



STEAM FINAL TREND REPORT FOR 2009-2020

Final

Northumberland

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith


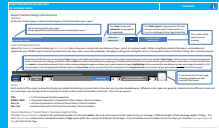









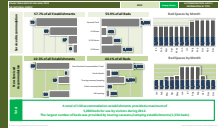

Cumbria

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Website: www.globaltourismsolutions.co.uk

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

Headers

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

The period covered by the report
The geographical/ administrative area covered by the report

The **Years** shown and **Indexation** being applied (if applicable)

The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File)

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

2009 to 2020
Historic Prices

TOTAL

ECONOMIC IMPACT
Historic Prices

The section of the report you are viewing

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.

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below

FOCUS YEAR 2020

COMPARISON YEAR 2019

INDEXATION
Reflect Price Inflation? NO

HIGHLIGHT % CHANGES
GREATER THAN OR EQUAL TO: 3%

home

A link back to the "Home" page, allowing navigation to each section of the report

Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

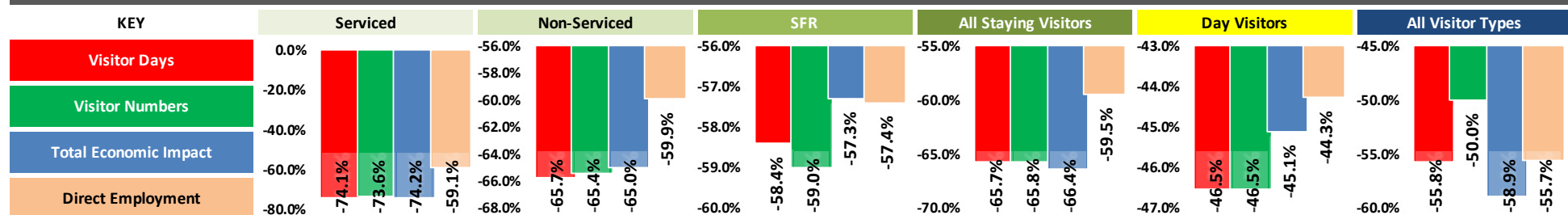
Comparing 2020 and 2019
All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	M	0.331	1.278	-74.1%	1.849	5.392	-65.7%	0.600	1.443	-58.4%	2.780	8.114	-65.7%	4.681	8.756	-46.5%	7.461	16.87	-55.8%
Visitor Numbers	M	0.146	0.555	-73.6%	0.266	0.770	-65.4%	0.247	0.603	-59.0%	0.660	1.928	-65.8%	4.681	8.756	-46.5%	5.341	10.68	-50.0%
Direct Expenditure	£M																318.62	777.16	-59.0%
Economic Impact	£M	40.82	158.37	-74.2%	158.38	453.09	-65.0%	27.77	65.03	-57.3%	226.97	676.50	-66.4%	203.47	370.65	-45.1%	430.44	1,047.14	-58.9%
Direct Employment	FTEs	1,281	3,133	-59.1%	2,428	6,059	-59.9%	247	581	-57.4%	3,956	9,772	-59.5%	1,841	3,303	-44.3%	5,797	13,076	-55.7%
Total Employment	FTEs																6,943	15,790	-56.0%

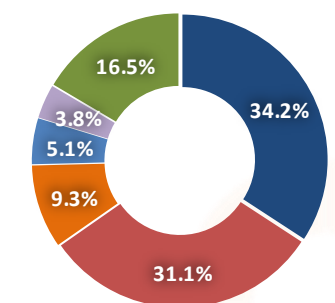
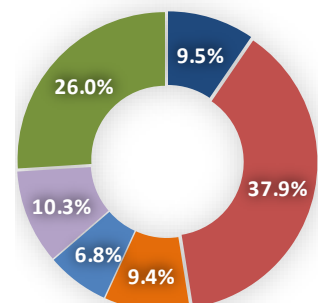
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES



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

Sectoral Distribution of Employment - FTEs

	2020			Sectors	2020		
	2020	2019	+/- %		2020	2019	+/- %
Accommodation	41.05	135.11	-69.6%	Accommodation	2,375	5,340	-55.5%
Food & Drink	163.35	378.23	-56.8%	Food & Drink	2,159	4,905	-56.0%
Recreation	40.27	89.59	-55.1%	Recreation	646	1,410	-54.2%
Shopping	29.47	68.20	-56.8%	Shopping	355	806	-56.0%
Transport	44.48	106.03	-58.0%	Transport	263	614	-57.2%
Indirect	318.62	777.16	-59.0%	TOTAL DIRECT	5,797	13,076	-55.7%
	111.82	269.98	-58.6%	Indirect	1,146	2,714	-57.8%
	430.44	1,047.14	-58.9%	TOTAL	6,943	15,790	-56.0%

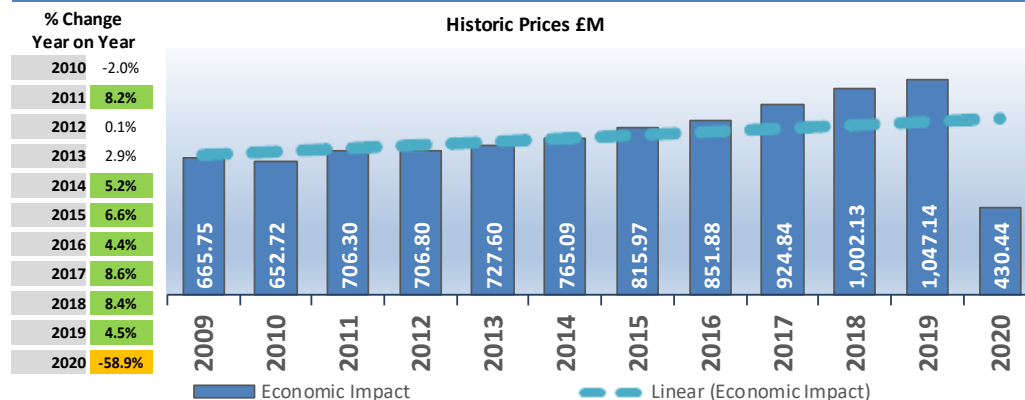


Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Historic Prices - Total

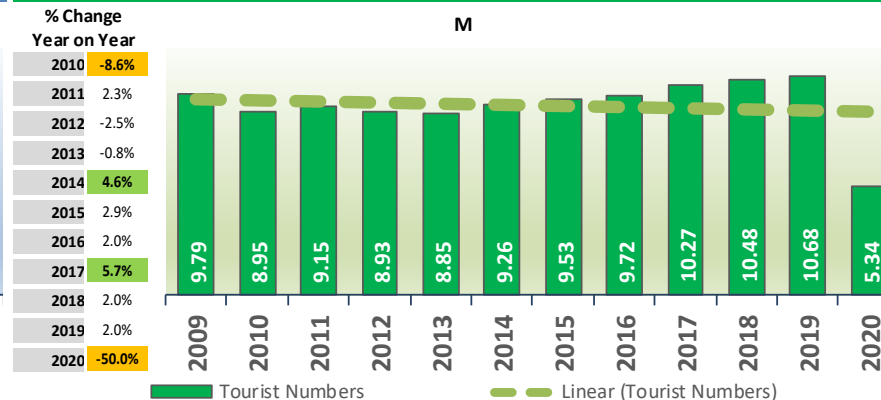


2009 to 2020 Historic Prices

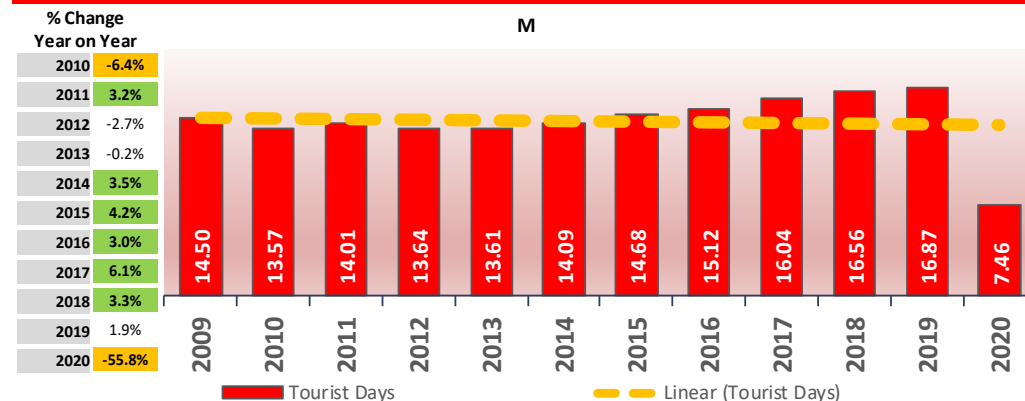
TOTAL

KEY MEASURES Historic Prices

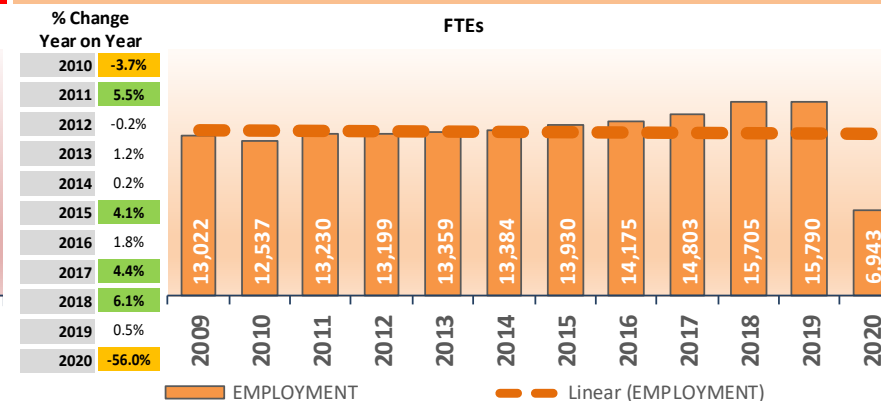
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

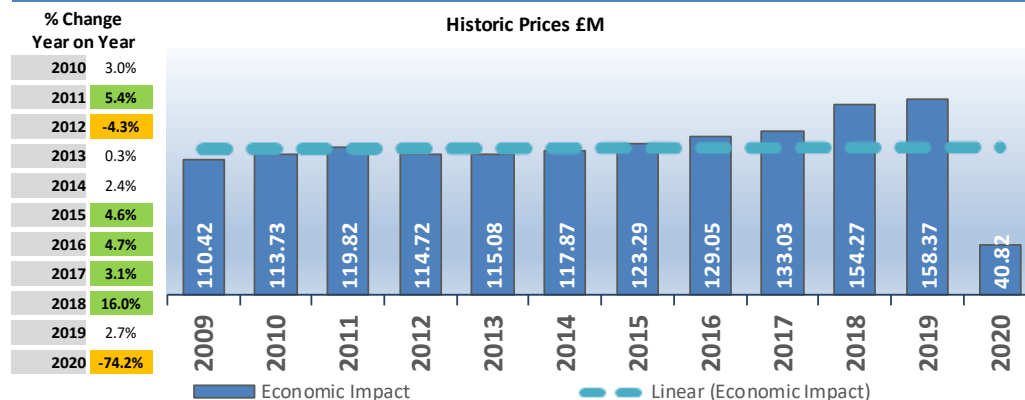


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		-2.0%	6.1%	6.2%	9.3%	14.9%	22.6%	28.0%	38.9%	50.5%	57.3%	-35.3%
Visitor Numbers		-8.6%	-6.5%	-8.8%	-9.5%	-5.4%	-2.6%	-0.7%	4.9%	7.0%	9.1%	-45.4%
Visitor Days		-6.4%	-3.4%	-6.0%	-6.1%	-2.9%	1.2%	4.2%	10.6%	14.2%	16.3%	-48.6%
Total Employment		-3.7%	1.6%	1.4%	2.6%	2.8%	7.0%	8.9%	13.7%	20.6%	21.3%	-46.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Historic Prices - Serviced Accommodation

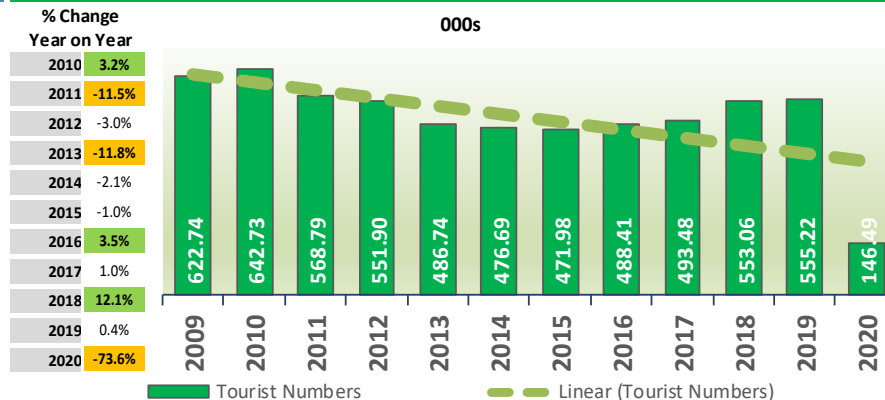


2009 to 2020 Historic Prices

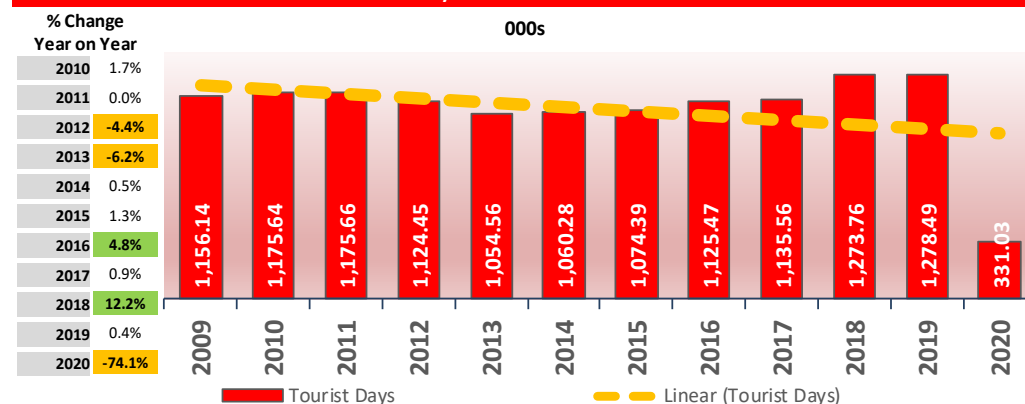
SERVICED ACCOMMODATION

KEY MEASURES Historic Prices

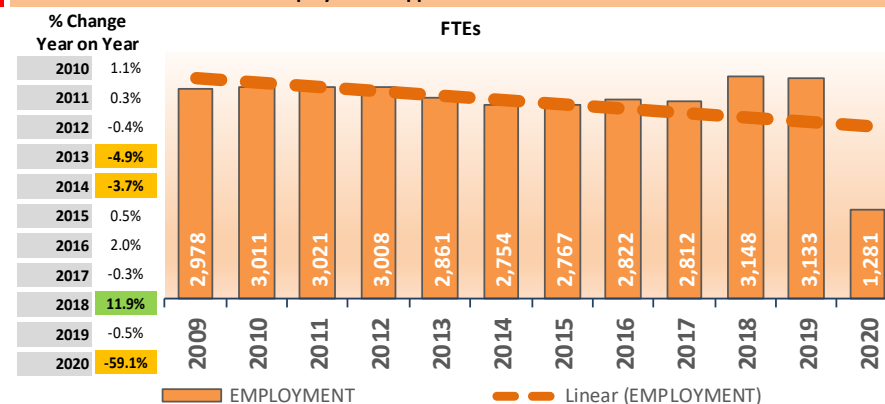
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

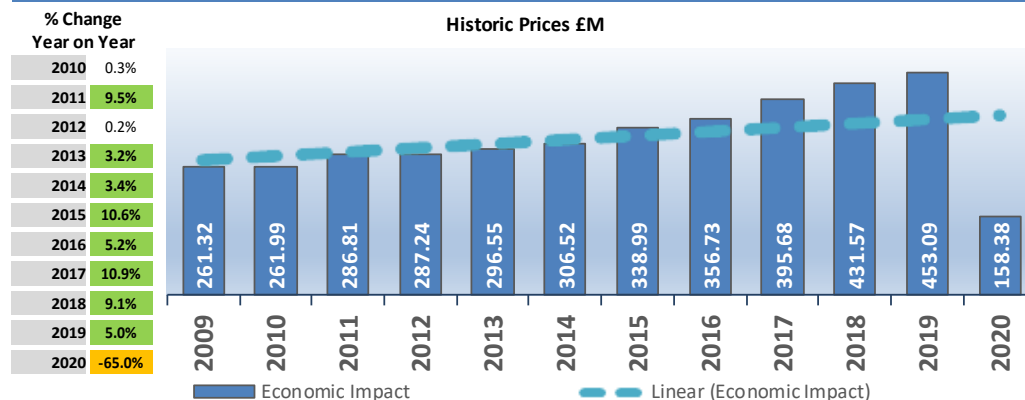


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		3.0%	8.5%	3.9%	4.2%	6.7%	11.6%	16.9%	20.5%	39.7%	43.4%	-63.0%
Visitor Numbers		3.2%	-8.7%	-11.4%	-21.8%	-23.5%	-24.2%	-21.6%	-20.8%	-11.2%	-10.8%	-76.5%
Visitor Days		1.7%	1.7%	-2.7%	-8.8%	-8.3%	-7.1%	-2.7%	-1.8%	10.2%	10.6%	-71.4%
Direct Employment		1.1%	1.5%	1.0%	-3.9%	-7.5%	-7.1%	-5.2%	-5.5%	5.7%	5.2%	-57.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Historic Prices - Non-Serviced Accommodation

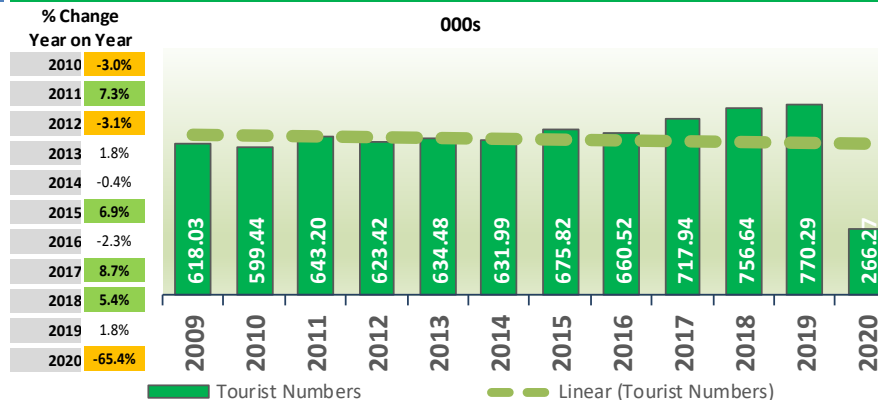


2009 to 2020
Historic Prices

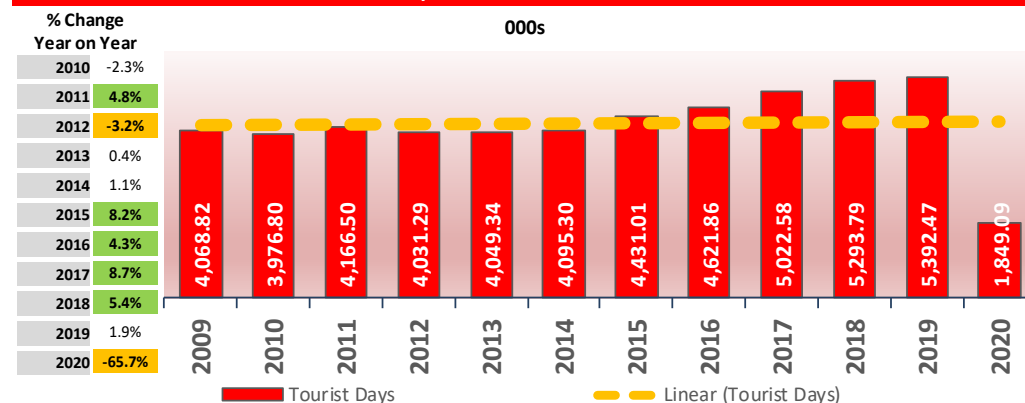
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

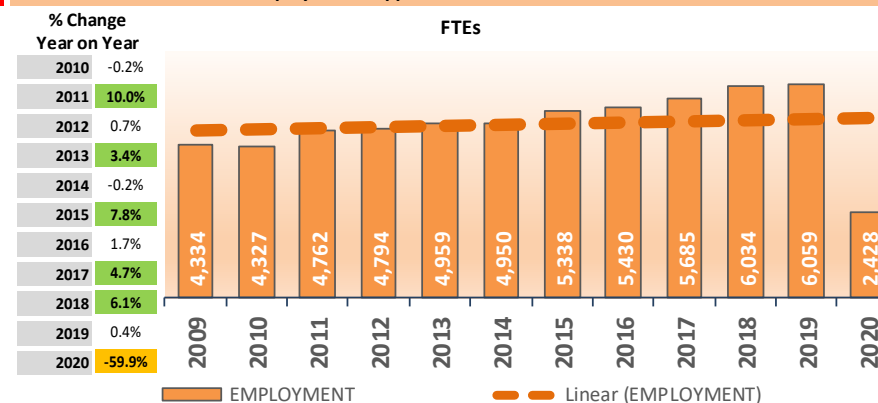
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

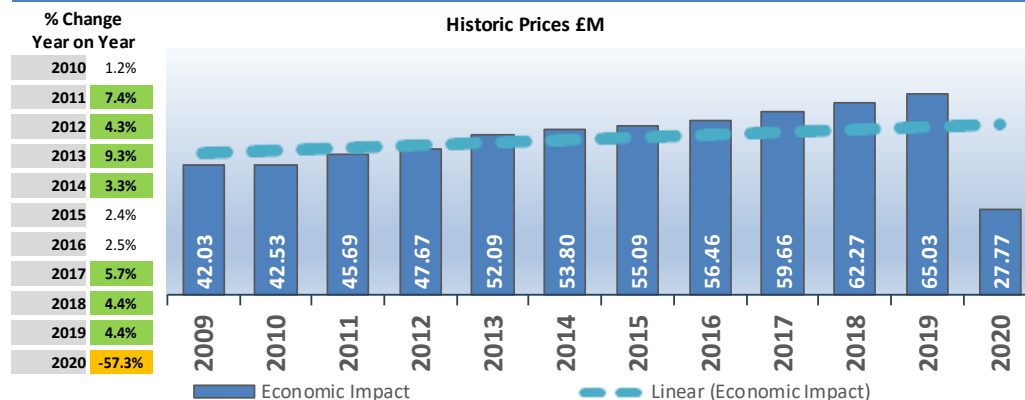


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		0.3%	9.8%	9.9%	13.5%	17.3%	29.7%	36.5%	51.4%	65.2%	73.4%	-39.4%
Visitor Numbers		-3.0%	4.1%	0.9%	2.7%	2.3%	9.4%	6.9%	16.2%	22.4%	24.6%	-56.9%
Visitor Days		-2.3%	2.4%	-0.9%	-0.5%	0.7%	8.9%	13.6%	23.4%	30.1%	32.5%	-54.6%
Direct Employment		-0.2%	9.9%	10.6%	14.4%	14.2%	23.2%	25.3%	31.2%	39.2%	39.8%	-44.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Historic Prices - SFR

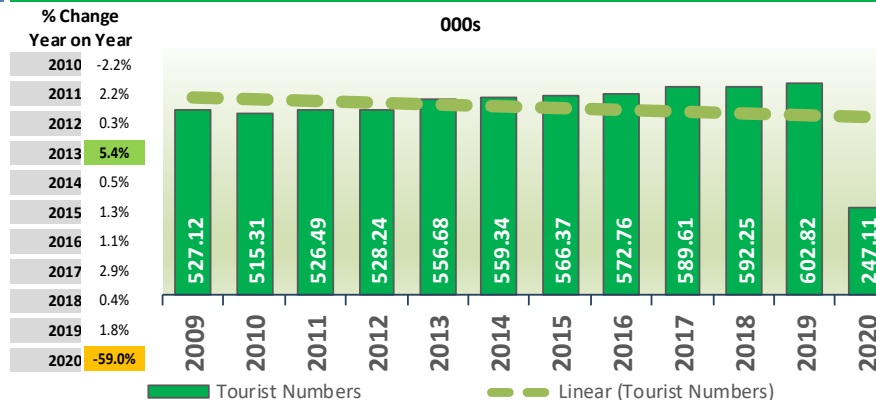


2009 to 2020 Historic Prices

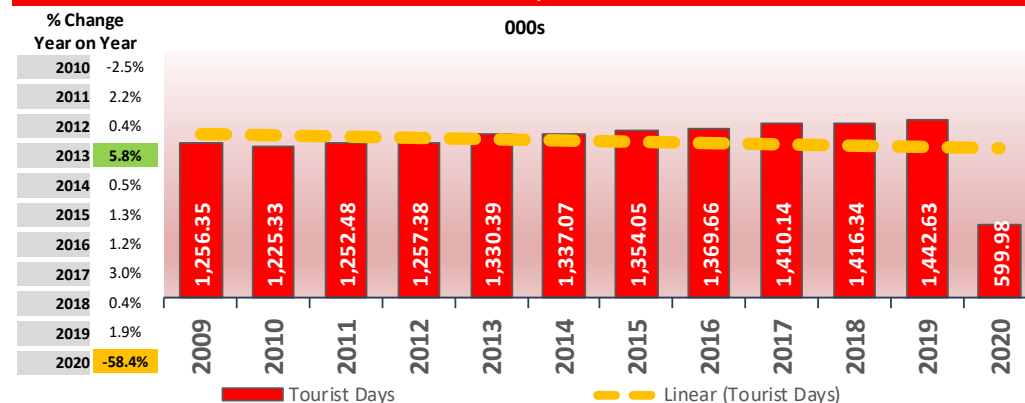
SFR

KEY MEASURES Historic Prices

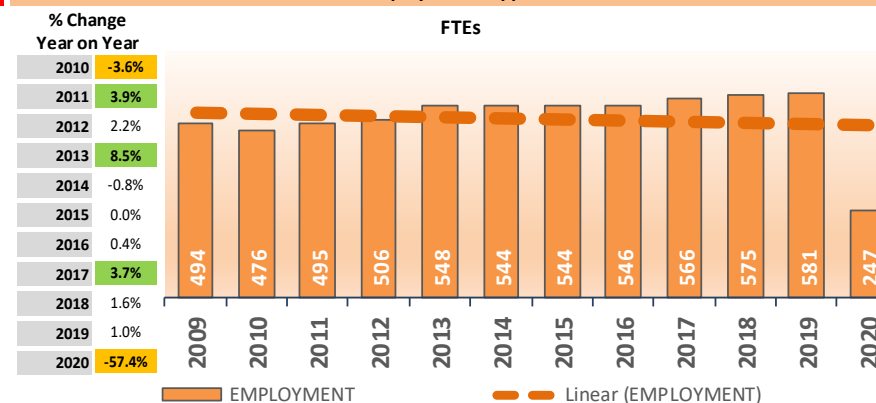
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

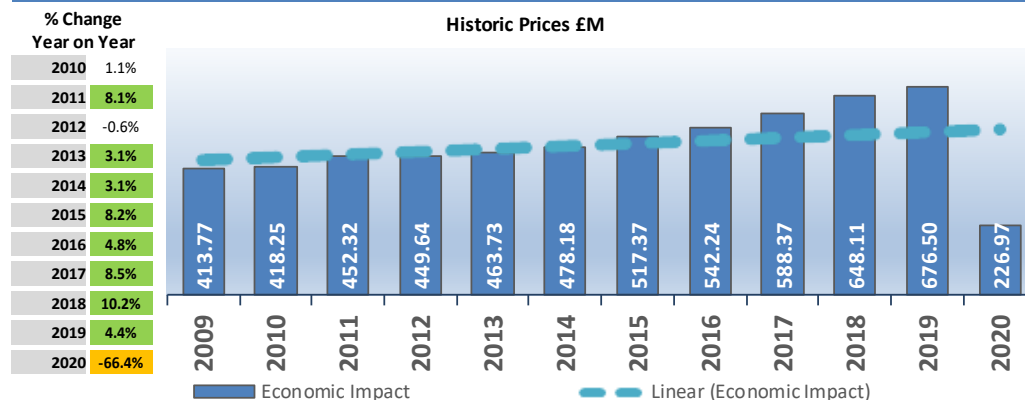


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		1.2%	8.7%	13.4%	23.9%	28.0%	31.1%	34.3%	41.9%	48.2%	54.7%	-33.9%
Visitor Numbers		-2.2%	-0.1%	0.2%	5.6%	6.1%	7.4%	8.7%	11.9%	12.4%	14.4%	-53.1%
Visitor Days		-2.5%	-0.3%	0.1%	5.9%	6.4%	7.8%	9.0%	12.2%	12.7%	14.8%	-52.2%
Direct Employment		-3.6%	0.2%	2.3%	11.0%	10.1%	10.1%	10.5%	14.6%	16.4%	17.5%	-49.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Historic Prices - Staying Visitor

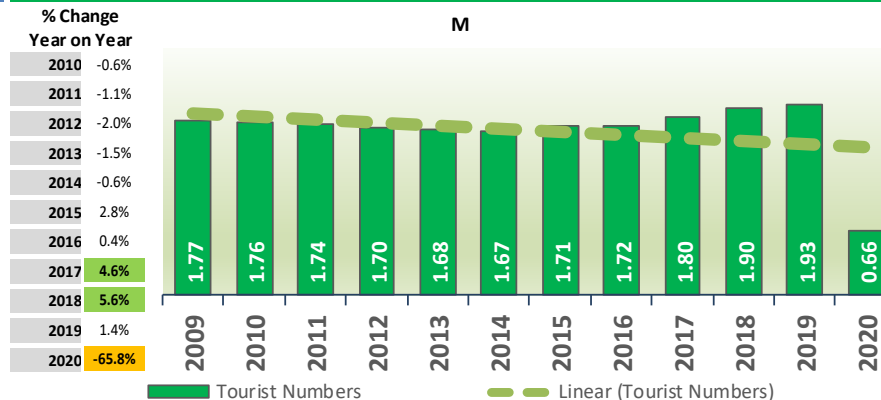


2009 to 2020 Historic Prices

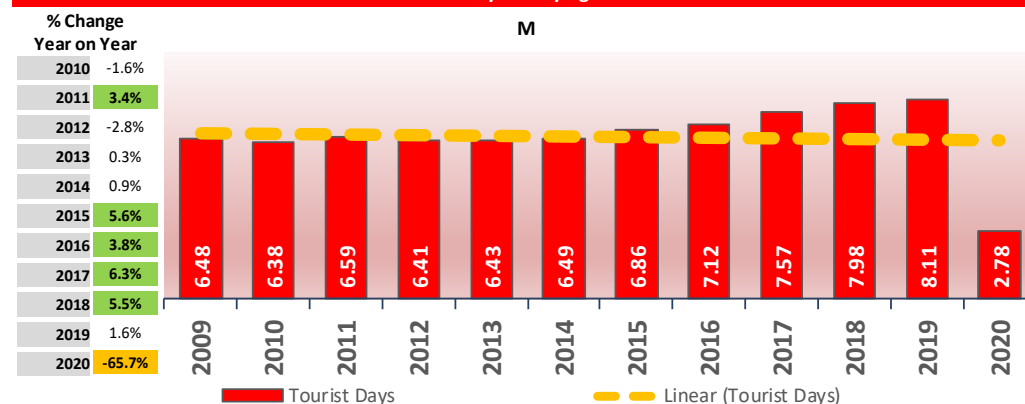
STAYING VISITOR

KEY MEASURES Historic Prices

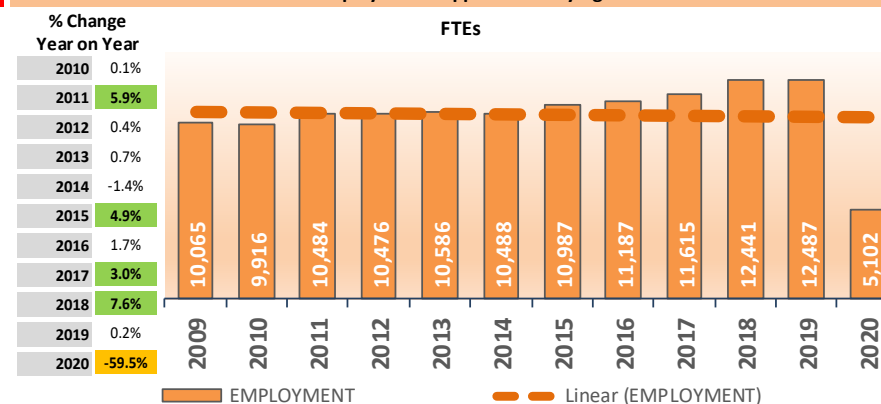
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

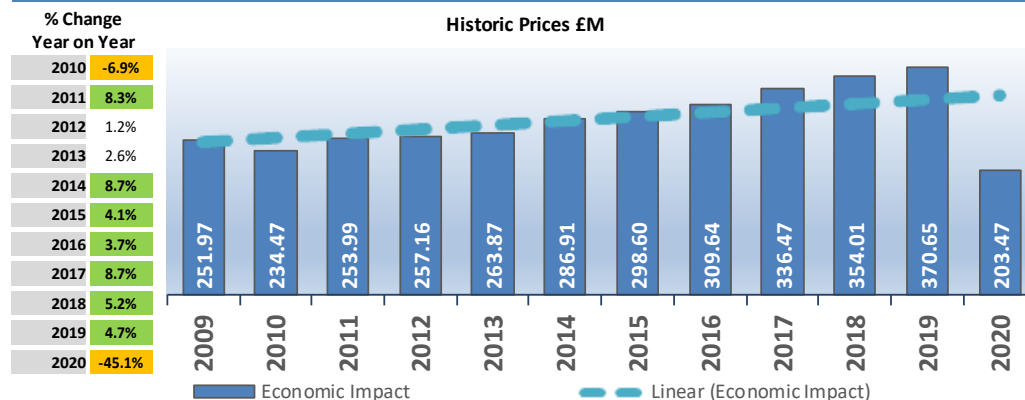


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		1.1%	9.3%	8.7%	12.1%	15.6%	25.0%	31.0%	42.2%	56.6%	63.5%	-45.1%
Visitor Numbers		-0.6%	-1.7%	-3.6%	-5.1%	-5.6%	-3.0%	-2.6%	1.9%	7.6%	9.1%	-62.7%
Visitor Days		-1.6%	1.7%	-1.1%	-0.7%	0.2%	5.8%	9.8%	16.8%	23.2%	25.2%	-57.1%
Direct Employment		-1.5%	4.2%	4.1%	5.2%	4.2%	9.2%	11.1%	15.4%	23.6%	24.1%	-49.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Historic Prices - Day Visitor

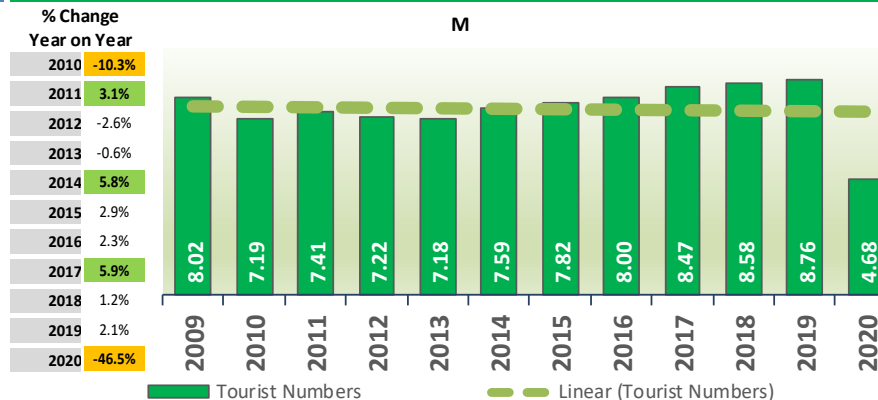


2009 to 2020 Historic Prices

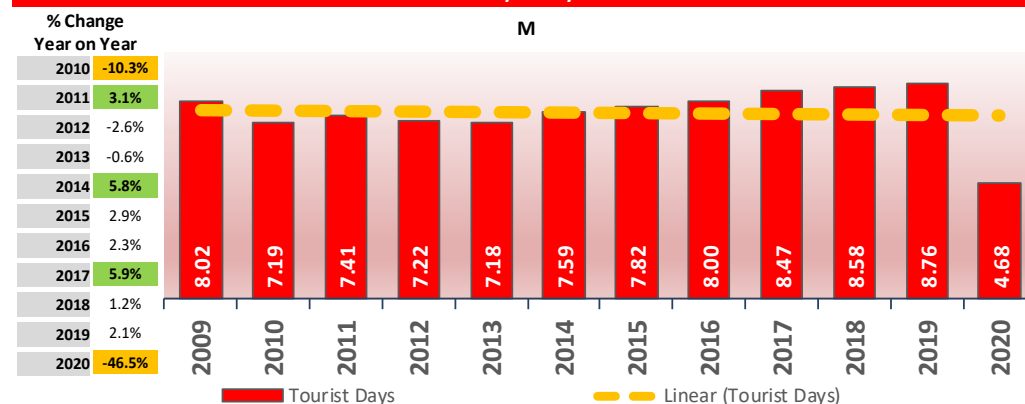
DAY VISITOR

KEY MEASURES Historic Prices

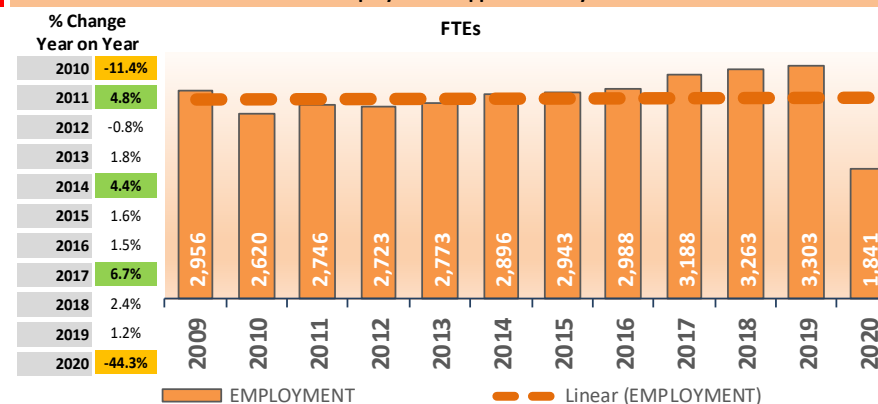
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		-6.9%	0.8%	2.1%	4.7%	13.9%	18.5%	22.9%	33.5%	40.5%	47.1%	-19.2%
Visitor Numbers		-10.3%	-7.6%	-9.9%	-10.5%	-5.3%	-2.6%	-0.3%	5.6%	6.9%	9.2%	-41.6%
Visitor Days		-10.3%	-7.6%	-9.9%	-10.5%	-5.3%	-2.6%	-0.3%	5.6%	6.9%	9.2%	-41.6%
Direct Employment		-11.4%	-7.1%	-7.9%	-6.2%	-2.1%	-0.5%	1.1%	7.8%	10.4%	11.7%	-37.7%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2020

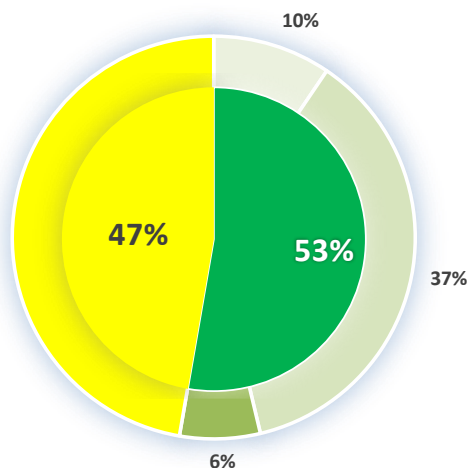
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

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

TOTAL
£430.44m

	£M
Served	40.82
Non-Served	158.38
SFR	27.77
Staying Visitor	226.97
Day Visitor	203.47
Total	430.44



2020
Historic Prices

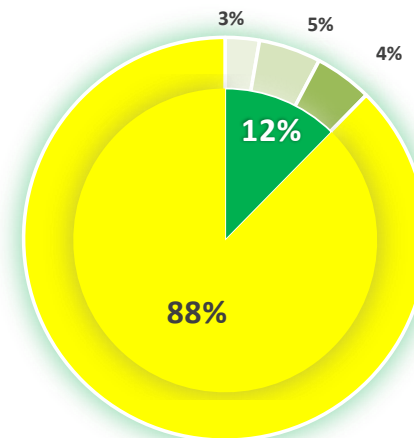
TOTAL

DISTRIBUTION BY VISITOR TYPE
Historic Prices

Visitor Numbers - 2020 - M - Share of Total

TOTAL
5.34m

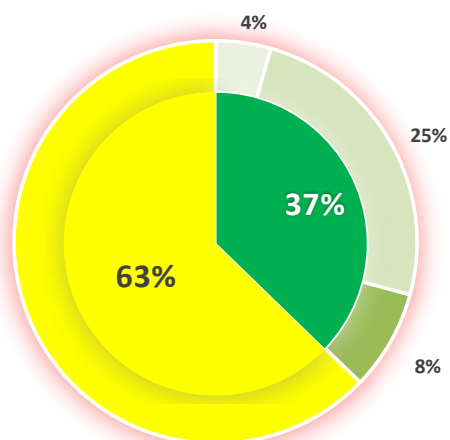
	M
Served	0.15
Non-Served	0.27
SFR	0.25
Staying Visitor	0.66
Day Visitor	4.68
Total	5.34



Visitor Days - 2020 - M - Share of Total

TOTAL
7.46m

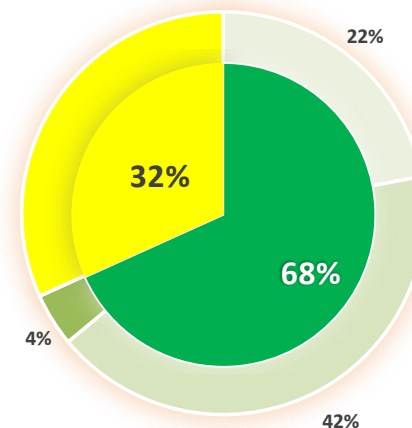
	M
Served	0.33
Non-Served	1.85
SFR	0.60
Staying Visitor	2.78
Day Visitor	4.68
Total	7.46



Direct Employment Supported - 2020 - FTEs - Share of Total

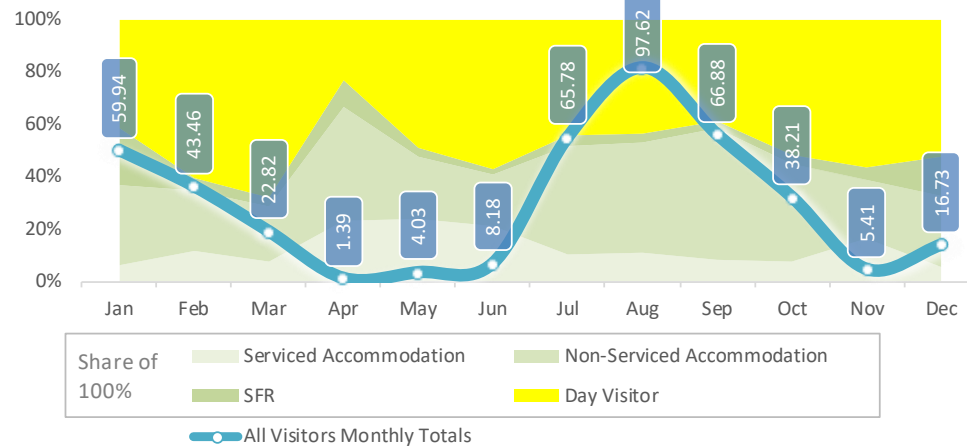
TOTAL
5,797 Direct FTEs
6,943 Total FTEs

	FTEs
Served	1,281
Non-Served	2,428
SFR	247
Staying Visitor	3,956
Day Visitor	1,841
Total	5,797



STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

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



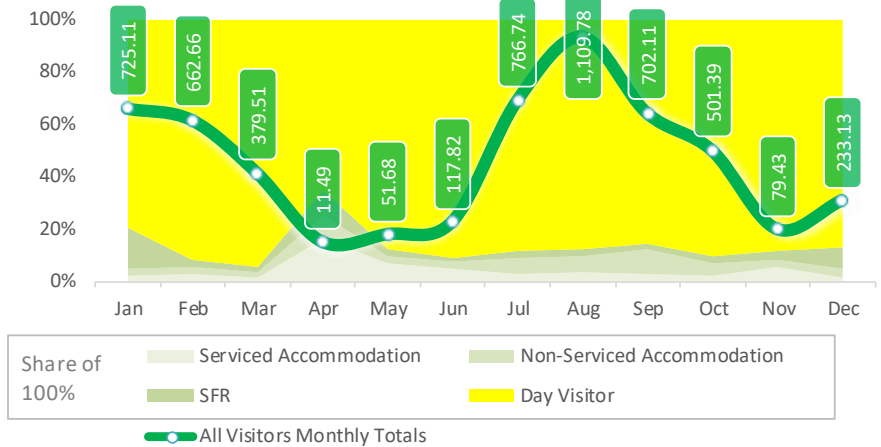
2020

Historic Prices

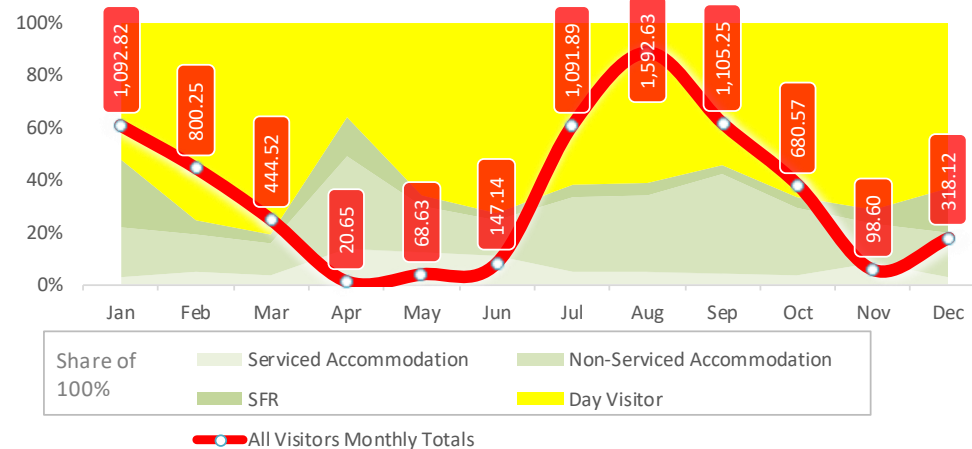
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

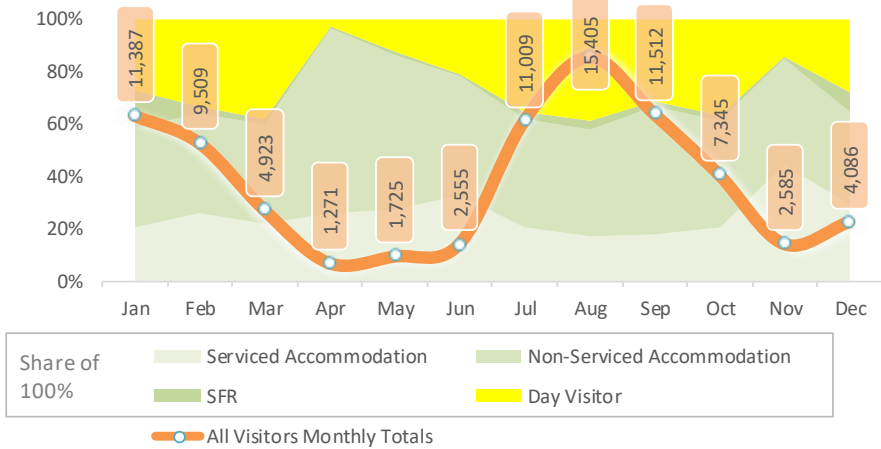
Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



Visitor Days - 2020 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

2009 to 2020
Historic Prices

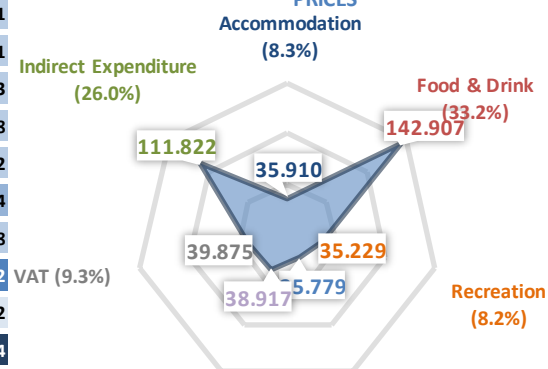
TOTAL

SECTORAL ANALYSIS
Historic Prices

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

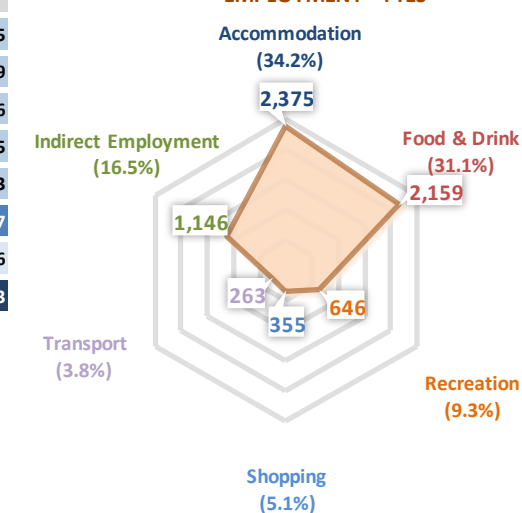
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	80.25	77.84	80.85	77.20	79.05	80.21	88.41	91.62	96.66	107.55	112.59	35.91
Food & Drink	£M	204.43	196.60	209.20	211.12	217.39	229.96	244.01	255.50	279.33	301.89	315.19	142.91
Recreation	£M	49.51	47.26	50.17	50.69	52.14	55.37	58.38	61.00	66.41	71.50	74.66	35.23
Shopping	£M	38.21	36.42	38.58	39.08	40.32	42.82	44.91	46.81	50.74	54.44	56.83	25.78
Transport	£M	58.07	55.55	59.05	59.68	61.55	65.26	68.96	72.07	78.60	84.61	88.36	38.92
Direct Revenue	£M	430.47	413.66	437.84	437.77	450.45	473.62	504.67	527.00	571.74	619.99	647.63	278.74
VAT	£M	64.57	72.39	87.57	87.55	90.09	94.72	100.93	105.40	114.35	124.00	129.53	39.88
Direct Expenditure	£M	495.04	486.05	525.41	525.32	540.54	568.34	605.60	632.40	686.09	743.99	777.16	318.62
Indirect Expenditure	£M	170.71	166.67	180.89	181.48	187.07	196.75	210.36	219.49	238.75	258.14	269.98	111.82
TOTAL	£M	665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44

2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



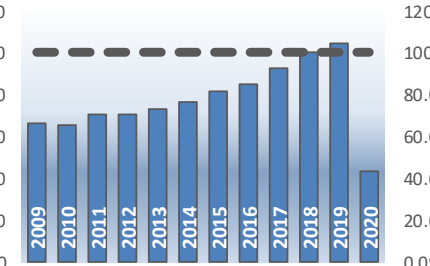
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	4,375	4,474	4,764	4,839	4,812	4,705	4,938	4,971	4,950	5,356	5,340	2,375
Food & Drink	FTEs	4,014	3,757	3,949	3,903	3,989	4,053	4,199	4,305	4,621	4,860	4,905	2,159
Recreation	FTEs	1,180	1,096	1,149	1,137	1,161	1,184	1,219	1,247	1,333	1,397	1,410	646
Shopping	FTEs	684	634	664	659	674	688	704	719	765	799	806	355
Transport	FTEs	509	474	498	493	505	514	530	543	581	608	614	263
Direct Employment	FTEs	10,762	10,435	11,024	11,031	11,141	11,144	11,591	11,785	12,251	13,020	13,076	5,797
Indirect Employment	FTEs	2,260	2,101	2,206	2,168	2,218	2,240	2,339	2,389	2,552	2,685	2,714	1,146
TOTAL	FTEs	13,022	12,537	13,230	13,199	13,359	13,384	13,930	14,175	14,803	15,705	15,790	6,943

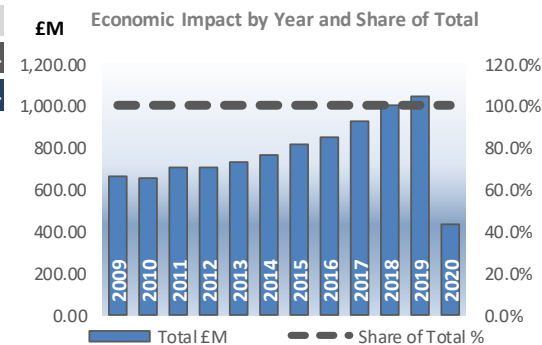
2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

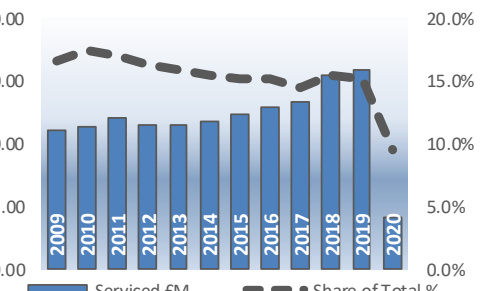


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

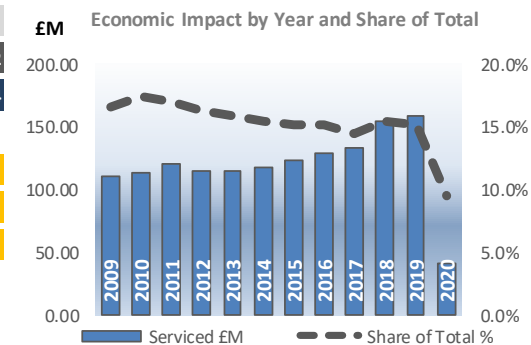
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 Historic Prices			TOTAL	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		89.0%	30.5%	-33.1%	-97.5%	-94.8%	-88.7%	-27.6%	-4.1%	1.6%	-26.9%	-75.4%	-42.6%	-35.3%	Annual Change	27.3%	-93.4%	-10.9%	-41.6%	
% Change 2019 to 2020		0.9%	-13.5%	-59.6%	-98.4%	-96.5%	-92.7%	-53.7%	-34.8%	-34.7%	-50.7%	-87.5%	-68.7%	-58.9%		-24.0%	-95.7%	-41.6%	-65.4%	
Average Annual Change		8.1%	2.8%	-3.0%	-8.9%	-8.6%	-8.1%	-2.5%	-0.4%	0.1%	-2.4%	-6.9%	-3.9%	-3.2%		2.5%	-8.5%	-1.0%	-3.8%	
2009	£M	31.72	33.29	34.13	55.34	77.16	72.23	90.91	101.76	65.84	52.27	21.95	29.13	665.75	-2.0%	99.14	204.73	258.52	103.36	
2010	£M	24.71	31.93	32.98	52.47	72.96	80.42	90.41	99.45	69.68	48.85	23.06	25.81	652.72		89.61	205.85	259.54	97.72	
2011	£M	35.77	32.19	34.53	60.37	78.40	81.42	94.97	99.86	70.82	56.11	28.08	33.79	706.30		8.2%	102.49	220.19	265.65	117.98
2012	£M	38.18	35.16	36.79	58.20	74.56	84.38	92.94	100.19	69.51	53.64	29.49	33.75	706.80		0.1%	110.14	217.14	262.65	116.88
2013	£M	41.36	36.55	38.88	59.00	79.18	83.38	92.98	101.47	70.84	56.15	31.32	36.48	727.60		2.9%	116.79	221.56	265.29	123.96
2014	£M	44.11	38.20	40.19	64.59	84.79	84.89	99.12	105.08	74.64	57.14	33.00	39.34	765.09		5.2%	122.51	234.27	278.84	129.48
2015	£M	46.82	41.71	42.61	67.21	89.57	90.93	106.18	112.99	79.79	62.48	34.04	41.64	815.97		6.6%	131.13	247.72	298.96	138.15
2016	£M	46.48	39.79	45.89	67.22	91.05	94.80	114.46	123.95	85.30	64.90	34.73	43.31	851.88		4.4%	132.17	253.07	323.71	142.94
2017	£M	51.44	43.86	50.59	74.67	100.19	100.45	122.67	133.47	94.19	69.24	37.70	46.38	924.84		8.6%	145.89	275.31	350.33	153.32
2018	£M	55.06	48.27	54.34	78.54	109.90	108.98	136.22	144.99	101.22	74.68	39.98	49.94	1,002.13		8.4%	157.68	297.42	382.43	164.60
2019	£M	59.42	50.23	56.43	85.39	115.07	112.04	142.19	149.76	102.35	77.50	43.27	53.48	1,047.14	4.5%	166.08	312.51	394.30	174.25	
2020	£M	59.94	43.46	22.82	1.391	4.025	8.176	65.78	97.62	66.88	38.21	5.407	16.73	430.44	-58.9%	126.22	13.59	230.28	60.35	
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Total	£M	665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44	1,200.00						
All Visitor Types	£M	665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44	1,000.00						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	800.00						
Annual Change in Share	%													600.00						
Change in Share from 2009	%													400.00						
Avg Ann. Change in Share	%													200.00						

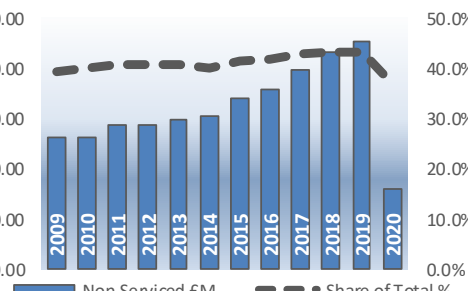


STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 Historic Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		15.4%	3.6%	-72.1%	-95.5%	-91.7%	-86.9%	-57.8%	-53.6%	-56.2%	-69.9%	-63.9%	-44.1%	-63.0%	Annual Change	-26.9%	-90.6%	-55.6%	-65.7%
% Change 2019 to 2020		-21.6%	-13.4%	-81.6%	-96.3%	-95.1%	-91.9%	-75.0%	-55.5%	-65.8%	-75.5%	-84.9%	-83.4%	-74.2%		-47.8%	-93.9%	-65.9%	-79.8%
Average Annual Change		1.4%	0.3%	-6.6%	-8.7%	-8.3%	-7.9%	-5.3%	-4.9%	-5.1%	-6.4%	-5.8%	-4.0%	-5.7%		-2.4%	-8.2%	-5.1%	-6.0%
2009 £M		3.342	4.860	6.411	7.075	11.51	13.02	15.84	22.54	12.23	9.460	2.486	1.659	110.42	3.0%	14.61	31.60	50.61	13.60
2010 £M		2.793	4.594	6.979	7.037	12.20	14.73	18.11	20.36	12.87	8.159	3.391	2.493	113.73		14.36	33.97	51.35	14.04
2011 £M		3.340	4.545	7.242	7.008	12.39	15.78	19.53	20.53	13.24	9.258	3.942	3.014	119.82		5.4%	15.13	35.18	53.30
2012 £M		3.210	4.193	6.905	6.340	11.58	16.52	19.36	19.66	12.43	7.820	3.664	3.045	114.72	-4.3%	14.31	34.44	51.44	14.53
2013 £M		2.994	4.867	7.299	6.852	12.93	16.19	16.38	18.46	12.76	9.061	4.031	3.254	115.08	0.3%	15.16	35.97	47.61	16.35
2014 £M		3.144	4.627	7.660	6.403	15.18	15.32	19.01	17.83	12.12	8.529	4.091	3.943	117.87	2.4%	15.43	36.90	48.97	16.56
2015 £M		4.007	4.807	7.939	6.150	15.51	16.69	20.43	17.97	12.70	8.997	4.074	4.016	123.29	4.6%	16.75	38.34	51.10	17.09
2016 £M		3.843	4.837	7.777	6.450	15.64	17.10	22.43	19.29	13.32	9.723	4.216	4.418	129.05	4.7%	16.46	39.19	55.05	18.36
2017 £M		4.213	5.135	8.599	7.234	16.30	17.27	21.73	19.78	13.62	9.480	4.853	4.830	133.03	3.1%	17.95	40.80	55.13	19.16
2018 £M		4.779	5.758	9.569	8.348	18.83	20.50	25.90	22.82	15.40	11.14	5.652	5.581	154.27	16.0%	20.11	47.67	64.12	22.37
2019 £M		4.915	5.816	9.710	8.539	19.42	20.96	26.72	23.48	15.65	11.65	5.925	5.579	158.37	2.7%	20.44	48.92	65.86	23.15
2020 £M		3.856	5.034	1.790	0.319	0.952	1.706	6.677	10.45	5.359	2.848	0.896	0.927	40.82	-74.2%	10.68	2.977	22.49	4.672
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Serviced £M		110.42	113.73	119.82	114.72	115.08	117.87	123.29	129.05	133.03	154.27	158.37	40.82						
All Visitor Types £M		665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44						
Share of Total %		16.6%	17.4%	17.0%	16.2%	15.8%	15.4%	15.1%	15.1%	14.4%	15.4%	15.1%	9.5%						
Annual Change in Share %			5.0%	-2.6%	-4.3%	-2.6%	-2.6%	-1.9%	0.3%	-5.0%	7.0%	-1.8%	-37.3%						
Change in Share from 2009 %			5.0%	2.3%	-2.1%	-4.6%	-7.1%	-8.9%	-8.7%	-13.3%	-7.2%	-8.8%	-42.8%						
Avg Ann. Change in Share %			5.0%	1.1%	-0.7%	-1.2%	-1.4%	-1.5%	-1.2%	-1.7%	-0.8%	-0.9%	-3.9%						

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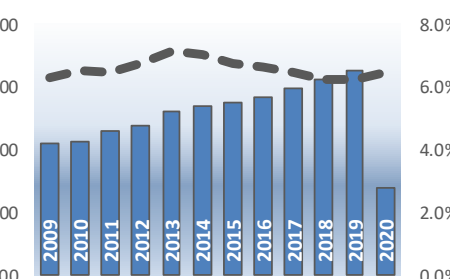


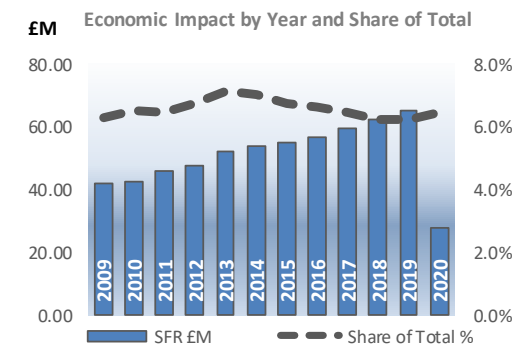
Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

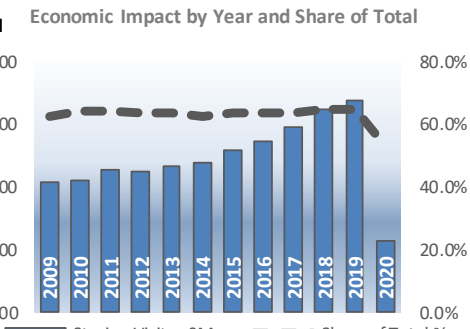
STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		114.2%	25.5%	-57.2%	-97.2%	-97.1%	-94.4%	-30.2%	-10.7%	9.0%	-21.8%	-81.7%	-45.5%	-39.4%	Annual Change	19.4%	-96.2%	-12.0%	-39.6%
% Change 2019 to 2020		0.2%	-29.6%	-77.6%	-98.6%	-98.2%	-96.6%	-54.7%	-44.4%	-37.7%	-57.9%	-93.6%	-67.7%	-65.0%		-38.5%	-97.8%	-45.7%	-70.0%
Average Annual Change		10.4%	2.3%	-5.2%	-8.8%	-8.8%	-8.6%	-2.7%	-1.0%	0.8%	-2.0%	-7.4%	-4.1%	-3.6%		1.8%	-8.7%	-1.1%	-3.6%
2009	£M	8.416	8.086	11.05	21.36	33.64	29.42	38.88	46.25	30.86	18.37	6.605	8.378	261.32	0.3%	27.56	84.42	115.99	33.36
2010	£M	5.703	8.523	10.00	20.87	32.69	34.32	36.92	47.77	34.21	17.22	7.437	6.345	261.99		24.23	87.87	118.89	31.00
2011	£M	9.037	8.483	12.35	26.13	37.38	35.29	38.50	47.01	34.90	20.97	9.716	7.025	286.81		29.87	98.80	120.42	37.71
2012	£M	9.831	8.583	13.52	26.51	35.86	34.42	37.43	47.00	34.14	21.74	10.36	7.853	287.24		31.93	96.79	118.56	39.95
2013	£M	10.58	9.234	14.68	26.34	37.48	34.42	38.22	48.39	34.74	22.80	11.24	8.437	296.55		34.49	98.24	121.35	42.47
2014	£M	10.80	9.339	14.92	26.88	37.58	34.48	39.41	51.36	36.99	24.12	11.79	8.839	306.52		35.06	98.94	127.77	44.75
2015	£M	12.19	10.54	16.66	29.57	41.19	37.52	43.57	57.01	40.62	26.77	13.34	10.01	338.99		39.39	108.28	141.20	50.13
2016	£M	13.31	11.14	16.98	30.31	42.47	38.93	45.66	60.93	43.77	28.39	14.14	10.70	356.73		41.44	111.71	150.36	53.23
2017	£M	15.04	12.98	19.24	34.30	46.86	42.15	50.06	66.70	50.64	30.50	15.32	11.90	395.68		47.26	123.30	167.40	57.71
2018	£M	16.05	13.82	20.18	37.02	51.18	47.26	56.09	72.60	54.11	33.41	16.95	12.90	431.57		50.05	135.46	182.80	63.26
2019	£M	17.99	14.41	21.09	41.93	54.29	48.05	59.89	74.29	54.04	34.16	18.81	14.14	453.09		53.50	144.26	188.22	67.11
2020	£M	18.03	10.14	4.734	0.606	0.965	1.634	27.14	41.32	33.65	14.38	1.211	4.569	158.38	32.91	3.204	102.11	20.16	
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	261.32	261.99	286.81	287.24	296.55	306.52	338.99	356.73	395.68	431.57	453.09	158.38						
All Visitor Types	£M	665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44						
Share of Total	%	39.3%	40.1%	40.6%	40.6%	40.8%	40.1%	41.5%	41.9%	42.8%	43.1%	43.3%	36.8%						
Annual Change in Share	%		2.3%	1.2%	0.1%	0.3%	-1.7%	3.7%	0.8%	2.2%	0.7%	0.5%	-15.0%						
Change in Share from 2009	%		2.3%	3.5%	3.5%	3.8%	2.1%	5.8%	6.7%	9.0%	9.7%	10.2%	-6.3%						
Avg Ann. Change in Share	%		2.3%	1.7%	1.2%	1.0%	0.4%	1.0%	1.0%	1.1%	1.1%	1.0%	-0.6%						

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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

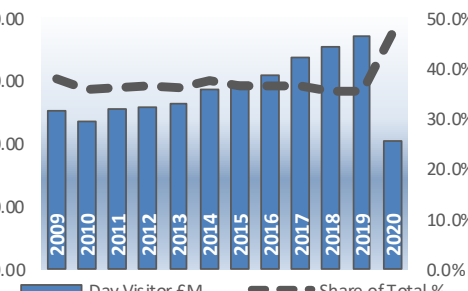
STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND										2009 to 2020 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020		93.9%	-4.1%	-68.1%	-97.4%	-96.5%	-93.4%	-40.4%	-23.4%	-9.7%	-43.5%	-85.4%	-47.4%	-33.9%	Annual Change	43.7%	-96.3%	-27.8%	-53.7%	
% Change 2019 to 2020		-3.1%	-27.5%	-78.1%	-98.2%	-97.5%	-95.2%	-56.9%	-44.3%	-40.2%	-59.5%	-91.3%	-69.5%	-57.3%		-18.7%	-97.4%	-48.5%	-71.6%	
Average Annual Change		8.5%	-0.4%	-6.2%	-8.9%	-8.8%	-8.5%	-3.7%	-2.1%	-0.9%	-4.0%	-7.8%	-4.3%	-3.1%		4.0%	-8.8%	-2.5%	-4.9%	
2009	£M	6.707	2.011	2.151	5.357	4.082	2.467	4.341	4.508	1.932	2.213	1.634	4.627	42.03	1.2%	10.87	11.91	10.78	8.474	
2010	£M	5.893	2.093	2.214	5.470	4.203	2.713	4.506	4.628	2.082	2.251	1.754	4.728	42.53		10.20	12.39	11.22	8.732	
2011	£M	6.913	2.136	2.387	5.906	4.499	2.841	4.714	4.748	2.157	2.423	1.956	5.008	45.69		7.4%	11.44	13.25	11.62	9.388
2012	£M	7.360	2.186	2.516	6.139	4.597	2.955	4.881	4.932	2.214	2.506	2.041	5.345	47.67		4.3%	12.06	13.69	12.03	9.892
2013	£M	10.09	2.161	2.606	6.316	4.615	2.835	4.819	5.042	2.379	2.567	2.209	6.451	52.09		9.3%	14.86	13.77	12.24	11.23
2014	£M	10.48	2.215	2.687	6.461	4.756	2.879	4.999	5.209	2.456	2.643	2.289	6.733	53.80		3.3%	15.38	14.10	12.66	11.66
2015	£M	10.95	2.257	2.743	6.580	4.848	2.938	5.093	5.300	2.506	2.697	2.332	6.849	55.09		2.4%	15.95	14.37	12.90	11.88
2016	£M	11.36	2.307	2.770	6.680	4.925	2.991	5.223	5.459	2.581	2.761	2.384	7.023	56.46		2.5%	16.43	14.60	13.26	12.17
2017	£M	12.23	2.495	2.943	7.078	5.180	3.115	5.435	5.722	2.742	2.859	2.496	7.357	59.66		5.7%	17.67	15.37	13.90	12.71
2018	£M	12.57	2.578	3.036	7.402	5.440	3.301	5.768	6.010	2.856	3.007	2.615	7.686	62.27		4.4%	18.18	16.14	14.63	13.31
2019	£M	13.43	2.659	3.131	7.833	5.654	3.387	6.006	6.193	2.914	3.093	2.742	7.995	65.03		4.4%	19.22	16.87	15.11	13.83
2020	£M	13.00	1.929	0.687	0.141	0.142	0.162	2.586	3.453	1.744	1.252	0.238	2.435	27.77		-57.3%	15.62	0.446	7.782	3.925
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
SFR	£M	42.03	42.53	45.69	47.67	52.09	53.80	55.09	56.46	59.66	62.27	65.03	27.77							
All Visitor Types	£M	665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44							
Share of Total	%	6.3%	6.5%	6.5%	6.7%	7.2%	7.0%	6.8%	6.6%	6.5%	6.2%	6.2%	6.5%							
Annual Change in Share	%		3.2%	-0.7%	4.3%	6.2%	-1.8%	-4.0%	-1.8%	-2.7%	-3.7%	-0.1%	3.9%							
Change in Share from 2009	%		3.2%	2.5%	6.8%	13.4%	11.4%	6.9%	5.0%	2.2%	-1.6%	-1.6%	2.2%							
Avg Ann. Change in Share	%		3.2%	1.2%	2.3%	3.4%	2.3%	1.2%	0.7%	0.3%	-0.2%	-0.2%	0.2%							



STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 Historic Prices			STAYING VISITOR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC					
% Change 2009 to 2020		88.9%	14.4%	-63.2%	-96.8%	-95.8%	-92.2%	-38.4%	-24.7%	-9.5%	-38.5%	-78.1%	-45.9%	-45.1%	Annual Change	11.6%	-94.8%	-25.4%	-48.1%	
% Change 2019 to 2020		-4.0%	-25.2%	-78.8%	-98.2%	-97.4%	-95.2%	-60.7%	-46.9%	-43.9%	-62.2%	-91.5%	-71.4%	-66.4%		-36.4%	-96.8%	-50.8%	-72.4%	
Average Annual Change		8.1%	1.3%	-5.7%	-8.8%	-8.7%	-8.4%	-3.5%	-2.2%	-0.9%	-3.5%	-7.1%	-4.2%	-4.1%		1.1%	-8.6%	-2.3%	-4.4%	
2009	£M	18.47	14.96	19.62	33.79	49.23	44.90	59.06	73.30	45.02	30.05	10.72	14.66	413.77	1.1%	53.04	127.92	177.38	55.43	
2010	£M	14.39	15.21	19.19	33.37	49.09	51.76	59.53	72.76	49.17	27.63	12.58	13.57	418.25		48.79	134.23	181.46	53.78	
2011	£M	19.29	15.16	21.98	39.04	54.28	53.91	62.75	72.29	50.30	32.66	15.61	15.05	452.32		8.1%	56.43	147.23	185.34	63.32
2012	£M	20.40	14.96	22.94	38.99	52.04	53.90	61.67	71.58	48.78	32.07	16.06	16.24	449.64		-0.6%	58.30	144.93	182.03	64.37
2013	£M	23.66	16.26	24.59	39.51	55.02	53.44	59.42	71.89	49.88	34.42	17.48	18.14	463.73		3.1%	64.51	147.98	181.19	70.05
2014	£M	24.42	16.18	25.26	39.74	57.51	52.68	63.42	74.40	51.57	35.29	18.17	19.51	478.18		3.1%	65.87	149.94	189.40	72.97
2015	£M	27.14	17.60	27.35	42.30	61.54	57.14	69.09	80.28	55.82	38.46	19.75	20.88	517.37		8.2%	72.09	160.99	205.20	79.09
2016	£M	28.51	18.29	27.53	43.44	63.03	59.02	73.32	85.68	59.67	40.87	20.74	22.14	542.24		4.8%	74.33	165.49	218.67	83.75
2017	£M	31.49	20.61	30.78	48.61	68.34	62.53	77.22	92.20	67.00	42.83	22.67	24.08	588.37		8.5%	82.88	179.48	236.42	89.59
2018	£M	33.40	22.15	32.79	52.77	75.44	71.06	87.76	101.43	72.37	47.55	25.22	26.16	648.11		10.2%	88.34	199.28	261.56	98.94
2019	£M	36.33	22.88	33.94	58.30	79.36	72.40	92.62	103.96	72.61	48.90	27.48	27.71	676.50	4.4%	93.15	210.06	269.19	104.09	
2020	£M	34.89	17.11	7.210	1.066	2.059	3.502	36.41	55.22	40.75	18.47	2.345	7.931	226.97	-66.4%	59.21	6.627	132.38	28.75	
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	413.77	418.25	452.32	449.64	463.73	478.18	517.37	542.24	588.37	648.11	676.50	226.97						
All Visitor Types		£M	665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44						
Share of Total		%	62.2%	64.1%	64.0%	63.6%	63.7%	62.5%	63.4%	63.7%	64.7%	64.6%	52.7%							
Annual Change in Share		%		3.1%	-0.1%	-0.7%	0.2%	-1.9%	1.4%	0.4%	-0.1%	1.7%	-0.1%	-18.4%						
Change in Share from 2009		%		3.1%	3.0%	2.4%	2.5%	0.6%	2.0%	2.4%	4.1%	3.9%	-15.2%							
Avg Ann. Change in Share		%		3.1%	1.5%	0.8%	0.6%	0.1%	0.3%	0.3%	0.3%	0.5%	0.4%	-1.4%						

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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

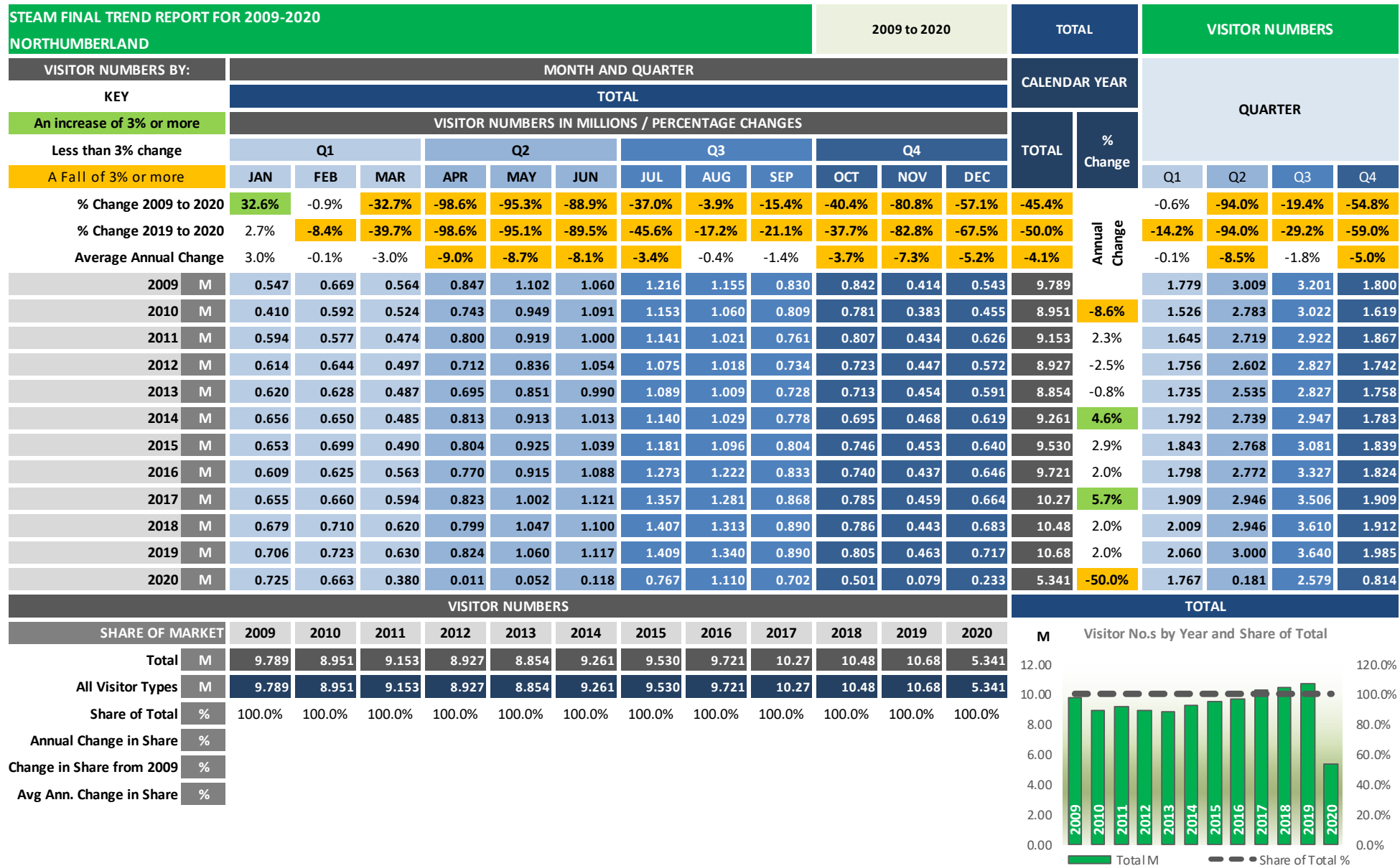
STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020		89.1%	43.7%	7.6%	-98.5%	-93.0%	-82.9%	-7.8%	49.0%	25.5%	-11.2%	-72.7%	-39.2%	-19.2%	Annual Change	45.4%	-90.9%	20.7%	-34.1%	
% Change 2019 to 2020		8.5%	-3.6%	-30.6%	-98.8%	-94.5%	-88.2%	-40.7%	-7.4%	-12.2%	-31.0%	-80.6%	-65.9%	-45.1%		-8.1%	-93.2%	-21.7%	-55.0%	
Average Annual Change		8.1%	4.0%	0.7%	-9.0%	-8.5%	-7.5%	-0.7%	4.5%	2.3%	-1.0%	-6.6%	-3.6%	-1.7%		4.1%	-8.3%	1.9%	-3.1%	
2009	£M	13.25	18.34	14.51	21.55	27.93	27.32	31.86	28.46	20.82	22.22	11.23	14.47	251.97		46.10	76.81	81.14	47.92	
2010	£M	10.32	16.72	13.79	19.10	23.86	28.66	30.87	26.69	20.52	21.22	10.47	12.25	234.47	-6.9%	40.82	71.62	78.08	43.94	
2011	£M	16.48	17.02	12.55	21.32	24.13	27.51	32.22	27.57	20.52	23.45	12.47	18.74	253.99	8.3%	46.05	72.96	80.32	54.66	
2012	£M	17.78	20.20	13.85	19.21	22.52	30.48	31.27	28.61	20.74	21.57	13.43	17.50	257.16	1.2%	51.83	72.21	80.61	52.50	
2013	£M	17.70	20.29	14.29	19.49	24.16	29.94	33.56	29.58	20.96	21.73	13.84	18.34	263.87	2.6%	52.27	73.59	84.10	53.91	
2014	£M	19.68	22.02	14.93	24.84	27.28	32.20	35.70	30.68	23.07	21.85	14.83	19.82	286.91	8.7%	56.64	84.32	89.45	56.50	
2015	£M	19.68	24.10	15.26	24.91	28.03	33.79	37.09	32.71	23.97	24.02	14.29	20.76	298.60	4.1%	59.04	86.73	93.76	59.06	
2016	£M	17.97	21.50	18.36	23.78	28.02	35.79	41.14	38.27	25.63	24.02	13.99	21.17	309.64	3.7%	57.84	87.58	105.04	59.18	
2017	£M	19.95	23.25	19.81	26.06	31.85	37.93	45.45	41.26	27.19	26.40	15.03	22.30	336.47	8.7%	63.01	95.83	113.90	63.73	
2018	£M	21.67	26.12	21.55	25.77	34.46	37.92	48.46	43.56	28.85	27.13	14.76	23.78	354.01	5.2%	69.34	98.14	120.87	65.67	
2019	£M	23.09	27.34	22.50	27.09	35.71	39.64	49.57	45.79	29.75	28.60	15.79	25.77	370.65	4.7%	72.93	102.45	125.11	70.16	
2020	£M	25.05	26.35	15.61	0.325	1.966	4.674	29.38	42.40	26.12	19.74	3.061	8.799	203.47	-45.1%	67.01	6.965	97.90	31.59	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Day Visitor		£M	251.97	234.47	253.99	257.16	263.87	286.91	298.60	309.64	336.47	354.01	370.65	203.47						
All Visitor Types		£M	665.75	652.72	706.30	706.80	727.60	765.09	815.97	851.88	924.84	1,002.13	1,047.14	430.44						
Share of Total		%	37.8%	35.9%	36.0%	36.4%	36.3%	37.5%	36.6%	36.3%	36.4%	35.3%	35.4%	47.3%						
Annual Change in Share		%		-5.1%	0.1%	1.2%	-0.3%	3.4%	-2.4%	-0.7%	0.1%	-2.9%	0.2%	33.5%						
Change in Share from 2009		%		-5.1%	-5.0%	-3.9%	-4.2%	-0.9%	-3.3%	-4.0%	-3.9%	-6.7%	-6.5%	24.9%						
Avg Ann. Change in Share		%		-5.1%	-2.5%	-1.3%	-1.0%	-0.2%	-0.6%	-0.6%	-0.5%	-0.7%	-0.6%	2.3%						

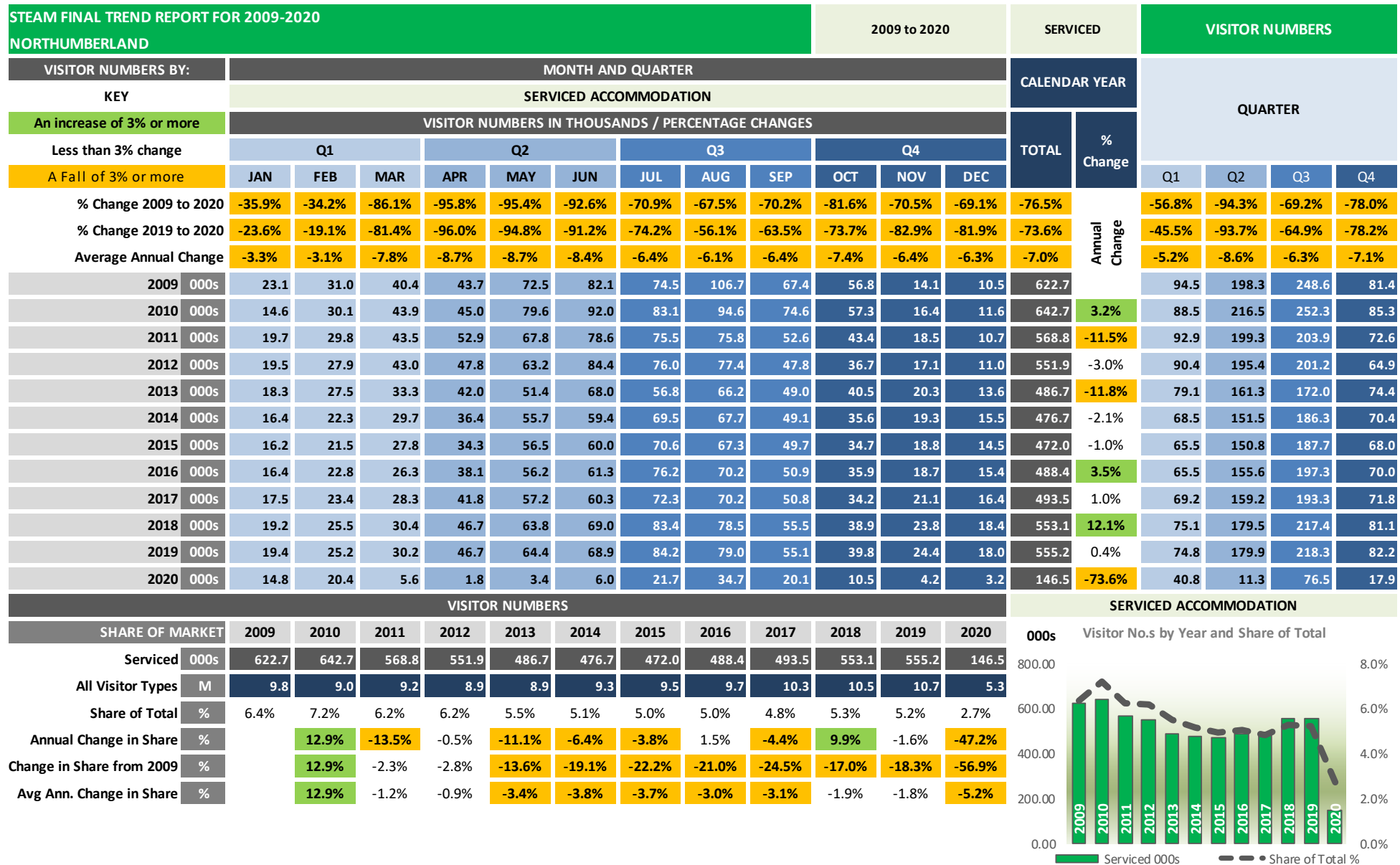
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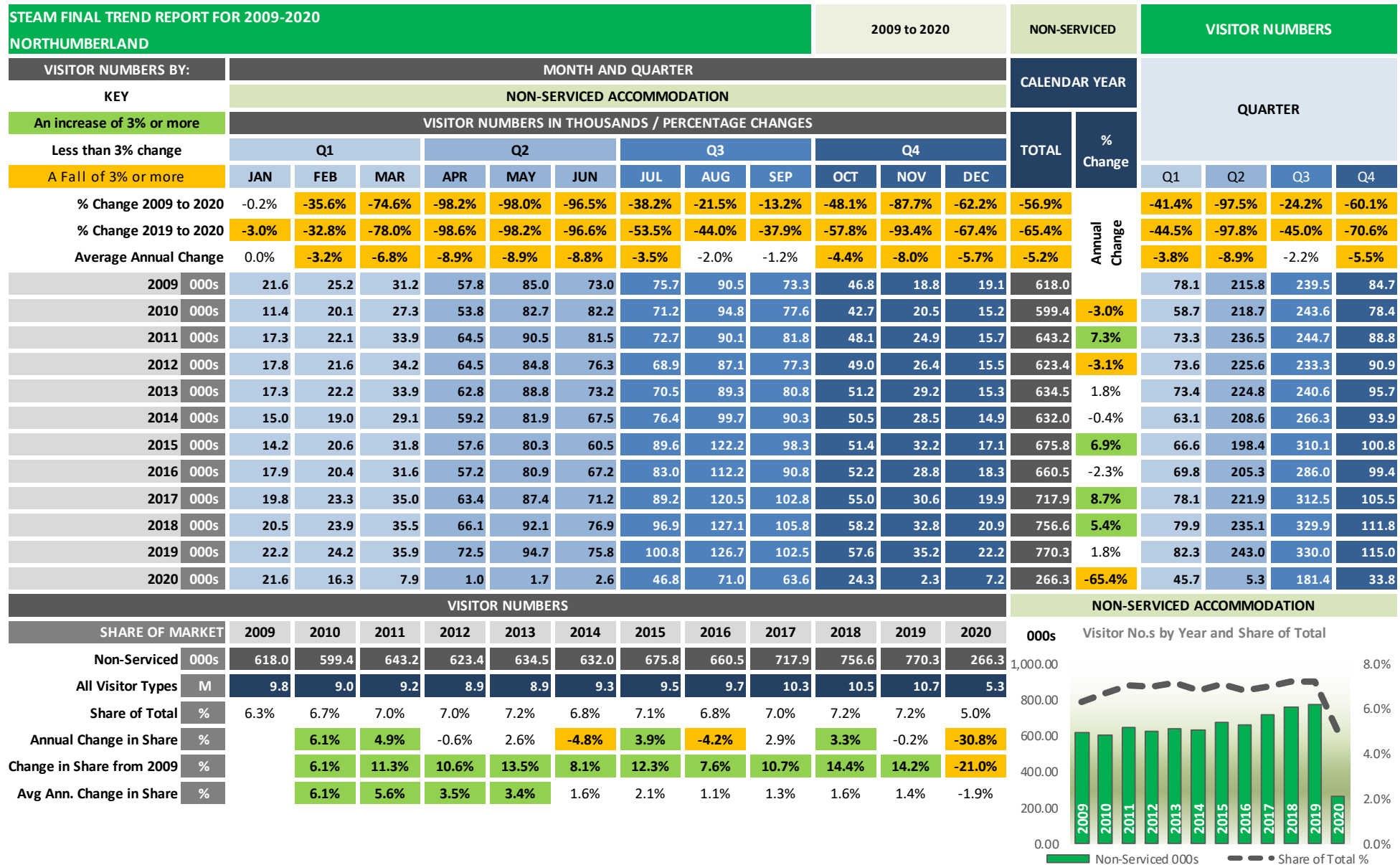
Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

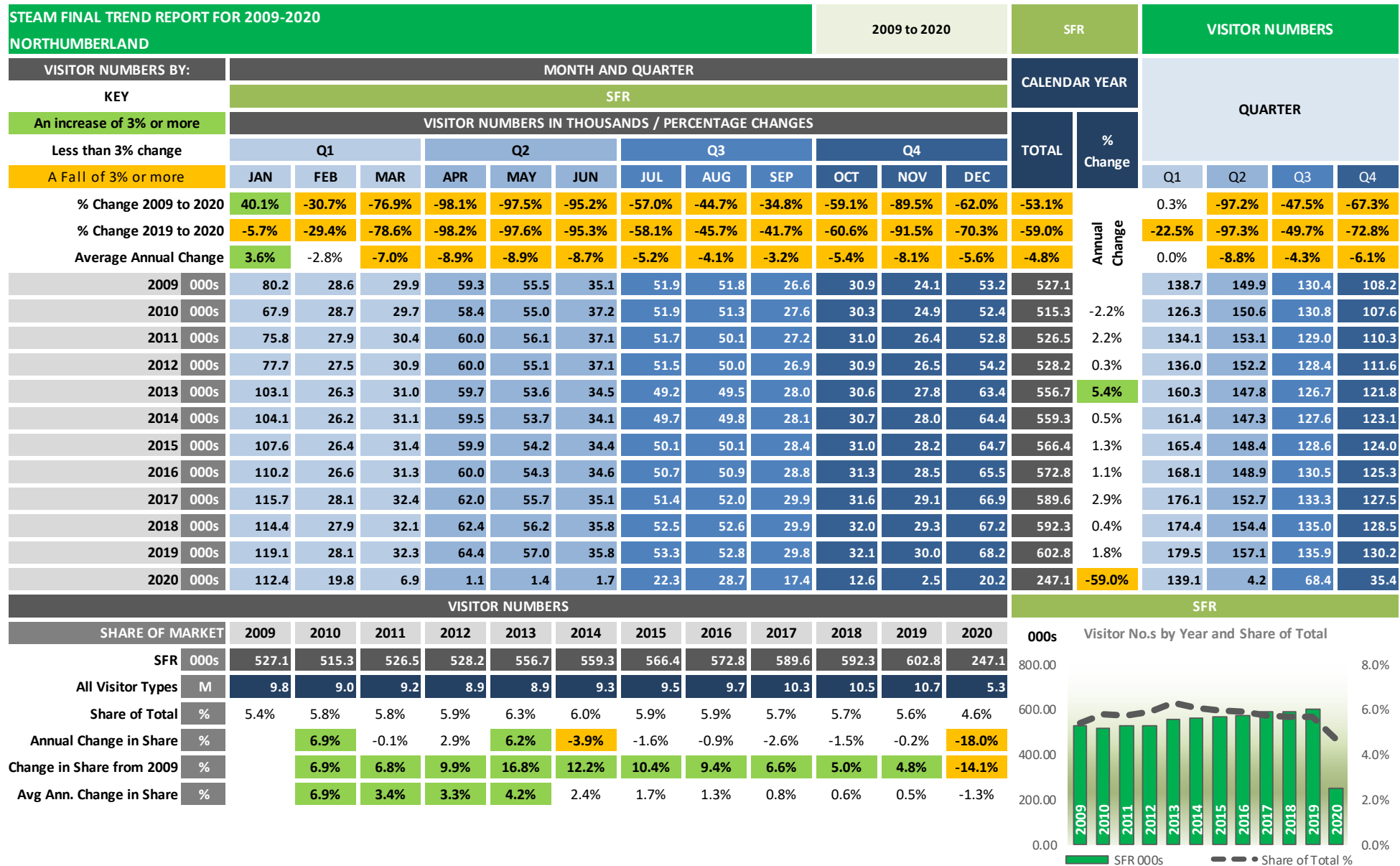
Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

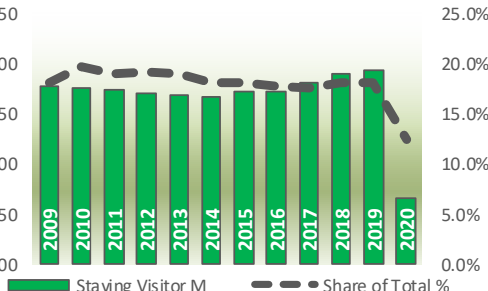
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor







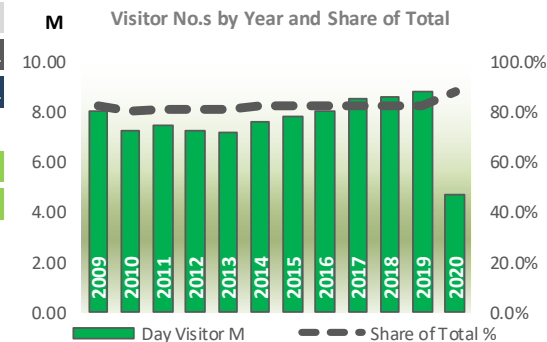


STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020			STAYING VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020		19.1%	-33.4%	-79.9%	-97.5%	-97.0%	-94.6%	-55.0%	-46.0%	-39.6%	-64.8%	-84.2%	-62.9%	-62.7%	Annual Change	-27.5%	-96.3%	-47.2%	-68.2%		
% Change 2019 to 2020		-7.5%	-27.1%	-79.2%	-97.8%	-97.0%	-94.3%	-61.9%	-48.0%	-46.0%	-63.4%	-89.9%	-71.7%	-65.8%		-33.0%	-96.4%	-52.3%	-73.4%		
Average Annual Change		1.7%	-3.0%	-7.3%	-8.9%	-8.8%	-8.6%	-5.0%	-4.2%	-3.6%	-5.9%	-7.7%	-5.7%	-5.7%		-2.5%	-8.8%	-4.3%	-6.2%		
2009	M	0.125	0.085	0.102	0.161	0.213	0.190	0.202	0.249	0.167	0.134	0.057	0.083	1.768	-0.6%	0.311	0.564	0.618	0.274		
2010	M	0.094	0.079	0.101	0.157	0.217	0.211	0.206	0.241	0.180	0.130	0.062	0.079	1.757		0.274	0.586	0.627	0.271		
2011	M	0.113	0.080	0.108	0.177	0.214	0.197	0.200	0.216	0.162	0.123	0.070	0.079	1.738		-1.1%	0.300	0.589	0.578	0.272	
2012	M	0.115	0.077	0.108	0.172	0.203	0.198	0.196	0.215	0.152	0.117	0.070	0.081	1.704		-2.0%	0.300	0.573	0.563	0.267	
2013	M	0.139	0.076	0.098	0.165	0.194	0.176	0.177	0.205	0.158	0.122	0.077	0.092	1.678		-1.5%	0.313	0.534	0.539	0.292	
2014	M	0.136	0.068	0.090	0.155	0.191	0.161	0.196	0.217	0.167	0.117	0.076	0.095	1.668		-0.6%	0.293	0.507	0.580	0.287	
2015	M	0.138	0.068	0.091	0.152	0.191	0.155	0.210	0.240	0.176	0.117	0.079	0.096	1.714		2.8%	0.297	0.498	0.626	0.293	
2016	M	0.145	0.070	0.089	0.155	0.191	0.163	0.210	0.233	0.171	0.119	0.076	0.099	1.722		0.4%	0.303	0.510	0.614	0.295	
2017	M	0.153	0.075	0.096	0.167	0.200	0.166	0.213	0.243	0.183	0.121	0.081	0.103	1.801	4.6%	0.323	0.534	0.639	0.305		
2018	M	0.154	0.077	0.098	0.175	0.212	0.182	0.233	0.258	0.191	0.129	0.086	0.107	1.902	5.6%	0.329	0.569	0.682	0.321		
2019	M	0.161	0.078	0.098	0.184	0.216	0.180	0.238	0.259	0.187	0.129	0.090	0.108	1.928	1.4%	0.337	0.580	0.684	0.327		
2020	M	0.149	0.056	0.020	0.004	0.006	0.010	0.091	0.134	0.101	0.047	0.009	0.031	0.660	-65.8%	0.226	0.021	0.326	0.087		
VISITOR NUMBERS														STAYING VISITOR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M Visitor No.s by Year and Share of Total							
Staying Visitor		M	1.768	1.757	1.738	1.704	1.678	1.668	1.714	1.722	1.801	1.902	1.928	0.660		25.0%	20.0%	15.0%	10.0%	5.0%	0.0%
All Visitor Types		M	9.789	8.951	9.153	8.927	8.854	9.261	9.530	9.721	10.27	10.48	10.68	5.341							
Share of Total		%	18.1%	19.6%	19.0%	19.1%	18.9%	18.0%	18.0%	17.7%	17.5%	18.2%	18.0%	12.4%							
Annual Change in Share		%		8.7%	-3.3%	0.5%	-0.7%	-5.0%	-0.1%	-1.5%	-1.0%	3.5%	-0.6%	-31.5%							
Change in Share from 2009		%		8.7%	5.2%	5.7%	4.9%	-0.3%	-0.4%	-1.9%	-2.9%	0.5%	-0.1%	-31.6%							
Avg Ann. Change in Share		%		8.7%	2.6%	1.9%	1.2%	-0.1%	-0.1%	-0.3%	-0.4%	0.1%	0.0%	-2.9%							

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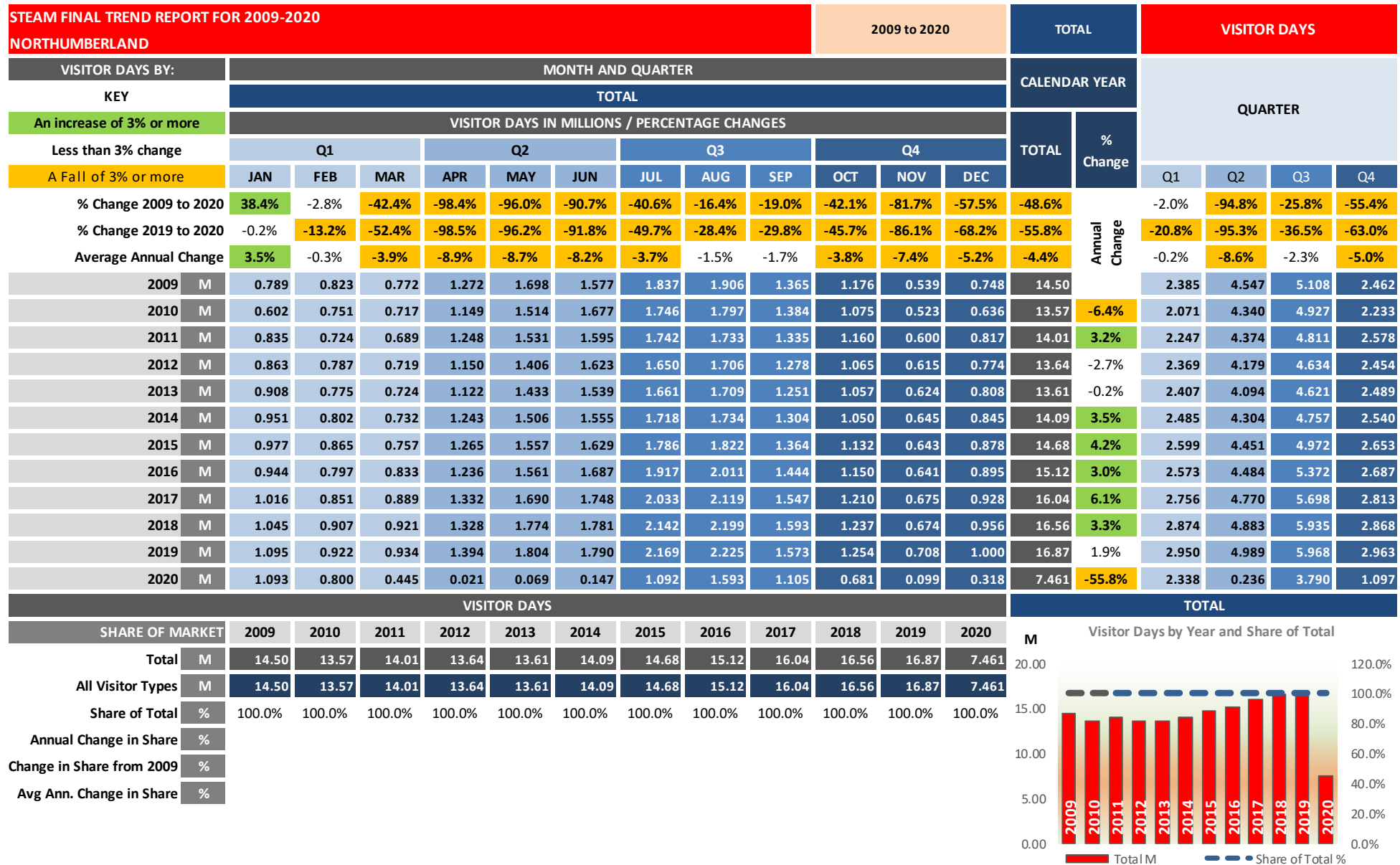
Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

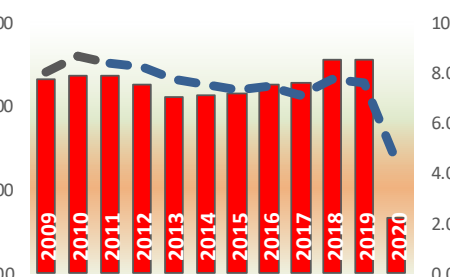
STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		36.7%	3.8%	-22.3%	-98.9%	-94.9%	-87.6%	-33.4%	7.7%	-9.3%	-35.8%	-80.3%	-56.1%	-41.6%	Annual Change	5.1%	-93.4%	-12.8%	-52.4%
% Change 2019 to 2020		5.7%	-6.2%	-32.4%	-98.8%	-94.6%	-88.5%	-42.3%	-9.8%	-14.5%	-32.8%	-81.1%	-66.7%	-46.5%		-10.5%	-93.4%	-23.8%	-56.1%
Average Annual Change		3.3%	0.3%	-2.0%	-9.0%	-8.6%	-8.0%	-3.0%	0.7%	-0.8%	-3.3%	-7.3%	-5.1%	-3.8%		0.5%	-8.5%	-1.2%	-4.8%
2009	M	0.422	0.584	0.462	0.686	0.889	0.870	1.014	0.906	0.663	0.707	0.357	0.461	8.021		1.468	2.445	2.583	1.526
2010	M	0.317	0.513	0.423	0.586	0.732	0.879	0.947	0.819	0.629	0.651	0.321	0.376	7.193	-10.3%	1.252	2.197	2.395	1.348
2011	M	0.481	0.497	0.366	0.622	0.704	0.803	0.941	0.805	0.599	0.685	0.364	0.547	7.415	3.1%	1.344	2.130	2.345	1.596
2012	M	0.499	0.567	0.389	0.540	0.633	0.856	0.878	0.804	0.582	0.606	0.377	0.492	7.223	-2.6%	1.456	2.028	2.264	1.475
2013	M	0.481	0.552	0.389	0.530	0.657	0.814	0.913	0.804	0.570	0.591	0.377	0.499	7.177	-0.6%	1.422	2.001	2.287	1.466
2014	M	0.521	0.583	0.395	0.657	0.722	0.852	0.945	0.812	0.611	0.578	0.392	0.525	7.593	5.8%	1.499	2.232	2.367	1.495
2015	M	0.515	0.631	0.400	0.652	0.734	0.884	0.971	0.856	0.627	0.629	0.374	0.543	7.816	2.9%	1.545	2.270	2.454	1.546
2016	M	0.464	0.556	0.474	0.614	0.724	0.924	1.063	0.989	0.662	0.621	0.361	0.547	7.999	2.3%	1.494	2.262	2.714	1.529
2017	M	0.502	0.585	0.499	0.656	0.802	0.955	1.144	1.039	0.684	0.665	0.378	0.561	8.470	5.9%	1.586	2.412	2.867	1.604
2018	M	0.525	0.633	0.522	0.624	0.835	0.918	1.174	1.055	0.699	0.657	0.358	0.576	8.575	1.2%	1.680	2.377	2.928	1.591
2019	M	0.545	0.646	0.531	0.640	0.844	0.937	1.171	1.082	0.703	0.676	0.373	0.609	8.756	2.1%	1.723	2.420	2.956	1.657
2020	M	0.576	0.606	0.359	0.007	0.045	0.108	0.676	0.975	0.601	0.454	0.070	0.202	4.681	-46.5%	1.542	0.160	2.252	0.727
VISITOR NUMBERS														DAY VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M Visitor No.s by Year and Share of Total					
Day Visitor	M	8.021	7.193	7.415	7.223	7.177	7.593	7.816	7.999	8.470	8.575	8.756	4.681	10.00					
All Visitor Types	M	9.789	8.951	9.153	8.927	8.854	9.261	9.530	9.721	10.27	10.48	10.68	5.341	8.00					
Share of Total	%	81.9%	80.4%	81.0%	80.9%	81.1%	82.0%	82.0%	82.3%	82.5%	81.8%	82.0%	87.6%	6.00					
Annual Change in Share	%		-1.9%	0.8%	-0.1%	0.2%	1.2%	0.0%	0.3%	0.2%	-0.7%	0.1%	6.9%	4.00					
Change in Share from 2009	%		-1.9%	-1.1%	-1.2%	-1.1%	0.1%	0.1%	0.4%	0.6%	-0.1%	0.0%	7.0%	2.00					
Avg Ann. Change in Share	%		-1.9%	-0.6%	-0.4%	-0.3%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.6%	0.00					
														Day Visitor M Share of Total %					



Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

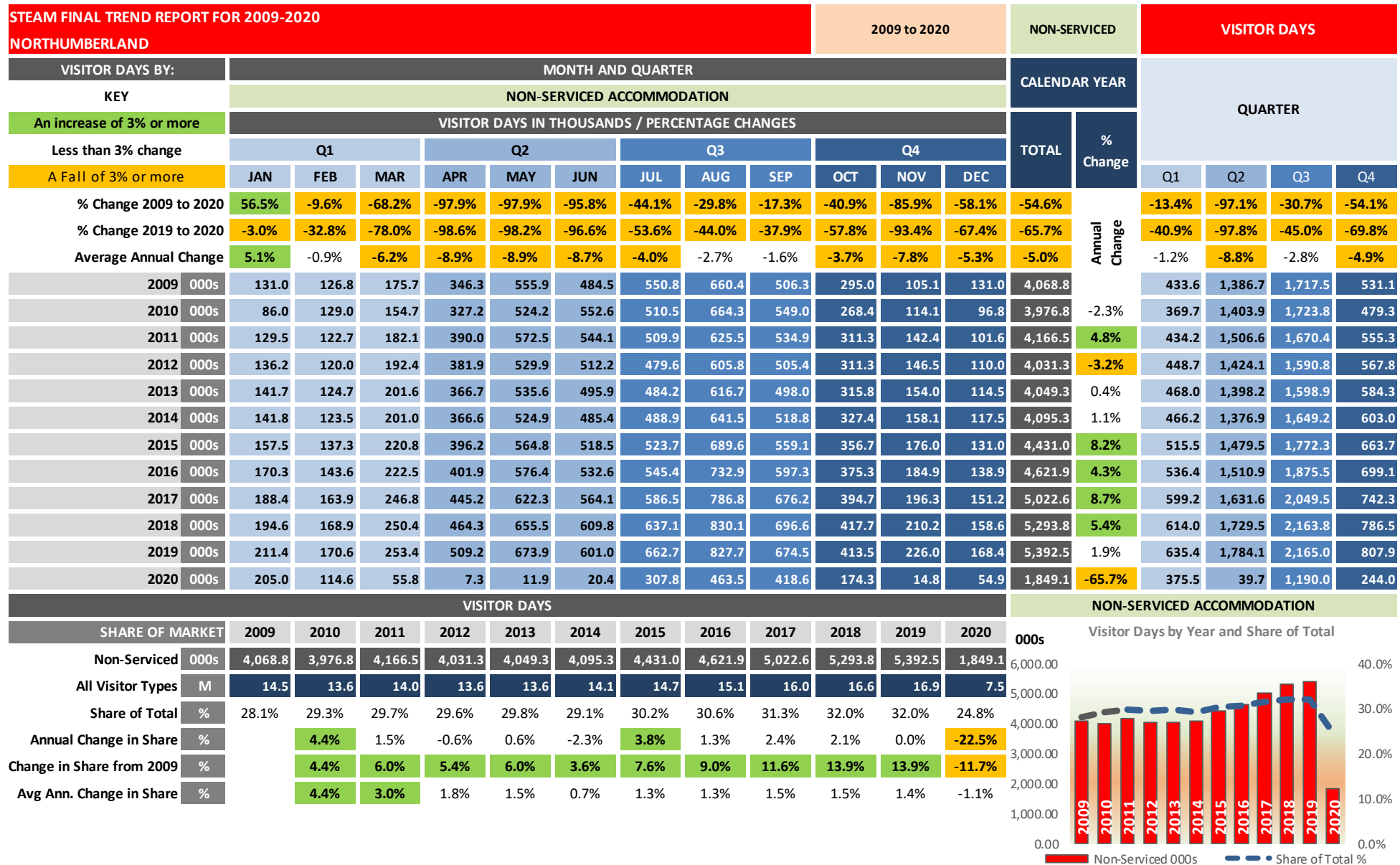
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

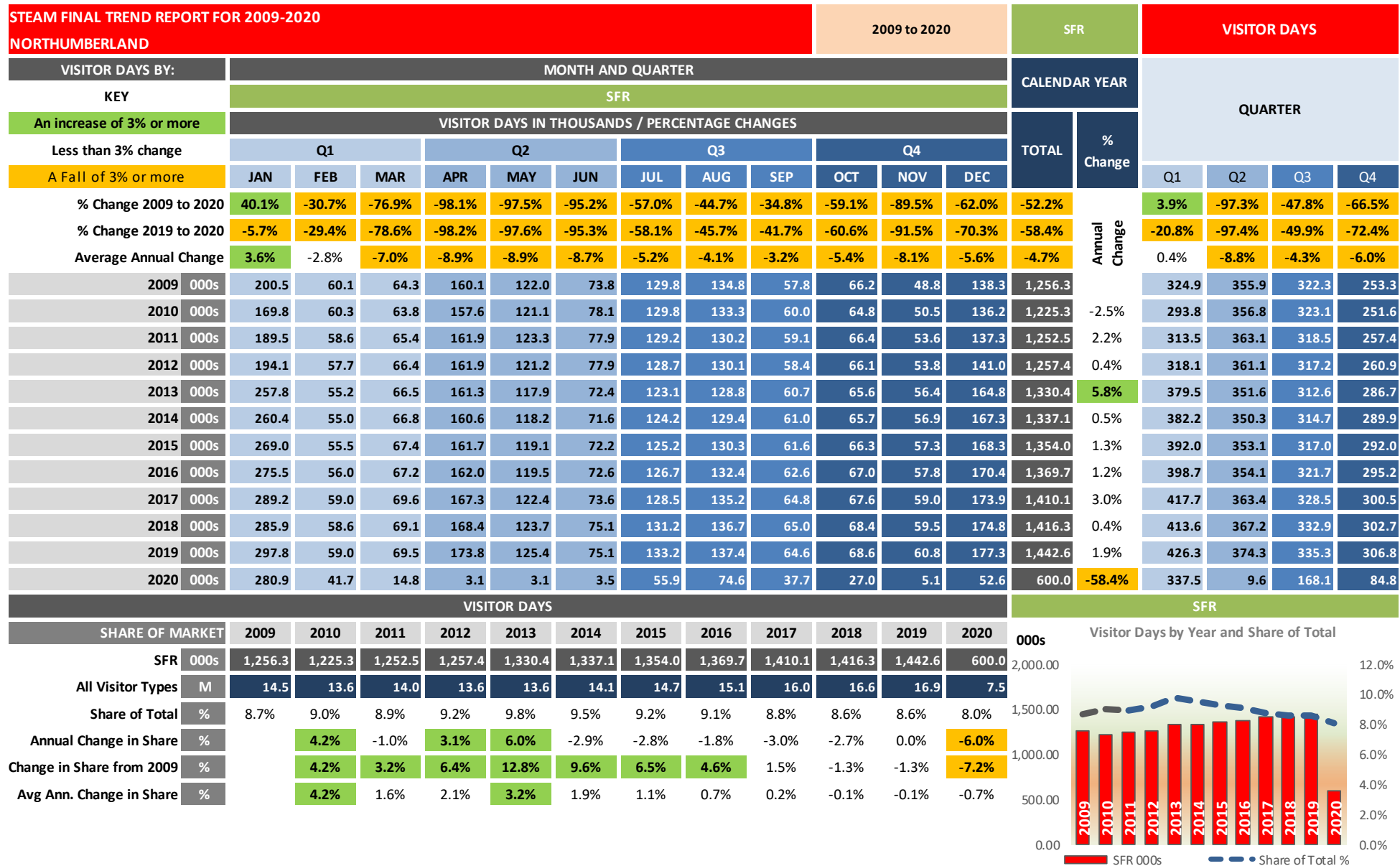


STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND										2009 to 2020			SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		-15.9%	-28.5%	-78.9%	-96.5%	-93.6%	-89.5%	-63.3%	-61.3%	-65.3%	-76.5%	-69.7%	-53.6%	-71.4%	Annual Change	-47.8%	-92.5%	-63.0%	-72.6%	
% Change 2019 to 2020		-23.6%	-18.9%	-81.4%	-96.0%	-94.8%	-91.2%	-74.1%	-55.7%	-63.5%	-73.8%	-83.0%	-82.0%	-74.1%		-49.9%	-93.4%	-65.0%	-78.1%	
Average Annual Change		-1.4%	-2.6%	-7.2%	-8.8%	-8.5%	-8.1%	-5.8%	-5.6%	-5.9%	-7.0%	-6.3%	-4.9%	-6.5%		-4.3%	-8.4%	-5.7%	-6.6%	
2009 000s		36.2	52.8	70.0	79.8	130.9	148.7	142.6	204.6	138.4	107.4	27.2	17.8	1,156.1	1.7%	159.0	359.3	485.5	152.3	
2010 000s		30.0	49.1	75.9	78.3	136.9	166.6	158.6	180.9	145.1	90.5	36.6	27.0	1,175.6		155.0	381.9	484.7	154.1	
2011 000s		34.4	45.7	74.8	73.8	130.9	169.9	162.6	172.7	141.7	97.7	40.5	31.0	1,175.7		154.9	374.7	476.9	169.2	
2012 000s		33.0	42.2	71.3	66.4	121.8	177.2	163.5	166.5	131.9	81.8	37.5	31.3	1,124.5		-4.4%	146.4	365.5	461.9	150.6
2013 000s		27.2	42.9	67.2	63.9	122.3	156.6	140.9	159.4	122.0	84.9	37.1	30.1	1,054.6		-6.2%	137.4	342.7	422.3	152.1
2014 000s		28.3	40.4	69.0	58.8	140.9	145.5	160.6	151.1	113.9	78.7	37.1	36.0	1,060.3		0.5%	137.7	345.2	425.5	151.8
2015 000s		35.0	40.9	69.8	54.9	139.6	153.8	166.2	146.4	115.9	80.5	35.8	35.6	1,074.4		1.3%	145.7	348.3	428.5	151.8
2016 000s		33.9	41.6	68.7	57.8	141.1	157.5	182.3	157.1	121.6	87.2	37.2	39.3	1,125.5		4.8%	144.2	356.5	461.0	163.8
2017 000s		36.0	43.2	74.1	63.5	143.4	155.5	173.5	158.5	121.3	82.8	41.8	41.8	1,135.6		0.9%	153.4	362.4	453.3	166.5
2018 000s		39.6	47.1	79.8	70.9	160.1	178.1	200.4	177.4	132.5	94.1	47.1	46.7	1,273.8		12.2%	166.5	409.1	510.2	188.0
2019 000s		39.9	46.6	79.3	70.9	161.5	177.8	202.1	178.5	131.6	96.3	48.4	45.7	1,278.5	0.4%	165.8	410.1	512.2	190.4	
2020 000s		30.5	37.8	14.8	2.8	8.4	15.7	52.4	79.1	48.0	25.2	8.2	8.2	331.0	-74.1%	83.0	26.9	179.5	41.7	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total					
Serviced		000s	1,156.1	1,175.6	1,175.7	1,124.5	1,054.6	1,060.3	1,074.4	1,125.5	1,135.6	1,273.8	1,278.5	331.0	1,500.00 1,000.00 500.00 0.00					
All Visitor Types		M	14.5	13.6	14.0	13.6	13.6	14.1	14.7	15.1	16.0	16.6	16.9	7.5						
Share of Total		%	8.0%	8.7%	8.4%	8.2%	7.7%	7.5%	7.3%	7.4%	7.1%	7.7%	7.6%	4.4%						
Annual Change in Share		%		8.7%	-3.1%	-1.7%	-6.0%	-2.8%	-2.7%	1.7%	-4.9%	8.6%	-1.5%	-41.5%						
Change in Share from 2009		%		8.7%	5.3%	3.4%	-2.8%	-5.6%	-8.2%	-6.6%	-11.2%	-3.5%	-4.9%	-44.3%						
Avg Ann. Change in Share		%		8.7%	2.6%	1.1%	-0.7%	-1.1%	-1.4%	-0.9%	-1.4%	-0.4%	-0.5%	-4.0%						

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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

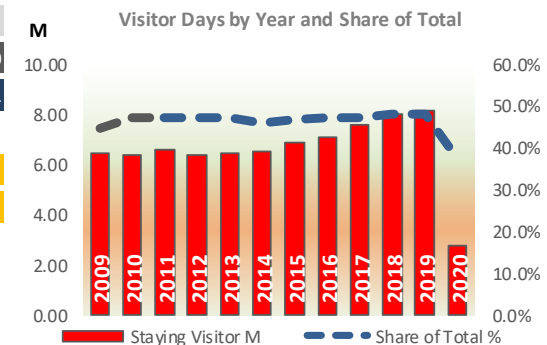


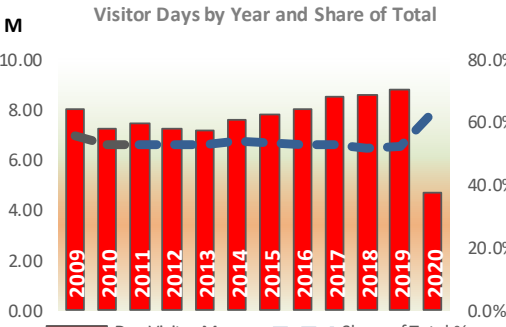


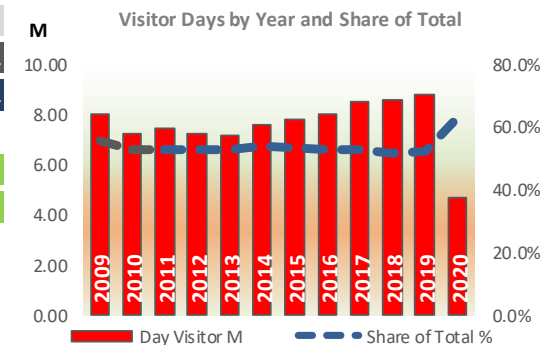
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		40.5%	-19.0%	-72.4%	-97.8%	-97.1%	-94.4%	-49.5%	-38.3%	-28.2%	-51.7%	-84.4%	-59.7%	-57.1%	Annual Change	-13.2%	-96.4%	-39.1%	-60.5%	
% Change 2019 to 2020		-6.0%	-29.7%	-78.8%	-98.3%	-97.6%	-95.4%	-58.3%	-46.0%	-42.1%	-60.8%	-91.6%	-70.4%	-65.7%		-35.2%	-97.0%	-49.0%	-71.6%	
Average Annual Change		3.7%	-1.7%	-6.6%	-8.9%	-8.8%	-8.6%	-4.5%	-3.5%	-2.6%	-4.7%	-7.7%	-5.4%	-5.2%		-1.2%	-8.8%	-3.6%	-5.5%	
2009	M	0.368	0.240	0.310	0.586	0.809	0.707	0.823	1.000	0.702	0.469	0.181	0.287	6.481		-1.6%	0.917	2.102	2.525	0.937
2010	M	0.286	0.238	0.294	0.563	0.782	0.797	0.799	0.979	0.754	0.424	0.201	0.260	6.378	-1.6%	0.819	2.143	2.532	0.885	
2011	M	0.353	0.227	0.322	0.626	0.827	0.792	0.802	0.928	0.736	0.475	0.236	0.270	6.595	3.4%	0.903	2.244	2.466	0.982	
2012	M	0.363	0.220	0.330	0.610	0.773	0.767	0.772	0.902	0.696	0.459	0.238	0.282	6.413	-2.8%	0.913	2.151	2.370	0.979	
2013	M	0.427	0.223	0.335	0.592	0.776	0.725	0.748	0.905	0.681	0.466	0.248	0.309	6.434	0.3%	0.985	2.092	2.334	1.023	
2014	M	0.430	0.219	0.337	0.586	0.784	0.703	0.774	0.922	0.694	0.472	0.252	0.321	6.493	0.9%	0.986	2.072	2.389	1.045	
2015	M	0.462	0.234	0.358	0.613	0.824	0.744	0.815	0.966	0.737	0.503	0.269	0.335	6.859	5.6%	1.053	2.181	2.518	1.107	
2016	M	0.480	0.241	0.358	0.622	0.837	0.763	0.854	1.022	0.782	0.530	0.280	0.349	7.117	3.8%	1.079	2.221	2.658	1.158	
2017	M	0.514	0.266	0.390	0.676	0.888	0.793	0.888	1.081	0.862	0.545	0.297	0.367	7.568	6.3%	1.170	2.357	2.831	1.209	
2018	M	0.520	0.275	0.399	0.703	0.939	0.863	0.969	1.144	0.894	0.580	0.317	0.380	7.984	5.5%	1.194	2.506	3.007	1.277	
2019	M	0.549	0.276	0.402	0.754	0.961	0.854	0.998	1.144	0.871	0.578	0.335	0.392	8.114	1.6%	1.227	2.569	3.012	1.305	
2020	M	0.516	0.194	0.085	0.013	0.023	0.040	0.416	0.617	0.504	0.227	0.028	0.116	2.780	-65.7%	0.796	0.076	1.538	0.370	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor Days by Year and Share of Total					
Staying Visitor		M	6.481	6.378	6.595	6.413	6.434	6.493	6.859	7.117	7.568	7.984	8.114	2.780	10.00					
All Visitor Types		M	14.50	13.57	14.01	13.64	13.61	14.09	14.68	15.12	16.04	16.56	16.87	7.461	8.00					
Share of Total		%	44.7%	47.0%	47.1%	47.0%	47.3%	46.1%	46.7%	47.1%	47.2%	48.2%	48.1%	37.3%	6.00					
Annual Change in Share		%		5.2%	0.2%	-0.1%	0.5%	-2.5%	1.4%	0.7%	0.2%	2.2%	-0.2%	-22.5%	4.00					
Change in Share from 2009		%		5.2%	5.3%	5.2%	5.8%	3.1%	4.6%	5.3%	5.6%	7.9%	7.6%	-16.6%						
Avg Ann. Change in Share		%		5.2%	2.7%	1.7%	1.4%	0.6%	0.8%	0.8%	0.7%	0.9%	0.8%	-1.5%						

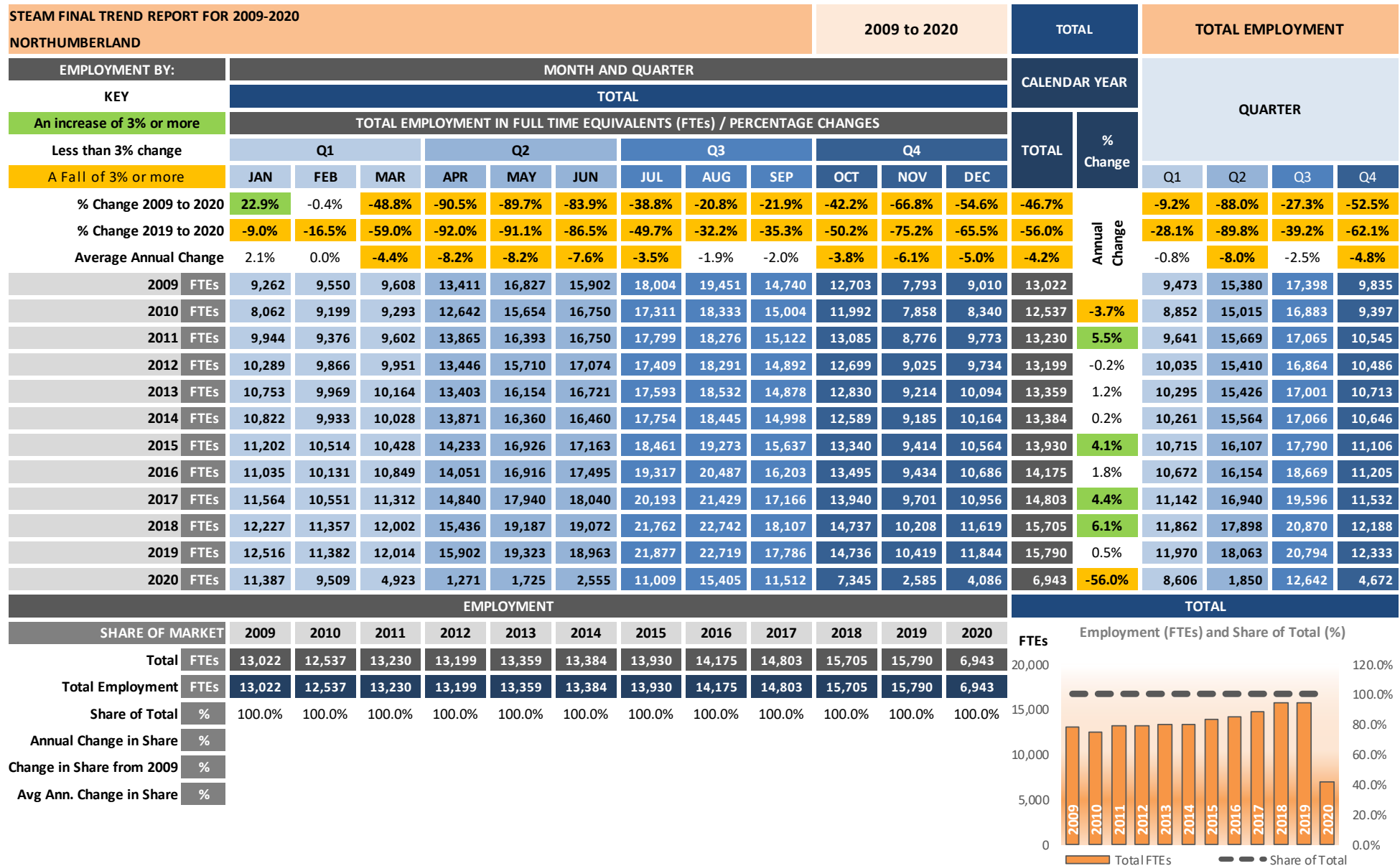


STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		36.7%	3.8%	-22.3%	-98.9%	-94.9%	-87.6%	-33.4%	7.7%	-9.3%	-35.8%	-80.3%	-56.1%	-41.6%	Annual Change	5.1%	-93.4%	-12.8%	-52.4%
% Change 2019 to 2020		5.7%	-6.2%	-32.4%	-98.8%	-94.6%	-88.5%	-42.3%	-9.8%	-14.5%	-32.8%	-81.1%	-66.7%	-46.5%		-10.5%	-93.4%	-23.8%	-56.1%
Average Annual Change		3.3%	0.3%	-2.0%	-9.0%	-8.6%	-8.0%	-3.0%	0.7%	-0.8%	-3.3%	-7.3%	-5.1%	-3.8%		0.5%	-8.5%	-1.2%	-4.8%
2009	M	0.422	0.584	0.462	0.686	0.889	0.870	1.014	0.906	0.663	0.707	0.357	0.461	8.021		1.468	2.445	2.583	1.526
2010	M	0.317	0.513	0.423	0.586	0.732	0.879	0.947	0.819	0.629	0.651	0.321	0.376	7.193	-10.3%	1.252	2.197	2.395	1.348
2011	M	0.481	0.497	0.366	0.622	0.704	0.803	0.941	0.805	0.599	0.685	0.364	0.547	7.415	3.1%	1.344	2.130	2.345	1.596
2012	M	0.499	0.567	0.389	0.540	0.633	0.856	0.878	0.804	0.582	0.606	0.377	0.492	7.223	-2.6%	1.456	2.028	2.264	1.475
2013	M	0.481	0.552	0.389	0.530	0.657	0.814	0.913	0.804	0.570	0.591	0.377	0.499	7.177	-0.6%	1.422	2.001	2.287	1.466
2014	M	0.521	0.583	0.395	0.657	0.722	0.852	0.945	0.812	0.611	0.578	0.392	0.525	7.593	5.8%	1.499	2.232	2.367	1.495
2015	M	0.515	0.631	0.400	0.652	0.734	0.884	0.971	0.856	0.627	0.629	0.374	0.543	7.816	2.9%	1.545	2.270	2.454	1.546
2016	M	0.464	0.556	0.474	0.614	0.724	0.924	1.063	0.989	0.662	0.621	0.361	0.547	7.999	2.3%	1.494	2.262	2.714	1.529
2017	M	0.502	0.585	0.499	0.656	0.802	0.955	1.144	1.039	0.684	0.665	0.378	0.561	8.470	5.9%	1.586	2.412	2.867	1.604
2018	M	0.525	0.633	0.522	0.624	0.835	0.918	1.174	1.055	0.699	0.657	0.358	0.576	8.575	1.2%	1.680	2.377	2.928	1.591
2019	M	0.545	0.646	0.531	0.640	0.844	0.937	1.171	1.082	0.703	0.676	0.373	0.609	8.756	2.1%	1.723	2.420	2.956	1.657
2020	M	0.576	0.606	0.359	0.007	0.045	0.108	0.676	0.975	0.601	0.454	0.070	0.202	4.681	-46.5%	1.542	0.160	2.252	0.727
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M Visitor Days by Year and Share of Total					
Day Visitor	M	8.021	7.193	7.415	7.223	7.177	7.593	7.816	7.999	8.470	8.575	8.756	4.681						
All Visitor Types	M	14.50	13.57	14.01	13.64	13.61	14.09	14.68	15.12	16.04	16.56	16.87	7.461						
Share of Total	%	55.3%	53.0%	52.9%	53.0%	52.7%	53.9%	53.3%	52.9%	52.8%	51.8%	51.9%	62.7%						
Annual Change in Share	%		-4.2%	-0.1%	0.1%	-0.5%	2.2%	-1.2%	-0.6%	-0.2%	-1.9%	0.2%	20.9%						
Change in Share from 2009	%		-4.2%	-4.3%	-4.2%	-4.7%	-2.5%	-3.7%	-4.3%	-4.5%	-6.4%	-6.2%	13.4%						
Avg Ann. Change in Share	%		-4.2%	-2.2%	-1.4%	-1.2%	-0.5%	-0.6%	-0.6%	-0.6%	-0.7%	-0.6%	1.2%						



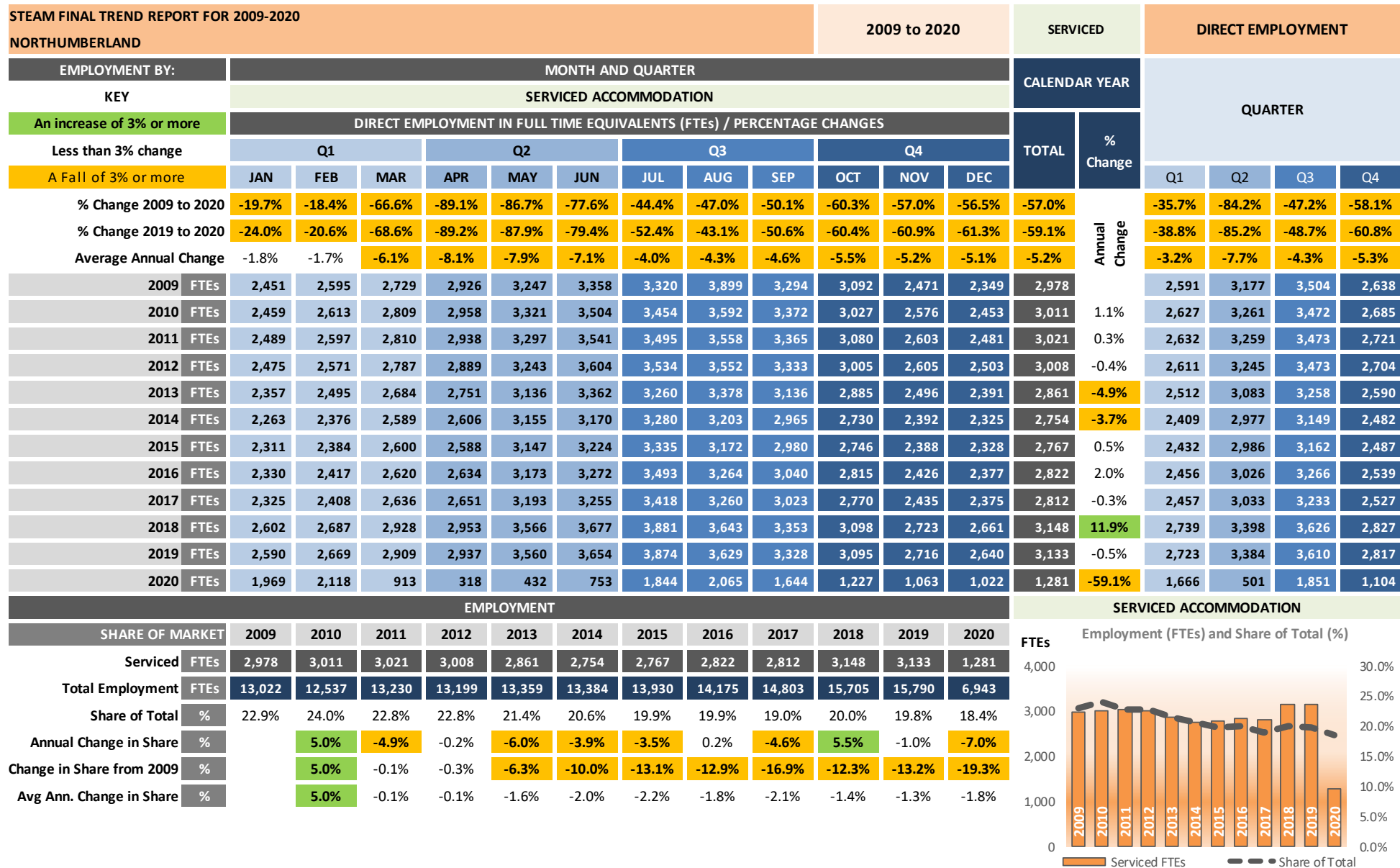
Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

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



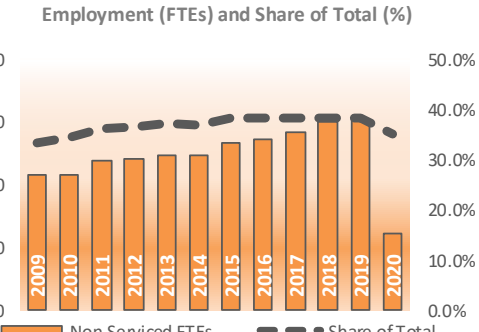
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21



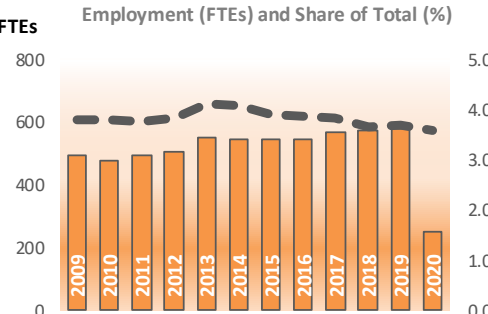
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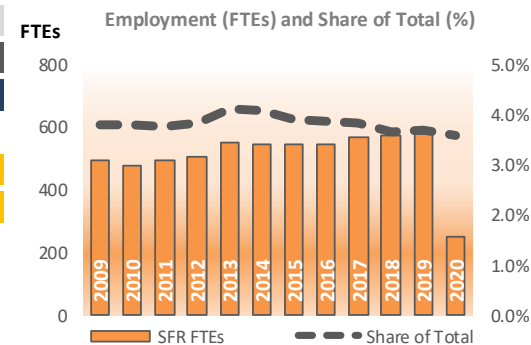
Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

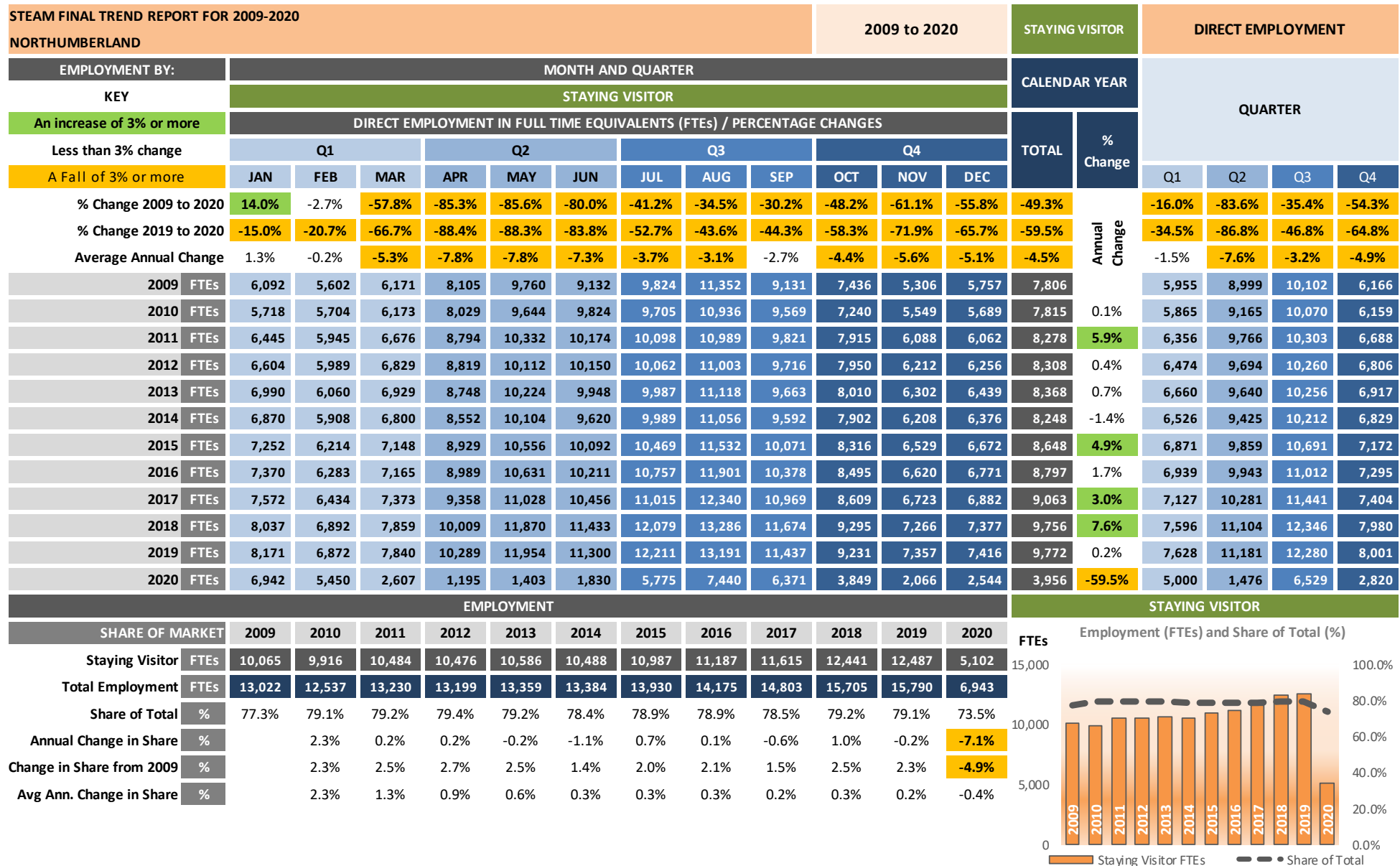
STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND										2009 to 2020			NON-SERVED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		34.3%	14.9%	-48.3%	-80.5%	-83.9%	-80.5%	-38.0%	-26.8%	-18.6%	-38.4%	-62.5%	-54.6%	-44.0%	Annual Change	-2.1%	-81.8%	-27.9%	-49.9%	
% Change 2019 to 2020		-12.6%	-20.1%	-64.7%	-86.8%	-87.7%	-85.4%	-52.5%	-43.9%	-41.9%	-57.2%	-77.5%	-68.1%	-59.9%		-33.8%	-86.7%	-46.0%	-66.5%	
Average Annual Change		3.1%	1.4%	-4.4%	-7.3%	-7.6%	-7.3%	-3.5%	-2.4%	-1.7%	-3.5%	-5.7%	-5.0%	-4.0%		-0.2%	-7.4%	-2.5%	-4.5%	
2009	FTEs	2,695	2,724	3,139	4,423	5,936	5,425	5,892	6,817	5,565	4,032	2,604	2,755	4,334	-0.2%	2,853	5,262	6,091	3,130	
2010	FTEs	2,468	2,810	3,066	4,336	5,758	5,955	5,646	6,723	5,918	3,912	2,738	2,601	4,327		2,781	5,350	6,095	3,083	
2011	FTEs	3,058	3,071	3,556	5,088	6,450	6,263	5,990	6,814	6,176	4,519	3,231	2,931	4,762		10.0%	3,228	5,934	6,327	3,560
2012	FTEs	3,191	3,139	3,721	5,149	6,284	6,169	5,907	6,823	6,102	4,626	3,347	3,073	4,794		0.7%	3,351	5,868	6,277	3,682
2013	FTEs	3,358	3,292	3,916	5,199	6,505	6,228	6,118	7,103	6,226	4,801	3,527	3,233	4,959		3.4%	3,522	5,977	6,482	3,854
2014	FTEs	3,337	3,264	3,885	5,162	6,372	6,101	6,103	7,221	6,329	4,851	3,539	3,234	4,950		-0.2%	3,495	5,879	6,551	3,875
2015	FTEs	3,644	3,562	4,223	5,562	6,835	6,520	6,531	7,731	6,794	5,250	3,865	3,532	5,338		7.8%	3,810	6,306	7,019	4,216
2016	FTEs	3,723	3,598	4,223	5,580	6,886	6,592	6,658	8,004	7,038	5,359	3,918	3,579	5,430		1.7%	3,848	6,353	7,234	4,285
2017	FTEs	3,854	3,742	4,402	5,901	7,245	6,846	6,978	8,428	7,633	5,513	4,003	3,668	5,685		4.7%	3,999	6,664	7,680	4,395
2018	FTEs	4,042	3,920	4,594	6,236	7,702	7,390	7,559	8,977	8,004	5,864	4,254	3,865	6,034		6.1%	4,185	7,109	8,180	4,661
2019	FTEs	4,142	3,918	4,596	6,513	7,788	7,284	7,693	8,899	7,797	5,805	4,348	3,920	6,059		0.4%	4,219	7,195	8,130	4,691
2020	FTEs	3,621	3,131	1,623	863	957	1,060	3,652	4,989	4,532	2,483	977	1,250	2,428	-59.9%	2,792	960	4,391	1,570	
EMPLOYMENT														NON-SERVED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)					
Non-Served		FTEs	4,334	4,327	4,762	4,794	4,959	4,950	5,338	5,430	5,685	6,034	6,059	2,428						
Total Employment		FTEs	13,022	12,537	13,230	13,199	13,359	13,384	13,930	14,175	14,803	15,705	15,790	6,943						
Share of Total		%	33.3%	34.5%	36.0%	36.3%	37.1%	37.0%	38.3%	38.3%	38.4%	38.4%	38.4%	35.0%						
Annual Change in Share		%		3.7%	4.3%	0.9%	2.2%	-0.4%	3.6%	0.0%	0.2%	0.0%	-0.1%	-8.8%						
Change in Share from 2009		%		3.7%	8.2%	9.1%	11.5%	11.1%	15.1%	15.1%	15.4%	15.4%	15.3%	5.1%						
Avg Ann. Change in Share		%		3.7%	4.1%	3.0%	2.9%	2.2%	2.5%	2.2%	1.9%	1.7%	1.5%	0.5%						

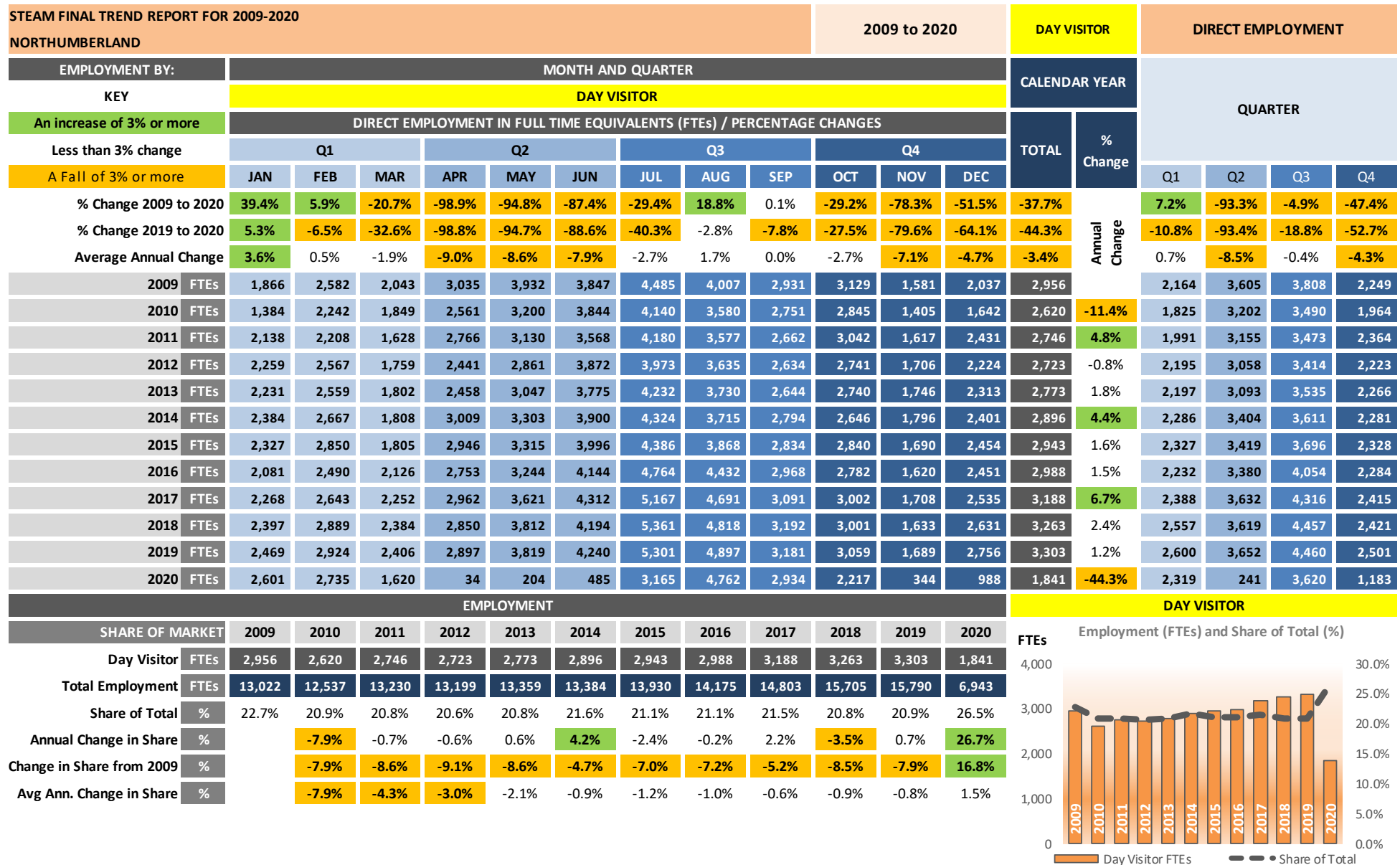
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	43.0%	-29.3%	-76.5%	-98.1%	-97.4%	-95.1%	-54.6%	-39.4%	-28.5%	-55.2%	-88.5%	-58.3%	-49.9%	Annual Change	6.0%	-97.2%	-43.6%	-63.3%	
% Change 2019 to 2020	-6.0%	-29.6%	-78.7%	-98.2%	-97.6%	-95.3%	-56.8%	-41.9%	-37.6%	-57.8%	-91.0%	-68.2%	-57.4%		-21.1%	-97.4%	-47.0%	-70.4%	
Average Annual Change	3.9%	-2.7%	-7.0%	-8.9%	-8.9%	-8.6%	-5.0%	-3.6%	-2.6%	-5.0%	-8.0%	-5.3%	-4.5%		0.5%	-8.8%	-4.0%	-5.8%	
2009 FTEs	946	284	303	756	576	348	612	636	273	312	230	653	494		511	560	507	398	
2010 FTEs	792	281	297	735	565	364	605	622	280	302	236	635	476	-3.6%	457	555	502	391	
2011 FTEs	898	278	310	768	585	369	613	617	280	315	254	651	495	3.9%	495	574	503	407	
2012 FTEs	937	278	320	781	585	376	621	628	282	319	260	680	506	2.2%	512	581	510	420	
2013 FTEs	1,275	273	329	798	583	358	609	637	300	324	279	815	548	8.5%	626	580	515	473	
2014 FTEs	1,271	269	326	784	577	349	607	632	298	321	278	817	544	-0.8%	622	570	512	472	
2015 FTEs	1,297	267	325	780	574	348	603	628	297	319	276	811	544	0.0%	630	567	509	469	
2016 FTEs	1,318	268	321	775	571	347	606	633	299	320	277	815	546	0.4%	636	564	513	471	
2017 FTEs	1,393	284	335	806	590	355	619	652	312	326	284	838	566	3.7%	671	584	528	483	
2018 FTEs	1,393	286	336	820	603	366	639	666	316	333	290	852	575	1.6%	672	596	541	492	
2019 FTEs	1,438	285	335	839	606	363	643	664	312	331	294	857	581	1.0%	686	603	540	494	
2020 FTEs	1,353	201	71	15	15	17	278	386	195	140	27	272	247	-57.4%	542	15	286	146	
EMPLOYMENT													SFR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs Employment (FTEs) and Share of Total (%)					
SFR	FTEs	494	476	495	506	548	544	544	546	566	575	581	247						
Total Employment	FTEs	13,022	12,537	13,230	13,199	13,359	13,384	13,930	14,175	14,803	15,705	15,790	6,943						
Share of Total	%	3.8%	3.8%	3.7%	3.8%	4.1%	4.1%	3.9%	3.9%	3.8%	3.7%	3.7%	3.6%						
Annual Change in Share	%		0.1%	-1.5%	2.4%	7.2%	-1.0%	-3.9%	-1.4%	-0.7%	-4.3%	0.4%	-3.1%						
Change in Share from 2009	%		0.1%	-1.4%	1.0%	8.2%	7.1%	2.9%	1.5%	0.8%	-3.5%	-3.1%	-6.1%						
Avg Ann. Change in Share	%		0.1%	-0.7%	0.3%	2.1%	1.4%	0.5%	0.2%	0.1%	-0.4%	-0.3%	-0.6%						







STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	522	6,567	-180	-2,010	-173	-1,754
+50 Room	6	982	-2	-350	-2	-398
11-50 Room	53	2,191	-12	-504	-6	-209
<10 Room	463	3,394	-166	-1,156	-165	-1,147

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	1,566	23,725	-379	-10,247	+215	-4,772
Self catering	1,484	9,186	-315	-2,026	+227	+656
Static caravans/chalets	0	5,348	0	-3,225	0	-2,605
Touring caravans/camping	50	8,071	-57	-4,646	-14	-2,750
Youth Hostels	31	1,120	-8	-351	+1	-73

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	2,088	30,292	-559	-12,258	+42	-6,526
Serviced Accommodation Share of Total	25%	22%				
Non-Serviced Accommodation Share of Total	75%	78%				

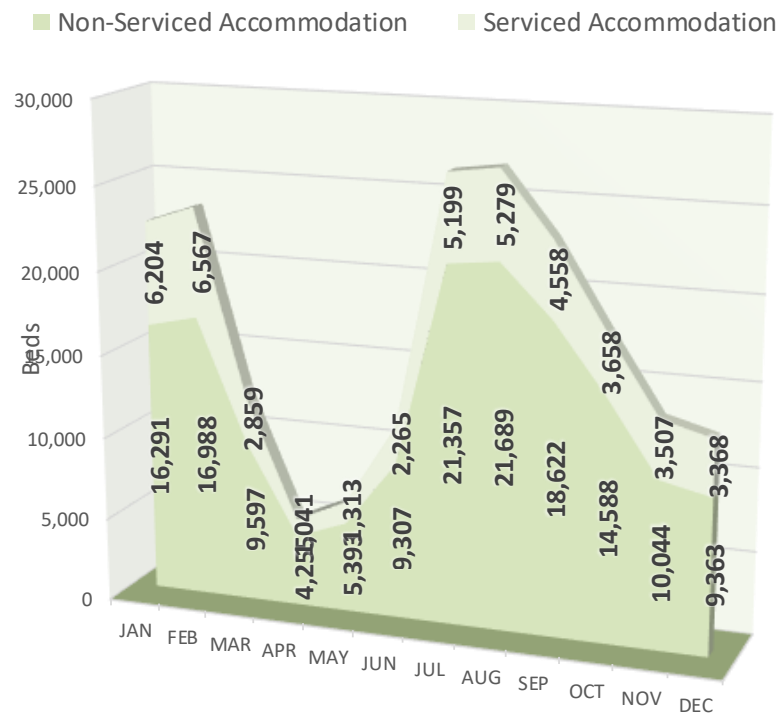
SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	22,495	23,555	12,456	5,296	6,706	11,573	26,556	26,968	23,180	18,246	13,551	12,731
Serviced Accommodation	6,204	6,567	2,859	1,041	1,313	2,265	5,199	5,279	4,558	3,658	3,507	3,368
Non-Serviced Accommodation	16,291	16,988	9,597	4,255	5,393	9,307	21,357	21,689	18,622	14,588	10,044	9,363

2020

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY 2020



Report Sections With Historic Financial Data Indexed to 2020 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: 2020*

2009	<i>1.38</i>
2010	<i>1.33</i>
2011	<i>1.27</i>
2012	<i>1.22</i>
2013	<i>1.18</i>
2014	<i>1.15</i>
2015	<i>1.14</i>
2016	<i>1.12</i>
2017	<i>1.09</i>
2018	<i>1.05</i>
2019	<i>1.03</i>
2020	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

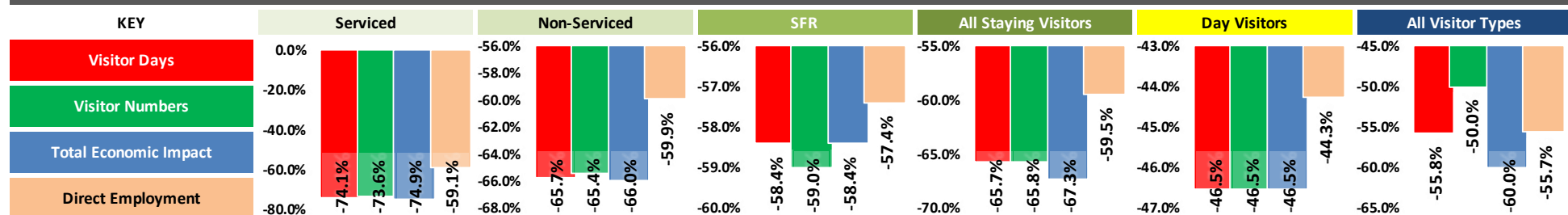
Comparing 2020 and 2019
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

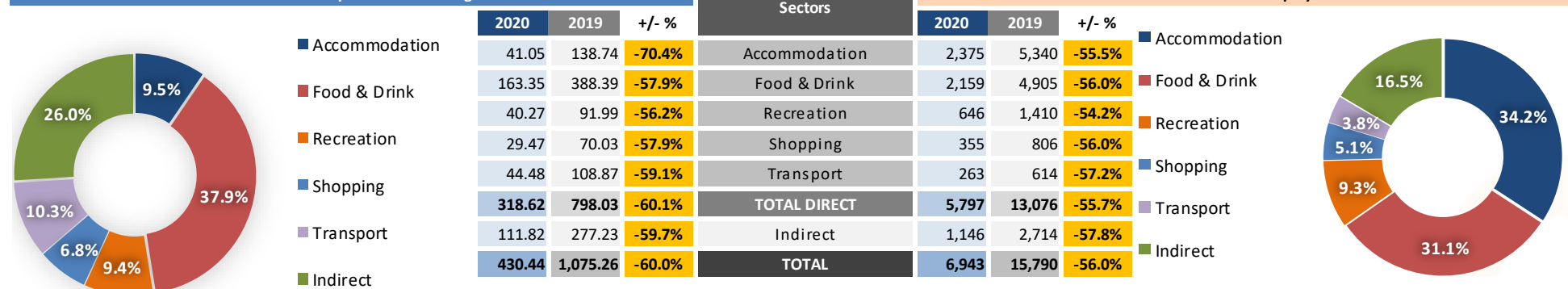
KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	M	0.331	1.278	-74.1%	1.849	5.392	-65.7%	0.600	1.443	-58.4%	2.780	8.114	-65.7%	4.681	8.756	-46.5%	7.461	16.87	-55.8%
Visitor Numbers	M	0.146	0.555	-73.6%	0.266	0.770	-65.4%	0.247	0.603	-59.0%	0.660	1.928	-65.8%	4.681	8.756	-46.5%	5.341	10.68	-50.0%
Direct Expenditure	£M																318.62	798.03	-60.1%
Economic Impact	£M	40.82	162.63	-74.9%	158.38	465.26	-66.0%	27.77	66.78	-58.4%	226.97	694.66	-67.3%	203.47	380.60	-46.5%	430.44	1,075.26	-60.0%
Direct Employment	FTEs	1,281	3,133	-59.1%	2,428	6,059	-59.9%	247	581	-57.4%	3,956	9,772	-59.5%	1,841	3,303	-44.3%	5,797	13,076	-55.7%
Total Employment	FTEs																6,943	15,790	-56.0%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Indexed - Total

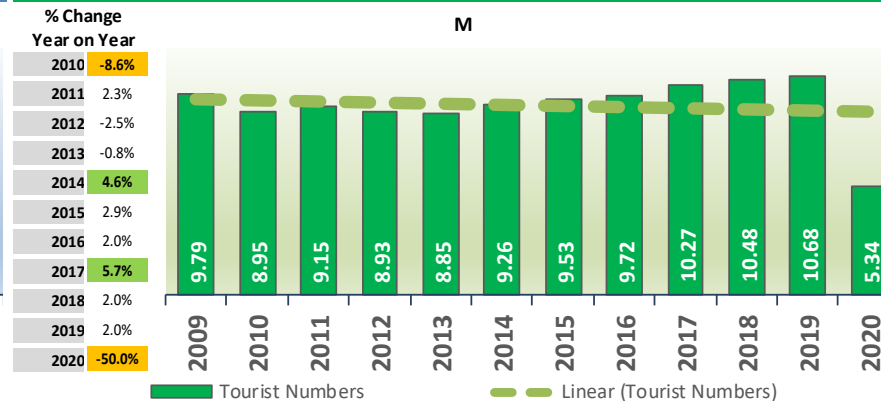


2009 to 2020
2020 Prices

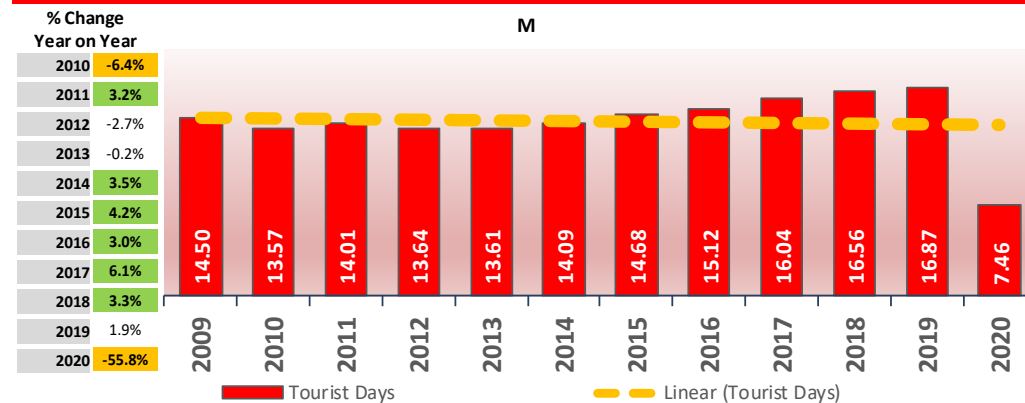
TOTAL

KEY MEASURES
Indexed

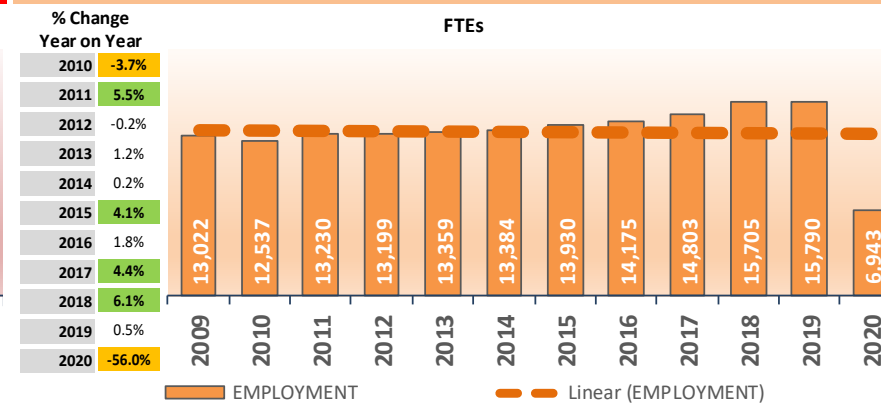
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-5.5%	-2.7%	-6.3%	-6.6%	-4.4%	0.8%	3.9%	9.9%	14.6%	16.8%	-53.3%
Visitor Numbers		-8.6%	-6.5%	-8.8%	-9.5%	-5.4%	-2.6%	-0.7%	4.9%	7.0%	9.1%	-45.4%
Visitor Days		-6.4%	-3.4%	-6.0%	-6.1%	-2.9%	1.2%	4.2%	10.6%	14.2%	16.3%	-48.6%
Total Employment		-3.7%	1.6%	1.4%	2.6%	2.8%	7.0%	8.9%	13.7%	20.6%	21.3%	-46.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

2009 to 2020
2020 Prices

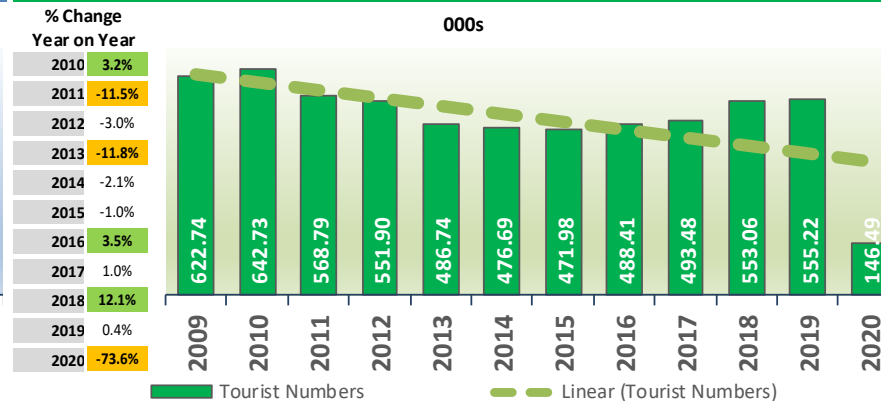
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

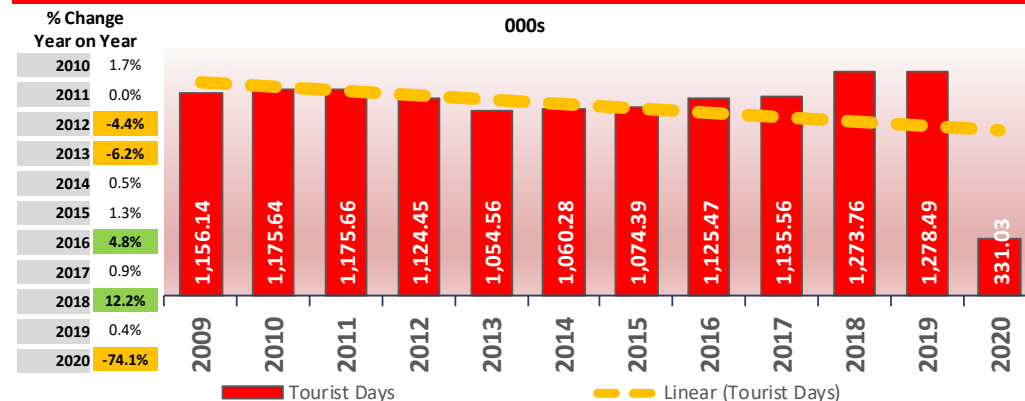
Economic Impact - Indexed - Serviced Accommodation



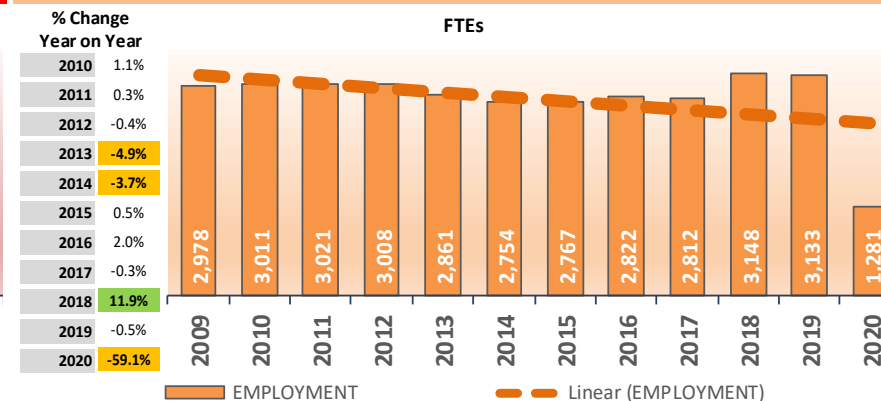
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-0.7%	-0.4%	-8.3%	-10.9%	-11.2%	-8.2%	-5.1%	-4.7%	6.3%	6.5%	-73.3%
Visitor Numbers		3.2%	-8.7%	-11.4%	-21.8%	-23.5%	-24.2%	-21.6%	-20.8%	-11.2%	-10.8%	-76.5%
Visitor Days		1.7%	1.7%	-2.7%	-8.8%	-8.3%	-7.1%	-2.7%	-1.8%	10.2%	10.6%	-71.4%
Direct Employment		1.1%	1.5%	1.0%	-3.9%	-7.5%	-7.1%	-5.2%	-5.5%	5.7%	5.2%	-57.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Indexed - Non-Serviced Accommodation

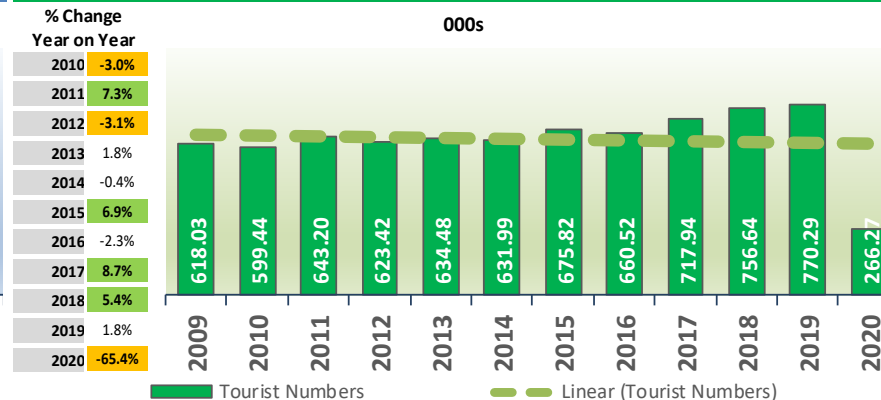


2009 to 2020
2020 Prices

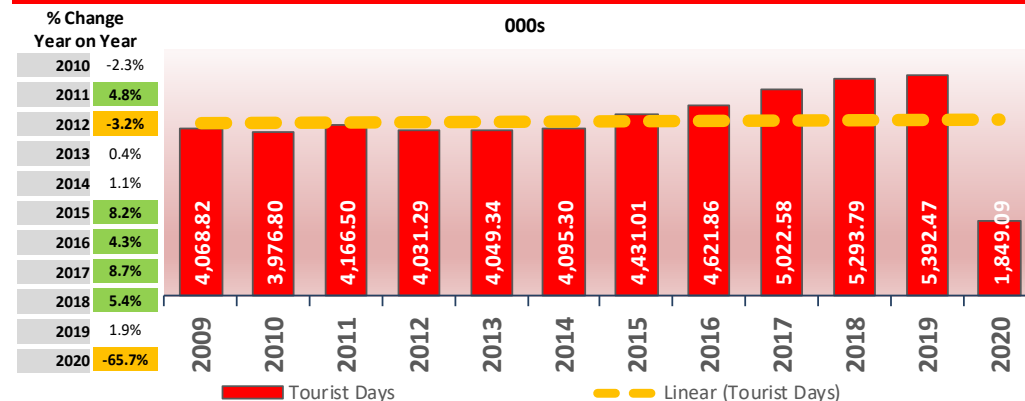
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

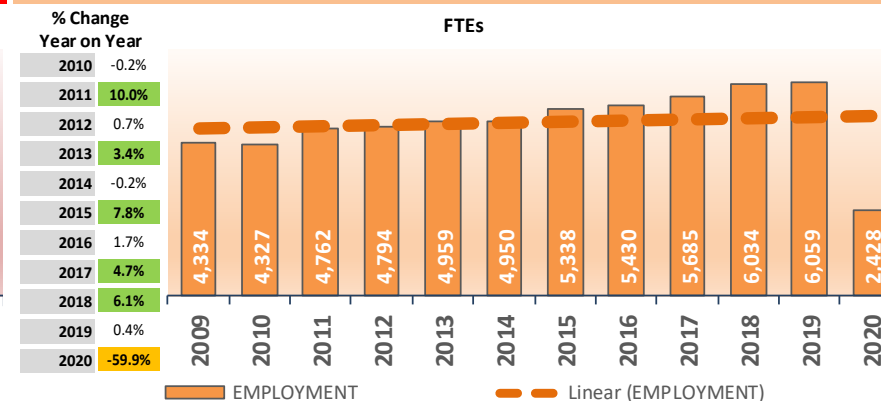
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-3.3%	0.7%	-3.0%	-3.0%	-2.4%	6.7%	10.8%	19.8%	25.7%	28.7%	-56.2%
Visitor Numbers		-3.0%	4.1%	0.9%	2.7%	2.3%	9.4%	6.9%	16.2%	22.4%	24.6%	-56.9%
Visitor Days		-2.3%	2.4%	-0.9%	-0.5%	0.7%	8.9%	13.6%	23.4%	30.1%	32.5%	-54.6%
Direct Employment		-0.2%	9.9%	10.6%	14.4%	14.2%	23.2%	25.3%	31.2%	39.2%	39.8%	-44.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

Economic Impact - Indexed - SFR

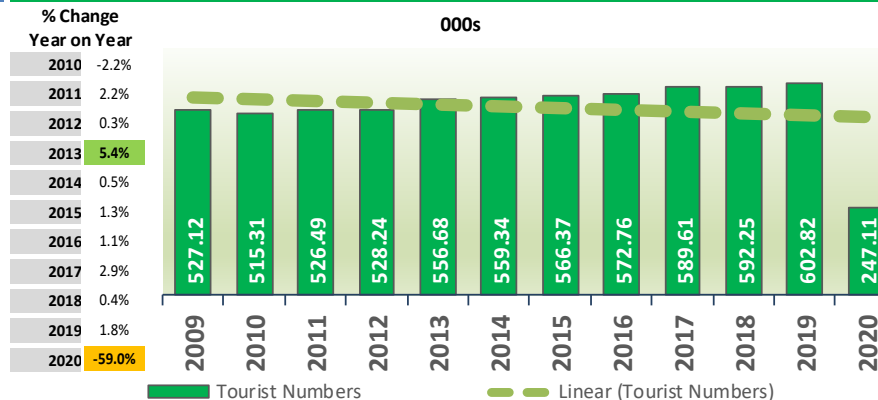


2009 to 2020 2020 Prices

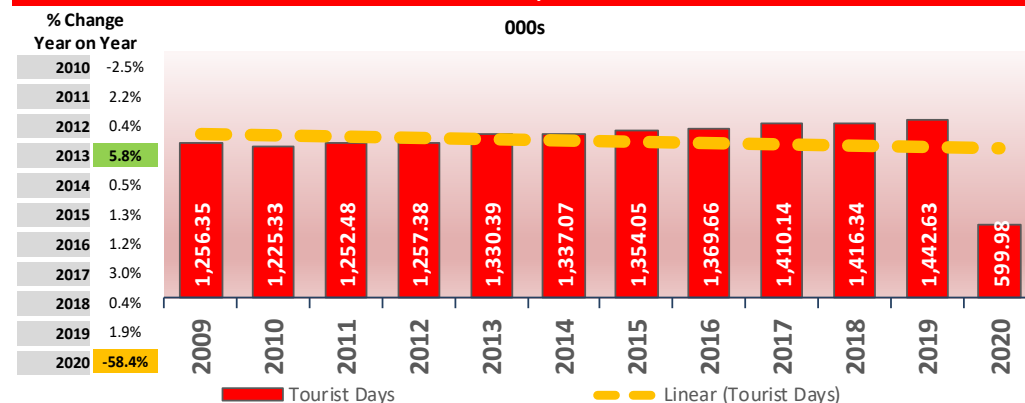
SFR

KEY MEASURES Indexed

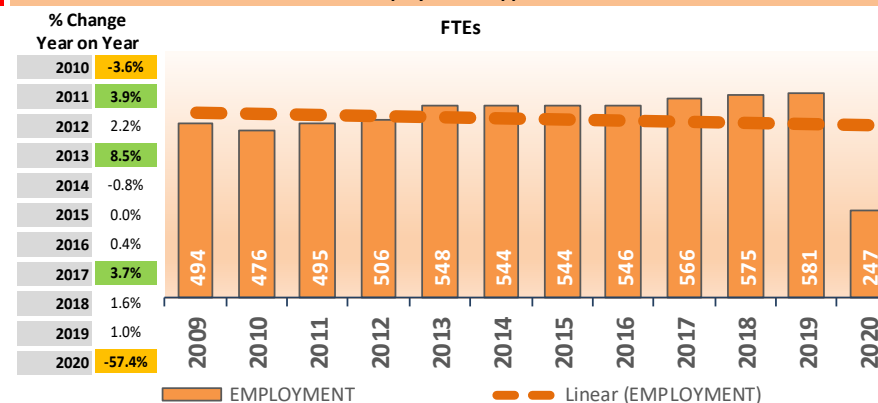
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-2.4%	-0.3%	0.1%	5.9%	6.5%	7.8%	9.1%	12.3%	12.8%	14.9%	-52.2%
Visitor Numbers		-2.2%	-0.1%	0.2%	5.6%	6.1%	7.4%	8.7%	11.9%	12.4%	14.4%	-53.1%
Visitor Days		-2.5%	-0.3%	0.1%	5.9%	6.4%	7.8%	9.0%	12.2%	12.7%	14.8%	-52.2%
Direct Employment		-3.6%	0.2%	2.3%	11.0%	10.1%	10.1%	10.5%	14.6%	16.4%	17.5%	-49.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND

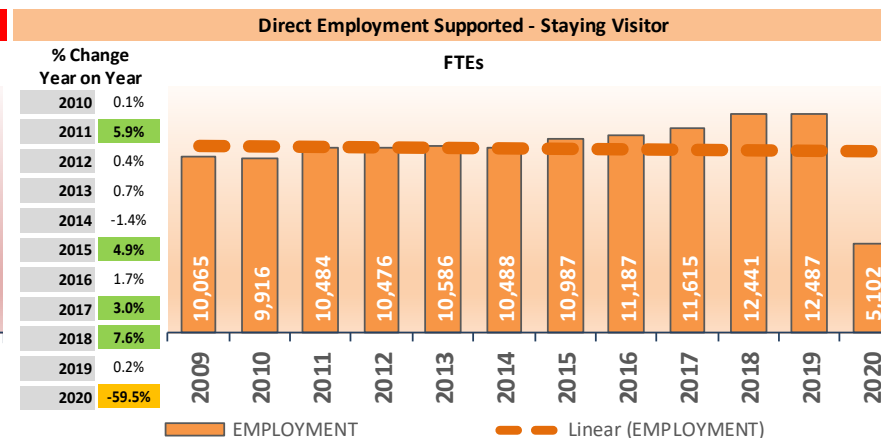
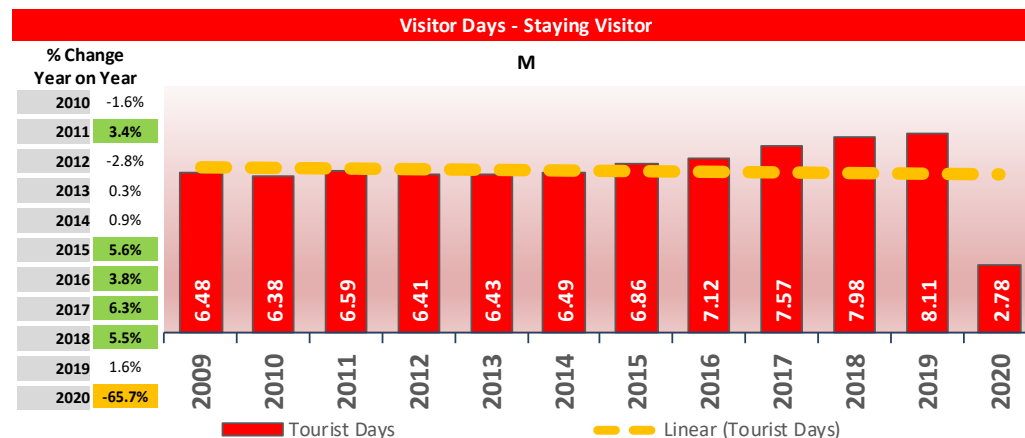
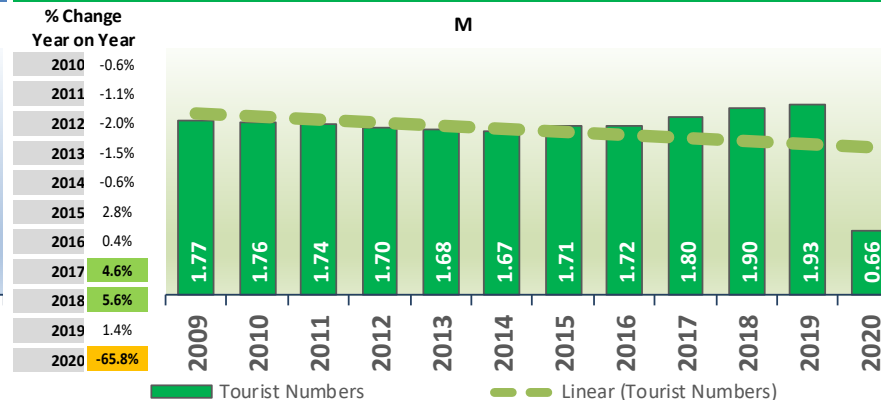
2009 to 2020
2020 Prices

STAYING VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Staying Visitor

Visitor Numbers - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-2.5%	0.3%	-4.1%	-4.2%	-3.9%	2.9%	6.4%	12.5%	19.2%	21.4%	-60.3%
Visitor Numbers		-0.6%	-1.7%	-3.6%	-5.1%	-5.6%	-3.0%	-2.6%	1.9%	7.6%	9.1%	-62.7%
Visitor Days		-1.6%	1.7%	-1.1%	-0.7%	0.2%	5.8%	9.8%	16.8%	23.2%	25.2%	-57.1%
Direct Employment		-1.5%	4.2%	4.1%	5.2%	4.2%	9.2%	11.1%	15.4%	23.6%	24.1%	-49.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

Economic Impact - Indexed - Day Visitor

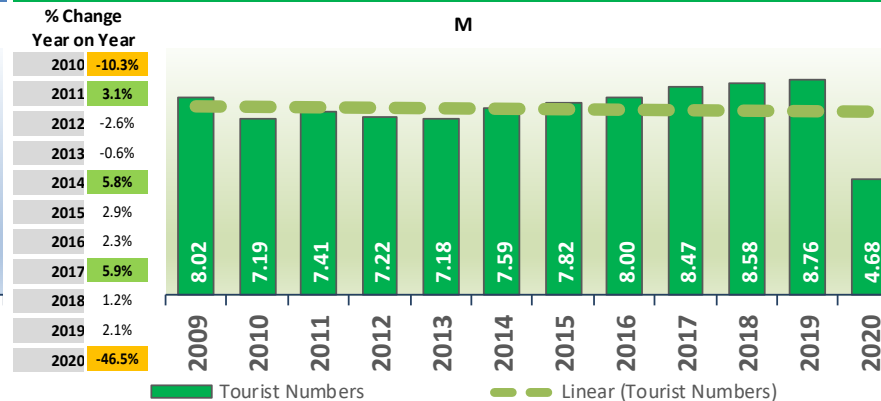


2009 to 2020
2020 Prices

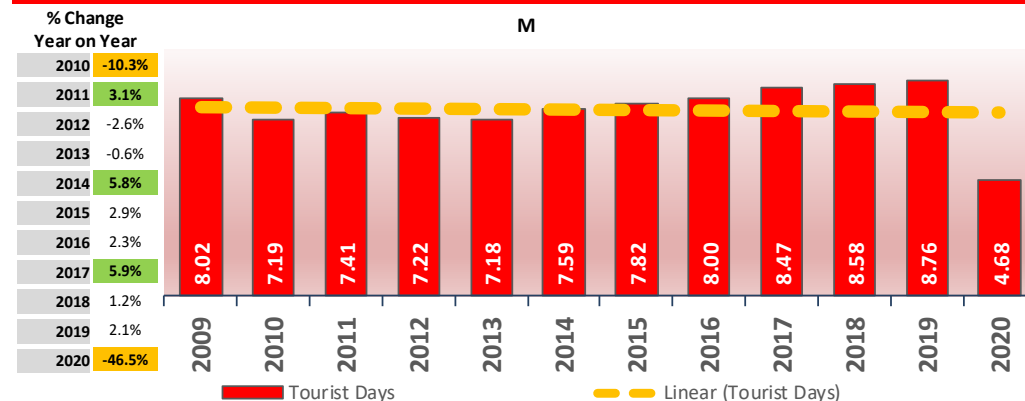
DAY VISITOR

KEY MEASURES
Indexed

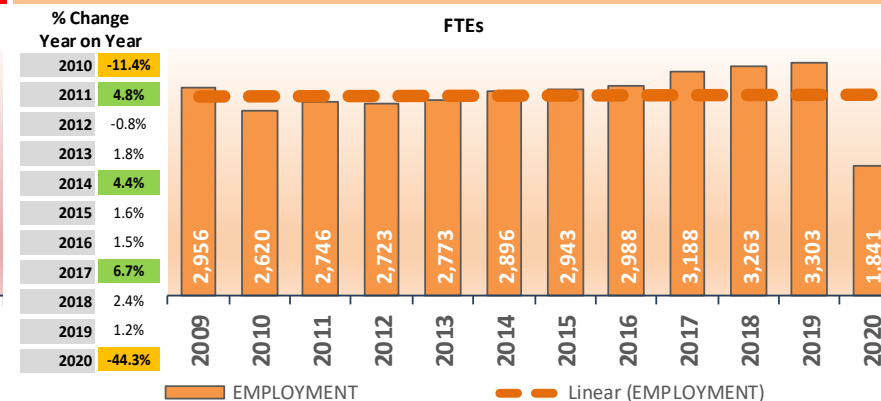
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-10.3%	-7.5%	-9.9%	-10.5%	-5.3%	-2.5%	-0.2%	5.7%	7.0%	9.2%	-41.6%
Visitor Numbers		-10.3%	-7.6%	-9.9%	-10.5%	-5.3%	-2.6%	-0.3%	5.6%	6.9%	9.2%	-41.6%
Visitor Days		-10.3%	-7.6%	-9.9%	-10.5%	-5.3%	-2.6%	-0.3%	5.6%	6.9%	9.2%	-41.6%
Direct Employment		-11.4%	-7.1%	-7.9%	-6.2%	-2.1%	-0.5%	1.1%	7.8%	10.4%	11.7%	-37.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

2009 to 2020
2020 Prices

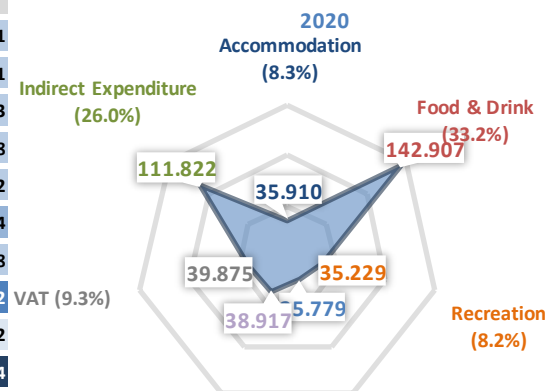
TOTAL

SECTORAL ANALYSIS
Indexed

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	111.00	103.80	102.59	94.26	93.46	92.27	100.59	102.88	105.80	113.24	115.62	35.91
Food & Drink	£M	282.76	262.19	265.47	257.77	257.01	264.56	277.64	286.90	305.74	317.86	323.66	142.91
Recreation	£M	68.48	63.03	63.67	61.89	61.65	63.70	66.43	68.49	72.69	75.29	76.66	35.23
Shopping	£M	52.85	48.57	48.96	47.71	47.66	49.26	51.10	52.56	55.53	57.32	58.36	25.78
Transport	£M	80.31	74.09	74.93	72.87	72.77	75.07	78.47	80.92	86.03	89.08	90.73	38.92
Direct Revenue	£M	595.40	551.68	555.62	534.52	532.55	544.87	574.22	591.75	625.79	652.79	665.03	278.74
VAT	£M	89.31	96.54	111.12	106.90	106.51	108.97	114.84	118.35	125.16	130.56	133.01	39.88
Direct Expenditure	£M	684.71	648.22	666.75	641.42	639.06	653.84	689.07	710.10	750.95	783.34	798.03	318.62
Indirect Expenditure	£M	236.11	222.27	229.55	221.59	221.16	226.35	239.36	246.46	261.32	271.80	277.23	111.82
TOTAL	£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44

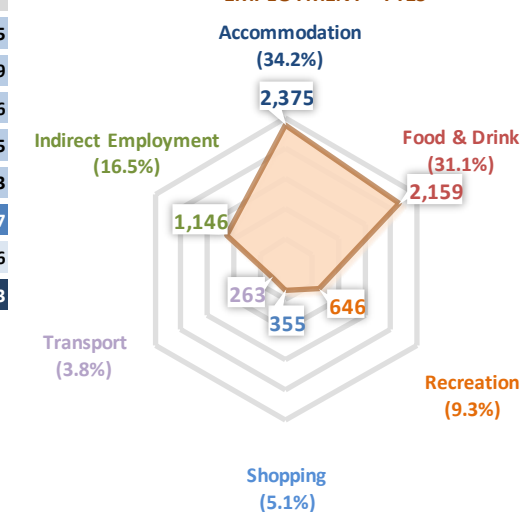
2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

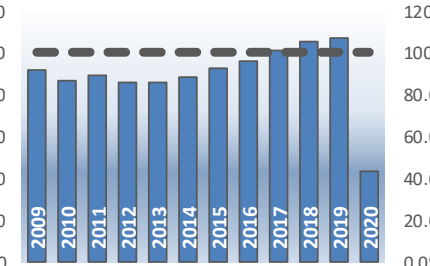


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	4,375	4,474	4,764	4,839	4,812	4,705	4,938	4,971	4,950	5,356	5,340	2,375
Food & Drink	FTEs	4,014	3,757	3,949	3,903	3,989	4,053	4,199	4,305	4,621	4,860	4,905	2,159
Recreation	FTEs	1,180	1,096	1,149	1,137	1,161	1,184	1,219	1,247	1,333	1,397	1,410	646
Shopping	FTEs	684	634	664	659	674	688	704	719	765	799	806	355
Transport	FTEs	509	474	498	493	505	514	530	543	581	608	614	263
Direct Employment	FTEs	10,762	10,435	11,024	11,031	11,141	11,144	11,591	11,785	12,251	13,020	13,076	5,797
Indirect Employment	FTEs	2,260	2,101	2,206	2,168	2,218	2,240	2,339	2,389	2,552	2,685	2,714	1,146
TOTAL	FTEs	13,022	12,537	13,230	13,199	13,359	13,384	13,930	14,175	14,803	15,705	15,790	6,943

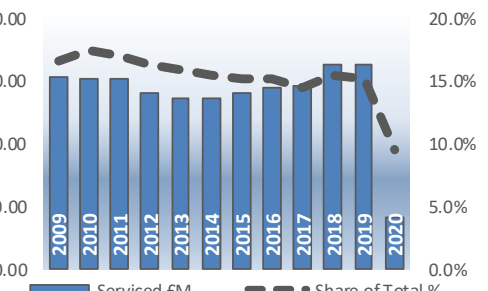
2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 2020 Prices			TOTAL	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	36.6%	-5.6%	-51.7%	-98.2%	-96.2%	-91.8%	-47.7%	-30.6%	-26.6%	-47.1%	-82.2%	-58.5%	-53.3%	Annual Change	-8.0%	-95.2%	-35.6%	-57.8%	
% Change 2019 to 2020	-1.8%	-15.7%	-60.6%	-98.4%	-96.6%	-92.9%	-54.9%	-36.5%	-36.4%	-52.0%	-87.8%	-69.5%	-60.0%		-26.0%	-95.8%	-43.1%	-66.3%	
Average Annual Change	3.3%	-0.5%	-4.7%	-8.9%	-8.7%	-8.3%	-4.3%	-2.8%	-2.4%	-4.3%	-7.5%	-5.3%	-4.8%		-0.7%	-8.7%	-3.2%	-5.3%	
2009	£M	43.87	46.05	47.20	76.55	106.73	99.90	125.75	140.75	91.07	72.30	30.37	40.30	920.83		137.12	283.17	357.57	142.96
2010	£M	32.95	42.58	43.98	69.98	97.30	107.25	120.57	132.63	92.93	65.14	30.75	34.43	870.49	-5.5%	119.51	274.53	346.14	130.32
2011	£M	45.39	40.84	43.82	76.60	99.49	103.32	120.52	126.72	89.88	71.20	35.63	42.88	896.30	3.0%	130.05	279.41	337.11	149.72
2012	£M	46.62	42.94	44.92	71.07	91.04	103.02	113.48	122.34	84.88	65.50	36.01	41.21	863.01	-3.7%	134.48	265.13	320.69	142.71
2013	£M	48.90	43.21	45.96	69.76	93.62	98.57	109.93	119.96	83.75	66.39	37.03	43.13	860.22	-0.3%	138.07	261.95	313.65	146.55
2014	£M	50.74	43.95	46.24	74.30	97.54	97.66	114.03	120.89	85.87	65.74	37.96	45.26	880.19	2.3%	140.93	269.51	320.79	148.95
2015	£M	53.27	47.45	48.48	76.48	101.92	103.46	120.82	128.56	90.79	71.09	38.73	47.37	928.42	5.5%	149.21	281.86	340.17	157.19
2016	£M	52.20	44.68	51.53	75.48	102.23	106.45	128.52	139.18	95.78	72.87	39.00	48.63	956.56	3.0%	148.41	284.16	363.49	160.50
2017	£M	56.30	48.00	55.37	81.72	109.66	109.95	134.27	146.08	103.09	75.78	41.26	50.76	1,012.27	5.8%	159.68	301.34	383.45	167.81
2018	£M	57.98	50.83	57.22	82.69	115.72	114.74	143.42	152.66	106.58	78.63	42.09	52.59	1,055.14	4.2%	166.02	313.15	402.66	173.31
2019	£M	61.02	51.58	57.95	87.68	118.16	115.05	146.01	153.78	105.10	79.58	44.43	54.91	1,075.26	1.9%	170.54	320.90	404.89	178.93
2020	£M	59.94	43.46	22.82	1.391	4.025	8.176	65.78	97.62	66.88	38.21	5.407	16.73	430.44	-60.0%	126.22	13.59	230.28	60.35
ECONOMIC IMPACT - INDEXED TO 2020														TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Total	£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44	1,200.00					
All Visitor Types	£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44	1,000.00					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	800.00					
Annual Change in Share	%													600.00					
Change in Share from 2009	%													400.00					
Avg Ann. Change in Share	%													200.00					

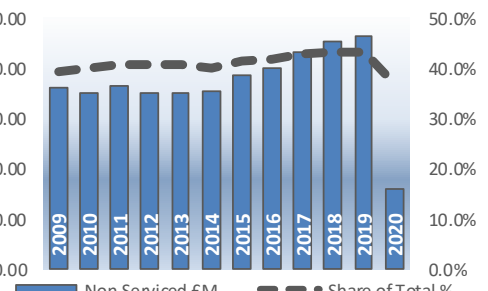
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 2020 Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		-16.6%	-25.1%	-79.8%	-96.7%	-94.0%	-90.5%	-69.5%	-66.5%	-68.3%	-78.2%	-73.9%	-59.6%	-73.3%	Annual Change	-47.2%	-93.2%	-67.9%	-75.2%
% Change 2019 to 2020		-23.6%	-15.7%	-82.1%	-96.4%	-95.2%	-92.1%	-75.7%	-56.6%	-66.7%	-76.2%	-85.3%	-83.8%	-74.9%		-49.1%	-94.1%	-66.7%	-80.4%
Average Annual Change		-1.5%	-2.3%	-7.3%	-8.8%	-8.5%	-8.2%	-6.3%	-6.0%	-6.2%	-7.1%	-6.7%	-5.4%	-6.7%		-4.3%	-8.5%	-6.2%	-6.8%
2009	£M	4.623	6.723	8.868	9.785	15.92	18.00	21.90	31.18	16.91	13.09	3.438	2.295	152.73		-0.7%	20.21	43.71	70.00
2010	£M	3.725	6.126	9.307	9.385	16.28	19.64	24.15	27.16	17.17	10.88	4.523	3.325	151.67	-0.7%	19.16	45.30	68.48	18.73
2011	£M	4.238	5.768	9.190	8.893	15.73	20.03	24.78	26.05	16.80	11.75	5.003	3.825	152.05	0.3%	19.20	44.65	67.63	20.58
2012	£M	3.920	5.119	8.432	7.741	14.14	20.17	23.64	24.00	15.17	9.549	4.474	3.718	140.08	-7.9%	17.47	42.05	62.81	17.74
2013	£M	3.539	5.754	8.630	8.101	15.29	19.14	19.37	21.83	15.09	10.71	4.766	3.847	136.06	-2.9%	17.92	42.53	56.28	19.33
2014	£M	3.616	5.323	8.812	7.367	17.46	17.63	21.87	20.52	13.95	9.812	4.707	4.536	135.60	-0.3%	17.75	42.45	56.34	19.05
2015	£M	4.559	5.469	9.033	6.998	17.64	18.99	23.24	20.45	14.45	10.24	4.636	4.570	140.28	3.5%	19.06	43.63	58.15	19.44
2016	£M	4.315	5.432	8.733	7.243	17.56	19.20	25.19	21.66	14.96	10.92	4.734	4.960	144.90	3.3%	18.48	44.00	61.81	20.61
2017	£M	4.612	5.620	9.412	7.918	17.84	18.90	23.78	21.65	14.91	10.38	5.312	5.287	145.61	0.5%	19.64	44.66	60.34	20.98
2018	£M	5.031	6.063	10.08	8.790	19.82	21.58	27.27	24.03	16.21	11.73	5.951	5.876	162.43	11.6%	21.17	50.19	67.51	23.55
2019	£M	5.047	5.972	9.971	8.769	19.94	21.52	27.44	24.11	16.07	11.96	6.084	5.729	162.63	0.1%	20.99	50.24	67.62	23.78
2020	£M	3.856	5.034	1.790	0.319	0.952	1.706	6.677	10.45	5.359	2.848	0.896	0.927	40.82	-74.9%	10.68	2.977	22.49	4.672
ECONOMIC IMPACT - INDEXED TO 2020														SERVICED ACCOMMODATION					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Serviced	£M	152.73	151.67	152.05	140.08	136.06	135.60	140.28	144.90	145.61	162.43	162.63	40.82						
All Visitor Types	£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44						
Share of Total	%	16.6%	17.4%	17.0%	16.2%	15.8%	15.4%	15.1%	15.1%	14.4%	15.4%	15.1%	9.5%						
Annual Change in Share	%		5.0%	-2.6%	-4.3%	-2.6%	-2.6%	-1.9%	0.3%	-5.0%	7.0%	-1.8%	-37.3%						
Change in Share from 2009	%		5.0%	2.3%	-2.1%	-4.6%	-7.1%	-8.9%	-8.7%	-13.3%	-7.2%	-8.8%	-42.8%						
Avg Ann. Change in Share	%		5.0%	1.1%	-0.7%	-1.2%	-1.4%	-1.5%	-1.2%	-1.7%	-0.8%	-0.9%	-3.9%						

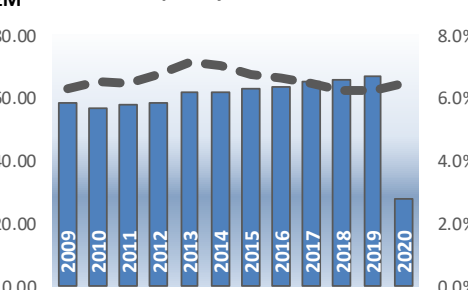
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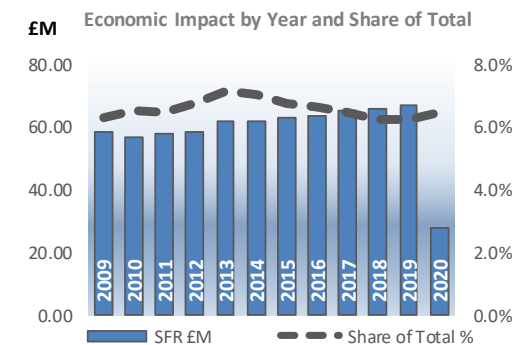
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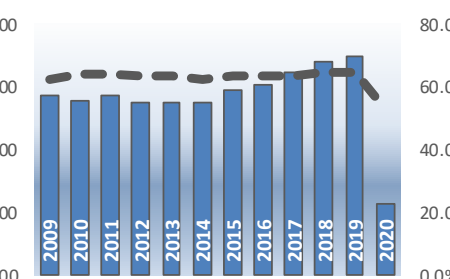
STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 2020 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2009 to 2020		54.9%	-9.3%	-69.0%	-97.9%	-97.9%	-96.0%	-49.5%	-35.4%	-21.2%	-43.4%	-86.7%	-60.6%	-56.2%	Annual Change	-13.7%	-97.3%	-36.4%	-56.3%	
% Change 2019 to 2020		-2.4%	-31.4%	-78.1%	-98.6%	-98.3%	-96.7%	-55.9%	-45.8%	-39.4%	-59.0%	-93.7%	-68.5%	-66.0%		-40.1%	-97.8%	-47.2%	-70.8%	
Average Annual Change		5.0%	-0.8%	-6.3%	-8.9%	-8.9%	-8.7%	-4.5%	-3.2%	-1.9%	-3.9%	-7.9%	-5.5%	-5.1%		-1.2%	-8.8%	-3.3%	-5.1%	
2009	£M	11.64	11.18	15.29	29.54	46.53	40.69	53.78	63.97	42.69	25.41	9.136	11.59	361.45		38.11	116.76	160.43	46.14	
2010	£M	7.605	11.37	13.34	27.83	43.59	45.76	49.23	63.70	45.63	22.96	9.919	8.462	349.40	-3.3%	32.31	117.19	158.56	41.34	
2011	£M	11.47	10.76	15.68	33.16	47.44	44.78	48.86	59.66	44.29	26.62	12.33	8.915	363.96	4.2%	37.91	125.38	152.81	47.86	
2012	£M	12.00	10.48	16.51	32.37	43.79	42.03	45.70	57.38	41.68	26.54	12.65	9.588	350.73	-3.6%	38.99	118.19	144.77	48.78	
2013	£M	12.50	10.92	17.36	31.15	44.31	40.69	45.19	57.21	41.07	26.95	13.29	9.975	350.60	0.0%	40.78	116.14	143.47	50.21	
2014	£M	12.43	10.74	17.16	30.92	43.24	39.67	45.34	59.09	42.56	27.75	13.56	10.17	352.63	0.6%	40.33	113.83	146.99	51.48	
2015	£M	13.87	11.99	18.96	33.65	46.86	42.69	49.58	64.87	46.21	30.46	15.18	11.40	385.71	9.4%	44.82	123.20	160.66	57.04	
2016	£M	14.95	12.51	19.07	34.04	47.68	43.71	51.27	68.41	49.15	31.88	15.87	12.02	400.56	3.8%	46.53	125.43	168.83	59.77	
2017	£M	16.46	14.21	21.06	37.54	51.29	46.13	54.79	73.01	55.43	33.38	16.77	13.02	433.08	8.1%	51.73	134.96	183.23	63.17	
2018	£M	16.90	14.55	21.25	38.98	53.88	49.76	59.05	76.44	56.98	35.18	17.85	13.58	454.40	4.9%	52.70	142.63	192.47	66.60	
2019	£M	18.48	14.80	21.66	43.05	55.74	49.34	61.50	76.28	55.50	35.07	19.32	14.51	465.26	2.4%	54.93	148.14	193.28	68.91	
2020	£M	18.03	10.14	4.734	0.606	0.965	1.634	27.14	41.32	33.65	14.38	1.211	4.569	158.38	-66.0%	32.91	3.204	102.11	20.16	
ECONOMIC IMPACT - INDEXED TO 2020														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Non-Serviced		£M	361.45	349.40	363.96	350.73	350.60	352.63	385.71	400.56	433.08	454.40	465.26	158.38						
All Visitor Types		£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44						
Share of Total		%	39.3%	40.1%	40.6%	40.6%	40.8%	40.1%	41.5%	41.9%	42.8%	43.1%	43.3%	36.8%						
Annual Change in Share		%		2.3%	1.2%	0.1%	0.3%	-1.7%	3.7%	0.8%	2.2%	0.7%	0.5%	-15.0%						
Change in Share from 2009		%		2.3%	3.5%	3.5%	3.8%	2.1%	5.8%	6.7%	9.0%	9.7%	10.2%	-6.3%						
Avg Ann. Change in Share		%		2.3%	1.7%	1.2%	1.0%	0.4%	1.0%	1.0%	1.1%	1.1%	1.0%	-0.6%						

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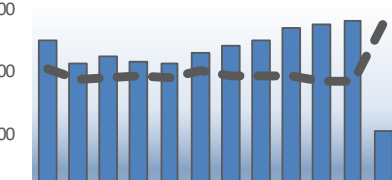
STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 2020 Prices			SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2020	40.2%	-30.6%	-76.9%	-98.1%	-97.5%	-95.2%	-56.9%	-44.6%	-34.7%	-59.1%	-89.5%	-61.9%	-52.2%	Annual Change	3.9%	-97.3%	-47.8%	-66.5%
% Change 2019 to 2020	-5.7%	-29.4%	-78.6%	-98.2%	-97.6%	-95.3%	-58.1%	-45.7%	-41.7%	-60.6%	-91.5%	-70.3%	-58.4%		-20.8%	-97.4%	-49.9%	-72.4%
Average Annual Change	3.7%	-2.8%	-7.0%	-8.9%	-8.9%	-8.7%	-5.2%	-4.1%	-3.2%	-5.4%	-8.1%	-5.6%	-4.7%		0.4%	-8.8%	-4.3%	-6.0%
2009 £M	9.276	2.781	2.975	7.409	5.646	3.413	6.005	6.236	2.672	3.061	2.260	6.399	58.13		-2.4%	15.03	16.47	14.91
2010 £M	7.859	2.791	2.952	7.295	5.605	3.618	6.010	6.172	2.776	3.001	2.339	6.305	56.72	2.2%	13.60	16.52	14.96	11.65
2011 £M	8.772	2.711	3.029	7.495	5.709	3.606	5.982	6.025	2.737	3.075	2.482	6.356	57.98	0.4%	14.51	16.81	14.74	11.91
2012 £M	8.987	2.669	3.072	7.495	5.612	3.608	5.960	6.022	2.704	3.060	2.492	6.526	58.21	5.8%	14.73	16.72	14.69	12.08
2013 £M	11.93	2.555	3.081	7.468	5.456	3.352	5.697	5.961	2.812	3.035	2.612	7.627	61.59	0.5%	17.57	16.28	14.47	13.27
2014 £M	12.05	2.548	3.091	7.433	5.472	3.312	5.751	5.993	2.826	3.040	2.634	7.746	61.90	1.3%	17.69	16.22	14.57	13.42
2015 £M	12.45	2.569	3.121	7.486	5.516	3.343	5.795	6.030	2.852	3.068	2.654	7.793	62.68	1.1%	18.14	16.35	14.68	13.52
2016 £M	12.75	2.590	3.110	7.501	5.530	3.359	5.864	6.130	2.898	3.100	2.677	7.886	63.40	3.0%	18.45	16.39	14.89	13.66
2017 £M	13.39	2.731	3.221	7.747	5.670	3.409	5.949	6.263	3.002	3.130	2.732	8.053	65.30	0.4%	19.34	16.83	15.21	13.92
2018 £M	13.23	2.715	3.197	7.794	5.727	3.476	6.073	6.328	3.007	3.166	2.754	8.093	65.56	1.9%	19.15	17.00	15.41	14.01
2019 £M	13.79	2.730	3.215	8.043	5.806	3.478	6.167	6.359	2.992	3.176	2.815	8.209	66.78		19.73	17.33	15.52	14.20
2020 £M	13.00	1.929	0.687	0.141	0.142	0.162	2.586	3.453	1.744	1.252	0.238	2.435	27.77	-58.4%	15.62	0.446	7.782	3.925
ECONOMIC IMPACT - INDEXED TO 2020													SFR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total				
SFR	£M	58.13	56.72	57.98	58.21	61.59	61.90	62.68	63.40	65.30	65.56	66.78	27.77					
All Visitor Types	£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44					
Share of Total	%	6.3%	6.5%	6.5%	6.7%	7.2%	7.0%	6.8%	6.6%	6.5%	6.2%	6.2%	6.5%					
Annual Change in Share	%		3.2%	-0.7%	4.3%	6.2%	-1.8%	-4.0%	-1.8%	-2.7%	-3.7%	-0.1%	3.9%					
Change in Share from 2009	%		3.2%	2.5%	6.8%	13.4%	11.4%	6.9%	5.0%	2.2%	-1.6%	-1.6%	2.2%					
Avg Ann. Change in Share	%		3.2%	1.2%	2.3%	3.4%	2.3%	1.2%	0.7%	0.3%	-0.2%	-0.2%	0.2%					



STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 2020 Prices			STAYING VISITOR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2009 to 2020		36.6%	-17.3%	-73.4%	-97.7%	-97.0%	-94.4%	-55.4%	-45.5%	-34.6%	-55.5%	-84.2%	-60.9%	-60.3%	Annual Change	-19.3%	-96.3%	-46.0%	-62.5%	
% Change 2019 to 2020		-6.5%	-27.2%	-79.3%	-98.2%	-97.5%	-95.3%	-61.7%	-48.3%	-45.3%	-63.2%	-91.7%	-72.1%	-67.3%		-38.1%	-96.9%	-52.1%	-73.1%	
Average Annual Change		3.3%	-1.6%	-6.7%	-8.9%	-8.8%	-8.6%	-5.0%	-4.1%	-3.1%	-5.0%	-7.7%	-5.5%	-5.5%		-1.8%	-8.8%	-4.2%	-5.7%	
2009	£M	25.54	20.69	27.13	46.73	68.10	62.11	81.69	101.38	62.28	41.56	14.83	20.28	572.31	-2.5%	73.36	176.94	245.34	76.67	
2010	£M	19.19	20.28	25.60	44.51	65.47	69.03	79.40	97.03	65.57	36.85	16.78	18.09	557.80		65.07	179.01	242.00	71.72	
2011	£M	24.48	19.24	27.89	49.55	68.88	68.41	79.63	91.73	63.83	41.44	19.81	19.10	573.99		71.61	186.83	235.19	80.35	
2012	£M	24.91	18.27	28.01	47.61	63.54	65.81	75.30	87.41	59.56	39.15	19.61	19.83	549.02		-4.4%	71.19	176.96	222.27	78.60
2013	£M	27.98	19.23	29.07	46.71	65.05	63.18	70.25	85.00	58.97	40.70	20.66	21.45	548.25		-0.1%	76.27	174.95	214.22	82.81
2014	£M	28.10	18.61	29.06	45.72	66.17	60.61	72.96	85.60	59.33	40.60	20.90	22.45	550.12		0.3%	75.78	172.50	217.89	83.95
2015	£M	30.88	20.03	31.12	48.13	70.02	65.02	78.62	91.35	63.52	43.76	22.47	23.76	588.67		7.0%	82.03	183.17	233.48	89.99
2016	£M	32.02	20.53	30.91	48.78	70.77	66.27	82.33	96.21	67.00	45.90	23.29	24.86	608.87		3.4%	83.46	185.82	245.54	94.05
2017	£M	34.46	22.56	33.69	53.20	74.80	68.44	84.52	100.92	73.34	46.88	24.81	26.36	643.99		5.8%	90.71	196.44	258.78	98.06
2018	£M	35.17	23.32	34.52	55.57	79.43	74.82	92.40	106.80	76.20	50.07	26.55	27.55	682.40		6.0%	93.01	209.82	275.39	104.17
2019	£M	37.31	23.50	34.85	59.86	81.49	74.34	95.11	106.76	74.56	50.21	28.22	28.45	694.66	1.8%	95.66	215.70	276.42	106.88	
2020	£M	34.89	17.11	7.210	1.066	2.059	3.502	36.41	55.22	40.75	18.47	2.345	7.931	226.97	-67.3%	59.21	6.627	132.38	28.75	
ECONOMIC IMPACT - INDEXED TO 2020														STAYING VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	572.31	557.80	573.99	549.02	548.25	550.12	588.67	608.87	643.99	682.40	694.66	226.97						
All Visitor Types		£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44						
Share of Total		%	62.2%	64.1%	64.0%	63.6%	63.7%	62.5%	63.4%	63.7%	64.7%	64.6%	52.7%							
Annual Change in Share		%		3.1%	-0.1%	-0.7%	0.2%	-1.9%	1.4%	0.4%	-0.1%	1.7%	-0.1%	-18.4%						
Change in Share from 2009		%		3.1%	3.0%	2.4%	2.5%	0.6%	2.0%	2.4%	4.1%	3.9%	-15.2%							
Avg Ann. Change in Share		%		3.1%	1.5%	0.8%	0.6%	0.1%	0.3%	0.3%	0.3%	0.5%	0.4%	-1.4%						

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STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND											2009 to 2020 2020 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		36.7%	3.9%	-22.2%	-98.9%	-94.9%	-87.6%	-33.3%	7.7%	-9.3%	-35.8%	-80.3%	-56.0%	-41.6%	Annual Change	5.1%	-93.4%	-12.8%	-52.3%	
% Change 2019 to 2020		5.7%	-6.2%	-32.4%	-98.8%	-94.6%	-88.5%	-42.3%	-9.8%	-14.5%	-32.8%	-81.1%	-66.7%	-46.5%		-10.5%	-93.4%	-23.8%	-56.1%	
Average Annual Change		3.3%	0.4%	-2.0%	-9.0%	-8.6%	-8.0%	-3.0%	0.7%	-0.8%	-3.3%	-7.3%	-5.1%	-3.8%		0.5%	-8.5%	-1.2%	-4.8%	
2009	£M	18.33	25.36	20.07	29.81	38.63	37.79	44.06	39.37	28.80	30.74	15.53	20.01	348.51		63.76	106.24	112.23	66.29	
2010	£M	13.76	22.30	18.38	25.47	31.83	38.22	41.17	35.60	27.36	28.30	13.97	16.33	312.69	-10.3%	54.44	95.52	104.13	58.60	
2011	£M	20.92	21.60	15.92	27.06	30.62	34.90	40.89	34.99	26.05	29.76	15.82	23.79	322.31	3.1%	58.44	92.58	101.92	69.37	
2012	£M	21.71	24.67	16.91	23.46	27.50	37.21	38.18	34.93	25.32	26.34	16.39	21.37	314.00	-2.6%	63.29	88.17	98.43	64.11	
2013	£M	20.92	23.99	16.89	23.04	28.56	35.39	39.68	34.97	24.78	25.69	16.37	21.68	311.97	-0.6%	61.80	87.00	99.43	63.74	
2014	£M	22.65	25.34	17.18	28.58	31.38	37.05	41.07	35.29	26.54	25.14	17.06	22.81	330.07	5.8%	65.16	97.01	102.90	65.00	
2015	£M	22.39	27.42	17.37	28.34	31.90	38.44	42.20	37.21	27.27	27.33	16.26	23.62	339.75	2.9%	67.18	98.68	106.68	67.20	
2016	£M	20.18	24.15	20.62	26.70	31.46	40.18	46.19	42.97	28.78	26.97	15.71	23.77	347.69	2.3%	64.94	98.34	117.95	66.45	
2017	£M	21.84	25.45	21.68	28.52	34.86	41.51	49.75	45.17	29.76	28.90	16.45	24.40	368.28	5.9%	68.96	104.89	124.67	69.75	
2018	£M	22.81	27.50	22.69	27.13	36.28	39.92	51.02	45.86	30.38	28.56	15.54	25.04	372.74	1.2%	73.00	103.33	127.26	69.14	
2019	£M	23.71	28.08	23.10	27.82	36.67	40.71	50.90	47.02	30.55	29.37	16.22	26.46	380.60	2.1%	74.89	105.20	128.47	72.04	
2020	£M	25.05	26.35	15.61	0.325	1.966	4.674	29.38	42.40	26.12	19.74	3.061	8.799	203.47	-46.5%	67.01	6.965	97.90	31.59	
ECONOMIC IMPACT - INDEXED TO 2020														DAY VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total						
Day Visitor		£M	348.51	312.69	322.31	314.00	311.97	330.07	339.75	347.69	368.28	372.74	380.60	203.47						
All Visitor Types		£M	920.83	870.49	896.30	863.01	860.22	880.19	928.42	956.56	1,012.27	1,055.14	1,075.26	430.44						
Share of Total		%	37.8%	35.9%	36.0%	36.4%	36.3%	37.5%	36.6%	36.3%	36.4%	35.3%	35.4%	47.3%						
Annual Change in Share		%		-5.1%	0.1%	1.2%	-0.3%	3.4%	-2.4%	-0.7%	0.1%	-2.9%	0.2%	33.5%						
Change in Share from 2009		%		-5.1%	-5.0%	-3.9%	-4.2%	-0.9%	-3.3%	-4.0%	-3.9%	-6.7%	-6.5%	24.9%						
Avg Ann. Change in Share		%		-5.1%	-2.5%	-1.3%	-1.0%	-0.2%	-0.6%	-0.6%	-0.5%	-0.7%	-0.6%	2.3%						

