



STEAM FINAL TREND REPORT FOR 2016-2020

Final

COVENTRY

DESTINATION COVENTRY

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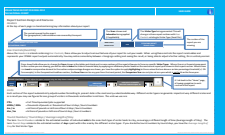
Website: www.globaltourismsolutions.co.uk

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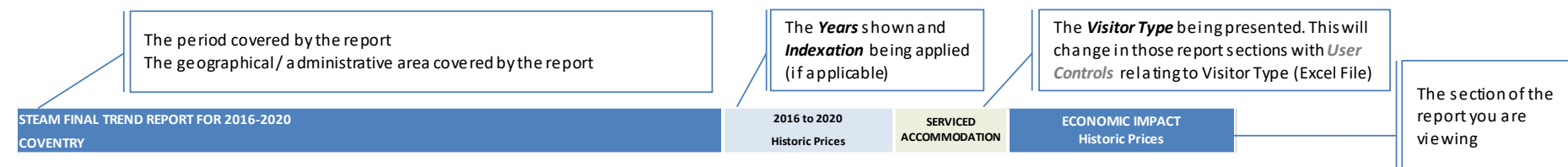
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Report Section Design and Features

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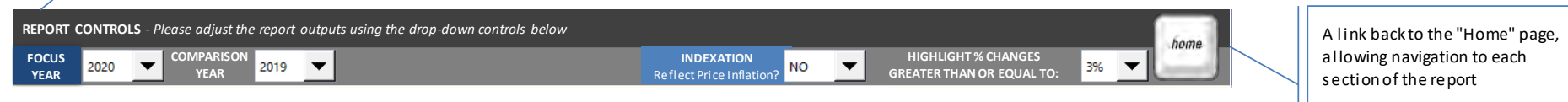
At the top of each page is a band containing key information about your report



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

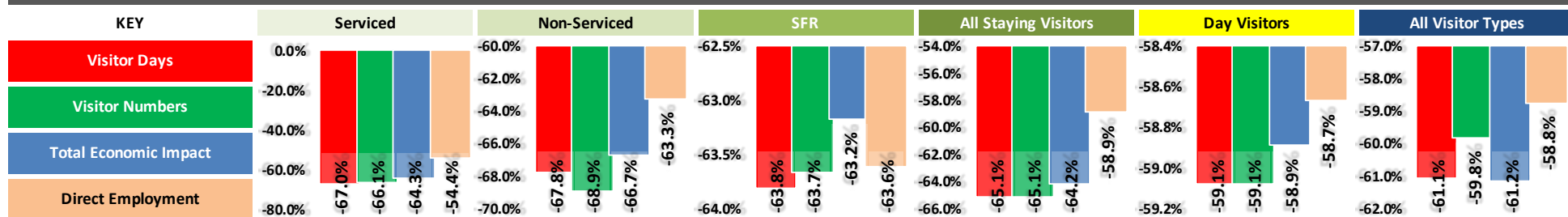
Visitor Numbers / Visitor Days / Average Length of Stay

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

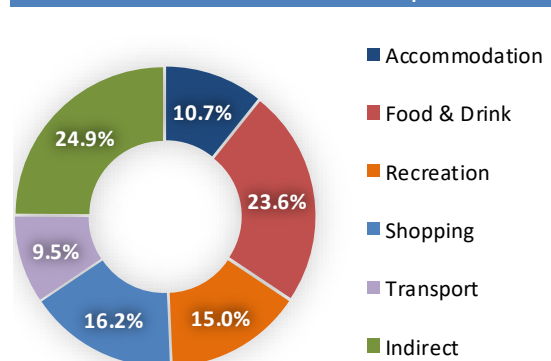
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

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	+/- %			
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
Visitor Days	M	0.386	1.169	-67.0%	0.151	0.468	-67.8%	0.951	2.630	-63.8%	1.488	4.266	-65.1%	3.596	8.788	-59.1%	5.084	13.05	-61.1%		
Visitor Numbers	M	0.199	0.587	-66.1%	0.022	0.069	-68.9%	0.211	0.581	-63.7%	0.432	1.238	-65.1%	3.596	8.788	-59.1%	4.028	10.03	-59.8%		
Direct Expenditure	£M																		173.40	446.73	-61.2%
Economic Impact	£M	43.10	120.58	-64.3%	12.55	37.69	-66.7%	34.85	94.63	-63.2%	90.50	252.90	-64.2%	140.38	341.46	-58.9%	230.88	594.36	-61.2%		
Direct Employment	FTEs	499	1,094	-54.4%	81	221	-63.3%	302	831	-63.6%	883	2,146	-58.9%	1,293	3,129	-58.7%	2,176	5,275	-58.8%		
Total Employment	FTEs																		2,754	6,760	-59.3%

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

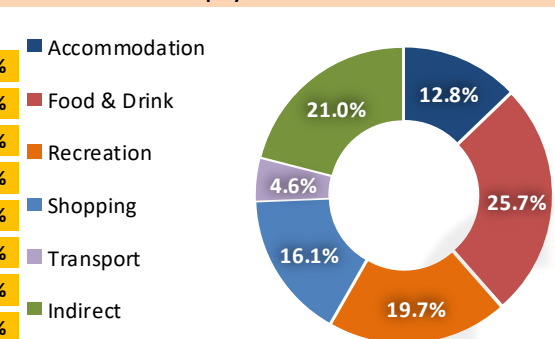


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2020	2019	+/- %
Accommodation	24.77	66.55	-62.8%
Food & Drink	54.59	131.55	-58.5%
Recreation	34.53	83.79	-58.8%
Shopping	37.51	107.96	-65.3%
Transport	22.00	56.88	-61.3%
TOTAL DIRECT	173.40	446.73	-61.2%
Indirect	57.48	147.62	-61.1%
TOTAL	230.88	594.36	-61.2%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2016 to 2020

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

STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

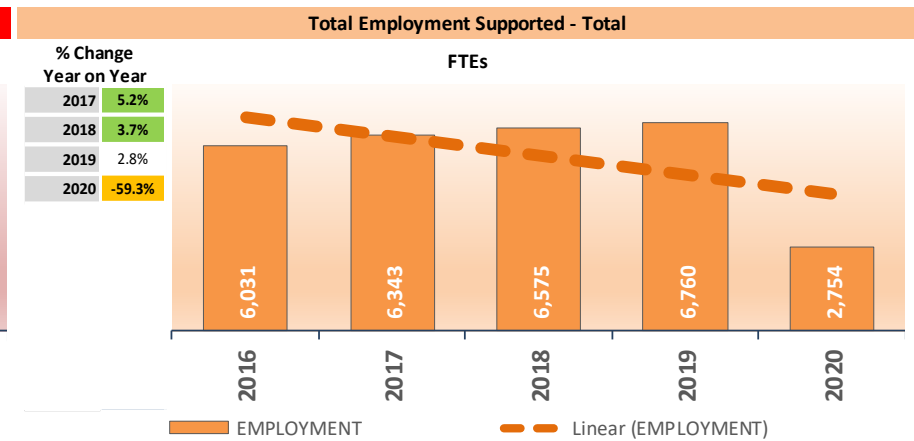
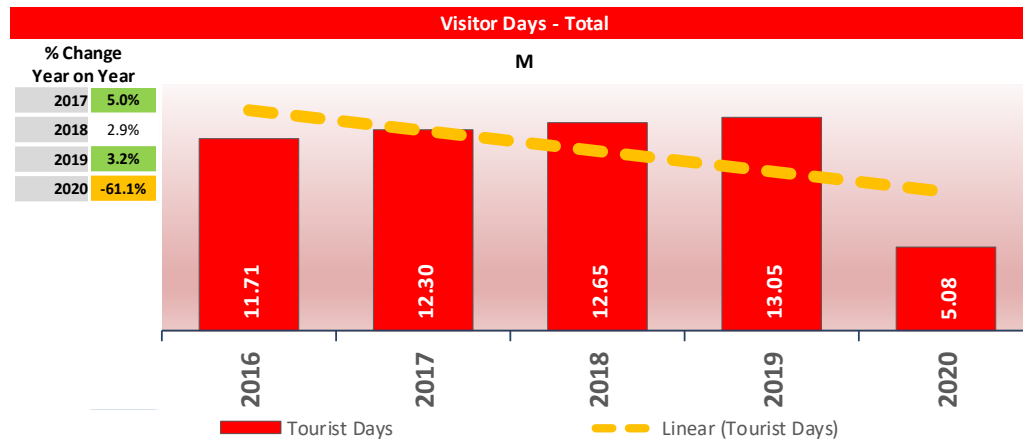
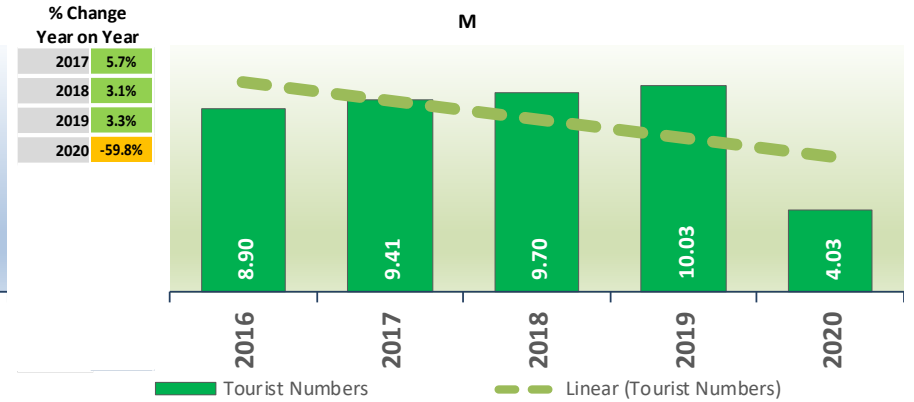
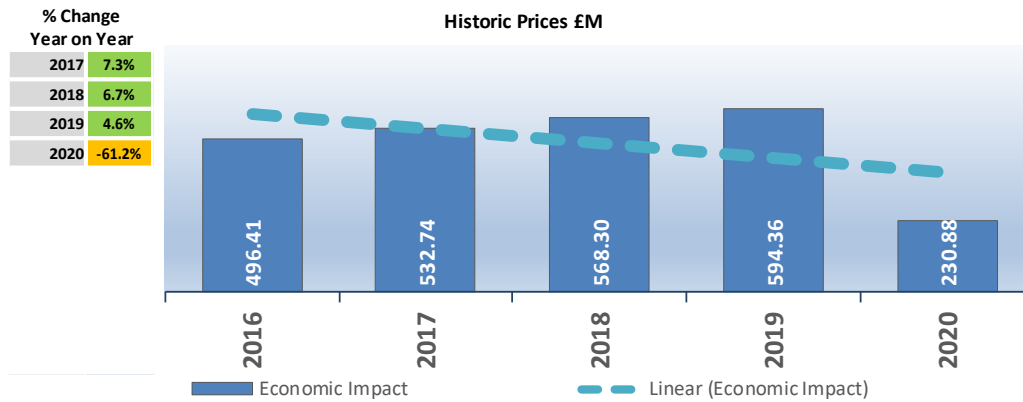
2016 to 2020
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		7.3%	14.5%	19.7%	-53.5%
Visitor Numbers		5.7%	9.0%	12.6%	-54.7%
Visitor Days		5.0%	8.1%	11.5%	-56.6%
Total Employment		5.2%	9.0%	12.1%	-54.3%

"Linear" = Linear Trendline

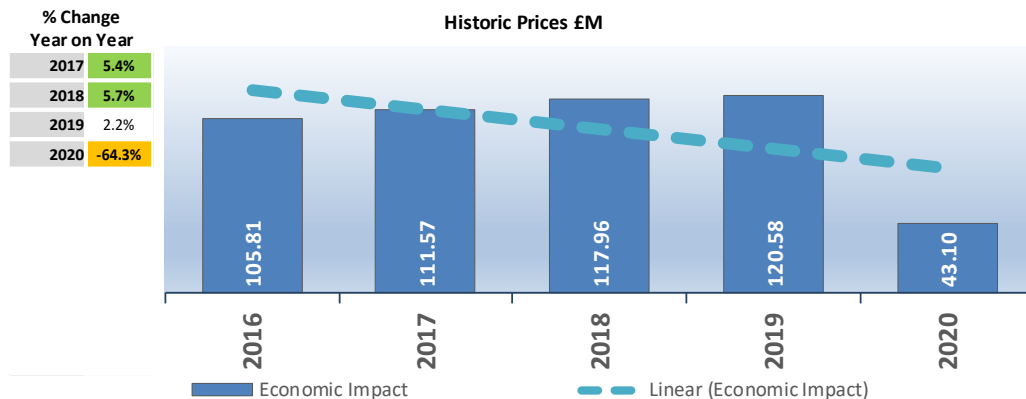
STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

2016 to 2020
Historic Prices

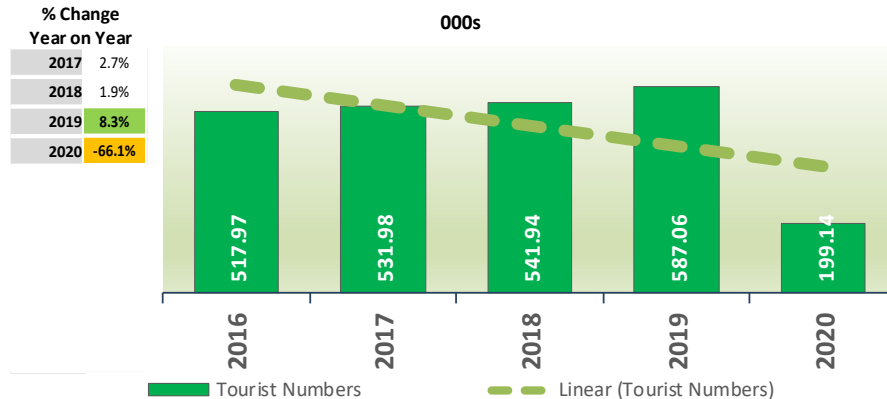
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

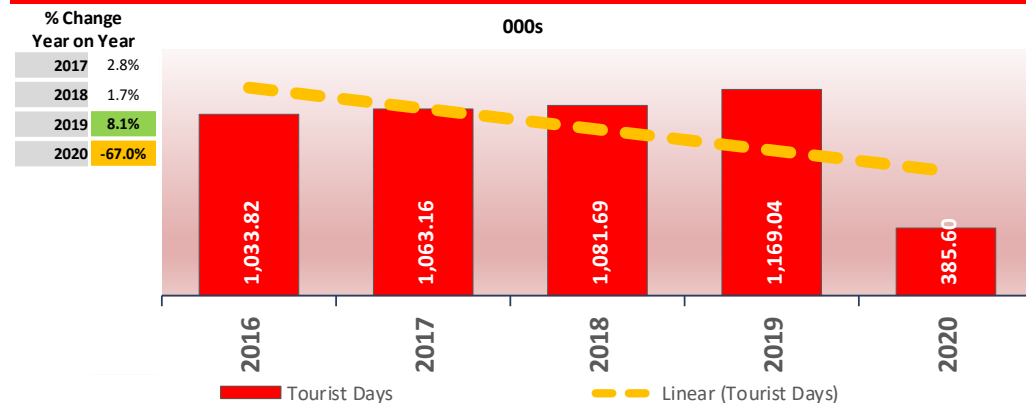
Economic Impact - Historic Prices - Serviced Accommodation



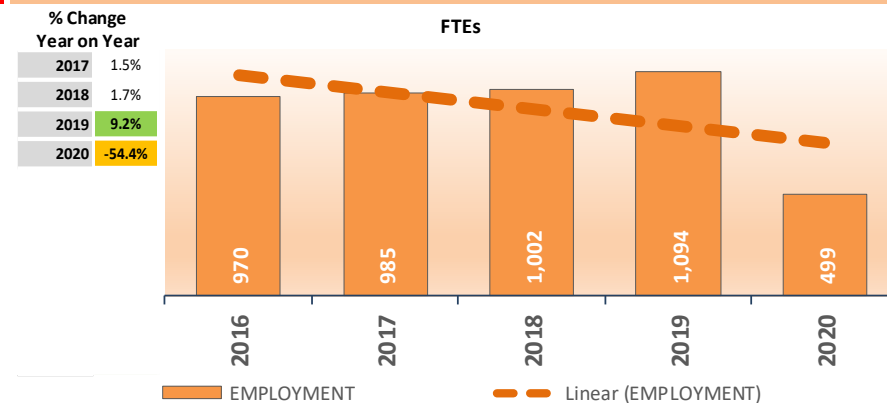
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.4%	11.5%	14.0%	-59.3%
Visitor Numbers		2.7%	4.6%	13.3%	-61.6%
Visitor Days		2.8%	4.6%	13.1%	-62.7%
Direct Employment		1.5%	3.3%	12.7%	-48.6%

"Linear" = Linear Trendline

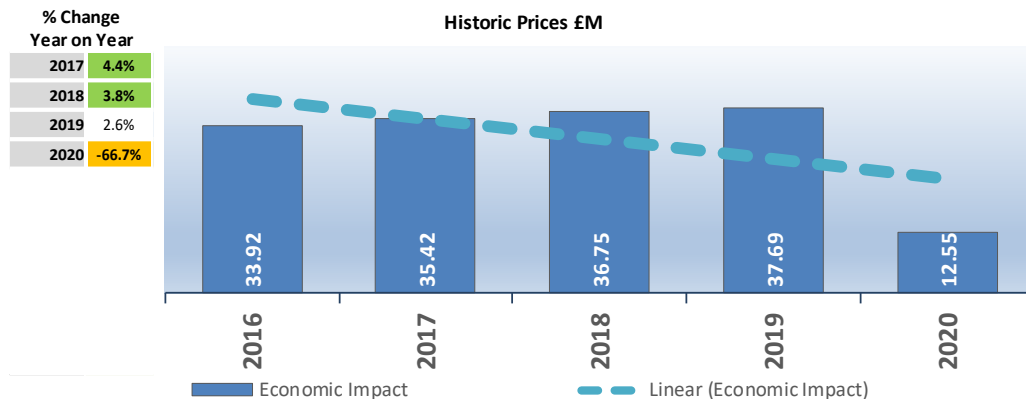
STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

2016 to 2020
Historic Prices

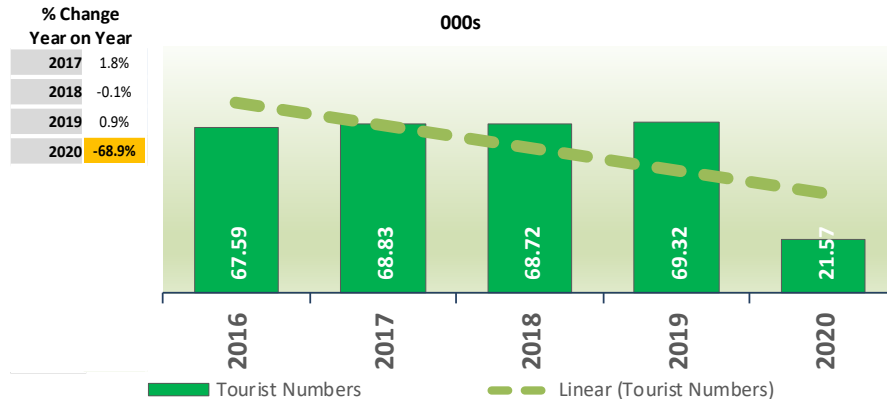
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

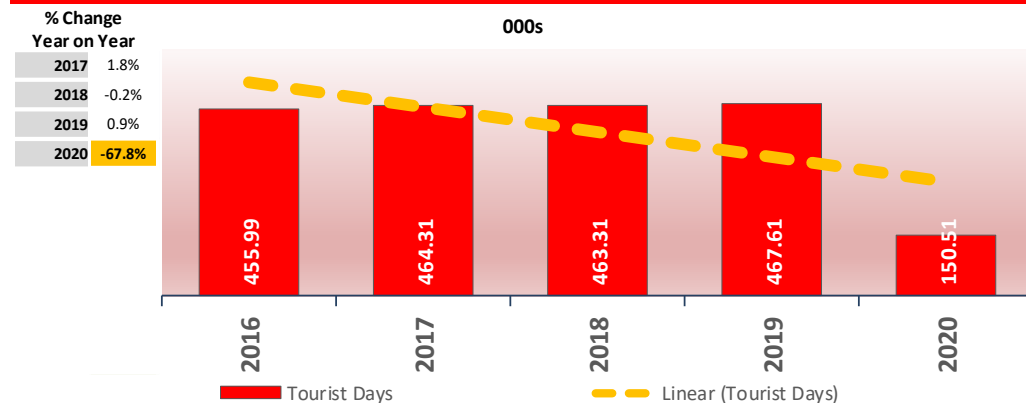
Economic Impact - Historic Prices - Non-Serviced Accommodation



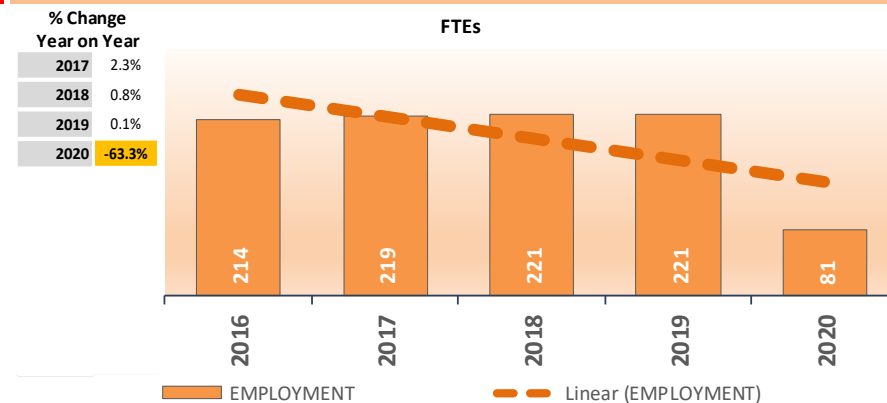
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		4.4%	8.3%	11.1%	-63.0%
Visitor Numbers		1.8%	1.7%	2.6%	-68.1%
Visitor Days		1.8%	1.6%	2.5%	-67.0%
Direct Employment		2.3%	3.2%	3.2%	-62.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

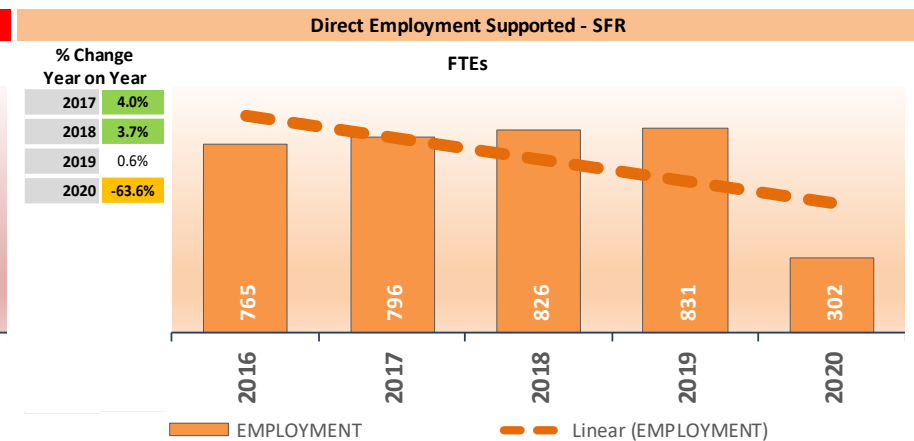
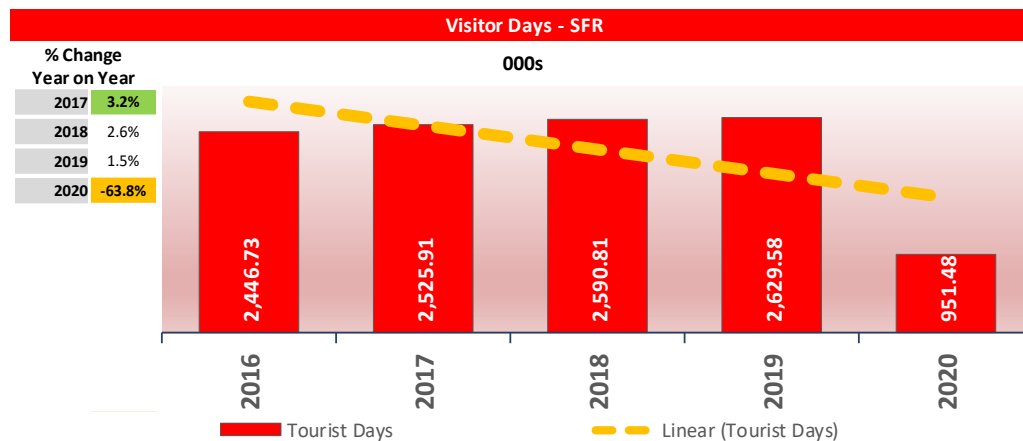
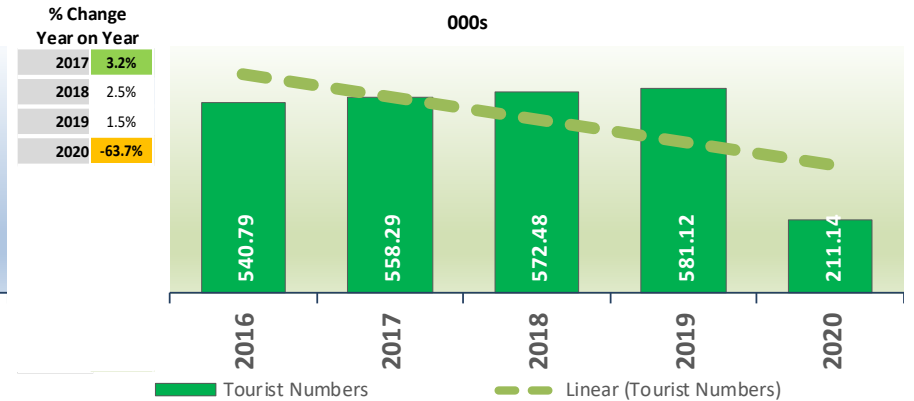
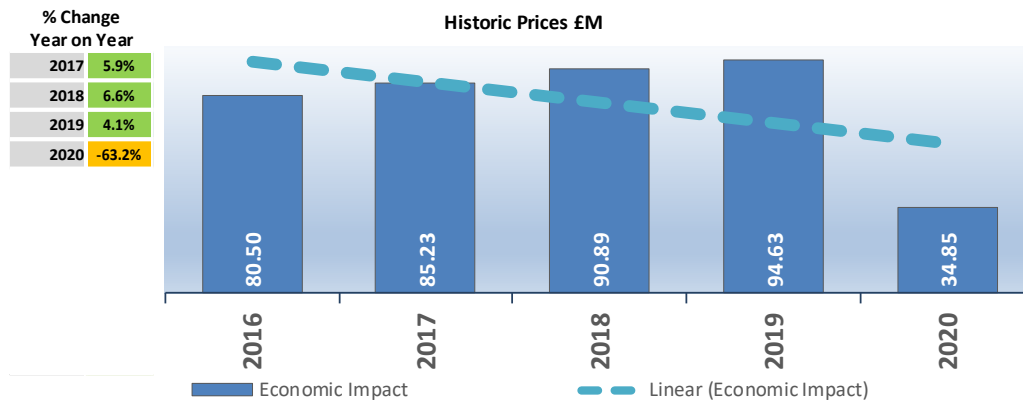
2016 to 2020
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

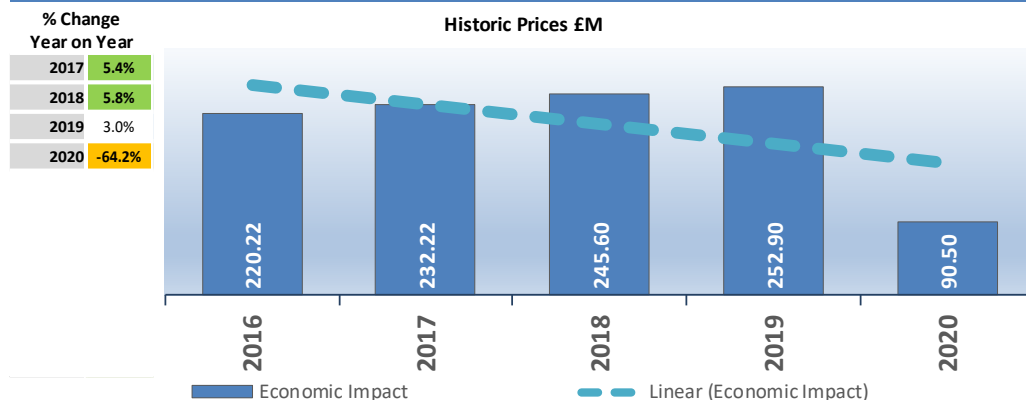
Visitor Numbers - SFR



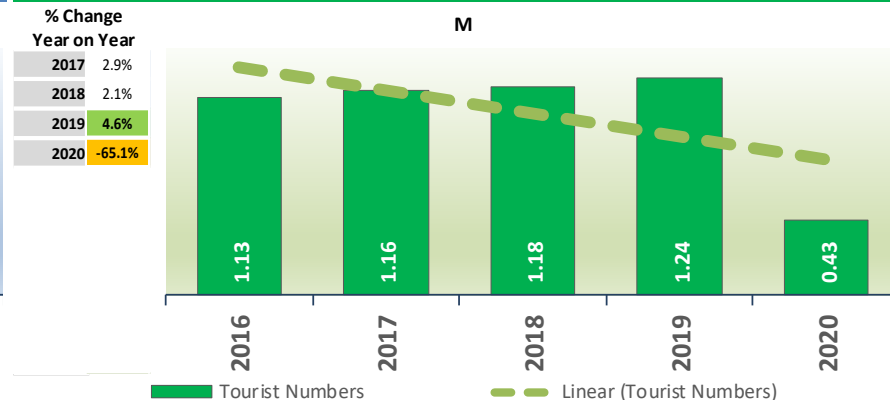
% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.9%	12.9%	17.6%	-56.7%
Visitor Numbers		3.2%	5.9%	7.5%	-61.0%
Visitor Days		3.2%	5.9%	7.5%	-61.1%
Direct Employment		4.0%	7.9%	8.6%	-60.5%

"Linear" = Linear Trendline

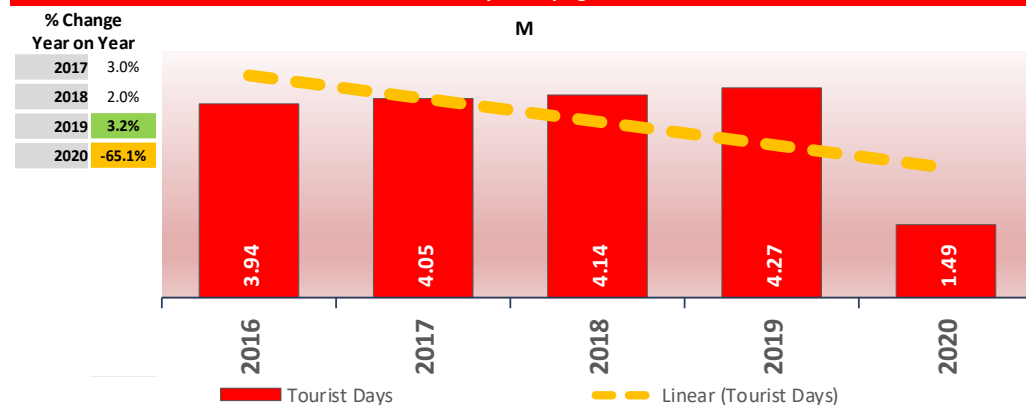
Economic Impact - Historic Prices - Staying Visitor



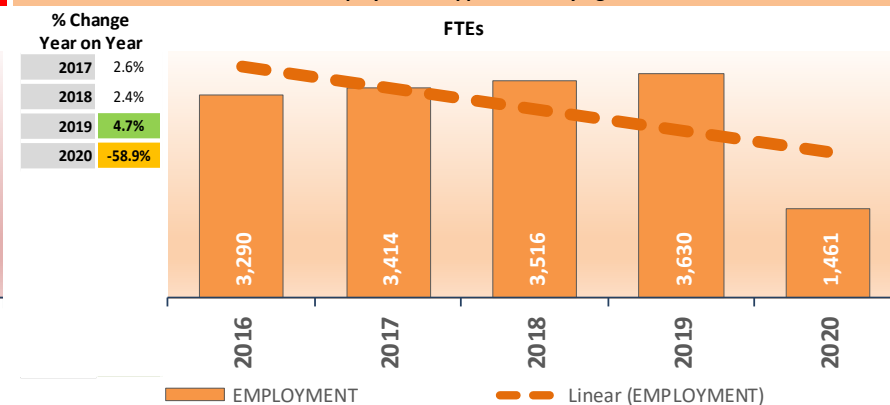
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.4%	11.5%	14.8%	-58.9%
Visitor Numbers		2.9%	5.0%	9.9%	-61.7%
Visitor Days		3.0%	5.1%	8.4%	-62.2%
Direct Employment		3.8%	6.8%	10.3%	-55.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

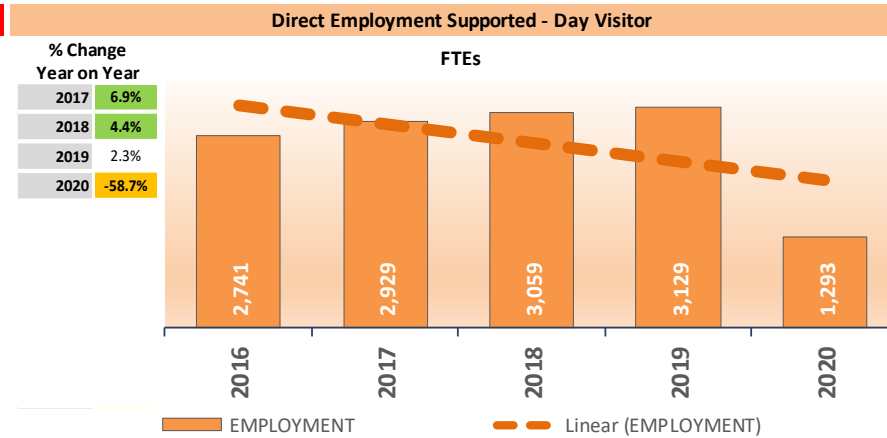
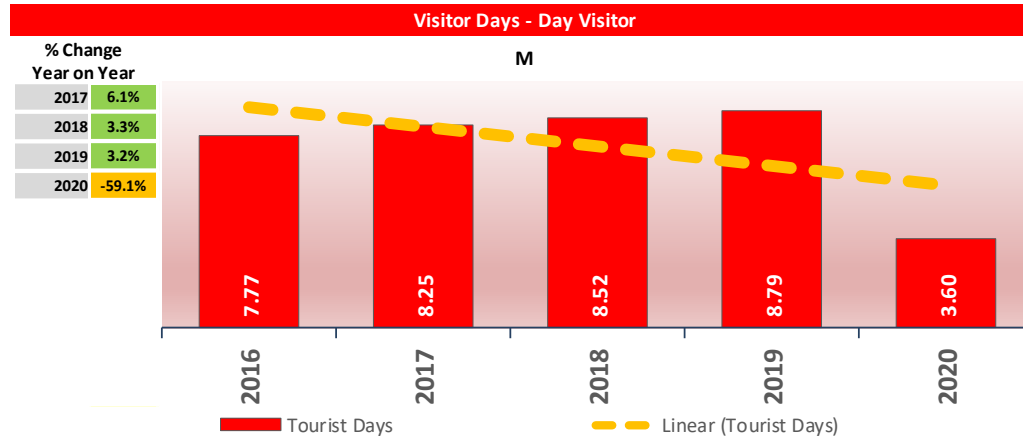
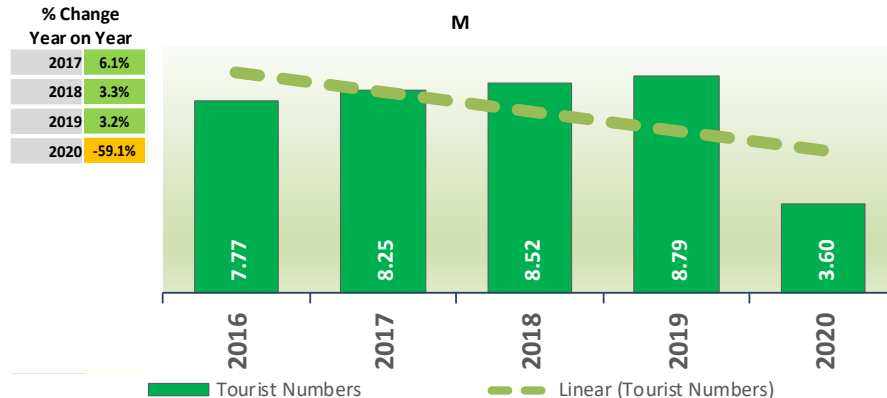
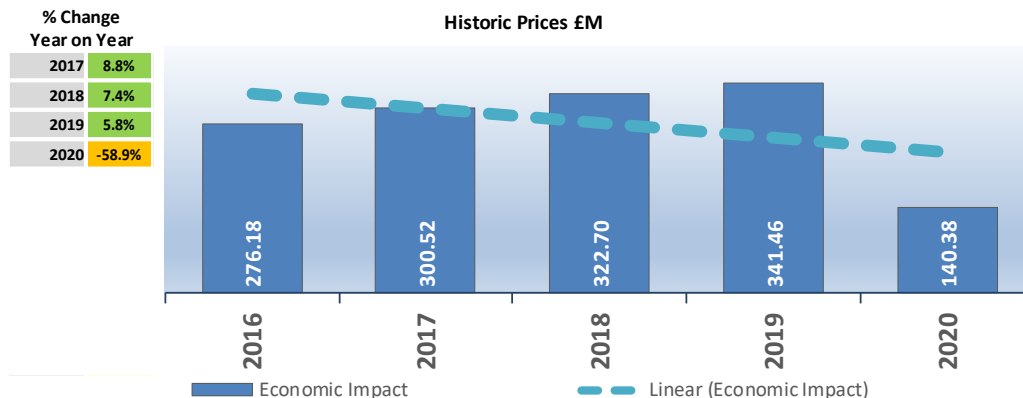
2016 to 2020
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		8.8%	16.8%	23.6%	-49.2%
Visitor Numbers		6.1%	9.6%	13.0%	-53.7%
Visitor Days		6.1%	9.6%	13.0%	-53.7%
Direct Employment		6.9%	11.6%	14.2%	-52.8%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2016 to 2020

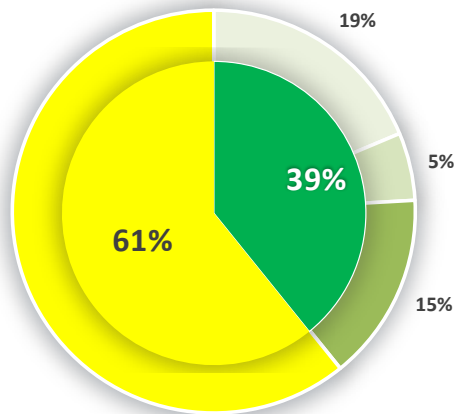
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2020 - M - Share of Total

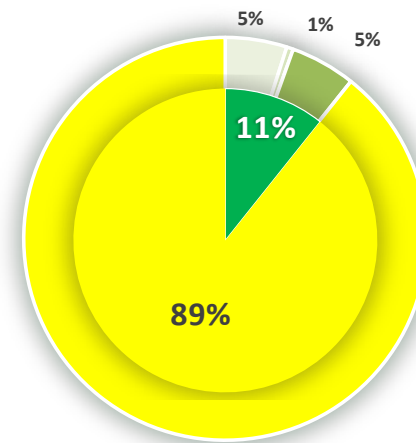
TOTAL
£230.88m

	£M
Serviced	43.10
Non-Serviced	12.55
SFR	34.85
Staying Visitor	90.50
Day Visitor	140.38
Total	230.88



TOTAL
4.03m

	M
Serviced	0.20
Non-Serviced	0.02
SFR	0.21
Staying Visitor	0.43
Day Visitor	3.60
Total	4.03

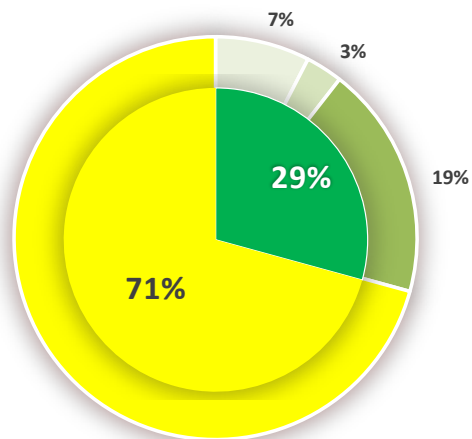


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

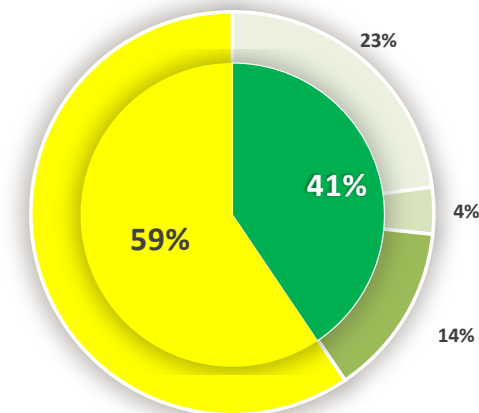
TOTAL
5.08m

	M
Serviced	0.39
Non-Serviced	0.15
SFR	0.95
Staying Visitor	1.49
Day Visitor	3.60
Total	5.08



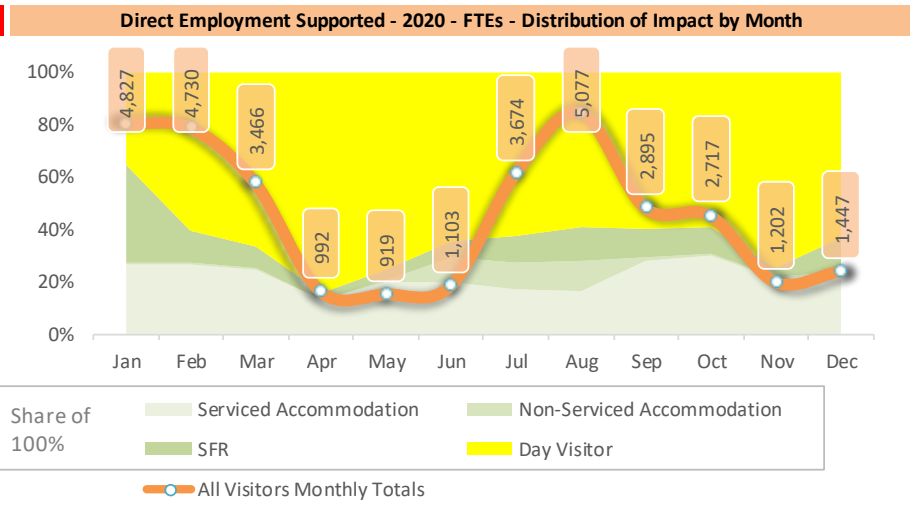
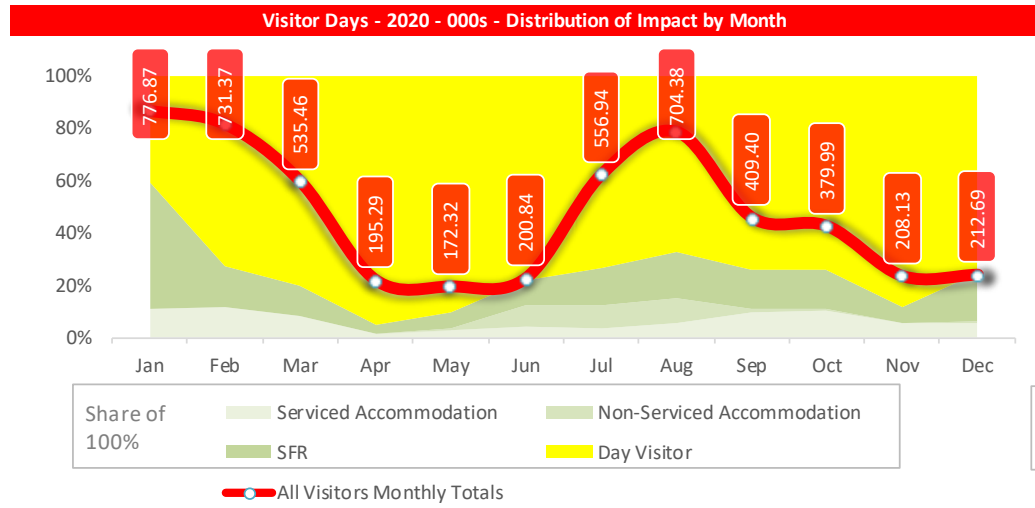
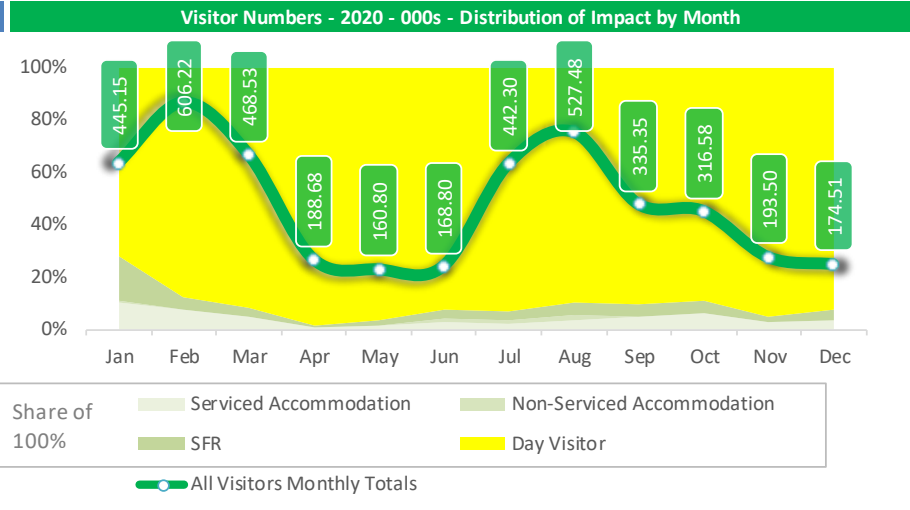
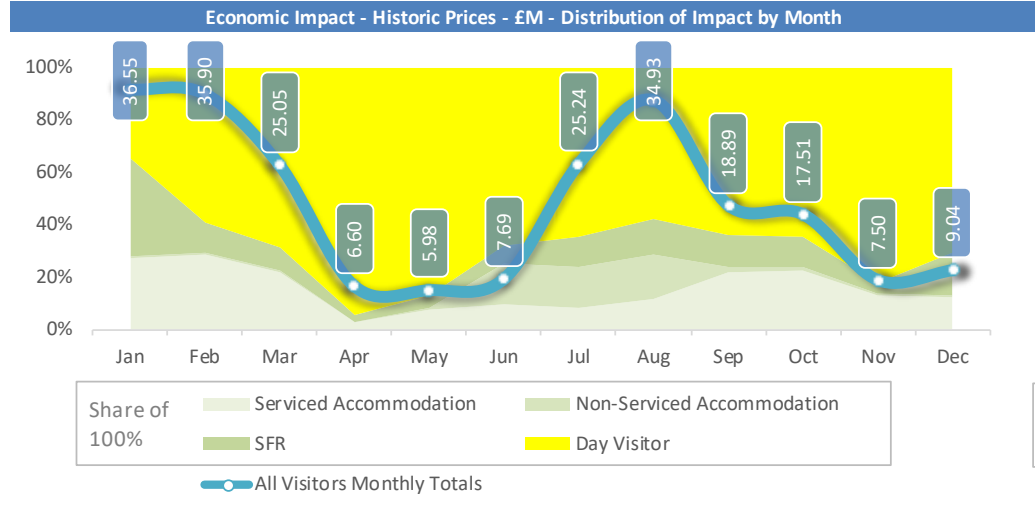
TOTAL
2,176 Direct FTEs
2,754 Total FTEs

	FTEs
Serviced	499
Non-Serviced	81
SFR	302
Staying Visitor	883
Day Visitor	1,293
Total	2,176



STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

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

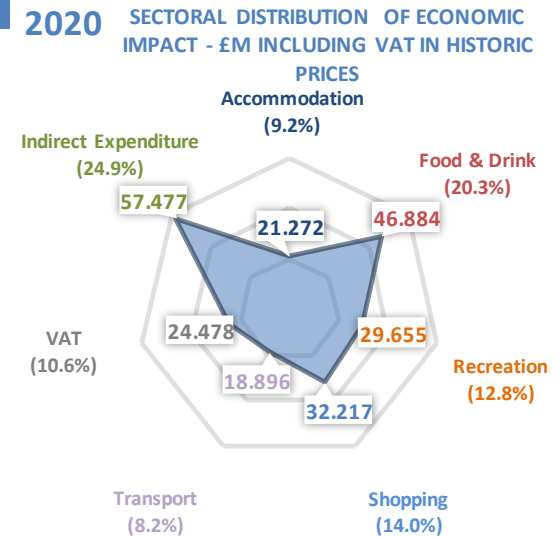


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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

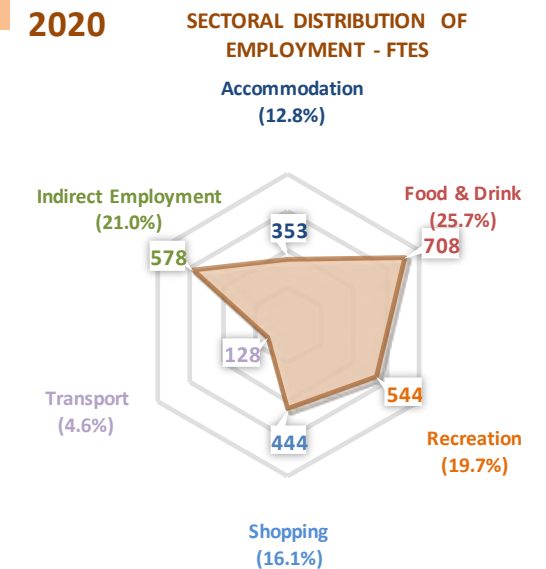
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2016	2017	2018	2019	2020
Accommodation £M	51.26	53.96	56.87	55.45	21.27
Food & Drink £M	89.83	96.72	103.36	109.63	46.88
Recreation £M	56.91	61.53	65.88	69.83	29.66
Shopping £M	74.18	79.68	85.16	89.97	32.22
Transport £M	38.89	41.88	44.77	47.40	18.90
Direct Revenue £M	311.07	333.78	356.05	372.28	148.93
VAT £M	62.21	66.76	71.21	74.46	24.48
Direct Expenditure £M	373.29	400.53	427.26	446.73	173.40
Indirect Expenditure £M	123.12	132.21	141.04	147.62	57.48
TOTAL £M	496.41	532.74	568.30	594.36	230.88



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2016	2017	2018	2019	2020
Accommodation FTEs	581	581	586	645	353
Food & Drink FTEs	1,514	1,601	1,664	1,706	708
Recreation FTEs	1,164	1,236	1,287	1,319	544
Shopping FTEs	1,140	1,202	1,250	1,276	444
Transport FTEs	293	310	322	330	128
Direct Employment FTEs	4,691	4,929	5,108	5,275	2,176
Indirect Employment FTEs	1,340	1,414	1,467	1,484	578
TOTAL FTEs	6,031	6,343	6,575	6,760	2,754



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

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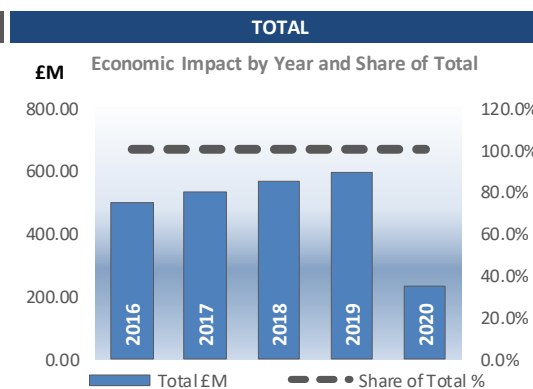
Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2016 to 2020

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

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 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 2016 to 2020		24.8%	23.9%	-24.6%	-86.6%	-84.3%	-84.1%	-59.7%	-41.8%	-50.2%	-56.1%	-79.6%	-71.5%	-53.5%	Annual Change		6.5%	-85.1%	-50.8%	-68.6%	
% Change 2019 to 2020		5.1%	7.8%	-33.9%	-88.5%	-87.4%	-86.8%	-66.7%	-52.1%	-60.0%	-61.2%	-83.6%	-76.2%	-61.2%			-8.0%	-87.6%	-59.7%	-73.6%	
Average Annual Change		6.2%	6.0%	-6.2%	-21.7%	-21.1%	-21.0%	-14.9%	-10.5%	-12.6%	-14.0%	-19.9%	-17.9%	-13.4%			1.6%	-21.3%	-12.7%	-17.2%	
2016	£M	29.29	28.98	33.24	49.30	38.17	48.30	62.66	60.04	37.97	39.88	36.84	31.73	496.41			91.52	135.77	160.67	108.45	
2017	£M	31.30	30.15	34.59	51.79	40.09	50.83	68.44	66.19	42.64	41.36	40.96	34.39	532.74	7.3%			96.03	142.71	177.28	116.72
2018	£M	33.68	31.94	36.68	55.11	43.29	53.86	72.56	70.14	45.82	43.92	43.95	37.35	568.30	6.7%			102.30	152.26	188.52	125.22
2019	£M	34.76	33.31	37.88	57.55	47.46	58.32	75.84	72.98	47.26	45.18	45.85	37.97	594.36	4.6%			105.95	163.33	196.09	128.99
2020	£M	36.55	35.90	25.05	6.599	5.979	7.695	25.24	34.93	18.89	17.51	7.503	9.041	230.88	-61.2%			97.50	20.27	79.06	34.05

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET		2016	2017	2018	2019	2020
Total	£M	496.41	532.74	568.30	594.36	230.88
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2016	%					
Avg Ann. Change in Share	%					

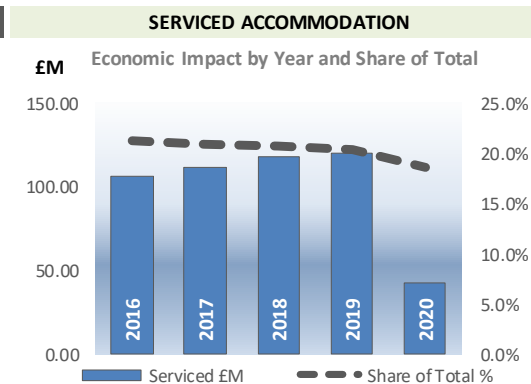


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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											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 2016 to 2020		42.4%	20.5%	-41.3%	-97.9%	-94.7%	-91.6%	-75.1%	-51.3%	-58.9%	-61.5%	-90.8%	-85.4%	-59.3%	Annual Change	3.1%	-94.7%	-61.7%	-78.7%	
% Change 2019 to 2020		21.5%	11.1%	-48.5%	-98.1%	-95.5%	-92.8%	-78.2%	-55.9%	-63.2%	-65.8%	-91.8%	-87.8%	-64.3%		-8.8%	-95.4%	-65.9%	-81.4%	
Average Annual Change		10.6%	5.1%	-10.3%	-24.5%	-23.7%	-22.9%	-18.8%	-12.8%	-14.7%	-15.4%	-22.7%	-21.3%	-14.8%		0.8%	-23.7%	-15.4%	-19.7%	
2016	£M	6.904	8.438	9.403	8.682	8.610	8.909	8.435	8.128	9.934	10.29	10.47	7.618	105.81		24.75	26.20	26.50	28.37	
2017	£M	7.340	8.548	9.953	8.791	9.654	9.472	8.901	8.409	10.38	10.59	11.07	8.464	111.57	5.4%	25.84	27.92	27.69	30.12	
2018	£M	7.938	8.915	10.56	9.486	9.864	9.933	9.281	8.569	11.07	11.51	11.57	9.256	117.96	5.7%	27.41	29.28	28.92	32.34	
2019	£M	8.095	9.157	10.73	9.722	10.22	10.38	9.640	8.984	11.11	11.58	11.83	9.150	120.58	2.2%	27.98	30.32	29.73	32.56	
2020	£M	9.832	10.17	5.520	0.185	0.459	0.750	2.098	3.959	4.083	3.963	0.966	1.114	43.10	-64.3%	25.52	1.394	10.14	6.043	

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET		2016	2017	2018	2019	2020
Serviced	£M	105.81	111.57	117.96	120.58	43.10
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88
Share of Total	%	21.3%	20.9%	20.8%	20.3%	18.7%
Annual Change in Share	%		-1.7%	-0.9%	-2.3%	-8.0%
Change in Share from 2016	%		-1.7%	-2.6%	-4.8%	-12.4%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.6%	-3.1%

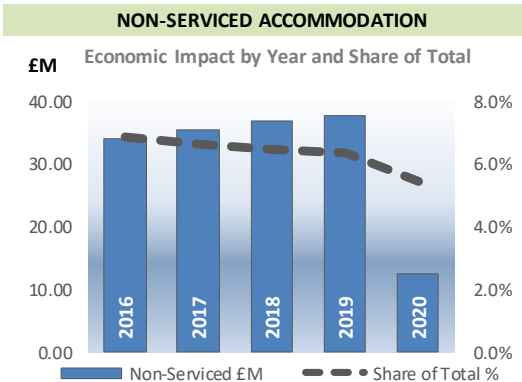


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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											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 2016 to 2020		20.9%	-14.7%	-56.1%	-98.4%	-95.8%	-86.4%	-61.3%	-46.9%	-32.9%	-54.8%	-84.7%	-83.9%	-63.0%	Annual Change	-22.4%	-87.5%	-53.1%	-71.5%	
% Change 2019 to 2020		0.0%	-22.2%	-61.2%	-98.7%	-96.4%	-87.6%	-66.3%	-50.8%	-36.1%	-57.4%	-86.7%	-86.7%	-66.7%		-31.5%	-88.8%	-57.7%	-74.8%	
Average Annual Change		5.2%	-3.7%	-14.0%	-24.6%	-24.0%	-21.6%	-15.3%	-11.7%	-8.2%	-13.7%	-21.2%	-21.0%	-15.7%		-5.6%	-21.9%	-13.3%	-17.9%	
2016	£M	0.206	0.394	0.353	0.506	0.607	8.870	10.03	11.21	0.643	0.476	0.302	0.319	33.92		0.953	9.983	21.88	1.097	
2017	£M	0.211	0.404	0.369	0.519	0.660	9.274	10.48	11.71	0.659	0.478	0.311	0.337	35.42	4.4%	0.984	10.45	22.85	1.126	
2018	£M	0.228	0.421	0.392	0.560	0.675	9.727	10.93	11.94	0.689	0.511	0.320	0.362	36.75	3.8%	1.041	10.96	23.55	1.192	
2019	£M	0.249	0.432	0.400	0.622	0.701	9.771	11.51	12.09	0.676	0.505	0.346	0.387	37.69	2.6%	1.080	11.09	24.27	1.238	
2020	£M	0.249	0.336	0.155	0.008	0.025	1.210	3.877	5.949	0.432	0.215	0.046	0.051	12.55	-66.7%	0.740	1.243	10.26	0.313	

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET		2016	2017	2018	2019	2020
Non-Serviced	£M	33.92	35.42	36.75	37.69	12.55
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88
Share of Total	%	6.8%	6.6%	6.5%	6.3%	5.4%
Annual Change in Share	%		-2.7%	-2.7%	-1.9%	-14.2%
Change in Share from 2016	%		-2.7%	-5.4%	-7.2%	-20.4%
Avg Ann. Change in Share	%		-2.7%	-2.7%	-2.4%	-5.1%



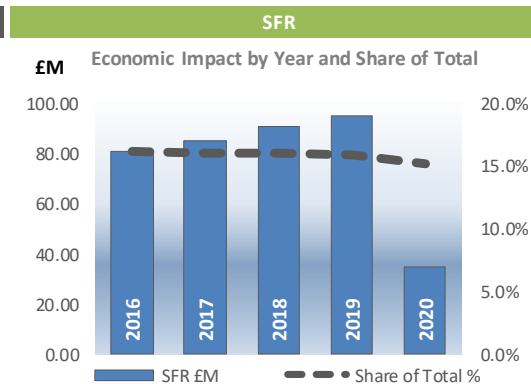
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2020		19.7%	11.7%	-48.0%	-98.2%	-95.6%	-90.3%	-65.2%	-45.3%	-48.7%	-53.4%	-91.1%	-85.6%	-56.7%	Annual Change	3.3%	-95.6%	-53.7%	-78.9%	
% Change 2019 to 2020		0.9%	-3.3%	-55.8%	-98.5%	-96.3%	-91.7%	-70.5%	-52.7%	-56.0%	-60.1%	-92.4%	-88.0%	-63.2%		-12.3%	-96.2%	-60.3%	-82.2%	
Average Annual Change		4.9%	2.9%	-12.0%	-24.6%	-23.9%	-22.6%	-16.3%	-11.3%	-12.2%	-13.3%	-22.8%	-21.4%	-14.2%		0.8%	-23.9%	-13.4%	-19.7%	
2016		£M	11.44	3.783	4.299	9.999	6.445	5.052	8.261	8.783	4.364	4.382	3.536	10.15		80.50	19.53	21.50	21.41	18.07
2017		£M	12.14	3.948	4.554	10.44	6.956	5.342	8.725	9.253	4.599	4.596	3.745	10.93	85.23	5.9%	20.65	22.74	22.58	19.27
2018		£M	13.07	4.194	4.866	11.21	7.336	5.685	9.267	9.749	4.891	4.919	3.957	11.74	90.89	6.6%	22.13	24.23	23.91	20.62
2019		£M	13.58	4.369	5.053	11.68	7.659	5.927	9.733	10.16	5.085	5.123	4.153	12.12	94.63	4.1%	23.00	25.26	24.97	21.39
2020		£M	13.70	4.224	2.234	0.176	0.286	0.491	2.875	4.806	2.239	2.043	0.316	1.459	34.85	-63.2%	20.16	0.954	9.920	3.818

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET		2016	2017	2018	2019	2020
SFR	£M	80.50	85.23	90.89	94.63	34.85
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88
Share of Total	%	16.2%	16.0%	16.0%	15.9%	15.1%
Annual Change in Share	%		-1.3%	0.0%	-0.5%	-5.2%
Change in Share from 2016	%		-1.3%	-1.4%	-1.8%	-6.9%
Avg Ann. Change in Share	%		-1.3%	-0.7%	-0.6%	-1.7%

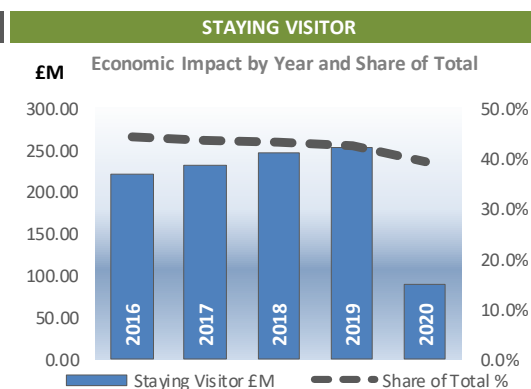


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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2020		28.2%	16.8%	-43.7%	-98.1%	-95.1%	-89.3%	-66.9%	-47.7%	-54.8%	-58.9%	-90.7%	-85.5%	-58.9%	Annual Change	2.7%	-93.8%	-56.6%	-78.6%	
% Change 2019 to 2020		8.5%	5.5%	-51.1%	-98.3%	-95.9%	-90.6%	-71.3%	-52.9%	-60.0%	-63.8%	-91.9%	-87.9%	-64.2%		-10.8%	-94.6%	-61.6%	-81.6%	
Average Annual Change		7.0%	4.2%	-10.9%	-24.5%	-23.8%	-22.3%	-16.7%	-11.9%	-13.7%	-14.7%	-22.7%	-21.4%	-14.7%		0.7%	-23.4%	-14.1%	-19.6%	
2016		£M	18.55	12.61	14.05	19.19	15.66	22.83	26.73	28.12	14.94	15.14	14.30	18.09		220.22	45.22	57.68	69.79	47.53
2017		£M	19.70	12.90	14.88	19.75	17.27	24.09	28.11	29.37	15.63	15.67	15.12	19.73	232.22	5.4%	47.47	61.11	73.12	50.52
2018		£M	21.24	13.53	15.81	21.26	17.87	25.35	29.48	30.25	16.65	16.94	15.85	21.36	245.60	5.8%	50.59	64.48	76.38	54.16
2019		£M	21.92	13.96	16.18	22.02	18.58	26.08	30.88	31.23	16.87	17.21	16.33	21.65	252.90	3.0%	52.06	66.67	78.98	55.19
2020		£M	23.78	14.73	7.909	0.369	0.770	2.452	8.850	14.71	6.753	6.222	1.328	2.625	90.50	-64.2%	46.42	3.591	30.32	10.17

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Staying Visitor	£M	220.22	232.22	245.60	252.90	90.50
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88
Share of Total	%	44.4%	43.6%	43.2%	42.5%	39.2%
Annual Change in Share	%		-1.7%	-0.9%	-1.5%	-7.9%
Change in Share from 2016	%		-1.7%	-2.6%	-4.1%	-11.6%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.4%	-2.9%



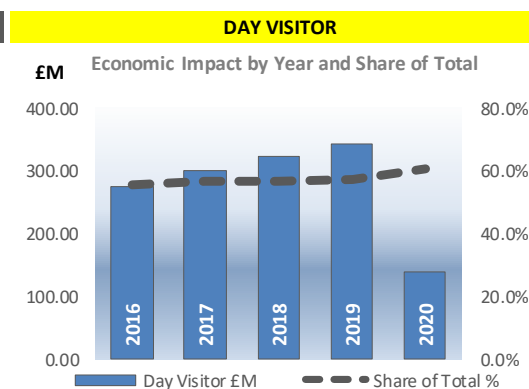
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2020		18.9%	29.3%	-10.7%	-79.3%	-76.9%	-79.4%	-54.4%	-36.7%	-47.3%	-54.4%	-72.6%	-53.0%	-49.2%	Annual Change	10.3%	-78.6%	-46.4%	-60.8%	
% Change 2019 to 2020		-0.6%	9.4%	-21.0%	-82.5%	-82.0%	-83.7%	-63.5%	-51.6%	-60.1%	-59.7%	-79.1%	-60.7%	-58.9%		-5.2%	-82.7%	-58.4%	-67.6%	
Average Annual Change		4.7%	7.3%	-2.7%	-19.8%	-19.2%	-19.9%	-13.6%	-9.2%	-11.8%	-13.6%	-18.2%	-13.2%	-12.3%		2.6%	-19.7%	-11.6%	-15.2%	
2016	£M	10.74	16.37	19.19	30.11	22.51	25.47	35.94	31.92	23.03	24.73	22.54	13.64	276.18		46.29	78.09	90.89	60.91	
2017	£M	11.60	17.25	19.71	32.04	22.82	26.74	40.34	36.82	27.01	25.69	25.84	14.66	300.52	8.8%	48.56	81.60	104.16	66.20	
2018	£M	12.44	18.41	20.87	33.86	25.42	28.51	43.08	39.88	29.18	26.98	28.10	15.99	322.70	7.4%	51.72	87.78	112.14	71.06	
2019	£M	12.84	19.35	21.70	35.53	28.88	32.25	44.96	41.75	30.40	27.97	29.52	16.31	341.46	5.8%	53.89	96.66	117.11	73.80	
2020	£M	12.76	21.16	17.15	6.229	5.209	5.243	16.39	20.22	12.14	11.28	6.175	6.416	140.38	-58.9%	51.07	16.68	48.75	23.88	

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Day Visitor	£M	276.18	300.52	322.70	341.46	140.38
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88
Share of Total	%	55.6%	56.4%	56.8%	57.5%	60.8%
Annual Change in Share	%		1.4%	0.7%	1.2%	5.8%
Change in Share from 2016	%		1.4%	2.1%	3.3%	9.3%
Avg Ann. Change in Share	%		1.4%	1.0%	1.1%	2.3%



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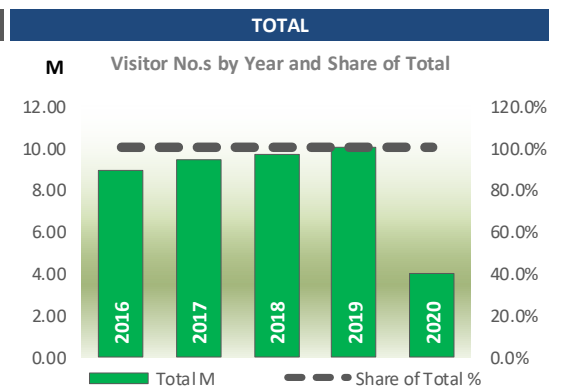
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Visitor Numbers by Month, Year and Visitor Type for the Period 2016 to 2020

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

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2016 to 2020		6.6%	13.0%	-24.6%	-80.3%	-77.7%	-79.4%	-60.4%	-48.2%	-53.2%	-59.2%	-72.8%	-64.2%	-54.7%	Annual Change	-3.5%	-79.2%	-54.3%	-65.3%
% Change 2019 to 2020		-2.9%	4.7%	-27.8%	-81.7%	-80.9%	-82.1%	-65.3%	-56.1%	-60.8%	-60.8%	-77.1%	-67.5%	-59.8%		-9.9%	-81.6%	-60.8%	-68.7%
Average Annual Change		1.7%	3.3%	-6.2%	-20.1%	-19.4%	-19.9%	-15.1%	-12.1%	-13.3%	-14.8%	-18.2%	-16.1%	-13.7%		-0.9%	-19.8%	-13.6%	-16.3%
2016	M	0.417	0.536	0.622	0.957	0.720	0.820	1.118	1.019	0.716	0.776	0.711	0.488	8.901		1.575	2.497	2.853	1.975
2017	M	0.438	0.549	0.625	0.989	0.719	0.841	1.217	1.133	0.810	0.786	0.788	0.513	9.407	5.7%	1.612	2.548	3.160	2.087
2018	M	0.452	0.562	0.637	1.007	0.764	0.861	1.248	1.175	0.841	0.796	0.822	0.537	9.702	3.1%	1.651	2.632	3.264	2.155
2019	M	0.459	0.579	0.649	1.033	0.841	0.944	1.274	1.201	0.856	0.807	0.845	0.537	10.03	3.3%	1.686	2.818	3.331	2.190
2020	M	0.445	0.606	0.469	0.189	0.161	0.169	0.442	0.527	0.335	0.317	0.193	0.175	4.028	-59.8%	1.520	0.518	1.305	0.685

VISITOR NUMBERS						
SHARE OF MARKET		2016	2017	2018	2019	2020
Total	M	8.901	9.407	9.702	10.03	4.028
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2016	%					
Avg Ann. Change in Share	%					



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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 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 2016 to 2020		12.3%	1.2%	-51.6%	-97.6%	-93.7%	-89.9%	-75.9%	-58.1%	-54.3%	-57.1%	-88.2%	-86.3%	-61.6%	Annual Change	-14.3%	-93.9%	-62.4%	-77.0%	
% Change 2019 to 2020		-3.0%	-6.3%	-57.3%	-97.9%	-94.7%	-91.3%	-78.7%	-61.1%	-59.3%	-61.9%	-89.6%	-88.5%	-66.1%		-23.7%	-94.6%	-66.1%	-80.0%	
Average Annual Change		3.1%	0.3%	-12.9%	-24.4%	-23.4%	-22.5%	-19.0%	-14.5%	-13.6%	-14.3%	-22.0%	-21.6%	-15.4%		-3.6%	-23.5%	-15.6%	-19.3%	
2016	000s	41.7	46.0	48.9	48.6	38.4	45.1	35.2	45.0	34.3	46.0	47.9	40.9	518.0		136.6	132.1	114.5	134.8	
2017	000s	43.2	45.4	50.5	48.0	42.0	46.7	36.2	45.4	35.0	46.1	49.4	44.2	532.0	2.7%	139.1	136.7	116.5	139.7	
2018	000s	44.9	45.5	51.5	49.8	41.2	47.2	36.3	44.5	36.0	48.3	49.9	46.7	541.9	1.9%	142.0	138.2	116.8	145.0	
2019	000s	48.2	49.6	55.5	53.9	45.6	52.1	39.9	48.5	38.6	51.7	54.6	48.7	587.1	8.3%	153.4	151.7	127.0	155.0	
2020	000s	46.8	46.5	23.7	1.2	2.4	4.6	8.5	18.9	15.7	19.7	5.7	5.6	199.1	-66.1%	117.0	8.1	43.1	31.0	

VISITOR NUMBERS						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Serviced	000s	518.0	532.0	541.9	587.1	199.1
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0
Share of Total	%	5.8%	5.7%	5.6%	5.9%	4.9%
Annual Change in Share	%		-2.8%	-1.2%	4.8%	-15.6%
Change in Share from 2016	%		-2.8%	-4.0%	0.6%	-15.0%
Avg Ann. Change in Share	%		-2.8%	-2.0%	0.2%	-3.8%



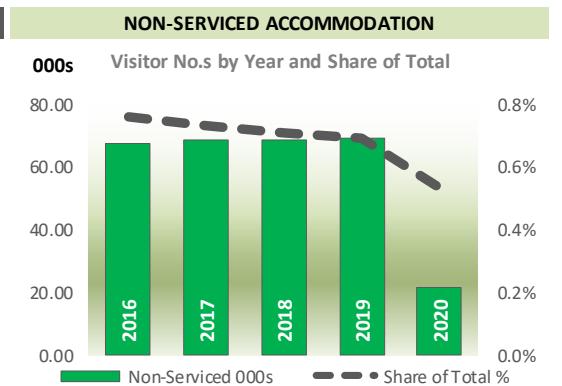
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020		NON-SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2020		9.6%	-22.4%	-60.2%	-98.4%	-95.9%	-86.2%	-65.0%	-54.4%	-40.3%	-58.9%	-84.8%	-85.5%	-68.1%	Annual Change	-30.3%	-87.4%	-58.8%	-73.9%
% Change 2019 to 2020		-2.0%	-23.6%	-62.0%	-98.6%	-96.2%	-86.4%	-66.9%	-54.2%	-38.5%	-58.2%	-85.7%	-87.0%	-68.9%		-33.5%	-87.7%	-59.8%	-75.0%
Average Annual Change		2.4%	-5.6%	-15.1%	-24.6%	-24.0%	-21.5%	-16.2%	-13.6%	-10.1%	-14.7%	-21.2%	-21.4%	-17.0%		-7.6%	-21.9%	-14.7%	-18.5%
2016	000s	0.3	0.7	0.6	1.1	1.4	19.9	18.7	21.3	1.2	1.0	0.7	0.6	67.6		1.7	22.5	41.2	2.3
2017	000s	0.3	0.7	0.7	1.1	1.5	20.3	19.0	21.7	1.2	0.9	0.7	0.6	68.8	1.8%	1.7	22.9	41.9	2.3
2018	000s	0.4	0.7	0.7	1.2	1.5	20.5	19.1	21.3	1.2	1.0	0.7	0.6	68.7	-0.1%	1.7	23.1	41.5	2.3
2019	000s	0.4	0.7	0.7	1.3	1.5	20.3	19.8	21.2	1.1	0.9	0.7	0.7	69.3	0.9%	1.8	23.1	42.1	2.4
2020	000s	0.4	0.6	0.3	0.0	0.1	2.8	6.5	9.7	0.7	0.4	0.1	0.1	21.6	-68.9%	1.2	2.8	17.0	0.6

VISITOR NUMBERS						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Non-Serviced	000s	67.6	68.8	68.7	69.3	21.6
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0
Share of Total	%	0.8%	0.7%	0.7%	0.7%	0.5%
Annual Change in Share	%		-3.7%	-3.2%	-2.4%	-22.6%
Change in Share from 2016	%		-3.7%	-6.7%	-8.9%	-29.5%
Avg Ann. Change in Share	%		-3.7%	-3.4%	-3.0%	-7.4%



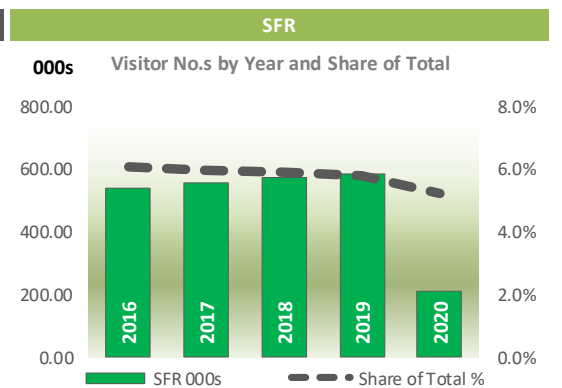
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
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 2016 to 2020		6.6%	-0.6%	-53.7%	-97.7%	-94.3%	-87.5%	-69.0%	-53.9%	-54.3%	-58.5%	-88.5%	-87.2%	-61.0%	Annual Change	-9.3%	-93.9%	-59.7%	-79.9%
% Change 2019 to 2020		-1.7%	-5.8%	-56.9%	-97.9%	-94.8%	-88.4%	-71.2%	-56.4%	-57.1%	-61.2%	-89.3%	-88.3%	-63.7%		-15.7%	-94.3%	-62.3%	-81.4%
Average Annual Change		1.7%	-0.1%	-13.4%	-24.4%	-23.6%	-21.9%	-17.3%	-13.5%	-13.6%	-14.6%	-22.1%	-21.8%	-15.2%		-2.3%	-23.5%	-14.9%	-20.0%
2016	000s	73.2	28.8	32.0	59.2	46.9	38.5	52.9	54.0	32.2	32.8	27.9	62.4	540.8		134.0	144.6	139.1	123.1
2017	000s	75.8	29.3	33.0	60.3	49.3	39.7	54.4	55.5	33.1	33.5	28.8	65.6	558.3	3.2%	138.1	149.3	143.0	127.9
2018	000s	78.5	30.0	34.0	62.3	50.0	40.6	55.6	56.3	33.8	34.5	29.2	67.7	572.5	2.5%	142.4	152.9	145.7	131.5
2019	000s	79.4	30.4	34.4	63.2	50.9	41.3	56.9	57.1	34.3	35.0	29.9	68.2	581.1	1.5%	144.2	155.4	148.3	133.1
2020	000s	78.1	28.7	14.8	1.3	2.7	4.8	16.4	24.9	14.7	13.6	3.2	8.0	211.1	-63.7%	121.5	8.8	56.0	24.8

VISITOR NUMBERS						
SHARE OF MARKET		2016	2017	2018	2019	2020
SFR	000s	540.8	558.3	572.5	581.1	211.1
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0
Share of Total	%	6.1%	5.9%	5.9%	5.8%	5.2%
Annual Change in Share	%		-2.3%	-0.6%	-1.8%	-9.6%
Change in Share from 2016	%		-2.3%	-2.9%	-4.6%	-13.7%
Avg Ann. Change in Share	%		-2.3%	-1.4%	-1.5%	-3.4%



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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2020		8.7%	0.3%	-52.5%	-97.7%	-94.1%	-88.3%	-70.6%	-55.5%	-54.1%	-57.7%	-88.3%	-86.8%	-61.7%	Annual Change	-12.0%	-93.4%	-60.6%	-78.3%	
% Change 2019 to 2020		-2.2%	-6.3%	-57.2%	-97.9%	-94.8%	-89.3%	-73.1%	-57.8%	-58.0%	-61.5%	-89.5%	-88.4%	-65.1%		-19.9%	-94.0%	-63.5%	-80.6%	
Average Annual Change		2.2%	0.1%	-13.1%	-24.4%	-23.5%	-22.1%	-17.6%	-13.9%	-13.5%	-14.4%	-22.1%	-21.7%	-15.4%		-3.0%	-23.3%	-15.2%	-19.6%	
2016	M	0.115	0.075	0.082	0.109	0.087	0.104	0.107	0.120	0.068	0.080	0.077	0.104	1.126		0.272	0.299	0.295	0.260	
2017	M	0.119	0.075	0.084	0.109	0.093	0.107	0.110	0.123	0.069	0.081	0.079	0.110	1.159	2.9%	0.279	0.309	0.301	0.270	
2018	M	0.124	0.076	0.086	0.113	0.093	0.108	0.111	0.122	0.071	0.084	0.080	0.115	1.183	2.1%	0.286	0.314	0.304	0.279	
2019	M	0.128	0.081	0.091	0.118	0.098	0.114	0.117	0.127	0.074	0.088	0.085	0.118	1.238	4.6%	0.299	0.330	0.317	0.290	
2020	M	0.125	0.076	0.039	0.003	0.005	0.012	0.031	0.053	0.031	0.034	0.009	0.014	0.432	-65.1%	0.240	0.020	0.116	0.056	

VISITOR NUMBERS						
SHARE OF MARKET		2016	2017	2018	2019	2020
Staying Visitor	M	1.126	1.159	1.183	1.238	0.432
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028
Share of Total	%	12.7%	12.3%	12.2%	12.3%	10.7%
Annual Change in Share	%		-2.6%	-1.0%	1.2%	-13.1%
Change in Share from 2016	%		-2.6%	-3.6%	-2.5%	-15.3%
Avg Ann. Change in Share	%		-2.6%	-1.8%	-0.8%	-3.8%



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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2020		5.9%	15.1%	-20.4%	-78.0%	-75.4%	-78.1%	-59.4%	-47.3%	-53.1%	-59.4%	-70.9%	-58.1%	-53.7%	Annual Change	-1.8%	-77.3%	-53.5%	-63.4%	
% Change 2019 to 2020		-3.2%	6.5%	-23.0%	-79.6%	-79.1%	-81.1%	-64.5%	-55.9%	-61.1%	-60.7%	-75.7%	-61.7%	-59.1%		-7.7%	-80.0%	-60.5%	-66.9%	
Average Annual Change		1.5%	3.8%	-5.1%	-19.5%	-18.9%	-19.5%	-14.8%	-11.8%	-13.3%	-14.8%	-17.7%	-14.5%	-13.4%		-0.4%	-19.3%	-13.4%	-15.8%	
2016	M	0.302	0.461	0.540	0.848	0.634	0.717	1.012	0.899	0.648	0.696	0.634	0.384	7.774		1.303	2.198	2.558	1.715	
2017	M	0.318	0.473	0.541	0.879	0.626	0.734	1.107	1.010	0.741	0.705	0.709	0.402	8.248	6.1%	1.333	2.240	2.859	1.817	
2018	M	0.328	0.486	0.551	0.894	0.671	0.753	1.137	1.053	0.770	0.712	0.742	0.422	8.518	3.3%	1.365	2.317	2.960	1.876	
2019	M	0.331	0.498	0.558	0.914	0.743	0.830	1.157	1.075	0.782	0.720	0.760	0.420	8.788	3.2%	1.387	2.487	3.014	1.899	
2020	M	0.320	0.530	0.430	0.186	0.156	0.157	0.411	0.474	0.304	0.283	0.185	0.161	3.596	-59.1%	1.280	0.499	1.189	0.628	

VISITOR NUMBERS						
SHARE OF MARKET		2016	2017	2018	2019	2020
Day Visitor	M	7.774	8.248	8.518	8.788	3.596
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028
Share of Total	%	87.3%	87.7%	87.8%	87.7%	89.3%
Annual Change in Share	%		0.4%	0.1%	-0.2%	1.9%
Change in Share from 2016	%		0.4%	0.5%	0.4%	2.2%
Avg Ann. Change in Share	%		0.4%	0.3%	0.1%	0.6%



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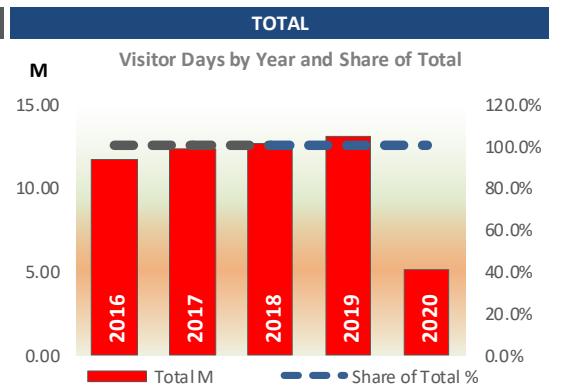
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Visitor Days by Month, Year and Visitor Type for the Period 2016 to 2020

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

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2020		6.9%	10.4%	-30.0%	-84.4%	-81.3%	-81.3%	-62.5%	-50.0%	-53.3%	-59.0%	-75.1%	-72.8%	-56.6%	Annual Change	-5.1%	-82.5%	-55.7%	-68.6%
% Change 2019 to 2020		-2.5%	2.6%	-33.5%	-85.5%	-83.8%	-83.4%	-66.6%	-56.1%	-60.2%	-60.9%	-78.8%	-75.4%	-61.1%		-11.7%	-84.3%	-61.2%	-71.6%
Average Annual Change		1.7%	2.6%	-7.5%	-21.1%	-20.3%	-20.3%	-15.6%	-12.5%	-13.3%	-14.8%	-18.8%	-18.2%	-14.1%		-1.3%	-20.6%	-13.9%	-17.1%
2016	M	0.727	0.662	0.765	1.248	0.920	1.073	1.484	1.407	0.876	0.927	0.837	0.783	11.71		2.154	3.242	3.768	2.547
2017	M	0.758	0.676	0.773	1.284	0.932	1.100	1.592	1.530	0.975	0.940	0.918	0.824	12.30	5.0%	2.207	3.316	4.097	2.682
2018	M	0.784	0.691	0.789	1.312	0.977	1.124	1.628	1.571	1.009	0.955	0.953	0.860	12.65	2.9%	2.264	3.414	4.209	2.768
2019	M	0.797	0.712	0.805	1.346	1.062	1.212	1.668	1.606	1.029	0.971	0.982	0.863	13.05	3.2%	2.314	3.620	4.302	2.817
2020	M	0.777	0.731	0.535	0.195	0.172	0.201	0.557	0.704	0.409	0.380	0.208	0.213	5.084	-61.1%	2.044	0.568	1.671	0.801

VISITOR DAYS						
SHARE OF MARKET		2016	2017	2018	2019	2020
Total	M	11.71	12.30	12.65	13.05	5.084
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2016	%					
Avg Ann. Change in Share	%					



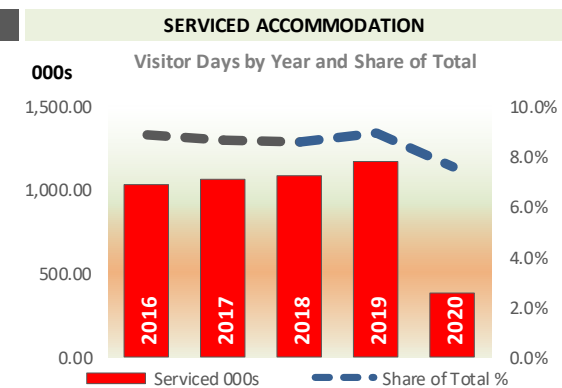
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020	SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2016 to 2020		12.3%	1.1%	-51.6%	-97.6%	-93.8%	-89.9%	-75.9%	-57.8%	-54.6%	-57.2%	-88.3%	-86.4%	-62.7%	Annual Change	-14.8%	-93.9%	-62.6%	-77.1%
% Change 2019 to 2020		-3.0%	-6.2%	-57.3%	-97.9%	-94.7%	-91.3%	-78.7%	-61.2%	-59.2%	-61.8%	-89.6%	-88.5%	-67.0%		-24.1%	-94.7%	-66.3%	-79.9%
Average Annual Change		3.1%	0.3%	-12.9%	-24.4%	-23.4%	-22.5%	-19.0%	-14.4%	-13.6%	-14.3%	-22.1%	-21.6%	-15.7%		-3.7%	-23.5%	-15.6%	-19.3%
2016	000s	74.3	82.3	90.1	90.6	83.3	81.5	84.5	89.1	87.5	92.4	91.5	86.8	1,033.8		246.6	255.4	261.1	270.7
2017	000s	77.0	81.3	93.0	89.5	91.0	84.5	86.9	89.9	89.1	92.8	94.4	94.0	1,063.2	2.8%	251.2	265.0	265.9	281.1
2018	000s	80.1	81.5	94.9	92.9	89.5	85.2	87.2	88.1	91.4	97.0	95.0	98.9	1,081.7	1.7%	256.4	267.6	266.7	290.9
2019	000s	86.0	88.6	102.1	100.4	98.0	94.4	95.6	97.0	97.4	103.6	103.3	102.6	1,169.0	8.1%	276.7	292.8	290.0	309.4
2020	000s	83.4	83.1	43.6	2.2	5.2	8.3	20.4	37.6	39.7	39.6	10.7	11.8	385.6	-67.0%	210.2	15.6	97.8	62.1

VISITOR DAYS						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Serviced	000s	1,033.8	1,063.2	1,081.7	1,169.0	385.6
All Visitor Types	M	11.7	12.3	12.7	13.1	5.1
Share of Total	%	8.8%	8.6%	8.5%	9.0%	7.6%
Annual Change in Share	%		-2.1%	-1.1%	4.8%	-15.3%
Change in Share from 2016	%		-2.1%	-3.2%	1.4%	-14.1%
Avg Ann. Change in Share	%		-2.1%	-1.6%	0.5%	-3.5%



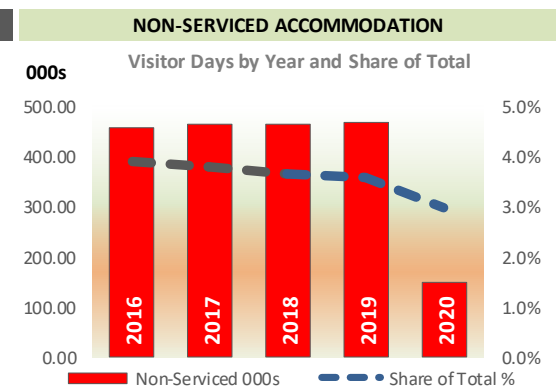
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020	NON-SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2016 to 2020		9.6%	-22.4%	-60.2%	-98.4%	-95.9%	-86.2%	-65.0%	-54.4%	-40.3%	-58.9%	-84.8%	-85.5%	-67.0%	Annual Change	-29.6%	-87.3%	-58.9%	-73.9%
% Change 2019 to 2020		-2.0%	-23.6%	-62.0%	-98.6%	-96.2%	-86.4%	-66.9%	-54.2%	-38.5%	-58.2%	-85.7%	-87.0%	-67.8%		-32.9%	-87.6%	-59.8%	-75.0%
Average Annual Change		2.4%	-5.6%	-15.1%	-24.6%	-24.0%	-21.5%	-16.2%	-13.6%	-10.1%	-14.7%	-21.2%	-21.4%	-16.7%		-7.4%	-21.8%	-14.7%	-18.5%
2016	000s	2.4	4.4	4.1	6.0	7.6	121.1	136.7	152.7	8.1	5.5	3.6	3.8	456.0		10.9	134.8	297.5	12.9
2017	000s	2.4	4.4	4.2	6.0	8.1	123.4	139.2	155.6	8.0	5.4	3.6	3.9	464.3	1.8%	11.0	137.6	302.9	12.9
2018	000s	2.5	4.4	4.3	6.3	8.0	124.5	139.6	152.5	8.1	5.6	3.5	4.0	463.3	-0.2%	11.2	138.7	300.3	13.1
2019	000s	2.7	4.5	4.3	6.9	8.1	123.1	144.7	152.1	7.8	5.4	3.8	4.2	467.6	0.9%	11.5	138.1	304.6	13.4
2020	000s	2.6	3.4	1.6	0.1	0.3	16.7	47.9	69.6	4.8	2.3	0.5	0.5	150.5	-67.8%	7.7	17.1	122.3	3.4

VISITOR DAYS						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Non-Serviced	000s	456.0	464.3	463.3	467.6	150.5
All Visitor Types	M	11.7	12.3	12.7	13.1	5.1
Share of Total	%	3.9%	3.8%	3.7%	3.6%	3.0%
Annual Change in Share	%		-3.1%	-3.0%	-2.2%	-17.3%
Change in Share from 2016	%		-3.1%	-6.0%	-8.0%	-24.0%
Avg Ann. Change in Share	%		-3.1%	-3.0%	-2.7%	-6.0%



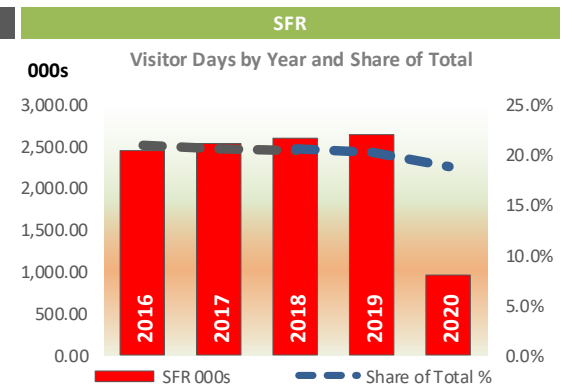
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2020		6.6%	-0.6%	-53.7%	-97.7%	-94.3%	-87.5%	-69.0%	-53.9%	-54.3%	-58.5%	-88.5%	-87.2%	-61.1%	Annual Change	-8.1%	-94.3%	-59.8%	-80.5%
% Change 2019 to 2020		-1.7%	-5.8%	-56.9%	-97.9%	-94.8%	-88.4%	-71.2%	-56.4%	-57.1%	-61.2%	-89.3%	-88.3%	-63.8%		-14.6%	-94.7%	-62.3%	-82.0%
Average Annual Change		1.7%	-0.1%	-13.4%	-24.4%	-23.6%	-21.9%	-17.3%	-13.5%	-13.6%	-14.6%	-22.1%	-21.8%	-15.3%		-2.0%	-23.6%	-15.0%	-20.1%
2016	000s	347.9	115.0	130.7	303.9	195.9	153.6	251.1	267.0	132.7	133.2	107.5	308.5	2,446.7		593.5	653.4	650.7	549.2
2017	000s	359.9	117.0	135.0	309.3	206.1	158.3	258.6	274.2	136.3	136.2	111.0	324.0	2,525.9	3.2%	611.8	673.8	669.1	571.2
2018	000s	372.7	119.5	138.7	319.6	209.1	162.1	264.2	277.9	139.4	140.2	112.8	334.7	2,590.8	2.6%	630.9	690.7	681.4	587.7
2019	000s	377.3	121.4	140.4	324.4	212.8	164.7	270.5	282.2	141.3	142.4	115.4	336.7	2,629.6	1.5%	639.1	702.0	694.0	594.5
2020	000s	370.9	114.3	60.5	6.9	11.2	19.2	77.8	123.1	60.6	55.3	12.3	39.5	951.5	-63.8%	545.7	37.2	261.5	107.1

VISITOR DAYS					
SHARE OF MARKET	2016	2017	2018	2019	2020
SFR 000s	2,446.7	2,525.9	2,590.8	2,629.6	951.5
All Visitor Types M	11.7	12.3	12.7	13.1	5.1
Share of Total %	20.9%	20.5%	20.5%	20.1%	18.7%
Annual Change in Share %		-1.7%	-0.3%	-1.6%	-7.1%
Change in Share from 2016 %		-1.7%	-2.0%	-3.6%	-10.4%
Avg Ann. Change in Share %		-1.7%	-1.0%	-1.2%	-2.6%



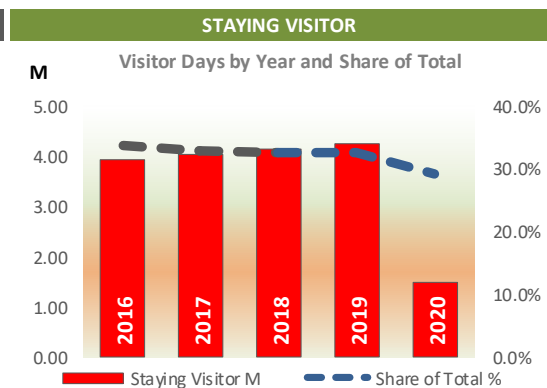
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020	STAYING VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2020		7.6%	-0.4%	-53.0%	-97.7%	-94.2%	-87.6%	-69.1%	-54.7%	-53.9%	-58.0%	-88.4%	-87.0%	-62.2%	Annual Change	-10.3%	-93.3%	-60.2%	-79.3%
% Change 2019 to 2020		-1.9%	-6.4%	-57.2%	-97.9%	-94.8%	-88.4%	-71.4%	-56.6%	-57.4%	-61.4%	-89.4%	-88.3%	-65.1%		-17.7%	-93.8%	-62.6%	-81.2%
Average Annual Change		1.9%	-0.1%	-13.2%	-24.4%	-23.5%	-21.9%	-17.3%	-13.7%	-13.5%	-14.5%	-22.1%	-21.8%	-15.6%		-2.6%	-23.3%	-15.0%	-19.8%
2016	M	0.425	0.202	0.225	0.401	0.287	0.356	0.472	0.509	0.228	0.231	0.203	0.399	3.937		0.851	1.044	1.209	0.833
2017	M	0.439	0.203	0.232	0.405	0.305	0.366	0.485	0.520	0.233	0.234	0.209	0.422	4.053	3.0%	0.874	1.076	1.238	0.865
2018	M	0.455	0.205	0.238	0.419	0.307	0.372	0.491	0.519	0.239	0.243	0.211	0.438	4.136	2.0%	0.899	1.097	1.248	0.892
2019	M	0.466	0.215	0.247	0.432	0.319	0.382	0.511	0.531	0.247	0.251	0.222	0.444	4.266	3.2%	0.927	1.133	1.289	0.917
2020	M	0.457	0.201	0.106	0.009	0.017	0.044	0.146	0.230	0.105	0.097	0.024	0.052	1.488	-65.1%	0.763	0.070	0.482	0.173

VISITOR DAYS						
SHARE OF MARKET		2016	2017	2018	2019	2020
Staying Visitor	M	3.937	4.053	4.136	4.266	1.488
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084
Share of Total	%	33.6%	33.0%	32.7%	32.7%	29.3%
Annual Change in Share	%		-2.0%	-0.8%	0.0%	-10.5%
Change in Share from 2016	%		-2.0%	-2.8%	-2.8%	-12.9%
Avg Ann. Change in Share	%		-2.0%	-1.4%	-0.9%	-3.2%



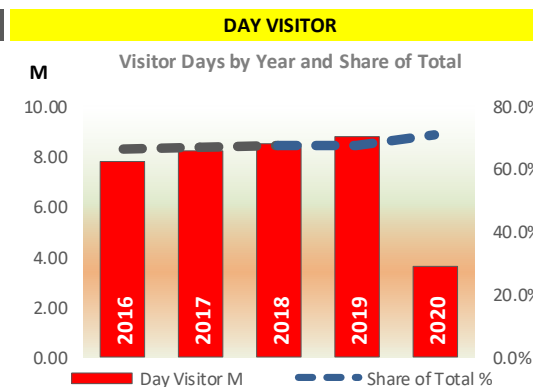
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020		DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS 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			Q1	Q2	Q3	Q4		
% Change 2016 to 2020		5.9%	15.1%	-20.4%	-78.0%	-75.4%	-78.1%	-59.4%	-47.3%	-53.1%	-59.4%	-70.9%	-58.1%	-53.7%	Annual Change		-1.8%	-77.3%	-53.5%	-63.4%	
% Change 2019 to 2020		-3.2%	6.5%	-23.0%	-79.6%	-79.1%	-81.1%	-64.5%	-55.9%	-61.1%	-60.7%	-75.7%	-61.7%	-59.1%			-7.7%	-80.0%	-60.5%	-66.9%	
Average Annual Change		1.5%	3.8%	-5.1%	-19.5%	-18.9%	-19.5%	-14.8%	-11.8%	-13.3%	-14.8%	-17.7%	-14.5%	-13.4%			-0.4%	-19.3%	-13.4%	-15.8%	
2016	M	0.302	0.461	0.540	0.848	0.634	0.717	1.012	0.899	0.648	0.696	0.634	0.384	7.774			1.303	2.198	2.558	1.715	
2017	M	0.318	0.473	0.541	0.879	0.626	0.734	1.107	1.010	0.741	0.705	0.709	0.402	8.248	6.1%			1.333	2.240	2.859	1.817
2018	M	0.328	0.486	0.551	0.894	0.671	0.753	1.137	1.053	0.770	0.712	0.742	0.422	8.518	3.3%			1.365	2.317	2.960	1.876
2019	M	0.331	0.498	0.558	0.914	0.743	0.830	1.157	1.075	0.782	0.720	0.760	0.420	8.788	3.2%			1.387	2.487	3.014	1.899
2020	M	0.320	0.530	0.430	0.186	0.156	0.157	0.411	0.474	0.304	0.283	0.185	0.161	3.596	-59.1%			1.280	0.499	1.189	0.628

VISITOR DAYS						
SHARE OF MARKET		2016	2017	2018	2019	2020
Day Visitor	M	7.774	8.248	8.518	8.788	3.596
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084
Share of Total	%	66.4%	67.0%	67.3%	67.3%	70.7%
Annual Change in Share	%		1.0%	0.4%	0.0%	5.1%
Change in Share from 2016	%		1.0%	1.4%	1.4%	6.6%
Avg Ann. Change in Share	%		1.0%	0.7%	0.5%	1.6%



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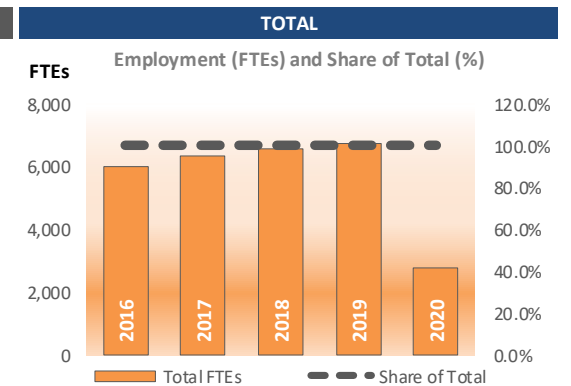
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2016 to 2020

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

STEAM FINAL TREND REPORT FOR 2016-2020													2016 to 2020		TOTAL		TOTAL EMPLOYMENT				
COVENTRY																					
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						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2016 to 2020		8.6%	10.4%	-28.6%	-86.5%	-83.7%	-83.8%	-59.3%	-41.1%	-47.2%	-52.8%	-77.3%	-69.8%	-54.3%	Annual Change			-4.1%	-84.8%	-49.6%	-66.1%
% Change 2019 to 2020		-1.8%	1.6%	-33.1%	-87.6%	-86.0%	-85.7%	-63.9%	-48.4%	-55.0%	-55.6%	-80.6%	-72.9%	-59.3%				-11.7%	-86.5%	-56.0%	-69.6%
Average Annual Change		2.2%	2.6%	-7.1%	-21.6%	-20.9%	-21.0%	-14.8%	-10.3%	-11.8%	-13.2%	-19.3%	-17.4%	-13.6%				-1.0%	-21.2%	-12.4%	-16.5%
2016	FTEs	4,443	4,286	4,854	7,352	5,648	6,826	9,019	8,623	5,484	5,760	5,286	4,790	6,031			4,528	6,609	7,708	5,279	
2017	FTEs	4,638	4,385	4,933	7,593	5,758	7,030	9,678	9,358	6,059	5,864	5,769	5,049	6,343	5.2%		4,652	6,794	8,365	5,561	
2018	FTEs	4,826	4,512	5,071	7,829	6,064	7,238	9,979	9,670	6,330	6,032	6,035	5,312	6,575	3.7%		4,803	7,044	8,660	5,793	
2019	FTEs	4,918	4,654	5,180	8,011	6,543	7,719	10,186	9,839	6,429	6,114	6,192	5,331	6,760	2.8%		4,917	7,424	8,818	5,879	
2020	FTEs	4,827	4,730	3,466	992	919	1,103	3,674	5,077	2,895	2,717	1,202	1,447	2,754	-59.3%		4,341	1,005	3,882	1,789	

EMPLOYMENT						
SHARE OF MARKET		2016	2017	2018	2019	2020
Total	FTEs	6,031	6,343	6,575	6,760	2,754
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2016	%					
Avg Ann. Change in Share	%					



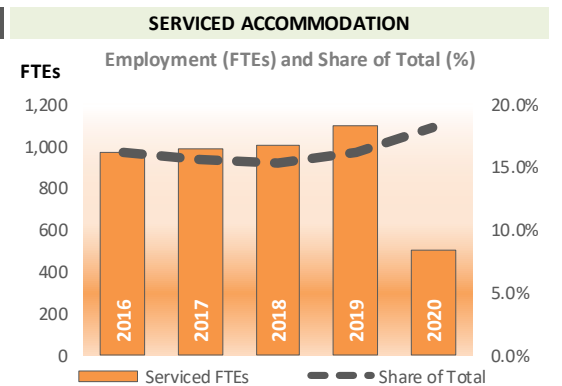
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020													2016 to 2020		SERVICED		DIRECT EMPLOYMENT				
COVENTRY																					
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																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2016 to 2020		10.9%	3.7%	-32.8%	-89.7%	-84.7%	-82.0%	-48.5%	-33.7%	-33.9%	-35.6%	-79.9%	-72.7%	-48.6%	Annual Change			-6.6%	-85.5%	-38.6%	-62.6%
% Change 2019 to 2020		-2.5%	-6.1%	-40.4%	-90.8%	-86.7%	-84.2%	-54.3%	-40.2%	-41.0%	-42.7%	-82.2%	-76.2%	-54.4%				-16.9%	-87.2%	-45.2%	-67.0%
Average Annual Change		2.7%	0.9%	-8.2%	-22.4%	-21.2%	-20.5%	-12.1%	-8.4%	-8.5%	-8.9%	-20.0%	-18.2%	-12.1%				-1.7%	-21.4%	-9.7%	-15.7%
2016 FTEs		913	951	989	992	957	948	963	985	977	1,000	996	973	970				951	966	975	990
2017 FTEs		929	949	1,006	989	997	965	977	992	988	1,005	1,012	1,011	985	1.5%		961	984	986	1,009	
2018 FTEs		948	955	1,020	1,011	994	974	983	988	1,018	1,046	1,035	1,054	1,002	1.7%		974	993	997	1,045	
2019 FTEs		1,038	1,051	1,116	1,108	1,097	1,080	1,086	1,092	1,094	1,124	1,122	1,119	1,094	9.2%		1,068	1,095	1,091	1,122	
2020 FTEs		1,012	987	665	102	146	171	496	653	645	644	200	266	499	-54.4%		888	140	598	370	

EMPLOYMENT						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Serviced FTEs	970	985	1,002	1,094	499	
Total Employment FTEs	6,031	6,343	6,575	6,760	2,754	
Share of Total %	16.1%	15.5%	15.2%	16.2%	18.1%	
Annual Change in Share %		-3.5%	-1.8%	6.2%	11.9%	
Change in Share from 2016 %		-3.5%	-5.3%	0.6%	12.6%	
Avg Ann. Change in Share %		-3.5%	-2.6%	0.2%	3.2%	

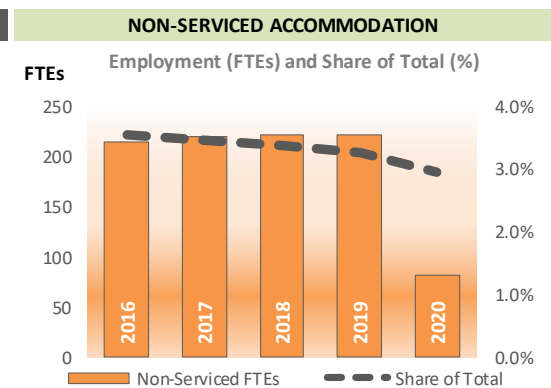


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STEAM FINAL TREND REPORT FOR 2016-2020													2016 to 2020		NON-SERVICED		DIRECT EMPLOYMENT			
COVENTRY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2016 to 2020		4.9%	-15.0%	-45.0%	-93.8%	-90.2%	-87.1%	-61.9%	-45.2%	-33.7%	-46.5%	-77.3%	-72.1%	-62.1%	Annual Change	-20.4%	-87.7%	-52.4%	-63.6%	
% Change 2019 to 2020		-1.2%	-16.3%	-46.8%	-94.4%	-90.8%	-87.4%	-64.2%	-45.5%	-32.7%	-46.3%	-78.1%	-74.1%	-63.3%		-23.1%	-88.1%	-53.9%	-64.8%	
Average Annual Change		1.2%	-3.7%	-11.2%	-23.5%	-22.6%	-21.8%	-15.5%	-11.3%	-8.4%	-11.6%	-19.3%	-18.0%	-15.5%		-5.1%	-21.9%	-13.1%	-15.9%	
2016	FTEs	26	36	35	45	54	657	736	817	56	42	32	33	214		33	252	536	36	
2017	FTEs	26	37	36	45	57	674	754	838	57	42	32	34	219	2.3%	33	259	549	36	
2018	FTEs	27	37	36	47	57	686	764	831	57	43	33	35	221	0.8%	33	263	551	37	
2019	FTEs	28	37	36	50	58	674	784	822	56	42	34	36	221	0.1%	34	260	554	37	
2020	FTEs	28	31	19	3	5	85	280	448	37	23	7	9	81	-63.3%	26	31	255	13	

EMPLOYMENT						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Non-Serviced	FTEs	214	219	221	221	81
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754
Share of Total	%	3.6%	3.5%	3.4%	3.3%	3.0%
Annual Change in Share	%		-2.7%	-2.7%	-2.7%	-9.8%
Change in Share from 2016	%		-2.7%	-5.4%	-7.9%	-16.9%
Avg Ann. Change in Share	%		-2.7%	-2.7%	-2.6%	-4.2%



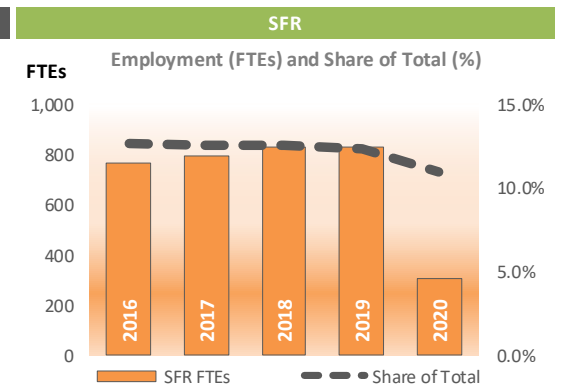
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020													2016 to 2020		SFR		DIRECT EMPLOYMENT			
COVENTRY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2016 to 2020		7.3%	0.1%	-53.4%	-98.4%	-96.1%	-91.4%	-68.1%	-48.1%	-51.9%	-56.2%	-91.5%	-86.5%	-60.5%	Annual Change	-7.4%	-96.1%	-56.6%	-80.2%	
% Change 2019 to 2020		-2.0%	-6.2%	-57.1%	-98.5%	-96.4%	-92.0%	-70.7%	-51.4%	-55.3%	-59.5%	-92.2%	-87.8%	-63.6%		-14.9%	-96.4%	-59.7%	-81.8%	
Average Annual Change		1.8%	0.0%	-13.4%	-24.6%	-24.0%	-22.8%	-17.0%	-12.0%	-13.0%	-14.1%	-22.9%	-21.6%	-15.1%		-1.9%	-24.0%	-14.2%	-20.0%	
2016	FTEs	1,306	432	490	1,141	735	576	943	1,002	498	500	403	1,158	765		743	818	814	687	
2017	FTEs	1,361	442	510	1,170	779	599	978	1,037	515	515	420	1,225	796	4.0%	771	849	843	720	
2018	FTEs	1,425	457	530	1,222	800	620	1,010	1,063	533	536	431	1,280	826	3.7%	804	880	869	749	
2019	FTEs	1,431	460	532	1,230	807	625	1,026	1,070	536	540	438	1,277	831	0.6%	808	887	877	751	
2020	FTEs	1,402	432	228	18	29	50	300	520	240	219	34	156	302	-63.6%	687	32	353	136	

		EMPLOYMENT				
SHARE OF MARKET		2016	2017	2018	2019	2020
SFR	FTEs	765	796	826	831	302
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754
Share of Total	%	12.7%	12.5%	12.6%	12.3%	11.0%
Annual Change in Share	%		-1.1%	0.1%	-2.1%	-10.7%
Change in Share from 2016	%		-1.1%	-1.1%	-3.1%	-13.5%
Avg Ann. Change in Share	%		-1.1%	-0.5%	-1.0%	-3.4%

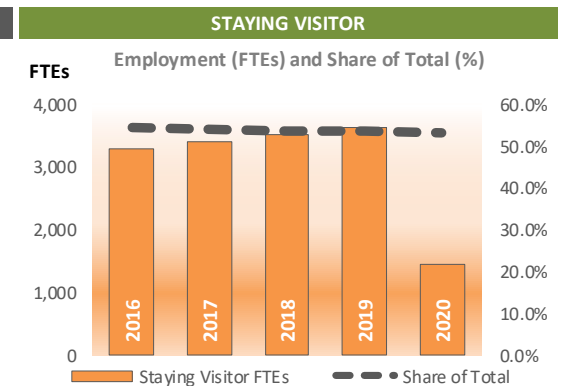


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STEAM FINAL TREND REPORT FOR 2016-2020													2016 to 2020		STAYING VISITOR		DIRECT EMPLOYMENT			
COVENTRY																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2016 to 2020		8.7%	2.1%	-39.7%	-94.3%	-89.7%	-86.0%	-59.2%	-42.2%	-39.8%	-42.6%	-83.1%	-80.1%	-54.7%	Annual Change	-7.2%	-90.0%	-48.1%	-69.7%	
% Change 2019 to 2020		-2.2%	-6.4%	-45.8%	-94.8%	-90.8%	-87.2%	-62.8%	-45.7%	-45.3%	-48.1%	-84.9%	-82.3%	-58.9%		-16.2%	-90.9%	-52.2%	-72.8%	
Average Annual Change		2.2%	0.5%	-9.9%	-23.6%	-22.4%	-21.5%	-14.8%	-10.6%	-9.9%	-10.6%	-20.8%	-20.0%	-13.7%		-1.8%	-22.5%	-12.0%	-17.4%	
2016	FTEs	2,245	1,419	1,514	2,178	1,746	2,182	2,641	2,804	1,531	1,542	1,432	2,165	1,950		1,726	2,035	2,325	1,713	
2017	FTEs	2,316	1,428	1,552	2,205	1,833	2,238	2,709	2,866	1,560	1,562	1,465	2,270	2,000	2.6%	1,765	2,092	2,378	1,766	
2018	FTEs	2,400	1,449	1,587	2,280	1,850	2,280	2,757	2,881	1,609	1,625	1,499	2,369	2,049	2.4%	1,812	2,137	2,416	1,831	
2019	FTEs	2,496	1,548	1,685	2,388	1,962	2,378	2,895	2,984	1,686	1,706	1,593	2,431	2,146	4.7%	1,910	2,243	2,522	1,910	
2020	FTEs	2,442	1,450	913	123	181	305	1,076	1,621	922	886	241	431	883	-58.9%	1,601	203	1,206	519	

EMPLOYMENT						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Staying Visitor	FTEs	3,290	3,414	3,516	3,630	1,461
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754
Share of Total	%	54.6%	53.8%	53.5%	53.7%	53.0%
Annual Change in Share	%		-1.3%	-0.7%	0.4%	-1.2%
Change in Share from 2016	%		-1.3%	-2.0%	-1.6%	-2.8%
Avg Ann. Change in Share	%		-1.3%	-1.0%	-0.5%	-0.7%



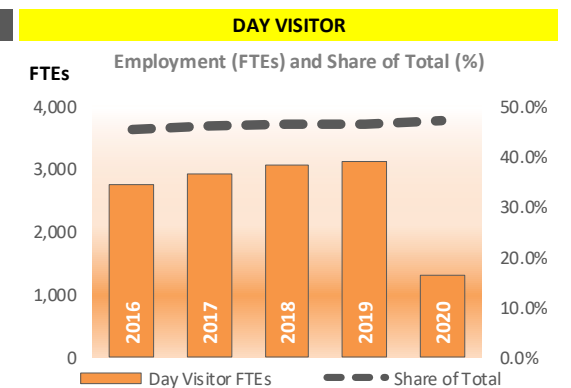
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020													2016 to 2020		DAY VISITOR		DIRECT EMPLOYMENT			
COVENTRY																				
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																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2016 to 2020		6.6%	15.9%	-19.9%	-81.3%	-79.1%	-81.4%	-57.7%	-38.8%	-49.3%	-56.1%	-73.1%	-54.8%	-52.8%	Annual Change	-1.1%	-80.7%	-49.0%	-62.1%	
% Change 2019 to 2020		-3.5%	6.2%	-23.3%	-82.8%	-82.3%	-84.1%	-63.4%	-49.3%	-58.4%	-58.0%	-77.8%	-59.0%	-58.7%		-8.0%	-83.1%	-57.1%	-66.1%	
Average Annual Change		1.6%	4.0%	-5.0%	-20.3%	-19.8%	-20.3%	-14.4%	-9.7%	-12.3%	-14.0%	-18.3%	-13.7%	-13.2%		-0.3%	-20.2%	-12.2%	-15.5%	
2016	FTEs	1,278	1,949	2,285	3,586	2,680	3,033	4,279	3,801	2,742	2,945	2,684	1,624	2,741		1,838	3,100	3,607	2,418	
2017	FTEs	1,357	2,017	2,306	3,747	2,669	3,128	4,718	4,306	3,158	3,005	3,022	1,714	2,929	6.9%	1,893	3,181	4,061	2,581	
2018	FTEs	1,415	2,094	2,374	3,851	2,891	3,243	4,900	4,537	3,319	3,069	3,196	1,818	3,059	4.4%	1,961	3,329	4,252	2,695	
2019	FTEs	1,413	2,128	2,386	3,907	3,176	3,546	4,944	4,592	3,343	3,076	3,247	1,794	3,129	2.3%	1,976	3,543	4,293	2,705	
2020	FTEs	1,363	2,259	1,830	671	561	564	1,808	2,326	1,390	1,292	722	735	1,293	-58.7%	1,817	599	1,841	916	

EMPLOYMENT						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Day Visitor	FTEs	2,741	2,929	3,059	3,129	1,293
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754
Share of Total	%	45.4%	46.2%	46.5%	46.3%	47.0%
Annual Change in Share	%		1.6%	0.8%	-0.5%	1.4%
Change in Share from 2016	%		1.6%	2.4%	1.9%	3.3%
Avg Ann. Change in Share	%		1.6%	1.2%	0.6%	0.8%



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**STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY**

SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	43	5,415	-2	-70	+9	+427
+50 Room	18	4,561	0	0	0	+189
11-50 Room	13	704	-1	-62	+5	+179
<10 Room	12	150	-1	-8	+4	+59

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	23	4,743	-6	-1,723	-6	-1,723
Self catering	7	140	0	0	0	0
Static caravans/chalets	0	0	0	0	0	0
Touring caravans/camping	1	174	0	0	0	0
Hostel and Educational	15	4,429	-6	-1,723	-6	-1,723

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	66	10,158	-8	-1,793	+3	-1,296
Serviced Accommodation Share of Total	65%	53%				
Non-Serviced Accommodation Share of Total	35%	47%				

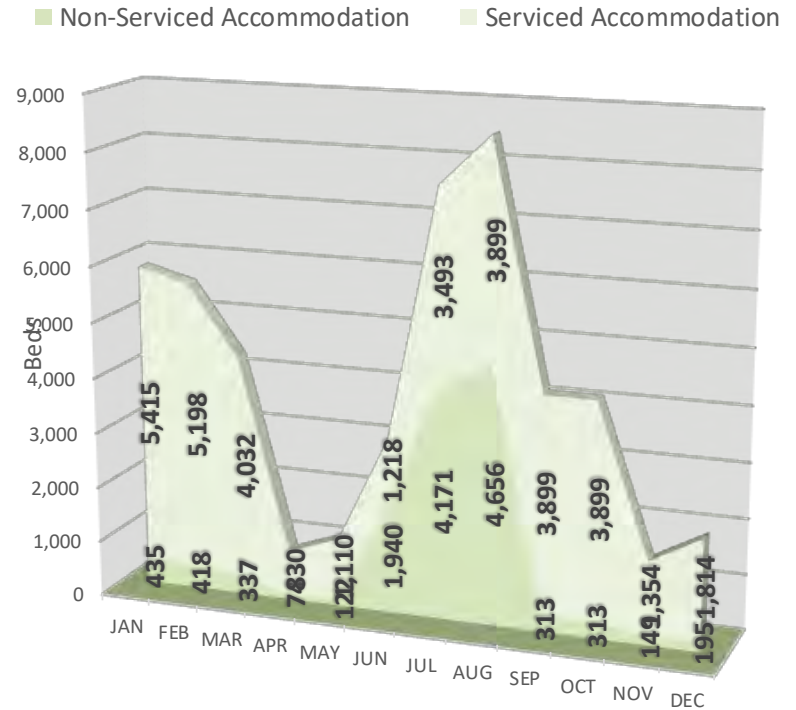
SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	5,850	5,616	4,369	904	1,232	3,158	7,663	8,554	4,212	4,212	1,503	2,009
Serviced Accommodation	5,415	5,198	4,032	830	1,110	1,218	3,493	3,899	3,899	3,899	1,354	1,814
Non-Serviced Accommodation	435	418	337	74	122	1,940	4,171	4,656	313	313	149	195

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>

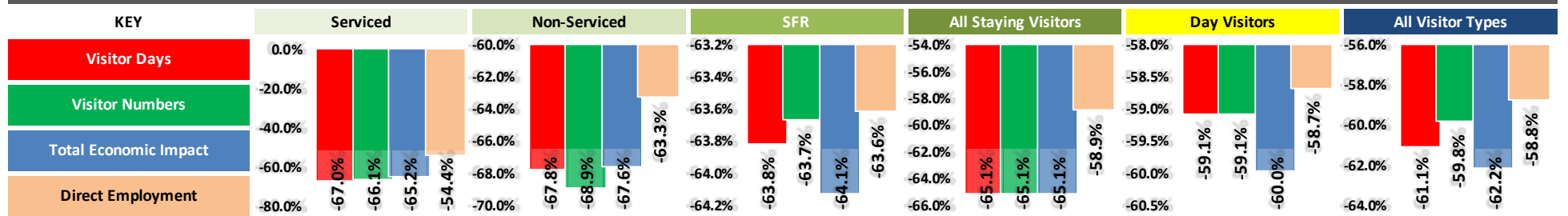
Indexation: *Indexation to: 2020*

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>

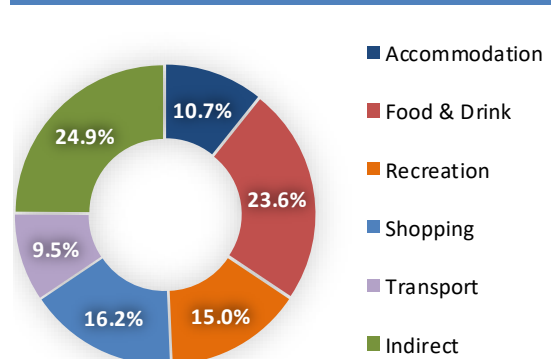
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

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	+/- %			
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
Visitor Days	M	0.386	1.169	-67.0%	0.151	0.468	-67.8%	0.951	2.630	-63.8%	1.488	4.266	-65.1%	3.596	8.788	-59.1%	5.084	13.05	-61.1%		
Visitor Numbers	M	0.199	0.587	-66.1%	0.022	0.069	-68.9%	0.211	0.581	-63.7%	0.432	1.238	-65.1%	3.596	8.788	-59.1%	4.028	10.03	-59.8%		
Direct Expenditure	£M																		173.40	458.73	-62.2%
Economic Impact	£M	43.10	123.82	-65.2%	12.55	38.70	-67.6%	34.85	97.17	-64.1%	90.50	259.69	-65.1%	140.38	350.63	-60.0%	230.88	610.32	-62.2%		
Direct Employment	FTEs	499	1,094	-54.4%	81	221	-63.3%	302	831	-63.6%	883	2,146	-58.9%	1,293	3,129	-58.7%	2,176	5,275	-58.8%		
Total Employment	FTEs																		2,754	6,760	-59.3%

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

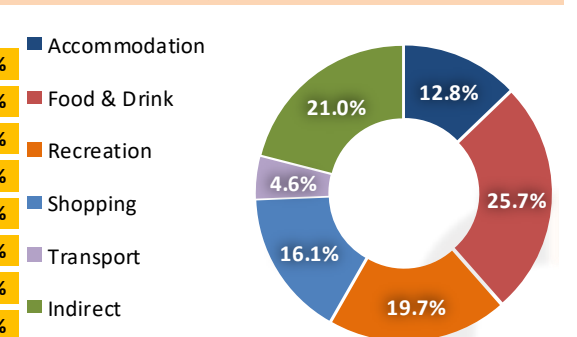


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



Sectors	2020	2019	+/- %
Accommodation	24.77	68.33	-63.8%
Food & Drink	54.59	135.09	-59.6%
Recreation	34.53	86.04	-59.9%
Shopping	37.51	110.86	-66.2%
Transport	22.00	58.41	-62.3%
TOTAL DIRECT	173.40	458.73	-62.2%
Indirect	57.48	151.59	-62.1%
TOTAL	230.88	610.32	-62.2%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

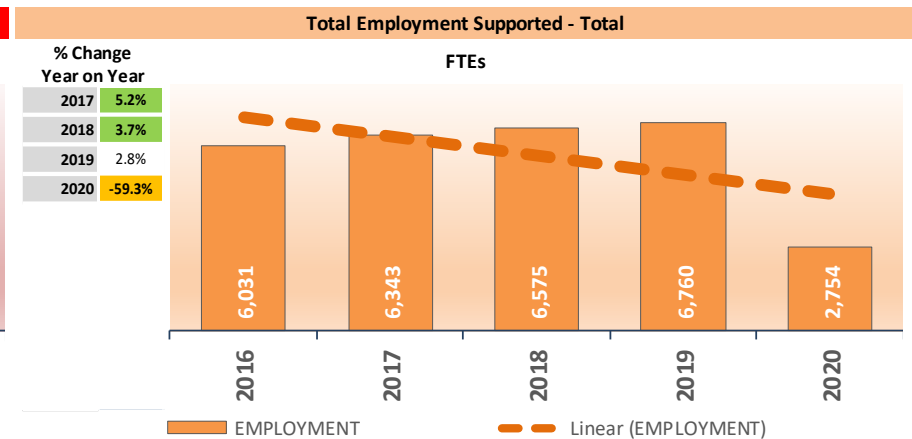
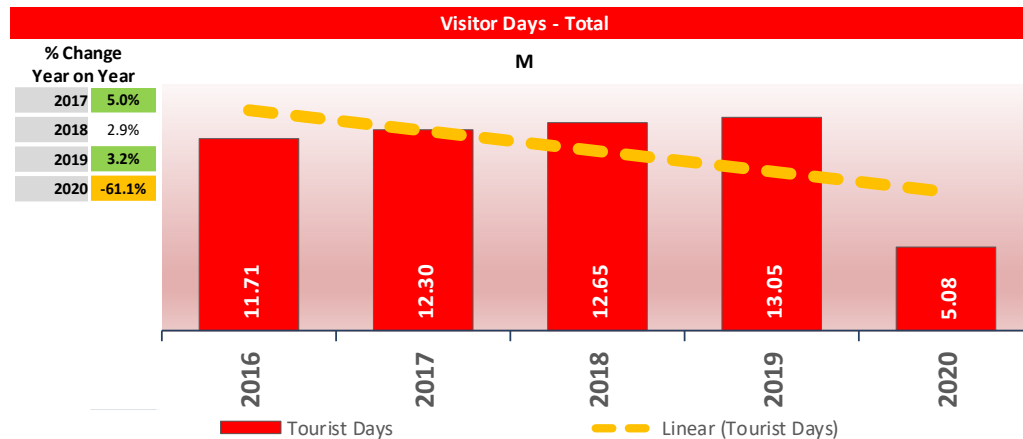
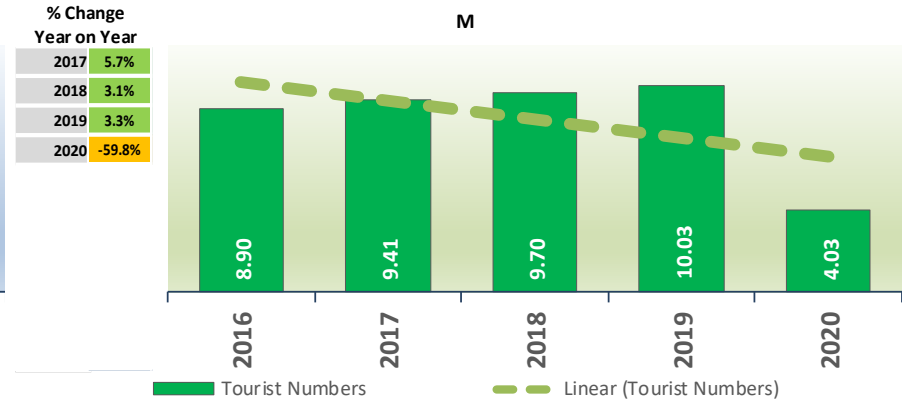
2016 to 2020
2020 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

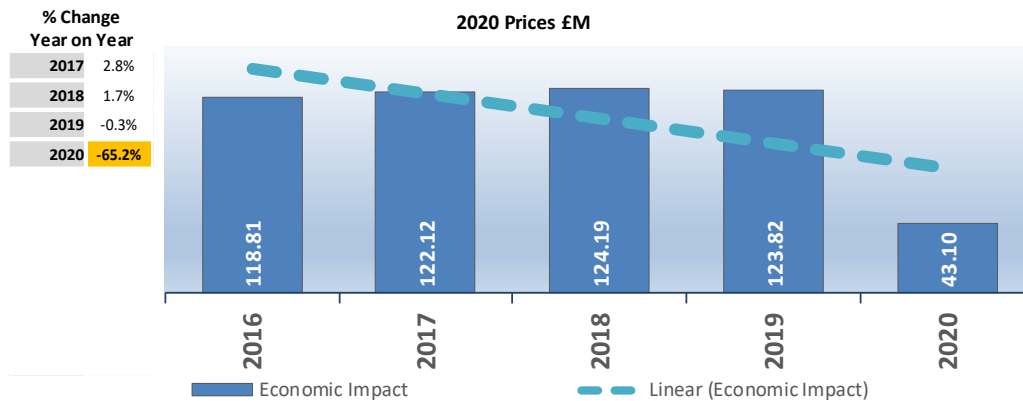
Visitor Numbers - Total



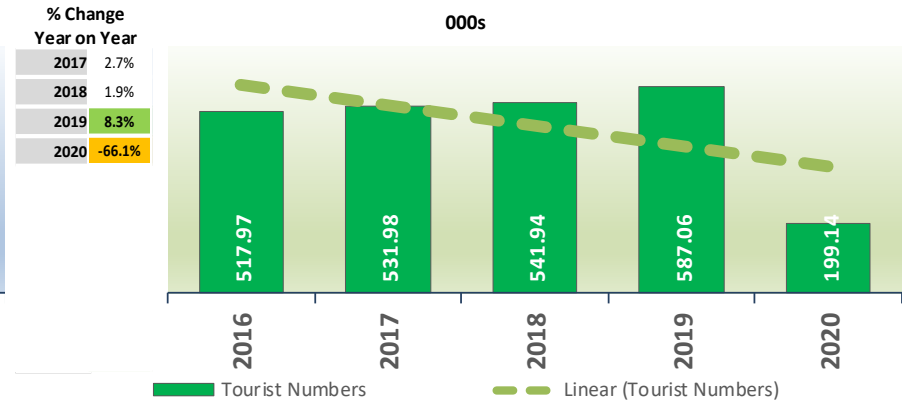
% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Indexed		4.6%	7.3%	9.5%	-58.6%
Visitor Numbers		5.7%	9.0%	12.6%	-54.7%
Visitor Days		5.0%	8.1%	11.5%	-56.6%
Total Employment		5.2%	9.0%	12.1%	-54.3%

"Linear" = Linear Trendline

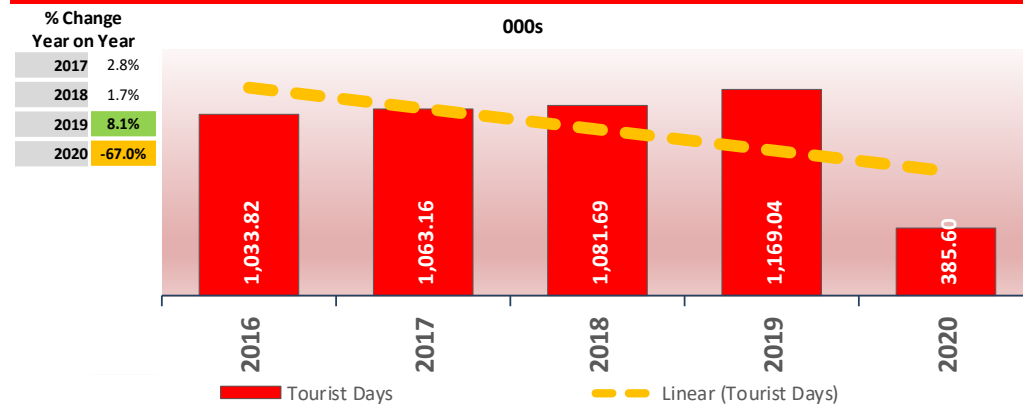
Economic Impact - Indexed - Serviced Accommodation



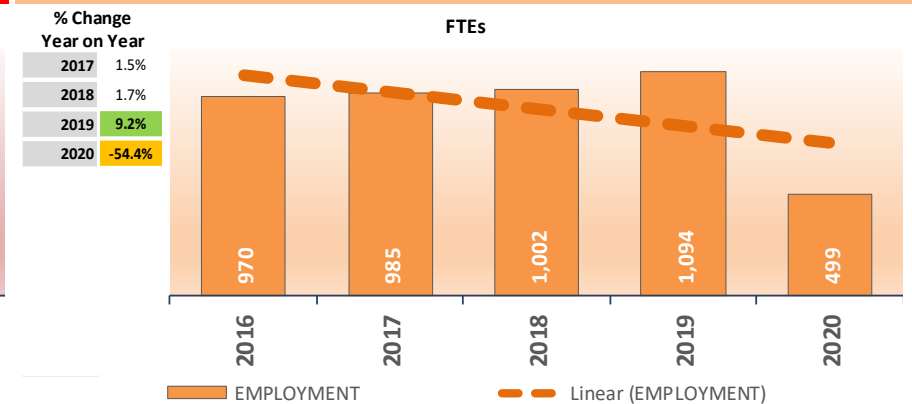
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.8%	4.5%	4.2%	-63.7%
Visitor Numbers		2.7%	4.6%	13.3%	-61.6%
Visitor Days		2.8%	4.6%	13.1%	-62.7%
Direct Employment		1.5%	3.3%	12.7%	-48.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2016-2020
COVENTRY

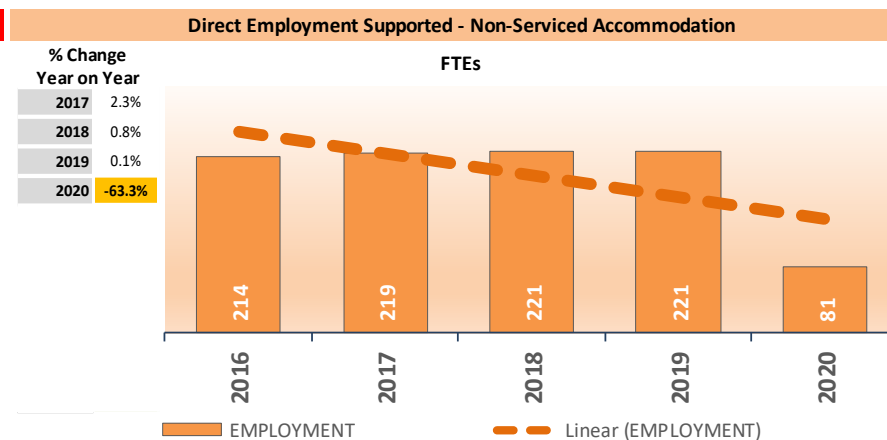
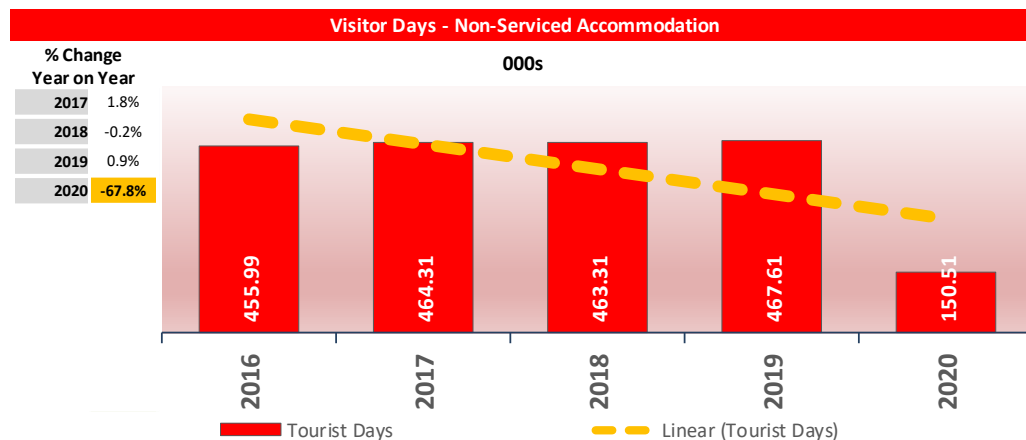
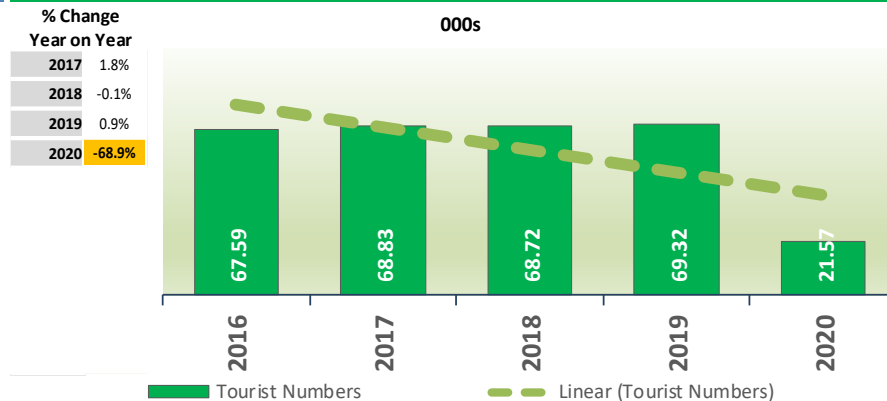
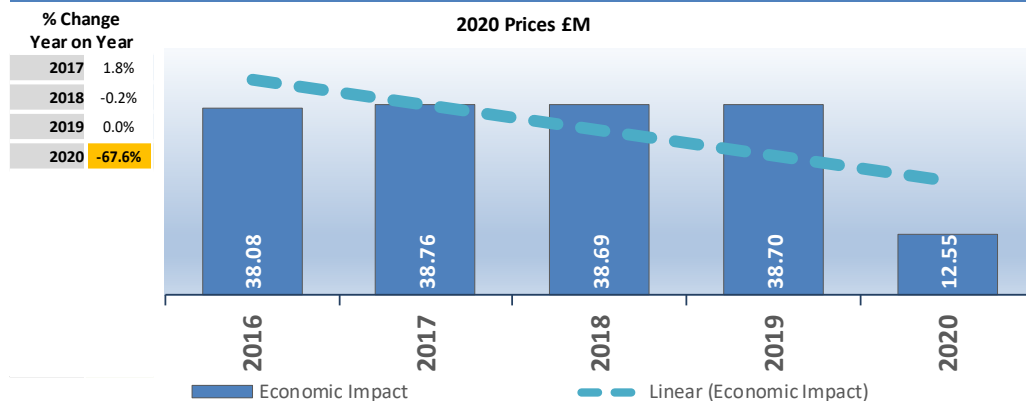
2016 to 2020
2020 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

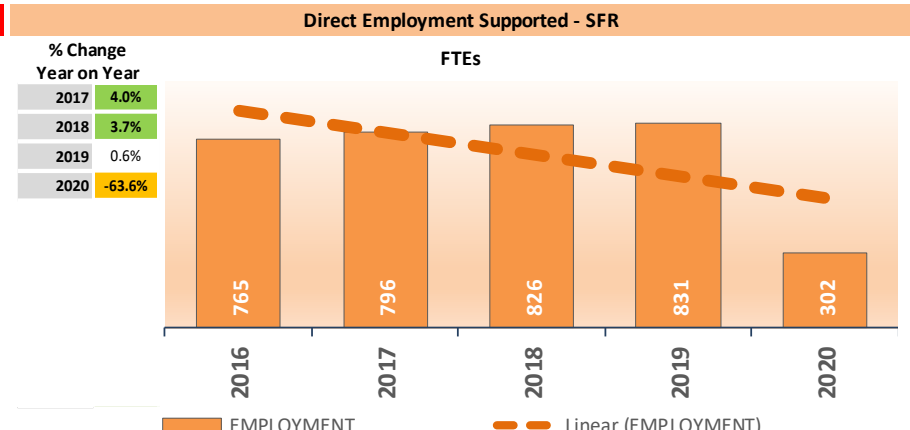
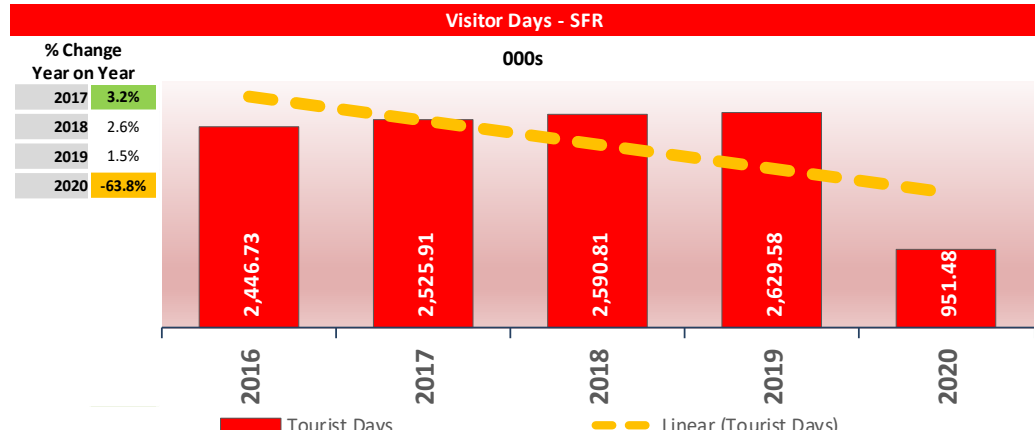
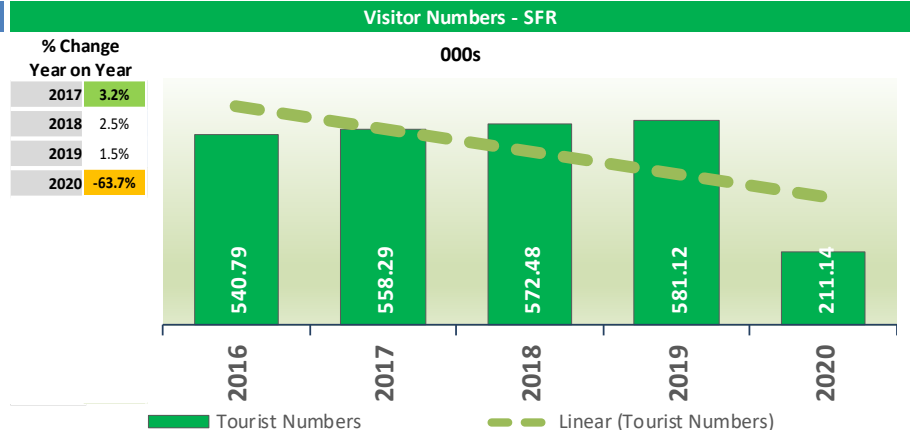
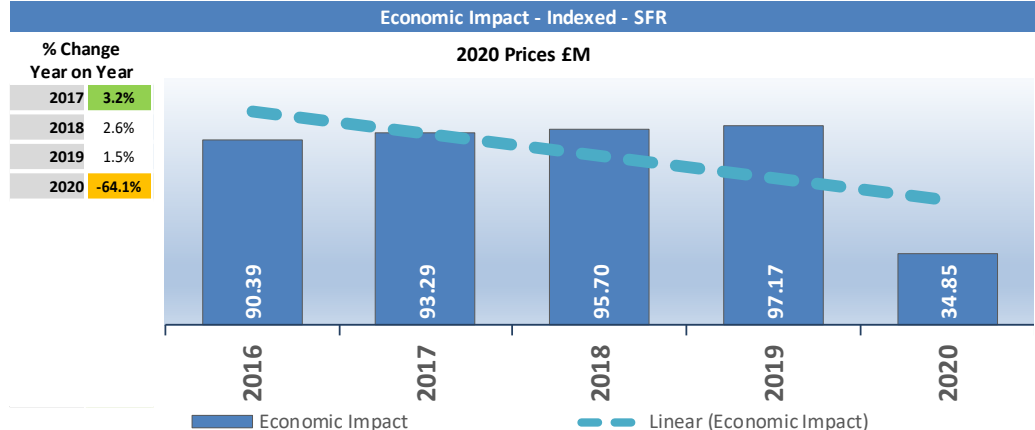
Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Indexed		1.8%	1.6%	1.6%	-67.0%
Visitor Numbers		1.8%	1.7%	2.6%	-68.1%
Visitor Days		1.8%	1.6%	2.5%	-67.0%
Direct Employment		2.3%	3.2%	3.2%	-62.1%

"Linear" = Linear Trendline



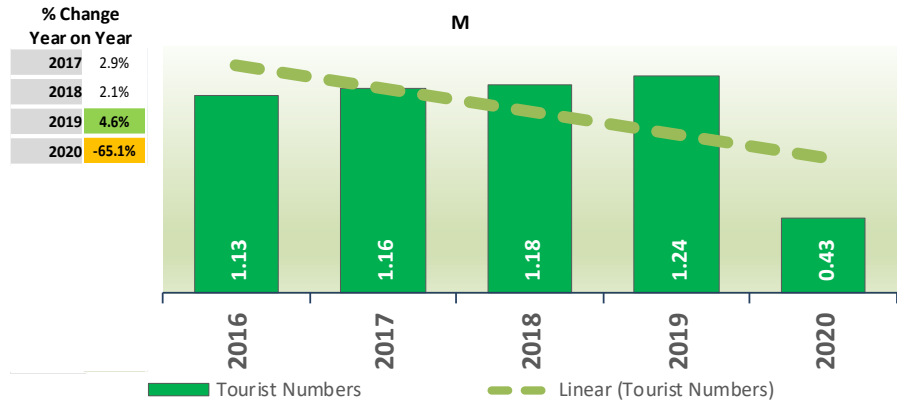
% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Indexed		3.2%	5.9%	7.5%	-61.4%
Visitor Numbers		3.2%	5.9%	7.5%	-61.0%
Visitor Days		3.2%	5.9%	7.5%	-61.1%
Direct Employment		4.0%	7.9%	8.6%	-60.5%

"Linear" = Linear Trendline

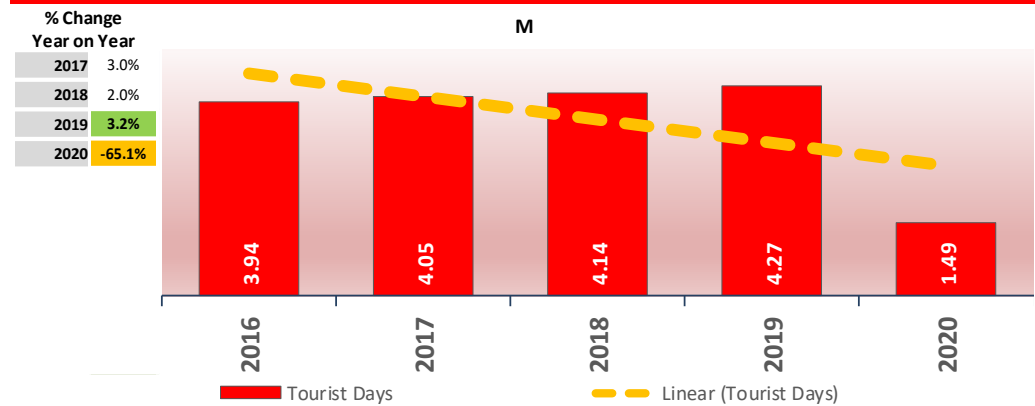
Economic Impact - Indexed - Staying Visitor



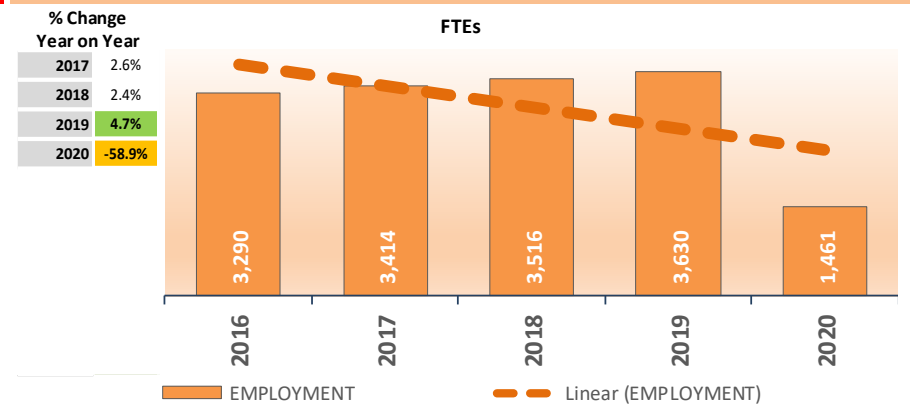
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

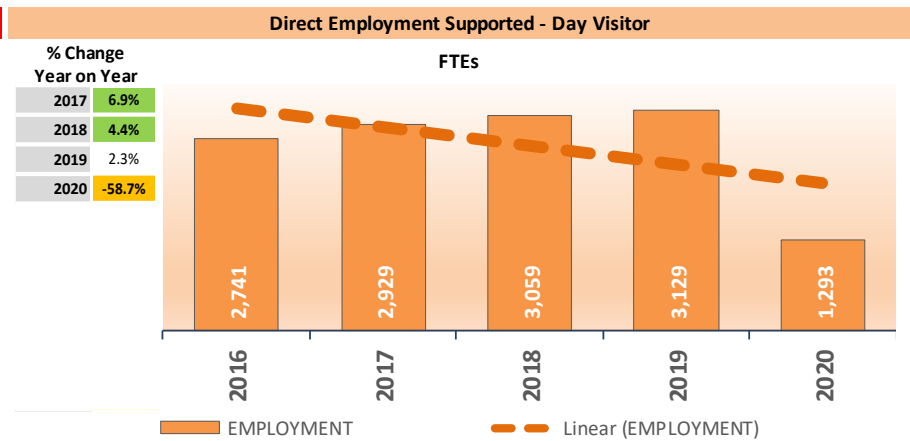
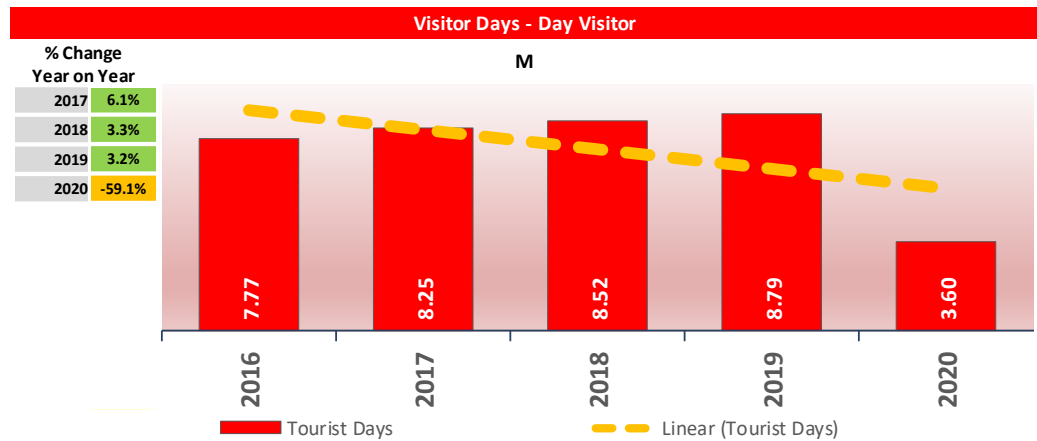
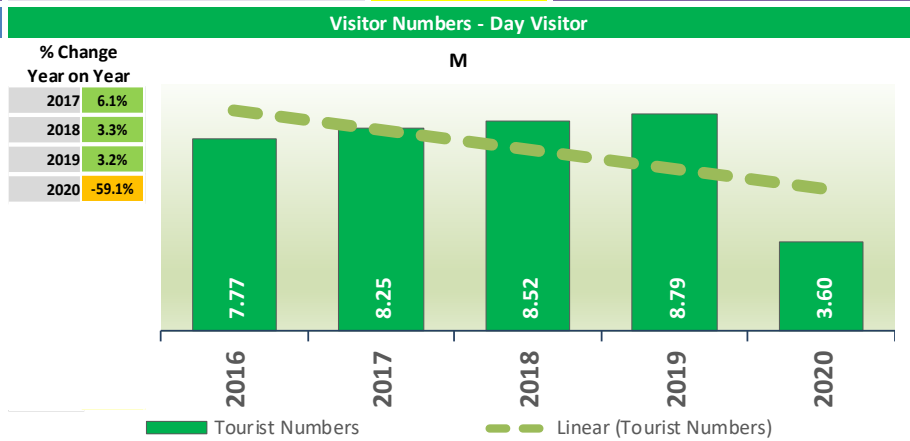
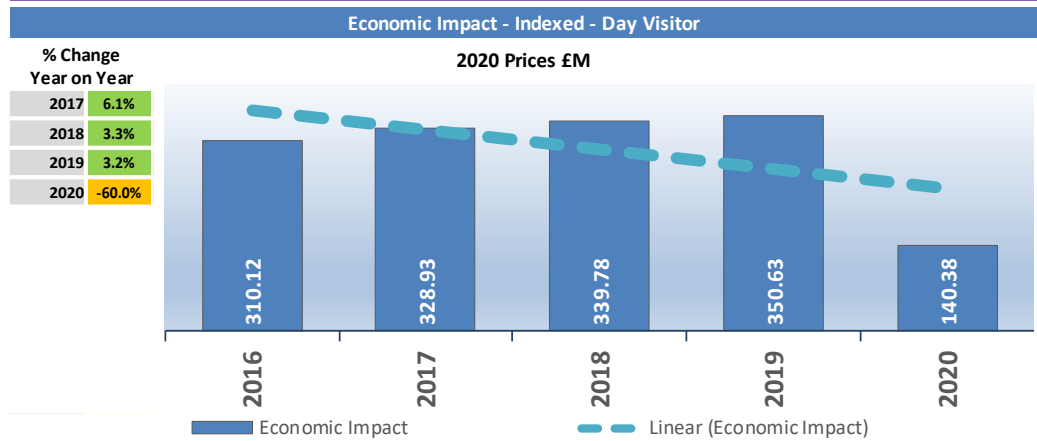


% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.8%	4.6%	5.0%	-63.4%
Visitor Numbers		2.9%	5.0%	9.9%	-61.7%
Visitor Days		3.0%	5.1%	8.4%	-62.2%
Direct Employment		3.8%	6.8%	10.3%	-55.6%

"Linear" = Linear Trendline

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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22



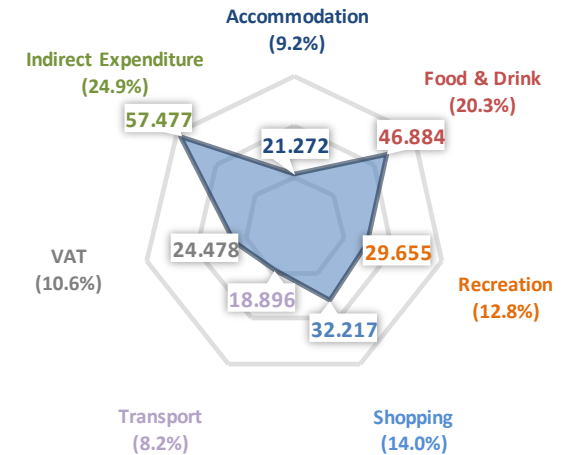
% Change from 2016	2016	2017	2018	2019	2020
Economic Impact - Indexed		6.1%	9.6%	13.1%	-54.7%
Visitor Numbers		6.1%	9.6%	13.0%	-53.7%
Visitor Days		6.1%	9.6%	13.0%	-53.7%
Direct Employment		6.9%	11.6%	14.2%	-52.8%

"Linear" = Linear Trendline

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

SECTOR / YEAR	2016	2017	2018	2019	2020
Accommodation £M	57.56	59.07	59.88	56.94	21.27
Food & Drink £M	100.87	105.87	108.83	112.57	46.88
Recreation £M	63.90	67.35	69.36	71.70	29.66
Shopping £M	83.30	87.22	89.67	92.39	32.22
Transport £M	43.67	45.83	47.14	48.67	18.90
Direct Revenue £M	349.30	365.33	374.88	382.28	148.93
VAT £M	69.86	73.07	74.98	76.46	24.48
Direct Expenditure £M	419.16	438.40	449.86	458.73	173.40
Indirect Expenditure £M	138.25	144.71	148.50	151.59	57.48
TOTAL £M	557.40	583.11	598.36	610.32	230.88

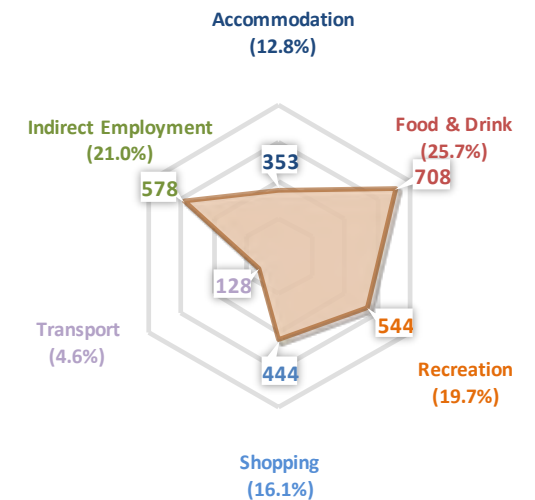
2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2016	2017	2018	2019	2020
Accommodation FTEs	581	581	586	645	353
Food & Drink FTEs	1,514	1,601	1,664	1,706	708
Recreation FTEs	1,164	1,236	1,287	1,319	544
Shopping FTEs	1,140	1,202	1,250	1,276	444
Transport FTEs	293	310	322	330	128
Direct Employment FTEs	4,691	4,929	5,108	5,275	2,176
Indirect Employment FTEs	1,340	1,414	1,467	1,484	578
TOTAL FTEs	6,031	6,343	6,575	6,760	2,754

2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



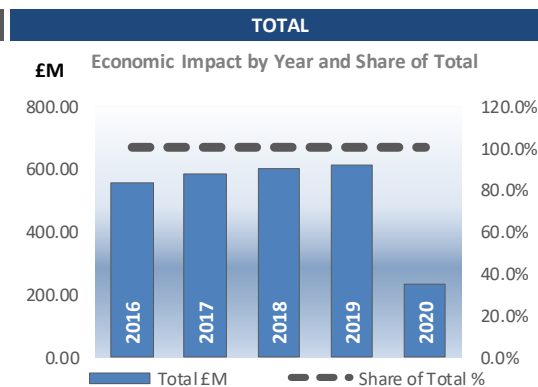
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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22

STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 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 2016 to 2020		11.1%	10.3%	-32.9%	-88.1%	-86.1%	-85.8%	-64.1%	-48.2%	-55.7%	-60.9%	-81.9%	-74.6%	-58.6%	Annual Change	-5.1%	-86.7%	-56.2%	-72.0%
% Change 2019 to 2020		2.4%	4.9%	-35.6%	-88.8%	-87.7%	-87.2%	-67.6%	-53.4%	-61.1%	-62.3%	-84.1%	-76.8%	-62.2%		-10.4%	-87.9%	-60.7%	-74.3%
Average Annual Change		2.8%	2.6%	-8.2%	-22.0%	-21.5%	-21.5%	-16.0%	-12.0%	-13.9%	-15.2%	-20.5%	-18.7%	-14.6%		-1.3%	-21.7%	-14.0%	-18.0%
2016 £M		32.89	32.54	37.33	55.36	42.86	54.24	70.36	67.42	42.63	44.77	41.37	35.63	557.40		102.76	152.45	180.42	121.77
2017 £M		34.25	33.00	37.86	56.68	43.88	55.64	74.91	72.45	46.67	45.27	44.84	37.65	583.11	4.6%	105.11	156.20	194.04	127.76
2018 £M		35.46	33.63	38.62	58.03	45.58	56.70	76.39	73.85	48.25	46.25	46.27	39.32	598.36	2.6%	107.71	160.32	198.49	131.84
2019 £M		35.70	34.20	38.90	59.09	48.73	59.89	77.88	74.94	48.53	46.39	47.08	38.98	610.32	2.0%	108.80	167.71	201.35	132.46
2020 £M		36.55	35.90	25.05	6.599	5.979	7.695	25.24	34.93	18.89	17.51	7.503	9.041	230.88	-62.2%	97.50	20.27	79.06	34.05

ECONOMIC IMPACT - INDEXED TO 2020						
SHARE OF MARKET		2016	2017	2018	2019	2020
Total	£M	557.40	583.11	598.36	610.32	230.88
All Visitor Types	£M	557.40	583.11	598.36	610.32	230.88
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2016	%					
Avg Ann. Change in Share	%					

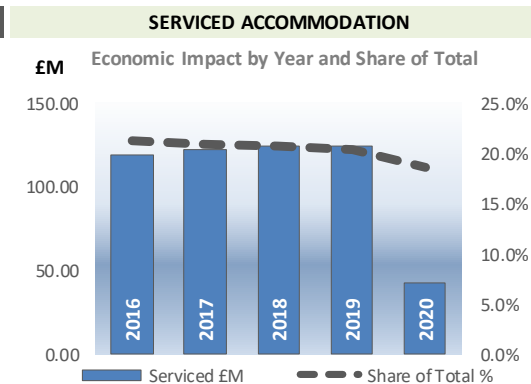


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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY												2016 to 2020 2020 Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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 2016 to 2020		26.8%	7.4%	-47.7%	-98.1%	-95.3%	-92.5%	-77.9%	-56.6%	-63.4%	-65.7%	-91.8%	-87.0%	-63.7%	Annual Change	-8.1%	-95.3%	-65.9%	-81.0%	
% Change 2019 to 2020		18.3%	8.2%	-49.9%	-98.1%	-95.6%	-93.0%	-78.8%	-57.1%	-64.2%	-66.7%	-92.0%	-88.1%	-65.2%		-11.2%	-95.5%	-66.8%	-81.9%	
Average Annual Change		6.7%	1.8%	-11.9%	-24.5%	-23.8%	-23.1%	-19.5%	-14.2%	-15.9%	-16.4%	-22.9%	-21.7%	-15.9%		-2.0%	-23.8%	-16.5%	-20.3%	
2016		£M	7.753	9.475	10.56	9.748	9.668	10.00	9.471	9.126	11.16	11.55	11.75	8.554		118.81	27.79	29.42	29.75	31.86
2017		£M	8.034	9.356	10.89	9.622	10.57	10.37	9.743	9.204	11.36	11.60	12.11	9.265	122.12	2.8%	28.28	30.56	30.31	32.97
2018		£M	8.358	9.386	11.12	9.987	10.39	10.46	9.772	9.022	11.65	12.12	12.19	9.746	124.19	1.7%	28.86	30.83	30.45	34.06
2019		£M	8.312	9.403	11.02	9.983	10.49	10.66	9.899	9.225	11.40	11.89	12.15	9.396	123.82	-0.3%	28.73	31.13	30.53	33.43
2020		£M	9.832	10.17	5.520	0.185	0.459	0.750	2.098	3.959	4.083	3.963	0.966	1.114	43.10	-65.2%	25.52	1.394	10.14	6.043

ECONOMIC IMPACT - INDEXED TO 2020						
SHARE OF MARKET		2016	2017	2018	2019	2020
Serviced	£M	118.81	122.12	124.19	123.82	43.10
All Visitor Types	£M	557.40	583.11	598.36	610.32	230.88
Share of Total	%	21.3%	20.9%	20.8%	20.3%	18.7%
Annual Change in Share	%		-1.7%	-0.9%	-2.3%	-8.0%
Change in Share from 2016	%		-1.7%	-2.6%	-4.8%	-12.4%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.6%	-3.1%



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

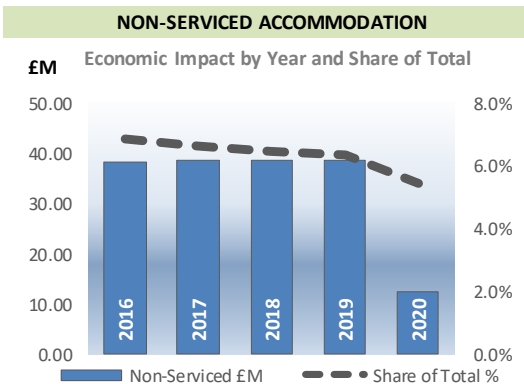
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 2020 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											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			Q1	Q2	Q3	Q4	
% Change 2016 to 2020		7.7%	-24.1%	-60.9%	-98.6%	-96.3%	-87.8%	-65.6%	-52.7%	-40.2%	-59.7%	-86.4%	-85.7%	-67.0%	Annual Change	-30.9%	-88.9%	-58.3%	-74.6%	
% Change 2019 to 2020		-2.6%	-24.3%	-62.2%	-98.8%	-96.5%	-87.9%	-67.2%	-52.1%	-37.8%	-58.5%	-87.0%	-87.1%	-67.6%		-33.3%	-89.1%	-58.8%	-75.4%	
Average Annual Change		1.9%	-6.0%	-15.2%	-24.7%	-24.1%	-22.0%	-16.4%	-13.2%	-10.1%	-14.9%	-21.6%	-21.4%	-16.8%		-7.7%	-22.2%	-14.6%	-18.7%	
2016		£M	0.231	0.442	0.396	0.568	0.682	9.960	11.26	12.59	0.722	0.534	0.340	0.358		38.08	1.070	11.21	24.57	1.232
2017		£M	0.231	0.442	0.404	0.568	0.723	10.15	11.47	12.82	0.721	0.524	0.341	0.369	38.76	1.078	11.44	25.01	1.233	
2018		£M	0.241	0.444	0.412	0.590	0.710	10.24	11.51	12.57	0.726	0.538	0.337	0.381	38.69	1.097	11.54	24.80	1.256	
2019		£M	0.256	0.444	0.410	0.639	0.720	10.03	11.82	12.41	0.694	0.519	0.356	0.397	38.70	1.110	11.39	24.92	1.272	
2020		£M	0.249	0.336	0.155	0.008	0.025	1.210	3.877	5.949	0.432	0.215	0.046	0.051	12.55	-67.6%	0.740	1.243	10.26	0.313

ECONOMIC IMPACT - INDEXED TO 2020							
SHARE OF MARKET		2016	2017	2018	2019	2020	
Non-Serviced		£M	38.08	38.76	38.69	38.70	12.55
All Visitor Types		£M	557.40	583.11	598.36	610.32	230.88
Share of Total		%	6.8%	6.6%	6.5%	6.3%	5.4%
Annual Change in Share		%		-2.7%	-2.7%	-1.9%	-14.2%
Change in Share from 2016		%		-2.7%	-5.4%	-7.2%	-20.4%
Avg Ann. Change in Share		%		-2.7%	-2.7%	-2.4%	-5.1%

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

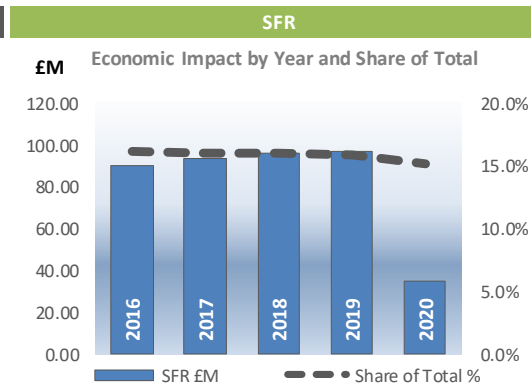
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 2020 Prices		SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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 2016 to 2020		6.6%	-0.5%	-53.7%	-98.4%	-96.0%	-91.3%	-69.0%	-51.3%	-54.3%	-58.5%	-92.1%	-87.2%	-61.4%	Annual Change	-8.0%	-96.0%	-58.7%	-81.2%	
% Change 2019 to 2020		-1.7%	-5.9%	-57.0%	-98.5%	-96.4%	-91.9%	-71.2%	-53.9%	-57.1%	-61.2%	-92.6%	-88.3%	-64.1%		-14.6%	-96.3%	-61.3%	-82.6%	
Average Annual Change		1.7%	-0.1%	-13.4%	-24.6%	-24.0%	-22.8%	-17.3%	-12.8%	-13.6%	-14.6%	-23.0%	-21.8%	-15.4%		-2.0%	-24.0%	-14.7%	-20.3%	
2016		£M	12.85	4.247	4.827	11.23	7.237	5.673	9.276	9.862	4.901	4.920	3.971	11.40		90.39	21.92	24.14	24.04	20.29
2017		£M	13.29	4.322	4.984	11.43	7.613	5.847	9.550	10.13	5.034	5.030	4.099	11.97	93.29	3.2%	22.60	24.89	24.71	21.10
2018		£M	13.77	4.416	5.124	11.81	7.724	5.986	9.758	10.26	5.150	5.180	4.167	12.36	95.70	2.6%	23.31	25.52	25.17	21.71
2019		£M	13.94	4.487	5.189	11.99	7.865	6.086	9.995	10.43	5.222	5.260	4.264	12.44	97.17	1.5%	23.62	25.94	25.64	21.97
2020		£M	13.70	4.224	2.234	0.176	0.286	0.491	2.875	4.806	2.239	2.043	0.316	1.459	34.85	-64.1%	20.16	0.954	9.920	3.818

ECONOMIC IMPACT - INDEXED TO 2020						
SHARE OF MARKET		2016	2017	2018	2019	2020
SFR	£M	90.39	93.29	95.70	97.17	34.85
All Visitor Types	£M	557.40	583.11	598.36	610.32	230.88
Share of Total	%	16.2%	16.0%	16.0%	15.9%	15.1%
Annual Change in Share	%		-1.3%	0.0%	-0.5%	-5.2%
Change in Share from 2016	%		-1.3%	-1.4%	-1.8%	-6.9%
Avg Ann. Change in Share	%		-1.3%	-0.7%	-0.6%	-1.7%

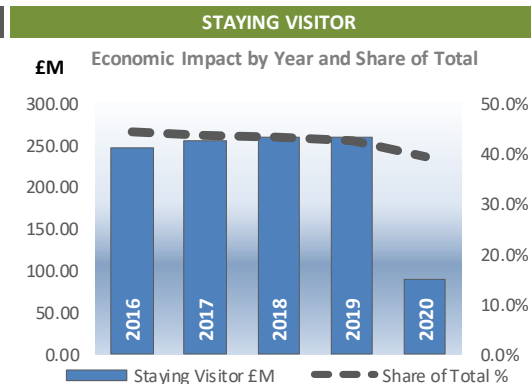


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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 2020 Prices		STAYING VISITOR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% 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 2016 to 2020		14.2%	4.0%	-49.9%	-98.3%	-95.6%	-90.4%	-70.5%	-53.4%	-59.8%	-63.4%	-91.7%	-87.1%	-63.4%	Annual Change	-8.6%	-94.5%	-61.3%	-80.9%
% Change 2019 to 2020		5.7%	2.8%	-52.4%	-98.4%	-96.0%	-90.8%	-72.1%	-54.1%	-61.0%	-64.8%	-92.1%	-88.2%	-65.1%		-13.2%	-94.8%	-62.6%	-82.0%
Average Annual Change		3.5%	1.0%	-12.5%	-24.6%	-23.9%	-22.6%	-17.6%	-13.3%	-14.9%	-15.9%	-22.9%	-21.8%	-15.9%		-2.1%	-23.6%	-15.3%	-20.2%
2016	£M	20.83	14.16	15.78	21.54	17.59	25.64	30.01	31.57	16.78	17.00	16.06	20.31	247.28		50.78	64.77	78.36	53.38
2017	£M	21.56	14.12	16.28	21.62	18.90	26.37	30.76	32.15	17.11	17.15	16.55	21.60	254.17	2.8%	51.96	66.88	80.03	55.30
2018	£M	22.37	14.25	16.65	22.38	18.82	26.69	31.04	31.85	17.53	17.84	16.69	22.49	258.59	1.7%	53.26	67.89	80.42	57.02
2019	£M	22.51	14.33	16.62	22.61	19.08	26.78	31.71	32.07	17.32	17.67	16.77	22.24	259.69	0.4%	53.46	68.46	81.10	56.67
2020	£M	23.78	14.73	7.909	0.369	0.770	2.452	8.850	14.71	6.753	6.222	1.328	2.625	90.50	-65.1%	46.42	3.591	30.32	10.17

ECONOMIC IMPACT - INDEXED TO 2020						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Staying Visitor	£M	247.28	254.17	258.59	259.69	90.50
All Visitor Types	£M	557.40	583.11	598.36	610.32	230.88
Share of Total	%	44.4%	43.6%	43.2%	42.5%	39.2%
Annual Change in Share	%		-1.7%	-0.9%	-1.5%	-7.9%
Change in Share from 2016	%		-1.7%	-2.6%	-4.1%	-11.6%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.4%	-2.9%



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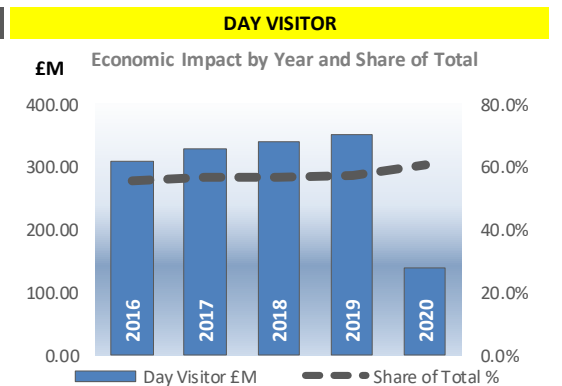
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STEAM FINAL TREND REPORT FOR 2016-2020 COVENTRY													2016 to 2020 2020 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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 2016 to 2020		5.9%	15.2%	-20.4%	-81.6%	-79.4%	-81.7%	-59.4%	-43.6%	-53.1%	-59.4%	-75.6%	-58.1%	-54.7%	Annual Change	-1.7%	-81.0%	-52.2%	-65.1%	
% Change 2019 to 2020		-3.2%	6.5%	-23.0%	-82.9%	-82.4%	-84.2%	-64.5%	-52.9%	-61.1%	-60.7%	-79.6%	-61.7%	-60.0%		-7.7%	-83.2%	-59.5%	-68.5%	
Average Annual Change		1.5%	3.8%	-5.1%	-20.4%	-19.8%	-20.4%	-14.8%	-10.9%	-13.3%	-14.8%	-18.9%	-14.5%	-13.7%		-0.4%	-20.2%	-13.1%	-16.3%	
2016	£M	12.05	18.38	21.55	33.81	25.28	28.60	40.35	35.85	25.86	27.77	25.31	15.32	310.12		51.98	87.69	102.05	68.40	
2017	£M	12.70	18.88	21.58	35.07	24.98	29.27	44.15	40.30	29.56	28.12	28.29	16.04	328.93	6.1%	53.15	89.32	114.01	72.45	
2018	£M	13.10	19.38	21.97	35.65	26.76	30.02	45.36	41.99	30.72	28.41	29.58	16.83	339.78	3.3%	54.45	92.43	118.07	74.82	
2019	£M	13.19	19.87	22.28	36.48	29.66	33.11	46.17	42.88	31.21	28.72	30.32	16.75	350.63	3.2%	55.34	99.25	120.26	75.78	
2020	£M	12.76	21.16	17.15	6.229	5.209	5.243	16.39	20.22	12.14	11.28	6.175	6.416	140.38	-60.0%	51.07	16.68	48.75	23.88	

ECONOMIC IMPACT - INDEXED TO 2020						
SHARE OF MARKET	2016	2017	2018	2019	2020	
Day Visitor	£M	310.12	328.93	339.78	350.63	140.38
All Visitor Types	£M	557.40	583.11	598.36	610.32	230.88
Share of Total	%	55.6%	56.4%	56.8%	57.5%	60.8%
Annual Change in Share	%		1.4%	0.7%	1.2%	5.8%
Change in Share from 2016	%		1.4%	2.1%	3.3%	9.3%
Avg Ann. Change in Share	%		1.4%	1.0%	1.1%	2.3%

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Report Prepared by: Alison Tipler. Date of Issue: 12/05/22