



STEAM FINAL TREND REPORT FOR 2006-2015

Final

HEREFORDSHIRE COUNTY

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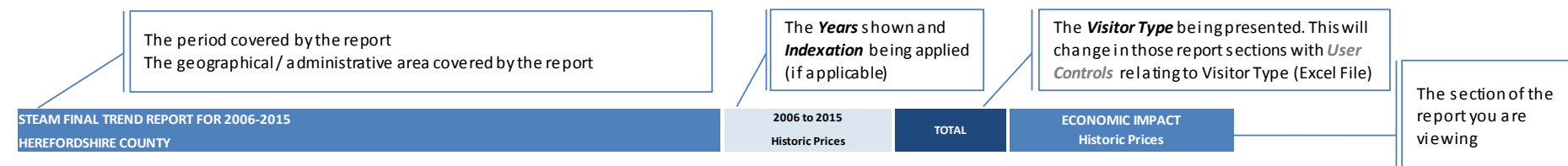
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KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report Section Design and Features

Headers

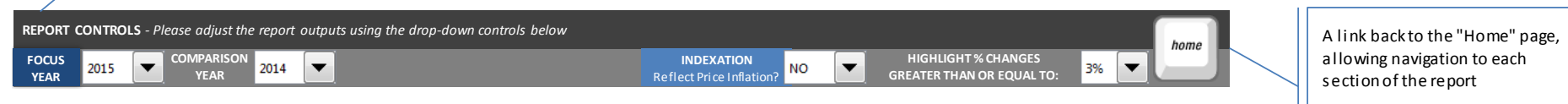
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

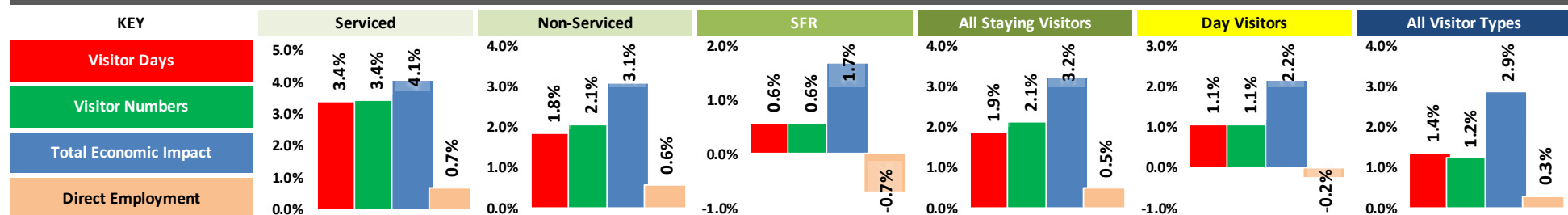
Comparing 2015 and 2014
All £'s Historic Prices

COMPARATIVE HEADLINES

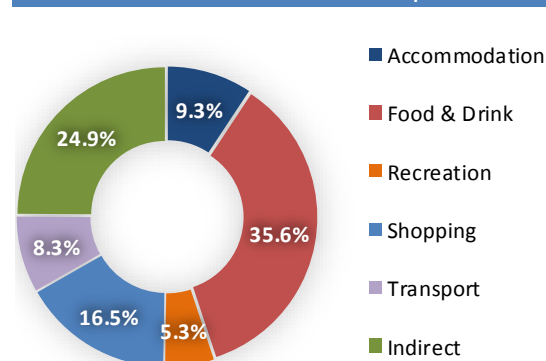
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - IN HISTORIC PRICES

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		2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %
Visitor Days	M	0.630	0.610	3.4%	1.333	1.309	1.8%	0.688	0.684	0.6%	2.652	2.603	1.9%	4.212	4.168	1.1%
Visitor Numbers	M	0.357	0.345	3.4%	0.183	0.180	2.1%	0.289	0.287	0.6%	0.829	0.812	2.1%	4.212	4.168	1.1%
Direct Expenditure	£M															
Economic Impact	£M	99.42	95.52	4.1%	162.72	157.86	3.1%	39.11	38.46	1.7%	301.25	291.84	3.2%	141.56	138.55	2.2%
Direct Employment	FTEs	1,797	1,785	0.7%	1,846	1,835	0.6%	386	389	-0.7%	4,029	4,009	0.5%	1,433	1,437	-0.2%
Total Employment	FTEs															

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2014 - IN HISTORIC PRICES

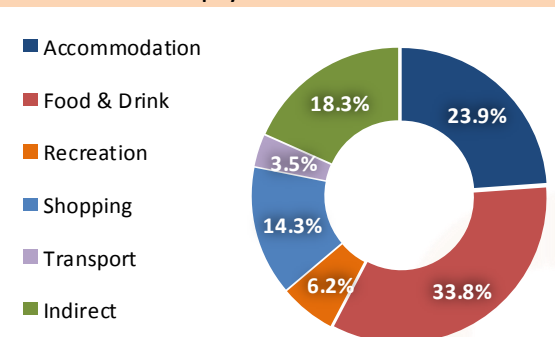


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2015	2014	+/- %
Accommodation	41.14	39.81	3.3%
Food & Drink	157.69	153.57	2.7%
Recreation	23.67	22.97	3.1%
Shopping	73.09	70.92	3.1%
Transport	36.93	35.90	2.9%
TOTAL DIRECT	332.53	323.17	2.9%
Indirect	110.28	107.22	2.9%
TOTAL	442.81	430.39	2.9%

Sectoral Distribution of Employment - FTEs

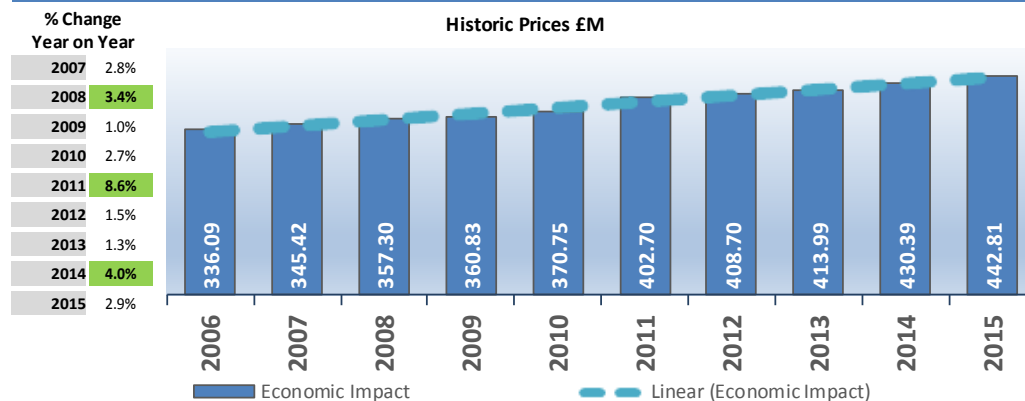


Unindexed Key Measures by Year and Visitor Type for the Period 2006 to 2015

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

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

Economic Impact - Historic Prices - Total

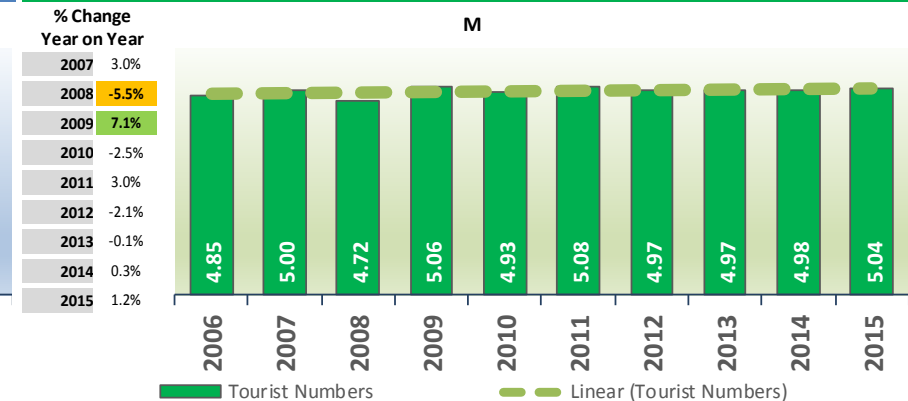


2006 to 2015
Historic Prices

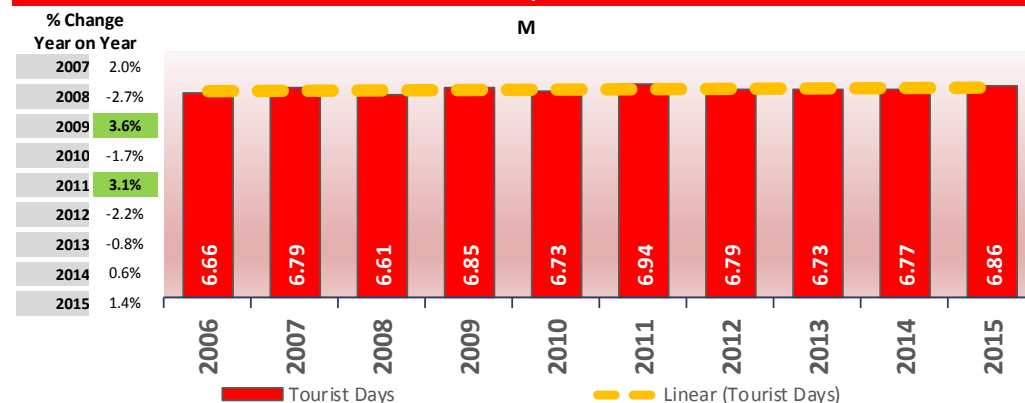
TOTAL

KEY MEASURES
Historic Prices

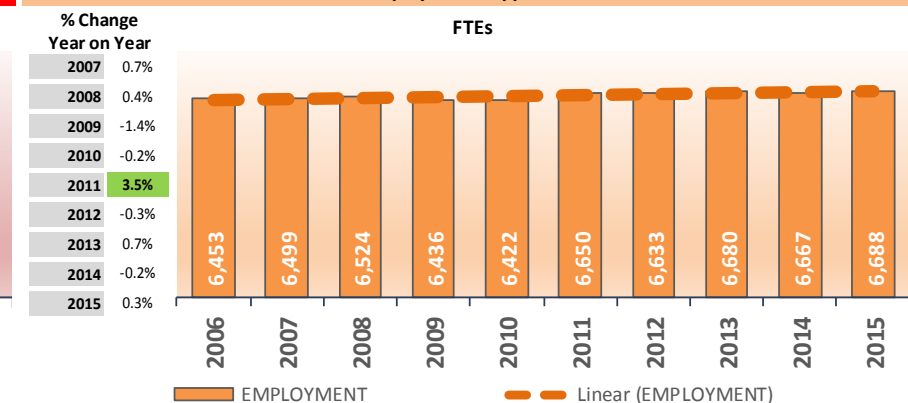
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

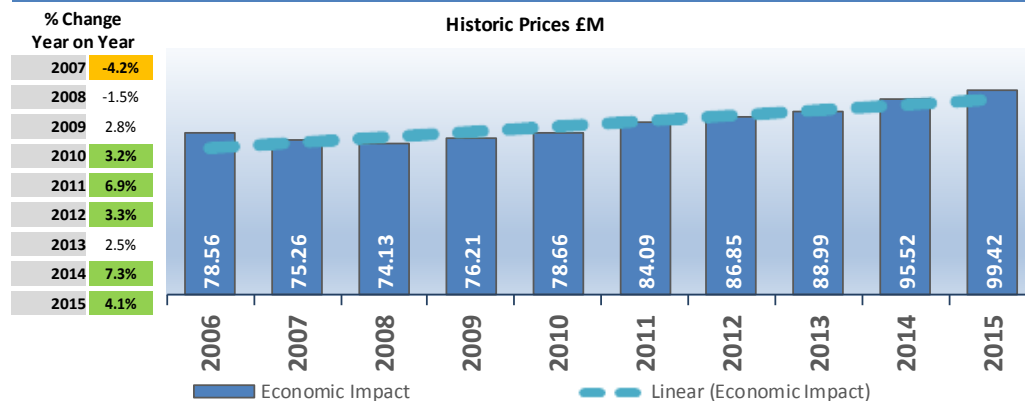


% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		2.8%	6.3%	7.4%	10.3%	19.8%	21.6%	23.2%	28.1%	31.8%
Visitor Numbers		3.0%	-2.7%	4.2%	1.6%	4.6%	2.4%	2.3%	2.6%	3.9%
Visitor Days		2.0%	-0.8%	2.8%	1.0%	4.1%	1.9%	1.1%	1.7%	3.1%
Total Employment		0.7%	1.1%	-0.3%	-0.5%	3.1%	2.8%	3.5%	3.3%	3.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

Economic Impact - Historic Prices - Serviced Accommodation

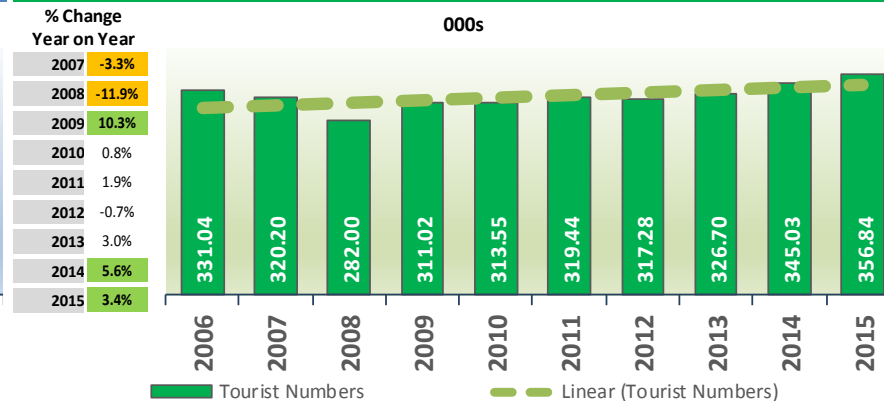


2006 to 2015
Historic Prices

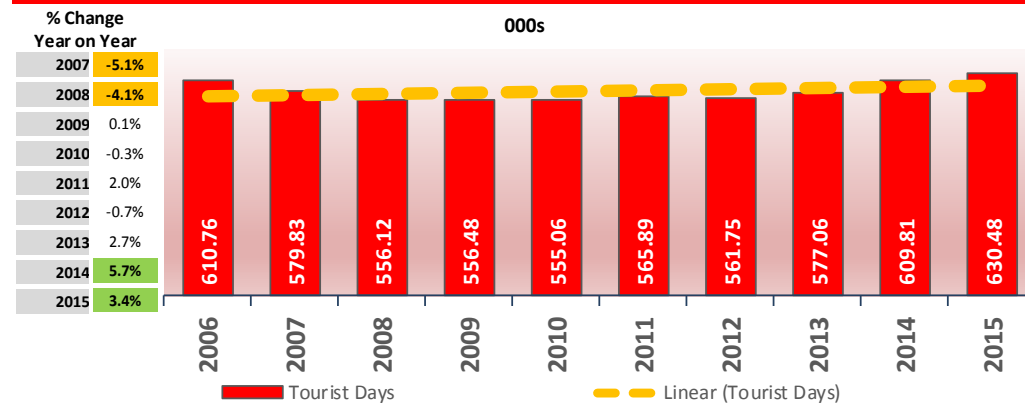
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

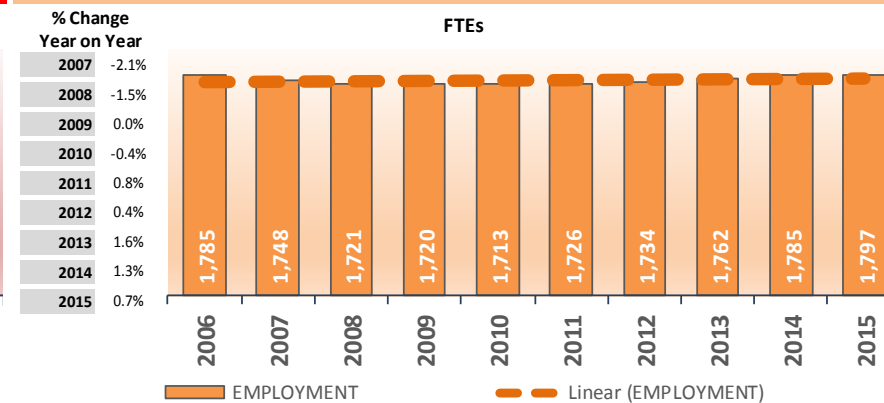
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		-4.2%	-5.6%	-3.0%	0.1%	7.0%	10.6%	13.3%	21.6%	26.6%
Visitor Numbers		-3.3%	-14.8%	-6.0%	-5.3%	-3.5%	-4.2%	-1.3%	4.2%	7.8%
Visitor Days		-5.1%	-8.9%	-8.9%	-9.1%	-7.3%	-8.0%	-5.5%	-0.2%	3.2%
Direct Employment		-2.1%	-3.6%	-3.6%	-4.0%	-3.3%	-2.8%	-1.3%	0.0%	0.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
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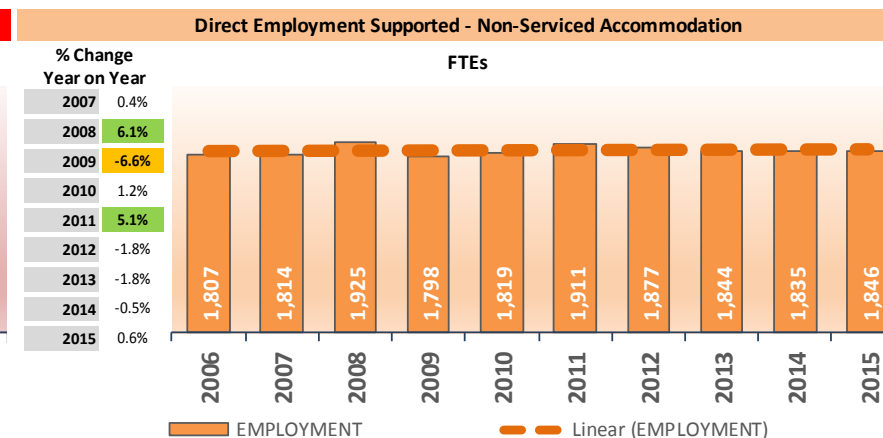
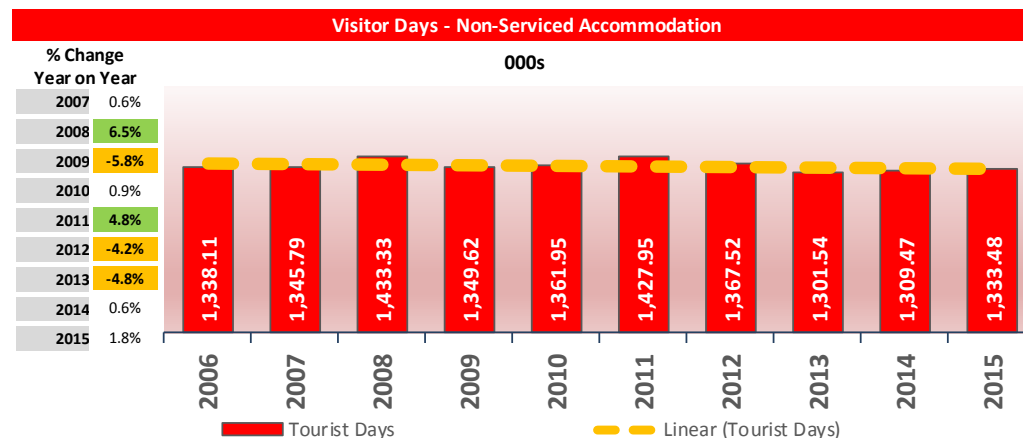
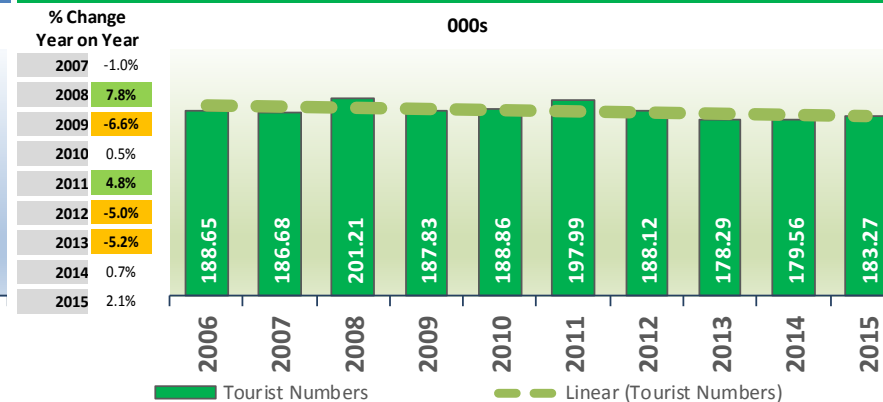
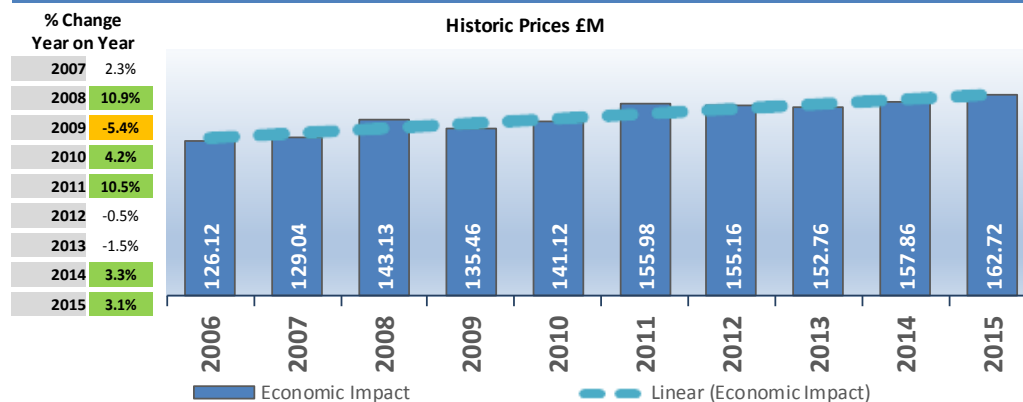
2006 to 2015
Historic Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation

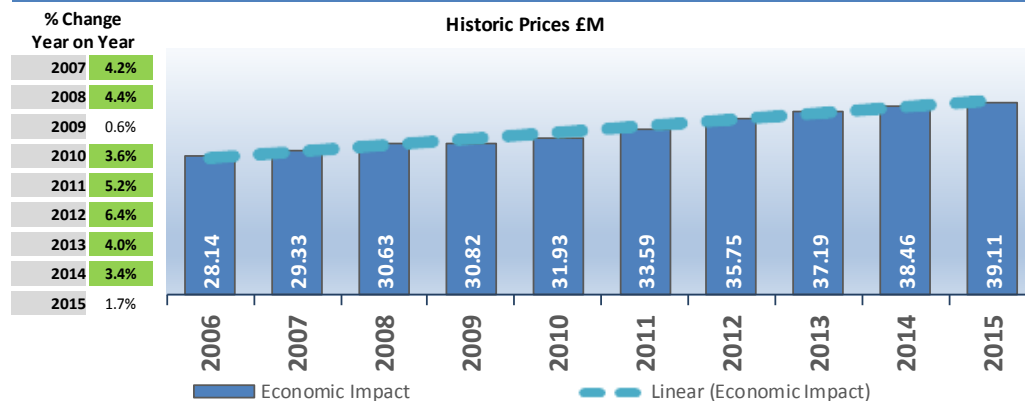


% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		2.3%	13.5%	7.4%	11.9%	23.7%	23.0%	21.1%	25.2%	29.0%
Visitor Numbers		-1.0%	6.7%	-0.4%	0.1%	5.0%	-0.3%	-5.5%	-4.8%	-2.9%
Visitor Days		0.6%	7.1%	0.9%	1.8%	6.7%	2.2%	-2.7%	-2.1%	-0.3%
Direct Employment		0.4%	6.5%	-0.5%	0.7%	5.8%	3.9%	2.1%	1.6%	2.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

Economic Impact - Historic Prices - SFR

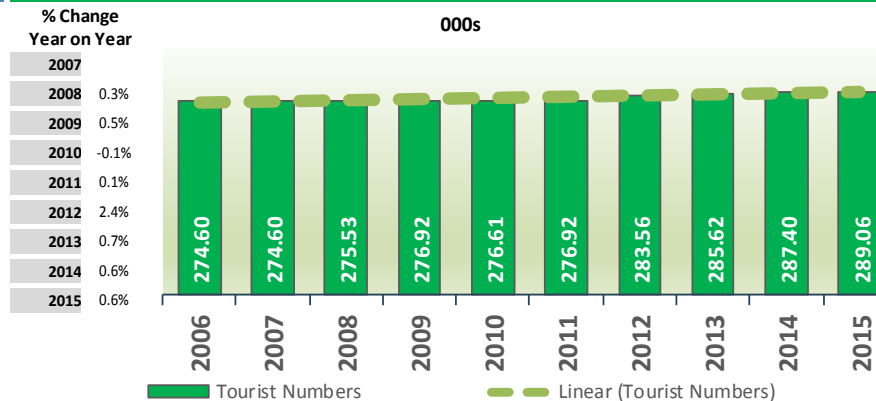


2006 to 2015
Historic Prices

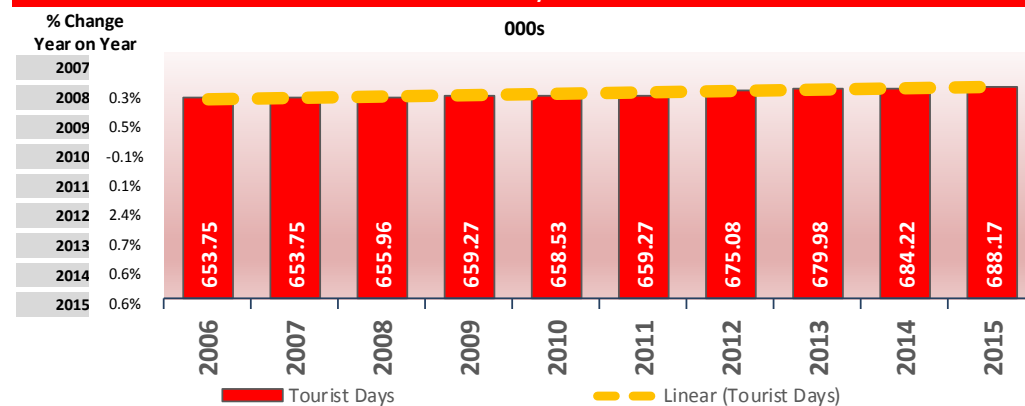
SFR

KEY MEASURES
Historic Prices

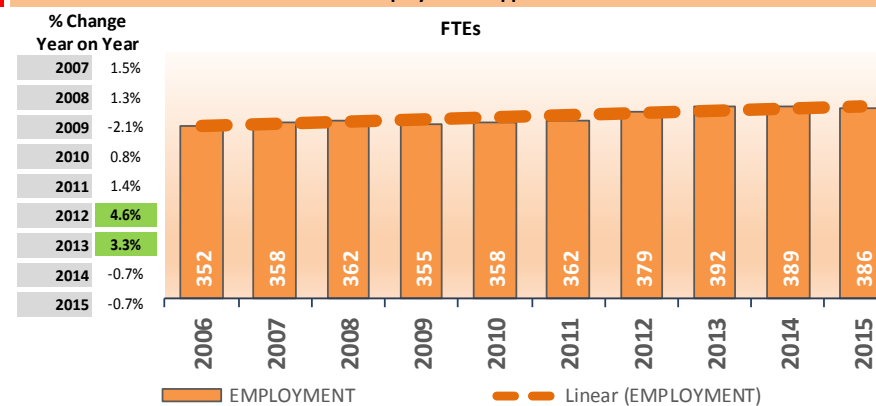
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

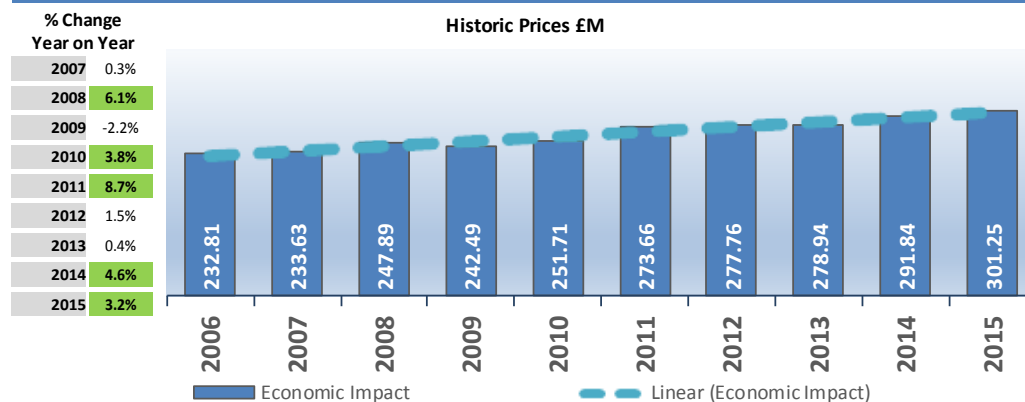


% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		4.2%	8.8%	9.5%	13.5%	19.4%	27.1%	32.2%	36.7%	39.0%
Visitor Numbers			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%
Visitor Days			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%
Direct Employment		1.5%	2.8%	0.6%	1.4%	2.8%	7.6%	11.1%	10.3%	9.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
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Economic Impact - Historic Prices - Staying Visitor

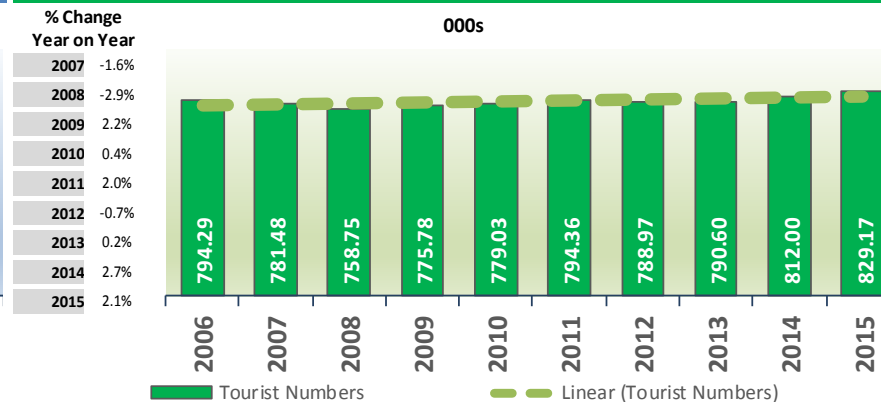


2006 to 2015
Historic Prices

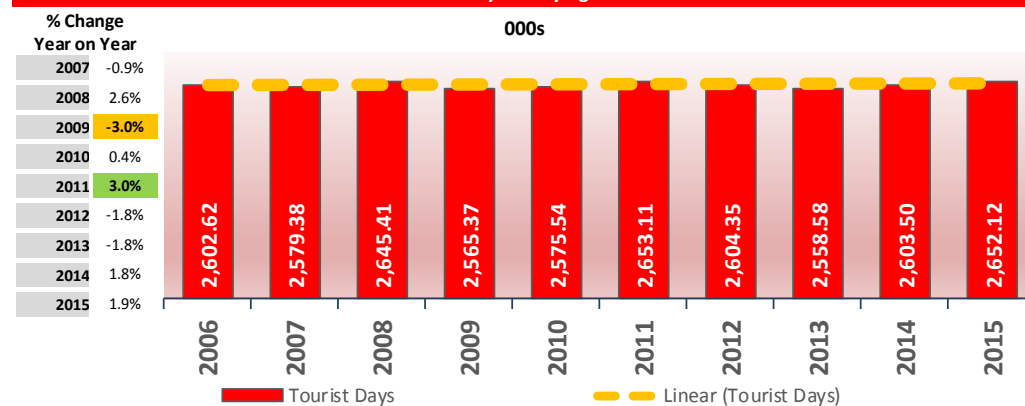
STAYING VISITOR

KEY MEASURES
Historic Prices

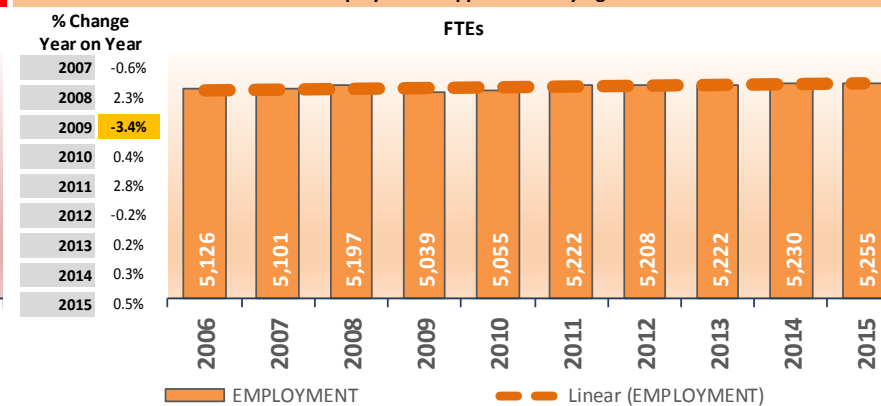
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		0.3%	6.5%	4.2%	8.1%	17.5%	19.3%	19.8%	25.4%	29.4%
Visitor Numbers		-1.6%	-4.5%	-2.3%	-1.9%	0.0%	-0.7%	-0.5%	2.2%	4.4%
Visitor Days		-0.9%	1.6%	-1.4%	-1.0%	1.9%	0.1%	-1.7%	0.0%	1.9%
Direct Employment		-0.5%	1.4%	-1.7%	-1.4%	1.9%	1.6%	1.9%	2.0%	2.5%

"Linear" = Linear Trendline

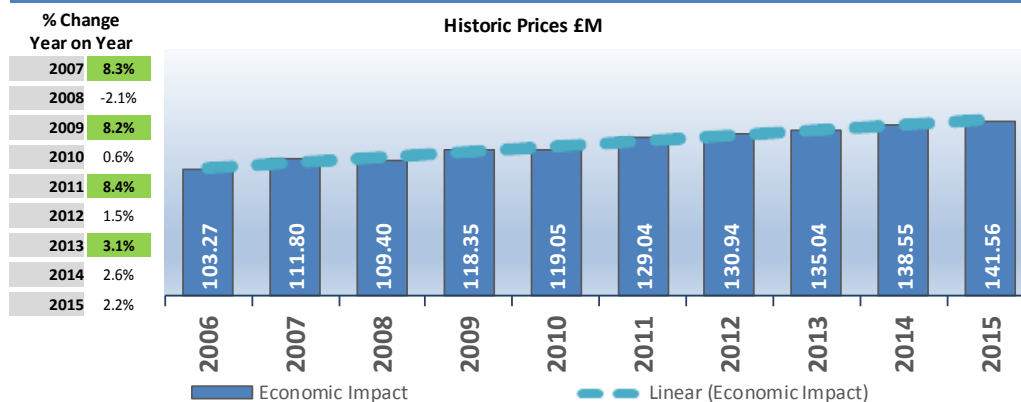
STEAM FINAL TREND REPORT FOR 2006-2015
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2006 to 2015
Historic Prices

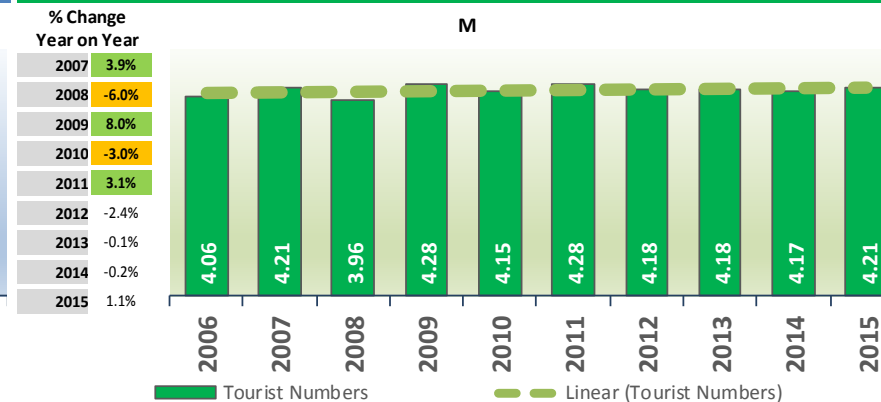
DAY VISITOR

KEY MEASURES
Historic Prices

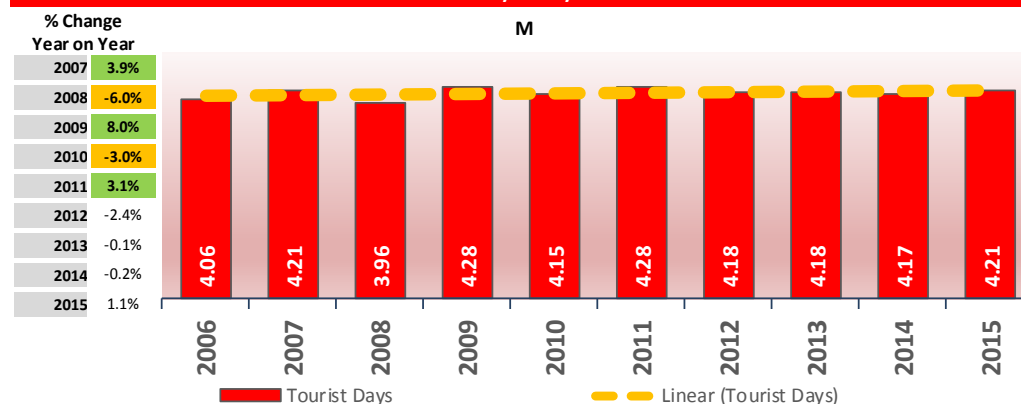
Economic Impact - Historic Prices - Day Visitor



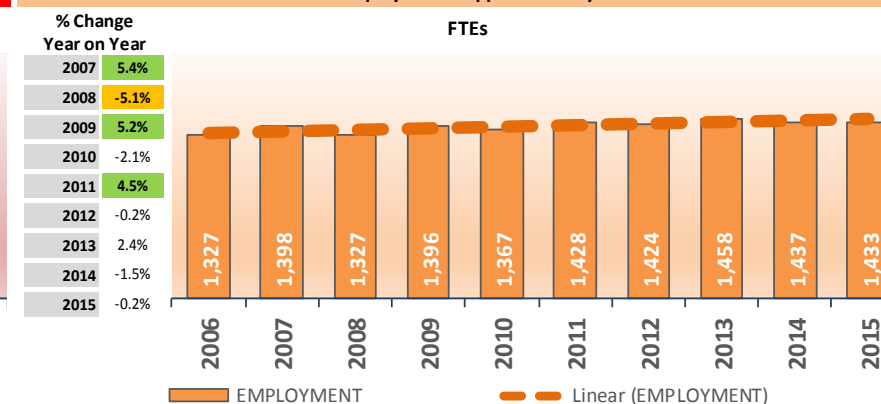
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		8.3%	5.9%	14.6%	15.3%	24.9%	26.8%	30.8%	34.2%	37.1%
Visitor Numbers		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Visitor Days		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Direct Employment		5.4%	0.0%	5.3%	3.0%	7.6%	7.4%	9.9%	8.3%	8.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2006 to 2015

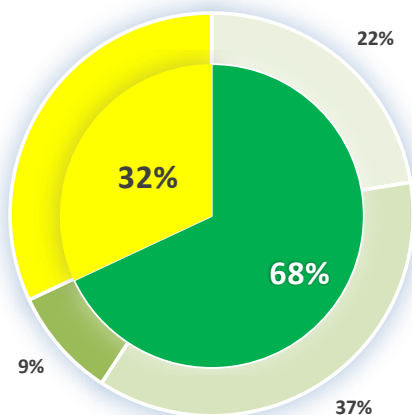
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2006-2015
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Economic Impact - Historic Prices - £M - Share of Total

TOTAL
£442.81m

	£M
Serviced	99.42
Non-Serviced	162.72
SFR	39.11
Staying Visitor	301.25
Day Visitor	141.56
Total	442.81



2015
Historic Prices

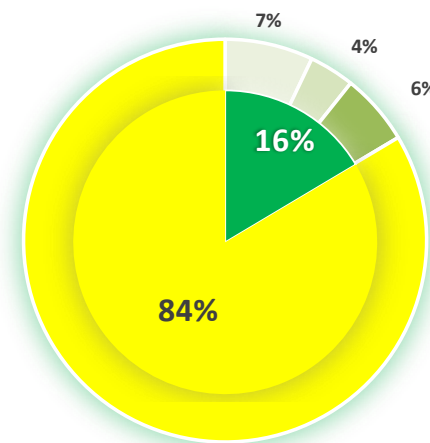
TOTAL

DISTRIBUTION BY VISITOR TYPE
Historic Prices

Visitor Numbers - 2015 - M - Share of Total

TOTAL
5.04m

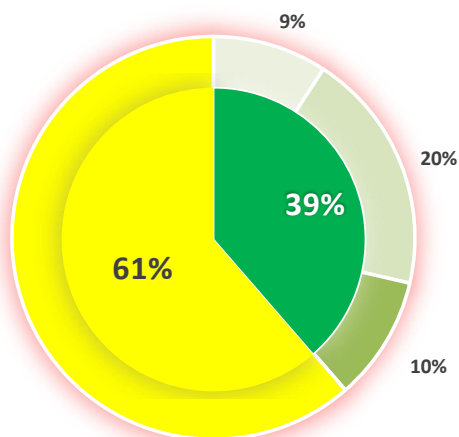
	M
Serviced	0.36
Non-Serviced	0.18
SFR	0.29
Staying Visitor	0.83
Day Visitor	4.21
Total	5.04



Visitor Days - 2015 - M - Share of Total

TOTAL
6.86m

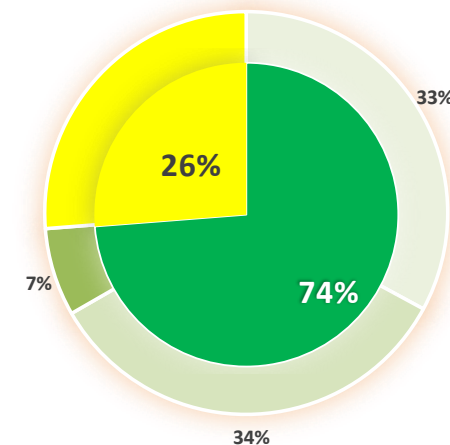
	M
Serviced	0.63
Non-Serviced	1.33
SFR	0.69
Staying Visitor	2.65
Day Visitor	4.21
Total	6.86



Direct Employment Supported - 2015 - FTEs - Share of Total

TOTAL
5,462 Direct FTEs
6,688 Total FTEs

	FTEs
Serviced	1,797
Non-Serviced	1,846
SFR	386
Staying Visitor	4,029
Day Visitor	1,433
Total	5,462



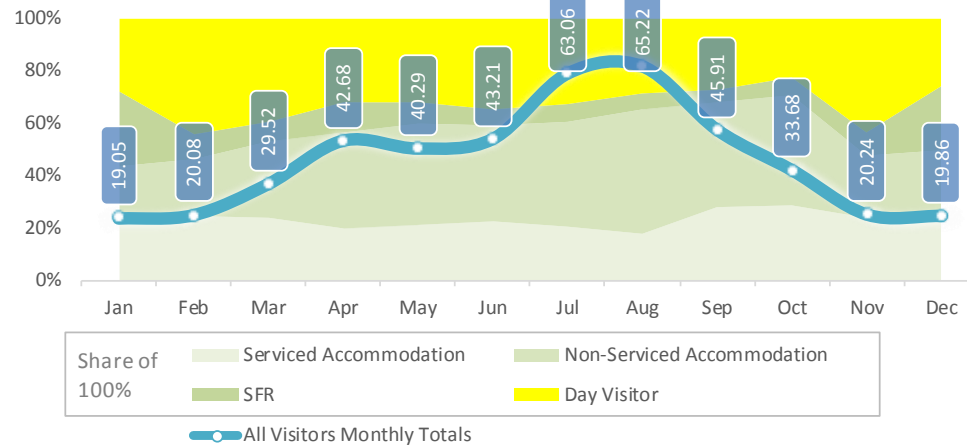
STEAM FINAL TREND REPORT FOR 2006-2015
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2015
Historic Prices

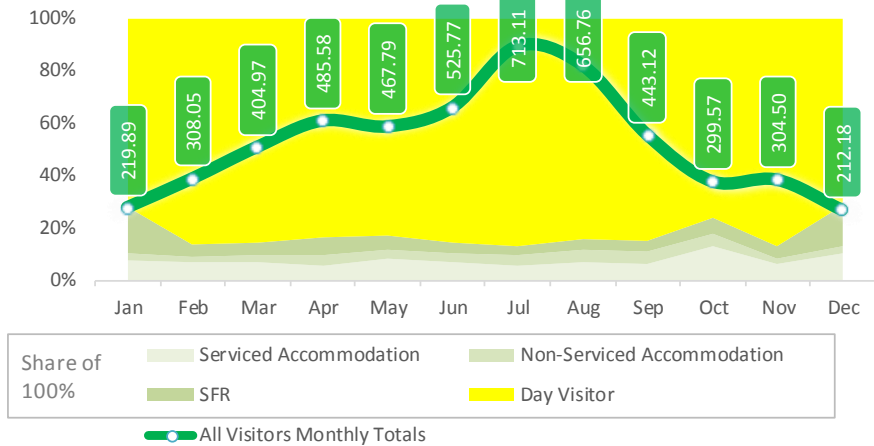
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

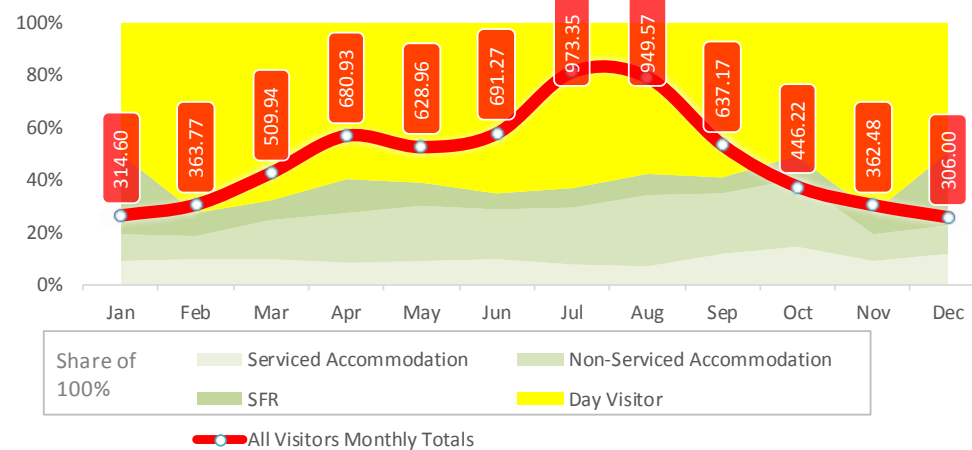
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



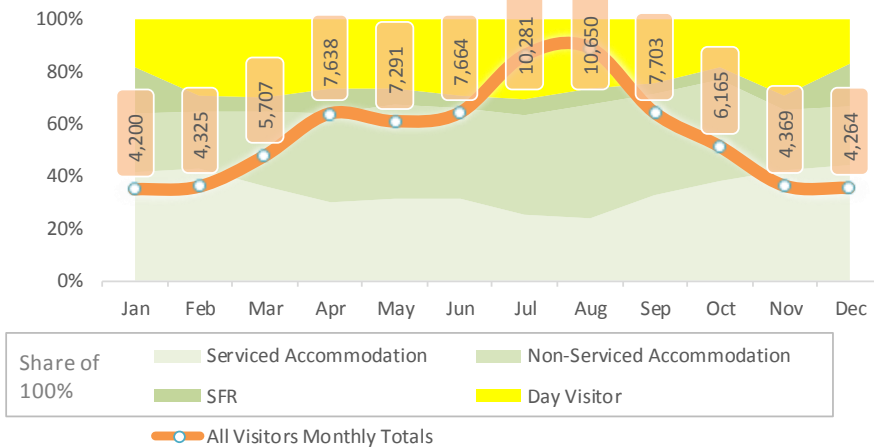
Visitor Numbers - 2015 - 000s - Distribution of Impact by Month



Visitor Days - 2015 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2015 - FTEs - Distribution of Impact by Month



STEAM FINAL TREND REPORT FOR 2006-2015
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2006 to 2015
Historic Prices

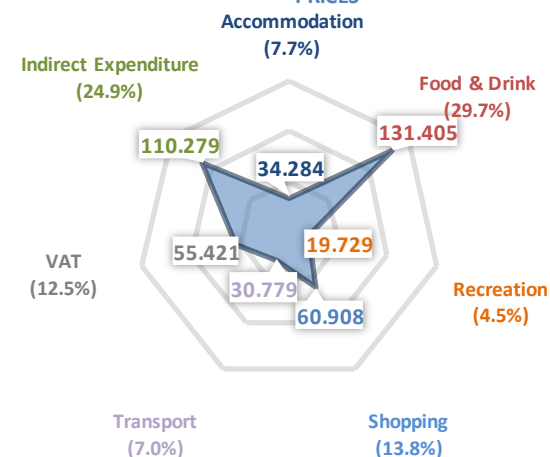
TOTAL

SECTORAL ANALYSIS
Historic Prices

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

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Accommodation	£M	28.87	27.43	27.64	28.22	29.66	31.40	32.24	31.60	33.18	34.28
Food & Drink	£M	99.66	104.55	106.51	109.70	111.80	118.81	120.59	123.51	127.97	131.40
Recreation	£M	15.35	15.67	16.58	16.36	16.83	17.93	18.15	18.37	19.14	19.73
Shopping	£M	47.21	48.53	51.60	50.50	52.14	55.54	56.20	56.66	59.10	60.91
Transport	£M	23.59	24.58	25.80	25.66	26.41	28.12	28.46	28.79	29.92	30.78
Direct Revenue	£M	214.70	220.75	228.13	230.44	236.85	251.80	255.63	258.93	269.31	277.11
VAT	£M	37.57	38.63	39.92	40.33	41.45	50.36	51.13	51.79	53.86	55.42
Direct Expenditure	£M	252.27	259.38	268.05	270.76	278.29	302.16	306.76	310.71	323.17	332.53
Indirect Expenditure	£M	83.81	86.04	89.25	90.07	92.46	100.54	101.94	103.27	107.22	110.28
TOTAL	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81

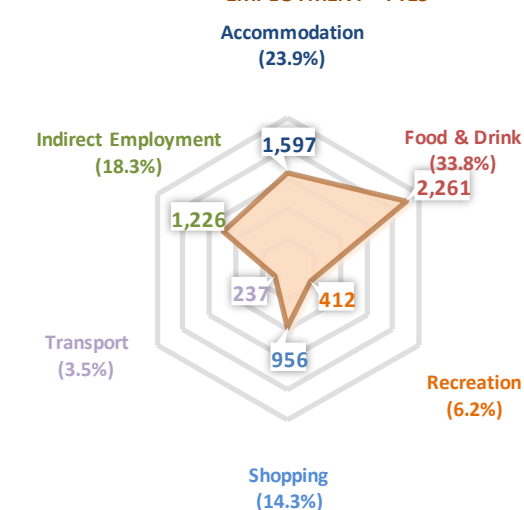
2015 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Accommodation	FTEs	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,597
Food & Drink	FTEs	2,131	2,176	2,150	2,154	2,136	2,234	2,230	2,267	2,255	2,261
Recreation	FTEs	398	396	406	390	390	409	407	409	409	412
Shopping	FTEs	920	921	950	904	908	952	947	948	950	956
Transport	FTEs	225	229	233	225	225	236	235	236	236	237
Direct Employment	FTEs	5,270	5,317	5,335	5,269	5,256	5,428	5,415	5,456	5,446	5,462
Indirect Employment	FTEs	1,182	1,182	1,189	1,167	1,166	1,222	1,218	1,224	1,221	1,226
TOTAL	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688

2015 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



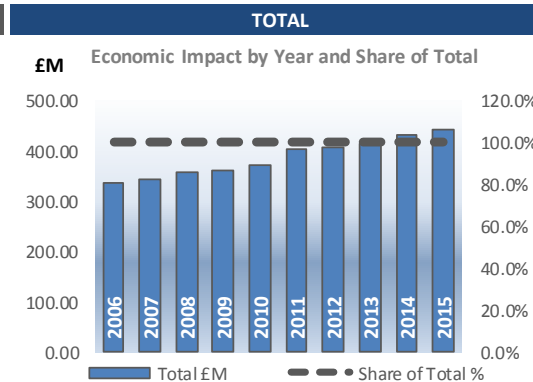
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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2006 to 2015

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

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 Historic Prices			TOTAL	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2006 to 2015		20.0%	30.3%	44.2%	33.8%	28.2%	30.1%	49.0%	33.0%	22.7%	21.7%	35.0%	21.7%		31.8%	32.6%	30.7%	35.2%	25.1%	
% Change 2014 to 2015		3.6%	3.0%	2.1%	1.7%	2.5%	3.7%	3.2%	3.0%	3.2%	3.3%	1.6%	3.3%		2.9%	2.8%	2.6%	3.1%	2.8%	
Average Annual Change		2.2%	3.4%	4.9%	3.8%	3.1%	3.3%	5.4%	3.7%	2.5%	2.4%	3.9%	2.4%		3.5%	3.6%	3.4%	3.9%	2.8%	
2006	£M	15.87	15.41	20.48	31.90	31.42	33.22	42.33	49.05	37.41	27.67	14.99	16.32		336.09	2.8%	51.76	96.54	128.80	58.98
2007	£M	16.49	16.29	24.97	32.14	33.78	33.52	38.89	48.63	40.97	26.88	15.45	17.42	345.42	57.75		99.44	128.49	59.74	
2008	£M	16.41	17.60	29.41	28.76	38.73	34.87	45.28	49.88	37.05	27.75	14.47	17.09	357.30	3.4%		63.42	102.36	132.21	59.31
2009	£M	15.25	15.78	25.79	33.07	36.23	33.01	46.75	51.05	42.85	29.52	15.14	16.38	360.83	1.0%		56.82	102.32	140.65	61.04
2010	£M	14.95	14.93	25.47	35.08	37.59	40.68	46.62	52.02	41.36	30.86	16.21	14.98	370.75	2.7%		55.35	113.35	140.00	62.06
2011	£M	16.95	18.83	26.56	41.01	36.61	40.88	57.67	56.61	42.10	30.59	17.87	17.03	402.70	8.6%		62.34	118.50	156.37	65.49
2012	£M	17.14	18.16	27.35	41.32	37.11	41.07	58.03	58.25	42.81	30.94	18.57	17.93	408.70	1.5%		62.66	119.50	159.09	67.45
2013	£M	17.76	19.09	27.79	40.37	38.27	40.86	58.71	60.24	42.21	30.87	19.35	18.46	413.99	1.3%		64.64	119.50	161.16	68.68
2014	£M	18.39	19.50	28.92	41.94	39.33	41.66	61.09	63.31	44.50	32.61	19.91	19.23	430.39	4.0%		66.81	122.93	168.90	71.75
2015	£M	19.05	20.08	29.52	42.68	40.29	43.21	63.06	65.22	45.91	33.68	20.24	19.86	442.81	2.9%		68.66	126.18	174.19	73.78

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39
Share of Total	%	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 2006	%									
Avg Ann. Change in Share	%									



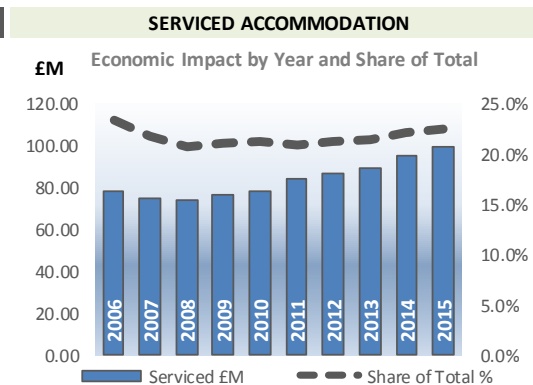
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STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2006 to 2015		52.0%	47.8%	78.8%	36.9%	14.1%	26.6%	29.8%	3.3%	13.8%	30.6%	25.1%	33.8%		26.6%	61.2%	25.3%	15.0%	30.1%	
% Change 2014 to 2015		9.5%	5.1%	0.6%	-1.3%	2.6%	8.9%	6.4%	4.2%	4.2%	4.4%	-1.3%	5.6%		4.1%	4.1%	3.5%	5.0%	3.3%	
Average Annual Change		5.8%	5.3%	8.8%	4.1%	1.6%	3.0%	3.3%	0.4%	1.5%	3.4%	2.8%	3.8%		3.0%	6.8%	2.8%	1.7%	3.3%	
2006	£M	2.631	3.366	3.946	6.250	7.349	7.758	9.839	11.21	11.11	7.339	3.819	3.946	78.56	-4.2%	9.943	21.36	32.15	15.10	
2007	£M	3.682	4.403	6.008	5.973	7.309	6.475	7.884	8.803	9.600	5.659	4.863	4.600	75.26		14.09	19.76	26.29	15.12	
2008	£M	3.701	5.000	5.592	5.455	7.321	6.608	9.481	8.483	8.577	5.839	4.285	3.793	74.13		-1.5%	14.29	19.38	26.54	13.92
2009	£M	2.371	3.633	4.533	5.965	7.185	6.062	10.24	8.789	13.33	6.214	4.580	3.300	76.21		2.8%	10.54	19.21	32.36	14.09
2010	£M	2.975	3.367	5.900	6.340	6.910	8.425	10.39	9.334	10.93	6.388	3.949	3.751	78.66	3.2%	12.24	21.68	30.65	14.09	
2011	£M	3.227	4.156	6.001	7.359	6.772	8.582	11.11	9.654	11.29	7.936	3.918	4.082	84.09	6.9%	13.39	22.71	32.06	15.94	
2012	£M	3.145	4.011	6.238	7.317	7.192	8.661	11.31	10.24	11.96	8.249	4.165	4.360	86.85	3.3%	13.39	23.17	33.51	16.77	
2013	£M	3.278	4.453	6.469	8.189	7.721	8.873	11.16	10.35	11.10	8.355	4.486	4.562	88.99	2.5%	14.20	24.78	32.60	17.40	
2014	£M	3.652	4.733	7.010	8.670	8.170	9.019	12.01	11.10	12.13	9.180	4.841	5.002	95.52	7.3%	15.39	25.86	35.24	19.02	
2015	£M	3.999	4.974	7.055	8.553	8.386	9.819	12.77	11.57	12.64	9.588	4.776	5.280	99.42	4.1%	16.03	26.76	36.99	19.64	

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced	£M	78.56	75.26	74.13	76.21	78.66	84.09	86.85	88.99	95.52
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	413.99	430.39	442.81
Share of Total	%	23.4%	21.8%	20.7%	21.1%	21.2%	20.9%	21.3%	21.5%	22.2%
Annual Change in Share	%		-6.8%	-4.8%	1.8%	0.5%	-1.6%	1.8%	1.2%	3.2%
Change in Share from 2006	%		-6.8%	-11.2%	-9.6%	-9.2%	-10.7%	-9.1%	-8.0%	-5.1%
Avg Ann. Change in Share	%		-6.8%	-5.6%	-3.2%	-2.3%	-2.1%	-1.5%	-1.1%	-0.4%

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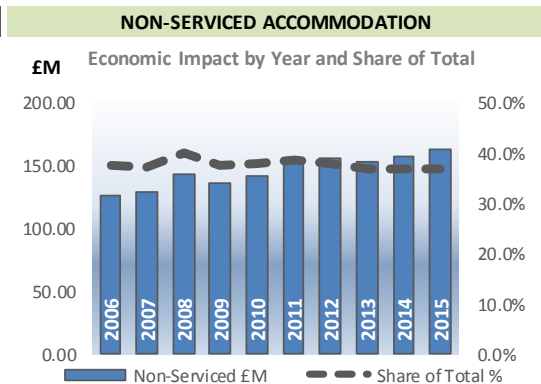


STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	NON-SERVICED ACCOMMODATION																		
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4		
% Change 2006 to 2015	-4.3%	-13.1%	5.7%	25.3%	33.6%	13.7%	39.8%	58.2%	34.5%	31.4%	13.2%	18.1%	29.0%	Annual Change	-2.2%	23.6%	45.4%	24.6%	
% Change 2014 to 2015	2.8%	2.7%	3.3%	3.2%	2.8%	2.5%	2.8%	3.3%	3.3%	3.4%	3.7%	3.8%	3.1%		3.0%	2.8%	3.1%	3.5%	
Average Annual Change	-0.5%	-1.5%	0.6%	2.8%	3.7%	1.5%	4.4%	6.5%	3.8%	3.5%	1.5%	2.0%	3.2%		-0.2%	2.6%	5.0%	2.7%	
2006	£M	4.452	5.013	8.214	12.34	11.76	13.88	18.23	19.50	13.70	10.84	4.315	3.877		126.12	17.68	37.98	51.42	19.03
2007	£M	3.476	4.129	8.329	11.32	12.91	14.97	17.81	21.51	16.84	10.51	3.639	3.602	129.04	2.3%	15.93	39.20	56.15	17.75
2008	£M	3.371	4.384	12.36	12.06	17.71	16.60	20.22	22.26	15.78	11.44	3.215	3.732	143.13	10.9%	20.11	46.37	58.26	18.39
2009	£M	3.838	4.065	9.338	13.05	14.06	14.27	20.48	21.83	15.71	11.37	3.551	3.892	135.46	-5.4%	17.24	41.38	58.02	18.82
2010	£M	3.989	4.450	8.282	13.81	15.75	17.28	18.74	23.09	16.50	11.96	3.716	3.554	141.12	4.2%	16.72	46.84	58.33	19.23
2011	£M	4.021	4.738	7.822	16.99	15.35	16.32	24.47	27.24	17.29	13.64	4.157	3.951	155.98	10.5%	16.58	48.66	69.00	21.74
2012	£M	3.907	3.998	8.160	16.96	15.07	16.18	24.11	27.49	17.13	13.54	4.387	4.228	155.16	-0.5%	16.07	48.20	68.73	22.16
2013	£M	4.017	4.148	7.998	14.58	15.17	15.29	24.20	28.51	17.00	13.12	4.509	4.213	152.76	-1.5%	16.16	45.05	69.71	21.84
2014	£M	4.145	4.242	8.402	14.98	15.30	15.40	24.79	29.87	17.83	13.78	4.713	4.410	157.86	3.3%	16.79	45.67	72.49	22.90
2015	£M	4.261	4.357	8.680	15.46	15.72	15.78	25.49	30.85	18.42	14.24	4.886	4.579	162.72	3.1%	17.30	46.95	74.76	23.71

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	£M	126.12	129.04	143.13	135.46	141.12	155.98	155.16	152.76	157.86
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39
Share of Total	%	37.5%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%
Annual Change in Share	%		-0.4%	7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%
Change in Share from 2006	%		-0.4%	6.8%	0.0%	1.4%	3.2%	1.2%	-1.7%	-2.3%
Avg Ann. Change in Share	%		-0.4%	3.4%	0.0%	0.4%	0.6%	0.2%	-0.2%	-0.2%

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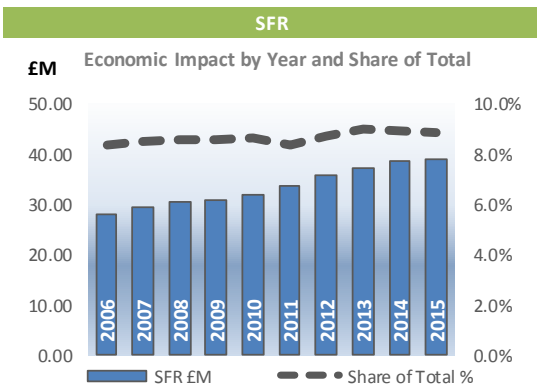


STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			SFR																	
An increase of 3% or more			ECONOMIC IMPACT £M - IN HISTORIC 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 2006 to 2015			39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%	39.0%		39.0%	39.0%	39.0%	39.0%	39.0%
% Change 2014 to 2015			1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%		1.7%	1.7%	1.7%	1.7%	1.7%
Average Annual Change			4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%		4.3%	4.3%	4.3%	4.3%	4.3%
2006	£M	3.913	1.315	1.496	3.569	2.296	1.769	2.870	3.038	1.565	1.563	1.218	3.527	28.14	Annual Change	6.724	7.633	7.472	6.309	
2007	£M	4.079	1.371	1.559	3.720	2.393	1.843	2.991	3.167	1.631	1.630	1.270	3.677	29.33		4.2%	7.009	7.957	7.789	6.576
2008	£M	4.259	1.431	1.628	3.884	2.499	1.925	3.123	3.306	1.703	1.701	1.326	3.839	30.63		4.4%	7.318	8.308	8.133	6.866
2009	£M	4.287	1.440	1.639	3.910	2.515	1.937	3.144	3.328	1.714	1.712	1.334	3.864	30.82		0.6%	7.366	8.362	8.186	6.911
2010	£M	4.441	1.492	1.697	4.050	2.605	2.007	3.257	3.447	1.776	1.774	1.382	4.003	31.93		3.6%	7.630	8.662	8.479	7.159
2011	£M	4.672	1.570	1.786	4.261	2.741	2.111	3.426	3.627	1.868	1.866	1.454	4.211	33.59		5.2%	8.027	9.113	8.921	7.532
2012	£M	4.972	1.671	1.901	4.535	2.917	2.247	3.646	3.860	1.988	1.986	1.548	4.482	35.75		6.4%	8.544	9.699	9.495	8.016
2013	£M	5.173	1.738	1.977	4.717	3.035	2.338	3.793	4.015	2.068	2.066	1.610	4.662	37.19		4.0%	8.888	10.09	9.877	8.338
2014	£M	5.349	1.797	2.045	4.878	3.138	2.417	3.923	4.152	2.139	2.137	1.665	4.821	38.46		3.4%	9.191	10.43	10.21	8.623
2015	£M	5.439	1.828	2.079	4.961	3.191	2.458	3.989	4.223	2.175	2.173	1.693	4.903	39.11		1.7%	9.346	10.61	10.39	8.769

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
SFR	£M	28.14	29.33	30.63	30.82	31.93	33.59	35.75	37.19	38.46	39.11
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81
Share of Total	%	8.4%	8.5%	8.6%	8.5%	8.6%	8.3%	8.7%	9.0%	8.9%	8.8%
Annual Change in Share	%		1.4%	0.9%	-0.3%	0.8%	-3.1%	4.9%	2.7%	-0.5%	-1.2%
Change in Share from 2006	%		1.4%	2.4%	2.0%	2.9%	-0.4%	4.5%	7.3%	6.7%	5.5%
Avg Ann. Change in Share	%		1.4%	1.2%	0.7%	0.7%	-0.1%	0.7%	1.0%	0.8%	0.6%

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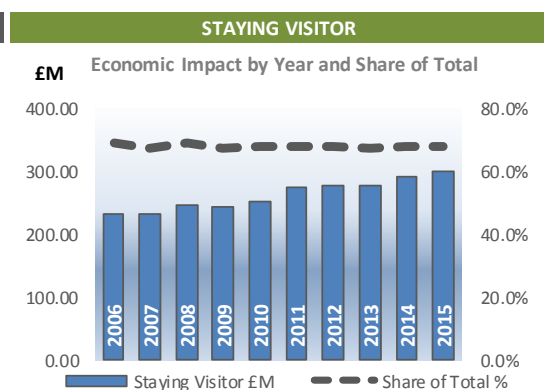
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 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 2006 to 2015		24.6%	15.1%	30.4%	30.8%	27.5%	19.9%	36.6%	38.2%	26.0%	31.7%	21.4%	30.1%	29.4%	Annual Change	24.2%	25.9%	34.1%	28.9%		
% Change 2014 to 2015		4.2%	3.6%	2.0%	1.5%	2.6%	4.6%	3.7%	3.4%	3.5%	3.6%	1.2%	3.7%	3.2%		3.1%	2.9%	3.5%	3.1%		
Average Annual Change		2.7%	1.7%	3.4%	3.4%	3.1%	2.2%	4.1%	4.2%	2.9%	3.5%	2.4%	3.3%	3.3%		2.7%	2.9%	3.8%	3.2%		
2006	£M	11.00	9.694	13.66	22.16	21.41	23.41	30.93	33.74	26.37	19.74	9.352	11.35	232.81		0.3%	34.35	66.97	91.05	40.45	
2007	£M	11.24	9.902	15.90	21.01	22.62	23.29	28.68	33.48	28.07	17.80	9.772	11.88	233.63			37.03	66.91	90.23	39.45	
2008	£M	11.33	10.81	19.58	21.40	27.53	25.14	32.82	34.05	26.06	18.98	8.826	11.36	247.89	6.1%		41.72	74.06	92.93	39.17	
2009	£M	10.50	9.138	15.51	22.92	23.76	22.27	33.86	33.95	30.76	19.30	9.466	11.06	242.49	-2.2%		35.14	68.95	98.56	39.82	
2010	£M	11.40	9.309	15.88	24.20	25.27	27.72	32.38	35.87	29.21	20.12	9.047	11.31	251.71	3.8%		36.59	77.18	97.46	40.47	
2011	£M	11.92	10.46	15.61	28.61	24.86	27.01	39.01	40.52	30.44	23.44	9.529	12.24	273.66	8.7%		37.99	80.48	109.98	45.21	
2012	£M	12.02	9.681	16.30	28.81	25.18	27.09	39.07	41.59	31.07	23.78	10.10	13.07	277.76	1.5%		38.00	81.07	111.74	46.95	
2013	£M	12.47	10.34	16.44	27.49	25.93	26.51	39.15	42.87	30.17	23.54	10.61	13.44	278.94	0.4%		39.25	79.92	112.18	47.59	
2014	£M	13.15	10.77	17.46	28.53	26.60	26.83	40.72	45.12	32.10	25.10	11.22	14.23	291.84	4.6%	41.38	81.97	117.95	50.55		
2015	£M	13.70	11.16	17.81	28.97	27.29	28.06	42.25	46.64	33.24	26.00	11.36	14.76	301.25	3.2%	42.67	84.32	122.13	52.12		

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Staying Visitor £M	232.81	233.63	247.89	242.49	251.71	273.66	277.76	278.94	291.84	301.25
All Visitor Types £M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81
Share of Total %	69.3%	67.6%	69.4%	67.2%	67.9%	68.0%	68.0%	67.4%	67.8%	68.0%
Annual Change in Share %		-2.4%	2.6%	-3.1%	1.0%	0.1%	0.0%	-0.9%	0.6%	0.3%
Change in Share from 2006 %		-2.4%	0.2%	-3.0%	-2.0%	-1.9%	-1.9%	-2.7%	-2.1%	-1.8%
Avg Ann. Change in Share %		-2.4%	0.1%	-1.0%	-0.5%	-0.4%	-0.3%	-0.4%	-0.3%	-0.2%

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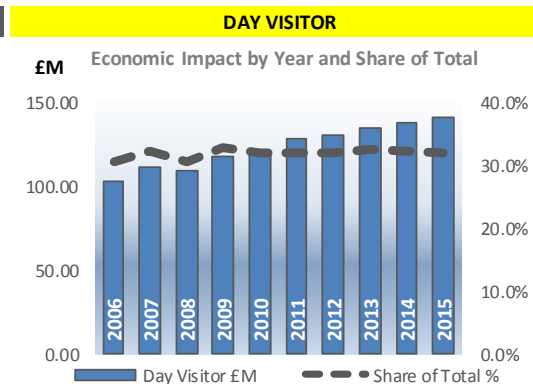
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR												TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2006 to 2015		9.8%	56.0%	71.7%	40.7%	29.8%	54.4%	82.6%	21.3%	14.7%	-3.2%	57.5%	2.6%	37.1%	Annual Change	49.2%	41.6%	37.9%	16.8%		
% Change 2014 to 2015		2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%		2.2%	2.2%	2.2%	2.2%		
Average Annual Change		1.1%	6.2%	8.0%	4.5%	3.3%	6.0%	9.2%	2.4%	1.6%	-0.4%	6.4%	0.3%	4.1%		5.5%	4.6%	4.2%	1.9%		
2006	£M	4.878	5.719	6.819	9.742	10.01	9.813	11.40	15.31	11.04	7.929	5.639	4.971	103.27		17.42	29.57	37.75	18.54		
2007	£M	5.252	6.391	9.072	11.13	11.17	10.23	10.21	15.15	12.91	9.075	5.674	5.539	111.80	8.3%	20.71	32.53	38.26	20.29		
2008	£M	5.080	6.784	9.831	7.366	11.20	9.735	12.46	15.83	10.99	8.763	5.643	5.731	109.40	-2.1%	21.69	28.30	39.27	20.14		
2009	£M	4.757	6.642	10.28	10.15	12.47	10.75	12.89	17.11	12.09	10.22	5.671	5.326	118.35	8.2%	21.68	33.36	42.09	21.22		
2010	£M	3.549	5.618	9.592	10.89	12.32	12.96	14.24	16.14	12.15	10.74	7.165	3.674	119.05	0.6%	18.76	36.17	42.53	21.58		
2011	£M	5.028	8.363	10.95	12.40	11.75	13.87	18.66	16.08	11.65	7.156	8.336	4.786	129.04	8.4%	24.35	38.02	46.39	20.28		
2012	£M	5.119	8.483	11.05	12.52	11.93	13.98	18.96	16.65	11.74	7.168	8.474	4.863	130.94	1.5%	24.65	38.43	47.35	20.51		
2013	£M	5.290	8.749	11.35	12.88	12.35	14.36	19.56	17.37	12.04	7.331	8.746	5.020	135.04	3.1%	25.39	39.58	48.98	21.10		
2014	£M	5.241	8.732	11.46	13.41	12.72	14.83	20.37	18.18	12.40	7.516	8.694	4.992	138.55	2.6%	25.43	40.97	50.95	21.20		
2015	£M	5.355	8.922	11.71	13.71	13.00	15.15	20.81	18.58	12.66	7.679	8.882	5.100	141.56	2.2%	25.99	41.86	52.06	21.66		

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Day Visitor	£M	103.27	111.80	109.40	118.35	119.05	129.04	130.94	135.04	138.55
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39
Share of Total	%	30.7%	32.4%	30.6%	32.8%	32.1%	32.0%	32.6%	32.2%	32.0%
Annual Change in Share	%		5.3%	-5.4%	7.1%	-2.1%	-0.2%	0.0%	1.8%	-1.3%
Change in Share from 2006	%		5.3%	-0.4%	6.7%	4.5%	4.3%	6.2%	4.8%	4.0%
Avg Ann. Change in Share	%		5.3%	-0.2%	2.2%	1.1%	0.9%	0.7%	0.9%	0.4%

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Report Prepared by: Cathy James, Date of Issue: 05/07/16

Visitor Numbers by Month, Year and Visitor Type for the Period 2006 to 2015

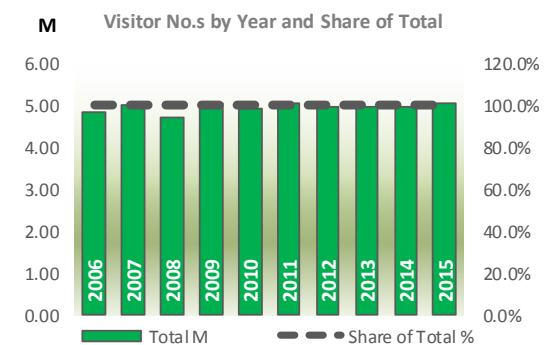
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			TOTAL		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2015		-12.1%	16.5%	28.0%	5.1%	-0.6%	14.0%	32.6%	-5.8%	-12.5%	-20.7%	17.1%	-14.3%	3.9%	Annual Change	12.3%	6.1%	4.1%	-7.8%	
% Change 2014 to 2015		1.5%	1.3%	1.0%	0.9%	1.1%	1.5%	1.3%	1.3%	1.2%	1.4%	0.9%	1.4%	1.2%		1.2%	1.2%	1.3%	1.2%	
Average Annual Change		-1.3%	1.8%	3.1%	0.6%	-0.1%	1.6%	3.6%	-0.6%	-1.4%	-2.3%	1.9%	-1.6%	0.4%		1.4%	0.7%	0.5%	-0.9%	
2006	M	0.250	0.264	0.316	0.462	0.471	0.461	0.538	0.698	0.506	0.378	0.260	0.248	4.852	3.0%	0.831	1.394	1.742	0.885	
2007	M	0.260	0.284	0.399	0.495	0.499	0.456	0.466	0.659	0.558	0.399	0.255	0.264	4.995		0.943	1.451	1.683	0.919	
2008	M	0.242	0.289	0.423	0.339	0.484	0.422	0.532	0.657	0.461	0.370	0.240	0.263	4.721		-5.5%	0.954	1.245	1.650	0.873
2009	M	0.227	0.280	0.426	0.439	0.533	0.454	0.554	0.712	0.507	0.430	0.247	0.246	5.056		7.1%	0.933	1.426	1.773	0.924
2010	M	0.181	0.234	0.390	0.453	0.512	0.531	0.580	0.657	0.489	0.435	0.288	0.182	4.931	-2.5%	0.805	1.495	1.726	0.905	
2011	M	0.224	0.319	0.417	0.491	0.467	0.535	0.709	0.631	0.451	0.305	0.313	0.214	5.077	3.0%	0.960	1.493	1.791	0.832	
2012	M	0.220	0.309	0.407	0.477	0.458	0.520	0.694	0.629	0.439	0.296	0.308	0.212	4.970	-2.1%	0.936	1.456	1.762	0.816	
2013	M	0.221	0.311	0.405	0.475	0.460	0.516	0.694	0.636	0.435	0.293	0.309	0.212	4.966	-0.1%	0.937	1.451	1.764	0.815	
2014	M	0.217	0.304	0.401	0.481	0.463	0.518	0.704	0.649	0.438	0.295	0.302	0.209	4.980	0.3%	0.922	1.462	1.790	0.807	
2015	M	0.220	0.308	0.405	0.486	0.468	0.526	0.713	0.657	0.443	0.300	0.304	0.212	5.041	1.2%	0.933	1.479	1.813	0.816	

VISITOR NUMBERS											TOTAL	
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Total	M	4.852	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	
All Visitor Types	M	4.852	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041	
Share of Total	%	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 2006	%											
Avg Ann. Change in Share	%											

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Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			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 2006 to 2015		23.6%	35.9%	55.8%	-8.0%	5.6%	2.7%	0.6%	3.4%	-21.1%	11.6%	10.2%	45.5%	7.8%	Annual Change	40.0%	0.6%	-5.2%	19.0%
% Change 2014 to 2015		8.8%	4.4%		-2.0%	2.0%	8.2%	5.8%	3.6%	3.6%	3.8%	-2.0%	4.9%	3.4%		3.5%	3.0%	4.4%	2.6%
Average Annual Change		2.6%	4.0%	6.2%	-0.9%	0.6%	0.3%	0.1%	0.4%	-2.3%	1.3%	1.1%	5.1%	0.9%		4.4%	0.1%	-0.6%	2.1%
2006 000s		12.9	15.8	17.4	29.7	36.3	36.1	37.9	41.7	36.1	34.1	17.6	15.3	331.0		46.1	102.1	115.7	67.1
2007 000s		18.9	21.1	26.8	28.6	35.9	29.8	29.9	32.0	30.4	26.2	21.6	19.0	320.2	-3.3%	66.8	94.2	92.3	66.9
2008 000s		15.5	20.7	28.0	23.7	29.8	27.4	27.7	27.7	25.1	20.6	16.7	19.1	282.0	-11.9%	64.3	80.9	80.5	56.4
2009 000s		10.9	17.8	22.1	22.4	39.1	26.7	34.4	37.5	31.6	28.7	23.0	16.8	311.0	10.3%	50.9	88.2	103.5	68.5
2010 000s		13.3	16.2	26.3	22.8	36.7	36.3	33.1	37.8	26.4	28.2	18.5	18.2	313.6	0.8%	55.7	95.7	97.3	64.8
2011 000s		13.8	19.1	24.9	25.6	33.9	35.3	33.9	37.1	26.0	33.9	17.1	18.7	319.4	1.9%	57.8	94.9	97.0	69.7
2012 000s		12.9	17.8	24.9	24.5	34.6	34.3	33.3	37.8	26.5	33.9	17.5	19.2	317.3	-0.7%	55.6	93.5	97.6	70.7
2013 000s		13.4	19.6	25.5	26.8	36.1	34.3	33.9	39.3	25.5	33.9	18.7	19.7	326.7	3.0%	58.4	97.2	98.8	72.3
2014 000s		14.7	20.5	27.2	27.9	37.6	34.3	36.0	41.6	27.5	36.7	19.8	21.3	345.0	5.6%	62.3	99.7	105.1	77.8
2015 000s		16.0	21.4	27.2	27.3	38.3	37.1	38.1	43.1	28.5	38.1	19.4	22.3	356.8	3.4%	64.5	102.7	109.7	79.9

VISITOR NUMBERS										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced	000s	331.0	320.2	282.0	311.0	313.6	319.4	317.3	326.7	345.0
All Visitor Types	M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0
Share of Total	%	6.8%	6.4%	6.0%	6.2%	6.4%	6.3%	6.4%	6.6%	6.9%
Annual Change in Share	%		-6.1%	-6.8%	3.0%	3.4%	-1.0%	1.5%	3.1%	5.3%
Change in Share from 2006	%		-6.1%	-12.5%	-9.8%	-6.8%	-7.8%	-6.4%	-3.6%	1.5%
Avg Ann. Change in Share	%		-6.1%	-6.2%	-3.3%	-1.7%	-1.6%	-1.1%	-0.5%	0.2%

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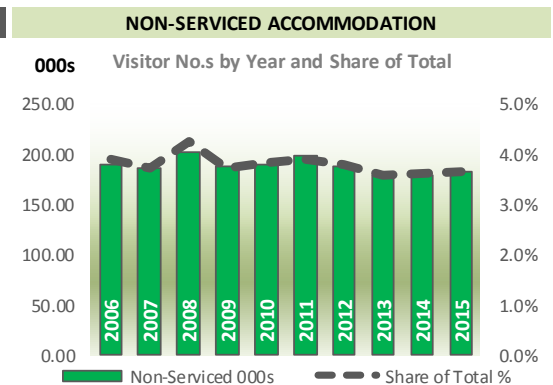
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			NON-SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2015		-32.0%	-37.8%	-16.2%	-3.4%	2.9%	-14.2%	7.9%	19.2%	2.7%	0.5%	-12.4%	-7.8%	-2.9%	Annual Change	-26.7%	-5.4%	10.7%	-4.4%	
% Change 2014 to 2015		2.0%	1.8%	2.7%	2.2%	1.7%	1.4%	1.8%	2.2%	2.2%	2.2%	2.7%	2.7%	2.1%		2.3%	1.8%	2.0%	2.4%	
Average Annual Change		-3.6%	-4.2%	-1.8%	-0.4%	0.3%	-1.6%	0.9%	2.1%	0.3%	0.1%	-1.4%	-0.9%	-0.3%		-3.0%	-0.6%	1.2%	-0.5%	
2006 000s		9.3	9.4	14.7	18.8	16.7	20.1	25.6	27.1	19.6	15.0	7.0	5.3	188.6	-1.0%	33.5	55.5	72.3	27.3	
2007 000s		6.9	7.5	14.3	16.6	18.2	20.9	24.3	29.1	24.2	14.3	5.6	4.8	186.7		28.7	55.7	77.6	24.6	
2008 000s		6.1	7.6	22.5	17.2	24.4	22.5	26.5	28.6	21.4	15.0	4.7	4.8	201.2		7.8%	36.2	64.0	76.5	24.5
2009 000s		7.3	7.0	16.0	18.6	18.8	18.9	26.8	28.2	21.3	14.8	5.2	5.0	187.8		-6.6%	30.3	56.3	76.3	25.0
2010 000s		7.2	7.6	13.1	19.0	20.8	22.6	23.6	28.7	21.5	15.1	5.3	4.4	188.9		0.5%	27.9	62.4	73.8	24.8
2011 000s		6.9	7.7	12.4	22.5	18.7	19.8	29.5	32.5	21.6	16.2	5.6	4.6	198.0		4.8%	27.0	61.0	83.5	26.5
2012 000s		6.1	5.6	12.4	21.5	17.7	18.9	27.9	31.6	20.6	15.3	5.7	4.8	188.1		-5.0%	24.1	58.1	80.1	25.8
2013 000s		6.2	5.8	11.7	17.7	17.2	17.4	27.2	31.0	19.3	14.5	5.8	4.7	178.3		-5.2%	23.6	52.3	77.5	25.0
2014 000s		6.2	5.8	12.0	17.7	16.9	17.0	27.2	31.6	19.7	14.8	5.9	4.8	179.6		0.7%	24.0	51.6	78.4	25.5
2015 000s		6.3	5.9	12.4	18.1	17.2	17.2	27.6	32.3	20.1	15.1	6.1	4.9	183.3		2.1%	24.6	52.5	80.1	26.1

VISITOR NUMBERS										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	000s	188.6	186.7	201.2	187.8	188.9	198.0	188.1	178.3	179.6
All Visitor Types	M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0
Share of Total	%	3.9%	3.7%	4.3%	3.7%	3.8%	3.9%	3.8%	3.6%	3.6%
Annual Change in Share	%		-3.9%	14.0%	-12.8%	3.1%	1.8%	-2.9%	-5.2%	0.4%
Change in Share from 2006	%		-3.9%	9.6%	-4.5%	-1.5%	0.3%	-2.6%	-7.7%	-6.5%
Avg Ann. Change in Share	%		-3.9%	4.8%	-1.5%	-0.4%	0.1%	-0.4%	-1.1%	-0.7%

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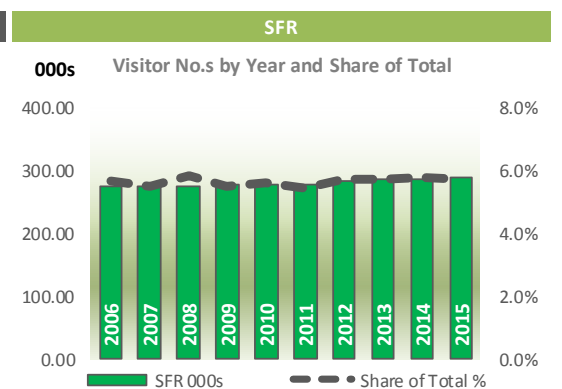
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY										2006 to 2015			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 2006 to 2015		5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	Annual Change	5.3%	5.3%	5.3%	5.3%	
% Change 2014 to 2015		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		0.6%	0.6%	0.6%	0.6%	
Average Annual Change		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		0.6%	0.6%	0.6%	0.6%	
2006		000s	36.4	14.5	16.2	30.7	24.2	19.6	26.7	27.1	16.8	17.0	13.9	31.5	274.6	0.3%	67.1	74.5	70.6	62.4
2007		000s	36.4	14.5	16.2	30.7	24.2	19.6	26.7	27.1	16.8	17.0	13.9	31.5	274.6		67.1	74.5	70.6	62.4
2008		000s	36.5	14.6	16.2	30.8	24.3	19.6	26.8	27.2	16.8	17.0	14.0	31.6	275.5		67.3	74.8	70.8	62.6
2009		000s	36.7	14.7	16.3	31.0	24.5	19.7	26.9	27.4	16.9	17.1	14.1	31.8	276.9		67.6	75.2	71.2	63.0
2010		000s	36.6	14.7	16.3	30.9	24.4	19.7	26.9	27.3	16.9	17.1	14.0	31.7	276.6	-0.1%	67.6	75.1	71.1	62.9
2011		000s	36.7	14.7	16.3	31.0	24.5	19.7	26.9	27.4	16.9	17.1	14.1	31.8	276.9	0.1%	67.6	75.2	71.2	63.0
2012		000s	37.6	15.0	16.7	31.7	25.0	20.2	27.5	28.0	17.3	17.5	14.4	32.5	283.6	2.4%	69.3	77.0	72.9	64.5
2013		000s	37.8	15.1	16.8	31.9	25.2	20.4	27.7	28.2	17.4	17.7	14.5	32.8	285.6	0.7%	69.8	77.5	73.4	64.9
2014		000s	38.1	15.2	16.9	32.1	25.4	20.5	27.9	28.4	17.5	17.8	14.6	33.0	287.4	0.6%	70.2	78.0	73.9	65.3
2015		000s	38.3	15.3	17.0	32.3	25.5	20.6	28.1	28.6	17.6	17.9	14.7	33.2	289.1	0.6%	70.6	78.4	74.3	65.7

VISITOR NUMBERS										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
SFR 000s	274.6	274.6	275.5	276.9	276.6	276.9	283.6	285.6	287.4	289.1
All Visitor Types M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	5.0
Share of Total %	5.7%	5.5%	5.8%	5.5%	5.6%	5.5%	5.7%	5.8%	5.8%	5.7%
Annual Change in Share %		-2.9%	6.2%	-6.2%	2.4%	-2.8%	4.6%	0.8%	0.3%	-0.6%
Change in Share from 2006 %		-2.9%	3.1%	-3.2%	-0.9%	-3.6%	0.8%	1.6%	2.0%	1.3%
Avg Ann. Change in Share %		-2.9%	1.6%	-1.1%	-0.2%	-0.7%	0.1%	0.2%	0.2%	0.1%

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Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			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 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 2006 to 2015		3.4%	7.2%	16.9%	-1.8%	4.9%	-1.1%	4.0%	8.4%	-8.6%	7.4%	4.3%	15.8%	4.4%	Annual Change	8.9%	0.7%	2.1%	9.5%
% Change 2014 to 2015		2.8%	2.7%	0.8%	0.0%	1.5%	4.4%	3.0%	2.3%	2.4%	2.6%	-0.4%	2.3%	2.1%		2.0%	1.9%	2.6%	1.8%
Average Annual Change		0.4%	0.8%	1.9%	-0.2%	0.5%	-0.1%	0.4%	0.9%	-1.0%	0.8%	0.5%	1.8%	0.5%		1.0%	0.1%	0.2%	1.1%
2006 000s		58.6	39.7	48.4	79.2	77.2	75.8	90.2	95.9	72.5	66.2	38.5	52.2	794.3		-1.6%	146.7	232.2	258.6
2007 000s		62.2	43.2	57.3	75.8	78.3	70.3	80.9	88.3	71.3	57.4	41.2	55.4	781.5	-2.9%	162.6	224.4	240.5	153.9
2008 000s		58.1	42.9	66.8	71.7	78.4	69.5	80.9	83.5	63.3	52.6	35.4	55.5	758.7	2.2%	167.8	219.6	227.8	143.6
2009 000s		54.9	39.4	54.4	72.0	82.4	65.3	88.1	93.1	69.7	60.5	42.3	53.6	775.8	0.4%	148.8	219.7	250.9	156.4
2010 000s		57.1	38.4	55.7	72.8	81.9	78.6	83.6	93.8	64.7	60.4	37.8	54.3	779.0	2.0%	151.2	233.2	242.2	152.5
2011 000s		57.3	41.5	53.6	79.1	77.1	74.9	90.3	96.9	64.5	67.3	36.8	55.1	794.4	-0.7%	152.4	231.0	251.7	159.2
2012 000s		56.6	38.4	54.0	77.8	77.3	73.4	88.7	97.4	64.4	66.8	37.6	56.5	789.0	0.2%	149.0	228.5	250.5	161.0
2013 000s		57.4	40.5	53.9	76.4	78.5	72.0	88.9	98.5	62.2	66.1	39.0	57.2	790.6	2.7%	151.8	226.9	249.6	162.3
2014 000s		58.9	41.5	56.1	77.8	79.8	71.8	91.1	101.6	64.7	69.3	40.4	59.1	812.0	2.1%	156.5	229.3	257.4	168.7
2015 000s		60.6	42.6	56.5	77.8	81.0	74.9	93.8	104.0	66.3	71.1	40.2	60.4	829.2		159.7	233.7	264.0	171.7

VISITOR NUMBERS										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Staying Visitor	000s	794.3	781.5	758.7	775.8	779.0	794.4	789.0	790.6	812.0
All Visitor Types	M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0
Share of Total	%	16.4%	15.6%	16.1%	15.3%	15.8%	15.6%	15.9%	16.3%	16.4%
Annual Change in Share	%		-4.4%	2.7%	-4.5%	3.0%	-1.0%	1.5%	0.3%	0.9%
Change in Share from 2006	%		-4.4%	-1.8%	-6.3%	-3.5%	-4.4%	-3.0%	-2.7%	-0.4%
Avg Ann. Change in Share	%		-4.4%	-0.9%	-2.1%	-0.9%	-0.9%	-0.5%	-0.4%	-0.1%

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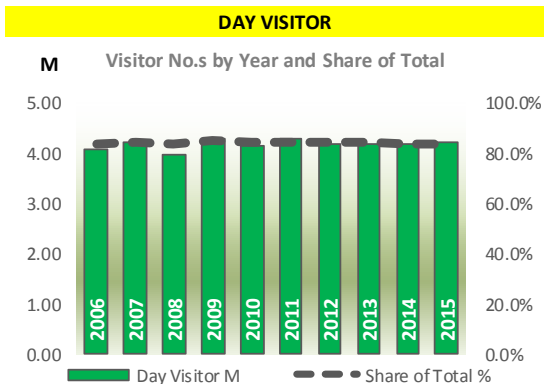
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			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 2006 to 2015		-16.9%	18.1%	30.0%	6.5%	-1.7%	16.9%	38.3%	-8.1%	-13.1%	-26.7%	19.3%	-22.3%		3.8%	13.0%	7.2%	4.4%	-11.5%
% Change 2014 to 2015		1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%		1.1%	1.1%	1.1%	1.1%	1.1%
Average Annual Change		-1.9%	2.0%	3.3%	0.7%	-0.2%	1.9%	4.3%	-0.9%	-1.5%	-3.0%	2.1%	-2.5%		0.4%	1.4%	0.8%	0.5%	-1.3%
2006	M	0.192	0.225	0.268	0.383	0.393	0.386	0.448	0.602	0.434	0.312	0.222	0.195		4.058	0.684	1.162	1.483	0.728
2007	M	0.198	0.241	0.342	0.420	0.421	0.386	0.385	0.571	0.487	0.342	0.214	0.209	4.214	3.9%	0.781	1.226	1.442	0.765
2008	M	0.184	0.246	0.356	0.267	0.406	0.353	0.451	0.573	0.398	0.317	0.204	0.208	3.963	-6.0%	0.786	1.025	1.422	0.729
2009	M	0.172	0.240	0.372	0.367	0.451	0.389	0.466	0.619	0.437	0.370	0.205	0.193	4.280	8.0%	0.784	1.207	1.522	0.768
2010	M	0.124	0.196	0.335	0.380	0.430	0.452	0.497	0.563	0.424	0.375	0.250	0.128	4.152	-3.0%	0.654	1.261	1.483	0.753
2011	M	0.167	0.278	0.364	0.411	0.390	0.460	0.619	0.534	0.387	0.237	0.277	0.159	4.282	3.1%	0.808	1.262	1.540	0.673
2012	M	0.163	0.271	0.353	0.400	0.381	0.446	0.605	0.532	0.375	0.229	0.271	0.155	4.181	-2.4%	0.787	1.227	1.512	0.655
2013	M	0.164	0.270	0.351	0.398	0.382	0.444	0.605	0.537	0.372	0.227	0.270	0.155	4.175	-0.1%	0.785	1.224	1.514	0.652
2014	M	0.158	0.263	0.345	0.404	0.383	0.446	0.613	0.547	0.373	0.226	0.262	0.150	4.168	-0.2%	0.765	1.232	1.533	0.638
2015	M	0.159	0.265	0.348	0.408	0.387	0.451	0.619	0.553	0.377	0.228	0.264	0.152	4.212	1.1%	0.773	1.245	1.549	0.645

VISITOR NUMBERS											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Day Visitor	M	4.058	4.214	3.963	4.280	4.152	4.282	4.181	4.175	4.168	4.212
All Visitor Types	M	4.852	4.995	4.721	5.056	4.931	5.077	4.970	4.966	4.980	5.041
Share of Total	%	83.6%	84.4%	83.9%	84.7%	84.2%	84.4%	84.1%	84.1%	83.7%	83.6%
Annual Change in Share	%		0.9%	-0.5%	0.9%	-0.5%	0.2%	-0.3%	-0.1%	-0.5%	-0.2%
Change in Share from 2006	%		0.9%	0.4%	1.2%	0.7%	0.9%	0.6%	0.5%	0.1%	-0.1%
Avg Ann. Change in Share	%		0.9%	0.2%	0.4%	0.2%	0.2%	0.1%	0.1%	0.0%	0.0%

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Report Prepared by: Cathy James, Date of Issue: 05/07/16

Visitor Days by Month, Year and Visitor Type for the Period 2006 to 2015

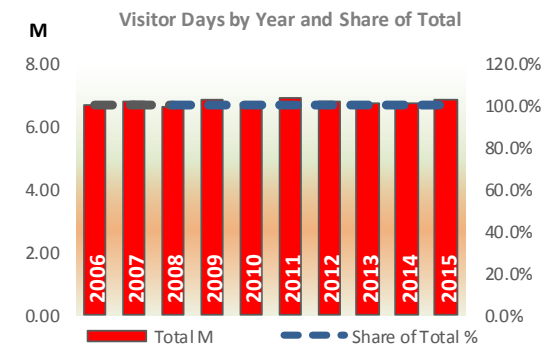
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2006 to 2015		-9.4%	10.3%	20.1%	4.6%	-1.1%	7.4%	25.0%	-1.7%	-8.0%	-14.8%	12.7%	-11.4%	3.1%	Annual Change	7.9%	3.6%	5.0%	-6.4%
% Change 2014 to 2015		1.6%	1.3%	1.1%	0.9%	1.2%	1.7%	1.5%	1.5%	1.5%	1.6%	0.8%	1.5%	1.4%		1.3%	1.3%	1.5%	1.3%
Average Annual Change		-1.0%	1.1%	2.2%	0.5%	-0.1%	0.8%	2.8%	-0.2%	-0.9%	-1.6%	1.4%	-1.3%	0.3%		0.9%	0.4%	0.6%	-0.7%
2006	M	0.347	0.330	0.425	0.651	0.636	0.644	0.779	0.966	0.693	0.524	0.322	0.345	6.660	2.0%	1.101	1.931	2.437	1.191
2007	M	0.354	0.347	0.513	0.671	0.672	0.638	0.692	0.933	0.765	0.533	0.316	0.361	6.793		1.213	1.980	2.390	1.210
2008	M	0.337	0.356	0.562	0.517	0.698	0.616	0.782	0.928	0.649	0.514	0.297	0.352	6.608	-2.7%	1.255	1.830	2.359	1.164
2009	M	0.318	0.336	0.537	0.630	0.704	0.621	0.804	0.972	0.719	0.568	0.302	0.334	6.846	3.6%	1.192	1.955	2.495	1.204
2010	M	0.273	0.291	0.496	0.646	0.692	0.727	0.810	0.921	0.687	0.574	0.341	0.269	6.727	-1.7%	1.060	2.065	2.418	1.184
2011	M	0.316	0.378	0.520	0.705	0.634	0.714	0.975	0.919	0.649	0.454	0.368	0.302	6.935	3.1%	1.214	2.053	2.544	1.124
2012	M	0.311	0.362	0.510	0.687	0.620	0.693	0.951	0.913	0.633	0.440	0.363	0.302	6.785	-2.2%	1.183	2.000	2.497	1.106
2013	M	0.313	0.365	0.506	0.666	0.620	0.680	0.947	0.917	0.619	0.432	0.366	0.303	6.734	-0.8%	1.183	1.966	2.483	1.101
2014	M	0.310	0.359	0.505	0.675	0.622	0.680	0.959	0.936	0.627	0.439	0.359	0.302	6.772	0.6%	1.173	1.976	2.522	1.100
2015	M	0.315	0.364	0.510	0.681	0.629	0.691	0.973	0.950	0.637	0.446	0.362	0.306	6.864	1.4%	1.188	2.001	2.560	1.115

VISITOR DAYS											TOTAL	
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Total	M	6.660	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	
All Visitor Types	M	6.660	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864	
Share of Total	%	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 2006	%											
Avg Ann. Change in Share	%											

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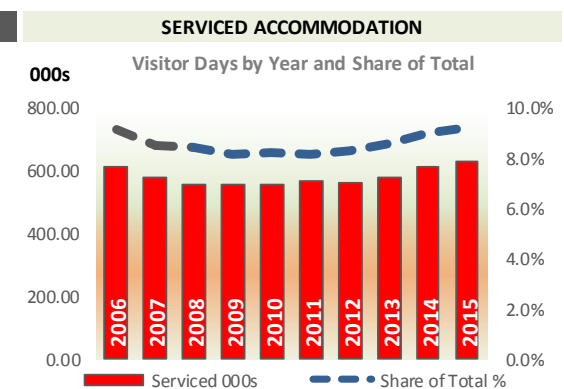
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			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						
% Change 2006 to 2015		23.3%	20.3%	43.9%	8.1%	-10.4%	0.2%	7.7%	-13.8%	-5.8%	5.4%	1.4%	6.9%	3.2%	Annual Change	30.5%	-1.1%	-4.5%	4.7%
% Change 2014 to 2015		8.8%	4.4%		-2.0%	2.0%	8.2%	5.8%	3.6%	3.6%	3.8%	-2.0%	4.9%	3.4%		3.5%	2.8%	4.4%	2.6%
Average Annual Change		2.6%	2.3%	4.9%	0.9%	-1.2%	0.0%	0.9%	-1.5%	-0.6%	0.6%	0.2%	0.8%	0.4%		3.4%	-0.1%	-0.5%	0.5%
2006 000s		22.1	28.3	33.2	52.6	61.8	65.3	67.4	76.8	76.1	61.7	32.1	33.2	610.8		83.7	179.6	220.4	127.1
2007 000s		30.5	36.4	49.6	49.2	60.1	53.2	52.5	59.3	64.2	46.6	40.2	38.1	579.8	-5.1%	116.5	162.5	176.0	124.9
2008 000s		30.0	40.6	45.2	44.0	58.8	53.2	61.2	55.1	55.6	47.1	34.6	30.7	556.1	-4.1%	115.8	156.0	171.9	112.4
2009 000s		18.9	28.9	35.9	47.3	56.6	47.8	65.2	56.9	87.3	49.2	36.3	26.3	556.5	0.1%	83.7	151.7	209.4	111.7
2010 000s		22.9	25.9	45.2	48.5	52.7	64.2	63.4	57.9	66.8	48.6	30.3	28.7	555.1	-0.3%	94.0	165.4	188.1	107.6
2011 000s		23.6	30.4	43.8	53.4	49.0	62.3	64.7	56.9	65.4	58.0	28.7	29.7	565.9	2.0%	97.9	164.7	187.0	116.3
2012 000s		22.1	28.3	43.8	51.1	50.1	60.5	63.4	58.1	66.7	58.0	29.3	30.5	561.8	-0.7%	94.2	161.6	188.1	117.8
2013 000s		22.9	31.2	44.8	55.7	52.2	60.5	64.7	60.4	64.2	58.0	31.3	31.4	577.1	2.7%	98.8	168.4	189.3	120.6
2014 000s		25.1	32.6	47.8	58.0	54.3	60.5	68.7	63.9	69.2	62.7	33.2	33.8	609.8	5.7%	105.5	172.8	201.7	129.7
2015 000s		27.3	34.1	47.8	56.9	55.4	65.4	72.6	66.2	71.7	65.0	32.6	35.5	630.5	3.4%	109.2	177.7	210.5	133.1

VISITOR DAYS											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced	000s	610.8	579.8	556.1	556.5	555.1	565.9	561.8	577.1	609.8	630.5
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9
Share of Total	%	9.2%	8.5%	8.4%	8.1%	8.3%	8.2%	8.3%	8.6%	9.0%	9.2%
Annual Change in Share	%		-6.9%	-1.4%	-3.4%	1.5%	-1.1%	1.5%	3.5%	5.1%	2.0%
Change in Share from 2006	%		-6.9%	-8.2%	-11.4%	-10.0%	-11.0%	-9.7%	-6.5%	-1.8%	0.2%
Avg Ann. Change in Share	%		-6.9%	-4.1%	-3.8%	-2.5%	-2.2%	-1.6%	-0.9%	-0.2%	0.0%

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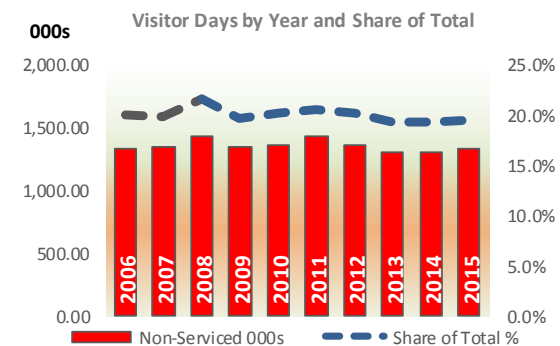
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			NON-SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2006 to 2015		-23.9%	-30.8%	-12.9%	-3.0%	2.6%	-13.2%	7.3%	18.2%	2.5%	0.4%	-9.8%	-6.7%	-0.3%	Annual Change	-20.2%	-5.0%	10.3%	-3.0%
% Change 2014 to 2015		1.3%	1.3%	2.1%	2.0%	1.6%	1.3%	1.6%	2.1%	2.1%	2.0%	2.1%	2.3%	1.8%		1.7%	1.6%	1.9%	2.1%
Average Annual Change		-2.7%	-3.4%	-1.4%	-0.3%	0.3%	-1.5%	0.8%	2.0%	0.3%	0.0%	-1.1%	-0.7%	0.0%		-2.2%	-0.6%	1.1%	-0.3%
2006 000s		42.4	46.3	88.6	133.0	127.3	151.7	196.9	216.8	146.6	114.0	39.7	34.8	1,338.1		0.6%	177.3	412.1	560.2
2007 000s		34.1	38.7	86.3	118.9	137.8	157.8	187.8	232.3	178.2	108.4	33.7	31.8	1,345.8	0.6%	159.1	414.6	598.4	173.8
2008 000s		31.5	39.0	125.9	122.7	180.3	168.5	203.1	228.4	159.0	113.5	29.8	31.7	1,433.3	6.5%	196.4	471.5	590.5	175.0
2009 000s		35.6	36.4	94.6	131.8	142.3	143.5	205.5	225.2	158.2	111.9	32.0	32.7	1,349.6	-5.8%	166.6	417.6	588.8	176.6
2010 000s		35.2	38.9	80.8	134.7	155.6	169.5	182.8	228.9	159.7	114.3	32.2	29.5	1,361.9	0.9%	154.8	459.7	571.4	176.0
2011 000s		34.1	39.3	77.4	156.8	141.4	149.9	224.2	257.6	160.5	122.1	33.8	30.9	1,428.0	4.8%	150.8	448.1	642.3	186.8
2012 000s		31.4	31.1	77.6	150.6	134.1	143.3	213.3	250.8	153.6	116.1	34.2	31.6	1,367.5	-4.2%	140.1	427.9	617.7	181.9
2013 000s		31.7	31.7	73.8	126.1	130.9	132.6	208.4	246.3	144.3	109.9	34.6	31.2	1,301.5	-4.8%	137.2	389.6	599.0	175.7
2014 000s		31.8	31.7	75.6	126.4	128.6	130.0	207.8	251.1	147.3	112.2	35.1	31.8	1,309.5	0.6%	139.1	385.1	606.2	179.1
2015 000s		32.3	32.1	77.2	129.0	130.6	131.8	211.2	256.3	150.3	114.5	35.8	32.5	1,333.5	1.8%	141.5	391.4	617.9	182.8

VISITOR DAYS											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	000s	1,338.1	1,345.8	1,433.3	1,349.6	1,361.9	1,428.0	1,367.5	1,301.5	1,309.5	1,333.5
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9
Share of Total	%	20.1%	19.8%	21.7%	19.7%	20.2%	20.6%	20.2%	19.3%	19.3%	19.4%
Annual Change in Share	%		-1.4%	9.5%	-9.1%	2.7%	1.7%	-2.1%	-4.1%	0.0%	0.5%
Change in Share from 2006	%		-1.4%	8.0%	-1.9%	0.8%	2.5%	0.3%	-3.8%	-3.8%	-3.3%
Avg Ann. Change in Share	%		-1.4%	4.0%	-0.6%	0.2%	0.5%	0.1%	-0.5%	-0.5%	-0.4%

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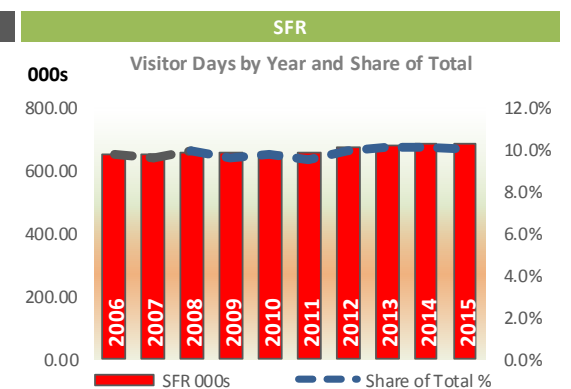
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY										2006 to 2015			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			Q1	Q2	Q3	Q4		
% Change 2006 to 2015		5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	Annual Change	5.3%	5.3%	5.3%	5.3%		
% Change 2014 to 2015		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		0.6%	0.6%	0.6%	0.6%		
Average Annual Change		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		0.6%	0.6%	0.6%	0.6%		
2006 000s		90.9	30.5	34.8	82.9	53.3	41.1	66.7	70.6	36.4	36.3	28.3	81.9	653.8		0.3%	156.2	177.3	173.6	146.6	
2007 000s		90.9	30.5	34.8	82.9	53.3	41.1	66.7	70.6	36.4	36.3	28.3	81.9	653.8	0.5%	156.2	177.3	173.6	146.6		
2008 000s		91.2	30.7	34.9	83.2	53.5	41.2	66.9	70.8	36.5	36.4	28.4	82.2	656.0	-0.1%	156.7	177.9	174.2	147.1		
2009 000s		91.7	30.8	35.0	83.6	53.8	41.4	67.2	71.2	36.7	36.6	28.5	82.6	659.3	0.1%	157.5	178.8	175.1	147.8		
2010 000s		91.6	30.8	35.0	83.5	53.7	41.4	67.2	71.1	36.6	36.6	28.5	82.5	658.5	2.4%	157.4	178.6	174.9	147.6		
2011 000s		91.7	30.8	35.0	83.6	53.8	41.4	67.2	71.2	36.7	36.6	28.5	82.6	659.3	0.7%	157.5	178.8	175.1	147.8		
2012 000s		93.9	31.5	35.9	85.6	55.1	42.4	68.9	72.9	37.5	37.5	29.2	84.6	675.1	0.6%	161.3	183.1	179.3	151.4		
2013 000s		94.6	31.8	36.1	86.2	55.5	42.7	69.3	73.4	37.8	37.8	29.4	85.2	680.0		162.5	184.5	180.6	152.4		
2014 000s		95.2	32.0	36.4	86.8	55.8	43.0	69.8	73.9	38.0	38.0	29.6	85.8	684.2		163.5	185.6	181.7	153.4		
2015 000s		95.7	32.2	36.6	87.3	56.1	43.3	70.2	74.3	38.3	38.2	29.8	86.3	688.2		164.4	186.7	182.8	154.3		

VISITOR DAYS											SFR	
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015		
SFR 000s	653.8	653.8	656.0	659.3	658.5	659.3	675.1	680.0	684.2	688.2		
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.9		
Share of Total	%	9.8%	9.6%	9.9%	9.6%	9.8%	9.5%	9.9%	10.1%	10.0%		
Annual Change in Share	%		-2.0%	3.1%	-3.0%	1.6%	-2.9%	4.7%	1.5%	0.1%		
Change in Share from 2006	%		-2.0%	1.1%	-1.9%	-0.3%	-3.2%	1.4%	2.9%	2.1%		
Avg Ann. Change in Share	%		-2.0%	0.6%	-0.6%	-0.1%	-0.6%	0.2%	0.4%	0.2%		

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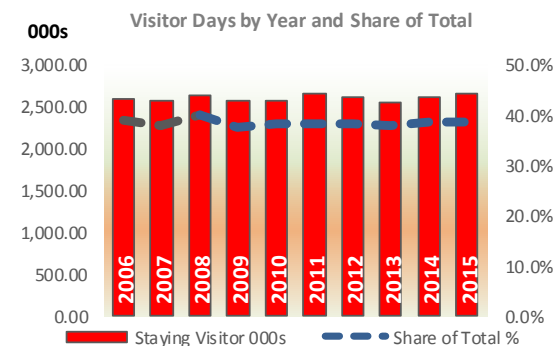
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			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 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 2006 to 2015		-0.1%	-6.6%	3.2%	1.7%	-0.1%	-6.8%	7.0%	9.0%	0.5%	2.7%	-2.0%	2.9%	1.9%	Annual Change	-0.5%	-1.7%	6.0%	1.7%
% Change 2014 to 2015		2.1%	2.1%	1.1%	0.7%	1.4%	3.0%	2.2%	2.0%	2.3%	2.3%	0.3%	1.9%	1.9%		1.7%	1.6%	2.2%	1.7%
Average Annual Change		0.0%	-0.7%	0.4%	0.2%	0.0%	-0.8%	0.8%	1.0%	0.1%	0.3%	-0.2%	0.3%	0.2%		-0.1%	-0.2%	0.7%	0.2%
2006 000s		155.4	105.2	156.6	268.5	242.5	258.1	331.0	364.2	259.1	212.0	100.1	150.0	2,602.6		-0.9%	417.2	769.1	954.2
2007 000s		155.6	105.6	170.6	251.0	251.3	252.1	307.1	362.1	278.8	191.3	102.2	151.8	2,579.4	-0.9%	431.8	754.4	948.0	445.3
2008 000s		152.7	110.2	206.0	250.0	292.6	262.9	331.2	354.3	251.1	197.1	92.7	144.6	2,645.4	2.6%	468.9	805.5	936.6	434.4
2009 000s		146.2	96.1	165.5	262.7	252.7	232.8	337.9	353.2	282.1	197.7	96.8	141.6	2,565.4	-3.0%	407.9	748.2	973.2	436.2
2010 000s		149.7	95.5	161.0	266.7	262.0	275.1	313.3	357.9	263.0	199.5	91.0	140.8	2,575.5	0.4%	406.2	803.8	934.3	431.3
2011 000s		149.4	100.5	156.3	293.8	244.2	253.6	356.1	385.7	262.6	216.7	91.0	143.2	2,653.1	3.0%	406.2	791.6	1,004.4	450.9
2012 000s		147.4	91.0	157.2	287.2	239.3	246.2	345.5	381.7	257.8	211.5	92.7	146.8	2,604.4	-1.8%	395.6	772.6	985.1	451.1
2013 000s		149.1	94.7	154.7	268.0	238.6	235.8	342.4	380.1	246.3	205.6	95.3	147.8	2,558.6	-1.8%	398.5	742.5	968.8	448.8
2014 000s		152.1	96.3	159.7	271.2	238.8	233.5	346.3	388.8	254.6	212.9	97.9	151.4	2,603.5	1.8%	408.1	743.5	989.7	462.2
2015 000s		155.3	98.3	161.5	273.1	242.2	240.4	354.1	396.8	260.3	217.7	98.2	154.2	2,652.1	1.9%	415.1	755.7	1,011.2	470.2

VISITOR DAYS											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Staying Visitor	000s	2,602.6	2,579.4	2,645.4	2,565.4	2,575.5	2,653.1	2,604.4	2,558.6	2,603.5	2,652.1
All Visitor Types	M	6.7	6.8	6.6	6.8	6.7	6.9	6.8	6.7	6.8	6.9
Share of Total	%	39.1%	38.0%	40.0%	37.5%	38.3%	38.3%	38.4%	38.0%	38.4%	38.6%
Annual Change in Share	%		-2.8%	5.4%	-6.4%	2.2%	-0.1%	0.3%	-1.0%	1.2%	0.5%
Change in Share from 2006	%		-2.8%	2.4%	-4.1%	-2.0%	-2.1%	-1.8%	-2.8%	-1.6%	-1.1%
Avg Ann. Change in Share	%		-2.8%	1.2%	-1.4%	-0.5%	-0.4%	-0.3%	-0.4%	-0.2%	-0.1%

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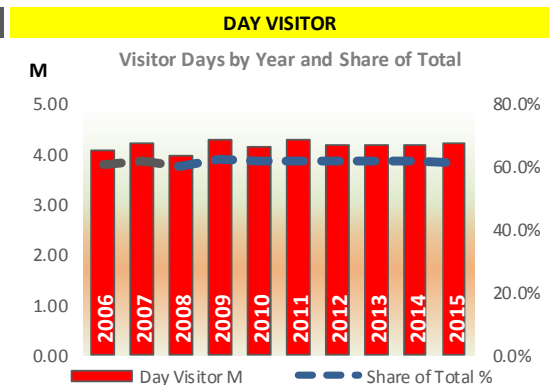
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			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 2006 to 2015			-16.9%	18.1%	30.0%	6.5%	-1.7%	16.9%	38.3%	-8.1%	-13.1%	-26.7%	19.3%	-22.3%	3.8%	Annual Change	13.0%	7.2%	4.4%	-11.5%
% Change 2014 to 2015			1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%		1.1%	1.1%	1.1%	
Average Annual Change			-1.9%	2.0%	3.3%	0.7%	-0.2%	1.9%	4.3%	-0.9%	-1.5%	-3.0%	2.1%	-2.5%	0.4%		1.4%	0.8%	0.5%	-1.3%
2006	M		0.192	0.225	0.268	0.383	0.393	0.386	0.448	0.602	0.434	0.312	0.222	0.195	4.058		0.684	1.162	1.483	0.728
2007	M		0.198	0.241	0.342	0.420	0.421	0.386	0.385	0.571	0.487	0.342	0.214	0.209	4.214	3.9%	0.781	1.226	1.442	0.765
2008	M		0.184	0.246	0.356	0.267	0.406	0.353	0.451	0.573	0.398	0.317	0.204	0.208	3.963	-6.0%	0.786	1.025	1.422	0.729
2009	M		0.172	0.240	0.372	0.367	0.451	0.389	0.466	0.619	0.437	0.370	0.205	0.193	4.280	8.0%	0.784	1.207	1.522	0.768
2010	M		0.124	0.196	0.335	0.380	0.430	0.452	0.497	0.563	0.424	0.375	0.250	0.128	4.152	-3.0%	0.654	1.261	1.483	0.753
2011	M		0.167	0.278	0.364	0.411	0.390	0.460	0.619	0.534	0.387	0.237	0.277	0.159	4.282	3.1%	0.808	1.262	1.540	0.673
2012	M		0.163	0.271	0.353	0.400	0.381	0.446	0.605	0.532	0.375	0.229	0.271	0.155	4.181	-2.4%	0.787	1.227	1.512	0.655
2013	M		0.164	0.270	0.351	0.398	0.382	0.444	0.605	0.537	0.372	0.227	0.270	0.155	4.175	-0.1%	0.785	1.224	1.514	0.652
2014	M		0.158	0.263	0.345	0.404	0.383	0.446	0.613	0.547	0.373	0.226	0.262	0.150	4.168	-0.2%	0.765	1.232	1.533	0.638
2015	M		0.159	0.265	0.348	0.408	0.387	0.451	0.619	0.553	0.377	0.228	0.264	0.152	4.212	1.1%	0.773	1.245	1.549	0.645

VISITOR DAYS											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Day Visitor	M	4.058	4.214	3.963	4.280	4.152	4.282	4.181	4.175	4.168	4.212
All Visitor Types	M	6.660	6.793	6.608	6.846	6.727	6.935	6.785	6.734	6.772	6.864
Share of Total	%	60.9%	62.0%	60.0%	62.5%	61.7%	61.7%	61.6%	62.0%	61.6%	61.4%
Annual Change in Share	%		1.8%	-3.3%	4.3%	-1.3%	0.0%	-0.2%	0.6%	-0.7%	-0.3%
Change in Share from 2006	%		1.8%	-1.6%	2.6%	1.3%	1.4%	1.1%	1.8%	1.0%	0.7%
Avg Ann. Change in Share	%		1.8%	-0.8%	0.9%	0.3%	0.3%	0.2%	0.3%	0.1%	0.1%

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Report Prepared by: Cathy James, Date of Issue: 05/07/16

Direct and Total Employment by Month, Year and Visitor Type for the Period 2006 to 2015

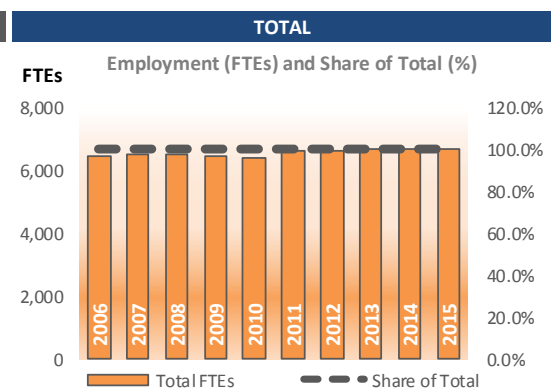
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			TOTAL	TOTAL EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4		
% Change 2006 to 2015	-4.2%	1.7%	9.1%	4.7%	2.0%	2.9%	16.8%	5.9%	-1.9%	-3.7%	4.9%	-3.0%	3.6%	Annual Change	2.6%	3.2%	7.2%	-1.1%	
% Change 2014 to 2015	0.5%	0.3%	-0.1%	-0.3%	0.1%	0.8%	0.5%	0.5%	0.5%	0.6%	-0.3%	0.5%	0.3%		0.2%	0.2%	0.5%	0.3%	
Average Annual Change	-0.5%	0.2%	1.0%	0.5%	0.2%	0.3%	1.9%	0.7%	-0.2%	-0.4%	0.5%	-0.3%	0.4%		0.3%	0.4%	0.8%	-0.1%	
2006 FTEs	4,386	4,254	5,233	7,295	7,147	7,446	8,799	10,061	7,853	6,401	4,164	4,396	6,453		0.7%	4,624	7,296	8,904	4,987
2007 FTEs	4,364	4,290	5,855	7,228	7,451	7,426	8,129	9,952	8,467	6,237	4,113	4,476	6,499		0.4%	4,837	7,368	8,849	4,942
2008 FTEs	4,267	4,403	6,528	6,449	8,140	7,472	8,944	9,932	7,615	6,235	3,912	4,389	6,524	-1.4%	5,066	7,354	8,830	4,845	
2009 FTEs	4,051	4,087	5,843	7,044	7,558	7,040	8,942	9,920	8,206	6,403	3,936	4,197	6,436	-0.2%	4,660	7,214	9,023	4,845	
2010 FTEs	3,886	3,872	5,592	7,212	7,618	8,057	8,733	9,797	7,843	6,508	4,089	3,858	6,422	3.5%	4,450	7,629	8,791	4,818	
2011 FTEs	4,125	4,394	5,634	7,929	7,256	7,854	10,208	10,200	7,702	6,126	4,268	4,097	6,650	-0.3%	4,718	7,680	9,370	4,831	
2012 FTEs	4,119	4,252	5,678	7,877	7,224	7,777	10,116	10,284	7,671	6,089	4,321	4,183	6,633	0.7%	4,683	7,626	9,357	4,864	
2013 FTEs	4,204	4,373	5,725	7,672	7,362	7,720	10,241	10,511	7,601	6,073	4,425	4,252	6,680	-0.2%	4,767	7,585	9,451	4,917	
2014 FTEs	4,178	4,314	5,713	7,663	7,287	7,607	10,230	10,595	7,662	6,128	4,382	4,244	6,667	0.3%	4,735	7,519	9,496	4,918	
2015 FTEs	4,200	4,325	5,707	7,638	7,291	7,664	10,281	10,650	7,703	6,165	4,369	4,264	6,688		4,744	7,531	9,545	4,932	

EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	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 2006 %										
Avg Ann. Change in Share %										

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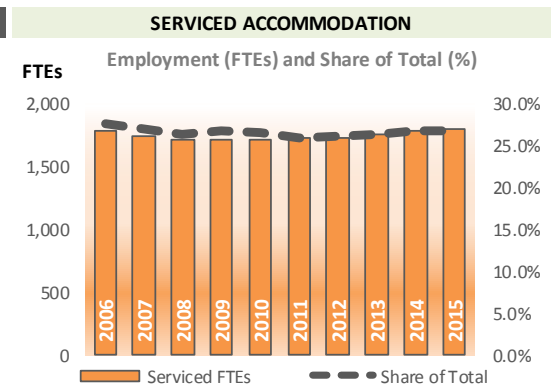
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2006 to 2015		2.8%	2.5%	9.2%	3.0%	-2.9%	0.2%	3.2%	-4.5%	-2.5%	0.2%	-1.0%	1.2%	0.7%	Annual Change	4.9%	0.0%	-1.3%	0.1%
% Change 2014 to 2015		1.4%	0.7%	-0.4%	-1.2%	0.2%	2.5%	1.7%	0.9%	0.9%	0.9%	-0.7%	0.9%	0.7%		0.5%	0.5%	1.2%	0.4%
Average Annual Change		0.3%	0.3%	1.0%	0.3%	-0.3%	0.0%	0.4%	-0.5%	-0.3%	0.0%	-0.1%	0.1%	0.1%		0.5%	0.0%	-0.1%	0.0%
2006 FTEs		1,446	1,515	1,570	1,814	1,919	1,958	1,982	2,088	2,080	1,915	1,558	1,570	1,785		1,510	1,897	2,050	1,681
2007 FTEs		1,521	1,590	1,740	1,770	1,898	1,824	1,813	1,903	1,950	1,735	1,629	1,602	1,748		-2.1%	1,617	1,831	1,889
2008 FTEs		1,516	1,625	1,685	1,703	1,889	1,813	1,899	1,840	1,841	1,733	1,577	1,529	1,721	-1.5%	1,609	1,802	1,860	1,613
2009 FTEs		1,387	1,499	1,582	1,728	1,853	1,753	1,935	1,868	2,237	1,750	1,586	1,467	1,720	0.0%	1,489	1,778	2,013	1,601
2010 FTEs		1,429	1,462	1,675	1,737	1,798	1,929	1,915	1,877	1,952	1,764	1,514	1,501	1,713	-0.4%	1,522	1,821	1,914	1,593
2011 FTEs		1,442	1,510	1,661	1,817	1,777	1,912	1,941	1,871	1,943	1,830	1,495	1,518	1,726	0.8%	1,538	1,835	1,919	1,615
2012 FTEs		1,431	1,494	1,672	1,803	1,801	1,907	1,942	1,899	1,973	1,843	1,508	1,535	1,734	0.4%	1,532	1,837	1,938	1,629
2013 FTEs		1,445	1,532	1,695	1,872	1,841	1,924	1,976	1,944	1,963	1,859	1,538	1,552	1,762	1.6%	1,557	1,879	1,961	1,650
2014 FTEs		1,466	1,543	1,721	1,891	1,858	1,915	2,011	1,976	2,010	1,902	1,554	1,576	1,785	1.3%	1,577	1,888	1,999	1,677
2015 FTEs		1,486	1,554	1,714	1,869	1,862	1,962	2,046	1,993	2,029	1,919	1,543	1,589	1,797	0.7%	1,585	1,898	2,023	1,684

EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced FTEs	1,785	1,748	1,721	1,720	1,713	1,726	1,734	1,762	1,785	1,797
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	27.7%	26.9%	26.4%	26.7%	26.7%	26.0%	26.1%	26.4%	26.8%	26.9%
Annual Change in Share %		-2.8%	-1.9%	1.3%	-0.2%	-2.6%	0.7%	0.9%	1.5%	0.3%
Change in Share from 2006 %		-2.8%	-4.6%	-3.4%	-3.6%	-6.1%	-5.5%	-4.6%	-3.2%	-2.8%
Avg Ann. Change in Share %		-2.8%	-2.3%	-1.1%	-0.9%	-1.2%	-0.9%	-0.7%	-0.4%	-0.3%

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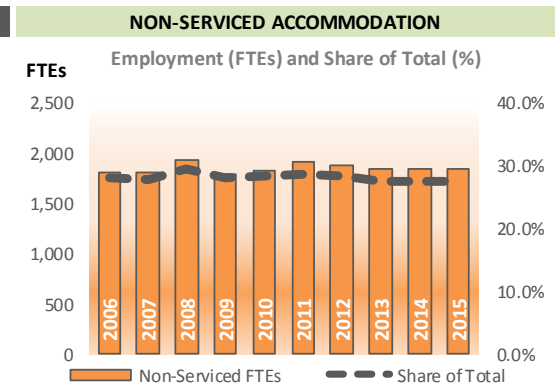
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY										2006 to 2015			NON-SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER					
KEY	NON-SERVICED ACCOMMODATION																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL					% Change	
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2006 to 2015	-14.4%	-19.6%	-10.5%	0.3%	5.5%	-7.7%	10.0%	20.1%	4.0%	4.1%	-5.0%	-2.5%	2.1%	Annual Change	-14.2%	-0.9%	12.2%	0.3%	
% Change 2014 to 2015	0.2%	0.2%	0.6%	0.6%	0.3%	0.1%	0.4%	0.9%	0.7%	0.8%	0.7%	0.8%	0.6%		0.4%	0.3%	0.7%	0.8%	
Average Annual Change	-1.6%	-2.2%	-1.2%	0.0%	0.6%	-0.9%	1.1%	2.2%	0.4%	0.5%	-0.6%	-0.3%	0.2%		-1.6%	-0.1%	1.4%	0.0%	
2006 FTEs	921	995	1,515	2,092	2,014	2,311	2,847	3,095	2,275	1,863	913	839	1,807			1,144	2,139	2,739	1,205
2007 FTEs	788	872	1,503	1,920	2,141	2,412	2,748	3,309	2,666	1,791	818	794	1,814		0.4%	1,055	2,158	2,908	1,134
2008 FTEs	760	888	2,006	1,977	2,716	2,570	2,982	3,316	2,458	1,872	755	798	1,925	6.1%	1,218	2,421	2,918	1,142	
2009 FTEs	805	834	1,574	2,055	2,183	2,207	2,940	3,182	2,390	1,818	782	803	1,798	-6.6%	1,071	2,148	2,837	1,134	
2010 FTEs	809	868	1,411	2,104	2,350	2,537	2,667	3,261	2,431	1,854	789	752	1,819	1.2%	1,029	2,330	2,787	1,132	
2011 FTEs	796	881	1,335	2,418	2,221	2,336	3,242	3,655	2,455	1,993	822	781	1,911	5.1%	1,004	2,325	3,118	1,199	
2012 FTEs	774	785	1,358	2,380	2,160	2,287	3,156	3,632	2,404	1,952	840	804	1,877	-1.8%	972	2,275	3,064	1,199	
2013 FTEs	791	807	1,338	2,105	2,173	2,189	3,162	3,659	2,331	1,909	859	809	1,844	-1.8%	978	2,156	3,051	1,192	
2014 FTEs	787	799	1,348	2,085	2,119	2,132	3,121	3,684	2,348	1,924	862	812	1,835	-0.5%	978	2,112	3,051	1,199	
2015 FTEs	789	801	1,356	2,098	2,125	2,134	3,133	3,718	2,366	1,939	868	819	1,846	0.6%	982	2,119	3,072	1,208	

EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced FTEs	1,807	1,814	1,925	1,798	1,819	1,911	1,877	1,844	1,835	1,846
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	28.0%	27.9%	29.5%	27.9%	28.3%	28.7%	28.3%	27.6%	27.5%	27.6%
Annual Change in Share %		-0.3%	5.7%	-5.3%	1.4%	1.5%	-1.5%	-2.5%	-0.3%	0.2%
Change in Share from 2006 %		-0.3%	5.4%	-0.2%	1.2%	2.7%	1.1%	-1.4%	-1.7%	-1.4%
Avg Ann. Change in Share %		-0.3%	2.7%	-0.1%	0.3%	0.5%	0.2%	-0.2%	-0.2%	-0.2%

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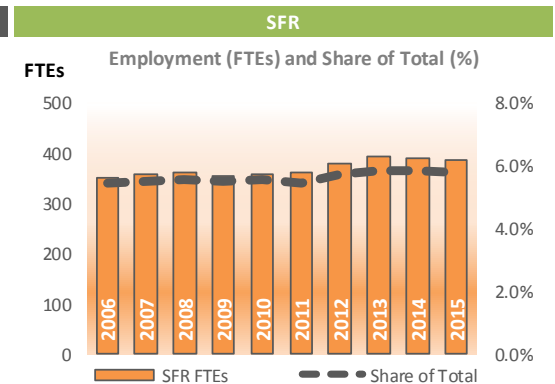
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY										2006 to 2015			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 2006 to 2015	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	9.6%	Annual Change	9.6%	9.6%	9.6%	9.6%	
% Change 2014 to 2015	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%		-0.7%	-0.7%	-0.7%	-0.7%	
Average Annual Change	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%		1.1%	1.1%	1.1%	1.1%	
2006 FTEs	588	198	225	536	345	266	431	457	235	235	183	530	352		1.5%	337	382	374	316
2007 FTEs	597	201	228	544	350	270	438	463	239	238	186	538	358		1.3%	342	388	380	321
2008 FTEs	605	203	231	551	355	273	443	469	242	242	188	545	362	-2.1%	346	393	385	325	
2009 FTEs	592	199	226	540	347	267	434	459	237	236	184	533	355	0.8%	339	385	377	318	
2010 FTEs	597	200	228	544	350	270	438	463	239	238	186	538	358	1.4%	342	388	380	321	
2011 FTEs	605	203	231	552	355	273	444	470	242	242	188	545	362	4.6%	346	393	385	325	
2012 FTEs	633	213	242	577	371	286	464	491	253	253	197	570	379	3.3%	362	412	403	340	
2013 FTEs	654	220	250	596	383	295	479	507	261	261	203	589	392	-0.7%	374	425	416	351	
2014 FTEs	649	218	248	592	381	293	476	504	260	259	202	585	389	-0.7%	372	422	413	349	
2015 FTEs	644	217	246	588	378	291	473	500	258	257	201	581	386	-0.7%	369	419	410	346	

EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
SFR FTEs	352	358	362	355	358	362	379	392	389	386
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	5.5%	5.5%	5.6%	5.5%	5.6%	5.5%	5.7%	5.9%	5.8%	5.8%
Annual Change in Share %		0.8%	0.9%	-0.8%	1.0%	-2.1%	4.9%	2.5%	-0.5%	-1.0%
Change in Share from 2006 %		0.8%	1.7%	0.9%	1.9%	-0.2%	4.7%	7.3%	6.8%	5.7%
Avg Ann. Change in Share %		0.8%	0.8%	0.3%	0.5%	0.0%	0.8%	1.0%	0.8%	0.6%

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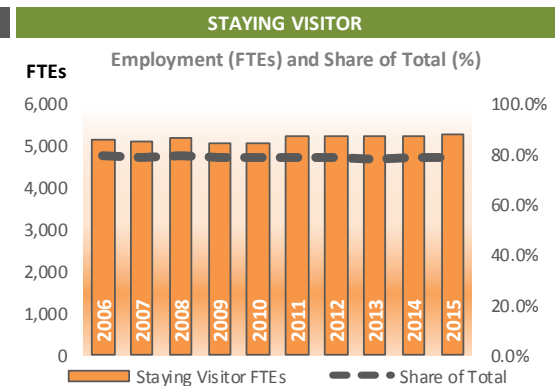
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY										2006 to 2015			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							Q1
% Change 2006 to 2015		-1.2%	-5.1%	0.2%	2.5%	2.0%	-3.3%	7.4%	10.1%	1.4%	2.6%	-1.6%	1.7%	2.2%	Annual Change	-1.9%	0.4%	6.6%	1.1%	
% Change 2014 to 2015		0.6%	0.4%	0.0%	-0.3%	0.2%	1.1%	0.8%	0.8%	0.7%	0.7%	-0.3%	0.5%	0.5%		0.3%	0.3%	0.8%	0.4%	
Average Annual Change		-0.1%	-0.6%	0.0%	0.3%	0.2%	-0.4%	0.8%	1.1%	0.2%	0.3%	-0.2%	0.2%	0.2%		-0.2%	0.0%	0.7%	0.1%	
2006 FTEs		2,955	2,708	3,311	4,443	4,278	4,534	5,260	5,640	4,590	4,013	2,655	2,940	3,944		-0.6%	2,991	4,419	5,164	3,202
2007 FTEs		2,906	2,663	3,471	4,234	4,390	4,506	4,999	5,676	4,854	3,764	2,633	2,935	3,919		2.3%	3,013	4,377	5,176	3,111
2008 FTEs		2,881	2,717	3,921	4,231	4,960	4,656	5,324	5,625	4,540	3,847	2,520	2,872	4,008	-3.4%	3,173	4,616	5,163	3,080	
2009 FTEs		2,784	2,531	3,382	4,322	4,383	4,228	5,309	5,509	4,864	3,804	2,551	2,803	3,872	0.4%	2,899	4,311	5,227	3,053	
2010 FTEs		2,835	2,530	3,313	4,385	4,498	4,736	5,019	5,601	4,622	3,857	2,489	2,791	3,890	2.8%	2,893	4,540	5,081	3,045	
2011 FTEs		2,843	2,594	3,227	4,787	4,353	4,521	5,627	5,996	4,640	4,064	2,506	2,845	4,000	-0.2%	2,888	4,554	5,421	3,138	
2012 FTEs		2,838	2,491	3,272	4,760	4,332	4,480	5,562	6,022	4,630	4,048	2,545	2,909	3,991	0.2%	2,867	4,524	5,405	3,168	
2013 FTEs		2,889	2,558	3,282	4,573	4,397	4,408	5,616	6,110	4,555	4,030	2,600	2,950	3,998	0.3%	2,910	4,460	5,427	3,193	
2014 FTEs		2,902	2,561	3,317	4,568	4,358	4,340	5,608	6,163	4,618	4,086	2,618	2,972	4,009		2,926	4,422	5,463	3,225	
2015 FTEs		2,919	2,571	3,317	4,555	4,366	4,387	5,652	6,212	4,652	4,115	2,611	2,988	4,029		2,936	4,436	5,505	3,238	

EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Staying Visitor FTEs	5,126	5,101	5,197	5,039	5,055	5,222	5,208	5,222	5,230	5,255
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	79.4%	78.5%	79.7%	78.3%	78.7%	78.5%	78.5%	78.2%	78.5%	78.6%
Annual Change in Share %		-1.2%	1.5%	-1.7%	0.5%	-0.2%	0.0%	-0.4%	0.4%	0.2%
Change in Share from 2006 %		-1.2%	0.3%	-1.4%	-0.9%	-1.1%	-1.2%	-1.6%	-1.2%	-1.1%
Avg Ann. Change in Share %		-1.2%	0.1%	-0.5%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.1%

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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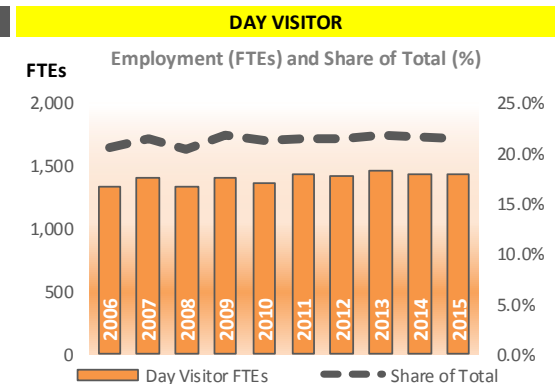
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015			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 2006 to 2015		-13.5%	23.0%	35.3%	10.9%	2.3%	21.7%	43.9%	-4.4%	-9.6%	-23.7%	24.1%	-19.1%	8.0%	Annual Change	17.6%	11.6%	8.7%	-7.9%
% Change 2014 to 2015		-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%		-0.2%	-0.2%	-0.2%	-0.2%
Average Annual Change		-1.5%	2.6%	3.9%	1.2%	0.3%	2.4%	4.9%	-0.5%	-1.1%	-2.6%	2.7%	-2.1%	0.9%		2.0%	1.3%	1.0%	-0.9%
2006	FTEs	752	882	1,051	1,502	1,543	1,513	1,757	2,360	1,702	1,222	869	766	1,327		895	1,519	1,940	953
2007	FTEs	788	959	1,361	1,670	1,676	1,536	1,532	2,273	1,937	1,362	852	831	1,398	5.4%	1,036	1,627	1,914	1,015
2008	FTEs	739	987	1,431	1,072	1,630	1,417	1,814	2,304	1,599	1,276	821	834	1,327	-5.1%	1,053	1,373	1,906	977
2009	FTEs	673	940	1,455	1,437	1,765	1,521	1,824	2,422	1,712	1,447	803	754	1,396	5.2%	1,023	1,574	1,986	1,001
2010	FTEs	489	774	1,322	1,500	1,698	1,786	1,962	2,224	1,674	1,480	987	506	1,367	-2.1%	862	1,661	1,953	991
2011	FTEs	668	1,110	1,454	1,646	1,560	1,841	2,477	2,135	1,547	950	1,107	635	1,428	4.5%	1,077	1,683	2,053	897
2012	FTEs	668	1,107	1,442	1,634	1,558	1,825	2,475	2,174	1,532	936	1,106	635	1,424	-0.2%	1,073	1,672	2,060	892
2013	FTEs	685	1,133	1,470	1,668	1,600	1,860	2,534	2,251	1,560	950	1,133	650	1,458	2.4%	1,096	1,709	2,115	911
2014	FTEs	652	1,087	1,426	1,669	1,583	1,845	2,535	2,263	1,542	935	1,082	621	1,437	-1.5%	1,055	1,699	2,113	879
2015	FTEs	651	1,084	1,423	1,665	1,579	1,841	2,529	2,257	1,539	933	1,079	620	1,433	-0.2%	1,052	1,695	2,108	877

EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Day Visitor FTEs	1,327	1,398	1,327	1,396	1,367	1,428	1,424	1,458	1,437	1,433
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	20.6%	21.5%	20.3%	21.7%	21.3%	21.5%	21.5%	21.8%	21.5%	21.4%
Annual Change in Share %		4.6%	-5.4%	6.6%	-1.9%	0.9%	0.0%	1.6%	-1.3%	-0.6%
Change in Share from 2006 %		4.6%	-1.0%	5.5%	3.5%	4.4%	4.5%	6.2%	4.8%	4.2%
Avg Ann. Change in Share %		4.6%	-0.5%	1.8%	0.9%	0.9%	0.7%	0.9%	0.6%	0.5%

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

2015

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

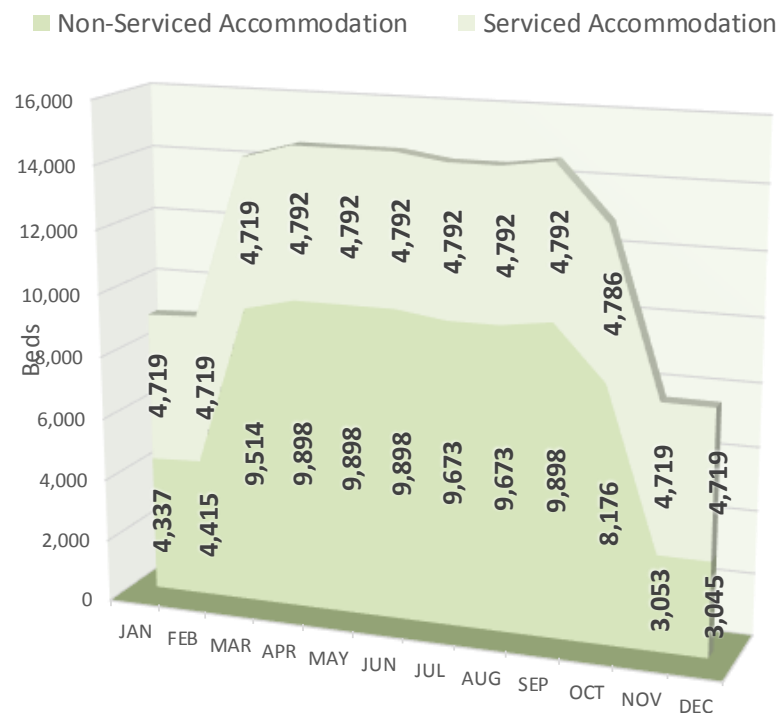
SERVICED ACCOMMODATION 2015	2015		Change on 2014		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	297	4,792	0	0	0	0
+50 room hotels	6	1,013	0	0	0	0
11-50 room hotels	44	1,792	0	0	0	0
<10 room hotels/others	247	1,987	0	0	0	0

NON-SERVICED ACCOMMODATION 2015	2015		Change on 2014		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	257	9,898	0	0	0	0
Self catering	205	1,577	0	0	0	0
Static caravans/chalets	2	56	0	0	0	0
Touring caravans/camping	50	5,313	0	0	0	0
Not-for-hire statics	0	2,952	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2015	2015		Change on 2014		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	554	14,690	0	0	0	0
Serviced Accommodation Share of Total	54%	33%				
Non-Serviced Accommodation Share of Total	46%	67%				

SEASONAL AVAILABILITY OF BED SUPPLY 2015	2015											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	9,056	9,134	14,233	14,690	14,690	14,690	14,465	14,465	14,690	12,962	7,772	7,764
Serviced Accommodation	4,719	4,719	4,719	4,792	4,792	4,792	4,792	4,792	4,792	4,786	4,719	4,719
Non-Serviced Accommodation	4,337	4,415	9,514	9,898	9,898	9,898	9,673	9,673	9,898	8,176	3,053	3,045

SEASONAL AVAILABILITY OF BED SUPPLY
2015



Report Sections With Historic Financial Data Indexed to 2015 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: 2015*

2006	<i>1.32</i>
2007	<i>1.27</i>
2008	<i>1.22</i>
2009	<i>1.22</i>
2010	<i>1.17</i>
2011	<i>1.12</i>
2012	<i>1.07</i>
2013	<i>1.04</i>
2014	<i>1.01</i>
2015	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

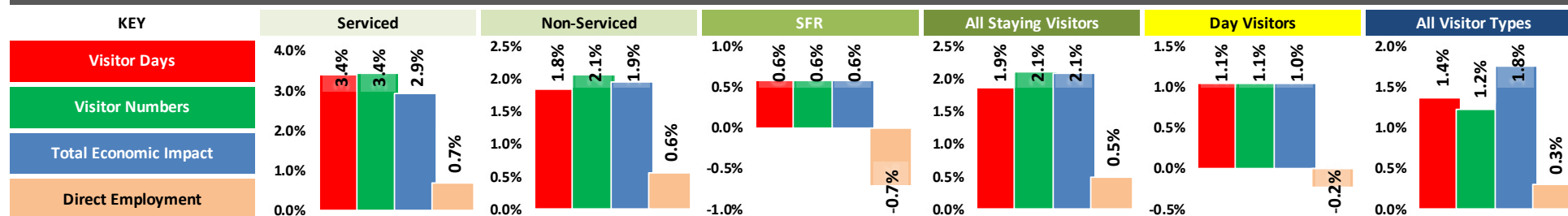
Comparing 2015 and 2014
2014 in 2015 prices (1.011)

COMPARATIVE HEADLINES

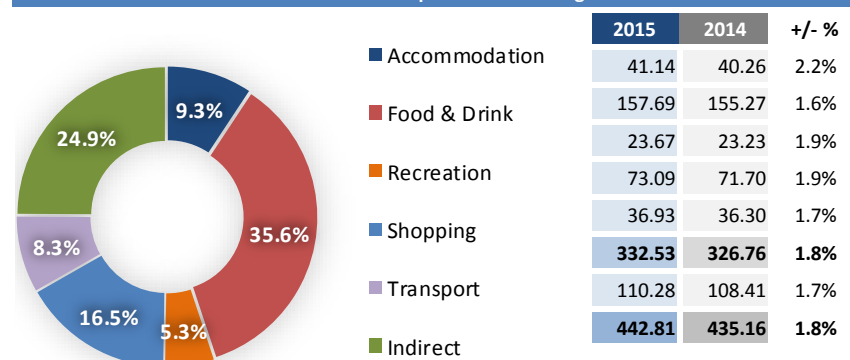
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - INDEXED TO 2015

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		2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %	2015	2014	+/- %
Visitor Days	M	0.630	0.610	3.4%	1.333	1.309	1.8%	0.688	0.684	0.6%	2.652	2.603	1.9%	4.212	4.168	1.1%
Visitor Numbers	M	0.357	0.345	3.4%	0.183	0.180	2.1%	0.289	0.287	0.6%	0.829	0.812	2.1%	4.212	4.168	1.1%
Direct Expenditure	£M															
Economic Impact	£M	99.42	96.58	2.9%	162.72	159.61	1.9%	39.11	38.89	0.6%	301.25	295.07	2.1%	141.56	140.09	1.0%
Direct Employment	FTEs	1,797	1,785	0.7%	1,846	1,835	0.6%	386	389	-0.7%	4,029	4,009	0.5%	1,433	1,437	-0.2%
Total Employment	FTEs															

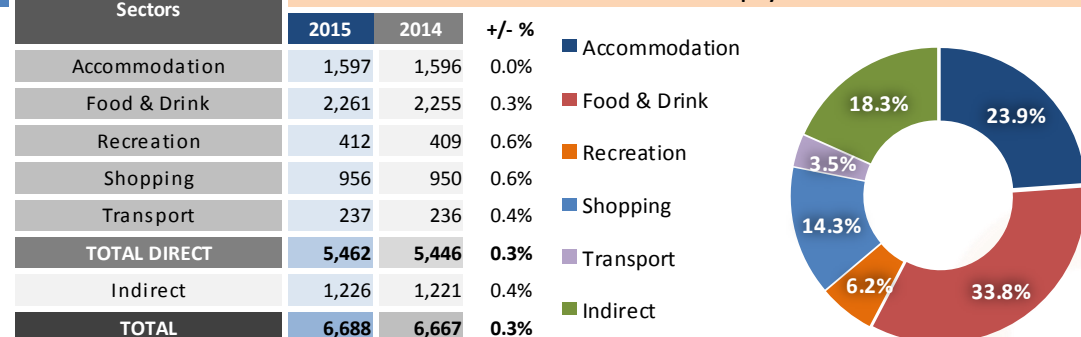
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2014 - INDEXED TO 2015



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2015

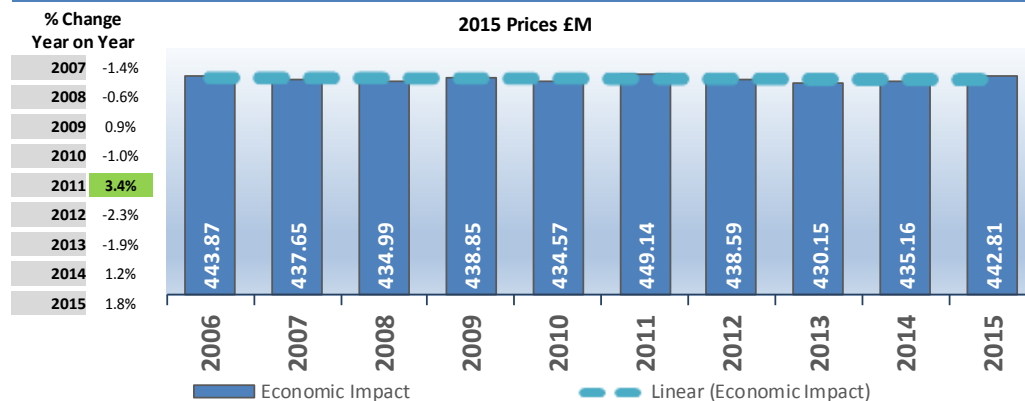


Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

Economic Impact - Indexed - Total

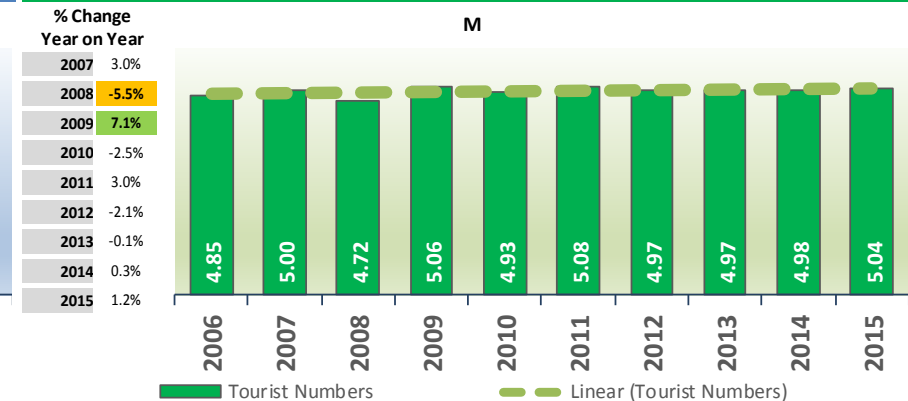


2006 to 2015
2015 Prices

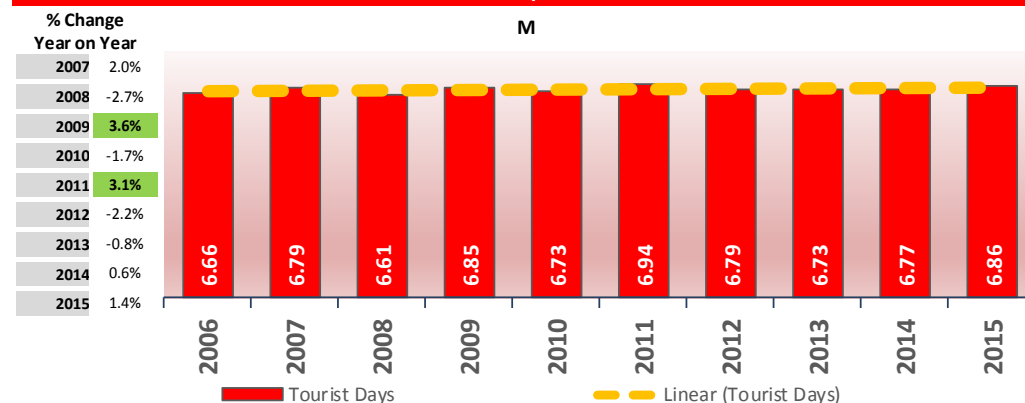
TOTAL

KEY MEASURES Indexed

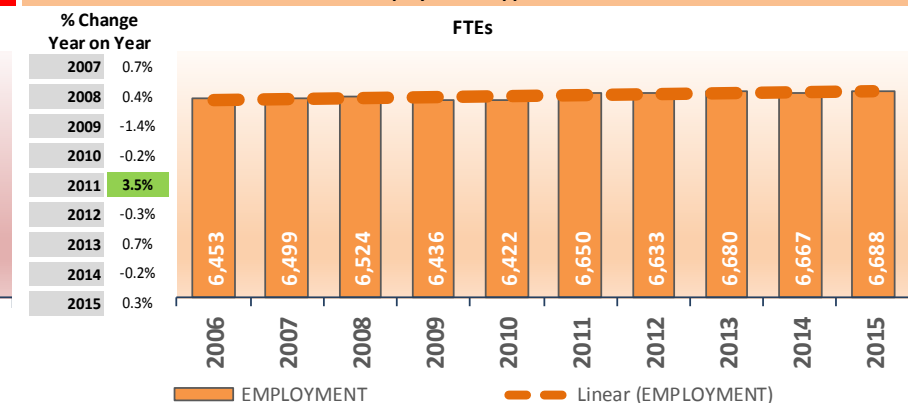
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-1.4%	-2.0%	-1.1%	-2.1%	1.2%	-1.2%	-3.1%	-2.0%	-0.2%
Visitor Numbers		3.0%	-2.7%	4.2%	1.6%	4.6%	2.4%	2.3%	2.6%	3.9%
Visitor Days		2.0%	-0.8%	2.8%	1.0%	4.1%	1.9%	1.1%	1.7%	3.1%
Total Employment		0.7%	1.1%	-0.3%	-0.5%	3.1%	2.8%	3.5%	3.3%	3.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

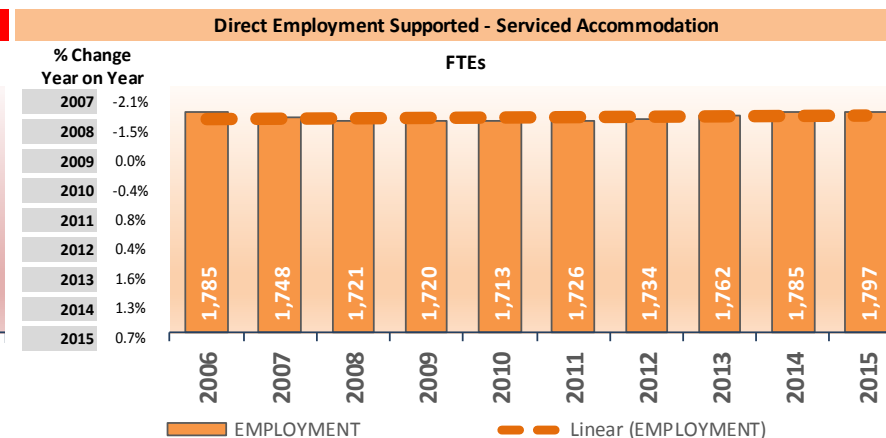
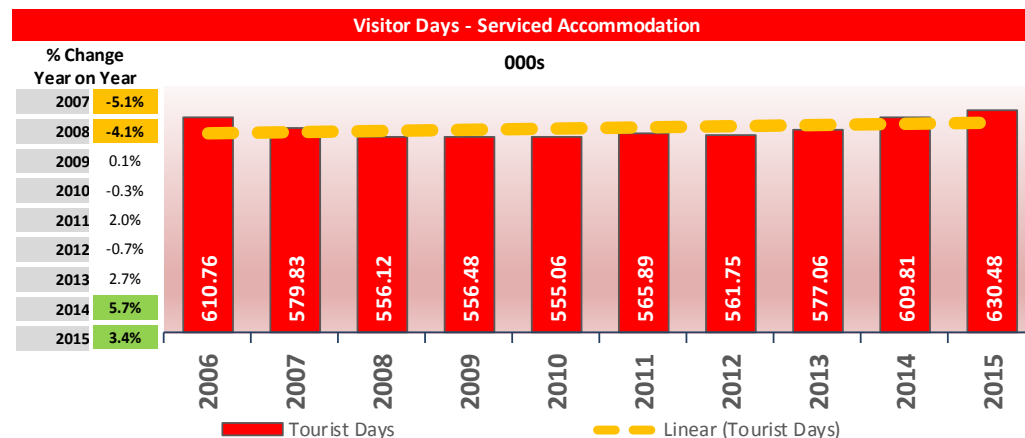
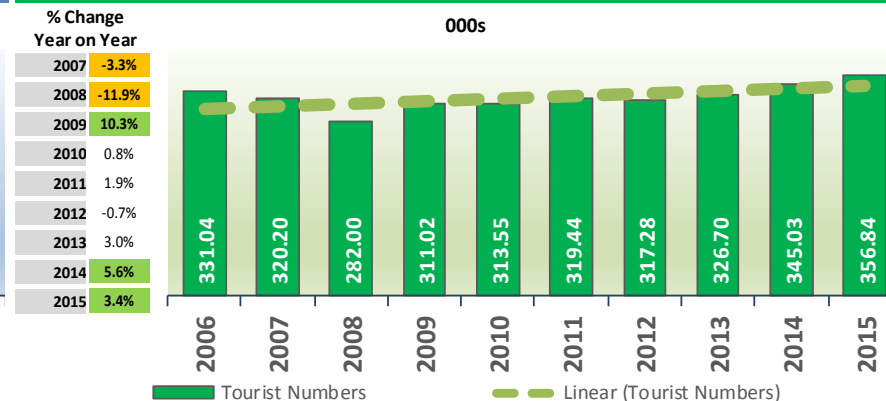
2006 to 2015
2015 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-8.1%	-13.0%	-10.7%	-11.1%	-9.6%	-10.2%	-10.9%	-6.9%	-4.2%
Visitor Numbers		-3.3%	-14.8%	-6.0%	-5.3%	-3.5%	-4.2%	-1.3%	4.2%	7.8%
Visitor Days		-5.1%	-8.9%	-8.9%	-9.1%	-7.3%	-8.0%	-5.5%	-0.2%	3.2%
Direct Employment		-2.1%	-3.6%	-3.6%	-4.0%	-3.3%	-2.8%	-1.3%	0.0%	0.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

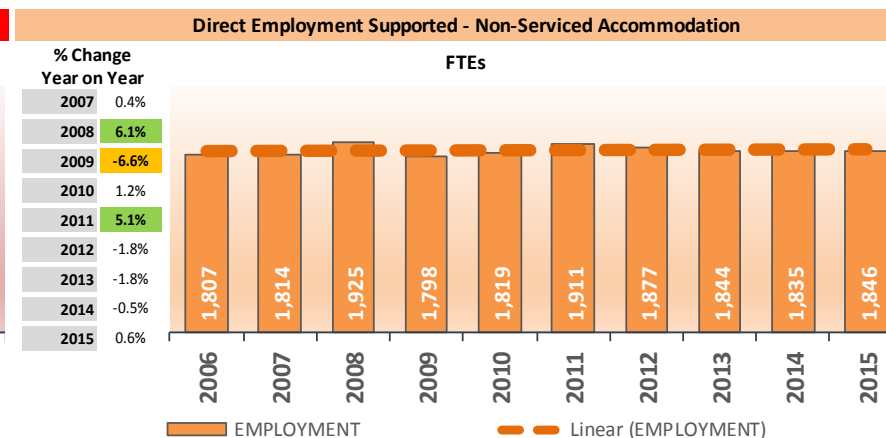
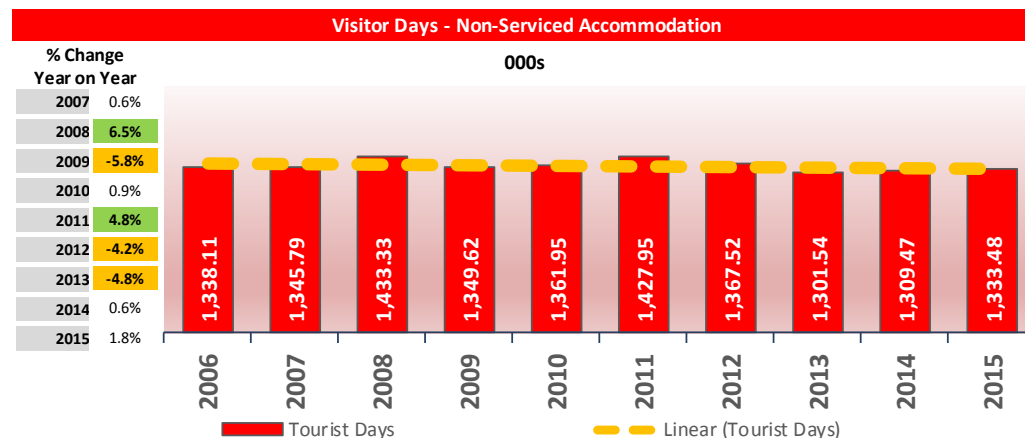
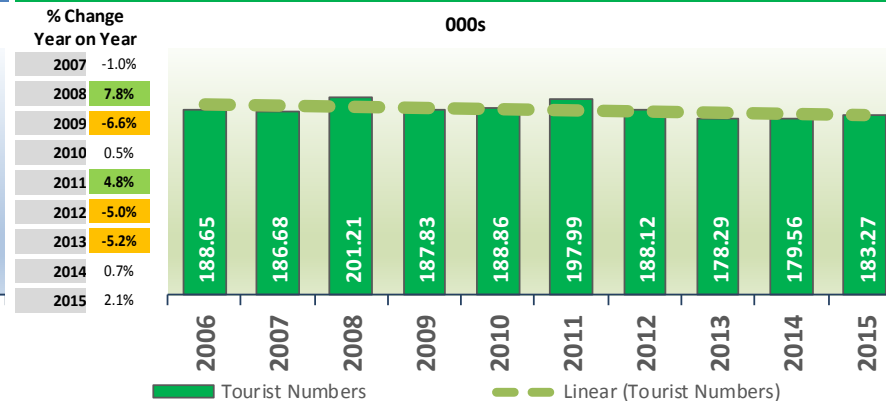
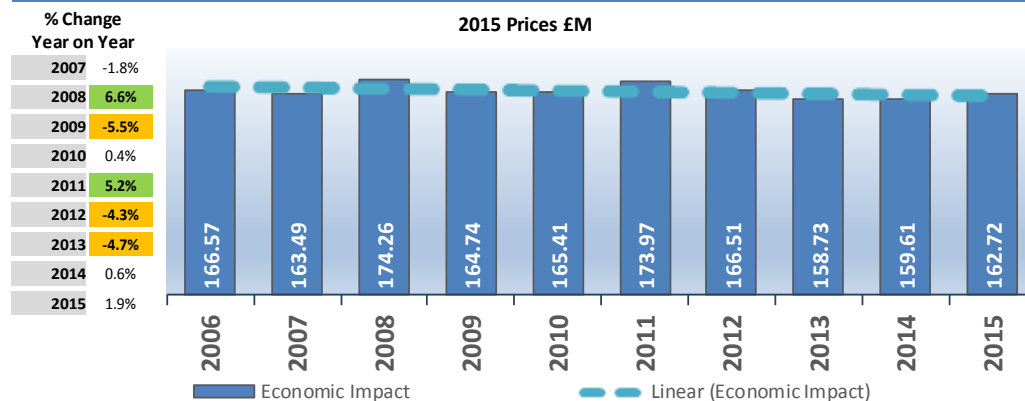
2006 to 2015
2015 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-1.8%	4.6%	-1.1%	-0.7%	4.4%	0.0%	-4.7%	-4.2%	-2.3%
Visitor Numbers		-1.0%	6.7%	-0.4%	0.1%	5.0%	-0.3%	-5.5%	-4.8%	-2.9%
Visitor Days		0.6%	7.1%	0.9%	1.8%	6.7%	2.2%	-2.7%	-2.1%	-0.3%
Direct Employment		0.4%	6.5%	-0.5%	0.7%	5.8%	3.9%	2.1%	1.6%	2.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

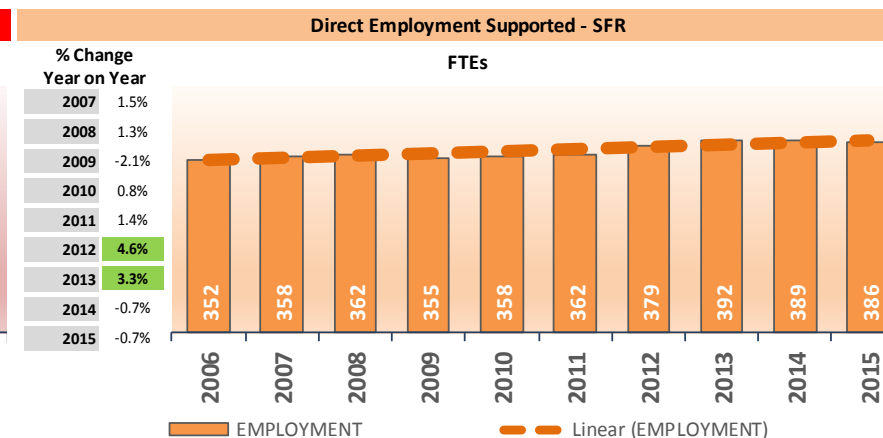
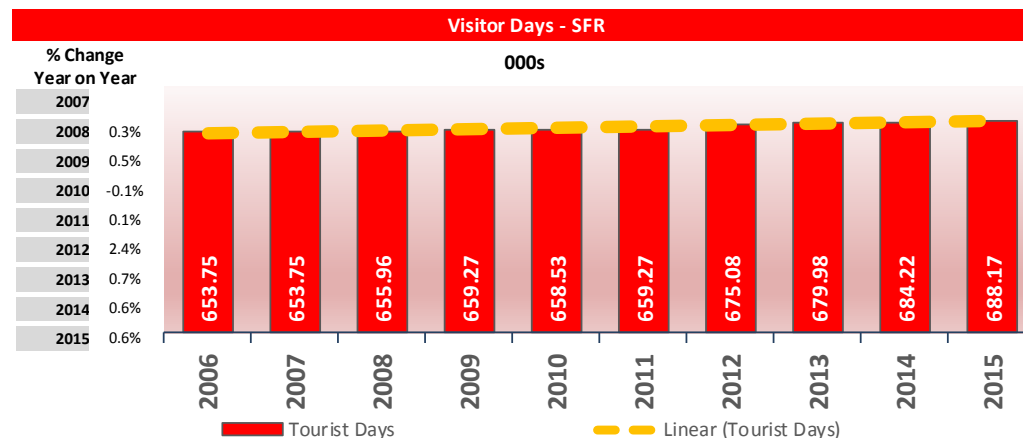
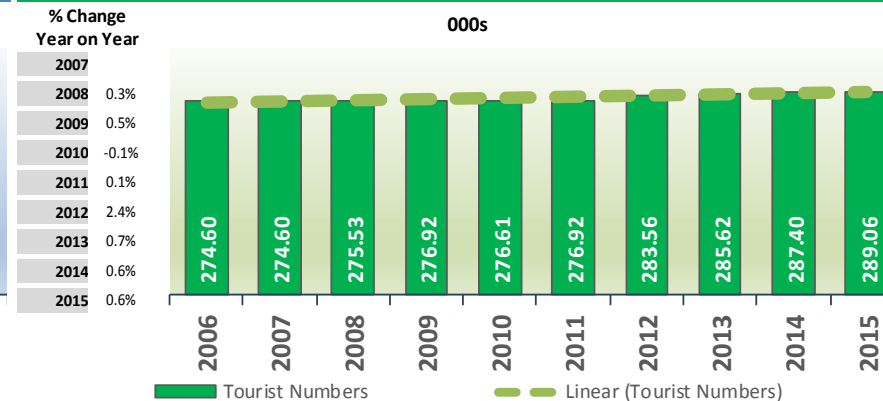
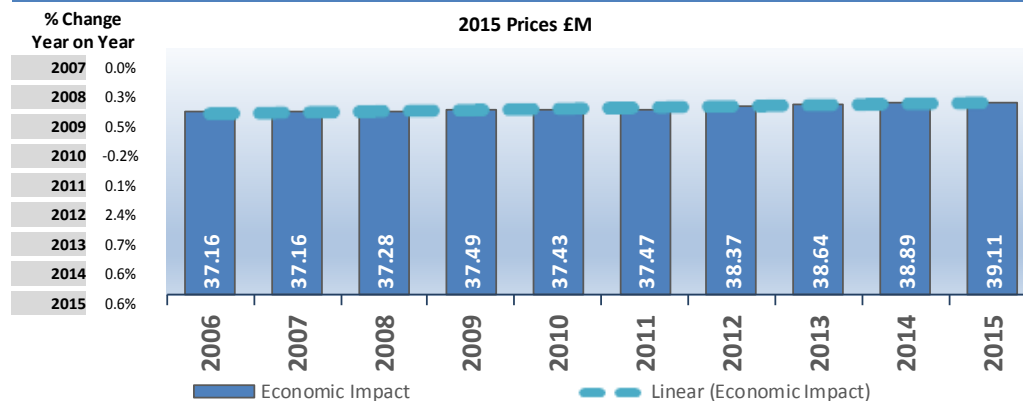
2006 to 2015
2015 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		0.0%	0.3%	0.9%	0.7%	0.8%	3.2%	4.0%	4.6%	5.2%
Visitor Numbers			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%
Visitor Days			0.3%	0.8%	0.7%	0.8%	3.3%	4.0%	4.7%	5.3%
Direct Employment		1.5%	2.8%	0.6%	1.4%	2.8%	7.6%	11.1%	10.3%	9.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

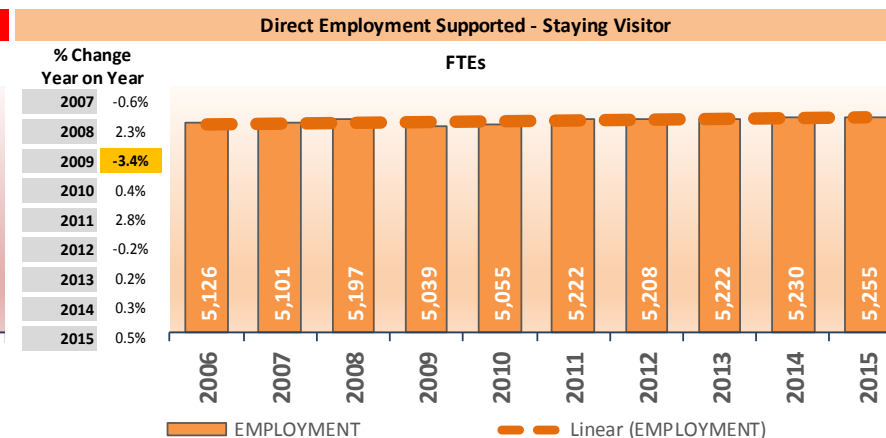
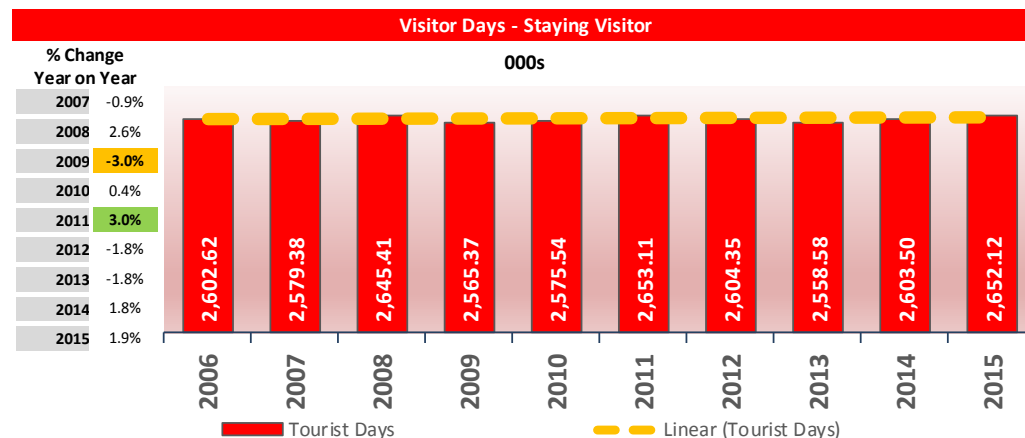
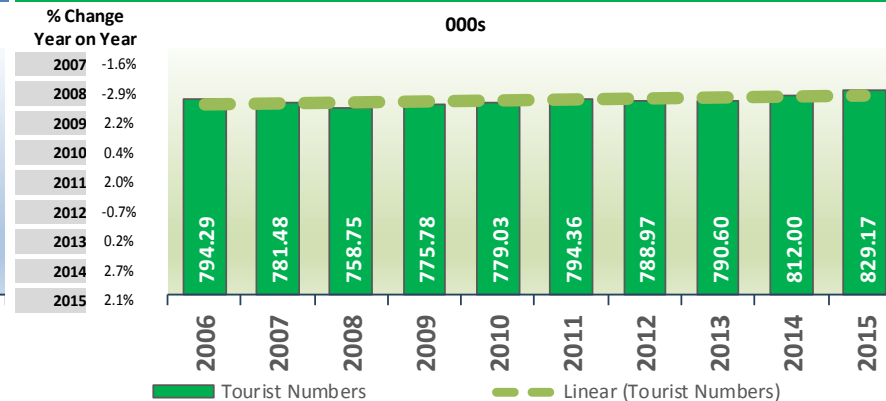
2006 to 2015
2015 Prices

STAYING VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Staying Visitor

Visitor Numbers - Staying Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-3.7%	-1.8%	-4.1%	-4.0%	-0.7%	-3.1%	-5.7%	-4.0%	-2.0%
Visitor Numbers		-1.6%	-4.5%	-2.3%	-1.9%	0.0%	-0.7%	-0.5%	2.2%	4.4%
Visitor Days		-0.9%	1.6%	-1.4%	-1.0%	1.9%	0.1%	-1.7%	0.0%	1.9%
Direct Employment		-0.5%	1.4%	-1.7%	-1.4%	1.9%	1.6%	1.9%	2.0%	2.5%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

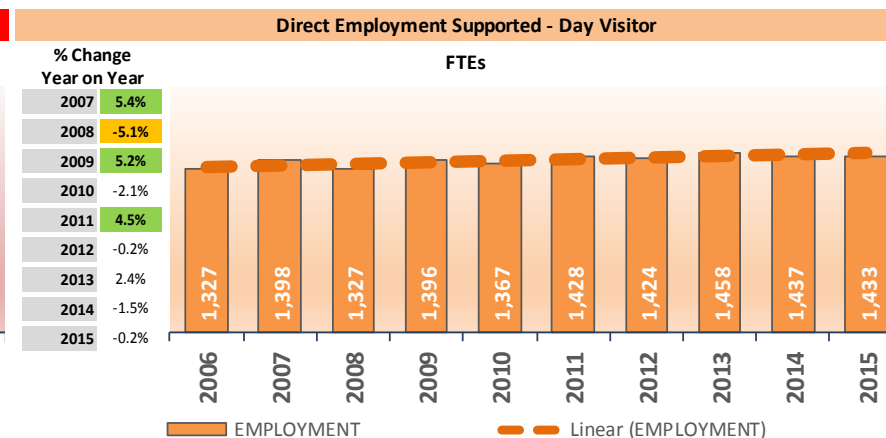
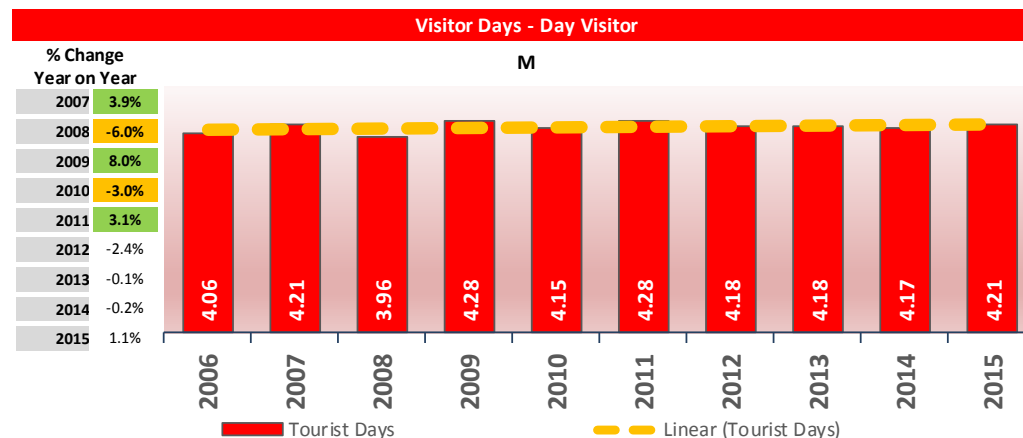
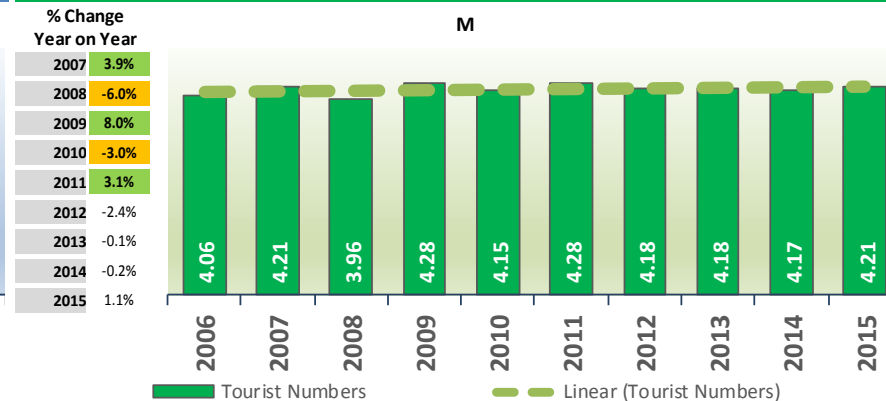
2006 to 2015
2015 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		3.8%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Visitor Numbers		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Visitor Days		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Direct Employment		5.4%	0.0%	5.3%	3.0%	7.6%	7.4%	9.9%	8.3%	8.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

2006 to 2015
2015 Prices

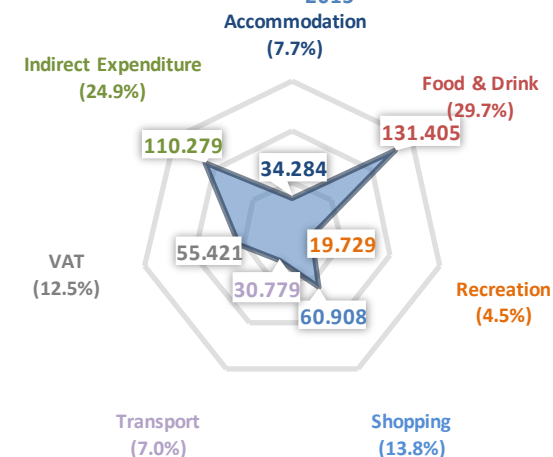
TOTAL

SECTORAL ANALYSIS
Indexed

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2015

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Accommodation	£M	38.13	34.75	33.65	34.33	34.76	35.02	34.59	32.83	33.55	34.28
Food & Drink	£M	131.63	132.46	129.67	133.42	131.05	132.51	129.41	128.34	129.39	131.40
Recreation	£M	20.28	19.85	20.19	19.90	19.73	20.00	19.48	19.09	19.36	19.73
Shopping	£M	62.36	61.48	62.82	61.41	61.12	61.94	60.31	58.87	59.75	60.91
Transport	£M	31.16	31.14	31.41	31.20	30.95	31.37	30.54	29.91	30.25	30.78
Direct Revenue	£M	283.56	279.69	277.73	280.26	277.61	280.84	274.33	269.04	272.30	277.11
VAT	£M	49.62	48.94	48.60	49.05	48.58	56.17	54.87	53.81	54.46	55.42
Direct Expenditure	£M	333.18	328.63	326.34	329.31	326.20	337.01	329.20	322.85	326.76	332.53
Indirect Expenditure	£M	110.69	109.02	108.65	109.55	108.38	112.13	109.39	107.30	108.41	110.28
TOTAL	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81

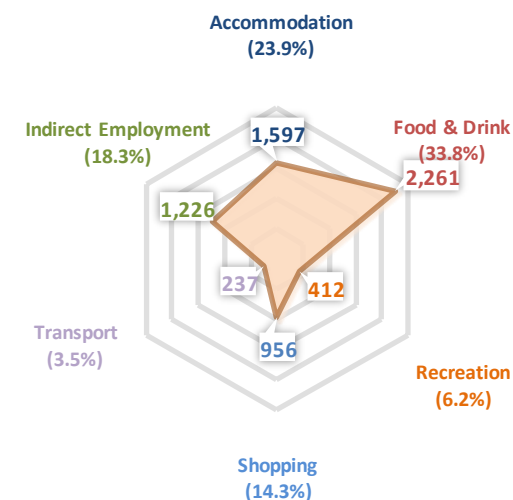
2015 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2015



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Accommodation	FTEs	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,597
Food & Drink	FTEs	2,131	2,176	2,150	2,154	2,136	2,234	2,230	2,267	2,255	2,261
Recreation	FTEs	398	396	406	390	390	409	407	409	409	412
Shopping	FTEs	920	921	950	904	908	952	947	948	950	956
Transport	FTEs	225	229	233	225	225	236	235	236	236	237
Direct Employment	FTEs	5,270	5,317	5,335	5,269	5,256	5,428	5,415	5,456	5,446	5,462
Indirect Employment	FTEs	1,182	1,182	1,189	1,167	1,166	1,222	1,218	1,224	1,221	1,226
TOTAL	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688

2015 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



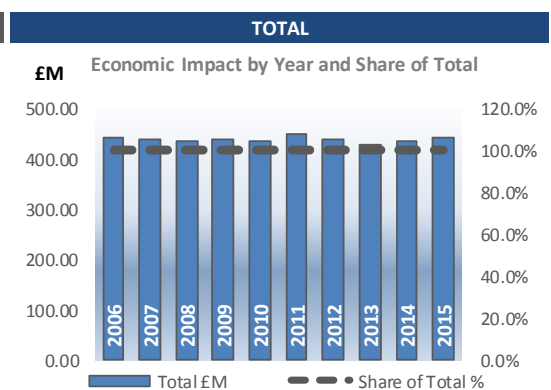
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 2015 Prices			TOTAL	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2015 / 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 2006 to 2015		-9.1%	-1.4%	9.2%	1.3%	-2.9%	-1.5%	12.8%	0.7%	-7.1%	-7.8%	2.2%	-7.9%		-0.2%	0.4%	-1.0%	2.4%	-5.3%	
% Change 2014 to 2015		2.5%	1.8%	1.0%	0.6%	1.3%	2.6%	2.1%	1.9%	2.0%	2.2%	0.5%	2.2%		1.8%	1.6%	1.5%	2.0%	1.7%	
Average Annual Change		-1.0%	-0.2%	1.0%	0.1%	-0.3%	-0.2%	1.4%	0.1%	-0.8%	-0.9%	0.2%	-0.9%		0.0%	0.0%	-0.1%	0.3%	-0.6%	
2006	£M	20.96	20.36	27.04	42.13	41.50	43.87	55.91	64.79	49.41	36.55	19.80	21.56	443.87	-1.4%	68.36	127.50	170.11	77.90	
2007	£M	20.89	20.64	31.63	40.72	42.80	42.47	49.27	61.61	51.91	34.05	19.57	22.07	437.65		73.17	125.99	162.80	75.69	
2008	£M	19.98	21.42	35.80	35.02	47.15	42.46	55.12	60.73	45.10	33.78	17.61	20.81	434.99		-0.6%	77.21	124.62	160.95	72.21
2009	£M	18.55	19.19	31.36	40.22	44.07	40.15	56.86	62.09	52.11	35.91	18.41	19.92	438.85		0.9%	69.11	124.44	171.06	74.24
2010	£M	17.53	17.50	29.86	41.12	44.06	47.68	54.65	60.97	48.47	36.18	19.00	17.56	434.57	-1.0%	64.88	132.86	164.09	72.74	
2011	£M	18.90	21.00	29.63	45.74	40.83	45.59	64.32	63.13	46.95	34.12	19.93	18.99	449.14	3.4%	69.53	132.17	174.40	73.04	
2012	£M	18.40	19.49	29.35	44.35	39.83	44.07	62.28	62.51	45.94	33.21	19.93	19.25	438.59	-2.3%	67.24	128.24	170.72	72.38	
2013	£M	18.45	19.83	28.88	41.94	39.77	42.46	61.01	62.59	43.86	32.08	20.11	19.18	430.15	-1.9%	67.16	124.17	167.46	71.36	
2014	£M	18.59	19.72	29.24	42.41	39.76	42.12	61.77	64.01	44.99	32.97	20.13	19.44	435.16	1.2%	67.55	124.30	170.77	72.54	
2015	£M	19.05	20.08	29.52	42.68	40.29	43.21	63.06	65.22	45.91	33.68	20.24	19.86	442.81	1.8%	68.66	126.18	174.19	73.78	

ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	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 2006	%										
Avg Ann. Change in Share	%										

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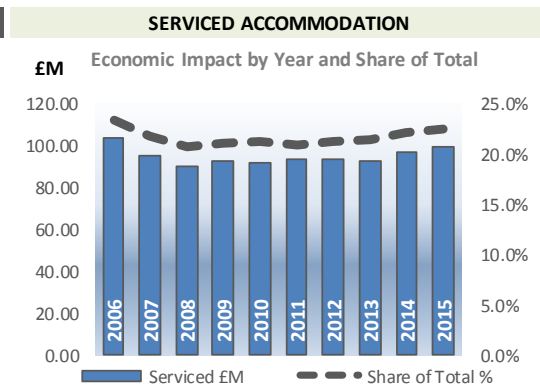
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 2015 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 2015 / 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 2006 to 2015		15.1%	11.9%	35.4%	3.6%	-13.6%	-4.2%	-1.7%	-21.8%	-13.8%	-1.1%	-5.3%	1.3%	-4.2%	Annual Change	22.1%	-5.1%	-12.9%	-1.5%
% Change 2014 to 2015		8.3%	3.9%	-0.5%	-2.4%	1.5%	7.7%	5.2%	3.1%	3.1%	3.3%	-2.4%	4.4%	2.9%		3.0%	2.3%	3.8%	2.1%
Average Annual Change		1.7%	1.3%	3.9%	0.4%	-1.5%	-0.5%	-0.2%	-2.4%	-1.5%	-0.1%	-0.6%	0.1%	-0.5%		2.5%	-0.6%	-1.4%	-0.2%
2006	£M	3.474	4.446	5.212	8.254	9.706	10.25	12.99	14.80	14.67	9.693	5.044	5.212	103.75		13.13	28.21	42.47	19.95
2007	£M	4.665	5.578	7.612	7.568	9.261	8.204	9.989	11.15	12.16	7.170	6.162	5.828	95.35	-8.1%	17.85	25.03	33.30	19.16
2008	£M	4.506	6.087	6.808	6.641	8.912	8.045	11.54	10.33	10.44	7.109	5.216	4.618	90.25	-5.3%	17.40	23.60	32.31	16.94
2009	£M	2.884	4.419	5.513	7.255	8.739	7.373	12.46	10.69	16.21	7.557	5.570	4.014	92.68	2.7%	12.82	23.37	39.36	17.14
2010	£M	3.487	3.946	6.916	7.432	8.099	9.875	12.17	10.94	12.82	7.487	4.629	4.396	92.20	-0.5%	14.35	25.41	35.93	16.51
2011	£M	3.599	4.636	6.694	8.208	7.553	9.572	12.39	10.77	12.59	8.851	4.370	4.552	93.79	1.7%	14.93	25.33	35.75	17.77
2012	£M	3.375	4.305	6.694	7.852	7.718	9.295	12.14	10.99	12.83	8.852	4.470	4.679	93.20	-0.6%	14.37	24.86	35.96	18.00
2013	£M	3.406	4.627	6.722	8.509	8.022	9.220	11.59	10.75	11.53	8.681	4.661	4.740	92.46	-0.8%	14.76	25.75	33.87	18.08
2014	£M	3.693	4.785	7.088	8.767	8.260	9.119	12.14	11.23	12.27	9.282	4.895	5.057	96.58	4.4%	15.57	26.15	35.63	19.23
2015	£M	3.999	4.974	7.055	8.553	8.386	9.819	12.77	11.57	12.64	9.588	4.776	5.280	99.42	2.9%	16.03	26.76	36.99	19.64

ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced	£M	103.75	95.35	90.25	92.68	92.20	93.79	93.20	92.46	96.58	99.42
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	23.4%	21.8%	20.7%	21.1%	21.2%	20.9%	21.3%	21.5%	22.2%	22.5%
Annual Change in Share	%		-6.8%	-4.8%	1.8%	0.5%	-1.6%	1.8%	1.2%	3.2%	1.2%
Change in Share from 2006	%		-6.8%	-11.2%	-9.6%	-9.2%	-10.7%	-9.1%	-8.0%	-5.1%	-3.9%
Avg Ann. Change in Share	%		-6.8%	-5.6%	-3.2%	-2.3%	-2.1%	-1.5%	-1.1%	-0.6%	-0.4%

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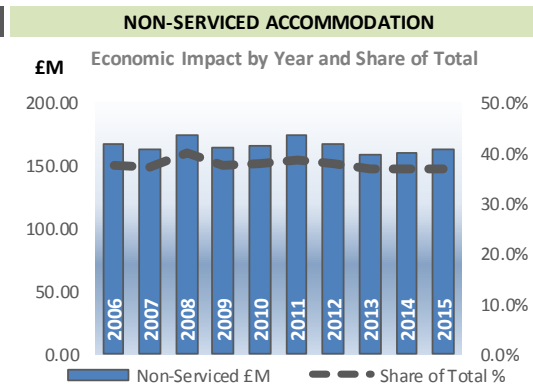


STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 2015 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2015 / 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 2006 to 2015		-27.5%	-34.2%	-20.0%	-5.1%	1.2%	-13.9%	5.9%	19.8%	1.8%	-0.5%	-14.3%	-10.6%	-2.3%	Annual Change	-25.9%	-6.4%	10.1%	-5.7%	
% Change 2014 to 2015		1.7%	1.6%	2.2%	2.1%	1.6%	1.4%	1.7%	2.1%	2.2%	2.3%	2.5%	2.7%	1.9%		1.9%	1.7%	2.0%	2.4%	
Average Annual Change		-3.1%	-3.8%	-2.2%	-0.6%	0.1%	-1.5%	0.7%	2.2%	0.2%	-0.1%	-1.6%	-1.2%	-0.3%		-2.9%	-0.7%	1.1%	-0.6%	
2006	£M	5.880	6.620	10.85	16.30	15.54	18.33	24.07	25.75	18.10	14.32	5.699	5.120	166.57		-1.8%	23.35	50.16	67.92	25.14
2007	£M	4.405	5.231	10.55	14.34	16.36	18.96	22.56	27.25	21.33	13.32	4.610	4.564	163.49		-1.8%	20.19	49.66	71.14	22.49
2008	£M	4.104	5.337	15.04	14.68	21.56	20.22	24.61	27.11	19.21	13.93	3.914	4.544	174.26	6.6%	24.48	56.46	70.93	22.39	
2009	£M	4.668	4.943	11.36	15.87	17.10	17.35	24.90	26.55	19.11	13.83	4.319	4.733	164.74	-5.5%	20.97	50.33	70.56	22.89	
2010	£M	4.676	5.216	9.708	16.18	18.46	20.26	21.97	27.07	19.34	14.02	4.355	4.166	165.41	0.4%	19.60	54.90	68.37	22.54	
2011	£M	4.484	5.284	8.723	18.95	17.12	18.20	27.29	30.38	19.28	15.21	4.636	4.407	173.97	5.2%	18.49	54.27	76.95	24.25	
2012	£M	4.193	4.291	8.757	18.20	16.17	17.36	25.87	29.50	18.38	14.53	4.707	4.538	166.51	-4.3%	17.24	51.73	73.76	23.78	
2013	£M	4.174	4.310	8.311	15.15	15.76	15.89	25.14	29.62	17.67	13.63	4.685	4.378	158.73	-4.7%	16.79	46.81	72.43	22.70	
2014	£M	4.191	4.289	8.495	15.15	15.46	15.57	25.07	30.20	18.03	13.93	4.765	4.459	159.61	0.6%	16.98	46.18	73.30	23.16	
2015	£M	4.261	4.357	8.680	15.46	15.72	15.78	25.49	30.85	18.42	14.24	4.886	4.579	162.72	1.9%	17.30	46.95	74.76	23.71	

ECONOMIC IMPACT - INDEXED TO 2015										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	£M	166.57	163.49	174.26	164.74	165.41	173.97	166.51	158.73	159.61
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16
Share of Total	%	37.5%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%
Annual Change in Share	%		-0.4%	7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%
Change in Share from 2006	%		-0.4%	6.8%	0.0%	1.4%	3.2%	1.2%	-1.7%	-2.1%
Avg Ann. Change in Share	%		-0.4%	3.4%	0.0%	0.4%	0.6%	0.2%	-0.2%	-0.2%

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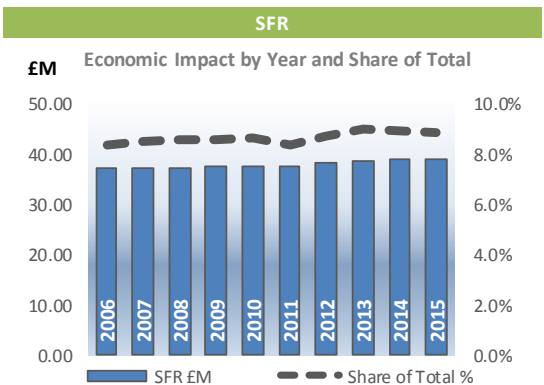
Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 2015 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 2015 / 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 2006 to 2015		5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%			5.2%				
% Change 2014 to 2015		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		
Average Annual Change		0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%		
2006	£M	5.168	1.737	1.975	4.714	3.032	2.336	3.790	4.012	2.067	2.065	1.609	4.658	37.16	Annual Change	8.880	10.08	9.869	8.332	
2007	£M	5.168	1.737	1.975	4.713	3.032	2.336	3.790	4.012	2.067	2.065	1.609	4.658	37.16		0.0%	8.880	10.08	9.869	8.332
2008	£M	5.185	1.742	1.982	4.729	3.042	2.343	3.803	4.025	2.073	2.071	1.614	4.674	37.28		0.3%	8.910	10.11	9.901	8.359
2009	£M	5.214	1.752	1.993	4.755	3.059	2.356	3.823	4.047	2.085	2.083	1.623	4.699	37.49		0.5%	8.958	10.17	9.956	8.405
2010	£M	5.205	1.749	1.989	4.747	3.054	2.352	3.817	4.041	2.081	2.079	1.620	4.691	37.43		-0.2%	8.943	10.15	9.939	8.391
2011	£M	5.211	1.751	1.992	4.752	3.057	2.355	3.821	4.045	2.084	2.082	1.622	4.697	37.47		0.1%	8.953	10.16	9.950	8.400
2012	£M	5.336	1.793	2.040	4.866	3.130	2.411	3.913	4.142	2.134	2.132	1.661	4.809	38.37		2.4%	9.168	10.41	10.19	8.602
2013	£M	5.375	1.806	2.054	4.902	3.153	2.429	3.941	4.172	2.149	2.147	1.673	4.844	38.64		0.7%	9.235	10.48	10.26	8.664
2014	£M	5.408	1.817	2.067	4.932	3.173	2.444	3.966	4.198	2.163	2.160	1.683	4.875	38.89		0.6%	9.293	10.55	10.33	8.719
2015	£M	5.439	1.828	2.079	4.961	3.191	2.458	3.989	4.223	2.175	2.173	1.693	4.903	39.11		0.6%	9.346	10.61	10.39	8.769

ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
SFR	£M	37.16	37.16	37.28	37.49	37.43	37.47	38.37	38.64	38.89	39.11
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	8.4%	8.5%	8.6%	8.5%	8.6%	8.3%	8.7%	9.0%	8.9%	8.8%
Annual Change in Share	%		1.4%	0.9%	-0.3%	0.8%	-3.1%	4.9%	2.7%	-0.5%	-1.2%
Change in Share from 2006	%		1.4%	2.4%	2.0%	2.9%	-0.4%	4.5%	7.3%	6.7%	5.5%
Avg Ann. Change in Share	%		1.4%	1.2%	0.7%	0.7%	-0.1%	0.7%	1.0%	0.8%	0.6%

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

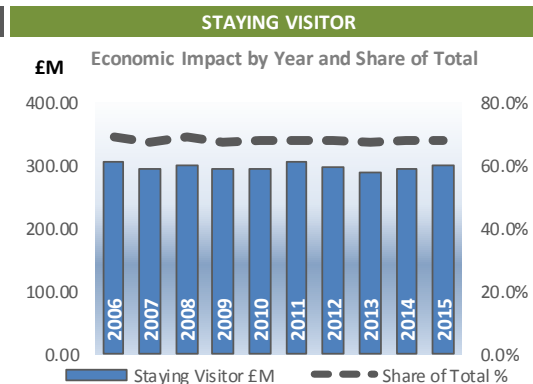
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Report Prepared by: Cathy James, Date of Issue: 05/07/16

STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY											2006 to 2015 2015 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed							
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		STAYING VISITOR											TOTAL						% Change				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES																					
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
% Change 2006 to 2015		-5.7%	-12.8%	-1.2%	-1.0%	-3.5%	-9.2%	3.4%	4.7%	-4.6%	-0.3%	-8.1%	-1.5%	-2.0%	Annual Change	-5.9%	-4.7%	1.6%	-2.4%				
% Change 2014 to 2015		3.1%	2.5%	0.9%	0.4%	1.5%	3.4%	2.6%	2.2%	2.4%	2.5%	0.1%	2.6%	2.1%		2.0%	1.7%	2.4%	2.0%				
Average Annual Change		-0.6%	-1.4%	-0.1%	-0.1%	-0.4%	-1.0%	0.4%	0.5%	-0.5%	0.0%	-0.9%	-0.2%	-0.2%		-0.7%	-0.5%	0.2%	-0.3%				
2006	£M	14.52	12.80	18.04	29.26	28.27	30.91	40.86	44.56	34.83	26.07	12.35	14.99	307.48	-3.7%	45.36	88.45	120.25	53.42				
2007	£M	14.24	12.55	20.14	26.62	28.65	29.50	36.34	42.42	35.56	22.55	12.38	15.05	296.00		46.92	84.78	114.32	49.99				
2008	£M	13.80	13.17	23.83	26.05	33.51	30.60	39.96	41.46	31.73	23.11	10.74	13.84	301.80		2.0%	50.80	90.17	113.14	47.69			
2009	£M	12.77	11.11	18.86	27.88	28.90	27.08	41.18	41.29	37.41	23.47	11.51	13.45	294.92	-2.3%	42.74	83.86	119.88	48.43				
2010	£M	13.37	10.91	18.61	28.36	29.61	32.49	37.96	42.05	34.23	23.58	10.60	13.25	295.03	0.0%	42.89	90.46	114.24	47.44				
2011	£M	13.29	11.67	17.41	31.91	27.73	30.13	43.51	45.20	33.95	26.14	10.63	13.66	305.22	3.5%	42.37	89.76	122.66	50.42				
2012	£M	12.90	10.39	17.49	30.91	27.02	29.07	41.93	44.63	33.35	25.51	10.84	14.03	298.08	-2.3%	40.78	87.00	119.91	50.38				
2013	£M	12.95	10.74	17.09	28.56	26.94	27.54	40.68	44.54	31.34	24.46	11.02	13.96	289.84	-2.8%	40.78	83.04	116.57	49.44				
2014	£M	13.29	10.89	17.65	28.85	26.90	27.13	41.17	45.62	32.46	25.37	11.34	14.39	295.07	1.8%	41.83	82.87	119.26	51.11				
2015	£M	13.70	11.16	17.81	28.97	27.29	28.06	42.25	46.64	33.24	26.00	11.36	14.76	301.25	2.1%	42.67	84.32	122.13	52.12				

ECONOMIC IMPACT - INDEXED TO 2015										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Staying Visitor	£M	307.48	296.00	301.80	294.92	295.03	305.22	298.08	289.84	295.07
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	442.81
Share of Total	%	69.3%	67.6%	69.4%	67.2%	67.9%	68.0%	67.4%	67.8%	68.0%
Annual Change in Share	%		-2.4%	2.6%	-3.1%	1.0%	0.1%	0.0%	-0.9%	0.6%
Change in Share from 2006	%		-2.4%	0.2%	-3.0%	-2.0%	-1.9%	-1.9%	-2.7%	-2.1%
Avg Ann. Change in Share	%		-2.4%	0.1%	-1.0%	-0.5%	-0.4%	-0.3%	-0.4%	-0.2%



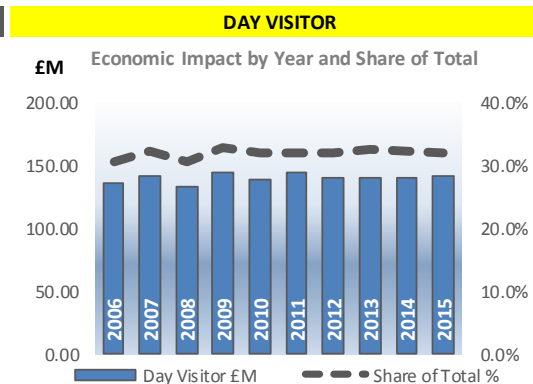
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STEAM FINAL TREND REPORT FOR 2006-2015 HEREFORDSHIRE COUNTY												2006 to 2015 2015 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY			DAY VISITOR																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2015 / 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 2006 to 2015			-16.9%	18.1%	30.0%	6.5%	-1.7%	16.9%	38.3%	-8.1%	-13.1%	-26.7%	19.3%	-22.3%	3.8%	Annual Change	13.0%	7.2%	4.4%	-11.5%
% Change 2014 to 2015			1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%		1.0%	1.0%	1.0%	1.0%
Average Annual Change			-1.9%	2.0%	3.3%	0.7%	-0.2%	1.9%	4.3%	-0.9%	-1.5%	-3.0%	2.1%	-2.5%	0.4%		1.4%	0.8%	0.5%	-1.3%
2006	£M	6.442	7.553	9.006	12.87	13.22	12.96	15.05	20.22	14.58	10.47	7.448	6.565	136.39			23.00	39.05	49.86	24.48
2007	£M	6.654	8.098	11.49	14.10	14.15	12.96	12.93	19.19	16.35	11.50	7.189	7.018	141.64	3.8%	26.25	41.21	48.48	25.71	
2008	£M	6.184	8.259	11.97	8.968	13.63	11.85	15.17	19.27	13.38	10.67	6.870	6.977	133.19	-6.0%	26.41	34.45	47.81	24.52	
2009	£M	5.786	8.078	12.50	12.34	15.17	13.07	15.67	20.81	14.71	12.43	6.897	6.477	143.94	8.1%	26.36	40.58	51.19	25.81	
2010	£M	4.159	6.585	11.24	12.76	14.44	15.19	16.69	18.92	14.24	12.59	8.398	4.307	139.54	-3.1%	21.99	42.40	49.85	25.30	
2011	£M	5.608	9.328	12.22	13.83	13.11	15.47	20.81	17.94	13.00	7.981	9.298	5.337	143.92	3.1%	27.15	42.40	51.74	22.62	
2012	£M	5.493	9.104	11.86	13.43	12.81	15.00	20.35	17.87	12.59	7.693	9.093	5.219	140.51	-2.4%	26.46	41.24	50.81	22.01	
2013	£M	5.496	9.091	11.79	13.38	12.83	14.92	20.33	18.05	12.51	7.617	9.087	5.216	140.32	-0.1%	26.38	41.13	50.89	21.92	
2014	£M	5.299	8.829	11.59	13.56	12.86	14.99	20.60	18.39	12.53	7.599	8.790	5.047	140.09	-0.2%	25.72	41.42	51.52	21.44	
2015	£M	5.355	8.922	11.71	13.71	13.00	15.15	20.81	18.58	12.66	7.679	8.882	5.100	141.56	1.0%	25.99	41.86	52.06	21.66	

ECONOMIC IMPACT - INDEXED TO 2015										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Day Visitor	£M	136.39	141.64	133.19	143.94	139.54	143.92	140.51	140.32	140.09
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16
Share of Total	%	30.7%	32.4%	30.6%	32.8%	32.1%	32.0%	32.6%	32.2%	32.0%
Annual Change in Share	%		5.3%	-5.4%	7.1%	-2.1%	-0.2%	0.0%	1.8%	-1.3%
Change in Share from 2006	%		5.3%	-0.4%	6.7%	4.5%	4.3%	6.2%	4.8%	4.0%
Avg Ann. Change in Share	%		5.3%	-0.2%	2.2%	1.1%	0.9%	0.7%	0.9%	0.4%

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