



STEAM REPORT FOR 2016-2021 - DRAFT

Draft

COVENTRY

DESTINATION COVENTRY

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Report Section Design and Features

Headers

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

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

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

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

The section of the report you are viewing

STEAM REPORT FOR 2016-2021 - DRAFT
COVENTRY

2016 to 2021
Historic Prices

TOTAL

ECONOMIC IMPACT
Historic Prices

User Controls (Excel File)

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

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

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

FOCUS YEAR: 2021

COMPARISON YEAR: 2020

INDEXATION: NO
Reflect Price Inflation?

HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3%

home

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

Units

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

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

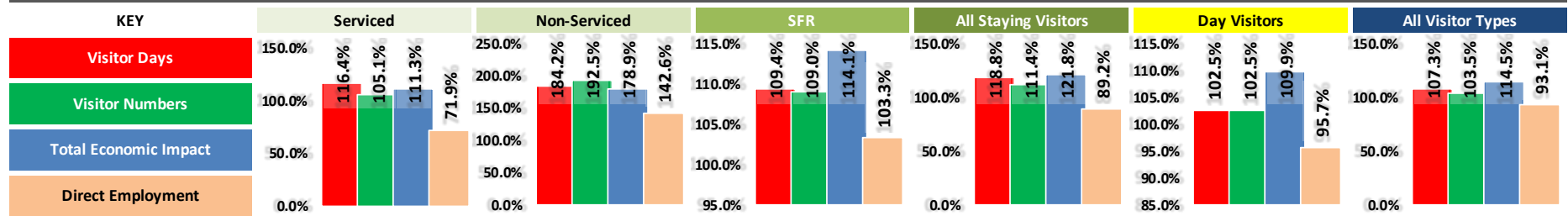
Visitor Numbers / Visitor Days / Average Length of Stay

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

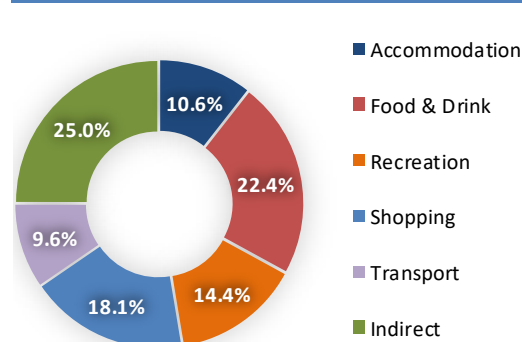
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

KEY	KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES																		
	Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types			
	Serviced			Non-Serviced															
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	
Visitor Days	M	0.834	0.386	116.4%	0.428	0.151	184.2%	1.993	0.951	109.4%	3.255	1.488	118.8%	7.284	3.596	102.5%	10.54	5.084	107.3%
Visitor Numbers	M	0.408	0.199	105.1%	0.063	0.022	192.5%	0.441	0.211	109.0%	0.913	0.432	111.4%	7.284	3.596	102.5%	8.197	4.028	103.5%
Direct Expenditure	£M																371.58	173.40	114.3%
Economic Impact	£M	91.07	43.10	111.3%	35.01	12.55	178.9%	74.63	34.85	114.1%	200.71	90.50	121.8%	294.58	140.38	109.9%	495.29	230.88	114.5%
Direct Employment	FTEs	858	499	71.9%	197	81	142.6%	615	302	103.3%	1,670	883	89.2%	2,531	1,293	95.7%	4,201	2,176	93.1%
Total Employment	FTEs																5,367	2,754	94.9%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - IN HISTORIC PRICES

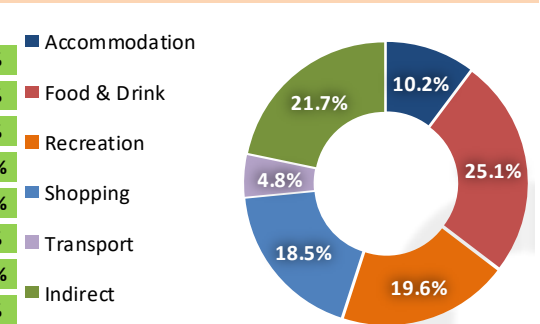


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2021	2020	+/- %
Accommodation	52.34	24.77	111.3%
Food & Drink	110.92	54.59	103.2%
Recreation	71.38	34.53	106.7%
Shopping	89.42	37.51	138.4%
Transport	47.51	22.00	115.9%
TOTAL DIRECT	371.58	173.40	114.3%
Indirect	123.71	57.48	115.2%
TOTAL	495.29	230.88	114.5%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2016 to 2021

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

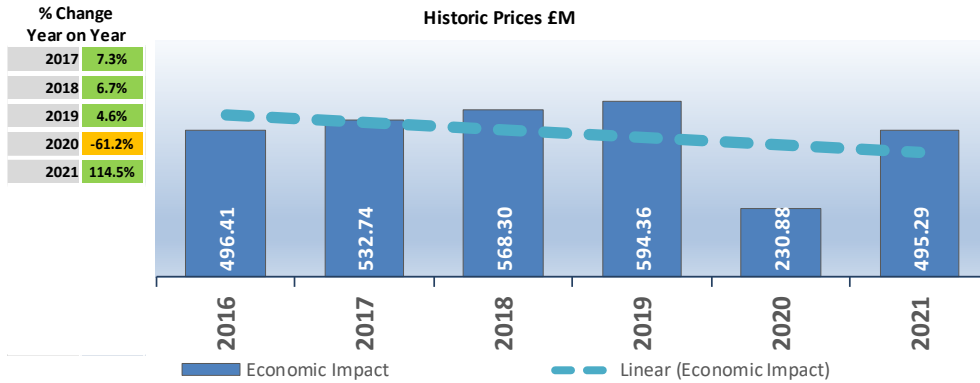
STEAM REPORT FOR 2016-2021 - DRAFT
COVENTRY

2016 to 2021
Historic Prices

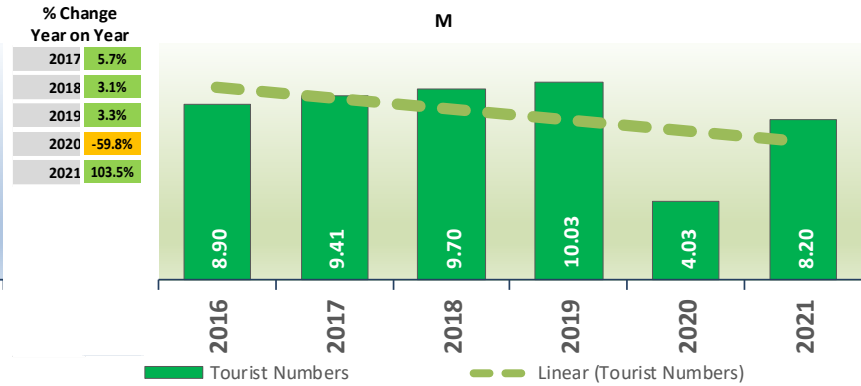
TOTAL

KEY MEASURES
Historic Prices

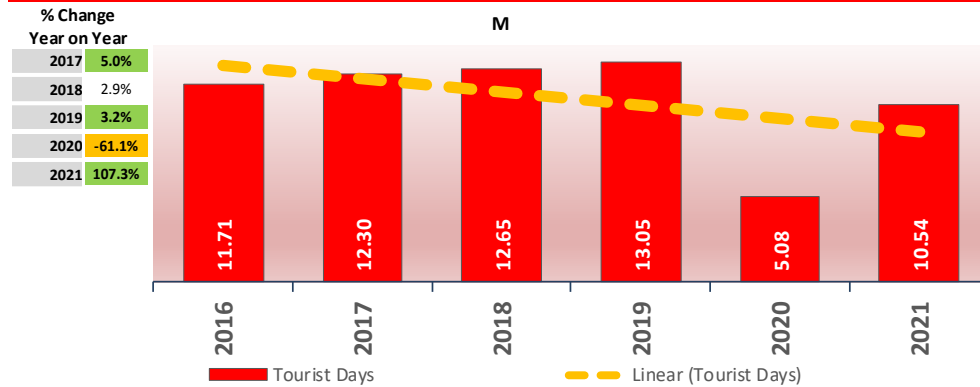
Economic Impact - Historic Prices - Total



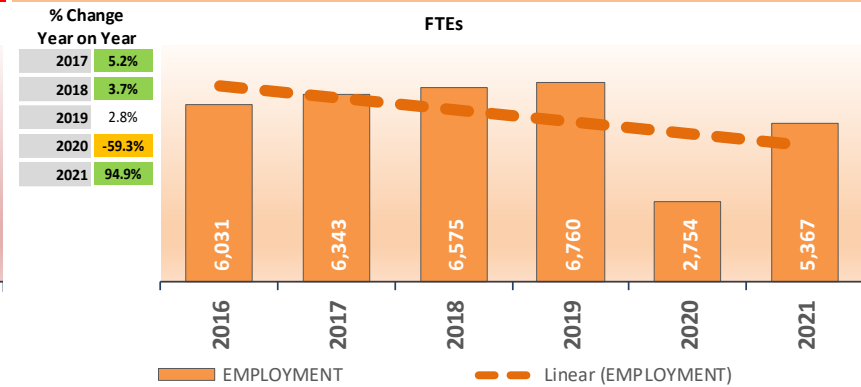
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		7.3%	14.5%	19.7%	-53.5%	-0.2%
Visitor Numbers		5.7%	9.0%	12.6%	-54.7%	-7.9%
Visitor Days		5.0%	8.1%	11.5%	-56.6%	-10.0%
Total Employment		5.2%	9.0%	12.1%	-54.3%	-11.0%

"Linear" = Linear Trendline

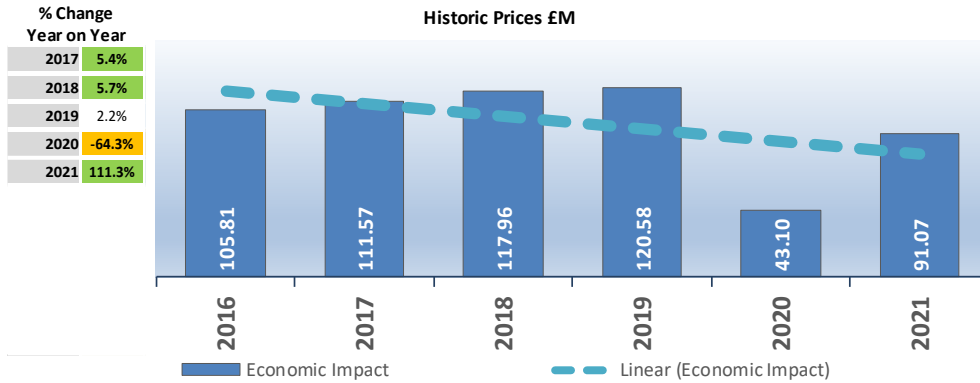
STEAM REPORT FOR 2016-2021 - DRAFT
COVENTRY

2016 to 2021
Historic Prices

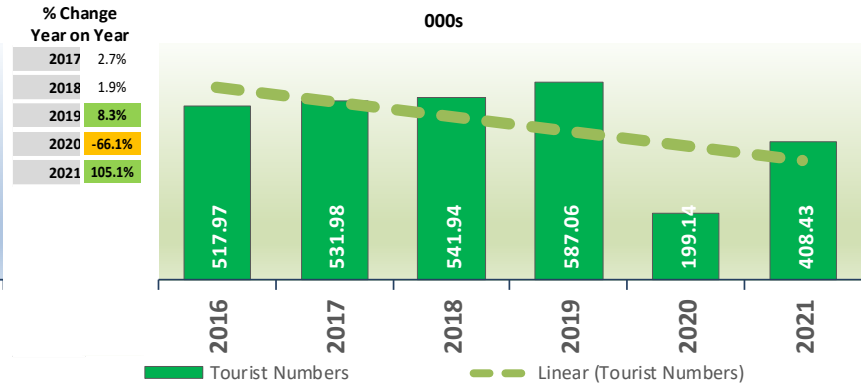
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

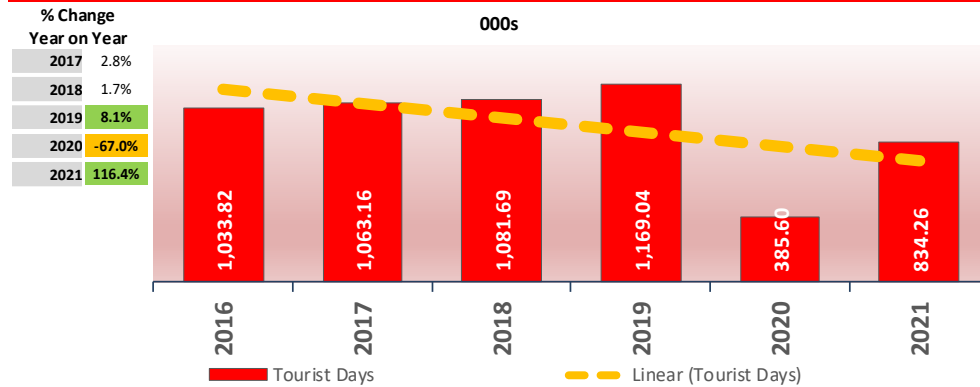
Economic Impact - Historic Prices - Serviced Accommodation



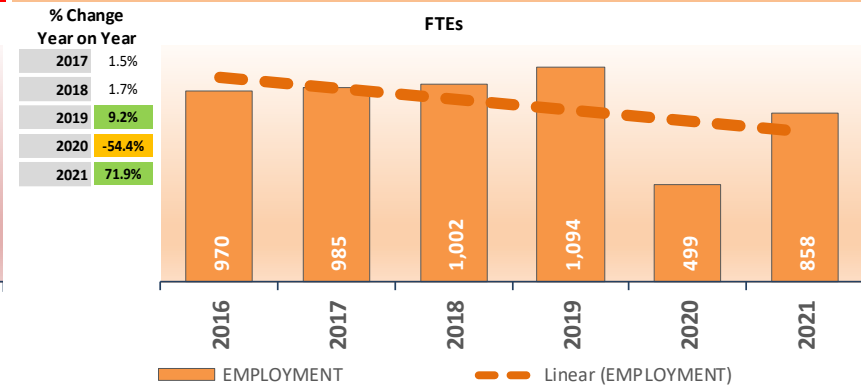
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



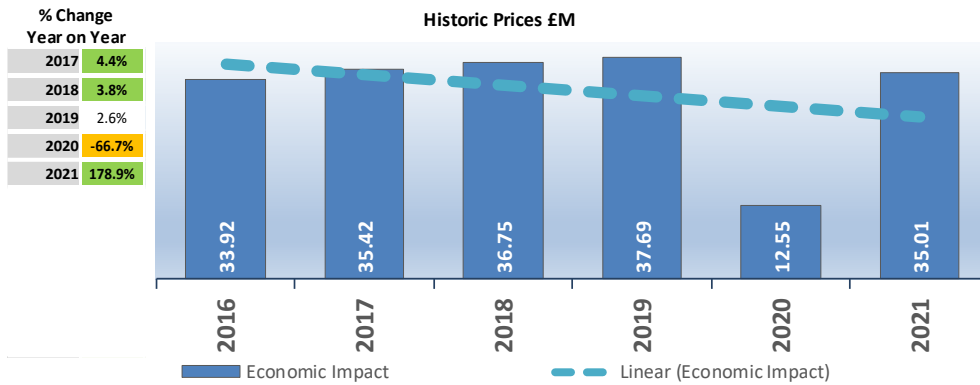
Direct Employment Supported - Serviced Accommodation



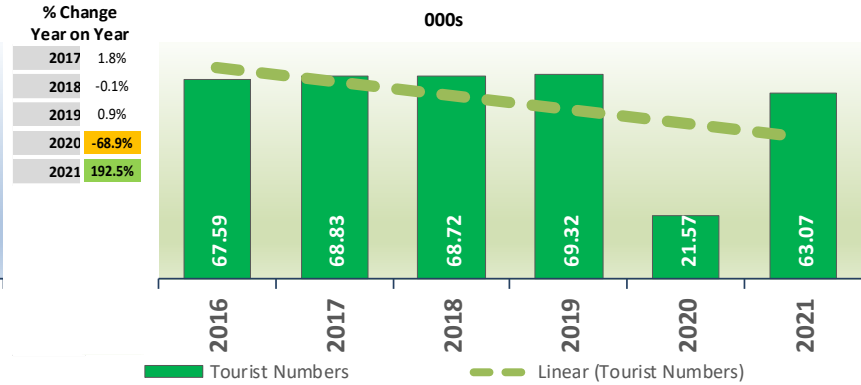
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		5.4%	11.5%	14.0%	-59.3%	-13.9%
Visitor Numbers		2.7%	4.6%	13.3%	-61.6%	-21.1%
Visitor Days		2.8%	4.6%	13.1%	-62.7%	-19.3%
Direct Employment		1.5%	3.3%	12.7%	-48.6%	-11.6%

"Linear" = Linear Trendline

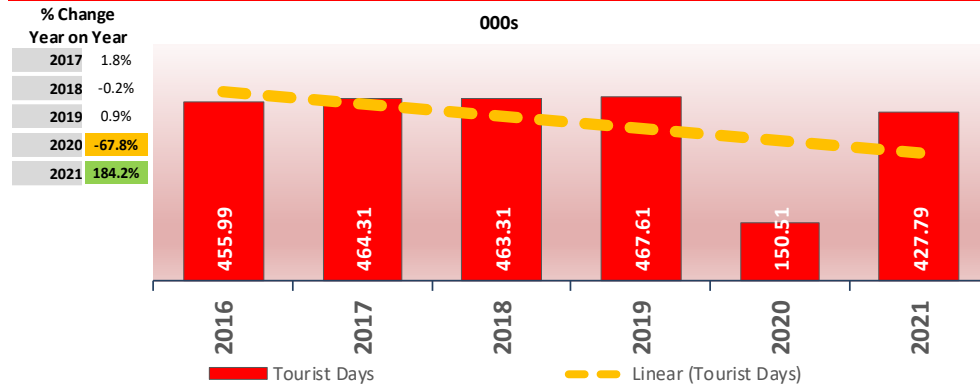
Economic Impact - Historic Prices - Non-Serviced Accommodation



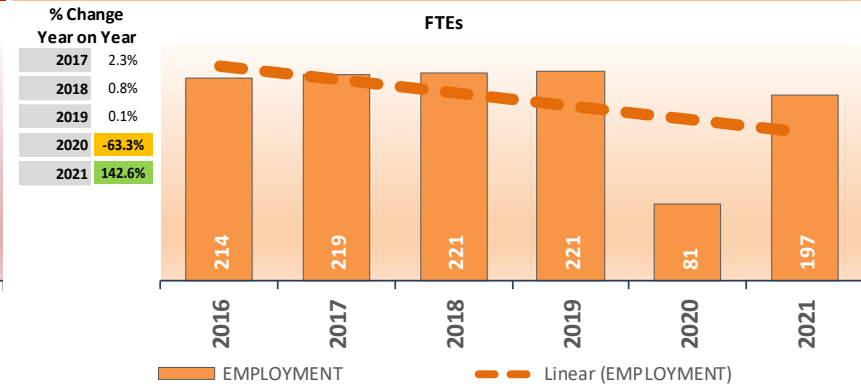
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



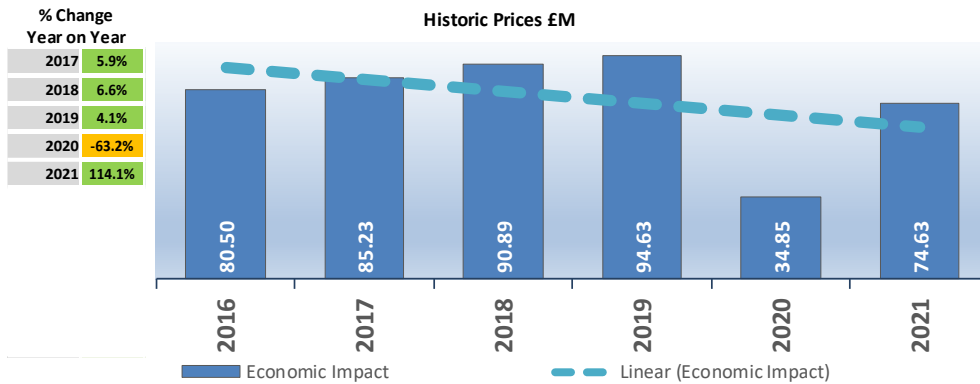
Direct Employment Supported - Non-Serviced Accommodation



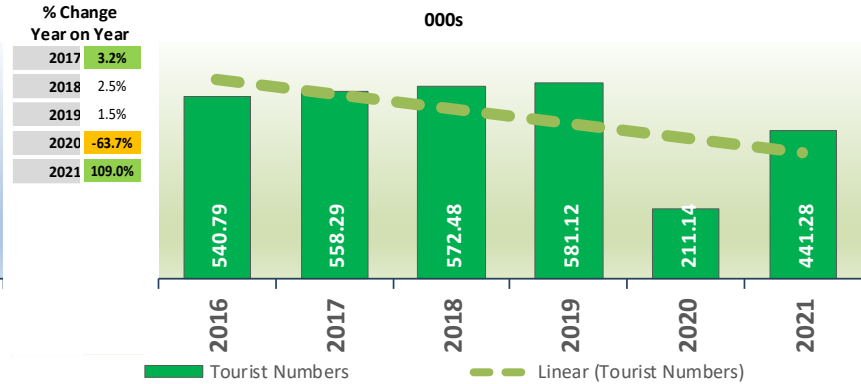
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		4.4%	8.3%	11.1%	-63.0%	3.2%
Visitor Numbers		1.8%	1.7%	2.6%	-68.1%	-6.7%
Visitor Days		1.8%	1.6%	2.5%	-67.0%	-6.2%
Direct Employment		2.3%	3.2%	3.2%	-62.1%	-7.9%

"Linear" = Linear Trendline

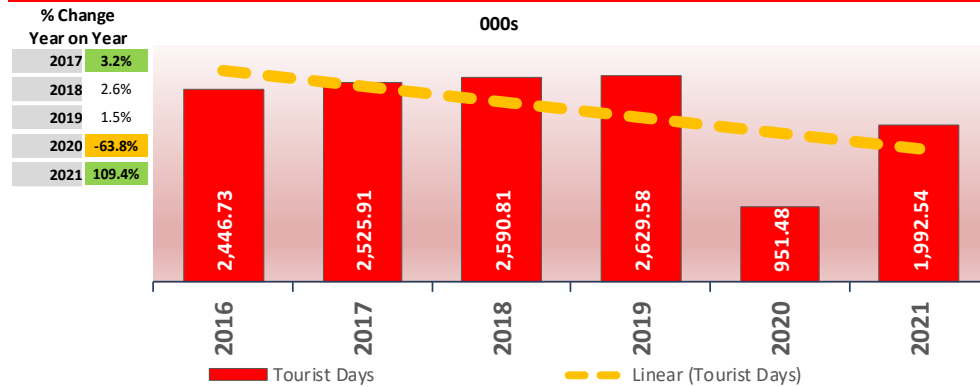
Economic Impact - Historic Prices - SFR



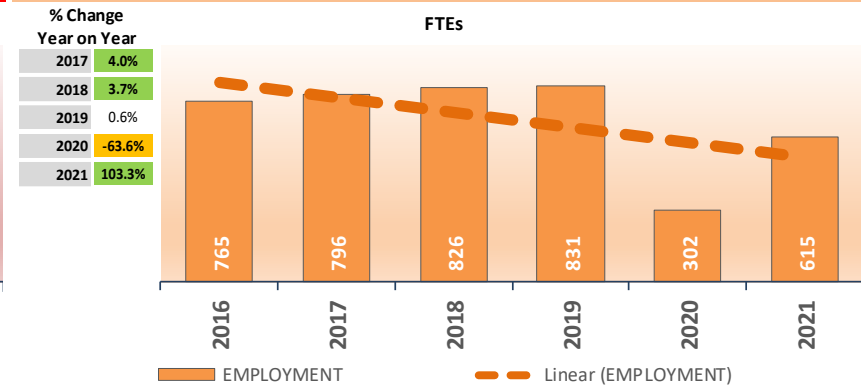
Visitor Numbers - SFR



Visitor Days - SFR



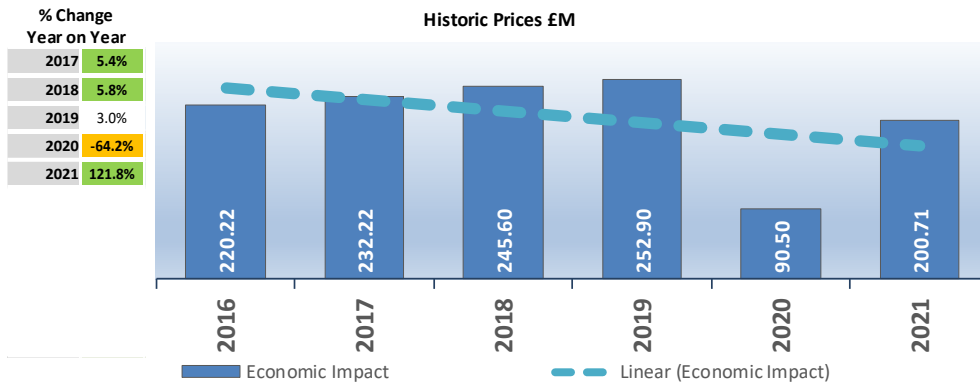
Direct Employment Supported - SFR



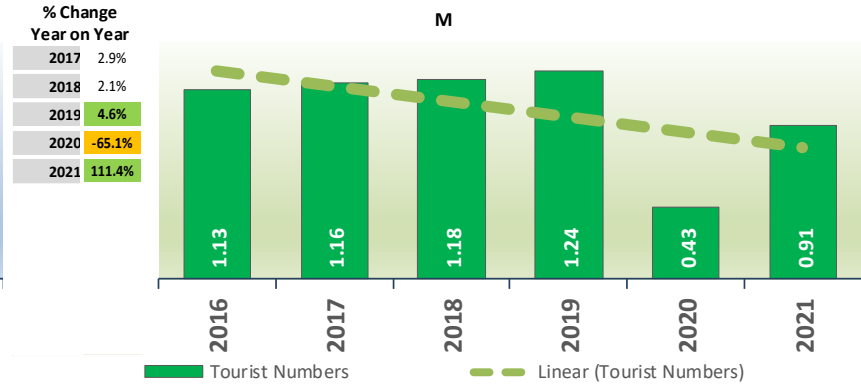
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		5.9%	12.9%	17.6%	-56.7%	-7.3%
Visitor Numbers		3.2%	5.9%	7.5%	-61.0%	-18.4%
Visitor Days		3.2%	5.9%	7.5%	-61.1%	-18.6%
Direct Employment		4.0%	7.9%	8.6%	-60.5%	-19.7%

"Linear" = Linear Trendline

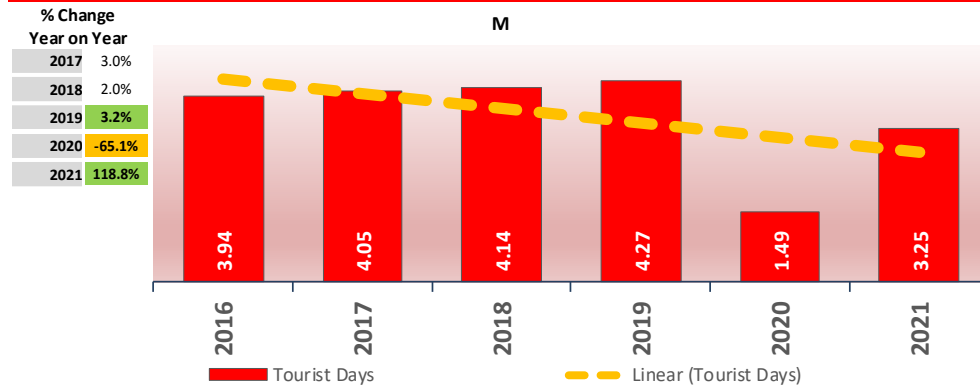
Economic Impact - Historic Prices - Staying Visitor



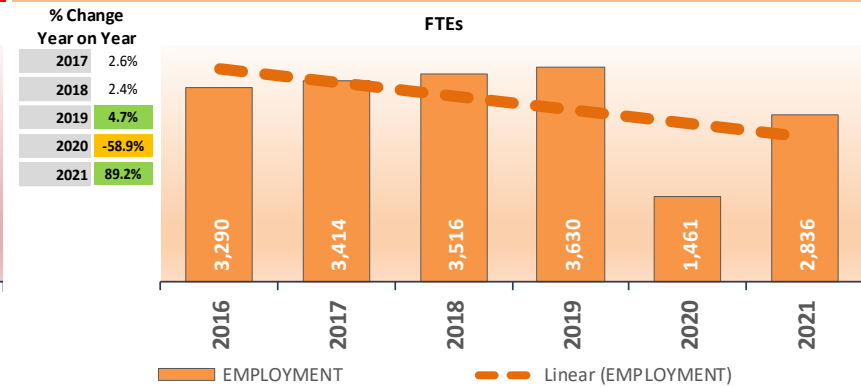
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



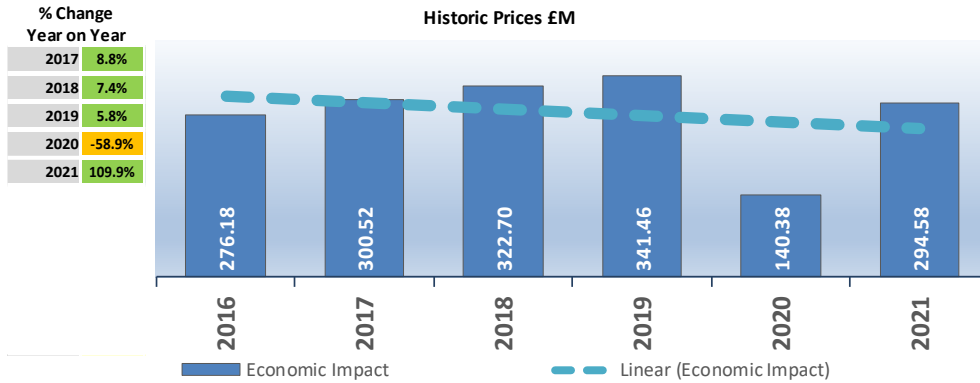
Direct Employment Supported - Staying Visitor



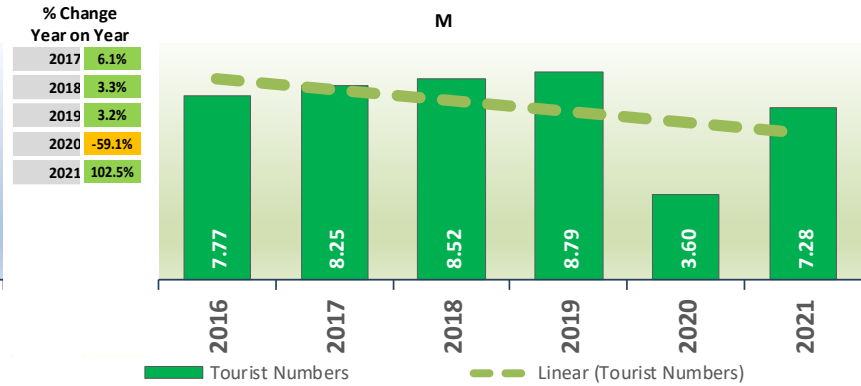
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		5.4%	11.5%	14.8%	-58.9%	-8.9%
Visitor Numbers		2.9%	5.0%	9.9%	-61.7%	-19.0%
Visitor Days		3.0%	5.1%	8.4%	-62.2%	-17.3%
Direct Employment		3.8%	6.8%	10.3%	-55.6%	-13.8%

"Linear" = Linear Trendline

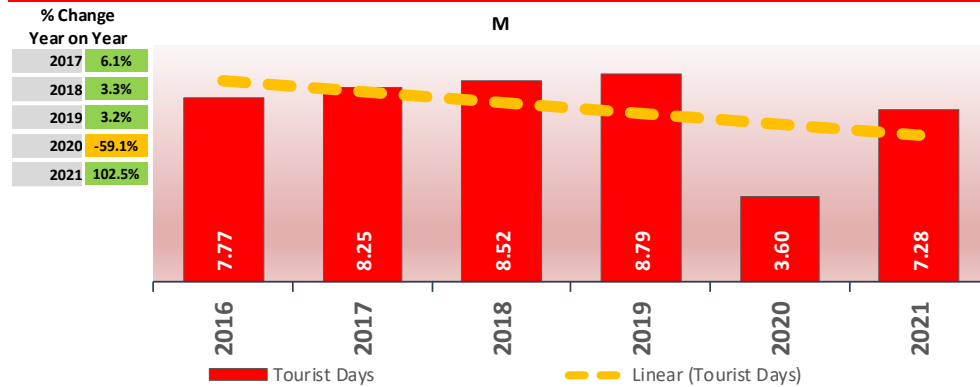
Economic Impact - Historic Prices - Day Visitor



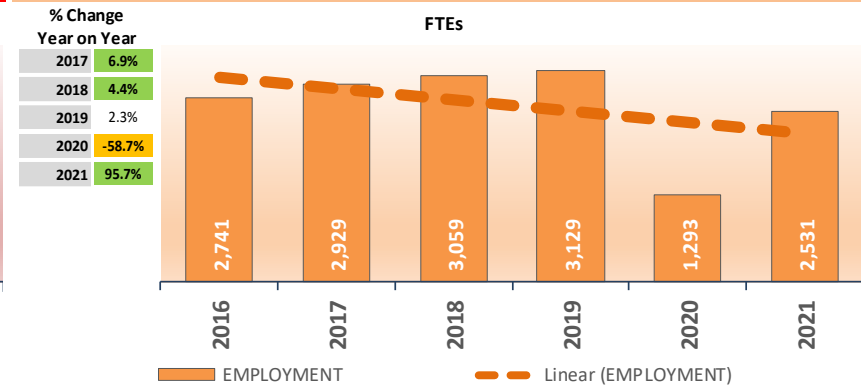
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		8.8%	16.8%	23.6%	-49.2%	6.7%
Visitor Numbers		6.1%	9.6%	13.0%	-53.7%	-6.3%
Visitor Days		6.1%	9.6%	13.0%	-53.7%	-6.3%
Direct Employment		6.9%	11.6%	14.2%	-52.8%	-7.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2016 to 2021

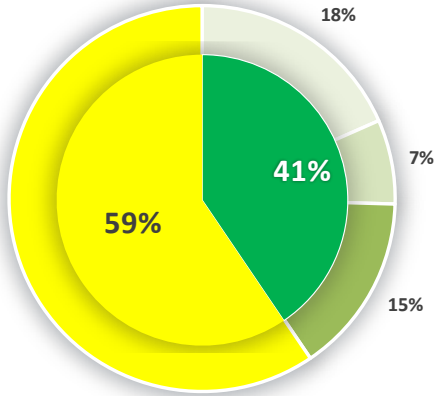
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2021 - M - Share of Total

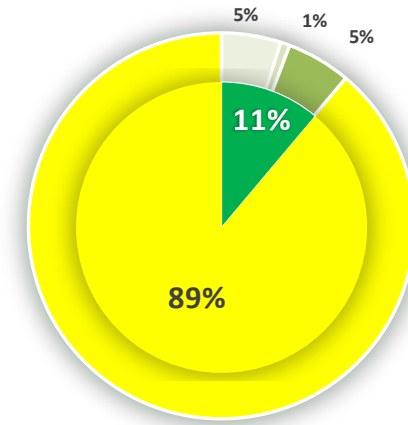
TOTAL
£495.29m

	£M
Serviced	91.07
Non-Serviced	35.01
SFR	74.63
Staying Visitor	200.71
Day Visitor	294.58
Total	495.29



TOTAL
8.20m

	M
Serviced	0.41
Non-Serviced	0.06
SFR	0.44
Staying Visitor	0.91
Day Visitor	7.28
Total	8.20

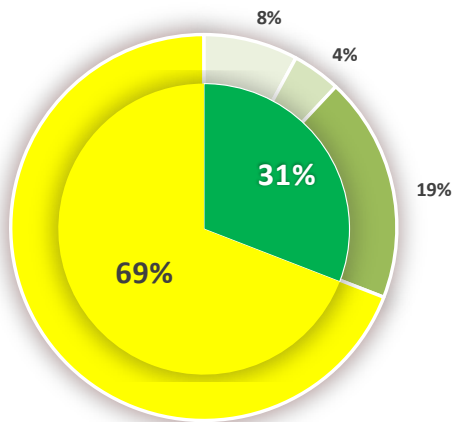


Visitor Days - 2021 - M - Share of Total

Direct Employment Supported - 2021 - FTEs - Share of Total

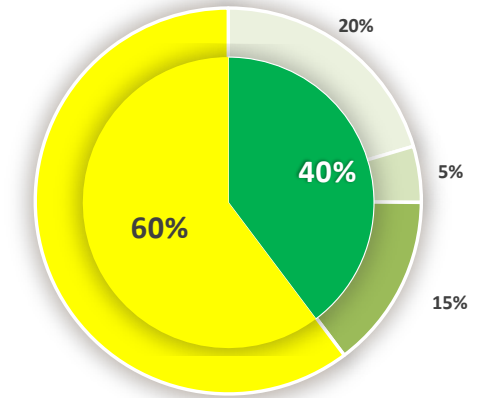
TOTAL
10.54m

	M
Serviced	0.83
Non-Serviced	0.43
SFR	1.99
Staying Visitor	3.25
Day Visitor	7.28
Total	10.54

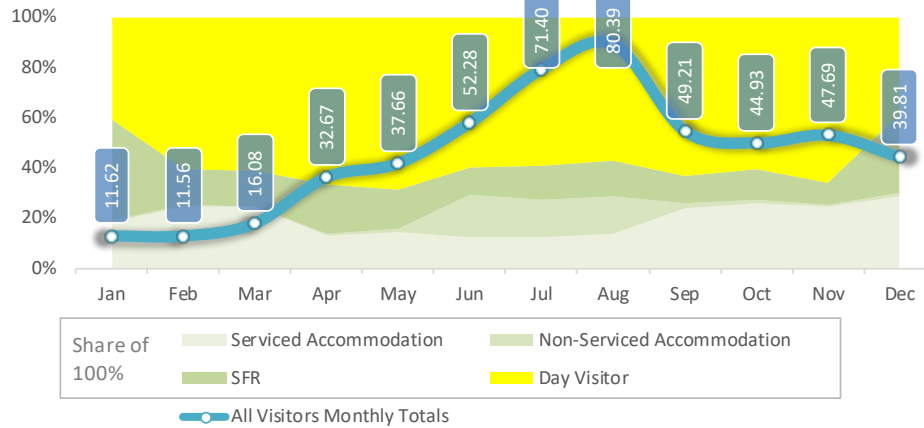


TOTAL
4,201 Direct FTEs
5,367 Total FTEs

	FTEs
Serviced	858
Non-Serviced	197
SFR	615
Staying Visitor	1,670
Day Visitor	2,531
Total	4,201



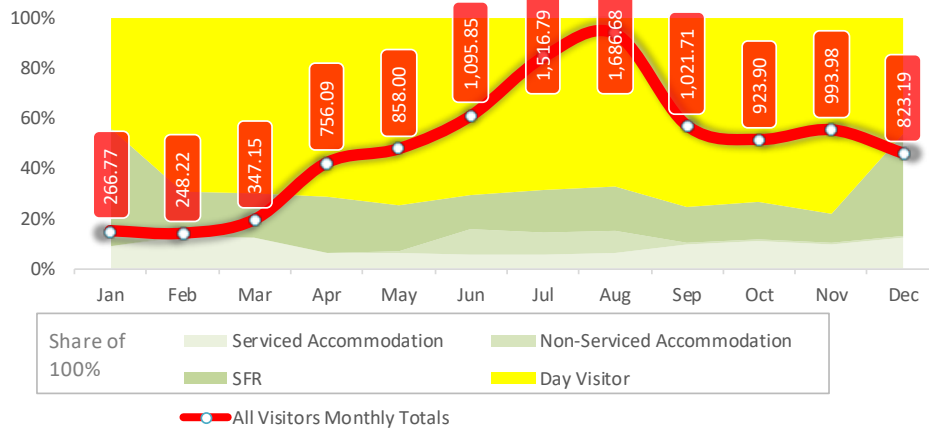
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



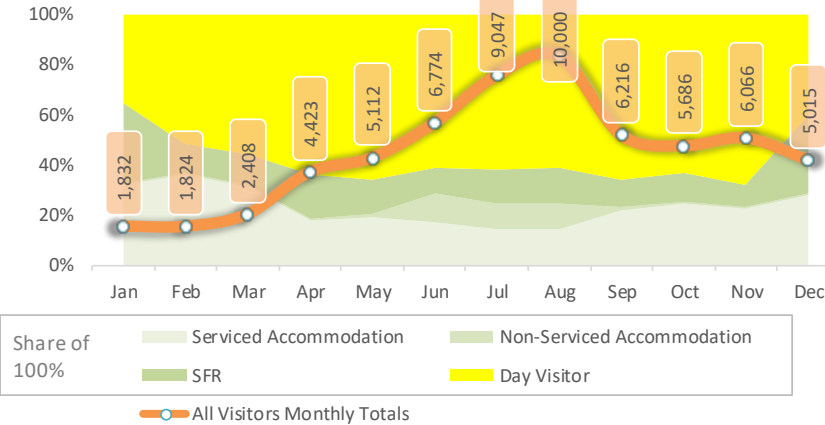
Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



Visitor Days - 2021 - 000s - Distribution of Impact by Month



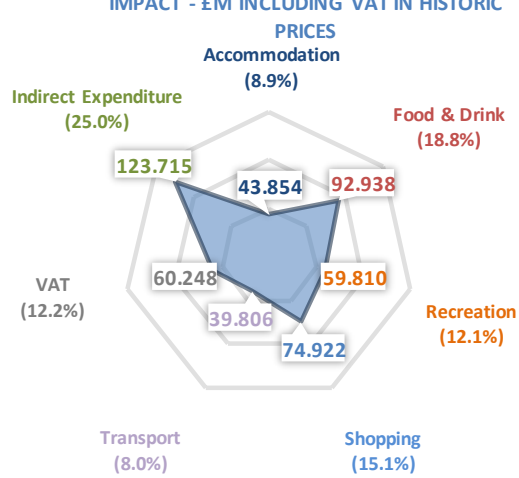
Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR	2016	2017	2018	2019	2020	2021
Accommodation £M	51.26	53.96	56.87	55.45	21.27	43.85
Food & Drink £M	89.83	96.72	103.36	109.63	46.88	92.94
Recreation £M	56.91	61.53	65.88	69.83	29.66	59.81
Shopping £M	74.18	79.68	85.16	89.97	32.22	74.92
Transport £M	38.89	41.88	44.77	47.40	18.90	39.81
Direct Revenue £M	311.07	333.78	356.05	372.28	148.93	311.33
VAT £M	62.21	66.76	71.21	74.46	24.48	60.25
Direct Expenditure £M	373.29	400.53	427.26	446.73	173.40	371.58
Indirect Expenditure £M	123.12	132.21	141.04	147.62	57.48	123.71
TOTAL £M	496.41	532.74	568.30	594.36	230.88	495.29

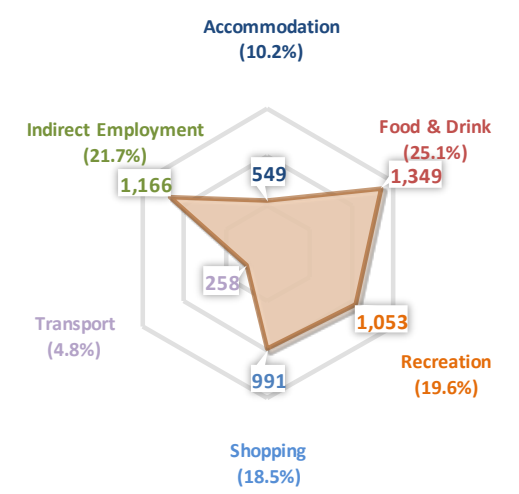
2021 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2016	2017	2018	2019	2020	2021
Accommodation FTEs	581	581	586	645	353	549
Food & Drink FTEs	1,514	1,601	1,664	1,706	708	1,349
Recreation FTEs	1,164	1,236	1,287	1,319	544	1,053
Shopping FTEs	1,140	1,202	1,250	1,276	444	991
Transport FTEs	293	310	322	330	128	258
Direct Employment FTEs	4,691	4,929	5,108	5,275	2,176	4,201
Indirect Employment FTEs	1,340	1,414	1,467	1,484	578	1,166
TOTAL FTEs	6,031	6,343	6,575	6,760	2,754	5,367

2021 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

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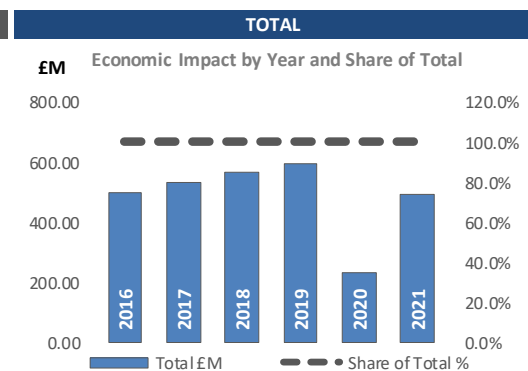
Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2016 to 2021

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

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 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											TOTAL		Annual Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2016 to 2021		-60.3%	-60.1%	-51.6%	-33.7%	-1.4%	8.2%	13.9%	33.9%	29.6%	12.7%	29.4%	25.5%	-0.2%		-57.1%	-9.7%	25.1%	22.1%	
% Change 2020 to 2021		-68.2%	-67.8%	-35.8%	395.1%	529.8%	579.4%	182.9%	130.2%	160.5%	156.7%	535.6%	340.3%	114.5%		-59.7%	504.8%	154.2%	288.9%	
Average Annual Change		-12.1%	-12.0%	-10.3%	-6.7%	-0.3%	1.6%	2.8%	6.8%	5.9%	2.5%	5.9%	5.1%	0.0%		-11.4%	-1.9%	5.0%	4.4%	
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	
2021	£M	11.62	11.56	16.08	32.67	37.66	52.28	71.40	80.39	49.21	44.93	47.69	39.81	495.29	114.5%	39.26	122.60	201.00	132.43	

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Total	£M	496.41	532.74	568.30	594.36	230.88	495.29
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2016	%						
Avg Ann. Change in Share	%						



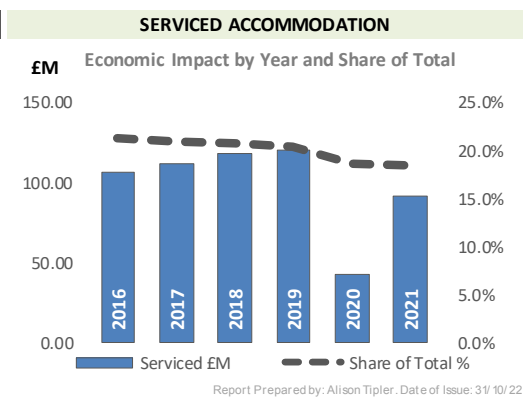
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 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 2021		-68.8%	-66.0%	-58.6%	-50.7%	-38.7%	-27.8%	2.2%	35.8%	18.7%	13.6%	10.4%	50.5%	-13.9%	Annual Change	-64.0%	-39.0%	18.7%	22.3%	
% Change 2020 to 2021		-78.1%	-71.8%	-29.4%	2214.6%	1051.3%	757.0%	311.0%	178.8%	188.8%	194.9%	1095.7%	929.4%	111.3%		-65.1%	1047.3%	210.2%	474.3%	
Average Annual Change		-13.8%	-13.2%	-11.7%	-10.1%	-7.7%	-5.6%	0.4%	7.2%	3.7%	2.7%	2.1%	10.1%	-2.8%		-12.8%	-7.8%	3.7%	4.5%	
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	
2021	£M	2.154	2.867	3.896	4.283	5.281	6.432	8.623	11.03	11.79	11.69	11.55	11.47	91.07	111.3%	8.917	16.00	31.45	34.71	

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Serviced	£M	105.81	111.57	117.96	120.58	43.10	91.07
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29
Share of Total	%	21.3%	20.9%	20.8%	20.3%	18.7%	18.4%
Annual Change in Share	%		-1.7%	-0.9%	-2.3%	-8.0%	-1.5%
Change in Share from 2016	%		-1.7%	-2.6%	-4.8%	-12.4%	-13.7%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.6%	-3.1%	-2.7%

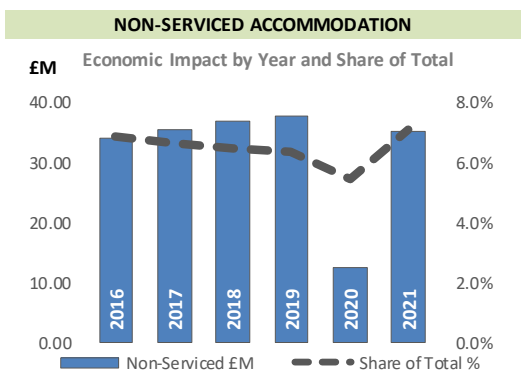


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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2021		-81.2%	-80.2%	-75.5%	-64.9%	-13.5%	1.4%	9.1%	7.4%	19.1%	25.7%	24.0%	24.5%	3.2%	Annual Change	-78.7%	-2.9%	8.5%	24.9%
% Change 2020 to 2021		-84.4%	-76.8%	-44.2%	2140.2%	1979.7%	643.1%	182.2%	102.3%	77.4%	177.9%	713.1%	674.7%	178.9%		-72.5%	679.8%	131.5%	338.4%
Average Annual Change		-16.2%	-16.0%	-15.1%	-13.0%	-2.7%	0.3%	1.8%	1.5%	3.8%	5.1%	4.8%	4.9%	0.6%		-15.7%	-0.6%	1.7%	5.0%
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
2021	£M	0.039	0.078	0.086	0.178	0.526	8.993	10.94	12.04	0.766	0.598	0.375	0.397	35.01	178.9%	0.203	9.696	23.74	1.370

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Non-Serviced	£M	33.92	35.42	36.75	37.69	12.55	35.01
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29
Share of Total	%	6.8%	6.6%	6.5%	6.3%	5.4%	7.1%
Annual Change in Share	%		-2.7%	-2.7%	-1.9%	-14.2%	30.0%
Change in Share from 2016	%		-2.7%	-5.4%	-7.2%	-20.4%	3.5%
Avg Ann. Change in Share	%		-2.7%	-2.7%	-2.4%	-5.1%	0.7%



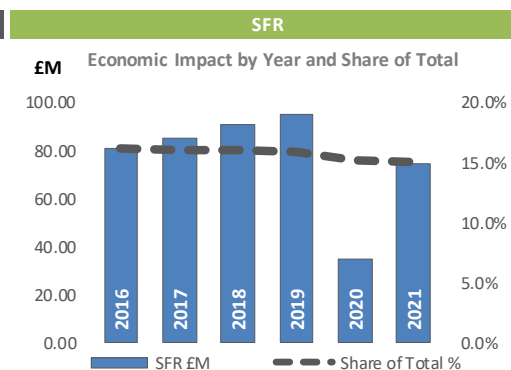
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						Annual Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2016 to 2021		-59.5%	-57.1%	-46.7%	-36.0%	-9.2%	9.4%	14.6%	27.8%	24.3%	20.5%	24.2%	23.2%	-7.3%			-56.2%	-17.3%	22.0%	22.8%	
% Change 2020 to 2021		-66.1%	-61.6%	2.6%	3528.2%	1947.6%	1024.5%	229.2%	133.6%	142.4%	158.4%	1291.6%	757.0%	114.1%			-57.6%	1764.5%	163.3%	480.9%	
Average Annual Change		-11.9%	-11.4%	-9.3%	-7.2%	-1.8%	1.9%	2.9%	5.6%	4.9%	4.1%	4.8%	4.6%	-1.5%			-11.2%	-3.5%	4.4%	4.6%	
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
2021	£M	4.638	1.624	2.293	6.403	5.854	5.526	9.463	11.22	5.427	5.280	4.392	12.51	74.63	114.1%			8.555	17.78	26.11	22.18

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
SFR	£M	80.50	85.23	90.89	94.63	34.85	74.63
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29
Share of Total	%	16.2%	16.0%	16.0%	15.9%	15.1%	15.1%
Annual Change in Share	%		-1.3%	0.0%	-0.5%	-5.2%	-0.2%
Change in Share from 2016	%		-1.3%	-1.4%	-1.8%	-6.9%	-7.1%
Avg Ann. Change in Share	%		-1.3%	-0.7%	-0.6%	-1.7%	-1.4%



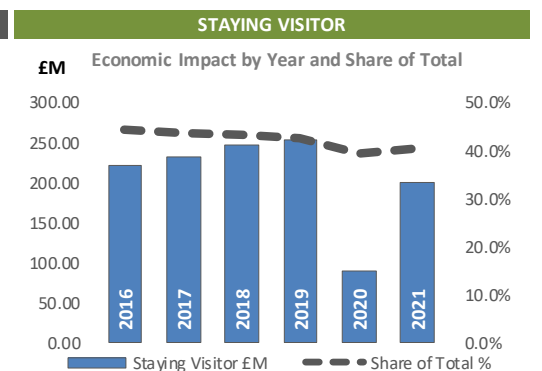
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2021		-63.2%	-63.8%	-55.4%	-43.4%	-25.6%	-8.2%	8.6%	22.0%	20.3%	16.0%	14.1%	34.8%	-8.9%	Annual Change	-60.9%	-24.6%	16.5%	22.6%
% Change 2020 to 2021		-71.3%	-69.0%	-20.7%	2840.5%	1414.6%	754.4%	228.0%	133.1%	166.3%	182.4%	1129.0%	828.6%	121.8%		-61.9%	1110.5%	168.2%	472.6%
Average Annual Change		-12.6%	-12.8%	-11.1%	-8.7%	-5.1%	-1.6%	1.7%	4.4%	4.1%	3.2%	2.8%	7.0%	-1.8%		-12.2%	-4.9%	3.3%	4.5%
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
2021	£M	6.832	4.569	6.275	10.86	11.66	20.95	29.03	34.30	17.98	17.57	16.32	24.37	200.71	121.8%	17.68	43.47	81.31	58.25

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	
Staying Visitor	£M	220.22	232.22	245.60	252.90	90.50	200.71
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29
Share of Total	%	44.4%	43.6%	43.2%	42.5%	39.2%	40.5%
Annual Change in Share	%		-1.7%	-0.9%	-1.5%	-7.9%	3.4%
Change in Share from 2016	%		-1.7%	-2.6%	-4.1%	-11.6%	-8.7%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.4%	-2.9%	-1.7%



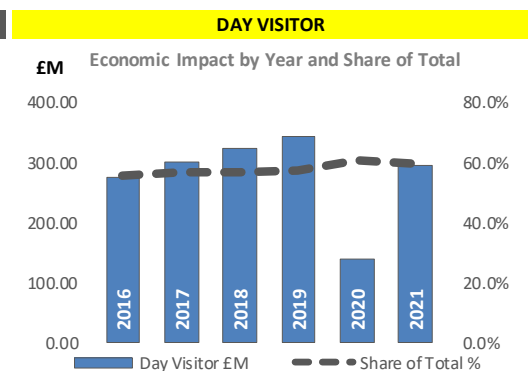
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 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 2021		-55.4%	-57.3%	-48.9%	-27.6%	15.5%	23.0%	17.9%	44.4%	35.6%	10.7%	39.2%	13.1%	6.7%	Annual Change	-53.4%	1.3%	31.7%	21.8%	
% Change 2020 to 2021		-62.5%	-67.0%	-42.8%	250.0%	399.0%	497.5%	158.5%	128.0%	157.3%	142.5%	408.0%	140.6%	109.9%		-57.7%	374.3%	145.6%	210.7%	
Average Annual Change		-11.1%	-11.5%	-9.8%	-5.5%	3.1%	4.6%	3.6%	8.9%	7.1%	2.1%	7.8%	2.6%	1.3%		-10.7%	0.3%	6.3%	4.4%	
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	
2021	£M	4.789	6.992	9.806	21.80	26.00	31.33	42.37	46.09	31.22	27.37	31.37	15.43	294.58	109.9%	21.59	79.13	119.69	74.17	

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	
Day Visitor	£M	276.18	300.52	322.70	341.46	140.38	294.58
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29
Share of Total	%	55.6%	56.4%	56.8%	57.5%	60.8%	59.5%
Annual Change in Share	%		1.4%	0.7%	1.2%	5.8%	-2.2%
Change in Share from 2016	%		1.4%	2.1%	3.3%	9.3%	6.9%
Avg Ann. Change in Share	%		1.4%	1.0%	1.1%	2.3%	1.4%



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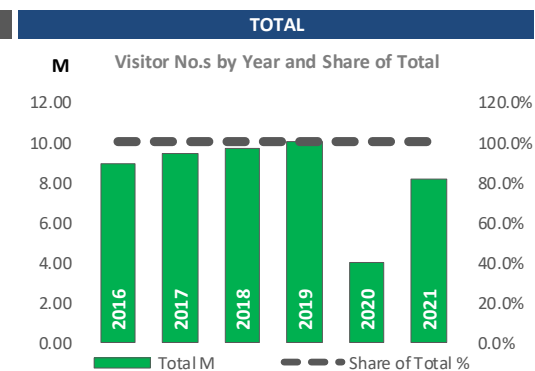
Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

Visitor Numbers by Month, Year and Visitor Type for the Period 2016 to 2021

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

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021	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 2021		-62.1%	-62.5%	-54.8%	-37.6%	-2.0%	5.4%	3.1%	24.7%	18.2%	-1.8%	20.7%	2.2%	-7.9%	-59.4%	-13.2%	14.6%	7.3%	
% Change 2020 to 2021		-64.5%	-66.8%	-40.1%	216.1%	338.9%	412.2%	160.8%	140.9%	152.4%	140.8%	343.4%	185.9%	103.5%	-57.9%	318.1%	150.6%	209.6%	
Average Annual Change		-12.4%	-12.5%	-11.0%	-7.5%	-0.4%	1.1%	0.6%	4.9%	3.6%	-0.4%	4.1%	0.4%	-1.6%	-11.9%	-2.6%	2.9%	1.5%	
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
2021	M	0.158	0.201	0.281	0.596	0.706	0.865	1.153	1.271	0.846	0.762	0.858	0.499	8.197	103.5%	0.640	2.167	3.270	2.119

VISITOR NUMBERS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Total	M	8.901	9.407	9.702	10.03	4.028	8.197
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028	8.197
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2016	%						
Avg Ann. Change in Share	%						



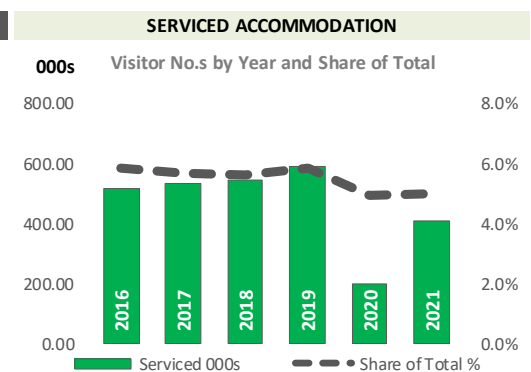
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT													2016 to 2021		SERVICED		VISITOR NUMBERS			
COVENTRY																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		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 2021		-67.5%	-62.1%	-52.7%	-51.4%	-36.4%	-22.9%	-3.0%	10.4%	10.0%	8.4%	6.7%	19.8%	-21.1%	-60.4%	-37.3%	6.1%	11.2%		
% Change 2020 to 2021		-71.1%	-62.5%	-2.4%	1944.5%	917.0%	662.5%	302.0%	163.1%	140.5%	152.7%	803.8%	774.8%	105.1%	-53.8%	920.3%	182.2%	384.1%		
Average Annual Change		-13.5%	-12.4%	-10.5%	-10.3%	-7.3%	-4.6%	-0.6%	2.1%	2.0%	1.7%	1.3%	4.0%	-4.2%	-12.1%	-7.5%	1.2%	2.2%		
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	
2021	000s	13.5	17.4	23.1	23.6	24.5	34.8	34.1	49.6	37.7	49.8	51.1	49.0	408.4	105.1%	54.1	82.8	121.5	150.0	

VISITOR NUMBERS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Serviced	000s	518.0	532.0	541.9	587.1	199.1	408.4
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0	8.2
Share of Total	%	5.8%	5.7%	5.6%	5.9%	4.9%	5.0%
Annual Change in Share	%		-2.8%	-1.2%	4.8%	-15.6%	0.8%
Change in Share from 2016	%		-2.8%	-4.0%	0.6%	-15.0%	-14.4%
Avg Ann. Change in Share	%		-2.8%	-2.0%	0.2%	-3.8%	-2.9%



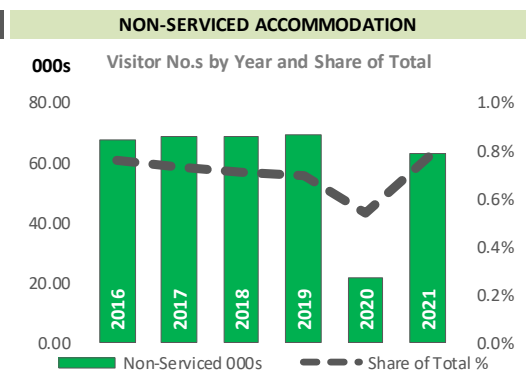
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021		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 2021		-82.9%	-82.0%	-77.6%	-66.7%	-18.0%	-8.5%	-1.6%	-3.0%	14.0%	14.6%	12.7%	13.4%	-6.7%	Annual Change	-80.5%	-12.0%	-1.8%	13.7%
% Change 2020 to 2021		-84.4%	-76.7%	-43.8%	2039.2%	1901.8%	561.8%	181.0%	112.9%	90.8%	179.1%	641.9%	680.0%	192.5%		-72.0%	598.6%	138.2%	336.1%
Average Annual Change		-16.6%	-16.4%	-15.5%	-13.3%	-3.6%	-1.7%	-0.3%	-0.6%	2.8%	2.9%	2.5%	2.7%	-1.3%		-16.1%	-2.4%	-0.4%	2.7%
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
2021	000s	0.1	0.1	0.1	0.4	1.2	18.2	18.4	20.7	1.3	1.1	0.8	0.7	63.1	192.5%	0.3	19.8	40.4	2.6

VISITOR NUMBERS							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	
Non-Serviced	000s	67.6	68.8	68.7	69.3	21.6	63.1
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0	8.2
Share of Total	%	0.8%	0.7%	0.7%	0.7%	0.5%	0.8%
Annual Change in Share	%		-3.7%	-3.2%	-2.4%	-22.6%	43.7%
Change in Share from 2016	%		-3.7%	-6.7%	-8.9%	-29.5%	1.3%
Avg Ann. Change in Share	%		-3.7%	-3.4%	-3.0%	-7.4%	0.3%



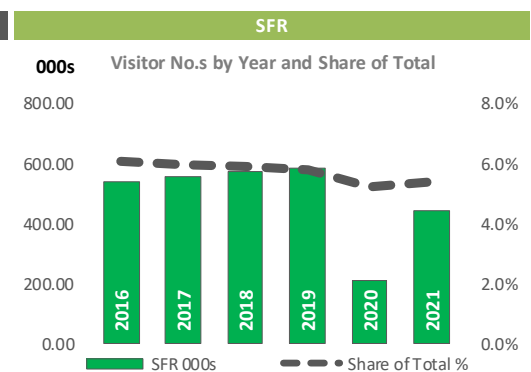
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2016 to 2021		-64.4%	-62.3%	-53.2%	-43.8%	-20.2%	-3.9%	0.6%	12.3%	9.2%	5.8%	9.1%	8.2%	-18.4%	Annual Change	-61.3%	-25.5%	7.1%	7.8%
% Change 2020 to 2021		-66.6%	-62.1%	1.2%	2383.4%	1301.5%	669.7%	224.7%	143.4%	139.1%	154.9%	852.5%	745.4%	109.0%		-57.3%	1121.9%	166.1%	435.2%
Average Annual Change		-12.9%	-12.5%	-10.6%	-8.8%	-4.0%	-0.8%	0.1%	2.5%	1.8%	1.2%	1.8%	1.6%	-3.7%		-12.3%	-5.1%	1.4%	1.6%
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
2021	000s	26.1	10.9	15.0	33.3	37.4	37.0	53.2	60.7	35.1	34.7	30.4	67.6	441.3	109.0%	51.9	107.7	149.0	132.7

VISITOR NUMBERS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
SFR	000s	540.8	558.3	572.5	581.1	211.1	441.3
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0	8.2
Share of Total	%	6.1%	5.9%	5.9%	5.8%	5.2%	5.4%
Annual Change in Share	%		-2.3%	-0.6%	-1.8%	-9.6%	2.7%
Change in Share from 2016	%		-2.3%	-2.9%	-4.6%	-13.7%	-11.4%
Avg Ann. Change in Share	%		-2.3%	-1.4%	-1.5%	-3.4%	-2.3%



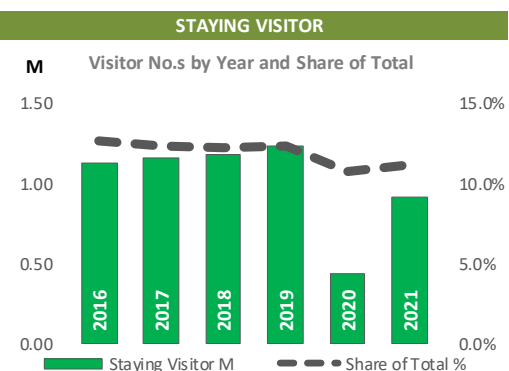
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021		STAYING VISITOR	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
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 2021		-65.6%	-62.3%	-53.1%	-47.4%	-27.3%	-13.1%	-0.9%	8.9%	9.7%	7.4%	7.6%	12.8%	-19.0%	Annual Change	-60.9%	-29.7%	5.5%	9.6%
% Change 2020 to 2021		-68.3%	-62.4%	-1.3%	2179.4%	1128.1%	642.5%	236.5%	144.8%	138.7%	153.9%	819.3%	757.0%	111.4%		-55.6%	964.1%	168.0%	406.1%
Average Annual Change		-13.1%	-12.5%	-10.6%	-9.5%	-5.5%	-2.6%	-0.2%	1.8%	1.9%	1.5%	1.5%	2.6%	-3.8%		-12.2%	-5.9%	1.1%	1.9%
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
2021	M	0.040	0.028	0.038	0.057	0.063	0.090	0.106	0.131	0.074	0.086	0.082	0.117	0.913	111.4%	0.106	0.210	0.311	0.285

VISITOR NUMBERS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Staying Visitor	M	1.126	1.159	1.183	1.238	0.432	0.913
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028	8.197
Share of Total	%	12.7%	12.3%	12.2%	12.3%	10.7%	11.1%
Annual Change in Share	%		-2.6%	-1.0%	1.2%	-13.1%	3.9%
Change in Share from 2016	%		-2.6%	-3.6%	-2.5%	-15.3%	-12.0%
Avg Ann. Change in Share	%		-2.6%	-1.8%	-0.8%	-3.8%	-2.4%



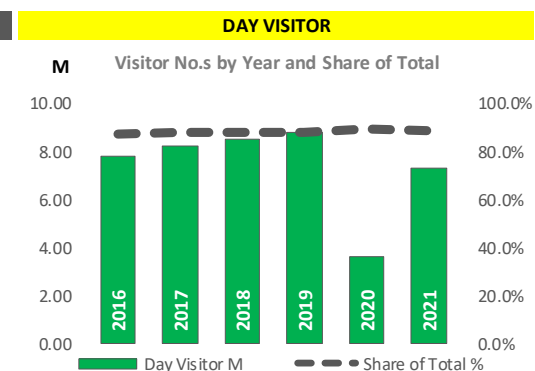
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT													2016 to 2021		DAY VISITOR		VISITOR NUMBERS			
COVENTRY																				
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					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2016 to 2021		-60.8%	-62.5%	-55.1%	-36.4%	1.4%	8.0%	3.6%	26.8%	19.1%	-2.8%	22.3%	-0.6%	-6.3%	Annual Change	-59.0%	-11.0%	15.7%	7.0%	
% Change 2020 to 2021		-63.0%	-67.4%	-43.6%	189.6%	312.9%	394.4%	155.0%	140.5%	153.8%	139.2%	320.3%	137.3%	102.5%		-58.3%	292.5%	148.9%	191.9%	
Average Annual Change		-12.2%	-12.5%	-11.0%	-7.3%	0.3%	1.6%	0.7%	5.4%	3.8%	-0.6%	4.5%	-0.1%	-1.3%		-11.8%	-2.2%	3.1%	1.4%	
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	
2021	M	0.118	0.173	0.242	0.539	0.643	0.775	1.048	1.140	0.772	0.677	0.776	0.382	7.284	102.5%	0.534	1.956	2.960	1.834	

VISITOR NUMBERS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Day Visitor	M	7.774	8.248	8.518	8.788	3.596	7.284
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028	8.197
Share of Total	%	87.3%	87.7%	87.8%	87.7%	89.3%	88.9%
Annual Change in Share	%		0.4%	0.1%	-0.2%	1.9%	-0.5%
Change in Share from 2016	%		0.4%	0.5%	0.4%	2.2%	1.7%
Avg Ann. Change in Share	%		0.4%	0.3%	0.1%	0.6%	0.3%



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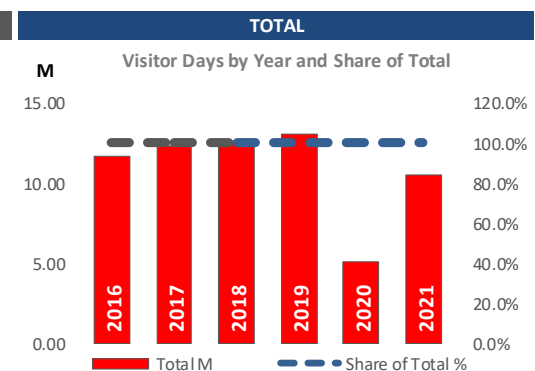
Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

Visitor Days by Month, Year and Visitor Type for the Period 2016 to 2021

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

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2016 to 2021		-63.3%	-62.5%	-54.6%	-39.4%	-6.8%	2.1%	2.2%	19.8%	16.6%	-0.4%	18.7%	5.1%	-10.0%	Annual Change	-60.0%	-16.4%	12.1%	7.6%
% Change 2020 to 2021		-65.7%	-66.1%	-35.2%	287.2%	397.9%	445.6%	172.3%	139.5%	149.6%	143.1%	377.6%	287.0%	107.3%		-57.8%	376.7%	152.9%	242.3%
Average Annual Change		-12.7%	-12.5%	-10.9%	-7.9%	-1.4%	0.4%	0.4%	4.0%	3.3%	-0.1%	3.7%	1.0%	-2.0%		-12.0%	-3.3%	2.4%	1.5%
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
2021	M	0.267	0.248	0.347	0.756	0.858	1.096	1.517	1.687	1.022	0.924	0.994	0.823	10.54	107.3%	0.862	2.710	4.225	2.741

VISITOR DAYS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Total	M	11.71	12.30	12.65	13.05	5.084	10.54
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084	10.54
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2016	%						
Avg Ann. Change in Share	%						



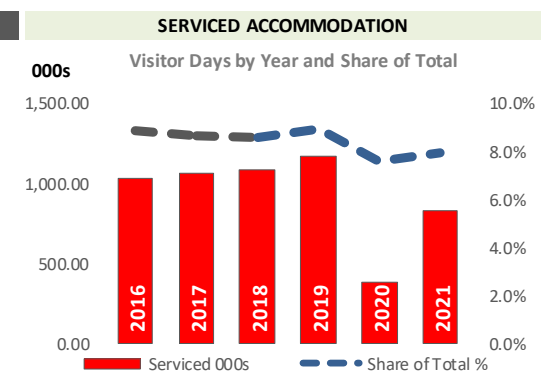
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021	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					
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 2021		-67.5%	-62.1%	-52.8%	-51.5%	-36.7%	-22.8%	-3.1%	11.1%	9.3%	8.1%	6.0%	19.2%	-19.3%	-60.3%	-37.5%	5.9%	10.9%	
% Change 2020 to 2021		-71.1%	-62.5%	-2.4%	1944.5%	917.0%	662.4%	302.0%	163.1%	140.5%	152.7%	803.8%	774.8%	116.4%	-53.4%	924.1%	182.8%	383.6%	
Average Annual Change		-13.5%	-12.4%	-10.6%	-10.3%	-7.3%	-4.6%	-0.6%	2.2%	1.9%	1.6%	1.2%	3.8%	-3.9%	-12.1%	-7.5%	1.2%	2.2%	
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	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	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	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
2021	000s	24.1	31.2	42.6	44.0	52.7	62.9	81.9	99.0	95.6	99.9	97.0	103.4	834.3	116.4%	97.8	159.6	276.5	300.3

VISITOR DAYS							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	
Serviced 000s	1,033.8	1,063.2	1,081.7	1,169.0	385.6	834.3	
All Visitor Types M	11.7	12.3	12.7	13.1	5.1	10.5	
Share of Total %	8.8%	8.6%	8.5%	9.0%	7.6%	7.9%	
Annual Change in Share %		-2.1%	-1.1%	4.8%	-15.3%	4.4%	
Change in Share from 2016 %		-2.1%	-3.2%	1.4%	-14.1%	-10.3%	
Avg Ann. Change in Share %		-2.1%	-1.6%	0.5%	-3.5%	-2.1%	



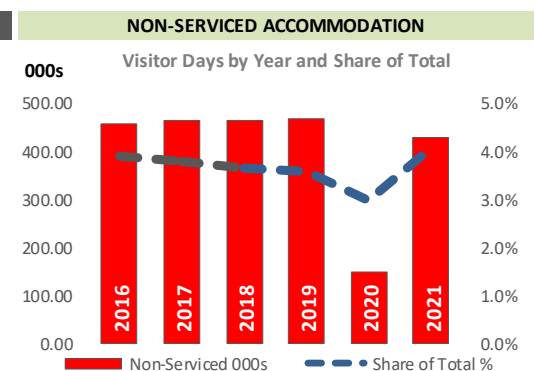
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021		NON-SERVICED	VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS 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 2021		-82.9%	-82.0%	-77.6%	-66.6%	-18.0%	-8.5%	-1.6%	-3.0%	14.2%	14.6%	12.6%	13.4%	-6.2%	Annual Change	-80.5%	-11.6%	-1.9%	13.7%
% Change 2020 to 2021		-84.4%	-76.7%	-43.8%	2045.0%	1902.7%	561.9%	181.0%	112.9%	91.1%	179.1%	641.4%	679.7%	184.2%		-72.4%	594.5%	138.7%	335.0%
Average Annual Change		-16.6%	-16.4%	-15.5%	-13.3%	-3.6%	-1.7%	-0.3%	-0.6%	2.8%	2.9%	2.5%	2.7%	-1.2%		-16.1%	-2.3%	-0.4%	2.7%
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
2021	000s	0.4	0.8	0.9	2.0	6.3	110.8	134.5	148.2	9.2	6.3	4.0	4.3	427.8	184.2%	2.1	119.1	291.9	14.6

VISITOR DAYS							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	
Non-Serviced	000s	456.0	464.3	463.3	467.6	150.5	427.8
All Visitor Types	M	11.7	12.3	12.7	13.1	5.1	10.5
Share of Total	%	3.9%	3.8%	3.7%	3.6%	3.0%	4.1%
Annual Change in Share	%		-3.1%	-3.0%	-2.2%	-17.3%	37.1%
Change in Share from 2016	%		-3.1%	-6.0%	-8.0%	-24.0%	4.3%
Avg Ann. Change in Share	%		-3.1%	-3.0%	-2.7%	-6.0%	0.9%



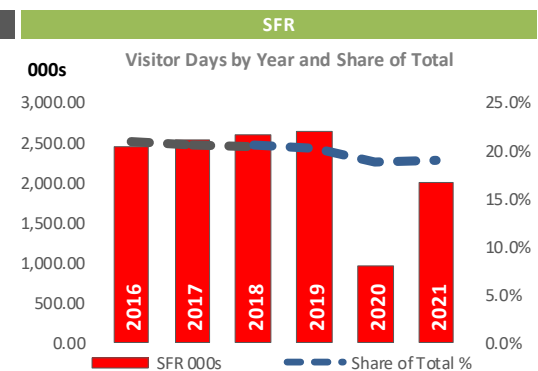
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE 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 2021		-64.4%	-62.3%	-53.2%	-43.8%	-20.2%	-3.9%	0.6%	12.3%	9.2%	5.8%	9.1%	8.2%	-18.6%	Annual Change	-61.5%	-27.3%	7.1%	7.8%
% Change 2020 to 2021		-66.6%	-62.1%	1.2%	2383.4%	1301.5%	669.7%	224.7%	143.4%	139.1%	154.9%	852.5%	745.4%	109.4%		-58.1%	1176.2%	166.6%	452.8%
Average Annual Change		-12.9%	-12.5%	-10.6%	-8.8%	-4.0%	-0.8%	0.1%	2.5%	1.8%	1.2%	1.8%	1.6%	-3.7%		-12.3%	-5.5%	1.4%	1.6%
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
2021	000s	123.8	43.4	61.2	170.9	156.3	147.5	252.7	299.7	144.9	141.0	117.3	333.9	1,992.5	109.4%	228.4	474.8	697.2	592.1

VISITOR DAYS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
SFR	000s	2,446.7	2,525.9	2,590.8	2,629.6	951.5	1,992.5
All Visitor Types	M	11.7	12.3	12.7	13.1	5.1	10.5
Share of Total	%	20.9%	20.5%	20.5%	20.1%	18.7%	18.9%
Annual Change in Share	%		-1.7%	-0.3%	-1.6%	-7.1%	1.0%
Change in Share from 2016	%		-1.7%	-2.0%	-3.6%	-10.4%	-9.5%
Avg Ann. Change in Share	%		-1.7%	-1.0%	-1.2%	-2.6%	-1.9%



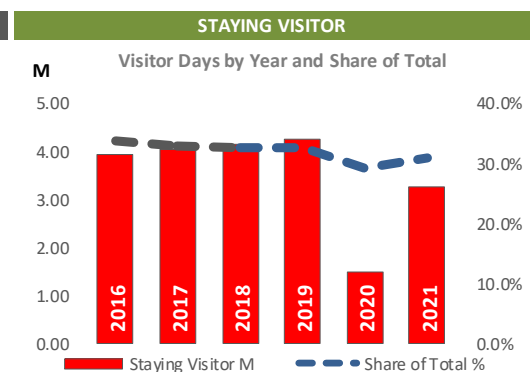
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT													2016 to 2021		STAYING VISITOR		VISITOR DAYS			
COVENTRY																				
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 2021		-65.1%	-62.6%	-53.4%	-45.8%	-25.0%	-9.8%	-0.7%	7.5%	9.4%	7.0%	7.7%	10.7%	-17.3%	Annual Change	-61.4%	-27.8%	4.7%	8.9%	
% Change 2020 to 2021		-67.5%	-62.5%	-0.9%	2276.5%	1193.1%	627.5%	221.1%	137.4%	137.4%	154.5%	825.5%	751.4%	118.8%		-57.0%	977.4%	162.8%	425.6%	
Average Annual Change		-13.0%	-12.5%	-10.7%	-9.2%	-5.0%	-2.0%	-0.1%	1.5%	1.9%	1.4%	1.5%	2.1%	-3.5%		-12.3%	-5.6%	0.9%	1.8%	
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	
2021	M	0.148	0.075	0.105	0.217	0.215	0.321	0.469	0.547	0.250	0.247	0.218	0.442	3.255	118.8%	0.328	0.753	1.266	0.907	

VISITOR DAYS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Staying Visitor	M	3.937	4.053	4.136	4.266	1.488	3.255
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084	10.54
Share of Total	%	33.6%	33.0%	32.7%	32.7%	29.3%	30.9%
Annual Change in Share	%		-2.0%	-0.8%	0.0%	-10.5%	5.5%
Change in Share from 2016	%		-2.0%	-2.8%	-2.8%	-12.9%	-8.1%
Avg Ann. Change in Share	%		-2.0%	-1.4%	-0.9%	-3.2%	-1.6%



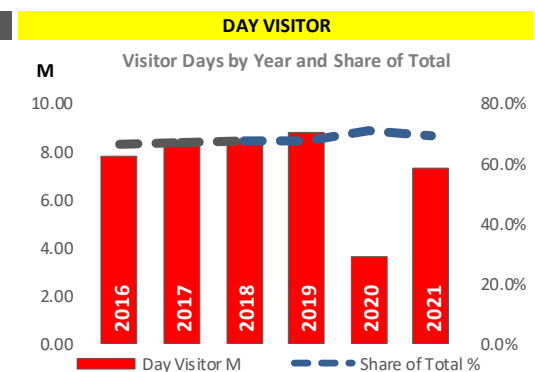
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STEAM REPORT FOR 2016-2021 - DRAFT													2016 to 2021		DAY VISITOR		VISITOR DAYS			
COVENTRY																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
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 2021		-60.8%	-62.5%	-55.1%	-36.4%	1.4%	8.0%	3.6%	26.8%	19.1%	-2.8%	22.3%	-0.6%	-6.3%	Annual Change	-59.0%	-11.0%	15.7%	7.0%	
% Change 2020 to 2021		-63.0%	-67.4%	-43.6%	189.6%	312.9%	394.4%	155.0%	140.5%	153.8%	139.2%	320.3%	137.3%	102.5%		-58.3%	292.5%	148.9%	191.9%	
Average Annual Change		-12.2%	-12.5%	-11.0%	-7.3%	0.3%	1.6%	0.7%	5.4%	3.8%	-0.6%	4.5%	-0.1%	-1.3%		-11.8%	-2.2%	3.1%	1.4%	
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	
2021	M	0.118	0.173	0.242	0.539	0.643	0.775	1.048	1.140	0.772	0.677	0.776	0.382	7.284	102.5%	0.534	1.956	2.960	1.834	

VISITOR DAYS							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Day Visitor	M	7.774	8.248	8.518	8.788	3.596	7.284
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084	10.54
Share of Total	%	66.4%	67.0%	67.3%	67.3%	70.7%	69.1%
Annual Change in Share	%		1.0%	0.4%	0.0%	5.1%	-2.3%
Change in Share from 2016	%		1.0%	1.4%	1.4%	6.6%	4.1%
Avg Ann. Change in Share	%		1.0%	0.7%	0.5%	1.6%	0.8%



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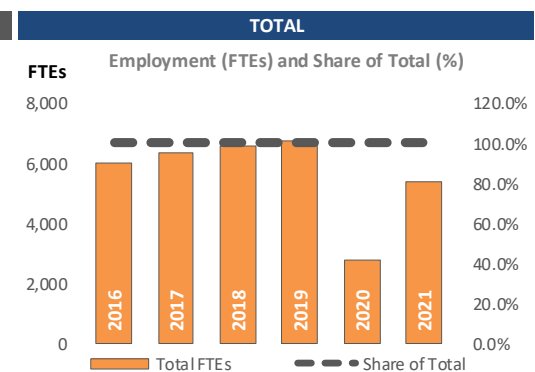
Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

Direct and Total Employment by Month, Year and Visitor Type for the Period 2016 to 2021

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

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021			TOTAL		TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL						% Change		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change						
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 2021		-58.8%	-57.4%	-50.4%	-39.8%	-9.5%	-0.8%	0.3%	16.0%	13.3%	-1.3%	14.8%	4.7%	-11.0%	-55.4%	-17.7%	9.2%	5.9%			
% Change 2020 to 2021		-62.0%	-61.4%	-30.5%	345.8%	456.1%	513.9%	146.2%	97.0%	114.7%	109.3%	404.8%	246.5%	94.9%	-53.4%	441.0%	116.9%	212.5%			
Average Annual Change		-11.8%	-11.5%	-10.1%	-8.0%	-1.9%	-0.2%	0.1%	3.2%	2.7%	-0.3%	3.0%	0.9%	-2.2%	-11.1%	-3.5%	1.8%	1.2%			
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	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	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	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	4,341	1,005	3,882	1,789			
2021	FTEs	1,832	1,824	2,408	4,423	5,112	6,774	9,047	10,000	6,216	5,686	6,066	5,015	5,367	2,022	5,436	8,421	5,589			

EMPLOYMENT							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Total	FTEs	6,031	6,343	6,575	6,760	2,754	5,367
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2016	%						
Avg Ann. Change in Share	%						



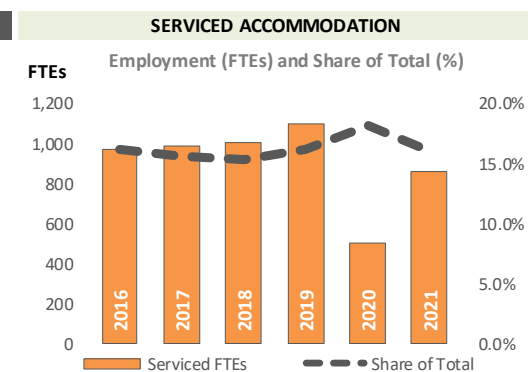
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2016 to 2021		-47.3%	-43.7%	-38.6%	-37.2%	-19.8%	-4.4%	3.4%	9.3%	8.5%	8.0%	7.0%	12.6%	-11.6%	Annual Change	-43.1%	-20.7%	7.1%	9.2%	
% Change 2020 to 2021		-52.4%	-45.7%	-8.6%	507.7%	424.7%	430.5%	100.8%	64.8%	64.2%	67.6%	433.4%	312.4%	71.9%	Annual Change	-39.0%	447.3%	74.6%	192.1%	
Average Annual Change		-9.5%	-8.7%	-7.7%	-7.4%	-4.0%	-0.9%	0.7%	1.9%	1.7%	1.6%	1.4%	2.5%	-2.3%	Annual Change	-8.6%	-4.1%	1.4%	1.8%	
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	
2021	FTEs	481	536	608	622	767	907	996	1,076	1,060	1,080	1,066	1,096	858	71.9%	542	765	1,044	1,081	

EMPLOYMENT							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Serviced	FTEs	970	985	1,002	1,094	499	858
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367
Share of Total	%	16.1%	15.5%	15.2%	16.2%	18.1%	16.0%
Annual Change in Share	%		-3.5%	-1.8%	6.2%	11.9%	-11.8%
Change in Share from 2016	%		-3.5%	-5.3%	0.6%	12.6%	-0.6%
Avg Ann. Change in Share	%		-3.5%	-2.6%	0.2%	3.2%	-0.1%



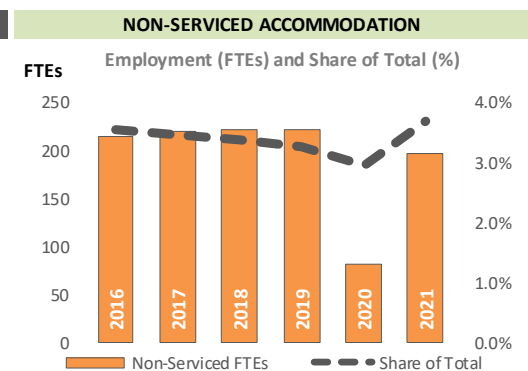
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021		NON-SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
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 2021		-60.2%	-64.5%	-60.1%	-56.0%	-14.5%	-9.5%	-3.3%	-4.5%	9.5%	8.3%	5.7%	6.4%	-7.9%			-61.8%	-12.7%	-3.5%	6.9%	
% Change 2020 to 2021		-62.1%	-58.2%	-27.6%	611.8%	775.3%	601.4%	153.9%	74.2%	65.2%	102.5%	365.0%	281.0%	142.6%			-52.0%	611.6%	102.9%	193.9%	
Average Annual Change		-12.0%	-12.9%	-12.0%	-11.2%	-2.9%	-1.9%	-0.7%	-0.9%	1.9%	1.7%	1.1%	1.3%	-1.6%			-12.4%	-2.5%	-0.7%	1.4%	
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
2021	FTEs	10	13	14	20	47	594	712	780	62	46	34	35	197	142.6%			12	220	518	38

EMPLOYMENT							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Non-Serviced	FTEs	214	219	221	221	81	197
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367
Share of Total	%	3.6%	3.5%	3.4%	3.3%	3.0%	3.7%
Annual Change in Share	%		-2.7%	-2.7%	-2.7%	-9.8%	24.5%
Change in Share from 2016	%		-2.7%	-5.4%	-7.9%	-16.9%	3.4%
Avg Ann. Change in Share	%		-2.7%	-2.7%	-2.6%	-4.2%	0.7%



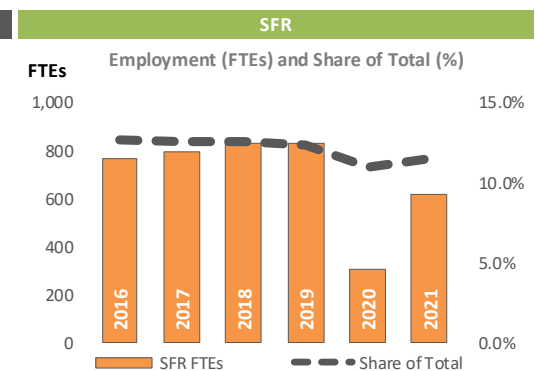
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021			SFR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											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 2021		-63.5%	-61.3%	-51.9%	-44.8%	-21.8%	-5.8%	-1.3%	10.1%	7.1%	3.8%	7.0%	6.1%	-19.7%	Annual Change		-60.5%	-28.7%	5.1%	5.7%	
% Change 2020 to 2021		-66.0%	-61.3%	3.2%	3419.3%	1886.1%	990.7%	209.6%	112.3%	122.5%	137.2%	1163.9%	686.7%	103.3%			-57.3%	1708.5%	142.2%	432.7%	
Average Annual Change		-12.7%	-12.3%	-10.4%	-9.0%	-4.4%	-1.2%	-0.3%	2.0%	1.4%	0.8%	1.4%	1.2%	-3.9%			-12.1%	-5.7%	1.0%	1.1%	
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	
2021	FTEs	477	167	236	629	575	543	930	1,103	533	519	432	1,229	615	103.3%		293	583	856	727	

EMPLOYMENT							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
SFR	FTEs	765	796	826	831	302	615
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367
Share of Total	%	12.7%	12.5%	12.6%	12.3%	11.0%	11.4%
Annual Change in Share	%		-1.1%	0.1%	-2.1%	-10.7%	4.3%
Change in Share from 2016	%		-1.1%	-1.1%	-3.1%	-13.5%	-9.8%
Avg Ann. Change in Share	%		-1.1%	-0.5%	-1.0%	-3.4%	-2.0%



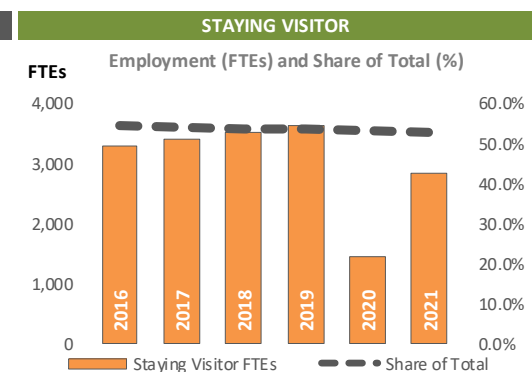
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021		STAYING VISITOR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2016 to 2021		-56.8%	-49.6%	-43.4%	-41.6%	-20.5%	-6.3%	-0.1%	5.5%	8.1%	6.6%	7.0%	9.1%	-14.4%	Annual Change	-50.9%	-22.9%	4.0%	7.8%
% Change 2020 to 2021		-60.3%	-50.6%	-6.1%	932.9%	669.5%	569.2%	145.0%	82.6%	79.4%	85.7%	534.7%	447.3%	89.2%	Annual Change	-47.1%	672.5%	100.4%	255.3%
Average Annual Change		-11.4%	-9.9%	-8.7%	-8.3%	-4.1%	-1.3%	0.0%	1.1%	1.6%	1.3%	1.4%	1.8%	-2.9%	Annual Change	-10.2%	-4.6%	0.8%	1.6%
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
2021	FTEs	969	716	857	1,272	1,389	2,044	2,637	2,960	1,655	1,645	1,532	2,360	1,670	89.2%	847	1,568	2,417	1,846

EMPLOYMENT							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Staying Visitor	FTEs	3,290	3,414	3,516	3,630	1,461	2,836
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367
Share of Total	%	54.6%	53.8%	53.5%	53.7%	53.0%	52.8%
Annual Change in Share	%		-1.3%	-0.7%	0.4%	-1.2%	-0.4%
Change in Share from 2016	%		-1.3%	-2.0%	-1.6%	-2.8%	-3.2%
Avg Ann. Change in Share	%		-1.3%	-1.0%	-0.5%	-0.7%	-0.6%



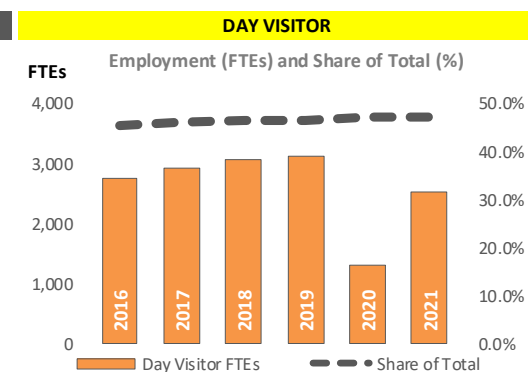
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
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 2021		-58.8%	-60.5%	-52.8%	-37.6%	-0.5%	5.9%	1.6%	24.4%	16.8%	-4.7%	19.9%	-2.5%	-7.6%	Annual Change		-56.9%	-12.7%	13.4%	4.9%
% Change 2020 to 2021		-61.3%	-66.0%	-41.1%	233.5%	375.5%	469.3%	140.4%	103.3%	130.5%	117.3%	345.9%	115.5%	95.7%			-56.5%	352.0%	122.3%	176.9%
Average Annual Change		-11.8%	-12.1%	-10.6%	-7.5%	-0.1%	1.2%	0.3%	4.9%	3.4%	-0.9%	4.0%	-0.5%	-1.5%			-11.4%	-2.5%	2.7%	1.0%
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
2021	FTEs	527	769	1,079	2,237	2,666	3,213	4,346	4,728	3,203	2,807	3,218	1,583	2,531	95.7%		791	2,705	4,092	2,536

EMPLOYMENT							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Day Visitor	FTEs	2,741	2,929	3,059	3,129	1,293	2,531
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367
Share of Total	%	45.4%	46.2%	46.5%	46.3%	47.0%	47.2%
Annual Change in Share	%		1.6%	0.8%	-0.5%	1.4%	0.4%
Change in Share from 2016	%		1.6%	2.4%	1.9%	3.3%	3.8%
Avg Ann. Change in Share	%		1.6%	1.2%	0.6%	0.8%	0.8%



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: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT
COVENTRY

2021

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

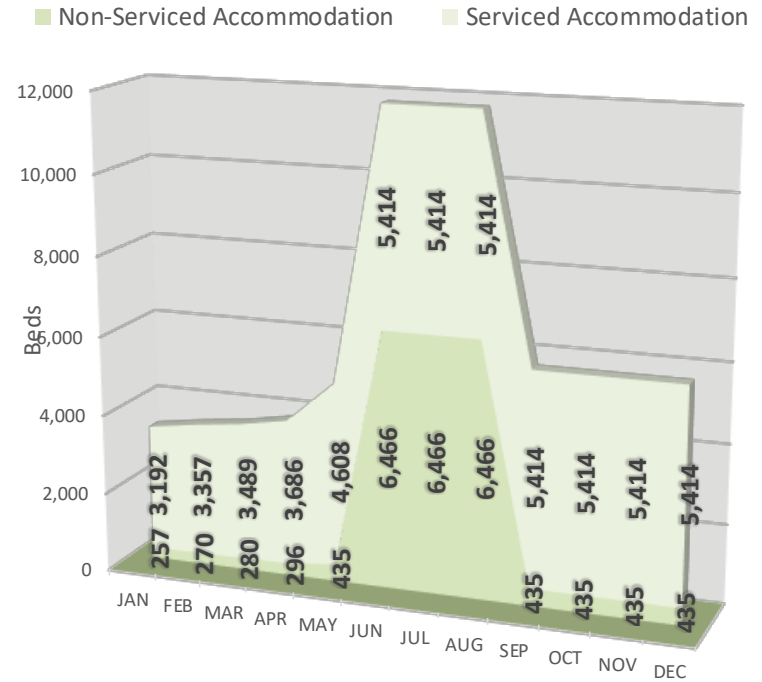
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	43	5,414	0	-1	+9	+426
+50 Room	18	4,561	0	0	0	+189
11-50 Room	13	704	0	0	+5	+179
<10 Room	12	149	0	-1	+4	+58

NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	29	6,466	+6	+1,723	0	0
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	21	6,152	+6	+1,723	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	72	11,880	+6	+1,722	+9	+426
Serviced Accommodation Share of Total	60%	46%				
Non-Serviced Accommodation Share of Total	40%	54%				

SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,449	3,627	3,769	3,982	5,043	11,880	11,880	11,880	5,849	5,849	5,849	5,849
Serviced Accommodation	3,192	3,357	3,489	3,686	4,608	5,414	5,414	5,414	5,414	5,414	5,414	5,414
Non-Serviced Accommodation	257	270	280	296	435	6,466	6,466	6,466	435	435	435	435

SEASONAL AVAILABILITY OF BED SUPPLY
2021



Report Sections With Historic Financial Data Indexed to 2021 Prices

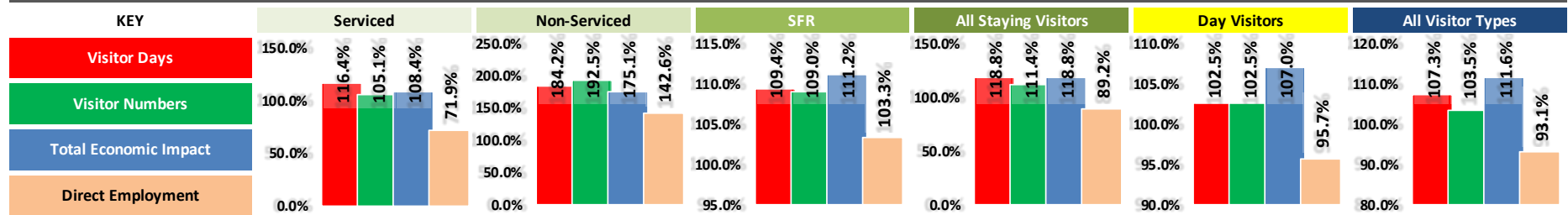
Sections:	<i>Comparative Headlines</i>	Visitor Types:	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

Indexation:	<i>Indexation to: 2021</i>
2016	<i>1.14</i>
2017	<i>1.11</i>
2018	<i>1.07</i>
2019	<i>1.04</i>
2020	<i>1.01</i>
2021	<i>1.00</i>

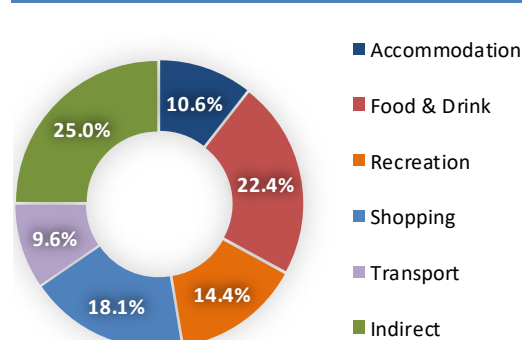
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %			
Visitor Days	M	0.834	0.386	116.4%	0.428	0.151	184.2%	1.993	0.951	109.4%	3.255	1.488	118.8%	7.284	3.596	102.5%	10.54	5.084	107.3%		
Visitor Numbers	M	0.408	0.199	105.1%	0.063	0.022	192.5%	0.441	0.211	109.0%	0.913	0.432	111.4%	7.284	3.596	102.5%	8.197	4.028	103.5%		
Direct Expenditure	£M																371.58	175.79	111.4%		
Economic Impact	£M	91.07	43.69	108.4%	35.01	12.73	175.1%	74.63	35.33	111.2%	200.71	91.75	118.8%	294.58	142.31	107.0%	495.29	234.06	111.6%		
Direct Employment	FTEs	858	499	71.9%	197	81	142.6%	615	302	103.3%	1,670	883	89.2%	2,531	1,293	95.7%	4,201	2,176	93.1%		
Total Employment	FTEs																5,367	2,754	94.9%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 & 2020 - INDEXED TO 2021



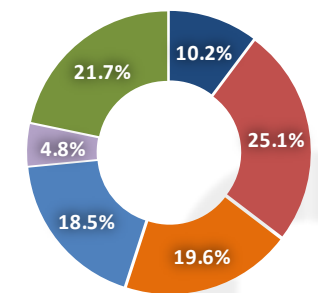
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	52.34	25.11	108.5%
Food & Drink	110.92	55.34	100.4%
Recreation	71.38	35.01	103.9%
Shopping	89.42	38.03	135.1%
Transport	47.51	22.31	113.0%
TOTAL DIRECT	371.58	175.79	111.4%
Indirect	123.71	58.27	112.3%
TOTAL	495.29	234.06	111.6%

Sectoral Distribution of Employment - FTEs

Sectors	2021	2020	+/- %
Accommodation	549	353	55.7%
Food & Drink	1,349	708	90.5%
Recreation	1,053	544	93.8%
Shopping	991	444	123.4%
Transport	258	128	102.4%
TOTAL DIRECT	4,201	2,176	93.1%
Indirect	1,166	578	101.6%
TOTAL	5,367	2,754	94.9%



STEAM REPORT FOR 2016-2021 - DRAFT
COVENTRY

2016 to 2021
2021 Prices

TOTAL

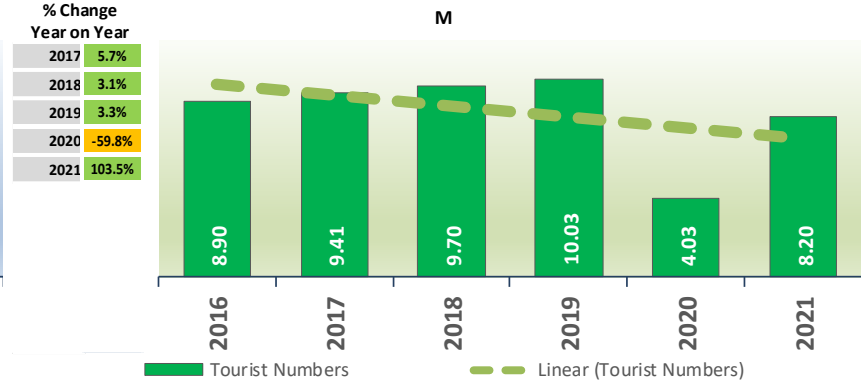
KEY MEASURES
Indexed

Economic Impact - Indexed - Total



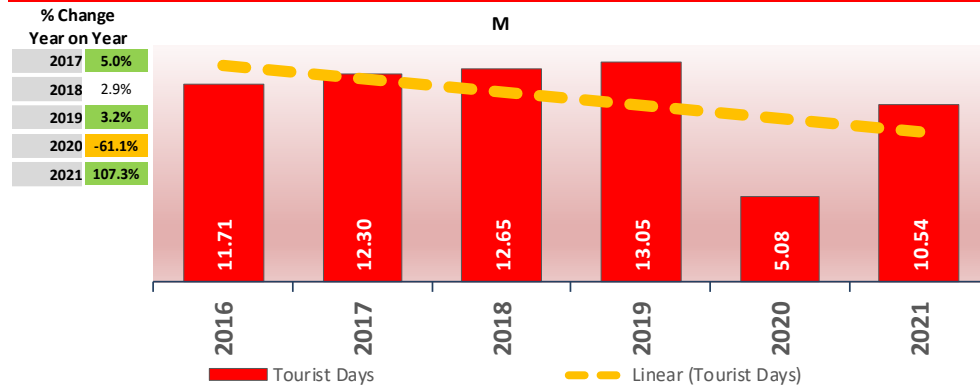
% Change Year on Year	
2017	4.6%
2018	2.6%
2019	2.0%
2020	-62.2%
2021	111.6%

Visitor Numbers - Total



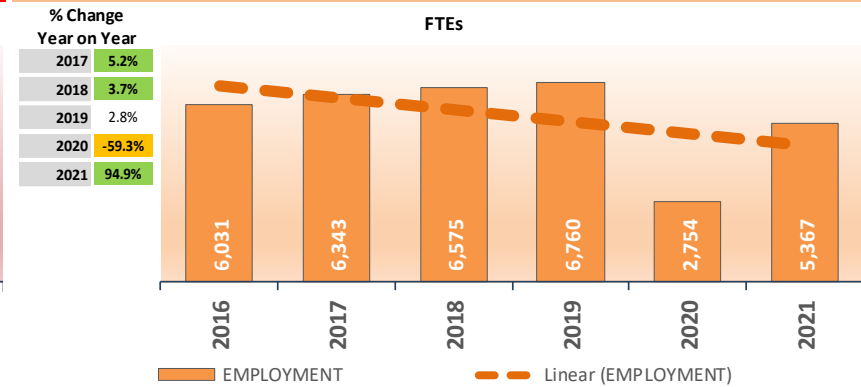
% Change Year on Year	
2017	5.7%
2018	3.1%
2019	3.3%
2020	-59.8%
2021	103.5%

Visitor Days - Total



% Change Year on Year	
2017	5.0%
2018	2.9%
2019	3.2%
2020	-61.1%
2021	107.3%

Total Employment Supported - Total



% Change Year on Year	
2017	5.2%
2018	3.7%
2019	2.8%
2020	-59.3%
2021	94.9%

% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		4.6%	7.3%	9.5%	-58.6%	-12.3%
Visitor Numbers		5.7%	9.0%	12.6%	-54.7%	-7.9%
Visitor Days		5.0%	8.1%	11.5%	-56.6%	-10.0%
Total Employment		5.2%	9.0%	12.1%	-54.3%	-11.0%

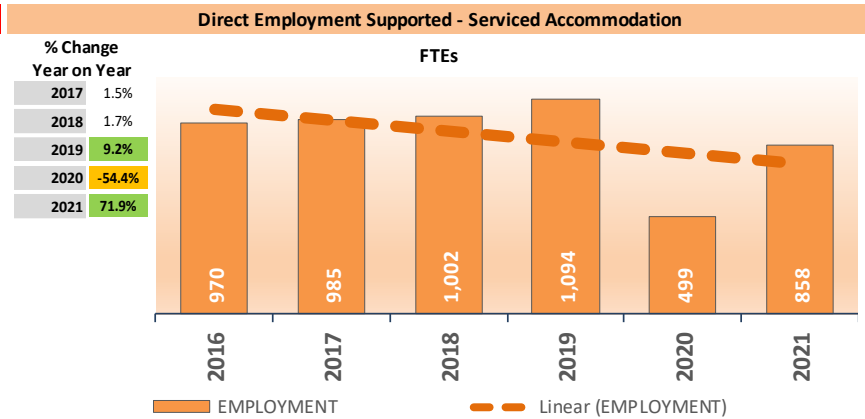
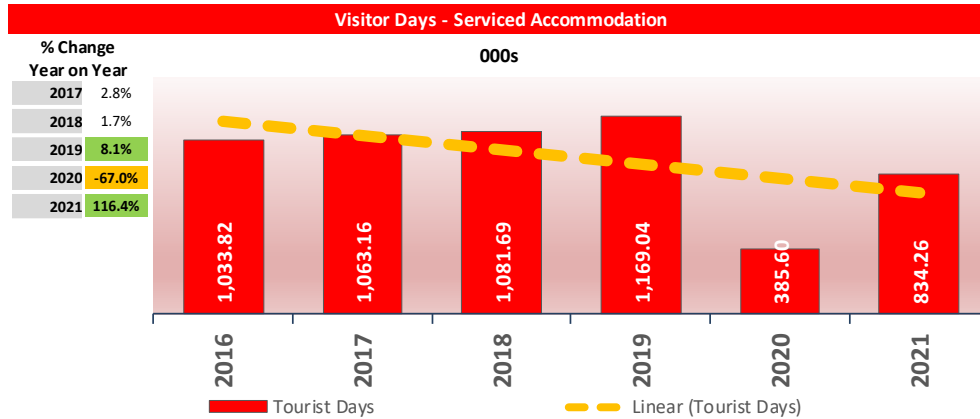
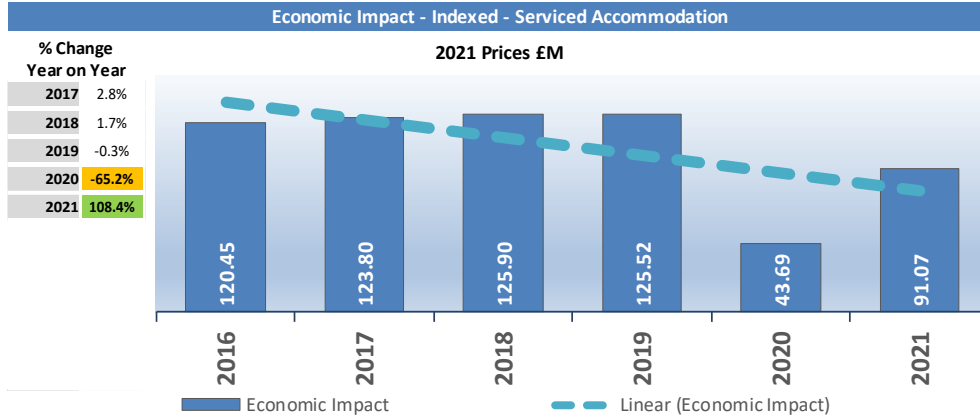
"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2021 - DRAFT
COVENTRY

2016 to 2021
2021 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed



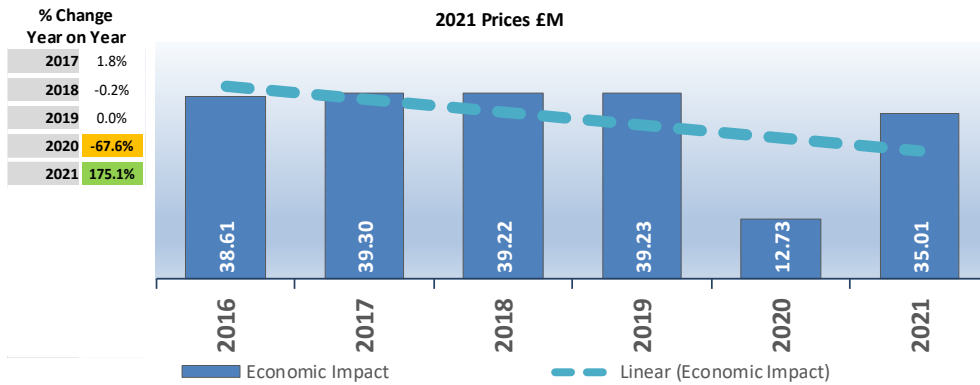
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		2.8%	4.5%	4.2%	-63.7%	-24.4%
Visitor Numbers		2.7%	4.6%	13.3%	-61.6%	-21.1%
Visitor Days		2.8%	4.6%	13.1%	-62.7%	-19.3%
Direct Employment		1.5%	3.3%	12.7%	-48.6%	-11.6%

"Linear" = Linear Trendline

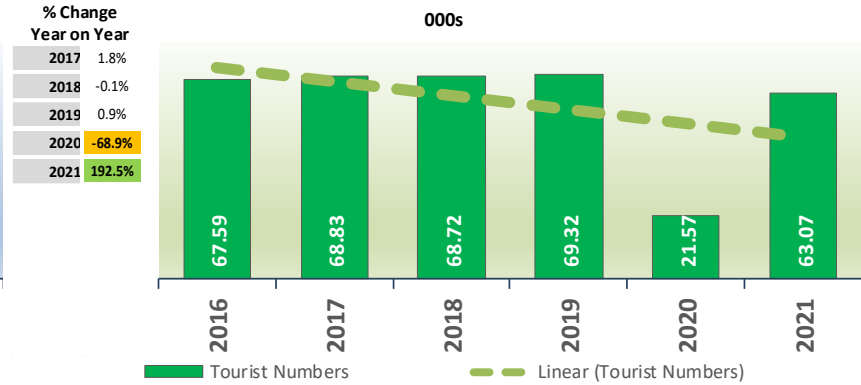
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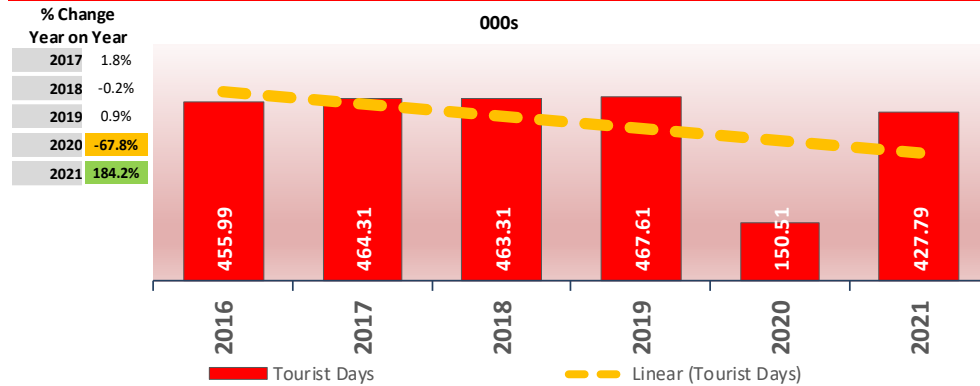
Economic Impact - Indexed - Non-Serviced Accommodation



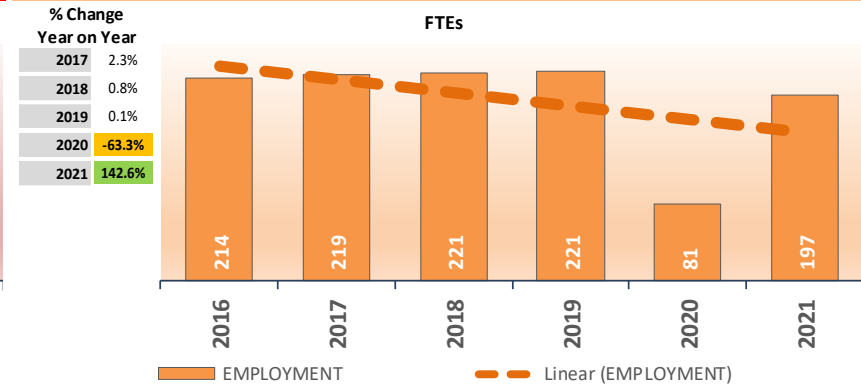
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		1.8%	1.6%	1.6%	-67.0%	-9.3%
Visitor Numbers		1.8%	1.7%	2.6%	-68.1%	-6.7%
Visitor Days		1.8%	1.6%	2.5%	-67.0%	-6.2%
Direct Employment		2.3%	3.2%	3.2%	-62.1%	-7.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2021 - DRAFT
COVENTRY

2016 to 2021
2021 Prices

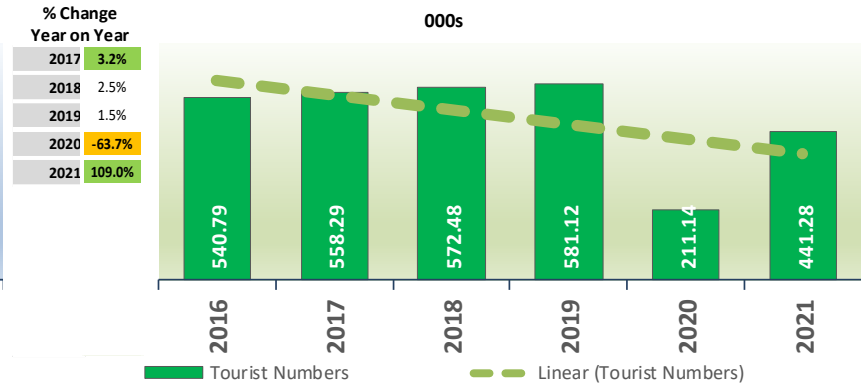
SFR

KEY MEASURES
Indexed

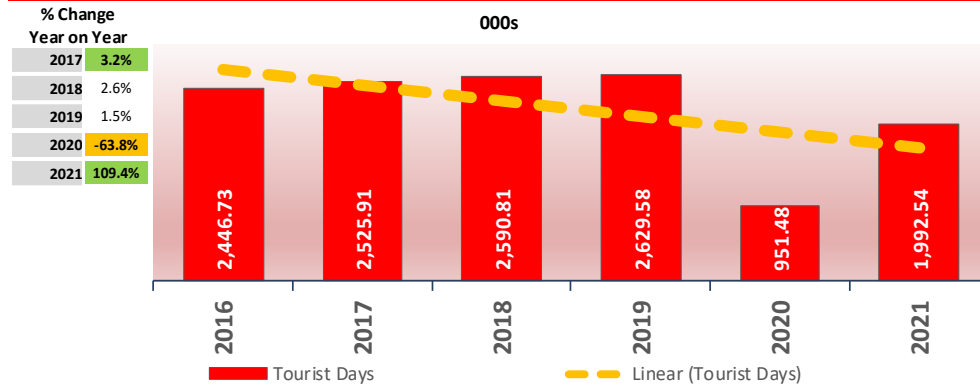
Economic Impact - Indexed - SFR



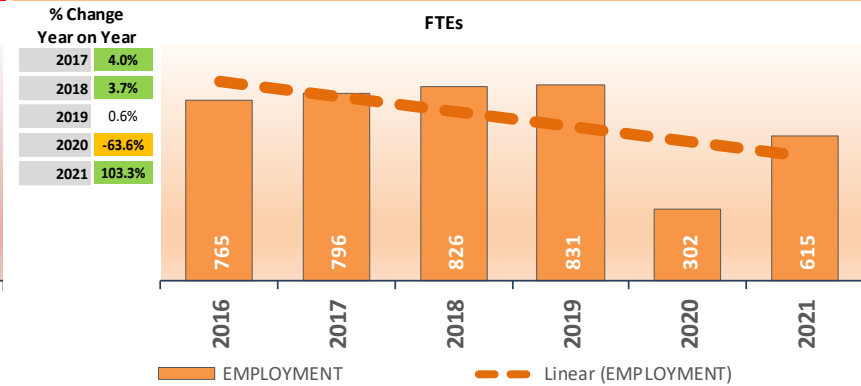
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



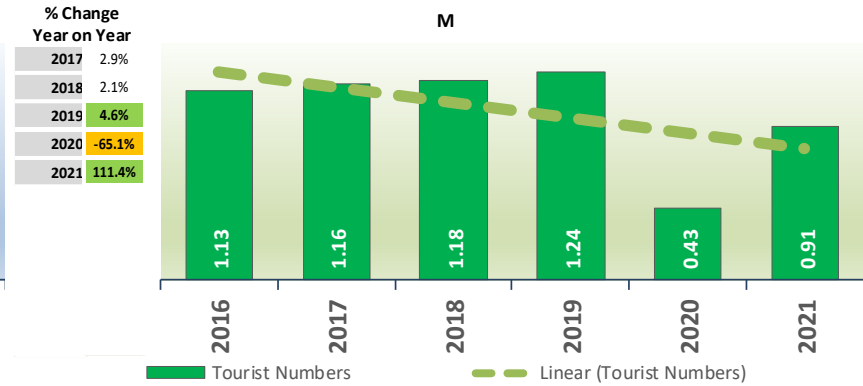
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		3.2%	5.9%	7.5%	-61.4%	-18.6%
Visitor Numbers		3.2%	5.9%	7.5%	-61.0%	-18.4%
Visitor Days		3.2%	5.9%	7.5%	-61.1%	-18.6%
Direct Employment		4.0%	7.9%	8.6%	-60.5%	-19.7%

"Linear" = Linear Trendline

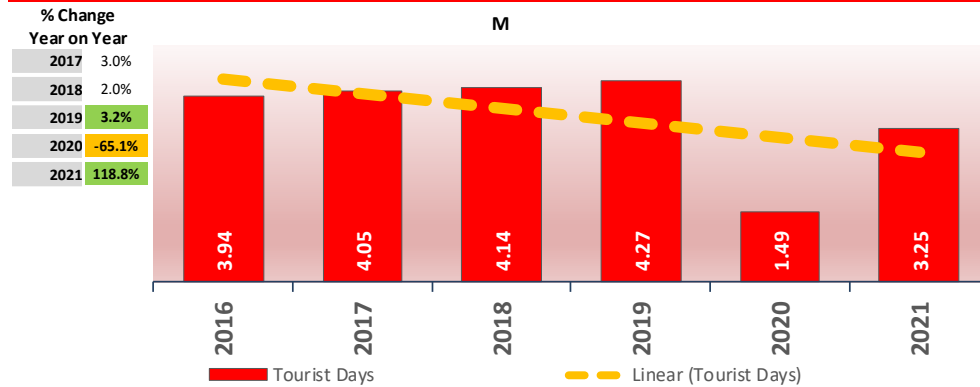
Economic Impact - Indexed - Staying Visitor



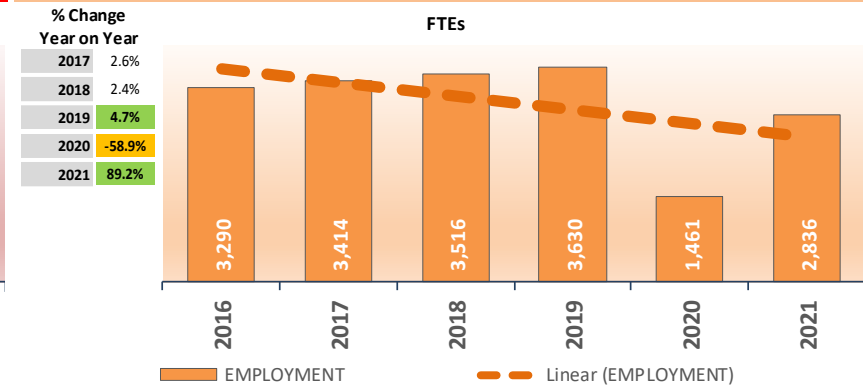
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



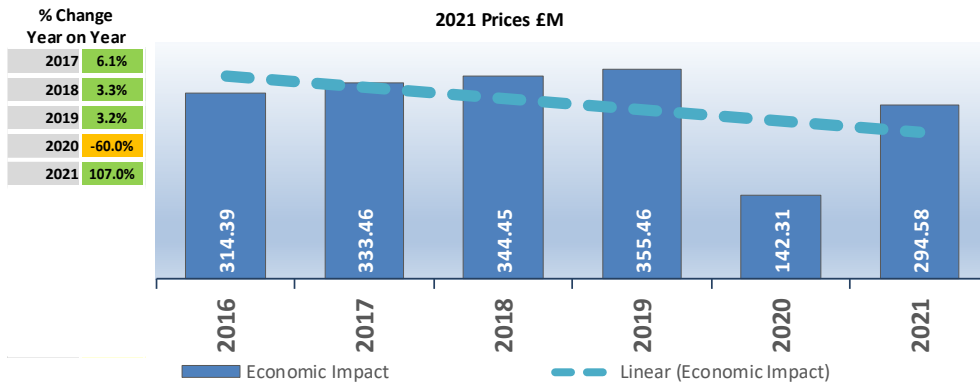
Direct Employment Supported - Staying Visitor



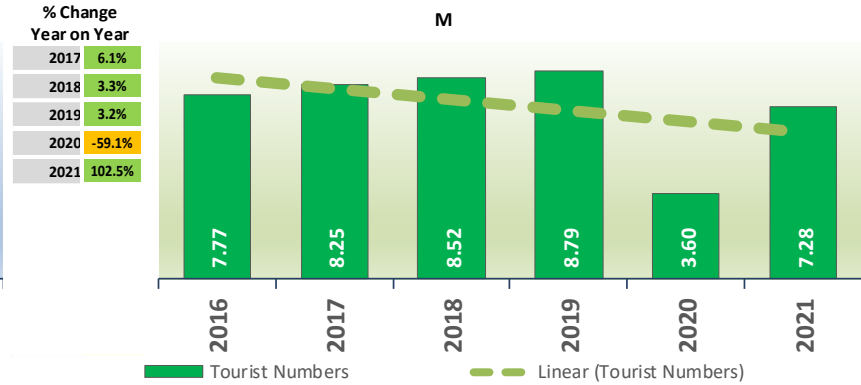
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		2.8%	4.6%	5.0%	-63.4%	-19.9%
Visitor Numbers		2.9%	5.0%	9.9%	-61.7%	-19.0%
Visitor Days		3.0%	5.1%	8.4%	-62.2%	-17.3%
Direct Employment		3.8%	6.8%	10.3%	-55.6%	-13.8%

"Linear" = Linear Trendline

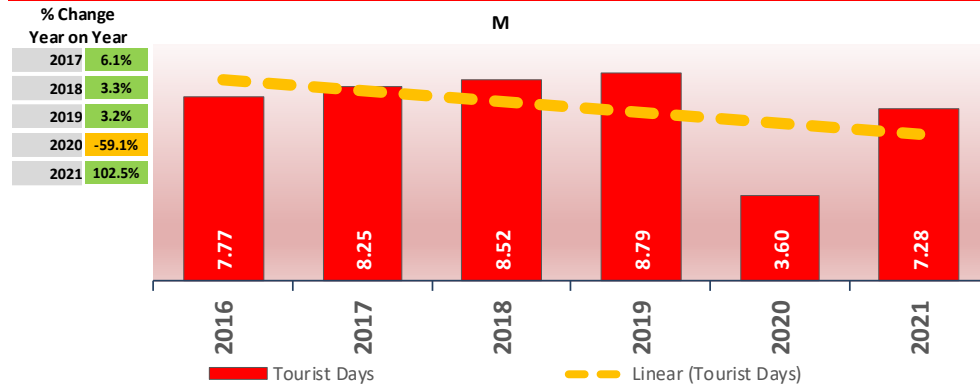
Economic Impact - Indexed - Day Visitor



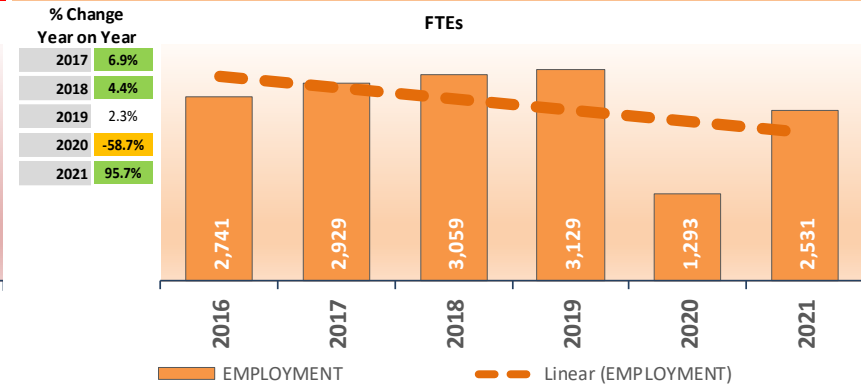
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



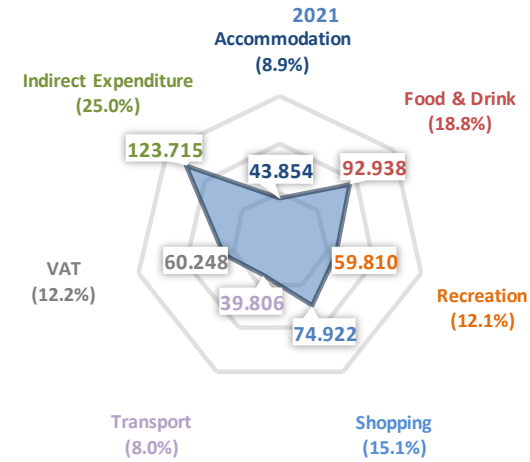
% Change from 2016	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		6.1%	9.6%	13.1%	-54.7%	-6.3%
Visitor Numbers		6.1%	9.6%	13.0%	-53.7%	-6.3%
Visitor Days		6.1%	9.6%	13.0%	-53.7%	-6.3%
Direct Employment		6.9%	11.6%	14.2%	-52.8%	-7.6%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021

SECTOR / YEAR	2016	2017	2018	2019	2020	2021
Accommodation £M	58.35	59.88	60.71	57.73	21.57	43.85
Food & Drink £M	102.26	107.32	110.33	114.12	47.53	92.94
Recreation £M	64.78	68.28	70.32	72.69	30.06	59.81
Shopping £M	84.44	88.42	90.90	93.66	32.66	74.92
Transport £M	44.27	46.47	47.79	49.34	19.16	39.81
Direct Revenue £M	354.10	370.36	380.04	387.54	150.97	311.33
VAT £M	70.82	74.07	76.01	77.51	24.82	60.25
Direct Expenditure £M	424.93	444.43	456.05	465.04	175.79	371.58
Indirect Expenditure £M	140.15	146.70	150.55	153.68	58.27	123.71
TOTAL £M	565.08	591.13	606.60	618.72	234.06	495.29

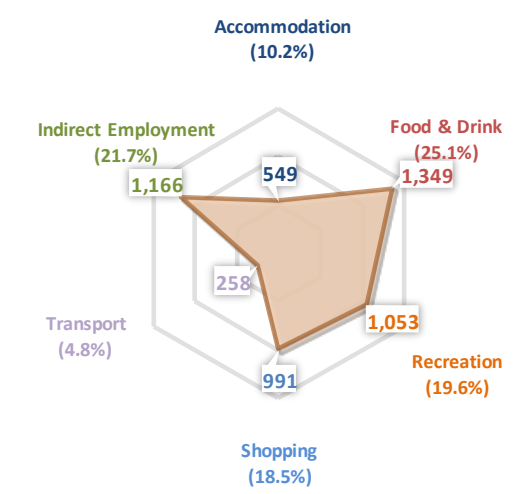
2021 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2021



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2016	2017	2018	2019	2020	2021
Accommodation FTEs	581	581	586	645	353	549
Food & Drink FTEs	1,514	1,601	1,664	1,706	708	1,349
Recreation FTEs	1,164	1,236	1,287	1,319	544	1,053
Shopping FTEs	1,140	1,202	1,250	1,276	444	991
Transport FTEs	293	310	322	330	128	258
Direct Employment FTEs	4,691	4,929	5,108	5,275	2,176	4,201
Indirect Employment FTEs	1,340	1,414	1,467	1,484	578	1,166
TOTAL FTEs	6,031	6,343	6,575	6,760	2,754	5,367

2021 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



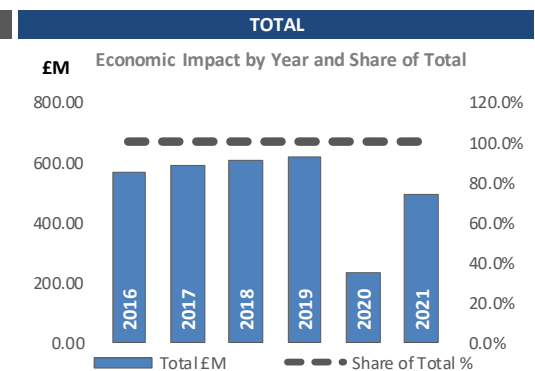
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 2021 Prices	TOTAL	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2016 to 2021		-65.1%	-65.0%	-57.5%	-41.8%	-13.3%	-4.9%	0.1%	17.6%	13.9%	-1.0%	13.7%	10.2%	-12.3%	Annual Change	-62.3%	-20.7%	9.9%	7.3%
% Change 2020 to 2021		-68.6%	-68.2%	-36.7%	388.3%	521.3%	570.2%	179.0%	127.0%	156.9%	153.2%	527.0%	334.3%	111.6%		-60.3%	496.6%	150.8%	283.6%
Average Annual Change		-13.0%	-13.0%	-11.5%	-8.4%	-2.7%	-1.0%	0.0%	3.5%	2.8%	-0.2%	2.7%	2.0%	-2.5%		-12.5%	-4.1%	2.0%	1.5%
2016	£M	33.34	32.99	37.84	56.12	43.45	54.98	71.33	68.35	43.22	45.39	41.94	36.12	565.08		104.18	154.55	182.90	123.45
2017	£M	34.73	33.45	38.38	57.46	44.49	56.41	75.95	73.45	47.31	45.90	45.45	38.16	591.13	4.6%	106.56	158.35	196.71	129.51
2018	£M	35.95	34.09	39.16	58.83	46.21	57.49	77.45	74.86	48.91	46.89	46.91	39.86	606.60	2.6%	109.20	162.52	201.22	133.66
2019	£M	36.19	34.67	39.43	59.91	49.40	60.71	78.95	75.97	49.20	47.03	47.73	39.52	618.72	2.0%	110.29	170.02	204.12	134.28
2020	£M	37.05	36.39	25.40	6.690	6.061	7.801	25.59	35.41	19.15	17.75	7.606	9.165	234.06	-62.2%	98.84	20.55	80.15	34.52
2021	£M	11.62	11.56	16.08	32.67	37.66	52.28	71.40	80.39	49.21	44.93	47.69	39.81	495.29	111.6%	39.26	122.60	201.00	132.43

ECONOMIC IMPACT - INDEXED TO 2021							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Total	£M	565.08	591.13	606.60	618.72	234.06	495.29
All Visitor Types	£M	565.08	591.13	606.60	618.72	234.06	495.29
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2016	%						
Avg Ann. Change in Share	%						



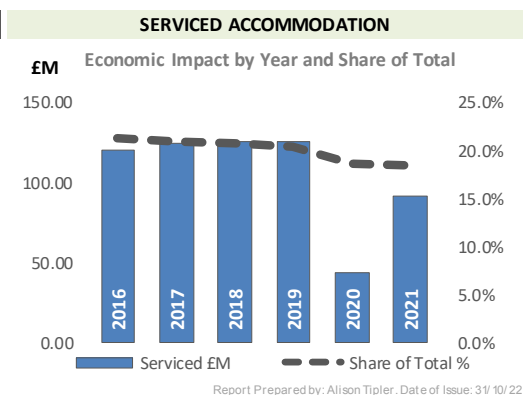
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 2021 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 2021 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2016 to 2021		-72.6%	-70.2%	-63.6%	-56.7%	-46.1%	-36.6%	-10.2%	19.3%	4.3%	-0.2%	-3.1%	32.2%	-24.4%	Annual Change	-68.3%	-46.4%	4.3%	7.5%	
% Change 2020 to 2021		-78.4%	-72.2%	-30.4%	2183.1%	1035.7%	745.4%	305.5%	175.0%	184.9%	190.9%	1079.5%	915.4%	108.4%		-65.5%	1031.7%	206.0%	466.5%	
Average Annual Change		-14.5%	-14.0%	-12.7%	-11.3%	-9.2%	-7.3%	-2.0%	3.9%	0.9%	0.0%	-0.6%	6.4%	-4.9%		-13.7%	-9.3%	0.9%	1.5%	
2016	£M	7.860	9.605	10.70	9.883	9.801	10.14	9.602	9.252	11.31	11.71	11.91	8.672	120.45		28.17	29.83	30.16	32.29	
2017	£M	8.145	9.485	11.04	9.755	10.71	10.51	9.877	9.331	11.51	11.76	12.28	9.392	123.80	2.8%	28.67	30.98	30.72	33.43	
2018	£M	8.473	9.516	11.27	10.12	10.53	10.60	9.907	9.146	11.81	12.29	12.35	9.880	125.90	1.7%	29.26	31.26	30.87	34.52	
2019	£M	8.426	9.532	11.17	10.12	10.63	10.80	10.04	9.352	11.56	12.05	12.31	9.525	125.52	-0.3%	29.13	31.56	30.95	33.89	
2020	£M	9.967	10.31	5.596	0.188	0.465	0.761	2.127	4.013	4.139	4.018	0.979	1.129	43.69	-65.2%	25.87	1.413	10.28	6.126	
2021	£M	2.154	2.867	3.896	4.283	5.281	6.432	8.623	11.03	11.79	11.69	11.55	11.47	91.07	108.4%	8.917	16.00	31.45	34.71	

ECONOMIC IMPACT - INDEXED TO 2021							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Serviced	£M	120.45	123.80	125.90	125.52	43.69	91.07
All Visitor Types	£M	565.08	591.13	606.60	618.72	234.06	495.29
Share of Total	%	21.3%	20.9%	20.8%	20.3%	18.7%	18.4%
Annual Change in Share	%		-1.7%	-0.9%	-2.3%	-8.0%	-1.5%
Change in Share from 2016	%		-1.7%	-2.6%	-4.8%	-12.4%	-13.7%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.6%	-3.1%	-2.7%

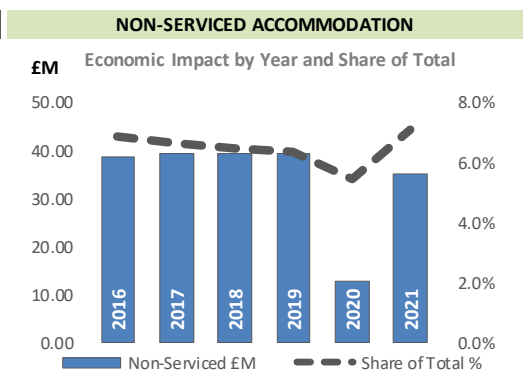


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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 2021 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2016 to 2021		-83.5%	-82.6%	-78.5%	-69.1%	-24.0%	-10.9%	-4.2%	-5.7%	4.6%	10.4%	8.9%	9.4%	-9.3%	Annual Change	-81.3%	-14.7%	-4.7%	9.7%
% Change 2020 to 2021		-84.7%	-77.1%	-45.0%	2109.8%	1951.5%	633.0%	178.4%	99.6%	75.0%	174.1%	702.0%	664.2%	175.1%		-72.9%	669.3%	128.3%	332.4%
Average Annual Change		-16.7%	-16.5%	-15.7%	-13.8%	-4.8%	-2.2%	-0.8%	-1.1%	0.9%	2.1%	1.8%	1.9%	-1.9%		-16.3%	-2.9%	-0.9%	1.9%
2016	£M	0.234	0.448	0.402	0.576	0.691	10.10	11.42	12.76	0.732	0.542	0.344	0.363	38.61		1.084	11.36	24.91	1.249
2017	£M	0.234	0.448	0.410	0.576	0.733	10.29	11.63	13.00	0.731	0.531	0.345	0.374	39.30	1.8%	1.092	11.60	25.36	1.250
2018	£M	0.244	0.450	0.418	0.598	0.720	10.38	11.66	12.74	0.736	0.545	0.342	0.386	39.22	-0.2%	1.112	11.70	25.14	1.273
2019	£M	0.259	0.450	0.416	0.648	0.730	10.17	11.98	12.59	0.704	0.526	0.361	0.403	39.23	0.0%	1.125	11.55	25.27	1.289
2020	£M	0.252	0.341	0.157	0.008	0.026	1.227	3.930	6.031	0.438	0.218	0.047	0.052	12.73	-67.6%	0.750	1.260	10.40	0.317
2021	£M	0.039	0.078	0.086	0.178	0.526	8.993	10.94	12.04	0.766	0.598	0.375	0.397	35.01	175.1%	0.203	9.696	23.74	1.370

ECONOMIC IMPACT - INDEXED TO 2021							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
Non-Serviced	£M	38.61	39.30	39.22	39.23	12.73	35.01
All Visitor Types	£M	565.08	591.13	606.60	618.72	234.06	495.29
Share of Total	%	6.8%	6.6%	6.5%	6.3%	5.4%	7.1%
Annual Change in Share	%		-2.7%	-2.7%	-1.9%	-14.2%	30.0%
Change in Share from 2016	%		-2.7%	-5.4%	-7.2%	-20.4%	3.5%
Avg Ann. Change in Share	%		-2.7%	-2.7%	-2.4%	-5.1%	0.7%



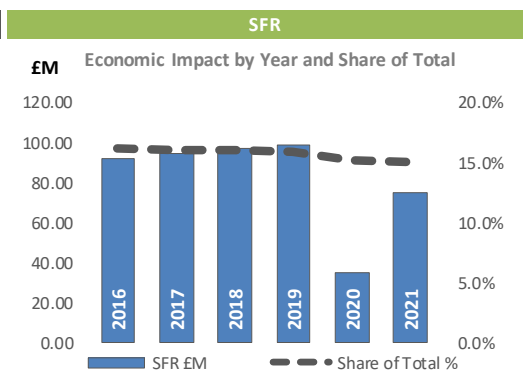
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 2021 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 2021 / 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 2021		-64.4%	-62.3%	-53.1%	-43.7%	-20.2%	-3.9%	0.6%	12.3%	9.2%	5.9%	9.1%	8.3%	-18.6%	Annual Change	-61.5%	-27.3%	7.2%	7.8%
% Change 2020 to 2021		-66.6%	-62.1%	1.2%	3479.0%	1919.8%	1009.2%	224.7%	130.4%	139.1%	154.9%	1272.7%	745.4%	111.2%		-58.1%	1739.2%	159.7%	473.0%
Average Annual Change		-12.9%	-12.5%	-10.6%	-8.7%	-4.0%	-0.8%	0.1%	2.5%	1.8%	1.2%	1.8%	1.7%	-3.7%		-12.3%	-5.5%	1.4%	1.6%
2016	£M	13.03	4.306	4.893	11.38	7.337	5.751	9.404	9.997	4.968	4.988	4.026	11.55	91.63		22.23	24.47	24.37	20.57
2017	£M	13.48	4.381	5.053	11.58	7.718	5.928	9.682	10.27	5.103	5.099	4.155	12.13	94.58	3.2%	22.91	25.23	25.05	21.39
2018	£M	13.96	4.476	5.194	11.97	7.830	6.069	9.892	10.41	5.220	5.251	4.224	12.53	97.02	2.6%	23.63	25.87	25.52	22.01
2019	£M	14.13	4.549	5.260	12.15	7.973	6.170	10.13	10.57	5.294	5.333	4.323	12.61	98.51	1.5%	23.94	26.30	26.00	22.27
2020	£M	13.89	4.282	2.264	0.179	0.290	0.498	2.914	4.872	2.269	2.071	0.320	1.479	35.33	-64.1%	20.44	0.967	10.06	3.871
2021	£M	4.638	1.624	2.293	6.403	5.854	5.526	9.463	11.22	5.427	5.280	4.392	12.51	74.63	111.2%	8.555	17.78	26.11	22.18

ECONOMIC IMPACT - INDEXED TO 2021							
SHARE OF MARKET		2016	2017	2018	2019	2020	2021
SFR	£M	91.63	94.58	97.02	98.51	35.33	74.63
All Visitor Types	£M	565.08	591.13	606.60	618.72	234.06	495.29
Share of Total	%	16.2%	16.0%	16.0%	15.9%	15.1%	15.1%
Annual Change in Share	%		-1.3%	0.0%	-0.5%	-5.2%	-0.2%
Change in Share from 2016	%		-1.3%	-1.4%	-1.8%	-6.9%	-7.1%
Avg Ann. Change in Share	%		-1.3%	-0.7%	-0.6%	-1.7%	-1.4%



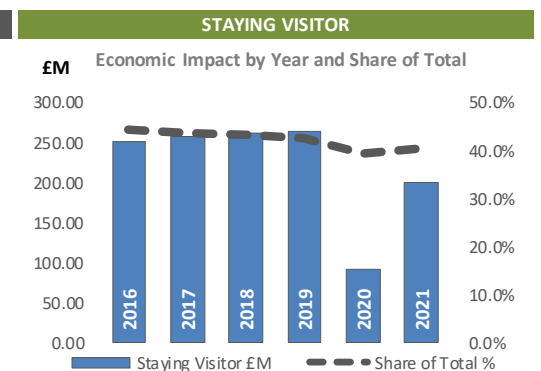
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Report Prepared by: Alison Tipler. Date of Issue: 31/10/22

STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 2021 Prices		STAYING VISITOR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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 2021		-67.7%	-68.2%	-60.8%	-50.3%	-34.6%	-19.4%	-4.6%	7.1%	5.7%	1.9%	0.2%	18.4%	-19.9%		-65.7%	-33.8%	2.3%	7.7%
% Change 2020 to 2021		-71.7%	-69.4%	-21.7%	2800.5%	1394.1%	742.8%	223.5%	129.9%	162.7%	178.5%	1112.3%	816.0%	118.8%		-62.4%	1094.1%	164.6%	464.8%
Average Annual Change		-13.5%	-13.6%	-12.2%	-10.1%	-6.9%	-3.9%	-0.9%	1.4%	1.1%	0.4%	0.0%	3.7%	-4.0%		-13.1%	-6.8%	0.5%	1.5%
2016	£M	21.12	14.36	16.00	21.84	17.83	25.99	30.42	32.01	17.01	17.24	16.28	20.59	250.69		51.48	65.66	79.44	54.11
2017	£M	21.85	14.31	16.51	21.91	19.16	26.73	31.19	32.59	17.35	17.39	16.78	21.90	257.67	2.8%	52.67	67.81	81.13	56.06
2018	£M	22.67	14.44	16.88	22.69	19.08	27.05	31.46	32.29	17.77	18.09	16.92	22.80	262.15	1.7%	54.00	68.82	81.52	57.81
2019	£M	22.82	14.53	16.84	22.92	19.34	27.14	32.15	32.51	17.56	17.91	17.00	22.54	263.26	0.4%	54.19	69.40	82.21	57.45
2020	£M	24.11	14.93	8.018	0.375	0.780	2.486	8.971	14.92	6.846	6.307	1.346	2.661	91.75	-65.1%	47.06	3.641	30.73	10.31
2021	£M	6.832	4.569	6.275	10.86	11.66	20.95	29.03	34.30	17.98	17.57	16.32	24.37	200.71	118.8%	17.68	43.47	81.31	58.25

ECONOMIC IMPACT - INDEXED TO 2021							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	
Staying Visitor	£M	250.69	257.67	262.15	263.26	91.75	200.71
All Visitor Types	£M	565.08	591.13	606.60	618.72	234.06	495.29
Share of Total	%	44.4%	43.6%	43.2%	42.5%	39.2%	40.5%
Annual Change in Share	%		-1.7%	-0.9%	-1.5%	-7.9%	3.4%
Change in Share from 2016	%		-1.7%	-2.6%	-4.1%	-11.6%	-8.7%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.4%	-2.9%	-1.7%



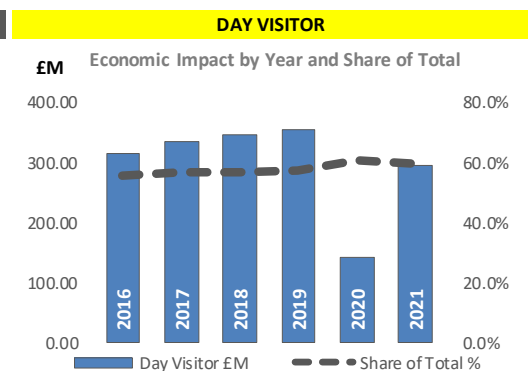
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STEAM REPORT FOR 2016-2021 - DRAFT COVENTRY													2016 to 2021 2021 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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 2021		-60.8%	-62.5%	-55.1%	-36.4%	1.5%	8.1%	3.6%	26.8%	19.1%	-2.8%	22.3%	-0.6%	-6.3%	Annual Change	-59.0%	-11.0%	15.7%	7.0%	
% Change 2020 to 2021		-63.0%	-67.4%	-43.6%	245.3%	392.3%	489.4%	155.0%	124.9%	153.8%	139.2%	401.1%	137.3%	107.0%		-58.3%	367.9%	142.2%	206.4%	
Average Annual Change		-12.2%	-12.5%	-11.0%	-7.3%	0.3%	1.6%	0.7%	5.4%	3.8%	-0.6%	4.5%	-0.1%	-1.3%		-11.8%	-2.2%	3.1%	1.4%	
2016	£M	12.22	18.63	21.84	34.28	25.62	28.99	40.91	36.34	26.21	28.15	25.66	15.53	314.39		52.70	88.89	103.46	69.34	
2017	£M	12.87	19.14	21.87	35.55	25.32	29.68	44.76	40.85	29.97	28.51	28.68	16.27	333.46	6.1%	53.88	90.55	115.58	73.45	
2018	£M	13.28	19.65	22.28	36.14	27.13	30.43	45.98	42.57	31.14	28.80	29.99	17.06	344.45	3.3%	55.20	93.70	119.70	75.85	
2019	£M	13.37	20.14	22.59	36.98	30.06	33.57	46.80	43.47	31.64	29.12	30.73	16.98	355.46	3.2%	56.10	100.62	121.91	76.83	
2020	£M	12.94	21.46	17.38	6.315	5.281	5.315	16.62	20.49	12.30	11.44	6.260	6.504	142.31	-60.0%	51.78	16.91	49.42	24.20	
2021	£M	4.789	6.992	9.806	21.80	26.00	31.33	42.37	46.09	31.22	27.37	31.37	15.43	294.58	107.0%	21.59	79.13	119.69	74.17	

ECONOMIC IMPACT - INDEXED TO 2021							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	
Day Visitor	£M	314.39	333.46	344.45	355.46	142.31	294.58
All Visitor Types	£M	565.08	591.13	606.60	618.72	234.06	495.29
Share of Total	%	55.6%	56.4%	56.8%	57.5%	60.8%	59.5%
Annual Change in Share	%		1.4%	0.7%	1.2%	5.8%	-2.2%
Change in Share from 2016	%		1.4%	2.1%	3.3%	9.3%	6.9%
Avg Ann. Change in Share	%		1.4%	1.0%	1.1%	2.3%	1.4%



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