexed - Serviced Accommodation

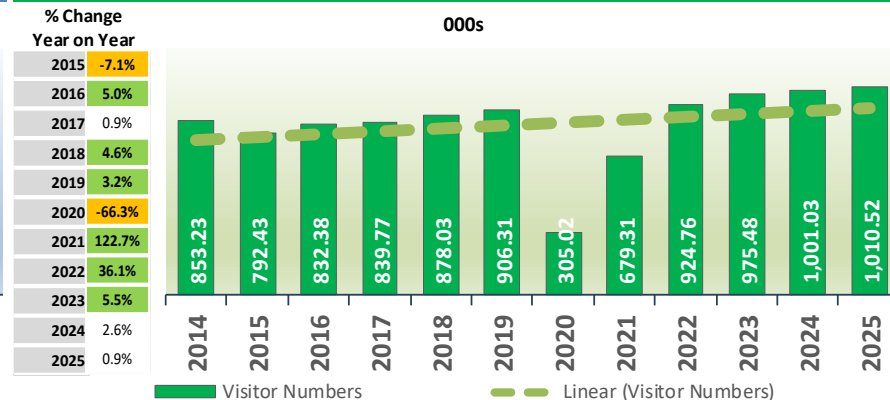


2014 to 2025
2025 Prices

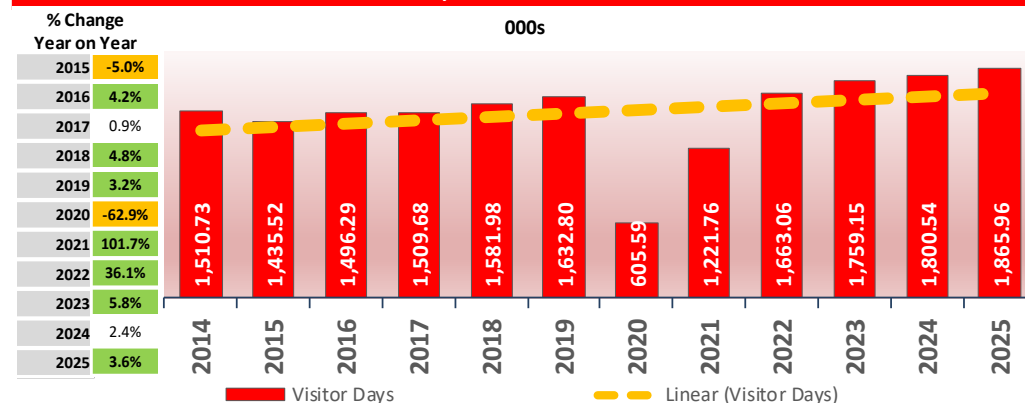
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

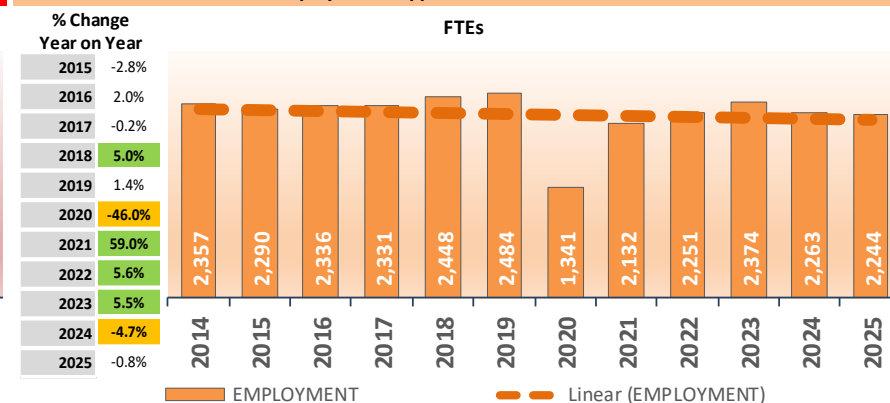
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		0.6%	5.2%	5.8%	9.2%	10.4%	-61.8%	-24.0%	8.9%	0.2%	4.3%	7.9%
Visitor Numbers		-7.1%	-2.4%	-1.6%	2.9%	6.2%	-64.3%	-20.4%	8.4%	14.3%	17.3%	18.4%
Visitor Days		-5.0%	-1.0%	-0.1%	4.7%	8.1%	-59.9%	-19.1%	10.1%	16.4%	19.2%	23.5%
Direct Employment		-2.8%	-0.9%	-1.1%	3.9%	5.4%	-43.1%	-9.5%	-4.5%	0.7%	-4.0%	-4.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Indexed - Non-Serviced Accommodation

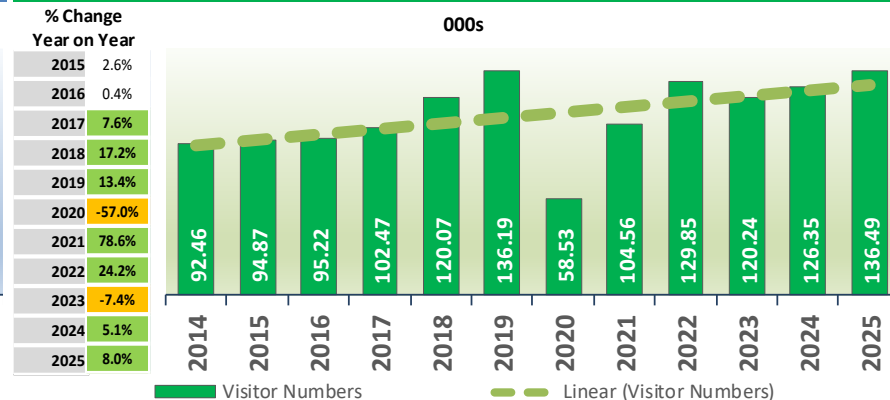


2014 to 2025
2025 Prices

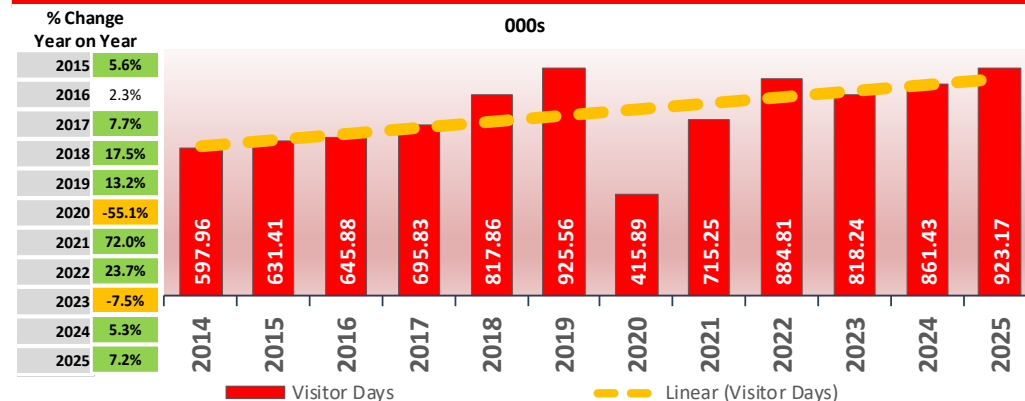
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

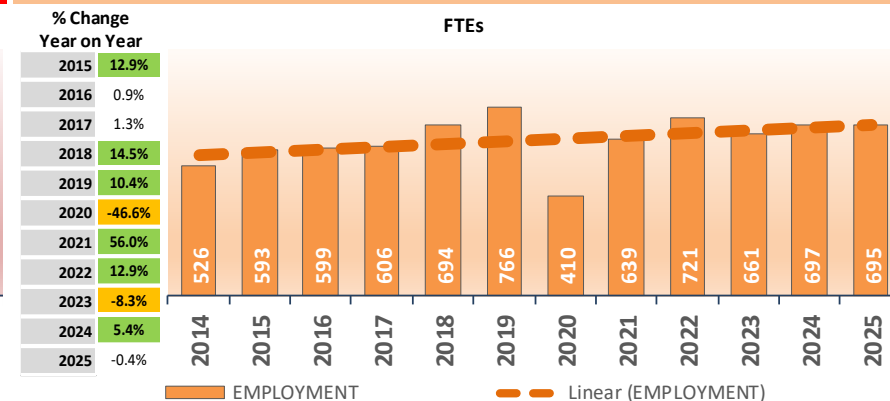
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		8.4%	11.4%	14.8%	32.1%	57.7%	-29.3%	22.7%	52.3%	46.2%	53.8%	61.4%
Visitor Numbers		2.6%	3.0%	10.8%	29.9%	47.3%	-36.7%	13.1%	40.4%	30.0%	36.6%	47.6%
Visitor Days		5.6%	8.0%	16.4%	36.8%	54.8%	-30.4%	19.6%	48.0%	36.8%	44.1%	54.4%
Direct Employment		12.9%	13.9%	15.3%	32.0%	45.8%	-22.1%	21.5%	37.1%	25.8%	32.6%	32.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Indexed - SFR

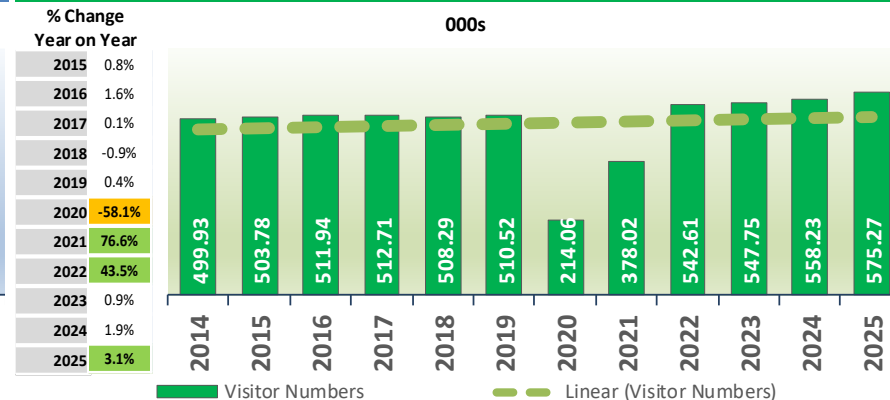


2014 to 2025
2025 Prices

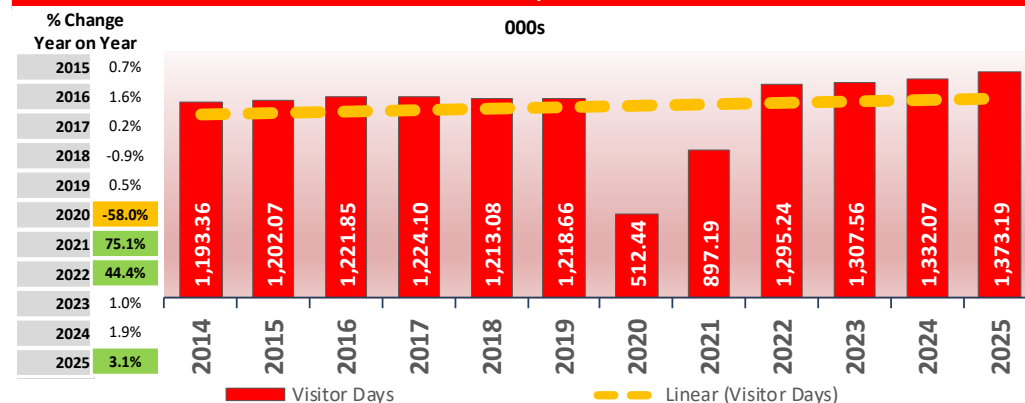
SFR

KEY MEASURES
Indexed

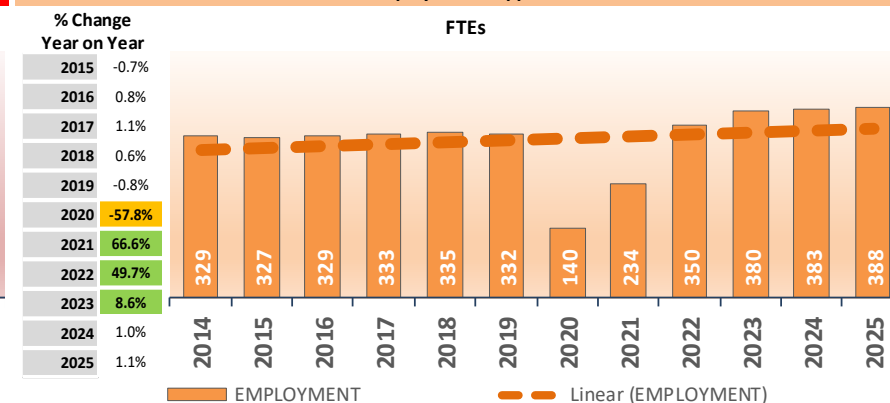
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		0.6%	2.2%	2.5%	1.6%	2.0%	-57.6%	-26.3%	8.5%	9.7%	11.9%	15.6%
Visitor Numbers		0.8%	2.4%	2.6%	1.7%	2.1%	-57.2%	-24.4%	8.5%	9.6%	11.7%	15.1%
Visitor Days		0.7%	2.4%	2.6%	1.7%	2.1%	-57.1%	-24.8%	8.5%	9.6%	11.6%	15.1%
Direct Employment		-0.7%	0.1%	1.1%	1.8%	0.9%	-57.4%	-29.0%	6.3%	15.4%	16.6%	17.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Indexed - Staying Visitor

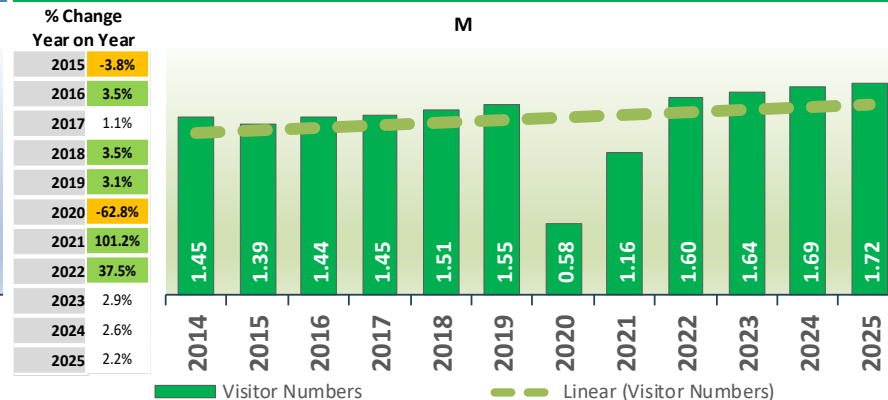


2014 to 2025
2025 Prices

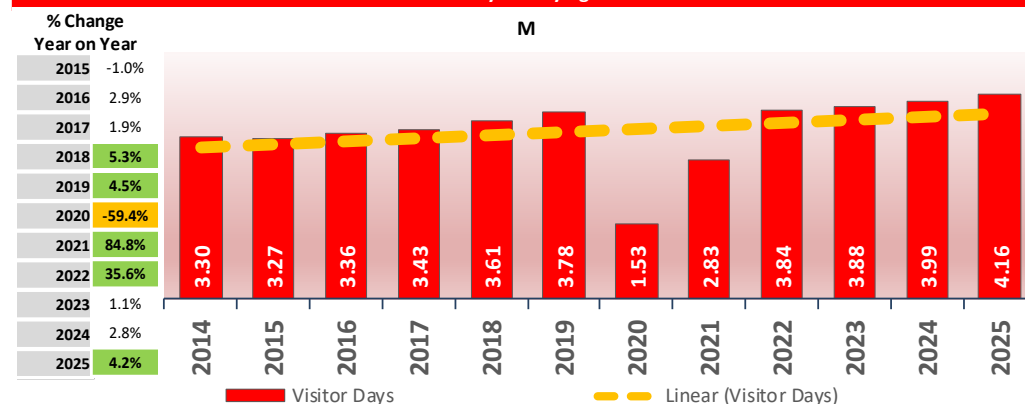
STAYING VISITOR

KEY MEASURES
Indexed

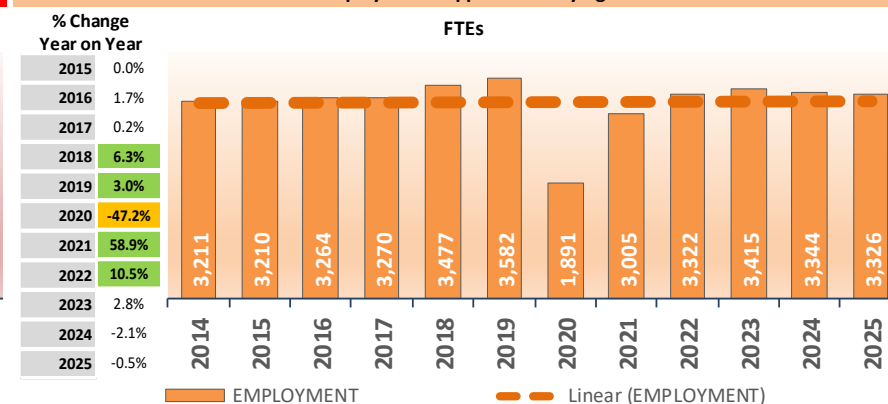
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

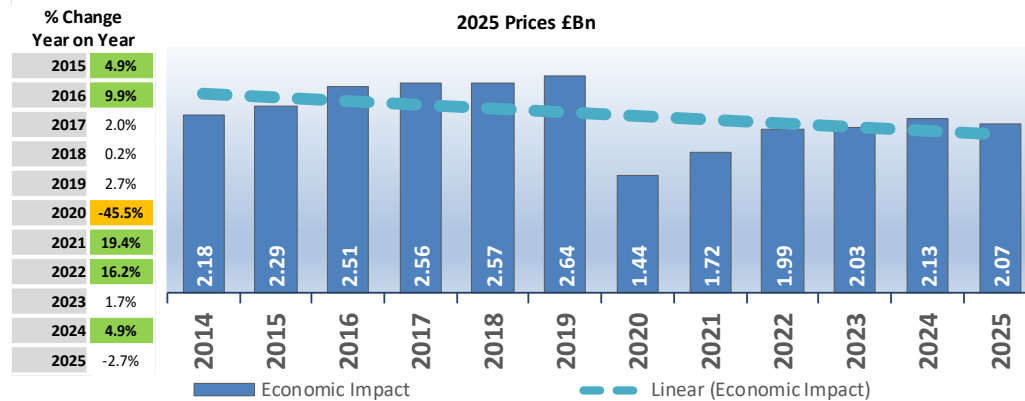


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.6%	5.7%	6.6%	11.2%	15.6%	-57.0%	-18.1%	14.6%	7.5%	11.8%	16.0%
Visitor Numbers		-3.8%	-0.4%	0.6%	4.2%	7.4%	-60.0%	-19.6%	10.5%	13.7%	16.6%	19.1%
Visitor Days		-1.0%	1.9%	3.9%	9.4%	14.4%	-53.5%	-14.2%	16.4%	17.7%	21.0%	26.1%
Direct Employment		0.0%	1.6%	1.8%	8.3%	11.5%	-41.1%	-6.4%	3.4%	6.3%	4.1%	3.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2014-2025 - FINAL
CHESHIRE WEST AND CHESHIRE

Economic Impact - Indexed - Day Visitor

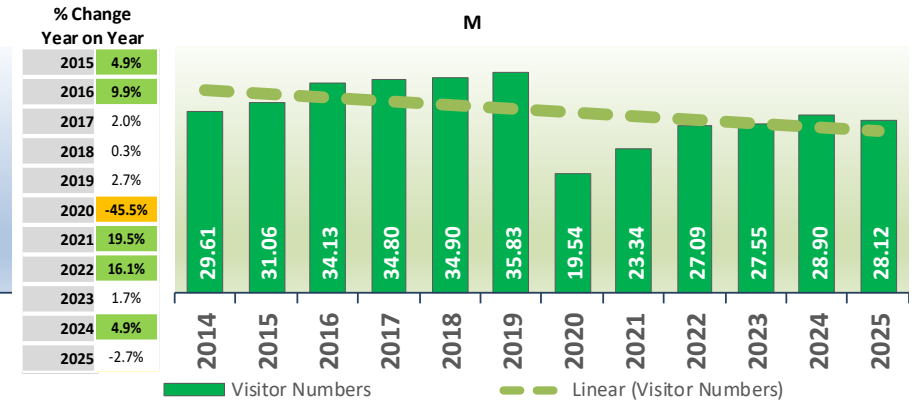


2014 to 2025
2025 Prices

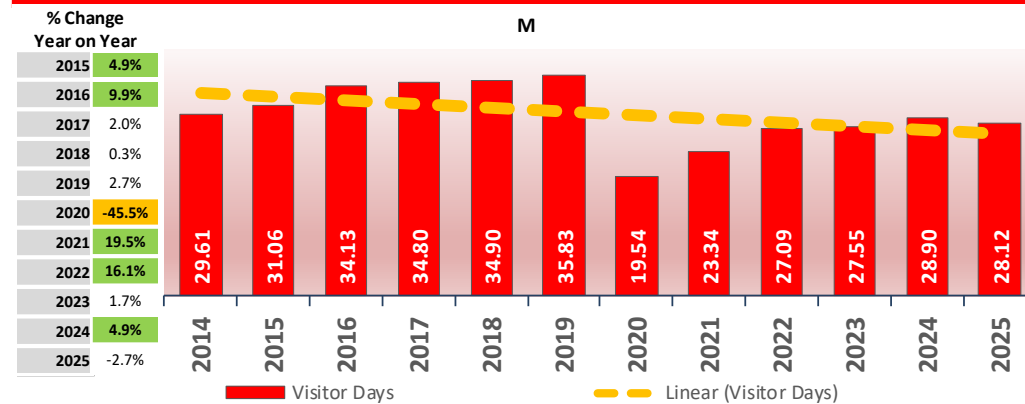
DAY VISITOR

KEY MEASURES
Indexed

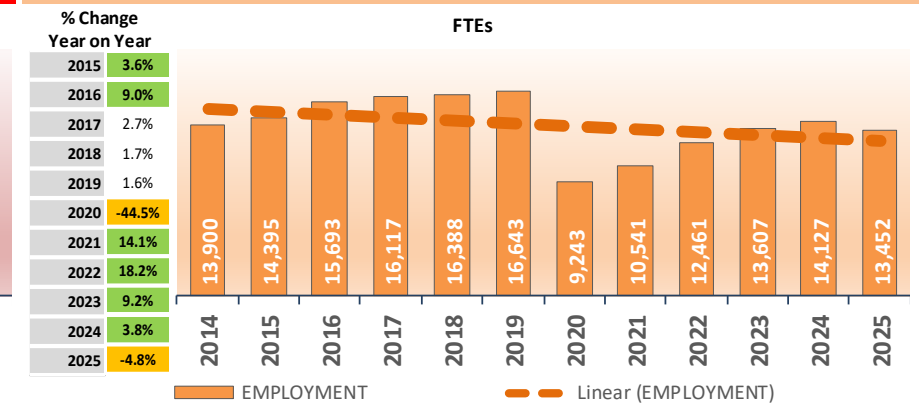
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

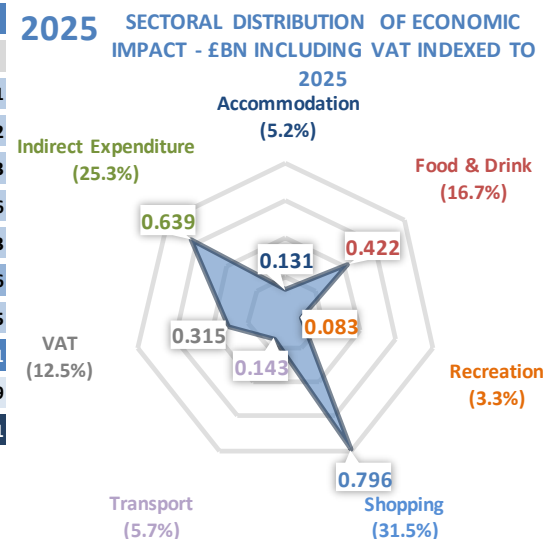


% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.9%	15.3%	17.5%	17.8%	21.0%	-34.0%	-21.2%	-8.5%	-7.0%	-2.4%	-5.0%
Visitor Numbers		4.9%	15.3%	17.5%	17.9%	21.0%	-34.0%	-21.2%	-8.5%	-6.9%	-2.4%	-5.0%
Visitor Days		4.9%	15.3%	17.5%	17.9%	21.0%	-34.0%	-21.2%	-8.5%	-6.9%	-2.4%	-5.0%
Direct Employment		3.6%	12.9%	16.0%	17.9%	19.7%	-33.5%	-24.2%	-10.3%	-2.1%	1.6%	-3.2%

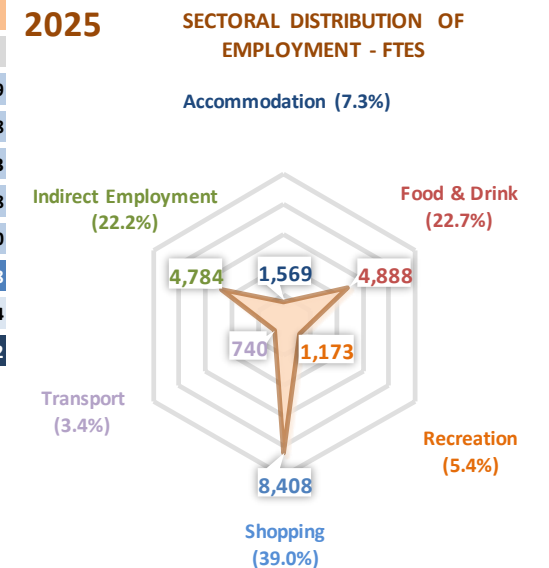
"Linear" = Linear Trendline

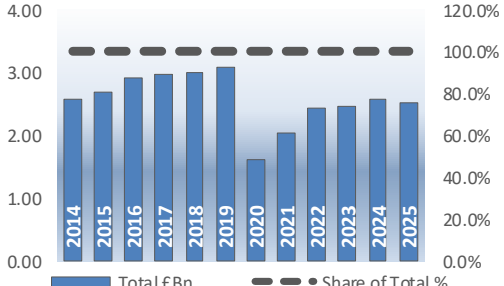
STEAM REPORT FOR 2014-2025 - FINAL										2014 to 2025		TOTAL	SECTORAL ANALYSIS
CHESHIRE WEST AND CHESHIRE										2025 Prices			Indexed

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	£Bn	0.127	0.132	0.139	0.140	0.144	0.146	0.054	0.098	0.142	0.120	0.126	0.131
Food & Drink	£Bn	0.425	0.443	0.483	0.492	0.496	0.512	0.285	0.342	0.403	0.411	0.430	0.422
Recreation	£Bn	0.086	0.089	0.097	0.099	0.100	0.103	0.058	0.068	0.080	0.081	0.085	0.083
Shopping	£Bn	0.820	0.857	0.938	0.956	0.961	0.989	0.530	0.651	0.764	0.778	0.814	0.796
Transport	£Bn	0.145	0.152	0.166	0.169	0.170	0.175	0.093	0.115	0.137	0.139	0.146	0.143
Direct Revenue	£Bn	1.603	1.673	1.823	1.856	1.872	1.925	1.020	1.275	1.525	1.529	1.601	1.576
VAT	£Bn	0.321	0.335	0.365	0.371	0.374	0.385	0.178	0.250	0.305	0.306	0.320	0.315
Direct Expenditure	£Bn	1.924	2.008	2.188	2.227	2.246	2.311	1.198	1.524	1.831	1.835	1.922	1.891
Indirect Expenditure	£Bn	0.653	0.682	0.744	0.757	0.763	0.786	0.411	0.517	0.618	0.620	0.650	0.639
TOTAL	£Bn	2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531



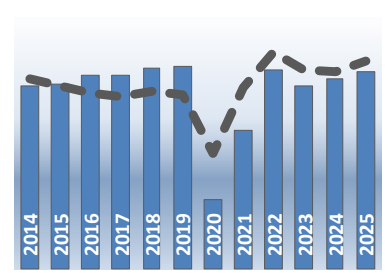
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,866	1,892	1,915	1,905	2,007	2,046	1,266	1,866	1,777	1,707	1,607	1,569
Food & Drink	FTEs	4,833	4,970	5,379	5,514	5,678	5,753	3,196	3,734	4,487	4,911	5,083	4,888
Recreation	FTEs	1,179	1,215	1,317	1,351	1,376	1,404	787	907	1,081	1,182	1,224	1,173
Shopping	FTEs	8,495	8,767	9,522	9,772	9,942	10,142	5,419	6,478	7,756	8,477	8,786	8,408
Transport	FTEs	738	760	824	846	863	880	466	561	682	745	772	740
Direct Employment	FTEs	17,111	17,605	18,957	19,387	19,865	20,225	11,134	13,546	15,783	17,022	17,471	16,778
Indirect Employment	FTEs	4,792	4,942	5,349	5,487	5,604	5,712	3,043	3,660	4,450	4,792	4,970	4,784
TOTAL	FTEs	21,903	22,547	24,307	24,874	25,469	25,937	14,177	17,206	20,233	21,814	22,441	21,562



STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											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 £Bn - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		3.0%	7.8%	16.7%	-7.2%	-1.8%	-19.6%	-14.6%	-2.4%	-25.1%	1.2%	11.7%	15.0%		-1.8%	11.2%	-9.3%	-12.6%	8.5%
% Change 2024 to 2025		-4.3%	-1.3%	-3.7%	4.7%	0.1%	-6.7%	-3.9%	-1.5%	-3.6%	-2.3%	-2.3%	7.3%		-1.6%	-3.3%	-0.1%	-2.8%	0.1%
Average Annual Change		0.3%	0.7%	1.5%	-0.7%	-0.2%	-1.8%	-1.3%	-0.2%	-2.3%	0.1%	1.1%	1.4%		-0.2%	1.0%	-0.8%	-1.1%	0.8%
2014 £Bn		0.140	0.134	0.290	0.244	0.202	0.197	0.252	0.318	0.215	0.221	0.215	0.149		2.576	0.563	0.644	0.785	0.584
2015 £Bn		0.141	0.146	0.292	0.254	0.210	0.191	0.266	0.364	0.216	0.248	0.202	0.161		2.689	4.4%	0.579	0.654	0.846
2016 £Bn		0.157	0.171	0.361	0.257	0.231	0.210	0.282	0.364	0.230	0.261	0.230	0.176	2.932	9.0%	0.689	0.699	0.876	0.668
2017 £Bn		0.167	0.163	0.346	0.311	0.233	0.198	0.288	0.366	0.218	0.261	0.266	0.168	2.984	1.8%	0.675	0.742	0.872	0.696
2018 £Bn		0.167	0.166	0.342	0.313	0.239	0.202	0.289	0.364	0.221	0.266	0.270	0.170	3.009	0.8%	0.676	0.754	0.873	0.706
2019 £Bn		0.180	0.182	0.364	0.320	0.240	0.201	0.293	0.370	0.224	0.267	0.277	0.177	3.097	2.9%	0.726	0.762	0.887	0.722
2020 £Bn		0.179	0.170	0.201	0.008	0.010	0.054	0.192	0.263	0.178	0.181	0.049	0.125	1.609	-48.0%	0.550	0.072	0.633	0.355
2021 £Bn		0.040	0.029	0.058	0.125	0.146	0.169	0.206	0.358	0.209	0.256	0.266	0.181	2.042	26.9%	0.126	0.440	0.773	0.702
2022 £Bn		0.138	0.128	0.292	0.233	0.184	0.164	0.227	0.290	0.173	0.230	0.237	0.153	2.449	19.9%	0.558	0.580	0.691	0.620
2023 £Bn		0.142	0.150	0.296	0.223	0.187	0.158	0.223	0.283	0.181	0.221	0.233	0.158	2.455	0.2%	0.588	0.567	0.687	0.613
2024 £Bn		0.150	0.146	0.351	0.216	0.198	0.170	0.224	0.315	0.167	0.228	0.245	0.159	2.572	4.8%	0.648	0.585	0.706	0.633
2025 £Bn		0.144	0.144	0.338	0.227	0.199	0.159	0.215	0.310	0.161	0.223	0.240	0.171	2.531	-1.6%	0.626	0.584	0.687	0.634
ECONOMIC IMPACT - INDEXED TO 2025														TOTAL					
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total					
Total		£Bn	2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531					
All Visitor Types		£Bn	2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531					
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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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 2025 Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2014 to 2025		24.2%	17.6%	5.0%	-1.0%	5.0%	1.7%	3.7%	10.6%	2.3%	13.7%	12.8%			9.5%	7.9%	14.3%	2.0%	5.7%	12.0%
% Change 2024 to 2025		7.8%	9.9%	3.1%	-0.5%	-0.1%	-3.2%	2.8%	5.1%	4.2%	6.3%	3.4%	5.6%	3.4%	6.7%	-1.2%	4.0%	5.3%		
Average Annual Change		2.2%	1.6%	0.5%	-0.1%	0.5%	0.2%	0.3%	1.0%	0.2%	1.2%	1.2%	0.9%	0.7%	1.3%	0.2%	0.5%	1.1%		
2014	£M	16.88	21.28	25.40	25.33	28.76	26.14	34.88	30.23	23.87	23.26	15.45	20.70	292.17	0.6%	63.56	80.22	88.99	59.41	
2015	£M	17.33	22.02	24.81	24.97	29.15	26.49	34.76	31.04	23.93	23.92	15.50	19.90	293.80		64.15	80.61	89.73	59.31	
2016	£M	18.84	22.35	25.29	26.54	30.40	28.00	36.91	31.19	25.12	25.07	16.37	21.44	307.50		4.7%	66.47	84.93	93.22	62.87
2017	£M	19.38	22.56	25.47	27.48	30.18	27.73	37.09	31.49	24.95	24.88	16.34	21.59	309.15		0.5%	67.41	85.39	93.53	62.81
2018	£M	19.90	23.13	25.50	26.84	30.24	29.06	39.93	34.84	24.92	25.79	17.01	21.87	319.04		3.2%	68.54	86.13	99.69	64.68
2019	£M	20.45	23.53	25.64	26.92	30.68	29.64	40.13	35.22	24.92	26.08	17.51	21.90	322.62		1.1%	69.62	87.25	100.27	65.48
2020	£M	15.96	20.35	10.94	1.047	1.959	2.129	12.52	18.26	12.36	9.012	1.636	5.372	111.54		-65.4%	47.25	5.135	43.14	16.02
2021	£M	8.690	10.54	12.36	12.58	17.75	21.09	32.03	31.21	21.38	22.77	14.34	17.44	222.19		99.2%	31.59	51.43	84.62	54.56
2022	£M	17.43	22.84	25.80	27.14	30.46	28.97	39.16	34.07	24.96	26.84	17.42	22.98	318.07		43.2%	66.07	86.57	98.19	67.24
2023	£M	19.05	21.79	23.76	25.14	27.93	26.51	35.33	30.39	22.76	23.61	15.52	20.87	292.68		-8.0%	64.60	79.59	88.49	60.00
2024	£M	19.44	22.77	25.88	25.19	30.25	27.44	35.21	31.82	23.43	24.87	16.86	21.48	304.64	4.1%	68.09	82.87	90.47	63.20	
2025	£M	20.96	25.02	26.68	25.07	30.21	26.57	36.18	33.45	24.42	26.44	17.43	22.68	315.11	3.4%	72.66	81.85	94.06	66.55	
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	292.17	293.80	307.50	309.15	319.04	322.62	111.54	222.19	318.07	292.68	304.64	315.11						
All Visitor Types		£Bn	2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531						
Share of Total		%	11.3%	10.9%	10.5%	10.4%	10.6%	10.4%	6.9%	10.9%	13.0%	11.9%	11.8%	12.5%						
Annual Change in Share		%		-3.7%	-4.0%	-1.2%	2.3%	-1.7%	-33.5%	57.0%	19.4%	-8.2%	-0.6%	5.1%						
Change in Share from 2014		%		-3.7%	-7.5%	-8.7%	-6.5%	-8.1%	-38.9%	-4.0%	14.5%	5.1%	4.5%	9.8%						
Avg Ann. Change in Share		%		-3.7%	-3.8%	-2.9%	-1.6%	-1.6%	-6.5%	-0.6%	1.8%	0.6%	0.4%	0.9%						

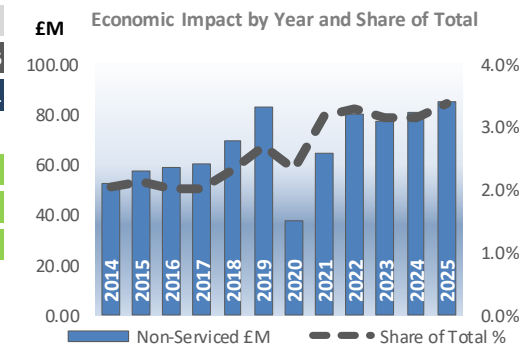
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/2025

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
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		45.0%	39.4%	40.6%	64.1%	62.6%	65.6%	53.4%	76.8%	72.1%	48.6%	56.2%	71.8%	61.4%	Annual Change	41.4%	64.2%	67.8%	57.2%	
% Change 2024 to 2025		11.3%	17.6%	0.3%	19.1%	6.5%	-0.2%	3.6%	5.4%	-3.6%	9.5%	1.5%	8.9%	4.9%		9.5%	6.5%	1.9%	6.9%	
Average Annual Change		4.1%	3.6%	3.7%	5.8%	5.7%	6.0%	4.9%	7.0%	6.6%	4.4%	5.1%	6.5%	5.6%		3.8%	5.8%	6.2%	5.2%	
2014 £M		2.090	2.714	2.430	3.923	5.303	6.175	6.867	8.135	6.348	3.776	2.515	2.432	52.71		7.234	15.40	21.35	8.723	
2015 £M		2.320	2.989	2.644	4.225	5.708	6.617	7.336	8.749	6.894	4.121	2.800	2.718	57.12		8.4%	7.952	16.55	22.98	9.640
2016 £M		2.448	3.095	2.708	4.316	5.797	6.734	7.486	9.042	7.188	4.238	2.876	2.812	58.74		2.8%	8.251	16.85	23.72	9.926
2017 £M		2.434	3.089	2.707	4.532	5.922	6.891	7.993	9.813	7.309	4.243	2.818	2.761	60.51		3.0%	8.231	17.35	25.12	9.822
2018 £M		2.553	3.231	2.873	4.710	7.288	8.777	8.908	11.94	8.775	4.500	3.106	2.988	69.65		15.1%	8.657	20.78	29.63	10.59
2019 £M		3.485	4.092	3.619	6.112	8.342	9.711	11.03	13.79	9.588	5.249	4.125	3.974	83.12		19.3%	11.20	24.16	34.41	13.35
2020 £M		3.191	2.755	1.788	0.088	0.188	0.287	6.359	9.432	8.225	3.066	0.142	1.750	37.27		-55.2%	7.733	0.563	24.02	4.958
2021 £M		0.520	0.603	0.573	2.364	6.158	9.282	9.391	12.35	11.02	5.640	3.552	3.225	64.68		73.5%	1.696	17.80	32.76	12.42
2022 £M		3.217	3.147	3.741	5.318	8.092	9.763	10.53	13.56	10.17	4.777	3.563	4.390	80.26		24.1%	10.11	23.17	34.25	12.73
2023 £M		2.767	3.094	3.140	5.585	8.504	9.361	9.014	12.49	10.74	5.026	3.504	3.841	77.06		-4.0%	9.001	23.45	32.23	12.37
2024 £M		2.723	3.217	3.404	5.404	8.097	10.25	10.17	13.65	11.34	5.126	3.870	3.836	81.07	5.2%	9.344	23.75	35.15	12.83	
2025 £M		3.030	3.782	3.416	6.437	8.622	10.23	10.53	14.38	10.92	5.610	3.928	4.176	85.06	4.9%	10.23	25.28	35.84	13.71	
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		52.71	57.12	58.74	60.51	69.65	83.12	37.27	64.68	80.26	77.06	81.07	85.06							
All Visitor Types £Bn		2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531							
Share of Total %		2.0%	2.1%	2.0%	2.0%	2.3%	2.7%	2.3%	3.2%	3.3%	3.1%	3.2%	3.4%							
Annual Change in Share %			3.8%	-5.7%	1.2%	14.1%	16.0%	-13.7%	36.7%	3.5%	-4.2%	0.4%	6.6%							
Change in Share from 2014 %			3.8%	-2.1%	-0.9%	13.1%	31.2%	13.2%	54.8%	60.2%	53.4%	54.1%	64.3%							
Avg Ann. Change in Share %			3.8%	-1.0%	-0.3%	3.3%	6.2%	2.2%	7.8%	7.5%	5.9%	5.4%	5.8%							

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



STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 2025 Prices			SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2014 to 2025	17.2%	15.7%	10.4%	14.0%	15.9%	16.1%	13.9%	20.3%	18.0%	16.4%	14.0%	13.9%	15.6%	Annual Change	15.5%	15.0%	17.1%	14.5%
% Change 2024 to 2025	4.4%	6.4%	2.5%	3.7%	2.7%	1.1%	2.4%	3.3%	1.9%	4.1%	2.3%	3.6%	3.3%		4.4%	2.9%	2.7%	3.5%
Average Annual Change	1.6%	1.4%	0.9%	1.3%	1.4%	1.5%	1.3%	1.8%	1.6%	1.5%	1.3%	1.3%	1.4%		1.4%	1.4%	1.6%	1.3%
2014 £M	6.977	2.427	2.416	7.149	4.737	3.183	5.847	5.150	2.966	2.551	2.117	7.016	52.54		11.82	15.07	13.96	11.69
2015 £M	7.039	2.468	2.414	7.144	4.777	3.214	5.867	5.224	3.000	2.586	2.130	6.977	52.84		0.6%	11.92	15.13	14.09
2016 £M	7.221	2.481	2.427	7.260	4.836	3.264	5.974	5.267	3.049	2.622	2.157	7.124	53.68	1.6%	12.13	15.36	14.29	11.90
2017 £M	7.277	2.488	2.422	7.346	4.819	3.260	5.991	5.310	3.046	2.617	2.156	7.116	53.85	0.3%	12.19	15.43	14.35	11.89
2018 £M	7.152	2.444	2.365	7.141	4.810	3.306	5.942	5.407	3.051	2.595	2.136	7.023	53.37	-0.9%	11.96	15.26	14.40	11.75
2019 £M	7.192	2.442	2.347	7.218	4.841	3.320	5.980	5.440	3.045	2.596	2.155	7.028	53.61	0.4%	11.98	15.38	14.47	11.78
2020 £M	6.360	2.158	1.133	0.238	0.245	0.188	2.645	3.462	2.178	1.180	0.175	2.293	22.26	-58.5%	9.652	0.671	8.285	3.649
2021 £M	2.820	0.999	1.066	3.446	3.294	2.881	5.279	5.153	3.173	2.593	1.938	6.094	38.73	74.0%	4.884	9.622	13.60	10.62
2022 £M	7.352	2.536	2.523	7.643	5.166	3.557	6.411	5.840	3.303	2.761	2.271	7.645	57.01	47.2%	12.41	16.36	15.55	12.68
2023 £M	7.719	2.604	2.523	7.793	5.231	3.538	6.366	5.803	3.350	2.789	2.287	7.622	57.63	1.1%	12.85	16.56	15.52	12.70
2024 £M	7.835	2.638	2.602	7.855	5.345	3.654	6.501	5.996	3.435	2.853	2.360	7.715	58.79	2.0%	13.08	16.85	15.93	12.93
2025 £M	8.177	2.808	2.667	8.149	5.491	3.695	6.658	6.196	3.501	2.969	2.413	7.993	60.72	3.3%	13.65	17.33	16.35	13.38
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	52.54	52.84	53.68	53.85	53.37	53.61	22.26	38.73	57.01	57.63	58.79	60.72					
All Visitor Types	£Bn	2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531					
Share of Total	%	2.0%	2.0%	1.8%	1.8%	1.8%	1.7%	1.4%	1.9%	2.3%	2.3%	2.3%	2.4%					
Annual Change in Share	%		-3.6%	-6.8%	-1.5%	-1.7%	-2.4%	-20.1%	37.1%	22.7%	0.8%	-2.6%	5.0%					
Change in Share from 2014	%		-3.6%	-10.2%	-11.5%	-13.0%	-15.1%	-32.2%	-7.0%	14.2%	15.1%	12.1%	17.7%					
Avg Ann. Change in Share	%		-3.6%	-5.1%	-3.8%	-3.3%	-3.0%	-5.4%	-1.0%	1.8%	1.7%	1.2%	1.6%					

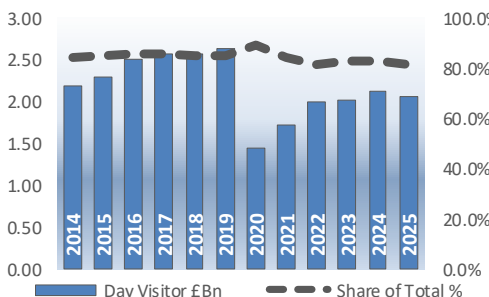
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Report Prepared by: Saleem Landi, Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 2025 Prices			STAYING VISITOR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2014 to 2025		24.0%	19.7%	8.3%	8.9%	14.2%	14.1%	12.1%	24.1%	17.1%	18.4%	18.4%	15.6%	16.0%	Annual Change	16.9%	12.4%	17.7%	17.3%	
% Change 2024 to 2025		7.2%	10.4%	2.7%	3.1%	1.4%	-2.0%	2.9%	5.0%	1.7%	6.6%	2.9%	5.5%	3.7%		6.7%	0.8%	3.3%	5.3%	
Average Annual Change		2.2%	1.8%	0.8%	0.8%	1.3%	1.3%	1.1%	2.2%	1.6%	1.7%	1.7%	1.4%	1.5%		1.5%	1.1%	1.6%	1.6%	
2014 £M		25.95	26.42	30.25	36.40	38.80	35.49	47.60	43.52	33.19	29.58	20.08	30.15	397.42	1.6%	82.61	110.69	124.30	79.81	
2015 £M		26.69	27.47	29.87	36.34	39.63	36.32	47.96	45.01	33.82	30.62	20.43	29.59	403.76		84.03	112.29	126.80	80.65	
2016 £M		28.51	27.92	30.43	38.11	41.03	37.99	50.37	45.50	35.36	31.93	21.40	31.37	419.92		4.0%	86.85	117.14	131.23	84.70
2017 £M		29.09	28.14	30.60	39.36	40.92	37.88	51.07	46.62	35.31	31.74	21.31	31.47	423.52		0.9%	87.83	118.17	133.00	84.52
2018 £M		29.61	28.81	30.74	38.69	42.34	41.14	54.78	52.19	36.74	32.89	22.25	31.89	442.06		4.4%	89.15	122.17	143.72	87.03
2019 £M		31.13	30.07	31.60	40.25	43.86	42.67	57.13	54.46	37.55	33.92	23.79	32.90	459.34		3.9%	92.80	126.79	149.14	90.61
2020 £M		25.51	25.26	13.86	1.373	2.393	2.604	21.52	31.16	22.76	13.26	1.953	9.414	171.07		-62.8%	64.63	6.370	75.44	24.63
2021 £M		12.03	12.14	14.00	18.39	27.20	33.26	46.70	48.71	35.57	31.01	19.83	26.76	325.60		90.3%	38.17	78.85	130.99	77.60
2022 £M		28.00	28.52	32.07	40.10	43.72	42.29	56.10	53.47	38.43	34.38	23.26	35.01	455.34		39.8%	88.59	126.11	148.00	92.64
2023 £M		29.53	27.49	29.43	38.52	41.67	39.41	50.71	48.68	36.85	31.43	21.31	32.33	427.36		-6.1%	86.45	119.60	136.24	85.07
2024 £M		29.99	28.63	31.89	38.45	43.69	41.34	51.88	51.47	38.20	32.85	23.09	33.03	444.51	4.0%	90.51	123.47	141.55	88.96	
2025 £M		32.17	31.61	32.76	39.66	44.32	40.49	53.37	54.02	38.85	35.02	23.77	34.85	460.89	3.7%	96.54	124.47	146.25	93.64	
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		397.42	403.76	419.92	423.52	442.06	459.34	171.07	325.60	455.34	427.36	444.51	460.89							
All Visitor Types £Bn		2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531							
Share of Total %		15.4%	15.0%	14.3%	14.2%	14.7%	14.8%	10.6%	15.9%	18.6%	17.4%	17.3%	18.2%							
Annual Change in Share %			-2.7%	-4.6%	-0.9%	3.5%	1.0%	-28.3%	50.0%	16.6%	-6.4%	-0.7%	5.4%							
Change in Share from 2014 %			-2.7%	-7.1%	-8.0%	-4.8%	-3.8%	-31.1%	3.4%	20.5%	12.9%	12.1%	18.1%							
Avg Ann. Change in Share %			-2.7%	-3.6%	-2.7%	-1.2%	-0.8%	-5.2%	0.5%	2.6%	1.4%	1.2%	1.6%							

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STEAM REPORT FOR 2014-2025 - FINAL CHESHIRE WEST AND CHESHIRE											2014 to 2025 2025 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	DAY VISITOR																			
An increase of 3% or more	ECONOMIC IMPACT £Bn - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC						
% Change 2014 to 2025	-1.8%	4.8%	17.7%	-10.0%	-5.6%	-27.0%	-20.9%	-6.7%	-32.8%	-1.5%	11.0%	14.8%	-5.0%	Annual Change	10.2%	-13.8%	-18.3%	7.2%		
% Change 2024 to 2025	-7.2%	-4.2%	-4.3%	5.1%	-0.2%	-8.2%	-6.0%	-2.8%	-5.1%	-3.8%	-2.8%	7.8%	-2.7%		-4.9%	-0.4%	-4.3%	-0.7%		
Average Annual Change	-0.2%	0.4%	1.6%	-0.9%	-0.5%	-2.5%	-1.9%	-0.6%	-3.0%	-0.1%	1.0%	1.3%	-0.5%		0.9%	-1.3%	-1.7%	0.7%		
2014	£Bn	0.114	0.107	0.260	0.208	0.163	0.162	0.205	0.274	0.182	0.191	0.195	0.118	2.179		0.481	0.533	0.661	0.504	
2015	£Bn	0.114	0.119	0.262	0.218	0.170	0.154	0.218	0.319	0.182	0.217	0.182	0.131	2.286	4.9%	0.495	0.542	0.719	0.530	
2016	£Bn	0.128	0.143	0.330	0.219	0.190	0.172	0.231	0.318	0.195	0.229	0.209	0.145	2.512	9.9%	0.602	0.581	0.745	0.584	
2017	£Bn	0.138	0.134	0.316	0.272	0.192	0.160	0.237	0.320	0.182	0.229	0.245	0.137	2.561	2.0%	0.588	0.624	0.739	0.611	
2018	£Bn	0.138	0.137	0.312	0.274	0.197	0.161	0.235	0.311	0.184	0.233	0.248	0.138	2.567	0.2%	0.587	0.632	0.730	0.619	
2019	£Bn	0.148	0.152	0.332	0.280	0.196	0.159	0.236	0.315	0.187	0.233	0.254	0.144	2.638	2.7%	0.633	0.635	0.738	0.631	
2020	£Bn	0.153	0.145	0.187	0.007	0.007	0.051	0.170	0.232	0.155	0.168	0.047	0.116	1.438	-45.5%	0.485	0.065	0.557	0.330	
2021	£Bn	0.028	0.016	0.044	0.106	0.119	0.136	0.159	0.310	0.174	0.225	0.246	0.154	1.716	19.4%	0.088	0.361	0.642	0.625	
2022	£Bn	0.110	0.099	0.260	0.193	0.140	0.121	0.171	0.237	0.135	0.195	0.214	0.118	1.994	16.2%	0.469	0.454	0.543	0.528	
2023	£Bn	0.113	0.122	0.267	0.184	0.145	0.118	0.173	0.234	0.144	0.189	0.212	0.126	2.028	1.7%	0.502	0.447	0.551	0.527	
2024	£Bn	0.120	0.117	0.320	0.178	0.155	0.129	0.172	0.263	0.129	0.196	0.222	0.126	2.127	4.9%	0.557	0.461	0.565	0.544	
2025	£Bn	0.112	0.112	0.306	0.187	0.154	0.118	0.162	0.256	0.122	0.188	0.216	0.136	2.070	-2.7%	0.530	0.459	0.540	0.540	
ECONOMIC IMPACT - INDEXED TO 2025														DAY VISITOR						
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	£Bn Economic Impact by Year and Share of Total						
Day Visitor		£Bn	2.179	2.286	2.512	2.561	2.567	2.638	1.438	1.716	1.994	2.028	2.127	2.070						
All Visitor Types		£Bn	2.576	2.689	2.932	2.984	3.009	3.097	1.609	2.042	2.449	2.455	2.572	2.531						
Share of Total		%	84.6%	85.0%	85.7%	85.8%	85.3%	85.2%	89.4%	84.1%	81.4%	82.6%	82.7%	81.8%						
Annual Change in Share		%		0.5%	0.8%	0.2%	-0.6%	-0.2%	4.9%	-5.9%	-3.1%	1.5%	0.1%	-1.1%						
Change in Share from 2014		%		0.5%	1.3%	1.5%	0.9%	0.7%	5.7%	-0.6%	-3.7%	-2.3%	-2.2%	-3.3%						
Avg Ann. Change in Share		%		0.5%	0.7%	0.5%	0.2%	0.1%	0.9%	-0.1%	-0.5%	-0.3%	-0.2%	-0.3%						

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