



STEAM FINAL TREND REPORT FOR 2009-2020

Final

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INDEXED FINANCIAL DATA



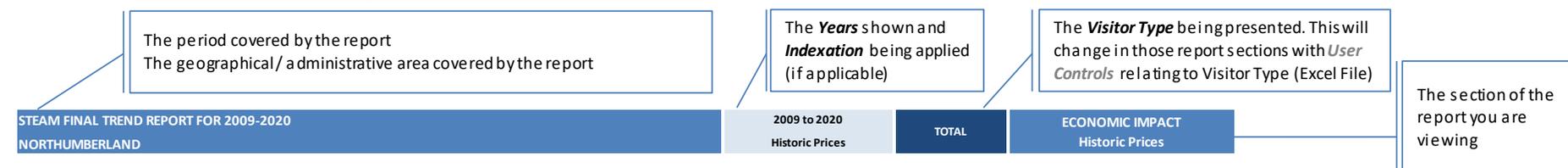
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Report Section Design and Features

Headers

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



User Controls (Excel File)

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

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



Units

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

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

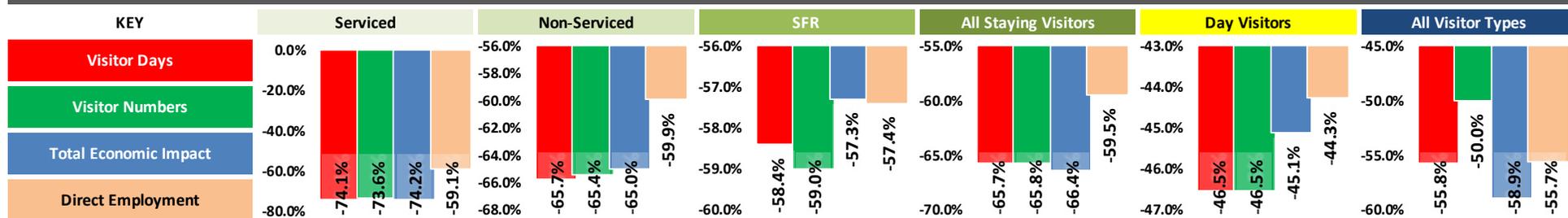
Visitor Numbers / Visitor Days / Average Length of Stay

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

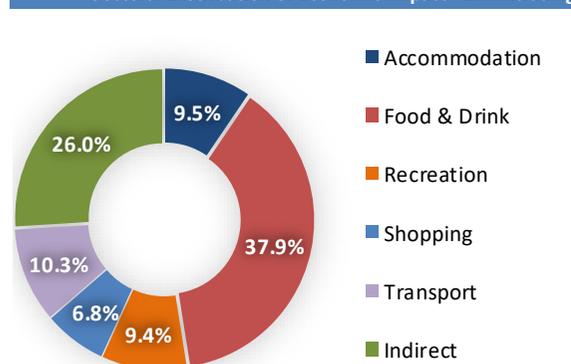
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	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



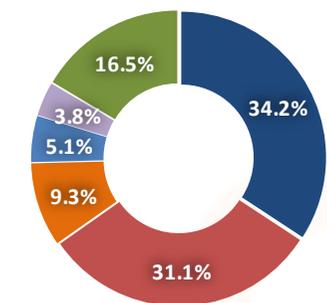
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2020	2019	+/- %
Accommodation	41.05	135.11	-69.6%
Food & Drink	163.35	378.23	-56.8%
Recreation	40.27	89.59	-55.1%
Shopping	29.47	68.20	-56.8%
Transport	44.48	106.03	-58.0%
TOTAL DIRECT	318.62	777.16	-59.0%
Indirect	111.82	269.98	-58.6%
TOTAL	430.44	1,047.14	-58.9%

Sectoral Distribution of Employment - FTEs

Sectors	2020	2019	+/- %
Accommodation	2,375	5,340	-55.5%
Food & Drink	2,159	4,905	-56.0%
Recreation	646	1,410	-54.2%
Shopping	355	806	-56.0%
Transport	263	614	-57.2%
TOTAL DIRECT	5,797	13,076	-55.7%
Indirect	1,146	2,714	-57.8%
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

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NORTHUMBERLAND

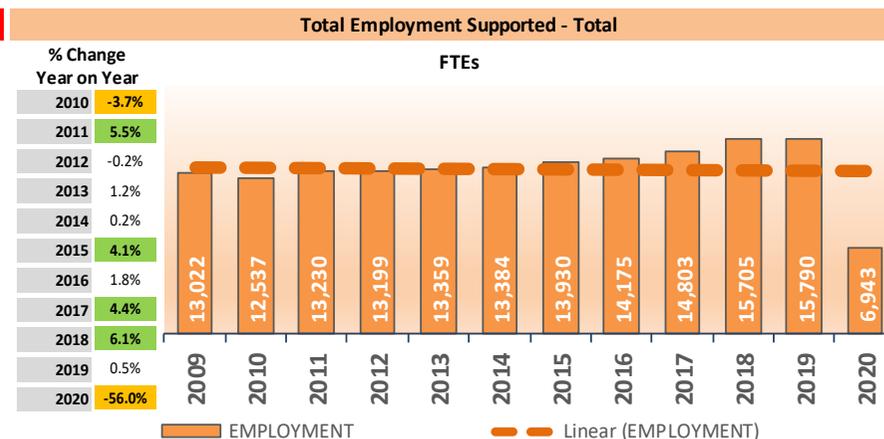
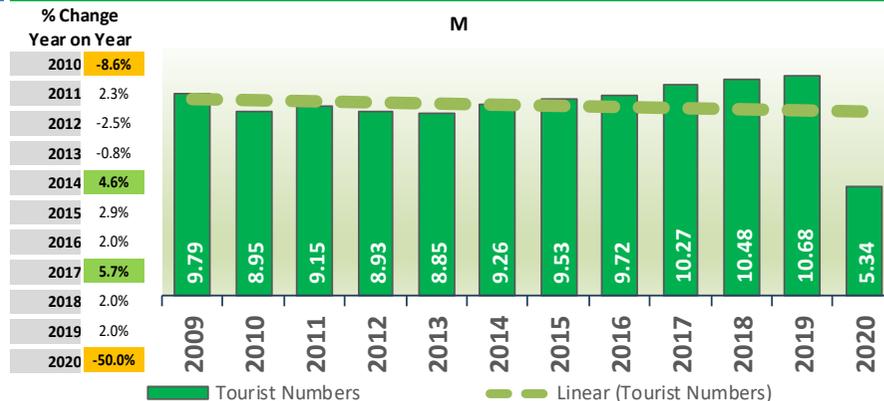
2009 to 2020
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - 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

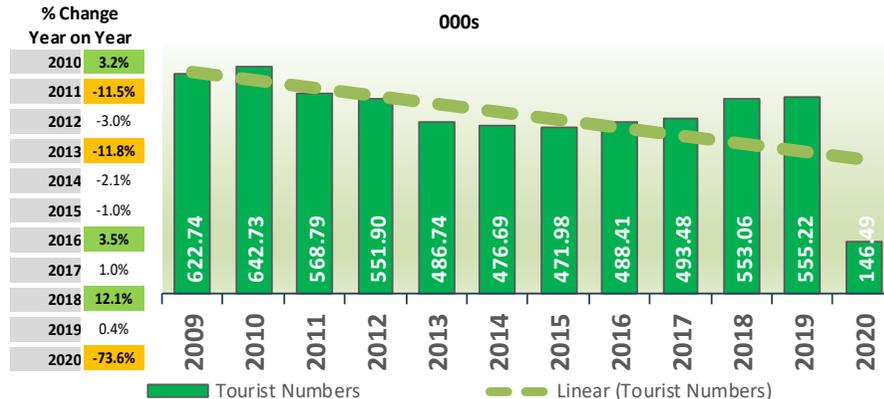
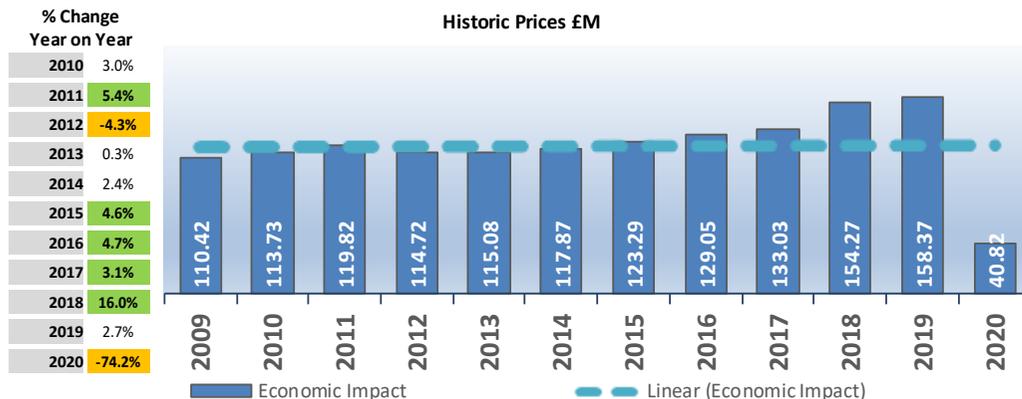
2009 to 2020
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - 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**

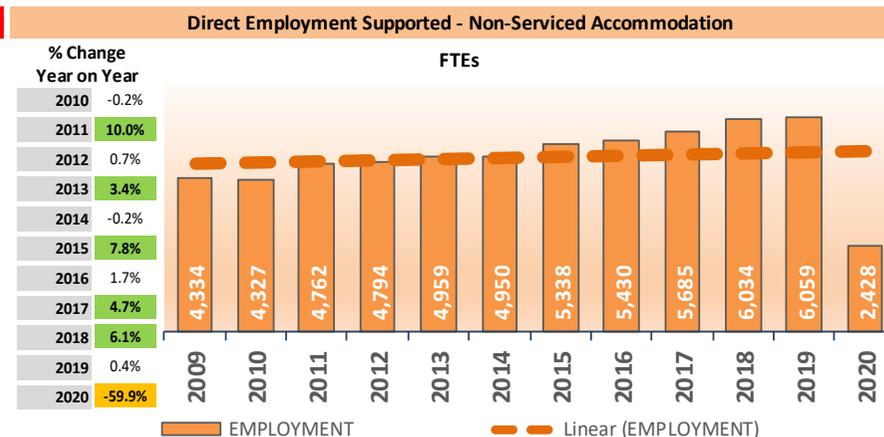
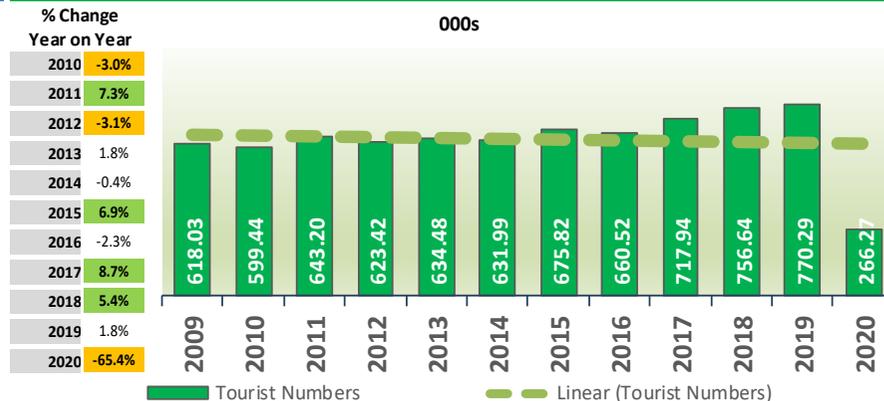
2009 to 2020
Historic Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - 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

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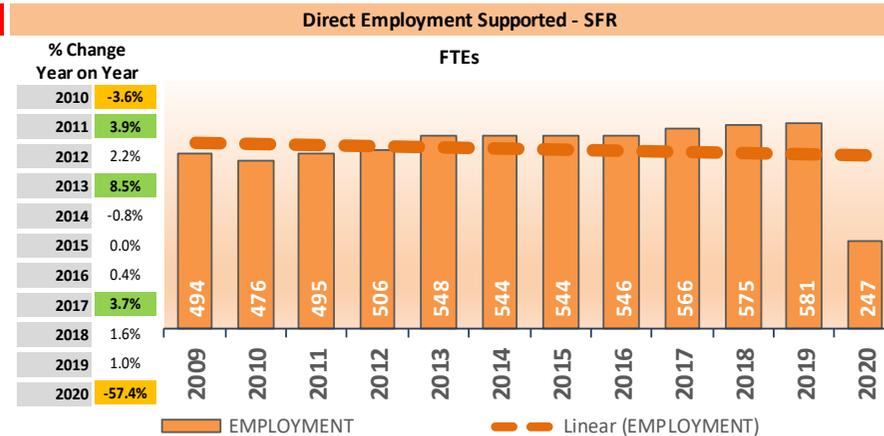
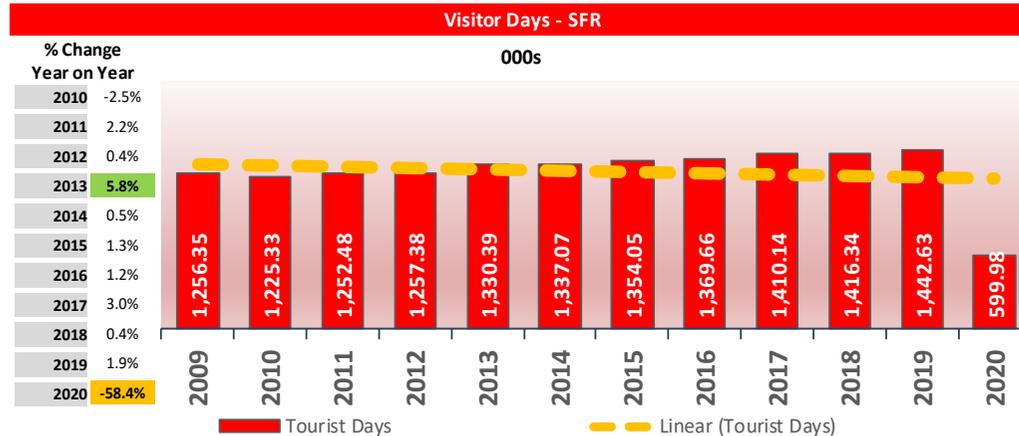
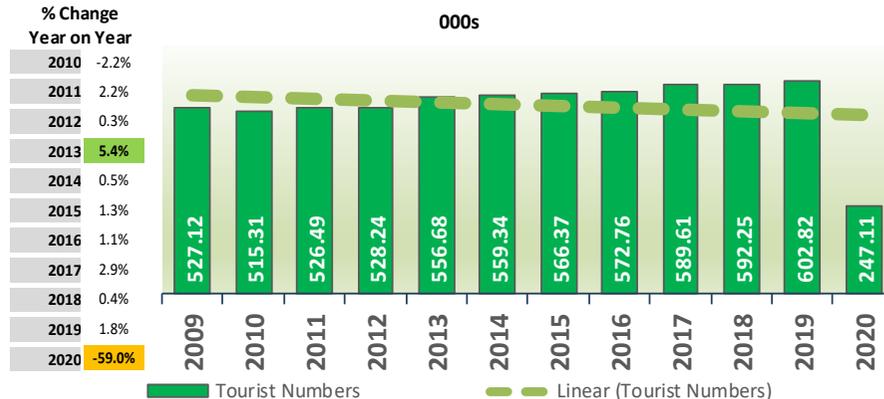
2009 to 2020
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - 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

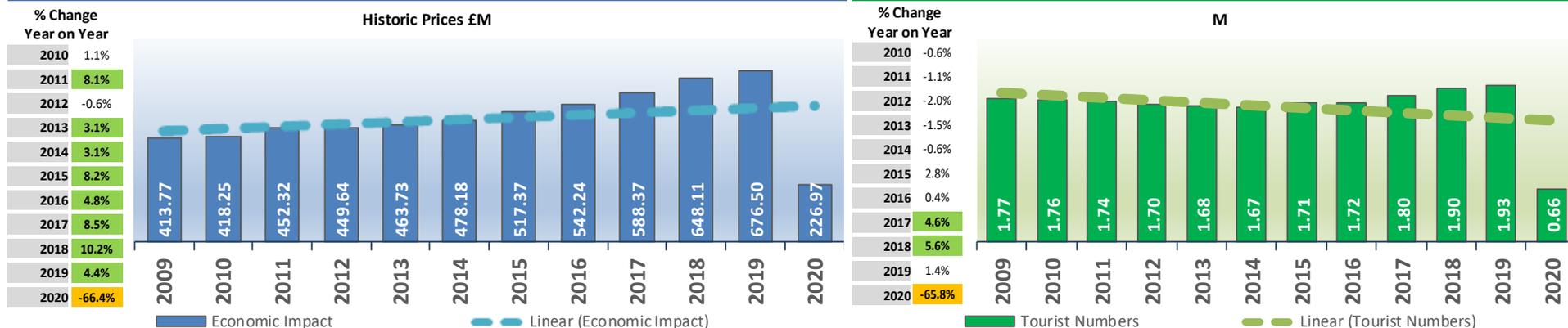
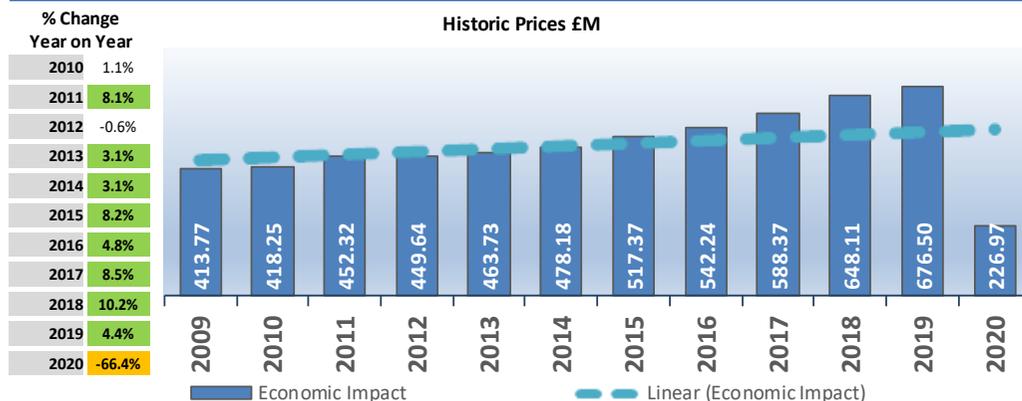
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NORTHUMBERLAND

2009 to 2020
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - 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

2009 to 2020
Historic Prices

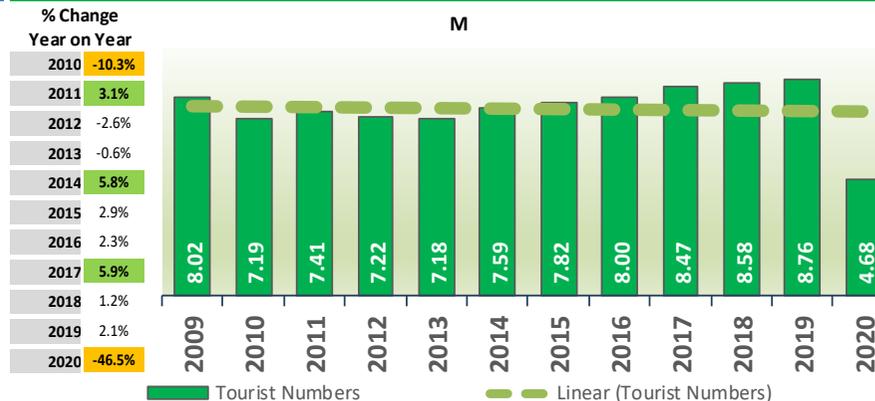
DAY VISITOR

KEY MEASURES
Historic Prices

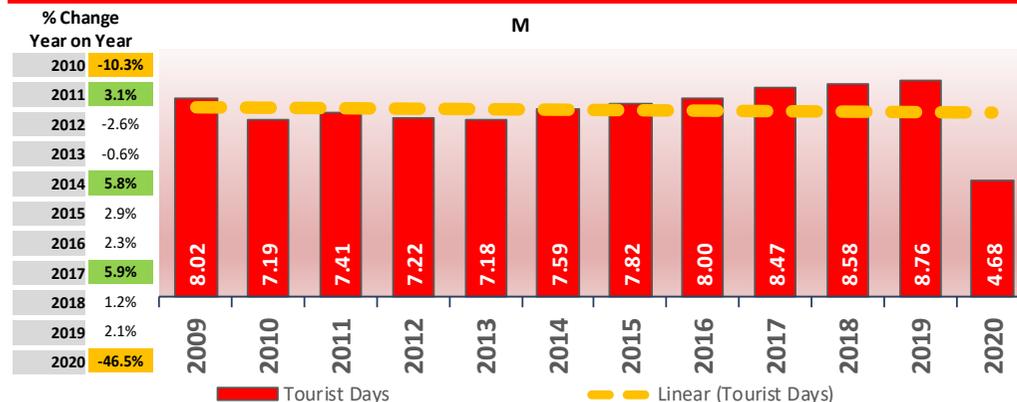
Economic Impact - Historic Prices - Day Visitor



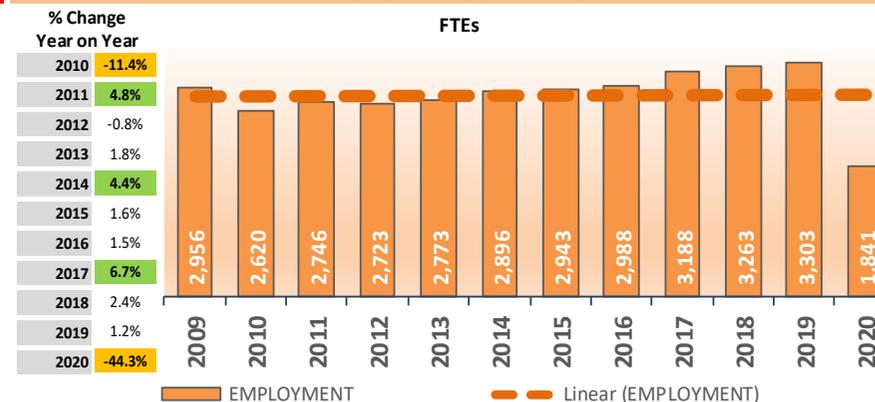
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 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

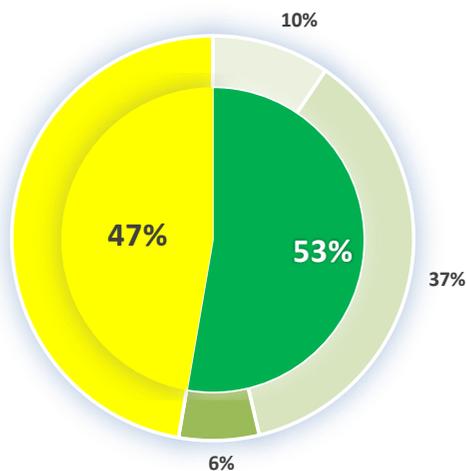
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2020 - M - Share of Total

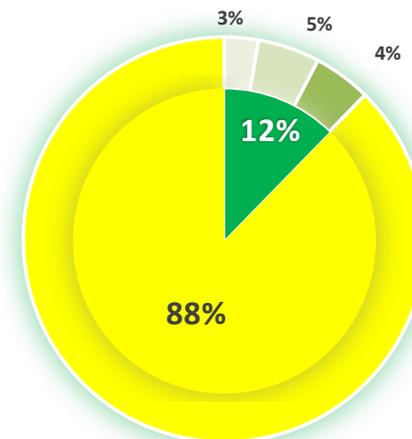
TOTAL
£430.44m

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



TOTAL
5.34m

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

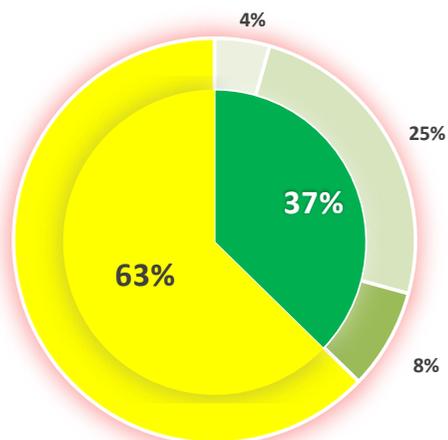


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

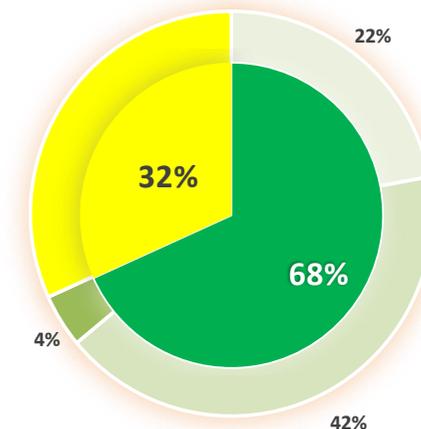
TOTAL
7.46m

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



TOTAL
5,797 Direct FTEs
6,943 Total FTEs

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



**STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND**

**2020
Historic Prices** **TOTAL** **DISTRIBUTION BY MONTH
Historic Prices**

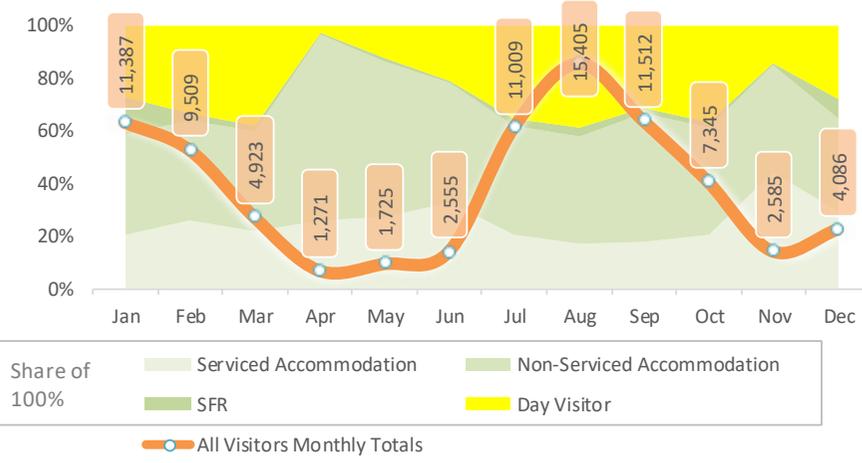
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

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

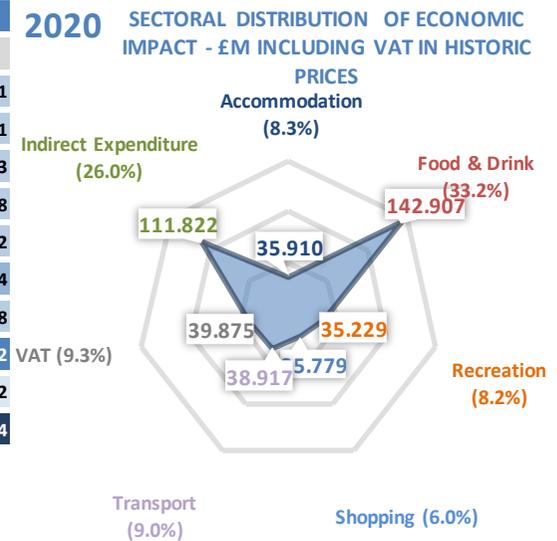


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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

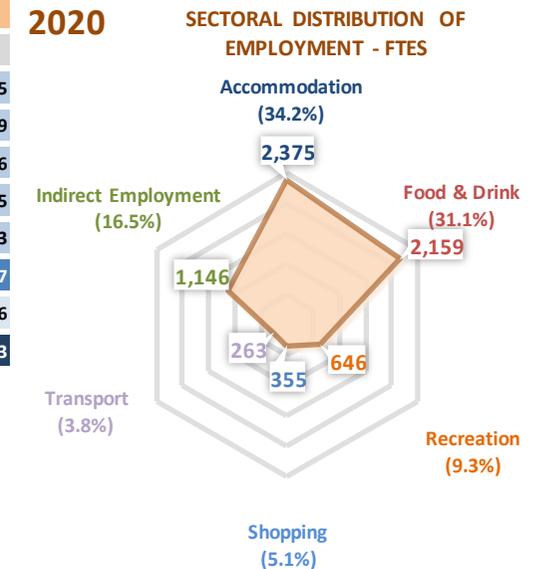
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

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



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

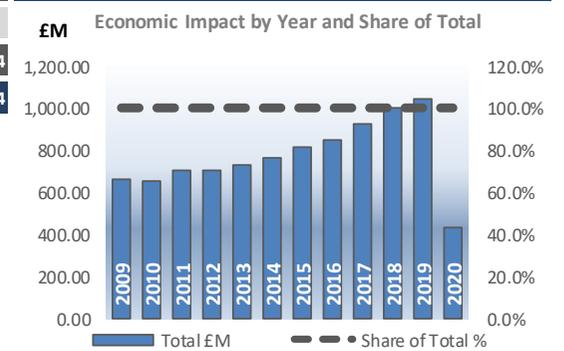


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

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											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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		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	-2.0%	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		
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		
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	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2009	%														
Avg Ann. Change in Share	%														



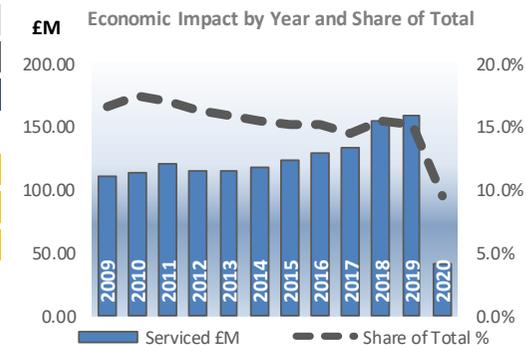
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
ECONOMIC IMPACT - IN HISTORIC PRICES / PERCENTAGE CHANGES																															
An increase of 3% or more																															
Less than 3% change																															
A Fall of 3% or more																															
													Q1		Q2		Q3		Q4												
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	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%			-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			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	3.0%		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	16.21											
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					
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%				



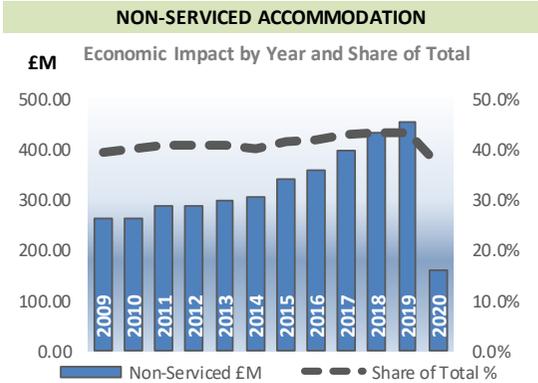
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
NON-SERVICED ACCOMMODATION																			
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change	QUARTER				
KEY																			
An increase of 3% or more													Annual Change	Q1	Q2	Q3	Q4		
Less than 3% change																			
A Fall of 3% or more													Annual Change	Q1	Q2	Q3	Q4		
Q1																			
Q2													Annual Change	Q1	Q2	Q3	Q4		
Q3																			
Q4													Annual Change	Q1	Q2	Q3	Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL						% Change	Q1
% 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%	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	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	0.3%	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	9.5%	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	0.2%	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	3.2%	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	3.4%	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	10.6%	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	5.2%	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	10.9%	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	9.1%	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	5.0%	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	-65.0%	32.91	3.204	102.11	20.16

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET													£M Economic Impact by Year and Share of Total	
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	%
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	40.0%
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	40.0%
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%	40.0%
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%	40.0%
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%	40.0%
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%	40.0%



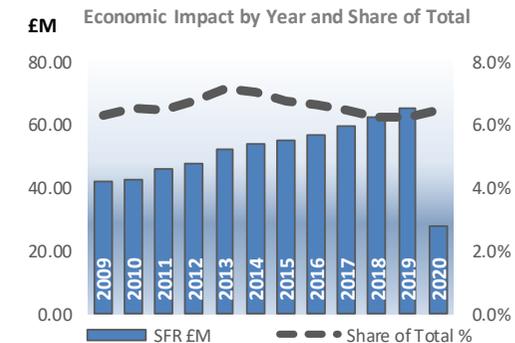
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND												2009 to 2020 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
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ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR												TOTAL					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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		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	1.2%	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			
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
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ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices																															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																																	
KEY													STAYING VISITOR																																			
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL						% Change																													
An increase of 3% or more													Less than 3% change		A Fall of 3% or more		Q1		Q2		Q3		Q4																									
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		Annual Change		Q1		Q2		Q3		Q4	
% 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%	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	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	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	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	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	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	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	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	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	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	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	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			
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	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	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%	63.6%	64.7%	64.6%	52.7%	62.2%	64.1%	64.0%	63.6%	63.7%	62.5%	63.4%	63.7%	63.6%	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%	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%	2.4%	4.1%	3.9%	-15.2%	3.1%	3.0%	2.4%	2.5%	0.6%	2.0%	2.4%	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%	3.1%	1.5%	0.8%	0.6%	0.1%	0.3%	0.3%	0.3%	0.5%	0.4%	-1.4%																								



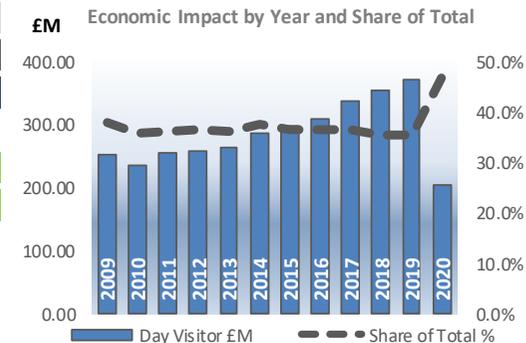
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices						
MONTH AND QUARTER													CALENDAR YEAR		QUARTER								
KEY													DAY VISITOR										
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change									
An increase of 3% or more																							
Less than 3% change													TOTAL	% Change	Q1	Q2	Q3	Q4					
A Fall of 3% or more																							
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4					
% Change 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%	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	
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

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NORTHUMBERLAND

VISITOR NUMBERS BY:													2009 to 2020		TOTAL	VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL																			
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2009 to 2020	32.6%	-0.9%	-32.7%	-98.6%	-95.3%	-88.9%	-37.0%	-3.9%	-15.4%	-40.4%	-80.8%	-57.1%	-45.4%	Annual Change	-0.6%	-94.0%	-19.4%	-54.8%	
% Change 2019 to 2020	2.7%	-8.4%	-39.7%	-98.6%	-95.1%	-89.5%	-45.6%	-17.2%	-21.1%	-37.7%	-82.8%	-67.5%	-50.0%		-14.2%	-94.0%	-29.2%	-59.0%	
Average Annual Change	3.0%	-0.1%	-3.0%	-9.0%	-8.7%	-8.1%	-3.4%	-0.4%	-1.4%	-3.7%	-7.3%	-5.2%	-4.1%		-0.1%	-8.5%	-1.8%	-5.0%	
2009	M	0.547	0.669	0.564	0.847	1.102	1.060	1.216	1.155	0.830	0.842	0.414	0.543	9.789		1.779	3.009	3.201	1.800
2010	M	0.410	0.592	0.524	0.743	0.949	1.091	1.153	1.060	0.809	0.781	0.383	0.455	8.951	-8.6%	1.526	2.783	3.022	1.619
2011	M	0.594	0.577	0.474	0.800	0.919	1.000	1.141	1.021	0.761	0.807	0.434	0.626	9.153	2.3%	1.645	2.719	2.922	1.867
2012	M	0.614	0.644	0.497	0.712	0.836	1.054	1.075	1.018	0.734	0.723	0.447	0.572	8.927	-2.5%	1.756	2.602	2.827	1.742
2013	M	0.620	0.628	0.487	0.695	0.851	0.990	1.089	1.009	0.728	0.713	0.454	0.591	8.854	-0.8%	1.735	2.535	2.827	1.758
2014	M	0.656	0.650	0.485	0.813	0.913	1.013	1.140	1.029	0.778	0.695	0.468	0.619	9.261	4.6%	1.792	2.739	2.947	1.783
2015	M	0.653	0.699	0.490	0.804	0.925	1.039	1.181	1.096	0.804	0.746	0.453	0.640	9.530	2.9%	1.843	2.768	3.081	1.839
2016	M	0.609	0.625	0.563	0.770	0.915	1.088	1.273	1.222	0.833	0.740	0.437	0.646	9.721	2.0%	1.798	2.772	3.327	1.824
2017	M	0.655	0.660	0.594	0.823	1.002	1.121	1.357	1.281	0.868	0.785	0.459	0.664	10.27	5.7%	1.909	2.946	3.506	1.909
2018	M	0.679	0.710	0.620	0.799	1.047	1.100	1.407	1.313	0.890	0.786	0.443	0.683	10.48	2.0%	2.009	2.946	3.610	1.912
2019	M	0.706	0.723	0.630	0.824	1.060	1.117	1.409	1.340	0.890	0.805	0.463	0.717	10.68	2.0%	2.060	3.000	3.640	1.985
2020	M	0.725	0.663	0.380	0.011	0.052	0.118	0.767	1.110	0.702	0.501	0.079	0.233	5.341	-50.0%	1.767	0.181	2.579	0.814

VISITOR NUMBERS													TOTAL																							
SHARE OF MARKET													M																							
													2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020	
Total	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																							
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	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%																							
Annual Change in Share	%																																			
Change in Share from 2009	%																																			
Avg Ann. Change in Share	%																																			



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

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2009 to 2020													SERVICED	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		-35.9%	-34.2%	-86.1%	-95.8%	-95.4%	-92.6%	-70.9%	-67.5%	-70.2%	-81.6%	-70.5%	-69.1%	-76.5%	Annual Change	-56.8%	-94.3%	-69.2%	-78.0%
% Change 2019 to 2020		-23.6%	-19.1%	-81.4%	-96.0%	-94.8%	-91.2%	-74.2%	-56.1%	-63.5%	-73.7%	-82.9%	-81.9%	-73.6%		-45.5%	-93.7%	-64.9%	-78.2%
Average Annual Change		-3.3%	-3.1%	-7.8%	-8.7%	-8.7%	-8.4%	-6.4%	-6.1%	-6.4%	-7.4%	-6.4%	-6.3%	-7.0%		-5.2%	-8.6%	-6.3%	-7.1%
2009	000s	23.1	31.0	40.4	43.7	72.5	82.1	74.5	106.7	67.4	56.8	14.1	10.5	622.7		94.5	198.3	248.6	81.4
2010	000s	14.6	30.1	43.9	45.0	79.6	92.0	83.1	94.6	74.6	57.3	16.4	11.6	642.7	3.2%	88.5	216.5	252.3	85.3
2011	000s	19.7	29.8	43.5	52.9	67.8	78.6	75.5	75.8	52.6	43.4	18.5	10.7	568.8	-11.5%	92.9	199.3	203.9	72.6
2012	000s	19.5	27.9	43.0	47.8	63.2	84.4	76.0	77.4	47.8	36.7	17.1	11.0	551.9	-3.0%	90.4	195.4	201.2	64.9
2013	000s	18.3	27.5	33.3	42.0	51.4	68.0	56.8	66.2	49.0	40.5	20.3	13.6	486.7	-11.8%	79.1	161.3	172.0	74.4
2014	000s	16.4	22.3	29.7	36.4	55.7	59.4	69.5	67.7	49.1	35.6	19.3	15.5	476.7	-2.1%	68.5	151.5	186.3	70.4
2015	000s	16.2	21.5	27.8	34.3	56.5	60.0	70.6	67.3	49.7	34.7	18.8	14.5	472.0	-1.0%	65.5	150.8	187.7	68.0
2016	000s	16.4	22.8	26.3	38.1	56.2	61.3	76.2	70.2	50.9	35.9	18.7	15.4	488.4	3.5%	65.5	155.6	197.3	70.0
2017	000s	17.5	23.4	28.3	41.8	57.2	60.3	72.3	70.2	50.8	34.2	21.1	16.4	493.5	1.0%	69.2	159.2	193.3	71.8
2018	000s	19.2	25.5	30.4	46.7	63.8	69.0	83.4	78.5	55.5	38.9	23.8	18.4	553.1	12.1%	75.1	179.5	217.4	81.1
2019	000s	19.4	25.2	30.2	46.7	64.4	68.9	84.2	79.0	55.1	39.8	24.4	18.0	555.2	0.4%	74.8	179.9	218.3	82.2
2020	000s	14.8	20.4	5.6	1.8	3.4	6.0	21.7	34.7	20.1	10.5	4.2	3.2	146.5	-73.6%	40.8	11.3	76.5	17.9

VISITOR NUMBERS													SERVICED ACCOMMODATION				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s Visitor No.s by Year and Share of Total			
Serviced	000s	622.7	642.7	568.8	551.9	486.7	476.7	472.0	488.4	493.5	553.1	555.2	146.5				
All Visitor Types	M	9.8	9.0	9.2	8.9	8.9	9.3	9.5	9.7	10.3	10.5	10.7	5.3				
Share of Total	%	6.4%	7.2%	6.2%	6.2%	5.5%	5.1%	5.0%	5.0%	4.8%	5.3%	5.2%	2.7%				
Annual Change in Share	%		12.9%	-13.5%	-0.5%	-11.1%	-6.4%	-3.8%	1.5%	-4.4%	9.9%	-1.6%	-47.2%				
Change in Share from 2009	%		12.9%	-2.3%	-2.8%	-13.6%	-19.1%	-22.2%	-21.0%	-24.5%	-17.0%	-18.3%	-56.9%				
Avg Ann. Change in Share	%		12.9%	-1.2%	-0.9%	-3.4%	-3.8%	-3.7%	-3.0%	-3.1%	-1.9%	-1.8%	-5.2%				

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

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

VISITOR NUMBERS BY:													2009 to 2020		SFR	VISITOR NUMBERS																
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																	
KEY													SFR																			
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		TOTAL				% Change													
Less than 3% change													Q1										Q2		Q3		Q4					
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1		Q2		Q3		Q4	
% Change 2009 to 2020													40.1%	-30.7%	-76.9%	-98.1%	-97.5%	-95.2%	-57.0%	-44.7%	-34.8%	-59.1%	-89.5%	-62.0%	-53.1%	Annual Change	0.3%	-97.2%	-47.5%	-67.3%		
% 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%	-59.0%	-22.5%	-97.3%	-49.7%	-72.8%			
Average Annual Change													3.6%	-2.8%	-7.0%	-8.9%	-8.9%	-8.7%	-5.2%	-4.1%	-3.2%	-5.4%	-8.1%	-5.6%	-4.8%	0.0%	-8.8%	-4.3%	-6.1%			
2009	000s	80.2	28.6	29.9	59.3	55.5	35.1	51.9	51.8	26.6	30.9	24.1	53.2	527.1	138.7	149.9	130.4	108.2														
2010	000s	67.9	28.7	29.7	58.4	55.0	37.2	51.9	51.3	27.6	30.3	24.9	52.4	515.3	-2.2%	126.3	150.6	130.8	107.6													
2011	000s	75.8	27.9	30.4	60.0	56.1	37.1	51.7	50.1	27.2	31.0	26.4	52.8	526.5	2.2%	134.1	153.1	129.0	110.3													
2012	000s	77.7	27.5	30.9	60.0	55.1	37.1	51.5	50.0	26.9	30.9	26.5	54.2	528.2	0.3%	136.0	152.2	128.4	111.6													
2013	000s	103.1	26.3	31.0	59.7	53.6	34.5	49.2	49.5	28.0	30.6	27.8	63.4	556.7	5.4%	160.3	147.8	126.7	121.8													
2014	000s	104.1	26.2	31.1	59.5	53.7	34.1	49.7	49.8	28.1	30.7	28.0	64.4	559.3	0.5%	161.4	147.3	127.6	123.1													
2015	000s	107.6	26.4	31.4	59.9	54.2	34.4	50.1	50.1	28.4	31.0	28.2	64.7	566.4	1.3%	165.4	148.4	128.6	124.0													
2016	000s	110.2	26.6	31.3	60.0	54.3	34.6	50.7	50.9	28.8	31.3	28.5	65.5	572.8	1.1%	168.1	148.9	130.5	125.3													
2017	000s	115.7	28.1	32.4	62.0	55.7	35.1	51.4	52.0	29.9	31.6	29.1	66.9	589.6	2.9%	176.1	152.7	133.3	127.5													
2018	000s	114.4	27.9	32.1	62.4	56.2	35.8	52.5	52.6	29.9	32.0	29.3	67.2	592.3	0.4%	174.4	154.4	135.0	128.5													
2019	000s	119.1	28.1	32.3	64.4	57.0	35.8	53.3	52.8	29.8	32.1	30.0	68.2	602.8	1.8%	179.5	157.1	135.9	130.2													
2020	000s	112.4	19.8	6.9	1.1	1.4	1.7	22.3	28.7	17.4	12.6	2.5	20.2	247.1	-59.0%	139.1	4.2	68.4	35.4													

VISITOR NUMBERS													SFR																					
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total																			
2009													2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020	
SFR	000s	527.1	515.3	526.5	528.2	556.7	559.3	566.4	572.8	589.6	592.3	602.8	247.1																					
All Visitor Types	M	9.8	9.0	9.2	8.9	8.9	9.3	9.5	9.7	10.3	10.5	10.7	5.3																					
Share of Total	%	5.4%	5.8%	5.8%	5.9%	6.3%	6.0%	5.9%	5.9%	5.7%	5.7%	5.6%	4.6%																					
Annual Change in Share	%		6.9%	-0.1%	2.9%	6.2%	-3.9%	-1.6%	-0.9%	-2.6%	-1.5%	-0.2%	-18.0%																					
Change in Share from 2009	%		6.9%	6.8%	9.9%	16.8%	12.2%	10.4%	9.4%	6.6%	5.0%	4.8%	-14.1%																					
Avg Ann. Change in Share	%		6.9%	3.4%	3.3%	4.2%	2.4%	1.7%	1.3%	0.8%	0.6%	0.5%	-1.3%																					



**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	QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 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%		-27.5%	-96.3%	-47.2%
% 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		0.311	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	-0.6%	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

SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
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
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																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 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%	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		
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	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	%	81.9%	80.4%	81.0%	80.9%	81.1%	82.0%	82.0%	82.3%	82.5%	81.8%	82.0%	87.6%		
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%		
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%		
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%		



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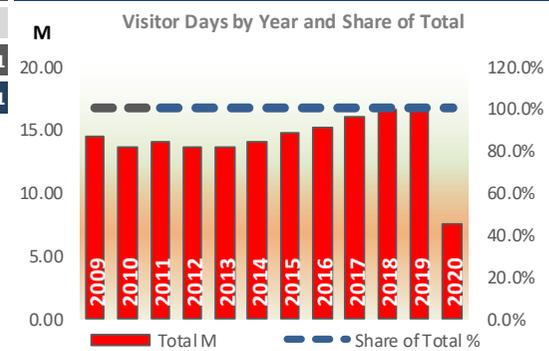
Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

2009 to 2020													TOTAL	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4		Q1	Q2					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2009 to 2020		38.4%	-2.8%	-42.4%	-98.4%	-96.0%	-90.7%	-40.6%	-16.4%	-19.0%	-42.1%	-81.7%	-57.5%	-48.6%	-2.0%				
% Change 2019 to 2020		-0.2%	-13.2%	-52.4%	-98.5%	-96.2%	-91.8%	-49.7%	-28.4%	-29.8%	-45.7%	-86.1%	-68.2%	-55.8%	-20.8%	-95.3%	-36.5%	-63.0%	
Average Annual Change		3.5%	-0.3%	-3.9%	-8.9%	-8.7%	-8.2%	-3.7%	-1.5%	-1.7%	-3.8%	-7.4%	-5.2%	-4.4%	-0.2%	-8.6%	-2.3%	-5.0%	
2009	M	0.789	0.823	0.772	1.272	1.698	1.577	1.837	1.906	1.365	1.176	0.539	0.748	14.50	2.385	4.547	5.108	2.462	
2010	M	0.602	0.751	0.717	1.149	1.514	1.677	1.746	1.797	1.384	1.075	0.523	0.636	13.57	-6.4%	2.071	4.340	4.927	2.233
2011	M	0.835	0.724	0.689	1.248	1.531	1.595	1.742	1.733	1.335	1.160	0.600	0.817	14.01	3.2%	2.247	4.374	4.811	2.578
2012	M	0.863	0.787	0.719	1.150	1.406	1.623	1.650	1.706	1.278	1.065	0.615	0.774	13.64	-2.7%	2.369	4.179	4.634	2.454
2013	M	0.908	0.775	0.724	1.122	1.433	1.539	1.661	1.709	1.251	1.057	0.624	0.808	13.61	-0.2%	2.407	4.094	4.621	2.489
2014	M	0.951	0.802	0.732	1.243	1.506	1.555	1.718	1.734	1.304	1.050	0.645	0.845	14.09	3.5%	2.485	4.304	4.757	2.540
2015	M	0.977	0.865	0.757	1.265	1.557	1.629	1.786	1.822	1.364	1.132	0.643	0.878	14.68	4.2%	2.599	4.451	4.972	2.653
2016	M	0.944	0.797	0.833	1.236	1.561	1.687	1.917	2.011	1.444	1.150	0.641	0.895	15.12	3.0%	2.573	4.484	5.372	2.687
2017	M	1.016	0.851	0.889	1.332	1.690	1.748	2.033	2.119	1.547	1.210	0.675	0.928	16.04	6.1%	2.756	4.770	5.698	2.813
2018	M	1.045	0.907	0.921	1.328	1.774	1.781	2.142	2.199	1.593	1.237	0.674	0.956	16.56	3.3%	2.874	4.883	5.935	2.868
2019	M	1.095	0.922	0.934	1.394	1.804	1.790	2.169	2.225	1.573	1.254	0.708	1.000	16.87	1.9%	2.950	4.989	5.968	2.963
2020	M	1.093	0.800	0.445	0.021	0.069	0.147	1.092	1.593	1.105	0.681	0.099	0.318	7.461	-55.8%	2.338	0.236	3.790	1.097

VISITOR DAYS													TOTAL				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
Total	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				
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	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%																
Change in Share from 2009	%																
Avg Ann. Change in Share	%																



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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

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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		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	1.7%	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	0.0%	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	10.0%	
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	1,000.00	8.0%	
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%	500.00	6.0%	
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%	0.00	4.0%	
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%	0.00	2.0%	
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%	0.00	0.0%	



**STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND**

2009 to 2020

NON-SERVICED

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		56.5%	-9.6%	-68.2%	-97.9%	-97.9%	-95.8%	-44.1%	-29.8%	-17.3%	-40.9%	-85.9%	-58.1%	-54.6%	Annual Change	-13.4%	-97.1%	-30.7%	-54.1%
% Change 2019 to 2020		-3.0%	-32.8%	-78.0%	-98.6%	-98.2%	-96.6%	-53.6%	-44.0%	-37.9%	-57.8%	-93.4%	-67.4%	-65.7%		-40.9%	-97.8%	-45.0%	-69.8%
Average Annual Change		5.1%	-0.9%	-6.2%	-8.9%	-8.9%	-8.7%	-4.0%	-2.7%	-1.6%	-3.7%	-7.8%	-5.3%	-5.0%		-1.2%	-8.8%	-2.8%	-4.9%
2009	000s	131.0	126.8	175.7	346.3	555.9	484.5	550.8	660.4	506.3	295.0	105.1	131.0	4,068.8		433.6	1,386.7	1,717.5	531.1
2010	000s	86.0	129.0	154.7	327.2	524.2	552.6	510.5	664.3	549.0	268.4	114.1	96.8	3,976.8	-2.3%	369.7	1,403.9	1,723.8	479.3
2011	000s	129.5	122.7	182.1	390.0	572.5	544.1	509.9	625.5	534.9	311.3	142.4	101.6	4,166.5	4.8%	434.2	1,506.6	1,670.4	555.3
2012	000s	136.2	120.0	192.4	381.9	529.9	512.2	479.6	605.8	505.4	311.3	146.5	110.0	4,031.3	-3.2%	448.7	1,424.1	1,590.8	567.8
2013	000s	141.7	124.7	201.6	366.7	535.6	495.9	484.2	616.7	498.0	315.8	154.0	114.5	4,049.3	0.4%	468.0	1,398.2	1,598.9	584.3
2014	000s	141.8	123.5	201.0	366.6	524.9	485.4	488.9	641.5	518.8	327.4	158.1	117.5	4,095.3	1.1%	466.2	1,376.9	1,649.2	603.0
2015	000s	157.5	137.3	220.8	396.2	564.8	518.5	523.7	689.6	559.1	356.7	176.0	131.0	4,431.0	8.2%	515.5	1,479.5	1,772.3	663.7
2016	000s	170.3	143.6	222.5	401.9	576.4	532.6	545.4	732.9	597.3	375.3	184.9	138.9	4,621.9	4.3%	536.4	1,510.9	1,875.5	699.1
2017	000s	188.4	163.9	246.8	445.2	622.3	564.1	586.5	786.8	676.2	394.7	196.3	151.2	5,022.6	8.7%	599.2	1,631.6	2,049.5	742.3
2018	000s	194.6	168.9	250.4	464.3	655.5	609.8	637.1	830.1	696.6	417.7	210.2	158.6	5,293.8	5.4%	614.0	1,729.5	2,163.8	786.5
2019	000s	211.4	170.6	253.4	509.2	673.9	601.0	662.7	827.7	674.5	413.5	226.0	168.4	5,392.5	1.9%	635.4	1,784.1	2,165.0	807.9
2020	000s	205.0	114.6	55.8	7.3	11.9	20.4	307.8	463.5	418.6	174.3	14.8	54.9	1,849.1	-65.7%	375.5	39.7	1,190.0	244.0

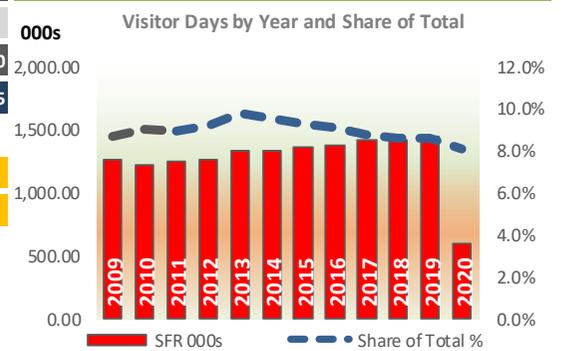
		VISITOR DAYS												NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	
Non-Serviced	000s	4,068.8	3,976.8	4,166.5	4,031.3	4,049.3	4,095.3	4,431.0	4,621.9	5,022.6	5,293.8	5,392.5	1,849.1	6,000.00	
All Visitor Types	M	14.5	13.6	14.0	13.6	13.6	14.1	14.7	15.1	16.0	16.6	16.9	7.5	5,000.00	
Share of Total	%	28.1%	29.3%	29.7%	29.6%	29.8%	29.1%	30.2%	30.6%	31.3%	32.0%	32.0%	24.8%	4,000.00	
Annual Change in Share	%		4.4%	1.5%	-0.6%	0.6%	-2.3%	3.8%	1.3%	2.4%	2.1%	0.0%	-22.5%	3,000.00	
Change in Share from 2009	%		4.4%	6.0%	5.4%	6.0%	3.6%	7.6%	9.0%	11.6%	13.9%	13.9%	-11.7%	2,000.00	
Avg Ann. Change in Share	%		4.4%	3.0%	1.8%	1.5%	0.7%	1.3%	1.3%	1.5%	1.5%	1.4%	-1.1%	1,000.00	



STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

2009 to 2020													SFR	VISITOR DAYS					
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER				
MONTH AND QUARTER																			
KEY																			
SFR																			
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																			
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
													TOTAL	% Change	Q1	Q2	Q3	Q4	
		Q1	Q2			Q3			Q4										
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020		40.1%	-30.7%	-76.9%	-98.1%	-97.5%	-95.2%	-57.0%	-44.7%	-34.8%	-59.1%	-89.5%	-62.0%	-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		3.6%	-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	000s	200.5	60.1	64.3	160.1	122.0	73.8	129.8	134.8	57.8	66.2	48.8	138.3	1,256.3		324.9	355.9	322.3	253.3
2010	000s	169.8	60.3	63.8	157.6	121.1	78.1	129.8	133.3	60.0	64.8	50.5	136.2	1,225.3	-2.5%	293.8	356.8	323.1	251.6
2011	000s	189.5	58.6	65.4	161.9	123.3	77.9	129.2	130.2	59.1	66.4	53.6	137.3	1,252.5	2.2%	313.5	363.1	318.5	257.4
2012	000s	194.1	57.7	66.4	161.9	121.2	77.9	128.7	130.1	58.4	66.1	53.8	141.0	1,257.4	0.4%	318.1	361.1	317.2	260.9
2013	000s	257.8	55.2	66.5	161.3	117.9	72.4	123.1	128.8	60.7	65.6	56.4	164.8	1,330.4	5.8%	379.5	351.6	312.6	286.7
2014	000s	260.4	55.0	66.8	160.6	118.2	71.6	124.2	129.4	61.0	65.7	56.9	167.3	1,337.1	0.5%	382.2	350.3	314.7	289.9
2015	000s	269.0	55.5	67.4	161.7	119.1	72.2	125.2	130.3	61.6	66.3	57.3	168.3	1,354.0	1.3%	392.0	353.1	317.0	292.0
2016	000s	275.5	56.0	67.2	162.0	119.5	72.6	126.7	132.4	62.6	67.0	57.8	170.4	1,369.7	1.2%	398.7	354.1	321.7	295.2
2017	000s	289.2	59.0	69.6	167.3	122.4	73.6	128.5	135.2	64.8	67.6	59.0	173.9	1,410.1	3.0%	417.7	363.4	328.5	300.5
2018	000s	285.9	58.6	69.1	168.4	123.7	75.1	131.2	136.7	65.0	68.4	59.5	174.8	1,416.3	0.4%	413.6	367.2	332.9	302.7
2019	000s	297.8	59.0	69.5	173.8	125.4	75.1	133.2	137.4	64.6	68.6	60.8	177.3	1,442.6	1.9%	426.3	374.3	335.3	306.8
2020	000s	280.9	41.7	14.8	3.1	3.1	3.5	55.9	74.6	37.7	27.0	5.1	52.6	600.0	-58.4%	337.5	9.6	168.1	84.8

VISITOR DAYS													SFR					
SHARE OF MARKET													000s					
SFR		000s	1,256.3	1,225.3	1,252.5	1,257.4	1,330.4	1,337.1	1,354.0	1,369.7	1,410.1	1,416.3	1,442.6	600.0				
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		%	8.7%	9.0%	8.9%	9.2%	9.8%	9.5%	9.2%	9.1%	8.8%	8.6%	8.6%	8.0%				
Annual Change in Share		%		4.2%	-1.0%	3.1%	6.0%	-2.9%	-2.8%	-1.8%	-3.0%	-2.7%	0.0%	-6.0%				
Change in Share from 2009		%		4.2%	3.2%	6.4%	12.8%	9.6%	6.5%	4.6%	1.5%	-1.3%	-1.3%	-7.2%				
Avg Ann. Change in Share		%		4.2%	1.6%	2.1%	3.2%	1.9%	1.1%	0.7%	0.2%	-0.1%	-0.1%	-0.7%				



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**STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND**

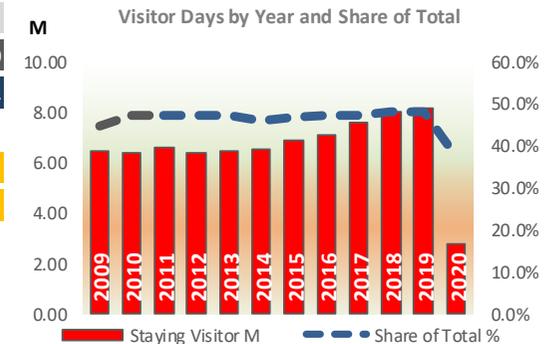
2009 to 2020

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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		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		
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		
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	%	44.7%	47.0%	47.1%	47.0%	47.3%	46.1%	46.7%	47.1%	47.2%	48.2%	48.1%	37.3%		
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%		
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**

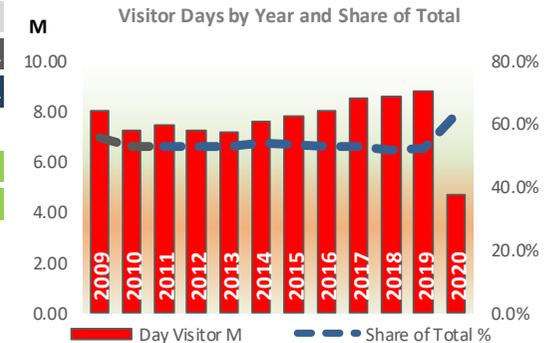
2009 to 2020

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



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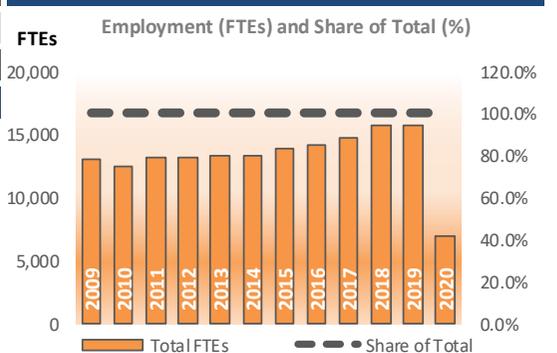
Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

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

STEAM FINAL TREND REPORT FOR 2009-2020 NORTHUMBERLAND													2009 to 2020		TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020		22.9%	-0.4%	-48.8%	-90.5%	-89.7%	-83.9%	-38.8%	-20.8%	-21.9%	-42.2%	-66.8%	-54.6%	-46.7%	Annual Change	-9.2%	-88.0%	-27.3%	-52.5%
% Change 2019 to 2020		-9.0%	-16.5%	-59.0%	-92.0%	-91.1%	-86.5%	-49.7%	-32.2%	-35.3%	-50.2%	-75.2%	-65.5%	-56.0%		-28.1%	-89.8%	-39.2%	-62.1%
Average Annual Change		2.1%	0.0%	-4.4%	-8.2%	-8.2%	-7.6%	-3.5%	-1.9%	-2.0%	-3.8%	-6.1%	-5.0%	-4.2%		-0.8%	-8.0%	-2.5%	-4.8%
2009	FTEs	9,262	9,550	9,608	13,411	16,827	15,902	18,004	19,451	14,740	12,703	7,793	9,010	13,022		9,473	15,380	17,398	9,835
2010	FTEs	8,062	9,199	9,293	12,642	15,654	16,750	17,311	18,333	15,004	11,992	7,858	8,340	12,537	-3.7%	8,852	15,015	16,883	9,397
2011	FTEs	9,944	9,376	9,602	13,865	16,393	16,750	17,799	18,276	15,122	13,085	8,776	9,773	13,230	5.5%	9,641	15,669	17,065	10,545
2012	FTEs	10,289	9,866	9,951	13,446	15,710	17,074	17,409	18,291	14,892	12,699	9,025	9,734	13,199	-0.2%	10,035	15,410	16,864	10,486
2013	FTEs	10,753	9,969	10,164	13,403	16,154	16,721	17,593	18,532	14,878	12,830	9,214	10,094	13,359	1.2%	10,295	15,426	17,001	10,713
2014	FTEs	10,822	9,933	10,028	13,871	16,360	16,460	17,754	18,445	14,998	12,589	9,185	10,164	13,384	0.2%	10,261	15,564	17,066	10,646
2015	FTEs	11,202	10,514	10,428	14,233	16,926	17,163	18,461	19,273	15,637	13,340	9,414	10,564	13,930	4.1%	10,715	16,107	17,790	11,106
2016	FTEs	11,035	10,131	10,849	14,051	16,916	17,495	19,317	20,487	16,203	13,495	9,434	10,686	14,175	1.8%	10,672	16,154	18,669	11,205
2017	FTEs	11,564	10,551	11,312	14,840	17,940	18,040	20,193	21,429	17,166	13,940	9,701	10,956	14,803	4.4%	11,142	16,940	19,596	11,532
2018	FTEs	12,227	11,357	12,002	15,436	19,187	19,072	21,762	22,742	18,107	14,737	10,208	11,619	15,705	6.1%	11,862	17,898	20,870	12,188
2019	FTEs	12,516	11,382	12,014	15,902	19,323	18,963	21,877	22,719	17,786	14,736	10,419	11,844	15,790	0.5%	11,970	18,063	20,794	12,333
2020	FTEs	11,387	9,509	4,923	1,271	1,725	2,555	11,009	15,405	11,512	7,345	2,585	4,086	6,943	-56.0%	8,606	1,850	12,642	4,672

EMPLOYMENT													TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)			
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	20,000				
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	15,000				
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%																	
Change in Share from 2009	%																	
Avg Ann. Change in Share	%																	



STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

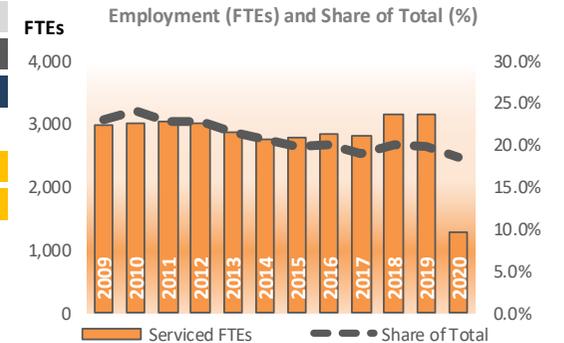
2009 to 2020

SERVICED

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER					
KEY	SERVICED ACCOMMODATION																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	-19.7%	-18.4%	-66.6%	-89.1%	-86.7%	-77.6%	-44.4%	-47.0%	-50.1%	-60.3%	-57.0%	-56.5%	-57.0%	Annual Change	-35.7%	-84.2%	-47.2%	-58.1%	
% Change 2019 to 2020	-24.0%	-20.6%	-68.6%	-89.2%	-87.9%	-79.4%	-52.4%	-43.1%	-50.6%	-60.4%	-60.9%	-61.3%	-59.1%		-38.8%	-85.2%	-48.7%	-60.8%	
Average Annual Change	-1.8%	-1.7%	-6.1%	-8.1%	-7.9%	-7.1%	-4.0%	-4.3%	-4.6%	-5.5%	-5.2%	-5.1%	-5.2%		-3.2%	-7.7%	-4.3%	-5.3%	
2009	FTEs	2,451	2,595	2,729	2,926	3,247	3,358	3,320	3,899	3,294	3,092	2,471	2,349	2,978		2,591	3,177	3,504	2,638
2010	FTEs	2,459	2,613	2,809	2,958	3,321	3,504	3,454	3,592	3,372	3,027	2,576	2,453	3,011	1.1%	2,627	3,261	3,472	2,685
2011	FTEs	2,489	2,597	2,810	2,938	3,297	3,541	3,495	3,558	3,365	3,080	2,603	2,481	3,021	0.3%	2,632	3,259	3,473	2,721
2012	FTEs	2,475	2,571	2,787	2,889	3,243	3,604	3,534	3,552	3,333	3,005	2,605	2,503	3,008	-0.4%	2,611	3,245	3,473	2,704
2013	FTEs	2,357	2,495	2,684	2,751	3,136	3,362	3,260	3,378	3,136	2,885	2,496	2,391	2,861	-4.9%	2,512	3,083	3,258	2,590
2014	FTEs	2,263	2,376	2,589	2,606	3,155	3,170	3,280	3,203	2,965	2,730	2,392	2,325	2,754	-3.7%	2,409	2,977	3,149	2,482
2015	FTEs	2,311	2,384	2,600	2,588	3,147	3,224	3,335	3,172	2,980	2,746	2,388	2,328	2,767	0.5%	2,432	2,986	3,162	2,487
2016	FTEs	2,330	2,417	2,620	2,634	3,173	3,272	3,493	3,264	3,040	2,815	2,426	2,377	2,822	2.0%	2,456	3,026	3,266	2,539
2017	FTEs	2,325	2,408	2,636	2,651	3,193	3,255	3,418	3,260	3,023	2,770	2,435	2,375	2,812	-0.3%	2,457	3,033	3,233	2,527
2018	FTEs	2,602	2,687	2,928	2,953	3,566	3,677	3,881	3,643	3,353	3,098	2,723	2,661	3,148	11.9%	2,739	3,398	3,626	2,827
2019	FTEs	2,590	2,669	2,909	2,937	3,560	3,654	3,874	3,629	3,328	3,095	2,716	2,640	3,133	-0.5%	2,723	3,384	3,610	2,817
2020	FTEs	1,969	2,118	913	318	432	753	1,844	2,065	1,644	1,227	1,063	1,022	1,281	-59.1%	1,666	501	1,851	1,104

EMPLOYMENT													SERVICED ACCOMMODATION	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Share of Total (%)
Serviced	FTEs	2,978	3,011	3,021	3,008	2,861	2,754	2,767	2,822	2,812	3,148	3,133	1,281	
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	%	22.9%	24.0%	22.8%	22.8%	21.4%	20.6%	19.9%	19.9%	19.0%	20.0%	19.8%	18.4%	
Annual Change in Share	%		5.0%	-4.9%	-0.2%	-6.0%	-3.9%	-3.5%	0.2%	-4.6%	5.5%	-1.0%	-7.0%	
Change in Share from 2009	%		5.0%	-0.1%	-0.3%	-6.3%	-10.0%	-13.1%	-12.9%	-16.9%	-12.3%	-13.2%	-19.3%	
Avg Ann. Change in Share	%		5.0%	-0.1%	-0.1%	-1.6%	-2.0%	-2.2%	-1.8%	-2.1%	-1.4%	-1.3%	-1.8%	



STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

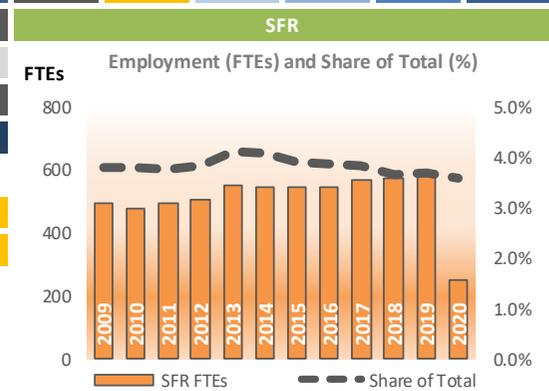
2009 to 2020													NON-SERVICED	DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4					Annual Change	Q1	Q2	Q3
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% 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%		-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		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	-0.2%	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-SERVICED ACCOMMODATION			
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs Employment (FTEs) and Share of Total (%)			
Non-Serviced 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%				

STEAM FINAL TREND REPORT FOR 2009-2020
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EMPLOYMENT BY:													2009 to 2020		SFR	DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													SFR						
An increase of 3% or more													DIRECTIONS		DIRECTIONS				
Less than 3% change													TOTAL		TOTAL				
A Fall of 3% or more													% Change		% Change				
DIRECTIONS													Annual Change		Annual Change				
Q1													Q1		Q1				
Q2													Q2		Q2				
Q3													Q3		Q3				
Q4													Q4		Q4				
JAN													JAN		JAN				
FEB													FEB		FEB				
MAR													MAR		MAR				
APR													APR		APR				
MAY													MAY		MAY				
JUN													JUN		JUN				
JUL													JUL		JUL				
AUG													AUG		AUG				
SEP													SEP		SEP				
OCT													OCT		OCT				
NOV													NOV		NOV				
DEC													DEC		DEC				
2009 FTEs													2009 FTEs		2009 FTEs				
2010 FTEs													2010 FTEs		2010 FTEs				
2011 FTEs													2011 FTEs		2011 FTEs				
2012 FTEs													2012 FTEs		2012 FTEs				
2013 FTEs													2013 FTEs		2013 FTEs				
2014 FTEs													2014 FTEs		2014 FTEs				
2015 FTEs													2015 FTEs		2015 FTEs				
2016 FTEs													2016 FTEs		2016 FTEs				
2017 FTEs													2017 FTEs		2017 FTEs				
2018 FTEs													2018 FTEs		2018 FTEs				
2019 FTEs													2019 FTEs		2019 FTEs				
2020 FTEs													2020 FTEs		2020 FTEs				

EMPLOYMENT													SFR			
SHARE OF MARKET													FTEs		Share of Total (%)	
2009													2009		2009	
2010													2010		2010	
2011													2011		2011	
2012													2012		2012	
2013													2013		2013	
2014													2014		2014	
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2020													2020		2020	



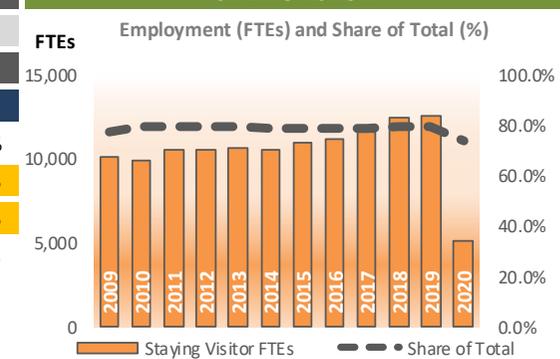
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
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EMPLOYMENT BY:													2009 to 2020		STAYING VISITOR		DIRECT EMPLOYMENT													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													DIRECTIONS		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES															
Less than 3% change													Q1		Q2		Q3		Q4		TOTAL	% Change	Q1	Q2	Q3	Q4				
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG							SEP	OCT	NOV	DEC
% Change 2009 to 2020													14.0%	-2.7%	-57.8%	-85.3%	-85.6%	-80.0%	-41.2%	-34.5%	-30.2%	-48.2%	-61.1%	-55.8%	-49.3%	Annual Change	-16.0%	-83.6%	-35.4%	-54.3%
% Change 2019 to 2020													-15.0%	-20.7%	-66.7%	-88.4%	-88.3%	-83.8%	-52.7%	-43.6%	-44.3%	-58.3%	-71.9%	-65.7%	-59.5%	Annual Change	-34.5%	-86.8%	-46.8%	-64.8%
Average Annual Change													1.3%	-0.2%	-5.3%	-7.8%	-7.8%	-7.3%	-3.7%	-3.1%	-2.7%	-4.4%	-5.6%	-5.1%	-4.5%	Annual Change	-1.5%	-7.6%	-3.2%	-4.9%
2009	FTEs	6,092	5,602	6,171	8,105	9,760	9,132	9,824	11,352	9,131	7,436	5,306	5,757	7,806		5,955	8,999	10,102	6,166											
2010	FTEs	5,718	5,704	6,173	8,029	9,644	9,824	9,705	10,936	9,569	7,240	5,549	5,689	7,815	0.1%	5,865	9,165	10,070	6,159											
2011	FTEs	6,445	5,945	6,676	8,794	10,332	10,174	10,098	10,989	9,821	7,915	6,088	6,062	8,278	5.9%	6,356	9,766	10,303	6,688											
2012	FTEs	6,604	5,989	6,829	8,819	10,112	10,150	10,062	11,003	9,716	7,950	6,212	6,256	8,308	0.4%	6,474	9,694	10,260	6,806											
2013	FTEs	6,990	6,060	6,929	8,748	10,224	9,948	9,987	11,118	9,663	8,010	6,302	6,439	8,368	0.7%	6,660	9,640	10,256	6,917											
2014	FTEs	6,870	5,908	6,800	8,552	10,104	9,620	9,989	11,056	9,592	7,902	6,208	6,376	8,248	-1.4%	6,526	9,425	10,212	6,829											
2015	FTEs	7,252	6,214	7,148	8,929	10,556	10,092	10,469	11,532	10,071	8,316	6,529	6,672	8,648	4.9%	6,871	9,859	10,691	7,172											
2016	FTEs	7,370	6,283	7,165	8,989	10,631	10,211	10,757	11,901	10,378	8,495	6,620	6,771	8,797	1.7%	6,939	9,943	11,012	7,295											
2017	FTEs	7,572	6,434	7,373	9,358	11,028	10,456	11,015	12,340	10,969	8,609	6,723	6,882	9,063	3.0%	7,127	10,281	11,441	7,404											
2018	FTEs	8,037	6,892	7,859	10,009	11,870	11,433	12,079	13,286	11,674	9,295	7,266	7,377	9,756	7.6%	7,596	11,104	12,346	7,980											
2019	FTEs	8,171	6,872	7,840	10,289	11,954	11,300	12,211	13,191	11,437	9,231	7,357	7,416	9,772	0.2%	7,628	11,181	12,280	8,001											
2020	FTEs	6,942	5,450	2,607	1,195	1,403	1,830	5,775	7,440	6,371	3,849	2,066	2,544	3,956	-59.5%	5,000	1,476	6,529	2,820											

EMPLOYMENT													STAYING VISITOR																		
SHARE OF MARKET													FTEs		Employment (FTEs) and Share of Total (%)																
2009													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020								
Staying Visitor													FTEs	10,065	9,916	10,484	10,476	10,586	10,488	10,987	11,187	11,615	12,441	12,487	5,102						
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													%	77.3%	79.1%	79.2%	79.4%	79.2%	78.4%	78.9%	78.9%	78.5%	79.2%	79.1%	73.5%						
Annual Change in Share													%		2.3%	0.2%	0.2%	-0.2%	-1.1%	0.7%	0.1%	-0.6%	1.0%	-0.2%	-7.1%						
Change in Share from 2009													%		2.3%	2.5%	2.7%	2.5%	1.4%	2.0%	2.1%	1.5%	2.5%	2.3%	-4.9%						
Avg Ann. Change in Share													%		2.3%	1.3%	0.9%	0.6%	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	-0.4%						



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STEAM FINAL TREND REPORT FOR 2009-2020
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2009 to 2020													DAY VISITOR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020	39.4%	5.9%	-20.7%	-98.9%	-94.8%	-87.4%	-29.4%	18.8%	0.1%	-29.2%	-78.3%	-51.5%	-37.7%	Annual Change	7.2%	-93.3%	-4.9%	-47.4%
% Change 2019 to 2020	5.3%	-6.5%	-32.6%	-98.8%	-94.7%	-88.6%	-40.3%	-2.8%	-7.8%	-27.5%	-79.6%	-64.1%	-44.3%		-10.8%	-93.4%	-18.8%	-52.7%
Average Annual Change	3.6%	0.5%	-1.9%	-9.0%	-8.6%	-7.9%	-2.7%	1.7%	0.0%	-2.7%	-7.1%	-4.7%	-3.4%		0.7%	-8.5%	-0.4%	-4.3%
2009 FTEs	1,866	2,582	2,043	3,035	3,932	3,847	4,485	4,007	2,931	3,129	1,581	2,037	2,956		2,164	3,605	3,808	2,249
2010 FTEs	1,384	2,242	1,849	2,561	3,200	3,844	4,140	3,580	2,751	2,845	1,405	1,642	2,620	-11.4%	1,825	3,202	3,490	1,964
2011 FTEs	2,138	2,208	1,628	2,766	3,130	3,568	4,180	3,577	2,662	3,042	1,617	2,431	2,746	4.8%	1,991	3,155	3,473	2,364
2012 FTEs	2,259	2,567	1,759	2,441	2,861	3,872	3,973	3,635	2,634	2,741	1,706	2,224	2,723	-0.8%	2,195	3,058	3,414	2,223
2013 FTEs	2,231	2,559	1,802	2,458	3,047	3,775	4,232	3,730	2,644	2,740	1,746	2,313	2,773	1.8%	2,197	3,093	3,535	2,266
2014 FTEs	2,384	2,667	1,808	3,009	3,303	3,900	4,324	3,715	2,794	2,646	1,796	2,401	2,896	4.4%	2,286	3,404	3,611	2,281
2015 FTEs	2,327	2,850	1,805	2,946	3,315	3,996	4,386	3,868	2,834	2,840	1,690	2,454	2,943	1.6%	2,327	3,419	3,696	2,328
2016 FTEs	2,081	2,490	2,126	2,753	3,244	4,144	4,764	4,432	2,968	2,782	1,620	2,451	2,988	1.5%	2,232	3,380	4,054	2,284
2017 FTEs	2,268	2,643	2,252	2,962	3,621	4,312	5,167	4,691	3,091	3,002	1,708	2,535	3,188	6.7%	2,388	3,632	4,316	2,415
2018 FTEs	2,397	2,889	2,384	2,850	3,812	4,194	5,361	4,818	3,192	3,001	1,633	2,631	3,263	2.4%	2,557	3,619	4,457	2,421
2019 FTEs	2,469	2,924	2,406	2,897	3,819	4,240	5,301	4,897	3,181	3,059	1,689	2,756	3,303	1.2%	2,600	3,652	4,460	2,501
2020 FTEs	2,601	2,735	1,620	34	204	485	3,165	4,762	2,934	2,217	344	988	1,841	-44.3%	2,319	241	3,620	1,183

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Share of Total (%)
Day Visitor	FTEs	2,956	2,620	2,746	2,723	2,773	2,896	2,943	2,988	3,188	3,263	3,303	1,841	
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	%	22.7%	20.9%	20.8%	20.6%	20.8%	21.6%	21.1%	21.5%	20.8%	20.9%	26.5%		
Annual Change in Share	%		-7.9%	-0.7%	-0.6%	0.6%	4.2%	-2.4%	-0.2%	2.2%	-3.5%	0.7%	26.7%	
Change in Share from 2009	%		-7.9%	-8.6%	-9.1%	-8.6%	-4.7%	-7.0%	-7.2%	-5.2%	-8.5%	-7.9%	16.8%	
Avg Ann. Change in Share	%		-7.9%	-4.3%	-3.0%	-2.1%	-0.9%	-1.2%	-1.0%	-0.6%	-0.9%	-0.8%	1.5%	



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**STEAM FINAL TREND REPORT FOR 2009-2020
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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%				

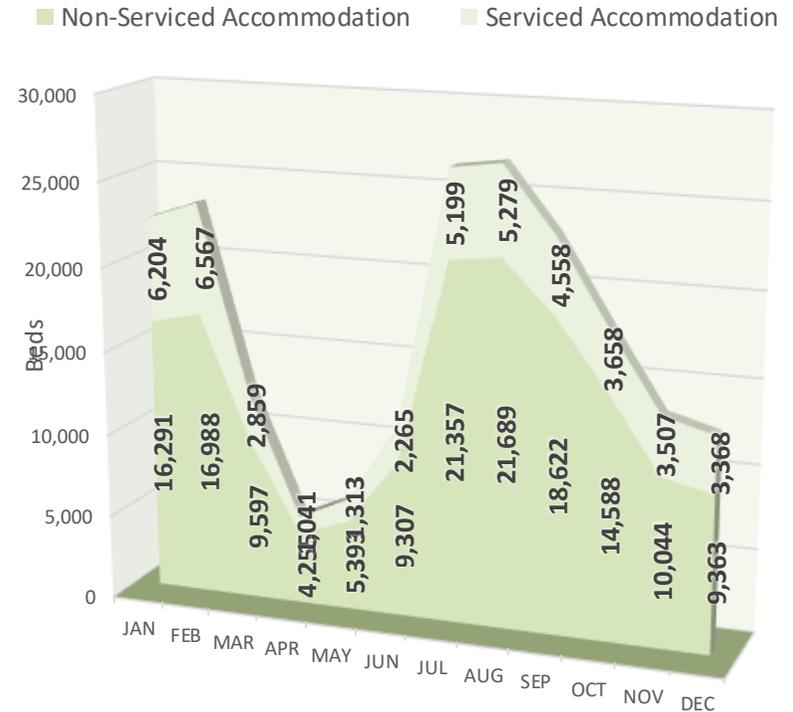
SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	22,495	23,555	12,456	5,296	6,706	11,573	26,556	26,968	23,180	18,246	13,551	12,731
Serviced Accommodation	6,204	6,567	2,859	1,041	1,313	2,265	5,199	5,279	4,558	3,658	3,507	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**

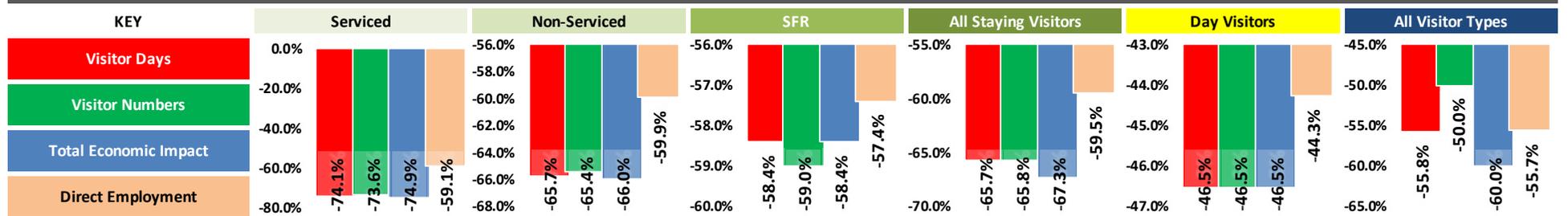
Comparing 2020 and 2019
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

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

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	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

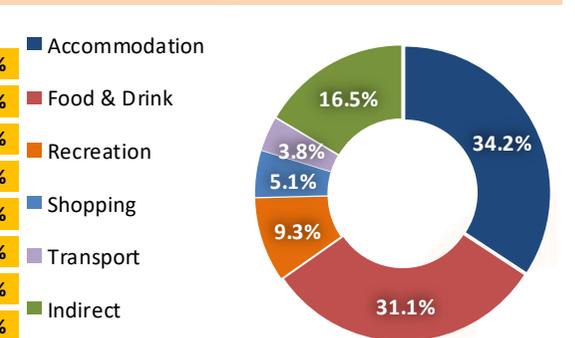


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



Sectors	2020	2019	+/- %
Accommodation	41.05	138.74	-70.4%
Food & Drink	163.35	388.39	-57.9%
Recreation	40.27	91.99	-56.2%
Shopping	29.47	70.03	-57.9%
Transport	44.48	108.87	-59.1%
TOTAL DIRECT	318.62	798.03	-60.1%
Indirect	111.82	277.23	-59.7%
TOTAL	430.44	1,075.26	-60.0%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

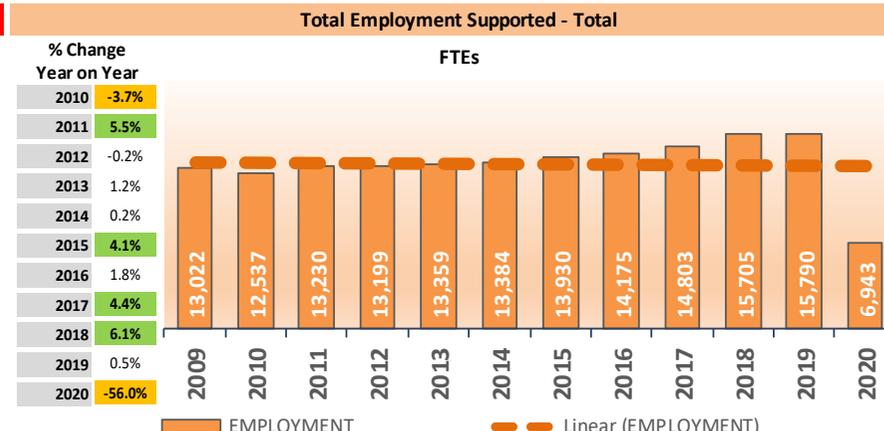
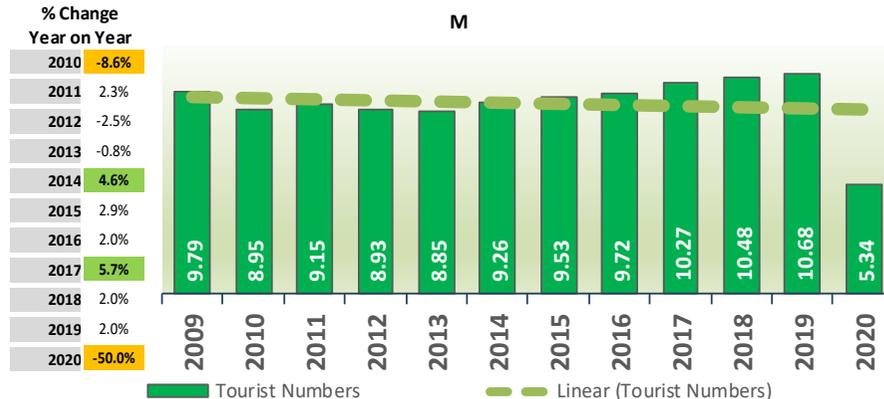
2009 to 2020
2020 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - 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

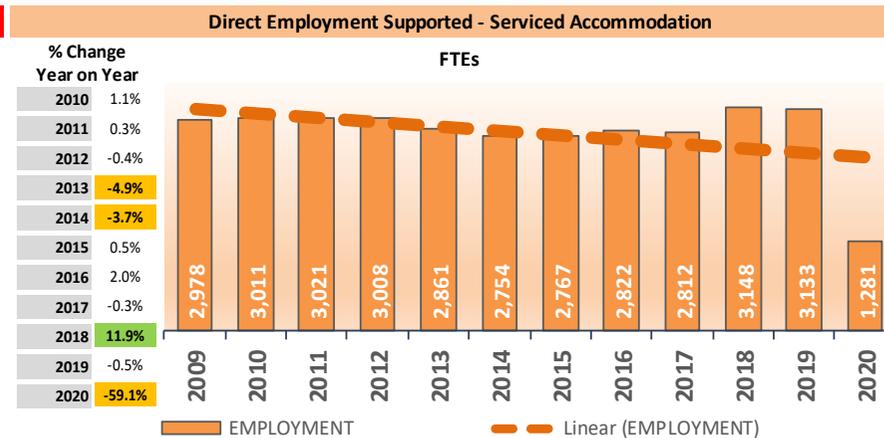
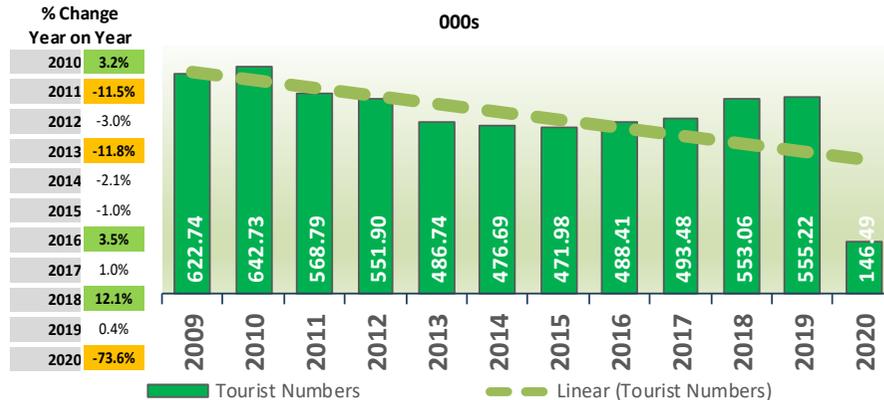
2009 to 2020
2020 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% 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

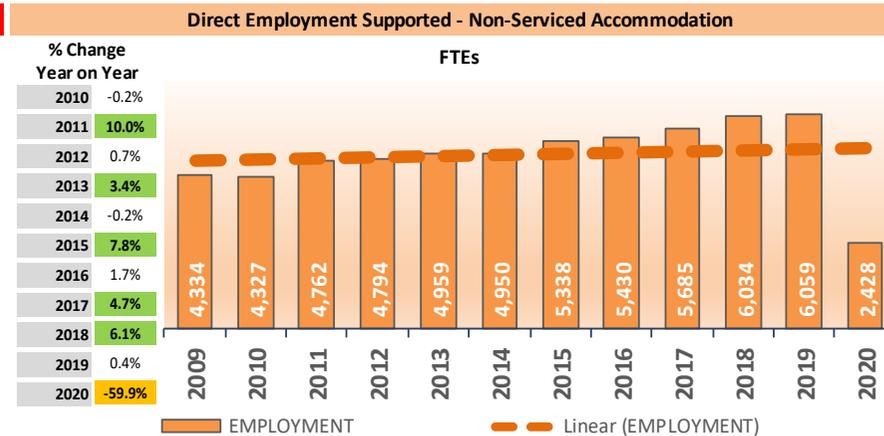
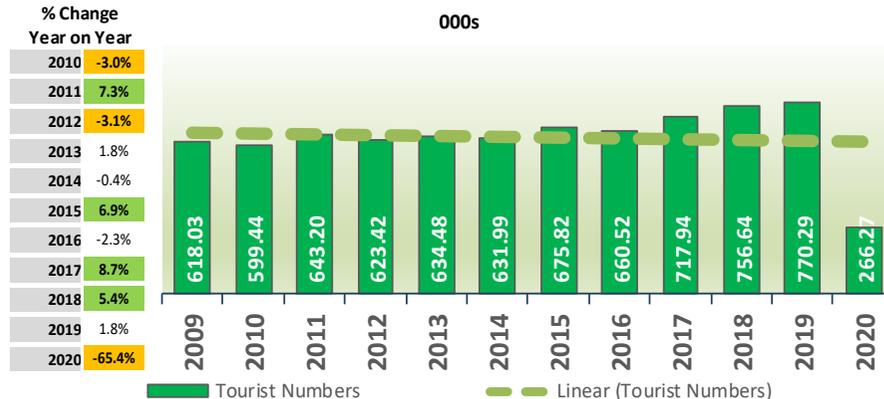
2009 to 2020
2020 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - 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

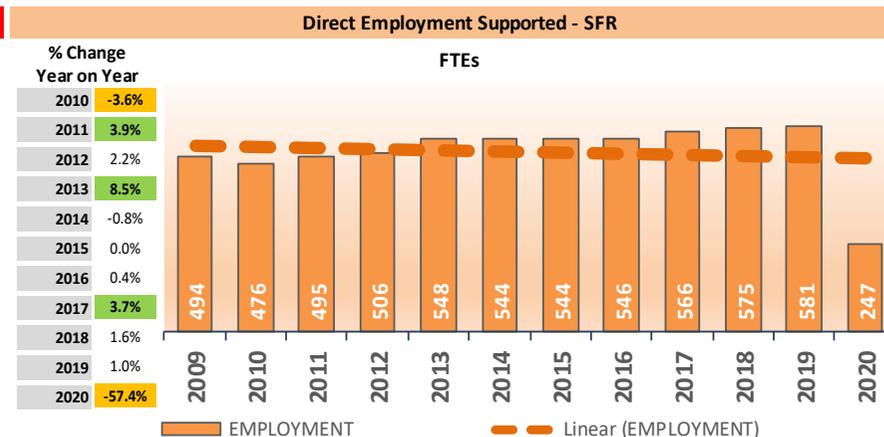
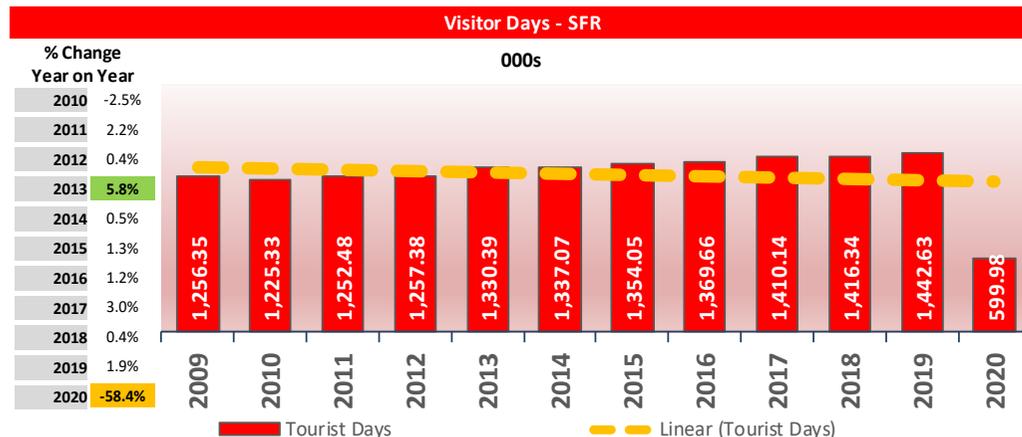
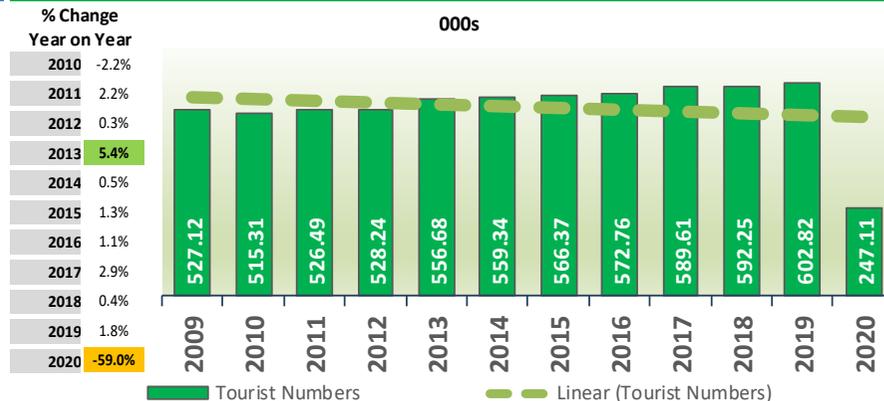
2009 to 2020
2020 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - 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

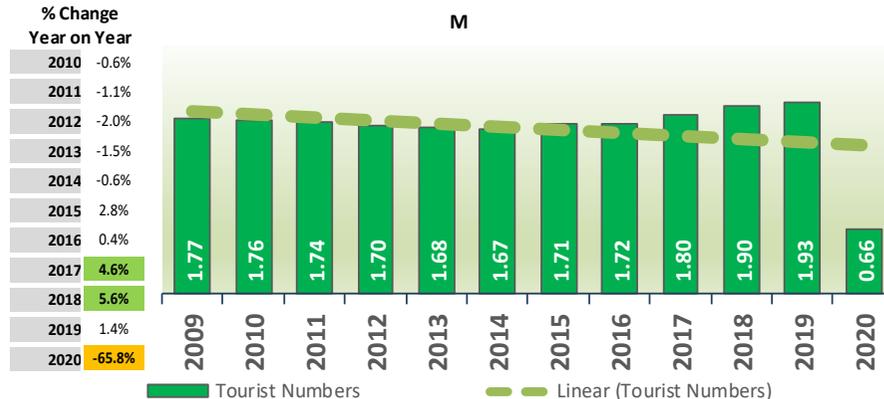
2009 to 2020
2020 Prices

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

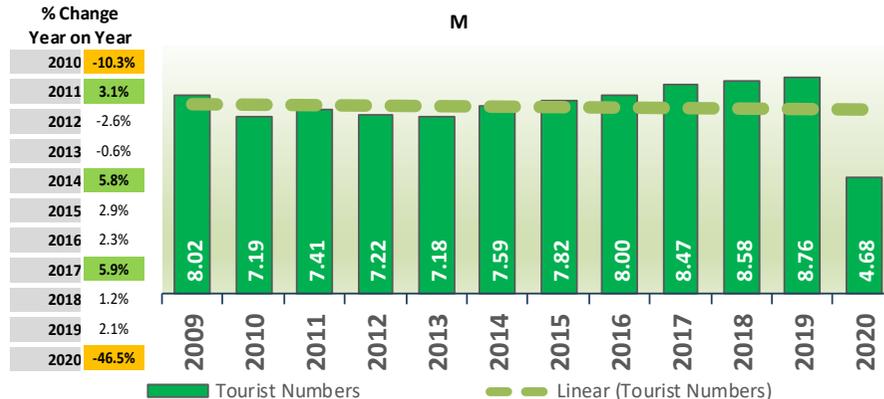
2009 to 2020
2020 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



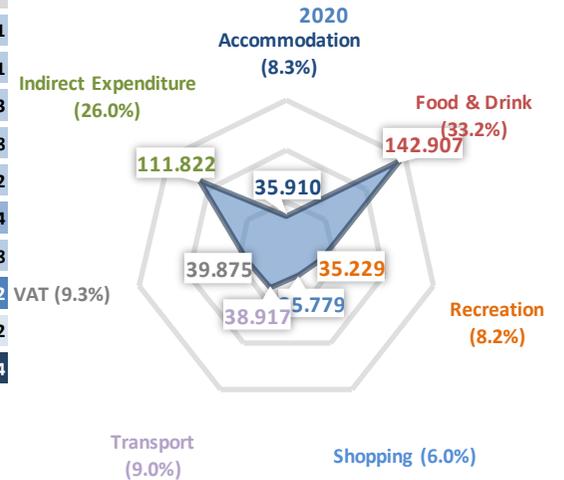
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-10.3%	-7.5%	-9.9%	-10.5%	-5.3%	-2.5%	-0.2%	5.7%	7.0%	9.2%	-41.6%
Visitor Numbers		-10.3%	-7.6%	-9.9%	-10.5%	-5.3%	-2.6%	-0.3%	5.6%	6.9%	9.2%	-41.6%
Visitor Days		-10.3%	-7.6%	-9.9%	-10.5%	-5.3%	-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

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

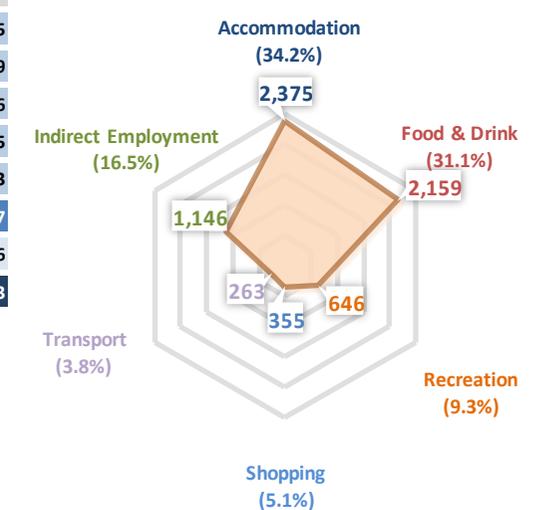
2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

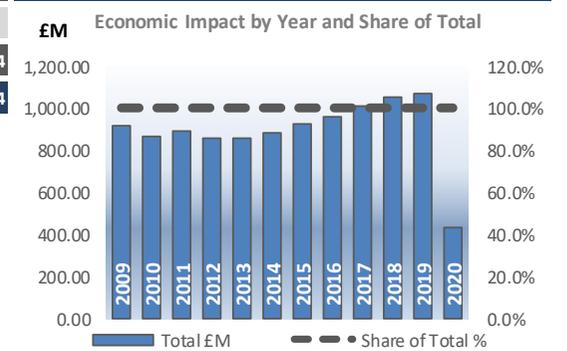
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation FTEs	4,375	4,474	4,764	4,839	4,812	4,705	4,938	4,971	4,950	5,356	5,340	2,375
Food & Drink FTEs	4,014	3,757	3,949	3,903	3,989	4,053	4,199	4,305	4,621	4,860	4,905	2,159
Recreation FTEs	1,180	1,096	1,149	1,137	1,161	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											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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		
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		
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	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2009	%														
Avg Ann. Change in Share	%														

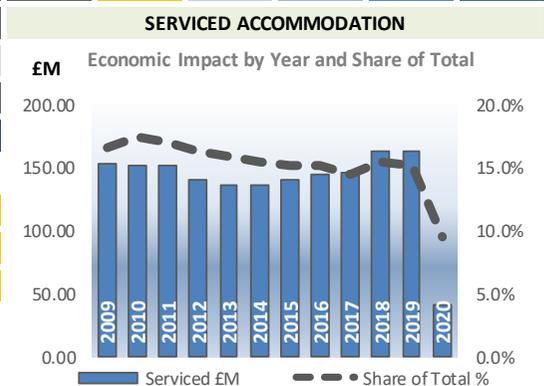


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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

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	Q1	Q2	Q3	Q4	
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change						
% 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%		-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		20.21	43.71	70.00	18.82
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					
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%					



STEAM FINAL TREND REPORT FOR 2009-2020
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2009 to 2020 2020 Prices													NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 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%				

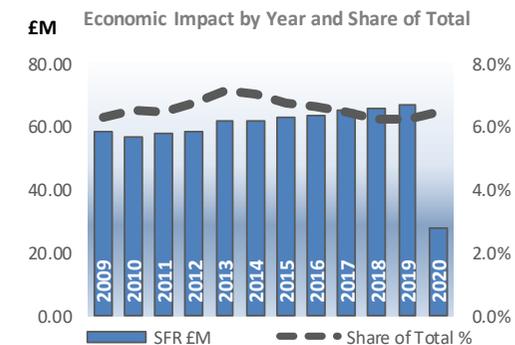
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Report Prepared by: Aimee Towle. Date of Issue: 13/05/21

STEAM FINAL TREND REPORT FOR 2009-2020
NORTHUMBERLAND

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		SFR	ECONOMIC IMPACT Indexed			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													SFR						
ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4										
An increase of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
Less than 3% change																			
A Fall of 3% or more																			
% 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		15.03	16.47	14.91	11.72
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	-2.4%	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	2.2%	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	0.4%	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	5.8%	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	0.5%	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	1.3%	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	1.1%	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	3.0%	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	0.4%	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	1.9%	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			
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											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 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		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	-2.5%	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	2.9%	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

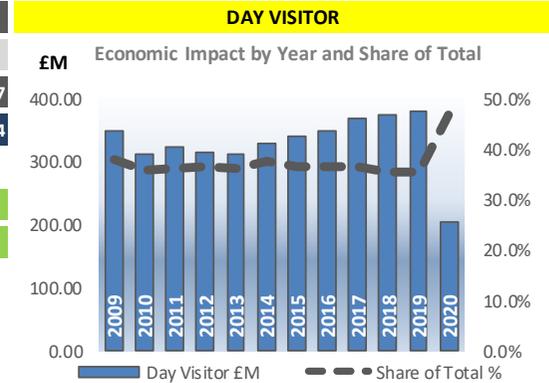
ECONOMIC IMPACT - INDEXED TO 2020													STAYING VISITOR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Staying Visitor	£M	572.31	557.80	573.99	549.02	548.25	550.12	588.67	608.87	643.99	682.40	694.66	226.97		
All Visitor Types	£M	920.83	870.49	896.30	863.01	860.22	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%	63.6%	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%	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%		



STEAM FINAL TREND REPORT FOR 2009-2020
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ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed																
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																		
DAY VISITOR													TOTAL						% Change														
ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																																	
KEY																																	
An increase of 3% or more																																	
Less than 3% change																																	
A Fall of 3% or more																																	
													Q1		Q2		Q3		Q4		TOTAL		Annual Change										
													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%			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			
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%		



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