



STEAM FINAL TREND REPORT FOR 2006-2015

Final

HEREFORDSHIRE COUNTY

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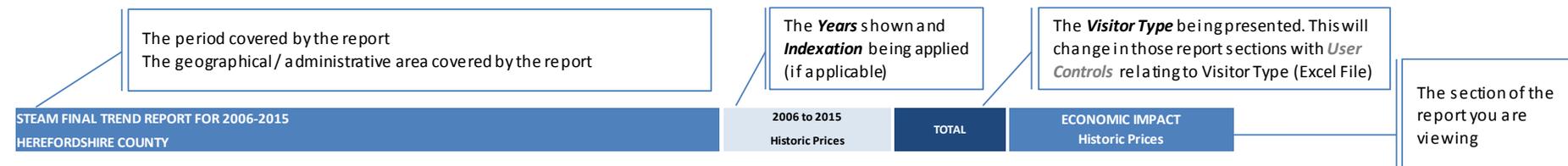
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Report Section Design and Features

Headers

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



User Controls (Excel File)

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

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



Units

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

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

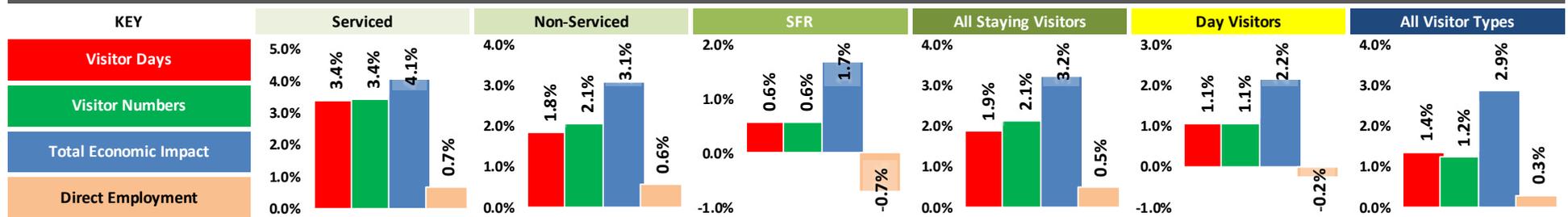
Visitor Numbers / Visitor Days / Average Length of Stay

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

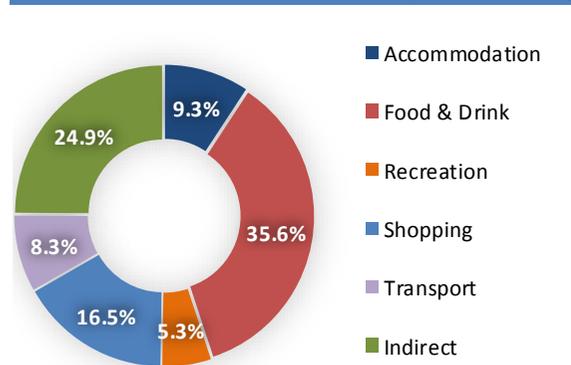
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2015	2014	+/- %	2015	2014	+/- %	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%	6.864	6.772	1.4%		
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%	5.041	4.980	1.2%		
Direct Expenditure	£M																332.53	323.17	2.9%		
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%	442.81	430.39	2.9%		
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%	5,462	5,446	0.3%		
Total Employment	FTEs																6,688	6,667	0.3%		

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

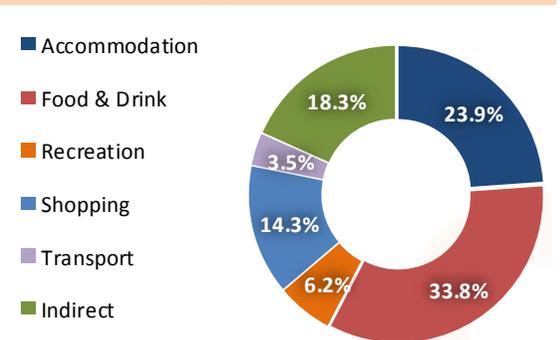


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



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

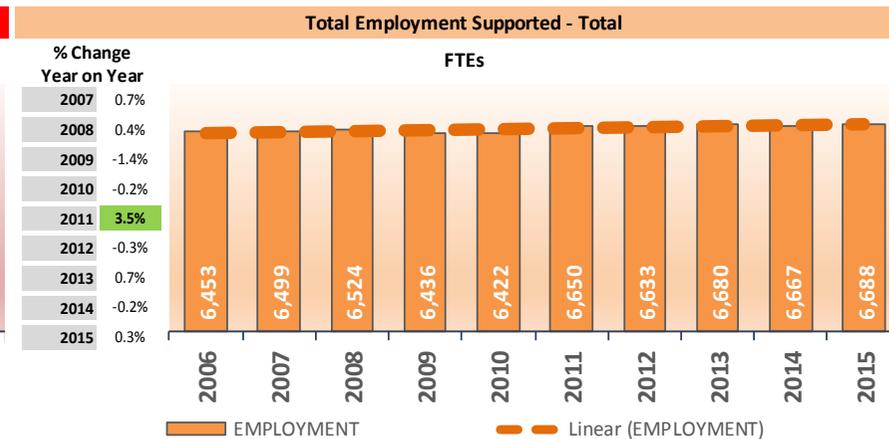
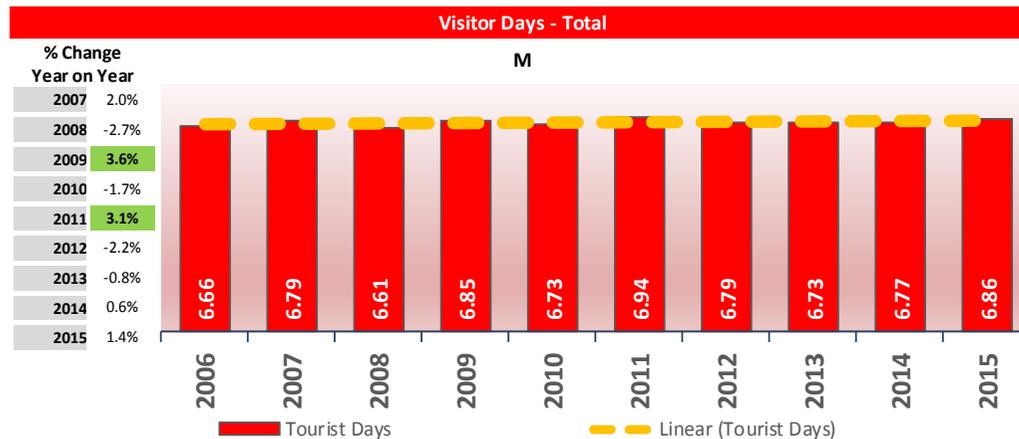
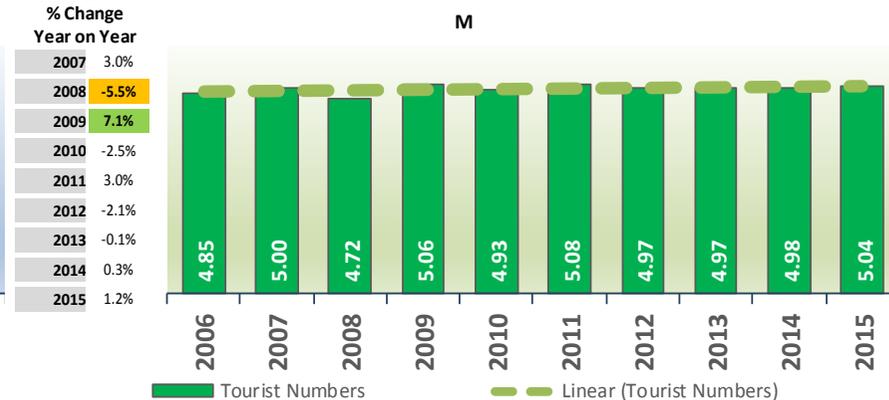
2006 to 2015
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - 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

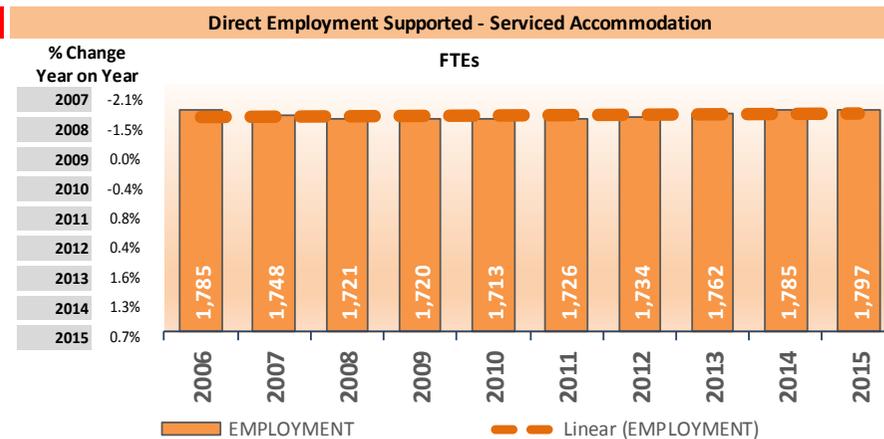
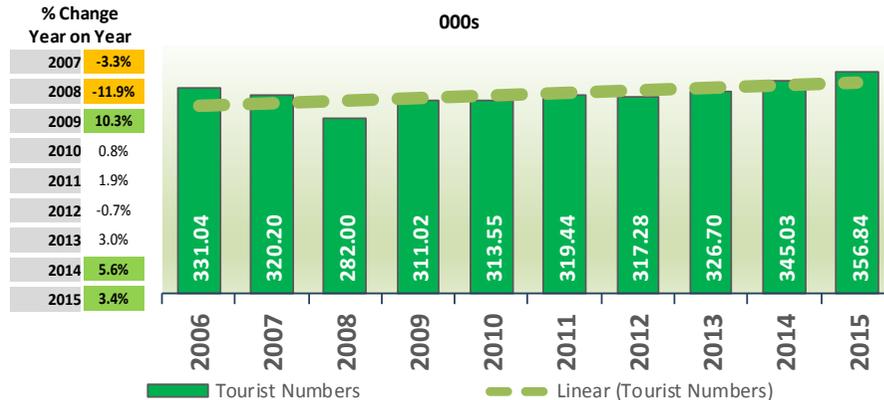
2006 to 2015
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - 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
HEREFORDSHIRE COUNTY

2006 to 2015
Historic Prices

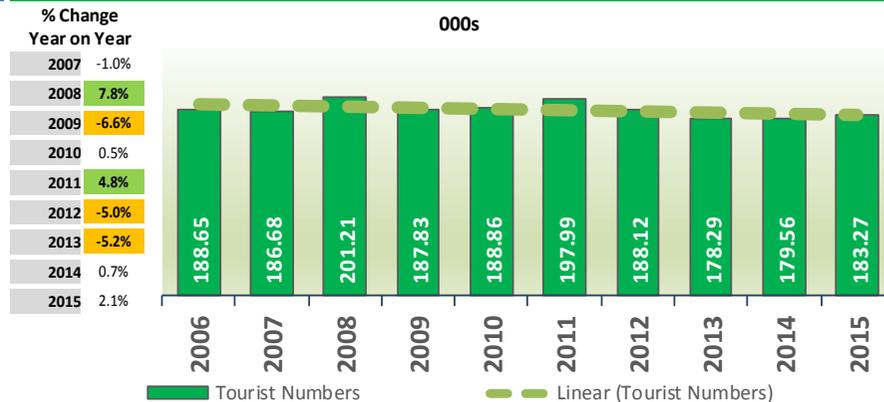
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

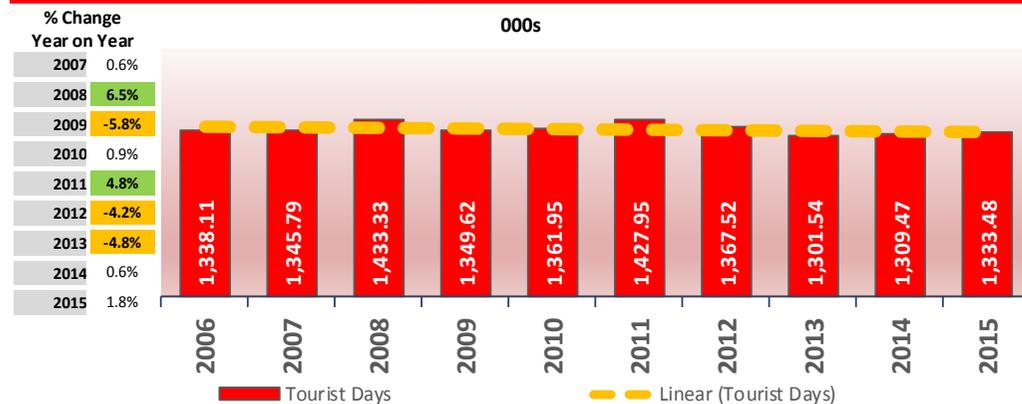
Economic Impact - Historic Prices - Non-Serviced Accommodation



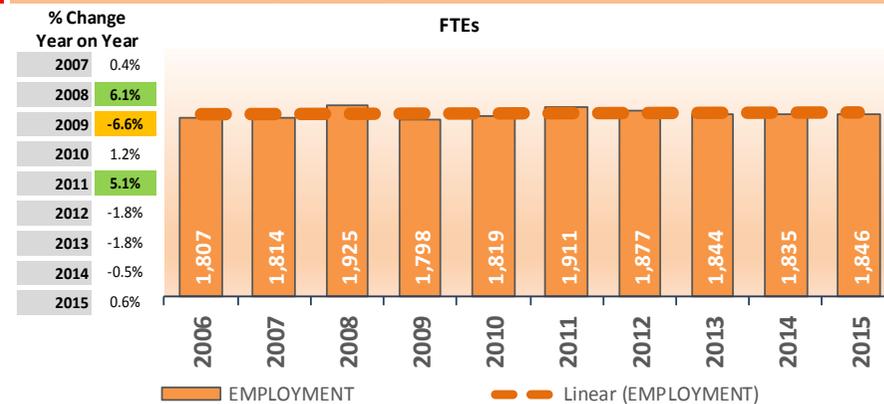
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - 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

2006 to 2015
Historic Prices

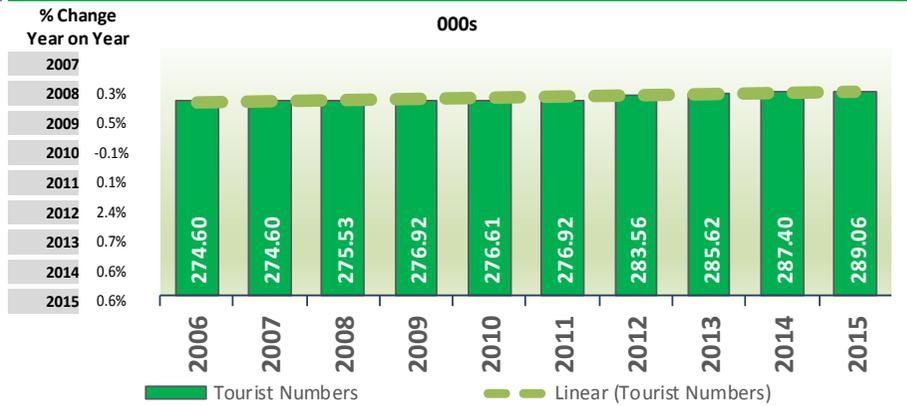
SFR

KEY MEASURES
Historic Prices

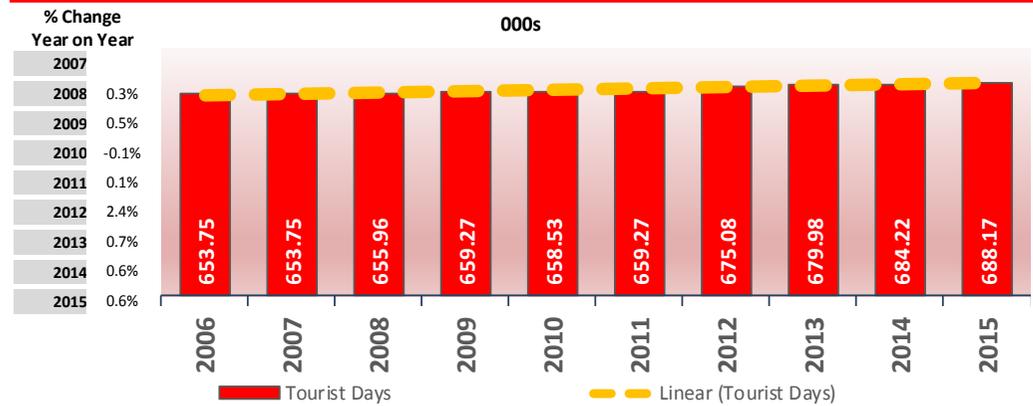
Economic Impact - Historic Prices - SFR



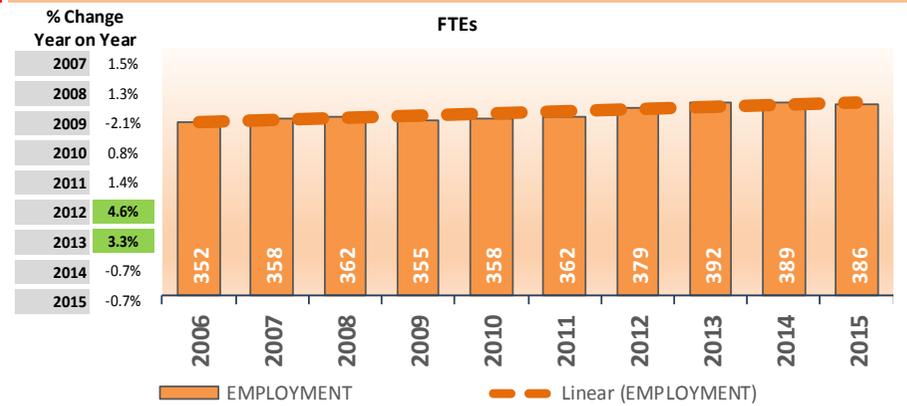
Visitor Numbers - SFR



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
HEREFORDSHIRE COUNTY

2006 to 2015
Historic Prices

STAYING VISITOR

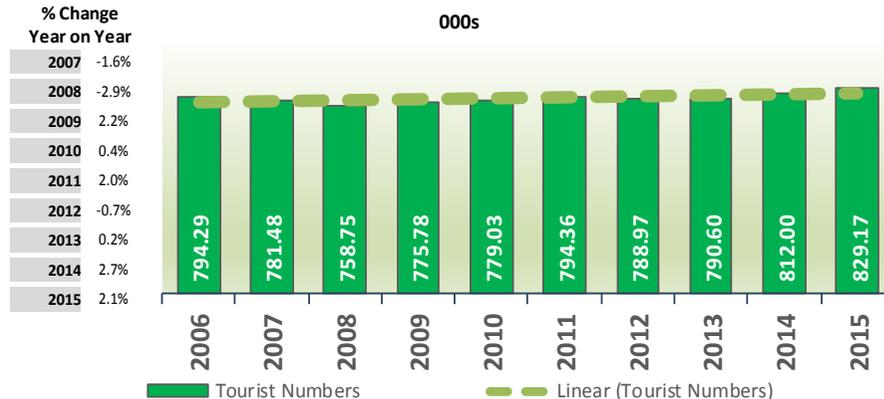
KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Staying Visitor



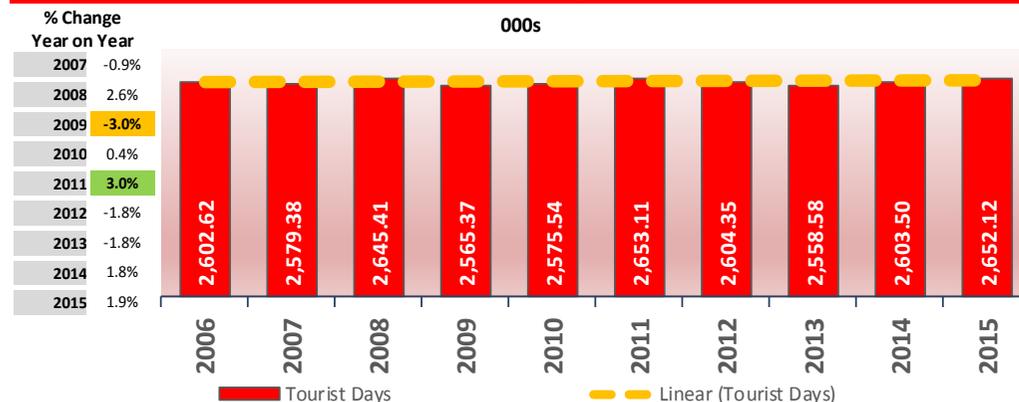
Year	% Change Year on Year
2007	0.3%
2008	6.1%
2009	-2.2%
2010	3.8%
2011	8.7%
2012	1.5%
2013	0.4%
2014	4.6%
2015	3.2%

Visitor Numbers - Staying Visitor



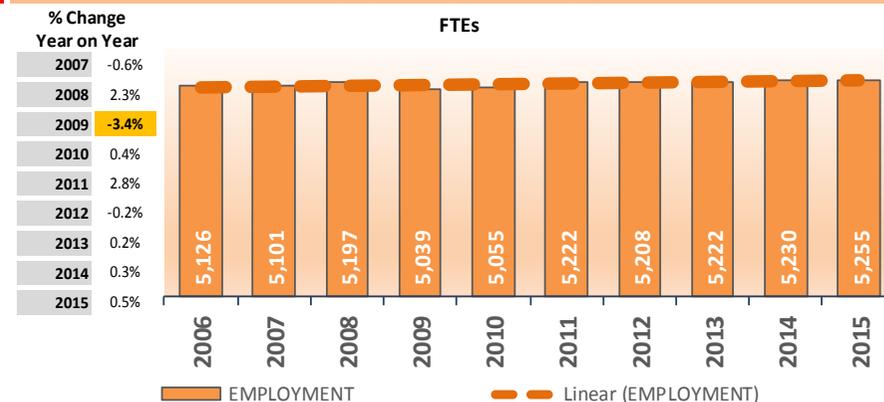
Year	% Change Year on Year
2007	-1.6%
2008	-2.9%
2009	2.2%
2010	0.4%
2011	2.0%
2012	-0.7%
2013	0.2%
2014	2.7%
2015	2.1%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2007	-0.9%
2008	2.6%
2009	-3.0%
2010	0.4%
2011	3.0%
2012	-1.8%
2013	-1.8%
2014	1.8%
2015	1.9%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2007	-0.6%
2008	2.3%
2009	-3.4%
2010	0.4%
2011	2.8%
2012	-0.2%
2013	0.2%
2014	0.3%
2015	0.5%

% 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

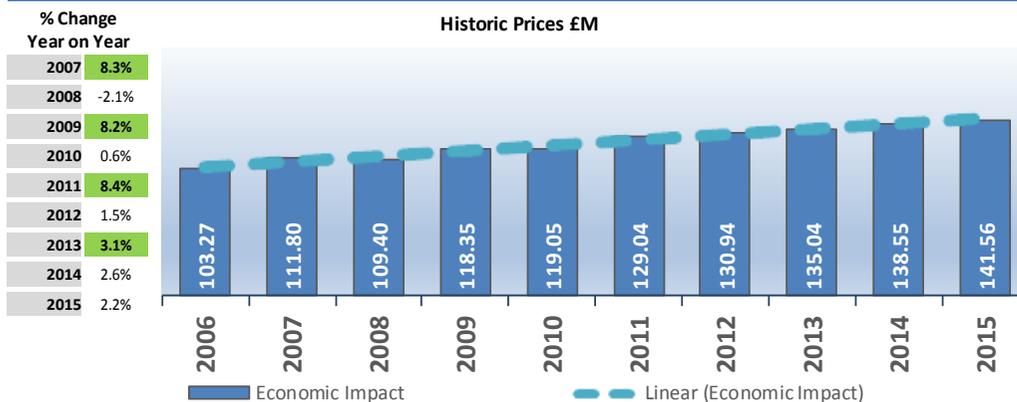
STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

2006 to 2015
Historic Prices

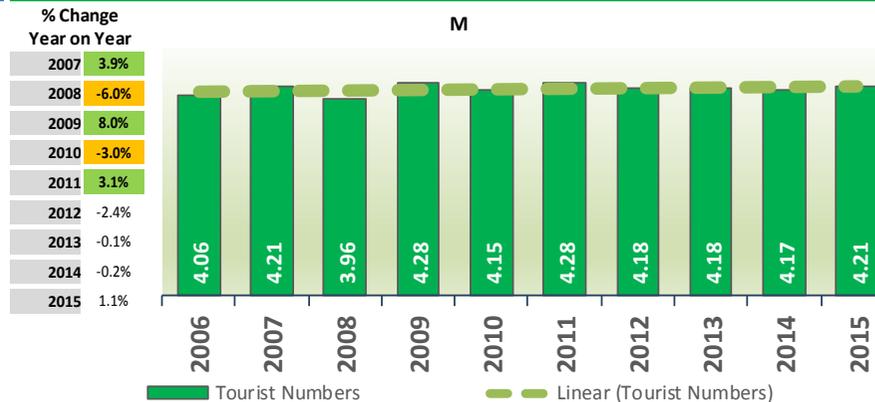
DAY VISITOR

KEY MEASURES
Historic Prices

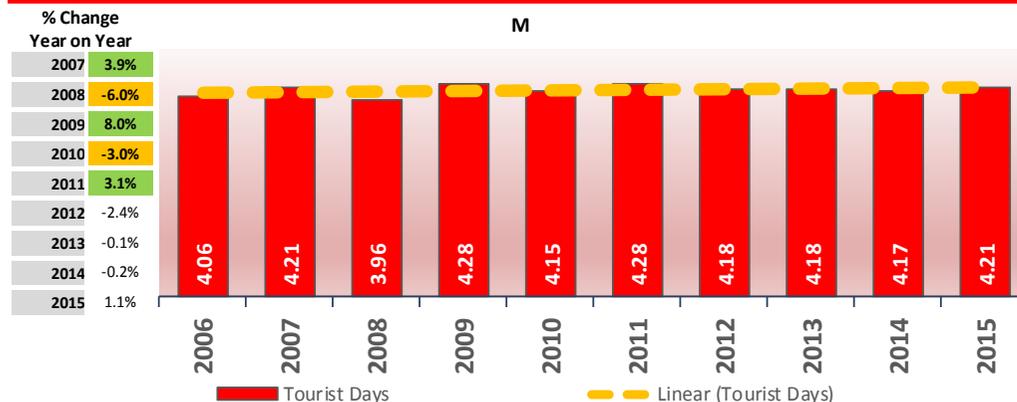
Economic Impact - Historic Prices - Day Visitor



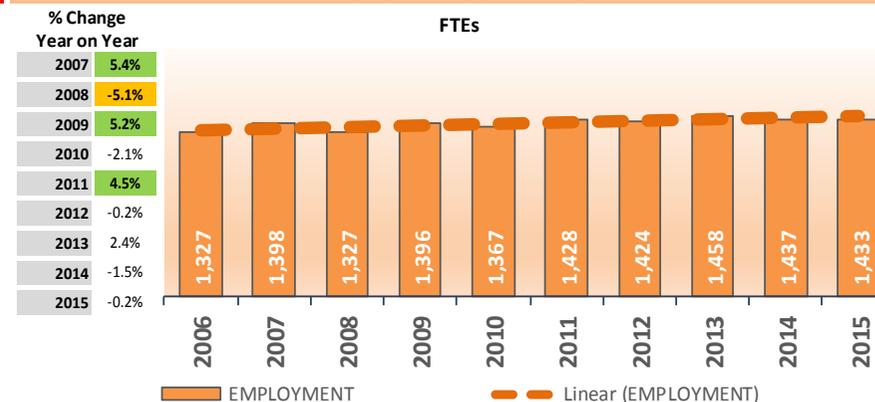
Visitor Numbers - Day Visitor



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

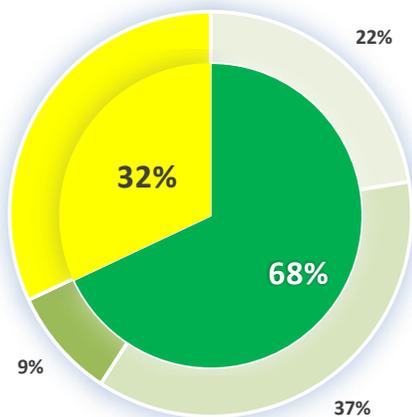
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2015 - M - Share of Total

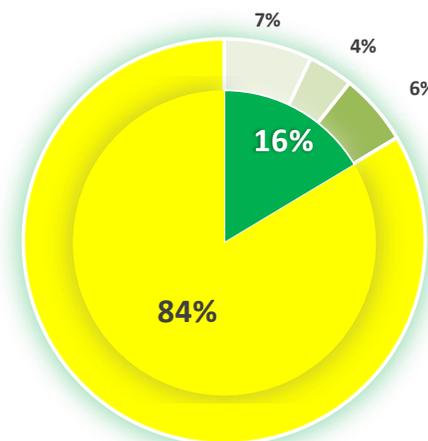
TOTAL
£442.81m

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



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

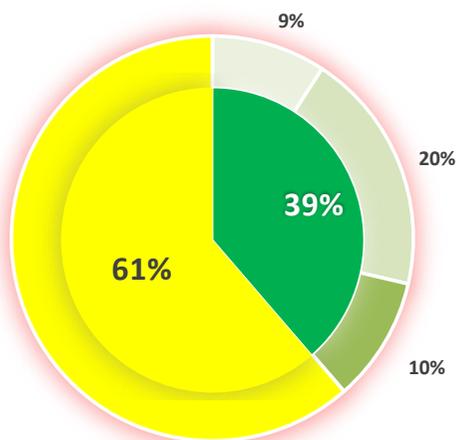


Visitor Days - 2015 - M - Share of Total

Direct Employment Supported - 2015 - FTEs - Share of Total

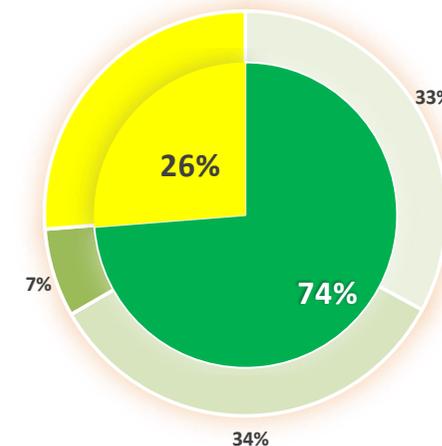
TOTAL
6.86m

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



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
HEREFORDSHIRE COUNTY

2015
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

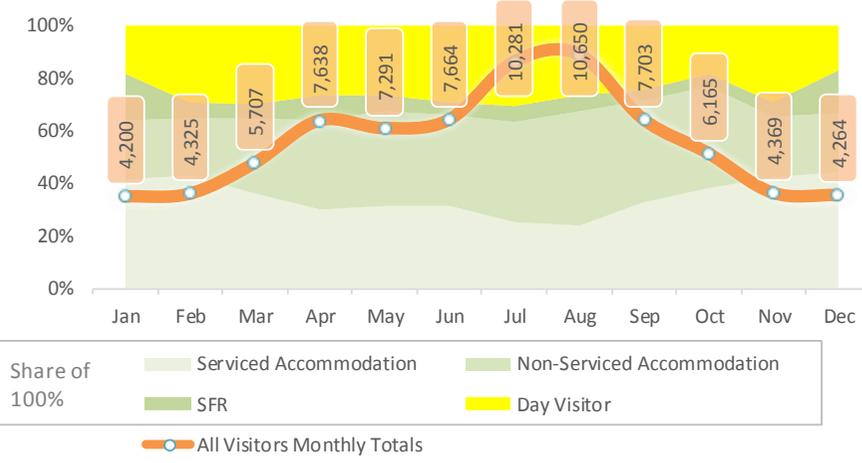
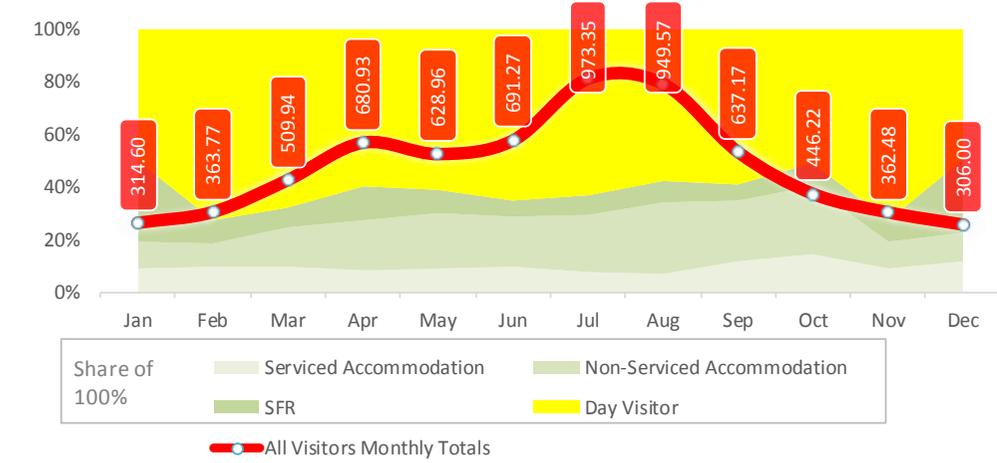
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

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



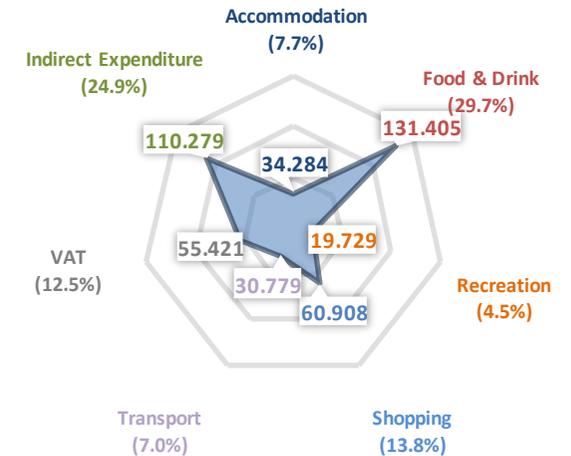
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Report Prepared by: Cathy James. Date of Issue: 05/07/16

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

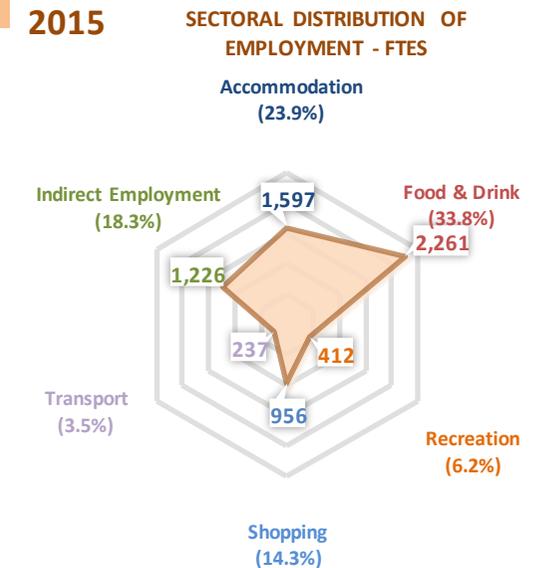
SECTOR / YEAR	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Accommodation £M	28.87	27.43	27.64	28.22	29.66	31.40	32.24	31.60	33.18	34.28
Food & Drink £M	99.66	104.55	106.51	109.70	111.80	118.81	120.59	123.51	127.97	131.40
Recreation £M	15.35	15.67	16.58	16.36	16.83	17.93	18.15	18.37	19.14	19.73
Shopping £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



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



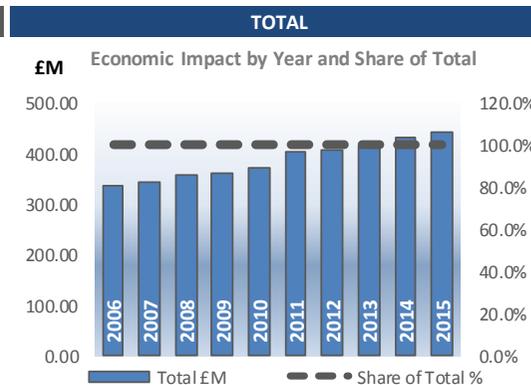
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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												TOTAL	% Change							
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																				
Less than 3% change	Q1			Q2			Q3			Q4											
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC									
% 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%	Annual Change	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				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	2.8%			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

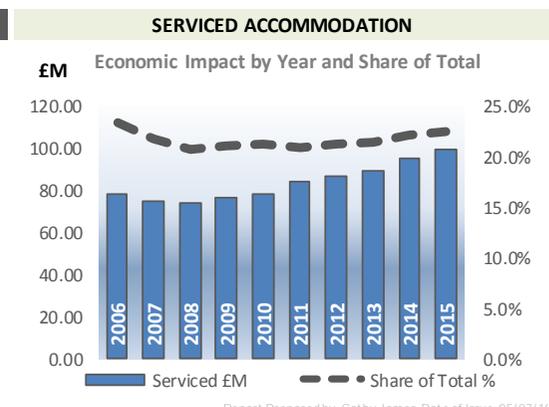
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Total	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81
Share of Total	%	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	%										



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 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						Annual Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% 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	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	-4.2%	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	

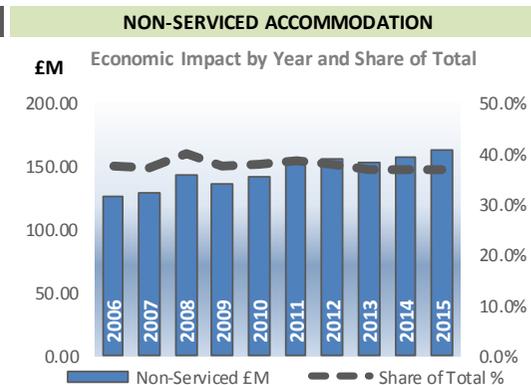
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced	£M	78.56	75.26	74.13	76.21	78.66	84.09	86.85	88.99	95.52	99.42
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81
Share of Total	%	23.4%	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 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Annual Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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%		-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

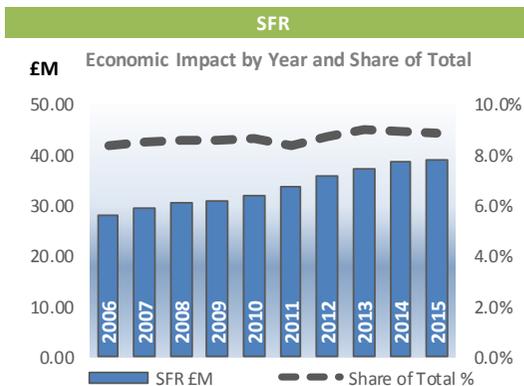
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	£M	126.12	129.04	143.13	135.46	141.12	155.98	155.16	152.76	157.86	162.72
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81
Share of Total	%	37.5%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%	36.7%
Annual Change in Share	%		-0.4%	7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%	0.2%
Change in Share from 2006	%		-0.4%	6.8%	0.0%	1.4%	3.2%	1.2%	-1.7%	-2.3%	-2.1%
Avg Ann. Change in Share	%		-0.4%	3.4%	0.0%	0.4%	0.6%	0.2%	-0.2%	-0.3%	-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											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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	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	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	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	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	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	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	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	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	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	9.346	10.61	10.39	8.769	

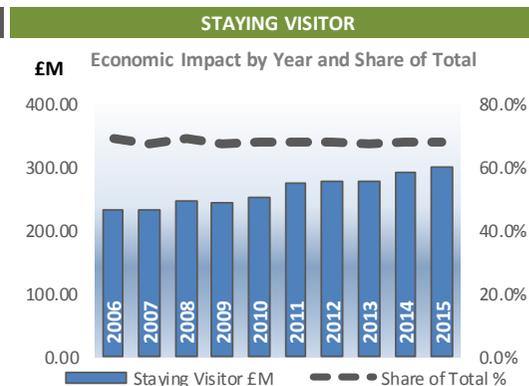
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
SFR	£M	28.14	29.33	30.63	30.82	31.93	33.59	35.75	37.19	38.46	39.11
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	408.70	413.99	430.39	442.81
Share of Total	%	8.4%	8.5%	8.6%	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%



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 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING 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									
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		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	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	0.3%	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

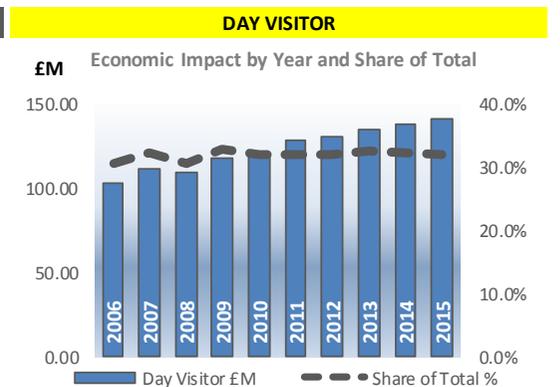
ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Staying Visitor	£M	232.81	233.63	247.89	242.49	251.71	273.66	277.76	278.94	291.84	301.25
All Visitor Types	£M	336.09	345.42	357.30	360.83	370.75	402.70	413.99	430.39	442.81	
Share of Total	%	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%	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%



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 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									
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		9.8%	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	141.56
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	%	30.7%	32.4%	30.6%	32.8%	32.1%	32.0%	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%	-0.7%
Change in Share from 2006	%		5.3%	-0.4%	6.7%	4.5%	4.3%	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%	0.6%	0.4%



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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											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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		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	3.0%	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											
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	%										



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		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 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%	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	356.8
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	%	6.8%	6.4%	6.0%	6.2%	6.4%	6.3%	6.4%	6.6%	6.9%	7.1%
Annual Change in Share	%		-6.1%	-6.8%	3.0%	3.4%	-1.0%	1.5%	3.1%	5.3%	2.2%
Change in Share from 2006	%		-6.1%	-12.5%	-9.8%	-6.8%	-7.8%	-6.4%	-3.6%	1.5%	3.7%
Avg Ann. Change in Share	%		-6.1%	-6.2%	-3.3%	-1.7%	-1.6%	-1.1%	-0.5%	0.2%	0.4%



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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											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 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%	-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	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	-1.0%	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	

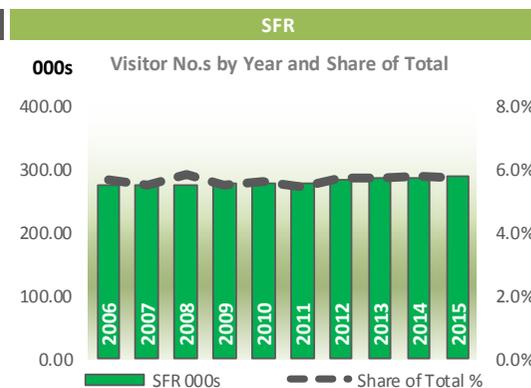
VISITOR NUMBERS											
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Non-Serviced	000s	188.6	186.7	201.2	187.8	188.9	188.1	178.3	179.6	183.3	
All Visitor Types	M	4.9	5.0	4.7	5.1	4.9	5.1	5.0	5.0	5.0	
Share of Total	%	3.9%	3.7%	4.3%	3.7%	3.8%	3.8%	3.6%	3.6%	3.6%	
Annual Change in Share	%		-3.9%	14.0%	-12.8%	3.1%	1.8%	-2.9%	-5.2%	0.4%	0.8%
Change in Share from 2006	%		-3.9%	9.6%	-4.5%	-1.5%	0.3%	-2.6%	-7.7%	-7.3%	-6.5%
Avg Ann. Change in Share	%		-3.9%	4.8%	-1.5%	-0.4%	0.1%	-0.4%	-1.1%	-0.9%	-0.7%



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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											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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%	5.3%	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%	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%	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		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	0.3%	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	0.5%	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%



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		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
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		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%	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	146.7	232.2	258.6	156.9		
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	-1.6%	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	-2.9%	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	2.2%	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	0.4%	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	2.0%	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	-0.7%	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	0.2%	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	2.7%	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	2.1%	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	829.2
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	%	16.4%	15.6%	16.1%	15.3%	15.8%	15.6%	15.9%	15.9%	16.3%	16.4%
Annual Change in Share	%		-4.4%	2.7%	-4.5%	3.0%	-1.0%	1.5%	0.3%	2.4%	0.9%
Change in Share from 2006	%		-4.4%	-1.8%	-6.3%	-3.5%	-4.4%	-3.0%	-2.7%	-0.4%	0.5%
Avg Ann. Change in Share	%		-4.4%	-0.9%	-2.1%	-0.9%	-0.9%	-0.5%	-0.4%	-0.1%	0.1%



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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											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 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%	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%	Annual Change	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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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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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%		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%	Annual Change	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		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	2.0%	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											
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	%										



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		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
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		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%	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%



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	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4		Q1	Q2					
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%	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%		
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%		
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	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	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	0.3%	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	0.5%	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	-0.1%	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	0.1%	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	2.4%	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	0.7%	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	0.6%	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	0.6%	164.4	186.7	182.8	154.3

VISITOR DAYS											
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	6.8	6.9
Share of Total	%	9.8%	9.6%	9.9%	9.6%	9.8%	9.5%	9.9%	10.1%	10.1%	10.0%
Annual Change in Share	%		-2.0%	3.1%	-3.0%	1.6%	-2.9%	4.7%	1.5%	0.1%	-0.8%
Change in Share from 2006	%		-2.0%	1.1%	-1.9%	-0.3%	-3.2%	1.4%	2.9%	2.9%	2.1%
Avg Ann. Change in Share	%		-2.0%	0.6%	-0.6%	-0.1%	-0.6%	0.2%	0.4%	0.4%	0.2%



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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											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
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		-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%	-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		417.2	769.1	954.2	462.1	
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											STAYING VISITOR
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%	38.4%	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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**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											TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / 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		-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 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%	61.6%	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%



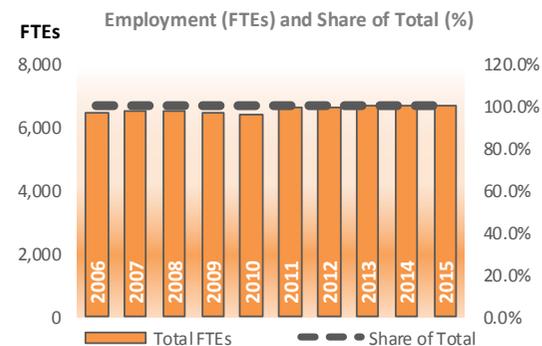
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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												TOTAL	% Change					
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
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	-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		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	0.7%	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	0.4%	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	-1.4%	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	-0.2%	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	3.5%	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	-0.3%	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	0.7%	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	-0.2%	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	0.3%	4,744	7,531	9,545	4,932

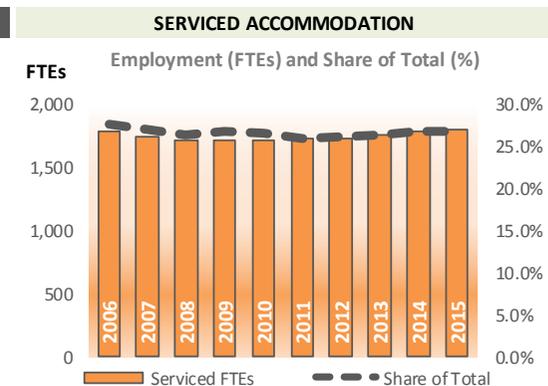
EMPLOYMENT											TOTAL
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Total	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Total Employment	FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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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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											TOTAL						% Change	
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			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	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%	Annual Change	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%	Annual Change	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	1,655	
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	

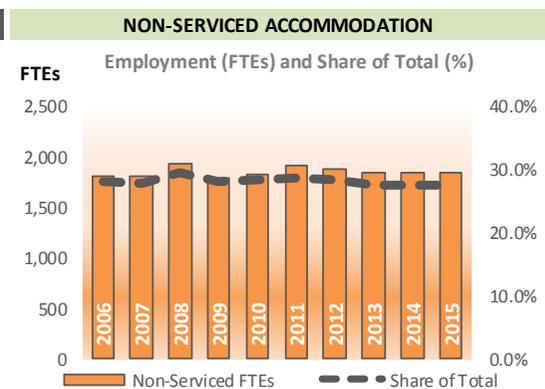
EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced FTEs	1,785	1,748	1,721	1,720	1,713	1,726	1,734	1,762	1,785	1,797
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	27.7%	26.9%	26.4%	26.7%	26.7%	26.0%	26.1%	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%



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		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																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER					
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	

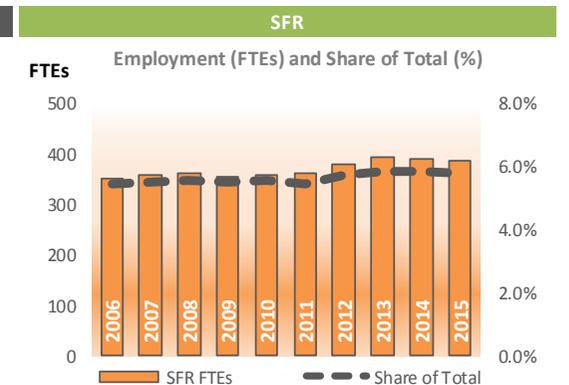
EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced FTEs	1,807	1,814	1,925	1,798	1,819	1,911	1,877	1,844	1,835	1,846
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	28.0%	27.9%	29.5%	27.9%	28.3%	28.7%	28.3%	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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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												TOTAL	% Change					
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3	Q4
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	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%	9.6%		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%	-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		337	382	374	316
2007	FTEs	597	201	228	544	350	270	438	463	239	238	186	538	358	1.5%	342	388	380	321
2008	FTEs	605	203	231	551	355	273	443	469	242	242	188	545	362	1.3%	346	393	385	325
2009	FTEs	592	199	226	540	347	267	434	459	237	236	184	533	355	-2.1%	339	385	377	318
2010	FTEs	597	200	228	544	350	270	438	463	239	238	186	538	358	0.8%	342	388	380	321
2011	FTEs	605	203	231	552	355	273	444	470	242	242	188	545	362	1.4%	346	393	385	325
2012	FTEs	633	213	242	577	371	286	464	491	253	253	197	570	379	4.6%	362	412	403	340
2013	FTEs	654	220	250	596	383	295	479	507	261	261	203	589	392	3.3%	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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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											TOTAL		% Change						
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	TOTAL		% Change					
% 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%	Annual Change		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%	Annual Change		-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	Annual Change		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	-0.6%	Annual Change		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	2.3%	Annual Change		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	-3.4%	Annual Change		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	0.4%	Annual Change		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	2.8%	Annual Change		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%	Annual Change		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	0.2%	Annual Change		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	0.3%	Annual Change		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	0.5%	Annual Change		2,936	4,436	5,505	3,238

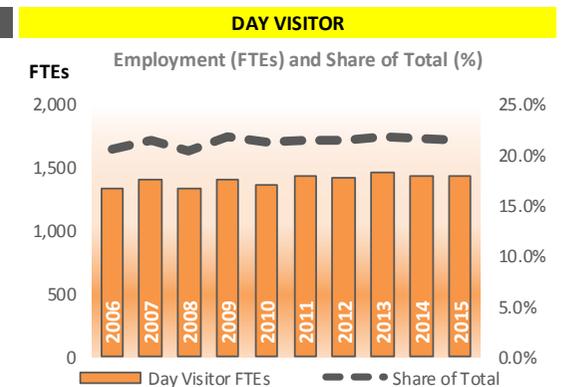
EMPLOYMENT										
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Staying Visitor FTEs	5,126	5,101	5,197	5,039	5,055	5,222	5,208	5,222	5,230	5,255
Total Employment FTEs	6,453	6,499	6,524	6,436	6,422	6,650	6,633	6,680	6,667	6,688
Share of Total %	79.4%	78.5%	79.7%	78.3%	78.7%	78.5%	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%



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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											TOTAL						% Change	
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		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% 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%	Annual Change	-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%	Annual Change	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%



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**STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY**

2015

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

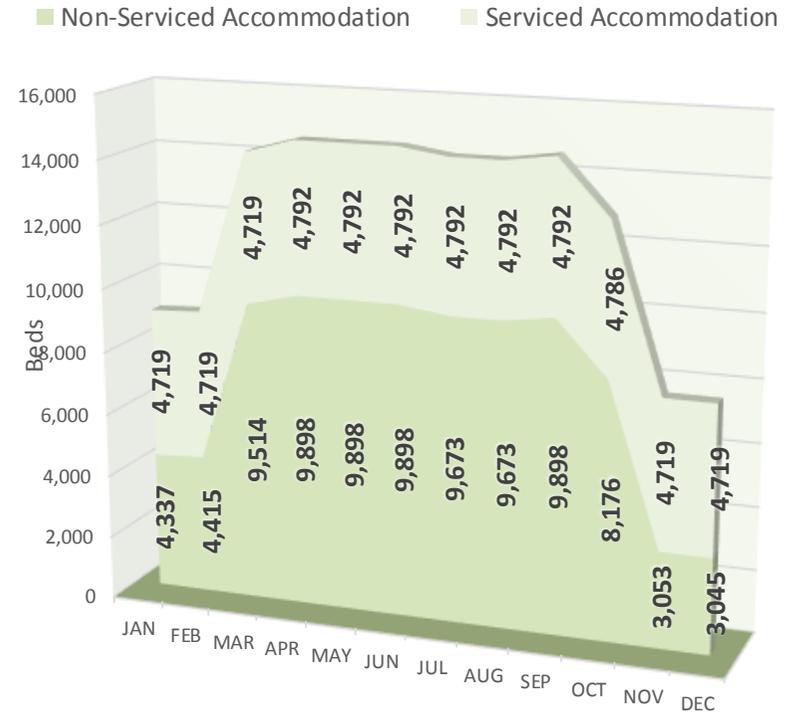
SERVICED ACCOMMODATION 2015	2015		Change on 2014		Change on 2006	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	297	4,792	0	0	0	0
+50 room hotels	6	1,013	0	0	0	0
11-50 room hotels	44	1,792	0	0	0	0
<10 room hotels/others	247	1,987	0	0	0	0

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>

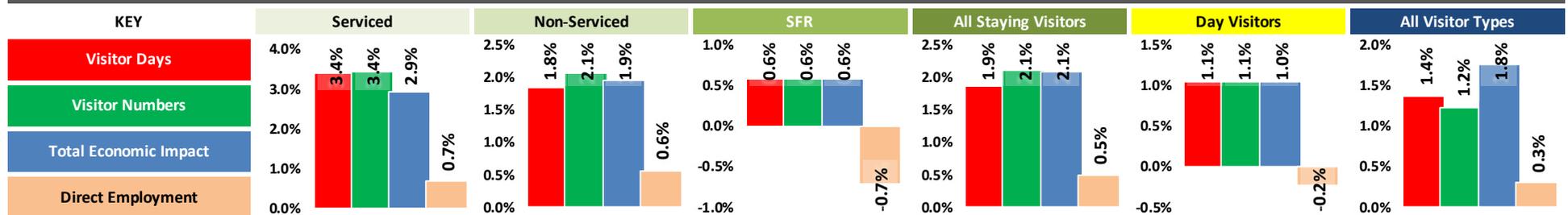
Indexation: *Indexation to: 2015*

2006	<i>1.32</i>
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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>

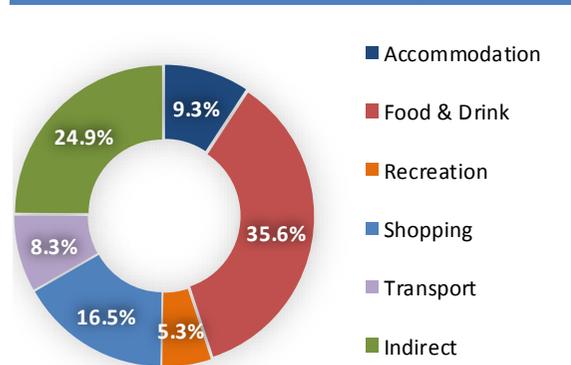
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - INDEXED TO 2015

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2015	2014	+/- %	2015	2014	+/- %	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%	6.864	6.772	1.4%		
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%	5.041	4.980	1.2%		
Direct Expenditure	£M																	332.53	326.76	1.8%	
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%	442.81	435.16	1.8%		
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%	5,462	5,446	0.3%		
Total Employment	FTEs																	6,688	6,667	0.3%	

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



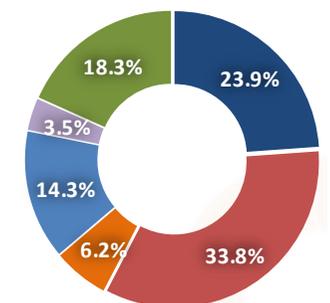
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2015



Sectors	2015	2014	+/- %
Accommodation	41.14	40.26	2.2%
Food & Drink	157.69	155.27	1.6%
Recreation	23.67	23.23	1.9%
Shopping	73.09	71.70	1.9%
Transport	36.93	36.30	1.7%
TOTAL DIRECT	332.53	326.76	1.8%
Indirect	110.28	108.41	1.7%
TOTAL	442.81	435.16	1.8%

Sectoral Distribution of Employment - FTEs

Sectors	2015	2014	+/- %
Accommodation	1,597	1,596	0.0%
Food & Drink	2,261	2,255	0.3%
Recreation	412	409	0.6%
Shopping	956	950	0.6%
Transport	237	236	0.4%
TOTAL DIRECT	5,462	5,446	0.3%
Indirect	1,226	1,221	0.4%
TOTAL	6,688	6,667	0.3%



STEAM FINAL TREND REPORT FOR 2006-2015
HEREFORDSHIRE COUNTY

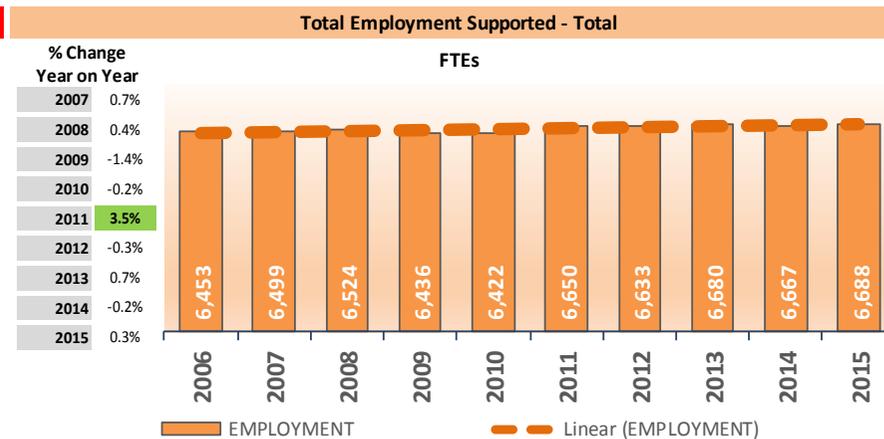
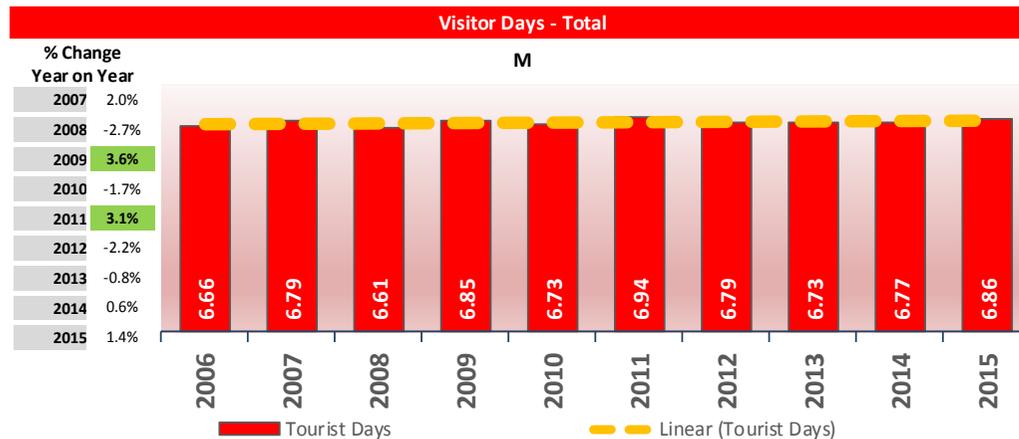
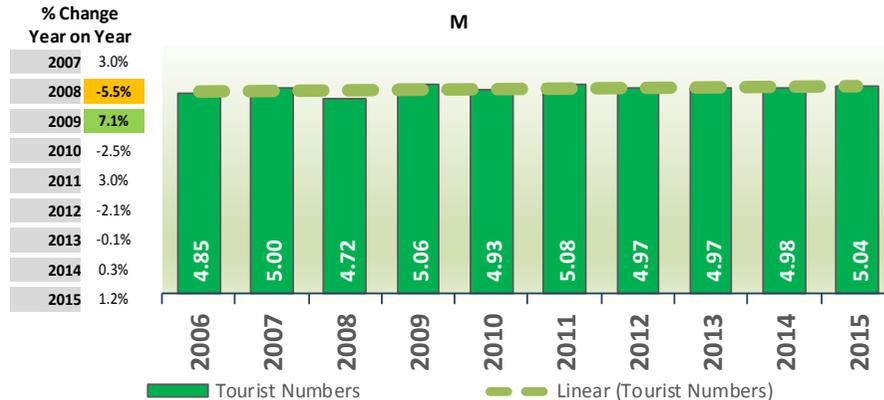
2006 to 2015
2015 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - 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

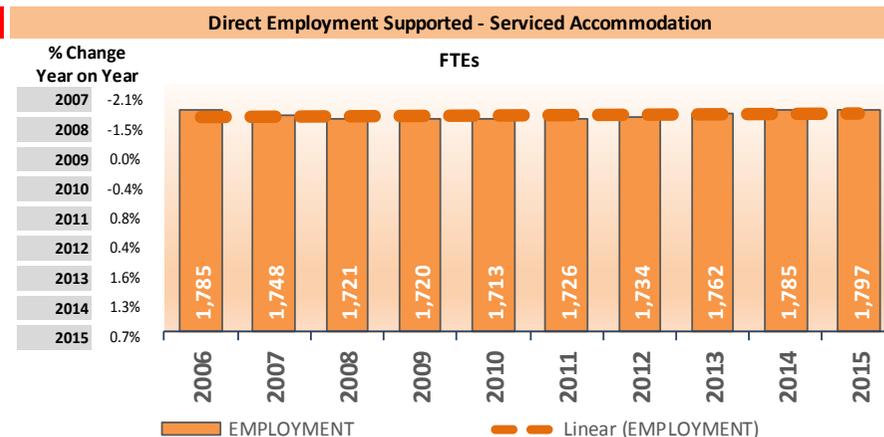
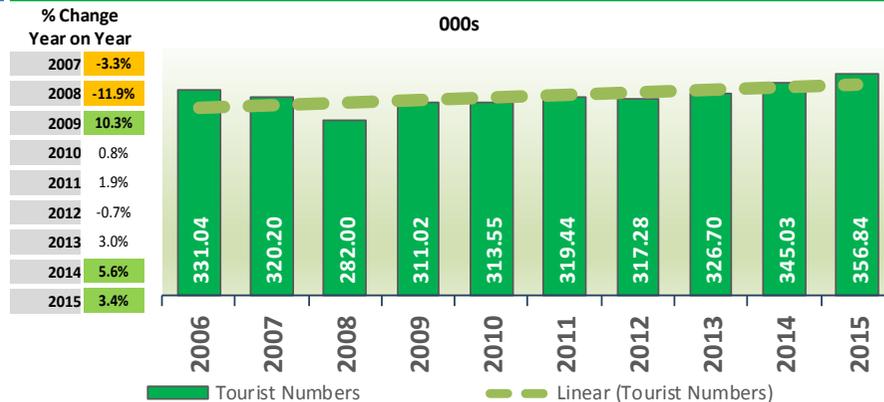
2006 to 2015
2015 Prices

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

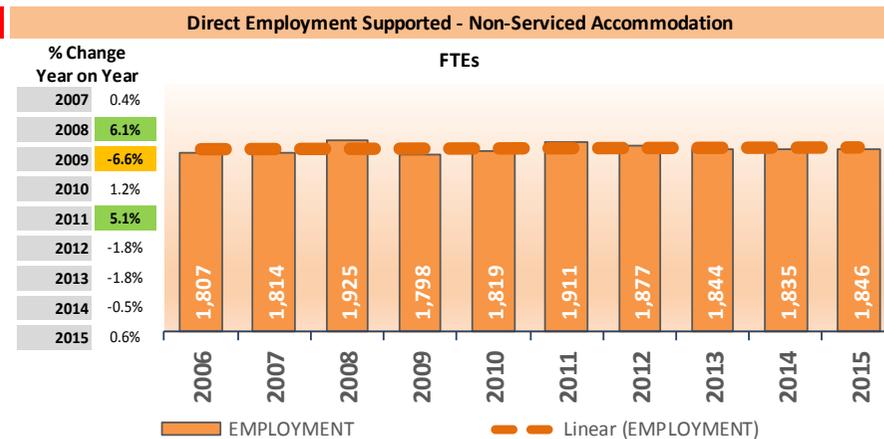
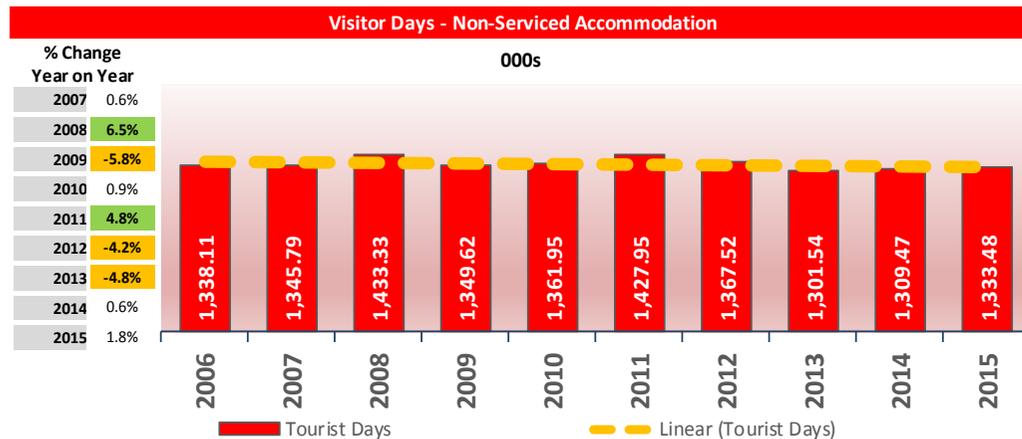
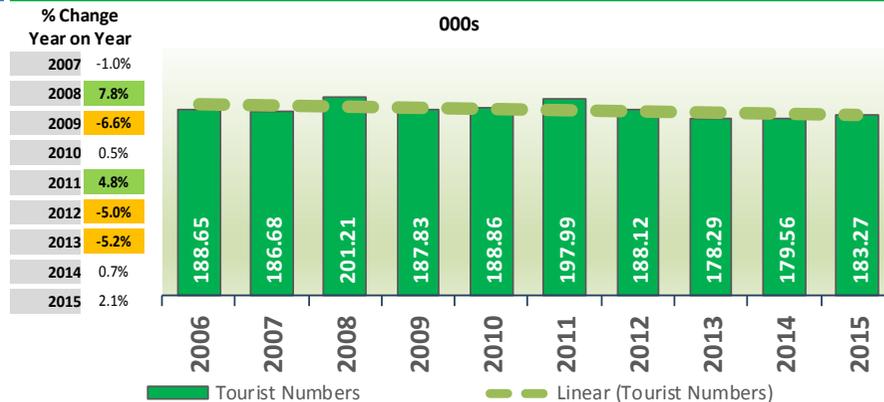
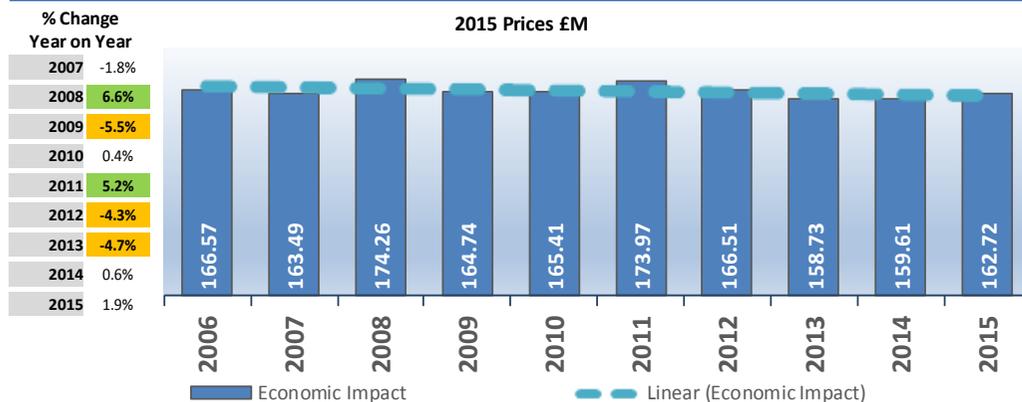
2006 to 2015
2015 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

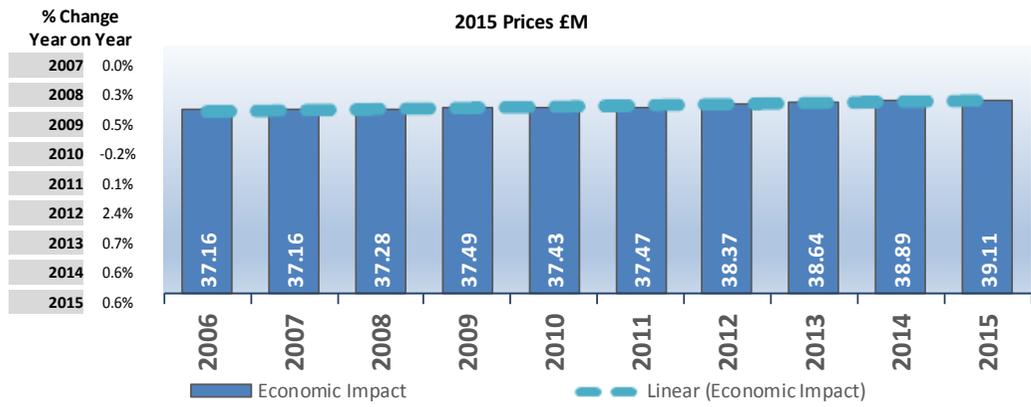
Visitor Numbers - Non-Serviced Accommodation



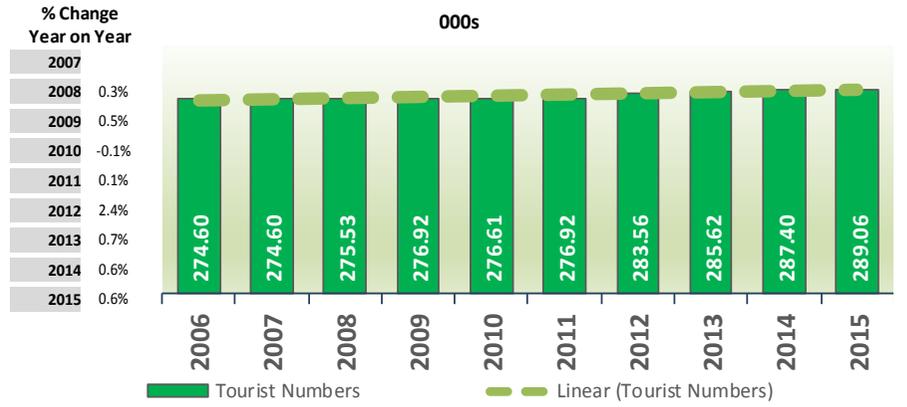
% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-1.8%	4.6%	-1.1%	-0.7%	4.4%	0.0%	-4.7%	-4.2%	-2.3%
Visitor Numbers		-1.0%	6.7%	-0.4%	0.1%	5.0%	-0.3%	-5.5%	-4.8%	-2.9%
Visitor Days		0.6%	7.1%	0.9%	1.8%	6.7%	2.2%	-2.7%	-2.1%	-0.3%
Direct Employment		0.4%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

"Linear" = Linear Trendline

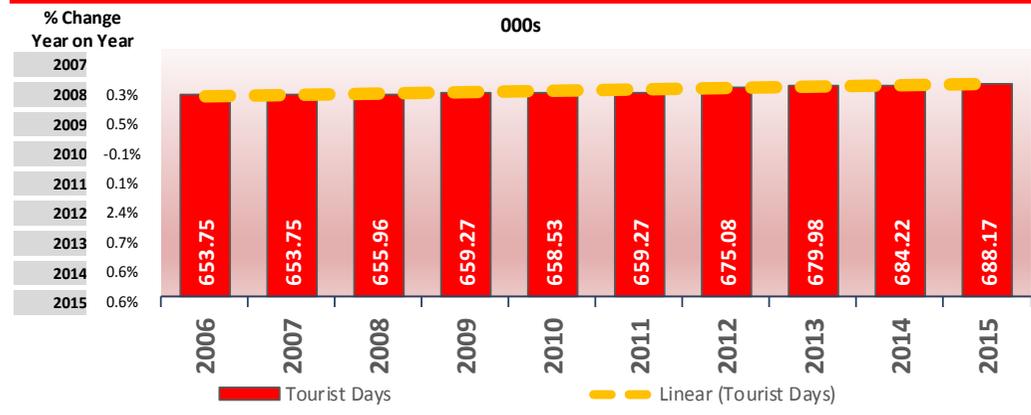
Economic Impact - Indexed - SFR



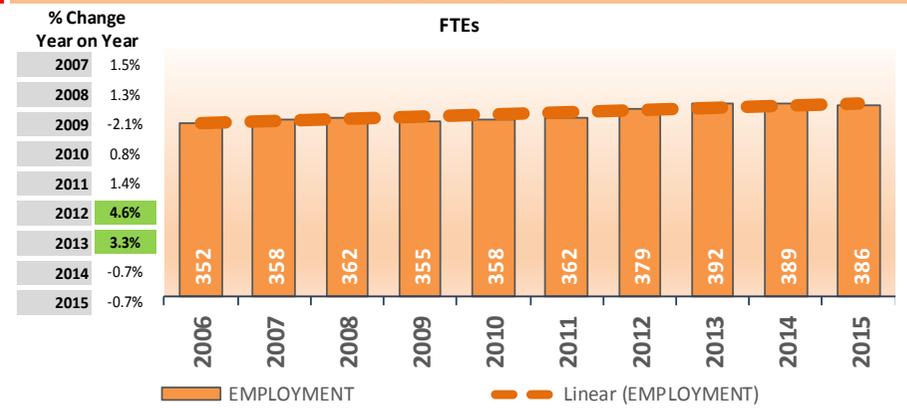
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - 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



% 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

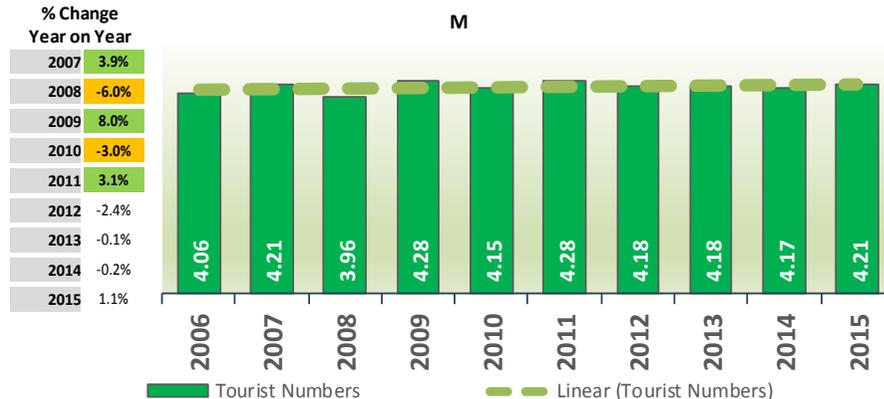
2006 to 2015
2015 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



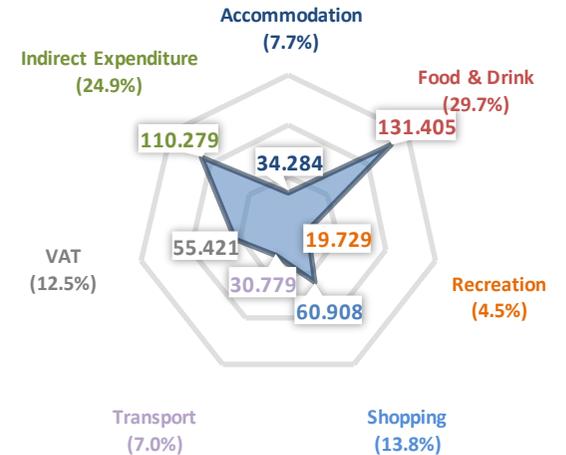
% Change from 2006	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		3.8%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Visitor Numbers		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Visitor Days		3.9%	-2.3%	5.5%	2.3%	5.5%	3.0%	2.9%	2.7%	3.8%
Direct Employment		5.4%	0.0%	5.3%	3.0%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

"Linear" = Linear Trendline

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

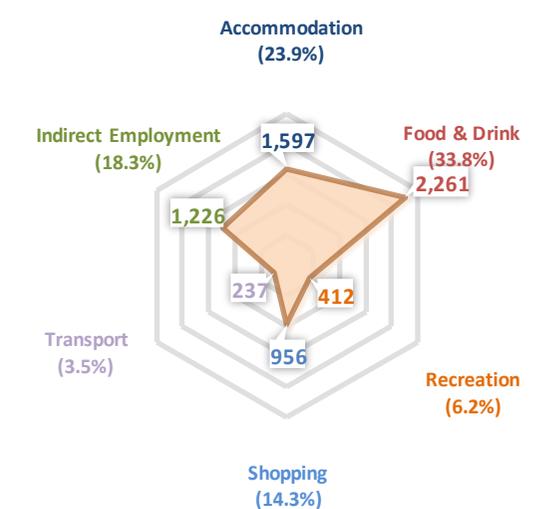
2015 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2015



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

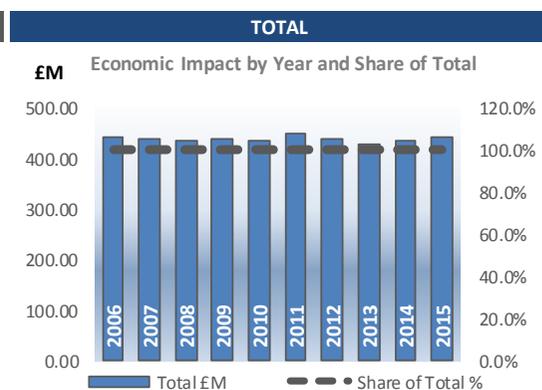
2015 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES											TOTAL		% Change						
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	TOTAL		% Change					
% 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%	Annual Change		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%	Annual Change		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%	Annual Change		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	Annual Change		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	-1.4%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		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%	Annual Change		68.66	126.18	174.19	73.78

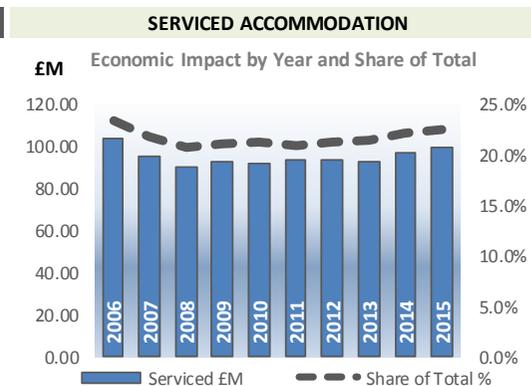
ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	100.0%	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	%										



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		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 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%	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	

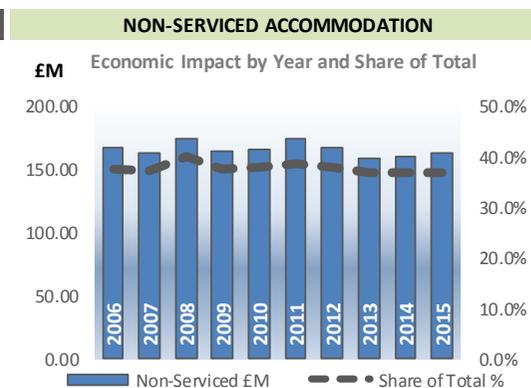
ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Serviced	£M	103.75	95.35	90.25	92.68	92.20	93.79	93.20	92.46	96.58	99.42
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	23.4%	21.8%	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%



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		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Annual Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	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%		-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		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	

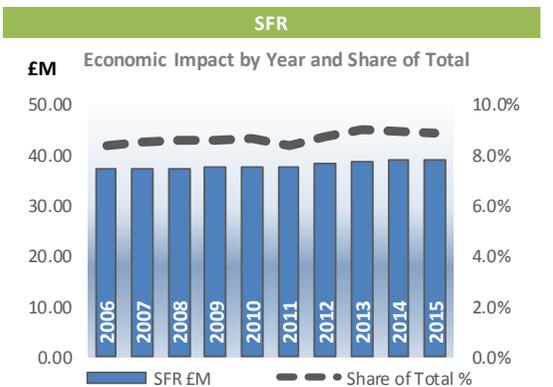
ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	£M	166.57	163.49	174.26	164.74	165.41	173.97	166.51	158.73	159.61	162.72
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	37.5%	37.4%	40.1%	37.5%	38.1%	38.7%	38.0%	36.9%	36.7%	36.7%
Annual Change in Share	%		-0.4%	7.2%	-6.3%	1.4%	1.8%	-2.0%	-2.8%	-0.6%	0.2%
Change in Share from 2006	%		-0.4%	6.8%	0.0%	1.4%	3.2%	1.2%	-1.7%	-2.3%	-2.1%
Avg Ann. Change in Share	%		-0.4%	3.4%	0.0%	0.4%	0.6%	0.2%	-0.2%	-0.3%	-0.2%



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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											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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%	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%	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%	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		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

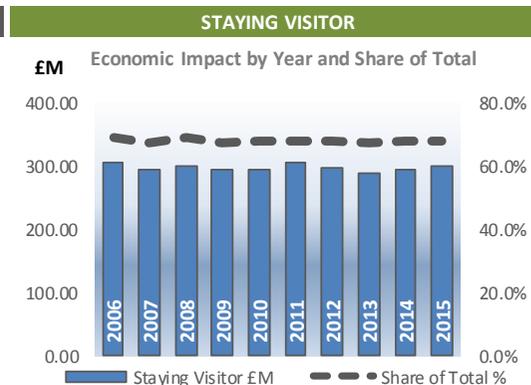
ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
SFR	£M	37.16	37.16	37.28	37.49	37.43	37.47	38.37	38.64	38.89	39.11
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	8.4%	8.5%	8.6%	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%



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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									
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		-5.7%	-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			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	-3.7%		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

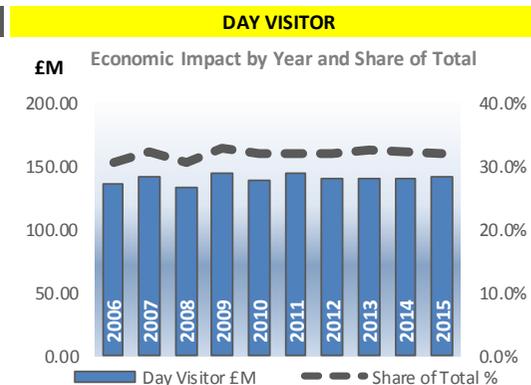
ECONOMIC IMPACT - INDEXED TO 2015											
SHARE OF MARKET	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Staying Visitor	£M	307.48	296.00	301.80	294.92	295.03	305.22	298.08	289.84	295.07	301.25
All Visitor Types	£M	443.87	437.65	434.99	438.85	434.57	449.14	438.59	430.15	435.16	442.81
Share of Total	%	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%	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%



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		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY 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									
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%	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	141.56
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	%	30.7%	32.4%	30.6%	32.8%	32.1%	32.0%	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%	-0.7%
Change in Share from 2006	%		5.3%	-0.4%	6.7%	4.5%	4.3%	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%	0.6%	0.4%



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.